Appendix 1 – Social Media Questionnaire

In June, July and August 2014, together with field work assistant Jorge Castro Gárate of the department of Social Work at Universidad Arturo Pratt in Iquique, I surveyed 100 Hospiceños about their use of social media. The survey took place in two parts. Part One took about one hour and the second part only 10 minutes.

The first part of the survey began with questions regarding basic demographics: gender, age, domestic situation, occupation, ethnic or racial identification and longevity in Alto Hospicio. It then asked about family attributes and indicators of wealth. The majority of the survey was made up of questions regarding use of social media: which media the respondent used, how long had accounts been held, with what frequency were these social media used, what sort of devices were used to access the media, with whom did the respondent communicate using the media, how many ‘friends’ did the respondent have and where were these other people located.

The second part of the survey asked questions related to communication with family members on social media, differences between social media friends known face-to-face and those known only online, fake profiles, use of photographs online and the relationship between social media usage and business or commerce. This survey also asked for assessments of happiness, popularity, social obligations and interpersonal tensions as a result of social media usage.

These surveys were both quantitative and qualitative in nature, and were replicated in all nine field sites of the Global Social Media Impact Study. Quantitative cross-field site analyses are available in Chapter 4 of the edited volume How the World Changed Social Media, which explores various themes of the study as a whole.