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Week 3: Assn 3

Com 615

Prof. Olsen

*Introduction*

To gain some qualitative research on opinions of social media, a focus group of 4 individuals was implemented. All were asked a series of open ended questions with the freedom to answer or decline. Participants together had similar as well as different opinions. The 7 questions resulted in common themes amongst the participants. Participants logged into Facebook multiple times a day. When asked why they enjoyed Facebook, common responses included the ability to update statuses, upload photos, and the ability to keep in touch with people long-distance. All participants utilized at least one other social media site such as Twitter, Tumblr, Linked In, and Pinterest. Every participant had an Instagram account. The usage of these sites ranged from monthly to multiple times daily. Instagram was the main site mentioned to be used daily. Complaints of the Facebook experience ranged from dissatisfaction with advertisements, recommendations, and constant layout changes/updates. The other sites that participants utilized were described as simple and user-friendly.

Through my discussion with the focus group, I came to 3 conclusions:

1. Simplicity was the most valued aspect of social media networks
2. Advertisements and recommendations were the main complaint of Facebook
3. Facebook and Instagram were the most commonly used between participants

With the information gathered from my focus group interview, I decided to tie some of these themes into my survey. My main concern was the topic of advertisements. The participants in the focus group were in unison that the advertisements are a setback. Participants also discussed why they enjoy other sites. This sparked curiosity as to what makes Facebook inferior. Responses in the focus group inspired the questions found in the survey.

*Summary of Key Elements/Research Plan for Survey:*

Participants involved 10 volunteers. Volunteers included willing participants from my work place as well as friends and family. The ages ranged from 21-59 with an average age of 31.8. 5 female and 5 males participated in the study. Participants were handed the survey and asked to complete in its entirety. Once all data was gathered, the information was summarized in a chart to compare participants. Questions involved 7 questions rated on a Likert scale from 1-5 in agreement. The other 3 gathered background information. Questions asked can be found in the appendix.

*Summary of Survey Findings:*

The data resulted in a consensus of neutrality. While many participants felt strongly about certain subjects, the mean of data showed little deviation.

1. I use Facebook more than any other networks: 3.6
   1. The average response showed recipients feeling slightly stronger about Facebook than average. This was due to many agreeing strongly as well as many disagreeing strongly
2. I find myself becoming annoyed with Facebook: 3.8
   1. 3 participants disagreed with this statement. This means that 70% of participants feel annoyed with Facebook
3. Advertisements on Facebook lead me away from the site: 3.1
   1. Participants did not care either way in terms of advertisements. While the focus group expressed distress when asked about advertisements, survey participants did not seem to have a strong opinion.
4. I check my Facebook multiple times per day: 3.8
   1. 50% of participants strongly agreed with this statement. However, 3 participants were neutral to the statement. This does not satisfy the need for clarification on usage.
5. I feel my identity information is well-protected by Facebook: 2.9
   1. This question yielded a result of neutrality. It almost leaves the assumption that many users are unaware of the privacy policies.
6. I consider Facebook a waste of time: 3.4
   1. 50% of participants strongly agreed with this statement. This is interesting in comparison to the 50% that check their Facebook multiple times per day.
7. Facebook is my favorite form of social media: 2.8
   1. 40% agreed with this statement. This leaves room for research as to why 60% did not strongly agree.

*Conclusions/Recommendations:*

Through my data, I have analyzed the information and have made conclusions and recommendations.

Conclusions:

1) While participants find themselves annoyed with Facebook, they continue to utilize the site multiple times per day,

2) While in the beginning, advertisements seemed like the main problem, further research shows that this is not the main problem in the decrease of Facebook usage.

3) Majority of the participants strongly disagree with the statement of Facebook being their favorite source of social media.

Recommendations:

1) Now that it can be assumed that advertisements are not the main issue, participants should be further interviewed to gain knowledge as to what is the main reason for decreasing usage.

2) Further studies should utilize more qualitative research. The survey used did not diversify the problem at hand. With majority of the answers being answered neutrally, the qualitative data would most likely yield more efficient information for marketing approached.

Appendix: Raw Survey Data:

FACEBOOK SURVEY: Rate from 1-5 with 1 being strongly disagree and 5 being strongly agree

Gender:

Age:

Other Forms of Social Network:

1) I use Facebook more than any other networks:

2) I find myself becoming annoyed with Facebook:

3) Advertisements on Facebook lead me away from the site:

4) I check my Facebook multiple times per day:

5) I feel my identity information is well-protected by Facebook:

6) I consider Facebook a waste of time:

7) Facebook is my favorite form of social media:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Part. | Gender | | | Alt. sites | | Q1 | Q2 | | Q3 | Q4 | Q5 | Q6 | Q7 | Age |
| 1 | 1 | | | 0 | | 1 | 5 | | 5 | 2 | 2 | 5 | 1 | 27 |
| 2 | 1 | | | 0,1 | | 3 | 5 | | 5 | 4 | 1 | 5 | 2 | 23 |
| 3 | 0 | | | 3 | | 5 | 2 | | 3 | 5 | 3 | 3 | 5 | 36 |
| 4 | 1 | | | 0,1 | | 1 | 5 | | 4 | 3 | 2 | 5 | 1 | 24 |
| 5 | 0 | | | 0,1,2,3 | | 2 | 4 | | 4 | 4 | 2 | 4 | 1 | 23 |
| 6 | 0 | | | 3 | | 5 | 1 | | 3 | 5 | 3 | 2 | 5 | 48 |
| 7 | 0 | | | 0,1 | | 5 | 4 | | 1 | 5 | 4 | 2 | 2 | 21 |
| 8 | 1 | | | n/a | | 4 | 5 | | 3 | 4 | 4 | 5 | 4 | 31 |
| 9 | 1 | | | n/a | | 5 | 2 | | 2 | 3 | 4 | 1 | 5 | 59 |
| 10 | 0 | | | n/a | | 5 | 4 | | 1 | 3 | 4 | 2 | 2 | 40 |
| AVG | | 50% each | 50% twit 40% insta  30% n/a | | 3.6 | | | 3.8 | 3.1 | 3.8 | 2.9 | 3.4 | 2.8 | 31.8 |

KEY:

GENDER: male-1 female-0

SITES: 0- twitter 1-Instagram 2-Pinterest 3-Linked in n/a-not applicable