

## Social Networking - Ireland - May 2018

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“The recent data privacy scandal that resulted in users’ data being accessed by a third-party platform without their knowledge has damaged Irish consumers’ confidence in social networking sites and raised questions about data ownership.”

– James Wilson, Research Analyst

This report looks at the following areas:

Further strengthening of data privacy and security beyond measures already introduced will help social networking sites to regain consumers’ trust and encourage them to continue sharing their data with them.

- **Social networking sites such as Facebook, Twitter and Google+, where the main aim is to interact with people.**
- **Media networking sites such as Pinterest, YouTube and Instagram, where the main aim is to view, read, watch or create media content.**
- **Messaging apps such as Viber, Snapchat and WhatsApp which enable users to send text, images, video and messages to one another.**

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### DID YOU KNOW?

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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Background

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## Recent developments

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