**CSG1132**

**Communicating in an IT Environment**

**Assignment 2**

**Research Paper:**

**Facebook User Psychology**

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## 1.0 Abstract

Use this section to:

* Describe the topic (in one sentence).
* State the questions/problems/ thesis statements that motivated your investigation in the selected topic area(s).
* Identify the evidence used in overview (original data and publication).
* Summarise the problem solving approach
* State the main findings/conclusion.

## 2.0 Introduction

Use this section to:

* Introduce the theme area(s) selected for the study
* Explain the importance of the area(s) in applied research on Facebook user psychology and personal use of social media

## See the framework for further guidance on content.

## 3.0 Discussion

This section consists of your literature review from Assignment 1b with any adjustments required for incorporation into Assignment 2. See the framework for further information.

## 4.0 Research questions and thesis statements

Use this section for the questions and/or thesis statements you will be investigating with the dataset. For examples of questions and thesis statements can be found in the Assignment Two Description in the Assessments area.

## 5.0 Data analysis and interpretation

Use this section for your analysis of the Facebook data and interpretation of analysis outcomes. This section will contain:

* An analysis of the data using the methods and techniques of descriptive and inferential methods described in learning schedule modules 8 & 9 including:
  + Metrics describing central tendency and distribution (mean, median, mode, standard deviation, skew and kurtosis
  + Frequency histograms
  + Charts (e.g. scatter plots)
  + Results from data screening (e.g. normally distributed data?)
  + Results of correlation and independent samples testing
  + Any other analysis required to test statements or answer research questions
* Your interpretation of what you found taking into account the findings of other researchers and results from data analysis

See the framework for further guidance on content.

## 6.0 Conclusion

Your conclusions from the investigation including any qualifications or suggestions of limitations to your findings and/or conclusions.

## 7.0 References