

Have We Changed Our Social Media Behavior?

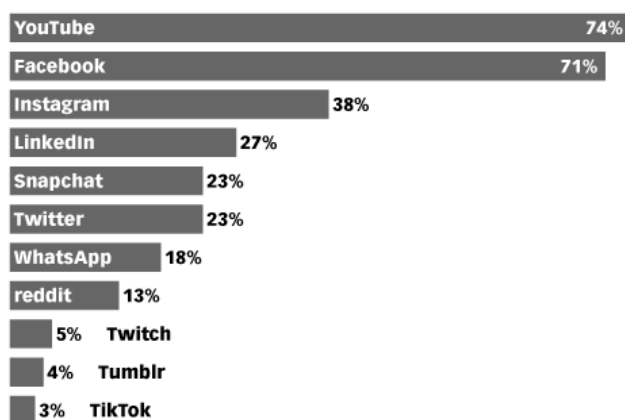
AUDIO |

eMarketer Editors

eMarketer junior analyst Blake Droesch, principal analyst Andrew Lipsman and junior forecasting analyst Nazmul Islam explain how Americans' social media behaviors are changing, whether teens are more likely to use TikTok vs. Facebook, the impact of Tumblr's "Group Chats" and the likely popularity of Twitter's new "Topics" feature.

US Social Media Users, by Platform, July 2019

% of population



Note: ages 18+; ever used

Source: Pew Research Center, "Americans Are Wary of the Role Social Media Sites Play in Delivering the News," Oct 2, 2019

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