

Social Networking: Inc Impact of COVID-19 - Ireland - May 2020

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“Before the outbreak of COVID-19, Irish consumers noted that they had reduce their usage of social networks over the last 12 months. The situation is now very different as the lockdown measures implemented by the UK/Ni and RoI governments in March 2020 to tackle the spread of COVID-19 has meant that consumers cannot meet in person.”

-James Wilson, Research Analyst, 22 May 2020

This report looks at the following areas:

- The impact of COVID-19 on the social networking sector across the island of Ireland
- How social networks are being used by Irish consumers the type of content they are sharing
- How consumers are using social networking sites to interact with companies
- Examining how cyberbullying and trolling on social networks is impacting Irish consumers mental health
- What new features would Irish consumers like social networks to introduce

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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