

HOW LONG DO YOU SPEND ON SOCIAL MEDIA ?

INTRODUCTION

Our investigation was based on year 8's favourite social media platform and the amount of time they spend on it.

HYPOTHESIS

Prior to the results of our data, we hypothesised that the modal social media platform would be TikTok and that year 8 students would spend approximately 2-3 hours on their favourite social media platform. This is because of the growing trend of TikTok on year 8 students, and the reliance and use of social media by them increasing significantly in modern day society.

INTERPRETATION

58 year 8 students were surveyed about their favourite social media platforms and the amount of time they spend on this form of media. From our set of data, it can be seen that YouTube was the most popular choice for year 8 students'. This data is displayed in a pie chart. The column graph represents the amount of time these students spent on their favourite social media platform, with the data indicating that students spent 0-14 hours on the platform daily, with the average being 2-3 hours. Therefore, it can be assumed that year 8 students utilise social media frequently, with some using it a lot more than others.

LIMITATIONS

In our investigation, we were limited to our sample size of 58 students, which does not provide an accurate representation of Year 8 students' favourite social media platform and the amount of time spent on it. Furthermore, our data was collected off a Google Form which would have been completed with limited incentive to answer our questions truthfully. This suggests that the data collected from our survey may be inaccurate. Therefore, our investigation could be improved by surveying a larger sample size of year 8 students in supervised conditions with incentives to answer truthfully to get a more accurate representation of the amount of time year 8 students' spend on their favourite social media platforms.

AIM

The aim of our investigation is to find the amount of time year 8 students spend on their favourite social media platforms. Our target demographic is 13 - 14 year old students from year 8 as their usage of social media is increased compared to other age groups. This is due to their preference of social media in comparison to other sources of entertainment.

METHOD

For the collection of our data, we created a survey on Google Forms which was sent to year 8 students which proposed the questions, "What is your favourite social media platform?" (Categorical Question) and "How many hours do you spend on this platform per weekday (on average)?" (Numerical Question). We received 58 responses to our survey. We then converted the response to our numerical question into a column graph and a pie chart for our categorical set of data.

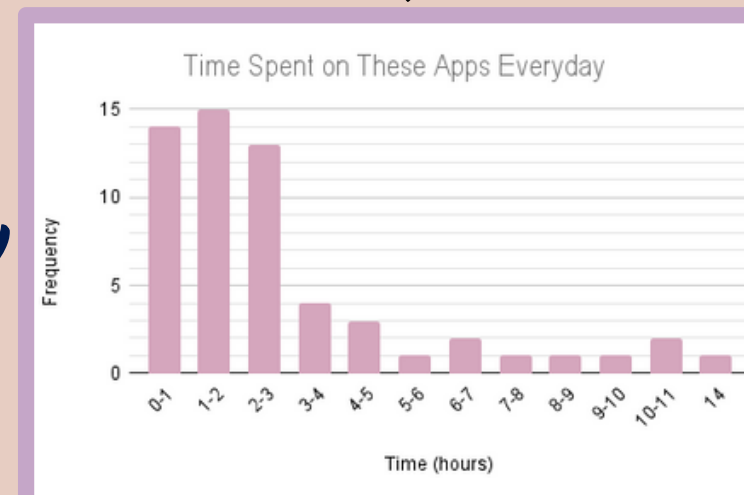
ANALYSIS

We chose to represent the responses to our categorical question in a pie chart, as it let us see the different types of social media used by the 58 year 8 students surveyed. Through this chart, we were able to see the mode (most popular form of media), which was Youtube. Therefore, through the survey, we were able to conclude that the most popular form of social media used by year 8's is YouTube.

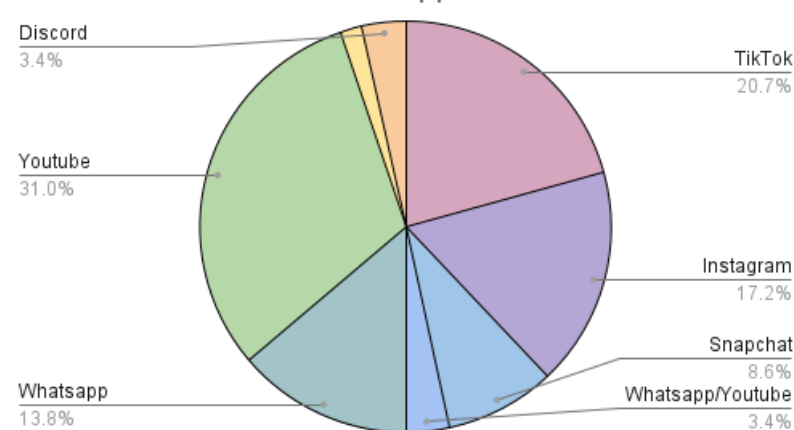
ANALYSIS

We represented the data from our numerical question "How many hours do you spend on this platform per day (on average)?" in a bar graph. This graph clearly indicates the:

- Range - 14
- Modal class - 1-2 hours
- Median - 2 hours
- Mean - 2-3 hours



Year 8 Students Favourite Apps



IDEAS FOR FURTHER RESEARCH

For further research, we could add more options to the question "What is your favourite social media platform?" as participants of our survey were limited to the 8 choices we provided. Additionally, we could also survey a larger range of year 8 students to improve the accuracy of our data.

CONCLUSION

Ultimately, we have successfully found year 8's favourite social media platform and the amount of time they spend on it through our research method. From this, we have gathered that year 8's spend a varying amount of time ranging from 0 - 14 hours on their favourite social media platform with the mean time spent being 2-3 hours, and mode being YouTube.

