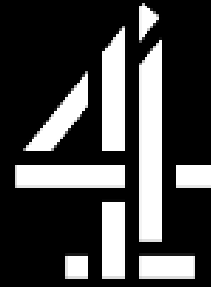


little black book



...of Social Media





Contents

01

Social Media
Usage

02

News & Current
Affairs

03

Safety & Security

04

Mental Health

05

TV & Talent

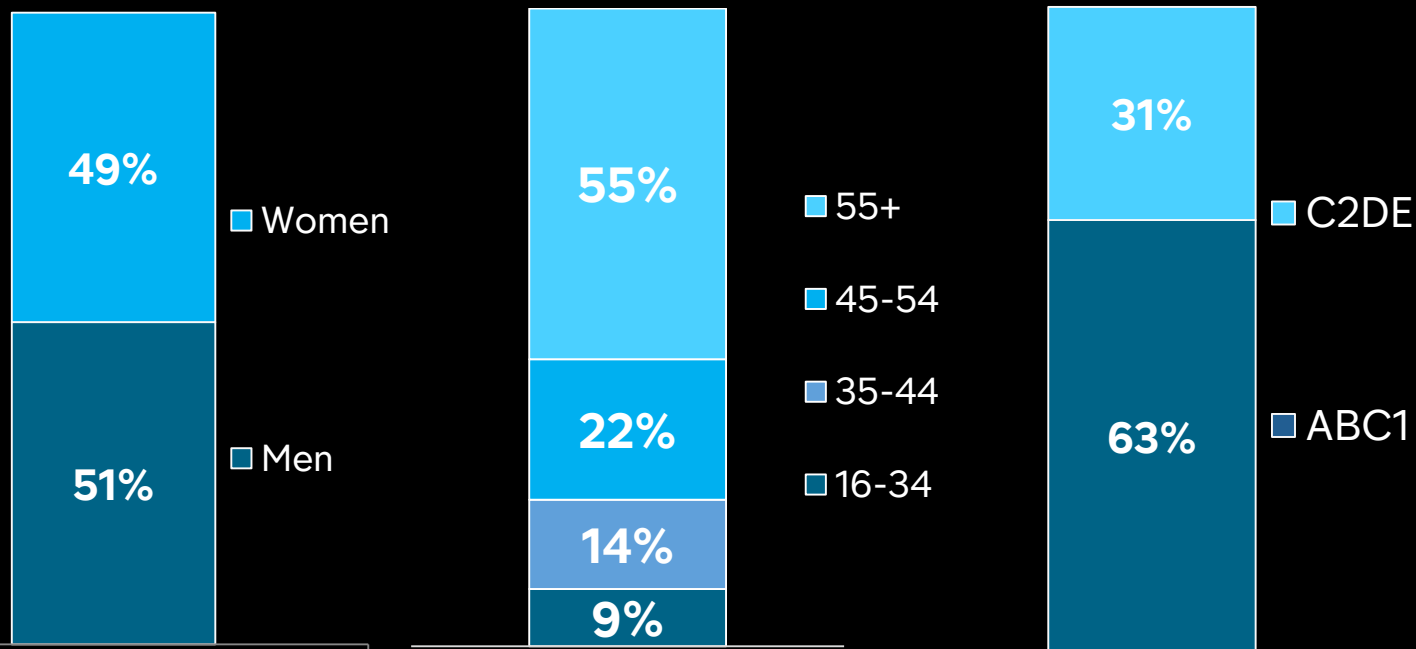
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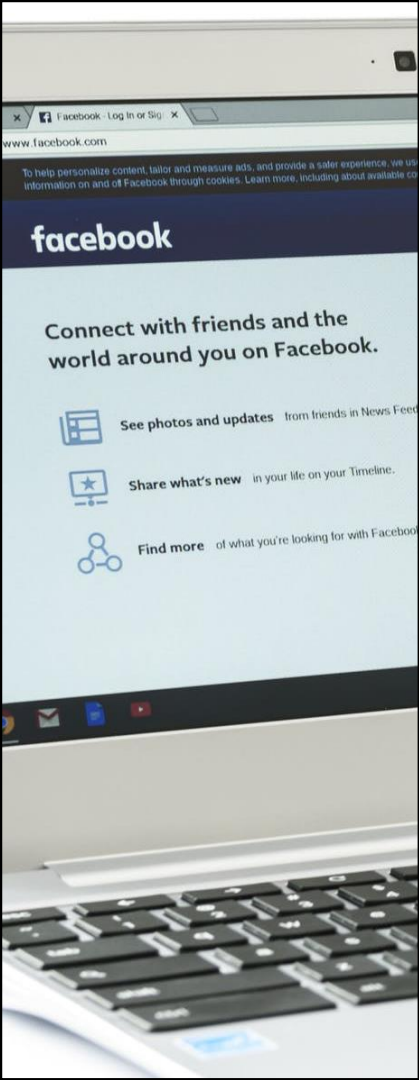
Our Channels

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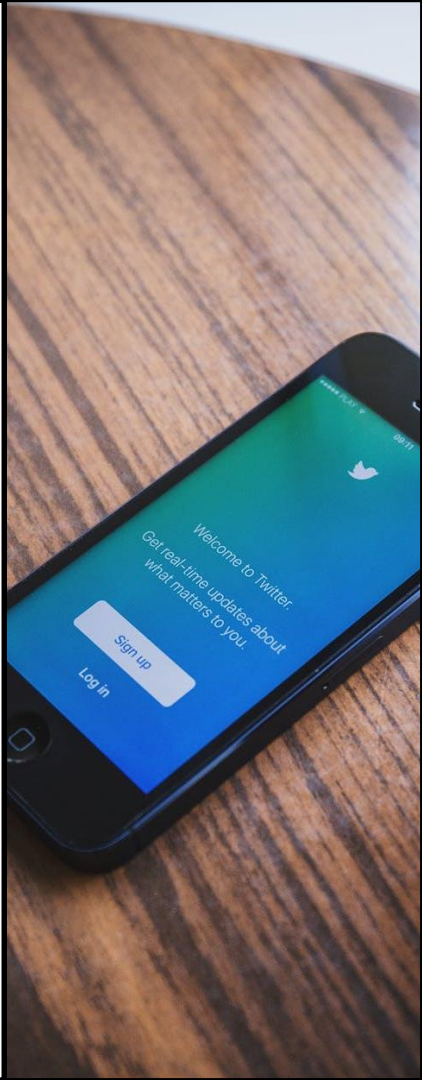
The sample had an upmarket skew





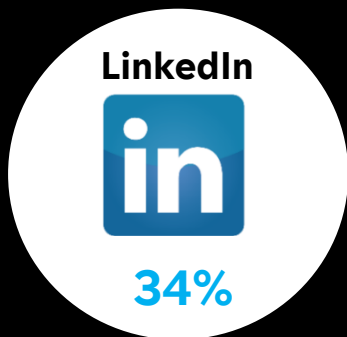
01

Social Media Usage



9 in 10 have a social media account


Which of these social networks do you have an account with?



86% for
16-24s!

Each channel serves a different purpose


...and of the accounts that you use, what do you use them for? (Top 3 listed)




1. Seeing what friends are up to (77%)
2. Passing the time (2 in 3)
3. Talking to friends (60%)




1. Talking to friends (80%)
2. Seeing what friends are up to (1 in 3)
3. Posting photos (29%)




1. Keeping up with current affairs (51%)
2. Passing the time (48%)
3. Sharing opinions and debating topics (4 in 10)




1. Posting photos (54%)
2. Seeing what friends are up to (53%)
3. Passing the time (1 in 2)



1. Looking for career inspiration or jobs (56%)
2. Promoting myself (21%)



1. Passing the time (45%)
2. Looking for fashion inspiration (31%)



1. Seeing what friends are up to (38%)
2. Posting photos (29%)



Source: Social Media Little Black Book, March 2019, n = 1103

Facebook still comes out top, but not for youngs



50%



chose **Facebook** as their favourite social network



...but 45%



of **16-24s** chose **Instagram** as their favourite social network

(just 14% of 16-24s chose Facebook)



There are mixed opinions about social media

To what extent do you agree or disagree with the following statements?

Some are concerned...

77% agree that social media should be more regulated

71% are concerned about the safety of social media

57% think children should not be allowed on social media

...while others are more positive

77% agree that social media helps them to stay in touch with people

47% think social media is a great way to keep up with current affairs

1 in 5 can't imagine their life without social media



And almost a third think they'll spend less time using it in the future

Why?

1. It's a waste of time...

"I waste too much time when I could be reading or writing or studying."

"It is too easy to waste time on social media - sit down for a few minutes, and before you know it, an hour has gone by."

2. It's too addictive...

"I find it's very addictive. I always find myself reaching or staring at other phone. Which I know is not healthy at all!"

"It can be all consuming and addictive, I want to think about it less."

3. Would rather be out doing other things...

"I spend too much time looking at screens instead of enjoying things in the moment."

"Other things to do in REAL life."

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Channel 4 News ✓

@Channel4News

Stories that reveal and inspire, challenging expectations. Follow our weekly international news series 'Uncovered' on Facebook Watch bit.ly/2Sch5PM

📍 United Kingdom

channel4.com/news

02

News & Current Affairs



Televised news is still the most trusted


Thinking about the news or current affairs, to what extent do you agree or disagree with the following statements?

Social media companies should do more to regulate fake news



89% agree

I trust televised news more than news on social media




73% agree

Social media is useful for getting up-to-date information




Over half agree

I prefer to read the newspaper than follow news on social channels



41% agree

I get most of my news through apps on my phone these days



1 in 3 agree


60% for 16-34s!

I enjoy spoof news stories on social media



19% agree

I find news in video format easier to digest than written articles



18% agree

Over half

of those who think social media is a great way to keep up with current affairs

follow a news-related
social channel



theguardian





03

Safety & Security

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Almost 3 in 4 have their privacy settings as high or very high

Thinking of your own social media usage, how high are your privacy settings on your accounts?

21%
very high privacy

"I have set it so that I cannot be searched or followed"

52%
high privacy

"Only friends can see my details and posts, but I am searchable"

19%
moderate privacy

"I have some information that is viewable to all"

3% varied privacy

"I update the privacy settings for each post, so that some are visible but some are private"

5% low privacy

"Most or all of my profile is open to the public"



13% of 16-34s have varied or low privacy settings



Hackers and data-leaks are big concerns

You said that you're concerned about the safety of social media. What are your concerns?

Of those that are concerned about the safety of social media...



96% are concerned about hackers accessing their profile
Two thirds see this as major concern



96% are concerned about the use of their personal data online
Two thirds see this as major concern



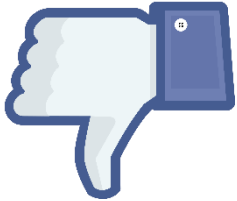
93% are concerned about being targeted by companies using their personal data
Over half see this as major concern



Publicised social media scandals don't always lead to behaviour change

92%

heard about the 2018 Facebook and Cambridge Analytica scandal



Over half

had a less positive view of social media as a result



Just 19%

then changed their social media usage

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Source: Last year, Cambridge Analytica and Facebook were involved in a data scandal. Were you aware of this? (n=1223) Did you change your opinion of social media / change your usage as a result? (n = 833)

“Get rid of racist and hate posts.
Prosecute offenders such as trolls much
more severely. **Eradicate fake news** and
dangerous **false posts**”

“I think more safety
regulations are needed.
Accounts need to be
monitored more and
complaints need to be
dealt with more seriously”

“**Removal of offensive posts** /
films depicting unsavoury /
cruel/dangerous acts or
events”

88%

think that social media
organisations should do
more to protect people

“Have a **proof of age** using drivers
licence or passport , more
stringent **checks on companies**
advertising.”

“More monitoring of their
sites - and **ensuring that**
children under 18 cannot
access sites are not suitable
for them (again this is partly
up to the parents)”





04

Mental Health

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Almost half think social media can be bad for mental health

What are your initial thoughts on a relationship between social media usage and mental health?

49% think social media can have a negative impact on mental health

16-34s are **most** likely to agree (57%)

"Unrealistic representation of people's life's gives **unattainable** goals"

"There is a lot of **cyber bullying** that goes on that maybe wouldn't happen in real life"

"Young people can get **anxious**, and worse, with being '**unliked**', or not having enough '**friends**'"

"Some people are influenced by **dangerous postings** self harm and so on"

"Vulnerable people can **take the rubbish posted** to heart and feed an already neurotic person's worries"

14% think social media can have a positive impact on mental health

16-34s are **least** likely to agree (9%)

"Allows people to **reach out to support groups**, talk to others who are experiencing the **same issues**"

"By making people **aware** of mental health issues and **talking openly** about them"

"If used right can **reduce isolation** of housebound people, support **pages & groups** for combatting eating disorders, addiction etc."

"I found it really helpful following a bought of depression. **Facebook in particular had groups** who were wonderful"

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black
book



Social media can give unrealistic standards

Thinking about social media, to what extent do you agree with the following statements?

90% agree..




Posts on social media can paint an unrealistic picture of life

89% agree..



Social media channels have a duty to protect users from bullying

89% agree..




Posts on social media can portray an unrealistic body image

87% agree..




We all have a responsibility to look out for bullying on social media

83% agree..



Social media channels have a duty to protect users from graphic content

72% agree..



Connecting with others on social media can provide a support network

43% agree..



Social media can be inspirational to help you reach your goals

63% for 16-34s!





Channel 4 ✓

@Channel4



BBC One ✓

@BBCOne

05

TV & Talent



E4 ✓

@E4

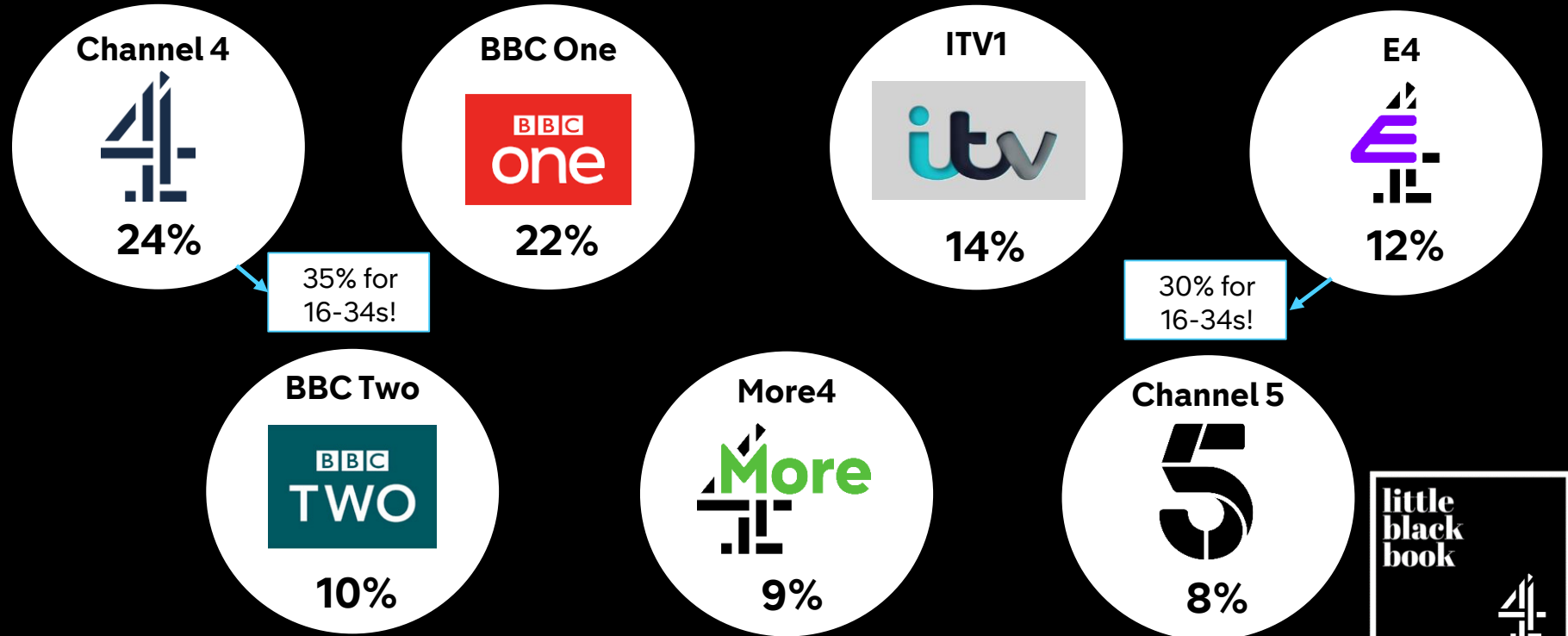


ITV ✓

@itv

1 in 3 follow a TV channel on social media

16-34s are most likely to follow a TV channel - over half of them do so



They're most likely to follow TV programme accounts

Do you follow or interact with any of the below on social media? If so, please give examples.



28%

follow TV programme
accounts
(**41%** for 16-34s)



21%

follow celebrities from
their favourite TV shows
(**42%** for 16-34s)



20%

follow celebrities – but
not from TV
(**35%** for
16-34s)

Top mentions: Bake Off, Strictly, Have I Got News for You, Stephen Fry, Ricky Gervais, Ant & Dec, musicians and sports stars.



They're divided between avoiding and using social media while watching TV

And when it comes to TV, how much do you agree with the following statements?

37% agree... "I avoid social media when I'm watching TV so I don't get spoilers"

37% agree... "I often check my social media feeds while watching TV"

24% agree... "I enjoy the content TV Channels post on social media"

19% agree... "I enjoy discussing the plot or storyline on social media"

11% agree... "I often share posts from TV Channels on social media"

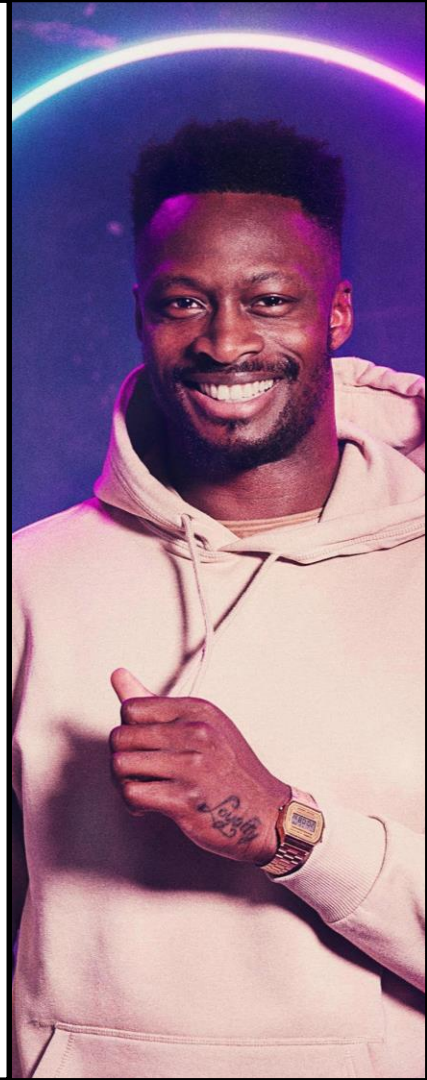




06



Our channels



Channel 4



91% use social media



77%



59%



50%



36%

Over a third follow a TV channel account



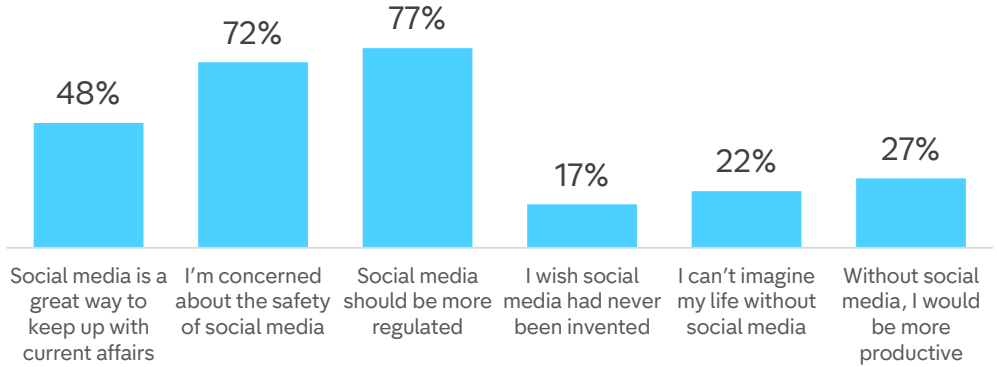
28%

follow a TV programme



21%

follow TV celebs



C4 viewers are most likely to...

54%



Think social media is useful for getting up-to-date information

89%



Think social media organisations should do more to protect people

83%



Think social media channels should protect users from graphic content

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91% use social media



78%



59%



50%



39%

4 in 10 follow a TV channel account



29%



19%



12%



31%

follow a TV programme



26%

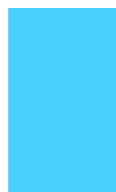
follow TV celebs

52%



Social media is a great way to keep up with current affairs

72%



I'm concerned about the safety of social media

78%



Social media should be more regulated

20%



I wish social media had never been invented

21%



I can't imagine my life without social media

28%



Without social media, I would be more productive

E4 viewers are most likely to...

22%



Enjoy spoof news stories on social media

72%



Consider hackers accessing their profile a 'major concern'

90%



Think social media posts can portray an unrealistic body image

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89% use social media



74%



53%

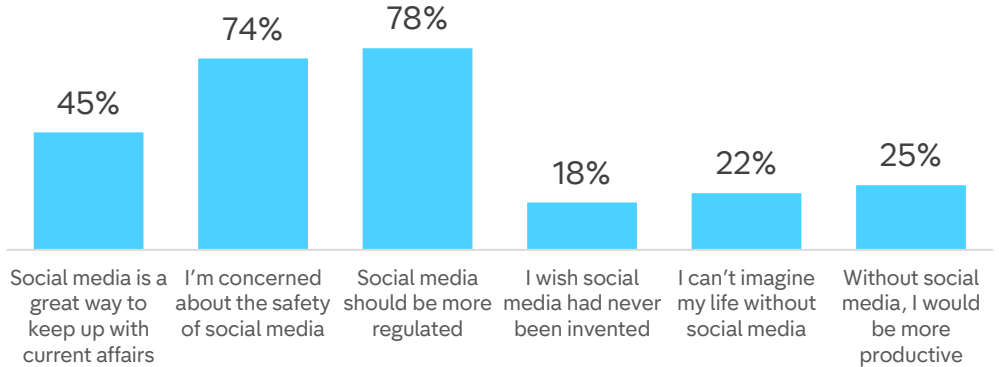


50%



35%

Almost 40% follow a TV channel account



More4 viewers are most likely to...

43%



Prefer to read the newspaper than follow on social media

22%



Have their privacy on social media on the highest setting

90%



Think social media channels have a duty to protect users from bullying



87% use social media



74%



53%



46%



34%

42% follow a TV channel account



32%



19%



15%



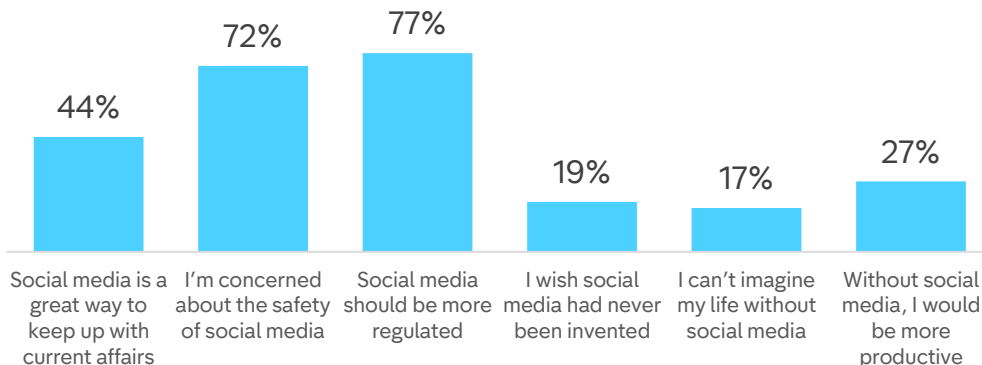
28%

follow a TV programme



19%

follow TV celebs



Social media is a great way to keep up with current affairs

I'm concerned about the safety of social media

Social media should be more regulated

I wish social media had never been invented

I can't imagine my life without social media

Without social media, I would be more productive

Film4 viewers are most likely to...

89%



Think social media companies should do more to regulate fake news

57%



Are concerned with the safety of their children online

66%



Consider being targeted by companies using personal data a 'major concern'

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ABC1 Adults

92% use social media



77%



61%

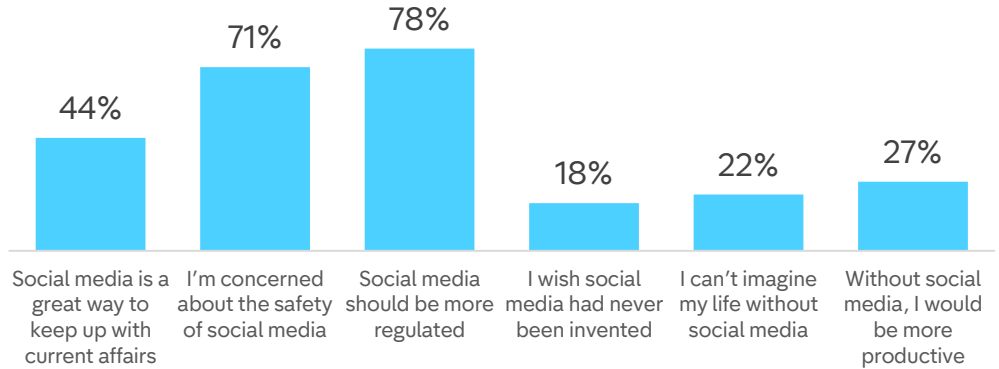
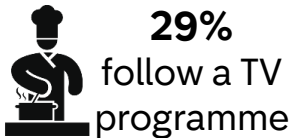


53%



43%

1 in 3 follow a TV channel account



ABC1 Adults are most likely to...

75%



Trust televised news more than news on social media

95%



Heard about the Cambridge Analytica scandal

92%



Think social media can paint an unrealistic picture of real life

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16-34s

95% use social media



77%



73%



66%



60%

Over half follow a TV channel account



41%

follow a TV programme



42%

follow TV celebs

70%



Social media is a great way to keep up with current affairs

69%



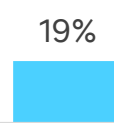
I'm concerned about the safety of social media

65%



Social media should be more regulated

19%



I wish social media had never been invented

34%



I can't imagine my life without social media

48%



Without social media, I would be more productive

16-34s are most likely to...

60%



Get most of their news through apps on their phone

49%



Consider location tracking on social media as a 'major concern'

63%



Think social media can be inspirational and help you reach your goals

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