Survey-based Research Summary (Week 3)

TST team conducted survey-based research on <u>people over 18</u> to answer the following questions:
- What social media platforms do people use?
- How long have they been on social media?
- How often do they use social media?
- How do they use social media?
- What do they find positive about social media? (if anything)
- What do they find negative about social media? (if anything)
- How would they do without access to social media?
- Have they ever taken a break from social media?

Surveys were distributed on January 4th, 2022 using Google forms and 102 samples were collected. The respondents' demographic information was as follow:
- All respondents were over 18 years old.
- About 55% of respondents were between 25-40 years old and 29.4% of them were between 18-24.
- About 57.5% of respondents had Bachelor's degree.

The respondents' social media usage patterns were as follow:
- 98% of respondents were using social media for more than 4 years.
- More than 68% of respondents were using social media several times per day.
- The 5 top reasons for social media usage were: keeping in touch with family and friends, entertainment, learning new skills, keeping up with the news, and networking
- Positive aspects of social media usage were reported as communication, learning, finding information/news/events
- Negative aspects of social media were reported as distraction, addiction, bullying, and unrealistic pictures of others' lives for teens
- 74 participants answered reported about the platforms they use and whether they took a break from any social media platforms. Their statistics are as follow:
  - 64.4% of them took a break from social media at some point in their life.
  - 47.3% of respondents took a break from social media occasionally and 33.8% took a break from social media rarely.
  - The longest break was over a month for more than 39% of participants.

Key findings included:
- Most respondents found communication, entertainment, and self-expression to be positive aspects of social media
- Respondents said that social media might negatively impact self-image and mental health or believed that it might spread misinformation
- Assumptions about 'social media may cause addiction', 'social media is typically used for connection/communication' and 'young adults may use social media because of peer pressure" were reinforced in the survey results
- The majority of responses to how participants would feel if they could not use social for a week used neutral or positive language

Desktop Research Summary (Week 3)

TST team conducted research on digital natives to understand who digital natives are and what it means to be one and to use research results to create a clear design standard for our design decisions. Following research questions were developed and academic and industry papers/articles were reviewed to answer them:

    a. Who are "digital natives" vs. "digital immigrants"?
    b. What are the recommended design heuristics for digital natives vs. digital immigrants?

To analyze the collected data, the team created an affinity map and extracted the themes that were based on the research questions. The following themes were extracted as answers to the research questions:

a. "digital natives" vs. "digital immigrants:

- A digital native is someone who was raised in a digital, media-saturated world
- The term digital natives was phased out and replaced by millennials
- A digital immigrant is someone adapting to the digital, media-saturated world
- Though digital immigrants need to adjust themselves to the current technology, they are able to completely adapt and become as fluent as digital natives

b. design heuristics for digital natives vs. digital immigrants:

- Digital natives:
  - Follow current standards and design heuristics
  - Utilize other ways to represent information outside of just text
  - Assume the user is going to move quickly through the page
  - Consider they are probably multi-tasking
  - Conduct frequent usability-tests

- Digital immigrants:
  - Follow current standards and design heuristics
  - Clearly indicate ways to navigate the page
  - Ensure all mistakes and unconscious errors are clearly identified and easily solvable

Link to the affinity map:
https://www.figma.com/file/MBnYxRol4djwge4tDC8NLU/The-Serious-Type-Academic-Research?node-id=67%3A516