

CSG Social Networking Survey Report

Last Modified: 06/17/2011

1. General Comments

[Note that numbers in this report may not match exactly with the preliminary numbers presented 6/16 as additional responses are included in this report.]

Overall, social networking for business use hasn't yet made a big impact in the CSG community (approximately 10% of communications activity with only 1 in 4 using any social networking tool on a daily basis), and expectations for three years from now are limited (estimated as less than 30% of electronic communications). OTOH, personal use is already significant (over half use at least one social networking tool daily and, in total, for almost a third of all communications right now, expected to grow to over half of all activity by 2014).

Response to the survey was excellent with at least half of the respondents completing in less than five minutes (the survey tool showed some people taking over an hour; my assumption is that long completion times are artifacts of the survey tool's data collection approach).

If anyone wants the raw data, just drop me a line.

Jerry Grochow

Statistic	Value
Total Responses	68

2. Please indicate which social networking sites you use either for business or personal use (one or two check marks per row only please).

The maximum reported social networking use by an individual (count of check marks ignoring "do not have account") was 13, indicating a combination of personal and business use of eight tools. The average count of check marks for each category of use was:

Type of use	Avg	
TOTAL Average Use	4.51	
occasionally for PERSONAL USE	1.65	Summary of results: On average, people use 2.77 S.N. tools at least occasionally for personal purposes; 1 in 2 people use S.N. for personal purposes daily
weekly for PERSONAL USE	0.56	
daily for PERSONAL USE	0.56	

occasionally for BUSINESS USE	1.12	Summary of results: On average, people use 1.76 S.N. tools at least occasionally for business; 1 in 4 people use S.N. for business daily
weekly for BUSINESS USE	0.40	
daily for BUSINESS USE	0.24	

The selection of social networking tools in the survey question was mostly drawn from a list of tools with over 10 million members (<http://www.ebizmba.com/articles/social-networking-websites>).

#	Question	Login to account occasionally for BUSINESS USE	Login at least weekly for BUSINESS USE	Login at least daily for BUSINESS USE	Login to account occasionally for PERSONAL USE	Login at least weekly for PERSONAL USE	Login at least daily for PERSONAL USE	Do not have account	Responses
1	Facebook	7	3	6	27	15	17	6	81
2	Linked In	30	15	0	20	4	0	11	80
3	Foursquare	1	0	1	3	1	1	59	66
4	Gowalla	0	0	0	0	0	0	65	65
5	Flickr	6	1	0	29	4	2	33	75
6	Twitter	17	5	6	14	7	13	20	82
7	Ning	4	0	0	3	0	0	57	64
8	Tagged	0	0	0	0	0	0	63	63
9	orkut	3	0	0	5	0	0	58	66
10	Meetup	1	0	0	4	1	1	59	66
11	Badoo	0	0	0	0	0	0	65	65
12	Zorpia	0	0	0	0	0	0	65	65
13	Plaxo	6	1	0	5	0	1	54	67
14	BizNik	0	0	0	0	0	0	65	65
15	Other	1	2	3	2	6	3	41	58

3. Your BUSINESS social networking now (2011) and three years in the future (2014): How much of your electronic communication with BUSINESS ASSOCIATES is done via DIRECT EMAIL vs. SOCIAL NETWORKING SITES. Move each slider to 100 if totally SOCIAL; leave at 0 if totally EMAIL, or move to any position.

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	2011	0	100	11.96	24.83	68
2	2014	0	91	27.93	23.24	68

These statistics are based on the “raw” data as entered into the survey. Further data analysis, including discussion with several respondents, identified the problem that some people reversed the scale – in spite of the extremely clear instructions. Five entries were “corrected” using the following algorithm: (1) any entry where 2014 use of social networking as entered was significantly lower than 2011 is deemed to be “incorrect” (2) incorrect entries were corrected as follows: corrected entry = 100 – incorrect entry. The averages based on corrected data are:

Your BUSINESS social networking now (2011)	7.84
Your BUSINESS social networking three years in the future (2014)	26.87

4. Your PERSONAL social networking now (2011) and three years in the future (2014): How much of your electronic communication with FAMILY AND FRIENDS is done via DIRECT EMAIL vs. SOCIAL NETWORKING SITES. Move each slider to 100 if totally SOCIAL; leave at 0 if totally EMAIL, or move to any position.

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	2011	0	91	32.99	27.80	68
2	2014	0	100	49.40	29.48	68

These statistics are based on the “raw” data as entered into the survey. Only one entry was deemed to be suspect so no “corrections” were made.

5. VALIDATION QUESTION: Please rank order the following using whatever criteria appeals to you. [Position your mouse over a name and drag to reorder.]

This survey question first appeared in the January 2011 CSG survey where the instructions raised a large number of questions and comments. Showing a remarkable ability among CSG member to learn, there were no comments or questions this time around. Here is a comparison of the results from both surveys:

Comparison	Apple	Dell	Facebook	Google
June 2011 Mean (Rank)	1.98 (1)	3.91 (5)	3.55 (4)	2.12 (2)
Jan 2011 Mean (Rank)	2.36 (2)	3.83 (5)	3.81 (4)	1.93 (1)

Current data:

#	Answer	1	2	3	4	5	Responses
1	Apple	29	22	5	7	3	66
2	Dell	0	10	11	20	25	66
3	Facebook	5	7	21	13	20	66
4	Google	23	21	14	7	1	66
5	Microsoft	9	6	15	19	17	66
	Total	66	66	66	66	66	-

Statistic	Apple	Dell	Facebook	Google	Microsoft
Min Value	1	2	1	1	1
Max Value	5	5	5	5	5
Mean	1.98	3.91	3.55	2.12	3.44
Variance	1.37	1.16	1.54	1.12	1.79
Standard Deviation	1.17	1.08	1.24	1.06	1.34
Total Responses	66	66	66	66	66

6. This space for clever comments

Text Response

The distinction between business and personal has disappeared for those under 30.

The last update on the CSG's Facebook Wall: January 2010. 2:57 p.m. :)

way more sophisticated social networking tools are needed before these replace email....

I think there's a opportunity for a new business: antisocial networking

90% of what we do professionally in 5 years will be done on a single social network application, if we can find ONE we can agree on AND that gives us the warm fuzzies regarding security and privacy. See my slider bar above to assess my confidence that both of these conditions will be met. :-)

The Internet 2 confluence space/ conference call space is an important business tool for me. I couldn't live without skype or AIM. While google docs is free , so are used paper cups and used dental floss. We should use actual collaboration software for working together.

I am concerned about Social "No-working" in the workplace.

Okay, what about IM? That accounts for a huge fraction of both business and personal communcation, and phone texting is a major component of personal stuff.

You probably should have used 'social networking,' not 'social network networking sites' ... p2p is not dead!

Social networking is actually an oxymoron. It continues to promote our inability to interact with people who are very different than ourselves. We see this politically, economically, and socially. Look up from the computer and talk to someone!

Plaxo is the worst blight on the internet for all time. I accidentally clicked a link to the site once in my life, now it constantly reminds me of complete stranger's birthdays.

IM also tends to be a social networking tool for me.

All kids party invites come in through eVite now. Haven't seen a handwritten invitation in years and no one just uses e-mail.

8. Would you be willing to participate in a more detailed survey (15-20 questions) on Social Networking?

In case anyone wants to do more research on this topic:

#	Answer		Response	%
1	Yes		34	51%
2	Not likely		21	31%
3	No		12	18%
	Total		67	100%