

# To tweet or not to tweet about schizophrenia

<b>Submission date</b> 30/10/2013	<b>Recruitment status</b> No longer recruiting	<input type="checkbox"/> Prospectively registered <input checked="" type="checkbox"/> Protocol
<b>Registration date</b> 09/12/2013	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results
<b>Last Edited</b> 14/11/2018	<b>Condition category</b> Mental and Behavioural Disorders	<input type="checkbox"/> Individual participant data

## Plain English summary of protocol

### Background and study aims

Twitter is an online media dissemination tool. We, the Cochrane Schizophrenia Group (CSzG), currently have 500+ followers on Twitter and we use Twitter to disseminate links to our systematic reviews. The aim of this study is to assess whether 'tweeting' a link to the Plain Language Summary (PLS) Cochrane website ([summaries.cochrane.org](http://summaries.cochrane.org)) increases access to the full text of The Cochrane Library review.

### Participants

Full reviews by the CSzG published in The Cochrane Library but also appearing in the PLS Cochrane website.

### What does the study involve?

All similar full reviews by the CSzG have been paired (83 pairs). On the three days of highest Twitter 'traffic' (Tuesday, Wednesday, Friday) one randomly selected review in the pair will be tweeted three times on that day, in three different formats - in each case with a link to the PLS within [summaries.cochrane.org](http://summaries.cochrane.org). Seven days after the link to the PLS has been tweeted outcomes will be gathered from routine data within Google Analytics.

### What are the possible benefits and risks of participating?

Participants are reviews and not people. Benefits for the review should be wider dissemination, and citation. We envisage no clear risks to reviews being tweeted - it is, we suppose possible, that dissemination could result in the review being dismissed by the readership and longer term access and citation declining.

### Where is the study run from?

The University of Nottingham, UK

### When is the study starting and how long is it expected to run for?

November 2013 to June 2014.

### Who is funding the study?

The University of Nottingham (UK).

Who is the main contact?  
Miss Angelique Bodart  
Angelique.bodart@nottingham.ac.uk

## Contact information

**Type(s)**  
Scientific

**Contact name**  
Miss Angelique Bodart

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## Additional identifiers

**EudraCT/CTIS number**

**IRAS number**

**ClinicalTrials.gov number**

**Secondary identifying numbers**  
N/A

## Study information

**Scientific Title**  
Measuring the impact of tweeting Cochrane Schizophrenia Group systematic reviews

**Acronym**  
TweetSz

**Study objectives**  
Tweeting Cochrane systematic reviews about schizophrenia increases the number of 'views' of the full text, compared to not tweeting.

**Ethics approval required**  
Old ethics approval format

**Ethics approval(s)**

None required

**Study design**

Non-blinded parallel-arm randomised controlled trial

**Primary study design**

Interventional

**Secondary study design**

Randomised parallel trial

**Study setting(s)**

Other

**Study type(s)**

Other

**Participant information sheet**

N/A

**Health condition(s) or problem(s) studied**

Schizophrenia

**Interventions**

Intervention. Two groups of reviews, the Tweet group and the control or Non-tweet group. Systematic reviews in the Tweet group will have a link to their Plain Language Summary (PLS) in [summaries.cochrane.org](http://summaries.cochrane.org) tweeted in Twitter with text about the review. Each review will be tweeted three times on the same day at 10:30, 12:30 and 2:30. The text for each of the three tweets will be in the form of: the title of the review as it is in [summaries.cochrane.org](http://summaries.cochrane.org); a modified extract from the results or discussion sections of the abstract; a question formulated from the contents of the PLS.

Randomisation: Cochrane Schizophrenia Group systematic reviews were paired (non-blinded) with similar reviews (based on subject relevance or clinical relevance) as best as possible. The order of the pairs on the spreadsheet were randomised within Excel (RAND). The reviews in the pair were then randomised to decide which group they should be ascribed to using an online randomisation tool (<http://www.randomizer.org/>). Both were completed blindly by another member of the study. The day on which the Tweet group reviews were disseminated on Twitter was also randomised using an online randomisation tool (<http://www.randomizer.org/>), again blindly by another member of the study.

**Intervention Type**

Other

**Phase**

Not Specified

**Primary outcome measure**

All gathered using Google Analytics for each pair of reviews.

1. 'Unique page views' and 'Entrance' to PLS pages

2. 'Unique page views' for the external link to full Cochrane review in 'thecochranelibrary.com'  
The results, measured through Google Analytics, will be recorded one week after each review has been tweeted.

### **Secondary outcome measures**

All gathered using Google Analytics for each pair of reviews.

1. 'Page views' to PLS pages
2. 'Page views' for the external link to full Cochrane review in 'thecochranelibrary.com'

### **Overall study start date**

12/11/2013

### **Completion date**

30/06/2014

## **Eligibility**

### **Key inclusion criteria**

Published full text Cochrane Schizophrenia Group (CSzG) systematic reviews that appear in thecochranelibrary.com and with a Plain Language Summary (PLS) in summaries.cochrane.org.

### **Participant type(s)**

Other

### **Age group**

Other

### **Sex**

Not Specified

### **Target number of participants**

166

### **Key exclusion criteria**

1. Unpublished CSzG reviews
2. Published protocol CSzG reviews that appear in thecochranelibrary.com
3. Any CSzG review that is not relevant to schizophrenia

### **Date of first enrolment**

12/11/2013

### **Date of final enrolment**

30/06/2014

## **Locations**

### **Countries of recruitment**

England

United Kingdom

**Study participating centre**  
**Cochrane Schizophrenia Group**  
Nottingham  
United Kingdom  
NG7 2TU

## **Sponsor information**

### **Organisation**

Nottinghamshire Healthcare NHS Trust (UK)

### **Sponsor details**

Duncan Macmillan House  
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### **Sponsor type**

University/education

### **ROR**

<https://ror.org/04ehjk122>

## **Funder(s)**

### **Funder type**

University/education

### **Funder Name**

The University of Nottingham (UK) - intramural funding

## **Results and Publications**

### **Publication and dissemination plan**

Not provided at time of registration

**Intention to publish date**

**Individual participant data (IPD) sharing plan**

**IPD sharing plan summary**

Not provided at time of registration

**Study outputs**

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Protocol article</a>	protocol	09/07/2015		Yes	No
<a href="#">Results article</a>	results	08/03/2016		Yes	No