ISRCTN84658943 https://doi.org/10.1186/ISRCTN84658943

To tweet or not to tweet about schizophrenia

Submission date	Recruitment status	[_] Prospectively registered
30/10/2013	No longer recruiting	[X] Protocol
Registration date	**Overall study status**	[_] Statistical analysis plan
09/12/2013	Completed	[X] Results
Last Edited	**Condition category**	[_] Individual participant data
14/11/2018	Mental and Behavioural Disorders	

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
Angelique.bodart@nottingham.ac.uk

Contact information

Type(s)
Scientific

Contact name
Miss Angelique Bodart

Contact details
Cochrane Schizophrenia Group
Division of Psychiatry
Institute of Mental Health Building, C floor
University of Nottingham Innovation Park
Triumph Road
Nottingham
United Kingdom
NG7 2TU
+44 (0)115 823 1274
angelique.bodart@nottingham.ac.uk

Additional identifiers

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

Primary study design
Interventional

Study design

Non-blinded parallel-arm randomised controlled trial

Study type(s)
Other

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(s)
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.

Key secondary outcome(s)
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'

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

Healthy volunteers allowed
No

Age group
Other

Sex
Not Specified

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
United Kingdom

England

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

Sponsor information

Organisation
Nottinghamshire Healthcare NHS Trust (UK)

ROR
https://ror.org/04ehjk122

Funder(s)

Funder type
University/education

Funder Name
The University of Nottingham (UK) - intramural funding

Results and Publications

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?
Results article	results	08/03/2016		Yes	No
Protocol article	protocol	09/07/2015		Yes	No