

Social media as a tool for participant recruitment and knowledge translation

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*Eastern Canadian Sport & Exercise Psychology Symposium
Wilfrid Laurier University, March 24-26, 2011*



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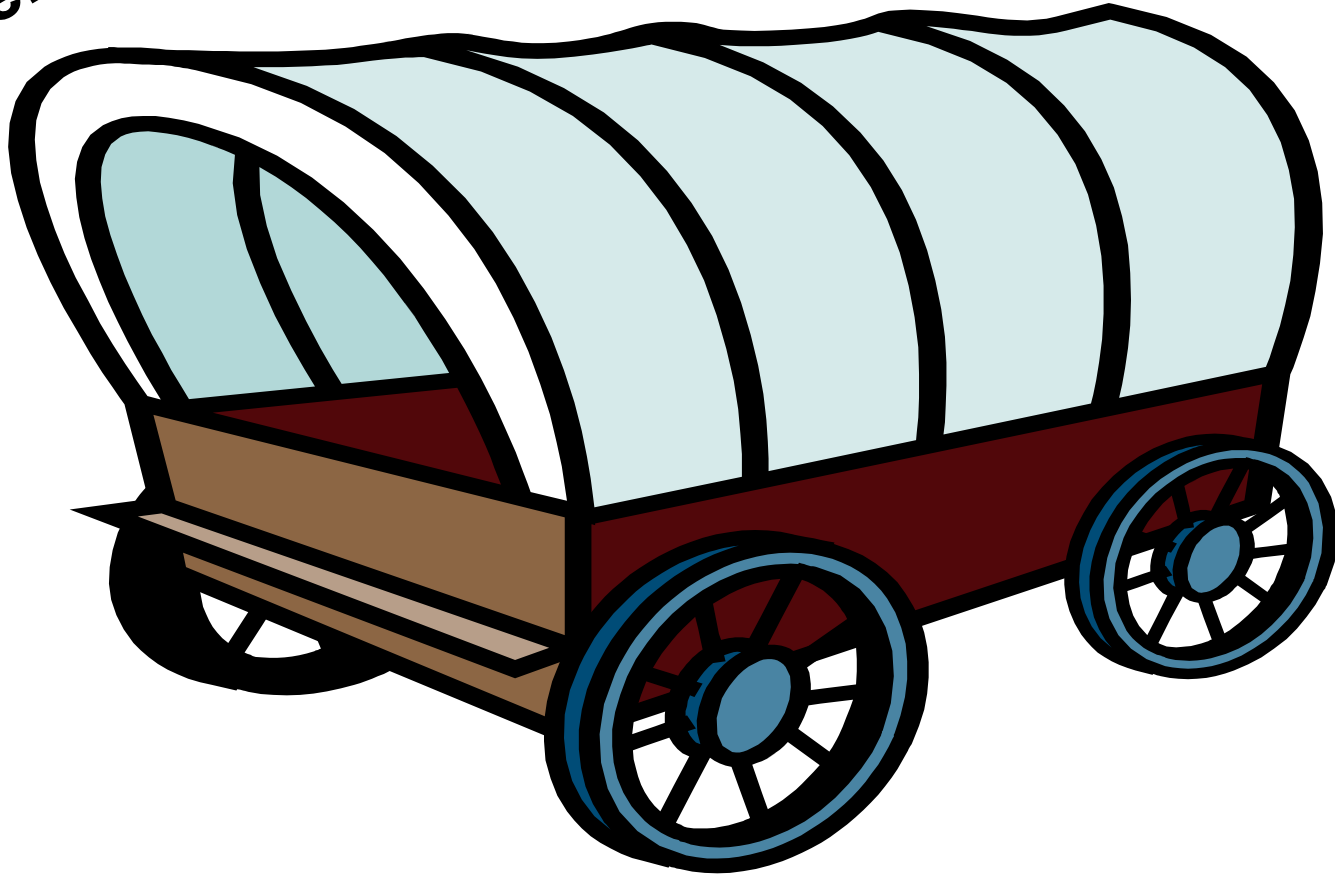


“...the world now spends over **110 billion minutes** [per month] on social networks and blog sites. This equates to **22 percent of all time online** or one in every four and half minutes. For the first time ever, social network or blog sites are visited by **three quarters of global consumers** who go online, after the numbers of people visiting these sites **increased by 24%** over last year. The average visitor spends 66% more time on these sites than a year ago, almost **6 hours** in April 2010 versus 3 hours, 31 minutes last year.”

Nielsen, June, 2010

Disseminate

Recruit



Inform

Research overview

- Multi-sport, multi-national investigation of the development of sport expertise
- Eligible participants:
 - Age 15-35
 - All sports
 - Club, provincial, national and international competitors
 - Canadian and Australian
- Online questionnaire

Why social media?

- Wide eligibility criteria
- Popular topic area
- Major communication tool for sporting organizations
- Feedback from sport practitioners

Pathways to the Podium

An investigation of the development of sport expertise



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The Pathways to the Podium Research Project is being conducted by a team of sport scientists from Victoria University, Melbourne, Australia, York University, Toronto, Canada, Australian Institute of Sport. This project aims to gain a detailed understanding of the pathways that elite athletes follow on their way towards attaining peak performance. Most importantly, we are interested in how the pathways of elite athletes differ from those of lesser skilled athletes. The information obtained from this research will be used to provide recommendations relating to the conditions of sport participation and practice that are optimal for the development of sport expertise.

We are currently recruiting athletes of all sports and all skill levels to participate in the Pathways to the Podium Research Project

[Information for athletes](#)

[Information for coaches](#)

[Information for sport administrators](#)

[Information for sport science, kinesiology, physical education, and human movement students](#)

[Read our blog: The Expert Advantage](#)

Latest post: ["Is 10,000 hours a magic number for sport expertise? Part 2: The 10 year / 10,000 hour rule in sport"](#).

[Check out the latest news from the Pathways to the Podium Research Team](#)

Breaking news!

The Pathways to the Podium Research Team welcomes the following organisations to the Project: [Australian University Sport](#), [Cycling Australia](#), [Menai Swim Club](#), [Netball Australia](#), [The New South Wales Institute of Sport](#), [The Western Australian Institute of Sport](#), and [Yachting Queensland](#). Thank you very much for all your support.

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The Pathways to the Podium Research Project



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The Pathways to the Podium Research Project
 Thank you and welcome to the athletes and coaches at the Western Australian Institute of Sport. It's great to have you on board.



WASS | Western Australian Institute of Sport
www.wais.org.au
 Western Australian Institute of Sport

3 hours ago · Like · Comment

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The Pathways to the Podium Research Project
 would like to welcome the Australian Sports Commission National Talent Identification and Development Program. Thank you to the staff and athletes for your support. Have you got talent? Check out the ASC NTID website:

Got talent? : Participating in Sport : Australian Sports Commission
www.ausport.gov.au

The National Talent Identification and Development (NTID) program is designed to help sports identify talented athletes (12 years and older) and prepare them for participation in domestic, national and eventually, international competition. The program utilises information across all disciplines of

14 March at 09:20 · Like · Comment

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The Pathways to the Podium Research Project
 would like to thank Football Australia for their involvement and support. Visit the FFA website for all your national and international football news:



Football Australia Home
www.footbballaustralia.com.au

11 March at 08:33 · Like · Comment



Rhiannon Rhi Rhi Davies
 I just completed mine! happy readings!
 19 February at 20:38 · Like · Comment

Get short, timely messages from Pathways to Podium.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @pathways2podium**.

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Get updates via SMS by texting **follow pathways2podium** to **21212** in Canada
Codes for other countries



pathways2podium

The Pathways to the Podium Research Project welcomes the Western Australian Institute of Sport!
<http://www.wais.org.au>

about 3 hours ago via web

Welcome and thanks to the Australian Sports Commission National Talent ID and Development Program. Have you got talent?
<http://bit.ly/ge4XJK>

1:23 PM Mar 14th via web

Big thanks to Football Australia for your involvement in the Pathways to the Podium Research Project. Follow @FFA for

Name Pathways to Podium

Web <http://www.yorku...>

Bio The Pathways to the Podium Research Project is a multi-sport, multi-national study of the development of sport expertise.

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Is 10,000 hours a magic number for sport expertise? Part 2: The 10 year / 10,000 hour rule in sport

Posted on [December 18, 2010](#) by [Pathways to the Podium Research Team](#)

The previous Expert Advantage blog post introduced the 10 year / 10,000 hour rule and discussed evidence from chess and music suggesting that 10 years and 10,000 hours of practice are required in order to attain expertise in these domains.

How about in sport? Do elite athletes require 10 years of experience and 10,000 hours of sport specific practice to reach the highest level of sport performance?

This question has been investigated by a number of sport expertise researchers in a variety of different sports including, among many others, figure skating, wrestling,

Pathways to the Podium Research Project

The Pathways to the Podium Research Project is a multi-sport, multi-national investigation of the development of sport expertise, conducted by a team of sport scientists from Victoria University, Australia, York University, Canada, and the Australian Institute of Sport. The project aims to gain an understanding of the pathways that athletes follow on their way

P2P News

Official Newsletter of the Pathways to the Podium Research Project



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January / February, 2011

Issue 1

Welcome!

Welcome to the first edition of P2P News. P2P News is a bi-monthly newsletter keeping you up to date with the latest information from the Pathways to the Podium Research Team.

Within this newsletter you will find updates on our latest participating organisations, alerts to our latest posts on the official blog of the Pathways to the Podium Research Project "The Expert Advantage", brief insights into the latest results and recommendations arising from the Pathways to the Podium Research Project, and interesting information relating to the development of sport expertise.

On behalf on the Pathways to the Podium Research Team, we hope you enjoy reading P2P news throughout your involvement in the Pathways to the Podium Research Project.

Please feel free to distribute this newsletter to your friends, family, colleagues, and sporting communities.

The Pathways to the Podium Research Team values your comments and feedback so please contact us any time at podium@yorku.ca to tell us what you think about P2P News, The Pathways to the Podium Research Project, or if you would like to post something in the next edition of P2P News.

I look forward to sharing exciting news with you in the future.

Contact us:

Email
podium@yorku.ca

Telephone - Australia
+61 433 778 617

Telephone - Canada
+1 416 895 6164



SNAPSHOT



Natalie Achonwa was recently named Big East Freshman of the Week

- [The Canadian Press Basketball Wire](#)
- [International Basketball News Wire](#)

IN THE NEWS RSS

SWNT'S ACHONWA NAMED BIG EAST FRESHMAN OF THE WEEK
December 14, 2010

NOTRE DAME, Ind. - Senior Women's National Team member and Notre Dame freshman forward Natalie Achonwa (Guelph, Ont./St. Mary's Catholic) has been selected as the Big East Conference Freshman of the Week, it was announced Monday by the conference office.

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- [Dec. 14 GROUP B OF THE FIBA AMERICAS LEAGUE BEGINS IN XALAPA, VERACRUZ, MEXICO](#)
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- [Dec. 13 SWNT'S AUBRY LEADS BENDIGO TO 3RD SPOT IN AUSTRALIA'S WNBL](#)
- [Dec. 12 LIFE OUTSIDE BASKETBALL - Jermaine Anderson blog on eurobasket.com](#)



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Filters



Volleyball Canada Great article on Women's National Team athlete, Tonya Mokelki!

Former local player hopes to make Olympics | Local Sports | Weyburn Review, Weyburn, SK

www.weyburnreview.com

A former local volleyball player and member of Team Canada's women's volleyball team, Tonya Mokelki, is hopeful she and her team will be able to represent Canada at the 2012 Olympic Games to be held in London, England.

 7 hours ago · [Like](#) · [Comment](#)

 Erin LeBlanc likes this.



Volleyball Canada Calling all athletes aged 18-35: Win an iPod! Check out the Pathways to the Podium Research Project at www.yorku.ca/podium. Help to gain an understanding of pathways that athletes follow on their way to attaining peak performance. Athletes of all sports and all skill levels welcome.

Pathways to the Podium

www.yorku.ca

The Pathways to the Podium Research Project is being conducted by a team of sport scientists from Victoria University, Melbourne, Australia, York University, Toronto, Canada, and the Australian Institute of Sport. This project aims to gain a detailed understanding of the pathways that elite athl

 8 hours ago · [Like](#) · [Comment](#)

 Anika Lewis likes this.

Volleyball Canada:

Located at 5510 Canotek Rd.
Gloucester, ON



Information

Founded:
1953

9,400 people like this



Élodie
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Prince



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21 Jan

**SPORT4ONTARIO** SPORT4ONTARIO

Check out The Pathways to the Podium Research Project: a multi-sport, multi-national study of the development of sport.

<http://bit.ly/iiLXA4>

2 hours ago

**SPORT4ONTARIO** SPORT4ONTARIOIs 10,000 hours a magic number for sport expertise? Part 2: The 10 year / 10,000 hour rule in sport: wp.me/p1cHFI-K

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**SPORT4ONTARIO** SPORT4ONTARIODebbie McDonald Credits Helmet with Saving Her from Serious Injury in Horse Accident. <http://bit.ly/hKqjmD> #injuryprevention #concussion

8 hours ago



SMA Safer Sport Program E-News for sports trainers

February 2011

In this E-News

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February and March SSP course dates

SMA offers the following courses: Sports First Aid, Reaccreditation, Level 1 Sports Trainer, Advanced Sports Taping, Emergency Asthma Management, Spinal Injury Management, CPR Update, Wound Management, and Level 2 Sports Trainer, to name a few. For course dates and details during February and March keep checking the **SMA website** for updates.

Research project AIS

Play sport, aged 18-35? Then you're invited to compare your sporting experiences to World Class athletes and you could win an iPod! Researchers from the Australian Institute of Sport, Victoria University, and York University, Canada are seeking participants of all sports, at all skill levels from recreational to international, to complete an online questionnaire relating to your involvement in sport and physical activity.

More...

Some stats

- Website: 2937 views
- Facebook: 3306 views; 45 fans
- Blog: 758 views
- 40% of participants referred from internet sources (n = 188)

Social media and your research

- Social media for participant recruitment and knowledge translation
 - Direct, regular engagement with participants and interested parties
 - Improves efficiency of communication
 - Wide-reaching, rapid dissemination of information
 - Adds value for participants
 - Builds skills

Social media and your research

- Social media for keeping informed
 - Stay alert
 - Follow organizations, bloggers, and sports nuts on Twitter and Facebook
 - Be involved
 - Write / comment on blogs
 - Post / re-tweet articles of interest
 - Start discussions

Mbrace SNS!



BFN, HAND, and Thanx!

Thank you!!!

Baker Lab

Fraser - Thomas Lab

MacMahon Lab

AIS Skill Acquisition





melissa.hopwood@live.vu.edu.au

Visit us at:

www.yorku.ca/podium

<http://tinyurl.com/podiumfacebook>

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