

Michigan Young Adult Survey

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Recruiting Research Participants

- 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.

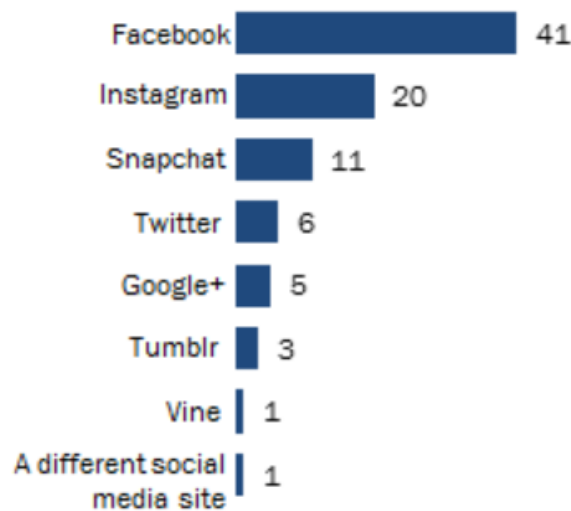
Internet & Social Network Use in the US

- 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

Facebook, Instagram and Snapchat Used Most Often by American Teens

% of all teens who use _____ most often



Note: "Don't use any" responses not shown.

Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015 (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

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

The Michigan YOUNG ADULT SURVEY



If you are age 18-25 and living in Michigan please complete this short survey

- 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
- Distributed Between: September 9, 2015-Oct. 31, 2016
- 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
- Distributed Between: November 26, 2015 – Jan. 31, 2016
- 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

- Survey Attempted 1817
- Completed Surveys 1350
- Male 24%
- Female 75%
- Transgender/Other 1%
- Current Student 69%
- Race: White 85%

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 using marijuana: 16%
- Do you have a Medical Marijuana Card?
(Asked to those who responded they had used marijuana)
 - 4% Yes

Data Summary Continued

Past 12 months, have you taken any of the follow prescription drugs that were NOT prescribed to you?	Yes	No
Pain medication (e.g., OxyContin, Vicodin, Tylenol 3 with Codeine, Percocet, Hydracodone)	6%	92%
Sedatives/anxiety medication (e.g., Xanax, Valium)	4%	95%
Stimulants (e.g., Ritalin, Adderall, Concerta, Dexadrine)	3%	96%
Sleeping medications (e.g., Ambien, Halcion, Triazolam)	1%	97%

Most replied they got rx drugs from friend or relative for free.

Data Summary Continued

Risk of harm	None/Slight	Mod/Great
Alcohol	25%	75%
Marijuana	64%	36%
Rx drugs not prescribed	12%	88%
Rx drugs – higher amount or other reasons	18%	82%

Data
Summary
Continued

- Ease of obtaining fairly to very easy:
 - Alcohol - 89%
 - Marijuana - 85%
 - Prescription Drugs - 51%

Data
Summary
Continued

For those who did use we asked about motivations for use (Respondents selected all answers that applied)

	Alcohol	Marijuana
To relax or relieve tension	47%	67%
To feel good or get high	21%	61%
To seek deeper insights and understanding	3%	26%
To have a good time with my friends	77%	47%

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



School of Social Work
Challenging Minds, Leading Change, Transforming Lives



CAMPAIGN: Choose your objective

CAMPAIGN
Objective

AD SET
Audience
Budget & Schedule

AD
Format
Creative

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

Inc

Enter

https://

Mail - Elizabeth J. Agius - X Alumni Board - School of X Ads Manager X

https://www.facebook.com/ads/manager/creation/creation/?act=30528488&pid=p1

Apps The Detroit Pizza Co... PEP-C Home Federal and State Fu... State-by-State Fact ... State Higher Educati... Higher Ed Funding ... The

Facebook Ads


AD SET: Define your audience, budget and schedule

CAMPAIGN
Objective ✓

AD SET
Audience
Budget & Schedule

AD
Format
Creative

Info Your audience location has been changed from United States of America to Michigan. [Undo Change](#)



Winnipeg
Toronto
Milwaukee
Chicago
Detroit
United States of America
Denver
Columbus
Indianapolis
Philadelphia
Washi

[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](#)

Facebook Ads

CAMPAIGN
Objective ✓

AD SET
Audience ✓
Budget & Schedule

AD
Format
Creative

AD SET: Define your audience, budget and schedule

How much do you want to spend?

Budget ⓘ **Lifetime Budget** ▼ \$2500.00
\$2500.00 USD

Schedule ⓘ

Start	3/6/2016	8:50 AM
End	5/6/2016 <small>(Pacific Time)</small>	7:50 AM

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 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

CAMPAIGN

Objective ✓

AD SET

Audience

Budget & Schedule

AD

Format

Creative

How much do you want to spend?

Budget ⓘ **Daily Budget** ▼ \$20.00
\$20.00 USD

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 bid amount for the best price.
 Manual - Enter a bid based on what you want to pay

When You Get Charged ⓘ Impression (CPM)
 Link Click (CPC)

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule
Ad scheduling only works with lifetime budgets

Delivery Type ⓘ Standard - Show your ads throughout the day

AD: Select media, text and links to create one or multiple ads

✓ **CAMPAIGN**

Objective ✓

☰ **AD SET**

Audience ✓

Budget & Schedule ✓

🖼️ **AD**

Format

Creative

Close Without Saving



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?

< Back

SELECT IMAGES

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 × 315 pixels. [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 × 315 pixels. [image](#) or [remove Instagram as a placement](#) for this ad set.

[Manage Ads](#) |
 [Account Settings](#) |
 [Billing](#) |
 [Power Editor](#) |
 [Tools](#)

Account: Wayne State University School of Social...

Campaign: Michigan Young Adult Survey

[Performance](#) |
 [Audience](#) |
 [Placement](#)

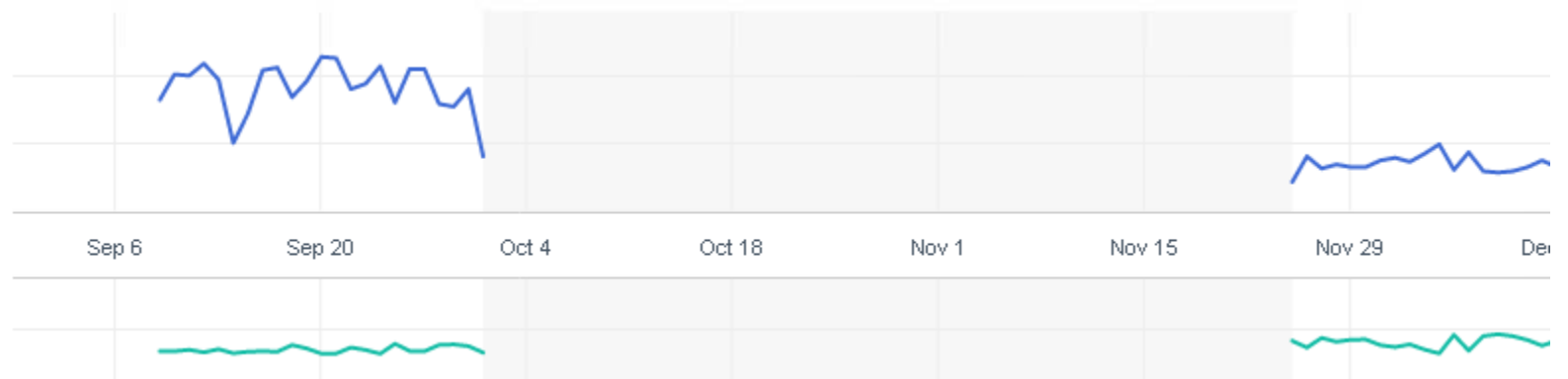
4,816
 Results: Website Clicks

244,122
 People Reached

\$2,999.61
 Amount Spent

Custom

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



Ad Sets in this Campaign ▾

+ Create Ad Set

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name	Delivery ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Michigan - 18-25 Michigan Young Adult Survey	
Results from 1 Ad Set			