Net Positive

How social media gets us down—and how community-powered entertainment will pick us back up

When users feel happy, they are much more receptive to everything—including advertising. A good mood makes social media users 83% more likely to enjoy an ad.

52% agree that seeing an ad online makes a bad mood even worse.

Research conducted by Ypulse in a survey of n=1,000 nationally representative social media users ages 13-35, and n=1,138 Imgur users. The survey was fielded February 26, 2018 to March 5, 2018.

In fact… the more social media platforms we use, the less happy we are.

People want platforms to be more real and content-driven. People want to choose what they see on social media, rather than have an algorithm dictate it. They want to see mostly real, user-created content on social media. They want to see content recommended by other users, rather than by the platform.

And anonymous sharing is an increasingly attractive alternative to traditional social media. More than half want to anonymously share their opinions on social media.

But certain platforms make their users feel better after using them. Platforms that focus on entertainment, discovery, and helping us unwind offer the perfect antidote to social media toxicity.

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