

World Wide Connections

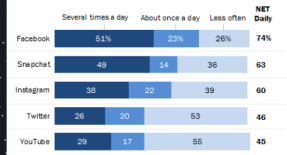
what are some ways people use the internet?

social networking sites used on a daily basis

In this graph you can tell that Facebook is the most popular one because everyone uses to stay in touch with family and friends. Twitter is a social media website that is starting get less viewers.

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use... the % who use each site...



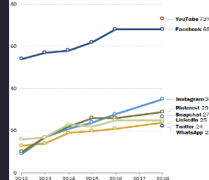
Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"
PEW RESEARCH CENTER

Youtube over Facebook

In this graph it is very interesting to find that youtube has a higher percentage of users than facebook.

Majority of Americans use Facebook, YouTube

% of U.S. adults who say they use the following social media sites either or in their lifetime



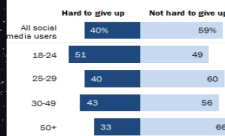
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what is better giving up or not giving up social media

When looking at this graph it shows that when you get older you don't have a harder time giving up social media as if you were younger.

Majority of users say it would not be hard to give up social media

Among U.S. social media users, the % of who say it would be... to give up social media



Note: Respondents who did not give an answer are not shown. "Hard to give up" include those saying it would be very or somewhat hard. "Not hard to give up" include those saying it would be not too hard or not hard at all.
Source: Survey conducted Jan. 3-10, 2018.
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Advantages of internet

Versatility – As we have mentioned, internet communication is 24/7, as long as you're connected to the web. When doing business, this can definitely help when emergency situations occur, especially in the world of social media advertising where one second of bad publicity seems like eternity.

Well-documented – Unlike usual face-to-face conversations, communication on the internet is well-documented, thus creating a more responsible environment where people are held accountable for their words.

Leveling – Let's face it – some people are more comfortable talking behind their keyboards than they do in person, thus enabling the reserved ones to produce well drawn out thoughts and not get intimidated by "loud" people. This can also give them the sense of satisfaction (saying what they want to say with no one looking at them or giving them the "eye") than when they are more likely to feel awkward in person.

Growing Community – Like all forms of communication, everyone can be shy at first. However, in the case of internet communication, people are more likely to be supportive and engaged in discussions than the other communication forms.

sources

<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

<https://www.eztalks.com/unified-communications/internet-communication.html>

SOURCE

If you have any question, please contact us at support@piktochart.com