

Quant Write Up

RQ: What is the average level of neuroticism in people who use social media

Test: Descriptive Statistics

Findings: The average level of neuroticism in people who use social media is 3.187.

Descriptive Statistics

Neuroticism	
Valid	986
Missing	53
Mean	3.187
Std. Deviation	1.043
Minimum	1.000
Maximum	5.000

RQ: What is the difference in life satisfaction between people who use social media to make new friends and those who don't?

Test: Independent Samples T-Test

Findings: The difference in life satisfaction among people who use social media to make new friends and those who don't is 2.466 and has a p-value of 0.014 indicating that this relationship is significant.

Independent Samples T-Test

	t	df	p
To make friends	2.466	984	0.014

Note. Student's t-test.

RQ: What is the difference between males and females who use social media to express feelings and thoughts?

Test: Independent Samples T-Test

Findings: The difference between males and females who use social media to express their feelings and thoughts is 1.906 but has a p-value of 0.057 which indicates that there is no evidence to suggest a significant relationship.

Independent Samples T-Test

Independent Samples T-Test

	t	df	p
To express my feelings and thoughts	1.906	1031	0.057

Note. Student's t-test.

Descriptives

Bar Plots



RQ: What is the relationship between using social media to feel connected and extraversion?

Test: Correlation

Findings: There is a weak correlation (0.049) showing that the higher someone rated they use social media to feel connected also mirrors an increased rating in extraversion, but the p-value is greater than 0.05 indicating there is no significant relationship.

Correlation ▼

Pearson's Correlations ▼

Variable	To feel connected with people	Extraversion
1. To feel connected with people	Pearson's r p-value	— —
2. Extraversion	Pearson's r p-value	0.049 0.123

RQ: What is the relationship between age and using social media to keep up about what happens in the world?

Test: Correlation

Findings: As age increases so does the use of social media to keep up about what happens in the world, and the p-value of 0.033 indicates significant relationship in the positive correlation between the two variables.

Pearson's Correlations ▼

Variable		age
1. age	Pearson's r	—
	p-value	—
2. To keep up about what happens in the world	Pearson's r	0.067
	p-value	0.033

The findings of the tests run give a deeper insight into the motivations of why people use social media and some of the outcomes that have relationships to these different motivations. This information can be beneficial to many areas of people such as social media marketers and the average social media user. It is important for social media marketers to run audience analysis and knowing the significant relationship between age and the use of social media to keep up about what happens in the world allows them to target specific age groups in different formats that will appeal most to each age range. They can also look at things such as gender and look at differences that could occur due to that. For example in the test run, there was no significant difference in male and females expressing thoughts and feelings on social media which can be used to determine different interactive campaigns a marketer might want to use if it is a gender neutral audience.

The data collected and findings also can be very beneficial to any social media user to look at and determine what changes they might make to improve the quality of their life. The user can see descriptive statistics such as the average level of neuroticism and determine what changes they need to make in their use of social media, such as time spent on it, if they have a higher level of neuroticism than the average. Additionally, they can look at the relationship between the use of social media to make new friends and the positive correlation to having a higher life satisfaction. A user can give up certain social media habits and make new ones to change their motivations to increase factors such as life satisfaction. Similarly, someone who is looking to become more extroverted can see that using social media to feel more connected is not the best method to increase their extraversion due to there not being a significant relationship.