

A case study on the use of online social networks to promote statistical collaboration labs

Marcus Alexandre Nunes
Carla Almeida Vivacqua
Talita Viviane Siqueira de Barros
Andressa Nunes Siroky
Eliardo Guimarães da Costa

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Slide 1 of 12

LISA 2020

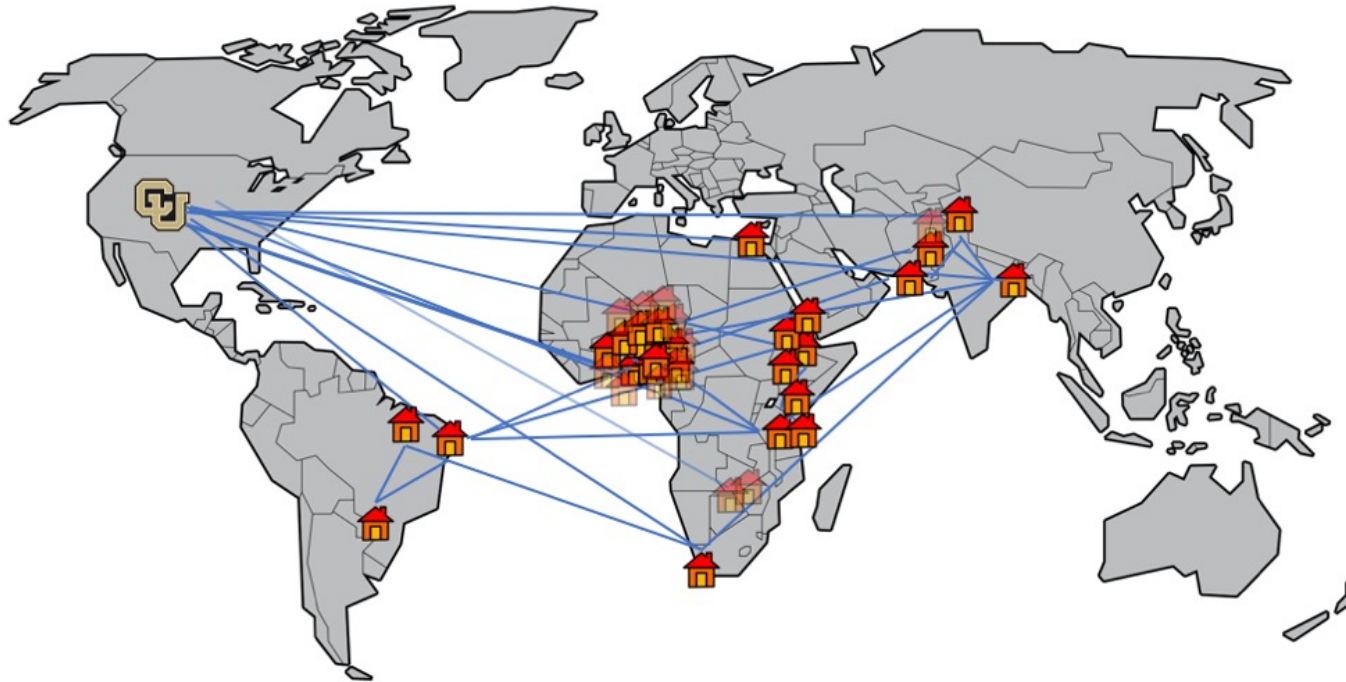
Our statistical laboratory in Brazil

- In Brazil we have Laboratório de Estatística Aplicada (Applied Statistical Laboratory) - LEA
- It is located at Federal University of Rio Grande do Norte (UFRN), in Natal
- It was created in 1978 under the name CONSULEST (Statistical Consulting), but it changed to its current name in 2013
- LEA is part of LISA 2020 since 2013



Our laboratory in Brazil

LISA 2020 Network




The experiments we ran

- We ran three sustainability experiments at LEA:
- **Experiment 1:** University funding for scholarship and travel
- **Experiment 2:** Shiny apps as the result of a statistical collaboration
- **Experiment 3:** Use of online social networks to promote statistical collaboration labs



Social networks used to promote LEA



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55 posts 1,342 followers 65 following

CCET
College & university
Centro de Ciências Exatas e da Terra - UFRN
comunicacaoccet@gmail.com
FAQ PROGRAD:
<http://encurtador.com.br/aaqOU5>
•Mais informações em nosso site bit.ly/2DnYe5Q



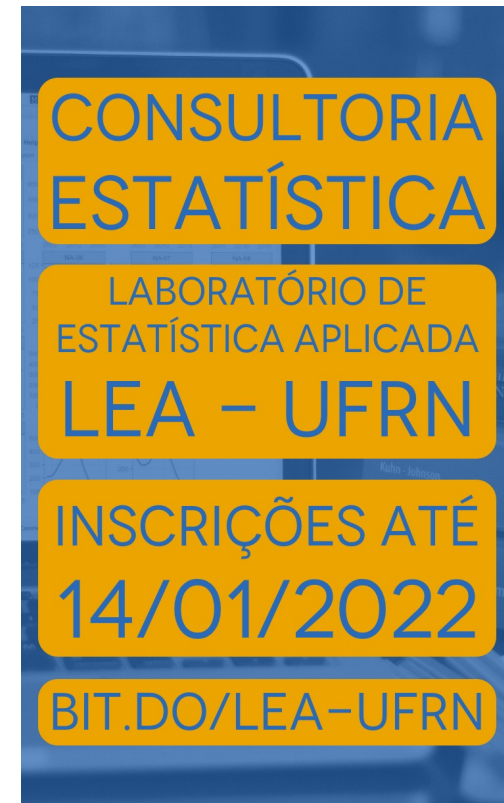
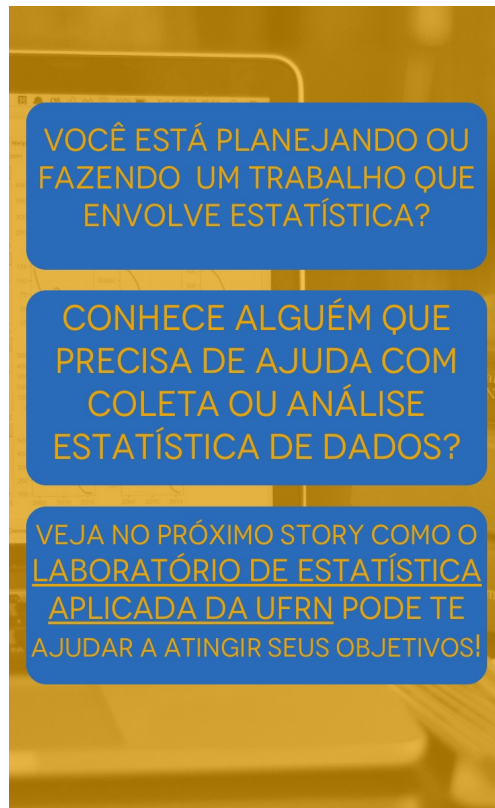
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224 posts 691 followers 261 following

Departamento de Estatística
Education
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Material used to promote LEA

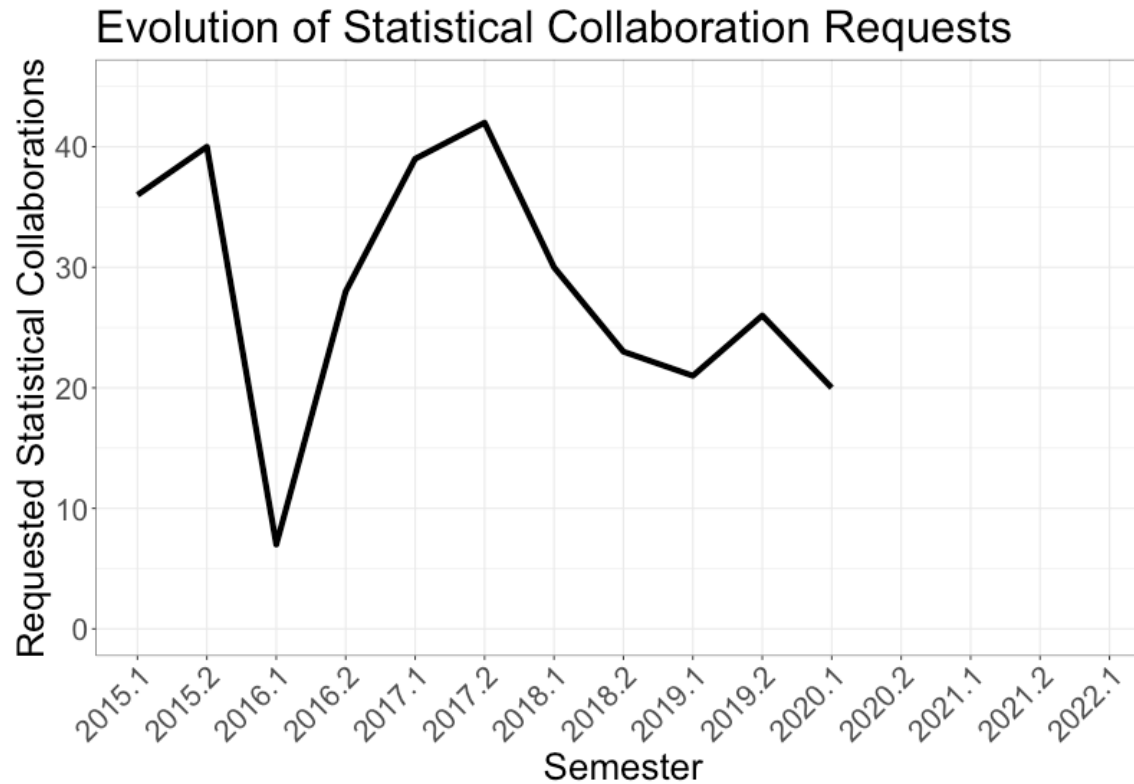


Experiment results

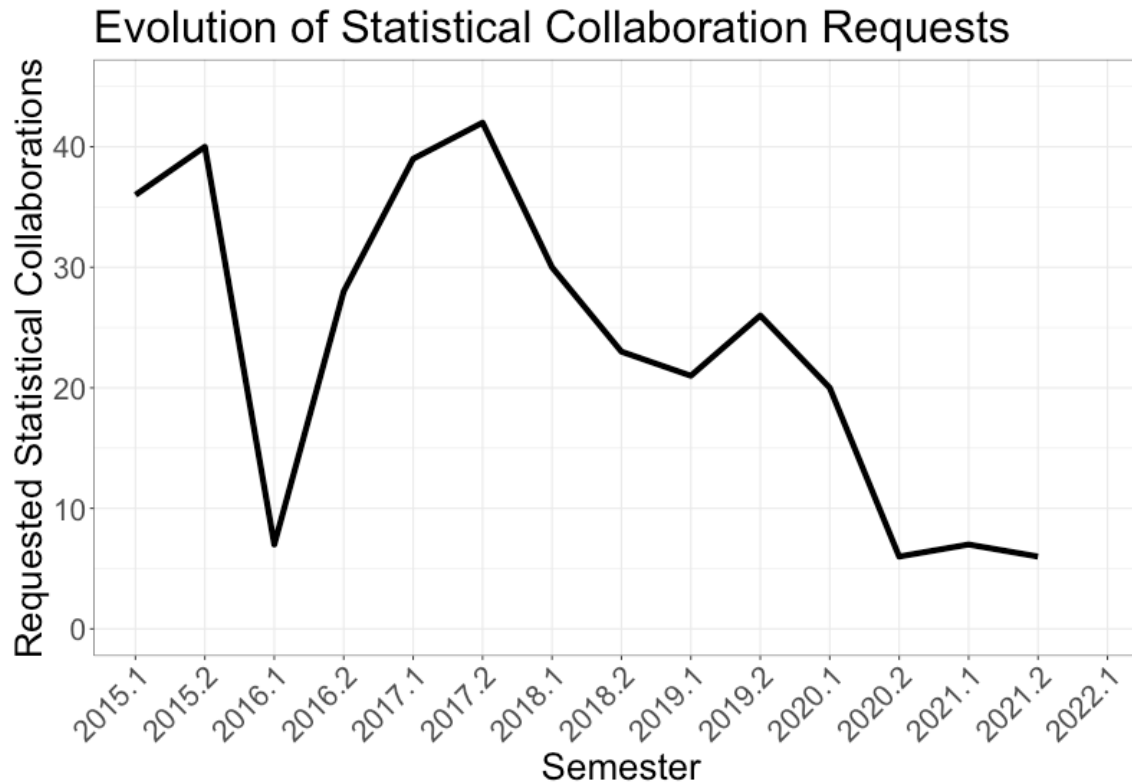
- Instagram alone didn't give us the results we expected
- We had to extend the submission deadline
- Professors used their personal WhatsApp and Facebook accounts to reach more people



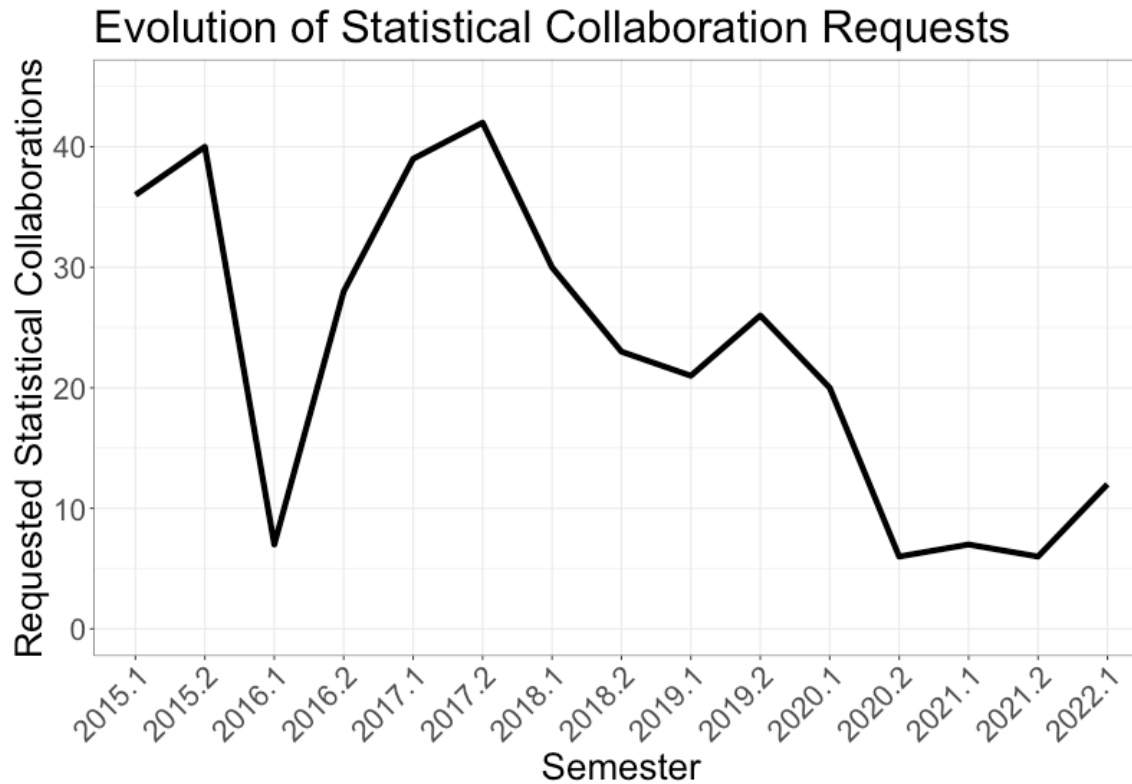
Experiment results



Experiment results



Experiment results



Lessons learned

- Instagram stories are very limited
- Social networks are powerful, but the labs need to go where their target audience is
- Everyone in the lab must be involved



Credit

Marcus A. Nunes
Assistant Professor
marcus.nunes@ufrn.br

Carla A. Vivacqua
Full Professor
carla.vivacqua@ufrn.br

Talita V. S. de Barros
Statistician
lea.ccet.ufrn@gmail.com

Andressa N. Siroky
Assistant Professor
andressa.siroky.077@ufrn.edu.br

Eliardo G. da Costa
Assistant Professor
eliardo.costa@ufrn.br

Laboratório de Estatística Aplicada
Applied Statistical Laboratory
Brazil
<http://lea.estadistica.ccet.ufrn.br/>

