Michigan Young Adult Survey

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Research can be limited by the ability to access populations of interest.

Recruitment innovations are needed to reach populations in an efficient and cost-effective manner.

Increasing use of online advertisements (ads) for participant recruitment:

- Ability to research wide audience with favorable costs and labor efforts.
- Digital divide & recruiting a diverse sample.
Pew Research Center (2015) estimated that 85% of all adults in the US are Internet users.
- 97% of those aged 18-29 years
- 94% of those aged 30-49 years
- 61% of those aged 65+ years

Over 70% of all U.S. adults have a high-speed internet connection at home.

Nearly two-thirds of American adults (65%) use social networking sites
- Increase from 7% in 2005

Although Facebook use has declined among teens, it still remains fairly high.
Using Facebook As A Research Tool

- Create a page for a research project
- Create an event or group (e.g. for data collection)
- Personal Facebook page
  - Posts for recruiting a snowball sample, promoting research findings.
- Paid Ads
  - Recruitment for in-person studies.
  - Connect to online survey.
Current Study

- Michigan Young Adult Survey
- Survey of substance use behaviors
  - Facebook ads for recruitment
- 18 – 25 year olds in Michigan
- Launch Sep 09, 2015 - Jan 29, 2016
Methods: Wave 1

- IRB approval by WSU for instrument and ads
- Programmed survey into Qualtrics
- OROSC emailed letter and link to providers
- Facebook recruitment phase 1
Methods: Wave 2

- Adjustments to advertising
- Changed Facebook advertising times - only from 6 pm to 2 am
- Survey Available on Facebook
- Changed to center versus side ads
Creating Ads

- Limited space for words (Facebook)
- Must be eye catching, but follow Facebook rules
- Decide on placement (side or center, Instagram)
- Multiple ads recommended
### Respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Attempted</td>
<td>1817</td>
</tr>
<tr>
<td>Completed Surveys</td>
<td>1350</td>
</tr>
<tr>
<td>Male</td>
<td>24%</td>
</tr>
<tr>
<td>Female</td>
<td>75%</td>
</tr>
<tr>
<td>Transgender/Other</td>
<td>1%</td>
</tr>
<tr>
<td>Current Student</td>
<td>69%</td>
</tr>
<tr>
<td>Race: White</td>
<td>85%</td>
</tr>
</tbody>
</table>
Data Summary

- Past 30 day use of alcohol - 72% YES
- Past 30 day use of marijuana - 22% YES
- Past 30 days, driven a car after having too much to drink: 5%
- Past 30 days, driven a car after having used marijuana: 16%
- Do you have a Medical Marijuana Card? (Asked to those who responded they had used marijuana)
  - 4% Yes
Past 12 months, have you taken any of the follow prescription drugs that were NOT prescribed to you?

<table>
<thead>
<tr>
<th>Drug Class</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pain medication (e.g., OxyContin, Vicodin, Tylenol 3 with Codeine, Percocet, Hydracodone)</td>
<td>6%</td>
<td>92%</td>
</tr>
<tr>
<td>Sedatives/anxiety medication (e.g., Xanax, Valium)</td>
<td>4%</td>
<td>95%</td>
</tr>
<tr>
<td>Stimulants (e.g., Ritalin, Adderall, Concerta, Dexadrine)</td>
<td>3%</td>
<td>96%</td>
</tr>
<tr>
<td>Sleeping medications (e.g., Ambien, Halcion, Triazolam)</td>
<td>1%</td>
<td>97%</td>
</tr>
</tbody>
</table>

Most replied they got rx drugs from friend or relative for free.
### Risk of harm

<table>
<thead>
<tr>
<th>Risk of harm</th>
<th>None/Slight</th>
<th>Mod/Great</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Marijuana</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>Rx drugs not prescribed</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>Rx drugs – higher amount or other reasons</td>
<td>18%</td>
<td>82%</td>
</tr>
</tbody>
</table>
Data Summary Continued

• Ease of obtaining fairly to very easy:
  • Alcohol - 89%
  • Marijuana - 85%
  • Prescription Drugs - 51%
For those who did use we asked about motivations for use (Respondents selected all answers that applied)

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Alcohol</th>
<th>Marijuana</th>
</tr>
</thead>
<tbody>
<tr>
<td>To relax or relieve tension</td>
<td>47%</td>
<td>67%</td>
</tr>
<tr>
<td>To feel good or get high</td>
<td>21%</td>
<td>61%</td>
</tr>
<tr>
<td>To seek deeper insights and understanding</td>
<td>3%</td>
<td>26%</td>
</tr>
<tr>
<td>To have a good time with my friends</td>
<td>77%</td>
<td>47%</td>
</tr>
</tbody>
</table>
Lessons Learned

- Facebook as a recruitment tool is easy to use
  - Was effective way to reach young adults in Michigan
  - Some costs but reduced labor on the researcher
- Respondents were willing to complete surveys, including an open-ended question
- Recruitment can take more time if you want to spend less money
Acknowledgements

- State of Michigan Office of Recovery Oriented Systems of Care Partnership for Success Grant for funding the Michigan Youth Survey
- For additional information contact: Liz Agius at ad2634@wayne.edu or Stella Resko at stella@wayne.edu
CAMPAIGN: Choose your objective

Choose the objective for your campaign:

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
AD SET: Define your audience, budget and schedule

Your audience location has been changed from United States of America to Michigan. Undo Change

Add Bulk Locations...

Age
18 - 44

Gender
All | Men | Women

Languages
Enter a language...

Detailed Targeting
INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggest
**AD SET:** Define your audience, budget and schedule

**How much do you want to spend?**

- **Budget:** Lifetime Budget $2500.00

- **Schedule:**
  - **Start:** 3/6/2016 8:50 AM
  - **End:** 5/6/2016 5:00 AM (Pacific Time)

Your ad will run until **Friday, May 6, 2016.**
You’ll spend up to **$2,500.00** total.

**Optimization for Ad Delivery:**
- **Link Clicks to Your Website**

**Bid Amount:**
- **Automatic:** Let Facebook set the bid that helps you get the most clicks at the best price.
- **Manual:** Enter a bid based on what link clicks are worth to you.

**When You Get Charged:**
- **Link Click (CPC)**
- More Options

**Ad Scheduling:**
- **Run ads all the time**
- More Options
**AD SET:** Define your audience, budget and schedule

**How much do you want to spend?**

- **Budget:** Daily Budget
  - $20.00

- **Schedule:**
  - Run my ad set continuously starting
  - Set a start and end date

**Optimization for Ad Delivery:**

- **Link Clicks to Your Website**

**Bid Amount:**

- Automatic - Let Facebook set the best price.
- Manual - Enter a bid based on what

**When You Get Charged:**

- Impression (CPM)
- Link Click (CPC)

**Ad Scheduling:**

- Run ads all the time
- Run ads on a schedule

**Delivery Type:**

- Standard - Show your ads throughout
AD: Select media, text and links to create one or multiple ads

A single image or video in your ads
Show only one image or video at a time in your ad. Learn more.

Multiple images in one ad
Show up to 5 images at a time at no extra cost. Learn more.

What creative would you like to use in your ads?

Select images to create one or multiple ads
You can create up to 6 ads at once by uploading multiple images. Learn more

Browse Library  Free Stock Images

Add more images

2 images need your attention:
- This image is too small for Instagram ads. Your image must be at least 600 x 315 pixels. Learn more about image or remove Instagram as a placement for this ad set.
- This image is too small for Instagram ads. Your image must be at least 600 x 315 pixels. Learn more about image or remove Instagram as a placement for this ad set.

Close Without Saving
Campaign: Michigan Young Adult Survey

4,816 Results: Website Clicks
$0.62 Cost per Result
0.18% Result Rate

244,122 People Reached
$2,999.61 Amount Spent

Ad Sets in this Campaign
- Michigan - 18-25
Michigan Young Adult Survey

Results from 1 Ad Set