

THE CENTER ON PARENTING AND OPIOIDS (CPO)
PRESENTS:

Social Media Recruitment for Hard to Reach Populations

PRESENTER

Autumn Shafer, Ph.D.
School of Journalism and Communication
University of Oregon

DATE/TIME

February 16, 2022
11:00am - 12:00pm PST
2:00pm - 3:00pm EST

WEBINAR DETAILS

This workshop focuses on lessons learned from multiple studies Autumn has conducted using social media recruitment methods. Discussions will include best practices from the literature and her personal experience. With a pragmatic tone the workshop has the goal of helping other researchers to explore and apply social media recruitment within their studies for both generalized and specialty subject populations. Questions are welcome, and brief how-to demonstrations available (time permitting).



ABOUT THE PRESENTER

Autumn Shafer, Ph.D., is an associate professor in the School of Journalism and Communication and a research associate within the University of Oregon Center for Science Communication Research. Her research agenda is situated within the intersection of strategic communication, media psychology, and health behavior theories with a focus on health communication. Her expertise is in the strategic development, testing, implementation, and evaluation of theory-based health promotion campaigns.

She typically works in collaborative multidisciplinary teams as the communication expert among other topical or theory-specific experts on issues such as, HPV vaccination, cancer risk screening, teen pregnancy prevention, sex trafficking awareness, supporting caregivers of children with eating disorders, domestic violence intervention, sexual consent understanding, childhood social and emotional development, and reducing teen traffic fatalities. Her research was recently recognized by the University of Oregon as the recipient of the 2020 Early Career Award for Outstanding Research.



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