

**Data Collection & Data Quality
Report
On
Usage of Social Media**



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Introduction:

Social media has become invaluable tools in education, marketing and communication for many people. Now a day's social media plays an important role in everyone's day to day life. It is often easier and more convenient to access information, provide information and communicate through social media. The main purpose of this research paper is to know how people would be using social media in their day to day life activities and to find out how much time they spend on the social media.

Background Study:

The use of social media has grown exponentially to extent of engaging close to one third of the world's population as of in January 2016. According to social media statistics it has been reported an average increase of 10% in total number of users annually. The growth is facilitated by the number of active users on the social media sites, especially the most popular Facebook, Instagram, Twitter and LinkedIn. As of march 2016 and on average, Facebook had more than 1.09 billion daily active users, Instagram had more than 400 million monthly active users. As for gender differences, more women on the average spend 46 min per day on social media compared to 31 min by the men [1].

Methodology:

Research Design:

In this section, I am talking about my research architecture of which I am going to investigate the objective of the research. The aim of my survey is to find out the following:

1. I would like to investigate, how much time would people spending on the social media.
2. Want to know how people would be using social media (Reasons).

Independent Variables:

The following questions in my survey are been considered as the independent variables.

- Social Media Platform
 - Facebook
 - Instagram
 - Snapchat
 - LinkedIn
 - WhatsApp
 - Twitter
 - YouTube
 - Others

The above question collects the main social media platform which the use a lot.

- Checking Social Media before get out of bed
 - Yes
 - No
 - Maybe
- Checking Social Media before going of bed
 - Yes
 - No
 - Maybe

The above two questions collect the information of the user whether they would be using the social media before going to bed and before waking up from the bed.

- Reasons for using social media (Nominal Data)
 - 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
 - Inspiration
 - Buying and selling products
 - Others

The above question collects how people would be using the social media and their main activities on the social media.

- How often you post on social media (Ordinal Data)
 - Multiple times in a day
 - Daily
 - Weekly
 - Every few weeks
 - Every few months
 - Never

The above questions collect information of the user like how often they would be posting something on the social media.

- Normal day on social media (Nominal Data)
 - 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 a 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

The above question collects the information of user how they would be reacting or using social media on a normal day of life.

- Age (Interval Data)

- Under 18
- 18-21
- 22-26
- 26-30
- 30+
- Gender
 - Female
 - Male
 - Prefer not to say
- Profession
 - Student
 - Working employee
 - Looking for a job
 - Other

The above three questions collect the age, gender and profession of the user

Explanatory Variable:

- Time spend on social media per day
 - Less than 30 minutes
 - 30-60 minutes
 - 1 - 2 hours
 - 2 – 3 hours
 - 3+ hours

The above question collects the information of the user time spent on the social media.

Dependent Variable:

- Deleting a post if it does not reach a personal satisfaction
 - Yes
 - No
 - Sometimes, it depends what social media platform

The above question would be asking the user whether they would be deleting their post in dissatisfaction if the post has not received enough likes which they have expected.

- Influenced by celebrity endorsements for purchasing decisions
 - Yes
 - No
 - Maybe

The above question would be asking the user would they buy the products which have been endorsed by their favorite celebrities.

- Considering yourself addicted to social media
 - Yes
 - No
 - Maybe

The above question would be asking the user whether they have been addicted to social media in their perspective.

How Research was done:

Research Method: Social media research is the process of analyzing data of people on how would they being reacted to social media. For this research method taking everything into consideration, I have selected specific type of questions which would be relating to my research. Each question is designed to be easy, understanding and answerable. For this to perform I have chosen Questionnaire and published it into a google form. I have chosen questionnaire because it is a good way to obtain information from a large number of people as people may not have a time to attend an interview or take part in experiments. And the participants can state their views privately without worrying about the possible reaction of the researcher. The online survey contains the questionnaire, guidelines and terms & conditions, so by submitting the form the person agrees to mentioned regulations. In addition, the questionnaire contains of 13 questions and the questionnaire is prepared in multiple-choice manner where the person would be selecting the best choice which would be related to their personality.

Sampling:

When we are in a group, each one would be having a different point of view on certain areas based on their background. Consider making a questionnaire by addressing an issue involving the decisions that need to be taken. It is certain that there is a need of a sample group to be taken from the organization for taking that decision to solve the issue. The need to sample is one that is almost invariably encountered in quantitative research. In order to generalize your findings from your sample to the population from which it was selected, the sample must be comprehensive.

From my research, I have chosen to have random sampling. Every time in a population it has an equal probability of being chosen. It has the furthest removed from any potential bias because there is no human judgement involved in the selecting the sample. For example, a random sample may include choosing the names of 25 employees out of a hat in a company of 250 employees. The population is 250 and the sample is random because each employee has an equal chance of being chosen.

Selecting of my sample has done through the online communication, I have chosen a specific group in my social media contact list where there are people mixed of ages and genders who are been active in that group. The group has a nearly 60 people in total. I have shared my survey with them and for the first attempt I have nearly received 30 responses which I considered as a great start. After some couple of days, I request to submit the survey who have not participated

and nearly received 10 responses. So I consider, I have approached my subjects twice and received 40 responses and 20 have not shown interest to participate. So the response rate is 66%.

Data Analysis:

I have chosen to perform Descriptive analysis. Descriptive analysis is important for conducting statistical analysis. It will be giving an idea of distribution of the data, helps you to detect outliers and types and enable you identify associations among variables. The descriptive analyses are neither difficult or time consuming, if done systematically. The descriptive analyses are divided into two types:

1. Descriptive analysis of each individual variable
2. Descriptive analysis for combinations of variables.

The analysis main focus is to find out how people would be using social media and how people would be considering social media as their part of the life.

I have chosen Bar Chart as my method for data analysis. As the bar chart would be providing the heights of the columns and reflect their differences. I have chosen Excel and Python as my data analysis tools where I have performed specific tasks and obtain the results.

As a step wise, firstly, I have downloaded the CSV file from the google form and loaded it into my interface using python pandas. I have renamed my column names as the column names would be indicating my questions for the better and easy understanding, I have renamed my column names. For my analysis, I have chosen all the members who have been filled the questionnaire as the responses, I have received are nearly equally distributed on the gender and profession.

Results:

Our goal is to find out how people would be using the social media and time spend on social media.

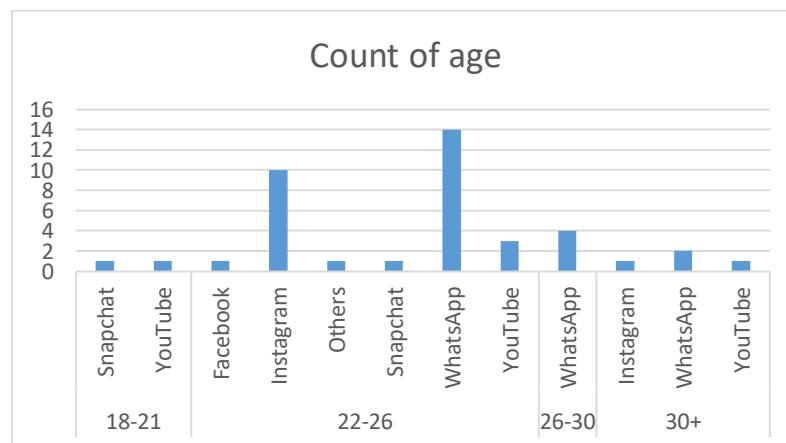


Fig 1: Apps used according to Age.

From the above chart we can see easily that people from age 22-26 use mostly WhatsApp and Instagram as the primary source of social media. And people above 26 would be using mostly WhatsApp as their primary source of social media.

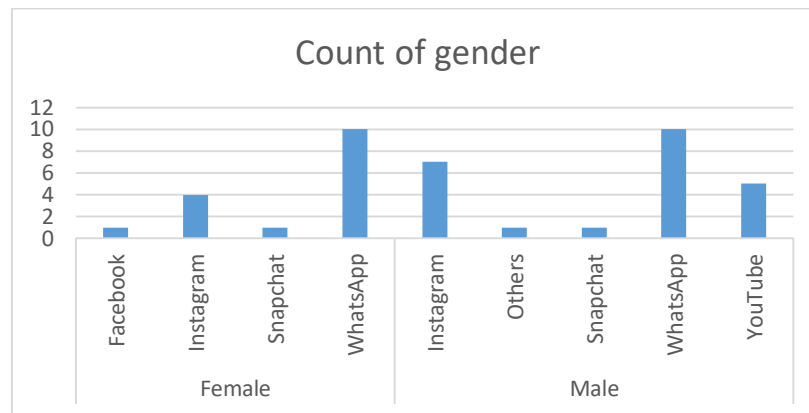


Fig 2: Frequent apps used based on Gender

From the fig 2 we can see that Male would be using mostly WhatsApp, Instagram and YouTube frequently and Female would be choosing more of WhatsApp and Instagram.

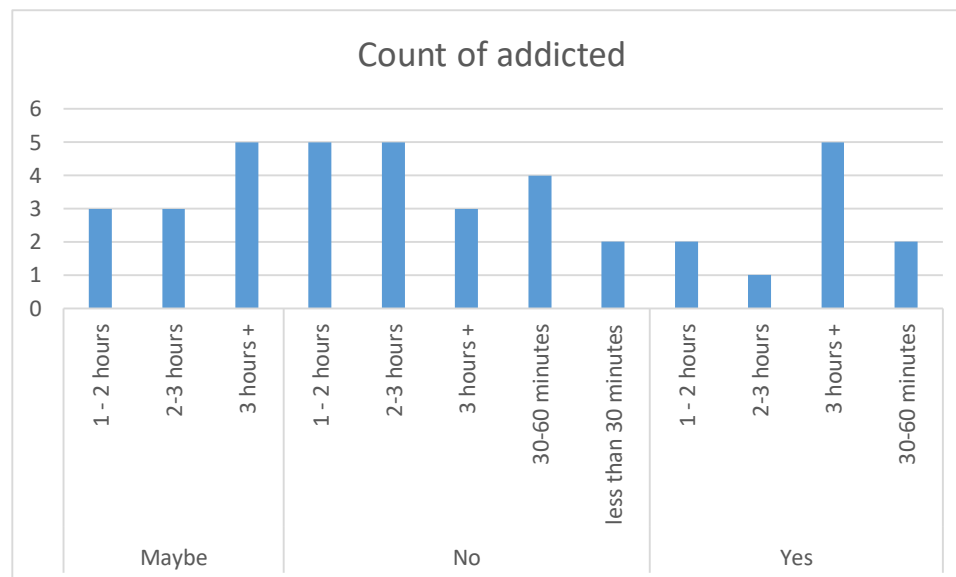


Fig 3: Addicted to social media based on Time Spent

The fig 3 explains the time spent on the social media by different types of people on the scale of how people would be thinking themselves on addicted to the social media. And we can clearly see that people using social media more than 2 hours felt they have not been addicted to social media which would be rising some concerns, while people using less than 60 minutes felt they have been addicted to social media.

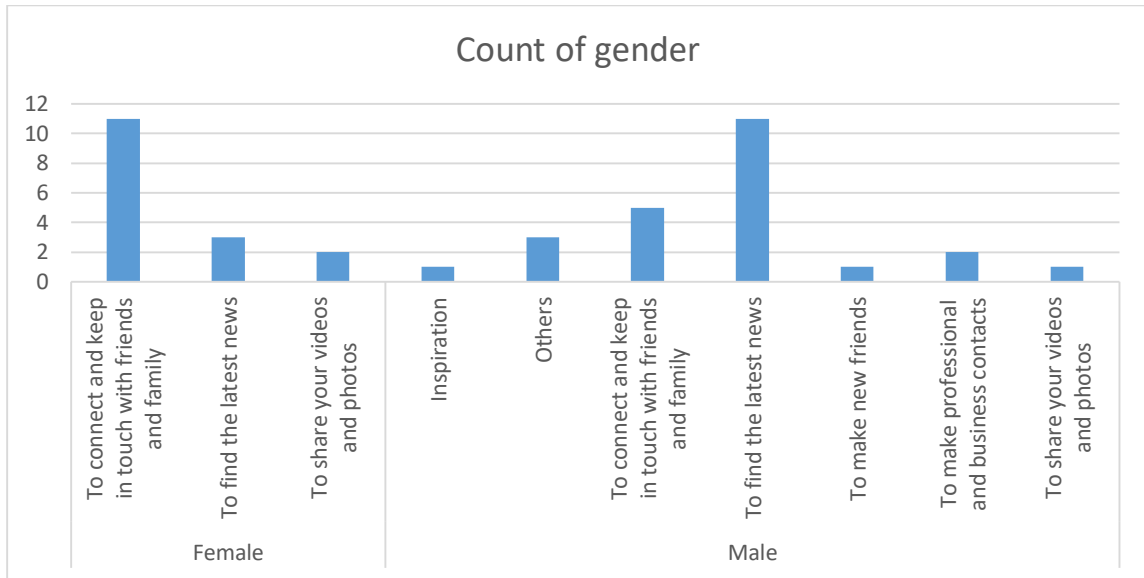


Fig 4: Usage of social media based on Gender.

The above figure describes how different gender would be using the social media for, and from the figure we can mostly conclude that the male would be using the social media to find the latest news going around and while the female would be using it mostly to getting connected with their friends and family.

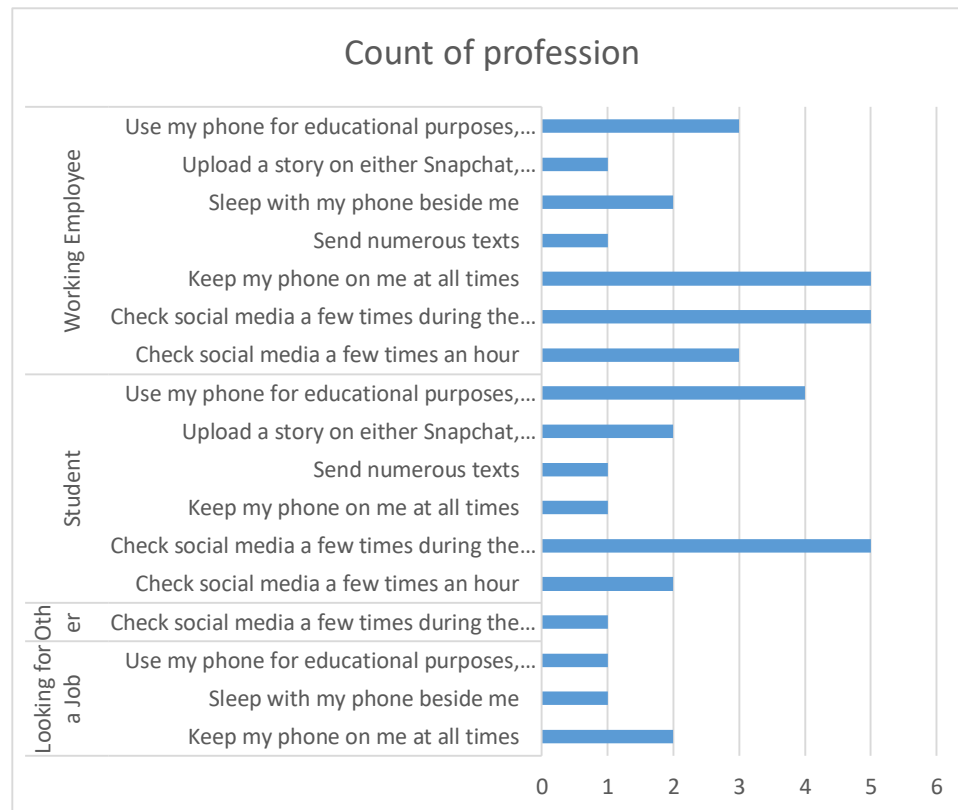


Fig 5: Normal day on social media.

From the above figure we can see that how people would be spending their in social media on a normal day. We can see that the working people to like to keep their mobile phone with them and check the social media couple of time during a day and some of them would be preferring to learn something. The students would like to check their social media multiple days during the day and also for learning something.

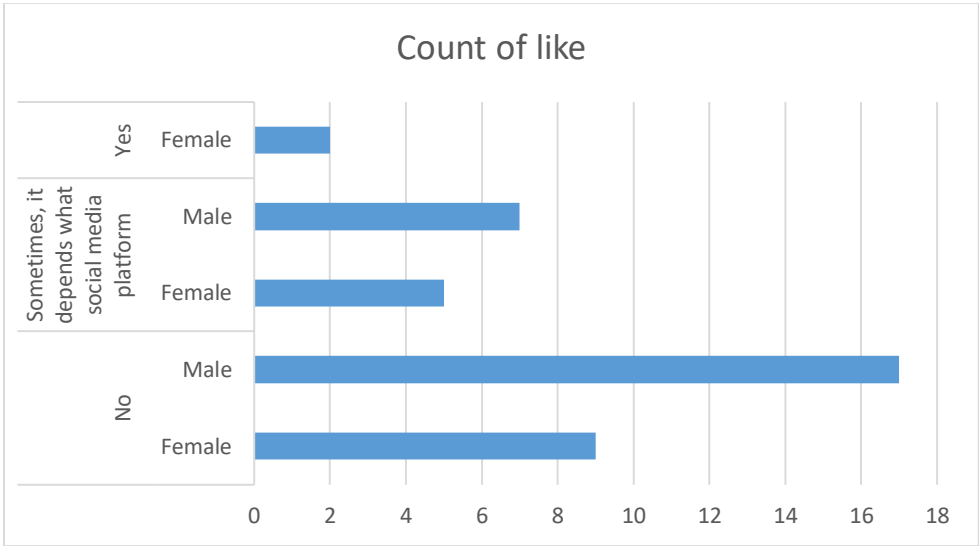


Fig 6: Influenced by the likes.

The above figure shows how people got dissatisfied when they have not received enough likes for their post in social media. This shows the influence of likes on a certain people. Most of them felt they would be not effected by the likes they got for their post in social media but some people felt on the other side who got disappointed for the post which has not been reached to their expectation of likes and which lead them to delete that post.

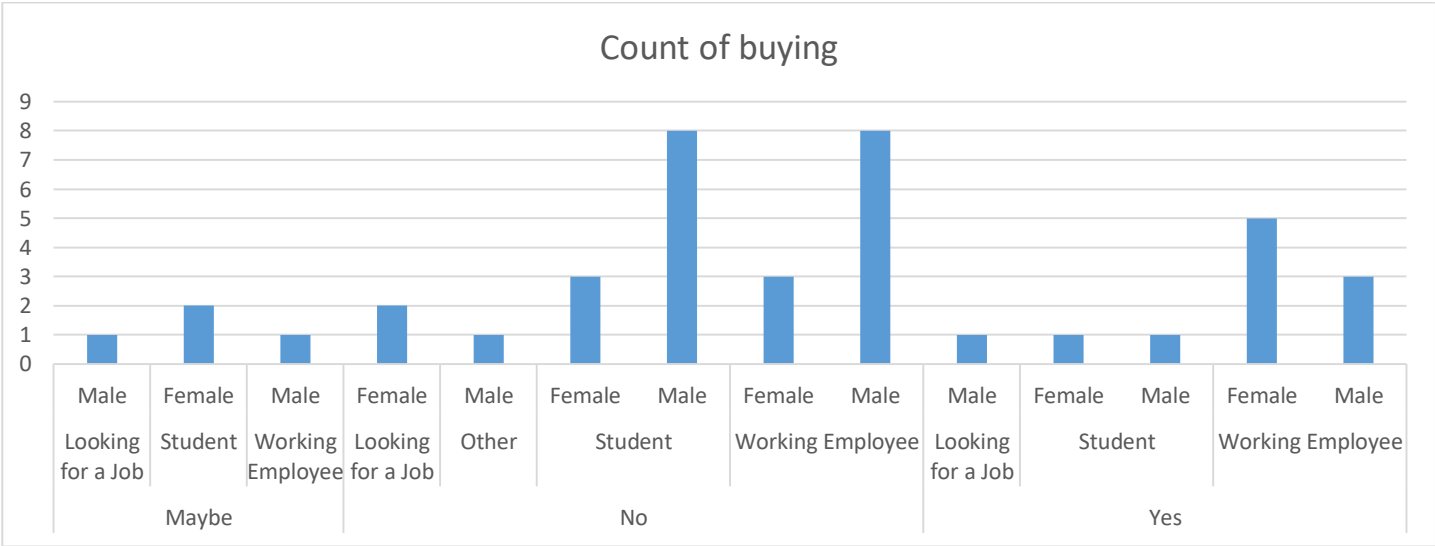


Fig 7: Endorsements effected in buying

The above figure describes how the celebrity endorsements by the celebrity lead people buying the products for different profession based on the gender. And we can clearly see that most of the men have not been affected by the endorsements from all categories but some female working employees are keen to buy the products which have been endorsed by their favorite celebrity.

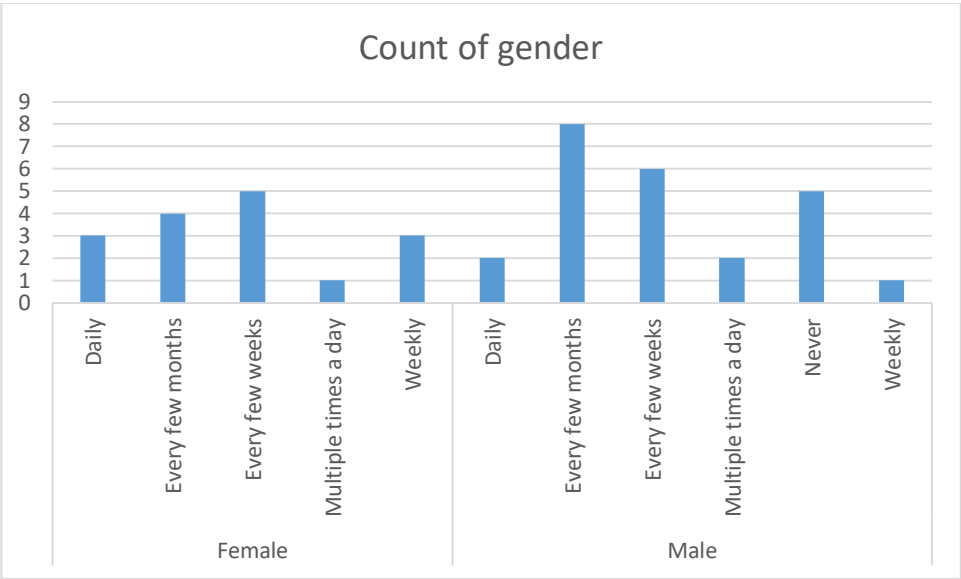


Fig 8: Posting on social media.

The above figure describe how often people would be posting on social media. We can say that male would be preferring not to post more on the social media compare to female who are likely to post on social media more often compare to males.

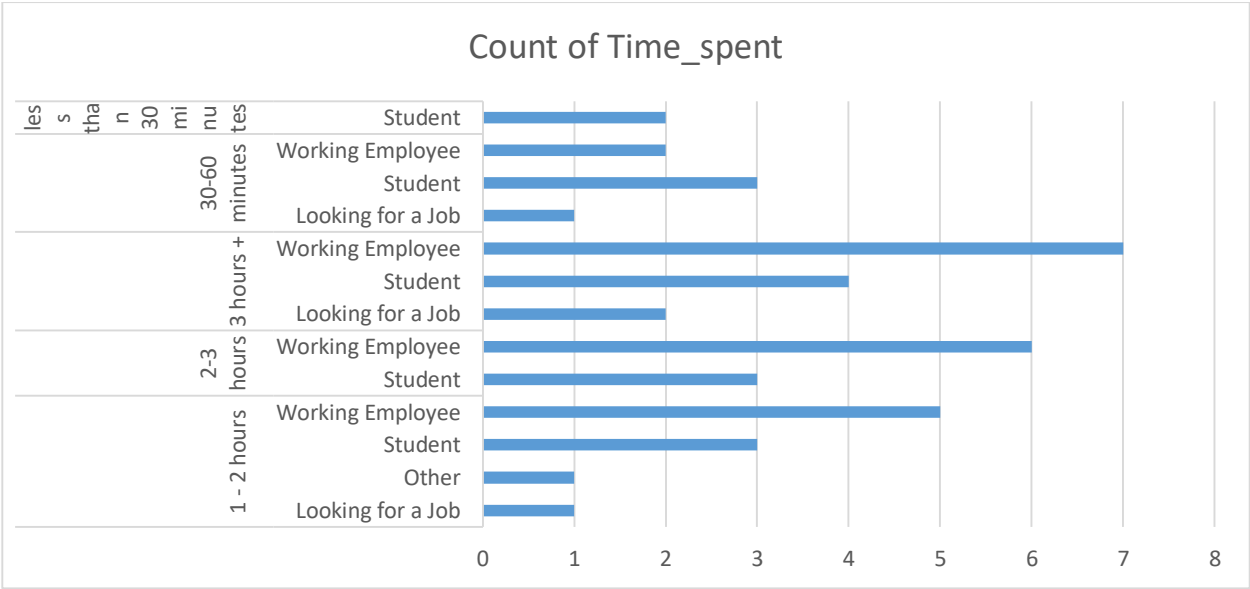


Fig 9: Time Spend on social media

From the above figure, I can say that people who are working spend much of their time in social media compare to others.

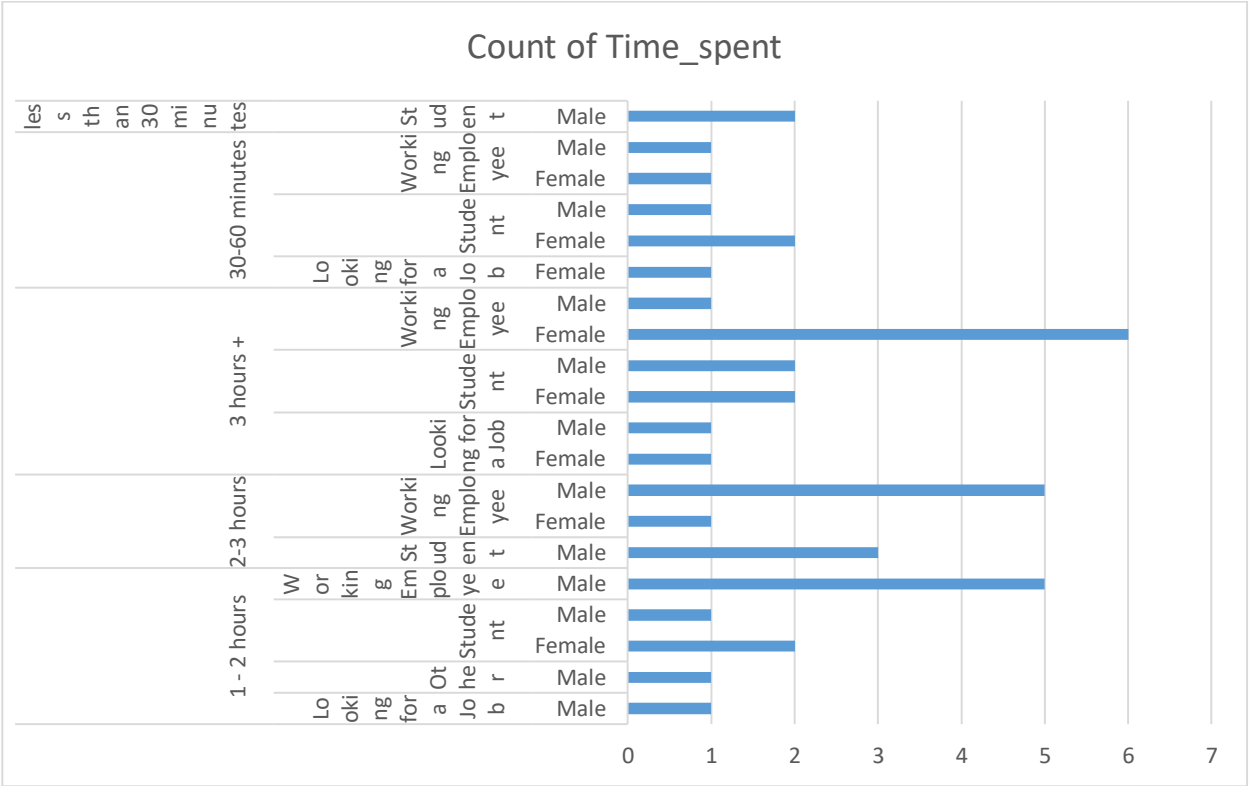


Fig 10: Time Spent on social media

From the above plot we can see how much time people spend on social based on their profession and gender.



Fig 11: Reason to use social media.

From the above plot we can see how different people would be using the social media.

Discussion:

The data collection communication was happened through the online communication. It is good to have some good response counts most of the people I have contacted have participated in the survey. Based on my survey, I can say that the most of the people who spend their time on the social media will be of Working employees. And the main reasons people would be using the social media is to communicate with friends & family and to find the latest news. From my research I can also see how people have been influenced by the celebrity endorsements to buy some products. And how people will be influenced by the likes they have received and how would it would be effecting them.

In the research paper [1] they have concluded that: independently from culture and gender there exists a negative relationship between social media addiction and satisfaction with life. From my research I can say that people sometimes get disappointed and be un-satisfied when they have not reached their goal of likes on their posts.

Conclusions:

My research would be explaining how people would be related to social media and how they have been affected by the social media and their usage of social media. I can say how social media has been influenced people in their daily life based on the time they spend on the social media.

I can consider the research has done for my learning. I used to be very active on the social media before but after the research on social media without being filled my on research I have learnt that I was been addicted to social media. So I have tried to limit myself on social media and it was working well for me as my average activity on social media for the last two weeks was below 10 minutes.

Personal Reflections:

I consider myself learning a lot of things from this assignment. Firstly, got to know how people have reacted to my survey link as soon I shared them with the link got a good response within couple of hours which felt good for me. And, it was very interesting to know how we are being addicted to social media without knowing that we have been addicted to it. Things learnt from his survey, I can say that limiting my time on social media made me to work efficient and perform better on my tasks.

References

- [1] M. S. Nazie S. Hawi, "Journals Sagepub," The Relations Among Social Media Addiction, Self-Esteem, and Life Satisfaction in University Students, 2016. [Online]. Available: <https://journals.sagepub.com/doi/pdf/10.1177/0894439316660340>. [Accessed 06 10 2020].
2. <https://hackr.io/blog/what-is-data-analysis-methods-techniques-tools>
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