

Social Media Metrics That Matter

2017 Annual Report





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THE BASICS

The Committee on Social Media at *Social Problems* (SP) was created in 2014 under the editorial leadership of Pamela Anne Quiroz. Our aim is to deliver informed, media-savvy, and results-oriented public relations based on a commitment to social justice that is reflected by the journal and the Society for the Study of Social Problems (SSSP). We desire to make SP research accessible to the widest audience possible and bridge traditional divides that separate the academic world from a more general public. To accomplish these goals, we pursue a multifaceted strategy of promotion. The work we do ranges broadly from developing original content that is featured across various social media venues to soliciting journalists for press coverage to nominating select articles for professional awards of excellence. In the report to come, we offer an overview of these activities for the 2015-2016 academic year, along with reflections on how far the committee's work has come and what concrete goals we will pursue in the future. **More specifically, the report is organized into five sections that speak to the following questions: 1) How much traffic do we generate, 2) Who is our audience, 3) What is our content, 4) Which other ways do we promote the journal, and 5) Can we do anything to improve?**



Who We Are

The Committee on Social Media is divided into two branches that consist of council and committee members. The former group is responsible for planning and strategizing which research articles and/or affiliates of the journal to promote. It consists of the Editor (Pamela Anne Quiroz) and Co-Chairs of the Committee (Devon Goss and Kasey Henricks). The latter group develops original content for the quarterly article campaigns as well as other social media content, and it consists of six committee members (Erika Del Villar, Lydia Hou, Trenton Haltom, Nick Rochin, Michael Rosino, and Jason Smith). Both groups meet every other two weeks for organizational purposes and professional development.



Who We Are

Committee on Social Media, Council Members



Pamela Anne Quiroz serves as Editor of *Social Problems*. She is Director of the Center for Mexican American Studies and Professor of Sociology at the University of Houston. Her research focuses on identity development in different social contexts: the impact of school organization on the development of student identities; how English-speaking Latinos navigate ethnic identity and authenticity; the intersecting identities of people who engage in personal advertising; and the identity development of transracially adopted children. She has published in the *Journal of Family Issues*, *Journal of Research on Adolescence*, *Childhood*, and *Sociology of Education*. Quiroz sits on the Board of Directors for the Council on Contemporary Families, a non-profit, non-partisan organization dedicated to providing the public with the latest research and best-practice findings about American families. She is also the North American Commissioning Editor for *Children's Geographies*.



Devon Goss serves as Co-Chair of the Committee on Social Media. She is a PhD Candidate at the University of Connecticut, with a master's degree from Lewis and Clark University. Her research examines the color line, particularly in relation to instances of boundary crossing in typically racialized institutions and in family formation processes. Devon's work has been published in *The ANNALS of the American Academy of Political and Social Science*, *Symbolic Interaction*, *Sociology of Race & Ethnicity*, *Sociological Inquiry*, and *Sociology Compass*. She also serves as an editorial assistant for *Qualitative Sociology* and associate editor for *Humanity & Society*.



Kasey Henricks serves as Co-Chair of the Committee on Social Media. He is an Assistant Professor of Sociology at the University of Tennessee. His interests lie in understanding how racial inequality is reproduced over time through arrangements sponsored by tax law. Kasey's work has been recognized by The National Academies, American Sociological Association, and Society for the Study of Social Problems, and it has been funded by the National Science Foundation, Law and Society Association, and American Bar Foundation. Some of his publications have been featured in journals like *Social Problems*, *Sociological Forum*, *Critical Sociology*, *Symbolic Interaction*, and *Race Ethnicity and Education*. Kasey is also author of (with David G. Embrick) *State Looteries: Historical Continuity, Rearticulations of Racism, and American Taxation* (Routledge, 2017).



Who We Are

Committee on Social Media Members



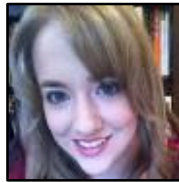
Erika L. Del Villar, PhD Candidate
University of Connecticut



Nick Rochin, PhD Candidate
University of Illinois at Chicago



Lydia Hou, PhD Student
University of Illinois at Chicago



Michael L. Rosino, PhD Candidate
University of Connecticut



Trenton Haltom, PhD Candidate
University of Nebraska



Jason Smith, PhD
George Mason University





SECTION ONE

How much traffic do we generate?





WHAT IS SOCIAL MEDIA?

Generally speaking, social media platforms fall into two categories (or a hybrid of both). The first regards “push” platforms like Twitter and Facebook that redirect audiences to view material at other sites. The second regards “host” platforms like YouTube that directly share original content. In 2014, no social media presence existed for *SP* on either platform. Now we are established across most every social media venue available.

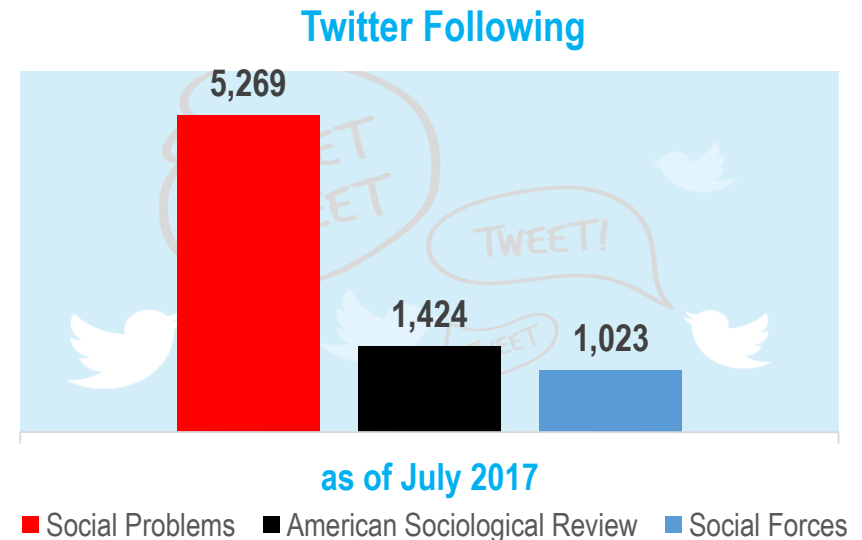
WHAT KIND OF FOLLOWING DOES SOCIAL PROBLEMS HAVE?

Most our activity occurs on Facebook, Twitter, and YouTube. Between 2016 and 2017, our Facebook audience grew from 2,453 to 5,936 likes. Our Twitter audience grew from 2,643 to 5,269 follows. And our YouTube audience grew from 12,689 to 24,526 views. Taken together, we are growing at faster rates than most other sociology journals. For some social media venues, the journal has the largest following among other disciplinary journals.

How Does *Social Problems* Compare?

We routinely monitor the activity at other journals and sociology organizations to gain a sense of our relative performance. To see how we compare, pages 8 through 18 offer an overview of how *Social Problems* fares compared to other journals in terms of following. These statistics are organized by social media venue: Twitter, Facebook, and YouTube.

Our Following on Social Media				
	2015	2016	2017	2017 Target
Facebook (likes)	1,118	2,453	5,936	3,300
Twitter (follows)	872	2,643	5,269	3,800
YouTube (views)	1,008	12,689	24,526	15,000





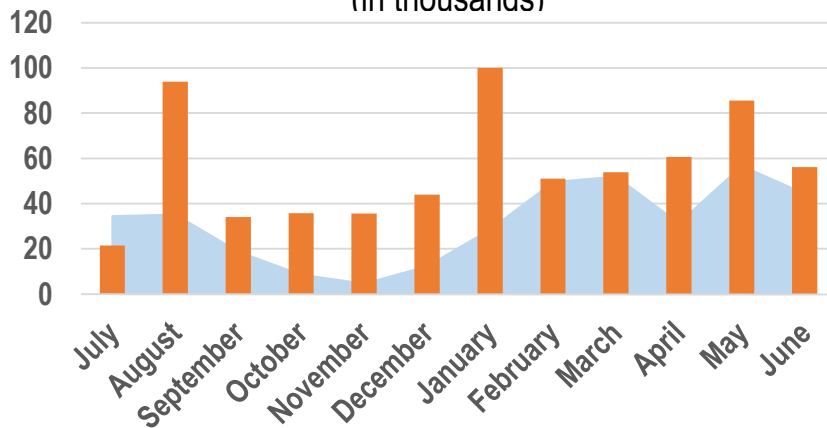
How does SP compare on Twitter? Premier journals of the discipline that are comparable with SP, as measured by their cited and citing relationship, include the *American Journal of Sociology* (AJS), *American Sociological Review* (ASR), and *Social Forces* (SF). While AJS lacks a Twitter presence, the other two have been established for at least two years. Surpassing 5,000 follows, SP has more than 3.7 times as many followers as ASR (1,424) and more than 5.2 times as many followers as SF (1,023).

How much traffic does Twitter generate? Over the past year, our content reached a monthly average of 56.0 thousand users and our profile page was viewed by an average 2.0 thousand users per month. This is an improvement over the previous year, where our monthly reach averaged 30.2 users and our monthly profile visits averaged 1.6 thousand. Reach is defined by whether content was visible in a user’s social media feed, and profile visits are defined by the number of independent users “clicked” upon our Twitter page.

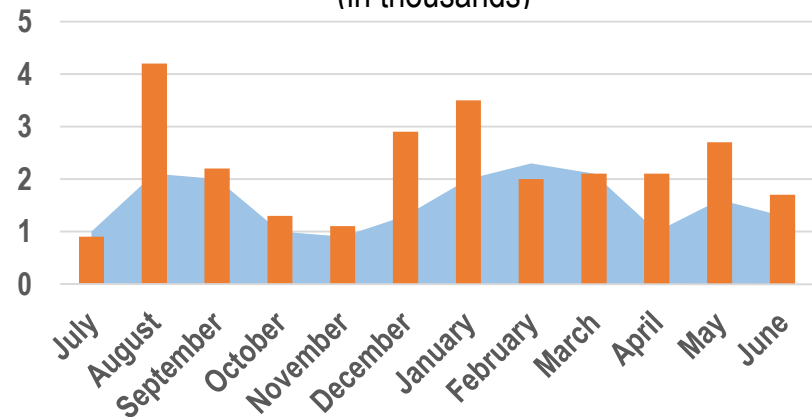
Annual Twitter Traffic

■ 2015-2016 ■ 2016-2017

Reach
(in thousands)



Profile Visits
(in thousands)





How does SP compare on Facebook? Our Facebook following is similar to our following on Twitter (5,936 “likes” compared to 5,269), but it is worth noting that fewer sociology journals have a presence on this social media venue. This is true of the other top generalist journals of the field, *ASR*, *AJS*, and *SF*. They all lack a Facebook account.

Two specialty journals embody examples of “doing Facebook” in ways that we have emulated since our social media inception: *Gender & Society* (G&S) and *Critical Sociology* (CS). Both these journals had larger followings than *SP* last year. This year is different. *SP* has 1,147 more “likes” than *CS* and 2,859 more “likes” than G&S.

Facebook Audiences, 2016 and 2017 (Likes as of July during Each Year)

	2016	2017
Social Problems	2,453	5,936
Sociological Forum	1,249	1,723
Critical Sociology	3,953	4,789
Gender & Society	2,615	3,077
Du Bois Review	884	1,073

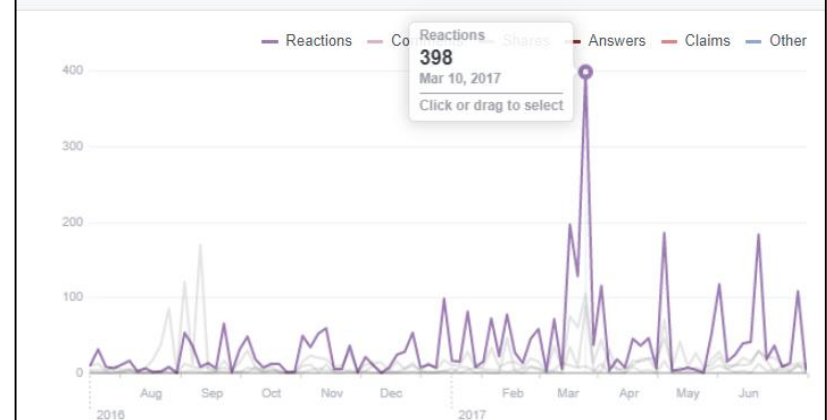
Post Reach

The number of people your posts were served to.



Reactions, Comments, Shares, and More

These actions will help you reach more people.

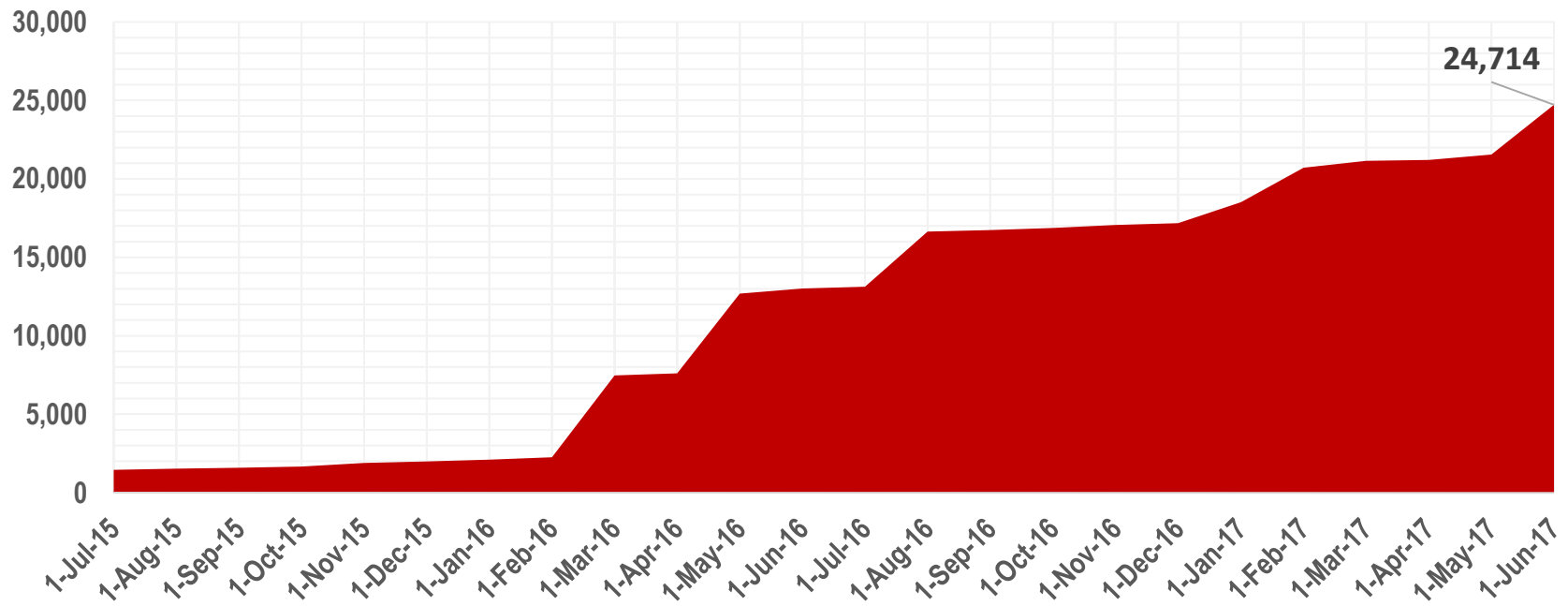




How much traffic does Facebook generate? Over the past year, our content reached 2,000 users and was engaged (clicked, "liked," commented, or shared) just under 100 times during a typical day. Our peak days saw a reach of 8,241 and an engagement of 398.

How does SP compare on YouTube? SP is in a class of its own. Few other journals, with the exceptions of perhaps *Sociology Compass* and *Symbolic Interaction*, have a presence on YouTube. Since the creation of our own YouTube Channel in 2014, we have generated nearly 25,000 views.

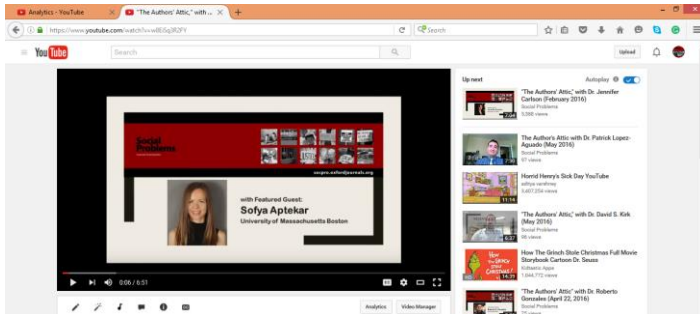
Growth on YouTube, 2015 to 2017










Given the nature of YouTube content, these postings are more infrequent compared to Twitter and Facebook. The production of each video installment is layered, and it can involve as many as four people to produce, record, edit, and distribute. Given these differences in content, let us share our top five posts of all time.

Our most watched videos are installments of our recurring vodcast series, "The Authors' Attic." The most viewed installment has 5.4 thousand views, and it features an interview with Jennifer Carlson of the University of Arizona. She joined us to discuss her article featured in the February 2016 Issue: "Moral Panic, Moral Breach: Bernhard Goetz, George Zimmerman, and Racialized News Reporting in Contested Cases of Self-Defense." This is followed by vodcasts that feature Sofya Aptekar (University of Massachusetts Boston), Jennifer C. Mueller (Skidmore College), Eric Anthony Grollman (University of Richmond), and Ellis Monk (Princeton University).



Video	Lifetime views ↓
 "The Authors' Attic," with Dr. Jennifer Carlson	5,459
 "The Authors' Attic," with Dr. Sofya Aptekar	4,971
 "The Authors' Attic" with Dr. Jennifer C. Mueller	3,187
 "The Authors' Attic" with Dr. Eric Anthony Grollman	2,189
 "The Authors' Attic" with Dr. Ellis P. Monk, Jr.	2,139



ARTICLE CAMPAIGNS

In order to accomplish our goals of growing the readership and drawing public attention to the journal, our social media team develops “Article Campaigns.” These campaigns are a multi-prong approach for the promotion of one to three selected articles per issue. These articles are selected by the Editor Quiroz in conjunction with the likelihood that press and public attention will be generated. Article Campaigns involve the development and disbursement of three pieces of original content. These include: a) press releases, b) “talking points” memos, and c) “The Authors’ Attic” video installments. Once these items are developed, we coordinate their release dates across all our social media channels to coincide with the online release and/or digital print of the highlighted articles from OUP.

Press Releases


Our press releases are streamlined summaries of *SP* articles aimed specifically at generating press attention. They follow what journalists call the “inverted pyramid,” wherein the most important information (the who, what, where, why, why and how of the article) is discussed at the beginning of the press release, and then further in-depth information is provided. In particular, we emphasize the importance of taking complicated, theoretical, or obscure academic research and translating the findings into a language in which the press will understand. In order to do so, we often use simple



language and short sentences. We also aim to display the findings of the article by including statistics or compelling quotations from the authors to easily illustrate the importance of the findings. Our press releases end with information about whom journalists can contact for more information about the article, which includes both the author’s contact information as well as the contact information for a social media team member. Additionally, we include a hyperlink to the article on the OUP website. The press releases go through a multi-level revision process, wherein both social media team members, as well as a journalist contact, provide feedback and edits on the press releases. Once all of the feedback has been addressed, the final version of the press release is distributed in two ways. The first involves personal solicitations to individual journalists by a designated member of the committee. The second involves EIN Presswire. This service distributes our press releases to an average of over 100 mainstream media outlets throughout the globe (from *The Boston Globe* to USA Today to various local outlets), either placing the content directly in the hands of their journalists or hosting the press release on their websites.



Example SP Press Releases at Newswire & EIN Presswire



THE COMPANY NEWSROOM OF
Social Problems

Warning! This newsroom is not visible to the public. It is not active ([upgrade now](#)).

Are Smart People Less Racist?

PRESS RELEASE FEB 3, 2016

There's a disconnect in white Americans' views on race. Though whites who score higher on intelligence tests are less likely to hold prejudiced stereotypes and profess beliefs in racial justice, they are no more likely to support public policies designed to reduce racial inequality. This is the main finding of research by Geoffrey Wodtke (University of Toronto), recently published by a flagship journal of sociology: "Social Problems".

Houston, Texas, February 3, 2016 (Newswire.com) - There's a disconnect in white Americans' views on race. Though whites who score higher on intelligence tests are less likely to hold prejudiced stereotypes and profess beliefs in racial justice, they are no more likely to support public policies designed to reduce racial inequality. This is the main finding of [research](#) by Geoffrey Wodtke (University of Toronto), recently published by a flagship academic journal of sociology: *Social Problems*.

Looking at three decades of data from the General Social Survey, one of the most robust sources of information on American attitudes, the study analyzed a nationally representative sample of over **45,000 whites**. Those with higher test scores subscribe to negative racial stereotypes at lower rates than those with lower scores. For

NEWSWIRE, 29 percent of the former group say blacks are lazy and 13 percent claim they are unintelligent. Of the

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Are Some People Undeserving of Free Stuff?

New research finds that "Freecycle" does not help environment as claimed, but instead contributes to a consumption economy.

HOUSTON, TEXAS, UNITED STATES, May 11, 2016 [/EINPresswire.com/](#) - Freecycle users who want to get rid of items evaluate potential recipients for "worthiness," rather than giving for altruistic reasons. Sofya Aptekar, a sociologist from the University of Massachusetts Boston, finds that this behavior, too, also contradicts claims that Freecycle helps the environment - in fact, it helps contribute to a consumption economy. Investigating Freecycle members via an online survey of members and observing two local Freecycle groups for three years, Aptekar finds that Freecycle gives develop a moral framework to evaluate those who respond to their advertisements for their unwanted items. Members use strategies to evaluate and choose the most desirable recipient of their item, preferring those who have a compelling story for why they need the item. As Aptekar states in a recent article in the academic journal "Social Problems," "Helping others was not simply a byproduct of Freecycle giving...with givers attempting to control the recipients' behavior, holding expectations common to charity, or drawing moral stipulations about need and undeservingness."

Despite the desire to find a deserving and compelling recipient, Aptekar finds that altruism is not the main motivation for giving for these individuals. Instead, Freecycle is seen as a convenient and quick way to declutter one's home and reduce environmental degradation for members. Regardless of Freecycle's supposed environmental benefits, this research finds that giving on Freecycle can aid in a consumption-driven lifestyle, wherein members may buy items knowing that they can give away the excess or old items through the community.

“

Helping others was not simply a byproduct of Freecycle giving...

— Sofya Aptekar

The Freecycle Network is an online forum designed to allow people to advertise items that they wish to give away and request items that they would like to receive. Millions of members give away and receive items like baby clothes, furniture, and books. Unlike other companies in the sharing economy, like Uber and Airbnb, Freecycle is free and aims to reduce consumer waste, not generate a profit. Additionally, Freecycle is engineered to make those giving their items away feel special, wanted, and rewarded. Members have the ability to meet the individuals they are giving the items to, unlike other charitable organizations which are anonymous, and are able to know for sure that the item is wanted and needed. The majority of members who give on the site rarely even get things through it for themselves, highlighting the one-sided nature of the exchange in the Freecycle Network.





Talking Points Memos

Talking points memos are infographics that visually represent key findings from *SP* articles or other noteworthy news. They are specifically designed for the social media age. We create two to three unique talking points memos for each article that we are promoting, covering different aspects or findings of that particular article. The idea is to convey just enough material to stimulate readers' interest and prompt them to read the full article. These infographics take a wide variety of formats, and often feature prominent statistics from the findings, direct quotations from authors, and brief summaries of the findings. Additionally, we add eye-catching images, fonts, and designs to grab audience attention. These infographics go through multiple revision processes from our social media team. Once all revisions have been addressed, we release them through our Twitter and Facebook pages, along with a link to the article on the OUP site.

Examples of Talking Points Memos

Is Freecycle the Solution to Consumerism and Pollution?



Despite being viewed as an alternative to consumerism and environmental degradation, Freecycle operates in combination with both consumerism and class inequality.

Read more in "Gifts Among Strangers: The Social Organization of Freecycle Gifting" by Sofya Aptekar in the May 2016 issue of *Social Problems*

ASA
AMERICAN SOCIOLOGICAL ASSOCIATION

2017 Oliver C. Cox Article Award Winner
from the Section on Racial and Ethnic Minorities

Impossible Burdens:
White Institutions, Emotional Labor, and Micro-Resistance



Louwanda Evans
Mississippi College




Wendy Leo Moore
Texas A&M University

Social Problems
In pursuit of social justice


Reflections on 'The Department is Very Male, Very White, Very Old, and Very Conservative':
The Functioning of the Hidden Curriculum in Graduate Sociology Departments

by **Mary Romero**
Incoming President-Elect of the American Sociological Association




MORAL PANIC, MORAL BREACH
Bernhard Goetz, George Zimmerman, and Racialized News Reporting in Contested Cases of Self-Defense

By Jennifer Carlson, 2016, Volume 63, Issue 1



Source: ABC News



Source: North Mobile Post

How did the media cover two self-defense cases separated by 28 years, both involving the murder of black men?

The Goetz Case: Media outlets reiterated a "tough on crime" stance overlooking deep-rooted racial inequalities pervasive throughout the nation

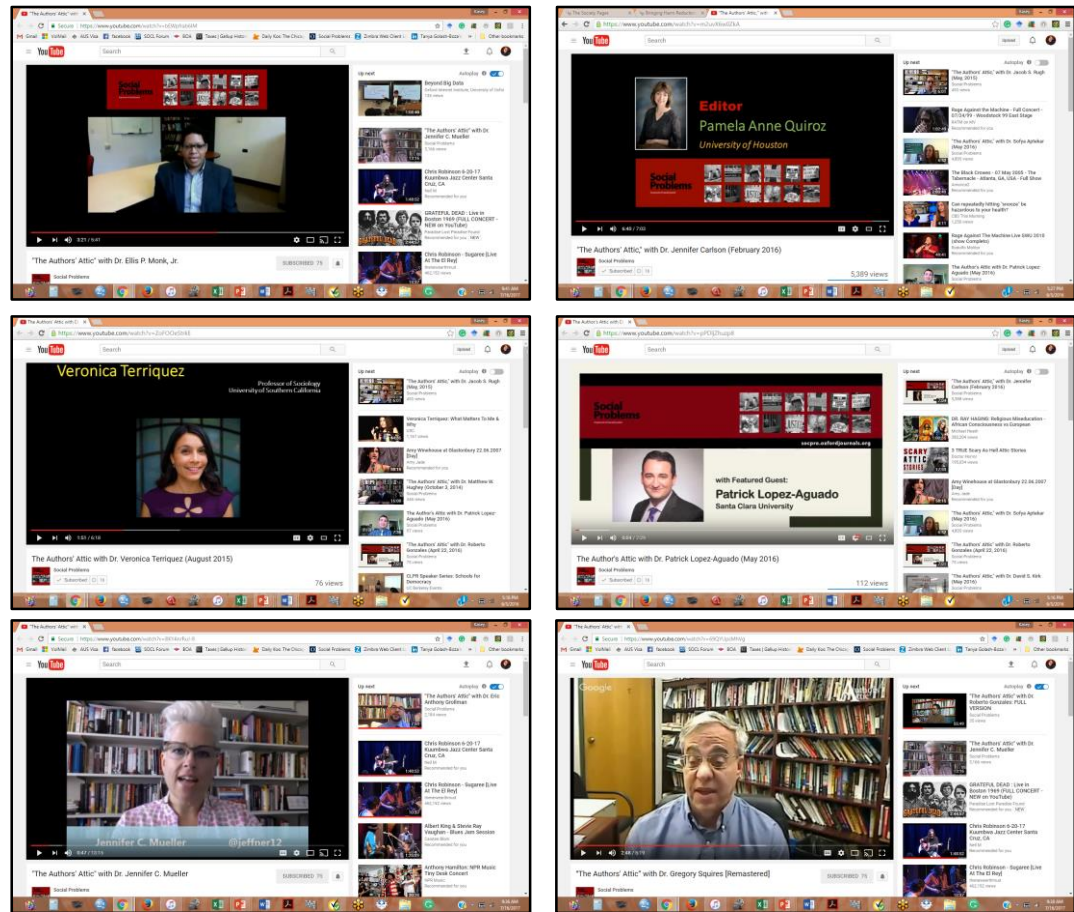
The Zimmerman Case: Media outlets acknowledged the need for a national dialogue on racial inequality yet neglected structural solutions to institutional racism



“The Authors’ Attic”

“The Authors’ Attic” is a recurring vodcast that promotes forthcoming and recently published *SP* articles. Authors from the articles discuss the findings, paired with graphics and images that illustrate their key ideas. These vodcasts contain a level of sophistication that engage field specialists and journalists, but are accessible enough for students and classroom use. The goal is to generate interest and prompt readers to seek out the full article. Additionally, we occasionally film segments featuring past *SP* authors discussing award-winning or topic articles, as well as giving advice regarding academic life, in order to engage our audience and draw attention to the journal. “The Authors’ Attic” segments require at least two social media team members; one to film the conversation with the author, and a second to edit the film. After editing is complete, we host the videos at YouTube, post them to our Twitter and Facebook pages, and cross-promote them on the OUP and SSSP websites.

Examples of “The Authors’ Attic”





SECTION THREE

Which other ways do we promote the journal?





WHEN WE'RE NOT DOING CAMPAIGNS...

The Committee on Social Media has many moving parts that reach beyond Article Campaigns, like the following three activities: 1) building upon the journal's established reputation through article award nominations, 2) monitoring the journal's visibility in the press and promoting media coverage, and 3) live tweeting sociology gatherings like conferences and speaking engagements.

Article Awards

Three years ago, our committee created a database for article

awards that are annually given by professional organizations like SSSP and ASA as well as several others. The working list now stands at about 100 awards that range in area and specialty, including law, education, race, gender, health and many other topics. Working together with Editor Quiroz, the social media team identifies recent *SP* articles for each award. We pursue nominations according to "fit" and likely competitiveness.

Between 2015 and now, *SP* articles have received 19 awards: 4 in 2015, 8 in 2016, and 7 so far in 2017.

2015

Award	Article	Author
ASA's Section on Race, Class, & Gender – Distinguished Contribution to Scholarship Article Award	"Flirting with Capital: Negotiating Perceptions of Pan-Asian Ascendancy and Western Decline in Global Sex Work"	Kimberly Kay Hoang
Center for Families at Purdue University and the Boston College Center for Work and Family – 2015 Kanter Award Nominee	"The 'State' of Equal Employment Opportunity Law and Managerial Gender Diversity"	Julie A. Kmec and Sheryl L. Skaggs
ASA's Section on Law – Distinguished Article Award (Honorable Mention)	"Biopolitical Citizenship in the Immigration Adjudication Process"	Sarah Morando Lakhani and Stefan Timmermans
ASA's Section on Racial and Ethnic Minorities – James E. Blackwell Graduate Student Paper Award	"'I'm Principled Against Slavery, but...' Colorblindness and the Three-Fifths Debate"	Kasey Henricks



2016

Award	Article	Author
ASA's Section on Global and Transnational Sociology – Best Scholarly Article Award	"Flirting with Capital: Negotiating Perceptions of Pan-Asian Ascendancy and Western Decline in Global Sex Work"	Kimberly Kay Hoang
ASA's Section on Asia and Asia American Research Paper Award (Honorable Mention)	"Flirting with Capital: Negotiating Perceptions of Pan-Asian Ascendancy and Western Decline in Global Sex Work"	Kimberly Kay Hoang
LSA's John Hope Franklin Award	"Race, Space, and Cumulative Disadvantage: A Case Study of the Subprime Lending Collapse"	Jacob S. Rugh, Len Albright, and Douglas S. Massey
SSSP's Division on Racial and Ethnic Minorities Kimberlé Crenshaw Outstanding Paper Award (Honorable Mention)	"Race, Space, and Cumulative Disadvantage: A Case Study of the Subprime Lending Collapse"	Jacob S. Rugh, Len Albright, and Douglas S. Massey
ASA's Section on Body and Embodiment – Best Publication Award	"How to Fight without Rules: On Civilized Violence in 'De-Civilized' Spaces"	Neil Gong
ASA's Section on International Migration – Louis Wirth Best Article Award	"Legitimizing Contexts, Immigrant Power, and Exclusionary Actions"	Kim Ebert and Dina Okamoto
ASA's Section on Labor and Labor Movements – Distinguished Student Paper Award	"Subject To Change Without Notice: Mock Schedules and Flexible Employment in the United States"	Brian W. Halpin
ASA's Section on Labor and Labor Movements – Distinguished Scholarly Article Award	"Marrying Ain't Hard When You Got A Union Card? Labor Union Membership and First Marriage"	Daniel Schneider and Adam Reich



2017*

Award	Article	Author
ASA's Section on War and Peace – Best Article Award	“Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring”	Dana M. Moss
ASA's Section on Global and Transnational Sociology – Best Scholarly Article Award	“Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring”	Dana M. Moss
ASA's Section on International Migration – Louis Wirth Best Article Award (Honorable Mention)	“Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring”	Dana M. Moss
ASA's Section on Body & Embodiment – Best Publication Award (Honorable Mention)	“‘Grow Your Hair Out’: Chicano Gang Masculinity and Embodiment in Recovery”	Edward Orozco Flores
ASA's Section on Labor and Labor Movements – Distinguished Student Paper Award	“Revolution in the Garbage Dump: The Political and Economic Foundations of the Colombian Recycler Movement, 1986-2011”	Manuel Rosaldo
ASA's Section on Development – Distinguished Student Paper Award	“Revolution in the Garbage Dump: The Political and Economic Foundations of the Colombian Recycler Movement, 1986-2011”	Manuel Rosaldo
ASA's Section on Racial and Ethnic Minorities – Oliver C. Cox Article Award	“Impossible Burdens: White Institutions, Emotional Labor, and Micro-Resistance”	Louwanda Evans and Wendy Leo Moore

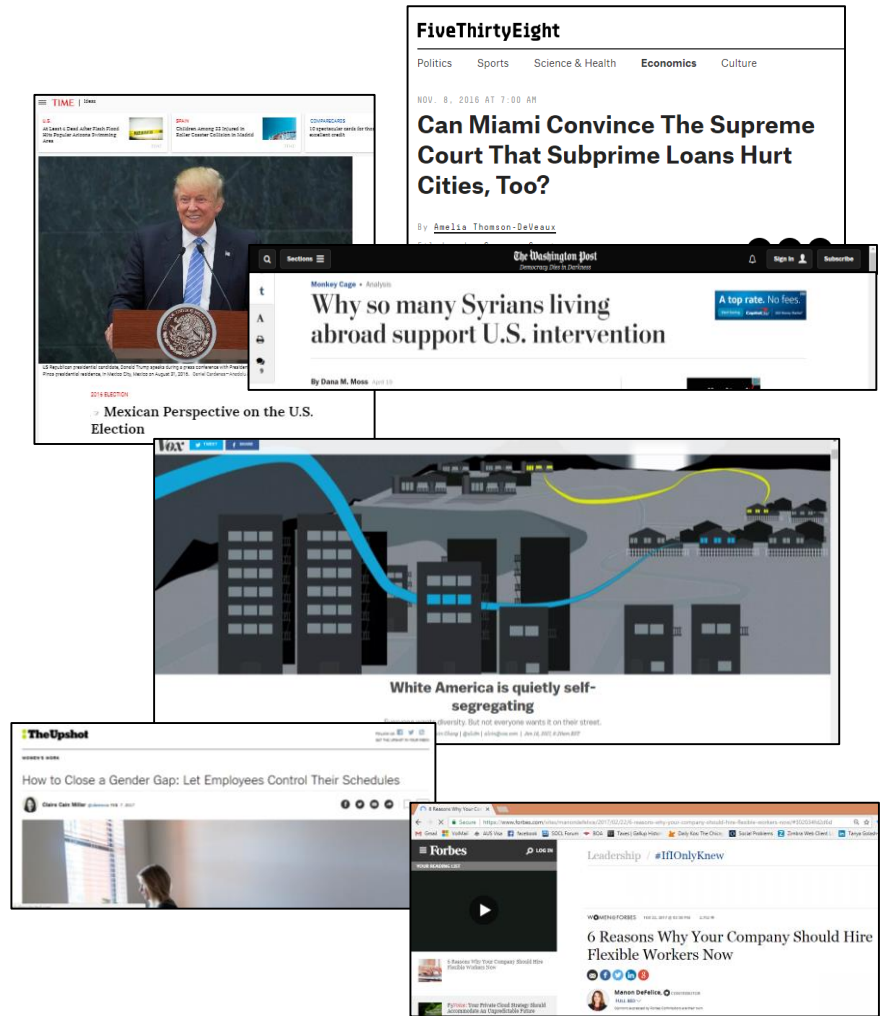
* Based on experience from prior years, 2017 includes what we suspect is a partial list. Several of the nominations advanced for this year's cycle are for awards that have yet to be announced.



Media Coverage

The committee has implemented and fine-tuned its strategy for monitoring SP research in the news. Our system is not exhaustive, but we have been able to monitor numerous instances of press coverage: 18 during 2016-2017 and 23 during 2016-2017. These include features in outlets like

The New York Times, *The Washington Post*, *Time*, *FiveThirtyEight*, and *Forbes*, among several others. We follow a six-prong strategy. First, we use “Google Alerts.” This is a content change and notification service that routinely observes the ever-changing world wide web. In particular, we setup alerts that search for the names of SP authors, their article titles, and other relevant key words. Second, members of our social media team actively monitor their own journalism consumption and pay close attention to when SP work is referenced. Third, we request all authors who participate in our Article Campaigns to self-report any media coverage of their work. Fourth, we distribute our own press releases and monitor their consumption as well as use. Fifth, we actively monitor Altmetric scores for articles published during the current editor’s tenure. And sixth, we are actively building and maintaining direct relationships with various journalists who cover SP-related beats.





2016-2017 SP Media Coverage (that we know of)

Date	Outlet and Title	SP Work Referenced
6/3/2016	National Affairs Online - Busted	Prisoner Reentry and the Reproduction of Legal Cynicism
9/26/2016	National Affairs Online - Smart Power	Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring
10/4/2016	Huffington Post - Is that really how you see us? A Mexican response to US election season	Exploring the Connection between Immigration and Violent Crime Rates in U.S. Cities, 1980–2000
10/10/2016	The Society Pages - Indigenous Health	Unequal Motherhood: Racial-Ethnic and Socioeconomic Disparities in Cesarean Sections in the United States
10/12/2016	Time - A Mexican Perspective on the U.S. Election	Exploring the Connection between Immigration and Violent Crime Rates in U.S. Cities, 1980–2000
11/7/2016	Democracy Digest - Repression without Borders: The Long Arm of Authoritarian Regimes	Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring
11/8/2016	FiveThirtyEight - Can Miami convince The Supreme Court that Subprime Loans Hurt Cities, Too?	Race, Space, and Cumulative Disadvantage: A Case Study of the Subprime Lending Collapse
11/9/2016	Health Medicine Network - For men, heavy drinking can get you killed	Hazardous Drinking and Violent Mortality Among Males: Evidence from a Population-Based Case-Control Study
11/9/2016	Medical Press - For men, heavy drinking can get you killed	Hazardous Drinking and Violent Mortality Among Males: Evidence from a Population-Based Case-Control Study
11/16/2016	Slate - Pourquoi nous détestons viscéralement ces cons de pigeons	How Pigeons Became Rats: The Cultural-Spatial Logic of Problem Animals
12/22/2016	LSE US Center - The growing racial pay gap is linked to rising income inequality and continued occupational segregation and discrimination	Racial Income Inequality and Public Sector Privatization
1/3/2017	Huffington Post - The Top 10 Insights from the "Science of a Meaningful Life" in 2016	The Punishment Gap: School Suspension and Racial Disparities in Achievement



2016-2017 SP Media Coverage (that we know of)

Date	Outlet and Title	SP Work Referenced
1/10/2017	Think Progress – Why the racist history of school vouchers matters today	Private Choices, Public Consequences: Magnet School Choice and Segregation by Race and Poverty
1/18/2017	Vox – White America is quietly self-segregating	Racial Blind Spots: Black-White-Latino Differences in Community Knowledge
1/27/2017	Houston Chronicle - Trump's policies will affect 4 groups of undocumented immigrants	Exploring the Connection between Immigration and Violent Crime Rates in U.S. Cities, 1980–2000
1/30/2017	Homeland Security News Wire - Immigration, deportation, Donald Trump	Exploring the Connection between Immigration and Violent Crime Rates in U.S. Cities, 1980–2000
2/7/2017	New York Times - How to Close a Gender Gap: Let Employees Control Their Schedules	Can a Flexibility/Support Initiative Reduce Turnover Intentions and Exits? Results from the Work, Family, and Health Network
2/22/2017	Forbes - 6 Reasons Why Your Company Should Hire Flexible Workers Now	Can a Flexibility/Support Initiative Reduce Turnover Intentions and Exits? Results from the Work, Family, and Health Network
4/19/2017	Washington Post - Why so many Syrians living abroad support U.S. intervention	Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring
4/21/2017	Journalist's Resource - How eviction, housing loss affects job security among the working poor	Housing and Employment Insecurity among the Working Poor
6/17/2017	Brookings - Personalized learning and equity: The means or the end?	The Punishment Gap: School Suspension and Racial Disparities in Achievement
6/22/2017	The Conversation - Is it really so wrong to care for an introduced bird species?	How Pigeons Became Rats: The Cultural-Spatial Logic of Problem Animals
6/28/2017	The Society Pages - Coping strategies among undocumented adults	Emotional Challenges of Undocumented Young Adults: Ontological Security, Emotional Capital, and Well-being



Live Tweeting

Academic conferences are an ideal place to connect with colleagues and learn of trends in the field. We approach these events as opportunities to elevate *SP* work, publicize our authors, and expand our networks. From SSSP to ASA as well as other regional meetings like the Eastern Sociological Society, Midwest Sociological Society, and Southern Sociological Society, our team is in attendance with multiple eyes and ears recording what we see.

We document these events on Twitter, allowing us to be in conversation with other tweeting attendees in real time and broadcast conference highlights to those who could not attend. Some of the basic guidelines we follow to amplify our message include the following:

- Have multiple people tweeting from the *SP* account simultaneously
- Know the #hashtag of the event and use it in every post
- Directly engage attendees by their handles (Side note: know their handles in advance)
- Reciprocate through replies, retweets, and favorites
- Translate esoteric “academese” for a general audience
- Summarize arguments without sacrificing their integrity

- Capture and share compelling visual content

Aside from our Article Campaigns, Live Tweeting generates the most traffic for our Twitter account. Our posts for the 2016 SSSP and ASA meetings and the regional meetings allowed us to reach nearly 100k thousand users each month these events were held.

Tweeting the 2016 ASA Meetings





SECTION FOUR

Measuring Our Impact



Altmetric



ALMETRICS: MEASURING IMPACT

A new view for gauging impact, one that complements traditional measures like the Impact Factor and H-Index, includes altmetrics. What is this new metric? Essentially, it is a frequency statistic that counts the number of times an article has been featured in newspapers and/or blogs, cited on Wiki or policy papers, bookmarked on reference managers (e.g., Mendeley), or mentioned on social media venues like Facebook and Twitter.

The number an altmetric score yields is an estimate for how many times a scholarly output was discussed across the world wide web. Thus, it is a record of attention an article garners, a measure of dissemination and reach, and a crude indicator of influence.

As of July 2017, the average altmetric score for *SP* articles published during 2016 was 17.9 – meaning that the average article was referenced, mentioned, or plugged online nearly 18 times. For the first two issues of 2017, the average altmetric score was 16.45. These numbers are highly skewed by those articles that were campaigned for by our committee.

When looking at only those 9 entries that underwent an article campaign in 2016, we see that the average altmetric score is 41.7. Among these 9 articles, the highest altmetric score belongs to the article titled “Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox” by Geoffrey Wodtke. It has a score of 149.

Where this article has been shared

Powered by Altmetric.com



Similar trends apply to 2017. Of the 5 entries that have undergone an article campaign, the average altmetric score is 36.2. One article among these, in particular, is a strong outlier. Mary Romero’s article, titled “Reflections on ‘The Department is Very Male, Very White, Very Old, and Very Conservative’: The Functioning of the Hidden Curriculum in Graduate Sociology Departments” has an altmetric score of 84.



Altmetric Scores of 2016 and 2017 Articles with Social Media Campaigns (as of July 2017)

Article Title	Altmetric Score
Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox	149
The Punishment Gap: School Suspension and Racial Disparities in Achievement	94
Reflections on “The Department is Very Male, Very White, Very Old, and Very Conservative”: The Functioning of the Hidden Curriculum in Graduate Sociology Departments	84
Producing Colorblindness: Everyday Mechanisms of White Ignorance	37
Transnational Repression, Diaspora Mobilization, and the Case of The Arab Spring	34
Hazardous Drinking and Violent Mortality Among Males: Evidence from a Population-Based Case-Control Study	28
What We Were, What We Are, and What We Should Be: The Racial Problem of American Sociology	24
The Consequences of “Race and Color” in Brazil	21
Immigrant Bodily Incorporation: How the Physical Body Structures Identity, Mobility, and Transnationalism	20
“I Would Be a Bulldog”: Tracing the Spillover of Carceral Identity	20
Sexual Health and Multiple Forms of Discrimination Among Heterosexual Youth	16
Gifts Among Strangers: The Social Organization of Freecycle Giving	12
Toxic Talk and Collective (In)action in a Company Town: The Case of La Oroya, Peru	11
Moral Panic, Moral Breach: Bernhard Goetz, George Zimmerman, and Racialized News Reporting in Contested Cases of Self-Defense	6
Prisoner Reentry and the Reproduction of Legal Cynicism	6