

Social Media Sites Seek to Share Interesting, Important and Funny Things

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Global citizens who indicate they have shared some type of content online on social media sites in the past month seek primarily “to share interesting things” (61%), “to share important things” (43%) and “to share funny things” (43%). The findings reflect a new poll conducted by Ipsos OTX – the global innovation center for Ipsos, the world’s third largest market and opinion research firm. It speaks with 12,420 global online “sharers”, reflecting 71% of those in 24 countries who indicate they have shared any content in the past month on social media sites. Four in ten (37%) of global online sharers indicate they do so “to let others know what I believe in and who I really am.” Three in ten select the following reasons: “to recommend a product, service, movie, book, etc” (30%), “to add my support to a cause, an organization or belief” (29%) and “to share unique things” (26%). Two in ten choose “to let others know what I’m doing” (22%) thread or conversation” (20%) while one in ten say “to show I’m in the know” (11%) or “other reasons” (10%). Those most likely to indicate they engage in sharing on social media sites “to share interesting things” are from China (76%), Indonesia (76%), South Africa (74%), Turkey (71%), Russia (68%), Spain (66%), Canada (65%), Great Britain (65%) and the United States (65%). Those countries in the middle of the ranking, still boasting majorities who select this reason, are from: Brazil (63%), India (63%), Australia (62%), Argentina (60%), Mexico (59%), Sweden (58%), South Korea (57%), Hungary (56%), Poland (54%), and Italy (52%). Those at the bottom of the list are from: Japan (48%), Germany (47%), Saudi Arabia (46%), France (45%) and Belgium (43%). “To share interesting things” (61% globally) is the top reason for social media sharing across nearly all countries surveyed except Saudi Arabia, where respondents are most likely to choose “to let others know what I believe in and who I really am” (65%) as their top reason. Please visit www.ipsos-na.com for more information Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group