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SURVEY RESEARCH CENTER

Providing state-of-the-art and cost-effective survey research services to Penn State faculty and administrative units.

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Finding Lost Respondents

Using MySpace and Facebook

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What studies?

List/follow up studies

Longitudinal studies

Any study where you are looking
for a specific person



Who?

Anyone who may use social or professional networking sites on the internet

Younger people
College students/alumni



How do these sites work?

Your own personal or professional web site

Used to contact friends and colleagues



Getting started

It's free to create an account

You can have multiple accounts

Separate email address for each account

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Your Site

Can be a personal site

Can be a professional site

Either should have limited personal information



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My Space sign up

Email and password

Name, country, state, zip code

Date of birth, gender, language



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MySpace info to search

Name/Hometown

Schools/businesses

Zodiac sign/Age from date of birth

You can search for anyone without an account, but you can't send a message without signing up



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MySpace - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.myspace.com/index.cfm?fuseaction=find

Search powered by Google

Home Browse Search Invite Film Mail Blogs Favorites Forum Groups Events MySpaceTV Music Comedy Classifieds

MySpace Search

Find friends, family and people with common backgrounds on MySpace. You can also Browse for new friends.

Find a Friend

Full Name Display Name Email

Find a School

School Name:

Country:

State/Province:

Search Profiles for People with Similar Personal Interests

Search for people with similar interests in general, music, movies or books.

Search Profiles for People With Similar Career Interests

Field:

Sub-Field:

Role:

Keyword:

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Start | Inbox for asc6... | http://www.acc... | MySpace - Mo... | Removable Disk... | Microsoft Power... | 11:54 AM

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FACEBOOK

Sign up as a personal site

Sign up as a professional site



FACEBOOK SIGN UP

Personal – name, email, date of birth

Professional – business type, brand or product, artist band or public figure



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Facebook info to search

Name/Hometown/Age

Schools/Businesses

Groups the person is affiliated with

You cannot search for anyone without an account



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Facebook | Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/srch.php

facebook Create Your Profile home account logout

Search

Applications
Page Manager
more

Search for Friends on Facebook

Search results will only give you a preview of what's available on Facebook.
Create your profile to connect with friends and see profiles.

Search By Name

Person's Name:

Search by Name

Search by High School (Alumni Only)

High School: Class Year:

Person's Name: (optional)

Search for Classmates

Search by College

College: Class Year:

Person's Name: (optional)

Search for Classmates

Search by Company

Company:

Person's Name: (optional)

Search for Coworkers

LendingTree

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- Cash Out Refinance
- Compare Low Rates
- Pay Off Debt
- 30-Yr Fixed Rates
- 15-Yr Fixed Rates
- 5-Year ARM

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Refinance \$300,000 for Only \$1,799/Mo*

Refinance \$200,000 for Only \$1,200/Mo*

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Done

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Privacy

Not all sites are accessible

Private vs. Public Sites

Information can be restricted



Contacting possible respondents

Similar to calling a possible respondent

Confidentiality issues: Don't be too specific about the study, it may not be the correct person



Contacting possible respondents – con't.

Make sure the information is clear for them
to get back to you

Don't give out personal information about
yourself, either in the message or on the
site



Message Example

Dear Potential Respondent,

We are trying to reach you to do a follow-up survey for a telephone survey that you participated in a couple years ago. Your continued involvement is very important to our study. If you could let us know a good phone number and time to reach you for our follow up survey, we would greatly appreciate it. Our toll free number is 1-877-402-8636. You will be compensated for your assistance.

Thank you very much,
Anne Claggett, Project Manager

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