

## Social Networking - UK - May 2013

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*"Mobile users will access social networks with greater frequency, but will have greater fragmentation in their attention span. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions on mobile devices - networks that can accommodate this may see an upturn in out-of-home use."*

– Samuel Gee, Technology Analyst

### In this report we answer the key questions:

- How much of an impact will greater mobile use have on social networks?
- Are media networks taking over from social networks?
- Are social networks going to be reduced to messaging services?
- How can brands best manage their social presence?

Social networks and media networks have come to influence an enormous portion of the average user's digital life. As well as allowing them to share and discover new content, networks act as pathways through which consumers can aggregate services and content, arrange real world trips and events, or interact with brands in an increasingly personal way. However, the once unified "social" sphere is increasingly diverging into social networks, which place consumer-to-consumer networking at the heart of their offering, and media networks, which facilitate social interactions by the sharing of media.

This report looks at which social networks consumers are using, how often they are using them, how often they use them outside of the home, consumer attitudes towards brands on social networks, attitudes towards social networks, and how interested consumers might be in using non-social services on social networks.

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