Social media is probably one of the most popular media platform among the world, even the Hong Kong observatory employ people to manage their social media accounts. What are the purpose or reason behind that people like to use social media?

First, acquire new information. According to Go-Global and the results from our questionnaire, facebook is the most frequently used social media platform. The main purpose of facebook is to update our information by checking on the「wall」, this can also be supported by 56.7% of our respondent indicates that browse public affair news is one of the main purpose that they are using social media. These new information included a lot of different categories such as shopping information, new products, public issues, friends status and sports... Depending on the personal interest.

Second, communicate. In the modern society, we rarely make calls when it is not urgent. Instant messaging is one of the most popular features among all the social media platform. One of the most significant platform is whatsapp, facebook also has instant messaging features. Instant messaging become our main way to communicate especially for youngsters. From the results of our individual interview and questionnaires, we can see that the respondents treat the social media as their main way to communicate with their friends.

Apart from these two reasons, using social media platform can significantly reduced the distance between the user and their friends. As from the results of our questionnaire, more than 80% of the respondents states that their main purpose of using social medias like facebook and whatsapp is to view the status of their friends. Without using social media, it is difficult for us to catch up with what our friends are doing.

Also, when making new friends, people tend to be communicating using the social media before seeing each other. They would like to have some chats first instead of having a gathering.

To be concluded, we can say that staying close to friends is the main purpose that people now are using the social media. They rely on these platforms to update the status of their friends instead of having a gathering. Besides that, having new information will be the main purpose but the categories of the new information change depending on the personal interest. Some of them will be shopping information and some of them will be about public affairs.