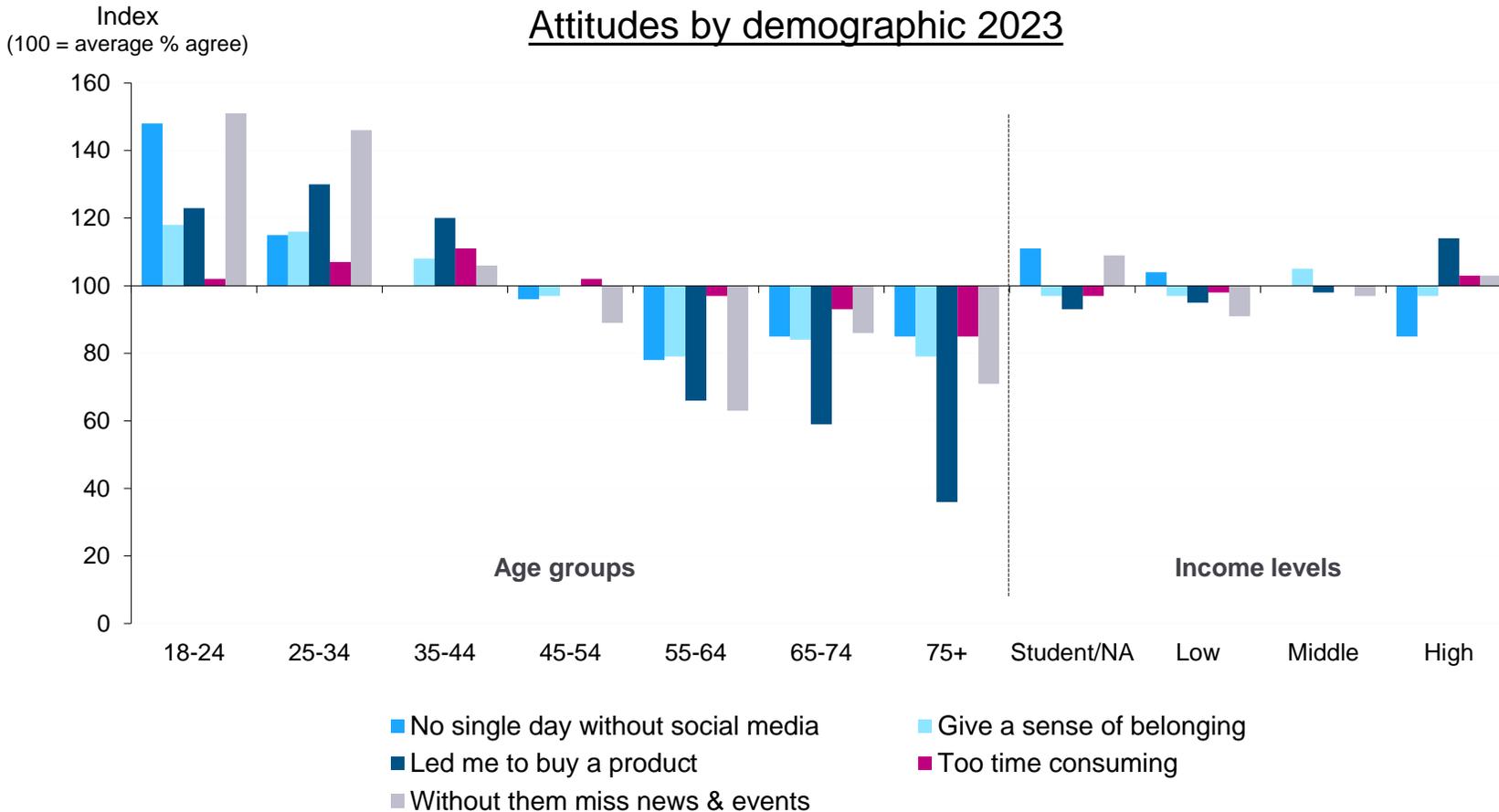


The “dependency paradox” of social media in Flanders

‘Too time consuming’ vs ‘cannot do without’

Attitudes by demographic 2023



Wording:

I cannot live a single day without social media

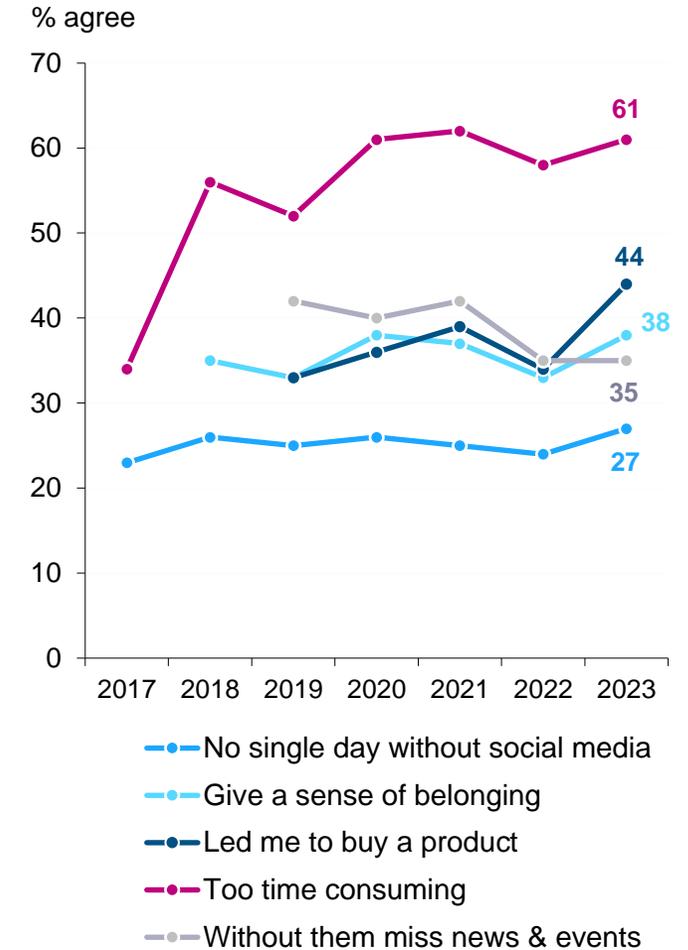
Social media provide me with a sense of belonging

Social media have ever led me to buy a product (eg via an influencer, an ad, a message from a company...)

Social media are too time consuming

Without social media I feel that I miss many news or events

Evolution attitudes



Source: Digimeter. Base = social media users (86% of total in 2023)