
ISyE 2028 – Basic Statistical Methods - Fall 2015
Bonus Project: “Big” Data Analytics
Proposal

Social media is a big factor for success or failure in every student’s life. Many people spend a lot of time on social media for networking and some do it for fun. According to many Georgia Tech students that I talked to, social media contributes to their success or failure in class. Several Georgia Tech students that I talked to stated that social media is a distraction to their life and could be a culprit that cause their GPA to drop because they focus more on social zone rather than academic success. Of course there are some that can be successful while spending a lot of time on social media. I plan to investigate whether male or female students spend more time on social media. First, I will obtain data from survey that I created on SurveyMonkey and ask fellow Georgia Tech Students to fill out the survey online on average hours spent on social media per day, gender and their GPA. I plan to get around 50 samples from male students and 50 samples from female students to make sure that it is not biased toward female students or male students. Once data is obtained, I will analyze the data by doing 95% confidence level to see interval of average time spent on social media for female and male students. I will also do five numerical summaries to understand my data better. Then, I will construct histogram or box plot or both to further deepen my analysis.

From the analysis, I will find the answer on whether taking time off on social media is beneficial for students or not. Since the data that I have is very broad, I cannot make specific assumptions such as “if they take time off from social media, would they spend more time on studying or extracurricular activity?”. Although we cannot do specific assumptions, we can make general assumptions that will satisfy what I want to know. I will also look into expected difference on the time spend on social media for male versus female students. Whether that is general trend or more data require will be proven on my analysis. Lastly, I will seek a correlation between time spent on social media and GPA.