

Ipsos OTX sociallogue™



WHO'S THE SMARTEST OF THEM ALL?



WORLDWIDE, **11%** OF THOSE WHO SHARE ON SOCIAL MEDIA SITES DO SO TO SHOW THEY ARE IN THE KNOW.

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Of the people who share information on social media sites, 11% globally say they do so to show they are in the know. Perhaps they want to show colleagues that they are on top of what is happening in their industry. Perhaps they have done research in an area and want to prove they are informed. Maybe they just want to be the first to spread news about a verdict, a birth, the latest to get kicked off a reality show. Or, maybe they're just feeling insecure and need a little attention.

About Ipsos OTX:

Ipsos OTX (Ipsos Open Thinking Exchange) 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. Sociallogue™ 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.

About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.