

the web makes me feel...

15th July 2009

a MediaSnackers project

## CASE Insight Report

[www.thewebmakesmefeel.com](http://www.thewebmakesmefeel.com)

**MEDIASNACKERS**

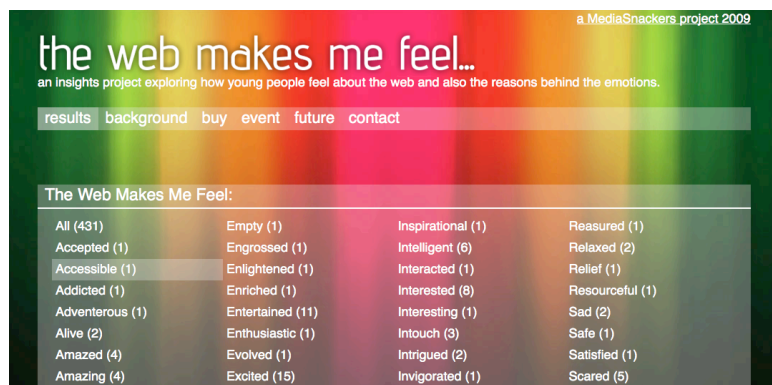
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## Executive Summary

The Web Makes Me Feel (TWMMF) is a MediaSnackers project exploring the emotional responses to the web among 13-19 year olds in the UK.

### Key Insights:

- **Emotions Lead to Action.** Human beings are powered by emotion, not just by reason.
- **Need to Explore How Youth Feel.** 13-19 year olds are digital natives, super-communicators and multi-taskers. But, we don't know how the web makes them feel.
- **Postcards Were Key.** No Surveys. No Interviews. Simple postcards were distributed to 13-19 years across the UK to learn how the web makes them feel and why!
- **Variance in Emotion.** Over 143 feelings and 65 reasons why the web makes youth feel.
- **The Top 10 Words** used by 13-19 year olds to describe how the web makes them feel include: Happy. Connected. Good. Excited. Free. Entertained. Bored. Interested. Sociable. Independent.



- **Youth Feel Positive.** The web makes youth feel overall more positive than negative with over 56% of feelings expressed classified as positive.
- **No Gender Difference.** Compared to males, the web makes females feel just as positive, negative and neutral as men.
- **Age Difference.** The web makes youth feel more positive about the web at 13 years than they youth do at 19 years.
- **Why?** The main explanations for why the web makes youth feel Happy. Excited. Good. Free. Entertained is because they can talk/chat with friends; find answers to questions; and can access anything anywhere in the world.

## So how does the web make you feel?

# the web makes me feel...

## FULL REPORT

The full report is available to purchase at [thewebmakesmefeel.com](http://thewebmakesmefeel.com)

The full report is 15 pages in length with results presented visually using graphs, word clouds and tables. A detailed analysis of the TWMMF data profiling the words youth used to express their positive, negative and neutral emotions about how the web makes them feel is included. Youth responses are also compared across age group (13-19 year olds) and gender. Visual display of the most common reasons for which certain emotions are felt is also included in the full report.

All proceedings from sale of the report go towards funding this MediaSnackers project about 'how the web makes me feel'.

**Purchase the full report now: [thewebmakesmefeel.com](http://thewebmakesmefeel.com)**

## AUTHORS

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CASE Insights is a research initiative grounded on the use of case methodologies and a social-system worldview. The core aim of the initiative is to explore, document and share insights about Marketing's evolution through technology.

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MediaSnackers are the go-to guys for companies and organisations who want to understand & effectively use social media. We work cross sector with broadcasters, youth workers, marketers, brands, arts and cultural organisations etc delivering speaking, training, masterclasses and consulting services.

The Web Makes Me Feel  
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