

## SOCIAL MEDIA SAMPLE PROJECT

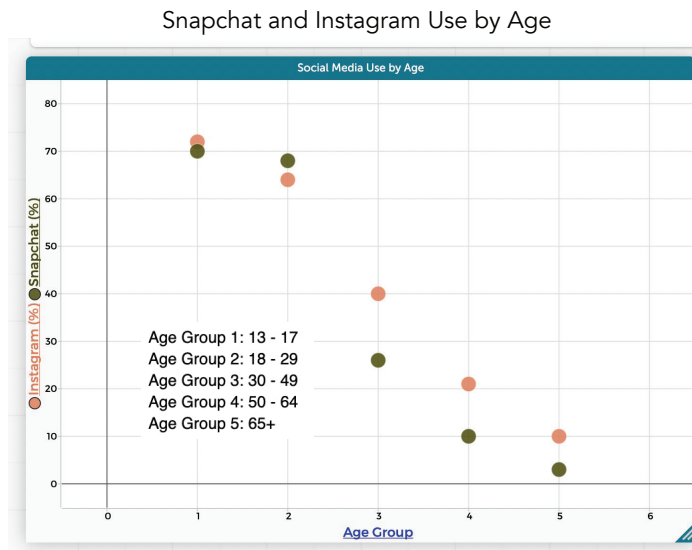
# Oh, Snap! Social Media Use by Different Age Groups

Sample Data Project

## Data Trend

The percentage of people who use Snapchat and Instagram decreases with age.

# Graph

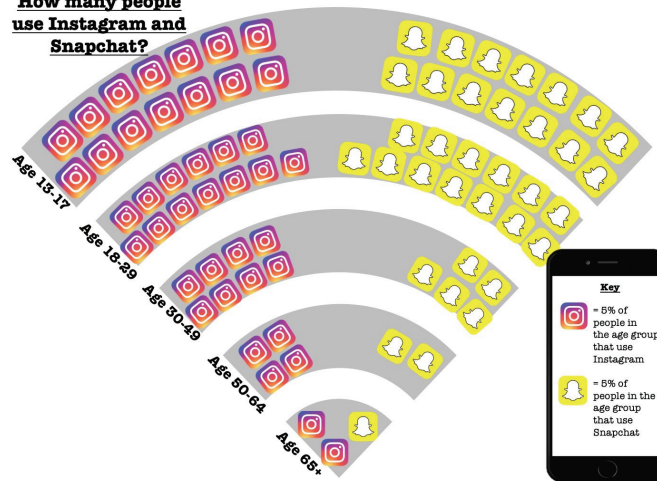


## Possible Explanation

Instagram and Snapchat are both apps designed to be used on smart phones rather than on computers. The percentage of people who own a smart phone also decreases with age, so it makes sense that these apps are more popular with groups that are more likely to have a smart phone.

# Creative Project

**How many people use Instagram and Snapchat?**



## Action Plan

The data trend I identified is that the percentage of people who use Snapchat and Instagram decreases with age. This trend presents a financial problem for local businesses who rely on marketing via social media to increase awareness about their services. Because older people are less likely to use Snapchat and Instagram, they are also less likely to interact with businesses that use those platforms. My action plan will target people in the 30 to 49-year-old age group and aim to increase their use of Snapchat and Instagram to help local businesses.

To increase Snapchat and Instagram use by people in the 30 to 49-year-old age group, I will team up with local businesses and suggest that they provide exclusive coupons or discounts via social media. I will help businesses run advertisements about these social media discounts in places where older people will see them, such as newspapers, television, or at the local businesses. People will receive coupons through social media, which will make them more likely to download apps like Snapchat and Instagram. This action plan will help local businesses reach more customers, and it will increase the percentage of people in older age groups who use Snapchat and Instagram.

# Brief Reflection

When I first heard about the Water Conservation Data Jam project, I thought it sounded crazy. I have never done anything like this before. I collected my own data for a science fair project once, but I did not have to come up with a creative way to present that data.

Now that I have done a Data Jam project, I realize how much fun it is. It was difficult to figure out what the data trend was. However, once we had that, we had fun figuring out a creative way to present the data and solving water problems. We also had to do a lot of work to figure out the scale for our creative project. I learned how fun it is to think about new ways to present scientific data. One question I now have is what jobs are available that would allow me to use these skills.