

# Infographic On Social Media Usage In United States

Submitted by,

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## Introduction

United States has the highest social media penetration rate than any other regions in the world with the strong share of 70 percent. Almost all age groups from the age of 10 use social media which could either be for personal, official or business use. A general analysis on the use of social media in U.S has been made by considering *1. Internet penetration 2. Age, 3. Negative experience, 4. Gender, 5. Social media future*. This Infographic is made to show how people of United States uses social media platforms and this will be helpful for the audience who wish to understand these statistics about Social media.

## Background

The data for the infographic has been obtained from Statista, Businessinsider.de, Morning consult National tracking poll. This data provides all five expected stats for analysis of social media usage in United States. The downloaded data contains state-wise social media usage in U.S and other factors for making the infographic.

[https://www.common sense media.org/sites/default/files/uploads/research/2018\\_cs\\_socialmedia\\_sociallife\\_fullreport-final-release\\_2\\_lowres.pdf](https://www.common sense media.org/sites/default/files/uploads/research/2018_cs_socialmedia_sociallife_fullreport-final-release_2_lowres.pdf)

<https://morningconsult.com/wp-content/uploads/2018/02/180209-Brands-Snapchat-Crosstabs.pdf>

<https://www.statista.com/statistics/379407/negative-experiences-from-being-on-social-media-by-generation/>

<https://www.statista.com/statistics/200548/users-with-social-site-accounts-by-age-group/>

<https://www.businessinsider.de/top-social-media-platform-by-age-group-2018-8?r=UK&IR=T>

<https://www.statista.com/outlook/methodology>

<https://www.internetworldstats.com/stats26.htm>

In total 5 graphs have been designed to make the required infographic:

- 1. Internet penetration rate by state wise*
- 2. Usage of social media by different age groups*
- 3. Negative experience of users on social media at different situations,*
- 4. Usage of social media platforms by gender,*
- 5. Anticipated number of users in leading social media platforms till 2022.*

## Process

In the very first step, a wire frame was developed to make a rough draft of infographic with pen and paper. Five different types of charts were carefully chosen which are appropriate and suits the requirement with the obtained data. The next step is to meticulously choose the color for each graph, bars, axis, and labels which are in line with the psychological aspects of the graphical representation [5],[6].

Appropriate color for a different type of features was selected, for example, brown color for representing Texas state which is naturally very dry and hot, blue color for representing Facebook, etc. The facts regarding the infographic was picked from different sites [1], [2], [3]. Apart from graphs, relative images were selected and watermarked to support facts related to the graphs. The images used for this purpose are not copyrighted and free to use in this infographic [9]. To make the infographic, online tools like Canva, Visme, Piktochart were used effectively [10],[11]. Piktochart was initially selected to make the infographic but with factors like auto-sizing and alignment restriction, the infographic developed was not up to the mark. Multiple versions of the wireframe were sketched, and peer-reviewed to get a generalized view about the infographic. The sketches which are not satisfactory were rejected based on text alignment, color, chart design, the flow of facts and overall structure of the sketch. Overall, 5 versions of wire frame were designed before choosing the right one for this infographic.

- The first version was rejected due to the wrong background which made the graphs look very weak and less attentive.
- The second version was rejected due to inappropriate graphs structure to the background of the overall infographic.
- The third version was rejected due to the large amount of text which made the infographic very congesting and less appealing.
- The fourth version was rejected it had too many pictures which also affected the alignment of the infographic.

After 4-5 attempts, the infographic was adjusted meticulously to draw the attention of the user to the expected area in the infographic. Finally, some facts related to the graphs were misinterpreted, in negative impact graph the context was wrongly understood as the use of social media at different situations and plotted according to that (Bar graph), it was then interpreted correctly as negative impacts by social media at different situations and plotted according to that.

## **Specification**

This infographic is made with the theme of social media analysis in the United States and its usage by different category users and some of its negative impacts on its own users.

- ❖ At the very beginning of the infographic, a map of united states has been developed to show the penetration of the internet in the United States by state-wise. This is shown at the top because the revolution of social media is not possible without this significant penetration of internet among the people across the country.
- ❖ The second graph shows the usage of different social media platforms like Twitter, Reddit, Facebook and Instagram by different age group people. This graph is chosen as a continuation of the first section as this gives a clear indication of the existence of different major social media networks and its usage among different age groups. This gives the audience a clear idea of what to expect in the below sections. Also, from the graph, it's evident that Facebook is an effective choice of social media platform for all group users.
- ❖ The bubble chart has been chosen to make the third section chart which shows the negative experience to users in various social media platforms. Most of the users felt bad experience because of the posts that they make on social media. E-market and offense by strangers are the next two factors which cause a bad experience to the users. This has been picturized by using Bubble chart, which shows the posts as the biggest circle and next two factors as medium size

circle. This gives the audience a clear view of factors that causing problems to the users on social media.

- ❖ The fourth section shows which gender is more obsessed with social media platforms. Different social media platforms were chosen to make the comparison. Male and female are taken as a separate dimension and comparison has been made by having multiple social media platform as a second level dimension. Color coding has been given to these platforms as per their brand, for example, Twitter has been given a light shade of blue while Tumblr is given green color which is their brand color. This makes the audience to interpret the graph far easily. From the graph, it is seen that males are more obsessed with social media applications.
- ❖ The fifth graph shows the anticipated number of users in the future for leading social media platforms like Facebook, Twitter, and Instagram. This is kept at the last because by this stage the leading social media platforms would have been identified by the audience in the above sections and in the last section only the important platforms can be focused.

## Justification

This infographic was developed with main idea of portraying social media usage and effects in United states without much deviation in the topic and presentation. The idea to have only five graphs to convey the story make it crisp and clear. Each topic was given a separate graph and separate section in the infographic. The 5-layer sandwich style of layout is chosen, because, though this layout logically differentiates the topics from one to another it still maintains the flow of the story throughout.

- ❖ The entire infographic was designed with only two color feel namely *Apricot White* and *Shadow Green* stacked one over the other. This color choice is made to make sure the infographic is visually cool and relaxing to view [5],[6].
- ❖ The title “How United States Networks.!” , makes the audience to narrow down their thoughts on what to expect from this infographic. Supporting elements like logos of Facebook, LinkedIn and Twitter were water marked to make sure it doesn’t dominate the title while flavoring the idea in the title section. The picture of White house was also watermarked in the title to visually make the audience to understand that the analysis is made only for United States.
- ❖ The map of United states is used to visualize internet penetration rate in US, this style of graph is chosen because the data set contained internet penetration values for all the states of US. Hence this graph style looks more appropriate and different color for different states were also selected according to their geographical characteristics, for example brown shade for Texas state which is very hot and dry, blue shade for Florida as its mostly swamp and rainy.
- ❖ In next section, usage percentage of social media platforms under different age groups is visualized using a modified line graph. The data points are replaced by the icons of the application itself and the age groups axis is made more attractive by adding pictures of different age category persons inline with the axis values. This makes the audience to interpret the graph more easily.
- ❖ In the next section, to stress the negative side of social media various elements like ‘Bad’, ‘Report Abuse’, danger sign, and ‘Hate’ were added in this section. This supplements the bubble chart which depicts the amount of negative experience by users at different situations.

Bubble chart is chosen as the data has only one dimension and it can visually portray the area with highest impact clearly with bigger bubble size.

- ❖ In section 4, horizontal bar graph is selected to compare the network obsession by gender. Since there are two dimensions to be analyzed (1. Gender, 2. Platforms), the graph is split and compared. Appropriate color was chosen for different applications as per its own brand color. Picture of male vs female with black background is watermarked to emphasize the comparison.
- ❖ In the last section, vertical bar graph is used to compare leading platforms for number of users with time. For comparison against time, vertical bar graph is very efficient and serves best with multiple parameters involved.

## Technologies

Three different online tools were used extensively to make the final infographic, Tableau was used to make the graphs for penetration percentage, usage by age groups, negative experience, usage by gender and future users. Piktochart was used initially to form the layout, but due to several limitation Canva was chosen at last which proved very efficient to gather and portray all graphs as a story.

## Reflection

Firstly, it was very interesting and engaging to create this infographic on social media usage in United States, there were few hindrance and difficulties while creating the final project. Creation of graphs as per the data was not very simple as it required lot of analysis of data and research in choosing the right graph and color for the given content. To convey the story within the limited space and available graphs was really challenging and time consuming. The usage of online infographic tool as a free user to form the final infographic is challenging as there were restriction to use the several elements and templates. But, ultimately creation of graphs using Tableau was fun and engaging, also to form the final infographic as per the expectation was really satisfying in the end.

## References

1. [https://www.common sense media.org/sites/default/files/uploads/research/2018\\_cs\\_socialmediasociallife\\_fullreport-final-release\\_2\\_lowres.pdf](https://www.common sense media.org/sites/default/files/uploads/research/2018_cs_socialmediasociallife_fullreport-final-release_2_lowres.pdf)
2. <https://morningconsult.com/wp-content/uploads/2018/02/180209-Brands-Snapchat-Crosstabs.pdf>
3. <https://www.internetworldstats.com/stats26.htm>
4. <https://blog.hubspot.com/marketing/types-of-graphs-for-data-visualization>
5. [https://nces.ed.gov/nceskids/help/user\\_guide/graph/whentouse.asp](https://nces.ed.gov/nceskids/help/user_guide/graph/whentouse.asp)
6. [http://www2.gsu.edu/~wwwcaf/etsjcp/Charts\\_n\\_Graphs/PDF/Choosing/Choosing-Right-Kind-of-Graph.pdf](http://www2.gsu.edu/~wwwcaf/etsjcp/Charts_n_Graphs/PDF/Choosing/Choosing-Right-Kind-of-Graph.pdf)
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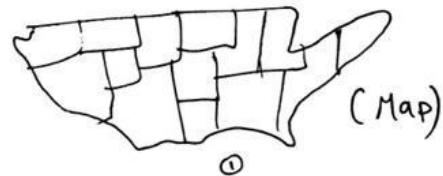
8. <https://www.color-blindness.com/coblis-color-blindness-simulator/>
9. <https://www.canva.com/>
10. <https://create.piktochart.com/infographic>
11. <https://www.visme.co/make-infographics/>

## Appendix

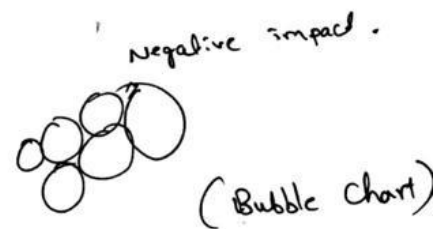
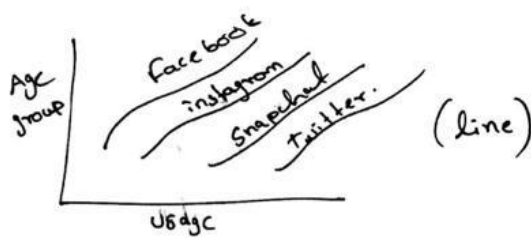
### Wire Frame-

Wire-Frame - VI

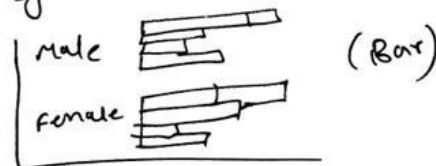
United States Map (Internet penetration)



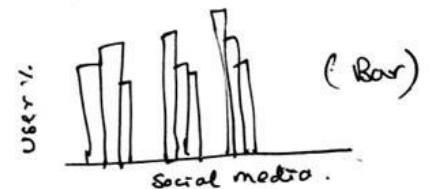
By Age group (usage)



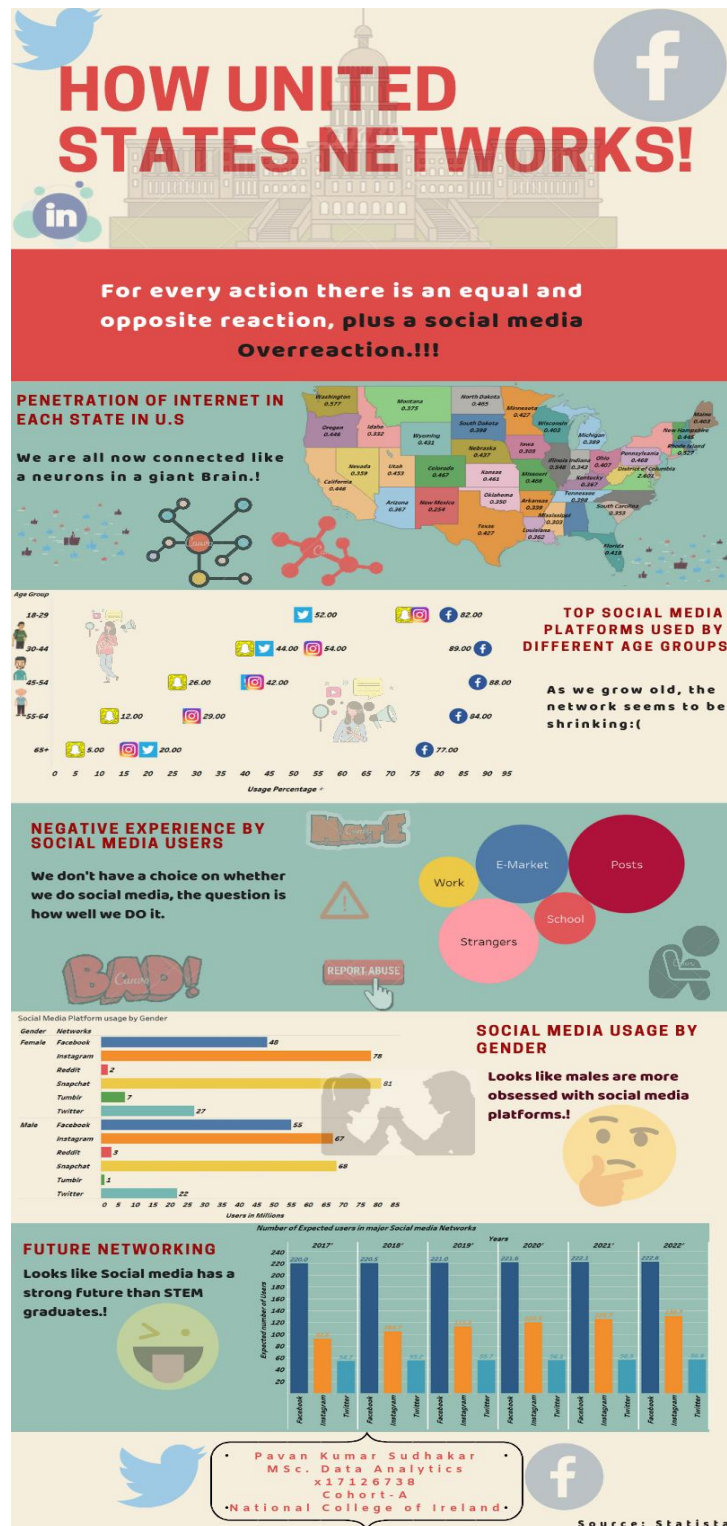
By Gender (Usage)



Future of Social media



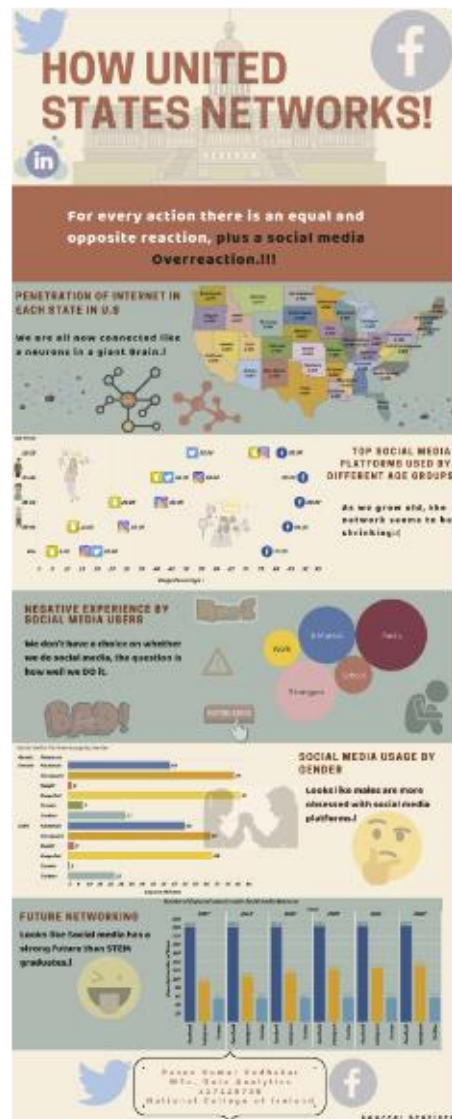
## Final Infographic



Source: Statista

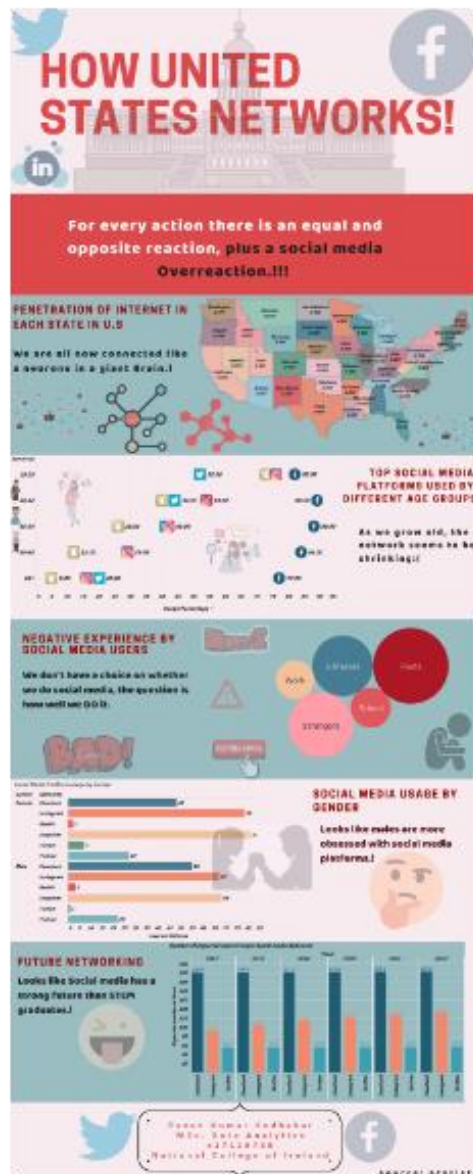
# Color Blindness Test

## 1. Red Weak

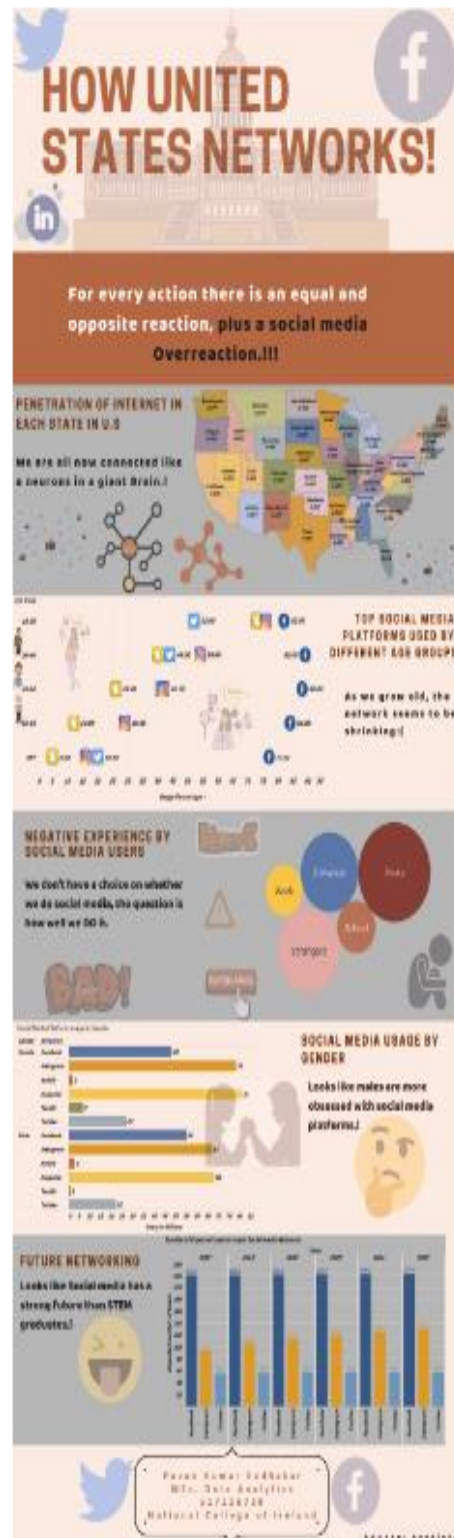




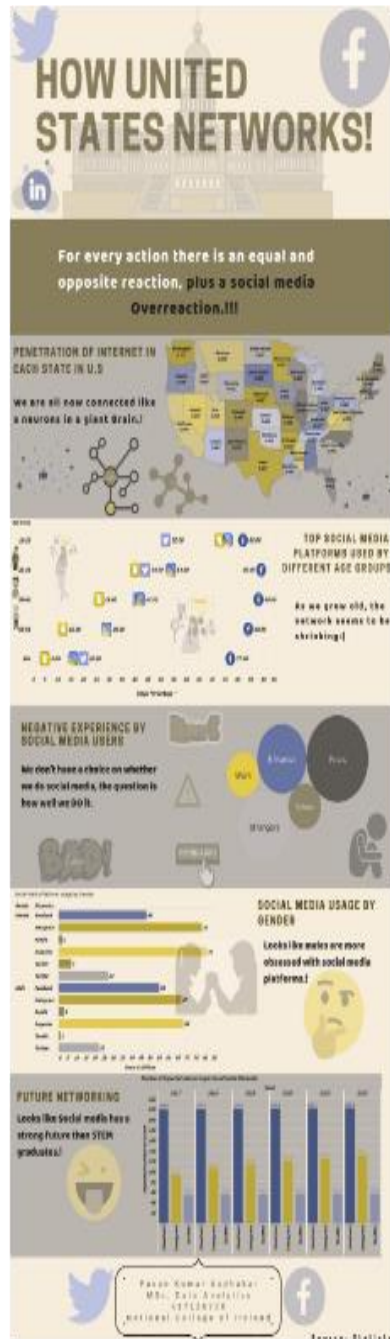
## 2. Blue weak



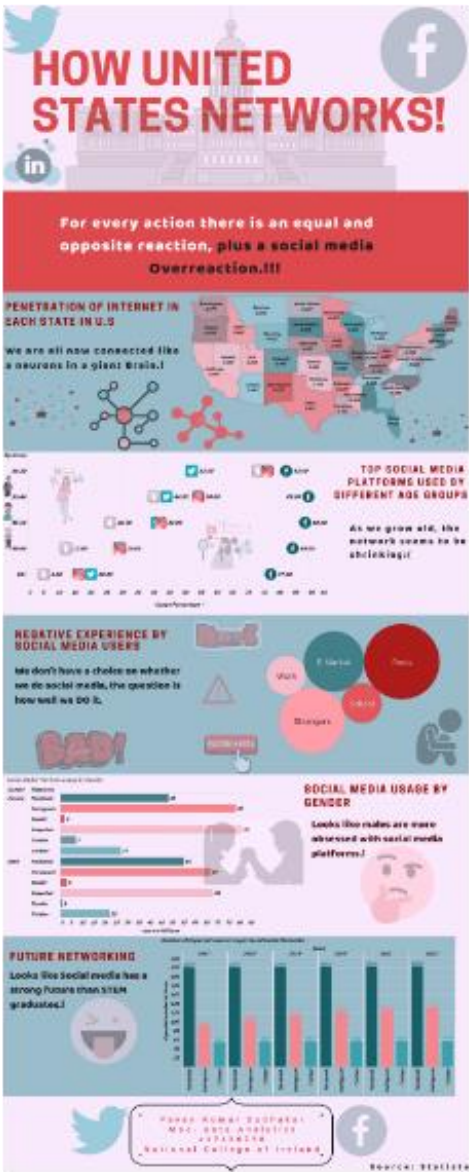
### 3. Green Weak



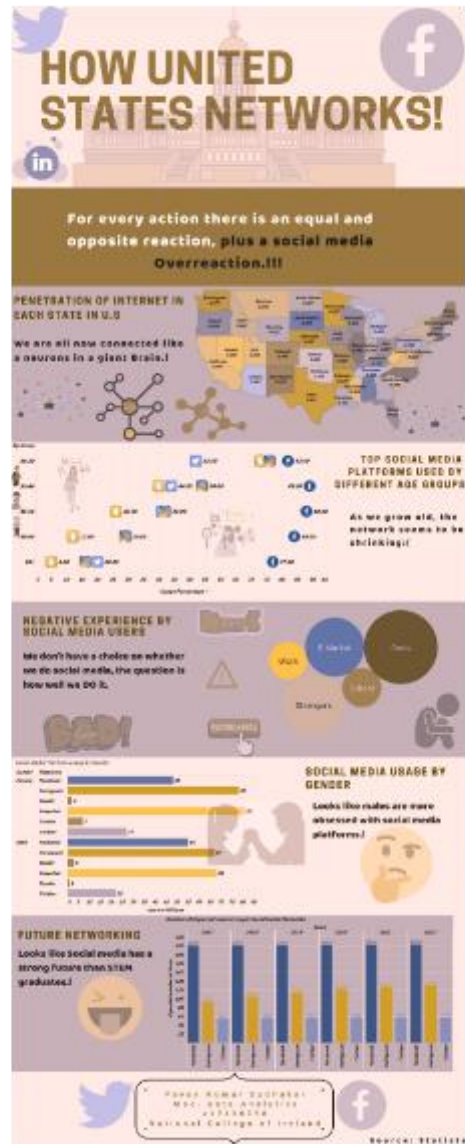
## 4. Red Blind



5. Blue Blind



## 6. Green Blind



7. Monochrome

