Survey Overview

• 72 respondents completed the survey
  • +64 drop outs, partial data collected from them

• Shared with 5 colleges and universities; also shared by staff, family & friends

• Age breakdown:
  • 14-17 - 4%
  • 18-20 - 39%
  • 21-23 - 36%
  • 24-26 - 12%
  • 27+ - 9%

• Gender:
  • Male – 41%
  • Female – 59%

• Education:
  • High School - 4%
  • College - 68%
  • University - 19%
  • Other - 1%
  • Completed all schooling - 8%
How often do you log onto social media networks?

- More than 2x an hour: 0.37
- 10x or more per day: 0.2
- 5-9x times per day: 0.35
- Once or twice a day: 0.08
- Once or twice a week: 0
- Once or twice a month: 0
- Never: 0
- Do not participate: 0

0% 5% 10% 15% 20% 25% 30% 35% 40%
Let’s look at that again…
How often do you log onto social media networks?

- More than 2x an hour: 37.38%
- Five to nine times per day: 34.58%
- Ten or more times per day: 19.63%
- Once or twice a day: 8.41%

Nearly 40% log onto social channels several times per hour!
What features do you look for and use the most in a social media channel?
What form of technology do you use to access social networking channels?

Mobile, mobile, mobile…

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablet</td>
<td>0.12</td>
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<tr>
<td>Laptop</td>
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<tr>
<td>Smartphone</td>
<td>0.37</td>
</tr>
<tr>
<td>Desktop Computer</td>
<td>0.12</td>
</tr>
<tr>
<td>iPod</td>
<td>0.03</td>
</tr>
<tr>
<td>Wearable technology</td>
<td>0.004</td>
</tr>
</tbody>
</table>
Who do you **speak to most often** on social networking channels?
What information do you include and/or share on social networking platforms?

- Age: 15%
- Email address: 15%
- Home address: 15%
- Mobile phone number: 5%
- Relationship status: 10%
- Political views: 25%
- Photos of yourself: 30%
- Photos of others: 20%
What are the top reasons for not registering/using certain social networks?

- My friends aren’t on it: 0.26
- Too time consuming: 0.12
- Too many social networks: 0.49
- Other: 0.14

• Does not do anything for me/no personal use for it/ disinterest
• Invasion of privacy
• Potential [for] downloading virus, and cyberbullying
• Distraction
Which social media networks are you part of?

Average amount of social networks used: 6.8
Out of the social media networks you are part of, on which are you most active?
Which social media networks are you part of that we did not list?

- Deviantart
- The Hunt
- Pheed
- Reddit

We neglected to add in **imgur.com**, which is the backbone to many items on Reddit and other social networks; this will be added to 2015’s survey as well.
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

Facebook

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-50</td>
<td>0.02</td>
</tr>
<tr>
<td>50-100</td>
<td>0.03</td>
</tr>
<tr>
<td>101-250</td>
<td>0.22</td>
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<tr>
<td>251-500</td>
<td>0.36</td>
</tr>
<tr>
<td>501-1,000</td>
<td>0.23</td>
</tr>
<tr>
<td>More than 1,000</td>
<td>0.13</td>
</tr>
<tr>
<td>N/A</td>
<td>0</td>
</tr>
</tbody>
</table>
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**Twitter**

![Twitter network size distribution chart](image-url)
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

LinkedIn

![Chart showing the distribution of联网in contacts across different ranges]

- 0-50: 0.35
- 50-100: 0.21
- 101-250: 0.23
- 251-500: 0.03
- 501-1,000: 0.03
- More than 1,000: 0
- N/A: 0.15

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Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**Instagram**

![Bar chart showing the distribution of friends/contacts/followers on Instagram.](chart.png)
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

Pinterest

- 0.31% have 0-50 followers
- 0.2% have 50-100 followers
- 0.13% have 101-250 followers
- 0.02% have 251-500 followers
- 0% have 501-1,000 followers
- 0% have more than 1,000 followers
- 0.33% have N/A
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**Tumblr**

![Bar Chart](image)

- 0.14% have 0-50 followers
- 0.17% have 50-100 followers
- 0.06% have 101-250 followers
- 0.03% have 251-500 followers
- 0.06% have 501-1,000 followers
- 0% have more than 1,000 followers
- 0.54% have N/A
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**Snapchat**

![Bar chart showing the distribution of number of friends/contacts/followers on Snapchat.](chart)

- **0-50**: 0.55
- **50-100**: 0.26
- **101-250**: 0.08
- **251-500**: 0
- **501-1,000**: 0
- **More than 1,000**: 0
- **N/A**: 0.12
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

Vine

<table>
<thead>
<tr>
<th>Range</th>
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<td>0-50</td>
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Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

Google +

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<td>50-100</td>
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<tr>
<td>N/A</td>
<td>0.24</td>
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Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

We <3 It
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

Flickr

<table>
<thead>
<tr>
<th>Range</th>
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Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**Foursquare**

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
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<th>80%</th>
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<th>100%</th>
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<tr>
<td>501-1,000</td>
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<td>0</td>
<td>0</td>
<td>0.77</td>
</tr>
</tbody>
</table>
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

YouTube

- 0-50: 0.74
- 50-100: 0.06
- 101-250: 0.06
- 251-500: 0
- 501-1,000: 0
- More than 1,000: 0.02
- N/A: 0.13

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Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**Tinder**

- 0.1% have 0.50 friends/contacts/followers
- 0.07% have 50-100 friends/contacts/followers
- 0% have 101-250 friends/contacts/followers
- 0% have 251-500 friends/contacts/followers
- 0.03% have 501-1,000 friends/contacts/followers
- 0% have more than 1,000 friends/contacts/followers
- 0.8% have N/A
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**MySpace**

- 0% of respondents have 0.11 friends/contacts/followers on MySpace.
- 10% have 0.
- 20% have 0.07.
- 30% have 0.
- 40% have 0.
- 50% have 0.
- 60% have 0.
- 70% have 0.
- 80% have 0.
- 90% have 0.
- 100% have 0.
- 0% have more than 1,000.
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

WhatsApp
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

Kik

<table>
<thead>
<tr>
<th>Number of Friends</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0-50</td>
<td>0.21%</td>
</tr>
<tr>
<td>50-100</td>
<td>0.07%</td>
</tr>
<tr>
<td>101-250</td>
<td>0%</td>
</tr>
<tr>
<td>251-500</td>
<td>0%</td>
</tr>
<tr>
<td>501-1,000</td>
<td>0%</td>
</tr>
<tr>
<td>More than 1,000</td>
<td>0%</td>
</tr>
<tr>
<td>N/A</td>
<td>0.72%</td>
</tr>
</tbody>
</table>
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

**Viber**

- 0-50: 0.19
- 50-100: 0.1
- 101-250: 0.03
- 251-500: 0
- 501-1,000: 0
- More than 1,000: 0
- N/A: 0.68
Out of all the social media networks you are part of, how many friends/contacts/followers do you have on each of them?

Wechat

<table>
<thead>
<tr>
<th>Number of Contacts</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0-50</td>
<td>0.07</td>
</tr>
<tr>
<td>50-100</td>
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<tr>
<td>101-250</td>
<td>0</td>
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<tr>
<td>251-500</td>
<td>0</td>
</tr>
<tr>
<td>501-1,000</td>
<td>0</td>
</tr>
<tr>
<td>More than 1,000</td>
<td>0</td>
</tr>
<tr>
<td>N/A</td>
<td>0.93</td>
</tr>
</tbody>
</table>
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?
Facebook

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.4
- Most: 0.48
- Half: 0.08
- Few: 0.03
- None: 0.01
- N/A: 0
Twitter

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?
LinkedIn

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.25
- Most: 0.44
- Half: 0.11
- Few: 0.04
- None: 0
- N/A: 0.16
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.16
- Most: 0.42
- Half: 0.22
- Few: 0.14
- None: 0.01
- N/A: 0.05
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- None: 0.07
- Few: 0.29
- Half: 0.12
- Most: 0.05
- All: 0.02
- N/A: 0.44
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0%
- Most: 0.03%
- Half: 0.03%
- Few: 0.3%
- None: 0.03%
- N/A: 0.6%
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.71
- Most: 0.11
- Half: 0
- Few: 0.03
- None: 0.02
- N/A: 0.13

Strong in-person element to Snapchat
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?
Google +

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.37
- Most: 0.14
- Half: 0
- Few: 0.09
- None: 0.03
- N/A: 0.37
We <3 It

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Value</th>
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<tbody>
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<td>All</td>
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<td>Most</td>
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<tr>
<td>Half</td>
<td>0</td>
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<tr>
<td>Few</td>
<td>0</td>
</tr>
<tr>
<td>None</td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>
Flickr

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?
Foursquare

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.07
- Most: 0.07
- Half: 0
- Few: 0
- None: 0
- N/A: 0.85
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.08
- Most: 0.12
- Half: 0
- Few: 0.26
- None: 0.22
- N/A: 0.32
Tinder

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0
- Most: 0
- Half: 0.07
- Few: 0.07
- None: 0.07
- N/A: 0.8

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Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- 0%: No one
- 10%: A few
- 40%: Quite a few
- 60%: Half
- 80%: Most
- 90%: All
- 100%: None

**MySpace**

- 0.04: A few
- 0.08: Quite a few
- 0.88: None

**N/A**
Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.48
- Most: 0.05
- Half: 0
- Few: 0.05
- None: 0.02
- N/A: 0.4

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Out of all of your friends/followers/contacts on each of the social media networks, **how many have you met in person?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>All</td>
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<tr>
<td>Most</td>
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</tr>
<tr>
<td>Half</td>
<td>0</td>
</tr>
<tr>
<td>Few</td>
<td>0.03</td>
</tr>
<tr>
<td>None</td>
<td>0.03</td>
</tr>
<tr>
<td>N/A</td>
<td>0.76</td>
</tr>
</tbody>
</table>
Viber

Out of all of your friends/followers/contacts on each of the social media networks, how many have you met in person?

- All: 0.21
- Most: 0.03
- Half: 0
- Few: 0.03
- None: 0
- N/A: 0.72
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?

Facebook

- Messaging & chat: 0.18
- Video sharing: 0.16
- Photo sharing: 0.16
- Finding new friends: 0.05
- Friend communication: 0.03
- Job seeking: 0.02
- Professional connections: 0.05
- Promote "personal" brand: 0.04
- Build awareness/fundraising: 0.11
- Events: 0.06
- Forming groups: 0.01
- Writing blogs: 0.03
- Games: 0
- N/A: 0
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?

- Instagram
  - Messaging & chat: 0.06
  - Video sharing: 0.2
  - Photo sharing: 0.35
  - Finding new friends: 0.07
  - Friend communication: 0.14
  - Job seeking: 0.01
  - Professional connections: 0.02
  - Promote "personal" brand: 0.07
  - Build awareness/fundraising: 0.04
  - Events: 0.02
  - Forming groups: 0.01
  - Writing blogs: 0.01
  - Games: 0
  - N/A: 0.02
Out of all of the social media platforms you use, what features do you use on each of them specifically?
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Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?

Vine

- Video sharing: 0.36
- N/A: 0.45

Other features: Messaging & chat, Photo sharing, Finding new friends, Job seeking, Promote "personal" brand, Build awareness/fundraising, Events, Forming groups, Writing blogs, Games
Out of all of the social media platforms you use, what features do you use specifically?

- Messaging & chat: 0.14
- Video sharing: 0.06
- Photo sharing: 0.06
- Finding new friends: 0.02
- Friend communication: 0.1
- Job seeking: 0.06
- Professional connections: 0.06
- Promote "personal" brand: 0.08
- Build awareness/fundraising: 0.04
- Events: 0.02
- Forming groups: 0.04
- Writing blogs: 0.02
- Games: 0
- N/A: 0.29
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?

Foursquare

- Messaging & chat: 0%
- Video sharing: 0%
- Photo sharing: 0%
- Finding new friends: 0%
- Friend communication: 0%
- Job seeking: 0%
- Professional connections: 0%
- Promote "personal" brand: 0%
- Build awareness/fundraising: 0%
- Events: 0%
- Forming groups: 0%
- Writing blogs: 0%
- Games: 0%
- N/A: 0.78%
Out of all of the social media platforms you use, what features do you use on each of them specifically?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
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<tbody>
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<td>Messaging &amp; chat</td>
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<tr>
<td>Video sharing</td>
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<tr>
<td>Photo sharing</td>
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</tr>
<tr>
<td>Finding new friends</td>
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<tr>
<td>Friend communication</td>
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<tr>
<td>Job seeking</td>
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<tr>
<td>Professional connections</td>
<td>0.03</td>
</tr>
<tr>
<td>Promote &quot;personal&quot; brand</td>
<td>0.05</td>
</tr>
<tr>
<td>Build awareness/fundraising</td>
<td>0.18</td>
</tr>
<tr>
<td>Events</td>
<td>0.02</td>
</tr>
<tr>
<td>Forming groups</td>
<td>0.02</td>
</tr>
<tr>
<td>Writing blogs</td>
<td>0.02</td>
</tr>
<tr>
<td>Games</td>
<td>0.02</td>
</tr>
<tr>
<td>N/A</td>
<td>0.02</td>
</tr>
</tbody>
</table>
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?
Out of all of the social media platforms you use, what features do you use on each of them specifically?

- Viber

- Messaging & chat: 0.19
- Video sharing: 0.12
- Photo sharing: 0.12
- Friend communication: 0.06
- Job seeking: 0
- Professional connections: 0
- Promote "personal" brand: 0
- Build awareness/fundraising: 0
- Events: 0
- Forming groups: 0
- Writing blogs: 0
- Games: 0
- N/A: 0.5

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How often do you alter your online profiles on each of these social media platforms?
Facebook

How often do you alter your online profile?

More than once a day: 20%
Once a day: 10%
Once a week: 15%
Once every month: 25%
Once every couple of months: 20%
Once a year: 5%
Milestone dates (ex: new job): 5%
N/A: 0%

Lots of status updates!
**Twitter**

How often do you alter your online profile?

- More than once a day: 15%
- Once a day: 10%
- Once a week: 10%
- Once every month: 15%
- Once every couple of months: 20%
- Once a year: 5%
- Milestone dates (ex: new job): 10%
- N/A: 5%
LinkedIn

How often do you alter your online profile?

- More than once a day: 0%
- Once a day: 5%
- Once a week: 10%
- Once every month: 15%
- Once every couple of months: 20%
- Once a year: 25%
- Milestone dates (ex: new job): 30%
- N/A: 20%
How often do you alter your online profile?

- More than once a day: 20%
- Once a day: 5%
- Once a week: 25%
- Once every month: 15%
- Once every couple of months: 10%
- Once a year: 5%
- Milestone dates (ex: new job): 2%
- N/A: 20%
Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
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LinkedIn

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Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
Snapchat

Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?

Yes: 0.26
No: 0.74
Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
We <3 It

Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
Flickr

Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
Foursquare

Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
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Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
Kik

Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?

Yes: 0.08
No: 0.92
Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
Would it concern you if a person in a position of authority (e.g. parent, boss, teacher) were to come across your online profile?
How do you **discover** new social platforms/messaging apps?

- **Friends**: 49%
- **I find them online and tell my friends**: 13%
- **Hear about them in the media**: 27%
- **I see an ad online**: 5%
- **I see a mobile ad**: 4%
- **Other**: 2%
How do you utilize privacy settings on social networks?

- 68%: I carefully select what I share through privacy settings, it is a strong concern I have.
- 29%: I occasionally look at privacy settings, it is a mild concern I have.
- 4%: I rarely look at privacy settings; it is of little concern to me.
How do you like to engage with brands in social networks?

- 0.28% I regularly watch for content/posts from brands I follow
- 0.16% I share brand posts that I see/follow
- 0.23% I notice/engage with relevant ads online
- 0.12% I notice/engage with relevant ads on mobile
- 0.21% I don't like to engage with brands on social media
With regards to advertising on social platforms...
Facebook

- 0.48: I recall brands that are advertised on this platform
- 0.23: I know more about brands because of this platform
- 0.12: I would purchase a product I saw advertised on this platform
- 0.17: I never see ads on this platform or N/A
Twitter

- 0.34% recall brands that are advertised on this platform
- 0.19% know more about brands because of this platform
- 0.12% would purchase a product I saw advertised on this platform
- 0.34% never see ads on this platform or N/A

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LinkedIn

- I recall brands that are advertised on this platform: 0.18
- I know more about brands because of this platform: 0.1
- I would purchase a product I saw advertised on this platform: 0.08
- I never see ads on this platform or N/A: 0.63
I recall brands that are advertised on this platform: 0.19
I know more about brands because of this platform: 0.15
I would purchase a product I saw advertised on this platform: 0.11
I never see ads on this platform or N/A: 0.55
I recall brands that are advertised on this platform
I know more about brands because of this platform
I would purchase a product I saw advertised on this platform
I never see ads on this platform or N/A
I recall brands that are advertised on this platform: 0.1%
I know more about brands because of this platform: 0%
I would purchase a product I saw advertised on this platform: 0%
I never see ads on this platform or N/A: 90%
I recall brands that are advertised on this platform: 0.06%
I know more about brands because of this platform: 0%
I would purchase a product I saw advertised on this platform: 0%
I never see ads on this platform or N/A: 94%
I recall brands that
are advertised on
this platform

I know more about
brands because of
this platform

I would purchase a
product I saw
advertised on this
platform

I never see ads on
this platform or N/A

0.09

0.05

0

0.86
Google +

- I recall brands that are advertised on this platform: 0.09%
- I know more about brands because of this platform: 0.04%
- I would purchase a product I saw advertised on this platform: 0.04%
- I never see ads on this platform or N/A: 83%

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We <3 It

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

I recall brands that are advertised on this platform
I know more about brands because of this platform
I would purchase a product I saw advertised on this platform
I never see ads on this platform or N/A
I recall brands that are advertised on this platform
I know more about brands because of this platform
I would purchase a product I saw advertised on this platform
I never see ads on this platform or N/A
Foursquare

- I recall brands that are advertised on this platform: 0.05%
- I know more about brands because of this platform: 0%
- I would purchase a product I saw advertised on this platform: 0%
- I never see ads on this platform or N/A: 95%
YouTube

- 37% recall brands advertised on this platform
- 27% know more about brands because of this platform
- 16% would purchase a product seen advertised on this platform
- 19% never see ads on this platform or N/A
I recall brands that are advertised on this platform: 0%
I know more about brands because of this platform: 0%
I would purchase a product I saw advertised on this platform: 0%
I never see ads on this platform or N/A: 100%
MySpace

I recall brands that are advertised on this platform: 0%

I know more about brands because of this platform: 0%

I would purchase a product I saw advertised on this platform: 0%

I never see ads on this platform or N/A: 100%
WhatsApp

I recall brands that are advertised on this platform: 0.07
I know more about brands because of this platform: 0.07
I would purchase a product I saw advertised on this platform: 0.1
I never see ads on this platform or N/A: 0.77
I recall brands that are advertised on this platform
I know more about brands because of this platform
I would purchase a product I saw advertised on this platform
I never see ads on this platform or N/A

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
0%
Viber

I recall brands that are advertised on this platform: 1
I know more about brands because of this platform: 0
I would purchase a product I saw advertised on this platform: 0
I never see ads on this platform or N/A: 0

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
0 0 0 1
Wechat

I recall brands that are advertised on this platform: 1%
I know more about brands because of this platform: 0%
I would purchase a product I saw advertised on this platform: 0%
I never see ads on this platform or N/A: 100%
What are your **favourite social network brand experiences**?

- Being able to connect with friends and share photos
- Cool t-shirts that relate to me and my age and name. Unusual but true.
- Decode campaign on Microsoft's BING (BING out of all things, who would've thought?)
- Finding out about great online clothing websites through Pinterest.
- Interactive videos and YouTube commercials. And I like when I post on a brand's social media asking a question, and they actually answer back. Or I tag a brand in a post and they respond.
- Getting access to behind the scene footage on Instagram.
- Interactive contests or platforms that enable participation and consumer engagement. This allows participants to further understand the brand or specific product or service that is being showcased. This can effectively lead to subscription and brand/product loyalty.
What are your favourite social network brand experiences?

- Ones that involve me. For example they take my picture and make it something else.

- When brands create movements of people by being social. Many a time, brands forget that advertising on social networks require for the brand to be "social".

- WestJet Christmas commercial promoting themselves while doing something great.

- Ikea Instagram Catalogue

- WestJet ... pretty much everything they do.

- When they respond back to your concerns and fix the issue. Or when you love the product and they respond that their happy
What are your **favourite** social network brand experiences?

- Although you tube ads can sometimes be annoying as you wait for your video. I was particularly interested in the new Tim Horton's ad for dark roast coffee. It was an interesting ad which brought more awareness to their print ads as a result for me. After watching the ad I shared my experience with a few other people. I think that advertisement was successful for them.

- Products or services I've seen or heard from YouTube personalities...celebrities and everyday people that come across
Is there a social network or messaging app we have not mentioned that is starting to get popular with your friends?

- Deviantart
- “Spotify, it's like a music thing where u can make playlists of ur favourite songs and can share them with everyone or with ur friends depending on ur settings! Me, my friends, and most of my school heard about through different YouTubers!”
- Sqr
- Reddit
- Twitch
Is there a new social network or messaging app that is no longer popular with your friends?

- MySpace (mentioned 13 times!)
- Vine (mentioned 4 times)
- WhatsApp (mentioned 3 times)
- Tinder
- Kik
- Tumblr
- Yahoo Messenger
- “I see friends using Vine less since Instagram has started using video.”
- “Twitter, mainly cause it's too time consuming and it's annoying how you have a character limit!”
- Keek
- Facebook
- MSN Messenger
Student Survey
Social Media Trends 2014

Survey created by:
Sarah Kardashian & Julie Ford