



Survey Project:

Social Media Usage Among Students

Nikhil Raj (2015KUCP1014)
Anant Sharma (2015KUCP1018)
Puneet Saluja (2015KUCP1019)
Tanmay Sonkusle (2015KUCP1023)
Sahil Ayank (2015KUCP1025)

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Introduction

Survey Objective

- To get a view of social media usage trend among students.

Summary of data

- Online collected data (Using google form) : 158 samples
- Offline collected data : 30 samples
- Age group : 17-24 years
- Demographic : Students from various colleges of different states.

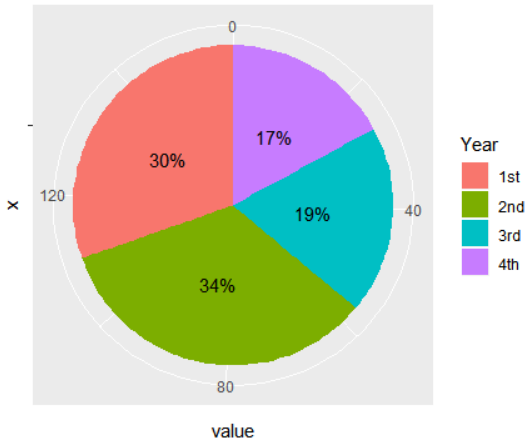


Figure 1: Distribution of College student in Survey

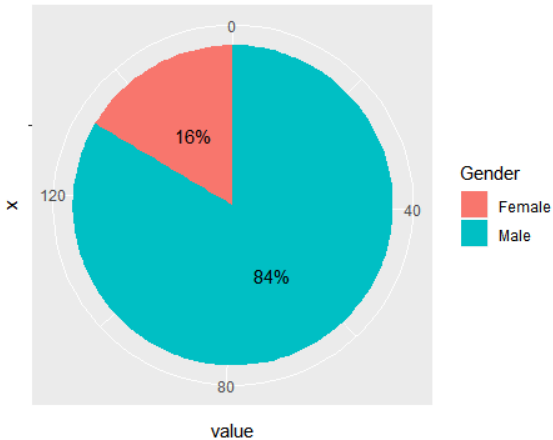


Figure 2: Gender Diversity in Survey

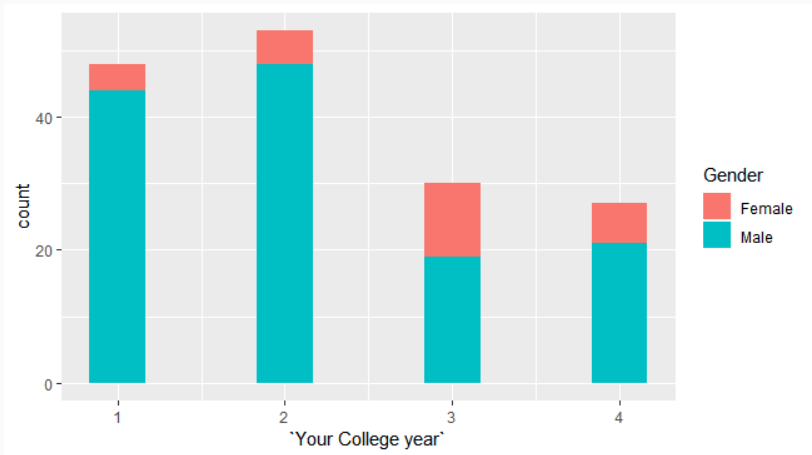


Figure 3: College Year - Gender

Form template

This is a survey to get a view of social media usage trend among student.

- 1) Age _____
- 2) Gender _____
- 3) College Branch _____
- 4) College Year _____
- 5) How many times you visit social media application/websites in a day? _____
- 6) Average Time spend on Social Media?
☐ less than 30 minutes ☐ 30-60 minutes ☐ 1-2 hours ☐ 2+ hours
- 7) What do you use social media for?
☐ Keeping in touch with friends and family ☐ Buying and Selling
☐ To meet new friends ☐ Education Purpose ☐ Because of boredom
- 8) How many social media sites do you have accounts with? _____
- 9) Rate according to usage:

	Education			Entertainment		
WhatsApp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- 10) Which Social Media Platform you use most?
☐ Facebook ☐ YouTube
☐ WhatsApp ☐ Instagram
☐ Snapchat ☐ Reddit
- 11) Do you believe that Social Media Influencers and Celebrity Endorsements affect your shopping habits?
☐ Yes ☐ No ☐ Maybe
- 12) Has social media effected a relationship friend/ family/ Professional?
☐ Yes ☐ No ☐ Maybe
- 13) Do you consider yourself addicted to social media?
☐ Yes ☐ No ☐ Maybe
- 14) Any comment would you like to add regarding your usage?

Factors influencing social media usage

- Age
- Gender
- College year
- College branch
- Purpose for social media usage
- Number of social media account

Relation between different factors

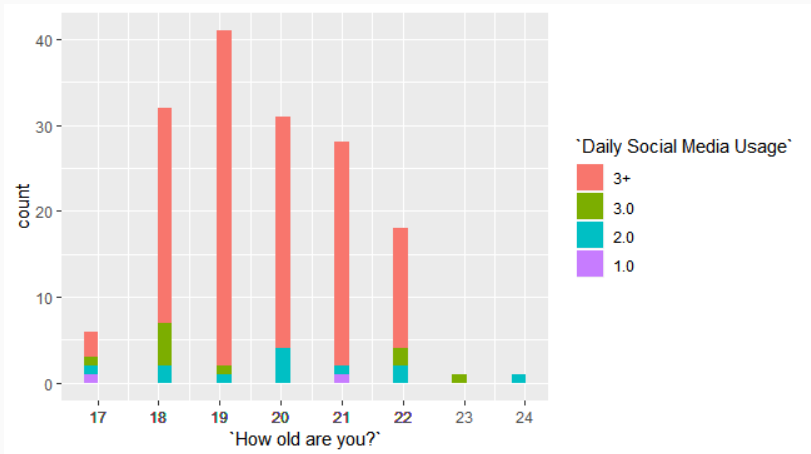


Figure 4: Daily Social Media Usage - Age

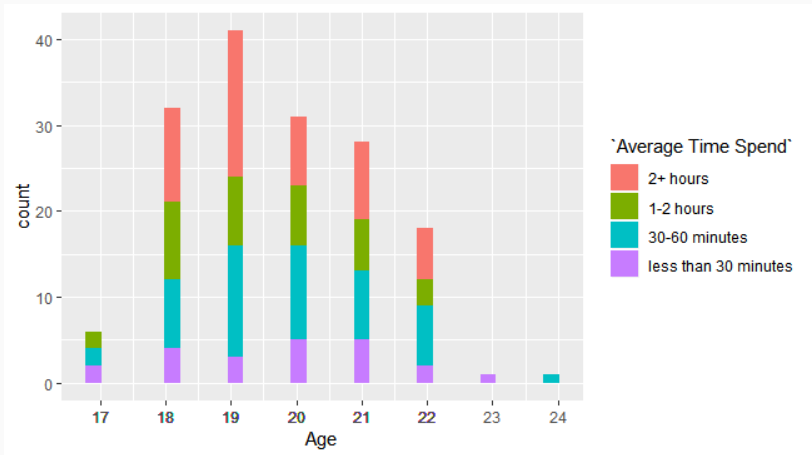


Figure 5: Average time spend - Age

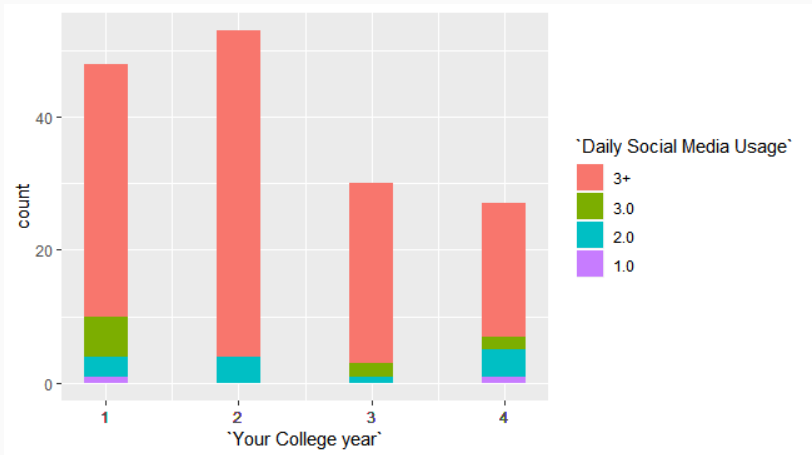


Figure 6: College Year - Daily Social Media Usage

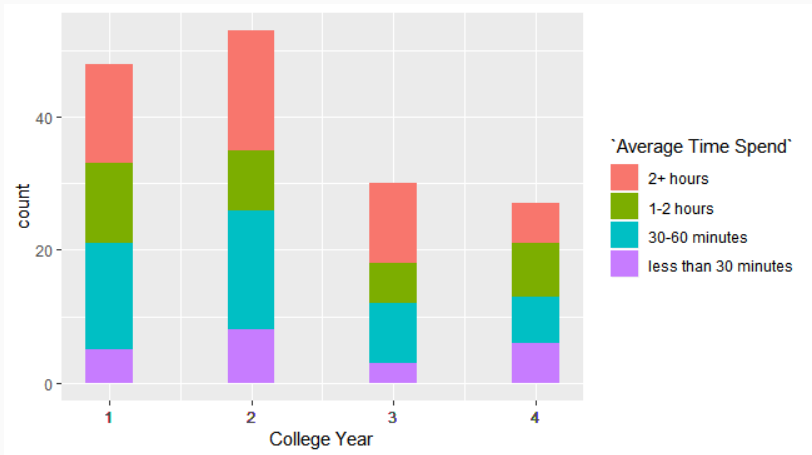


Figure 7: College Year - Average Time Spend

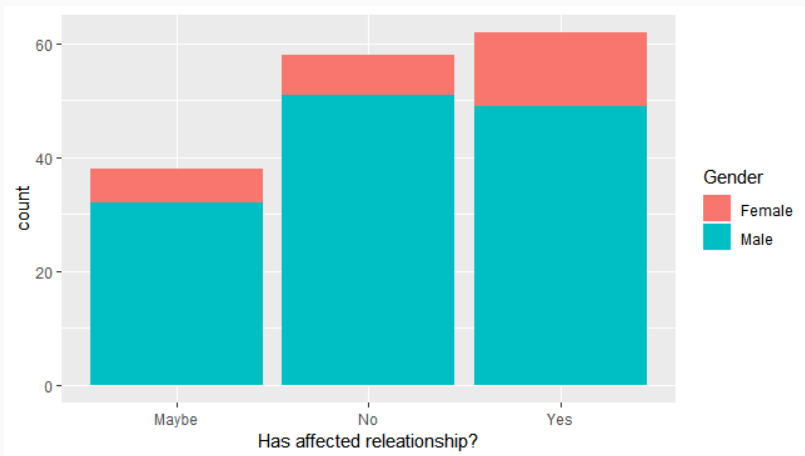


Figure 8: Effect on Relationship - Gender

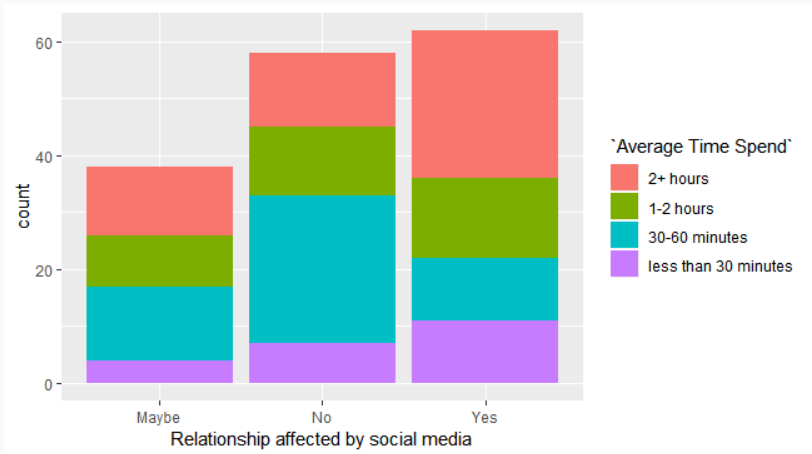


Figure 9: Effect on Relationship - Average time spend

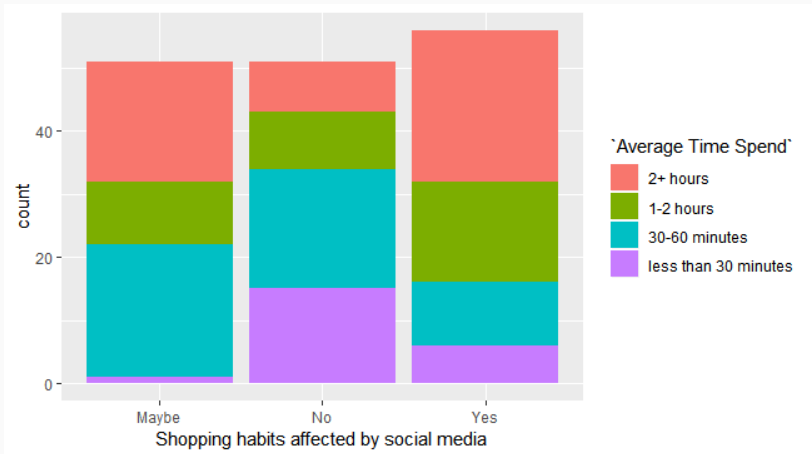


Figure 10: Shopping Habits - Average Time Spend

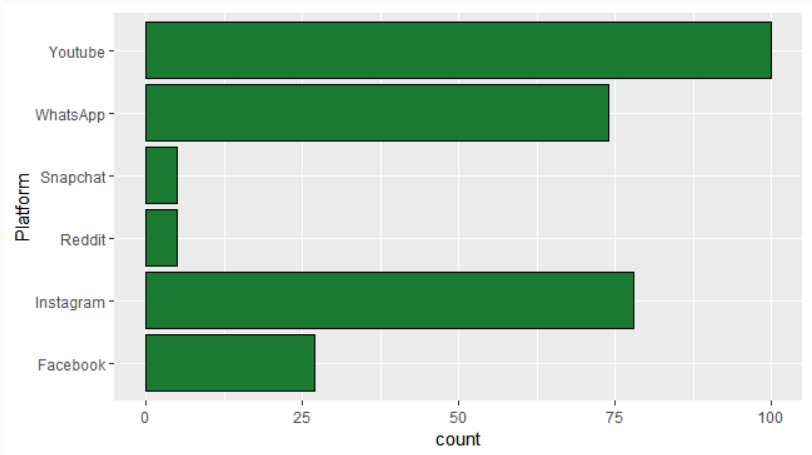


Figure 11: Social Media Platform Usage

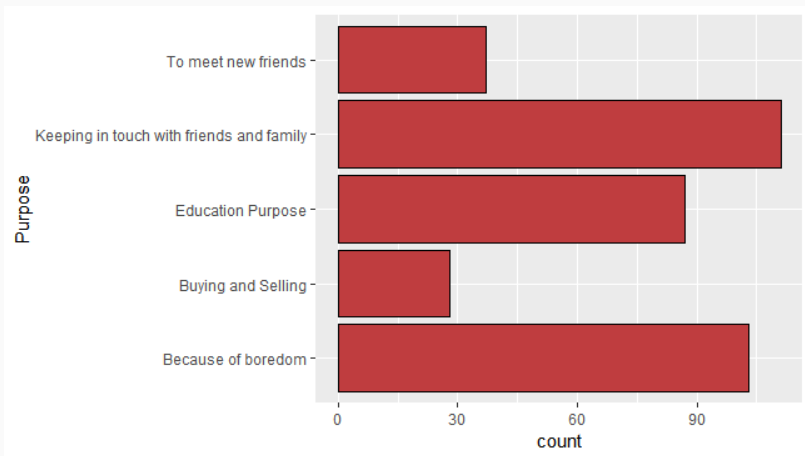


Figure 12: Purpose of using Social Media

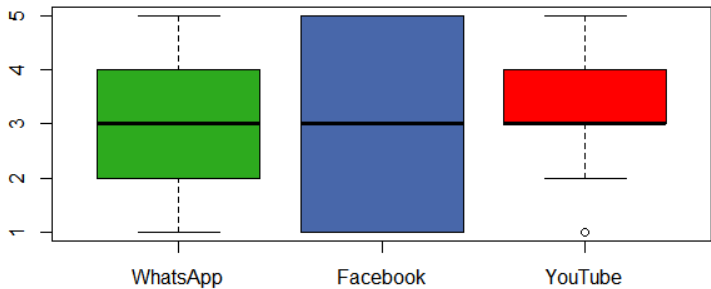


Figure 13: Different Application Usage Trend

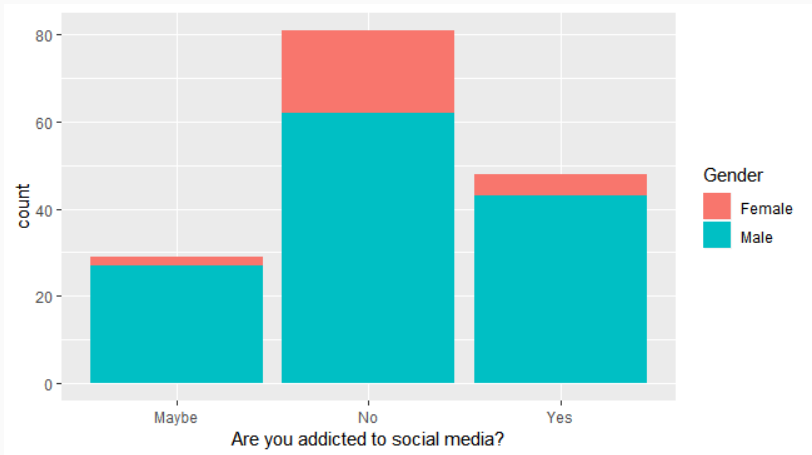


Figure 14: Addiction to Social Media

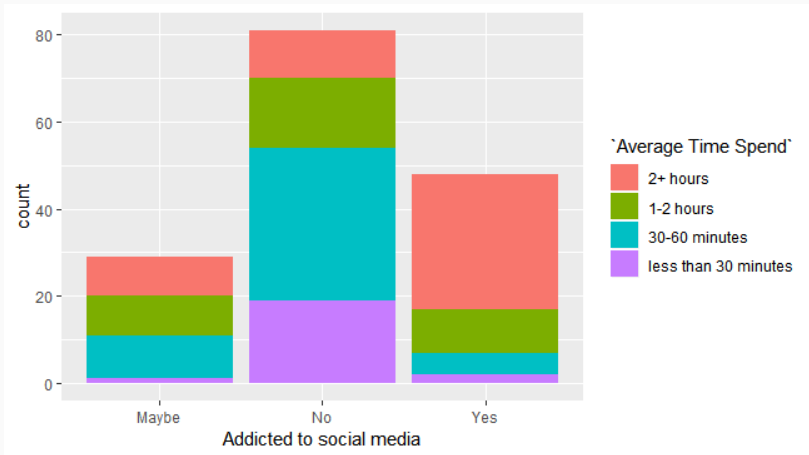


Figure 15: Addiction - Average Time Spend

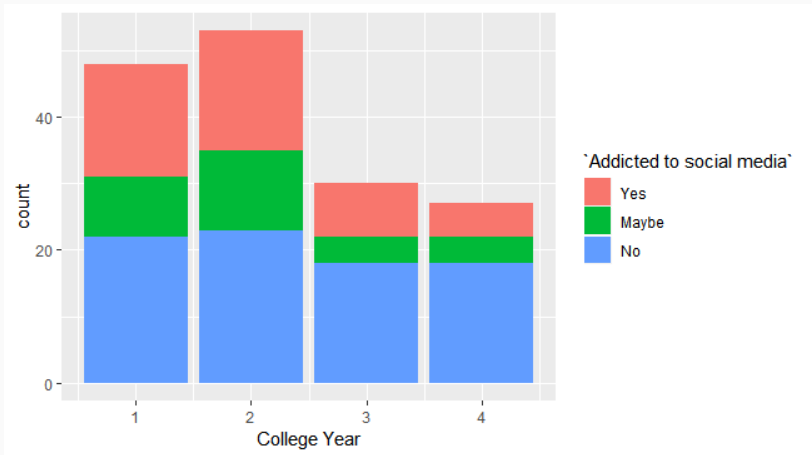


Figure 16: College Year - Addiction to Social Media

Conclusion

Conclusion

- Social media provides a good medium for students to stay in touch with friends and family and to abstain from boredom.
- A majority of students use YouTube mostly for entertainment purpose.
- 1st and 2nd year students spends more time on social media as compared to 3rd and 4th year.

Thank You