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December 2013

IN WHAT WAYS CAN SOCIAL MEDIA IMPACT COMMUNICATION AND IMPROVE  
HOW BUSINESSES ARE MARKETING IN HEIDELBERG GERMANY?

A Capstone Project

by

MADELINE MARIE GREGORY

APPROVED:

---

Dr. Valerie Greenberg  
Communication Arts Department Chair

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**MADELINE MARIE GREGORY**

B.A. Baylor University

CAPSTONE

Presented to the Graduate Faculty of  
University of the Incarnate Word  
in Partial Fulfillment  
of the Requirements  
for the Degree of

MASTER OF ARTS

December 2013

Major Subject: Communication Arts

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## **VITA**

Madeline Marie Gregory was born in Houston, Texas on October 7th, 1990, the daughter of Janice Marie Larson and Charles Coleman Gregory, III. After completing her work at Lamar High School, Houston, Texas, in 2009, she entered Baylor University in Waco, Texas. After completing her Bachelors of Arts degree as a Communication Specialist in only three short years, she was admitted to the University of the Incarnate Word, San Antonio, Texas to further extend her study by obtaining a Master of Arts degree in Communication Arts. While Madeline is an esteemed academic, Deans Scholar, she remains highly active in society. She volunteers annually for the Houston Live Stock Show and Rodeo promoting scholarships for public education and is an active alumni for Kappa Alpha Theta and Baylor Alumnae Association. Recently, she was recognized by The Order of the Alamo as a Duchess in Fiesta, San Antonio. Madeline hopes to continuously contribute knowledge to the field of Communication Arts as an academic professional.

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*4 December 2013*

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Madeline Marie Gregory, B.A. Baylor University

*The University of the Incarnate Word*

-----ABSTRACT-----

Social media is impacting society at an extremely fast pace. With so many social media platforms available to individuals, social media is becoming a necessary method of communication. Facebook, Twitter, LinkedIn, Pinterest, and many other international sites are being used to communicate with others and share information. Since this method has become highly used, local businesses and corporate companies are now needing to implement a social media marketing strategy to reach their target audience and interact with customers. The international statistical data gathered in Heidelberg Germany expresses this necessity of social media implementation due to the high volume of users. The individuals surveyed also convey thoughts and opinions, as well as list the current platforms used. With the increasing amount of users on Facebook, and other international sites, businesses in Germany need to react to this trend and implement new ways to increase profitability. In analyzing this method of communication, the reader can understand the correlation between individuals communicating through social media and the impact it has to improve how businesses are marketed through social media.

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## **OVERARCHING CONSTRUCT**

Society needs to have a better understanding of the importance and power of social media. By analyzing the surveys and research conducted, the reader will be able to see how the gathered information contributes to how people in Heidelberg Germany communicate and through which social media network. This informational data will also give insight to the overall demographic sample within the area of study including age, sex, and the mindset of each social media user. This data can be used in a business proposal to a German company to show how certain social media platforms can interact and connect the public consumer to the product, idea, overall mission, and aim leading to future success and profit. This proposal will emphasize the importance of this connection and will serve as added knowledge to the future of communication through the use of online networks. With social media's influential importance and extreme power, businesses regardless are soon going to require a social media presence to maintain a competitive profit margin.

## INTRODUCTION

Social media networks are changing the way people communicate to each other, how businesses are conducted, and even how people are employed. This new way of communication is expanding so quickly that society is overlooking its extreme power and influence. Social media today is shaping the way things are done throughout the entire world. Previously, cell phones were obsolete and the only way to communicate to someone was to use a landline or send a fax. Now with the advancement of technology, people are able to communicate faster and easier through the use of smart phones. These smart phones have allowed individuals to have everything in the palm of their hand. This mobile usage has taken over and people are now able to leave their homes or workplace while still being able to communicate to others. This mobile capability has only led to more and more advancement through applications. At first cell phones could only send text messages and call others. Now with data packages and all the numerous applications, individuals have adapted to newer ways of communication including social networks.

The social networks have created ways for individuals to connect with others through the creation of a personal user profile. The networks have created another way of communication with many different people, groups, and companies online. There are networks for social profiles, professional profiles, and pseudo profiles. Through each profile, users are able to connect with others and communicate in ways that were never available before. This capability is what society has come to accept and understand, but have overlooked the power and influence of its usage. The complexity of communications is only continuing to expand through technology and society needs to be aware of how it is affecting businesses as well as the individual user. With the knowledge and awareness of social media, businesses now are able to capture their audience and therefore expand their profit margin. Social media is that powerful, influential, and

accessible, therefore vastly becoming a part of everyone's lives. This research will discover in what ways can social media impact communication and improve how businesses are marketed in Heidelberg Germany.

## PROPOSAL

### *Social Media Take-Over*

Recently, society has been faced with such a high social media presence. It is this pressing topic that conducted research has shown how international cities are handling the change. The focus of the research was developed a few years ago when people started connecting and creating online profiles. The communicative element was moved from face-to-face verbal exchanges to online messages. The way that people started to communicate changed and therefore led to further changes in business. The presence of social media in America is so strong that it is unavoidable. Everywhere one goes, social media is noticeable. Whether it is on mobile devices, printed in the bulletin at church, or listed on the menu at a restaurant, everything is in some way tagged to a social network. Americans in the United States are no longer able to live without their devices and must check the social networks several times a day. Social media has rapidly taken over the American lifestyle in an addictive manner.

### *U.S. Travelers and Social Media*

When Americans visit another country, they expect to still have access to all their social media sites for updating statuses and uploading pictures for family back home to see. With cellular providers international data packages priced at an extremely high rate, Americans are still willing to pay for their access to email, text messages, and data. Research from PhocusWright tried to look into this matter to find out how US travelers are using social media with regards to their general behavior, traffic, and their use of social media when traveling (PhocusWright, 2013). According to the research, "When US consumers are traveling, around 50% of them are still accessing the Internet through their mobile devices. Mobile is certainly making it possible for them to stay connected at all times during their trip." Research further states, "With social behavior, 8 in 10 online travelers are actively using social networks. Around

73% of travelers actually log into a social network every day.” This high amount of usage shows how tourism organizations have such a high potential when engaging with consumers. Although this media addiction is happening with people from United States, are other countries facing the same issues? This question has led to further research that takes place in a metropolitan city in Heidelberg Germany.

### ***Technology Use In Heidelberg Germany***

Social media has culturally impacted and demographically changed various generations in Heidelberg, Germany. In America, Facebook and Twitter have shaped the way communication is executed, and the manner in which people’s lives have changed due to this added element has become increasingly important. In reference to the study, every country has their own social media platforms, some of which were created in the United States such as Facebook. Although there are many others being used around the world, Germany seems to be less active on social media communication. According to European Travel Commissions Digital Portal, “13% of global Internet traffic comes from mobile devices, this is a figure that seems fairly low; however, with regards to the growth predicted in the future, mobile is certainly a big traffic driver of the future” (KPCB, 2012). More and more people will be using their mobile devices to access the Internet and check their social networking sites. “Broadband access and mobile phone subscriptions have become increasingly affordable, making it possible for a large portion of Europe’s population to benefit from Internet access both at home and on the go through their mobile devices” (ETC Digital Portal, 2013). Recently, statistical data from Internet World Stats shows that online activity in Europe has increased with reaching 62.3% penetration overall in 2012. “These high figures contribute strongly to the growth and increasing importance of social media. Since December 2012, Germany has a total of 25,332,440 Facebook users” (ETC Digital Social Networking, par. 2). Although Facebook is the most popular social network

in Germany, it barely passes the margin of the local competitor sites of StudiVZ and Wer-Kennt-Wen (ETC Digital Social Networking, par. 4). With so many different social media networks available for usage, a survey was conducted to a range of non-US citizens in Heidelberg Germany to discover which platforms are the most used and what their opinions are as far as using social media as a method of communication.

### ***The Survey***

In order to gather information and opinions on social media usage, a survey was conducted in Heidelberg, Germany to male and female individuals of all ages. The individuals were asked their opinions on ten social media questions (see Appendix E). The surveys were created in both English and German to assist in gathering the most information. The individuals were asked to rank on a scale from one to ten the degree of how they felt in regards to social media as a method of communication. Rank one was the lowest and ten was the highest. After all the questions were answered, the individuals were asked to list their top three social media sites with one being the most used site.

### ***The Data***

After each survey is completed, all the questions, each rank, age, gender, and social media site used were logged in an Excel workbook. After analyzing the data based off of numerous formulas and queries the charts and graphs are drawn and listed in the data analysis section of this report. The responses are graphed in two different colors blue for male and pink for females. An area chart displays the results visually to show the differences between the genders (see Data Analysis Section). A table shows the ages and the most frequently used social media platform and method of communication (see Exhibit 11.6). A bar graph shows the percentage usage of categorized platforms by age group (see Exhibit 11.3) and Exhibit 11.5 shows the percentage usage of the top 12 platforms by age group. The table in Exhibit 11.2

explains the percentage of each method of communication and how many people use it or do not. Lastly similar to the gender area charts, the navy area charts explain the respondents' answers to survey questions one through ten by according to their age in the first four exhibits in each question's data analysis section. These charts explain which age groups feel a certain way about the method of communication in relation to their rankings selected. Overall, the charts, graphs, and tables display the analysis of the study in relation to all the variables researched, age, gender, method of communication, and specific platform of communication accessed.

### ***Gender Analysis: Questions 1 & 2***

The first survey question asks how much of your life is spent using social media. This question is trying to gather approximately how much time is spent using social media. The majority of males chose number two for how much of their lives are spent using social media? The majority of females chose the number three as well but still came in under the males. This chart is essentially divided into three groups of people: the group that chose the lower rankings, the higher rankings, and the average group in between. A large portion of people, 22.5 percent as a combined average of genders, thought towards the lower side of the chart and chose rank three. This indicated, regardless of gender, that little time is spent using social media platforms. Another large portion of people thought towards the higher side of the chart with the rankings of six and eight, while the remainder of subjects is diversified in the middle. This shows that there are two polarized groups within this one question who have different opinions and feelings about how much of their life is spent using social media platforms.

Question two asks the individuals how much of an impact has this way of communication had on his or her life. This question gathers the emotions and opinions on social media and how it is affecting and impacting their lives. In accordance with the gathered social media research, a combined overall average of 48 percent of respondents marked either 6,7, or 8 . This is almost

half of the respondents surveyed and therefore this information highly contributes to the study. These high numbers on the scale show how both genders feel that this way of communication is highly impacting their lives. In relation to question one there is another group of people who do not feel that this way of communication has impacted their lives and thus have selected two, three, or four for a combined 29.5 percent average across genders.

### ***Gender Analysis: Questions 3 & 4***

Survey question three asks *how dependent are you on social media?* In relation to all the recent research on Americans and their addictions to social media networks, this question informs researchers on how the sampling of respondents feel that the accessibility of social media is needed. The males feel significantly independent of social media with 49 percent of respondents selecting three or less. The females are a little more dependent than males as they ranked social media more evenly, with 44 percent selecting four to six. This dependency is surprisingly low, although recent research predicts that the dependency will continue to rise as social media becomes more accessed via mobile usage.

Question four asks respondents if they find this way of communication to be challenging. The 3D area chart shows that for both males and females, the rankings were both extremely low. The challenge of social media could possibly depend on the age of the individual or the amount of usage. A combined gender average of 31 percent ranked one for whether or not they thought this way of communication was challenging.

### ***Gender Analysis: Questions 5 & 6***

Question five is an interesting question as it asks if this way of communicating has changed your life. The females' collective response to the question peaked at five with 42 percent selecting between five and seven. The males remained low with less of a life change as 41 percent ranked between two and four. Many people are unaware of the change that social



media is creating within one's lifestyle. Social media has become routine and is accepted globally. The lack of face-to-face verbal communication could possibly have a negative impact on individuals as society tries to communicate successfully and problem solve as a whole.

Question six asks individuals to decide how much this way of communication has positively impacted his or her life. This question requires the individual to think about social media in a positive or negative way. The females responded with a peak at the ranking of five and the males with a bell curve from ranks four to six. Both groups feel that this way of communication has had a positive effect on their lives. The females have a normal distribution occurring at the center of the spectrum and the men have normal distribution as well except with a greater standard deviation. Both genders rank question six as average.

### ***Gender Analysis: Questions 7 & 8***

Research suggests that by the use of social media, individuals are able to communicate more effectively. Question seven asks, do you feel that you and others can communicate more effectively using social media? The results show two peaks on numbers five and eight. Both genders ranked five with a combined average of 16 percent. On ranking eight, both genders combined for an average of 20.5 percent. Adding combined averages of responses six and above, 58 percent of the total people surveyed felt as though they can communicate more effectively using social media. This statistic is extremely important as it relates to the communications element and how people are connecting with one-another.

Question eight deals with more of a feeling of liberation when communicating with others. The question states, do you feel a sense of freedom using this method of communication? According to *The Economist Online*, "Web users in Germany are less likely to visit social-networking sites than any of their European neighbors" (The Economist, 2011). In relation to question eight, the females do not feel a sense of freedom using this method of communication.

From rankings one being the lowest to ten being the highest, the results started at a high 18 percent and then slowly decreased down to 2 percent at ranking ten. This shows that the majority of females do not feel as if they are able to communicate freely when using this method. In contrast to the males, the males peak at five and then at seven indicating that the males do feel a sense of freedom using this method of communication in contrast to the females. The sense of freedom using social media depends upon the difference in gender.

### ***Gender Analysis: Questions 9 & 10***

According to the surveys, many people do not feel secure using social media. Several individuals said it was “monitored” and therefore not private. A similar report in 2010 found that Europeans are increasingly concerned about online data privacy. “Viewed as a whole, EU citizens are now split over whether to worry about the misuse of personal data on social networking websites” (The Economist, 2010). Question nine deals with the individual feeling privately secure when using social media in his or her own country. In Germany, both males and females feel about the same when using social media in regards to being privately secure. The females peaked at ranking three with 21 percent. From rankings one to four, the results indicate a total of 65 percent of females and males do not feel privately secure.

*Do you feel controlled by social media?* is the final question and has a variety of results. The females peaked at rankings five, six, and eight, while the males peaked at two, five, and seven. The females feel more controlled by social media than the males which in relation to the research presented in the abstracts, more females use social media and therefore might feel more controlled.

## ***Age Groups***

Out of all the 117 surveys, the responses varied from chart to chart according to question, the gender, and the rankings selected for the answers. The main variable on the previous questions one through ten was gender. This study also examines the age differences in response to each question and ranking answered. In the first four exhibits in the data analysis for each question the information for questions one through ten is graphed specifically to age in comparison to the fifth exhibit where responses questions are graphed specifically for gender. This age analysis explains how each group feels according to the method of communication. Age is a major contributing factor in relation to how technology is adapted and used and how one might feel about this particular change in communication. All respondents were grouped into four age groups in relation to the total amount of respondents, under 21, 21-23, 24-28, and over 28.

### ***Age Analysis: Question 1 & 2***

The main factor to notice when looking at all the charts for each age group for question one is the high peak at rank three in the over 28 chart. The question states, how much a part of your life is spent using social media platforms. This over 28 age group expressed that social media platforms are not a large part of their lives and therefore spend less time using social media platforms. In the 21-23 age group, the respondents were divided with 39 percent ranking three and four and 33 percent ranking seven and eight as their amount of time spent using social media platforms. The under 21 age group appears to be increasing not far behind with ranking six sitting at 22 percent.

In question two, the results for the under 21 age group spiked dramatically with 31 percent of respondents ranking 7 for how much of an impact has this way of communication had on one's life. This age group seems to be noticing the impact and change that this method of

communication is creating in their lives. This could possibly be in relation to how often this method is used in education and everyday life.

### ***Age Analysis: Question 3 & 4***

Question three asks how dependent the respondent is on social media. The two age groups, under 21 and over 28 have significant differences according to the rankings shown on the charts. The respondents under 21 ranked their dependency on social media between four and six at 72 percent. The respondents over 28 ranked their dependency between one and three at 71 percent. This shows the difference in dependency in relation to the different age groups. The over 28 age group feels less dependent on social media in accordance with question one.

Question four asks the respondents if they find this way of communication to be challenging. All age groups showed high percentages for rank one. The charts show that the respondents felt that this way of communication is not challenging.

### ***Age Analysis: Questions 5 & 6***

Research explained through the various abstracts (see Appendix A) explain how this method of communication has changed individuals lives and have therefore changed business concepts and profit strategies. The question asks, *do you feel that this way of communicating has changed your life?* The results show how the responses for all age groups are in the upper rankings. Age group 21-23 ranked seven through nine with 50 percent of respondents feeling a sense of life change through this way of communicating to others.

In question six, a positive or negative response was answered. Question six asks, *do you feel that this way of communication has positively impacted your life?* Age group 24-28 shows a high peak on the chart at rank six, with 67 percent of responses falling between four and six. The respondents for age group 24-28 moderately feel that this way of communication has positively impacted their lives. Group 21-23 had similar opinions with 50 percent of respondents answering

the question between ranks four and six. This positive impact has led to easier and faster communication to others online which leads into question seven.

### ***Age Analysis: Question 7 & 8***

Question seven asks the respondents if they can communicate more effectively using social media. All age groups had peaks on the charts in the upper rankings. Age group 21-23 had an extremely high peak at rankings eight through ten accounting for a total of 60 percent (see Exhibit 7.2). This high percentage is almost half of the age group. Social media in essence contributes highly to overall effective communication. Individuals are able to collaborate and share information easier through the use of social media as a method of communication.

Question eight asks the respondents if they feel a sense of freedom using this method of communication. Age group 24-28 expressed that they do with a high ranking of 44 percent of responses falling between five and seven. These results show how this method of social media communication allowed this age group to better express their opinions and effectively share information. Social media created a sense of freedom and allowed individuals to freely express themselves.

### ***Age Analysis: Question 9 & 10***

Question nine addresses the concern of privacy and whether or not the individuals feel privately secure using social media in their country. In analyzing each of the charts, all age categories expressed feeling insecure when using social media due to a lack of privacy. According to the abstracts researched, many Americans are unaware of the lack of privacy and if given the survey would possibly rank the question with a higher response. In Heidelberg, the individuals did not feel privately secure with rankings ranging from one to three accounting for an average of 54 percent in all age groups. These results shows that more than half of the

individuals ranked one through three and feel that their privacy is compromised by social media in Germany.

Question ten asks if the respondents feel controlled by social media. The chart that expresses this control is shown in the under 21 age group, with 53 percent of the age-group selecting rank seven or above. This percentage is higher than any of the other age group's upper rankings and explains how the respondents under 21 feel in regard to social media controlling their actions.

### ***Methods of Communication***

All the methods of communication listed on the survey were compiled into an Excel spreadsheet and analyzed according to which age group used what particular method of communication the most. The categories included social networking service, instant messaging, video conferencing, video-sharing, email, photo-sharing, text messaging, chat rooms, news and entertainment, online dating service, network alarm system, blogging, and education sites. The age groups were grouped accordingly, under 21, 21-23, 24-28, and over 28. The methods of communication are listed and are shown with the age groups as to which group of individuals used a particular method of communication most frequently (see Exhibit 11.2). The bar graph shows out of all of the methods used that social networking services are the most used followed by instant messaging. Two of the age groups that used social networking services most frequently were the 24-28 age group and the over 30 category. The instant messaging platform was most used by the 24-28 age group followed by the under 21 age group. The bar graph in Exhibit 11.3 explains which method of communications is most used.

### ***Platform of Social Media Most Used***

The second bar graph shows each age groups percentage for the top 12 social media sites accessed. With the 20-24 age group, Facebook is a highly accessed social media site with over

90 percent (see Exhibit 11.4). The 21-23 age group ranks second with accessing Facebook a little under 90 percent. The second most accessed method of communication is instant messaging through a platform called What's App. This application allows individuals to communicate to each other without having a text messaging plan through a wireless carrier. The age group that utilizes this application the most is the 21-23 age group with the 24-28 and over 28 age groups right behind with approximately 34 percent. This graph lists Facebook, What's App, Twitter, Skype, Youtube, Wer-Kennt-Wen, Email, Google+, Xing, Instagram, LinkedIn, and 9 Gag as the top twelve most accessed communicative social media sites. In the United States, Facebook is the most accessed social media site. These sites in this chart are the ones listed out of all of the compiled surveys from the public in Heidelberg, Germany. If this survey was conducted in America, the top twelve sites accessed would be different as there are many different social media platforms that Americans use.

## ANALYSIS

The 117 surveys measured several variables including, age, gender, social media site accessed, and the method of communication used. With all of these different variables, charts, graphs, and tables were created to visually express the emotions, thoughts, and opinions of social media users in Heidelberg, Germany. The charts expressed these factors according to each gender. The female rankings were higher on several questions which could possibly mean that the females were more expressive in regards to their social media behavior. The table shows the results across the range of all age groups as to what percentage of individuals use a specific method of communication and a particular social media platform. The results show that social networking services are the most preferred method of communication with Facebook as the social media site accessed with each age group in the 80th percentile. The bar graphs analyze the age groups with both variables, method of communication, and social media sites used. Each color represents an age group. Out of all methods of communication, the respondents all accessed social media as a means of communication. This method could possibly be or become the preferred method of communication instead of calling. The results in the second bar graph show that Facebook is the most commonly accessed social media site. Facebook ranks extremely high on the bar graph as it is the preferred site to use to communicate to others. The pie charts visually show what percent of individuals use the method of communication and what percent do not.



## LITERATURE REVIEW

There are many articles, blogs, journals, and websites written specifically on the new awareness of social media and how the networks are changing communication methods and effecting businesses. Many social media users are in agreement on this topic and are writing articles to express the importance of this change in communication. Society is no longer a face-to-face informational sharing society but instead an online network of people who are using the Internet to communicate to friends, family, colleagues, and other international businesses. This interaction has allowed for a rapid increase in information exchange as well as business productivity. This online method of communication is not only affecting how people communicate with each other, but also how businesses are reaching their target audience and expanding their customer base. Research has shown how the use of social media is affecting and changing society in Germany and the United States.

Business are implementing social media strategies and tactics based on the recent impact that social media sites such as Facebook, Twitter, Pinterest, Instagram, LinkedIn and many others are having on society. Forbes contributor Jayson DeMers, author of *Definitive Guide to Marketing Your Business Online* predicts where social media is heading for 2014. "Investing in social media will become a necessity, not a luxury. Businesses are already coming to terms with the need to integrate their social media efforts with their content strategy, and are seeing the impact of social media in terms of lead generation, referral traffic, and revenue" (DeMers, par. 4). With so much content sharing including pictures and videos, online websites such as Vine and Facebook are only continuing to gain users. DeMers believes that 2014 will be the year where a majority of people will finally understand the necessity to commit the necessary time and resources to their social media efforts (par. 12).

With such a strong reliance on social media, Americans are willing to pay for expensive data plans with their service provider. Americans want to be able to travel internationally and still have access to their social media sites for uploading photo/video content, updating statuses, checking email, and receiving messages. According to market research and industry intelligence company PhoCusWright, “When US consumers are traveling, around 50% of them are still accessing the internet through their mobile devices. Mobile is certainly making it possible for them to stay connected at all times during their trip” (Ko, 3) Mobile usage is almost essential for American travelers to be able to communicate back home. “With social behavior, 8 in 10 online travelers are actively using social networks. Around 73% of travelers actually log onto a social network every day. This is remarkable and demonstrates the huge potential that tourism organizations have in the US when engaging with consumers.” (SE1 Media, par.2). This data explains how social media is widely used internationally and how this usage is important in social behavior and communication. Countries in Europe such as Germany are becoming more aware of this usage and are now understanding that though the use of the tourists social media behavior, businesses are able to better target their audience through social media engagement.

International business are needing to create social media platforms that appeal to the market. This will allow for easy advertising, promotion, and explanation of product. There are many social media platforms to consider although one is probably better suited for the specific type of business. In DeMers article, *How to Determine Which Social Media Network Fits Your Business*, DeMers believes that “Choosing the network that caters to your target audience is equally important” (DeMers, par. 1). Based off of social media demographic statistics, “Facebook can be even more advantageous when you’re looking to reach females between the ages of 18 and 29. Twitter is also popular with a young audience between the ages of 18 and 29

comprised of African Americans and individuals living in densely populated urban areas” (DeMers, par. 5). Depending on what the business is, whether it be news, sports, or corporate recruiting, there is a site that better suites the company. Sites such as Twitter, LinkedIn, Tumblr, and Pinterest, all cater to a specific audience. Research suggests, when creating a business proposal for a social media marketing strategy, the company needs to understand who their target audience is exactly so that the chosen network will be able to reach them.

According to *Business 2 Business*, businesses are having to rethink how they market their products and ideas by organizing a social media marketing strategy. Through understanding the strategies behind social media marketing, businesses are needing to make sure that they have an organized written plan that is adaptable to the business and can grown within the online networks. Jeff Korhan, MBA, is the author of *Built-In Social: Essential Social Marketing Practices for Every Small Business*, which delivers proven methods for converting social marketing best practices into profitable outcomes. He is a small business marketing expert helping mainstream businesses use social media. Korhan states, “The key to an effective social media marketing plan is following specific rules that are organized into a process. Following that allows you and your team to capably respond to unforeseen challenges and opportunities, thereby avoiding social media overwhelm” (par. 2). This process according to social media specialists is a very challenging task for businesses to take on and have thus resulted in outsourcing their social media sites to corporate companies that focus on managing and updating the social networks.

Social media sites are the new way to marketing and business. The online website, *Social Media Examiner*, includes important strategies and ways to measure social media performance. Michael Stelzner author of *2012 Social Media Marketing Industry Report*, writes how marketers

are using social media to grow their businesses. The report states that 83% of marketers indicate that social media is important for their business and that while the act of posting content and interacting with followers is important, it is even more important to measure the performance of your overall campaign (Stelzner, 5). This measuring of performance allows for the businesses to collect data on what was successful and what was not. “One of the main indicators of how big your presence is throughout the social media real is how many mentions your business gets across social networks” (DeMers, par. 4).

In Germany, there is a different social networking landscape in comparison to the United States. Considering all the social media platforms out on the Internet, many Americans are familiar with the most commonly used ones. The most commonly used ones are Facebook, Twitter, LinkedIn, Pinterest, MySpace, and Google+ in the order of most used to least used.

According to comScore Data Mine, “In December 2012, 46.4 million German Internet users accessed a social networking site from a computer at least once during the month. The German Press Agency (DPA) recently published a snapshot of the social networking landscape in Germany using comScore MMX data and unsurprisingly, Facebook captures the majority of users with an audience of 38.6 million unique visitors” (par. 1).

ComScore shows the similarities and differences on how the Germans are accessing social media through particular sites in comparison to the United States. The social media sites are ranked according to their usage. Research suggests that Facebook, founded and created in the US is becoming more and more known as the universal social media site. This research accompanies and contributes to the data gathered in Germany as to which sites are the most accessed for analysis.

## **METHODS**

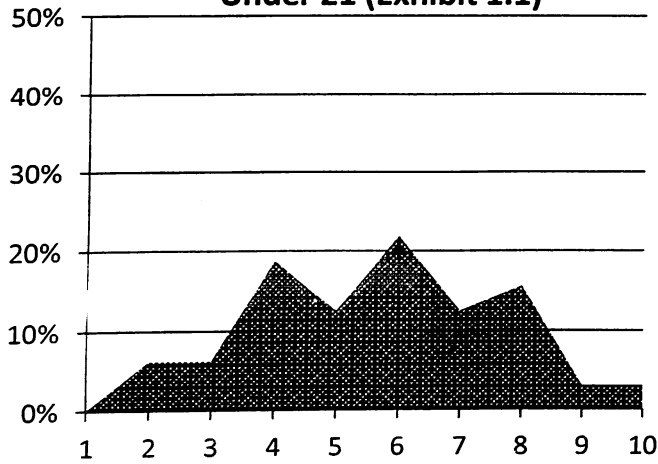
The methods used in gathering the data for the research consisted of distributing 117 survey questionnaires, conducting interviews with non-US citizens, and visiting the cultural environment. The research is highly quantitative with numerous Excel spreadsheets, charts, and graphs that contain all the data from the surveys of which was organized in an Excel workbook. Within the Data Analysis section, each set of graphs represents a variable researched such as age, gender, the most frequently accessed social media site, and the most common method of communication. The study is accompanied by other research referred to in the Literature Review and Abstract section of the report. The accumulated online information assists in analyzing the data collected in Germany. It supports the findings and gives a different perspective on how social media is used in the United States and how powerful it has become as a method of communication.

## DATA ANALYSIS

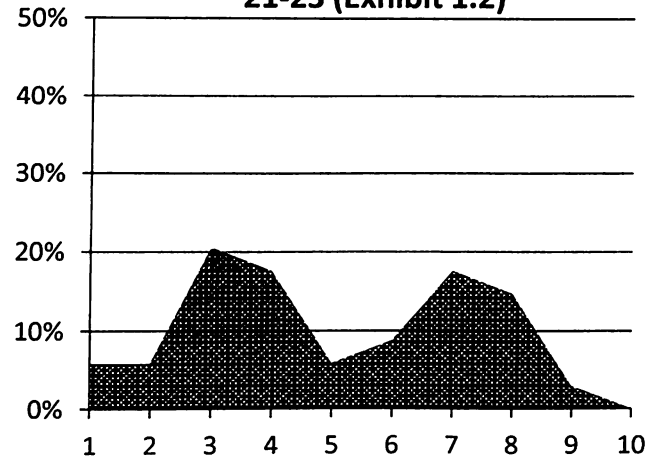
### Question 1

*How much a part of your life is spent using social media platforms?*

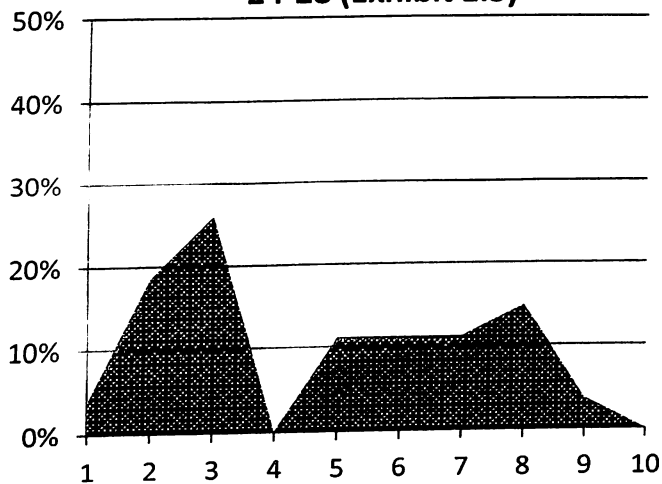
**Under 21 (Exhibit 1.1)**



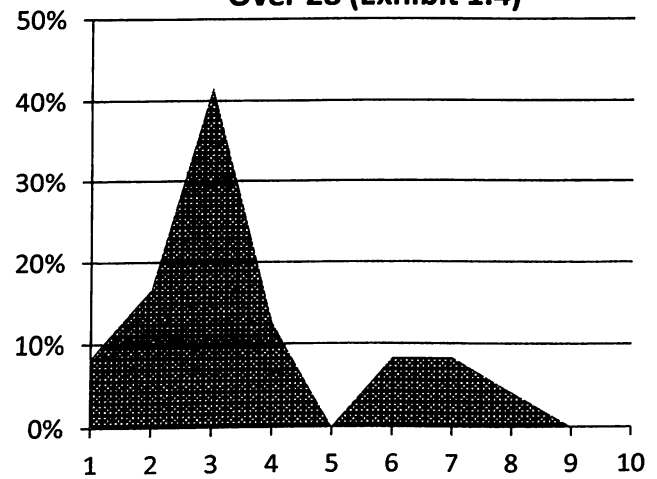
**21-23 (Exhibit 1.2)**



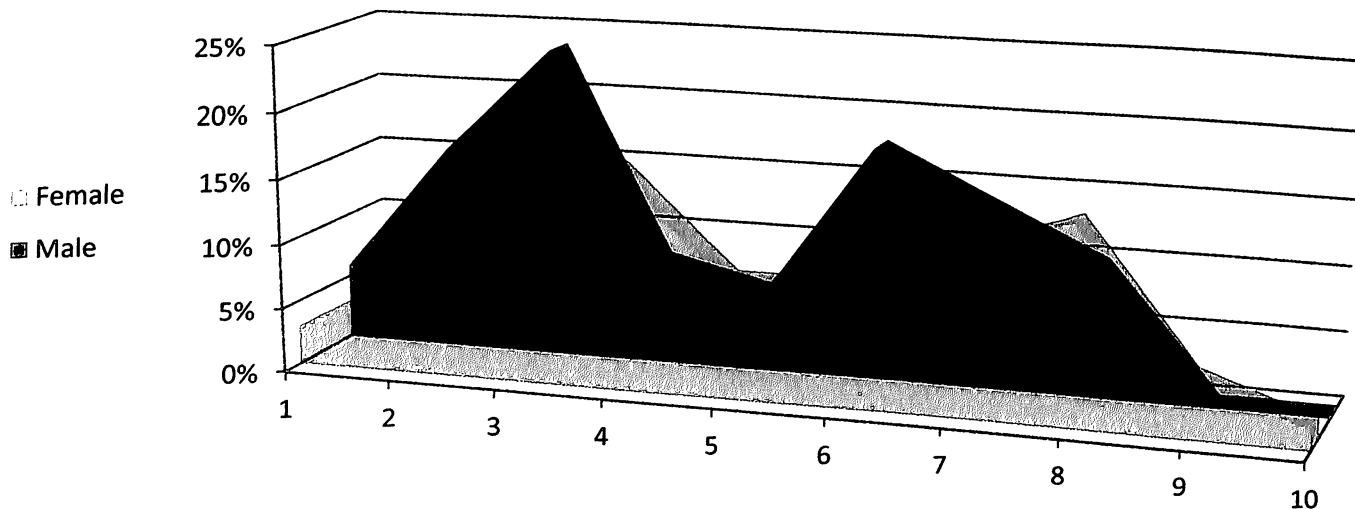
**24-28 (Exhibit 1.3)**



**Over 28 (Exhibit 1.4)**



**Response by Gender (Exhibit 1.5)**



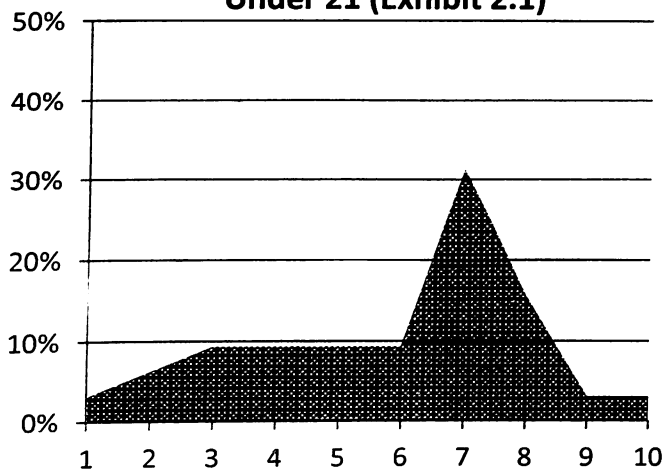
**Data Table (Exhibit 1.6)**

<b>R</b>	Under 21	21-23	24-28	Over 28	Female	Male
1	0%	6%	4%	8%	3%	6%
2	6%	6%	19%	17%	8%	16%
3	6%	21%	26%			
4	19%	18%	0%	13%	17%	8%
5	13%	6%	11%	0%	9%	6%
6	22%	9%	11%	8%	9%	
7	13%	18%	11%	8%	12%	14%
8	16%	15%	15%	4%	15%	10%
9	3%	3%	4%	0%	5%	0%
10	3%	0%	0%	0%	2%	0%

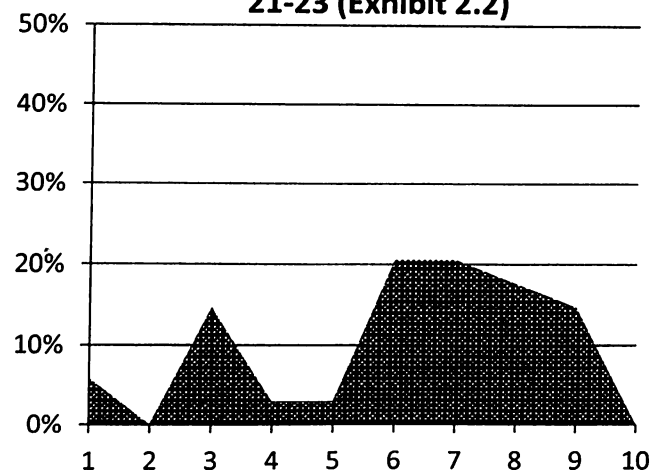
## Question 2

*How much of an impact has this way of communication had on your life?*

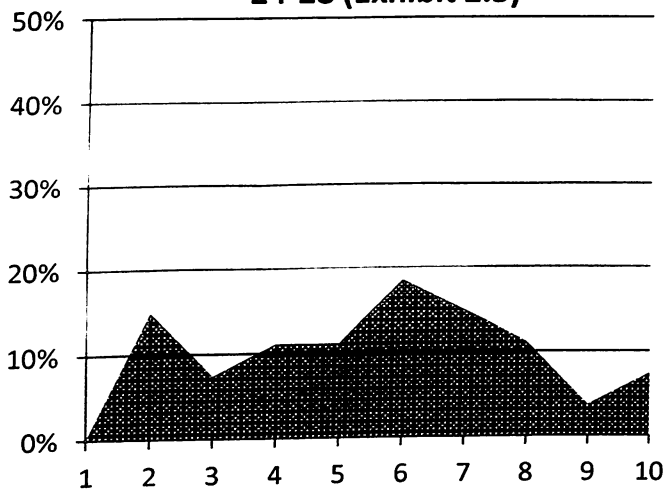
**Under 21 (Exhibit 2.1)**



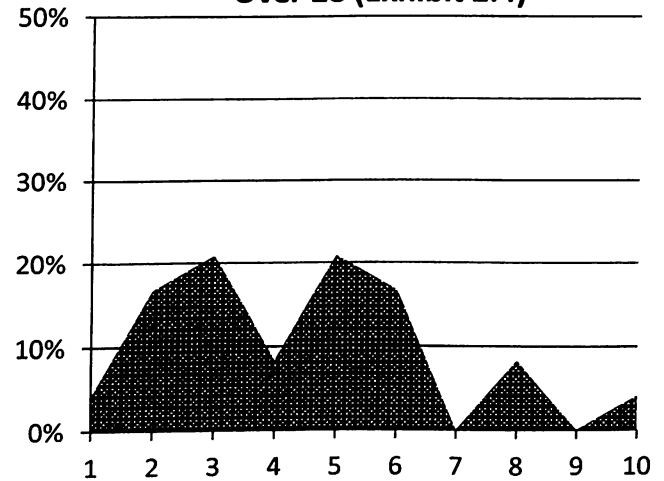
**21-23 (Exhibit 2.2)**



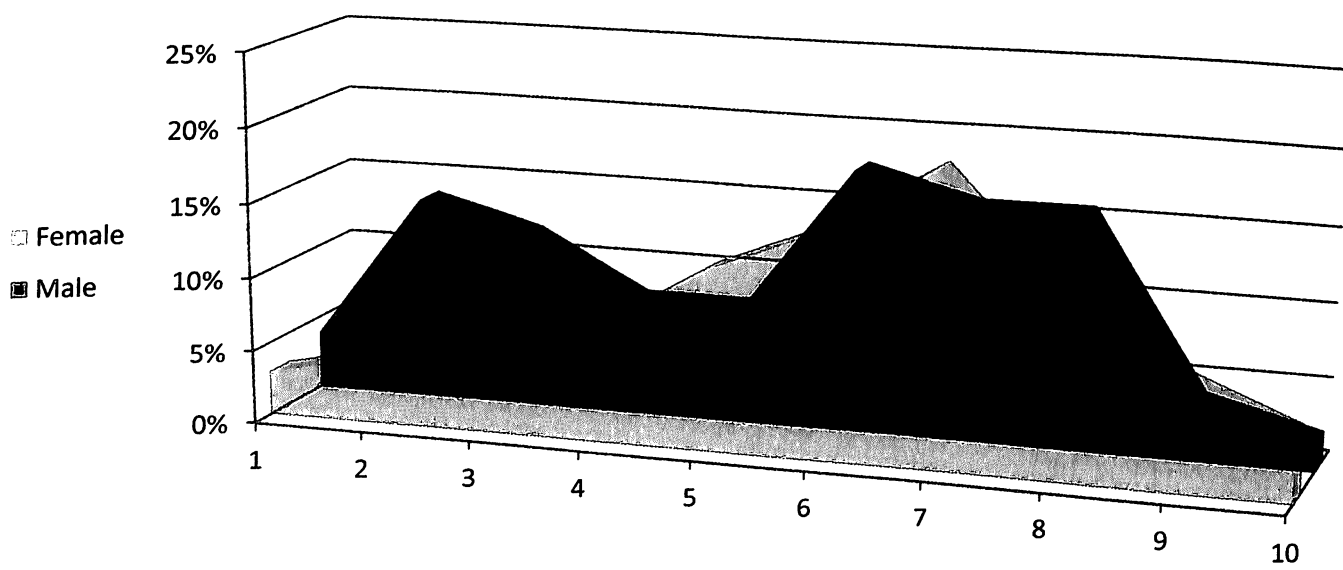
**24-28 (Exhibit 2.3)**



**Over 28 (Exhibit 2.4)**



**Response by Gender (Exhibit 2.5)**



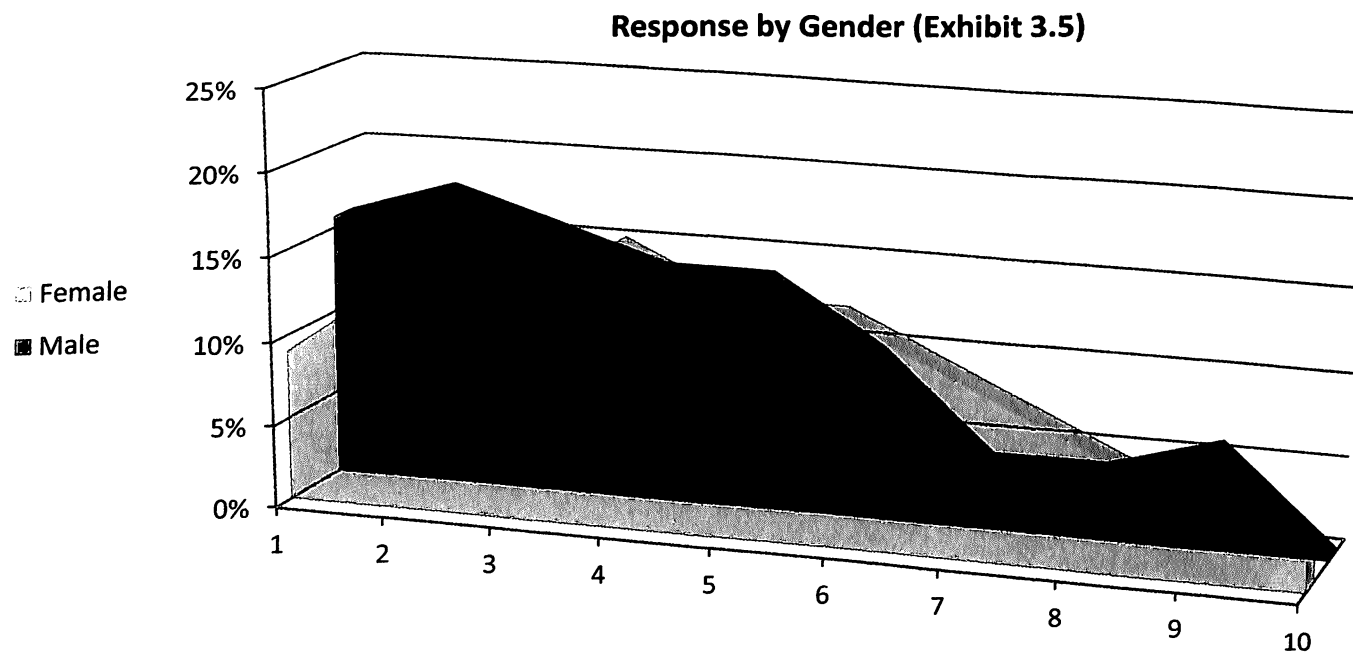
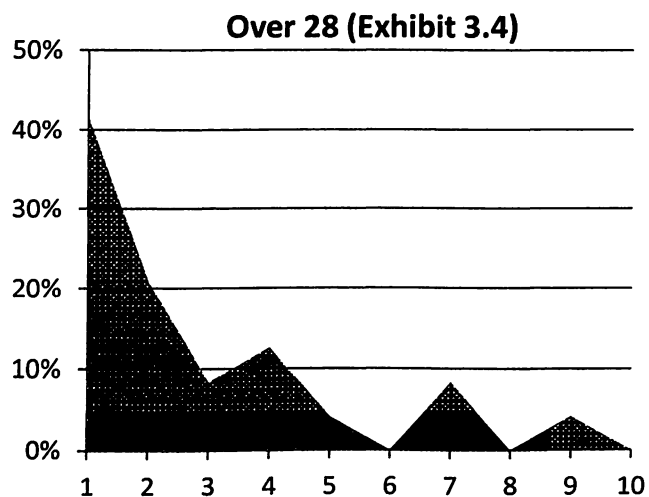
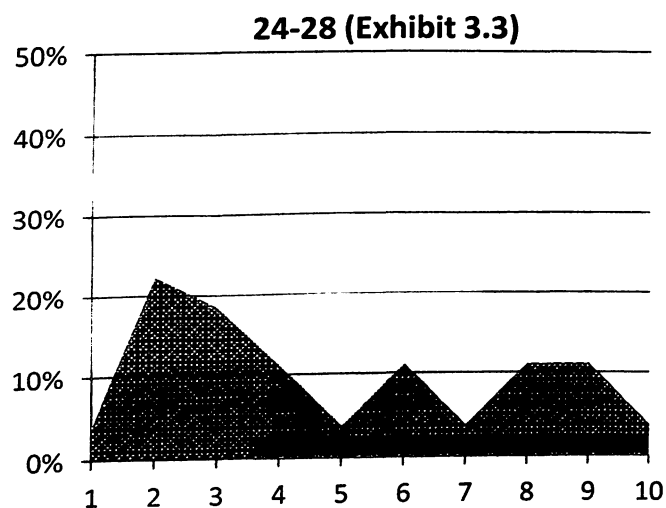
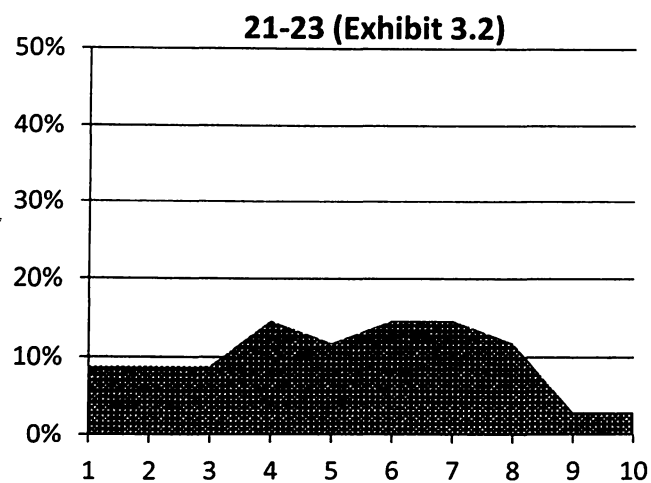
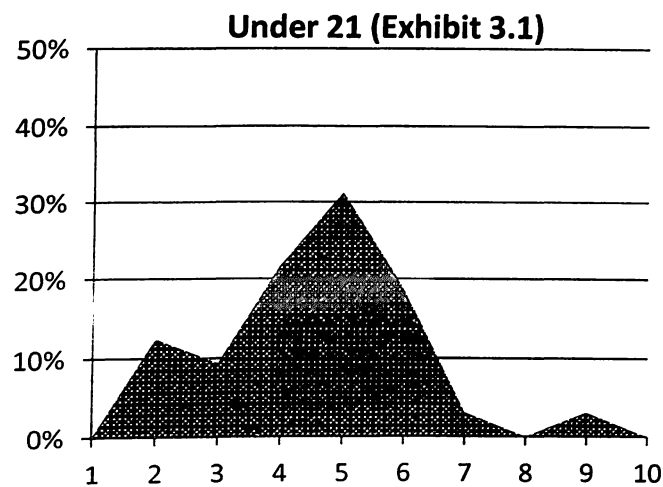


**Data Table (Exhibit 2.6)**

<b>R</b>	<b>Under 21</b>	<b>21-23</b>	<b>24-28</b>	<b>Over 28</b>	<b>Female</b>	<b>Male</b>
1	3%	6%	0%	4%	3%	4%
2	6%	0%	15%	17%	5%	14%
3	9%	15%	7%	21%	14%	12%
4	9%	3%	11%	8%	8%	8%
5	9%	3%	11%	21%	12%	8%
6	9%	21%	19%	17%	15%	
7	31%	21%	15%	0%		
8	16%	18%	11%	8%	12%	
9	3%	15%	4%	0%	8%	4%
10	3%	0%	7%	4%	5%	2%

### Question 3

*How dependent are you on social media?*



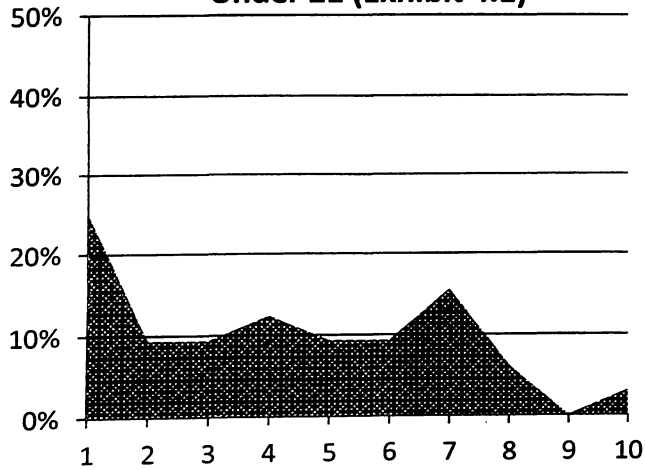
**Data Table (Exhibit 3.6)**

<b>R</b>	<b>Under 21</b>	<b>21-23</b>	<b>24-28</b>	<b>Over 28</b>	<b>Female</b>	<b>Male</b>
<b>1</b>	0%	9%	4%		9%	
<b>2</b>	13%	9%	22%	21%	14%	
<b>3</b>	9%	9%	19%	8%	8%	
<b>4</b>	22%	15%	11%	13%		
<b>5</b>	31%	12%	4%	4%	14%	
<b>6</b>	19%	15%	11%	0%	14%	10%
<b>7</b>	3%	15%	4%	8%	11%	4%
<b>8</b>	0%	12%	11%	0%	8%	4%
<b>9</b>	3%	3%	11%	4%	5%	6%
<b>10</b>	0%	3%	4%	0%	3%	0%

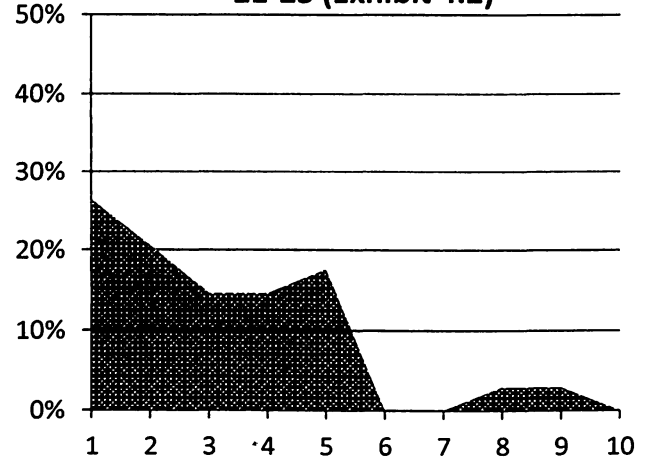
### Question 4

*Do you find this way of communication to be challenging?*

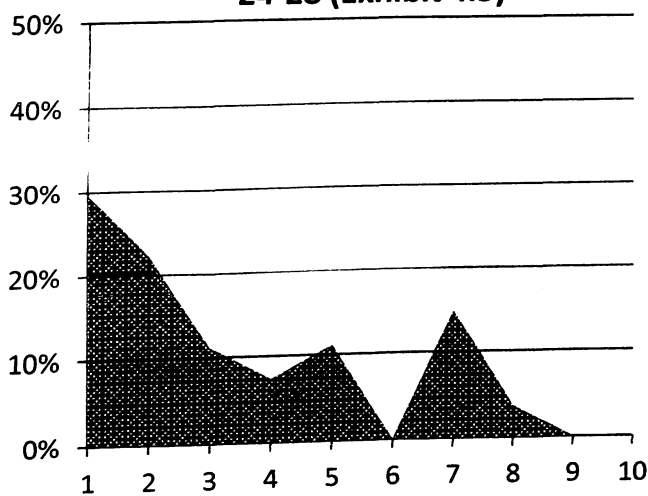
**Under 21 (Exhibit 4.1)**



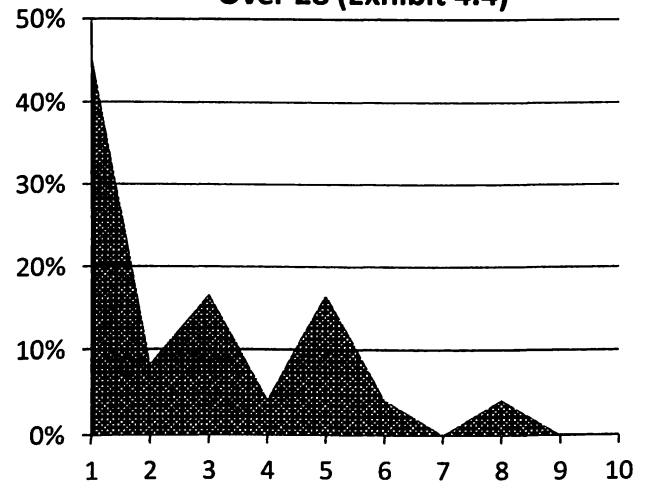
**21-23 (Exhibit 4.2)**



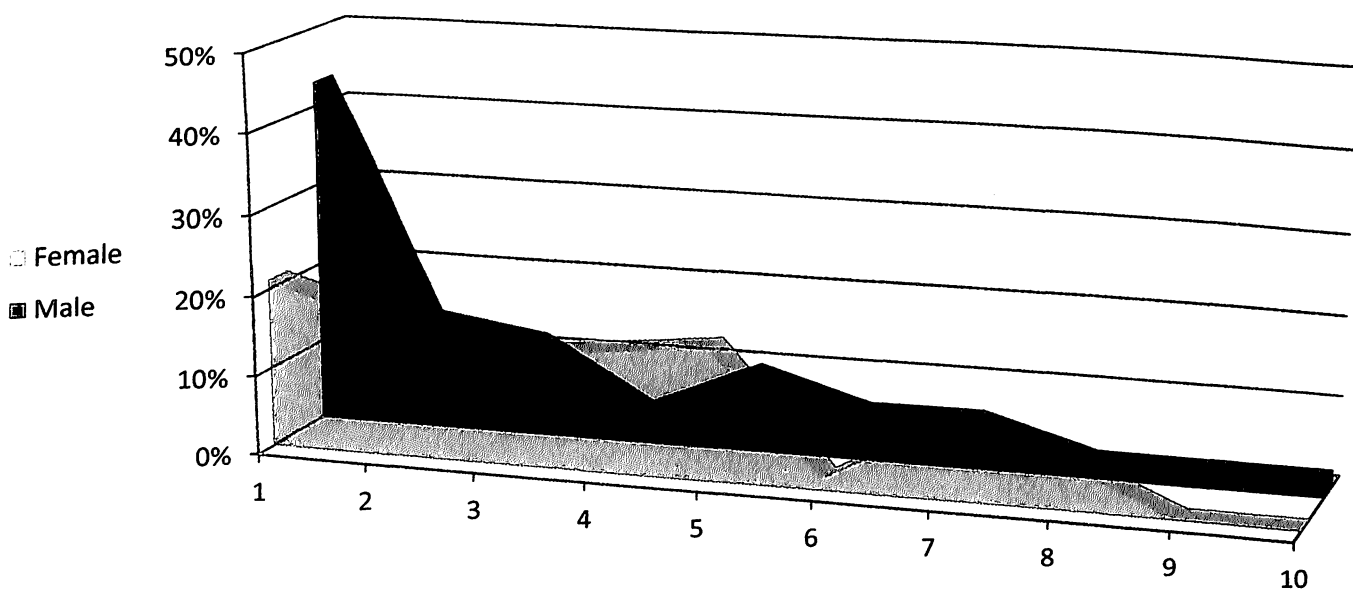
**24-28 (Exhibit 4.3)**



**Over 28 (Exhibit 4.4)**



**Response by Gender (Exhibit 4.5)**



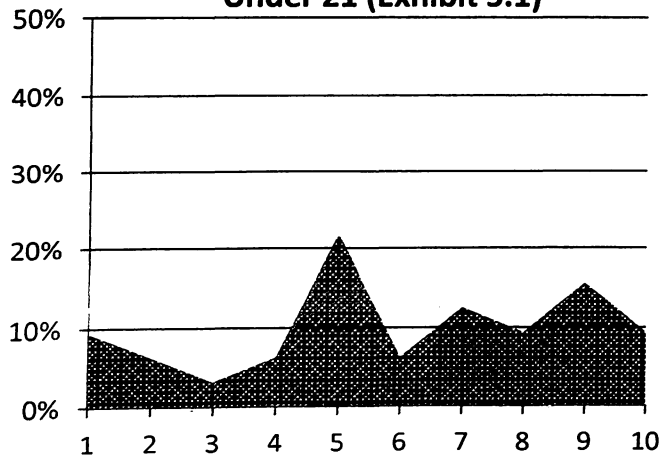
**Data Table (Exhibit 4.6)**

<b>R</b>	<b>Under 21</b>	<b>21-23</b>	<b>24-28</b>	<b>Over 28</b>	<b>Female</b>	<b>Male</b>
<b>1</b>	25%	26%	30%			
<b>2</b>	9%	21%	22%	8%	17%	14%
<b>3</b>	9%	15%	11%	17%	14%	12%
<b>4</b>	13%	15%	7%	4%	15%	4%
<b>5</b>	9%	18%	11%	17%	17%	10%
<b>6</b>	9%	0%	0%	4%	2%	6%
<b>7</b>	16%	0%	15%	0%	9%	6%
<b>8</b>	6%	3%	4%	4%	6%	2%
<b>9</b>	0%	3%	0%	0%	0%	2%
<b>10</b>	3%	0%	0%	0%	0%	2%

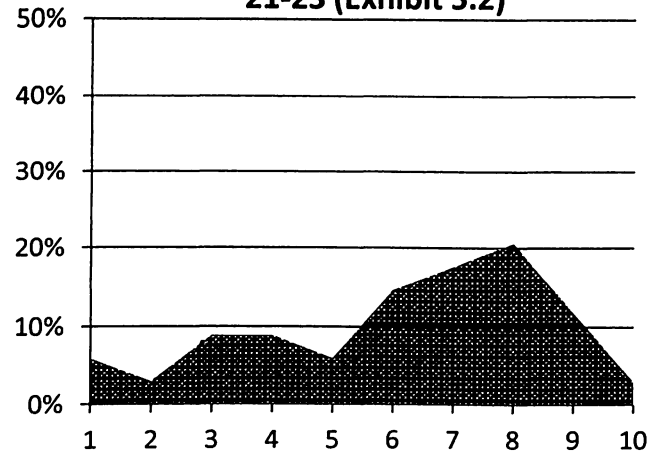
### Question 5

*Do you feel that this way of communicating has changed your life?*

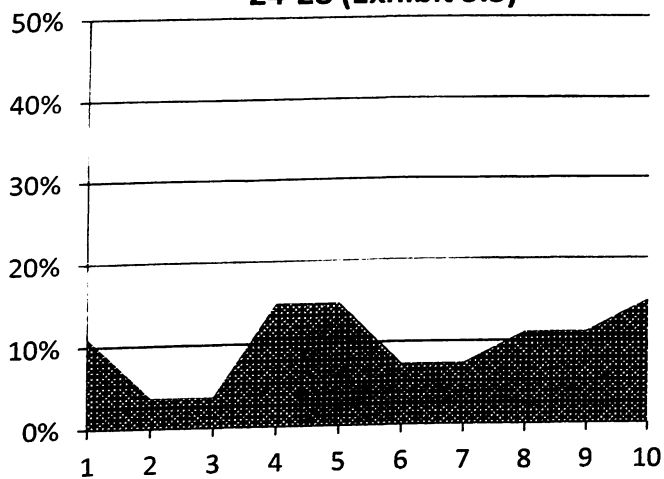
**Under 21 (Exhibit 5.1)**



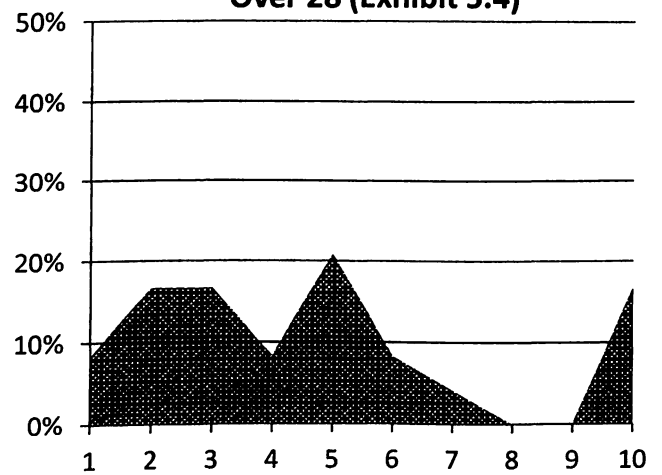
**21-23 (Exhibit 5.2)**



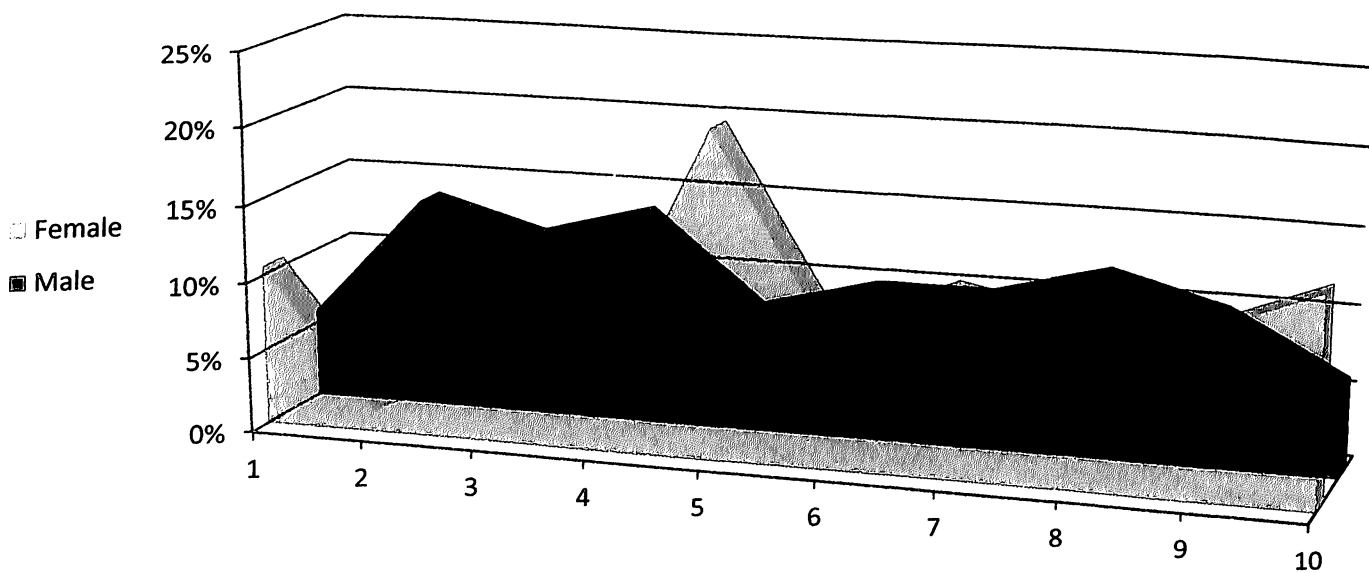
**24-28 (Exhibit 5.3)**



**Over 28 (Exhibit 5.4)**



**Response by Gender (Exhibit 5.5)**

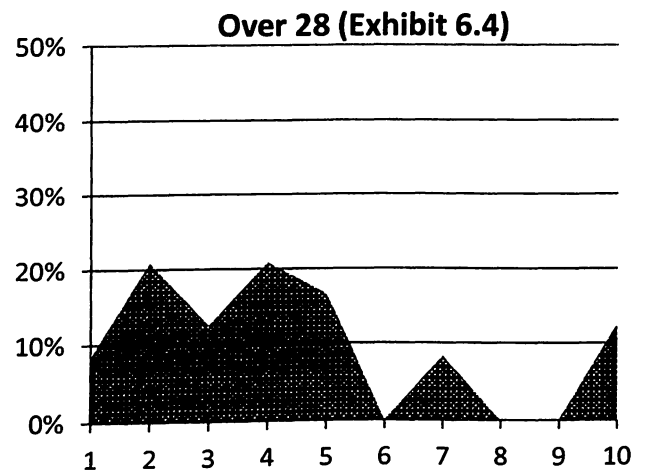
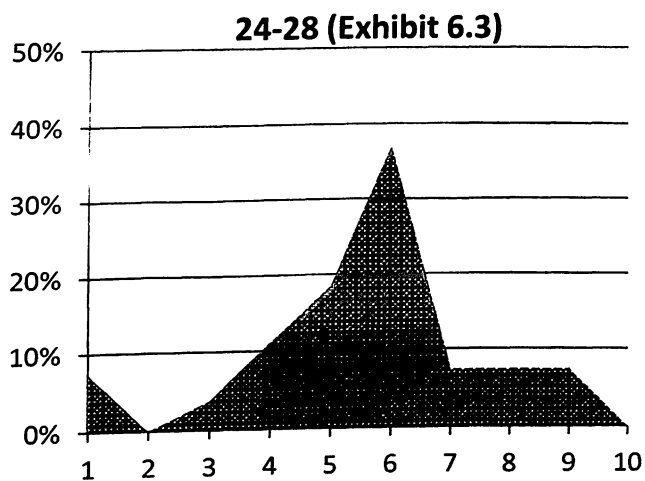
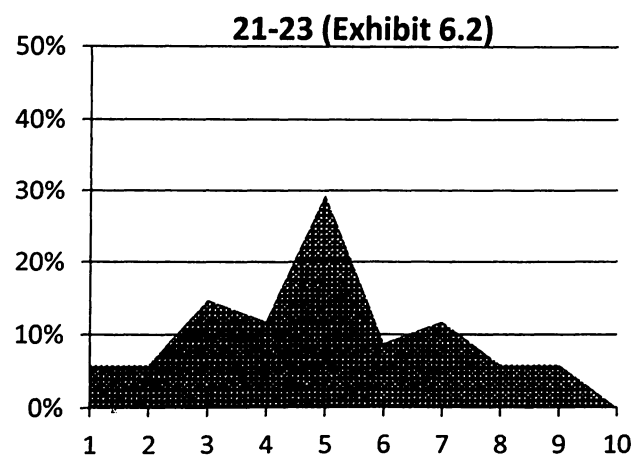
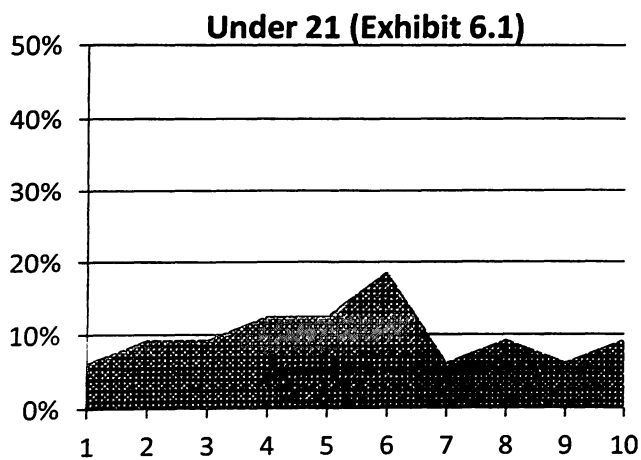


**Data Table (Exhibit 5.6)**

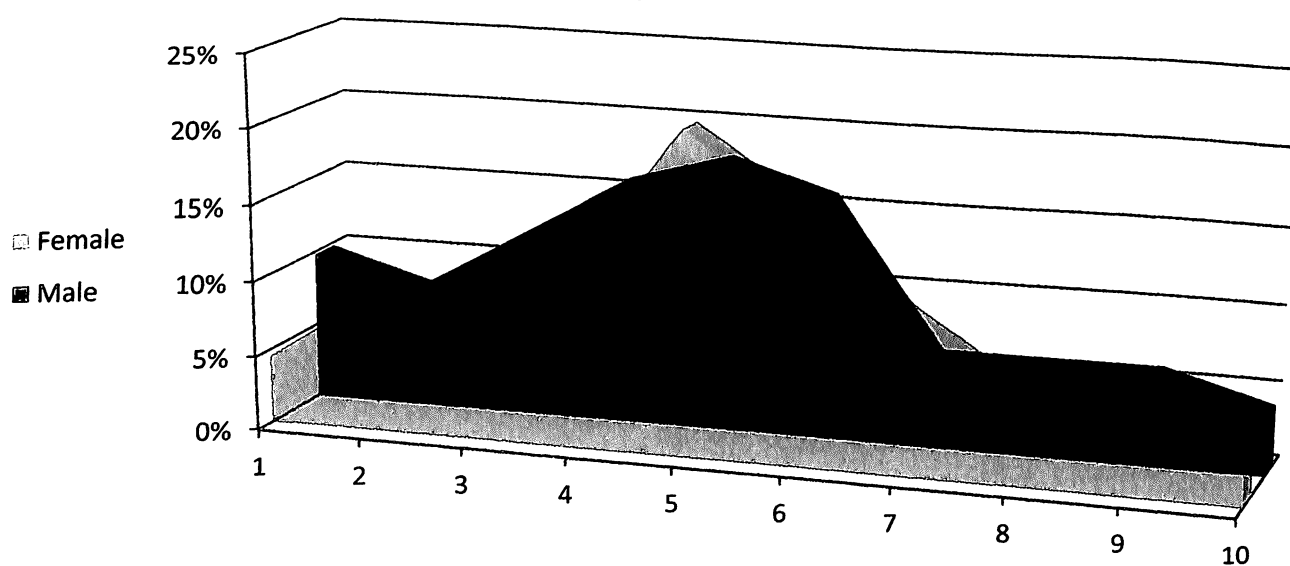
<b>R</b>	<b>Under 21</b>	<b>21-23</b>	<b>24-28</b>	<b>Over 28</b>	<b>Female</b>	<b>Male</b>
<b>1</b>	9%	6%	11%	8%	11%	6%
<b>2</b>	6%	3%	4%	17%	2%	
<b>3</b>	3%	9%	4%	17%	5%	
<b>4</b>	6%	9%	15%	8%	6%	
<b>5</b>	22%	6%	15%	21%		8%
<b>6</b>	6%	15%	7%	8%	9%	10%
<b>7</b>	13%	18%	7%	4%	12%	10%
<b>8</b>	9%	21%	11%	0%	11%	
<b>9</b>	16%	12%	11%	0%	11%	10%
<b>10</b>	9%	3%	15%	17%	14%	6%

### Question 6

*Do you feel that this way of communication has positively impacted your life?*



**Response by Gender (Exhibit 6.5)**



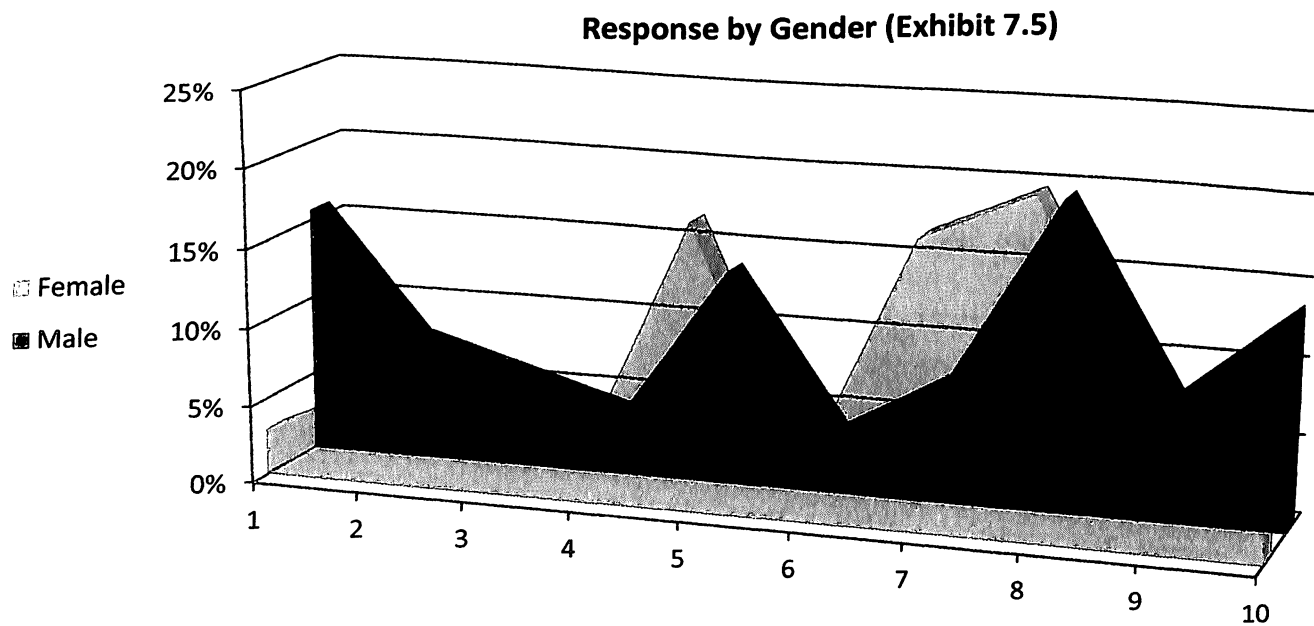
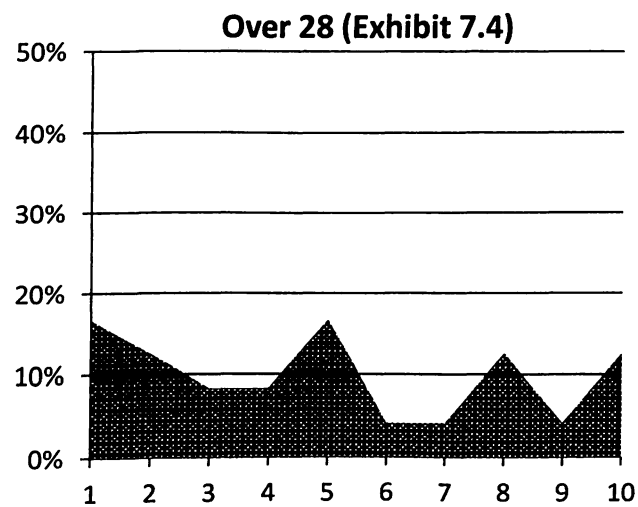
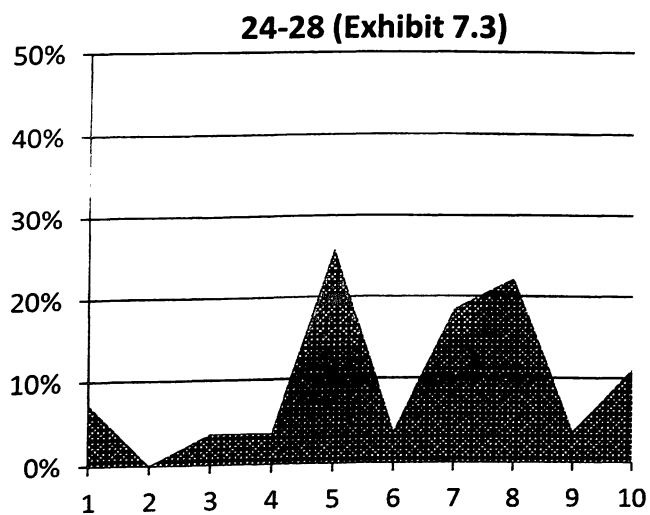
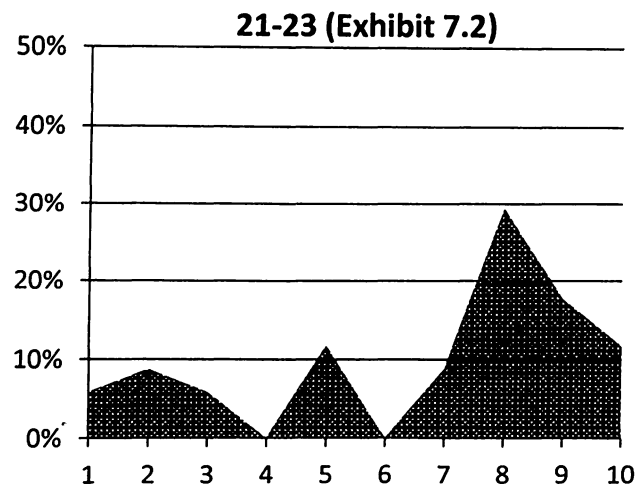
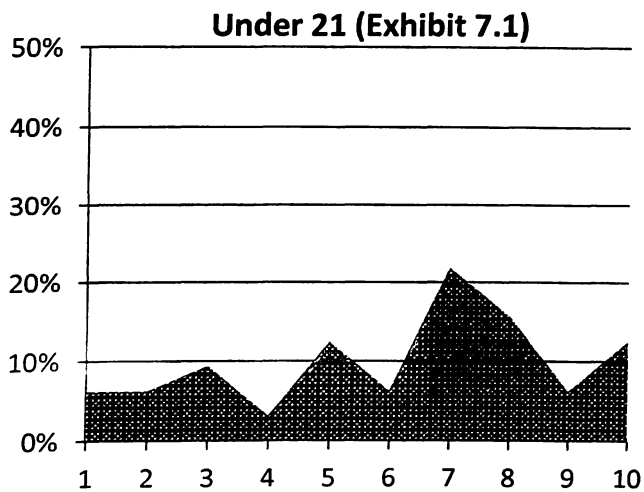


**Data Table (Exhibit 6.6)**

<b>R</b>	<b>Under 21</b>	<b>21-23</b>	<b>24-28</b>	<b>Over 28</b>	<b>Female</b>	<b>Male</b>
<b>1</b>	6%	6%	7%	8%	5%	10%
<b>2</b>	9%	6%	0%	21%	9%	8%
<b>3</b>	9%	15%	4%	13%	9%	12%
<b>4</b>	13%	12%	11%	21%	12%	
<b>5</b>	13%	29%	19%	17%		
<b>6</b>	19%	9%	37%	0%	17%	
<b>7</b>	6%	12%	7%	8%	11%	6%
<b>8</b>	9%	6%	7%	0%	6%	6%
<b>9</b>	6%	6%	7%	0%	5%	6%
<b>10</b>	9%	0%	0%	13%	6%	4%

### Question 7

*Do you feel that you and others can communicate more effectively using social media?*

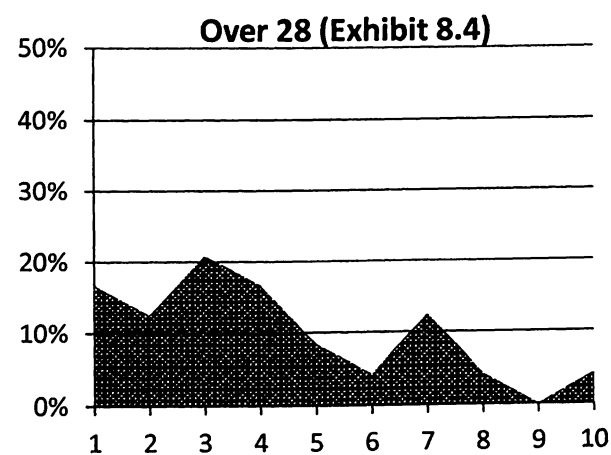
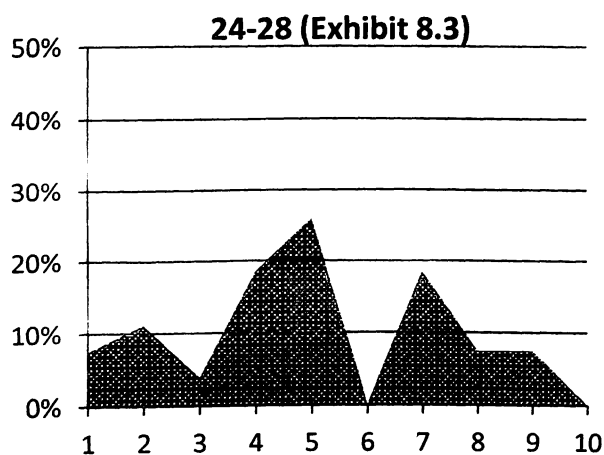
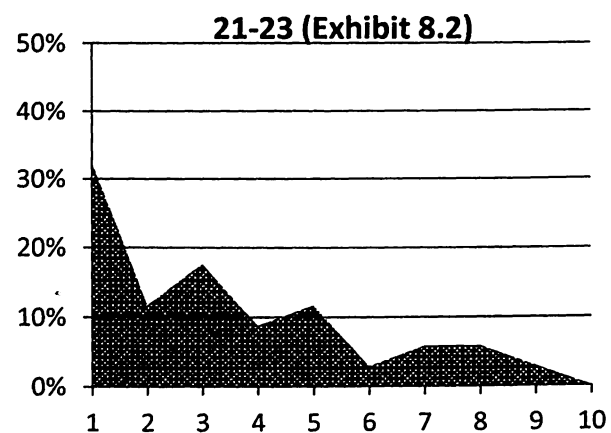
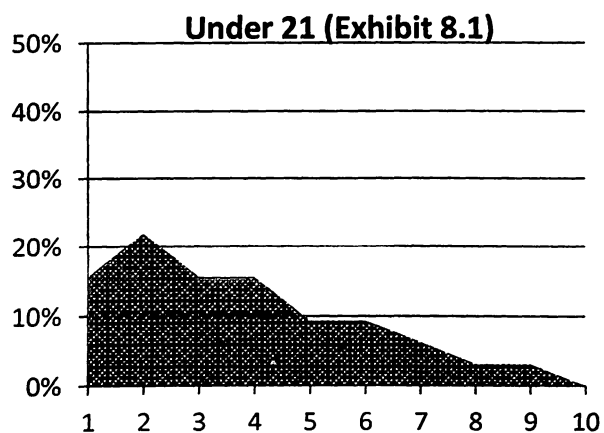


**Data Table (Exhibit 7.6)**

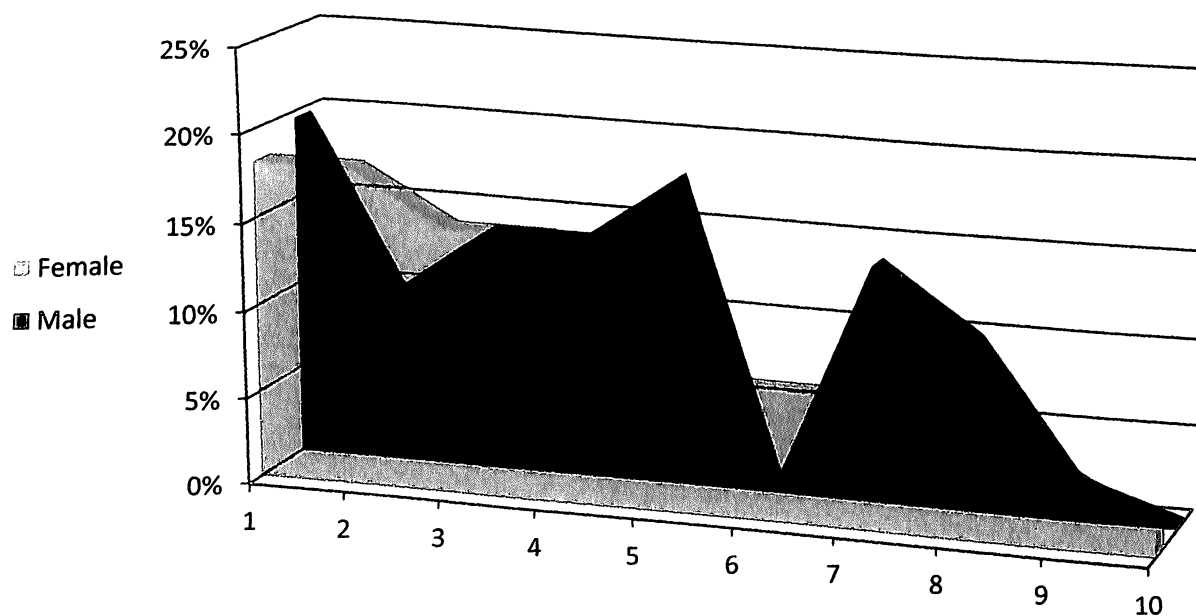
<b>R</b>	<b>Under 21</b>	<b>21-23</b>	<b>24-28</b>	<b>Over 28</b>	<b>Female</b>	<b>Male</b>
1	6%	6%	7%	17%	3%	
2	6%	9%	0%	13%	6%	8%
3	9%	6%	4%	8%	8%	6%
4	3%	0%	4%	8%	3%	4%
5	13%	12%	26%	17%	18%	14%
6	6%	0%	4%	4%	3%	4%
7	22%	9%	19%	4%	18%	8%
8	16%	29%	22%	13%		
9	6%	18%	4%	4%	9%	8%
10	13%	12%	11%	13%	11%	14%

### Question 8

*Do you feel a sense of freedom using this method of communication?*



### Response by Gender (Exhibit 8.5)

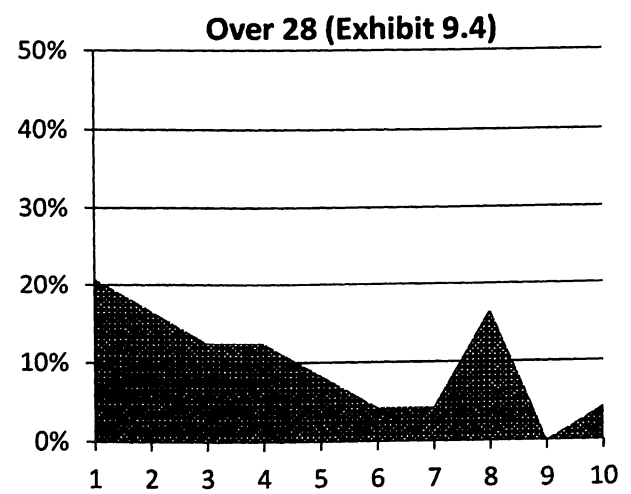
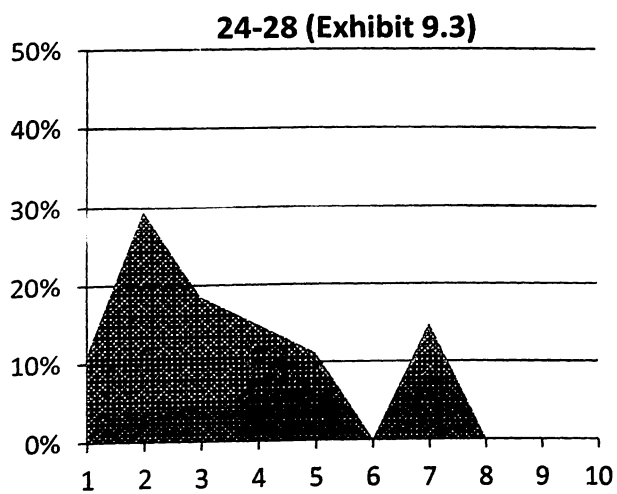
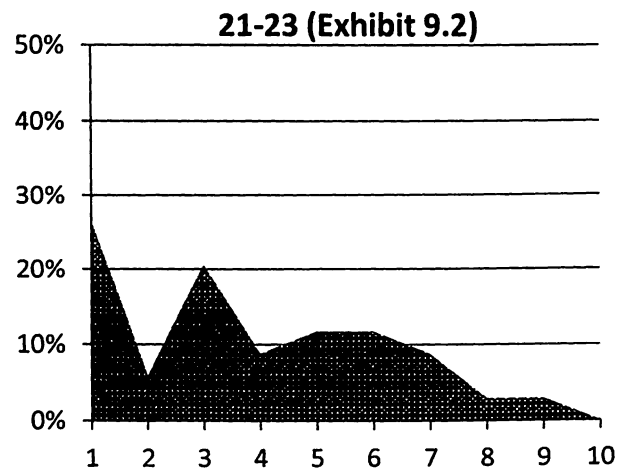
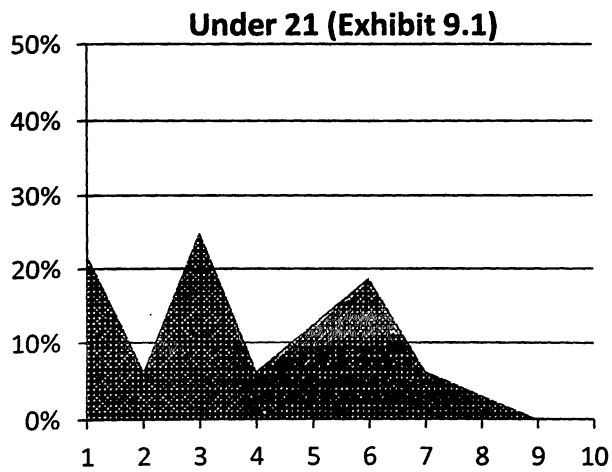


Data Table (Exhibit 8.6)

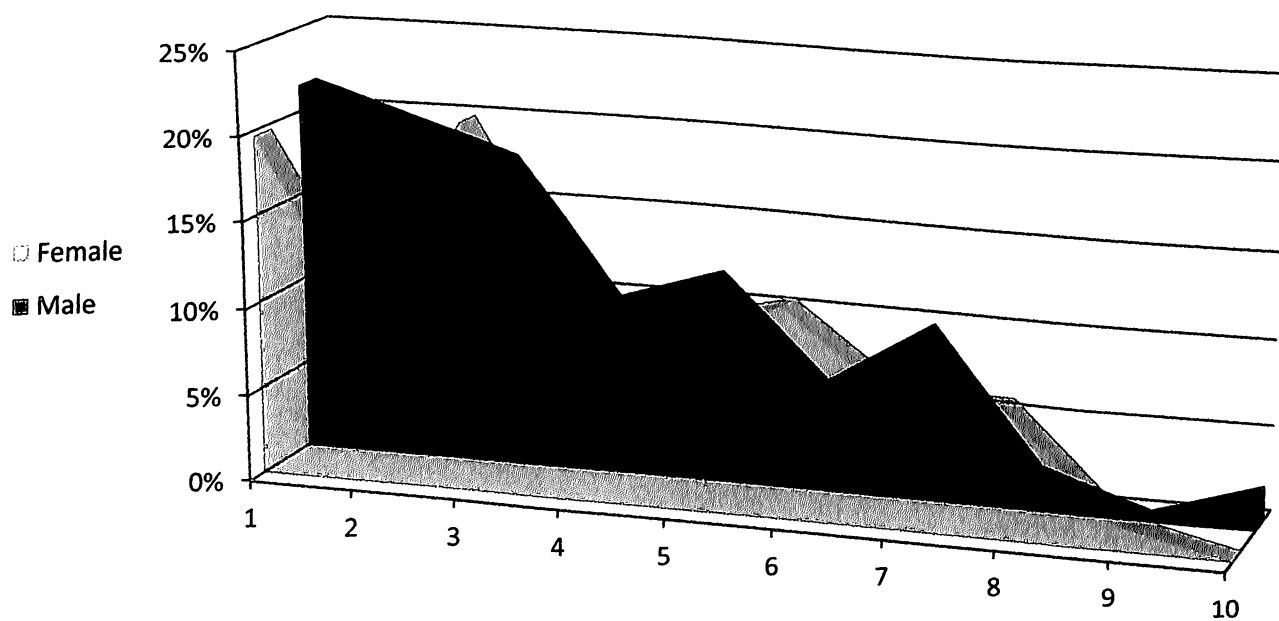
R	Under 21	21-23	24-28	Over 28	Female	Male
1	16%	32%	7%	17%	13%	0%
2	22%	12%	11%	13%	13%	10%
3	16%	18%	4%	21%	15%	14%
4	16%	9%	19%	17%	15%	14%
5	9%	12%	26%	8%	11%	0%
6	9%	3%	0%	4%	8%	0%
7	6%	6%	19%	13%	8%	14%
8	3%	6%	7%	4%	2%	10%
9	3%	3%	7%	0%	5%	2%
10	0%	0%	0%	4%	2%	0%

### Question 9

*Do you feel privately secure using social media in your country?*



### Response by Gender (Exhibit 9.5)

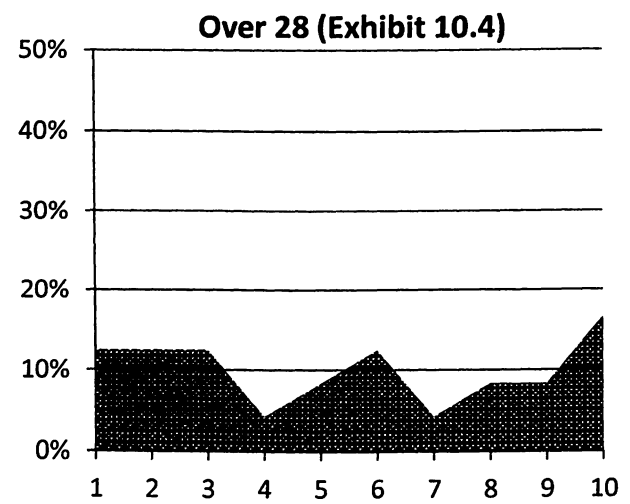
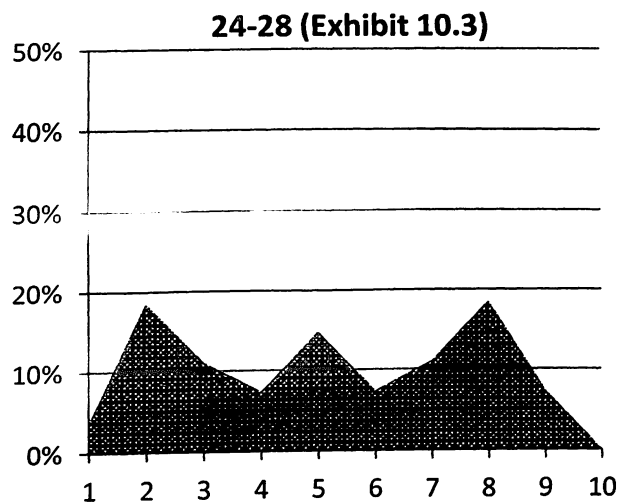
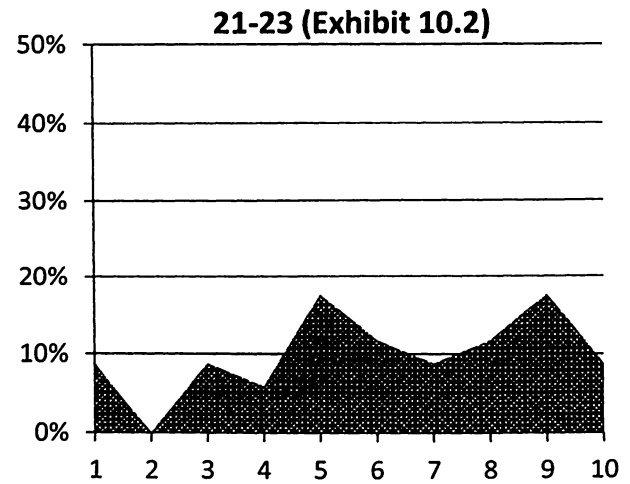
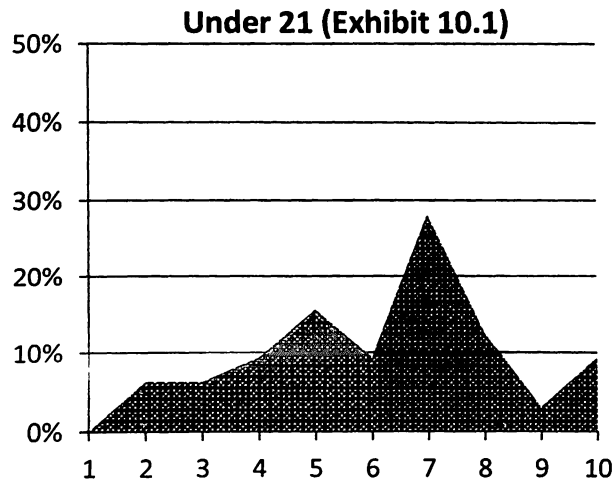


**Data Table (Exhibit 9.6)**

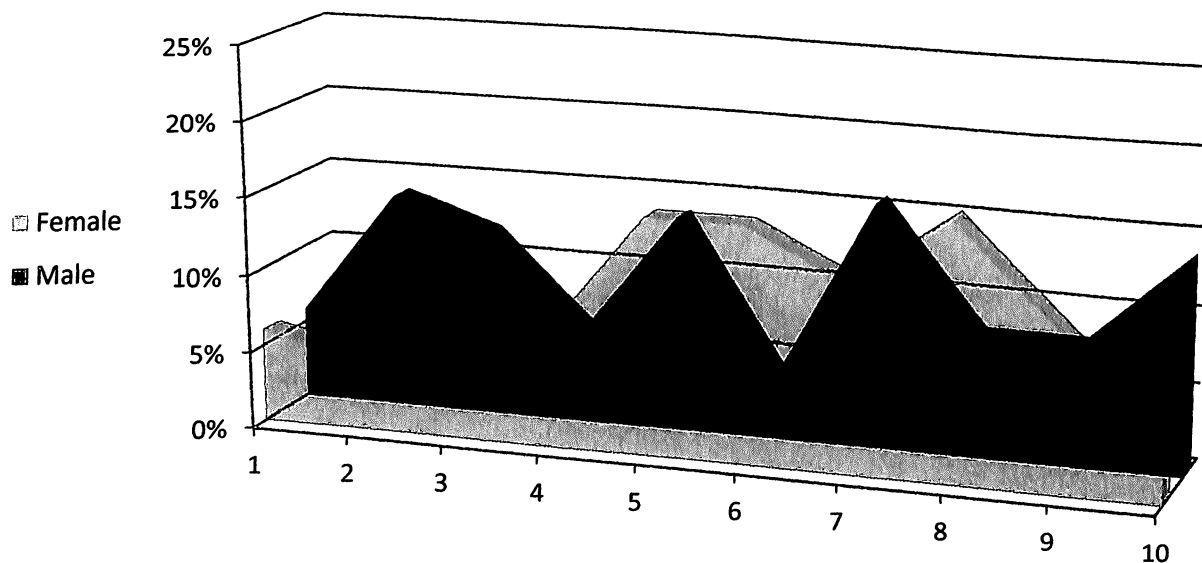
<b>R</b>	<b>Under 21</b>	<b>21-23</b>	<b>24-28</b>	<b>Over 28</b>	<b>Female</b>	<b>Male</b>
<b>1</b>	22%	26%	11%	21%	20%	
<b>2</b>	6%	6%	30%	17%	9%	
<b>3</b>	25%	21%	19%	13%		
<b>4</b>	6%	9%	15%	13%	11%	10%
<b>5</b>	13%	12%	11%	8%	11%	12%
<b>6</b>	19%	12%	0%	4%	12%	6%
<b>7</b>	6%	9%	15%	4%	8%	10%
<b>8</b>	3%	3%	0%	17%	8%	2%
<b>9</b>	0%	3%	0%	0%	2%	0%
<b>10</b>	0%	0%	0%	4%	0%	2%

### Question 10

*Do you feel controlled by social media?*



### Response by Gender (Exhibit 10.5)





**Data Table (Exhibit 10.6)**

R	Under 21	21-23	24-28	Over 28	Female	Male
1	0%	9%	4%	13%	6%	6%
2	6%	0%	19%	13%	5%	
3	6%	9%	11%	13%	8%	12%
4	9%	6%	7%	4%	8%	6%
5	16%	18%	15%	8%	15%	
6	9%	12%	7%	13%	15%	4%
7	28%	9%	11%	4%	12%	
8	13%	12%	19%	8%		8%
9	3%	18%	7%	8%	11%	8%
10	9%	9%	0%	17%	5%	

*Social Media Platform Usage*

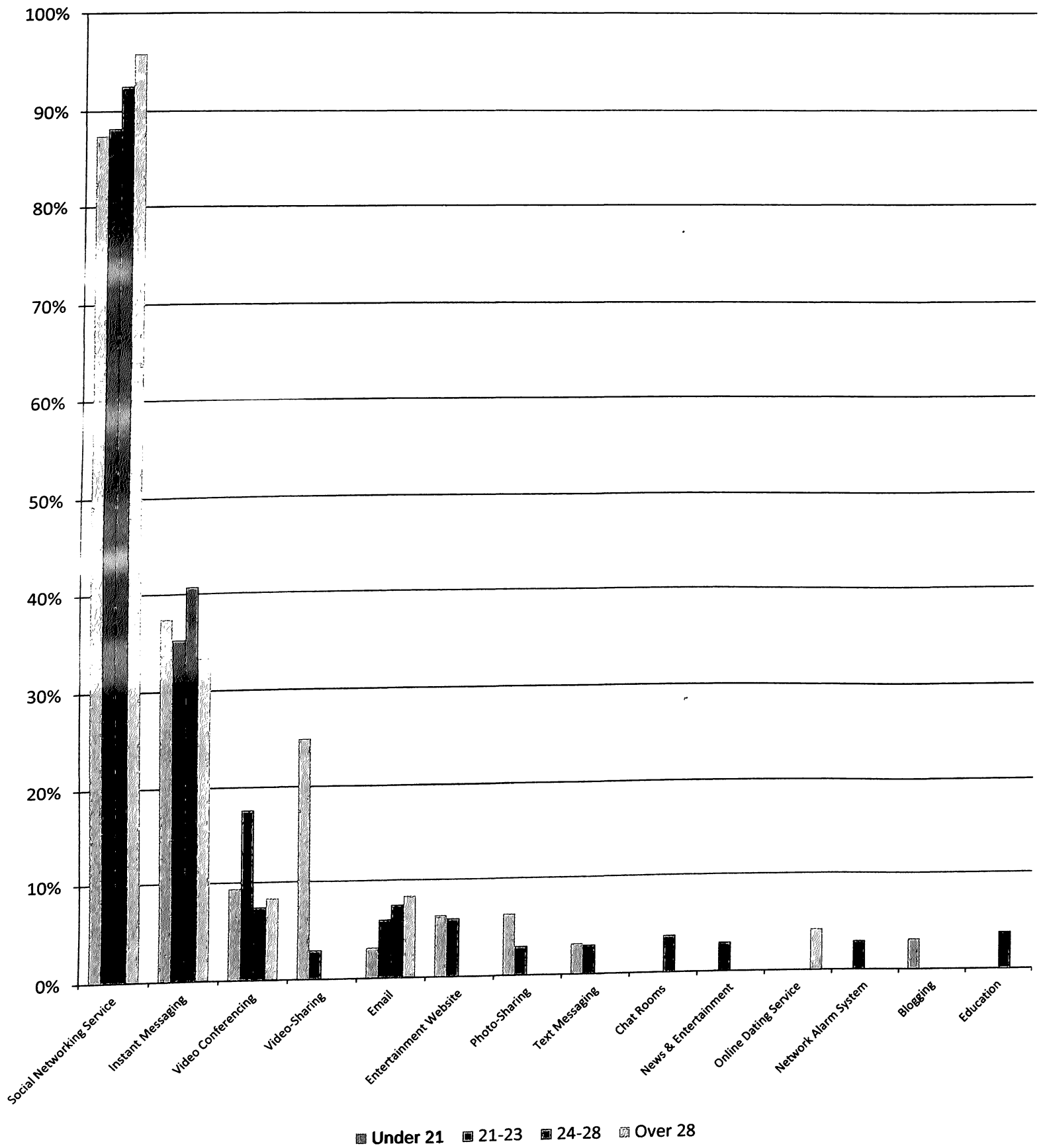
**Categorization of Cited Social Media Platforms (Exhibit 11.1)**

<b>Category</b>	<b>Platform</b>
Blogging	Tumblr
Chat Rooms	Internet Forums
Education	University Sites
Email	Email
	Google
	Yahoo-Email
Entertainment Website	9 Gag
	Backstagepro
	HSN
Instant Messaging	What's App
	iMessage
	Google Talk
	ICQ Chatting
	Wechat
	Yammer
Network Alarm System	TL1000 Zone.net
News & Entertainment	Buzzfeed
Online Dating Service	Elitepartner.de
Photo-Sharing	Instagram
	Pinterest
Social Networking Service	Wer-Kennt-Wen
	Wer-Kennt-Wen
	Facebook
	Twitter
	LinkedIn
	Google+
	Xing
	Klout
	Lok listen.de
	Social Sites
	StudiVZ
Text Messaging	SMS
	Text Messaging
Video Conferencing	Skype
	Facetime
	Google Hangout App
Video-Sharing	Youtube
	Vine

### Overall Indication Of Usage, By Category (Exhibit 11.2)

Rank	Category	Indications					Indication %			Use	Don't Use
		0	1	2	3	>=1	%1	%2	%3		
1	Social Networking Service	11	81	20	5	106	69%	17%	4%	91%	9%
2	Instant Messaging	74	41	2	0	43	35%	2%	0%	37%	63%
3	Video Conferencing	104	13	0	0	13	11%	0%	0%	11%	89%
4	Video-Sharing	108	9	0	0	9	8%	0%	0%	8%	92%
5	Email	110	6	1	0	7	5%	1%	0%	6%	94%
6	Entertainment Website	113	4	0	0	4	3%	0%	0%	3%	97%
7	Photo-Sharing	114	3	0	0	3	3%	0%	0%	3%	97%
8	Text Messaging	115	2	0	0	2	2%	0%	0%	2%	98%
9	Chat Rooms	116	1	0	0	1	1%	0%	0%	1%	99%
9	News & Entertainment	116	1	0	0	1	1%	0%	0%	1%	99%
9	Online Dating Service	116	1	0	0	1	1%	0%	0%	1%	99%
9	Network Alarm System	116	1	0	0	1	1%	0%	0%	1%	99%
9	Blogging	116	1	0	0	1	1%	0%	0%	1%	99%
9	Education	116	1	0	0	1	1%	0%	0%	1%	99%

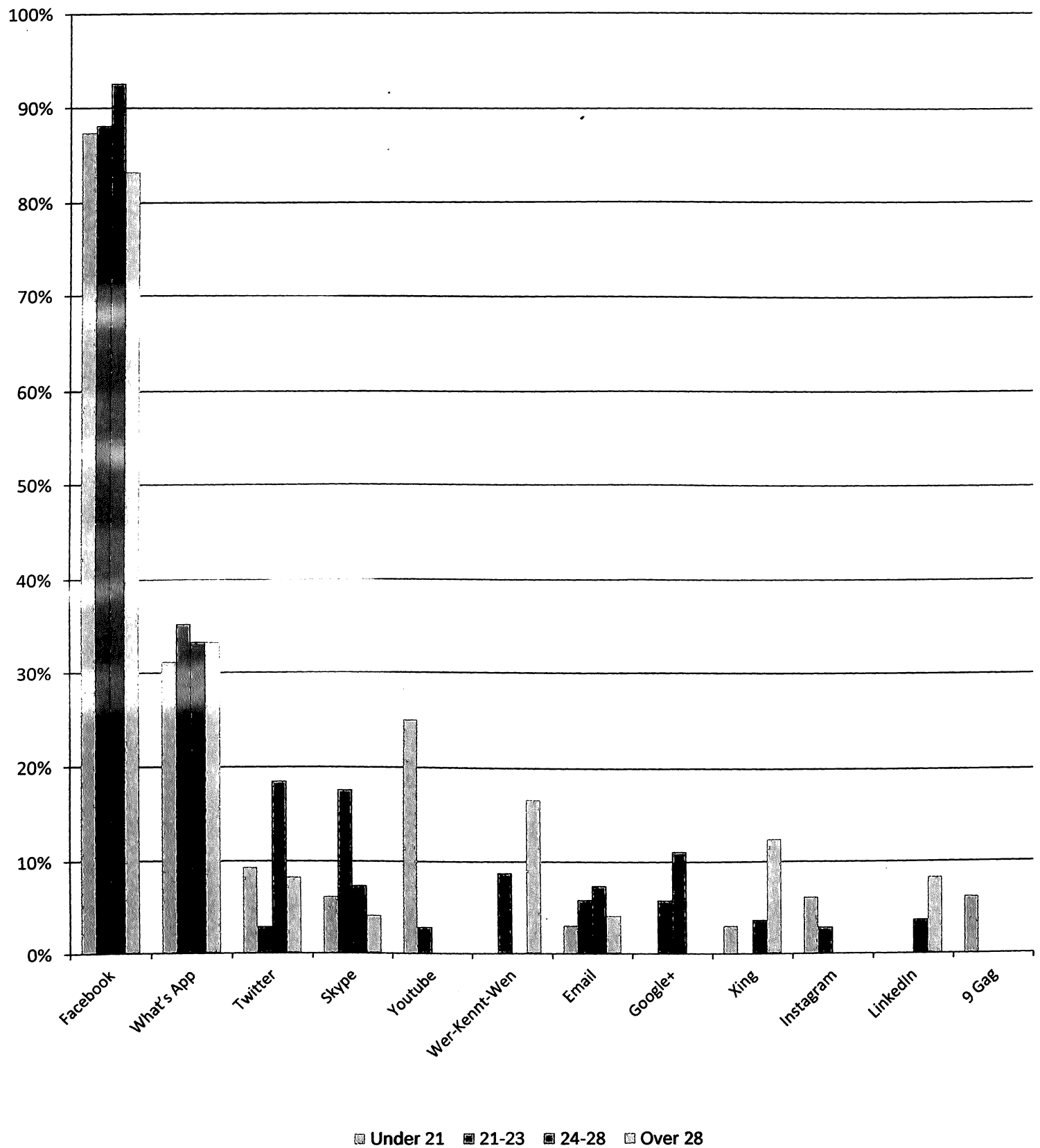
**Percentage Usage by Age Groups of Categorized Platforms (Exhibit 11.3)**



**Data Table of Categorized Usage (Exhibit 11.4)**

Range	Under 21	21-23	24-28	Over 28
<b>Social Networking Service</b>				
<b>Instant Messaging</b>				
<b>Video Conferencing</b>	9%		7%	8%
<b>Video-Sharing</b>		3%	0%	0%
<b>Email</b>	3%	6%	7%	8%
<b>Entertainment Website</b>	6%	6%	0%	0%
<b>Photo-Sharing</b>	6%	3%	0%	0%
<b>Text Messaging</b>	3%	3%	0%	0%
<b>Chat Rooms</b>	0%	0%	4%	0%
<b>News &amp; Entertainment</b>	0%	3%	0%	0%
<b>Online Dating Service</b>	0%	0%	0%	4%
<b>Network Alarm System</b>	0%	3%	0%	0%
<b>Blogging</b>	3%	0%	0%	0%
<b>Education</b>	0%	0%	4%	0%

**Percentage Usage of Top 12 Surveyed Platforms, by Age Group (Exhibit 11.5)**



Data Table, Platform Usage (11.6)

Range	Under 21	21-23	24-28	Over 28
Facebook				
WhatsApp				
Twitter	9%	3%		8%
Skype	6%		7%	4%
Youtube		3%	0%	0%
Wer-Kennt-Wen	0%	9%	0%	
Email	3%	6%	7%	4%
Google+	0%	6%	11%	0%
Xing	3%	0%	4%	13%
Instagram	6%	3%	0%	0%
LinkedIn	0%	0%	4%	8%
9 Gag	6%	0%	0%	0%
iMessage	0%	0%	7%	0%
Internet Forums	0%	0%	4%	0%
Backstagepro	0%	3%	0%	0%
Buzzfeed	0%	3%	0%	0%
Elitepartner.de	0%	0%	0%	4%
Facetime	0%	0%	0%	4%
Google	0%	0%	0%	4%
Google Hangout App	3%	0%	0%	0%
Google Talk	3%	0%	0%	0%
HSN	0%	3%	0%	0%
ICQ Chatting	3%	0%	0%	0%
Lokalisten.de	0%	0%	0%	4%
SMS	0%	3%	0%	0%
StudiVZ	0%	0%	0%	4%
Text Messaging	3%	0%	0%	0%
TL1000 Zone.net	0%	3%	0%	0%
Tumblr	3%	0%	0%	0%
University Sites	0%	0%	4%	0%
Wechat	0%	0%	4%	0%
Yahoo-Email	0%	0%	0%	4%
Yammer	0%	0%	0%	4%

## BUSINESS PROPOSAL

December 4, 2013

Weinanbau Winery  
Lauterbachstraße 20  
67435 Neustadt An Der  
Haardt Germany

Dear Mr. Schwarztrauber:

Subject: Proposal for Social Media Strategy

I am pleased to present our proposal to perform a social media analysis for your winery. It is in our best interest that we analyze the methods of communication behind the business to further increase profitability.

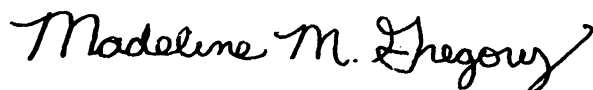
Our analysis will provide you with four major benefits:

- An overall analysis of the company's communicative marketing strategies.
- Through this analysis, we will maximize your profitability through the creation and implementation of media strategies.
- We will then provide you with statistical information on which method of communication via social media is most beneficial for your company. In creation of the social media platforms, the company will now have visible brand recognition for online customer awareness.
- This analysis will be supported by further social media research conducted in Heidelberg, Germany according to age, gender, method of communication, and preferred social media site.

The purpose of this strategic social media proposal is to help you maximize profitability through online brand recognition. With more and more social media usage, the need for online social media presence has become increasingly important. This proposal will describe how we would conduct the analysis and approach to determine which social media site would best benefit your winery.

It is through our excellence and service, our unparalleled track record in this market research industry and through the professional relationships that we set out to build with our clients that we respectfully desire to earn your valued business. As we work together, we trust you will agree that the professionals at Gregory Consulting are your best choice.

Very truly yours,



Madeline M. Gregory  
Gregory Consulting



## CONCLUSION

With so many individuals accessing social media for news, sports, and entertainment, it is crucial for businesses to have an online visual presence. The business proposal is only one example out of many for business who want to stay relevant to today's marketing strategies. Business are having to create social media marketing strategies to help advertise sales, promotions, coupons, and location change. The winery in Germany, inquired on how to market their wine internationally versus remain local to increase profitability. This mock proposal is an example of how social media strategies can be applied to allow the public to interact with the company. With a Facebook page, individuals can "like" the page to stay updated on new promotions. Twitter, a microblogging site, allows for the company to tweet specials or updates directly to the customers phone. Both Twitter and Facebook send notifications to the customer on a new post or tweet to their profile. Twitter is also a good way for customers to respond back to the company with feedback and suggestions. For corporate events, individuals can collaborate and tweet in to an interactive board using the same hashtag. The hashtag allows for all users to locate the tweets under one group name for example #superbowl2014. The research in this capstone supports the basis that social media is becoming a more prominent way to share information. Sports are able to blast player statistics and team scores throughout a game. Social media allows for information to be shared at an extremely fast pace. Since more and more individuals are currently using Facebook in Germany, local businesses need to incorporate social media strategies to create a network of customers and a target audience. The statistical data in this capstone expresses the usage results and how this method of communication is now a necessity.

### **LIMITATIONS TO STUDY**

This research project could have been better analyzed if the scale of the survey was larger. By increasing the number of respondents, the data could have proven more even results. The larger number of respondents would have given more accurate readings for the graphs and charts in terms of which social media site is the most used. The answers to the questions one through ten could have been better depicted with more respondents. In regards to the number of respondents, an equal ratio of female to males in each age category could have further balanced the quantitative data. If the amount of time spent in Heidelberg Germany increased, the more information would have been gathered for the study.

## **SUGGESTIONS FOR FURTHER RESEARCH**

Examine variance of percentage and use in Germany to the United States for American based platforms. By comparing which American social media platforms are most used in the United States to the amount of usage in Germany, researchers can determine which American platform needs further marketing in Germany. For example, Pinterest is a commonly used photo-sharing network in America. In Germany, it was not listed as a site used from the survey respondents. If Pinterest was marketed further in Germany and more people started using it, newer ideas and innovation could spread to other countries. The United States could bring in new ideas and Germany could further contribute to the global information sharing society. By analyzing these social networks such as LinkedIn, Pinterest, Instagram, Twitter, Facebook, and Vine in the United States according to age group and gender usage, the social networks could have a better understanding of where to advertise their platform in Germany. Twitter could be further expanded in the educational environment since Heidelberg consists of many university students. Another suggestion for further research is to examine Facebook in comparison to Wer-Kennt-Wen to discover why more people are using an American platform instead of a local German platform. This research can analyze what factors society is most wanting in a social networking service. By relocating to Germany, and based off of the information gathered in this study, further research can be done on businesses and how they are marketing their company by using social media. This information can lead to further research in regards to which industry is profitably succeeding using this method. Psychological studies can be derived from the data in this study to see how the society in Germany is positively or negatively reacting to the various methods of communication. The reactions can be compared those in the United States.

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## APPENDIX A - ABSTRACTS

### *Technology Use in Heidelberg Germany*

"Communications." *ETC Digital*. European Travel Commission, 2013. Web. 03 Sept. 2013.

Social media has culturally impacted and demographically changed various generations in Heidelberg, Germany. Facebook and Twitter have shaped the way communication is executed, and the manner in which people's lives have changed due to this added element has become increasingly important. Every country has their own social media platforms some of which were created in the United States such as Facebook. Although there are many others around the world, Germany seems to be less active on social media communication. According to European Travel Commissions Digital Portal, "13% of global Internet traffic comes from mobile devices, this is a figure that seems fairly low; however, with regards to the growth predicted in the future, mobile is certainly a big traffic driver of the future (KPCB 2012)." As compared to the United States, social media users access their Facebook and Twitter accounts on their mobile devices more than their computers.

In other countries such as Germany, mobile use is not as high as in the United States. This article's purpose is to educate others on the mobile use in Germany and the research and development of *information communication technologies* (ICT). This is a new website that includes related topics to my overall Capstone project. If there is a lower use of social media in Germany, it could be possibly related to the lesser use of mobile devices. Although most recently, "Broadband access and mobile phone subscriptions have become increasingly affordable, making it possible for a large proportion of Europe's population to benefit from internet access both at home and on the go through their mobile devices." This information will



make for an interesting conceptual analysis for the cultural impact of social media on society in regards to technology.

### ***Heidelberg Demographics & Social Media Use***

"Global Social Network Reach." Digital Tourism Think Tank. N.p., 2013. Web. 03 Sept. 2013. <<http://thinkdigital.travel/knowledgestream/global-social-network-reach/>>

For my Capstone project, I need to understand the overall demographics of the country I am researching. The demographics will help clarify possible reasons as to why social media is used in Heidelberg and who are the individuals using it. When I studied in Heidelberg, I was immersed in the metropolitan city which consisted of many people from several different countries. According to statistics, "Germany has about 7.3 million non-citizen residents, including refugees, foreign workers, and their dependents" (Germany-Deutschland). With such an academic environment, there are 34,000 university students contributing education to the city. "Heidelberg consists of 14 districts in which about 14,000 people live today." While I was there, I spoke to many of these university students about their every day use of social media which was surprisingly not a lot. With more and more university students studying in the area, there could be a possible change in social media use.

This article explains the demographics and digital news of several countries including the Americas, Europe, and Asia Pacific. Europe will still experience growth in terms of social media usage over the next few years. Since Heidelberg is such a tourist city, social media is highly needed for business to attract tourists. Social media is going to become a more highly used strategy to attract people to come and stay for vacations, business travel, etc. This website is a conceptual analysis of what social media can bring to a city like Heidelberg. The methods of investigation are based from six experts on digital media consulting, social media, strategic management, marketing, tourism, and travel.

### *Privacy Concern*

The Economist Online. "Where Networking Works." The Economist. The Economist Newspaper, 6 July 2011. Web. 03 Sept. 2013.  
<<http://www.economist.com/blogs/dailychart/2011/07/europe's-social-media-hotspots>>.

"WEB users in Germany are less likely to visit social-networking sites than any of their European neighbors, according to a new study of Internet habits published by the European Commission" (Economist Online). According to my surveys, many students didn't feel secure using social media. They knew it was "monitored" and therefore not private. The Economist Online states, "A similar report in 2010 found that Europeans are increasingly concerned about online data privacy. Viewed as a whole, EU citizens are now split over whether to worry about the misuse of personal data on social-networking websites." If many people are speculative about their privacy, then my results from the surveys are proven to be correct from that specific variable.

The Economist online is a great resource for info-graphics, charts, and maps. It has statistical data that can help me when providing evidence on social networking usage for my Capstone project. The purpose of this article is to note how the Europeans are the most "enthusiastic yet fearful social networkers." The Economist also analyzes data from the European Commission and includes it as a part of its statistical data. The Economist covers business, world politics, and economics, the article also shows a map demonstrating the amount of usage in other European countries. Since my project is an international communications project, graphs and websites that include statistical data are important for me to see how certain activity such as usage, or demographics, effects social media. The methods of investigation are to see how the activity of social media is changing the ways of communication in Heidelberg, Germany.

### ***U.S. Travelers and Social Media***

"US Travelers and Social Media." Digital Tourism Think Tank. SE1 Media Ltd, 29 Aug. 2013. Web. 9 Sept. 2013. <<http://thinkdigital.travel/knowledgestream/us-travellers-and-social-media/>>.

Many people are visiting Heidelberg Germany on business or vacation with family and friends. When Americans visit another country, they expect to still have access to all their social media sites for updating their statuses and uploading pictures for family back home to see. With cellular providers international data package's priced at an extremely high rate, Americans are still willing to pay for their access to email, text messages, and data. The people in Heidelberg now understand that through the use of the tourists' social media behavior, they are able to conduct business through social media engagement.

Research from PhocusWright now tried to look into this matter to find out how US travelers are using social media with regards to their general social behavior, traffic and their use of social media when traveling (PhocusWright 2013). According to the research, "When US consumers are traveling, around 50% of them are still accessing the internet through their mobile devices. Mobile is certainly making it possible for them to stay connected at all times during their trip. With social behavior, 8 in 10 online travelers are actively using social networks. Around 73% of travelers actually log onto a social network every day. This is remarkable and demonstrates the huge potential that tourism organizations have in the US when engaging with consumers."

This article explains how social media is widely used internationally and how this usage is important in social behavior and communication. This article includes statistical data on the amount of usage from U.S travelers and how this impact is engaging social media activity in other countries. The results of the article explain how other countries are able to use this communication market to their advantage. Since the U.S is so heavily engaged in social media,

this communication method in-turn will help to bring social media communication and marketing to Heidelberg Germany.

### ***Social Media Communication Changes Government Decision***

Huber, Nicole. "Social Media Reinvigorates Public Dialogue in Heidelberg." Heidelberg Mayor's Office Uses Social Media Analytics to Inform Dialogue. SAS Institute Inc., 2013. Web. 9 Sept. 2013. <<http://www.sas.com/success/social-media-analytics-heidelberg.html>>.

Today, many people are expressing their opinions online instead of attending conferences, town hall meetings, or protests. This way of expression is most commonly seen in the younger generation who are at least old enough to vote. Heidelberg Mayor, Eckart Wurzner states, "They might not echo the tribal loyalties of their parents' generation, but they still have democratic spirit – and strong opinions." Mayor Wurzner understands that in order to meet the needs of the Heidelberg citizens, there needs to be a focus on these online social media platforms to gather information and opinions. When a proposal for a multimillion-euro convention center seemed ignored by the public at first, it was actually being discussed by voters via Facebook. And due to their strong opposition in the proposal, the decision changed in the plans for creating a new convention center. The mayor was surprised by this online discussion and communication and realized that more attention needs to be allocated to social media sites such as Facebook. Based in this discovery, "After researching options for a technology solution, we chose SAS Social Media Analytics." This website analyzes social media trends and behavior of the users. "SAS, whose German headquarters is just upstream of Heidelberg, helps us understand the broad trends in public sentiment expressed on platforms like public Facebook, Flickr, Twitter and YouTube accounts, as well as in blogs and discussion forums. We only listen to comments expressed in the public domain. There is no invasion of privacy – nor could there be: Germany's data protection laws are among the strictest in the world." These analytics are important for

Heidelberg as it now allowing the public to have a way of communicating to the mayor and his staff.

### ***Headhunting of Employees in Germany***

"Headhunting of Employees via Social Networks Potentially Anti-competitive." Web log post. GRP Rainer Rechtsanwälte Steuerberater. GRP, 20 Feb. 2013. Web. 9 Sept. 2013.  
<<https://plus.google.com/115090164881706960693/posts/aj3cJW5UHEa>>.

Headhunting via social networks has become a debatable topic in Heidelberg Germany.

There are many high performance individuals working for large corporations, but what about the smaller business? How are they able to find these qualified senior managers? "The search for specialist personnel via social networks therefore appears more and more attractive."

International lawyers who work for GRP Rainer law firm state, "The trend towards primarily studied specialists who have acquired their expertise in Germany emigrating abroad seems to be ongoing. German businesses are therefore increasingly reliant on not only passively waiting for qualified applications but even actively hiring potential employees." Due to this situation, the Heidelberg Regional Court clarified in its judgement that such an approach can be "anti-competitive."

Since many individuals, such as educators, have online profiles listing their skills, job experience, and foster social and corporate contacts, many problems can arise when, "these professional business profiles are used to actively headhunt employees of competitors." As this practice is acceptable in the United States, it is viewed differently in Germany. This law firm believes that in this process of headhunting for hiring, businesses could run the risk of headhunting in an "inadmissible way." Steps are taken by the lawyers in the firm to not infringe the Act Against Unfair Competition. "The Court is of the view that, even where the business account is declared as "private", specifically targeted job offers aimed at employees of competitors can be assessed as anti-competitive infringements. Job offers could in particular,

according to the Court's opinion, fall within the field of unfair competition if the attempt to headhunt is in pursuit of a reprehensible purpose." This use of social networks as a means of hiring for employees in Heidelberg Germany is considered unfair competition which is therefore a reason as to why not as many users are creating profiles.

### ***Heidelberg University***

[http://www.uni-heidelberg.de/presse/news2013/pm20130910\\_qs\\_world\\_university\\_ranking\\_en.html](http://www.uni-heidelberg.de/presse/news2013/pm20130910_qs_world_university_ranking_en.html)

In order to understand the amount of social media usage, networking, and statistics, one must understand who the common everyday user is. Heidelberg Germany is a very metropolitan city with the majority of people being university students studying around the area. The Heidelberg University is rated 50th in the world ranks and is also attributable to the excellence initiative in life sciences and medicine. The university has improved its place by five places since its ranking last year. "The result of the ranking is impressive proof of Heidelberg University's preeminent position as an internationally recognized research university," states Prof. Dr. Bernhard Eitel, university rector.

According to the QS World University Rankings 2013 which rates academic reputation, faculty/student ratio, citations per faculty employer reputation, proportion of international faculty and students, the statistical data shows:

Heidelberg University placed 6th in Continental Europe. In the results by subject area, Heidelberg took first place in Germany in the life sciences and medicine, as in previous years. These subjects are currently ranked 29th worldwide, representing a seven-point improvement over last year. Other subjects also making the world's 50 best list are the humanities (36th) and the natural sciences (39th).

In regards to these stats for the university, one could suspect these students of high academic standards to be using social media. This site is a good overall reference in regards to background information to the city of Heidelberg and its university standards.

***Telecommunications Report for Germany***

<http://search.proquest.com.uiwtx.idm.oclc.org/abicomplete/docview/911095392/14097DCA5CC51187B5E/12?accountid=7139#>

This data is based off of the ABI/Inform Search Complete and explains the telecommunications in Germany. This is a broader look at my research in Heidelberg to make sure that the country as a whole is not changing the results of Heidelberg. This business statistical data shows how many mobile users there are by carrier and how many are subscribers. According to the United States 3G service this is what is stated in the Germany report:

None of Germany's mobile operators regularly report 3G operational data, but we believe that 3G services are becoming increasingly prevalent based on Telefonica's statement in Q111 that 90% of new handset sales were smartphones. Germany's first commercial 3G services were launched in May 2004 by Vodafone, which claims to be the country's largest 3G service provider.

In regards to statistical data, "They do not publish reliable 3G subscriber figures, most of Germany's mobile operators do release figures that indicate the share of total revenue that comes from mobile data services" (p. 40). Internet subscribers are becoming more and more prevalent as far as mobile data usage is concerned. The new LTE (4G) coverage is the latest coverage in the United States. Advances in LTE network deployments could see the technology become a major substitute for 3G mobile telephony. The charts show the trends and growth in mobile usage and its increase over the population in the last few years. This information will make for an interesting comparison with the data noted in the mobile research conducted in Heidelberg.

### ***Facebook Privacy Concerns***

<http://search.proquest.com.uiwtx.idm.oclc.org/abicomplete/docview/756323110/14097DD7FD4761ADEAD/1?accountid=7139>

Many users in Germany mentioned the fact that their thoughts and opinions online were not protected and were therefore not allowed to use social media freely. This article, *Facebook launches Places option in Germany despite privacy concerns*, discusses the new “Places” technology that Facebook activated in Germany. This activation led to authorities criticizing the Germans stating that they had repeatedly warned them that they are disclosing too much private information on the Internet.

“Facebook Places enables users to disclose their precise physical location on a map if they wish to do so. The data is uploaded to Facebook automatically by the user’s smartphone” (par. 2).

German privacy commissioners and Germany's Consumer Affairs Minister, Ilse Aigner, have campaigned throughout the year for legal checks on online services using geographical data (par. 6).

Germans in the past have been apprehensive about openly using social media to update their location, check in with friends etc. According to Piggin, they are not understanding the dangers of the Internet. With this concern in 2010, are users in Germany continuing to guard their information on Facebook? The survey conducted in Heidelberg contained a question relating to the security of privacy concerns. When interviewing students, many believed that with government regulations, nothing is private anymore on the Internet. In relation to the United States, Americans utilize social media without the thought of privacy concerns.



### ***Social Media Marketing Trends***

<http://www.forbes.com/sites/jaysondemers/2013/09/24/the-top-7-social-media-marketing-trends-that-will-dominate-2014/>

In order for my audience to understand the importance of social media and its impact on business, one needs to first understand the impact that social media is having on the United States. According to *Forbes* predictions on where social media is heading towards 2014: It can be hard to know exactly where to commit your time and resources. The article states, “Investing in social media will become a necessity, not a luxury.” “Businesses are already coming to terms with the need to integrate their social media efforts with their content strategy, and are seeing the impact of social media in terms of lead generation, referral traffic, and revenue” (par. 4). With Facebook having over 1.15 billion last count, Google + is quickly gaining monthly users. A higher trend of sharing information via video and image is increasing in contrast to text-based content. Micro video apps like Twitter’s Vine and Instagram’s video sharing feature, more and more people are able to share real-time videos. This is an important feature for social media networks to include and consider. Foursquare will decline sharply while MySpace will grow. Contributor Jayson DeMers believes, “While most business owners are aware of the necessity of having a social media strategy, I believe 2014 will be the year where a majority will finally understand the necessity to commit the necessary time and resources to their social media efforts” (par. 12). In understanding how social media is such a growing trend and necessity for 2014, one can see how this is extremely important in another country and city such as Heidelberg Germany and how the people there keep up with social media marketing and interaction.

### ***Which Social Media Network Fits Your Business***

<http://www.audiencebloom.com/2013/05/how-to-determine-which-social-media-network-fits-your-business/>

For the business in Heidelberg Germany to appeal to the younger market of university students, businesses need to adopt a social media network of which to advertise, promote, or explain their product. There are many social media platforms to consider although one is probably better suited for the specific type of business. “Choosing the network that caters to your target audience is equally important” (par. 1).

“Facebook can be even more advantageous when you’re looking to reach females between the ages of 18 and 29. Twitter is also popular with a young audience between the ages of 18 and 29 comprised of African Americans and individuals living in densely populated urban areas” (par. 5). Google + has a demographic comprised of males of whom make up 70 percent of the total users. LinkedIn is a professional network with the majority of users having earned their bachelor’s degree or completed grad school. (Quantcast par. 9). In order to reach a certain financial bracket through social media, LinkedIn users tend to, “Earn considerably more money than those on other networks. For instance, individuals earning over \$150,000 annually account for the largest number of users. Not far behind are individuals earning between \$100,000 and \$150,000” (par. 10). Pinterest has a massive user base of females consisting of 72 percent (par. 13).

Pinterest is a great platform to post your pictures of the products that your company is selling. The content is easily sharable and can help to sell the products quickly. The microblogging site Tumblr is not for people older than 35 although major department stores such as J Crew are using this platform to share their brand and create a social presence. When creating a business

proposal for a social media marketing strategy, the company really needs to understand who their target audience is exactly so that the chosen network will be able to reach them.

### ***Measuring Social Media Performance***

<http://www.audiencebloom.com/2013/10/5-best-tools-measuring-social-media-performance/>

Businesses need to understand how social media sites are the new way to marketing and business. According to *Social Media Examiner*, “83% of marketers indicate that social media is important for their business.” While the act of posting content and interacting with followers is important, it’s even more important to measure the performance of your overall campaign” (par. 1). This measuring of performance allows for the business to collect data on what was successful and what was not. After a business has selected its social network to reach their target audience, it needs to be able to analyze the traffic of the visitors second. “One of the main indicators of how big your presence is throughout the social media realm is how many mentions your business gets across social media networks. This buzz is also known as social signals, which are a rising factor in search engine algorithms. Hootsuite is an effective way to track those mentions and streamline your social media campaign. It’s also one of the most popular platforms, and currently has over 600 million users” (par. 4). Facebook can determine the fan base by analyzing the demographic region, language and posting source (par. 5). All of these social media measuring platforms are great for business since they give detailed information that was not available a few years ago. Through using the correct metrics, businesses can improve all areas of their social media campaigns. In Heidelberg Germany, the use of metrics can help businesses social media network’s generate company revenue and therefore help gather more information about the consumers.

### ***Social Media Marketing***

<http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2012.pdf>

According to the *Social Media Marketing Examiner*, “The number-one benefit of social media marketing is generating more business exposure (reported 85% of marketers), followed by increasing traffic (69%) and providing marketplace insight (65%). The top five social media networks/tools for marketers in the United States are in order, Facebook, Twitter, LinkedIn, blogs and YouTube (p. 5). Businesses owners in Heidelberg Germany need to implement these platforms for their company to see growth and success. “A significant 59% of marketers are using social media for 6 hours or more and 33% for 11 or more hours weekly” (p. 12). The marketers with more social media experience tend to spend more time conducting social media activities in comparison to the marketers who do not have as much experience. Aside from the experience, the age factor plays a key role in social media marketing. “People aged 20 to 29 years spend more time than other age groups using social media marketing (with 43% spending 11+ hours weekly, up from 41% in 2011), followed by 30- to 39-year-olds (35% spending 11+ hours per week, down from 37% in 2011) (p. 14). *Social Media Marketing Examiner* lists in order from highest percentage to lowest percentage the benefits of social media marketing. The chart on page 15 is extremely helpful in analyzing how the marketers feel social media marketing is contributing to their businesses.

### ***User Demographics for Popular Social Media Sites***

<http://www.cmswire.com/cms/customer-experience/report-user-demographics-for-popular-social-media-sites-facebook-twitter-pinterest-019647.php>

When using a particular social media site, one needs to understand the user demographic of the site and the target audience demographic. The misunderstanding lies with companies who believe that social media is not a huge concern. By underestimating the power that social media

can have on one's company, personnel are not able to connect with consumers to share their brand. The location or branches of the business are significant in finding the particular target audience. If the location of the business is more urban than rural, there is likely to be more social media usage. If one's company appeals more to woman than men, Facebook will be the necessary social media platform to use. According to Katie Ingram on CMSWire, women are 72% more likely to use social media in general over men. This statistic can help decide on how to market one's product, via Twitter, Facebook, or even Pinterest. In regards to Pinterest, "While only five percent of men surveyed use the site, about a quarter of women do, especially those who are from the ages of 18-49 and live in urban or suburban areas" (par. 8). If a companies target audience is mostly men then another suitable platform of social media such as Twitter might be more successful. This article is important as it explains the overall landscape of social media users. Companies are no longer thinking that social media sites are just sites for social pleasure with family and friends but are instead thinking that is a new way to help grow, brand, and share their business. "Over the past few years, these networks have redefined themselves and changed how people can interact, share and market in a digital atmosphere" (par. 2). It is this digital atmosphere that the United States has taken advantage of which led to a change in the way business is being conducted. In Heidelberg, this digital atmosphere is slowly growing and could soon possibly change marketing of businesses and methods communications. My surveys conducted will explain this evidence.

### *The German Social Networking Landscape*

<http://www.comscoredatamine.com/2013/02/the-german-social-networking-landscape/>

Considering all the social media platforms out on the Internet, many Americans are familiar with the most commonly used ones. The most commonly used ones are Facebook, Twitter, LinkedIn, Pinterest, MySpace, and Google+ in the order of most used to least used. Many users have accounts to all while some only have accounts to one. Although some people may not use any, they are still aware of social media and might choose to not affiliate with any of the sites. Since social media has become a huge presence in the United States, taking over how businesses are conducted and people's lives with how they communicate. This presence is clear in the US, but is it clear in other countries? This article shows which social media sites are most accessed in Germany and by how many total users. This website allows for comparison to the top social media sites used today in America since many of them are different. The top used site by both countries is Facebook.

According to ComScore Data Mine, "In December 2012, 46.4 million German Internet users accessed a social networking site from a computer at least once during the month.

The German Press Agency (DPA) recently published a snapshot of the social networking landscape in Germany using comScore MMX data and unsurprisingly, Facebook

captures the majority of users with an audience of 38.6 million unique visitors" (par. 1).

Google Plus comes in second with 5.6 million unique visitors followed by Xing with 4.2 and Stayfriends fourth with 3.5 million users. Twitter is 5th in the rankings with 3.1 users and LinkedIn 8th in comparison to the United States LinkedIn users at third. Other German sites such as Odnoklassniki and Ask.fm follow Twitter and are not main sites used in the US. This website shows some similarities yet more differences on how the Germans are accessing social media

through particular sites. The interesting fact is that Facebook, founded and created in the United States, is becoming more and more known as the universal social media site.

### ***Social Media Business Strategy***

<http://www.socialmediaexaminer.com/how-to-setup-a-social-media-business-strategy/>

According to research conducted by Constant Contact, “Over 50% of small businesses need help with social media” (par. 1). Social media presence is intended to help companies meet their goals while engaging their audience through a public presence. It is essential that all businesses maximize their use effectively with social media. Heidi Cohen mentions seven simple steps for business strategies. The first strategy is to determine your business objectives for social media. These objectives are how you want social media to help your business and what goals you want to achieve. When setting goals, make them both measurable and achievable. Many small businesses common objectives consist of building a brand, attracting new customers, support sales, and engaging with fans. The second strategy is knowing your audience. By picking the target audience, the business is able to determine who needs to be engaged with the business. Third strategy is to choose your “hot buttons.” The hot buttons create for easy searching of the firm’s top topics. These are the topics that you want your company to be known for. Next, stake your social media turf. The more social media presence, the better. If there is a presence across all platforms, then the brand will be easily recognizable and findable. Then set your social media engagement. Create signage with all the social media platforms available for access. This will allow customers or consumers to follow your business online. The sixth strategy is resource use. By planning your social media engagement, small businesses are able to create their calendars which help develop new ideas towards reaching the set goals. Cohen believes in creating new content. She states, “Have a camera, smartphone or iPad ready to capture content while you’re doing business! Don’t forget to get customers’ permission to use their images to ensure you

don't have issues later. Have a plan in place to determine how and where you'll use the information" (par. 17). The final step is to measure your social media results. This seventh step refers to the metrics taken to track results. A specific promotional code or targeted landing page allows for measurable results. In marketing a small business in Heidelberg, a business proposal with these seven strategies explained and implemented will help the company to understand the importance of social media and the benefits from these strategies.

### ***Free Social Media Exposure***

<http://www.businessinsider.com/social-media-strategy-and-earned-media-2013-10>

According to *Business Insider*, Marcelo Ballve believes that the word of mouth through sharing is extremely impactful for social media marketing. Ballve states, "Earned media is really just the digital-age term for word-of-mouth advertising. It's an idea that has grown hand-in-hand with content and social media marketing and the notion that a viral success can translate to mega-exposure on the cheap" (par. 1). Earned media is what all companies strive to get. This is the media that is generated by the users of the sites instead of from the sites themselves. This information is shared and is usually not planned for. Some companies feel as if they can strategies and plan for earned media but this is not usually the case. Earned media can not be measured although a Technorati survey found that 55% of 150 major brands had adopted specific earned media goals (par. 6).

Earned media advantage is that it is free of charge since it is the activity done by trusting people such as recommendations from friends, acquaintances, and professional networks instead of ads, including TV ads (par. 7). This relationships based from trust which in-turn act faster through sharing of user generated content. The disadvantages are that the users can generate extremely fast negative publicity. Earned media is difficult to collect, track, and measure (par. 8).



Earned media is becoming a growing focus of companies to see how users will share their content and by which incentives are they willing to do so. In Heidelberg, many companies are starting from the beginning which will slowly lead to earned media sharing. Once the social media presence is seen, the public will catch on fast and earned media will build up over time.

### ***Search Engine Strategic Strategies for Business Proposal***

<http://searchenginewatch.com/article/2295011/B2B-Social-Media-Building-a-Cohesive-Strategy>

With the businesses in Heidelberg, many companies might not be aware of the the terms B2B versus B2C. These acronyms refer to business to business and business to customer. The social media platform of choice could be completely different if you are marketing to other businesses then to the average consumer. The engagement, branding, and human impact are all factors that need to be considered. According to Rebecca Tann, “Relationships are between people and not businesses” (par. 2). For the communications element, “Knowing the psychology of users, makes marketers better at what they do” (par. 3). Knowing what drives the user and understanding that users are accessing social media to escape the work environment is very important.

Jessica Lee writes on *Building a Cohesive Strategy*, “Your users consume your content as themselves while they’re at home or taking a break from their workday. And within that same social feed, you are competing with content from the user’s friends, family, and beyond” (par. 4). In order to present a business proposal to a business in Heidelberg, the proper statistical data, and social media strategy will be needed. As far as business to business versus business to customer is concerned, they only strategy that stands out first is the one-on-one human interaction. Business to business refers more to branding with less human interaction or personality involved. Business to customer will be more human based and relationships are the main focus. A business proposal needs to clearly define whether this company is a B2B or a B2C type company in order

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to structure their social media strategies for networking their target audience. Positive branding and human interaction are both extremely necessary for company success. With the proper proposal and statical data, I will be able to relay this information to a company stating why this particular method of social media whether it is Twitter, Facebook, or even blogging is the best means of communication for the the product, image, or idea.

### ***Organizing Your Social Media Marketing Strategy***

<http://www.business2community.com/social-media/organizing-social-media-marketing-0623359>

In helping businesses understand the strategies behind social media marketing, the businesses needs to make sure that they have an organized written plan that they can grow with. According to Jeff Korhan, “The key to an effective social media marketing plan is following specific rules that are organized into a process. Following that allows you and your team to capably respond to unforeseen challenges and opportunities, thereby avoiding social media overwhelm” (par. 2). By controlling your social media websites, you can maintain a sustainable business. Don’t try and fight the changes that come unwillingly to different sites like Facebook, Twitter, or LinkedIn. Instead, embrace them and plan for them so that there are no surprises for your social media marketing strategies.

A social media marketing process should include but not be limited to: actions you will take daily, weekly, and monthly, specific topics that your content marketing will address, keywords and hashtags that you will use, tools that you rely on, allocating time for research and education, making lists of like-minded friends and colleagues that can help you, methods for batching your work to build in flexibility, allocating time for making progress with what you have been putting off, and writing down your process steps.

Ultimately refine your process. “Everything in business is a process. What should be exciting is knowing that refining your social media marketing process will make your work easier, better,

more readily managed as a team, or outsourced to skilled professionals” (par. 10). If the business has an organized plan, the social media marketing strategies will flow naturally therefore leading to results.

### ***Dimensional Marketing***

<http://www.business2community.com/marketing/one-dimensional-marketing-plans-fall-flat-diversify-strategy-success-0647275>

With all the different social media platforms out on the Internet, users are connecting to companies with the click of button. In fact, many businesses are making their sites user friendly and accessible through all devices including the PCs, mobile devices, and tablets. Limiting a site to only PCs prevents others who access the Internet via mobile from visiting your site. Tyson Downs believes that having a one-dimensional marketing plan is not as successful as a three-dimensional marketing plan where all devices are used for corporate marketing. In order to reach every audience member, all devices need to be utilized. Some Internet users prefer to access new information through a certain particular device such as a tablet. By having a user friendly application on the tablet, the user is able to access new information as long as the application is up to date. Down mentions four recommendations to help reach all audiences across all dimensions. The first recommendation is to branch into alternative social media. Consider sites like Instagram and Pinterest for posting photos, along with Vimeo and Youtube for sharing videos. Second, get blogging correctly. The content needs to be, “engaging and helpful” (par. 6). You want to post valuable content that users want to share, like, or tweet about. The third recommendation is to “hit the niche” (par. 7).

Many marketing strategies are too broad and are not specific enough to brand your product. People want to search for a hashtag that is linked to a product or idea through a mobile search. “Hunker down around specific areas of your business and reach out through targeted

marketing” (par. 7). The final recommendation is to think offline. As the market is changing and moving towards more online marketing instead of print marketing, businesses need to be creative and watch what their competitors are doing. No one wants to fall behind on the Internet. By staying updated with the latest trends, profits will continue to rise.

### ***Social Media Marketing Tips***

<http://www.socialmediaexaminer.com/16-social-media-marketing-tips-from-the-pros/>

There are social media marketing pros that are keeping up with the latest social media changes. Many companies social media marketing tactics need to be refreshed. Writer Cindy King, asked 16 social media pros what the best marketing tactics are worth doing today. The first tactic is to host social media events online. Mari Smith said, “You can build a loyal, raving community by hosting online events that put the focus on your fans” (par. 6). The online events are a great way to discover new business, get more fans, and build tremendous community.

Another tactic is to use LinkedIn’s “Your Day” feature. Viveka von Rosen states, “Sync your contacts and your calendar with LinkedIn and Your Day feature will give you an opportunity to more deeply communicate and engage with your network” (par. 15). Your day feature will allow you to set up appointments with another LinkedIn connection and shows you who you will be speaking with so you can become up to date on their profile.

An extremely helpful social media marketing tactic is to amplify your Facebook updates with images. Images are an easy way to catch your audiences attention. Amy Porterfield suggests adding text to blank images that allow for feedback and opinions from fans. Use images to engage your fans. Marketing tactic number four is about going deep and not broad. Rich Brooks states, “When you look at social media channels, a good model is to break them into social platforms vs. social networking sites” (par. 21). Brooks also believes that whether your business is B2B or B2C, it is beneficial to choose one platform and one network to focus on

initially, and really develop a deep engagement level with your ideal customers there (par. 16). Another tip that is useful is to get social media metrics from Google Analytics. Nichole Kelly, president of SME Digital, uses Google Analytics for measurement. “This will pass the source medium and campaign you added for the link right into Google Analytics with your other web reporting” (par. 77). Out of all of these different tactics, some are more helpful than others depending on the type of business they will be used for. By analyzing these 16 social media marketing tips from many pros, one can decide which ones to use over others.

### ***Germans Accessing Social Media Increases***

<http://www.comscoredatamine.com/2013/10/germans-accessing-social-media-via-mobile-every-day-has-grown-39-percent/>

Research suggests according to comScore Data Mine, “Social media continues to be an increasingly popular activity for German mobile users” (par. 1). The mobile usage has increased by 27 percent with the number of Germans accessing networking sites at least once each month. The statistics are showing a large increase in mobile usage which makes for faster informational exchange. The importance of this usage over time is becoming more apparent to the German society. From 14.9 million users in three months average ending August 2012 to nearly 19 million in August 2013, research shows the high increase in users (par. 1). During the holiday season, social media mobile usage increased so that people could stay in touch with one another. The daily usage saw a major jump.

The activity on the social media sites always gives a good representation of what the user is interested in. “Nearly 69 percent of them read posts by people they know personally...and the second most popular activity is following a posted link to a website (56.3 percent of users)” (par. 2). For businesses, this information is crucial to how the company can reach their target audience. For brands and advertisers, nearly half (49.4 percent) of all German mobile social

marketing” (par. 7). The final recommendation is to think offline. As the market is changing and moving towards more online marketing instead of print marketing, businesses need to be creative and watch what their competitors are doing. No one wants to fall behind on the Internet. By staying updated with the latest trends, profits will continue to rise.

### ***Social Media Marketing Tips***

<http://www.socialmediaexaminer.com/16-social-media-marketing-tips-from-the-pros/>

There are social media marketing pros that are keeping up with the latest social media changes. Many companies social media marketing tactics need to be refreshed. Writer Cindy King, asked 16 social media pros what the best marketing tactics are worth doing today. The first tactic is to host social media events online. Mari Smith said, “You can build a loyal, raving community by hosting online events that put the focus on your fans” (par. 6). The online events are a great way to discover new business, get more fans, and build tremendous community.

Another tactic is to use LinkedIn’s “Your Day” feature. Viveka von Rosen states, “Sync your contacts and your calendar with LinkedIn and Your Day feature will give you an opportunity to more deeply communicate and engage with your network” (par. 15). Your day feature will allow you to set up appointments with another LinkedIn connection and shows you who you will be speaking with so you can become up to date on their profile.

An extremely helpful social media marketing tactic is to amplify your Facebook updates with images. Images are an easy way to catch your audiences attention. Amy Porterfield suggests adding text to blank images that allow for feedback and opinions from fans. Use images to engage your fans. Marketing tactic number four is about going deep and not broad. Rich Brooks states, “When you look at social media channels, a good model is to break them into social platforms vs. social networking sites” (par. 21). Brooks also believes that whether your business is B2B or B2C, it is beneficial to choose one platform and one network to focus on



initially, and really develop a deep engagement level with your ideal customers there (par. 16). Another tip that is useful is to get social media metrics from Google Analytics. Nichole Kelly, president of SME Digital, uses Google Analytics for measurement. “This will pass the source medium and campaign you added for the link right into Google Analytics with your other web reporting” (par. 77). Out of all of these different tactics, some are more helpful than others depending on the type of business they will be used for. By analyzing these 16 social media marketing tips from many pros, one can decide which ones to use over others.

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media users read posts from organizations and brands in August 2013 (par. 2). This information along with the frequency of usage on the bar charts can provide better information on how social media usage is increasing at a very fast pace.

### ***Today's Central European Consumer***

<http://www.nielsen.com/us/en/newswire/2013/meet-todays-central-european-consumer.html>

While researching, it is important to know about today's central European consumer.

Nielsen studies consumers in more than 100 countries to give the most complete view of trends and habits worldwide.

Nielsen states, "Whether your business is a multinational enterprise or a single storefront, we believe innovation is the key to success, in both what you create and how you market your products and ideas. That's why we continue to develop better solutions to help you meet the needs of today's consumers, and find out where they're headed next" (par. 3).

With so many unique countries in central Europe, it is necessary to know the characteristics and demographics behind each one. "As consumers, people are influenced by what they experience, hear and see. The people in Central Europe have a unique past and they carry that with them every day. During the financial crisis, many consumers in Central Europe lost their jobs, prices increased and taxes were introduced" (par. 6). In contrast to today, the people have an abundant amount of choices with less time to dedicate to individual things. Consumers are now overwhelmed by the brands, retailers, services, information, and technology. Businesses and advertisers can now use this background to their advantage on target audience selection. According to Nielsen, the new type of central European consumer likes bargains, is demanding, seeks innovation, wants value, and loves technology. All of these things are important when coming up with a social media plan. This love of technology is also important in how the

consumers will use social media via mobile usage to possibly search for bargains. See the strategy at work?

### ***Twitter Blocks German Police***

<http://mashable.com/2012/10/18/twitter-blocks-account-germany/>

Social Media is a powerful force in the sense of control. Twitter has banned a neo-Nazi account in Germany on the request of local law enforcement. Twitter is extremely powerful as is other social media accounts with the power to stop bad propaganda, international disputes, or crime. “It’s the first time Twitter’s ever done so: The micro-blog has had the ability to block accounts in single countries since January, but has not used the capability until this week” (Fitzpatrick, par. 1). Twitter has the ability to block the certain group accounts if criminal activity is suspected. “The account in question, @hannoverticker, belongs to a neo-Nazi group operating in Germany called Besseres Hannover. The group has been watched for criminal behavior by local authorities since 2008, because Nazi imagery and propaganda is banned in German law” (Fitzpatrick, par. 3).

This power and control of social media is possibly what the citizens of Germany are afraid of and therefore do not want to get involved with it. “The company maintains it's necessary to comply with local law, and Twitter puts all account blocking requests received by governments and law enforcement agencies on a web portal called Chilling Effects. The company also began issuing Transparency Reports this year” (Fitzpatrick, par. 7). I believe that Twitter should be able to block accounts on requests of local police or governments to protect the public and prevent crime from happening. Social media is a powerful force and has the ability to control its content.

***German Government Warns about Internet Explorer***

<http://mashable.com/2012/09/19/german-internet-explorer/>

This article accompanies my research since the surveys that I conducted included questions in regards to which social media networks are the most used and out of the ones that are used is there a sense of privacy or concern when using them. Researcher Alex Fitzpatrick states, “The German government is warning citizens against using Microsoft’s Internet Explorer, because of a security hole in the browser which is currently being exploited by hackers” (par. 1). With this lack of security, the citizens of Germany might feel insecure when accessing sites due to possible viruses from the hackers.

The main concern that I recognized from the citizens was the lack of privacy. The citizens in Heidelberg didn’t feel as if the sites protected their privacy. They also felt as if they were under government watch. “The German Federal Office for Information Security recommended that IE users switch to an alternative browser until Microsoft released a complete fix” (Fitzpatrick, par. 4). When the government warns citizens about the Internet browser, it could possibly scare them from the browser itself or using the computer. Since these viruses can open the computer to hackers, citizens need to be extremely careful when accessing links. Fortunately with macintosh computers, the Internet browser Safari is not affected by hackers. This difference in browsers could affect how users access social media sites. Macintosh users with Safari could possibly access the social sites more than Internet Explorer users on PCs. This prediction can lead to further research on social media sites accessed by specific browsers.

## APPENDIX B - SOCIAL MEDIA REPORT

### THE IMPACT OF SOCIAL MEDIA WITHIN THE COMMUNICATIONS REALM OF SOCIETY THROUGH INFLUENCE AND POWER

Madeline Marie Gregory

*The University of the Incarnate Word*

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#### -----ABSTRACT-----

Social media impacts communications dramatically. The way society communicates today completely differs from how messages were formerly exchanged between one-another. Therefore, social media holds an extreme power to influence societies opinions, perspectives and viewpoints. As first revealed in this report, social media impacts and changes society daily. Through focusing in on exactly what *social media* is, the audience will begin to see how this way of communication impacts society. Second, this paper defines what the term *social* and *media* mean as well as how they relate to the social media concept as a whole. Last, this paper focuses on how social media affects society through social networks such as Facebook, Twitter, and LinkedIn.

**Key Words:** extreme power, influence, “social media,” method of communication

Madeline M. Gregory

4 December 2012

### **The Impact of Social Media on Society**

Since the mid-1990s, social media is becoming an increasingly popular form of communication. This current form, takes the process of communicating to new heights. From the very beginning of computer technology to the invention of the World Wide Web by Tim Berners-Lee, many people every day access the Internet for academic use, professional use, or pleasure. Through all of this interaction, statistics showed that, between 2005 and 2010, the number of Web users doubled, and expected to surpass two billion by 2010 (Lynn 2010). Today, World Bank estimates the United States Internet users rank at 78.3 percent of the population (“Internet Users”).

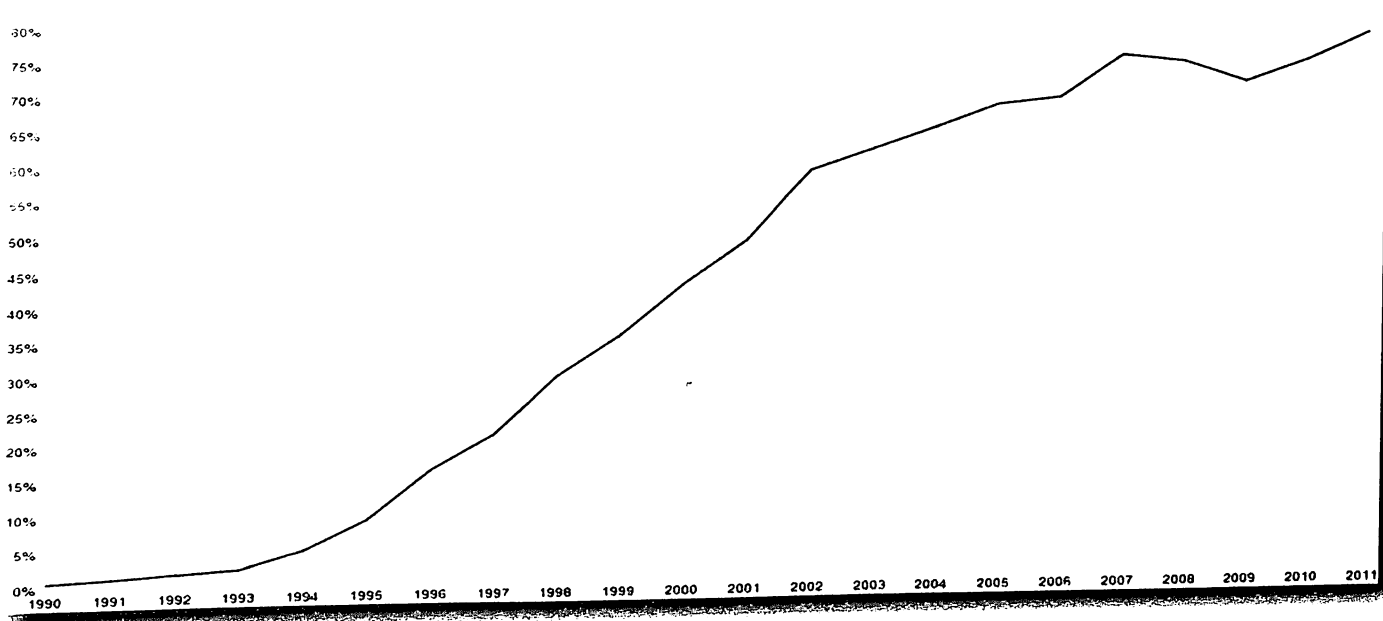


Fig. 1. Internet Users as a Percentage of the Population

With all of this Internet use, people highly access social media sites on the Internet.

Social Media Week Founder Toby Daniels states, “Since the first e-mail was sent in 1971, so

much has evolved. The Web is not simply a place to make a declaration, but in fact, a multi-layered medium that intersects with nearly every aspect of our lives” (Tran par. 2). Social media continues to evolve with more and more social sites, allowing for more interaction amongst networks of people. According to Digital Buzz Blog, “Facebook has grown to more than 800 million active users, adding more than 200 million in a single year. Twitter now has 100 million active users and LinkedIn has over 64 million users in North America alone” (Hepburn par. 1). Social media has started an evolution and more and more Internet users participate in this everyday life activity.

All of these social networking sites along with many other others, help make up the term *social media*. This term becoming so broad, including so many different meanings, makes it difficult to define. Defining the term *social media* can bring to one’s mind many different things. The term *social media* can entail several various definitions; according to the *New Oxford American Dictionary*, “*Social media*, refers to websites and applications used for social networking” (Stevenson n.p). Web sites and applications can include basically anything on the Internet when it comes to this specific concept of social media. Today, people associate the concept *social media* with Facebook, Twitter, and many other mediums.

To divide up this specific concept of social media, the audience needs must understand the two words individually, *social* and *media*. The word *social* refers to the interaction and influencing of others. The word *media* includes things such as newspapers, magazines, and television. The two words put together as a whole, refer to enabling conversation. According to Safko and Brake, *social media*, includes the ways that this conversation may prompt, promote, and monetize a society. *Social media*, “Refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using

conversational media” (6). With social media today, many people now wake up to checking their Facebook news feed, Twitter feed, or LinkedIn comments before even starting their day.

## Facebook

The concept of *social media*, begs the question: *What is conversational media?*

Conversational mediums consist of, “Web based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios” (Safko 6). All forms of social media make up forms of conversational media. Facebook, a form of conversational media, derives from the interaction of people. With being a sub concept of social media, it now includes the sharing of pictures and videos to particular social networking groups of people.

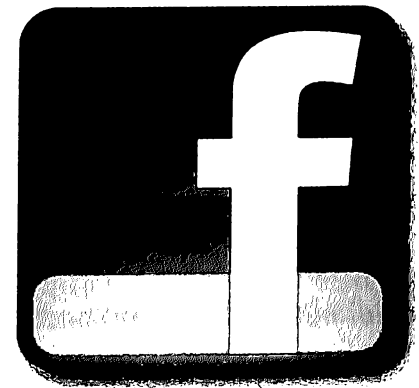


Fig. 2. Google Facebook PNG

Cell phones, a conversational device, include social media within it through a specific data plan.

Many people today belong to several social communities. Anyone who uses his or her computer or cell phone to watch a video, read a blog, look at pictures, listen to a podcast, or send group text messages to other members in a community participates in social media. Social media creates easy participation. Since this conversation method through applications is all around us, it is hard to escape the environment. With having the availability on our phones, computers, and iPods, it is user friendly. The concept of *social media*, may also include mediums such as Facebook, Twitter, and Youtube as a way of communicating to others.

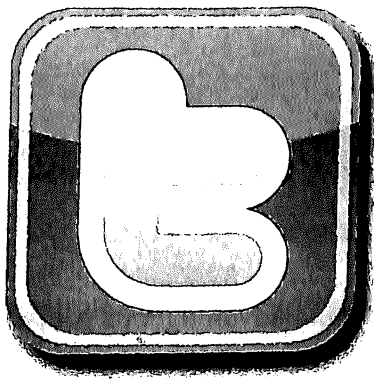
According to *Social Media Video 2013*, Facebook tops Google for weekly traffic in the United States. If Facebook were a country, it would become the world's third largest with the United States being fourth. These social networks affect society by being able to easily share



more information including opinions, status updates, videos, and podcasts. “Social media can take on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs, or pictures, video, rating, and social bookmarking” (Kietzmann 241). Through all of these classifications, one can relate to which specific medium he or she participates in.

## Twitter

Social media breaks down into several different elements to explain its concept; it entails a process of communication, collaboration, education, and entertainment. All of these specific process strategies help to define the concept overall. By using a social networking medium such



as Facebook, one participates in communication by writing and posting to other members specific channel. By using a microblogging medium such as Twitter, one tweets his or her information to other followers in hope of sharing new information or ideas. Social media includes a collaborative

effort by all who participate in its various mediums -- news, information sharing, and educational enlightenment. In the recent presidential campaign with Governor Mitt Romney and President Barack Obama, social media comprised as a campaign strategy to reach out for public support. With Facebook ads being constantly posted, the public was asked to donate financially to help further promote the campaign. On Twitter, tweeting posts about the campaign allowed for all followers of the candidates Twitter page to retweet and reply to posts. Social media analyst, Erik Qualman, believes that social media no longer is a fad, but a fundamental shift in the way we communicate (Social Media Video 2013). Finally, social media

networks entertain through engaging international community members to take part in this specific media process.

## LinkedIn

Another social media platform used to network professional individuals has now become the world's largest professional network on the Internet. LinkedIn operates in over two-hundred countries and territories and is available in eighteen different languages. This diversity allows all people connection to this social platform. As of November 2012, LinkedIn's press page reports more than 187 million registered users (*"About"* par. 5). All of these users can professionally connect to other people that they know or have had some level of a previous correspondence. LinkedIn allows the user to upload his or her resume and design a profile. All of the details in one's resume can be searched by others in finding a possible job connection. According to Forbes, "LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today" (Muse par.1).

LinkedIn connects people to others of whom they possibly would have not been able to reach via E-mail or company Web site. This social networking site, a professional one by nature, allows for individual recruiters to review LinkedIn profiles and narrow down potential candidates who are best suitable for the specific professional opportunity. This social networking site not only benefits the individual LinkedIn member, but also other members who are seeking candidates for job placement. This Web site allows for both sides of the platform to become connected, thereby potentially leading to professional advancement.

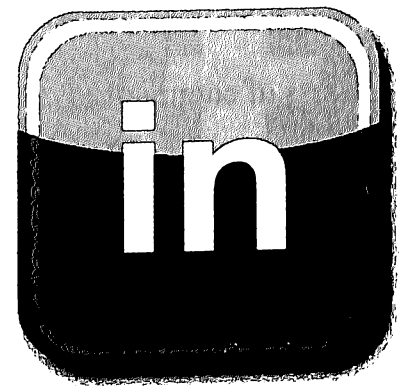


Fig. 4. Google LinkedIn PNG

Business owner Teryle Morrow is the founder of a pro-found staffing solutions firm called Talbridge Corporation located in Houston Texas. Her business is a placement service that helps to successfully fill job positions for clients. Morrow is currently keeping up with the social media trends by using the networking service LinkedIn. This service is helping Morrow's company stay successful in finding the candidates who are best suitable for the job. Morrow states, "I want to be able to seek more clientele for more sales. With my recruiter's using LinkedIn, I am able to keep clients well pleased by hiring professionals who meet the criteria" (Morrow Interview). One of Morrow's recruiters, Ann Cooksey, uses LinkedIn on a daily basis for finding these professionals. With LinkedIn, recruiters are able to see who the professional is connected with, along with who is endorsing their skills. Cooksey believes, "LinkedIn is a very trustworthy and exclusive service. My number one benefit from this service is helping benefit the clients" (Cooksey Interview).

Every day, companies are using this Web site to assist in screening and finding the quality candidates to present for hiring. LinkedIn gives companies another data point of reference to target the right people for the job. A LinkedIn user is in a sense *labeled* from their history of employers. The company one currently works for, or has previously worked for now matters extremely. LinkedIn is geared towards professionals who can follow different companies and receive notifications and messages related to job offers available. Many college students are creating their professional accounts early in hopes of having a future job offer.

LinkedIn differs from Facebook and Twitter in the way that it is more business oriented. With Facebook being oriented from more social angles through friends, and Twitter's use of microblogging through followers, LinkedIn revolves around connections of individuals at the professional level. One would consider Facebook and Twitter to be more of a traditional social

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Business owner Teryle Morrow is the founder of a pro-found staffing solutions firm called Talbridge Corporation located in Houston Texas. Her business is a placement service that helps to successfully fill job positions for clients. Morrow is currently keeping up with the social media trends by using the networking service LinkedIn. This service is helping Morrow's company stay successful in finding the candidates who are best suitable for the job. Morrow states, "I want to be able to seek more clientele for more sales. With my recruiter's using LinkedIn, I am able to keep clients well pleased by hiring professionals who meet the criteria" (Morrow Interview). One of Morrow's recruiters, Ann Cooksey, uses LinkedIn on a daily basis for finding these professionals. With LinkedIn, recruiters are able to see who the professional is connected with, along with who is endorsing their skills. Cooksey believes, "LinkedIn is a very trustworthy and exclusive service. My number one benefit from this service is helping benefit the clients" (Cooksey Interview).

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media platform through the sharing of information, pictures, and videos in contrast to the format of LinkedIn. Although the professional site does have a profile picture for the user's account, it does not allow for picture albums or video posts. This classifies it into solely being used for resumes and work history information.

Social media continues to consistently become classified, analogized, negated, and even broken down into a principle or process of operation. Defining the terms *social*, and *media*, along with the concept of *social media* makes for a complicated situation. This complex umbrella term constantly unfolds in regards to how it continues to conjure sub category after sub category. For example, several functional building blocks include: identity, conversations, sharing, presence, relationships, reputation, and groups. Overall, the concept of *social media* involves engagement with others through different mediums of communications: social interaction.

Not every book contains the same definition of 'social media.' In fact, they will sound similar, but the author will chose to generalize or narrow in on specifics by focusing on certain social networks: Facebook, Twitter, or LinkedIn. Social media promotes a simple convenience for the user, while at the same time, being incredibly powerful through connecting professionals. In his book, *Understanding Digital Marketing*, Ryan Damian states, "Not because of the technology, but because of how that technology nurtures the connections between people" (154). Throughout all of its various mediums, *social media* serves as a social networking process though different Web sites and applications. Facebook, Twitter, and LinkedIn, are just three out of many different social networking sites. All three of these sites allow for communication among individual friends, followers, and connections. They may serve different purposes -- socially, informatively, and professional, but they are all ways of communicating.

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**APPENDIX C - STUDY ABROAD VIDEO**

*Youtube Video featuring UIW Study Abroad Trip*

**<https://www.youtube.com/watch?v=AkGtEFfRK-8>**

**Title:** Heidelberg Germany Study Abroad

**Created by:** Madeline M. Gregory

**Account:** Maddieg713

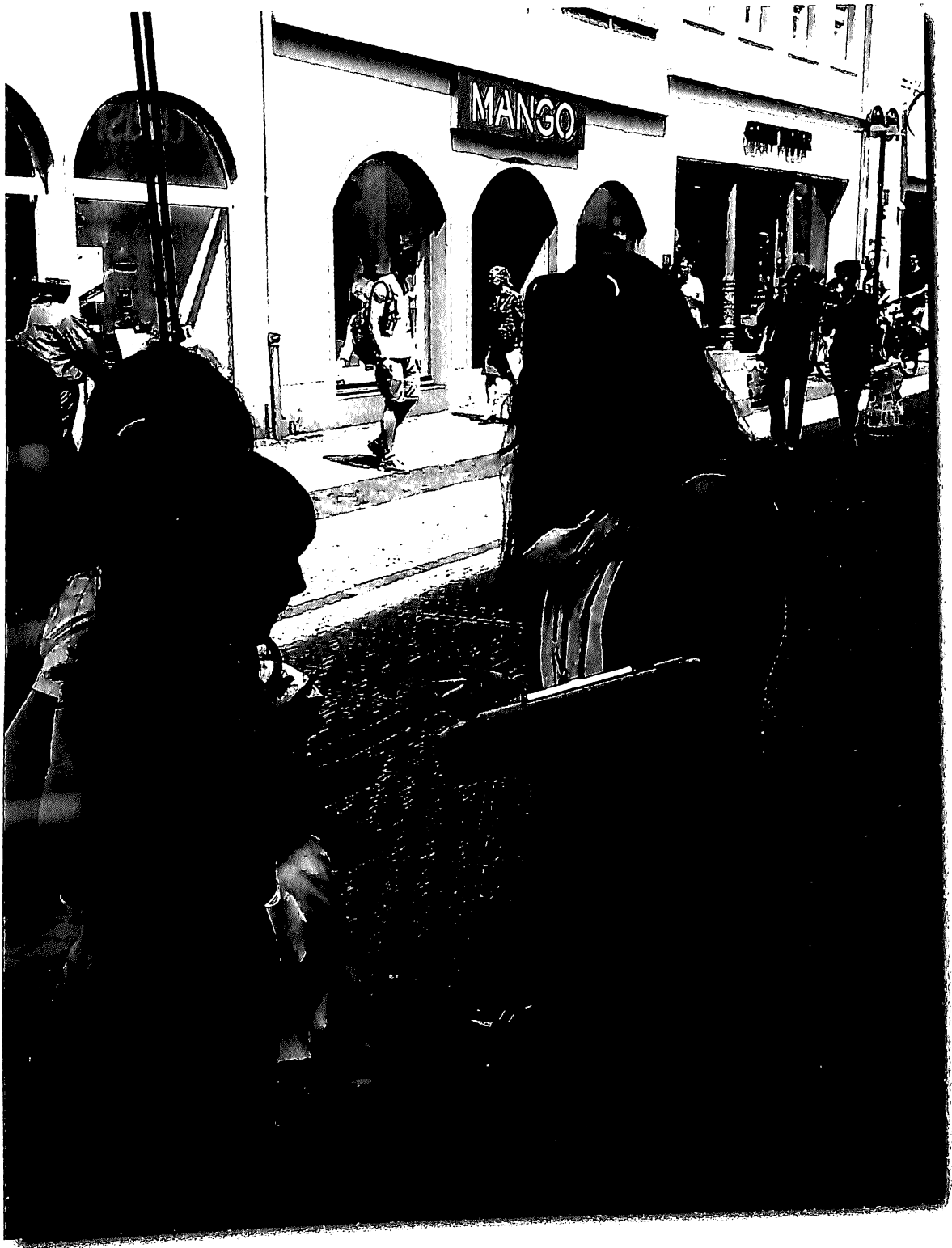
**Date:** August 9, 2013

**Overview:** The University of the Incarnate Word's Sustainability in Business Study Abroad trip to Heidelberg Germany. Watch as the students and professors embark on an exciting adventure to Germany and go on private tours of specific sustainable businesses.

## APPENDIX D - PHOTOS FROM CONDUCTED RESEARCH

**Gathering information in  
Heidelberg, Germany for  
social media research  
through survey analysis.**





*All Photos Credit to: Dr. Georgen Guerrero*

## **APPENDIX E - SURVEY QUESTIONNAIRES**

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich weiblich

Alter: 22

Stadt: Heidelberg

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

1. Wie viel <sup>Zeit</sup> Ihres Lebens <sup>verbringen Sie</sup> ~~schreiben Sie~~ mit Social-Media-Plattformen?

1 2 3 4 5 6 7 8 9 10

2. Wie viel Einfluss hat diese Art der Kommunikation <sup>z.B.</sup> auf Ihr Leben?

1 2 3 4 5 6 7 8 9 10

3. Wie abhängig sind Sie <sup>von</sup> ~~an~~ <sup>sozialen</sup> Medien?

1 2 3 4 5 6 7 8 9 10

4. Finden Sie diese Art der Kommunikation zu schwierig ~~sehr~~?

1 2 3 4 5 6 7 8 9 10

5. Haben Sie das Gefühl, dass diese Art der Kommunikation ~~ihren~~ Ihr Leben verändert hat?

1 2 3 4 5 6 7 8 9 10

6. Haben Sie das Gefühl, dass diese Art der Kommunikation ~~mit~~ sich positiv auf Ihr Leben ausgewirkt hat?

1 2 3 4 5 6 7 8 9 10

7. Haben Sie das Gefühl, dass Sie und andere ~~effektiver~~ <sup>effektiver</sup> ~~mit sozialen Medien~~ <sup>sozialen Medien</sup> kommunizieren können?

1 2 3 4 5 6 7 8 9 10

8. Haben Sie <sup>das Gefühl</sup> ein Gefühl von Freiheit mit dieser Methode der Kommunikation zu haben?

1 2 3 4 5 6 7 8 9 10

9. Fühlen Sie sich privat abgehört mit sozialen Medien in Ihrem Land? Haben Sie das Gefühl, dass Ihre Privatsphäre in Ihrem Land gefährdet ist?

1 2 3 4 5 6 7 8 9 10

10. Fühlen Sie sich durch soziale Medien kontrolliert?

1 2 3 4 5 6 7 8 9 10

Rank the social media platforms you use most often.

1. WhatsApp 2. Facebook 3. Instagram

7 Haben Sie das Gefühl, dass Sie und andere effektiver durch soziale Medien kommunizieren können?

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M X

Age: 25

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?

1 2 3 4 5 6 7 8 9 10

2. How much of an impact has this way of communication had on your life?

1 2 3 4 5 6 7 8 9 10

3. How dependent are you on social media?

1 2 3 4 5 6 7 8 9 10

4. Do you find this way of communication to be challenging?

1 2 3 4 5 6 7 8 9 10

5. Do you feel that this way of communicating has changed your life?

1 2 3 4 5 6 7 8 9 10

6. Do you feel that this way of communication has positively impacted your life?

1 2 3 4 5 6 7 8 9 10

7. Do you feel that you and others can communicate more effectively using social media?

1 2 3 4 5 6 7 8 9 10

8. Do you feel a sense of freedom using this method of communication?

1 2 3 4 5 6 7 8 9 10

9. Do you feel privately secure using social media in your country?

1 2 3 4 5 6 7 8 9 10

10. Do you feel controlled by social media?

1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. WhatsApp

2. Facebook

3. Instagram

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 21

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?

1 2 3 4 5 6 7 8 9 10

2. How much of an impact has this way of communication had on your life?

1 2 3 4 5 6 7 8 9 10

3. How dependent are you on social media?

1 2 3 4 5 6 7 8 9 10

4. Do you find this way of communication to be challenging?

1 2 3 4 5 6 7 8 9 10

5. Do you feel that this way of communicating has changed your life?

1 2 3 4 5 6 7 8 9 10

6. Do you feel that this way of communication has positively impacted your life?

1 2 3 4 5 6 7 8 9 10

7. Do you feel that you and others can communicate more effectively using social media?

1 2 3 4 5 6 7 8 9 10

8. Do you feel a sense of freedom using this method of communication?

1 2 3 4 5 6 7 8 9 10

9. Do you feel privately secure using social media in your country?

1 2 3 4 5 6 7 8 9 10

10. Do you feel controlled by social media?

1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. WhatsApp

2. Facebook

3. Instagram

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M X

Age: 24

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?

1 2 3 4 5 6 7 8 9 10

2. How much of an impact has this way of communication had on your life?

1 2 3 4 5 6 7 8 9 10

3. How dependent are you on social media?

1 2 3 4 5 6 7 8 9 10

4. Do you find this way of communication to be challenging?

1 2 3 4 5 6 7 8 9 10

5. Do you feel that this way of communicating has changed your life?

1 2 3 4 5 6 7 8 9 10

6. Do you feel that this way of communication has positively impacted your life?

1 2 3 4 5 6 7 8 9 10

7. Do you feel that you and others can communicate more effectively using social media?

1 2 3 4 5 6 7 8 9 10

8. Do you feel a sense of freedom using this method of communication?

1 2 3 4 5 6 7 8 9 10

9. Do you feel privately secure using social media in your country?

1 2 3 4 5 6 7 8 9 10

10. Do you feel controlled by social media?

1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. WhatsApp

2. Facebook

3. Instagram

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 45

City: SPENCER

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 7 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
3 1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 3 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: F

Age: 23

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 7 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 7 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 7 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Email
- WhatsApp

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 22

City: Munich

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
3 1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 7 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Email
- Facebook
- \_\_\_\_\_

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M

Age: 25

City: Berlin

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
6 7 6 1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
2 1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- WhatsApp
- Instagram
- Facebook

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 28

City: La Alfranca

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- 1 WhatsApp
- 2 Facebook
- 3 E-Mail

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 28

City: La Alfranca

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- 1 WhatsApp
- 2 Facebook
- 3 E-Mail

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 21

City: Galessteden

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- 1 Facebook
- 2 weir-kennt-wen
- 3

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 23

City: Galessteden

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- 1 Facebook
- 2
- 3



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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (P)

Age: 83

City: Karlsruhe

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
⑩ 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
⑩ 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 ④ 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 ⑧ 9 10

Rank which social media platforms you use the most.

1. WhatsApp
2. \_\_\_\_\_
3. \_\_\_\_\_

(15)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (P)

Age: 20

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 ③ 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 ⑥ 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 ⑥ 7 8 9 10
- Do you find this way of communication to be challenging?  
① 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 ⑦ 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 ⑧ 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 ③ 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 ② 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
① 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 ⑦ 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. WhatsApp
3. \_\_\_\_\_

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: X F

Age: 26

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
⑩ 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
⑩ 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
⑩ 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
⑩ 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. WhatsApp
2. \_\_\_\_\_
3. \_\_\_\_\_

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 33

City: Munich

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Twitter
- LinkedIn

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 22

City: Brazil

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Skype

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 36

City: Frankfurt

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Twitter
- LinkedIn

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 36

City: Frankfurt

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Twitter
- LinkedIn

(21)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (P)

Age: 33

City: Karlsruhe

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Skype
- 

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The Cultural Impact of Social Media on Society  
Eine Umfrage

Geschlecht: Männlich Weiblich

Alter: 33

Stadt: Karlsruhe

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit sozialen Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abhören mit sozialen Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Social Media Plattformen Sie am häufigsten verwenden.

- Facebook
- Skype
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 33

City: Karlsruhe

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- WhatsApp
- Facebook
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 33

City: Karlsruhe

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Tumblr
- YouTube

(23)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender M (F)

Age 15

City Offenburg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 ☒ 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 ☒ 5 6 7 8 9 10
- How dependent are you on social media?  
1 ☒ 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 ☒ 9 10
- Do you feel a sense of freedom using this method of communication?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 ☒ 10

Rank which social media platforms you use the most.

- WhatsApp
- Facebook
- Instagram

(24)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender M (F)

Age 11

City Hamburg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 ☒ 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 ☒ 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 ☒ 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 ☒ 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 ☒ 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Youtube
- Google talk
- Skype

(25)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender M (F)

Age 10

City Mannheim

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 ☒ 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 ☒ 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 ☒ 6 7 8 9 10

Rank which social media platforms you use the most.

- Youtube
- Google talk Hangout APP
- WhatsApp

(26)

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht Männlich Weiblich

Alter 14

Stadt Berlin

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 ☒ 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 ☒ 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 ☒ 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
☒ 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 ☒ 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
☒ 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit sozialen Medien?  
1 2 ☒ 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 ☒ 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abgehört mit sozialen Medien in Ihrem Land?  
1 2 3 4 5 6 ☒ 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 ☒ 3 4 5 6 7 8 9 10

Rang die Social media Plattformen die am häufigsten verwenden.

- WhatsApp
- Google talk
- Skype

(29)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 16

City: Hildesheim

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- WhatsApp
- Facebook
- 

(30)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 15

City: Kempten

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- WhatsApp
- Facebook
- Skype

(31)

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich — Weiblich

Alter: 33

Stadt: Hildesheim

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat absehbare mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- 
- 

(32)

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich — Weiblich

Alter: 23

Stadt: Hildesheim

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat absehbare mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- 
-

(23)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 15

City: Offenbach

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 ☒ 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 ☒ 5 6 7 8 9 10
- How dependent are you on social media?  
1 ☒ 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 ☒ 9 10
- Do you feel a sense of freedom using this method of communication?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 ☒ 10

Rank which social media platforms you use the most.

- WhatsApp
- Facebook
- Instagram

(27)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 10

City: Mannheim

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 ☒ 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 ☒ 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 ☒ 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 ☒ 6 7 8 9 10

Rank which social media platforms you use the most.

- Youtube
- Google talk Hangout App
- WhatsApp

(26)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 11

City: Düsseldorf

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 ☒ 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 3 ☒ 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 ☒ 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 ☒ 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Youtube
- Google talk
- WhatsApp

(28)

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: männlich / weiblich

Alter: 14

Stadt: Stuttgart

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 ☒ 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 ☒ 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 ☒ 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
☒ 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 ☒ 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
☒ 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit sozialen Medien?  
1 2 ☒ 4 5 6 7 8 9 10
- Haben Sie das Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 ☒ 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat ablenken mit sozialen Medien in Ihrem Land?  
1 2 3 4 5 6 ☒ 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 ☒ 3 4 5 6 7 8 9 10

Rang die Social media Plattformen die am häufigsten verwenden.

- WhatsApp
- Facebook
- Instagram

(29)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 16City: Hildesheim

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- WhatsApp
- Facebook
- Skype

(30)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 15City: Köln

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- WhatsApp
- Facebook
- Skype

(31)

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich WeiblichAlter: 33Stadt: Hildesheim

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abgehört mit soziale Medien in Ihrem Land?  
2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- WhatsApp
- Skype

(32)

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich WeiblichAlter: 23Stadt: Hildesheim

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abgehört mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
2 3 4 5 6 7 8 9 10

Rang die soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- WhatsApp
- Skype

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich ☒ Weiblich

Alter: 22

Stadt: Heidelberg

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abheben mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- Instagram
- Twitter

33

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich ☒ Weiblich

Alter: 24

Stadt: Heidelberg

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abheben mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- Instagram
- Twitter

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich ☒ Weiblich

Alter: 19

Stadt: Münster (Germany)

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abheben mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- Instagram
- Twitter

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich ☒ Weiblich

Alter: 16

Stadt: Heidelberg

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abheben mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- Instagram
- Twitter

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich Weiblich

Alter: 37

Stadt: Heidelberg

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

1. Wie viel ein Teil ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
2. Wie viel Einfluss hat diese Art der Kommunikation hatte auf ihr Leben?  
1 2 3 4 5 6 7 8 9 10
3. Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
4. Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
5. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
6. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
7. Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
8. Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
9. Fühlen Sie sich privat abgehört mit soziale Medien in ihrem Land?  
1 2 3 4 5 6 7 8 9 10
10. Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Social media Plattformen Sie am häufigsten verwenden.

1. Facebook
2. Instagram
3. -

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich Weiblich

Alter: 36

Stadt: Heidelberg

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

1. Wie viel ein Teil ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
2. Wie viel Einfluss hat diese Art der Kommunikation hatte auf ihr Leben?  
1 2 3 4 5 6 7 8 9 10
3. Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
4. Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
5. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
6. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
7. Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
8. Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
9. Fühlen Sie sich privat abgehört mit soziale Medien in ihrem Land?  
1 2 3 4 5 6 7 8 9 10
10. Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Social media Plattformen Sie am häufigsten verwenden.

1. Facebook
2. -
3. -

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich Weiblich

Alter: 25

Stadt: Heidelberg

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

1. Wie viel ein Teil ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
2. Wie viel Einfluss hat diese Art der Kommunikation hatte auf ihr Leben?  
1 2 3 4 5 6 7 8 9 10
3. Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
4. Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
5. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
6. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
7. Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
8. Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
9. Fühlen Sie sich privat abgehört mit soziale Medien in ihrem Land?  
1 2 3 4 5 6 7 8 9 10
10. Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Social media Plattformen Sie am häufigsten verwenden.

1. Facebook
2. -
3. -

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich Weiblich

Alter: 23

Stadt: Heidelberg

Sie bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

1. Wie viel ein Teil ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
2. Wie viel Einfluss hat diese Art der Kommunikation hatte auf ihr Leben?  
1 2 3 4 5 6 7 8 9 10
3. Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
4. Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
5. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
6. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
7. Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
8. Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
9. Fühlen Sie sich privat abgehört mit soziale Medien in ihrem Land?  
1 2 3 4 5 6 7 8 9 10
10. Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Social media Plattformen Sie am häufigsten verwenden.

1. Facebook
2. WhatsApp (?)
3. -

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(45)

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich WeiblichAlter: 23Stadt: Heidelberg

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation heute auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abheben mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden.

- WhatsApp
- Facebook
- 

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich WeiblichAlter: 23Stadt: Paris

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation heute auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abheben mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- MSN
- WhatsApp

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Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich WeiblichAlter: 23Stadt: Heidelberg

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation heute auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abheben mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- WhatsApp
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: Male FemaleAge: 23City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Twitter
- Google+

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 24City: Hendelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 22City: Hendelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 21City: Hendelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Skype

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 21City: Hendelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Skype

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F

Age: 20

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 22

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Instagram

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F

Age: 30

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F

Age: 36

City: Munich

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
7 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Instagram

The Cultural Impact of Social Media on Society

A Case Study Questionnaire

Gender M  
Age 37  
City Hyderabad

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
2. How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
3. How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
4. Do you feel this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
5. Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
6. Do you feel that the way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
7. Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
8. Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
9. Do you feel privacy secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
10. Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook  
2. Xing  
3. LinkedIn

Rank which social media platforms you use the most.

1. How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
2. How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
3. How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
4. Do you feel this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
5. Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
6. Do you feel that the way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
7. Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
8. Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
9. Do you feel privacy secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
10. Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook  
2. Xing  
3. LinkedIn

The Cultural Impact of Social Media on Society

A Case Study Questionnaire

Gender M  
Age 37  
City Hyderabad

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
2. How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
3. How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
4. Do you feel this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
5. Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
6. Do you feel that the way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
7. Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
8. Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
9. Do you feel privacy secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
10. Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook  
2. Xing  
3. LinkedIn

Rank which social media platforms you use the most.

1. How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
2. How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
3. How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
4. Do you feel this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
5. Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
6. Do you feel that the way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
7. Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
8. Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
9. Do you feel privacy secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
10. Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook  
2. Xing  
3. LinkedIn

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M  
Age: 44  
City: Philadelphia

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10 8
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10 8
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10 8
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10 8

Rank which social media platforms you use the most.

- Facebook, WhatsApp
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F  
Age: 29  
City: Nottingham, UK

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10 8
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10 8
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10 8
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10 8

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F  
Age: 34  
City: Berlin

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10 8
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10 8
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10 8
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10 8
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10 8

Rank which social media platforms you use the most.

- Facebook
- 
- 

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich Weiblich

Alter: 34  
Stadt: Hamburg

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10 8
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10 8
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10 8
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10 8
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10 8
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10 8
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit sozialen Medien?  
1 2 3 4 5 6 7 8 9 10 8
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10 8
- Fühlen Sie sich privat abgehört mit sozialen Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10 8
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10 8

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden.

- WhatsApp
- Facebook
-

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich Weiblich

Alter: 37

Stadt: Sindelfingen

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

1. Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10 5
2. Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10 5
3. Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10 3
4. Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10 1
5. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10 1
6. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10 1
7. Haben Sie das Gefühl, dass Sie und andere können effektiv zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10 1
8. Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10 1
9. Fühlen Sie sich privat absteuern mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10 1
10. Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10 1

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden.

1. Facebook
2. WhatsApp
3. Twitter

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 28

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10 7
2. How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10 10
3. How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10 1
4. Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10 1
5. Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10 10
6. Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10 1
7. Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10 1
8. Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10 1
9. Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10 1
10. Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10 1

Rank which social media platforms you use the most.

1. Facebook
2. Xing
3. Google+

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 20

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10 6
2. How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10 10
3. How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10 3
4. Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10 1
5. Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10 1
6. Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10 1
7. Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10 1
8. Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10 1
9. Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10 1
10. Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10 10

Rank which social media platforms you use the most.

1. Facebook
2. -
3. -

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 22

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

1. How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10 5
2. How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10 10
3. How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10 1
4. Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10 1
5. Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10 10
6. Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10 1
7. Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10 1
8. Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10 1
9. Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10 1
10. Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10 10

Rank which social media platforms you use the most.

1. FB
2. -
3. -



The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F  
Age: 19  
City: Mannheim

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F  
Age: 19  
City: Mannheim

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Instagram
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F  
Age: 19  
City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F  
Age: 19  
City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
-

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 21City: Manchester

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Twitter
- Buzzfeed

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 19City: London

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Twitter
- Facebook
- Instagram

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Die kulturellen Auswirkungen der Social Media auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich WeiblichAlter: 21Stadt: Heidelberg

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel von Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation hatte auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abgehört mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die Social media Plattformen Sie am häufigsten verwenden.

- Facebook.de
- WhatsApp
- Skype

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 21City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Skype

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F

Age: 20

City: Houston

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Email

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M F

Age: 20

City: Houston

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Email

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F

Age: 34

City: Houston

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- facebook
- studivz
- email

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F

Age: 25

City: Houston

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- News paper sites - discussion
- University stuff

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒  
Age: 24  
City: Leipzig

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. \_\_\_\_\_
3. \_\_\_\_\_

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒  
Age: 24  
City: Köln (Cologne)

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. Wechat
3. \_\_\_\_\_

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒  
Age: 19  
City: León, Coahuila, Mexico

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. WhatsApp
2. Facebook
3. Instagram

83

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒  
Age: 20  
City: León, Coahuila, Mexico

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. WhatsApp
2. Twitter
3. Facebook

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒

Age: 19

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 ☒ 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 ☒ 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 ☒ 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 ☒ 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 ☒ 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 ☒ 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 ☒ 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 ☒ 9 10

Rank which social media platforms you use the most

1. mobile phone
2. PC
3. TV

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: ☒ M ☐ F

Age: 19

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 ☒ 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 ☒ 6 7 8 9 10
- How dependent are you on social media?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 ☒ 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 ☒ 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 ☒ 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 ☒ 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 ☒ 9 10

Rank which social media platforms you use the most.

1. Facebook
- 2.
- 3.

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☐ F ☒

Age: 20

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 ☒ 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 ☒ 8 9 10
- How dependent are you on social media?  
1 2 3 4 ☒ 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 ☒ 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 ☒ 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 ☒ 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 ☒ 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 ☒ 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. Instagram
3. Twitter

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: ☒ M ☐ F

Age: 20

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 ☒ 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 ☒ 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 ☒ 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 ☒ 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 ☒ 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 ☒ 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 ☒ 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 ☒ 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. Instagram
3. Twitter

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 19City: Hendeburg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Twitter
- WhatsApp

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 20City: HANAU, H.E. DA

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10 11
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10 10 12

Rank which social media platforms you use the most.

- WhatsApp
  - CLIQUE PARTNER
  - WIKI (WhatsApp)
- Was kein WIKI

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 24City: Hanau

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- Twitter
- WhatsApp

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 20City: HANAU

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Twitter

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: (M) F

Age: 23

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 29

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- WhatsApp
- WhatsApp app
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 25

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 25

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
-

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 22

City: Hanoi

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 ☒ 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 ☒ 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 ☒ 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 ☒ 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. \_\_\_\_\_
3. \_\_\_\_\_

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 22

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
☒ 1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
☒ 1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 ☒ 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 ☒ 9 10

Rank which social media platforms you use the most.

1. TL 100 zone.net
2. \_\_\_\_\_
3. \_\_\_\_\_

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 22

City: \_\_\_\_\_

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 ☒ 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 ☒ 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 ☒ 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 ☒ 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
☒ 1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 ☒ 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. \_\_\_\_\_
3. \_\_\_\_\_

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M ☒ F

Age: 22

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 ☒ 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 ☒ 7 8 9 10
- How dependent are you on social media?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 ☒ 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 ☒ 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 ☒ 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 ☒ 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 ☒ 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 ☒ 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

1. Facebook
2. \_\_\_\_\_
3. \_\_\_\_\_



(10)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 16

City: Berlin

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Instagram
- Facebook
- Twitter

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 16

City: Berlin

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Instagram
- Facebook
- Twitter

(103)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 16

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Twitter
- Facebook
- X

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 16

City: Berlin

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Twitter
- Facebook
- X

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (P)

Age: 33

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

(106)

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (P)

Age: 33

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- 
- 
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (P)

Age: 29

City: Kuwait

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Skype
- 
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (P)

Age: 29

City: Heidelberg

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- 
- 
-

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 1

City: ...

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 15

City: ...

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Instagram
- 
- 

Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich (Weiblich)

Alter: 16

Stadt: ...

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

- Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1 2 3 4 5 6 7 8 9 10
- Wie viel Einfluss hat diese Art der Kommunikation auf Ihr Leben?  
1 2 3 4 5 6 7 8 9 10
- Wie abhängig sind Sie auf soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Finden Sie diese Art der Kommunikation zu schwierig sein?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich Ihr Leben verändert?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf Ihr Leben ausgewirkt?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1 2 3 4 5 6 7 8 9 10
- Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich privat abseichern mit soziale Medien in Ihrem Land?  
1 2 3 4 5 6 7 8 9 10
- Fühlen Sie sich durch soziale Medien kontrolliert?  
1 2 3 4 5 6 7 8 9 10

Rang die soziale Medien Plattformen Sie am häufigsten verwenden.

- Facebook
- Twitter
- 

The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M (F)

Age: 21

City: ...

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
-

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 26City: Berkeley

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 8 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 4 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 3 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 7 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- 
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 31City: Minneapolis

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Facebook
- WhatsApp
- Twitter

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 39City: Minneapolis

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
1 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Twitter, WhatsApp - Messenger - Email
- 
- 

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The Cultural Impact of Social Media on Society  
A Case Study Questionnaire

Gender: M FAge: 33City: LA

Please rate the following on a scale of 1 to 10 with 10 being the highest and 1 the lowest.

- How much a part of your life is spent using social media platforms?  
1 2 3 4 5 6 7 8 9 10
- How much of an impact has this way of communication had on your life?  
1 2 3 4 5 6 7 8 9 10
- How dependent are you on social media?  
1 2 3 4 5 6 7 8 9 10
- Do you find this way of communication to be challenging?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communicating has changed your life?  
1 2 2 3 4 5 6 7 8 9 10
- Do you feel that this way of communication has positively impacted your life?  
1 2 3 4 5 6 7 8 9 10
- Do you feel that you and others can communicate more effectively using social media?  
1 2 3 4 5 6 7 8 9 10
- Do you feel a sense of freedom using this method of communication?  
2 2 3 4 5 6 7 8 9 10
- Do you feel privately secure using social media in your country?  
1 2 3 4 5 6 7 8 9 10
- Do you feel controlled by social media?  
1 2 3 4 5 6 7 8 9 10

Rank which social media platforms you use the most.

- Twitter
- WhatsApp
- Skype



Die kulturellen Auswirkungen der Sozialen Medien auf die Gesellschaft  
Eine Umfrage

Geschlecht: Männlich    Weiblich

Alter: \_\_\_\_\_

Stadt: \_\_\_\_\_

Bitte bewerten Sie die folgenden auf einer Skala von 1 bis 10, wobei 10 die höchste und 1 die niedrigste.

1. Wie viel ein Teil Ihres Lebens verbracht wird mit Social-Media-Plattformen?  
1   2   3   4   5   6   7   8   9   10
2. Wie viel Einfluss hat diese Art der Kommunikation hatte auf ihr Leben?  
1   2   3   4   5   6   7   8   9   10
3. Wie abhängig sind Sie auf soziale Medien?  
1   2   3   4   5   6   7   8   9   10
4. Finden Sie diese Art der Kommunikation zu schwierig sein?  
1   2   3   4   5   6   7   8   9   10
5. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich ihr Leben verändert?  
1   2   3   4   5   6   7   8   9
6. Haben Sie das Gefühl, dass diese Art der Kommunikation hat sich positiv auf ihr Leben ausgewirkt?  
1   2   3   4   5   6   7   8   9   10
7. Haben Sie das Gefühl, dass Sie und andere können effektiver zu kommunizieren mit soziale Medien?  
1   2   3   4   5   6   7   8   9   10
8. Haben Sie das Gefühl ein Gefühl von Freiheit mit dieser Methode der Kommunikation?  
1   2   3   4   5   6   7   8   9   10
9. Fühlen Sie sich privat absichern mit soziale Medien in Ihrem Land?  
1   2   3   4   5   6   7   8   9   10
10. Fühlen Sie sich durch soziale Medien kontrolliert?  
1   2   3   4   5   6   7   8   9   10

Rang die Soziale Medien Plattformen Sie am häufigsten verwenden:

1. Facebook
2. Twitter
3. Instagram