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Of Swedes & Facebook 2022

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LUND UNIVERSITY DIGITAL MARKETING RESEARCH & INSIGHTS

LUND UNIVERSITY

Of Swedes & Facebook 2022

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About This Report

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Sample:
Data were collected in March 2022 from 1000 participants via the Dynata consumer panel, which is representative of Sweden in terms of age, gender, income, and geography.

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Image: Unsplash/@karsten116

Background

2022 has not been a good year for Facebook (Meta) so far. The stock price is plunging, the company is still under fire for the extent of misinformation on the platform, and the number of users are decreasing for the first time in the US[1]. Marketing and technology analysts are speculating whether Facebook reached its peak and began losing the competition against other rising platforms like TikTok.

Yet, Facebook is still a big player, especially in Sweden: 7 out of 10 Swedes have used the platform last year[2]. Then what about the perceptions of Facebook in Sweden? Are Swedish consumers still positive towards Facebook? What do they think about the influence of the platform on the society? Why did some of them leave Facebook? This report attempts to answer such questions.

[1]eMarketer, 2022
[2]Svenskarna och internet 2021
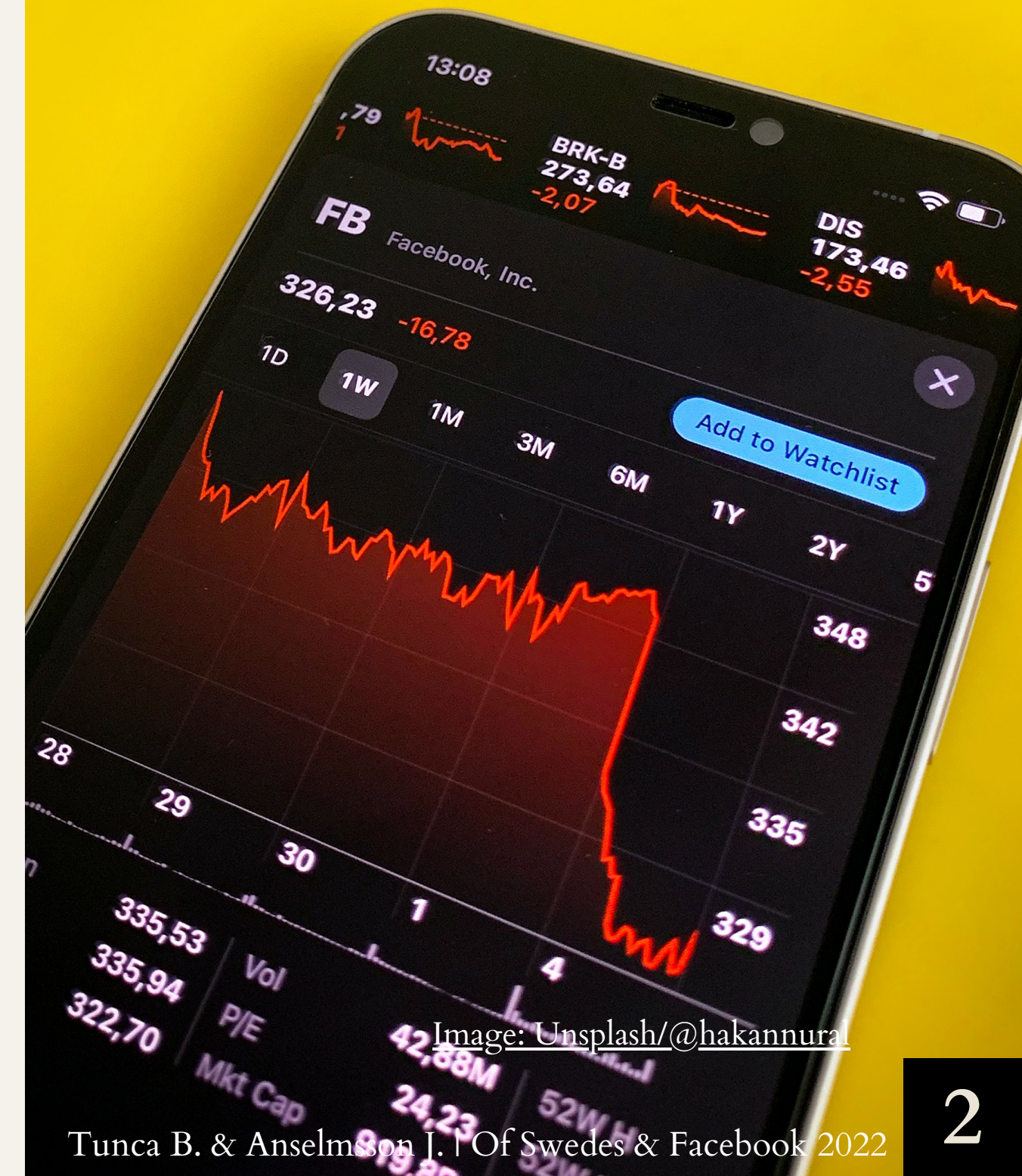
Image: Unsplash/@hakannural

Demographics

AGE

Gen Z (16-24)
14.6%

Boomers (57+)
26.6%

Gen Y (25-40)
33%

Gen X (41-56)
25.8%

GENDER

Other
0.4%

Female
49.6%

Male
50%
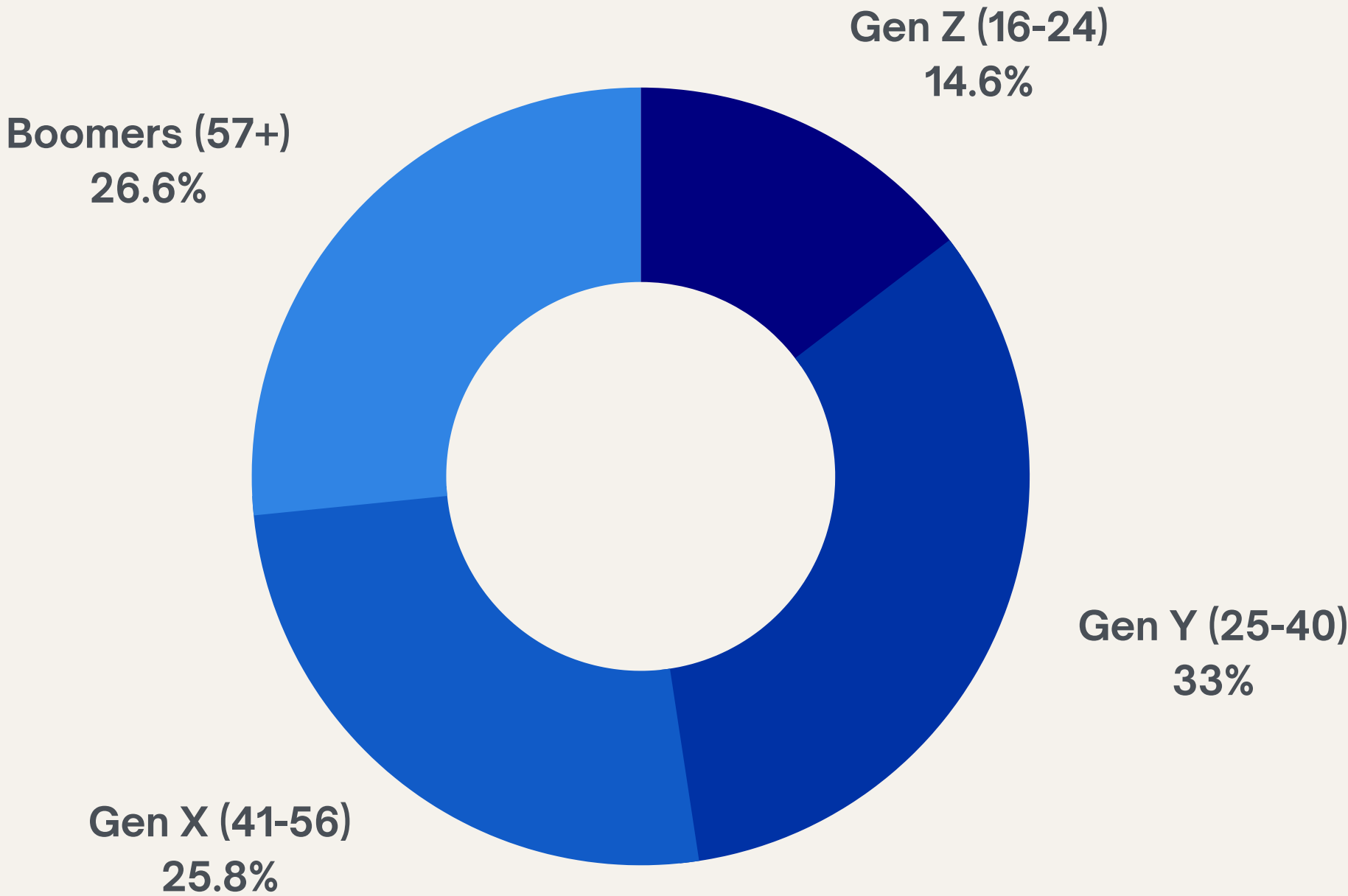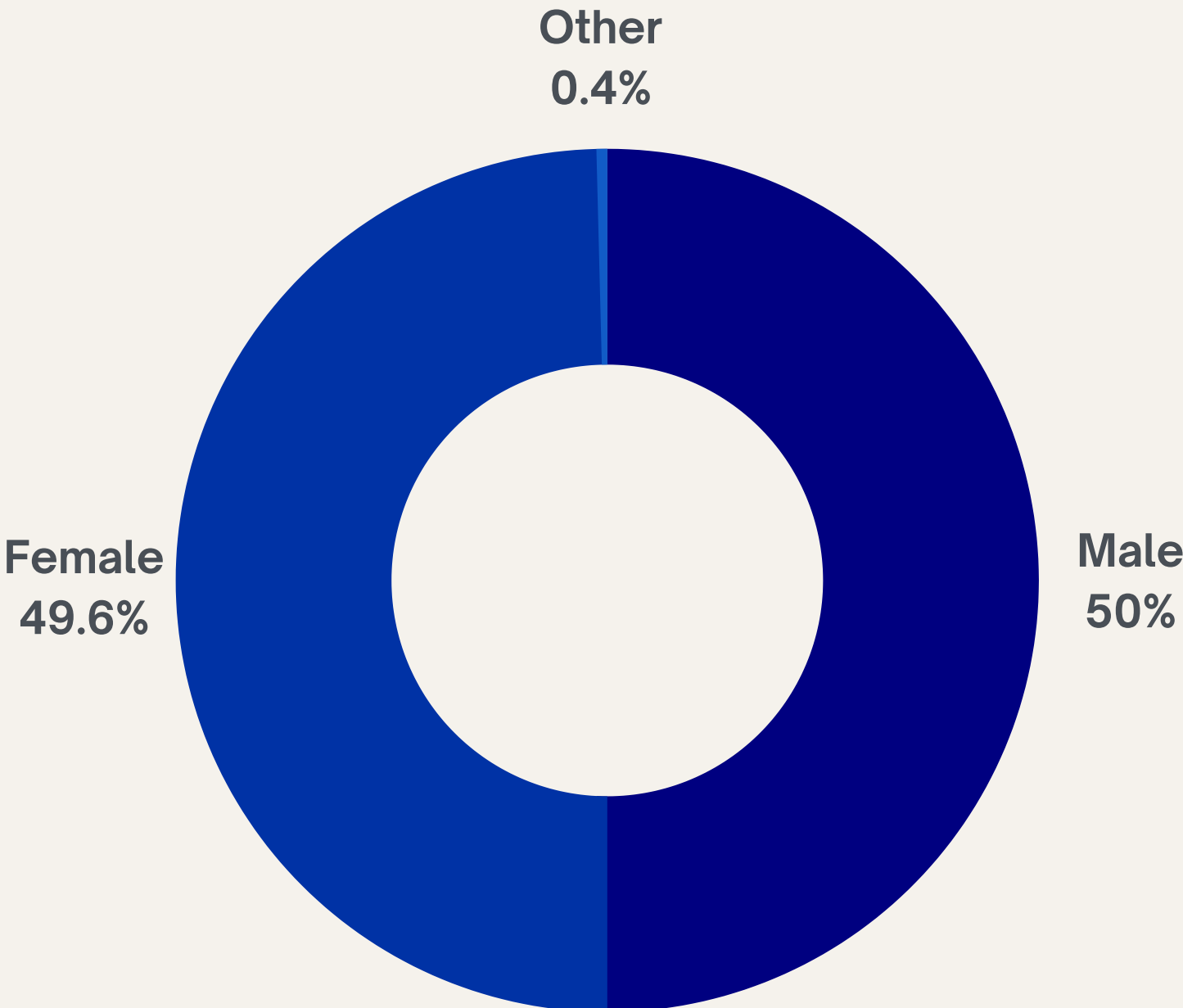
Demographics

EDUCATION

- Secondary Education
- High School
- Community College
- University/College
- Other

0% 10% 20% 30% 40% 50%

INCOME (monthly)

- 0-20.000 SEK
- 20.001-40.000 SEK
- 40.001-60.000 SEK
- over 60.001 SEK
- No Answer

0% 10% 20% 30% 40%
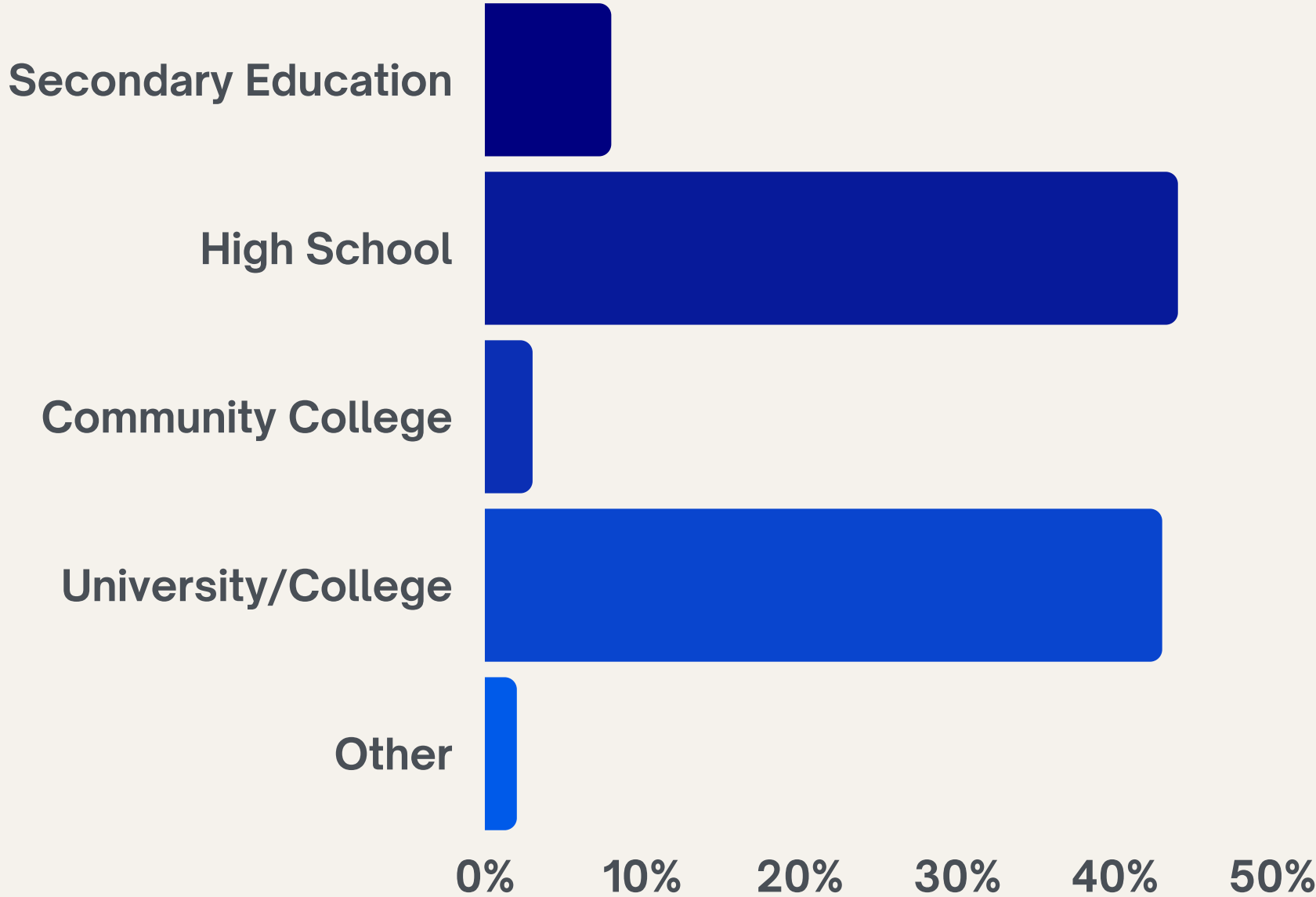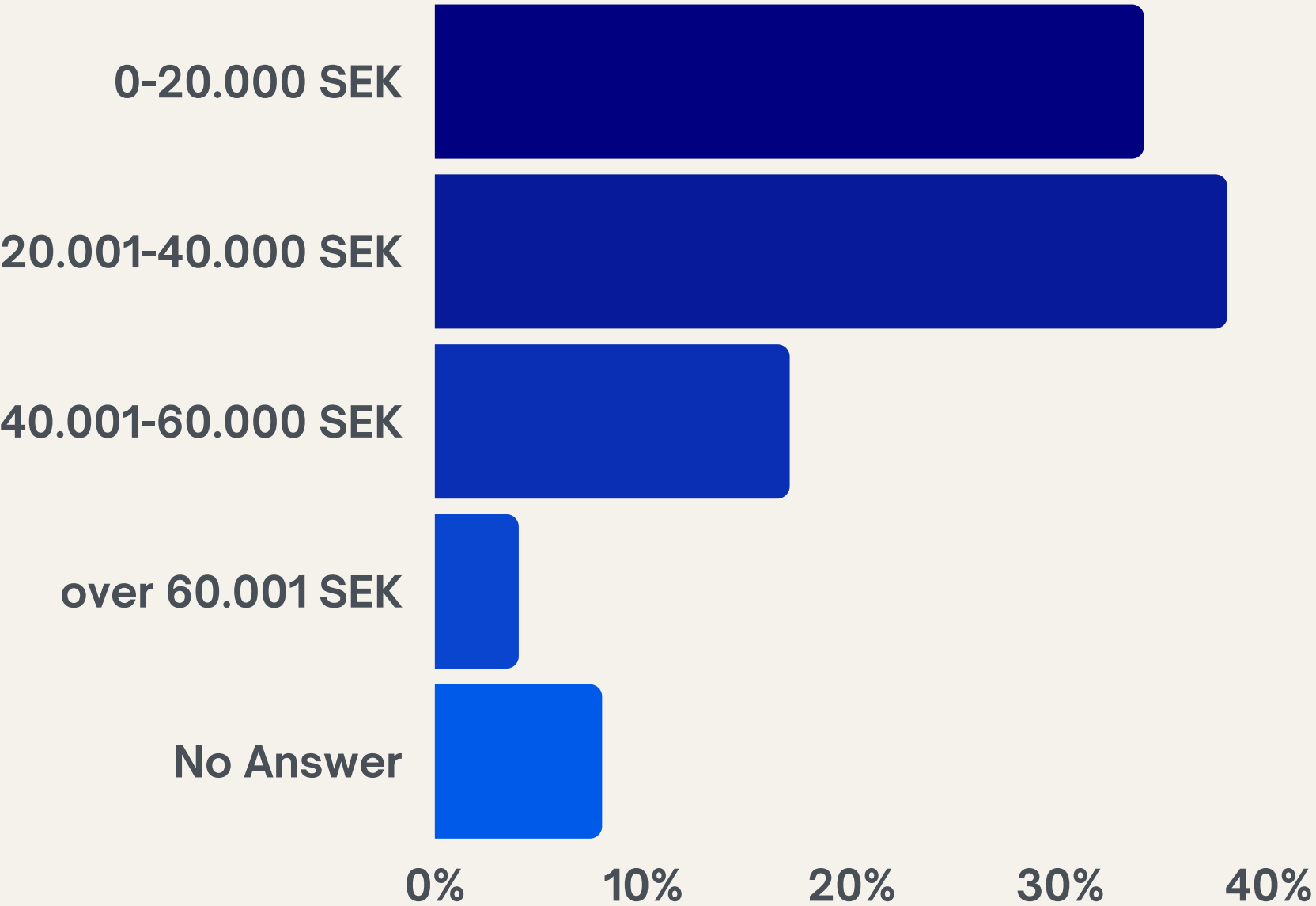
About half of Swedes frequently use Facebook

Facebook is still big in Sweden: 45% of respondents daily/regularly use Facebook, whereas 25% sometimes use the platform and 18% rarely use it. 7% of respondents never registered for a Facebook account and 5% report that they have deleted their account. These results highlight that Facebook still has a substantial user base in Sweden.

I have a Facebook account and I daily/regularly use Facebook — **45%**

I have a Facebook account and I sometimes use Facebook — **25%**

I have a Facebook account but I rarely use Facebook — **18%**

I used to have a Facebook account but I deleted it — **5%**

I have never registered for a Facebook account — **7%**

0% 10% 20% 30% 40% 50%
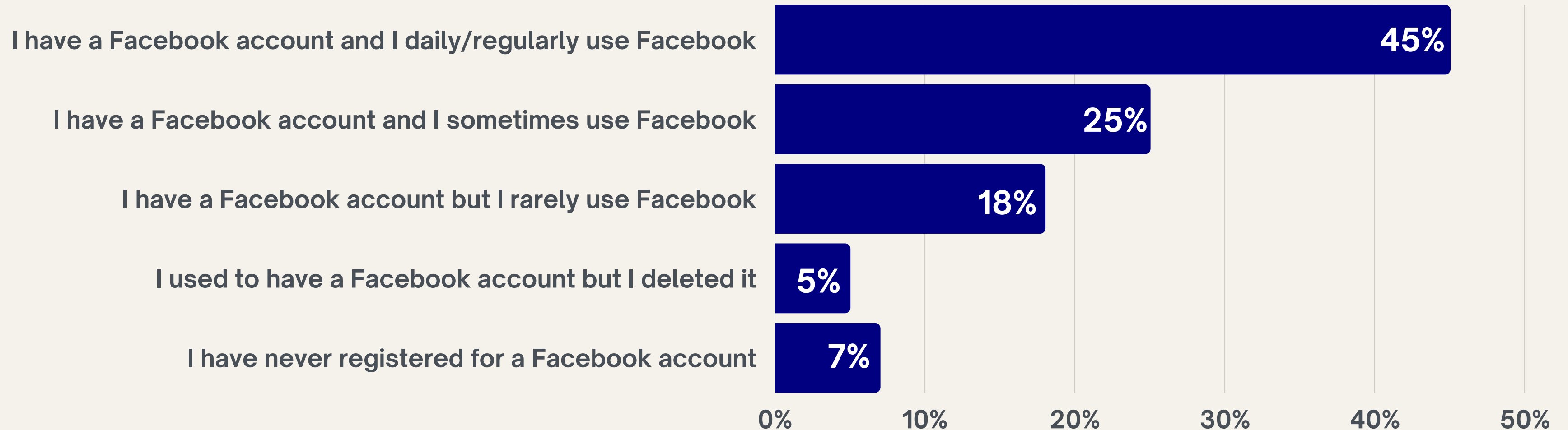
Gen Zers do not use Facebook as regularly as others

While about half of consumers above age of 25 use Facebook daily/regularly according to our survey, this number drops to 26% for GenZ consumers (16–24). Then which platforms are those consumers using regularly? Other reports show that, for example, TikTok is now the most popular platform for Swedes born in the 2000s[1].
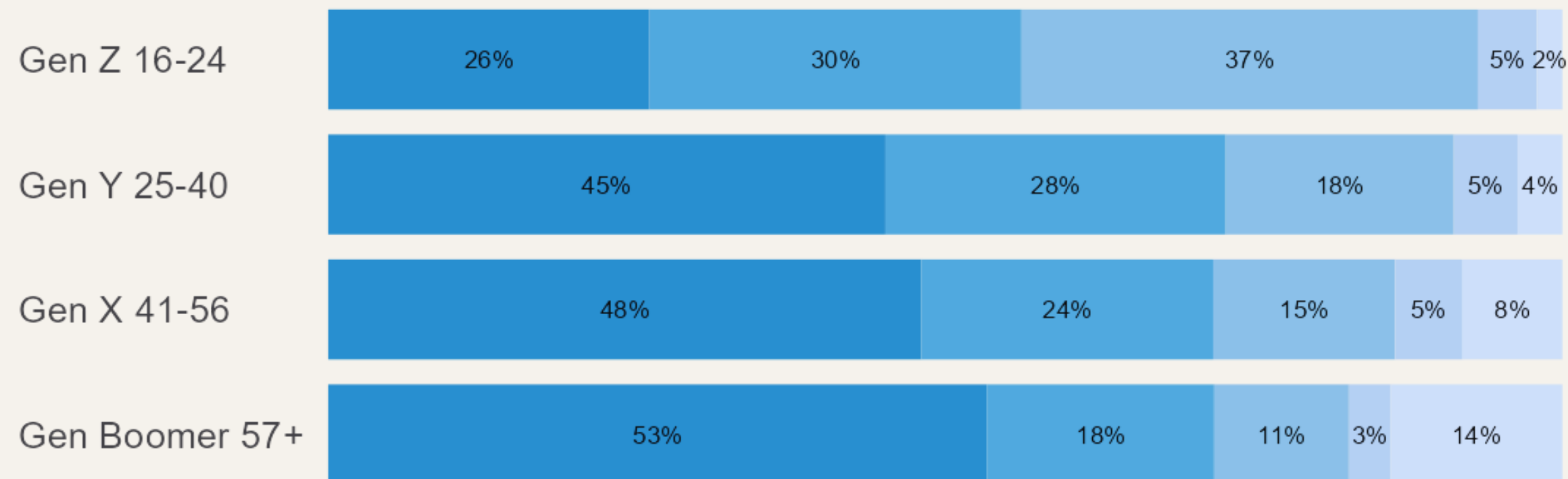
Frequency (%)

daily/regularly   sometimes   rarely   deleted   never registered

[1]Svenskarna och internet 2021

Negative perceptions discourage opening a Facebook account

Q: Why didn't you register for a Facebook account?*

Respondents who have never registered for a Facebook account cite three major reasons for not doing so: concerns about privacy (34%), concerns about negative effects on quality of life (33%) and concerns about misinformation on the platform (32%). Unease about the amount of marketing on the platform is not as much influential (22%), and the least impactful reason was not having family/peers on the platform (8%). Thus, we can conclude that the negative preconceptions about Facebook are the major reasons for not even opening an account. Given that Facebook is not doing much in overcoming such preconceptions, it is reasonable to expect that new user adoptions might fall in the future. We should also note that 34% of respondents never registered for a Facebook account due to other reasons.

*Only respondents who reported "I never registered for a Facebook account" answered this question

I'm worried about my privacy on Facebook

34%

I am worried that Facebook will negatively affect my quality of life

33%

Too much fake news / misinformation
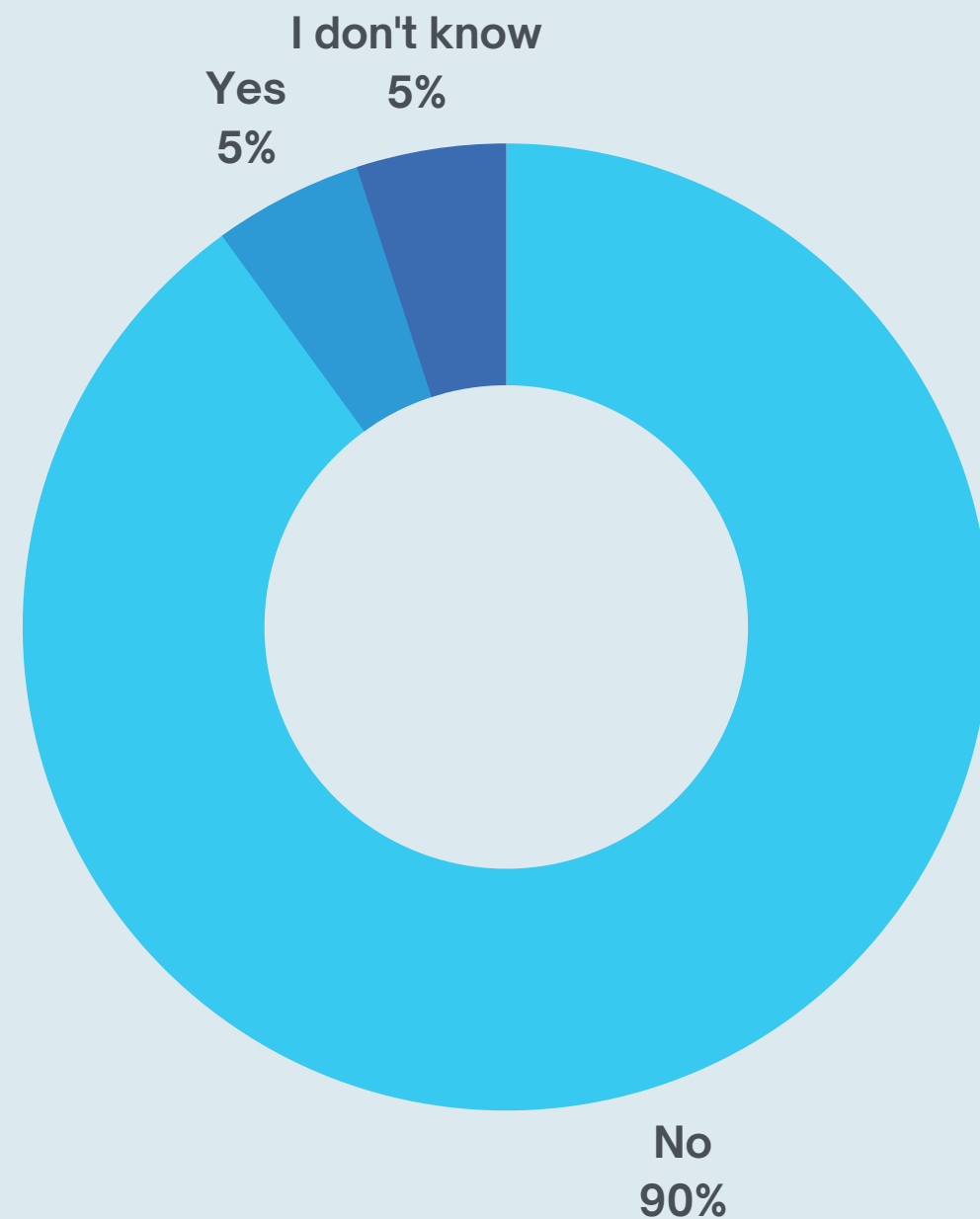
32%

Too much advertising / marketing

22%

My friends / family do not use Facebook

8%

None of the above

34%

Q: *Do you consider registering for a Facebook account in the future?**

Yes 5%

I don't know 5%

No 90%

Those without a Facebook account are not interested in opening one in the future

90% of respondents who have never registered for a Facebook account report that they are not interested in opening an account in the future. This stark finding indicates that Facebook faces difficulties in changing attitudes of those with negative predispositions.

*Only respondents who reported "I never registered for a Facebook account" answered this question

8

Diminishing quality of life is the top reason to delete Facebook

Q: Why did you delete your Facebook account?

38% of respondents who have deleted Facebook report that the platform negatively affected their quality of life. Concerns about privacy (36%) and fake news/misinformation (32%) are the other major reasons to leave Facebook. To repeat, if the platform does not take the necessary actions to overcome such negative perceptions, we might expect number of users to diminish further in the future.

*Only respondents who reported "I used to have a Facebook account but I deleted it" answered this question

Facebook negatively affects my quality of life

38%

I am worried about my privacy on Facebook

36%

Too much fake news / misinformation

32%

Too much advertising / marketing

21%

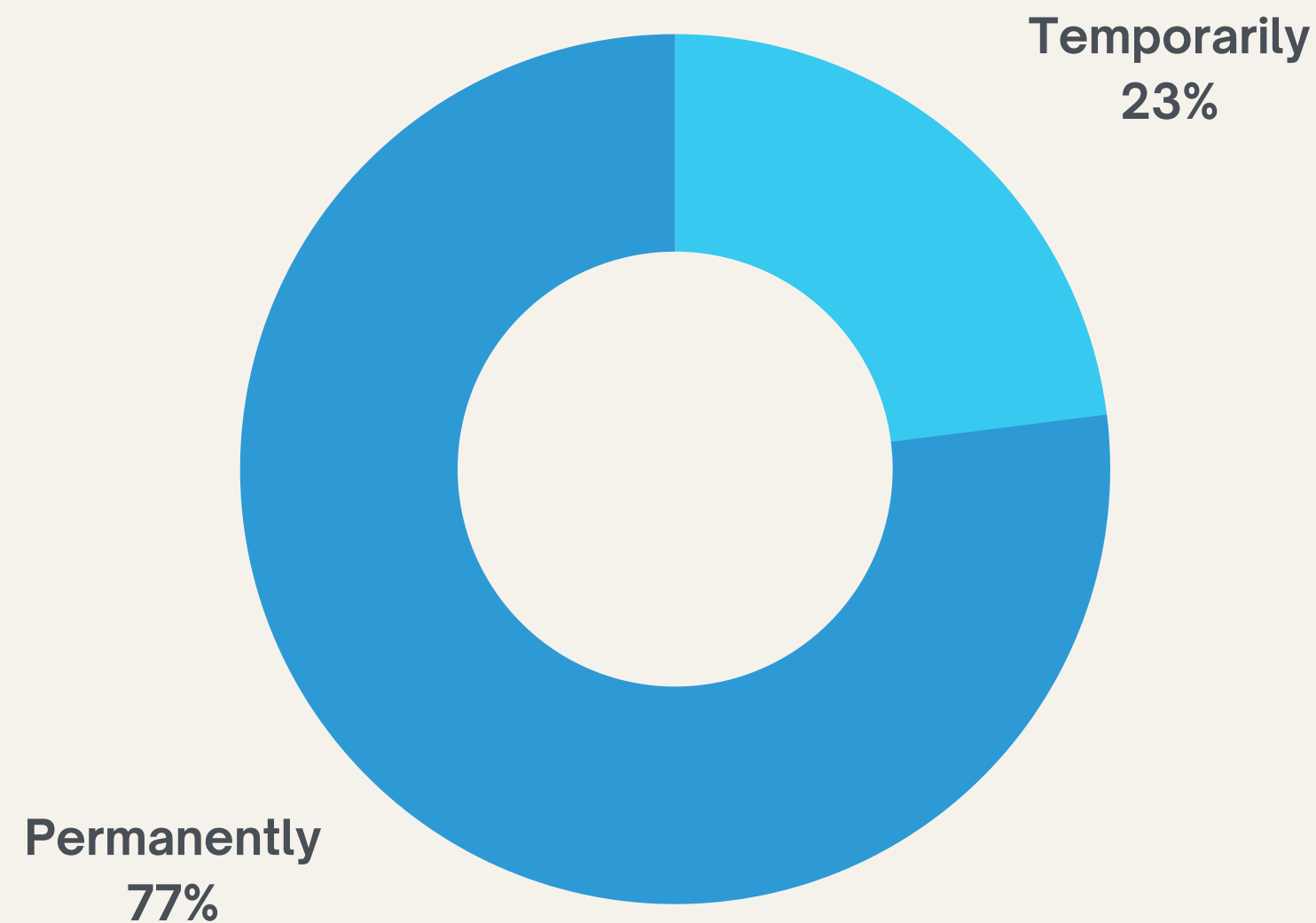**I spend too much time on Facebook**

17%

My friends / family do not use Facebook anymore

11%

None of the above

15%

Q: Did you delete your Facebook account temporarily or permanently?*

Temporarily
23%

Permanently
77%

# Majority of who have deleted Facebook are not coming back

77% of those who have deleted their account report that they have done so permanently and they are not going to use Facebook in the future. Only 23% percent have left the platform temporarily.

*Only respondents who reported "I used to have a Facebook account but I deleted it" answered this question

Only 9% planning to use Facebook more in the future

About half of respondents (51%) report that, in the future, they are going to use Facebook at the same level as today. On the other hand, about 1 in 3 respondents (34%) are planning to use the platform less, and only about 1 in 10 (9%) are planning to use the platform more in the future. These findings suggest that Facebook might experience a considerable downturn in the amount of time spent on the platform in the future.
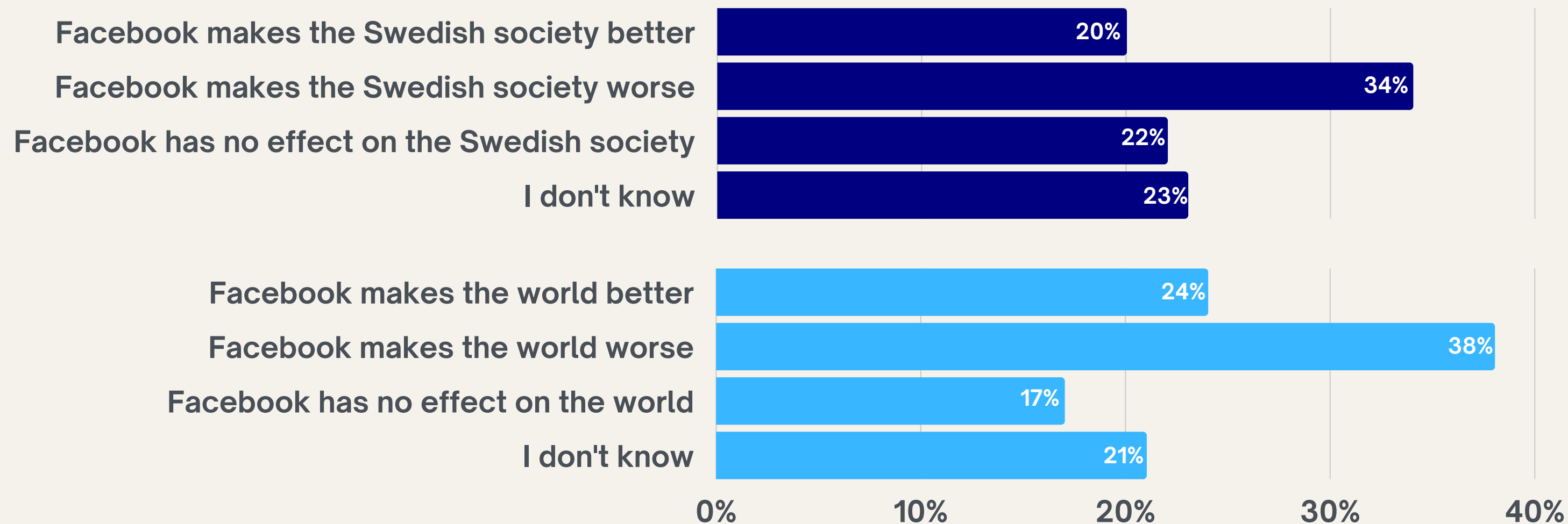
Q: In the future, I am going to use Facebook ...

I don't know
6%

More
9%

Less
34%

Same
51%
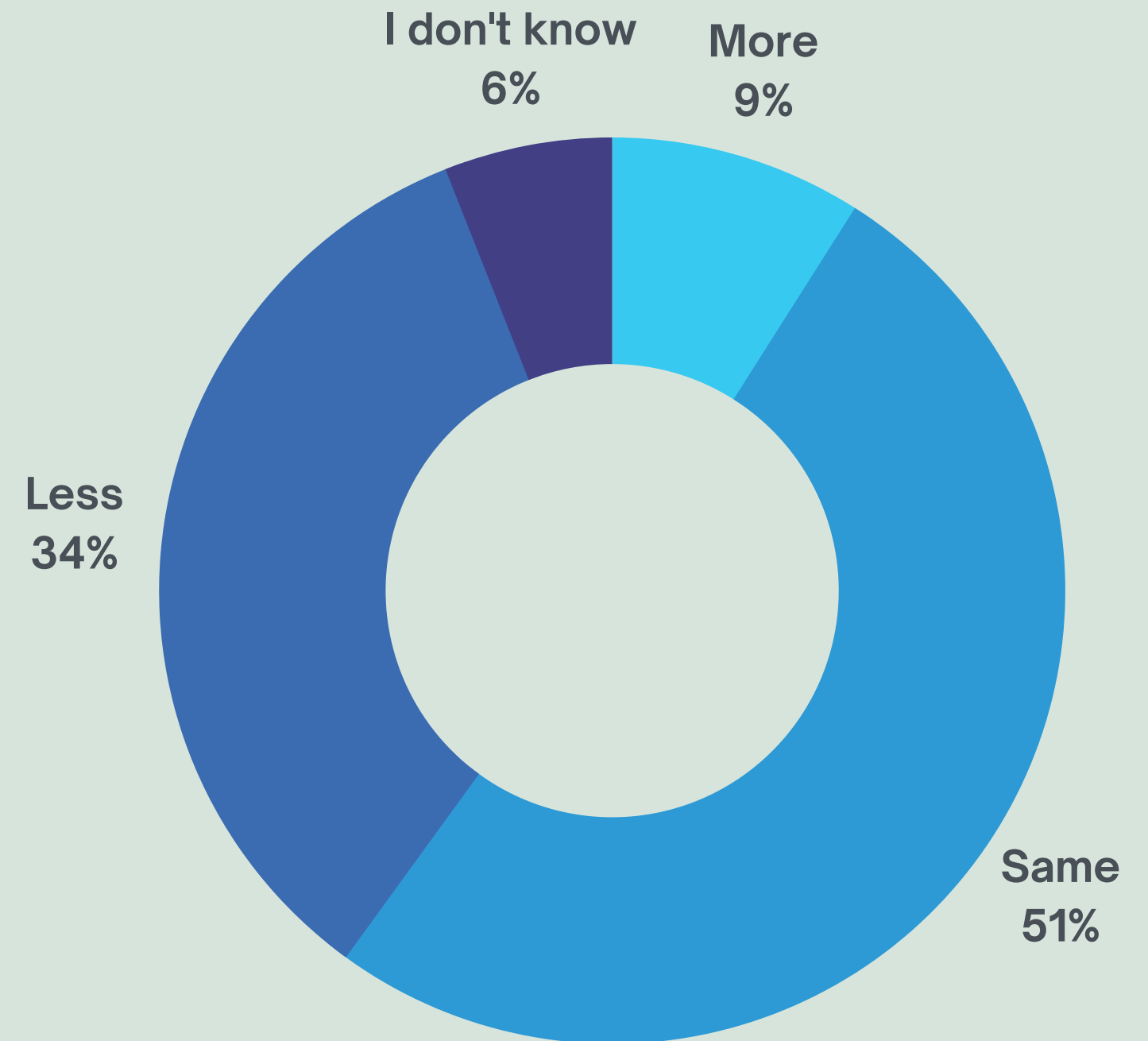
Does Facebook negatively influence the society?

Q: When you think about Facebook's overall influence on the world/Swedish society, you would say ...

There are more Swedes who think Facebook makes the Swedish society (34%) and the world (38%) a worse place than those who think the platform has a positive impact (20% vs. 24% respectively). In addition, 22% believe that the platform has no effect on the Swedish society and 17% believe it has no effect on the world.
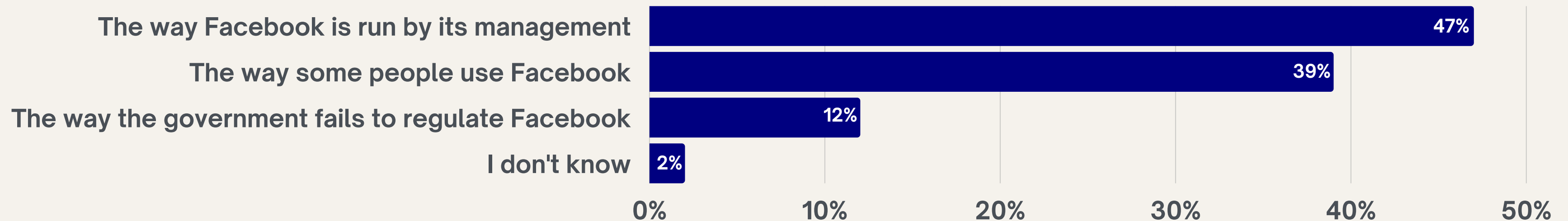

Facebook makes the Swedish society better	20%
Facebook makes the Swedish society worse	34%
Facebook has no effect on the Swedish society	22%
I don't know	23%
Facebook makes the world better	24%
Facebook makes the world worse	38%
Facebook has no effect on the world	17%
I don't know	21%

0%   10%   20%   30%   40%

Swedes blame Facebook's management for its negative influence on the society

*Q: Who do you think is responsible for Facebook's negative influence on the society?*

About half of those who think Facebook has a negative influence on the world or Swedish society place the responsibility mainly on the company's leadership (47%). Another large portion (39%), on the other hand, place the responsibility on Facebook users. Only 12% think the government is responsible.
These results, however, vary only among the Gen Z group. While the results for placing the responsibility on Facebook users are similar across all age groups, 36% of Gen Zers think Facebook's management is responsible for its negative influence (46–49% for other age groups) and 20% think government is to blame for lack of regulations (11–13% for other age groups).
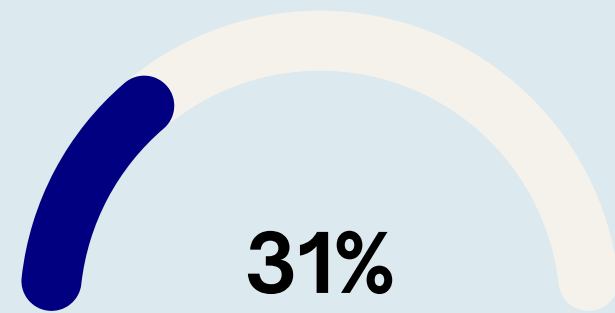
The way Facebook is run by its management ──────────────── 47%
The way some people use Facebook ──────────────── 39%
The way the government fails to regulate Facebook ───── 12%
I don't know ── 2%

0%   10%   20%   30%   40%   50%

*Only respondents who reported "Facebook makes the Swedish society / world worse" answered this question.
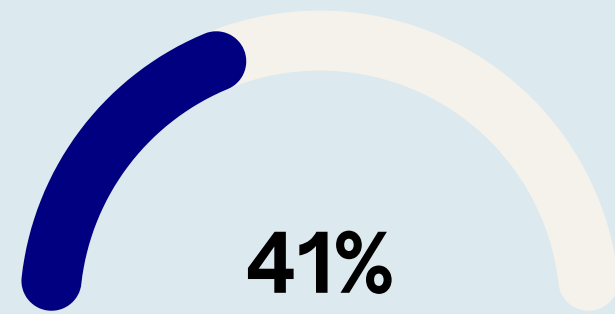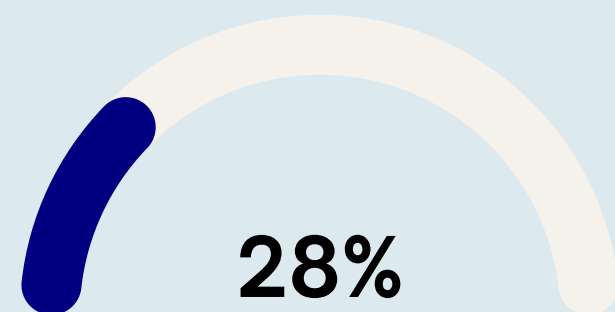
41%

Facebook divides society by only showing people certain content

31%

Facebook creates an environment that promotes free speech where people can hear and share perspectives from all sides
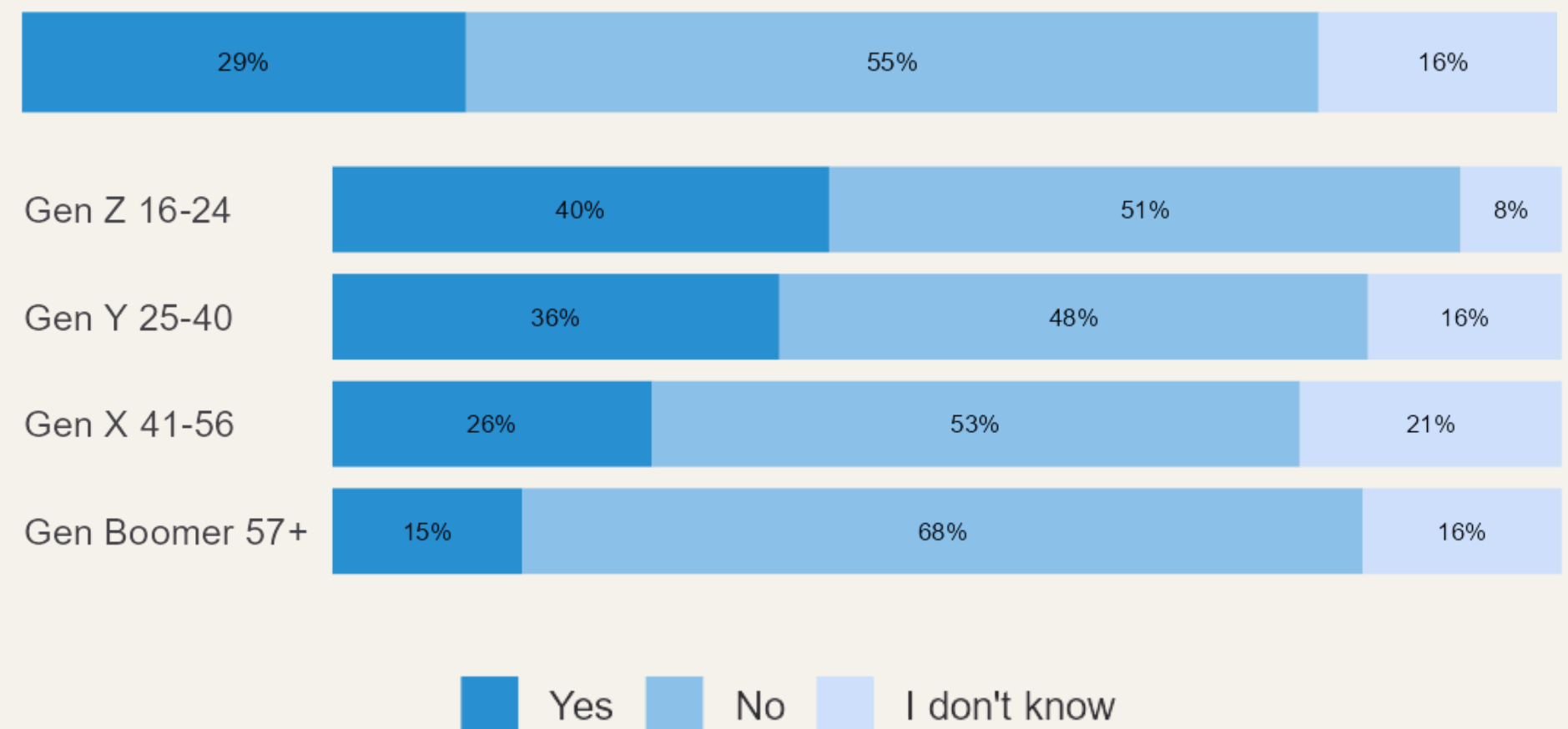
28%

I don't know

More believe that Facebook is polarizing the society

41% of Swedes believe that Facebook shows certain content to people which leads to polarization in the society, whereas 31% believe that the platform allows people to observe different perspectives. Interestingly, Gen Zers seem more pessimistic about Facebook, as 50% of that age group share the view that Facebook is dividing the society.
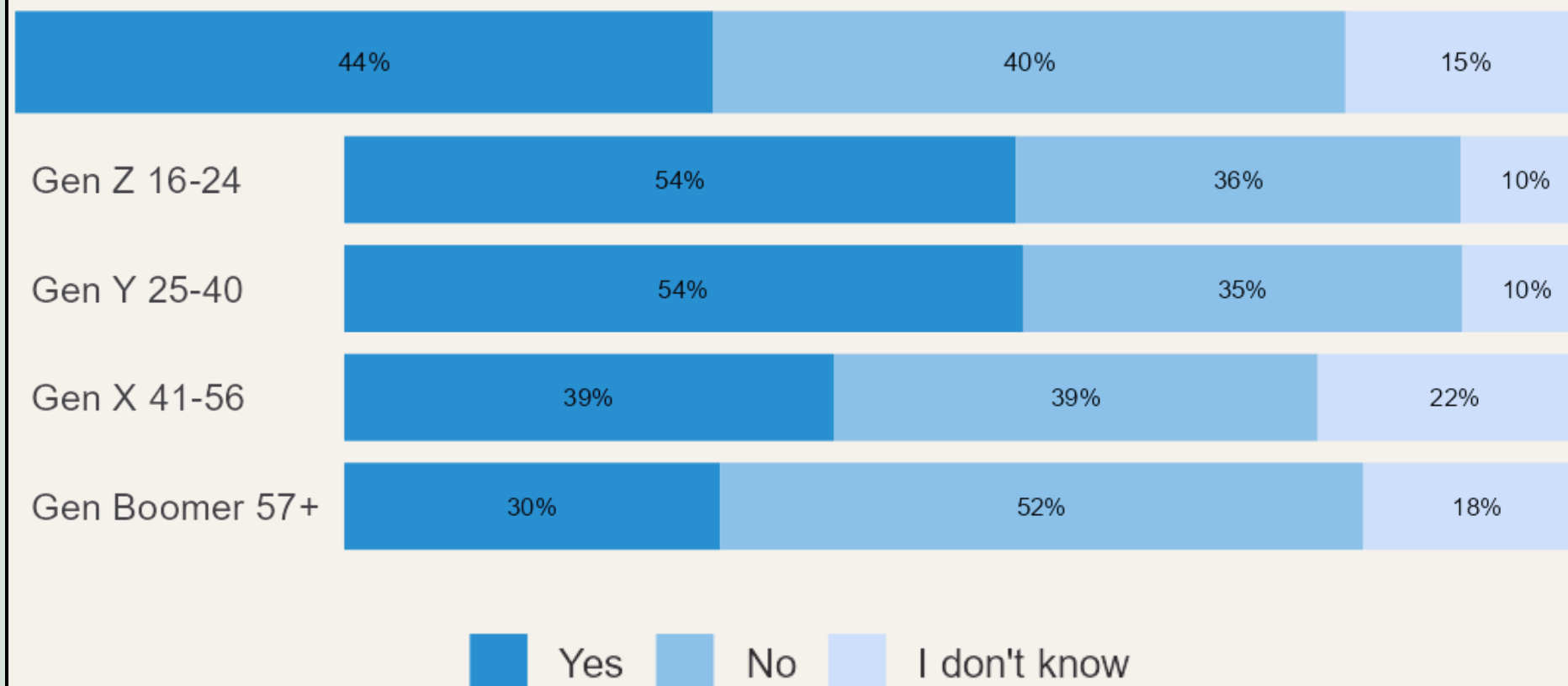
Are younger more susceptible on Facebook?

29% of Swedes report that they personally know someone who got persuaded to believe a conspiracy theory as a result of content on Facebook. This number rises to to 40% for Gen Z and 36% for Gen Y; yet drops to 26% for Gen X and 15% for Boomers. The substantial age differences could be explained by younger respondents' tendency to receive news and opinions via social media instead of traditional media as older respondents do.

Q: *Do you know someone personally who has been persuaded to believe a conspiracy theory because of content on Facebook?*

	Yes	No	I don't know
	29%	55%	16%
Gen Z 16-24	40%	51%	8%
Gen Y 25-40	36%	48%	16%
Gen X 41-56	26%	53%	21%
Gen Boomer 57+	15%	68%	16%

Q: *Have you ever read news stories on Facebook that you thought were true, but later realized they actually were fake?*

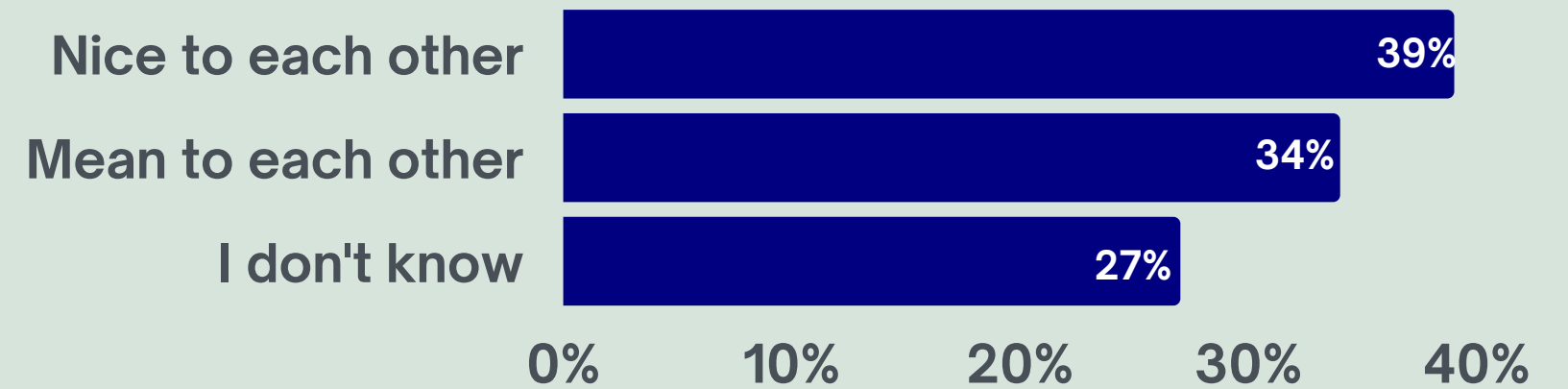|	Yes	No	I don't know
	44%	40%	15%
Gen Z 16-24	54%	36%	10%
Gen Y 25-40	54%	35%	10%
Gen X 41-56	39%	39%	22%
Gen Boomer 57+	30%	52%	18%

Legend: Yes | No | I don't know

Younger Swedes are more exposed to misinformation

Misinformation is one one of the most serious problems faced by Facebook. 44% of Swedes in our survey report that they have seen news stories on Facebook that seemed true, but later turned out to be fake. Among Gen Z and Gen Y respondents, this rate jumps to more than half (54%); but drops to 39% for GenXers and 30% for boomers. Again, this finding attests to younger respondents' propensity to follow news on social media rather than traditional channels like TV or newspapers.
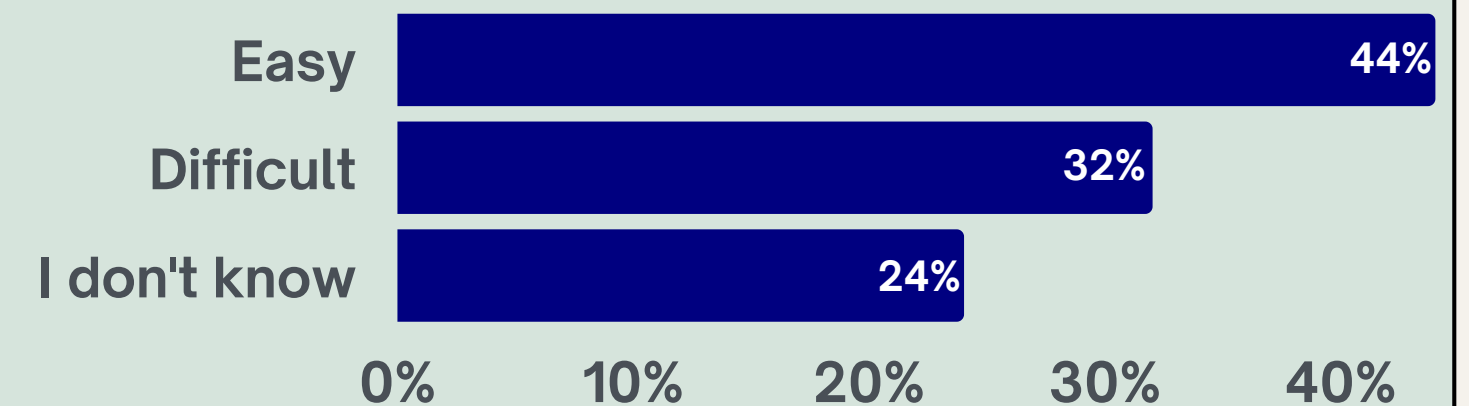
Some Swedes find it difficult to deal with others on Facebook

Public Facebook groups are notorious when it comes to receiving unpleasant or distressing comments from strangers. Accordingly, about 1 in 3 Swedes (34%) say that most people on public groups are mean to each other, while 39% perceive that people are nice to each other in such groups. Similarly, 32% of respondents experience difficulties when discussing opinions with other people on Facebook, while the majority (44%) finds it rather easy.
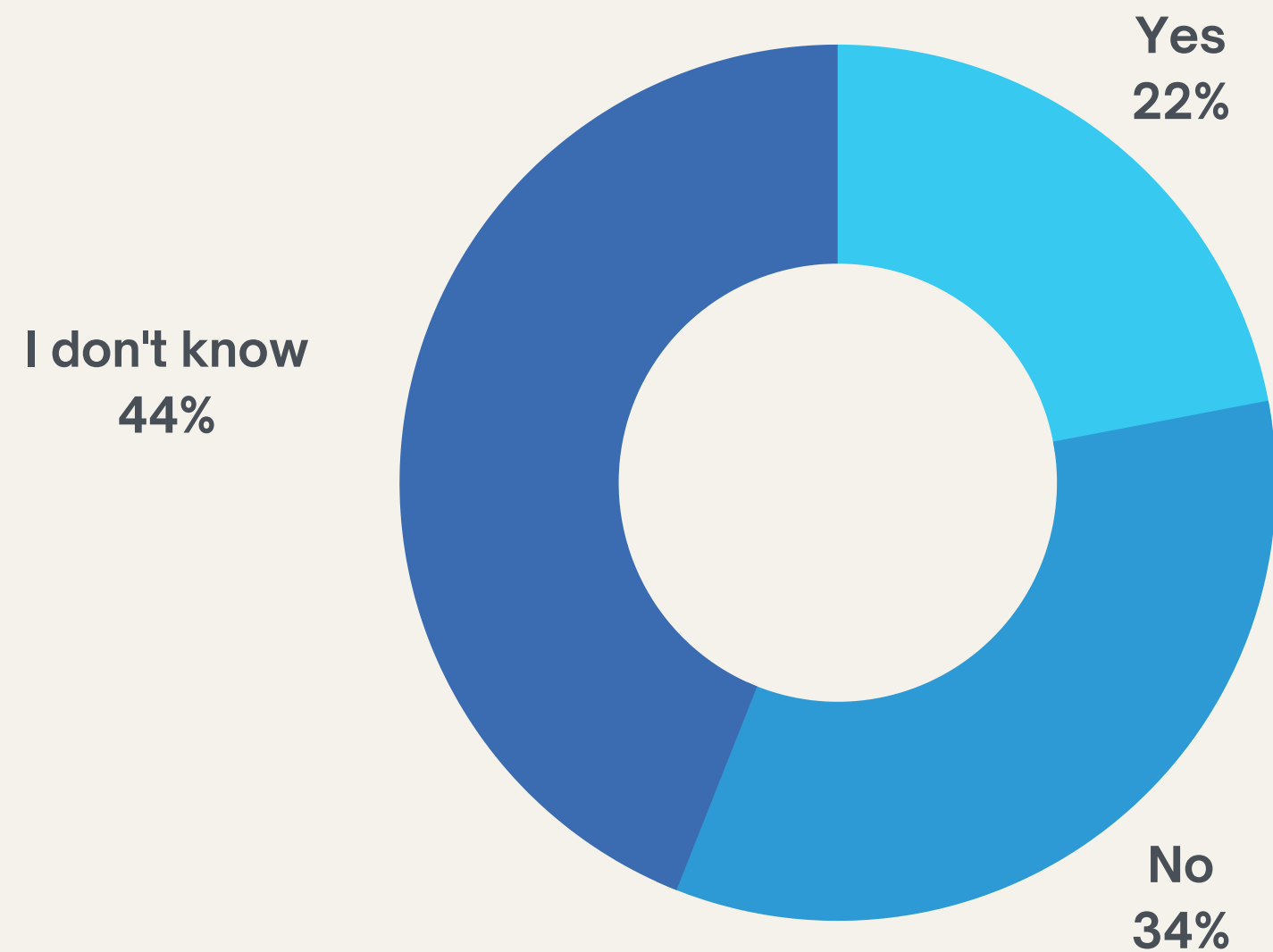
Q: I think most people on public Facebook groups are …

Nice to each other	39%
Mean to each other	34%
I don't know	27%

0%   10%   20%   30%   40%

Q: Discussing opinions with other people on Facebook is

Easy	44%
Difficult	32%
I don't know	24%

0%   10%   20%   30%   40%

Q: *Would you like to use Facebook Metaverse in the future?*

Yes
22%

I don't know
44%

No
34%

The majority is undecided about the Facebook Metaverse

Facebook's current biggest move is to bring people to a virtual and augmented reality boosted metaverse platform. At the moment, the majority (44%) of respondents are undecided about using Facebook metaverse in the future, while 22% report interest in using the platform and 34% seem to be uninterested in Facebook's metaverse initiatives.

Key Take-Aways for Marketers
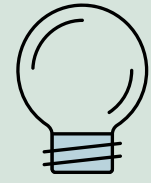
Marketers should take into consideration the substantial amount of consumers who are planning to use Facebook less in the future. Thus, the platform might not be optimal for long-term brand building strategies.
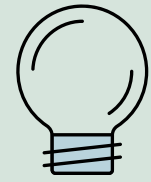
A considerable amount of consumers think that Facebook has a negative influence on the society, which is important to consider for brands communicating CSR or other purpose-driven marketing campaigns.
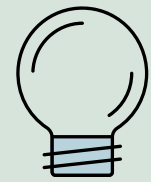
Gen Zers are not regular users of Facebook, yet majority of them are still on the platform, most likely to use the Messenger service.
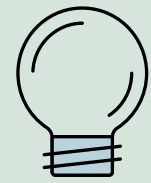
Consumers' unease about privacy on Facebook should also be taken into consideration. These concerns might spill over to a brand's advertising efforts, such that consumers might avoid filling forms or clicking links.
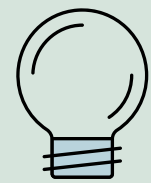
At the moment, consumers are mostly uninformed and undecided about what the Facebook Metaverse will bring in the future.

Image: Freepik