

RECRUITING NICHE SURVEY RESPONDENTS THROUGH FACEBOOK

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Prepared for Project DEMED
Spring 2024 Webinar Series
University of Glasgow

BACKGROUND: THE PROJECT

Transnational Actions, Domestic Outcomes: How Diasporas Effect Change in their Countries of Origin

Research questions:

- Do migrants in autocratic countries of residence absorb different norms than those in democratic countries?
- Do migrants systematically transfer those norms to people in their countries of origin?

A conditional argument:

- Migrants in democratic countries of residence (COR) will absorb and transfer democratic norms to people in their country of origin (COO).
- Migrants in autocratic countries of residence will absorb and transfer/strengthen autocratic norms to people in their country of origin.

BACKGROUND: SCOPE AND METHODS

The Arab world as a site of emigration and immigration.

- Long history of migration directed towards both autocracies and democracies
- Shared language and culture enable cross-country comparability while increasing generalizability

Survey research

- Migration is an individual-level phenomenon.
- Ideally, we can trace the causal process by linking individual experiences with attitudes and behaviors.

BACKGROUND: ARAB MIGRANT AND DIASPORA RELATIONSHIPS SURVEY (AMDRS)

Contact

- Frequency of visiting COO
- Frequency of speaking to people in COO
- Frequency of sending/receiving money and goods to/from COO
- Topics of discussion

Attitudes

- Democracy
- Censorship
- Incumbent government

Behaviors

- External voting
- Donation
- Campaigning
- Protest

Demographics

- Gender
- Age group
- Income level
- Education
- Employment
- Social status

RESPONDENT RECRUITMENT

Conversion campaign using Facebook ads

- CTA: click on link leading to the survey
- Funding: American Political Science Doctoral Dissertation Research Improvement Grant, \$11k
- September 2022-December 2022

Audience

- Expat status
- Current location vs. hometown
- Interest in Arab country

Multiple ad sets

- Targeting those in Western and non-Western countries
- Targeting male and female respondents

RESPONDENT RECRUITMENT

- Using Facebook for respondent recruitment in both English and Arabic
- Right: Instagram shorts ad reads: We want to know more about Arab immigrants and expatriates around the world! Share your experiences with us in 10 minutes in this online research survey. Your anonymity is assured. Contact the researcher at eldemn1@unlv.Nevada.edu.



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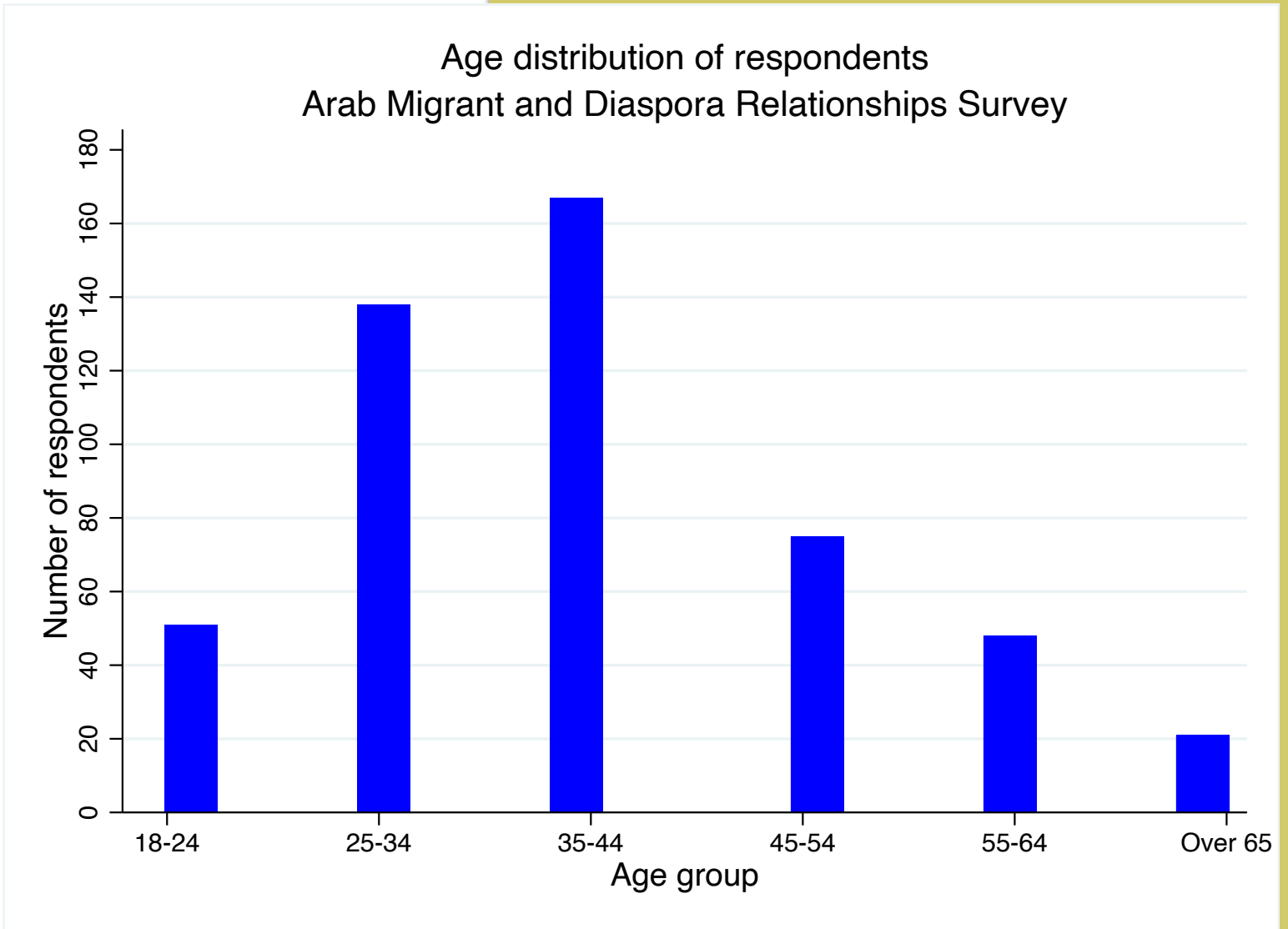
RECRUITMENT RESULTS

639 complete responses

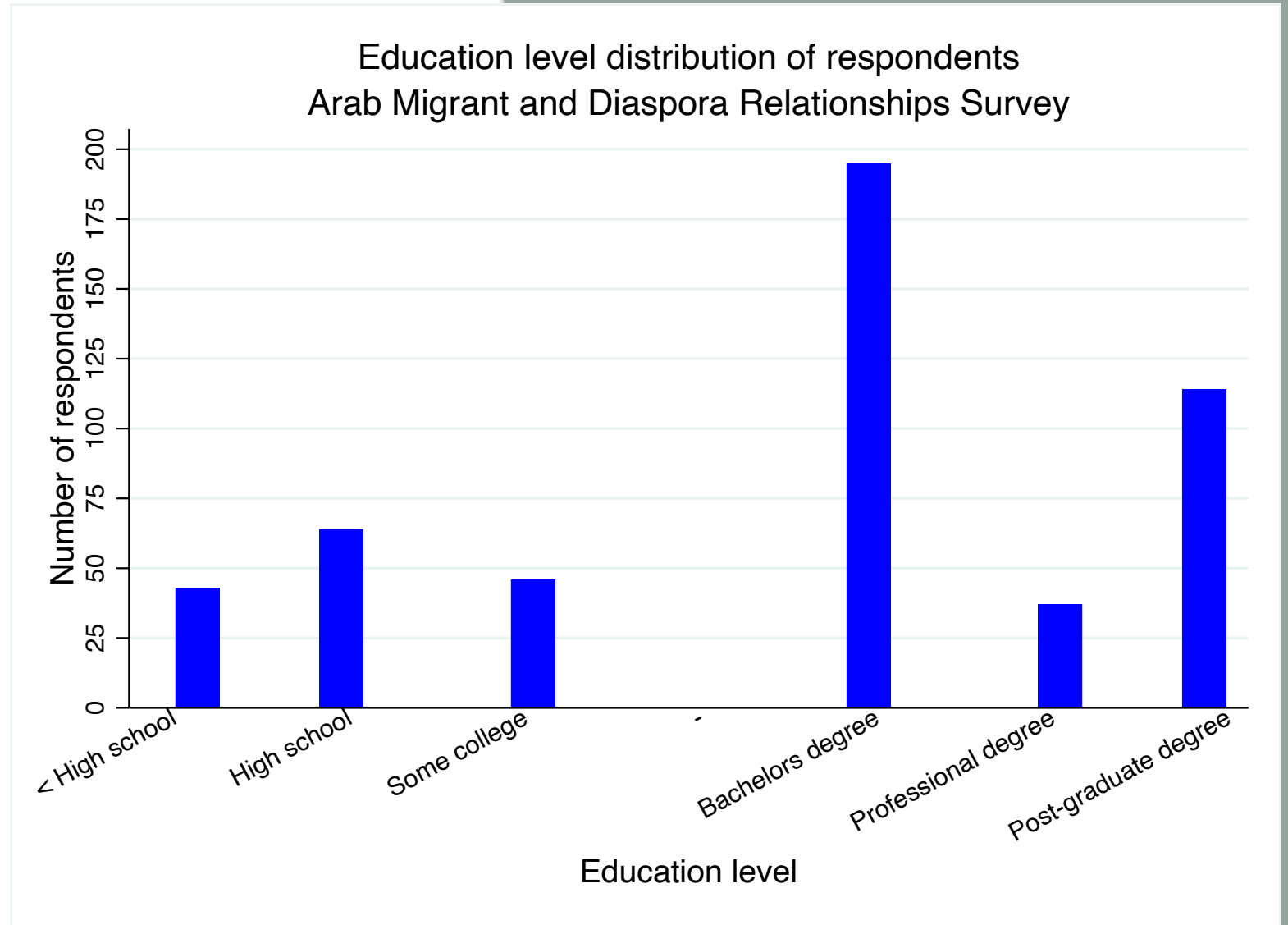
- 237 from autocratic CORs
- 392 from democratic CORs

COUNTRY OF ORIGIN	NUMBER OF RESPONDENTS	PERCENT
Algeria	27	4.23
Egypt	101	15.81
Iraq	37	5.79
Jordan	36	5.63
Lebanon	22	3.44
Libya	7	1.10
Morocco	29	4.54
Palestine	55	8.61
Saudi Arabia	10	1.56
Sudan	55	8.61
Syria	202	41.61
Tunisia	20	3.13
Yemen	38	5.95

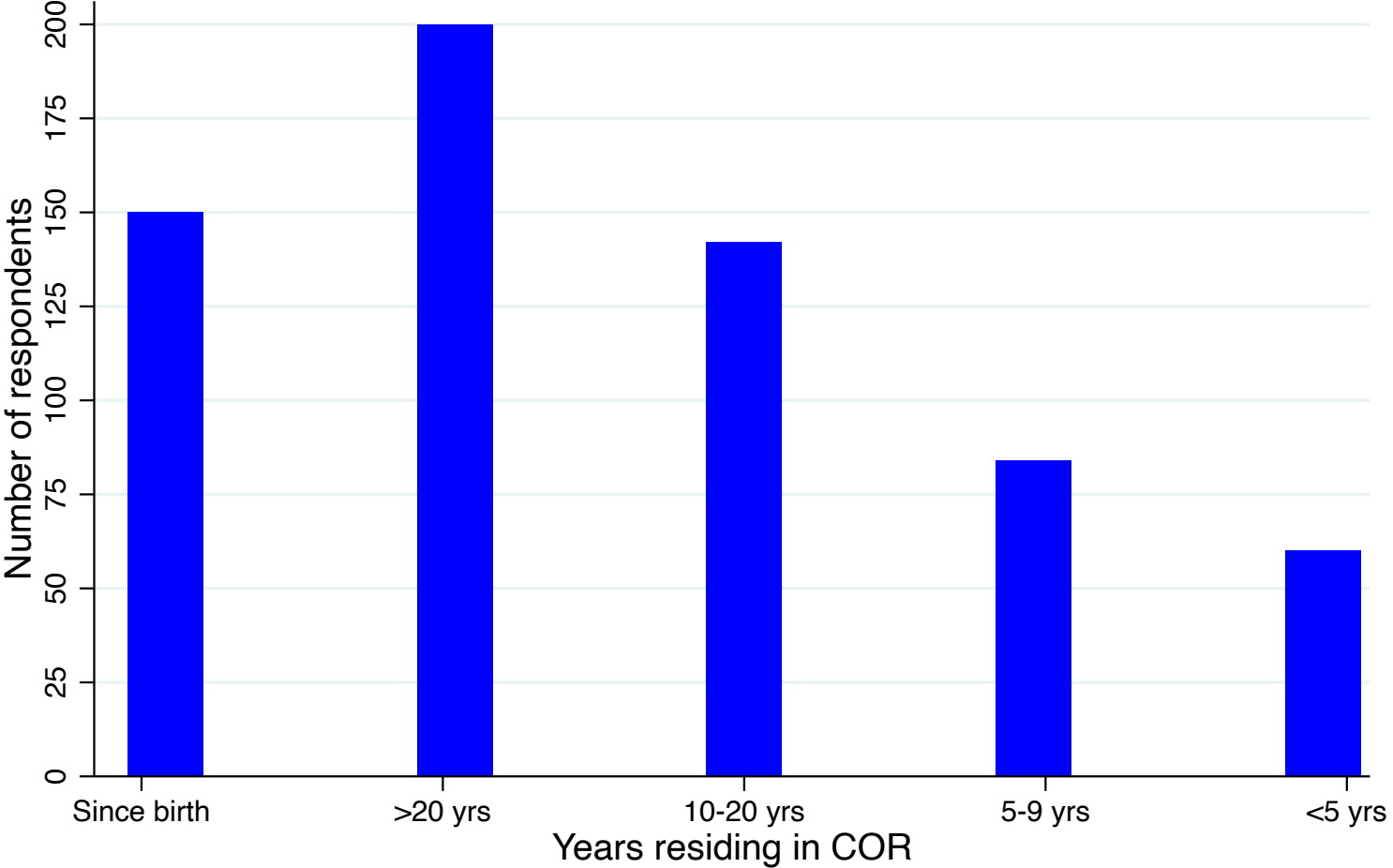
Sample Distribution Across Demographic Characteristics: Age



Sample Distribution Across Demographic Characteristics: Education



Years residing in COR distribution of respondents
Arab Migrant and Diaspora Relationships Survey



Sample Distribution Across
Demographic
Characteristics: Years
Residing in COR

OVERALL EXPERIENCE

Benefits

- Ability to target niche audience for relatively low cost
- Direct control over the recruitment process

Challenges

- Non-representative sample
- Requires daily management
- Troubleshooting very complicated

THANK YOU!

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