Data Collection & Data Quality
Metadata
on
Usage of Social Media

Manthri Bala Kiran
H19baman@du.se

Aim:

The aim of this project is to find out how different age group and different profession group spend their time on Social Media.

Explanation of Data:

Different types of social media: Ask the users which is the most used social media platform by them.

Time Spend on Social Media: Ask the users how much time they spend on social media in a day.

Checking Social media before get out of bed: Ask the user whether they check social media before getting out of bed.

Checking Social media before going to bed: Ask the person whether they check social media before going to bed.

Reason to use Social Media: The person would be giving a reason why they would be using Social Media.

How often they post on Social Media: By this the person would be answering how often they would be posting in social media.

Deleting post if not satisfied: By this the person would be saying whether he would be deleting a post on social media if he is not satisfied by the output of the post.

Influenced by celebrity endorsements: The person would be saying would be by a product which is been endorsed by a celebrity.

In a normal day usage: From this, we can know how the person would be using the social media on a normal day. Where they have been given several aspects to choose.

Addicted to social media: From this we can know how the person is considering himself for the addiction of social media.

Age: Explains age of the person.

Gender: Explains gender of the person.

Profession: Explains profession of the person.