

Track 19 – Unit 7/17

Announcer: An article on social media

A new report on the use of social media conducted by the Pew Research Centre's "Internet and American Life Project" surveyed over 3,000 people about their internet use. About two-thirds of internet users now belong to social networking sites. The report claims that ninety-three per cent of social network users have joined Facebook.

The report showed big differences between how men and women use social media and how they manage their privacy. The study also says that men are more likely to regret what they have posted than women. Fifteen per cent of men said they have deleted messages, photos or videos that they have posted, whereas only eight per cent of women have done this. Men also delete friends less often than women do. Fifty-eight per cent said that they have deleted friends compared to seventy-eight per cent of women.

The most important thing about the study is that women are a lot more careful with their privacy settings and when sharing personal information. Over seventy-five per cent of women say that they use the highest privacy setting on Facebook, sharing data only with friends. Less than fifty per cent of men do.