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An analysis to determine the most suitable type of multimedia used on Facebook social media platform

Nuhu Abdul'alim Muhammad

elgurama1989@gmail.com

Federal University Kashere, Gombe, Nigeria

ABSTRACT

Humans have always had the need to communicate with one another. We use communication as a means of social interactions. Communication is vital to building relationships. Modern forms of communication allow users to stay in touch with friends and family from anywhere in the world. The need for improvement in communication led to the development of Printing Press, Telegraph, fax machine, telephone, Radio, Television, and satellite. In the 20th century, the internet was born which allowed for the creation of social media platforms. The first recognizable social media site called the SixDegrees.com, followed by AOL instant messenger, Friendster, LinkedIn, MySpace, Facebook, Twitter, Instagram, Snapchat etc. Multimedia is a combination of text, audio, images, animations, video and interactive content. Multimedia can be recorded, played, displayed, interacted with or accessed by information content processing devices. Social media is defined as a platform, websites, and applications that enable users to communicate create and share content. Social media uses multimedia to create content and enable users to communicate and share information. Facebook is a social networking site that allows users to post comments, share photographs, chat live, watch videos and post links to news and other interesting content on the web. The explosive growth of multimedia on social media platforms has revolutionized interactions. Before users only chat and read the information on social media platforms but nowadays, users have a very high engagement with the different forms of multimedia like sharing, liking, disliking, commenting, tagging etc. This research is aimed at finding the most preferred type of multimedia on the platform of Facebook from the user's perspective. 1. To determine the most favorite form of multimedia used by users of Facebook. 2. To find the reason for selecting the most preferred multimedia form. 3. To measure the time spent by users on a particular form of multimedia on Facebook. 4. To let users know the amount of time they spent on the Facebook social media platform. For the research methodology, a questionnaire was developed and primary data were collected from respondents. A total of 200 questionnaires were distributed in Jaipur city of Rajasthan in India. A total of 185 participants responded to the questionnaires. The data collected was entered and analyzed using the Statistical Package for the Social Sciences SPSS software. The research result found: a. the age bracket that mostly uses Facebook is 24 to 34 years. b. The overall most preferred type of multimedia on Facebook is text. c. All the different types of multimedia video, text, images, and audio can be all used for sport, education, politics, and entertainment. d. The time spent watching video per day corresponds to the type of multimedia preferred on Facebook. Those that spend more than two hours on Facebook preferred watching videos. In conclusion, Social media platforms are applications that enable users to connect to other users by setting up personal profiles, inviting friends to have access to these profiles, and allowing messages between the social circles. As social media platforms such as Facebook keeps evolving, information is made into various multimedia types like images, text, video, audio. This allows users to choose and communicate using any type of multimedia they prefer or combine more than one type of multimedia to communicate.

Keywords— Multimedia, Social media, Facebook

1. INTRODUCTION

Since time immemorial, man has always had the need to communicate with one another. Human beings are social creatures. We use communication as a means of social interactions. Communication is key to building relationships. Modern forms of communication allow us to stay in touch with friends and family from anywhere in the world.

The need for improvement in communication led a German Goldsmith called Johannes Gutenberg to invent the Printing Press. In the 19th century, communication evolved as a result of many ground breaking discoveries like the Telegraph in 1837, the penny post in 1840 for posting letters, fax machine in 1843, the telephone in 1876 and the typewriter in 1874.

In the 20th century, Radio broadcasting began in 1922. Followed by Television in 1925. In 1960 the first communications satellite was launched.

In the 21st century, the internet was born this allowed for the creation of social media platforms. In 1997, the first recognizable social media site called the SixDegrees.com was launched. This enabled users to upload profile pictures and connect with others. Multimedia is a combination of text, audio, images, animations, video and interactive content. Multimedia can be recorded, played, displayed, interacted with or accessed by information content processing devices.

Social media is defined as a platform, websites and applications that enable users to communicate create and share content. Facebook is a social media platform that was launched on the 4th February 2004, by Mark Zuckerberg, along with fellow Harvard College students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Social media uses multimedia to create content and enable users to communicate and share information.

The explosive growth of multimedia on social media platforms is revolutionizing interactions. Before users only chat and read the information on social media platforms but nowadays, users have a very high engagement with the different forms of multimedia like sharing, liking, and disliking, commenting, tagging e.t.c.

1.1 Aim and objectives

This research work aims to find out the most preferred type of multimedia on the platform of Facebook from the users perspective.

- (a) To determine the most favorite form of multimedia used by users of Facebook.
- (b) To find the reason for selecting the most preferred multimedia form.
- (c) To measure the time spent by users on a particular form of multimedia on Facebook.
- (d) To let users know the amount of time they spent on the Facebook social media platform.

1.2 Significance of the study

The study paper is significant in the following ways:

- (a) This paper will be significant to government, organizations and companies know the most preferred multimedia type so that they can use it when transmitting information to people.
- (b) The findings can be utilized by companies and businesses by making them aware of the most preferred multimedia type on Facebook so that they can utilize it and transmit their adverts wisely to the right target customers.
- (c) Institutions can also use the findings of this paper to know the best type of multimedia for transmitting information, news and bulletins.

1.3 Scope and limitation

The study is limited to determining the most suitable type of multimedia on Facebook Social media platform from the user's point of view. All data from the primary source questionnaire was collected from Jaipur City of Rajasthan in India.

1.4 Research questions

The following questions are intended to be answered by the findings of the research:

- (a) Which age bracket mostly uses Facebook?
- (b) What is the most preferred Multimedia form used by the user of Facebook Social media platform?
- (c) Is there a relationship between the times spent watching, reading, listening and viewing a particular form of multimedia to selecting it as users preferred form?
- (d) Is there a relationship between the areas of interest to the selection of a particular form?

2. LITERATURE REVIEW

The main purpose of this chapter is to summarize the findings of past studies which are related to the present research. During the course of this research, relevant information was reviewed from journals, conference proceedings, textbooks and online materials.

Heiden (2011). States that social media relates to the technology and platforms that enable the interactive web's content creation, collaboration and exchange of information and communication by users and the public [1]

Mayer (2001) defines multimedia as the combination of various digital media types, such as text, images, sound, and video, into an integrated multi-sensory interactive application or presentation to convey a message or information to an audience. He also describes the potential benefits of multimedia that humans possess visual and auditory information processing capabilities [2]

3. MULTIMEDIA

The word multimedia is composed of two parts: the prefix *multi* and the root word *media*. The prefix comes from the Latin word *multus* which means numerous or many while the root word *media* means the middle or center. Multimedia is any content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content. Multimedia can be recorded, played, displayed, interacted with or accessed by information content processing devices, such as computerized and electronic devices [3]

3.1 Types of multimedia

Multimedia is made up of many types or forms or elements example text, images, audio, video and animation.

3.1.1 Text: It is a collection of characters that are used in writing and communication. It comprises of characters that are used to create words, sentences and paragraphs. It is the simplest and widely used type of multimedia used to pass a message across. Text is used in titles, headlines, subtitles, and slogans to express specific information or reinforce the information in other forms of media.

It has attributes like font types, sizes and colour. You can choose a font type, size and colour to set a tone, project an image, or you can choose the mood you want to evoke with the background colour. Text can make the intended message you want to convey through multimedia more understandable. A link can be made of text to access other media or related information can be accessed by clicking on text links.

3.1.2 Images: Is seen as a depiction or visual perception of an object. Image is used to capture pictures of the object on photographs. Images in multimedia may consist of slide shows or galleries that a website visitor can view. A programmer can use photos as multimedia objects to embed them with descriptive HTML code such as a title because if a browser fails to load the images, the website user will at least know what should be there. Illustrations are perhaps the oldest form of media, harking back at least as far as the prehistoric paintings on cave walls found in various locations around the world. Gutenberg's printing press in the 1400s enabled mass distribution of multimedia works containing both text and images. The growth of electronic communications has meant that older text-only forms of communication could be enhanced with photographs and images as well. Small images such as thumbnails or icons are often used as a visual entry point or links to larger images or more detailed information.

3.1.3 Audio: Audio is a technology that is used to record, store, manipulate, generate and reproduce sound using audio signals that have been encoded in digital form. It is simply a voice that is in an audio format. It also refers to the sequence of discreet samples that are taken from an analog audio waveform. In a multimedia application that uses dialogue, recorded narration, music and sound effects. Adding audio to a presentation can be a great way to catch and focus the visitor's attention, to deliver information to visitors, and to help reinforce the visitor's comprehension of the information presented. For example, narration can be used to describe what is being seen in an animation clip enhancing the understanding of what the clip is all about. The use of related music and special sound effects in the background is also very effective for the visitor's experience. Presentations can add sound, from a musical background to a spoken explanation, by including audio files. Even digital cameras which were image-based technologies have now been engineered these days to record sound as well.

Audio takes more space than images. One minute of sound can take up to 2-3 Mbs of space. Several techniques are used to compress audio to a suitable format which reduces the file size without greatly sacrificing sound quality. Compressed files require less storage space and stream faster when sent over the internet or transmitted to local systems. Your website or presentation can add sound, from a musical background to a spoken explanation, by including audio files.

3.1.4 Video: Video is a visual type of multimedia that combines a sequence of images to form moving pictures and sound. Video is simply a combination of moving pictures. It combines images and sound for a compelling multimedia experience. Videos can include text as well, which often appears as captioning for spoken words or as text in an image, as in the case of a slide presentation. Video is one of the most space consuming multimedia type. Videos are stored as a sequence of frames. Depending upon its resolution and size a single frame can consume up to 1 MB. Embedded video is highly used in web design. Video can have an impact on social media platforms in a very unique and powerful way. You can share information about your business or company, showcase a new product, build brand awareness, or even promote an upcoming event. Videos on social media platforms continue to gain popularity as more and more users demand it. Social media sites like Facebook, Twitter and LinkedIn all provide video integration capabilities which allow users to share relevant videos on these platforms.

3.1.5 Animation: It is defined as a simulation of movement created by displaying a series of pictures, or frames. It is also a method by which pictures are manipulated to appear as moving images. Today, most animations are made with computer generated imagery. Cartoons on television are one example of animation. Animation on computers is one of the types of multimedia presentations. There are many software applications that enable you to create animations. The difference between animation and video is that video takes continuous motion and breaks it up into discrete frames while animation starts with independent pictures and puts them together to form the illusion of continuous motion. Traditionally in animation, images are drawn or painted by hand on transparent celluloid sheets to be photographed and exhibited on film.

4. SOCIAL MEDIA

McCay Peet et al, (2017). Social media are web-based services that allow individuals, communities, and organizations to collaborate, connect, interact, and build community by enabling them to create, co-create, modifies, share, and engage with user-generated content that is easily accessible [4]

Social media is the use of internet based platforms to make connections with friends, family, classmates, customers and clients. Social media can be used for social purposes, business purposes or both through platforms such as Facebook, Twitter, LinkedIn, Whatsapp, and Yelp etc.

4.1 Types of social media

There are many types of social media, they include:

4.1.1 Social networks: A social network site is a social media site that allows users to connect and share with people who have similar interests and backgrounds. Facebook is the most popular example of a social network.

4.1.2 Bookmarking sites: These sites allow users to save and organize links to a number of online resources and websites. A great feature of these services is the ability for the user to tag links, which makes it easier to search and share with their followers. Stumble Upon is a popular example of a bookmarking site.

4.1.3 Social news: This is an online news site that allows its users to post news, links and other items. Users then vote on said items, and the items with the highest number of votes are most prominently displayed. A good example of a social news site is Reddit.

4.1.4 Media sharing: Media sharing websites allow users to share different types of media, such as pictures and video. Most of these sites also offer social features like the ability to create profiles and the option of commenting on the uploaded images. YouTube is the most well-known media sharing site in the world.

4.1.5 Microblogging: These are sites that allow the users to submit short written entries, which can include links to product and service sites, as well as links to other social media sites. These are then posted to everyone that has subscribed to that user's account. The most commonly used microblogging website is Twitter.

4.1.6 Forums: An online forum is a site that lets users engage in conversations by posting and responding to community messages. The comments are usually centered around the specific subject.

5. FACEBOOK

Facebook is a social networking website where users can post comments, share photographs, chat live, watch videos and post links to news and other interesting content on the web. Goods and services can be advertised. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person.

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The ability to upload and share photo albums on Facebook was launched in October 2005, when the site had about 5 million users. By then, photo hosting was already exploding on the Internet and other sites which offered photo hosting services were already quite popular, like Myspace and Flickr. Facebook as a result of its simple interface and mass adoption became the number one online photo service by late 2009, with more than 30 billion photos uploaded on the site. Facebook is now available in 40 different languages of the world [5]

5.1 History of facebook

In 2003, Harvard student Mark Zuckerberg creates a web site called Facemash in his dorm room and shares the link around campus. Zuckerberg hacked the Harvard student database to populate the site with pictures and make a "hot or not" game, in which users compared photos of students. That game was eventually shut down.

2004, Zuckerberg and co-founders Dustin Moskovitz, Chris Hughes and Eduardo Saverin launch Facebook for Harvard students. A month later it opens to students of Yale, Columbia and Stanford. Soon it became widely accepted across college campuses in America.

In June 2004, Zuckerberg leaves Harvard to work on Facebook out of a rental house in Palo Alto, California.

In September 2005, Facebook introduces "The Wall" which is an area of a user's profile where friends and fans could post public messages. The feature proves popular and sticky, luring users back to check messages often. Three months later in December, the company announces that it has crossed 1 million active users. Facebook expands beyond college campuses for the first time and opens to high school students.

In July of 2006, in a controversial move, Facebook turns down a \$1 billion acquisition offer from Yahoo. Zuckerberg reportedly thought Yahoo! undervalued the company's potential. In September of the same year, The Company introduces News Feed, a divisive feature that draws outrage from users over privacy concerns. Later that month, on September 26, Facebook lowered its registration age to 13.

In 2010, Hollywood's David Fincher and Aaron Sorkin's "The Social Network" arrives in US theaters. The movie debuted at No. 1 and ultimately made \$225 million globally. It paints a dramatic picture of how Facebook was created and proves that American audiences are fascinated with all things social media.

2011, Zuckerberg introduces the Facebook Timeline at the company's F8 developer conference. This replaces "The Wall". The new feature reorganizes a user's posts and puts them in chronological order. Users hated the change at first but it became widely accepted later on.

October 2012, Facebook crosses 1 billion monthly active users. The company, which now touches one out of every seven people on Earth, thrills investors and advertisers as it continues to march toward internet dominance.

2014, Facebook buys WhatsApp for \$19 billion in a bid to dominate the latest frontier of social media messaging apps.

In 2016 Facebook Live was launched, it allows the user to record and broadcast what they are currently doing at the moment. Facebook begins paying content companies like BuzzFeed and The New York Times to create live video content. Mark Zuckerberg is quoted by BuzzFeed News saying Facebook will be mostly video in five years, leading multiple media outlets to recalibrate resources and staff to take advantage of that.

2017, Facebook crosses 2 billion monthly active users, a nearly unprecedented scale for an internet company. "We feel like our responsibility is expanding, especially around passing this milestone of 2 billion people in the community," Zuckerberg said.

March 2018, Details emerge about Cambridge Analytica, It gained access to information on more than 87 million Facebook users. The firm used quiz tools to get information about users personalities. In December of the same year, in response to the security risk. Facebook announced that more than 30,000 people are working on the security and safety on the platform. Zuckerberg said the platform is committed to investing “billions of dollars” in security annually.

6. MULTIMEDIA AND SOCIAL MEDIA

Multimedia became an important and integral part of social media as the web moved away from a largely textual layout to a graphical one. Many sites were competing to become true multimedia sites with a mixture of text, sound, images and videos. All different Multimedia types are highly used on social media platforms. Research shows that people remember only 20 percent of what they see and 30 percent of what they hear. When people see it and hear it, they remember 50 percent. When people see it, hear it, and interact with it, they remember 80 percent. That's a big difference, which certainly supports the tremendous growth of multimedia and justifies its use. The importance of multimedia can be summarized by the Chinese proverb, “Tell me and I will forget; show me and I may remember; involve me and I will understand.”

6.1 Advantages of multimedia on social media platforms

There are numerous advantages of multimedia on social media platforms. Some of which are:

6.1.1 Greater immersion: Adding multimedia elements to a Web page make it easier to draw in viewers. While the video is the most popular multimedia addition, sites also add audio and interactive content to attract and hold the attention of the viewers.

6.1.2 Enhanced page rankings: In surveys conducted by Forrester Research, it found out that video content if done correctly, is a major benefit to a site's overall SEO strategy. The company discovered in 2010 that websites with videos were 53 times more likely than text-based websites to appear on the first page of search engine results.

6.1.3 Image sharing: You can share images via Facebook and Twitter, but if you want to publish a large number of pictures you could consider using a specialist photo sharing tool such as Flickr or Instagram etc.

6.1.4 Audio sharing: There are several platforms for hosting and sharing audio files, usually in the form of music, recorded interviews or podcasts.

6.1.5 Soundcloud: It is an audio sharing website used by podcasters and musicians alike to share their audio clips and sound recordings. Users can tweet and post the Soundcloud link on Facebook and other social media platforms to share to with a wider audience.

6.1.6 Video sharing: Several platforms of social media allow users to share the video. The one that people are most familiar with is YouTube. YouTube is a huge global video sharing platforms. The YouTube search is reported to be the greatest used search engine after Google. YouTube allows account holders to upload video content and make it public for anyone to see.

7. RESEARCH METHODOLOGY

The research methodology is a systematic way of solving a research problem. The main purpose of this chapter is to explain the methods used in carrying out the research work.

A questionnaire was developed and primary data were collected from respondents. A total of 200 questionnaires were distributed based on convenient sampling in Jaipur city of Rajasthan in India. 185 participants representing 92.5% responded to the questionnaires. A copy of the questionnaire used for the research.

- i). Sex.
 - a. Male
 - b. Female
- ii). Age (Years).
 - a. under 18
 - b. 19 to 24
 - c. 25 to 34
 - d. above 35
- iii). Educational qualification.
 - a. Primary
 - b. Secondary
 - c. University
 - d. Others
- iv). What is your favorite social media platform?
 - a. Facebook
 - b. Whatsapp
 - c. Instagram
 - d. Twitter
 - e. Others
- v). How often do you use social media?
 - a. Daily
 - b. weekly
 - c. monthly
 - d. yearly
- vi). How long do you use social media per day?
 - a. Less than thirty minutes
 - b. one hour
 - c. two hours
 - d. more than two hours
- vii). What is your area of interest on social media?
 - a. Education
 - b. Entertainment
 - c. sports
 - d. politics

- viii). What form of multimedia do you prefer on Facebook?
 - a. images
 - b. audio
 - c. text
 - d. video
- ix). What is your reason for selecting the above form as your favorite?
 - a. size of useful content
 - b. the relevance of information
 - c. quality of content
 - d. availability of network
- x). How long do you spend viewing images?
 - a. Less than thirty minutes
 - b. one hour
 - c. two hours
 - d. more than two hours
- xi). How long do you spend listening to audio?
 - a. Less than thirty minutes
 - b. one hour
 - c. two hours
 - d. more than two hours
- xii). How long do you spend reading text?
 - a. Less than thirty minutes
 - b. one hour
 - c. two hours
 - d. more than two hours
- xiii). How long do you spend watching videos?
 - a. Less than thirty minutes
 - b. one hour
 - c. two hours
 - d. more than two hours
- xiv). What form of Multimedia do you prefer to post information on Facebook?
 - a. images
 - b. audio
 - c. text
 - d. video
- xv). What form of Multimedia do you mostly give comments to?
 - a. images
 - b. audio
 - c. text
 - d. video
- xvi). What form of Multimedia do you mostly hit the like button?
 - a. images
 - b. audio
 - c. text
 - d. video
- xvii). What form of Multimedia do you mostly share?
 - a. images
 - b. audio
 - c. text
 - d. video

8. DISCUSSION OF RESULTS

This chapter discusses the results of the data collected from the questionnaire distributed and the findings of the four key research questions. The data collected was entered and analysed using the Statistical Package for the Social Sciences SPSS software.

1. Which age bracket mostly uses Facebook?

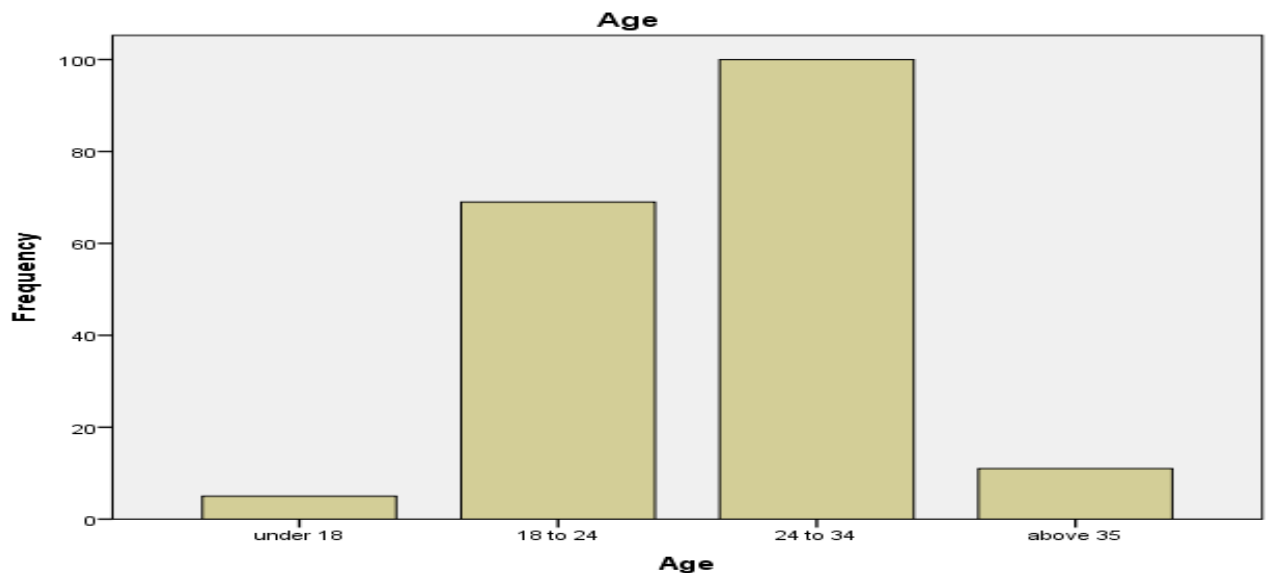


Fig. 1: Age bracket that mostly uses Facebook

Table 1: Ages that mostly use Facebook Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
under 18	5	1.4	2.7	2.7
18 to 24	69	19.8	37.3	40.0
24 to 34	100	28.7	54.1	94.1
above 35	11	3.2	5.9	100.0
Total	185	53.1	100.0	
Missing				
System	164	46.9		
Total	349	100.0		

On investigating the age bracket that mostly uses Facebook. A total of 185 respondents were sampled and analysed.

- 5 respondents representing 2.7% were under 18 years.
- 69 Respondents representing 37.3% were within the ages of 18 and 24 years.
- 100 respondents representing 54.1% were within the ages of 24 to 34 years.
- 11 respondents representing 5.9% were above 35 years.
- Therefore the age bracket that mostly uses Facebook is 24 to 34 years.

2. What is the most preferred Multimedia type used by the user of Facebook?

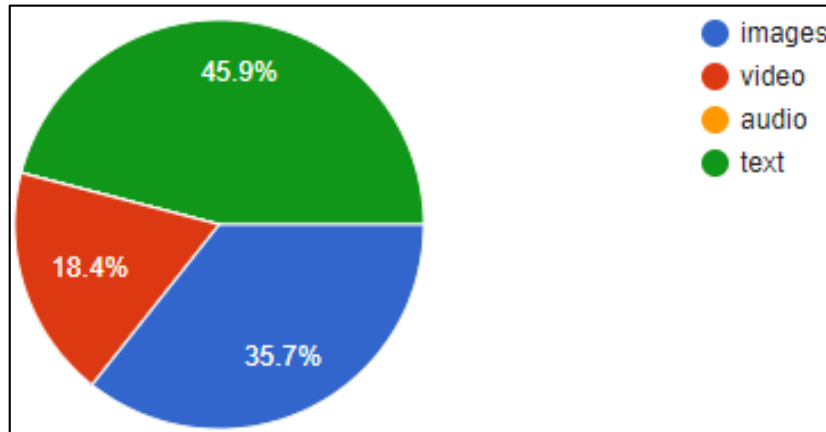


Fig. 2: The most preferred Multimedia type used by the user of Facebook

Table 2: Most preferred type of multimedia on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Audio	0	0	0	0
Valid Video	34	18.4	18.4	18.4
Valid Text	85	45.9	45.9	64.3
Valid Image	66	35.7	35.7	100.0
Total	185	100.0	100.0	
Missing System	164	47.0		
Total	349	100.0		

On investigating the most preferred type of multimedia used by the user of Facebook, A total of 185 respondents were sampled.

- 34 respondents representing 18.4% selected video as the most preferred type of multimedia on Facebook.
- 85 respondents representing 45.9% preferred text.
- 66 representing 35.7% preferred images.
- No respondent preferred audio on Facebook.

Therefore, the overall most preferred type of multimedia on Facebook is text.

3. Is there a relationship between the areas of interest to the selection of a particular type of multimedia?

Table 3: Descriptive statistics for the relationship between choice of selection and Multimedia type Descriptive Statistics

	Mean	Std. Deviation	N
Type of multimedia preferred on Facebook	1.17	0.717	185
Area of interest on Facebook	1.57	1.342	185

Table 4: Correlation between the choice of selection and Multimedia type Correlations^a

		type of multimedia users prefer on Facebook	area of interest on Facebook
Type of multimedia you preferred on Facebook	Pearson Correlation	1	0.117
	Sig. (2-tailed)		0.113
Area of interest on Facebook	Pearson Correlation	0.117	1
	Sig. (2-tailed)	0.113	

a. List wise N=185

On Investigating whether there is a statistically significant relationship between the areas of interest to the selection of a particular type of multimedia.

- The Pearson correlation coefficient is 0.12.
- The significant level is 0.13 which is greater than 0.05. The number of respondents is 185
- Therefore there is no statistically significant relationship between the areas of interest to the selection of a particular type of multimedia. That is to say, video, text, images and audio can be all be used for sport, education, politics and entertainment.
- Is there a relationship between the time spent watching, reading, reading, listening and viewing a particular type of multimedia to selecting it as users prefer?

Table 5: Descriptive statistics for the relationship between time spent and Multimedia type Descriptive Statistics

	Mean	Std. Deviation	N
How long you spend viewing images per day	.94	1.154	185
How long you spend reading text per day	1.52	1.184	185
How long you spend listening to audio per day	.76	1.043	185
How long do you spend watching video per day	.94	1.099	185
Type of multimedia you prefer on Facebook	1.17	.717	185

Table 6: Correlation between time spent and Multimedia type Correlations^b

	How long you spend viewing images per day	How long you spend reading text per day	How long you spend listening to audio per day	How long do you spend watching video per day	Type of multimedia preferred on Facebook
How long you spend viewing images per day	1	0.299**	0.389**	0.408**	-0.032
Pearson Correlation		0.000	0.000	0.000	0.662
Sig. (2-tailed)					
How long you spend reading text per day	0.299**	1	0.196**	0.199**	-0.069
Pearson Correlation			0.007	0.007	0.351
Sig. (2-tailed)					
How long you spend listening to audio per day	0.389**	0.196**	1	0.608**	0.020
Pearson Correlation		0.000		0.000	0.784
Sig. (2-tailed)					
How long do you spend watching video per day	0.408**	0.199**	0.608**	1	-0.208**
Pearson Correlation		0.000	0.000		0.005
Sig. (2-tailed)					
Type of multimedia preferred on Facebook	-0.032	-0.069	0.020	-0.208**	1
Pearson Correlation					
Sig. (2-tailed)					

** Correlation is significant at the 0.01 level (2-tailed).

List wise N=185

Notice that after the descriptive statistics table, there is a larger Correlations table that shows the Pearson Correlation coefficients, and two-tailed significance (Sig.) levels. These numbers are each given twice so you have to be careful in the reading matrix. It is a good idea to look only at the numbers above or below the diagonal (the 1s). Because there are 10 correlations, the odds are increased that one could be statistically significant by chance. Thus, it is simple to set alpha

(The p value required for statistical significance) at a more conservative 0.001 instead of 0.05

The Table above shows that one of the 10 pairs of variables is significantly correlated. The strongest positive correlation, which would be considered a large effect size, was between the type of multimedia preferred on Facebook and the time spent watching the video, $r(183) = -0.21$, $p < 0.001$. This means that the time spent watching video per day corresponds to the type of multimedia preferred on Facebook. Those that spend more than two hours on Facebook preferred watching videos.

9. CONCLUSION, RECOMMENDATIONS AND FURTHER RESEARCH

9.1 Conclusion

Social media platforms are applications that enable users to connect to other users by setting up personal profiles, inviting friends to have access to these profiles, and allowing messages between the social circles. As social media platforms such as Facebook keeps evolving, information is made into various multimedia formats like images, text, video, audio.

Recent years have witnessed the rapid growth and expansion of different multimedia data available over social media platforms. The huge amount of multimedia data collected from different types of multimedia namely images, text, audio and video are widely accessed.

9.2 Recommendations

Based on the findings of the research, the following recommendations are given:

(a) Institutions can use the findings of this research when transmitting information, news and bulletins to staff and students. They should use text because of it the most preferred type of multimedia bearing in mind the following:

- Make a short and precise message as most users don't take a long time reading through a long write up.
- Combine text and images to have a better response from users.

- Use a good font type, size and color to pass messages and information.
 - Make a short video containing text slides to disseminate information.
- (b) Government, organizations and companies should use the findings of this research to target the age group which is 24 to 34 years that are most receptive and active on Facebook social media to transmitting information.
- (c) The research recommends to the user that use Facebook for more than two hours which are 94 respondents representing 50.8% uses Facebook for more than two hours daily to reduce the time spent on Facebook to other useful activities.

9.3 Further research

The questionnaire should be distributed to other villages, towns, cities and countries to get different data and perform analysis on the data. This is because the demographical setting of an area can determine the data and result of the questionnaire.

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