

Analysis & Advice Report

Are Students of Hogeschool Zuyd Major Chinese a suitable target group for a Dutch expansion of GogoDutch?



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Introduction

The importance of understanding internet behavior

social media a very important role in modern society. Before the arrival of social media the Albert Heijn might accidentally sell bread including a baked and sliced mouse, and no one else but the unfortunate customer, his/her friends and maybe some readers of local newspapers at most will know about it. But nowadays any news about any company might reach the whole world in no time through social media. Therefore understanding the behaviour of people on social media is important to any company. Knowing about the internet behaviour of the companies customers or potential customers can not only help to prevent that the image of the company will get harmed, it can also help to spread and create a positive brand image.

However to some companies understanding the internet behaviour of their customers is even more important, as the company directly or indirectly generates profit through their websites. Unlike the Albert Heijn, Youtube would not be able to exist without internet, their income highly depends on their internet users. For these companies it is very important to understand their users internet behaviour and adjust to their needs. This research is executed for GogoDutch (GGD) a online platform that highly depends on their internet users as well, as they attract advertisers to advertise on the platform, and without the advertisers, GGD would not have any income.

A bridge from Holland to China

The mission of GGD is to build a bridge between Holland and China. They have been successful in building this bridge, but the traffic on this bridge only goes in one direction, from China to Holland. The platform of GGD helps Chinese exchange students to better understand Holland and feel at home. However GGD could also make a great contribution to helping Dutch to better understand China as well. This expansion of the market could also contribute to the company's growth. Therefore further developing the business strategy towards the Dutch market might be a great opportunity.

But before expanding the platform and entering a new market GGD will need to better understand their new target markets internet behaviour. This information will help them to find out if newly selected target market is interested in this expansion and how they can adapt to the internet behaviour of the target group, creating an attractive platform for them.

Complications for GogoDutch

Unfortunately most information about Dutch internet behaviour this is only available in Dutch. As a Dutch student with a major in Chinese and minor in marketing and new media I can help to bridge the language gap between GGD and their new target market as I can translate the sources to them and help them to communicate with their target market. But I will also be able to set up and execute an analysis of their target markets internet behaviour individually.

Specification of the research

Internet behaviour is a very wide topic and their potential market includes several target groups. Due to the requirements of the analysis and advice report it will be impossible to fully analyse this. As GGD already has experience with Chinese students, Dutch students will be the most easy group to target. Therefore I will focus on Dutch students with a major in Chinese at higher education. I will first gain insights in this groups demographics and general internet behaviour, after which I will focus on the most active social media users and further analyse their social media behaviour and interests in GGD. As active users have the biggest influence on community platform, this group will be the most interesting to analyse.

Research questions

To gain all this information the research will be build up with the following questions.

Main question

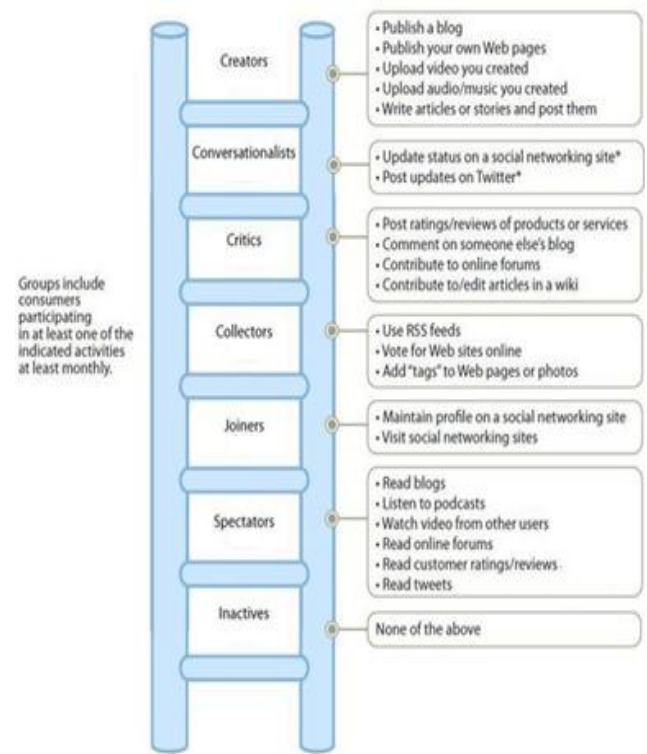
Are Students of Hogeschool Zuyd Major Chinese a suitable target group for a Dutch expansion of GogoDutch?

Sub questions

- What do the demographics and internet behavior of the target group looks like?
- How many students belong to the active group on social media (creators and conversationalists)?
- Would active social media users be interested to be a member of GGD?
- Would active social media users post on the platform of GGD?
- Would active social media users comment on the platform of GGD?
- Do active social media users post about China?
- What do the active social media users that posted something related to China post about?
- Which themes are popular themes among all posts in 2015 of the active social media users?

Groundswell and the social - technographical ladder

This research is based on the theory of groundswell, developed by Charlene Li and Josh Bernoff of Forrester Research. Groundswell is the definition of social media users. The idea behind the theory of groundswell is that companies do no longer control their customers, but companies are controlled by their customers through social media. It is a social trend in which people use technology to get what they want. Customers have gained the power to make or break a company through social media. Where previously companies would just send out their messages through traditional media such as television and newspaper, through new media customers have started sending messages back. The dreams and desires of the customers are spread across the internet, their opinions are out in the public, and all companies can do is carefully listen to them, because society now has the power to take a company down or make them grow.



Source: North American Technographics* Empowerment Online Survey, Q4 2009 (US)
*Conversationalists participate in at least one of the indicated activities at least weekly.
i6291

Source: Forrester Research, Inc.

1.0

All people that use social media are part of the groundswell, but they do not all have the same internet behaviour. Based on their activities on social media users are divided into different sports, all these sports together make up the social-technographical ladder. The most important and most easily observable sports of the social technological ladder are the creators and conversationalist. They leave clear traces on the internet by posting comments and creating their own materials such as blogs and video's. This is also the group that makes a large contribution in what kind of content will appear on the social media platforms and how interactive and involved the founders of the platform can be with their audience. Therefore understanding this group will be most important to GGD.

Image 1.0 shows each sport and the activity the users of each sport takes part in, at least once a month, or in case of the conversationalist, once a week.

Image 1.1 shows the social-technographical ladder of Dutch people in 2011.

1.1

Netherlands	
Creators	18%
Conversationalists	24%
Critics	30%
Collectors	16%
Joiners	50%
Spectators	70%
Inactives	21%
Base	1,051

Method

The research design

First of all I will be doing a quantitative research by a survey and a Facebook and Twitter analysis to get an overall impression of the internet behavior of major Chinese students and their demographics. Here I will be focusing on whether the students belongs to the conversationalist sport, creator sport or neither of them. After I have found out who the conversationalist and creators are I will do a qualitative research through a content analysis on Facebook or Twitter, which will give insight in what the conversationalist or creator post about. Through a survey I will also analyze their interest in GGD and how they would use the platform.

Selection of participants

As a student of Hogeschool Zuyd I have access to the class lists of major Chinese through Infonet, an information platform of Hogeschool Zuyd. By analyzing the whole group I will have a representative group of Chinese students. I will use the first and last names of the students to search them on the Facebook and Twitter. If there are several people with the same name on Facebook and Twitter I will check their age, nationality, education or friends to make sure if I have found the right person. If I cannot be sure if the person I found is the same person as on the class list I will fill in a “no profile found” in the Excel sheet in which I collect the data of the students. After completing the list I will send an email to all students of the class lists, of which their email addresses are also available on infonet. Through these emails including the survey questions I will check the data I have collected through the Facebook analysis. In the Excel sheet I will record which students responded to my emails.

After having collected all the information of the students I will continue my research with the conversationalists and creators among the students, which are selected based on the criteria of the social technographical ladder. I will add each student on Facebook or Twitter so I will be able to see all their post. Among the conversationalists of which I have full access to their social media profiles, I will pick 10 conversationalists that can represent the group of conversationalists based on their gender. I will code and collect all their post in an Excel sheet to get insights in the content of their posts. Furthermore I will ask all conversationalists through a survey if they would be interested to become a member of GGD and whether they would post and comment on this platform. This data I will collect in an Excel sheet as well.

Measurement instruments

Because there is already a lot of information available about the internet behavior of Dutch people I will be doing a data analysis to get a general impression of the internet behavior of Dutch with demographics similar to the target group of the research. Doing a data analysis will save me time as I do not need to obtain this data through survey by myself. I will be using CBS as source because their data is known to be reliable, however I cannot guarantee that the collected data is correct.

I will also collect my own data through a Facebook and Twitter analysis. Here I search the students internet activity based on the criteria of the social technographical ladder, their age and their gender. Because Facebook and Twitter accounts or posts are not always public I will not be able to fully get insight into this content. Therefore it is important to check through a survey how accurate my findings were.

As I want to know exactly what kind of topics the target audience posts about it will be necessary to do a content analysis. This is necessary because first of all it will be impossible for the participant to recall exactly what they have posted about this year. Furthermore the participants might also lie or misunderstand what is being asked from them during surveys, therefore an observation will also lead to more reliable results. As the observation of their internet behavior is online I will also have the advantage that the participants will not know they are being observed, therefore this will not influence their behavior. The downside of the content analysis is that it takes a lot of time.

For the other data that I cannot acquire through content analysis and data analysis I will be using a survey. As I will be researching a group of 151 students, this will be the most effective way to reach them. This way I will be able to check and complement the data obtained through the content and data analysis, and I will be able to get an insight in people's interest towards GGD. However I will not be able to solve misunderstandings, and the respondents might feel hesitant to fill in that they have no interest in GGD. It is also likely that not all students will respond to the survey.

Procedure for participants

All participants will receive an email including the questions of the survey. Everyone is required to fill in their first and last name so the results can be linked to previous collected information by the Facebook and Twitter analysis and the information of the class list. The second question is whether the participants at least once a week post something on Facebook or Twitter, on which they can answer, “only on twitter, only on Facebook, on both or neither of them.” The third question is whether the participants own a blog. Only participants that at least post something on Facebook on Twitter or own a blog are required to fill in the rest of the survey.

The survey includes a short paragraph that explains what kind of company GGD is and what their plan to expand to the Dutch market includes. After this paragraph the participants are asked whether they would want to be a member of a Dutch version of GGD, if they would post their own information on this platform and whether they would respond to topics on this platform.

After having filled in the survey I will send friend request to the conversationalists and creators on Facebook or follow them on Twitter.

Analysis of data

All data that was collected through Facebook and Twitter (content) analysis or through the survey has been collected in an Excel sheet. The data was divided among two Excel sheets. One included the data of all students. The other Excel sheet included the data collected for the content analysis.

Excel sheet all student

This is the Excel sheet including the data of the overall research among all students. This Excel sheet consists of 8 variables divided into different categories.

Variables	Category
Email received	Yes/No/Email rejected
Gender	Female/Male
Age	Number of age/
Creator	No blog found/Not a creator/Creator
Conversationalist	Conversationalists (confirmed) Conversationalists (unconfirmed) Conversationalists (incorrect) Not conversationalists (confirmed) Not conversationalists (unconfirmed) Unable to send a survey or find on Facebook
Twitter or Facebook	Twitter/Facebook/ X
Would like to be a member of a Dutch version of GGD	Yes/No/No answer/No answer required
Would post information on a Dutch version of GGD	Yes/No/No answer/No answer required
Would comment on the Dutch version of GGD	Yes/No/No answer/No answer required

Variable: Email received

Yes = The student answered the questions send in the survey

No = The student did answer the questions send in the survey

Email rejected = The email was not send out by the mailbox

Variable: Gender

Female = through Facebook, Twitter or the class list was confirmed that the student was female

Male = through Facebook, Twitter or the class list was confirmed that the student was male

Variable : Age

The age was retrieved from Facebook or Twitter based on the data that was available at 4 may

X = No data was found about the age of the student

Variable: Conversationalist

Conversationalists (confirmed) = Based on posts in the months March and April was confirmed that the student met the criteria of a conversationalist on Facebook or Twitter according to the social technographical ladder and confirmed this through the survey.

Conversationalists (unconfirmed) = Based on posts in the months March and April was confirmed that the student met the criteria of a conversationalist on Facebook or Twitter according to the social technographical ladder but did not confirmed this through the survey.

Conversationalists (incorrect) = Based on posts in the months March and April was confirmed that the student did not met the criteria of a conversationalist on Facebook or Twitter according to the social technographical ladder, however the students answered in the survey that they met the requirement, which turned out to be right after being fully able to access the students Facebook or Twitter page.

Not conversationalists (confirmed) = Based on posts in the months March and April was confirmed that the student did not met the criteria of a conversationalist on Facebook according to the social technographical or no profile was found, and the student confirmed not to meet the requirements of a conversationalist through the survey.

Not conversationalists (confirmed) = Based on posts in the months March and April was confirmed that the student did not met the criteria of a conversationalist on Facebook or Twitter according to the social technographical ladder or no profile was found, but the student did not confirmed not to meet the requirements of a conversationalist through the survey.

Unable to send a survey or find on Facebook = The student could not be found on Facebook or Twitter and it was not possible to email the student or the student did not reply to the survey

Variable: Twitter or Facebook

Twitter = The students meets the criteria of a conversationalist on Twitter

Facebook = The students meets the criteria of a conversationalist on Facebook

X = The student is not a conversationalist

Variable: Creator

Creator = A link to the students Blog was found at Facebook or Twitter, or the student filled in that they monthly posted something on their own blog through the survey

Not a creator = The student confirmed through the survey that he or she did not own a blog

No blog found = No link to a blog of the students was found on their Facebook or Twitter profile and the students did not respond to the survey confirming whether he or she owned a blog.

Variable: Would like to be a member of a Dutch version of GGD

Yes = The conversationalist or creator responded through survey to be willing to be a member of GGD

No= The conversationalist or creator responded through survey to not be willing to be a member of GGD

No answer required = The student is not a creator or conversationalist therefore their answer is not required for the research

Not answered = The student did not reply to the survey or filled in this question

Variable: Would post information on a Dutch version of GGD

Yes = The conversationalist or creator responded through survey to be willing to post information on a Dutch version of GGD

No= The conversationalist or creator responded through survey not to be willing to post information on a Dutch version of GGD

No answer required = The student is not a creator or conversationalist therefore their answer is not required for the research

Not answered = The student did not reply to the survey or filled in this question

Would comment on the Dutch version of GGD

Yes = The conversationalist or creator responded through survey to be willing to comment on a Dutch version of GGD

No = The conversationalist or creator responded through survey not to be willing to comment on a Dutch version of GGD

No answer required = The student is not a creator or conversationalist therefore their answer is not required for the research

Not answered = The student did not reply to the survey or filled in this question

Content analysis

The following are the variables of the Excel sheet that gives insight in the content that the conversationalists have posted on Twitter or Facebook. A single post can be included in different variables. For the overall analysis to count the conversationalists, uploads of several pictures in one post would be counted as one post. In this analysis each pictures is individually analysed and each counted as a single post. In total among 10 conversationalists on Facebook (3 males and 7 females), 715 posts in 2015 were analysed on 27 and 28 May 2015. These conversationalists represent the 23 conversationalists which consist of 26% of males, 74% of females, 96% of Facebook conversationalist and 4% on Twitter.

Variable		Category
Platform		Facebook/Twitter
Related to China		
	Study Chinese	Number of amount of post
	Travel in Chinese place	Number of amount of post
	Chinese media	Number of amount of post
	Post in Chinese language	Number of amount of post
	News in China	Number of amount of post
	Information about China	Number of amount of post
Theme of Post		
	Related to China	Number of amount of post
	Party/Concerts	Number of amount of post
	Study/School	Number of amount of post
	Friends	Number of amount of post
	Pets/Animals	Number of amount of post
	Travelling/Scenery	Number of amount of post
	Food/Drinks	Number of amount of post
	News	Number of amount of post
	Self portrait	Number of amount of post
	Work	Number of amount of post
	Celebrities	Number of amount of post
	Music	Number of amount of post
	Movies/Tv program	Number of amount of post
	Family	Number of amount of post
	Quotes/Blessings	Number of amount of post
	Shared content	Number of amount of post
	Hobby/Sport	Number of amount of post
	Beauty/Fashion	Number of amount of post
	Life Experience	Number of amount of post

Variable Platform

Facebook = The content is analysed from Facebook

Twitter = The content is analysed from Twitter

Variable Study Chinese

A post is included this section if the students writes something related to their Chinese studying activities, such as things they have learned, grades they have earned or problems they have encountered during their study. It also includes pictures made of study books, notes or other Chinese study material.

Variable Travel in Chinese place

A post is included this section if the students writes something related to their travelling experience, dream or plans in or to a Chinese place. A Chinese place includes any place located in China or Chinese themed place such as a China town or Chinese festival in any place in the world. User generated pictures of Chinese places are also included in this section.

Variable Chinese media

All (Music) video's and pictures that are produced by Chinese or have a Chinese theme and are not user generated.

Variable Post in Chinese language

All Pictures, video's or texts written or made by the owner of the Facebook or Twitter page including Chinese language.

Variable News in China

A post is included in this category if the post includes current (at the time of the post) news of happenings in Chinese places or related to Chinese people published by a news platform.

Variable Information about China

A post is included in this section if it includes text, video or pictures that present facts about Chinese language, culture, geography etc. Both presented by the owner of the Facebook or Twitter page or official sources.

Variable Related to China

Any post that is included in above mentioned variables.

Variable Party/Concerts

Pictures taken at parties or concerts in which it is clearly to see that a party or concert was held on the location, or pictures that are taken in preparation of a party. This could also include festivals and parties held at home, such as birthday parties and holiday celebrations and dinner parties at restaurant. If the students writes about these experiences or recorded a video about this the post is included in here is as well.

Variable Study/School

Any post related to studying or events that have taken place at school are included in this section. They may include viral images or video's about studying, pictures of study books or posts written by the owner of the Facebook or Twitter page related to studying.

Variable Friends

Posts are included in this section if Facebook (boy/girl) friends are tagged, friends are mentioned in posts or are included in a picture or video. People are identified as friend when they cannot be identified as family and there is no clear connection that the person in the picture is interacting with the owner for professional purposes.

Variable Pets/Animals

Any written post, video or image in which an animal plays an important role is included in this section.

Variable Travelling/Scenery

Pictures, video's and posts about any location that is visited for leisure purpose or is located abroad is included in this section. Also posts including images of scenery that is admired by the user of the Facebook or Twitter page is included in this section no matter where it is located. Traveling plans and dreams are also included here. This section does not include posts related to transportation.

Variable Food/Drinks

Any video, image or post in which food or drinks plat an important role are included in this section. For example a selfie in which you can see an apple somewhere in the background is not included in this section. This section does includes posts about, or pictures taken at restaurants.

Variable News

Currently happening events (at the time of the post) in the world that are published by a news platform.

Variable Self portrait

All pictures including only a single person, which is the owner of the Facebook page, are included in the self portrait section. The picture should at least include the face of the owner of the Facebook page.

Variable Work

All posts in which the users mentions his or her work, or working activities, including internships, part time, full time and voluntary jobs are included in this section. Also pictures taken with colleagues or posts about colleagues are included here.

Variable Celebrities

if text, pictures or video posts focus on a celebrity in particular, not very closely related to what they do that makes them famous they are classified in this sections. E.g a post about Pirates of the Caribbean is classified under movies, a post about Johnny Depp is classified under celebrity and an interview with Johnny Depp about the pirates of the Caribbean is included in both categories.

Variable Music

All music videos or posts that mention songs, music compositions or instruments are included in this section. This could also include pictures or video's or text about instruments or musicians.

Variable Movies/Tv program

Information about a Tv program or Movie. May also include posts about watching movies or tv programs at home, going to the cinema or joining tv shows.

Variables Family

All posts including video, picture and text in which a family member of the owner of the Facebook page is involved, such as tagged or included in the picture is included in this section. By comments or context of the post is should be clear that the person involved is a family member of the owner of the Facebook page.

Variables Quotes

Images in which the text in the image has a central role or text can be identified as a quote or blessing based on the content or context is classified in this section. Blessing may be written by the owner of the Facebook or Twitter page and quotes may also includes sentences the owners have said themselves in the past.

Shared content

Viral content includes posts that are not made by the owner of the Facebook page and are shared on Facebook by clicking *share on Facebook* on external websites or from within Facebook. This may include leisure video's, advertisement such as share and win, funny images, etc.

Variable Hobby/Sport

Post of which the content is related to sports and hobbies. Hobbies may including creative hobbies such as DIY, drawing and playing an instrument, or collection hobbies. Something is identified as a sport if the activity is done for leisure or exercise purposes. For example a post that some went to school by bike is classified under life experience and not sport, unless the post also mentions the Facebook or Twitter user took the bike to exercise.

Beauty/Fashion

All post to showcase fashion items such as clothes are included in this section. Also including posts about hairstyles, make up, tattoo's, body shapes and other posts related to enhancing once looks.

Life Experience

Happenings in life of the user that has not been included in the above mentioned categories, such as problems encountered in transportation, random thoughts, complaints, achievement in life and other posts that include content that had directly influenced the life of the Facebook or Twitter owner.

Ethical and practical conditions

Even though all information that I will gather from Facebook will be public information, the students that posted their information did not post it for research purposes. Furthermore, the class lists were not public. Therefore I think for privacy reason it is important to remove the names of the students when I share my data. However I must keep versions with the names included, so the information can be traced back when necessary.

Results

- What do the demographics and internet behavior of the target group looks like?

Amount of students 151

Gender of Students

Gender	Amount of students	Percentage
Male	47	31%
Female	104	69%

Average age of students

In total the age of 58 students was available on Facebook. Together they had an average age of 21.5 (1246/58=21.5)

Frequency of internet use based on demographics of the target group

100% of the age group 15-25 has used the internet in the past 3 months. The following table shows the frequency of use of the internet of people that have used the internet in the past 3 months .

Use of internet	Male	Female	15-25
(Almost) Daily	91%	86%	96%
At least once a week	8%	12%	3%
At least once a month	1%	2%	0%
Less than once a month	0%	0%	0%

Motivation of internet use based on demographics of the target group

Motivation use internet		Male	Female	15-25
Communication	Total communication	96%	96%	97%
	Send/Receive emails	94%	96%	96%
	Call through internet	32%	30%	43%
	Other, e.g. chat	32%	28%	49%
Information	Total information	90%	88%	87%
	Search products and services	88%	85%	83%
	Use service travel agencies	48%	53%	47%
News and actuality		80%	74%	84%
Work and vacancies		20%	22%	36%
Commercials products	Total Commercials products	88%	87%	88%
	Internet banking	83%	82%	79%
	Financial transactions	8%	4%	5%
	Selling and buying products	65%	62%	65%
Government	Total government	67%	57%	54%
	Visit governmental websites	61%	52%	50%
	Download official documents	44%	32%	29%
	Fill in and send official documents	46%	36%	29%
Health		52%	65%	51%
Entertainment	Total entertainment	73%	69%	91%
	Games/Music	66%	65%	90%
	Download software	44%	28%	49%

- How many students belong to the active group on social media (creators and conversationalists)?

Creators

	Amount
No blog found	110
Not a creator	41
Creator	0
Total	151

Conversationalists

	Amount	Percentage
Conversationalists (confirmed)	6	3.97
Conversationalists (unconfirmed)	12	7.94
Conversationalists (incorrect)	5	3.31
Not conversationalists (confirmed)	32	21.19
Not conversationalists (unconfirmed)	92	60.92
Unable to send a survey or find on Facebook	4	2.65
Total	151	100

On Facebook or Twitter

	Amount	Percentage
Facebook conversationalists	22	96
Twitter conversationalists	1	4

-Would active social media users be interested to be a member of GGD?

	Amount	Percentage
Yes	8	34.78
No	2	8.70
Unkown	13	56.52

- Would active social media users post on the platform of GGD?

	Amount	Percentage
Yes	6	26.07
No	4	17.39
Unkown	13	56.52

- Would active social media users comment on the platform of GGD?

	Amount	Percentage
Yes	6	26.07
No	4	17.39
Unkown	13	56.52

- Do active social media users post about China?

	Amount	Percentage
Yes	9	90
No	1	10

- What do the active social media users that posted something related to China post about?

	Amount	Percentage
Study Chinese	9	10.11
Travel in Chinese area	50	56.18
Chinese media	8	8.98
Post in Chinese language	15	16.85
News in China	2	2.24
Information about China	5	5.61

- Which themes are popular themes among all posts in 2015 of the active social media users?

Related to:	Amount of posts in 2015	Percentage
Related to China	75	4.41
Party/Concerts	39	3.86
Study/School	33	3.26
Friends	118	11.67
Pets/animals	38	3.76
Trips/Scenery	259	25.62
Food	55	5.44
News	29	2.86
Self portrait	46	4.54
Work	12	1.19
Celebrities	6	0.6
Music	21	2.08
Movie/Tv Programs	17	1.68
Family	35	3.46
Quotes	31	3.07
Shared Content	132	13.05
Hobby/sport	8	0.79
Beauty/Fashion	15	1.48
Experience in life	42	4.15

Conclusions and advice

The analysis has been done over a 151 students at Hogeschool Zuyd that study Oriental language and Communication major Chinese. This group of students consists of 69% female students and 31% male students. The students have an average age 21.5 years old. 96% of Dutch aged 15 to 25 use internet daily, though for Zuyd students this percentage may be a little lower as the majority consists of female students, and females frequency of internet use is lower than male students.

The target group most common use of the internet is for communication (97%), but searching news, information, commercial products and entertainment are also motivations for using the internet of a vast majority of Dutch with similar demographics to the target group. Of the optional internet motivations provided by the CBS communication, and information are both motivations that could be executed on the expansion of GGD.

In total information of 147 students was collected by Facebook analysis or through survey. According to analysis 18 students were conversationalists. However 5 students of the 43 students that responded to the survey were non conversationalists by initial Facebook or Twitter analysis , but according to the survey and after adding them to Facebook turned out to be conversationalist. This means that the Facebook analysis was not a 100% reliable, as only after adding the student on Facebook, all data could be seen. In total 12% of the participants of the survey that were analysed as non conversationalists turned out to be conversationalists.

If the responding students would be representative to not responding students, this means that 12% of the students that did not respond to the survey would also belong to the conversationalists even though based on the initial Facebook analysis they belonged to the non conversationalist , adding another 13 conversationalists, resulting in a total of 36 conversationalists.

However it is important to keep in mind that conversationalists might be more likely to respond to surveys. Even when considering that the 12% can be applied to the 107 students that did not respond to the survey, only 24% of the students is a conversationalist, compared to 27% of conversationalists within the 43 students that replied to the survey. And when not applying the 12% of non conversationalists that might be conversationalists to the 151 students, only 15% of the students is a conversationalist.

So at least 15% of the students at Zuyd is conversationalists, and probably at most 24%. During the analysis and survey no creators were found. Since not every student answered to the survey it is possible that there are creators among the group, however based on this analysis 0% is creator. Even though only a small percentage of the target group is a conversationalist, and 0% of the target group is a creator this target group does seem like potential users of a Dutch expansion of GGD so far. This is mainly because Dutch aged 15 to 25 are frequent internet users and use the internet for motivations for which GGD can provide a platform.

As can be seen in the social technological ladder of Dutch in image 1.1 of the literature 24% of Dutch people was conversationalist in 2013. Since a lower percentage of the Students of Zuyd is a conversationalists it is likely that the contribution of content to the platform by users will be quite a bit below average. So to keep the website vivid with new topics and information for the users it will be important that GGD makes a great contribution to this themselves.

But just because Dutch aged 15 to 25 use the internet for communication and searching information doesn't guarantee that they will be doing this at GGD. Whether they will actually use GGD for these motivations will depend on their interest towards GGD. The conversationalists among the Students of Zuyd were analysed and sent a survey to find out how much their interests align with the expansion of GGD to the Dutch market.

80% of the conversationalists that responded to the survey were interested in becoming a member of the Dutch expansion of GGD. 60% would also comment and post on this platform. Though there is quite some interest in the platform among the conversationalists it is rather remarkable that only 60% of the conversationalist would be interested in making a contribution to the content of the platform. With only a small amount of conversationalist, of which only a slight majority would like to make a contribution to the content on the platform, high interaction with the users will be very hard to realise.

Only after GGD has expanded to the Dutch platform and started to gather members it will be possible to listen to what the users think about the platform specifically by analysing their posts on the platform. However this is not possible yet, and might not lead to a lot of data in the future too, as research has shown so far that not too much content will be posted on the platform by its users. Another method to analyse what, in this case the potential users, are interested in, is by doing a Facebook or Twitter analysis. Since only 1 of the 23 conversationalists is a conversationalist on Twitter the analysis was fully done on Facebook.

Because GGD expansion will be focused on Dutch interest in China the amount of conversationalists that have posted about China were analysed first. 90% of the conversationalist did post something related to China, with an average of 7,5 posts per person. The most common theme for posts about China were posts related to plans for travelling or actual travel experiences at Chinese places, with an average of 5 posts per person in 2015. Other themes were way less popular, only posts in a Chinese language (written by the Facebook users) were posted with an average of more than 1 post per person on average. The unpopular posts included posts related to studying Chinese, posts shared from or about Chinese media, information about China and news about China.

Travelling turned out to be the most popular theme of the conversationalists posts overall, cover 25.62% of the posts. Many posts also involved the friends of the user (11.67%), and relatively large percentage of the content posted by the conversationalists was shared material. This information might be particularly useful to GGD when they want to involve their users and let the users help them spread their brand. GGD could for example hold a share and win campaign on Facebook on which user should share a post and tag their friends, which will give them the opportunity to win a trip to China with their friend.

But knowing what the target group likes to post about will may also help GGD to encourage their users to post information about topics they like to post about on their platform. As the conversationalist really like to post about travelling GGD can encourage them to provide information about their travelling experience in China on the platform. Or GGD could provide more information about Chinese food, since a relatively large percentage (5.44%) of the posts by the conversationalists is related to food.

Based on the overall analysis of the internet behaviour of the 151 Zuyd students and the content analysis and survey among the conversationalists, I do think that the students of Hogeschool Zuyd Oriental Language and communication, major Chinese is a suitable target group for GGD. Even though there are not a lot of conversationalists among this group, and only 60% of the conversationalists would actually post and comment on the platform, I do think there is potential to create content that will align with the interests of the students and they can be encouraged to make their own contribution to the content of the platform and get involved with GogoDutch.

Discussion and reflection

All content is analyzed manually and since humans make errors I believe that even though I have very carefully analyzed the content, I do believe that some content might have slipped my attention. However the content that I might have overlooked will be of such small percentage that it won't have tremendous influence on the research results.

It is also important to keep in mind that I have only analyzed Facebook and Twitter profiles, whereas there are way more social media platforms available such as Youtube, Instagram, Flickr, etc. It is possible that several students are conversationalists on other social media platforms, but I have not been analyzed this. Therefore it is possible that the amount of conversationalists is slightly higher than the results I have analyzed.

However I believe that as Facebook and Twitter are the most popular social media platforms at which user will regularly place content I do believe that this research does cover the most important social media platforms and the actual situation will not differ too much from the results of the research. However the accuracy of this research will also decrease as time passes. Social media behavior is very changeable, the more time passes, the more the results will probably differ from the reality.

The results gathered by survey might not be very reliable too, as participants of the survey might feel they should answer positively towards the expansion of the platform of GGD as I am doing this survey for GGD and they don't want to seem rude. Furthermore not all conversationalists replied to the survey, it could be possible that the group that replied to the email cannot represent the results of the conversationalists that did not fill in the survey.

Before actually expanding the platform it is possible to do much more further research in the field of internet behavior. Even among the target group can be done further research, as more information about the internet behavior and interests of the other sports of the social technological can be analyzed. This will help GGD to fully understand their users. However for this they will need to depend on survey's, as information of the other sports is very hard to access. Using survey give less reliable results than observation of internet behavior through content analysis.

Similar research can also be done for other potential target groups. Doing further research in other target groups will be very important as the current target group only consist of 151 people, which will probably not be a profitable group.

Appendix

The survey

Wat is je naam? (Voor en achter naam)

Plaats je gemiddeld wekelijks minstens 1 maal wat op Facebook of Twitter?

☐ Nee

☐ Alleen op Facebook

☐ Alleen op Twitter

☐ Op Facebook en Twitter

Hou je maandelijks een blog bij? (Zo ja, kun je de link geven, zo niet "Nee" invullen.

De volgende vragen hoeft je niet te beantwoorden als je 2x "Nee" hebt geantwoord op de vorige vragen. Maar persoonlijk ben ik wel geïnteresseerd in jullie antwoord.

De volgende vragen gaan over het platform www.gogodutch.com. Op het moment is het een Chinees talig community platform waar Chinese mensen informatie kunnen vinden en vragen over Nederland. Nu overwegen zij zich uit te breiden tot een platform waar Nederlandse mensen vragen kunnen stellen en informatie kunnen vinden over China.

Zou jij geïnteresseerd zijn om lid te worden van deze Nederlands talige versie van GogoDutch?

☐ Ja

☐ Nee

Zou jij zelf informatie willen plaatsen op deze Nederlands talige website?

☐ Ja

☐ Nee

Zou jij zelf reageren op topics op het forum van de Nederlandse website?

☐ Ja

☐ Nee

Heb je suggesties betreffend GogoDutch's platform? (De huidige versie of de uitbreiding naar de Nederlandse versie?

Bedankt voor je deelname!

ENQUÊTE INDIENEN 

Email received	Gender	Age	Conversationalist	Conversationalist Twitter	Would like to be a member of a Dutch version of GGD	Would post information on a Dutch version of GGD	Would comment on the Dutch version of GGD	Blog
No	Male	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Male	20	Conversationalist (incorrect)	Facebook	Yes	Yes	No	Not a creator
No	Female	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	27	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	22	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	23	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	22	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Email rejected	Female	X	Unable to send a survey or find on Facebook	X	No answer required	No answer required	No answer required	No blog found
No	Female	20	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	21	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	X	Conversationalist (unconfirmed)	Facebook	No answer	No answer	No answer	No blog found
No	Female	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Female	21	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
No	Female	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Male	X	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
No	Female	21	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Female	X	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
No	Male	24	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Male	24	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	21	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	23	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Female	X	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Female	X	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
Yes	Female	24	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
No	Female	22	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	21	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	24	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	24	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	23	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Male	21	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	24	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
No	Female	22	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Female	22	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
No	Female	24	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Female	27	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
No	Male	X	Not conversationalist (unconfirmed)	X	No answer required	No answer required	No answer required	No blog found
Yes	Female	22	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
Yes	Female	X	Conversationalist (incorrect)	Facebook	No	No	No	Not a creator
Yes	Female	X	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
Yes	Female	21	Not conversationalist (confirmed)	X	No answer required	No answer required	No answer required	Not a creator
Yes	Male	27	Conversationalist (confirmed)	Facebook	Yes	Yes	Yes	Not a creator

Excel sheet content analysis

Profile	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
Study Chinese	0	0	0	0	0	2	0	0	0	2
Travel in Chinese place	2	2	0	0	15	0	1	24	4	2
Chinese media	0	0	1	1	0	0	1	4	1	0
Post in Chinese language	0	0	0	0	7	0	0	3	5	0
News in China	0	0	0	1	1	0	0	0	0	0
Information China	0	0	0	0	3	0	0	0	2	0
Related to China	2	2	1	2	21	0	2	28	14	3
Party/Concerts	12	1	3	1	5	4	0	10	1	2
Study/School	2	2	1	10	5	1	0	2	8	2
Friends	20	14	21	16	3	15	7	13	1	8
Pets/Animals	2	1	2	5	5	3	0	5	11	4
Traveling/Scenery	3	22	16	2	121	45	2	0	16	32
Food/Drinks	2	6	8	21	12	0	2	1	0	3
News	2	0	0	7	2	0	6	4	4	4
Self portraits	3	8	6	13	5	2	1	2	4	2
Work	5	0	5	0	1	1	0	0	0	0
Celebrities	1	0	0	4	0	0	0	0	1	0
Music	0	8	0	2	1	0	2	2	6	0
Movies/Tv program	0	2	2	3	1	0	1	2	6	0
Family	0	1	1	3	5	0	0	2	16	7
Quotes/Blessing	0	5	3	4	2	0	2	1	14	0
Shared content	8	1	9	28	5	2	16	25	28	10
Hobby/Sport	0	0	1	5	0	1	1	0	0	0
Beauty/Fashion	1	1	2	6	0	0	0	0	0	5
Life Experience	5	1	0	16	5	1	0	0	11	3
Total posts	51	56	58	103	154	49	26	74	87	57
Analysis date	27-5-2015	27-5-2015	27-5-2015	27-5-2015	28-5-2015	28-5-2015	28-5-2015	28-5-2015	28-5-2015	28-5-2015

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