

To tweet or not to tweet about schizophrenia

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| Submission date 30/10/2013 | Recruitment status No longer recruiting | <input type="checkbox"/> Prospectively registered <input checked="" type="checkbox"/> Protocol |
| Registration date 09/12/2013 | Overall study status Completed | <input type="checkbox"/> Statistical analysis plan <input checked="" type="checkbox"/> Results |
| Last Edited 14/11/2018 | Condition category 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) 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. 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
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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 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; 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? |
|----------------------------------|----------|--------------|------------|----------------|-----------------|
| Protocol article | protocol | 09/07/2015 | | Yes | No |
| Results article | results | 08/03/2016 | | Yes | No |