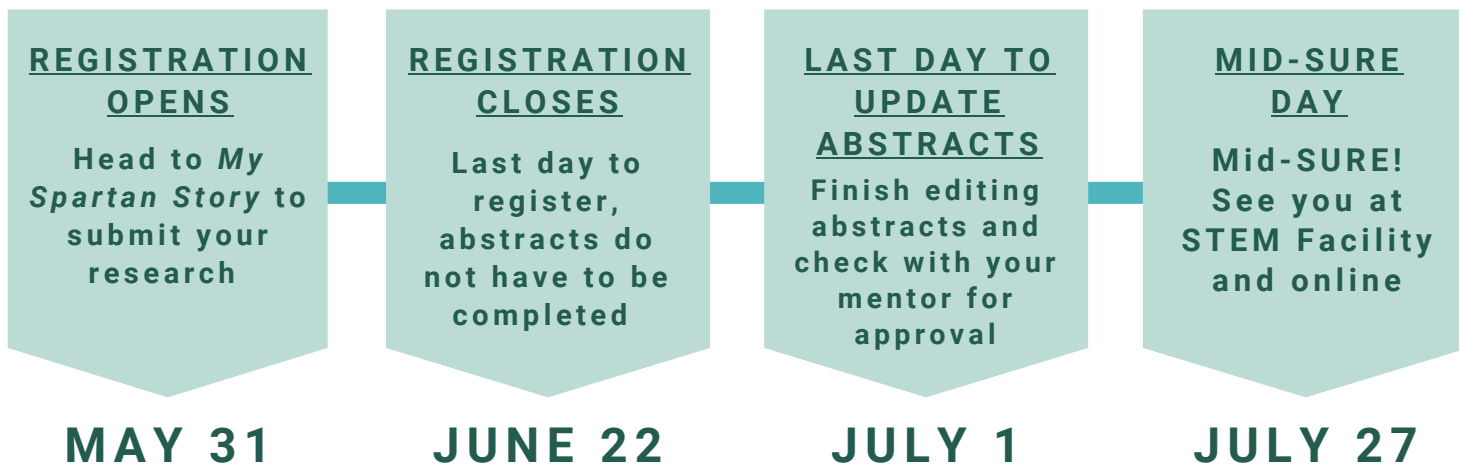




IN-PERSON PRESENTATION GUIDE

IN-PERSON TIMELINE



POSTER GUIDELINES

Printed size:
40" x 32"
(102 cm x 81 cm)

Orientation:
Landscape or portrait

Prepare a short pitch discussing the poster and your research

32"

40"

MICHIGAN STATE UNIVERSITY | **Improving the Facebook Mobile Interface to Increase Usability**
Bethany Davis, Carly Fleming, Nicole Lysak, Emily Schneider, Miranda Sperry
Dr. Constantinos K. Coursaris (UGS 200H-017)

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 26 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

Category	Value
Non-Facebook Mobile users	45 minutes/day
Facebook Mobile users	147 minutes/day

Time spent on platforms by Facebook Mobile users

Category	Value
Facebook	68 minutes/day
Facebook Mobile	147 minutes/day

Time spent on platforms by students

Category	Value
Facebook	15 minutes/visit
Facebook Mobile	32 minutes/visit

Results: Part II

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

Feature	Facebook	Facebook Mobile
Events	~4	~4
Groups	~4	~4
Messaging	~4	~4
News Feed	~4	~4
Notes	~4	~4
Photos	~4	~4
Profile	~4	~4
Search	~4	~4
Status Updates	~4	~4
Applications	~4	~4
Videos	~4	~4
Wall	~4	~4

Top five features by platform

Platform	Top 5 Features
Facebook	1. Wall, 2. Photos, 3. Messaging, 4. Profile, 5. Status Updates
Facebook Mobile	1. Videos, 2. Groups, 3. Search, 4. Wall, 5. Notes

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)

Acknowledgements | College of Communication Arts and Sciences, Department of Telecommunication, Information Studies, and Media; Dr. Constantinos Coursaris, for guiding and directing the entire project

Questions? Contact the UR Office at ugrsrch@msu.edu

Updated 5/25/2022





IN-PERSON PRESENTATION GUIDE

STEP-BY-STEP

REGISTER

- Begin drafting an abstract on mystory.msu.edu by 6/22/22
- Abstracts do not need to be completed to register
- **MSU Students:** Fill out the Undergraduate Research Experience module fields to document your research or creative work

FINALIZE

- Finish making revisions to your abstract by 7/1/22
- Ask your mentor to review your submission
- Check your email for any additional requirements
- **MSU Students:** Complete RCR training by July 21

PREPARE

- Keep an eye on your email for your assigned poster session time
- Print the 40" x 32" poster and practice your pitch
- Visit urca.msu.edu for helpful tips and resources

PRESENT

- Arrive at the STEM Facility 30 minutes before your poster session begins on 7/27/22
- Be prepared to share your work and answer any questions on your research or creative activity

FAQ

- **Do I need to submit my presentation virtually if I'm presenting in-person?**
 - No. While you can upload the poster to Symposium to share your research with those who cannot attend in-person, it's not required.
- **Can I only present posters?**
 - Yes. Mid-SURE only accepts research posters.
- **I'm not a student at MSU, how do I register on My Spartan Story?**
 - For My Spartan Story registration walkthrough, visit urca.msu.edu/mid-sure
- **My research isn't completed yet, can I still participate?**
 - Yes! Research is a process and we welcome all stages. Just make sure your abstract is completed to the best of your ability by July 1st.
- **Do my mentors and co-presenters also need an account on My Spartan Story?**
 - If your mentor(s) or co-presenter(s) are not from MSU, they will need to create an account. MSU students and mentors can use their NetID to log in.