



tuenti: Transforming the Spanish society

Juan Manuel Sánchez Noguerón - jmnogueron@gmail.com

Something about tuenti

Tuenti is a social web from Spain for people between 14 and 30 years old. Was created in 2006 and nowadays it's one of the most famous websites in Spain. The first idea was to create a social web for university students, but today it's open to all the young people and has more than 6 millions 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



1.- METHODOLOGY

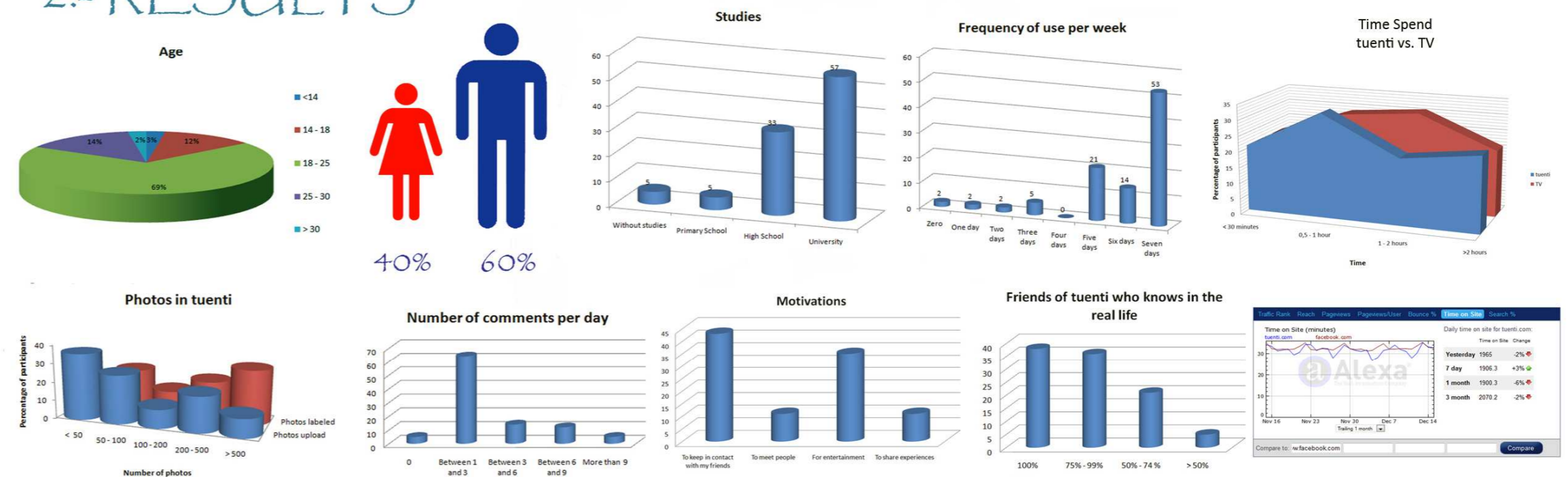
For my study of the Spanish social web tuenti, I developed a questionnaire with 15 questions about the most common use habits of this website. I used the web www.encuestafacil.com to do the survey and the distribution was via e-mail. My research focuses on the motivations that people have to use the social web and also want to study if this somehow affects their daily habits. I also included data from the web www.alexa.com, to compare the time in tuenti and in facebook.

- First, I did a demographical study (gender, age and studies 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 their profiles of 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 30 years, but only the 57% has University studies (the first idea was create a social web for university people, but now seems people between 18-30 and without university studies uses tuenti). The 88% of the participants access the web between 5 and 7 days per week. The main motivation of the participants it's use tuenti to keep in contact with their friends, however the 60% of the participants made new friends in tuenti.

To analyze my main hypothesis, we have to think that people from Spain use also facebook, the data of alexa.com says to us the time 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 it's very similar as the time watching T.v. That behavior can mean a change in the habits of young people. I decided compare the time spend in a social web with the time spend watching T.v 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 (Putnam).