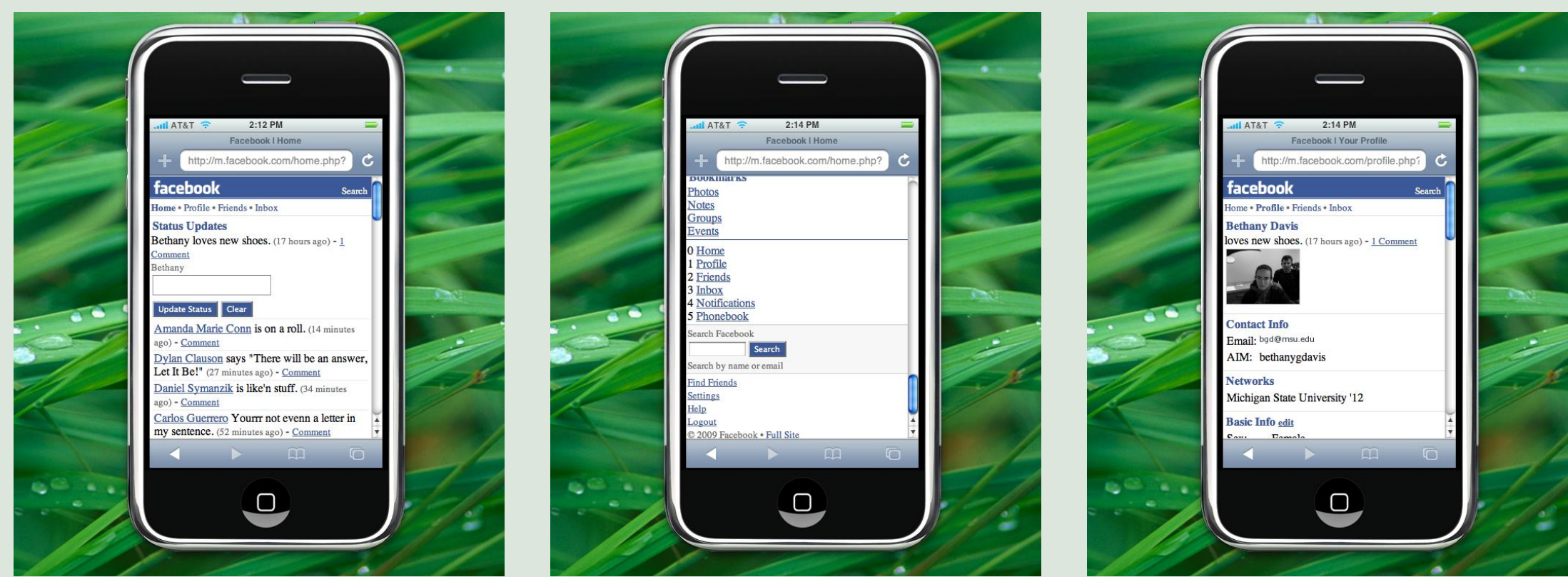


## Background (Source: Facebook)

- 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?

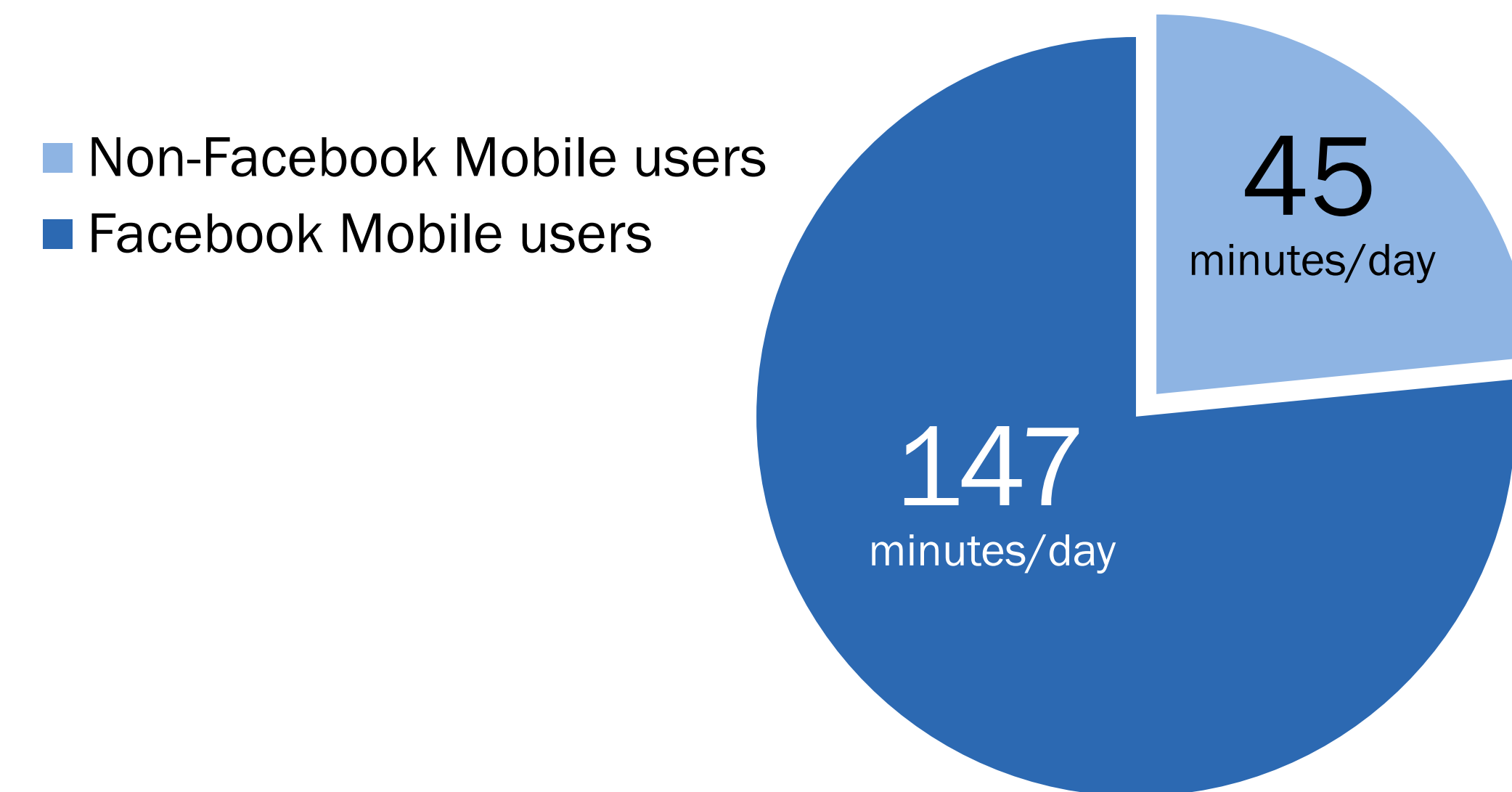
## Data collection

- 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

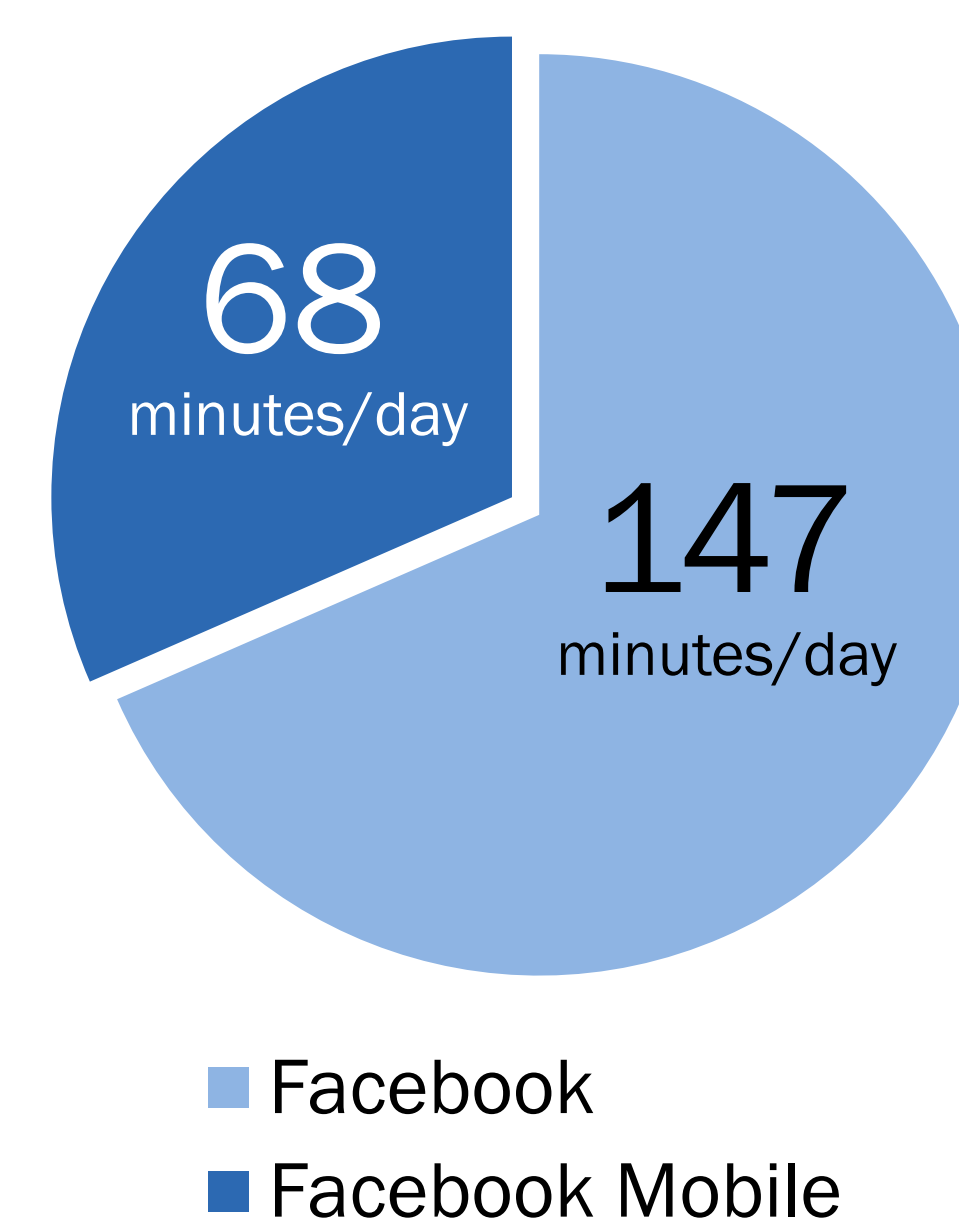
## Results: Part I

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

Time spent on Facebook via computer by students



Time spent on platforms by Facebook Mobile users



Time spent on platforms by students

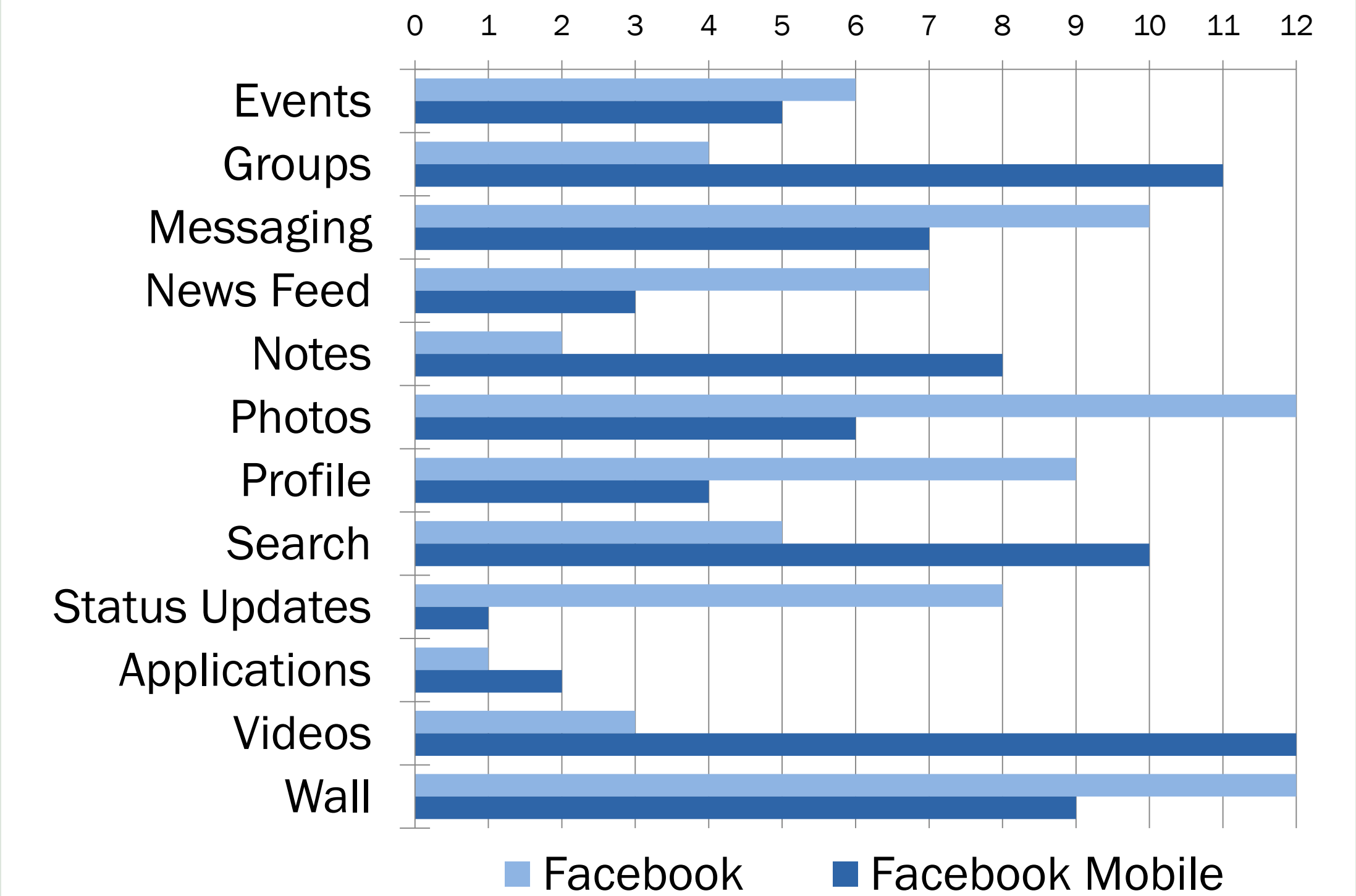


How do students perceive the usability of Facebook as compared to Facebook Mobile?

(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
1. Wall
  1. 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)