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## Social media as a tool for survey recruitment: Opportunities and challenges

Social media platforms are increasingly used as tools for recruiting participants in survey research. Digital advertising campaigns allow access to rare or marginalized populations at comparatively low cost and with considerable efficiency. At the same time, social media recruitment entails methodological challenges, including algorithmic allocation, self-selection bias, and varying response quality. Drawing on recent empirical studies, this talk highlights both opportunities and risks of social media recruitment in survey research, including insights on ad design, targeting strategies, and data quality. It concludes with practical implications for integrating social media into survey methodology and for advancing computational social science.