

Survey on usage of Social Media

Thank you for participating in this survey based on the usage of social media. From this survey, I want to know how people use the social media. The information provided in this questionnaire will be used for research purposes only, and by completing the questions you are given your consent for me to use this information throughout the course of my dissertation. It will not be used in a manner which would allow personal identification from your individual responses.

***Required**

1. What social media platform do you use the most? *

Mark only one oval.

- ☐ Facebook
- ☐ Instagram
- ☐ Snapchat
- ☐ LinkedIn
- ☐ WhatsApp
- ☐ Twitter
- ☐ YouTube
- ☐ Others

2. How much time do you spend on social media per day? *

Mark only one oval.

- ☐ less than 30 minutes
- ☐ 30-60 minutes
- ☐ 1 - 2 hours
- ☐ 2-3 hours
- ☐ 3 hours +

3. Do you check social media before you get out of bed? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

4. Is checking social media the last thing you do before going to bed? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

5. What is the main reason why you use social media? *

Mark only one oval.

- ☐ To find the latest news
- ☐ To make new friends
- ☐ To connect and keep in touch with friends and family
- ☐ To share your videos and photos
- ☐ To make professional and business contacts
- ☐ To find employment
- ☐ Inspiration
- ☐ Buying and Selling products
- ☐ Others

6. How often do you post on social media? *

Mark only one oval.

- ☐ Multiple times a day
- ☐ Daily
- ☐ Weekly
- ☐ Every few weeks
- ☐ Every few months
- ☐ Never

7. In a heavily dominated "like" society, would you say that you care about the amount of "likes" you get on your social media content and to the extent of deleting it if the content does not reach a personal satisfaction? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Sometimes, it depends what social media platform

8. Would you say that Social Media Influences and Celebrity Endorsements play a big part in influencing your purchasing decision? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

9. Please select options that applies you. "In a Normal Day, I.. *

Mark only one oval.

- ☐ Keep my phone on me at all times
- ☐ Upload a story on either Snapchat, Instagram or Facebook
- ☐ Check social media a few times an hour
- ☐ Check social media a few times during the day
- ☐ Use my phone for educational purposes, e.g using Google during a lecture
- ☐ Do not check social media at all
- ☐ Sleep with my phone beside me
- ☐ Send numerous texts
- ☐ Check in at a location

10. Do you consider yourself addicted to social media? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

11. How old are you? *

Mark only one oval.

- ☐ Under 18
- ☐ 18-21
- ☐ 22-26
- ☐ 26-30
- ☐ 30+

12. Please select your Gender *

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

13. Please select an option. " I am *

Mark only one oval.

- ☐ Student
- ☐ Working Employee
- ☐ Looking for a Job
- ☐ Other

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