



Our Social Spaces

“Who knows ... that a day may not come when the dissemination of knowledge, which is the vital function of libraries, will be realised by libraries even by means other than those of the printed book?”

—S. R. Ranganathan, *The Five Laws of Library Science*, 1931

Social Networking History and Background

The practice of using social communities to establish and enhance relationships based on some common ground—shared interests, related skills or a common geographic location—is as old as human culture. As early as the time of Plato in 400 B.C., scholars and philosophers studied and analyzed the formation and interaction of groups of people.

Wikipedia defines a social network as “a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of relations, such as values, visions, idea[s], financial exchange, friends ...”

Today, the term social networking is being used in new ways, but the concepts behind it—sharing content, collaborating with others and creating community—are not new. What is different is simply the availability of the digital medium, which makes contributing materials and connecting with other people faster, easier and more accessible to a wider population than ever before.

What do we mean by social sites?

Social networks are Web sites “designed to allow multiple users to publish content themselves,” according to the *Free On-line Dictionary of Computing* as linked from Dictionary.com. The published information may be on any subject and may be for consumption by a select number of friends, employers, employees, etc., or for general consumption by anyone on the Web. Social networking sites “typically allow users to create ... ‘profile[s]’ describing themselves and to exchange public or private messages and list users or groups they are connected to in some way.”

Wikipedia provides a more social, less utilitarian definition: “A social network service focuses on the building and verifying of online social networks for communities of

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people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software. Social network services are primarily Web-based and provide a collection of various ways for users to interact, such as chat, messaging, e-mail, video, voice chat, file sharing, blogging, discussion groups and so on.” Cell phone technologies are also enabling the creators of social networking. Social networks include commercially published content or editorial content, or may be entirely user driven. Content is text, images, video or any other media.

Social sites on the Web are a natural extension of mailing lists (listservs) and bulletin boards, and are similar to wikis—a type of site whose content can be edited by anyone with access. Social sites often allow users to publish comments on others’ submissions.

Different social sites have different emphases. For example, Classmates.com—one of the first social networking sites—focuses on listing former acquaintances and reuniting them; MySpace began as a music-oriented site; LinkedIn aims to connect business professionals; and del.icio.us, StumbleUpon and Digg are used to exchange links to favorite Web sites. According to the Wharton School’s online business journal *Knowledge@Wharton*, there were over 300 social networking sites in 2006.

Social connections or social networking often are not the central function of a site, but a side-effect of bringing together people with shared interests. For example, Slashdot is a site devoted to information technology news but has built a strong social connection across users. In other instances, the community aspect of a site can become more important than the original purpose. Flickr, which began as a utility for an online game, morphed into a photo-sharing and management site.

In this report we will review two types of social sites, social networking and social media sites. We use the term “social networking” to describe sites primarily designed to facilitate interaction between users who share interests, attitudes and activities, such as Facebook and MySpace. We use “social media” to refer to sites that allow individuals to share content they have created, such as YouTube (video sharing) and Flickr (photo sharing). While interaction occurs on social media sites, the primary purpose of the site is to publish and share content.

Social sites do not just have various social features; their essence is social. Their central value is as a platform, their functions are social and they enable personal and group connections at levels never before seen in the history of telecommunications. There is no MySpace without the individual contributions of millions with their personal home pages and walls of messages, photos and personal profiles. There is no YouTube without users’ contributed videos. There is no Wikipedia without its thousands of authors and editors.

Social Web sites are online bazaars where large numbers of people connect, communicate and share content and build community through the use of social software technology.

A social network service focuses on the building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software.

Wikipedia

Social Sites—Their Growth and Influence

Created in 1995, Classmates.com is often considered the first social networking site, and had approximately 40 million members in June 2007, according to the Classmates.com site. Other social sites quickly followed, including Facebook, eHarmony, Snapfish, LinkedIn and Friendster to name just a few. MySpace was launched in 2003, Facebook and Mixi in 2004 and YouTube in 2005.

According to Alexa, YouTube, MySpace, Orkut, Wikipedia and Facebook—all social sites—rank in the top 10 global Web sites.

Alexa Top 10 Global Web Sites

Traffic Rank	Name: url	% of global users who visit site	Page views per user
1	Yahoo: www.yahoo.com	25.9	13.8
2	MSN: www.msn.com	24.4	6.9
3	Google: www.google.com	24.2	6.1
4	YouTube: www.youtube.com	12.9	12.4
5	Windows Live: www.live.com	17.8	5.9
6	MySpace: www.myspace.com	4.9	36.0
7	Orkut: www.orkut.com	2.9	33.1
8	Baidu: www.baidu.com	4.5	12.8
9	Wikipedia: www.wikipedia.org	6.6	5.2
10	Facebook: www.facebook.com	2.6	32.0

Source: Alexa, September 9, 2007. Traffic rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). Page views per user presented are Alexa's three-month average.

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Social sites are among the top 10 most trafficked Web sites across all countries surveyed.

Alexa Top 10 Web Sites By Surveyed Country

Canada	United States	Japan
Facebook facebook.com	Yahoo! yahoo.com	Yahoo! Japan yahoo.co.jp
Google Canada google.ca	Google google.com	Google Japan google.co.jp
Yahoo! yahoo.com	MySpace myspace.com	FC2 fc2.com
Google google.com	YouTube youtube.com	Mixi mixi.jp
MSN msn.com	Facebook facebook.com	YouTube youtube.com
YouTube youtube.com	MSN msn.com	Rakuten rakuten.co.jp
Windows Live live.com	eBay ebay.com	Livedoor livedoor.com
Wikipedia wikipedia.org	Windows Live live.com	Nicovideo nicovideo.jp
MySpace myspace.com	Wikipedia wikipedia.org	Google google.com
MSN Canada msn.ca	Craigslist craigslist.org	Goo goo.ne.jp
France	Germany	United Kingdom
Google France google.fr	Google Germany google.de	Google UK google.co.uk
Skyrock skyrock.com	eBay Germany ebay.de	Yahoo! yahoo.com
MSN msn.com	Google google.com	Facebook facebook.com
Yahoo! yahoo.com	Yahoo! yahoo.com	Google google.com
Windows Live live.com	YouTube youtube.com	MSN msn.com
Free free.fr	Wikipedia wikipedia.org	eBay UK ebay.co.uk
Google google.com	GMX gmx.net	BBC Newline Ticker bbc.co.uk
Dailymotion dailymotion.com	Studiverzeichnis studiverzeichnis.com	YouTube youtube.com
YouTube youtube.com	MySpace myspace.com	MySpace myspace.com
eBay France ebay.fr	MSN msn.com	Windows Live live.com

Source: Alexa, September 9, 2007. Traffic rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). Page views per user presented are Alexa's three-month average.

According to HitWise, social sites now capture one out of every 20 Web visits. In just a few short years, social sites have gone from niche to mainstream—a part of everyday life for millions of Internet users. And momentum continues to build as more people gather online to meet like-minded folks, pushing usage of social sites closer and closer to the use rates of major Internet portals and commercial sites. While marquee Internet properties such as Google, Microsoft and Amazon are growing, social sites like Facebook, Flickr, MySpace, YouTube and Wikipedia are experiencing tremendous traffic growth.

comScore Top Search Engines and Social Sites

By Growth

Note: Unique visitors (in 000s), sorted by growth rate.

	Unique Visitors		Growth rate
	Jun-06	Jun-07	
YouTube	49,371	188,981	282.8%
Facebook	14,083	52,167	270.4%
Flickr	15,893	29,861	87.9%
Photobucket	18,162	33,587	84.9%
MySpace	66,401	114,117	71.9%
Wikipedia	127,982	208,120	62.6%
Google	453,963	544,783	20.0%
Amazon	129,320	145,947	12.9%
eBay	186,462	207,376	11.2%
Microsoft	499,540	529,156	6.0%
Yahoo!	480,933	471,924	-2.0%

Source: comScore World Metrix, June 2007.

Our Favorite Sites

Over three-quarters of Internet users surveyed report having used a commercial Internet site in the past year. Amazon, eBay and Rakuten are among the most used commercial sites. Over a quarter of Internet users have used a social site, with YouTube, MySpace and Mixi among the favorites. Most favorites are common across countries and age groups.

Commercial sites have been available on the Internet for close to a decade and are now regularly used by millions of shoppers worldwide. A review of the most frequently used commercial sites provides insights into usage and preference of commercial and social sites.

While the social networking and media sites are relatively new, these sites command a significant, and growing, portion of Internet activity and account for some of the most popular sites on the Web. The following section reviews the use, attraction, familiarity of and sharing occurring on commercial sites and social sites.

Commercial Sites

More than three-quarters of the total general public surveyed (77%) have browsed for or purchased items on a commercial site in the last 12 months. A few commercial sites dominated among these respondents. Amazon and eBay were the most used commercial sites among the total general public surveyed, at 51% and 50%, respectively. In France, Canada, the U.S., Germany and the U.K., Amazon and eBay were also the top two commercial sites used by the majority of the shoppers. Usage of Amazon and eBay was particularly high among shoppers in Germany and the U.K. Unique among the Japanese respondents was the usage of Rakuten; it was the most used commercial site, followed closely by Amazon.

iTunes was used by shoppers in all six countries surveyed, ranging from 5% in Japan to 19% in the U.S. and 22% in the U.K. Library Web site usage was reported at rates ranging from 6% in France to a high of 16% among Canadian respondents. While relatively low, usage exceeded visits to many major corporate sites.

Commercial site usage was split across vendors for shoppers in Canada, Japan and the U.S., where six or more vendors were used by 10% of respondents. Walmart.com was used by a large number of respondents in Canada (25%) and the U.S. (41%); Yahoo! Auction and Yahoo! Shopping were used by nearly a third or more of the Japanese respondents but did not make the list in any other country.

Favorite Commercial Sites

By Total General Public

Below is a list of Web sites commonly used to browse for and/or purchase music, movies, books and other retail items (e.g., clothing, electronics, etc.).

Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a commercial site and/or the library Web site.



Note: The chart shows the top 10 sites.

¹Library Web site was grouped with commercial sites to provide a view of relative usage.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 770.

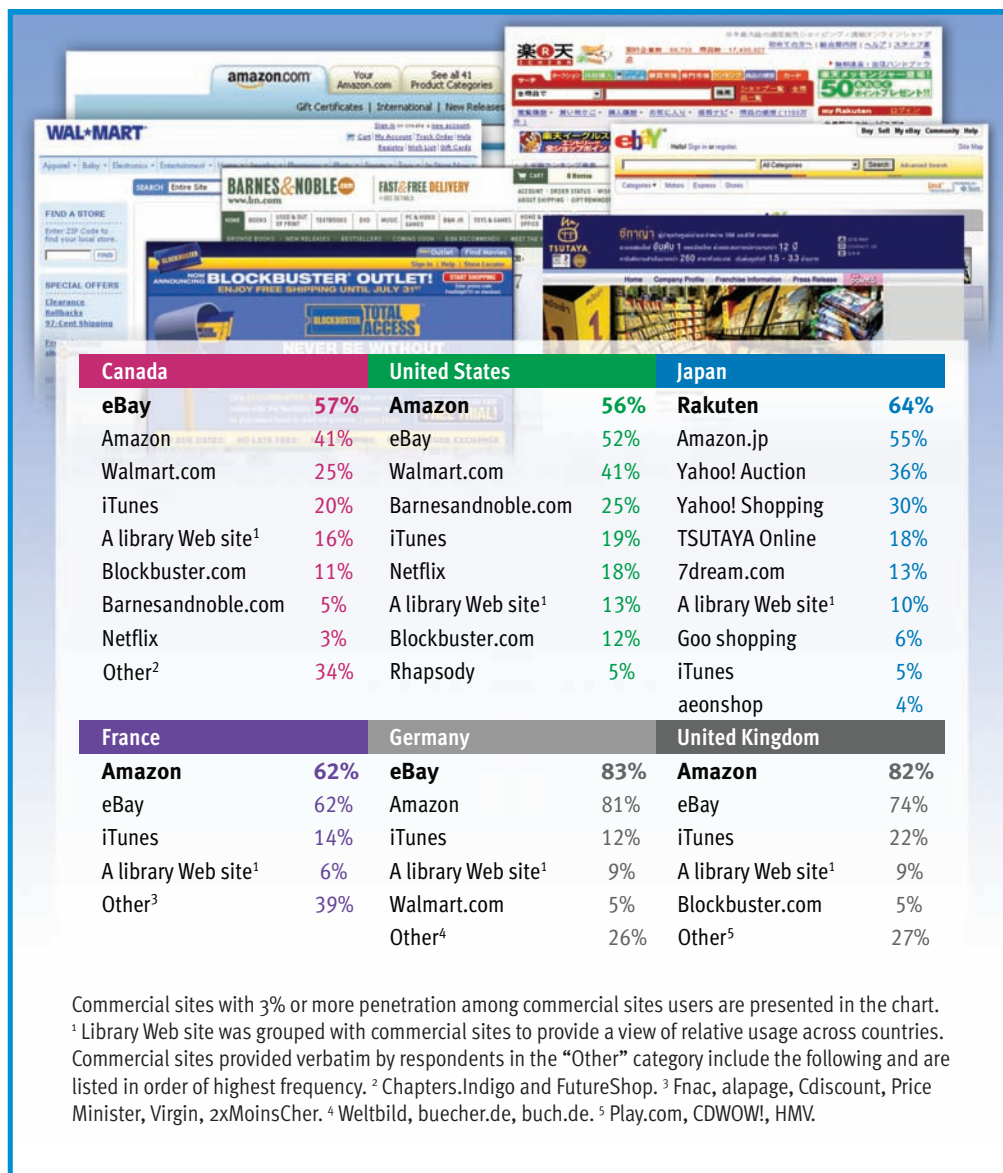
Favorite Commercial Sites

By Country

Below is a list of Web sites commonly used to browse for and/or purchase music, movies, books and other retail items (e.g., clothing, electronics, etc.).

Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a commercial site and/or the library Web site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 770.

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Amazon and eBay were the top used commercial sites among shoppers across geographies, as well as among the three age groups. iTunes ranked third among the 14/15–21-year-olds.

Favorite Commercial Sites

By Age

Below is a list of Web sites commonly used to browse for and/or purchase music, movies, books and other retail items (e.g., clothing, electronics, etc.). Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a commercial site and/or the library Web site.

Age 14/15 to 21	Age 22 to 49	Age 50+			
Amazon	57%	Amazon	65%	Amazon	56%
eBay	40%	eBay	53%	eBay	49%
iTunes	23%	Walmart.com	23%	Walmart.com	25%
Walmart.com	15%	iTunes	16%	Barnesandnoble.com	14%
Library Web site ¹	13%	Rakuten	13%	iTunes	10%
Barnesandnoble.com	11%	Library Web site ¹	12%	Library Web site ¹	9%
Rakuten	10%	Barnesandnoble.com	12%	Netflix	9%
Netflix	7%	Netflix	9%	Rakuten	9%
Blockbuster.com	6%	Blockbuster.com	8%	Blockbuster.com	7%
Yahoo! Auction	5%	Yahoo! Auction	8%	Yahoo! Shopping	5%

Note: The chart shows the top 10 sites.

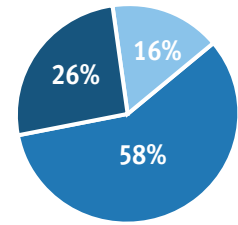
¹Library Web site was grouped with commercial sites to provide a view of relative usage across age groups.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 770.

Usage by age is very similar for the most frequently used commercial sites. The majority of Amazon and eBay use is from users ages 22–49. More than half of Amazon users are ages 22–49 (58%), a quarter are 50+ (26%) and 16% are ages 14/15–21; 58% of eBay users are ages 22–49, 27% are 50+ and 15% are ages 14/15–21.

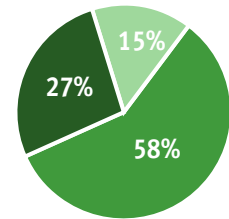
Similar to Amazon and eBay, more than half (51%) of library Web site users are ages 22–49, but more of the younger age group (ages 14/15–21) (27%) and less of the of the 50+ age group (22%) make up its usage base.

Amazon Users
By Age



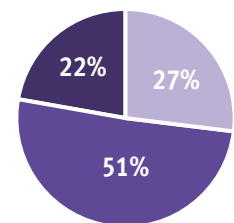
■ 14/15 to 21 ■ 22 to 49 ■ 50+
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 770.

eBay Users
By Age



■ 14/15 to 21 ■ 22 to 49 ■ 50+
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 770.

Library Users
By Age



■ 14/15 to 21 ■ 22 to 49 ■ 50+
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 770.

Social Networking Sites

A significant portion of this study is aimed at providing a deeper understanding of social sites and their similarities to and differences from other Web sites. We explored two categories of social sites: social networking sites—sites primarily created to allow users to interact while also publishing content, and social media sites—sites that allow users to publish and share content. While interaction often occurs on social media sites, the central function of the site is to share content.

MySpace is the most used social networking site (Alexa, September 2007) and was also cited as the most used site among the total general public surveyed who have used a social networking site, at 61%. Classmates.com came in a distant second, at 24%.

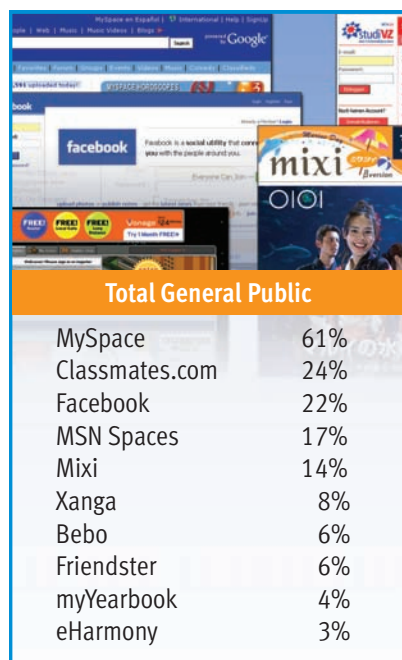
*More than half
of social networking
users use
MySpace.*

Favorite Social Networking Sites

By Total General Public

Below is a list of social networking Web sites. Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social networking site.



Note: The chart shows the top 10 sites.

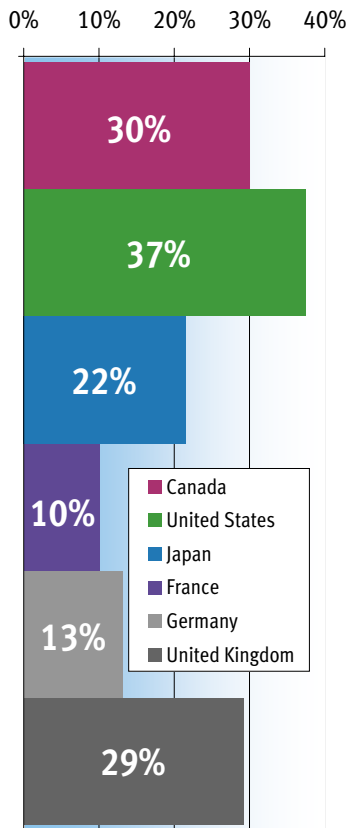
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 605.

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More than half of the social networking users surveyed had used MySpace in the past 12 months in all countries except Japan. Mixi was the most used social networking site in Japan, where it was used by 91% of the Japanese social networking users.

While MySpace was overall the most used social networking site, respondents have also used a variety of other sites. MSN Spaces had a usage penetration rate of nearly a third or more among social networking users in all countries surveyed, except for the U.S. and Japan. Facebook and Classmates.com were popular sites among social networking users in Canada and the U.S., while these sites were lightly used in France, Germany and the U.K. Just as Yahoo! Auction and Yahoo! Shopping were popular commercial sites in Japan, Yahoo! Days also was used by Japanese social networking users (14%).

Usage of Social Networking Sites By Country



28%
of the total general
public surveyed
have used a social
networking site.

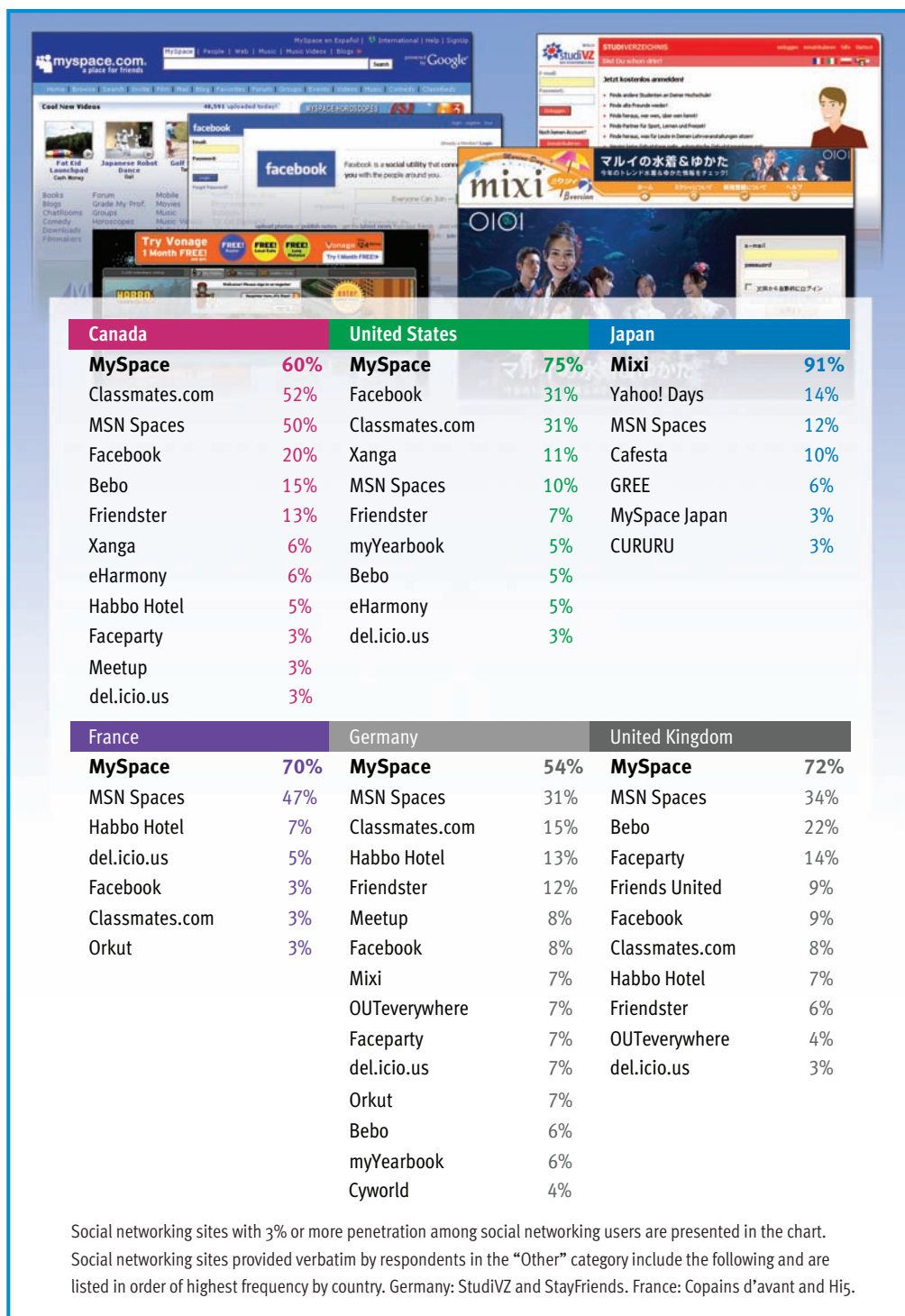
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 530, "What types of online activities have you done or participated in during the last 12 months? Please select all that apply."

Favorite Social Networking Sites

By Country

Below is a list of social networking Web sites. Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social networking site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 605.

Our Social Spaces

MySpace was the most used social networking site among social networking users ages 14/15–21 and 22–49, while Classmates.com was the top used site among the 50+ age group.

Facebook was the second most used site among users ages 14/15–21, at 40%. MySpace (62%) was dominant for respondents ages 22–49; Classmates.com was the second most used site, at 29%.

Favorite Social Networking Sites

By Age

Below is a list of social networking Web sites. Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social networking site.

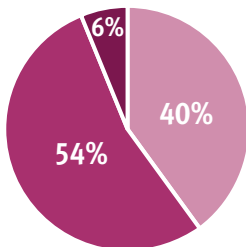
Age 14/15 to 21	Age 22 to 49	Age 50+
MySpace 70%	MySpace 62%	Classmates.com 52%
Facebook 40%	Classmates.com 29%	MySpace 33%
MSN Spaces 18%	Mixi 16%	MSN Spaces 25%
Xanga 17%	MSN Spaces 14%	Mixi 9%
Mixi 13%	Facebook 14%	Yahoo! Days 5%
Bebo 11%	Friendster 8%	eHarmony 3%
Classmates.com 7%	eHarmony 5%	Friendster 3%
Habbo Hotel 5%	Bebo 4%	Bebo 2%
Friendster 4%	del.icio.us 4%	Facebook 2%
myYearbook 4%	Faceparty 3%	del.icio.us 1%

Note: The chart shows the top 10 sites.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 605.

MySpace and Mixi are both used heavily by social networking users under the age of 50 across the countries surveyed but used very little by social networking users over age 50. Only 6% of MySpace users are age 50+. Mixi use is also concentrated in the younger age groups. Only 7% of Mixi users are over the age of 50.

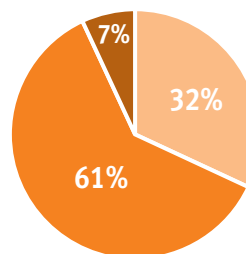
MySpace Users
By Age



■ 14/15 to 21 ■ 22 to 49 ■ 50+

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 605.

Mixi Users
By Age



■ 14/15 to 21 ■ 22 to 49 ■ 50+

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 605.

Social Media Sites

The most used social media site among the total general public was YouTube; more than three-fourths of social media users have used YouTube in the past 12 months. Yahoo! Photos came in a distant second, at 21%.

Favorite Social Media Sites

By Total General Public

Below is a list of social media Web sites. Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social media site.



Note: The chart shows the top 10 sites.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 710.

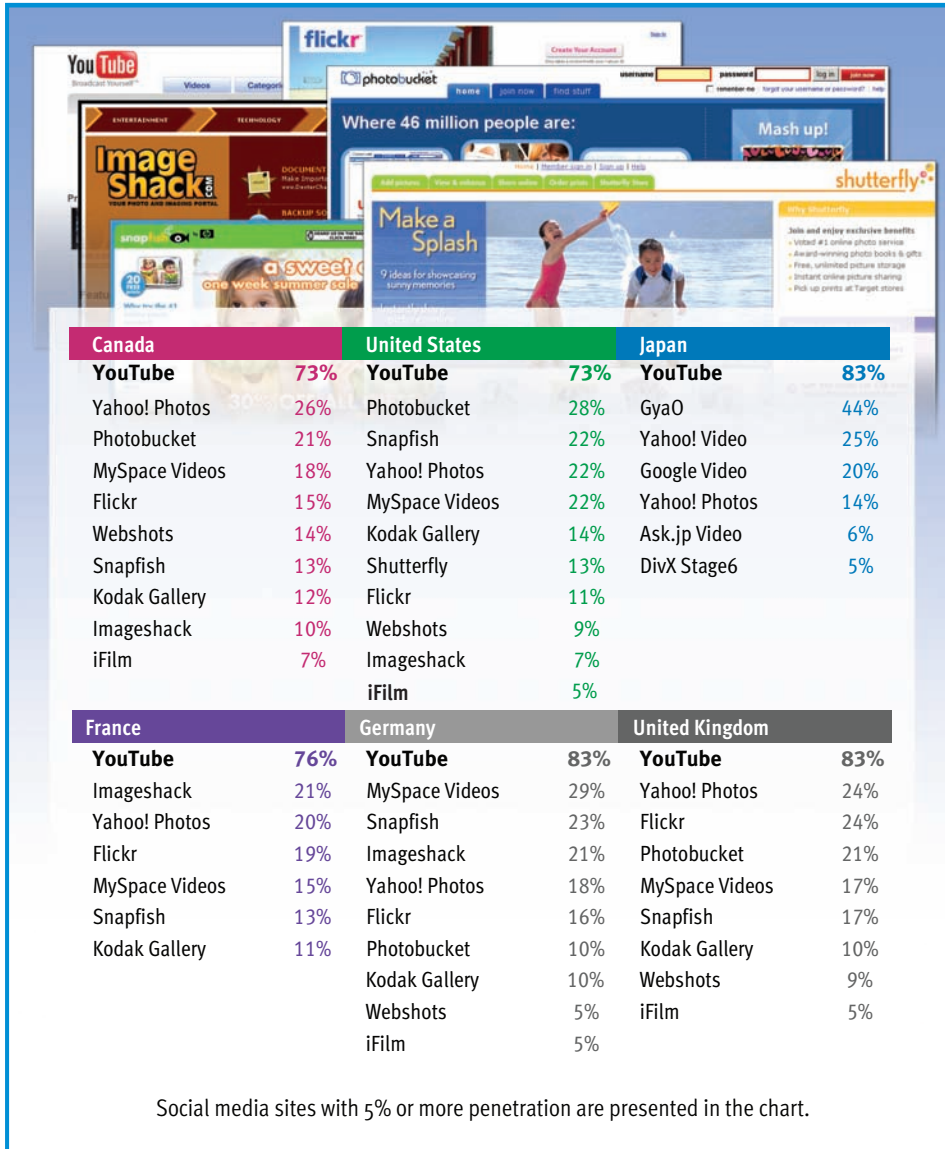
The majority of the social media users in all countries surveyed have used YouTube in the past 12 months. Usage was very strong, ranging from 73% to 83% in each country. Usage of all other social media sites was much lower. Yahoo! Photos was the second most used social media site among social media users (21%) and showed usage in all countries surveyed, ranging from 14% in Japan to 26% in Canada. GyaO (44%) was the second most used social media site among users in Japan, behind YouTube (83%).

Unlike social networking sites and commercial sites for which respondents showed concentrated use in a relatively small number of sites, social media users reported a broader use of social media sites. Although YouTube was by far the most used site by users in each of the six countries surveyed, nearly a quarter or more have also used such sites as Yahoo! Photos, Photobucket, Flickr, MySpace Videos and Imagshack. [NOTE: After the survey was conducted, Yahoo! closed Yahoo! Photos in September 2007.]

Favorite Social Media Sites By Country

Below is a list of social media Web sites. Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social media site.

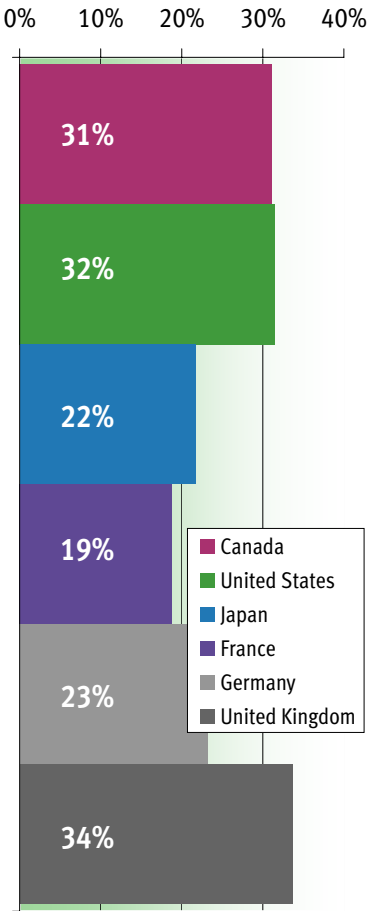


Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 710.

28% of the total general public surveyed
used a social media site.

YouTube was the dominant social media site used among social media users surveyed ages 14/15–21 (87%), 22–49 (74%) and 50+ (58%). The second and third most used social media sites varied between age groups. Among the social media users ages 14/15–21, Photobucket and MySpace Videos are the next two most used social media sites, at 30% and 25%, respectively. Yahoo! Photos and Snapfish are the sites that round out the top three most used sites for users ages 22–49 and 50+.

Usage of Social Media Sites By Country



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 530, "What types of online activities have you done or participated in during the last 12 months? Please select all that apply."

Favorite Social Media Sites By Age

Below is a list of social media Web sites. Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social media site.

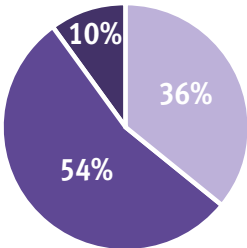
Age 14/15 to 21	Age 22 to 49	Age 50+
YouTube 87%	YouTube 74%	YouTube 58%
Photobucket 30%	Yahoo! Photos 20%	Snapfish 27%
MySpace Videos 25%	Snapfish 20%	Yahoo! Photos 26%
Yahoo! Photos 13%	MySpace Videos 16%	Kodak Gallery 19%
Imageshack 11%	Photobucket 16%	Flickr 12%
Snapfish 9%	Flickr 15%	Webshots 9%
GyaO 8%	Kodak Gallery 12%	Shutterfly 9%
Flickr 6%	Shutterfly 10%	GyaO 9%
Kodak Gallery 6%	Webshots 8%	MySpace Videos 8%
Webshots 5%	Imageshack 7%	Photobucket 4%

Note: The chart shows the top 10 sites.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 710.

The majority of YouTube and Snapfish users are under the age of 50, the same use pattern we see with the top social networking sites, MySpace and Mixi.

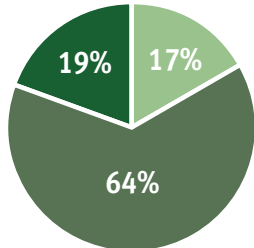
YouTube Users By Age



Legend: 14/15 to 21 (light purple), 22 to 49 (dark purple), 50+ (medium purple)

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 710.

Snapfish Users By Age



Legend: 14/15 to 21 (light green), 22 to 49 (dark green), 50+ (medium green)

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 710.

The YouTube Phenomenon

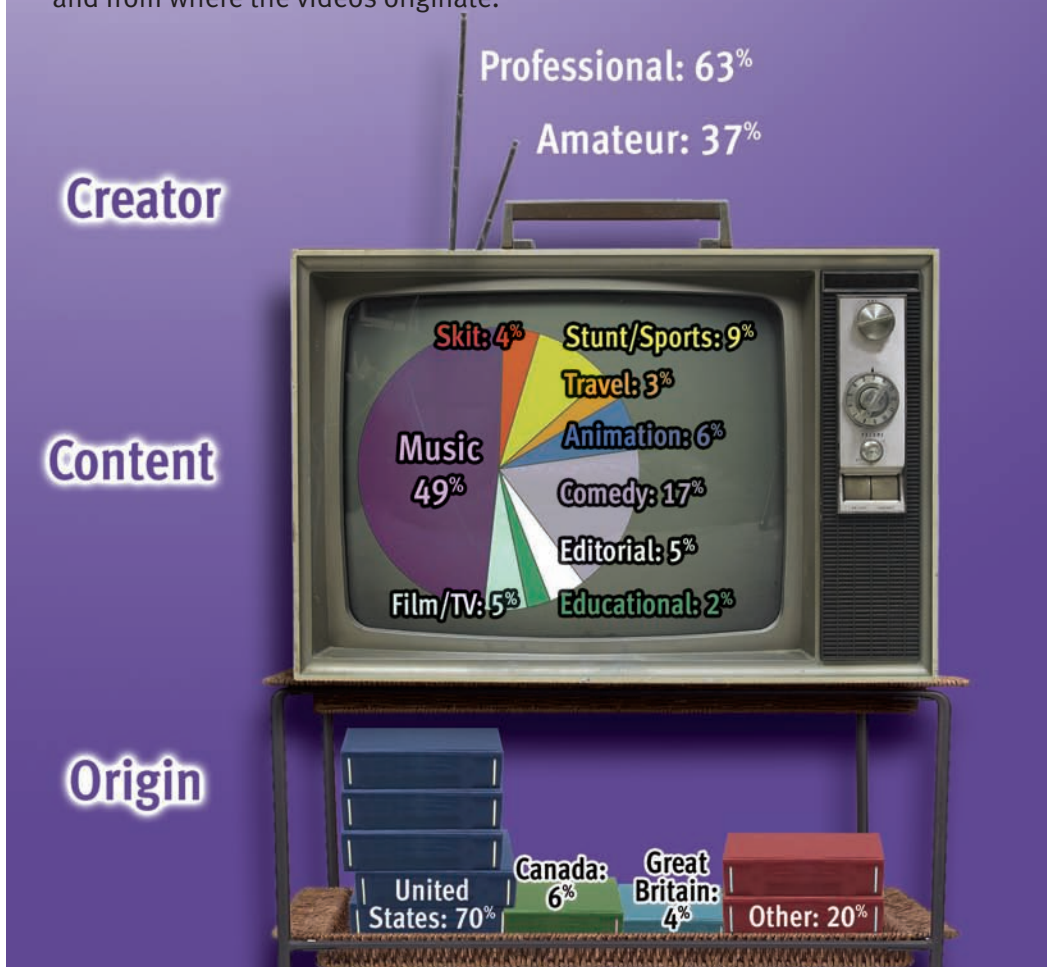
YouTube is the most used social media site on the World Wide Web.

Users are contributing a wide variety of videos that, prior to social sites such as YouTube, would likely have been viewed by just a select group of family, friends or co-workers. Many of YouTube's videos are viewed by thousands or hundreds of thousands of people. A September 19, 2007 comScore report revealed that in July 2007, viewers watched 2.4 billion videos on YouTube. The report indicated that 75% of U.S. Internet users watched online videos that month, for a total of 9 billion video streams. Average viewers spent 181 minutes watching online videos during the month.

An analysis of the 100 most viewed YouTube videos (September 2, 2007) provides a snapshot of the types of content being watched, who created them, and from where the videos originate.

25,700 videos on YouTube include “library,” “libraries” or “librarians” in the title or description.

Source: YouTube, September 13, 2007.



YouTube analysis conducted on September 2, 2007. “Other” category includes countries having one or two videos on the top 100 list: Australia, Brazil, Cuba, France, Germany, Greece, Hong Kong, India, Israel, Kazakhstan, the Netherlands, South Africa, Spain and Turkey. Alexa ranked YouTube as the fourth most used global Web site in September 2007.

Why We Use Social Sites

Maintaining current relationships with friends and family, building new relationships and sharing content or diaries are among the main reasons cited for participating in social networking and social media sites.

Our study findings suggest that much of what takes place on social spaces is motivated by a desire to connect. Most users are using social sites to interact with their friends, to build new relationships and to share and create content about their lives and experiences. Across countries, Internet users surveyed are using many of the same social networking and social media sites, and, in large part, their top motivations for using the sites are the same. Similarly, the sites selected across age groups are consistent, and top motivators show similar preference.

Communicating with friends, being part of a community, meeting new people and having fun.

Motivations for using social sites

Motivations for Using Social Networking Sites

My friends use the same site, the Web site is fun and to network or meet new people are the key motivators for using social networking sites among the total general public surveyed.

More than half of the total general public who use social networking sites do so because their friends use the same site (66%). Forty-two percent (42%) of users of social networking sites use sites that are fun. Also motivating to social networking site users is the ability *to network or meet new people and to become part of a group or community*.

Why We Use Social Networking Sites

By Total General Public

Which of the following describe why you use your preferred social networking Web site(s)? Please select all that apply.

Base: Respondents who have used a social networking site.

Why we use social networking sites	Total General Public
My friends use the same site	66%
The Web site is fun	42%
To network or to meet new people	37%
To be a part of a group or community	28%
The Web site is useful	27%
To document my personal experiences and share with others	22%
To express myself creatively with self-published material	18%
I get regular updates on new features and functionality	9%
I use it as part of my business	4%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 626.

Our Social Spaces

While the same motivators are shared by respondents in all countries surveyed, there are a couple of noteworthy differences. *My friends use the same site* is the top reason cited for using social networking sites among users in all countries except for Germany. Nearly three-quarters of the respondents in Germany (71%) use social networking sites *to network or meet new people*, a rate nearly double that of users in the other countries. Sixty-four percent (64%) of users in Germany also say *my friends use the same site* influences their decision to use social networking sites—a rate similar to users in the other countries surveyed. A site that is fun motivates more German social networking users than respondents from other countries surveyed.

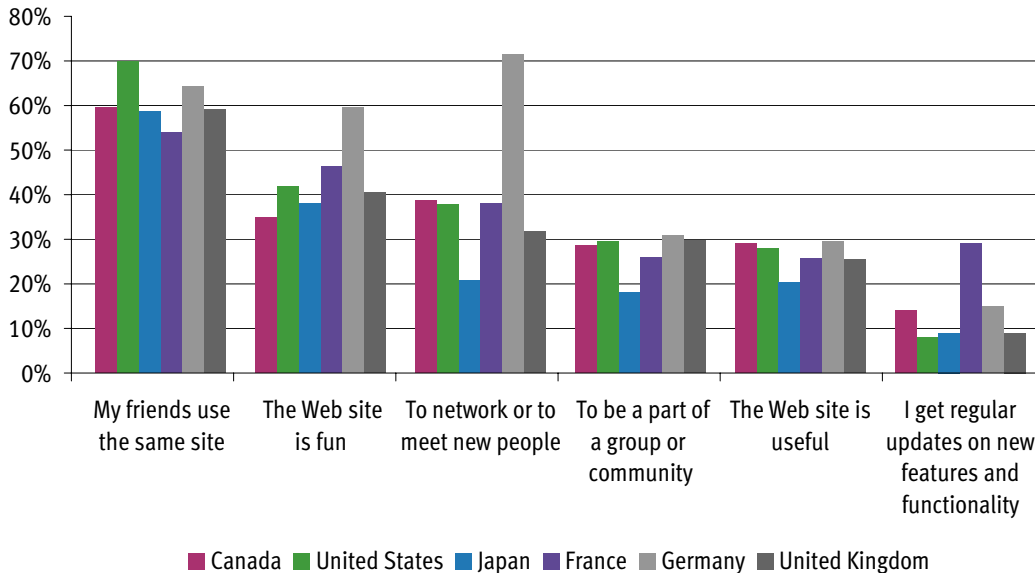
The French social networking users share the same top motivators as users from the other countries, but they were also the most likely to indicate they use social networking sites *to get regular updates on new features and functionality* (29%). MySpace and MSN Spaces are the two top-ranked social networking sites among the French respondents.

It is like a house. You put everything you like or want in the house and invite other people to the house.

Why We Use Social Networking Sites By Country

Which of the following describe why you use your preferred social networking Web site(s)? Please select all that apply.

Base: Respondents who have used a social networking site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 626.

Motivations for using social networking sites are the same across the age groups surveyed, but the percentage of those citing each reason varied by age. *My friends use the same site* is by far (80%) the main determinant for using a social networking site among the younger respondents (ages 14/15–21). About a quarter of youth also expressed that documenting personal experiences and expressing themselves through self-published materials on these sites motivates them.

For users ages 22–49, *my friends use the same site* is also the top reason cited for using a social networking site. About 40% of social networking users ages 22–49 say fun and networking to meet people describe why they use their preferred social networking sites.

Users age 50+ were the only group to say that being *part of a group or community* was their top motivator. *My friends use the same site* is also a key motivator for 40% of social networking users age 50 or older, but represents the smallest percentage of any age group surveyed. The third most popular reason for this group was *the Web site is useful*, which was not listed among the top three for users ages 14/15–21 and 22–49 but was cited by roughly the same percentage (26%–32%) of users among all age groups.

Why We Use Social Networking Sites

By Age

Which of the following describe why you use your preferred social networking Web site(s)? Please select all that apply.

Base: Respondents who have used a social networking site.

Why we use social networking sites	Age 14/15 to 21	Age 22 to 49	Age 50+
My friends use the same site	80%	62%	40%
The Web site is fun	49%	40%	26%
To network or to meet new people	36%	39%	25%
To be part of a group or community	28%	25%	42%
The Web site is useful	26%	26%	32%
To document my personal experiences and share with others	24%	21%	19%
To express myself creatively with self-published materials	24%	14%	15%
I get regular updates on new features and functionality	8%	9%	15%

*I have everyone's
e-mail on there—like
300 people
that I stay in contact
with ...*

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 626.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

Motivations for Using Social Media Sites

“Fun” describes the top motivation for social media users. *The Web site is fun* was cited as the top reason for using social media sites by about half of users. Being useful is also a motivator; *the Web site is useful* was cited by a third of users. *My friends use the same site* was also cited by nearly a third of users. Users of social media sites are less likely to use their preferred social media sites *to network or to meet new people* (11%) than users of social networking sites (37%).

Even though social media sites are primarily intended to share content, users of social networking sites are more likely to choose *to document personal experiences and share with others* (22%) or *to express themselves creatively and self-publish materials* (18%) on social networking sites compared to users of social media sites, at 15% and 11%, respectively.

Why We Use Social Media Sites

By Total General Public

Which of the following describe why you use your preferred social media Web site(s)? Please select all that apply.

Base: Respondents who have used a social media site.

Why we use social media sites	Total General Public
The Web site(s) is fun	47%
The Web site(s) is useful	33%
My friends use the same site	32%
To document my personal experiences and share with others	15%
To express myself creatively with self-published material	11%
To network or to meet new people	11%
I get regular updates on new features and functionality	10%
To be a part of a group or community	10%
I use it as part of my business	3%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 730.

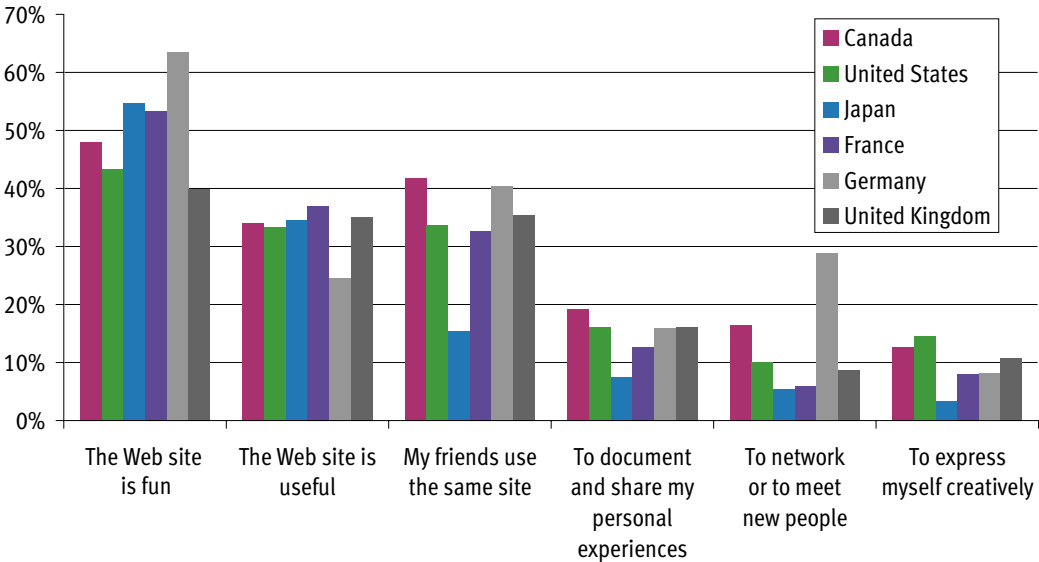
As with social networking sites, our findings show common motivators for using social media sites across all countries surveyed. *The Web site is fun* is the top reason that describes why social media sites are used among the total general public in all six countries surveyed, ranging from 40% in the U.K. to 64% in Germany.

The Web site is useful is expressed as a top motivator by roughly a third of users in all countries except Germany. The German respondents are significantly more likely than those in the other countries surveyed to use their preferred social media site *to network or to meet new people*, at 29%. Significantly fewer Japanese respondents use their preferred social media site because their friends use the same site. Using a social media site that is fun is the top motivator in Japan.

Why We Use Social Media Sites By Country

Which of the following describe why you use your preferred social media Web site(s)? Please select all that apply.

Base: Respondents who have used a social media site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 730.

Our Social Spaces

The Web site is fun is the top reason for using social media sites for well over half of 14/15–21-year-olds surveyed. *The Web site is useful* is substantially lower, at 38%, followed closely by *my friends use the same site* (35%).

The top three reasons for using social media sites among age 50+ general public are fairly evenly distributed; *the Web site is useful* (36%), *the Web site is fun* (34%), and *my friends use the same site* (28%).

Why We Use Social Media Sites

By Age

Which of the following describe why you use your preferred social media Web site(s)? Please select all that apply.

Base: Respondents who have used a social media site.

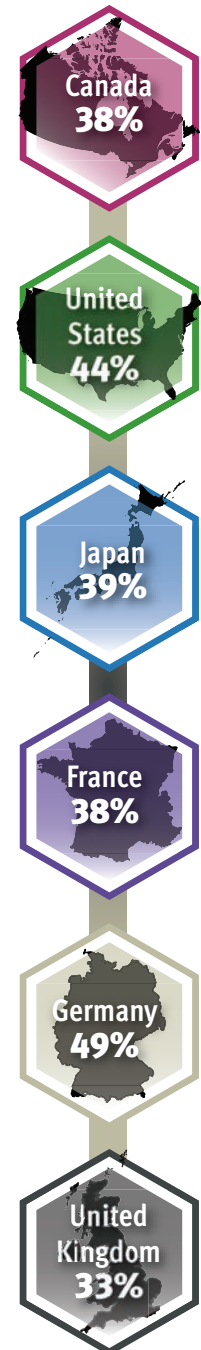
Why we use social media sites	Age 14/15 to 21	Age 22 to 49	Age 50+
The Web site is fun	60%	43%	34%
The Web site is useful	38%	29%	36%
My friends use the same site	35%	31%	28%
To document my personal experiences and share with others	13%	17%	11%
To express myself creatively with self-published materials	15%	10%	7%
To network or to meet new people	10%	12%	12%
I get regular updates on new features and functionality	12%	9%	9%
To be part of a group or community	10%	10%	11%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 730.

Across the age groups and countries, the online general public surveyed are using the same social networking sites and the same social media sites. Their motivators are clear—to interact with their friends and meet new people on social networking sites and to spend time on social media sites that are fun and useful. Utility and fun are seen as congruent qualities for social media users.

Social Networking Sites Help *Maintain* Current Relationships

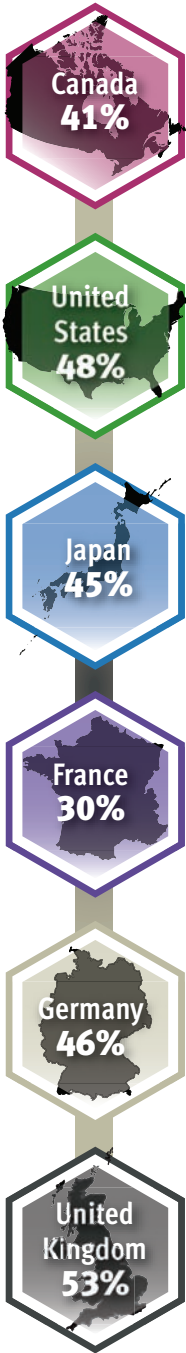
Base: Respondents who have used a social networking site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 971. Note: The chart shows *strongly agree* and *somewhat agree* responses.

Social Networking Sites Help *Build* New Relationships

Base: Respondents who have used a social networking site.



Maintaining and Building Relationships on Social Networking Sites

Users agree that social networking sites help them to both build new relationships and maintain current relationships.

Forty-two percent (42%) of social networking users across countries surveyed *agree* (*strongly agree* or *somewhat agree*) that the sites help **maintain** their current relationships. Users in Germany are most likely to *agree* social networking sites help maintain relationships (49%) while users in the U.K. are least likely to feel this way, at 33%.

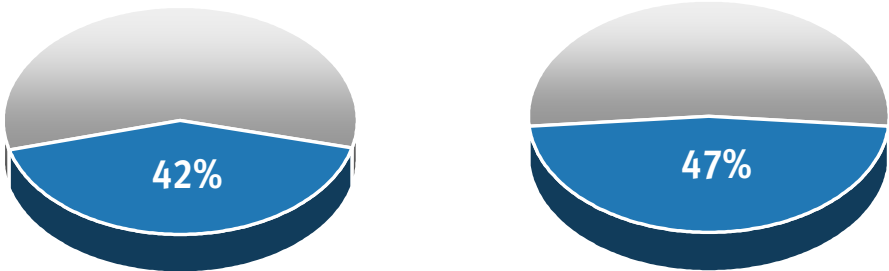
The response to *social networking sites help build new relationships* yielded an even higher agreement level. The users in the U.S., Canada, the U.K and Japan are slightly more likely to *agree* that social networking sites help build new relationships than to *agree* that they help maintain current relationships. While just a third of users in the U.K. *agree* that social networking sites help maintain current relationships, over half (53%) *agree* they help build new relationships. The social networking users in France are the least likely to *agree* that these sites help build new relationships, at just 30%.

Building and Maintaining Relationships on Social Networking Sites By Total General Public

Thinking about the social networking Web sites you use, how strongly do you agree or disagree with each of the following statements?

Base: Respondents who have used a social networking site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



These sites help maintain current relationships

These sites help build new relationships

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 971.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 971. Note: The chart shows *strongly agree* and *somewhat agree* responses.

Spending Time on Commercial and Social Sites

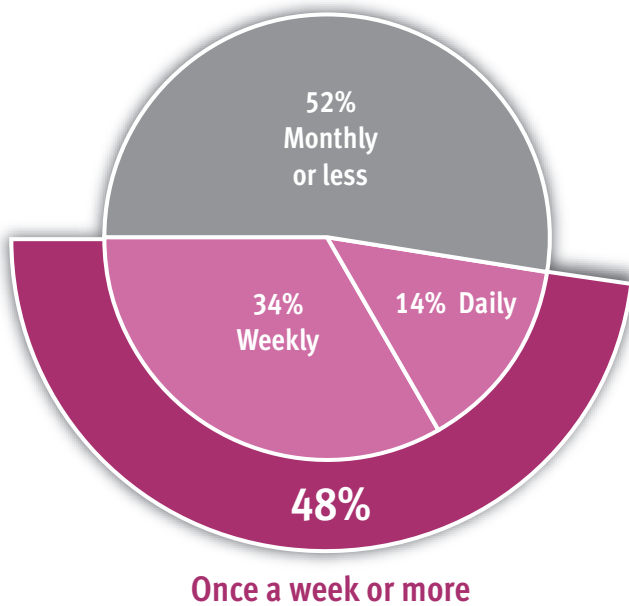
Nearly three-quarters of the total general public log in to their preferred social networking sites at least once weekly; over a third visit daily. Usage of social sites is more frequent than commercial sites, where nearly half visit at least once weekly and 14% visit daily. Usage of social media sites is very similar to commercial sites; half visit weekly.

Internet users surveyed who use commercial sites visit those sites often. Nearly half log onto their preferred commercial sites at least weekly and 14% log in daily. Use of eBay and iTunes was somewhat higher than the average. More than a quarter of eBay users visit the site daily.

Frequency of Using Commercial Sites By Total General Public

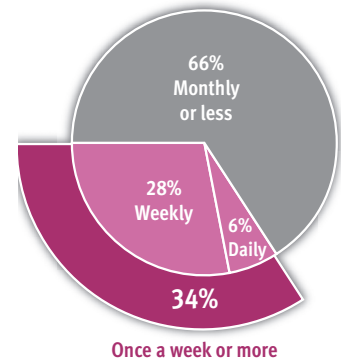
Typically, how frequently do you log in to (your preferred commercial site)?

Base: Respondents who have used a commercial and/or library Web site.



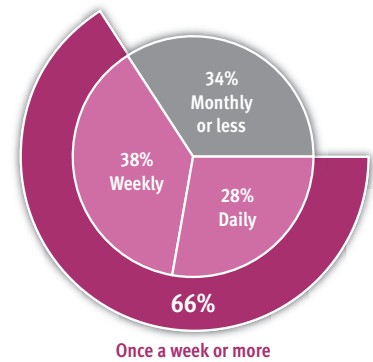
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 790.

Frequency of Amazon Use



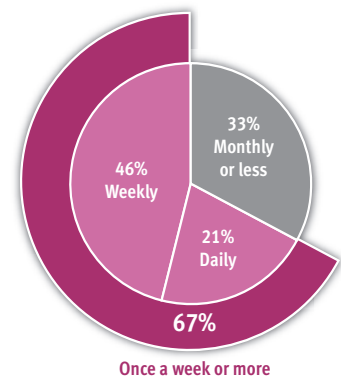
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 790.

Frequency of eBay Use



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 790.

Frequency of iTunes Use



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 790.

Users of social networking sites are very active, even more active than commercial site users. More than a third of social networking users (39%) log in at least daily and 73% log in at least weekly to their preferred social networking sites.

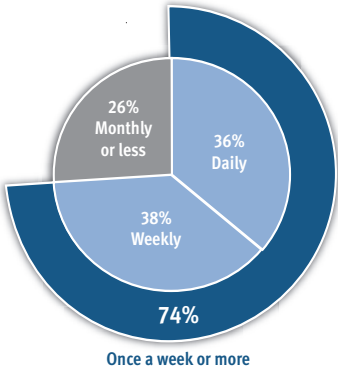
Usage was high across the most used social networking sites. Among social networking users who ranked MySpace as their primary social networking site used, 36% log in at least daily (17% several times a day and 19% once a day) and 74% log in weekly or more often. Mixi is the dominant social networking site in Japan. Frequency of use among those who rank Mixi as their primary social networking site used is even greater than the MySpace users; 59% log in at least daily (34% several times a day and 25% once a day) and the majority of users visit Mixi weekly or more often, at 83%.

Frequency of Using Social Networking Sites By Total General Public

Typically, how frequently do you log in to
(your preferred social networking site)?

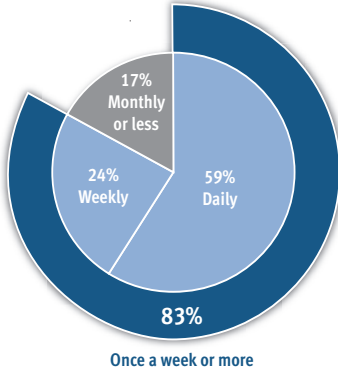
Base: Respondents who have used a social networking site.

Frequency of MySpace Use

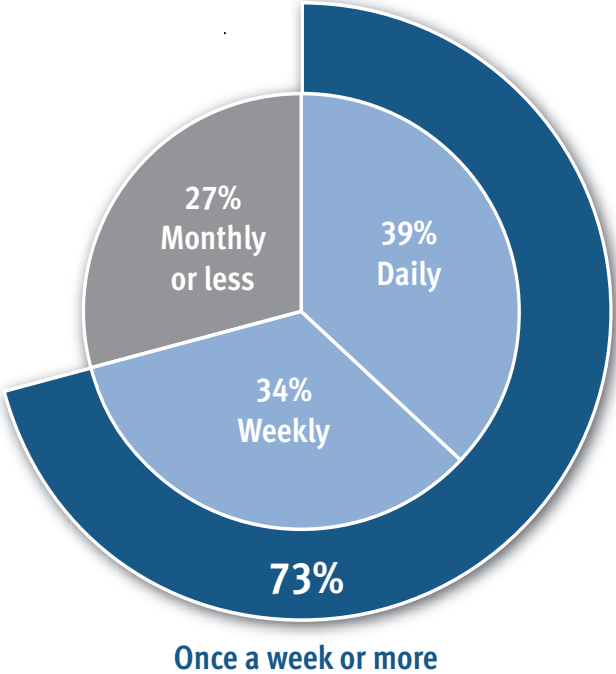


Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 635.

Frequency of Mixi Use



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 635.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 635.

Frequency of use of social networking sites differed substantially by age. The youth are the most active users. The younger age group (ages 14/15–21) who ranked MySpace as their primary social networking site used are more than twice as likely than the older age groups to log in several times a day (26% compared to 12% for ages 22–49 and 7% for age 50+).

Our Social Spaces

The younger Mixi users are also logging in more often; 50% of Mixi users ages 14/15–21 log in several times a day compared to 25% of ages 22–49 and 8% for age 50+.

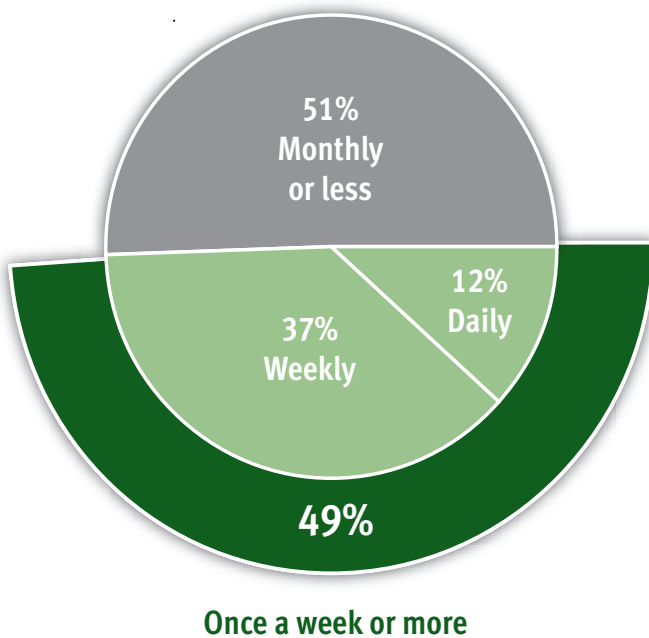
While still very robust, frequency of use on social media sites is less than the use on social networking sites. Just about half (49%) report logging in once a week or more often, with 12% logging on to their favorite social media sites at least daily and 37% at least weekly.

Frequency of Using Social Media Sites

By Total General Public

Typically, how frequently do you log in to (your preferred social media site)?

Base: Respondents who have used a social media site.

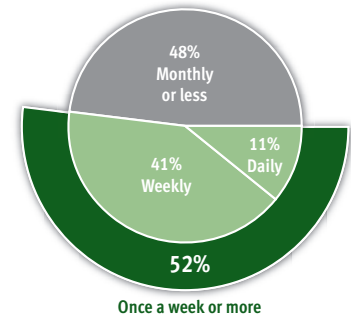


Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 740.

For social media site users who ranked YouTube as their primary social media site used, overall usage very closely matches the total average, with 52% logging in at least once a week or more often—11% log in daily and 41% log in at least once weekly. Social media site users who ranked Snapfish as their primary social media site used frequent the site less often than the total average; 31% log in at least once a week—5% log in daily and 26% log in at least weekly.

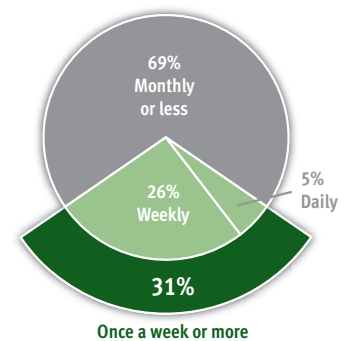
As with social networking sites, the younger age group surveyed (ages 14/15–21) log in more often to their top ranked social media sites; 18% log in daily compared to the total average of 12%, and 63% log in at least once weekly compared to 49% of the total average.

Frequency of YouTube Use



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 740.

Frequency of Snapfish Use



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 740.

Familiarity with Sites

A third of the general public surveyed across all countries, except Japan, say they are very or extremely familiar with the commercial sites they use. U.S. respondents reported the highest degree of familiarity with social networking sites. Familiarity with social networking sites is approaching levels equal to commercial sites in the U.S. For youth (ages 14/15–21), familiarity of social networking sites exceeds familiarity for commercial sites.

Respondents report the highest level of familiarity with commercial sites.

As respondents spend more time online and more time on social sites, familiarity grows. Familiarity of commercial sites is the highest among commercial site users, but the percentage of social networking users who report that they are *extremely* or *very familiar* with social networking sites is not far behind among respondents in some countries. While commercial sites have been in existence longer, familiarity with social networking sites is comparable to commercial sites.

U.S. social networking site users show the highest level of familiarity; more than 40% say they are *extremely* or *very familiar* with social networking sites, a rate close to their familiarity with commercial sites that have been in existence for substantially longer. In fact, 43% of the U.S. general public who ranked MySpace as their most used social networking site are *extremely* or *very familiar* with the site and 43% of those in the U.S. who ranked Amazon as their primary commercial site used are *extremely* or *very familiar* with it.

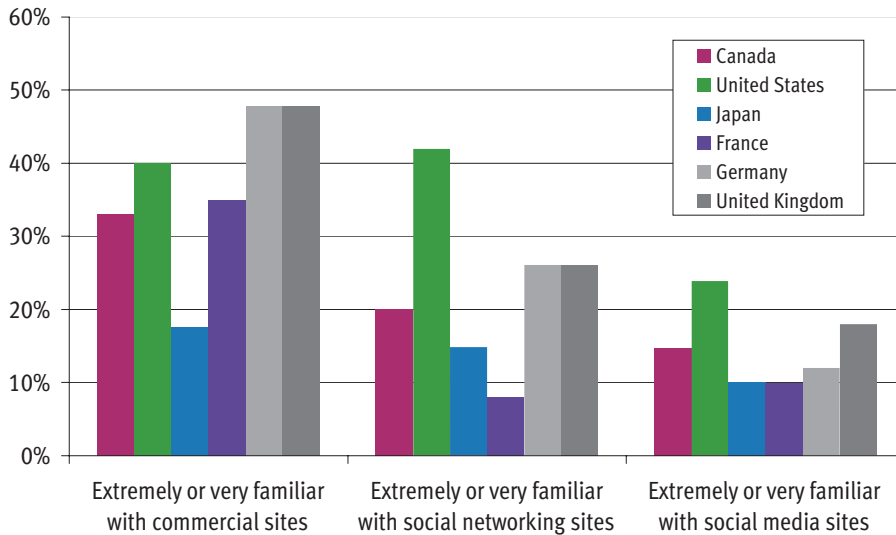
German and U.K. respondents expressed the highest level of familiarity with commercial sites. Nearly half of the German respondents who use commercial sites are *extremely* or *very familiar* with these sites, which is consistent with their above-average use of commercial sites. More specifically, half of the German general public who ranked eBay and Amazon as their primary sites used are *extremely* or *very familiar* with these sites, 53% and 51%, respectively.

Social site users in France expressed the least familiarity with these sites. Familiarity with social networking and media sites among the French respondents was the lowest, which is consistent with their use; they had the lowest usage of social networking and social media sites among the general public in the six countries surveyed.

Familiarity with Commercial and Social Sites By Country

How familiar are you with (your preferred social networking, social media and/or commercial site)?

Base: Respondents who have used a social networking, social media and/or commercial site.



**Over
40%**
of U.S. social networking users are extremely or very familiar with social networking sites, the highest of any country surveyed.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 640, 745 and 795.

The youngest respondents reported the highest levels of familiarity for both social networking and social media sites. And, familiarity among the 14/15–21-year-olds with commercial sites approximates that of older age groups. Nearly half of the commercial site users ages 14/15–21 (45%) who ranked eBay as their primary commercial site used are *extremely* or *very familiar* with the site compared to 48% of 22–49-year-olds and 35% of those age 50+.

Youth (ages 14/15–21) are by far the most familiar with social networking sites compared to any other age group and also reported the highest level of familiarity with social media sites. Half of all social networking users ages 14/15–21 report being *extremely* or *very familiar* with social networking sites compared to less than a quarter of users ages 22–49 and age 50+.

Well over half of the respondents ages 14/15–21 (61%) who ranked MySpace as their primary social networking site used say they are either *extremely* or *very familiar* with the site; 27% of 22–49-year-olds and 17% of the age 50+ group are *extremely* or *very familiar* with MySpace.

Familiarity with social media sites is the lowest among each age group. About a quarter of users ages 14/15–21 are *extremely* or *very familiar* with social media sites.

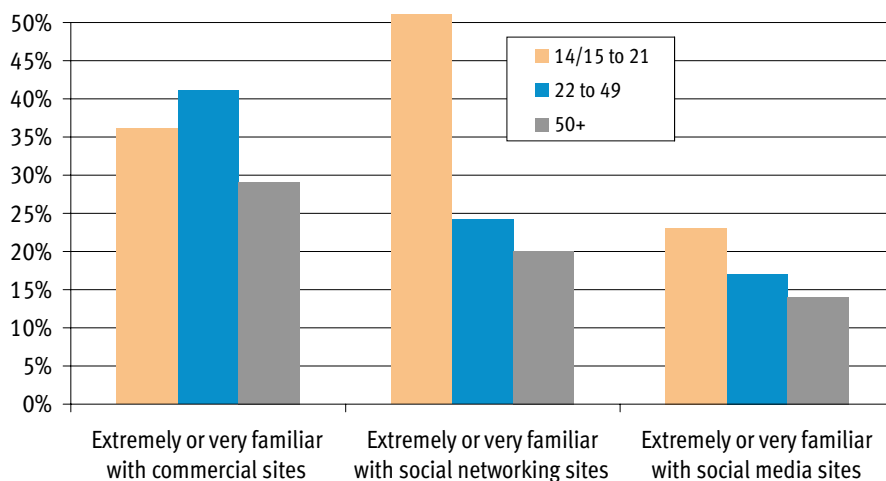
YouTube, the top used social media site, follows a similar familiarity pattern among social media users in general; 28% of the 14/15–21-year-olds who ranked YouTube as their primary site used are *extremely* or *very familiar* with the site; 15% of the 22–49-year-olds and 7% of the age 50+ group are *extremely* or *very familiar* with YouTube.

Familiarity with Commercial and Social Sites

By Age

How familiar are you with (preferred social networking, social media and/or commercial site)?

Base: Respondents who have used a social networking, social media and/or commercial site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 640, 745 and 795.

Sharing Our Personal Information Online

Users of commercial sites are likely to share contact information on commercial sites but are generally unwilling to provide individual and interest information. Users of social networking and social media sites are much more likely to share their individual and interest information. Users are often willing to share more than just required information when registering on a site.

The rapid adoption of social networking resources has allowed millions of users to become creators and communicators as well as audience members and customers. In these new roles, users are sharing with each other—and service providers—an increasing amount of feedback and personal information. What information are users willing to share online? Our survey results suggest that it varies by site, the community, and by the information that is expected to be delivered in return.

Most users are willing to share more than just the required information when registering at Web sites. Two-thirds of the total general public indicated that when they initially register on a Web site, they *always, often or sometimes* complete the entire registration form, not just the required information—11% *always* complete the entire registration form.

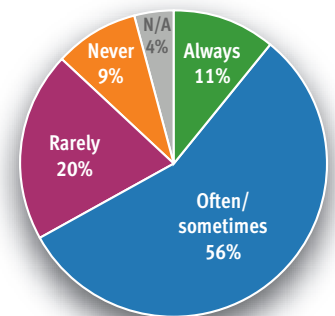
We presented respondents with 22 different types of personal information and asked which, if any, they have provided on social networking, social media or commercial sites. Information provided was grouped into three general categories: **contact information**, including information such as name, address, e-mail and phone; **individual information**, including marital status, personality attributes, sexual preference, physical attributes and birthday; and **interest information** such as subjects of interest, books read and association affiliations.

Users of commercial sites are the most likely to have provided **contact information** on commercial sites. Users of social networking sites are most likely to have shared **individual** and **interest information** on these social sites. Approximately three-quarters of the total general public who have used a commercial site have supplied their *given/first name, surname/last name, e-mail* and *street address*. About half of users have provided their *phone number, birthday* and *credit/debit card information*.

Information sharing on social networking sites is different. Users of social networking sites were less likely to have provided **contact information** compared to users of commercial sites. While half or more of commercial site users have provided their *surname/family name* (73%) or *telephone number* (50%) on a commercial site, just 46% of social networking site users have provided their *surname/last name* and only 12% have provided their *telephone number* on a social networking site. While less likely to have shared traditional **contact information**, users of social networking sites were more likely to have shared their **interest information** on a social networking site than commercial site users do on commercial sites. Seventy percent (70%) of social networking site users have provided their *subjects of interest* on these sites compared to just 28% of commercial site users who have provided the same information.

There are interesting differences between **individual** and **interest information** shared on social networking sites compared to social media sites by their respective users. Fewer social media site users were likely to have shared **individual** and **interest information** on social media sites than commercial and social networking site users

Complete Entire Web Registration Form



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 836, by total general public, “In general, when registering at any Web site, how often do you: fill out the complete form, not just the required information?”

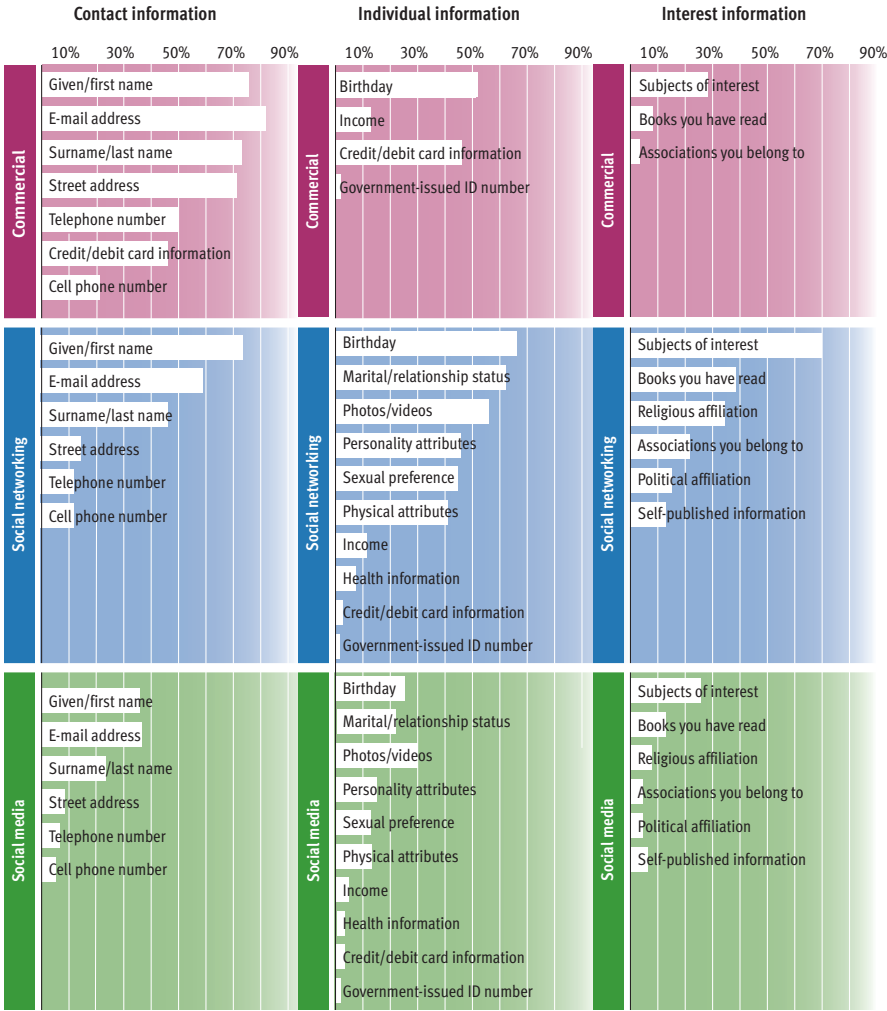
do on commercial and social networking sites. Users were also less willing to share **contact information** on social media sites than users do on either commercial or social networking sites.

More than half (57%) of social networking users have provided *photos/videos* on social networking sites compared to just 30% of social media users on social media sites, which are specifically designed to share content. While a quarter or more of social media users have provided *photos/videos*, *subjects of interest* and *birthday* on a social media site, they report having shared very little additional **interest** and **individual information**. These results suggest that many social media users are likely more engaged in browsing than authoring or sharing on social media sites and that more robust sharing of personal content is taking place on social networking sites.

Information Shared on Commercial and Social Sites By Total General Public

Which of the following types of information have you ever supplied about yourself on [commercial, social networking and/or social media sites]?

Base: Respondents who have used a commercial, social networking and/or social media site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 725, 765 and 625.

Information Shared on Commercial Sites—Country Comparisons

The survey results revealed varying sharing patterns on commercial sites by the general public in the six countries surveyed. While our review of favorite Web sites indicates that survey respondents use many of the same commercial sites, the data sharing practices are different among respondents in varying countries.

U.K. respondents were significantly more likely to have provided *credit card information* on a commercial site. The French and German commercial site users were significantly more likely than those in Canada, the U.S., the U.K. and Japan to have provided their *birthday*. Users of commercial sites in Canada were the most likely to have provided their *income* (17%) on these sites, while the German users were least likely (6%). The Japanese commercial site users were significantly more likely to have provided a *telephone number* (65%) on a commercial site.

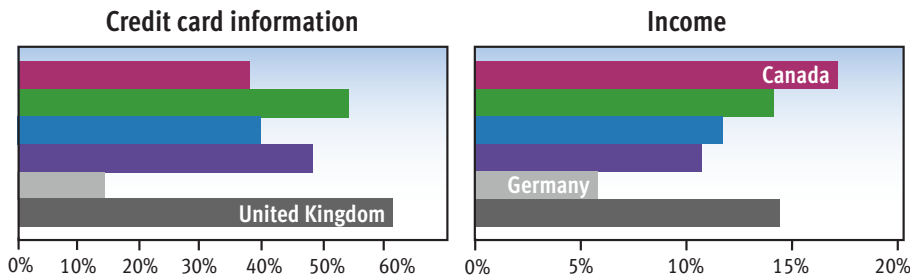
Information Shared on Commercial Sites

By Country

Which of the following types of information have you ever supplied about yourself when you were browsing for and/or purchasing music, movies, books and other retail items?

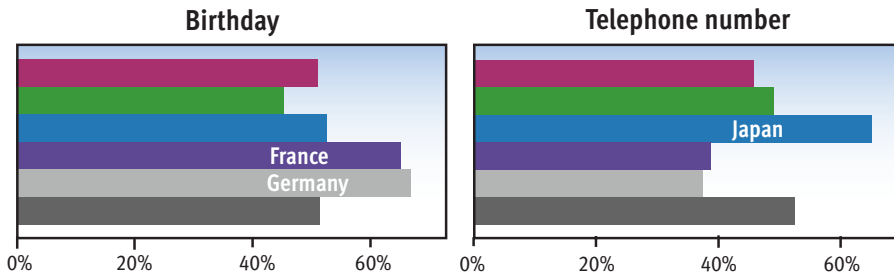
Base: Respondents who have used a commercial site and/or a library Web site.

Canada United States Japan France Germany United Kingdom



Commercial site users in the U.K. (61%) were significantly more likely to have provided credit card information on a commercial site. (Total=46%)

Commercial site users in Canada (17%) were more likely to have provided their income on a commercial site, while users in Germany were least likely (6%). (Total=11%)



Commercial site users in France (65%) and Germany (67%) were significantly more likely to have supplied their birthday. (Total=51%)

Commercial site users in Japan (65%) were significantly more likely to have supplied a telephone number on a commercial site. (Total=50%)

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 765.

Users of commercial sites shared information to purchase goods and they were also likely to have shared information to keep current and receive alerts. Well over half of respondents (60%) have used commercial electronic notification services.

Over a quarter of commercial site users report they have created a “my favorites” list, which entails providing information about preferences and desires.

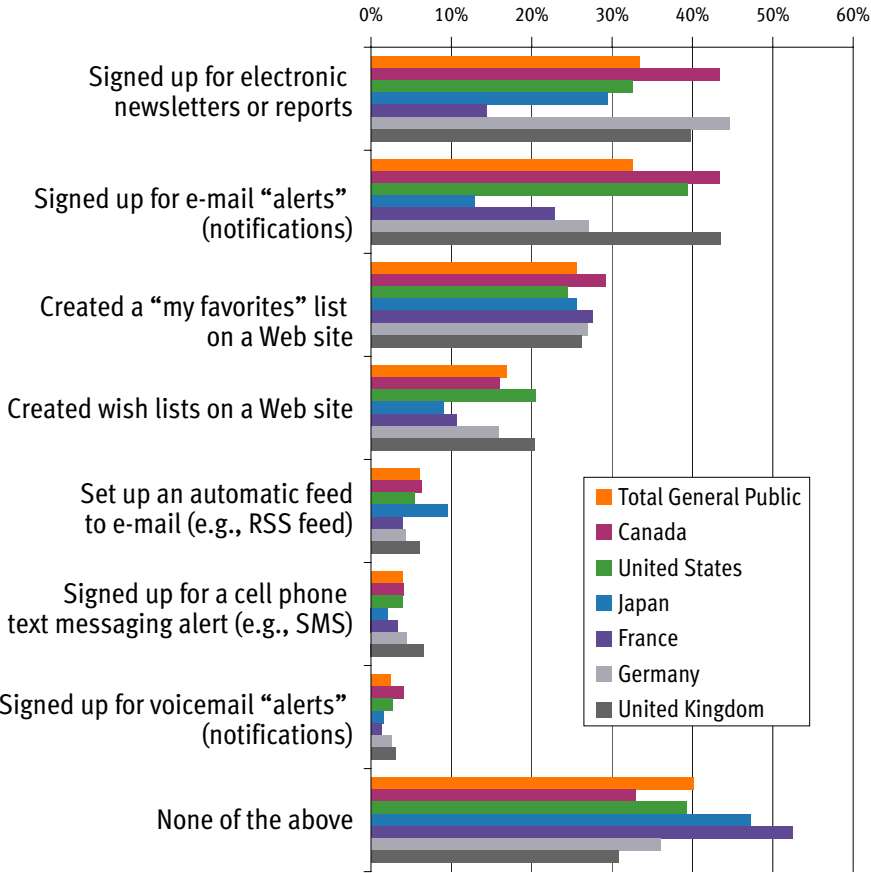
Electronic newsletters and e-mail alerts are the most popular notification services and use was particularly dominant among commercial site users in Canada, Germany, the U.S. and the U.K. Overall, the French commercial site users were the least likely to have used these electronic notification services; 52% say they have used none of these services.

60%
of commercial site users have used commercial electronic notification services.

Use of Commercial Electronic Notification Services By Country

Which of the following activities have you done during the last 12 months while browsing for and/or purchasing music, movies, books and other retail items?

Base: Respondents who have used a commercial site and/or a library Web site.



Source: Sharing, Privacy and Trust in Our Networked World, OCLC, 2007, question 760.

Information Shared on Social Networking Sites—Country Comparisons

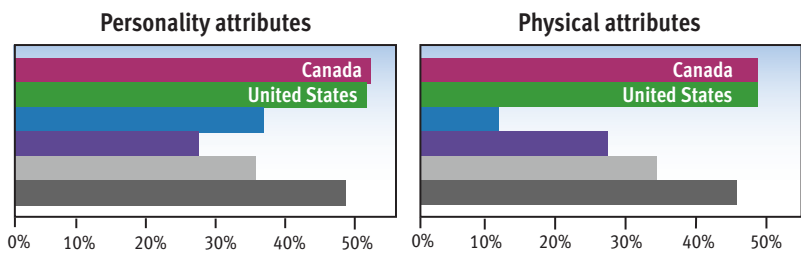
Social networking users were likely to have shared a wide variety of personal information on their favorite sites. The majority of social networking users have shared their *birthday*, *marital status*, *subjects of interest* and *photos/videos*. More than a third of respondents have shared *personality attributes*, *books read*, *sexual preference*, *physical attributes* and *religious affiliations* on social networking sites.

Even with consistency in sites used (MySpace was the top social networking site in all countries except Japan), the personal information users have provided shows wide variation across geographies. Overall, Japanese social networking users reported the lowest rate of information sharing on social networking sites. While Japanese social networking users indicated that they have shared their *subjects of interest* and *books they have read* on a social networking site at a rate comparable to users from other countries surveyed, they were significantly less likely to have provided many other types of personal information. Overall, social networking users in Germany, the U.S., Canada and the U.K. were most likely to have provided personal information on social networking sites. Users in the U.S. and Canada were the most likely to have shared their *personality attributes*, *physical attributes* and *religious affiliations* on social networking sites. Users in Germany report the highest rates of having shared *association affiliations*, *political affiliations*, *books read* and *self-published information*. Social networking users in the U.K. (6%) and Japan (3%) were the least likely to have provided their *political affiliations*; users in Germany (22%) and the U.S. (21%) were the most likely.

Information Shared on Social Networking Sites By Country

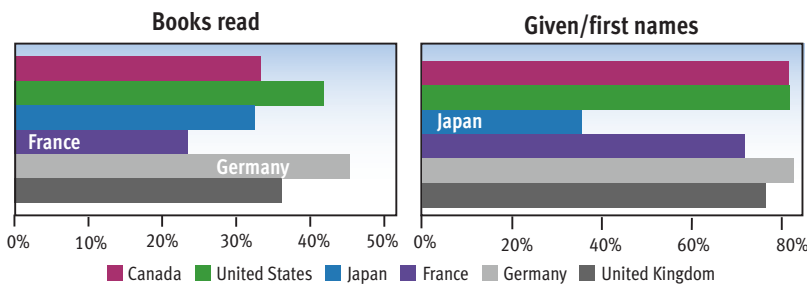
Which of the following types of information have you ever supplied about yourself on social networking Web site(s)?

Base: Respondents who have used a social networking site.



Social networking users in Canada (51%) and the U.S. (50%) were more likely to have shared their personality attributes on a social networking site. (Total =46%)

Social networking users in Canada (49%) and the U.S. (49%) were more likely to have shared their physical attributes on a social networking site. (Total=42%)



Social networking users in Germany (45%) were most likely to have shared books they have read; the French (23%) were least likely. (Total =39%)

Japanese users of social networking sites were significantly less likely to have shared their given/first names (36%). Total=73%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 625.

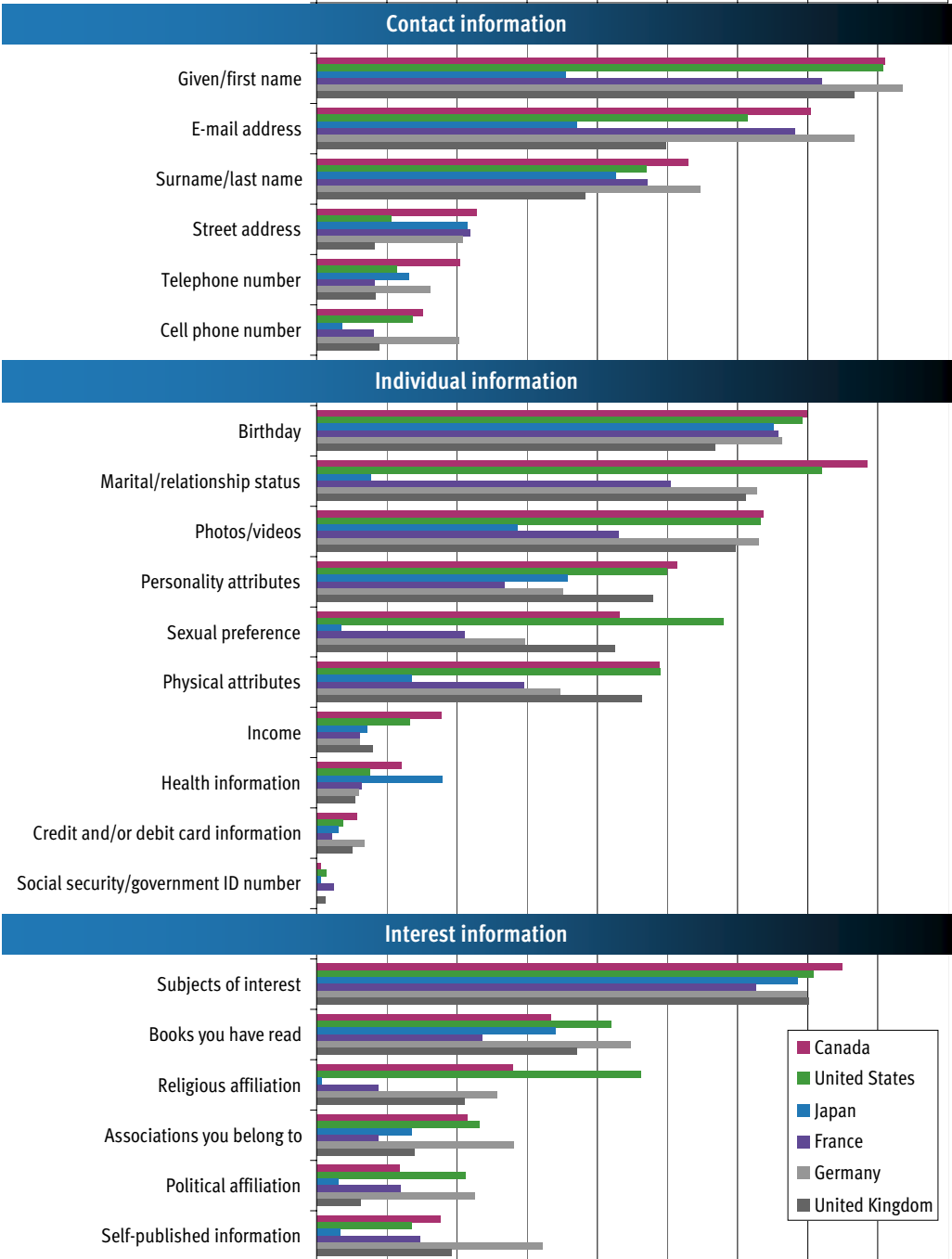
Information Shared on Social Networking Sites By Country

Which of the following types of information have you ever supplied about yourself on social networking Web sites?

Base: Respondents who have used a social networking site.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

The types of personal information shared on social networking sites varies across countries surveyed.



Source: Sharing, Privacy and Trust in Our Networked World, OCLC, 2007, question 625.

Information Shared on Social Media Sites—Country Comparison

Sharing personal information on social media sites showed sharing patterns more consistent with commercial site use than with social networking sites. Overall, users of social media sites were much less likely to have shared information on these sites than social networking site users have shared on social networking sites, including “content” information generally associated with social media sites.

More than half of total social networking users (57%) have shared *photos/videos* and 14% have shared *self-published information* on social networking sites, compared to 30% and 7%, respectively, of social media users on social media sites. Social media users in Germany, the U.S. and Canada were more likely to have provided information on social media sites than those in other countries surveyed. The Japanese social media users shared less on these sites, and often significantly less, than users in the others countries surveyed.

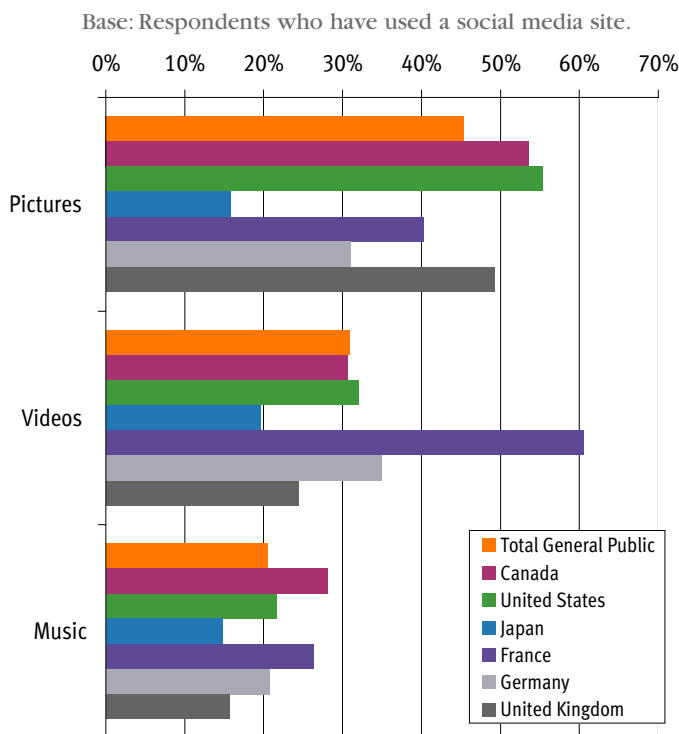
Significantly more French social media users were likely to have uploaded or linked to *videos* (60%) during the last 12 months on a social media site, almost twice the rate of users in any other country. More Canadian and French social media users uploaded or linked to *music* than any other respondents. The Canadian and American social media users were the most likely to have uploaded or linked to *pictures* on a social media site.



57% have shared photos/videos on a social networking site; 30% on a social media site.

Uploading or Linking on Social Media Sites By Country

Which of the following have you uploaded or linked to a social media Web site during the last 12 months?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 705.

Leaving Social Sites

Over 80% of the total general public indicated that once started, they have not stopped using a social networking or social media site.

Just 16% of the total social networking users reported that they have stopped using a site within the last 24 months. And only 9% of social media users have stopped using a site.

The top two reasons for discontinuing the use of a particular social networking site were *the Web site was not as useful as I thought it would be* (40%) and *the Web site was not as much fun as I thought it would be* (33%). While the top reason for using a social networking site is because *my friends use the same site*, only 17% of those who stopped using a social networking site did so because their friends stopped using it.

The top reason for discontinuing use of a social network site is that the site was not as useful as anticipated. The 16% of users who stopped using a social networking site gave the following reasons:

- The Web site was not as useful as I thought it would be (40%)
- The Web site was not as much fun as I thought it would be (33%)
- I found other sites I liked better (26%) and other Web sites offer more options (17%)
- I did not have the time to devote to it (26%)
- My friends stopped using it (17%)
- I did not trust the people I met online (13%)
- My parents required me to stop using it (9%)
- My spouse/partner asked me to stop using it (6%)

The top reason for discontinuing use of a social media site is lack of time. The 9% of users who stopped using a social media site gave the following reasons:

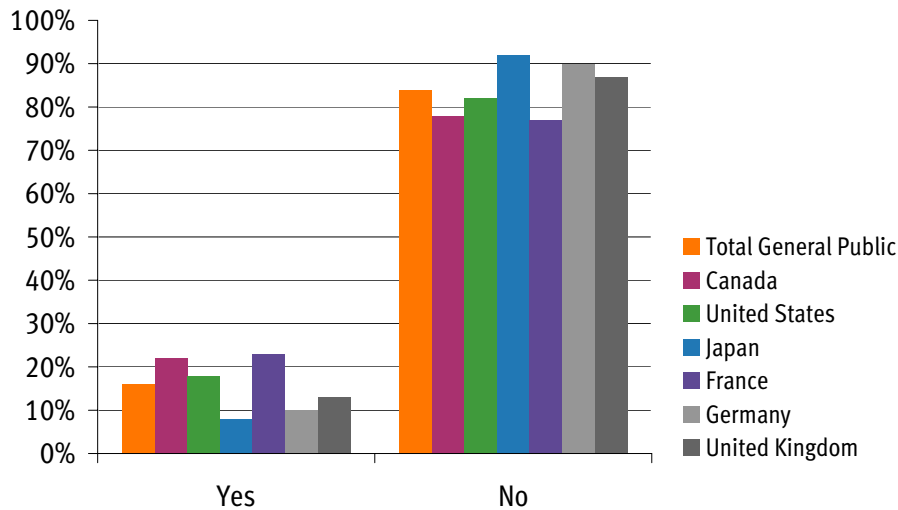
- I did not have the time to devote to it (28%)
- The Web site was not as much fun as I thought it would be (21%)
- The Web site was not as useful as I thought it would be (20%)
- I found other sites I liked better (17%) and other Web sites offer more options (9%)
- Other Web sites are easier to use (14%)
- I did not trust the people I met online (8%)

Stopped Using a Social Networking Site?

By Country

Did you stop using a social networking Web site within the past 24 months?

Base: Respondents who have used a social networking site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 660.

Without social networking ... it would kill me, because I'd feel that all of those connections I spent this time making would be lost.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

Summary

More than a quarter of the online population surveyed (28%) are active users of social sites—sites defined especially to provide exchange and content sharing. At the time of the survey, a few social sites were the most preferred sites across all countries: MySpace and YouTube were clear favorites; Mixi dominated social networking use in Japan. Users are spending a large amount of time on these sites. Almost three-quarters of social networking users spend time on social networking sites each week and half of the social media site users visit social media sites weekly.

While online users across all groups surveyed are using social sites, frequency of use among the youth (ages 14/15–21) is the highest. Social site users appear to be quickly becoming comfortable in these new spaces; over half of social networking users report they are *extremely* or *very familiar with* these sites.

Social site users are sharing information about themselves on social sites that commercial sites users are far less likely to provide on commercial sites. Nearly half or more have provided *subjects of interest* and *books read* and just over 20% have provided *association affiliation* on social networking sites. And, once started, very few users of social networking sites report they have stopped using them. They are building the social Web.

Social Networking Thoughts and Opinions

In three social networking focus groups moderated by OCLC, participants discussed their thoughts on communication, privacy and security in social spaces. They also told us what social networking meant to them and how their lives would be different without these services.



WITHOUT SOCIAL NETWORKING

It would kill me, because I'd feel that all of those connections I spent this time making would be lost.

Hairstylist, Columbus, Ohio, U.S.

SECURITY

And it's [social networking's] good because it prompts you. If you click "I don't know this person," it will ask you "Well, then, why are you adding them?" It allows you to think a little bit more about who you're letting into your world.

Graduate student, McMaster University, Hamilton, Ontario, Canada

DESCRIBE SOCIAL NETWORKING

It's like a house. You put everything you like or want in the house and invite other people to the house.

Graduate student, McMaster University, Hamilton, Ontario, Canada

PRIVACY

I wouldn't say anything I didn't want the whole world to know about me, because the whole world is going to know.

Undergraduate student, McMaster University, Hamilton, Ontario, Canada



COMMUNICATION

I just use it to connect with friends.

Hairstylist, Columbus, Ohio, U.S.



PRIVACY

How important is this service or this product to me? They're asking this much information of me. Is it worth it?

Undergraduate student, McMaster University, Hamilton, Ontario, Canada

SECURITY

You don't know who's watching or what's being done with the information that you're using online. The conversation you're having is private between you and the person on the next computer but not really, because it's on the Internet ... You don't know who's watching and what they can get.

Undergraduate student, McMaster University, Hamilton, Ontario, Canada

WITHOUT SOCIAL NETWORKING

I have everyone's e-mail on there—like, 300 people that I stay in contact with. I don't know—if I lost all of those e-mails, it would be impossible to get them all back. And, I wouldn't want to do that work and I probably wouldn't, so that would just be the end of so many relationships in my life.

Undergraduate student, McMaster University, Hamilton, Ontario, Canada



DESCRIBE SOCIAL NETWORKING

I describe Facebook as sort of a profile that you put out there—out there meaning the Internet—about yourself, and it has details like your name, your hobbies, that sort of thing. And you have this imaginary wall and people can write things on your wall and when they write on your wall you can go back to the other person’s wall and write on theirs.

Graduate student, McMaster University, Hamilton, Ontario, Canada



COMMUNICATION

When you pick up the telephone to call, you’re only talking to one person. But, when you go online, you can have multiple conversations in the same amount of time. So, I find that beneficial.

Graduate student, McMaster University, Hamilton, Ontario, Canada

DESCRIBE SOCIAL NETWORKING

A student came in and she went through the whole salon [during a job interview]. Then we said we have a Web page, and she goes, “I already looked at it and I went to everybody’s MySpace and looked at everybody that worked here,” and she goes, “I want to work here.”

Hair salon owner, Columbus, Ohio, U.S.

WITHOUT SOCIAL NETWORKING

So many of my friends are like, “I have to get home and Facebook.” So, if that was missing, they’d just be at home not knowing what to do with themselves, because it’s such a way that they communicate with so many people.

Undergraduate student, McMaster University, Hamilton, Ontario, Canada

PRIVACY

At first, I was kind of naïve about it. Now, I know a little more about it—not to put super personal information on it about myself.

Hairstylist, Columbus, Ohio, U.S.



SECURITY

It seems there are a lot more passwords—pretty much every site you go into has a password. So, I think it’s definitely more secure than it was several years ago.

Hairstylist, Columbus, Ohio, U.S.

PRIVACY

I only leave my true information [on social networking sites] when necessary.

Graduate student, McMaster University, Hamilton, Ontario, Canada



SECURITY

I won’t post anywhere unless they have a security policy where you have to check off that you’ve read the whole thing. That makes me feel a little bit safer.

Hairstylist, Columbus, Ohio, U.S.



