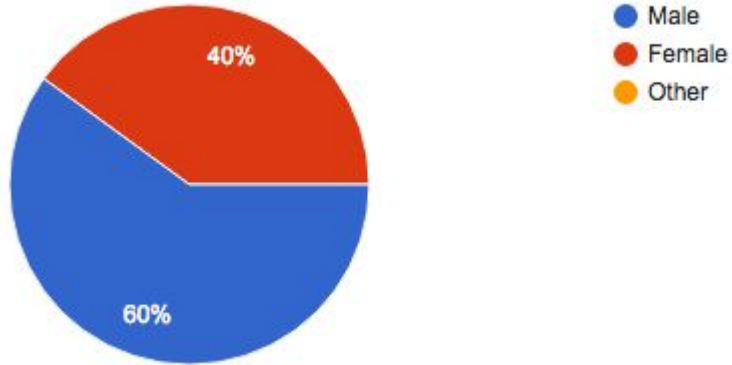


# How Do You Use Facebook?

Presentation by Austin Ulberg

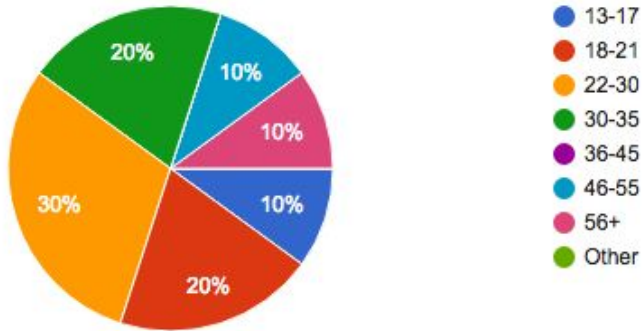


# Respondents



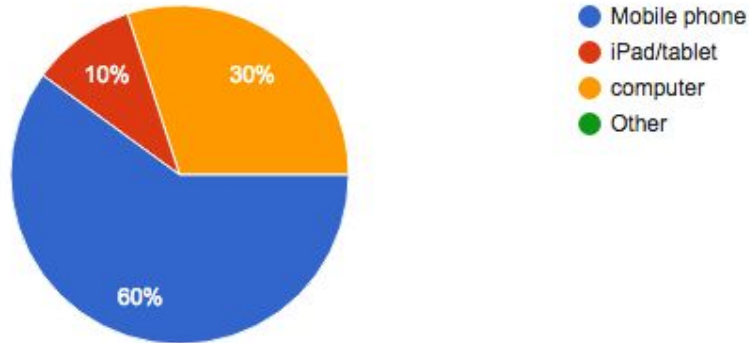
20% more females participated than males

# How old are you?



The majority of the people that were surveyed were in the 22-30 year age group

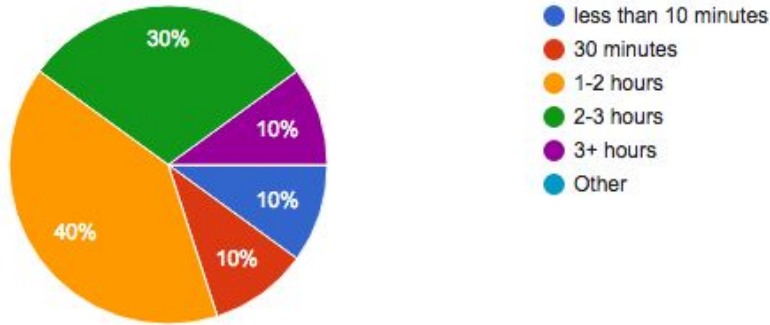
# On what platform do you use Facebook?



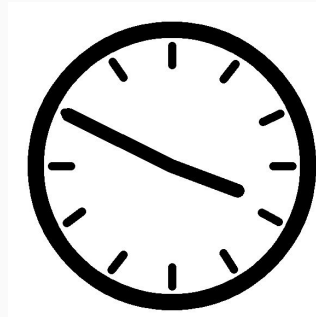
Mobile/smart phones dominated this response with 60%



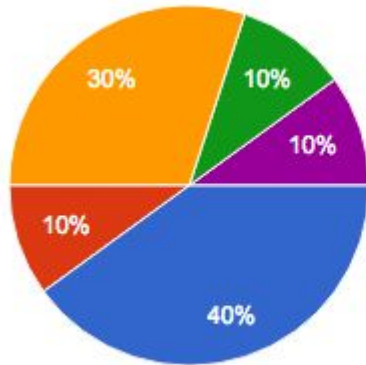
# How much time do you spend on Facebook?



Most people said they spent 1-3 hours on Facebook per day



# Why do you use Facebook?



- Keeping up to date with old friends, classmates, etc
- Games
- News/Politics
- posting photos
- meeting new people/networking
- Other

Keeping in contact with old friends and classmates was the most popular response, with the second being news



# What do you like most about Facebook?

Some responses include:

Keeps me connected with friends I don't see often

I like watching random videos people share

keeping in touch with past friends

looking at pictures

sharing pictures



# What would you change about Facebook?

Responses include:

adding filters to photos on facebook

Less ads

people not talk about politics so much

making it less political

watching more live streams of news and such



# Overall findings of the survey

- Most respondents were between the ages of 22-30
- Mobile/smart phones were the most popular way to use Facebook
- Keeping up with old friends and classmates is what most people said they used Facebook for

As smart phones become increasingly advanced, Facebook is easier to use with them. The millennial age group (22-30) is taking the most advantage of using these devices to keep up with friends.