

## Social Media Networking Site Usage Demographics

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**Abstract:** Social media are interactive, computer-mediated technologies that facilitate the creation and exchange of ideas, information, professional skills and other forms of expression across virtual communities and networks to estimate the social media technology using among population. Across sectional study with analytic element conducted during period from first of April to the end of July 2018 in Misan city, Iraq. Data that selected randomly was collected by direct interview using questionnaire. The information included demographics characteristics, account, type of social media, type of network connection, date of getting account, effect of social media and duration of usage. The analysis of data was carried out using the available Statistical Packages for Social Science; Version 20.0 (SPSS-20.0). Statistical significance was considered whenever the p-value was  $\leq 0.05$ . A total study sample was 430 participate, from these 403 (94%) participate was had or used a social media. The study revealed that 21% (84) of participated was used Facebook while 71% (287) of participated used combination social media (Facebook with other technique). Most of those who used social media were male 73% (295) and only 20% of them used Facebook while in female the usage rate of Facebook was 23%. Our study showed that about 195 (48.4%) of participated were in age group 20-29 years, only 23 of them used Facebook alone and 3/4 of them used combination social media most of social media user were student and employee (165, 169) but most Facebook user was employee. The study showed that there was a statistical significant association between variables, age, education marital status, occupation, duration of using, daily using and effect of social media. The study was concluded that a high social media using rate in Misan city population.

**Key words:** Data analysis, internet, social media, social networking, demography, networking communication, big data

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### INTRODUCTION

Social media are interactive, computer-mediated technologies that facilitate the creation and exchange of ideas, information, professional skills and other forms of expression across virtual communities and networks (Kietzmann *et al.*, 2011). A variety of self-contained and integrated social media services currently offer definition challenges, there are some common features.

“Web based life encourage the advancement of online interpersonal organizations by associating a client’s profile with those of different people or groups” (Obar and Wildman, 2015; Boyd and Ellison, 2007).

“Client created content, for example, content posts or remarks, computerized photographs or recordings and information produced through every single online association is the soul of social media” (Obar and Wildman, 2015; Kaplan and Haenlein, 2010). “Web-based social networking are intuitive Web 2.0 internet-based applications” (Obar and Wildman, 2015; Kaplan and Haenlein, 2010).

Clients make benefit particular profiles for the site or application that are planned and kept up by the internet based life organization (Obar and Wildman, 2015; Boyd and Ellison, 2007).

Typically users access social media services through download services that offer social media networking functionality to their mobile devices or web-based technologies on laptops and desktops (e.g., cell phones and tablets).

When communicating with these services, users can create highly interactive platforms where individuals, communities and organizations can share, share, discuss, edit or post content online. They “acquaint significant and inescapable changes with correspondence between associations, networks and individuals” (Kietzmann *et al.*, 2011). Social media is changing the way individuals and large organizations communicate. These changes are simply a pivotal point in the emerging fields of self-study of technology. “Web based life contrast from paper-based media (e.g., magazines and daily papers) to conventional electronic

media, for example, TV broadcasting from numerous points of view including quality” (Agichtein *et al.*, 2008) interactivity, reach, performance, immediacy, usability and frequency. “Social media outlets operate in a dialogic transmission system (many sources to many receivers)”. Pavlik and MacIntoch (2014) this is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers) such as a radio station which broadcasts the same programs to an entire city or a newspaper which is delivered to many subscribers. Some of the most popular social media websites are Facebook (and its related Facebook Messenger), SnapChat, Google+, Instagram, Twitter, LinkedIn, MySpace. These online life sites have in excess of 1,000,000,000 enrolled clients.

“In the United States, a 2015 review detailed that 71% of young people have a Facebook account”. Lenhart (2015) over 60% of 13-17 years old have no <1 profile via. web-based networking media “with many spending over 2 h out of every day on informal communication sites” (Hajirmis, 2015). According to Nielsen, internet clients keep on spending additional time via. web-based networking media locales than on some other kind of webpage. “In the meantime, the aggregate time spent via. web-based networking media destinations in the US crosswise over PCs and also on cell phones expanded by 99-121 billion min in July 2012, contrasted with 66 billion min in July 2011. For content givers, the advantages of taking an interest in online life have gone past basically social sharing to building a notoriety and getting profession openings and money related income” (Tang *et al.*, 2012).

Spectators have noticed a scope of positive and negative effects of online life utilize. Web based life can enhance a person’s feeling of connectedness with genuine or online networks and web based life can be a compelling correspondence (or promoting) instrument for companies, business visionaries, philanthropic associations, backing gatherings, political gatherings and governments. In the meantime, concerns have been raised about conceivable connections between overwhelming web based life utilize and wretchedness and even the issues of cyberbullying, online badgering and “trolling”. “At present, about portion of youthful grown-ups have been cyberbullied and of those, 20% said that they have been cyberbullied regularly”. Another overview in the US. Connected the precaution process adoption model to cyberbullying on Facebook among seventh grade understudies. “As per this examination, 69% of 7th grade understudies claim to have encountered cyberbullying and they additionally said that it was more awful than up close and personal bullying” (Chapin, 2016)

“Both the harasser and the casualty are contrarily influenced and the force, term and recurrence of tormenting are the three angles that expansion the antagonistic consequences for both of them” (Peebles, 2014).

The extensive measure of studies focus on the part of identity via. web-based networking media use in any case from the part of age yet in this investigation, we center around identity one primary theme; Online networking website use socioeconomic of generations from this perspective, we first make a short audit the pertinent writing and build up a calculated structure. Based on theoretical model, inquire about theory are proposed. At that point, we express unmistakably the technique in and introduce the discoveries. At that point, we draw hypothetical and in addition administrative ramifications. At long last, we determine the confinements of this investigation and recommend future research headings.

## **MATERIALS AND METHODS**

Across sectional study with analytic element conducted during period from first of April to the end of July 2018 in Amara city, Iraq. Randomly the participated was selected then take their consent from after that the data was collected by direct interview using questionnaire, constructed by the researcher and based on the standard criteria. The information included demographics characteristics, account, type of social media, type of network connection, date of getting account, effect of social media and duration of usage. The analysis of data was carried out using the available Statistical Packages for Social Science, Version 20.0 (SPSS-20.0).

Data were presented in form of tables of numbers and percentage with some figure. Chi-square test ( $\chi^2$ -test) was used for testing the significance of association between variable under study. Statistical significance was considered whenever the  $p \leq 0.05$ .

## **RESULTS AND DISCUSSION**

A total study sample was 430 participate from different level of community which selected randomly, from these 403 (94%) participate was had or used a social media as shown in Fig. 1. The study revealed that 21% (84) of participated was used facebook while 71% (287) of participated used combination social media (facebook with other technique). Most of those who used social media were male 73% (295) and only 20% of them used Facebook while in female the usage rate of Facebook was 23% which the least one used as shown in Fig. 2.

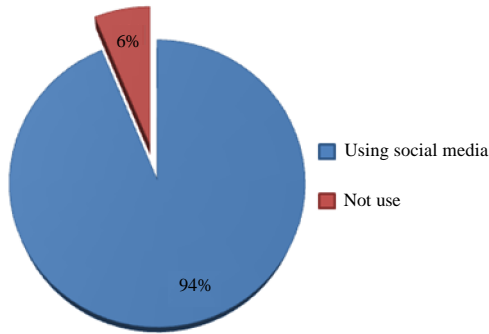


Fig. 1: Usage rate of social media among population

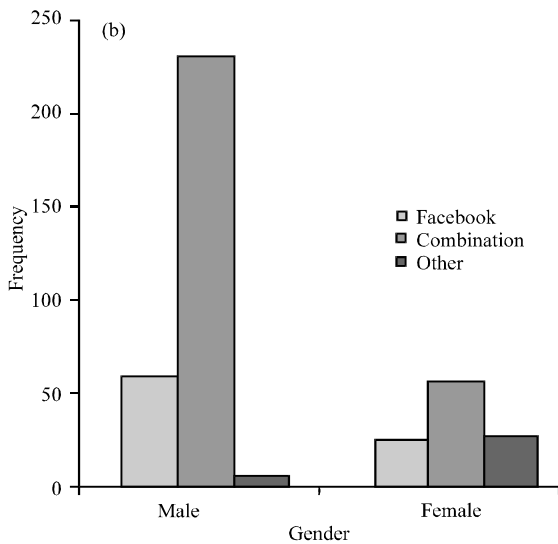
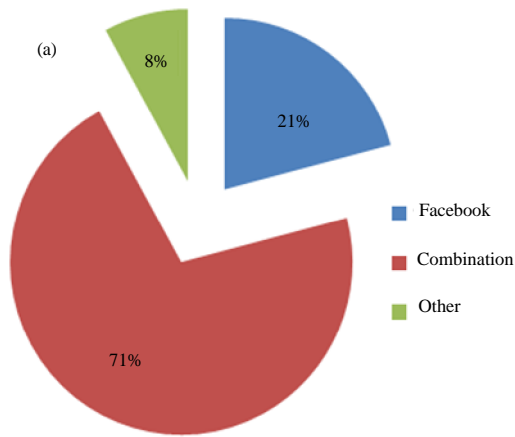


Fig. 2: a, b) Social media type and distribution according to gender (type of social media)

Regarding demographic, our study showed that about 195 (48.4%) of participated were in age group 20-29 years, only 23 of them used Facebook alone and 3/4 of them used combination social media. While in age

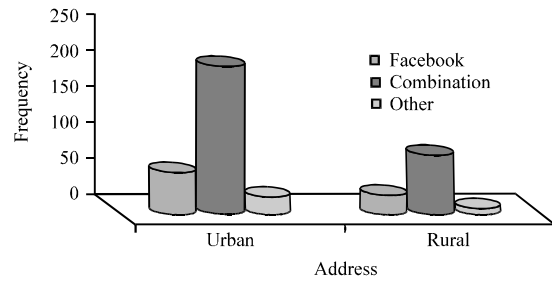


Fig. 3: Social media distribution according to address

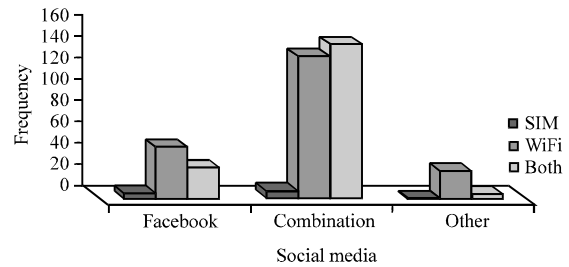


Fig. 4: Type of net work using

group 30-39 years about 33 participated used Facebook alone and 84 participated used combination with statistical significance ( $p < 0.001$ ) as in Table 1.

Near to half (49%) of usage social media had have Bachelors degree, 3/4 of them used combination social media with statistical significance ( $p < 0.001$ ) (Table 1).

The same matter most of social media user were student and employee (165, 169) but Facebook user from employee was more than student and it was reverse for combination usage of social media (47 vs. 15, 115 vs. 128) with statistical significance ( $p < 0.001$ ) (Table 1). More than 50% of social media user was single and used combination more than Facebook while the married participated was used Facebook more with statistical significance ( $p < 0.001$ ) (Table 1).

In urban area the usagerate of social media technique was higher than in rural area in all type of social media as shown in Fig. 3. The present study was found that 191 (47.4%) participated was used social media for time of (5-8 years) as combination more than other types. The daily usage rate for  $< 8$  h was represented 60% of all participated most of it was combination type as shown in Table 2. with statistical significance association of variables ( $p < 0.001$ ).

Regarding types of network using, the study was revealed that both WiFi and SIM was used to get network connection for both Facebook and combination type as in Fig. 4. The study showed that 58% of the participated

**Table 1: Demographic distribution of study sample**

Variables	Facebook		Combination		Other		Total		p-values
	N	Percentage	N	Percentage	N	Percentage	N	Percentage	
<b>Age (years)</b>									
<20	9	10.7	31	10.8	6	18.8	46	11.4	0.001
20-29	23	27.4	152	53	20	62.5	195	48.4	
30-39	33	39.3	84	29.3	2	6.2	119	29.5	
40 and over	19	22.6	20	7	4	12.5	43	10.7	
Total	84	100	287	100	32	100	403	100	
<b>Level of education</b>									
Primary	18	21.4	20	7	1	3.1	39	9.7	0.001
Secondary	20	23.8	100	34.8	18	56.2	138	34.2	
Bachelors	38	45.2	149	51.9	10	31.2	197	48.9	
Higher	8	9.5	18	6.3	3	9.4	29	7.2	
Total	84	100	287	100	32	100	403	100	
<b>Occupation</b>									
Student	15	17.9	128	44.6	22	68.8	165	40.9	0.001
Employee	47	56	115	40.1	7	21.9	169	41.9	
Wage earner	22	26.1	44	15.3	3	9.3	69	17.2	
Total	100	287	100	32	100	403	100		
<b>Marital status</b>									
Single	27	32.1	168	58.4	26	81.2	221	54.8	0.001
Married	57	67.9	119	41.5	6	18.8	182	45.2	
Total	84	100	287	100	32	100	403	100	

**Table 2: Duration and daily usage of social media**

Variables	Face book		Common		Other		Total		p-values
	N	Percentage	N	Percentage	N	Percentage	N	Percentage	
<b>Duration of usage (years)</b>									
1-4	39	46.4	97	33.8	21	65.6	157	39	0.001
5-8	38	45.2	142	49.5	11	34.4	191	47.4	
9+	7	8.3	48	16.7	0	.0	55	13.6	
Total	84	100	287	100	32	100	403	100	
<b>Daily usage</b>									
<8 h	64	76.2	159	55.4	20	62.5	243	60.3	0.03
8+ h	20	23.8	128	44.6	12	37.5	160	39.7	
Total	84	100	287	100	32	100	403	100	

**Table 3: Combination types of facebook using**

Variables	Face book		Common		Other		Total		p-values
	N	Percentage	N	Percentage	N	Percentage	N	Percentage	
<b>No using social media</b>									
Up to week	49	58.3	165	57.5	20	62.5	234	58.1	0.3
Week-month	17	20.2	74	25.8	4	12.5	95	23.6	
Month +	18	21.4	48	16.7	8	25	74	18.4	
Total	84	100	287	100	32	100	403	100	
<b>Continuous</b>									
Yes	29	34.5	150	52.3	22	68.8	201	49.9	0.001
No	55	65.5	137	47.7	10	31.2	202	50.1	
Total	84	100	287	100	32	100	403	100	
<b>Effect of social media</b>									
Negative	17	20.2	39	13.6	4	12.5	60	14.9	0.03
Positive	38	45.2	183	63.8	22	68.8	243	60.3	
No effect	29	34.5	65	22.6	6	18.8	100	24.8	
Total	84	100	287	100	32	100	403	100	

can stop using social media up to 1 week only while 23.6% of participated cannot used social media for up to 1 month as in Table 3.

Finally, the study was found that 243 (60.3%) of participated said that social media technique had a positive effect on population whether Facebook using of combination types with statistically significance association ( $p < 0.001$ ) as showing in Table 3.

The total sample of the study was 430 participants from the chosen community level randomly, of which 403 (94%) participation or use of social media means and a high percentage may be because of the social media it is understood to be online platforms that enable and facilitate users to create and share content and allow subsequent online interactions with other users (Sutcliffe *et al.*, 2018).

The study revealed that social media was used in large numbers compared to using Facebook only in order to reach all the means of social communication and the availability of the internet on a large scale and the curiosity of the community in terms of social communication.

World today is a global village. Everyone is connected to each other in this vast network created by the internet. As Marshall McLuhan, a philosopher of communications theory, said, "New electronic independence re-creates the world in the form of a global village".

Communication and free sharing of ideas among people were restricted to long-distance citizenship and religion. So far, these barriers can't stop the flow of information and knowledge. The new social networking world allows free sharing of ideas.

Most of those who used social media were male compared to their counterparts in the women's community. The difference between the two communities was greater than half and this is because of the social customs of our society.

In terms of population composition, the largest proportion of social media use was in the 20-29 age group compared with the other group. Only 23 of them used Facebook alone and 3/4 of them used social media. While in the 30-39 age group, about 33 Facebook users participated and 84 participants participated. This is because the young class is one of the most popular categories because most of these students are university students or employees. They use social media to communicate with each other in terms of study, occupation and communication.

In terms of education, the ratios are close to those who have a high school diploma and have a Bachelor's degree (1%) but the user Facebook was more than the student was the reverse use of the integration of social media (47 vs. 15, 115 vs. 128). More than 50% of social media users were single and used more than Facebook while the married user used Facebook more.

Demographic distribution of the study sample in urban areas, the use of social media techniques was higher than rural areas in all types of social media as urban society was more aware of modern technologies and the internet was available in urban society than in rural society. Urban society is larger than in rural society, resulting in increased use of social media than in rural society, the study found that (47.4%) participated in the use of social media for a period (5-8 years) as a mix more than other types. The daily usage rate was represented for <8 h and 60% of all participants were mostly a combination type, the study

found that 58% of participants can stop using social media for only 1 week while 23.6% of participants can't use social media for up to one month. Finally, the study found that (60.3%) of respondents said that social media technology had a positive impact on the population, whether using Facebook to collect.

## **CONCLUSION**

The latest growth of social media is not distributed uniformly or equitably between age groups. Therefore, health programs using social media to communicate must first sponsor the target population to ensure that the target population reaches the target audience while racial/ethnic disparities health is found in internet access, among those who have access to the internet, these characteristics do not affect the use of means of social communication and have changed the communication patterns in all the city of Maysan because of the techniques represented by the means of communication Mai, this is what signal his results and finally while monitoring research such as this project is useful in determining the extent of the arrival of social media but it is less useful to assess the impact of participation in social media.

## **RECOMMENDATIONS**

To evaluate the multiple levels of social media influence, future studies should bring a variety of disciplines and methods including intervention studies, longitudinal studies as well as ethnographic/qualitative observations to examine the impact of changing communication patterns on social networks.

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