

Social Networking - Ireland - May 2019

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“Consumers remain concerned about the level of negative behaviour and harmful content on social networking sites. As such, significant investment continues to be required on fact-checking services and improved detection, reporting and removal of suspicious content on social networks to improve platform safety and maintain usage and advertising revenue.”

– James Wilson, Research Analyst

This report looks at the following areas:

- Irish consumers continue logging on to Facebook regularly
- Majority of Irish consumers regularly use YouTube
- WhatsApp and Facebook Messenger the main messaging apps used
- Dating app usage low in Ireland
- Irish consumers engaging with entertaining content
- Taking a break from social media important

Irish consumers continue to regularly log on to social networking sites, with Facebook remaining the preferred platform followed by YouTube. However, consumers remain concerned about the level of negative behaviour and harmful content on social networking sites and think that these platforms should be doing more to improve the safety of their platforms despite the initiatives they have launched over the last 12 months. This highlights the scale of the problem for social networks and they will need to continue investing in fact-checking services and improving detection, reporting and removal tools to counter this type of content and maintain usage of their platforms.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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