Social Media Index

Based on a nationally representative longitudinal tracking survey with a sample size of 1965, the Neely Social Media Index measures user experiences, both positive and negative, across platforms, time, and events.

Key Variables
- Age
- Gender
- Race
- Education
- Political Affiliation

Key Indicators
- Personally experienced something that affected them negatively.
- Recently learned anything personally useful.
- Seen content that they judged to be bad for the world.
- Recently experienced anything that made them feel meaningfully connected with a community or other individual.

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WHICH ONLINE SERVICES DO PEOPLE USE?

82% of surveyed adults use email multiple times per day.

Key Findings

• 82% adults use Email and 80% use Text Messaging multiple times per day.
• YouTube and Facebook top the list as the most used social media platforms with roughly two-thirds of US adults using them.
Key Findings

- US adults were most likely to report having seen content that they perceived bad for the world on Twitter (31.3%) and Facebook (27.7%). They were least likely to report seeing such content on Facetime (1.8%) and LinkedIn (2%).

- On Nextdoor (26.1%) and Twitter (21.2%), users reported the highest frequency of experiences that personally affected them negatively. The platforms where this was least likely were LinkedIn (1.6%) and Facetime (2%).
Key Findings

- Respondents were most likely to have learned something useful or Important on YouTube (47.9%) and Pinterest (34.7%), and least likely on Snapchat (3.5%) and Online Gaming (5%).
- Messaging services were the most likely platforms for facilitating meaningful connections with Text Messaging at 47.5% and Facetime at 45.4%. The least likely avenues were Pinterest (4.1%) and YouTube (8.7%).