Background (Source: Facebook)

- More than 200 million active users
- Average user has 120 friends on the site.
- More than 3 billion minutes are spent on Facebook each day
- More than 28 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) shared each month
- More than 52,000 applications currently available on Facebook Platform
- More than 95% of Facebook members have used at least one application built on Facebook Platform.

Research questions

- How do students use computers and mobile devices differently to access Facebook?
- How do students perceive the usability of Facebook as compared to Facebook Mobile?
- How does the perceived importance of features compare between Facebook and Facebook Mobile?

Data collection

- Paper survey completed by 140 students in telecommunication classes at Michigan State University
- Age range: 18-31 years
- Average age: 20 years old
- Facebook Mobile users: 64% male, 36% female
- Non-Facebook Mobile users: 77% male, 23% female

Results: Part I

How do students use computers and mobile devices differently to access Facebook?

- Time spent on Facebook via computer by students
  - Non-Facebook Mobile users: 45 minutes/day
  - Facebook Mobile users: 147 minutes/day

- Time spent on platforms by Facebook Mobile users
  - 68 minutes/day

- Time spent on platforms by students
  - Facebook: 147 minutes/day
  - Facebook Mobile: 32 minutes/visit

Results: Part II

How does the perceived importance of features vary between Facebook and Facebook Mobile?

- Top five features by platform
  - Facebook: Average score of 6.17
  - Facebook Mobile: Average score of 4.70

Recommendations

- Further research
  - Include a wider range of subjects to improve external validity
  - Determine reasons for user rankings of features
- Improvements to Facebook Mobile
  - (Results: Four of five top features vary by platform.) Redesign the interface to reflect user preferences, thus optimizing user experience for limited real estate
  - Improve navigability and consistency (Top user suggestion)