

Project: Content analysis of social media posts by rabbit owners

Purpose:

To understand what kinds of information rabbit owners are seeking from each other via a major social networking site

Background:

Public education is a key activity of animal welfare organizations like the BC SPCA. We provide people with knowledge and resources with the aim of improving animal welfare. For our education strategies to be most effective, however, they need to be targeted; that is, the information we supply should match 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. One such community consists of rabbit owners, but little is known about their online activities.

Performing a content analysis of social media posts by rabbit owners will enable the BC SPCA to determine what kinds of information they are sharing online. This will help us to better tailor our messaging to rabbit owners, thereby improving rabbit welfare.

Responsibilities:

This position reports to the BC SPCA Manager, Companion Animal Welfare Science & Policy. The project involves:

- Collecting posts from an online rabbit group in a Word document
- Analyzing the posts for major themes and sub-themes
- 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:

This practicum is suited to a student with an interest in companion animal welfare, as well as strong organizational skills and excellent attention to detail. A passion for rabbits in particular is appreciated.

Schedule:

This 6 credit practicum requires between 300-350 remote placement hours, either 16 weeks part-time (~22 hours/week – preferred option) or 8 weeks full-time (37.5 hours/week).

Weeks	Activities
1-2 FT or 1-4 PT	<ul style="list-style-type: none">• Complete BC SPCA training• Collect social media posts• Daily check-in meetings with manager
3-5 FT or 5-10 PT	<ul style="list-style-type: none">• Perform content analysis• Weekly check-in meetings with manager
6-8 FT or 11-16 PT	<ul style="list-style-type: none">• Data analysis• Prepare and deliver presentation• Weekly check-in meetings with manager