

Datavisualization Final Assignment

Group: Social Media

Subtopic Health

This part of the story is about correlations between health and Facebook. The first visualizations will be focused on hospitals and their contribution to Facebook, 26% of US hospitals are active on social media, and 84% thereof on Facebook. After this, a visualization will be shown about the health related matters people share/post on Facebook.

The second part of this subtopic will be about the impact of Facebook on people's mental health. This is inspired by lots of scientific articles that do not agree with each other on this topic. The share of Facebook users per country is first compared with the share of the population of depressed people per country, and second with the share of population that has an anxiety disorder. We know that Facebook is ofcourse not the only factor that has an impact on the share of the population that has a mental illness, but because lots of scientific articles disagree about this topic and the correlation for anxiety disorder and Facebook use is clearly visible, the visualizations are still useful and informative.

The sources that are used for this subtopic are listed in the reference list [1-6].

E commerce

E commerce is the core business of facebook, The first animation shows the magnitude and comparison of different companies that are involved in the same business. Facebook is not even the biggest factor in this market. The second visualization shows the fact that facebook slowly grew in the role of online advertiser, The growth of revenue of online advertising as a percentage of the whole revenue of facebook is shown over time. The group of people that are using facebook is very diverse and this is visualized in the last animation. You can see that elderly people react completely differently to marketing techniques than younger people.

The sources that are used for this subtopic are listed in the reference list [7-9].

Future

This part of the story is focussing on the future possibilities of facebook, These possibilities are analysed by looking at the growth it had until now and how countries use facebook in different ways. Another important factor for the growth of facebook is the way that the company makes money, This is clearly described in the second visualization where estimates of revenue per user is made for different regions of the world.

Expansion of the internet

The sources that are used for this subtopic are listed in the reference list [10-12].

Privacy

Privacy and security are personal, important aspects of the use of the internet for many people. This part of the visualisations, focuses on how Facebook has performed regarding certain security/privacy issues. People nowadays still trust old-fashioned mail the most and rank Facebook as the application they trust the least from a range of communication platforms. Also, it is clear to see that Facebook has dealt with a lot of data records being breached when comparing it to other applications. This resulted in the final animations and graph, where we can clearly see that people do not trust Facebook with their personal data.

The sources that are used for this subtopic are listed in the reference list [13-15].

Crime

Since Facebook can be used by everyone in the world, inappropriate content is also present on the platform. These inappropriate posts are considered as crime within this visualization even though not all content is something illegal. Facebook already has created their own algorithms to detect inappropriate content such as Adult and Child Nudity, Spam and Dangerous Organisations or Self-Injury. The visualizations within this part are based on the data that is provided by Facebook itself. They want to be more transparent about their rules and how they are already making Facebook a safer environment by preventing the publication of inappropriate content. Per subcategory of crime, they share data about total amount of posts, amount of content removed before users reported them and the amount of content restored (with and without appeal). This part of the visualization shows all these data on the subcategories.

The source that was used for this subtopic is listed in the reference list [16].

References

[1] Number of facebook users per country

<https://www-statista-com.ezproxy2.utwente.nl/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>

[2] Facebook and hospitals

<https://thesparkreport.com/infographic-social-mobile-healthcare/>

[3] Facebook and health related topic posts

<https://www.infographicsarchive.com/infographic-healthcare-industry-building-trust-through-social-media/>

[4] Share of population that is depressed: World Health Organization

<https://gateway.euro.who.int/en/hfa-explorer/>

[5&6] Share of population that had an anxiety disorder

<https://ourworldindata.org/mental-health#all-charts-preview> &
<https://gateway.euro.who.int/en/hfa-explorer>

[7]Market share B2B digital advertising (only year 2019 is used)

<https://www.statista.com/statistics/645080/leading-b2b-online-ad-platforms-in-the-netherlands/>

[8] Facebook Advertising revenue from 2009 to 2019

<https://www.statista.com/statistics/271258/facebooks-advertising-revenue-worldwide/>

[9] Social commerce activities according to internet users worldwide as of 1st quarter 2019, by age group

<https://www.statista.com/statistics/1031962/global-social-commerce-activities-age/>

[10] Tekstje nog!

<https://ourworldindata.org/internet>

[11] Revenue per user for different regions of the world

<https://www-statista-com.ezproxy2.utwente.nl/statistics/251328/facebooks-average-revenue-per-user-by-region/>

[12] Facebook penetration rate europe

<https://www.internetworldstats.com/stats4.htm#europe>

[13] What platform is most trusted by people in 2018

<https://www-statista-com.ezproxy2.utwente.nl/statistics/632269/ranking-of-communication-platforms-trusted-the-most-in-the-netherlands/>

[14] Compromised records in data breach several companies

<https://www-statista-com.ezproxy2.utwente.nl/statistics/290525/cyber-crime-biggest-online-data-breaches-worldwide/>

[15] Confidence in Facebook ability to keep data safe

<https://www-statista-com.ezproxy2.utwente.nl/statistics/856407/opinion-future-facebook-safeguard-personal-data-profiles/>

[16] Facebook's data on inappropriate content in order to be transparent

<https://transparency.facebook.com/community-standards-enforcement>