

Podcast | The Future of Social

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eMarketer Editors

In the latest episode of eMarketer's "Behind the Numbers," analyst Debra Aho Williamson highlights some of her predictions for social media in 2019. What's in store for Facebook? What pitfalls must Instagram avoid? Will the stories format continue to win over users?

Objectives Where Instagram Users in Select Countries Prefer Stories vs. the Feed, Oct 2017

% of respondents

	Brazil		Indonesia	
	Stories	Feed	Stories	Feed
See what friends are doing right now	74%	26%	68%	32%
See unfiltered/authentic content	64%	36%	62%	38%
See playful/funny content	63%	37%	48%	52%
Discover a product	33%	67%	32%	68%
Discover a brand	33%	67%	30%	70%
Find information	32%	68%	31%	69%
	UK		US	
	Stories	Feed	Stories	Feed
See what friends are doing right now	56%	44%	61%	39%
See unfiltered/authentic content	56%	44%	58%	42%
See playful/funny content	53%	47%	55%	45%
Discover a product	30%	70%	29%	71%
Discover a brand	31%	69%	31%	69%
Find information	29%	71%	30%	70%

Note: ages 13-55 who use Instagram at least once per week
 Source: Facebook IQ, "Instagram Stories and Feed" conducted by Sentient Decision Science, June 21, 2018

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