



Daffodil
International
University

**A study on the behavior of young adults
in
Social Media**

SUBMITTED TO

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Application for thesis submission approval

Dear Sir,

I am conducting a thesis entitled 'A study on the behavior of young adults in Social Media' as a course requirement in my post-graduation.

I tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this thesis program has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my thesis. Your kind approval is solicited.

Sincerely yours,

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Acknowledgements:

'Dissertation' is an academic process which helps the students to relate their theoretical knowledge to research fields. As a Master's student of Journalism and Mass Communication, I think myself fortunate enough to undergo the process of fulfilling the requirements of my course curricula as per the provision of the university 'Daffodil International University'.

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Certification:

This is to certify that Mr. Aftab Hossain, ID: 142-28-182 has done his Master's thesis entitled, 'A study on the behavior of young adults in Social Media' under my supervision and guidance.

The study has been undertaken as a part of requirements of Masters of Social Science (MSS) Degree in the Journalism and Mass Communication (JMC).

The thesis is expected to contribute in the field of Journalism and Mass Communication as well as in further study about young adult's behavior in Social Media.

.....
Dr. Md. Golam Rahman

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Declaration of Authorship:

I certify that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other University.

Sincerely,

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Abstract:

The study was based on to know the behavior and the behavioral changes of young adults in different age groups (18-30) in Social Media. The study is to indicate a correlation between Social media usage and behavior of young adults in different age stages of young adults in Bangladesh. The research was based on Uses & Gratification Theory (Katz, 1973) and Media Dependency Theory (Ball-Rokeach, 1979). A survey was conducted between 311 young adult respondents from both undergraduate and post graduate programs and different academic disciplines of four different universities in Dhaka. They have provided information about their Social Media usage and activities. Respondents answered questions dealing with elements of their Social Media usage, how they get connected, about their virtual connections, what they think about using Social Media, what they do while using Social Media and reasons of liking it. Most of the results were found that there is no relation between Social Media and age factor but the usage and network platform was identified by the research.

Keywords – *Social Media, Social Network, Young adults, Behavior in Social Media.*

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A study on the behavior of young adults
in Social Media

Chapter 1: Introduction

Chapter 1.1: Introduction

Human cannot live alone. As a social being, human has always lived with others in a society. From the beginning of time, people didn't have language and after that people of different regions have had their own languages. But people have created their own ways to communicate. From primitive language and markings to recent technologies including telephones and computers people always made their own way of communication. Face to face was the earlier way of communication and socialization. Later, people invented several media of communications day by day. The latest technology of communicating others is social networking. In this system people can communicate, share thoughts and pictures, and watch what others are doing.

Online Social Media have got the popularity worldwide and with its growth and popularity it has led to attracting attention from variety of researchers globally. Although everyone has come to embrace the changes social network has brought to us, teenagers and young adults are the most fanatic users of these sites. The impact of social networks on young people is significant. Children are growing up surrounded by mobile devices and interactive social networking sites.

Social Media is basically a web based application that is built on the ideological and technological foundations of Web 2.0 that allows us to interchange our thoughts as user generated content. Murthy states,

"Social Media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'". (Murthy, 2013)

There is a difference between 'Media' and 'Social Media'. According to Agichtein (Agichtein, Donato, Gionis, & Mishne., 2008) the characteristics that differentiate Social Media from other media's are:

- **Quality:** In industrial (traditional) publishing – mediated by a publisher – the typical range of quality is significantly narrower, unmediated markets. The main challenge of Social Media contents are the variance of quality of the posts or sharing contents. They can vary from: very high-quality items to low-quality, sometimes there could be abusive contents too.
- **Reach:** Both industrial and Social Media have the technologies and they are capable of reaching a worldwide audience. Industrial media focuses more on their target audience and they try to reach their global audience by their target group where Social Media is the platform that can reach to global audience by more widespread reaching capability.
- **Frequency:** contents of Social Media are more frequent to the audience than industrial media. Audience has to look on the same thing as the content gets more popular.
- **Accessibility:** The contents of Social Media have the access to everyone who is in the network worldwide. But in the industrial media the accessibility is less.
- **Usability:** Industrial media production typically requires specialized skills and training. Conversely, most Social Media production requires only modest reinterpretation of existing skill. In short anyone can use Social Media whenever they want.
- **Immediacy:** The time lag between communications produced by industrial media can take hours, days and even months. But Social Media can reach its global audience in a blink of an eye.

- **Permanence:** Industrial media contents are permanent. They cannot be changed after they are published or broadcast. On the other hand, contents can be changed or edited anytime in Social Media.

This study is a research about Social Media and human behaviors based on the different attitude and self-representation of human in Social Media. This study can open the scope for future research for the researchers in Bangladesh interested in Social Media research.

The study on the millennium generation will help us to understand the basic attitude of the young adults who is online and connected to any kind of social network. As the generation powerfully connected to Social Media our basic question was to find the answers of whom, what and how the people aged between 18-30 years old are connected to Social Media.

These people between eighteen to thirty years old, passes many phases of life. In these years they start to go to university or college and then go for the future career or professions. In between these years they lives as a student and then lives as a working professional. So in this sense young adult phase is very important for all. With the increasing rate of Social Media usage, this study can show the changes and attitude of young adults in Social Media behavior. Firstly, this research will help us to understand how often people uses Social Media in daily life. Secondly, will know the reasons behind using Social Media and thirdly, this study will let us know the importance of Social Media usage of young adults. With these basic outputs we will also know what actually they feel about using Social Media and the effects in social and professional career in their life.

Chapter 1.2: Problem Statement

With the increasing number of Social Media users in Bangladesh in past few years, the first question was raised that how frequently the young adults uses Social Media. Secondly how, why and what they are doing there. The basic question of this research is to study the behavior of the young adults on Social Media. As the number of Social Media users is increasing, this research will help to find out why people are getting attracted to Social Media and the importance of using Social Media in life of young adults in Bangladesh.

With the increasing number of using internet the number of online crime is increasing day by day. In recent years, abusing someone using Social Media has been a major problem in Bangladesh. Connecting to unknown people over Social Media and sharing personal information without knowing anyone can be very harmful. In a recent report published in UK published that, half of the British people get connected to virtual friends without knowing each other personally. This study can help us to know the how much concern are the young adults of Bangladesh in this matter. How many of their Social Media friends they actually know in person.

Chapter 1.3: Significance of the Study

Social Media is taking a huge part in our daily life. In mainstream media like television, radio and newspaper can provide one way communication where Social Media is providing the scope of instant feedback or both way communication systems. Thus, Social Media is playing a vital role within the society.

The findings of this study will help to know how familiar our young adults are with Social Media. With the increasing number of Social Media users in Bangladesh, this study will help to find us the activities of Social Media users. As this study is based on the young adults aged between 18-30 years old, this study will help us to know how they spend time online with Social Media.

Also this research will show the young adults activity and behavior in Social Media that can help us to grow more social awareness or social welfare activities through Social Media. This research will help us to identify the reasons of using Social Media, liking and disliking and also the behavioral changes by age of using Social Media or the self-representation on Social Media of the young adults in Bangladesh. This study will also help to analyze the different age groups of young adults. It will show in between these twelve years how the behavior changes in Social Media activities. Later these data can help us to compare the activities of young adults and older than 30 years old adults. The research was based on quantitative survey and it was conducted between '15th March to 15th June' of 2015. The survey was conducted mainly on the university students in Dhaka city.

Chapter 1.4: Objective of the research

As this research 'A study on the behavior of young adults in Social Media' is a research on Social Media and human behavior and attitude of different self-representation, this research has some of its own objectives. It will help us to know:

- To know the medium or the devices of using Social Media connection
- To understand the frequency of using Social Media of young adults
- Reasons of liking Social Media
- Whom they actually know in person among their virtual friends
- To know the importance of Social Media in their life
- To know impact of Social Media in their social life
- To compare with older adults' behavior in Social Media in future research
- To know that young adults' news sharing tendency via Social Media
- To discern the best preferable social network among the young adults

Chapter 1.5: Scope of the Research

Based on the results of this study, there are implications for future research. Further studies should look at the behavior of the young adults in Social Media. It will help to understand the attitude and usage of young adults in Social Media.

Secondly, another opportunity for future research would be to identify the behavioral changes between young adults and mature adults in Social Media. It will also help to see the changes of connecting devices by time in Bangladesh. People can understand the drastic changes occurred in usage of Social Media.

Finally, an examination that concentrates on those individuals who are in the beginning stage of Social Media web 2.0 application/s usage, behavior of Social Media, marketing via Social Media and Social Media penetration in the society or among youth users.

With access to so many social networks a lot of the mystery is gone. It is also important to note this research was not consistent with findings. The research questions showed no correlation between age and Social Media usage and behavior.

Chapter 1.6: Statement of Hypothesis

The hypotheses are based on the research objectives and questions in this study.

Following are the hypotheses:

Hypothesis 01 – Younger age group spend more time in Social Media than the older group.

Hypothesis 02 – Smart phones are taking over computers as a medium of connecting Social Media.

Hypothesis 03 – Comparatively younger group have more than one Social Media account on a same network than the older group.

Hypothesis 04 – Among the respondents younger group on social network spend more time on social network gaming applications than older group.

Hypothesis 05 – Among the respondents younger people prefer to send text messages via Social Media than Short Message Service (SMS) by cell phone.

Hypothesis 06 – Facebook is the first choice of Social Media platform than other Social Media.

Chapter 1.7: The outline of the thesis

Chapter 1: Introduction: In this chapter we will know about the Social Media, how people gets connected with it, reasons to study the behavior of young adults, significance of the study, the objectives to study the Social Media and youth's behavior and the research question/s.

Chapter 2: Background study: Literature Review is the key point of this chapter. This describes the earlier research works related to this research. Then in later parts this chapter gives a clear definition about Social Media, Social Networks and young adults.

Chapter 3: Methodology: Outlines the research methodology, applied techniques and procedures undertaken. It also explains how the research was planned and implemented. The thorough description of research design is also presented in this chapter.

Chapter 4: Data Analysis and Findings: Outlines the main data gathered in the research and summarizes result. Accordingly to the research aims, the whole chapter is divided into sub-chapters that analyze data according to every objective and the findings linked with the chapter 2.

Chapter 5: Conclusion: Ties together what has been learned according to the set study aim and the main research question. The limitations and further study or research scopes of the study are also presented in this chapter.

Chapter 2 Background study

Chapter 2.1: Literature review

Past century was a golden era for the media growth. New technologies like telephone, radio and television changed people's lives repeatedly. The new ways of communications have been successfully adopted and become a norm. The last decade of the century brought the new innovative technology - Internet. As predicted by Newman (*Newman, 1992*) Internet has made such changes in our life. Such as:

- *Altered the meaning of geographic distance.*
- *Allowed the huge increase in the volume of communication.*
- *Provided the possibility of increasing the speed of communication.*
- *Provided opportunities for interactive communication.*
- *Allowed forms of communication that was previously separate to overlap and interconnect.*

Three powerful features of Internet were identified by UK Essays (*Essays, UK., 2013*). They are:

1. *Disintermediation or the removal of brokers by allowing direct communication across spatial and socio-metric distance;*
2. *Asynchronicity of the removal of temporality as a barrier to communications;*
3. *Oculacy or the ability to communicate messages through images.*

According to Hermaking (*Hermaking, 2005*) the global spread of modern technology, including information and communication technology (ICT), is commonly regarded both as an indicator of the postmodern era of globalization and as the very precondition for that era of intensive worldwide interactions of people and exchanges of goods, services, information, and capital. Hoffman (*Donna L. Hoffman, 1995*) argues that the popularity of the WWW as a commercial medium (in contrast to other networks on the Internet) is due to its ability to facilitate global sharing of information and resources, and its potential to provide an efficient channel for advertising, marketing, and even direct distribution of certain goods and information services.

In the recent years Internet witnessed amazing growth, according to Internet Consumption Report (*Soumokit, 2008*) the 21% (1,407,724,920) of the world population (6,676,120,288) are internet consumers. Most of them live in well-developed regions as North America where internet penetration is as high as (73.1%), Australia (57%) and Europe (47.7%). Peters (*Peters, 1998*) Suggest that no other technological innovation has captured the imagination of users with the speed and impact of the Internet (Figure 1).

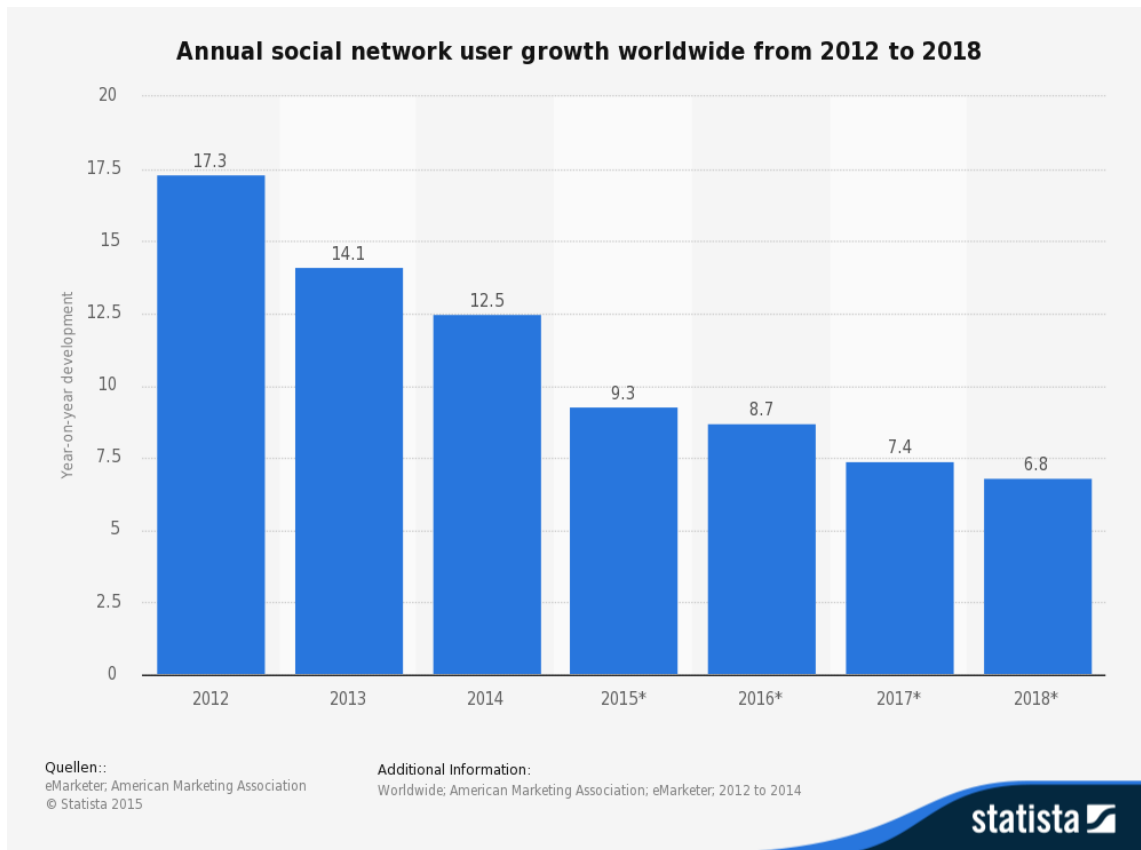
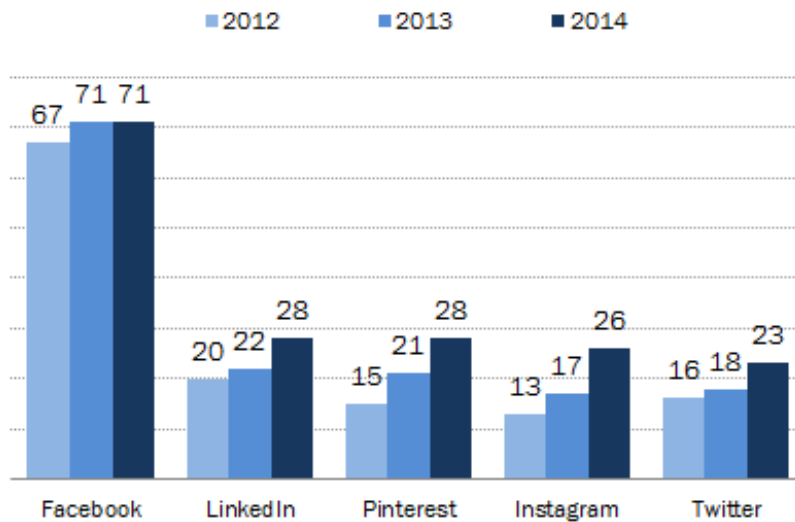


Figure 1: Social media growth worldwide year by year (www.statista.com)

Now if we consider Social Media at a glance, the boom of Social Media started in this century. Its growing fast around the world and its creating network links by their attractive features. According to Pew Research Centre, the growth of Social Media is getting its pace day by day.

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

Figure 2: Percentage of adults uses Social Media websites. (Pew Research Center)

Uses and Gratification Theory

In most theories we get to know the effects of media on mass people. But, in the Uses and Gratification theory we can have the idea of how people use media for their needs and gratification. In another way, we can say, this theory states what people do with media, rather than what media does to people. According to this theory it's not people make use of the media for their needs. Uses and Gratification theory can be said to have a user/audience based approach.

"As commonly understood by gratifications researchers, the term "audience activity" postulates a voluntaristic and selective orientation by audiences toward the communication process. In brief, it suggests that media use is motivated by needs and goals that are defined by audience members themselves, and that active participation in the communication process may facilitate, limit, or otherwise influence the gratifications and effects associated with exposure. Current thinking also suggests that audience activity is best conceptualized as a variable construct, with audiences exhibiting varying kinds and degrees of activity." (Mark Levy, 1985)

There are several and gratification for people they are which are categorized in five categories:

1) Cognitive Needs:

The main reason of using media is acquiring knowledge, information etc. Among the audience some of them use to seek knowledge, some uses only for gathering information and some uses only to get entertain. Each audience has their own reason to use media.

2) Affective Needs:

This type of need includes all kind of emotional needs. People use media to satisfy their emotional needs.

3) Personal Integrative Needs:

This is the self-esteem need. People use media to assure and reassure their social status, gaining credibility and stabilizing it in the society.

4) Social integrative Needs:

This need includes the connection between the societies. Social networking is a part of social integrative need. People try to get connected and get the updates regularly from their family members, friends and society. Even social gatherings are taking place because of social integrative needs using social networks.

5) Tension free Needs:

People sometimes use media to get relax or escape from the tension or workloads. Watching TV, films, listening to radio or using Social Media gives a relief from the tension or works.

A recent research showed that, the relation between Social Media usage and Uses and Gratification theory. According to the findings of that research, the relationship between Social Media and with the theory is:

- Social and Affection Needs,
- Needs to vent negative feelings,
- Recognition,
- Entertainment,
- Cognitive Needs,

According to the recent researches (Leung, 2013) the Uses and Gratification theory is differed by category of narcissism. The researchers found four multi-dimensional narcissistic personality types: feeling authoritative or superior, exhibitionistic, exploitative, and often hungry for vanity. The Uses and Gratification theory differed depending on the specific type of narcissism a given user had. For instance, those who were exhibitionistic tended to focus on the Social Media Uses and Gratification of showing affection, expressing negative feelings, and being recognized. Those who viewed themselves as superior had higher uses and gratifications by cognitive motivations than by recognition. The vain narcissists were most gratified by recognition and attention, and they did not vent negative feelings. Exhibitionists were motivated by all gratifications of Social Media. No generational differences were found in the narcissistic tendencies. (wimediafoundation.inc)

Uses & Gratifications Social Media Model

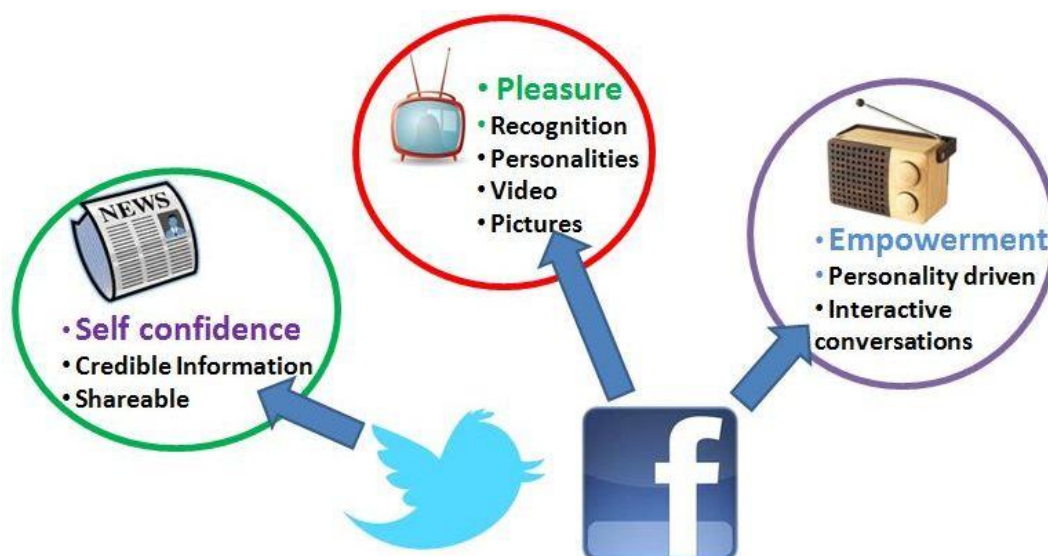


Figure 3: Uses & Gratifications Social Media Model by (Blotz)

Media Dependency Theory:

The 'Dependency Theory' was recommended by Sandra Ball – Rokeach and Melvin Defleur in 1976. This theory focuses less on the effects of media on audience, but on the other hand perspectives like Psycho – Analytics and Social System Theory, Systematic and Casual Approach and the basics of Uses and Gratification theory. This theory is one of the pioneer theories which involve audience as an active part of the media. It is an extended part of the theory Uses and Gratification. This theory states the link between media, audience and social system. (S.J. Ball-Rokeach, 1976). According to the theory, audience is using information from media as they are not able to fulfill the information from their real life. So audience is creating a dependence on media as well as media is also creating the power of dependency on the audience to achieve their goals.

According to (Windahl, 1986) the relationship components are:

- **Society and the media:** Media has the access to the society and its issues. Media depends on the social incidents. The nature of media depends on the society's political, economic and cultural impacts and system.
- **Media and the audience:** It's a key variable in this theory. This relationship states how people or audience uses the media. So media tries to involve audience as much as audiences' preference. The more people seek for information the stronger reason to depend on media.
- **Society and the audience:** The need of using media starts from the society. The more the society provides knowledge, norms, values etc. the more the audience look for information on media.

According to Ball-Rokeach (*Ball-Rokeach, 1979*) there are three degrees of dependency that are directly proportional to:

- **Individual:** Media has the ability to make the audience more dependable on media. An audience becomes more dependable on media when they are satisfied and getting what they want from media to fulfill their needs from the media. Otherwise media will lose its dependency.

So in my opinion, social media these days are providing the needs of audience. From news sharing to friends updates and being supplied by the social media. Even online gaming through social media applications and online shopping are also available via this medium.

- **Social Stability:** During the time of conflicts or human made or natural disaster, media keeps people updated. Without the information about social changes, natural disaster, political movements, national issues media will lose its dependency from audience. During the conflict or disasters' time media dependency increases dramatically.

Social Media takes a huge lead in this type of events. People update their thoughts and news on this medium and others can share, reply, update or just receive the information silently.

- **Active audience:** The active audience chooses their media and depends on those chosen medium. By this process they fulfill their demand for information. In the case of Social Media, people now days are depending more on Social Media sources as a preferred medium of information.

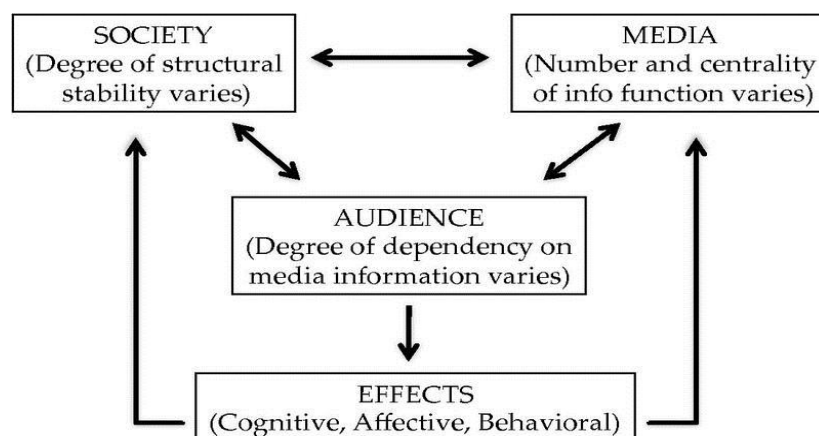


Figure 4: *Ball-Rokeach & DeFleur's (1976) MSD conceptual model.*

In Bangladesh, the flourishing in Social Media started in the beginning of this decade. According to previous studies, the number of Social Media users in Bangladesh is almost 9 million. Among them 8.4 million uses Facebook as their social network platform.

According to (Zafarullah, 2013) Bangladesh is ranked 18th in the world, based on the number of the Facebook users. Bangladesh is now a heavenly place for Social Media. There are a lot of online news portals. These news portals offer us the latest news within the shortest period of time. There are many Facebook pages that works as news media, they often shows us outlying area's news with photos and videos. There are several online radio channels that entertain us. Very often we see several discussions and debate on national or international issues that are happening on those blog sites, Facebook as well. These are making people conscious about the current news and affairs. In addition, the Social Media has made it very easy, convenient and cost effective to raise awareness on the important issues happening all around the world.

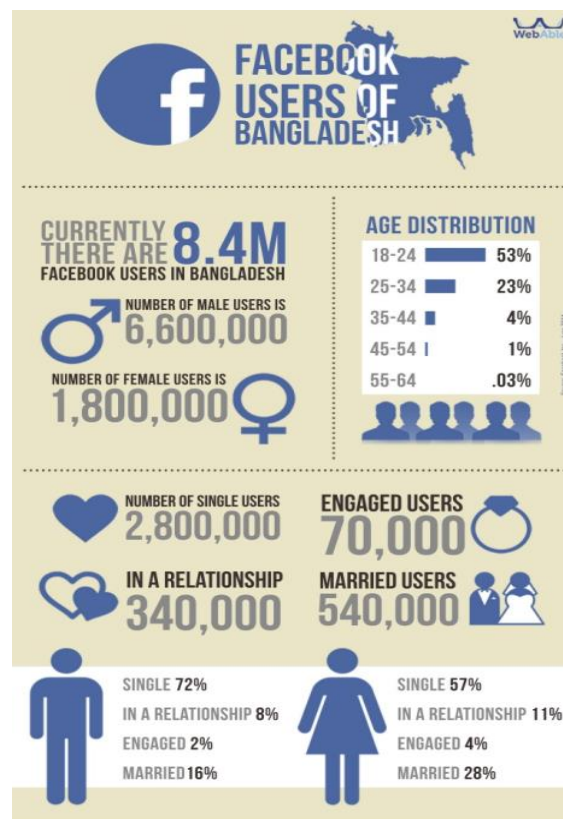


Figure 5: Facebook Users in Bangladesh (Infographics Bangladesh, 2014)

Chapter 3: Methodology

Chapter 3.1: Operational Definition

Operational definition describes terms – such as a variable, term or object in terms of the specific process or set of validation tests used to determine its presence and quantity. Properties described in this manner must be publicly accessible so that persons other than the definer can independently measure or test for them at will.

In research we have to know what we are studying about. In this research ‘A study on the behavior of young adults in Social Media’ we must have a clear idea about its research terms such as Social Media, Social Networks and the people who are known as young adults.

3.1.1: Social Media & Social Network

Social Media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking etc. are among the different types of Social Media.

Online social networking sites have tried to re-create face-to-face interactions on the web by allowing people to interact publically or privately. Many people use Social Media as a way to stay in contact, while others use the medium as a way to develop new connections. A benefit of social networking websites is that they allow people to develop or maintain relationships with individuals who may not be close to themselves geographically. When it comes to location, social networking websites allow families, couples, and friends to stay connected using a simple click of a button.

“**Social Media** is the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. They are media for social interaction. You can tell social software because it is no fun to use by yourself – an account with no friends connected has no value.” *Howard Greenstein – Social Media Club-NYC*

3.1.2: Young adults

From the point of psychology, young adult means the people who are in the age range of 18 – 35 (*Petry NM, 2002*) years old. But as this research was conducted in Bangladesh I have tried to restrict this age range from 18 – 30 years old people because of the demographic and social reasons. So in this research I have tried to restrict the young adult age from 18 – 30 years old.

Chapter 3.2: Description and justification of the methods

Generally there are two types of the research approaches: the Scientific and the Ethnographic research approach. According to (*Harvey Maylor, 2005*) the scientific (or objective) approach is more concerned with understanding the general patterns of people's, organizations and social systems behavior as an opposite to ethnographic (subjective) approach which is analyzing practices more than theories in greater depth and more at individual level. This research type was built by them to research the business and management research where précised questions were asked to the people to answer the questions. Moreover, the scientific studies are based on deductive logic and focused on testing theories and then arriving to the new knowledge rather than creating the knowledge in the process of the research.

This research can be considered as a scientific study, since the main objective of this research is to verify what our young adults are doing online, how they are connecting with Social Media and their behavior in the virtual world. It could be viewed as knowledge verifying study and an extension of similar researches done in the various parts of world including Bangladesh.

The main reason why the scientific paradigm for this study has been chosen is its cooperation with quantitative methods of the research. The quantitative research strategies are used to count and measure the data in order to answer the questions "what", "where", "how", "how many: and "how much" as an opposition to qualitative research questions "why" and "how". There is a debate going on whether qualitative or quantitative research is better, but according to (*Blackmon H. M., 2005*) both qualitative and quantitative research have their advantages and disadvantages and are used for different purposes.

The success of the quantitative study is based on the validity of the data and statistical significance of the results that could be generalized. Therefore, appropriate data had to be collected and processed. According to (*Blackmon H. M., 2005*) a suitable way to verify the research hypotheses and capture opinions, behaviors, attitudes and facts are doing a survey. In a result, according to sample size and time

frame the self-administrated online questionnaire method was chosen for conducting the survey. In the short time frame it is considered to be one of the best tools to gather large amounts of valid data.

Chapter 3.2: Research Design

The research was designed to collect the data from the university going students who represents the young adults most. Both undergraduate and post graduate students from private and public university students were the respondents of the questionnaire.

3.2.1: Research Procedure

In order to guarantee successful implementation of the research project the Gantt's Chart was drawn to identify the main tasks and the time frame (days) assigned for them.

15 th March	20 th March	10 st April	20 th April	30 th April	15 th May	30 th May	10 th June	15 th June
Studying and Personal Experience								
Topic Selection								
Literature Review								
			In-depth Lit. Review					
				Writing Phase				
			Questioner Design					
				Pilot Survey				
					Survey			
						Data Analysis		
							Findings	

Table 1: Research Timeline Chart

3.2.2: Secondary Data & Literature Review

Quantitative research can be used in response to relational questions of variables within the research. *“Quantitative researchers seek explanations and predictions that will generate to other persons and places. The intent is to establish, confirm, or validate relationships and to develop generalizations that contribute to theory”.* (Ormrod, 2001). Quantitative research begins with a problem statement and involves the formation of a hypothesis, a literature review, and a quantitative data analysis. John Creswell (John W. Creswell, 2003) states, quantitative research *“employ strategies of inquiry such as experimental and surveys, and collect data on predetermined instruments that yield statistical data”.* The findings from quantitative research can be predictive, explanatory, and confirming. The next section focuses on quantitative research methodology (Carrie Williams, March 2007)

Malhotra (Naresh K Malhotra, 2003) states that, an appropriate data collection method contributes to the success of research project. There are two types of data: primary data collected in the process of the study by the researcher; and secondary data – which have been already collected and analyzed by others (Pervez N. Ghauri, 1995). Both sources of data should be used to achieve efficiency and effective research objective. The secondary data provides an ability to save time and money, therefore it has to be analyzed first before the collection of the new material. The primary data have to be collected as well, as the secondary data may not always provide the needed answer to all research questions. In order to answer the research questions the primary and secondary data were used in this study. First of all, to discuss the hypothesis, literature review was performed which analyzed secondary data. The data was collected from various academics and practitioners sources. Because of the scarcity of data in the academic literature some of the most valuable information was gained through the community of marketing bloggers and research reports by individual companies. The academic articles and research papers, books, published case studies, academic and industrial magazines or solitary articles were used to generate a broader view on the subject. In order to answer the main research

question and to test the hypothesis proposed in the introduction the primary data was collected through the web survey (self-administrated questionnaire were used). It enabled researcher to apply statistical analysis methods for the study.

3.2.3: Questionnaire Formulation

According to Easterby (*Mark Easterby-Smith, 1991*) within a short-time frame and limited resources a self- administrated questionnaire is the most appropriate method to collect data for research. Blackmon (*Blackmon H. M., 2005*) suggest that, the design and planning are the vital parts in order to gather appropriate data with a questionnaire. To produce a reliable questionnaire and minimize biases in the research, the designer has to consider three areas main issues:

- The wording of the questions,
- The appropriate categorization of variables,
- The general appearance of the questionnaire

Therefore the wording of the questionnaire was constructed. The simple commonly used expressions and terms were used in order not to confuse respondents. The general appearance of the questionnaire was selected.

In this research, the Questionnaire consisted of 4 sections. The questions in the first section (Q 1-4) were designed to gather information about social network circles of the respondents. The second section (Q 5-10) of the questionnaire was determined to define the 'why', 'how' and 'what' they do in Social Media. The third section of the questionnaire (Q 11-16) was designed to know the activities in Social Media and the importance in their lives. The fourth section of the questionnaire was to gather their economic and demographic details (Personal details). In order to gather necessary data different types of questions were chosen. The closed-ended question was mostly used in this research in order to gather defined answers.

3.2.4: Population and Sampling Design

According to (Blackmon H. M., 2005) the choice of the sample and correct sampling methods are one of the key factors in gathering valid and measurable data for the research. There are five steps for sampling design according to (Naresh K Malhotra, 2003):

- *define the target population,*
- *determine the sampling frame,*
- *select the sampling frame,*
- *determine the sample size*
- *execute the sampling process.*

Name Of the University	Faculties/Halls		
University of Dhaka (DU)	Faculty of Arts	Faculty of Business Studies	Faculty of Science
Jahangirnagar University (JU)	Bangabandhu Sheikh Mujibur Rahman Hall	Jahanara Imam Hall	Preetilata Hall
Daffodil International University (DIU)	Faculty of Business and Economics	Faculty of Humanities and Social Science	Faculty of Science and Information Technology
University of Liberal Arts Bangladesh (ULAB)	School of Arts and Humanities	School of Business	School of Science and Engineering

Table 2: Sample Collection Area

The target population was chosen considering the objectives of this research. University going students in different public and private universities were chosen as the respondents of the questionnaire. Moreover, due to limited data and short time frame and the budget, only the Dhaka city was considered for the research. As the research was to identify the behavior of young adults in Social Media, the questionnaire was given to only who uses Social Media as Purposive Sampling Method.

According to previous studies, there are around 10 million Bangladeshi users registered to the Social Media, almost every university going students in Dhaka uses various social networks. This sample frame was used to define the sample size needed to collect appropriate and valid data for the research.

3.2.5: Pre-testing

In order to conduct reliable and valid research the Pre-testing of questionnaire has been done before the actual survey conducted. The modifications of the questionnaire would lead to the perfection of the survey.

3.2.6: Fieldwork

As mentioned earlier, the survey was conducted on different university students in Dhaka city. After completion of the pilot study it was decided to run the survey for 2 weeks period, due to considered possibility that some of the respondents might not be able to response without any mistake. With previous experience of research, 500 survey questionnaires were prepared and sent to 6 private and public universities in Dhaka. 311 responses have been received, from which 173 males and 138 females.

Chapter 3.3: Limitations of the Study:

Some limitations were experienced throughout the process during this study. First of all, time limitation was a crucial factor for a research like this. Total time duration for a study like this requires more time than three months whereas the study was done as Masters Dissertation, we have got only three months to complete the study. The survey design was long and time consuming. Additionally, the sample population was a convenience sample, so many people did not have the opportunity to participate just based on the form of distribution among the public and private university students. Moreover, during the survey period summer vacations were going on in the universities. So I have tried to reach only universities near Dhaka city where summer vacation was over. The survey was focused directly at Social Media users. By only accepting Social Media users' responses, non- Social Media users' responses were not considered. This meant there was no data to compare the two groups.

Chapter 4: Data Analysis and Results

Demographic details:

A study on the behavior of young adults in Social Media was studied under three age groups. The age range of total population was between 18 to 30 years of age. So, all of populations come from the young adult section. Among the 311 (Three Hundred and Eleven) respondents, the study result show that the highest number of respondents (35.7%) came from 23-26 years age group. Data shows that 34.4% samples are from 18-22 years old. The rest (29.9%) belongs to 27-30 years old age group. This analysis measures that the majority (55.6%) are male and 44.4 percent are female. Out of 311 respondents, 173 are male and 138 are female.

	Frequency	Percentage	Valid Percentage
Male	173	55.6	55.6
Female	138	44.4	44.4
Total	311	100	100

Table 3: Gender ratio of the respondents

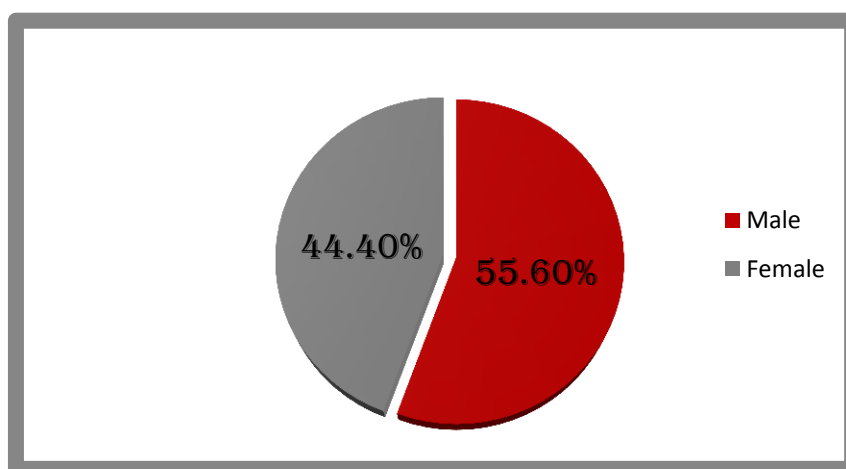


Figure 6: Gender ratio of the respondents

Among the respondents 38.9 percent responded that their yearly family income level is in-between 20000 BDT. and 40000 BDT. The second highest family income range is less than 20000 BDT. with 24.8 percent while only 3.5 percent said they have family income over BDT 100000. Many of the respondents are college or university going students but the age group of 27 - 30 years old contributes in their family income. As Bangladesh is a developing country, it is hard for young people to increase their income level as a young adult.

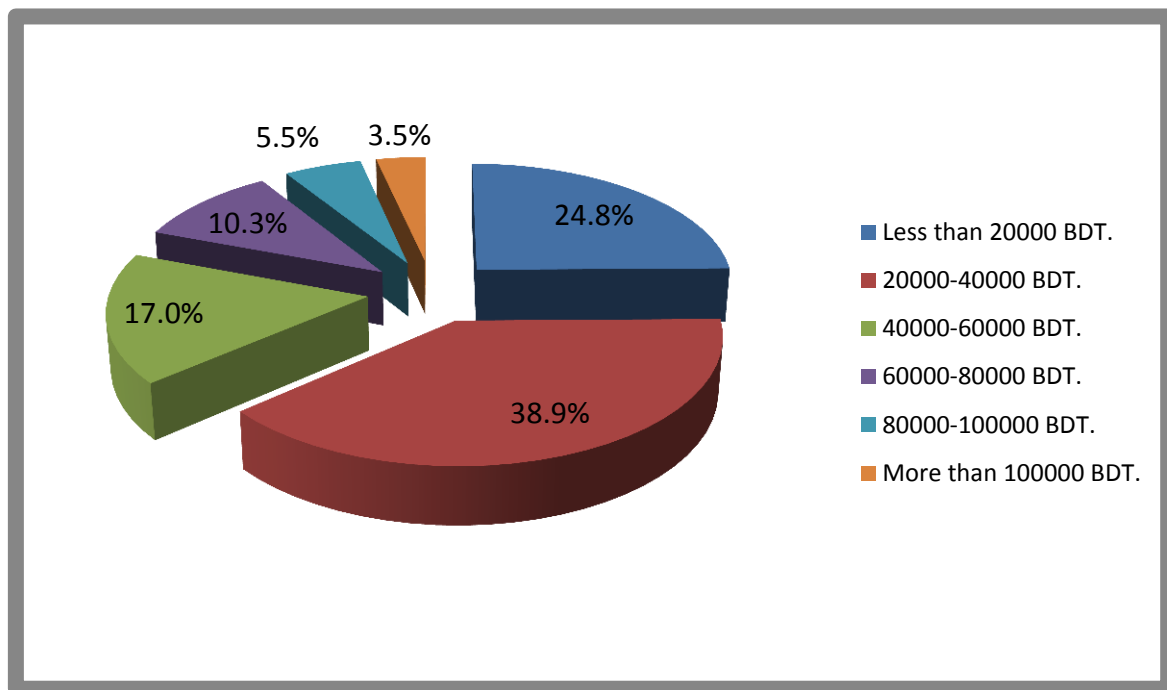


Figure 7: Percentage of the monthly family income

Specific Objectives of the research:

In order to achieve the research objectives, here are the general findings were found during the analysis of the study from collected data.

Usage of medium or devices to get connected:

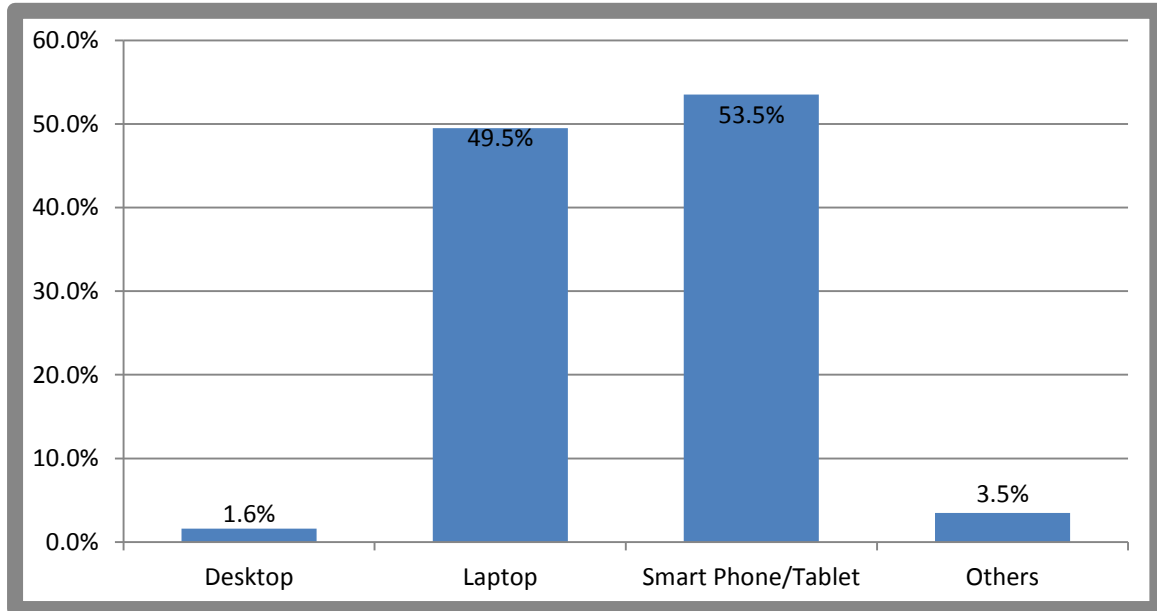


Figure 8: Devices used to get connected to Social Media

From the figure above we can understand that, among the respondents the rates of using smart phones or tablet computers are increasing in the youth. Young adults now days prefer to use smart phones over laptop, desktop or any other devices to get connect to Social Media using internet. The availability of Wi-Fi internet and 3G internet support could be the reason of using smart phones or tablet computer. Here in the above chart we can see the rate of using desktop computer has decreased so low (1.6%) that it has gone below even other devices with 3.5%. The rate of using Laptop is 49.5% where the rate of using smart phones or tablet pc is 53.5%. In the questionnaire people were asked 'what devices you use to get connected to the Social Media?' People were asked to choose more than one option to choose. So the ratio of using devices are more than hundred percent in total.

Frequency of using Social Media:

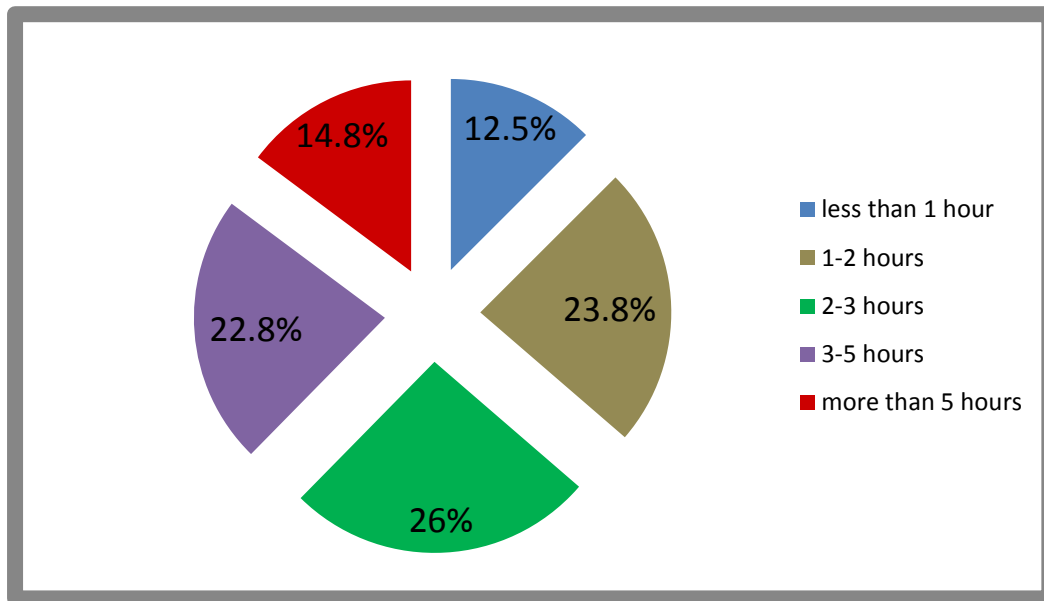


Figure 9: Frequency of using Social Media daily

In the figure above, we can see the frequency of using Social Media among the young adults. Here, from this pie chart we can observe that, most people use Social Media for more than one hour to five hours in a day. With the percentage of 26% young adults uses Social Media for two to three hours in a day. This is the highest number of young adults Social Media usage frequency.

Among the respondents, 23.8% young adults uses Social Media for one to two hours in a day and 22.8% users use between three to five hours in a day. Least number of users (12.5%) uses less than one hour in a day and people uses more than five hours in day is 14.8%. Even with the free internet availability and Wi-Fi facility, most of the young adults are not connecting to Social Media for more than five hours in a day.

Reasons of liking Social Media:

Chatting	Make new connections	Listening to music	Video contents	Sharing own life events	Watching what others are doing
74.3%	32.8%	26.7%	29.4%	39.5%	51.3%
Current affairs	News	Games	Sexual contents	Business	Education
40.2%	54.0%	24.8%	22.8%	28.3%	42.8%
Passing time	Making new Friends	Connecting old friends	Professional links	Career development	(others)
55.3%	36.7%	48.2%	38.3%	42.4%	19.9%

Table 4: Reasons of liking Social Media

As Social Media is getting so popular worldwide, it is also getting popular in Bangladesh day by day. There are some features in Social Media which attracts everyone and these features are also encouraging young adults to get connected to Social Media. From the table above we can understand the reasons or likings of Social Media among the young adults. Here we can see most (74.3%) of the young adults like to chat with friends or others via Social Media. with this feature; we can chat with the connected people for free including video conversation. On the other hand, least amount of the respondents (22.8%) said, they use Social Media for sexual contents except the other reasons (19.9%) which were undefined in the questionnaire. None of the respondents defined the other reasons of liking Social Media.

With 55.3 percent young adults said, they use Social Media for passing time in their leisure time with a closer number of respondents, 54 percent said they seek news from Social Media and 40.2 percent wants to build their knowledge from current affairs news or writings. Among the respondents, 32.8% replied they use Social Media to make new connections for future and 36.7% said they look forward to make new friends in their virtual world. From the respondents, 48.2% said they want to get connected to the older friends in their virtual life from their real life earlier friends.

In order to analyze the survey answers, 38.3% of the respondents said, they use Social Media to build up their professional links where 42.4% people use Social Media to develop their career. Relatively, 42.8% respondents said, education purpose is one the reasons of liking Social Media and 28.3% replied their business interest is one of the reasons to like Social Media.

Some of the respondents uses Social Media for entertainment purpose like 51.3% think they like to see what others are doing over Social Media and 39.5% said they like to share their life events and moments with their Social Media friends and family members. When it comes to pure entertainment 26.7% thinks they like listening to music on Social Media sites and 24.4% likes to see video contents on Social Media. Among the respondents 24.8% think they like to play online games related to Social Media applications.

Number of connections in Social Media:

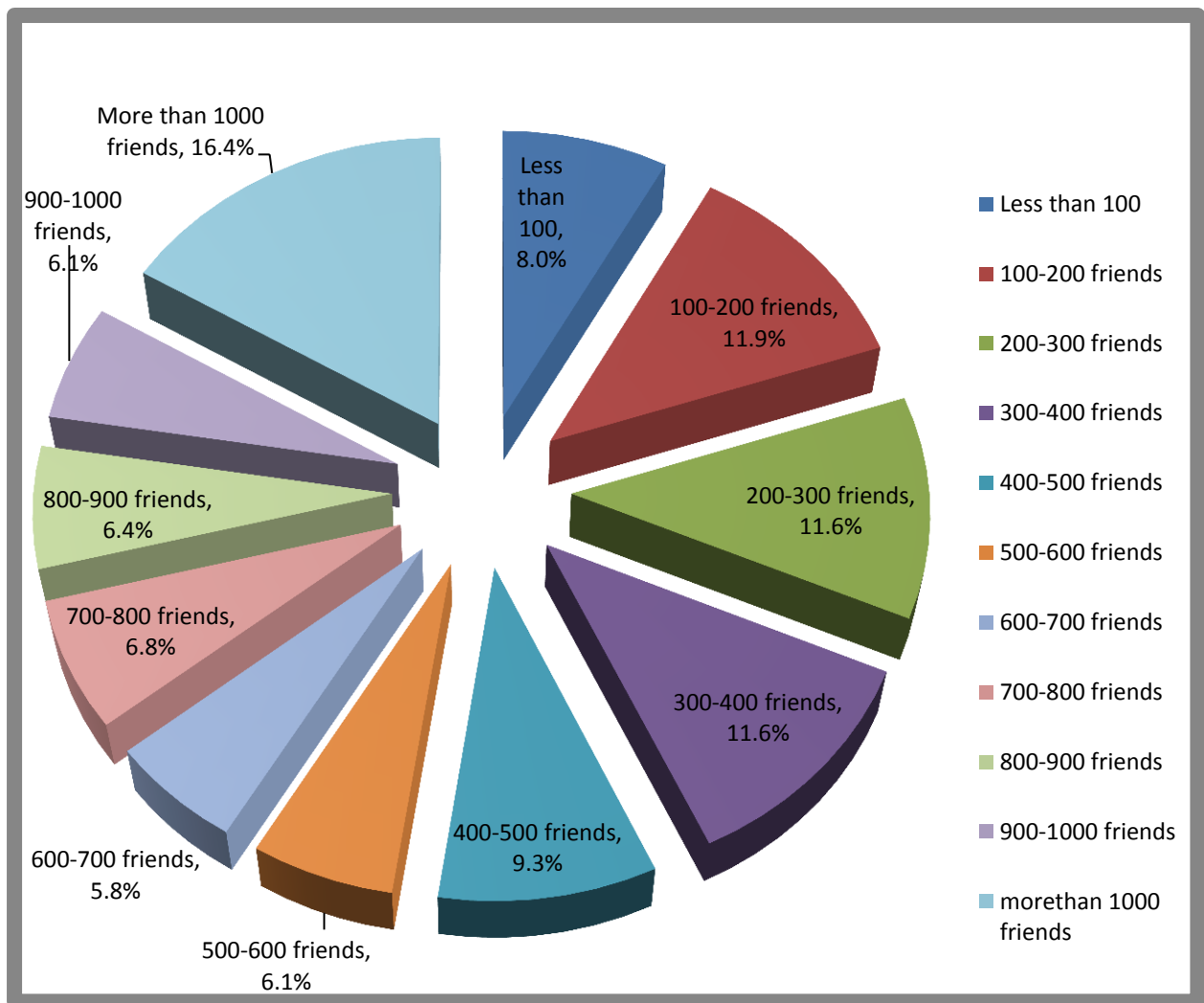


Figure 10: Graph showing the percentage distribution of connections/friends among the respondents in Social Media

From the table above we can understand that with the percentage of 16.4% people have more than one thousand friends in their Social Media network. So we can see that the number of connections in Social Media is increasing with a high rate. On the other hand, 5.8% people said they have connections between six hundred and seven hundred. This is the least number of percentages of Social Network connections.

After analyzing the answers from the questionnaire we have found that, 8.0% young adults have less than 100 connections in their Social Media networks where 11.9% have between 100 – 200 connections. Both 200 - 300 and 300 – 400 connections share 11.6 percent among the sample population.

With 9.3% respondents, people have between four hundred to five hundred connections on Social Media. It is to be mentioned that, among the responses the average of the connections are 9.1%. This means the average connections are between 400 – 500 connections. As we analyzed the answers we have found 6.1% of the young adults have Social Media connection within five hundred to six hundred friends.

The rest of the connections percentage is almost same. Number of connections between seven hundred and eight hundred is 6.8% and 6.4% young adults said they have Social Media connections in the range of eight hundred to nine hundred people. Number of friends or connections in Social Media is in between nine hundred to one thousand were replied by 6.1% respondents.

Known in person among their virtual friends:

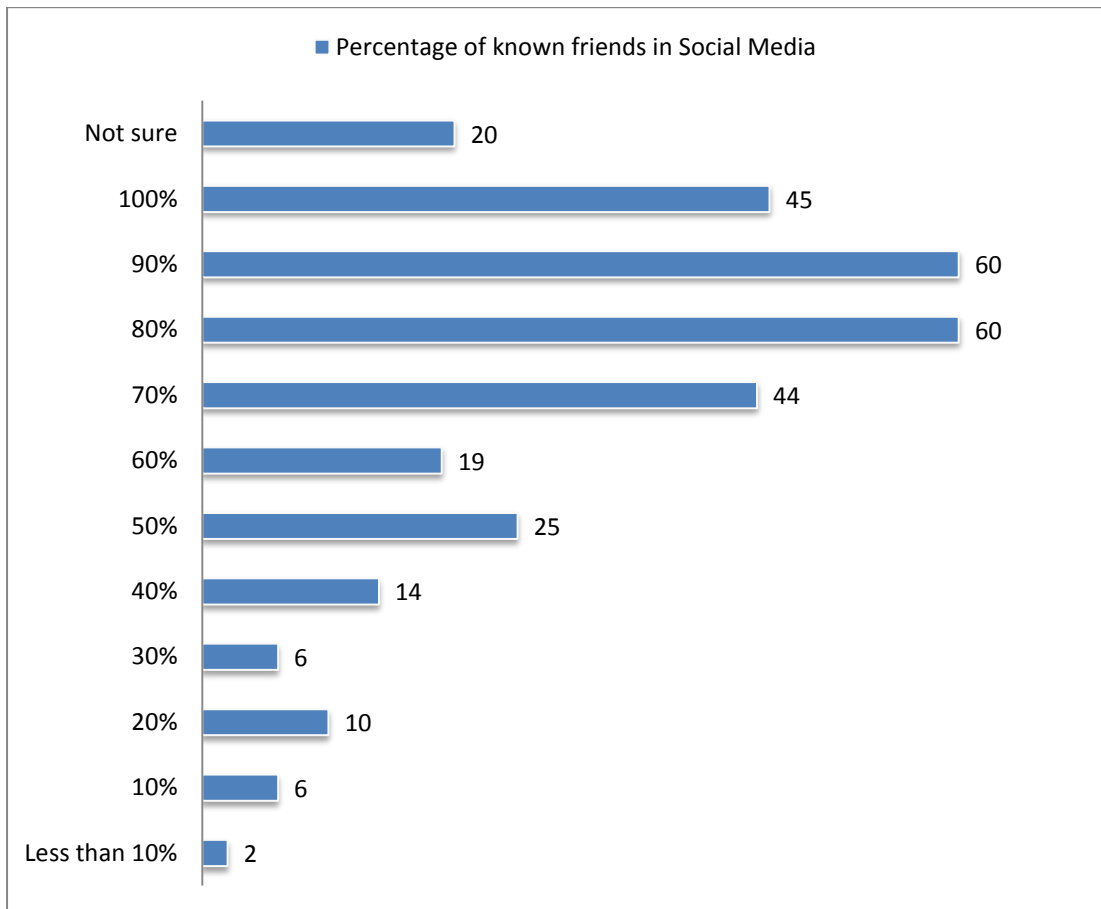


Figure 11: Perception of percentage of known friends stated by the respondents in their Social Media.

From the figure above, we can see the percentage of known connections in Social Media. Social Media is the virtual world completely different from the real world where people can change their attitude and personality in their appearance. So, choosing connections or friends can be different in Social Media than the actual world.

Among the respondents from our sample population, a total 38.6% said, they know their connections up to 80 – 90 percent. In each category, 19.3% people said they know eighty percent among their connections in real life as well as 19.3% said they know their Social Media connected people in real life. From the analysis we can see 14.1% people said they know minimum seventy percent among their connections

where 14.5% replied they know all the connections or friends they are connected via Social Media.

On the other side the graph shows, 6.4% of the respondents answered they are not sure how many connections they know in person in real life. But we can also see 0.6% people said, they know less than ten percent from their virtual connections and only 1.9% said they know minimum ten percent people in real life from their Social Media connections or friends.

Number of Multiple Social Media account in a same network:

Multiple profile in a same network	Percentage
Yes	28.9%
No	71.1%

Table 5: Number of Multiple Social Media account in a same network

During the research data collection, young adults were asked to answer whether they have more than one profile or account in a same Social Media network site. They said 28.9% have more than one account and 71.1% replied they have only one account in a same Social Media network.

Social Media as a platform or medium of news sharing:

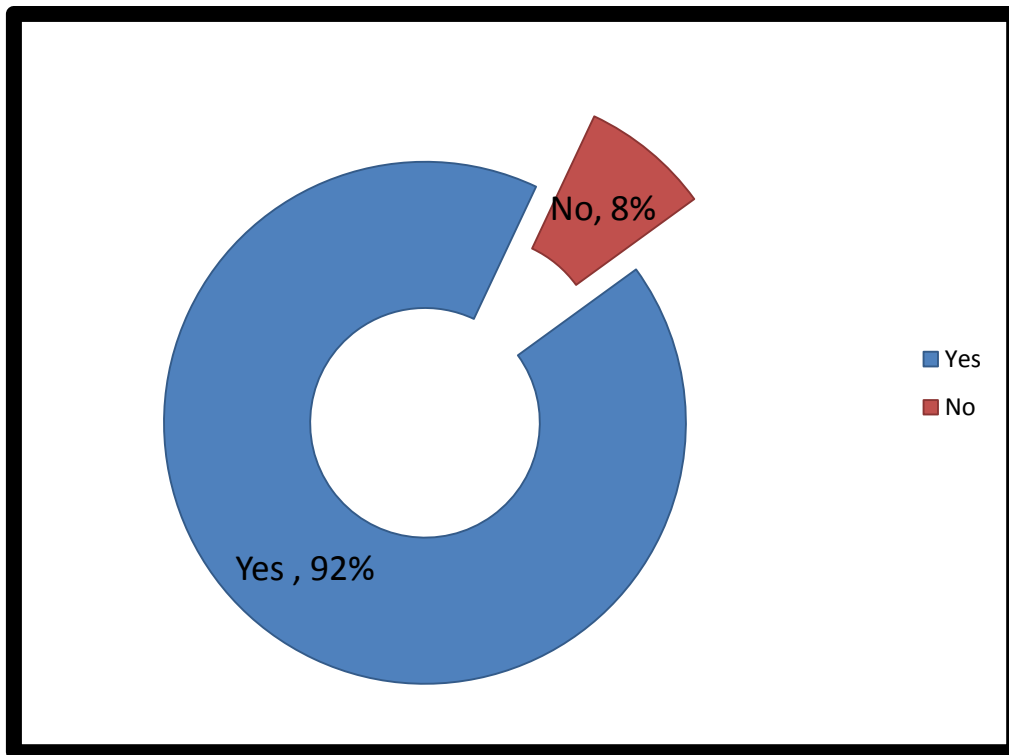


Figure 12: Social Media as a news sharing platform

At present day we can see tendency of sharing news in Social Media in increasing rapidly. It is the Social Media that has made news sharing easy. Arab spring was one of the revolution was created primarily by the Social Media activists. We have seen many national and international events or news spread by Social Media those have had impact in future.

From the pie-chart above we can observe the opinion from our respondents. We can see from here that 92% among the respondents said, they prefer Social Media as a platform of sharing news but 8% of the respondents said they do not think like that.

Importance of Social Media:

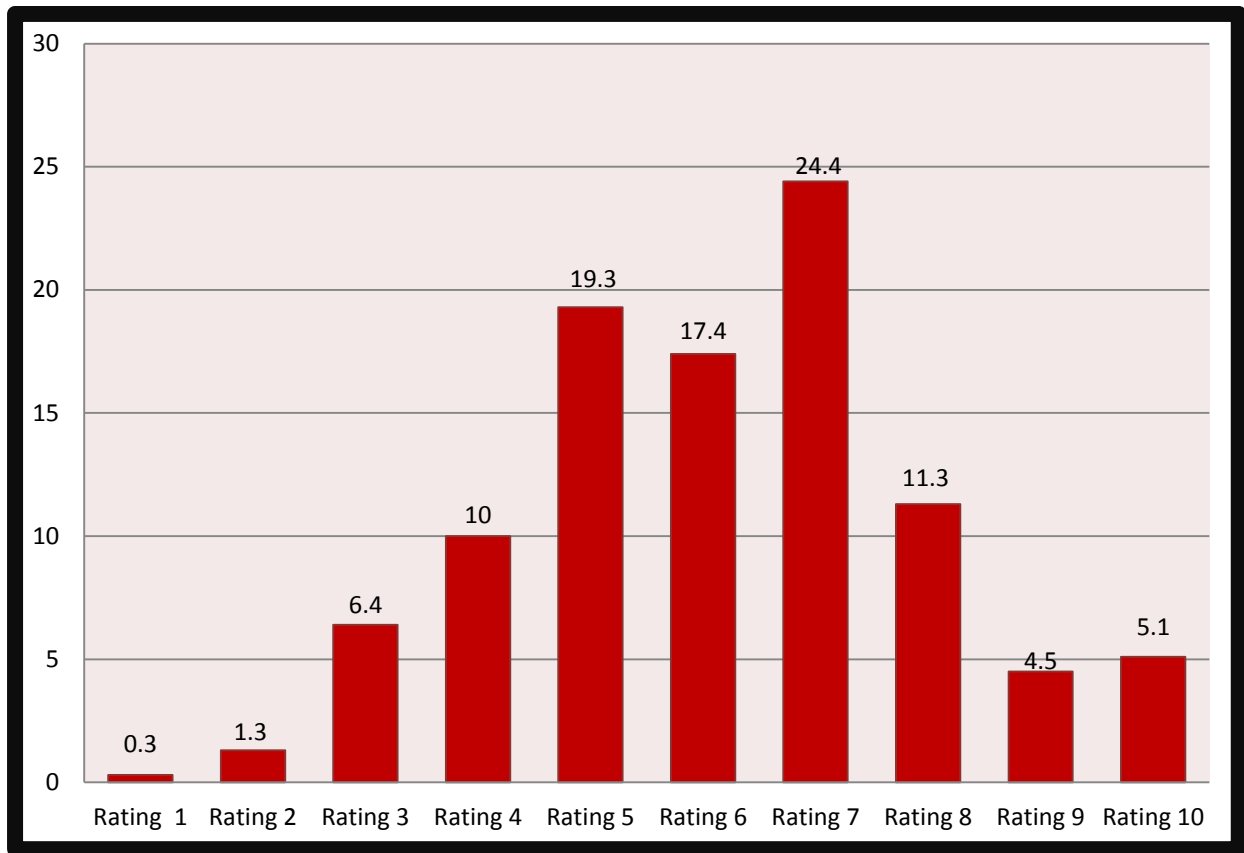


Figure 13: Rating of importance of Social Media in percentage

From the column chart above, we can see that, 24.4% of the young adults rated seven out of ten about Social Media importance in their life where only 0.3% said they uses Social Media but the importance is only one out of ten. From the respondents we can see 19.3% of the responders decided to give Social Media rating five and 17.4% went with rating point six about the importance of Social Media in their personal life. So we can see most (61.1%) of the young adults decided to give Social Media importance rating between five and seven. Also we have to notice 5.1% among the answers showed the rating point ten out of ten and 4.5% respondents has given rating point nine to the importance of Social Media in their life.

Distance created in social life because of Social Media:

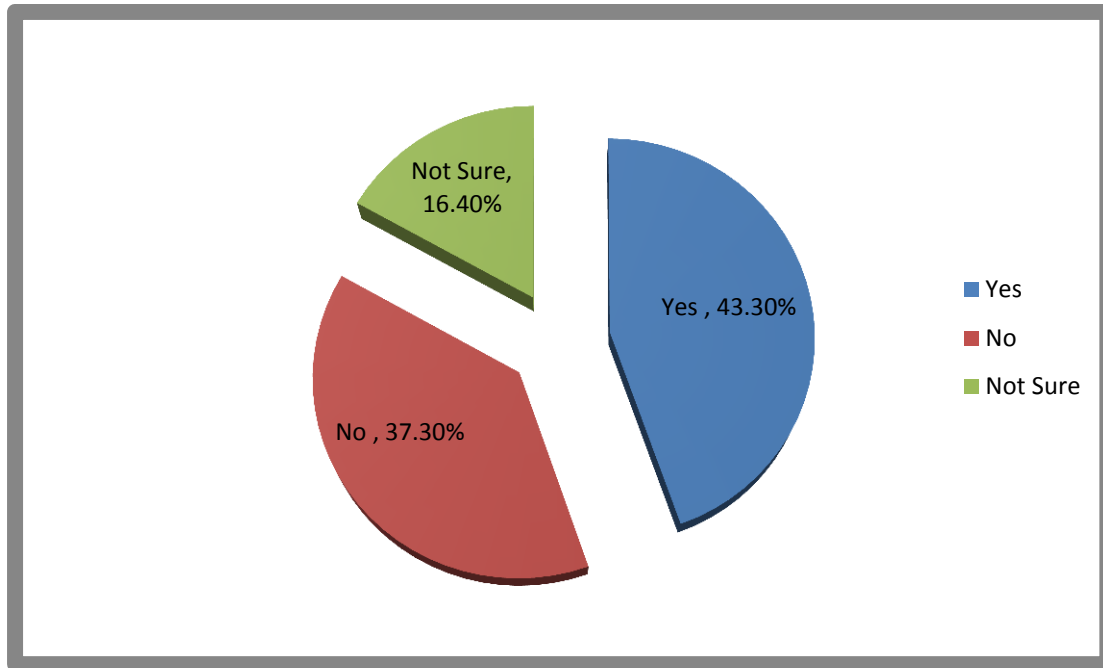


Figure 14: Distance created in Social Life because of Social Media

In the research questionnaire people were asked 'Do you think Social Media is creating distance in your social life?' The young adults responded 43.3% think yes because of Social Media they are feeling disconnected from socialization because of Social Media's virtual life. Almost equal (37.3%) think they are socially connected in real life after using Social Media. More than sixteen percent among the respondents think they are not sure about this.

Using Social Media gaming applications:

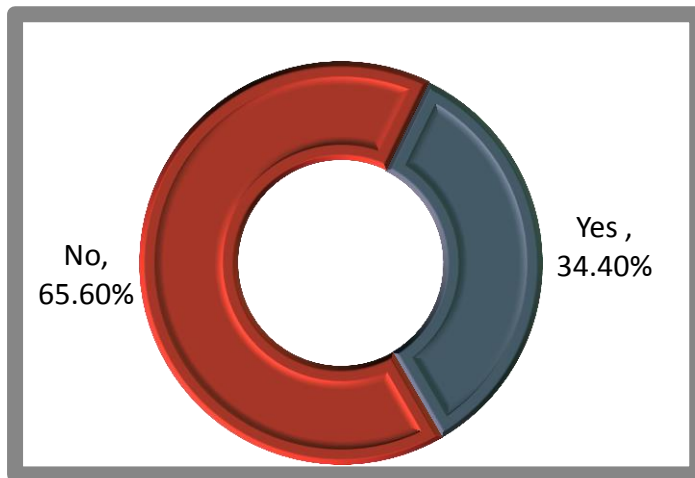


Figure 15: Usage of Social Media application/s

Frequency of usage	Percentage
Everyday	65.00%
3 - 4 times a week	16.70%
weekly/weekend	18.30%

Table 6: Frequency of using Gaming Gaming application/s

During the analysis of the responses the statistical analysis showed 34.4% of the respondents use/play games in Social Media. On the other hand, 65.6% young adults denied Social Media gaming applications.

People who play games on Social Media, 65% responded they play games on Social Media daily. Only 16.7% said they play three to four times in a week or uses gaming application after every alternative day. According to their answers we have found 18.30% among the respondents play games on Social Media weekly or only in the weekends.

Behavior of the young adults in Social Media:

In order to find the results of the study, behavior of three different age groups among young adults in Social Media six hypothesis were tested. After questioning the sample respondents' answers and analyzing them, we have decided to answer the hypotheses of the research.

The **Hypothesis 01** - 'Younger age group spends more time in Social Media than the older group'.

It was compared between question the question 'How many hours do you spend in social media in a day?' (Appendix 3.1) and the age group of young adults asked in the personal detail in the questionnaire.

The Chi - Square test in SPSS (*Statistical Package for the Social Sciences*) analysis (Table 7) showed (Appendix 4.3) that there is no significant relation between hours spent in Social Media and age. In the analysis, we have seen the 'P' Value was 10.423, Difference was 8 and the assumption of Significance (two - sided) was 0.237.

Even though, there is no relation between the age groups and usage time of Social Media, most of the young adults of all age groups uses Social Media between one and five hours. 14% people in the age group of 18 - 22 years old uses more than five hours a day where 18% people in the age group of 23-26 years old uses more than five hours in a day and 11.8% people between 27 - 30 years old people uses Social Media more than five hours in a day.

Age group of the respondents	Hours spent in Social Media					
	Less than 1 hour	1-2 hours	2-3 hours	3-5 hours	More than 5 hours	Total
18-22 years	15.9%	21.5%	28.0%	20.6%	14.0%	100%
23-26 years	8.1%	21.6%	22.5%	29.7%	18.0%	100%
27-30 years	14.0%	29.0%	28.0%	17.2%	11.8%	100%
Total	12.5%	23.8%	26.0%	22.8%	14.8%	100%

Table 7: Hours spent in Social Media by different age groups.

In order to verify the of smart phone's popularity as a connecting device to connect Social Media, 'Hypothesis 02' was tested.

Hypothesis 02 – *Smart phones are taking over computers as a medium of connecting Social Media.*

It was compared between the question 'What are the devices you use to get connected?' and the age group of young adults asked in the personal detail in the questionnaire.

The Chi - Square test in SPSS (*Statistical Package for the Social Sciences*) analysis showed (Appendix 4.1) that there is no significant relation between using connecting devices and age. In the analysis, we have seen the P Value for Desktop Computer was 2.196, for Laptop Computer was 2.166, for Smart Phones or Tablet PC was 5.892 and for the any other device it was 3.764. Difference was 2, 2, 4 and 2. The assumption of Significance (two - sided) was for Desktop 0.333, Laptop 0.339, Smart Phone/Tablet 0.207, other connecting device 0.152.

However, in the chart (figure 16) we can see the usage of devices to get connected to Social Media in different age groups of young adults. Here we can see smart phones are mostly used by the age groups on 18 -22 and 27 - 30 years old. But in the age group of 23 - 26 they prefer to use laptop more where almost same percentage of this group uses smart phones or tablet computer as a medium connecting Social Media.

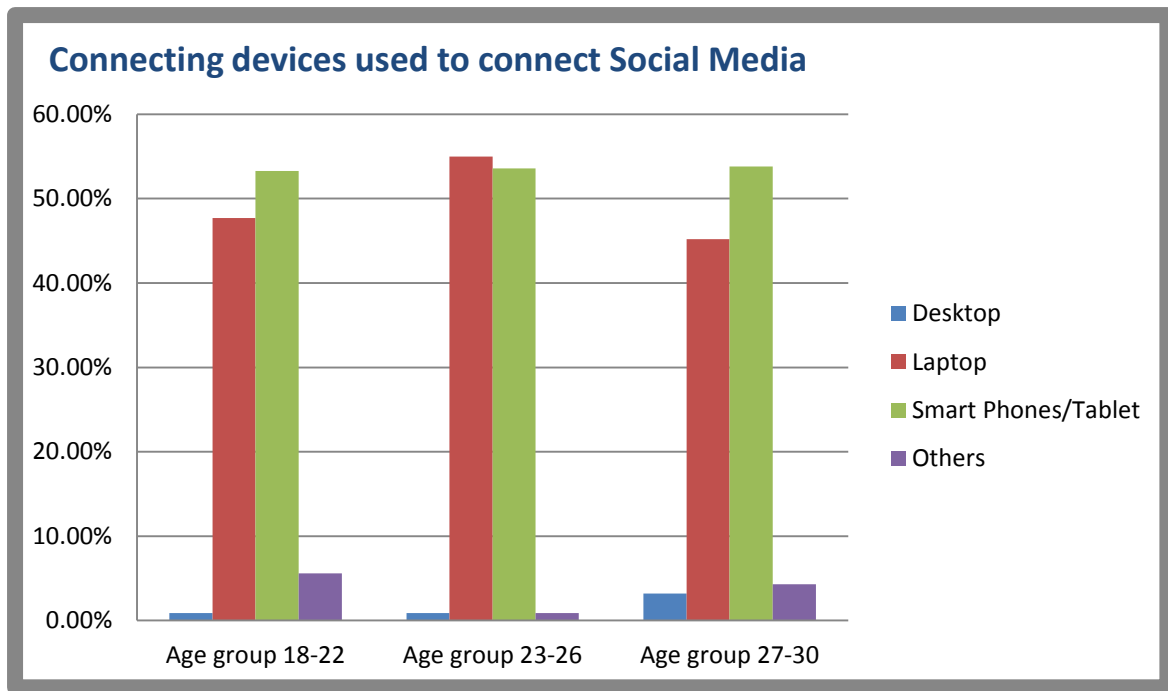


Figure 16: Usage of connecting devices in different age groups.

In order to verify the number of multiple Social Media account in a same network, 'Hypothesis 03' was tested.

Hypothesis 03 – Comparatively younger group have more than one Social Media account on a same network than the older group.

It was compared between the question 'Do you have multiple social profiles on a same network?' and the age group from the personal details of the questionnaire.

The Chi - Square test in SPSS (*Statistical Package for the Social Sciences*) analysis showed (Appendix 4.4) that there is no significant relation between the answers. In the analysis, we have seen the P Value was 0.330, Difference was 2 and the assumption of Significance (two - sided) was 0.848.

However if we observe in figure 4.12 closely we can see, the number of multiple account on a same network users are almost same in all three age groups. In the age group of people between 18 - 22 have 27.1% multiple account users and the people between 23 - 26 and 27 - 30 years old 30.6% and 29.0% multiple account users in a same Social Media Network in their age group.

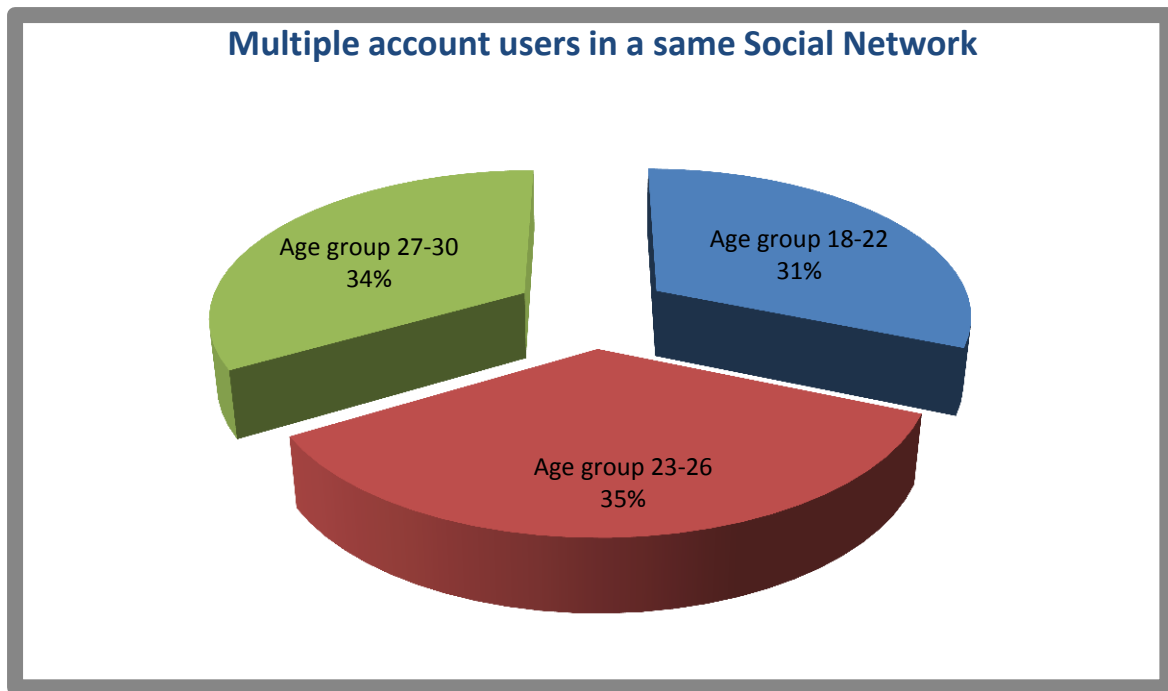


Figure 17: Multiple account users in different age groups

In order to verify the usage of gaming application from Social Media in different age groups '*Hypothesis 04*' was tested.

Hypothesis 04 - Among the respondents younger group on social network spend more time on social network gaming applications than older group.

It was compared between the question '*Do you play games on Social Media?*' and the age group from the personal details of the questionnaire.

The Chi - Square test in SPSS (*Statistical Package for the Social Sciences*) analysis showed (Appendix 4.2) that there is no significant relation between the age and usage of gaming application/s. In the analysis, we have seen the P Value was 1.169, Difference was 2 and the assumption of Significance (two - sided) was 0.557.

However among the respondents, 34.4% said that they play games using Social Media application/s. Among the young adults who said they play games in Social Media 65 % of them said, they play it daily or regularly, 16.7% of them said they play three to four times in a week and 18.3% said they play games only in the weekends or weekly basis in response to answer the question '*How often do you play games? (If you play)*'.

In order to verify the preference of sending message between Social Media message service and Short Message Service (SMS) via cell phone in different age groups 'Hypothesis 05' was tested.

Hypothesis 05 - *Among the respondents younger people prefer to send text messages via Social Media than Short Message Service (SMS) by cell phone.*

It was compared between the question 'What medium you prefer while sending text message?' and the age group from the personal details of the questionnaire.

The Chi - Square test in SPSS (*Statistical Package for the Social Sciences*) analysis showed (Appendix 4.6) that there is no significant relation between the age and preference of medium while sending messages. In the analysis, we have seen the P Value was 0.539, Difference was 2 and the assumption of Significance (two - sided) was 0.764.

In order to verify the preference of the Social Media Network or platform among all the age groups or all the young adults 'Hypothesis 06' was tested.

Hypothesis 06 - *Facebook is the first choice of Social Media platform than other Social Media.*

It was compared between the question 'Rate the social media you use of your significance number: (rate first 1, 2 & 3)' and the age group of young adults asked in the personal detail in the questionnaire.

The Chi - Square test in SPSS (*Statistical Package for the Social Sciences*) analysis showed (Appendix 4.6) that there is no significant relation between the age and usage of gaming application/s.

Even though, we can observe (Figure 18) that, the choice of the young adults is still Facebook. Among the respondents, 95.80% uses www.facebook.com as a platform of Social Networking. Viber (41.80%) and Google Plus (23.20%) are the next two popular Social network among all the age groups from the respondent young adults.

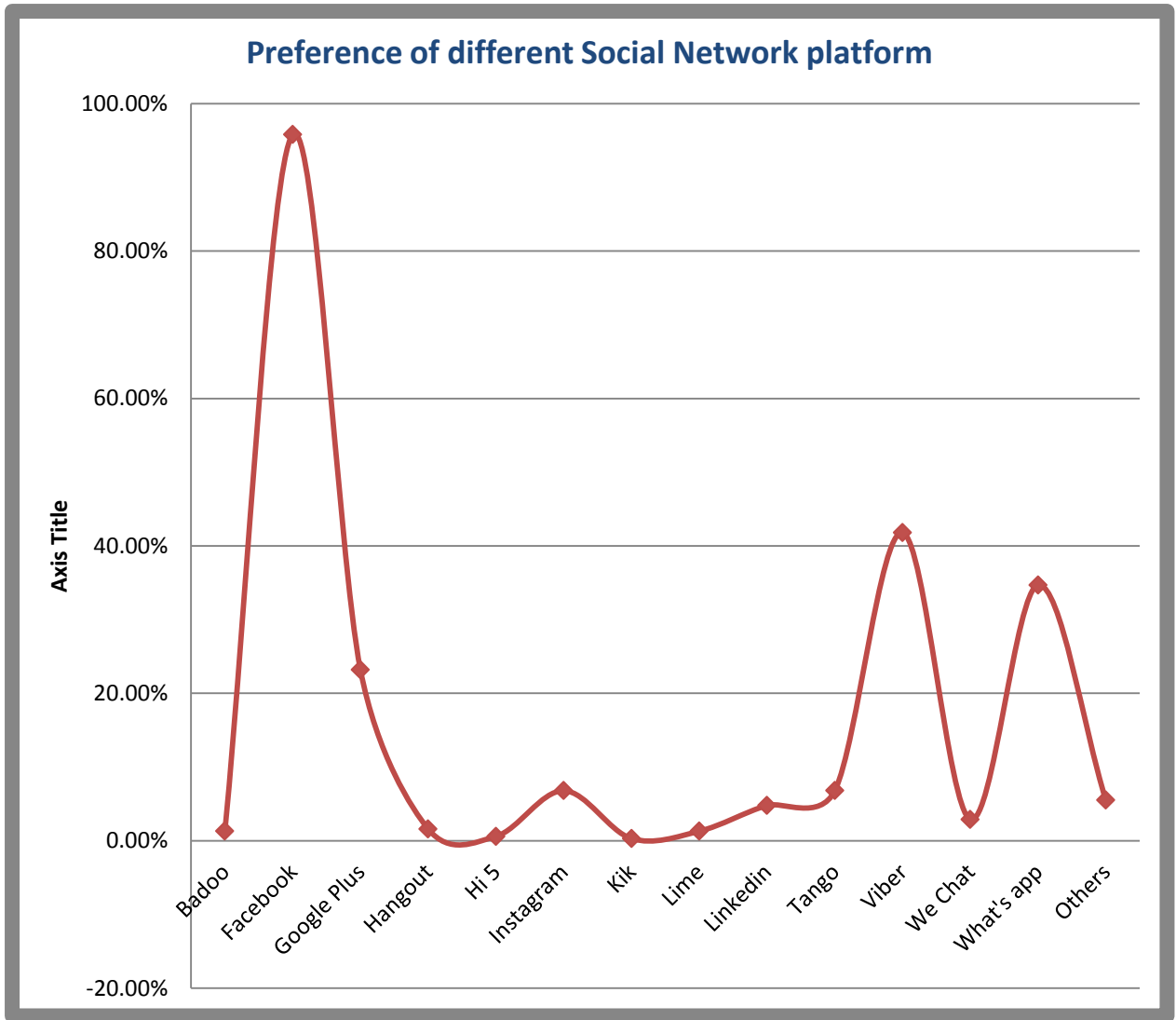


Figure 18: Preference of Social Network among the young adults

Findings:

The goal of the research was to identify the behavior of the young adults in Social Media. Most of the research question was to get the information about what they are doing and comparing their age groups and behavioral changes by age. Three hundred and eleven questionnaire survey responses and analyzing the answers, some of the findings were detected. According to the research questions they are:

- The first research question was to detect the usage (in hours) of Social Media. The intention of the research question was to identify the influence of age among the young adults in using Social Media. Young adults spend a limited time in Social Media. After all the facilities available to get connected, 14.8% young adults use Social Media for more than five hours in a day. This percentage is not that much high but as Social Media culture was not introduced more than a decade ago, the increasing amount of Social Media can be harmful to the youth and young adults (*Gwenn Schurgin O'Keeffe, 2011*).
- Smart phone users are increasing rapidly in Bangladesh. Few years back the number of desktop users was more than any other. With the availability of smart phone, increasing number of free Wi-Fi zones and growing internet speed's sufficiency has encouraged the youth to switch into smart phones. Now days people uses smart phones more than even laptop to get connected to the Social Media. According to Newman (*Newman, 1992*) it is the technology which helps to get connected to the internet.
- According to the research question six, there are dozens of Social Media networks available around the globe. But Facebook (www.facebook.com) is the most preferable Social Network among the young adults. So we can say, there has not been a great change after Duggan's (*Maeve Duggan and Aaron Smith, 2014*) research.

After analyzing all the responses from the young adults, we have some other findings too:

- In most of the responses we have seen a great number of young adults have a large number of connections in Social Media. But there are a number of young adults who gets connected to unknown persons.
- Almost every young adult think Social Media is a very good platform to share news. Because of this they can get the update news within time and share any incident or news items to let know others and to aware others. It's agreed to (Coyle, 2013).
- There are almost one-third multiple account users in a same Social Networking site. So almost one young adult among three uses dual accounts for different purposes.
- Among the respondents 67.2% people said they have a positive impact of Social Media in their academic and professional life but on the other hand 43.3% young adults said because of Social Media, they are getting away from their social life.

Chapter 5: Conclusion

The research was conducted to study the behavior of the young adults in Social Media and behavioral changes by the different age groups in Social Media. Based on the research, it is fair to say that Social Media is a platform where everyone uses it like their personal preference. There is no connection between age and behavioral changes to use Social Media platforms. But this study showed some significant usage behavioral attitude of young adults using Social Media.

This study showed that the technology development and ease of access to internet availability is growing the internet user's community where youth is connecting themselves via using Social Media. After nearly a decade of introducing Social media, it has become a part of young adult's daily life and they have a great involvement with Social Media. It is working as a communication technology, entertainment source, knowledge sharing place and a very useful source for getting connected to each other. The basic research questions were analyzed in the study and the results showed that there is no significance between age and behavior of people (young adults) in Social Media. People react or behave according to their personality and their wish while using this media. Also this study shows that, though a large number of respondents think Social Media has a positive impact on their life especially in their career, building network and connecting to each other but Social Media is creating a distance between their social lives.

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Appendices

Appendix 4.1

```

CROSSTABS
  /TABLES=AgeGroup BY DeviceDesktop DeviceLaptop DevicePhoneTab DeviceOthers
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL.
  
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Crosstabs

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	Cells Available	174762

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Age group of the respondents * Device to connect: Desktop

Crosstab					
			Device to connect: Desktop		Total
			no	yes	
Age group of the respondents	18-22 years	Count	106	1	107
		% within Age group of the respondents	99.1%	.9%	100.0%
		% within Device to connect: Desktop	34.6%	20.0%	34.4%
	23-26 years	Count	110	1	111
		% within Age group of the respondents	99.1%	.9%	100.0%
		% within Device to connect: Desktop	35.9%	20.0%	35.7%
	27-30 years	Count	90	3	93
		% within Age group of the respondents	96.8%	3.2%	100.0%
		% within Device to connect: Desktop	29.4%	60.0%	29.9%
Total		Count	306	5	311
		% within Age group of the respondents	98.4%	1.6%	100.0%
		% within Device to connect: Desktop	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	2.196 ^a	2	.333	
Likelihood Ratio	1.970	2	.373	
Linear-by-Linear Association	1.565	1	.211	
N of Valid Cases	311			

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.50.

Age group of the respondents * Device to connect: Laptop

Crosstab					
			Device to connect: Laptop		Total
			No	Yes	
Age group of the respondents	18-22 years	Count	56	51	107
		% within Age group of the respondents	52.3%	47.7%	100.0%
		% within Device to connect: Laptop	35.7%	33.1%	34.4%
	23-26 years	Count	50	61	111

		% within Age group of the respondents	45.0%	55.0%	100.0%
		% within Device to connect: Laptop	31.8%	39.6%	35.7%
	27-30 years	Count	51	42	93
		% within Age group of the respondents	54.8%	45.2%	100.0%
		% within Device to connect: Laptop	32.5%	27.3%	29.9%
Total		Count	157	154	311
		% within Age group of the respondents	50.5%	49.5%	100.0%
		% within Device to connect: Laptop	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.166 ^a	2	.339
Likelihood Ratio	2.169	2	.338
Linear-by-Linear Association	.085	1	.770
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 46.05.

Age group of the respondents * Device to connect Smart Phone/tablet

Crosstab						
			Device to connect Smart Phone/tablet			Total
			no	yes	2	
Age group of the respondents	18-22 years	Count	48	2	57	107
		% within Age group of the respondents	44.9%	1.9%	53.3%	100.0%
		% within Device to connect Smart Phone/tablet	36.9%	14.3%	34.3%	34.5%
	23-26 years	Count	42	9	59	110
		% within Age group of the respondents	38.2%	8.2%	53.6%	100.0%
		% within Device to connect Smart Phone/tablet	32.3%	64.3%	35.5%	35.5%
	27-30 years	Count	40	3	50	93
		% within Age group of the respondents	43.0%	3.2%	53.8%	100.0%
		% within Device to connect Smart Phone/tablet	30.8%	21.4%	30.1%	30.0%
Total		Count	130	14	166	310
		% within Age group of the respondents	41.9%	4.5%	53.5%	100.0%
		% within Device to connect Smart Phone/tablet	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.892 ^a	4	.207
Likelihood Ratio	5.772	4	.217
Linear-by-Linear Association	.037	1	.848
N of Valid Cases	310		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 4.20.

Age group of the respondents * Device to connect: Others

Crosstab					
			Device to connect: Others		Total
			No	yes	
Age group of the respondents	18-22 years	Count	101	6	107
		% within Age group of the respondents	94.4%	5.6%	100.0%
		% within Device to connect: Others	33.7%	54.5%	34.4%
	23-26 years	Count	110	1	111
		% within Age group of the respondents	99.1%	.9%	100.0%
		% within Device to connect: Others	36.7%	9.1%	35.7%
	27-30 years	Count	89	4	93
		% within Age group of the respondents	95.7%	4.3%	100.0%
		% within Device to connect: Others	29.7%	36.4%	29.9%
Total		Count	300	11	311
		% within Age group of the respondents	96.5%	3.5%	100.0%
		% within Device to connect: Others	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.764 ^a	2	.152
Likelihood Ratio	4.492	2	.106
Linear-by-Linear Association	.332	1	.565
N of Valid Cases	311		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 3.29.

FREQUENCIES VARIABLES=Gender
/ORDER=ANALYSIS.

Frequencies

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[DataSet1] C:\Users\Administrator\Desktop\data-final1.sav

Statistics		
Gender of the respondents		
N	Valid	311
	Missing	0

Gender of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	173	55.6	55.6	55.6
	female	138	44.4	44.4	100.0
	Total	311	100.0	100.0	

Appendix 4.2

```

CROSSTABS
  /TABLES=AgeGroup BY OnlineGames
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
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Crosstabs

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	Cells Available	174762

[DataSet1] C:\Users\Administrator\Desktop\data-finall1.sav

Age group of the respondents * Do you play online games in social media Crosstabulation					
			Do you play online games in social media		Total
			no	yes	
Age group of the respondents	18-22 years	Count	67	40	107
		% within Age group of the respondents	62.6%	37.4%	100.0%
		% within Do you play online games in social media	32.8%	37.4%	34.4%
	23-26 years	Count	77	34	111
		% within Age group of the respondents	69.4%	30.6%	100.0%
		% within Do you play online games in social media	37.7%	31.8%	35.7%
	27-30 years	Count	60	33	93
		% within Age group of the respondents	64.5%	35.5%	100.0%
		% within Do you play online games in social media	29.4%	30.8%	29.9%
Total		Count	204	107	311
		% within Age group of the respondents	65.6%	34.4%	100.0%
		% within Do you play online games in social media	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.169 ^a	2	.557
Likelihood Ratio	1.177	2	.555
Linear-by-Linear Association	.106	1	.745
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.00.

Appendix 4.3

```

CROSSTABS
  /TABLES=AgeGroup BY HoursSpent
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL.
  
```

Crosstabs

Notes		
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	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
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	Elapsed Time	00:00:00.006
	Dimensions Requested	2
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[DataSet1] C:\Users\Administrator\Desktop\data-final1.sav

Age group of the respondents * Hours spent in social media Crosstabulation								
			Hours spent in social media					Total
			less than 1 hour	1-2 hours	2-3 hours	3-5 hours	more than 5 hours	
Age group of the respondents	18-22 years	Count	17	23	30	22	15	107
		% within Age group of the respondents	15.9%	21.5%	28.0%	20.6%	14.0%	100.0%
		% within Hours spent in social media	43.6%	31.1%	37.0%	31.0%	32.6%	34.4%
	23-26 years	Count	9	24	25	33	20	111
		% within Age group of the respondents	8.1%	21.6%	22.5%	29.7%	18.0%	100.0%
		% within Hours spent	23.1%	32.4%	30.9%	46.5%	43.5%	35.7%

		in social media						
	27-30 years	Count	13	27	26	16	11	93
		% within Age group of the respondents	14.0%	29.0%	28.0%	17.2%	11.8%	100.0%
		% within Hours spent in social media	33.3%	36.5%	32.1%	22.5%	23.9%	29.9%
Total		Count	39	74	81	71	46	311
		% within Age group of the respondents	12.5%	23.8%	26.0%	22.8%	14.8%	100.0%
		% within Hours spent in social media	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Chi-Square Tests								
	Value	df	Asymp. Sig. (2-sided)					
Pearson Chi-Square	10.423 ^a	8	.237					
Likelihood Ratio	10.473	8	.233					
Linear-by-Linear Association	.290	1	.590					
N of Valid Cases	311							
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.66.								

Appendix 4.4

```

CROSSTABS
  /TABLES=AgeGroup BY MultiProfile
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL.

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Crosstabs

		Notes
Output Created		11-Jun-2015 15:43:30
Comments		
Input	Data	C:\Users\Administrator\Desktop\data-final1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	311
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=AgeGroup BY MultiProfile /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.032
	Elapsed Time	00:00:00.006
	Dimensions Requested	2
	Cells Available	174762

Age group of the respondents * Do you have multiple profiles on same social media Crosstabulation						
				Do you have multiple profiles on same social media		Total
				no	yes	
Age group of the respondents	18-22 years	Count	78	29	107	
		% within Age group of the respondents	72.9%	27.1%	100.0%	
		% within Do you have multiple profiles on same social media	35.3%	32.2%	34.4%	
	23-26 years	Count	77	34	111	
		% within Age group of the respondents	69.4%	30.6%	100.0%	
		% within Do you have multiple profiles on same social media	34.8%	37.8%	35.7%	
	27-30 years	Count	66	27	93	
		% within Age group of the respondents	71.0%	29.0%	100.0%	
		% within Do you have multiple profiles on same social media	29.9%	30.0%	29.9%	
Total		Count	221	90	311	
		% within Age group of the respondents	71.1%	28.9%	100.0%	
		% within Do you have multiple profiles on same social media	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.330 ^a	2	.848
Likelihood Ratio	.331	2	.848
Linear-by-Linear Association	.102	1	.749
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 26.91.

Appendix 4.5

CROSSTABS

```

/TABLES=AgeGroup BY RateBadoo RateFacebook RateGooglePlus RateHangout RateHi5 RateInstagram RateKik RateLime RateLinkedin RateTango
o RateViber RateWechat RateWhatsApp RateOthers
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT ROW COLUMN
/COUNT ROUND CELL.
  
```

Crosstabs

Notes		
Output Created		11-Jun-2015 15:47:07
Comments		
Input	Data	C:\Users\Administrator\Desktop\data-final1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	311
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=AgeGroup BY RateBadoo RateFacebook RateGooglePlus RateHangout RateHi5 RateInstagram RateKik RateLime RateLinkedin RateTango RateViber RateWechat RateWhatsApp RateOthers /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.078
	Elapsed Time	00:00:00.018
	Dimensions Requested	2
	Cells Available	174762

[DataSet1] C:\Users\Administrator\Desktop\data-final1.sav

Age group of the respondents * Rate Social Media Badoo

Crosstab					
			Rate Social Media Badoo		Total
			no	yes	
Age group of the respondents	18-22 years	Count	105	2	107
		% within Age group of the respondents	98.1%	1.9%	100.0%
		% within Rate Social Media Badoo	34.2%	50.0%	34.4%
	23-26 years	Count	109	2	111
		% within Age group of the respondents	98.2%	1.8%	100.0%
		% within Rate Social Media Badoo	35.5%	50.0%	35.7%
	27-30 years	Count	93	0	93
		% within Age group of the respondents	100.0%	.0%	100.0%
		% within Rate Social Media Badoo	30.3%	.0%	29.9%
Total		Count	307	4	311
		% within Age group of the respondents	98.7%	1.3%	100.0%
		% within Rate Social Media Badoo	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.731 ^a	2	.421
Likelihood Ratio	2.866	2	.239
Linear-by-Linear Association	1.304	1	.253
N of Valid Cases	311		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.20.

Age group of the respondents * Rate of social Media Facebook

Crosstab					
			Rate of social Media Facebook		Total
			no	yes	
Age group of the respondents	18-22 years	Count	4	102	106
		% within Age group of the respondents	3.8%	96.2%	100.0%
		% within Rate of social Media Facebook	30.8%	34.3%	34.2%
	23-26 years	Count	6	105	111
		% within Age group of the respondents	5.4%	94.6%	100.0%
		% within Rate of social Media Facebook	46.2%	35.4%	35.8%
	27-30 years	Count	3	90	93
		% within Age group of the respondents	3.2%	96.8%	100.0%
		% within Rate of social Media Facebook	23.1%	30.3%	30.0%
Total		Count	13	297	310
		% within Age group of the respondents	4.2%	95.8%	100.0%
		% within Rate of social Media Facebook	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	.669 ^a	2	.716	
Likelihood Ratio	.656	2	.720	
Linear-by-Linear Association	.026	1	.872	
N of Valid Cases	310			

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 3.90.

Age group of the respondents * Rate of Social Media GooglePlus

Crosstab					
			Rate of Social Media GooglePlus		Total
			no	yes	
Age group of the respondents	18-22 years	Count	80	27	107
		% within Age group of the respondents	74.8%	25.2%	100.0%
		% within Rate of Social Media GooglePlus	33.5%	37.5%	34.4%
	23-26 years	Count	85	26	111

		% within Age group of the respondents	76.6%	23.4%	100.0%
		% within Rate of Social Media GooglePlus	35.6%	36.1%	35.7%
	27-30 years	Count	74	19	93
		% within Age group of the respondents	79.6%	20.4%	100.0%
		% within Rate of Social Media GooglePlus	31.0%	26.4%	29.9%
Total		Count	239	72	311
		% within Age group of the respondents	76.8%	23.2%	100.0%
		% within Rate of Social Media GooglePlus	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	.652 ^a	2	.722	
Likelihood Ratio	.659	2	.719	
Linear-by-Linear Association	.636	1	.425	
N of Valid Cases	311			

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.53.

Age group of the respondents * Rate of Social Media Hangout

Crosstab					
			Rate of Social Media Hangout		Total
			no	yes	
Age group of the respondents	18-22 years	Count	105	2	107
		% within Age group of the respondents	98.1%	1.9%	100.0%
		% within Rate of Social Media Hangout	34.3%	40.0%	34.4%
	23-26 years	Count	109	2	111
		% within Age group of the respondents	98.2%	1.8%	100.0%
		% within Rate of Social Media Hangout	35.6%	40.0%	35.7%
	27-30 years	Count	92	1	93
		% within Age group of the respondents	98.9%	1.1%	100.0%
		% within Rate of Social Media Hangout	30.1%	20.0%	29.9%
Total		Count	306	5	311
		% within Age group of the respondents	98.4%	1.6%	100.0%
		% within Rate of Social Media Hangout	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.239 ^a	2	.887
Likelihood Ratio	.258	2	.879
Linear-by-Linear Association	.190	1	.663
N of Valid Cases	311		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.50.

Age group of the respondents * Rate Social Mesia Hi 5

Crosstab					
			Rate Social Mesia Hi 5		Total
			no	yes	
Age group of the respondents	18-22 years	Count	105	2	107
		% within Age group of the respondents	98.1%	1.9%	100.0%
		% within Rate Social Mesia Hi 5	34.0%	100.0%	34.4%
		Count	111	0	111
	23-26 years	% within Age group of the respondents	100.0%	.0%	100.0%
		% within Rate Social Mesia Hi 5	35.9%	.0%	35.7%
	27-30 years	Count	93	0	93
		% within Age group of the respondents	100.0%	.0%	100.0%
Total		% within Rate Social Mesia Hi 5	30.1%	.0%	29.9%
		Count	309	2	311
		% within Age group of the respondents	99.4%	.6%	100.0%
		% within Rate Social Mesia Hi 5	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.838 ^a	2	.147
Likelihood Ratio	4.293	2	.117
Linear-by-Linear Association	2.854	1	.091
N of Valid Cases	311		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .60.

Age group of the respondents * Rate of Social Media Instagram

Crosstab					
			Rate of Social Media Instagram		Total
			no	yes	
Age group of the respondents	18-22 years	Count	99	8	107
		% within Age group of the respondents	92.5%	7.5%	100.0%
		% within Rate of Social Media Instagram	34.1%	38.1%	34.4%
	23-26 years	Count	106	5	111
		% within Age group of the respondents	95.5%	4.5%	100.0%
		% within Rate of Social Media Instagram	36.6%	23.8%	35.7%
	27-30 years	Count	85	8	93
		% within Age group of the respondents	91.4%	8.6%	100.0%
		% within Rate of Social Media Instagram	29.3%	38.1%	29.9%
Total		Count	290	21	311
		% within Age group of the respondents	93.2%	6.8%	100.0%
		% within Rate of Social Media Instagram	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.485 ^a	2	.476
Likelihood Ratio	1.556	2	.459
Linear-by-Linear Association	.071	1	.790
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.28.

Age group of the respondents * Rate of Social Media Kik

Crosstab					
			Rate of Social Media Kik		Total
			no	yes	
Age group of the respondents	18-22 years	Count	106	1	107
		% within Age group of the respondents	99.1%	.9%	100.0%
		% within Rate of Social Media Kik	34.2%	100.0%	34.4%

	23-26 years	Count	111	0	111
		% within Age group of the respondents	100.0%	.0%	100.0%
		% within Rate of Social Media Kik	35.8%	.0%	35.7%
	27-30 years	Count	93	0	93
		% within Age group of the respondents	100.0%	.0%	100.0%
		% within Rate of Social Media Kik	30.0%	.0%	29.9%
Total		Count	310	1	311
		% within Age group of the respondents	99.7%	.3%	100.0%
		% within Rate of Social Media Kik	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.913 ^a	2	.384
Likelihood Ratio	2.140	2	.343
Linear-by-Linear Association	1.423	1	.233
N of Valid Cases	311		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .30.

Age group of the respondents * Rate of Social Media Lime

Crosstab					
			Rate of Social Media Lime		Total
			no	yes	
Age group of the respondents	18-22 years	Count	105	2	107
		% within Age group of the respondents	98.1%	1.9%	100.0%
		% within Rate of Social Media Lime	34.2%	50.0%	34.4%
	23-26 years	Count	109	2	111
		% within Age group of the respondents	98.2%	1.8%	100.0%
		% within Rate of Social Media Lime	35.5%	50.0%	35.7%
	27-30 years	Count	93	0	93
		% within Age group of the respondents	100.0%	.0%	100.0%
		% within Rate of Social Media Lime	30.3%	.0%	29.9%
Total		Count	307	4	311
		% within Age group of the respondents	98.7%	1.3%	100.0%
		% within Rate of Social Media Lime	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.731 ^a	2	.421
Likelihood Ratio	2.866	2	.239
Linear-by-Linear Association	1.304	1	.253
N of Valid Cases	311		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.20.

Age group of the respondents * Rate of Social Media LinkedIn

Crosstab					
			Rate of Social Media LinkedIn		Total
			no	yes	
Age group of the respondents	18-22 years	Count	101	6	107
		% within Age group of the respondents	94.4%	5.6%	100.0%
		% within Rate of Social Media LinkedIn	34.1%	40.0%	34.4%
	23-26 years	Count	109	2	111
		% within Age group of the respondents	98.2%	1.8%	100.0%
		% within Rate of Social Media LinkedIn	36.8%	13.3%	35.7%
	27-30 years	Count	86	7	93
		% within Age group of the respondents	92.5%	7.5%	100.0%
		% within Rate of Social Media LinkedIn	29.1%	46.7%	29.9%
Total		Count	296	15	311
		% within Age group of the respondents	95.2%	4.8%	100.0%
		% within Rate of Social Media LinkedIn	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.832 ^a	2	.147
Likelihood Ratio	4.285	2	.117
Linear-by-Linear Association	.306	1	.580
N of Valid Cases	311		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.49.

Age group of the respondents * Rate of Social Media Tango

Crosstab					
			Rate of Social Media Tango		Total
			no	yes	
Age group of the respondents	18-22 years	Count	102	5	107
		% within Age group of the respondents	95.3%	4.7%	100.0%
		% within Rate of Social Media Tango	35.2%	23.8%	34.4%
	23-26 years	Count	102	9	111
		% within Age group of the respondents	91.9%	8.1%	100.0%
		% within Rate of Social Media Tango	35.2%	42.9%	35.7%
	27-30 years	Count	86	7	93
		% within Age group of the respondents	92.5%	7.5%	100.0%
		% within Rate of Social Media Tango	29.7%	33.3%	29.9%
Total		Count	290	21	311
		% within Age group of the respondents	93.2%	6.8%	100.0%
		% within Rate of Social Media Tango	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.147 ^a	2	.563
Likelihood Ratio	1.210	2	.546
Linear-by-Linear Association	.689	1	.407
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.28.

Age group of the respondents * Rate of Social Media Viber

Crosstab					
			Rate of Social Media Viber		Total
			no	yes	
Age group of the respondents	18-22 years	Count	69	38	107
		% within Age group of the respondents	64.5%	35.5%	100.0%
		% within Rate of Social Media Viber	38.1%	29.2%	34.4%

	23-26 years	Count	59	52	111
		% within Age group of the respondents	53.2%	46.8%	100.0%
		% within Rate of Social Media Viber	32.6%	40.0%	35.7%
	27-30 years	Count	53	40	93
		% within Age group of the respondents	57.0%	43.0%	100.0%
		% within Rate of Social Media Viber	29.3%	30.8%	29.9%
Total		Count	181	130	311
		% within Age group of the respondents	58.2%	41.8%	100.0%
		% within Rate of Social Media Viber	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.956 ^a	2	.228
Likelihood Ratio	2.975	2	.226
Linear-by-Linear Association	1.267	1	.260
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.87.

Age group of the respondents * Rate of Social Media Wechat

Crosstab					
			Rate of Social Media Wechat		Total
			no	yes	
Age group of the respondents	18-22 years	Count	103	4	107
		% within Age group of the respondents	96.3%	3.7%	100.0%
		% within Rate of Social Media Wechat	34.1%	44.4%	34.4%
	23-26 years	Count	107	4	111
		% within Age group of the respondents	96.4%	3.6%	100.0%
		% within Rate of Social Media Wechat	35.4%	44.4%	35.7%
	27-30 years	Count	92	1	93
		% within Age group of the respondents	98.9%	1.1%	100.0%
		% within Rate of Social Media Wechat	30.5%	11.1%	29.9%
Total		Count	302	9	311
		% within Age group of the respondents	97.1%	2.9%	100.0%
		% within Rate of Social Media Wechat	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.565 ^a	2	.457
Likelihood Ratio	1.868	2	.393
Linear-by-Linear Association	1.198	1	.274
N of Valid Cases	311		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 2.69.

Age group of the respondents * Rate of social Media WhatsApp

Crosstab					
			Rate of social Media WhatsApp		Total
			no	yes	
Age group of the respondents	18-22 years	Count	69	38	107
		% within Age group of the respondents	64.5%	35.5%	100.0%
		% within Rate of social Media WhatsApp	34.0%	35.2%	34.4%
	23-26 years	Count	69	42	111
		% within Age group of the respondents	62.2%	37.8%	100.0%
		% within Rate of social Media WhatsApp	34.0%	38.9%	35.7%
	27-30 years	Count	65	28	93
		% within Age group of the respondents	69.9%	30.1%	100.0%
		% within Rate of social Media WhatsApp	32.0%	25.9%	29.9%
Total		Count	203	108	311
		% within Age group of the respondents	65.3%	34.7%	100.0%
		% within Rate of social Media WhatsApp	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.379 ^a	2	.502
Likelihood Ratio	1.393	2	.498
Linear-by-Linear Association	.582	1	.445
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.30.

Age group of the respondents * Rate of Social Media Others

Crosstab					
			Rate of Social Media Others		Total
			no	yes	
Age group of the respondents	18-22 years	Count	101	6	107
		% within Age group of the respondents	94.4%	5.6%	100.0%
		% within Rate of Social Media Others	34.4%	35.3%	34.4%
	23-26 years	Count	108	3	111
		% within Age group of the respondents	97.3%	2.7%	100.0%
		% within Rate of Social Media Others	36.7%	17.6%	35.7%
	27-30 years	Count	85	8	93
		% within Age group of the respondents	91.4%	8.6%	100.0%
		% within Rate of Social Media Others	28.9%	47.1%	29.9%
Total		Count	294	17	311
		% within Age group of the respondents	94.5%	5.5%	100.0%
		% within Rate of Social Media Others	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.414 ^a	2	.181
Likelihood Ratio	3.522	2	.172
Linear-by-Linear Association	.740	1	.390
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.08.

Appendix 4.6

```

CROSSTABS
  /TABLES=AgeGroup BY MediumTextMsg
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL.
  
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Crosstabs

		Notes
Output Created		11-Jun-2015 15:45:22
Comments		
Input	Data	C:\Users\Administrator\Desktop\data-final1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	311
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=AgeGroup BY MediumTextMsg /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.031
	Elapsed Time	00:00:00.008
	Dimensions Requested	2
	Cells Available	174762

Age group of the respondents * Medium used for text message Crosstabulation					
		Medium used for text message		Total	
		Cell phone	social media		
Age group of the respondents	18-22 years	Count	65	42	107
		% within Age group of the respondents	60.7%	39.3%	100.0%
		% within Medium used for text message	35.1%	33.3%	34.4%
	23-26 years	Count	63	48	111
		% within Age group of the respondents	56.8%	43.2%	100.0%
		% within Medium used for text message	34.1%	38.1%	35.7%
	27-30 years	Count	57	36	93
		% within Age group of the respondents	61.3%	38.7%	100.0%
		% within Medium used for text message	30.8%	28.6%	29.9%
Total		Count	185	126	311
		% within Age group of the respondents	59.5%	40.5%	100.0%
		% within Medium used for text message	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.539 ^a	2	.764
Likelihood Ratio	.538	2	.764
Linear-by-Linear Association	.002	1	.962
N of Valid Cases	311		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.68.