

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

Presenter:

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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.



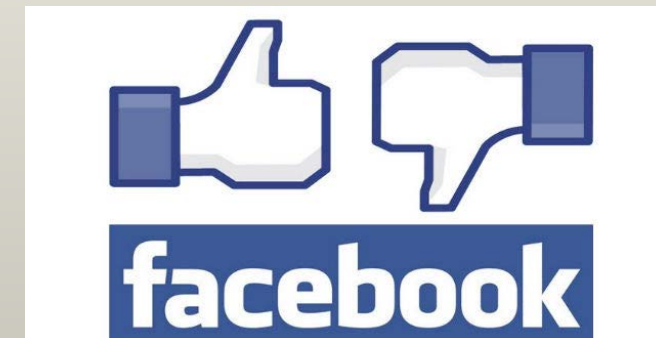
# Nurses and Facebook®

- 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<sup>©</sup>



# Challenges for snowball recruitment of millennials via Facebook<sup>©</sup>



# The experience of accessing Millennials via snowball sampling using Facebook<sup>®</sup>



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