Social Media Test Drive

Research Opportunities

Social Media TestDrive is an educational program that offers a number of online modules about key digital citizenship topics. The Cornell Social Media Lab is conducting a series of studies to see how well Social Media TestDrive works, and you can help!

The current study, **Outcome Evaluation: Knowledge Change**, will evaluate the effectiveness of Social Media TestDrive to change knowledge related to social media literacy topics.

The study will take place this fall and will require about 3 hours of time.

We recognize this takes time for you to coordinate. As a thank-you, we'll send you a $75 Amazon eGift Card!

How You Can Help

We need educators and their classes/youth groups to participate! If you are interested in participating in this study, please email our team at smtdevaluation@gmail.com. We can give you more details about the study and answer any questions you have. If you'd like to read more details about this study before reaching out, there's more information below.

How This Study Works

The Process

Study participants will be assigned to either an intervention group or a comparison group.

- Participants assigned to the intervention group will complete 4 Social Media TestDrive modules.
- Participants assigned to the comparison group will not complete Social Media TestDrive modules as part of the study but can do so once the study is complete.

Participants from both groups will complete surveys that our team will use to compare social media literacy skills.

Data Security

All data collected as part of this research study will be held to the highest security and data protection standards. Survey data will be collected using Qualtrics, a secure online survey platform. Learner actions in the modules, such as how long they stay in a section or what they click on or type, will be recorded and securely stored on the Cornell Red Cloud. All data will only be accessible by the Social Media Lab research team and kept completely confidential. Any publications or presentations of data will be at the aggregate level only.

Find out more!
Contact smtdevaluation@gmail.com with any questions

What We Need You to Do

Secure Permission (1 Week)

- Who at your site needs to give permission? Principal? District? Another site administrator? We're asking for your help to secure this permission. We'll need some communication (such as an email exchange) so we can document their permission.
- Share information with parents/guardians and let them opt-out if they don't want their child to participate. We will send you information and opt-out instructions.

Youth Study Involvement (2-4 Weeks)

- Groups of youth will be randomly assigned to either the intervention or comparison group. We will ask you to help us make sure youth complete study components. All youth participants will first assent to participate and complete a short survey on demographics and social media use.
- If your class/youth group is assigned to the intervention group:
  - Allow youth to complete 4 online modules over the 2–4-week study period. Each module will be immediately followed by a short survey. You should allot about 30-40 minutes for each session. We ask that you conduct 1 or 2 sessions per week.
- If your class/youth group is assigned to the comparison group:
  - Allow youth to complete surveys over 3 sessions during the 2–4-week study period. Each online survey will take about 10-15 minutes to complete.
- All study components may be done face-to-face or virtually. All Social Media TestDrive modules are self-contained and do not require you to pre-teach or facilitate a group discussion after a module.

Educator Survey (10 Minutes)

This survey will ask you information about location, type of setting, size of youth group/class, perceptions of social media risks, and opportunities for youth, as well as information regarding how Social Media TestDrive modules were implemented in your class/group. We expect this online survey will take about 10 minutes for you to complete.