

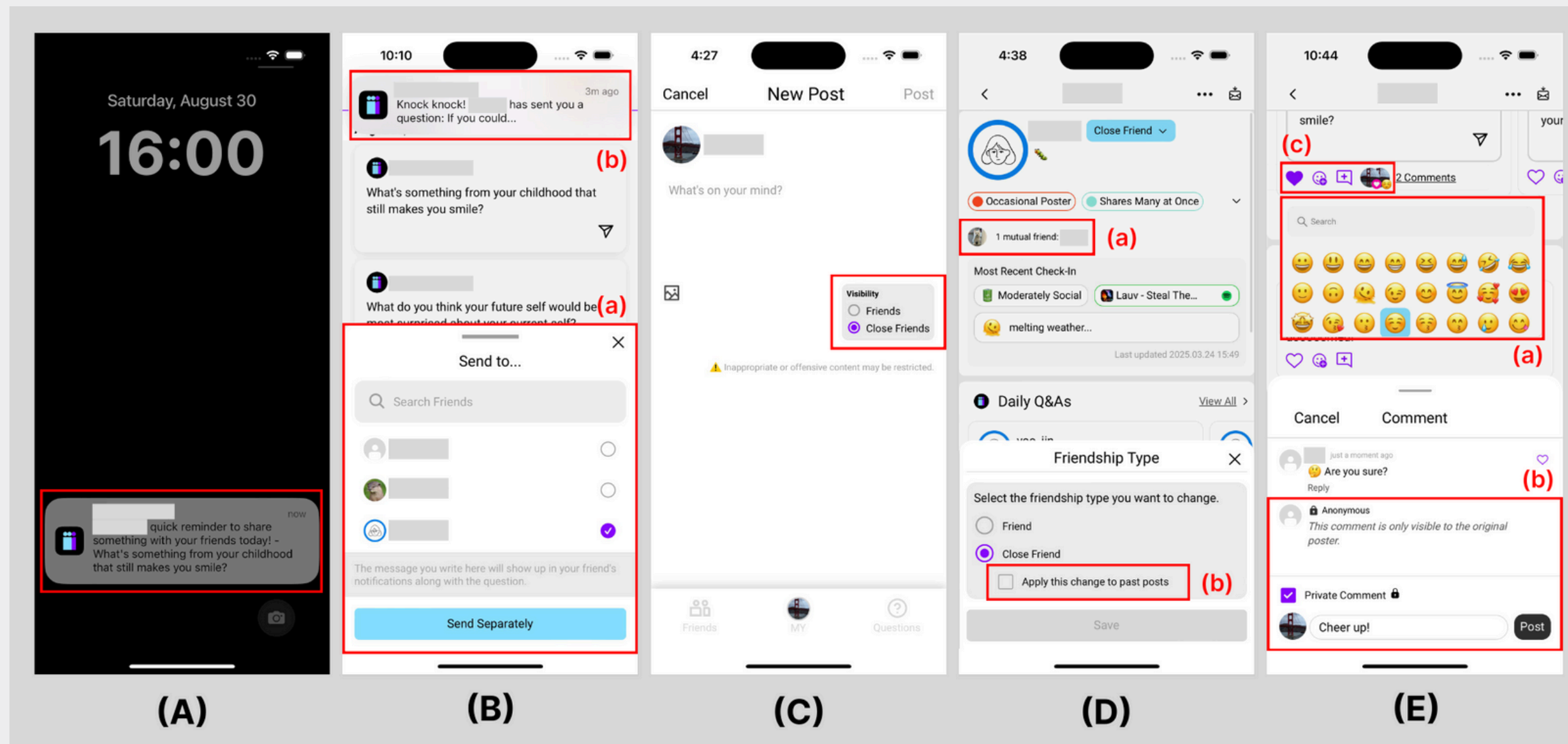


Exploring Cross-Cultural Youth Social Media Behaviors

Yuri Kim

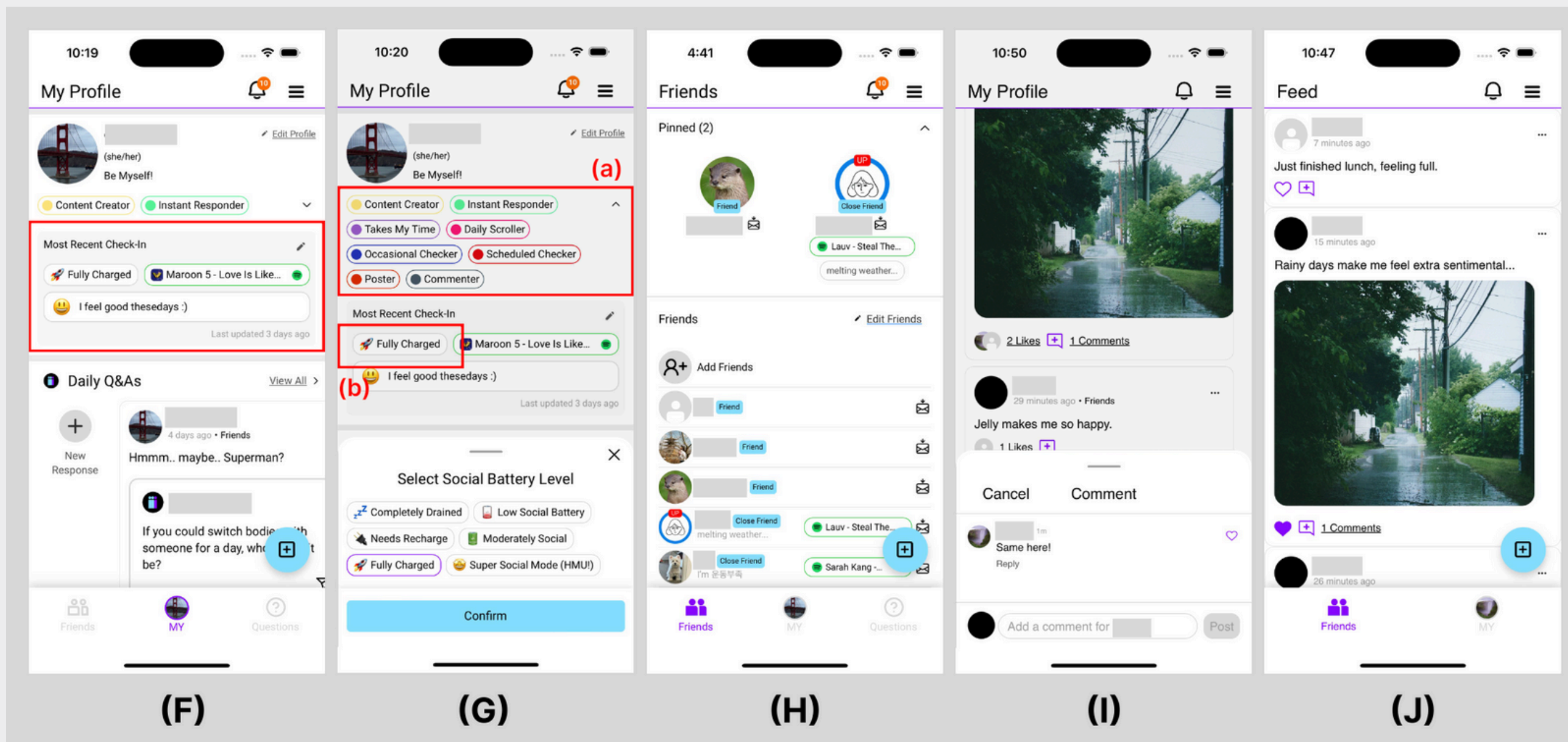
* OUR PLATFORM: WIT

WhoAmIToday is a social media for youth connection.



* OUR PLATFORM: WIT

WhoAmIToday is a social media for youth connection.



* GOALS

Interactive visualization tool for researcher



Generate exploratory
hypotheses



Assess feature
effectiveness



Find insights at
individual level

* QUESTION EXAMPLES

How does user network and usage pattern differ according to app version?

How does user network and usage pattern differ according to demographics?

Can we identify bridge users or isolated users?

Can we categorize users based on usage patterns or interaction networks?

Can we identify usage patterns of active users/drop out users?



* OUR DATA

- 99 youth participants from Korea and US (ages 15–24)
 - less meaningfully participated
- 2 versions of app: CTRL (like instagram), EXP (focus on relationship building)
- behavioral data
- pre-survey data
 - basic demographics (gender, age, country, ethnicity), social media they use, etc.
- IRB approved for analysis (anonymized)

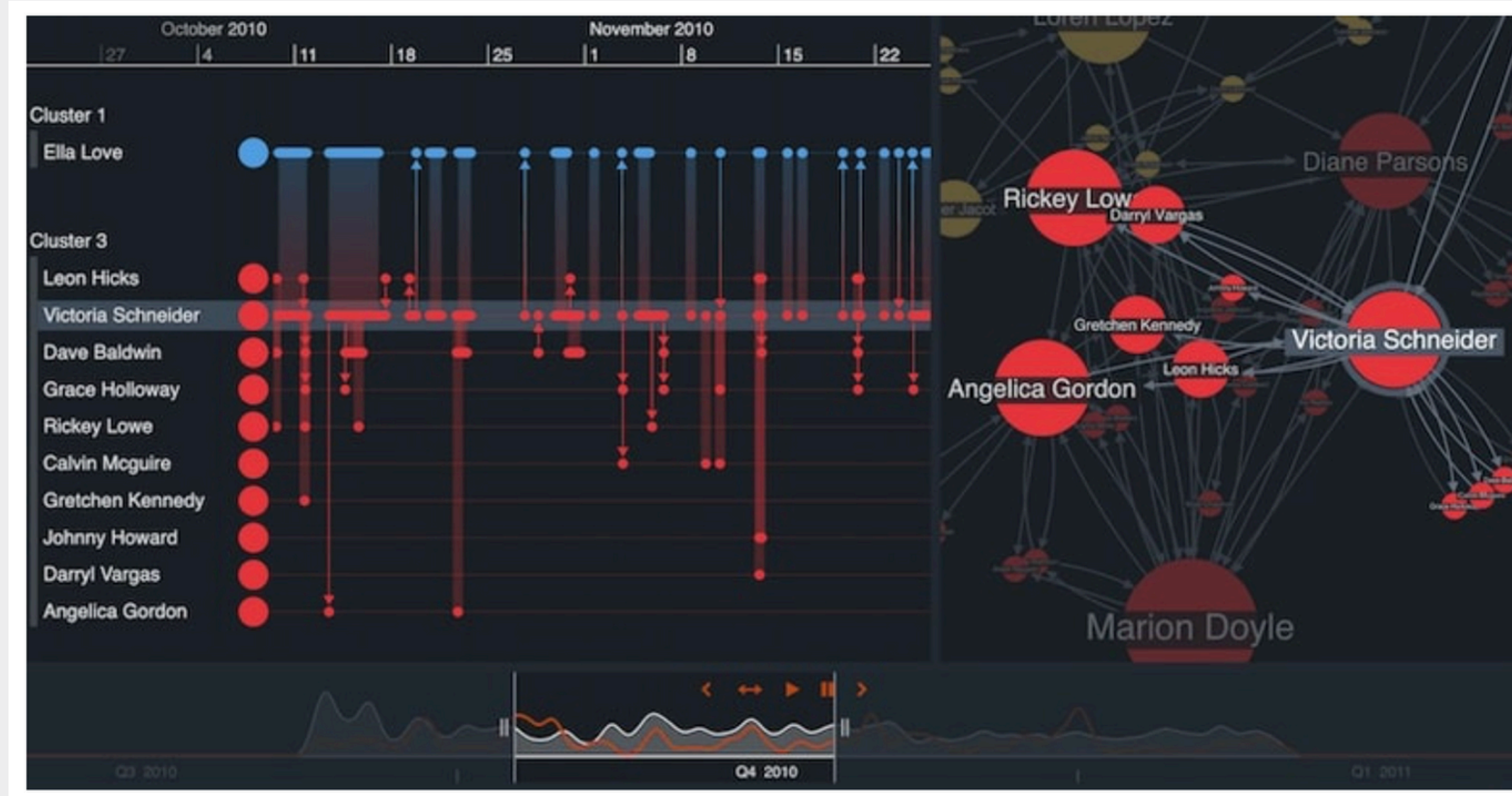
* IDEAS

1. User interaction network



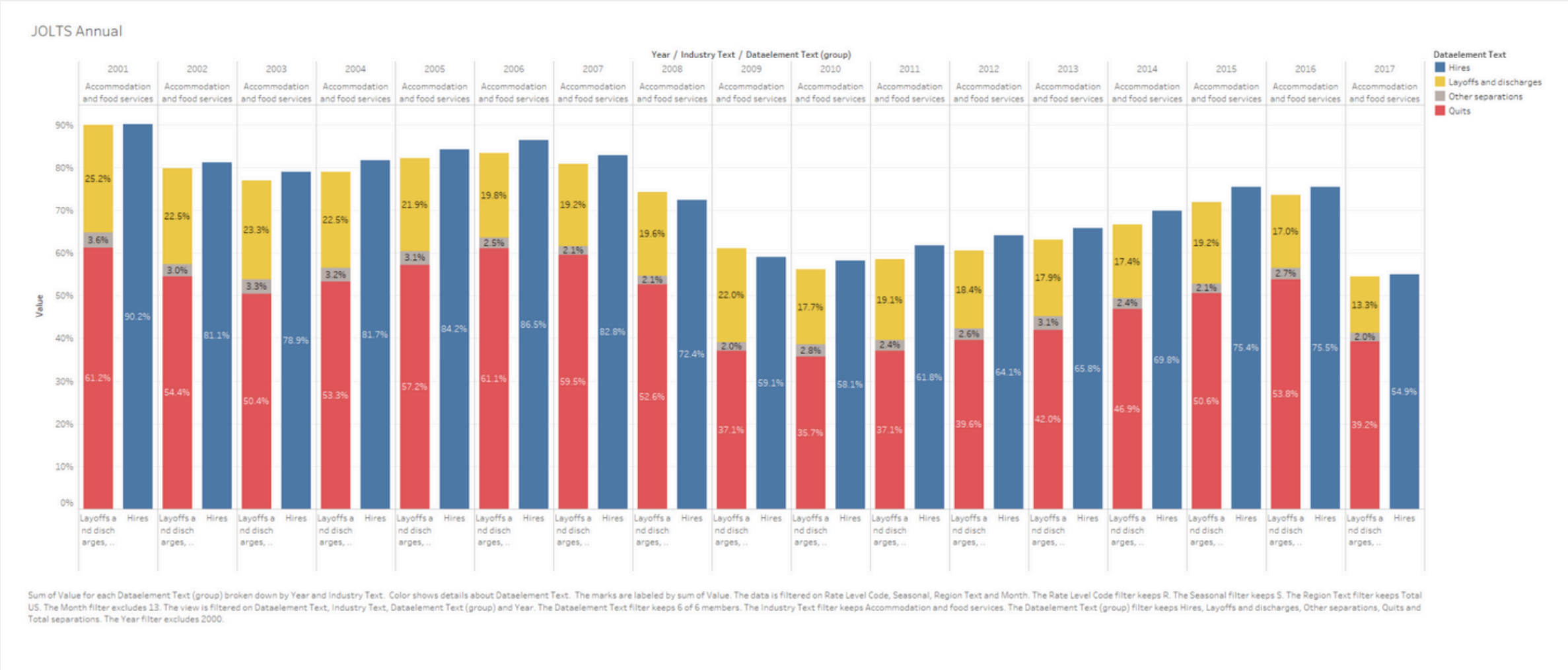
* IDEAS

1. User interaction network



* IDEAS

2. User engagement chart



* CHALLENGES & LIMITS

Data is small

Data is sparse

Findings may be platform-specific



* REFERENCES

<https://amplitude.com/docs/analytics/charts/engagement-matrix/engagement-matrix-discover>

<https://www.storytellingwithdata.com/blog/2017/11/22/use-cases-for-stacked-bars>





THANK YOU