



The familiar parental admonishment, "C'mon kids, you have to learn to share," is not needed for online 'kids' of any age. In the last 30 days, 71% of those who go to social media sites have shared content. The shared items run the gamut from photos (43%) to personal opinions (39%) and down to plans for future activities or travel (9%). In between lie a raft of shared content categories, including "what/how I'm doing," news, links to other websites, reposts from others' social media posts, recommendations and more. The best part? No one has to wait for a turn!

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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