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消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

DIGITAL & TRENDS

Misinformation on social media

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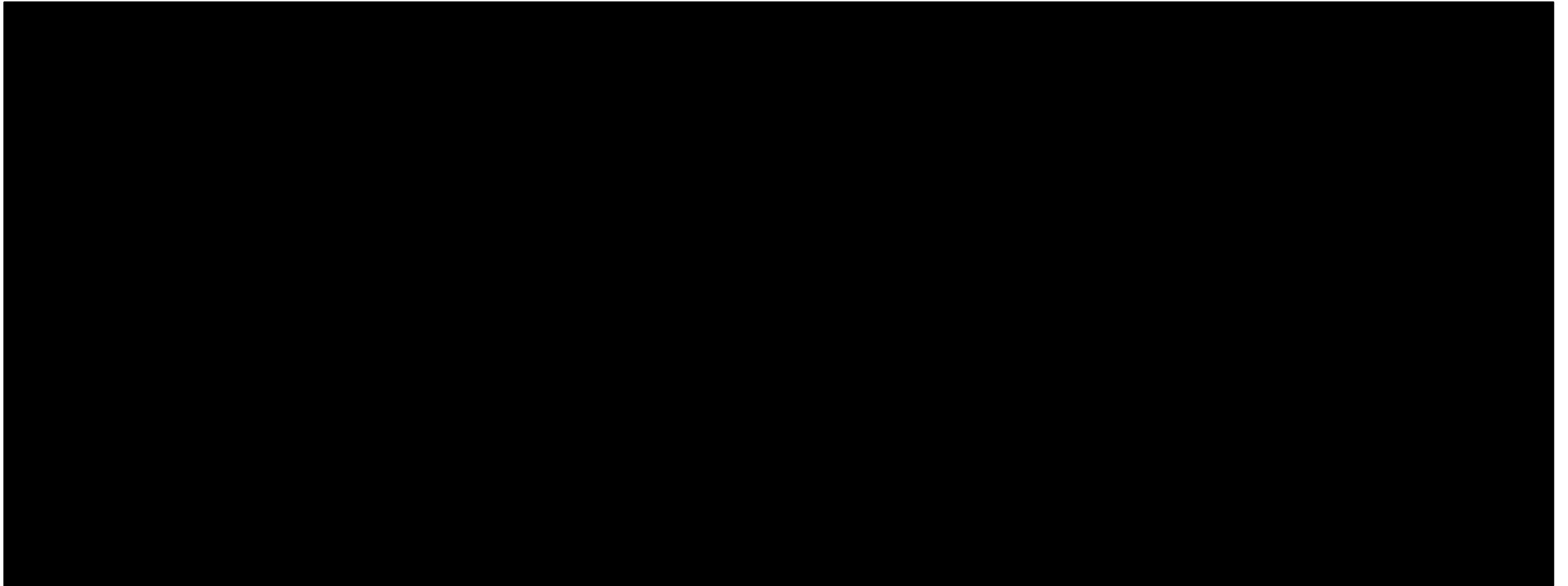
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CHAPTER 01

Overview

Number of internet and social media users worldwide as of July 2024 (in billions)

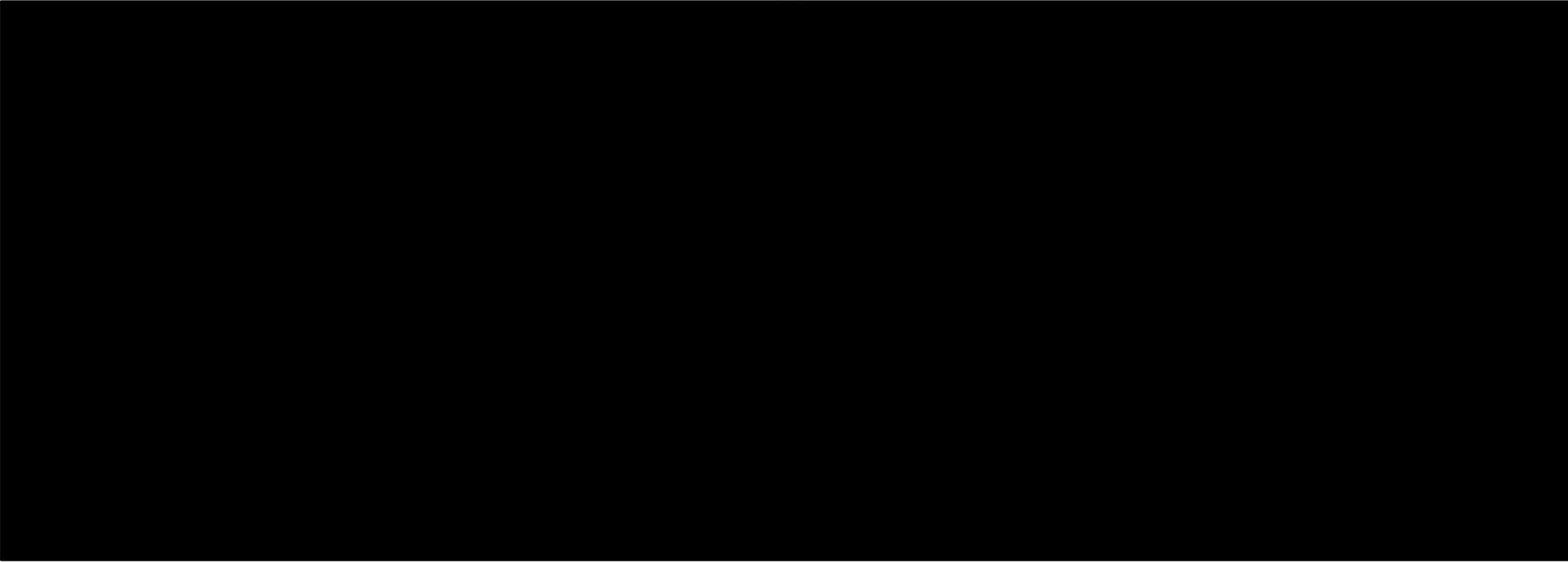
Worldwide digital population 2024



Global social network penetration rate as of April 2024, by region

Social media: global penetration rate 2024, by region

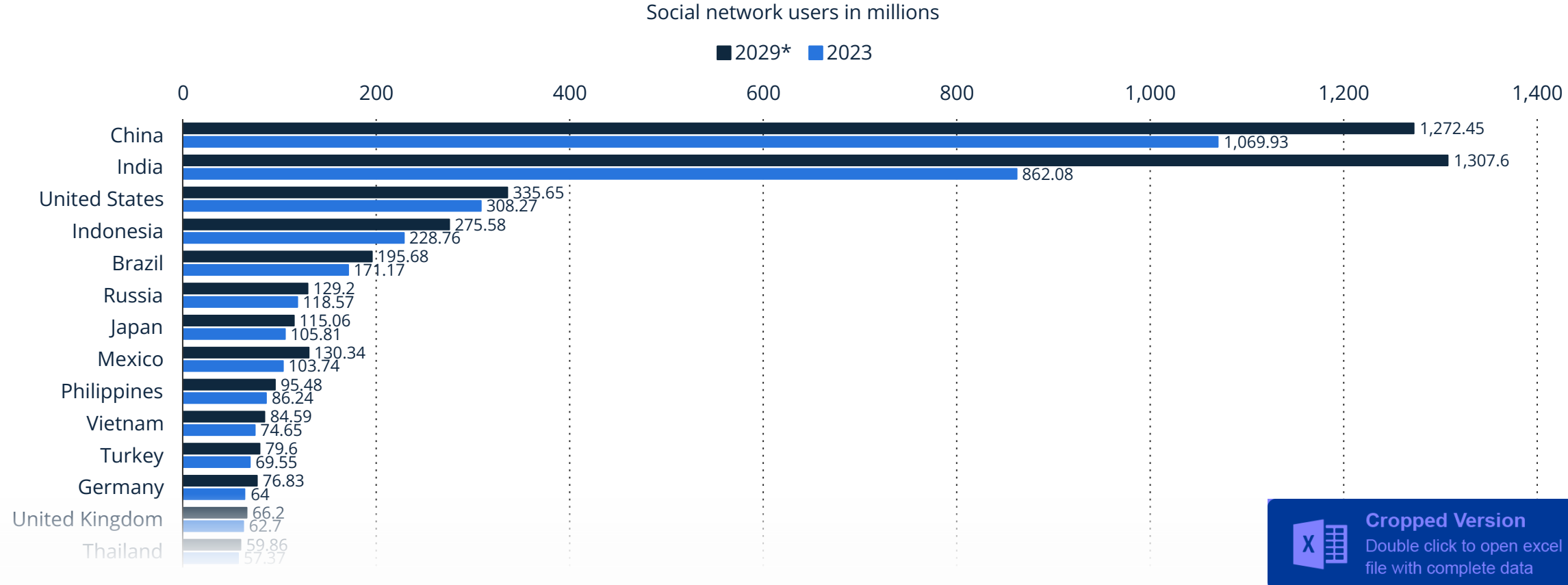
Share of population



4 **Description:** As of April 2024, Northern and Western Europe were the regions with the highest social network penetration rates globally, reaching 80.2 and 78.2 percent, respectively. Eastern Asia ranked third with a penetration rate of 74.9 percent, followed by Southern Europe with 73.5 percent. In contrast, Eastern and Middle Africa were the regions with the lowest reach, with 10.5 and 9.9 percent. Overall, the global average was 62.2 percent, which translates to almost six out of every ten people [...] [Read more](#)
Note(s): Worldwide; April 2024; social media users as a share of total population
Source(s): DataReportal; Meltwater; We Are Social

Number of social network users in selected countries in 2023 and 2029 (in millions)

Social network users in selected countries in 2023 and 2029



Cropped Version
 Double click to open excel file with complete data

Description: China was home to over one billion social media users in 2023, making it the country with the largest audience. It is expected that by 2029, the number of social media users in the country will exceed 1.2 billion. However, within the next few years, India is expected to become the largest social media audience, reaching 1.3 billion by 2029. Nigeria's online networking audience is expected to grow from 47 million in 2023 to 114 million by 2029, an increase of over 142 percent. [Read more](#)
Note(s): Worldwide; 2024; internet users who use a social network site at least once a month; * Forecast China data excludes Hong Kong Internet users who use a social network site via any device at least once per month. [Read more](#)
Source(s):

Revenue of selected social media companies from 2014 to 2023 (in million U.S. dollars)

Social media revenue of selected companies 2023



6 **Description:** In 2023, Meta Platforms had a total annual revenue of over 134 billion U.S. dollars, up from 116 billion in 2022. LinkedIn reported its highest annual revenue to date, generating over 15 billion USD, whilst Snapchat reported an annual revenue of 4.6 billion USD. [Read more](#)
Note(s): Worldwide; 2014 to 2023; *In December 2016, Microsoft finalized its \$26 billion acquisition of LinkedIn. LinkedIn results are now part of Microsoft's Product Revenue and Service and Other Revenue segment. **In 2021 Facebook Inc [...] [Read more](#)
Source(s): Facebook; LinkedIn; Snap Inc.; Twitter; Yelp

Most trusted sources of general news and information worldwide from 2011 to 2023

Most trusted sources of general news and information worldwide 2011-2023



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Description: As of late 2023, 62 percent of adults who responded to a global survey stated that they trusted traditional media whereas 68 percent said they trusted search engines. The source considered the least trustworthy was social media. Social media was by far the least trusted news source in Europe and North America, and a survey held in the United States revealed that most U.S. adults considered the majority of news seen on social media to be biased. [Read more](#)

Note(s): Worldwide; 2011 to 2023; 1,150*; 18 years and older; 2023: 28 countries worldwide; top four box for trust on a nine point scale where 1 = 'do not trust at all', 9 = 'trust it a great deal'; *Survey sample per country refers to 2023. Sample [...]

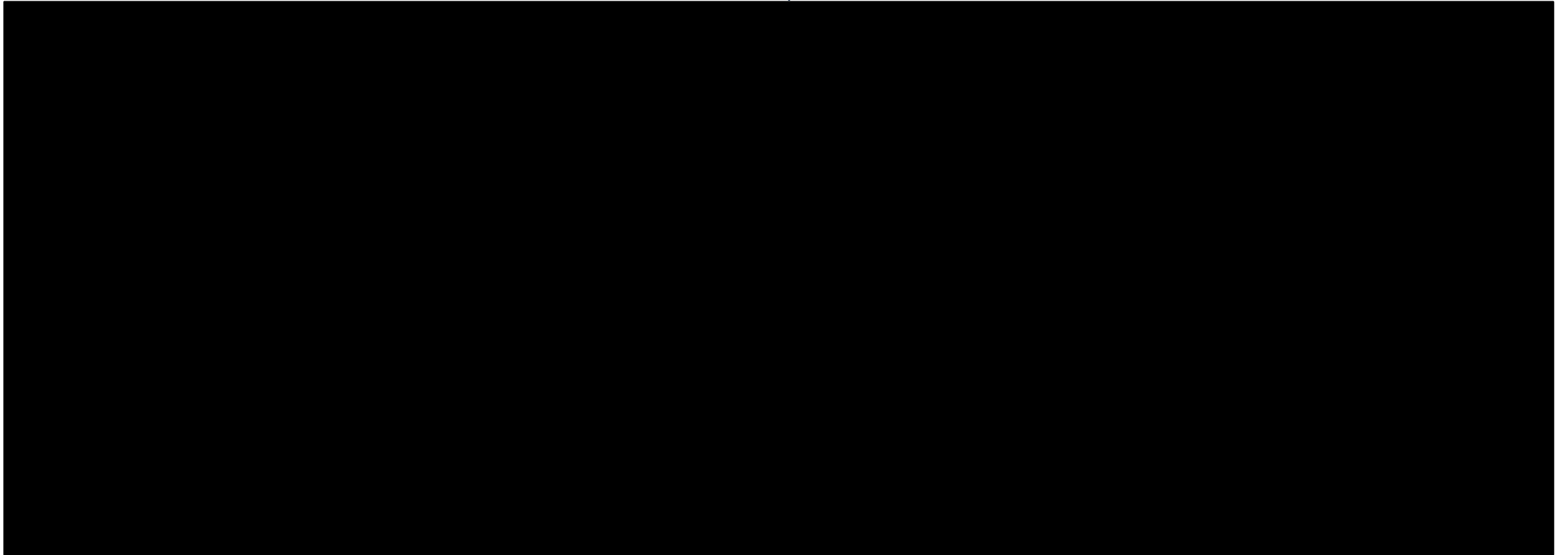
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Source(s): Edelman

News consumers who are concerned about the spread of false information on social media in selected countries worldwide as of March 2023

Consumers worried about false information on social media worldwide 2023

Share of respondents



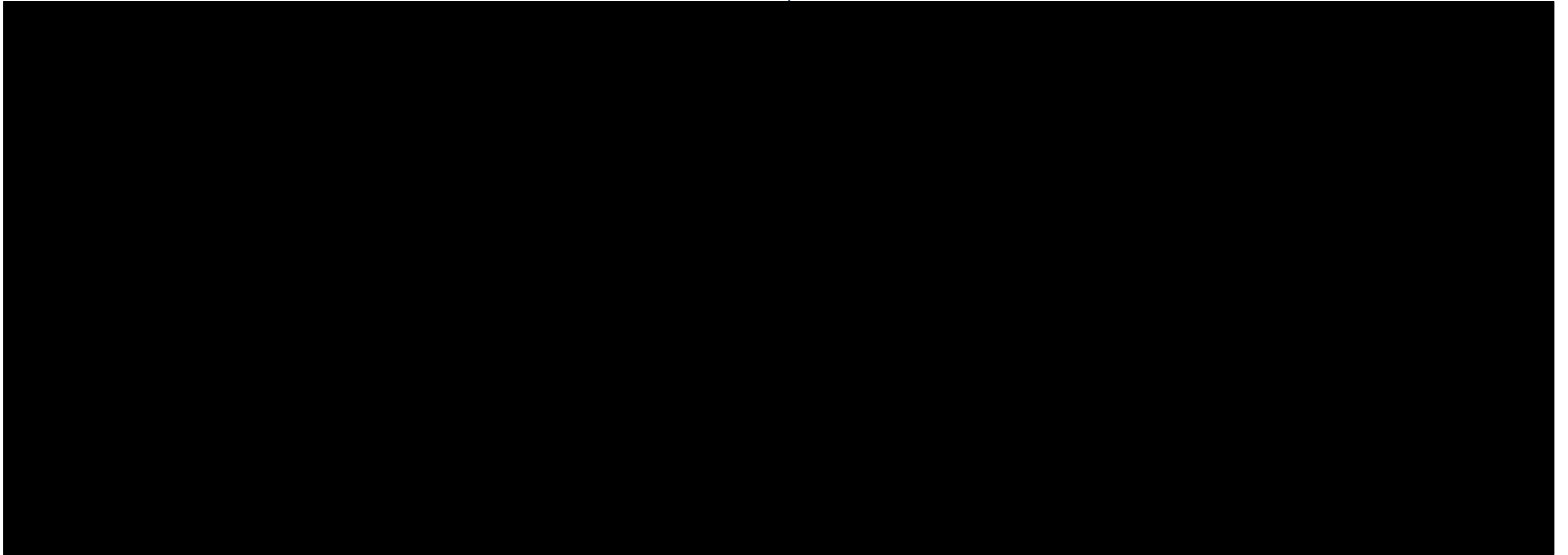
CHAPTER 02

U.S. election

Trust placed in social media to accurately report election information in the United States in 2023, by political party

Trust in social media to report election information U.S. 2023, by party

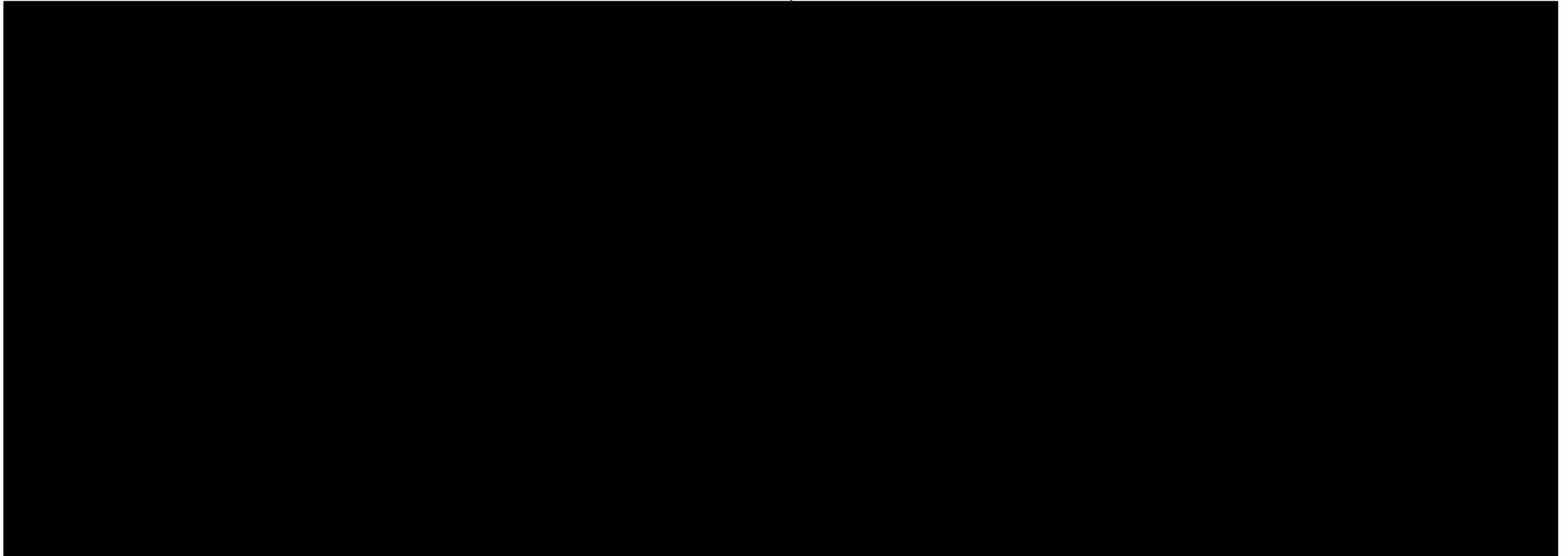
Share of respondents



Trust placed in social media to accurately report election information in the United States in 2023, by age group

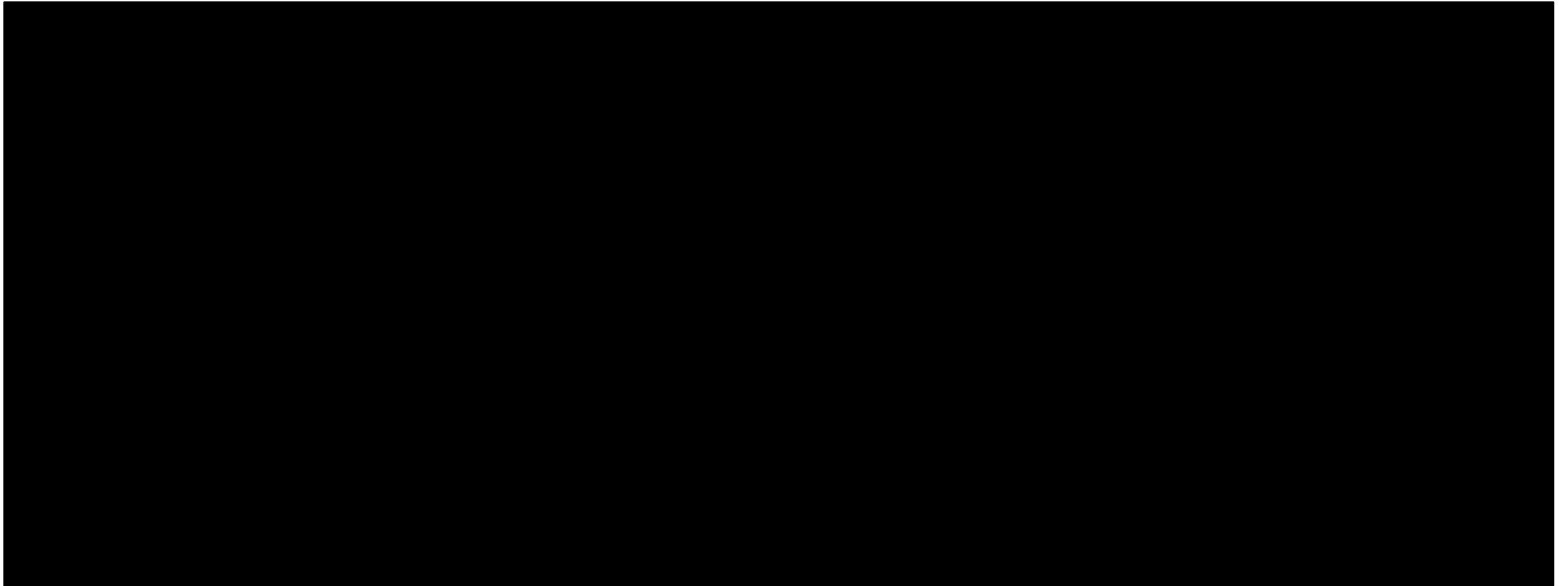
Trust in social media to report election information U.S. 2023, by age group

Share of respondents



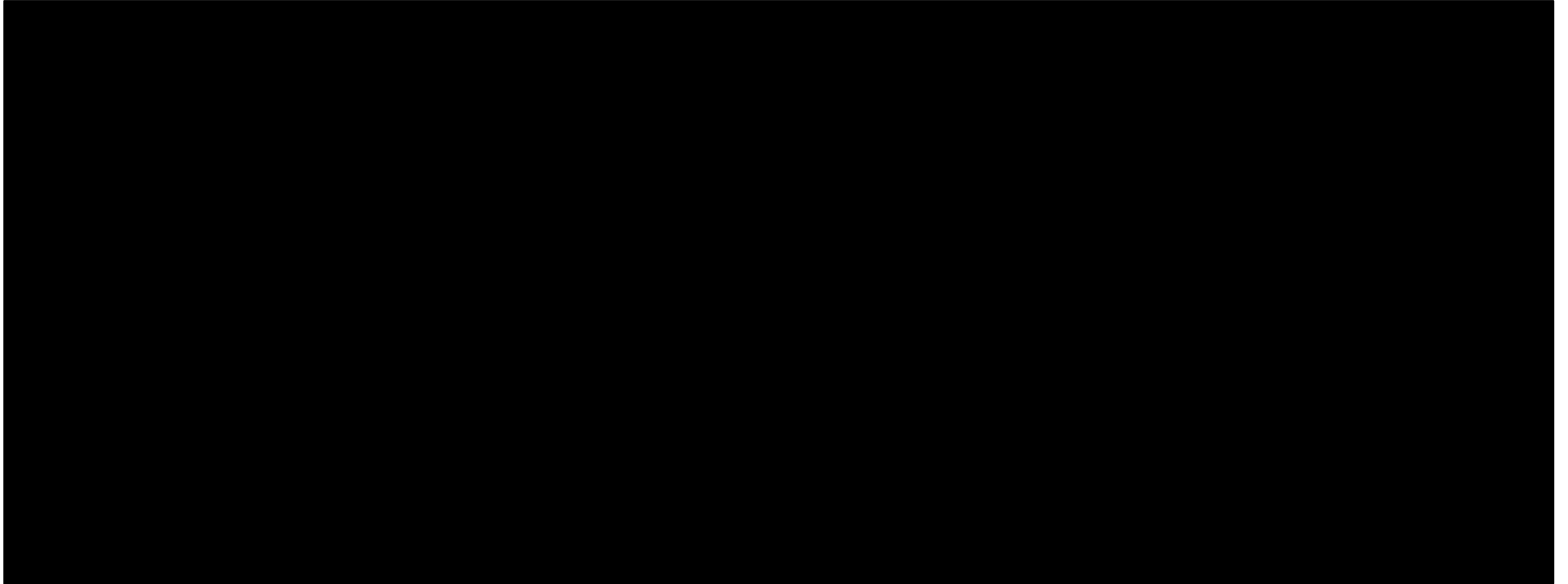
Most trusted news sources for information about the 2024 presidential election in the United States as of June 2023, by political affiliation

News sources trusted for 2024 presidential election news U.S. 2023, by politics



Most used news sources for information about the 2024 presidential election in the United States as of June 2023

News sources used for 2024 presidential election news in the U.S. 2023



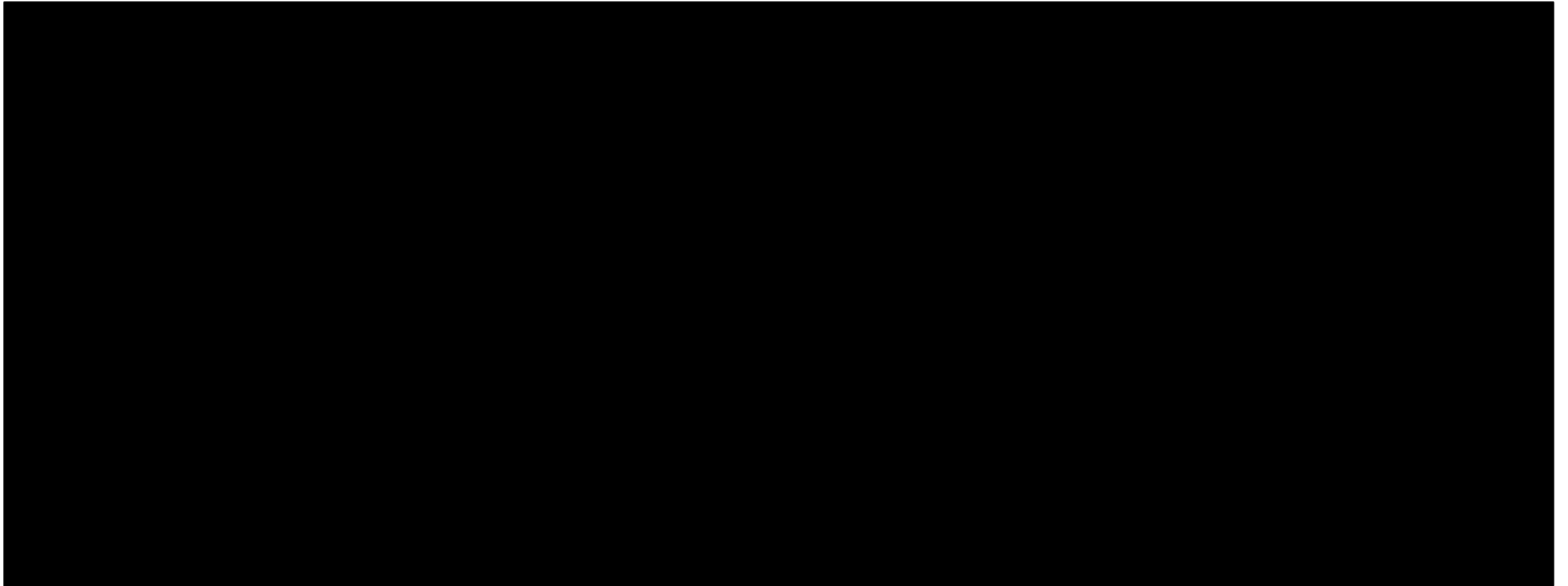
Most used news sources for information about the 2024 presidential election in the United States as of June 2023, by generation

News sources used for 2024 presidential election news in the U.S. 2023, by generation



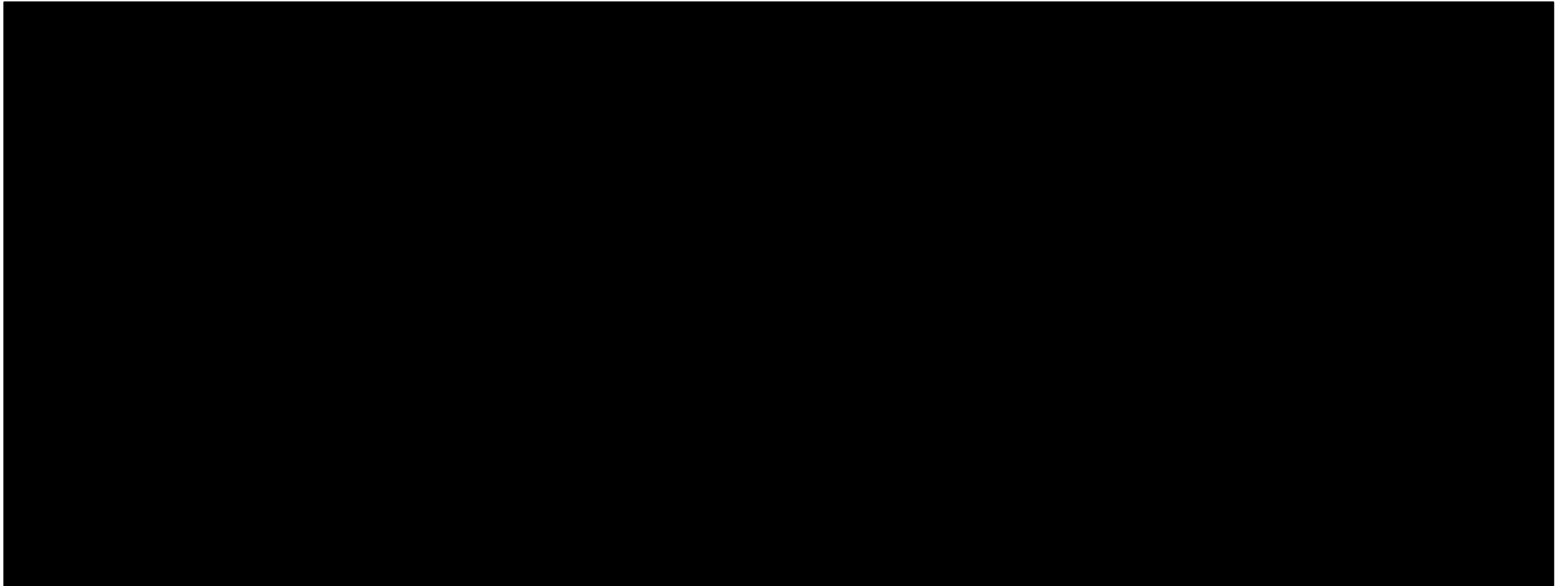
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Concerns among adults in the United States about the spread of political propaganda through artificial intelligence (AI) as of August 2023

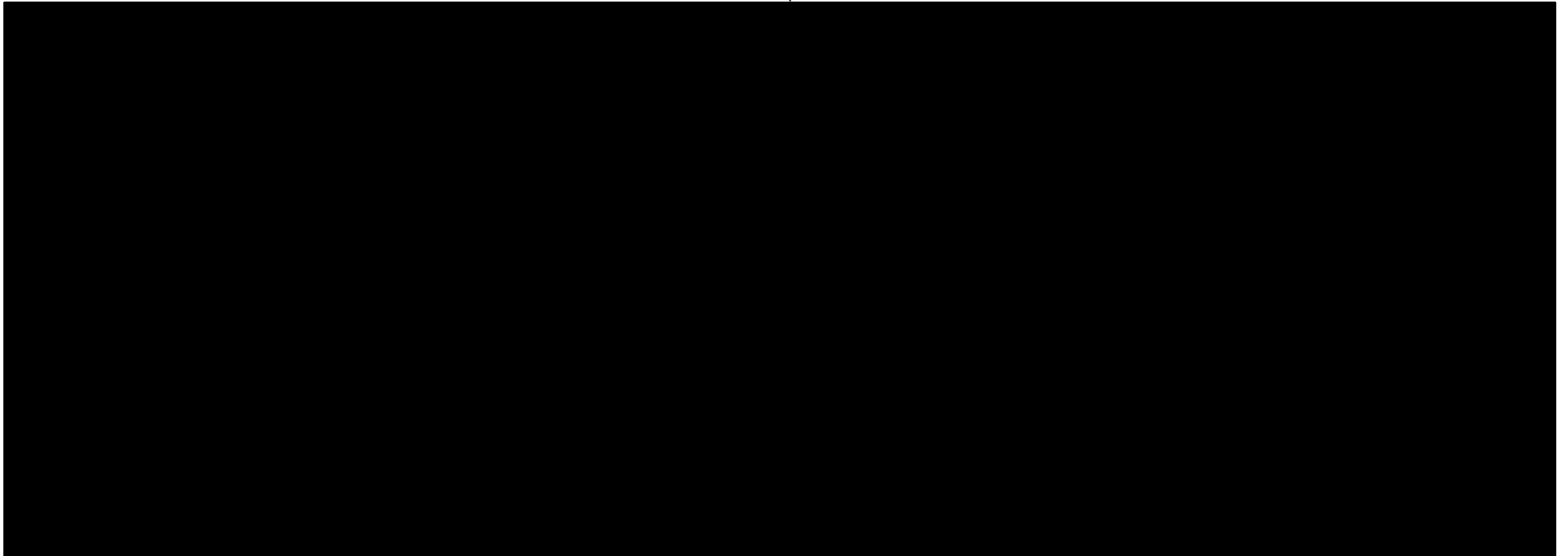
U.S. adults worry about AI-generated political propaganda 2023



Share of adults in the United States who were concerned about issues related to artificial intelligence (AI) as of February 2023

Concerns about AI-related issues among U.S. adults 2023

Share of respondents



CHAPTER 03

UK riots

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