



Social students:

How social media is now king for news, views and reviews

Insights into social media use among the UK's student population





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Survey conducted by DigIn Box in September 2017
46,418 students answering multiple choice questions

Which social media platforms do you use?



- 79.25% Facebook
- 68.72% Instagram
- 66.31% Snapchat
- 53.97% WhatsApp
- 31.48% Twitter

Social media: Good or Evil?



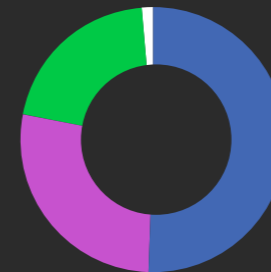
- 77.84% Good
- 22.16% Evil

Twitter or Facebook?



- 75.51% Prefer Facebook
- 24.49% Prefer Twitter

Preferred communication



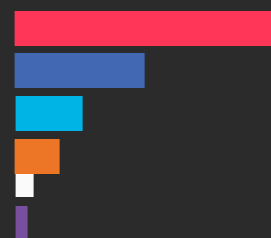
- 50.64% Add on Facebook
- 27.55% Phone Or Text
- 20.58% Add on WhatsApp
- 1.23% Email

Does the USA have a fake president or fake news?



- 69.24% Fake president
- 30.76% Fake news

Where do you get your news from?



- 47.9% Online (news websites)
- 23.8% News from Facebook
- 12.26% News from Twitter
- 8.17% TV
- 3.3% Newspapers
- 2.19% Radio