



VIRTUAL POSTER PRESENTATION GUIDE

VIRTUAL TIMELINE

REGISTRATION OPENS

Head to Spartan Experience Record to submit your research

JAN 10

REGISTRATION CLOSES

Last day to register, abstracts do not have to be completed

FEB 9

LAST DAY TO UPDATE ABSTRACTS

Finish editing abstracts and check with your mentor for approval

MAR 3

PRESENTATION DUE VIRTUALLY

Upload your presentation to *Symposium* by *ForagerOne*, See you online at *UURAF*

APR 9

APRIL 14: UURAF DAY!

SEE YOU SOON AT UURAF!

PRESENTATION GUIDELINES

Poster format:
PDF, under 10MB

Orientation:
Landscape or portrait

Voiceover length:
2-5 minutes

Voiceover recording:
You can use the recording feature on Zoom or PowerPoint

Voiceover upload:
After recording, upload the voiceover to YouTube as an *unlisted video*. Then submit to Symposium

Symposium > Welcome Page > Presentations > Live Sessions > Judging

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 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.

Presenter(s)
Your and your co-presenters' names

Presentation Number
Presentation number will be assigned to you

Abstract or Description
In addition to the PDF version of your poster and the voiceover, include your abstract here.

Mentor Name:
Michael Scott

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

- Facebook: 68 minutes/day
- Facebook Mobile: 147 minutes/day

Time spent on platforms by students

- Facebook: 15 minutes/day
- Facebook Mobile: 32 minutes/day

How do students perceive the usability of Facebook as compared to Facebook Mobile?

(Based on ease of use, navigability, efficiency, effectiveness)
(Scale from 1-7, low to high)
Facebook: Average score of 6.17
Facebook Mobile: Average score of 4.70

Results: Part II

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

Top five features by platform:

- Facebook Mobile: 1. Wall, 2. Groups, 3. Messages, 4. Profile, 5. Status Updates
- Facebook: 1. Wall, 2. Groups, 3. Messages, 4. Wall, 5. News

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 the 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)

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Symposium preview



VIRTUAL PRESENTATION GUIDE

STEP-BY-STEP

REGISTER

- Begin drafting an abstract on Spartan Experience Record by 2/9/23
- Abstracts do not need to be completed to register
- Fill out the Undergraduate Research Experience module fields on the submission to document your research or creative work

FINALIZE

- Finish making revisions to your abstract by 3/3/23
- Create an account on *Symposium by ForagerOne* and upload your PDF presentation and abstract
- Complete RCR training by 4/7/23

REVIEW

- Ask your mentor to review your submission
- Start working on the video voiceover for Symposium
- Check your email for any additional requirements
- Visit urca.msu.edu for helpful tips and resources

PRESENT

- Submit your presentation material to Symposium by 4/9/23
- Log in on 4/14/2023 for your live discussion session
- Be prepared to share your work and answer any questions on your research or creative activity

FAQ

- **How do I record and add the voiceover on Symposium?**
 - Review the Virtual Presentation section for Posters, Orals, Performance, Film and Exhibits sections on urca.msu.edu for more details about voiceovers. This page also provides helpful information on how to prepare your submission.
- **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 March 3.
- **Do my mentors and co-presenters also need an account on Symposium?**
 - Yes! If they want to participate in virtual discussion sessions