



Just Publics @365

MEDIACAMP
PARTICIPANT SURVEY DATA REPORT
JANUARY-DECEMBER 2013

PREPARED BY
JUSTPUBLICS@365

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SOCIAL MEDIA FOR ACADEMICS (INTRO/INTERMEDIATE)
JANUARY 22, 2013
SANDEEP JUNNARKAR

Eighteen people signed up for the workshop and eight of those who signed up attended. All eight of the participants who signed up completed the survey. Two out of the eight participants were assistant professors, three were professors, and one was outside CUNY.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 18 |
| Attended | 8 |
| Completed Survey | 8 |

Participants found the workshop most useful for promoting research beyond the academy and least useful for doing research. Participants agreed that they learned a great deal and had a great instructor. Participants were more likely to recommend the workshop to faculty and graduate students than to administrators.

Feedback from Participants
(1 "Strongly Agree" – 5 "Strongly Disagree")

| | |
|--|------|
| Useful for Doing Research | 2.00 |
| Useful for Promoting Research within the Academy | 1.50 |
| Useful for Promoting Research beyond the Academy | 1.13 |
| Learned a Great Deal | 1.63 |
| Great Instructor | 1.63 |
| Would Recommend Workshop to Faculty | 1.50 |
| Would Recommend Workshop to Administrators | 2.00 |
| Would Recommend Workshop to Graduate Students | 1.50 |

Feedback

“Another great workshop”

“Twitter element great, Wordpress element too thin - not enough time to stop and discuss and understand.”

“Very helpful - a lot to take it on Wordpress but at least this is a roadmap”

“Great! Thanks so much!”

“Loved the hands-on nature of the session!”

BLOGGING: SOCIAL MEDIA PRACTICUM
APRIL 3, 2013
SANDEEP JUNNARKAR

Nine people signed up for the first *Blogging for Academics* workshop and only one attended. The participant who attended found the workshop very useful for doing research, promoting research within and beyond the academy. The participant also thought the workshop taught her a great deal and that she had a great instructor. The participant strongly agreed that she would recommend the workshop to faculty, administrators, and graduate students.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.00 |
| Useful for Promoting Research within the Academy | 1.00 |
| Useful for Promoting Research beyond the Academy | 1.00 |
| Learned a Great Deal | 1.00 |
| Great Instructor | 1.00 |
| Would Recommend Workshop to Faculty | 1.00 |
| Would Recommend Workshop to Administrators | 1.00 |
| Would Recommend Workshop to Graduate Students | 1.00 |

Feedback:

“Every session was fabulous, incredibly useful. This and the Tweet workshop taught by the same instructor; posted his notes which has become an incredibly useful resource for me. Hands on instructions to refer to, including best practices. Very professional and wonderful applications for academics, or anyone with a small business. Appreciated the timeliness of the series in today’s changing media landscape, and provided concrete tips to get on board!”

BLOGGING: SOCIAL MEDIA PRACTICUM
MAY 22, 2013
SANDEEP JUNNARKAR

Twenty-one participants signed up for the second *Blogging for Academics* workshop and thirteen attended the workshop. Out of the thirteen that attended the workshop, four completed the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 21 |
| Attended | 13 |
| Completed Survey | 4 |

Out of the four participants who filled out the survey, two were graduate students, one was an associate professor, and one was outside CUNY.

Professional Breakdown of Students

| | |
|----------------------|---|
| Graduate Students | 2 |
| Assistant Professors | 0 |
| Associate Professors | 1 |
| Professors | 0 |
| Outside CUNY | 1 |

Participants were neutral on whether this workshop was useful for doing research or promoting research outside the academy. Participants were neutral on whether they learned a great deal and seemed ambivalent whether they would recommend the workshop to faculty or administrators but agreed that they would recommend the workshop to graduate students.

Feedback from Participants
 (1 "Strongly Agree" – 5 "Strongly Disagree")

| | |
|--|------|
| Useful for Doing Research | 2.75 |
| Useful for Promoting Research within the Academy | 2.25 |
| Useful for Promoting Research beyond the Academy | 2.50 |
| Learned a Great Deal | 2.50 |
| Great Instructor | 2.25 |
| Would Recommend Workshop to Faculty | 2.50 |
| Would Recommend Workshop to Administrators | 2.50 |
| Would Recommend Workshop to Graduate Student | 2.00 |

Feedback:

“Informative workshop. Thanks!”

“Please do increase the capacity of the classes, haven't been able to register for the advanced blogging workshop and would love to. Thanks.”

BLOGGING: SOCIAL MEDIA PRACTICUM

JULY 25, 2013

SANDEEP JUNNARKAR

Thirty-one participants signed up for the workshop and ten attended. Out of the ten that attended ten filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 31 |
| Attended | 10 |
| Completed Survey | 10 |

Those who completed the survey strongly agreed that they learned a great deal and strongly agreed that they had a great instructor. Participants found the workshop most useful for doing research, but also agreed it was useful for promoting research within and beyond the academy. Participants were most likely to recommend the workshop to faculty and least likely to recommend the workshop to graduate students.

Feedback from Participants (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.78 |
| Useful for Promoting Research within the Academy | 2.10 |
| Useful for Promoting Research beyond the Academy | 1.82 |
| Learned a Great Deal | 1.36 |
| Great Instructor | 1.45 |
| Would Recommend Workshop to Faculty | 1.36 |
| Would Recommend Workshop to Administrators | 1.54 |
| Would Recommend Workshop to Graduate Students | 1.67 |

Participants strongly agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt strongly that their work engages social media as a means to reach the public.

Feedback from Participants (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.43 |
| I Want to Get My Work Out to Activists | 2.14 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.57 |
| I Want to Get My Work Out to Traditional Media | 1.42 |
| My Work Engages Social Media as a Means to Reach the Public | 1.14 |
| I Want to Get My Work Out to the Public | 1.14 |

Feedback:

“Excellent! Now I need to go home and write blog posts.”

“Great initiative.”

BLOGGING: SOCIAL MEDIA PRACTICUM
AUGUST 8, 2013

Twelve people attended the “Blogging: Social Media Practicum” workshop. All twelve of the participants who attended completed the survey.

Participants found the workshop most useful for promoting research beyond the academy and least useful for doing research. Participants agreed that they learned a great deal and had a great instructor. Participants were more likely to recommend the workshop to faculty and graduate students than to administrators. They agreed the workshop was useful for promoting research within and beyond the academy but did not find it highly useful for doing research.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.56 |
| Useful for Promoting Research within the Academy | 1.89 |
| Useful for Promoting Research beyond the Academy | 1.67 |
| Learned a Great Deal | 1.56 |
| Great Instructor | 1.33 |
| Would Recommend Workshop to Faculty | 1.33 |
| Would Recommend Workshop to Administrators | 1.67 |
| Would Recommend Workshop to Graduate Students | 1.33 |

Participants agreed that their work engaged social issues of social justice and or inequality and that they wanted to get their work out to activists and the public. While they had a strong desire to get their research out to the public and activists they were less likely to believe that their work engaged traditional media or engaged social media.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.75 |
| I Want to Get My Work Out to Activists | 1.88 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.75 |
| I Want to Get My Work Out to Traditional Media | 2.13 |
| My Work Engages Social Media as a Means to Reach the Public | 2.5 |
| I Want to Get My Work Out to the Public | 1.75 |

Feedback

“Very, very happy with the instructor. He was knowledgeable friendly and lucid.”

“Excellent presentation. Thank you.”

“These courses are wonderful. More please!”

BLOGGING: SOCIAL MEDIA PRACTICUM
NOVEMBER 1, 2013
SANDEEP JUNNARKAR

Thirty-nine participants signed up for the workshop and twenty-two attended. Out of the twenty-two that attended seven filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 39 |
| Attended | 22 |
| Completed Survey | 7 |

Those who completed the survey agreed that they learned a great deal and strongly agreed that they had a great instructor. Participants found the workshop most useful for promoting research beyond the academy, but also agreed it was useful for promoting research within and doing research. Participants were most likely to recommend the workshop to faculty and graduate students and least likely to recommend the workshop to administrators.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.67 |
| Useful for Promoting Research within the Academy | 1.5 |
| Useful for Promoting Research beyond the Academy | 1.16 |
| Learned a Great Deal | 1.5 |
| Great Instructor | 1.33 |
| Would Recommend Workshop to Faculty | 1.17 |
| Would Recommend Workshop to Administrators | 1.33 |
| Would Recommend Workshop to Graduate Students | 1.17 |

Participants agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.5 |
| I Want to Get My Work Out to Activists | 2.17 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.83 |
| I Want to Get My Work Out to Traditional Media | 1.67 |
| My Work Engages Social Media as a Means to Reach the Public | 2.17 |
| I Want to Get My Work Out to the Public | 1.67 |

Feedback:

“Thank you for offering the workshops! I found Blogging to be extremely helpful and comprehensive for a novice like myself. I thought Sandeep was an excellent instructor and I very much appreciated his low-key, non-judgmental stance.”

“This is a great program and is so so so needed to bridge the gap between the twitter feeding, blogging, websited, up and coming generation of grad students and the wanting to keep up with the program faculty who still need to be in the game even as the rules are changing almost daily. Plus, in the age of self-publication and consequent lack of credible information, giving academics the tools they need to communicate actual, researched, accurate, information to the general public, which is quite hungry for it, is crucial in this day and age. “

TWITTER: SOCIAL MEDIA PRACTICUM
APRIL 4, 2013
SANDEEP JUNNARKAR

Nine participants signed up for the workshop and one attended. The participant rated the workshop very highly. She found it useful for doing research and promoting research within/beyond the academy. She felt she had learned a great deal and had a great instructor. She was equally likely to recommend the workshop to faculty, administrators, and graduate students.

Feedback from Participants
(1 "Strongly Agree" – 5 "Strongly Disagree")

| | |
|--|------|
| Useful for Doing Research | 1.00 |
| Useful for Promoting Research within the Academy | 1.00 |
| Useful for Promoting Research beyond the Academy | 1.00 |
| Learned a Great Deal | 1.00 |
| Great Instructor | 1.00 |
| Would Recommend Workshop to Faculty | 1.00 |
| Would Recommend Workshop to Administrators | 1.00 |
| Would Recommend Workshop to Graduate Students | 1.00 |

Feedback:

"This workshop was wonderful- Twitter a How-To from start to finish. Great mix of prepared notes/ instructions to be used as a future reference, and hands-on guidance of creating an account and use of best practices. Very useful, fantastic professor!"

TWITTER: SOCIAL MEDIA PRACTICUM
MAY 16, 2013
SANDEEP JUNNARKAR

Twenty-three people signed up for the workshop and fourteen attended. Nine out of the fourteen who attended completed the survey.

| Participants Attendance and Evaluation | |
|--|----|
| Signed Up | 23 |
| Attended | 14 |
| Completed Survey | 9 |

Participants found the workshop most useful for promoting research beyond the academy and were neutral on whether the workshop was useful for research or promoting research within the academy. Participants agreed that they learned a great deal and had a great instructor. Participants were most likely to recommend the workshop to faculty and graduate students.

| Feedback from Participants (1 "Strongly Agree" – 5 "Strongly Disagree") | |
|--|------|
| Useful for Doing Research | 2.25 |
| Useful for Promoting Research within the Academy | 2.25 |
| Useful for Promoting Research beyond the Academy | 1.75 |
| Learned a Great Deal | 2.13 |
| Great Instructor | 1.75 |
| Would Recommend Workshop to Faculty | 1.75 |
| Would Recommend Workshop to Administrators | 1.88 |
| Would Recommend Workshop to Graduate Students | 1.75 |

Feedback:

“Very helpful. There is no other way I would have joined Twitter! Thank you.”

TWITTER: SOCIAL MEDIA PRACTICUM
JULY 25, 2013
SANDEEP JUNNARKAR

Twenty-six participants signed up for the workshop and seven attended. Out of the seven that attended seven filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 26 |
| Attended | 7 |
| Completed Survey | 7 |

Those who completed the survey strongly agreed that they learned a great deal and had a great instructor. Participants found the workshop most useful for promoting research beyond the academy but also strongly agreed it was useful for doing and promoting research within the academy. Participants were most likely to recommend the workshop to faculty and administrators and least likely to recommend the workshop to graduate students.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.29 |
| Useful for Promoting Research within the Academy | 1.17 |
| Useful for Promoting Research beyond the Academy | 1.0 |
| Learned a Great Deal | 1.0 |
| Great Instructor | 1.14 |
| Would Recommend Workshop to Faculty | 1.0 |
| Would Recommend Workshop to Administrators | 1.0 |
| Would Recommend Workshop to Graduate Students | 1.71 |

Participants agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.71 |
| I Want to Get My Work Out to Activists | 1.14 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.71 |
| I Want to Get My Work Out to Traditional Media | 1.5 |
| My Work Engages Social Media as a Means to Reach the Public | 1.2 |
| I Want to Get My Work Out to the Public | 1.2 |

Feedback:

"Thank you *so* much! This was excellent. I had no idea how to use twitter and I'm pretty sure this will be great for me!"

"I think it is important to have a letter or certificate of completion."

TWITTER: SOCIAL MEDIA PRACTICUM
AUGUST 8, 2013
SANDEEP JUNNARKAR

Thirteen people attended the “Twitter: Social Media Practicum” workshop. All thirteen of the participants who attended completed the survey.

Participants found the workshop most useful for promoting research beyond and within the academy and slightly less useful for doing research. Participants tended to strongly agree that they learned a great deal and had a great instructor. Participants were slightly more likely to recommend the workshop to faculty and graduate students than to administrators.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.7 |
| Useful for Promoting Research within the Academy | 1.5 |
| Useful for Promoting Research beyond the Academy | 1.5 |
| Learned a Great Deal | 1.55 |
| Great Instructor | 1.36 |
| Would Recommend Workshop to Faculty | 1.4 |
| Would Recommend Workshop to Administrators | 1.45 |
| Would Recommend Workshop to Graduate Student | 1.36 |

Participants agreed that their work engaged social issues of social justice and or inequality. They also agreed that they wanted to get their work out to a wide public audience.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 2 |
| I Want to Get My Work Out to Activists | 2.56 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.9 |
| I Want to Get My Work Out to Traditional Media | 2.3 |
| My Work Engages Social Media as a Means to Reach the Public | 2.22 |
| I Want to Get My Work Out to the Public | 1.6 |

Feedback

“Excellent presentation. Thank you!”

TWITTER: SOCIAL MEDIA PRACTICUM
OCTOBER 29, 2013
SANDEEP JUNNARKAR

Thirty-eight participants signed up for the workshop and twelve attended. Five students completed the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 38 |
| Attended | 12 |
| Completed Survey | 5 |

Participants found the workshop most useful for promoting research beyond and within the academy and slightly less useful for doing research or promoting research within the academy. Participants strongly agreed that they learned a great deal and had a great instructor. Participants were slightly more likely to recommend the workshop to faculty than to graduate students and administrators.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.80 |
| Useful for Promoting Research within the Academy | 1.80 |
| Useful for Promoting Research beyond the Academy | 1.60 |
| Learned a Great Deal | 1.60 |
| Great Instructor | 1.40 |
| Would Recommend Workshop to Faculty | 1.40 |
| Would Recommend Workshop to Administrators | 1.60 |
| Would Recommend Workshop to Graduate Students | 1.60 |

Participants agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|-----|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 2.2 |
| I Want to Get My Work Out to Activists | 2.4 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.2 |
| I Want to Get My Work Out to Traditional Media | 2.2 |
| My Work Engages Social Media as a Means to Reach the Public | 2.2 |
| I Want to Get My Work Out to the Public | 2.0 |

Feedback:

“Participants agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.”

“Thank you - this was helpful for me to begin my journey into a new world of media communications.”

ADVANCED TWITTER: SOCIAL MEDIA PRACTICUM
NOVEMBER 20, 2013
SANDEEP JUNNARKAR

Forty participants signed up for the workshop and twelve attended. Out of the twelve that attended two filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 40 |
| Attended | 12 |
| Completed Survey | 2 |

Those who completed the survey strongly agreed that they learned a great deal and strongly agreed that they had a great instructor. Participants found the workshop most useful for doing research, but also agreed it was useful for promoting research within and beyond the academy. Participants were most likely to recommend the workshop to graduate students and administrators and least likely to recommend the workshop to faculty.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|-----|
| Useful for Doing Research | 1.5 |
| Useful for Promoting Research within the Academy | 2.5 |
| Useful for Promoting Research beyond the Academy | 2 |
| Learned a Great Deal | 1 |
| Great Instructor | 1 |
| Would Recommend Workshop to Faculty | 2 |
| Would Recommend Workshop to Administrators | 1 |
| Would Recommend Workshop to Graduate Students | 1 |

Participants agreed that their work engaged social issues of social justice and or inequality. They strongly agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They strongly agreed that their work engaged traditional media as a means to reach the public and felt strongly that their work engaged social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|-----|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.5 |
| I Want to Get My Work Out to Activists | 1.5 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.0 |
| I Want to Get My Work Out to Traditional Media | 1.0 |
| My Work Engages Social Media as a Means to Reach the Public | 1.0 |
| I Want to Get My Work Out to the Public | 1.0 |

Feedback:

“Great session, sorry I missed Basic Twitter!”

ANALYTICS AND METRICS: ADVANCED SOCIAL MEDIA
APRIL 5, 2013
SANDEEP JUNNARKAR

Fifteen participants signed up for the first *Analytics and Metrics* workshop and only one attended. The participant thought the workshop met its objectives and strongly agreed that the workshop was useful for doing research and promoting research.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.00 |
| Useful for Promoting Research within the Academy | 1.00 |
| Useful for Promoting Research beyond the Academy | 1.00 |
| Learned a Great Deal | 1.00 |
| Great Instructor | 1.00 |
| Would Recommend Workshop to Faculty | 1.00 |
| Would Recommend Workshop to Administrators | 1.00 |
| Would Recommend Workshop to Graduate Students | 1.00 |

Feedback:

“This was very helpful workshop showing tools that are part of social media, and resources related to social media to gauge effectiveness of messaging, and helpful information of when to disperse messaging. One does not (did not) need to be a master marketer to take this class and start using the tools. Incredibly helpful, informative, clear concise instruction.”

ANALYTICS AND METRICS: ADVANCED SOCIAL MEDIA
MAY 31, 2013
SANDEEP JUNNARKAR

Twenty-two people signed up for the second *Analytics and Metrics: Advanced Social Media* workshop and half of those attended. Six of the eleven that attended completed the survey.

| | |
|------------------|----|
| Signed Up | 22 |
| Attended | 11 |
| Completed Survey | 6 |

The participants who filled out the survey thought that the workshop was about equally useful for doing research as well as promoting research within and beyond the academy. Participants were most likely to recommend the workshop to graduate students and least likely to recommend the workshop to administrators.

| | |
|--|------|
| Useful for Doing Research | 1.67 |
| Useful for Promoting Research within the Academy | 1.60 |
| Useful for Promoting Research beyond the Academy | 1.67 |
| Learned a Great Deal | 1.50 |
| Great Instructor | 1.33 |
| Would Recommend Workshop to Faculty | 1.50 |
| Would Recommend Workshop to Administrators | 1.67 |
| Would Recommend Workshop to Graduate Students | 1.33 |

Feedback:

“Very useful tools”

“Thank you!”

“Great, knowledgeable, friendly instructor who provided a wealth of info on how to monitor social media analytics.”

ANALYTICS AND METRICS: ADVANCED SOCIAL MEDIA
NOVEMBER 5, 2013
SANDEEP JUNNARKAR

Thirty-seven people signed up for the workshop and ten attended. One of the ten that attended completed the survey.

| | |
|------------------|----|
| Signed Up | 37 |
| Attended | 10 |
| Completed Survey | 1 |

The participant who completed the survey strongly agreed that they learned a great deal and strongly agreed that they had a great instructor. The participant found the workshop most useful for doing research and promoting research beyond the academy, but also agreed it was useful for promoting research within the academy. The participant was most likely to recommend the workshop to graduate students and administrators and least likely to recommend the workshop to faculty.

| | |
|--|-----|
| Useful for Doing Research | 1.0 |
| Useful for Promoting Research within the Academy | 2.0 |
| Useful for Promoting Research beyond the Academy | 1.0 |
| Learned a Great Deal | 1.0 |
| Great Instructor | 1.0 |
| Would Recommend Workshop to Faculty | 2.0 |
| Would Recommend Workshop to Administrators | 1.0 |
| Would Recommend Workshop to Graduate Students | 1.0 |

The participant strongly agreed that her work engaged social issues of social justice and or inequality. She agreed that she wanted to get their work out traditional media as a means to reach the public and strongly agreed that she wanted to get her work out to activists. She agreed that her work engaged traditional media as a means to reach the public and strongly agreed that her work engages social media as a means to reach the public.

| | |
|--|-----|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.0 |
| I Want to Get My Work Out to Activists | 1.0 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.0 |
| I Want to Get My Work Out to Traditional Media | 2.0 |
| My Work Engages Social Media as a Means to Reach the Public | 1.0 |
| I Want to Get My Work Out to the Public | 1.0 |

Feedback:

“Great course, please keep me posted on others. Thanks.”

LIVE MEDIA BLOGGING
DECEMBER 9, 2013
SANDEEP JUNNARKAR

Forty participants signed up for the workshop and eight attended. Out of the eight that attended three filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 40 |
| Attended | 8 |
| Completed Survey | 3 |

Those who completed the survey agreed that they learned a great deal and had a great instructor. Participants found the workshop most useful for doing research, but also agreed it was useful for promoting research within and beyond the academy. Participants were most likely to recommend the workshop to graduate students and administrators and least likely to recommend the workshop to faculty.

Feedback from Participants
 (1 "Strongly Agree" – 5 "Strongly Disagree")

| | |
|--|------|
| Useful for Doing Research | 1.67 |
| Useful for Promoting Research within the Academy | 2.0 |
| Useful for Promoting Research beyond the Academy | 2.0 |
| Learned a Great Deal | 1.67 |
| Great Instructor | 2.0 |
| Would Recommend Workshop to Faculty | 1.67 |
| Would Recommend Workshop to Administrators | 1.33 |
| Would Recommend Workshop to Graduate Students | 1.33 |

Participants strongly agreed that their work engaged social issues of social justice and or inequality. They strongly agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and agreed that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 "Strongly Agree" – 5 "Strongly Disagree")

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.0 |
| I Want to Get My Work Out to Activists | 1.33 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.33 |
| I Want to Get My Work Out to Traditional Media | 1.67 |
| My Work Engages Social Media as a Means to Reach the Public | 2.0 |
| I Want to Get My Work Out to the Public | 1.67 |

OpEd Pitches & Pieces: Framing Research for Public Audiences
JANUARY 8, 2013
DEB STEAD

OpEd Pitches & Pieces: Framing Research for Public Audiences was offered at the start of the MediaCamp series. It was very well attended; twenty-seven of the thirty-three students who signed up attended. Out of those that attended, twenty-four completed the survey

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 33 |
| Attended | 27 |
| Completed Survey | 24 |

The professional background of the participants varied. Four were graduate students, six were assistant professors, six were associate professors, four were full professors, and four were not academics.

Professional Breakdown of Students

| | |
|----------------------|---|
| Graduate Students | 4 |
| Assistant Professors | 6 |
| Associate Professors | 6 |
| Professors | 4 |
| Outside CUNY | 4 |

The feedback participants gave was largely positive. Students thought that the workshop was most useful for promoting research beyond the academy and least useful for doing research. Participants were most likely to recommend this workshop to graduate students and faculty, but less likely to recommend this workshop to administrators.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.38 |
| Useful for Promoting Research within the Academy | 2.08 |
| Useful for Promoting Research beyond the Academy | 1.25 |
| Learned a Great Deal | 1.50 |
| Great Instructor | 1.25 |
| Would Recommend Workshop to Faculty | 1.46 |
| Would Recommend Workshop to Administrators | 2.04 |
| Would Recommend Workshop to Graduate Student | 1.50 |

Feedback:

“Great workshop. Great series. Thank you!”

“Although I enjoyed the workshop, it turned out to not be very applicable to me (someone who was interested in learning about how to interact with the press, rather than how to pursue the press). Maybe these things were covered after the break though, which is when I had to leave. Thanks for offering this workshop!”

“I loved the input of people who wrote op-eds.”

“Fantastic teacher.”

“Great group!”

“Great workshop. Would like more brainstorming and workshopping on hooks and pegs.”

“This was really useful!”

“Overall, a really great session! The opportunity to hear from Trish Hall and academics who had been published was invaluable. I would have liked a little more framing at the front end. And I had to leave at 4 and since the workshop ran over, I missed any wrap up or next steps. Maybe the workshop needed to be extended to fit everything in.”

“Interesting to see there is a real tension with the academics versus reporters. And perhaps reporters could attend events to understand our anxieties; or perhaps more workshops on writing in a breezy way that has integrity are needed for us. // Deb was terrific!! Super instructor who gets to the point. You can feel she has vast experience. Taught me quite a lot.”

“These are a wonderful resource for the academic community and beyond.”

“This highlighted how hard it is to “translate” academic work, but it’s so important for disseminating it and making it accessible to the public, which brings it out of the academy! Conversation with John was really good!”

“Would have loved more focus on tips for writing opeds more than promoting yourself/ your research.”

OPED PITCHES & PIECES: FRAMING RESEARCH FOR PUBLIC AUDIENCES
MARCH 29, 2013
DEB STEAD

No surveys were collected for this workshop.

OPED PITCHES & PIECES: FRAMING RESEARCH FOR PUBLIC AUDIENCES
MAY 15, 2013

DEB STEAD

Twenty participants signed up for the second round of *OpEd Pitches & Pieces: Framing Research for Public Audiences* workshop. Out of those, sixteen attended the workshop. Six of those who attended completed the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 20 |
| Attended | 16 |
| Completed Survey | 6 |

Participants thought the workshop was most useful for promoting research beyond the academy and least useful for doing research. Participants were most likely to recommend the workshop to graduate students and least likely to recommend the workshop to administrators. Students agreed that they learned a great deal and that they had a great instructor.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.83 |
| Useful for Promoting Research within the Academy | 2.67 |
| Useful for Promoting Research beyond the Academy | 1.17 |
| Learned a Great Deal | 1.50 |
| Great Instructor | 1.33 |
| Would Recommend Workshop to Faculty | 1.50 |
| Would Recommend Workshop to Administrators | 2.00 |
| Would Recommend Workshop to Graduate Students | 1.33 |

Feedback:

“Great use of phone to access helpful guest speakers. Skype would be an improvement, but the phone worked quite effectively for our needs.”

“It was great to hear from different experts, but I felt like there could have been more activities planned rather than listen and then Q and A. The part when we broke out into groups was so productive, it would have been nice to integrate more of that!”

OPeD PITCHES & PIECES: FRAMING RESEARCH FOR PUBLIC AUDIENCES
JULY 24, 2013
DEB STEAD

Twenty-nine participants signed up for the workshop and eleven attended. Out of the eleven that attended ten filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 29 |
| Attended | 11 |
| Completed Survey | 10 |

Those who completed the survey agreed that they learned a great deal and agreed that they had a great instructor. Participants found the workshop most useful for promoting research beyond the academy but also agreed it was useful for promoting research within the academy. Participants were most likely to recommend the workshop to faculty and graduate students and least likely to recommend the workshop to administrators.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|-----|
| Useful for Doing Research | 2.3 |
| Useful for Promoting Research within the Academy | 1.9 |
| Useful for Promoting Research beyond the Academy | 1.6 |
| Learned a Great Deal | 1.5 |
| Great Instructor | 1.5 |
| Would Recommend Workshop to Faculty | 1.4 |
| Would Recommend Workshop to Administrators | 2.1 |
| Would Recommend Workshop to Graduate Students | 1.4 |

Participants strongly agreed that their work engaged social issues of social justice and or inequality. They strongly agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.0 |
| I Want to Get My Work Out to Activists | 1.22 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.55 |
| I Want to Get My Work Out to Traditional Media | 1.44 |
| My Work Engages Social Media as a Means to Reach the Public | 1.78 |
| I Want to Get My Work Out to the Public | 1.1 |

Feedback:

This workshop was amazing! The instructor was great. The information/ideas seem useful beyond the immediate topic

Beinert was fantastic. His use of a particular example and getting us to gram the op-ed write sentences for it etc. was fantastic.

Thanks! Love Just Publics!

Thank you for this remarkable opportunity!

OP-ED PIECES AND PITCHES: FRAMING RESEARCH FOR PUBLIC AUDIENCES
AUGUST 9, 2013

Thirty-two people attended the “Op-Ed Pieces and Pitches” workshop. Twenty-eight of the participants who attended completed the survey.

Participants found the workshop most useful for promoting research beyond the academy and less useful for doing research. Participants strongly agreed that they learned a great deal and had a great instructor. Participants were more likely to recommend the workshop to faculty and graduate students than to administrators.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.68 |
| Useful for Promoting Research within the Academy | 2.19 |
| Useful for Promoting Research beyond the Academy | 1.1 |
| Learned a Great Deal | 1.26 |
| Great Instructor | 1.15 |
| Would Recommend Workshop to Faculty | 1.15 |
| Would Recommend Workshop to Administrators | 1.96 |
| Would Recommend Workshop to Graduate Students | 1.18 |

Participants strongly agreed that their work engaged social issues of social justice and or inequality. They strongly agreed that they wanted to get their work out to activists and agreed that their work engages traditional media as a means to reach the public. They strongly agreed that they wanted to get their work out to traditional media and to the public. They agreed that work engages social media as a means to reach the public.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.04 |
| I Want to Get My Work Out to Activists | 1.38 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.17 |
| I Want to Get My Work Out to Traditional Media | 1.25 |
| My Work Engages Social Media as a Means to Reach the Public | 2.2 |
| I Want to Get My Work Out to the Public | 1.17 |

Feedback

“Great workshop! Informative, great for those with little experience (would recommend for other grad students). “

“Thanks, terrific workshop. Very helpful insights, Deb Stead a great facilitator”

“Great Job!”

“Thanks for a great workshop!”

“I'd love an ongoing-series (once a month?) for (New York-area) faculty. This is my 4th one. I really really love them”

“Fantastic workshop!! I've been struggling with ways to engage with a broader public in my work, and I feel much better prepared now. Thank you!”

“I think this was great. Good attention to 4 main qualities/goals (clear, timely, interesting, and timely) and the call to the recently published author was so helpful”

“Great. Great instructor. Clean blunt advice. Great, specific contact info for editors. Thanks!”

“Fantastic Workshop! Deb is fabulous. I'd like to attend other JustPublics workshops.”

“Thank you for making it free! A lot of great nuggets.”

BEING INTERVIEWED ON CAMERA: BIG MEDIA FOR ACADEMICS
JANUARY 15, 2013
FRED KAUFMAN AND SUSAN FARKAS

Thirty-seven participants signed up for the first *Big Media for Academics* and twenty-two of those attended. Of the twenty-two that attended, seventeen completed the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 37 |
| Attended | 22 |
| Completed Survey | 17 |

The spread of participants was nearly evenly distributed between graduate students, assistant professors, associate professors, and professors. Nine of those who attended were in the social sciences, two were in the sciences, and three were in the humanities.

Professional Breakdown of Students

| | |
|----------------------|---|
| Graduate Students | 4 |
| Assistant Professors | 2 |
| Associate Professors | 3 |
| Professors | 4 |
| Outside CUNY | 0 |

Participants found the workshop most useful for promoting research beyond the academy and least useful for doing research. They were most likely to recommend the workshop to faculty and least likely to recommend the workshop to administrators. The participants largely agreed that they learned a great deal and had a great instructor.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.59 |
| Useful for Promoting Research within the Academy | 1.94 |
| Useful for Promoting Research beyond the Academy | 1.00 |
| Learned a Great Deal | 1.12 |
| Great Instructor | 1.24 |
| Would Recommend Workshop to Faculty | 1.12 |
| Would Recommend Workshop to Administrators | 1.65 |
| Would Recommend Workshop to Graduate Student | 1.35 |

Feedback:

“Thank you - what you are doing is useful and very much needed.”

“It seems that the Big Media for Academics workshop could have been two separate workshops - one on the art of pitching and the other on interview skills/techniques. I was especially interested in the pitching portion of the workshop. Overall though a really wonderful experience.”

“I thought that the format of the workshop was great, especially doing the interview and critiquing it. I didn't actually get filmed, but I think it's a great exercise to watch yourself and learn tips to improve your presence in the media. Overall, an excellent workshop.”

“More follow up would be a big help. For this workshop, we learned about pitches for media attention, and what makes a story attractive to media, but didn't really get at who to pitch. Fred told us that that took him a great deal of research, but I'm not sure where to start. This is the second of these workshops I've taken, and I am so impressed by the focus and attentiveness of all.”

“Thanks for doing this!!”

“Overall I thought the content of the workshop was quite good. Sometimes Fred K seemed to be dominating the conversation. Still I learned a lot.”

“What I loved about this session was the way the instructors used the participants' own materials as the basis of the discussion. The sample interviews were entertaining and extremely useful in getting the messages across. A great teaching technique. Fred Kaufman was a fountain of information and a compelling instructor. But I would have liked to hear more from Susan Farkas. I'm sure she had more to offer, and perhaps in the future there can be a better sharing of workshop time between instructors. I definitely liked having two instructors in order to get two perspectives on the topic.”

“We got very little warning about creating the pitches. It also would have helped to have been given an audience for the pitch or told to specify an audience. Same for the video practice. I would have liked much more warning to think about what I wanted to say and how I wanted to say it. I found the rewriting exercise to be very useful.”

“I love that you're doing this! Thanks so much.”

“Great job with selecting Frank and Susan for this MediaCamp! Would love to have this offered again to make available to other activists at CUNY.”

BEING INTERVIEWED ON CAMERA: BIG MEDIA FOR ACADEMICS
APRIL 8, 2013
FRED KAUFMAN AND SUSAN FARKAS

Six students signed up for the second round of *Big Media for Academics* and only one student attended. That student strongly agreed that the workshop was useful for doing research, useful for promoting research in and outside of the academy, taught them a great deal, had a great instructor, and would have recommended the workshop to faculty, administrators, and graduate students.

Feedback:

“This was a fantastic workshop opportunity. It could have stressed the all day aspect with the pre-workshop work of submitting an article for doing the pre workshop interview on camera part. I took a chance and submitted a general piece on my organization and did the interview on camera in the morning of the workshop day received concrete professional guidance that I would not have has access to otherwise. Tremendous learning experience personally and one that I can share/ coach others and apply to other areas, not just a TV interview, such as video interview for website, speaking to a large group, speaking engagements at Univ. or at conferences when presenting research. Excellent team of professors, invaluable workshop content and presentation for anyone who speaks for an organization.”

BIG MEDIA FOR ACADEMICS & BEING INTERVIEWED ON CAMERA
JUNE 11, 2013
FRED KAUFMAN AND SUSAN FARKAS

Eighteen participants signed up for the workshop and a little less than half attended. Out of the eight that attended six filled out the survey.

| | |
|------------------|----|
| Signed Up | 18 |
| Attended | 8 |
| Completed Survey | 6 |

Those who completed the survey strongly agreed that they had great instructors and agreed that they learned a great deal. Participants found the workshop most useful for promoting research beyond the academy, but also agreed it was useful for doing research and promoting research within the academy. Participants were most likely to recommend the workshop to faculty and least likely to recommend the workshop to administrators.

| | |
|--|------|
| Useful for Doing Research | 2.30 |
| Useful for Promoting Research within the Academy | 2.30 |
| Useful for Promoting Research beyond the Academy | 2.00 |
| Learned a Great Deal | 1.67 |
| Great Instructor | 1.00 |
| Would Recommend Workshop to Faculty | 1.00 |
| Would Recommend Workshop to Administrators | 2.00 |
| Would Recommend Workshop to Graduate Students | 1.50 |

Feedback:

“Fred and Susan did a fantastic job. The facilities were generous. Maybe some snacks to keep your stamina up would be useful.”

“Maybe be a little more upfront to clarify what can get accomplished in 3 hours, follow up emails were kind and helpful, On Camera training seemed to prime the pump of openness, also built some quick camaraderie among group, good to have two media to discuss since lessons were quite different for each. Great initiative-there is such a huge need for workshops like these. Feedback was direct and useful-wish there had been a chance to revise and resubmit or hear a few iterations of the pitch.”

Big Media for Academics & Being Interviewed On Camera
July 17, 2013
Fred Kaufman and Susan Farkas

Twenty-nine participants signed up for the workshop and eleven attended. Out of the eleven that attended eight filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 29 |
| Attended | 11 |
| Completed Survey | 8 |

Those who completed the survey strongly agreed that they learned a great deal and had great instructors. Participants found the workshop most useful for promoting research beyond the academy but also agreed it was useful for doing research and promoting research within the academy. Participants were most likely to recommend the workshop to faculty and graduate students and least likely to recommend the workshop to administrators.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.58 |
| Useful for Promoting Research within the Academy | 1.61 |
| Useful for Promoting Research beyond the Academy | 1.33 |
| Learned a Great Deal | 1.00 |
| Great Instructor | 1.00 |
| Would Recommend Workshop to Faculty | 1.15 |
| Would Recommend Workshop to Administrators | 1.33 |
| Would Recommend Workshop to Graduate Students | 1.16 |

Participants strongly agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and agreed that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.45 |
| I Want to Get My Work Out to Activists | 2.09 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.54 |
| I Want to Get My Work Out to Traditional Media | 1.18 |
| My Work Engages Social Media as a Means to Reach the Public | 1.6 |
| I Want to Get My Work Out to the Public | 1.08 |

Feedback:

“Fredrick and Susan were awesome instructors. I learned a lot. Their critiques of everyone's pitches and videos were extremely informative and helpful! An excellent use of my time.”

“I was really impressed”

BEING INTERVIEWED ON CAMERA: BIG MEDIA FOR ACADEMICS
AUGUST 9, 2013

Nine people attended the “Being Interviewed on Camera: Big Media for Academics” workshop. All of the participants who attended completed the survey.

Participants found the workshop most useful for promoting research beyond the academy and less useful for doing research. Participants strongly agreed that they learned a great deal and had a great instructor. Participants were slightly more likely to recommend the workshop to faculty and graduate students than to administrators.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|-----|
| Useful for Doing Research | 1.9 |
| Useful for Promoting Research within the Academy | 1.6 |
| Useful for Promoting Research beyond the Academy | 1.2 |
| Learned a Great Deal | 1.1 |
| Great Instructor | 1.2 |
| Would Recommend Workshop to Faculty | 1.1 |
| Would Recommend Workshop to Administrators | 1.9 |
| Would Recommend Workshop to Graduate Students | 1.2 |

Participants strongly agreed that their work engaged social issues of social justice and or inequality. They strongly agreed that they wanted to get their work out to activists and agreed that their work engages traditional media as a means to reach the public. They strongly agreed that they wanted to get their work out to traditional media and to the public. They agreed that work engages social media as a means to reach the public.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.29 |
| I Want to Get My Work Out to Activists | 1.43 |
| My Work Engages Traditional Media as a Means to Reach the Public | 1.71 |
| I Want to Get My Work Out to Traditional Media | 1.14 |
| My Work Engages Social Media as a Means to Reach the Public | 1.57 |
| I Want to Get My Work Out to the Public | 1.0 |

Feedback:

“It was great.”

“This was incredibly educational. Thank you so much!”

“This was great, and I think a similar workshops for nonprofits and NGOs would be equally helpful and well received. In my case, its equally difficult to pitch this type of approach internally”

DATA VISUALIZATION: MAKING SENSE OF THE NUMBERS

JUNE 13, 2013

AMANDA HICKMAN

Fourteen people signed up and three attended. Out of the three that attended, all three completed the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 14 |
| Attended | 3 |
| Completed Survey | 3 |

Of those that attended, two were graduate students and one was outside CUNY.

Professional Breakdown of Students

| | |
|----------------------|---|
| Graduate Students | 2 |
| Assistant Professors | 0 |
| Associate Professors | 0 |
| Professors | 0 |
| Outside CUNY | 1 |

Students largely agreed that the workshop was useful for doing research and promoting research within and beyond the academy. Participants agreed that they learned a great deal and had a great instructor. Participants were most likely to recommend the workshop to graduate students and least likely to recommend the workshop to administrators.

Feedback from Participants
(1 "Strongly Agree" – 5 "Strongly Disagree")

| | |
|--|------|
| Useful for Doing Research | 1.50 |
| Useful for Promoting Research within the Academy | 1.50 |
| Useful for Promoting Research beyond the Academy | 1.50 |
| Learned a Great Deal | 2.00 |
| Great Instructor | 2.00 |
| Would Recommend Workshop to Faculty | 2.00 |
| Would Recommend Workshop to Administrators | 2.50 |
| Would Recommend Workshop to Graduate Student | 1.50 |

Feedback:

“Fantastic knowledge”

DATA VISUALIZATION: MAKING SENSE OF THE NUMBERS
JULY 25, 2013
AMANDA HICKMAN

Thirty-one participants signed up for the workshop and eleven attended. Out of the eleven that attended eleven filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 31 |
| Attended | 11 |
| Completed Survey | 11 |

Those who completed the survey agreed that they learned a great deal and had a great instructor. Participants found the workshop most useful for promoting research beyond the academy but also agreed it was useful for doing and promoting research within the academy. Participants were most likely to recommend the workshop to faculty and least likely to recommend the workshop to administrators and graduate students.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2 |
| Useful for Promoting Research within the Academy | 1.82 |
| Useful for Promoting Research beyond the Academy | 1.73 |
| Learned a Great Deal | 1.6 |
| Great Instructor | 1.82 |
| Would Recommend Workshop to Faculty | 1.44 |
| Would Recommend Workshop to Administrators | 2 |
| Would Recommend Workshop to Graduate Students | 2.25 |

Participants agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 2.00 |
| I Want to Get My Work Out to Activists | 2.30 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.67 |
| I Want to Get My Work Out to Traditional Media | 2.11 |
| My Work Engages Social Media as a Means to Reach the Public | 2.63 |
| I Want to Get My Work Out to the Public | 1.89 |

Feedback:

This has been very useful - it's so difficult to keep up or even know about available tools so learning about even the tools Amanda used to conduct the session was helpful.
Thank you!

Thanks! Great free tutorials.

DATA VISUALIZATION: MAKING SENSE OF THE NUMBERS
AUGUST 9, 2013

Twenty-four people attended the “Data Visualization: Making Sense of the Numbers” workshop. Eighteen participants who attended completed the survey.

Participants found the workshop most useful for promoting research beyond the academy but also useful for doing research and promoting research within the academy. Participants agreed that they learned a great deal and had a great instructor. Participants were slightly more likely to recommend the workshop to faculty and graduate students than to administrators.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.92 |
| Useful for Promoting Research within the Academy | 1.86 |
| Useful for Promoting Research beyond the Academy | 1.79 |
| Learned a Great Deal | 1.79 |
| Great Instructor | 1.71 |
| Would Recommend Workshop to Faculty | 1.79 |
| Would Recommend Workshop to Administrators | 1.86 |
| Would Recommend Workshop to Graduate Students | 1.57 |

Participants agreed that their work engaged social issues of social justice and or inequality. They agreed that they wanted to get their work out to activists and were neutral on whether their work engages traditional media as a means to reach the public. They agreed that they wanted to get their work out to traditional media and to the public.

Feedback from Participants
(1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 2.00 |
| I Want to Get My Work Out to Activists | 2.29 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.79 |
| I Want to Get My Work Out to Traditional Media | 2.07 |
| My Work Engages Social Media as a Means to Reach the Public | 2.93 |
| I Want to Get My Work Out to the Public | 2.00 |

Feedback:

“Thank you!”

“Thank you greatly!”

“Wish I was given prep work by workshop.”

“Would not recommend class. Started late. Presentation did not flow well. Exercise were not well planned, presentation not clear, not a good use of time. Assumed each group had a [remainder unreadable]”

SMART WITH SMART PHONES
MARCH 28, 2013
SCOTT MLYN

Six participants signed up for the first *Smart Photos with Smart Phones* workshop and half of those attended the workshop. Of those who attended the workshop, two people completed the survey.

Participants Attendance and Evaluation

| | |
|------------------|---|
| Signed Up | 6 |
| Attended | 3 |
| Completed Survey | 2 |

Participants strongly believed the workshop was useful for promoting research within and beyond the academy and agreed that the workshop was useful for doing research. Participants felt they learned a great deal and had a great instructor.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.00 |
| Useful for Promoting Research within the Academy | 1 |
| Useful for Promoting Research beyond the Academy | 1 |
| Learned a Great Deal | 1 |
| Great Instructor | 1 |
| Would Recommend Workshop to Faculty | 1.50 |
| Would Recommend Workshop to Administrators | 1.00 |
| Would Recommend Workshop to Graduate Students | 1.00 |

Feedback:

“The photo session could have included tips/ info, such as conversion of picture to different formats for particular purposes/ media and what size is good for different media, especially mobile.”

SMART PHOTOS WITH SMART PHONES
MAY 30, 2013
SCOTT MLYN

Twenty-three participants signed up for the workshop and fourteen attended. Out of the fourteen who attended, nine completed the survey.

| Participants Attendance and Evaluation | |
|--|----|
| Signed Up | 23 |
| Attended | 14 |
| Completed Survey | 9 |

Participants agreed that the workshop was useful for doing research and promoting research within and beyond the academy. Participants also agreed that they learned a great deal and had a great instructor. Participants were most likely to recommend the workshop to graduate students, but they also agreed that they would recommend the workshop to faculty and administrators.

| Feedback from Participants (1 "Strongly Agree" – 5 "Strongly Disagree") | |
|--|------|
| Useful for Doing Research | 2.17 |
| Useful for Promoting Research within the Academy | 2.33 |
| Useful for Promoting Research beyond the Academy | 2.33 |
| Learned a Great Deal | 1.83 |
| Great Instructor | 1.67 |
| Would Recommend Workshop to Faculty | 1.50 |
| Would Recommend Workshop to Administrators | 1.67 |
| Would Recommend Workshop to Graduate Students | 1.33 |

Feedback:

“Good idea for course but class was too much talk and not enough application”

“Instructor was outstanding - high energy, comprehensive, helpful. I learned technically about better using my iPhone and about new apps.”

“I enjoyed the class and the practical hands-on portion with following in-person critique was more helpful than I thought it would be. The Google Doc provided will be a very helpful resource.”

“John was a GREAT instructor. At this level, I wouldn't say it's directly useful for research but it is very relevant for making an impact when disseminating your research. I will highly recommend this workshop.”

SMART PHOTOS WITH SMART PHONES
JUNE 13, 2013
SCOTT MLYN

Nineteen people signed up for the workshop and three of those who signed up attended. Two of those who attended completed the survey.

| | |
|------------------|----|
| Signed Up | 19 |
| Attended | 3 |
| Completed Survey | 2 |

Participants found the workshop most useful for doing research and least useful for promoting research within the academy. All participants agreed they had a great instructor and learned a great deal. Participants were most likely to recommend the workshop to graduate students and least likely to recommend the workshop to administrators.

| | |
|--|------|
| Useful for Doing Research | 1.50 |
| Useful for Promoting Research within the Academy | 2.00 |
| Useful for Promoting Research beyond the Academy | 1.50 |
| Learned a Great Deal | 1.00 |
| Great Instructor | 1.00 |
| Would Recommend Workshop to Faculty | 1.50 |
| Would Recommend Workshop to Administrators | 2.50 |
| Would Recommend Workshop to Graduate Students | 1.00 |

Feedback:

“Great workshop and instructor”

“Great instruction knowledge and experience.”

SMART PHOTOS WITH SMART PHONES
JULY 24, 2013
SCOTT MLYN

Twenty-seven participants signed up for the workshop and eight attended. Out of the eight that attended seven filled out the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 27 |
| Attended | 8 |
| Completed Survey | 7 |

Those who completed the survey strongly agreed that they had a great instructor and learned a great deal. Participants found the workshop most useful for doing research, but also agreed it was useful for promoting research within and beyond the academy. Participants were most likely to recommend the workshop to faculty and least likely to recommend the workshop to administrators.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 1.57 |
| Useful for Promoting Research within the Academy | 1.88 |
| Useful for Promoting Research beyond the Academy | 1.75 |
| Learned a Great Deal | 1.22 |
| Great Instructor | 1.11 |
| Would Recommend Workshop to Faculty | 1.11 |
| Would Recommend Workshop to Administrators | 1.33 |
| Would Recommend Workshop to Graduate Students | 1.25 |

Participants somewhat agreed that their work engaged social issues of social justice and or inequality. They somewhat agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They somewhat agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 2.63 |
| I Want to Get My Work Out to Activists | 2.88 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.63 |
| I Want to Get My Work Out to Traditional Media | 2.5 |
| My Work Engages Social Media as a Means to Reach the Public | 2.0 |
| I Want to Get My Work Out to the Public | 2.38 |

SMART PHOTOS WITH SMARTPHONES
AUGUST 8, 2013

Four people attended the “Smart Photos with Smartphones” workshop. All four of the participants who attended completed the survey.

Participants found the workshop most useful for promoting research beyond the academy and agreed that it was useful for doing research and promoting research within the academy. Participants strongly agreed that they learned a great deal and had a great instructor. Participants were more likely to recommend the workshop to graduate students than to faculty or administrators.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| Useful for Doing Research | 2.0 |
| Useful for Promoting Research within the Academy | 1.33 |
| Useful for Promoting Research beyond the Academy | 1.0 |
| Learned a Great Deal | 1.0 |
| Great Instructor | 1.0 |
| Would Recommend Workshop to Faculty | 1.25 |
| Would Recommend Workshop to Administrators | 1.25 |
| Would Recommend Workshop to Graduate Students | 1.0 |

Participants strongly agreed that their work engaged social issues of social justice and or inequality. They strongly agreed that they wanted to get their work out to activists or traditional media as a means to reach the public. They agreed that their work engaged traditional media as a means to reach the public and felt that their work engages social media as a means to reach the public.

Feedback from Participants
 (1 “Strongly Agree” – 5 “Strongly Disagree”)

| | |
|--|------|
| My Work Engages Social Issues/Issues of Social Justice and/or Inequality | 1.33 |
| I Want to Get My Work Out to Activists | 1.0 |
| My Work Engages Traditional Media as a Means to Reach the Public | 2.0 |
| I Want to Get My Work Out to Traditional Media | 1.0 |
| My Work Engages Social Media as a Means to Reach the Public | 2.0 |
| I Want to Get My Work Out to the Public | 1.0 |

Feedback

“Great workshop”

“Only flaw was that advance material did not make it clear which smartphone would be used. Although I would have come anyway, my blackberry was a bit out of place.”

SMART VIDEOS WITH SMARTPHONES
MAY 29, 2013
JOHN SMOCK

The *Smart Videos with Smartphones* was offered once. Less than half of the participants who signed up for the workshop attended and of those two completed the survey.

| | |
|------------------|----|
| Signed Up | 17 |
| Attended | 6 |
| Completed Survey | 2 |

The participants who did attend the workshop said they found the workshop most useful for promoting research beyond the academy and least useful for doing research or promoting research within the academy. Students agreed that they learned a great deal and had a great instructor. They were most likely to recommend the workshop to administrators and less likely to recommend the workshop to faculty or graduate students.

| | |
|--|------|
| Useful for Doing Research | 2.50 |
| Useful for Promoting Research within the Academy | 2.50 |
| Useful for Promoting Research beyond the Academy | 1.50 |
| Learned a Great Deal | 2.00 |
| Great Instructor | 2.00 |
| Would Recommend Workshop to Faculty | 2.00 |
| Would Recommend Workshop to Administrators | 1.50 |
| Would Recommend Workshop to Graduate Students | 2.00 |

Feedback

“The instructor was very passionate about the subject, but more examples of how smartphone videos are used in academic contexts would have been good.”

SOCIAL MEDIA FOR RESEARCH IMPACT
JANUARY 22, 2013
JOAN GREENBAUM

Twenty-four people signed up for the *Social Media for Research Impact* workshop and nine attended. All nine who attended filled out the survey. Four of the nine participants were graduate students and two were professors. Six aligned themselves with the social sciences and one aligned with the humanities. Seven of the nine participants were affiliated with CUNY and two were not affiliated with CUNY.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 24 |
| Attended | 9 |
| Completed Survey | 9 |

Participants found the workshop most useful for promoting research beyond the academy and least useful for doing research. All participants thought they had a great instructor and most believed that they learned a great deal. Participants were most likely to recommend the workshop to graduate students and least likely to recommend the workshop to administrators.

Feedback form from participants (0 – 5)

| | |
|--|------|
| Useful for Doing Research | 1.40 |
| Useful for Promoting Research within the Academy | 1.30 |
| Useful for Promoting Research beyond the Academy | 1.20 |
| Learned a Great Deal | 1.40 |
| Great Instructor | 1.00 |
| Would Recommend Workshop to Faculty | 1.30 |
| Would Recommend Workshop to Administrators | 1.40 |
| Would Recommend Workshop to Graduate Students | 1.20 |

Feedback:

“The casual conversations were nice and spirited with comfortable atmosphere and I learned a good bit from the comments”

“Thank you very much for your sharing ideas and experience.”

“Thanks Joan! Great Workshop”

“Terrific! Maybe make into 4 hours - more discussion, examples; take some time to get people set up on new site.”

“Very useful and informative.”

“Did not receive email documents mentioned during the session: want to make sure I am hooked up for the future.”

“Great workshop!”

“Wonderful to think about research impact and uses of social media - very thought provoking.”

BEYOND BULLET POINTS FOR ACADEMICS
JANUARY 24, 2013
Laura Noren

Beyond Bullet Points was one of the first workshops offered in the MediaCamp series. Ten participants signed up and half of those came to the workshop. Everyone who came to the workshop completed the survey.

Participants Attendance and Evaluation

| | |
|------------------|----|
| Signed Up | 10 |
| Attended | 5 |
| Completed Survey | 5 |

All of the students that attended the workshop were graduate students. All of those graduate students were CUNY affiliated and four of the five were in the social sciences.

Professional Breakdown of Students

| | |
|----------------------|---|
| Graduate Students | 5 |
| Assistant Professors | 0 |
| Associate Professors | 0 |
| Professors | 0 |
| Outside CUNY | 0 |

Participants thought the workshop was most useful for promoting research in and outside of the academy. They thought it was less useful for doing research. Participants were most likely to recommend this workshop to graduate students and least likely to recommend the workshop to administrators. Overall participants agreed that they learned a great deal and most thought they had a great instructor.

Feedback form from participants (0 – 5)

| | |
|--|------|
| Useful for Doing Research | 2.40 |
| Useful for Promoting Research within the Academy | 1.40 |
| Useful for Promoting Research beyond the Academy | 1.40 |
| Learned a Great Deal | 1.80 |
| Great Instructor | 1.20 |
| Would Recommend Workshop to Faculty | 1.60 |
| Would Recommend Workshop to Administrators | 2.00 |
| Would Recommend Workshop to Graduate Student | 1.40 |

Feedback:

“Thanks for a great workshop!”

“Wonderful!”

Appendix A. MediaCamp Schedule (January – August 2013)

January

- 1/8 - OpEd Pitches & Pieces: Framing Research for Public Audiences
- 1/15 – Being Interviewed on Camera: Big Media for Academics
- 1/22 - Social Media for Academics (Intro/Intermediate)
- 1/22 - Social Media for Research Impact
- 1/24 - Beyond Bullet Pts for Academics

March

- 3/28 - Smart Photos with Smart Phones
- 3/29 – OpEd Pitches & Pieces: Framing Research for Public Audiences

April

- 4/3 - Blogging: Social Media Practicum
- 4/4 - Twitter: Social Media Practicum
- 4/5 - Analytics and Metrics: Advanced Social Media
- 4/8 - Being Interviewed on Camera

May

- 5/15 - OpEd Pitches & Pieces: Framing Research for Public Audiences
- 5/16 - Twitter: Social Media Practicum
- 5/22 - Blogging: Social Media Practicum
- 5/29 - Smart Videos with Smartphones
- 5/30 - Smart Photos with Smartphones
- 5/31 - Analytics and Metrics: Advanced Social Media

June

- 6/11 - Being Interviewed on Camera: Big Media for Academics
- 6/13 - Data Visualization: Making Sense of the Numbers
- 6/13 - Smart Photos with Smartphones

July

- 7/17 – Being Interviewed on Camera: Big Media for Academics
- 7/24 – OpEd Pitches & Pieces: Framing Research for Public Audiences
- 7/24 – Smart Photos with Smartphones
- 7/25 – Blogging: Social Media Practicum
- 7/25 – Data Visualization: Making Sense of the Numbers
- 7/25 – Twitter: Social Media Practicum

August

- 8/8 - OpEd Pitches & Pieces: Framing Research for Public Audiences
- 8/8 - Blogging: Social Media Practicum
- 8/8 – Smart Photos with Smartphones
- 8/8 – Twitter: Social Media Practicum
- 8/9 – Data Visualization: Making Sense of the Numbers
- 8/9 – Being Interviewed on Camera: Big Media for Academics

October

10/29 – Twitter Social Media Practicum

November

11/1 - Blogging: Social Media Practicum

11/5 – Analytics and Metrics: Advanced Social Media

11/20 – Advanced Twitter

12/9 – Live Media Blogging

APPENDIX B. PARTICIPANT SURVEY & SCALE

PARTICIPANTS FEEDBACK RATING SCALE

- 1 – Strongly Agree
- 2 – Agree
- 3 – Neutral
- 4 – Disagree
- 5 – Strongly Disagree

MediaCamp Survey

Thank you for attending this JustPublics@365 workshop. Please help us to grow by filling out this survey.

“workshop name” – date, time

Name: _____
 Field and Title: _____
 Affiliation (University, Institution, etc.): _____
 Year PhD Granted/Expected (if not, note N/A): _____

Please evaluate the following statements about this workshop:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| | (1) | (2) | (3) | (4) | (5) |
| Useful for Doing Research | | | | | |
| Useful for Promoting Research within the Academy | | | | | |
| Useful for Promoting Research outside the Academy | | | | | |
| I learned a great deal | | | | | |
| Great Instructor | | | | | |
| I would recommend this workshop to faculty | | | | | |
| I would recommend this workshop to Administrators. | | | | | |
| I would recommend this workshop to graduate students. | | | | | |

What are some other workshops you would like to see offered?

What are convenient times for workshops?

Other Comments, Questions, Ideas