PHOTO STORAGE PREFERENCE SURVEY

This survey was done by Kshamika Ghiya as a part of a research project for Marketing Research as part of the International Winter School Program offered by Manipal University of Jaipur. In this, we were supposed to conduct a survey and make a report for the same. This was done under the guidance of Mr. Sreejith Ummathiriyan.



INTRODUCTION:

In today’s world it seems impossible to find someone who does not click photographs. A person who takes a vacation, usually ends up clicking more than twice the number of photographs and videos they usually click. People use different types of storage methods. In recent years, a new storage method, Cloud storage has become popular and widely available to all. This survey was done to check how the respondents feel about photograph storage preferences.

The type of research was qualitative research. The targeted respondents for this survey were the professors and students belonging to Sikkim Manipal Institute of Technology. The questionnaire consisted of 16 questions. The questionnaire consisted of 14 close-ended questions and 2 open-ended questions. There was a total of 60 respondents to this survey.

Survey Link:

<https://forms.office.com/Pages/ResponsePage.aspx?id=mAKkgZWbRkSBwKAxH8z98qkcTd_TRn1Dl2M_Cmcng3VUQTNSNFpOMTlFOEhXSVY3ODAwQkhJUTNXNi4u>

(This link was shared via WhatsApp.)

RESULTS:

The above pie chart shows the gender demographics for the survey. Out of the total respondents 32 were men, 26 were women and 1 was non-binary.

The above pie chart shows the age demographics for the survey. Out of all the respondents, 2 were below 20, 35 were between 20 and 35, 3 were between the ages 36 to 45, 19 respondents were of age 46 to 60 and 1 was 61 and above.

When the respondents were asked about how often they click photographs, 19 of them responded 3 to 6 times per week, 16 responded 3 to 6 times per month, 14 responded daily, 7 responded once every few months, and 1 responded other.

The above pie chart shows the respondents response to what device they use to click photographs. 59 of the respondents chose phone. 10 of them also selected DSLR, and 3 selected Compact Digital Camera.

\*This was a multiple-choice question.

When asked about method of storage, 39 of the respondents use cloud, followed by 21 using desktop storage and 15 using external hard drive – HDD/SSD

The above histogram shows the respondents answers to how frequently they transfer photographs. 16 respondents chose every 6 months, followed by 13 respondents choosing monthly.

When asked about accessing photos, 32 of the respondents chose cloud is easily accessible, followed by 23 respondents selecting desktop storage, and 15 choosing hard drives.

**Frequency distribution of safety of Cloud.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unsafe | 1 | 6 | 10 | 10 |
| Somewhat unsafe | 2 | 10 | 16.67 | 26.67 |
| Neither unsafe nor safe | 3 | 11 | 18.33 | 45 |
| Somewhat safe | 4 | 28 | 46.67 | 91.67 |
| Very safe | 5 | 5 | 8.33 | 100 |

From this frequency table we infer that 46.7% of respondents find cloud safe

**Frequency distribution of safety of External Hard Drive- HDD/SSD.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unsafe | 1 | 3 | 5 | 5 |
| Somewhat unsafe | 2 | 8 | 13.33 | 18.33 |
| Neither unsafe nor safe | 3 | 6 | 10 | 28.33 |
| Somewhat safe | 4 | 27 | 45 | 73.33 |
| Very safe | 5 | 16 | 26.67 | 100 |

From this frequency table we infer that 45% of respondents find hard drives safe.

**Frequency distribution of safety of USB Flash Drive / Pen Drive.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unsafe | 1 | 6 | 10 | 10 |
| Somewhat unsafe | 2 | 9 | 15 | 25 |
| Neither unsafe nor safe | 3 | 10 | 16.67 | 41.67 |
| Somewhat safe | 4 | 26 | 43.33 | 85 |
| Very safe | 5 | 9 | 15 | 100 |

From this frequency table we infer that 43.3% of respondents find USB flash drives/ pen drives safe.

**Frequency distribution of safety of Desktop Storage.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unsafe | 1 | 3 | 5 | 5 |
| Somewhat unsafe | 2 | 8 | 13.33 | 18.33 |
| Neither unsafe nor safe | 3 | 10 | 16.67 | 35 |
| Somewhat safe | 4 | 27 | 45 | 80 |
| Very safe | 5 | 12 | 20 | 100 |

From this frequency table we infer that 45% of respondents find desktop storage safe.

**Frequency distribution of reliability of cloud.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unreliable | 1 | 4 | 6.67 | 6.67 |
| Somewhat unreliable | 2 | 12 | 20 | 26.67 |
| Neither unreliable nor reliable | 3 | 5 | 8.33 | 35 |
| Somewhat reliable | 4 | 29 | 48.33 | 83.33 |
| Very reliable | 5 | 10 | 16.67 | 100 |

From this frequency table we infer that 48.3% of respondents find cloud reliable.

**Frequency distribution of reliability of External Hard Drive- HDD/SSD.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unsafe | 1 | 3 | 3.33 | 3.33 |
| Somewhat unsafe | 2 | 8 | 8.33 | 11.66 |
| Neither unsafe nor safe | 3 | 6 | 11.67 | 23.33 |
| Somewhat safe | 4 | 27 | 65 | 88.33 |
| Very safe | 5 | 16 | 11.67 | 100 |

From this frequency table we infer that 65% of respondents find hard drives reliable.

**Frequency distribution of reliability of USB Flash Drive / Pen Drive.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unsafe | 1 | 6 | 6.67 | 6.67 |
| Somewhat unsafe | 2 | 9 | 10 | 16.67 |
| Neither unsafe nor safe | 3 | 10 | 16.67 | 33.34 |
| Somewhat safe | 4 | 26 | 53.33 | 86.67 |
| Very safe | 5 | 9 | 13.33 | 100 |

From this frequency table we infer that 53.3% of respondents find USB flash drives/ pen drives reliable.

**Frequency distribution of reliability of Desktop Storage.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| VALUE LABEL | VALUE | FREQUENCY | VALID PERCENTAGE | CUMULATIVE PERCENTAGE |
| Very unsafe | 1 | 3 | 8.33 | 8.33 |
| Somewhat unsafe | 2 | 8 | 5 | 13.33 |
| Neither unsafe nor safe | 3 | 10 | 10 | 23.33 |
| Somewhat safe | 4 | 27 | 53.33 | 76.66 |
| Very safe | 5 | 12 | 23.34 | 100 |

From this frequency table we infer that 53.3% of respondents find desktop storage reliable.

When the respondents were asked about ease of usage, most of them find cloud somewhat easy, and desktop storage very easy to use.

The respondents were also asked which cloud storage service they use, and 55 of the respondents chose Google drive / Google photos, followed by 16 people choosing Microsoft OneDrive.

Pricing of Cloud Services

The average rating for pricing of cloud services on a 5-point scale was 3.20, where 1 is affordable and 5 is too expensive.

Graphical user interface, application, Word

Description automatically generated

Pricing of Hard Drives

The average rating for pricing of hard drives on a 5-point scale was 3.37, where 1 is affordable and 5 is too expensive.

Graphical user interface, application, Word

Description automatically generated

When asked if the respondent has ever lost data, 36 chose Yes, 15 chose No, and 9 chose maybe.

CONCLUSION:

Out of 60 respondents from various age groups, 39 of them use cloud to store their photographs and 21 of the respondents use desktop storage. In the 2 age groups, 46 to 60 and 61 and above, 14 use cloud for storing photographs and 7 use desktop storage (along with other methods). 3 use only desktop for storage and 10 use only cloud for storage. In the age group from 0 to 45, there are a total of 41 respondents, out of which 1 use desktop storage and 27 use cloud storage. From this we come to know that people of all age groups are aware about cloud and are using cloud, especially the people from age group 0 to 45.

From this survey we can infer that cloud storage and desktop storage are the most popular and in-demand storage techniques out there. Many of the respondents were worried about the safety of cloud storage. Downloading photos from cloud also seemed to be a problem to a lot of respondents. For most of the respondents, desktop storage is the most easy, safe, and reliable method of photo storage, when compared to cloud and hard drives.

55 respondents use Google Drive or Google Photos for storage, from which we can infer that most of the respondents find the safest cloud service to be of Google. We can also infer that the respondents find the pricing of hard drives to be slightly expensive than the pricing of cloud.