

SOCIAL MEDIA LANDSCAPE 2014-BEYOND

The individual, through technology and social media sharing has now become a “micro media” company. Unique personalities become hyper targeted influencers, sharing their passions with people who are interested in their content and engaged. These are the people adopting and advancing new technologies to help them seamlessly share themselves and their gifts with the world. – Pamela A. Pickens, UrbanAdServe

The screenshot shows the USA TODAY website interface. At the top, there is a navigation bar with categories: NEWS, SPORTS, LIFE, MONEY, TECH (highlighted in orange), TRAVEL, OPINION, a weather icon showing 12°, and a SUBSCRIBE button. Below the navigation bar is a blue banner with the text "LIVE STREAM Press conference on deadly Indiana big rig crash | Live Video". The main article title is "Minorities rush to Twitter, Instagram, smartphones" by Roger Yu, USA TODAY, dated 9:22 p.m. EST February 14, 2013. The article features a photo of a man in a blue jacket and orange hat taking a picture with his smartphone. To the right of the photo are social sharing options: SHARE, 298 CONNECT (Facebook), 333 TWEET (Twitter), 11 COMMENT, EMAIL, and MORE. The article text discusses the popularity of Twitter and Instagram among blacks in America and mentions a demographic survey. A sidebar on the left shows social media share counts: 298 for Facebook, 333 for Twitter, and 11 for comments. A "STORY HIGHLIGHTS" section is partially visible at the bottom left. On the right side of the article, there is an advertisement for Bowers & Wilkins featuring a pair of headphones.

MULTICULTURAL SOCIAL MEDIA DATA THE PLATFORM PLAYERS

MAJOR PLATFORMS



EMERGING PLATFORMS



GAMING PLATFORMS



83% of internet users ages **18 to 29** use social media.
Pew Research Center's Internet & American Life Project

MULTICULTURAL SOCIAL MEDIA MAJOR DATA POINTS

Twitter, Instagram are popular among blacks.



Among black Internet users, **26%** use Twitter, far outpacing whites (14%) and Hispanics (19%).



Blacks' usage of Instagram (23%) also outnumbered Hispanics' (18%) and whites' (11%).

MULTICULTURAL SOCIAL MEDIA CELL/MOBILE VS LAPTOP/DESKTOP



PIP_CellInternetUse2013.pdf

Demographics of cell-mostly internet users

Among cell internet users, the % who mostly use their phone to go online

		% who mostly go online using their cell phone
All cell internet users (n=1,185)		34%
a	Men (n=598)	34
b	Women (n=587)	34
Race/ethnicity		
a	White, Non-Hispanic (n=762)	27
b	Black, Non-Hispanic (n=158)	43 ^a
c	Hispanic (n=157)	60 ^{ab}
Age		
a	18-29 (n=336)	50 ^{bcd}
b	30-49 (n=405)	35 ^{cd}
c	50-64 (n=304)	14
d	65+ (n=109)	10
Education attainment		
a	Less than high school/High school grad (n=333)	45 ^{bc}
b	Some College (n=306)	34 ^c
c	College + (n=541)	21
Household income		
a	Less than \$30,000/yr (n=238)	45 ^{cd}
b	\$30,000-\$49,999 (n=175)	39 ^d
c	\$50,000-\$74,999 (n=171)	30
d	\$75,000+ (n=429)	27
Urbanity		
a	Urban (n=436)	33
b	Suburban (n=571)	35
c	Rural (n=176)	30

Source: Pew Internet & American Life Project Spring Tracking Survey, April 17-May 19, 2013. N=1,185 cell internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on cell internet users is +/- 3.3 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).