

**Project:**

Content analysis of social media posts by dog guardians about training.

Purpose:

To understand what kinds of information dog guardians are seeking about training on a major social networking site (Facebook).

Background:

As an animal welfare organization, an essential component of the work we do at the BC SPCA involves public education. By empowering people with knowledge and resources, we aim to improve animal welfare. Any education strategy we implement is most effective when targeted so the information we supply matches the information needed by the public.

Over the years, social networking sites have given people the opportunity to create online communities where they can come together over a common interest and share stories, pictures, videos and advice. This sense of belonging creates a space where information is shared based on the needs of its participants. One area of growing interest is dog training, but little is known about the online activities and interactions of dog guardians.

To improve dog welfare, we need to tailor our messaging to guardians and address their needs and concerns. Performing a content analysis of dog training-related social media posts by Canadian dog guardians will enable the BC SPCA to determine what kinds of information they are sharing online and allow us to better communicate information that directly affects dog welfare.

Responsibilities:

This position reports to the Manager, Research & Standards. The project involves:

- Identifying active online communities of dog guardians
- Collecting posts
- Analyzing the posts for major themes and sub-themes; identifying welfare problems found in posts; care and training
- Identifying common terminology, keywords and hashtags
- Identifying most active members
- Organizing the data into an Excel spreadsheet
- Performing basic analyses (descriptive statistics) of the data
- Preparing and delivering a PowerPoint presentation on the results

Candidate:

To succeed in this practicum, you are a student with an avid interest in companion animal welfare - having a passion for dog training is a big plus! You bring strong organizational skills and excellent attention to detail. You have a curious mind, manage your time effectively, and are very familiar with social media platforms (Facebook specifically).

Schedule:

This practicum requires between 300-400 remote placement hours, 16 weeks part-time (roughly 22 hours/week) starting as early as September 7, through late December until hours and project completed.

Weeks	Activities
1-4 PT	<ul style="list-style-type: none">• Complete BC SPCA training and onboarding• Review of project background materials• Collect social media posts• Daily check-in meetings with manager• Additional meetings with AnimalKind marketing specialist as required
5-10 PT	<ul style="list-style-type: none">• Perform content analysis• Twice a week check-in meetings with manager• Additional meetings with AnimalKind marketing specialist as required
11-16 PT	<ul style="list-style-type: none">• Data analysis• Prepare and deliver presentation• Twice a week check-in meetings with manager• Additional meetings with AnimalKind marketing specialist as required