



## 60 Second HWS JustFACTS Surveys

The *60 Second JustFACTS Surveys* are anonymous surveys designed by the JustFACTS team that ask 5-6 short questions on a topic of interest to the HWS community. Survey invitations are delivered by electronic mail to every student on campus or a specified subpopulation. Data collection lasts for approximately 5 days. The web based survey is designed to work on smart phones or on a computer with a web browser.

## Survey Questions and Results

### Fall 2014 *60 Second HWS JustFACTS Survey on social network use at HWS with 424 respondents (October 24-29, 2014):*

How frequently to you use the following social network sites?

Facebook, Twitter, Instagram, Snapchat, Google+, Yik Yak, Vine, Tumblr, Pinterest,

- Never
- A few times a year
- Once or twice a month
- Weekly
- Two or three times a week
- Daily
- Several times daily

### Selected Results

Social Media Channel	% that use daily or more often	% that never use
Facebook	74.1	5.4
Snapchat	70.1	14.6
Instagram	58.9	23.8
Yik Yak	29.7	50.7
Twitter	25.8	42.2
Google+	11.8	56.1
Tumblr	8.2	62.7
Pinterest	6.1	57.7
Vine	4.1	69.4