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LEADERSCLUB
by LEBANON OPPORTUNITIES

Social Media Use

RESEARCH STUDY – 2019

Three out of four Lebanese adults use social media to engage with news content, share information and entertain themselves. As more people have adopted social media, the user base has also grown more representative of the broader population. Young people are among the earliest social media adopters and use these sites at high levels. One third of people older than 60 years uses social media.

Local users access social media mostly during their free time and consider it as their primary source of information for following-up with relatives and friends or to obtain information about their hobbies. They have some conflicting attitudes toward social media. Most people consider the time used on social media of good use, but at the same time less than half of them believe that the information on social media is credible.

Facebook dominates social media and its user base is representative of the population. Along with being the most popular, Facebook is part of the daily routine of the majority of users who often post multiple times per day. Similarly and with the exception of those 60 years and older, more than third of the local residents also use Instagram on a regular basis.

YouTube – which contains many social elements, even if it is not a traditional social media platform, is used by nearly half of the population.

YouTube is also especially popular among the younger group ages (25 years old and younger). Some platforms are more gender-centric. Instagram for example is slightly more popular among women. Twitter is twice more popular among men.

WhatsApp tops the list of instant messaging and VoIP applications. It is used by almost everybody among all age categories. Facebook Messenger comes second and it is slightly more popular among those younger than 25 years old. One third of those youngsters have embraced Snapchat as one of their preferred messaging app. Snapchat is also three times more popular among women than men. Skype is the least popular messaging app and it is only used by some users especially for work related calls and meetings.

Methodology

InfoPro conducted a telephone survey in 2019 on the use of social media among Lebanese adults residents (18 years and older) across all the eight governorates. InfoPro extracted the list of participants in the survey from its extensive databases. The survey entailed a quota sample of 1,000 respondents representative of the Lebanese population's age and gender distribution as per the official Central Administration of Statistics' (CAS) figures.

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