

Analysing Data

File – Variablen Übersicht Obuda

[A202] Skala (Zwischenwerte beschriftet)

Nutzung FB2

"Welche Art von Informationen würden Sie auf privaten sozialen Netzwerkseiten teilen? Was für Informationen w..."

A202_01 Informationen über Arbeitsplätze oder Arbeitgeber

A202_02 Informationen über Produkte oder Dienstleistungen von Unternehmen

A202_03 Informationen über Urlaubsziele, z.B. Bewertung von Hotels

A202_04 Informationen über Events / Feiern

A202_05 Informationen über Gefahren und Risiken, z.B. über Internetbetrügereien, schädliche Software

A202_06 Berufs-, schul- oder studienrelevante Informationen

A202_07 Unterstützung suchen z.B. für Projekte

A202_08 Informationen über andere Personen

1 = immer

2 =

3 =

4 =

5 =

6 = nie

-9 = nicht beantwortet

[A205] Skala (Zwischenwerte beschriftet)

Nutzung FBE2

"What kind of information would you share on private social network sites? What information would you exchange..."

A205_01 Information about employer or employment opportunities

A205_02 Information about products or services of companies

A205_03 Information about holiday destinations e.g. evaluation of Hotels

A205_04 Information about events / parties

A205_05 Information about risks and danger, e.g. about internet frauds, harmful software

A205_06 Job-, school- or university relevant information

A205_07 Searching for support e.g. for projects

A205_08 Information about other individuals

1 = always

2 =

3 =

4 =

5 =

6 = never

-9 = nicht beantwortet

[A204] Skala (Zwischenwerte beschriftet)

Nutzung FBE1

"What do you use private social network sites for?"

A204_01 To present or share information about yourself

A204_02 To search for information

A204_03 To communicate with friends e.g. to chat, writing messages

A204_04 For amusement or entertainment

A204_05 To influence other individuals e.g. to take part in an event, to motivate somebody for a project or task

A204_06 To maintain friendships

A204_07 To organize groups e.g. sport groups, student groups etc.

[A206] Skala (Zwischenwerte beschriftet)

Nutzung FBE3

"Why would you forward information on private social network sites?"

A206_01 I collected positive experience with forwarding information

A206_02 My information is visible for a large audience

A206_03 I expect obligations in future for my information

A206_04 My friends on private social network sites are nice and I would like to do them a favour

A206_05 I have an advantage with the transfer of information

A206_06 Somebody else has an advantage with forwarding the information

A206_07 It is possible to inform people worldwide in a fast and easy way

File – Data Obuda – Search for your answer

e.g. A202_1

CASE	SERIAL	REF	QUESTNN R	MODE	STARTED	A101	A110	A105	A113	A114
					##### ##					
19			base	interview	##	-9		5		5
					##### ##					
20			base	interview	##		1		5	
					##### ##					
27			base	interview	##	2		4		3
					##### ##					
28			base	interview	##	1		3		3
					##### ##					
29			base	interview	##	2		4		2
					##### ##					
30			base	interview	##	2		5		3
					##### ##					
31			base	interview	##	2		3		2
					##### ##					
32			base	interview	##	-9		5		2

Copy your question in a new sheet

A202_01
2
6
6
6
3
4
4
5
6
6
4
4
5
-9

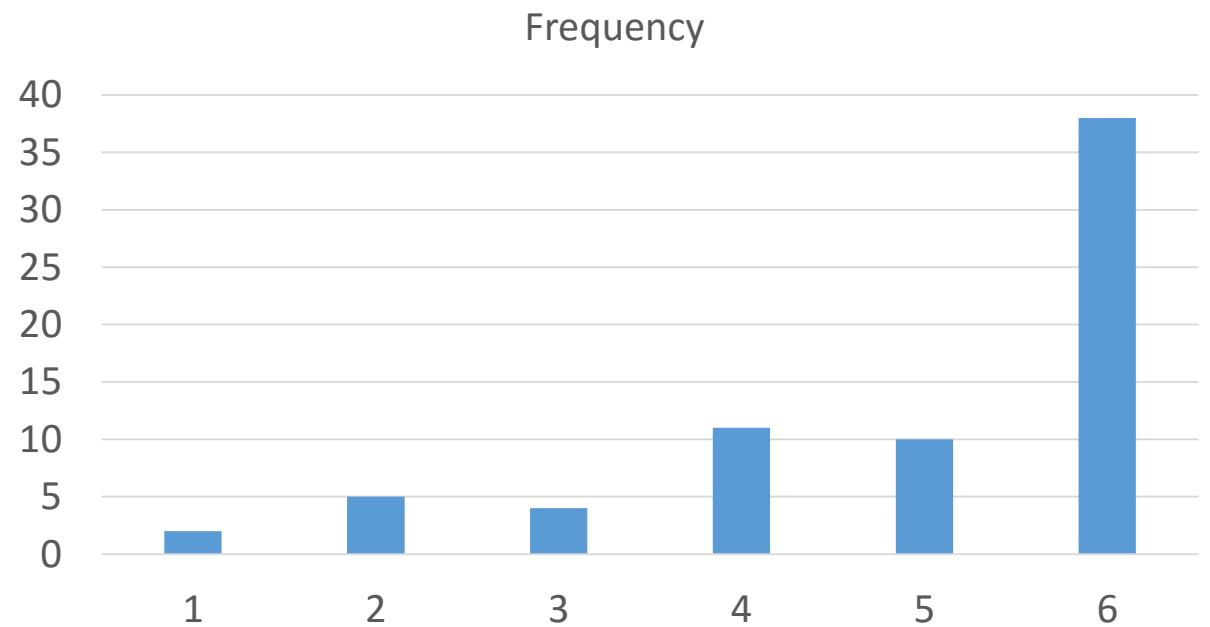
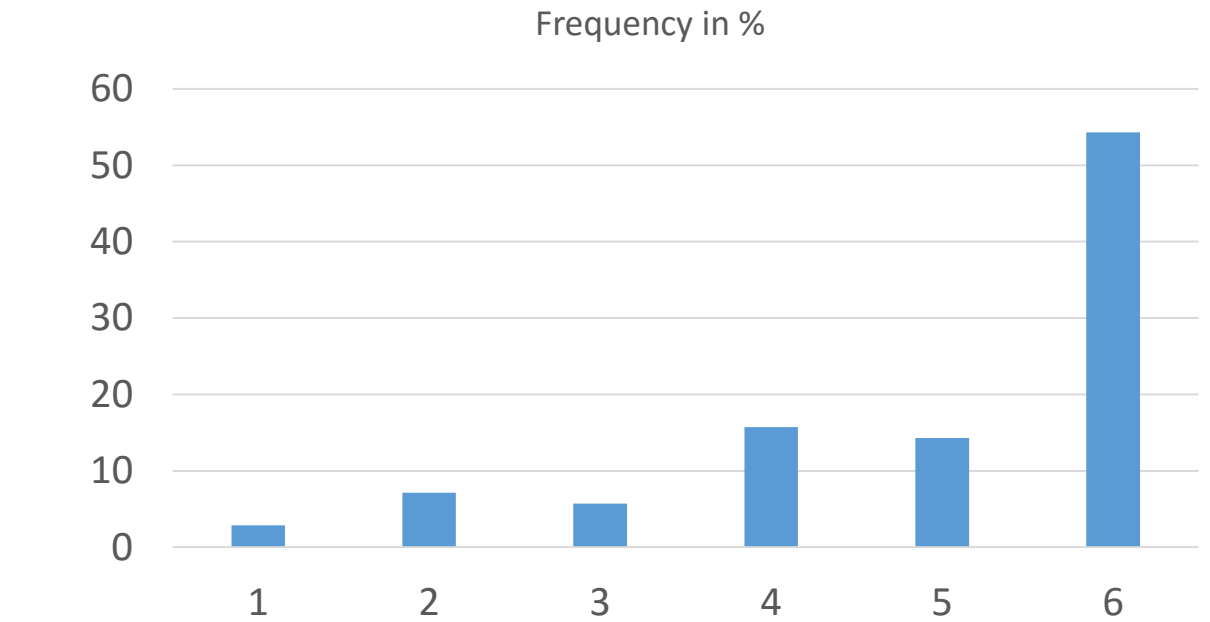
- Delete the -9 to avoid a bias with the mean and median
- Use the function „zählen wenn“ to count the values e.g. = ZÄHLENWENN(B:B;1)
- Calculate the percentage that your data is comparable with other results e.g. = E3 * (100 / 70)
- Create a Diagram
- Calculate Mean and Median
 - =MEDIAN(B:B)
 - Mean =MITTELWERT(B:B)

→ Feel free to use SPSS

Results

Value	Frequency	Frequency in %
1	2	2,85714286
2	5	7,14285714
3	4	5,71428571
4	11	15,7142857
5	10	14,2857143
6	38	54,2857143
Total	70	100

Median	6
Mean	4,94285714



Interpretation of the results ...

- Conclusions
- Recommendations
- Findings
- Advise for the management
-

Your Task ...

- Fill out the questionnaire at <https://www.soscisurvey.de/obudainternationalweek/>
- Forward the questionnaire to 20 friends and ask them to fill out the questionnaire – Volunteers can publish the questionnaire link on their FB Profile or in FB University group → Deadline Sunday the 15th of November
- Analyse and interpret the results of one answer of a question for Hungarian or German students (500 words maximum)
- Send your result to tomsander@Hotmail.de

Thank you for your attention!!
Comments, Questions?