

# The Weekly Listen: Facebook's Polarization Puzzle, Social TV and Skipping Podcast Ads

**AUDIO** |

**eMarketer Editors**

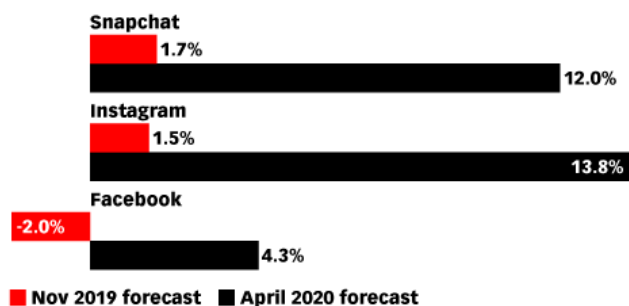
eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio at Insider Intelligence Paul Verna discuss polarization on Facebook, whether kids spend more time on TikTok or YouTube, how much people trust influencers, Facebook trying to make TV social, out-of-home advertising in Q1, podcast ad skipping, pyramids where they shouldn't be and more.

---

## Facebook, Instagram and Snapchat: Growth in Average Time Spent per Day by US Social Network Users, 2020

% change, Nov 2019 vs. April 2020

---



Note: ages 18+ who use each social network mentioned at least once per month; time spent with each medium includes all time spent with that medium, regardless of multitasking or device  
Source: eMarketer, May 2020

255187

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#) or [Stitcher](#).

### Grow your business with LinkedIn ads

At LinkedIn, we help marketers drive the results they care about most, from building their brand all the way to converting revenue and driving growth. Start reaching your target audience on the world's largest professional network today and launch your first ad campaign with \$100 on us. [Learn more](#)