

SOCIAL MEDIA USAGE

OF DIFFERENT AGE GROUPS

NEXT



INTRODUCTION



Modern society has increasingly integrated technology into daily life, with people of all age groups utilizing technology in various ways. The accessibility and range of technology has expanded significantly in recent times, leading to more prevalent usage by different age groups.

Younger generations are encountering smartphones, tablets, and digital devices as an ever-present factor in their lives. They heavily rely on technology for entertainment, education, and communication, which has an impact on their development and behavior.

A few weeks ago, we made a survey focusing on the use of social media of different age groups. This survey contains questions regarding the social media app they use the most, their age, their sex, and the time they usually spend on social media in a day.



CONCLUSION

The primary aim of this project was to examine how certain age groups use social media on a regular basis. Its key purpose was to pinpoint the social media platforms that individuals within these age groups are inclined to utilize. The data collected can provide useful information on how to create effective engagement tactics for distinct age groups on social media networks. Based on the finds of the study, the following conclusions are drawn:

1. The social media site that is most popular between people of different age groups is facebook.
2. The age group that utilizes social media platforms to the greatest extent is individuals aged between 9.5 and 17.5 years old.
3. According to the research findings, the typical usage duration of social media among people across various age brackets is within the range of 0.5 to 3.5 hours.

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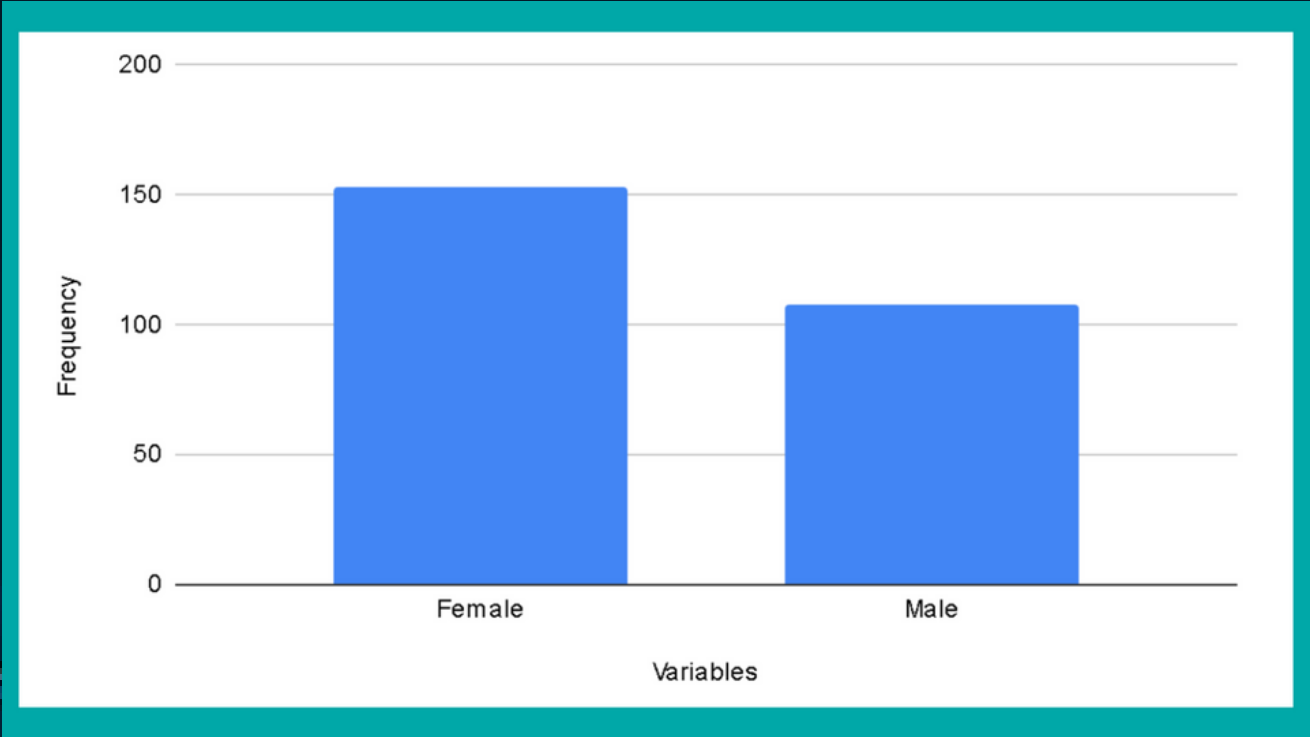
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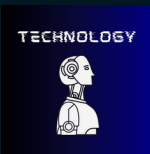
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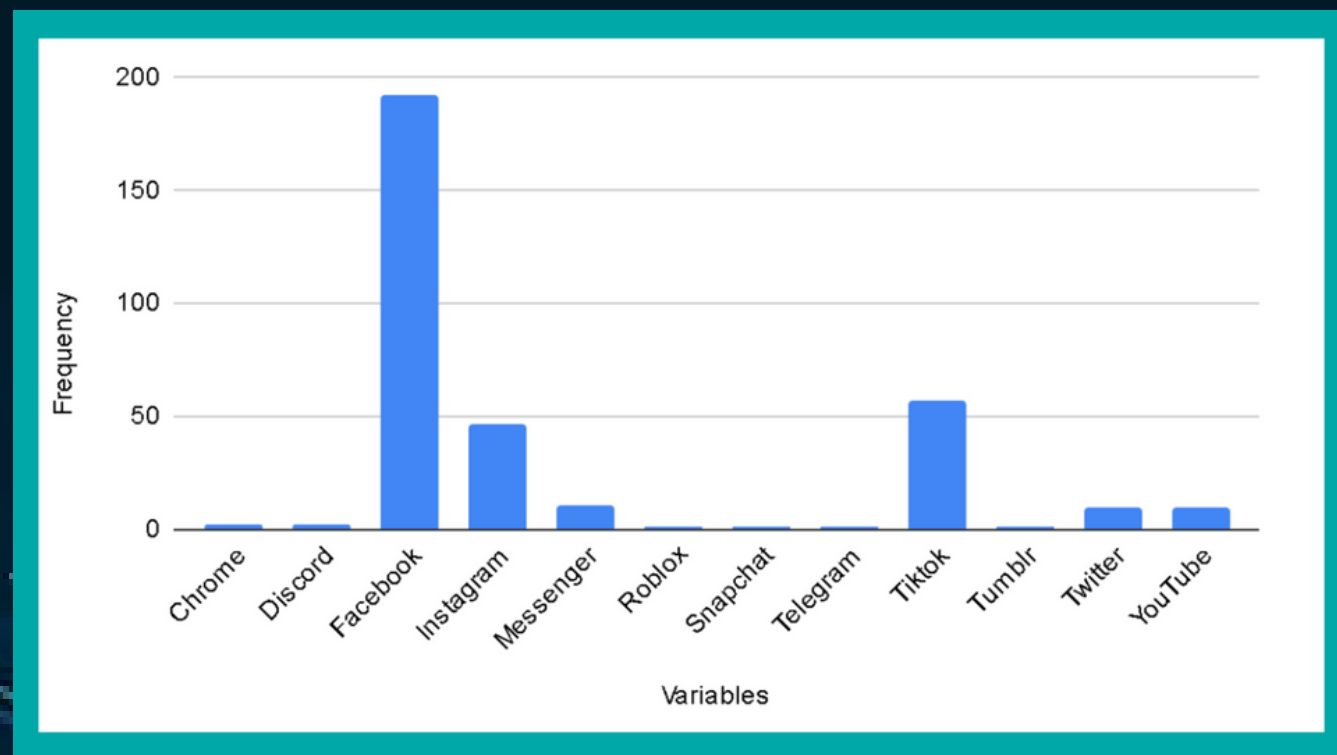
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MOST FREQUENTLY USED SOC MED



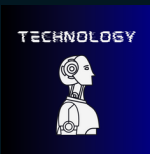
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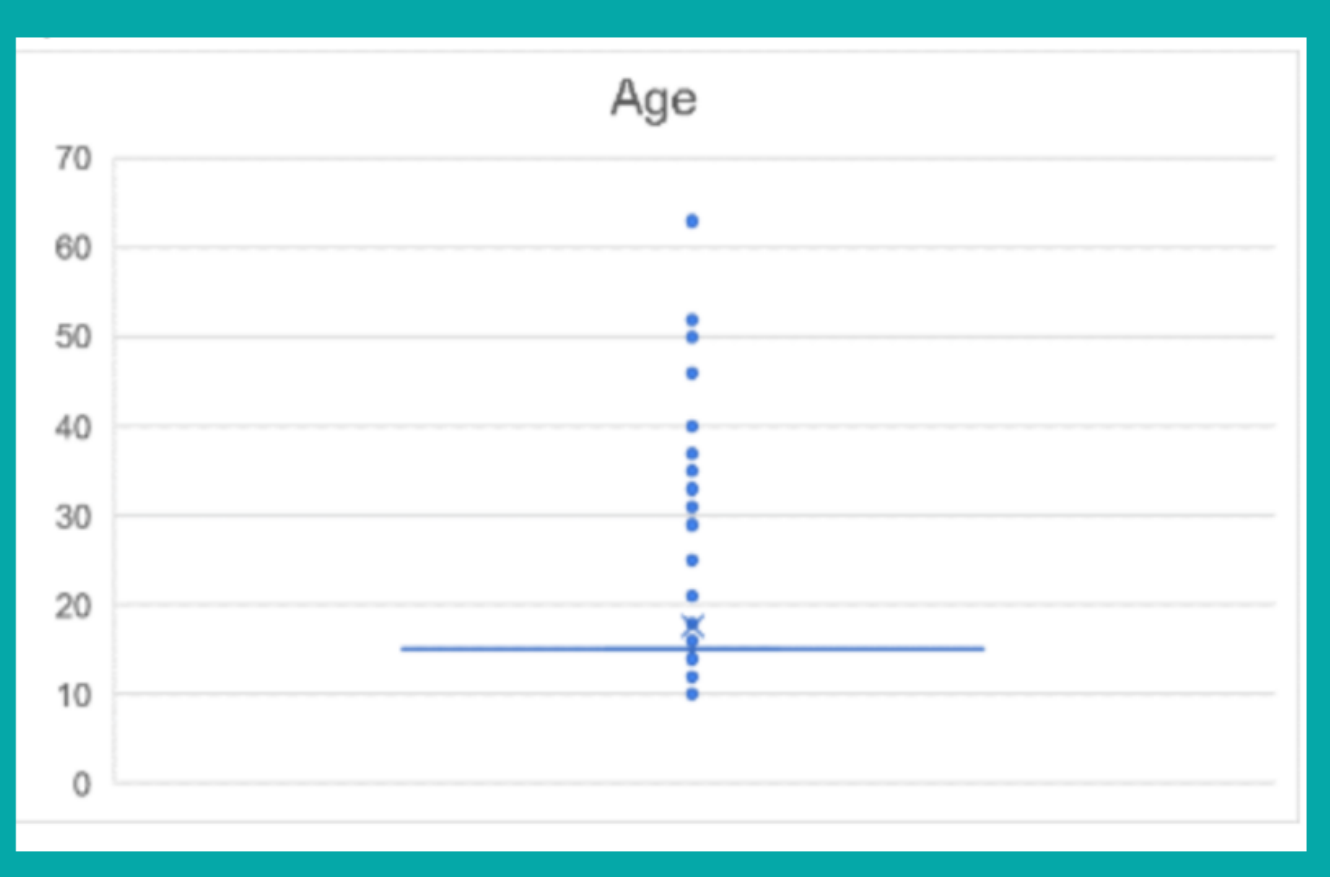
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AGE OF RESPONDENTS



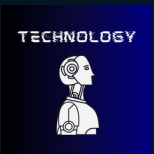
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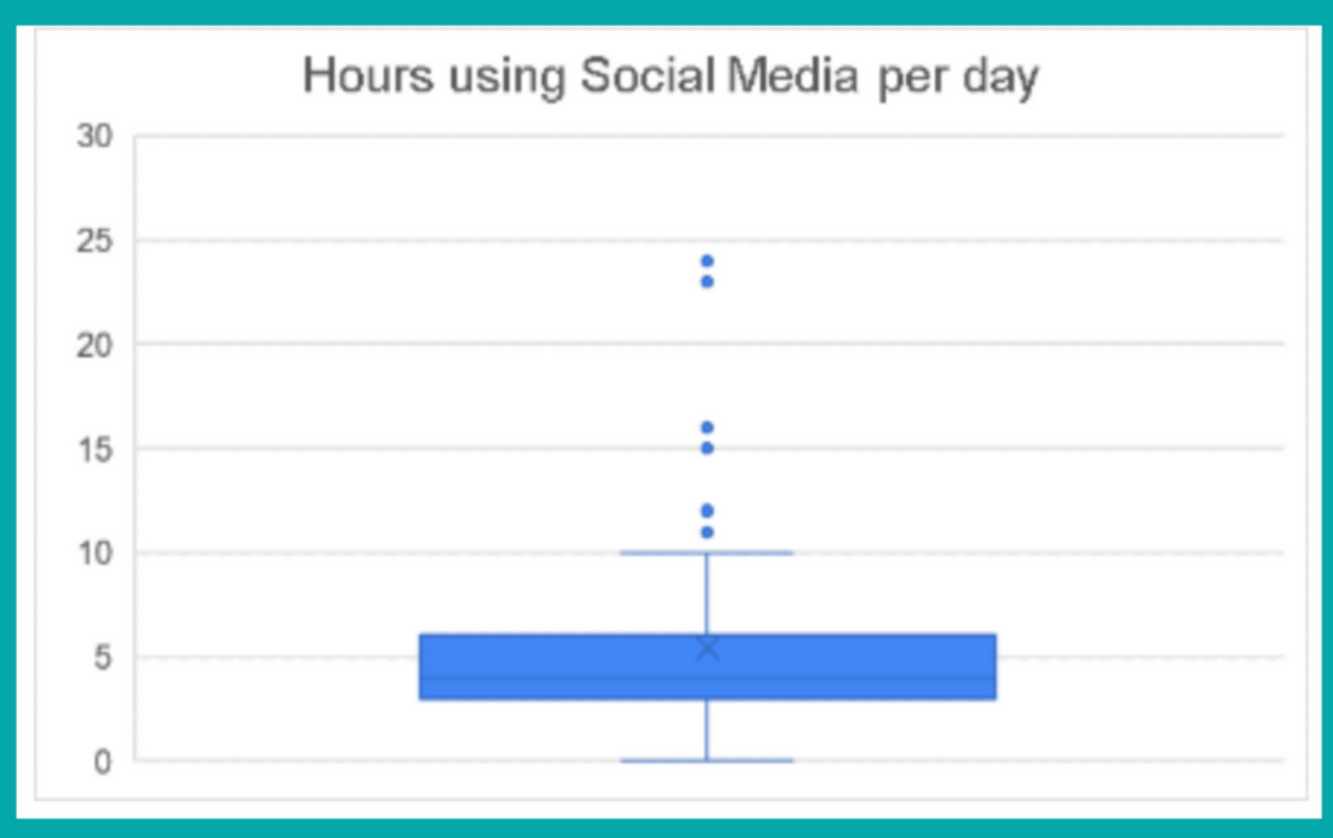
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TIME SPENT ON SOCIAL MEDIA



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