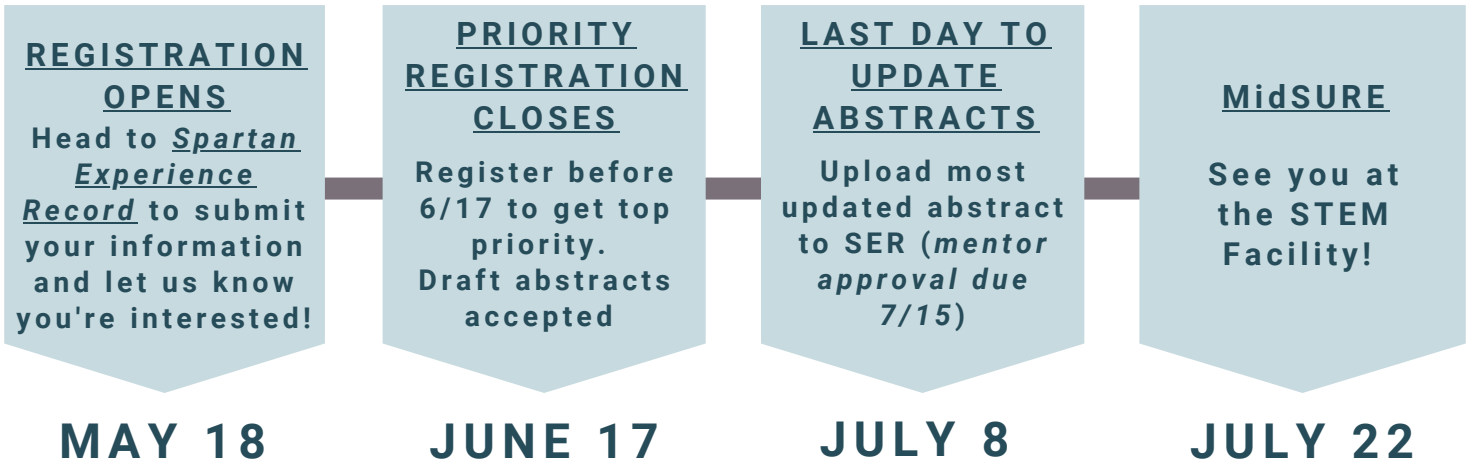


IN-PERSON TIMELINE



JULY 22: MidSURE DAY!

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

40"

32"

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.

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 old
- 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

Facebook	68 minutes/day
Facebook Mobile	147 minutes/day

Time spent on platforms by students

Facebook	15 minutes/visit
Facebook Mobile	32 minutes/visit

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

Platform	1	2	3	4	5
Facebook	Wall	Photos	Messaging	Profile	Status Updates
Facebook Mobile	Videos	Groups	Search	Wall	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

STEP-BY-STEP

REGISTER

- For priority consideration, register by 6/17/26 and begin drafting an abstract on ser.msu.edu
- 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 7/18/26
- Ask your mentor to review your submission by 7/15/26
- Check your email for any additional requirements
- **MSU Students:** Complete [RCR training](#) by 7/15/26

PREPARE

- Check your email for your assigned poster session time
- Coordinate with your group to share emailed updates/information as some emails may only go to the corresponding presenter
- 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 7/23/26
- Be prepared to share your work and answer any questions on your research or creative activity
- Visit the Grad School Fair and engage with other presenters

FAQ

- **The status of my presentation says "Pending", what should I do?**
 - Please do NOT worry about the status as the status is for our office staff to organize presentations. If we need more information from you, we will reach out to you.
- **Can I only present posters?**
 - Yes. MidSURE only accepts research posters.
- **I'm not a student at MSU, how do I register on Spartan Experience Record (SER)?**
 - For a walkthrough on how to register through SER, 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 8th.
- **Do my mentors and co-presenters also need an account on Spartan Experience Record?**
 - 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.
- **I missed the registration deadline, can I still participate in MidSURE?**
 - Yes! You can still register after June 17th using the late registration link on urca.msu.edu/mid-sure/reg. You just may not get the first category or modality of your choice so register before June 17th to let us know you intend to present and to get top priority!