

Social Media Metrics That Matter

2018 Annual Report





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Special Thanks

Thank you for your service and guidance with *Social Problems* and the initiation of the Committee on Social Media!



Pamela Anne Quiroz is the immediate past 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 immediate past Co-Chair of the Committee on Social Media. She is an assistant professor of sociology at the Oxford College of Emory 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*. Her first book with co-author Wendy M. Laybourn, *Diversity in Black Greek-Letter Organizations: Breaking the Line*, is out now (2018 Routledge).



Kasey Henricks is the immediate past 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 has been funded by the National Science Foundation, Law and Society Association, and American Bar Foundation. Some of his publications have been featured in *Social Problems*, *Sociological Forum*, *Critical Sociology*, *Symbolic Interaction*, and *Race Ethnicity and Education*. Kasey is also author of (with David G. Embrick) *State Lotteries: Historical Continuity, Rearticulations of Racism, and American Taxation* (Routledge, 2017).



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, 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 four sections that speak to the following questions: 1) How much traffic do we generate, 2) How do we promote the journal outside of social media, 3) Measuring our impact, and 4) How do we plan 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 Editors (Anulla Linders and Earl Wright II) and the Chair of the Committee (Trenton Haltom). The latter develops original content for the quarterly article campaigns as well as other social media content, and it consists of four committee members (Oneya Okuwobi, Zachary Palmer, Marie Plaisime, and Candice Robinson). These groups meet regularly for organizational purposes and professional development.



Who We Are

Committee on Social Media, Council Members



Annalla Linders serves as the Co-Editor of *Social Problems*. She is an Associate Professor of Sociology at the University of Cincinnati and an affiliate of the department of Women's, Gender, and Sexuality Studies. Her identity as a scholar is intricately linked to SSSP and *Social Problems* where she published her first single-authored paper in 1998. Her areas of expertise include comparative historical sociology, social constructionism, social movements, qualitative sociology, and the sociology of culture. Her work has appeared in a number of edited volumes and journals, including *Gender & Society*, *Law & Society Review*, *Sociological Forum*, *Qualitative Sociology*, *Historical Sociology*, *Sociological Inquiry*, and *Deviant Behavior*. She is currently at work on a book about capital punishment that focuses on the transformation of the audience of executions in the United States.



Earl Wright II serves as the Co-Editor of *Social Problems*. He is a Professor in the Department of Sociology at the University of Cincinnati. He is the author of multiple peer reviewed publications and books including *W. E. B. Du Bois and the Atlanta Sociological Laboratory: The First American School of Sociology* (2016, Routledge / Ashgate), *What to Expect and How to Respond: Distress and Success in Academia* (2016, Rowman and Littlefield), *The Ashgate Research Companion to Black Sociology* (2015 Ashgate), and *Re-Positioning Race: Prophetic Research in a Post-Racial Obama Age* (2014, SUNY Press). Over the next four years Dr. Wright intensely engaged in research on the Atlanta Sociological Laboratory, the moniker bestowed on scholars engaged in sociological inquiry at Atlanta University between 1895-1917. His groundbreaking research has altered our understanding of the discipline's formative years in this nation.



Trenton M. Haltom serves as Chair of the Committee on Social Media. He is an advanced PhD student at the University of Nebraska-Lincoln. His interests lie in masculinities, sexualities, health and the body, work and occupations, and the sociology of sport. Some of his publications have been featured in journals like *Men & Masculinities*, *The Journal of Men's Studies*, *Journal of College Student Development*, and the *Journal of Gender Studies*. Trenton is also author "Give Us a Twirl: Male Baton Twirlers' Embodied Resistance in a Feminized Terrain," in *Body Battlegrounds: Transgressions, Tensions, and Transformations* edited by C. Bobel and S. Kwan (In Press, Vanderbilt University Press).



Who We Are

Committee on Social Media Members



Zachary Palmer, PhD Student
Purdue University



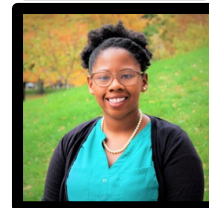
Oneya Okuwobi, PhD Student
The Ohio State University



Marie Plaisime, PhD Student
Howard University



Candice Robinson, PhD Student
University of Pittsburgh





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 with a specific focus on Twitter, Facebook, and YouTube.

WHAT KIND OF FOLLOWING DOES SOCIAL PROBLEMS HAVE?

Most our activity occurs on Facebook, Twitter, and YouTube.

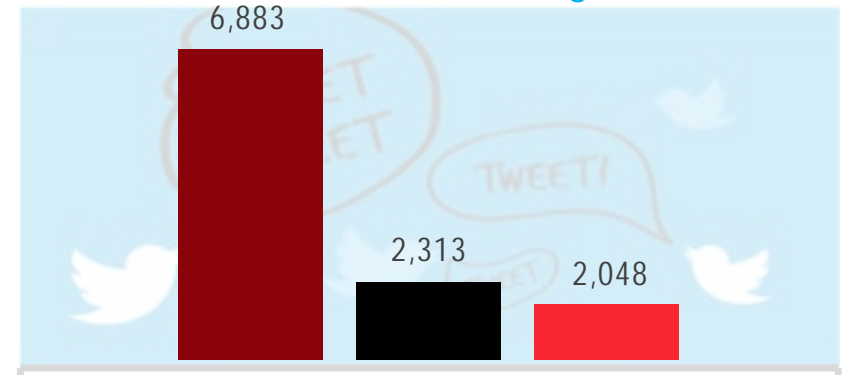
Between 2017 and 2018, our Facebook audience grew from 5,936 to 7,029 likes. Our Twitter audience grew from 5,269 to 6,883 follows. And, our YouTube audience remained consistent with 24,526 views in 2017 and 25,510 views in 2018. Taken together, we are growing at faster rates than most other sociology journals. For some social media venues, the journal has the largest following among other disciplinary journals.

How 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 7,405 and an engagement of 352.

Our Following on Social Media

	2015	2016	2017	2018	2020 Target
Facebook (likes)	1,118	2,453	5,936	7,029	10,000
Twitter (follows)	872	2,643	5,269	6,883	10,000
YouTube (views)	1,008	12,689	24,526	25,510	30,000

Twitter Following



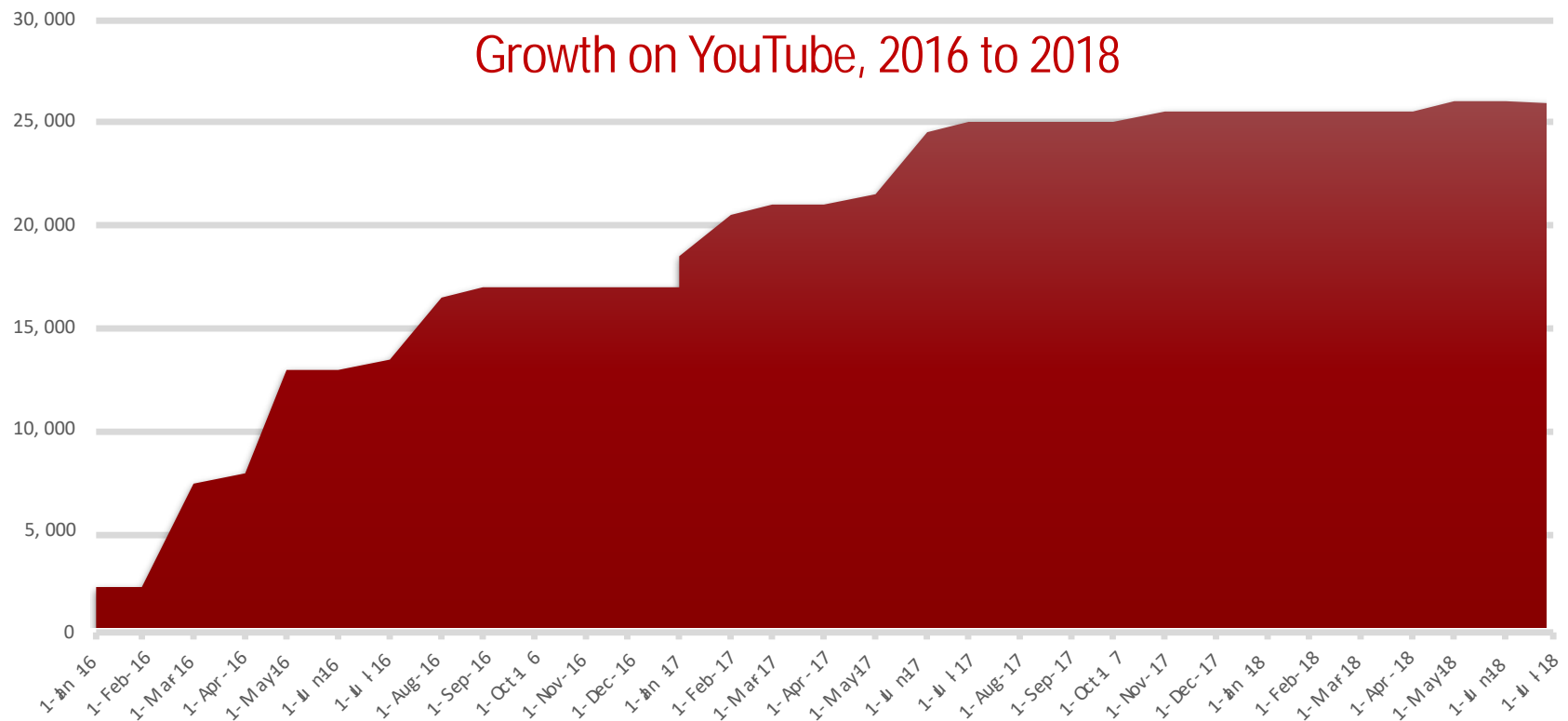
as of July 2018

■ Social Problems ■ American Sociological Review ■ Social Forces



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 over 25,000 views.





SECTION TWO

How do we promote the journal outside of social media?





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 Editors Linders and Wright, the social media team identifies recent *SP* articles for each award. We pursue nominations according to "fit" and likely competitiveness.

Since 2015, *SP* articles have received 19 awards: 4 in 2015, 8 in 2016, and 8 in 2017

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



2016 (Cont'd)

Award	Article	Author
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

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



2017

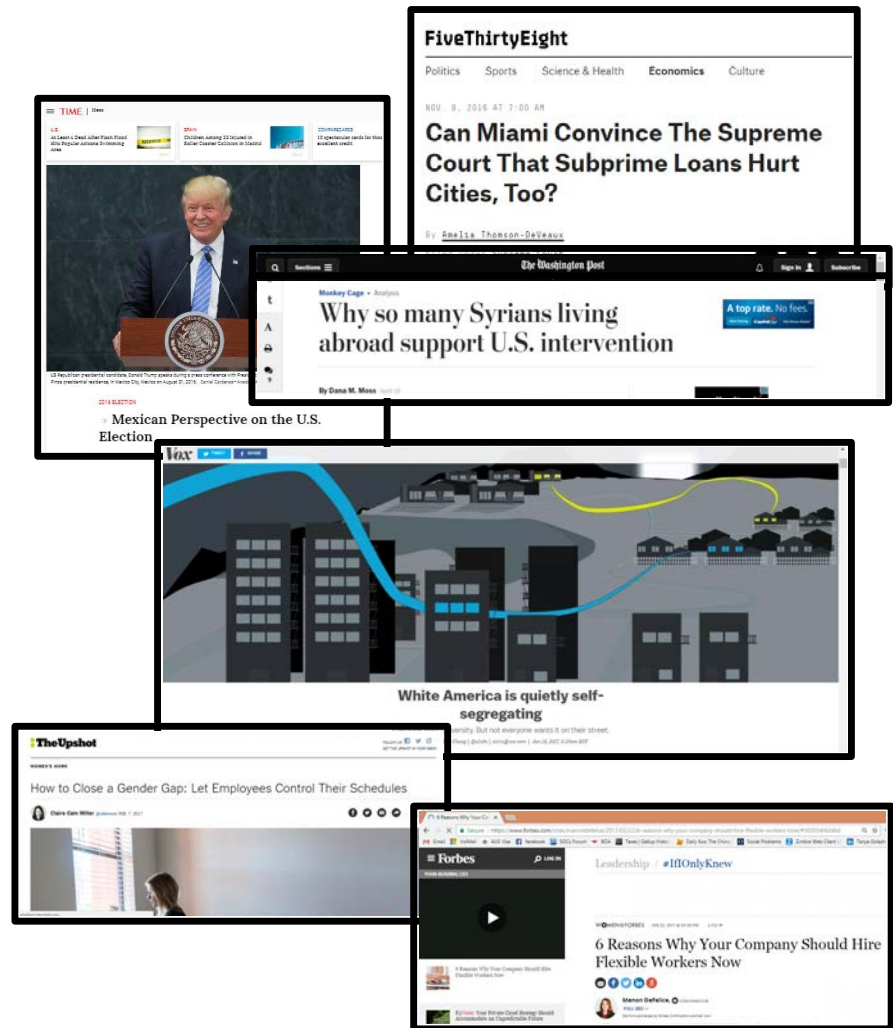
Award	Article	Author
ASA's Section on Development – Distinguished Student Paper Award	"Revolution in the Garbage Dump: The Political and Economic Foundations of the Colombian Recycler Movement, 1986-2011"	Manuel Rosaldo
ASA's Section on Racial and Ethnic Minorities – Oliver C. Cox Article Award	"Impossible Burdens: White Institutions, Emotional Labor, and Micro-Resistance"	Louwanda Evans and Wendy Leo Moore
Honorable Mention, Outstanding Scholarly Contribution Award, ASA Section on Children and Youth	"Intersectionality in Interactions: Immigrant Youth Doing American from an Outsider-Within Position."	Hyeyoung Kwon
Outstanding Article Award, SSSP's Division on Social Problems Theory	"Moral Panic, Moral Breach: Bernhard Goetz, George Zimmerman, and Racialized News Reporting in Contested Cases of Self-Defense"	Jennifer Carlson



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. 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 rely on the resources of Oxford University Press to report any media they come across. 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.





2016-2018 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



2016-2018 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



2016-2018 SP Media Coverage (that we know of)

Date	Outlet and Title	SP Work Referenced
8/31/2017	CNN, azfamily.com—The American nightmare Dreamers fear (opinion)	Emotional Challenges of Undocumented Young Adults: Ontological Security, Emotional Capital, and Well-being
9/6/2018 9/8/2018	The Conversation, Northwest Indiana Times, Billings Gazette, Business Standard, Salon, True Viral News—How DACA affected the mental health of undocumented young adults	Emotional Challenges of Undocumented Young Adults: Ontological Security, Emotional Capital, and Well-being
1/24/2018	Impact of Social Sciences—Do we (mis)recognise the political power of Twitter?	The Digital Activism Gap: How Class and Costs Shape Online Collective Action
4/27/2018	Inside Higher Ed—The racial exclusions in scholarly citations (opinion)	Producing Colorblindness: Everyday Mechanisms of White Ignorance



SECTION THREE

Measuring Our Impact





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 2018, the average altmetric score for SP articles published during 2017 was 15.5 – meaning that the average article was referenced, mentioned, or plugged online nearly 16 times. For the first two issues of 2018, the average altmetric score was 9.2. These numbers are skewed by those articles that were campaigned for by our committee.

Where this article has been shared

Powered by Altmetric.com



	Picked up by 29 news outlets
	Blogged by 11
	Tweeted by 69
	On 5 Facebook pages
	Mentioned in 1 Google+ posts

When looking at only those 11 entries that underwent an article campaign in 2017, we see that the average Altmetric score is 24.4.

Among these, the highest Altmetric score belongs to the 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" by Mary Romero. It has a score of 91 and was a part of the collection entitled "Essays On Voices From The Margins: Inequalities In The Sociological House"



Altmetric Scores of 2017 and 2018 Articles with Social Media Campaigns (as of July 2018)

Article Title	Altmetric Score
Reflections on “The Department is Very Male, Very White, Very Old, and Very Conservative”: The Functioning of the Hidden Curriculum in Graduate Sociology Departments	91
“Afraid of Walking Home From the ‘L’ at Night?” The Politics of Crime and Race in Racially Integrated Neighborhoods	73
Basic Income in a Small Town: Understanding the Elusive Effects on Work	73
“The Place That Holds Our Stories”: The National AIDS Memorial Grove and Flexible Collective Memory Work	73
Can a Flexibility/Support Initiative Reduce Turnover Intentions and Exits? Results from the Work, Family, and Health Network	58
Producing Colorblindness: Everyday Mechanisms of White Ignorance	55
Women of Color in the Academy: Navigating Multiple Intersections and Multiple Hierarchies	36
What We Were, What We Are, and What We Should Be: The Racial Problem of American Sociology	27
Latino Students and White Migration from School Districts, 1980-2010	26
Immigrant Bodily Incorporation: How the Physical Body Structures Identity, Mobility, and Transnationalism	20
Criminalized Masculinities: How Policing Shapes the Construction of Gender and Sexuality in Poor Black Communities	19
Women Who Stay: A Morality Work Perspective	18
Introduction. Voices from the Margins: Inequalities in the Sociological House	16
Sexual Health and Multiple Forms of Discrimination Among Heterosexual Youth	15
Marching Toward Assimilation? The 2006 Immigrant Rights Marches and the Attitudes of Mexican Immigrants About Assimilation	15
Restrictionist Discourse by the Numbers: The Framing of the Demographic Impacts of Immigration	11
The State of Sociology: The Case for Systemic Change	9
After the Meltdown: Explaining the Silence of Japanese Environmental Organizations on the Fukushima Nuclear Crisis	6



SECTION FOUR

How Do We Improve?





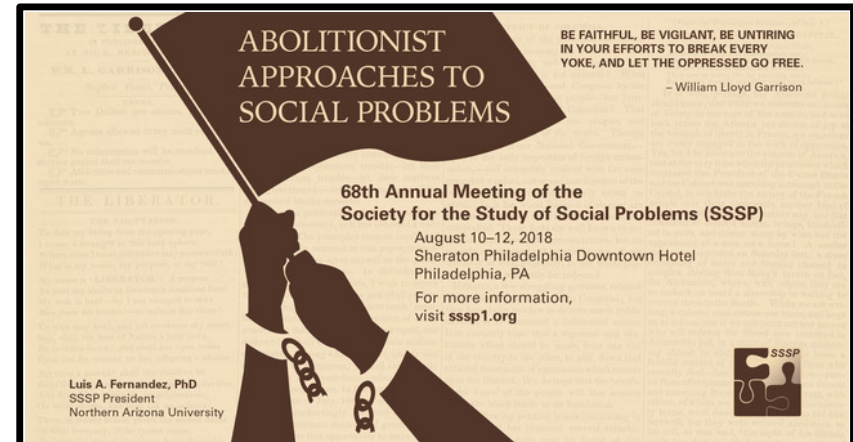
Virtual Issues

Virtual issues for *Social Problems* contain thematic groupings of articles previously published in the journal. These virtual issues are compiled by special guest editors and made freely accessible for a limited time. For the Committee on Social Media, our role is to promote and incite engagement with these collections.

The first Virtual Issue Editor is Praveena Lakshmanan, a member of the Student Editorial Board and PhD student at Michigan State University. The inaugural issue highlights articles from the journal that discuss urban planning. The selected articles cover a wide variety of topics related to urban planning.

SSSP Annual Meeting Collection

Similar to the Virtual Issues, the SSSP Annual Meeting Collection is a grouping of articles previously published by the journal. This collection highlights articles from *Social Problems* that reinforce the Society for the Study of Social Problems Annual Meeting theme. The theme for 2017 is "Narratives in the World of Social Problems: Power, Resistance, Transformation." Articles in this collection are chosen by SP Co-Editors and are made accessible for free throughout the course of the conference and for a limited time afterwards. The Committee on Social Media will promote this collection in tandem with the annual meetings.



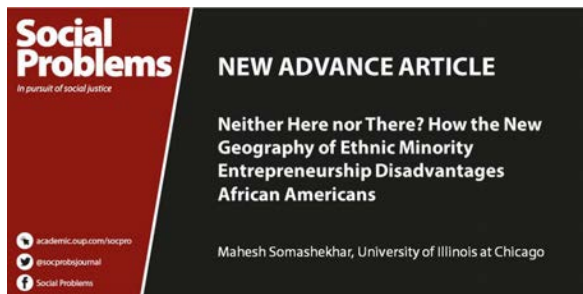


Open Access Articles

Each issue, a number of articles are released for open access. Like the articles for which we construct campaigns, the Committee for Social Media would like to highlight these articles in some way to gain more traffic to OUP content and insight interest whether academic- or media-related.

Talking Points Memos

Talking Points Memos (TPM) are getting a face lift! In the past, the TPMs were a component of the article campaign chosen for each issue and acted as blurbs for the featured article. We will continue to use them in this way, but with an upgraded look. Working alongside the OUP marketing team, we are developing a more formal template so that the TPMs will look more uniform and professional. Additionally, we will be using the TPM template to market other Open Access articles within the journal as needed.



The Authors' Attic

The Authors' Attic remains a unique feature of *Social Problems* and we wish to keep it that way by improving upon the production quality. Teaming up with other members of the Student Editorial Board, the Committee on Social Media will prioritize interviews with invited authors in-person rather than in an online setting. We will also be updating the look our YouTube page to match the quality of our other Social Media sites. Like the TPMs, we will also work with OUP to formalize transitionary slides within the videos.

Press Releases (Discontinued)

We have decided to discontinue the production of Press Releases as we found them to be time intensive to create and without clear impact. Our aim is to improve our reach on social media to provoke press and media attention for the journal and its authors.

