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CS 581

I pledge my honor that I have abided by the Stevens Honor System.

### HW8 Report

The goal of this assignment was to analyze a csv file with data taken from Facebook user accounts. A lot of people joke and say that Facebook is for old people, so my goal was to take all the data and organize it by age grouping and see what age group is most active on facebook. This data can show whether or not facebook is still relevant for the incoming generation and if Facebook might be going away in the near future. I analyzed four different factors: number of users, average number of friends, likes given to posts and the ratio of mobile likes to WWW likes.

For the number of users, the highest number came with the age group of 20-29 with under 20 in second and over 60 in third. This means the greatest amount of facebook users are most likely in their low 20's. I then analyzed the average number of friends by taking the total number of friends in an age group and dividing it by the number of users in the age group. In this case Under 20 was the highest with over 60 in second and 20-29 in third. So it seems even though there are more 20-29, that they don't have as many friends as under 20 or over 60. This makes sense because people under 20 most likely try to rack up the most number of friends they can while 20-29 may try and just want quality friendships. The next analysis was the total likes given by age. In this case under 20 came in first again with 20-29 in second and over 60 in third. Finally the last variable was the ratio of mobile likes to WWW likes. This data was more

surprising with 30-39 in first, 20-29 in second and 40-49 in third. This could be because when the data was taken mostly older people had smartphones. With this variable however over 60 came in last which was unsurprising.

With all of this data I feel that I can conclude that under 20 is the age group most on facebook with either the highest or close to highest rankings in 3 out of the 4 categories. If I was to take a guess I would say Facebook is not going away anytime soon.