



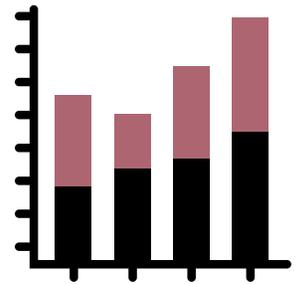
## ACADEMIC RESEARCH (CONTINUED)

- A project with Children's Trust of South Carolina examined adverse childhood experiences (ACEs). The analysis found that the average social media user does not necessarily know the ACE term or acronym, despite its use among public health professionals. This information will influence how professionals discuss ACEs online and encourage the use of terminology that social media users can understand.
- A project with the Institute for Families in Society at the Arnold School of Public Health is examining how pregnant or newly postpartum women convey their experiences and fears on social media in the time of a pandemic.

## TEACHING AND STUDENT RESEARCH

Approximately 50 classes within the College of Information and Communications have been taught in the lab.

It has become an integral part of student research and strategic planning in public relations campaign classes, creative strategies in advertising classes, AdTeam, campaigns in The Carolina Agency, social informatics presentations and information policy projects (SLIS), PR writing classes, the CIC's new digital management/planning class and others. Individual students are also using the lab to assist with research, such as an SJMC graduate student who examined Arabic Twitter responses to Saudi Arabian women being given the right to drive.



In addition, Carolina News and Reporter students regularly use lab reports or speak with analyst Kait Park about what is happening on social media related to the news.

## CONNECT WITH US

Whether you're looking for monitoring, to do academic research or a place to conduct training, connect with us to discuss your options.

### CONTACT

Randy Covington, Director of Special Projects  
randy.covington@sc.edu | 803-777-5998

### LOCATION

School of Journalism and Mass Communications  
800 Sumter St.  
Columbia, SC 29208

### ONLINE

sc.edu/uofscinsights on the web | @UofSCInsights on Twitter

