Report Writing – Sample

A Comparison of Social Network Penetration between Hong Kong and the United States

- Use a noun phrase as a title.

Introduction

The development of the internet and smartphones have changed the way people communicate with others and led to the emergence and popularity of social networking platforms such as Facebook, Whatsapp, and Twitter. Social networking is now an essential part of life for many people around the world. Through knowing the usage of social networking platforms in different places, engineers and entrepreneurs can have better strategic planning on expanding the functions and business of their own platform. This report compares the penetration of some major social networks in Hong Kong and that in the United States.

- Use headings to clearly label different sections of the report
- Introduce the topic to the readers.

- Explain the significance of the information in this report.

- Directly point out the focus of this report.

Results

Figure 1 and Figure 2 show the penetration of leading social networks in Hong Kong and in the United States respectively as of the third quarter of 2017. Facebook, WhatsApp and YouTube, the top three social networks in Hong Kong, were used by about three quarters of the population. In the United States, Youtube claimed the top spot with a 73% penetration rate, narrowly exceeding the penetration rate of Facebook by 1%, but WhatsApp was not even considered to be a leading social network. Around half of the Americans used Facebook Messenger to connect with others, whereas Facebook Messenger, Instagram and WeChat were equally popular in Hong Kong, used by around 45% of the population. Only four in ten Americans used Instagram in their life, and about one-third of Americans used Twitter and Pinterest. Twitter was much less popular among Hong Kongers as it was used by only one-fifth of the citizens. While a quarter of Americans were Snapchat users, Hong Kongers were not familiar with it and a similar proportion of Hong Kongers used LINE instead. There were some supporters of GooglePlus, LinkedIn and Skype in both places. The penetration rates of these three networking platforms ranged from 16% to 32% in Hong Kong and from 18% to 24% in the United States respectively.

- Refer the readers to the graphs and tell them what the graphs are about.

- Describe some important data in the two graphs.

- Draw the readers' attention to the similarities and differences between the two graphs.

Discussion As shown in the two figures, people in different places have some different preferences for social networking platforms. WeChat and LINE are more popular in Hong Kong as these platforms were developed by Asian countries such as China and Japan. According to Yuan (2018), WeChat is one of the dominant social media in Mainland China. In order to communicate with Mainland Chinese friends or business partners, Hong Kongers would use WeChat. LINE is more popular among young Hong Kongers due to the cute stickers and successful marketing campaigns (Ng, 2018). Contrarily, Pinterest mainly caters for English users as it could not support other languages. This may explain its lack of popularity in Hong Kong. The fact that Facebook and Youtube could reach a large population in both places may also be related to their multilingual support in addition to their successful business models.	• Highlight one point from the Results Section. • Propose possible explanations. • Cite relevant sources. • Refer to two other points in the Results Section. • Propose possible explanations.
Conclusion The periodic research on the penetration of social networks in different places has revealed the key players and the fast growing force in the social media world. It is highly likely that Facebook and Youtube will maintain their dominance in both Hong Kong and the United States in the next few years. If platforms like Pinterest want to enter the Asian market, they should learn from the success of Facebook and Youtube and provide multilingual support in the future.	• End the report naturally by echoing some points mentioned before. • Give a prediction and a recommendation.
References Ng, B. (2018, March 6). *LINE aims big with news aggregation service in HK*. EJ Insight. https://www.ejinsight.com/eji/article/id/1781379/20180306-LINE-aims-big-with-news-aggregation-service-in-HK Yuan, R. (2018, November 19). Know your Chinese social media. *The New York Times*. https://www.nytimes.com/2018/11/19/fashion/china-social-media-weibo-wechat.html	• Provide details of reference sources in APA style.