Social Media Usage 2005 – 2015 By Andrew Perrin, 8 October 2015

A. Main Findings

The research found that nearly two-thirds (65%) of adults in the US with Internet Access (76%) are using social networking sites, this translates to a 7% increase since 2005. This social media update also affected such things as work, politics, communication patterns, political deliberations, information on health, civic life, new consumption, teenage life and others.

B. Quality of the Research

The research question and objective were stated clearly. The objective of this research was to find out whether 65% of adults now use social networking sites – a tenfold jump in the last decade. This was an interesting research question and important to find out what interests 65% of adults on social networking sites and what are the drivers for this interest. An ethical issue to be considered in such a research, is to get the consent of the participants as this research method used surveys and interviews.

C. The Research Method

The research team analysed data after a compilation of 27 surveys and 47000 interviews among adult internet users in the US and another 62000 interviews among adults conducted between 2005 and 2015. The surveys were combined, allowing for annual trends among different demographics.

For such a research this seemed the most practical and appropriate method. However, statistical errors especially when using weighting to adjust disproportionate sampling and non-response reduces the precision of estimates beyond what would be achieved under simple random sampling.

The researcher also does not provide evidence of participants' consent. This also introduces unethical issues. I would recommend in future that the researcher attains participants' consent for such a research and provide the results to the participants. However, the analysis is supported by reliant data, making the final report very authentic. According to Locher and Bolander (2019), Ethics are a vital element as part of process, dialogue and remain mandatory.

The presentation of data for analysis and reporting was well presented. The report is well structured and tables of data provided were sufficient enough, no more tables or graphs would have improved the presentation.

D. Conclusion

Social media usage has grown beyond everyone's expectation. The dividing line between our business and social lives has been blurred, as social networking platforms such as LinkedIn have demonstrated. Adults in the US as professionals have digital CVs on LinkedIn and connect on socially on platforms like Facebook and Instagram, all these social media platforms are interlinked. This connectiveness has

blurred the division of usage and this has found to be attractive to users, as it becomes easy to move from one platform to another.

Public institutions have also jumped on the bandwagon, as they find easier ways of communicating to their citizens. "Government agencies are increasingly using **social media** to connect with those they serve" Bertot, Jerger and Hansen (2012). This has also encouraged citizens, especially the adults, to be part of this social revolution. According to Jaeger and Bertot (2010), Governments have become user-centric and will continue to pursue such strategies.

E. Additional Notes

A simple random sampling method was going to be a better method to select participants especially that different demographics were going to be utilized, such a method add credibility to the research and eliminates any suspicious manipulation that can occur.

Damaschke, Kuhn and Nobach (2018) has proved the bias-free element found in random sampling techniques for some types of research methods, and I concur with their finding and recommend that such a technique could have provided better value to this research.

For information on this research, reports can be found online at www.pewresearch.org/internet.

F. References

Bertot J.C., Jaeger P.T., Hansen D.(2012) . *The impact of polices on government social media usage: Issues, challenges, and recommendations.* Government Information Quarterly, 29 (1) , pp. 30-40.

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