

tuenti: transforming the Spanish society.

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ABSTRACT

In this work of the social web tuenti, I tried to study if there is a change on the way of interact between the users, particularly people aged 14 to 30 years, to whom it is oriented in particular this social web. The purpose is to understand whether the emergence of social web has brought about a change in the habits of young people and their way of relating. The reason for approaching the study of this part of society is the high influence that the social web in build opinion (the wisdom of the crowd's).

Keywords

Tuenti, social web.

INTRODUCTION

In this work of the social web tuenti, I tried to study if there is a change on the way of interact between the users, particularly people aged 14 to 30 years, to whom it is oriented in particular this social web. The purpose is to understand whether the emergence of social web has brought about a change in the habits of young people and their way of relating. The reason for approaching the study of this part of society is the high influence that the social web in build opinion (the wisdom of the crowd's).

Something about tuenti.

Tuenti is a Spanish social web for people between 14 and 30 years old. Was created in 2006 by 2 university students and their first idea was create a social web for university students, but in two years tuenti became to be very popular and nowadays it's open to all the Spanish young people and has more than 6 million of users.

Utilities:

- Wall
- Chat
- Events
- Share photos, videos and comments.

Users can access via:

- Web
- Mobile phone

Now tuenti it's available in Spanish, English, Catalá, Euskera and Galego.



Hypothesis

Young people nowadays spend more time on their social webs than watching the television and the main use is to keep in touch with their friends and find other people with common interest. And somehow this

behavior is changing the daily habits of the young people. The social web is becoming in an important tool to build opinion.

METHODOLOGY

For my study of the Spanish social web tuenti, I developed a questionnaire with 15 questions about the most common use habits of this website. To do the questionnaires I used the web www.encuestafacil.com and the distribution of the survey was via e-mail. My research focuses on the motivations that people have to use the social web and also I wanted to study if this somehow affects their daily habits. I also included data from the web www.alexa.com. This website provides information about the number of visits of a website. Alexa collects information from users who have installed the Alexa Toolbar, allowing you to generate statistics on the number of visits and related links.

1.- The survey

The questionnaires were used to do:

- A demographic study of sex, age and occupation of participants.
- A study of the daily frequency of use made of tuenti in hours per day, how many replies they do per day and how often they access to their account.
- A series of questions about the behavior of participants, how many pictures are in your profile at the time of the survey, both as photos uploaded photos that have been labeled.
- A study on relations with other participants, why they use tuenti? Have they met new friends in tuenti to have common interests? Have they had any confrontation with a member? Do they know personally to all their friends on tuenti?
- A study on the evaluation given by respondents about the services and applications Tuenti. What can improve tuenti? When do you think you will stop using tuenti?

RESULTS

The 83% of the participants are between 18 and 30 years old, but only the 57% has University studies (the first idea was create a social web for University students, but now seems people between 18-30 years old and without University studies uses tuenti) and in my opinion this young people are who spend more time using social webs, but I didn't measured this.

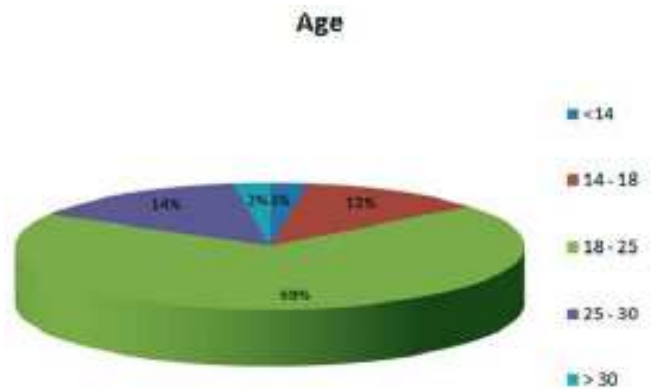


Figure 1.



Figure 2.

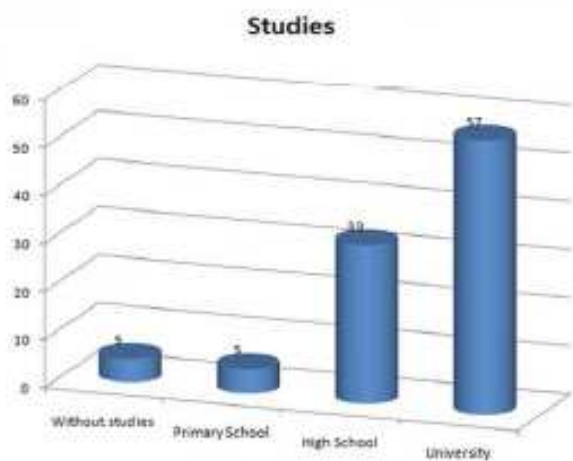


Figure 3.

The 88% of the participants access the website between 5 and 7 days per week, this means almost every day.

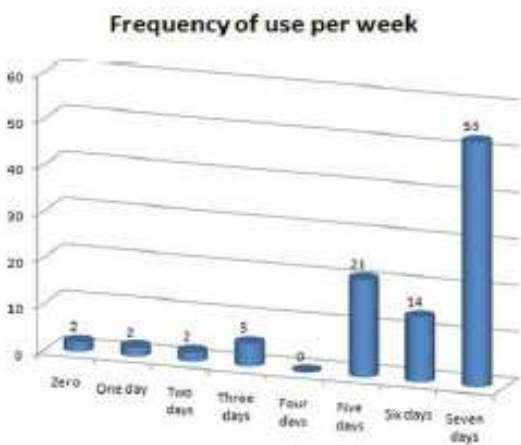


Figure 4.

The main part of the participants uses tuenti between 30 minutes and 2 hours, but they spend more time watching the television (between 1 and two hours everyday).

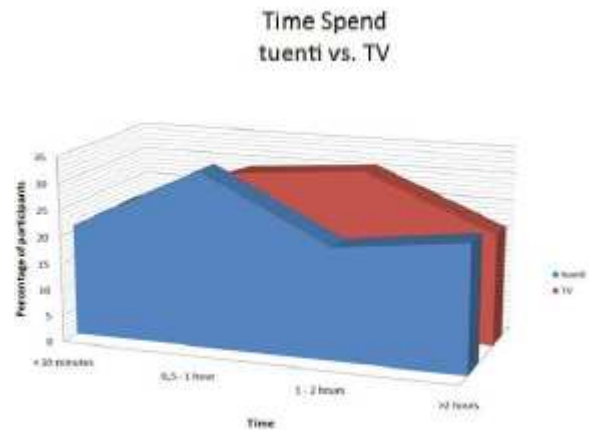


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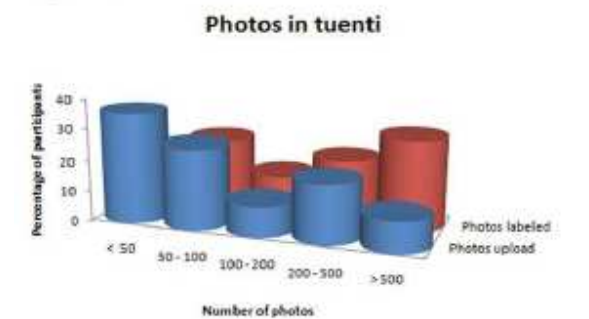


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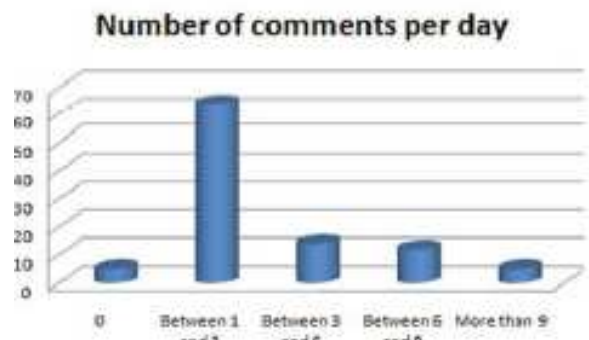


Figure 7.

The main motivation of the participants is use tuenti to keep in contact with their friends; however the 60% made new friends in tuenti.

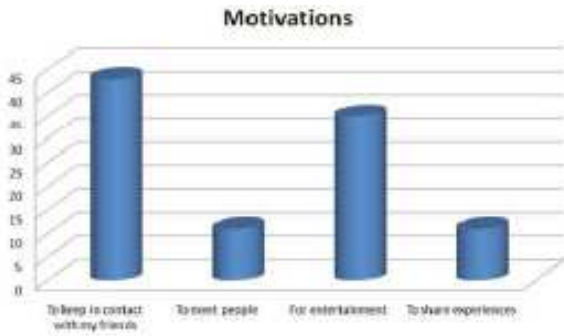


Figure 8.

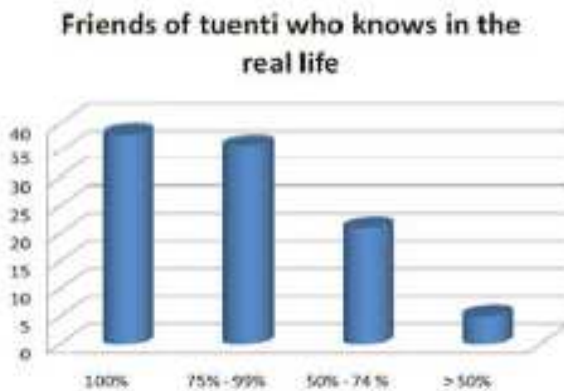


Figure 9.

The alexa.com website reveals that the average time spent by users on social webs facebook and tuenti and is about 35 minutes per day.



Figure 10.

CONCLUSION

To analyze my main hypothesis, we have to think that young people from Spain use others social webs, like facebook, myspace or hi5. The data of the website alexa.com says to us the time of use between tuenti and facebook are too similar (about 30 minutes per day).

If we count the time spent on tuenti, the time spent on facebook and the time in others social webs of in sites like youtube (another 15 minutes per day), the result it's very similar as the time the people spent watching television.

That behavior can mean a change in the habits of young people.

I decided to compare the time spend in a social web with the time spend watching the television because the TV has a big influence to build opinion, but the social web and the other tools of the web 2.0 are nowadays the strongest media to build opinion [4], but also to build social capital[5].

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