

Instant Messaging at Northeastern University



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PRESENTATION OUTLINE

- MAIN IDEAS
- HYPOTHESES
- STUDY DESIGN
- RESULTS
- CONCLUSION

MAIN IDEAS

- Instant Messaging (IM) plays an important role among Northeastern University students
- IM is being used in many different ways besides only chatting
- Although there are numerous IM protocols on the market only a couple of them are popular among Northeastern Students
- Even though IM is very popular, it is not the dominating method of communication among Northeastern students

HYPOTHESES

- Our hypotheses was:
"Instant Messaging has supplanted other forms of communication methods and has become the most popular way of communication among Northeastern Students"

STUDY DESIGN

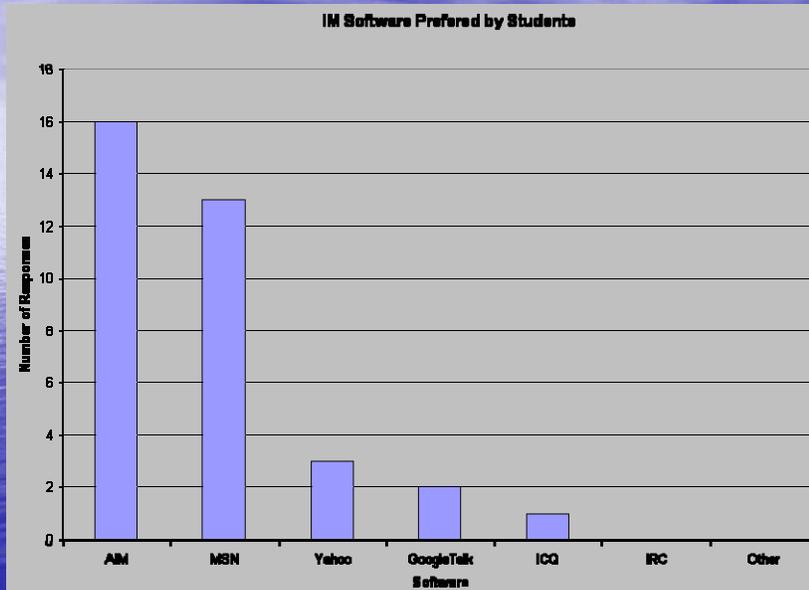
- Randomly selected 17 students from InfoCommons
- All participants were given a verbal overview and asked to participate in a survey
- If they agreed, the students were given a survey which consisted of 9 questions
- There were no risks to take the survey
- Only discomfort is the time spent taking the survey (approximately 2 minutes)
- No compensations were given

RESULTS

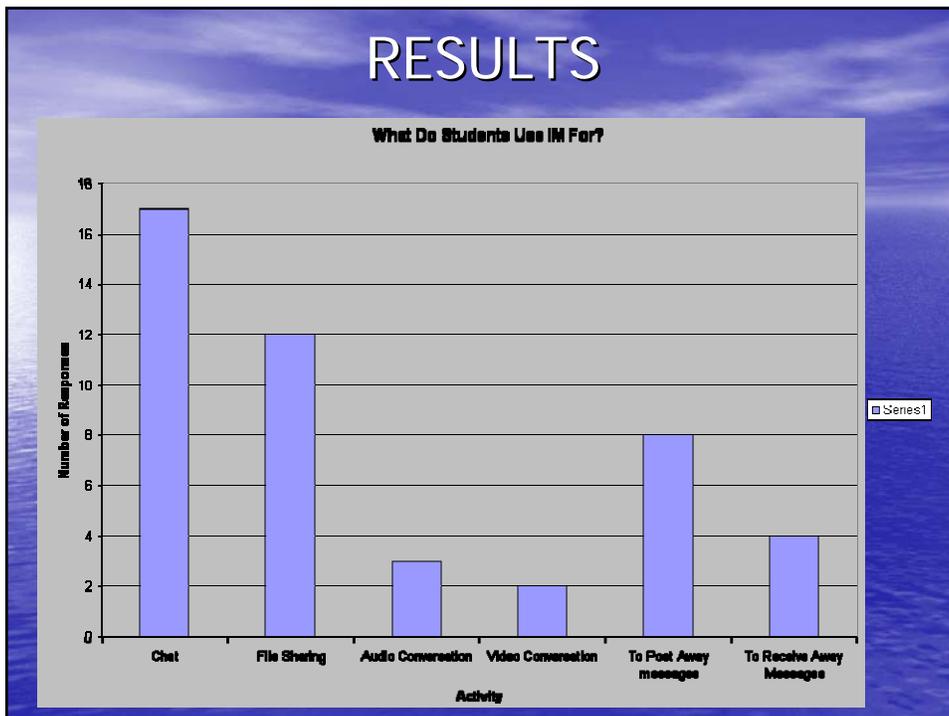
- 13 MALE PARTICIPANTS
- 4 FEMALE PARTICIPANTS
- TOTAL OF 17 PARTICIPANTS

- 2 FRESHMAN
- 1 SOPHOMORE
- 6 JUNIORS
- 8 SENIORS

RESULTS

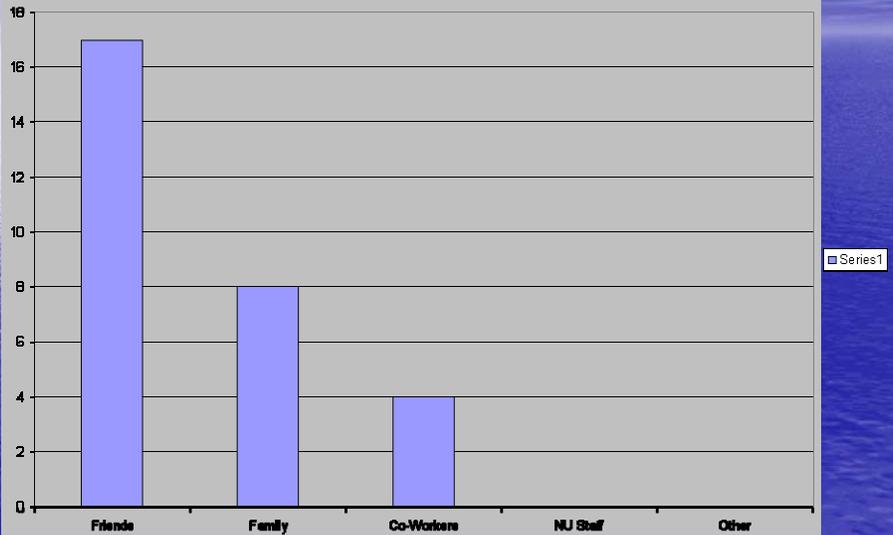


RESULTS



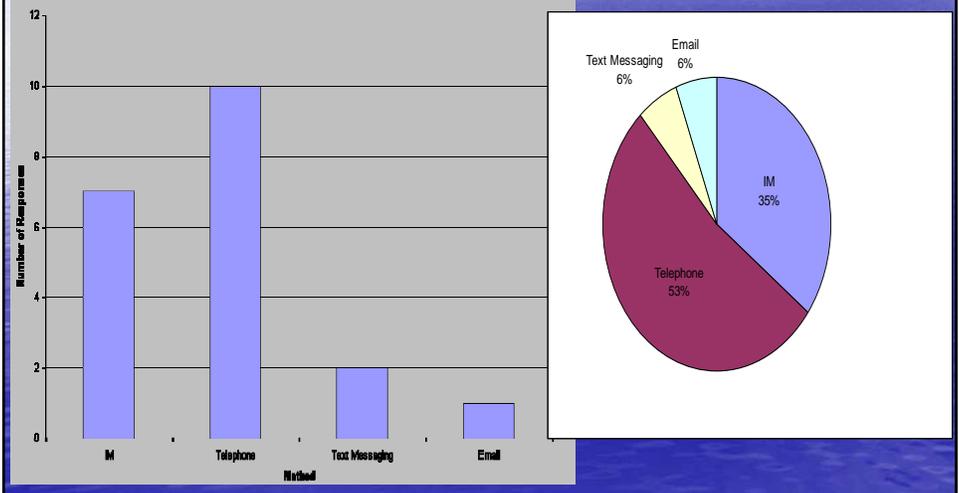
RESULTS

Who do students communicate using IM?

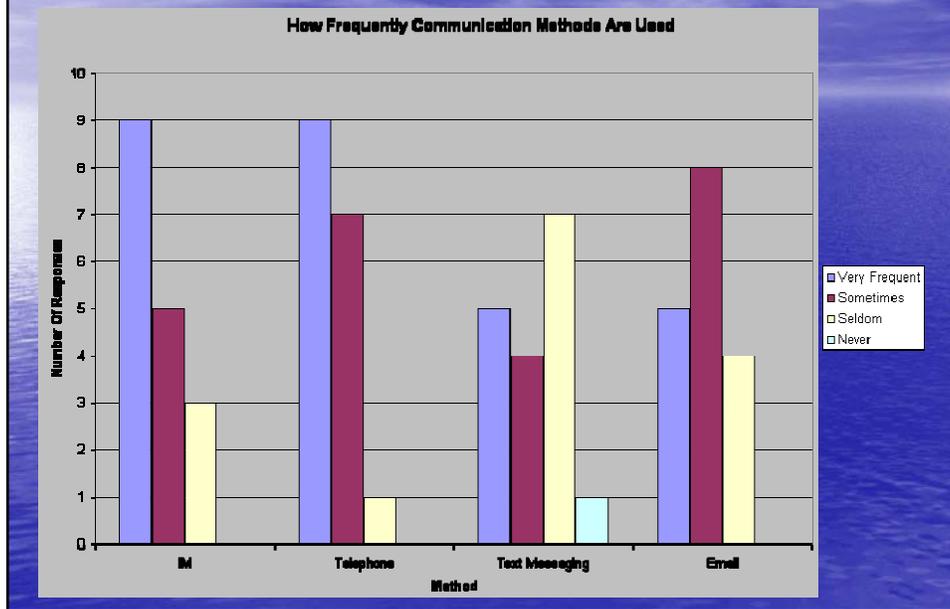


RESULTS

Most Popular Communication Methods



RESULTS



RESULTS

- 63.2% USE ONLY ONE IM SOFTWARE
- 31.6% COMMUNICATE WITH TWO DIFFERENT GROUPS OF PEOPLE (FRIENDS, FAMILY, ETC.)
- 94.7% USE IM FOR SOMETHING OTHER THAN CHATTING
- 5.3% USE IT FOR ONLY CHATTING

CONCLUSION

- OUR HYPOTHESES WAS WRONG
TELEPHONE IS STILL THE MOST POPULAR
METHOD OF COMMUNICATION
- MAJORITY OF STUDENTS LIKE AND USE IM
DAILY
- STUDENTS SEE IM AS A COST EFFECTIVE WAY
OF COMMUNICATION