Trabajo Fin de Grado

Do young people make responsible use of social networks?

Autor/es

Miguel Peraita Mata

Director/es

Elena Fraj Andrés

Facultad de Economía y Empresa

Curso 2020/2021

Autor del trabajo: Miguel Peraita Mata

Director del trabajo: Elena Fraj Andrés

Titulación: Administración y Dirección de Empresas en inglés

Título: Do young people make responsible use of social media?

ABSTRACT

The aim of this paper is to analyze how responsible young people are within social media. To do this, I have explained in-depth what social networks are, the concept of responsible consumption both outside and inside the networks and have drawn conclusions on how they act and should do it to be responsible.

I want to observe if young people, especially the ones between 16-24 years old are actually aware and conscious of all the dangers and problems arising from social media, as well as assessing their usage and their accountability within them. In order to do that, I have broadly explained the concepts above-mentioned and its major significance on youth.

For the analysis of this marketing research, a focus group and a survey have been developed, where the results obtained in relation to the general objective, to see the level of responsibility of young people on social media, allowed me to declare that there is a responsible use, having of course still a long way to go, not only for the existing problems in the social media, but also for those that are about to arise. This general objective has been achieved through small objectives that were key pieces to have a more consistent response, such as their time of use which is worrying high, their way of being informed that clearly depends on the interest of the user or their awareness, where they got a general positive attitude.

RESUMEN

El objetivo de este trabajo es el de analizar como de responsables son los jóvenes dentro de las redes sociales. Para ello, he explicado en profundidad lo que son las redes sociales, el concepto de consumo responsable tanto fuera como dentro de las redes y he sacado conclusiones de cómo actúan y deberían actuar para ser responsables.

Quiero observar si los jóvenes, especialmente los que tienen entre 16 y 24 años, son realmente conscientes y conocen todos los peligros y problemas derivados de las redes sociales, así como valorar su uso y su responsabilidad dentro de las mismas. Para ello, he explicado a grandes rasgos los conceptos mencionados y su mayor importancia en la juventud.

Para el análisis de esta investigación de marketing, se ha desarrollado un focus group y una encuesta, donde los resultados obtenidos en relación al objetivo general, ver el nivel de responsabilidad de los jóvenes en los medios sociales, me ha permitido considerar que existe un uso responsable, teniendo por supuesto todavía un largo camino por recorrer, no

solo por los problemas existentes en las redes sociales, sino también por los que están por surgir. Este objetivo general se ha conseguido a través de pequeños objetivos que fueron piezas clave para tener una respuesta más consistente, como su tiempo de uso que es preocupantemente alto, su forma de informarse que depende claramente del interés del usuario o su concienciación, donde obtuvieron una actitud general positiva.

INDEX

Figures' Index

Table's Index

Graph's Index

INTRODUCTION

Social media has been already present in our society for a while. It was around 2005 when somebody started to use them on a useful and effective way of communicating and contacting with their relatives. Nowadays, it's something much larger, with a load of features and options that allow their users to do whatever they think it's possible, (from buying chocolate from a Japanese factory being a Spanish citizen to keep a close contact with your Argentinian cousin while you are living in Moscow). All these astounding options internet and its software's give us are just the summit of globalization, which is the growing interdependence of the world's economies, cultures and populations, brought about by cross-border trade in goods and services, technology and flows of investment, people and information (PIIE, 2018).

However, social media has intensified both the benefits and the problems arisen from them. It's paramount to let people understand how important is to make a responsible use of them which will directly allow to reach huger and advanced profits, in relation with its users, technology, environment and the society as a whole.

The objective is to bind this general responsible consumption with social media but more especially with the youth. The power residing in youngsters is the path towards a world which is safer and better thanks to social media as they are the ones more involved in them, being their main informative source and the place where they are connected uninterruptedly.

OBJECTIVES

The main objective of my research is to measure the responsible use within social media of young people between 16 and 24 years old in the region of Aragón.

Of course, to reach this goal I have explained certain concepts so that the reader understands well what I am referring to and what I consider important in a responsible sense within social media, as it is a super broad topic.

This is the general goal and to achieve it through an empirical study, in the methodology part, I did a quantitative and qualitative research, thus a focus group and a questionnaire,

where I divided this objective into different sub-aims which allowed myself to obtain concise results in different areas of social media to draw clear and over-all conclusions. These purposes were the following: 1) Most used social media apps and their daily usage, 2) How social media influence them and how they inform themselves, 3) To explore how responsible and aware they feel, 4) Investigate their position towards privacy and the conditions and terms of use, 5) Research on which kind of content they post on social media and how they feel about it, 6) Youth's awareness towards immoral acts within social media and 7) Analyze their reaction to two innovative features within social media.

All these mini-targets have led my project towards a reasoned response of how youth use social media and if they are actually responsible within them.

STRUCTURE

In order to reach this purpose, the work is organized as follow: first, we have the review of literature where I vastly explained what social media is, its history since its beginning, the most famed apps which are the ones I use on my methodology and the benefits and difficulties arising in social media, where the most affected ones are the youth, due to their hyperconnectivity and how they have born with them. In the literature too, I explicated the concept of responsible consumption, inside and outside of social media, as it's a really important notion nowadays and it's one of the main points of the project. I made a definition of it, I clarified the concept of Corporate Social Responsibility, the value and conscience companies should do to the gathering of personal data, as a breach of it is really damaging for the firm or a social media app. I referred to the conditions and terms of use and to the privacy within social media. In the last point, I relate both concepts, even though they were already linked it's focused on giving more examples and details on the basis of large studies and projects towards this responsible use on youth.

In the second part, I made an investigation towards this range of age (16-24) in the region of Aragón through a focus group, which permitted myself to do a better and more concise questionnaire, with the aim to represent the region and compare with others. In this section, I made many questions regarding their use, their awareness, their knowledge inside social media, etc., which drove me to the las point, the conclusion of my project where I gave an assumption based on the results obtained and on how these could be used in the advent and how young people really are responsible and care about social media.

LITERATURE REVIEW

As stated on the index and with the explanation aforementioned, the three blocks I am going to write in-depth are social media, responsible consumption and the relationship of both terms on youth. I expect to be as accurate as possible to ensure that the reader will understand the point/idea I want to reach with this report.

Social Media:

Everyone nowadays knows social media, for one reason or another, people know how this technology phenomenon have reached our lives. But, before breaking down gradually the way it functions, I will make a route from its beginning to the present.

Social media, "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of usergenerated content" as defined by Kaplan and Haenlein (2010) was created further back in history but we are going to focus on the advent of social media.

In 2003, after the appearance of blogging, some sites started to become increasingly famous like Myspace, YouTube or LinkedIn, allowing the users of these sites to a wholenew level of communication due to its ability to share info, interact and much more content in form of videos or articles. It's in 2006, where two of the biggest social media apps appeared, Facebook and Twitter, remaining on the top 15 years after.

Afterwards, the evolution became exponential due to the development of mobile phones (smartphones), the democratization of prices and the access to high velocity mobile surfing, making a very strong bond between user and the network. This was basically the essence of social media, to read and tell stories on an interactive way.

The big expansion happened around 2013, where there were a lot of apps already existing but there were clearly the famous ones who set the path of "know-how" innovate or modify something regarding the future. What occurred was that the different apps mentioned before started to mix between them and to take out features from the others, so Facebook was "twitterized" or vice versa.

In these years, there were several messaging apps like WhatsApp or Telegram, but Facebook as the reigning one, decided to buy WhatsApp in 2014 which enhances even more the chatting world with social media, making it one.

Since then, messaging apps were widely accepted as part of social media as people started using these apps in the same way as Facebook, sending videos, images, texts or audio content on a more communicating way and everyone was using these kinds of apps too.

Currently, this hasn't differed a lot but many amendments and modifications have been implemented (Artificial Intelligence, fingerprint, virtual assistance) to ease the way people use social media. The current famed social media apps are: Facebook, Twitter, TikTok (galactic increase), WeChat (this one won't be examined as its current market is mainly Asian population), WhatsApp, LinkedIn or YouTube (Figure 1).

Figure 1: The world's most used social platforms
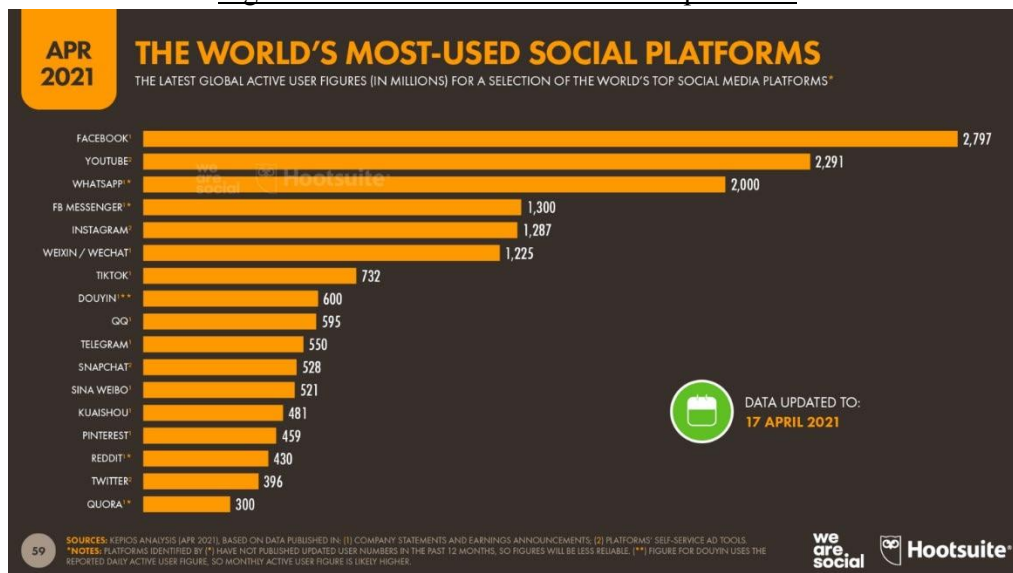
Source: (Hootsuite, 2021)

Looking forward, we don't know which app could make a niche for itself but we know it's about what people want, the trends and the ability to adapt to success in such a fastmoving world (Hussan, 2012).

The apps above-mentioned have different uses (photos, messages, videos, etc.) and almost all of them share some common features. Currently, the average person has 8.6 social media accounts in 2020, from 4.8 in 2014 (Dean, 2020).

The biggest one, Facebook, accounts with more than 2 billion user world-wide and it's mainly used to share content, interact with your friends and react to some newly-info appearing in your feed.

Twitter for example is considered a micro-blogging social media where people submit their mood, what has just happened to them, or some content they think it's appropriate to upload to Twitter.

YouTube is a video-content social network where interaction is only done through commentaries but it has a big name all over the world as it's the main site to watch a video (countless number of videos). It's well-thought-out the second biggest social media nowadays based on the number of users and it has a huge influence on youth due to quantity of influences or vloggers who upload videos here, making easy to find someone who fits your thoughts or you simply like watching. Its main use is not to interact but to watch videos.

TikTok is a short video sharing application that allows users to create and share 15-second videos on any topic. It's the fastest growing social media app nowadays since it was overtaken by the Chinese company ByteDance (Fernández, 2021).

Whatsapp is the main messaging app in the world, where people can send a text message, photo, video, audio or location to their friends, only requires to have the phone number of the other person.

LinkedIn was one of the social media pioneers where its main issue is to incite people to log in with the aim to find a job for them, to put professionals in contact with others, or with companies. But its purpose is not only to look for work, on LinkedIn, you can find ideas, people to do business with or promote your service, product or knowledge on any topic.

Finally, we have Instagram, which was also bought from Facebook in 2012 (Sasso, 2021). It's a video/photo sharing-app where people upload their content, allowing people to interact with them, having more than 1 billion users around the world. It has a big interactive impact through its messaging direct, and the possibility to comment on photos and stories (temporary content which last 24 hours).

To contrast this information, I want to point out the fact that youth now tend to socialize through social media. However, our parents got a much different world where technology

had just begun and there were no social networks, so everything was much more human and the chances of meeting someone from anywhere in the world were conditioned to call on the phone or send a letter, which was fairly more difficult in comparison.

After showing the evolution of the networks and the most used apps, it is important to give way to the revolution that these new technologies have created and therefore the advantages and disadvantages that are clearly seen in this conglomerate of social platforms.

Throughout time, there have been problems and solutions to which momentary answers have been found to heal the wound, but the reality is that technology has not stopped growing at any moment, thus we can see boons and banes that have been built on a wall that is difficult to break, so the objective is really to educate from a very young age about everything the social media offer us both in a positive and negative sense.

I would like to start with the advantages, which are plenty of them. One of the main pros that networks have today is the power of information that allows each individual within them to keep up to date with the latest news of whatever the content, whether it is about the people you are interested in, your friends or breaking world news, later we will see the other side of the coin in this case.

A strength that has been boosted by, as we know that every cloud has a silver lining, is about the pandemic COVID-19. This world-wide virus has wreaked havoc in every place of the earth and is still ongoing with more than 3 million deaths, even though the vaccine has been found and it has already started to be implemented on people. So, this pandemic got in our case a national quarantine for more than 2 months where people need to find solutions to their job-less situation at the moment. The appearance of telecommuting provided an escape route for people who, for health reasons or whatever, had to stay at home. This new way of working arrived to stay, and there are currently abundantly job offers through social media apps like LinkedIn, where the main requirement for the occupation is to work from home, to avoid a big movement of people, consequently a lower possibility of contract the virus (Madsen, 2021).

Continuing with the benefits of social media, one of them is that distance is broken which means you can chat or know people, thank to plenty of apps, from anywhere in any moment, this leads also to ken people who can be like-minded for you as you can perceive on their own description their tastes and dislikes, it allows people to find what they are

searching for, more intensively on youth, as they are connected on a 24/7 basis, they have more options to find what they expect.

Contrasting this improvement, as quoted by González and Martínez (2018) it is evident that our emotions are increasingly conditioned by social networks; and this leads to a limitation of personal maturity, as emotional depth is lost through a screen. Young people believe that you can know a person completely without knowing them physically. This is a great fallacy, there is nothing more emotional than a face-to-face relationship, as emotions have a great expressive component that is lost through a social network, using networks as a support, not as a substitution, leads to a fuller emotional life.

The immediacy is also an appropriate feature which can be seen as a strong quality of social media where thanks to some platforms like Twitch, Facebook or even Twitter you can stream online what you are doing on live, something to which people are more and more addicted to (Sidhardhan, 2018).

Another advantage we can see today is the dizzying speed at which things happen on social networks, you can go viral for a post you have uploaded, seeing your followers increase and getting more engagement on the platform in question, and the next day everything goes back to normal and you are no longer trendy. There are signs that trends are going to change almost daily (López, 2018).

Referring to this frenetic rhythm, we can also find every day something that inspires us through the networks, in the same way that we are subjected to an immense amount of personalized advertising that works strongly in our subconscious and that with just two touches on the touch screen, allows us to make a purchase, due to some functions like the fingerprint, Face ID or credit card's credentials already saved in the smartphone. This could be seen as something both positive and negative, because it encourages a fast and thrifty consumerism, and the purchase that makes us happy today, it will be nothing tomorrow. This is because young people and everyday more elder ones are neophiliacs, addicted to novelty, they superimpose any instance of something new on a traditional and valuable information that is unlikely to be biased.

There are two points which are of high relevance to the importance of friendship thanks to social networks: they allow us to keep in touch with the people we love or to retrieve the relationship with a friend we didn't keep track of, something unthinkable a little more than a decade ago.

Last but not least, it is worth noting the increasingly positive impact that social media is now having on social awareness, with issues such as feminism, racism and mental health being the order of the day (Ye et al, 2019).

These movements aim to socially include all kinds of discriminated groups and to talk about issues that until now have been more tabooed but they are starting to be unleashed in a way that should have been done years ago. Social networks are very important here as there are social media apps created specifically for groups that have suffered more discrimination such as Grinder for homosexual people which is a blind dating social page or trending topics in twitter where people discuss about these kinds of problems, giving more vision to these victimized groups.

After giving all these profitable characteristics social media give out to current users, it has also a several quantities of problems corresponding to a high addiction and misuse of it.

First hinder which can be appreciated is the vast amount of fake information which is surfing around the network. To avoid this fake news or false information, it's advisable to look out for more than one source the information referred to. This happens due to the ability of every user to post every kind of content or information which could confound the reader (Talwar, 2020).

The next problem arising from the social media is one of the most heated nowadays since almost everyone knows a case from identity theft, phishing, bank data theft or cyberbullying. Situations which should be exceptions but every day seem to be more normalized. The reason why these kinds of circumstances occur is due to a lack of knowledge in the use of networks, which makes it easier for cybercriminals to get what they want (Ahmad, 2021).

I will give a concise and clear definition of all these cyber scams to make people more aware of the problem:

Identity theft happens when someone is impersonating you on social media, using your name and photos against you either to spread a malicious link that has nothing to do with the person concerned or simply out of envy or wrongdoing. Social media apps are concerned about this, and try to ask its users to privatize their personal data to avoid it.

Phishing is based in the crime of tricking people into sharing confidential information (e.g., credit card number). This is done using a tactic where the offender poses as a trusted entity, where he/she asks via email, a message where he tries to instill fear on the reader, by making the reader enter a link which is a mirror website of the original firm, where you will have to fill in your bank details and if you are so naive as to fall for it, this criminal will receive the necessary information and his robbery will have succeeded. People are already documented about this and fewer and fewer are falling for it. This could be directly exemplified as a bank data theft (Frulinger, 2020).

The last one is cyberbullying, where people around social media harass or insult somebody with the aim of making him/her feel bad, which can lead to mental problems, marginalization or even in the worst cases suicide. This has to do with a lack of education, empathy, where the bullied person is outside of the canons or simply not to the liking of the bullying group.

At the same time this disease can happen, we can't forget about the numerous disorders SNs are creating on people like anxiety, depression, loneliness or self-harm, backed by multiples studies which encounter a strong link between both (Robinson and Smith, 2020).

Regarding the fact above, we can write down how this pressure on social media may act as stated by (Chaudhuri, 2012; Bearden and Etzel, 1982; Udorie, 2015). As Chaudhuri (2012) notes, *"Social networking is the new peer pressure."* Social pressure may emerge when people attempt to identify with reference groups to enhance their images in the eyes of important others (i.e., *"value expressiveness influence"*) (Bearden and Etzel, 1982). It also may occur when people attempt to comply with others' expectations to gain rewards or avoid punishments (i.e., *"utilitarian influence"*) (Bearden and Etzel, 1982). Because SNs connect users on a 24/7 basis, SNs concerns have become a major issue; reports show that many teenagers are under significant social pressure when engaging in SNs (e.g., to wait for people to comment, to always be liked, to fit in with others posting on social media) (Chaudhuri, 2012). Teenagers are often so emotionally invested in SNs that *"a fifth of secondary school pupils will wake up at night and log on, just to make sure they don't miss out"* (Udorie, 2015). Teenagers' SNs concerns may stem from a fear of missing out (FOMO) or of being excluded; such fears may lead to self-hatred or bullying.

Outside of this, we got another major problem that social networking has caused, especially among young people, called nomophobia, which is defined as a disorder of the modern world caused by the non-availability of the mobile phone, PC or any other virtual communication device available that creates discomfort, anxiety, irritability, etc., in individuals who use them habitually (Wikipedia, 2011). This problem is growing rapidly due to the pandemic situation which needs social distance so people tend to be more focused to the smartphone than to the reality they live in and to the underwhelming growth technology is achieving every year, increasing the dependency to these devices, especially in the youth.

The way young consumers see the world of social media could be described as monkey see, monkey do. There is an air of jealousy, personality-less pattern where the widely held of the youth want just to demonstrate how cool are things going for them, through a post on Instagram, a change on the Facebook's status for example just to try to cause emotions on other people, without actually thinking these feelings are beneficial for them (Bisgould, 2018).

A study conducted by the Chicago Booth School of Business pointed out five years ago that Facebook, Twitter and other social networks are more addictive than tobacco or alcohol because, among other things, they are easy and free to access and it doesn't directly damage human's health. (Robertson, 2016). It's important to highlight how this factor tend to affect more on youth as they know themselves on a lesser extent and may have a lower emotional management, thus suffering a higher addiction.

The psychosocial profile of a young person towards social networks, based on a study carried out in Girona, Spain, (Malo et al, 2018) defined their personality as people with high neuroticism, impulsivity, lower family, academic and emotional self-concept, as well as seeing a high use of social networks in their family members and not having rules for use in their social profile (Malo et al, 2018).

Last but not least, social media can create some problems while finding a new job as everything we post on SNs stay for eternity (digital footprint). e.g., a company where you have made an interview, if it wants to know more about you, it will search for your name on google where some compromising information could appear that may ward off you from the job. This is called context collapse and can be dodged by taking care of your

privacy settings on social media. In the next block, I will go deeper on this data protection issue and responsibility (Bartz, 2020).

Responsible consumption:

Responsible consumption focuses on the selection, use and provision of goods (and services). Responsible consumption shields the earth's sources, sinks and groups while improving the value of life for the distinct consumer and society as a whole. It addresses social fairness, human rights, poverty, globalism and feasible ecosystems (Salonen, 2013).

Responsible consumption is a form of consumption that considers the fundamentals of sustainable development. Put differently, it is a form of consumption that is profitable taking into account 3 different pillars, without a specific order. First, it benefits the economy, especially the local economy, as it permits the trade of goods and services, promoting the agents involved in these exchanges. Secondly, it has a helpful impact on society, as the products or services purchased are connected to a workforce with fair wages and working conditions and are also positive for the buyers (on issues such as health). Finally, a responsible consumer also recognizes the impacts associated with the different stages of products (from their production, transportation and disposal) and tries to buy those that have a lower impact.

Apart from this general definition of responsible consumption, the objective of the report is to see how people but particularly youth have a responsible consumption in their lifestyle towards the environment, society but especially, on social media.

Based on a study, it's shown that the youngsters are the ones with a higher perception of responsible consumption and that it's not the demographic variables which influence them but their attitude and beliefs towards this (Palacios et al., 2020). People who are more emotionally engaged have a higher perception on the issue as they have more capacity to solve social problems (perceived consumer effectiveness). It can be argued that more than 3 quarters of the people in the sample are considered responsible consumers, so we can extrapolate the results to agree that there is a willingness to further investigate and promote responsible consumption.

Considering these facts as a brief summary of how responsible consumption is from a general point of view, our project is focused on making people, markedly young people, aware of the immense benefit of responsible behavior for the world and society, but even more exactly, how important it is to be responsible through social media, which is where people spend most of their time nowadays and even if we think we can ignore what we read, something is always retained.

Before I go deeper into social media again, I would like to explain a very relevant concept nowadays called Corporate Social Responsibility (CSR), which is the responsibility of every organization to commit itself to doing the best for its employees, the environment and society at large (Sreejesh et al., 2019)

This concept is of vast complexity and significance, as nowadays consumers account with a massive information source through internet, which make them more aware and conscious about how companies actually function, where clients will continue to buy these companies' products insofar, they respect society, environment and employees as a whole and stop to do it if they realize their poor awareness in these regards.

CSR works in different ways on different companies, but its magnanimous importance today means that almost no company overlooks this part of business. There are many types of benefits that an upright CSR can offer, among them we can find an improvement in the productivity of workers by offering them more flexible working hours, a decrease in costs such as sick leave, a contribution to poverty reduction and the foster of development, these are some ways each CSR can lead to a better-off world through companies (Edmondson, 2021).

To exemplify in a more specific manner, Patagonia for example, a California-based company focused on garment sector. It has integrated CSR into its business model, it's a highly successful company that doesn't really promote and advertise and focuses on environmental sponsorships such as 1% For the Planet or the World Trout Initiative. Its values are integrity, authenticity and transparency. What has been a constant since the company's inception is its environmental commitment to caring for and restoring the natural environment and using organic cotton in its garments. It is a highly sustainable company while at the same time trying to take care of its employees with respectable working conditions (Patagonia, 2021).

An example of its green strategy could be to reduce its environmental impact by manufacturing polyester wool from recycled soft drink bottles, thus being in line with the triple R (reduce, reuse, recycle), the fundamental basis of responsible consumption.

As responsibility is a large concept, throughout these explanations we can enhance another hemisphere of responsibility. I want to talk about the **responsibility through social networks**, how everything we put into the networks tends to stay for eternity (digital footprint) and the importance of data protection as well as explaining why it is important to be aware of the terms and conditions of use of the SNs we are immersed in, like Facebook, Twitter, etc.

This responsibility is in fact not only in our hands, as people using social media should be aware that if these platforms are of free access, it's because we are directly playing with our personal data, which can be dangerous if we don't act in a conscious way (Martínez, 2017).

When defining digital footprint, we refer to everything we search for, interact with or publish ourselves on the internet and especially on social networks. It is the trail that each individual leaves accessing the web. What people tend to forget is that there are two ways of leaving traces, on an active form (e.g., To tweet, post a photo on Instagram, change Facebook status, etc.) which is the one already acknowledged and internalized by people and the passive one, where people somehow continue to be surprised and say things like: My phone listens to me! or Someone has hacked my phone! This is a great misconception, what is really happening is that there is a great lack of information about the options that the mobile phone/laptop gives us, such as geolocation when using an app, cookies when entering a website, searching for products on the internet, all this will gradually design your digital footprint, making you realize how your own phone understands your tastes and personality, based on your direct and indirect actions through internet (Reyes,2021).

The solutions to act on a sensible approach regarding the management of your own digital footprint can be to possess different emails, thus to avoid the interlacing between personal and professional issues, it's also paramount to activate your privacy settings to sidestep a huge exposition within social media even though it's not completely trustworthy and to tread carefully all-over digital activities, being reluctant to overshare (Reyes, 2021).

This **directly steer our project to what is all about inside social media, personal data**. This conveys all information of personal nature about a specific individual, in and out the web, but I'm going to focus only in social media matters.

Personal data has been a high-voltage issue since SNs began, but this has been increasing as technology has improved and new amendments have been implemented over time to protect this personal data in the best possible manner.

A graph which could be representative regarding data in Europe is that in the last three years, there have been around 300 000 cases of personal data breaches, an excessive number to take into account. (Figure 2).

Figure 2: Total number of personal data breaches in Europe from 25 May 2018 to 27 January 2021, by country.
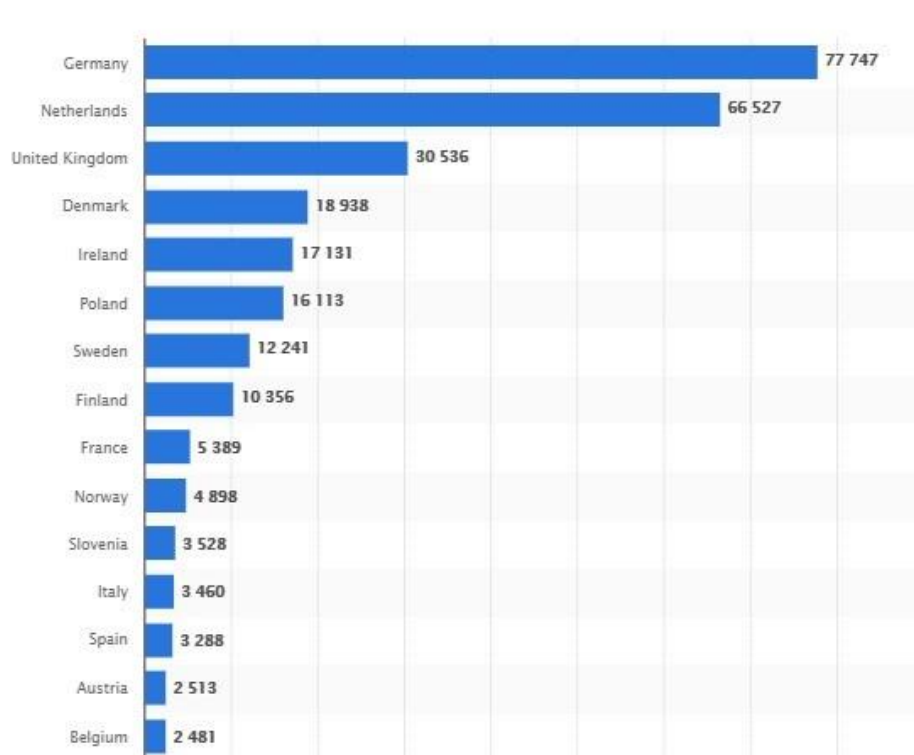
(Source: Statista).

Data privacy is necessary, not only to be in line with the law, but also to create a link between customer and company as it focuses on the collection, processing, disclosure and deletion of data. Every customer has the right to be forgotten, to retrieve data deposited in a certain app or company, something which should be upmost nowadays.

Every day, customers of any company need to be able to have great confidence in that company. What people expect when they lend their data to a company, whatever its function, is that it keeps it private and does not break any of the laws imposed by the General Data Protection Regulation (GDPR).

Regarding this data protection, I have found some ways of how youth tend to escape from privacy concerns. Teens are well-nigh on social media but they need to have a careful selection of different modes of communication, including offline, as most suitable for communicating different personal experiences. Studies that investigate these additional layers of privacy protection can now be considered and expanded given our generalizable results about the most basic level of privacy protection actions. Youth likely both use and creatively supplement basic privacy settings. The fact that these techniques exist demonstrates that SNSs do not natively provide the affordances that users require to maintain their privacy. The new privacy paradox, therefore, is not about young people over-sharing online with little understanding of the risks, but that large portions of social life are now conducted online and that SNSs do not provide users with the tools that would adequately enable them to manage their privacy in a way that is appropriate for them (Trepte and Reinecke, 2014).

Nowadays, users of any application, being a social network or employees of a company, have a great facility to raise their voice in an effective way through social networks and leave their opinion, being positive or negative. What users expect is that the company that collects their data can give an image of transparency and trust (SalesForce, 2020).

A research by SalesForce concluded that a breach of personal data was one of the fastest ways to damage a firm's reputation, the other two being poor customer service and damaging the environment.

The negative example I will use in this regard is the Facebook-Cambridge Analytica scandal, which occurred five years ago. This slander can be summed up as Cambridge Analytica obtaining around 87 million Facebook users' personal data without prior consent (Hanna, 2018).

This data was obtained through the application "This is your Digital Life", where users were asked psychological profile questions and all this information was collected through the Facebook Open Graph's Platform. All this data served as analytical assistance for Donald Trump's presidential campaign (Hanna, 2018). The scandal was of worldwide

interest and the hashtag #DeleteFacebook started to be promoted through Twitter due to the tremendous outrage. Nevertheless, Facebook's reputation went down as well as its shares but due to its gargantuan figure inside social media apps, its losses lasted really short time, finishing 2018 with an increase in the number of users and company's value (Hanna, 2018).

On the other side of the coin, we got a company called Canva, a software and graphic design tools website, which was hacked in 2019 by a cyber-attack. Unlike Facebook, and of course they are not comparable situations due to the magnitude of the latter compared to Canva, this one decided to lock down and create an informative message about what had happened to their data and how it was going to affect them. Their swift action and their clear priority for the customer ensured that the company's reputation wouldn't be damaged (Vickovich, 2019).

Regarding these special situations where companies have to be aware, especially the ones which are solely digital, about the external threats that can arise in terms of hacks, or data theft; they should be completely conscious on making the best of the uses of the data they have gathered about their users and treat them as a priority.

The last point I am going to deal with in this block, following a deductive order, is the terms and conditions of use, a rather complex subject and one that practically nobody, when downloading an app, stops to read carefully.

As (Wauters et al., 2014) said it is assumed that the attitude of consumers vis-a`-vis Terms of Use is influenced by the expectations they have, such as that standard terms are offered on a take-it-or-leave-it basis; that it is highly unlikely that they would understand the terms because they are often very long and drafted in complex legal terms; that is unlikely that terms will vary substantively from those of other businesses that offer similar goods or services; and that is improbable that the specific risks assigned to the consumer will materialize. E.g., Facebook, Instagram, Twitter, etc. (Figure3).

Figure 3: Vignette about the terms and conditions of use
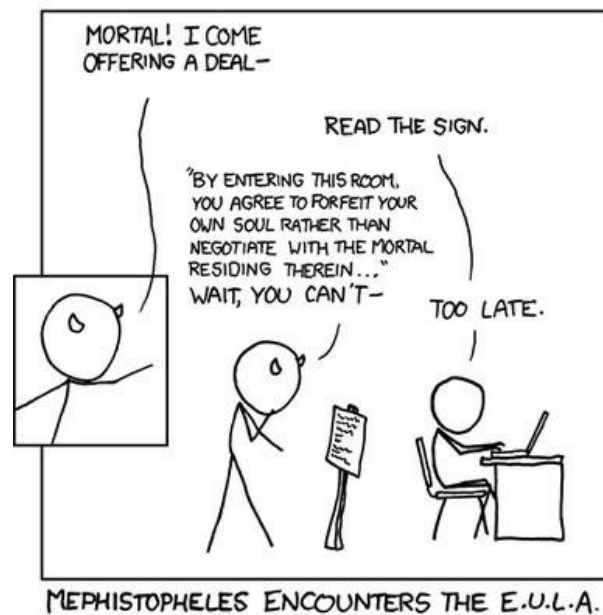
(Source: Xkcd)

E.U.L.A. means end-user license agreement and this is a comic vignette as a critique to the reality we live in regarding the terms of use. Although it may seem like a viscerally boring and lengthy text, there are many pitfalls that can be avoided by reading the terms of use. There are many companies that choose to include unexpected clauses, always in accordance with GDPR, but which are surprising for highly successful companies.

An example would be Dropbox, a storage application that has a clause that allows to suspend or cancel its services at any time, and your account automatically disappears and with it all the data stored on its servers. Or Facebook, which can sell your personal data to other services like TripAdvisor or Yelp which will send you personalized advertisements, just by clicking on "I agree" while signing up to the app (Pastor, 2017).

The easiest way to avoid these indiscreet features taken by some apps, is to read carefully the conditions and terms of use or to change the privacy settings and remove some consents given, regarding your personal data.

Responsible consumption of social media on youth

This is the last block from my literature review, here I will try to explain how the information exposed in the first two clusters can be related with young people, along with some ways of being responsible towards social media and the society as a whole.

As stated in the afore-blocks, it's clear the number of advantages and benefits social media can give to us but at the same time, how important is to be conscious of what we are doing and to elude taking actions that can be damning to our reputation, friends, others or the society as a whole.

The reality is that in the SNs, especially among young people, they are there 24 hours a day, every day. Even when you sleep you are bonded, without being actually connected, but you don't turn off your cell phone and notifications can keep coming from your relatives.

Many national surveys (Royal Society for Public Health, Ministerio de Salud y Bienestar Social) have shown that excessive use of these networks leads to increased feelings of anxiety or low self-esteem. Apart from this, one of the attitudes which people but especially youth sometimes undertook through social media is the innocence of unknowing what you are posting, sending or commenting.

An example is the number of times we know of the propagation of compromising or sexual photos of a person near us or somebody we know, without their prior consent, thus can lead to serious mental illness or even suicide. This is a way to hurt and denigrate a person, both by sending and receiving it and not saying anything to the authorities. (Solsona, 2021)

In response to this, an initiative was carried out in Spain through the Agencia Española de Protección de Datos (AEPD) to considerably curb this problem, called "Lo paras o lo pasas", which consists of promoting a priority channel to denounce the publication of sexual or violent content on the internet (Figure 4).

Figure 4: Spanish initiative to avoid sexual content disclosure

Source: AEPD

Thanks to this démarche, more than 30 publications of this content were removed in 2020, and thanks to the promotion by Spanish influencers, a greater awareness of this issue is being fostered.

Apart from this thorny issue, since the arrival of the pandemic in March 2020 in Europe, the number of hoaxes and misinformation about COVID-19 and many other things (sports, news, gossip) have increased exponentially.

The solution to this problem is to consider as truthful the information given by verified accounts, that is, those accounts that have data from highly credible sources to avoid these "fake news". This also affects youngers, as according to the Media Navigator 2021, 71% of young people (between 16-24) inform themselves through social media, where the majority of swindles arise.

The reality is that, among all this mass information in which you have to learn to inform yourself, there is amid an excessive number of personalized ads that encourage the purchase of products, creating a myriad capitalism and strongly weakening responsible consumption, beyond that of social networks, but that of the world itself.

I quote a text from (Caporal, 2017) where he says that consumer happiness is associated with satiating desires but that the increasing volume and intensity of these desires, make us get tired of them much more quickly also somehow by improving the interface of the networks both visually and pragmatically, making the life cycle of the product we buy much shorter, making it more and more difficult to satisfy our desires.

These unstable desires, these insatiable needs cause an immediate consumerism and begin the formation of a modern "liquid" era that unlike other known societies changes the

perspective of time that is not linear or cyclical as it was known, it is something unprecedented as it focuses more on a "thrifty culture" term coined by Stephan Bertman to refer to the lifestyle of our accelerated society where the reason for the rush is a desire to acquire and accumulate objects and what turns that desire into urgency is the need to eliminate and replace. This feeling is strongly internalized in youth and it must be fostered a green, ecological way of consume through talks, government-ads or street billboards.

This creates one of the biggest threats regarding the protection and caring of the world and its environment, even though there is a bigger awareness nowadays within ourselves and companies' ones but there is still a long way to go.

The term responsibility, as explained before, accounts for a global meaning and this also has to do with a responsible use of our personal data in social media.

An assumption that is really presumed in today's society is that young people are those who make the worst use of networks, but more precisely, of personal data. This has a part of truth, since for example Facebook requires its users to be of legal age and many minors have Facebook using false or family data, but this is not the whole story.

Young people are also the most informed of the number of problems that can arise in the networks and the importance of a good privacy settings in those social networks that we use every day. (Blank et al, 2014)

Through the work of (IAB ,2020) we have been able to verify that half of the Spanish users who use social media have considered leaving a network for fear of personal information being leaked. But among our young people, it is even more revealing that of those who finally do leave the social network, 12%, a quarter of them are people between 16-24 years old, something favorable for this age group that shows that they are more conscientious than we might think.

Figure 5: Questionnaire of social media privacy in Spanish Population
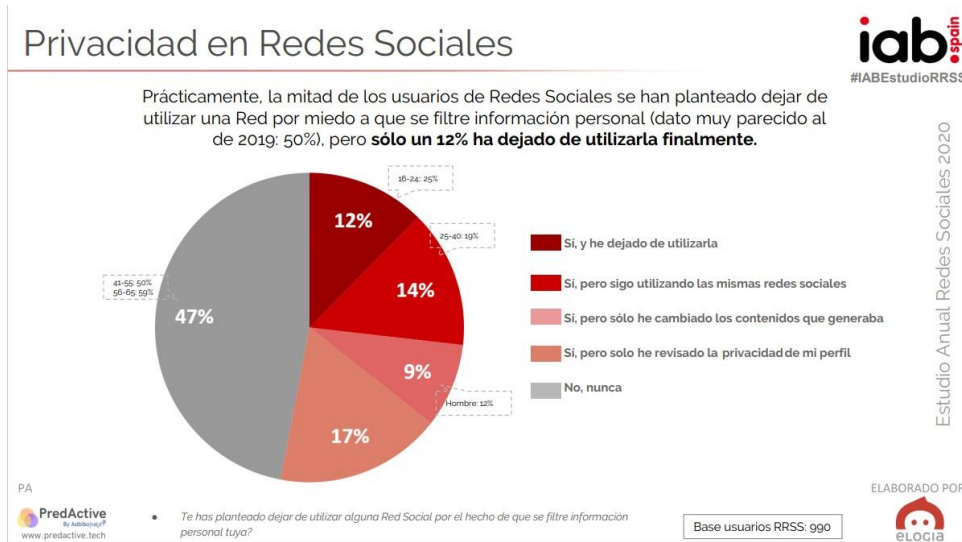
Source: IAB (2020)

My goal with all the information shown is that not only young people are those who need to learn how to use the networks, but all people who are immersed in them and do not know to what extent they are exposed. Before finishing this section of literature that I hope has been very useful for the reader I would like to give a few tips when using social networks, in order to avoid certain problems of those discussed above.

Through the research of different web pages (Smart Social, San Diego Virtual School), I found some techniques to know if what we are posting on social media is responsible. First way of checking it's considering the Front Yard Test, which consist in asking yourself if such a post were to be transformed into a giant sign, or a front yard would it be appropriate? If your answer is no, it shouldn't go online either, because if it might embarrass someone or might be seen by your future boss or professor, you shouldn't publish it.

Another useful advice is to remember that Internet never forgets, as explained in the digital footprint, regardless of the time passed, the information could be retrieved, so take care of what you post. In the same way you publish with thoroughness, you expect your friends to do the same and if they upload something about yourself which you deem embarrassing, check your emotions and try to control them, dodging to answer to such post with pure emotion, acting wisely and responsibly.

To give way to the methodological part, my goal is to get a large enough sample of young people to obtain results that allow me to empirically put conclusions mentioned in the

literature and demonstrate how important it is that young people give a responsible use of social media and how much benefit we can get from them.

METHODOLOGY

The idea through the extended explanation of the concepts within the theoretical framework was to create a better and more accurate inkling of the concepts themselves. Thus, I moved on to a more empirical study in order to demonstrate how the reality differed or went in accordance with the literature. In addition, in order to get closer to the study phenomenon, a qualitative methodology was carried out, the focus group technique, with the aim to get a deeper research on the topic itself thus allowing me to do better and more concise questions for the survey, a quantitative research, where I have compared the results gotten from both methodologies.

Having explained such broad concepts as social media, responsible consumption and their connection between them in young people, the aim of this study is to draw clear conclusions about the way in which young people use social media and to create certain discussions and points to consider for the future. More exactly, what I want to ascertain is the time spent by youth on social media, their awareness within them, how affected are due to them, if the content they publish go consonantly with a responsible use, their knowledge about privacy, some psychological and demographical traits to depict some types of youth's profiles within social media.

Qualitative analysis: Focus Group

As I said the focus group was the first methodology undertaken, which is a qualitative research, with the objective of gathering- information/opinions from participants in order for them to discuss and interact about social media and my ideas thus providing me with relevant information for the research. Participants had to fill the requirements to partake in, on these terms my only requirement was the age, who had to be between 16-24 years old. The focus group has been developed in a house with 5 participants and myself, where my position has been of a coordinator amid them and to ask them all the questions. (See Annex 1).

Table 1: Technical Data of participants

Participants	Name	Age	Occupation
Person 1	Adrián	22	Student of Business and Management
Person 2	Marta	21	Student of Medicine
Person 3	Claudia	23	Student of Modern Languages
Person 4	Mario	23	Student of Tourism
Person 5	Pablo	22	Student of Law

Source: Own elaboration

The duration of this focus group was of one hour and a half. I suggested them to feel free to talk and discuss about every question respecting each one's speaking time. I asked them questions about the three blocks contained on the literature, thus going in a similar order as the information exposed. In the block of social media, I asked them about their daily use of social media, their favorite one, how SNs influence them, which kind of content they watch and publish, how do they feel towards some advantages and disadvantages that social media embeds. The second one was about responsible consumption where I asked them around some digital terms regarding responsible consumption like the digital footprint, how responsible they feel they are inside and outside social media, etc. In the last section, I relate both concepts and I suggested them to discuss a bit more, thus reaching to a more general answer, where I questioned them about some factors which must be essential to be responsible on social media, their awareness of privacy, and I measured the type of content they publish based on the acronym T.H.I.N.K (which means if the content they post is true, helpful, informative, needed and kind).

It was a great success in my opinion, as I could see that in almost all the questions there were different opinions, since it is such a hot topic of strong interest. The main conclusions I drew were that they like social media, without contributing anything beyond superficial entertainment and keeping the mind busy, that they are aware of the problems that arise from them and that they would like to encourage a more responsible use of them, as they believe that children have mobile phones on an early age and they are more unaware and know less about the magnitude of each act within the social media.

Main findings from the Focus Group

In this section I would like to point out what I consider to be the most interesting and imperative results in order to respond to the objectives proposed at the beginning of this paper.

Related to the first objective, which was about their daily usage and favorite social media, I got Instagram and WhatsApp as their favorite ones in general, being also the most used ones, with an average of 3 hours of daily usage between both.

Afterwards, I asked them how social influence them and how they inform themselves, where the general answer was that they learned sometimes about what they like but in general terms, it creates them dependency and a loss of time, which is a negative opinion. (Table 2)

Table 2: Influence of social media on focus group participants

How does your daily use of social media influence you?
Adrian: It creates dependency, I have a good time and I enjoy it but in the long run it makes me tired because I feel like I'm wasting my time sometimes.
Pablo: It frustrates me to waste so much time on a platform that doesn't get me anywhere and I don't make the most of my day-to-day life because of them. I could do anything else but I'm still on them, that waste of time is what frustrates me.
Claudia: It influences you in terms of fashion, I gossip a lot, I look at restaurant sites. I like it because I learn things but at the end of the day it makes me waste time that is more useful for other things.
Mario: It teaches me things about cooking, in a tutorial way, I watch fashion and travel. I think social networks encourage consumerism. I think it affects me but it doesn't worry me seriously.
Marta: I watch a lot of video tutorials, see photos of friends and interact mainly.
GENERAL RESPONSE→ The general response has been somewhat frustrated as they feel it creates dependency but they still consider learning and informing themselves quite a lot which balances it out a bit.

Source: Own elaboration

Regarding the third objective, which was to explore how responsible and aware they feel, their general answer was that they don't feel like responsible users on social media but they are aware of all the problems that may arise within social media. This objective was

fairly contradicted on my survey, which demonstrates the difference of talking face-toface and online, as exposed on my literature, going online allows you to hide your feelings and answer what you are expected to answer, more than your real opinion.

The following aim was to know more about their knowledge towards privacy and the conditions and terms of use, where the answer related to privacy was a little bit polarized as 2 out 5 participants have a public profile, but they have deprived at least once, which showed their awareness about privacy, and they have never read the conditions and terms of use due to laziness and length, responses which have allowed me to improve the offered options on my survey concerning this question.

The fifth objective was more related to what they tend to post on social media, where the general answer was photos and videos of themselves or their friends. Regarding the Front Yard Test question, their general answer wasn't on line with the one obtained on the survey, as they would not be ashamed of what the publish and even less to see it on a giant billboard.

Table 3: Front Yard Test question

Don't post content that is inappropriate. The Front Yard test, if you were to see what you posted on a giant banner, would you be OK with it or would you be embarrassed?
Adrián: Personally, I wouldn't be embarrassed, I wouldn't have a bad time, I try to give the image I want to project to my followers and in general in each network. I wouldn't mind.
Pablo: Sometimes I'd be embarrassed, sometimes I'd be very happy.
Claudia: I would be fine with that as I think I would still become famous.
Mario: It would be fine with me because I'm happy with what I publish, I'm not ashamed.
Marta: I wouldn't care as I think I publish normal content.
GENERAL RESPONSE→ They wouldn't think it's wrong, they are not ashamed of what they publish.

Source: Own elaboration

Continuing with the objective 5, the answer towards the acronym T.H.I.N.K. went as expected as their general opinion was that they post true, barely helpful, factual, irrelevant and very kind content.

The next goal was to investigate youth's awareness about immoral acts within social media, where the general answer was that they are really aware of everything happening on that sense on social media (identity theft, sexting, etc.) and act accordingly. It should be highlighted that three of the participants thought there has been an increase of identity theft through social media since the arrival of Only Fans, which is an adult-only social network where content creators share erotic or sexual images and videos of all types and categories (Arteaga, 2021).

The last objective I had was to analyze their reaction to two innovative features to improve their use of social media, where their general response was completely in support of both newly features, being one of them the creation of a social account ID and the other one to add an extension to social media apps to read on a short and briefly was the key points of the conditions and terms of use of such app.

After this qualitative research, which was really useful for my questionnaire as it gave me some guidelines on how to ask the respondents of the questionnaire and which questions could be utmost to observe and examine, I decided to do a large questionnaire where as I said above, I asked about many issues regarding young people on social media.

Quantitative Analysis: Questionnaire

Sampling and survey Design

The questionnaire for this research was carried out through the Google "Drive" platform, "Google Forms". It is a questionnaire of 46 questions addressed to the Aragonese population between 16-24 years old, in order to obtain a representative sample of these young people, 292 respondents were obtained between June 3rd and 7th, 2021.

I used the snowball technique in order to obtain an acceptable sample size, which is a non-probability sampling technique in which the individuals selected to be studied recruit new participants among their acquaintances.

This technique allows the sample size to grow as the individuals selected invite others to participate (Glen, 2010).

This type of sampling is often used to access hard-to-reach populations. This method, works especially well when the trait we want to study of the population groups individuals together, thus favoring their social contact (Ochoa, 2015).

However, it has some drawbacks since there is a lack of control over how the sample is constituted, because it is in the hands of the respondents and in many occasions, it does not guarantee representativeness (Ochoa, 2015).

The survey was disseminated through WhatsApp to my close friends being in the middle of the sample age, through Instagram where in my account I have a vast majority of followers of this range of age, also through Facebook and Twitter, with a lower success.

I could achieve a representative sample as in the region of Aragón there are 114000 people from 16-24 (INE, 2021) so the representativeness for that sample will be of 278 people, after calculation. I have chosen this range of age as they are not really children neither complete adult so it's an age of many questions where I could obtain interesting conclusions.

Table 4: Study data sheet

Universe	Aragonese Young people (16-24)
Nature of the research	Exploratory
Area	Aragón
Sample Size	292
Gather information technique	Snowball
Type of interview	Online survey
Field work	From the 3rd to the 7th of June 2021

Source: own elaboration

To develop this questionnaire, much of the information presented in the theoretical framework has been taken into account in order to investigate and analyze this responsible behavior and awareness of young people. Apart from the literature, the focus group served as a useful tool to see which questions were more important and which ones were useless to ask to a greater sample.

The survey is divided into three blocks, the first one being social media, composed of 14 questions, where I ask about the time of daily use, their favorites social media apps, what

they think of certain positive and negative aspects, how exposed they are, etc. (Formplus, 2021).

The second block is more related to responsible consumption, which accounts for 10 questions, but this consumption is based more on social networks, with some general questions but with a clear predisposition towards social media like the feeling of responsibility they have towards SNs, how important is for them to see an alignment between the companies they like and their foster regarding a responsible use on social media (Kettle et al., 2016).

Finally, in the third block, composed of 22 questions, I relate both concepts in order to ask questions that are more directly related to check if these young people really make a responsible use of social networks as if they have passed sexual content from third parties or if what they post on the networks is true and kind e.g., (San Diego Virtual School, 2019).

Sample Characteristics

A total of 292 surveys were obtained, targeting young Aragonese between the ages of 16 and 24.

After this, I will briefly explain the socio-psychological profile of the respondent: In relation to gender, there are 58,2% of women, 40.1% of men and 1.7% of people who prefer not to say. Regarding age, there were only four ranges, 16 to 18, 18 to 20, 20 to 22 and 22 to 24 where 51% (more than half of the respondents) are between 20-22 years old, the other 50% fairly divided between the other three age ranges.

Referring to the way of being, the average respondent considers him/herself an extroverted person, very supportive, with character, risk-taker, very open-minded and tolerant (Annex 2).

Table 5: Sociologic data

Gender/Age	16-18	18-20	20-22	22-24	Total
Man	11	14	62	30	117
Woman	24	30	84	32	170
I prefer not to say		1	3	1	5
Total	35	45	149	63	292

Table 6: Percentage sociologic data

Gender/Age	16-18	18-20	20-22	22-24	Total
Man	3,77%	4,79%	21,23%	10,27%	40,07%
Woman	8,22%	10,27%	28,77%	10,96%	58,22%
I prefer not to say	0%	0,34%	1,03%	0,34%	1,71%
Total	11,99%	15,41%	51,03%	21,58%	100%

After showing the socio-psychological profile, I am going to analyze the results obtained from this study.

Main findings from the Questionnaire

In this section I will proceed to comment on and evaluate the most significant and interesting results of the survey, which will allow me to draw conclusions and certain points to be discussed in the future.

Objective 1: To see which social media apps they use and their time spent within them.

In order to pursue this objective, different questions were asked, that can be seen in these graphs, which clearly respond to the objective and allow us to show that WhatsApp (96,6%) and Instagram (93,8%) are the two reigning social media apps on youth, it's curious how both apps belong to Facebook, which is really disliked on this age due to its several scandal of misuse of data and that is perceived as a social media more devoted for adults (21,2% of respondents use daily Facebook) (Graph 1). It's clear that the preferred app inside the young people is Instagram with a 43,2% of the respondents choosing it, followed by WhatsApp with a 21,6% and YouTube with a 14,4% (Graph 2).

Graph 1: Which social media apps do you use daily?
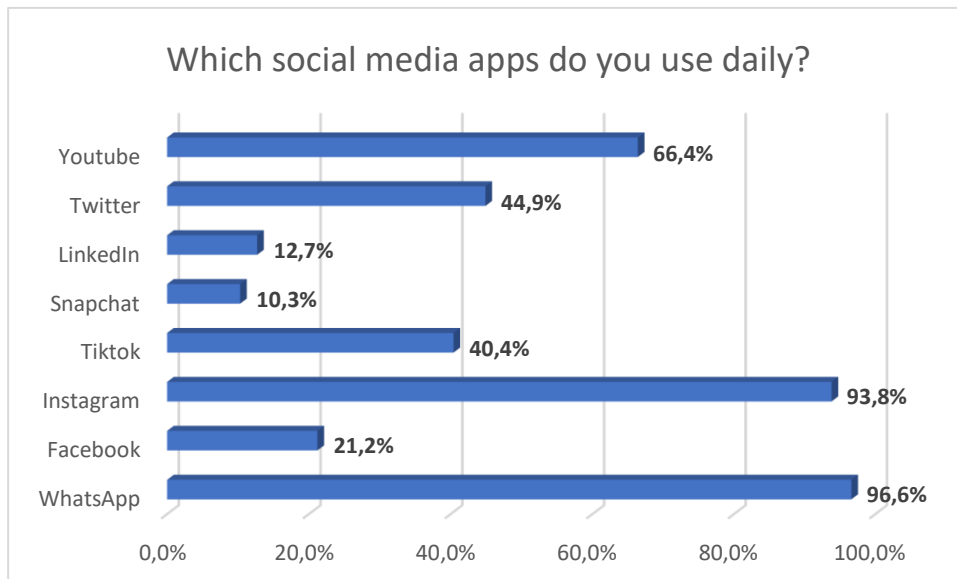
Source: Own Elaboration

Graph 2: You favorite social media (only 1 answer)
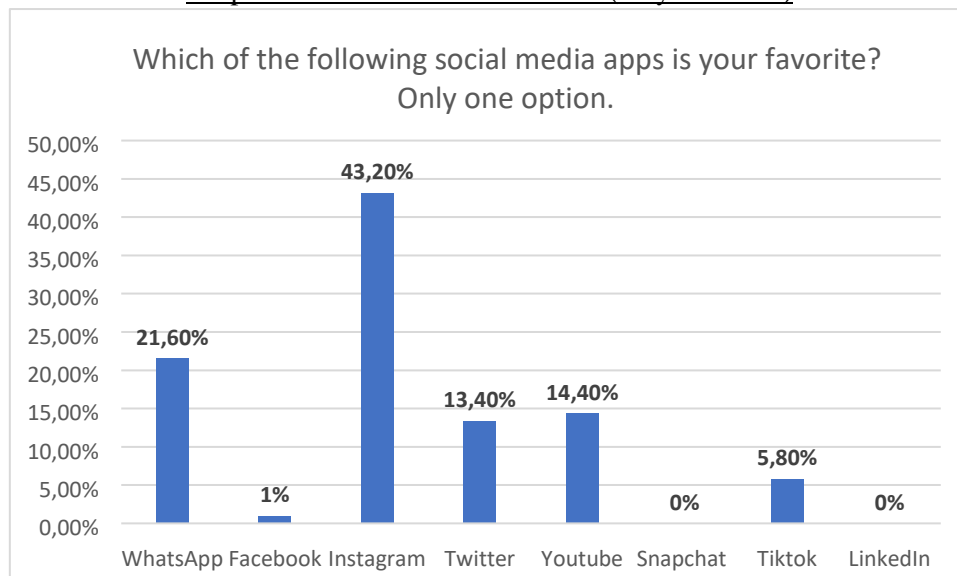
Source: Own elaboration

Afterwards, it's thought-provoking to take a look to the daily usage of social networks from these youngsters, where it's impressive how much time they spend inside them where almost half of the respondents use social media between 2 and 4 hours (46,1%) and a quarter of them (26,9%), more than 4 hours, something which is concerning (Graph 3).

Graph 3: Daily social media usage
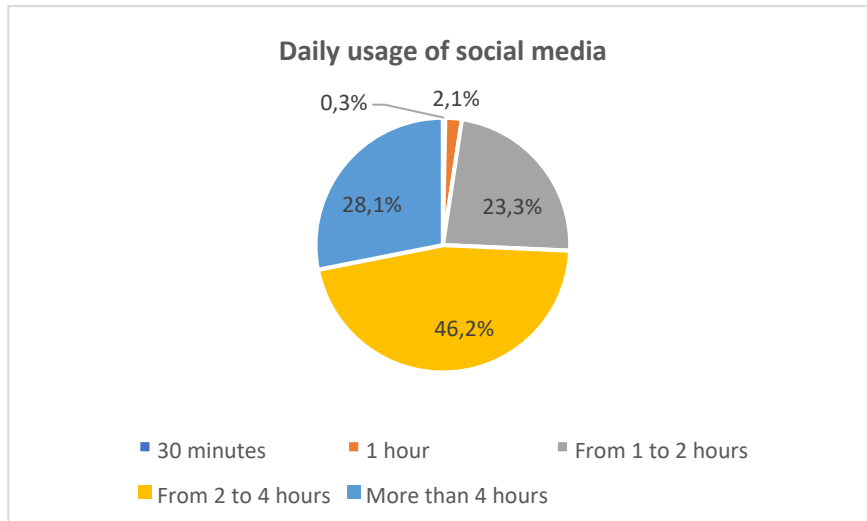
Source: Own elaboration

It's key to supply this objective with valuable information regarding which kind of content youth watch on social media, to know if their use is simply devoted to leisure or they actually learn trough social media. I obtained some clarifications as the most frequent watched content is about their friends and news (41,32% combined) thus allowed me to say that young people also use social media to learn and being informed (Graph 4).

Graph 4: Which kind of information and with which frequency do you consult social media?
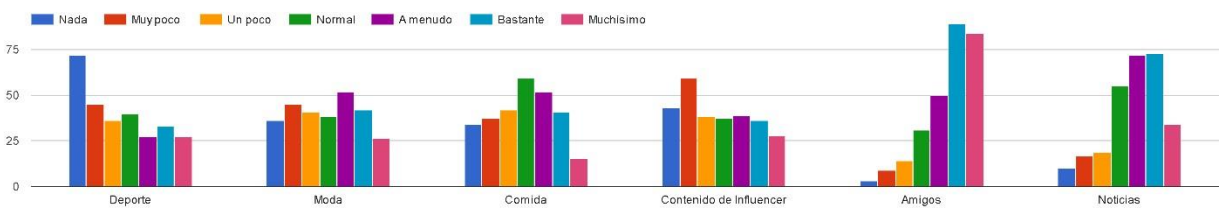
Source: Google Forms

The last fact derived from this objective, is the augment of social media's usage due to COVID-19, which has obliged to be more time at home due to the restrictions and the curfew. 79% of the respondents have said that they have used more social media due to this pandemic situation (Graph 5). This was to be expected. Through a survey conducted by Smartme Analytics after the start of the quarantine, called the Impact of the coronavirus on mobile usage, it was seen how all social media apps, phone calls and the

number of hoaxes in the form of videos, images and voice notes, began to increase dramatically (Castillo, 2020).

Graph 5: Has the confinement caused by the Covid-19 increase your social media daily usage?

Has Covid-19 increase your social media daily usage?

20,5%

79,5%

■ Yes ■ No
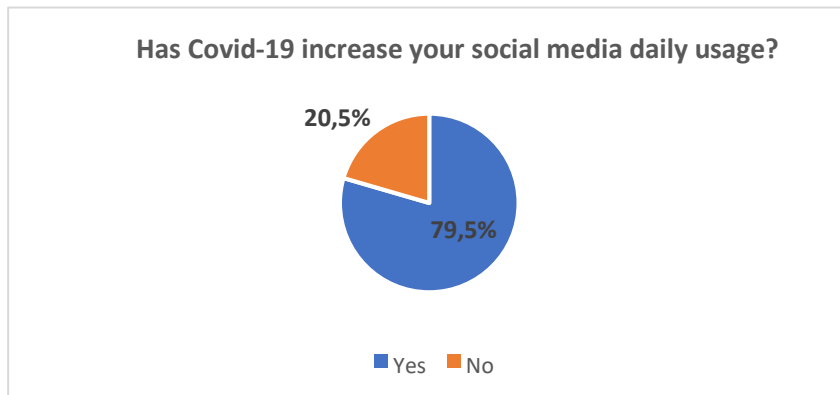
Source: Own elaboration

Within this high percentage, almost half of the interviewees (47,8%) have increased their use more than an hour, the rest of options were more divided, however it's assumed how COVID-19 has made an increase of at least one hour of daily usage (75% combined) (Graph 6).

Graph 6: How long has covid made you increase your social media usage?

If your previous answer was yes, on how much time did COVID-19 increase your usage?

	Half an hour	1 hour	More than 1 hour	More than 2 hours
	11,6%	27,2%	47,8%	13,4%
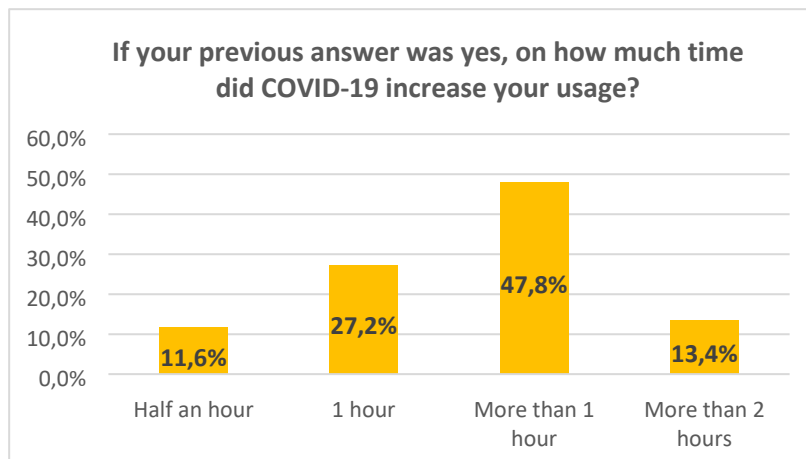
Source: Own Elaboration

Objective 2: To investigate how they make them feel and how they inform themselves through social media.

First matter regarding this objective is about how they feel on their daily usage/connection towards social media, in a Likert scale from 1 to 7, where more than a third of the

respondents (35,6%) select a 4 which can be displayed as a feeling of indifference, being the rest of the sample polarized between an upright and a prejudicial influence (Graph 7).

Graph 7: How daily usage of social influence yourself?

How daily usage of social media influence yourself?
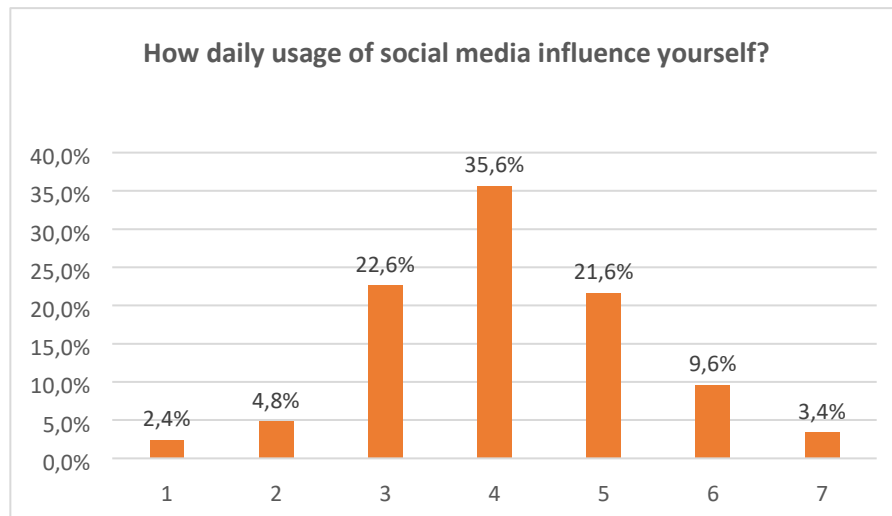
Source: Own elaboration

Given the influence that these networks have on respondents, it is worth noting how exposed they believe they are, since there has always been a lot of talk about the power of networks to disseminate content, whether positively or negatively. We can see that the average for this question is 5.019, which tells us that they firmly believe they are exposed within social networks (Graph 8).

Graph 8: How exposed you think you are within social media?

How exposed do you are within social media?
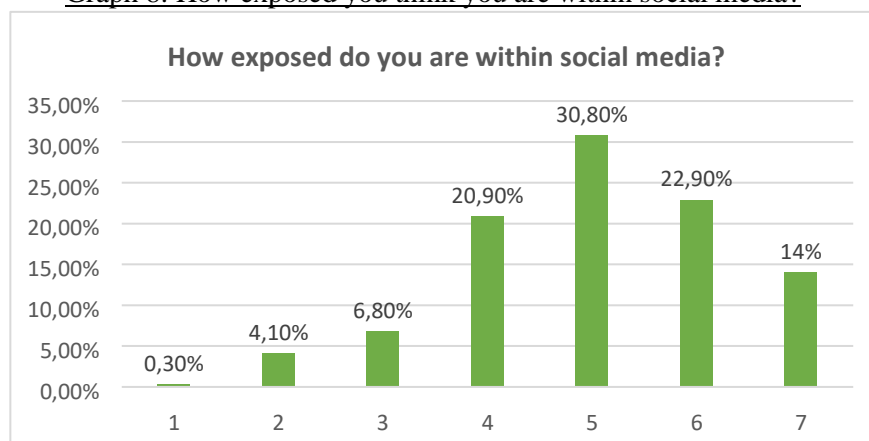
Source: Own elaboration

It's worthily to point out how the respondents usually inform themselves through news seen in Facebook or Twitter, etc., where the vast majority of respondents say they read the headline and the new itself only cursorily (46,2%) but a fifth part of them read the

news in detail and another 20% seeks to contrast with other means. Only a 12% of the sample just read the headline, which is the largest source of fake news, as reading only the frontpage can be heavily misleading (Graph 9).

Graph 9: How respondents inform themselves through news viewed on social media?

When you see news circulating through social media... What do you do?

11,60%
20,90%
21,20%
46,20%

- ■ I read the headline
- ■ I read the headline and I skim the new
- ■ I read the headline and the new carefully
- ■ I read all and contrast with other means
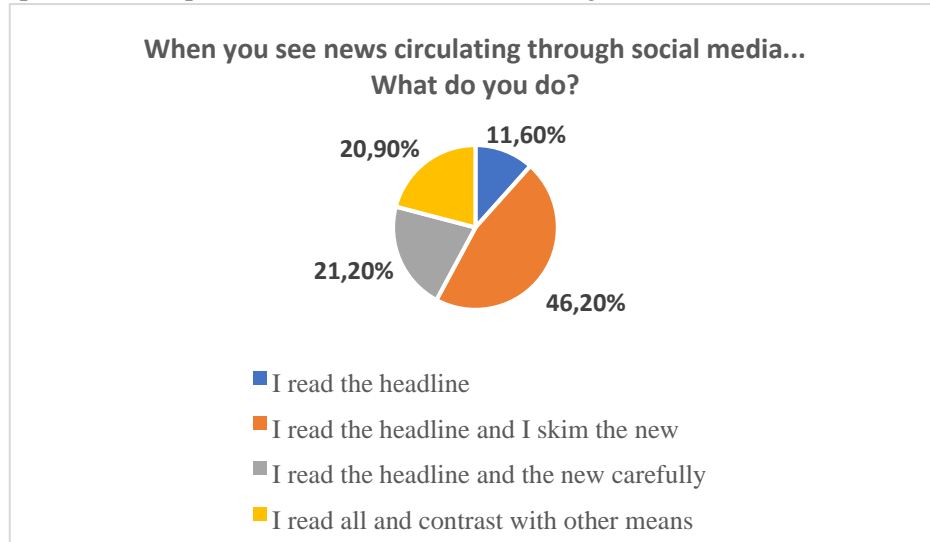
Source: Own elaboration

Objective 3: To explore how responsible the respondents are and how aware they feel.

To aim to be accurate regarding this purpose, I have made a dynamic table crossing two variables. X being how responsible they think they are (their-selves) within social media on a Likert scale from nothing to a lot, and Y being if the respondents think young people are responsible users of social media. The result obtained is paradoxical to say the least, as more than half of the respondents (60%) believe they are responsible users of social media while at the same time they think that young people in an overall aren't (78,62%). This leads me to contemplate the option that youngsters tend to see much better the fault in the other rather than in oneself (Graph 10).

Graph 10: Relationship between how responsible respondents feel they are on social media and how they perceive youth in this regard.
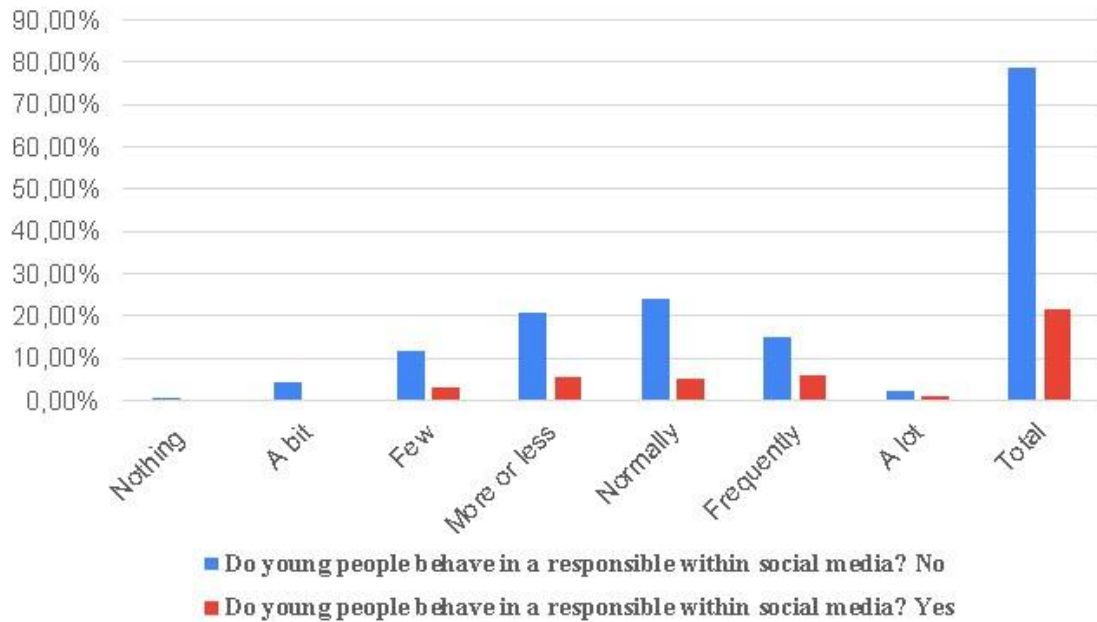
Source: Own elaboration

Objective 4: Investigate their position towards privacy and the terms and conditions of use.

It's utterly impressive how more than 90% of the respondents have changed at least once their privacy settings thus being aware of the importance of keeping private and reducing external users to reach or contact them without knowing them. This is a good insight regarding their responsible use of social media (Graph 11).

Graph 11: Have you ever changed your privacy settings on a social media app?
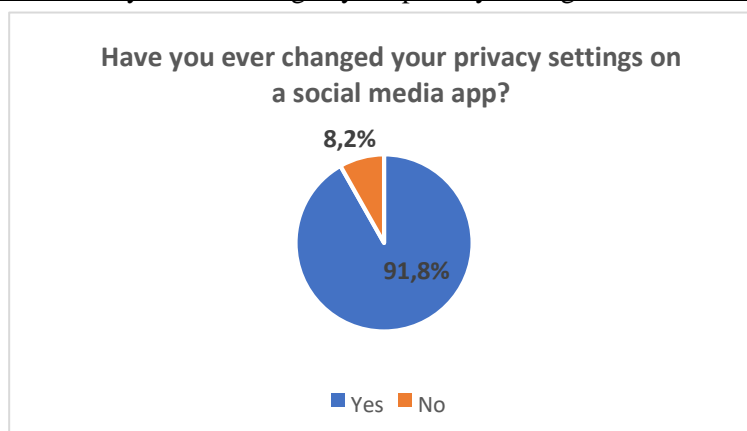
Source: Own elaboration

It's also remarkable how the two social media apps where the respondents tend to be public rather than private are Twitter and LinkedIn (Graph 12), the reason underlining to be public on Twitter is due to the number of trending topics, one of the main important uses of the blue bird app, which works a specie of forum to discuss and comment the most newly/trending matters, thus being public allows you to interact with anybody (Berlanga, 2021). The reason of being rather public than private on LinkedIn is the job offer, as if you have a public account, you can reach more users, thus having more opportunities to find a job and get useful contacts.

Graph 12: In the social media apps you are most engaged, what kind of profile do you use?
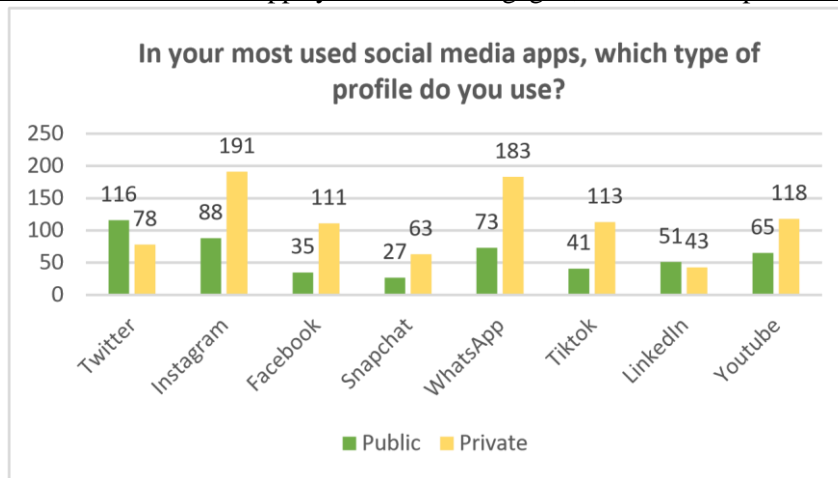
Source: Own elaboration

Regarding the terms and conditions of use within social media apps, four of each five (80%) respondents have never read them (Graph 13), being the main reasons: its length (74,4%) and laziness (72,7%) (Graph 14). As it's characterized as a take-it-or-leave-it contract, users admit that the reason for not reviewing the general conditions is the obligation, from the companies, to accept them in order to use the service. (OCU, 2018)

Graph 13: Have you ever read the conditions and terms of use?
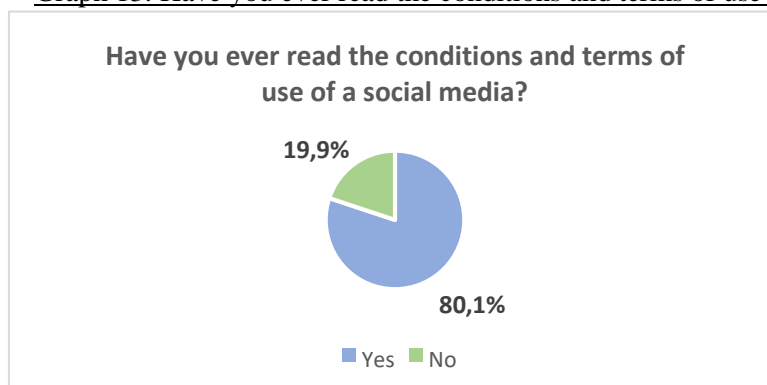
Graph 14: If you have never read the conditions and terms of use, why?

If you have never read the conditions and terms of use , why?

Category	Value
Due to lack of time	21%
Due to laziness	72,40%
Due to fear	3,70%
I am not interested	17,30%
Due to length	74,50%

(0,00% 10,00% 20,00% 30,00% 40,00% 50,00% 60,00% 70,00% 80,00%)
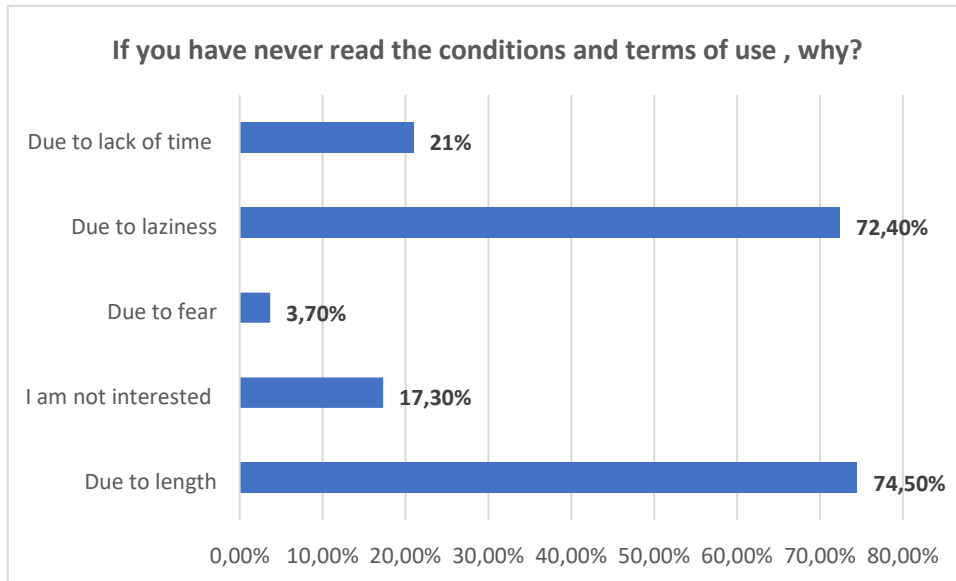
Source: Own elaboration

Objective 5: Investigate which kind of content they publish and how they feel towards it.

To achieve a factual answer here, I want to highlight question number 30 of my questionnaire where I ask about the Front Yard Test, with a previous explanation, where 60% of the sample recognize to feel ashamed if they saw what they publish on a billboard, thus only an 11% would feel better off seeing their posts there (Graph 15). This leads to the conclusion that young people don't really think what they publish and they should be more cognizant of the easiness of disclosure of anything through social media.

Graph 15: Front Yard Test question.

Regarding posting content that is inappropriate (e.g. the Front Yard test), if you were to see what you posted on a giant banner, would you be okay with it or would you be embarrassed?

28,8%
60,3%
11%

■ I would be ashamed   ■ It would be nice   ■ I would feel indifferent
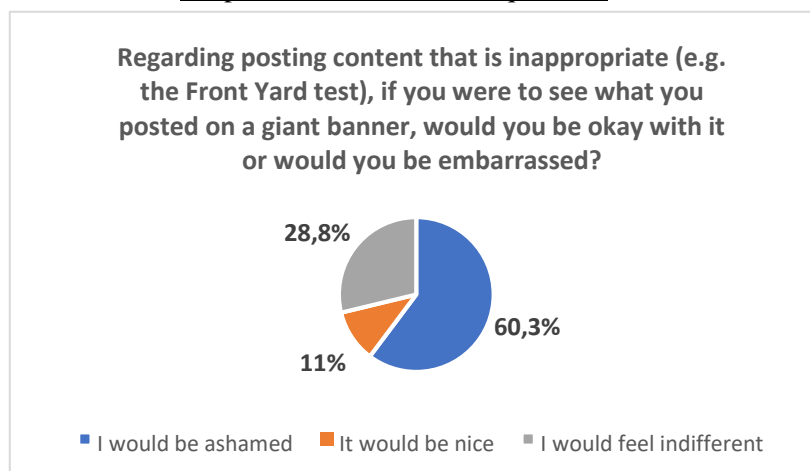
Source: Own elaboration

Referring to their content, I ask them about the acronym T.H.I.N.K. where every letter account for different features within their posts (True, Helpful, Informative, Need, Kind). I have done a graph where I get an average response for every attribute of T.H.I.N.K within the questionnaire on a Likert scale from 1 to 7, The average respondent tends to post truthful, not really helpful, informative, irrelevant and very kind content (this last mentioned, the highest average with 6,28), thus conducting their content to nothing but an entertainment function, in general terms (Graph 16), this went aligned with the answer obtained on the focus group, It's surprising how the survey and focus group weren't aligned in this question, as the focus group participants said they didn't really post content according to the T.H.I.N.K acronym, in contrast with the data exposed before (Annex 2, p.65)

Graph 16: Average grade on a Likert Scale from to 1 to 7 about T.H.I.N.K acronym.
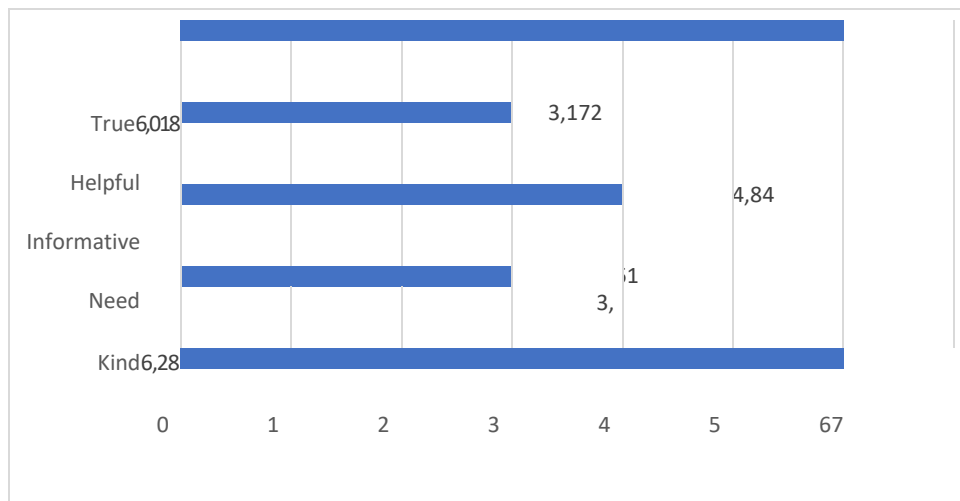
Source: Own elaboration

Objective 6: Research on youth's awareness towards immoral acts within social media.

This objective is a tricky one as there are many ways of harassing and damaging somebody through social media but in which respondents have been able to respond in a good way, since the first relevant data is that only 6.5% of respondents have sent sexual content of a third person without their consent, which is a low percentage, I wish it were zero, but the reality is that they are well aware of the danger that this entails and act accordingly (Graph 17).

Graph 17: Have you ever send sexual content from a third party without their consent?

Have you ever sent sexual content from a third party withou previous consent?

6,5%

93,5%

■ Yes ■ No
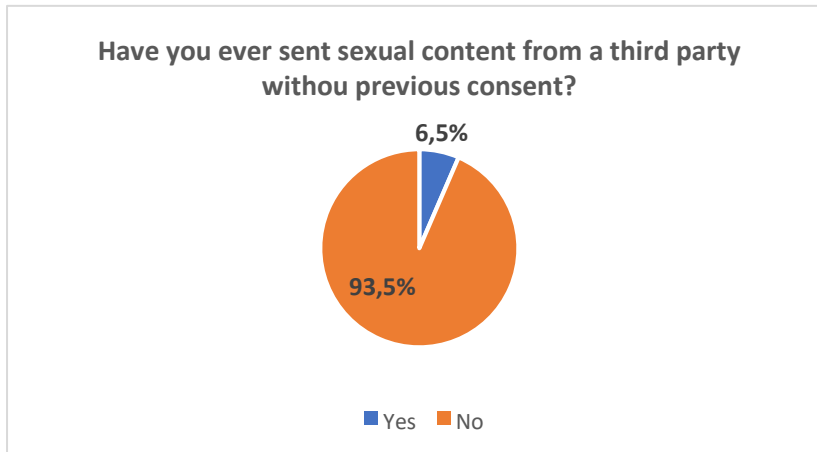
Source: Own elaboration

The other question regarding this objective was about identity impersonation within social media, where as I expected, almost two thirds of the sample (64%) know at least a case of somebody supplanting someone inside social media (Graph 18). This high percentage could be coined to the infinity of bot's accounts about sexual content that aim to steal your personal data or impersonate you, thus leading to another question (Graph 19) made in the questionnaire where the 77,4% of the respondents think that having a private account within social media protect yourself and reduce a lot the problems arising within them. It's worth to mention how half of the respondents (53%) vote yes twice regarding these two questions, therefore considering these issues two elemental factors concerning awareness, they are used to them.

Graph 18: Do you know any case of identity theft within social media?

Do you know any case of identity theft within social media?

36%

64%

■ Yes ■ No
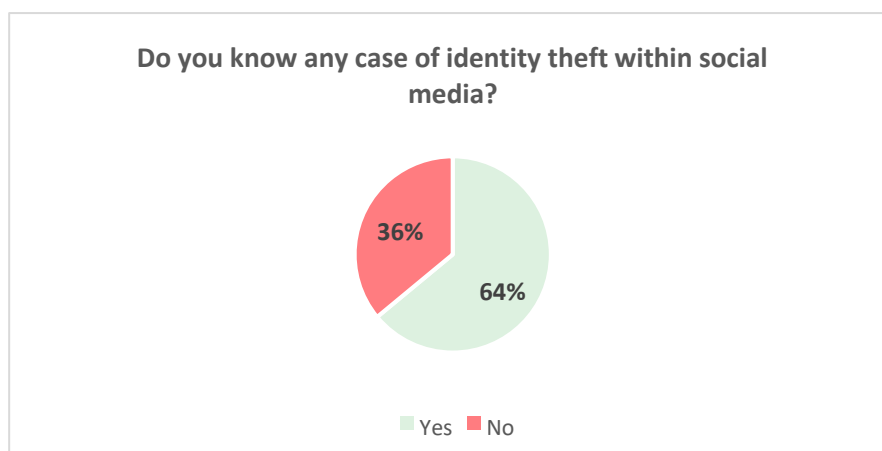
Source: Own elaboration

Does a private account reduce any problem arising within social media?

22,60%

77,40%

■ Yes ■ No
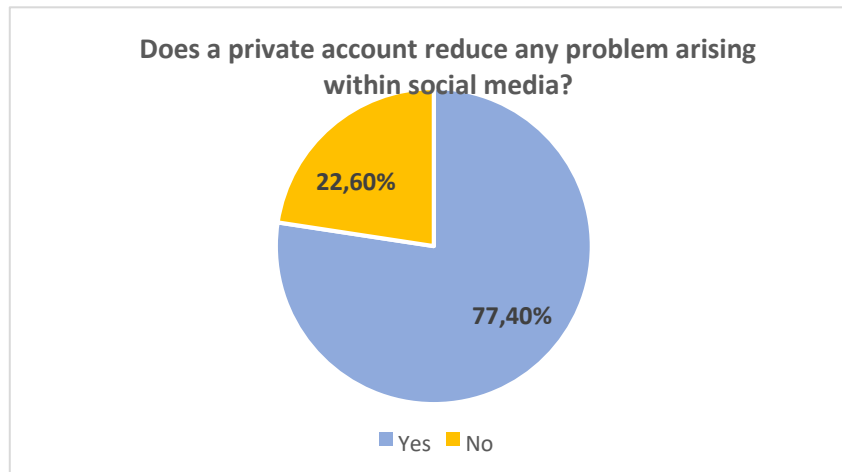
Source: Own elaboration

Objective 7: Analyze their reaction towards two innovative features within social media.

First newly added aspect was referred to an extension on social media that would allow you to read in a quick and concise way the most important points of the terms and conditions of use of the app, whereas projected, there was a high willingness towards the implementation of this feature, measured through a Likert Scale from 1 to 7 gauging its usefulness, half of the respondents assess this like a 7 and an overall 85% seems to be really eager to use this extension (Graph 20).

Graph 20: Usefulness of an extension which sums the critical points of the conditions and terms of use of each social media app.

To what extent would you value the usefulness of an extension within each social media that summarizes the key points regarding our personal data.

1: 1,0%	2: 1,7%
3: 2,7%	4: 9,9%
5: 15,1%	6: 20,2%
7: 49,3%	
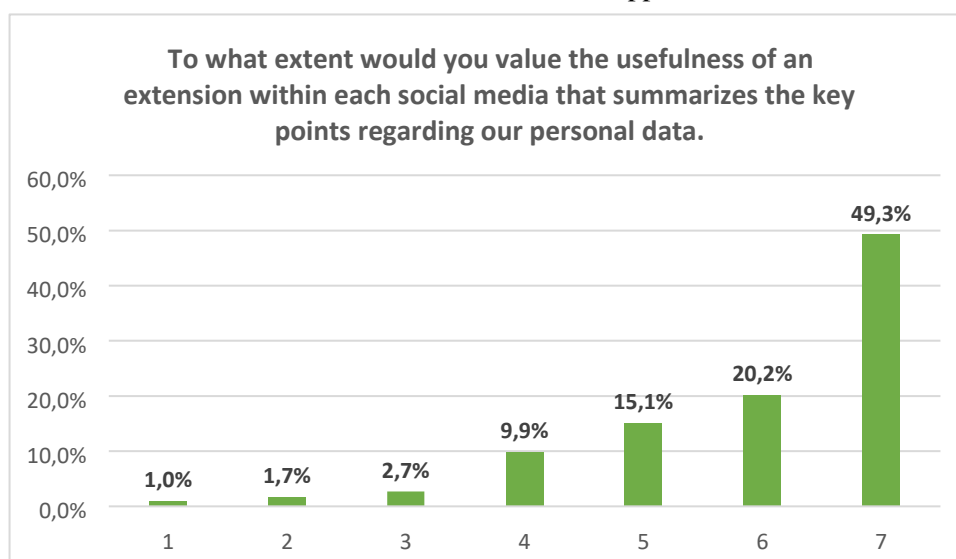
Source: Own elaboration

The other state-of-the-art idea was to link the national ID with the accounts we made within social media, thus controlling better everything, lowering acts of bad faith, having a higher effortlessness to punish those who make depraved/wicked decisions, making the community something healthier and better. However, the idea wasn't actually welcomed as the results shown in Graph 21, demonstrates that 43,5% of the respondents think this will be so much control to us and another 18% think this will be a bad idea, so more than 60% of the respondents (majority) didn't back up this idea as they seem to be worry about the quantity of data already deposited on social media. This answer differed from the one obtained on the focus group, where they thought it was a pretty good idea to improve the relationship through social media and reducing the toxicity, dishonest acts, etc.

Graph 21: Opinion towards linking of ID with social media account

What do you think about linking your ID with your account in any social media, in order to create a kind of ID, which controls in a more fortuitous way your use in them?
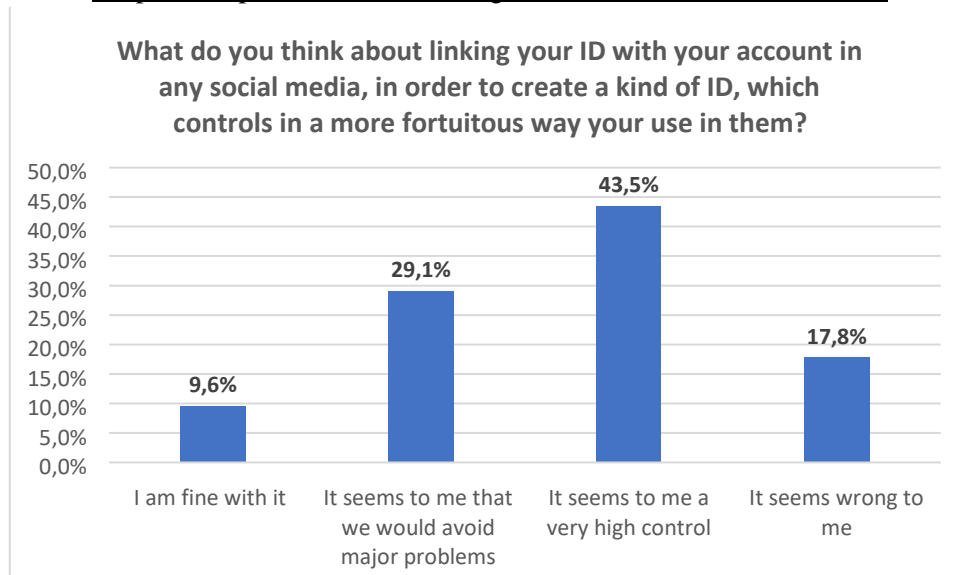
Source: Own elaboration

CONCLUSIONS AND IMPLICATIONS

After the results collected in the focus group, in a much deeper way that has allowed me to understand the opinion of a few and has helped me to create a more accurate and complete survey, I did a quantitative research, I created a questionnaire with the intention of reaching a more representative sample of what was mentioned in the focus group, applying this learning and contrasting it with all the information obtained and exposed on the literature review., I have been able to reach conclusions that should be interpreted with caution, due to the type of sampling carried out, however, different conclusions can be drawn thanks to the objectives that I have defined and pursued.

The general objective was to measure the responsible use of young people within social media. Through the focus group, the survey and all the information I have been gathering and learning, the general objective of knowing if young people make a responsible use of social networks has been achieved and where I can clearly object that this age range, young people from 16 to 24 years old, make a responsible use of social media. It is more than clear that their use is not the finest, since they spend a lot of time in the networks with the only purpose of spending time, which worries and annoys them but to which they do not remedy due to the immediacy and accessibility that these SNs offer them thanks to the smartphone, the main device of use of social media. Apart from this general answer, I have collected every sub-objective to give a clarifying point of view of each of them, thus giving a basis to the general objective.

Regarding the first objective, that was to measure which was the favorite social networks of respondents in the Aragon region it was concluded that both WhatsApp and Instagram reign, but YouTube is always there because it is the main platform to watch videos of any kind.

The exponential growth of TikTok after the quarantine is notorious and it is already used by almost as many people as Twitter on a daily basis (one of the pioneers). It is also worth noting again how Facebook has no impact among young people.

I would like to point out the great daily use that young people make of their cell phones, which, as can be seen in the focus group (Annex 2), tends to create frustration or anger because this pastime spent within the mobile phone and its social networks could be used in a more useful way for your life, whether it be playing sports, playing an instrument or whatever. This consumption has also increased after Covid-19, which was to be expected due to the number of restrictions and the time we have been at home, but it would be nice that if in the future a survey like this would be done again, this daily consumption would decrease considerably.

Concerning the feeling social media creates on the respondents, it's crucial to highlight how they feel indifferent for their use, even though they tend to be addicted, and no addiction does any wellness in the long-term. They are aware on how exposed they are within SNs, which is important. About the way they inform themselves, it's pretty clear that they will read the entire new in the case that it's of high interest for the reader.

As we know the project is about Aragonese juvenile, and an attribute of the youth is to see the motes in other people's eyes. This refers to how the majority of the respondents in the sample think they are responsible consumer on social media and how young people aren't. Everyone is responsible but as a group we aren't, it's worthily to note this.

Even though this last point is controversial, the way respondents tend to behave in social media can be summed as responsible. Almost all the sample has switched at least once their privacy settings being more connoisseurs about how this works. They tend to have a private account in every social media app but Twitter, as it's the one where people tend to inform themselves and being private can somehow constrain your encompassing. By contrary, they never read the conditions and terms of use, in general terms, because it's too lengthy and it causes a lot of laziness. The solution to this problem is the usefulness of adding an extension inside the app which sum in a briefly and concise way the key points which most affect the personal data of the user.

Continuing in line with their responsibility, the content that respondents tend to publish is normal, typical of young people and they have no need to make others aware of what they publish, it is more a matter of informing themselves through what others publish. It is overriding to mention the positive result about the scarcely transmission of sexual content, because it means that they are cognizant of the danger that this entails. Although, it is more than demonstrated how many respondents know cases of identity theft due to the number of hackers and bots accounts that are on social networks, with the sole purpose of stealing personal data and thus increase their malicious network. Best solution to this is to privatize your account, to avoid unknown people to follow you and get access to your photos, videos, etc.

Another answer to a better community within social media I had thought, was to link the national ID with each one's social media account, but this hasn't succeed between my respondents as they thought it was a far excessive control from ourselves' data, which is completely tacit, thus permitting me to encourage new and greater findings towards this (e.g. why they don't worry about link their credit card's credential but their national ID), in a likely softer way, to dodge all these malicious accounts, punish the offensive language and to only find truthful and interesting information inside the network.

The final conclusion of my work is that people from 16-24 years old tend to be responsible within the SNs, even if they believe in a general computation that they are not, after a

number of exhaustive questions they demonstrate they are. They feel aligned when a company or social network encourages responsible use within networks, they want a more respectful community and they believe that change comes from us.

They consider themselves to be aware of the problems of the networks, hence most of them have private accounts, even if they do not know all their followers, these strangers have never given them problems.

They really want to encourage this responsible use in younger people, as they consider that they are more impulsive and less aware of the importance of each act within a social network and for the elder people who are on social media and have almost no idea of what they are doing due to its novelty and their lack of knowledge towards technology.

In relation to the implications of my research, I believe that it would be convenient to carry out studies of greater density on the subject that I present in the work.

By this mean, research companies such as the IAB that focuses on the representation of the Spanish advertising industry, where it is clear that a large part of the advertising goes nowadays through social networks and especially towards young people, which as I say persistently in the work, is their main source of information. I believe that this company or the Organización de Consumidores y Usuarios (OCU), which has sufficient resources to get a more than representative national sample through a survey, should place greater emphasis on how young people really behave through social networks, since in the last national survey of the IAB on social networks, only one question is asked in relation to privacy and I think it is a topic that should be more expanded due to the large number of mistakes that can make both companies with our personal data and young people with a misuse of it within them.

In my opinion they should ask more about how to increase the willingness of young people to read the conditions and terms of use, one of the ways has been exposed in my research or how affected they are by personalized ads within social networks and the Internet.

On this last question I found a very interesting article from Search Engine Watch although generic, as it exposed how social networks influence our consumerism, but I think these same questions should be asked to young Spaniards, so we can see how this is really happening at a national level.

Apart from this, I firmly believe that it would be very useful that the same companies that are paying to appear in personalized ads on social media, which has a high benefit for them, would take advantage and put sometimes in a subliminal way some ads fostering a responsible use of social networks such as stop cyberbullying, or the importance of making good use of your personal data. This would increase a positive environment within social networks, something so important nowadays, and at the same time it would improve the image that the company projects to young people and everyone, displaying values which are both necessary and constructive.

The last recommendation that I would like to propose in this work is to promote through schools and institutes, annual talks about social media, given by experts in the field, which aim to explain how to give a positive and responsible use within social networks, since the lack of knowledge and accessibility that these give us can be counter-productive, due to the large number of stimuli that social media cause in young people, thus creating impulses which sometimes can lead to bad decisions within social media.

LIMITATIONS

Although I have finally been able to frame and better define what I wanted to put as a methodological part and theoretical framework, I believe that this project falls short when it comes to extrapolate it to a larger community or national territory, since the sampling technique does not allow us to do so.

A comparison could be made with a survey of a similar type focused on this age range, which I have considered propitious to check how young people of legal working age but in college or few working years tend to be more aware and responsible people, not only with social networks but in general, they are already entering a more mature period in life.

My biggest limitation has been not being able to ask more questions to draw more conclusions due to the already existing length of my survey and the difficulty of choosing which questions to ask and which not to ask, knowing that all of them were interesting. I would have liked to make a broader project where I also explain and ask a similar sample, about the personalized ads inside social media, the way they adjust our tastes to offer us the choicest products, thus inciting a higher but worse consumerism. Another feature I would have relished to add is another range of age of teenagers to my survey, thus I could

have compared both groups but I couldn't do it through internet but going to a high school (as not all teenagers have a smartphone and social media). The problem was the little attention and interest received from the three high schools I requested to do it, which didn't give me the required authorization.

Apart from this, the page limit (40 pages) also restricts me a lot when it comes to delve more deeply into different aspects of clear interest about the responsibility that young people have in social media, such as personal data and the aforementioned personalized ads.

PERSONAL APPRAISAL

To conclude my work, I would like to give a small assessment of what it has meant to me and thus proportionate to my knowledge. The work cost me quite a lot to get it on track because for one reason or another I saw it as something attractive but really broad, which requires me a lot of effort to define what to put and what not because everything seemed interesting to me.

The greatest contribution of this work to me has been to learn to synthesize and understand what information is useful, due to the excessive amount of information that I insist, very interesting, it was in relation to this topic.

On the other hand, I have learned to write in a better way, trying to be coherent at all times and the fact that the work has been in English has been a challenge because although I have done my bachelor in English, I had never done such a research in another language, which makes me proud and makes me think to try harder and do better in the next one that comes.

The amount of valuable information I have obtained about a topic both interesting and new makes me keep up to date with everything and allows me to let people close to me know any newly-information since I am also within the age range of the methodological work I have done. It has been of great help and learning in every sense, it has comforted me.

REFERENCES

20 minutos. (29th July 2019). Retrieved the 29th July 2019 on 20 minutos Mexico, Mal uso de redes sociales vulnera privacidad y los datos personales: https://www.20minutos.com.mx/noticia/842963/0/mal-uso-redes-socialesvulnera-privacidad-los-datos-personales/

20 minutos. (31st May 2021) Solsona, R., Cuatro de cada diez universitarios envían contenido sexual por móvil o redes, según un estudio: https://www.20minutos.es/noticia/4713205/0/cuatro-de-cada-diezuniversitarios-envian-contenido-sexual-por-movil-o-redes-segun-un-estudio/

33 Social media survey questionnaires (31st January 2021). On Formplus, retrieved on 31st January from:

https://www.formpl.us/blog/social-media-survey-questionnaire

Ahmad, B. (2021, 5th May). 10 Advantages and Disadvantages of social media for Society: https://www.techmaish.com/advantages-and-disadvantages-of-socialmedia-for-society/

Alexia (2021, 26th May) ¿Dónde y cómo se informan los jóvenes?: https://www.schoolmarket.es/donde-y-como-se-informan-los-jovenes/

Barysevich A. (2020, 20th November). How social media influence 71% consumer buying decisions:

https://www.searchenginewatch.com/2020/11/20/how-social-media-influence-71-consumer-buying-decisions/

Bartz, J. (2020, 20th July). Social media and the Effects of Context Collapse:

https://jasonmbartz.medium.com/understanding-context-collapse-and-therestoration-of-our-walled-gardens-1325bf527cf

Berlanga (2021, 10th May). ¿Qué es Twitter?

https://www.ciudadano2cero.com/que-es-twitter/

Blank, G., Bolsover, G., Dubois, E. (2014). A New Privacy Paradox: Young People and Privacy on Social Network Sites:

https://www.researchgate.net/publication/323981092_A_New_Privacy_Parado x_Young_People_and_Privacy_on_Social_Network_Sites

Bisgould, C. (2018, 4th February). Monkey See, Monkey Do: https://medium.com/rta902/monkey-see-monkey-do-61664f0dddeb

Caporal, M. (2017, 27th July). El consumismo, los adolescentes y las redes sociales:

https://gradoceroprensa.wordpress.com/2017/07/27/el-consumismo-losadolescentes-y-las-redes-sociales/

Castillo, José Carlos. (2020, 24th March). Así ha cambiado el coronavirus nuestro uso del móvil. *El Correo*:

https://www.elcorreo.com/tecnologia/moviles/cambiado-coronavirus-movil-20200323115618-nt.html?ref=https%3A%2F%2Fwww.google.com%2F

Dean, B. (2021, 26th April), Social Media Users:

https://backlinko.com/social-media-users

Elodie, G., Chen, R., Zhiyong, Y. (2020). Development of theory of mind on online social networks: Evidence from Facebook, Twitter, Instagram and Snapchat:

https://www.researchgate.net/publication/339996056_Development_of_theory _of_mind_on_online_social_networks_Evidence_from_Facebook_Twitter_Inst agram_and_Snapchat

Ehmke, R. (2021, 15th March). How Using social media Affects Teenagers:

https://childmind.org/article/how-using-social-media-affects-teenagers/

Férnandez, Y. (2021, 7th April) ¿Qué es Tiktok, de dónde viene y qué ofrece la red social de vídeos?:

https://www.xataka.com/basics/que-tiktok-donde-viene-que-ofrece-red-socialvideos

Frulinger, J (2020, 4th September). What is fishing?

https://www.csoonline.com/article/2117843/what-is-phishing-how-this-cyberattack-works-and-how-to-prevent-it.html

Glen, S (2021). Snowball Effect:

https://www.statisticshowto.com/probability-and-statistics/statisticsdefinitions/snowball-sampling/

Gómez-Galán, J., Martínez-López, J., Lázaro, C. (2020). Social Networks Consumption and Addiction in College Students during the COVID-19 Pandemic: Educational Approach to Responsible Use:

Gomez-galan-2020-Social-networks-consumption-and-add.pdf

González, E., and Martínez, N. (2018). Redes sociales como factor incidente en el área social, personal y académica de alumnos de Educación Secundaria Obligatoria. Tendencias Pedagógicas, 32, 133-146. doi: 10.15366/ tp2018.32.010

Hanna, J. (August 2018). The Policy Corner. User Data Privacy: Facebook, Cambridge Analytica, and Privacy:

https://click.endnote.com/viewer?doi=10.1109/MC.2018.3191268&route=6

Hayhoe, K. (2018)→ Mephistoles' Vignette:

https://xkcd.com/501/

Hussain, I (2018). A study to evaluate the social media trends among youth:

https://click.endnote.com/viewer?doi=10.1016/j.sbspro.2012.11.075&route=6

IAB. (2020) ENCUESTA REDES SOCIALES ESPAÑA: https://iabspain.es/estudio/estudio-redes-sociales-2020/

Instituto Nacional de Estadística (INE) (2021). Demografía y Población:

https://www.ine.es/dyngs/INEbase/es/categoria.htm?c=Estadistica_P&cid=1254734710984

Ketlle, P., Gilmartin, N., Corcoran, M., Byrne, D., Sun, T. (December 2016). Time well spent? A survey of student online media usage: https://www.maynoothuniversity.ie/sites/default/files/assets/document/SOCIAL%20MEDIA%20SURVEY%20FINALV_1.pdf

King, A., Valença, A.M., Silva, A., Baczynski, T., Carvalho, M., Nardi, A. (January 2013). Nomophobia: Dependency on virtual environments or social phobia? https://www.sciencedirect.com/science/article/abs/pii/S0747563212002282

Lomber (2016, 28th September). ¿Cuáles son las causas del ciberbullying?

http://lomber.es/cuales-las-causas-del-ciberbullying/

Lo paras o Lo pasas (15th April 2021) In AEPD (Agencia Estatal de Protección de Datos): https://www.aepd.es/es/prensa-y-comunicacion/notas-de-prensa/lo-paras-o-lopasas-nueva-iniciativa-mar-espana

López,   M.   (2015).   The   intelligence   of   the   trends: https://www.tdx.cat/bitstream/handle/10803/371449/TMJLV.pdf

Madsen (2021, 3rd February). Forbes Teleccomuting Benefits and recommendations: https://www.forbes.com/sites/forbescoachescouncil/2021/02/03/its-here-tostay-teleworking-benefits-and-recommendations /?sh=496443af42ab

Malo, S., Martín-Perpiña, M., Viñas-Poch, F. (15th March 2018). Excessive use of social networks: Psychosocial profile of Spanish adolescents: *Comunicar, nº 56, v. XXVI, 2018 Revista Científica de Educomunicación |* ISSN: 1134-3478; e-ISSN: 1988-3293

Malware   Bytes   (2020).   Suplantación   de   identidad   (phishing)   from: https://es.malwarebytes.com/phishing/

Maryville   University   (2020).   Evolution   of   social   media: https://online.maryville.edu/blog/evolution-social-media/

Moreno, Manuel. (2020, 24th March). Twitter reabre la verificación de perfiles por el coronavirus. *TreceBits*. Retrieved from:

 https://www.trecebits.com/2020/03/24/twitter-reabre-la-verificacion-deperfiles-por-el-coronavirus/

Mulcahy, S. (2020). State of the connected Consumer (*SalesForce* Research): https://www.salesforce.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-4th-ed.pdf

Nalewajek, M. and Radoslaw M. (2013, 19th June) The role of social media in building awareness of responsible consumption:

http://toknowpress.net/ISBN/978-961-6914-02-4/papers/ML13-330.pdf

Organización de Consumidores y Usuarios (OCU) (2021):

https://www.ocu.org/

Orihuela, J.L. (2008). *Internet: la hora de las redes sociales* (p.57-62) Madrid: La esfera
de los libros.

Pastor, J. (2017, 19th July). Pereza e indefensión: el macabro mundo de los términos y
condiciones de uso:

https://www.xataka.com/legislacion-y-derechos/siguiente-siguiente-
siguientepor-que-nadie-se-lee-los-terminos-de-uso

Palacios, M and Chamorro-Mera, A. (13th October 2020). Analysis of Socially
Responsible Consumption: A Segmentation of Spanish Consumer
Sustainability 2020:

Sustainability | Free Full-Text | Analysis of Socially Responsible Consumption:
A Segmentation of Spanish Consumers (mdpi.com)

Patagonia. (2011) In SlideShare. Corporate excellence, IESE Barcelona (2011) Patagonia
Value Creation:

https://es.slideshare.net/CorporateExcellence/patagonia-integrar-la-rsc-en-
lacreacin-de-un-modelo-de-negocio-y-la-gestin-estratgica

Peterson Institute for International Economics (PIIE) (2019). What is Globalization?

https://www.piie.com/microsites/globalization/what-is-
globalization#:~:text=Globalization%20is%20the%20word%20used,investmen
t%2C%20people%2C%20and%20information

PwC Retail Survey (2021). Retrieved from:

https://www.pwc.com/gx/en/industries/consumer-markets/consumer-
insightssurvey.html

Reig, D. (2020). Jóvenes de un nuevo mundo: cambios cognitivos, sociales, en valores,
de la Generación conectada. *Revista de estudios de Juventud Junio 15 | nº 108*

Reyes, N. (2021, 23rd January). Digital Footprint:

https://blog.reputationx.com/digital-footprint

Robinson, L. and Smith, M. (September 2020). Social Media and Mental Health:

https://www.helpguide.org/articles/mental-health/social-media-and-
mentalhealth.htm?fbclid=IwAR25JfhzGK7L8JR1REaQZmcWnB42M-
25YcxFSWJgT7XeJkh29M6MWgcDp-0

Sanz, J.L. (2020, 31st March). Stop Bulos: 'Apps' que ya usas y que tienen información

verificada del Covid-19:

https://cincodias.elpais.com/cincodias/2020/03/31/lifestyle/1585636620_53249
7.html

Sasso, F. (2021, 9thApril). A nueve años de la transacción: ¿por qué Facebook compró

Instagram?:

https://es.digitaltrends.com/sociales/por-que-facebook-compro-instagram/

SD Virtual School (2019, 25th July). How to use social media responsibly:

https://sdvirtualschools.com/how-to-use-social-media-responsibly/

Statista. (2016). El 60% de los españoles se informa a través de redes sociales:

https://es.statista.com/grafico/6828/el-60-de-los-espanoles-se-informa-a-
travesde-redes-sociales/

Sreejesh, S., Gahlot, J. and Sarkar, A. (2019). CSR through social media: examining the

intervening factors:

https://click.endnote.com/viewer?doi=10.1108%2Fmip-12-2018-
0569&token=WzMyOTc4MjUsIjEwLjExMDgvbWlwLTEyLTIwMTgtMDU2
OSJd.rOa4d35p1tR-2emI87bqWFUA25c

Talwar, S., Dhir, A., Singh, D., Virk, G. and Salo, J. (2020). Sharing of fake news on

social media: Application of the honeycomb framework and the third-person
effect hypothesis - ScienceDirect:

https://www.sciencedirect.com/science/article/pii/S0969698920306433?via%3
Dihub

Torres, A. (2011) ¿Qué es el Hacking?:

https://thehackerway.com/about/

Vickovich, A. (2019, 27th May). Canva under cyber-attack, with reportedly as many as 139 million users affected:

https://www.businessinsider.com.au/canva-under-cyber-attack-with-reportedlyas-many-as-139-million-users-affected-2019-5

Wauters, E., Lievens, E. and Valcke, P. (2014). Towards a better protection of social media users: a legal perspective on the terms of use of social networking sites (p. 254–294): *International Journal of Law and Information Technology, 2014*.

Ye, X., Zhao, B., Nguyen, T. and Wang, S. (20th November 2019). Social media and Social Awareness:

https://link.springer.com/chapter/10.1007/978-981-32-9915-3_12

Yuste, B (2020). Las nuevas formas de consumir información de los jóvenes. *Jóvenes y Generación 2020* (p. 179-191).

ANNEX 1: FOCUS GROUP

The focus group is based on the gathering information from participants in order for them to discuss and interact about social networks and my ideas thus providing me with relevant information for the research. Participants have to fill the requirements to partake in, on these terms my only requirement is the age, who has to be between 16-24 years old. The goal is to obtain some clarifications regarding the responsible use that youth have on social media.

The focus group has been developed in a house with 5 participants and myself, where my position has been of a coordinator between them and to ask them all the questions. I have prepared it in purpose of reaching some conclusions in order to carry out a better and accurate questionnaire to extrapolate the results of my 5 respondents into a representative sample for the region of Aragón.

The duration of the focus group has been of 1 hour and a half. With all the questions stated, I try to resume what everyone has said in their speaking time, letting them to freely discuss between them. I try to gather the general opinion of everyone in every question.

I have undertaken the position of a coordinator with a "laissez-faire" attitude, where all the participants can discuss on a respectful and joyful manner, thus having obtained from them what I expect and thanking them for the time spent with my questionnaire which will be truly useful in terms of getting some exhaustive conclusions.

FOCUS GROUP: 5 people

Adrián, 22 years old, Business Administration and Management student.

Marta, 21 years old, School of Medicine student.

Claudia 22 years old, Modern Languages student.

Mario, 23 years old, Tourism Student.

Pablo, 22 years old, Law Student.

FIRST BLOCK: SOCIAL MEDIA

Do you have social networks?

Adrian: Yes

Paul: Yes

Claudia: Yes

Mario: Yes

Marta: Yes

GENERAL ANSWER→ YES

If so, how many do you use daily and which ones?

Adrian: Whatsapp, Insta, Twitter, Tiktok

Pablo: Whatsapp, Insta, Tiktok, Snapchat, Tinder, Twitter and Facebook.

Claudia: Instagram, Whatsapp and Facebook

Mario: Instagram and Whatsapp

Marta: Instagram, Whatsapp, Facebook GENERAL

RESPONSE→ Whatsapp, Instagram **Network**

usage time?

Adrian: 6.5 hours

Paul: 7 hours

Claudia: 4 hours Mario:

5 hours

Marta: 3.5 hours

GENERAL RESPONSE→ The average would be about 5 hours.

From which device do they usually connect...

Adrian: Smartphone 99% of the time

Pablo: Mobile phone most of the time computer sometimes

Claudia: Mobile

Mario: Mobile

Marta: Mobile

GENERAL RESPONSE→ Mobile always

Frequency of use for each Social Media apps? (Daily assumed) Twitter, Instagram, Facebook, Youtube, LinkedIn, TiktTok, Whatsapp.

Adrian: WhatsApp 2 hours, Insta 1 hour and 15, Twitter 1 hour, Tiktok 30 min and YouTube too.

Pablo: WhatsApp 10min, Insta 4 hours and 30 mins, Tiktok 2 hour, Tinder 2 minutes,

Snapchat 1 minutes

Claudia: WhatsApp 2 h and 30 mins Insta: 1 hour and a half Facebook is just checking.

Mario: WhatsApp 3 h Insta 2

Marta: WhatsApp 2 Insta 1.5 hours

GENERAL RESPONSE→ WhatsApp and Insta dominate both in time and in what everyone uses.

Which of the following is your favourite social media? Twitter, Insta, WhatsApp, FB, Snapchat, Tiktok

Adrian: Twitter.

Pablo: Instagram

Mario: Instagram

Claudia: Instagram

Marta: Instagram

GENERAL RESPONSE →Instagram

How does your daily use of social media influence you?

Adrian: It creates dependency, I have a good time and I enjoy it but in the long run it makes me tired because I feel like I'm wasting my time sometimes.

Pablo: It frustrates me to waste so much time on a platform that doesn't get me anywhere and I don't make the most of my day-to-day life because of them. I could do anything else but I'm still on them, that waste of time is what frustrates me.

Claudia: It influences you in terms of fashion, I gossip a lot, I look at restaurant sites. I like it because I learn things but at the end of the day it makes me waste time that is more useful for other things.

Mario: It teaches me things about cooking, in a tutorial way, I watch fashion and travel. I think social networks encourage consumerism. I think it affects me but it doesn't worry me seriously.

Marta: I watch a lot of video tutorials, see photos of friends and interact mainly.

GENERAL RESPONSE→ The general response has been somewhat frustrated as they feel it creates dependency but they still consider learning and informing themselves quite a lot which balances it out a bit.

Do you think that excessive use of networks leads to bad behavior within them?

Adrian: Of course, everything in excess tends to become a bad thing.

Pablo: It doesn't have to, I think that excessive use leads to bad behavior outside them but not inside them, because the number of hours of use on a social network doesn't mean that you use them badly, it depends on each person, not on time. A person who wants to misuse social networks will do so whether they use them a little or a lot.

Claudia: It depends on the personality of each person, but I think so.

Mario: I don't think so because you really act the way you want to act, I don't think it really affects behaviour.

Marta: Without a doubt, everything in excess is bad and that it becomes so vicious because all it creates is bad attitudes, but more external ones as Pablo says.

GENERAL ANSWER→ Difficult to generalise this answer as everyone's opinion is different, but it is clear that too much of everything is bad and that personality is really the key.

What kind of information do you usually consult in each of them?

Adrian: Whatsapp: Keeping in touch with my friends Insta: I gossip about my friends' lives Twitter: Keeping up to date with sport and culture: Youtube and Tiktok: Entertainment/hanging out.

Pablo: Whatsapp: messages university family Insta: Flirt meet new people and be aware of what people are doing Tiktok: Pure pastime Twitter: News Snapchat: Celebrities Tinder: flirt and meet people

Claudia: Whatsapp: interacting with class stuff, my private lessons Instagram: gossiping fashion pages Facebook: pure gossiping

Mario: Whatsapp: messaging and Insta: cooking recipes, fashion pages and interacting with my friends.

Marta: Whatsapp: messages and Insta: Photos, videos, see what people upload and talk too.

GENERAL RESPONSE→ Messages on WhatsApp, photos and videos on Instagram, Twitter more for general information.

What kind of information do you usually publish and how often?

Adrian: Beyond WhatsApp's which are messages, on Instagram I post weekly stories or music song content, and on twitter I tweet 3 times a week.

Pablo: Entertainment and every day, all the time. (24/7)

Claudia: Food and myself (photos of myself)

Mario: Food, clothes and myself

Marta: Photos I like of travels or me with my friends.

GENERAL RESPONSE→ Casual photos or videos of themselves or friends.

When you see news circulating on Facebook/Twitter... what do you do (read the headline of the news, photo or video; read the headline... read and verify the information in other media...)?

Adrian: Facebook 0, I don't use it and I don't trust it, the first thing I do on Twitter is look at the source and then I go to the news and get informed, I never just look at the headline.

Pablo: If I'm interested in the headline, I read the whole thing and check the source or media from which it was published.

Claudia: Depending on whether I'm interested or not, if I'm interested, I read everything and contrast, if I'm not interested, I don't care.

Mario: If I am interested in the news, I spread the word and get as much information as I can.

Marta: I only inform myself especially about what interests me, I try not to pay much attention to the rest.

GENERAL RESPONSE→ They usually cross-check information, but mainly information that is of interest to them.

Within these questions, select from 1 to 5, which of these positive aspects do you consider most real or important thanks to social networks?)

Have a good interface: Adrian: 4 Paul: 5 Claudia: 3 Mario: 4 Marta: 4

That allows you to talk to anyone: Adrian:3 Paul: 5 Claudia: 4 Mario: 4 Marta: 5

Have the information verified: Adrian: 3 Paul: 4 Claudia: 5 Mario: 5 Marta:4

The immediacy that the networks offer you: Adrian: 5 Paul: 5 Claudia: 5 Mario: 5 Marta: 5

Meet new people: Adrian: 3 Pablo: 5 Claudia: 5 Mario: 5 Marta: 2

The awareness that is being generated by the visibility given to discriminated groups: Adrian: 5 Paul: 1 Claudia: 4 Mario: 5 Marta: 5

Past-time: Adrián: 5 Pablo: 4 Claudia: 5 Mario: 4 Marta: 4

GENERAL ANSWER→ This question is divided into many blocks so I don't think extrapolation is necessary, the average response is above average which is 3, so almost all aspects are really important for them.

Within these questions, select from 1 to 5, which of these negative aspects you consider most harmful or dangerous due to social networks). Cyberbullying: Adrian: 2 Pablo: 2 Claudia: 5 Mario: 5 Marta: 5

Theft of personal data: Adrian: 3 Paul: 4 Claudia: 4 Mario: 3 Marta: 5

Phishing: Adrian: 4 Pablo: 3 Claudia: 4 Mario: 4 Marta: 3

Social Pressure: Adrián 5 Pablo: 5 Claudia: 4 Mario: 4 Marta: 4

FOMO (fear of missing out): Adrián: 5 Pablo: 5 Claudia: 3 Mario: 1 Marta: 4

Nomophobia: Adrian: 5 Paul: 5 Claudia: 3 Mario: 4 Marta:3

Anxiety, depression that is growing due to bad and excessive use of the networks: Adrian: 5 Paul: 5 Claudia: 4 Mario: 3 Marta: 5

Difficulty in finding a job (Context Collapse): Adrian: 2, does not think it is very important Pablo: 2 Claudia: 4 Mario: 4 Marta: 3

GENERAL ANSWER→ As in the previous question, virtually all negative aspects influence and matter to them.

How exposed do you think you are on social media? From 1 to 7

Adrian: 5

Paul: 7

Claudia: 6

Mario: 5

Marta: 5

GENERAL RESPONSE→ They believe they are highly exposed on networks because of what they see.

Do you know all your followers personally?

Adrián: No, because on Instagram I have an open profile and I generally don't unfollow them, and they're usually friends of friends and for that reason I trust them a bit. Pablo: Not at all

Claudia: No

Mario: No, more and more bot accounts are following me.

Marta: Everyone without exception, I don't even accept acquaintances.

GENERAL RESPONSE➔ In general, they don't know everyone but Marta does.

RESPONSIBLE CONSUMPTION

Do you know the term fingerprint?

Adrian: Yes

Paul: Yes

Claudia: no but it rings a bell.

Mario: no

Marta: yes

GENERAL RESPONSE➔ They are familiar with the concept.

How does it feel to know that everything you post is stored and never completely disappears, as it is in the possession of the social network where you have posted it?

Adrian: I am aware of it and I try to be consistent with it.

Pablo: I don't care but I know it's not good, I expose myself a lot.

Claudia: It is harmful and dangerous but everyone is aware of how they act, every act has a consequence.

Mario: I think it's dangerous because you never know what can happen, it creates uncertainty for me.

Marta: I'm a bit scared but I think I know very well what I'm uploading so I'm calm.

GENERAL RESPONSE➔ They are aware of it, but they are still a bit concerned not knowing what they will do with such data and publications.

Are you familiar with the concept of responsible consumption?

Adrian: Yes

Pablo: YES

Claudia: Yes, more or less

Mario: Yes

Marta: Yes

GENERAL RESPONSE➔ They know it.

If so, how responsible do you think you are as a consumer? From 1 to 7

Adrian: 4

Paul: 1

Claudia: 3

Mario: 1

Marta: 3

GENERAL RESPONSE→ They are not considered responsible consumers.

And within the social networks? From 1 to 7

Adrian: 1

Paul: 2

Claudia: 1

Mario: 1

Marta: 5

GENERAL RESPONSE→ They do not consider themselves responsible consumers of networks, which is interesting and necessary for my survey.

Do you know of initiatives that promote social responsibility within social networks?

Adrián: No

Pablo: no

Claudia: No

Mario: No

Marta: No

GENERAL RESPONSE→ No

If so, name at least one

Adrian: nothing

Pablo: nothing

Claudia: nothing

Mario: nothing

Marta: nothing

GENERAL RESPONSE→ none

Would you like companies to promote campaigns encouraging better use of social media?

Adrián: Yes, especially for young children and for adults, I think that we 20–30-year-olds are the ones who make the best use of social networks.

Pablo: Yes, I would like to, but it's like throwing stones at each other, they will lose out.

Claudia: It would be nice but I don't think it's very important, awareness, but I don't think it's super useful.

Mario: Yes, because people would be more aware of doing things right, myself included.

Marta: That would be good, but it would have to be shown how these studies really make a difference.

GENERAL RESPONSE→ They think it's fine but they don't see the point of it all.

If so, would this encourage you to have more brand-friendly values and buy more from the brand?

Adrián: At the end of the day, all brands that make positive campaigns have an influence, more on one group or another, but it influences me personally.

Paul: Not at all, I don't buy more or less for it.

Claudia: I buy what I want, I am more influenced by what the garment is than by who promotes it or wears it.

Mario: Possibly.

Marta: I don't really buy due to this, I buy what I like and that's it, but if it helps, all the better.

GENERAL ANSWER→ The answer is that they are not very much guided by that in general, as they tend to buy what they really like without looking at the company itself.

From 1 to 7, how important are the values of a shop for you to buy a product from?

Adrián: 4

Paul: 5

Claudia: 4

Mario: 5

Marta: 4

GENERAL RESPONSE→ They value their values but not so much that they promote responsible use of networks, curious.

RESPONSIBLE USE ON SOCIAL MEDIA

What factors make a young person a responsible user of social networks.

Adrián: Knowing how to control yourself, not making excessive use of it, being careful with what you publish, seeing what you're giving your baggage to, not eating a fake new and expanding it.

Pablo: Set a time limit on the social network you use the most, restrict what you post on social networks, contrast information, be careful what you disclose and share.

Claudia: Not sharing photos without the consent of others, giving visibility to world problems (hunger, prostitution, etc.).

Mario: Don't share false information, know what you are publishing.

Marta: Keep your account private, publish normal content that does not cause a revolution among your followers and inform yourself well.

GENERAL RESPONSE→ Privacy, don't post content you regret and beware of false information.

Have you ever read the terms of use and terms and conditions of a social network?

Adrián: 1 time I read them, for x reason if there was something that scratched me, I read it.

Pablo: Never ever because I'm too lazy.

Claudia: No, because they are a pain in the ass.

Mario: No because they seem super long to me

Marta: They are never very long in my life.

GENERAL RESPONSE→ Never for length and laziness.

Do you have a private profile?

Adrian: Yes, I have had it but I am currently public,

Pablo: No, I have it public.

Claudia: Private

Mario: Private

Marta: Yes, always.

GENERAL RESPONSE➔ A bit polarized, but in general everyone has been deprived at one time or another.

Don't post content that is inappropriate. The Front Yard test, if you were to see what you posted on a giant banner, would you be OK with it or would you be embarrassed?

Adrián: Personally, I wouldn't be embarrassed, I wouldn't have a bad time, I try to give the image I want to project to my followers and in general in each network. I wouldn't mind.

Pablo: Sometimes I'd be embarrassed, sometimes I'd be very happy.

Claudia: I would be fine with that as I think I would still become famous.

Mario: It would be fine with me because I'm happy with what I publish, I'm not ashamed.

Marta: I wouldn't care as I think I publish normal content.

GENERAL RESPONSE➔ They wouldn't think it's wrong, they are not ashamed of what they publish.

What do you think about this statement: Don't constantly publish everything you do and even less so by putting your location?

Adrián: I agree, more than for security but because in the end people don't live, people start living for the sake of publishing instead of living for themselves.

Pablo: If what companies do when I put my location, they collect it as data about me, and use it in good faith, I do it knowing that they will offer more personalized products and offers at the same time, so that's good.

Claudia: I agree with the statement, nobody has to know what you do all the time.

Mario: I think that's absolutely right

Marta: sometimes I post my location but never with the intention of anything, I post very rarely.

GENERAL RESPONSE➔ Agree with the statement, do not overdo what is published.

The ACRONYM T.H.I. N.K ➔This acronym that I break down below in each question is really useful to demonstrate the unconsciousness that we network users have when posting, as we constantly lie or have an empty function beyond entertainment.

The first letter is true, is the content you have published true?

Adrián: Yes, the vast majority, I would say 95%. I have a limited profile, the people who follow me are the people I want to follow me.

Pablo: Normally I try to do so, but many times I don't and I give the image of something that is not the case.

Claudia: I always upload myself; I don't publish fake content.

Mario: Most of the time, sometimes I give an image that is not real.

Marta: I always upload truthful content, yes.

GENERAL RESPONSE→ The content is almost always truthful.

The H is for helpful, this content is going to help someone or raise awareness about something.

Adrian: Generally, no.

Pablo: I do think it has an influence, but not in the way it should.

Claudia: Not at all.

Mario: Not generally no.

Marta: I don't really sometimes repost BLM or Palestine type content but I do.

GENERAL RESPONSE→ It does not help or conscience anyone.

The I is information is your information based on facts or merely unnecessary gossip or hearsay.

Adrian: Generally, it's just talk, I don't have a profile on any network that is committed to anything. If a Palestine trend comes up, I can retweet it, but it's not my job, I have 50 followers on twitter.

Paul: It's very fact-based but also pure gossip but it's generally fact-based.

Claudia: It's based on facts; I don't upload something that doesn't concern me.

Mario: I have never uploaded anything that was gossipy. I don't upload anything that is not related to me.

Marta: Based on facts I don't publish anything gossipy doesn't help.

GENERAL RESPONSE→ It is fact-based content that is published most of the time.

The N is for necessary, is what you publish something that people need to hear or see or is it something irrelevant.

Adrian: Generally irrelevant.

Pablo: Irrelevant as hell.

Claudia: Nobody cares, I think it's irrelevant.

Mario: It's irrelevant, it will matter to my people.

Marta: It's not really necessary, I publish it because I want to.

GENERAL ANSWER→ It's not necessary, it's because they feel like it and that's it.

The K is for kind, it is what you publish that is kind and good or it is nasty and unkind.

Adrian: I think it's kind, I never try to hurt anyone, I'm never going to attack.

Paul: Kind and good.

Claudia: It's good, nice I think.

Mario: I agree with the others.

Marta: Good and kind always.

GENERAL RESPONSE → They think It's kind and polite in general.

Have you ever sent sexual content of a third person without their consent? Have you received?

Adrián: I have received from someone I didn't know, but never from someone I know. I have never sent.

Paul: I haven't sent anything; I have received but years ago when there probably wasn't as much awareness of the danger involved.

Claudia: I have not sent, but I have received without my consent,

Mario: I have received, and I have sent from third parties without their consent.

Marta: I have never forwarded anything from third parties but I have received photos with sexual content that I was not expecting at all.

GENERAL RESPONSE→ No one has ever sent anything without prior consent but they have received sexual content in general.

Do you know of anyone who has impersonated someone in order to flirt online?

Adrian: I don't think so, I would remember.

Pablo: I don't think so right now, but maybe I do.

Claudia: Yes, I know a person, a girl.

Mario: I don't really know anyone.

Marta: Not really

GENERAL RESPONSE→ Everyone but one person, which is rare to see.

Do you verify information in different media?

Adrián: I do, because I mainly get my information on Twitter.

Pablo: Yes, in newspapers, official websites, the social network where I get the most information is Twitter.

Claudia: Depending on whether or not I am interested in the information.

Mario: It depends on what interests me.

Marta: I try, but the truth is that I don't really care unless I'm really interested.

GENERAL ANSWER→ In general, they all contrast information, but as I say, the information that interests them.

In the networks you interact with most, is your profile private or public?

Adrian: Public

Pablo: Public

Claudia: Private

Mario: Private

Marta: Private

GENERAL RESPONSE →Polarized, public and private.

Have you ever configured your privacy settings within a social network?

Adrian: Yes, I have set it to private and from private to public.

Pablo: Yes, on Insta I set myself private, blocking the stories I post to X people, on Tiktok I sometimes restrict my content to people I'm not friends with.

Claudia: Yes, I have also done it when uploading content, when I uploaded it it was public and after the photo it was private.

Mario: Yes, I have changed it because I am now private.

Marta: From the first moment I have networks, I am private.

GENERAL ANSWER→ Everyone has changed their privacy settings at some time.

Do you know of any cases of identity theft or theft of personal data through social networks?

Adrian: A lot of girls I know have had their Instagram profile impersonated in particular and they pretend to be the person's friends and have an account of only fans.

Pablo: Yes, lately there are girls that I know who are fake profiles and since the arrival of Only Fans even more.

Claudia: I don't know of any cases.

Mario: My account was stolen and I know who it is.

Marta: I know of cases like the others say of fake profiles of girls I know who seem to have only fans, the bots.

GENERAL RESPONSE →Important to note the entry of OnlyFans, an application of sexual content in which users pay for a subscription to certain channels to view this content and that since its arrival more and more bots are appearing on Instagram mainly, stealing personal data and identities.

Do you think that having a private profile within the networks greatly reduces any externalities that may occur?

Adrián: Yes, a lot, maybe a lot especially on Twitter, because for example on Twitter, anyone can answer you if they see what you have posted and it is very restricted, which can give you peace of mind.

Pablo: It depends on your personality and how you take the interactions you get from people who don't know you. If you care about the opinion of people, you don't know you should make it private.

Claudia: I don't think so, because I still accept people I don't know.

Mario: No, because even though it's private, I accept people I don't know.

Marta: I think and trust that if that's why I never make it public, I don't want anything to happen to me through the networks.

GENERAL ANSWER→ It depends on your personality and the answer is somewhat polarised, some think it does and others think it doesn't, depending very much on your privacy.

Do you think it would be useful if there were an extension on social networks that would allow you to read the most incisive points of the terms and conditions of use of the app quickly and concisely?

Adrián: It would be a good idea of course, people don't tend to read it because it's so long, not because they don't know it's of interest. It's more out of laziness than unconcern.

Pablo: It would be useful for the user but not for the company.

Claudia: I think it would be a fantastic extension.

Mario: Of course, they would, people would inform themselves because nowadays it's a mess.

Marta: I think it's a great idea but I don't see how to do it.

GENERAL RESPONSE→ They think it's a great idea but question its implementation a bit.

What would you think about linking your ID to your account in any social network to create a kind of ID, which controls in a more fortuitous way your use in them?

Adrian: I think it's a good idea but difficult to implement, it would require a lot of new laws.

Pablo: I think the idea is brutal because it would eliminate a lot of accounts that are simply bots, it would reduce the abuse of them, the use would be better, the information would be more truthful, there would be a better environment. There would be more legal accountability in what is disclosed and shared. It would also be easier when it comes to reporting something.

Claudia: I see it as good but difficult to implement, I see it as a good idea when it comes to denouncing and making things easy.

Mario: I think it's a good idea and would reduce some crime for sure.

Marta: I don't think it's bad, although I think it's giving too much information to the apps, who knows what they do with it.

GENERAL RESPONSE→ The opinion is very good as it would speed up legal processes, it would be a healthier and more respectful community and it would avoid a lot of fake news.

FINALLY, DO YOU THINK THAT YOUNG PEOPLE IN GENERAL ARE RESPONSIBLE CONSUMERS OF SOCIAL NETWORKS?

The unanimous answer reached by the five is that young people can sometimes misuse the networks, but that we are undoubtedly the most informed and aware group about them, because we were born with them and because we spend a large part of our time immersed in them. They believe that certain campaigns on how to use them responsibly should be promoted for those who are new to the networks, because impulsiveness can be expensive at the beginning and for those older people, from the age of 50 onwards, who do not know the risks well and aren't aware of what each of the acts carried out on the networks entails, as they do not handle social networks very well.

Conclusion:

What I have obtained from this study is how important are social media for the youth nowadays, spending so much time on a daily basis, even though we tend to be concerned about this long period, we continue doing it. It's also clear how much the participants were willing to discuss each questions posed as it's a heated topic to talk about and it's something of which the youth really know so much. The participants are aware of the problems and dangers arisen from social media but sometimes make a controversial use regarding this conclusion, e.g., the acronym T.H.I.N.K. which really shows how the content within social media must be to avoid polemics or misinformation, where the results weren't actually on line with a responsible use.

They really agree for a higher incision from the authorities regarding the verification of each one account with their ID to improve the security inside social media and they declare themselves people who sometimes do pitfalls within them but tend to know the limits of social media, as they didn't tell any story who happened to them regarding a bad use of social media or a cyberattack (bullying, data theft, etc.) in their cases.

ANNEX 2: QUESTIONNAIRE ESP/ENG

¿Usas las redes sociales de forma responsable?

Do you use social media responsibly?

¡Hola! Esta encuesta es de uso académico para mi TFG. Con ella pretendo analizar el uso que hacemos los jóvenes de las redes sociales. Espero que te guste y te haga reflexionar sobre ello. ¡Muchísimas gracias por participar!

Hello! This survey is for academic purpose for my TFG. With it I intend to analyze the use that we young people make of social networks. I hope you like it and that it makes you think about it, thank you very much for participating!

REDES SOCIALES/SOCIAL MEDIA

Pregunta 1: Al acceder a esta encuesta, entiendo que tienes alguna red social. Si es así, ¿Cuál/es usas diariamente? (puedes señalar varias).

Question 1: By accessing this survey, I understand that you have a social media. If so, which one(s) do you use on a daily basis? (you can indicate several).

o WhatsApp
o Instagram
o Twitter
o Facebook
o YouTube
o Tiktok
o LinkedIn
o Snapchat

Pregunta 2: ¿Durante cuánto tiempo sueles usar las redes al día?

Question 2: How long do you usually use the social media per day?

o 30 minutos
o 1 hora
o 1 a 2 horas
o 2 a 4 horas
o Más de 4 horas

Pregunta 3: ¿Crees que el confinamiento por el COVID-19 ha provocado que dediques más tiempo a las redes?

Question 3: Do you think the COVID-19 confinement has caused you to spend more time on social media?

SI/NO

Pregunta 4: Si tu respuesta anterior ha sido un SÍ, ¿sobre cuánto tiempo se ha incrementado?

Question 4: If your previous answer was YES, over how much time has it increased?

○   Media hora
○   1 hora
○   Más de 1 hora
○   Más de 2 horas

Pregunta 5: ¿Desde qué dispositivos te conectas a las redes sociales habitualmente? (puedes señalar varias opciones)

Question 5: From which devices do you usually connect to social media? (You can indicate several options)

☐   Movil
☐   Ordenador
☐   Tablet
☐   Televisión
☐   Todas

Pregunta 6: ¿Cuál es tu frecuencia de uso diario para cada RRSS?

Question 6: What is your daily frequency of use for each SNs?

	Nada	Media hora	1 hora	1 2 horas	2 horas	Más de 2 horas
Instagram						
Whatsapp						
Facebook						
Twitter						
Snapchat						
Tiktok						
LinkedIn						
YouTube						

Pregunta 7: ¿Cuál de las siguientes RR SS es tu preferida? (sólo una opción)

Question 7: Which of the following is your favorite SN? (only one option)

o	Twitter	
o	WhatsApp	
o	Instagram	
o	Facebook	
o	Tiktok	
o	YouTube	
o	Snapchat	
o	LinkedIN	

Pregunta 8: En tu opinión, ¿cómo te influye el uso diario de las RRSS?

Question 8: In your opinion, how does the daily use of social media influence you?

	1	2	3	4	5	6	7	
No me sienta muy bien								Me sienta muy bien

Pregunta 9: ¿Qué importancia das a las siguientes ventajas ofrecidas por las RRSS? Siendo 1 nada importante y 7 muy importante.

Question 9: What importance do you give to the following advantages offered by the RRSS? Being 1 not at all important and 7 very important.

	1	2	3	4	5	6	7
Buena interfaz							
Te permita hablar con cualquier persona							
La información sea verificada							
La inmediatez que ofrecen							
Conocer gente nueva							
La concienciación que está generando gracias a la visibilidad que se da a grupos discriminados							

Pregunta 10: En relación a los principales problemas generados por el mal uso de las RRSS, ¿cómo de dañino consideras cada uno de ellos? Siendo 1 nada dañino y 7 muy dañino.

Question 10: In relation to the main problems generated by the misuse of social media, how harmful do you consider each of them to be? Being 1 not harmful at all and 7 very harmful.

	1	2	3	4	5	6	7
Cyberbullying							
Robo de datos personales							
Phishing							
Presión Social							
Nomophobia							

Ansiedad, Depresión							
Dificultad al encontrar trabajo							

Preguna 11: ¿Qué tipo de información y con qué frecuencia sueles consultar en las redes sociales?

Question 11: What kind of information and how often do you usually consult social networks?

	Nada	Muy poco	Un poco	Normal	A menudo	Bastante	Muchísimo
Deporte							
Moda							
Comida							
Contenido de influencer							
Amigos							
Noticias							

Pregunta 12: Cuando ves noticias que circulan en Facebook/Twitter… ¿Qué es lo que haces?

Question 12: When you see news circulating on Facebook/Twitter... What do you do?

o Leo el encabezado
o Leo el encabezado y miro la noticia por encima
o Leo el encabezado, entro en la noticia y la leo detenidamente
o Leo la noticia y procuro contrastar lo que dice en otros medios

Pregunta 13: En tu opinión, ¿cómo de expuesto crees que estás en las redes sociales?

Question 13: In your opinion, how exposed do you think you are in social networks?

	1	2	3	4	5	6	7	
Nada								Mucho

Pregunta 14: ¿Conoces a todos tus seguidores personalmente?

Question 14: Do you know all your followers personally?

<div align="center">SI/NO</div>

CONSUMO RESPONSABLE/RESPONSIBLE CONSUMPTION

Pregunta 15: ¿Conoces el concepto consumo responsable?

Question 15: Do you know the concept of responsible consumption?

Pregunta 16: Si es así, ¿cómo de responsable crees que eres como consumidor?

Question 16: If so, how responsible do you think you are as a consumer?

	1	2	3	4	5	6	7	
Nada								Mucho

Pregunta 17: Y, ¿dentro de las redes sociales?

Question 17: And, within social media?

	1	2	3	4	5	6	7	
Nada								Mucho

Pregunta 18: ¿Qué sientes al saber que todo lo que publicas se almacena y nunca desaparece del todo, ya que está en posesión de la red social en la que lo has publicado? (puedes señalar varias).

Question 18: How do you feel knowing that everything you post is stored and never completely disappears, since it is in the possession of the social network where you have posted it? (you can point out several).

☐ Inseguridad
☐ Frustración
☐ Seguridad
☐ Indiferencia
☐ Otro/a

Pregunta 19: ¿Conoces el término huella digital?

Question 19: Do you know the term digital footprint?

SI/NO

Pregunta 20: ¿Conoces la iniciativa "Lo paras o lo pasas"?

Question 20: Do you know the "Lo paras o lo pasas" initiative?

SI/NO

Pregunta 21: Si has respondido que SÍ en la pregunta anterior, ¿a través de que red social llegaste a ella? (puedes marcar varias opciones).

Question 21: If you answered YES in the previous question, through which social media did you reach it? (You can check several options).

	Instagram
☐	Instagram
☐	WhatsApp
☐	Facebook
☐	Twitter
☐	Tiktok
☐	Snapchat
☐	LinkedIn
☐	YouTube

Pregunta 22: ¿Te gustaría que las compañías promovieran campañas fomentando un uso más responsable de las RRSS?

Question 22: Would you like companies to promote campaigns encouraging a more responsible use of social media?

<p align="center">SI/NO</p>

Pregunta 23: Si has respondido que SÍ, ¿esto te incitaría a tener unos valores más afines a la marca que los promueve y comprarle más?

Question 23: If you answered YES, would this encourage you to have values more in line with the brand that promotes them and buy more from it?

<p align="center">SI/NO</p>

Pregunta 24: ¿Cómo de importante son para ti los siguientes valores de una marca/empresa para comprarle un producto?

Question 24: How important are the following values of a brand/company for you to buy a product from?

	1	2	3	4	5	6	7
Cuidado de sus empleados							
Cuidado al medioambiente							
Precio justo							
Concienciación social							
Sostenibilidad							
Fomenta comercio local							

RESPONSIBLE USE OF SOCIAL MEDIA/USO RESPONSABLE DE LAS REDES SOCIALES

Pregunta 25: ¿Qué factores hacen de un joven un usuario responsable dentro de las RRSS? Marca aquellas que consideres o escribe algún factor que creas que demuestra que un joven es responsable en las RRSS. (puedes señalar varias).

Question 25: What factors make a young person a responsible user of social networks? Mark those that you consider or write any factor that you think shows that a young person is responsible in social networks. (you can mark several).

□ Tener la cuenta privada
□ Contrastar información
□ No hacer un uso excesivo de las redes sociales
□ Ser selectivo a la hora de publicar
□ Otro/a

Pregunta 26: ¿Alguna vez te has leído los términos y condiciones de uso de una red social?

Question 26: Have you ever read the terms and conditions of use of a social network?

<div align="center">SI/NO</div>

Pregunta 27: Si tu respuesta anterior es NO, ¿por qué? (puedes señalar varias).

Question 27: If your answer above is NO, why? (You can point out several).

□ Por largura
□ Porque no me interesa
□ Por miedo
□ Por pereza
□ Por falta de tiempo

Pregunta 28: ¿Has configurado alguna vez tus ajustes de privacidad dentro de alguna red social?

Question 28: Have you ever configured your privacy settings within a social media?

<div align="center">SI/NO</div>

Pregunta 29: En las redes que más activo/a eres, ¿Qué tipo de perfil usas?

Question 29: In the social media you are most active in, what type of profile do you use?

	Público	**Privado**
Instagram	○	○
WhatsApp	○	○
Twitter	○	○
Tiktok	○	○
Facebook	○	○
Snapchat	○	○
YouTube	○	○
LinkedIn	○	○

Pregunta 30: En relación a publicar contenido que no sea apropiado (ej. La prueba del Front Yard test), si eso que has publicado lo vieras en una pancarta gigante, ¿te parecería bien o te daría vergüenza?

Question 30: Regarding posting content that is not appropriate (e.g., the Front Yard test), if you were to see this posted on a giant banner, would you be okay with it or would you be embarrassed?

○	Me daría vergüenza
○	Me parecería bien
○	Me sentiría indiferente

Pregunta 31: Posiciónate sobre esta frase: "No hay que publicar constantemente todo lo que haces y menos aun poniendo tu ubicación.

Question 31: Position yourself on this sentence: "You don't have to constantly publish everything you do and even less putting your location.

	1	2	3	4	5	6	7	
No estoy de acuerdo								Estoy muy de acuerdo

El ACRONIMO T.H.I.N.K. Este acrónimo que desgloso a continuación es para ver si el contenido que los encuestados publican cumple con ciertas cualidades que demuestran un uso responsable de las redes a la hora de publicar contenido.

Pregunta 32: La T es de "TRUE". ¿El contenido que publicas es verdadero?

Question 32: T stands for "TRUE". Is the content you publish true?

	1	2	3	4	5	6	7	
Falso								Verdadero

Pregunta 33: La H es de "HELPFUL". ¿El contenido que publicas va a ayudar a alguien o va a crear concienciación sobre algo?

Question 33: The H stands for "HELPFUL." Is the content you post going to help someone or raise awareness about something?

	1	2	3	4	5	6	7	
Nada								Mucho

Pregunta 34: La I es de "INFORMATION". ¿El contenido que publicas está basado en hechos o es meramente cotilleo o habladuría innecesaria?

Question 34: The I stand for "INFORMATION." Is the content you publish based on fact or is it merely gossip or unnecessary hearsay?

	1	2	3	4	5	6	7	
Cotilleo								Hechos

Pregunta 35: La N es de "NEED". ¿El contenido que publicas es algo que la gente necesita oír/ver o es algo irrelevante?

Question 35: The N stands for "NEED." Is the content you publish something people need to hear/see or is it irrelevant?

	1	2	3	4	5	6	7	
Irrelevante								Necesario

Pregunta 36: La K es de "KIND". ¿El contenido que publicas suele ser amable y bueno o desagradable y antipático?

Question 36: The K stands for "KIND." Is the content you publish usually nice and good or nasty and unfriendly?

	1	2	3	4	5	6	7	
Desagradable								Amable

Pregunta 37: ¿Alguna vez has enviado contenido sexual de una tercera persona sin su consentimiento?

Question 37: Have you ever sent sexual content from a third party without their

consent? SI/NO

Pregunta 38: ¿Conoces a alguna persona que se haya hecho pasar por alguien dentro de las RRSS?

Question 38: Do you know any person who has impersonated someone within the

RRSS? SI/NO

Pregunta 39: ¿Crees que tener un perfil privado dentro de las redes, puede reducir mucho cualquier problema que te pueda ocurrir dentro de ellas?

Question 39: Do you think that having a private profile within the networks can greatly reduce any problems that may occur within them?

SI/NO

Pegunta 40: ¿En qué medida consideras útil que hubiera una extensión en las RRSS que te permitiera leer de una forma rápida y concisa los puntos más importantes de los términos y condiciones de uso de dicha app?

Question 40: To what extent do you think it would be useful if there was an extension in the social media apps that would allow you to read in a quick and concise way the most important points of the terms and conditions of use of such app?

	1	2	3	4	5	6	7	
Inútil								Útil

Pregunta 41: ¿Qué opinas de vincular tu DNI con tu cuenta en cualquier red social, para así crear una especie de ID, que controle de una manera mas fortuita tu uso en ellas?

Question 41: What do you think about linking your ID with your account in any social network, in order to create a kind of ID, which controls in a more fortuitous way your use in them?

Me parece bien
Me parece que evitaríamos grandes problemas que surgen en las redes
Me parece que habría demasiado control
Me parece mal

Pregunta 42: En general, ¿crees que los jóvenes nos comportamos de una manera responsable en las RRSS?

Question 42: In general, do you think that young people behave in a responsible manner on social media?

SI/NO

Pregunta 43: ¿Cómo consideras que eres sobre estos aspectos de la personalidad? Siendo 1 Nada y 7 Mucho

Question 43: How do you consider you are about these aspects of personality? Being 1 Not at all and 7 Very much

	1	2	3	4	5	6	7
Extrovertido/a							
Solidario/a							
Con carácter							
Arriesgado/a							
Abierto/a							
Tolerante							

Pregunta 44: EDAD

Question 44: AGE

○ 16-18 años
○ 18-20 años
○ 20-22 años
○ 22-24 años

Pregunta 45: Género

Question 45: Gender

○ Hombre
○ Mujer
○ Prefiero no decirlo

Pregunta 46: Lugar de residencia

Question 46: Place of residence

Respuesta corta