

A Social Media Reckoning After the US Election

AUDIO |

Blake Drosch, Debra Aho Williamson and Mark Dolliver

eMarketer junior analyst Blake Drosch and principal analysts at Insider Intelligence Debra Aho Williamson, Mark Dolliver, and Jeremy Goldman discuss how social media might change as a result of the continued spread of misinformation on the platforms and general negative sentiment surrounding them. They then talk about the best way to use Stories, influencer ad disclosure, and which consumer group has increased its social media usage the most during the pandemic.

Reasons that US Gen Z Social Media Users Consider Quitting Social Media, 2017 & 2019

% of respondents

	2017	2019
Wasting too much time on it	41%	48%
Too much negativity	35%	35%
Not using it very often	31%	30%
Made me feel bad about myself	17%	24%
Wanted more privacy	22%	24%
Not interested in the content	26%	23%
Too much pressure to get attention	18%	19%
Got too commercialized	18%	15%

Note: ages 18-25

Source: Hill Holliday, "Meet gen z: the social generation.: Part 2" conducted by Origin, Oct 24, 2019

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