

## Uses and Consequences of Social Networking

**Table 4.1** Who Uses Social Networking Sites

All Internet Users	74%
a. Men	72
b. Women	76
a. 18–29	89
b. 30–49	82
c. 50–64	65
d. 65+	49
a. High school grade or less	72
b. Some college	78
c. College+	73
a. Less than \$30,000/yr	79
b. \$30,000–\$49,999	73
c. \$50,000–\$74,999	70
d. \$75,000+	78

Source: Pew Research Center (2016).

### Engaging With Sociology

- Among the demographic variables of age, education, and income, which one has a significant impact on who uses social networking sites?
- How does the impact of historical time period on the socialization process help explain the differences in social media usage described in the table?
- Describe the possible impacts of the increased use of social networking sites. How might it affect the socialization of future generations?
- How has your own use (or not) of social networking sites influenced (a) with whom you interact and (b) how you communicate with people? (Or if you do not use social networking sites, discuss how your nonuse of such sites has impacted your relationships with those who do.)
- Overall, do you think the increase in the use of social networking sites has had more of a positive or negative impact on (a) your own life and (b) your society? Why?