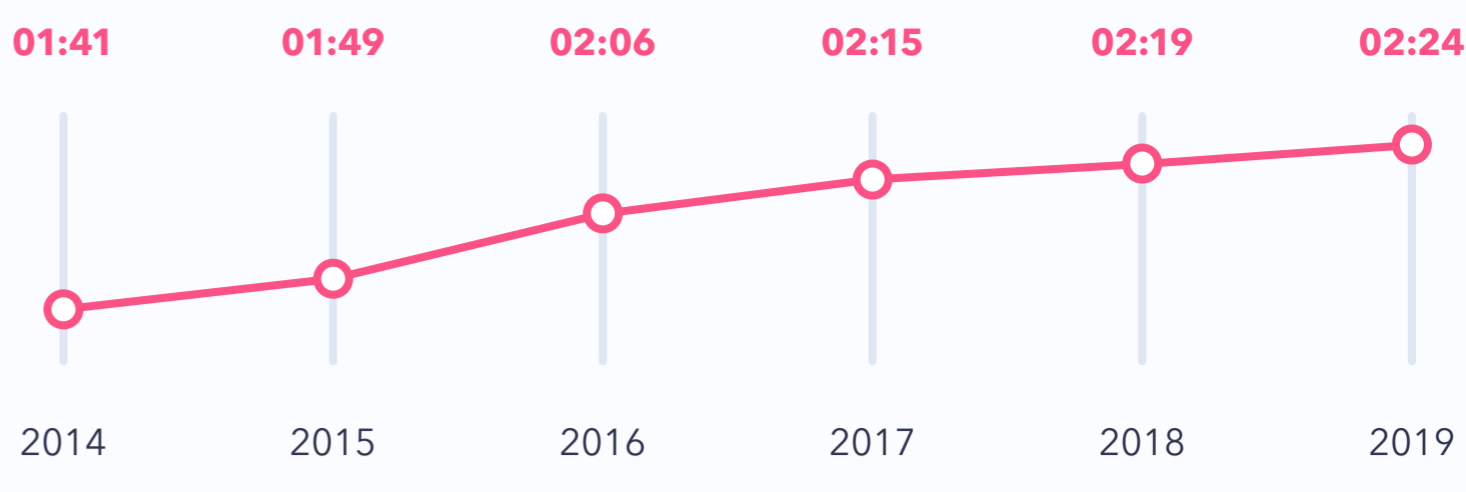


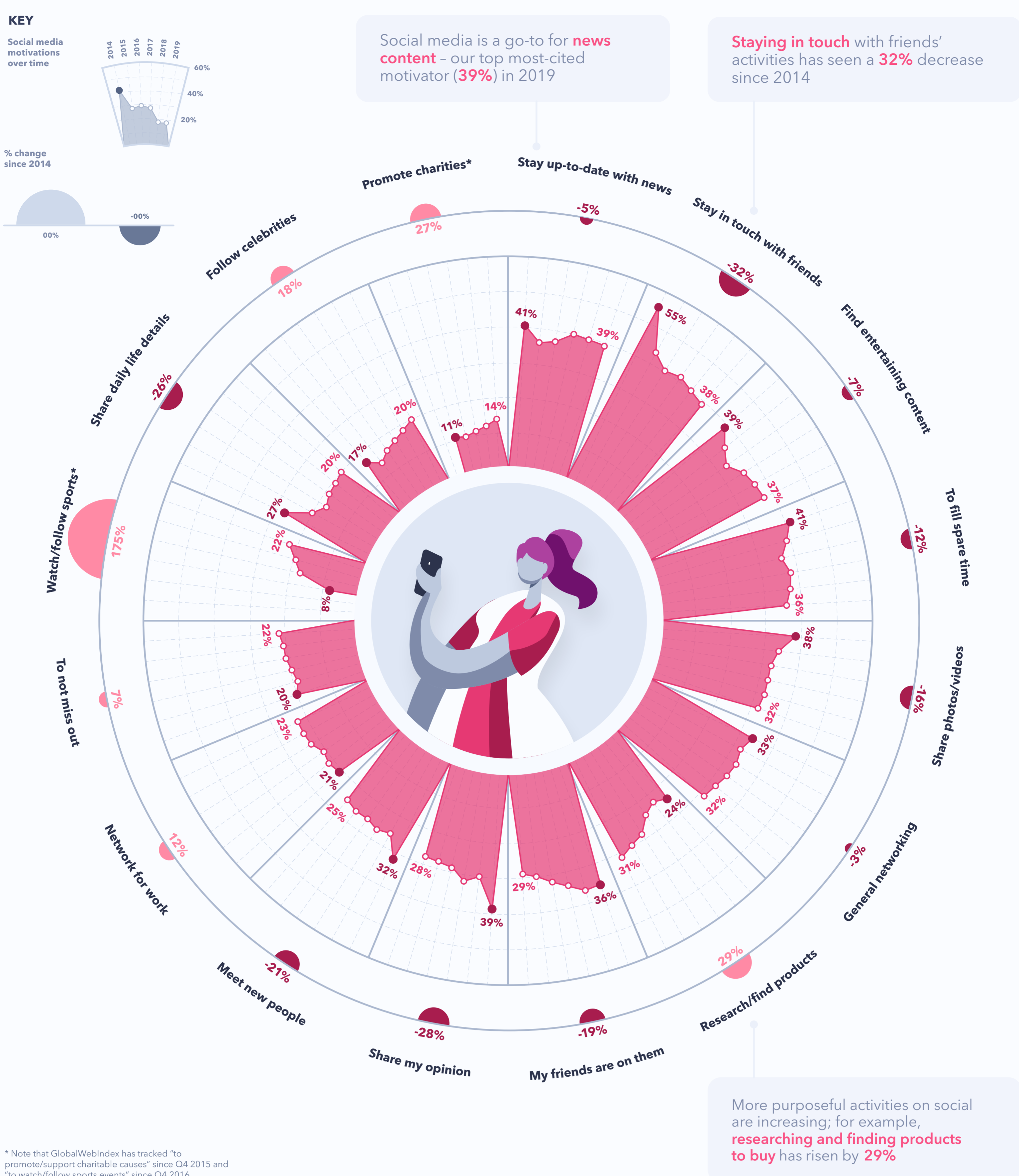
Social media motivations

Average time spent on social media each day in hh:mm



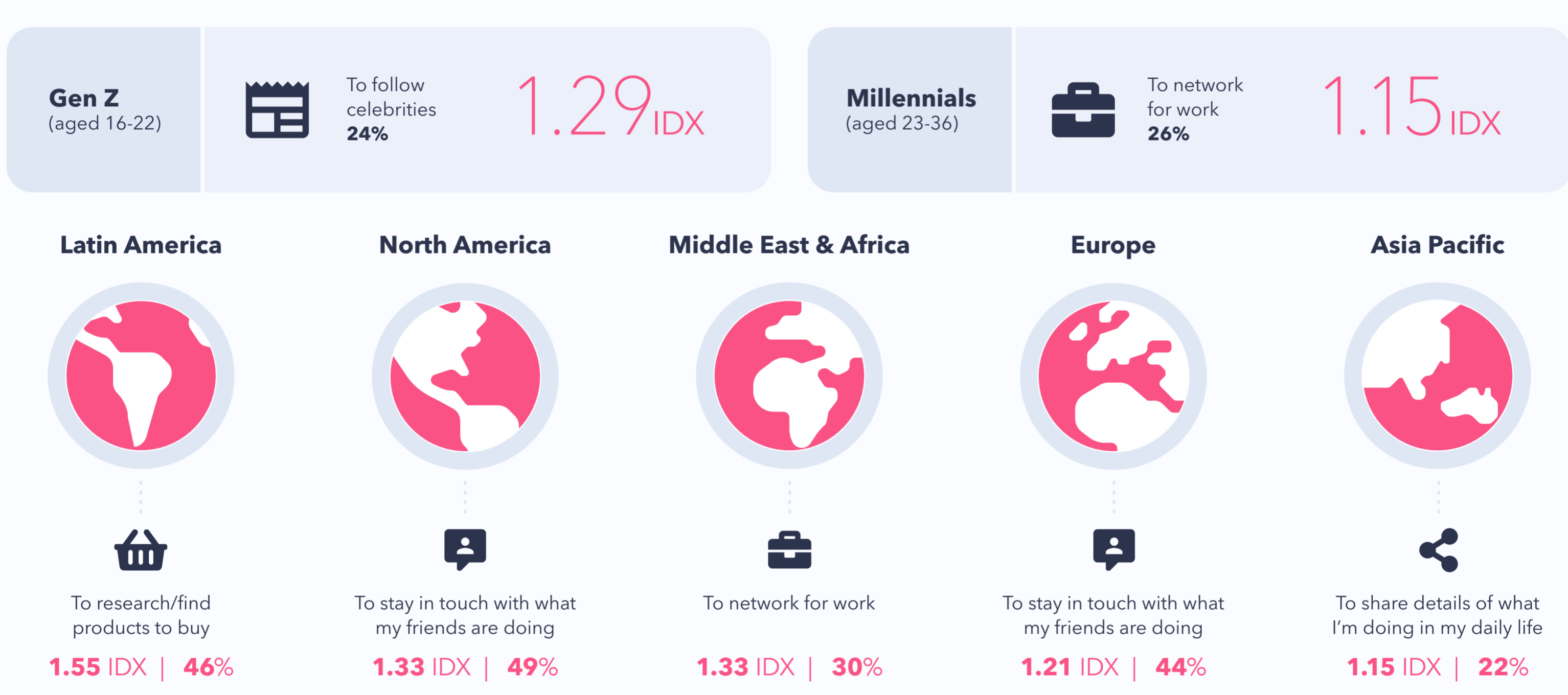
Social media motivations over time

% of internet users who say the following are their main reasons for using social media

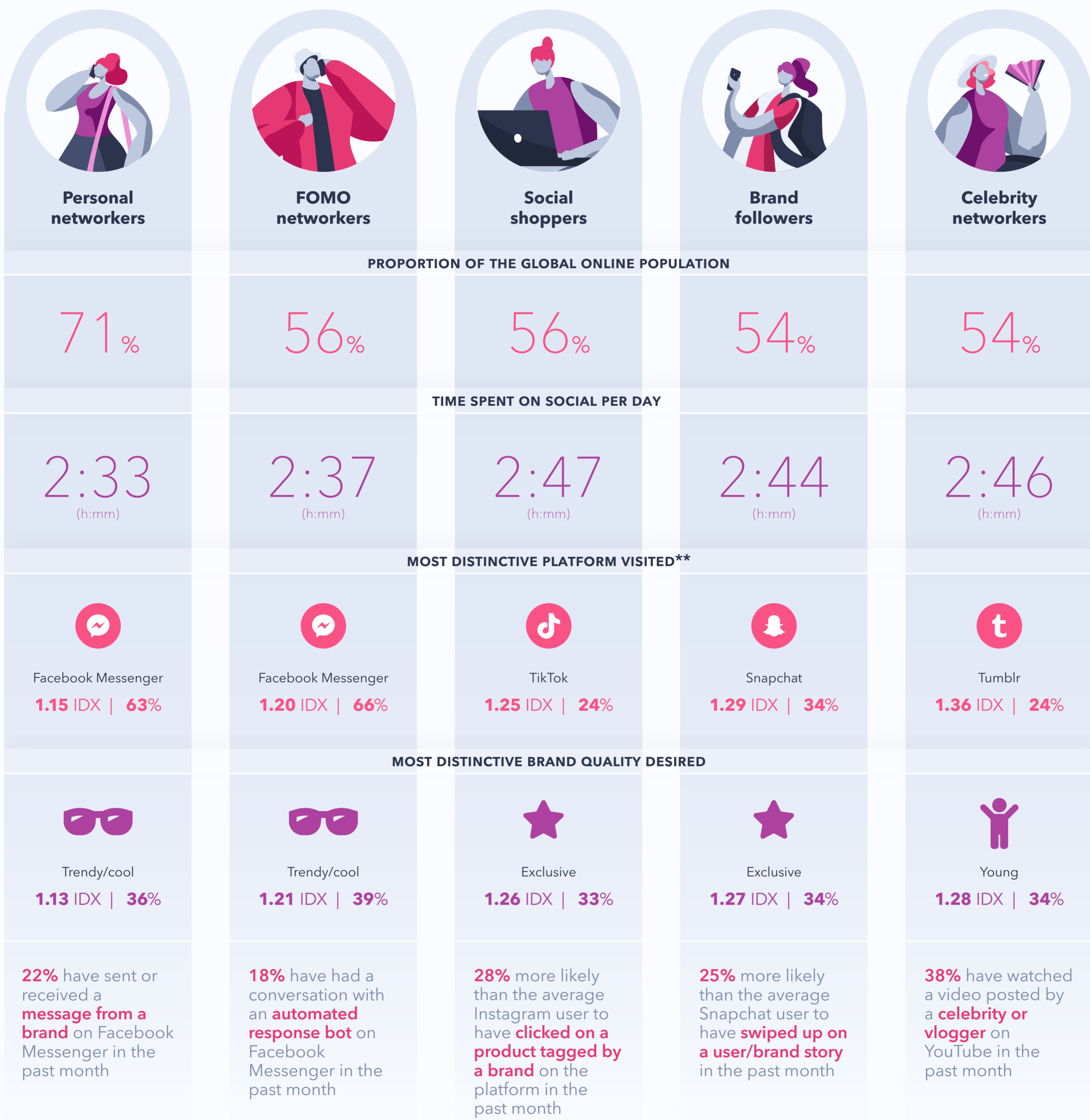


Highest-indexing motivation

Most distinctive motivation for going on social media, against the average internet user



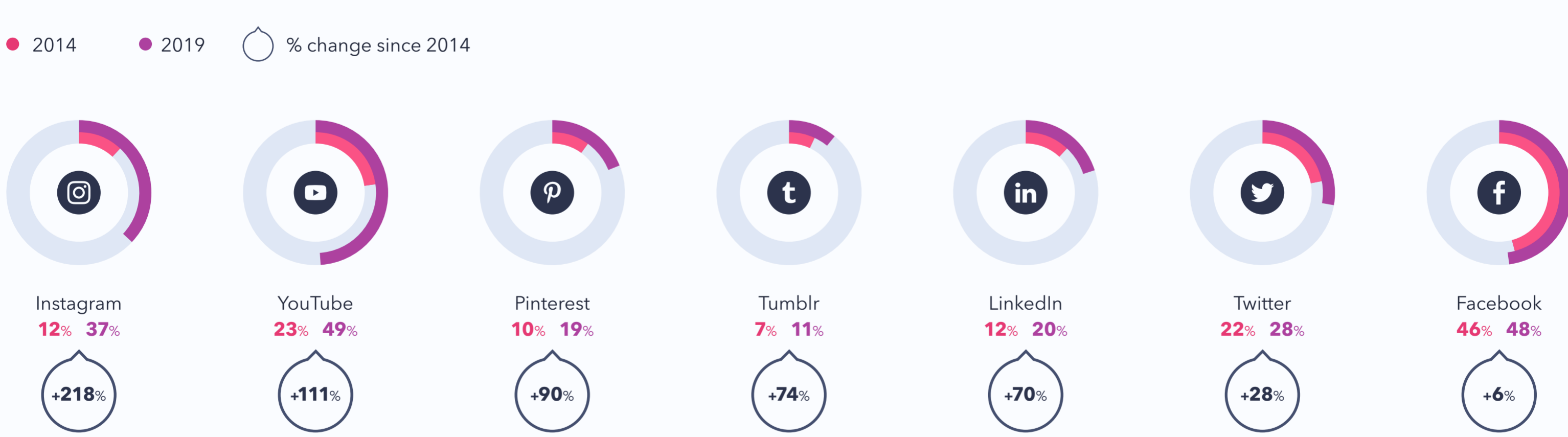
SOCIAL MEDIA SEGMENTS** UNDER THE MICROSCOPE



CHANGES OVER TIME

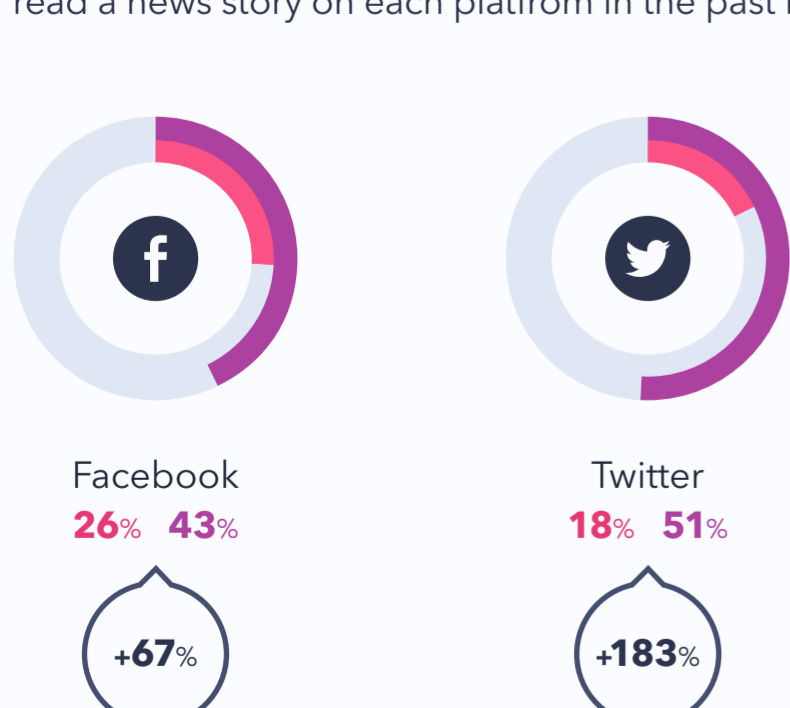
Stark differences in engagement on social platforms

% of internet users outside China who have actively engaged with or contributed to the following services in the past month



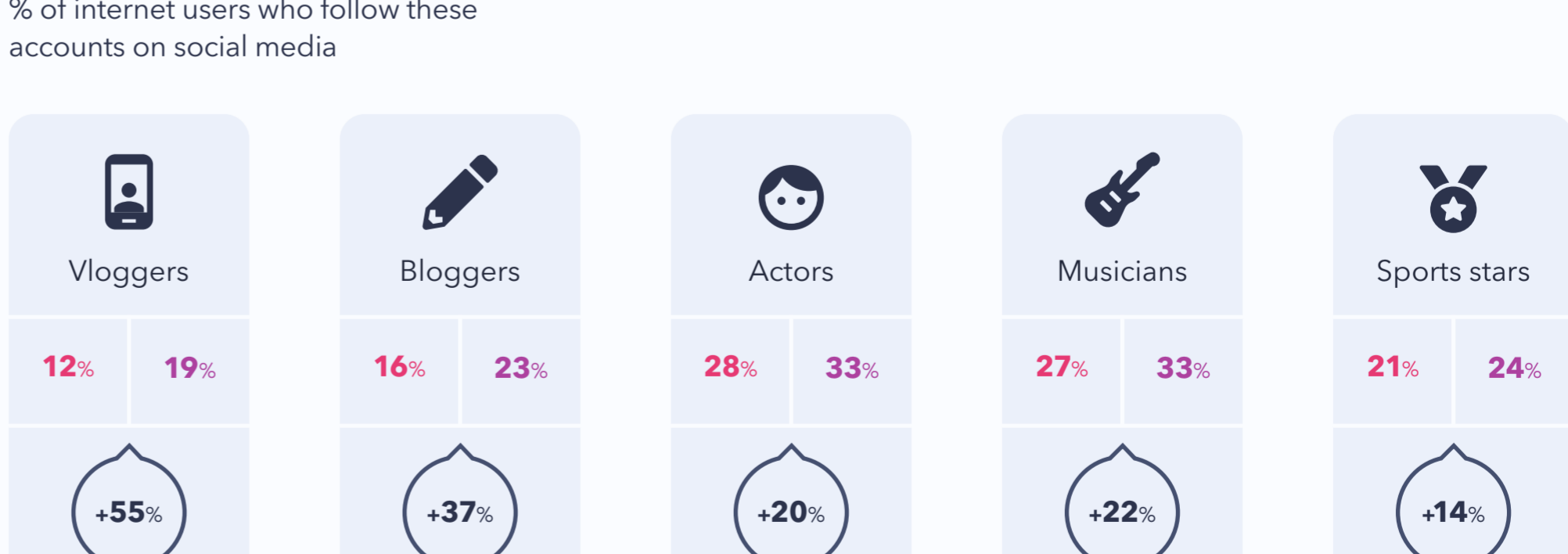
Social media is a growing news hub

% of Facebook/Twitter monthly visitors/users who have read a news story on each platform in the past month



Celebrities and influencers still growing in importance

% of internet users who follow these accounts on social media



Brand interactions on social media over time

% of internet users who have done the following actions in the last month

