

how many people use social media

How Many People Use Social Media? Exploring the Global Digital Connection

how many people use social media is a question that often comes up in conversations about digital trends, marketing strategies, and the ever-evolving landscape of online communication. Social media platforms have become an integral part of everyday life for billions worldwide, shaping how we interact, consume information, and even influence culture. But just how vast is this online community? Let's dive into the numbers, trends, and the factors driving the growth of social media users around the globe.

The Growing Reach of Social Media Worldwide

Social media usage has exploded over the past decade, transforming from niche platforms into global phenomena. As of early 2024, estimates suggest that more than 4.7 billion people actively use social media platforms, which accounts for nearly 60% of the world's population. This staggering number reflects how deeply embedded social media has become in modern society, cutting across age groups, geographies, and economic backgrounds.

One of the main drivers behind this growth is increased internet penetration. Advancements in mobile technology and more affordable data plans have made it easier than ever for people to connect online. Emerging markets like India, Southeast Asia, and parts of Africa have seen some of the fastest rises in social media adoption, adding millions of new users every year.

Popular Platforms and Their User Bases

When considering how many people use social media, it's important to look at the distribution across different platforms. Some of the largest networks by active user count include:

- **Facebook**: With over 2.9 billion monthly active users, Facebook remains the largest social media platform globally. Its broad appeal across demographics and countries contributes to its dominance.
- **YouTube**: Not just a video-sharing site, YouTube's social features have made it a key player with around 2.5 billion active users.
- **Instagram**: Popular especially among younger audiences, Instagram boasts over 2 billion users, thriving on visual content like photos and stories.
- **TikTok**: The fastest-growing platform, TikTok has captivated more than 1.2 billion users with its short-form video format and viral trends.
- **WhatsApp and Messenger**: Messaging apps owned by Meta serve billions for direct communication, often blurring the line between social media and messaging.

Each platform attracts different user demographics and behaviors, reflecting diverse ways people engage online.

Demographics: Who Is Using Social Media?

Understanding how many people use social media is not just about the total count but also about who these users are. Social media usage spans across ages, genders, and cultural groups, but certain trends stand out.

Age Groups and Social Media Engagement

Younger generations tend to dominate social media usage, but the gap is narrowing. According to recent surveys:

- Approximately 90% of individuals aged 18-29 are active on social media.
- Usage remains high among adults aged 30-49, with about 80% engaging regularly.
- Even among older adults aged 50-64, social media has gained significant traction, with around 60% participation.
- Seniors 65+ are increasingly joining platforms, especially Facebook, though their overall usage remains lower compared to younger groups.

This broad adoption highlights social media's role in connecting people regardless of age, whether for entertainment, news, or staying in touch with loved ones.

Global Differences in Social Media Usage

Social media usage varies widely depending on the region. For instance, North America and Western Europe boast penetration rates of over 70%, while parts of Asia and Africa are catching up rapidly. Countries like the Philippines, Brazil, and Nigeria have some of the highest social media engagement rates due to young populations and high mobile connectivity.

In contrast, regions with limited internet infrastructure or government restrictions may have lower active user counts, but these numbers continue to rise as access improves and platforms localize their services.

Why Do So Many People Use Social Media?

The question of how many people use social media naturally leads to why these platforms have become so popular. Social media fulfills various human needs and offers unique benefits that traditional media cannot match.

Social Connection and Community Building

At its core, social media is about connection. Whether it's staying in touch with family across continents or finding niche communities with shared interests, billions use these tools to maintain relationships and build new ones. Features like groups, events, and direct messaging foster a sense of belonging and engagement.

Entertainment and Content Consumption

Social media platforms have evolved into major entertainment hubs. From viral videos to live streams, users spend hours daily consuming and sharing content tailored to their preferences. Algorithms curate feeds that keep users hooked, driving continuous growth in active users.

Business, Marketing, and Influence

For many, social media is also a place of opportunity. Brands, influencers, and creators leverage these platforms to reach audiences at scale. The rise of social commerce and targeted advertising means that billions not only consume content but also engage in transactions and marketing activities online.

Challenges and Considerations in Measuring Social Media Users

While the headline numbers are impressive, accurately measuring how many people use social media can be complex. Several factors influence the reported statistics:

- **Definition of Active Users**: Platforms often count "active users" differently, ranging from daily logins to monthly activity.
- **Multiple Accounts**: Some users maintain multiple profiles, which can inflate figures.
- **Bots and Fake Accounts**: Automated or fake profiles exist, and platforms continually work to remove them.
- **Access vs. Usage**: Having a social media account doesn't always mean regular use; some users may be dormant.
- **Demographic Reporting**: Not all regions have reliable data collection, leading to potential undercounting or estimates.

Despite these challenges, the consensus remains clear: social media usage is massive and growing.

Tips for Businesses and Marketers

Understanding how many people use social media is crucial for anyone looking to engage audiences online. Here are some practical tips:

- Focus on platforms where your target demographic is most active.
- Keep abreast of emerging platforms like TikTok or Clubhouse to tap into new user bases.
- Use analytics tools to track engagement and adjust strategies accordingly.
- Prioritize authentic, value-driven content to build trust and loyalty.

The Future of Social Media Usage

Looking ahead, the number of social media users is expected to continue rising, driven by new technologies like 5G, virtual reality, and artificial intelligence. As platforms innovate, user engagement patterns may shift, but the fundamental role of social media as a connector and content hub will remain.

More importantly, as digital literacy spreads and inclusivity increases, a more diverse global population will join the social media conversation, enriching online communities in unprecedented ways.

From casual users to marketers, understanding how many people use social media and the dynamics behind these numbers helps us appreciate the scale and impact of this digital revolution unfolding before our eyes.

Frequently Asked Questions

How many people worldwide use social media as of 2024?

As of 2024, approximately 4.9 billion people worldwide use social media, which represents over 60% of the global population.

What is the percentage of the global population using social media?

Around 62% of the global population are active social media users in 2024.

Which social media platform has the most users as of

2024?

Facebook remains the social media platform with the most users, boasting over 3 billion monthly active users.

How has social media usage grown over the past decade?

Social media usage has grown significantly over the past decade, increasing from about 1 billion users in 2014 to nearly 5 billion in 2024.

What age group has the highest social media usage?

Young adults aged 18-34 have the highest social media usage rates, with over 90% active on various platforms.

How many people in the United States use social media?

In the United States, around 80% of the population, or approximately 270 million people, use social media regularly as of 2024.

Is social media usage growing faster in developing or developed countries?

Social media usage is growing faster in developing countries due to increasing internet access and mobile device adoption.

Additional Resources

How Many People Use Social Media: An In-Depth Analysis of Global Usage Trends

how many people use social media is a question that has garnered increasing attention over the past decade as digital connectivity has become integral to daily life. Understanding the scale of social media adoption worldwide not only sheds light on communication patterns but also reveals broader economic, cultural, and technological shifts. This article explores current statistics, demographic breakdowns, platform preferences, and the implications of widespread social media use through a professional and data-driven lens.

Global Social Media Usage: Current Statistics and Growth Trajectories

As of early 2024, estimates suggest that over 4.7 billion people worldwide

are active social media users. This figure represents more than 58% of the global population, indicating that social media platforms have permeated across geographic, cultural, and economic boundaries at an unprecedented rate. The growth in social media users has been fueled by increased internet accessibility, mobile device proliferation, and the expansion of digital services in emerging markets.

To put this growth into perspective, social media user numbers have nearly doubled in the last five years. In 2019, approximately 3.5 billion people engaged with social media platforms regularly. The surge since then highlights the accelerating role of social networks in communication, entertainment, commerce, and information dissemination.

Regional Variations in Social Media Penetration

While the global figure is impressive, the rate of social media adoption varies significantly between regions:

- **North America and Western Europe:** These regions boast the highest penetration rates, often exceeding 75% of their populations. High internet availability and widespread smartphone ownership contribute to near-saturation levels.
- **Asia-Pacific:** Home to the largest number of social media users globally, driven primarily by populous countries such as India, China, and Indonesia. However, penetration rates vary; for instance, India has around 45-50% penetration, while China's social media landscape is dominated by domestic platforms due to regulatory restrictions.
- **Latin America:** Exhibits robust growth and has reached penetration rates of approximately 70%, with platforms like WhatsApp and Facebook being particularly popular.
- **Africa and the Middle East:** These regions show the fastest growth rates, albeit from a smaller base. Mobile connectivity improvements have pushed penetration rates toward 40-50% in many countries.

Platform Popularity and User Distribution

The question of how many people use social media is incomplete without examining where these users congregate online. Different platforms cater to varying demographics and offer distinct features, influencing user distribution globally:

1. **Facebook:** Remains the largest social media platform with over 2.9 billion monthly active users. Its broad user base spans multiple age groups and regions.
2. **YouTube:** With over 2.5 billion logged-in monthly users, the video-sharing platform serves as a social hub, especially among younger audiences.
3. **Instagram:** Boasts more than 2 billion monthly users, popular among millennials and Gen Z for visual content sharing.
4. **WhatsApp and Messenger:** Messaging apps owned by Meta collectively have over 2 billion active users, emphasizing the role of private communication networks.
5. **TikTok:** Rapidly gained prominence with over 1.2 billion monthly users, appealing predominantly to younger demographics with short-form video content.

Demographics and Social Media Usage Patterns

Understanding who uses social media is essential in grasping the nuances behind the raw user numbers. Age, gender, socioeconomic status, and education level all influence social media engagement.

Age and Generational Trends

Social media usage is near-universal among younger generations. For instance, over 90% of individuals aged 18-29 use at least one social media platform, a figure that gradually decreases with age. Among older adults (65+), usage still approaches 50%, indicating growing adoption but also highlighting generational divides.

Gender Differences

Globally, the gender gap in social media usage is narrowing. In many regions, women and men use social media at nearly equal rates, although platform preferences can differ. For example, platforms like Pinterest and Instagram see higher female user proportions, whereas Reddit and LinkedIn tend to have more male users.

Socioeconomic Factors

Income and education levels correlate with social media adoption, particularly in developing countries where connectivity costs and digital literacy remain barriers. However, as affordable smartphones and data packages become more widespread, these gaps are shrinking.

Implications of Widespread Social Media Use

The vast number of social media users worldwide has profound implications across societal and economic domains.

Communication and Social Interaction

Social media platforms have transformed communication by enabling instant, global interaction. They facilitate the maintenance of personal relationships, professional networking, and community building. However, concerns about misinformation, privacy, and online harassment have also intensified alongside increased usage.

Marketing and Business

For businesses, the large social media user base is a fertile ground for marketing, customer engagement, and brand building. Social commerce is growing rapidly, with platforms integrating shopping features that capitalize on user attention. Understanding how many people use social media helps companies tailor their digital strategies and investments effectively.

Political and Cultural Influence

Social media has become a powerful tool in shaping political discourse and cultural trends. Movements can gain traction rapidly, and public opinion can be influenced on an unprecedented scale. This phenomenon underscores the importance of media literacy and regulatory frameworks to balance freedom of expression with accountability.

The Future of Social Media Usage

Looking ahead, the number of social media users is expected to continue rising, albeit at a moderated pace due to market saturation in developed

regions. Innovations such as augmented reality, virtual reality, and decentralized social networks may redefine user experiences and attract new demographics.

Moreover, ongoing challenges related to data privacy, platform regulation, and digital well-being will shape how social media evolves and how many people engage with these platforms in the coming years.

In summary, the question of how many people use social media reveals not only the sheer scale of digital connectivity but also the complex interplay of technology, culture, and society in the 21st century. As social media continues to embed itself into everyday life, understanding its reach and impact remains critical for individuals, businesses, and policymakers alike.

How Many People Use Social Media

how many people use social media: Social Media Era Communication Insufficiency Prof. Dr. Sedat CERECI, 2020-04-01 Life is based on technological base in modern age and everybody uses technological products and the world agenda is based on technology too. People have communicated face to face for thousands years and technology provided people easy techniques to communicate and the world changed the age. Media brought many different messages and colours to the world in 19.th century and messages and colours increased in the beginning of 20.th century. People use different forms and different approaches via media and extended their lives. Any technological product eased people's lives and provided them more facilities. Modern age created a competition and race atmosphere in the world and all people try to prove themselves in the hectic and tense atmosphere of modern age. Social media is the most available way to prove themselves and everybody can reveal all the properties via social media. By the way, social media became the most famous competition arena and turned into the most widespread show tools. Many people share their photographs and messages and watch the messages of others and watch the world. Social media is perceived as the mirror of the world and opinions and images of everybody in the world.

how many people use social media: How the World Changed Social Media Daniel Miller, Elisabetta Costa, Nell Haynes, Tom McDonald, Razvan Nicolescu, Jolynna Sinanan, Juliano Spyer, Shriram Venkatraman, Xinyuan Wang, 2016-02-29 How the World Changed Social Media is the first book in Why We Post, a book series that investigates the findings of anthropologists who each spent 15 months living in communities across the world. This book offers a comparative analysis summarising the results of the research and explores the impact of social media on politics and gender, education and commerce. What is the result of the increased emphasis on visual communication? Are we becoming more individual or more social? Why is public social media so conservative? Why does equality online fail to shift inequality offline? How did memes become the moral police of the internet? Supported by an introduction to the project's academic framework and theoretical terms that help to account for the findings, the book argues that the only way to appreciate and understand something as intimate and ubiquitous as social media is to be immersed in the lives of the people who post. Only then can we discover how people all around the world have already transformed social media in such unexpected ways and assess the consequences

how many people use social media: Social Media: The Good, the Bad, and the Ugly Yogesh K. Dwivedi, Matti Mäntymäki, M.N. Ravishankar, Marijn Janssen, Marc Clement, Emma L. Slade, Nripendra P. Rana, Salah Al-Sharhan, Antonis C. Simintiras, 2016-08-22 This book constitutes the refereed conference proceedings of the 15th IFIP WG 6.11 Conference on e-Business, e-Services and

e-Society, I3E 2016, held in Swansea, UK, in September 2016 The 47 full and 17 short papers presented were carefully reviewed and selected from 90 submissions. They are organized in the following topical sections: social media strategy and digital business; digital marketing and customer relationship management; adoption and diffusion; information sharing on social media; impression, trust, and risk management; data acquisition, management and analytics; e-government and civic engagement; e-society and online communities.

how many people use social media: *The Social Media Industries* Alan B. Albarran, 2013 This volume examines how social media is evolving as an industry—it is an extension of traditional media industries, yet it is distinctly different in its nature and ability to build relationships among users. Examining social media in both descriptive and analytical ways, the chapters included herein present an overview of the social media industries, considering the history, development, and theoretical orientations used to understand social media. Covered are: Business models found among the social media industries and social media as a form of marketing. Social media as a form of entertainment content, both in terms of digital content, and as a tool in the production of news. Discussions of ethics and privacy as applied to the area of social media. An examination of audience uses of social media considering differences among Latinos, African-Americans, and people over the age of 35. Overall, the volume provides a timely and innovative look at the business aspects of social media, and it has much to offer scholars, researchers, and students in media and communication, as well as media practitioners.

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how many people use social media: The Social Media Revolution Jarice Hanson, 2016-05-23 Social media shapes the ways in which we communicate, think about friends, and hear about news and current events. It also affects how users think of themselves, their communities, and their place in the world. This book examines the tremendous impact of social media on daily life. When the Internet became mainstream in the early 2000s, everything changed. Now that social media is fully entrenched in daily life, contemporary society has shifted again in how we communicate, behave as consumers, seek out and enjoy entertainment, and express ourselves. Every one of the new applications of social media presents us with a new way of thinking about the economy that supports technological development and communication content and offers new models that challenge us to think about the economic impact of communication in the 21st century. The Social Media Revolution examines the tremendous influence of social media on how we make meaning of our place in the world. The book emphasizes the economic impacts of how we use the Internet and World Wide Web to exchange information, enabling readers to see how social media has taken root and challenged previous media industries, laws, policies, and social practices. Each entry in this useful reference

serves to document the history, impact, and criticism of every subject and shows how social media has become a primary tool of the 21st-century world—one that not only contributes to our everyday life and social practices but also affects the future of business. The coverage of topics is extremely broad, ranging from economic models and concepts relevant to social media, such as e-commerce, crowdfunding, the use of cyber currency, and the impact of freeware; to key technologies and devices like Android and Apple iOS, apps, the cloud, streaming, and smartphones and tablets; to major entrepreneurs, inventors, and subjects of social media, such as Julian Assange, Bill Gates, Steve Jobs, Marissa Mayer, Edward Snowden, Steve Wozniak, and Mark Zuckerberg.

how many people use social media: A Social Media Survival Guide Melody Karle, 2020-02-27 The every person's guide to social media... how to use it and what never to do. Are you trying to figure out how to safely use social media but finding yourself struggling? Here's a book specifically designed to help regular people figure out social media platforms. It begins with a chapter about social media basics: how they normally work, why people use them, and general safety tips. It is easy to get confused by the large number of options that are out there so this book breaks down each major network into its own chapter. Chapters are included for: Facebook, Snapchat, Pinterest, LinkedIn, Instagram, YouTube, Twitter, Reddit, and Tumblr. Because each social media platform has its own rules, benefits, and challenges, each chapter gives a summary of the platform and tells the reader why people use it. Next, each chapter has a glossary of terms to explain language and slang that are used. This will help people who are new to social media learn about terminology like subreddits, retweets, and more. If readers decide to use the platform (or already use it and want to learn more), each chapter guides users through a "how-to" of using each platform. This includes the basic functionality, setting up profiles, settings, and odd features that even current users may not know about. Privacy and safety are also covered, with a platform-specific section devoted to these important issues in each chapter. Two final chapters cover other notable social media platforms that readers might want to know about and archiving tips for saving social media posts and information. This book can help people new to social media, people joining new social media, and people who are already on but want to learn how to better manage and protect their accounts.

how many people use social media: Cognitive Cities Jian Shen, Yao-Chung Chang, Yu-Sheng Su, Hiroaki Ogata, 2020-06-19 This book constitutes refereed proceeding of the Second International Cognitive Cities Conference, IC3 2019, held in Kyoto, Japan, in September 2019. The 37 full papers and 46 short papers were thoroughly reviewed and selected from 206 submissions. The papers are organized according to the topical sections on cognitive city for special needs; cognitive city theory, modeling and simulation; XR and educational innovations for cognitive city; educational technology and strategy in cognitive city; safety, security and privacy in cognitive city; artificial intelligence theory and technology related to cognitive city; Internet of Things for cognitive city; business application and management for cognitive city; big data for cognitive city; engineering technology and applied science for cognitive city; maker, CT and STEAM education for cognitive city.

how many people use social media: Digital Sports Journalism Charles Lambert, 2018-07-06 Digital Sports Journalism gives detailed guidance on a range of digital practices for producing content for smartphones and websites. Each chapter discusses a skill that has become essential for sports journalists today, with student-friendly features throughout to support learning. These include case studies, examples of sports journalism from leading global publications, as well as top tips and practical exercises. The book also presents interviews with leading sport and club journalists with wide-ranging experience at the BBC, Copa90, Wimbledon Tennis, the Guardian and BT Sport, who discuss working with new technologies to cover sports stories and events. Chapters cover: live blogging; making and disseminating short videos; working for a sports club or governing body; finding and transmitting stories on social media; podcasting; longform online journalism. The job of a sports journalist has altered dramatically over the first two decades of the 21st century, with scope to write content across a new variety of digital platforms and mediums. Digital Sports Journalism

will help students of journalism and professionals unlock the potential of these new media technologies.

how many people use social media: Discipling Your Grandchildren (Grandparenting Matters) Dr. Josh Mulvihill, 2020-06-02 You are a grandparent with a passion to impact your grandkids for Christ, but sometimes you struggle to find fun and meaningful ways to disciple them and leave a lasting legacy of faith. Help is at hand in *Discipling Your Grandchildren: Great Ideas to Help Them Know, Love, and Serve God*, in which grandparenting expert Dr. Josh Mulvihill has compiled dozens of suggestions and strategies to help you do just that. With an assortment of actionable ideas--from pragmatic tips on how to better connect with your grandchildren to fun, age-appropriate activities--*Discipling Your Grandchildren* is an invaluable tool chest for grandparents who want to build a biblical foundation, lead by example, and point their grandchildren to Christ. Practical yet powerful, the information, ideas, and best practices shared by Mulvihill can be implemented and adapted in ways that work for your unique grandparenting situation, whether your grandkids are two or twenty, around the corner or across the globe.

how many people use social media: Social Media Marketing Dave Evans, 2012-02-15 Updated with 100 pages of new content, this edition is better than ever In the newest edition of his top-selling book, social media expert Dave Evans bypasses theory to provide you with practical, hands-on advice on developing, implementing, and measuring social media marketing campaigns. In what can be an overwhelming topic, he demystifies the jargon, dispels the myths, and helps you develop an effective, day-by-day plan. Revised and updated with more than 100 pages of new material on all the latest developments, Evans includes new and updated coverage on Facebook, Twitter, and Google+; the latest on listening and analytics platforms; how to incorporate mobile and location-based services like Foursquare and Gowalla into your plan; and more. Helps marketers, advertisers, and small business owners quickly develop effective, practical approaches to social media marketing campaigns Highlights the latest you should know about Facebook, Twitter, and Google+; as well as mobile- and location-based services such as Foursquare and Gowalla Shows you how to track and measure results and integrate that information into your overall marketing plan Features case studies, step-by-step instructions, and hands-on tutorials If you've been seeking ways to break down social media marketing into tasks you can handle and campaigns that deliver, this is the book you need.

how many people use social media: Public Opinion Rosalee A. Clawson, Zoe M. Oxley, 2020-07-21 In *Public Opinion: Democratic Ideals, Democratic Practice*, Fourth Edition, Clawson and Oxley link the enduring normative questions of democratic theory to existing empirical research on public opinion. Organized around a series of questions—In a democratic society, what should be the relationship between citizens and their government? Are citizens' opinions pliable? Are they knowledgeable, attentive, and informed?—the text explores the tension between ideals and their practice. Each chapter focuses on exemplary studies, explaining not only the conclusion of the research, but how it was conducted, so students gain a richer understanding of the research process and see methods applied in context.

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how many people use social media: *The Marketplace of Attention* James G. Webster, 2014-09-05 How do media find an audience when there is an endless supply of content but a limited supply of public attention? Feature films, television shows, homemade videos, tweets, blogs, and breaking news: digital media offer an always-accessible, apparently inexhaustible supply of entertainment and information. Although choices seems endless, public attention is not. How do digital media find the audiences they need in an era of infinite choice? In *The Marketplace of Attention*, James Webster explains how audiences take shape in the digital age. Webster describes the factors that create audiences, including the preferences and habits of media users, the role of social networks, the resources and strategies of media providers, and the growing impact of media measures—from ratings to user recommendations. He incorporates these factors into one comprehensive framework: the marketplace of attention. In doing so, he shows that the marketplace works in ways that belie our greatest hopes and fears about digital media. Some observers claim that digital media empower a new participatory culture; others fear that digital media encourage users to retreat to isolated enclaves. Webster shows that public attention is at once diverse and concentrated—that users move across a variety of outlets, producing high levels of audience overlap. So although audiences are fragmented in ways that would astonish midcentury broadcasting executives, Webster argues that this doesn't signal polarization. He questions whether our preferences are immune from media influence, and he describes how our encounters with media might change our tastes. In the digital era's marketplace of attention, Webster claims, we typically encounter ideas that cut across our predispositions. In the process, we will remake the marketplace of ideas and reshape the twenty-first century public sphere.

how many people use social media: **Look Again** Tali Sharot, Cass R. Sunstein, 2024-02-27 A neuroscience professor and a Harvard law professor team up in this groundbreaking work, based on decades of research in the psychological and biological sciences, that shows how disrupting our routines can lead to seeing, feeling and noticing again--and embracing much-needed change to live happier, more fulfilling lives.

how many people use social media: **Social Media** Graham Meikle, 2016-02-05 Social media platforms have captured the attention and imagination of many millions of people, enabling their users to develop and display their creativity, to empathize with others, and to find connection, communication and communion. But they are also surveillance systems through which those users become complicit in their own commercial exploitation. In this accessible book, Graham Meikle explores the tensions between these two aspects of social media. From Facebook and Twitter to Reddit and YouTube, Meikle examines social media as industries and as central sites for understanding the cultural politics of everyday life. Building on the new forms of communication and citizenship brought about by these platforms, he analyzes the meanings of sharing and privacy,

internet memes, remix cultures and citizen journalism. Throughout, Social Media engages with questions of visibility, performance, platforms and users, and demonstrates how networked digital media are adopted and adapted in an environment built around the convergence of personal and public communication.

how many people use social media: *Understanding Human Information Behavior* Beth St. Jean, Ursula Gorham, Elizabeth Bonsignore, 2021-03-25 This introductory textbook aims to provide undergraduate students in information science and related disciplines with an applied grounding in information behavior. The book's primary focus is to provide explicit links between information behavior and the careers that students will pursue within the information professions. With a deeper understanding of information behavior, students will be better equipped to address the many types of barriers that frequently prevent people from effectively and efficiently accessing, understanding, managing, and/or using the information they need in the "real world." The first six chapters of the book provide students with the fundamental building blocks of information behavior, introduce them to important related concepts, and provide a deep dive into information literacy, digital literacy, the digital divide and digital inclusion. Chapters 7 through 12 introduce students to the scholarly communication system, providing guidance on how to find, read, and critically evaluate information behavior studies. Also explored in these chapters are the various methods used to investigate and understand people's information behaviors. Topics covered include research design, research methods, research ethics, user needs assessment, and human-computer interaction and associated design methods. This part of the book also covers some of the major information behavior models and theories that have been developed to describe, predict, and/or explain people's information behaviors. In chapters 13 through 16, the authors provide an in-depth look into their own information behavior research areas, including consumer health information behavior and health justice; youth information behavior; legal information behavior and access to justice; and information behavior in libraries. In the final chapter, students are first introduced to a wide range of careers within the information professions and then taken along on a deep dive into 10 specific jobs, with a special focus on the thread of information behavior that pervades the roles and responsibilities commonly associated with these positions. Each chapter begins with one or more scenarios illustrating concepts covered in the chapter and ends with discussion questions.

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