

# SOCIAL MEDIA TRENDS STUDY 2016

Generation Z (aged 7 - 21) is the first fully global generation, shaped by the 21st century, connected through digital devices and engaged through social media. More than any other generation, today's youth are extensively connected to and shaped by their peers, and as a result have a strong desire to share in the connectedness that comes through digital communication, including imagery.

While at first it may seem self-obsessed to put photos up on Instagram of yet another selfie or the lunch we are about to eat, there is actually more to it than that. Individuals are taking photos of themselves to share their experience with others – it's keeping in touch, trying to connect and communicate.

Yet as we navigate the significant technological and societal transitions that emerge through increasing our online presence, it's important to consider and prioritise the safety of young Australians on social media and better equip young people to mitigate the negative impacts of their online interactions. This comprehensive study gleans significant insights into the attitudes of young Australians and parents when it comes to social media behaviour and more specifically the 'selfie'.

- Mark McCrindle, Social Researcher

## KEY TERMS:

■ 'Young adults' refer to 18 – 25 year olds who are active on social media.

■ 'Parents' refer to parents of 12 – 18 year olds who are active on social media and have children who are active on social media.

## SOCIAL MEDIA USAGE



### Top 5 social media platforms

#	Youth (12-18)	Young Adults (18-25)	Parents of Youth (26+)
1	Facebook	Facebook	Facebook
2	Instagram	YouTube	YouTube
3	YouTube	Instagram	Twitter
4	Snapchat	Snapchat	Instagram
5	Twitter	Twitter	LinkedIn

### Top 3 reasons Australian parents and young adults have social media accounts:



1 in 4 parents (25%) have a social media account to monitor their children's online activity

## YOUNG ADULTS

VS

## PARENTS



## SAFETY ON SOCIAL MEDIA



7 in 10 (70%) young adults are concerned about their online safety and security

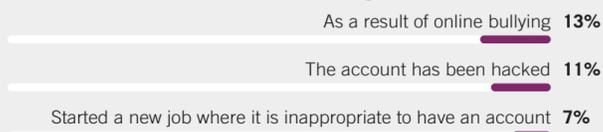


8 in 10 (82%) parents are concerned about their children's online safety and security

### Measures taken to ensure anonymity on social media



### Reasons for deleting social media accounts



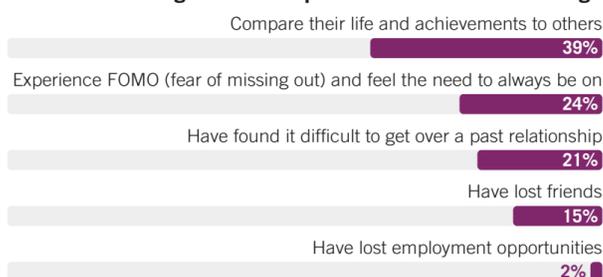
### Reasons for deleting their children's social media accounts



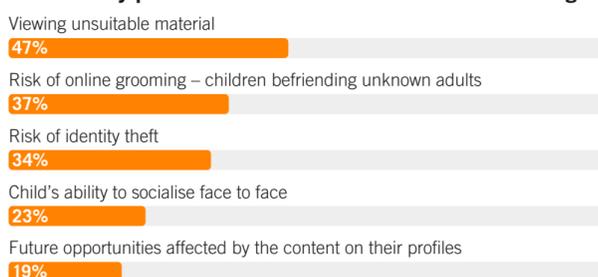
## SOCIAL MEDIA CONSEQUENCES & CONCERNS



### Negative consequences of social media usage



### Concerns by parents about their child's social media usage



1 in 2 (50%) young adults wish they had known more about the consequences of social media activity before engaging with it

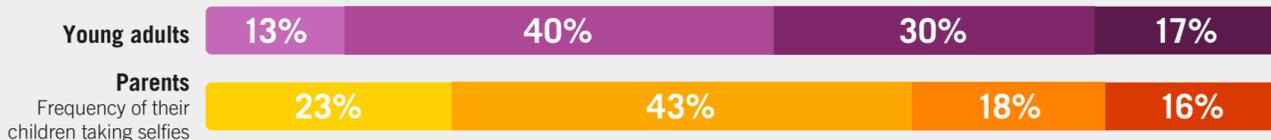


4 in 10 (40%) parents say that young people are not adequately informed about social media etiquette and the potential consequences of online activity

## SELFIES ON SOCIAL MEDIA

### Frequency of taking selfies

■ At least once a day   
 ■ At least once every few weeks   
 ■ Every few months   
 ■ Have never taken a selfie



Selfies are less popular among male young adults than females: 1 in 4 (26%) male young adults have never taken a selfie, compared with 1 in 14 (7%) female young adults.



## SELFIE REGRETS & CONCERNS



### Selfie regret

37% of young adults have regretted a selfie they have posted online

42% of females  
33% of males

37%

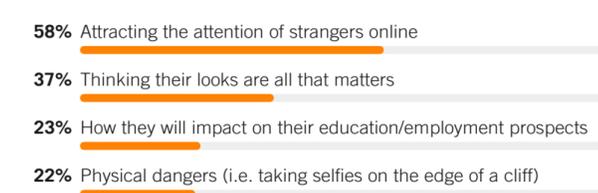
67% 2 in 3 parents see selfies posted by young people on their social media accounts as inappropriate.

22% More than 1 in 5 parents disapprove of a selfie taken by their son or daughter

Of those who have posted a regrettable selfie...



### Top concerns about children taking and sharing selfies



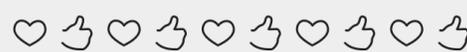
4 in 10 (41%) young adults have been unsuccessful in getting another person to remove a photo they have posted



1 in 6 (16%) parents have taken the action to force their child to remove their photo from social media presence



## SELFIE-ESTEEM



17% of young adults felt bad about themselves after not receiving as many likes as expected on a selfie

45% of young adults are not concerned about the number of likes they get on their selfies

37% of Gen Y parents  
20% of Gen X parents

More than 1 in 3 (37%) Gen Y parents are concerned about the low self-esteem selfies can create for their child, compared with 1 in 5 (20%) Gen X parents.



1 in 6 parents would like more help to guide their children in using social media



9 in 10 (93%) parents want to see schools integrate teaching children about social media etiquette and its consequences into the curriculum

## METHODOLOGY

McCrindle surveyed 501 18-25 year olds who are active users of social media and 500 parents of 12 to 18 year olds who indicated that both they and their children are active social media users. The survey was in field from 29th January to 5th February 2016, yielding a total of 1,001 completed responses.