



WEB

SOCIAL NETWORK

Social WWW

Download

Connect

Wi-Fi



tumblr.



tumblr



32%

32% of teenagers consider Instagram to be the most important social network.



38% vs 26%

Female internet users are more likely to use Instagram than men, at 38% vs. 26%.



29%

29% of internet users with college degrees use Twitter, compared to 20% with high school degrees or less.



81%

81% of millennials check Twitter at least once per day.



18-29

Most Instagram users are between 18-29 years old, about six-in-ten online adults.



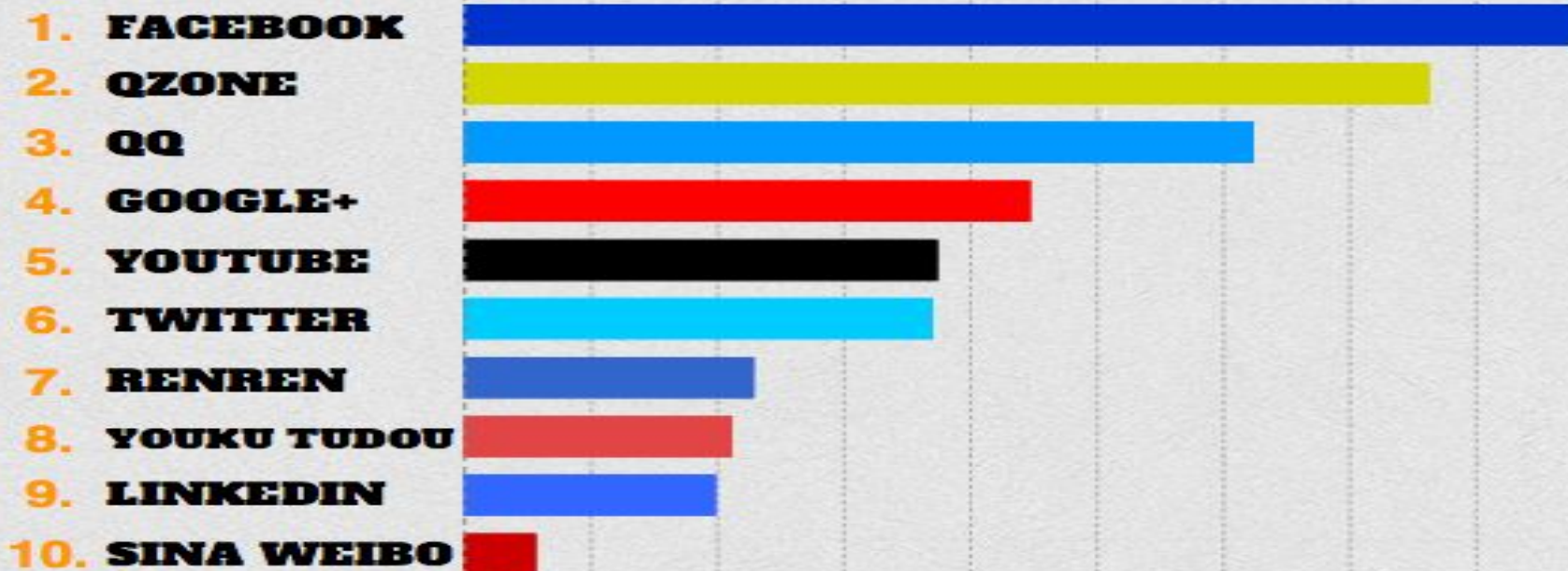
22%

22% of the world's total population uses Facebook.

THE 10 BIGGEST SOCIAL NETWORKS IN THE WORLD

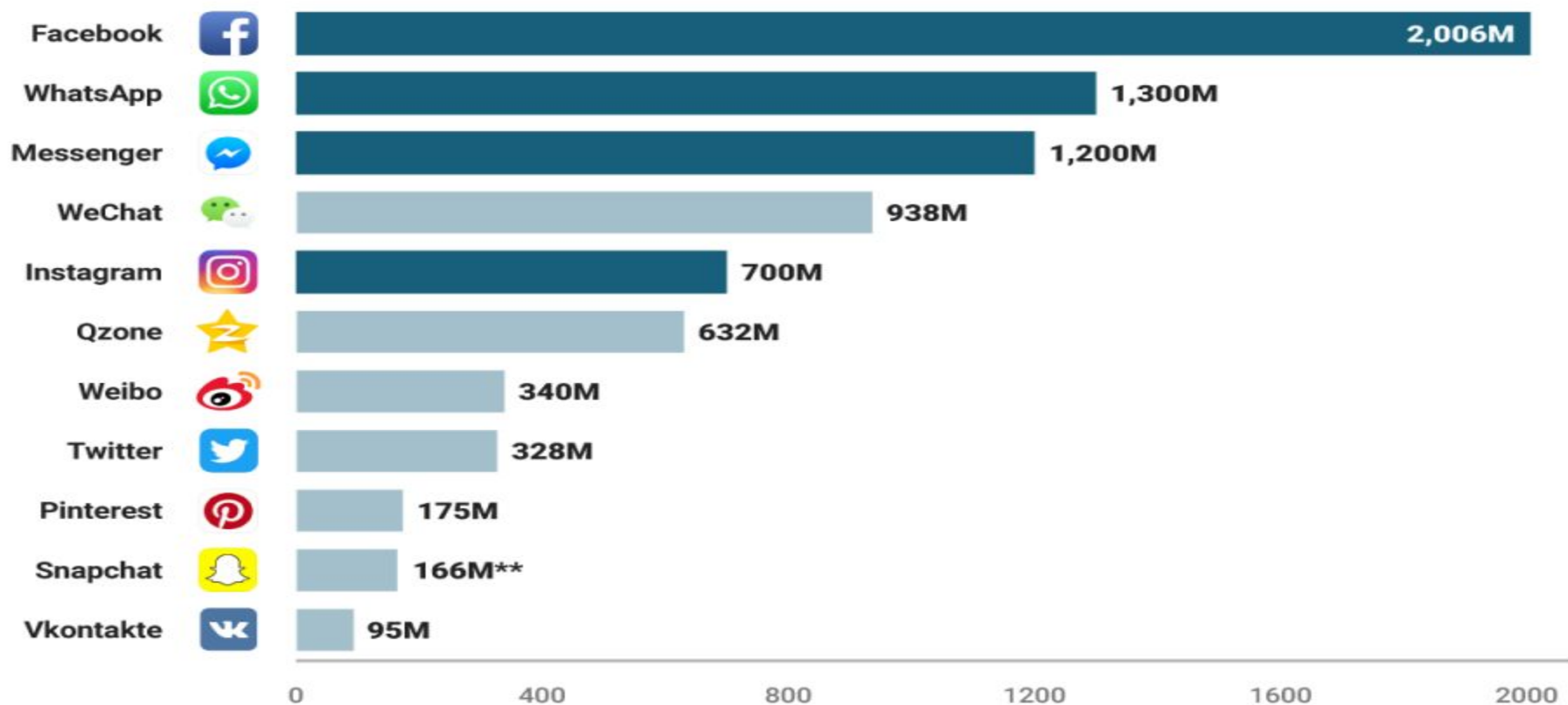


Ranked By Active Users (millions)



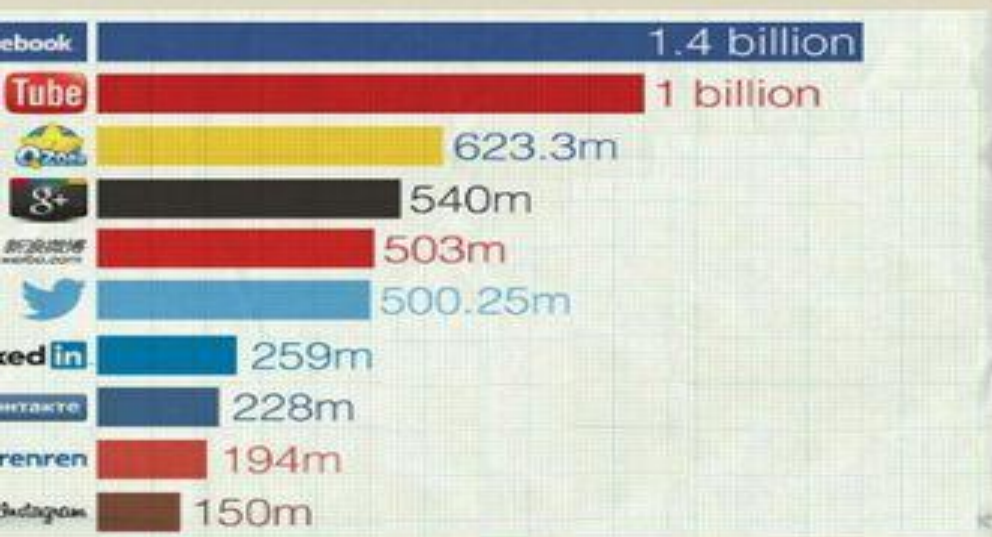
FACEBOOK DOMINATES THE SOCIAL MEDIA LANDSCAPE

Monthly active users of selected social networks and messaging services*



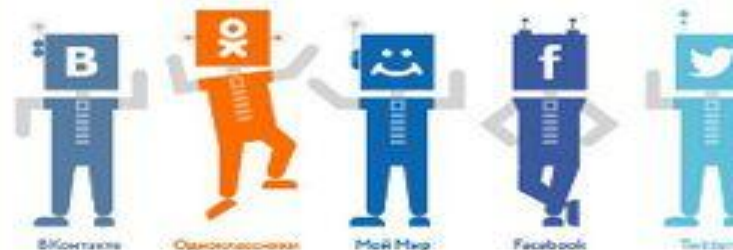
SOURCE: Company data *Latest data (Dec '16—Jul '17) **Daily active users

Рейтинг социальных сетей



Социальные сети в мире

СОЦИАЛЬНЫЕ СЕТИ В РОССИИ



Аудитория, млн*

52,7 42,6 30,6 25,4 11,6

Пол*



Возраст*



ADVANTAGES AND DISADVANTAGES OF SOCIAL NETWORKING SITES FOR STUDENTS

ADVANTAGES

- 1) Technological literacy
- 2) Bringing people together
- 3) Attracts attention
- 4) Breadth of knowledge
- 5) Opportunity to widen business



DISADVANTAGES

- 1) Distraction
- 2) Health problems
- 3) Relationship problems
- 4) Illegal crime, virus attacks
- 5) Negative effects on worker productivity



What are the POSITIVES and NEGATIVES with SOCIAL MEDIA?



POSITIVE (+)

- Interact with friends/family
- “Catch up” with old friends, family haven’t seen in a while.
- Stay “in the loop” Know what’s going on
- Easy way to communicate/convenient

NEGATIVES (-)

- Words can be “misconstrued” and taken the wrong way
- Make people jealous/envy
- Deliberate bullying/cyberbullying
- Neglect family and other friends



EFFECTS MEDIA HAS ON TEENS

- Media
 - Video games
 - Body image
 - Glorified negative behaviours
- Social Media
 - Cyber Bullying
 - Facebook depression
- Theory
 - Social Disorganization theory



6 RULES

HOW TO AVOID STRESS



**CONCENTRATE
ON ONE TASK**



**HAVE A SUPPLY
OF TIME**



**MAKE
A TO-DO LIST**



**GET ENOUGH
SLEEP**



**BALANCED
DIET**



**GIVE TIME
TO HOBBIES**



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