

Social and Media Networks - UK - May 2018

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

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“While there is a trend towards cutting down on social media use, more people than ever are using social networks and the vast majority are sharing content. Platforms more popular with younger demographics must strike a balance between maintaining a cool brand image and continuing to cater for long-term users as they get older.”

– Adrian Reynolds, Consumer Technology Analyst

This report looks at the following areas:

- **Has the Cambridge Analytica data sharing scandal hit people’s trust in social media?**
- **Is the digital detox trend hitting social media?**

Privacy and data sharing security have been brought firmly into attention in the wake of the Cambridge Analytica Facebook scandal. Trust in the network has been hit with the personal data of some 87 million accounts compromised, while there has been criticism of the site’s failure to control misleading information and hate speech.

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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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