



# Decoding Social Media

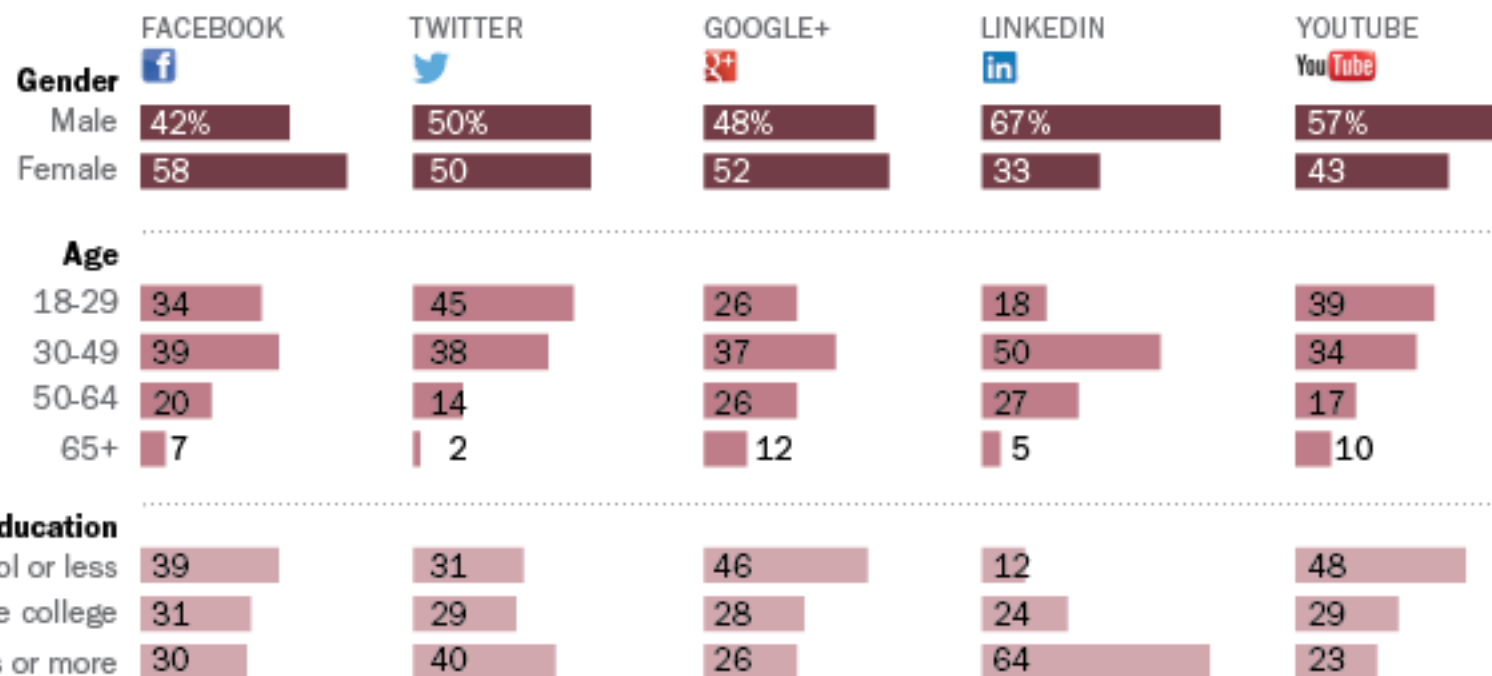
Alfred Hermida / Julio Viskovich  
Jan 6 2015

A person in a dark jacket and trousers stands with their back to the camera on a wooden pier. They are looking out over a calm body of water, likely a lake, which is shrouded in a thick mist or fog. In the background, rolling hills or mountains are visible through the haze. The sky is overcast and grey. The overall mood is contemplative and serene.

Why are  
we here?



Percent of news consumers for each site



Note: Based on Facebook news consumers (N=1,429); Twitter news consumers (N=359); Google Plus news consumers (N=194); LinkedIn news consumers (N=144); YouTube news consumers (N=456). Aug. 21-Sept. 2, 2013.

## THE SOCIAL MEDIA AUDIENCE: AGE AND GENDER

### PINTEREST

**83% FEMALE 17% MALE**

**USERS  
18-34**

**32%**



**USERS  
35-54**

**45%**



**USERS  
55+**

**23%**



### FACEBOOK

**57% FEMALE 43% MALE**

**20%**



**45%**



**35%**



### TWITTER

**46% FEMALE 54% MALE**

**33%**



**43%**



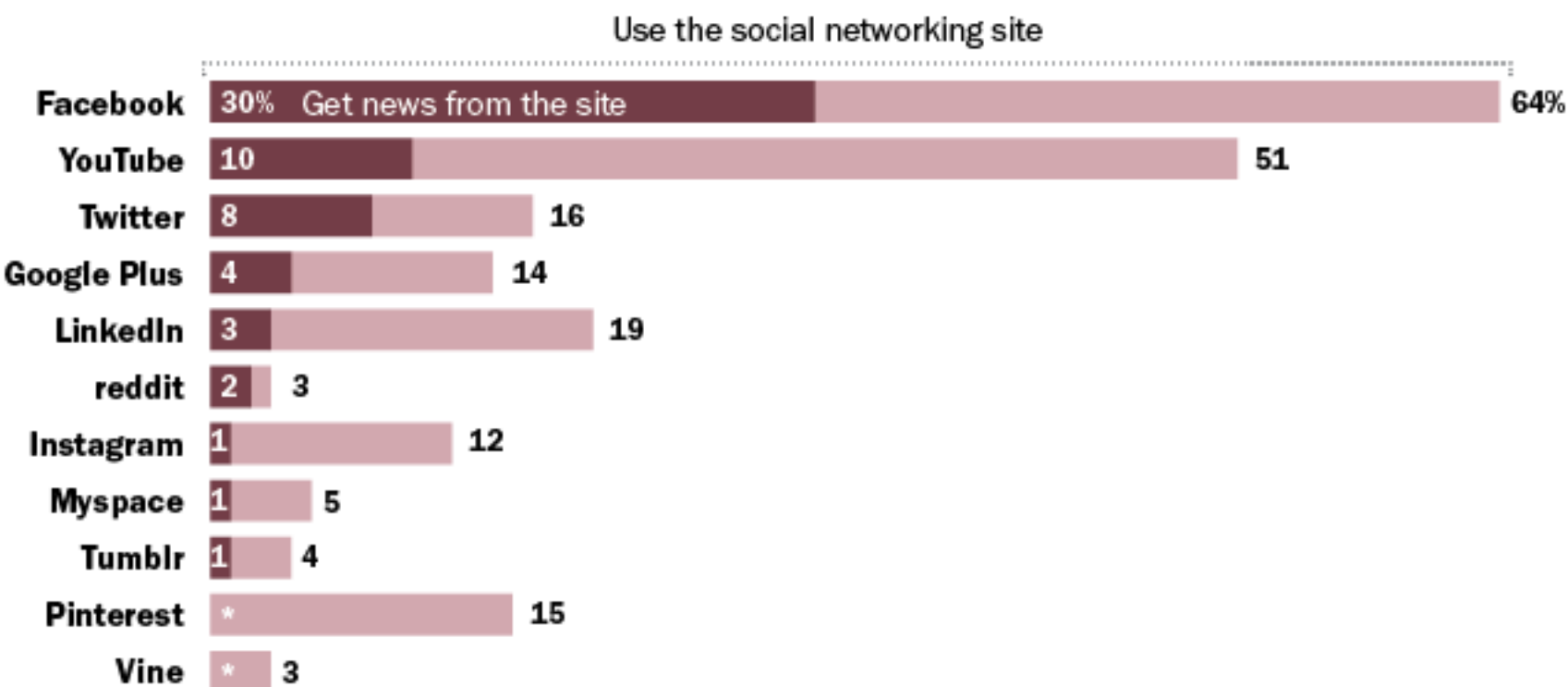
**24%**



**43%**  
of Twitter users are  
between 35-54 years old.

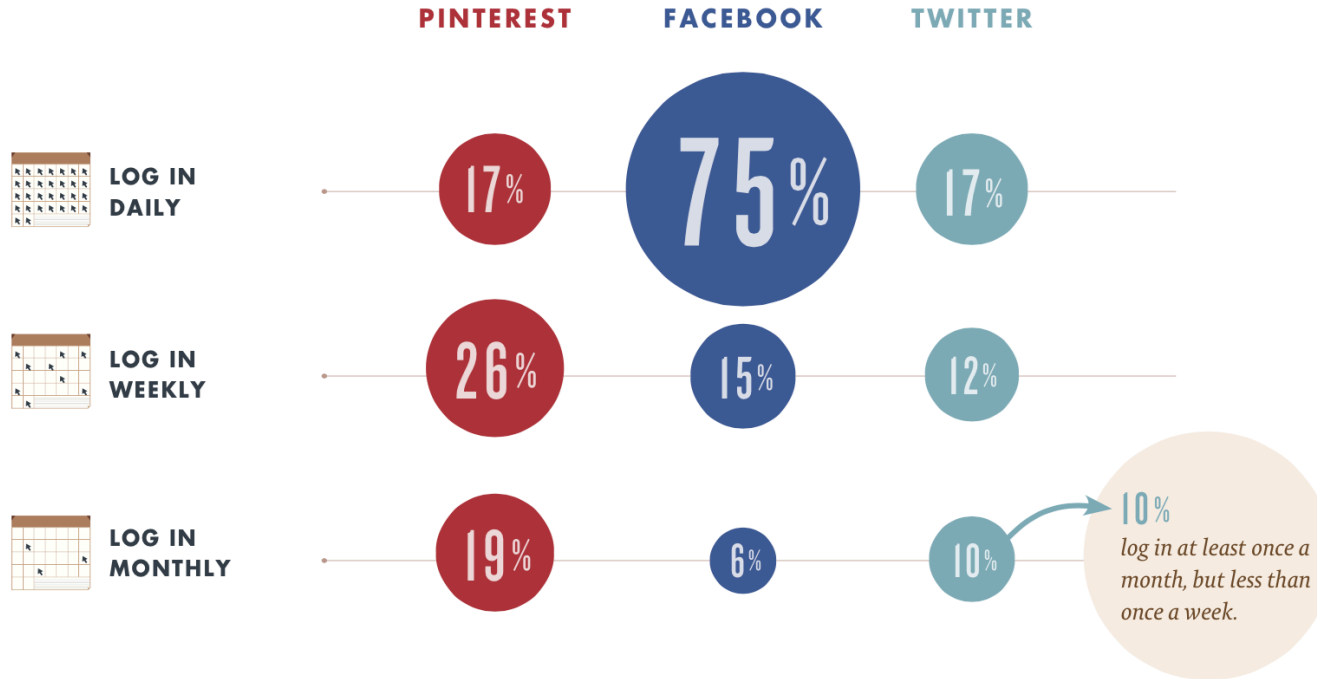
*Which of the following social media sites, if any, do you use? / Asked February 2013*

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site



Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent.  
Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)

## SOCIAL NETWORK USAGE



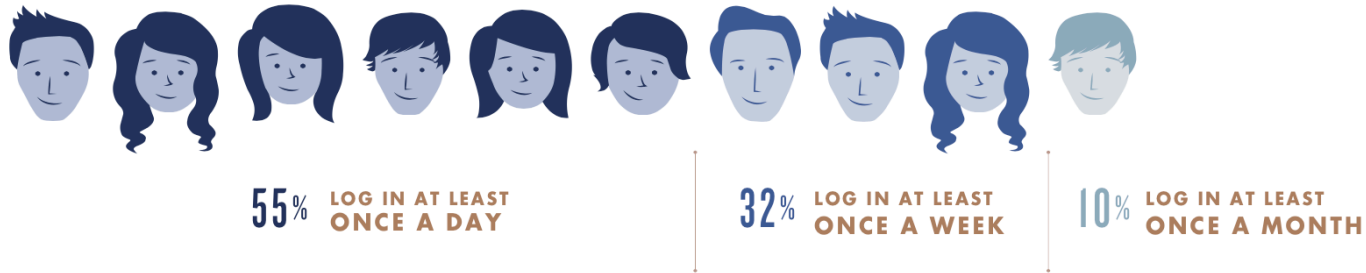
On average, how often do you visit or log into one of these sites or services, either in your web browser or by using an app?

Asked April 2013

## MEET THE LURKERS

MEET THE 65% OF FACEBOOK USERS WHO POST LESS THAN 5 TIMES PER WEEK

### LOG-IN FREQUENCY



### POSTING FREQUENCY



*How often do you access your Facebook account? On average, how often do you post, like or share an update, video, photo or comment on Facebook? / Asked February 2012*



RANGE OF TWITTER CONVERSATION  
AFTER THE NEWTOWN TRAGEDY

**64%**  
support stricter  
gun controls

**21%**  
oppose  
stricter gun  
controls

PEW RESEARCH CENTER PUBLIC OPINION  
SURVEY IN THE SAME PERIOD

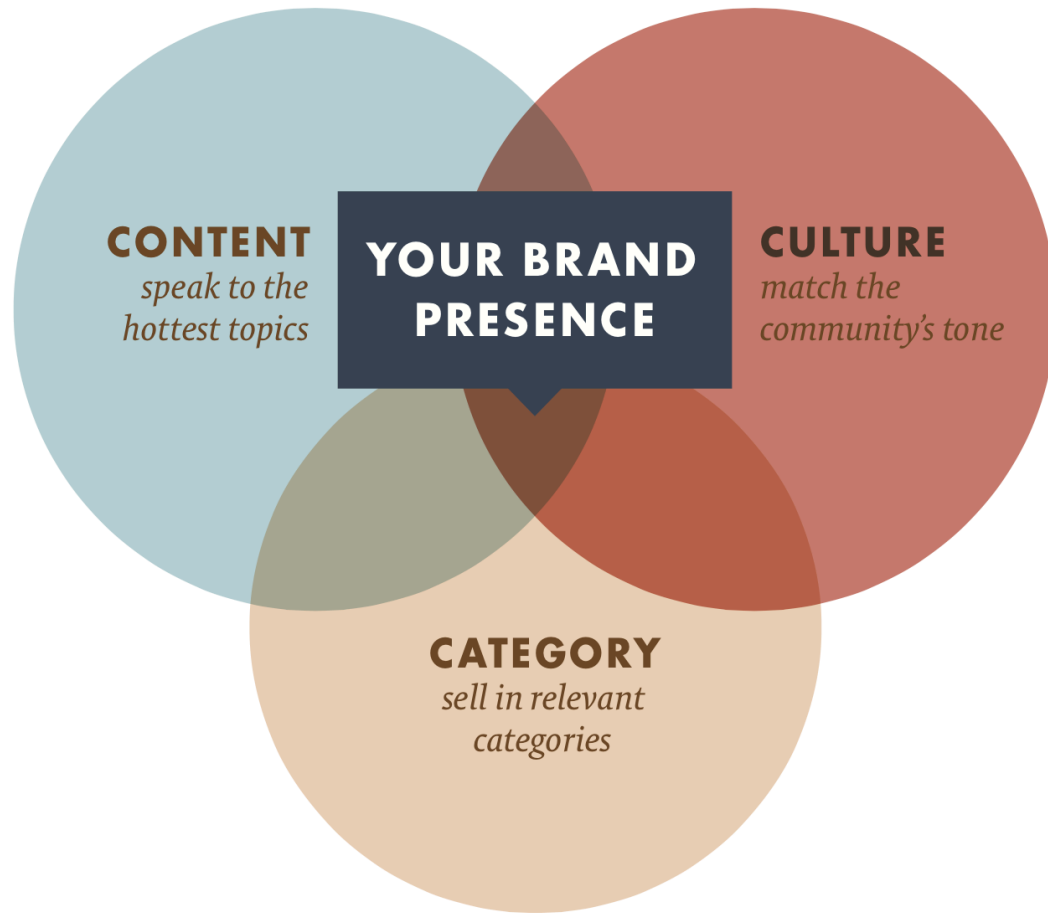
**49%**  
Say more  
important to  
control gun  
ownership

**42%**  
Say more  
important to  
protect gun  
rights

Note: Pew Research analysis of Twitter conversation using Crimson Hexagon technology; Dec. 14 (10 a.m. ET)–Dec. 17 (noon ET), 2012. Public opinion survey; Dec. 17-19, 2012.



## HOW TO CALIBRATE YOUR PRESENCE ON EACH SOCIAL NETWORK





What is  
different  
about  
social  
media?





What is  
different  
about  
social  
media?

Volume  
Visibility  
Velocity  
Reach

# Group discussion

- What is context collapse and why does it matter?
- How is privacy affected by social media?
- Why do people talk about oversharing?

