1. METHODOLOGY

For my study of the Spanish social web tuenti, I developed a questionnaire with 13 questions about the most common use habits of this website. I used the web www.alexascore.com to do the survey, and the distribution was via email. My research focuses on the motivations that people have to use the social web and also want to study if this somehow affects their daily habits. I also included data from the web www.alexascore.com to compare the time in tuenti and in facebook.

- First, a demographical study (gender, age and education level).
- Second, a study of the daily frequency of use made of tuenti.
- Third, a behavior study.
- Fourth, a study on relations with other participants.
- Fifth, an evaluation of tuenti.

Hypothesis:
Young people today spend more time on the social web than watching television and the main use is to keep in touch with friends and find other people with common. This behavior is changing the habits of the young people.

2. RESULTS

3. CONCLUSIONS

The 83% of the participants are between 18 and 40 years old and only the 17% have University studies (the first idea was create a social web for university people, but new access people between 18-50 and without university studies rate too). The 4% of the participants access the web between 5 and 7 days per week. The main motivation of the participants is to use tuenti to keep in contact with their friends, however the 40% of the participants make new friends in tuenti.

To analyze my main hypothesis, we have to think that people from Spain use also facebook, the data of alexascore says the times of use between tuenti and facebook are too similar.

If we count the time spent on tuenti, the time spent on facebook, and the time spent in youtube (also was asked in the survey) the result is very similar as the time watching TV. That behavior can mean a change in the habits of young people. I decided compare the time spent in a social web with the time spent watching TV because television has a big influence to build opinion, in the future I think the Social Web will be a powerful tool to build opinion (the wisdom of the crowds), but also will be a tool to build social capital (trust).