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**Summary on common social media platforms and
functions used by young people 2022/2023**



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1 Introduction

This report aims at highlighting the most popular social media platforms among students in Portugal, Cyprus, Romania, and Austria during the academic year 2022-2023. It will focus on the important features and functions of each social media platform.

Facebook:

Description: Facebook is a globally recognized social media platform.

Features and Functions: It allows users to create profiles, connect with friends and family, share updates, photos, and videos. It offers features like news feed, groups, events, and marketplace.

Instagram:

Description: Instagram is a visual-centric platform for sharing photos and videos.

Features and Functions: Users can create profiles, post photos and videos, follow others, and engage with content through likes, comments, and direct messages. Instagram also offers features like Stories, Reels, and IGTV.

YouTube:

Description: YouTube is a leading video-sharing platform.

Features and Functions: Users can upload and watch videos, subscribe to channels, like and comment on videos, create playlists, and interact with creators. YouTube offers various content genres, including music, tutorials, vlogs, and entertainment.

TikTok:

Description: TikTok is a popular short-video platform.

Features and Functions: Users can create and share short videos, add effects and music, explore trending content, and engage with others through likes, comments, and duets. TikTok's algorithm provides personalized content recommendations.

NOTE: The social media landscape among students in Portugal, Cyprus, Romania, and Austria for the 2022-2023 period is diverse and dynamic. Facebook, Instagram, YouTube, TikTok are the most used social media platforms each offering unique features and functions that cater to different communication and content sharing preferences.

Snapchat



Description: Snapchat is a multimedia messaging app.

Features and Functions: Users can send photos and videos (snaps), which disappear after being viewed. Snapchat also offers features like Stories, Snap Map, and filters. It emphasizes real-time and ephemeral communication.

WhatsApp



Description: WhatsApp is a messaging app known for its instant messaging and calling features.

Features and Functions: Users can send text messages, make voice and video calls, share photos, videos, documents, and location. WhatsApp supports individual and group conversations, and it has end-to-end encryption.

NOTE: Snapchat and WhatsApp are among the most used messaging apps.

This summary provides an overview and analysis of four popular social media platforms: Facebook, Instagram, YouTube and TikTok. These platforms have gained significant global prominence and have had a profound impact on social interactions, content creation, and user engagement.

2 Facebook

Facebook, founded in 2004, remains one of the largest and most influential social media platforms worldwide. It boasts over 2.8 billion monthly active users as of September 2021. Facebook enables users to connect with friends and family, share content, join communities, and discover news and events. The platform has faced criticism regarding privacy concerns and its role in spreading misinformation.

Facebook is a popular social media platform that offers a range of features for users to connect, share, and engage with content. While the primary aim is to create a positive and inclusive environment, Facebook recognizes the need to address and mitigate inappropriate or harmful content. To that end, it provides users with various reporting options to report such content.

Here is a summary of Facebook's features and reporting options:

News Feed: Facebook's News Feed is a personalized stream of content, including posts, photos, videos, and articles, from friends, pages, and groups you follow.

Profile and Timeline: Users can create personal profiles and timelines to share information about themselves, such as photos, posts, and updates.

Friends and Connections: Facebook allows users to connect with friends, family, and colleagues, enabling them to share content, exchange messages, and stay updated on each other's lives.

Pages and Groups: Users can create or join pages and groups based on their interests, hobbies, or causes, allowing them to engage with like-minded individuals and communities.

Messenger: Facebook's messaging platform enables users to communicate with their friends and contacts through text messages, voice calls, video calls, and multimedia sharing.

Reporting Inappropriate Content: Facebook provides several reporting options to flag and report inappropriate or harmful content. These reporting mechanisms help ensure a safer and more respectful environment. Some of the reporting options include:

a. Reporting Posts: Users can report individual posts, whether they contain offensive language, hate speech, violence, nudity, or other types of inappropriate content. The reporting feature is accessible via a drop-down menu on each post.

b. Reporting Profiles and Pages: If a user encounters a profile or page that violates Facebook's community standards or terms of service, they can report it using the available reporting tools. This can be done through the profile or page itself or by accessing the "Report" option on the user's account.

c. Reporting Messages: In case of inappropriate or abusive messages received through Facebook Messenger, users can report those messages individually by tapping on the message and selecting the "Report" option.

d. Reporting Photos and Videos: Users can report individual photos or videos that contain explicit content, harassment, or other forms of inappropriate material. This reporting option is available through the photo or video itself.

Privacy and Safety Settings: Facebook offers extensive privacy and safety settings that allow users to control the visibility of their posts, manage who can contact them, and customize their overall experience on the platform.

It's important to note that Facebook takes reported content seriously and has teams dedicated to reviewing and taking appropriate action on reported items. However, due to the vast amount of content shared on the platform, response times may vary. Users are encouraged to report any content they find inappropriate to help maintain a positive and safe online environment.

3 Instagram



Instagram is a popular social media platform known for its visual-centric approach, allowing users to share photos and videos with their followers. While Instagram strives to foster a positive and safe community, it recognizes the need to address and tackle inappropriate content.

Acquired by Facebook in 2012, Instagram has emerged as a popular photo and video sharing platform. It focuses on visual content, allowing users to express themselves through images and short videos. With over 1 billion monthly active users, Instagram has become a hub for influencers, brands, and businesses to showcase their products and engage with their audience. It offers features such as Stories, Reels, and IGTV to enhance user experience.

Along with various features for sharing photos and videos, Instagram provides options for reporting inappropriate content, ensuring a safer and more positive user experience.

Here is a summary of Instagram's features:

Profile and Feed: Users can create personal profiles and curate a feed of photos and videos to share with their followers. The feed displays content from accounts users follow, offering a visually engaging experience.

Stories and Highlights: Instagram's Stories feature enables users to share ephemeral content that disappears after 24 hours. Highlights allow users to save and showcase their favourite Stories on their profile for longer durations.

Explore: The Explore tab on Instagram provides users with a curated selection of content based on their interests, trending topics, and accounts they follow. It allows users to discover new accounts and engage with a broader community.

Direct Messaging: Instagram offers a messaging feature called Direct, which allows users to have private conversations, share photos and videos, and engage in group chats.

IGTV and Reels: IGTV enables users to share long-form vertical videos, while Reels offers a short-form video format with creative tools for editing and adding effects. Both features provide additional ways to express creativity and engage with the audience.

Here are the key features of Instagram, with a specific focus on reporting inappropriate content:

Instagram provides various reporting options to report inappropriate or harmful content, empowering users to contribute to a safe and positive community. Here are some reporting mechanisms:

a. Reporting Posts and Comments: Users can report individual posts or comments that violate Instagram's community guidelines. The reporting feature can be accessed through the post or comment itself, with options to flag for reasons such as harassment, hate speech, violence, or explicit content. Reporting can be done anonymously, and the process is straightforward. Users can report content for various reasons, such as bullying, harassment, hate speech, nudity, violence, or intellectual property infringement.

b. Reporting Profiles: If a user encounters an Instagram profile that violates the platform's guidelines or terms of service, they can report it. Reporting options can be found on the profile itself or by accessing the "Report" feature on the user's account.

c. Reporting Messages: Inappropriate or abusive messages received through Instagram Direct can be reported individually. Users can access the reporting option by tapping on the message and selecting the appropriate action.

d. Reporting Stories, Reels, and IGTV: Users can report individual Stories, Reels, or IGTV videos that contain explicit content, harassment, or other forms of inappropriate material. Reporting options are available within the respective content.

e. Reporting Private Accounts: Instagram also allows users to report private accounts if they encounter suspicious or inappropriate behaviour. This option is particularly useful when dealing with unwanted messages or potential privacy breaches. Users can report private accounts for various reasons, such as impersonation, inappropriate content, or suspicious activities.

f. Reporting Impersonation: Instagram has specific mechanisms to report impersonation or fake accounts. Users who come across accounts pretending to be someone else, such as celebrities or public figures, can report them for violating Instagram's policies. This helps maintain the authenticity and integrity of user accounts on the platform.

g. Feedback and Appeals: After reporting content, users can provide additional details and feedback to support their report. Instagram also offers an appeal process for users who believe their content was mistakenly removed or their account was unfairly penalized. This mechanism ensures a fair and transparent approach to content moderation.

h. Safety Features: In addition to reporting, Instagram provides safety features like comment filters, keyword blocking, and the ability to restrict or block specific users. These features allow users to customize their experience and control the type of content and interactions they encounter on the platform.

i. Privacy Settings: Instagram offers privacy settings that allow users to control the visibility of their posts, manage who can interact with their content, and block or restrict accounts that engage in inappropriate behaviour.

Instagram takes reports seriously and has dedicated teams that review and take appropriate action on reported content. Response times may vary due to the volume of reports received. Users are encouraged to report any content they find inappropriate to help maintain a safe and welcoming environment on the platform.

j. Reporting Options: When reporting a piece of content, Instagram offers a range of reporting options to best describe the issue. This ensures that the reported content is appropriately categorized and handled by Instagram's moderation team. The available reporting options may include categories like harassment or bullying, nudity or sexual content, violence or dangerous organizations, hate speech or discrimination, and more.

Instagram's commitment to user safety is evident through its reporting system and the various tools provided to combat inappropriate content. By reporting and actively participating in maintaining a positive environment, users can contribute to a safer and more enjoyable experience for all Instagram users.

4 YouTube YouTube

Launched in 2005, YouTube is the leading video-sharing platform. It has revolutionized the way people consume and create video content. With over 2 billion logged-in monthly active users, YouTube offers a wide range of content genres, including music, tutorials, vlogs, and entertainment. It has provided opportunities for creators to monetize their content through advertising and membership programs. However, concerns have been raised regarding copyright infringement, algorithmic recommendations, and moderation of harmful content.

YouTube is a popular video-sharing platform that allows users to discover, watch, and share a wide variety of videos. It offers a range of features for content creators and viewers alike, while also providing reporting options to address inappropriate or harmful content.

Here is a summary of YouTube's features with a focus on reporting inappropriate content:

Video Sharing and Discoverability: YouTube enables users to upload and share videos on the platform. It offers a vast library of videos covering diverse topics, including entertainment, education, music, tutorials, and more. Users can explore content through search, recommendations, trending videos, and subscribed channels.

Channels and Subscriptions: Content creators on YouTube can create their own channels, where they can upload videos, engage with their audience, and build a subscriber base. Viewers can subscribe to channels to receive updates when new content is published.

Comments and Interactions: YouTube allows users to leave comments on videos, facilitating conversations and engagement between creators and viewers. Users can also like, dislike, and share videos, as well as create playlists of their favourite content.

Live Streaming: YouTube offers live streaming capabilities, enabling content creators to broadcast events, performances, and real-time interactions with their audience.

Reporting Inappropriate Content: YouTube provides multiple reporting options to address inappropriate or harmful content. Users can report content that violates YouTube's community guidelines or terms of service. Here are the reporting mechanisms available:

a. Flagging Videos: Users can report specific videos that contain inappropriate content, such as hate speech, harassment, violence, or explicit material. The reporting feature is accessible through the video's three-dot menu or the "More" tab below the video player.

b. Reporting Comments: If users come across comments that are offensive, abusive, or spammy, they can report them individually. The reporting option can be found by clicking on the three dots next to the comment.

c. Reporting Channels: If a user encounters a YouTube channel that consistently violates community guidelines or terms of service, they can report the entire channel. The reporting option is available on the channel's "About" page or by clicking the flag icon beneath one of the channel's videos.

d. Additional Reporting Tools: YouTube provides additional reporting tools for specific issues like harassment, impersonation, privacy concerns, or copyright infringement. These options can be accessed through the YouTube Help Centre or the "Report a problem" feature.

Privacy and Safety Settings: YouTube offers privacy and safety settings that allow users to manage their viewing history, restrict certain content, and control their overall YouTube experience. Users can customize their content recommendations and decide whether to make their own videos public, private, or unlisted.

YouTube takes reports seriously and has systems in place to review and take appropriate action on reported content. However, due to the vast amount of content on the platform, response times may vary. Users are encouraged to report any inappropriate or harmful content they encounter to help maintain a safe and respectful community on YouTube.

5 TIKTOK



TikTok, founded in 2016, has quickly gained popularity, particularly among younger audiences. The platform allows users to create and share short videos, often accompanied by music and creative effects. TikTok has been praised for its algorithm, which provides personalized content recommendations. It has become a space for viral challenges, trends, and user-generated content. However, TikTok has also faced scrutiny over privacy concerns, content moderation, and its influence on user behaviour.

TikTok is a popular short-form video-sharing platform that allows users to create, share, and discover a wide range of creative content. It offers a unique and engaging user experience, and it also provides reporting options to address inappropriate or harmful content.

Here is a summary of TikTok's features:

Video Creation and Editing: TikTok enables users to create and share short videos, typically ranging from a few seconds to one minute. The platform provides a variety of creative tools, effects, filters, and music options to enhance video content.

For You Page (FYP): TikTok's algorithm recommends content to users based on their preferences and interactions. The For You Page (FYP) displays a curated selection of videos tailored to each user's interests, allowing them to discover new content.

Following and Interactions: Users can follow other accounts to stay updated with their content and engage through likes, comments, and shares. TikTok also offers features like duets and stitches, allowing users to collaborate and interact with other creators' videos.

Discover and Trending: TikTok's Discover tab provides users with trending videos, challenges, and popular hashtags, allowing them to explore and engage with the latest trends on the platform.

Reporting Inappropriate Content: TikTok provides reporting options to address inappropriate or harmful content and maintain a safe community environment.

Here are the reporting mechanisms available:

a. Reporting Videos: If users come across a video that violates TikTok's community guidelines, they can report it. The reporting feature is accessible by clicking on the share icon below the video, selecting "Report," and choosing the appropriate reason for the report, such as nudity, hate speech, violence, or harassment.

b. Reporting Accounts: If users encounter a TikTok account that consistently violates community guidelines or engages in inappropriate behaviour, they can report the account. Reporting options can be found on the user's profile page or in the "Report" feature accessed through the three-dot menu.

c. Additional Reporting Tools: TikTok provides additional reporting tools for specific issues, such as impersonation, privacy concerns, self-harm or suicide content, or copyright infringement. These options can typically be accessed through the platform's Help Centre or support channels.

Privacy and Safety Settings: TikTok offers privacy and safety settings to help users manage their account security, control who can interact with their content, and filter or restrict certain types of content. Users can also enable features like comment filters to limit or block specific comments on their videos.

TikTok takes reports seriously and has processes in place to review and take appropriate action on reported content. However, response times may vary due to the volume of reports received. Users are encouraged to report any inappropriate or harmful content they come across to help foster a safe and positive community on TikTok.

6. CONCLUSION

Facebook, Instagram, YouTube, and TikTok have become integral parts of the modern social media landscape. These platforms have transformed communication, content creation, and entertainment, reaching billions of users worldwide. While they have provided new avenues for expression and connection, challenges such as privacy, misinformation, content moderation, and algorithmic transparency persist. It is essential for these platforms to prioritize user safety, address societal concerns, and adapt to evolving user expectations as they continue to shape the digital landscape.



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