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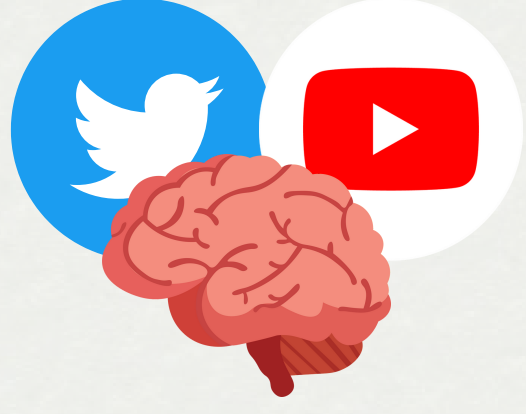
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# @ACADEMIC CHATTER, #ACADEMIC MENTAL HEALTH FROM TWITTER TO YOUTUBE



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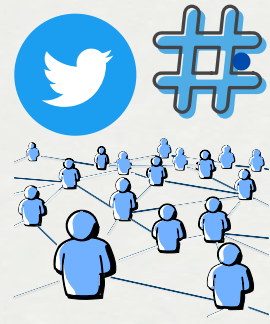
In academia, Twitter has become a hugely popular online space for academic communities. For example, several prominent accounts such as @AcademicChatter, @PhdVoice, and @hapy researchers have used Twitter to promote topical discussion on the link between academia and mental health. This project uses the lens of social exchange theory to further explore the online academic discourse on Twitter as well as in Youtube, with the aim of developing best practice guidelines for researchers to effectively engage with such communities by exploring their "key topics".



## BACKGROUND

- Earlier research on the usefulness of Twitter in the academic world has shown that use of Twitter has helped scholar with strengthening existing relationships and building new ones in their research area (Gruzd, Wellman, & Takhteyev, 2011) among other positive benefits such as encouraging institutional innovation (Weller, 2012), indicating the potential of Twitter for building academic communities.
- In our study in 2021 we found that @AcademicChatter is the most popular twitter page among researchers.
- The tweets are about topics such as mental health Phd; resilience & leaving academia paradoxes, tweets from AcademicTwitter; tools and methods (Python, econometrics, javascript, webdev); intersectionality (Women who code; gender, activists) and finally education & training

## METHODOLOGY



- Our methodology is based on topic modelling of network and discourse analysis (Paranyushkin 2019).

Via InfraNodus, we collected 1000 tweets of @AcademicChatter (01/06-07/06 2023), 1000 tweets involving #AcademicMentalHealth (01/06-07/06 2023 and, finally 100 texts from Youtube (snowballing in dates) linked to @AcademicChatter. InfraNodus is able to intersect the three data and to graph a synthesis of common key topics.

## CONCLUSION

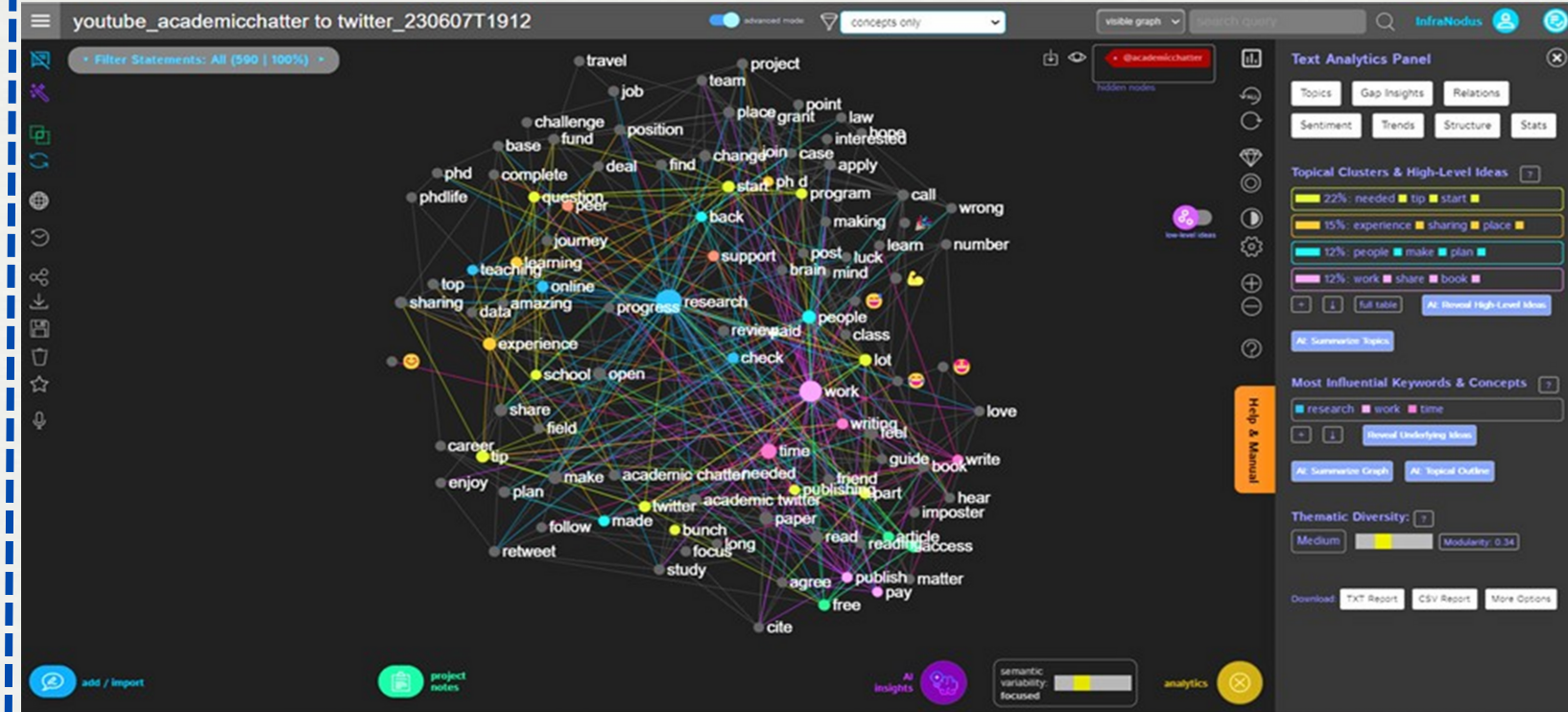
- Mental health is a topic of importance and is a focus of study due to the increase in cases in the wake of the COVID-19 pandemic. One group of interest and considered at high risk is academia comprised of students, doctoral students and early career researchers (ECRs).
- In light of the interim results, we can observe that the monitoring of content generated in networks serves as a public health surveillance tool, as well as a useful means of communication in risk communication and that by adopting a new reality it can generate support networks in relation to mental health in collectives such as academia.



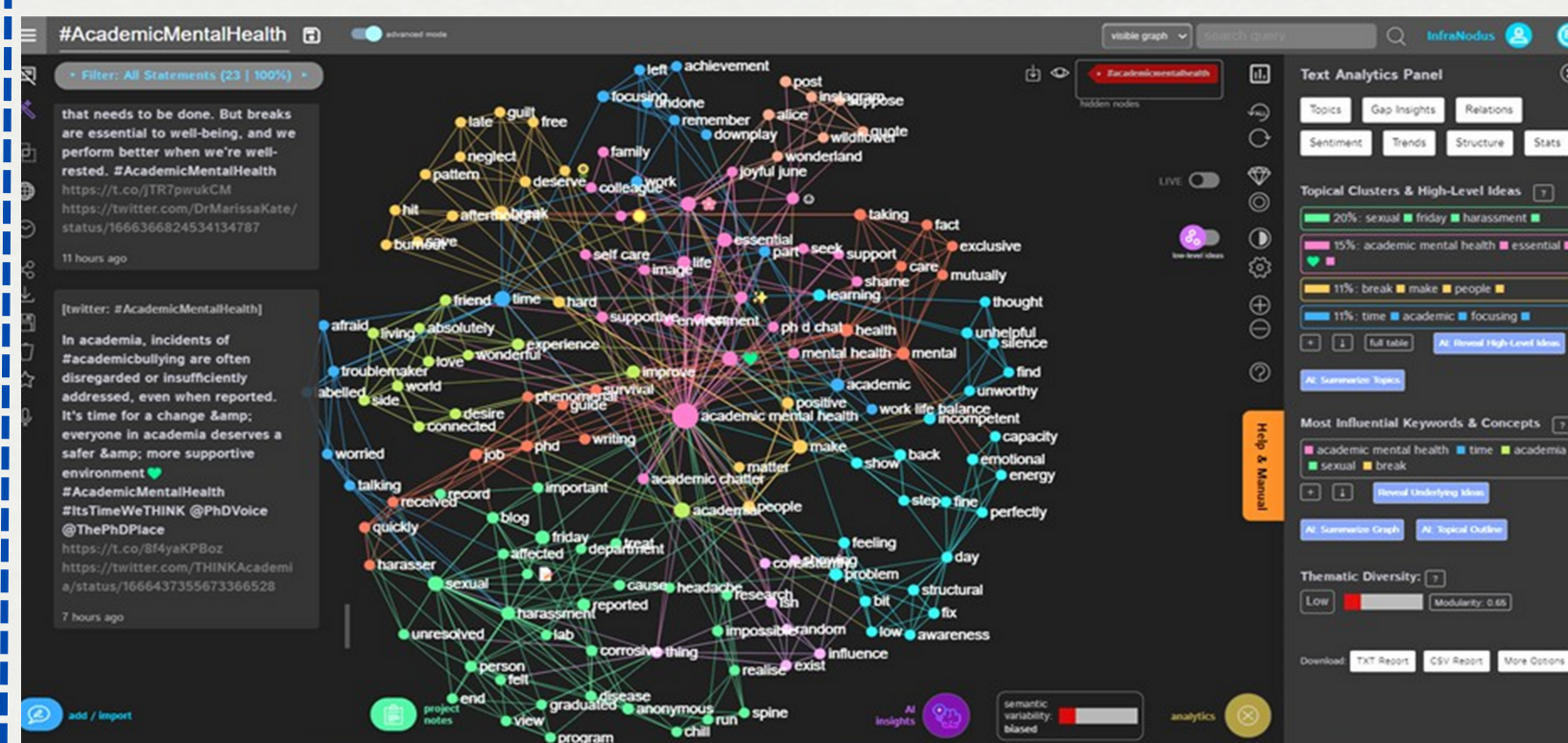
## RESULTS

- The results presented in the graphs show Network plots where node's sizes illustrate the size of the community around a topic. In the first graph, the most community interested intersection topics in Twitter, Youtube and Academic Chatter are: Research, Progress, Time and Work.
- In the second graph topics around the #academicmentalhealth are Improve, Make, Academic as well as Positive and Supportive. There is also the topic of Sexual Harrasment (Green Nodge).

GRAPH 1: INTERSECTION OF #ACADEMICMENTALHEALTH AND @ACADEMIC CHATTER IN TWITTER & YOUTUBE



GRAPH 2: #ACADEMICMENTALHEALTH



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