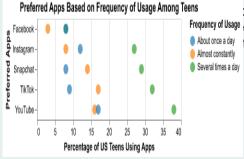
## How does the frequency of app usage impact the choice of apps among The data reveals a clear preference among US teens for specific apps based

Introduction

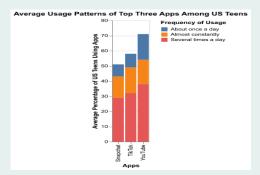
a high engagement level, while YouTube ranks highest for daily usage. followed by Instagram and TikTok. Conversely, the least favored apps during nearly constant usage are Facebook, Instagram, and Snapchat. This suggests a correlation between usage frequency and app preference, with YouTube and Instagram emerging as dominant platforms for teens, This poster investigates the relationship between app usage frequency; while a selected stranger to marrian Through

on usage frequency. The most frequent usage, several times a day, indicates

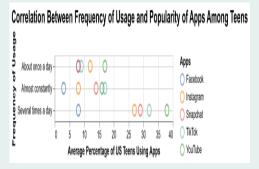
ore hew after refers demographic apps, analyze usage patterns of the most the frequent usage correlates with an app's overall popularity. These insights f teen engagement with technology and highlight key trends in their app choices.



The usage patterns of top apps among US teens reveal that YouTube, TikTok, and Snapchat dominate when accessed several times a day. This frequency indicates high engagement levels with these platforms, reflecting their popularity. Conversely, the lowest usage frequency is categorized as 'Almost constantly,' suggesting that while these apps are frequently used, they are not overwhelmingly relied upon at all times. This data highlights a preference for regular, but not incessant, interaction with these leading apps among teens, indicating a balanced approach to social media consumption.



The data indicates a clear correlation between the frequency of app usage and its popularity among US teens. Specifically, teens use apps 'Several times a day' at a rate 10.67 times greater than those using them 'Almost constantly, suggesting that frequent usage leads to higher overall popularity. Additionally, the 'Almost constantly' category is 1.75 times more prevalent than 'Several times a day,' further supporting that the most popular apps are indeed used more frequently. This demonstrates that higher usage frequency is associated with greater popularity among teens.



## **Conclusion**

The charts illustrate that YouTube, Instagram, and TikTok are the most favored apps among US teens, with YouTube leading in daily usage and overall engagement. Additionally, there is a notable correlation between the frequency of app usage and popularity, indicating that teens prefer regular interaction with these platforms rather than constant engagement.