



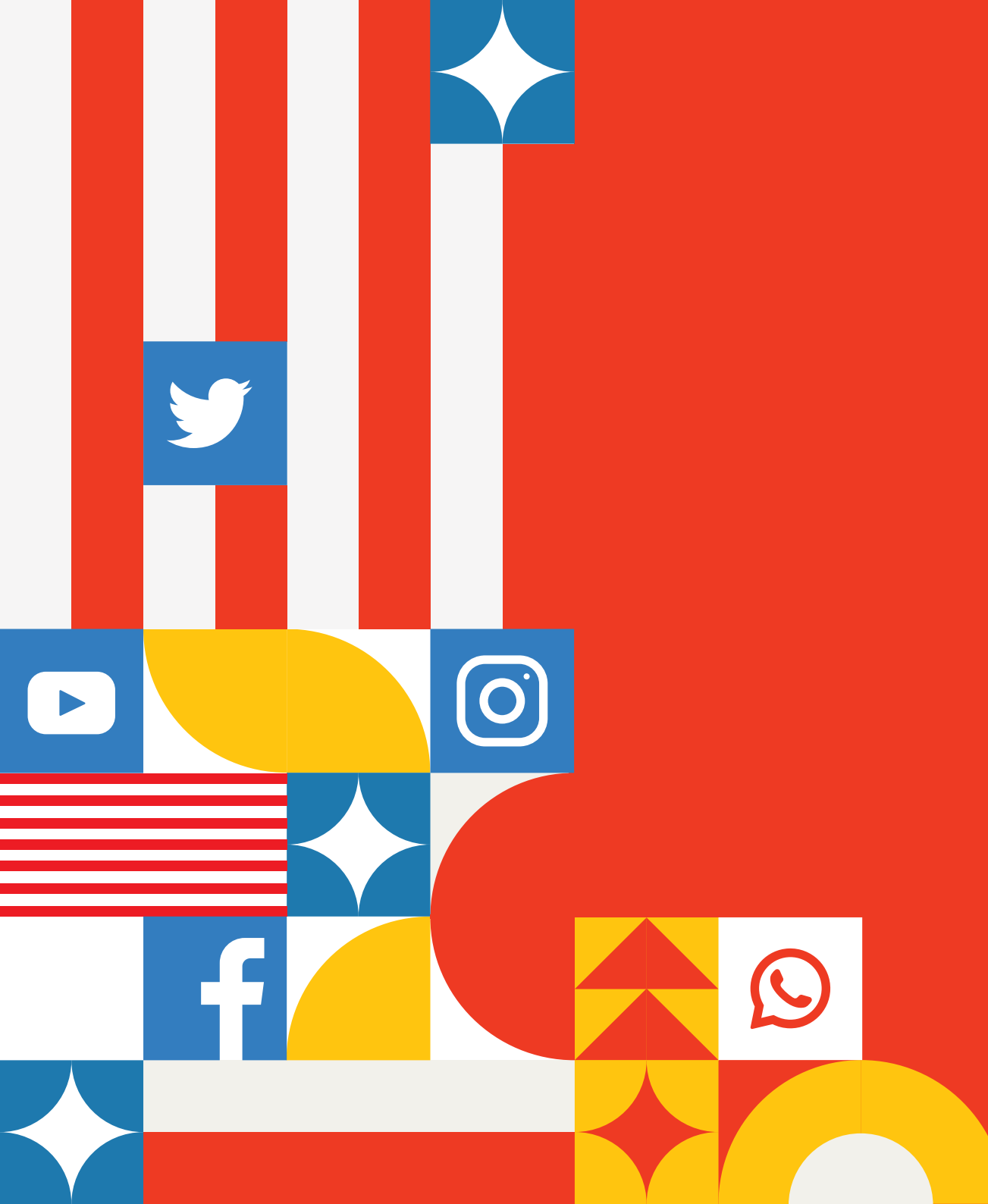
THE CYBERSMILE FOUNDATION

SOCIAL AMERICA

Insights into Millennial and Gen Z attitudes and perspectives toward social media in the U.S.

POWERED BY





Everybody at Cybersmile is very proud of our Social America report. For us as an organization, understanding the most current perspectives and concerns of multi-generational internet users means that we are able to focus our resources toward areas that ensure we continue to help people in the most effective ways, and in the places that they need it most.

Recognizing the differences in use and perception of social media between Gen Z and Millennials gives us a powerful insight into how different generations are experiencing life online.

This report provides valuable data that is essential for the development of preventative and reactive solutions for online abuse and harassment.

Laura Lewandowski

Chief Policy Officer, The Cybersmile Foundation

STUDY OVERVIEW

10 QUESTIONS ASKED

Age range



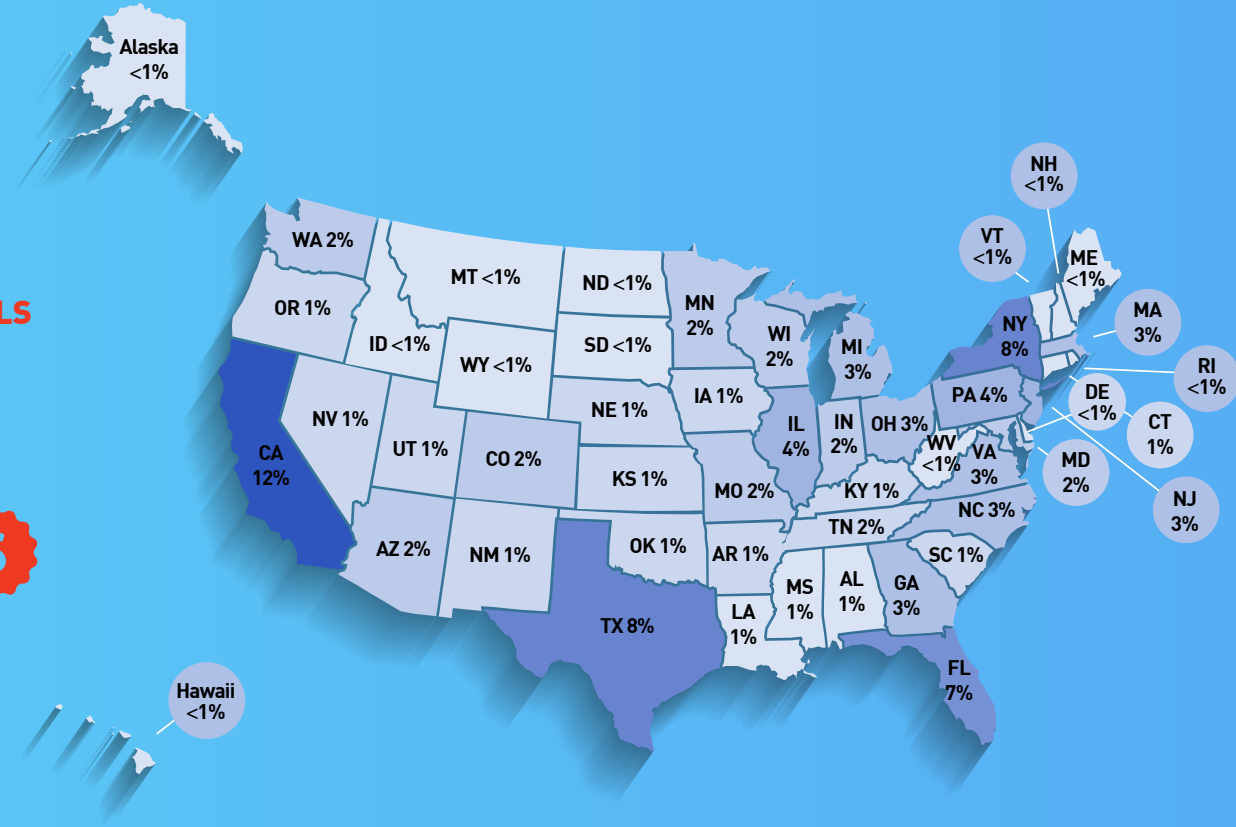
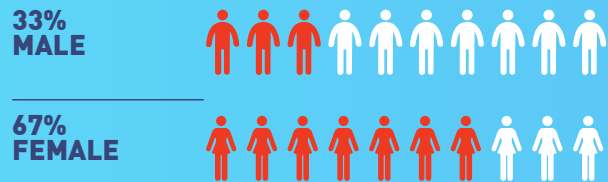
Income range



Respondents

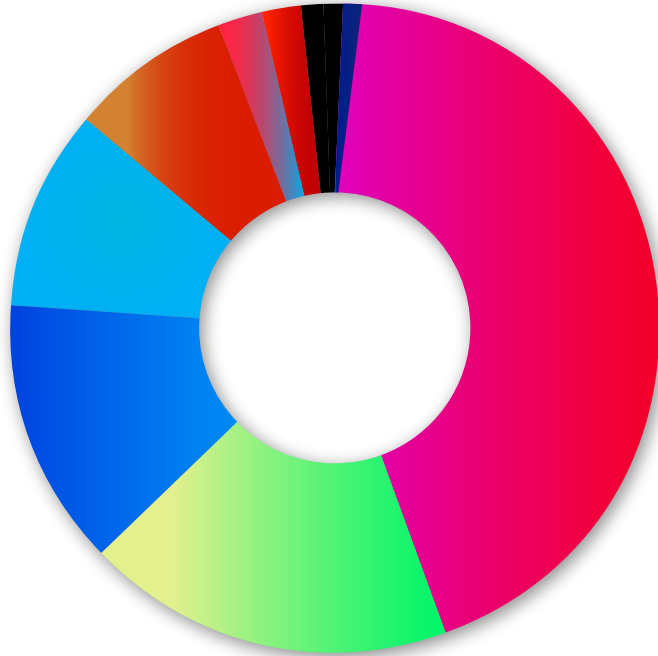
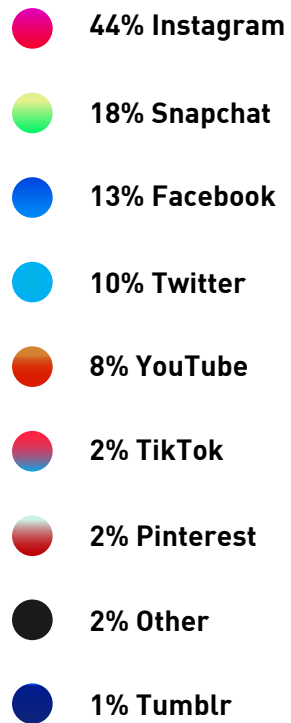
20,067

Sex



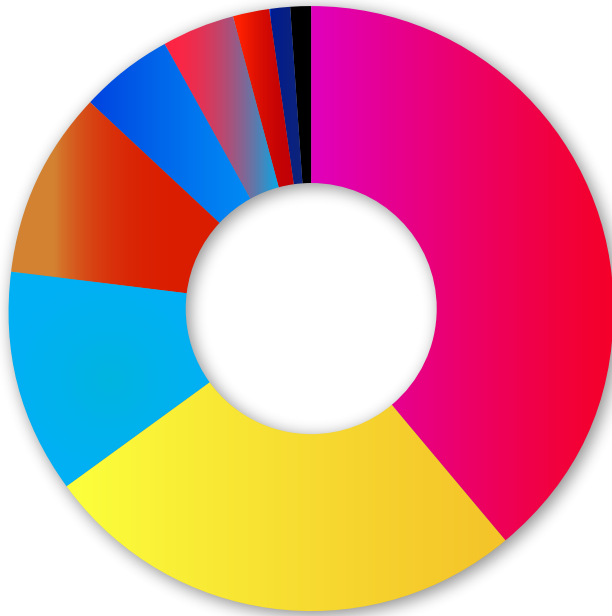
Q1. WHAT IS YOUR FAVORITE SOCIAL MEDIA PLATFORM?

Total



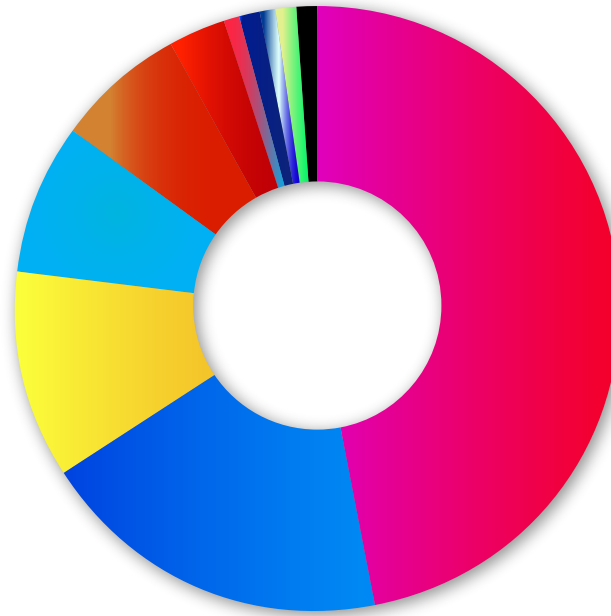
Generation Z

- 39% Instagram
- 26% Snapchat
- 12% Twitter
- 10% YouTube
- 5% Facebook
- 4% TikTok
- 2% Pinterest
- 1% Tumblr
- 1% Other



Millennials

- 47% Instagram
- 19% Facebook
- 11% Snapchat
- 8% Twitter
- 7% YouTube
- 3% Pinterest
- 1% TikTok
- 1% Tumblr
- 1% Facebook Messenger
- 1% WhatsApp
- 1% Other



Q2. WHICH SOCIAL MEDIA PLATFORM DO YOU THINK IS MOST RELEVANT TO YOUNG PEOPLE?

Total

41% Instagram

27% Snapchat

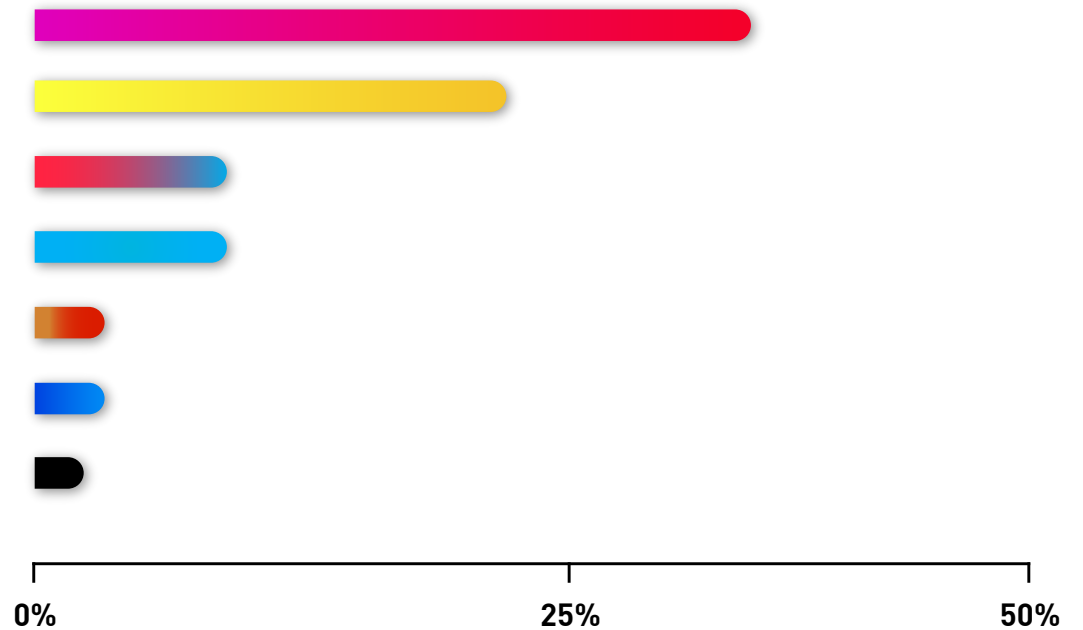
11% TikTok

11% Twitter

4% YouTube

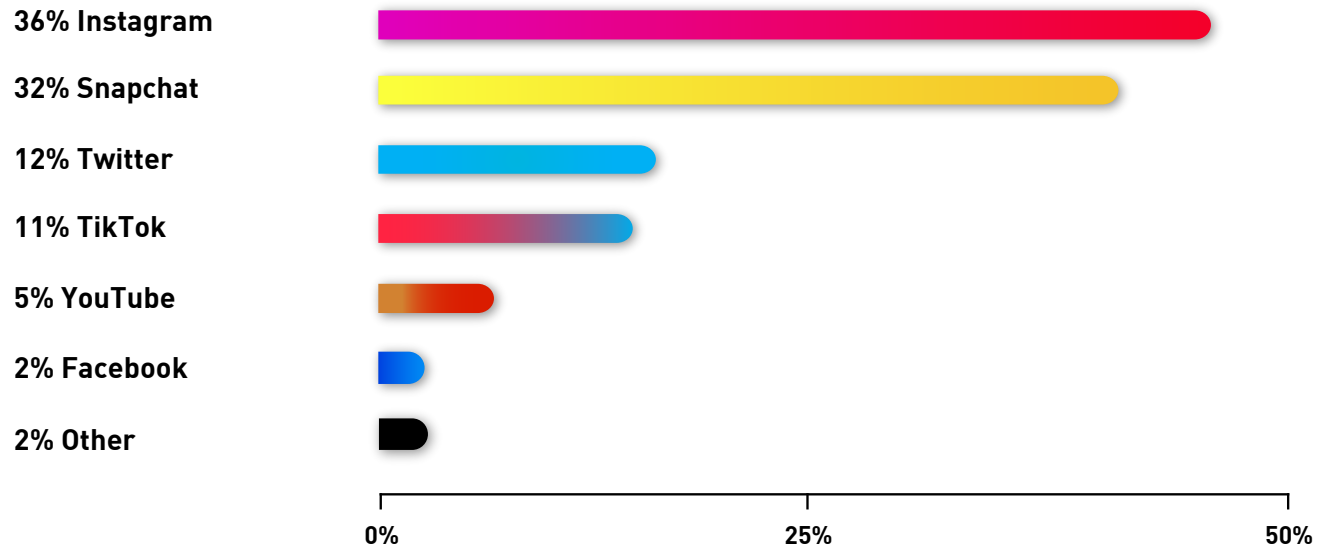
4% Facebook

2% Other

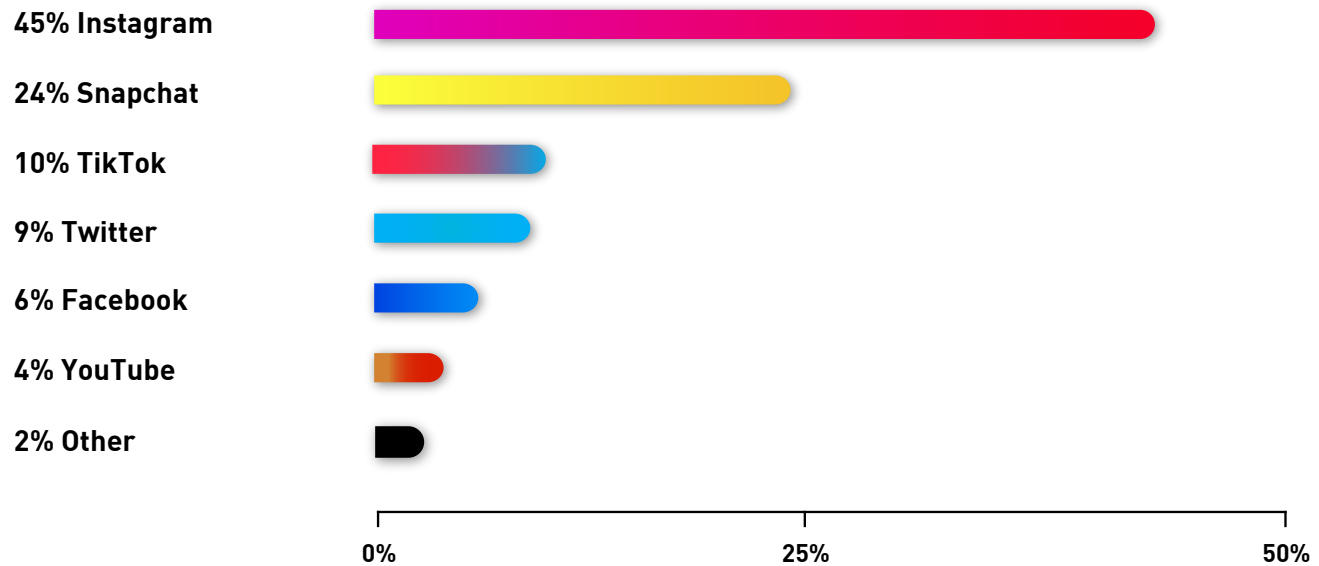




Generation Z



Millennials



Q3. WHICH SOCIAL MEDIA PLATFORM DO YOU THINK IS LEAST RELEVANT TO YOUNG PEOPLE?

Total

27%
Facebook



25%
LinkedIn



10%
Skype



7%
Line



7%
WeChat



6%
Pinterest



4%
Tumblr



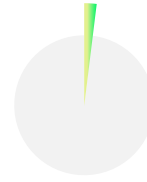
3%
Twitter



2%
Facebook Messenger



2%
WhatsApp



2%
TikTok



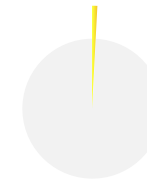
2%
Instagram



2%
Other

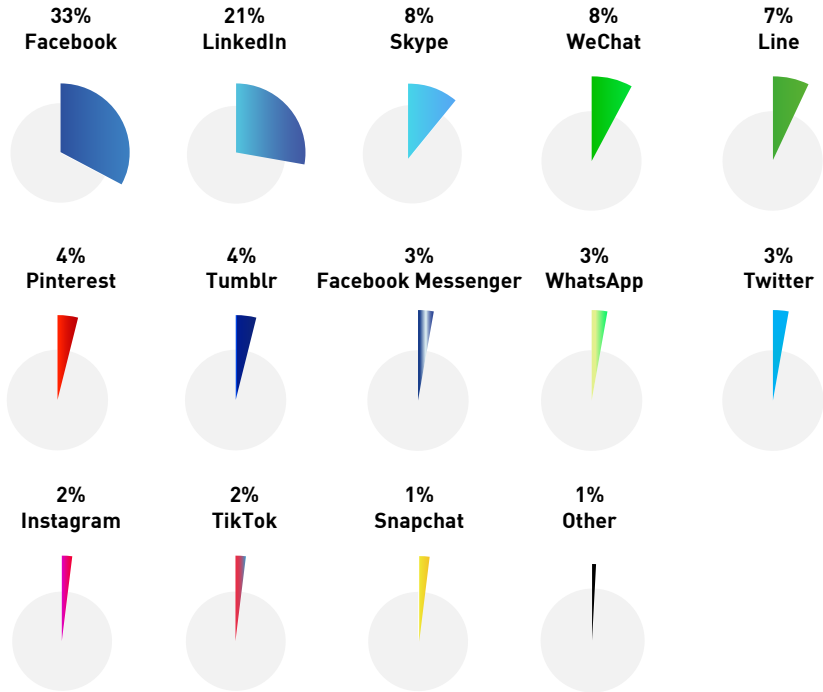


1%
Snapchat

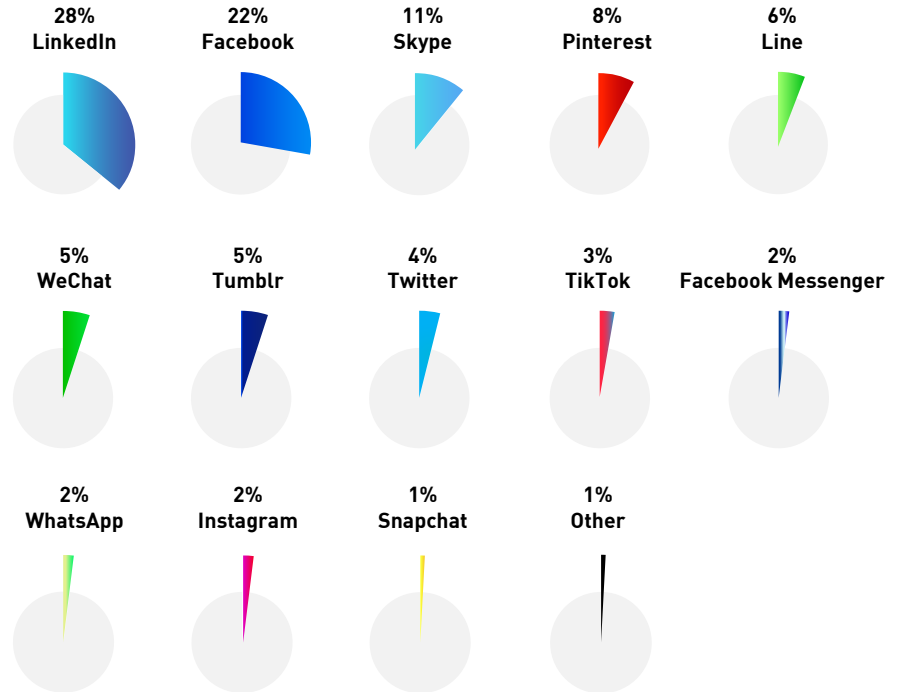




Generation Z



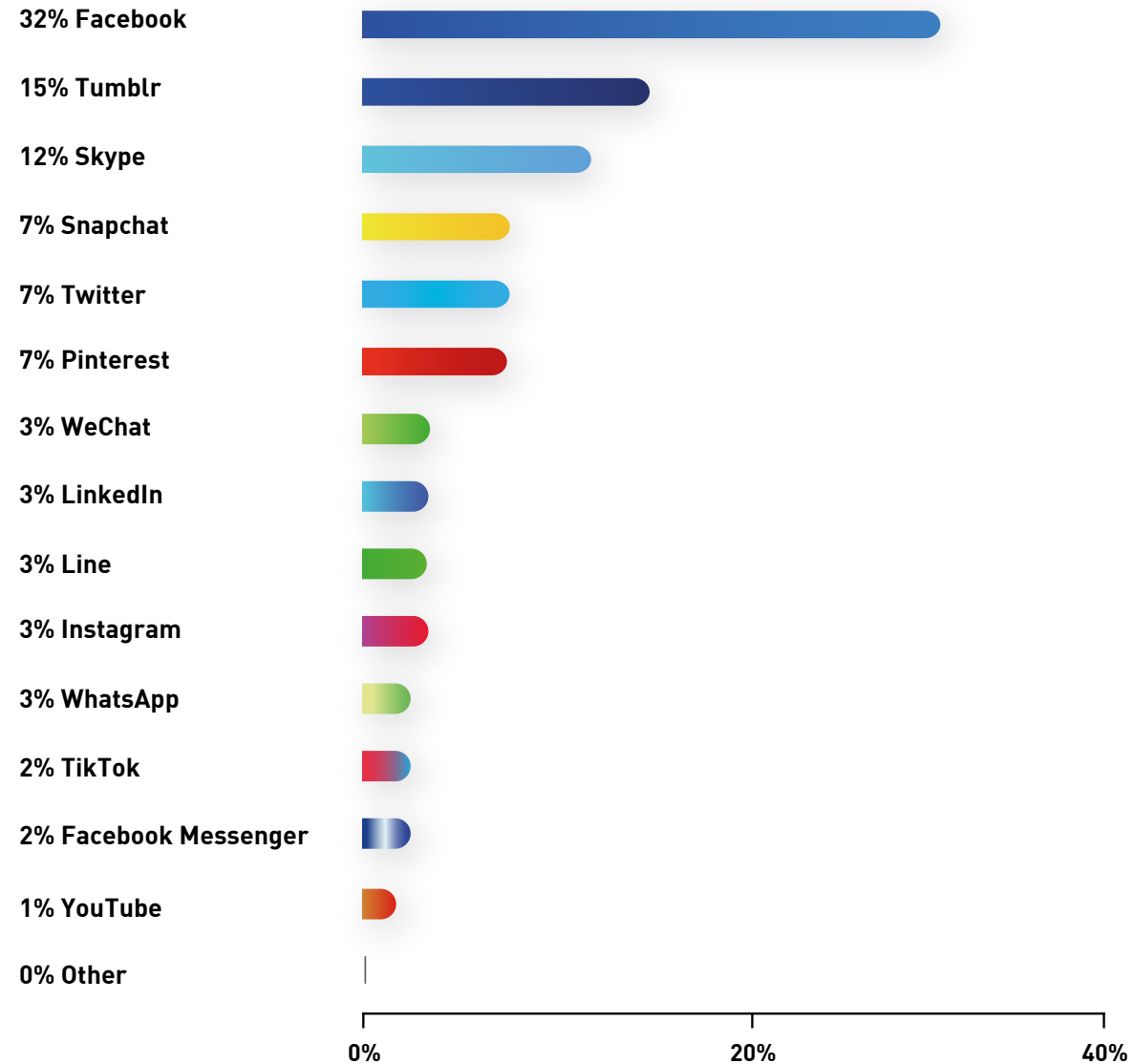
Millennials



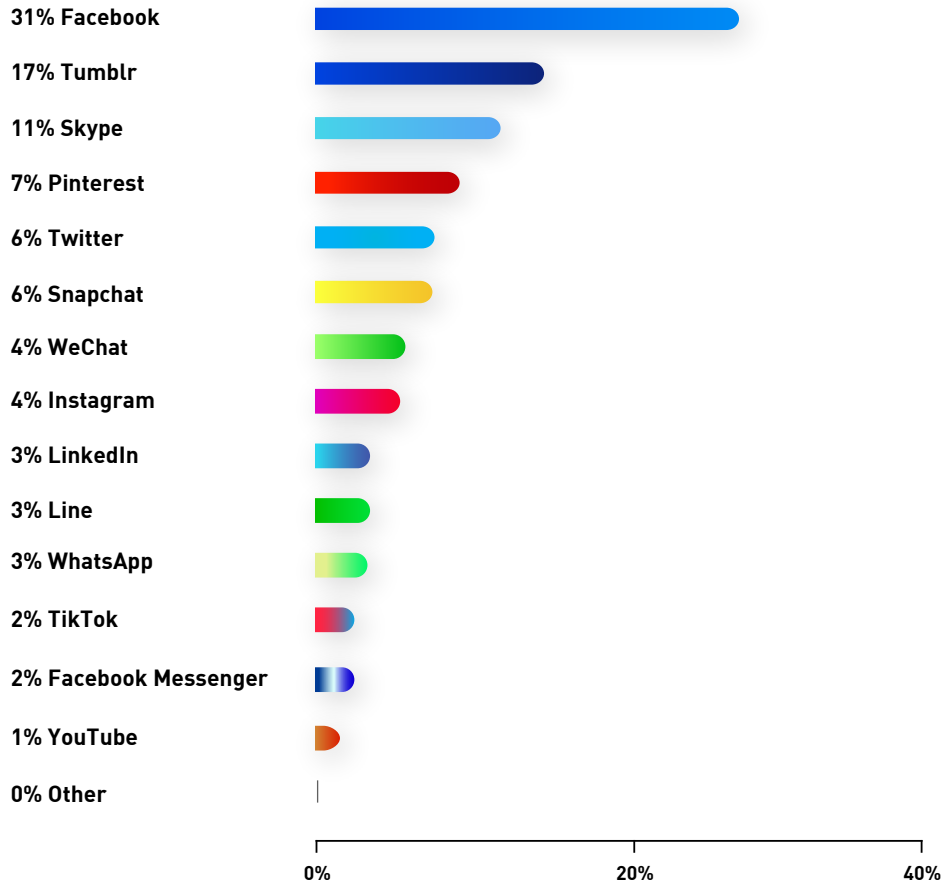


Q4. WHICH SOCIAL MEDIA PLATFORM DO YOU THINK IS BECOMING LESS POPULAR?

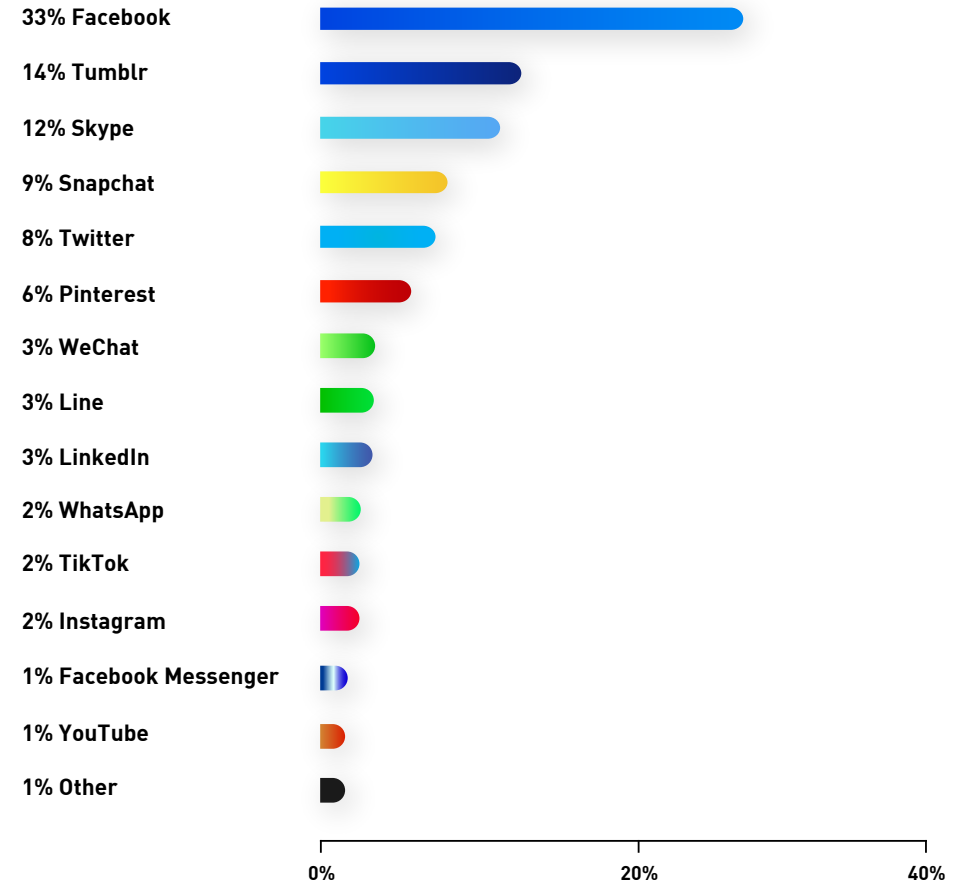
Total



Generation Z



Millennials



Q5. WHICH SOCIAL MEDIA PLATFORM IS GROWING THE FASTEST IN TERMS OF POPULARITY?

Total

- 43% TikTok
- 25% Instagram
- 14% Snapchat
- 8% Twitter
- 4% YouTube
- 3% Facebook
- 1% WhatsApp
- 1% Pinterest
- 1% Other





Generation Z

- 51% TikTok
- 19% Instagram
- 14% Snapchat
- 9% Twitter
- 3% YouTube
- 2% Facebook
- 1% WhatsApp
- 1% Other



Millennials

- 37% TikTok
- 31% Instagram
- 14% Snapchat
- 6% Twitter
- 4% Facebook
- 4% YouTube
- 2% Other
- 1% WhatsApp
- 1% Pinterest





Q6. WHICH SOCIAL MEDIA PLATFORM HAS THE BIGGEST PROBLEM WITH CYBERBULLYING AND ONLINE ABUSE?

Total

26% Instagram

26% Facebook

24% Twitter

12% Snapchat

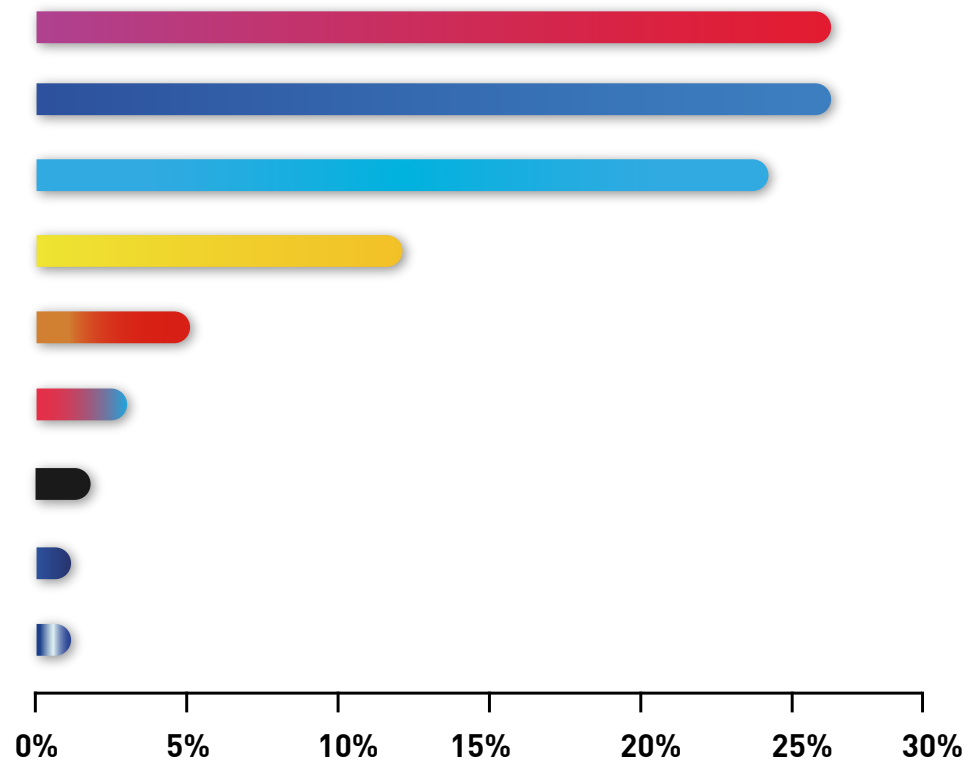
5% YouTube

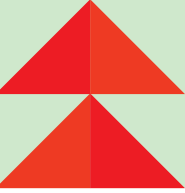
3% TikTok

2% Other

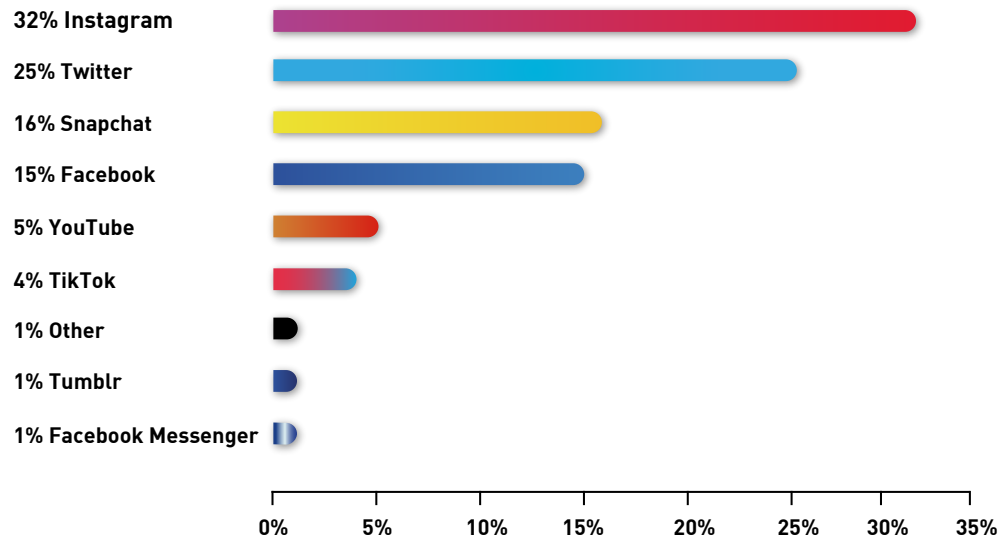
1% Tumblr

1% Facebook Messenger

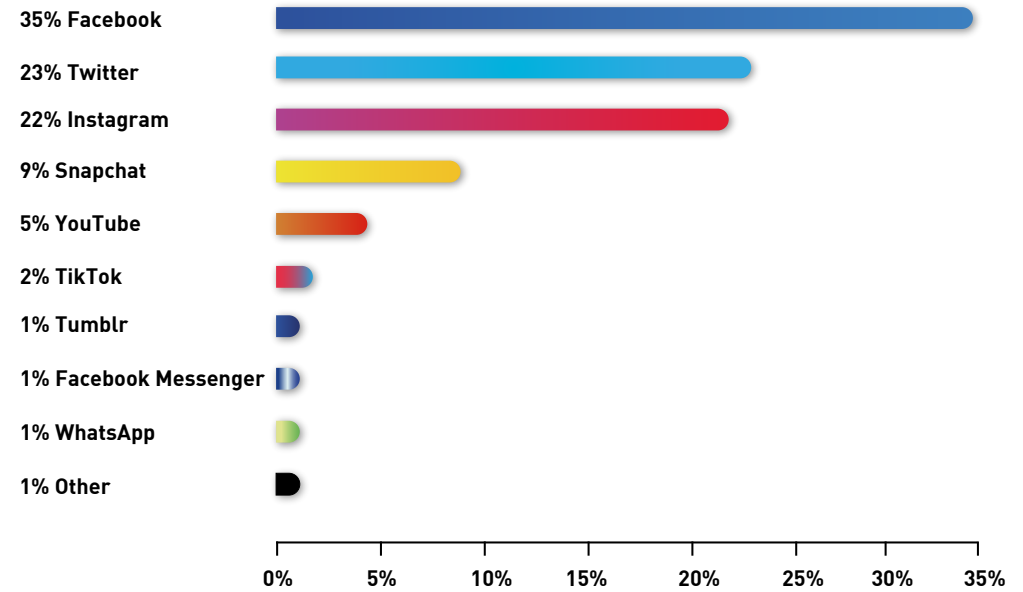




Generation Z



Millennials



Q7. WHICH SOCIAL MEDIA PLATFORM HAS THE LEAST AMOUNT OF CYBERBULLYING AND ONLINE ABUSE?

Total

- 30% Pinterest
- 13% LinkedIn
- 12% Snapchat
- 8% Instagram
- 7% TikTok
- 7% Facebook
- 5% Skype
- 5% YouTube
- 4% Twitter
- 3% Tumblr
- 2% WhatsApp
- 2% Other
- 1% Facebook Messenger
- 1% Line





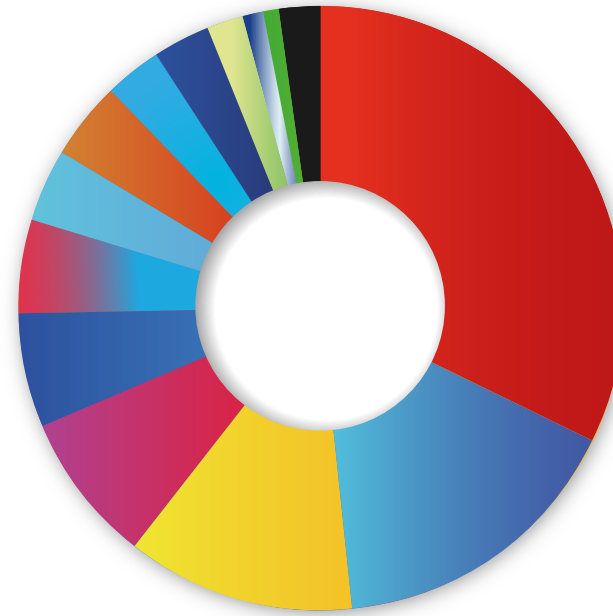
Generation Z

- 28% Pinterest
- 12% Snapchat
- 8% TikTok
- 8% Facebook
- 8% LinkedIn
- 8% Instagram
- 6% YouTube
- 5% Skype
- 5% Twitter
- 3% Tumblr
- 3% WhatsApp
- 3% Other
- 2% Facebook Messenger
- 1% Line



Millennials

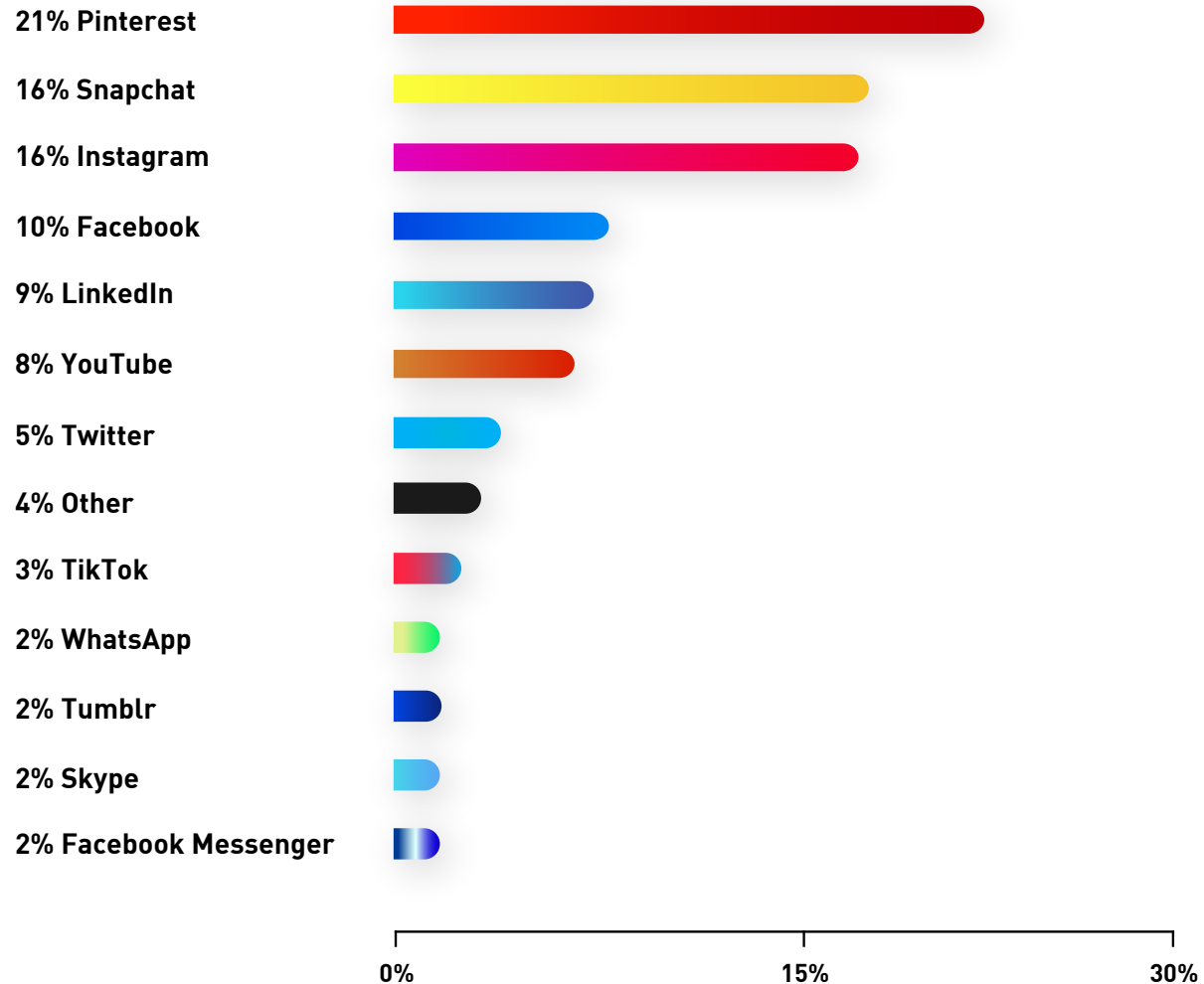
- 32% Pinterest
- 16% LinkedIn
- 12% Snapchat
- 8% Instagram
- 6% Facebook
- 5% TikTok
- 4% Skype
- 4% YouTube
- 3% Twitter
- 3% Tumblr
- 3% Other
- 2% WhatsApp
- 1% Facebook Messenger
- 1% Line



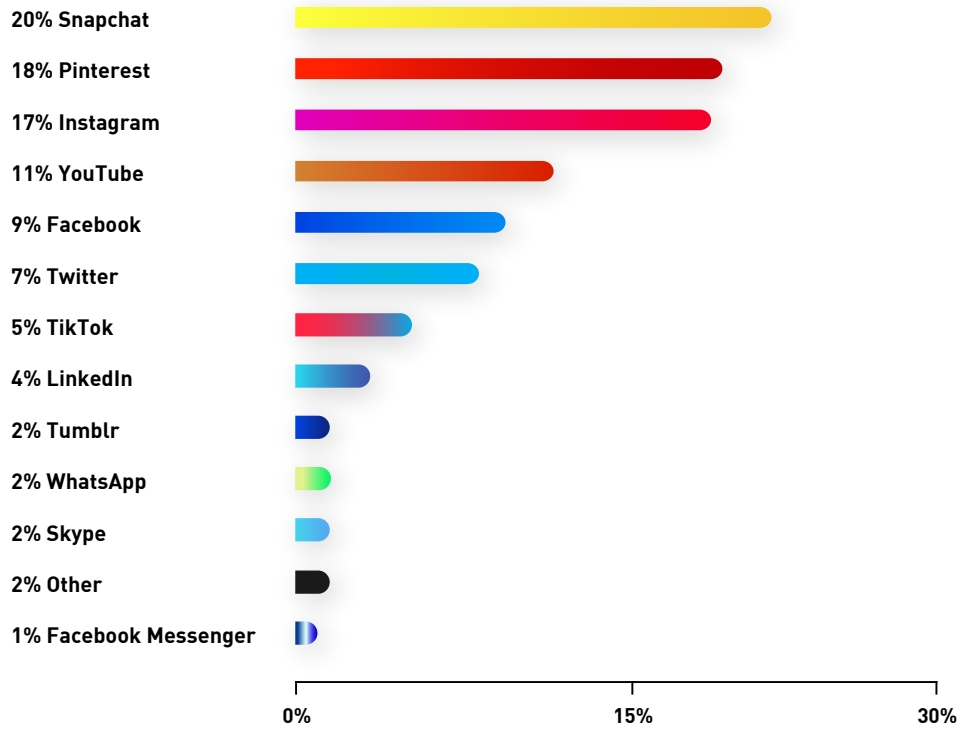


Q8. WHICH SOCIAL MEDIA PLATFORM DO YOU FEEL SAFEST USING WHEN IT COMES TO CYBERBULLYING?

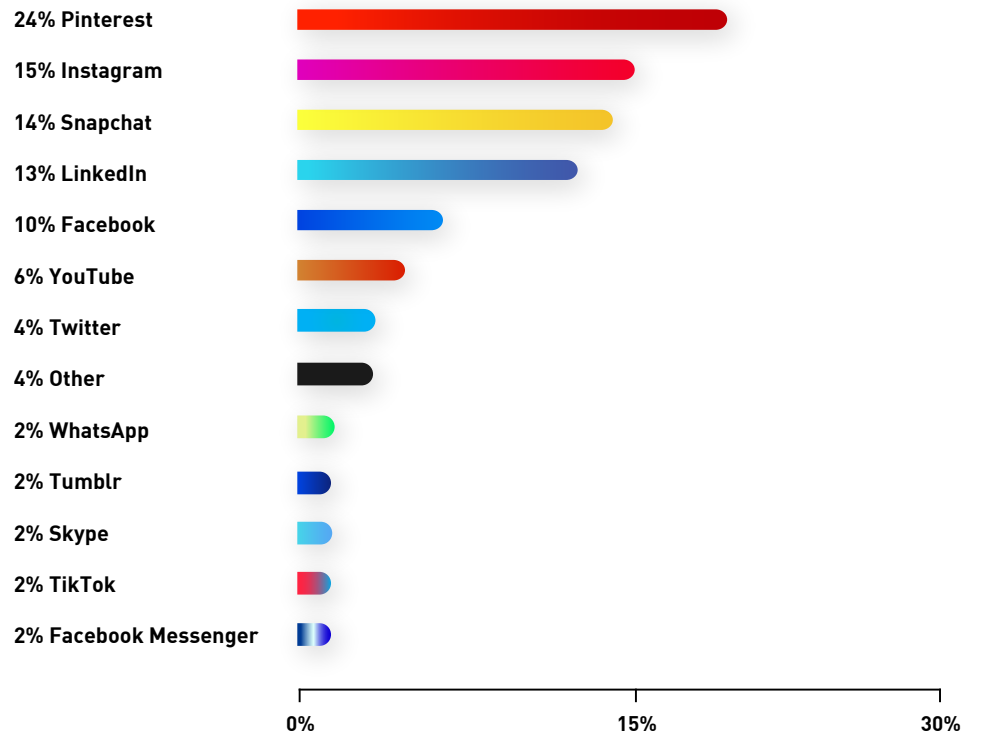
Total



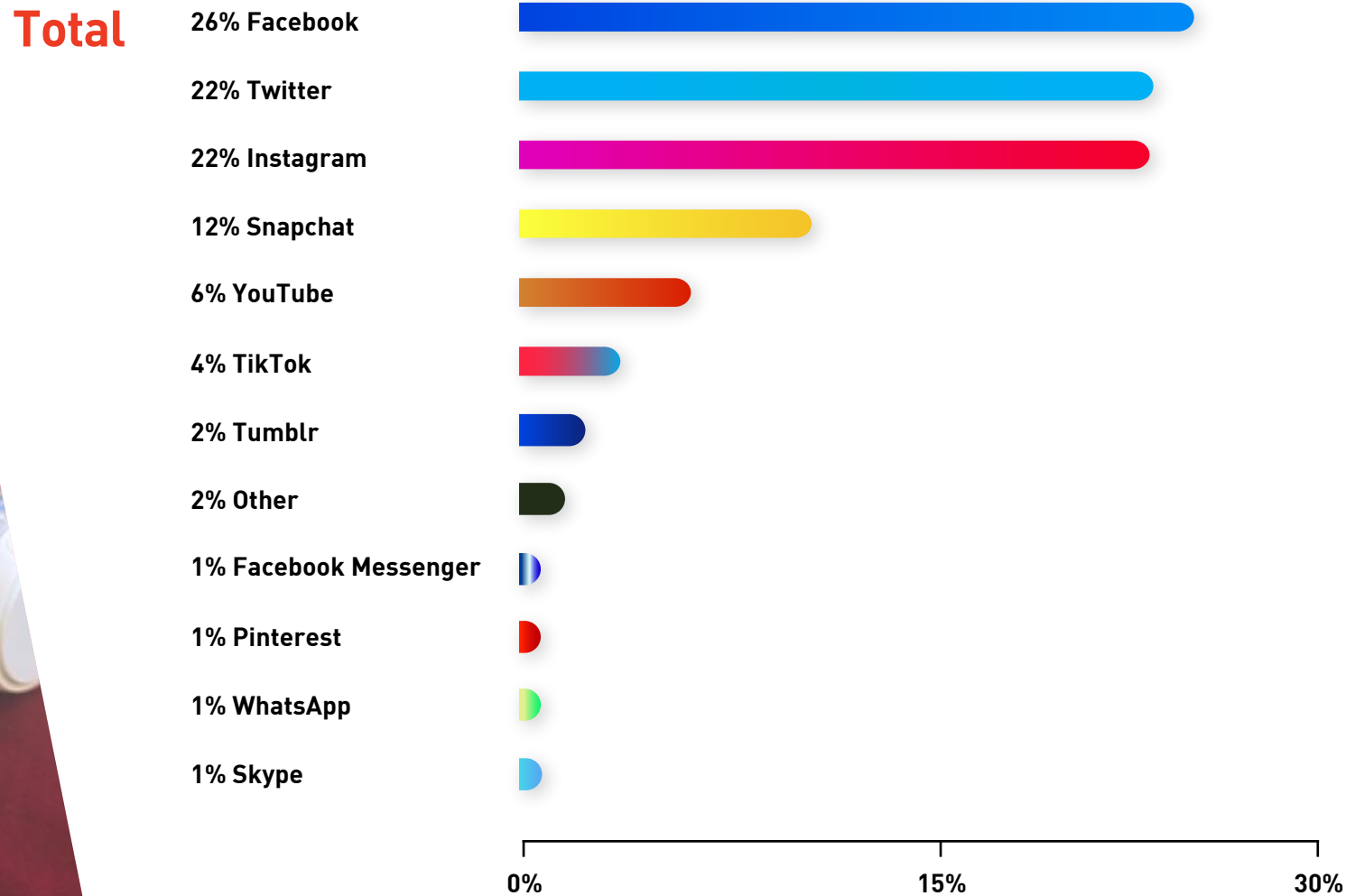
Generation Z



Millennials

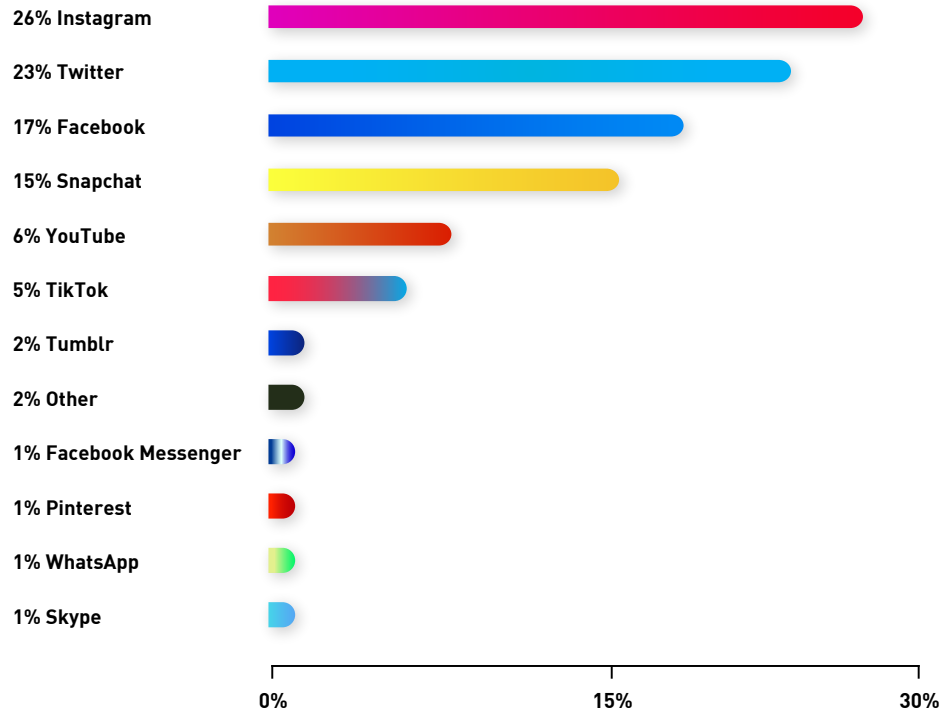


Q9. WHICH SOCIAL MEDIA PLATFORM DO YOU FEEL THE LEAST SAFE USING WHEN IT COMES TO CYBERBULLYING?

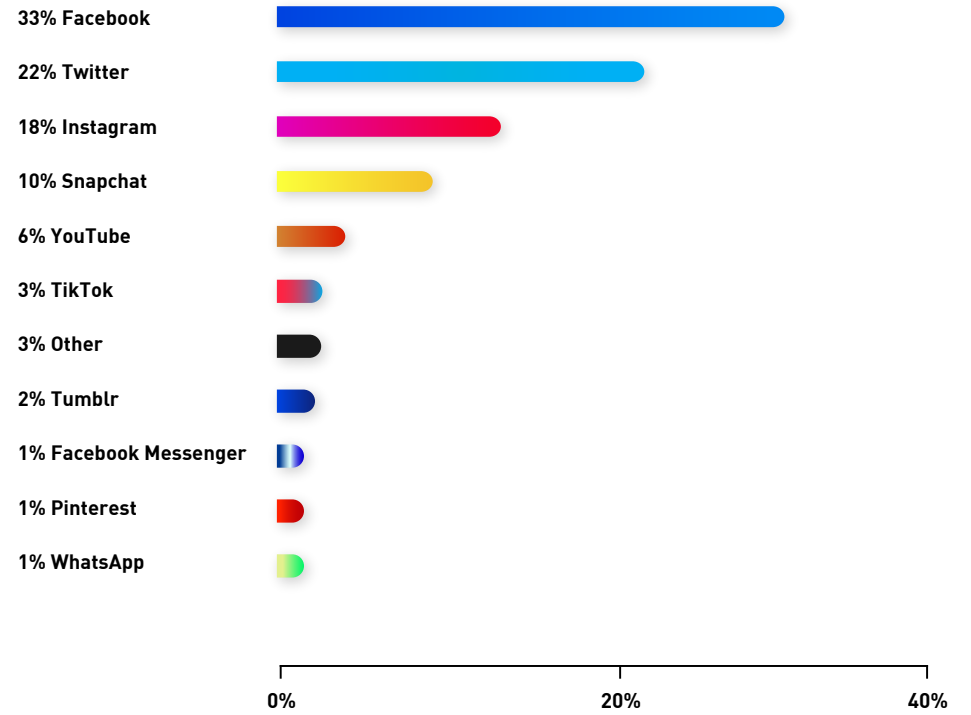




Generation Z

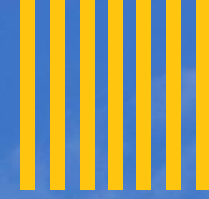
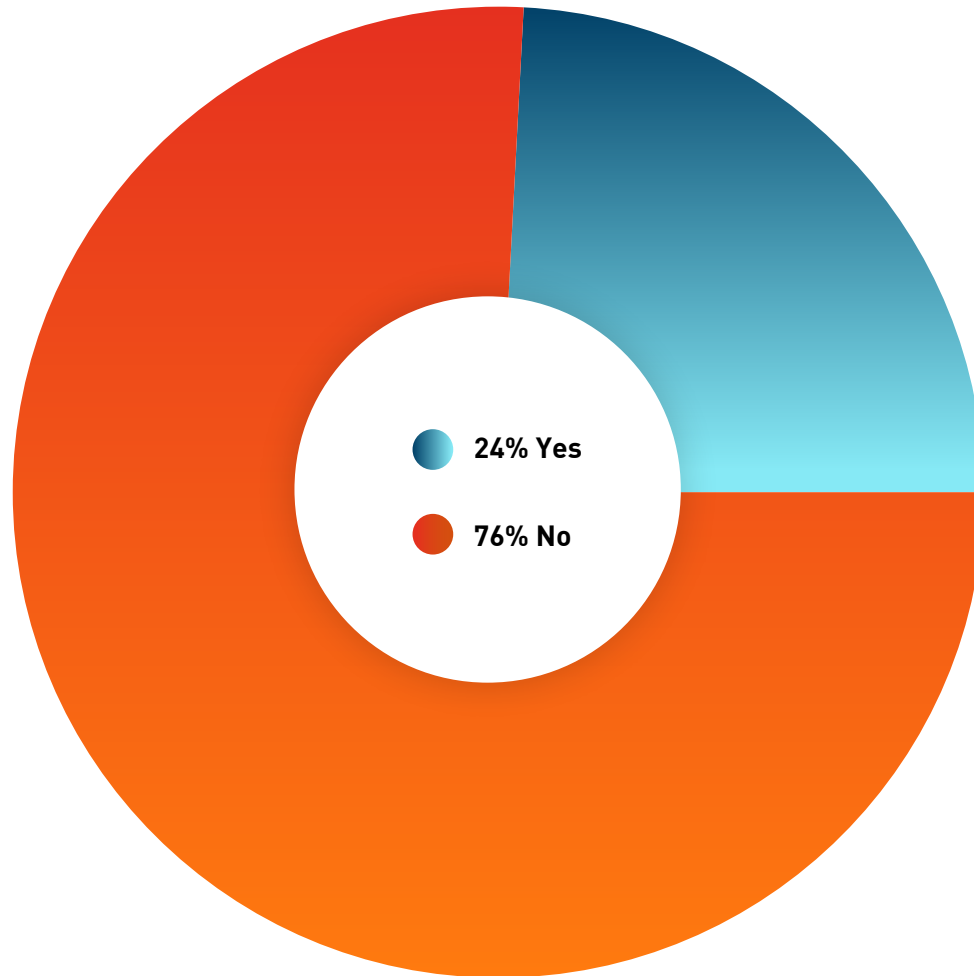


Millennials



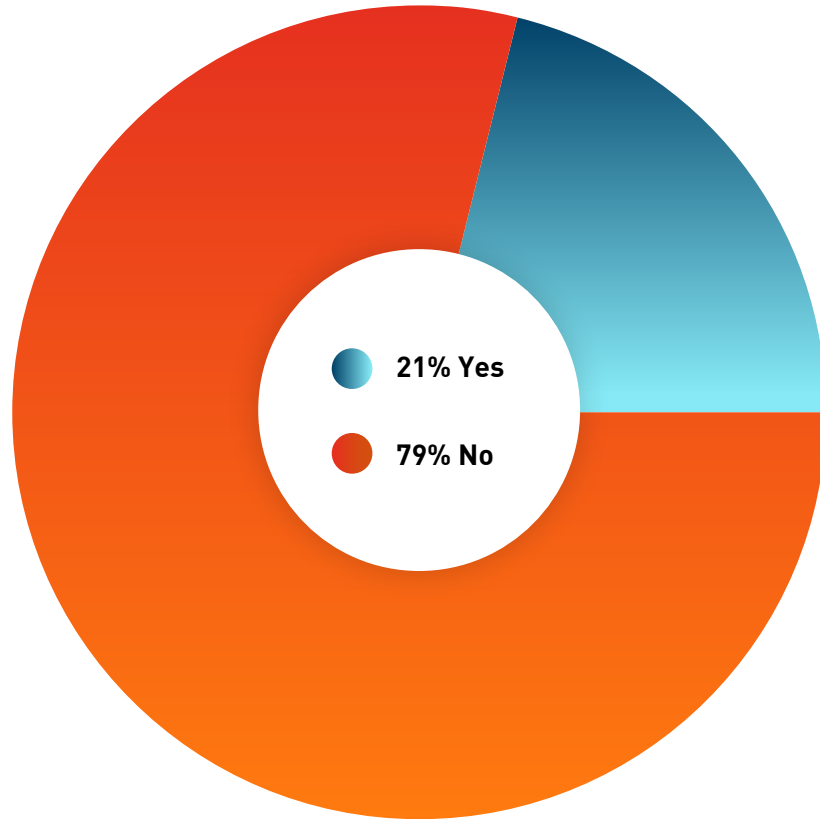
Q10. DO YOU THINK THAT SOCIAL MEDIA COMPANIES SHOULD BE MORE REGULATED BY GOVERNMENTS?

Total

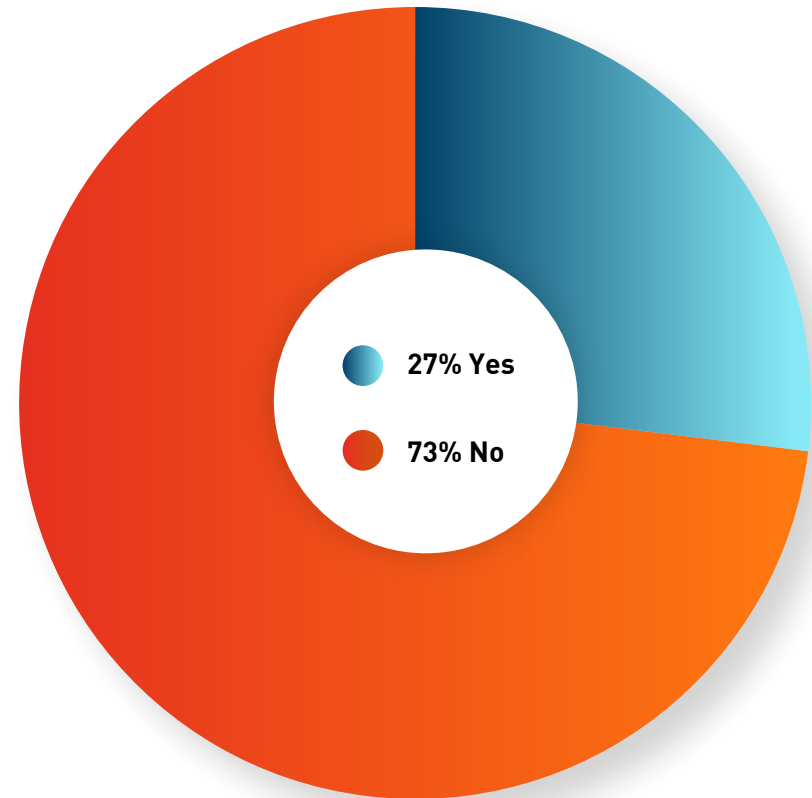




Generation Z



Millennials

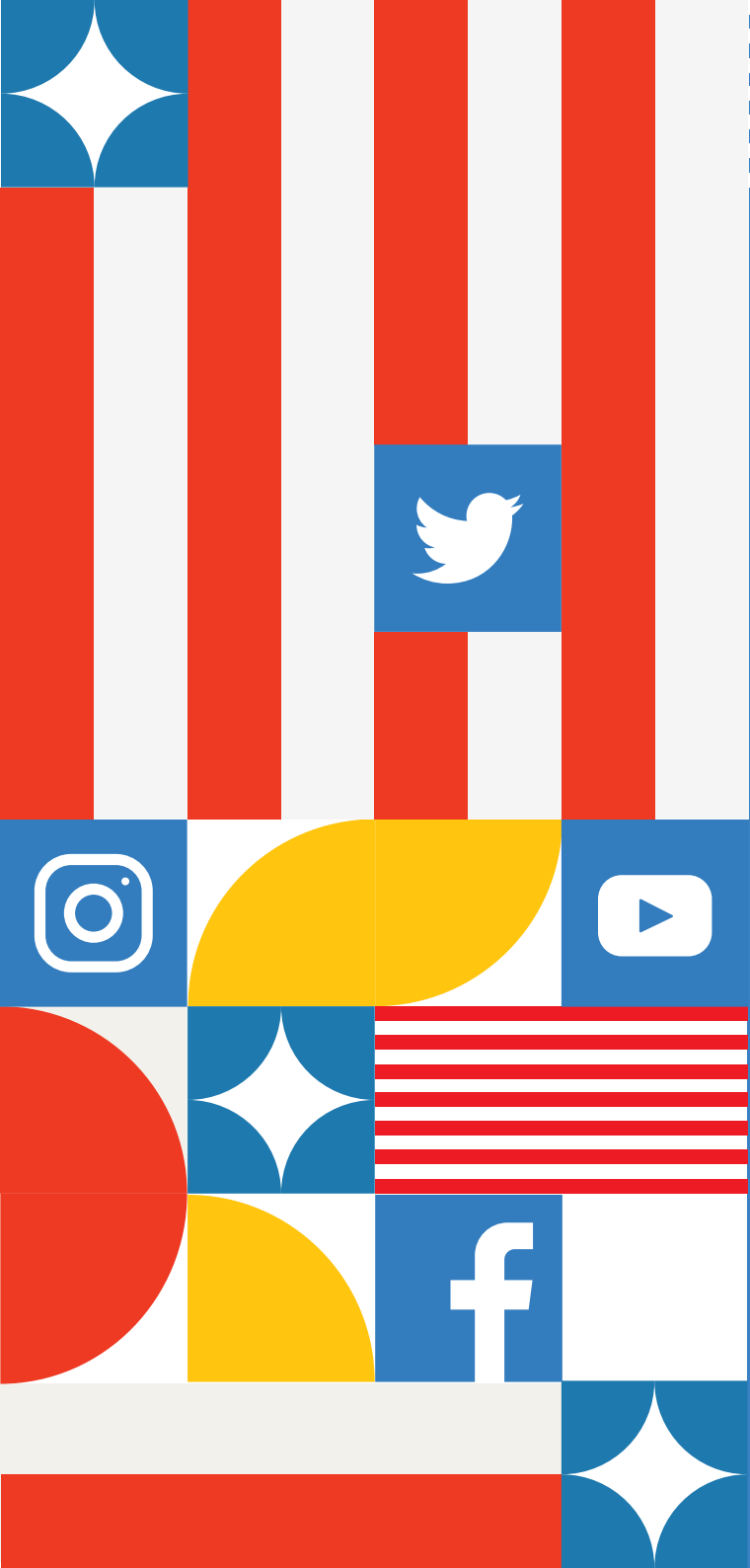


ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to tackling all forms of digital abuse and bullying online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.





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