

**Center for Media Research - Nepal**

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# **Nepal Twitter Users Survey 2015**

## Summary of the Findings

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December 2015

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### THE SURVEY

The survey was conducted online in January 2015. A total of 625 completed responses were considered valid and analyzed.

### DEMOGRAPHICS OF THE RESPONDENTS

Out of 625 respondents, 9.8 per cent were females and 89.9 per cent were males. The remaining 0.3 per cent were others or third-gender.

Most of the Twitter users are between 26 to 30 years old (36 per cent) whereas those between 21 to 25 years made of 23 per cent of the Twitter users. Around 20 per cent of Twitter users are between 31 to 35 years old. All together, those between 21 to 35 years made up 79 per cent of the Twitter users – significantly down from 2013 when those age-groups made up 86 per cent of the Twitter users.

**Table 1: Age-wise Distribution of Nepali Twitter Users**

Age Group	Twitter Users (%)
Up to 20 years old	5
21-25 years old	23
26-30 years old	36
31-35 years old	20
36-40 years old	9
41-45 years old	3
More than 45 years old	4

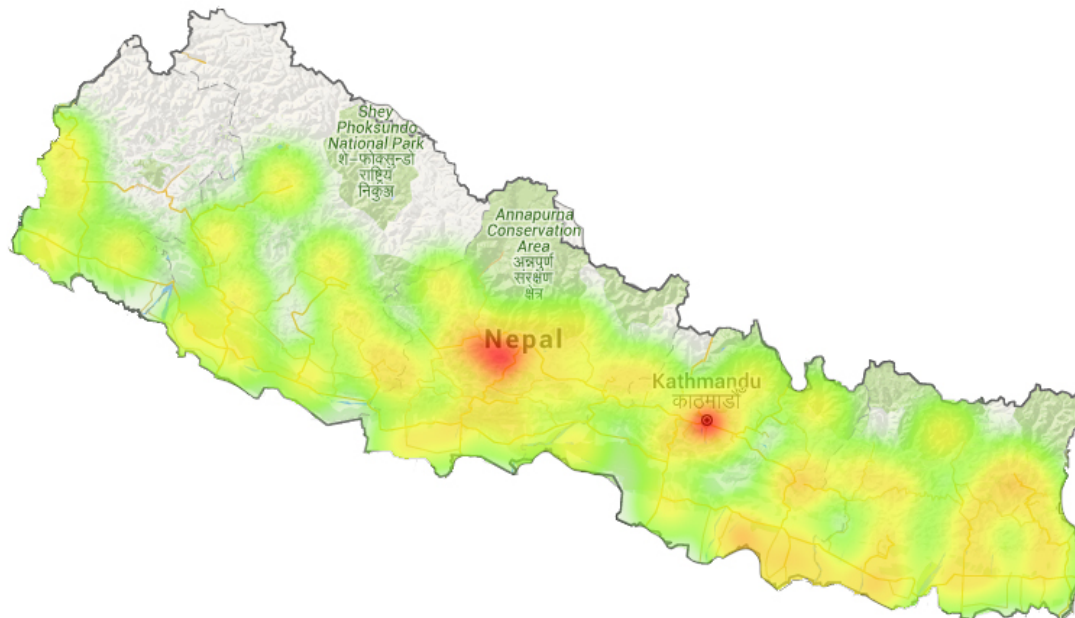
### LOCATIONS

Twitter users represent 63 districts of Nepal. Most of them represent Kathmandu district (15 per cent) with 22 per cent of the users representing the Kathmandu Valley. Five per cent of the users are from Morang district. Jhapa (4.5 per cent), Gorkha (3.5 per cent), Bhaktapur (3.4 per cent), Lalitpur (3.4 per cent), Chitwan (3.2 per cent), Makwanpur (3.2 per cent) and Gulmi (3 per cent) are also well represented in Nepal's Twitter-sphere.

Other districts represented are Nuwakot, Kaski, Rupandehi, Kavrepalanchowk, Sindhupalchok, Syangja, Palpa, Tanahun, Arghakhanchi, Dhading (2 to 2.9 per cent), Baglung, Sarlahi, Sunsari, Dolakha, Kapilvastu, Nawalparasi, Dang, Kanchanpur, Sindhuli, Parbat, Bara, Udayapur, Dhanusha (1 to 1.9 per cent), Ilam, Salyan, Ramechhap, Parsa, Kailali, Lamjung, Sankhuwasabha, Banke, Saptari, Okhaldunga, Bardiya, Siraha, Pyuthan, Panchthar, Surkhet, Mahottari, Dhankuta,

Rauthat, Khotang, Bhojpur, Baitadi, Dadeldhura, Doti, Terhathum, Bajura, Rolpa, Myagdi, Rukum, Jumla, Dailekh and Taplejung (less than 1 per cent).

**Figure 1: Twitter Users in Nepal (Heat-map)**



As shown in above map, Nepal’s Twitter users mostly represent central and western regions. The districts in western Nepal have less Twitter users than the eastern Nepal and southern plains have more users than northern mountains.

But the current location of Nepali Twitter users gives entirely a different picture. About one-fourth of the Twitter users are living outside Nepal; almost 7 per cent of Nepali Twitter users are living in South Asia followed by Gulf countries (5.3 per cent), North America (4.8 per cent), Europe (3.8 per cent) and rest of Asia (3.4 per cent). Among those living in Nepal, more than 75 per cent of those users living in Nepal are currently living in the Kathmandu Valley.

### *OCCUPATIONS*

Majority of Nepali Twitter users are those who are considered opinion leaders in the society as journalists, lawyers and teachers makes up more than one-fifth of the respondents. Privately employed (17 per cent) and unemployed students (15 per cent) followed closely whereas employed *professional* (12 per cent) are in a significant percentage. Freelancing professionals (6 per cent) will take professionals, those who are in the professions such as doctors or engineers, to 18 per cent total making it a second biggest group of Twitter users.

Although in recent times, the use of Twitter by the politicians and social activists are increasing, the number is still significantly low in compared to those in other profession. Businessmen or self-employed (5 per cent) and government employees (3 per cent) and farmers (one per cent) are also active in Twitter.

**Table 2: Occupation of Nepali Twitter Users**

Occupation	Twitter Users (%)
Journalists / lawyers / teacher	21
Employed in other private sector	17
Student / unemployed	15
Employed professional	12
Student / part-time employed	9
I/NGO / advocacy group employee	8
Freelancing professional	6
Businessperson or self-employed	5
Government employee	3
Activist / social worker	2
Farmer	1
Politician / political group / cadre	1

### *LANGUAGES*

Most of Nepali Twitter users (76.8 per cent) use both Nepali and English in the platform. Fifteen per cent uses only Nepali language whereas 7.7 per cent uses only English languages. Only 0.3 per cent users said they use Twitter in other languages.

### *ACCOUNTS*

One in every five Twitter users maintains multiple Twitter accounts; and around half-of-them use all accounts for private use. One among five of those who manage multiple Twitter accounts said they also manage anonymous Twitter account – that’s almost 5 per cent of total Nepali Twitter users maintaining an anonymous account.

### *ACCESSING TWITTER*

More than 80 per cent access Twitter using laptop/desktop computers. Almost same percentages access it using mobile phones. A few of them (22 per cent) also access Twitter using tablets. Almost 75 per cent access Twitter from ‘everywhere’. More than 75 per cent said they use Twitter everywhere whereas 18 per cent access Twitter only from home and 5 per cent used it only from office. Some of them (2 per cent) used it from other places.

Nearly two-third Twitter users access it in evening whereas 59 per cent of them use it in the night; 58 per cent in the morning and less than half (48 per cent) access Twitter during afternoon time.

### *DURATION OF TWITTER USE*

Forty per cent of users use Twitter for 1 to 2 hours a day whereas 27 per cent use it more than 2 hours and 21 per cent use it less than one our a day. Some (7 per cent) use it all the time during the day.

## THE TWEETS

### TOPICS OF TWEETS

Social issues are the most tweeted topic among Nepali Twitter users. Majority of them (52.5 per cent) users normally tweet on social issues. Politics is second popular topic with 43 per cent users tweeting political issues, 27 per cent on issues related to their profession, 26 per cent on sports and 26 per cent on media related issues.

For 20 per cent users, issues related to their community are tweetable and 14 per cent users tweet about economic issues. Nearly half of the users tweets about everything; 42 percent tweets anything they find ok and 36 per cent tweets interesting topics.

**Table 3: Topics of tweets**

Topic of tweets	Twitter Users (per cent)
Social issues	52.5
Everything	47.5
Political issues	42.9
Anything I find ok	42.2
Interesting thing	36.2
Related to my profession	27
Sports	26.2
Media	25.6
Related to my community	20
Economy	13.6
Other issues	4

### WHY NEPALIS TWEET?

More than three-quarters of users use Twitter for information and news. Almost two-third users use it to express feelings and opinions; and half-of-them use it to understand public opinions. More than 40 per cent use Twitter for interesting gossips, 32 per cent for networking with friends and one-fourth of users for spending leisure time. Twenty-four percent users use Twitter for their professional works.

**Table 4: Reasons for using Twitter**

Reason for using Twitter	Twitter Users (per cent)
For information and news	75.4
To express feelings and opinions	63.4
To understand public opinions	49.9
For interesting gossips	40.3
For networking with friends	31.7
For professional works	23.8
To spend leisure time	23.7
To ask questions to others	18.7

## *PICTURES AND LINKS*

Nepali Twitter users rarely tweet photos. Most (67.5 per cent) users tweet photo very rarely whereas 6 per cent have never tweeted a photo. Less than 1 per cent of them use photo in almost all tweets while 3 per cent users include photo in more than half tweets. Around 10 per cent of them tweet photo in some tweets.

Twitter users are more likely to use links in the tweets as 3 per cent users use links in almost all tweets; 9 per cent put links in more than half tweets and 10 per cent in about half of their tweets. The highest percentage (47) very rarely tweet a link and 3 per cent have never tweeted a link.

## **OPINIONS ABOUT TWITTER**

### *TWITTER AS MEDIUM OF COMMUNICATION*

Majority of Twitter users believe that it is a strong medium of communication with 54 per cent agreeing to the statement and 33 per cent strongly agreeing to it. Only 10 per cent of Twitter users believe that Twitter is not a strong medium of communication whereas 3 per cent are neutral on it.

### *TWITTER AS SOCIAL / POLITICAL CHANGE CATALYST*

Majority of Nepali users believe that Twitter can bring social and political changes with 50 per cent agreeing to the statement and 18 per cent strongly agreeing to it. Nearly 19 per cent of Twitter users don't believe that Twitter can bring social or political changes whereas 13 per cent are neutral on it.

### *TWITTER AS REPRESENTATION OF PUBLIC OPINIONS*

Majority of Twitter users believe that the platform represents public opinion. Two-third of them either agreed or strongly agreed that Twitter represents public opinion. 22 per cent of Twitter users believe that Twitter is not representative of public opinions whereas 11 per cent are neutral on it.

### *TWITTER'S IMPACT IN NEPALI SOCIETY*

More than three-quarters of the users believe that the impact of Twitter is growing in Nepali society. Around 77 per cent either agree or strongly agree on growing impact of Twitter whereas 10 per cent are neutral on it. Around 13 per cent users think the impact is not growing in Nepali society.

### *POLITICIANS AND CELEBRITIES ON TWITTER*

Majority of Twitter users, about 71 per cent, believe that politicians and celebrities should come to Twitter. Only 12 per cent of Twitter users think it's not necessary.

### *WILL TWITTER BE USELESS IN NEAR FUTURE?*

Around 9 per cent of users opine that Twitter will become useless in a few years where as one-quarter are have no idea if the platform is going to be useless in future. Two-third either disagreed or strongly disagreed that Twitter will be useless in a few years.

### *MANY USE TWITTER IN WRONG WAY*

Almost 41 per cent of Nepali Twitter users think many users are using Twitter in wrong ways whereas nearly one-third users believe Twitter is not being used in wrong ways in Nepal. Twenty-nine per cent users hold no opinion on it.

Fifteen per cent of users think Twitter is nothing serious and it's just for fun but more than three-quarters of users, 76 per cent, disagreed with the statement that it's nothing serious and only for fun.

### **PSYCHOLOGY OF NEPALI TWITTER USERS**

Two-third of the users want to write good tweets than tweeting something that is more likely to increase followers and almost similar number of users retweet all tweets that they like. Many users (60 per cent) follow a few good users and like to read all their tweets compared to 14 per cent users who follow a lot of users but don't read their tweets. Majority don't believe that people with big followers tweet good things as only 13 per cent believed that big following means good tweets.

The gratification of using Twitter comes from the followers, retweets and the users who mentions to more than half users and almost 70 per cent do love to get attention of other users on their tweets.

**Table 5: Psychology of Twitter users**

<b>Statements</b>	<b>Twitter Users (per cent)</b>
I like to write good tweets than write tweets that are likely to increase my followers.	66.1
I retweet almost all tweets I like.	65
I follow a few good users and read many of their tweets.	59.7
I feel gratified when others follow or retweet or mention me.	52.6
I don't like it when the person I mention doesn't reply.	43.2
I don't care if my tweets do not get attention of others.	30.2
Those who follow a few are proud.	27.2
I don't feel good when someone doesn't follow me back.	21.6
I follow a lot but don't read all their tweets.	13.8
Those who have big followers tweet good things.	13

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## THANK YOU NOTE

Center for Media Research – Nepal and the researcher are greatly indebted to all the participants of the survey, including those who couldn't complete it. Also all social media users who shared/retweeted the link to survey form inviting others to fill the form deserve big thank you. The survey would've been impossible without the support from all of them.

The researcher is also thankful to all CMR-Nepal members, especially chairman Tilak Pathak, vice-president Bhuwan KC, secretary Rishikesh Dahal, treasurer Bikash Karki, member Umesh Shrestha and project manager Ujjwal Prajapati.

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## ABOUT CMR-NEPAL

Center for Media Research - Nepal (CMR-Nepal) is a small group of researchers specializing in media research. Formed in 2010, the group has conducted researches on social, digital and mainstream media. The group also aims to specialize on media monitoring and media content analysis. Based in Kathmandu, Nepal, CMR-Nepal can be reached at [cmrnepal@butmedia.org](mailto:cmrnepal@butmedia.org) or <http://research.butmedia.org>

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Suggested citation: Acharya, U (2015). *Nepal Twitter Users Survey 2015: Summary of the Findings*. Center for Media Research Nepal: Kathmandu.