Under 30% = false

Over 40% = true

Female + Male Multipliers

Are you a male or female?

What is your GPA?

* >=3.5 0
* 3.00-3.49 1
* 2.5-2.99 2
* <2.5 3

1.I want to use social media to connect with friends and family.

* True
  + Facebook++
  + Instagram++
  + Twitter+=2 if female or Twitter++ if male
* False
  + Blogs
  + Google+
  + LinkedIn
  + MySpace
  + Pinterest
  + Youtube

2. I want to use social media to help me stay informed on current news

* True
  + Facebook
  + Twitter
* False
  + Blogs
  + Google+
  + Instagram
  + LinkedIn
  + Myspace
  + Pinterest
  + Youtube

3. I want to use social media to serve as a professional resource

* True
  + LinkedIn
* False
  + Blogs
  + Facebook
  + Google+
  + Instagram
  + MySpace
  + Pinterest
  + Twitter
  + Youtube

4. I want to use social media as a source of personal entertainment

* True
  + Facebook
  + Instagram (2x female)
  + Pinterest (2x female) (2x >=3.5)
  + Twitter
  + Youtube (2x female)
* False
  + Blogs
  + Google+
  + LinkedIn
  + MySpace

5. I want to use this social media site as a site I visit daily

* True
  + Facebook
  + Twitter(Female 2x)
* False
  + Blogs
  + Google+
  + LinkedIn
  + MySpace
  + Pinterest

6. I want a place to voice my opinion over social media

* True
  + Facebook
  + Twitter
* False
  + Google+
  + Instagram
  + LinkedIn
  + MySpace
  + Pinterest
  + Youtube

7. Is privacy of your personal information a concern for you?

* True
  + Blogs
  + Google+
  + Instagram
  + linkedIn
  + MySpace
  + Pinterest
  + Youtube
* False
  + Facebook (2x >=3.5)

8. I want my social media to provide information about products and brands.

* True
  + Facebook
* False
  + Blogs
  + Google+
  + Instagram
  + LinkedIn
  + MySpace

9. Do you want to use a social media site that distracts you from things you need to get done?

* True
  + Facebook
  + Twitter
  + Youtube(2x male)
* False
  + Blogs
  + Google+
  + LinkedIn
  + MySpace

10. Do you want your social media site to be a waste of time?

* True
  + MySpace
* False
  + Blogs
  + Facebook
  + Google+
  + Instagram
  + LinkedIn
  + Pinterest
  + Twitter
  + Youtube

11. I want a social media site that allows me to see what other people are thinking.

* True
  + Facebook
  + Twitter
* False
  + Google+
  + Instagram
  + LinkedIn
  + MySpace
  + Pinterest
  + YouTube

12. I want a social media site that helps me make money.

* True
  + LinkedIn
  + YouTube
* False
  + Instagram
  + MySpace
  + Pinterest

13. I want to feel like I am part of a social media community.

* True
  + Facebook
  + Twitter
* False
  + Blogs
  + Google+
  + Instagram
  + LinkedIn
  + MySpace
  + Pinterest
  + Youtube

14. I want my social media site to allow me to share my experiences

* True
  + Facebook
  + Instagram (2x female)
  + Twitter (2x female)
* False
  + Blogs
  + Google+
  + LinkedIn
  + MySpace
  + Pinterest

15. I want my social media site to keep me up to date with current trends.

* True
  + Facebook(2x male)
  + Twitter
* False
  + Blogs
  + Google+
  + Instagram
  + LinkedIn
  + MySpace
  + YouTube

16. I want a social media site that allows me to easily search for information

* True
  + Google+(2x female)
  + YouTube (2x >=3.5)(2x<2.5)
* False
  + Blogs
  + Instagram
  + LinkedIn
  + MySpace
  + Pinterest
  + Twitter

17I want a social media site that is a place to share content with others.

* True
  + Facebook (-- if GPA 3.00-3.49)
  + Instagram(2x female)
  + Pinterest(2x female)
  + Twitter (2x <2.5)
  + Youtube(2x male)
* False
  + Google+
  + LinkedIn
  + MySpace

18How long do you plan to use this social media site?( Possibly use gender difference data here)

* <6 months
  + Instagram
* 6 months-<year
  + Twitter
* 1-2 years
  + MySpace
* 5 years or more
  + Facebook
  + YouTube

19At what frequency do you want to use social media?

* Less than once a month
  + MySpace
* Several times a month
  + Google+
  + LinkedIn
* Once a week
  + Blogs
* Several times a week
  + Pinterest
  + Youtube
* More than once a day
  + Pinterest (if GPA 3-4 pinterest here and – several times a week pinterest)
  + Twitter
  + Facebook(>3.5 --)
  + Instagram