



The Energy University

GROUP PROJECT PROPOSAL CGEB2113

STATISTICS FOR COM PUTING

Title: Comparative Analysis of Social Media Usage Patterns (Urban vs. Rural Communities)

Done By

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I. Introduction

I. Introduce the Research Problem or Question:

The rapid growth of social media has transformed the way people communicate, consume information, and engage with the world around them. However, there is a growing body of evidence that suggests that social media usage patterns vary significantly between urban and rural communities. This study will investigate the key differences in social media usage patterns between urban and rural communities, with a particular focus on the following areas, a) Types of social media platforms used b) Frequency of social media use c) Motivations for social media use d) Impact of social media use on social connectedness.

II. State the Significance of the Study:

Understanding the contrasting social media behaviours in urban and rural settings is important in our society. It provides insights into digital connectivity disparities, affecting social interactions, information dissemination, and overall community development.

III. Define the Objectives and Research Questions:

The objectives of this study are to:

- Identify the key differences in social media usage patterns between urban and rural communities.
- Explore the impact of sociodemographic factors such as age, gender, and income on social media usage patterns.
- Understand the motivations for social media use in urban and rural communities.
- Examine the impact of social media use on social connectedness.

Research questions are:

- What are the key differences in the types of social media platforms used by urban and rural residents?
- How does the frequency of social media use differ between urban and rural residents?

- What are the primary motivations for social media use among urban and rural residents?
- How does social media use impact social connectedness among urban and rural residents?

II. Research Design

I. Describe the Methodology:

This study will use a mixed methods approach, combining quantitative and qualitative data collection methods. The quantitative and qualitative data will be collected through a survey of social media users in urban and rural communities.

II. Detail Your Data Collection Methods:

The quantitative and qualitative data will be collected through an online survey. The survey will be designed to collect data on the types of social media platforms used, frequency of social media use, motivations for social media use, and impact of social media use on social connectedness.

III. Discuss Your Choice of Population or Sample:

The target population for this study is social media users in urban and rural communities in Malaysia. The sample will be drawn from a convenience sample of social media users who are willing to participate in the study. At the end we will comprise above 15 participants from both urban and rural areas, ensuring a diverse and representative selection.

III. Expected Results

I. Provide a Brief Overview of the Anticipated Findings:

The findings of this study are expected to provide insights into the key differences in social media usage patterns between urban and rural communities, impact of sociodemographic factors on social media usage patterns, motivations for social media use in urban and rural communities, and the impact of social media use on social connectedness.

II. Mention Any Hypotheses You Plan to Test:

Hypotheses will be formulated to test that urban users are more likely to use a wider variety of social media platforms than rural users. Rural users are more likely to use social media for communication and staying connected with family and friends, while urban users are more likely to use social media for entertainment and information. Younger users in both urban and rural communities are more likely to use social media than older users. Higher-income users in both urban and rural communities are more likely to use social media than lower-income users. We expect to find statistically significant differences in usage patterns based on these factors.

IV. Significance and Implications

I. Explain the Potential Implications of Your Findings:

The findings of this study have the potential to inform Social media researchers, marketers, and community leaders. By identifying the key differences in social media usage patterns between urban and rural communities, this study can help to advance our understanding of the factors that influence social media use and also by understanding the different ways in which urban and rural residents use social media, social media marketers can tailor their messages and strategies to reach their target audiences more effectively.

II. Discuss How Your Research Can Contribute to the Field or Address Practical Issues:

This study will contribute to the field of social media research by providing evidence of the differences in social media usage patterns between urban and rural communities. The findings of this study can be used to inform future research on social media use in different communities. In addition to its contribution to the field of social media research, this study also has the potential to address a number of practical issues. The findings of this study can be used to develop more targeted and effective social media interventions, bridge the digital divide between urban and rural communities, promote social connectedness in both urban and rural communities, and support community development in both urban and rural communities. By addressing these practical issues, this study has the potential to make a positive impact on the lives of people in both urban and rural communities.