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Digital Job Identities Curriculum

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INDEX

REPORT ON IO1-3 ON-LINE SURVEY AMONG YOUNGSTERS.....	4
1. Aims.....	4
2. Proposed questions.....	4
3. Respondents' profile.....	8
4. Summary of responses by questions	10
CONCLUSIONS ON IO1-3 ON-LINE SURVEY AMONG YOUNGSTERS	39

digi.job.id – research on good practice on social media use for professional development and job identities

The digi.job.id research on good practice on social media use is an Intellectual Output of Digital job identities (digi.job.id) Erasmus+ Project, implemented between September 2015 and August 2017. The project is being developed by a consortium of six partners from six European countries. All the partners have the technical expertise and the experience in the VET field to achieve the project objectives.

- BFI OOE – AT
- AKLUB – CZ
- CEPS PROJECTES SOCIALS – ES
- ENAIP VENETO – IT
- OZARA - SI
- NWRC – UK

REPORT ON IO1-3 ON-LINE SURVEY AMONG YOUNGSTERS

1. Aims

On-line survey among youngsters was one of the methods used within the project to carry out an exploratory study on existing good practices on social media use for professional development, job searches and application processes on European and national levels.

Main aim of the survey is to assess existing practices and needs of the youngsters in regard to using social media for professional purposes.

The research output is a collection of feedback on social media us reported by youngsters and will as such serve as an important information for for the development of educational modules:

- “Training module for young people on social media use” and
- “Training module for teachers and trainers”.

The **target group** were youngsters (16-26 years), who use social media for different purposes. Anticipated number of participants was 50 – 100, however all together **378 survey inputs** were recorded, of which 334 survey inputs into English on-line survey, and 44 separately delivered by Spanish partner.

The survey was available in English on-line [here](#). A set of closed-ended questions was used (see template **Annex 1: IO1 Guidelines with its Annex 3**).

Important note: Spanish partner decided to translate the questionnaire into Spanish and therefore provided results separately from all the other partners. Results of the Spanish survey are included in the joint summary table, however graphic analytics of the results were not provided to the Lead partner, and therefore the analysis is carried out only for the other 334 inputs.

2. Proposed questions

	QUESTION	POSSIBLE ANSWERS
1.	Which social media do you use?	(choose one or more): Facebook, Twitter, Pinterest, Instagram, Tumblr, YouTube, Vimeo, Vine, LinkedIn, Google+, Yelp, Reddit, Flickr, Wikipedia, blog, messenger, forums, Viber, Snapchat, neither, other: _____)
2.	In your opinion, what is the purpose of using Facebook ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles,

		creating social media community, playing games, work, shopping, don't know, other_____ ...)
3.	In your opinion, what is the purpose of using Social publishing platforms (Twitter, blog) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other_____ ...)
4.	In your opinion, what is the purpose of using image based networks (Pinterest, Instagram, Tumblr, Flickr) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other_____ ...)
5.	In your opinion, what is the purpose of using video networks (YouTube, Reddit, Vimeo, Vine) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other_____ ...)
6.	In your opinion what is the purpose of using business focus networks (LinkedIn) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other_____ ...)
7.	In your opinion what is the purpose of using authorship networks (Google +) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other_____ ...)
8.	In your opinion what is the purpose of using Location based networks (Yelp) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other_____ ...)
9.	In your opinion what is the purpose of using educational networks (Wikipedia) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other_____ ...)

10.	In your opinion what is the purpose of using conversational networks (Messenger, forums, Viber, Snapchat) ?	(choose one or more): professional, personal, entertainment, social networking, learning, expressing opinion, self-presentation, communication, advertising, conversation, recruiting and sharing career related articles, creating social media community, playing games, work, shopping, don't know, other _____ ...)
11.	How often do you use social media?	(choose one answer): on a daily basis, few times a week, weekly, few times a month, monthly, few times a year, yearly...)
12.	How much time you continuously spend when using social media?	(choose one answer): less than 1 hour, 1 hour, 2-3 hours, 4-8 hours, more than 8 hours
13.	What are your weaknesses in using social media?	(choose one or more): communication, time spent for social media, lack of knowledge on social media, using social media only for entertainment, other: _____)
14.	Do you ever use social media in relation to job search ?	(choose one answer): never, rarely, sometimes, often, exclusively for job search
15.	Have your efforts in using social media in relation to job search ever been successful ?	(choose one answer): yes, partly, never
16.	How effective are professional social media platforms for finding jobs in your field?	(choose one answer): highly, averagely, weakly, non-effective
17.	Which are the most effective professional social media platforms in your country?	(choose one or more): Facebook, Twitter, Pinterest, Instagram, Tumblr, YouTube, Vimeo, Vine, LinkedIn, Google+, Yelp, Reddit, Flickr, Wikipedia, blog, messenger, forums, Viber, Snapchat, neither, other: _____)
18.	What do you expect from social media when thinking of its use for job search purposes?	(choose one or more): employment, self-promotion, self-presentation, social networking, changing career, education/training, sharing experience, other: _____
19.	Which professional competences are you promoting when using social media in relation to job search?	(choose one or more): knowledge, communication skills, problem solving abilities, emotional intelligence, team work, leadership, self-awareness, other: _____)
20.	How often do you update your profile?	(choose one answer): on a daily basis, few times a week, weekly, few times a month, monthly, few times a year, yearly
21.	How often do you keep track of your professional social media profile?	(choose one answer): on a daily basis, few times a week, weekly, few times a month, monthly, few times a year, yearly
22.	Do you have social media job search experience from schooling and studying ?	(choose one answer): yes, partly, no
23.	Did you create digital CV or Europass for job search purposes?	(choose one answer): yes, no

24.	Do you use social media for self-marketing purposes?	(choose one answer): yes, partly, never
25.	In your opinion how long does it take before you can start seeing results from social media marketing?	(choose one answer): never, not long, medium long, very long time)
26.	Does your profile generate interest ?	(choose one answer): yes, partly, no
27.	How do you measure the interest that your profile generates?	(choose one or more): number of views, number of likes, number of responses, number of contacts, number of friends, other: _____)
28.	When posting on social media are you aware of trust, security, privacy issues and other online dangers ?	(choose one answer): yes, partly, no
29.	What are the limitations of social networks for job searches? What would you improve ?	(write the answer)

3. Respondents' profile

3.1. COUNTRY

Table 1: Originating country of respondents

Country	No. of respondents
AUSTRIA	31
CZECH REPUBLIC	26
ITALY	77
NORTHERN IRELAND (UK)	60
SLOVENIA	133
OTHER	5
Not valid	2
TOTAL	334
+ SPAIN	+ 44 (not analysed)

3.2. AGE

Table 2: Age of respondents

Age	No. of respondents
<16	40
16	79
17	94
18	54
19	29
20	8
21	6
22	5
23	4
24	2
25	3
26	1
>26	6
Not valid	3
TOTAL	334

3.3. GENDER

Your gender

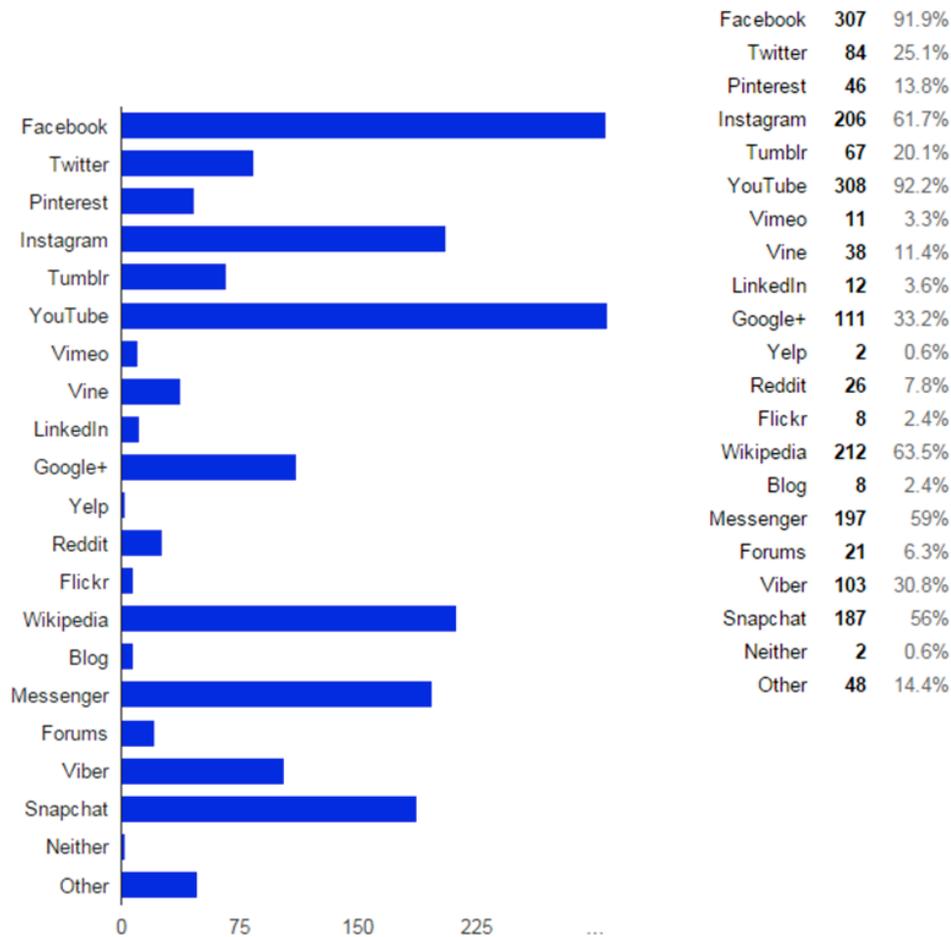


Figure 1: Gender of respondents

4. Summary of responses by questions

4.1. Which social media do you use?

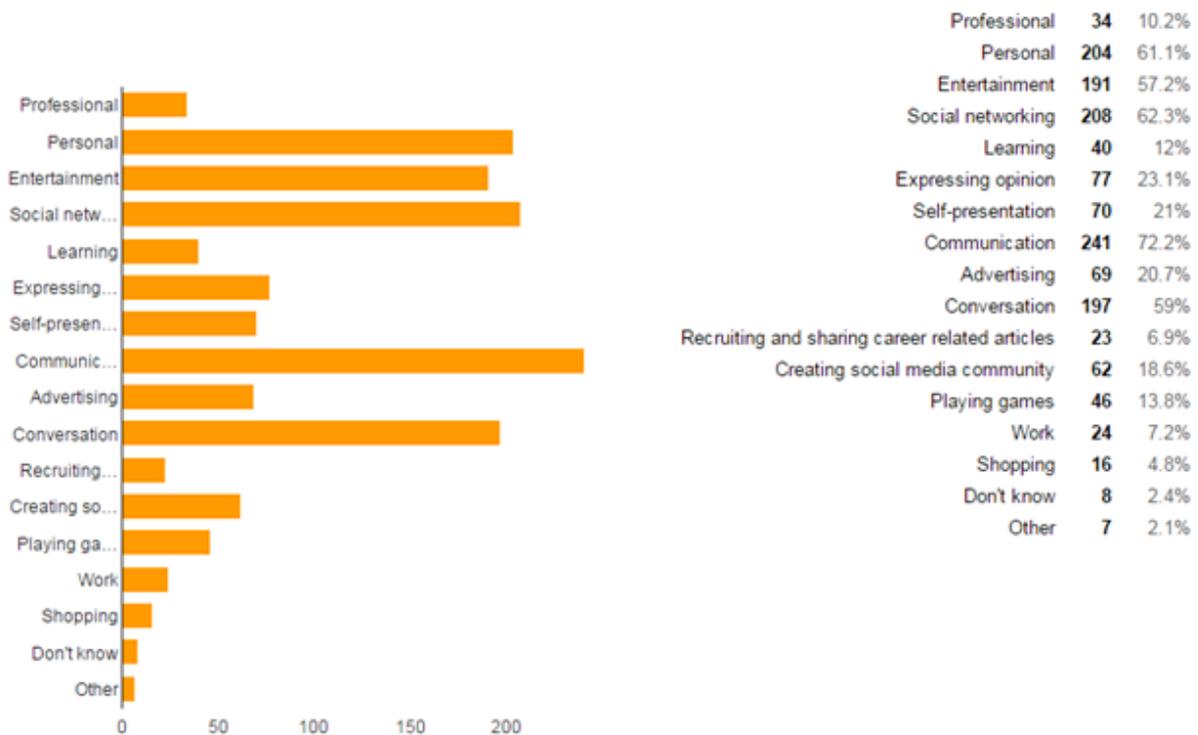
Which social media do you use?



The picture clearly shows that majority of young people use social media, only 0,6% of the respondents doesn't use them. The most commonly used social media is YouTube (92,2%), closely followed by Facebook (91,9%) and Wikipedia (63,5%). Instagram, Messenger, Snapchat and Google+ are also popular between young population, whereas other social media are less frequently used.

4.2. In your opinion, what is the purpose of using Facebook?

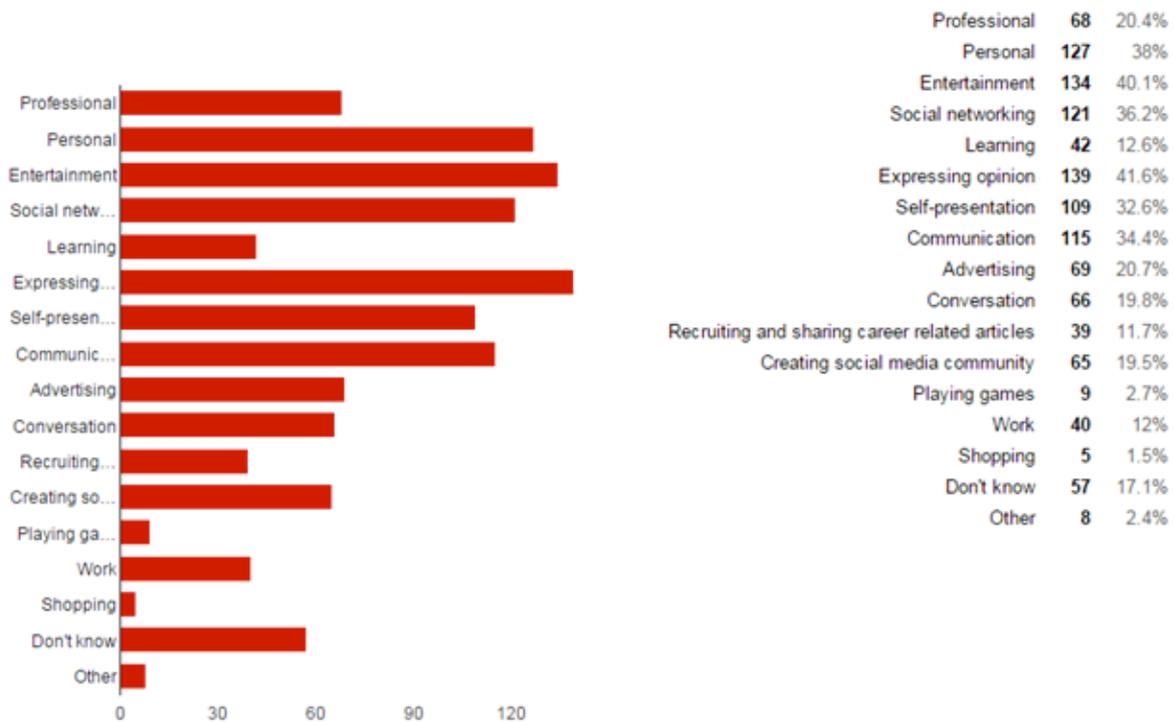
In your opinion, what is the purpose of using Facebook?



The picture shows that majority of respondents believe Facebook is used for communication (72,2%), social networking (62,3%), personal use (61,1%), conversation (59%) and entertainment (57,2%). 21% of them see Facebook also relevant for self-presentation, but only 10,2% for professional use, and only 7,2% for work related activities. Even less, 6,9% believe that Facebook is used for recruiting and sharing career related articles.

4.3. In your opinion, what is the purpose of using Social publishing platforms (Twitter, blog)?

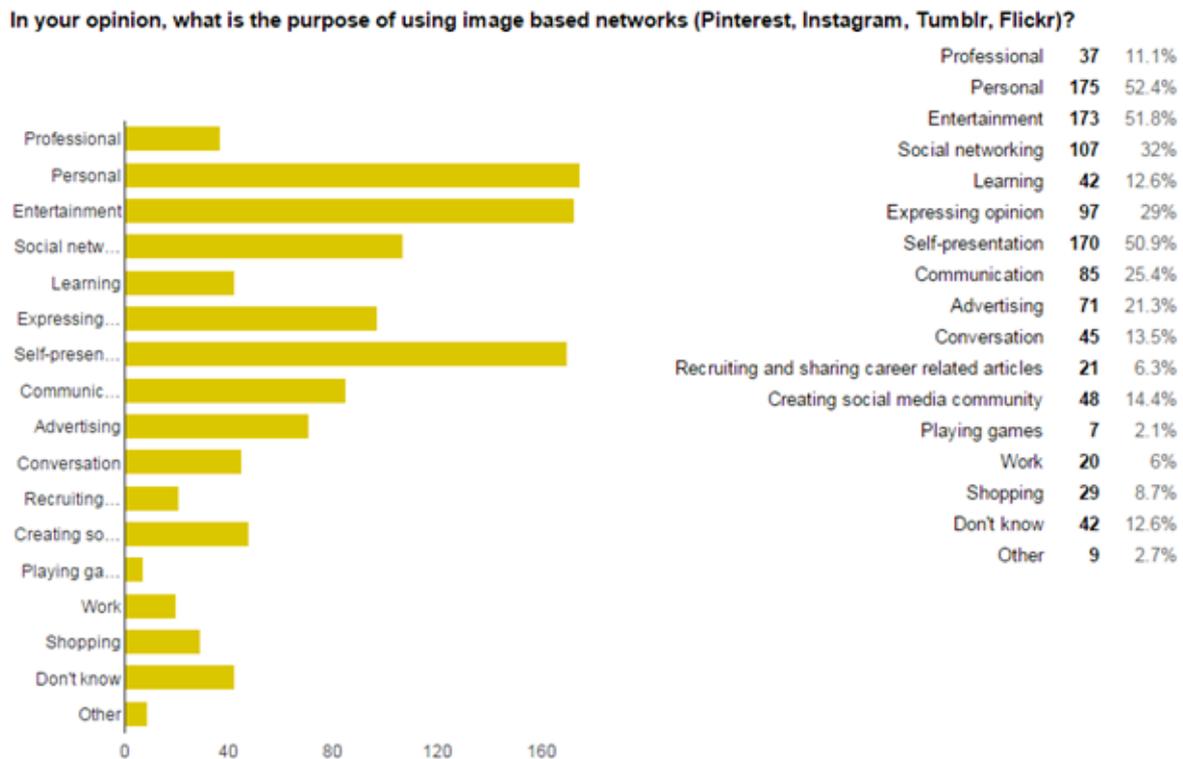
In your opinion, what is the purpose of using Social publishing platforms (Twitter, blog)?



The picture shows the opinion of respondents on the purpose of Social publishing platforms (e.g. Twitter, blog). There are shared opinions identified and there is no highly leading purpose recognised.

The mostly recognised purposes were: expressing opinion (41,6%), entertainment (40,1%), personal use (38%), social networking (36,2%), communication (34,4%), self-presentation (32,6%). Professional use has been recognised in 20,4%, and work related activities in 12%. 11,7% believe that these platforms are used also for recruiting and sharing career related articles.

4.4. In your opinion, what is the purpose of using image based networks (Pinterest, Instagram, Tumblr, Flickr)?

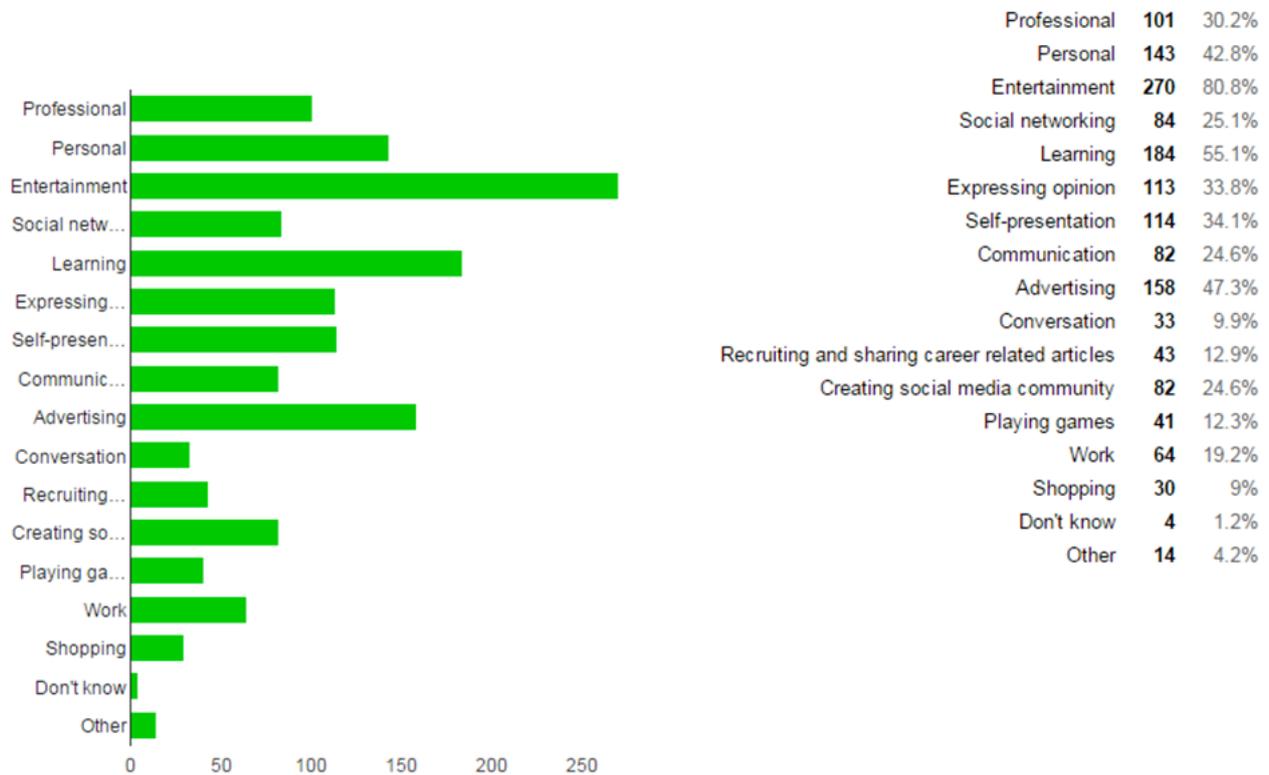


The picture shows the opinion of respondents on the purpose of image based networks, such as Pinterest, Instagram, Tumblr, Flickr. The responses show that three purposes have a high lead: personal use (52,4%), entertainment (51,8%), and self-presentation (50,9%), followed by expressing social networking (32%), opinion (29%), communication (25,4%) and advertising (21,3%).

Professional use has been recognised in only 11,1%, and work related activities even less, in 6%. 6,3% believe that these platforms are used also for recruiting and sharing career related articles.

4.5. In your opinion, what is the purpose of using video networks (YouTube, Reddit, Vimeo, Vine)?

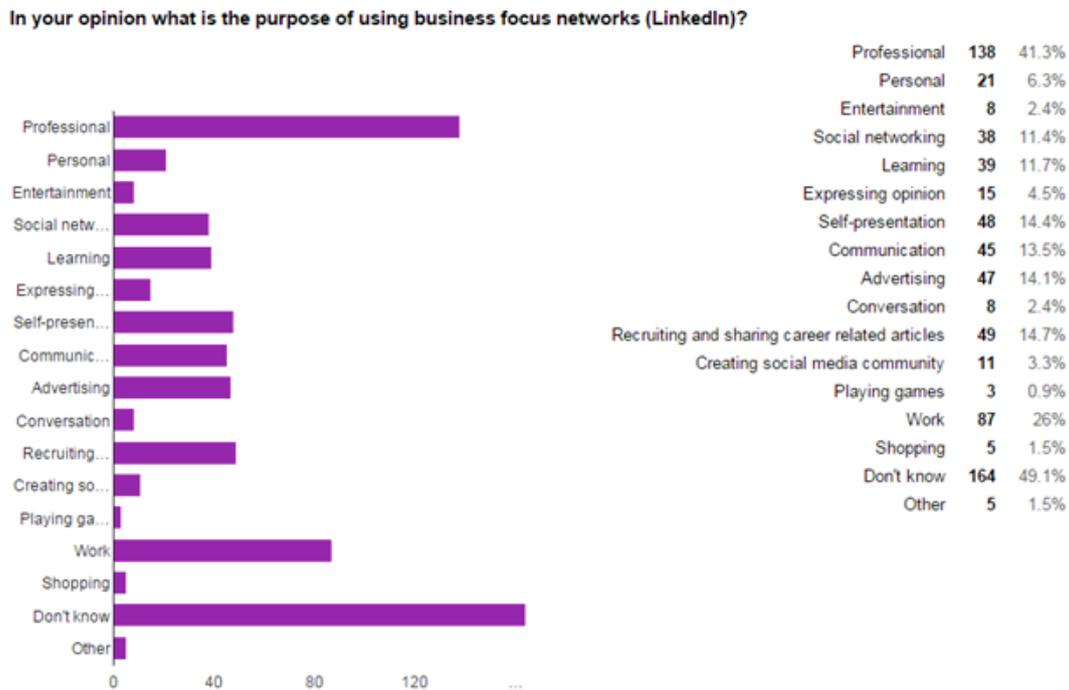
In your opinion, what is the purpose of using video networks (YouTube, Reddit, Vimeo, Vine)?



The picture shows the opinion of respondents on the purpose of using video networks, such as YouTube, Reddit, Vimeo, Vine. The majority of respondents are convinced that the purpose of these social media is entertainment (80,8%), followed by learning (55,1%), advertising (47,3%), and personal use (42,8%). High rating has been recognised also for the following purposes: self-presentation (34,1%), professional use (30,2%), social networking (25,1%), and communication and creating social media community which both received 24,6%.

Professional use has been recognised with 30,2%, and work related activities in 19,2%. 12,9% believe that these platforms are used also for recruiting and sharing career related articles.

4.6. In your opinion, what is the purpose of using business focus networks (Linked in)?



The picture shows the opinion of respondents on the purpose of business focus networks (Linked in).

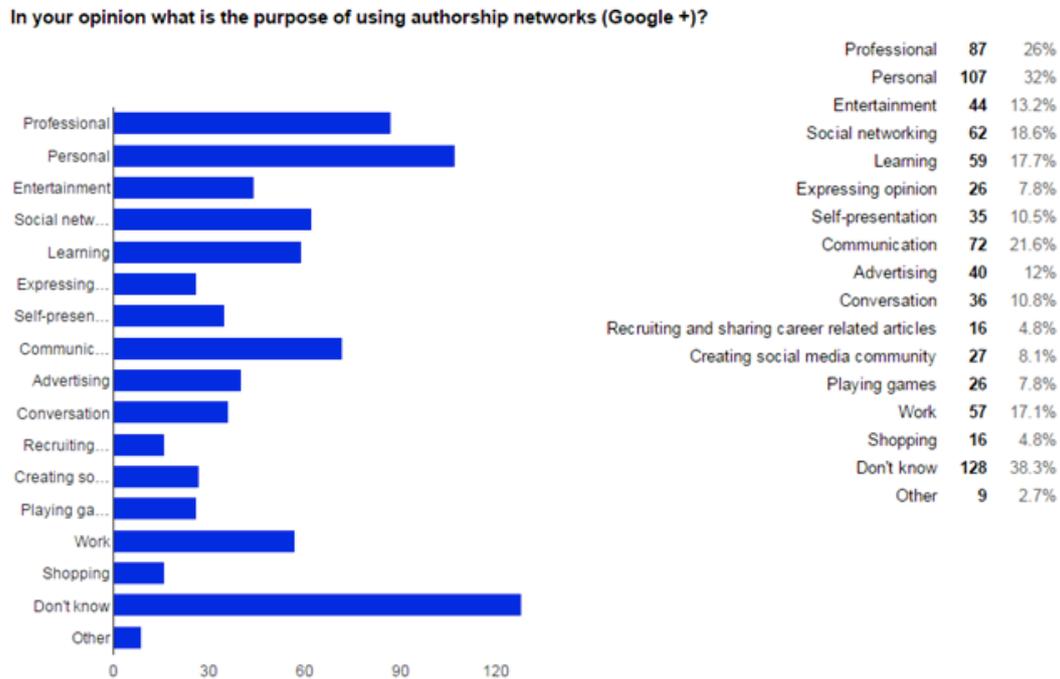
The results might be surprising as almost half of the respondents did not know what is the purpose of these networks (49,1%). The result is corresponding with results of question 1, where Linked in was presented with only 3,6%. The reason for both results probably lies in the selected target group, as majority of respondents were young people under 20 years old having no, or very little experience in job search, and professional activities.

The second highest response was 41,3% for professional purpose, followed by work related activities with 26%. Recruiting and sharing career related articles turned out to be on the fourth place with 14,7%.

Not to be neglected, the business focus networks were also recognised relevant for self-presentation (14,4%), advertising (14,1%), communication (13,5%), learning (11,7%) and social networking (11,4%).

A very low percentage of respondents saw these networks also as an opportunity for entertainment, personal use, playing games, shopping etc. (between 1,5% and 6,3%)

4.7. In your opinion what is the purpose of using authorship networks (Google +)?



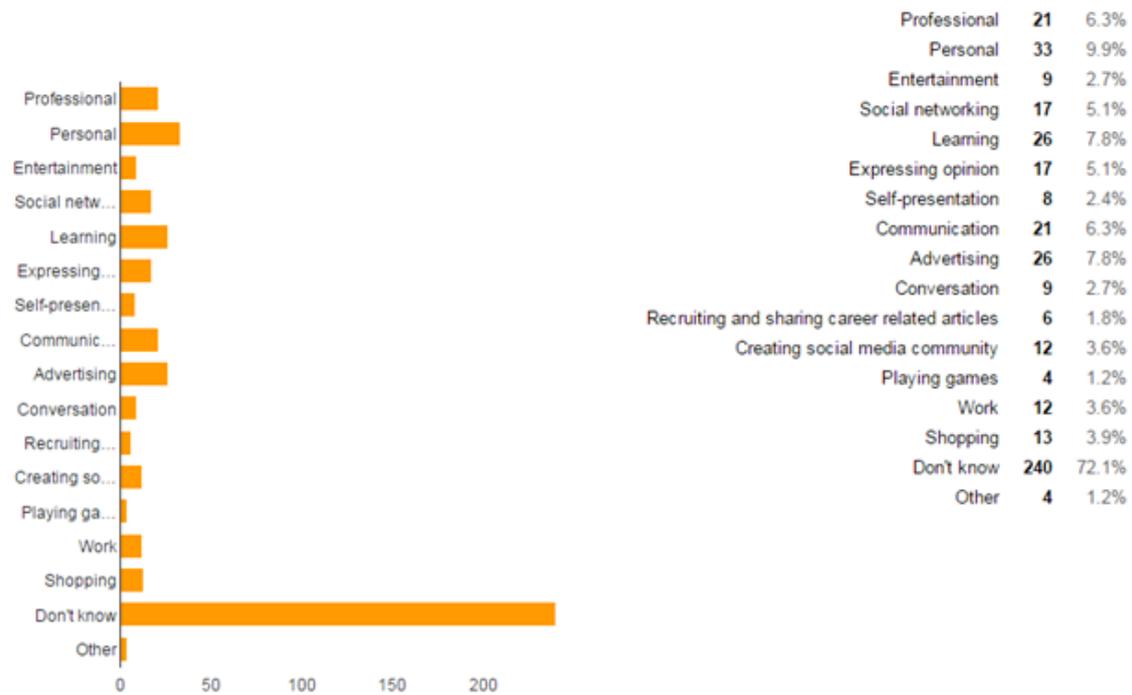
The picture shows the opinion of respondents on the purpose of using authorship networks (Google +).

Again the results are surprising, as almost 40% of the respondents did not know what is the purpose of these networks (38,3%). Although 33,2% respondents seem to be using Google+ (see question 1), the purpose does not seem clear to them.

The second highest response was 32% for personal use, followed by professional use (26%), and communication (21,6%). Social networking (18,6%), learning (17,7%), and work related activities (17,1%) seem to be relevant as well.

4.8. In your opinion what is the purpose of using Location based networks (Yelp)?

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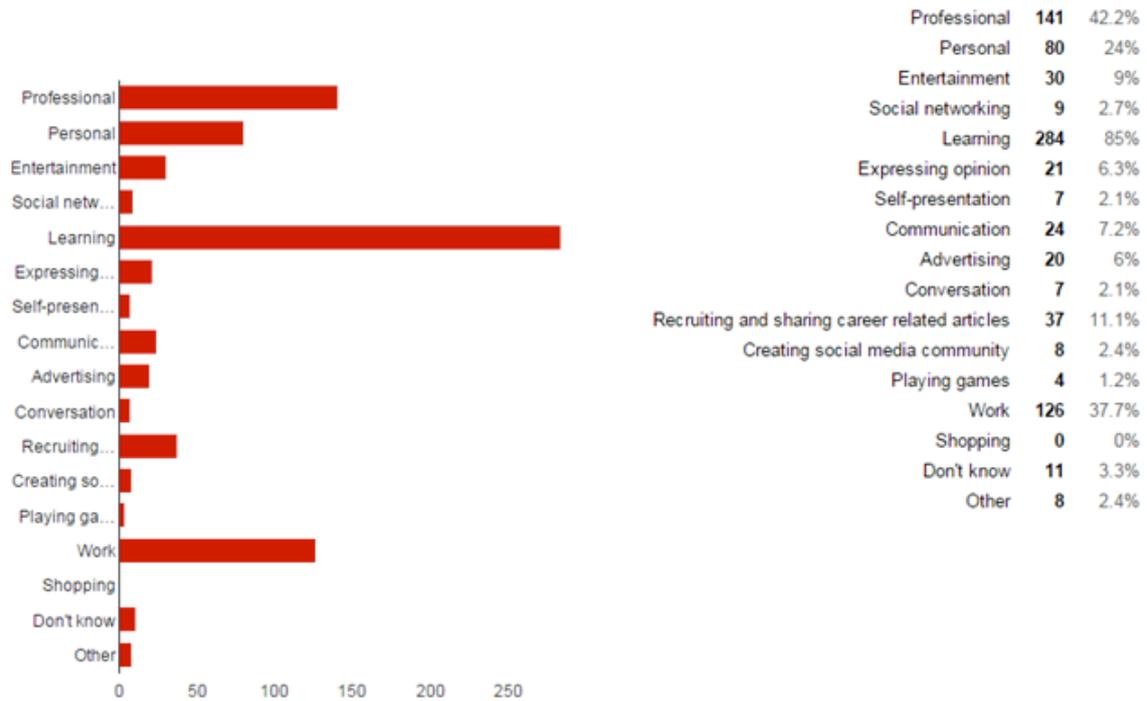
The picture shows the opinion of respondents on the purpose of using Location based networks (Yelp).

Again almost 72,1% of the respondents did not know what is the purpose of these networks, however the result is correspondent with the result of the question 1, as Yelp was recognised to be used among respondents in only 0,6%.

Those knowing about these networks and perhaps even using it, recognised their purpose for personal use with 9,9% of all responses, learning and advertising each with 7,8% of all responses, professional use and communication, each with 6,3% of all responses.

4.9. In your opinion what is the purpose of using educational networks (Wikipedia)?

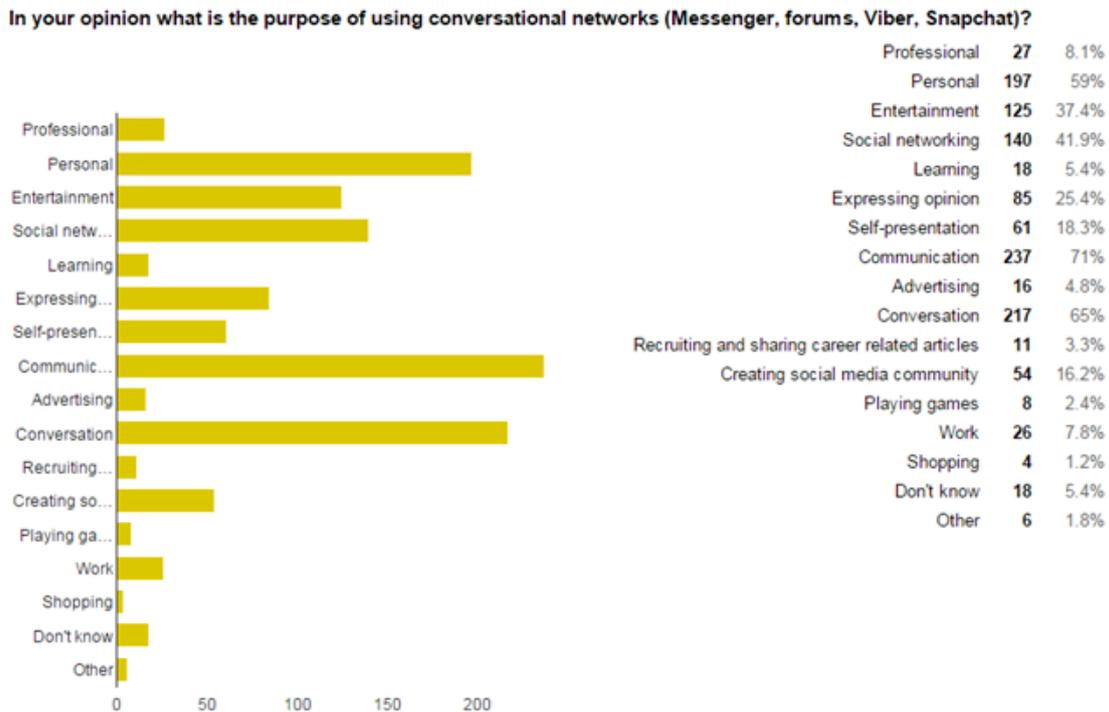
In your opinion what is the purpose of using educational networks (Wikipedia)?



The picture shows the opinion of respondents on the purpose of using educational networks (Wikipedia).

The purpose of these networks seems very clear, as 85% answered learning, followed by 42,2% for professional use, and 37,7% for work. Personal use is represented with 24%.

4.10. In your opinion what is the purpose of using conversational networks (Messenger, forums, Viber, Snapchat)?

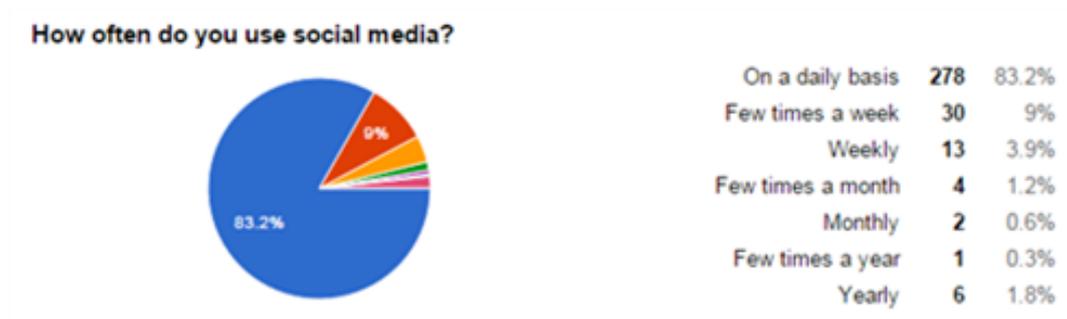


The picture shows the opinion of respondents on the purpose of using conversational networks (Messenger, forums, Viber, Snapchat).

Most respondents believe the conversational networks are obviously used for communication (71%), followed by conversation (65%), and personal use (59%). Social networking with 41,9%, expressing opinion with 25,4%, self-presentation with 18,3%, and creating social media community with 16,2% were also recognised as relevant purposes.

Professional use was recognised in 8,1%, work related activities in 7,8%, and recruiting in only 3,3%.

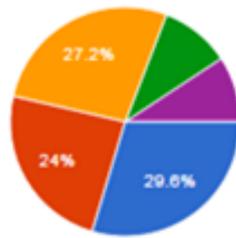
4.11. How often do you use social media?



The picture shows the results on the frequency of social media use among respondents. 83,2% use it on a daily basis, followed by 9% for using them few times a week. There were only a few respondents noted, saying they use social media only yearly, monthly or weekly. This clearly shows the potential of social media for all possible aspects of life.

4.12. How much time you continuously spend when using social media?

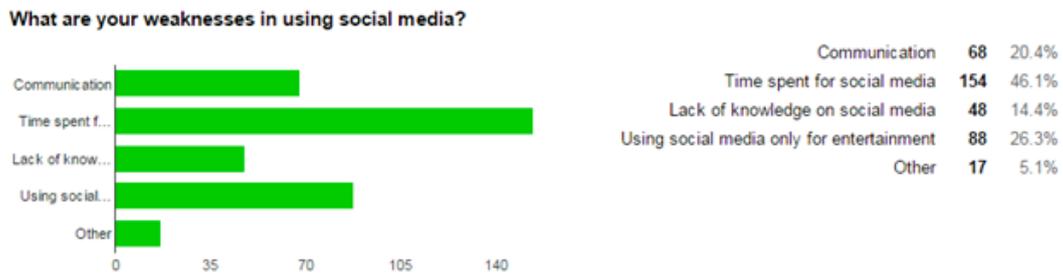
How much time you continuously spend when using social media?



Less than 1 hour	99	29.6%
1 hour	80	24%
2-3 hours	91	27.2%
4-8 hours	33	9.9%
More than 8 hours	31	9.3%

The picture shows the continuous use of social media when using them. The results are more or less equally assorted between less than one hour (29,6%), 2-3 hours (27,2%) and 1 hour (24%). There are also approximately 19% of respondents who use social media at least 4 hours per day.

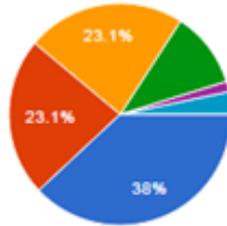
4.13. What are your weaknesses in using social media?



The results identify weaknesses in using social media by the respondents. The majority (46,1%) identified as their weakness the time spent for social media, 26,3% using them only for entertainment, and 20,4% recognised their communication as a weakness, which could mean either weak communication skills, using them only for communication purposes, spending too much time for communication via social media, not knowing how to use them for communication appropriately or other.

4.14. Do you ever use social media in relation to job search?

Do you ever use social media in relation to job search?



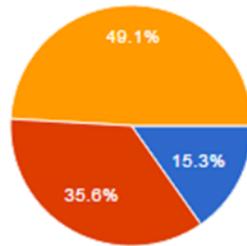
Never	127	38%
Rarely	77	23.1%
Sometimes	77	23.1%
Often	37	11.1%
Exclusively for job search	5	1.5%
Other	11	3.3%

The question refers specifically to the use of social media for job search purposes. Surprisingly, the highest score was allocated to the answer “never” with 38%, followed by rarely and sometimes, each with 23,1%.

11,1% of respondents use them for job search activities “often” and only 1,5% “exclusively for job search”.

4.15. Have your efforts in using social media in relation to job search ever been successful?

Have your efforts in using social media in relation to job search ever been successful?

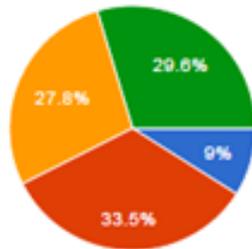


Yes	51	15.3%
Partly	119	35.6%
Never	164	49.1%

The question refers to the success in relation to job search using social media. The majority of respondents answered with “never” (49,1%), followed by partly (35,6%), and “yes” (15,3%).

4.16. How effective are professional social media platforms for finding jobs in your field?

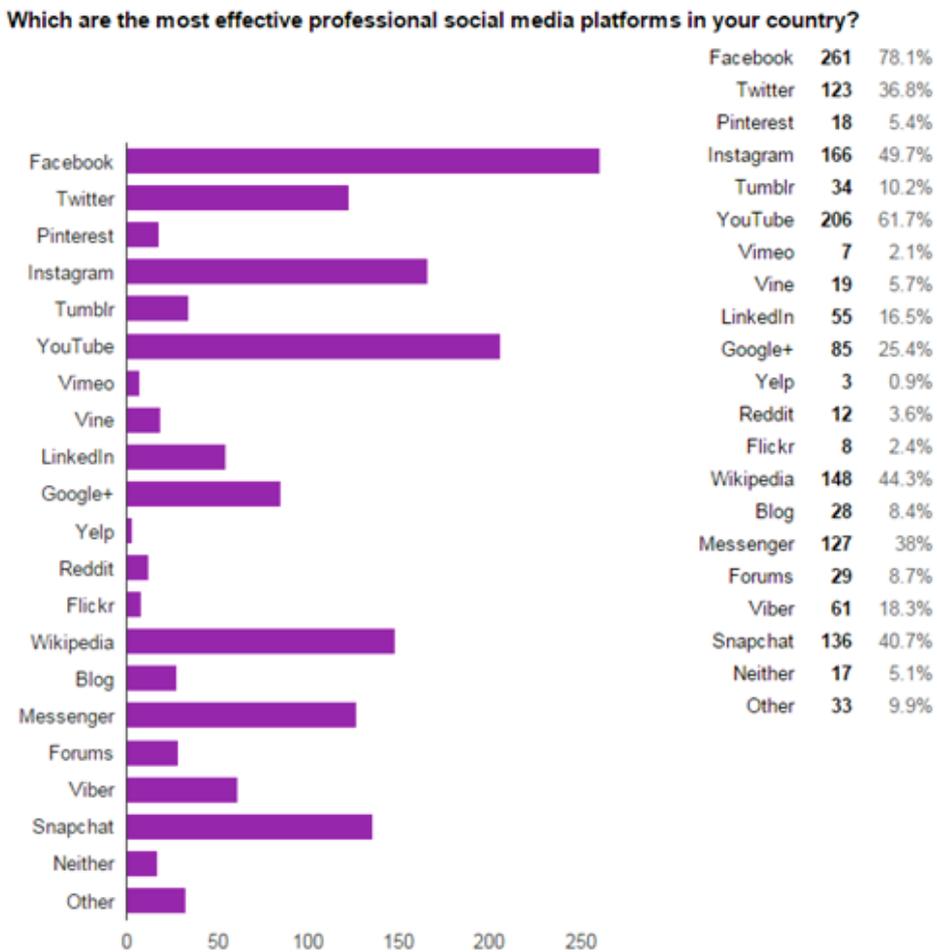
How effective are professional social media platforms for finding jobs in your field?



Highly effective	30	9%
Averagely effective	112	33.5%
Weakly effective	93	27.8%
Non-effective	99	29.6%

The question refers to the level of social media effectiveness for job search purposes. The respondents have a shared opinion. 33,5% of them believe that social media use is averagely effective when using it for job search purposes, and a bit more than 57% believe that it is weakly effective (27,8%) or non-effective (29,6%).

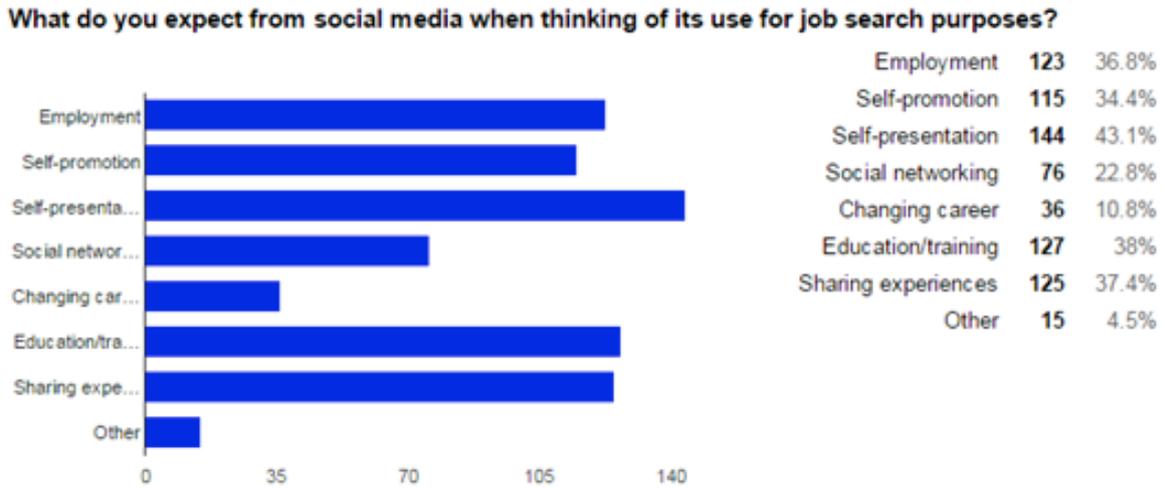
4.17. Which are the most effective professional social media platforms in your country?



The question refers to country specific social media effectiveness related to job search and professional use. There were many social media recognised as most effective for professional use, which does not fully correspond with previous results when asking about the character of specific social media, and their effectiveness in the professional area.

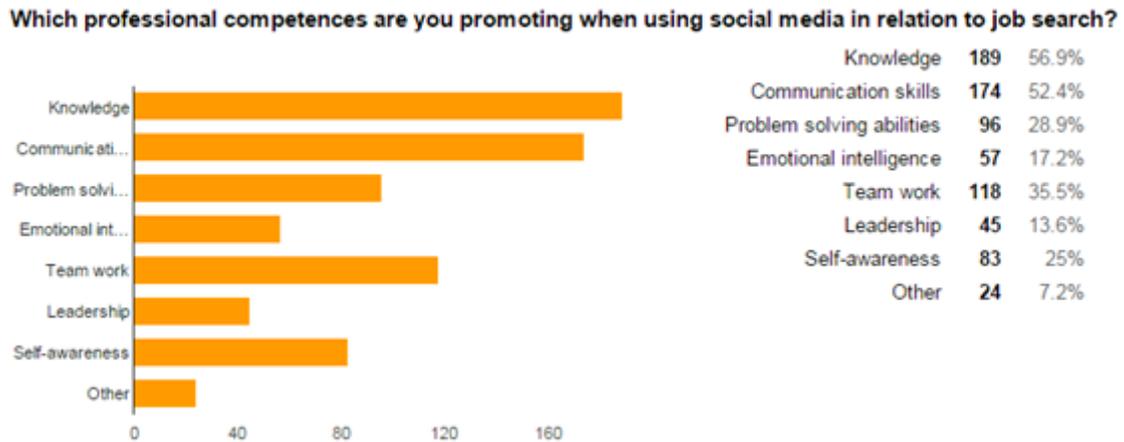
The highest score was allocated to Facebook (78,1%), followed by YouTube (61,7%), Instagram (49,7%), Wikipedia (44,3%), and Snapchat (40,7%). LinkedIn as a typically professional social media was recognised only in 16,5%.

4.18. What do you expect from social media when thinking of its use for job search purposes?



The question refers to the expectations respondents have from the social media when thinking of its use for job search purposes. The scores seem to be equally distributed among the options offered within the closed-ended question. The highest score was allocated to self-presentation (43,1%), followed by education (38%), sharing experiences (37,4%), employment (36,8%), and self-promotion (34,4%). Social networking was selected by 22,8% of respondents, and changing career by 10,8%.

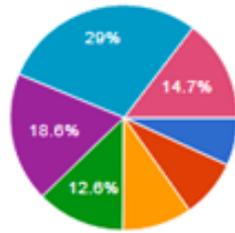
4.19. Which professional competences are you promoting when using social media in relation to job search?



The question refers to the competences the respondents are promoting when using social media in relation to job search. The highest score was allocated to knowledge (56,9%), followed by communication skills (52,4%). Also team work (35,5%), problem solving abilities (28,9%), and self-awareness (25%) were emphasised in a high percentage.

4.20. How often do you update your profile?

How often do you update your profile?

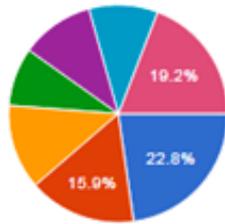


On a daily basis	23	6.9%
Few times a week	28	8.4%
Weekly	33	9.9%
Few times a month	42	12.6%
Monthly	62	18.6%
Few times a year	97	29%
Yearly	49	14.7%

The question was about the frequency of updating the social media profiles. Almost three quarters of the respondents seem to be updating it only yearly (14,7%), few times a year (29%) or monthly (18,6%). There is also a quarter of them (app. 25%) that are updating their profile more frequently: weekly, few times a week or on a daily basis.

4.21. How often do you keep track of your professional social media profile?

How often do you keep track of your professional social media profile?

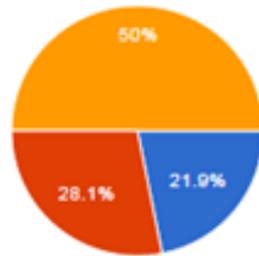


On a daily basis	76	22.8%
Few times a week	53	15.9%
Weekly	42	12.6%
Few times a month	29	8.7%
Monthly	36	10.8%
Few times a year	34	10.2%
Yearly	64	19.2%

The question refers to the frequency of keeping track of the professional social media profile. There 22,8% respondents who do it on a daily basis, 15,9% few times a week, and 12,6% weekly. However there are almost a fifth of those who update it only yearly (19,2%).

4.22. Do you have social media job search experience from schooling and studying?

Do you have social media job search experience from schooling and studying?

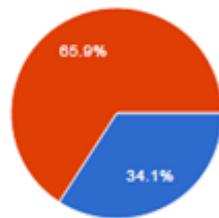


Yes	73	21.9%
Partly	94	28.1%
No	167	50%

The question refers to the frequency of keeping track of the professional social media profile. There 22,8% respondents who do it on a daily basis, 15,9% few times a week, and 12,6% weekly. However there are almost a fifth of those who update it only yearly (19,2%).

4.23. Did you create digital CV or Europass for job search purposes?

Did you create digital CV or Europass for job search purposes?

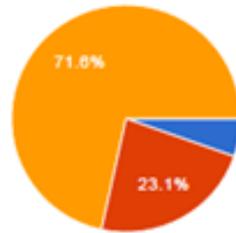


Yes	114	34.1%
No	220	65.9%

The question refers to the creation of digital CV or Europass CV for job search purposes. Surprisingly high percentage of respondents has never created such CV before (65,9%), which should probably be assigned to the fact that most of the respondents were still in school, and have no or little experience in searching for a job.

4.24. Do you use social media for self-marketing purposes?

Do you use social media for self-marketing purposes?

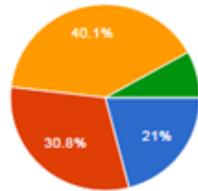


Yes	18	5.4%
Partly	77	23.1%
Never	239	71.6%

The question refers to self-marketing through social media. Majority of the respondents (71,6%) does not use social media for this purposes, or they use them only partly (23,1%). The reason is probably the same as above under question 23, since most of the respondents were still in school, and have no or little experience in searching for a job.

4.25. In your opinion how long does it take before you can start seeing results from social media marketing?

In your opinion how long does it take before you can start seeing results from social media marketing?

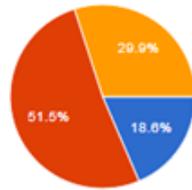


Never	70	21%
Not long	103	30.8%
Medium long	134	40.1%
Very long time	27	8.1%

The question refers to the effects of self-marketing through social media, and how long does it take to be able to see the results. The opinions were shared. 40,1% of respondents believes that there is medium long period needed, 30,8% that it is not needed long to see the results, however there are 21% of those who believe the results cannot be seen at all (never), and 8,1% of those who believe it takes very long time.

4.26. Does your profile generate interest?

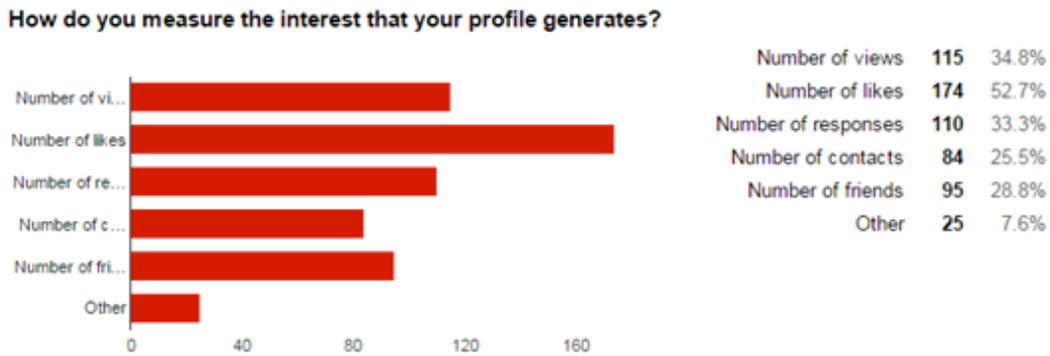
Does your profile generate interest?



Yes	62	18.6%
Partly	172	51.5%
No	100	29.9%

The question refers to the interest that the respondents' social media profile generates among possibly interested parties. 18,6% believes that there is interest generated, half of them believes that the interest generated is partial (51,5%), and a bit less than one thirds (29,9% believes) that the interest is not generated at all.

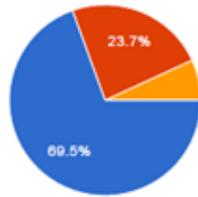
4.27. How do you measure the interest that your profile generates?



The question refers to measuring interest, generated through social media profile. Half of respondents use number of likes for measuring the interest (52,7%). Among all the respondents there were also one third of those who also measure the interest by number of views (34,8%), number of responses (33,3%), number of friends (28,8%), number of contacts (25,5%).

4.28. When posting on social media are you aware of trust, security, privacy issues and other online dangers?

When posting on social media are you aware of trust, security, privacy issues and other online dangers?



Yes	232	69.5%
Partly	79	23.7%
No	23	6.9%

The question refers to trust, security, privacy issues and other online dangers. Almost 70% of all are aware of them (69,5%), a bit less than quarter (23,7%) are aware only partly, and 6,9% say they are not aware of them. The conclusion would be, that additional information and training in this are would be needed.

4.29. What are the limitations of social networks for job searches? What would you improve?

	Most valuable and/or responses
1.	The risk of unserious employers, unsafe job employment.
2.	Privacy of each individual.
3.	Lack of more personal contact.
4.	It needs more communication
5.	Let's say that the service should be a little more competitive and fast on the results of the research. And also the possibility that if you rely on social work, such as "www.infojobs.it" I use, there are possibilities of higher vacancies.
6.	Things that are written down can be a lie – you don't know who the person behind the computer is. They don't always have true information
7.	I would improve or even add different functions to help people who are using social networks better present themselves
8.	Better sites with learning English
9.	No more fake profiles and ban the apps that makes you gain fake followers
10.	It is not anonymous
11.	You are never 100% safe on the internet and they may stole your personal information.
12.	I think that making social media this popular made many people invisible, so they can't stand out, because there are many people with same skills, hobbies and abilities. Some social networks are overcrowded.
13.	That is actually not perfectly fine, because my opinion is that a company leader has to meet a "future employee" personally. That is probably the biggest problem nowadays, because we focus on fake virtual world more and more. I think it would be great if we just go to specific building and ask for available jobs.
14.	Social networks are too focused on entertaining more than anything else.
15.	Do special website/app for searching jobs (help people to find what they are looking for on one spot
16.	The companies should have lists to show all the working positions they can provide
17.	More information on jobs. More variety of jobs.
18.	Many employers don't use Social media.
19.	Not all job sectors are available.
20.	Lack of first impression, as their isn't that face to face contact when handing in your CV.
21.	Too many people applying in the hope of getting a job it's no precise enough
22.	Fear and insecurity. I never know, who is on the opposite site, or if it's not a joke.
23.	Different quality of the information is time-consuming search for relevant information.
24.	Personal contact is missing

The respondents provided a wide variety of opinions, of which the most valuable or often expressed are listed in the table above. An issue of privacy, safety, lack of personal contact, and different quality of information were emphasised several times.

CONCLUSIONS ON IO1-3 ON-LINE SURVEY AMONG YOUNGSTERS

In this section, we shall present the main findings regarding the attitudes of youngsters towards the use of social media, the function that the social media perform in youngsters' lives, positive influences of social networking, as well as possible downsides of an ever expanding virtual reality. Next to that, we wish to emphasise the existence of yet undiscovered potential concerning social media and suggest some guidelines for further development.

There were 334 questionnaires taken under analysis. App. 75% of respondents age between 16 and 20 years old. Although the targeted group were youngsters between 16 and 26 years, there were also slightly over 10% under-aged respondents identified, as well as 2% of those over-aged. Female gender is represented with a slightly higher percentage (app. 60% versus app. 40%).

As it could be expected, the majority of young people use social media, only 0,6% of the respondents don't use them. The most commonly used social media is YouTube (92,2%), closely followed by Facebook (91,9%) and Wikipedia (63,5%). Instagram, Messenger, Snapchat and Google+ are also popular among young population, whereas other social media are less frequently used.

That also suggests that many respondents believe Facebook is used for communication (72,2%), social networking (62,3%), personal use (61,1%), conversation (59%) and entertainment (57,2%). 21% of them see Facebook as relevant for self-presentation, but only 10,2% consider it suitable for professional use, and only 7,2% for work related activities. Very few respondents (6,9%) believe that Facebook can also be used for recruiting and sharing career related articles.

Concerning the opinion of respondents on the purpose of Social publishing platforms (e.g. Twitter, blog) there are many shared opinions, however, there is no one and overarching purpose recognised. The most commonly identified purposes were: expressing opinion (41,6%), entertainment (40,1%), personal use (38%), social networking (36,2%), communication (34,4%), self-presentation (32,6%). Professional use has been stated only by 20,4%, and work related activities in 12%. Just 11,7% believe that these platforms are used also for recruiting and sharing career related articles.

The opinion of respondents on the purpose of image based networks, such as Pinterest, Instagram, Tumblr, Flickr is also of great importance. The responses suggest that three purposes are especially appreciated: personal use (52,4%), entertainment (51,8%), and self-presentation (50,9%), followed by expressing social networking (32%), opinion (29%), communication (25,4%) and advertising (21,3%). Professional use has been recognised in only 11,1%, and work related activities even less, in 6%. 6,3% believe that these platforms are used also for recruiting and sharing career related articles.

Considering the opinion of respondents on the purpose of using video networks, such as YouTube, Reddit, Vimeo, Vine, the findings are quite similar: the majority of respondents

are convinced that the purpose of these social media is entertainment (80,8%), followed by learning (55,1%), advertising (47,3%), and personal use (42,8%). High rating has been recognised also for the following purposes: self-presentation (34,1%), professional use (30,2%), social networking (25,1%), and communication and creating social media community which both received 24,6%). Professional use has been recognised with 30,2%, and work related activities in 19,2%. 12,9% believe that these platforms are used also for recruiting and sharing career related articles.



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