

# Trends in Social Media Usage

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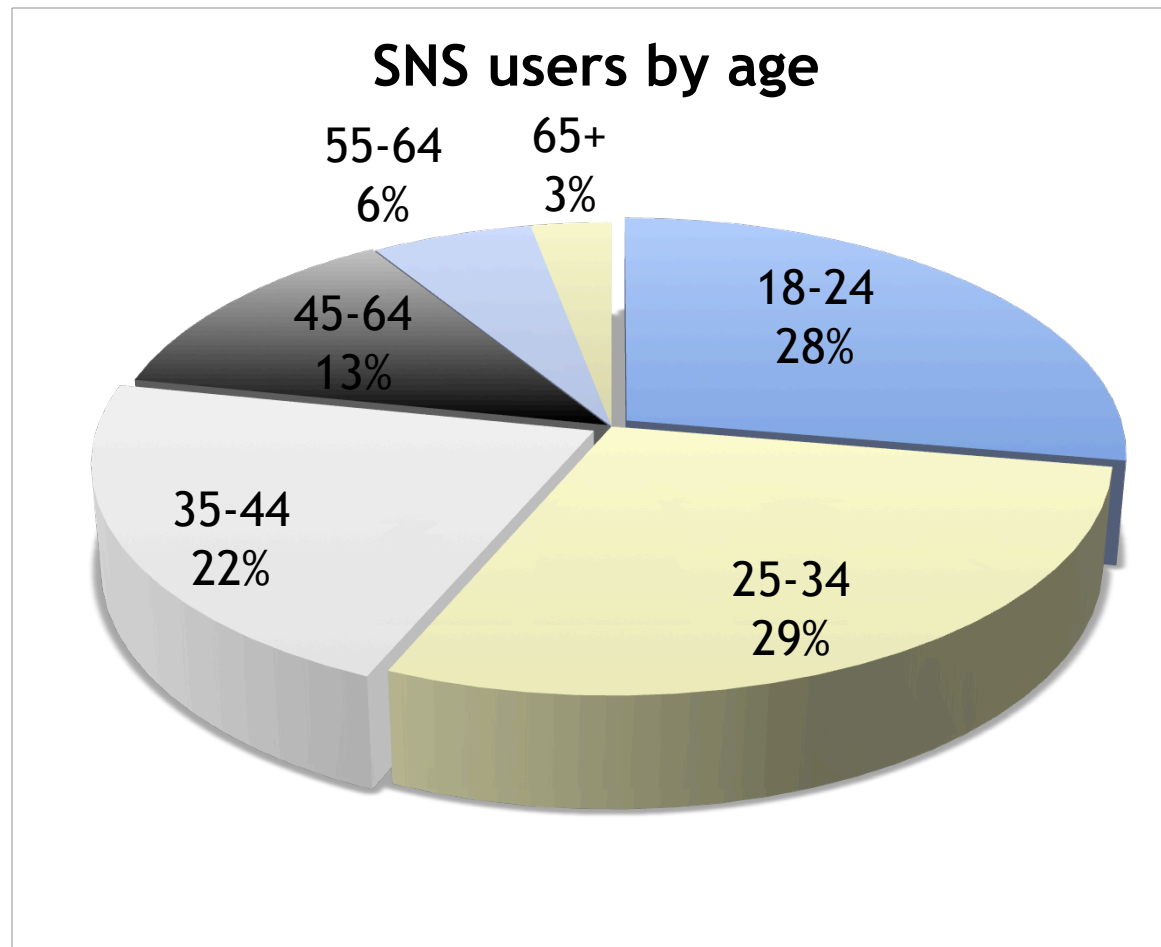


# First, the big news...

- Social networking sites (SNSs) have hit the mainstream
  - Of the 79% of US adults who were online in 2009, 46% have used at least one SNS
    - 8% of online US adults used a SNS in 2005
  - Facebook emerging as SNS winner: 73% adult SNS users have FB account
  - 48% on MySpace, 14% on LinkedIn
  - 6% have Twitter account (more on that later)

Source: Pew Internet & American Life August 2009 survey <http://pewinternet.org>

# Mainstreaming of SNSs



- 2009 SNS users look like rest of adult internet population
  - Skews slightly younger

Source: Pew Internet & American Life August 2009 survey <http://pewinternet.org>

# What are you doing?

- Status updating is on the rise
  - 19% adult internet users use Twitter or **another service** to share or read status updates
  - Median age of Twitter user is 31
    - Median age for Facebook is 33, MySpace 26
- Status updaters are younger adults
  - 37% of 18-24 internet users are status updaters
  - 31% of 25-34 use, and 19% of 35-44

Source: Pew Internet & American Life Twitter & Status Updating Fall 2009

# What are you doing?

People who

- use social networking sites
- have wireless/mobile devices
- own multiple devices (laptop, cell phone, Kindle, etc.)

are more likely to use Twitter or another status updating service

Source: Pew Internet & American Life August 2009 survey <http://pewinternet.org>

# What are we talking about?

- On Twitter, it's all about me
  - 80% of Twitter users are “Meformers” who post self-focused, “me now” messages
  - 20% of Twitter users are Informers who post information sharing messages (links)
  - Both groups of Twitter users post opinions/ complaints and random thoughts, but at lower rates than the dominant message type
- Teens tweet to follow (and interact with) celebrities
  - Teens are also using Twitter to meet new people

Sources: Naaman, Boase & Lai (2009); boyd (2009)

# We are listening...and talking

- Podcast awareness and consumption growing\*
  - 22% of 12+ population have listened to audio podcast
  - 18% of 12+ have watched video podcast
  - 25% of Americans watched/listened to downloadable media
  - Podcast consumers are more likely to be Twitter users
- Podcast listening is one reason why people start their own podcasts

Sources: Edison Media Research (2009); Markman (2009)

# We are listening..and talking

- Podcasters represent classic early-adopters
  - Typical podcaster is male professional in his mid 30s with college degree
  - Podcasters blog & use Twitter, SNSs, and SMS at rates far higher than general internet population
- What motivates podcasters?
  - Audio podcasters have a desire to “do radio”
  - Podcasters have deep love of subject matter
- Podcasters come for the tech, stay for the community

# Other social media trends

- MySpace & Facebook populations diverging
  - Hispanic teens & college students more likely to use MySpace
- Email and mobile technologies emerging as important for volunteers & civic participation, esp. for adults under 45
- Online video audience shoots up
  - 62% online adults used YouTube or similar sites in 2009, up from 33% in 2006



# Thanks!

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