

The MIP: User Study - Best Practices for Social Media & The Internet in Microscopy/ Spectroscopy 2015

7. Specifically for microscopy / spectroscopy, which of the following SOCIAL MEDIA TOOLS do you find most useful?

	Total	LM	Fluor	CM	MPh	SEM	TEM	EA	SPM	Xray	mUV Vis	mRaman	mFTIR	Spec- tro	IA	3D	Surf Prof
Total Respondents	1,209	1,026	537	424	134	589	417	437	151	138	87	89	134	234	529	302	141
Row %	100%	85%	44%	35%	11%	49%	34%	36%	12%	11%	7%	7%	11%	19%	44%	25%	12%
Col %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tot %	100%	85%	44%	35%	11%	49%	34%	36%	12%	11%	7%	7%	11%	19%	44%	25%	12%
Listservers	428	373	226	183	76	215	191	173	40	47	25	24	39	75	226	158	31
Row %	100%	87%	53%	43%	18%	50%	45%	40%	9%	11%	6%	6%	9%	18%	53%	37%	7%
Col %	35%	36%	42%	43%	57%	37%	46%	40%	26%	34%	29%	27%	29%	32%	43%	52%	22%
Tot %	35%	31%	19%	15%	6%	18%	16%	14%	3%	4%	2%	2%	3%	6%	19%	13%	3%
LinkedIn	383	331	168	133	44	200	128	149	57	51	31	35	51	84	181	104	51
Row %	100%	86%	44%	35%	11%	52%	33%	39%	15%	13%	8%	9%	13%	22%	47%	27%	13%
Col %	32%	32%	31%	31%	33%	34%	31%	34%	38%	37%	36%	39%	38%	36%	34%	34%	36%
Tot %	32%	27%	14%	11%	4%	17%	11%	12%	5%	4%	3%	3%	4%	7%	15%	9%	4%
YouTube	266	232	128	95	32	145	108	104	34	36	23	17	25	50	124	75	43
Row %	100%	87%	48%	36%	12%	55%	41%	39%	13%	14%	9%	6%	9%	19%	47%	28%	16%
Col %	22%	23%	24%	22%	24%	25%	26%	24%	23%	26%	26%	19%	19%	21%	23%	25%	30%
Tot %	22%	19%	11%	8%	3%	12%	9%	9%	3%	3%	2%	1%	2%	4%	10%	6%	4%
Blogs	165	142	79	60	22	73	47	59	18	27	13	5	18	31	77	44	23
Row %	100%	86%	48%	36%	13%	44%	28%	36%	11%	16%	8%	3%	11%	19%	47%	27%	14%
Col %	14%	14%	15%	14%	16%	12%	11%	14%	12%	20%	15%	6%	13%	13%	15%	15%	16%
Tot %	14%	12%	7%	5%	2%	6%	4%	5%	1%	2%	1%	0%	1%	3%	6%	4%	2%
None of the above	144	123	59	50	13	62	34	41	20	12	12	11	15	37	63	27	17
Row %	100%	85%	41%	35%	9%	43%	24%	28%	14%	8%	8%	8%	10%	26%	44%	19%	12%
Col %	12%	12%	11%	12%	10%	11%	8%	9%	13%	9%	14%	12%	11%	16%	12%	9%	12%
Tot %	12%	10%	5%	4%	1%	5%	3%	3%	2%	1%	1%	1%	1%	3%	5%	2%	1%
FaceBook	100	89	42	31	13	45	37	28	8	16	7	4	10	15	37	22	7
Row %	100%	89%	42%	31%	13%	45%	37%	28%	8%	16%	7%	4%	10%	15%	37%	22%	7%
Col %	8%	9%	8%	7%	10%	8%	9%	6%	5%	12%	8%	4%	7%	6%	7%	7%	5%
Tot %	8%	7%	3%	3%	1%	4%	3%	2%	1%	1%	1%	0%	1%	1%	3%	2%	1%
News sites	71	63	35	27	6	34	20	25	14	13	6	8	12	15	36	22	14
Row %	100%	89%	49%	38%	8%	48%	28%	35%	20%	18%	8%	11%	17%	21%	51%	31%	20%
Col %	6%	6%	7%	6%	4%	6%	5%	6%	9%	9%	7%	9%	9%	6%	7%	7%	10%
Tot %	6%	5%	3%	2%	0%	3%	2%	2%	1%	1%	0%	1%	1%	1%	3%	2%	1%
Twitter	38	35	21	20	7	21	18	13	4	8	2	1	6	6	18	13	4
Row %	100%	92%	55%	53%	18%	55%	47%	34%	11%	21%	5%	3%	16%	16%	47%	34%	11%
Col %	3%	3%	4%	5%	5%	4%	4%	3%	3%	6%	2%	1%	4%	3%	3%	4%	3%
Tot %	3%	3%	2%	2%	1%	2%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%

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