Snowballing via Facebook©: A novel way to recruit millennial nursing student research participants.

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Learning Objectives

To:

• critique snowballing as a recruitment method for research participants;
• explore nursing participation in social media especially Facebook© as a potential means to access research participants;
• recognise limitations for this method of recruitment.
Snowballing – what is this recruitment technique?
Facebook© use in snowballing recruitment

• Increasing recruitment by accessing Facebook© pages “liked” by original and further Facebook© sites “followed” by original page.

• Individual Facebook© users ‘share’ the recruitment invitation posting.
Nurses and Facebook©

• Facebook© largest social medium platform with broad global reach.

• Facebook© users include a wide demographic range.
Accessing millennial nurses via Facebook

- Facebook© usage is reported to be 2.13 billion users monthly in the final quarter of 2017.
- 1.15 billion are daily users via mobile devices.
- Each day 1.40 billion people log on to Facebook©.
- Most common demographic, at 29.7%, those aged between 25-34 years (millennials). (Zephoria Digital Marketing, 2018).
Facebook® or other social media?
Advantages of snowball recruitment of millennials via Facebook.
Challenges for snowball recruitment of millennials via Facebook®
The experience of accessing Millennials via snowball sampling using Facebook®


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References


References


