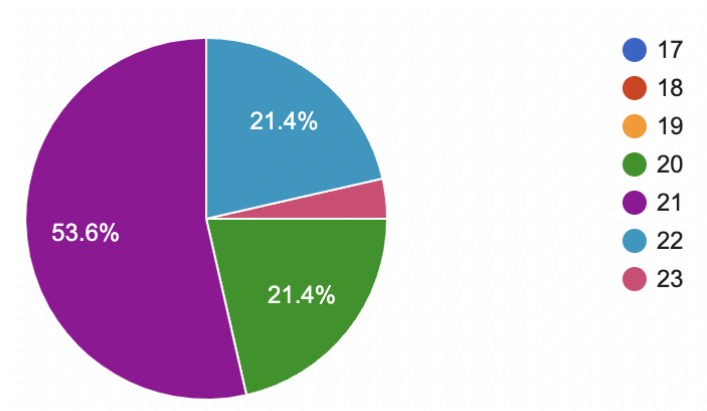
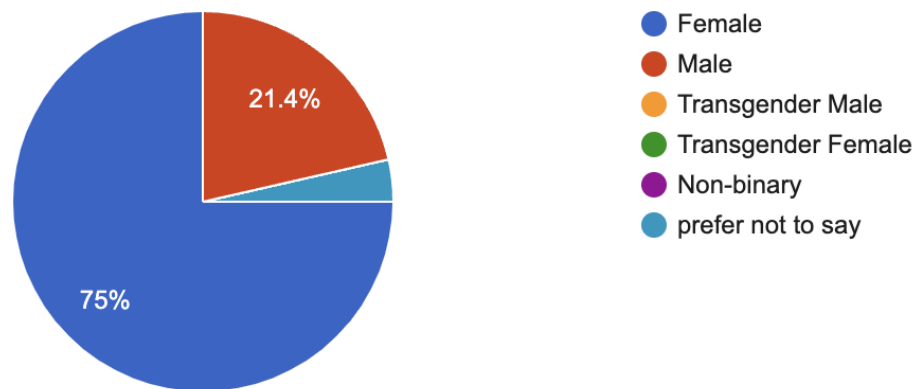


Who

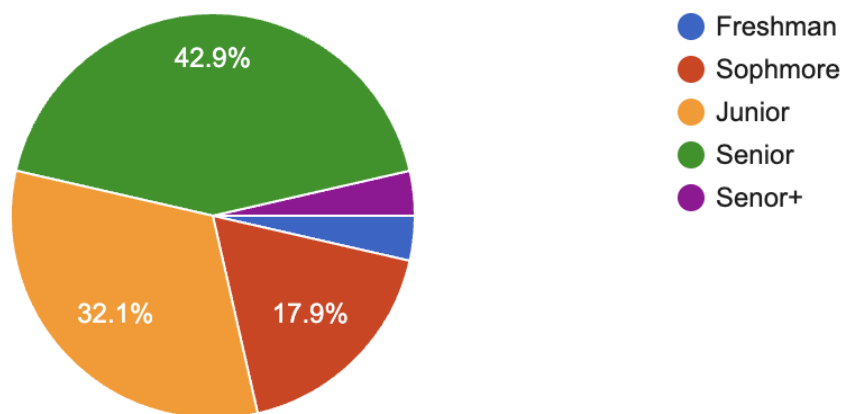
- Age



- Gender

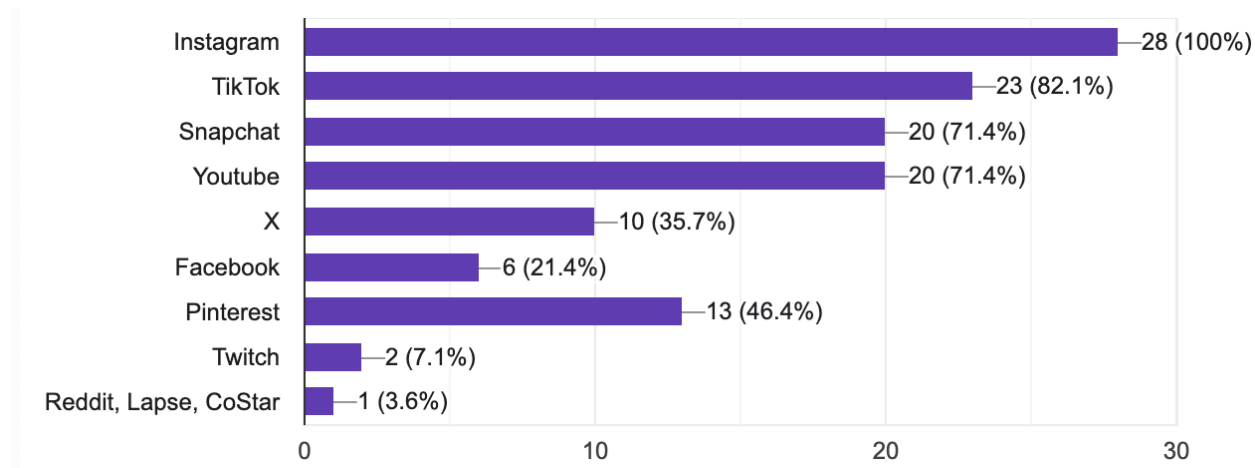


- What year are you



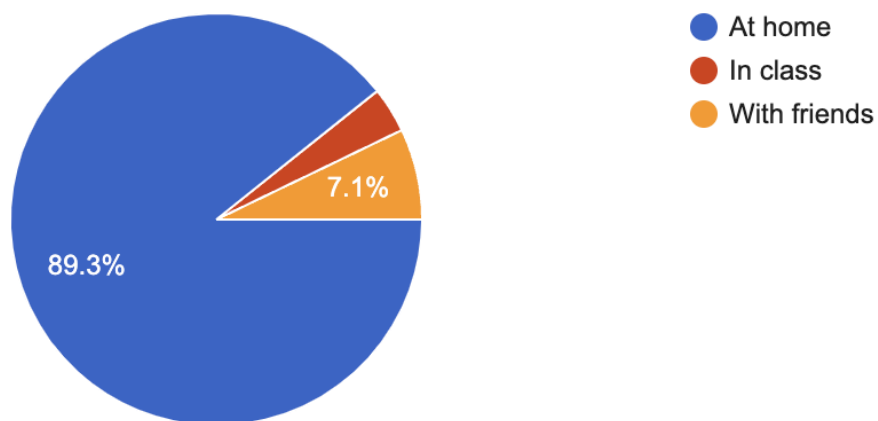
What

- What social media platforms do you use?



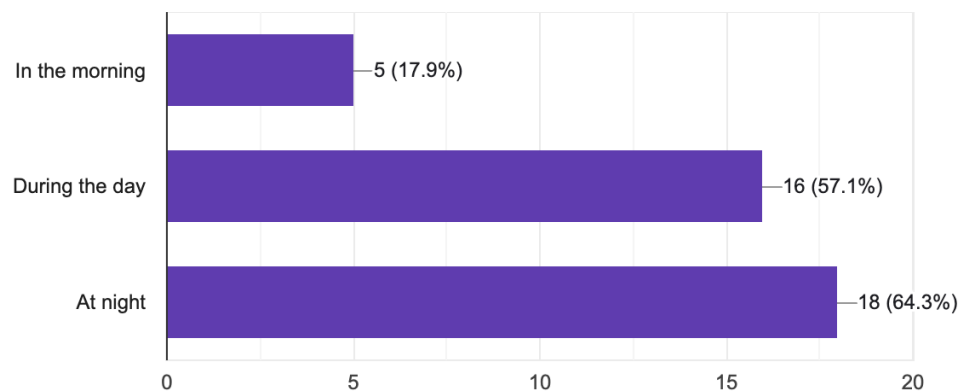
Where

- Where are you most when using social media?



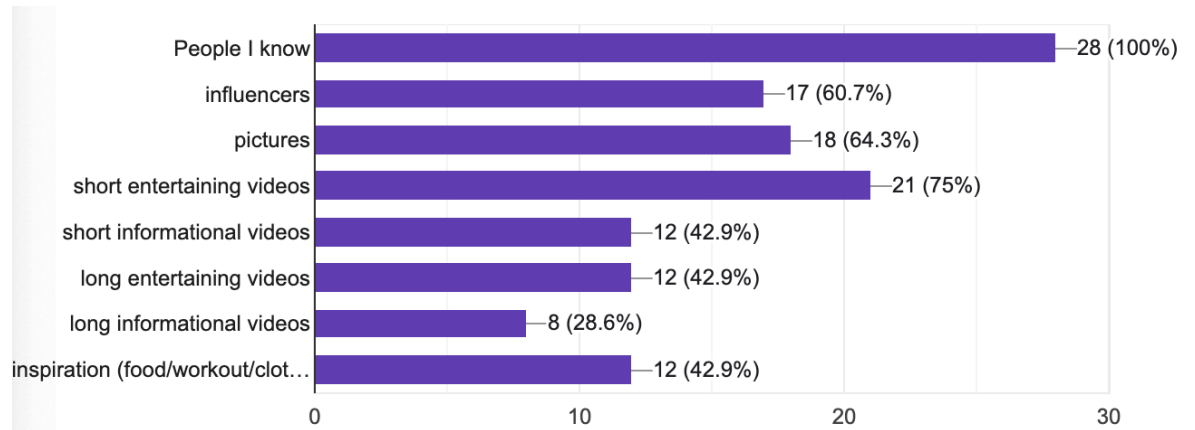
When

- When do you use social media the most?

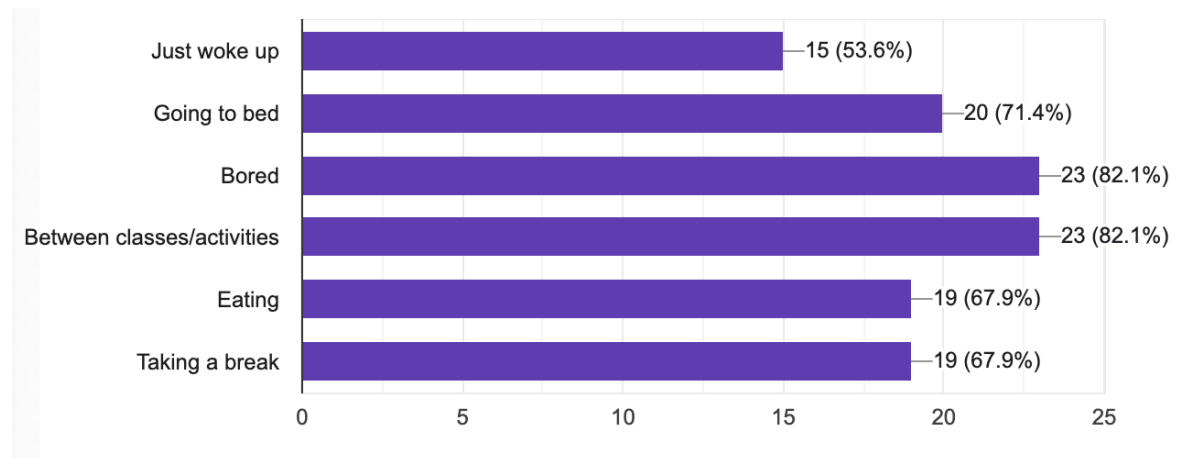


Why

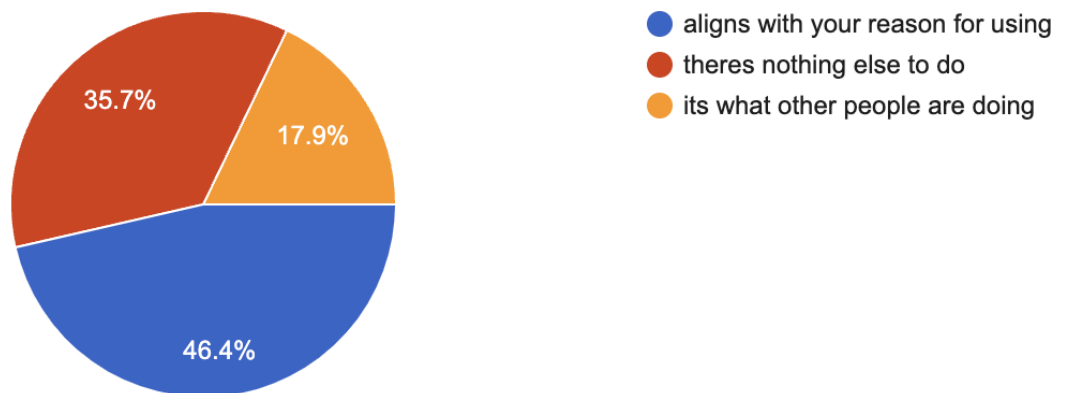
- Why do you use those (social media platforms)? What type of content do you usually want to see?



- Why do you use social media when you do?

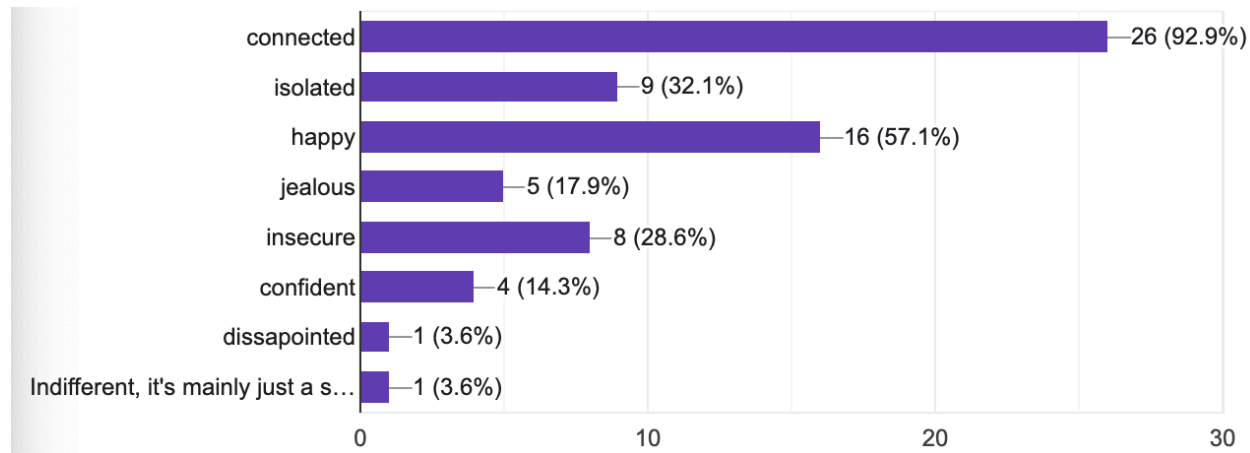


- Why do you use it in that space?

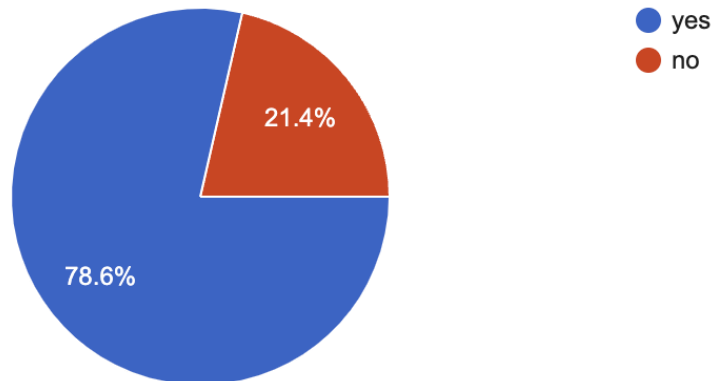


Extra

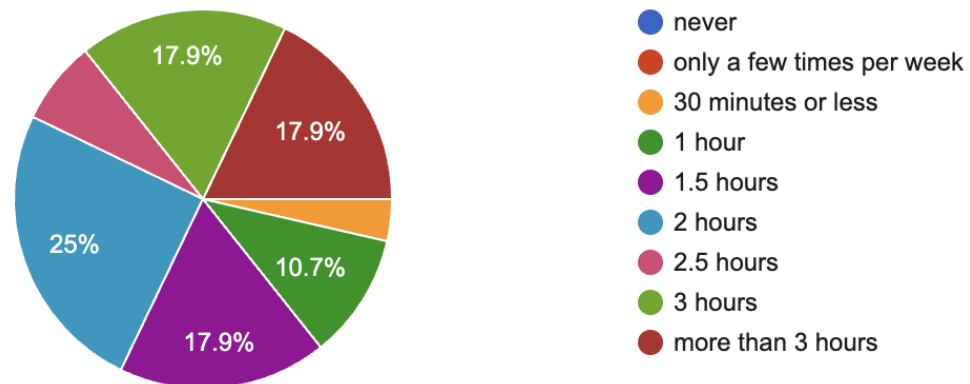
- How does social media make you feel?



- Do you wish you spent less time on it?



- How frequently do you use it each day?



How

I used Google Forms as the platform to host the survey. I only kept the response collection open for about 4 hours because I quickly got the number of responses I needed. I distributed the survey through word-of-mouth— specifically asking my friends to participate. A significant boost in response numbers came when one friend (in a sorority at UGA) shared the survey with her sorority sisters.

As for the data analysis, I used pandas to analyze the data and determine percentage results for each question response. In retrospect, it might have been beneficial to include more 'other' options, as some questions forced the respondents to choose in a way that may not have accurately represented how they felt.

Discussion and Conclusion

Many trends emerged as I began to analyze this data.

- Nearly 80% of people said they wished they spent less time on social media.
- Instagram was the most “popular” social media platform, as 100% of respondents listed it as a platform they use.
- People largely use social media at home and the majority of people use it either during the day or at night.
- Connected and happy were the most commonly reported feelings that social media invoked for responders, however, a non-insignificant number of people listed feeling isolated (32.1%) and insecure (28.6%).