Online supplement

The searches for plenary presenters mentioned in tweets can be extended to look for their names rather than just Twitter handle. Using the ISPAH2018 NodeXL extract to look for name and Twitter handle there were a total of 41 mentions of Adrian Bauman, 17 for Matt Hancock, and 46 for Richard Wilkinson. Links to view these tweets on Twitter are included below:

Adrian Bauman:  
https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20(adrianbauman%20OR%20bauman)&src=typd

Matt Hancock:  
https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20(matthancock%20OR%20hancock)&src=typd

Richard Wilkinson:  
https://twitter.com/search?f=tweets&vertical=default&q=%23ispah2018%20%28profrgwilkinson%20OR%20wilkinson%29&src=typd

Typically these tweets received a small number of retweets, so the majority were not included in the “top tweet” summary. Nonetheless, many of the tweets capture valuable insights from the conference, from a statement made to a picture of a conference slide. Some of the posts appear to have been intended as tweets, but by starting with a Twitter handle (e.g. “@profrgwilkinson”) they will have been treated as a “reply”, and will only have been seen by the named tweeter, mutual followers, and people searching for the conference hashtag. Adding another symbol (e.g. a full stop) before the Twitter handle avoids this problem (i.e. “.@profrgwilkinson”); this workaround is only required when a tweet intended for general consumption starts with a Twitter handle.