SOCIAL MEDIA IN LUXEMBOURG

HOW ‚DIGITAL NATIVES' USE THE SOCIAL WEB

SURVEY REPORT 2022

#LUXSOME

01 | INTRODUCTION

The use of social media is a central part of our everyday lives and the generation born from 1997 onwards, the 'digital natives', have grown up in a society that operates online around the clock. There are many studies on social media use - however, such a project has not yet been realised in this form in the Grand Duchy of Luxembourg. Together with students and teachers from the Ecole de Commerce et de Gestion Luxembourg –

School of Business and Management (ECG), CURE Intelligence conducted an online survey entitled "Social media use in Luxembourg. How 'digital natives' use the social web".
Learn more about the social media preferences and habits of young people in Luxembourg. In addition to questions about usage behaviour, preferred platforms, needs and intentions, aspects such as cyber-bullying are also addressed.

02 | TABLE OF CONTENTS

03 | DATA COLLECTION & METHODOLOGY

PERIOD OF TIME

- 08.06.-05.10.2022

MEASUREMENT METHOD

- Online survey
- Languages:
    - 530 x French
    - 254 x Luxembourgish
    - 146 x German
    - 70 x English

TARGET GROUP / DATA BASIS

- 1,000 Survey participants
- Most of them: ECG students
- 1,400 people showed interest in the survey but could not be included due to age, residence, or non-existent social media use

PARTICIPATION REQUIREMENTS

- Age from 15-25 years
- Residence or centre of life (school / work / leisure) in Luxembourg
- Active use of social media

PROCEDURE

- Development of the online questionnaire by students and teachers of the ECG in cooperation with CURE Intelligence
- Evaluation and reporting by CURE Intelligence
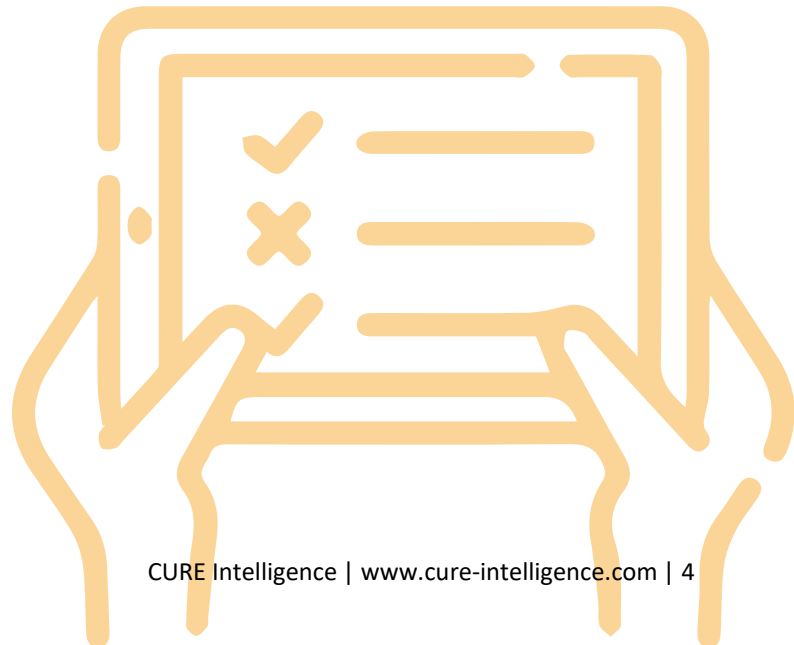
04 | DEMOGRAPHIC FEATURES

AGE

Ø 19 YEARS

Age distribution:
- 15: 8%
- 16: 13%
- 17: 15%
- 18: 14%
- 19: 12%
- 20: 10%
- 21: 9%
- 22: 7%
- 23: 4%
- 24: 4%
- 25: 5%
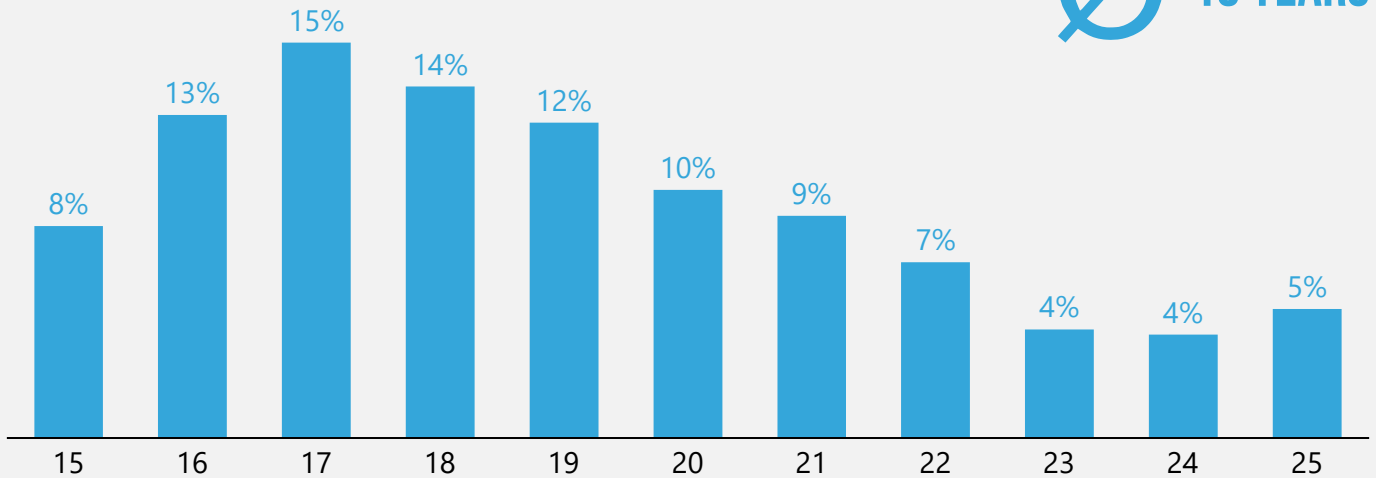
INSIGHTS

- The average age of respondents is 19 years, with the highest proportion of survey participants being 17 years old (157 people).
- 57% of respondents are female, 41% male and 2% diverse.

GENDER

- female: 57%
- x: 2%
- male: 41%
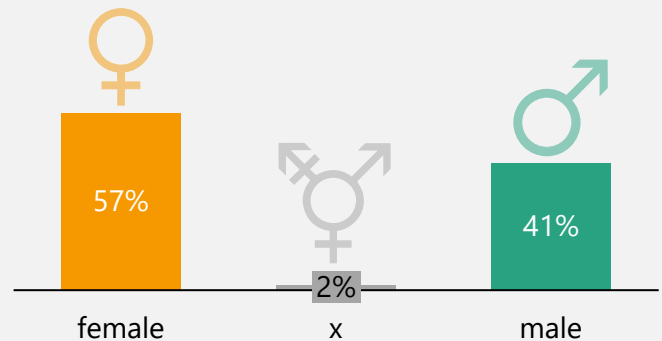
05 | PLATFORM USAGE

AVERAGE USE OF SOCIAL MEDIA PLATFORMS BY FREQUENCY

6 = Very often – 1 = Very rarely

Instagram	Snapchat	YouTube	TikTok	Facebook	Twitter	LinkedIn
4,7	4,4	4,2	3,8	2,2	2,0	1,5
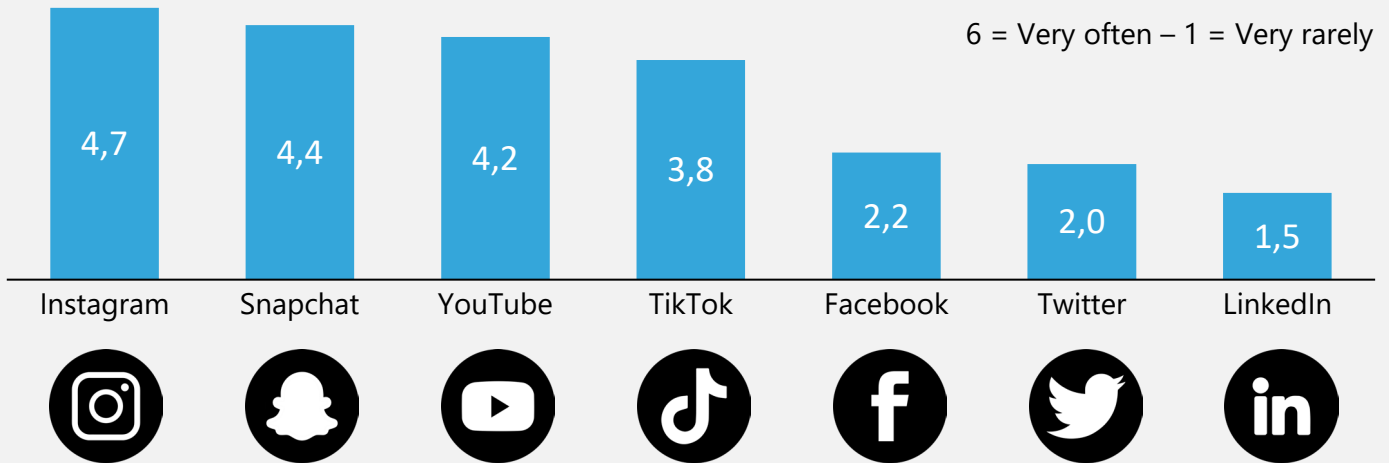
INSIGHTS

▪ When asked about frequency of use, weighted on a scale of one to six, Instagram achieves the highest average score, followed by Snapchat and YouTube.

▪ Facebook and Twitter are ranked second to last. The last place is LinkedIn with the indication "very rarely".

47.4%

OF RESPONDENTS HAVE MORE THAN ONE ACCOUNT ON THE SAME SOCIAL MEDIA PLATFORM

05 | PLATFORM USAGE

USE OF SOCIAL MEDIA PLATFORMS BY FREQUENCY (BROKEN DOWN)

Instagram   Snapchat   YouTube   TikTok   Facebook   Twitter   LinkedIn

Legend: very often | often | regularly | occasionally | rarely | very rarely
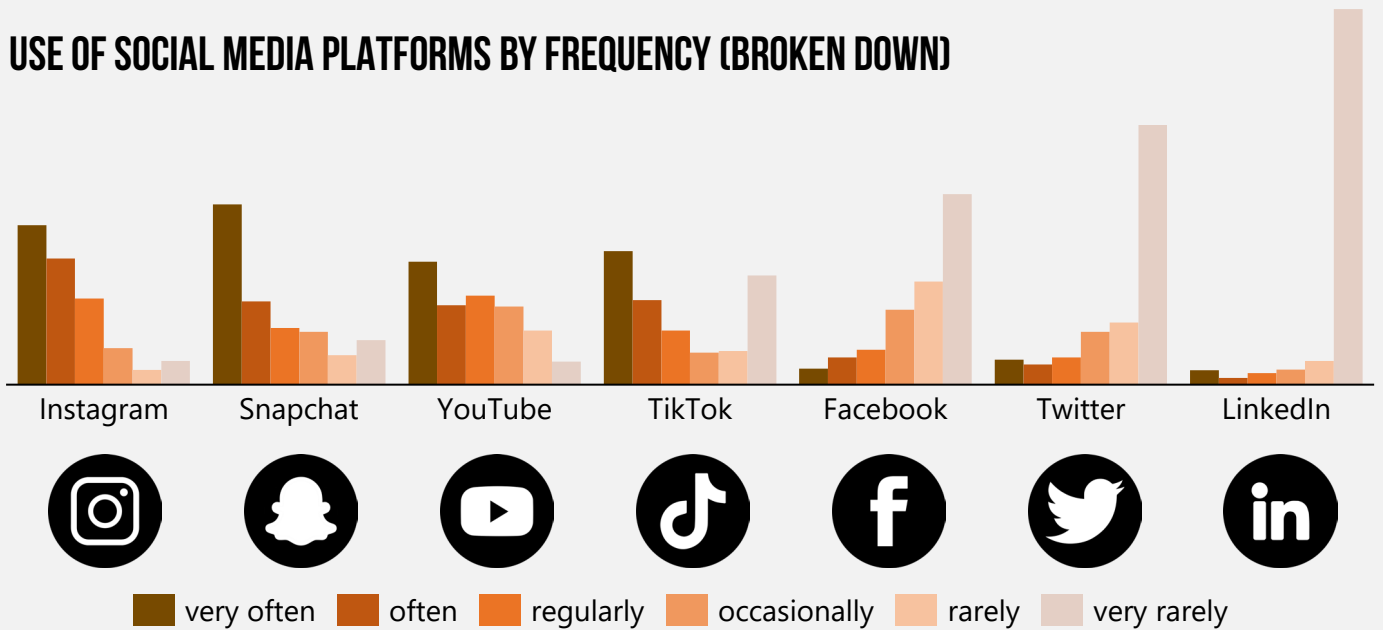
INSIGHTS

- Snapchat scores "very often" most frequently, followed by Instagram and TikTok.

- LinkedIn, Twitter and Facebook, on the other hand, are used "very rarely" by respondents.

- YouTube shows the smallest differences; most users use this channel more or less regularly.

40.3%

OF RESPONDENTS USE SNAPCHAT "VERY OFTEN"

05 | PLATFORM USAGE

TOP 3: MOST USED CHANNEL TODAY

23%

41%

37%
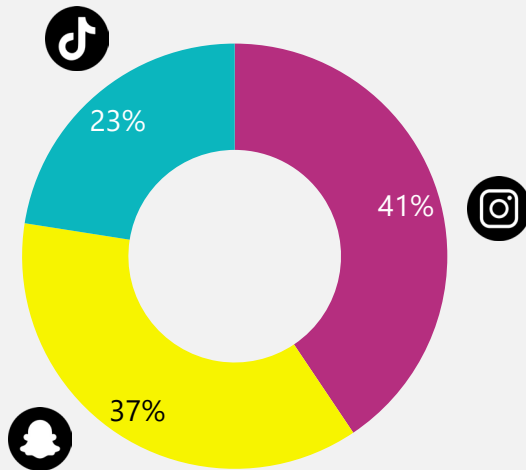
TOP 3: MOST USED CHANNEL 3 YEARS AGO

34%

26%

40%
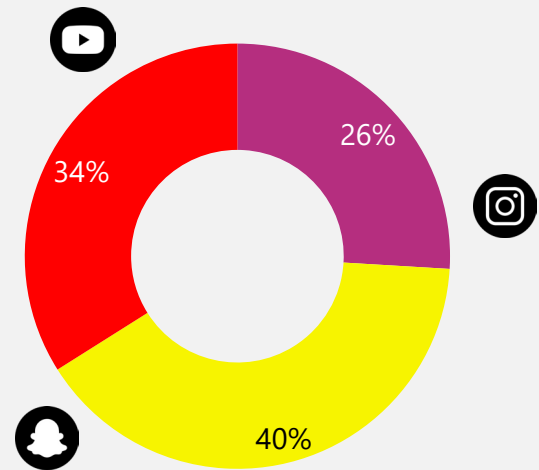
INSIGHTS

- 41% say that Instagram is currently their most used channel. Snapchat and TikTok are in 2nd and 3rd place.

- Three years ago, Snapchat was still in first place, followed by Instagram and YouTube. Facebook was also named as the most-used channel significantly more often three years ago (122 mentions three years ago vs. 26 mentions today).

62.5%

OF RESPONDENTS USE THEIR SOCIAL MEDIA ACCOUNTS TO REGISTER ON WEBSITES OR IMPORT CONTACTS

05 | TIME OF USE

AVERAGE TIME SPENT DAILY IN SOCIAL MEDIA

50	12	56	132	279	244	227
I don't know	less than 30 minutes	30 min. to 1 hour	1 hour to 2 hours	2 hours to 3 hours	3 hours to 4 hours	more than 4 hours
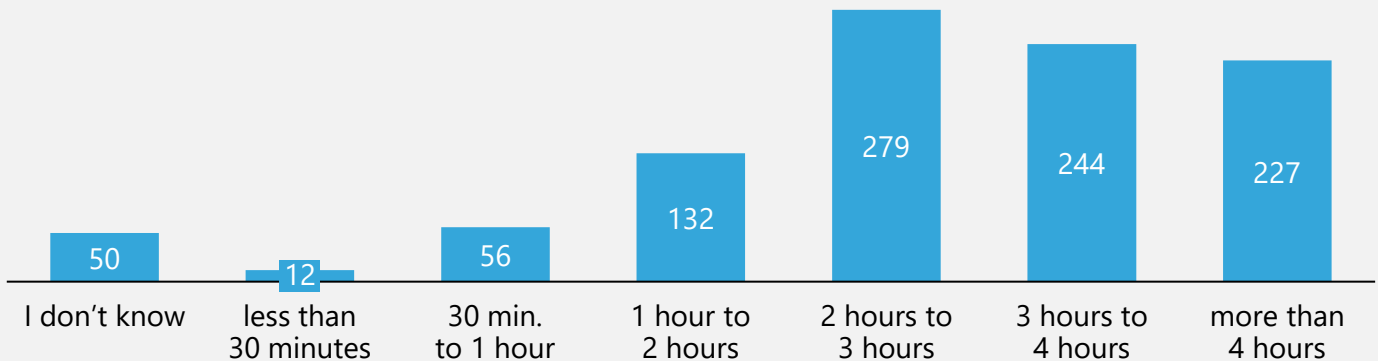
INSIGHTS

- One third of the respondents spend on average between two and three hours on their social media channels per day.
- A large proportion of respondents (47.1%) even report use of more than 3 hours a day.
- Only 12 people use social media for less than half an hour a day.

22.7%

SPEND MORE THAN FOUR HOURS A DAY IN THE SOCIAL MEDIA

05 | TIME OF USE

WHEN SOCIAL MEDIA IS USUALLY ACCESSED

94%	In the free time
62%	Shortly before going to bed / in bed
48%	At school / university / work
28%	Immediately after waking up
25%	During meals
19%	At social events
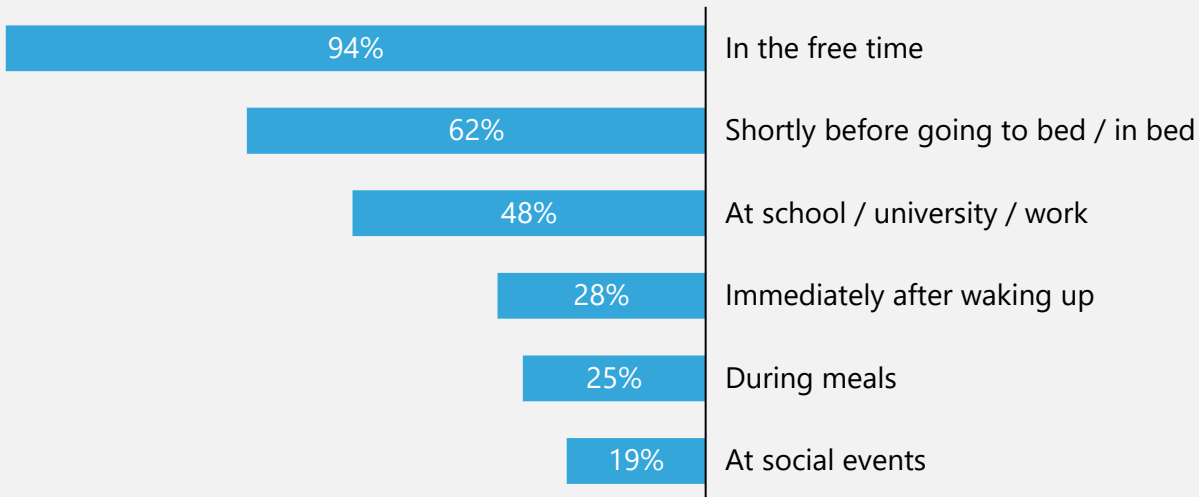
INSIGHTS

- Almost all respondents access social media during their free time. 62% use social media before going to bed.
- More than a third cannot think of any occasion not to use social media. Occasions when social media is not used include eating together, spending time with friends/family, work / school, or serious occasions such as funerals.

38.4%

OF RESPONDENTS SAY THERE ARE NO OCCASIONS WHEN THEY WOULD NOT USE SOCIAL MEDIA

05 | TIME OF USE

TIME TRACKING

40.0%

OF RESPONDENTS
TRACK THEIR
TIME ON
SOCIAL MEDIA

78.0%

OF RESPONDENTS DEMAND THAT SOCIAL
MEDIA PLATFORMS SHOULD INFORM THEIR
USERS ABOUT THE TIME THEY SPEND ON THE
PLATFORM

INSIGHTS

- Half of all respondents are critical of their usage behaviour and believe they spend too much time on social media or that they may already have an addiction.
- Although only 40% monitor their usage time, 78% demand that platforms should offer information about it. 25.4% of them even call for this to be compulsory.

49.7%

OF RESPONDENTS BELIEVE THEY
SPEND TOO MUCH TIME ON SOCIAL
MEDIA / ARE ADDICTED TO IT

05 | USE INTENTIONS

REASONS FOR THE USE OF SOCIAL MEDIA

Reason	Average
Pastimes (exploration, entertainment)	⌀ 4,5
To stay in touch with friends and family	⌀ 4,4
To distract myself	⌀ 4,0
To inform myself, read the news	⌀ 3,7
To be inspired or creative	⌀ 3,5
To learn new skills	⌀ 3,3
For networking (work-related)	⌀ 2,4
To be part of a group (self-esteem)	⌀ 2,1
To participate in Social Challenges	⌀ 1,9

6 = strong agreement –
1 = weak agreement
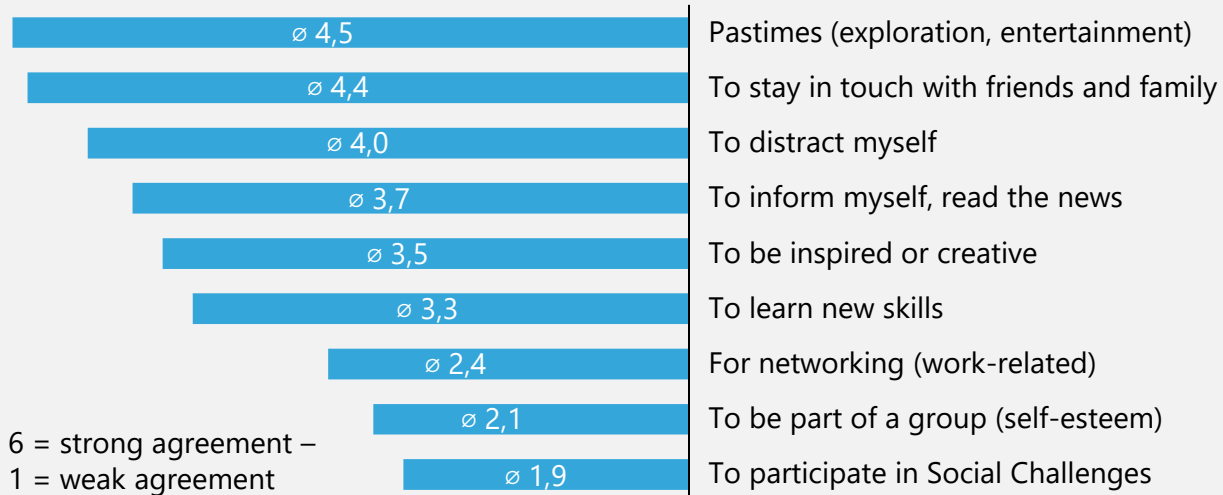
INSIGHTS

- Social media is most often used for entertainment and keeping in touch with friends and family. However, many respondents also use social media as a source of information and inspiration and to learn new skills.

- Rather few people say they use their profiles to be part of a group or to participate in social challenges.

75.0%

OF RESPONDENTS USE THEIR SOCIAL MEDIA ACCOUNTS MOST FREQUENTLY FOR ENTERTAINMENT

REASONS FOR USING SOCIAL MEDIA (BROKEN DOWN)

Pastimes (exploration, entertainment): 288, 278, 227, 131, 49, 27

To distract myself: 186, 225, 218, 175, 118, 78

To stay in touch with friends and family: 300, 227, 209, 148, 66, 50

For networking (work-related): 51, 65, 118, 184, 209, 373

To inform myself, read the news: 137, 157, 269, 249, 117, 71

To be part of a group (self-esteem): 34, 51, 83, 151, 203, 478

To be inspired or creative: 118, 135, 239, 241, 138, 129

To learn new skills: 92, 127, 221, 229, 173, 158

To participate in Social Challenges: 32, 35, 68, 123, 172, 570

Legend:
- agree completely
- agree
- tend to agree
- tend to not agree
- do not agree
- do not agree at all

05 | USE INTENTIONS

REASONS FOR DOWNLOADING SOCIAL MEDIA APPS

Reason	Percentage
To interact with friends	81%
To view content that interests me	80%
To pursue my hobbies	29%
To search for new trends	23%
To make new friends	20%
To generate income	5%
To generate traffic for other accounts on social media	3%
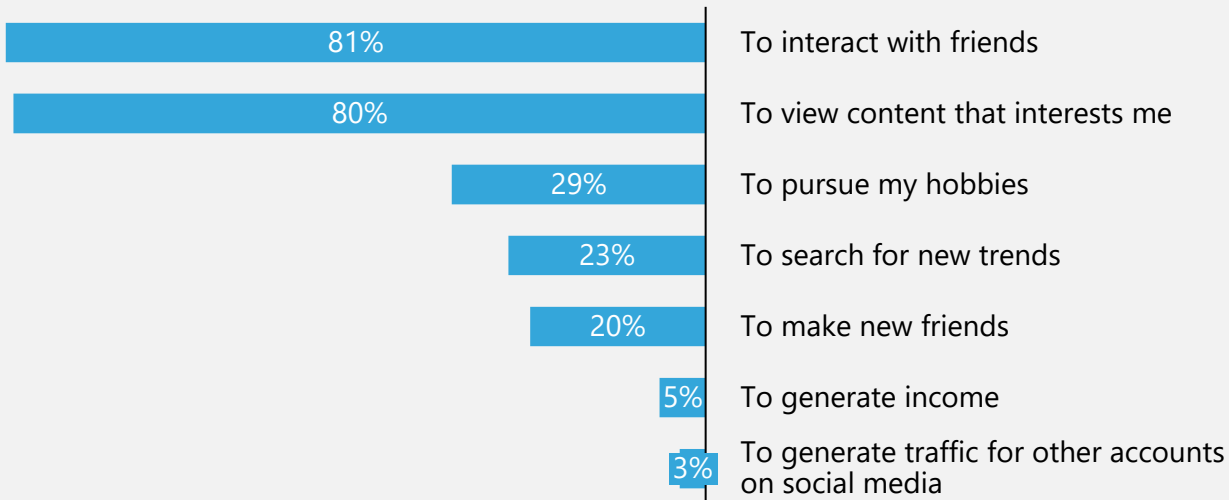
INSIGHTS

- Most respondents say they created their social media accounts to be able to interact with friends and view content that interests them. Some also say they have downloaded their apps because everyone around them is also using them.

- The commercial use of social media is in the background for many respondents.

5.0%

OF RESPONDENTS USE SOCIAL MEDIA FOR COMMERCIAL PURPOSES

05 | USAGE BEHAVIOUR

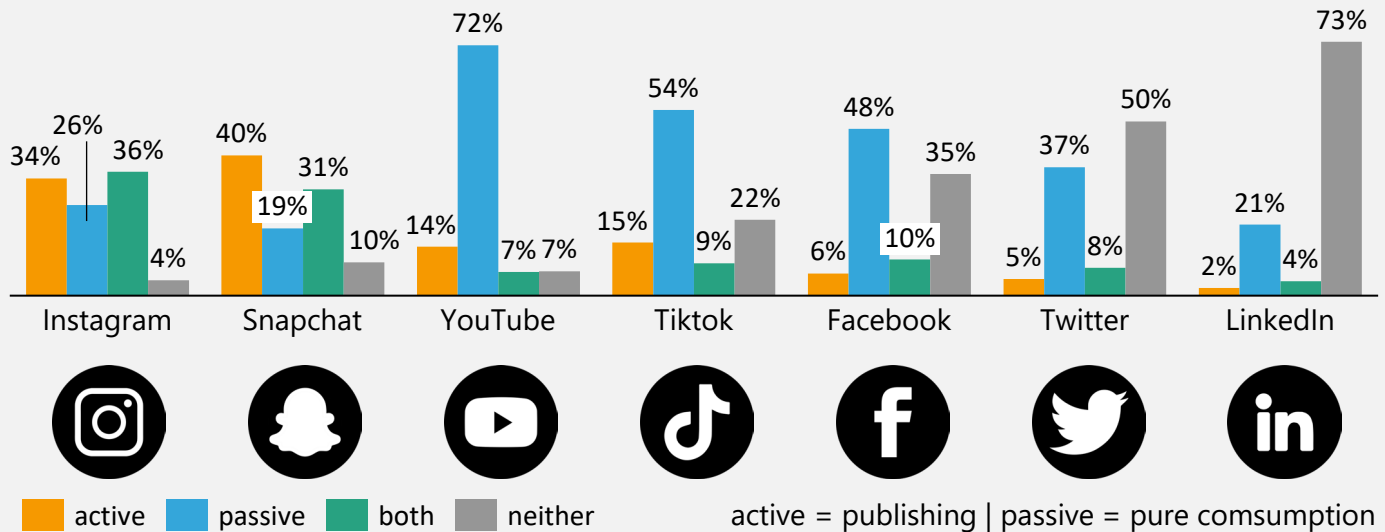## ACTIVE AND PASSIVE USE OF SOCIAL MEDIA

Legend: active | passive | both | neither

active = publishing | passive = pure comsumption

Instagram: active 34%, passive 26%, both 36%, neither 4%
Snapchat: active 40%, passive 19%, both 31%, neither 10%
YouTube: active 14%, passive 72%, both 7%, neither 7%
Tiktok: active 15%, passive 54%, both 9%, neither 22%
Facebook: active 6%, passive 48%, both 10%, neither 35%
Twitter: active 5%, passive 37%, both 8%, neither 50%
LinkedIn: active 2%, passive 21%, both 4%, neither 73%

INSIGHTS

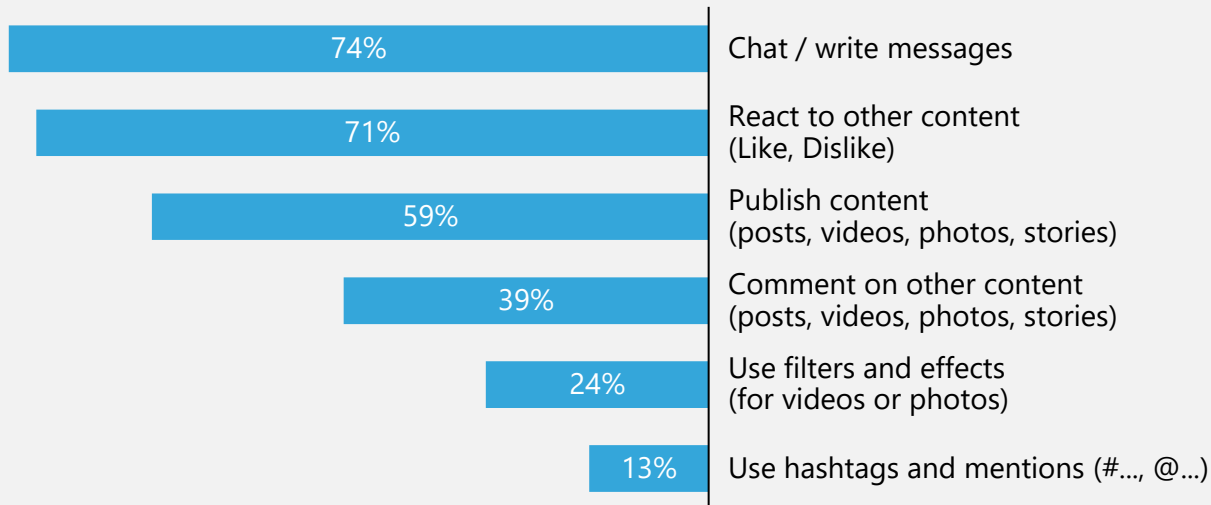▪ Instagram and Snapchat are among the more actively used platforms, where more than half of the users also publish content themselves.

▪ YouTube, TikTok and Facebook are most likely to be used passively. Twitter and LinkedIn are rarely used at all by the target group, and when they are, they tend to be used passively.

54.0%

OF THE RESPONDENTS USE TIKTOK ONLY PASSIVELY AND DO NOT PUBLISH ANY CONTENT THEMSELVES

05 | USAGE BEHAVIOUR

WHICH SOCIAL MEDIA FUNCTIONS ARE USED?

Function	Percentage
Chat / write messages	74%
React to other content (Like, Dislike)	71%
Publish content (posts, videos, photos, stories)	59%
Comment on other content (posts, videos, photos, stories)	39%
Use filters and effects (for videos or photos)	24%
Use hashtags and mentions (#…, @…)	13%

INSIGHTS

- The functions most frequently used in social media include writing messages and reacting to posts.
- More than half of the users also actively publish content.
- Slightly more than a third interact with other content in the form of comments.

74.0%

OF RESPONDENTS USE THE CHAT FUNCTION OF SOCIAL MEDIA

05 | BRANDS & INFLUENCERS

FOLLOWING OF BRAND & CORPORATE ACCOUNTS AND INFLUENCERS

70.5%

OF RESPONDENTS FOLLOW BRAND AND COMPANY ACCOUNTS

43.5%

RESPONDENTS HAVE ALREADY BEEN PERSUADED BY AN INFLUENCER TO BUY A PRODUCT
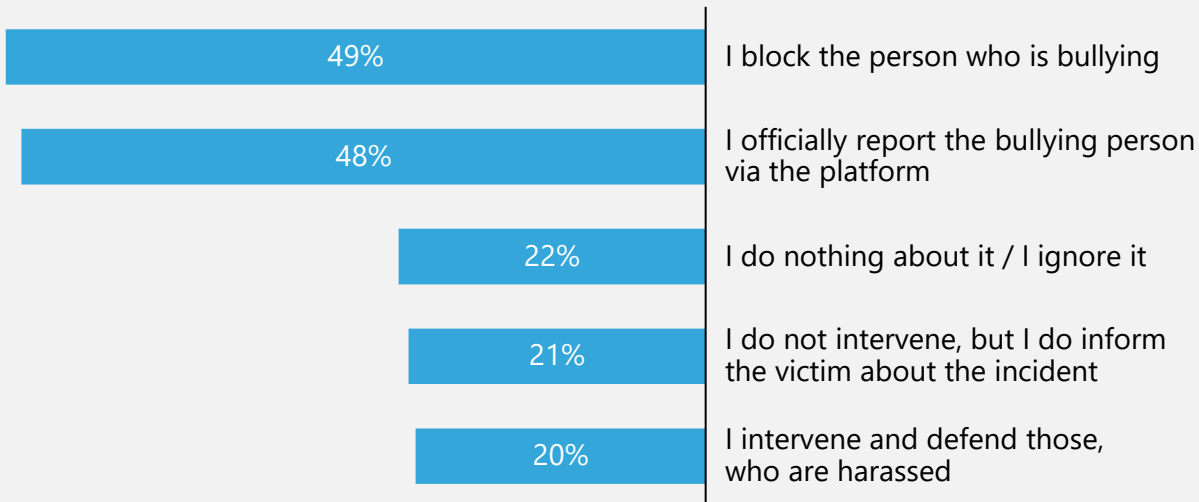
INSIGHTS

- Almost three quarters of respondents follow companies on social media.
- Slightly less than half have already been persuaded to buy a product by an influencer post.
- If the use of social media were to become chargeable, only 17% of respondents would be willing to spend money on it.

17.0%

OF RESPONDENTS WOULD BE WILLING TO PAY TO USE SOCIAL MEDIA / VIEW CONTENT

05 | MOBBING AND HARASSMENT

DEALING WITH BULLYING / HARASSMENT IN SOCIAL MEDIA

| Percentage	Response
49%	I block the person who is bullying
48%	I officially report the bullying person via the platform
22%	I do nothing about it / I ignore it
21%	I do not intervene, but I do inform the victim about the incident
20%	I intervene and defend those, who are harassed

INSIGHTS

- On the topic of bullying, only 20% of respondents would actively intervene and defend a person being harassed online. Just under half would choose to block or report the person being bullied.

- While just under half use their clear name on social media, 40.2% use it occasionally. 14.3% use a pseudonym.
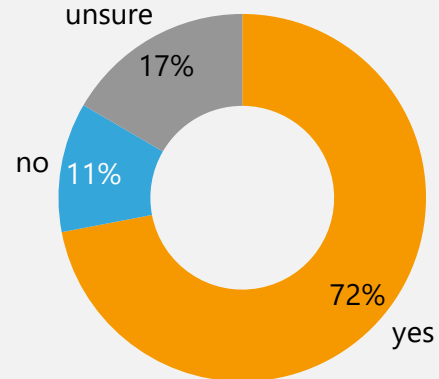
45.5%

OF RESPONDENTS USE THEIR REAL NAME ON SOCIAL MEDIA

04 | NEGATIVE CONSEQUENCES

AWARENESS OF POSSIBLE NEGATIVE CONSEQUENCES OF PUBLISHING CONTENT ON SOCIAL MEDIA

unsure
no
8%
5%

87%
yes
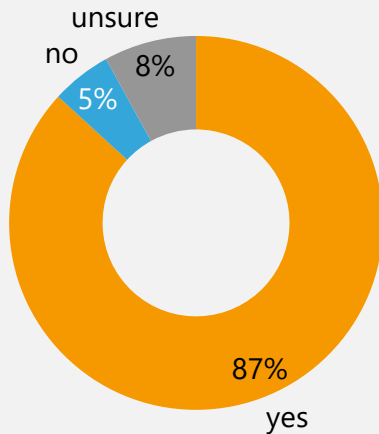
DESIRE FOR EDUCATION ABOUT POSSIBLE NEGATIVE CONSEQUENCES OF SOCIAL MEDIA BY SCHOOLS / UNIVERSITIES

unsure
17%

no 11%

72%
yes

INSIGHTS

- At 87%, a large proportion of respondents are aware of possible negative consequences associated with publishing content on social media.

- The demand that schools and universities should provide more information about the topic is also voiced by almost three quarters of the respondents.

72.0%

OF RESPONDENTS WOULD LIKE SCHOOLS / UNIVERSITIES TO EDUCATE THEM ABOUT THE POSSIBLE NEGATIVE CONSEQUENCES OF SOCIAL MEDIA USE

RESPONDENTS' ASSESSMENT OF THE INFLUENCE OF SOCIAL MEDIA ON THEM

"A good influence because I can write with friends"

"I'm an introvert and social media has helped me open up a bit more"

"I am more of a passive user and don't believe everything I see"

"They help me to distract myself from problems and even encourage me"

"I have gained more general education and developed more critical thinking skills"

"You can acquire a lot of knowledge"

"More ideas, more contact with like-minded people"

"They are part of everyday life"

„Motivation"

„Calming"

"I can pursue my hobbies (tutorial, tips, etc.)"

"They have an influence on my lifestyle"

„Good influence"

"Inspiration in terms of fashion, photography, writing"

"A good influence as they can give us good content if we follow trustworthy people"

"I like to use social media to keep in touch with friends I don't get to see often"

"Source of inspiration"

"I get most of my information from social media"

"They give me inspiration for change"

"They give me inspiration for change"

"Getting to know new customers, improving my social skills"

"Enlightenment"

"I continue to educate myself with the help of social media"

"Entertainment, education"

"I can let my creativity out"

"Positive for me because I learn new things and get to know other people and cultures"

"I can stay in touch with my family and friends through them"

05 | PERSONAL INFLUENCE (NEGATIVE)

RESPONDENTS' ASSESSMENT OF THE INFLUENCE OF SOCIAL MEDIA ON THEM

"Loss of sleep and sense of time"

"Compare myself to people who seem to have the perfect body"

"Spend way too much time on social media"

"My concentration is waning"

„Manipulation"

"Waste of time"

"Neglect other social activities"

"They show me a world that doesn't exist, which then frustrates me"

"Distract me from important things in life"

„Fake news"

"I constantly feel the need to check if there is anything new"

"Bad influence on my productivity"

"Complexes"

"Addiction"

„FOMO (Fear of missing out)"

"Loss of time"

"Suicidal thoughts"

"Constant comparison with others"

„Procrastination"

"Less time for school"

"Feelings of inferiority"

"I get lost in the virtual life and confuse it with real life"

"Comparisons with influencers"

"Endless scrolling"

"Envy"

"Laziness"

"Convey a poor self-image"

"Increasing introversion: mobile phone use as an escape in social situations where one feels uncomfortable"

"A negative view of certain groups of people, anxiety, lack of concentration, impatience"

"Unrealistic ideals of beauty"

"Radicalisation"

„Pressure"

„Depression"

"I think social media is important, but it has a lot of misleading and harmful content and requires good filtering"

"I consume certain products as a result"

"Distorted image of the outside world"

"You get the wrong impression of other people".

06 | SUMMARY

The results of the online survey on the social media use of young people in the Grand Duchy of Luxembourg conducted by the Ecole de Commerce et de Gestion (ECG) and CURE Intelligence in the period 08.06.-05.10.2022 provide exciting insights into the usage behaviour and intentions of the target group.

The majority of the 1,000 respondents aged between 15 and 25 are students of the ECG. The average age is 19 years, and the gender distribution is 57% female, 41% male and 2% diverse.

In terms of **frequency of use** of different social media platforms, Instagram is mentioned most often. 41% of respondents say that Instagram is their most used channel.

Snapchat, YouTube and TikTok follow in the next places. Facebook, Twitter and LinkedIn bring up the rear. Three years ago, Snapchat was still in first place, followed by Instagram and YouTube. Facebook was also named as the most-used channel much more often three years ago (122 votes to 26).

Almost half of the respondents (47.4%) have multiple accounts on the same social media platform, e.g., both a private and a public account. 62.5% of respondents also use their social media accounts to log into websites or to import contacts into other applications.

In terms of **usage time**, a third of respondents spend on average between two and three hours on their social media channels per day. A large proportion of respondents (47.1%) even report usage of more than three hours per day. Only 12 people use social media for less than 30 minutes a day.

Despite, or perhaps because of, the relatively high usage time, many of the respondents track the time they spend on social media each day. 40% use apps or timers to monitor how long they are online each day.

In general, many of the respondents take a critical look at their media consumption. For example, 49.7% believe they spend too much time on social media or are even addicted to it. Three quarters also want social media platforms to inform their users about how much time they spend on the channels; 25.4% even demand that this information should be made mandatory.

Almost all respondents (94%) access social media during their free time. 62% use social media before going to bed, 48% at school / university /

work, 28% immediately after waking up, 25% during meals and 19% at social events.

More than a third cannot imagine an **occasion** not to use social media. Occasions when the rest do without social media include eating together, spending time with friends or family, dating, during work or school, as well as serious occasions such as funerals.

In terms of **usage intentions**, the entertainment factor clearly predominates. 75% of respondents use their time on social media to pass the time. The second most frequent use of social media is to keep in touch with friends and family. However, many respondents also use social media as a source of information and inspiration and to learn new skills. Rather few people say they use their profiles to be part of a group or to participate in social challenges.

Most respondents say they created their social media accounts to interact with friends (81%) and to view content that interests them (80%). Some respondents also say they have downloaded their social media apps because everyone around them is also using them.

Commercial use of social media is in the background for many respondents; for example,

only 5% created their profiles to generate income.

As far as **active and passive use of social media** is concerned, there are clear differences between the various platforms. Instagram and Snapchat are among the more actively used platforms, where more than half of the users also publish content themselves. YouTube, TikTok and Facebook are most likely to be used passively. Twitter and LinkedIn are rarely used at all by the target group and if at all, then rather passively. For example, only 46% self-publish content on TikTok and only 6% on Facebook.

The **functions** most frequently used in social media include writing messages (74%) and reacting to posts (71%). At 59%, more than half of the users also actively publish content themselves. Slightly more than a third interact with other content in the form of comments.

Almost three quarters of respondents follow **companies or brands** on social media. social media. Slightly less than half have also been persuaded to buy a product at least once by an **influencer** post. If the use of social media were to become chargeable, only 17% of respondents would be willing to spend money on it.

06 | SUMMARY

The issue of **bullying** and harassment on social media is also addressed. Only 20% of respondents would intervene and actively defend a person being harassed online. Just under half would choose to block or report the perpetrator. One fifth each would do nothing, or at least inform the victim about the incident.

As for the possible **negative consequences** of using social media, 87% are aware of them. The demand that schools and universities should inform more about the topic is also voiced by almost three quarters of the respondents.

Incidentally, 45.5% of respondents use their real name on social media. 40.2% use it occasionally and 14.3% always use a pseudonym.

The **open-ended question about the influence they think social media have** on respondents also yielded very interesting results. Here, a critical examination of both their own consumption, the duration of use, as well as positive and negative consequences of social media can be seen. Many respondents state that social media are a firmly integrated, indispensable part of their everyday life and list both positive and negative influences. Some use social media as a source of inspiration and motivation and state that it has a **positive**

influence on their creativity. They also like to use them for information and education purposes.

Furthermore, they increase social interactions, especially among more introverted people, and strengthen bonds with family and friends. Exchanging ideas with like-minded people and pursuing hobbies is perceived as positive by many. Some also use social media as a distraction or to calm down.

The **negative** factors include above all the issue of wasting time. Many respondents say they spend too much time on social media or think they are addicted to it.

or think they are addicted to it. They would like to use their time for more meaningful things, pursue other social activities and be more productive, but cannot break away from their media consumption. Some get partially lost in the virtual world and claim to completely lose their sense of time when scrolling. Negative effects on concentration and sleep are also mentioned.

The constant comparison with other users and influencers is also a problem for many respondents and has a negative impact on their self-esteem and self-confidence.

06 | SUMMARY

Unrealistic beauty ideals, envy, FOMO ("Fear of missing out") are mentioned several times and some even report depression.

Other users also deal critically with the topic of information and state that they are sometimes manipulated by (fake) news or buy certain products through the use of social media.

In summary, the open questions reveal that many respondents are critically examining their own usage behaviour and the influence of social media.

07 | CONTACT & IMPRINT

COMMON EDITORS

CURE INTELLIGENCE

CURE Intelligence is a media monitoring and analysis, data intelligence and social media communication and marketing company founded in 2009.

CURE Intelligence helps its clients to make better decisions and improve internal and external communication by effectively combining analytics and marketing.

CURE Intelligence is a public limited company with headquarters in Grevenmacher, Luxembourg, and a subsidiary in Cologne, Germany. CURE Intelligence works with internationally renowned clients from Germany, Luxembourg, Brazil, Canada and the USA.

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ECOLE DE COMMERCE ET DE GESTION LUXEMBOURG

The Ecole de Commerce et de Gestion – School of Business and Management (ECG) is unique in Luxembourg for its educational offer and its high level of competence in the economic and social fields. It is constantly evolving and has over 50 years of experience, including more than 30 years in higher education.

The ECG strives for excellence in the administrative and commercial fields, in cooperation with business and entrepreneurship. It has adapted to the demands of the times by diversifying pedagogical approaches and methods (e.g., classes with refresher courses), forms of support (tutoring, orientation) and supervision (tutoring, internships).

It is resolutely forward-looking, preserving the virtues of the past and seeking partner schools and partner companies that enable windows to be opened onto Europe and the world.

For more information, please visit:
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07 | CONTACT & IMPRINT

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