**Great Lakes Content analysis Summary 09/30/13**

1. Comparing 16 categories of messages

Facebook > Twitter

Edu: t=-2.395,p<0.05

Media: t(21)=-2.013,p=0.057

Affordance: Facebook provides rich media features, which enable users to post photo, video, etc.

Advocacy: t(21)=-2.001,p=0.059

Call for action: t(21)=-3.695,p<0.005

Twitter>Facebook:

Conversation: t(21)=2.59,p<0.05

Affordance: Twitter provided features like @, RT, which are helpful for one-to-one interaction.

2. Comparing three type of social media practices

Information: not sig

Twitter>Facebook:

Community: t(21)=2.127, p<0.05

Facebook>Twitter:

Action: t(21)=-3.622, p<0.05

3. Furture analysis

1) How do different social media messages influence the perceived effectiveness and confidence?

Regression models:

Survey data (effectiveness, confidence)~different categories of messages

2) What are the best strategies?

Regression models:

Number of fans/followers/likes/shares~ different categories of messages

3) Cross-rater reliability