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Procedure of Formative Study

The survey was posted in various University of Toronto student groups across Facebook including, but not limited to groups such as University of Toronto Computer Science (https://www.facebook.com/groups/utm.cs/) and Accepted University of Toronto Class of 2021 (https://www.facebook.com/groups/1501663553473497/). The consent form preceded the survey (https://www.surveymonkey.com/r/8C6LSBL).

Results from My Formative Study

8 responses were collected. All participants were current students from the University of Toronto. Of the 8 participants, only 3 were part of a student club at U of T. Of these, only 2 answered the question pertaining to their clubs. Both responded that they became involved in their respective communities at least partially because of the clubs fair held by UTSU at the start of an academic year as part of the student orientation program.

Both participants responded saying they felt positive effects from being involved in their respective communities with one reporting a positive impact on work ethic and the other, an overall improvement in their quality of life. In hindsight though, the question may have been worded incorrectly and warranted these kind of responses from the participants.

When asked about how they felt about their experience of being able to find student they identify with at the University of Toronto, most participants responded with having a great experience. Out of the 7 participants who responded to this question, only 2 felt they've had a terrible time finding other students. At an initial glance, while this may appear to say that there is no need for a solution in the problem space, 75% of the total participants responded saying that they would be interested in finding people who either share similar courses\academic interests or are interested in the same local events as them. Also, all participants always had either their mobile device or their laptop at almost all times.
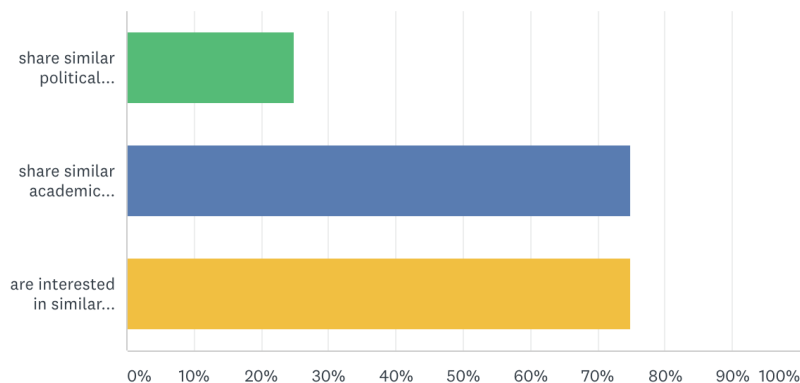
2 participants brought up concerns they have with the current system: One strongly felt that finding communities at the University of Toronto was a cumbersome task and another felt that there was a strong racial disparity in the number of African Canadians in communities at the university.

Results from Industry Reports

Because of the massive growth in the dating industry in the recent years, the industry reports available for the online dating industry were extensive. The industry's growth especially among young adults (18-24) is an undisputable fact, such as claims by this report from the Pew Research Centre that claims there has been an almost threefold increase in the number of young adults using on line dating since 2013 and claimed "41% of Americans know someone who uses online dating; 29% know someone who has met a spouse or long-term partner via online dating"[1]

And while other community making application exist such as Platook(https://patook.com/) for making platonic friends, because they are more novel, not much data in terms of industry reports can be found on them.

Synthesizing Results from user research, formative study and industry reports

From my User Research, I found out about opportunistic Mobile Social Networks. I wanted to look at whether they could be applied to my problem space.

From the research study I conducted, I found out that while participants seemed relatively happy with their experience with finding communities at the university (with the exception of one outlier), participants did report positive effects that their involvement has had and 75% of participants were interested in finding communities of people with who they shared academic interests or communities of people with who they shared an interest in similar kind of local events. This was one of the key applications presented in the research article I analysed, Enhancing spontaneous interaction in opportunistic mobile social networks[2].

My Industry reports backed my assumption that people are actively trying to find communities and are increasingly using tools such as apps to find them.

Limitations and criticism of formative study

If given the chance, I would modify the question, "How do you think your involvement has impacted your life?" because it may have been a leading question and may have lead to responses describing positive impacts where the participant may have instead given a response of 'no impact' if given the choice. The survey was posted in various groups across Facebook, and so the audience it reached was the sub-group of university students already in these groups and willing to fill out this survey. Moreover, the total number of participants was very limited due to the time constraints of this research. Any conclusions reached from this study may not be generalizable to a much larger degree.

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[1] [1]"15% of American adults use online dating sites or mobile apps", *Pew Research Center: Internet, Science & Tech*, 2019. [Online]. Available: http://www.pewinternet.org/2016/02/11/15-percent-of-american-adults-have-used-online-dating-sites-or-mobile-dating-apps/. [Accessed: 26- Jan- 2019].

[2] B. Guo, D. Zhang, Z. Yu, X. Zhou and Z. Zhou, "Enhancing spontaneous interaction in opportunistic mobile social networks", Communications in Mobile Computing, vol. 1, no. 1, p. 6, 2012. Available: https://muxjournal.springeropen.com/articles/10.1186/2192-1121-1-6. [Accessed 19 January 2019].

Appendix: Results from Survey

Communities at University of Toronto

💬 0

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → **ANALYZE RESULTS** → PRESENT RESULTS NEW!

CURRENT VIEW ❓ ⌃

+ FILTER   **+ COMPARE**   **+ SHOW**

No rules applied ❓

Rules allow you to **FILTER**, **COMPARE** and **SHOW** results to see trends and patterns.

Learn more »

SAVED VIEWS (1) ❓ ⌄

EXPORTS ❓ ⌃

PAID FEATURE
Export your survey data in .PDF, .XLS, .CSV, .PPTX, or SPSS format.

UPGRADE   Learn more »

SHARED DATA ❓ ⌄

RESPONDENTS: 8 of 8

SAVE AS ▾

QUESTION SUMMARIES   DATA TRENDS   INDIVIDUAL RESPONSES

All Pages ▾

Page 1: Welcome to My Survey.

Q1   Customize   Save As ▾

Do you agree with the conditions as laid out on this page?

Answered: 8   Skipped: 0

ANSWER CHOICES ▾	RESPONSES ▾	
▾ Agree	100.00%	8

Total Respondents: 8

Page 2

Q2   Customize   Save As ▾

Before you continue, have you been through the consent form

Answered: 8   Skipped: 0

ANSWER CHOICES ▾	RESPONSES ▾	
▾ Yes	100.00%	8
▾ No	0.00%	0
TOTAL		8

Q3   Customize   Save As ▾

Are you a current or past student at the University of Toronto

Answered: 8   Skipped: 0
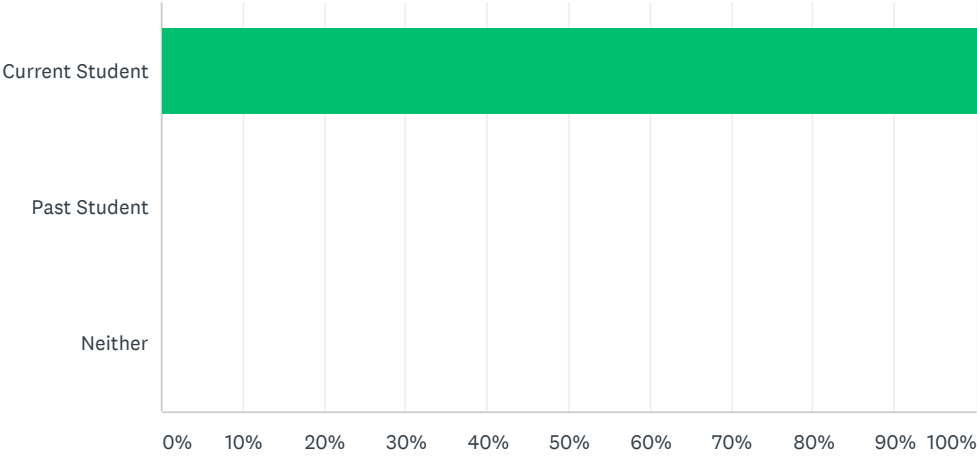
ANSWER CHOICES	RESPONSES	
Current Student	100.00%	8
Past Student	0.00%	0
Neither	0.00%	0
TOTAL		8

Q4   Customize   Save As ▼

Are you part of any student club\orgainzation at U of T

Answered: 8   Skipped: 0
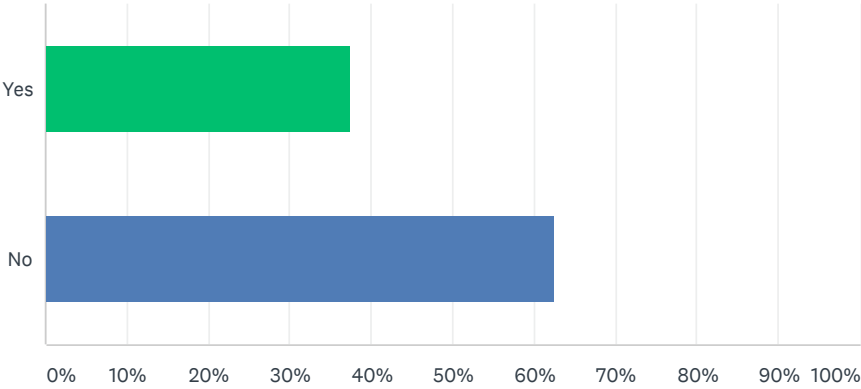
ANSWER CHOICES	RESPONSES	
Yes	37.50%	3
No	62.50%	5
TOTAL		8

Q5   Export ▼

If answered yes to Q3

Answered: 3   Skipped: 5

ANSWER CHOICES	RESPONSES	
What student communities are you a part of?	Responses	100.00%	3

ANSWER CHOICES ▼	RESPONSES ▼

RESPONSES (3)   WORD CLOUD   TAGS

ⓧ

PAID FEATURE
Text Analysis lets you search and tag comments and see word clouds of frequent words and phrases. To get this feature, upgrade to a paid plan.

[UPGRADE]   Learn more »

Add tags ▼   Filter by tag ▼   Search responses 🔍   ❓

Showing **3** responses

☐ n/a

1/25/2019 7:48 PM   View respondent's answers

☐ USMC Mentorship, Women's Health Collective, Cards 4 Humanity

1/25/2019 10:05 AM   View respondent's answers

☐ HOSA

1/25/2019 8:50 AM   View respondent's answers

How did you get involved with these communities?	Responses	66.67%	2

RESPONSES (2)   WORD CLOUD   TAGS

ⓧ

PAID FEATURE
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[UPGRADE]   Learn more »

Add tags ▼   Filter by tag ▼   Search responses 🔍   ❓

Showing **2** responses

☐ I signed up at the clubs fair.

1/25/2019 10:05 AM   View respondent's answers

☐ Career Fair and a Friend

1/25/2019 8:50 AM   View respondent's answers

How do you think your involvement has impacted your life?	Responses	66.67%	2

ANSWER CHOICES ▼	RESPONSES ▼

RESPONSES (2)   WORD CLOUD   TAGS

ⓧ

PAID FEATURE
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[UPGRADE]   Learn more »

Add tags ▼   Filter by tag ▼ | Search responses 🔍 | ❓

Showing **2** responses #

☐ I have gained new skills, made new friends, and learned a lot about myself.

     1/25/2019 10:05 AM   View respondent's answers

☐ Good work eithic

     1/25/2019 8:50 AM   View respondent's answers

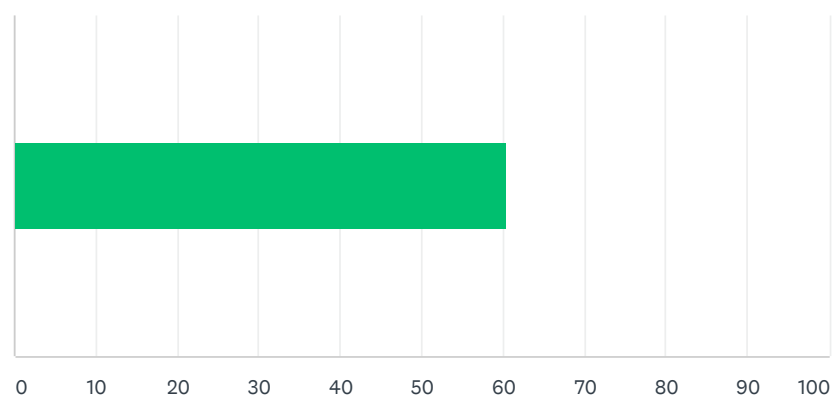**Q6**   [Customize]   [Save As ▼]

How would you rate your overall experience finding people at university you identify with in a certain way?

Answered: 7   Skipped: 1

ANSWER CHOICES ▼	AVERAGE NUMBER ▼	TOTAL NUMBER ▼	RESPONSES ▼
Responses	60	423	7

Total Respondents: 7

ANSWER CHOICES	▼	AVERAGE NUMBER	▼	TOTAL NUMBER	▼	RESPONSES	▼

RESPONSES (7)　　TAGS

ⓧ

PAID FEATURE
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[UPGRADE]　Learn more »

Add tags ▼　　Filter by tag ▼

| Search responses | 🔍 |

❓

Showing **7** responses

☐　73
　　1/25/2019 11:18 PM　　　　　　　　　　　　　　　　　　View respondent's answers

☐　37
　　1/25/2019 8:01 PM　　　　　　　　　　　　　　　　　　View respondent's answers
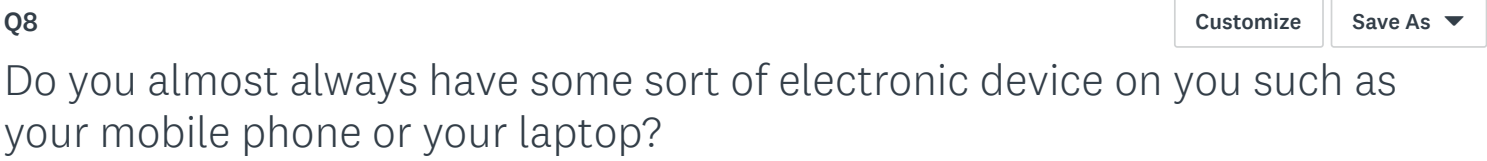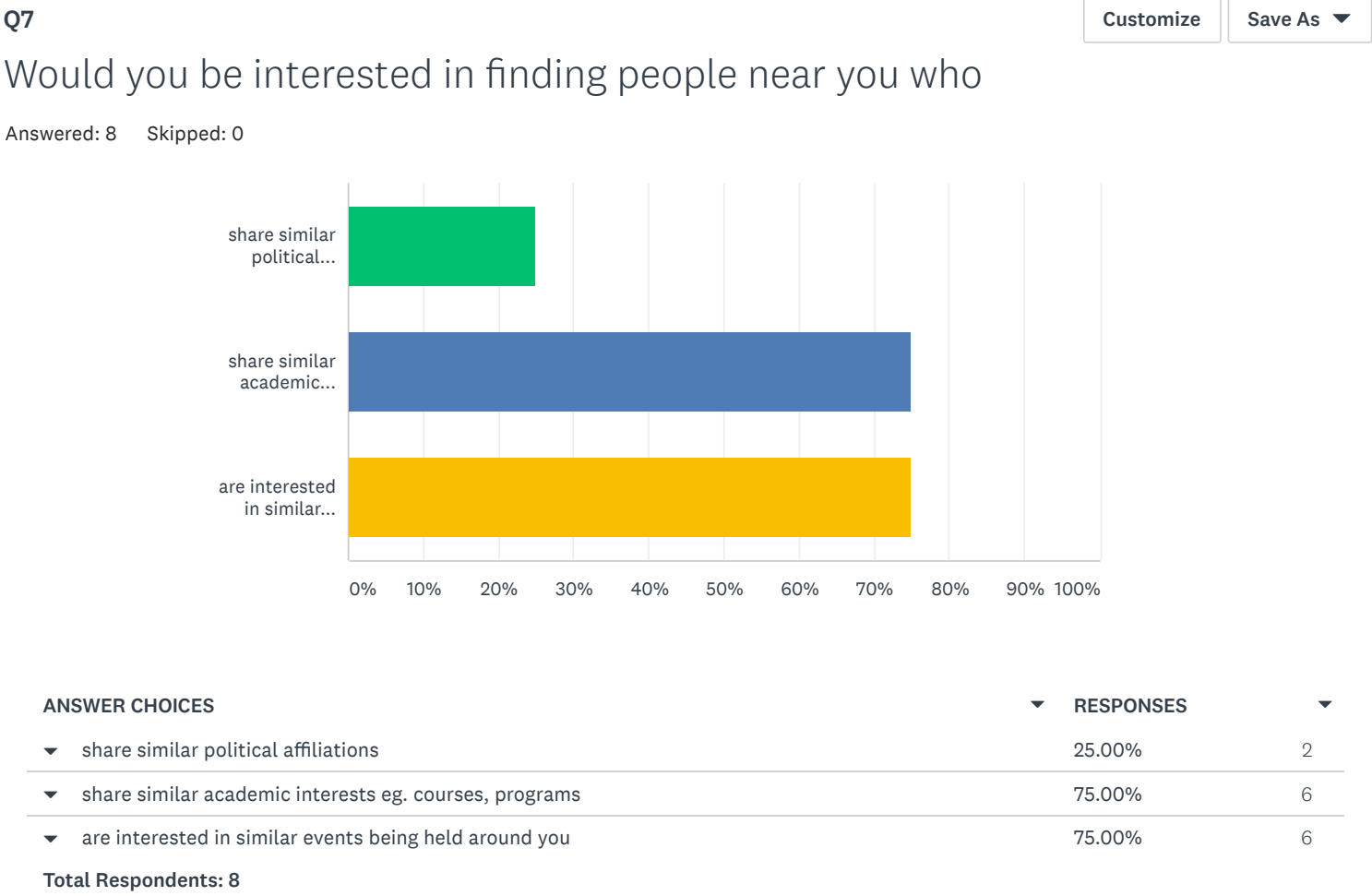
☐　12
　　1/25/2019 7:48 PM　　　　　　　　　　　　　　　　　　View respondent's answers

☐　70
　　1/25/2019 7:46 PM　　　　　　　　　　　　　　　　　　View respondent's answers

☐

Total Respondents: 7

Q7　　　　　　　　　　　　　　　　　　　　　　[Customize]　[Save As ▼]

Would you be interested in finding people near you who

Answered: 8　　Skipped: 0

ANSWER CHOICES	▼	RESPONSES	▼
▼　share similar political affiliations		25.00%	2
▼　share similar academic interests eg. courses, programs		75.00%	6
▼　are interested in similar events being held around you		75.00%	6
Total Respondents: 8			

Q8　　　　　　　　　　　　　　　　　　　　　　[Customize]　[Save As ▼]

Do you almost always have some sort of electronic device on you such as your mobile phone or your laptop?

Answered: 8　　Skipped: 0

⌃

ANSWER CHOICES ▼	RESPONSES	▼
▼ Yes	100.00%	8
▼ No	0.00%	0
TOTAL		8

Q9   Save As ▼

Are there any problems/solutions related to finding communities that you would personally like to highlight? Feel free to use this space for any comments about this survey.

Answered: 3   Skipped: 5

RESPONSES (3)   WORD CLOUD   TAGS

PAID FEATURE   ⊗
Text Analysis lets you search and tag comments and see word clouds of frequent words and phrases. To get this feature, upgrade to a paid plan.

UPGRADE   Learn more »

☐ Apply to Selected ▼   Filter by tag ▼   Search responses 🔍 ❓

Showing **3** responses

☐ Not a lot of black students on campus. It makes people feel uncomfortable, or even sometimes the odd one out.

1/25/2019 7:48 PM   View respondent's answers

☐ You have to actively search to find communities at UofT. The university will not make connections for you. Without putting in the effort, it is very easy to feel isolated at this school.

1/25/2019 10:05 AM   View respondent's answers

☐ Not really

1/25/2019 8:50 AM   View respondent's answers

ENGLISH