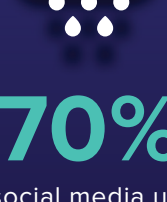


Net Positive

How social media gets us down—and how community-powered entertainment will pick us back up

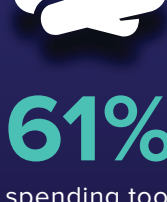
We talked to 2,100 13-35 year old social media users about the internet and the way it makes them feel. Here's what we uncovered.

It's true: social media is a breeding ground for negativity.



70%

of social media users wish social media was a more positive place



61%

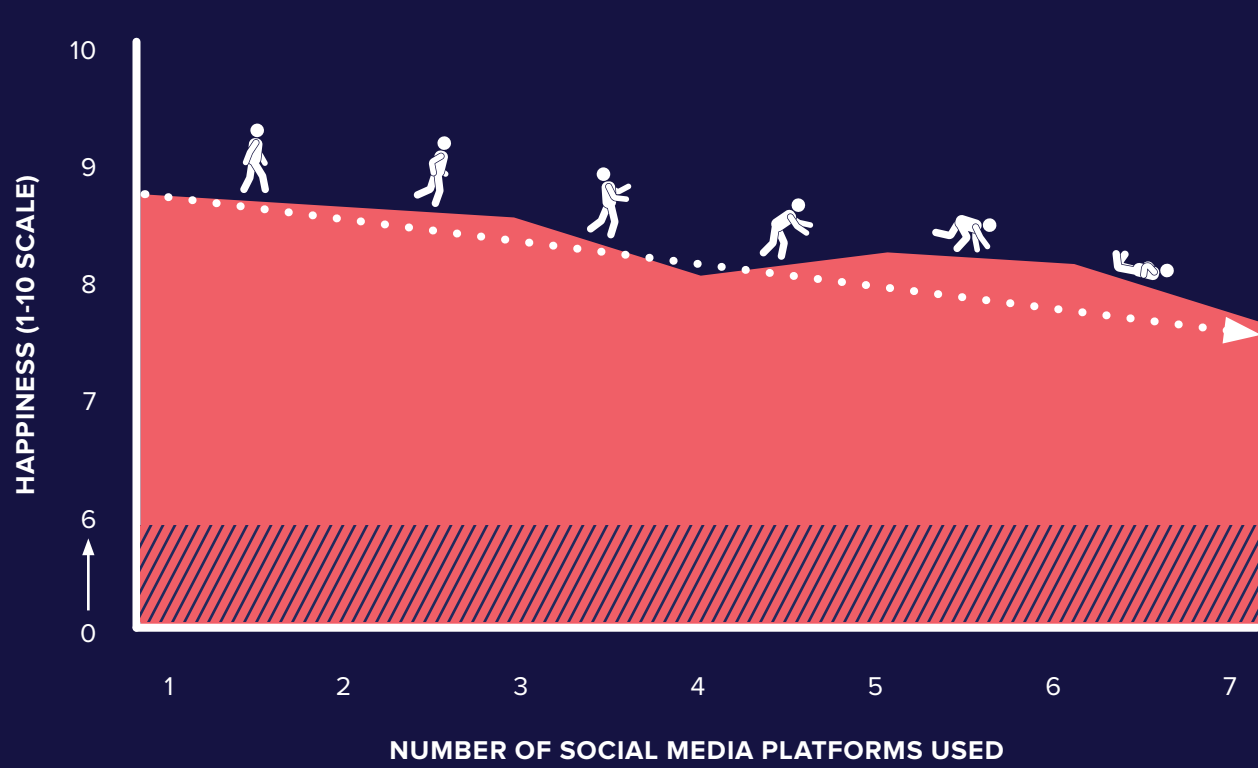
think spending too much time on social media is bad for their mental health



57%

say the negative side of social media isn't talked about enough

In fact... the more social media platforms we use, the less happy we are.



Different platforms have different effects on us.

How do they feel after using them?



26%

of **Snapchat** users have worse **FOMO**



23%

of **Instagram** users feel more **depressed**



20%

of **Snapchat** users compare themselves to others



19%

of **Instagram** users feel like they're **not as good** as others



18%

of **Twitter** users feel more **anxious**

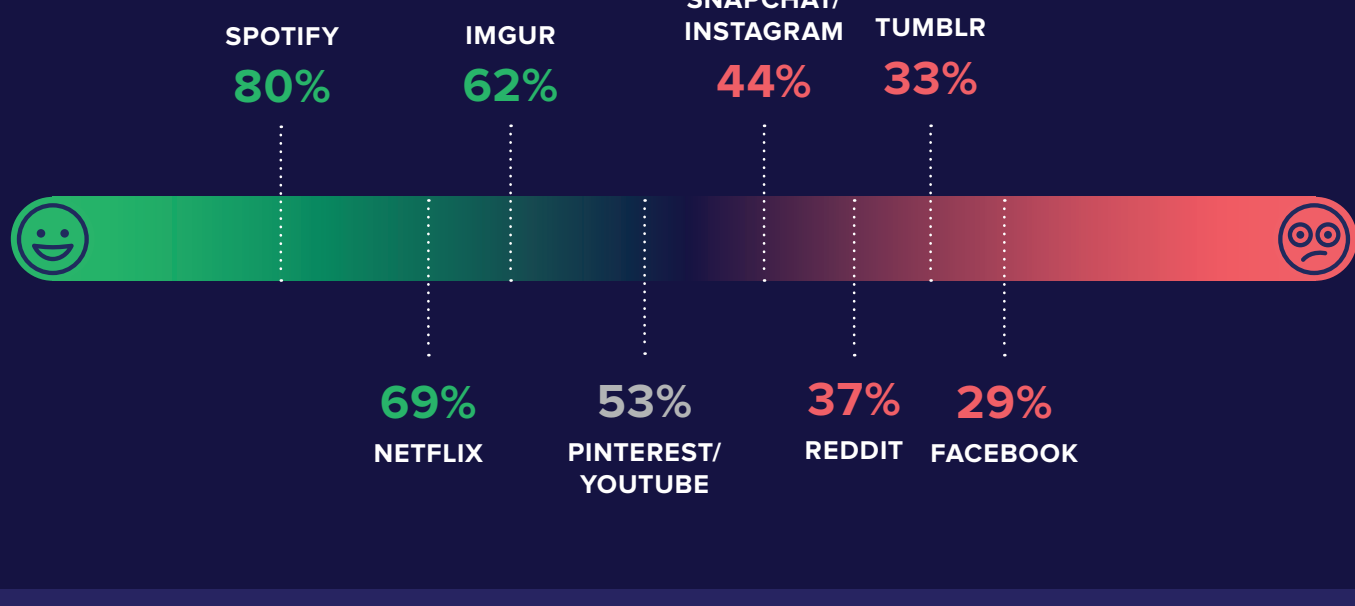


18%

of **Facebook** users feel **lonelier**

But certain platforms make their users feel better after using them.

Percentage of users who feel better after using the platform



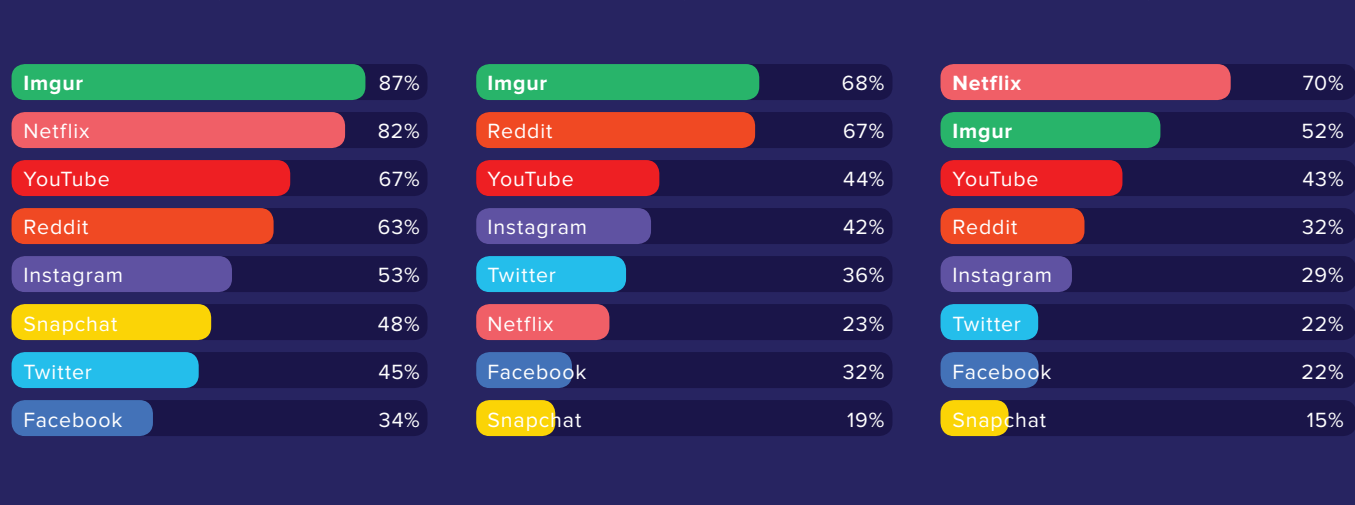
Platforms that focus on entertainment, discovery, and helping us unwind offer the perfect antidote to social media toxicity.

I use this platform to ...

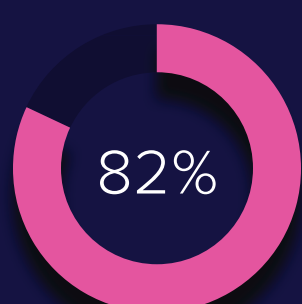
Entertain myself

Discover new things

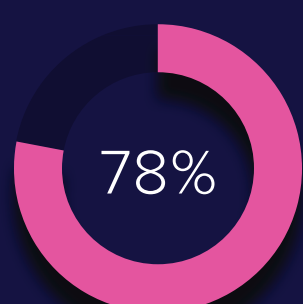
Feel more relaxed



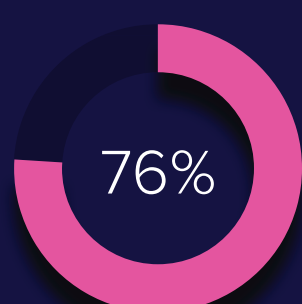
People want platforms to be more real and content-driven.



want to choose what they see on social media, rather than have an algorithm dictate it



want to see mostly real, user-created content on social media



want to see content recommended by other users, rather than by the platform

And anonymous sharing is an increasingly attractive alternative to traditional social media.

More than half want to anonymously share their opinions on social media.



1 in 3

use anonymous platforms

56% say it helps them feel free to post what they want

55% say it helps them feel free to be themselves

48% say they're not as worried about what other people think of them

Anonymity makes them feel more authentic.

Top platforms for representing the ...

“Real Me”

“Ideal Me”



IMGUR

REDDIT

SNAPCHAT

INSTAGRAM

FACEBOOK

YOUTUBE

When users feel happy, they are much more receptive to everything—including advertising.

83%

A good mood makes social media users **83%** more likely to enjoy an ad

52%

52% agree that seeing an ad online makes a bad mood even worse