Appendix

In February, March and April 2013 my field work assistant Kara from the Department of Geography at the University of the West Indies and I surveyed 100 residents in El Mirador about their uses of social media in relation to their household. The survey consisted of two components, an in-depth household survey, which took one hour to complete and a ‘rapid survey’ requiring only ten minutes.

The first part of the survey contained questions regarding basic demographics: gender, age, domestic situation, occupation, ethnic or racial identification and longevity in El Mirador. It continued to ask about family attributes and indicators of wealth. The majority of the survey consisted of questions relating to uses 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.