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## Four in ten British Facebook users do not trust Facebook

Facebook is the largest social networking site in the world. 400 million people from around the world use the site at least once per week to communicate with friends and family. In spite of the large number of users, four in ten British users do not trust the company itself. This is the conclusion of a study by InSites Consulting among 2,800 internet users in 14 countries.

### More trust in professional social media

British consumers display more trust in social networking sites aimed at the professional market, such as LinkedIn. In concrete terms, 35 % of users trust LinkedIn, while 17 % do not. Trust in the companies that run these private networking sites is considerably lower. Only 23 % of British Facebook users trust the company, while 40 % do not trust it.

“Consumers hear many stories concerning the privacy policies these companies have in place, though the actual situation is often somewhat ambiguous. This ambiguity makes things difficult for the consumer, which seemingly leads to a relatively low level of trust in their favourite sites.” says Steven Van Belleghem, Managing Partner InSites Consulting.

### More conscious behaviour among consumers

Consumers are increasingly conscious of the information they place on social networking sites. 81 % indicate that they think twice before posting something, while 79 % have become more selective in choosing and accepting ‘friends’. 74 % give thought to which pictures they place online and which ones they do not.

In spite of the more cautious attitude, 87 % indicate that their online identity strongly corresponds to their offline identity. 13 % of consumers however admit to using a different persona online than who they are in reality. The study by InSites Consulting also shows that 23 % of users feel they can more easily express their emotions via social media than in real life.

“Our study clearly shows that consumers are becoming more mature in their use of social media. Users can be themselves, though do so in a conscious manner. A form of online etiquette will increasingly be developed in an organic way by consumers themselves.” notes Steven Van Belleghem.

*These research details are the result of a market research study organized by InSites Consulting in January 2010. This market research mapped the usage of and attitude towards social networks. A total of 2.884 consumers participated in this online survey, spread over 14 countries, i.e. Belgium, the Netherlands, the United Kingdom, France, Germany, Spain, Italy, Portugal, Brazil, the United States, Australia, Romania, Russia & China. The results are representative of each country's Internet population, spread on age (18-55) and gender. The full report is available on SlideShare (<http://www.slideshare.net/stevenvanbelleghem/social-networks-around-the-world-2010>).*

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### **InSites Consulting**

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