



The Basque Youth Observatory is presenting a study titled "Basque Youth and Social Media"

This study is based on a telephone survey that the Basque Youth Observatory carried out between November and December 2018, during which 1512 young people from the Basque Country aged 15 to 29 were interviewed.

The study analyses which social media are most widely used and with what frequency, the social networks preferred by young people, the main language they use on social media, the activities they usually carry out on the Internet or on social media, how people perceive their use of the Internet, the privacy and security measures they adopt to ensure the protection of personal data and restricted access to their own content, as well as possible advice in this regard from parents, and, finally, we delved into experiences of harassment on social media, an aspect on which an infinite number of articles have been written and which this study attempts to quantify.

The results of the study reveal that, among other aspects, social media are part of the everyday lives of young people; for many young people, connecting to social networks is the first thing they do when they get up and the last thing they do when they go to bed. Indeed, half of the young people interviewed recognise that the first thing they often do when they get up in the morning is open WhatsApp or social networks (49.0%) and one in five young people confesses that they often stay up late at night sending messages via WhatsApp or connected to social media (20.1%).

If we do not take WhatsApp into account, to which almost all young people connect daily, Instagram is the social network preferred by young people in the Basque Country. Not only is it the most widely used on a daily basis together with YouTube (74.1% connect every day to Instagram and 73.7% to YouTube), but if young people could only have access to a single social network, Instagram would be the network of choice for most of them (52.1%).

The most common activities performed on the Internet and social media (from a list of proposed activities) are listening to music and watching videos or tutorials. Most young people do both on a daily basis (86.3% listen to music and 56.4% watch videos or tutorials every day). There are some other activities that are performed by most young people but less than half do them on a daily basis. These include watching series or films, reading the press, publishing content (photos, videos, texts...), buying or selling products or services, and making video calls via Skype, FaceTime or similar.

Now I shall read a list of activities and I would like you to tell me how frequently you perform each of these activities on social media or the Internet: every or almost every day, at least one day a week, less frequently, or never.						
(% horizontal)	Every day or almost every day	At least one day a week	Less frequently	Never	No answer	Total
Listen to music	86.3	7.8	3.9	2,0	0,0	100
Watch videos or tutorials	56.4	24.3	15,0	4.3	0,0	100
Read the press	44.4	23,0	14.3	18.3	0,0	100
Watch series, films, documentaries...	42.4	35.5	16.1	6,0	0,0	100
Play online with other people on PlayStation, Xbox, etc. for no financial gain	12.7	11.2	10.6	65.4	0,0	100
Publish or upload content of any type: photos, videos, music, texts...	10.5	30.7	43.1	15.7	0,0	100
Give your opinion or comment on news	8.1	11.7	19.9	60.2	0,0	100
Listen to podcasts	5.2	9.8	15.3	69.3	0.5	100
Make videocalls via Skype, Facetime, etc.	4.6	16.1	38.8	40.5	0,0	100
Watch porn	4.5	16.8	16.2	62.5	0.1	100
Take part in competitions or sweepstakes	1.6	7.1	33.8	57.5	0.1	100
Buy or sell products or services	1.4	11.1	49.4	37.9	0.3	100
Share personal content of a sexual nature with your partner or friends	0.9	2.2	10.4	86.3	0.2	100
Bet on sports	0.7	3.8	10.4	85.1	0,0	100
Play poker or other online games to earn money	0.3	1,0	2.1	96.5	0.1	100

Source: Basque Youth Observatory (2018)

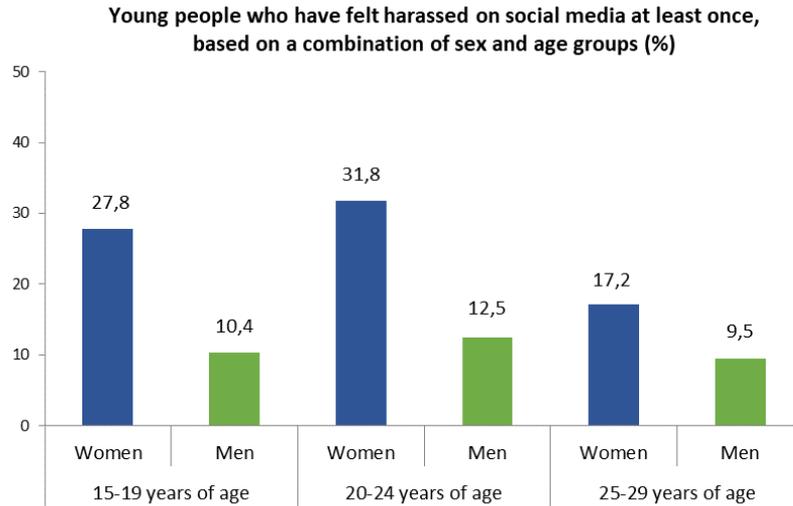
One in ten young people say they have or have had their own blog (9.4%), but there are quite a few more who regularly follow a *YouTuber*, *gamer* or *influence* (52.4%).

On the other hand, slightly more than a quarter of young people in the Basque Country (28.8%) say that, over the last year, they have used the Internet or social media to launch or promote social discussion or protests by writing a text or disseminating an image or video; this is what is known as "cyberactivism".

The vast majority of young people say they take some type of security measure to ensure their privacy on social media so that only certain people can see their content (87.6%). However, 14.1% have given their password to other people to access a social network, 26.6% accept requests of friendship from people they do not know personally, and 23.0% acknowledge that they never ask permission from people who appear in their photos or videos before uploading them to the Internet (as a measure to ensure the privacy of these third parties).

Degrading or harassing situations are not alien to the use of social media, especially if no measures are taken to ensure the privacy of the accounts. 8.7% of young people say that someone has supplanted their identity on social networks on one or more occasions and 7.2% say that, on at least one occasion, someone has uploaded to the Internet or broadcast on social media photos or videos of them with compromising or humiliating content without their permission.

In addition, 17.9% of youths say that, on some occasion, they have felt harassed by someone who continuously sent them messages, made unpleasant comments, or insulted them on social networks. Even if they have not felt harassed, just over half of the young people in the Basque Country, 52.4%, say that they have had to leave a social network or block someone on social media at least once to avoid receiving unpleasant messages from that person.



Source: Basque Youth Observatory (2018)

As for the guidelines or explanations on the correct use of social media, we find that more young people have explained how to use social networks correctly to their parents (76.6% have done so many times or once) than those that have received explanations or guidelines from their parents (43.2%).

Regarding social media, it was found that there were significant differences between men and women and age groups, which are studied throughout the report.