

UNDERSTANDING HOW SCHOLARS USE SOCIAL MEDIA



Betsy Brand—Content Producer—Getty Research Institute

PNC Conference 2016 “Does Data Construct Reality”

CAVE TEMPLES OF DUNHUANG
BUDDHIST ART ON CHINA'S SILK ROAD

GETTY RESEARCH INSTITUTE
GETTY CONSERVATION INSTITUTE
May 7–September 4, 2016

中國絲綢之路上的佛教藝術
敦煌莫高窟

Getty Research Institute
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PEOPLE

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ABOUT



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APPS



Getty Research Institute shared The Architect's Newspaper's post.
5 hrs ·

The Architect's Newspaper interviewed the Getty Research Institute's (GRI) Maristella Casciato, senior curator of architectural collections, on her role at the GRI and the role of archives in preserving documentation.

AN The Architect's Newspaper
July 15 at 10:00am ·

"My idea is to always look at the acquisition with relation to collecting complete records for a project—the papers, working drawings, the final drawings—because..."

See More



Getty Research Institute's Maristella Casciato on digitization, cross-cultural pollination, and...

West editor Antonio Pacheco sat down with Maristella Casciato, the new senior curator of architectural collections at the Getty Research Institute, to disc
ARCHPAPER.COM

Like Comment Share

Marcia Zeng, Amy Hood, 江婉媛 and 3 others like this.

Getty Research Institute
Yesterday at 8:45am ·

Cave 285 is one of the oldest of nearly 500 caves located in the Dunhuang, China, with inscriptions dating its creation from 538–539 CE. You can see a

WHAT INFORMATION IS AVAILABLE TO US?

16,000+ Followers


61% International

19% Women ages 25 – 34

Are we reaching our scholarly
target audience?

Senior Staff Interviews

- Understanding goals and objectives
- Defining success
- Internal issues
- Personal use of social media



“[Social media is] only to make people aware of certain things, I don’ t think it plays a role in art historical research at all.”

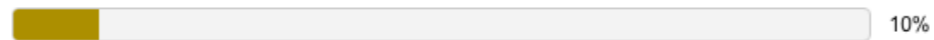
SENIOR STAFF: GOALS AND OBJECTIVES

1. Expand our audience
2. Inspire new research
3. Bring awareness to collections
4. Build a network
5. Be a “digital library”

AUDIENCE SURVEY



GRI Scholars and Social Media



Thank you for participating in our social media survey.

The survey takes 4 minutes, and as a thank you for completing the survey, five participants will be randomly selected to receive a GRI publication of their choice!

Next



1. Which of the following describe your connection to the visual arts? Please check all that apply.

- Guest scholar at the Getty Research Institute
- University faculty
- Graduate student
- Independent researcher
- Museum professional
- Library and/or archival professional
- Getty Research Institute staff member
- Artist
- Art enthusiast
- Museum enthusiast

Other (please specify)

2. Do you conduct research in the visual arts or art history?

- Yes
- No

If "yes," please describe your field of research.

3. How many years have you worked in your field?

- 1 - 5
- 6 - 10
- 11 - 15
- 16 years or more

Prev

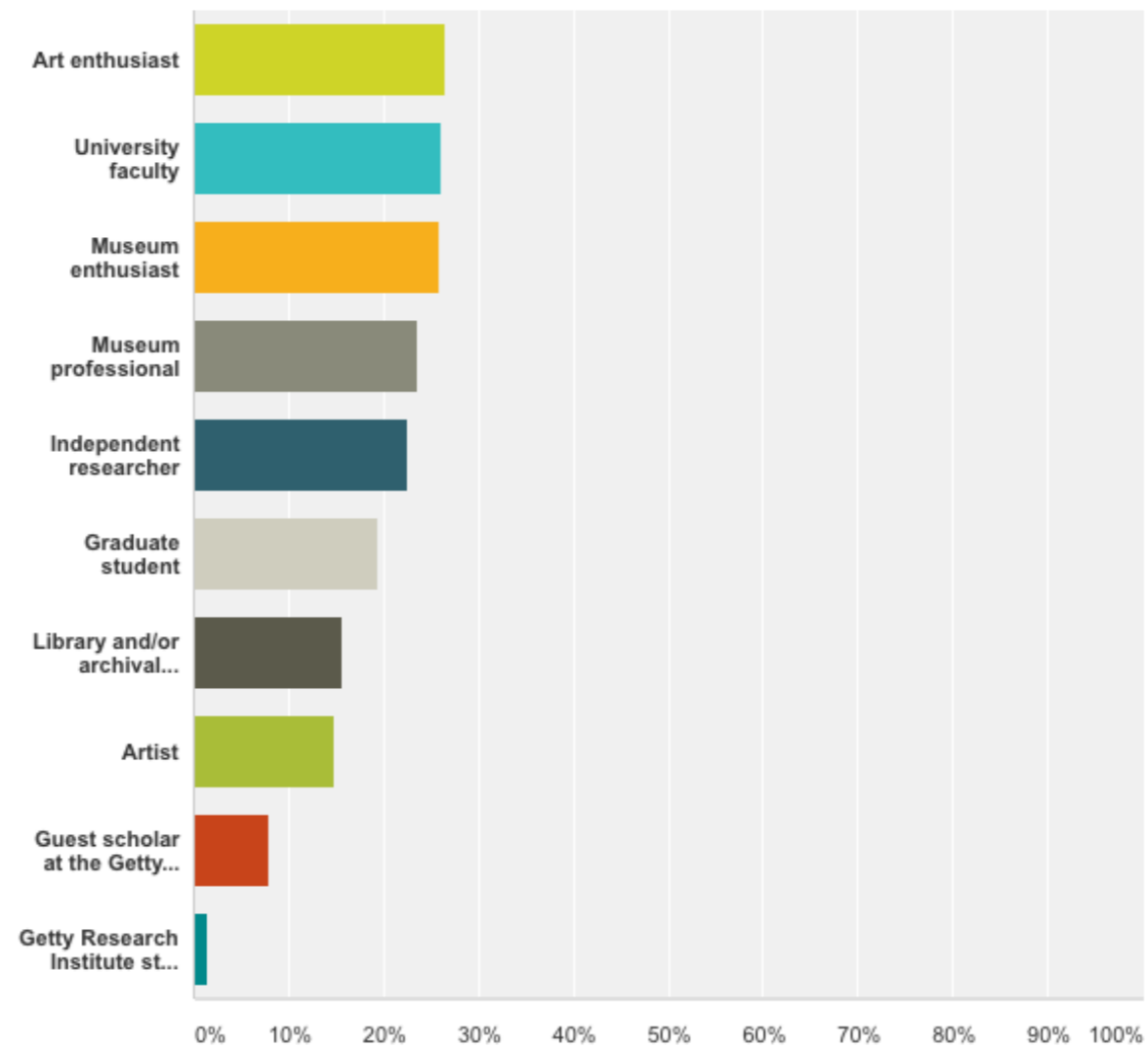
Next

THE RESULTS

Q1

Which of the following describe your connection to the visual arts? Please check all that apply.

Answered: 963 Skipped: 35



RESULTS: ALL RESPONDENTS

Learn

Discover

Network

RESULTS: SCHOLARS

Network

Read

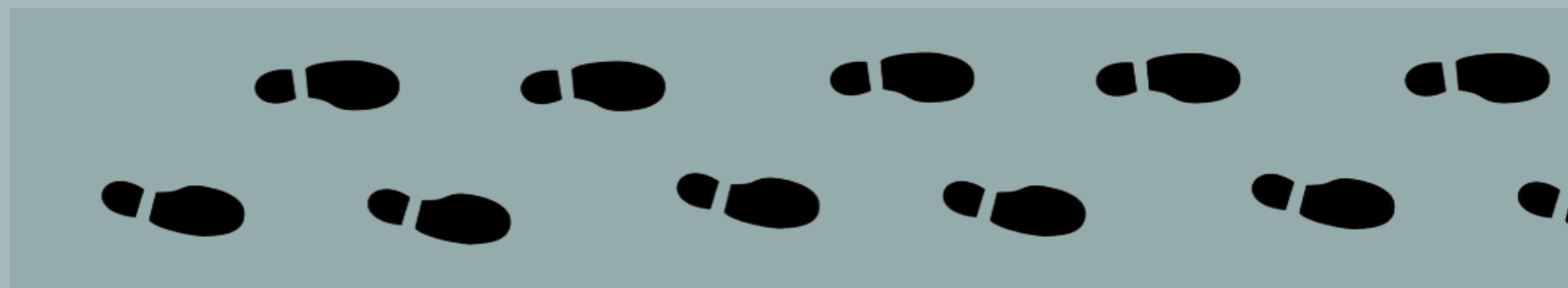
Fun

(but not trustworthy)



SOCIAL MEDIA IS USEFUL!!

NEXT STEPS



Information we can use

NOW

Goals as an institution

Where your audience accesses
information

Content your audience wants



Successful
Social Media
Program!



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