Using and Not Using Social Media: What Triggers Young People’s Practices on Social Network Sites?

# Details

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## Topics

## Sample

Quantitative survey (N = 2,491) of usage practices with regard to the social web in the age group from 10 to 30 years in the city and state of Salzburg as well as in Vienna. The focus was in particular on individual concepts of public and private sphere, on dealing with images and on self-assessment with regard to different competencies in dealing with the social web.

## Implications For Stakeholders About

Researchers

# Abstract

There is a large body of research on the ways young people use ICTs (boyd and Ellison, 2007; boyd, 2009; Peter, Valkenburg and Fluckiger, 2009; Baym, 2010; boyd and Marwick, 2011; Trültzsch and Wijnen, 2012), much of which focuses on the risks and opportunities related to ICTs and the well-being of young people (Livingstone, 2008; 2009; Kalmus, et al., 2009b; Livingstone, et al., 2011; Livingstone, Ólafsson and Staksrud, 2011; Kalmus, Siibak and Blinka, forthcoming). These studies suggest that differences in internet use practices among young people can be explained, to some extent, by socio-demographic factors, while others indicate that media literacy could have an important role to play in young people’s new media usage practices and preferences (e.g. Schmidt, Paus-Hasebrink and Hasebrink, 2009; 2011).

# Outcome

The authors present a vivid discussion of theoretical and methodological approaches in order to research the social media usage of children, adolescents, and young adults. In this context, the importance of everyday contexts, multi-method designs and participatory approaches is not only discussed, but also showed using empirical examples.
Factors using SNS: Relationship factors, social factors, self protection factors, information/communication factors, systems factors, recipient factors
Reasons for not using or dropping out of SNS use: time management and media use preferences, social factors, privacy and self-disclosure factors, ideological and outside factors