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A look at attitudes toward social media commitments among young adults in Singapore, China, and the U.S.

SONAR

Methodology

What

Quantitative study by JWT Singapore conducted using SONAR™ – JWT's proprietary online research tool

Who

N = 900 18-26 year olds

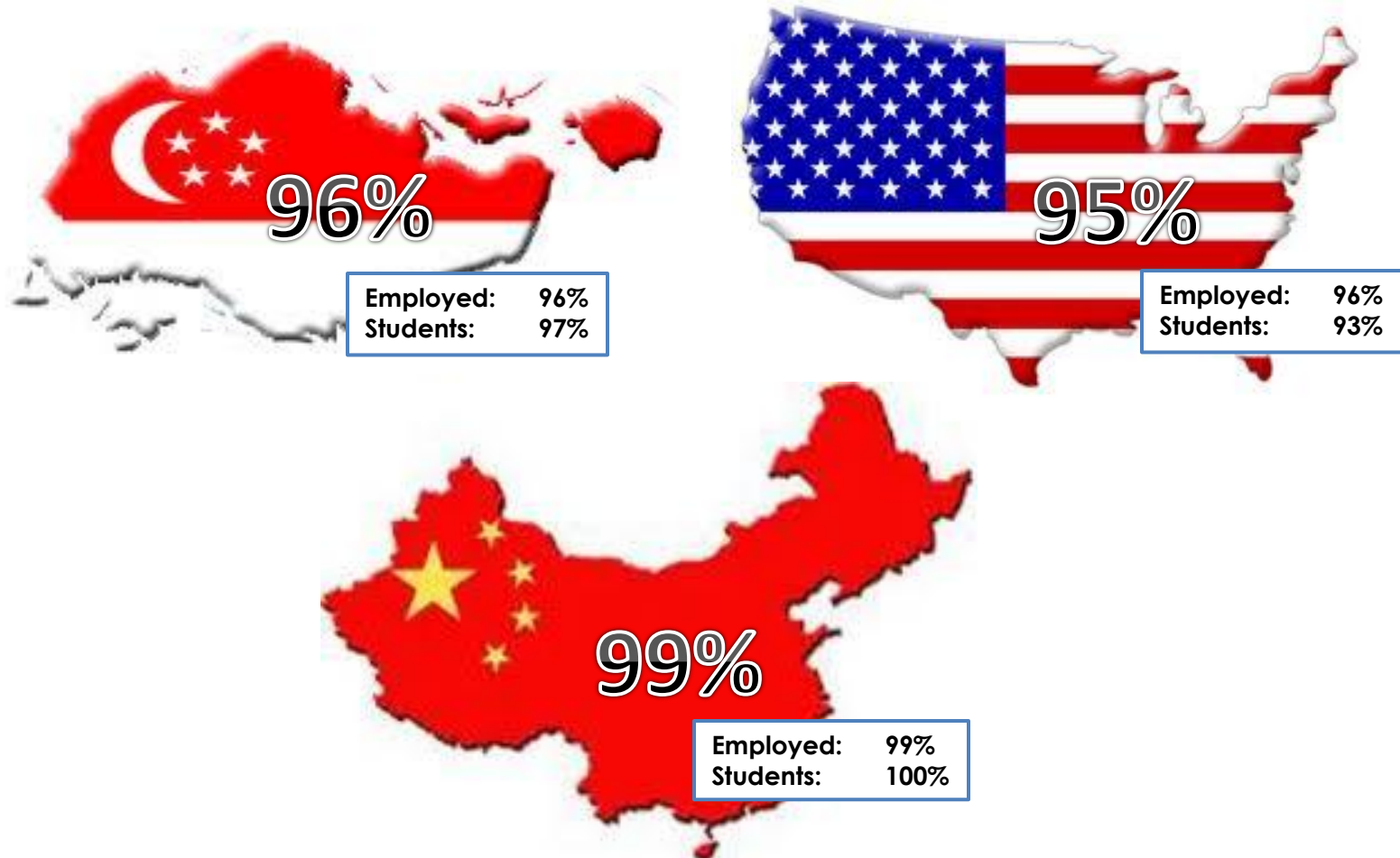
- N=300 per country (Singapore, China, US)
- Within each country, N=150 employed full or part-time and N=150 current students

When

February 1 – February 8, 2012

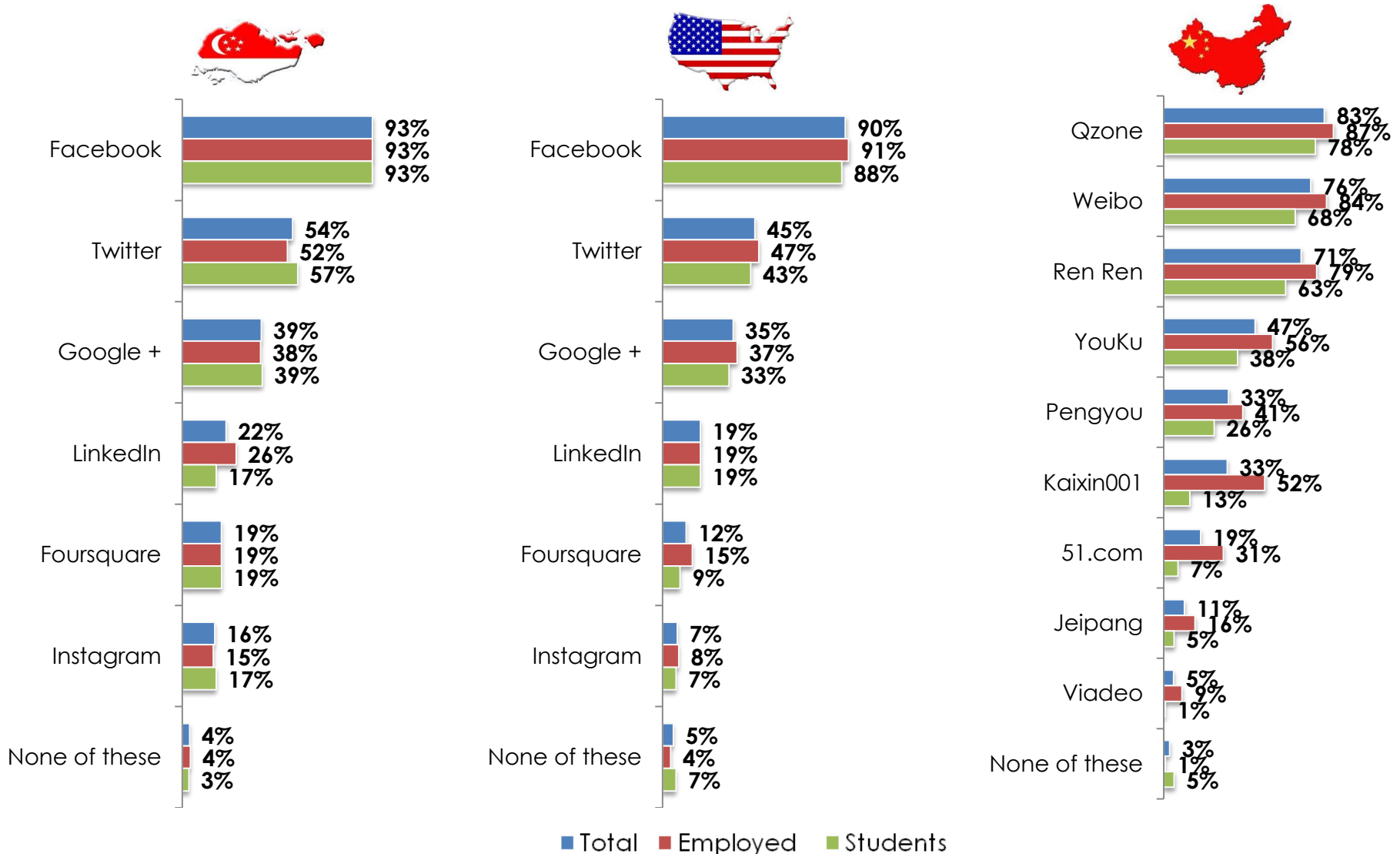
Social networking is nearly universal among young adults in Singapore, the US, and China.

Social Network Membership - % On a Major Social Network (Among Adults 18-26)



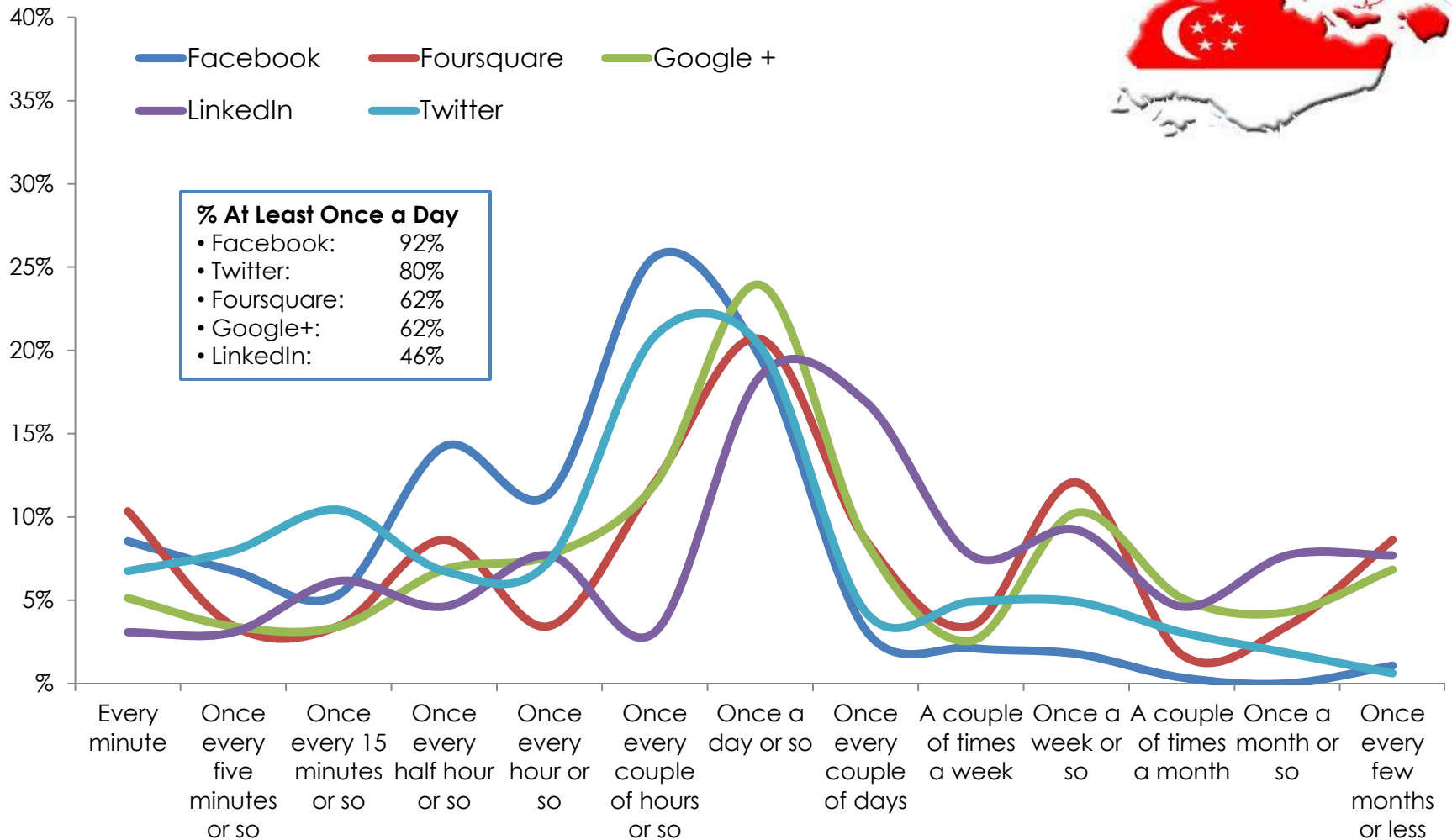
Facebook is by far the most popular social networking site in Singapore and the US, while Qzone and Weibo are most popular in China.

Social Network Membership (Among Adults 18-26)



In Singapore, nearly everyone checks Facebook at least once a day.

Frequency of Visiting Sites (Among Singapore Adults 18-26 On Each Site)

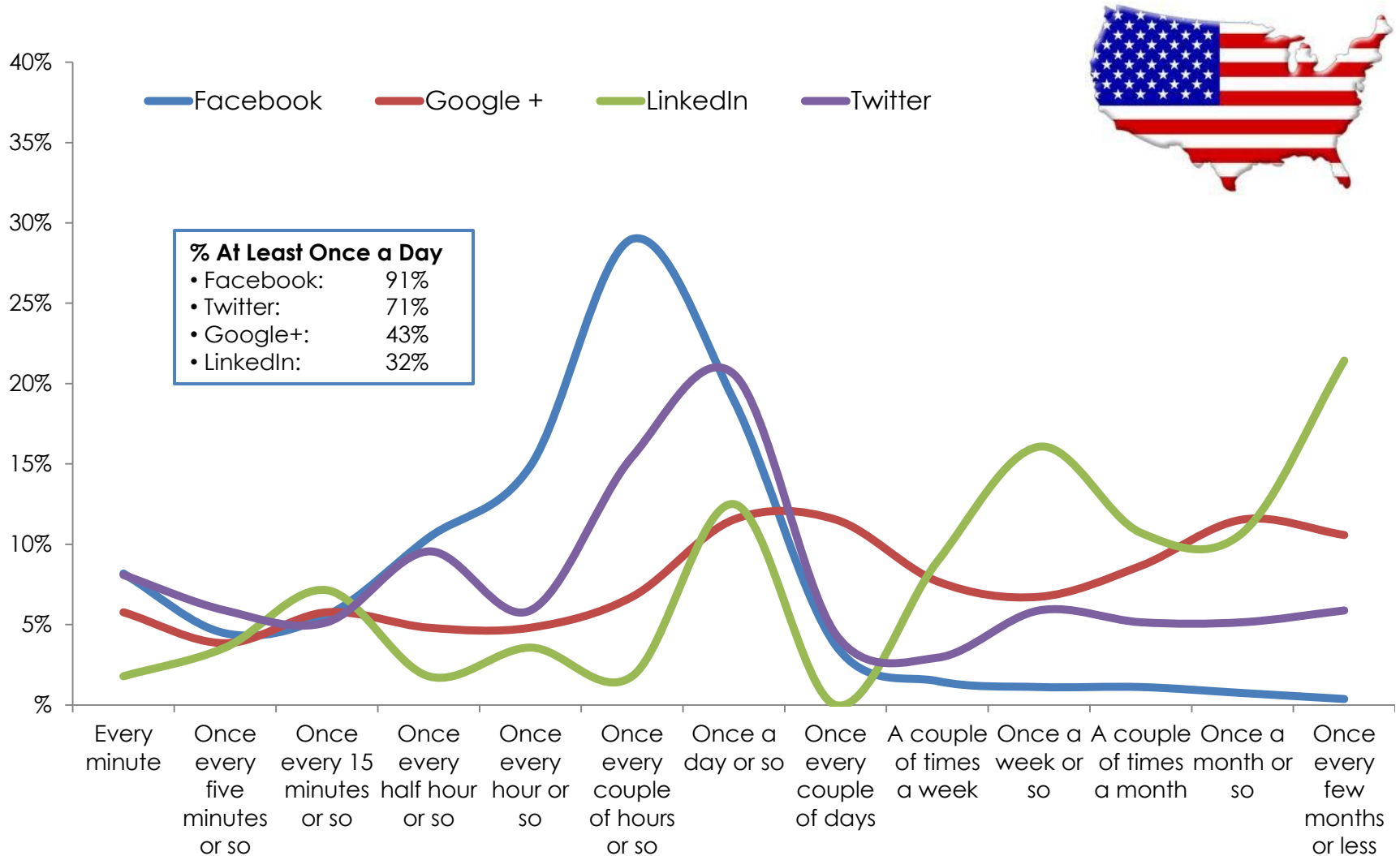


* Note: Instagram not shown due to small base sizes (n<50)

Q How often do you visit each of these sites?

The same is true in the US.

Frequency of Visiting Sites (Among US Adults 18-26 On Each Site)

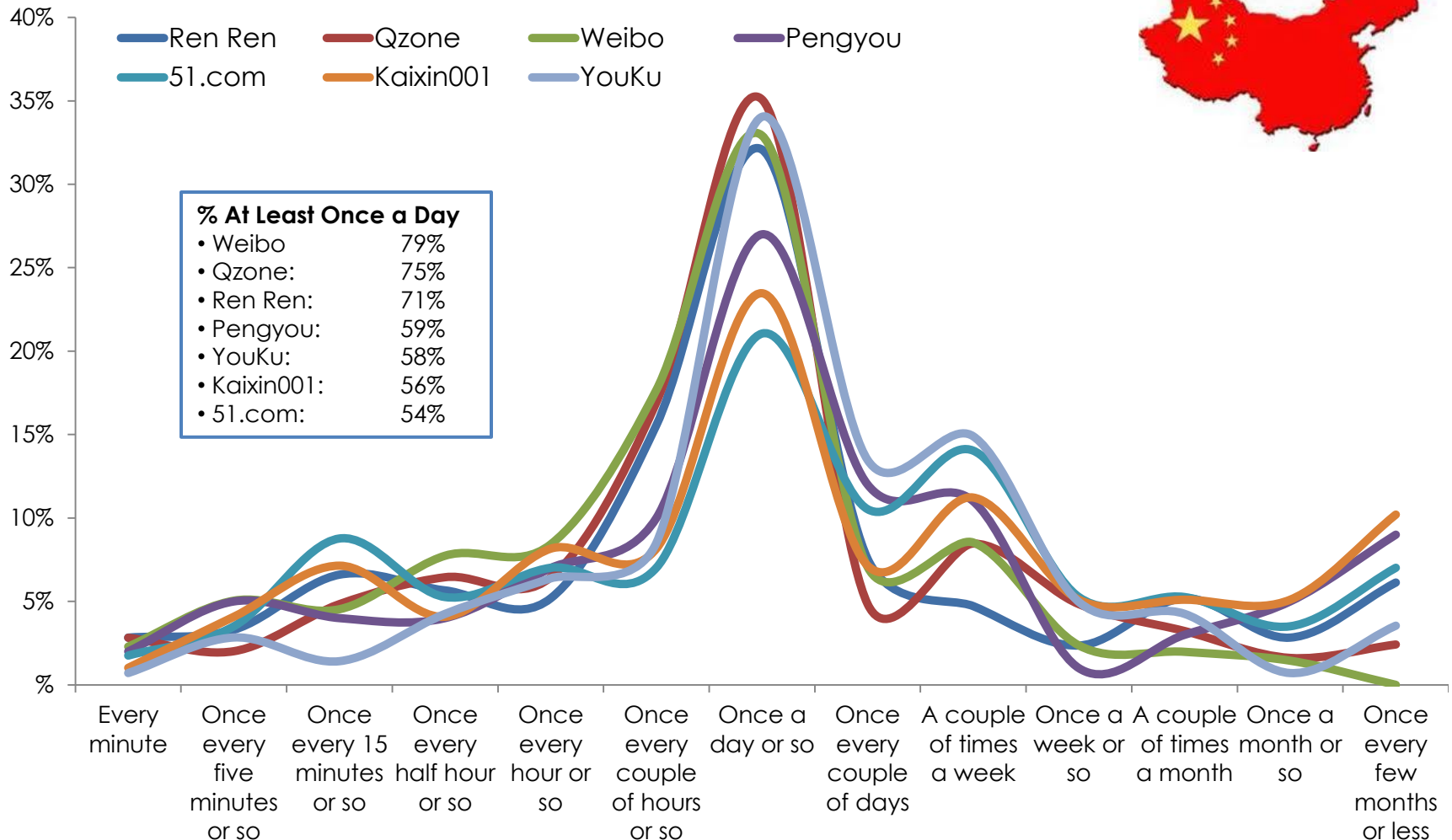


* Note: Instagram and Foursquare not shown due to small base sizes (n<50)

Q How often do you visit each of these sites?

Chinese adults check sites like Weibo and Qzone less often than adults in Singapore and the US check Facebook.

Frequency of Visiting Sites (Among Chinese Adults 18-26 On Each Site)

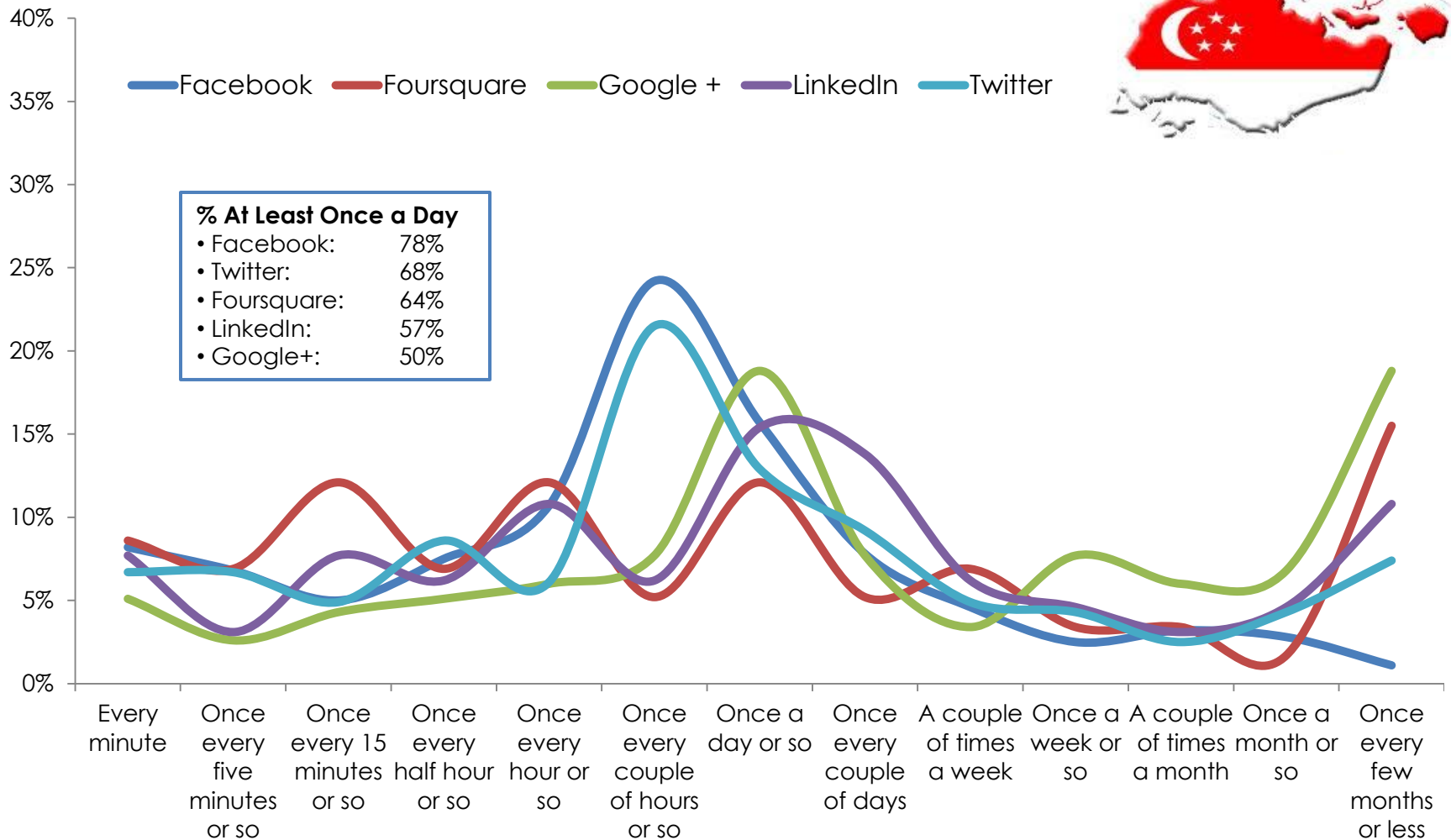


* Note: Jeipang and Viadeo not shown due to small base sizes (n<50)

Q How often do you visit each of these sites?

In Singapore, most young adults receive Facebook notifications at least once a day, with more than half receiving them at least every couple hours or so.

Frequency of Receiving Notifications (Among Singapore Adults 18-26 On Each Site)



Young adults in Singapore are more likely than those in the US and China to visit their social media pages when out and about.

When Visit Social Media Sites (Among Adults 18-26 Using Social Media)



	Total Sample	Total	Employed	Student	Total	Employed	Student	Total	Employed	Student
While watching TV	56%	50%	52%	47%	67%	69%	66%	51%	51%	51%
On the bus or train	44%	57%	62%	52%	26%	23%	29%	48%	46%	51%
At restaurants/coffee shops	37%	43%	48%	39%	33%	34%	31%	35%	38%	32%
When I'm out with friends	37%	44%	48%	41%	32%	37%	26%	33%	35%	32%
In a lecture/class	36%	45%	35%	54%	28%	28%	28%	34%	24%	45%
When I wake up in the middle of the night	32%	35%	37%	32%	35%	36%	34%	26%	26%	27%
While talking on the phone	20%	17%	18%	15%	29%	32%	26%	16%	18%	14%
While grocery shopping	20%	20%	22%	18%	23%	26%	19%	16%	20%	13%
At the pub/bar/club	17%	19%	23%	15%	17%	23%	11%	15%	19%	11%
At the cinema	16%	18%	18%	18%	13%	17%	8%	17%	24%	9%
When I'm getting dressed	15%	14%	17%	12%	20%	23%	18%	11%	17%	6%
On a date	13%	17%	21%	12%	8%	11%	5%	15%	17%	13%
In a meeting	13%	13%	17%	10%	11%	15%	7%	14%	15%	14%
While in bed with my partner	11%	10%	14%	5%	12%	14%	11%	12%	18%	6%
While babysitting	11%	10%	14%	7%	19%	19%	19%	5%	7%	4%
In a fitting room at a store	11%	10%	10%	10%	12%	15%	9%	10%	17%	4%
At the gym	11%	10%	12%	8%	16%	20%	12%	7%	11%	3%
While taking care of my kids	8%	6%	8%	5%	12%	16%	7%	5%	8%	3%
At a place of worship (e.g. church)	8%	9%	11%	8%	8%	12%	5%	5%	8%	1%
While being intimate with my partner	7%	9%	11%	7%	5%	8%	2%	7%	9%	4%
While breast feeding (women only)	2%	2%	4%	1%	1%	2%	1%	1%	3%	0%
Other	8%	8%	10%	6%	11%	8%	14%	5%	7%	4%
None of these	6%	4%	3%	4%	7%	6%	9%	6%	5%	8%

* Note: TOP 5 in each column shown in bold font

Q Which of the following describe times when you typically visit social media sites?

Across cultures, young adults carefully manage the image they portray of themselves through social media. Americans feel they are more honest.

Attitudes Towards Social Media (Among Adults 18-26 Using Social Media)



% Strongly/Somewhat Agree	Total Sample	Singapore			USA			China		
		Total	Employed	Student	Total	Employed	Student	Total	Employed	Student
I often look through other peoples albums on social media out of curiosity (even people I am not friends with)	78%	79%	78%	80%	77%	81%	73%	77%	77%	77%
I carefully manage the image of myself that I portray to others through social media	77%	78%	76%	79%	75%	76%	73%	80%	81%	79%
My social media profiles are an accurate representation of my real life	76%	75%	75%	74%	83%	88%	79%	70%	72%	68%
I prefer to contribute to conversations on social media versus starting them	72%	75%	72%	78%	70%	74%	65%	72%	75%	69%
I prefer to just observe what's going on in social media rather than actively join the conversation	71%	76%	77%	76%	66%	69%	63%	70%	68%	73%
I upload photos on social media sites to make myself look good to others	63%	61%	63%	59%	53%	60%	46%	73%	80%	66%
I sometimes feel jealous of other people on social media sites	56%	55%	57%	53%	44%	45%	42%	69%	73%	65%
I don't like when friends tag me in photos without my permission	54%	49%	50%	48%	45%	51%	39%	68%	70%	66%
I like to be the starter of conversations on social media	53%	52%	52%	52%	46%	54%	37%	60%	69%	51%
I look more attractive in my social media profile picture than I do in real life	52%	53%	53%	52%	35%	42%	28%	67%	77%	56%
Sometimes I feel bad about myself after seeing into other people's lives on social media sites	49%	49%	54%	44%	41%	47%	34%	58%	64%	53%
I get nervous when I receive notifications that I was tagged in photos on a social media sites	47%	49%	50%	48%	39%	47%	31%	53%	54%	51%

Young adults in all three countries take their social media obligations seriously. The Chinese feel the most pressure to be engaged on these sites.

Attitudes Towards Social Media Obligations (Among Adults 18-26 Using Social Media)



% Strongly/Somewhat Agree	Total Sample	Singapore			USA			China		
		Total	Employed	Student	Total	Employed	Student	Total	Employed	Student
If I comment on my friends' photos or updates, it shows them that I care enough about them to keep up with their lives	73%	67%	68%	65%	71%	79%	63%	81%	81%	81%
Responding to a message on a social media site is just as important as responding to an email or text message	73%	69%	68%	70%	74%	78%	69%	76%	79%	73%
It is important for me to keep up with my friends' social media activity as it is often discussed in real world conversations	72%	73%	72%	74%	62%	67%	57%	81%	86%	77%
My friends often ask me in-person to view photos or updates they posted on their social media sites	61%	57%	57%	57%	59%	63%	56%	66%	74%	58%
If I post on my social media site(s), I worry that others won't comment on my posts	55%	52%	53%	50%	48%	57%	39%	66%	63%	69%
I feel pressure to appear witty if I post on my social media site(s)	53%	48%	46%	51%	51%	53%	48%	61%	62%	60%
I feel pressure to be in constant contact with others through social media	53%	48%	44%	52%	48%	49%	46%	63%	65%	61%
When my friends post photos or updates, I feel obligated to "like" or comment on them	52%	44%	44%	44%	43%	48%	38%	68%	72%	65%
I think it is rude when my friends don't respond to social media messages right away	45%	40%	39%	40%	40%	47%	32%	54%	57%	51%

Social media commitments have become a chore and a source of stress

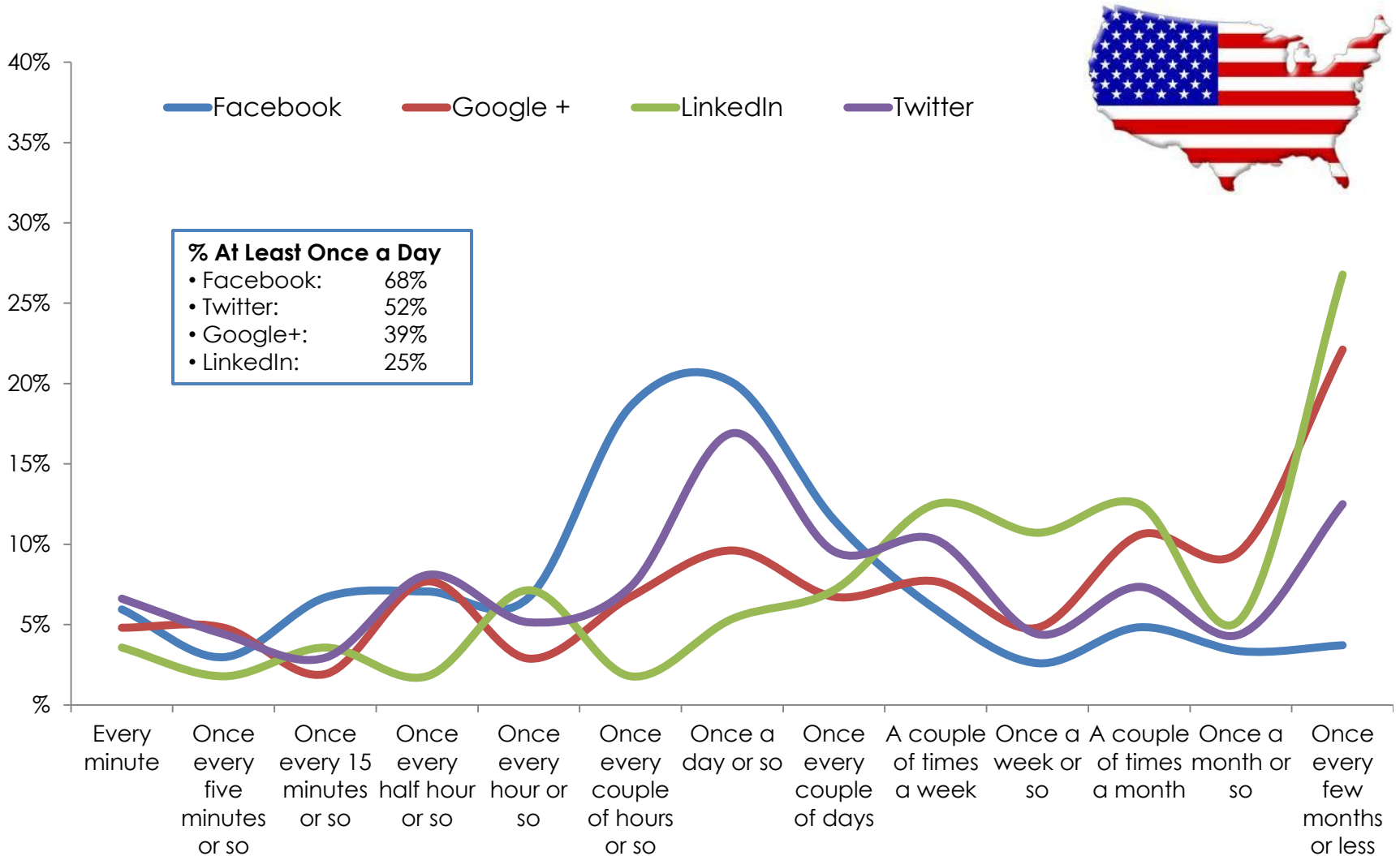
Influence of Social Media on Life (Among Adults 18-26 Using Social Media)



% Strongly/Somewhat Agree	Total	Total	Employed	Student	Total	Employed	Student	Total	Employed	Student
I wish there was a service available to help manage my social media commitments	59%	56%	52%	59%	42%	46%	37%	79%	80%	78%
I find it too time-consuming to keep up with and respond to all my social media commitments	55%	55%	58%	52%	43%	49%	36%	66%	67%	64%
The amount of time I spend on social media sites probably has a negative effect on my job/studies	54%	56%	52%	59%	45%	48%	42%	62%	60%	63%
Managing my social media commitments is becoming a chore	48%	52%	52%	52%	38%	41%	35%	54%	57%	51%
There have been occasions where my posts (or responses to friends' posts) on social media sites has led to conflict	48%	49%	47%	50%	45%	49%	40%	49%	55%	44%
I feel guilty when I do not respond to a social media message immediately	46%	44%	46%	42%	44%	53%	35%	51%	51%	51%
I feel more stressed about my social media commitments now than I did a year ago	46%	44%	48%	41%	37%	44%	30%	57%	63%	50%
I have recently been late for meetings or class because I was busy checking my social media sites	43%	46%	43%	48%	35%	40%	29%	48%	59%	37%
The amount of time I spend on social media sites has led to conflict with friends, family members, and/or significant others	43%	45%	47%	43%	36%	43%	29%	46%	49%	44%
My social media commitments are a source of stress for me	42%	38%	37%	39%	34%	43%	25%	55%	58%	51%

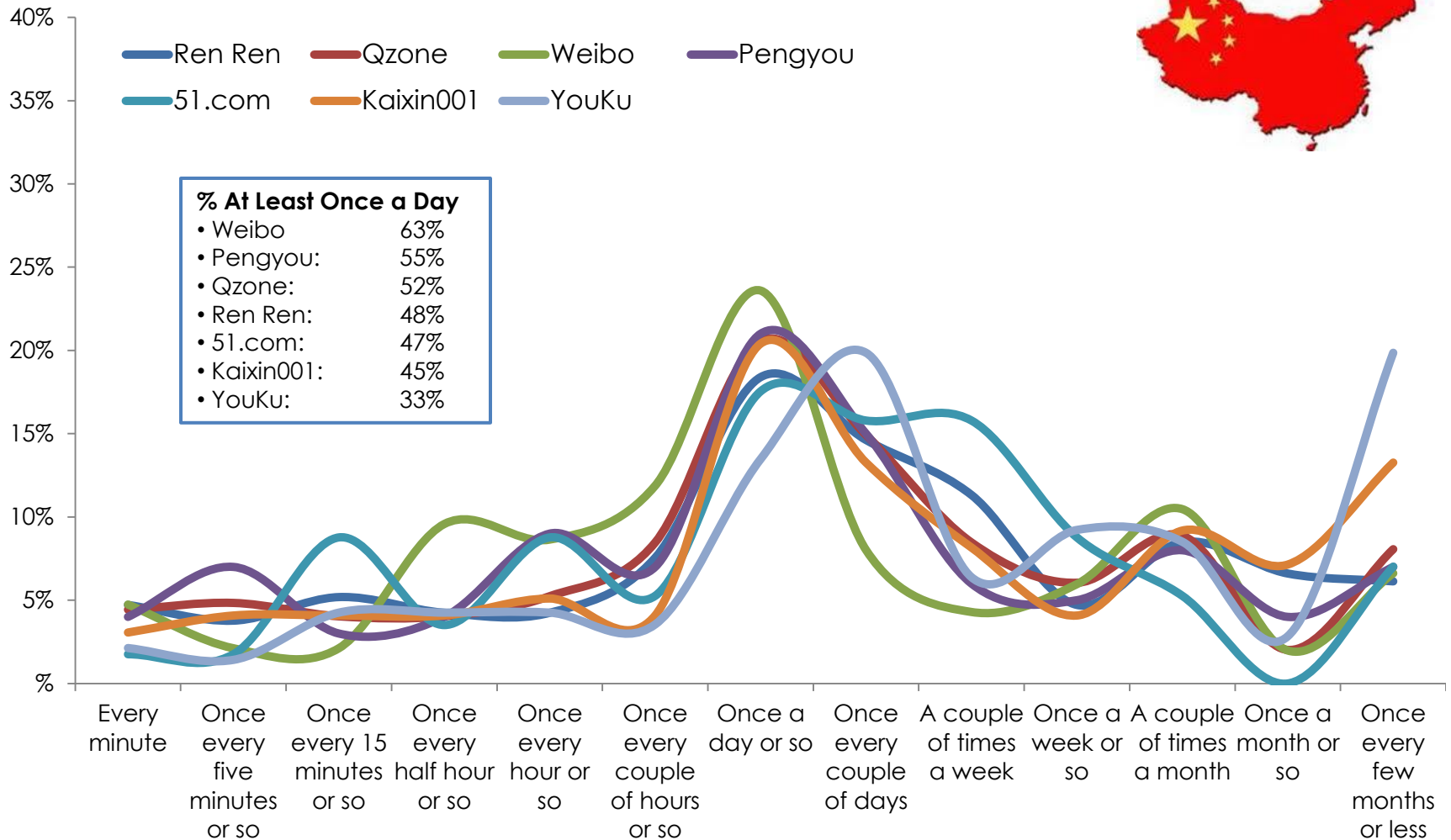
US consumers are receiving notifications from their social networks less frequently.

Frequency of Receiving Notifications (Among US Adults 18-26 On Each Site)



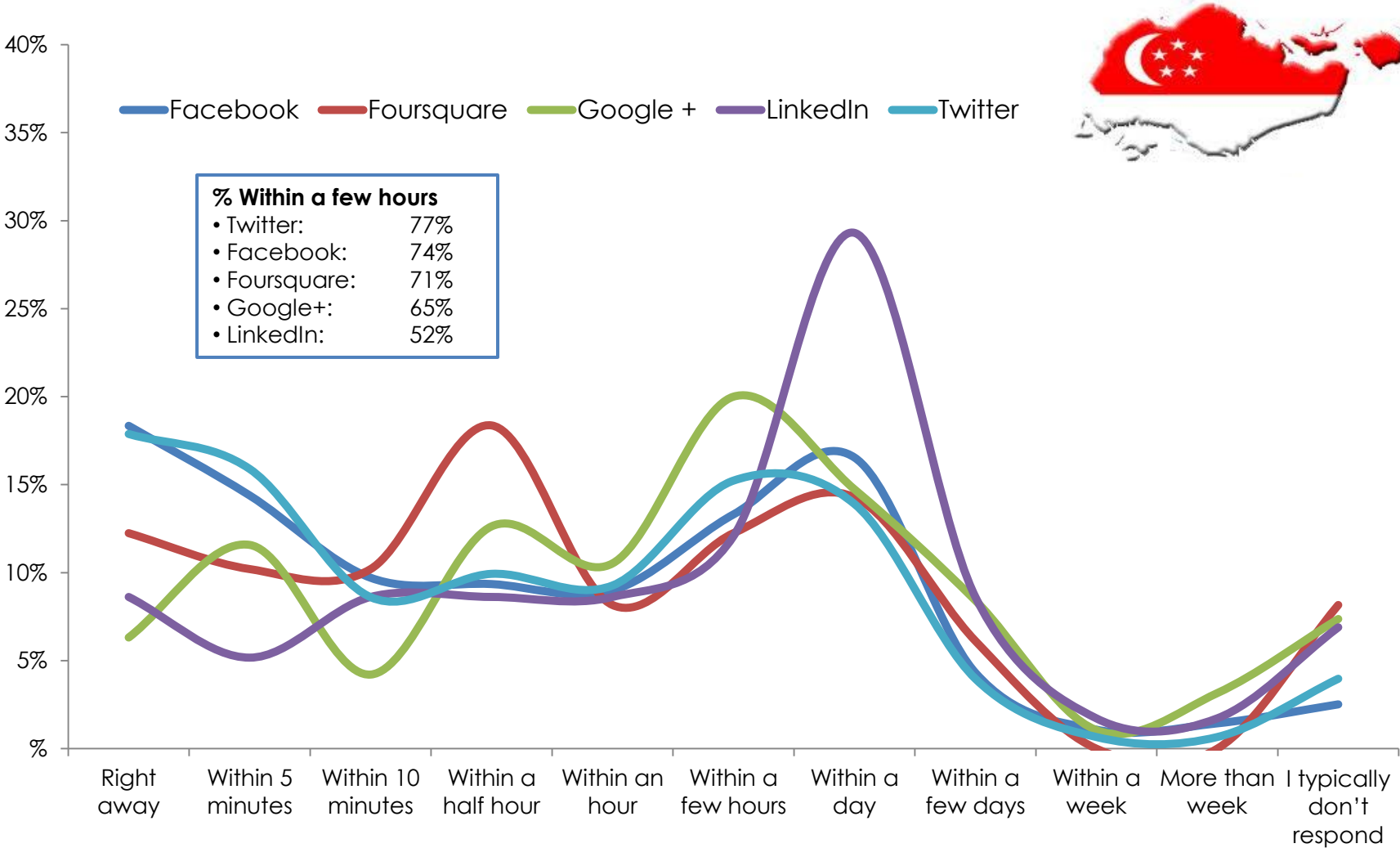
And those in China even less frequently than in the US.

Frequency of Receiving Notifications (Among Chinese Adults 18-26 On Each Site)



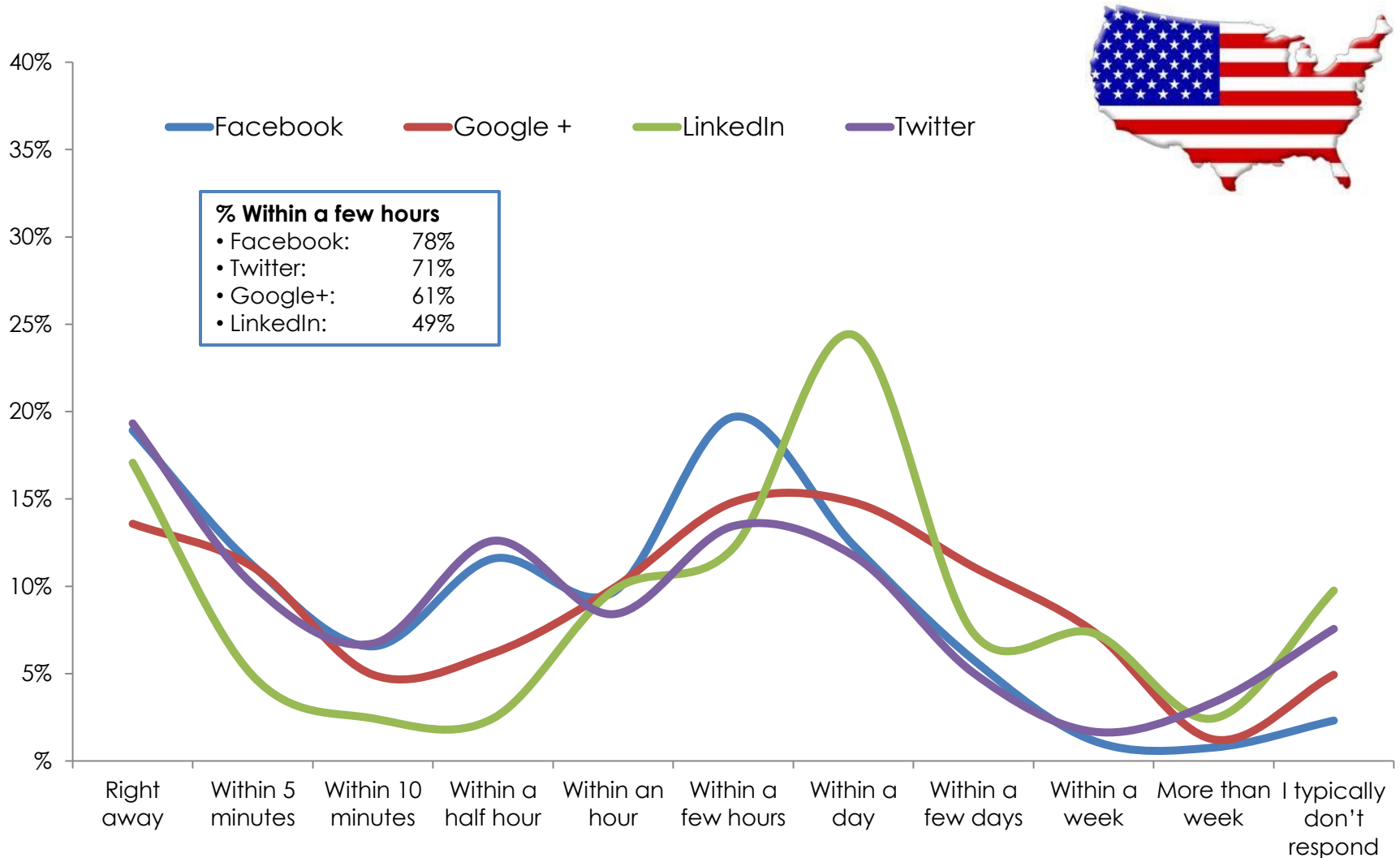
Response speed is highest for Twitter and Facebook in Singapore, though most respond within a day regardless of the social network.

Time to Respond to Notifications (Among Singapore Adults 18-26 Who Receive Notifications On Each Site)



Similarly, more than half of Facebook users respond to notifications within an hour and most others respond within a day.

Time to Respond to Notifications (Among US Adults 18-26 Who Receive Notifications On Each Site)



Chinese social networkers are also quick to respond to notifications, especially on Weibo where more than a two-fifths respond right away.

Time to Respond to Notifications (Among Chinese Adults 18-26 Who Receive Notifications On Each Site)

