

facebook®

Demographics

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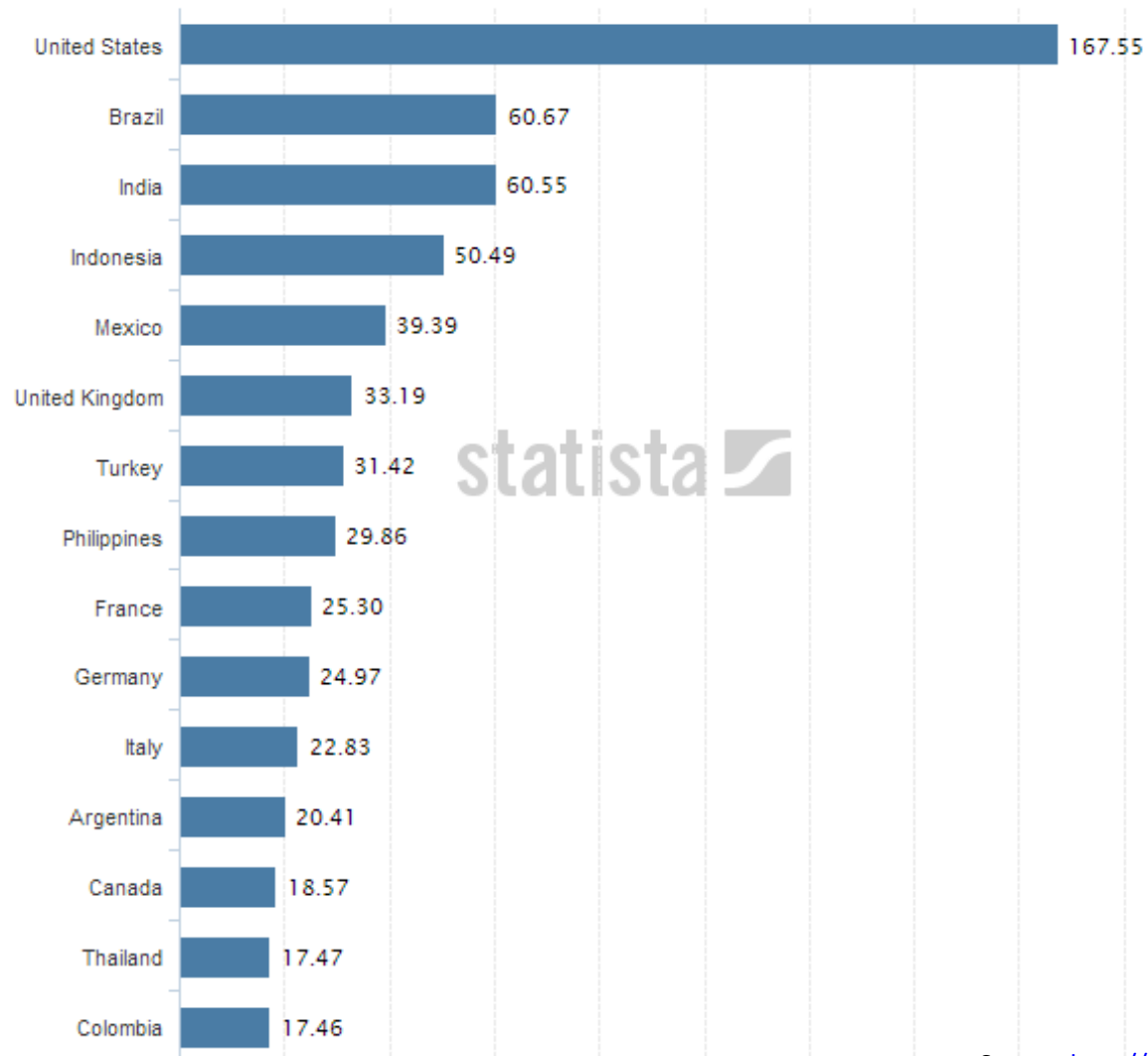
User Statistics

The Outline of Presentation

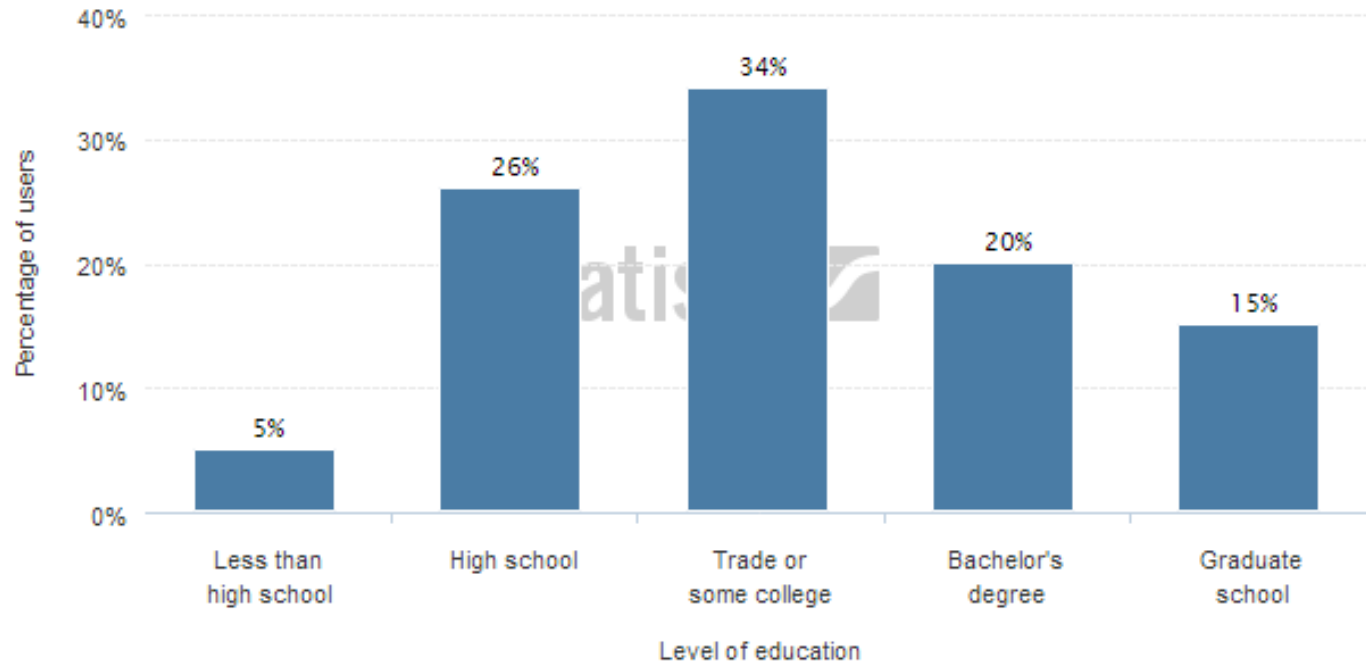
- Presentation of some key demographic data(*from various sources*)
 - Top Countries on Facebook
 - Educational Background
 - Age Groups
 - Facebook Users by Top Tech Companies (Forbes)
 - And a few other interesting graphs
- Results inferred from the Statistical Analysis
 - About the data set, technique used etc.
 - Final Analysis and Results

Top Countries on FB

Leading countries based on number of Facebook users as of November 2012 (in millions)



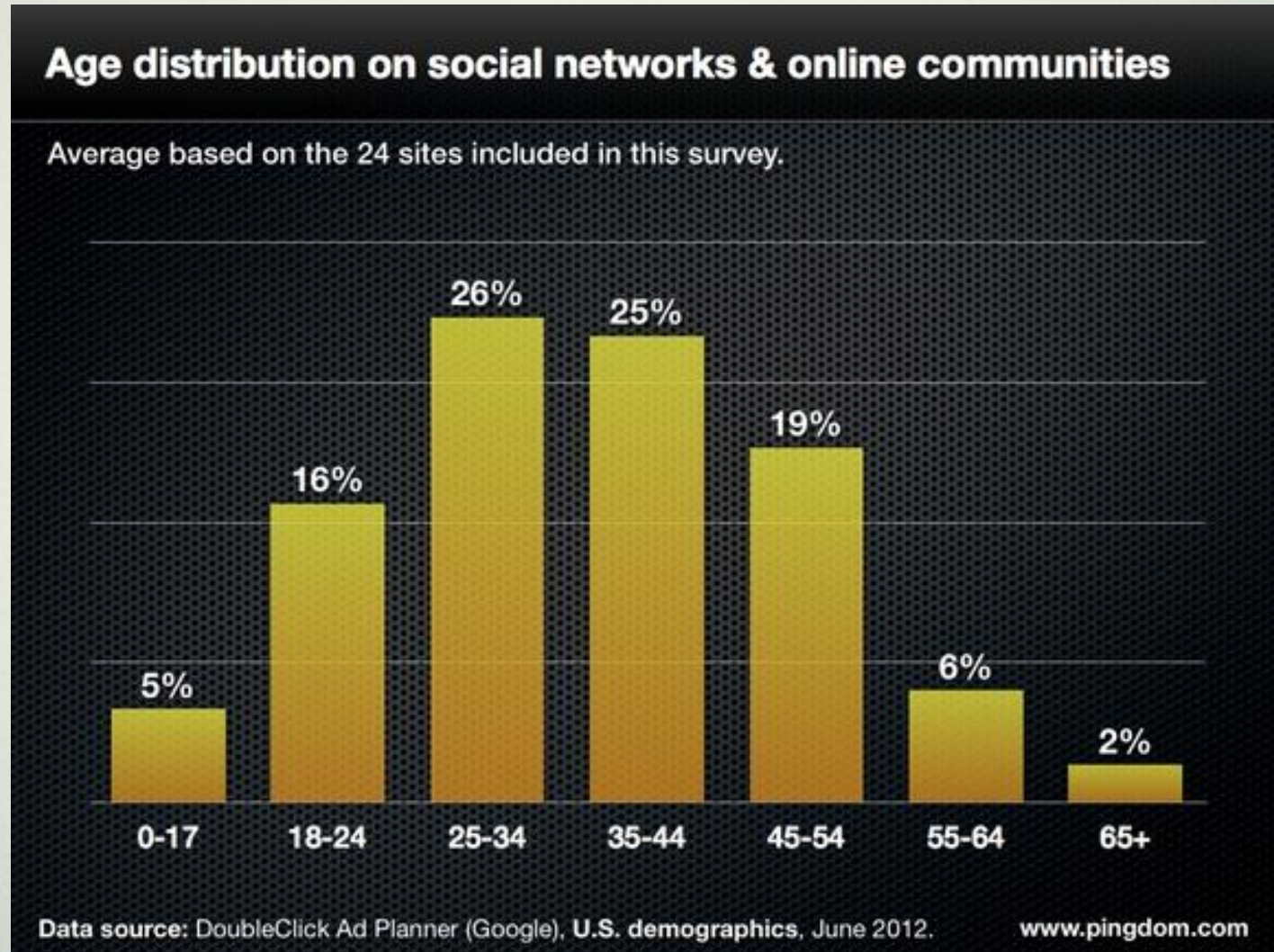
Distribution of Facebook users in the United States in 2012



i United States; 18-65 years; Facebook users; Princeton Survey Research Associates International; October 20 to November 28, 2010

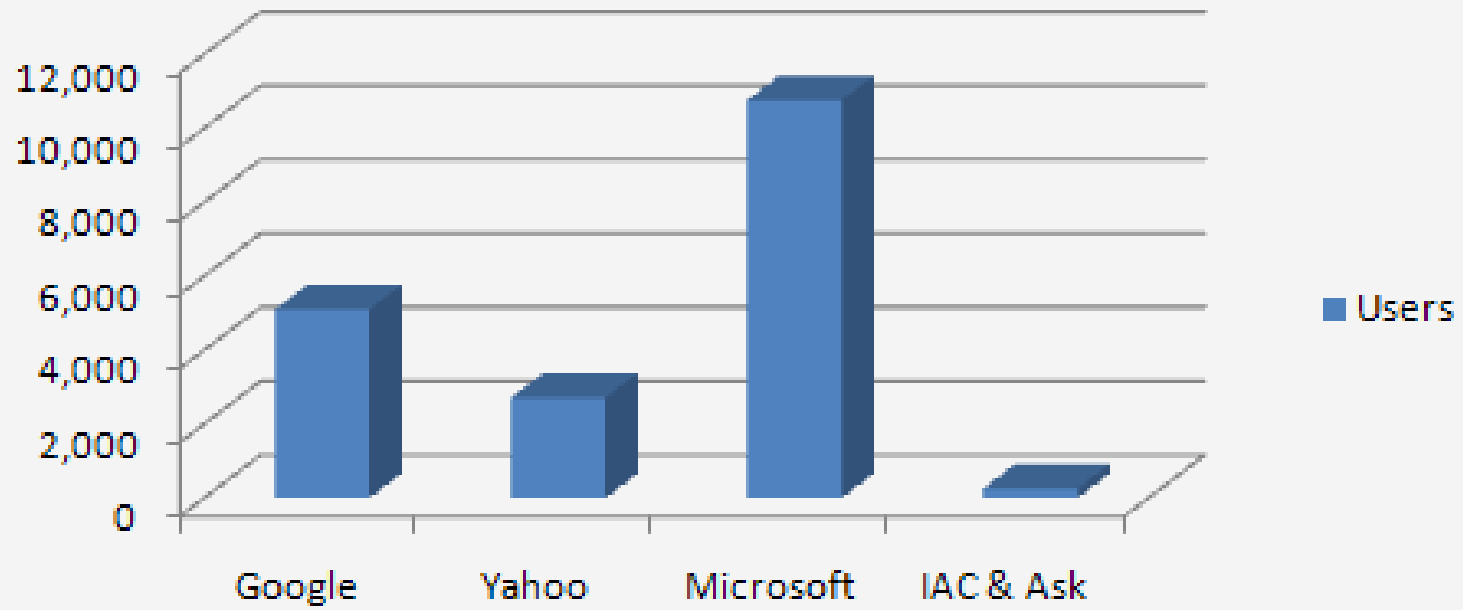
Source: Pew Research Center

US Facebook users by age groups in US

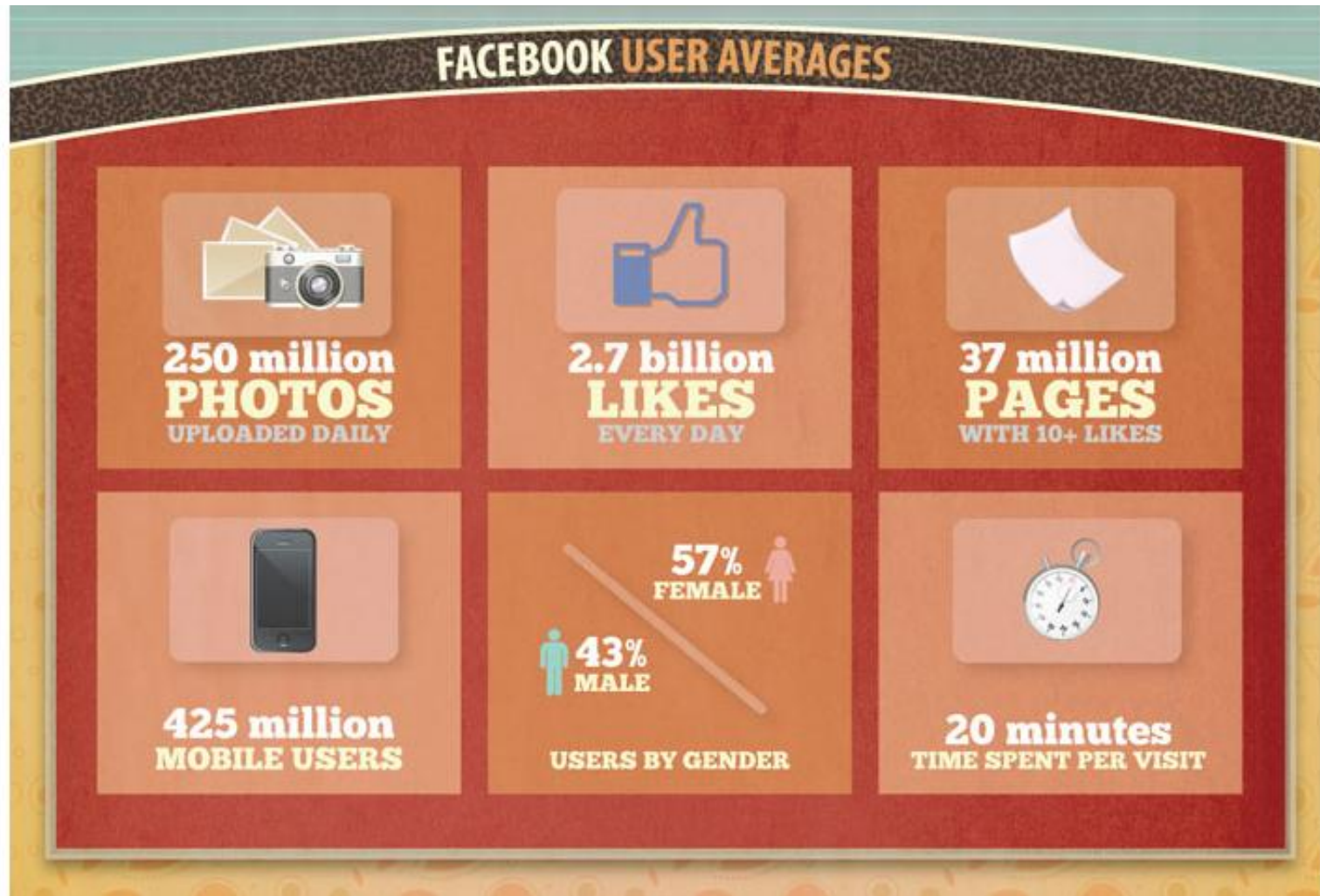


Top US FB users from the search engine companies

Top US Users from the Search Companies





Some interesting infographic highlights



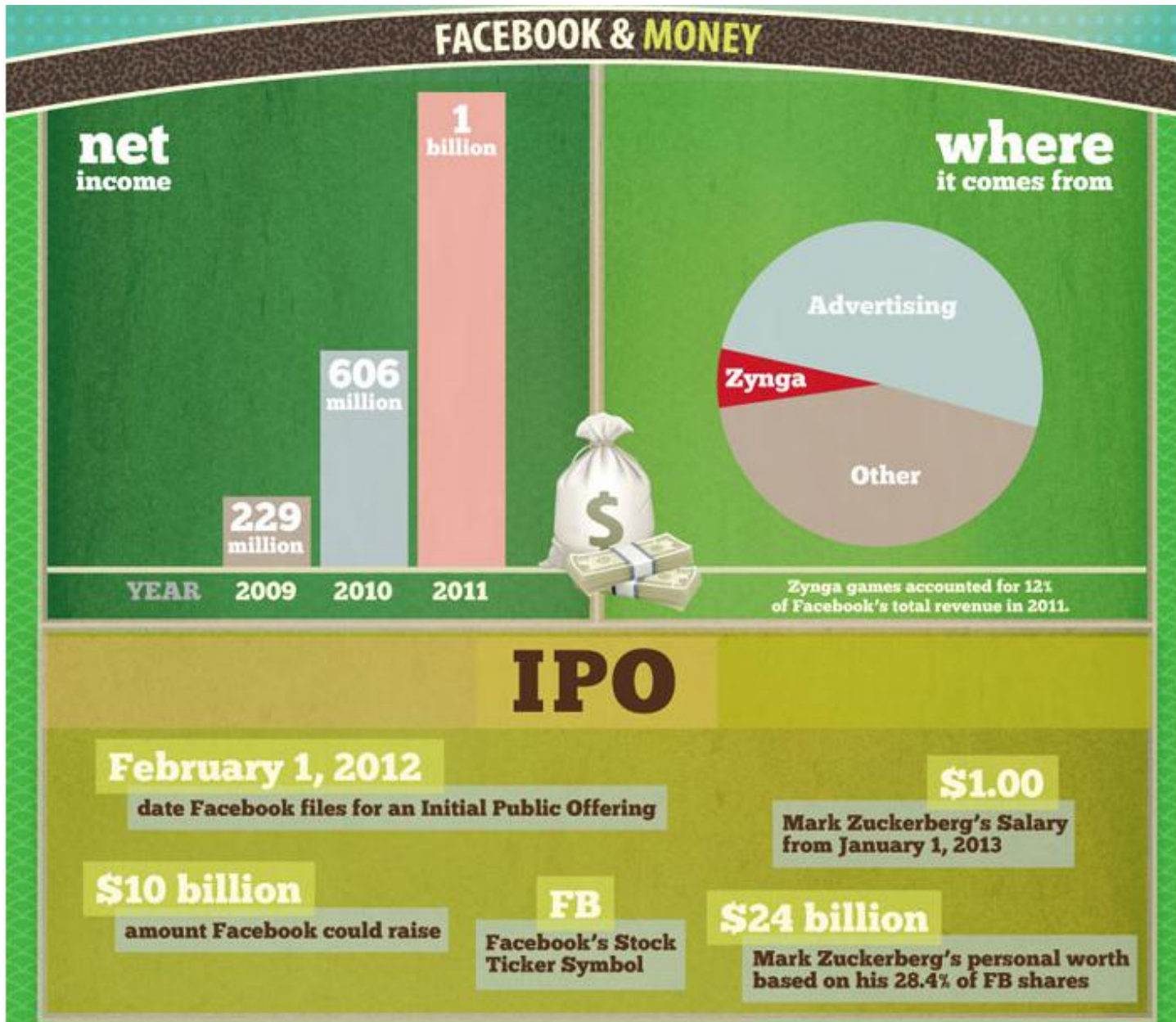
...and some more

FACEBOOK'S PEOPLE

	<p>Mark ZUCKERBERG</p> <p>\$500,000 Current Base Salary</p> <p>\$17.5 billion Personal Worth</p> <p>Named TIME Magazine's 2010 Person of the Year</p>	<p>Sheryl SANDBERG</p> <p>\$300,000 Current Base Salary</p> <p>\$31 million Earned in 2011</p> <p>#16 on Fortune's 50 Most Powerful Women in Business</p>	
<p>CEO facebook.com/zuck</p>			<p>COO facebook.com/sheryl</p>

“ The loss of Mark Zuckerberg, Sheryl K. Sandberg, or other key personnel could harm our business. **”**

- from Facebook's IPO filing, February 1, 2012



My Analysis 😊

Dataset used from: www.pewinternet.org

Assisted by good friend: Lovedeep Singh

About the data: It was a survey data-set collected by doing phone surveys.

Read More: <http://www.pewinternet.org>

About the Data

- December 2012 - Facebook Omnibus data
- It was an omnibus survey containing questions on people's Facebook habits and attitudes.
- Contained demographic categories including sex, race, age, household income, educational attainment, parental status and geographic location.

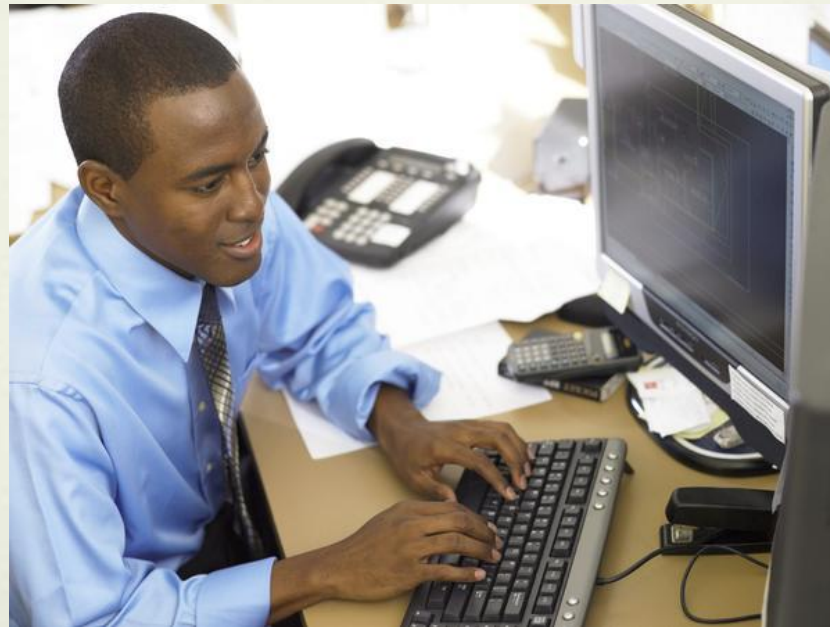
- Sample Size – 1802 observations
- Total 34 variables
- Most of them were binary variables(0,1)
- Also some continuous variables

Technique used

- Logistic Regression was used for the analysis as the response variable was always binary(0,1)
- Analysis was carried out at 5% significance level
- Tools used – SAS 9.3 and SAS Enterprise Guide

Final Findings/Conclusion

- The people who used internet, used it mostly for sending/receiving emails



- The people who used Facebook...
- Also used email frequently, this shows that people who like to communicate with others prefer using Facebook



The people who used Facebook,

- Also used their cell phones for browsing Facebook.




- The Facebook usage pattern is effected by gender.



- Age is a significant factor in deciding the FB use.



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- A person wearing a blue uniform is using a brush to paint the Facebook logo on a blue mat. The mat is laid out on a light-colored floor. The person's hands and the brush are visible, and the logo is partially painted. The background is slightly blurred, showing the person's legs and the floor.
- People who are employed, have also taken a voluntary break from using Facebook for several weeks (**this indicates a possibility – *they couldn't use Facebook because they didn't have time because of their job***)

- **Parents who had children under the age of 18**
- As the parents are educated and not that old, they used FB on handheld devices such as tablets(Samsung Galaxy tab, Apple iPad)



- **Parents who had children under the age of 18**
- Because of their busy working life, they also took voluntary break from the use of Facebook)
- And, they also agreed that they will be spending more time on Facebook in 2013(possibly, to keep an eye on their child's activities?!))





+1 You have a friend request.



Mom

Confirm

Ignore

FACEBOOKING YOUR PARENTS

Facebook was once a students-only club, but those days have passed. If you're a student, there's a good chance your parents are on Facebook, and with so many parents using the site to keep tabs on their college kids, you may have mixed feelings about friending them.

The number of moms on Facebook is growing.

- **Parents who had an annual income in the range(\$20,000 to \$50,000)**
 - used FB on tablets
 - Had used FB before
 - Also took voluntary break from FB for a period of several weeks or more.
 - For them the impact of FB on their life became important.
 - Overall time spent on FB increased as compared to last year.
- **Parents who had an annual income in the range(\$50,000 to \$150,000)**
 - Also took voluntary break from FB for a period of several weeks or more.
 - Even for them the impact of FB on their life became important

Some other independent researches on the same data set

Teens, Social Media, and Privacy

by Mary Madden, Amanda Lenhart, Sandra Cortesi, Urs Gasser, Maeve Duggan, Aaron Smith

Teens: Median number of Facebook friends

Coming and Going on Facebook

by Lee Rainie, Aaron Smith, Maeve Duggan

And many more...

End of the Presentation!



LIKE



UNLIKE