

## Social Networking - Ireland - May 2017

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“Irish consumers are warier of fake news compared to 12 months ago and are becoming increasingly sceptical of content posted to social networks. They think platforms need to do more to prevent fake news from spreading. Improving detection and removal processes will help social networks reduce fake news and maintain their credibility among consumers as a source of news.”  
– **James Wilson, Research Analyst**

This report looks at the following areas:

- **Social networking sites such as Facebook, Twitter and Google+, where the main aim is to interact with people.**
- **Media networking sites such as Pinterest, YouTube and Instagram, where the main aim is to view, read, watch or create media content.**
- **Messaging apps such as Viber, Snapchat and WhatsApp which enable users to send text, images, video and messages to one another.**

Social networking remains a deeply ingrained activity among Irish consumers and Facebook is the most popular platform in Ireland. The company also has a strong media networking and messenger app presence, with Irish consumers regularly logging on to its Instagram, WhatsApp and Facebook Messenger platforms.

Social media continues to be used as a source of information, with Irish consumers logging on to these platforms to find information on brands, companies, local/regional issues and news/current affairs. However, with the growing occurrence of fake news on social networks, consumers are becoming increasingly sceptical about the information they find on these platforms.

Continuing to improve fake news detection and removal processes will be an important priority for social networks in 2017 as they look to reduce the amount of this type of content circulating on their platforms and thus maintain their credibility among consumers.

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Fake news a key concern for Irish consumers

### Usage of Social Networking Sites

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