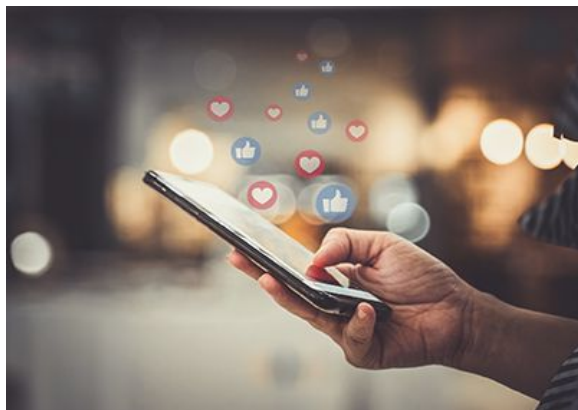


## Social and Media Networks - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Consumer usage of social networks remains high despite recent issues regarding the exposure of user data. Whilst data protection is of importance to them, people are more concerned about addiction to social platforms and what impact these services can have on their mental health.”  
– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- **Private communication will be key to the future of social networks**
- **Social networks can be more proactive in dealing with mental health concerns**

In the last year, social networks have implemented a number of measures to clean up some of the content on their sites, particularly after the platforms have been used to impact regional elections or display criminal content. The social platforms have been cracking down on this through tougher guidelines on what can be posted, as well as account deletions.

While social networks continue to be used predominantly for following the activity of friends and family, using it for messaging purposes is also quite popular. However, consumers think that social media can have a negative effect on mental health, and these concerns can be across issues such as addiction, self-esteem and stress.

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## The Market – What You Need to Know

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