

Smartphones boost sharing of photos, videos: survey

WASHINGTON, USA: Smartphones are giving a big boost to posting of photos and videos, according to a study released on Monday, 28 October.



More people are sharing images. Image: Wiki Images

The Pew Research Centre survey found 54% of US Internet users now post original pictures or videos online, up from 46% last year.

And 47% of them repost images or videos they discover online, the survey found.

Much of this growth came from people using smartphone apps like Instagram or Snapchat, according to Pew researchers.

This survey found that 92% of Americans own a cell phone and 58% own a smartphone. Some 18% of cell phone owners use Instagram and nine percent use Snapchat to share images or videos.

"Sharing photos and videos online adds texture, play and drama to people's interactions in their social networks," said Pew Internet's Maeve Duggan, author of the report.

"This all adds up to a new kind of collective digital scrapbook with fresh forms of storytelling and social bonding," she said.

The survey found that women are more active sharers than men: Some 59% of women post photos and videos they have taken themselves, compared with 50% shared by men.

Likewise, 53% of women share some of the content they found elsewhere, compared with 42% of men.

Among those in the 18 to 29 age group, 81% have uploaded original content and 68% have reposted photos or videos.

Some 26% of cell owners in this age group use Snapchat, while 43% use Instagram.

"A lot of photo- and video-sharing is happening on social media, where women are historically more likely to be users," said Duggan.

"In terms of mobile, young people have always been early and eager adopters of new apps and platforms for sharing," she added.

Source: AFP via I-Net Bridge

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