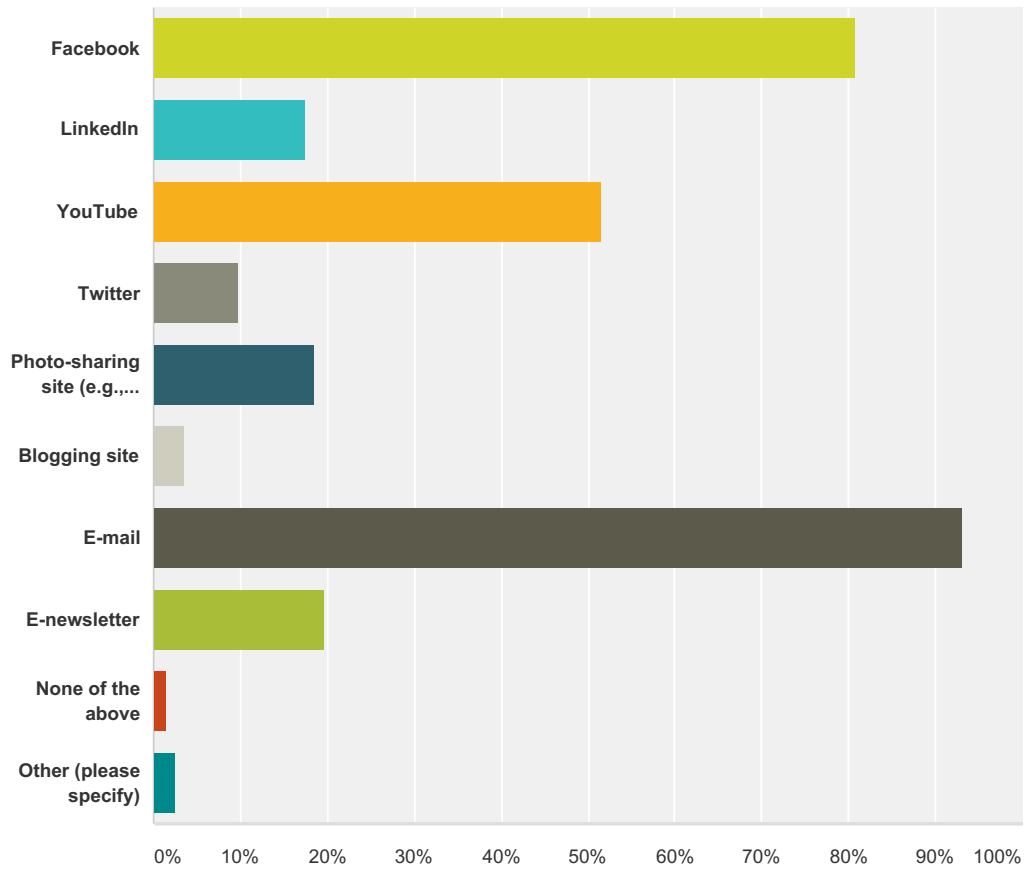


Q1 In the past month, which of the following have you used or visited? (Select all that apply.)

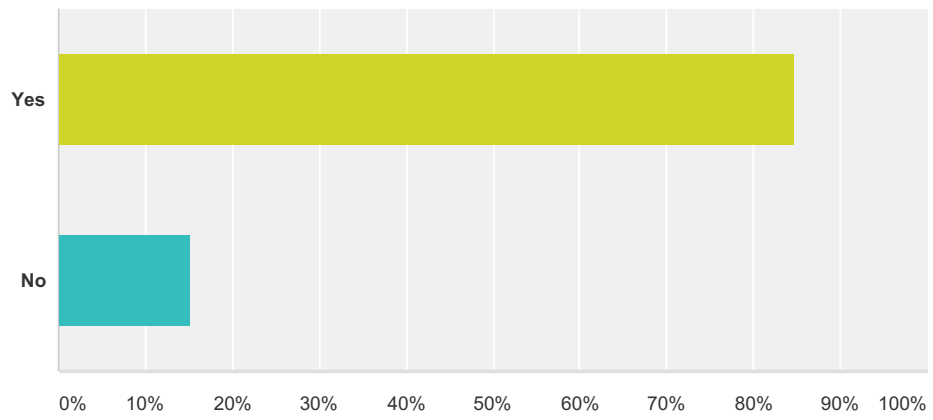
Answered: 2,767 Skipped: 7



Answer Choices	Responses	Count
Facebook	80.77%	2,235
LinkedIn	17.49%	484
YouTube	51.54%	1,426
Twitter	9.90%	274
Photo-sharing site (e.g., Instagram, Flickr)	18.50%	512
Blogging site	3.54%	98
E-mail	93.21%	2,579
E-newsletter	19.59%	542
None of the above	1.48%	41
Other (please specify)	2.49%	69
Total Respondents: 2,767		

Q2 Do you currently have a Facebook account?

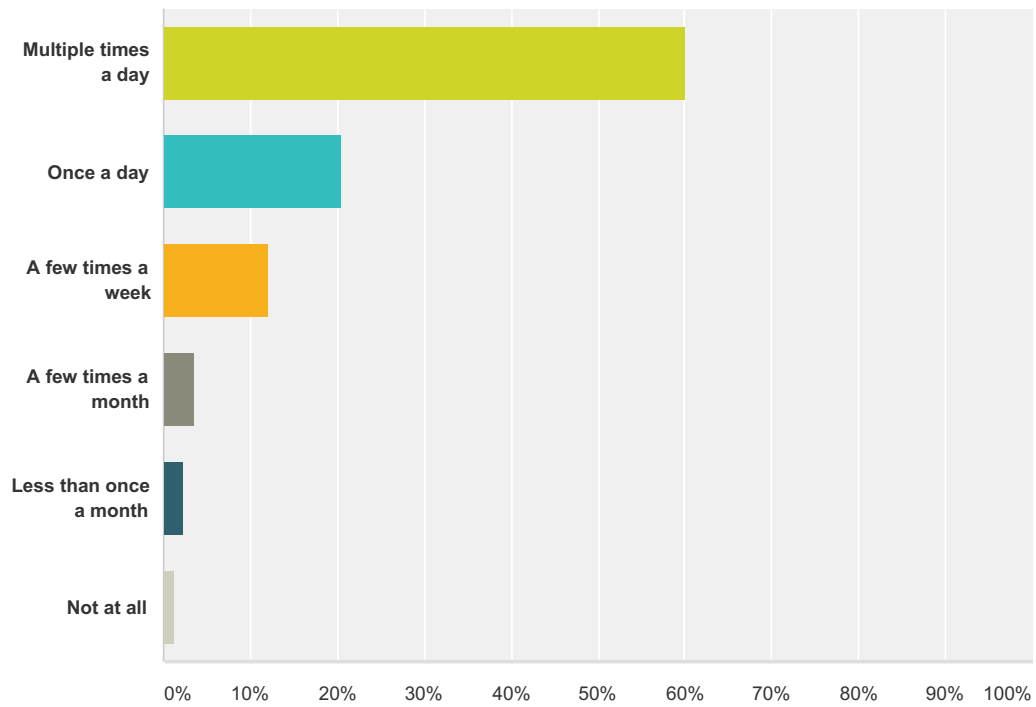
Answered: 2,758 Skipped: 16



Answer Choices	Responses	
Yes	84.70%	2,336
No	15.30%	422
Total		2,758

Q3 About how often do you view or access Facebook?

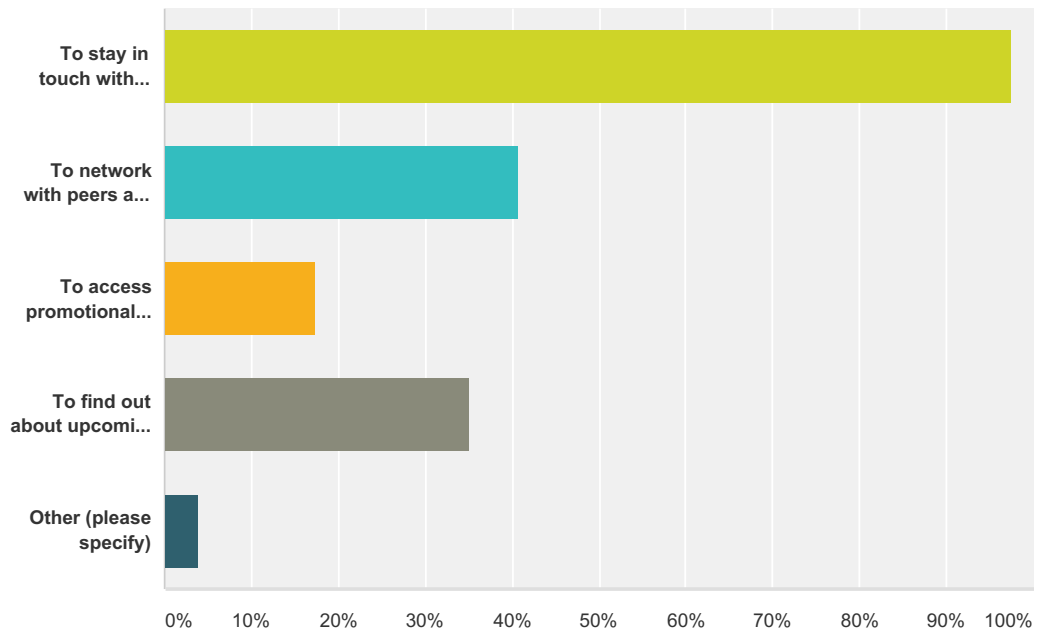
Answered: 2,342 Skipped: 432



Answer Choices	Responses
Multiple times a day	60.03% 1,406
Once a day	20.45% 479
A few times a week	12.21% 286
A few times a month	3.63% 85
Less than once a month	2.39% 56
Not at all	1.28% 30
Total	2,342

Q4 In what ways do you use Facebook? (Select all that apply.)

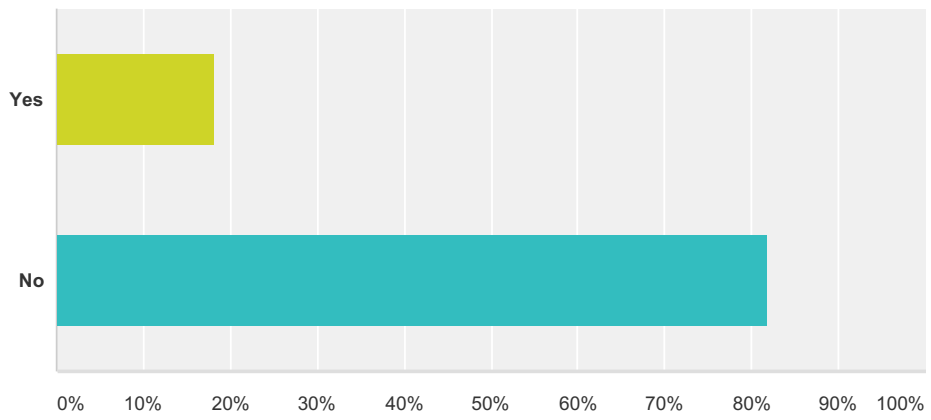
Answered: 2,299 Skipped: 475



Answer Choices	Responses	
To stay in touch with friends and family	97.43%	2,240
To network with peers and colleagues	40.76%	937
To access promotional offers from companies	17.22%	396
To find out about upcoming meetings, conferences, or other events	35.15%	808
Other (please specify)	3.91%	90
Total Respondents: 2,299		

Q5 Do you currently have a Twitter account?

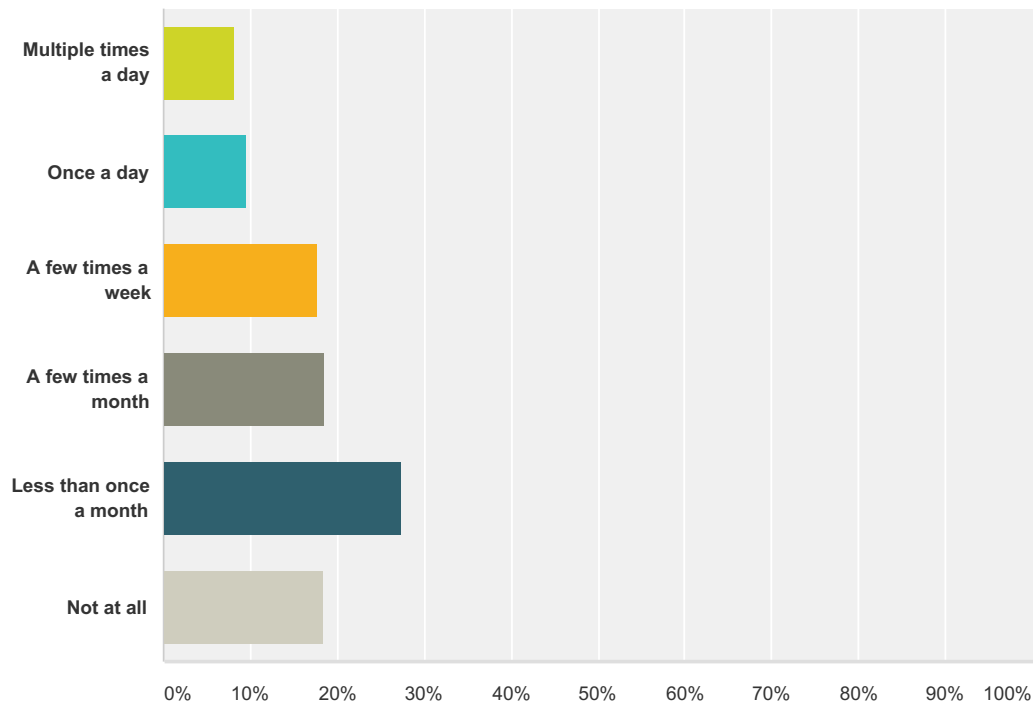
Answered: 2,749 Skipped: 25



Answer Choices	Responses	
Yes	18.19%	500
No	81.81%	2,249
Total		2,749

Q6 About how often do you view or access Twitter?

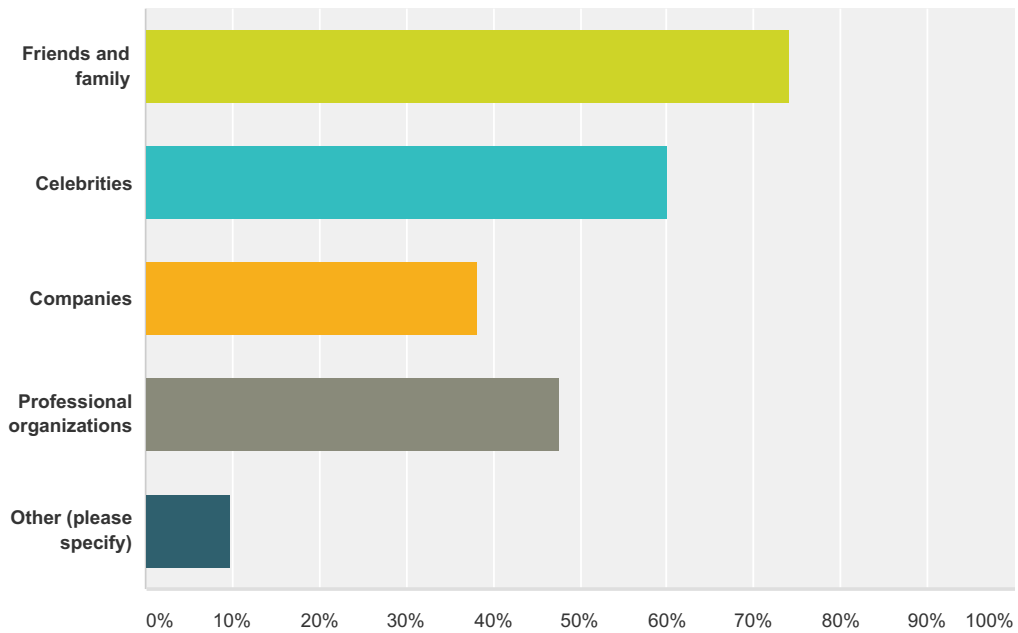
Answered: 510 Skipped: 2,264



Answer Choices	Responses
Multiple times a day	8.24% 42
Once a day	9.61% 49
A few times a week	17.65% 90
A few times a month	18.63% 95
Less than once a month	27.45% 140
Not at all	18.43% 94
Total	510

Q7 What types of accounts do you follow on Twitter? (Select all that apply.)

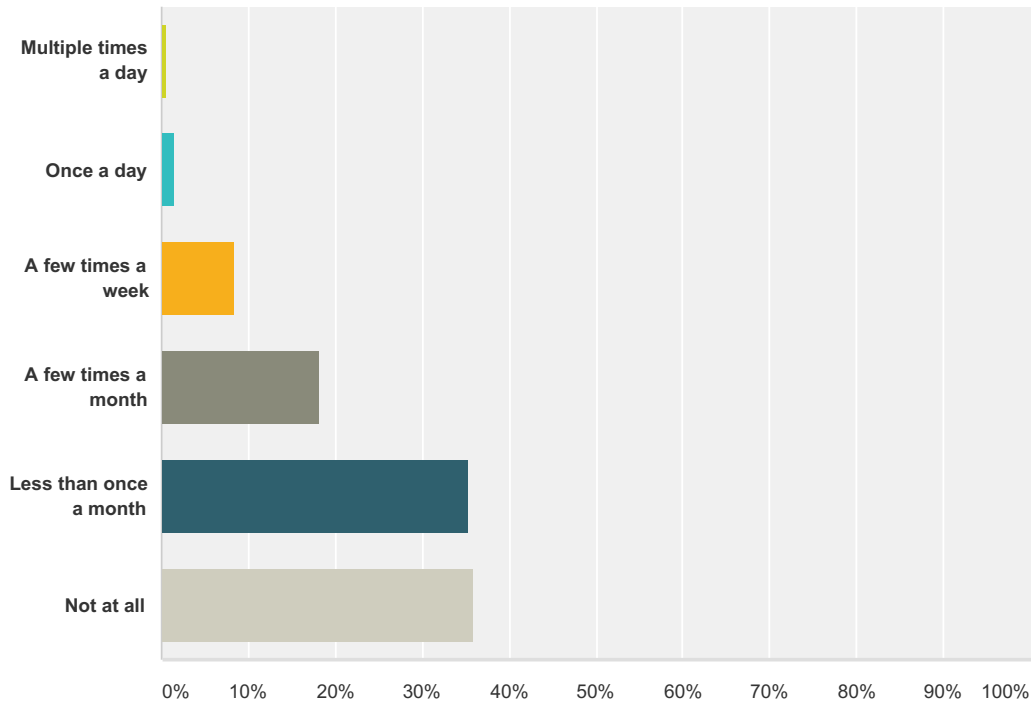
Answered: 408 Skipped: 2,366



Answer Choices	Responses	Count
Friends and family	74.02%	302
Celebrities	60.05%	245
Companies	38.24%	156
Professional organizations	47.55%	194
Other (please specify)	9.80%	40
Total Respondents: 408		

Q8 About how often do you tweet?

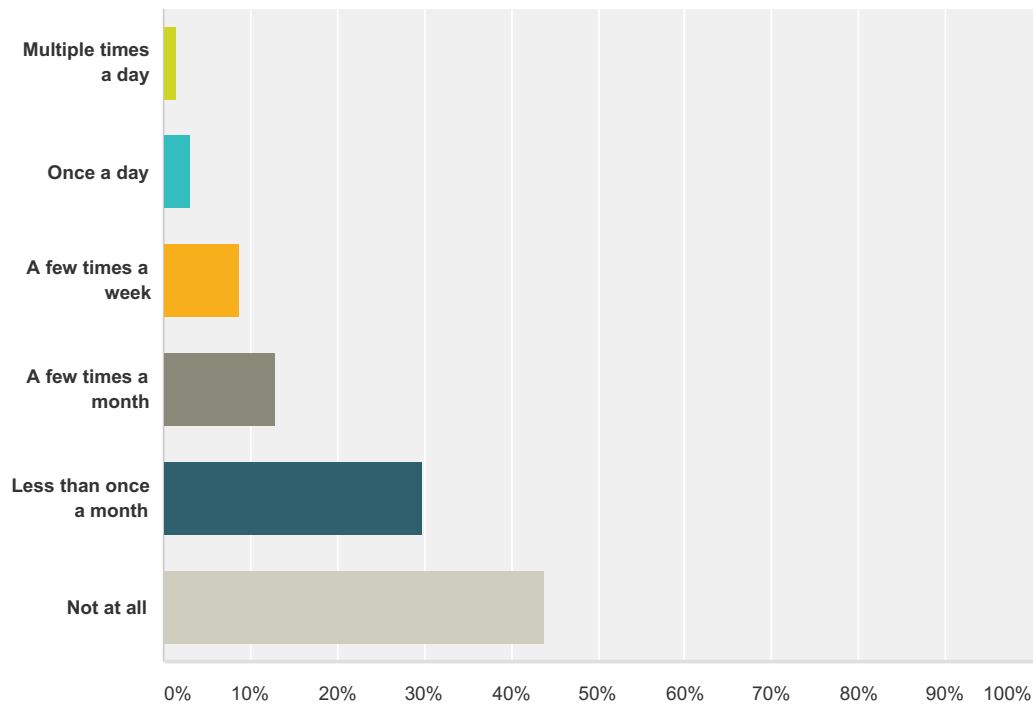
Answered: 414 Skipped: 2,360



Answer Choices	Responses	Count
Multiple times a day	0.72%	3
Once a day	1.45%	6
A few times a week	8.45%	35
A few times a month	18.12%	75
Less than once a month	35.27%	146
Not at all	35.99%	149
Total		414

Q9 About how often do you retweet others' posts?

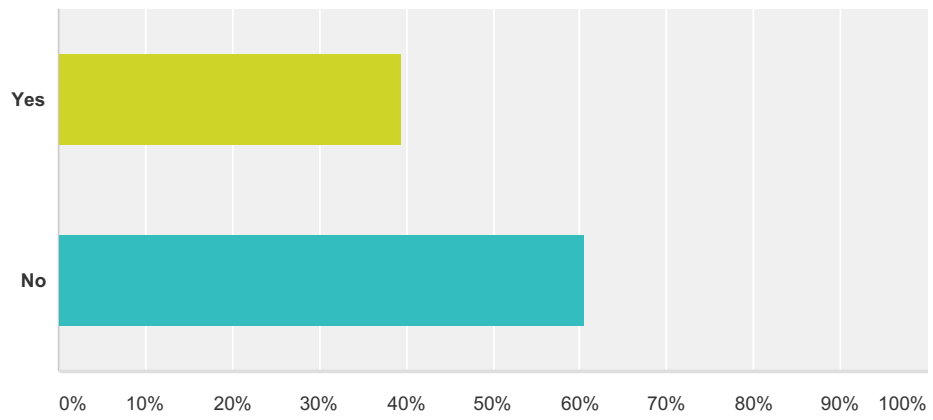
Answered: 410 Skipped: 2,364



Answer Choices	Responses
Multiple times a day	1.46% 6
Once a day	3.17% 13
A few times a week	8.78% 36
A few times a month	12.93% 53
Less than once a month	29.76% 122
Not at all	43.90% 180
Total	410

Q10 Do you currently have a LinkedIn account?

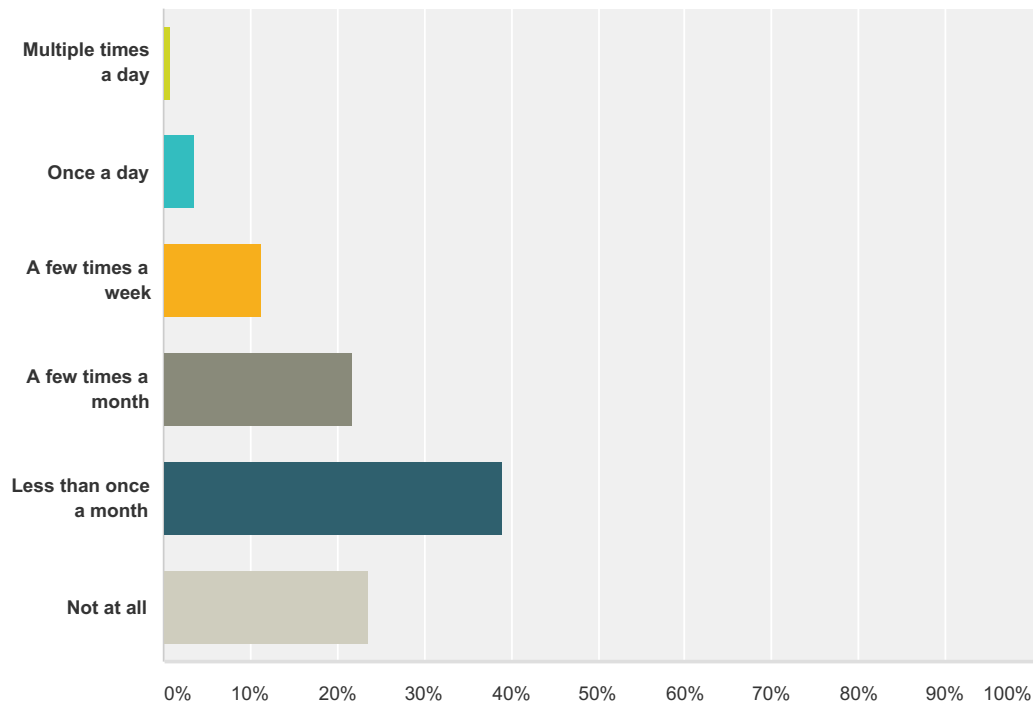
Answered: 2,733 Skipped: 41



Answer Choices	Responses	
Yes	39.48%	1,079
No	60.52%	1,654
Total		2,733

Q11 About how often do you view or access LinkedIn?

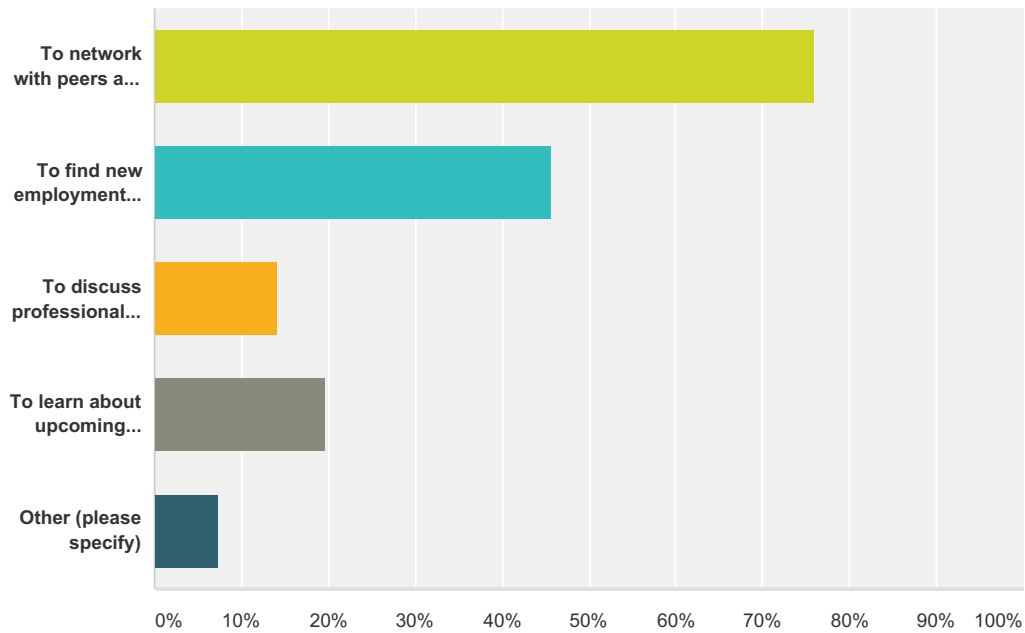
Answered: 1,099 Skipped: 1,675



Answer Choices	Responses
Multiple times a day	0.82% 9
Once a day	3.55% 39
A few times a week	11.19% 123
A few times a month	21.66% 238
Less than once a month	39.13% 430
Not at all	23.66% 260
Total	1,099

Q12 How do you primarily use LinkedIn? (Select all that apply.)

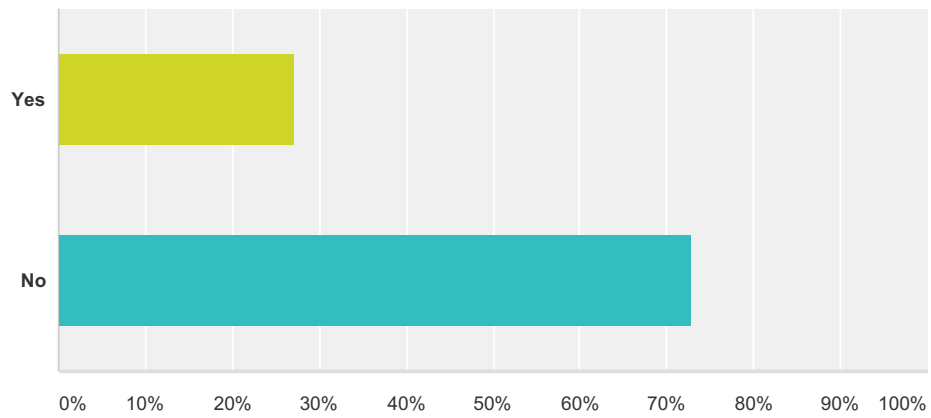
Answered: 818 Skipped: 1,956



Answer Choices	Responses	Count
To network with peers and colleagues	75.92%	621
To find new employment opportunities	45.72%	374
To discuss professional issues	14.18%	116
To learn about upcoming conferences, meetings, or other events	19.56%	160
Other (please specify)	7.21%	59
Total Respondents: 818		

Q13 Do you currently have a YouTube account?

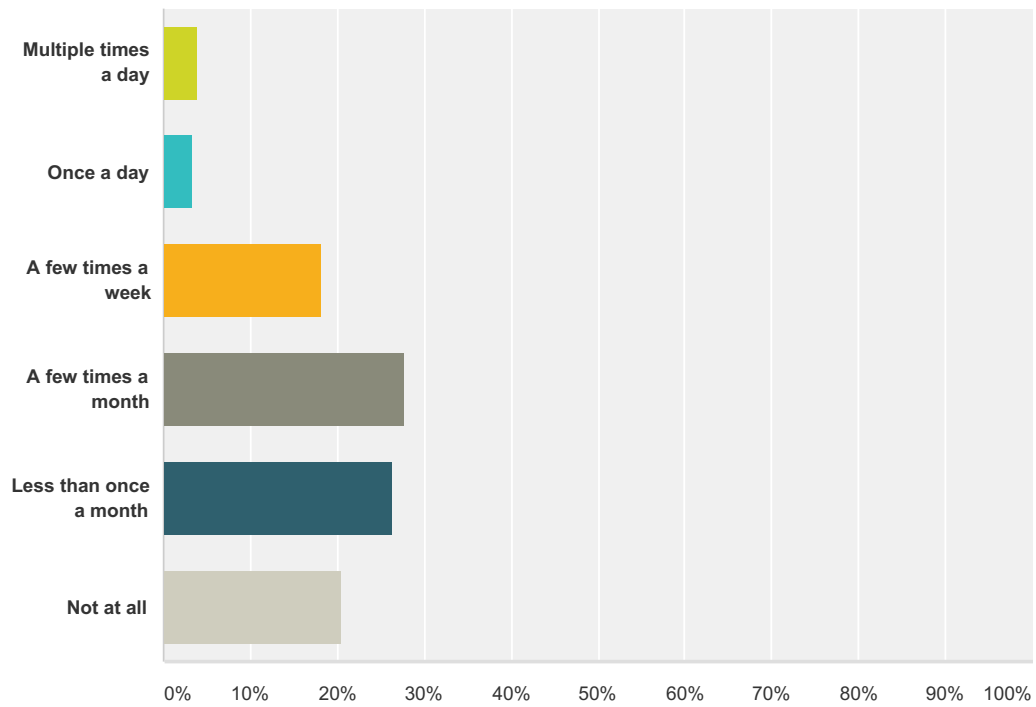
Answered: 2,743 Skipped: 31



Answer Choices	Responses	
Yes	27.23%	747
No	72.77%	1,996
Total		2,743

Q14 About how often do you view or access YouTube?

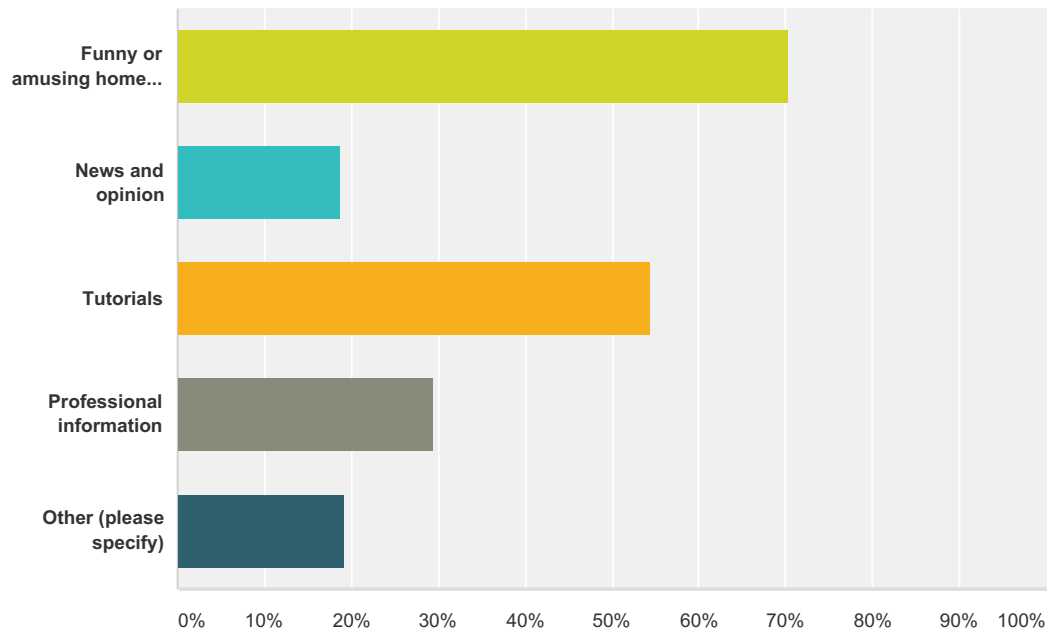
Answered: 2,740 Skipped: 34



Answer Choices	Responses
Multiple times a day	4.05% 111
Once a day	3.39% 93
A few times a week	18.10% 496
A few times a month	27.81% 762
Less than once a month	26.20% 718
Not at all	20.44% 560
Total	2,740

Q15 What types of videos do you view on YouTube? (Select all that apply.)

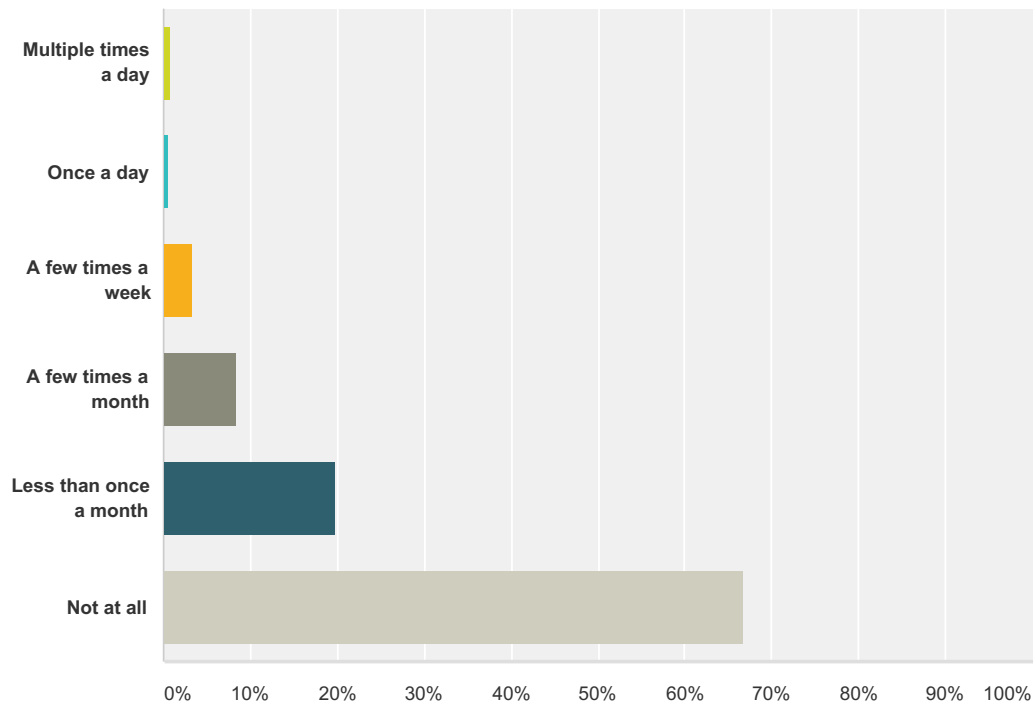
Answered: 2,172 Skipped: 602



Answer Choices	Responses	Count
Funny or amusing home videos, clips from TV shows, etc.	70.44%	1,530
News and opinion	18.78%	408
Tutorials	54.47%	1,183
Professional information	29.37%	638
Other (please specify)	19.15%	416
Total Respondents: 2,172		

Q16 About how often do you share or comment on YouTube videos?

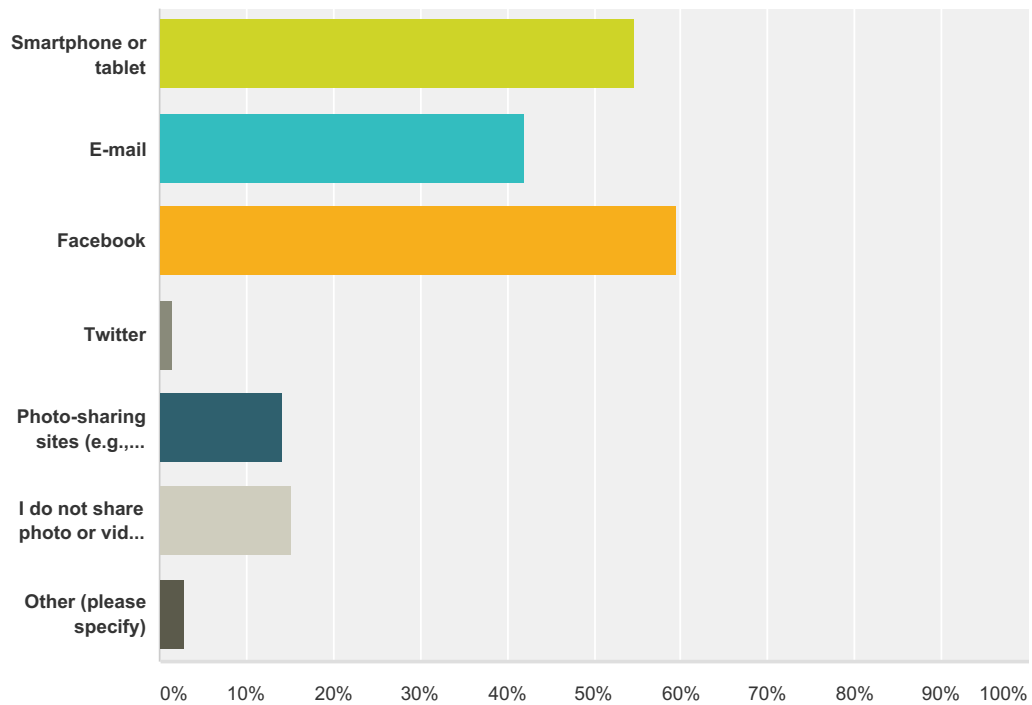
Answered: 2,180 Skipped: 594



Answer Choices	Responses
Multiple times a day	0.83% 18
Once a day	0.55% 12
A few times a week	3.39% 74
A few times a month	8.44% 184
Less than once a month	19.91% 434
Not at all	66.88% 1,458
Total	2,180

Q17 How do you prefer to share photo/video content with others? (Select all that apply.)

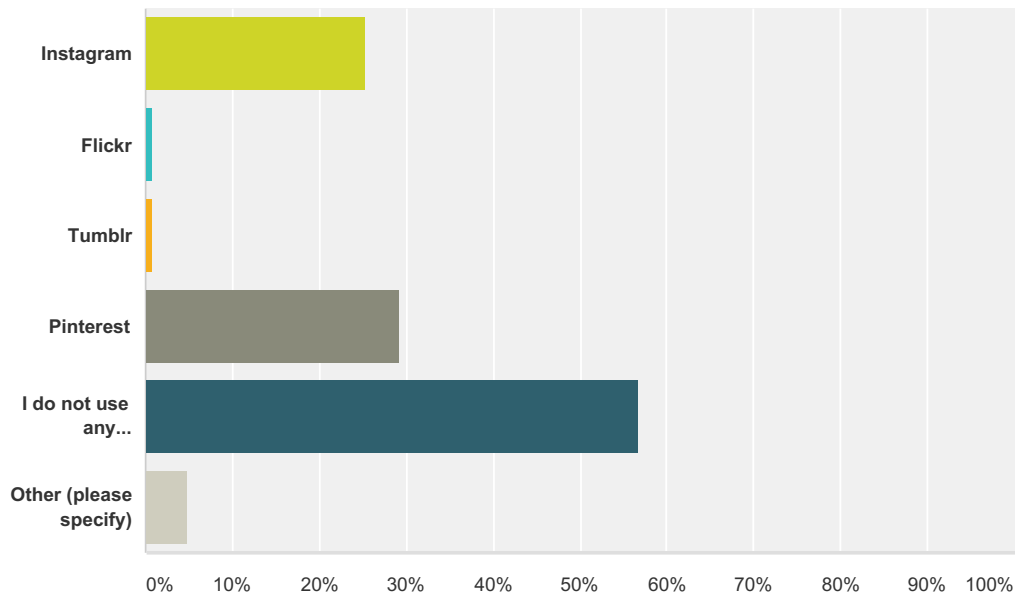
Answered: 2,739 Skipped: 35



Answer Choices	Responses
Smartphone or tablet	54.73% 1,499
E-mail	42.02% 1,151
Facebook	59.51% 1,630
Twitter	1.39% 38
Photo-sharing sites (e.g., Instagram, Flickr)	14.24% 390
I do not share photo or video content with others.	15.15% 415
Other (please specify)	2.99% 82
Total Respondents: 2,739	

Q18 What photo-sharing sites do you use? (Select all that apply.)

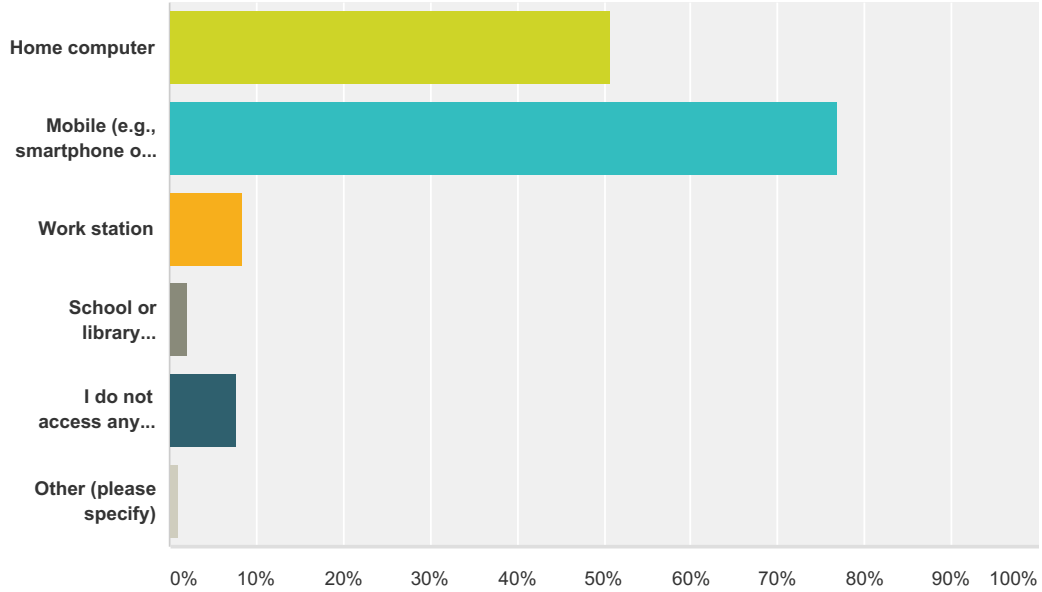
Answered: 2,705 Skipped: 69



Answer Choices	Responses	
Instagram	25.18%	681
Flickr	0.81%	22
Tumblr	0.85%	23
Pinterest	29.21%	790
I do not use any photo-sharing sites.	56.82%	1,537
Other (please specify)	4.77%	129
Total Respondents: 2,705		

Q19 How do you access your social media platforms most often? (Select all that apply.)

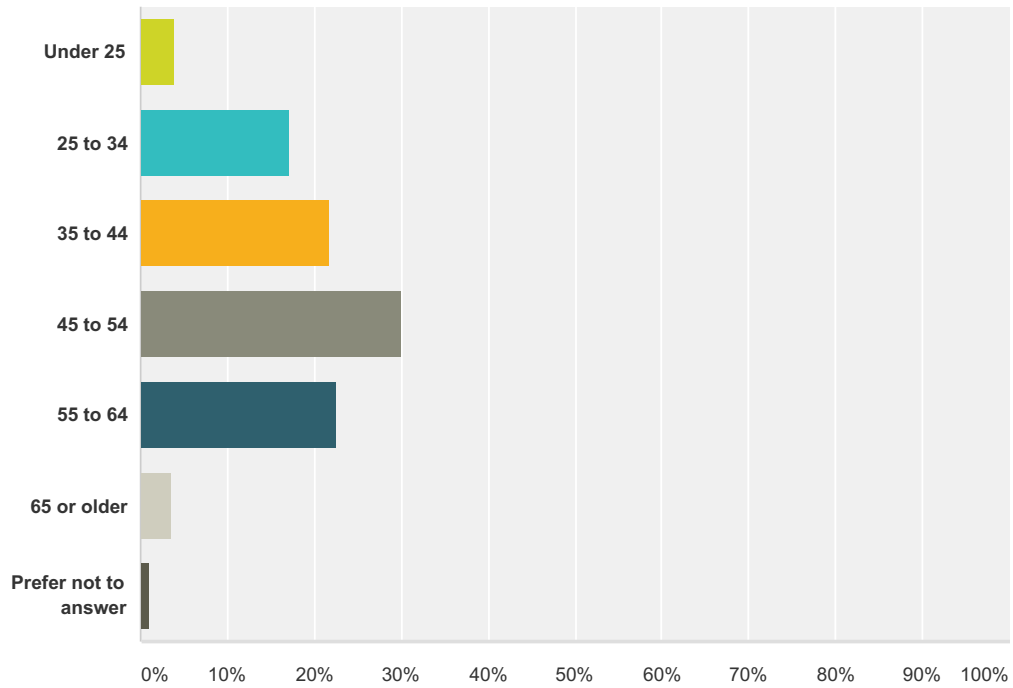
Answered: 2,727 Skipped: 47



Answer Choices	Responses	Count
Home computer	50.75%	1,384
Mobile (e.g., smartphone or tablet)	76.82%	2,095
Work station	8.36%	228
School or library computer	2.02%	55
I do not access any social media platforms.	7.74%	211
Other (please specify)	0.99%	27
Total Respondents: 2,727		

Q20 What is your age?

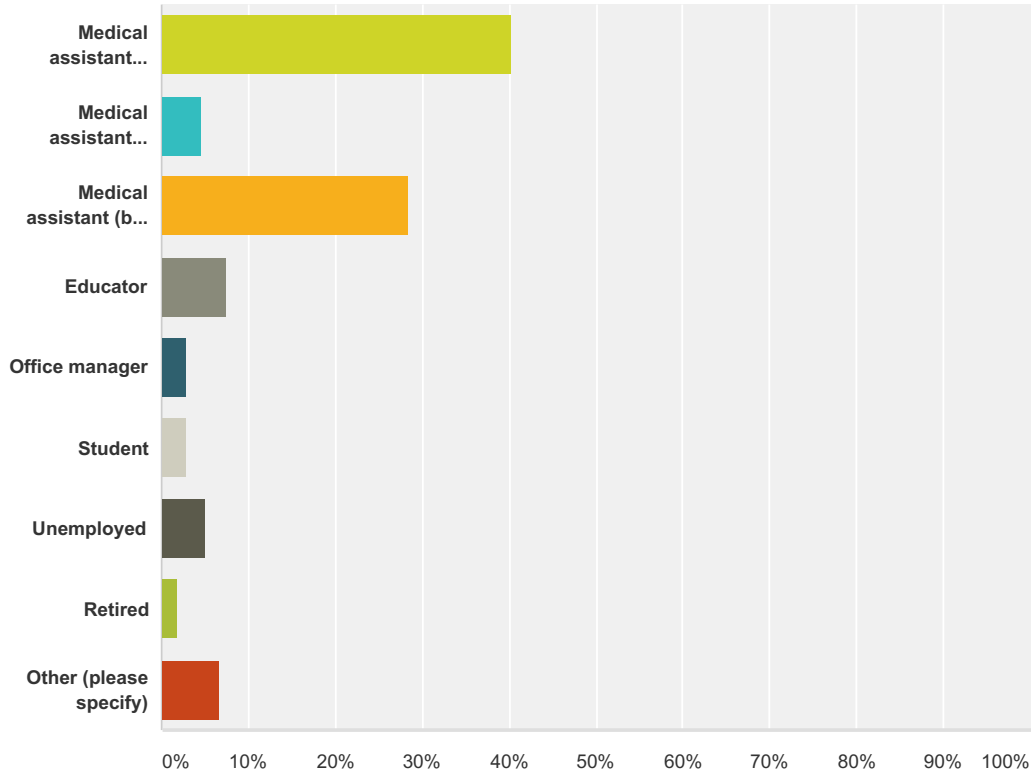
Answered: 2,728 Skipped: 46



Answer Choices	Responses	
Under 25	4.07%	111
25 to 34	17.16%	468
35 to 44	21.81%	595
45 to 54	30.02%	819
55 to 64	22.54%	615
65 or older	3.45%	94
Prefer not to answer	0.95%	26
Total		2,728

Q21 Which category best describes your primary position in the medical assisting profession?

Answered: 2,717 Skipped: 57



Answer Choices	Responses
Medical assistant (clinical)	40.30% 1,095
Medical assistant (administrative)	4.49% 122
Medical assistant (both clinical and administrative)	28.34% 770
Educator	7.55% 205
Office manager	2.87% 78
Student	2.83% 77
Unemployed	5.08% 138
Retired	1.91% 52
Other (please specify)	6.62% 180
Total	2,717