**Team 47 – Data Schema**

Aldrin De Castro, Jimmy Wambua, Crystal Brinkley

**News Use Across Social Media Platforms in 2020**<https://www.pewresearch.org/journalism/dataset/american-trends-panel-wave-73/>

This dataset is a survey of over 9000 Americans in September 2020 regarding their preferences for specific news sources.

28 columns, 6436 rows

| **FIELD** | **TYPE** | **DESCRIPTION** |
| --- | --- | --- |
| **QKEY** | Integer | 6-digit unique identifier for each respondent |
| **F\_CREGION** | string | Census region of respondent |
| **F\_AGECAT** | string | Age category of respondent |
| **F\_GENDER** | string | Gender of respondent |
| **F\_EDUCCAT** | string | Education category of respondent |
| **F\_INC\_SDT1** | string | Income category of respondent |
| **F\_INTFREQ** | string | Category of frequency of internet use |
| **SNSSKEP\_W73** | string | Expectation of accuracy in news found on social media |
| **SNSINFORM\_W73** | string | Does social media help you understand current events? |
| **DEVICE\_TYPE\_W73** | String | Type of device used to access the survey link by respondent |
| **NEWSPLAT\_a\_W73** | String | If people get their news on TV |
| **NEWSPLAT\_b\_W73** | String | If people get their news on the Radio |
| **NEWSPLAT\_DIG\_a\_W73** | String | How often people get their news on news website using phones/computers/tablets |
| **NEWSPLAT\_DIG\_b\_W73** | String | How often people get their news on social media such as Facebook, Twitter, Instagram using phones/computers/tablets |
| **NEWSPLAT\_DIG\_c\_W73.** | String | How often people use Google or other search engines to get their news from using a phone/computer/tablet |
| **GROUP\_TRUST\_a\_W57** | String | How much do people trust the information they get from National new organizations |
| **PLATFORM\_PREFER\_W73** | String | Scores 8 different News sources that respondents prefer |
| **WEB1\_a\_W73** | String | Yes-1 or No-2 on whether respondents use Twitter |
| **WEB1\_b\_W73** | String | Yes-1 or No-2 on whether respondents use Instagram |
| **WEB1\_c\_W73** | String | Yes-1 or No-2 on whether respondents use Facebook |
| **WEB1\_d\_W73** | String | Yes-1 or No-2 response on whether respondents use Snapchat |
| **WEB1\_e\_W73** | String | Yes-1 or No-2 response on whether respondents use Youtube |
| **WEB1\_f\_W73** | String | Yes-1 or No-2 response on whether respondents use LinkedIn |
| **WEB1\_g\_W73** | String | Yes-1 or No-2 response on whether respondents use Reddit |
| **WEB1\_h\_W73** | String | Yes-1 or No-2 response on whether respondents use Tumblr |
| **WEB1\_i\_W73** | String | Yes-1 or No-2 response on whether respondents use WhatsApp |
| **WEB1\_j\_W73** | String | Yes-1 or No-2 response on whether respondents use TikTok |
| **WEB1\_k\_W73** | String | Yes-1 or No-2 response on whether respondents use Twitch |

**Share of US Ad Spend**

<https://data.world/makeovermonday/2020w46>

Small dataset with total number of ad spending across traditional and online media, from 2012 through (projected) 2024.

15 columns, 13 rows

| **FIELD** | **TYPE** | **DESCRIPTION** |
| --- | --- | --- |
| Total TV | Integer | Total amount spent on TV ads 2012-2024(projected) |
| National TV | Integer | Amount spent on national TV ads 2012-2024(projected) |
| Local TV | Integer | Amount spent on local TV ads 2012-2024(projected) |
| Total Radio | Integer | Amount spent on radio ads2012-2024(projected) |
| Total Newspapers | Integer | Amount spent on newspaper ads 2012-2024(projected) |
| Total Magazine | Integer | Amount spent on magazine ads 2012-2024(projected) |
| Out-of-Home | Integer | Amount spent on ads seen outside of the home 2012-2024(projected) |
| Direct Mail | Integer | Amount spent on direct mail ads 2012-2024(projected) |
| Directories | Integer | Amount spent on directory ads 2012-2024(projected) |
| Pure-Play internet | Integer | Total amount spent on internet ads 2012-2024(projected) |
| Search | Integer | Amount spent on internet ads within searches 2012-2024(projected) |
| Ex-search | Integer | Amount spent on internet ads other than searches 2012-2024(projected) |
| Media total | Integer | Sum of all types of ads 2012-2024(projected) |

**Best Times to post on Social Media**

<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>

Article that describes the best times and days that most people will be on Social Media platforms in 2022.

7 columns, 7 rows

| **FIELD** | **TYPE** | **DESCRIPTION** |
| --- | --- | --- |
| **Instagram** | integer | Best times to post on Instagram in 3-hour increments |
| **Facebook** | integer | Best times to post on Facebook in 3-hour increments |
| **Twitter** | integer | Best times to post on Twitter in 3-hour increments |
| **LinkedIn** | integer | Best times to post on LInkedIn in 3-hour increments |
| **Pinterest** | integer | Best times to post on Pinterest in 3-hour increments |
| **YouTube** | integer | Best times to post on YouTube in 3-hour increments |
| **TikTok** | integer | Best times to post on TikTok in 3-hour increments |