Influence of Social Networking Apps/Websites on our life

Northeastern University

Usability and Human Interaction

(EAI6030 – The Final Project)

Team :

Shrutika Mokashi

Janaki Sajja

Hemanth Varma

# Abstract (I have mentioned Question here)

Your final project will be creating, facilitating, analyzing, and reporting out on a usability test. You will run a usability test consisting of (3) users based on a product or service of your choice I approve. Once you complete the usability test, you will analyze the results and come up with results and recommendations. Your final project deliverable will be a presentation reporting out the test results and your recommendations based on the usability test findings and include the following.

* Final Presentation — a usability evaluation report you would present to the client (usually in PowerPoint). This should be between 12-15 slides.
* OPTIONAL Video Presentation — Because of Covid-related social distancing and the distributed nature of this class, it is permissible to create and present a video version of your presentation, rather than presenting it live (and include a link in the final presentation). However, I would greatly prefer you give your presentation directly to the class, even if that means playing the video during our regular meeting time. If you opt to create a video, I expect this video to be a concise overview of what you tested, issues uncovered, severity issues, and recommendations for improvement. Think of this portion of the assignment like when you are given a few minutes with the company CEO/CIO to discuss the issues participants encountered while testing the Web site; hence it needs to be high level and concise. Do not upload your video to Blackboard, but post elsewhere and then link it from your final report.

 The final presentation should include the following components:

* Executive Summary
* Goals of the test (and problem statements if applicable)
* Business/organizational rationale of why these updates are needed
* List of the issues uncovered in testing
* Severity and ranking of the issues uncovered in testing
* Recommendations for improvement
* Link to the video presentation
* Conclusion & next steps

To keep your final project ‘on track,” I have two other requirements for your final project:

* **By the start of** **week 5, send me an email regarding your proposed website, software product, or service you plan to use for your final project for my approval.**
* **By the start of** **week 6, please post in the Discussion Board (Final Project section) any questions (or answers to other students) regarding questions about the final project.**

These two requirements will not be graded individually but are considered as part of your overall final project grade.

Please remember another primary goal of this project is that it is a culmination of all your work and information that you learned this term; so, I expect this assignment be worthy of a work sample portfolio piece.

## Grading

* Well-organized content (clearly written, no mechanical errors, and free of typos/grammatical errors) – 5 points
* Presentation able to be used as solid report to show executives of need for usability updates – 2.5 points
* All requirements of final presentation included – 12.5 points
* Provide notes of raw data (notes and video/audio as applicable) – 5 points

Table of Contents

[Abstract (I have mentioned Question here) 2](#_Toc43996127)

Project Title 4

[Project Idea 4](#_Toc43996128)

[Group Members 4](#_Toc43996128)

[Project Description 4](#_Toc43996128)

[Data Analysis 5](#_Toc43996128)

[Improvements and Recommendations 8](#_Toc43996128)

[Issues identified 8](#_Toc43996128)

[Issues Uncovered 8](#_Toc43996128)

[Conclusion 9](#_Toc43996128)

[Grading 9](#_Toc43996128)

[User Responses 9](#_Toc43996128)

[Survey link 9](#_Toc43996128)

[Video Presentation link 9](#_Toc43996128)

**Project Title:** Influence of Social Networking apps/websites on our life

**Project Idea:** The main idea of the project is to conduct usability testing on social networking apps/websites and predicting the influence of social networking apps/websites on our life.

**Group Members:**The group members of the final project of the course “usability & Human Interaction” are:

* Shrutika Mokashi
* Janaki Sajja
* Hemanth Varma

**Project Description:**

The project is about analyzing the influence of social networking apps/websites like WhatsApp, Instagram on our lives. We all know that social networking apps have become a significant part of our lives and they have become an addiction for a few of the people. Below are the goals of our research and analysis.

* Choose an appropriate topic of the survey
* Come up with a survey that can be easily understood, so that users will be interested in participating in the surveys.
* Design survey by using the appropriate survey tool.
* Promoting the survey to get useful responses.
* Take feedback from the responders and analyze the data collected.
* Propose recommendations to improve the design.

We have selected a survey method for research and used the “SoGoSurvey” tool to create a survey. The survey was created with 21 questionnaires.



Please find all survey questions in above file.

We were able to gather responses from more than 30 participants. The responses from the participants helped in understanding the influence of social networking websites/apps on the user perspective. Four distinct categories of users have been selected to conduct research. The responses and recommendations from the users have been collected. Participants are selected on the below parameters.

* Age
* How often do they go online?
* What do they use social networking sites for?
* Their confidence level in providing the feedback.
* Their priority.
* Do the websites have what they are looking for or not?
* People who are ready to explain their experience and who can allow us to record their experiences.
* People who look for good UI and explore the features available.

**Data Analysis:**

* The report of user responses will be collected from the SoGoSurvey website in the form of a dataset.
* The user responses for each question will be analyzed to understand the user perspective on the impact of social media on human lives.
* This analysis helps in understanding which social media apps will be used the most, how often the users use social media in a day, and the user’s point of view on various other questions.
* We have used python programming to conduct data analysis and visualize the reports in the form of graphs and charts.

Below are the observations after performing data analysis:

* 62.2% of the survey participants are males and 37.8% of the participants are females.
* WhatsApp has the highest no. of users, followed by Facebook. Tumblr and WeChat have the least no. of users.
* The most used social networking app is Instagram (32%) and Twitter (4.5%) is the least used app.

|  |  |  |
| --- | --- | --- |
| **Social Network App** | **Usage Percentage** | **No. of Users** |
| Instagram | 32.3% | 20 - 25 |
| Facebook | 19.4% | 25 - 30 |
| WhatsApp | 19.0% | 25 - 30 |
| LinkedIn | 17.5% | 20 - 25 |
| Telegram | 7.3% | 5 - 10 |
| Twitter | 4.5% | 10 -15 |

* The usage rate of social media apps is high during spare time and free time. The usage is less while the users are at school, work, or social occasions.
* A high percentage of users are checking social networking apps before getting out of bed and before going to bed.
* Most of the users are using social networking for more than 3 hours and very few users are active on social networking for 30-60 minutes.
* The least number of users (less than 4) found sharing information on social media is safe.
* 66.8% of users like to browse articles, images, and video content on social networking.

|  |  |
| --- | --- |
| **Content** | **% of usage** |
| Articles | 10.2% |
| Images | 11.4% |
| Videos | 11.6% |
| All of the above | 66.8% |

* Most of the users like sharing their age, EmailID, and Mobile Number, Relationship Status, Current location, Workplace and Designation, Personal Photos on social networking apps.
* Most of the users are not interested in sharing their political views, sexual orientation, and residential status on social networking apps.
* Social media apps are used to keep in touch with friends and family, for planning events, buying and selling products, and to find employment.
* The analysis shows that social networks have become part of and connected directly or indirectly to every activity of our daily life.
* Each person may have multiple friends on social media, but not every one of them is their friend and have not met everyone in person.
* People are interested in the following pages, forums, and groups as well as social media apps.
* 96.97% of participants believe that social media helps in building meaningful connections. 80% of them believe that social networking is for business purposes.
* 30% of participants believe that relationships will get affected because of social networking and 30% of them wish to share authenticated information on social media.
* Most of the users wish to use social networking sites on Mobile and will rarely use tablets, laptops, and desktop to use social networking sites.
* The below table shows the type of content preferred on social media.

|  |  |
| --- | --- |
| **Type of Content** | **Usage Percentage** |
| Health & Fitness | 58.3% |
| Fashion & Clothing | 50% |
| Sports | 33% |
| Jobs | 50% |
| Entertainment Industry | 50% |
| Lifestyle Content | 30% |
| Business news | 25% |
| Launch of new products and Innovations | 30% |
| others | 8% |

**Improvements and Recommendations:**

* The survey had more than 20 questions which made it lengthy and little time-consuming.
* We were able to record a good amount of information, but we could not show all the analysis.
* Apart from the radio grid, we could have used Likert, but it was not available for free.
* Also, this is a very low cost and we can get real feedback from people who never did this earlier. So, taking responses from anyone in this pandemic was possible.
* Feedback from just 32 participants would not be enough.
* Real and impromptu responses can reveal more interesting facts.
* Using Tableau for analysis would have been easier.
* Card sorting method helps in understanding user’s logic and in making appropriate and informed decisions.

**Issues Identified:**

1. **Privacy of information shared on social networking sites. (Severity 1)**

When it comes to Social media, we share a lot of things from our current location to our current job designation. And 90.9% of participants are concerned about their privacy

1. **Addiction to social media. (Severity 2)**

Of the total 66.7% participants, a total of 20 considered themselves as addicted to social media.

1. **Increase in usage of social networking apps/sites. (Severity 3)**

Initially, we were using social media for various reasons but bow doe to pandemic its usage has been increased. Because 90.9% of participants have agreed to this.

**Issues Uncovered:**

1. **Celebrity influence on social media (severity 1):**

Certain celebrities attract specific demographics and target audiences, companies that wish to reach those consumers can hire the celebrity influencer to promote or endorse their product to their fans.

1. **Influence of Meme Creators on social media (severity 2):**

When it comes to Social media, we know the importance of memes and their followers. It's impossible to ignore them as memes incept our minds easily, and unknowingly.

1. **Influence of content Creators like bloggers, bloggers, and reviewers (severity 3):**

Their role includes developing new content that readers are interested in keeping up with regularly. Part of a company’s marketing strategy could be to send products to a content creator in the hopes they will review and speak positively about it to their followers.

**Conclusion:**

The research has revealed interesting facts and patterns from the participants. But there is always a better way than what we have to encourage the maximum number of participants and get better results. Instagram is the most preferred social networking app by participants. But still, WhatsApp is the most used app by participants. And 96.97% of users think they were able to make the meaningful connections on the Social And most of the participants is using social media for more than 5 years now, which states its importance in our lives. Given the current data, we can say that Social Networking sites/apps are an inevitable part of our lives and we have gotten addicted to it. This pandemic made us use them even more due to quarantine and social distancing. More facts can be identified by increasing the number of users.

**User Responses:** <https://drive.google.com/file/d/1C6ZaMennrDjVa_nlsV0ROMpQZwau27vC/view?usp=sharing>

**Survey link:**

<https://survey.sogosurvey.com/Survey1.aspx?k=RQsQXPXRPsRsPsPsP&lang=0>

**Video Presentation link:**

<https://drive.google.com/file/d/1ndta1t45RVTWjTHb6lzLqcgeLW6bBi7m/view?usp=sharing>