

## **Dr. S. Hakan Can**

**Professor Tenure-Line  
Criminal Justice**

**Title of your research project.**

Investigating Factors of Twitter Use among Municipal Governments

**Description of research. Please provide a few sentences that explain the question and the methods employed in this research project.**

This study investigates predictors of Twitter adoption and use by municipalities for citizen communication, considering both the level of municipal Twitter presence and the level of Twitter activity. Possible predictors included municipal characteristics as well as citizenry characteristics. Participants included 100 Pennsylvania municipalities drawn from a disproportionate stratified sample, evenly split between municipalities with and without a Twitter presence. No significant correlation was found between the level of municipal Twitter presence and active use of Twitter. Regression results suggest that the likelihood of adopting a Twitter account increases with greater population size and a younger population, though only population size significantly predicts the number of Twitter accounts. Regression results also suggest that a greater population size, lesser median citizen income, and a higher number of county-level Twitter accounts influence the level of Twitter activity among these municipalities.

**Did this project include Penn State students as researchers?**

Yes

**If yes to the above question, please state where it was published.**

Journal of Computer Information Systems

**What problem do you address with your research?**

I tried to assess which factors influence the use of a microblog (Twitter) among municipal governments. Specifically, this study assesses the factors which influence three outcomes: the likelihood that a municipality will adopt a Twitter presence, the level of municipal Twitter presence for adopting municipalities, and the level of Twitter activity among adopting municipalities.