Social media is a growing news hub

Social media is a go-to for news, especially among internet users outside China. In 2019, 23% of internet users outside China have actively engaged with or contributed to the following services in the past month: Celebrities and influencers 

- 40% of internet users outside China who have actively engaged with or contributed to the following services in the past month: Celebrities and influencers 
- 36% of internet users outside China who have actively engaged with or contributed to the following services in the past month: Celebrities and influencers 
- 33% of internet users outside China who have actively engaged with or contributed to the following services in the past month: Celebrities and influencers 
- 31% of internet users outside China who have actively engaged with or contributed to the following services in the past month: Celebrities and influencers 
- 29% of internet users outside China who have actively engaged with or contributed to the following services in the past month: Celebrities and influencers 

Social media motivations over time

- "to share how I'm doing in my daily life" is a top motivation for social media use. This trend started in Q4 2014 and has remained consistent since then.
- "to watch/follow sports events" started gaining popularity in Q4 2016.
- "to promote/support charitable causes" started gaining popularity in Q4 2015 and has remained consistent since then.

Average time spent on social media each day in hh:mm

- 2:47
- 2:46
- 2:44
- 2:43
- 2:44
- 2:46

Social media motivations over time

- "to socialize" has been a consistent motivation for social media use since Q4 2014.
- "to find entertaining content" has been a consistent motivation for social media use since Q4 2014.

- "to stay in touch with friends' activities" has been a consistent motivation for social media use since Q4 2014.

Social media engagements across regions

- Latin America
- North America
- Middle East & Africa
- Europe
- Asia Pacific

- "to like/follow a brand" is a top engagement behavior in Latin America and North America.
- "to unlike/stope following a brand" is a top engagement behavior in Europe and Asia Pacific.

Social media engagements across demographics

- "to like/follow a brand" is a top engagement behavior among Gen Z.
- "to unlike/stope following a brand" is a top engagement behavior among Millennials.

Unless otherwise stated, this infographic draws insights from GlobalWebIndex's Q3 2019 wave of research across 46 countries with a global sample size of 145,271 internet users aged 16-64.