

YOUR ONLINE WORLD

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In the past week, how often have you used social media...

1	2	3	4	5	6	7	8
<i>Not one day last week</i>	<i>One day last week</i>	<i>Two days last week</i>	<i>Three days last week</i>	<i>Four days last week</i>	<i>Five days last week</i>	<i>Six days last week</i>	<i>Every day last week</i>

Within 15 min of waking up

When eating breakfast

When eating lunch

When eating dinner

Within 15 min of going to sleep

Average Scores	
Within 15 min of waking up	Three days per week
When eating breakfast	Two days per week
When eating lunch	Two days per week
When eating dinner	Two – three days per week
Within 15 min of going to sleep	Four days per week


**WE ARE
SOCIAL (MEDIA)
CREATURES**



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AUSTRALIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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TOTAL
POPULATION



25.64
MILLION

URBANISATION:
86.3%

MOBILE
CONNECTIONS



32.47
MILLION

vs. POPULATION:
126.6%

INTERNET
USERS



22.82
MILLION

vs. POPULATION:
89.0%

ACTIVE SOCIAL
MEDIA USERS



20.50
MILLION

vs. POPULATION:
79.9%

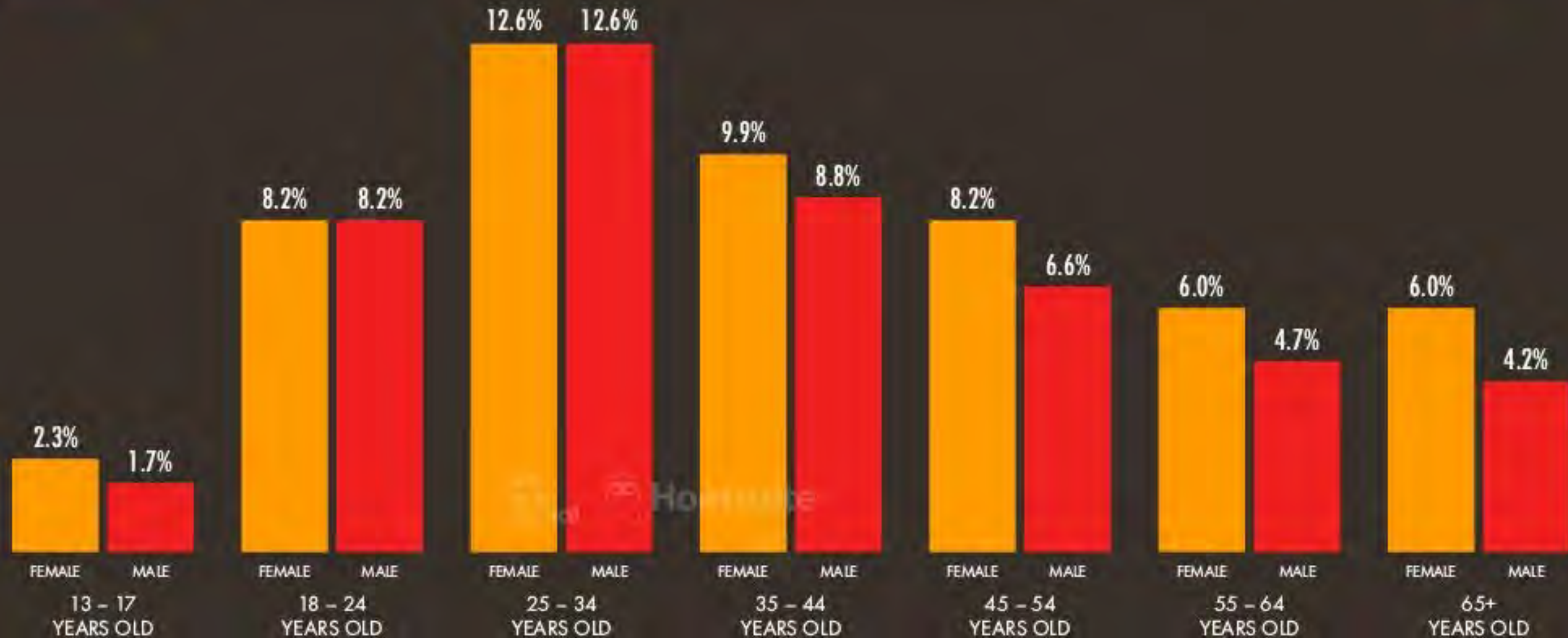
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SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



AUSTRALIA



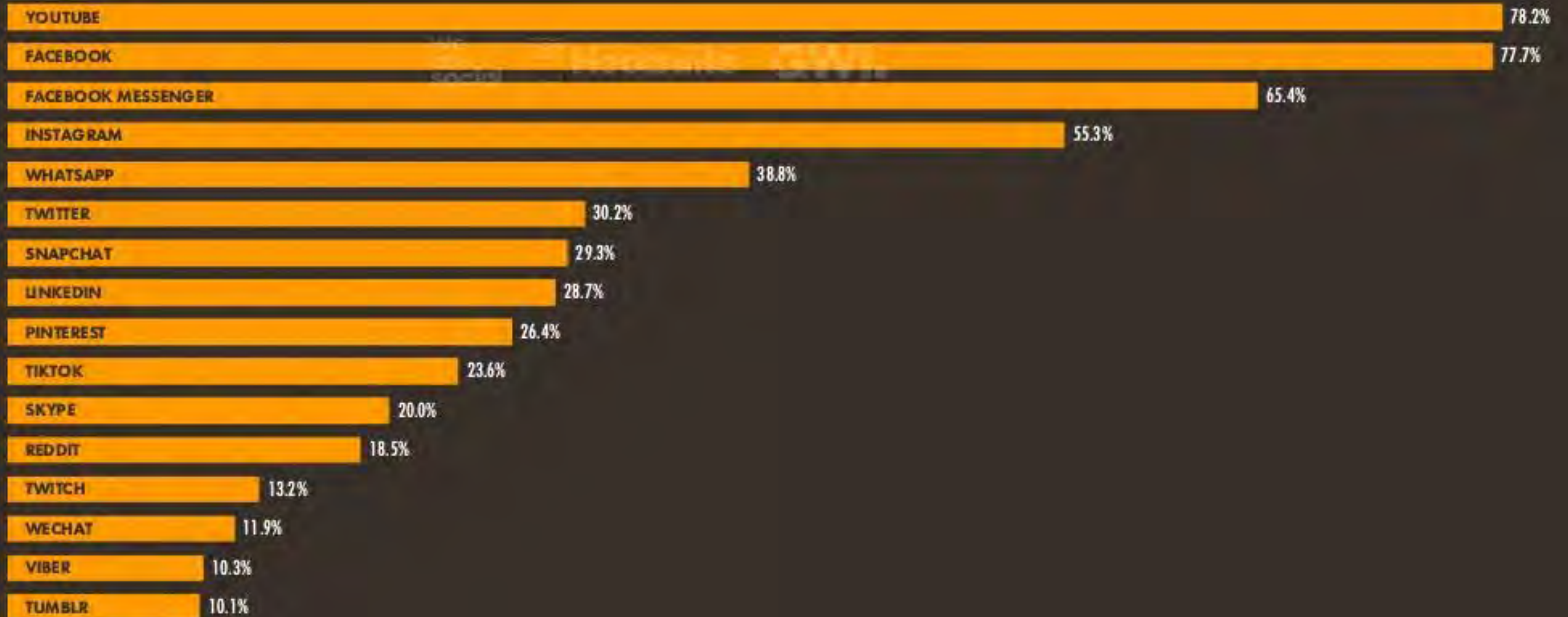
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



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TOP SOCIAL MEDIA AND STREAMING VIDEO APPS

TOP SOCIAL MEDIA AND VIDEO STREAMING APPS ON ANDROID PHONES, BASED ON TOTAL CUMULATIVE TIME SPENT IN 2020



AUSTRALIA

TOP SOCIAL MEDIA MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	SOCIAL MEDIA APP	AVE. TIME PER USER
01	FACEBOOK	18.2 HOURS / MONTH
02	INSTAGRAM	8.1 HOURS / MONTH
03	WHATSAPP	6.0 HOURS / MONTH
04	FACEBOOK MESSENGER	3.8 HOURS / MONTH
05	TIKTOK	16.8 HOURS / MONTH

TOP VIDEO STREAMING MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	VIDEO STREAMING APP	AVE. TIME PER USER
01	YOUTUBE	16.3 HOURS / MONTH
02	NETFLIX	5.3 HOURS / MONTH
03	STAN	3.4 HOURS / MONTH
04	AMAZON PRIME VIDEO	2.6 HOURS / MONTH
05	TWITCH	3.4 HOURS / MONTH

SOCIAL MEDIA AS A SOURCE OF INFORMATION...

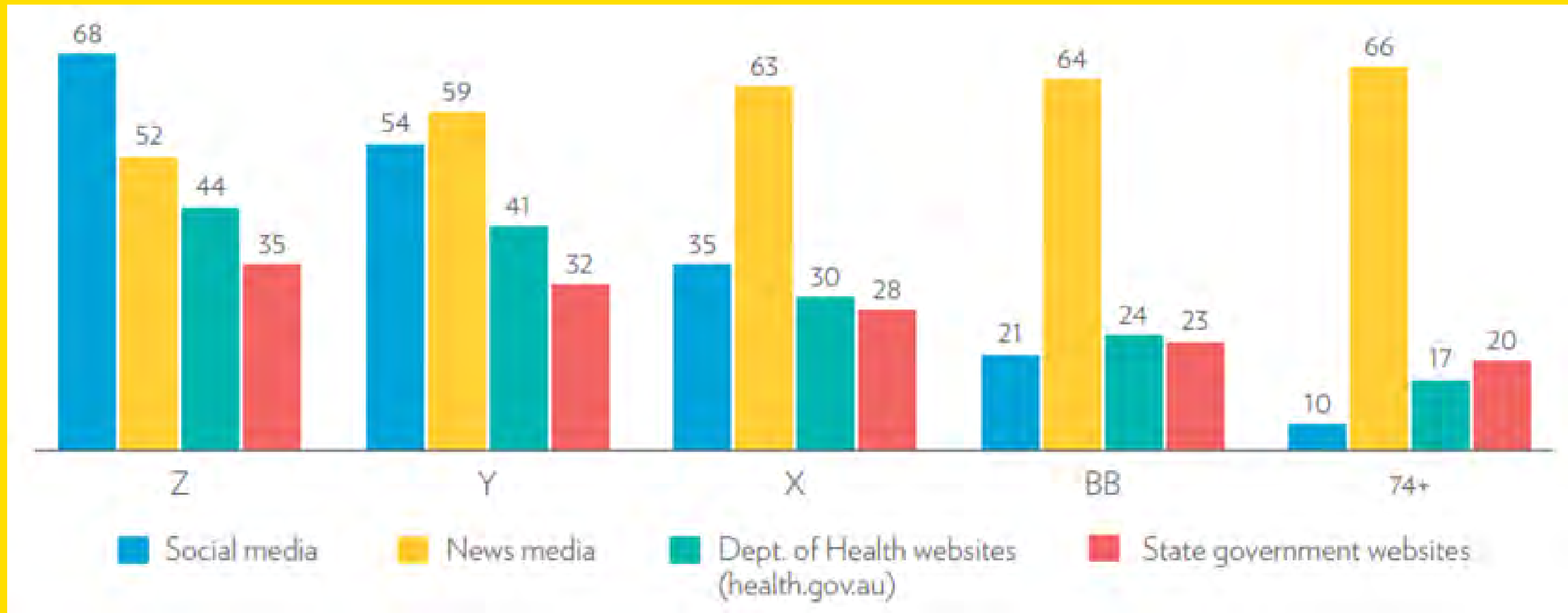


Figure 21 News makes me feel anxious by demographics (%)

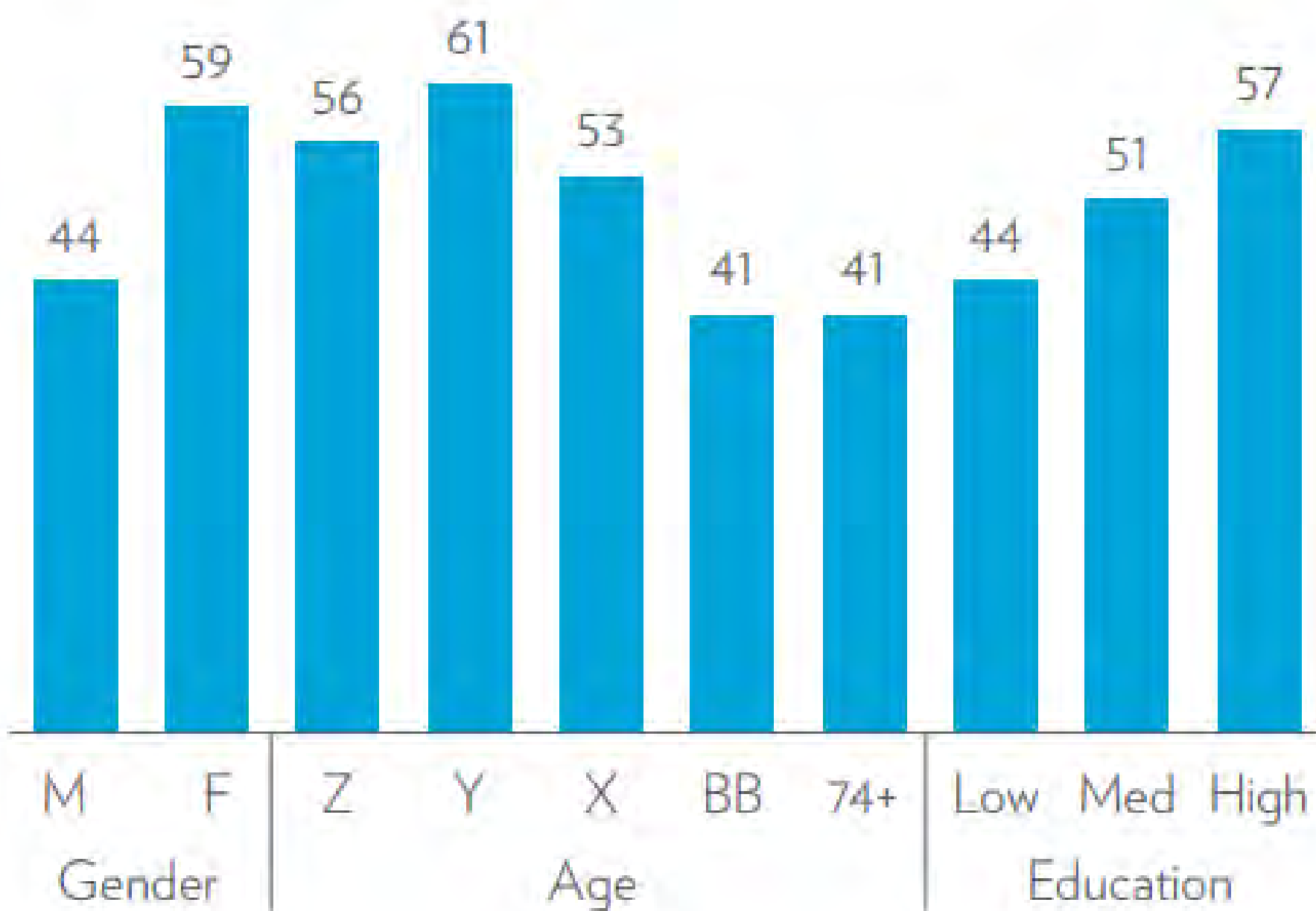
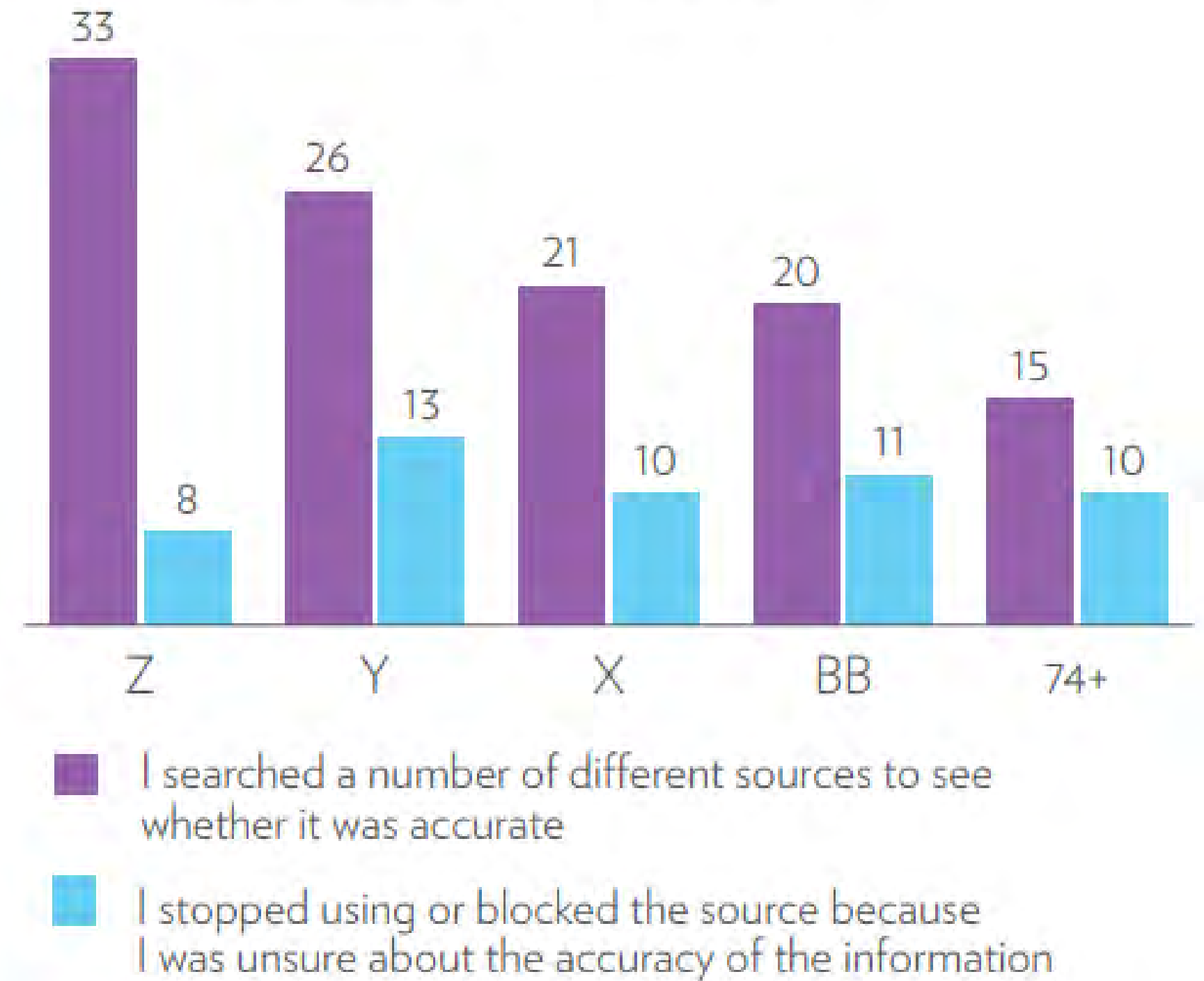


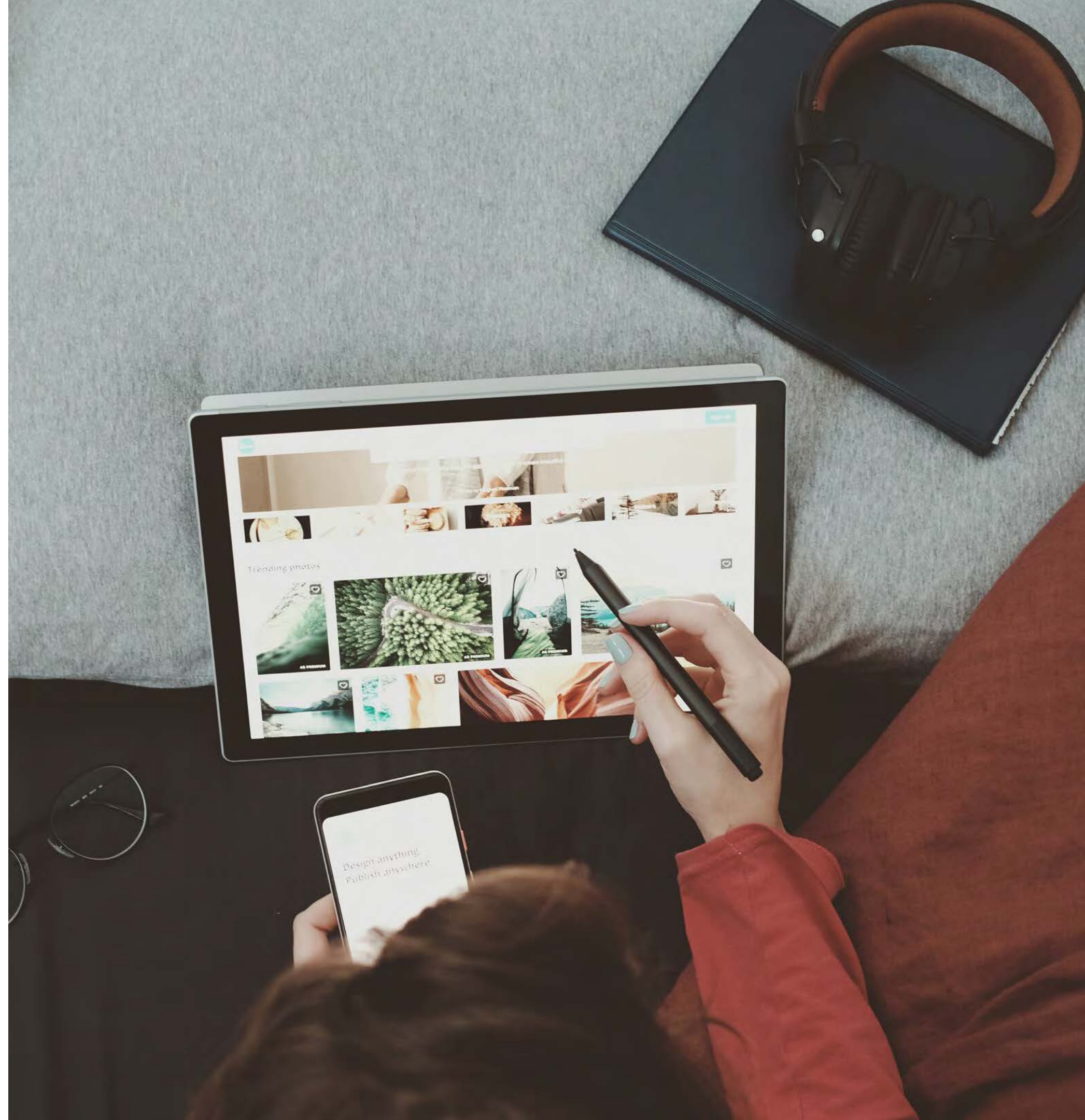
Figure 27 Verification by generations (%)



Constructing your online world

No two single online environments look the same

Our social media platforms are a curated construction, designed to keep you interested



Social media is the ultimate **Constructionist**

Constructionist theory: People construct knowledge and meaning - they are not just passive recipients

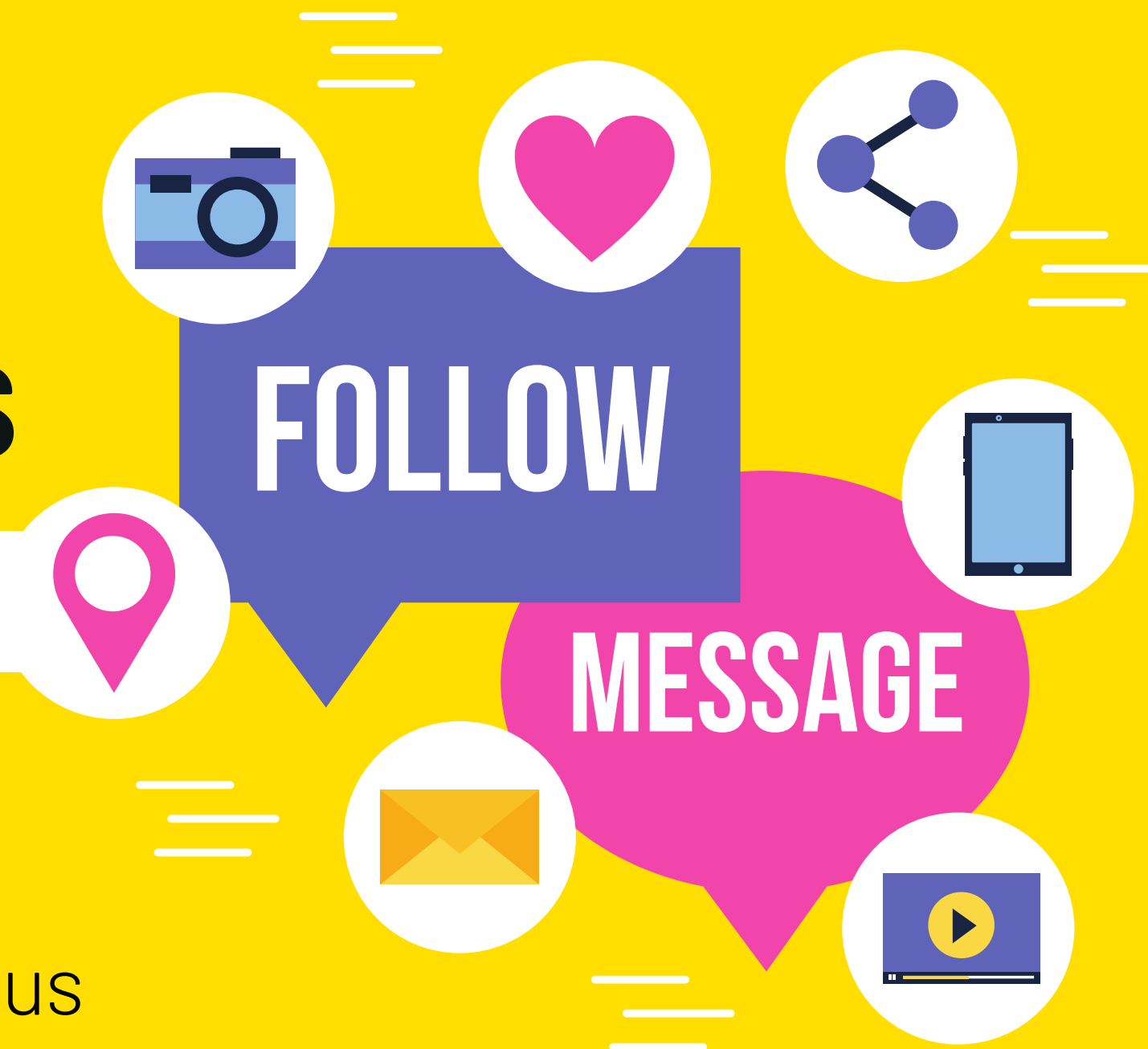
Your active interaction with social media - what you like, what you attend to, what you scroll past, where you pause, what you comment - actively constructs your online world



So why is this important to know?

Constructionism empowers us
We are not passive recipients
We are active

We can take control of our online
environment



**HERE IS
WHAT WE
CAN DO**



Let's talk about what gets our attention

"It's just all bad news"

Cognitive bias of negative
information

"If it bleeds it leads"

Russia: 'Good news day' decimates website's readership

News from Elsewhere...

...media reports from around the world, found by BBC Monitoring

🕒 4 December 2014

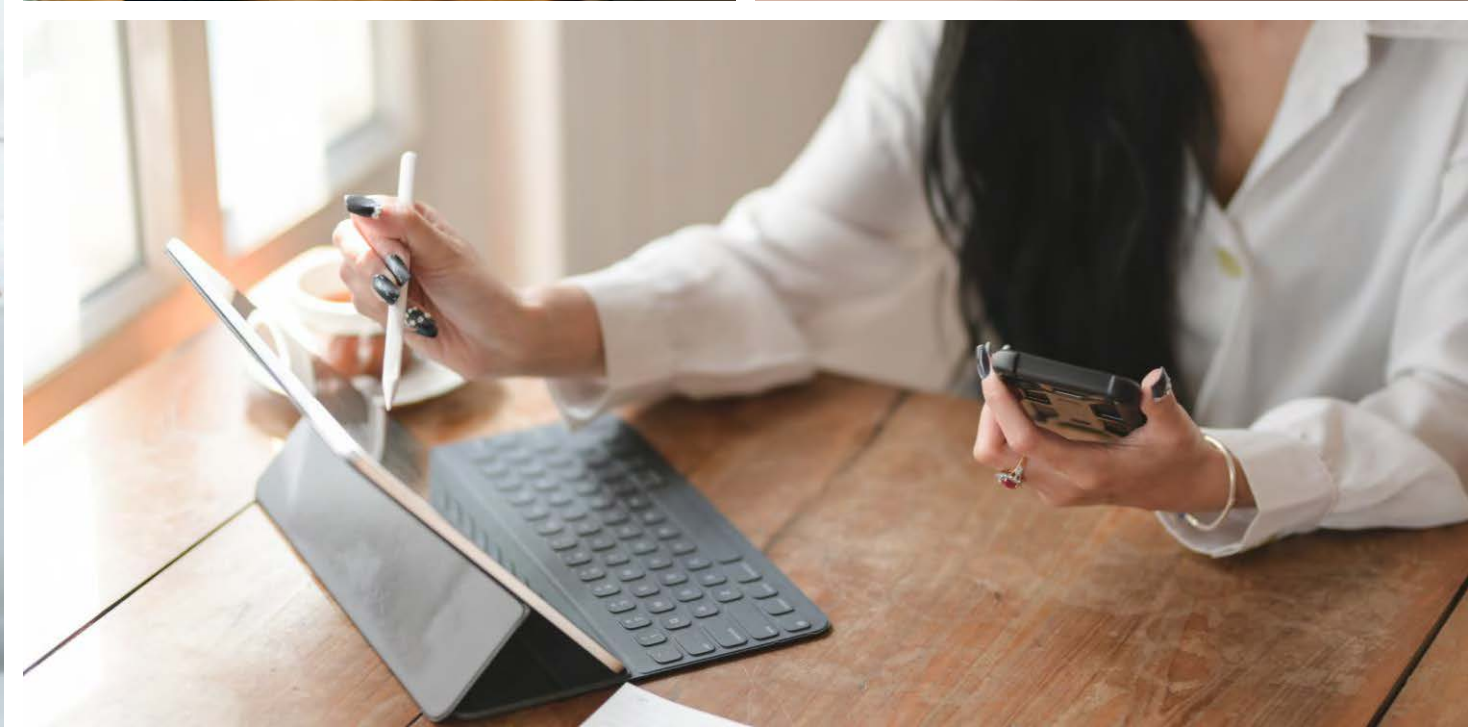
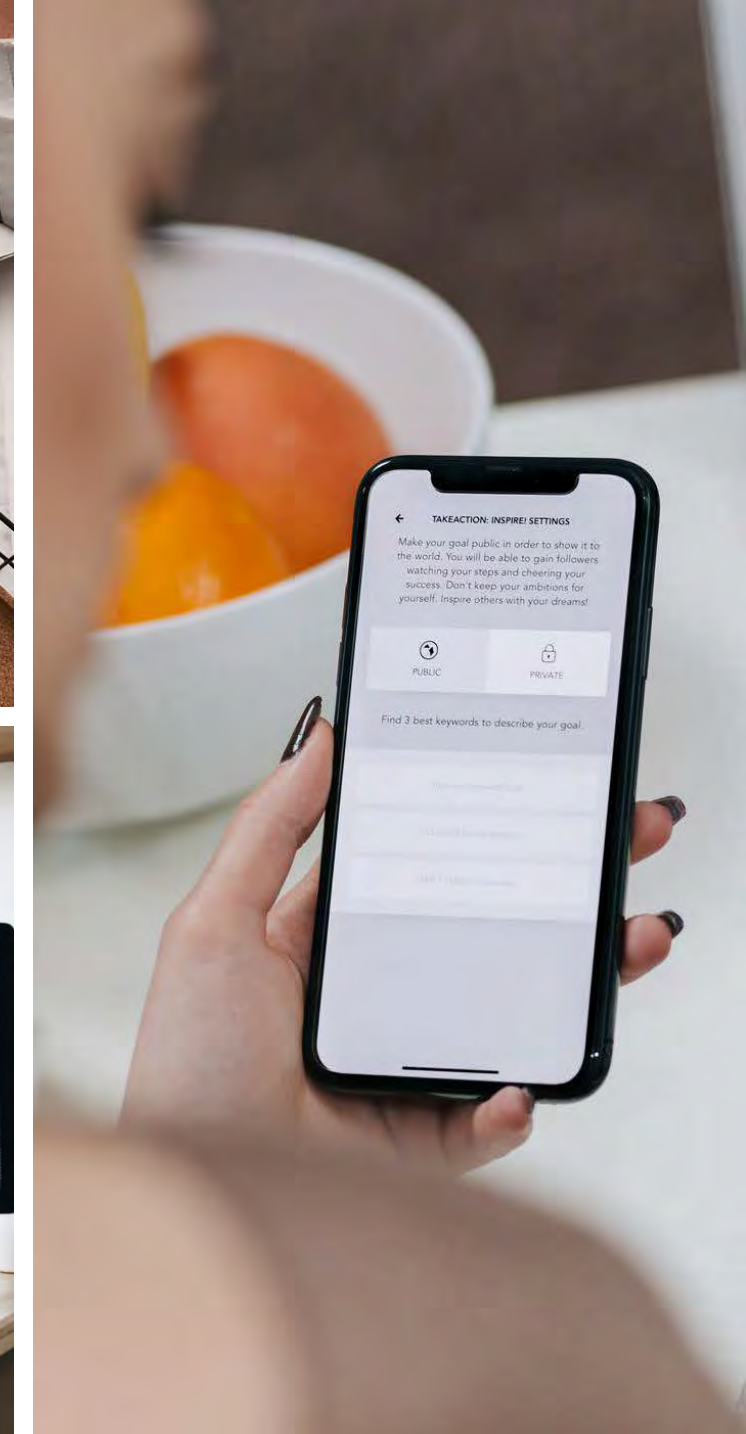
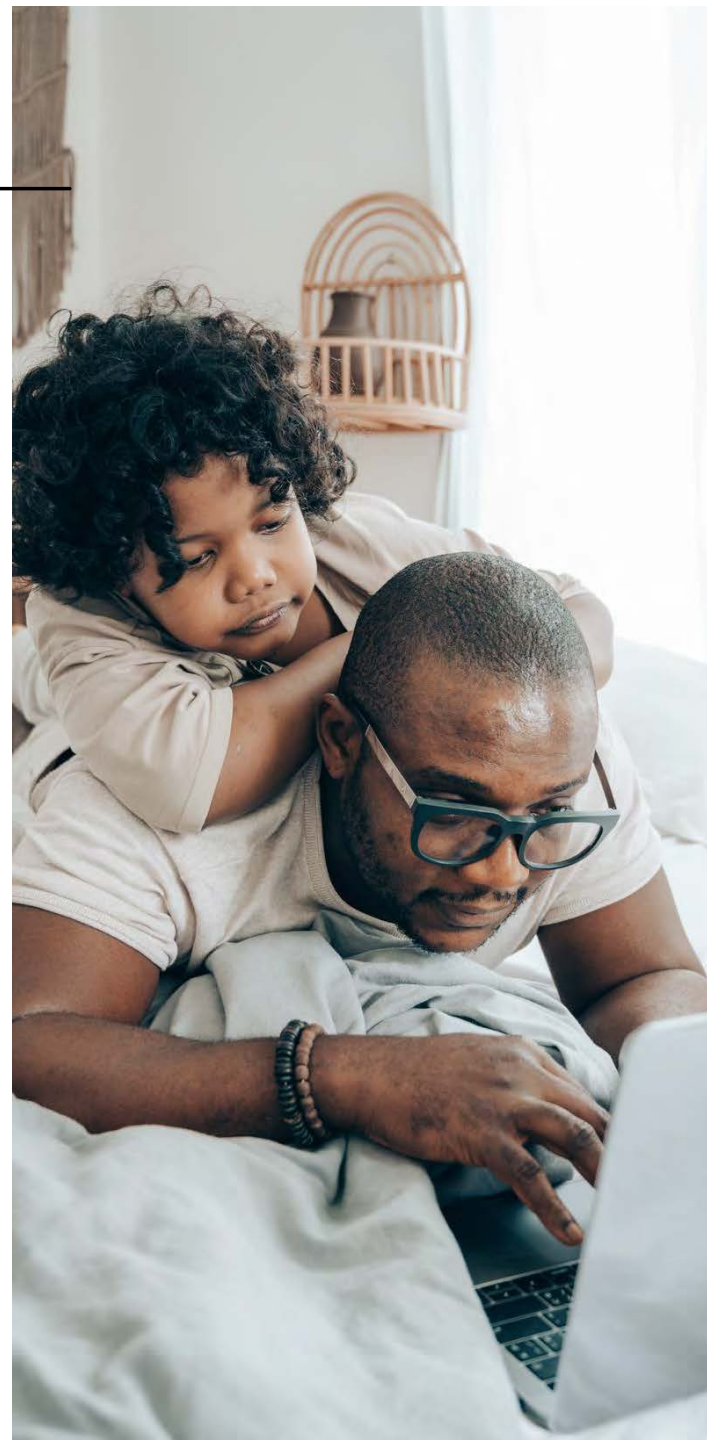


Bad day for good news: Readers of one Russian news site were unimpressed with happy headlines

AFP

Harness your active use

- Follow groups/pages with content you want to see that makes you feel good
- Report/block what you don't like
- The more social media learns what you want, the more they can give it to you



Develop awareness of confirmation bias

The tendency to favour/recall information that supports one's prior beliefs and values

If social media operates on an algorithm, it will discover your biases

It will play to those biases - that will keep your attention

Some people follow both sides of the story (but who is really that woke?)



MONITOR YOUR SOCIAL MEDIA WELLBEING

What is your social media health?

"How does this make me feel?"

"How do I feel after checking social media?"

"What strategies could I put in place to moderate my social media use?"



MONITOR YOUR SOCIAL MEDIA WELLBEING



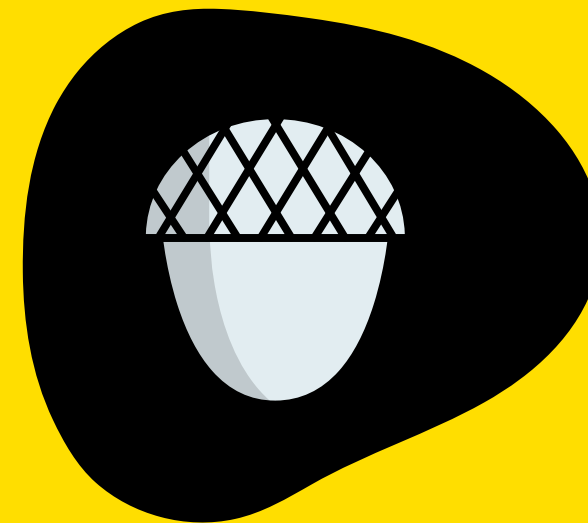
- Work out how much time you're comfortable spending on your devices and consuming news.
- Make it so you seek the news rather than the other way around.
- Be selective with your news sources and the platforms you consume your news.
- Consider boundaries within your home, such as not checking the news in bed.
- Think about setting up times where no news is allowed to be consumed.

**THANK
YOU**

Let's stay
connected...



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