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United States Senate

COMMITTEE ON THE JUDICIARY

WASHINGTON, DC 20510-6275

August 27, 2025

VIA ELECTRONIC TRANSMISSION

Mr. Mark Zuckerberg
 Chairman and Chief Executive Officer
 Meta Platforms, Inc.

Dear Mr. Zuckerberg:

On April 16, 2025, Chairman Grassley sent a letter to Meta regarding its alleged use of targeted advertisements to children based on their emotional state.¹ Chairman Grassley also made text messages between then-Facebook employees public regarding those allegations. In that letter, Chairman Grassley asked about the veracity of the text messages and for records relating to targeted advertisements towards children, among other items.² To date, Meta has failed to fully and completely respond to Chairman Grassley's letter, but it has not questioned the accuracy of the records he made public.

As part of his office's follow up, his staff requested responsive records.³ On July 11, 2025, Meta provided publicly available "Research Decks" about Instagram's effects on teenage girls; however, this was not responsive to his questions, as Chairman Grassley asked for all research Meta, then-Facebook, conducted regarding targeting ads and teenage emotional states.⁴ Additionally, Meta directed his staff to its updated policy regarding "new targeting segment requests," that came in response to a 2017 *Australian* article, which Chairman Grassley referenced in his April 16, 2025, letter.⁵

Although Meta failed to comply with Chairman Grassley's oversight requests, his office has nonetheless obtained additional documents from other sources. These documents are responsive to the issues at the heart of his April 16 letter regarding targeted ads, so it is puzzling why Meta could not simply transmit these records to Chairman Grassley.

Specifically, Chairman Grassley's office has obtained a draft PowerPoint that describes a 2014 study conducted by Facebook entitled *Global Youth Study – Overview of Findings*. In the study, Facebook analyzed the emotional behavior of 1,000 respondents aged 13 to 24 years old to determine how they respond to social media, whether they share branded material with peers, and what emotional triggers drive the spread of brand-based content.⁶ According to slide 170, the audience of the *Global Youth Study* is "influencers, agencies, brands, sales, other industry, and customers."⁷ This new information appears to contradict Facebook's 2017 statement that it "does not offer tools to target people based on their emotional state."⁸

¹ Letter from Sen. Charles E. Grassley, Chairman, Senate Judiciary Committee, to Mark Zuckerberg, Chairman and Chief Executive Officer, Meta Platforms, Inc. (Apr. 16, 2025), <https://punchbowl.news/2025-04-16-ceg-to-meta-targeting-teens/>.

² *Id.*

³ *Id.*

⁴ *Id.*; Meta, *What Our Research Really Says About Teen Well-Being and Instagram* (Sep. 26, 2021), <https://about.fb.com/news/2021/09/research-teen-well-being-and-instagram/>.

⁵ Emails on File with Committee Staff; Meta, *Privacy Progress Update*, <https://www.meta.com/actions/privacy-progress/>; Sam Machkovech, *Report: Facebook helped advertisers target teens who feel "worthless"* [Updated] (May 1, 2017), *arsTechnica*, <https://arstechnica.com/information-technology/2017/05/facebook-helped-advertisers-target-teens-who-feel-worthless/>.

⁶ Exhibit 1.

⁷ Exhibit 1.

⁸ Meta, *Comments on Research and Ad Targeting* (Apr. 30, 2017), <https://about.fb.com/news/h/comments-on-research-and-ad-targeting/>.

However, Meta's failures to protect teens from exploitation on its platforms is not isolated to targeted advertisements. According to reporting from 2021, consultant Arturo Bejar emailed you, Chief Operating Officer Sheryl Sandberg, Chief Product Officer Chris Cox, and Instagram lead Adam Mosseri, highlighting the research he conducted on how teens and children were treated on Instagram.⁹ According to Bejar, "51% of Instagram users say they've had a 'bad or harmful experience' on the app within the previous week. And of those users who report harmful posts, only 2% have that content taken down. For teens, 21% said they'd been the target of bullying and 24% received unwanted sexual advances."¹⁰

Further, according to an April 10, 2025, Federal Trade Commission (FTC) complaint filed against Meta, the company allegedly allowed children under the age of 13 to register with adult accounts for the Horizon Worlds VR platform and failed to take appropriate measures to ensure compliance with the *Children's Online Privacy Protection Act* (COPPA).¹¹ Specifically, the FTC complaint alleges that Meta has collected "vast amounts of personal information from children under 13 without parental consent," in violation of COPPA.¹² Even more concerning, Meta allegedly chose to move forward with plans to expand the Horizon Worlds platform to children as young as 10 without instituting appropriate safety measures to ensure child accounts required parental consent for data collection.¹³ The complaint alleges that, as a result, Meta has unlawfully collected data on children and exposed children to "racism, sexual harassment, bullying, and child endangerment."¹⁴ If Meta disagrees with these publicly filed assertions, we welcome an explanation.

Even more recent, on August 14, 2025, reports surfaced stating that Meta's artificial intelligence (AI) chatbots "engage a child in conversations that are romantic or sensual."¹⁵ Reports also indicate that "Meta's AI chatbots flirt or engage in sexual roleplay with teenagers."¹⁶

So that Congress may conduct objective and independent oversight of Meta's use of targeted ads and children's safety on its platforms, please provide answers to the following no later than September 10, 2025:

1. Provide a full and complete response, including all responsive records, to Chairman Grassley's April 16, 2025, letter.¹⁷
2. Is the 2014 Global Youth Study slide deck accurate? Please provide a final version if the draft provided to my office isn't a final version.

⁹ Dana Kerr, *Meta failed to address harm to teens, whistleblower testifies as senators vow action* (Nov. 7, 2023), Wall Street Journal, <https://www.npr.org/2023/11/07/1211339737/meta-failed-to-address-harm-to-teens-whistleblower-testifies-as-senators-vow-action>.

¹⁰ *Id.*

¹¹ Fairplay Request for Investigation of Meta Platforms (April 2025), https://fairplayforkids.org/wp-content/uploads/2025/04/Fairplay-Meta-Horizon-Worlds-COPPA-RFI_04.10.24-2-pdf.

¹² *Id.*

¹³ *Id.* at 10–11.

¹⁴ *Id.* at 7, 9–10.

¹⁵ Jeff Horwitz, *Meta's AI rules have let bots hold 'sensual' chats with kids, offer false medical info* (Aug. 14, 2025), Reuters, <https://www.reuters.com/legal/litigation/us-senators-call-meta-probe-after-reuters-report-its-ai-policies-2025-08-14/>.

¹⁶ *Id.*

¹⁷ "Records" include any written, recorded, or graphic material of any kind, including letters, memoranda, reports, notes, electronic data (emails, email attachments, and any other electronically created or stored information), calendar entries, inter-office communications, meeting minutes, phone/voice mail or recordings/records of verbal communications, and drafts (whether they resulted in final documents.).

3. What steps has Meta taken to ensure compliance with COPPA's requirements for data collection on children? Provide all records.
4. How many users under the age of 18 use the Horizon World's platform?
5. What safeguards does Meta have in place to ensure that teenagers, and those who are younger, are not being bullied, sexually harassed, or providing personal information to adults?
6. What age restrictions does Meta currently have in place on its Horizon World's platform?
7. What steps has Meta taken to protect children who use Horizon World or its other virtual reality platforms from sexual exploitation?
8. Provide all records related to Meta's deployment of generative AI, including all internal policies, standards, and protections governing the use of these models.

Sincerely,



Charles E. Grassley
Chairman
Senate Committee on the Judiciary



Josh Hawley
Chairman
Senate Committee on the Judiciary
Subcommittee on Crime and
Counterterrorism



Marsha Blackburn
Chairwoman
Senate Committee on the Judiciary
Subcommittee on Privacy, Technology, and
the Law

EXHIBIT 1

facebook

Global Youth Study*

Overview of findings

May, 2014

*Name under construction

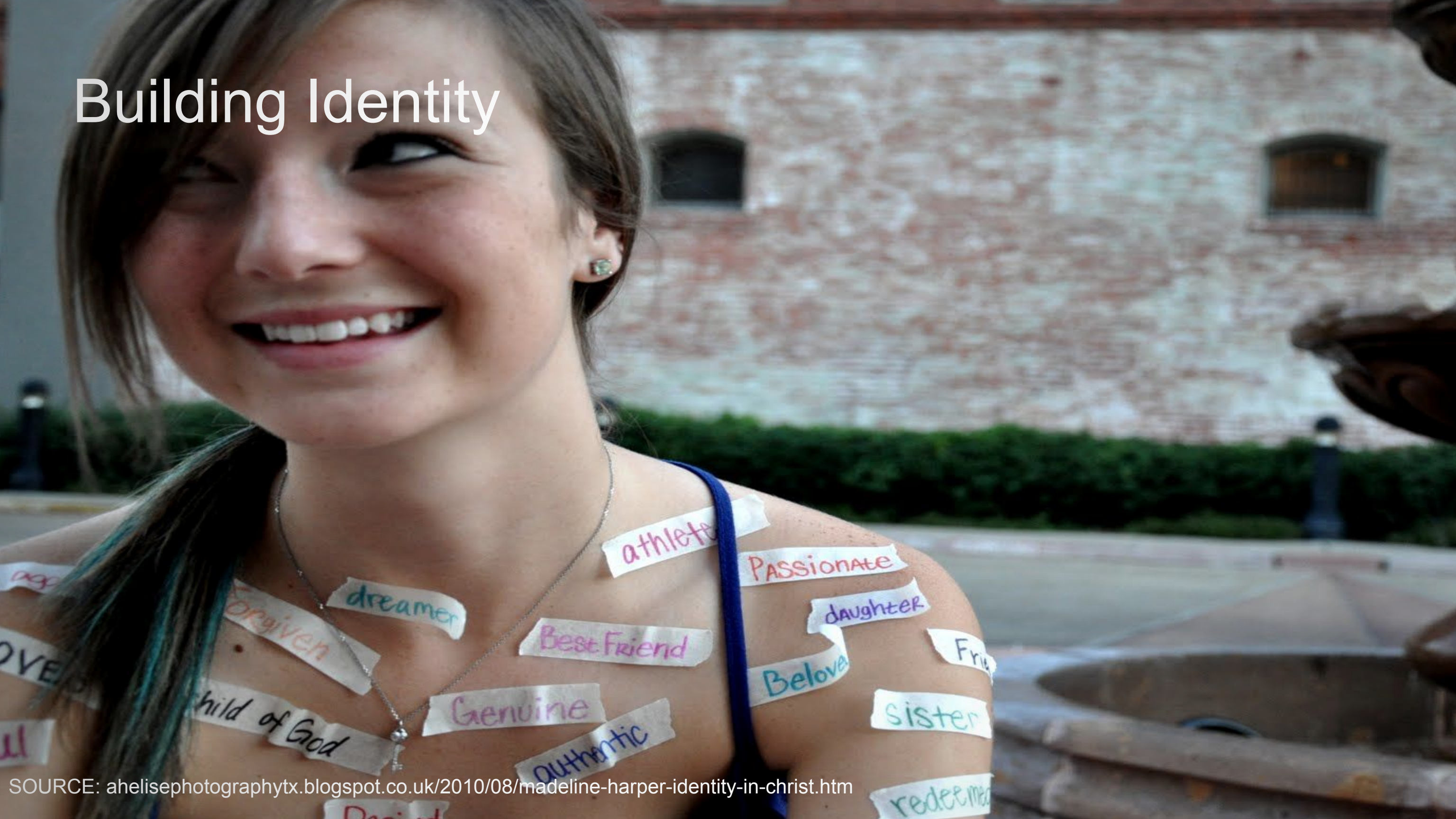
How we did it...

- In each country, we did the following:
 - 20 minute online survey with 1,000 respondents 13-24years old per market
 - Mobile diaries & citizen journalism tasks with 15 participants
 - Depth interviews with 3 participants
 - Time lapse camera & Skype interviews with 3 participants

Summary

- The human truths of growing up have not changed:
 - Building self-identity
 - Connecting with others
 - Expressing yourself
- But, young people today have a dramatically different set of tools at their fingertips that impact when, why, where, with whom and how they go about these truths:
 - Self-identity today is built online, in 3 key phases
 - Connection is ubiquitous, the screen is the means and FOBO
 - Self-expression is underpinned by the need for control and brand content is important
- Facebook is the foundation for youth in building identity, connection and self-expression

Building Identity



SOURCE: ahelisephotographytx.blogspot.co.uk/2010/08/madeline-harper-identity-in-christ.htm

Developing a self-identity is a common human need

Who I am is related to....

- Who I associate with
- What I choose to express
- How I connect/relate
- My goals for the future & what I strive for

I figure out who I am by trying on 'identities', and that requires control, practice
Confidence in yourself stems from the need to fit in, need for self-assurance and
need for validation

...all of which are facilitated in new ways by technology –
building identity online

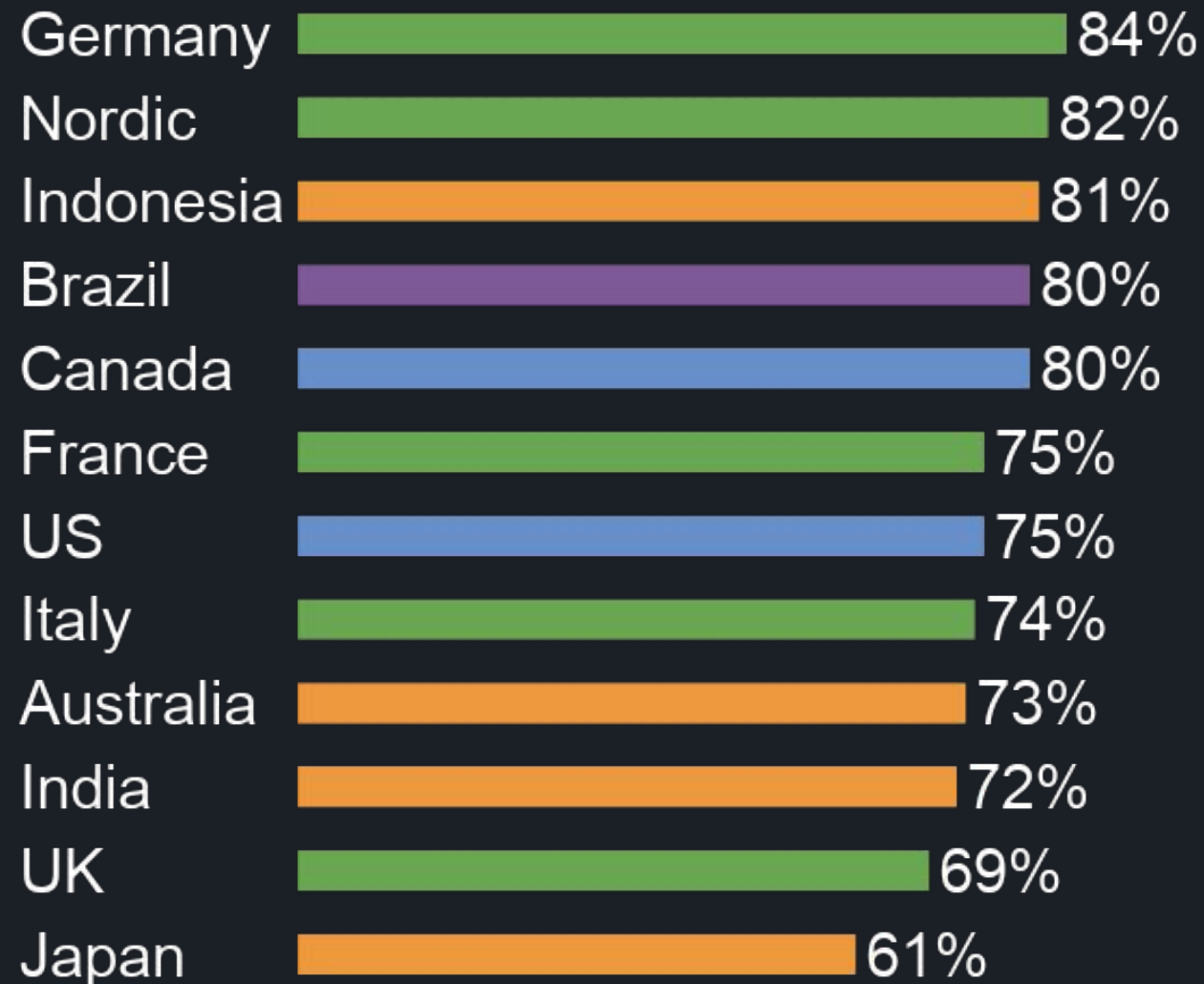
They are most passionate about family and friends

Top 5 things people are most passionate about by country

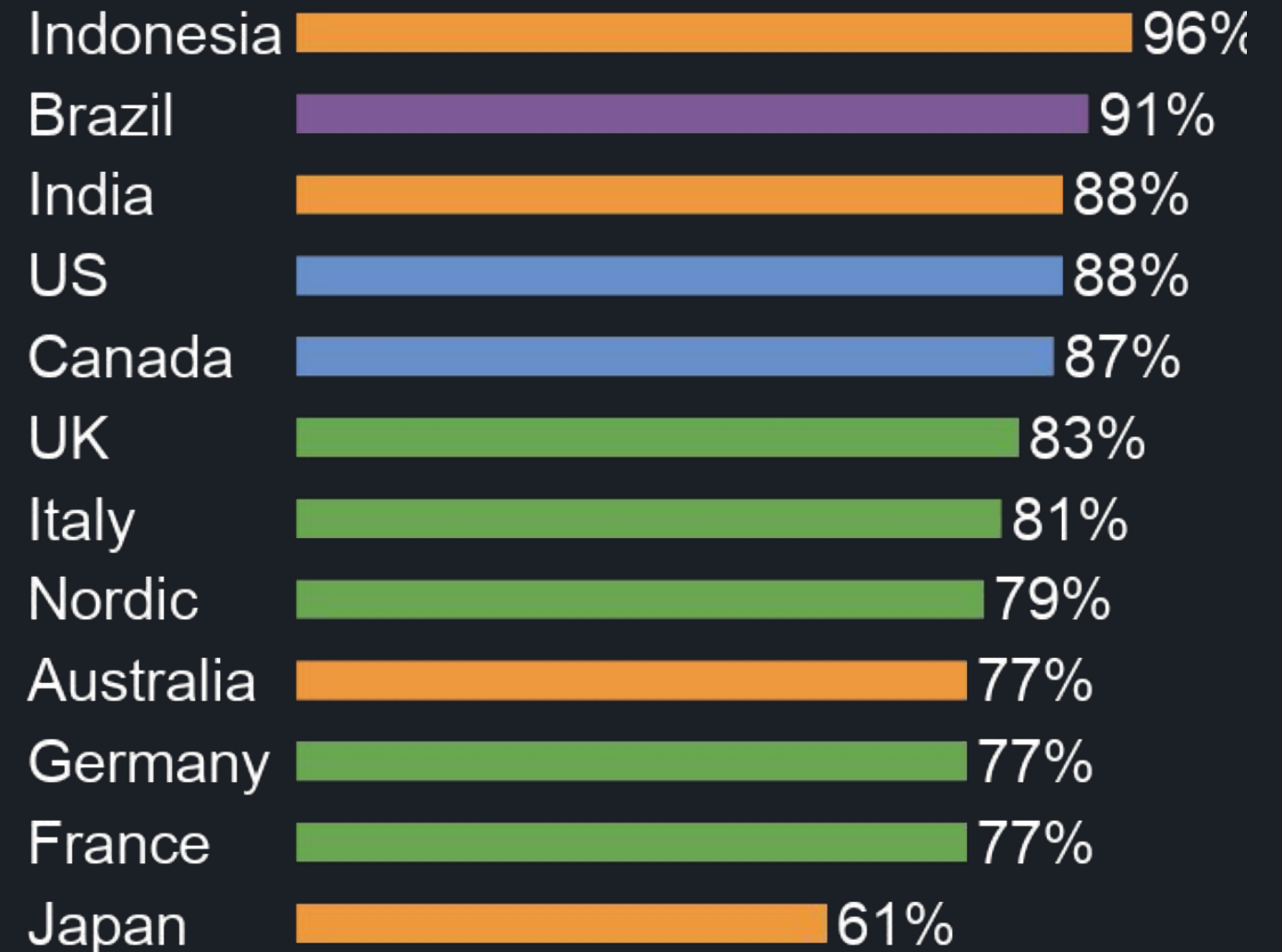
US	Family (64%)	Friends (63%)	Music (62%)	Technology (39%)	Cinema/films (37%)
Canada	Friends (71%)	Family (69%)	Music (58%)	Education (40%)	Technology (36%)
UK	Friends (56%)	Music (56%)	Family (54%)	Cinema/films (45%)	Technology (38%)
France	Friends (64%)	Music (64%)	Cinema/Film (58%)	Family (51%)	Sport (38%)
Germany	Friends (71%)	Music (65%)	Sport (54%)	Cinema/Film (49%)	Family (46%)
Italy	Music (67%)	Friends (65%)	Cinema/Films (58%)	Technology (54%)	Family (52%)
Nordic	Friends (66%)	Family (57%)	Music (53%)	Education (36%)	Cinema/Films (33%)
Brazil	Family (67%)	Music (66%)	Cinema/Films (58%)	Friends (57%)	Technology (53%)
Australia	Friends (59%)	Family (58%)	Music (56%)	Cinema/Films (38%)	Technology (35%)
India	Friends (67%)	Family (67%)	Music (65%)	Technology (60%)	Education (59%)
Indonesia	Technology (73%)	Music (71%)	Family (68%)	Friends (63%)	Education (61%)
Japan	Music (42%)	Friends (27%)	Sport (25%)	Education (21%)	Cinema/Film (20%)

Young people are optimistic and ambitious

I am optimistic



I want to work hard to accomplish my goals in life



Happiness and academia are important right now...

Top 3 important factors for the present by country

US	Being happy (23%)	Doing well academically (17%)	Being part of a loving family (13%)
Canada	Being happy (27%)	Doing well academically (18%)	Being part of a loving family (13%)
UK	Being happy (25%)	Doing well academically (22%)	Being part of a loving family (11%)
France	Doing well academically (25%)	Being happy (21%)	Finding a job (7%)
Germany	Being happy (28%)	Doing well academically (15%)	Being part of a loving family (12%)
Italy	Being happy (25%)	Doing well academically (20%)	Finding a job (13%)
Nordic	Being happy (31%)	Doing well academically (22%)	Being part of a loving family (9%)
Brazil	Being happy (28%)	Being financially independent (20%)	Doing well academically (11%)
Australia	Being happy (24%)	Doing well academically (17%)	Being part of a loving family (12%)
India	Doing well academically (19%)	Being happy (14%)	Being financially independent (14%)
Indonesia	Doing well academically (28%)	Being financially independent (15%)	Being part of a loving family (10%)
Japan	Being happy (16%)	Doing well academically (13%)	Discovering my skills & talents (11%)

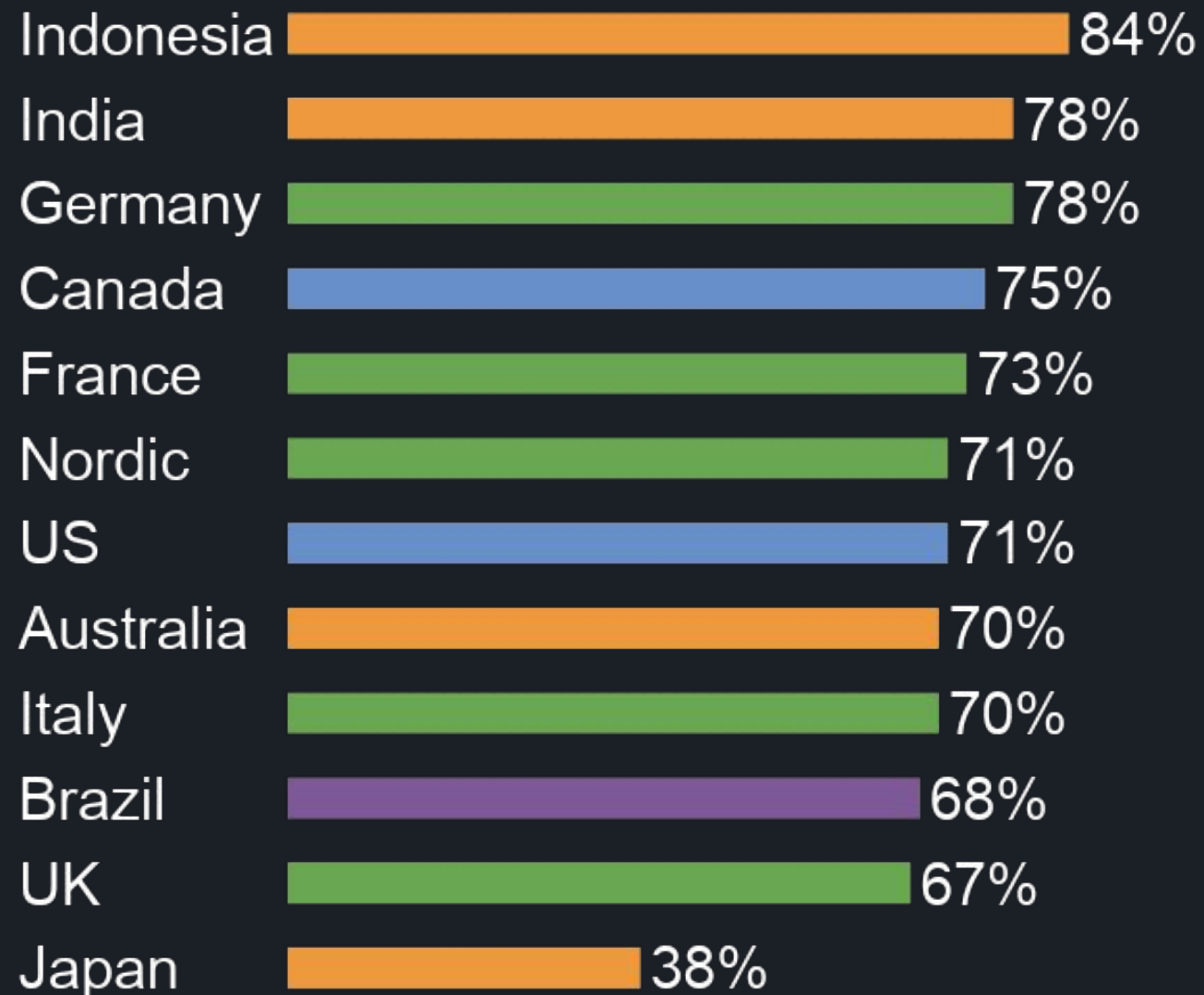
...And continue to be so in the future

Top 3 important factors for the future by country

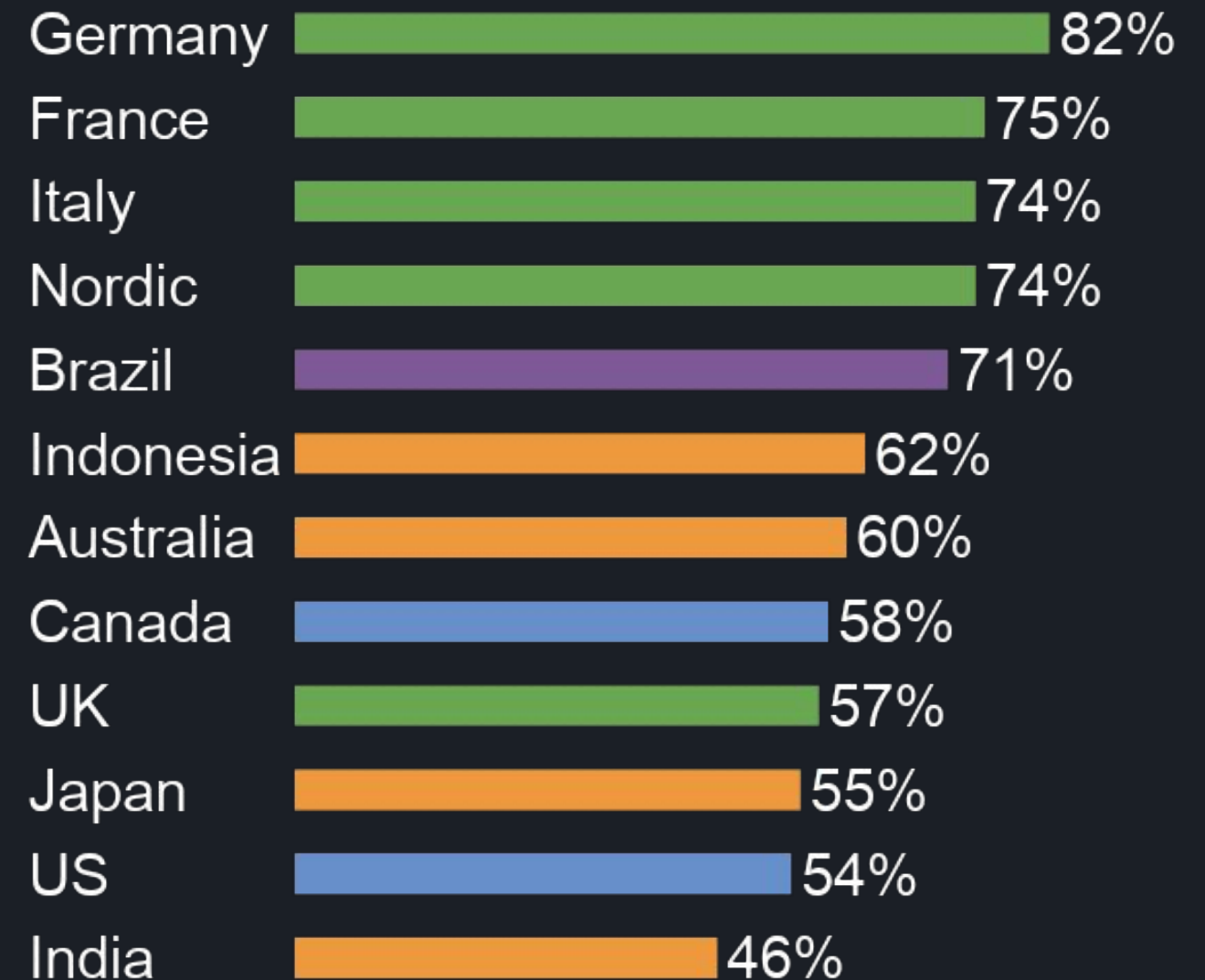
US	Being happy (26%)	Being part of a loving family (13%)	Doing well academically (11%)
Canada	Being happy (26%)	Being part of a loving family (14%)	Doing well academically (11%)
UK	Being happy (25%)	Doing well academically (15%)	Being part of a loving family (12%)
France	Being happy (25%)	Doing well academically (21%)	Finding a job (12%)
Germany	Being happy (29%)	Being financially independent (15%)	Being part of a loving family (11%)
Italy	Being happy (27%)	Finding a job (17%)	Being financially independent (16%)
Nordic	Being happy (31%)	Being part of a loving family (13%)	Being financially independent (9%)
Brazil	Being happy (25%)	Being financially independent (21%)	Doing well academically (11%)
Australia	Being happy (25%)	Doing well academically (12%)	Being part of a loving family (12%)
India	Being financially independent (14%)	Being happy (14%)	Doing well academically (13%)
Indonesia	Being financially independent (18%)	Doing well academically (18%)	Being happy (12%)
Japan	Being happy (22%)	Being financially independent (13%)	Discovering my skills & talents (12%)

Happiness is social

My life revolves around my friends and family



I am happiest when I am around others



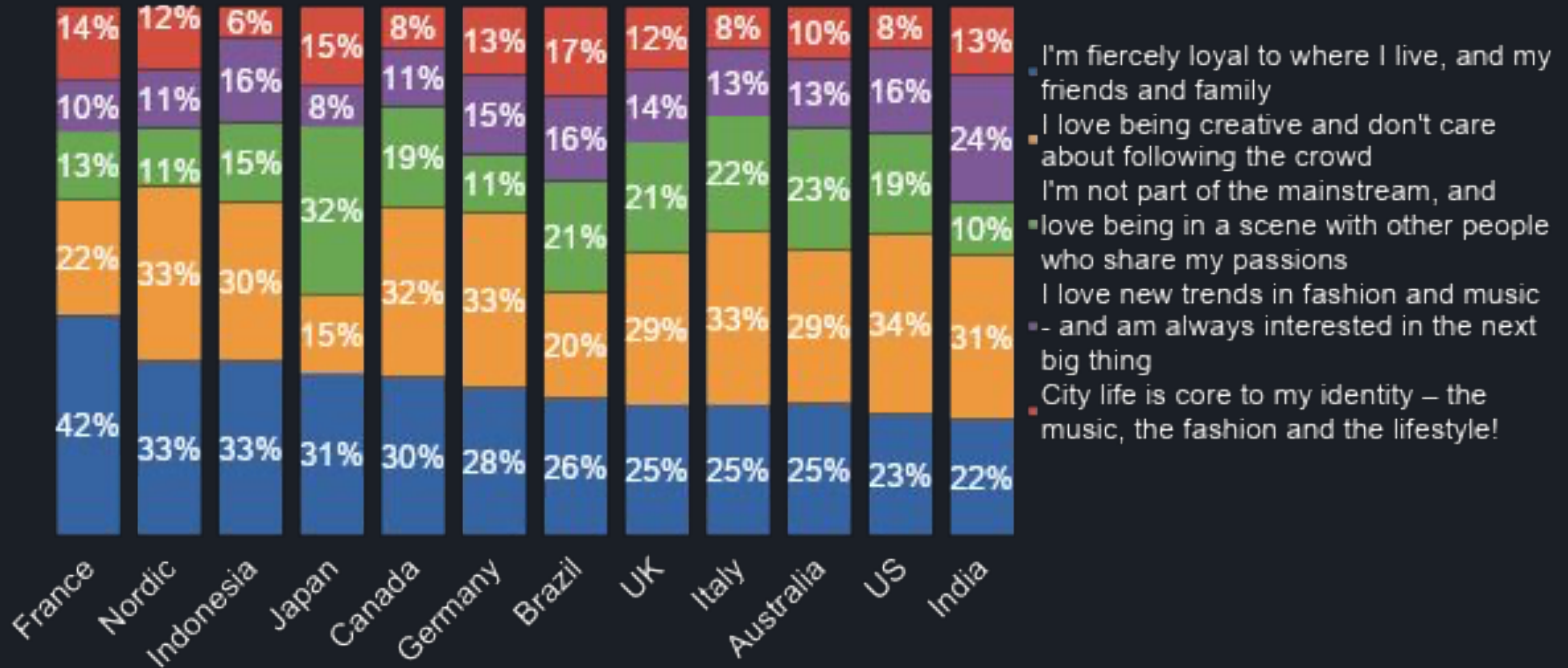
They enjoy listening to music and seeing friends

Top 5 most popular activities by country

US	Listening to music (73%)	Watching TV (69%)	Seeing friends (61%)	Watching films (53%)	Shopping (49%)
Canada	Listening to music (82%)	Seeing friends (76%)	Watching TV (68%)	Watching films (64%)	Playing PC games (54%)
UK	Listening to music (72%)	Watching TV (67%)	Watching films (65%)	Seeing friends (62%)	Playing PC games (52%)
France	Listening to music (75%)	Watching films (72%)	Seeing friends (62%)	Watching TV (66%)	Playing PC games (52%)
Germany	Listening to music (81%)	Seeing friends (73%)	Watching films (71%)	Watching TV (68%)	Playing sport (56%)
Italy	Listening to music (66%)	Seeing friends (75%)	Watching films (70%)	Watching TV (61%)	Playing sport (52%)
Nordic	Listening to music (74%)	Seeing friends (74%)	Watching (68%)	Watching TV (56%)	Travelling (54%)
Brazil	Listening to music (71%)	Watching films (70%)	Seeing friends (62%)	Watching TV (59%)	Playing PC games (52%)
Australia	Listening to music (61%)	Seeing friends (59%)	Watching films (57%)	Watching TV (56%)	Shopping (45%)
India	Listening to music (65%)	Watching TV (65%)	Watching films (55%)	Shopping (51%)	Reading (50%)
Indonesia	Listening to music (70%)	Watching TV (63%)	Watching films (62%)	Travelling (60%)	Seeing friends (59%)
Japan	Listening to music (45%)	Seeing friends (45%)	Watching TV (38%)	Shopping (31%)	Watching films (30%)

Creativity and loyalty are common mind sets

How they describe their mind set



Phase 2: Opening up

- Sampling behaviour dominates here as they begin to discover their own identity and interests – with much of this discovery and expression played out online
- They begin to experiment with social media platforms that are more suited to discovery, creativity and anonymity
- At the same time, privacy in their more personal networks becomes more important

Phase 3: Coming into your own

- By this stage in their lives, young people have built up a range of connections from the different chapters of their lives – school, university and work
- The connection element of social media comes into its own here
- They've experimented but now don't have the time to be using lots of different things and gravitate towards the most efficient way to connect and communicate

Developing self-identity happens online and is an evolution across three stages



WHAT IT MEANS TO DEVELOP YOUR IDENTITY

- Young people have an overwhelming desire to be happy – and this increases with age
- Happiness is social and young people prefer to be with others than on their own
- Young people have many shared interests: friends, family, music and TV
- Overall, they are optimistic and want to work hard to achieve their goals
- DEVELOPING YOUR IDENTITY HAPPENS ONLINE

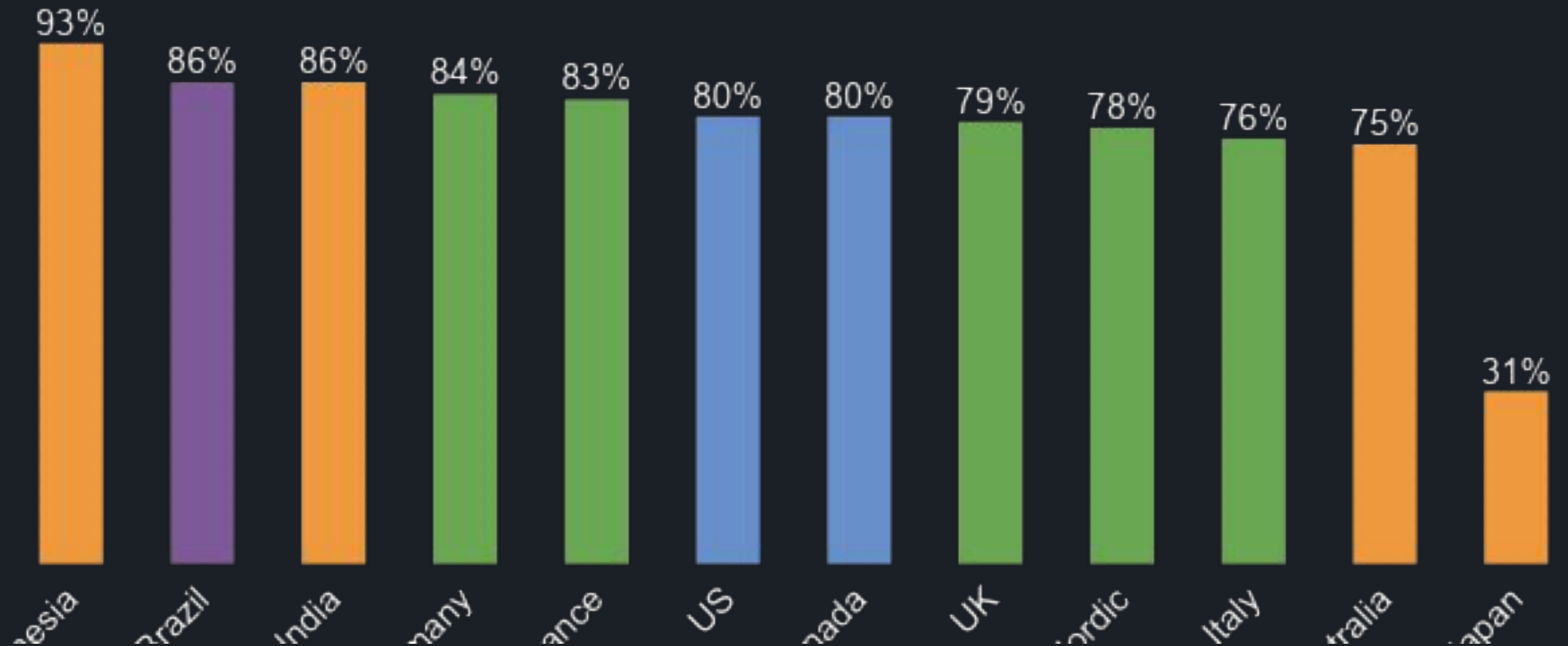
Young people like hanging out and friends houses and online

Top 5 most popular hangouts by country

US	Friends/my house (65%)	Online (50%)	Shopping centre (40%)	Parks/Beaches (36%)	Learning institute (35%)
Canada	Friends/my house (79%)	Online (52%)	Shopping centre (49%)	Parks/beaches (45%)	Coffee shops (41%)
UK	Friends/my house (64%)	Online (45%)	Shopping centre (40%)	Cinema (37%)	Parks/beaches (36%)
France	Friends/my house (81%)	Cinema (61%)	Online (58%)	Shopping centre (56%)	Fast food outlet (51%)
Germany	Friends/my house (79%)	Online (68%)	Parks/beaches (57%)	Cinema (56%)	Shopping centre (43%)
Italy	Friends/my house (72%)	Shopping centre (62%)	Cinema (56%)	Online (55%)	Parks/beaches (55%)
Nordic	Friends/my house (72%)	Online (55%)	Learning institute (55%)	Shopping centre (41%)	Coffee shops (38%)
Brazil	Friends/my house (70%)	Shopping centre (69%)	Cinema (69%)	Parks/beaches (57%)	Online (56%)
Australia	Friends/my house (63%)	Shopping centre (45%)	Online (43%)	Coffee shops (35%)	Parks/Beaches (35%)
India	Shopping centre (57%)	Friends/my house (56%)	Online (54%)	Fast food outlets (51%)	Cinema (51%)
Indonesia	Friends/my house (69%)	Online (55%)	Shopping centre (47%)	Learning institute (46%)	Parks/beaches (44%)
Japan	Friends/my house (61%)	Online (48%)	Shopping centre (46%)	Parks/beaches (43%)	Coffee shops (41%)

And they respect all generations

I have respect for all generations



These three stages play out online

- Phase 1: they begin to establish their presence online and start to build the foundations of their social media network
- Phase 2: their life begins to change and they experiment with different means of expression and communication
- Phase 3: they start to identify the most meaningful and useful channels and how they work as part of a wider ecosystem

Where 13-15 year olds hang out – top 5

US	Friend's/My house (68%)	Online (43%)	Shopping centre (39%)	Parks/Beaches/Open spaces (39%)	Cinema (36%)
Canada	Friend's/My house (77%)	Online (45%)	Shopping centre (44%)	School/College (39%)	Parks/beaches/open spaces (38%)
UK	Friend's/My house (65%)	Online (45%)	Parks/Beaches/Open spaces (41%)	Cinema (37%)	Shopping centre (36%)
France	Friend's/My house (75%)	Cinema (56%)	Online (53%)	Fast food outlets (48%)	Shopping centre (44%)
Germany	Friend's/My house (75%)	Online (66%)	Cinema (54%)	Parks/Beaches/Open spaces (46%)	Shopping centre (41%)
Italy	Friend's/My house (71%)	Shopping centre (58%)	Cinema (56%)	Parks/Beaches/Open spaces (55%)	Online (54%)
Nordic	Friend's/My house (67%)	Online (51%)	School/College (51%)	Shopping centre (32%)	On the streets (29%)
Brazil	Cinema (76%)	Shopping centre (75%)	Friend's/my house (74%)	Parks/beaches/open spaces (62%)	Fast food outlets (59%)
Australia	Friend's/My house (59%)	Shopping centre (37%)	Online (34%)	Cinema (29%)	Parks/beaches/open spaces (26%)
India	Shopping centre (57%)	Friend's/My house (57%)	Online (52%)	Cinema (49%)	Fast food outlets (52%)
Indonesia	Friend's /My house (69%)	Online (51%)	Shopping centre (46%)	School/College (45%)	Fast food outlets (40%)
Japan	Friend's/My house (47%)	Shopping centre (33%)	Online (30%)	School/College (26%)	Fast food outlets (24%)

What 13-15 year olds are passionate about – top 5

US	Family (70%)	Friends (69%)	Music (57%)	Technology (43%)	Cinema/Films (42%)
Canada	Friends (71%)	Family (67%)	Music (55%)	Technology (41%)	Sport (37%)
UK	Friends (60%)	Family (57%)	Music (52%)	Cinema/Films (46%)	Technology (43%)
France	Friends (65%)	Music (64%)	Cinema/film (57%)	Family (50%)	Sport (42%)
Germany	Friends (70%)	Music (64%)	Sport (53%)	Cinema/films (43%)	Family (40%)
Italy	Friends (74%)	Music (68%)	Technology (62%)	Sport (57%)	Cinema/Films (55%)
Nordic	Friends (67%)	Family (54%)	Music (46%)	Cinema/Film (36%)	Sport (28%)
Brazil	Family (73%)	Music (65%)	Friends (61%)	Technology (60%)	Cinema/films (58%)
Australia	Music (57%)	Friends (54%)	Family (54%)	Technology (37%)	Cinema/films (35%)
India	Family (70%)	Friends (67%)	Music (65%)	Technology (63%)	Education (58%)
Indonesia	Music (71%)	Technology (70%)	Family (65%)	Friends (61%)	Education (57%)
Japan	Sport (41%)	Friends (38%)	Music (36%)	Education (19%)	Cinema/Films (18%)

What 13-15 year olds enjoy doing – top 5

US	Watching TV (74%)	Listening to music (71%)	Seeing friends (64%)	Watching films (54%)	Playing PC games (54%)
Canada	Listening to music (79%)	Seeing friends (75%)	Watching TV (68%)	Playing PC games (63%)	Watching films (57%)
UK	Listening to music (70%)	Watching TV (66%)	Seeing friends (63%)	Watching films (61%)	Playing PC games (61%)
France	Listening to music (74%)	Seeing friends (69%)	Watching films(68%)	Watching TV (64%)	Playing PC games(60%)
Germany	Listening to music (78%)	Watching TV (70%)	Seeing friends (68%)	Watching films (68%)	Playing PC games (62%)
Italy	Seeing friends (77%)	Playing PC games (70%)	Listening to music (65%)	Watching films (64%)	Playing sport (62%)
Nordic	Listening to music (70%)	Seeing friends (69%)	Watching films (66%)	Playing PC games (57%)	Travelling (43%)
Brazil	Listening to music (69%)	Watching films (68%)	Seeing friends (66%)	Playing PC games (63%)	Watching TV (62%)
Australia	Seeing friends (54%)	Watching TV (54%)	Listening to music (53%)	Watching films (51%)	Playing PC games (44%)
India	Listening to music (67%)	Watching TV (67%)	Travelling (54%)	Playing PC games (53%)	Watching films (52%)
Indonesia	Listening to music (70%)	Watching TV (66%)	Seeing friends (59%)	Travelling (58%)	Playing PC games (58%)
Japan	Seeing friends (55%)	Watching TV (43%)	Listening to music (35%)	Playing PC games (33%)	Playing sport (32%)

Where 16-19 year olds hang out – top 5

US	Friend's/My house (69%)	Online (54%)	School/College (49%)	Parks/Beaches/Open spaces (41%)	Shopping centre (41%)
Canada	Friend's/My house (84%)	Online (59%)	Shopping centre (55%)	School/College (55%)	Parks/Beaches/Open spaces (50%)
UK	Friend's/My house (69%)	Shopping centre (52%)	Online (50%)	Cinema (41%)	Coffee shops (40%)
France	Friends/My house (85%)	Cinema (70%)	Shopping (68%)	Online (62%)	School/College (62%)
Germany	Friend's/My house (83%)	Online (71%-)	Parks/Beaches/Open spaces (64%)	Cinema (56%)	Shopping centre (47%)
Italy	Friend's/My house (73%)	School/College (58%)	Park/Beaches/Open spaces (55%)	Online (55%)	Shopping centre (53%)
Nordic	Friend's/My house (76%)	School/College (67%)	Online (59%)	Shopping centre (50%)	Coffee shops (46%)
Brazil	Cinema (66%)	Shopping centre (65%)	Friends/my house (65%)	School/College (59%)	Online (53%)
Australia	Friend's /My house (71%)	Online (58%)	Shopping centre (57%)	Coffee shops (46%)	School/College (43%)
India	Shopping centre (56%)	Online (55%)	School/College (55%)	Friend's/my house (54%)	Cinema (53%)
Indonesia	Friend's/My house (69%)	School/College (59%)	Online (55%)	Parks/Beaches/Open spaces (50%)	Coffee shops (59%)
Japan	Friend's/My house (38%)	Online (32%)	Shopping centre (29%)	On the streets (22%)	School/College (21%)

What 16-19 year olds are passionate about - top 3

US	Music (69%)	Friends (66%)	Family (62%)	Education (44%)	Technology (38%)
Canada	Friends (72%)	Music (68%)	Family (64%)	Education (52%)	Cinema/films (40%)
UK	Music (65%)	Friends (58%)	Family (62%)	Cinema/Films (47%)	Education (42%)
France	Music (72%)	Friends (68%)	Cinema/films (60%)	Family (51%)	Technology (38%)
Germany	Friends (77%)	Music (71%)	Sport (54%)	Cinema /Films (51%)	Family (47%)
Italy	Music (74%)	Friends (54%)	Cinema/Films (54%)	Technology (50%)	Family (47%)
Nordic	Friends (71%)	Music (61%)	Family (59%)	Education (45%)	Cinema/Films (33%)
Brazil	Music (66%)	Family (63%)	Cinema/films (59%)	Friends (50%)	Technology (44%)
Australia	Friends (65%)	Music (62%)	Family (57%)	Cinema/Films (42%)	Education (39%)
India	Friends (66%)	Education (65%)	Family (61%)	Technology (61%)	Music (60%)
Indonesia	Technology (77%)	Music (70%)	Family (70%)	Friends (68%)	Education (66%)
Japan	Music (48%)	Friends (26%)	Education (23%)	Cinema/Films (18%)	Sport (16%)

What 16-19 year olds enjoy doing – top 5

US	Listening to music (77%)	Watching TV (62%)	Seeing friends (61%)	Watching films (56%)	Reading (50%)
Canada	Listening to music (84%)	Seeing friends (80%)	Watching films (68%)	Watching TV (62%)	Reading (56%)
UK	Listening to music (76%)	Watching TV (68%)	Watching films (67%)	Seeing friends (64%)	Shopping (58%)
France	Listening to music (80%)	Watching films (77%)	Seeing friends (75%)	Watching TV (64%)	Shopping (63%)
Germany	Listening to music (84%)	Seeing friends (78%)	Watching films (74%)	Watching TV (62%)	Playing sport (55%)
Italy	Seeing friends (75%)	Listening to music (72%)	Watching films (71%)	Watching TV (61%)	Travelling (58%)
Nordic	Listening to music (82%)	Seeing friends (80%)	Watching films (71%)	Shopping (65%)	Travelling (57%)
Brazil	Listening to music (75%)	Watching films (72%)	Playing PC games (60%)	Watching TV (60%)	Reading (55%)
Australia	Listening to music (72%)	Seeing friends (66%)	Watching films (62%)	Watching TV (59%)	Shopping (50%)
India	Watching TV (67%)	Listening to music (63%)	Watching films (57%)	Reading (51%)	Studying/Homework (51%)
Indonesia	Listening to music (70%)	Watching TV (63%)	Watching films (63%)	Travelling (59%)	Seeing friends (58%)
Japan	Listening to music (49%)	Seeing friends (44%)	Karaoke (34%)	Playing PC games (31%)	Shopping (31%)

Where 20-24 year olds hang out – top 5

US	Friend's/My house (57%)	Online (53%)	Shopping centre (38%)	Parks/Beaches/Open spaces (35%)	Cinema (34%)
Canada	Friends/My house (79%)	Online (56%)	Parks/Beaches/Open spaces (53%)	Shopping centre (52%)	Coffee shops (50%)
UK	Friend's/My house (62%)	Bars/Pubs/Nightclubs (46%)	Online (45%)	Shopping centre (37%)	Cinema (37%)
France	Friends/My house (85%)	Shopping centre (64%)	Cinema (62%)	Online (62%)	Parks/Beaches/Open spaces (58%)
Germany	Friends/My house (80%)	Online (68%)	Parks/Beaches/Open spaces (62%)	Cinema (57%)	Shopping centre (42%)
Italy	Friend's/My house (73%)	Shopping centre (70%)	Cinema (59%)	Coffee shops (58%)	Parks/Beaches/Open spaces (56%)
Nordic	Friend's/My house (71%)	Online (52%)	School/College (41%)	Coffee shops (40%)	Parks/Beaches/Open spaces (37%)
Brazil	Friends/My house (67%)	Shopping centre (62%)	Cinema (61%)	Online (55%)	Parks/beaches/open spaces (53%)
Australia	Friends/My house (63%)	Coffee shops (48%)	Shopping centre (47%)	Online (45%)	Parks/beaches/open spaces (41%)
India	Friends/My House (58%)	Shopping centre (57%)	Online (55%)	Cinema (55%)	Parks./beaches/open spaces (50%)
Indonesia	Friend's/My house (68%)	Online (58%)	Coffee shops (51%)	Shopping centre (49%)	Parks/beaches/open spaces (47%)
Japan	Online (29%)	Friend's/My house (37%)	Shopping centre (36%)	On the streets (27%)	Coffee shops (25%)

What 20-24 year olds are passionate about - top 3

US	Music (60%)	Family (60%)	Friends (54%)	Education (36%)	Technology (35%)
Canada	Family (75%)	Friends (70%)	Music (55%)	Education (49%)	Cinema/Films (39%)
UK	Friends (55%)	Family (54%)	Music (52%)	Cinema/Films (45%)	Technology (34%)
France	Music (60%)	Friends (60%)	Cinema/films (57%)	Family (52%)	Sport (33%)
Germany	Friends (68%)	Music (60%)	Sport (55%)	Cinema/Films (54%)	Family (51%)
Italy	Cinema/Films (65%)	Music (62%)	Friends (60%)	Family (51%)	Technology (47%)
Nordic	Friends (59%)	Family (58%)	Music (49%)	Education (34%)	Cinema/Films (30%)
Brazil	Music (67%)	Family (60%)	Cinema/films (59%)	Friends (55%)	Technology (44%)
Australia	Family (62%)	Friends (60%)	Music (51%)	Cinema/Films (41%)	Education (31%)
India	Music (69%)	Friends (67%)	Family (66%)	Education (56%)	Technology (56%)
Indonesia	Technology (74%)	Music (70%)	Family (70%)	Friends (63%)	Education (63%)
Japan	Music (43%)	Cinema/films (24%)	Education (20%)	Friends (18%)	Sport (18%)

What 20-24 year olds enjoy doing – top 5

US	Listening to music (72%)	Watching TV (70%)	Seeing friends (58%)	Shopping (50%)	Cooking (50%)
Canada	Listening to music (84%)	Seeing friends (75%)	Watching TV (71%)	Watching films (70%)	Reading (63%)
UK	Listening to music (71%)	Watching TV (68%)	Watching films (67%)	Seeing friends (60%)	Shopping (54%)
France	Watching films (74%)	Listening to music (74%)	Seeing friends (71%)	Watching TV (70%)	Cooking (52%)
Germany	Listening to music (81%)	Seeing friends (73%)	Watching films (71%)	Watching TV (69%)	Playing sport (57%)
Italy	Watching films (76%)	Seeing friends (71%)	Listening to music (65%)	Watching TV (61%)	Travelling (61%)
Nordic	Seeing friends (70%)	Listening to music (67%)	Watching films (66%)	Travelling (58%)	Watching TV (54%)
Brazil	Watching films (71%)	Listening to music (70%)	Seeing friends (62%)	Watching TV (55%)	Playing computer games (54%)
Australia	Listening to music (64%)	Watching films (62%)	Seeing friends (60%)	Watching TV (57%)	Shopping (50%)
India	Listening to music (63%)	Watching TV (62%)	Watching films (56%)	Shopping (54%)	Travelling (50%)
Indonesia	Listening to music (69%)	Watching films (65%)	Travelling (62%)	Watching TV (60%)	Seeing friends (60%)
Japan	Listening to music (51%)	Watching TV (41%)	Shopping (40%)	Seeing friends (39%)	Watching films (34%)

Connection



Connection is an essential part of continuing to build self-identity, but the means have changed

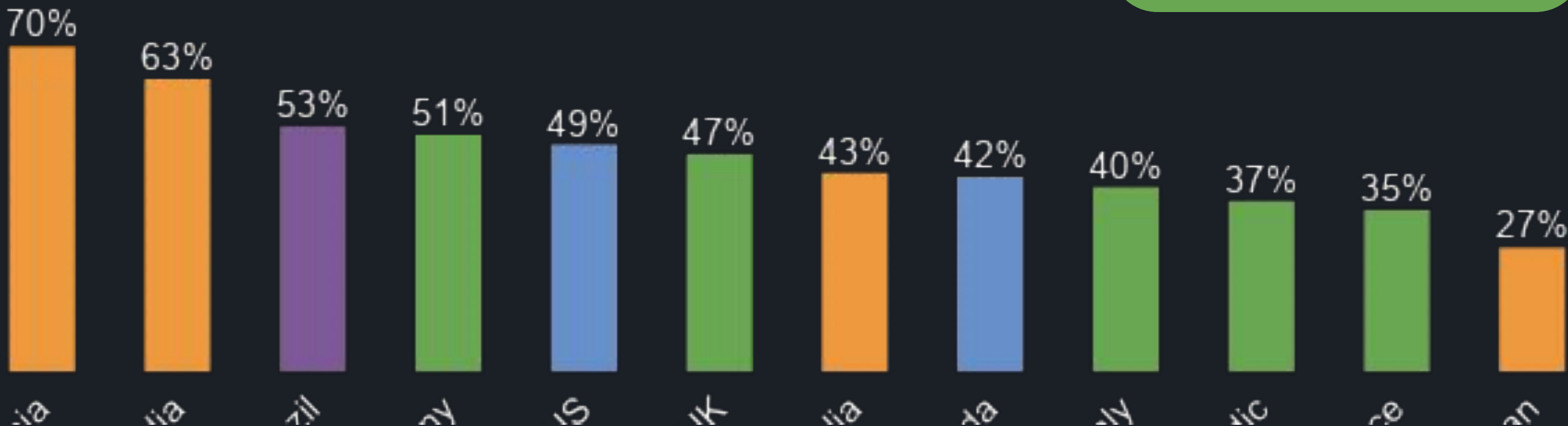
- Connection (to people, things, platforms, anytime, anywhere in ubiquity) is assumed
- Connecting is the end, screens are the means
 - There is little differentiation between devices or platforms --- it is about being available for connection and connecting with others anytime, anywhere
 - There is no such thing as multiscreening when much of a young person's life happens on a screen
- The threat of connection deprivation is a legitimate fear because it threatens identity (If you aren't online, you don't exist)
- Facebook is most associated with connecting across all phases

Social platforms are key to connection



*“Without Facebook you
feel like disconnected
from the world”
Mohamed, 19, Germany*

If I can't access social media sites/ap



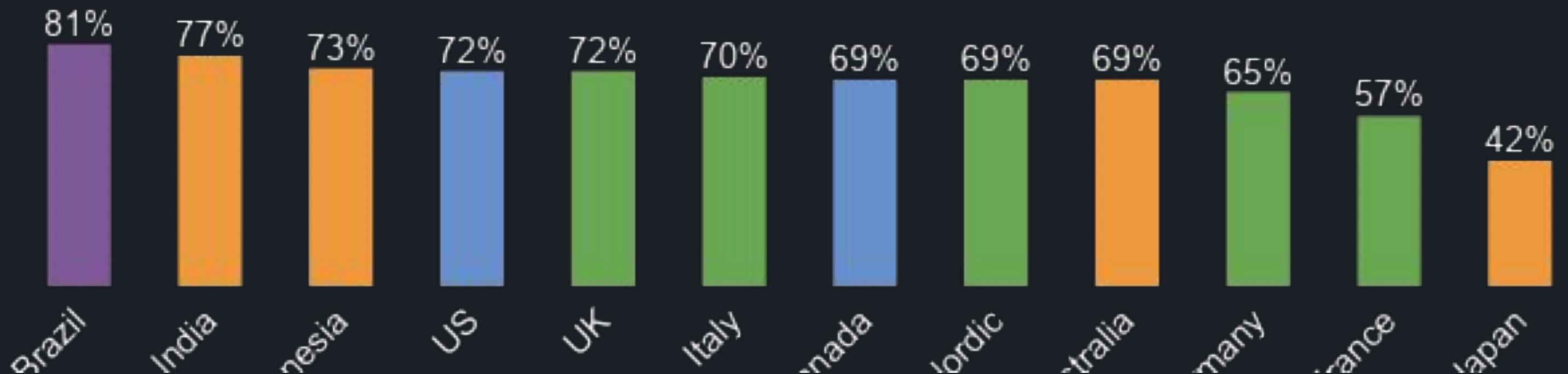
Life connection assumes the internet

“If the Internet didn't exist tomorrow I probably wouldn't be able to live my life because I do everything with the Internet.”

Kristen, 18, Canada

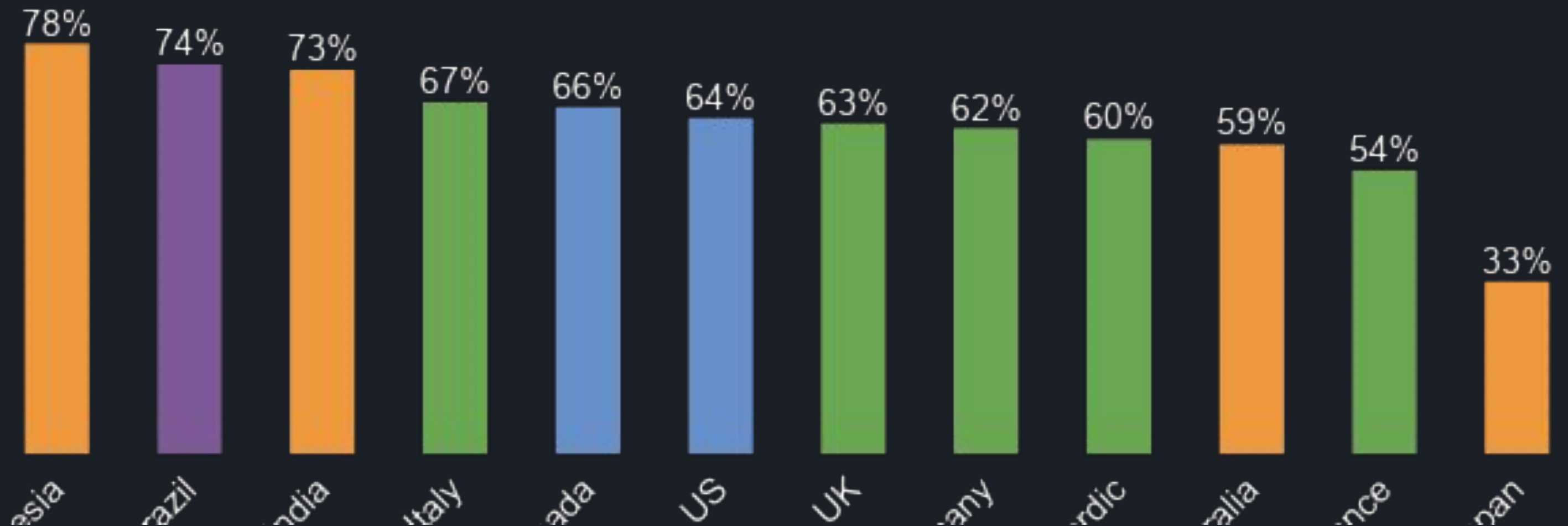


I like to always be connected to the internet wherever I am



Connection now happens more online than offline

I use social media sites/apps to connect with the people I see every day



Connection now happens more online than offline



“The digital world allows us to live experiences with friends, even though we are distant; I am going to travel... I am travelling and my friend is not in the same place as me but, through the photo, through the video that I share, he is able to live that moment alongside me.”

Harumi, 18, Brazil

Online connection is communication

Proportion of users rating each site as best for communicating

	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Facebook	77%	80%	73%	91%	37%	53%	79%	72%	84%	60%	67%	19%
WhatsApp	18%	20%	28%	20%	75%	61%	12%	39%	30%	54%	28%	10%
Twitter	16%	13%	15%	12%	7%	5%	7%	6%	7%	5%	13%	36%
YouTube	8%	4%	9%	8%	5%	3%	5%	4%	13%	6%	-	10%
LINE	-	-	-	-	-	-	-	-	-	-	-	75%
Instagram	18%	9%	6%	5%	5%	5%	9%	3%	10%	3%	4%	-
Snapchat	13%	10%	11%	8%	2%	-	12%	5%	7%	-	-	-
Tumblr	16%	9%	9%	-	-	-	-	4%	11%	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	13%	-
Viber	-	-	-	-	-	-	5%	-	-	9%	-	-
WECHAT	-	-	-	-	-	5%	-	-	-	-	6%	-
Kakao Talk	-	-	-	-	-	-	-	-	-	-	5%	-
BBM	-	-	-	-	-	-	-	-	-	11%	-	-
Skyrock	-	-	-	7%	-	-	-	-	-	-	-	-
StudiVZ, SchülerVZ and MeinVZ	-	-	-	-	-	-	-	-	-	-	-	-
Other/None of these	6%	3%	6%	7%	4%	4%	7%	3%	8%	11%	6%	15%

WhatsApp and Facebook are no.1 for connecting

Makes me feel closer to the people I know

Makes me feel more connected to the people I know

Means that my friends and family are there whenever I need them

Good for keeping up with friends and family who are far away

Good for keeping up with the people I see regularly

Gives me a sense of community

US	Canada	UK	France	Germany	Italy	Nordics	Brazil	Australia	India	Indonesia	Japan
WhatsApp (74%)	Facebook (64%)	Facebook (64%)	Facebook (53%)	WhatsApp (60%)	WhatsApp (71%)	Snapchat (51%)	Snapchat (79%)	Facebook (63%)	Facebook (80%)	Facebook (81%)	Instagram (43%)
WhatsApp (74%)	Facebook (69%)	Facebook (66%)	Snapchat (54%)	WhatsApp (68%)	WhatsApp (70%)	Facebook (56%)	Facebook (77%)	Facebook (68%)	Facebook (79%)	Facebook (85%)	WhatsApp (43%)
WhatsApp (74%)	Facebook (60%)	Facebook (65%)	Facebook (52%)	WhatsApp (60%)	WhatsApp (57%)	Facebook (40%)	WhatsApp (63%)	Facebook (61%)	WhatsApp (75%)	WhatsApp (76%)	LINE (36%)
Facebook (80%)	Facebook (83%)	Facebook (79%)	Facebook (78%)	Facebook (75%)	Facebook (73%)	Facebook (72%)	Facebook (76%)	Facebook (79%)	Facebook (84%)	Facebook (87%)	LINE (62%)
Facebook (70%)	Facebook (70%)	Facebook (69%)	Facebook (68%)	WhatsApp (74%)	WhatsApp (69%)	Facebook (59%)	Facebook (80%)	Facebook (69%)	Facebook (77%)	Facebook (81%)	LINE (65%)
WhatsApp (67%)	Facebook (54%)	Tumblr (56%)	Twitter (51%)	WhatsApp (53%)	Facebook (52%)	Facebook (48%)	Facebook (67%)	Tumblr (56%)	Facebook (77%)	Facebook (77%)	LINE (54%)

Fear of being offline (FOMO)

The threat of connection deprivation is a legitimate fear...

- It threatens identity
- Fear of missing out
- If you aren't online, you don't exist



"If you don't use online communications as a youth you are excluded very quickly. [...] I mean no one does calls via house telephone anymore."

Mohamad, 19, Germany

Connection is the end, screens are the means

- There is fluidity between devices, contexts, and content
- They switch between screens and activities at a fast pace
- They tend to use different devices for different tasks, if they are to-hand
- At home is where they are multi-screening the most

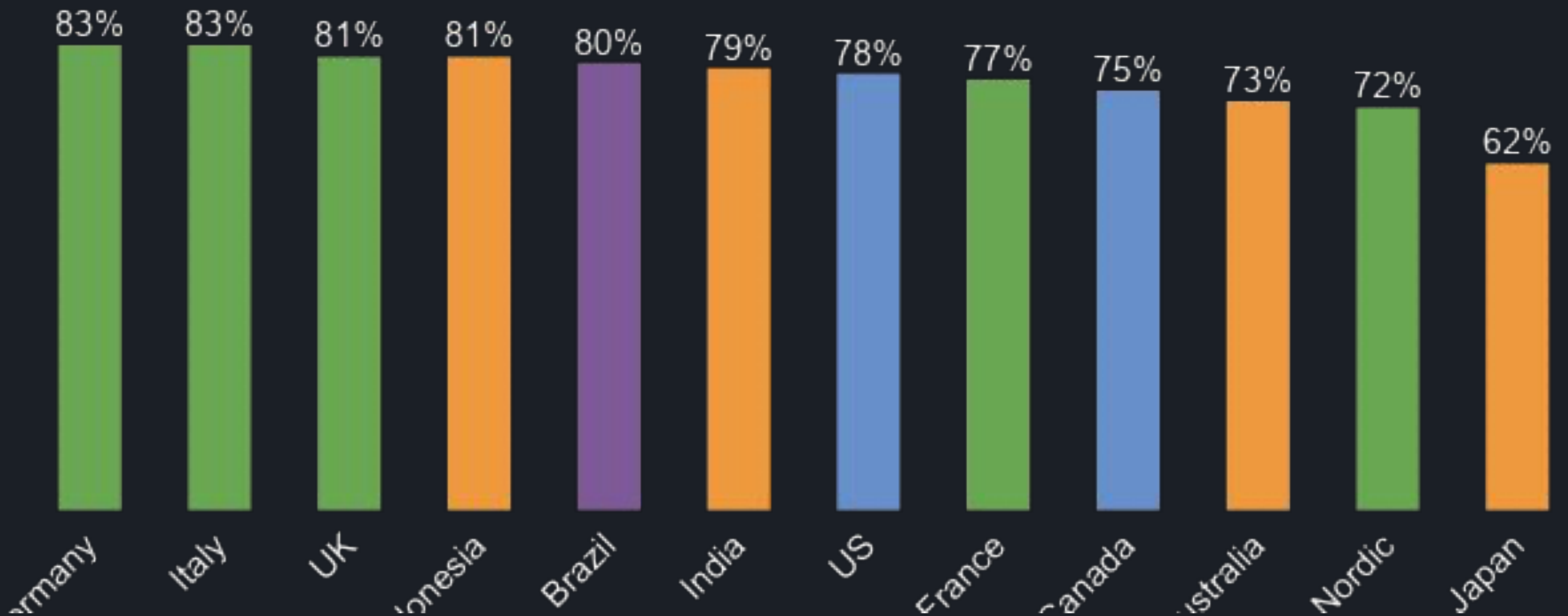


"I decide by which one's closest to me, if my phone's in my pocket and my Kindle's upstairs I'll just go on my phone but if my Kindle's right next to me I'll go on that because it's easier to use"

Thomas, 14, UK

Mobile and TV come as a package...

I always/mostly watch TV and use my mobile device at the same time



Connecting is necessary for relaxation

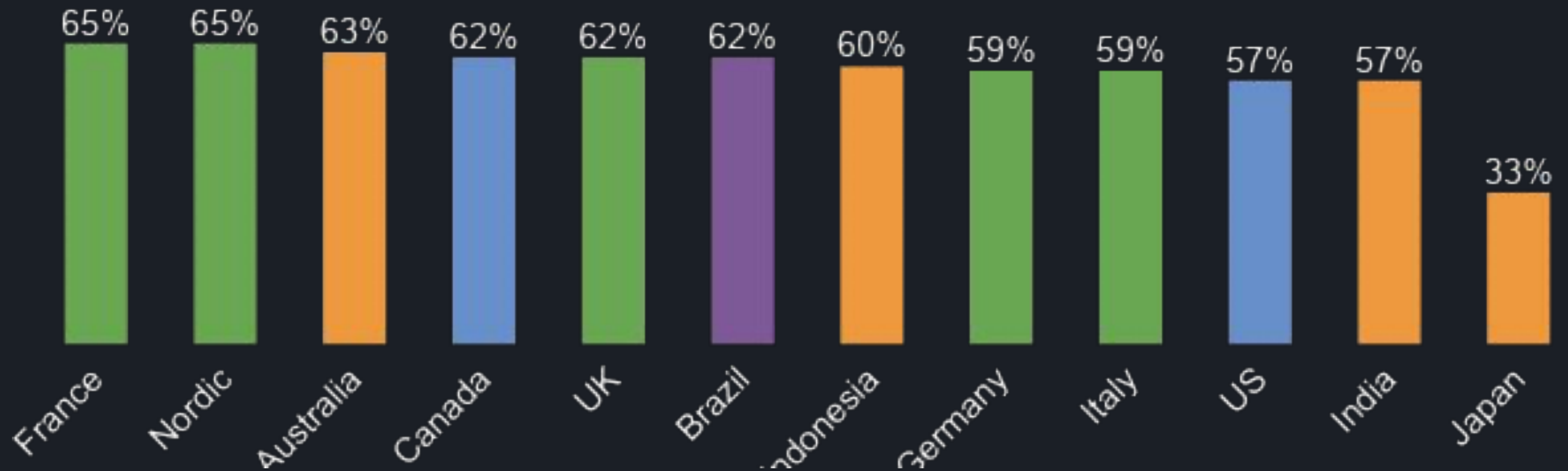
- Multi-screening amplifies OMG moments and makes TV viewing more social
- They are driven to live TV because of this and the desire to avoid spoilers
- But not all multi-screening activities are related to what they're watching



“When I’m watching TV or a show I’ll be using a laptop or desktop computer but often while I’m doing that the shows in full screen mode so I’ll use a second device like an iPad or iPhone to be using social media or playing games while I’m watching the show” Olivia, 18, Australia

Facebook users are using Facebook and watching TV simultaneously

Proportion of Facebook users who access it while watching TV



Facebook users are using Facebook and watching TV simultaneously

Top 5 social media sites/apps used while watching TV

US	Facebook (57%)	Instagram (53%)	Snapchat (50%)	Twitter (51%)	WhatsApp (47%)
Canada	Facebook (62%)	Instagram (53%)	Tumblr (50%)	Twitter (49%)	WhatsApp (47%)
UK	Facebook (62%)	Snapchat (55%)	WhatsApp (51%)	Twitter (51%)	Tumblr (49%)
France	Facebook (65%)	Snapchat (57%)	Instagram (49%)	Twitter (48%)	WhatsApp (39%)
Germany	WhatsApp (75%)	Facebook (59%)	Instagram (52%)	Twitter (50%)	Snapchat (49%)
Italy	Whatsapp (70%)	Facebook (59%)	Instagram (39%)	Twitter (39%)	YouTube (26%)
Nordic	Facebook (65%)	Snapchat (60%)	Instagram (56%)	Twitter (39%)	WhatsApp (38%)
Brazil	Facebook (62%)	Whatsapp (62%)	Snapchat (47%)	Twitter (37%)	Instagram (35%)
Australia	Facebook (63%)	Instagram (56%)	Snapchat (44%)	Tumblr (39%)	Twitter (38%)
India	WhatsApp (64%)	Facebook (57%)	Instagram (47%)	Twitter (38%)	BBM (33%)
Indonesia	Facebook (60%)	WhatsApp (59%)	Twitter (50%)	Instagram (41%)	WeChat (39%)
Japan	Twitter (47%)	LINE (47%)	WhatsApp (43%)	Facebook (33%)	Instagram (23%)



FB is most associated with connecting the US

Facebook is best for connecting, Tumblr is best for creativity/expression, and Twitter for celebs

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
NET Helps me connect with friends/family	73%	49%	49%	50%	38%	16%	54%
NET It's just become a part of my life/I think I will always use this in some way	55%	50%	46%	39%	51%	45%	48%
NET Helping me stay up to date with what's happing in the world/in my local area	54%	32%	49%	22%	41%	32%	41%
Allows me to choose who I speak to	53%	30%	37%	43%	27%	14%	37%
NET Helps me to express myself/be creative	50%	54%	48%	53%	68%	35%	47%
NET Allows me to interact with companies I like/find out information about products/companies I might like	48%	35%	42%	13%	36%	32%	32%
NET I couldn't live without it/I'd be disappointed if it no longer existed	48%	46%	40%	45%	56%	53%	45%
NET Helps me show off my personality/create a positive image of myself	47%	50%	42%	40%	58%	23%	40%
Helps me connect with new people	42%	30%	35%	15%	42%	16%	32%
It's perfect for teenagers	41%	40%	39%	54%	56%	34%	38%
Makes me feel closer to celebrities	21%	24%	36%	8%	18%	16%	22%
None of these	6%	10%	7%	8%	8%	16%	5%

FB is most associated with connecting in Canada



Facebook is best for connecting, Tumblr is best for creativity/expression, and Twitter for celebs

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
NET Helps me connect with friends/family	78%	49%	46%	52%	31%	11%	59%
NET Helping me stay up to date with what's happening in the world/in my local area	61%	27%	51%	15%	35%	30%	26%
NET It's just become a part of my life/I think I will always use this in some way	61%	49%	43%	34%	49%	54%	43%
Allows me to choose who I speak to	58%	28%	37%	42%	30%	10%	44%
NET I couldn't live without it/I'd be disappointed if it no longer existed	55%	46%	43%	40%	61%	59%	45%
NET Allows me to interact with companies I like/find out information about products/companies I might like	51%	29%	43%	7%	35%	35%	20%
It's perfect for teenagers	49%	49%	45%	52%	48%	38%	41%
NET Helps me to express myself/be creative	49%	55%	45%	43%	65%	31%	36%
NET Helps me show off my personality/create a positive image of myself	48%	52%	43%	34%	57%	20%	24%
Helps me connect with new people	46%	34%	42%	12%	46%	16%	24%
Makes me feel closer to celebrities	18%	28%	41%	5%	25%	17%	10%
None of these	9%	15%	12%	17%	11%	16%	17%

FB is most associated with connecting in the UK



Facebook is best for connecting, Tumblr is best for creativity/expression, and Twitter for celebs

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
NET Helps me connect with friends/family	72%	37%	41%	47%	25%	14%	63%
NET It's just become a part of my life/I think I will always use this in some way	57%	35%	39%	37%	51%	48%	40%
NET Helping me stay up to date with what's happening in the world/in my local area	53%	19%	46%	17%	35%	28%	20%
Allows me to choose who I speak to	50%	19%	30%	40%	24%	10%	46%
NET I couldn't live without it/I'd be disappointed if it no longer existed	50%	40%	41%	39%	56%	52%	41%
It's perfect for teenagers	42%	38%	39%	46%	48%	33%	37%
NET Allows me to interact with companies I like/find out information about products/companies I might like	41%	22%	45%	11%	27%	29%	12%
Helps me connect with new people	40%	23%	38%	20%	40%	13%	16%
NET Helps me show off my personality/create a positive image of myself	40%	41%	33%	39%	50%	18%	21%
NET Helps me to express myself/be creative	37%	46%	37%	43%	61%	29%	28%
Makes me feel closer to celebrities	14%	24%	44%	8%	16%	11%	7%
None of these	11%	17%	12%	15%	12%	19%	12%

FB is most associated with connecting in France



Facebook is best for connecting, Instagram for creativity, Snapchat for teenagers, and Twitter for celebs

	Facebook	Instagram	Twitter	Snapchat	YouTube	WhatsApp	SkyRock
NET Helps me connect with friends/family	78%	39%	38%	59%	9%	72%	21%
Allows me to choose who I speak to	57%	22%	30%	51%	7%	46%	16%
NET Helping me stay up to date with what's happening in the world/in my local area	54%	29%	45%	17%	27%	20%	21%
NET It's just become a part of my life/I think I will always use this in some way	53%	36%	29%	32%	37%	28%	21%
NET I couldn't live without it/I'd be disappointed if it no longer existed	52%	42%	36%	42%	48%	40%	22%
It's perfect for teenagers	51%	40%	38%	53%	34%	30%	33%
NET Helps me to express myself/be creative	51%	58%	44%	48%	27%	38%	42%
Helps me connect with new people	46%	30%	41%	19%	12%	22%	32%
NET Helps me show off my personality/create a positive image of myself	46%	49%	38%	44%	16%	24%	29%
NET Allows me to interact with companies I like/find out information about products/companies I might like	38%	21%	33%	11%	22%	16%	17%
Makes me feel closer to celebrities	18%	26%	41%	5%	14%	8%	9%
None of these	9%	13%	16%	16%	25%	15%	16%

WhatsApp is most associated with connecting in

Germany

WhatsApp is best for connecting and has become a part of their lives, while Instagram is best for creativity/expression



	Facebook	Instagram	Twitter	Snapchat	YouTube	WhatsApp	Studivz
NET Helps me connect with friends/family	65%	27%	28%	41%	10%	78%	43%
NET Helping me stay up to date with what's happening in the world/in my local area	60%	30%	44%	26%	25%	42%	25%
Helps me connect with new people	58%	20%	36%	26%	9%	61%	30%
NET It's just become a part of my life/I think I will always use this in some way	54%	44%	36%	33%	44%	66%	43%
NET Helps me to express myself/be creative	47%	60%	43%	54%	33%	48%	43%
NET Allows me to interact with companies I like/find out information about products/companies I might like	46%	31%	30%	13%	33%	17%	21%
It's perfect for teenagers	43%	49%	30%	53%	34%	54%	33%
Allows me to choose who I speak to	39%	16%	19%	34%	6%	53%	21%
NET I couldn't live without it/I'd be disappointed if it no longer existed	37%	44%	35%	34%	43%	56%	24%
NET Helps me show off my personality/create a positive image of myself	34%	50%	28%	39%	16%	30%	29%
Makes me feel closer to celebrities	22%	24%	31%	9%	14%	7%	11%
None of these	11%	12%	17%	9%	22%	10%	24%

WhatsApp is most associated with connecting in



Italy

WhatsApp is best for connecting and has become a part of their lives, while Instagram is best for creativity/expression

	Facebook	Instagram	Twitter	YouTube	WhatsApp	WeChat
NET Helping me stay up to date with what's happening in the world/in my local area	66%	26%	43%	36%	31%	17%
NET Helps me connect with friends/family	66%	23%	27%	14%	71%	45%
NET It's just become a part of my life/I think I will always use this in some way	56%	32%	31%	39%	63%	30%
NET Allows me to interact with companies I like/find out information about products/companies I might like	53%	25%	40%	31%	20%	24%
Helps me connect with new people	51%	25%	29%	11%	23%	28%
NET Helps me show off my personality/create a positive image of myself	48%	40%	27%	15%	31%	13%
NET I couldn't live without it/I'd be disappointed if it no longer existed	47%	29%	31%	41%	58%	27%
NET Helps me to express myself/be creative	46%	51%	31%	30%	36%	19%
Allows me to choose who I speak to	44%	13%	27%	8%	61%	41%
It's perfect for teenagers	44%	27%	21%	25%	54%	28%
Makes me feel closer to celebrities	22%	31%	40%	17%	10%	11%
None of these	8%	9%	10%	18%	7%	16%

FB is most associated with connecting in the Nordics

Facebook is best for connecting, Instagram for creativity/expression and Snapchat for teenagers

	Facebook	Instagram	Twitter	Snapchat	YouTube	WhatsApp	Viber
NET Helps me connect with friends/family	74%	35%	23%	54%	8%	48%	49%
NET Helping me stay up to date with what's happening in the world/in my local area	61%	32%	47%	17%	29%	14%	11%
NET It's just become a part of my life/I think I will always use this in some way	61%	46%	35%	43%	45%	37%	30%
Allows me to choose who I speak to	52%	18%	16%	48%	7%	40%	36%
NET I couldn't live without it/I'd be disappointed if it no longer existed	50%	51%	37%	44%	51%	31%	24%
NET Allows me to interact with companies I like/find out information about products/companies I might like	48%	29%	34%	9%	30%	9%	8%
Helps me connect with new people	46%	32%	31%	21%	9%	19%	16%
NET Helps me show off my personality/create a positive image of myself	44%	53%	34%	41%	16%	17%	14%
NET Helps me to express myself/be creative	42%	56%	45%	50%	30%	18%	20%
It's perfect for teenagers	39%	46%	32%	54%	33%	32%	21%
Makes me feel closer to celebrities	19%	36%	43%	8%	19%	3%	8%
None of these	15%	18%	19%	18%	26%	28%	29%

FB is most associated with connecting in Brazil



Facebook is rated best for everything except being able to choose who they speak to

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
NET Helps me connect with friends/family	78%	38%	42%	42%	24%	21%	70%
NET Helping me stay up to date with what's happening in the world/in my local area	71%	35%	45%	33%	35%	43%	35%
NET Allows me to interact with companies I like/find out information about products/companies I might like	67%	37%	46%	30%	31%	42%	33%
NET Helps me to express myself/be creative	66%	51%	50%	47%	58%	43%	48%
NET Helps me show off my personality/create a positive image of myself	65%	50%	40%	37%	46%	27%	36%
NET It's just become a part of my life/I think I will always use this in some way	65%	46%	38%	43%	40%	51%	59%
Helps me connect with new people	63%	33%	36%	29%	31%	17%	38%
NET I couldn't live without it/I'd be disappointed if it no longer existed	57%	37%	35%	39%	40%	51%	56%
Allows me to choose who I speak to	56%	24%	29%	30%	22%	11%	59%
It's perfect for teenagers	53%	40%	29%	37%	44%	29%	53%
Makes me feel closer to celebrities	38%	37%	44%	18%	19%	27%	14%
None of these	6%	9%	10%	8%	10%	10%	6%

FB is most associated with connecting in Australia



Facebook is rated best for most things, except creativity/expression, teenagers and celebs

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
NET Helps me connect with friends/family	77%	44%	29%	51%	23%	18%	60%
NET It's just become a part of my life/I think I will always use this in some way	64%	44%	36%	40%	44%	48%	44%
NET Helping me stay up to date with what's happening in the world/in my local area	63%	23%	43%	16%	29%	32%	22%
Allows me to choose who I speak to	59%	29%	25%	42%	20%	13%	46%
NET I couldn't live without it/I'd be disappointed if it no longer existed	56%	48%	32%	42%	52%	52%	41%
Helps me connect with new people	51%	30%	32%	14%	42%	17%	24%
NET Allows me to interact with companies I like/find out information about products/companies I might like	49%	29%	41%	10%	25%	35%	20%
It's perfect for teenagers	48%	46%	33%	51%	47%	36%	38%
NET Helps me show off my personality/create a positive image of myself	48%	50%	27%	38%	48%	22%	27%
NET Helps me to express myself/be creative	47%	54%	37%	42%	58%	30%	32%
Makes me feel closer to celebrities	21%	27%	49%	5%	14%	17%	8%
None of these	9%	13%	14%	17%	12%	18%	15%

FB is most associated with connecting in India



Facebook is rated as the best for all except being disappointed if it no longer existed and being perfect for teenagers

	Facebook	Instagram	Twitter	YouTube	WhatsApp	Viber	BBM
NET Helps me connect with friends/family	75%	43%	43%	29%	70%	49%	45%
NET Helping me stay up to date with what's happening in the world/in my local area	69%	46%	48%	44%	56%	36%	39%
NET Helps me to express myself/be creative	68%	48%	44%	40%	60%	44%	39%
NET Helps me show off my personality/create a positive image of myself	66%	42%	43%	33%	54%	36%	41%
NET It's just become a part of my life/I think I will always use this in some way	66%	44%	48%	48%	64%	38%	45%
NET Allows me to interact with companies I like/find out information about products/companies I might like	63%	34%	51%	42%	43%	34%	44%
NET I couldn't live without it/I'd be disappointed if it no longer existed	60%	40%	43%	44%	66%	42%	40%
Helps me connect with new people	59%	38%	33%	21%	37%	34%	23%
Allows me to choose who I speak to	52%	27%	28%	19%	50%	36%	33%
It's perfect for teenagers	49%	40%	25%	24%	56%	31%	26%
Makes me feel closer to celebrities	46%	28%	43%	27%	27%	21%	22%
None of these	6%	5%	9%	13%	7%	10%	11%

FB is most associated with connecting in

Indonesia

Facebook is best for all except choosing who they speak to, being perfect for teenagers and feeling close to celebs



	Facebook	Instagram	Twitter	WhatsApp	WeChat	KakaoTalk	Path
NET Helps me connect with friends/family	81%	49%	62%	70%	55%	57%	53%
NET Helping me stay up to date with what's happening in the world/in my local area	75%	49%	68%	45%	35%	33%	54%
NET It's just become a part of my life/I think I will always use this in some way	69%	50%	53%	57%	42%	42%	48%
NET Allows me to interact with companies I like/find out information about products/companies I might like	68%	41%	54%	34%	28%	30%	33%
NET Helps me show off my personality/create a positive image of myself	68%	55%	51%	42%	38%	34%	55%
NET Helps me to express myself/be creative	68%	65%	57%	39%	38%	40%	62%
Helps me connect with new people	67%	36%	53%	31%	31%	29%	35%
NET I couldn't live without it/I'd be disappointed if it no longer existed	61%	47%	48%	48%	33%	27%	44%
It's perfect for teenagers	57%	52%	54%	44%	43%	48%	57%
Allows me to choose who I speak to	54%	21%	36%	55%	42%	45%	34%
Makes me feel closer to celebrities	38%	39%	54%	14%	15%	19%	19%
None of these	4%	6%	6%	7%	9%	9%	7%

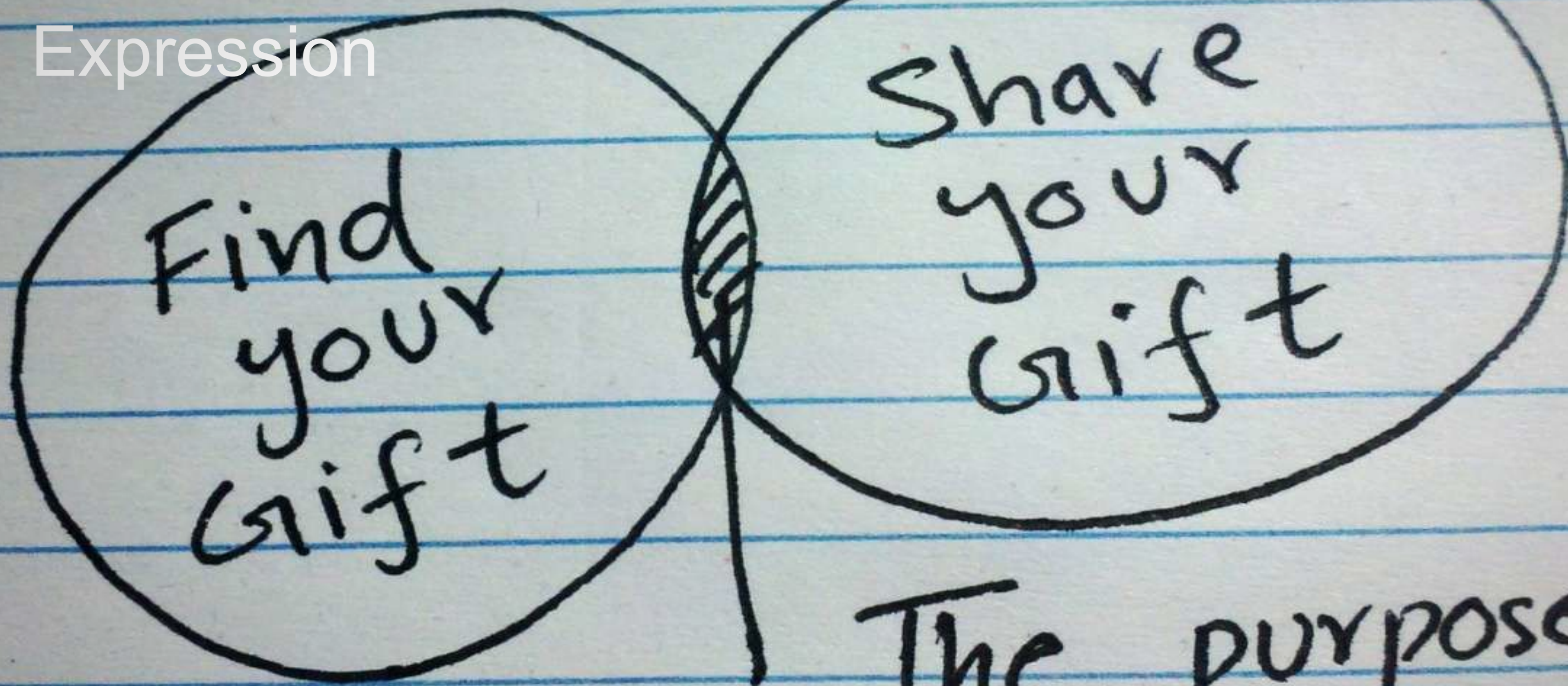
Line is most associated with connecting in Japan



LINE is best for connecting and has become integrated into their lives, but Instagram helps them to be creative

	Facebook	Instagram	Twitter	YouTube	WhatsApp	LINE
NET Helps me connect with friends/family	35%	16%	36%	3%	14%	61%
None of these	29%	26%	20%	38%	14%	17%
NET It's just become a part of my life/I think I will always use this in some way	27%	31%	44%	32%	14%	48%
NET Helping me stay up to date with what's happening in the world/in my local area	24%	10%	28%	13%	43%	10%
Helps me connect with new people	20%	10%	29%	2%	-	21%
NET Allows me to interact with companies I like/find out information about products/companies I might like	20%	7%	22%	9%	14%	8%
NET Helps me show off my personality/create a positive image of myself	20%	31%	21%	7%	29%	8%
NET I couldn't live without it/I'd be disappointed if it no longer existed	20%	25%	34%	33%	29%	37%
NET Helps me to express myself/be creative	17%	30%	24%	11%	29%	11%
Allows me to choose who I speak to	13%	5%	19%	2%	14%	28%
It's perfect for teenagers	10%	11%	25%	9%	-	33%
Makes me feel closer to celebrities	7%	21%	20%	6%	14%	3%

Expression



The purpose
of LIFE

Self-Expression enables young people to build from core identity to 'Cultural Fluency'

- What, how and with whom you sharing content or curate your image is a key part of self-expression
- Expression happens with both personal content and brand content
- Young people share brand content just as they share personal content
 - As long as it's funny or entertaining
 - Brand content has a social currency
- Sharing of brand content happens on Facebook

Self-Expression is easier with the control online platforms enable

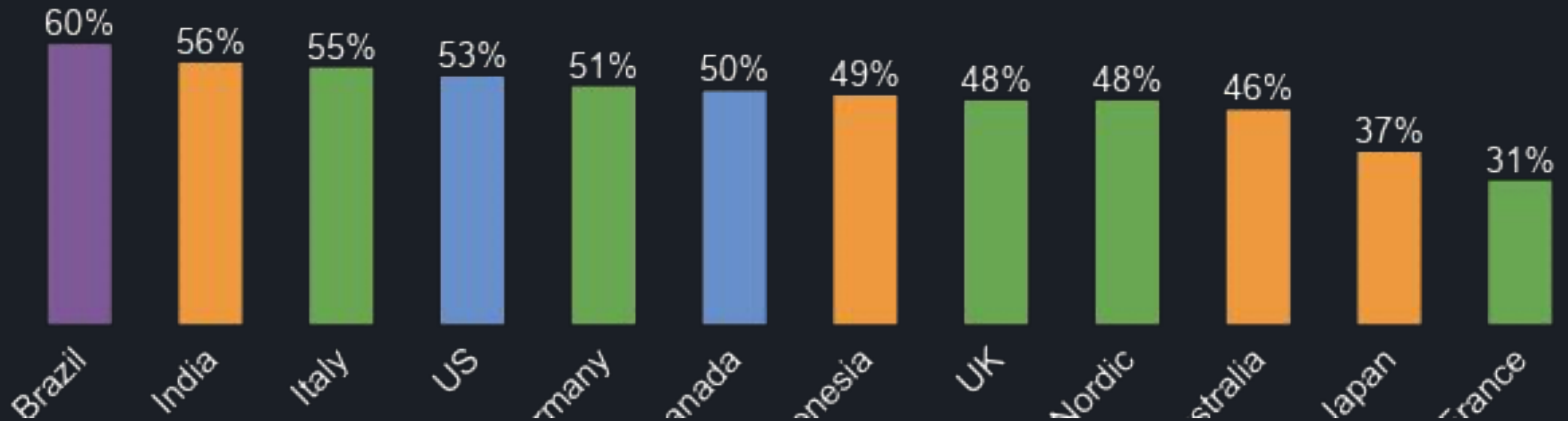
- Young people want control and therefore turn to social and text based communication
- Young people are far more likely to share via social than to pick up the phone
- Social = communication today (whereas conversation = communication when we grew up)

Sharing and curating is a key part of expression



"I share photos and videos with my friends so they know about everything that I like, everything that I am used to doing, what I find funny, so everyone around me knows a bit about me through Facebook." Harumi, 18, Brazil

I like to tell people about my everyday life



They share more online

Where they'd turn to first to share each thing

	Something funny	Personal post/photo	News article	That you had a bad day	That you had a good day	Your opinion	An observation	A question
US	Social media (44%)	Social media (55%)	Social media (33%)	Social media (26%)	Social media (31%)	Social media (30%)	Social media (31%)	Other online (21%)
Canada	Social media (50%)	Social media (61%)	Social media (40%)	Face to face (26%)	Social media (30%)	Social media (32%)	Social media (32%)	Other online (23%)
UK	Social media (46%)	Social media (55%)	Social media (36%)	Face to face (26%)	Social media (31%)	Social media (35%)	Social media (33%)	Social media (21%)
France	Social media (41%)	Social media (49%)	Social media (35%)	Text (23%)	Face to face (24%)	Face to face (20%)	Face to face (23%)	Face to face (23%)
Germany	Social media (32%)	Social media (37%)	Social media (29%)	Face to face (30%)	Face to face (29%)	Face to face (27%)	Msging apps (20%)	Face to face (20%)
Italy	Social media (40%)	Social media (49%)	Social media (37%)	Social media (23%)	Social media (27%)	Social media (31%)	Social media (27%)	Social media (20%)
Nordic	Social media (50%)	Social media (58%)	Social media (38%)	Face to face (30%)	Face to face (29%)	Social media (29%)	Social media (27%)	Social media (22%)
Brazil	Social media (51%)	Social media (59%)	Social media (44%)	Social media (29%)	Social media (37%)	Social media (41%)	Social media (36%)	Social media (33%)
Australia	Social media (42%)	Social media (50%)	Social media (34%)	Face to face (26%)	Social media (29%)	Social media (29%)	Social media (30%)	Social media (22%)
India	Social media (37%)	Social media (41%)	Social media (32%)	Social media (21%)	Social media (28%)	Social media (29%)	Social media (24%)	Other online (22%)
Indonesia	Social media (57%)	Social media (67%)	Social media (41%)	Social media (38%)	Social media (48%)	Social media (42%)	Social media (31%)	Social media (33%)
Japan	None (30%)	None (41%)	None (36%)	None (33%)	None (28%)	None (36%)	None (29%)	None (28%)

And Facebook is the first social media they'd turn to share something interesting

US	Facebook (52%)	Twitter (10%)	Instagram (10%)
Canada	Facebook (59%)	Instagram (8%)	Twitter (8%)
UK	Facebook (50%)	Twitter (14%)	WhatsApp (6%)
France	Facebook (66%)	YouTube (6%)	Twitter (5%)
Germany	Facebook (37%)	WhatsApp (37%)	YouTube (3%)
Italy	Facebook (56%)	WhatsApp (25%)	Instagram (3%)
Nordic	Facebook (45%)	Instagram (13%)	Snapchat (11%)
Brazil	Facebook (67%)	WhatsApp (15%)	YouTube (3%)
Australia	Facebook (53%)	YouTube (8%)	Instagram (7%)
India	Facebook (43%)	WhatsApp (29%)	Google+ (4%)
Indonesia	Facebook (53%)	Path (17%)	Twitter (15%)
Japan	LINE (29%)	Twitter (28%)	Facebook (8%)

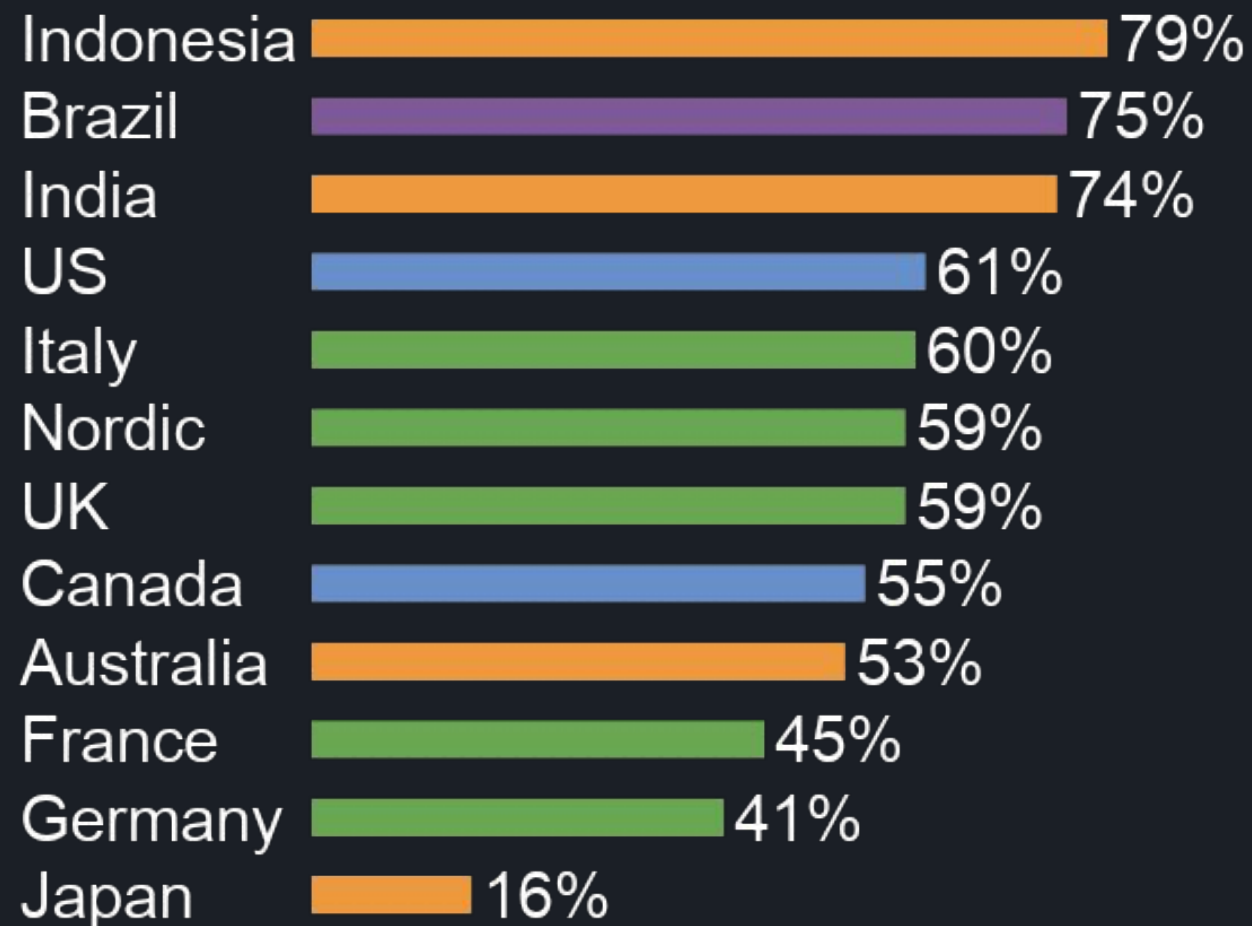
Facebook displays a wide range of discussion points



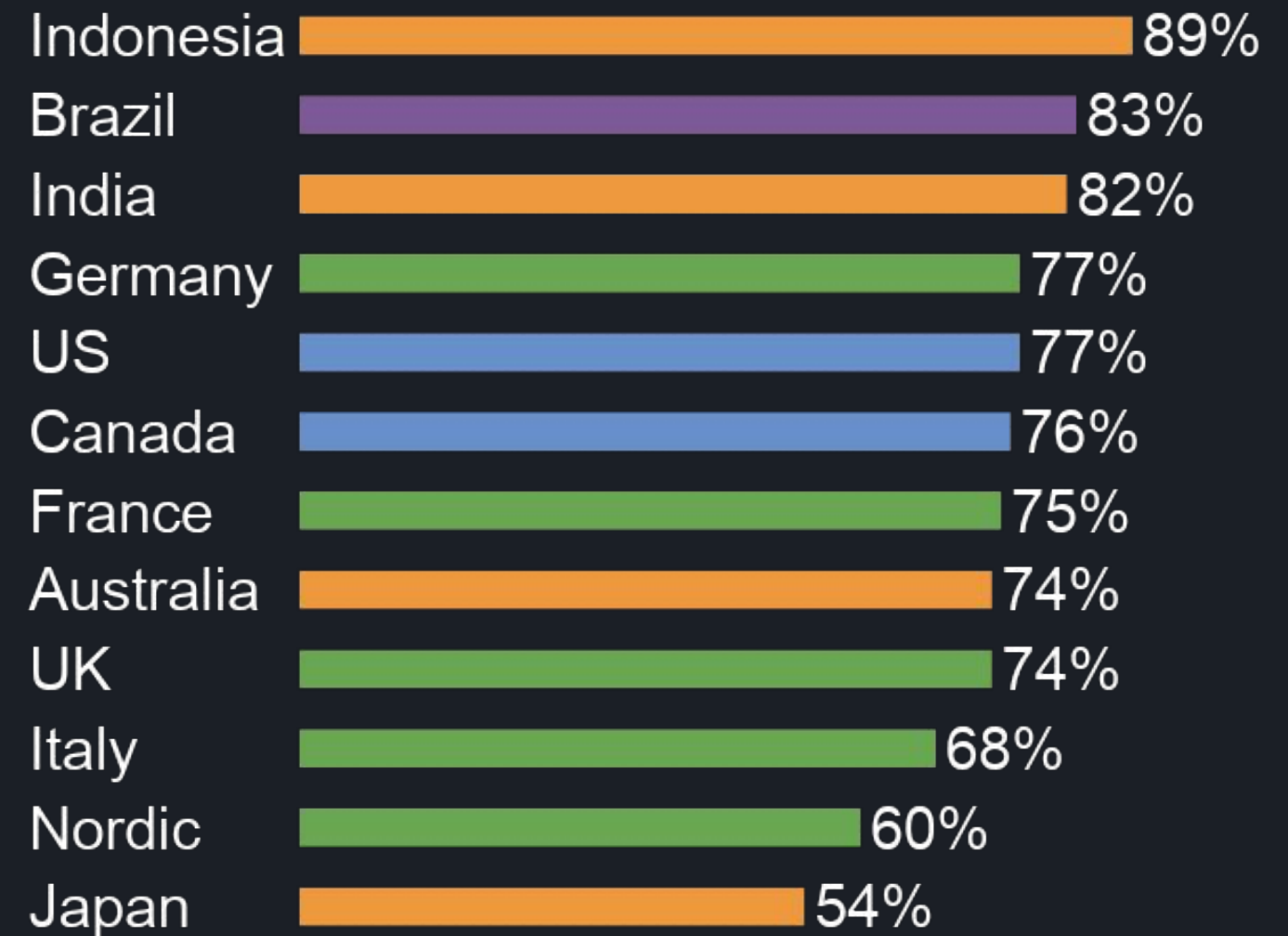
	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Music	46%	52%	43%	53%	44%	57%	41%	62%	49%	54%	63%	21%
Friends and family news	51%	57%	46%	53%	30%	41%	39%	62%	53%	53%	59%	18%
Hobbies	40%	47%	34%	46%	43%	48%	35%	57%	45%	57%	62%	28%
Films	38%	42%	40%	46%	39%	50%	36%	62%	43%	50%	63%	18%
News	33%	36%	32%	35%	30%	50%	33%	57%	36%	55%	62%	13%
TV	42%	43%	38%	36%	32%	43%	29%	54%	42%	49%	52%	12%
Relationships	40%	44%	32%	33%	34%	38%	33%	55%	39%	48%	52%	9%
Technology	34%	35%	28%	29%	27%	45%	27%	59%	39%	57%	65%	8%
Food	39%	40%	29%	22%	27%	40%	28%	51%	39%	51%	56%	19%
Fashion	25%	28%	24%	32%	28%	36%	23%	47%	31%	52%	51%	17%
Products/companies	26%	30%	20%	16%	27%	32%	26%	48%	27%	49%	53%	12%
Beauty	24%	27%	17%	24%	22%	35%	25%	49%	24%	44%	46%	7%
Work	21%	26%	20%	24%	18%	27%	25%	46%	25%	43%	50%	10%
Politics	22%	16%	13%	15%	20%	27%	21%	43%	21%	40%	44%	6%
Religion	23%	19%	13%	12%	11%	22%	16%	44%	18%	41%	50%	4%
Alcohol	12%	19%	18%	16%	17%	22%	24%	34%	21%	27%	24%	4%
Sex	15%	14%	12%	16%	11%	23%	15%	32%	17%	27%	28%	5%
Drugs	11%	12%	8%	13%	10%	20%	14%	32%	13%	28%	26%	3%
None of these	14%	18%	21%	18%	25%	12%	29%	7%	18%	6%	6%	42%

Young people crave authenticity online, but are careful about what they share

I prefer to use my real name when I share things on social media

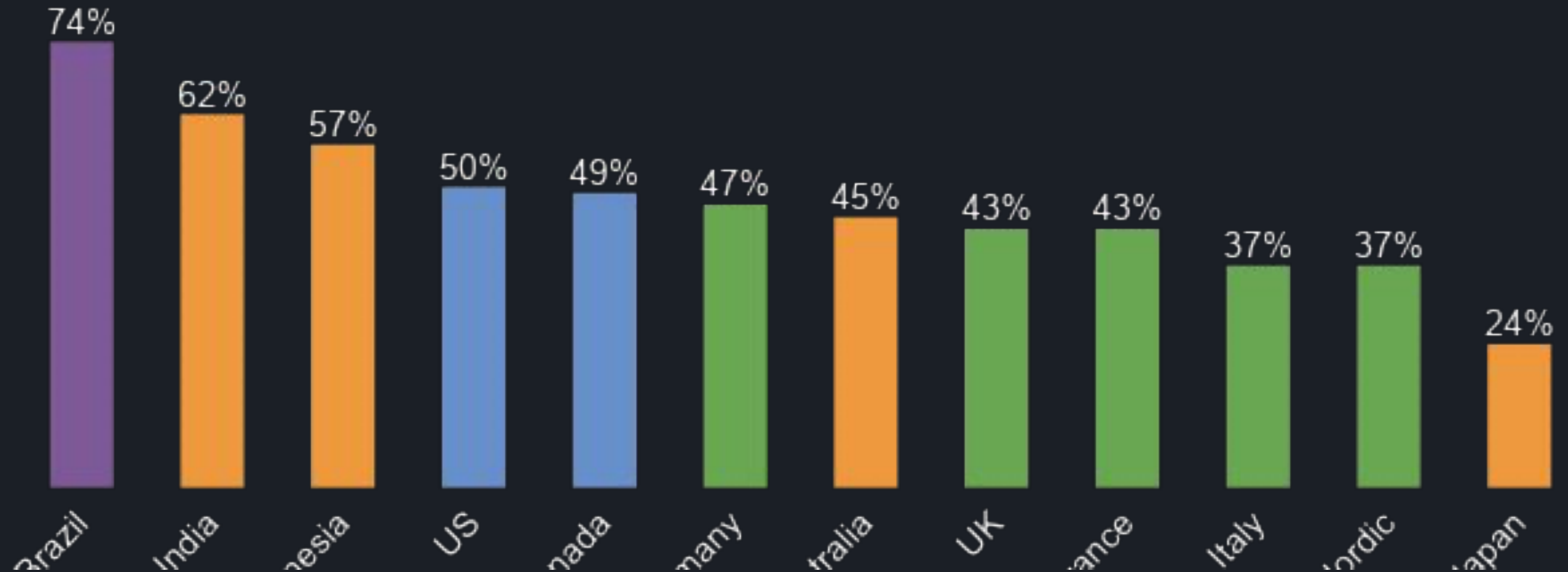


I am careful about my online identity

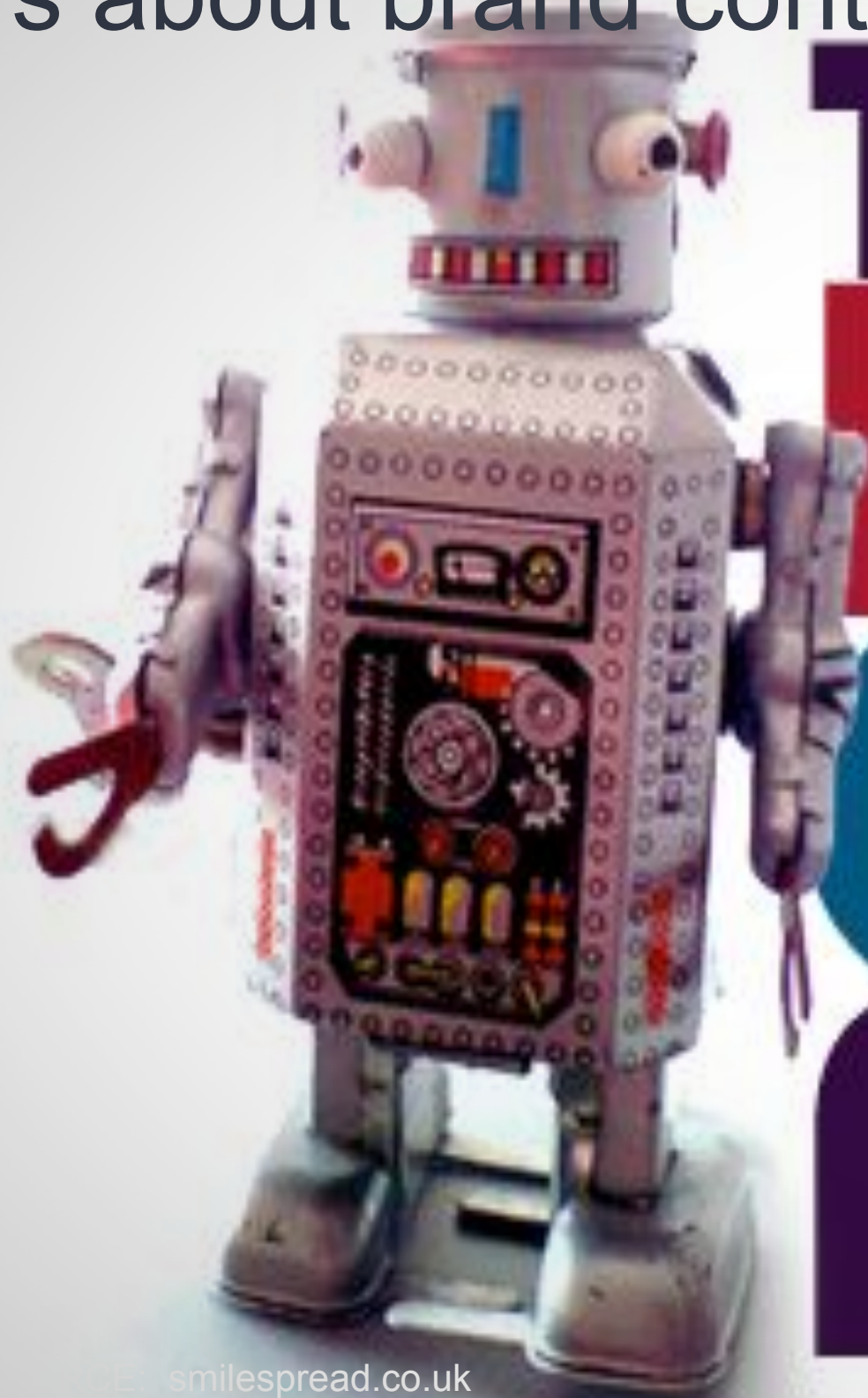


Because they are still worried about future repercussions

I worry that what I share on social media will impact my future



It's about brand content, not brand advertising

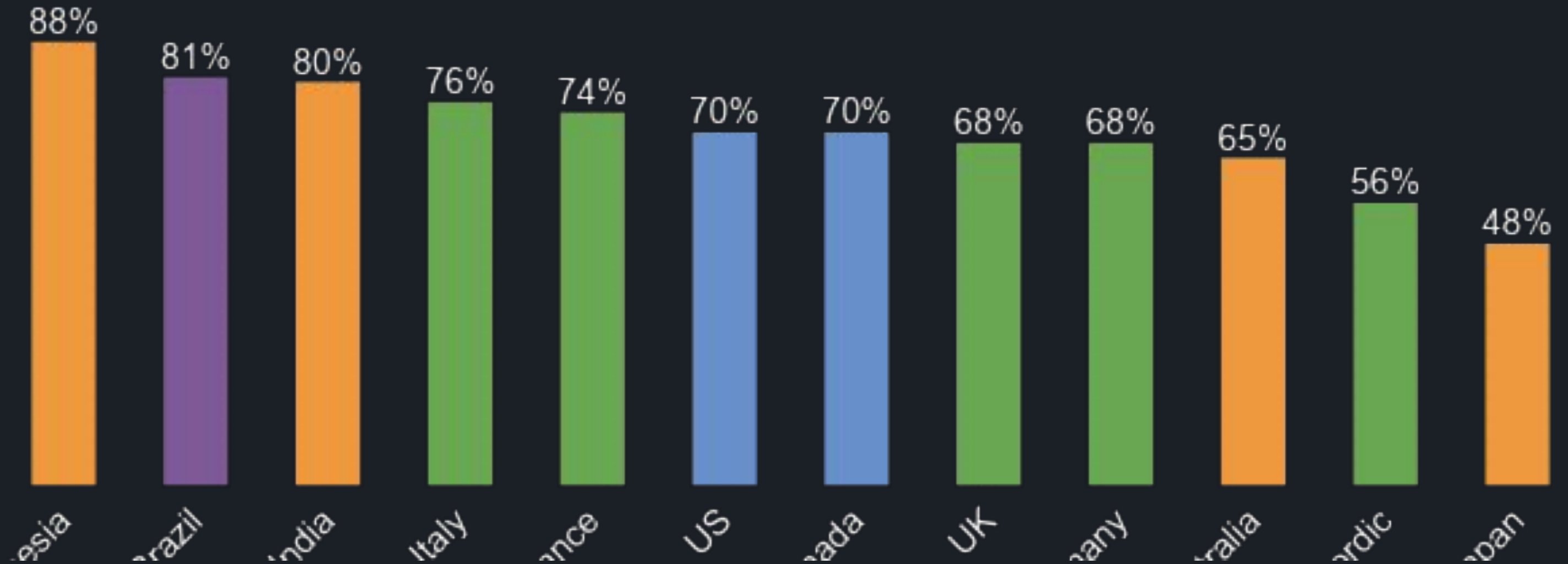


Brand content not brand advertising

- Brands play a part in expressing yourself
- Connection & interaction with brands is driven by a need to express self-identity
- There is an expectation for brand content to be funny or entertaining
- Brand content has a social currency among this audience
- Facebook is the best place to connect with brands

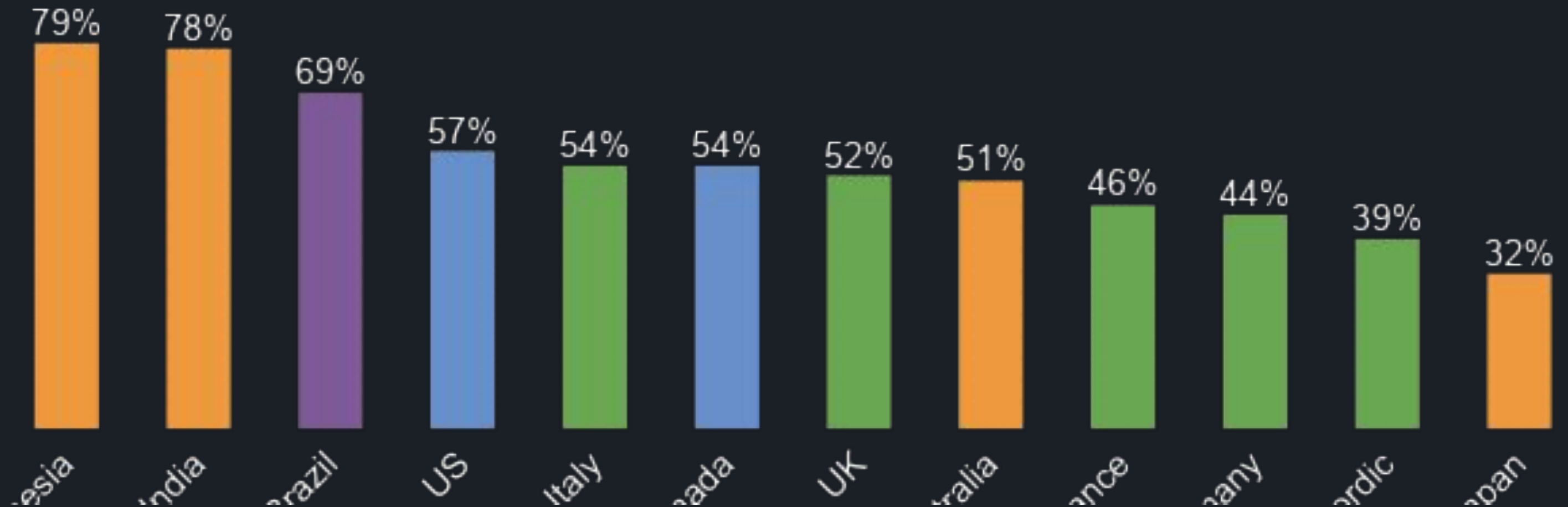
Young people expect advertising to be entertaining

I expect advertising to be entertaining



And will share content they find interesting

If I see/receive something interesting from a brand or product on my mobile I will share it with my friends



Facebook is no.1 for brand interaction

Social media site/app that is best for interacting with brands

	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Facebook	50%	53%	45%	55%	50%	57%	55%	66%	46%	51%	58%	10%
Twitter	12%	12%	16%	8%	4%	5%	4%	6%	6%	3%	13%	17%
YouTube	7%	7%	8%	6%	6%	6%	6%	7%	12%	6%	-	5%
WhatsApp	-	-	-	-	-	-	-	-	-	-	-	-
Instagram	6%	4%	4%	2%	3%	3%	7%	3%	5%	1%	4%	0%
LINE	-	-	-	-	-	-	-	-	-	-	-	20%
Tumblr	2%	1%	1%	-	-	-	-	1%	2%	-	-	-
Snapchat	1%	1%	1%	1%	0%	-	2%	0%	1%	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	3%	-
Viber	-	-	-	-	-	-	1%	-	-	1%	-	-
WECHAT	-	-	-	-	-	0%	-	-	-	-	1%	-
Kakao Talk	-	-	-	-	-	-	-	-	-	-	1%	-
BBM	-	-	-	-	-	-	-	-	-	-	-	-
StudiVZ	-	-	-	-	0%	-	-	-	-	-	-	-
Skyrock	-	-	-	0%	-	-	-	-	-	-	-	-
Other/None	12%	16%	15%	19%	19%	13%	16%	5%	17%	4%	6%	26%

Facebook is seen as the best for brand discovery

Social media they agree allows them to find out more about companies they like

US	Facebook (38%)	Twitter (29%)	Tumblr (28%)	YouTube (25%)	Instagram (23%)
Canada	Facebook (41%)	YouTube (32%)	Twitter (31%)	Tumblr (28%)	Instagram (22%)
UK	Facebook (32%)	Twitter (31%)	YouTube (23%)	Tumblr (20%)	Instagram (17%)
France	Facebook (30%)	Twitter (21%)	YouTube (18%)	Instagram (15%)	SkyRock (12%)
Germany	Facebook (39%)	YouTube (30%)	Instagram (25%)	Twitter (19%)	Studivz (16%)
Italy	Facebook (44%)	Twitter (25%)	YouTube (24%)	Instagram/WhatsApp/WeChat (12%)	
Nordics	Facebook (40%)	YouTube (27%)	Instagram (23%)	Twitter (22%)	WhatsAoo (6%)
Brazil	Facebook (56%)	YouTube (33%)	Twitter (28%)	Instagram/Tumblr (23%)	
Australia	Facebook (43%)	Twitter (27%)	YouTube (26%)	Tumblr (23%)	Instagram (20%)
India	Facebook (50%)	YouTube (34%)	Twitter (32%)	WhatsApp (28%)	Instagram/BBM (26%)
Indonesia	Facebook (59%)	Twitter (43%)	Instagaram (32%)	WhatsApp/WeChat (20%)	
Japan	Twitter (19%)	Facebook (16%)	WhatsApp (14%)	YouTube (8%)	Instagram (5%)

Facebook is the place to recommend brands

Users of each social media who use it to recommend products/brands

US	Facebook/WhatsApp (32%)		Tumblr (29%)	Twitter (23%)	Instagram (21%)
Canada	Facebook (37%)	Twitter (30%)	Tumblr (25%)	Instagram/WhatsApp (24%)	
UK	Facebook/Tumblr (28%)		Twitter (27%)	WhatsApp (17%)	Instagram (11%)
France	Facebook (31%)	Twitter (27%)	WhatsApp (24%)	Instagram (21%)	SkyRock (18%)
Germany	WhatsApp (32%)	Facebook (31%)	Twitter (25%)	Studivz (16%)	Instagram (15%)
Italy	Facebook (38%)	WhatsApp (33%)	Twitter (20%)	WeChat (17%)	YouTube (14%)
Nordics	Facebook (35%)	Twitter (24%)	WhatsApp (21%)	Instagram (20%)	YouTube (12%)
Brazil	Facebook (56%)	WhatsApp (41%)	Twitter (33%)	Instagram (25%)	Tumblr (24%)
Australia	Facebook (38%)	Twitter/Tumblr (22%)		Instagram (21%)	WhatsApp (18%)
India	Facebook (49%)	WhatsApp (43%)	Twitter/Viber (32%)		BBM (28%)
Indonesia	Facebook (57%)	Path (44%)	Twitter (41%)	Instagram (35%)	WhatsApp (33%)
Japan	WhatsApp (29%)	Twitter (18%)	Line(13%)	Instagram (10%)	Facebook (9%)

The majority of young people interact with brands regularly on social media

Proportion of users of each site who interact in anyway with brands at least once

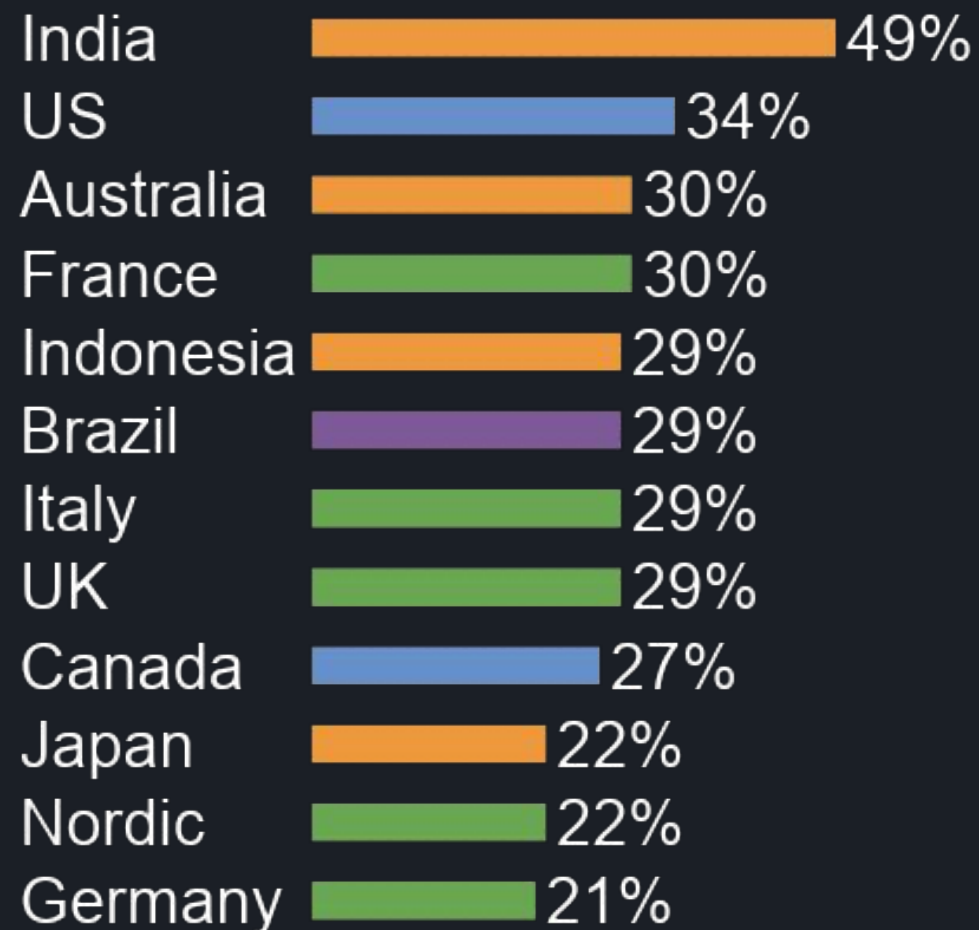
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And they talk about or share content related to Products/Companies

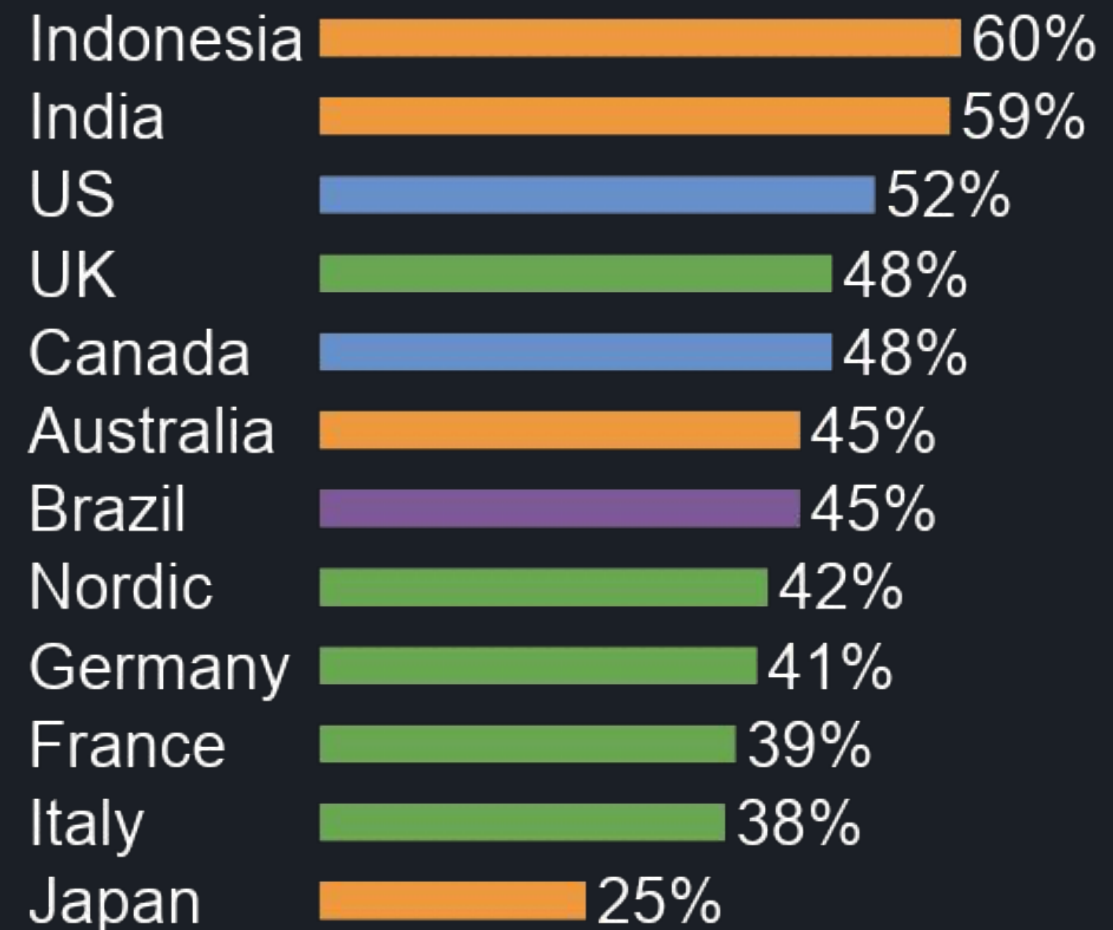
	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Facebook	26%	30%	20%	16%	27%	32%	26%	48%	27%	49%	53%	12%
Instagram	16%	20%	11%	9%	15%	13%	13%	19%	14%	26%	27%	13%
Twitter	28%	19%	18%	18%	16%	19%	15%	26%	12%	19%	32%	17%
Snapchat	14%	12%	14%	16%	14%		18%	24%	13%			
Tumblr	28%	27%	23%					19%	19%			
YouTube	7%	4%	5%	5%	4%	8%	5%	13%	8%	20%		2%
WhatsApp	22%	19%	16%	19%	35%	33%	17%	39%	17%	35%	29%	

Young people crave authenticity online, but are careful about what they share

I have lied to my parents/guardians about which social media I use



I prefer to use social media that don't have my parents/guardians on





Things done regularly on social media in the US

Facebook is number one for everything except group messaging, blogging and hashtags

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
Like/favourite things other people post/send	55%	42%	35%	-	46%	25%	1%
Use to send private messages	55%	19%	24%	39%	0%	-	51%
Comment/reply/retweet to things from others	51%	36%	44%	30%	38%	19%	-
Talk about what I have done	50%	29%	39%	27%	36%	10%	32%
Ask questions to your friends/ contacts/ followers	45%	21%	32%	26%	33%	-	34%
Share links	44%	-	29%	14%	37%	18%	27%
Play games eg Candy Crush	42%	-	-	-	0%	-	-
Respond to event invitations	40%	-	-	-	11%	-	-
Talk about TV	36%	15%	30%	19%	34%	14%	29%
Use to send group messages	33%	14%	17%	28%	-	-	40%
Recommend brands/products/music or film/places	32%	21%	23%	-	29%	16%	32%
Create events	27%	-	-	-	12%	-	-
Search for employers/people you work with	25%	10%	13%	7%	10%	7%	-
Write/share a blog	24%	-	-	-	50%	-	1%
Make a call	22%	-	-	-	-	-	1%
Use Hashtags	20%	39%	46%	20%	25%	7%	20%
Look for a job	17%	11%	13%	-	0%	-	1%
None of these	9%	15%	13%	18%	18%	39%	7%

Things done regularly on social media in Canada



Facebook is number one for everything except blogging and hashtags

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
Like/favourite things other people post/send	67%	52%	42%	-	56%	28%	-
Use to send private messages	67%	16%	23%	41%	-	-	48%
Comment/reply/retweet to things from others	62%	42%	53%	32%	43%	18%	-
Share links	56%	-	33%	12%	41%	14%	29%
Ask questions to your friends/ contacts/ followers	55%	19%	28%	28%	32%	-	50%
Talk about what I have done	54%	30%	38%	36%	29%	6%	41%
Respond to event invitations	53%	-	-	-	15%	-	-
Use to send group messages	49%	15%	16%	22%	-	-	41%
Play games eg Candy Crush	44%	-	-	-	-	-	-
Talk about TV	38%	17%	32%	18%	30%	10%	26%
Recommend brands/products/music or film/places	37%	24%	30%	-	25%	13%	24%
Create events	33%	-	-	-	13%	-	-
Search for employers/people you work with	31%	13%	13%	4%	9%	3%	-
Write/share a blog	27%	-	-	-	53%	-	-
Look for a job	19%	7%	9%	-	-	-	-
Use Hashtags	18%	43%	53%	11%	33%	5%	17%
None of these	9%	17%	16%	22%	18%	48%	16%

Things done regularly on social media in the UK



Facebook is number one for everything except blogging and hashtags

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
Use to send private messages	63%	15%	21%	38%	-	-	57%
Like/favourite things other people post/send	59%	38%	34%	-	49%	22%	-
Comment/reply/retweet to things from others	53%	29%	51%	30%	38%	18%	-
Share links	48%	-	30%	10%	28%	17%	22%
Talk about what I have done	46%	21%	37%	33%	35%	9%	38%
Ask questions to your friends/ contacts/ followers	44%	17%	27%	23%	34%	-	39%
Respond to event invitations	43%	-	-	-	9%	-	-
Use to send group messages	43%	10%	16%	24%	-	-	39%
Play games eg Candy Crush	39%	-	-	-	-	-	-
Talk about TV	35%	10%	29%	17%	26%	12%	29%
Create events	28%	-	-	-	9%	-	-
Recommend brands/products/music or film/places	28%	14%	27%	-	28%	11%	17%
Search for employers/people you work with	25%	9%	16%	7%	9%	6%	-
Write/share a blog	17%	-	-	-	43%	-	-
Look for a job	15%	5%	12%	-	-	-	-
Use Hashtags	15%	31%	49%	11%	23%	5%	11%
None of these	9%	23%	16%	22%	20%	47%	14%

Things done regularly on social media in France



Facebook is number one for everything except hashtags

	Facebook	Instagram	Twitter	Snapchat	YouTube	WhatsApp	SkyRock
Use to send private messages	69%	15%	28%	48%	-	53%	27%
Like/favourite things other people post/send	55%	35%	36%	-	25%	-	20%
Share links	53%	-	39%	12%	20%	25%	24%
Comment/reply/retweet to things from others	51%	29%	51%	31%	11%	-	18%
Ask questions to your friends/ contacts/ followers	50%	25%	41%	34%	-	41%	16%
Play games eg Candy Crush	48%	-	-	-	-	-	9%
Talk about what I have done	45%	28%	39%	42%	7%	41%	12%
Respond to event invitations	45%	-	-	-	-	-	20%
Use to send group messages	43%	15%	21%	35%	-	34%	14%
Recommend brands/products/music or film/places	31%	21%	27%	-	10%	24%	18%
Talk about TV	30%	10%	33%	19%	8%	26%	12%
Write/share a blog	28%	-	-	-	-	-	24%
Create events	26%	-	-	-	-	-	15%
Search for employers/people you work with	20%	9%	11%	8%	4%	-	9%
Use Hashtags	17%	34%	45%	14%	4%	14%	15%
Look for a job	16%	6%	10%	-	-	-	7%
None of these	8%	18%	20%	18%	47%	17%	20%

Things done regularly on social media in Germany



WhatsApp is more likely to be used for many activities in Germany

	Facebook	Instagram	Twitter	Snapchat	YouTube	WhatsApp	Studivz
Like/favourite things other people post/send	64%	45%	24%	-	21%	-	13%
Use to send private messages	59%	12%	26%	34%	-	75%	24%
Comment/reply/retweet to things from others	56%	40%	35%	21%	16%	-	21%
Respond to event invitations	49%	-	-	-	-	-	17%
Share links	46%	-	31%	16%	15%	36%	17%
Ask questions to your friends/ contacts/ followers	42%	20%	28%	33%	-	55%	16%
Play games eg Candy Crush	38%	-	-	-	-	-	-
Use to send group messages	38%	9%	13%	22%	-	63%	16%
Talk about what I have done	36%	18%	31%	34%	5%	64%	21%
Create events	34%	-	-	-	-	-	16%
Search for employers/people you work with	32%	10%	10%	4%	5%	-	13%
Recommend brands/products/music or film/places	31%	15%	25%	-	13%	32%	16%
Write/share a blog	24%	-	-	-	-	-	14%
Talk about TV	23%	7%	22%	18%	6%	38%	11%
Look for a job	19%	8%	11%	-	-	-	14%
Use Hashtags	15%	44%	34%	16%	7%	12%	11%
None of these	11%	16%	17%	22%	50%	9%	30%

Things done regularly on social media in Italy



WhatsApp is more likely to be used for many activities in Italy

	Facebook	Instagram	Twitter	YouTube	WhatsApp	WeChat
Like/favourite things other people post/send	73%	41%	31%	30%	-	-
Share links	66%	-	30%	22%	31%	17%
Respond to event invitations	57%	-	-	-	-	-
Use to send private messages	56%	12%	23%	-	74%	49%
Comment/reply/retweet to things from others	55%	24%	46%	19%	-	-
Play games eg Candy Crush	55%	-	-	-	-	-
Use to send group messages	50%	12%	21%	-	70%	31%
Talk about what I have done	48%	20%	28%	9%	61%	28%
Ask questions to your friends/ contacts/ followers	45%	16%	31%	-	50%	35%
Write/share a blog	41%	-	-	-	-	-
Create events	40%	-	-	-	-	-
Recommend brands/products/music or film/places	38%	13%	20%	14%	33%	17%
Talk about TV	34%	10%	25%	12%	35%	20%
Search for employers/people you work with	31%	10%	15%	11%	-	-
Look for a job	30%	10%	16%	-	-	22%
Use Hashtags	28%	46%	41%	8%	14%	11%
None of these	7%	12%	16%	32%	6%	14%

Things done regularly on social media in the Nordics

Facebook is number one for everything except telling people what they've done, hashtags and calls

	Facebook	Instagram	Twitter	Snapchat	YouTube	WhatsApp	Viber
Use to send private messages	69%	11%	11%	46%	-	52%	42%
Like/favourite things other people post/send	63%	54%	38%	-	21%	-	-
Respond to event invitations	59%	-	-	-	-	-	-
Comment/reply/retweet to things from others	57%	41%	50%	32%	14%	-	-
Use to send group messages	57%	9%	8%	23%	-	28%	25%
Share links	52%	-	28%	9%	11%	22%	12%
Ask questions to your friends/ contacts/ followers	51%	18%	21%	38%	-	33%	19%
Play games eg Candy Crush	44%	-	-	-	-	-	-
Talk about what I have done	44%	37%	31%	45%	6%	34%	23%
Create events	35%	-	-	-	-	-	-
Recommend brands/products/music or film/places	35%	20%	24%	-	12%	21%	9%
Search for employers/people you work with	28%	7%	7%	5%	5%	-	-
Talk about TV	26%	9%	18%	18%	8%	23%	14%
Write/share a blog	26%	-	-	-	-	-	-
Look for a job	19%	5%	6%	-	-	-	7%
Use Hashtags	16%	56%	40%	12%	5%	12%	8%
Make a call	-	-	-	-	-	-	57%
None of these	12%	17%	23%	22%	52%	27%	22%



Things done regularly on social media in Brazil

WhatsApp is more likely to be used for messaging and telling people what they've done

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
Like/favourite things other people post/send	71%	43%	36%	-	35%	34%	-
Share links	68%	-	38%	18%	36%	23%	35%
Comment/reply/retweet to things from others	65%	30%	44%	33%	33%	24%	-
Respond to event invitations	64%	-	-	-	23%	-	-
Play games eg Candy Crush	63%	-	-	-	-	-	-
Use to send private messages	60%	17%	24%	45%	-	-	64%
Use to send group messages	58%	21%	27%	41%	-	-	64%
Ask questions to your friends/ contacts/ followers	57%	23%	36%	26%	25%	-	51%
Talk about what I have done	57%	20%	37%	38%	27%	12%	63%
Write/share a blog	57%	-	-	-	42%	-	-
Create events	56%	-	-	-	21%	-	-
Recommend brands/products/music or film/places	56%	25%	33%	-	24%	22%	41%
Search for employers/people you work with	49%	22%	24%	12%	11%	14%	-
Talk about TV	47%	19%	36%	17%	26%	19%	36%
Look for a job	46%	17%	23%	-	-	-	-
Use Hashtags	40%	39%	46%	22%	29%	14%	26%
None of these	5%	13%	10%	9%	12%	21%	6%



Things done regularly on social media in Australia

Facebook is number one for everything except blogging and hashtags

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
Like/favourite things other people post/send	67%	53%	35%	-	46%	25%	-
Use to send private messages	66%	19%	20%	42%	-	-	60%
Comment/reply/retweet to things from others	58%	44%	44%	31%	38%	18%	-
Share links	55%	-	35%	11%	25%	16%	24%
Respond to event invitations	54%	-	-	-	10%	-	-
Ask questions to your friends/ contacts/ followers	53%	23%	28%	27%	29%	-	44%
Use to send group messages	53%	16%	14%	28%	-	-	44%
Talk about what I have done	52%	31%	32%	39%	27%	12%	40%
Play games eg Candy Crush	40%	-	-	-	-	-	-
Talk about TV	39%	12%	22%	24%	23%	10%	25%
Create events	38%	-	-	-	6%	-	-
Recommend brands/products/music or film/places	38%	21%	22%	-	22%	14%	18%
Search for employers/people you work with	32%	13%	9%	5%	3%	7%	-
Write/share a blog	28%	-	-	-	49%	-	-
Look for a job	20%	7%	13%	-	-	-	-
Use Hashtags	20%	41%	40%	13%	30%	8%	12%
None of these	10%	16%	18%	23%	19%	48%	17%



Things done regularly on social media in India

WhatsApp is more likely to be used for many activities in India

	Facebook	Instagram	Twitter	YouTube	WhatsApp	Viber	BBM
Like/favourite things other people post/send	63%	36%	37%	32%	-	-	34%
Comment/reply/retweet to things from others	62%	36%	44%	28%	-	-	39%
Respond to event invitations	62%	-	-	-	-	-	-
Share links	60%	-	36%	30%	45%	24%	-
Play games eg Candy Crush	59%	-	-	-	-	-	24%
Write/share a blog	58%	-	-	-	-	-	8%
Create events	57%	-	-	-	-	-	38%
Make a call	54%	-	-	-	-	-	28%
Search for employers/people you work with	51%	26%	29%	21%	-	-	-
Ask questions to your friends/ contacts/ followers	50%	30%	30%	-	57%	35%	41%
Talk about what I have done	50%	24%	27%	22%	59%	31%	-
Use to send group messages	50%	26%	26%	-	65%	32%	-
Recommend brands/products/music or film/places	49%	26%	32%	27%	43%	32%	22%
Look for a job	48%	23%	31%	-	-	21%	34%
Use to send private messages	47%	27%	25%	-	64%	39%	-
Talk about TV	45%	28%	25%	24%	52%	32%	-
Use Hashtags	37%	26%	32%	18%	33%	18%	-
None of these	5%	7%	10%	17%	5%	10%	26%

Things done regularly on social media in Indonesia



Facebook is number one for most activities

	Facebook	Instagram	Twitter	WhatsApp	WeChat	KakaoTalk	Path
Like/favourite things other people post/send	69%	48%	43%	-	-	-	51%
Respond to event invitations	69%	-	-	-	-	-	32%
Share links	69%	-	45%	29%	26%	28%	37%
Play games eg Candy Crush	67%	-	-	-	-	-	-
Create events	65%	-	-	-	-	-	33%
Write/share a blog	62%	-	-	-	-	-	34%
Ask questions to your friends/ contacts/ followers	60%	22%	44%	54%	34%	35%	32%
Look for a job	58%	16%	30%	-	26%	17%	19%
Use to send group messages	58%	15%	29%	57%	39%	36%	23%
Comment/reply/retweet to things from others	57%	35%	70%	-	-	-	41%
Recommend brands/products/music or film/places	57%	35%	41%	33%	26%	26%	44%
Search for employers/people you work with	57%	20%	32%	-	-	-	24%
Use to send private messages	57%	17%	30%	70%	41%	42%	28%
Talk about what I have done	55%	24%	44%	42%	30%	26%	45%
Talk about TV	48%	17%	36%	37%	28%	27%	31%
Use Hashtags	37%	43%	55%	19%	19%	16%	35%
Make a call	-	-	-	-	63%	62%	-
None of these	3%	10%	5%	8%	8%	7%	9%

Things done regularly on social media in Japan



LINE and Twitter are top for most activities

	Facebook	Instagram	Twitter	YouTube	WhatsApp	LINE
Like/favourite things other people post/send	41%	43%	37%	10%	-	-
Talk about what I have done	25%	21%	45%	5%	29%	40%
Comment/reply/retweet to things from others	24%	21%	44%	6%	-	-
Share links	22%	-	21%	6%	14%	10%
Use to send private messages	20%	10%	26%	-	-	58%
Ask questions to your friends/ contacts/ followers	18%	8%	30%	-	-	37%
Write/share a blog	16%	-	-	-	-	-
Play games eg Candy Crush	11%	-	-	-	-	-
Search for employers/people you work with	11%	3%	9%	2%	-	-
Use to send group messages	11%	7%	11%	-	-	42%
Respond to event invitations	10%	-	-	-	-	-
Talk about TV	10%	10%	26%	5%	29%	20%
Recommend brands/products/music or film/places	9%	10%	18%	3%	29%	13%
Create events	7%	-	-	-	-	-
Look for a job	7%	5%	5%	-	-	3%
Make a call	-	-	-	-	-	38%
Use Hashtags	4%	15%	21%	2%	43%	4%
None of these	29%	28%	25%	78%	14%	15%

Top 5 places to share something funny

US	Social media (44%)	Elsewhere online (12%)	Text (12%)
Canada	Social media (50%)	Text (11%)	Elsewhere online (10%)
UK	Social media (46%)	None of these (11%)	Elsewhere online 10%)
France	Social media (41%)	Text (14%)	Elsewhere online (10%)
Germany	Social media (32%)	Messaging apps (24%)	Elsewhere online (12%)
Italy	Social media (40%)	Messaging apps (18%)	Elsewhere online (13%)
Nordic	Social media (50%)	Text (11%)	Elsewhere online (10%)
Brazil	Social media (51%)	Internet (17%)	Messaging apps (9%)
Australia	Social media (42%)	Elsewhere online (12%)	Face to face (11%)
India	Social media (37%)	Elsewhere online (17%)	Messaging apps (16%)
Indonesia	Social media (57%)	Elsewhere online (22%)	Messaging apps (4%)
Japan	None of these (30%)	Social media (26%)	Face to face (17%)

Top 5 places to share a post or photo including you

US	Social media (55%)	None of these (11%)	Elsewhere online (9%)
Canada	Social media (61%)	None of these (10%)	Elsewhere online (8%)
UK	Social media (55%)	None of these (13%)	Elsewhere online (9%)
France	Social media (49%)	None of these (14%)	Elsewhere online (8%)
Germany	Social media (37%)	None of these (17%)	Messaging apps (15%)
Italy	Social media (49%)	Elsewhere online (14%)	Messaging apps (13%)
Nordic	Social media (58%)	None of these (11%)	Elsewhere online (9%)
Brazil	Social media (59%)	Elsewhere online (16%)	Emails (6%)
Australia	Social media (50%)	None of these (11%)	Elsewhere online (11%)
India	Social media (41%)	Elsewhere online (15%)	Messaging apps (11%)
Indonesia	Social media (67%)	Elsewhere online (13%)	None of these (6%)
Japan	None of these (41%)	Social media (21%)	Face to face (14%)

Top 5 places to share a news article

US	Social media (33%)	Elsewhere online (19%)	None of these (16%)
Canada	Social media (40%)	None of these (15%)	Elsewhere online (14%)
UK	Social media (36%)	None of these (18%)	Elsewhere online (14%)
France	Social media (35%)	None of these (17%)	Elsewhere online (15%)
Germany	Social media (29%)	None of these (15%)	Elsewhere online (13%)
Italy	Social media (37%)	Elsewhere online (17%)	None of these (11%)
Nordic	Social media (38%)	None of these (19%)	Elsewhere online (13%)
Brazil	Social media (44%)	Elsewhere online (23%)	Emails (10%)
Australia	Social media (34%)	None of these (17%)	Elsewhere online (15%)
India	Social media (32%)	Elsewhere online (24%)	Emails (11%)
Indonesia	Social media (41%)	Elsewhere online (34%)	Emails (5%)
Japan	None of these (36%)	Social media (22%)	Face to face (15%)

Top 5 places to share having a bad day

US	Social media (26%)	Face to face (22%)	Text (17%)
Canada	Face to face (26%)	Social media (23%)	Text (18%)
UK	Face to face (26%)	Social media (26%)	None of these (16%)
France	Text (23%)	Face to face (22%)	Social media (19%)
Germany	Face to face (30%)	None of these (17%)	Social media (14%)
Italy	Social media (23%)	Face to face (18%)	Messaging apps (16%)
Nordic	Face to face (30%)	Social media (18%)	None of these (18%)
Brazil	Social media (29%)	Face to face (15%)	None of these (14%)
Australia	Face to face (26%)	Social media (22%)	None of these (13%)
India	Social media (21%)	Face to face (15%)	Social media (13%)
Indonesia	Social media (38%)	None of these (15%)	Elsewhere online (10%)
Japan	None of these (33%)	Face to face (23%)	Social media (20%)

Top 5 places to share having a good day

US	Social media (31%)	Face to face (26%)	Text (10%)
Canada	Social media (30%)	Face to face (27%)	Text (16%)
UK	Social media (31%)	Face to face (26%)	None of these (26%)
France	Face to face (24%)	Social media (21%)	Text (21%)
Germany	Face to face (29%)	Social media (18%)	Messaging apps (16%)
Italy	Social media (27%)	Face to face (21%)	Messaging apps (16%)
Nordic	Face to face (29%)	Social media (27%)	None of these (13%)
Brazil	Social media (37%)	Elsewhere online (14%)	Face to face (13%)
Australia	Social media (29%)	Face to face (23%)	None of these (10%)
India	Social media (28%)	Face to face (16%)	Messaging apps (14%)
Indonesia	Social media (48%)	Elsewhere online (12%)	Face to face (10%)
Japan	None of these (28%)	Social media (25%)	Face to face (24%)

Top 5 places to share an opinion

US	Social media (30%)	Face to face (21%)	Elsewhere online (15%)
Canada	Social media (32%)	Face to face (25%)	None of these (12%)
UK	Social media (35%)	Face to face (22%)	None of these (14%)
France	Face to face (20%)	Social media (20%)	None of these (14%)
Germany	Face to face (27%)	Social media (23%)	None of these (12%)
Italy	Social media (31%)	Face to face (19%)	Elsewhere online (17%)
Nordic	Social media (29%)	Face to face (28%)	None of these (14%)
Brazil	Social media (41%)	Elsewhere online (19%)	Face to face (11%)
Australia	Social media (29%)	Face to face (22%)	Elsewhere online (12%)
India	Social media (29%)	Elsewhere online (16%)	Face to face (13%)
Indonesia	Social media (42%)	Elsewhere online (23%)	Face to face (8%)
Japan	None of these (36%)	Face to face (21%)	Social media (19%)

Top 5 places to share an observation

US	Social media (31%)	Face to face (18%)	Text (14%)
Canada	Social media (32%)	Face to face (20%)	Text (18%)
UK	Social media (33%)	Face to face (21%)	None of these (15%)
France	Face to face (23%)	Text (23%)	Social media (33%)
Germany	Messaging apps (20%)	Face to face (19%)	Social media (19%)
Italy	Social media (27%)	Face to face (17%)	Messaging apps (16%)
Nordic	Social media (27%)	Face to face (19%)	None of these (18%)
Brazil	Social media (36%)	Elsewhere online (16%)	Face to face (14%)
Australia	Social media (30%)	Face to face (19%)	Text (13%)
India	Social media (24%)	Elsewhere online (18%)	Face to face (13%)
Indonesia	Social media (31%)	Elsewhere online (26%)	None of these (15%)
Japan	None of these (29%)	Social media (25%)	Face to face (19%)

Top 5 places to share a question

US	Elsewhere online (21%)	Face to face (20%)	Social media (19%)
Canada	Elsewhere online (23%)	Face to face (20%)	Social media (18%)
UK	Social media (21%)	Elsewhere online (20%)	Face to face (20%)
France	Face to face (23%)	Elsewhere online (19%)	Text (18%)
Germany	Face to face (20%)	Social media (19%)	Elsewhere online (17%)
Italy	Social media (20%)	Elsewhere online (20%)	Face to face (15%)
Nordic	Social media (22%)	Face to face (22%)	Elsewhere online (16%)
Brazil	Social media (33%)	Elsewhere online (18%)	Face to face (12%)
Australia	Social media (22%)	Elsewhere online (21%)	Face to face (20%)
India	Elsewhere online (22%)	Social media (20%)	Face to face (15%)
Indonesia	Social media (33%)	Elsewhere online (24%)	Face to face (10%)
Japan	None of these (28%)	Face to face (21%)	Social media (19%)

Do you talk about or share content related to any of the following topics on...

Instagram, unsurprisingly, covers the more visually led topics of discussion such as food/beauty and fashion – although interestingly a third use it to discuss news in India



	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Food	32%	40%	24%	21%	33%	31%	35%	31%	38%	27%	41%	21%
Fashion	26%	27%	30%	30%	31%	28%	31%	32%	30%	32%	44%	11%
Hobbies	31%	32%	22%	31%	31%	24%	31%	25%	34%	27%	41%	31%
Beauty	24%	26%	19%	24%	29%	29%	31%	30%	22%	28%	32%	3%
Music	31%	24%	27%	24%	21%	19%	22%	26%	24%	30%	31%	15%
Friends and family news	27%	25%	15%	18%	9%	12%	22%	22%	29%	23%	24%	7%
Films	20%	16%	15%	19%	17%	19%	19%	27%	20%	27%	32%	7%
Technology	19%	17%	16%	15%	12%	17%	12%	28%	15%	30%	32%	3%
Relationships	24%	19%	13%	15%	16%	12%	17%	24%	16%	22%	21%	2%
TV	20%	20%	15%	15%	8%	18%	13%	22%	16%	24%	22%	10%
Products/companies	16%	20%	11%	9%	15%	13%	13%	19%	14%	26%	27%	13%
News	12%	10%	8%	14%	9%	11%	10%	21%	10%	31%	20%	7%
Alcohol	10%	17%	10%	6%	13%	10%	21%	15%	12%	13%	12%	
Work	14%	8%	6%	10%	7%	5%	13%	14%	11%	19%	22%	2%
Religion	12%	8%	7%	3%	6%	6%	5%	13%	7%	19%	17%	3%
Drugs	11%	9%	6%	4%	4%	5%	6%	11%	7%	22%	10%	
Sex	8%	7%	8%	6%	5%	5%	6%	13%	6%	13%	10%	
Politics	8%	5%	2%	6%	5%	5%	4%	10%	4%	21%	16%	
None of these	21%	27%	30%	28%	31%	21%	32%	14%	28%	7%	11%	34%

Do you talk about or share content related to any of the following topics on...

Twitter is a universal source for discussion in Indonesia. However, more generally it is being used for a mix of culturally-led discussions – eg film/TV



	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Music	39%	36%	32%	41%	34%	33%	27%	41%	38%	28%	50%	38%
Hobbies	28%	32%	31%	34%	31%	27%	22%	34%	27%	29%	48%	44%
Films	31%	33%	34%	33%	26%	33%	25%	35%	28%	33%	48%	28%
TV	37%	37%	37%	32%	19%	29%	17%	33%	27%	25%	41%	28%
News	26%	26%	28%	31%	20%	31%	22%	38%	22%	35%	49%	24%
Technology	31%	29%	23%	31%	23%	26%	18%	38%	23%	38%	43%	11%
Food	31%	31%	26%	14%	17%	22%	19%	27%	23%	25%	40%	30%
Friends and family news	28%	30%	21%	24%	16%	19%	14%	25%	24%	25%	42%	23%
Fashion	22%	20%	19%	26%	22%	20%	15%	25%	23%	30%	38%	24%
Products/companies	23%	22%	20%	15%	17%	18%	16%	27%	19%	29%	36%	14%
Relationships	28%	19%	18%	18%	16%	19%	15%	26%	12%	19%	32%	17%
Beauty	22%	20%	15%	20%	16%	18%	20%	26%	16%	24%	32%	12%
Politics	14%	11%	13%	11%	14%	21%	17%	22%	15%	29%	36%	9%
Work	16%	19%	14%	13%	8%	17%	15%	22%	11%	25%	35%	10%
Religion	14%	8%	7%	9%	8%	10%	8%	22%	9%	24%	33%	4%
Alcohol	12%	15%	14%	9%	9%	12%	14%	17%	12%	18%	18%	6%
Sex	13%	12%	10%	10%	8%	13%	9%	15%	9%	18%	19%	10%
Drugs	7%	8%	7%	6%	7%	8%	7%	18%	6%	19%	20%	2%
None of these	18%	29%	26%	27%	27%	19%	36%	13%	29%	13%	9%	30%

Do you talk about or share content related to any of the following topics on...



Snapchat is mainly used for more transient/short-term things such as hobbies and news. As a platform it is used most intensively in Germany

	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Food	30%	28%	25%	22%	28%		36%	29%	32%			
Hobbies	25%	21%	21%	34%	30%		32%	28%	29%			
Friends and family news	25%	21%	22%	24%	24%		26%	28%	26%			
Music	26%	24%	19%	18%	29%		23%	25%	26%			
TV	26%	20%	20%	21%	20%		19%	16%	22%			
Fashion	21%	13%	20%	21%	26%		20%	32%	19%			
Films	15%	14%	20%	21%	25%		23%	29%	20%			
Alcohol	12%	15%	17%	19%	26%		28%	21%	18%			
Beauty	19%	15%	13%	18%	26%		22%	30%	19%			
Relationships	21%	17%	16%	19%	22%		19%	18%	19%			
Sex	14%	12%	14%	16%	14%		18%	24%	13%			
Technology	16%	13%	13%	14%	17%		12%	18%	19%			
Work	12%	9%	9%	13%	12%		19%	17%	14%			
News	10%	9%	10%	11%	13%		15%	21%	8%			
Products/companies	13%	10%	8%	7%	12%		8%	12%	10%			
Drugs	8%	7%	6%	8%	13%		10%	14%	9%			
Religion	10%	4%	4%	4%	7%		8%	18%	5%			
Politics	7%	2%	4%	7%	5%		6%	16%	5%			
None of these	24%	36%	33%	31%	29%		31%	9%	32%			

Do you talk about or share content related to any of the following topics on...

Tumblr is most likely to be used as a repository for music and moving image, with fashion and food following closely behind



	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Music	43%	50%	41%	-	-	-	-	32%	44%	-	-	-
Hobbies	40%	39%	34%	-	-	-	-	31%	31%	-	-	-
TV	38%	39%	38%	-	-	-	-	23%	29%	-	-	-
Films	33%	37%	38%	-	-	-	-	35%	28%	-	-	-
Fashion	37%	37%	31%	-	-	-	-	23%	30%	-	-	-
Food	36%	37%	29%	-	-	-	-	23%	30%	-	-	-
Beauty	29%	34%	23%	-	-	-	-	27%	24%	-	-	-
Technology	30%	33%	22%	-	-	-	-	25%	21%	-	-	-
Sex	20%	29%	28%	-	-	-	-	28%	20%	-	-	-
Relationships	28%	28%	25%	-	-	-	-	19%	20%	-	-	-
News	28%	27%	23%	-	-	-	-	19%	19%	-	-	-
Products/companies	25%	22%	12%	-	-	-	-	17%	14%	-	-	-
Politics	17%	19%	19%	-	-	-	-	19%	18%	-	-	-
Alcohol	14%	18%	20%	-	-	-	-	20%	14%	-	-	-
Friends and family news	18%	18%	14%	-	-	-	-	19%	15%	-	-	-
Drugs	15%	16%	16%	-	-	-	-	20%	14%	-	-	-
Religion	15%	18%	13%	-	-	-	-	19%	12%	-	-	-
Work	11%	14%	9%	-	-	-	-	13%	8%	-	-	-
None of these	16%	26%	28%	-	-	-	-	18%	24%	-	-	-

Do you talk about or share content related to any of the following topics on...



YouTube is mainly about entertainment, both audio and visual. The emphasis on it around tech discussion is most prevalent in the APAC arena – is this unboxing videos?

	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Music	31%	24%	25%	31%	26%	35%	22%	39%	23%	40%	-	14%
Films	19%	14%	15%	18%	16%	27%	14%	33%	19%	34%	-	7%
TV	20%	15%	14%	11%	9%	16%	10%	26%	18%	30%	-	6%
Technology	15%	12%	13%	11%	9%	19%	9%	26%	16%	30%	-	3%
Hobbies	16%	9%	11%	11%	12%	17%	5%	20%	13%	18%	-	10%
News	11%	9%	9%	7%	5%	14%	7%	20%	12%	24%	-	3%
Fashion	11%	6%	6%	6%	7%	13%	9%	12%	9%	26%	-	3%
Products/companies	11%	8%	9%	4%	7%	11%	6%	16%	10%	22%	-	3%
Beauty	11%	8%	7%	7%	6%	12%	6%	15%	12%	21%	-	1%
Food	13%	8%	6%	3%	4%	10%	5%	15%	10%	22%	-	3%
Politics	7%	4%	5%	5%	4%	8%	5%	13%	8%	20%	-	2%
Sex	6%	4%	4%	3%	4%	8%	3%	11%	9%	20%	-	2%
Friends and family news	9%	6%	5%	3%	2%	6%	4%	10%	12%	18%	-	1%
Religion	9%	5%	4%	3%	4%	7%	4%	13%	7%	17%	-	1%
Relationships	6%	4%	4%	4%	4%	8%	5%	10%	7%	13%	-	2%
Work	6%	3%	5%	2%	3%	5%	4%	11%	8%	16%	-	1%
Alcohol	6%	3%	5%	3%	3%	6%	4%	11%	8%	13%	-	1%
Drugs	5%	3%	4%	3%	3%	6%	2%	10%	7%	14%	-	1%
None of these	41%	56%	51%	50%	55%	33%	55%	22%	51%	18%	-	72%

Do you talk about or share content related to any of the following topics on...

The intimate and direct nature of WhatsApp lends itself to conversations that may not be able to appear publically



	US	Canada	UK	France	Germany	Italy	Nordic	Brazil	Australia	India	Indonesia	Japan
Friends and family news	33%	29%	33%	38%	54%	47%	19%	47%	40%	54%	50%	14%
Music	34%	35%	28%	27%	51%	42%	23%	43%	31%	48%	40%	14%
Hobbies	22%	27%	26%	31%	55%	40%	22%	39%	31%	49%	39%	43%
Relationships	31%	31%	27%	30%	50%	40%	20%	43%	26%	47%	37%	14%
Films	29%	30%	26%	25%	46%	40%	23%	39%	27%	43%	35%	57%
Food	20%	25%	20%	21%	45%	34%	19%	36%	27%	50%	39%	29%
TV	24%	30%	24%	22%	45%	34%	15%	32%	27%	41%	31%	14%
Technology	35%	27%	18%	20%	30%	36%	21%	37%	24%	49%	36%	29%
News	22%	20%	18%	19%	41%	33%	14%	31%	21%	42%	34%	29%
Work	18%	18%	17%	17%	35%	27%	14%	34%	25%	45%	39%	14%
Sex	22%	19%	16%	19%	35%	33%	17%	39%	17%	35%	29%	-
Fashion	23%	25%	18%	24%	36%	26%	14%	27%	22%	44%	32%	29%
Beauty	21%	23%	17%	20%	33%	30%	14%	28%	20%	41%	25%	14%
Products/companies	23%	18%	10%	9%	29%	21%	17%	26%	17%	34%	29%	29%
Alcohol	20%	14%	14%	20%	35%	23%	12%	24%	19%	29%	19%	-
Religion	19%	11%	11%	13%	17%	16%	12%	26%	19%	35%	35%	-
Politics	15%	10%	9%	14%	21%	15%	8%	20%	11%	34%	22%	-
Drugs	16%	11%	9%	10%	19%	15%	8%	19%	14%	26%	19%	-
None of these	12%	27%	26%	34%	17%	16%	42%	9%	28%	7%	10%	14%

Do you talk about or share content related to any of the following topics on...



	Nordic	India
Friends and family news	17%	36%
Hobbies	12%	33%
Relationships	17%	29%
Films	17%	26%
Music	11%	29%
Technology	10%	29%
Work	13%	26%
News	10%	28%
Food	11%	26%
Products/companies	9%	28%
Fashion	11%	25%
Beauty	11%	25%
Sex	12%	23%
Religion	9%	24%
TV	10%	24%
Politics	4%	22%
Alcohol	10%	15%
Drugs	7%	12%
None of these	43%	12%

Do you talk about or share content related to any of the following topics on...



	Japan
Friends and family news	34%
Hobbies	33%
Music	27%
Food	25%
Relationships	21%
TV	21%
Films	20%
Fashion	19%
News	13%
Work	10%
Beauty	9%
Products/companies	9%
Sex	8%
Technology	6%
Alcohol	5%
Politics	3%
Drugs	3%
Religion	2%
None of these	35%

Do you talk about or share content related to any of the following topics on...



	Italy	Indonesia
Friends and family news	18%	38%
Music	24%	33%
Hobbies	18%	32%
Technology	16%	29%
Relationships	19%	28%
Food	16%	27%
Films	17%	26%
TV	18%	25%
Products/companies	12%	27%
Fashion	16%	25%
Sex	17%	24%
News	16%	24%
Beauty	17%	23%
Religion	19%	22%
Work	11%	24%
Alcohol	16%	20%
Politics	12%	19%
Drugs	11%	17%
None of these	24%	13%

Do you talk about or share content related to any of the following topics on...



	Indonesia
Music	33%
Hobbies	32%
Friends and family news	31%
Food	31%
Technology	29%
Relationships	28%
Fashion	27%
TV	27%
Films	26%
Beauty	25%
Work	23%
Religion	23%
Products/companies	23%
News	22%
Sex	19%
Drugs	16%
Politics	16%
Alcohol	13%
None of these	12%

Do you talk about or share content related to any of the following topics on...



	Germany
Fashion	22%
Music	21%
Hobbies	21%
TV	19%
Technology	17%
Films	17%
Relationships	16%
News	16%
Friends and family news	14%
Politics	13%
Products/companies	13%
Beauty	11%
Food	11%
Alcohol	10%
Work	10%
Religion	10%
Drugs	8%
Sex	6%
None of these	37%

Do you talk about or share content related to any of the following topics on...



	France
Music	38%
Hobbies	22%
Films	22%
TV	20%
Technology	15%
Fashion	14%
News	13%
Relationships	12%
Friends and family news	12%
Beauty	10%
Sex	10%
Drugs	8%
Food	8%
Work	6%
Alcohol	5%
Products/companies	5%
Politics	3%
Religion	3%
None of these	31%

Do you talk about or share content related to any of the following topics on...



	India
Friends and family news	31%
News	30%
Films	30%
Beauty	28%
Politics	28%
TV	28%
Work	27%
Music	26%
Technology	26%
Religion	26%
Fashion	26%
Sex	26%
Relationships	26%
Food	26%
Alcohol	23%
Hobbies	23%
Drugs	22%
Products/companies	17%
None of these	15%

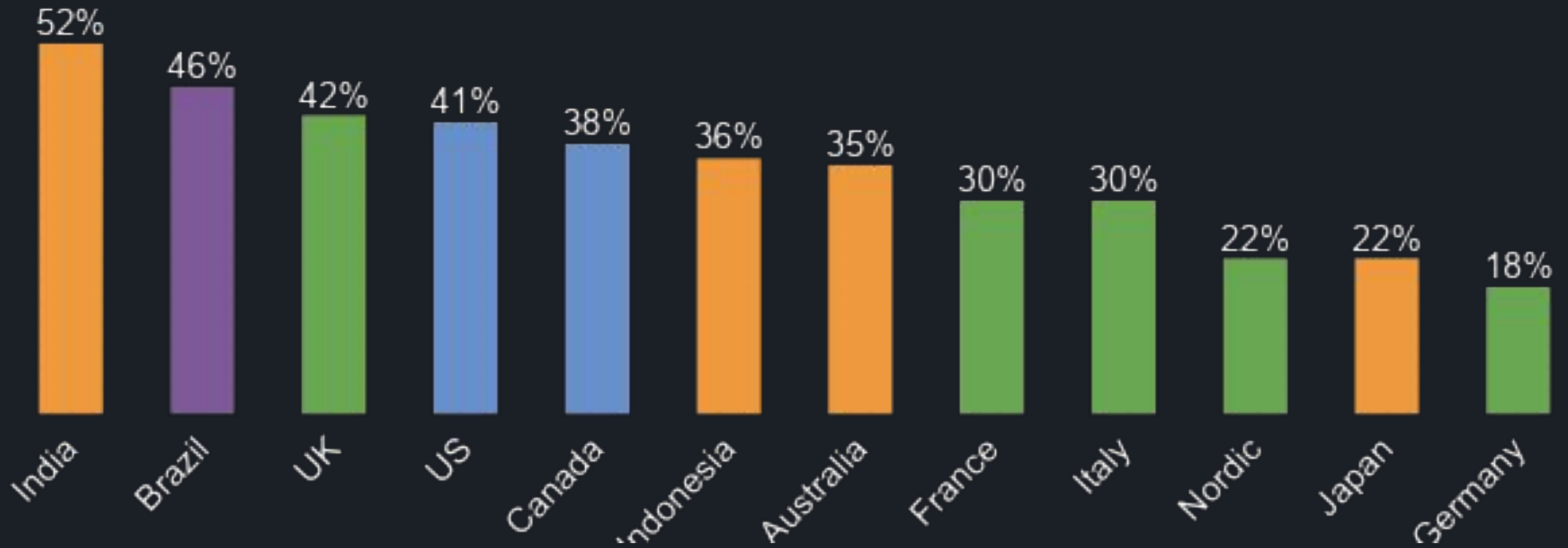
Do you talk about or share content related to any of the following topics on...



	Indonesia
Music	49%
Films	47%
Food	46%
Hobbies	44%
Technology	35%
Fashion	35%
TV	33%
News	33%
Friends and family news	31%
Relationships	29%
Products/companies	27%
Beauty	27%
Work	26%
Religion	24%
Politics	21%
Alcohol	15%
Drugs	14%
Sex	14%
None of these	12%

Expression is better with the control online platforms enable

I am happiest when I am talking online (as opposed to face-to-face)



Tumblr and Instagram are no.1 for expression

MAKE THIS STAGE 2

Helps me learn about the world

Allows me to define my identity

Allows me to document my life

Allows me to show off what I'm doing

Gives me a sense of purpose

US	Canada	UK	France	Germany	Italy	Nordics	Brazil	Australia	India	Indonesia	Japan
Twitter (63%)	Tumblr (62%)	Tumblr (60%)	Twitter (55%)	Twitter (57%)	YouTube (58%)	Twitter (45%)	Facebook (65%)	Twitter (61%)	Facebook (78%)	Facebook (80%)	Instagram (48%)
Tumblr (66%)	Tumblr (61%)	Tumblr (58%)	Instagram (39%)	Instagram (47%)	Instagram (39%)	Instagram (47%)	Tumblr (65%)	Tumblr (53%)	Facebook (71%)	Facebook (72%)	Facebook (41%)
Instagram (65%)	Instagram (64%)	Facebook (55%)	Instagram (40%)	Instagram (58%)	Instagram (54%)	Instagram (54%)	Instagram (66%)	Instagram (60%)	Facebook (68%)	Instagram (82%)	Instagram (61%)
Instagram (69%)	Instagram (71%)	Instagram (62%)	Instagram (41%)	Instagram (66%)	Instagram (55%)	Instagram (65%)	Instagram (72%)	Instagram (63%)	Facebook (72%)	Path (82%)	Instagram (46%)
WhatsApp (56%)	Tumblr (43%)	Tumblr (36%)	SkyRock (33%)	Twitter (44%)	Twitter (33%)	Instagram (31%)	Twitter (55%)	Tumblr (39%)	Facebook (68%)	Path (66%)	WhatsApp (43%)

Facebook is the foundation for building self-identity



Facebook is a rite of passage

- You don't exist until you're on Facebook
- Excitement of 13 yr olds to get on Facebook
- Every single time you pick up your phone and use FB it is a moment of building your identity
- FB is foundational because it reflects identity-in-progress

Facebook starts as aspirational, moving to foundational

Phase 2: As they discover their identity and creativity they begin to experiment with more social media platforms. Facebook is always there but other platforms emerge up front

Phase 1: Facebook is aspirational, they are laying their social media foundations on Facebook but have few contacts and see their friends daily

Phase 3: They have connections from different chapters of their lives. The connection element of social media comes into its own and Facebook is key to that. They've experimented but now don't have the time to be using lots of different things

FB is foundational because it reflects identity-in-progress



"I think that when I become a mother and a grandmother I can show my children and grandchildren my history on Facebook and I think that that is a great thing.

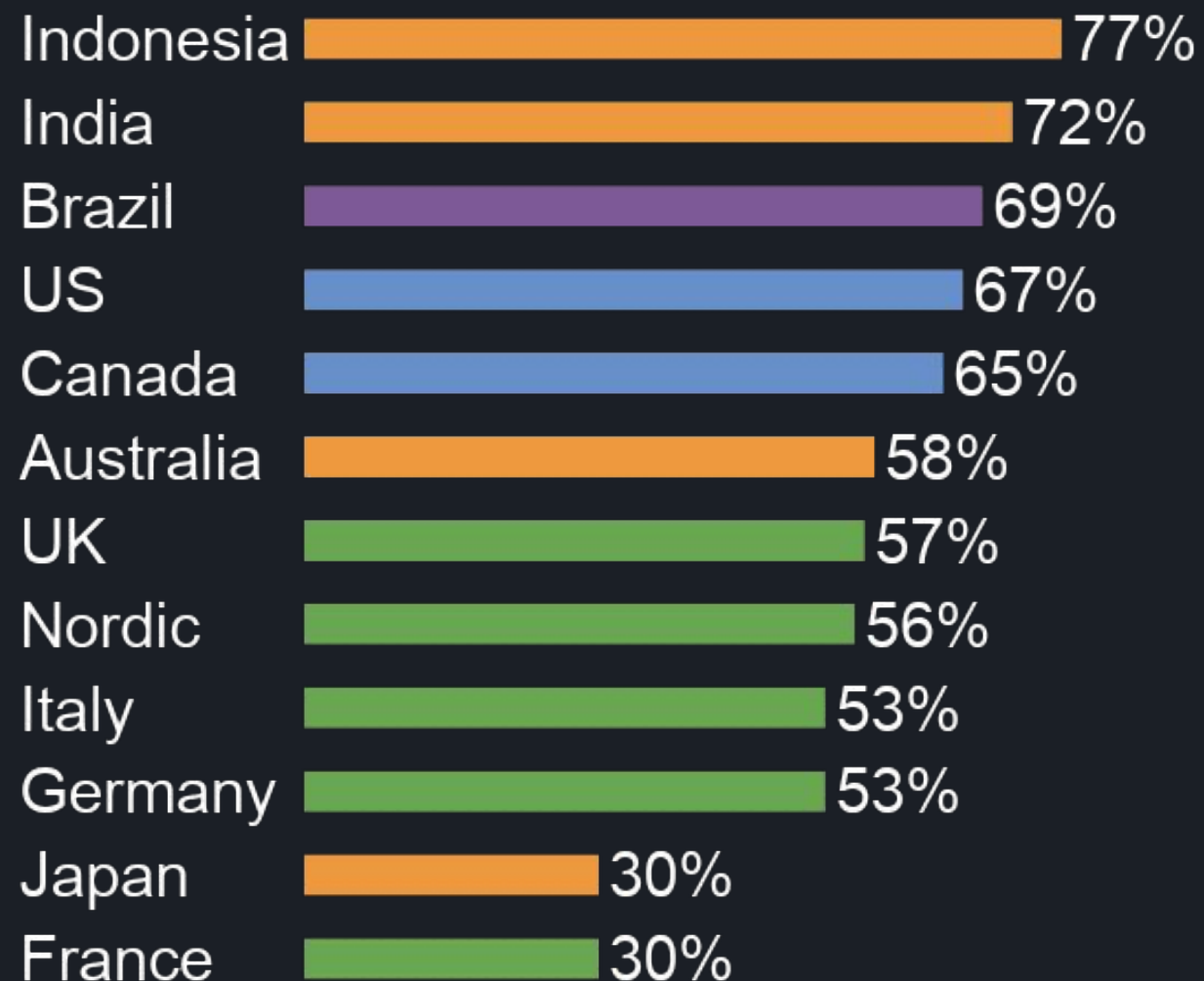
Now I just thought of that but I don't think there is any other way of doing that. You can show them photos and things but through Facebook it's not just photos you can see lots of details for one year.

I used Facebook a lot in the last year and when I look back I think 'aah that happened' and so on. Probably Facebook there would be a lot of little things that I would not remember."

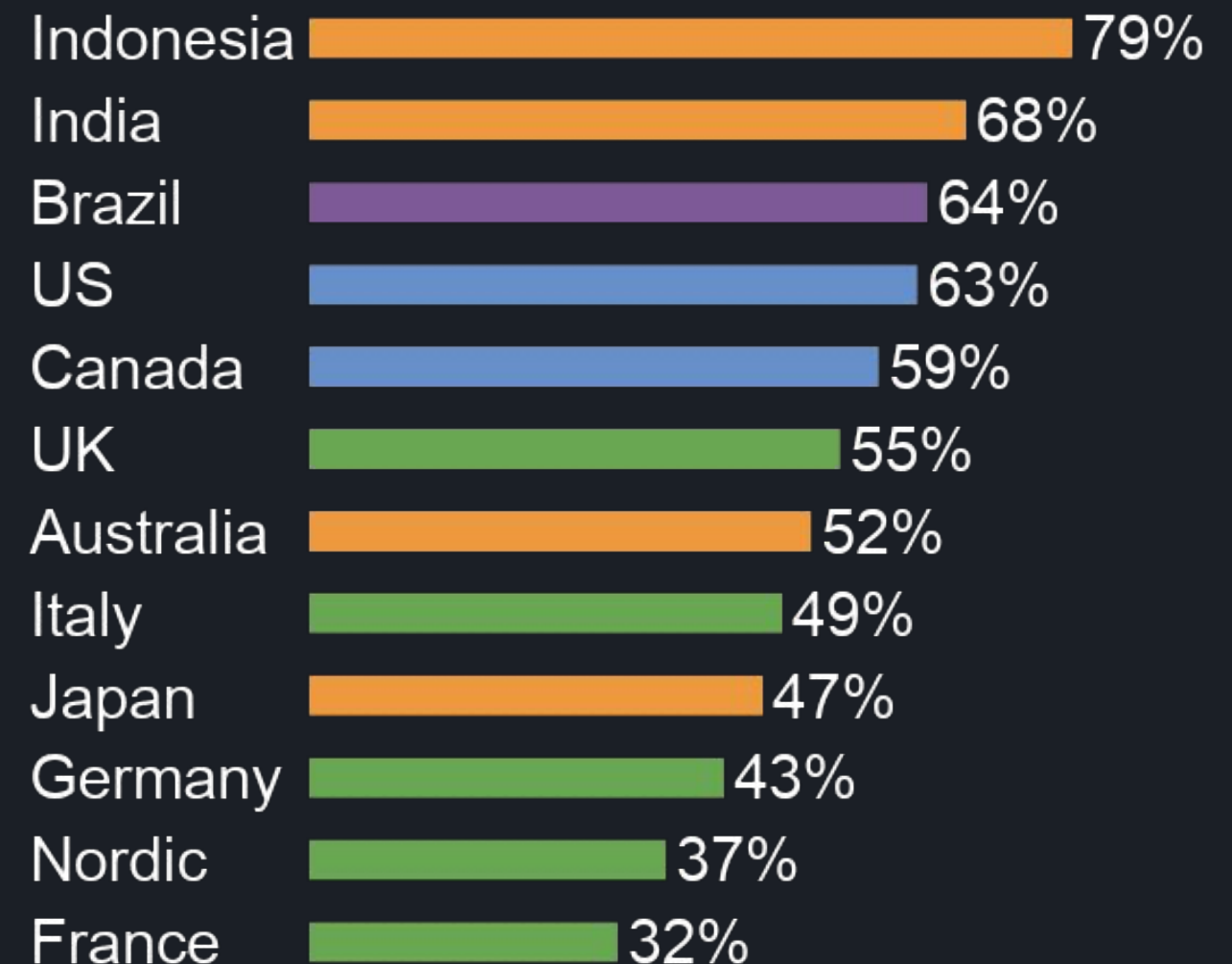
Yoko, 23, Japan

Facebook is a platform for developing and documenting 'self'

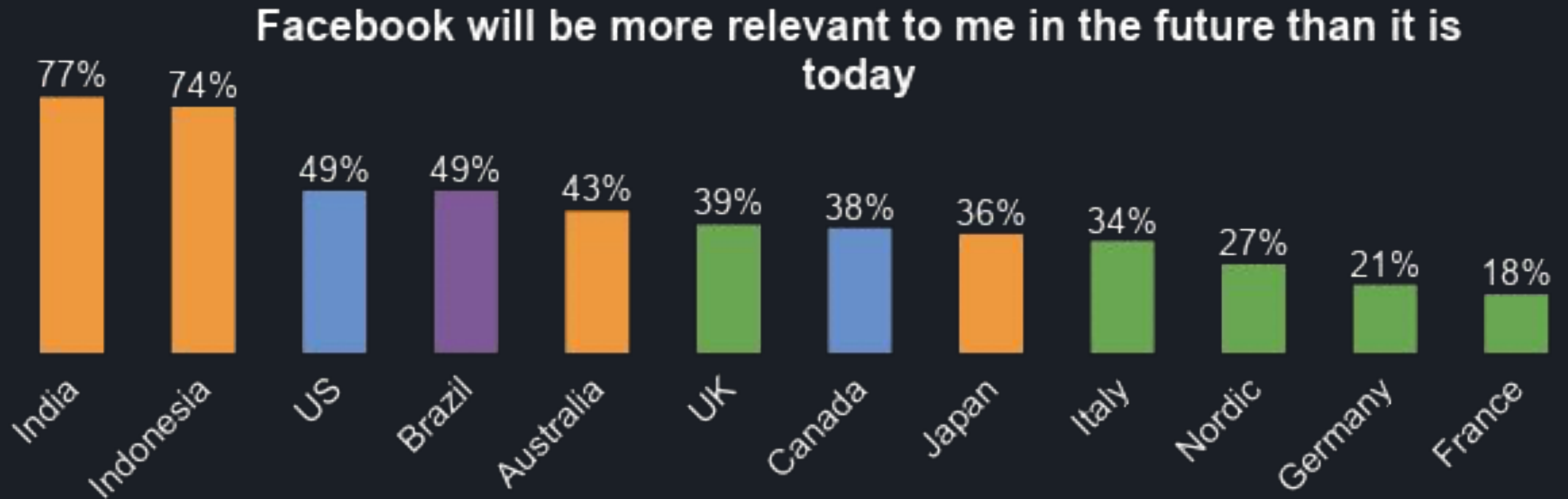
Facebook allows me to show off what I'm doing



Facebook allows me to document my life



Because of this, and its ability to join up the chapters in their lives, many young people believe Facebook will grow in relevance

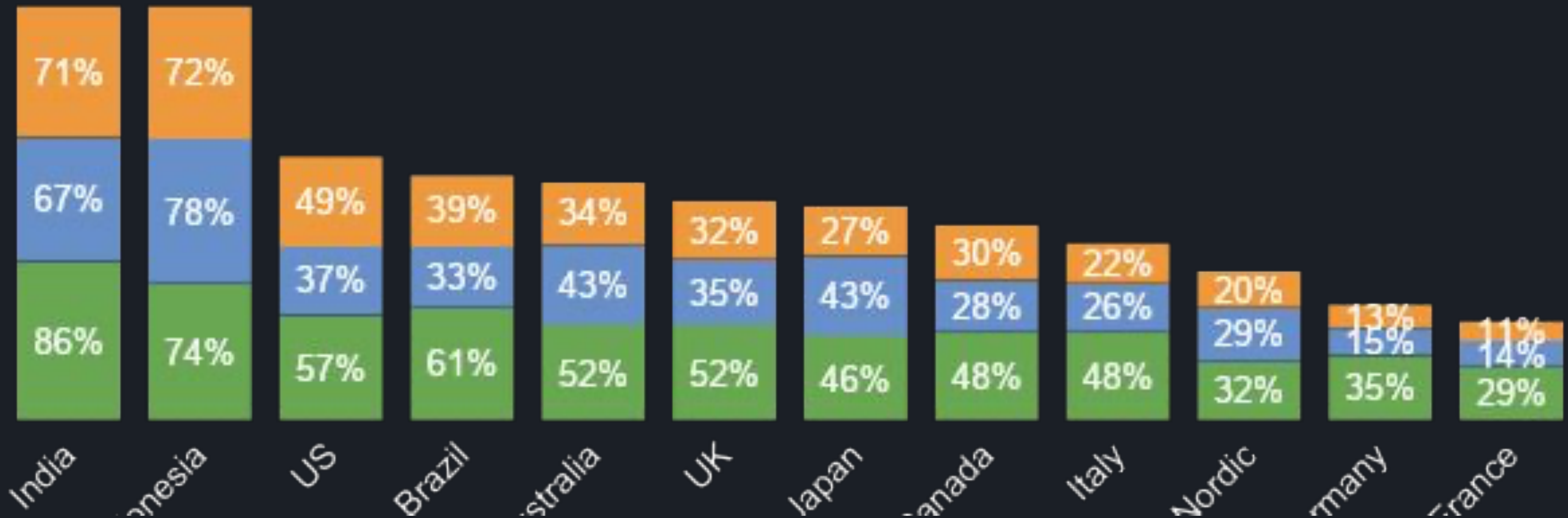


...and likelihood of continued relevance is strongest among those that have never known a world without it..

Facebook will be more relevant to me in the future than it is

today

■ 13-15 ■ 16-19 ■ 20-24



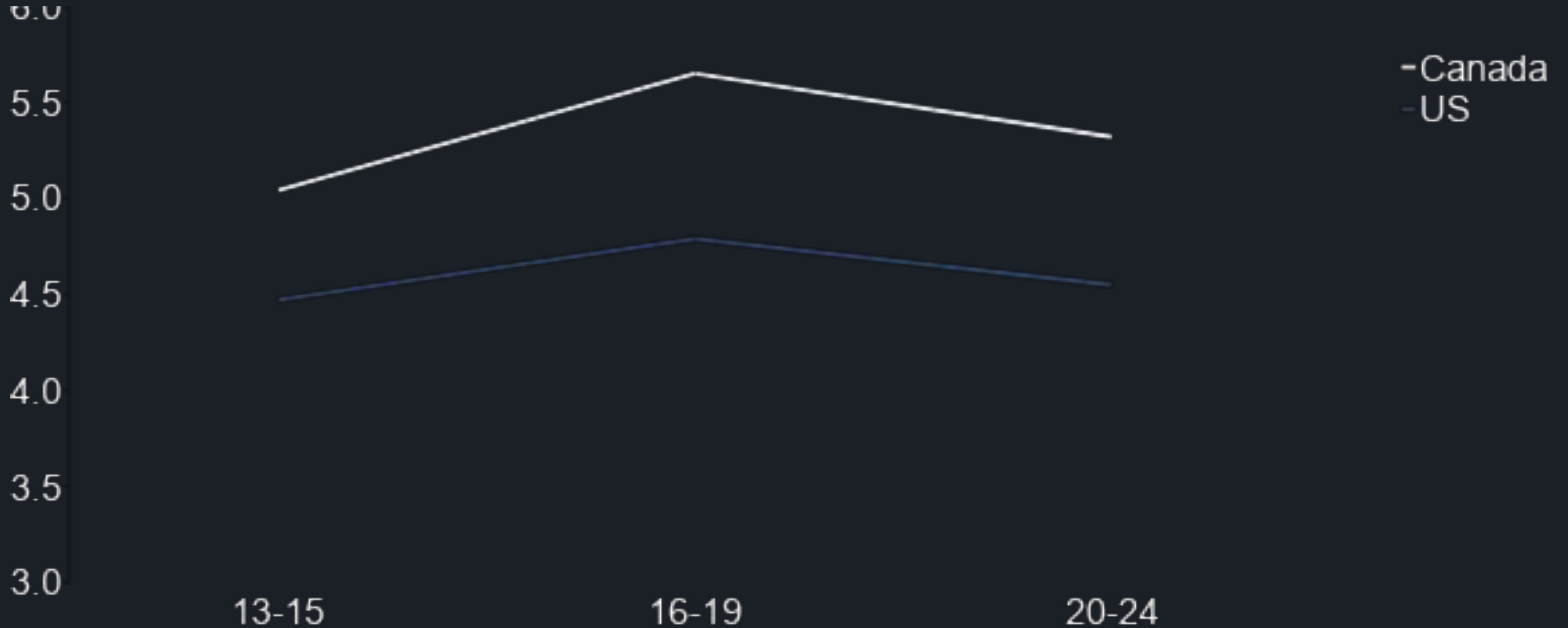


FB is most associated with connecting the US

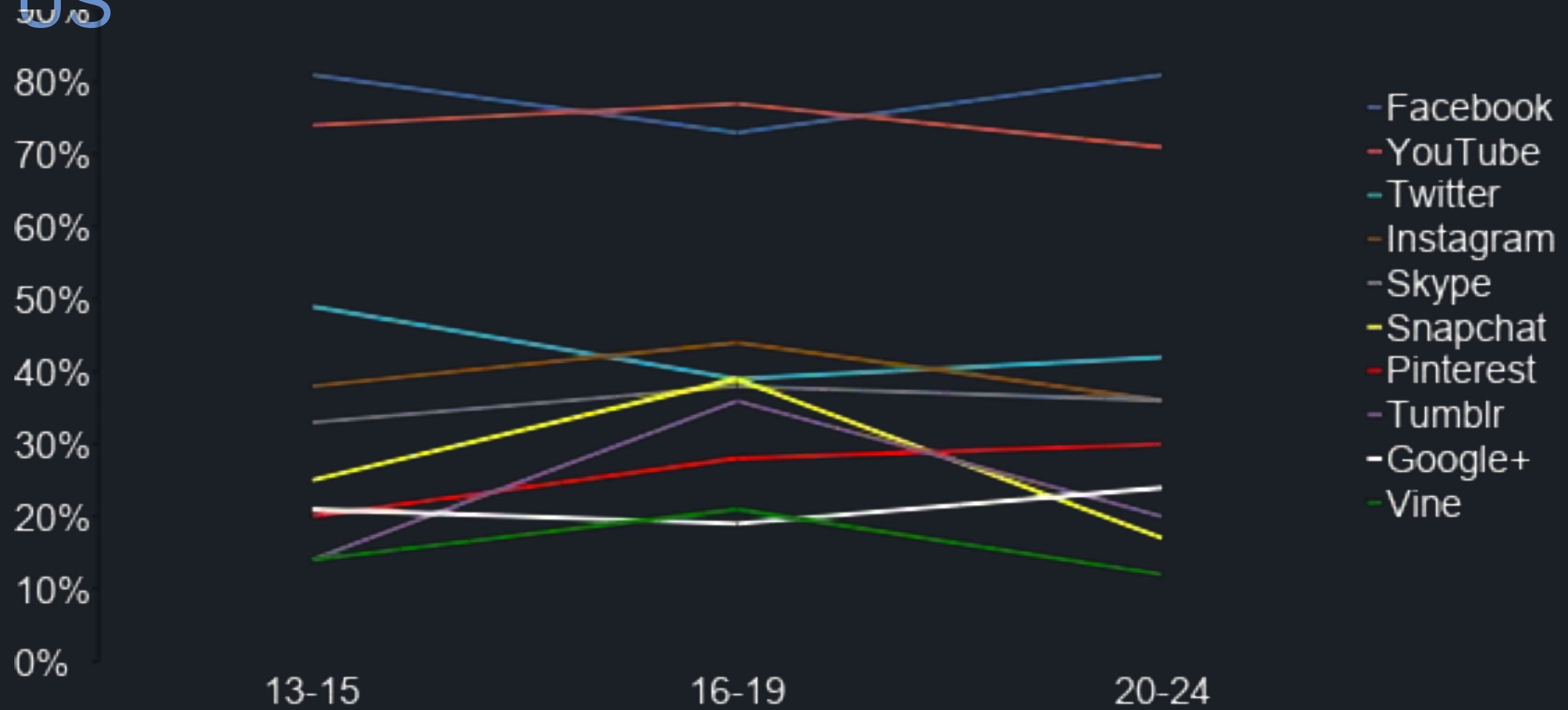
Facebook is best for connecting, Tumblr is best for creativity/expression, and Twitter for celebs

	Facebook	Instagram	Twitter	Snapchat	Tumblr	YouTube	WhatsApp
NET Helps me connect with friends/family	73%	49%	49%	50%	38%	16%	54%
NET It's just become a part of my life/I think I will always use this in some way	55%	50%	46%	39%	51%	45%	48%
NET Helping me stay up to date with what's happing in the world/in my local area	54%	32%	49%	22%	41%	32%	41%
Allows me to choose who I speak to	53%	30%	37%	43%	27%	14%	37%
NET Helps me to express myself/be creative	50%	54%	48%	53%	68%	35%	47%
NET Allows me to interact with companies I like/find out information about products/companies I might like	48%	35%	42%	13%	36%	32%	32%
NET I couldn't live without it/I'd be disappointed if it no longer existed	48%	46%	40%	45%	56%	53%	45%
NET Helps me show off my personality/create a positive image of myself	47%	50%	42%	40%	58%	23%	40%
Helps me connect with new people	42%	30%	35%	15%	42%	16%	32%
It's perfect for teenagers	41%	40%	39%	54%	56%	34%	38%
Makes me feel closer to celebrities	21%	24%	36%	8%	18%	16%	22%
None of these	6%	10%	7%	8%	8%	16%	5%

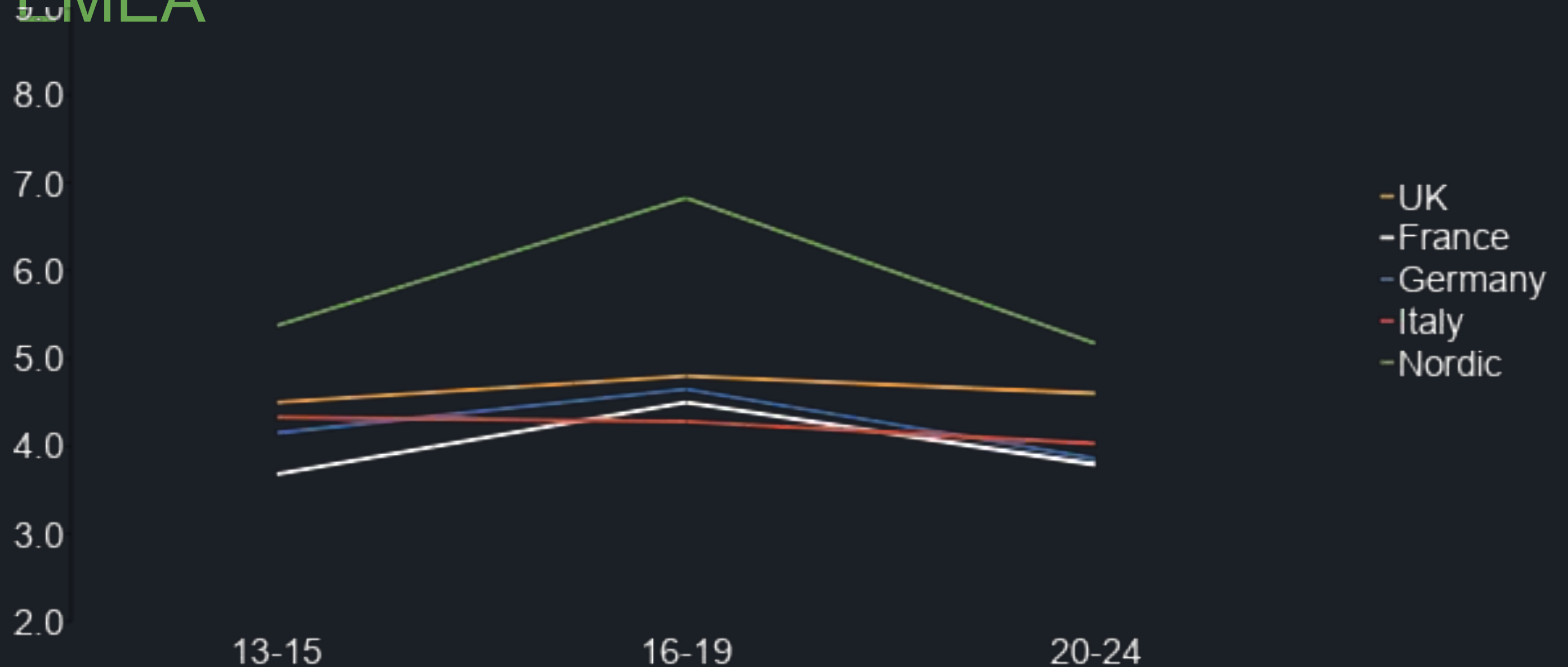
Number of social media used: US and Canada



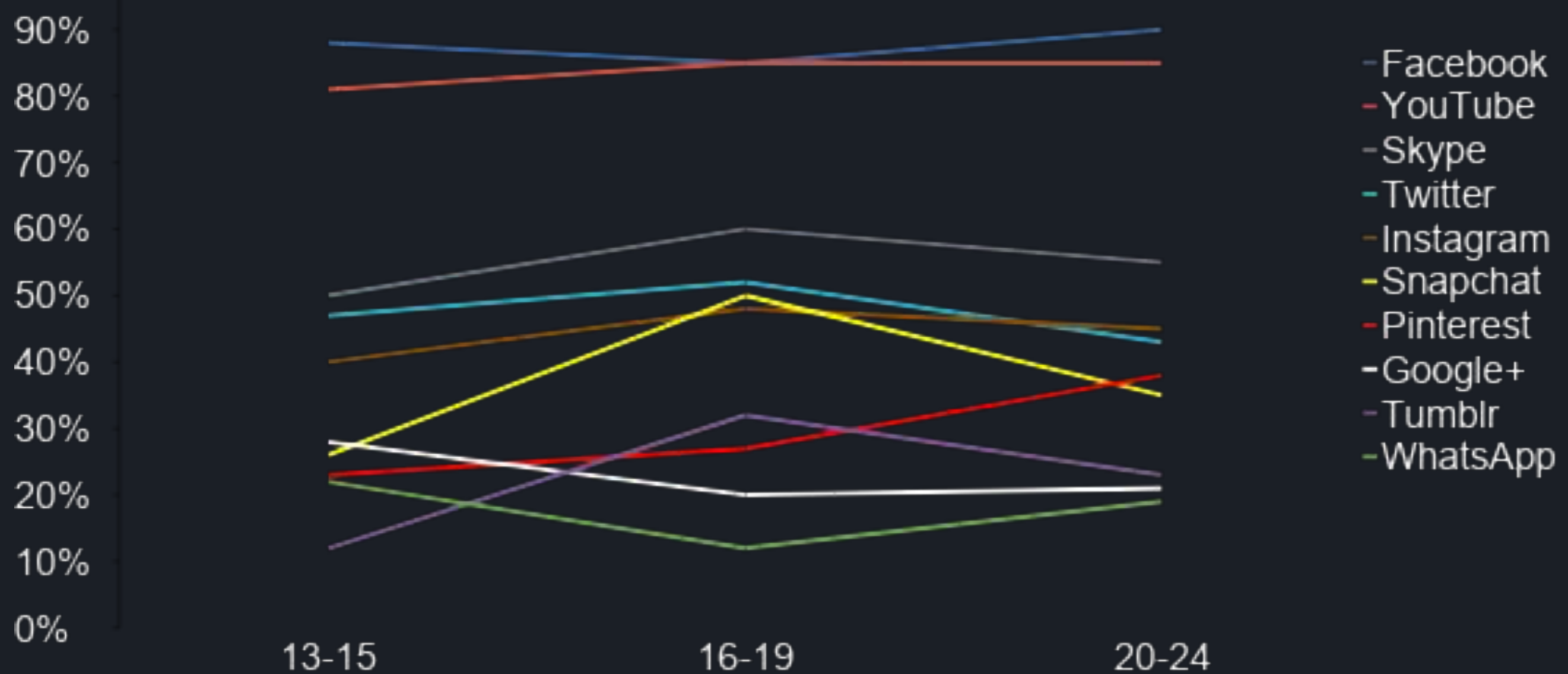
Top 10 social media channels used by age in the US



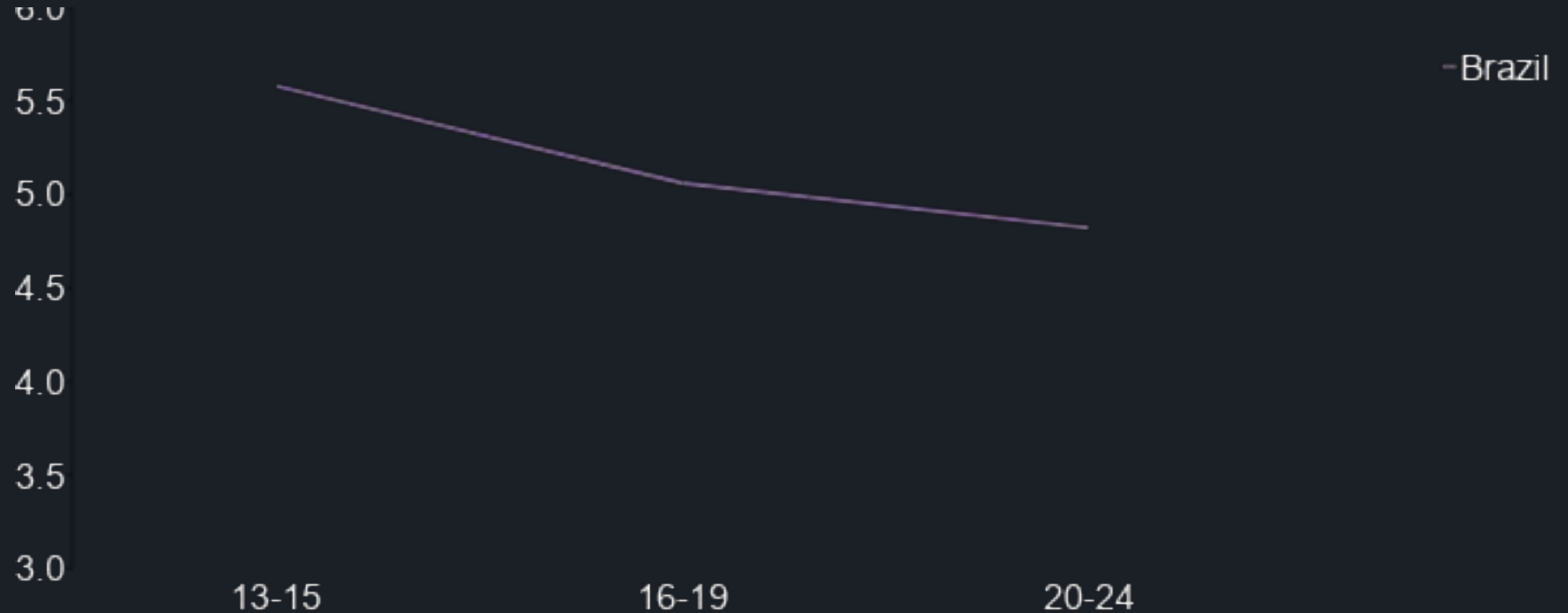
Average number of social media used by age in EMEA



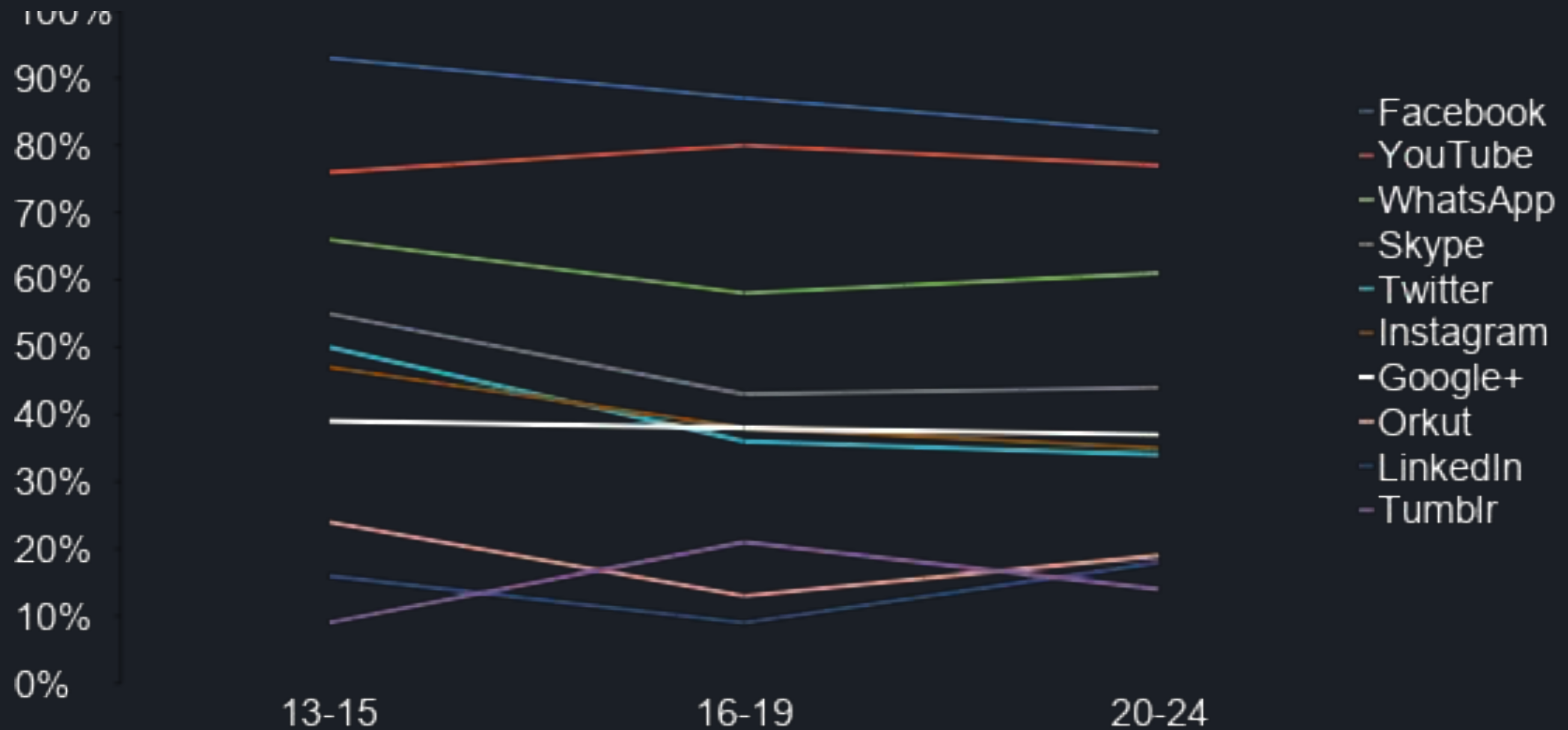
Top 10 social media channels used by age in the UK



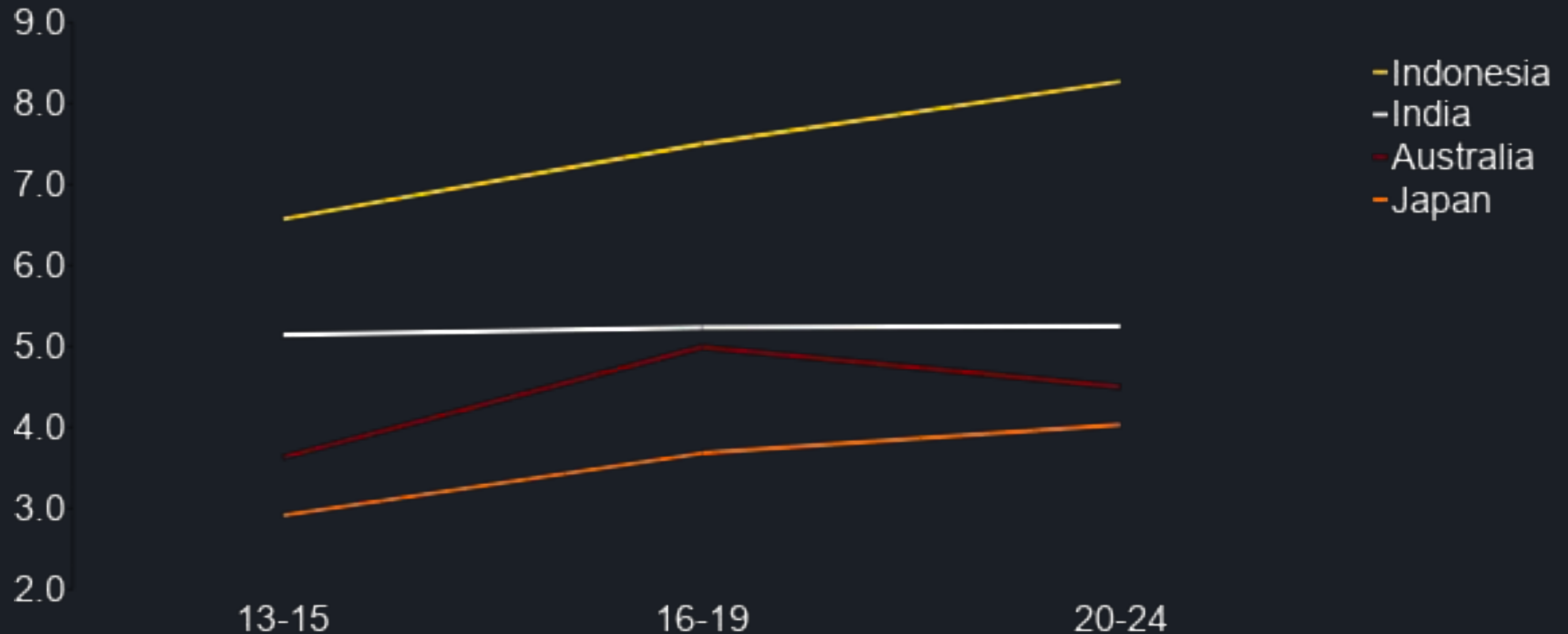
Average number of social media used by age in Brazil



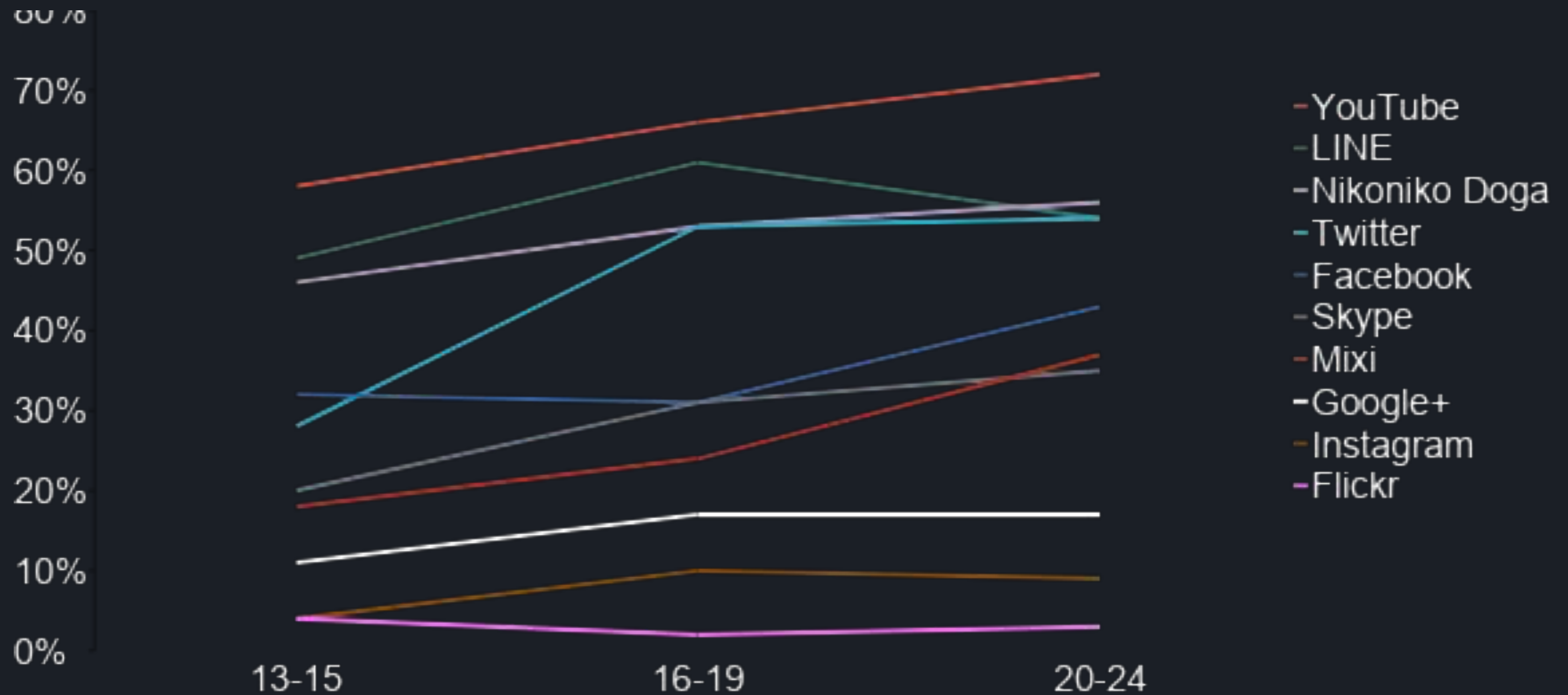
Top 10 social media channels used by age in Brazil



Average number of social media used by age in APAC



Top 10 social media channels used by age in Japan



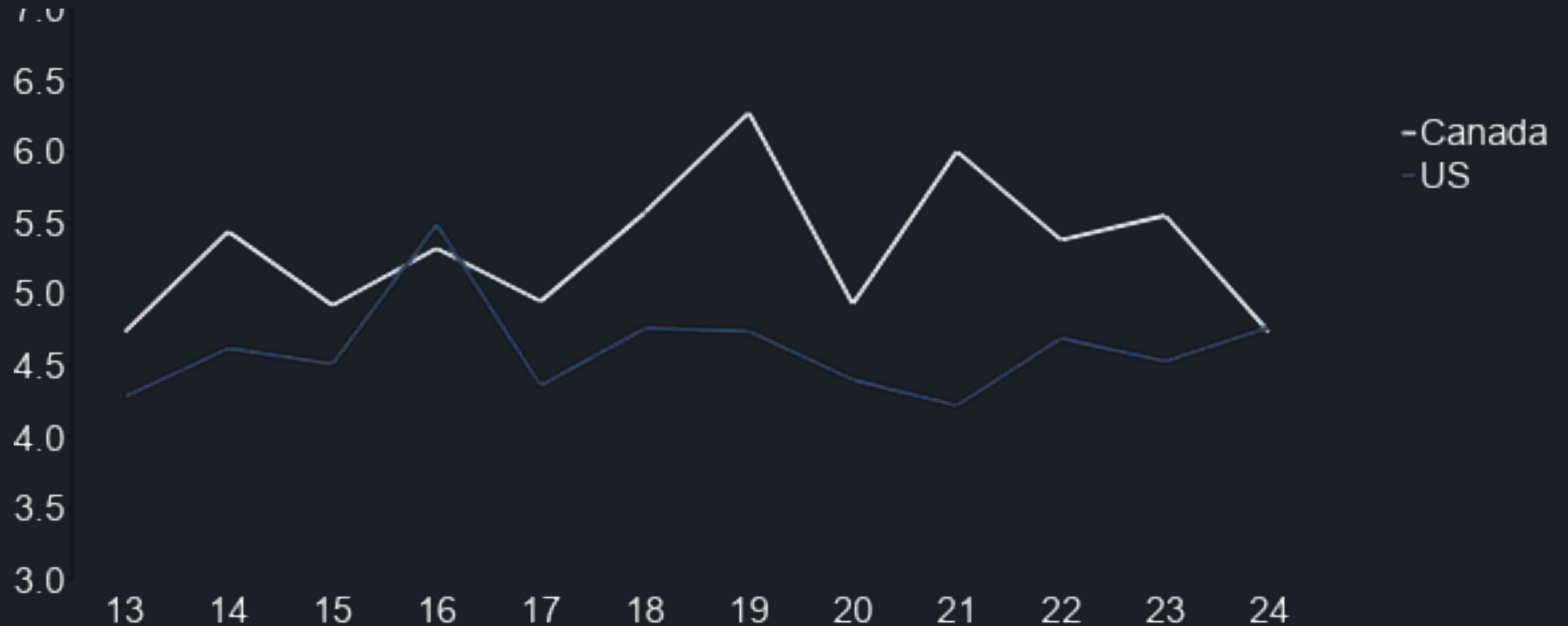
Top 3 words used to describe Facebook



Facebook is social, useful and current

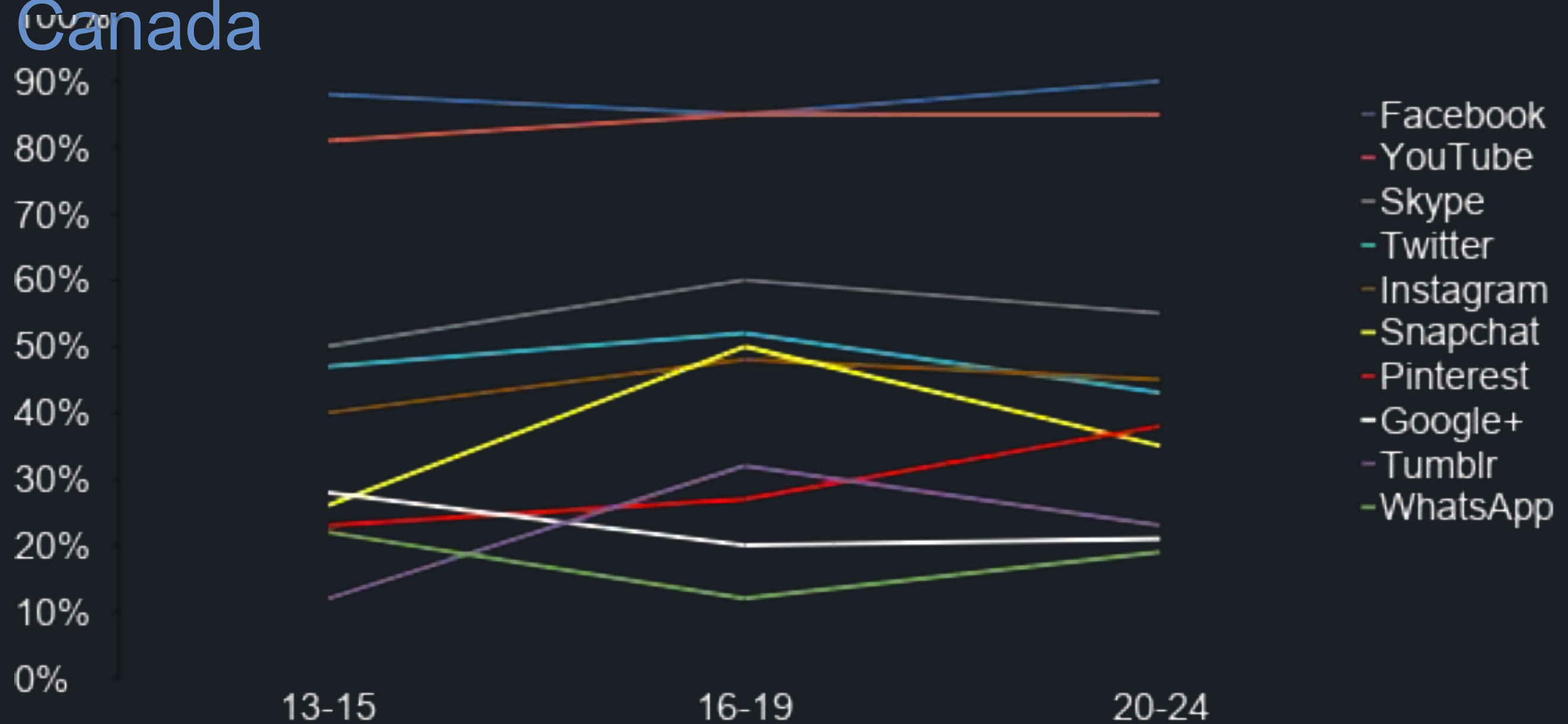
US	Social (62%)	Useful (47%)	Friendly (42%)
Canada	Social (70%)	Useful (53%)	Informative (43%)
UK	Social (64%)	Useful (43%)	Friendly (36%)
France	Social (65%)	Current (49%)	Useful (48%)
Germany	Social (51%)	Current (47%)	Informative (46%)
Italy	Social (54%)	Useful (45%)	Informative (45%)
Nordic	Social (63%)	Useful (50%)	Distracting (40%)
Brazil	Social (67%)	Useful (55%)	Informative (55%)
Australia	Social (65%)	Useful (52%)	Current (43%)
India	Social (63%)	Friendly (56%)	Informative (52%)
Indonesia	Social (72%)	Useful (64%)	Informative (58%)
Japan	Useful (27%)	Social (22%)	Trendy (21%)

Average number of social media used by age in the US and Canada

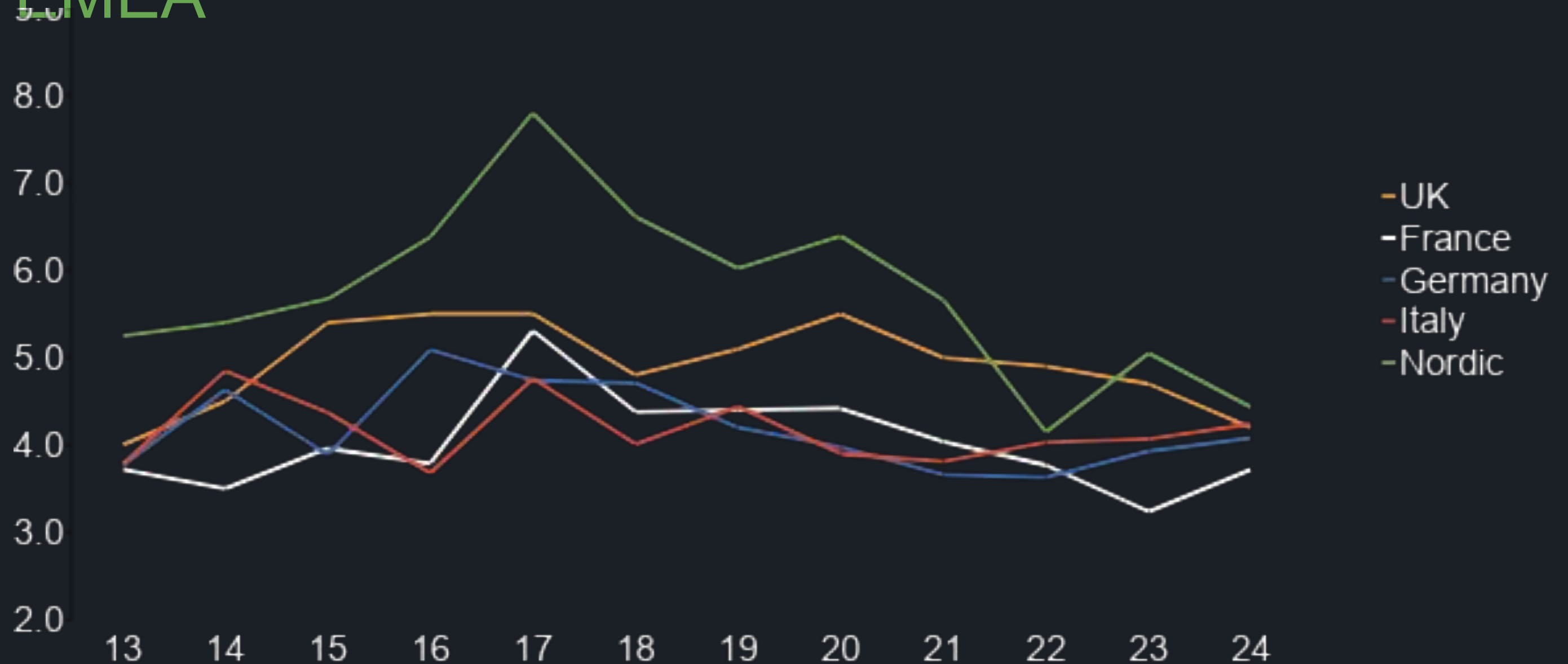




Top 10 social media channels used by age in Canada

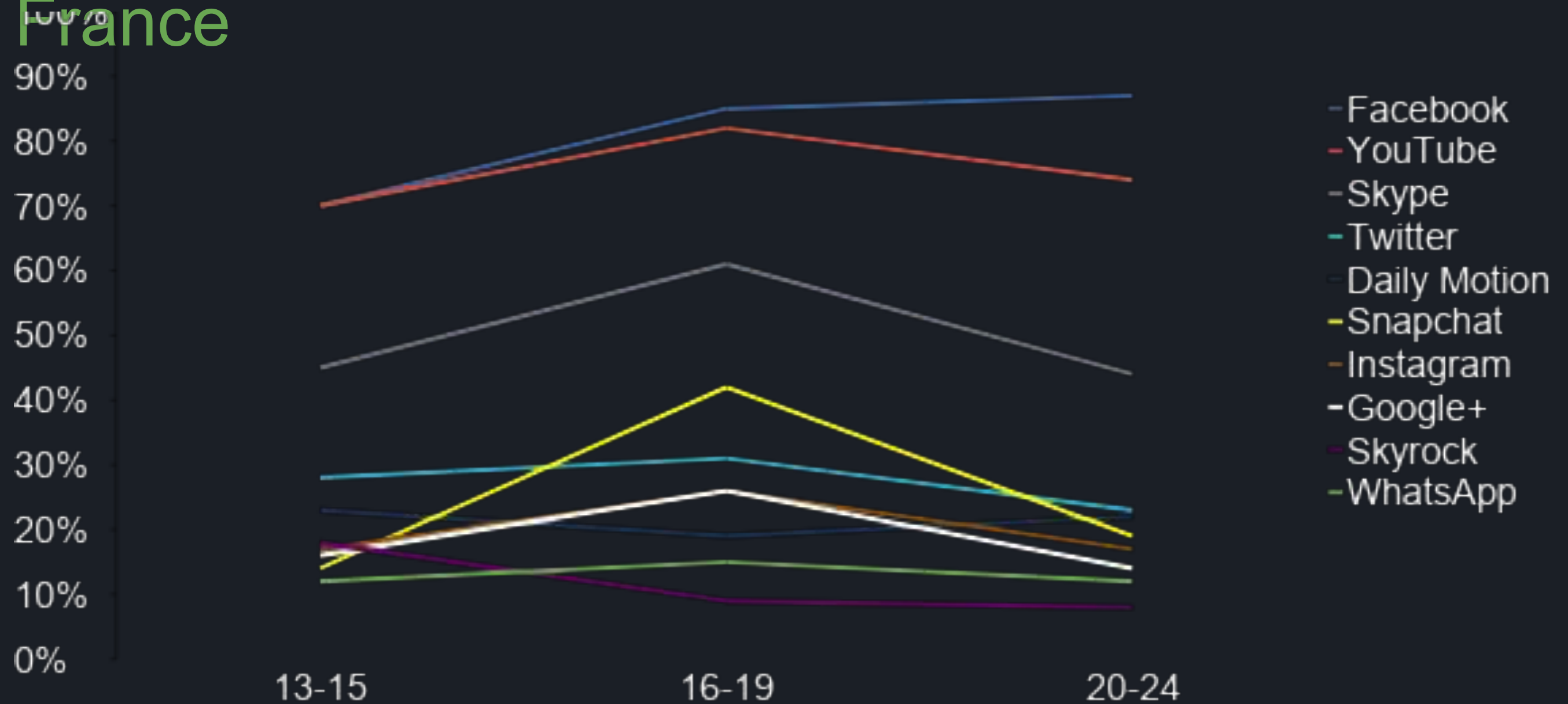


Average number of social media used by age in EMEA



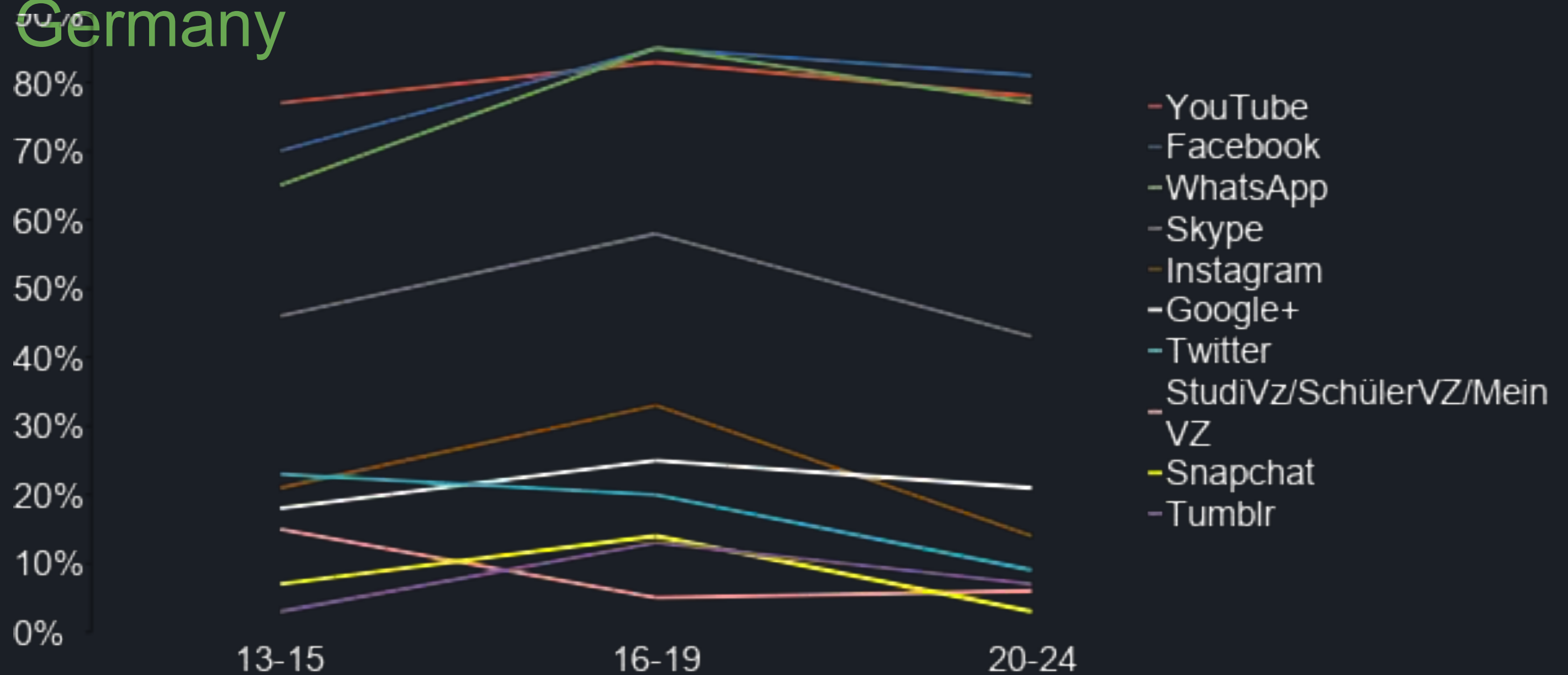


Top 10 social media channels used by age in France

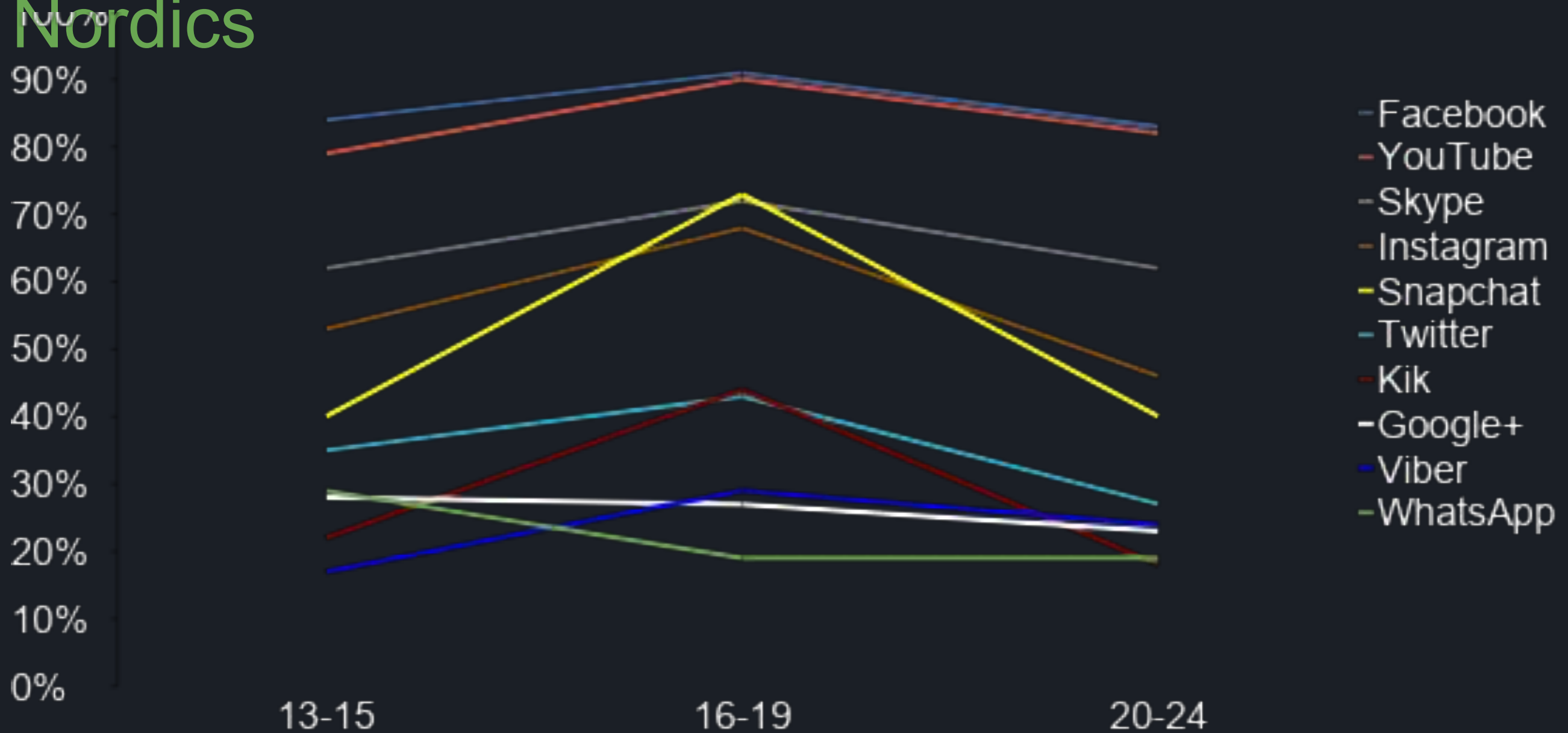




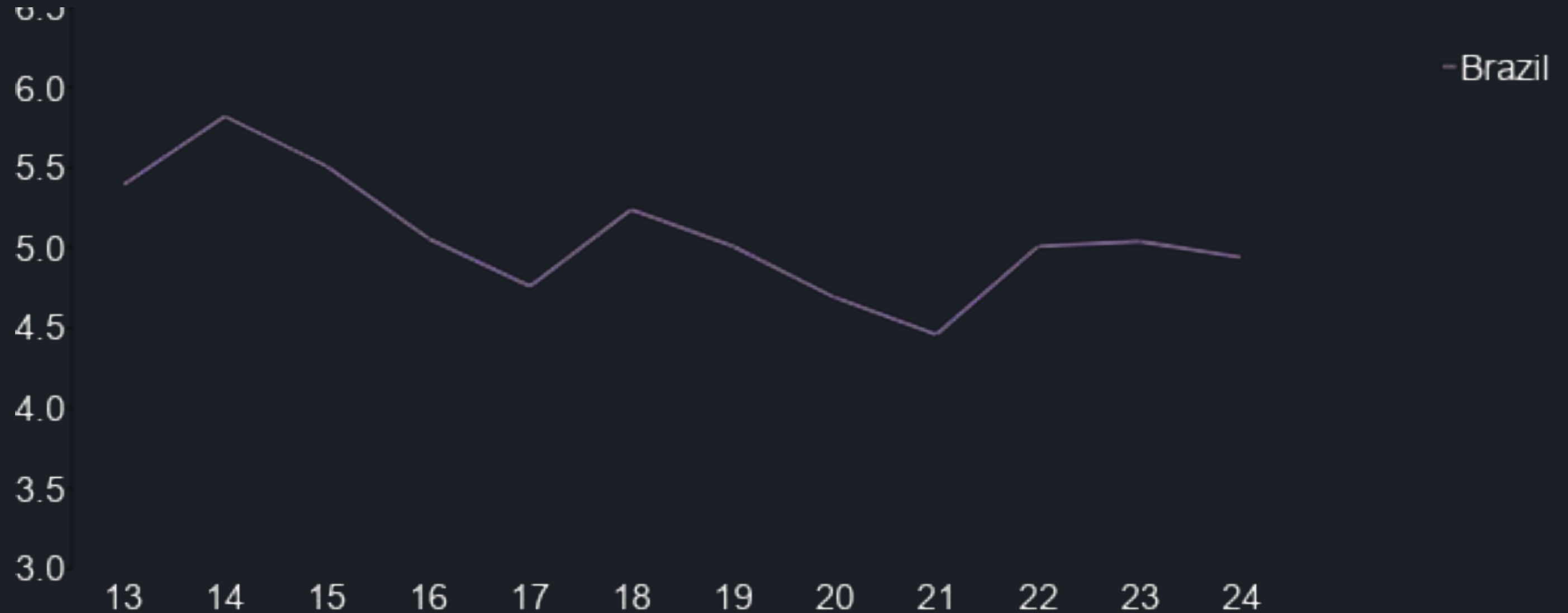
Top 10 social media channels used by age in Germany



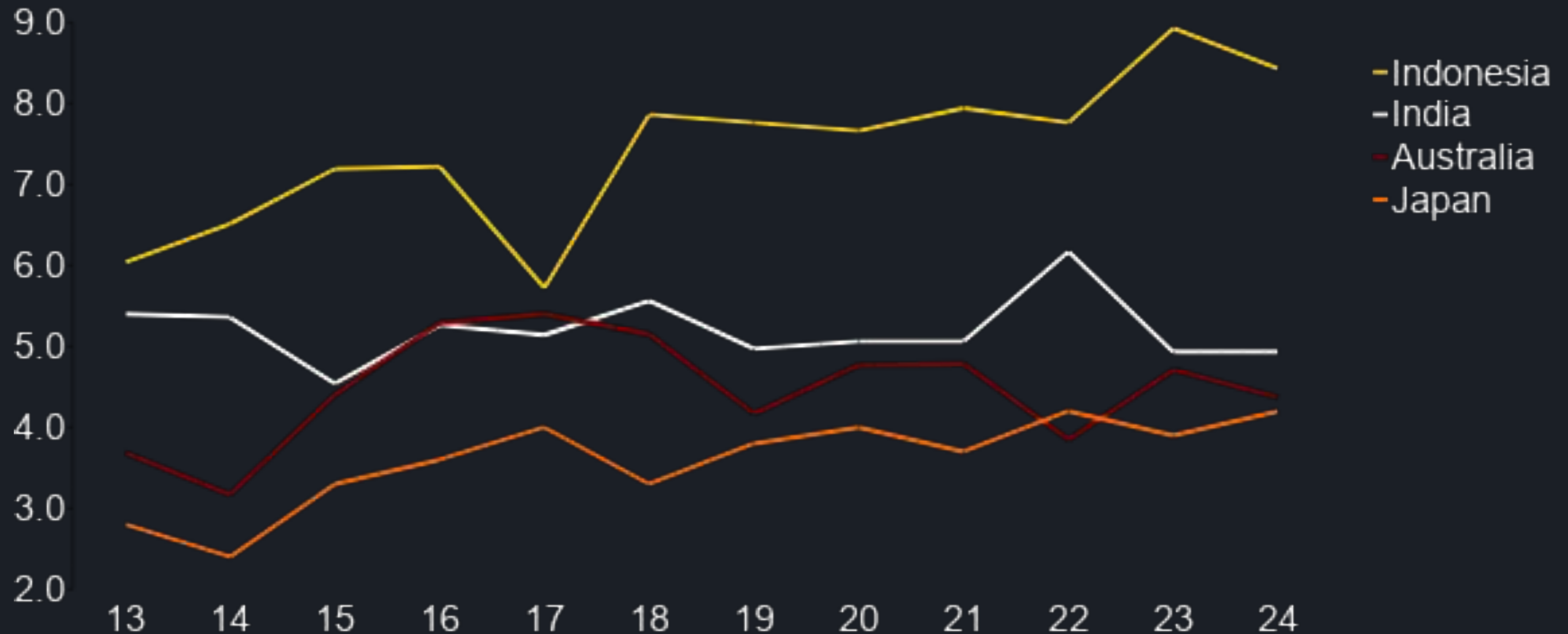
Top 10 social media channels used by age in the Nordics



Average number of social media used by age in Brazil

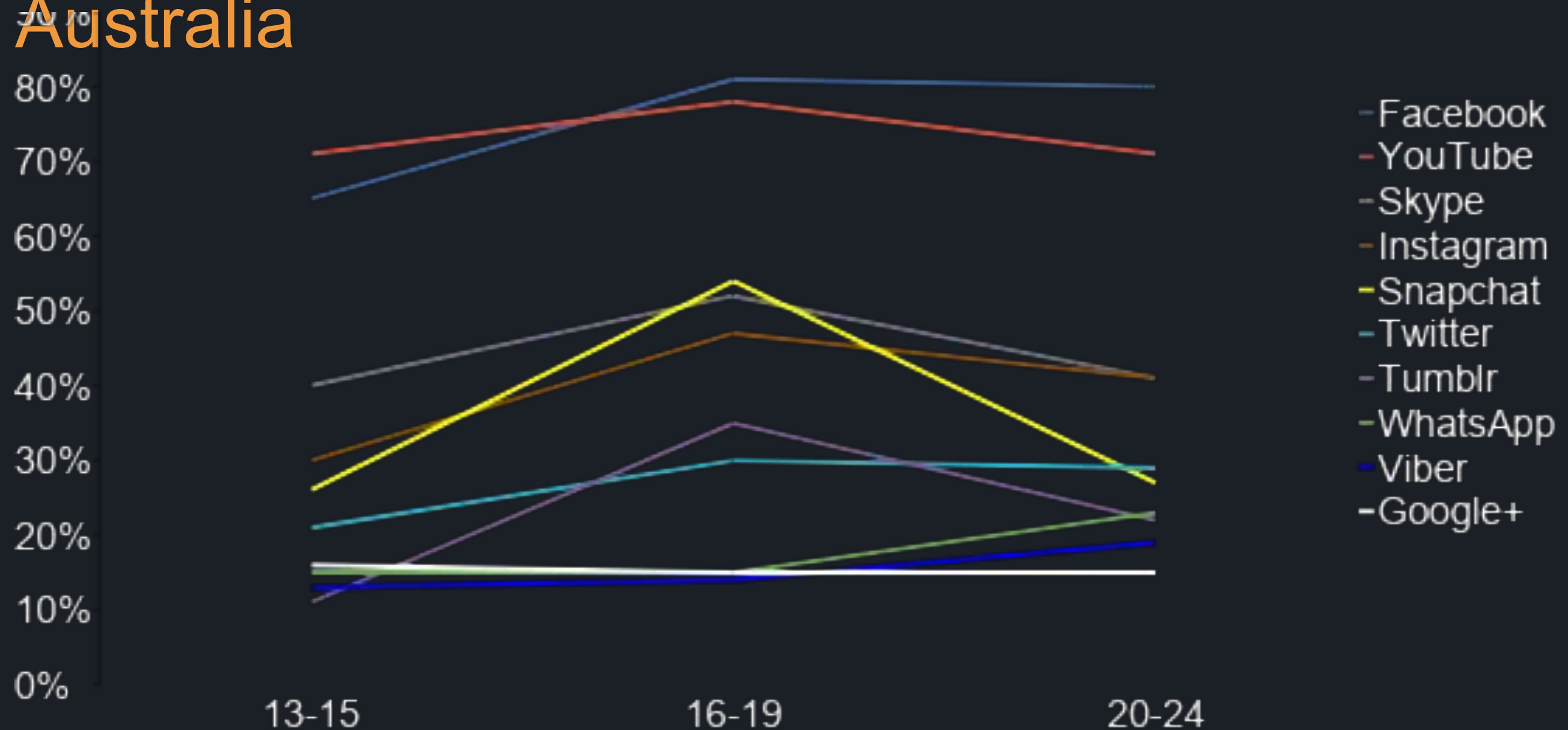


Average number of social media used by age in APAC

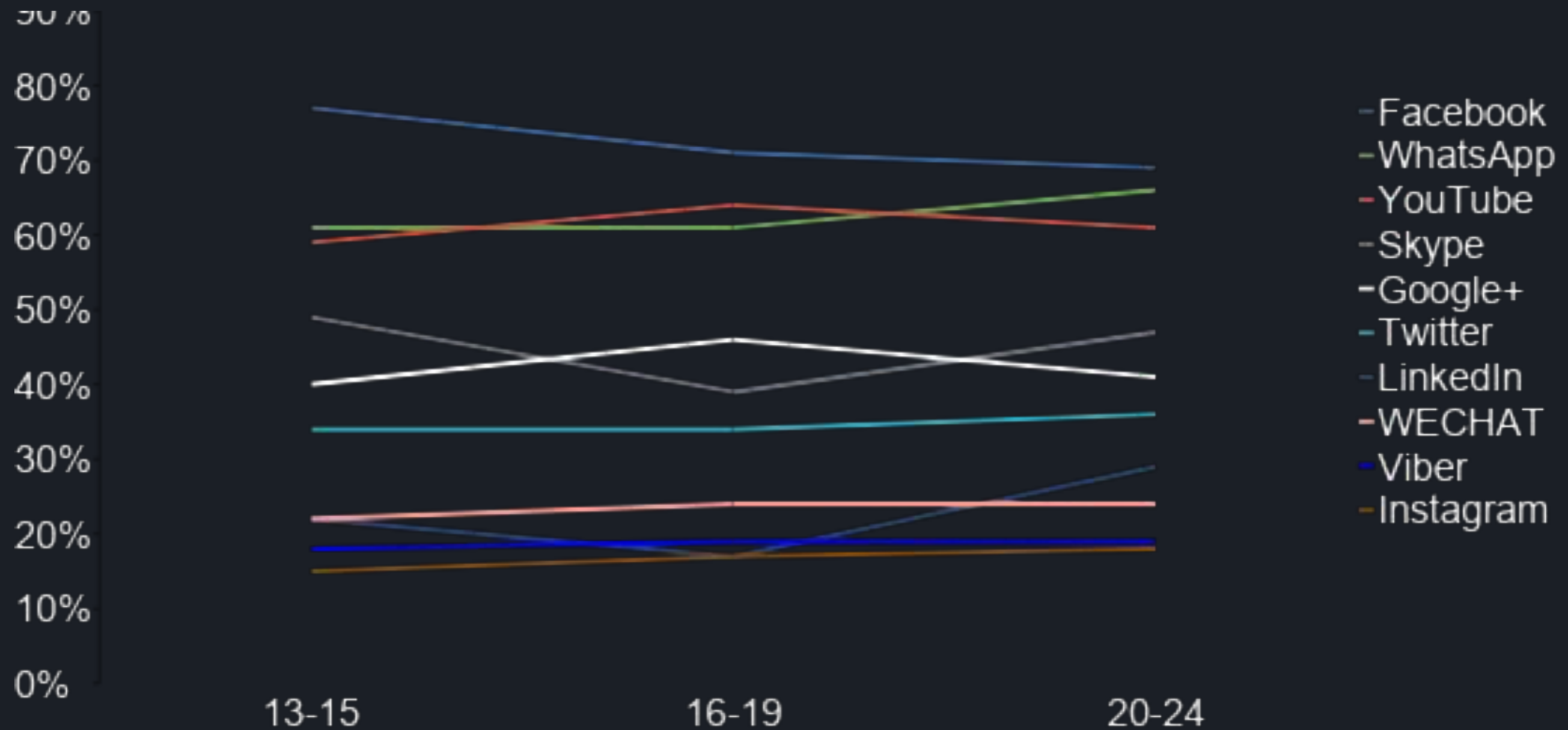




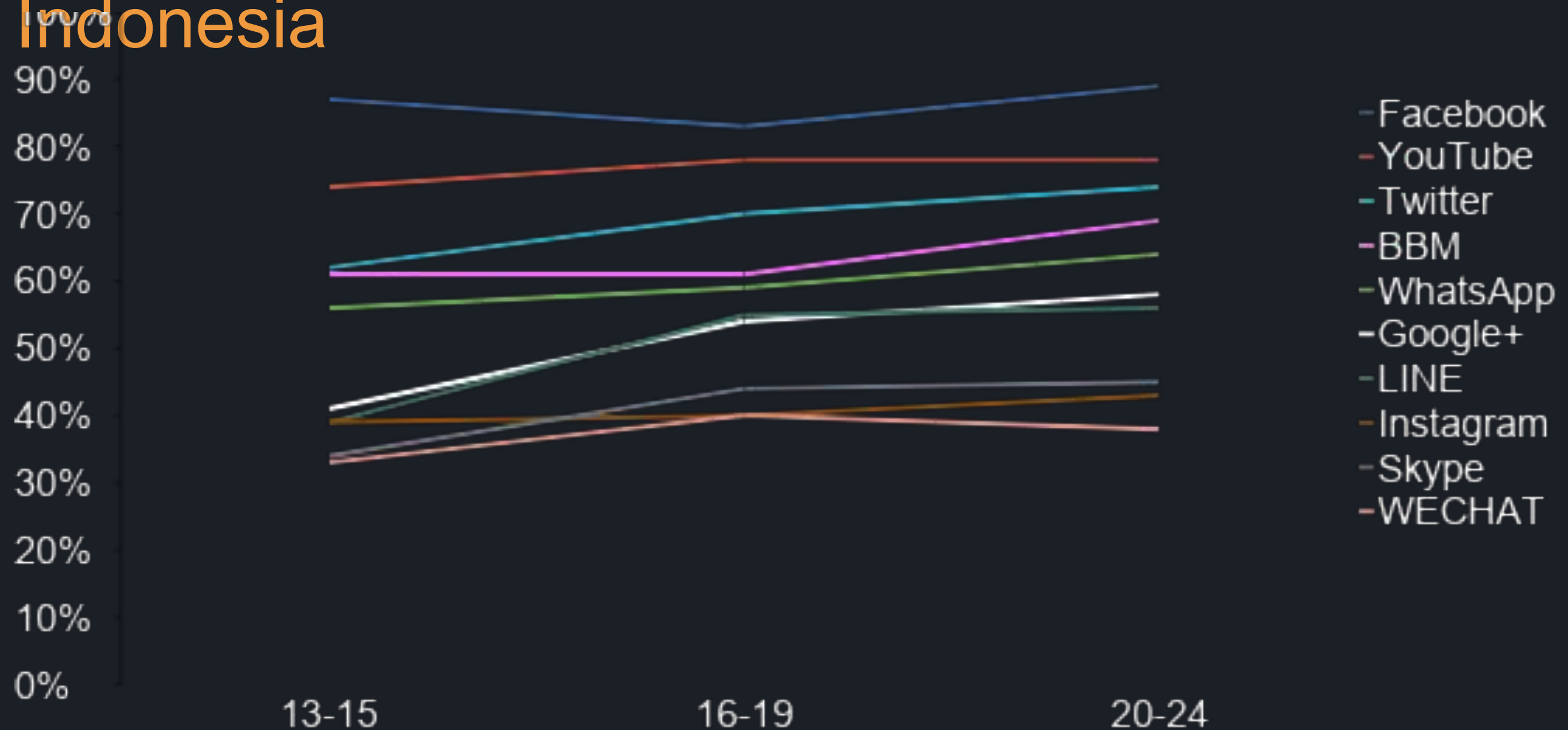
Top 10 social media channels used by age in Australia



Top 10 social media channels used by age in India



Top 10 social media channels used by age in Indonesia



Top 5 social media aware of in each country

Facebook is number one in terms of awareness in all countries except Japan

US	Facebook (90%)	YouTube (88%)	Twitter (83%)	Skype (82%)	Instagram (77%)
Canada	Facebook (96%)	YouTube (93%)	Twitter (88%)	Skype (88%)	Instagram (83%)
UK	Facebook (90%)	YouTube (88%)	Twitter (83%)	Skype (82%)	Instagram (77%)
France	Facebook (90%)	YouTube (88%)	Skype (80%)	Twitter (77%)	SkyRock (68%)
Germany	Facebook (91%)	YouTube (90%)	WhatsApp (89%)	Skype (83%)	Twitter (78%)
Italy	Facebook (91%)	YouTube (87%)	WhatsApp (87%)	Skype (83%)	Twitter (82%)
Nordic	Facebook (90%)	YouTube (90%)	Skype (75%)	Instagram (81%)	Twitter (77%)
Brazil	Facebook (92%)	YouTube (89%)	WhatsApp (80%)	Skype (78%)	Twitter (75%)
Australia	Facebook (83%)	YouTube (83%)	Skype (73%)	Twitter (71%)	Instagram (69%)
India	Facebook (84%)	YouTube (80%)	WhatsApp (79%)	Skype (75%)	Twitter (71%)
Indonesia	Facebook (90%)	YouTube (87%)	Twitter (84%)	BBM (84%)	WhatsApp (79%)

Top 5 social media used in each country

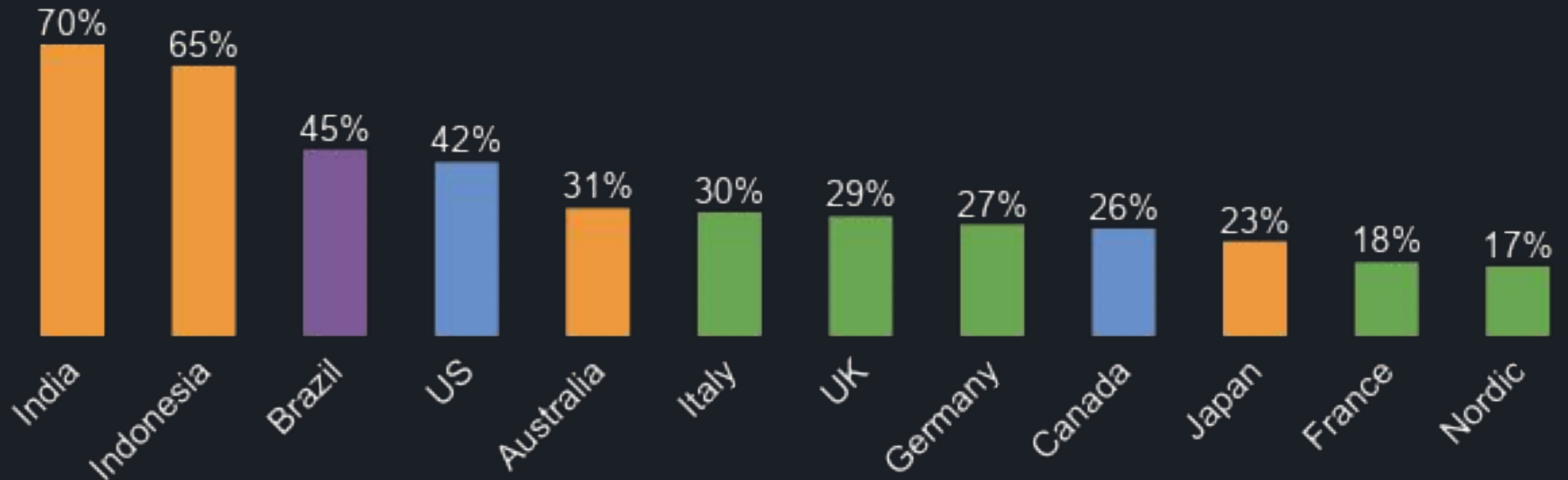
Facebook is the most commonly used in all countries bar Germany and Japan

US	Facebook (78%)	YouTube (74%)	Twitter (44%)	Instagram (39%)	Skype (35%)
Canada	Facebook (88%)	YouTube (83%)	Skype (54%)	Twitter (47%)	Instagram (43%)
UK	Facebook (79%)	YouTube (75%)	Twitter (49%)	Skype (47%)	WhatsApp (38%)
France	Facebook (79%)	YouTube (74%)	Skype (48%)	Twitter (27%)	Daily Motion (22%)
Germany	YouTube (79%)	Facebook (78%)	WhatsApp (75%)	Skype (49%)	Instagram (23%)
Italy	Facebook (82%)	WhatsApp (73%)	YouTube (65%)	Skype (43%)	Instagram (32%)
Nordic	Facebook (85%)	YouTube (85%)	Skype (66%)	Instagram (57%)	Snapchat (54%)
Brazil	Facebook (88%)	YouTube (77%)	WhatsApp (63%)	Skype (49%)	Twitter (42%)
Australia	Facebook (74%)	YouTube (72%)	Skype (43%)	Instagram (37%)	Snapchat (33%)
India	Facebook (73%)	WhatsApp (63%)	YouTube (61%)	Skype (47%)	Google+ (42%)
					WhatsApp

Perceptions of Facebook

India, Brazil and the US are most likely to think Facebook is caring

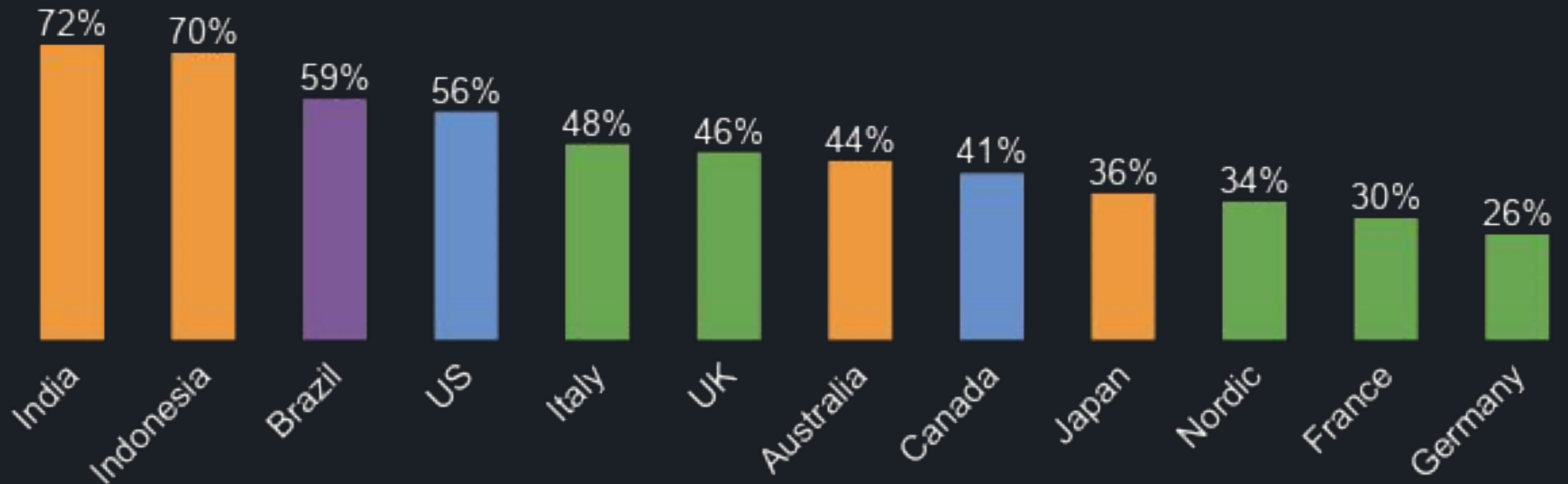
Facebook cares about me



Perceptions of Facebook

India, Brazil and the US are most likely to think Facebook is trustworthy

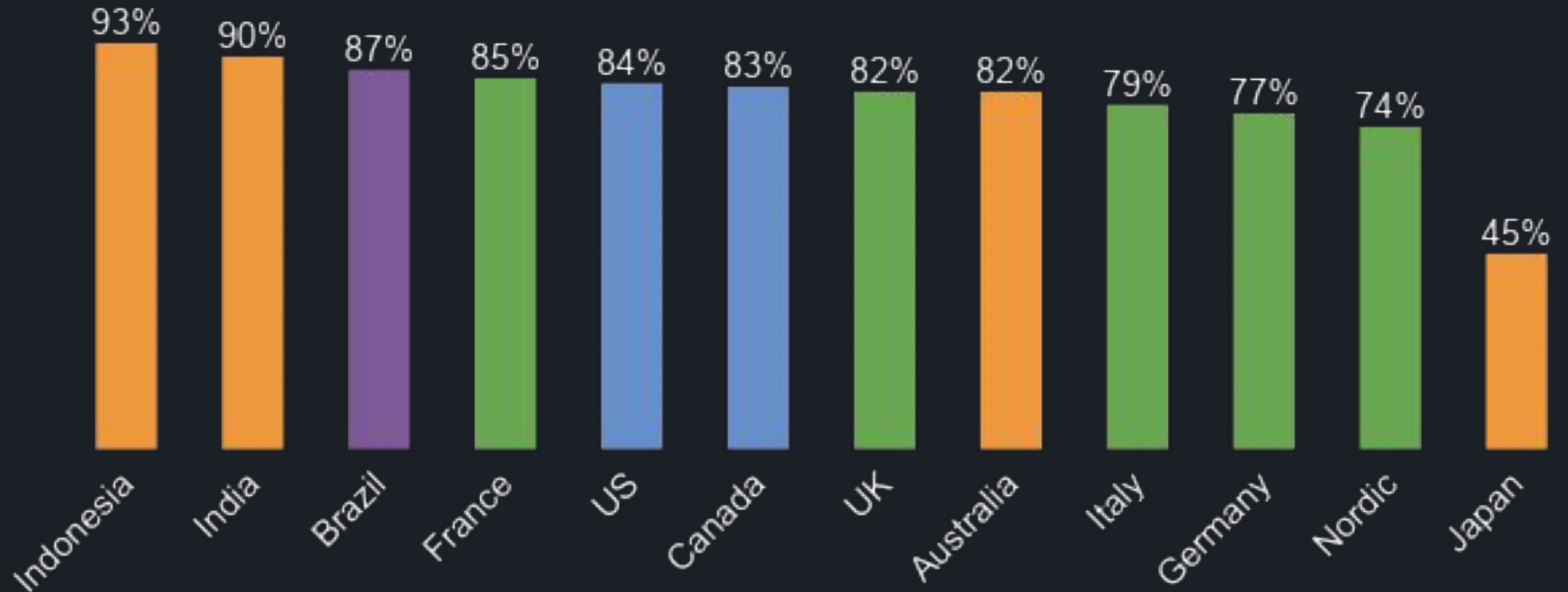
Facebook is trustworthy



Perceptions of Facebook

India, Brazil and the France are most likely to think Facebook helps them connect

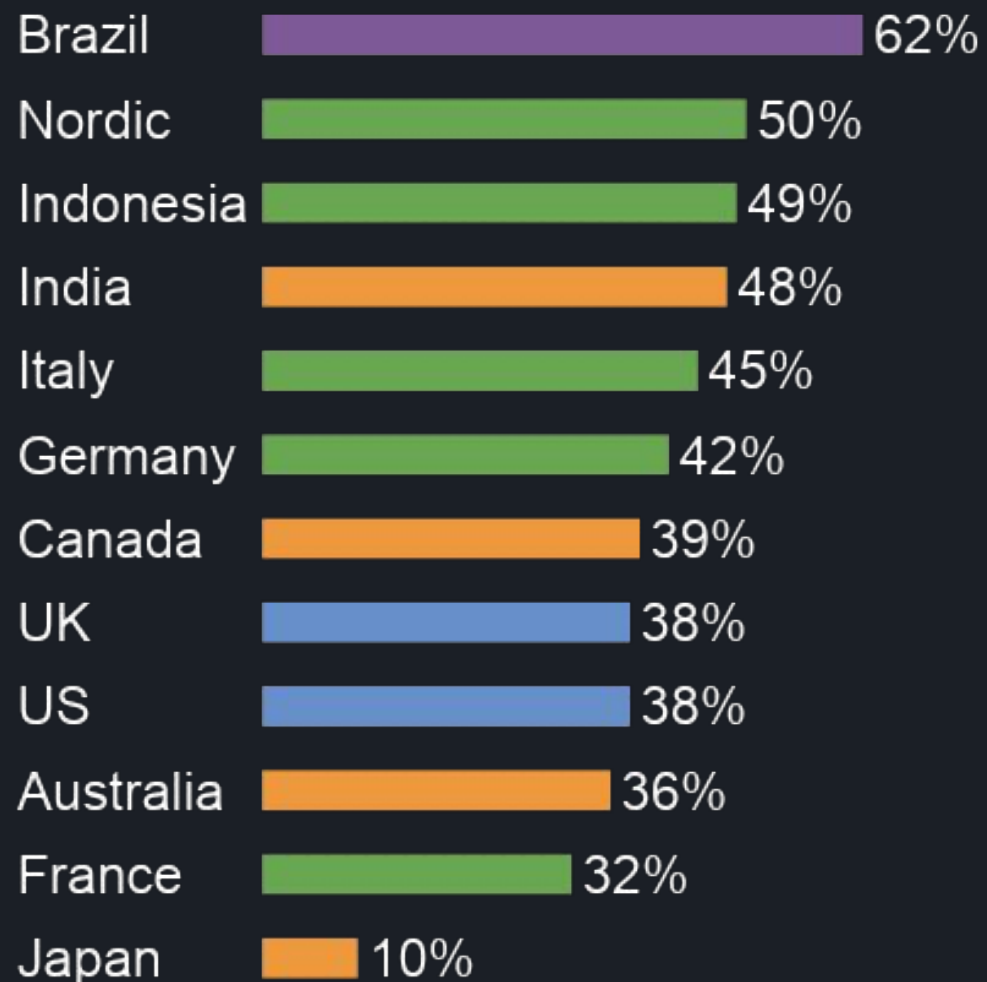
Facebook helps me connect with the people around me



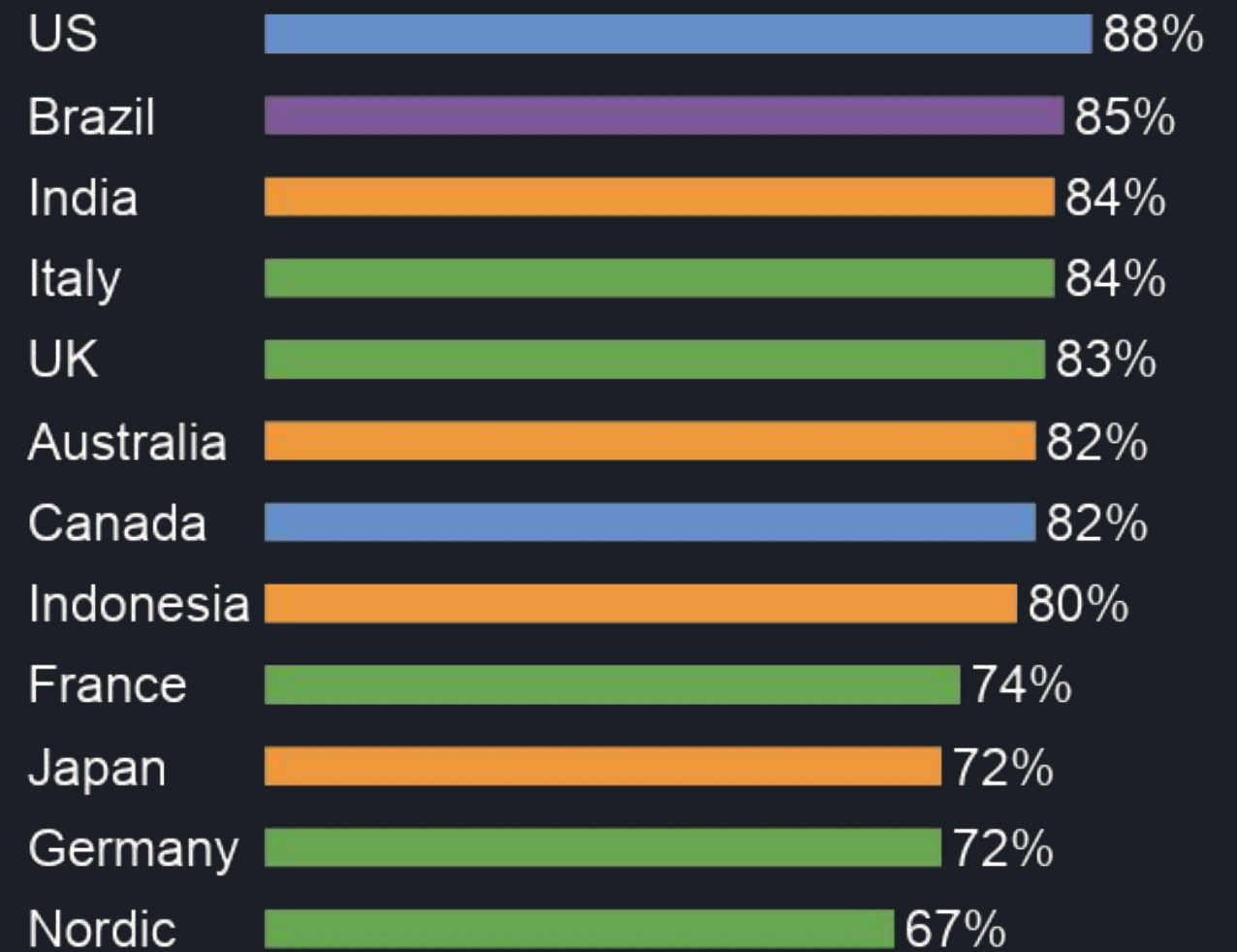
The Facebook Messenger App

Brazil is the most likely to use the app, but most countries find it useful

Proportion that use the standalone Facebook Messenger App



Proportion of users that find the App useful



Facebook is seen as the best for brand interaction

Social media they agree allows them to interact with companies they like

US	Facebook (37%)	Twitter (32%)	Instagram (23%)	Tumblr (21%)	WhatsApp (20%)
Canada	Facebook (37%)	Twitter (34%)	Instagram/Tumblr (19%)	YouTube/WhatsApp (12%)	
UK	Twitter (34%)	Facebook (28%)	YouTube (14%)	Instagram (13%)	Tumblr (12%)
France	Facebook/Twitter (26%)	WhatsApp (13%)	Instagram (12%)	SkyRock (9%)	YouTube (7%)
Germany	Facebook (29%)	Twitter (21%)	Instagram (14%)	Studivz(13%)	YouTube/WhatsApp (10%)
Italy	Facebook (37%)	Twitter (29%)	Instagram (18%)	WeChat (17%)	WhatsApp (14%)
Nordics	Facebook (32%)	Twitter (23%)	Instagram (17%)	YouTube (11%)	Snapchat (5%)
Brazil	Facebook (52%)	Twitter (34%)	Instagram (26%)	WhatsApp (25%)	YouTube/SnapChat (20%)
Australia	Facebook (34%)	Twitter (32%)	Instagram (17%)	YouTube (16%)	WhatsApp (12%)
India	Facebook (48%)	Twitter (35%)	WhatsApp (30%)	BBM (26%)	Instagram (21%)
Indonesia	Facebook (53%)	Twitter (38%)	WhatsApp (26%)	Instagram (24%)	KakaoTalk/Path (22%)
Japan	WhatsApp (14%)	Facebook (13%)	Twitter (9%)	Line (4%)	YouTube (3%)

Facebook is seen as the best for brand discovery

Social media they agree allows them to find out more about companies they like

US	Facebook (38%)	Twitter (29%)	Tumblr (28%)	YouTube (25%)	Instagram (23%)
Canada	Facebook (41%)	YouTube (32%)	Twitter (31%)	Tumblr (28%)	Instagram (22%)
UK	Facebook (32%)	Twitter (31%)	YouTube (23%)	Tumblr (20%)	Instagram (17%)
France	Facebook (30%)	Twitter (21%)	YouTube (18%)	Instagram (15%)	SkyRock (12%)
Germany	Facebook (39%)	YouTube (30%)	Instagram (25%)	Twitter (19%)	Studivz (16%)
Italy	Facebook (44%)	Twitter (25%)	YouTube (24%)	Instagram/WhatsApp/WeChat (12%)	
Nordics	Facebook (40%)	YouTube (27%)	Instagram (23%)	Twitter (22%)	WhatsAoo (6%)
Brazil	Facebook (56%)	YouTube (33%)	Twitter (28%)	Instagram/Tumblr (23%)	
Australia	Facebook (43%)	Twitter (27%)	YouTube (26%)	Tumblr (23%)	Instagram (20%)
India	Facebook (50%)	YouTube (34%)	Twitter (32%)	WhatsApp (28%)	Instagram/BBM (26%)
Indonesia	Facebook (59%)	Twitter (43%)	Instagaram (32%)	WhatsApp/WeChat (20%)	
Japan	Twitter (19%)	Facebook (16%)	WhatsApp (14%)	YouTube (8%)	Instagram (5%)

Facebook is the place to recommend brands

Users of each social media who use it to recommend products/brands

US	Facebook/WhatsApp (32%)		Tumblr (29%)	Twitter (23%)	Instagram (21%)
Canada	Facebook (37%)	Twitter (30%)	Tumblr (25%)	Instagram/WhatsApp (24%)	
UK	Facebook/Tumblr (28%)		Twitter (27%)	WhatsApp (17%)	Instagram (11%)
France	Facebook (31%)	Twitter (27%)	WhatsApp (24%)	Instagram (21%)	SkyRock (18%)
Germany	WhatsApp (32%)	Facebook (31%)	Twitter (25%)	Studivz (16%)	Instagram (15%)
Italy	Facebook (38%)	WhatsApp (33%)	Twitter (20%)	WeChat (17%)	YouTube (14%)
Nordics	Facebook (35%)	Twitter (24%)	WhatsApp (21%)	Instagram (20%)	YouTube (12%)
Brazil	Facebook (56%)	WhatsApp (41%)	Twitter (33%)	Instagram (25%)	Tumblr (24%)
Australia	Facebook (38%)	Twitter/Tumblr (22%)		Instagram (21%)	WhatsApp (18%)
India	Facebook (49%)	WhatsApp (43%)	Twitter/Viber (32%)		BBM (28%)
Indonesia	Facebook (57%)	Path (44%)	Twitter (41%)	Instagram (35%)	WhatsApp (33%)
Japan	WhatsApp (29%)	Twitter (18%)	Line(13%)	Instagram (10%)	Facebook (9%)

NET Share what you've bought/you'd like to buy

WhatsApp is emerging as a key place to share brand choices – possibly signally a less conspicuous mode of brand sharing

[illegible]

Share what you have bought

US	Facebook/WhatsApp (32%)		Instagram (31%)	Twitter (25%)	Tumblr (20%)
Canada	Facebook (37%)	Instagram (33%)	Twitter/Tumblr/WhatsApp/Snapchat (23%)		
UK	Facebook (29%)	Instagram (27%)	Tumblr (25%)	Snapchat (24%)	Twitter (23%)
France	Snapchat (34%)	Facebook (29%)	WhatsApp (27%)	Twitter (26%)	Instagram (21%)
Germany	WhatsApp (44%)	Snapchat (32%)	Facebook (21%)	Instagram (19%)	Twitter (16%)
Italy	WhatsApp (38%)	Facebook (36%)	Instagram (28%)	Twitter (21%)	WeChat (11%)
Nordics	Instagram (37%)	Snapchat (34%)	Facebook (23%)	WhatsApp (18%)	Twitter (15%)
Brazil	Facebook (48%)	WhatsApp (34%)	Instagram (29%)	Twitter (26%)	Snapchat (25%)
Australia	Facebook (37%)	WhatsApp/Snapchat (33%)		Instagram (32%)	Twitter (20%)
India	Facebook (45%)	WhatsApp (45%)	Instagram/Viber (30%)		Twitter (23%)
Indonesia	Facebook (46%)	Instagram (39%)	WhatsApp/Path (30%)		Chat (24%)
Japan	Twitter (22%)	Instagram (16%)	Facebook (13%)	YouTube (3%)	

Talk about things you would like to buy

US	Facebook/WhatsApp (32%)		Tumblr (31%)	Twitter (27%)	Instagram (19%)
Canada	Facebook (37%)	Twitter/Tumblr/WhatsApp (28%)			Snapchat (17%)
UK	Facebook (29%)	Tumblr (25%)	Twitter (24%)	WhatsApp (20%)	Instagram (17%)
France	Facebook (29%)	Snapchat (24%)	Twitter (23%)	WhatsApp (20%)	Instagram (16%)
Germany	WhatsApp (45%)	Snapchat (22%)	Facebook (21%)	Twitter (17%)	Instagram (14%)
Italy	WhatsApp (43%)	Facebook (36%)	WeChat (27%)	Twitter (19%)	Instagram (11%)
Nordics	Snapchat (28%)	Facebook/WhatsApp (23%)		Twitter (21%)	Instagram (19%)
Brazil	Facebook (48%)	WhatsApp (36%)	Twitter (30%)	Snapchat (22%)	Tumblr (20%)
Australia	WhatsApp (38%)	Facebook (37%)	Twitter (24%)	Tumblr (20%)	Instagram (19%)
India	Facebook/WhatsApp (47%)		Viber (34%)	BBM (30%)	Instagram/Twitter (26%)
Indonesia	Facebook (49%)	WhatsApp (38%)	KakaoTalk (30%)	Path (29%)	WeChat (27%)
Japan	Twitter (27%)	WhatsApp (14%)	Facebook (13%)	Instagram (3%)	YouTube (2%)

Facebook clearly leads as the main point of recommendation across the markets, but strengthens this association in the more developing markets

[illegible]

Like/follow a brand or company

Facebook is ahead of Twitter as the main challenger brand, although the gap is less pronounced in the more developed markets

US	Facebook (41%)	Twitter (33%)	Instagram (23%)	Tumblr (20%)	YouTube (14%)
Canada	Facebook (44%)	Twitter (35%)	Instagram (26%)	Tumblr (20%)	YouTube (10%)
UK	Facebook (35%)	Twitter (32%)	Instagram (22%)	Tumblr (17%)	
France	Facebook (34%)	Twitter (26%)	Instagram (21%)	YouTube (11%)	
Germany	Facebook (44%)	Instagram (26%)	Twitter (20%)	YouTube (13%)	
Italy	Facebook (56%)	Instagram (29%)	Twitter (26%)	YouTube (14%)	
Nordics	Facebook (40%)	Instagram (28%)	Twitter (18%)	YouTube (11%)	
Brazil	Facebook (59%)	Twitter (36%)	Instagram (30%)	YouTube (22%)	Tumblr (14%)
Australia	Facebook (43%)	Twitter (29%)	Instagram (27%)	Tumblr (15%)	YouTube (13%)
India	Facebook (57%)	Twitter (39%)	Instagram (34%)	YouTube (24%)	
Indonesia	Facebook (55%)	Twitter (44%)	Instagram (36%)	WeChat (20%)	
Japan	Facebook (24%)	Twitter (16%)	Instagram (11%)		

Comment on content posted by a brand or company

Incidences of feedback on brand content are low across the board, except for APAC markets

US	Facebook (27%)	Twitter (23%)	Instagram/Tumblr (16%)		YouTube (13%)
Canada	Facebook(31%)	Twitter (22%)	Instagram (18%)	Tumblr (1s%)	YouTube (11%)
UK	Facebook (19%)	Twitter (15%)	Instagram (14%)	YouTube (12%)	Tumblr (5%)
France	Facebook (24%)	Twitter (19%)	SkyRock (13%)	Instagram (11%)	YouTube (9%)
Germany	Facebook (29%)	Twitter (20%)	Instagram (18%)	YouTube (11%)	Studivz (3%)
Italy	Facebook (36%)	Instagram/Twitter (20%)		YouTube (13%)	WeChat (8%)
Nordics	Facebook (24%)	Instagram (17%)	Twitter (14%)	YouTube (9%)	
Brazil	Facebook (54%)	Twitter (32%)	Instagram (26%)	YouTube (22%)	Tumblr (21%)
Australia	Facebook (27%)	Twitter (19%)	Instagram (14%)	YouTube (11%)	Tumblr (9%)
India	Facebook (49%)	Instagram (35%)	Twitter (34%	YouTube (24%)	
Indonesia	Facebook (54%)	Twitter (36%)	Instagram (32%)	Path (25%)	WeChat (21%)
Japan	Facebook/Instagram (8%)		Twitter (6%)	YouTube (3%)	

Share/retweet or reblog content from brands or company

Sharing of brand content occurs with circa a third of this audience. Twitter is generally more likely to lead the frictionless sharing of brand content

US	Twitter (35%)	Tumblr/WhatsApp (25%)		Facebook (24%)	Snapchat (18%)
Canada	Twitter (34%)	Facebook (26%)	Tumblr (24%)	WhatsApp (23%)	Instagram (19%)
UK	Twitter (28%)	Facebook (20%)	Snapchat/Tumblr (16%)		WhatsApp (15%)
France	Twitter (32%)	Facebook (24%)	Twitter/WhatsApp (19%)		Instagram (10%)
Germany	Facebook (24%)	Twitter/WhatsApp (19%)		Snapchat (18%)	Instagram (15%)
Italy	Twitter (38%)	Facebook (33%)	WhatsApp (27%)	Instagram (19%)	WeChat (12%)
Nordics	Twitter (25%)	Facebook (20%)	Viber (18%)	Instagram (16%)	Snapchat (15%)
Brazil	Facebook (45%)	Snapchat (43%)	WhatsApp (62%)	Twitter (32%)	Instagram (25%)
Australia	Twitter (27%)	Facebook (23%)	WhatsApp (21%)	Tumblr (19%)	Instagram (14%)
India	Facebook (45%)	Twitter (40%)	Viber (43%)	WhatsApp (42%)	BBM (36%)
Indonesia	Twitter (56%)	Facebook/WhatsApp (43%)		Kakao Talk (40%)	Path/Instagram (29%)
Japan	WhatsApp (57%)	Twitter (15%)	Facebook (11%)	Instagram (7%)	YouTube (3%)

Visit a brand's or company's website after seeing a post

Facebook is most likely to stimulate action as a result of exposure, and on average is twice as effective as Twitter

US	Facebook (41%)	Twitter (23%)	Instagram (21%)	Tumblr (20%)	YouTube (15%)
Canada	Facebook (44%)	Twitter (23%)	Instagram (22%)	Tumblr (19%)	YouTube (14%)
UK	Facebook (35%)	Twitter (23%)	Instagram/Tumblr (17%)		YouTube (13%)
France	Facebook (34%)	Twitter (22%)	Instagram/SkyRock (14%)		YouTube (13%)
Germany	Facebook (44%)	Instagram/Twitter (19%)		YouTube/Studivz (13%)	
Italy	Facebook (56%)	Twitter (22%)	Instagram/.YouTube (19%)		WeChat (11%)
Nordics	Facebook (40%)	Instagram (21%)	Twitter (15%)	YouTube (12%)	
Brazil	Facebook (59%)	Twitter (29%)	Instagram (27%)	YouTube (24%)	Tumblr (20%)
Australia	Facebook (43%)	Twitter (24%)	Instagram (21%)	YouTube (19%)	Tumblr (16%)
India	Facebook (57%)	Twitter (35%)	Instagram (32%)	YouTube (29%)	
Indonesia	Facebook (55%)	Twitter (39%)	Instagram (35%)	Path (23%)	Kakao Talk (21%)
Japan	Facebook (24%)	Twitter (14%)	Instagram (7%)	YouTube (5%)	

Like/favourite a post by a brand or company

The nature of Facebook's like profiles make it easier to associate yourself with a brand than eg on Twitter

US	Facebook (36%)	Twitter (28%)	Instagram (24%)	Tumblr (19%)	YouTube (12%)
Canada	Facebook (41%)	Twitter (29%)	Instagram (26%)	Tumblr (22%)	YouTube (11%)
UK	Facebook (31%)	Twitter (22%)	Instagram/Tumblr (17%)		YouTube (9%)
France	Facebook (30%)	Twitter (22%)	Instagram (16%)	YouTube (10%)	SkyRock (7%)
Germany	Facebook (42%)	Instagram (23%)	Twitter (19%)	YouTube (12%)	Studivz (8%)
Italy	Facebook (53%)	Instagram (22%)	Twitter (21%)	YouTube (15%)	WeChat (14%)
Nordics	Facebook (33%)	Instagram (23%)	Twitter (14%)	YouTube (11%)	
Brazil	Facebook (58%)	Instagram (35%)	Twitter (28%)	Tumblr (26%)	YouTube (21%)
Australia	Facebook (37%)	Instagram (25%)	Twitter (23%)	YouTube (15%)	Tumblr (14%)
India	Facebook (53%)	Instagram (32%)	Twitter (30%)	YouTube (27%)	
Indonesia	Facebook (55%)	Twitter (34%)	Instagram (33%)	Path (20%)	WeChat (18%)
Japan	Facebook (20%)	Twitter (12%)	Instagram (10%)	YouTube (2%)	

Read content from brands

Brand content is consumed by around a third of this audience, and is more prevalent in the developing markets

US	Facebook (31%)	Twitter (25%)	Tumblr (20%)	Instagram (18%)	YouTube(14%)
Canada	Facebook (33%)	Twitter (24%)	Tumblr (19%)	Instagram (15%)	YouTube (12%)
UK	Facebook (27%)	Twitter (23%)	Tumblr/YouTube (14%)		Instagram (13%)
France	Facebook (32%)	Twitter (23%)	Instagram (15%)	YouTube (10%)	
Germany	Facebook (38%)	Twitter (23%)	Instagram (16%)	YouTube (14%)	Studivz(10%)
Italy	Facebook (42%)	Twitter (29%)	Instagram (19%)	YouTube (14%)	WeChat (10%)
Nordics	Facebook (31%)	Instagram (15%)	Twitter (11%)	YouTube (9%)	
Brazil	Facebook (52%)	Twitter (29%)	Instagram (25%)	YouTube (23%)	Tumblr (19^%)
Australia	Facebook (34%)	Twitter (22%)	Instagram (18%)	YouTube (16%)	Tumblr (15%)
India	Facebook (52%)	Twitter (32%)	YouTube (30%)	Instagram (28%)	
Indonesia	Facebook (55%)	Twitter (38%)	Instagram (36%)	Path (23%)	WeChat (20%)
Japan	Facebook (15%)	Twitter (14%)	YouTube (5%)	Instagram (2%)	

Look at photo images

US	Facebook (41%)	Instagram (34%)	Tumblr (27%)	Twitter (26%)	YouTube (18%)
Canada	Facebook (43%)	Tumblr (37%)	Instagram (36%)	Twitter (28%)	YouTube (17%)
UK	Facebook (34%)	Instagram (32%)	Twitter (23%)	Tumblr (20%)	YouTube (13%)
France	Facebook (40%)	Instagram (35%)	Twitter (25%)	SkyRock (21%)	YouTube (14%)
Germany	Facebook (47%)	Instagram (43%)	Twitter (23%)	YouTube (184%)	Studivz (14%)
Italy	Facebook (50%)	Instagram (42%)	Twitter (22%)	YouTube (17%)	WeChat (16%)
Nordics	Facebook (41%)	Instagram (37%)	Twitter (17%)	YouTube (11%)	
Brazil	Facebook (57%)	Instagram (46%)	YouTube/Twitter (26%)		Tumblr (20%)
Australia	Facebook (46%)	Instagram (42%)	Twitter (27%)	Tumblr (25%)	YouTube (19%)
India	Facebook (61%)	Instagram (49%)	Twitter (37%)	YouTube (29%)	
Indonesia	Facebook (63%)	Instagram (60%)	Twitter (40%)	Path (33%)	WeChat (26%)
Japan	Instagram (20%)	Twitter (19%)	Fcebook (17%)	YouTube (10%)	

Buy something after seeing it on here

Likelihood of purchasing as a result of exposure is driven by Facebook. Instagram is also driving this in APAC and Brazil

US	WhatsApp (26%)	Facebook (25%)	Tumblr (21%)	Snapchat (20%)	Instagram (18%)
Canada	Facebook/Tumblr (25%)		Instagram (21%)	WhatsApp (18%)	Twitter/YouTube (17%)
UK	Tumblr (20%)	Facebook (19%)	Snapchat (17%)	YouTube /WhatsApp (15%)	
France	Facebook (21%)	Twitter/Snapchat (17%)		WhatsApp (16%)	Instagram (14%)
Germany	Facebook (26%)	Snapchat (25%)	Instagram (24%)	YouTube (17%)	WhatsApp (14%)
Italy	Facebook (36%)	Instagram (21%)	Twitter (20%)	YouTube/WhatsApp (19%)	
Nordics	Facebook (23%)	Instagram (22%)	Viber (16%)	Snapchat/YouTube (15%)	
Brazil	Facebook (47%)	YouTube (28%)	Tumblr (25%)	Snapchat/WhatsApp (24%)	
Australia	Facebook (27%)	Instagram (19%)	Tumblr/WhatsApp (17%)		Snapchat/YouTube (16%)
India	Facebook (47%)	WhatsApp (39%)	Viber (35%)	Instagram (34%)	YouTube (30%)
Indonesia	Facebook (50%)	Kakao Talk (42%)	Instagram (40%)	WhatsApp (39%)	Twitter (32%)
Japan	WhatsApp/Twitter (14%)		Instagram (13%)	Facebook (12%)	Line (8%)

Sign up to a mailing list after seeing something

WhatsApp is emerging as a key platform for deeper brand interaction and for continuing the initial conversations, this is noticeable in EMEA and emerging markets – eg APAC

US	WhatsApp (38%)	Facebook (22%)	Twitter (17%)	Snapchat (14%)	Instagram (13%)
Canada	Facebook (26%)	Twitter (17%)	Tumblr/WhatsApp (15%)		Instagram (13%)
UK	Facebook (16%)	WhatsApp (15%)	Snapchat (12%)	Instagram/Twitter/Tumblr (11%)	
France	Twitter (21%)	Facebook (20%)	WhatsApp (16%)	Snapchat (15%)	Instagram (14%)
Germany	Facebook (19%)	WhatsApp (14%)	Twitter/Snapchat (13%)		Studivz (11%)
Italy	Facebook (30%)	WhatsApp (22%)	Twitter (18%)	Instagram (13%)	YouTube (11%)
Nordics	Facebook (22%)	WhatsApp/Viber (14%)		Snapchat (12%)	Instagram (9%)
Brazil	Facebook (39%)	Snapchat (38%)	WhatsApp (34%)	Twitter (26%)	Instagram (23%)
Australia	Facebook (25%)	Twitter/WhatsApp (16%)		Tumblr (14%)	YouTube (13%)
India	Facebook (45%)	WhatsApp/BBM (39%)		Viber (32%)	Twitter (31%)
Indonesia	WhatsApp (41%)	Facebook (40%)	Kakao Talk (35%)	Twitter (31%)	Instagram (30%)
Japan	WhatsApp (43%)	Facebook/Line (9%)	Instagram (8%)	Twitter (6%)	

Have a conversation with a brand or company

Facebook provides the idea platform to have a conversation with a brand, although Twitter is matching this, particularly in the EMEA region

US	Facebook (22%)	Twitter (21%)	Instagram (13%)	Tumblr (12%)	YouTube (8%)
Canada	Facebook/Twitter (19%)		Instagram/Tumblr (13%)		YouTube (6%)
UK	Twitter (21%)	Facebook (16%)	Tumblr (11%)	Instagram (10%)	YouTube (5%)
France	Facebook (19%)	Twitter (18%)	Instagram (11%)	SkyRock (9%)	YouTube (5%)
Germany	Facebook (24%)	Twitter (19%)	Instagram (14%)	Studivz (8%)	YouTube (7%)
Italy	Facebook (31%)	Twitter (20%)	Instagram (15%)	WeChat (11%)	YouTube (11%)
Nordics	Facebook (20%)	Twitter (14%)	Instagram (9%)	YouTube (7%)	
Brazil	Facebook (49%)	Twitter (28%)	Instagram (25%)	Tumblr/WhatsApp (15%)	
Australia	Facebook (22%)	Twitter (16%)	Instagram (13%)	YouTube (8%)	Tumblr (7%)
India	Facebook (46%)	Twitter (34%)	Instagram (31%)	YouTube (23%)	
Indonesia	Facebook (48%)	Twitter (34%)	Instagram (31%)	WeChat (23%)	Path (21%)
Japan	Facebook (8%)	Twitter (4%)	Instagram/YouTube (2%)		

Subscribe to a service as a result of seeing it here

Facebook is the key driver for subscriptions – perhaps driven by trust and ease of connection

US	Facebook (22%)	Twitter (16%)	Instagram (15%)	YouTube (14%)	Tumblr (13%)
Canada	Facebook (21%)	Tumblr (17%)	Instagram (16%)	Twitter (14%)	YouTube (13%)
UK	Facebook (17%)	Twitter (13%)	Instagram/Tumblr (12%)		YouTube (11%)
France	Facebook (18%)	Instagram (12%)	Twitter (11%)	YouTube (7%)	SkyRock (6%)
Germany	Facebook (22%)	Instagram/Twitter (15%)		YouTube (11%)	Studivz (8%)
Italy	Facebook (34%)	Instagram (20%)	Twitter (16%)	YouTube (15%)	WeChat (10%)
Nordics	Facebook (20%)	Twitter/YouTube (13%)		Instagram (12%)	
Brazil	Facebook (38%)	Twitter/YouTube (24%)		Instagram (18%)	Tumblr (17%)
Australia	Facebook (22%)	Twitter (17%)	YouTube (13%)	Instagram (9%)	Tumblr (8%)
India	Facebook (43%)	Instagram (38%)	Twitter (34%)	YouTube (29%)	
Indonesia	Facebook (47%)	Instagram (35%)	Twitter (34%)	Path (21%)	WeChat (20%)
Japan	Facebook (8%)	Twitter (7%)	Instagram (5%)	YouTube (3%)	

Look at videos shared by brands or companies

While YouTube is the go to site for watching brand videos, it is overtaken in the APAC countries. In all others it is a close second. Instagram is showing signs of popularity for this behaviour.

US	YouTube (32%)	Facebook (26%)	Twitter (19%)	Instagram (16%)	Tumblr (15%)
Canada	YouTube (38%)	Facebook (28%)	Tumblr (23%)	Twitter (18%)	Instagram (16%)
UK	YouTube (25%)	Facebook (24%)	Tumblr (17%)	Twitter (15%)	Instagram (12%)
France	YouTube (32%)	Facebook (27%)	Instagram (16%)	Twitter (15%)	SkyRock (9%)
Germany	YouTube (33%)	Facebook (31%)	Twitter (22%)	Instagram (20%)	Studivz (13%)
Italy	YouTube (40%)	Facebook (37%)	Twitter (19%)	Instagram (17%)	WeChat (14%)
Nordics	YouTube (31%)	Facebook (30%)	Instagram (17%)	Twitter (10%)	
Brazil	YouTube (50%)	Facebook (46%)	Instagram (24%)	Twitter (21%)	Tumblr (19%)
Australia	YouTube (31%)	Facebook (29%)	Instagram/Twitter(16%)		Tumblr 8%)
India	Facebook (46%)	YouTube (42%)	Twitter (37%)	Instagram (36%)	
Indonesia	Facebook (55%)	Instagram (35%)	Twitter (33%)	Path (27%)	WeChat (22%)
Japan	Facebook (11%)	YouTube (10%)	Twitter (7%)	Instagram (3%)	

Top 3 words used to describe Instagram



Instagram is trendy, social and creative

US	Social (50%)	Current (42%)	Friendly (41%)
Canada	Social (52%)	Trendy (43%)	Current (43%)
UK	Trendy (39%)	Social (38%)	Current (37%)
France	Current (45%)	Social (43%)	Trendy (42%)
Germany	Trendy (47%)	Creative (46%)	Inspirational (40%)
Italy	Trendy (41%)	Creative (41%)	Current (40%)
Swe/Den/Nor	Inspirational (45%)	Trendy (44%)	Creative (43%)
Brazil	Trendy (42%)	Social (39%)	Current (39%)
Australia	Social (53%)	Creative (44%)	Trendy (41%)
India	Social (38%)	Functional (37%)	Creative (36%)
Indonesia	Creative (53%)	Exciting (49%)	Quirky (49%)
Japan	Creative (25%)	Exciting (23%)	Useful (21%)

Top 3 words used to describe Twitter



Twitter is social, current and useful

US	Social (52%)	Current (42%)	Useful (40%)
Canada	Social (60%)	Current (47%)	Useful (40%)
UK	Social (48%)	Current (38%)	Trendy (33%)
France	Social (52%)	Current (48%)	Trendy (45%)
Germany	Current (37%)	Useful (35%)	Informative (31%)
Italy	Current (37%)	Informative (34%)	Trendy (31%)
Nordic	Social (42%)	Useful (35%)	Funny (32%)
Brazil	Social (42%)	Useful (34%)	Informative (34%)
Australia	Social (50%)	Current (39%)	Useful (32%)
India	Social (37%)	Useful (35%)	Friendly (32%)
Indonesia	Social (58%)	Useful (54%)	Current (52%)
Japan	Useful (34%)	Friendly (31%)	Informative (31%)

Top 3 words used to describe Snapchat



Snapchat is social, funny and current

US	Social (51%)	Friendly (44%)	Current (42%)
Canada	Social (48%)	Funny (42%)	Current (39%)
UK	Social (44%)	Current (42%)	Funny (41%)
France	Funny (57%)	Trendy (54%)	Current (52%)
Germany	Funny (51%)	Quirky (49%)	Trendy (45%)
Italy	-	-	-
Nordic	Funny (53%)	Social (48%)	Trendy (40%)
Brazil	Current (41%)	Trendy (39%)	Friendly (32%)
Australia	Social (44%)	Funny (43%)	Current (41%)
India	-	-	-
Indonesia	-	-	-
Japan	-	-	-

Top 3 words used to describe Tumblr



Tumblr is creative, funny and current

US	Creative (50%)	Social (47%)	Current (45%)
Canada	Creative (60%)	Funny (57%)	Social (49%)
UK	Creative (55%)	Funny (43%)	Current (41%)
France	-	-	-
Germany	-	-	-
Italy	-	-	-
Swe/Den/Nor	-	-	-
Brazil	Creative (42%)	Funny (41%)	Current (48%)
Australia	Funny (44%)	Creative (42%)	Trendy (38%)
India	-	-	-
Indonesia	-	-	-
Japan	-	-	-

Top 3 words used to describe YouTube



YouTube is funny, useful and informative

US	Useful (46%)	Funny (41%)	Current (37%)
Canada	Funny (53%)	Useful (50%)	Informative (39%)
UK	Funny (41%)	Useful (39%)	Current (33%)
France	Distracting (52%)	Friendly (42%)	Funny (39%)
Germany	Quirky (49%)	Funny (47%)	Useful (38%)
Italy	Funny (45%)	Useful (40%)	Informative (34%)
Nordic	Funny (47%)	Useful (38%)	Exciting (33%)
Brazil	Useful (46%)	Funny (45%)	Informative (38%)
Australia	Funny (46%)	Useful (45%)	Informative (37%)
India	Useful (39%)	Informative (37%)	Funny (32%)
Indonesia	-	-	-
Japan	Funny (39%)	Useful (25%)	Friendly (24%)

Top 3 words used to describe WhatsApp



WhatsApp is social, useful and friendly

US	Social (46%)	Useful (40%)	Friendly (36%)
Canada	Useful (48%)	Social (47%)	Current (41%)
UK	Social (44%)	Useful (40%)	Friendly (36%)
France	Useful (48%)	Current (40%)	Social (39%)
Germany	Useful (67%)	Functional (53%)	Social (49%)
Italy	Useful (61%)	Current (56%)	Functional (54%)
Nordic	Useful (34%)	Social (32%)	Functional (28%)
Brazil	Useful (58%)	Current (56%)	Social (52%)
Australia	Social (47%)	Useful (46%)	Functional (35%)
India	Friendly (57%)	Useful (56%)	Social (49%)
Indonesia	Useful (54%)	Friendly (50%)	Safe (49%)
Japan	Useful (29%)	Current (29%)	Functional (29%)

Go to market

Audiences & Goals

AUDIENCE	WHAT DO WE WANT TO THINK?	HOW DO WE DO THIS?	DELIVERABLES NEEDED TO ACHIEVE	HOW MANY VERSIONS?	TRANSLATIONS?
INFLUENCERS					
	Input and Inform	Roundtables	Presentation		
	Validate	Press briefings	Brief		
	Advocate		Video		
	Create Momentum/Sense of Urgency				
AGENCIES					
	Media Advocate to clients	(Exclusive?) Roundtable influencers	Presentation		
	Think Differently	Event	Client Ready Presentation		
	Educate	Workshop (Youth Garage via Creative Shop)	Video		
	Creative Ideation		Whitepaper		
	Inspire		Blog		
			What this means?		
BRANDS					
	Think Differently	Roundtable--influencers	Presentation	x12 markets	Translations
	Take action	Event	Client Ready Presentation	x12 markets	Translations
	Improve perception of FB	Workshop	Video	x12 markets	
			Whitepaper	x12 markets	Translations
			Blog	x12 markets	Translations
			What this means?		
SALES					
	Take to clients	Training	Sales Presentation	x12 markets	Translations
	Understand + activate+ \$\$\$	Creative shop (Garage) (Keynote)	Client Service Keynote	x12 markets	Translations
			Video	x12 markets	
			Internal promotion	x12 markets	
OTHER INDUSTRY					
	Think differently	Webinars	Blog		
		FBIQ site	FBIQ site		
		Speaker Training	Keynotes		
			Videos		
			Ads		
			Page Promotions		
CONSUMERS					

Communication Hierarchy

FBIQ : WE KNOW PEOPLE

YOUTH STUDY : WE KNOW YOUTH

HUMAN TRUTH IS UNCHANGED: Humanity is about IDENTITY, CONNECTION, EXPRESSION;
what has changed are the DIGITAL TOOLS and TOOLSETS

1.

13-24 is when we establish our sense of self—we now do that online, as well as offline.

IDENTITY



2.

Social Media isn't social or media, it is how we and evolve our identity and communication. (FOBO)

CONNECTION



3.

Connection is cultural fluency. Brands, "Brand Me" and Practice and Control

EXPRESSION



4.

Facebook is a rite of passage it begins as an aspiration that becomes a utility where you build your digital legacy

FOUNDATION