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THE MOST VALUED SOCIAL MEDIA ATTRIBUTES OF PORTUGUESE CONSUMERS

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Abstract:

The exponential growth of the entertainment and media industry has revolutionized the social media landscape. Increasingly more people use social media platforms in their daily lives for different reasons. The goal of this research is, in particular, to determine what are the attributes of Facebook Instagram and TikTok they value the most, as well as having an overview on how Portuguese consumers perceive such platforms and what influences its engagement. To reach such goals, reasons why people use social media were identified, a perceptual map with two dimensions was plotted, and a conjoint analysis was performed. On the associations found to be linked with social media, all three social media platforms do not need to readjust their positioning strategy to occupy a specific position in the market, but there is still room for attributes improvement, to engage with potential Portuguese valuable consumers, considering the different needs, preferences, and behaviors. The most important feature and counterpart for the usage of social media is linked with privacy concerns.

Keywords: Marketing Research, Conjoint Analysis, Perceptual Map, Social Media Platforms, Brand perceptions, Brand Preferences, Social Media Engagement

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Introduction

The media has been evolving in recent years, as the internet has revolutionized the way people consume and produce entertainment and media. The significance of this industry has been made particularly evident during the pandemic, which led to the consumption of unprecedented levels of media (Jones 2020), with online content, in particular, gaining consumers amongst the younger generations.

Thus, this master thesis will focus on one form of online media: social media.

Social media enjoys a broad appeal throughout the world, as currently there are 4,63 billion social media users globally, more than half of the total world population. That number keeps increasing every year. Most of these people use their social media accounts, either by app or website, every day, making social media a daily part of their lives. While the time spent on social media is increasing, time on traditional media like TV presents a downwards trend (Kemp 2022).

The appeal of social media led to the spawning of various social media platforms, with a select few of them now being some of the biggest companies in the world, such as Meta (Facebook and Instagram's parent company) and Alphabet (Youtube's parent company) are amongst the top 10 most valuable companies by market cap (Johnston 2022). And the leaders of these social media companies, like Mark Zuckerberg (Facebook and Instagram), Evan Spiegel (Snapchat) and Jack Dorsey (Twitter) are present in the Forbes' 2022 billionaires list (Mille 2022).

The exponential growth and the increasing number of social media platforms launched with distinct features are generating different users' perceptions among them. Over and above, these perceptions are also affected by social media usage patterns, consumer gender, and age (Chan-Olmsted, S. M., Cho, M., and Lee, S. 2013).

For these reasons, it is interesting to analyze, in terms of the different associations and attributes, what consumers value and the different motivations that lead them to use different social media platforms. Therefore, the goals of this study are to dive deep into the market and understand how to proportionate a better user experience to have a higher engagement and lower costs.

This Master's thesis will narrow the object of study to the Portuguese market. Portugal is a country with an extremely high number of social media users (Statista, 2021), and continuous growth of usage (Marketest 2021). Previous literature has looked at this topic mostly in the United States of America (Chan-Olmsted et al. 2013; Di Gangi and Wasko. 2016), however, there was no accessible research that incorporated a conjoint analysis method with perceptual maps or a study dedicated only to the Portuguese market. Since Portugal has a much different cultural, socioeconomic, and historical background than the United States of America, it is pertinent to explore how these differences affect consumers' preferences and perceptions on social media. In particular, Portugal is a much more feminine and collectivist society than the USA, meaning that concern for society and care for others are more prevalent (Hofstede Insights 2022). Therefore, this study will add value to the academic literature by examining exclusively the Portuguese market.

To have a better understanding of Portuguese consumers' perceptions and preferences on social media engagement, this study will further focus on three specific social media platforms - Facebook, Instagram and TikTok. Since these three platforms were among the most known and used in Portugal (Marktest 2022), they can offer the possibility of comprehensive insights into the market. Furthermore, so that the analysis would be more robust, it was important to have associated the different users' needs, which are associated with these platforms distinctly. Although WhatsApp and Twitter could have also been considered, as they are on the top use ranking, both platforms have seen their notoriety declining since 2020

(Marketest 2021). Additionally, WhatsApp is more of a social messaging medium, while Twitter works as a micro-blog. YouTube was also not considered since its content is primarily one-directional and its interactivity is low. Moreover, presently, the most valued social media platform, according to GWI's data research, is Instagram which has overtaken Facebook for the second place worldwide, with 14.8% of internet users preferring it, and 14.5% preferring Facebook. In the first place, WhatsApp is seen by 15.7% of working-age internet users as their favorite social media platform, and TikTok by 4,3% of users (Kemp 2022).

As there does not seem to be any indication these analyses have been performed within the social media industry for the Portuguese market, it will offer new insights into what is most valued by consumers and compare perceptions of the 3 main players in the industry. Thus, this study proposes the following research questions: RQ1) What drives Portuguese consumers to use social media? RQ2) How do Portuguese consumers perceive Facebook, Instagram, and TikTok? RQ3) What are the attributes of social media that Portuguese consumers value the most? These questions will add to the academic literature by focusing on the literature review, as well as the execution of a multidimensional perceptual map and a conjoint analysis, allowing us to gather the relevant information to answer these research questions.

The presented master thesis will start with a literature review on some topics relevant for the conduction of this study. After that, the methodology will demonstrate how the analyses were proceeded dawdled by the results of both analyses. Finally, the discussion, recommendations, and implications will be explained in the conclusion section.

Literature review

In the following section, a quick overview on social media is conducted as well as the study of relevant consumer psychology frameworks.

<u>Social Media</u>

The variety of social media platforms that already exist on the market means that different social media platforms are used for different purposes, as they include different core functions and structures (Sylvia M. Chan-Olmsted, Moonhee Cho, Sangwon Lee 2013). According to Dykeman (2008), people use social media for two main reasons "(i) to connect with others; and (ii) to manage the impression they make on others. According to Roy Baumeister, social media platforms have made it easier for people to fulfill the all-important need to belong to a social group, which is as important for human beings as fulfilling our basic biological needs, such as obtaining food. An Empirical Study showed that members of diverse social media platforms are more resilient and healthier mentally and physically when compared to people that do not use social media platforms. It also concluded that patients with larger networks report less pain, regardless of the quality of these connections and that seniors improved cognitive and motor functioning by using social media platforms (Hoffman, D. L., and Novak, T. 2012).

Although social media platforms bring many benefits to society, as was mentioned, it also brings negative aspects. The need for socialization, along with other factors, leads to internet addiction (Bayraktutan, 2005; Esen, 2007; Grohol, 1999), which influences users' behaviors. This visible behavior-based dependence can lead to "internet addiction disorders, pathological internet use, problematic internet use, cyber addiction, high internet addiction, excessive internet use, virtual addiction" (Özdemir et al. 2014; Kardefelt 2014; Liu et al. 2014). Considering that time can either be the cause or the result of internet addiction as stated by Irwansyah (2005), life quality can deteriorate, or even psychological issues might surge (Young 1996; Doğan et al. 2008; Gökçearslan and Günbatar 2012). One thing is certain, according to the different addiction levels, young consumers will have different preferences and intended usage of social media (Akın 2017).

The fake news exposure is worrying users hence, there is a concern with privacy and safety (Siegler 2010), and negative reactions to self-representation, if perceived as not reliable or authentic (Easton et al. 2018, 5; Jong and Drummond 2016, 7; Palmer 2015, 437; Raggatt et al. 2018, 8), which leads to a constant effort to have positive reactions. Other negative impacts these platforms might bring are associated with mental health issues and psychological distress (Sampasa-Kanyinga and Lewis 2015), caused by comparison among users, filtered version of reality, or excessive use. In exchange, these behaviors are explained by the fear of missing out on status and the addiction caused by the serotonin (Meghan 2016), which is released when getting likes and comments (Muhammad 2018).

As mentioned, social media platforms differ from each other because they have different structures and core functions. However, there are five specific characteristics that, according to Mayfield (2008) underline the operations of all social media: Participation, Openness, Conversation, Community, and Connectedness.

Participation

Participation can be defined as "the extent to which senders and receivers are actively engaged in the interaction as opposed to giving monologues, passively observing, or lurking" (Burgoon et al. 2000, 36). This participatory nature allows different parties to engage and interact with each other and emphasizes the social element that permits people to share content with different people. (Burgoon, J.K., Bonito, J.A., Bengtsson, B., Ramirez, A., Dunbar, N.E. and Miczo, N. 2000).

Openness

Social media platforms are open to user feedback by having almost no barriers to making comments or accessing information (Mayfield 2008). This happens because most social media networks contain "limited flow barriers, both in applications and technological transferability, so information can easily travel between sources and users and among users" (Meadows-Klue

2007). This characteristic can be illustrated by the people that share a big part of their lives online on platforms like Instagram, showing the availability of easy-to-use mechanisms for creating and sharing content (Burgoon, J.K., Bonito, J.A., Bengtsson, B., Ramirez, A., Dunbar, N.E. and Miczo, N. 2000).

Conversationality

Traditional media channels enable one-directional transmissions of information to an audience compared to social media which allows a two-way conversation (Mayfield 2008). Conversationality became a central topic of social media since Web 2.0 enables the capacity and speed of dialogic loops. The degree of conversationality varies by social media type, for example, Facebook has a higher level of conversationality compared to TikTok which has more limited two-way communication because of the core utilities and structures inherent in this social media platform (Pilch 2009).

Connectedness

Social connectedness can be described as "interpersonal, community, and general social ties" (Teixeira, 1992). Even though physical presence is considered to be a crucial factor in social relationships (Stafford, Kline and Dimmick 1999), it was also proved that interpersonal ties can be created and maintained via communication technologies (Stafford et al. 1999; Wellman and Gulia 2003). Core functions of social media like providing links to other resources, people, and sites offer connectedness to its users (Mayfield 2008).

Community and Commonality

Social Media offers the possibility for individuals and organizations to create communities and relationships with other people who share some commonality with them (Mayfield 2008). Social media facilitates the process for individuals and organizations to find people with the same interests as them, and by doing this they are building communities centered on a common goal.

Now that the five characteristics that social media platforms have in common have already been mentioned, it is important to talk about what distinguishes them and what makes them have different reasons for use

With a focus on social media engagement, the presence of entertainment with a network component has proved to be the most engaging formula so far.

Consumer Psychology

Stimulus-Organism-Response Theory

In 1974, Mehrabian and Russell proposed the Stimulus-Organism-Response (SOR) model which suggests that external factors affect and stimulate (S) different behavioral outcomes (R) after the incentive is perceived by the individual (O). This paradigm describes that customers' emotions and conscious and unconscious perceptions highly influence consumers' responses and feelings (Hetharie, Hussein and Puspaningrum 2019). As confirmed in Appendix 1, the SOR framework demonstrates that emotional responses can be clarified by 3 dimensions – Pleasure, Arousal, and Dominance – that influence the final customers' actions.

SOR model was useful for this dissertation due to three reasons. Firstly, this paradigm has been mostly used in previous studies on digital users' behaviors (Grace, Ross, and Shao 2015; Luqman, et. al 2017). Additionally, Koo and Ju (2010) established that digital features influence the consumers' purposes. Lastly, this model has into account the external and internal factors that can impact the customers' preferences and behaviors.

Having into account, this report, this theory aims to understand how the consumers react to a specific stimulus and analyze how the external factors influence the selection of social media platforms. Understanding this paradigm becomes crucial to conclude if there is a specific motivation that guides consumers to use a certain type of social media platform. Being aware of this theory will allow, throughout the third parties interviews, to detect specific external incentives.

Moreover, to better understand how consumers, construct their decisions we decide to research the consumer decision-making process.

Consumer Decision-Making Model

The first consumer decision model was developed by Howard in 1963 (Du Plessis et al 1991). In 2011, Eisenfuhr defined decision making as a procedure of choosing from several alternatives to accomplish a result. According to Colin Combe (2014), the decision-making paradigm includes distinct decisions making models – the rational model, administrative model, intuitional model, and political model. In addition, this model is considered an analytic cognitive consumer behavior paradigm which is described as "a sophisticated integration of various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing" "(Foxall 1990). However, the Consumer Decision Making Model (CDM) demonstrate one colossal limitation. CDM was developed rooted mainly in the rational model, which considers that people built their decisions based on consciously oriented evidence and operate in an ideal world. Although later theorists perceived those consumers frequently "engaged in non-conscious behavior" during this process. Despite it, CDM nowadays continues to be useful for research and consumer behavior studies due to the fact it demonstrates the existent relation between concepts and the flow of the happenings (Erasmus, Boshoff and Rousseau 2001).

As perceived in figure 1, the decision-making process has five main stages: problem recognition, search, alternative evaluation, purchase, and outcomes. Also, it evidences that this model is influenced by external and internal factors which are crucial to define the outcomes (Darley et. al. 2010).

Based on this paradigm some studies were developed in the social media environment once social media platforms began to be an external factor that, nowadays is influencing the target decisions (Lee 2013; Voramontri and Klieb 2019; Wang and Yu 2015).

Furthermore, considering the CD it will increase the value of this thesis since studying this process will be fundamental to drain and guide the third parties' interviews that will be accomplished and, also, better analyse the reasons and recognize the problem which leads Portuguese people to use one platform over another. Additionally, to study the human motivations of social media users, UGT become an essential model.
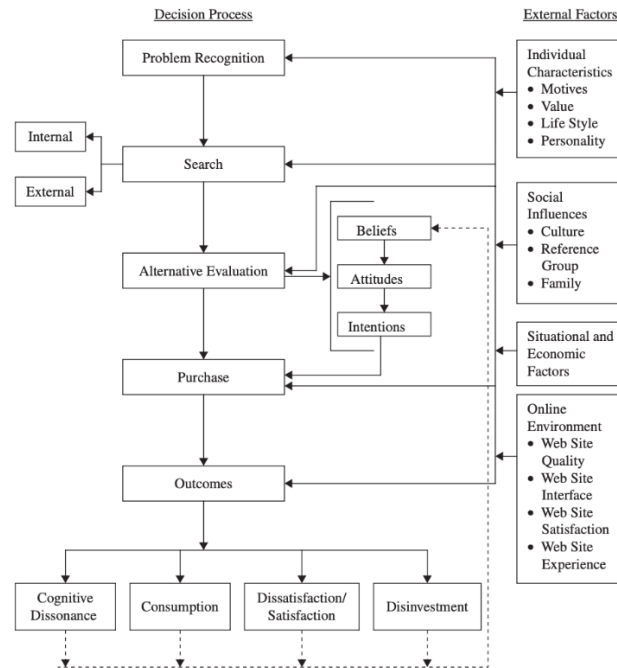
Figure 1 – Adapted Consumer Decision-Making Model Framework (William K. Darley et. al., 2010)

Uses and Gratification Theory

Uses and Gratification Theory (UGT), introduced by Kats and Blumler (1974), provides a further understanding of people's motivations for media access and usage. It was developed to analyze the fulfilled needs and the gratifications that people acquire from diverse forms of media.

UGT assumes that "the individual is active, and goal-directed" (Kaye, Johnson 2004), thus, the being is self-aware of the main reasons for using media and the provided alternatives (Mcleod and Becker 1981). Even though when this paradigm was developed, it was directly related to the mass media, Stafford et. al (2004), stated that advertising and marketing

researchers, already verified UGT in internet media leading to this conjecture can be applied to the social media platforms and on the internet approaches. Additionally, Katz, Gurevitch and Haas (1973), classified this model into five main needs – Cognitive needs, Affective needs, Personal Integrative needs, Social Integrative needs, and Tension-free needs – which become crucial to comprehending the presented model.

According to Ruggiero (2000), cognitive needs can be described as necessities that are related to the desire to be more informed and knowledgeable (such as curiosity). Affective needs are linked to emotional needs and experiences that provide pleasure. Personal needs are associated with reassurance, self-esteem, integrity and social status, and feeling more connected to the individual itself. Social needs encompass the desire to become part of a community, socialize and build relationships throughout the media. Finally, the tension-free needs embrace the requirement to escape and relieve any emotion of tension or distress (Kasirye 2021). Later, McQuail (1983) discovered four main reasons which motivate people to use media: Entertainment, Integration and Social Interaction, Personal Identity, and Information. In 2011, Mutinga, Moorman and Smit presented two motivations which only applied to social media usage – Remuneration and Empowerment. Finally, in 2018, Muhammad, referred that "social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, knowledge about others" are the main accomplishments that people are seeking when using social media. The acceptance of UGT in the context of social media platforms was conducted by Ivan Tanta, Maja Mihovilović and Zrinka Sablić in 2014, where they concluded "The uses and gratification approach proved thereby to be an adequate theoretical background for the research, both for constructing the questionnaire and interpreting the results".

This theory will be crucial for the selection of associations that will be studied and the Personas creation. Likewise, to explore the associations that Portuguese people might have

about the social media platforms, the brand personality construct is an important subject to analyze.

Brand personality construct

Jennifer L. Aaker (1997) defined brand personality as the array of human characteristics allied to a brand. Moreover, Keller 1993 established that a brand personality manages to have a symbolic or self-expressive purpose. Also, some marketing researchers mentioned that this concept has great importance in the persuasion process and is crucial to distinct from competitors (Sung and Kim 2010). In addition, frequently consumers relate brands with some human traits (Rook 1985; Fournier 1994) which, consequently, will go to influence the consumers' perceptions and preferences. According to Aaker (1997), this framework was developed to create reliable, valid, and generic dimensions to measure brand personality. As observed in Appendix 2, it includes five diverse dimensions of brand personality: Sincerity, Excitement, Competence, Sophistication and Ruggedness. In 2019, Mutsikiwa and Marre, explored the brand personality dimensions over social media brands by applying the Brand personality construct (BPC) and scale (BPS) in which they conclude that Facebook is highly related to excitement and sincerity. Under Pamuksuz et. al. (2021), "Social media is a natural platform in which brand personality is discussed—both by consumers and by brands—and therefore a natural arena in which to measure, compare, and track brand perception."

Along with the development of this report, BPC will be a required paradigm mainly for answering one of the research questions of the dissertation (RQ2), guiding to the conclusions about the three social media platforms' personalities. Nonetheless, becomes essential also to study the profile of the digital consumers and their behaviors and for that, the 4C's is a great theory.

The Digital Consumer's 4 C's

Online critics, reviews, friends' posts, celebrities' purchases, and much other social media content influence people's purchase behavior. The concept of user-generated concept present in today's platforms is an interesting and complex object of study that influences people's consumption (Belk and Llamas 2013).

Therefore, Hoffman and Novak readapted the traditional marketing mix specifically for social media users' goals, creating the 4 C's to understand the "why" behind the usage of social media, and the consequent impacts on consumption behavior (Belk and Llamas 2013). The 4 C's are not opposites or alternatives and often overlap or are dependent to explain the same behaviors.

Connect: It is pretty evident that many people use social media for the ability to connect with others, across time and space. Its goals require other people's involvement and interaction, such as socialization and updating status. This connection takes many shapes and is much different from offline communication. From posts to videos to status updates, bios, likes or comments, music sharing etc. it provides a higher range of information, extremely easy to access (Belk and Llamas 2013). Acting as a competitor of offline communication, social media provides first impressions without meeting someone physically, but studies have indicated that likeability derives from the same aspects in both scenarios: non-verbal expressivity (Weisbuch et al. 2009).

The process of getting information on social media, in what comes to the depth and involvement of it, can impact consumers' impressions generated from it, as research indicated that those who "actively choose which information to use on Facebook to form an impression of another user" do not tend to like such user as much as "those passively given a set amount of information" (Waggoner et al. 2009). Confidence in perceptions also increases with information amount for passive perceivers but not for the active ones (Waggoner et al. 2009). This suggests that using social media with the active purpose of connecting is harder to generate

positive perceptions, than when not actively trying to connect, partly due to the "overabundance of info available" (Belk and Llamas 2013).

On what comes to the well-being and socialization, a study conducted on Facebook indicates that while direct communication on a social media platform "increases feelings of bonding and decreases felt loneliness, paradoxically, those who consume the most content feel least bonded and most" lonely (Burke et al. 2010). These connections include, of course, business connections, and social media presence increases the accessibility of brands creating an "online shopping mall" (Stephen and Toubia 2010). Furthermore, studies have indicated that these B2C types of connection have the same trust levels as in the "real world" (Eastwick and Gardner 2008).

Consume: social media provides access to instantaneous information of user-generated content, like other people's moods, opinions, photos, etc (Belk and Llamas 2013) and its goals involve a more passive position, by reading, watching, or listening to content. In what comes to behavior effects, there is a lot of information to shape consumption decisions, even when not actively seeking information. Normal social media posts indirectly promote (or demote) certain products, for simply being used (Belk and Llamas 2013). SM's word of mouth effects varies by product type and by the consumer, but typically, online reviews on unknown products tend to be given more importance (Zhu and Zhang 2010). Plus, **"**while most word of mouth is positive, negative word of mouth is actually most effective" (Chen et al. 2011). is valued the most when from a "reviewer" with the same likes rather than dislikes (Gershoff et al. 2007).

Goldenberg et al. (2009) define two types of influential people: innovators (embrace new products and trends 1st) and followers (bigger impact on market share) (Belk and Llamas 2013). On influences taken from social media, Watts and Dodds (2007) conclude that a substantial number of easy to influence people is the cause of information spreading rather than a small number of outstanding people spreading information. In what comes to the intentions

behind the information-seeking; the breadth is the most valued when trying to decide, while depth is the way to go for people trying to just learn (Weiss et al. 2008).

Create: The basis of social media is content creation. The publishing of thoughts, feelings, status, etc (Belk and Llamas 2013). The type of content produced is linked with the personality attributes of the creator (People self-promoting themselves tend to have more narcissistic traits for example (Buffaradi and Campbell 2008) and "those high in need of uniqueness are less likely to generate positive reviews for or recommend, products that signal a lack of" uniqueness (Cheema and Kaikati 2010). Back et al. (2010)' study on Facebook has concluded that the personality attributes on users' profiles are quite accurate, reinforcing this idea. However, to understand people's decisions on what to create, it would be necessary to understand people's goals and motivations that guide them to do so. Shop, learn, network done by posting, uploading, or blogging, or other of the 4 C's could be behind this necessity. However, only a study of such goals can generate an understanding of the likeliness of content going viral, and how people consume it.

Control: Besides creating content, people decide on whom to share it with and what content to consume. Privacy and usage settings are controlled to change how much of your presence is private and how much content reaches you. It is a "balance between self-expression and privacy" (Belk and Llamas 2013). The increase of the world's online presence has constantly challenged people's control levels. Password memorization, pc-phone connections and other features assess the extent to which people are willing to go on security issues and connect with the real world (Belk and Llamas 2013). More than the practical effects on the platforms, the levels of control of each user signal the way they approach such platforms, and the kind of consumption, connection, and creation they have.

"Consumers will likely exercise weaker control over the content on websites to which they feel a more intimate connection" (Belk and Llamas 2013). At the same time, there are

studies indicating a possible paradox on privacy concerns, with people being keener to use personal information on unprofessional dangerous-looking platforms while having low felt security (John et al. 2011). Studies have also indicated that online control has an impact on real-life self-control (Fox and Bailenson 2009) (A phenomenon that can be used to "gain control over themselves or others "by engaging in such "types of online "(Belk and Llamas 2013)).

Methodology

To study the Portuguese market preferences regarding social media networks and consider the previous literature review, it was used for this report both quantitative and qualitative research methods. These two approaches complement each other and were used to answer the three research questions mentioned at the beginning of this dissertation. The first research question will be answered by the qualitative approach through several preliminary interviews with different professionals and third parties that are aligned with the personas' profiles that were considered to be extremely important for this study. The quantitative method will be used to answer research questions number two and three through two surveys that aim to obtain data on the perceptions and attributes that Portuguese consumers consider in social media platforms (Facebook, Instagram and TikTok) and which will be the basis for the construction of a perceptual map and conjoint analysis.

Personas

For the definition of the market's customer personas, consumer behavior was our basis. Consumer behavior is about what affects consumption decisions. Given that social media has consumers with all sorts of demographics rather than a very specific target, it is a possible way to segment by focusing on the different reasons behind social media use. We analyzed different theories and frameworks and decided to base them on the User and gratification theory as a starting point. From Katz, Gurevitch and Haas's (1973) model, which characterizes the main needs behind the usage of social media platforms, and impacts consequently their

consumer behavior, we developed 5 different personas. Those needs are Cognitive needs, Affective needs, Personal Integrative needs, Social Integrative needs, and Tension free needs. These necessities were the segments for this construction, as they describe what is behind individual motivations in this market.

Based on other studies' personas and articles on relevant aspects, we decided to categorize the personas using the following characteristics: Name, age, gender, social media channels, location, occupation, lifestyle, interests, and influences (brands and influencers). To gather this information, some literature research was done, where through averages in Portugal, we were able to understand the typical age and gender for each necessity. Grabbing on other studies we could also associate other factors, and based on them, we conducted five interviews to fitting people. With those responses, in order to create an individual identity for each persona to guide us more precisely, they were constructed.

From these five personas generated by the five mentioned needs, we reduced them to three personas. Since we found several similarities and common points among the affective, social-integrative and tension needs personas' characteristics we decided to bundle them into one to simplify. Our three final personas (Appendix 4) are therefore the "Cognitive", the "personal-integrative" and the "Affective/ personal-integrative", which we named, respectively, "Tiago", "António" and "Ana" (Table 3).

Needs	Personas	Description
Cognitive	Tiago	Uses social media with the central purpose of getting information and knowledge out of it, as well as satisfying his curiosity on subjects, such as people's social environments and overall exploration of new topics. Seeks particularly for facts. Facebook tends to be the preferred social media platform.

Personal-Integrative	António	Uses social media to connect with others and learn. Accesses social media for social support and to share life events, in order to get a sense of community. Instagram tends to be the preferred social media platform.
Affective and Personal-Integrative	Ana	Uses social media mainly because of emotional necessities. They are either pleasure and satisfaction, or to get positive engagement to increase self-esteem. Accesses social media somewhat compulsively, many times even unconsciously for tension-releasing from stressing issues. Instagram and TikTok tend to be the favorite social media platforms.

Table 1 - Summary of Consumer Personas

Later, these three personas' segments will be compared with our results, to understand if and how they vary in preferences and perceptions on social media.

<u>Preliminary Interviews</u>

For the development of this study, fourteen preliminary interviews were conducted based on two types of questionnaires. The two scripts were composed differently once the intended objectives of these conferences were distinct – one for professionals (Appendix 5) and other for customers (Appendix 6). This process sets in with four professionals' interviews, where the experts were selected having in count the work area and its connection with social media networks. Meanwhile, three personas' profiles were elaborated based on these interviews and the literature review. In this regard, ten consumers were interviewed. These preliminary conferences were managed by Zoom Meetings and face to face interviews.

The expert interviews' script was divided in 4 categories: Market (to better understand the dynamics of the market, future forecasting, and the advantages of this study to the market),

Preferences (recognizes what consumers value more based on the experts' perspective), Attributes (to understand the perceptions that experts have about the market) and Recommendations (to recognize which type of research content managers demand for, and which substance would be interesting to study in order to fulfill its needs). Although, the consumer script followed a different design.

The consumer script was categorized in 5 sections: demographic data (age, gender, professional situation, location, and marital status), interests (hobbies, preferred brands), persona segment (to validate the persona segment and perceived the need that the interviewee could fill in), perceptions (to perceive the associations that costumers have about social media networks) and preferences (analyze the consumers' preferences).

Professionals Insights

In order to enrich the content of this dissertation, four exploratory interviews with specialists were conducted. The purpose was to understand how our study can be useful for the interviewee's position and career and, also, to gather important insights that add value to the report, given that these people have in-depth knowledge in the social media area.

The **first interviewee** was a Brand Manager of an FMCG company that uses the three platforms that this study addresses to promote different types of products, events and to ensure that the brand she works for is always present in the consumers' minds. As mentioned in the interview "knowing the preferences and motives of my brand's consumers to use social media would be of enormous benefit to my work and industry as the results of your research will certainly provide me with key insights to improve the posts I make and the way I engage with consumers." The interviewee gave as an example that if the report concludes that Portuguese consumers highly valued the information in a post, then it would be a good insight for her to start doing more informative captions instead of interactive posts.

The **second interview** was accomplished with a Fashion and Lifestyle Influencer, who is growing mainly on Instagram, although produces some content for TikTok. The interviewee refers that this study will have crucial impact for understanding which type of content should be uploaded in the different platforms. Furthermore, it was mentioned that companies will have the possibility to reduce costs once, based on the study, it is easier to perceive and better suit the type of content that should be divulge through social media influencers in accordance with Portuguese's preferences. This cost reduction will be sustained by the fact that the managers will spend less in influencers services that do not reach their target consumers and will focus on a specific platform that is more aligned with their purpose and its objectives. In addition, "it will be also an advantage for content creators since it will allow them to understand better its audience". Regarding futures predictions, she mentioned that posts on Instagram have the tendency to disappear and the algorithm will go to benefit the interpersonal, interactive, and real-time experiences (Lives, Stories, Videos – Reels, IGTV). She perceived that nowadays people demand for instantaneous content - "people want to live with me". Also, TikTok will allow long-time videos which will position it as a YouTube competitor.

According to the **third interviewee**, a Client Solutions Manager at TikTok Portugal, this study will be useful to understand exactly what makes a person want to use TikTok and stay. When discussing about brands' interactions, an interesting perspective was brought up. Brands are realizing that if they want to be on TikTok they cannot just take their square TV ad and put it on TikTok in vertical screen, that does not work. Brands need to adapt and make tailor-made and native content, which is born on TikTok, that may not seem like advertising. While on YouTube a user is forced to see advertising, on TikTok if you do not like it, you can skip it, so an ad on TikTok must be of good quality and fit with the ecosystem. The relationship with brands has to be one of education, explaining to them that brands can relearn how to communicate in a way that is closer to people and more personal. Brands have the opportunity

on TikTok to take risks, communicating in a way that had never been done before, and to represent itself to a new audience. According to the interviewee, Portugal is a slow country, in which brands probably do what others have been doing in the last 10-15 years, which is investing on Google, Facebook, ads words, and it has great results. Nevertheless, there are "brands that are already waking up, some sooner than others, and realizing that there is a new player, with a new audience, with a different way of communication. The brands that do not adapt will be overtaken, if not by Portuguese brands, will be by the foreign ones, which are two steps ahead." This study will contribute for these brands to understand how to better engage with consumers through TikTok.

The **fourth interviewee** was a nano-influencer (content creators that have between 1000 and 10 000 followers) that uses Instagram almost exclusively. She shares health, fitness, and diet related tips, and is the owner of an online platform for fitness instructions. She believes this study could be relevant to her as an opportunity to understand better what and how to post, and even consider other apps, in order to increase her engagement and subscribers of the app. Being that her target are females, she would also like to understand how differently man and woman's preferences and perceptions are when consuming on social media, in order to create more specifically to her goals.

Consumers Insights

Based on the created personas, ten consumers' interviews were conducted with the purpose to determine and confirm the characteristics of the developed personas. The interviews followed the structure described in the Appendix 6.

These interviews provided the evidence to conclude that the generated personas were aligned with the target and that the different profiles were aggregable with the reality. Mainly, that younger consumers have a higher tendency to be on Instagram, however they sightly prefer

TikTok and, the older generations prefer Facebook, as perceived in appendix 4 with "Ana" and "Tiago", respectively.

It is possible to state that the seven associations that were mentioned – Access to Information, Social Interaction, Status update, Network, Shop online, Self-Expression, and Entertainment are answering the "RQ1) What drives Portuguese consumers using social media?". Furthermore, these associations will be useful throughout this dissertation mainly for answering the RQ2) "How do Portuguese consumers perceive Facebook, Instagram and TikTok?" which is linked with the perceptual map analysis.

Conjoint analysis

A "Conjoint analysis is utilized to categorize the consumers' preferences and desire to pay for various product contributions" (Green et al. 2001). According to Kotler (2000), it is a method to calculate the "utility values that customers give to varying levels of a product's attributes" (King et al. 2019).

Mathematicians Duncan Luce and John Tukey are the first brains behind this method. They published an article called "Simultaneous conjoint measurement: A new type of fundamental measurement" in the year of 1964, with their idea of "measuring the intrinsic goodness of certain characteristics of objects by measuring the goodness of an object as a whole" (Luce et al. 1964). This is where it all started, still very basic and missing central concepts like products, features, prices or even data collection. However, the concept was built upon and became renowned in the 1970's with further studies: "Conjoint Measurement for Quantifying Judgmental Data" in 1971 by Green and Rao, "the first detailed consumer-oriented" on the subject (Green et al. 1978), and "On the design of choice experiments involving multifactor alternatives" by Paul E. Green in 1974. At the level it has today, it is a more complex method, used professionally by Marketing managers and researchers in order to study consumer trade-offs.

The way that this method is conducted is a choice-based study on product's (and pricing) characteristics to understand people's preferences among a set of different features. The experimental design consists of breaking down products into a set of components, that are then bundled differently creating fictional, mixed, products with characteristics from different ones (levels), where the respondents will choose from different combinations. Meaning, the analysis centers on the comparison of product's attributes rather than the products themselves (Kucukusta and Guillet 2014).

With the results of the conjoint analysis, it is possible to calculate the Partworth utility (or preference score or utility score). This is a mathematical measurement of the degree to which every attribute and every level impacts the respondent's decision of a purchase. So, with the weighting of distinct factors that constitute the marketing mix, this questionnaire will, at the end, not only provide information on what levels are more valuable, but also, what attributes weight more when making the decision of what product to choose. This studies often uncover unconscious purchase drivers that are not even apparent for the customers themselves (King et al. 2019).

On what comes to marketing practical relevance of this studies, this tool acts as a predictor of factor's different importance and preferences for the target consumers, or even segments of consumers, and provides consequent understanding of consumer behavior. It allows for the evaluating of business possibilities (namely line depth or breadth), testing new features or validating old ones (as the basis for a benefic and valuable, at the consumers eyes, feature selection for the product), defining the marketing mix and even outlining customers. It can even be used for market share forecasting and demand projections (Wittink and Bergestuen 2001).

Now that the definition of conjoint analysis has been presented, the different attributes and levels chosen to analyze in this study will be presented.

<u>Conjoint Analysis Attributes and Levels</u>

Content Media

Content Media refers to the form type of content shared and presented. It comprises three possible levels: Images, Videos, or Text. Facebook possesses all three options, Instagram two of them (Images and Videos), and TikTok only has video content. This attribute is in a way connected with Completeness, that will lead us to understand how accessible, important, and comprehensive format is, and which are the preferred ones that meet their needs.

Content Displayed Based On

Social media, in particular our studied brands, has three main ways of presenting its content to people: Following, Recommendations and Search and Explore. The first occurs when the content that the platform presents you is based on people you follow or is your friend. The second, when the content seen is based on suggestions by the app based on the user's preferences in material, which is calculated by an algorithm. The third one is when the users search directly for what they want to see. The three studied platforms possess the three mechanisms. However, Instagram and Facebook's feed is more focused on the Following, whether TikTok's is on Recommendations. This attribute connects with Flexibility, where content is presented through different ways that respond to different needs.

Visual Content Available Time (stories)

This time-focused attribute looks specifically into the Stories feature. This consists of content that is only available for a 24-hour period and then is automatically deleted, that is why it is related with Evolvability, responding to the recent constant status update need. Both Facebook and Instagram have it and is here studied to understand how the time-limit concept is important for the platforms' users.

Send Content

In these platforms people can send content to other users, corresponding to the Integration technical feature, by understanding the preferences on different combinations of environments and sources. This attribute studies the possible ways to do that. Direct Messages is one of the mechanisms that all three apps have. There is also Tagging, that consists of putting the receiver's Tag-name in the content to share for them to be notified directly and Sharing in Groups of people.

Amount of Exposed Personal Information

Finally, the Amount of Exposed Personal Information is an attribute that will, as already mentioned, serve as an indicator of the price-to-pay for the consumption of social media. Divided in less possible, intermedium and All, with no restrictions, it intends to understand how much people are willing to give up in privacy as a trade for the apps' usage.

1st Survey - *Multidimensional Perceptual Map*

To be able to answer RQ2, that is, how Portuguese consumers perceived Facebook, Instagram and TikTok, a perceptual map was conducted. For the creation of the perceptual map, the first step was conducted a survey to analyze the perceptions of the Portuguese about three social media platforms in relation to the twelve chosen attributes.

Attributes

Presented in Figure 2 is the list of associations chosen for the survey. Throughout the survey' development, some modifications and improvements were made. The first improvement was related the initial choice of associations, as "Peer Pressure" was considered as a factor that leads consumers to use social media. However, when creating the survey, it was concluded that this factor should not be considered a determinant since it is a precedent to the use of social media and not a factor that Portuguese consumers relate with it. Having said that, it was removed from the primary list and did not proceed to the final survey . In addition, some

of the selected names for the associations were changed during the analysis of the results: Online shopping and Update Status were changed for Shop Online and Status Update, respectively. Thus, Robustness was changed for Ruggedness, as the model indicates. These modifications did not have greater impact on the analysis because the definitions were still the same, although the association names were modified.

Furthermore, during the survey formalization, the brand personality construct was added to literature review once it was perceived that it would be a great complement and it would highly increase the insights for the conclusions of the study. To gather this information, was decided to inquire about how the Portuguese associate each social network with the different five dimensions of brand personalities.
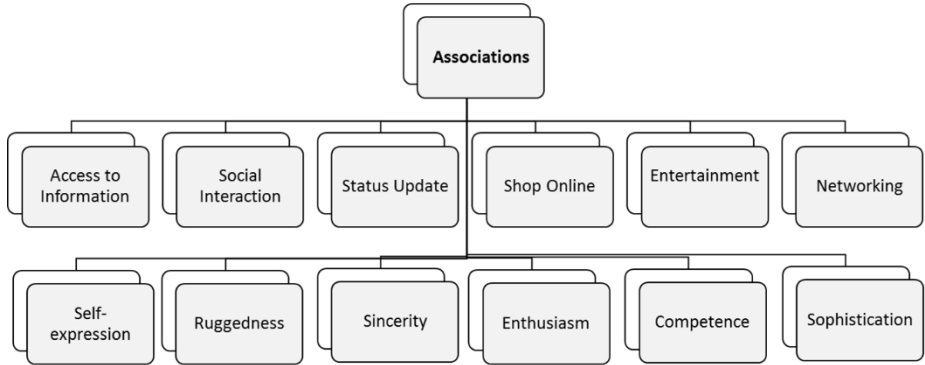

Figure 2 - List of Associations for the 1ˢᵗ survey

Survey settings

The survey was created in Microsoft Forms and the developed questions were designed mainly based on the Likert-type scale. Furthermore, it was constructed with the possibility to participants pursue different pathways based on their responses. The main objective was to present all the chosen associations to consumers and invite them to rate each social media regarding these associations.

The first section aims to obtain demographic information from consumers. As it is shown in Figure 3, the first question requests the participant nationality ("Are you

Portuguese?") and if the answer given is "No", the participant would not advance further into the survey, as this report only focus on the Portuguese market. The second question asked if participants used any of the aforementioned platforms: Facebook, Instagram or TikTok, and, similarly to the first question, if the answer given is "No", the participant would not advance further into the survey.

Further questions were about the frequency of usage of the platforms, age, gender, marital status, and education level to reach a more complete analysis of the consumer.
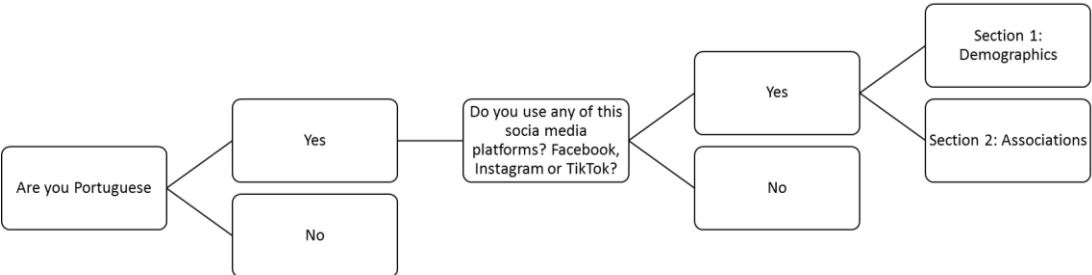

Figure 3 - 1st Survey's Diagram

The second section is more oriented for collecting data about the Portuguese consumers' associations. In this section, the explained associations on LR and the five dimensions of BPC were presented and followed by brief explanations, as can be seen in Appendix 7. As mentioned, previously, these questionnaire (section 2) follows a Likert-type scale so that consumers can rate the three social media on five-point scale, where 1 is totally disagree, 3 is neutral and 5 is totally agree. As reported by Mutsikiwa and Maree (2019) "The scale reported high reliability across all five dimensions" and Croasmun and Ostrom (2011) "Likert scales are useful in social science and attitude research projects".

Revision, Selected channels, and Data processing

Before the survey being published was revised by the professor and by three people to investigate the clarity and reliability of the survey. It was available online for 3 days and was spread by the researchers throughout social media channels as WhatsApp (groups and individual messages), Instagram, Facebook, and LinkedIn.

After closing the survey, the data was exported into an Excel sheet and then processed. All the columns relative to data from feedback to the survey and points that could be given to each question, which are specific to Forms, were removed as they had not data. Then, the entries in which respondents answered no to the question "Are you Portuguese" and to the question "Do you use any of these platforms? Facebook, Instagram or TikTok?", were deleted, as there presented insufficient data to analyze. Later, all the data relative to the associations were converted from text to numbers. Finally, an average for each association per brand was computed.

These averages were exported to SPSS. On SPSS, the data was analyzed for dimension reduction of the associations using the principal components analysis as the extraction method. Initially, the perceptual map was constructed without any rotation. However, that implies that all perceptions, when integrated into 2 main associations, are independent from each other, which would lead to uncompelling results. Therefore, the Direct Oblimin rotation method, with delta as zero, was chosen to construct a final map, to ensure that some dependence between the components was allowed (Jennrich 1979).

Finally, in order to measure the influence that the demographics of the sample had on the final results, particularly the averages for each association, a series of ANOVAs were run using the statistical analysis software Jamovi to determine whether it was possible to conclude that the average of each association for each group within each demographic trait were not equal. Then, once more employing Jamovi, the averages for each group were computed.

2nd Survey – *Conjoint Analysis*

According to Rao and Pilli (2014), there are four main steps for the development of a conjoint analysis: "1) development of stimuli based on a number of salient attributes (hypothetical profiles or choice sets); 2) presentation of stimuli to an appropriate sample of respondents, 3) estimation of partworth functions for the attributes as well as any heterogeneity

among the respondents; and 4) use of the estimates in tackling any managerial problems (e.g., forecasting, pricing, or product design)." The first two steps correspond to the development of our survey and will be described in this methodology. The last two will correspond to the posterior analysis.

Attributes and levels

Based on the official platforms' websites, in addition to the group's personal experience, attributes were discussed. From an initial set of 14 attributes and 43 levels identified, through a careful and discussed selection, 5 solid attributes with 14 levels remained. Even though all the initial attributes were interesting and relevant to a better comprehension of the engagement, they had to be reduced, otherwise the number of combinations would be too many. With that being said, the selection was made based on the ones considered to have the least relevance, and not because they were considered not to be relevant.

The first step was deleting four Yes or No questions, that did not seem to enrich the study substantially. The Preferred Device attribute (pc, tablet, phone) was not included, considering it is possible to access to all of them in all these devices, besides the fact that it was not focused on the brands features. Then, the Text Quantity was cut, since its levels (none, few, or a lot) were not very quantifiable as people could have different interpretations of it, and it would depend on the type of media content. Two options were discussed after that, either integrating Content Displayed Based On with Research Content or Visual Content Available Time with Visual Content Source. The first one was chosen, due to the higher similarity among them: the levels from Research Content were erased, except the Follows level, that was integrated in the new generated Content Displayed Based On attribute. The Hashtag level from the Get Content Displayed Based On attribute was deleted, when agreed that it was possible to be included in the Search and Explore level option. Since the editing feature would need to have a different and more thorough analysis, rather than just a yes or no question, the Visual Content

Source attribute was also removed. Lastly, the Videos was not included in the final attributes, mainly because there was still a need to decrease the remaining number of levels, and from the remaining options appeared to be the one with less takeaways. In addition, we had already removed the attributes specific to the other types of Content Media, Text, and Images, so it seemed reasonable to remove the attribute specific to video.

Overall, the attributes present in Table 4 were the ones studied in the survey.

Attributes	Levels
Content Media	Images
	Video
	Text
Get Content Displayed Based On	Search and Explore
	Following
	Recommendations
Visual Content Available Time: Stories	With time limited content
	Without time limited content
Send Content	Tagging other users
	Sharing on Groups
	Send Direct Message
Amount of Exposed Personal Information	Less possible
	Intermedium
	All, with no restrictions

Table 2 - Attributes and Levels

After developing and selecting the attributes so as their corresponded levels, a point was reached where we needed to decide whether to include the brands as an attribute or not. There were benefits for both sides, so the main objective was reviewed. Increasing the social media engagement was identified as the principal one, rather than how to specifically improve Facebook, Instagram or TikTok. These are three platforms chosen to guide us and to serve as a starting point; thus, they are different and respond to diverse needs. Since these brands provide somewhat of a specific product, unlike other brands where it is often possible to choose from various products, these social media platforms are the products themselves. So, by using them in the survey, users could respond based on the whole concept of the brand, rather than the specific attributes defined in the questions.

The brands did not seem necessary, since in the introduction the three social media platforms were referred. Considering these platforms are constantly adapting and adding new features, the point was not to associate a specific feature to a brand, but to understand the association and preference for a specific feature. However, the frequency of each platform's usage was asked, so that it is possible to make some analysis and have conclusions about preferences for people with different preferred platforms. Having the brands included would also make the survey more extensive.

Survey settings

The chosen tool for the development of the survey was *conjoint.ly* for a choice-based, brand-specific questionnaire, where the final attributes and levels were uploaded, together with icons to improve the understanding and lightness of the answering process. (Appendix 9) After that, and before running the survey, the "applicability of levels across brands" table was filled, regarding the connection between each level and each brand. The selection was based on the features each brand actually possesses, at the time of the survey development. Some attributes have all levels featured in all apps (case of the quantity of Exposed Personal Information, where this is customizable), others have distinct levels on different apps (TikTok only has video content, and Facebook is the only app to have Text, for example) (Appendix 10). Being that these platforms change and adapt a lot, during the period of answers collection, TikTok introduced Stories, which it did not have before. That attribute is therefore not associated with TikTok in this table, and most of the respondents still answered to the survey unknowingly of such TikTok actualization.

On what comes to the platform's settings, it is important to mention the filtering mechanisms against low quality responses that were used. Two major policies were adopted as already suggested and standardly set by conjoint.ly: responses that are too quick, as well as responses where people do not scroll all the way to down to see all the alternatives, were not

considered. Respondents would be warned once (and if the problem was answering too quickly, would be sent back to the beginning), and at the second occurrence, the survey would simply end. While a good assurer of quality and well-thought responses, this serves at the same time as a limitation on quantity of responses, as explained in the limitations chapter.

The template was chosen based on clarity (Appendix 11). The attributes' names had to be showed to support and clarify what the levels were referring to, thus, having a button at the end of the bundles was valued positively, instead of just pressing anywhere. This would serve to avoid possible confusion of people thinking they were voting for a specific level, and as a way to force people to scroll down to see all the options to be able to vote.

Besides the conjoint questions, a set of demographic ones were also established. Two yes or no questions were asked at the beginning for validation of the respondents: "Do you have Portuguese nationality?" and "Do you use any of the following platforms? Facebook, Instagram, TikTok". If the answer to any of them was "No", that would be the end of the survey for that person, as they do not fit our study focus. After the conjoint analysis, age, gender, study level, occupation, civil status, and frequency of use of the three studied platforms was asked (Appendix 12). These responses would be useful for analysis purposes, namely the comparison with our defined consumer personas, and possibly understanding of previously unnoticed influences of such factors on preferences.

Revision, Selected channels, and Data processing

After testing its understandability with a few respondents and it being revised by the professor, the survey was launched and collected answers from the 4th of April to the 20th of April 2022. It was spread by the researchers through several channels, namely WhatsApp, Facebook (messenger and groups), LinkedIn, E-mail, YouTube comments, Instagram, and SMSs. The calculations and graphs were created in the Conjoint.ly platform, for the exception of the pivot tables that were constructed in Excel.

Results Perceptual Map

<u>Sample</u>

Through the launched survey a total of 533 answers were gathered, in which 529 were Portuguese and four non-Portuguese. Furthermore, from the 529 (533-4) respondents, 86% (456) were users and 14% (73) were corresponded to non-users. Knowing that this research focused on studying the social media networks for Portuguese users, only 456 collected answers were taken into consideration, which represents 86% from the total answers. To better characterize our sample, demographic information was requested: age, gender, occupation, marital status, and education level as well as the usage frequency. As cited in the literature review, age and gender are two main characteristics that influence the usage and the perception of social media platforms, enhancing the importance of the understanding the impact of these characteristics in our research. Furthermore, the study of the additional characteristics is crucial to investigate the respondents' profiles which therefore is vital to examine the created personas. Nevertheless, these additional traits can influence the results becoming essential to analyze them.

Hence, the evaluation of these answers was crucial for this study once it had the possibility to impact the report conclusions.

Sample characteristics – Age

Based on the demographic answers given by the respondents, the collected sample can be characterized. Understanding the age of the social media networks users' sample is a central aspect that should be studied. As it is possible to verify in graph 1 Appendix 13, the majority of the respondents were either between 18 and 24 years old or between 45 and 54 years old, the former being 32% of the sample (146 respondents) and the latter being 28% of the sample (128 respondents). This compares to 22 under 18 (5%), 33 between 25 and 34 (7%), 53 between 35 and 44 (12%), and 74 over 54 (16%). As it is visible, on this remaining set of less significant

answers, the sample skews to older people, with 56% of the sample being more than 34 years old, and only 5% of our sample being under 18 years old.

The difference between the age ranges, in particular the concentration of answers from people between 18 and 24 years old, can be explained by the fact that younger people are more related with social media sites (Auxier and Anderson 2021). Also, the excess of answers from responses between 45-55 years old can be elucidated due to the selected channels to disclose the survey, since around the oldest people Facebook is a most popular social media platform (Kemp 2022).

The fact that there are not an equal number of responses in all age ranges directly influences the results of the study as, like previously mentioned in the literature review, different social media platforms have different people segments that they pretend to attract.

Sample characteristics – Gender

As perceived in graph 2 Appendix 13, the collected users' sample consists of 297 females, 156 males and 3 others. It means that 34% of the users were male and 65% female users, while the remainder 1% consists of the people which preferred not to say. Based on this data, is possible to observe a relevant discrepancy between the number of males and females.

This disparity between genders can be interpreted with the fact that in the Portuguese population the number of females is higher than males, as concluded in the CENSOS 2021 and supported by PORDATA 2022. In addition, and as referred before in the literature review, females have a higher tendency to be social media users meaning that the gap between genders is also perceived in social media networks (Kemp 2022).

Sample characteristics – Occupation

According to the previous analysis, the Occupation distribution was predictable. The gathered sample (graph 3 Appendix 13) reported 145 students, 12 unemployed, 260 employed, 33 retirees, and 6 who preferred to not reveal their occupational status. The 57% of employed

people was explained by wide range of people between 25 and 54 years old in collected data, since in accordance with the INE, in February 2022, Portugal had 320 700 employed people among 16 and 24 and 4 845 000 workers with 25 or more years old.

Sample characteristics – Education Level

Regarding to the Education level of the introduced sample, the observation of the graph 5 Appendix 13 demonstrates that the sample is composed by 13 people with elementary education, 72 with secondary education, 232 with a bachelor's degree, 129 with a Master's degree, 7 with a doctorate, 1 with none of the other education levels, and 2 who preferred to not reveal such data.

In 2020, Portugal had 52 832 residents with a bachelor and 26 235 people with a Master's degree, 348 892 people with an elementary level and 393 340 with secondary education (PORDATA 2021). The relative difference between the sample and the Portuguese population is justify by the age and the characteristics of the Portuguese population. According to the INE and PORDATA, the level of education has been increasing since 1991, which is reflected mainly in the youngest generations (that have higher levels of education). Furthermore, Portugal population is characterized for being an aging population, which is also demonstrated in Portuguese data. Due to this, and since the sample provided is highly focused on the younger generations, 80% of the respondents that have greater levels of education.

Sample characteristics – Marital status

When analyzing graph 4 Appendix 13, is possible to observe that the most frequently marital status was single, followed by married. These two classes represented more than 50% of the registered sample, more precisely 89% of the people were single or married. This situation can be explained based on marital conditions that Portugal exhibits, since the presented values are similar to the official Portugal numbers. Based on PORDATA (2021), these

categories represent 84% of the total residents. It means that the collected data was a Portugal's reflection, providing to this sample a more realistic approach.

Sample characteristics – Percentage of usage and frequency per platform

When analyzing the graph 6 Appendix 13, it is possible to affirm that there are colossal discrepancies in terms of the use of Facebook and Instagram relatively to TikTok. Based on this data, the social networks Facebook and Instagram, are used every day by respectively 47.8% and 66.7% of respondents. However, TikTok only have a daily use about 11.4%. The results for the first two respective social networks were as expected given that Instagram proved to be the preferred social media network for people between the ages of 20 and 24, and Facebook proved to being slowly abandoned by the youngest generation (Duncan 2016; Frees and Koch 2018; Matthews 2014). With regard to people who answered that they did not use any of these types of social network, the answers were as follows - 70% do not use TikTok, 15.8% Facebook and 10.3% Instagram. This high number of people who do not use TikTok, precisely a total of 319, is connected with the fact that TikTok is the most recent social network when compared to the other two, and also because, as referred in the literature review, its main target segment are users aged with less than 20 years old (Bossen and Kottasz 2020). Furthermore, as mentioned before, only 5% of respondents are under 18 years old, which consequently influences the results.

These results were expectable when compared to the Portuguese population. According to Statista (2021), Portuguese people present a daily usage' frequency percentage, regarding Facebook and Instagram, of about 83%, which is also reflected on the sample results. Besides, Duarte and Dias (2021) concluded that 38,5% of Portuguese population that use TikTok open the platform more than 10 times a day, which upon comparison to the sample results is higher, although justifiable by the lower number of survey participants that use this platform.

Nevertheless, the mentioned results are a useful insight for the conclusion of this dissertation.

Results Conjoint analysis

<u>Sample</u>

A total of 1.636 entries were registered, from which 359 serve as responses for the analysis. 94 people (about 6% of the respondents) were screened out in the first two elimination questions, with 41 answering not to be Portuguese, and 53 not using any of the three studied platforms. In addition, 1.083 of the respondents opened the link but did not complete the survey (people that gave up during the questionnaire or after receiving a warning of being providing low quality answers), 84 were cut halfway by the platform (answers that were too quick or did not scroll enough even after a first warning), and 16 were cut for being rated as low quality.

A demographic characterization of the sample is the first step of the analysis, as it is a crucial indicator and influencer of the results, as already studied in the personas.

Sample characteristics – Age

The vast majority of the respondents were aged 18 to 24, comprising about 62.1%. The second biggest share was 12,3%, from people aged between 25 and 34 years old. 3.3% were under 44 and above 35 years old, 9,5% between 45 and 54, and 4.5% were above 54 years old. 8.4% of the respondents were minors (<18y). Parallelly to the perceptual map' sample, the explanation for this division can be found in the bigger usage of social media platforms by younger people, and due to the spreading method of the survey, where personal connections of the researchers were central.

Sample characteristics – Gender

Gender-wise, the sample is quite evenly distributed, with 56% being female and 43.5% being male. 0.3% answered other, and 0.3% preferred not to disclose. The female gender is slightly more represented, but so is the overall Portuguese percentage of females (52%)

(PORDATA 2021). In addition, females tending more to the usage of social media (Simon Kemp 2022) is also a possible explanation for such difference.

Sample characteristics – Occupation

70.2% of the sample are students. 26.7% are either employed or autonomous workers, 1.9% are unemployed, 0.8% retired and 0.3% preferred not to say. The most represented group on the people that responded are, therefore, students. It makes sense when accounting that many responses were gathered on student groups on Facebook and by personal connections of the researchers leading to this skewed demographic status. In addition, it is congruent with the fact that a total of 70.5% of the responses are from people under 24 years old.

Sample characteristics – Education Level

On what comes to the education of our respondents, elementary school was the level for 2.8%, high-school or an equivalent for 23.1% and the majority (52.1%) answered to have a bachelor's degree. 20.3% were masters, 1.4% doctorates, and 0.3% did not share this information. Education-wise the responses form somewhat of a normal distribution, with the bigger response being a bachelor's degree. It fits with the other demographics, namely the age and occupation, as, even though the percentage of people with superior courses is similar to those with a high-school level, the average education increases in younger generations (PORDATA 2021).

Sample characteristics – Marital status

Regarding marital status a huge slice of the sample is single (82.5%). 13.6% are married, 2.5% divorced and 0.8% widowed. 0.6% preferred not to say. These values are vastly different from the general demographics in Portugal, where single people are approximately the same number as married people. It is, however, understandable due to the low average of age of the respondents, while the average Portuguese person gets married with 33 years of age (PORDATA 2022).

Sample characteristics – Location

Studying the locations where the survey was taken, a total of 336 of the 359 answers were in Portuguese territory. Around 160 of those were in Lisbon, 55 in Oeiras and 30 in Porto, constituting the most represented areas. 4 answers were taken in Spain, and 15 across the rest of Europe. There were also 3 from Portuguese in the USA and 1 in Angola.

Sample characteristics – Percentage of usage frequency per platform

To understand the usage quantity of each of the three studied platforms, the frequency of use of each of them was also collected. Facebook is used every day by 25.6% and is not used at all by 29.8%, which could be expectable with what was seen before, on its usage decrease over time. Instagram is used every day by 79.4% and not used by 5.6%. The respondents that use TikTok on a daily basis are 24%, and those who do not use it are 55.4%. Those who use each of the platforms every other day are 8.1% for Facebook, 7.2% for Instagram, and 5.8% for TikTok. Respectively, those who use it a few times a week are 16.2%, 6.1% and 6.1%. Finally, those who use Facebook a few times a month are 20.3%, Instagram are 1.7%, and TikTok are 8.6%.

Instagram is the most used out of the three and has the biggest percentage of users on a daily basis, which is congruent with the defined personas, when looking at the sample demographics. Contrarily, more than half of the survey-takers do not use TikTok at all. Facebook holds the middle ground, between use and unuse. The explanation for having less respondents using TikTok could be based on the fact the other two platforms were used as channels to spread the survey, while TikTok was not. In addition, it is a platform used more by consumers under twenty years old, which do not represent the bigger proportion of the answers (Bossen and Kottasz 2020). It is also a more recent platform, compared to the other two, being therefore normal that it does not have the same number of users already. The progression between the everyday and never limits is also different between them. On Instagram, with the

increase of the frequency of use, there's progressively more people using it. The opposite happens when talking about TikTok and Facebook, with more people stating to use them a few times a month than a few times a week, and even less using it every other day.

Continuing with a more profound analysis of the frequency of use for the three studied platforms, pivot tables (appendix 20) were useful to compare it with the different demographics from our sample.

Pivot Tables Analysis

Age and usage frequency

Age seems to highly influence the consumption of Facebook and TikTok, while having a smaller impact on Instagram. According to the correlation in the conjoint survey' responses, on average, Facebook usage increases with the increase of the age group, while TikTok has the exact opposite effect. 80% of people under 18 and 34% between 18 and 24 report not to use Facebook at all, whereas the bigger share of the older respondents say they use it every day. For TikTok, the biggest response for each age group, except under 18's (that 73% use every day), claim to never use it. On Instagram's case, even though Instagram's average frequency of use decreases with age and people responding to never use it increases, there is a majority of every-day users on every age gap, with levels of more than half of the respondents in every group except those over 54.

Gender and usage frequency

For Facebook, both male and female have a similar percentage of everyday users (about ¼). However, there are more males not using it at all than, due to more females using it on middle terms (for example ¼ of women use it a few times a month, frequency that only 15% of men indicate). Gender also has little impact on Instagram, where the differences between them were minimal. On TikTok 61% of males and 52% of females do not use the platform. The difference is even higher on everyday users, where females have 29% and males 17%.

Occupation and usage frequency

Knowing that age is somewhat associated with occupation, namely regarding the student group, the results were as expected. Regarding Facebook, students were the only group not having the majority using it on a daily basis. Looking at Instagram, 98% of students use it (86% daily), representing Instagram's biggest group in percentage. TikTok's usage is mainly either used daily or never used at all and is, in percentage, more used by students: 53%.

Education and usage frequency

Education is also connected with age and occupation and shows similar effects in the responses: Instagram being transversal to all groups (and with very similar results among them), Facebook increasing with education, and TikTok decreasing. Facebook's everyday user go from 11% on schoolers (basic and/or high schoolers) to 35% of masters and/or doctorates, while those who never use it decrease, respectively, from 58% to 13%. Inversely, TikTok has 42% of schoolers and 15% of masters and/or doctorates that use it daily. The percentage of people that do not have the platform are 35% and 71% in the same order.

Marital status and usage frequency

Singles are the only group to have most people not using Facebook and is also the group that uses Instagram more frequently. Nonetheless, it is relevant to highlight that a large share of the sample is younger, consequently, single. Since the big majority of TikTokers are minors, no big surprises or conclusions are taken in this analysis.

Usage frequency across platforms

For those that use Facebook every day, 68% uses Instagram on a daily basis and 75% does not use TikTok, so for those who use Facebook every day, many also use Instagram daily, but do not use TikTok. On the other hand, 86% of respondents that never use Facebook, use Instagram every day, and 41% do the same with TikTok. In other words, independent of Facebook's usage frequency, for the majority, Instagram is frequently used.

For most who use Instagram, there is a high chance of not using TikTok, as it occurs with 51% of who uses Instagram on a daily basis. Hence, if using Instagram on a low frequency, respondents seem to give TikTok less use, considering 75% of who never uses Instagram, does not use TikTok. It seems that the comparison with Facebook is contrary: when using a lot of Instagram, Facebook is not used with much frequency, and 65% of respondents with Instagram usage low or inexistent, use Facebook every day.

As for TikTok, half of those who use this platform every day do not use Facebook. For those that use a few times per month or never use TikTok, 29% and 35% respectively use Facebook daily. Lastly, independently of the frequency of TikTok's usage, most of the users seem to use Instagram on a regular basis.

In general, based on the majority of our sample, it seems reasonable to conclude that between Facebook and Instagram, when users consume one a lot, they seem to not use the other much (and vice versa), except when the Facebook usage is high, Instagram usage is also high. Between Facebook and TikTok, when users use one a lot, they seem to not use the other much (and vice versa. Finally, between TikTok and Instagram, who uses Instagram frequently, will not use much TikTok, and among those that do not use TikTok, it is expectable to use Instagram a lot. For those who do not use Instagram, it is probable that will also not use TikTok, and the same is expected to happen for those that use a lot TikTok, also use Instagram a lot.

After having insights on our sample, it was possible to move on to the core of the analysis, the responses of the conjoint, to understand users' preferences on the defined attributes and levels.

Analysis and findings

Goodness-of-fit "refers to a statistical test that determines how well sample data fits a distribution from a population with a normal distribution (…) and establishes the discrepancy between the observed values and those expected of the model in a normal distribution case"

(Kenton 2021). With a McFadden's pseudo-R^2 of 58,3%, the goodness-of-fit of the statistical test was considered to be a Medium Fit.

Relatively to the brands, it can be seen in the Appendix 21, the preferences for different combinations of features within each brand. Through them is possible to identify which brands have more or less variation by constituent concept: the wider "violins" represent potential combinations of features within the brand. The diamonds in the middle of the violins show median values, Instagram is in first place with 8.5, then TikTok with 4.6 and Facebook is at last with -3.6. This means Instagram tends to be the preferred brand and Facebook the least preferred one.

An analysis of the relative importance of each attribute, averaged across consumers, was done. These partworths were calculated in Conjoint.ly with an average of each respondent attribute partworth utility, done with the range of preferences to levels within the attributes (Appendix 22). The most important attribute was Amount of Exposed Personal Information for all three brands, which is reasonable considering personal data is evaluated as willingness to pay for a product. In turn, the least important attribute was not the same for the three platforms, Content Media for Facebook, Send Content for Instagram, and Content Displayed Based On for TikTok. The attributes' preferences analysis is based on the weight that the levels that were selected in the beginning have. Therefore, there are some attributes that are not included in specific brands, because there was only selected one level, as for Videos in TikTok. The Visual Time Limited Content (Stories) attribute was also not the subject of an analysis by the platform because it consists of a have / not have scenario, where the choosing of a platform implies the choosing of one level. Thus, it is not compared in importance with the other features, as there is not a choice possible inside each brand.

Having a closer look on the levels' preferences, understanding the different preferences distribution for levels was the next step (Appendix 23). Having less available personal

information is strongly preferred to having no limitations at all. Direct messaging was the most preferred form to Send Content in all platforms, thus, on TikTok and Facebook there is a preference for Content Displayed Based on the Following, which was surprising. On the contrary, for Instagram it was Search and Explore that was somewhat preferred to Following. There is no preference on the Content Media type on Instagram, but as for Facebook, data indicates that Videos are preferable to Images, and Text at last. As attributes partworths, the level's partworths were calculated with each level's preferences average.

The output of the survey enables to have an ideal social media platform profile, with a value to customers of 22,2 (average partworths across individual respondent's total partworth utility scores for the combination. It is scaled with 0 as the average value): Instagram platform, Images type Content Media, Content Displayed Based on Search & Explore, with Time Limited Content available option, Direct Messages for Sending Content, and less possible Exposed Personal Information (Appendix 24). The highest valued combination for Facebook is in 4th position on preferences and includes Videos, Following, Time Limited Content, Direct Messages and Less possible Exposed Personal Information. For TikTok, the combination is the same, except without Time Limited Content (TikTok did not have it at the time of the study which might have influenced this choice), and it is ranked as 7th. Interesting to note that, even though Instagram and Facebook has both Images and Videos, and Search & Explore and Following, the highest ranked set of preferences are different for each. It is also worth to mention that, for the seven highest ranked possible answers, while Content Media changes between Images and Videos and Content Displayed Based On changes between its three options, the entirety of them have less possible exposed information, and Direct Message as the way to Send Content. Even though Stories was considered as an attribute for analysis, it was not possible to extract a lot of information on its preference, due to the fact it is a "have" or "not have" feature with only one level given to each platform. However, the 7th ranked set is the first

one to not include Stories, demonstrating that having Stories such feature available was considered as a valuable attribute in social media platforms, rather than not having Limited Time Content.

In addition to a general analysis of the responses, it is also important to understand how the different demographics influence or not the choice of the attributes.

Demographics vs Attributes and Levels

Through a segmentation process on the conjoint.ly platform, a comparison between different demographics and the responses was conducted to study their correlation (appendix 25). Due to low responses of the following demographics, those segments will not be analyzed: Retired people, Basic schoolers and doctorates, widows, and divorced people.

Brands' preferences are now studied, where the results are quite different from the frequency of use' results. However, it is important to remember that this measures the preferences based on the set of attributes provided by each of them, instead on the brands themselves. Therefore, not only many other features are left out of the analysis, as other intangible crucial factors such as the weight of the brand personality. Furthermore, people are not necessarily aware of these preferences and do not take a conscious decision on which platform to use based on them.

Age

On brands preferences, Instagram has a similar effect to a normal distribution, with the highest of its valorization on people between 25 and 34 years old. It decreases with the distance from this range, as the opposite poles rate it the lowest value. Over 54's is the only group to value Facebook's sets of attributes positively, while the age group that values Instagram the highest (25-34), values Facebook the lowest. Curious to note that the group that uses TikTok the most, minors, ranks it under average. Both 25-34 and 45-54 are the ages that rank TikTok higher, while those comprised between them value it negatively.

For Amount of Exposed Personal Information, while the older groups on average give it the higher importance, the younger one assign it lower importance in comparison, even though it is by far still the most important attribute. Among all platforms, those who are 25-34 are the group that rate this attribute higher. Across the three platforms and all age groups, the most valued level of this attribute in the low level one, except for people under 18 years old. These value an intermedium level more than a low level and, in Facebook and TikTok cases, they even prefer a none-restrictive level to the lower one.

On Instagram, for Content Media under 18' prefer Videos and 35-54 prefer Images. Text is negative across on Facebook, but it gets, on average, less negative with the increase of age, while Videos are value decreases, increasing age. Images have the opposite effect as Videos, though in a smaller scale, and they are only less valued than Videos until 34-year-old.

Instagram's Send Content is the least important in almost every age group, except for 18-24. On TikTok, people over 45 are the only to give more importance to Content Displayed Based On than Send Content, whose importance is higher particularly for people under 24. On Facebook these attributes follow the general results in all ages.

On Instagram's Content Displayed Based On, Search and Explore is negative for the youngest and increasingly positive by age. Follow is more valued by the youngest, but negative for 54 and above. All values are somewhat close to 0 and so more evenly distributed on Facebook, where minors prefer Following rather than Recommendations, while 34-45 are the only to prefer Search and Explore. On average, looking at TikTok, Search and Explore increases with age from negative to positive values, while Follow decreases (always positive), and Recommendations are the least preferred in every age gap. Under 18's strongly dislike Search and Explore.

Looking at the Send Content levels, Direct Messaging value tends to be higher the younger the consumer is, maintaining to be the preferred one. Tag level has the opposite effect.

Gender

On brands' feature set, the order of preferences is the same in both genders. Females value Instagram sets of attributes more than males, while the opposite happens for TikTok. Even though it is negative for both, Facebook's value is less negative for males. The order of attributes' preferences is typically the same for both genders across platforms. Focusing on small differences, females do give more importance to exposed information theme, and males care a bit more for Content Media on Instagram and Send Content on Facebook. Content-wise, on Instagram, females prefer photos, while males, tending a bit more to Videos, are close to indifference. On the Content Displayed Based On attribute, man do prefer Follow more, when comparing to the opposite gender.

Occupation

The brands preferences are similar across different occupations, with students rating TikTok a little higher. Looking at the attributes, autonomous workers give more importance to Content Media than Content Displayed Based On, unlike the rest, because they value Images rather than Videos to a higher degree than the rest do. Students are the only to not rate Images higher on Instagram, and employees prefer Videos on Facebook. For the Content Displayed Based On attribute, the values are close all across. On Instagram, Search and Explore is the preferred, surpassing Follow in every group other than employed, while it is the least valued by students and employees on Facebook. On TikTok the differences between students, employed and autonomous workers are smaller than the on other two social media.

Education Level

Different education levels have similar values on brand preferences between them. Attribute-wise, preferences on Instagram and Facebook were also similar across the different education backgrounds of the respondents, with the exception of more importance given to Content Displayed Based On by highschoolers, and slightly less to Exposed information. Level-

wise, on Instagram, from high school to masters, preferences evolve from Videos to Images, in Follows decreases, and in Direct Messages increases. On Facebook the same exact effect happens, except that Videos are higher valued still in the three groups. In addition, masters dislike Tagging more than Sharing in Groups, unlike the other two. The importance for Exposed Personal Information increases with education only on Facebook. TikTok is ranked pretty similarly on Exposed Personal Information and Send Content, with masters giving a higher value to Direct Messages. Highschoolers give more importance to Content Displayed Based On as they prefer Follow to a higher degree.

Marital status

The brand preferences order is the same between single and married. Facebook is, however, given a higher value by the second group. The biggest difference on Instagram attributes is that Married people give more relevance to Content Media than Content Displayed Based On, and singles do the other way around. In addition, singles are indifferent between Images and Videos, but the others prefer Images. Married value Search and Explore higher than singles in detriment of the Follow feature. On Facebook, singles value Videos more than married, in detriment of Text, and married are valuing more low Exposed Information. On TikTok there is a higher valorization of Follow by single people. In all platforms, singles give more value to Direct Messages than married, and these last ones are preferring more of low information sharing (this difference is not significant on Instagram).

Grabbing on the initially identified personas, now a look is given to those specific demographics as they represent consumer-types and specific needs of this market, not only to validate them, but to correlate their needs with their preferences.

Segmentation

On the initial steps of this study, and based particularly on the Uses and Gratification Theory, three personas representative of the social media consumer were constructed, as already

explained and described. A key takeaway is the comparison and understanding of differences on preferences between them (appendix 26), given that they come from different necessities for the usage of social media.

Following the demographic definition of each persona constructed and after conducting a segmentation of the sample into the respective consumer types with the precise demographic examples described in "Ana", "António" and "Tiago", it was possible to notice that no responses were available from people with every demographic equal to "Tiago". So, its parameters were widened, namely, the age (described as 33) was set comprising ages 24 to 54 years old, the occupation, where autonomous worker was added to the employed option, and lastly bachelor, masters and doctorate degrees were accounted as education levels. The survey responses considered for each persona were as follows in table 5.

	Ana *Affective/ personal- integrative need*	António *Social-integrative need*	Tiago *Cognitive need*
Age	<18	18-24	25-54
Gender	Female	Male	Male
Occupation	Student	Student	Employed / Autonomous worker
Education level	School (basic or high)	Bachelor	Bachelor/ Masters/ doctorate
Marital status	Single	Single	Married

Table 3 - Sample' demographic ranges for analysis

Crosstab (Personas vs Frequency)

Ana has very concentrated results. The huge majority uses Instagram and TikTok, and does not use Facebook at all, exactly as described for the initial persona. António also fulfills to the expected. Instagram is his most used (although not as frequently as Ana), Facebook second and TikTok a last, but not very far from each other. Facebook is, in particular for António, somewhat evenly spread through all frequency ranges. Tiago also uses Instagram the

most, unlike what was described in the beginning, but he does use Facebook substantially more than the other two, as half of the respondents use it every day. Thus, as expected, the crushing majority does not use TikTok at all.

Personas' preferences

TikTok and Instagram highest result was for António, even though he actually ranks TikTok above. On TikTok, Ana is a close second, and the lowest is for the cognitive need's persona Tiago. The fact that Tiago values Instagram higher than Ana, and values Facebook the lowest, even though he does rank it higher than the other personas, are some analyses that are not congruent with the preferences described for the personas. This, however, does not necessarily mean that such personas are incorrect, it suggests that the different sets of other app's features are valued higher than the ones that are actually being used.

Amount of Exposed Personal Information is the most important attribute for Tiago and António in the 3 platforms, and the same for Ana in TikTok and Instagram, even though on a smaller value than the other two personas. In spite of the generic results indicating a preference for low levels of information, Ana on the three platforms and Tiago on Instagram, give a much higher preference to an Intermedium level of exposed info rather than the low level. On Facebook and Instagram, Ana even prefers a not restrictive access to information than the lowest possible.

On Facebook, Content Media comes distinctively as the most important attribute for Ana. It is also the second most important for the other two in all platforms. While Ana gives a huge preference to Videos, which is congruent with her profile and preference for TikTok, Tiago, that gives more importance to Content Media than António, prefers photos. António does the same on Facebook but prefers Videos on Instagram.

Send Content is always valued more than Content Displayed Based On, except for Ana in Instagram. Regarding the first attribute, everything is pretty similar other than the fact that

Tiago does not rate Facebook Groups nearly as low as António and Ana. Regarding the second one, on Instagram Search and Explore is the preferred level by António and Tiago, and the least preferred by Ana, that favors Follows. They are all similar in Facebook in this matter, and, on TikTok, while Tiago is neutral, Ana values Recommendations the higher, in detriment of Search and Explore (which is coherent with her profile and TikTok's feed), while António has Recommendations as the least preferred.

To conclude the analysis of the conjoint, a set of simulations was conducted in order to hypothetical scenarios and sensitivity and understand impacts on preference share (appendix 27).

<u>Simulations</u>

Baseline description

The baseline was set with the platforms containing all levels they possess, and the Amount of Exposed Personal Information was set to intermedium all across. This simulation gave Instagram a preference' share of 38,6%, TikTok 32%, and Facebook 20,2%. In this model, 9,2% do not consume any of the three.

Best combinations

Three scenarios were conducted, where the three different platforms were set with their most valued level per attribute constant, and the Amount of personal exposed information (our equivalent to price) was the only attribute altered and compared between them. This would provide the changes in preference shares with the increase of the "payment" for the usage of all platforms.

Best combinations with low information: Instagram and TikTok have slightly lower numbers than in the baseline, 36,6% and 30,5% respectively, since Facebook has a higher number: 27,9%. None of the above are also lower: 5,1%.

Best combinations with medium information: Comparing to the previous scenario Facebook loses almost 3%, getting 25,1%. Instagram with 36.7%, and TikTok with 31% have about the same shares. None-of-the-options preference increases to 7.2% receiving the majority that abandons Facebook.

Best combinations with non-restrictive information: Facebook contrarily to expected, increases here, gaining a bigger share that on the low-information scenario: 33,2%. Instagram decreases almost 10% getting 27% and TikTok 6%, to 24,9%. The extra almost 8% lose preference in any of the apps contributing for a "None" total of 14,9%.

Worst combinations

Then, and looking in an opposite way, a scenario was constructed where, to all attributes of each platform, the least preferred levels were selected. The total shares distributed as 14.8% to Facebook, 32,7% to Instagram and 29,7% to TikTok. Almost ¼ would not prefer any of them.

In another scenario, the least preferred attribute was given the respective worst level to see how much impact it would have in the overall preference share. Facebook had 11,5%, Instagram 36,5%, and TikTok 42,5%. 9,4% would not prefer any. TikTok becomes the market leader, and Facebook loses in a huge way.

Afterwards, a set of sensitivity' simulations was done to study the impact of the Amount of Exposed Personal Information on the market for each of the social media apps. To do so, one was varied, while the others kept the others constant. The baseline definitions of the apps were used, including Amount of Exposed Information set in intermedium. In the three sensitivity scenarios, the changes would only affect the non-of-the-above responses in up to 3%.

Facebook Sensitivity to Information

Facebook decreases 10% with each increase in exposed information level (30% on the low information level, and 10% on the high one). From those 10%, approximately 1,5% are

converted in non-preferences, 4% go to TikTok and 4,5% to Instagram from low-level to Intermedium level. From this to the all-information level about half move to Facebook and 4% to TikTok.

Instagram Sensitivity to Information

Instagram loses largely with the increase of exposed information, especially with the non-restrictive level. It evolves from 45,4% to 38,6% to 16.7% with the raising of exposed amount levels. Facebook and TikTok gain from this. Facebook from 19,5 to 20,2 to 30,4%; TikTok from 27,5 to 32 to 42.9% and gaining the highest share. Those not preferring any app increase from 7,6 to 9,2 to 10,1%.

TikTok Sensitivity to information

TikTok has, as expected, the same effect. Its increases in quantity of information are also harmful and benefiting for the other two social media. It has 7.5% more than the baseline scenario when requiring low-information and loses almost 17% to move to the all-information level. Instagram: The 7,5% goes mainly to Instagram (4%) with Facebook receiving 2%. The 17% benefits Instagram in 9% and Facebook in 6%.

Facebook Removal

In a theoretical scenario without Facebook, Instagram would have 49,6% of preference share, which means it would increase 29,4% (a higher increase comparing to a scenario without TikTok), TikTok would have 40,1%, with an increase of 8,1%, and None would increase 1,1%, which corresponds to approximately 1/18 of Facebook's previous share.

Instagram Removal

An Instagram removal would mean a preference share of 37,5% for Facebook and 51,5% for TikTok, that represent an increase of 17,3% and 19,5%, respectively. For both platforms, a scenario without Instagram would be the most advantageous player removed. The "None" percentage would increase 1,8%, which is around 1/21 of Instagram's previous share.

TikTok Removal

By removing TikTok the preference scenario would be Facebook with 31,5%, increasing 11,3%, and Instagram leading with 56,2%, increasing 17,6%. None share would increase by 3,1%, which is around just 1/10 of TikTok's previous share. It is also the biggest share comparing to other removal scenarios' "None" percentage.

Conclusion

<u>Perceptual Discussion</u>

Based on the introductory analysis results, it is possible to state that some of these results were predictable, mainly regarding age and gender, considering that, and according to previously mentioned studies, women have a higher tendency to shop online on Instagram and access information via this platform. Thus, the conclusion of this study corroborates the claim that different genders have different preferences and perceptions. Furthermore, as expected, Facebook is highly associated with entertainment and social interaction for older generations.

Nonetheless, it is perceivable that some results are unexpected and interesting to analyze, for example, how unemployed people relate TikTok as Social Interaction. That was surprising because TikTok is a social media platform that has more barriers to entry for older generations and usually unemployed people tend to be older than 18 years old. As well, as mentioned earlier, women use Instagram to access to information even though they curiously consider Facebook to be the most comprehensive and reliable network.

Besides that, based on the acquired outcomes, which resulted from the perceptual map analysis, it is possible now to respond to research question 2 - How do Portuguese consumers perceive Facebook, Instagram and TikTok platforms.

The selected platforms are positioned in market spaces completely different, which means that they are not direct competitors, however, as expected some of them share similarities in their profiles. Instagram and Facebook are both related to social approval (dimension 1) and

to the access to information. However, Instagram has a more consistent connection with the referred associations, since is more distant from the origin in the horizontal approach and closer to the initial part of the access information vector (blue point).

TikTok and Instagram have also some similarities mainly regarding entertainment and free time available (dimension 2). Nevertheless, TikTok and Facebook are, based on the collected data, platforms which operate in completely distinct markets and do not have any commonalities among their profiles. As previously discussed, SNS, like Facebook, are relationship management based, and Content Communities, as TikTok are entertainment based. This study confirms those assertions.

Besides this, Instagram is the social media platform that Portuguese people associate with a higher number of associations, which is expectable since Instagram is growing in the Portuguese market since 2019. Furthermore, the preference for Instagram is also justified by the age and the gender of the survey respondents since the age of most of the sample is between 18 and 24 years old. As mentioned in the literature review, Instagram has a higher tendency to be the social media platform which these generations prefer, knowing that Matt Ahlgren (2022) concluded "18 to 34 years old is the age range which is more active on Instagram" and according to the Datareportal, in the early 2022, "51.9 percent of Instagram's ad audience in Portugal was female". As such, Instagram is perceived to be sophisticated since it presents to be a modern and elegant brand and to have the best profile to satisfy most of consumers' needs. Moreover, the presence of entertainment with network components, which Instagram can offer, is most engaging, which is validated by the results of the perceptual map. And, due to that, people associate Instagram to competence rather than the common-sense expectation of associating competence to Facebook.

TikTok is positioned as being the platform that is more associated to Self-expression and Entertainment. This conclusion is aligned with the purpose and the mission of TikTok "is

the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy." Although, the number of associations done to this platform could had been influenced by the lower number of respondents that use this network, since TikTok penetrates the Portuguese market mainly in the youngest ages. This can be seen as the platform is not associated with "Enthusiasm". This result was unforeseen because, according to the literature review, TikTok is usually seen as a fun and creative brand, so that association was expected to occur. In contrast, Portuguese people perceive TikTok as rugged (strong presence). These incongruencies with common sense could reflect a sample weakness.

On the other hand, Facebook occupies a completely different position in the market. This platform has the lowest number of associations, however, continues to have a high rate among some of them. It was expectable since Facebook is the oldest platform in the market and nowadays is considered one of the biggest cash cows in the market (Sparks 2014). In addition, Facebook, according to the background, is the market leader in terms of the number of users. Its leadership is guided for the innovation and reputation of Meta company (Tillman 2021). This capacity to innovate and offer new experiences and features, as stated in the literature review, is the reason consumers perceive Facebook as an enthusiastic brand, even though the user base is trending towards older people. However, an expected result is that Facebook is a sincere brand due to its originality.

Based on this, the presented social media platforms do not need to readjust their strategy in order to be distinguished from the other apps, and occupy a specific position in the market.

After being aware of the social media platforms' profiles would be noteworthy to understand what are the attributes that would create the perfect platform for the Portuguese population.

<u>Conjoint Discussion</u>

From the conjoint analysis, based on the acquired outcomes, it is possible now to respond to research question 3 – What are the attributes of social media that Portuguese consumers value the most?

Pivot Tables Discussion

The indication that age seems to correlate with Facebook's consumption, validates the studies and indications on current younger generations' abandoning it (Stollfuß 2020). Facebook usage reported increase with education is particularly interesting due to the connection to information obtention and opinion discussion. Gender might seem an irrelevant factor when analyzing the daily Facebook users, but if considering the distribution of the not-so-frequent users, females seem to give more importance to staying updated occasionally.

Considering that neither age, gender, nor education seem to have a significant impact on Instagram usage frequency, that is why from the three social media platforms, this is currently the one that includes more variety of segments, perhaps because seeking for social support is a priority for social media users. A sign of the social networking need is that singles and students were the levels that use Instagram more frequently.

TikTok is undoubtedly affected by age and gender, as the younger females are proven to be the principal segment at the moment, as expected. TikTok was not adopted by older people since it is a relatively recent platform, but there is a chance that these age groups might become future adopters (Kemp 2022). Nevertheless, the difference between gender usage being bigger on everyday users rather than on the non-users, suggests that this platform is becoming more favorable to males. TikTok's association with entertainment and passing time is supported as the frequency of usage decreasing with education, with most daily users being students, and with very low medium frequency.

Overall, between Facebook and Instagram there is, apparently, a common segment for those that use Facebook daily and use Instagram regularly as well. Between Facebook and TikTok, the target is completely different, considering that the obtained gratifications are not the same, and that people who use one, they do not use the other. Curiously, comparing TikTok and Instagram frequency of use, these do not appear to be complete substitutes, since they can be complementary in some cases. For example, the case when using TikTok, chances of using Instagram are high as well, but not the other way around, which is interesting for further understandings.

Overall preferences

Most important attribute: The most preferred attribute, the Amount of Exposed Personal Information, was somehow expected as it corresponds to the willingness to pay for the consumption of such platforms. Despite the differences between these social media, it is the most weighted attribute for all of them. It raises the following questions: Are people truly understanding the advantages of personal information availability? What are people afraid of? Is personalized content much more valued and engaging than non-personalized? How will the value of online privacy evolve in the near future?

Least important attributes: On Content Media for Facebook, it is interesting to notice that while other platforms are focusing on a specific Content Media, Facebook still has a lot of different options, which is in accordance with adding new features frequently. This seems to indicate that the higher the content choice of freedom, the lower the importance given to that type of content. Send Content for Instagram indicates the importance given to community building, since Instagram's main associated usage purposes are personal sharing and networking. It is curious how users are more concern with sharing in a common public space, rather than giving more importance to developing individual relationships. Being Content Displayed Based On the least preferred attribute in TikTok, it does not seem to matter that much

where the content and information comes from, considering it is mostly user generated content, with trends that serve to entertain.

Send Content: In all three platforms, Direct Messages was the most preferred form of sending content, so, when wanting to notify other users, there is a preference for doing it in private to one person or small groups, possibly because a one-to-one relationship is more valued for social media users. When it comes to a moment for a social interaction development, a personalized relation seems to speak louder.

Content displayed: On TikTok and Facebook there is a preference for Content Displayed Based on Following, which is in accordance with the fact that people in general are still not confident about sharing personal information. On one hand, the preference for this level in Facebook can be explained by content being mostly based on the "friends" for people or "like" for brands option. On the other hand, and according to the third expert interview, TikTok's algorithm is developed to display content that each user prefers, so it was expectable that users would value Recommendation the most, instead of what they Follow. As for Instagram, respondents preferred Search & Explore, which is comprehensible, reminding the mentioned importance that people give to obtain certain types of information on this platform, as wanting to be up to date about certain events and other people's lives, or even to shop.

Content Media: On Instagram users value video content as much as they value image content, which indicates that the visual storytelling is sufficient to satisfy the associated needs. Not only the Text is the least preferable level for Facebook, but video content is above the image content preference. All this demonstrates the preference for content adapted to the user's present fragmented time, where the necessary and maximum information is displayed in the less possible time, as Text takes longer to absorb information.

Segmentation discussion

On the brand preference analysis, the fact that minors, those who use more TikTok, actually rank it under average, together with many other differences between the preferred and used platforms, supports the idea that frequency of use is not a synonym of engagement nor feature preferences. The notion that younger people are worrying less about internet security issues is also supported by this analysis, as underaged kids value a medium level of exposed information more than a low one. They are, therefore, willing to provide such "price" in order to receive content better matching their interests. On the contrary, the older the generation gets, on average, the more importance and care for low information is given. However, there is a specific age group of people between 25 and 34 years old, that do take this attribute more into account than the others, and value their privacy more. This could be associated with such generation, having lived the technology boom and being the one that uses internet the most, being, particularly on social media, more self-conscious of its risks.

On the subset of social media studied in this thesis, is also possible to understand that solely Text content is not a valuable format at all. It is strongly behind Videos and Images in every demographic and consumer persona. Regarding connecting, Direct Messaging is the highest cared type of doing so and is higher the younger the user is. It sustains the idea of younger' people using of social media in a way to contact with others and for social integration, in a higher degree than older people. It is also an interesting result that no big differences are noted between males' and females' usage of social media. No particular needs are necessarily specific to one of them, and the results of the analysis prove it.

Singles give more value to Direct Messages in all platforms suggesting their need for social integration as the cause to use social media. Flirting and social conversations can be examples of the social media use by this type of demographic.

The constructed personas were verified in terms of the platforms they use, except for the conclusion that "Tiago" uses more Instagram than Facebook. This shows that Instagram is already a leader for the three persona types, and dominant in this industry, even supplanting on Facebook's persona type.

Regarding the persona "Ana", it makes sense that she values an Intermedium level of Exposed Personal Information and Recommendations the highest. Her necessities behind using social media focus on relaxing, entertainment and pleasure. She is, therefore, willing to give out more in the "price" to pay, as younger people are, to gain relevant suggestions on a Recommendation-based feed. With this, she receives content that she actually enjoys and helps fulfill, namely, her tension-free needs.

Looking at António, and his social integration seeking, it seems natural that his focus is on connecting with others rather than necessarily enjoying one type of content. And that is what his preferences indicate, since he does not seem to have high demands or big differences in content features. His usage is more based on what others are doing, and so his preference for Search and Explore, thus, by preferring Follows and generally not caring for Recommendation sustains the same idea.

Tiago values Facebook Groups higher than the other two personas. This Groups are often sources of information, and overall can provide more cognitive-responding content. Many Groups serve as sources of information, and Tiago is a fact-seeker. He typically prefers Search and Explore as he looks for specific information and is not as interested on consuming what is automatically provided by the platform to him. This suggests that he may often open his social media platforms knowing beforehand what he will be seeking for.

Simulations discussion

On the insights from the "best combinations" scenarios, it is suggested that Facebook contains levels that are currently "bringing it down". Parallelly, from the least valued attribute

combinations, the low value in Facebook's preference share comes to support this idea that certain features are not contributing to an advantage. TikTok stays virtually the same as the baseline scenario, and all options are leveled with normal status when levels are put at their most preferred ones, raising the hypothesis that since TikTok has only three attributes and less values to choose from, maybe none of them functions as a deal breaker. Both Instagram and TikTok gain preference share comparing to the baseline in the "worst scenario", since there are needs that apparently are satisfied by these alternative platforms, as many users move their preference from Facebook to one of these two.

Conducting a sensitivity analysis, varying the amount of personal exposed information, it is possible to understand that Facebook is the platform to lose the least preference share with the increase of the variable. This is caused by the fact that Facebook has more attributes and levels being measured than the other two platforms. Even though Facebook user types tend to give more importance to Exposed Personal Information and prefer low levels of it than other platform's users, the fact that Facebook has more features being measured, waters down the impact of changing such attribute. In addition, TikTok is less sensitive than Instagram, as described in segmentation, because it is used by younger people that are not concerned about it as much no more. Overall, in the sensitivity scenarios, the majority of people would move to another brand preference rather than preferring none, evidencing the previously mentioned takeaway that there are common satisfied needs among these three social media.

Looking into theoretical scenarios where one of the brands would be removed from the market, Instagram would benefit the most in the scenario without Facebook (more than the TikTok Removal scenario). With this conclusion, Facebook's market share decline by the younger generations over the last years is worth to mention as a realistic possible future scenario, since these generations will become adults and replace the older generations. Both TikTok and Facebook would benefit the most in a theoretical scenario where Instagram, the

platform that seems to be positioning itself as the biggest competitor among them in terms of preference share, would be removed out of the baseline scenario. In the scenario where TikTok would be eliminated, more users would prefer to use none of the remaining social media than in the other two cases. This indicates the more difficulty of substitution of this platform.

So, and throughout this discussion, it is understandable that there is room for improvement in all platforms to better succeed in the Portuguese market, by accounting for the different needs, as there might exist potential high valuable customers that can still be targeted.

Managerial Implications

In terms of how this study will help different businesses, the conclusions were as follows:

Firstly, Instagram itself can use the insights from this study. As previously discussed, Instagram is growing in the Portuguese market and is the platform whose profile satisfies most of consumers' needs. Therefore, to become the biggest social media platform in Portugal, and, considering it is significantly correlated with "Social Approval", it can turn into the "modern day public square". Thus, it should emphasize its marketing communications on how the platform creates connections. One way to do so would be to create a newsletter showcasing Stories in which Instagram helped people connect with each other.

Since Instagram offers connection, B2C connection on social media is as trusted as connection in real life, it supports that the platform is also the most associated with online shopping and, therefore, businesses that sell online or intend to do so should, use this platform as a point of sale, thus increasing their visibility and, consequently, profits. Additionally, as Instagram is the app that people use the most to have access to information, businesses that require more informative ads should use this platform so that what they want to transmit is reached by as many people as possible and manages to persuade consumers to engage in the purchasing stage of the consumer-decision model.

TikTok was associated with a high correlation to Self-Expression, which means that those businesses that want to convey a more personal message or even opinions that may generate controversy, can use this social network, as they will obtain greater acceptance by the target audience. An example could be a painter who wants to promote his most artistic work and uses this platform, as it allows him to be more himself.

Facebook was highly related to Enthusiasm, which means that companies that intend to promote products or services where commitment and willingness to act are required on the part of the consumer, should use this platform for better results. For example, publicizing a volunteer event in a marathon will require people who see it to be willing to participate and be committed towards this activity.

Also, for the managers is interesting to perceive how they should invest in the different platforms and understand which platform is related to the different genders and ages. This means that, based on this report, they can adjust their strategy and create a greater impact on their consumers. Doing so will decrease the costs and increase the engagement of the brands. It will be crucial to understand if the correct channel is being used and if the demanded content is being produced and shared in the most engaging platform and reaching the target audience, in order to achieve the appropriate objective.

Firms already using social media as marketing channels have the possibility to compare this thesis' takeaways with their performance so far and utilize such insights to better perform on reaching their defined targets. Through means of pivot tables, demographic, segmentation analysis, and a few simulations, key indications on the variation of usage and preferences by people are provided, to better conduct specific marketing strategies.

Through each customer' information, by keeping in mind each unique specifications for a constructed segment or persona and associating new interactions with the described results and acquired data, it will be easier to customize every interaction with the customer.

Understanding better where and how to create connections more efficiently, reaching and impacting the right people, will enable companies to develop individual relationships based on trust. So, increasing engagement through means of adapting to the specific types of consumption each demographic has, together with feedback, this continuous learning leads to competitive advantage, and because the relation is improved, value is created.

Simultaneously, from a social media brands perspective, with this research both current or potential new players can understand where there is room for improvement, that is to say, which attributes should be improved, and which ones should be considered to be left behind. Thus, Facebook, Instagram and TikTok can also gain competitive advantage, with the analysis and takeaways on the competition, by comprehending where each can gain preference share and, therefore, increase personal meaning and user involvement. More specifically, the main key is to better understand its users' needs, so they can develop its features in order to have a continuous improvement in responding to their needs to a higher engagement.

In conclusion, despite the different usage frequencies of these three platforms, Facebook is typically used by older and wiser users, Instagram can be seen as the platform used the most and by more distinct demographics, and TikTok is a platform for younger generations, especially females, but that is being more adopted over time by other generations. However, it is important to retain that their frequency of use does not necessarily implicit their unconscious sets of preferences. As described, cognitive needs, affective and personal integrative needs, and social integrative needs have different preferences and behaviors on social media consumption and have therefore different ways to be reached in a more accurate way. In these three social media, for the Portuguese market, affective and personal needs could be targeted with an interesting and trendy video, on Instagram or TikTok, promoting a certain product or linked to a certain page. Social needs would possibly gain the most interest from an advertising post shared by their connections through means of a message, and so a post or brand page that has

high rates of being sent in direct messages would work for them, mainly on Instagram. For cognitive needs, even though they have the most spread preferences, Instagram and Facebook would be the way to reach out. Particularly in Instagram, Search & Explore is valued the most, so a page that is easy and intuitive to find could be a positive approach.

Limitations with Analysis Tools

There were some limitations regarding the analysis tools employed.

Firstly, regarding the perceptual map, it was impossible to perform ANOVAs to detect if there were significant differences between the groups for their respective characteristic for certain associations due to some options for the demographic questions for the first survey having so few answers.

Furthermore, it was impossible, with the tools at hand, to control for any bias for the platform from which the platform the first survey was received, as Microsoft Forms does not discriminate in that regard. This could be interesting to measure if perceptions from respondents that got the survey via Facebook were biased towards Facebook.

Regarding the conjoint analysis, the survey loses a lot when answered on a cellphone. Instead of a table being presented, with the different options' levels right next to each other, the visualization is much harder, as the options are presented individually and vertically, requiring for a harder memory process. This has two possible consequences: Less people responding to the survey because this makes it harder to understand and more exhaustive (incentive for people to give up on answering it); or a decrease in the response's quality, because people cannot compare levels right next to each other and will have to memorize them while scrolling down. The data does show that 30% of the entries on a computer were completed answers, while only 18% of mobile answers were completed. It also shows that, while computer-respondents took on average 12,46 minutes to respond to the survey (complete answers), mobile-respondents took 5,42. In addition, if the internet browser is set to "dark mode", on certain devices the survey

also loses on clarity, as the icons and shadowing may not be visible. In order to fight this limitation, together with the link sent out for people to answer, a note was added, requesting for the responses to be done, whenever possible on a computer.

The percentage of useful responses on the conjoint analysis is very low: 22%, requiring an incredibly great number of people to answer the survey for us to meet the reasonable sample number that the platform advises. A very significant number of people are filtered. The main reasons are: 66% of the respondents opened the survey but did not complete it, 5,7% were screened out, 5,1% provided incomplete answers and 1% completed but were marked as low quality. The most common reason (about a third of the one that did not complete) are people who abandon in the fourth slide (the short message before the conjoint questions explaining what comes next regarding the combinations). A possible explanation for that to happen is that people that answer to the survey too fast. These respondents are given a warning with the options: "end survey" or "go back to questions", the second sends the survey back to such slide, possibly causing people to give up at that point. Therefore, people who respond to the survey giving "random" answers instead of taking it seriously might be the cause behind this low percentage of valid data. This also serves as a "wake up call" about the quantity of people not answering to surveys in a well-thought manner, which is possible to be correlated with what was mentioned about the clarity issues when responding on a cellphone: Response success was 30.1% in computer answers and just 18.5% in mobile answers. This filtering assures, therefore, for a better quality and certainty of our analysis, but at the same time, decreases the available responses for us to analyze.

Another noteworthy mention in the spreading of both surveys is the fact that they were both shared through Instagram and Facebook and not by TikTok. This was due to the first two platforms being accessible for the researchers. That however means that two of the three

analyzed brands were used to gather responses, leaning to skewed respondents on platform usage, as it leads to more Facebook and Instagram users responding than TikTok's.

Implications for Future Research

There were some limitations in applying this perceptual map, mainly related to sample characteristics, especially the age of the respondents. As previously discussed, 56% of the sample is over 34 years of age, while only 5% is under 18, and as mentioned in the literature review TikTok's main target segment is users aged less than 20 years old (Bossen and Kottasz 2020). As such, this skewed the sample to Facebook and Instagram daily users, while 70% of the sample did not use TikTok. This, in turn, led to a difficulty in obtaining answers for associations regarding TikTok, as 34% of the time, the respondent gave no answers. However, the same occurred 24% of the time for Facebook and 20% for Instagram, which still illustrates the higher struggle to obtain responses for TikTok. As such, it would be interesting that future research takes that into account and builds a sample which more accurately represents the social media market.

It is extremely important to keep in mind that preferences are relative to the moment of the survey, i.e., with the platforms having the attributes that were available at that time. Platforms are constantly updating and adding new features and, while this study was being conducted, that turned out to be the case. TikTok, during the response-time of the conjoint survey, added Stories as a new feature. It also improved its following system with the introduction of a new alternative feed page, based on Follows, to add to the already existent Recommendations one.

By having selected Visual Content Available Time (Stories) as a yes or no question, it was not possible to extract a lot of information about the preferences relative to the "in-the-moment" sharing experience. Further investigation about such attribute is relevant, since it is a

central feature of social media and has been introduced in most of the big brands, one by one in the last few years.

Since our attributes' study was not totally disconnected from the brands, a relevant approach that could be taken would be to do an analysis of the studied attributes independent from the brands, to better understand the central preferences and dynamics on a general ground to all social media platforms. This would allow for the theoretical creation of an ideal platform for all types of consumer segments and provide better insights to market newcomers, independent of brand associations. With this being said, a scenario analysis of new competitors in the market could also be relevant to understand new preferences distributions.

By adding prices and success rates information to a future conjoint analysis, willingness to pay, price elasticity, revenue and profit can be calculated and useful for marketing planning and budget decisions from companies. This could be accomplished by studying the positive correlation between exposed information, namely cookies settings and personal data people give to the platforms, add efficiency of personalized advertisement.

Parallelly, studying other social media perceptions and preferences that are "fighting" more directly for the same consumers' time, or even for social media that satisfy the same gratifications and respond to the same needs. For example, it could be interesting to understand what needs are not being primarily satisfied by the "None" segment.

To conclude, this study analyzed the main reasons for Portuguese consumers to use social media platforms, as well as what attributes' preferences they value most on Facebook, Instagram and TikTok. The conclusions obtained are useful insights mainly for those who use any of these platforms as a marketing tool, or even for the platforms themselves. By knowing why they use social media, what are their associated perceptions, and what consumers value most, they can optimize their approach and work more efficiently to increase engagement.

This study hopes to spark further research questions, considering social media in Portugal has been an evolving and impacting environment that is changing the way of communication and the relation between users and brands.

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APPENDICES

Appendix 1 – Framework of the Stimulis- Organism- Response (Mehrabian and Russell, 1974)
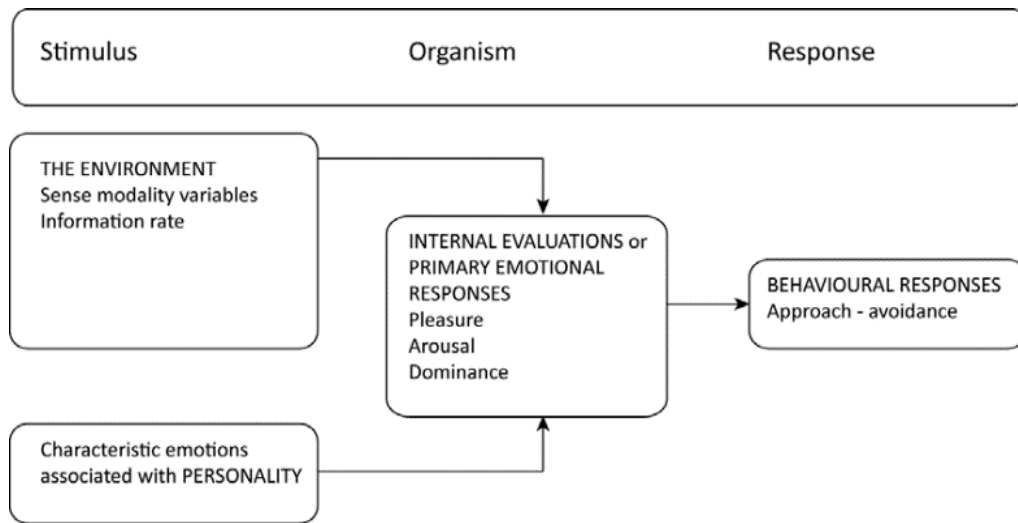
Appendix 2 – Brand Personality construct framework (Aeker 1991)
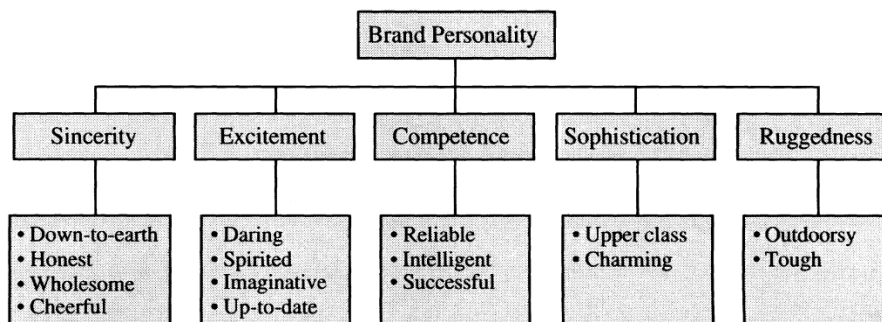
Appendix 4 – Personas

Persona 1 - "Tiago"

Tiago

"*I check up on Facebook at least every couple of days with the purpose of being informed*"

Age: 31
Work: Real State
Family: Married
Location: Oeiras

Social media needs

Cognitive need: Tiago uses social media with the central motive of getting information and knowledge out of it, as well as satisfying his curiosity on subjects, such as people's social environments and overall exploration of new topics. Seeks particularly for facts.

Interests | Hobbies

• Reading the news
• Watching football and rugby
• Searching investment tips
• Facebook groups on selling-buying opportunities

Lifestyle

• Recently married, starting to constitute a family
• Medium class, average salary, seeking to diversify his financials

Preferred Platforms

Facebook

Instagram

TikTok

Brands & Influencers

Tiago follows brands and news firms that have high international reputation and serve for him as examples and sources of relevant or interesting info.

Traits

Enthusiastic   Keen to learn

Persona 2 - "António"

António

"*I'm used to share funny posts, follow what's new, communicate with my friends and make new ones*"

Age: 19
Work: Student
Family: Single
Location: Porto

Social media needs

Social Integrative need: António uses social media to connect with others and learn. He accesses social media for social support and to share life events, in order to get a sense of community.

Interests | Hobbies

• Watching films
• Playing videogames
• Read
• Sharing videos and tagging his friends

Lifestyle

• Has one older brother
• Economy Bachelor's student

Preferred Platforms

Facebook

Instagram

TikTok

Brands & Influencers

António follows fun brands that incentivize a sharing community that are crucial for social identification with others and networking.

Traits

Introvert   Low self-esteem

Persona 3 - "Ana"

Ana

"The platforms I use the most are Instagram and TikTok to relax and see what happens around me. I publish stories and videos to engage with others and express myself"

Age: 18
Work: Student
Family: Single
Location: Lisboa

Social media needs

Affective/ Personal-integrative needs: Ana uses social media mainly because of emotional necessities. They are either pleasure and satisfaction, or to get positive engagement to increase self-esteem. She accesses social media somewhat compulsively, many times even unconsciously for tension-releasing from stressing issues.

Interests | Hobbies

• Paddle Classes
• Video streaming platforms' series and movies.
• Fashion, beauty and health content
• Travelling and trying new restaurants
• Photograph & Video.
• Walking and connecting with nature.

Lifestyle

• Youngest sister with two brothers
• Nurse Bachelor
• Seeking a part-time job
• High-income family

Preferred Platforms

Facebook

Instagram

TikTok

Brands & Influencers

Ana follows brands that provide her with satisfaction and motivation, important for inspiring or relaxing her and giving ideas for her daily life on expressing herself. She is also prone to follow influencers.

Traits

Seeks approval   Creative

Appendix 5 – Professionals' script

Category	Questions
Market	1. In your opinion, how this study will add value to your industry? How it is helpful for the organizations and for the customers? 2. In your perspective, what essential characteristics are the "Competitive advantage" of each platform? 3. What apps produce the best result for the brands to advertise or sell? Why? With which methods (ads, influencers, etc)? 4. Any future predictions? For content creators: 5. In what way is the content you produce the same or different depending on the social media platform and why?

Category	Questions
Preferences	6. Your followers are typically the same in all networks or do you have concentration of certain demographics in each?
	7. Based on your perspective, what are the values more valuable in Portugal? 8. What are the characteristics that cause to the customers a sense of preference?
Attributes	9. What are the essential features in these platforms? 10. In your opinion, how do you rate Facebook, Instagram and TikTok in security, credibility, professional vs leisure, ruggedness, sophistication?
Recommendations	11. Any suggestions of topics that can be studied?

Appendix 6 – Personas' script

Category	Questions
Demographics	1. Age 2. Gender 3. Professional situation 4. Location 5. Marital status 6. Family 7. Social class
Interests	8. Hobbies 9. Preferred Brands
Persona Segment	10. Describe the aforementioned needs and ask: Which one of these needs do you relate to?

	11. What social media platforms do you use? (If people do not mention Facebook, Instagram and TikTok, ask directly about them). 12. What do you use them for? 13. Between these three social media platforms, which one is your favourite? And why? 14. How frequently do you use it? (Several times a day, few times a day, once a day)
Perceptions for Perceptual maps	15. What do you value the most on these platforms? 16. From the following attributes how much do you relate with? <u>Options</u>: Access to information; social interaction; status update; network; online shop; self-expression; entertainment. (If the interviewee adds more there is no problem)
Preferences for Conjoint analysis	17. What features do you value the most or the least on these platforms? (If people do not understand what we mean about features, provide some examples) 18. Or any feature you would like to add?

Appendix 7 – Perceptual Survey Design : Associations, description and scales

	Associations	Description	Scale

Purpose How do you associate each social network to the following attributes regarding their purposes?	Access to Information	Finding information about interests and news, learn about new topics and acquire new skills.	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"
	Social Interaction	Fraternize, communicate, socialize, interact, learn about, connect, and reconnect with relatives, friends, known and unknown people.	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"
	Status update	Sharing information, expressing opinions, and sharing personal and mutual interests, experiences, thoughts, and needs and sharing what you think and do	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"
	Shop Online	The purchase of products through social media, find information about products, find good deals and products to buy and explore.	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"
	Entertainment	Having fun, playing, pass the time, relax, find, and share photos, music, and videos	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"
	Networking	Connecting with people for business/professional purposes and promote ourselves for business purposes	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"

	Self-expression	Self-representation and self-disclosure by posting and create videos, photographs, and music on social media networks, having the total control of the personal content uncovered and receiving peer recognition (i.e. creatively expressing yourself through online content)	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"	
Brand Personality How do you associate each social network to the following attributes regarding brand personality?	Ruggedness	Strong presence/structure, vigor, resistance, firmness	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"	
	Sincerity	Honesty, originality, emotional influence, trust	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"	
	Enthusiasm	Challenging, young, creative, unique, independent	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"	
	Competence	Coherence, reliability, success, intelligence, confidence	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"	
	Sophistication	Modern, charming, elegant	1 -"Completely Disagree" to 5 -"Completely Agree" N/A - "Non-Applicable"	

Appendix 8 – Attributes and levels

Appendix 9 – Survey example (computer and phone)

Example 1 - Computer

Example 2 - Phone

Appendix 10 – Levels per brand table

Levels		Instagram	Facebook	TikTok
Content media				
Images	②	☑	☑	☐
Video	③	☑	☑	☑
Text	①	☐	☑	☐
Get content displayed (profiles/ shopping/ etc.) based on				
Search & explore	③	☑	☑	☑
Follows	③	☑	☑	☑
Recommendation	③	☑	☑	☑
Visual content available time (eg. stories)				
With time limited content	②	☑	☑	☐
No time limited content	①	☐	☐	☑
Send content				
Tagging other users	③	☑	☑	☑
Sharing on groups	①	☐	☑	☐
Sending direct messages	③	☑	☑	☑
Amount of exposed personal information				
Less possible	③	☑	☑	☑
Intermedium	③	☑	☑	☑
All, with no restrictions	③	☑	☑	☑

Appendix 11 - Template

Appendix 12 – Demographic questions

Question 1 - Nationality

Do you have portuguese nationality?

Yes	No

Go back

Question 2 - Usage of Facebook, Instagram of TikTok

Do you use any of the following social media platforms: Facebook, Instagram, TikTok?

Yes	No

Go back

Question 3 - Age

Age

< 18	18-24	25-34
35-44	45-54	> 54

Go back

Question 4 - Gender

Gender

Male	Female	Other
Prefer not to say		

Go back

Question 5 - Occupation

Occupation

Student	Employed	Self-employed
Unemployed	Retired	Prefer not to say

Go back

Question 6 - Education Level

Education level

None	Basic school	High school or equivalent
Bachelor	Masters	Doctorate
Prefer not to say		

Go back

Question 7 - Civil Status

Civil Status

Single	Married	Divorced
Widowed	Prefer not to say	

Go back

Question 8 - Frequency of Facebook usage

With what frequency do you use Facebook?

Every day	Every other day	Few times a week
Few times a month	I don't	

Go back

Question 9 - Frequency of Instagram usage

With what frequency do you use Instagram?

Every day	Every other day	Few times a week
Few times a month	I don't	

Go back

Question 10 - Frequency of TikTok usage

With what frequency do you use TikTok?

Every day	Every other day	Few times a week
Few times a month	I don't	

Go back

Appendix 13 – Perceptual map Survey sample characteristics

Graph 1 - Age

4. Idade (0 ponto)

Mais Detalhes   Informações

● Menos de 18	22	
● 18-24	146	
● 25-34	33	
● 35-44	53	
● 45-54	128	
● Mais de 54	74	
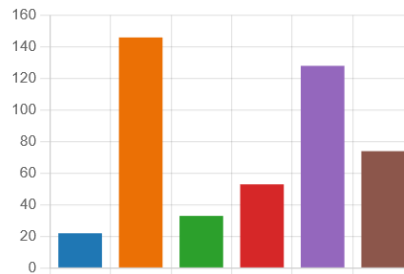
Graph 2 - Gender

5. Género (0 ponto)

Mais Detalhes   Informações

● Masculino	156
● Feminino	297
● Outro	1
● Prefiro não dizer	2

Graph 3 - Occupation

6. Ocupação (0 ponto)

Mais Detalhes   Informações

● Estudante	145
● Desempregado/a	7
● Empregado/a	260
● Reformado/a	33
● Prefiro não dizer	6
● Outro	5
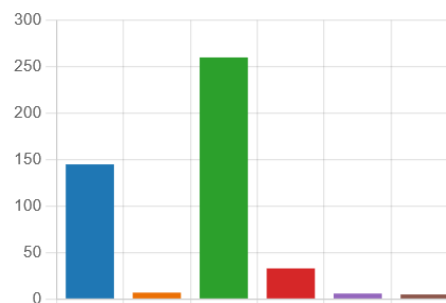
Graph 4 - Marital Status

7. Estado Civil (0 ponto)

Mais Detalhes   Informações

- Casado/a 188
- Solteiro/a 218
- Divorciado/a 40
- Viúvo/a 10

Graph 5 - Education Level

8. Nível de Ensino (0 ponto)

Mais Detalhes   Informações

- Ensino básico 13
- Ensino secundário ou equivalente 72
- Licenciatura 232
- Mestrado 129
- Doutoramento 1
- Nenhum dos acima 1
- Prefiro não dizer 2
- Outro 6
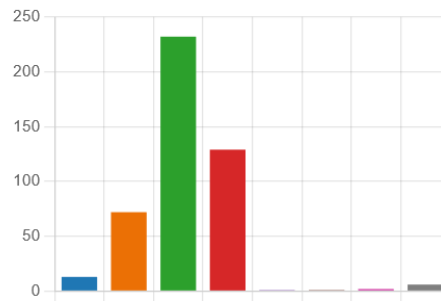
Graph 6 - Frequency of usage

3. Se sim, com que frequência? (0 point)

More Details

■ Todos os dias   ■ Dia sim, dia não   ▥ Algumas vezes por semana   ■ Algumas vezes por mês   ■ Não uso

Facebook

Instagram

TikTok

100%   0%   100%
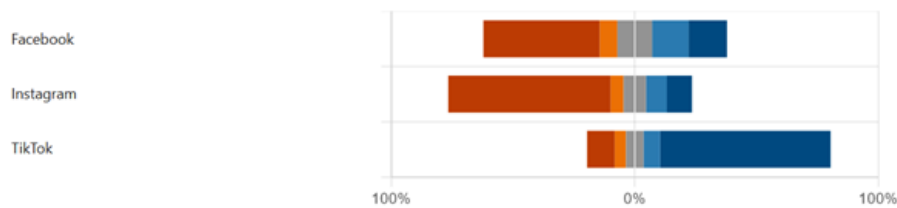
Appendix 20 – Pivot Tables

Graph 8 – Facebook's frequency of use per age
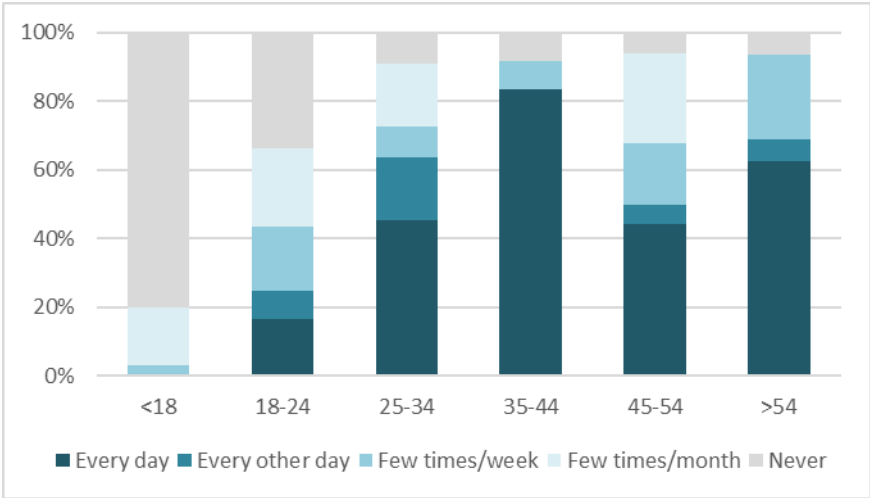
Graph 9 – Instagram's frequency of use per age
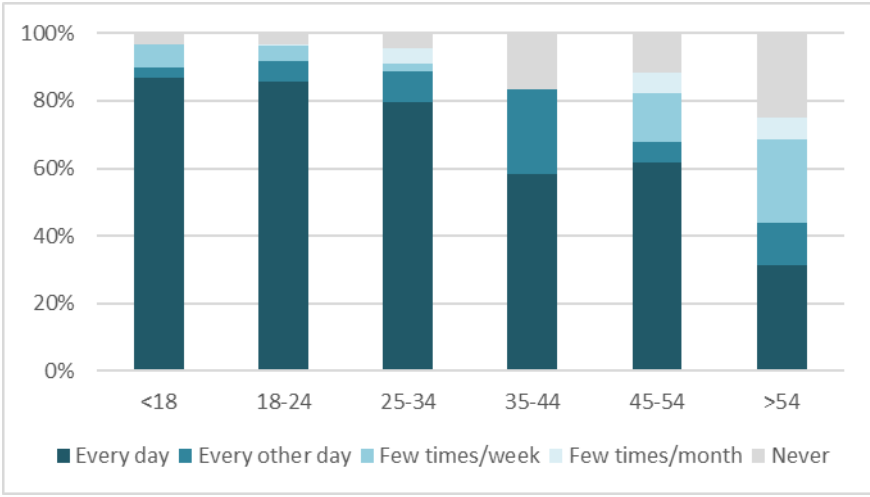
Graph 10 – TikTok's frequency of use per age
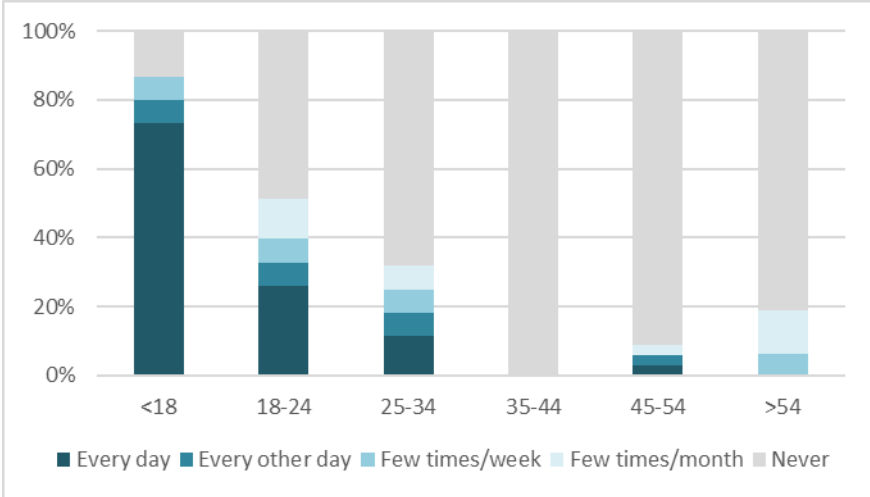
Graph 11 – Facebook's frequency of use per gender
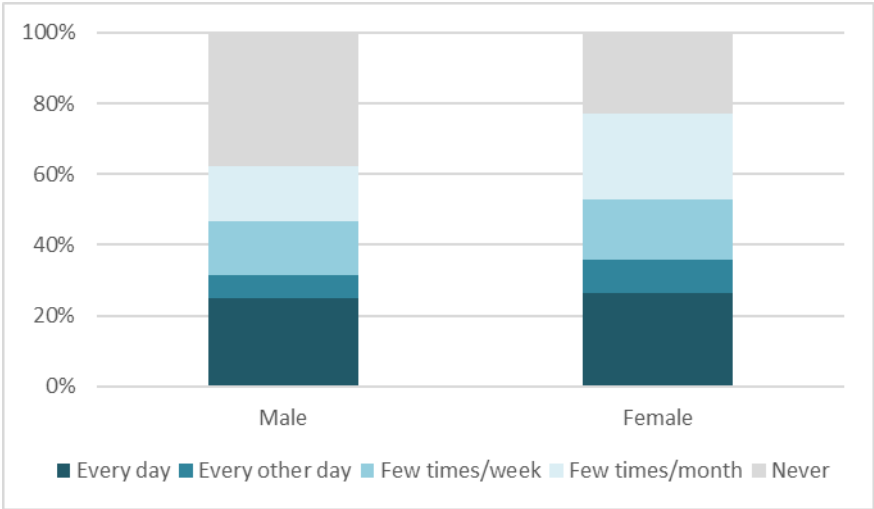
Graph 12 – Instagram's frequency of use per gender
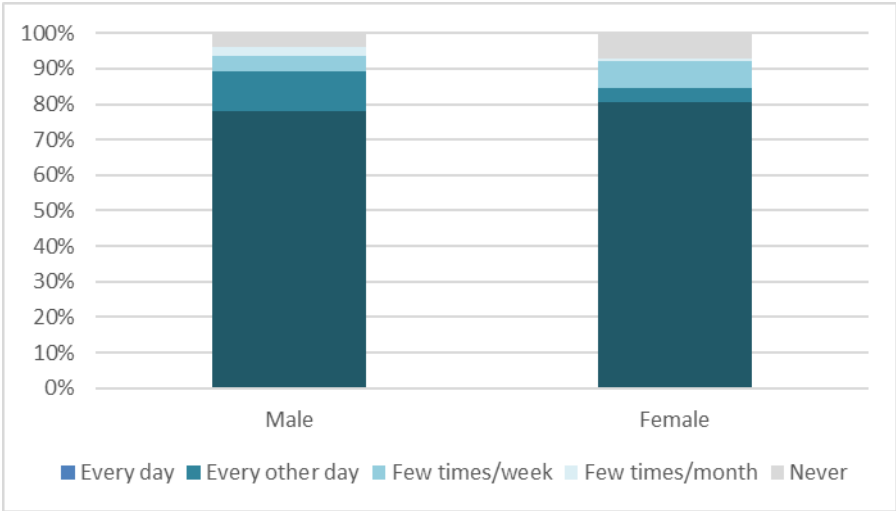
Graph 13 – TikTok's frequency of use per gender
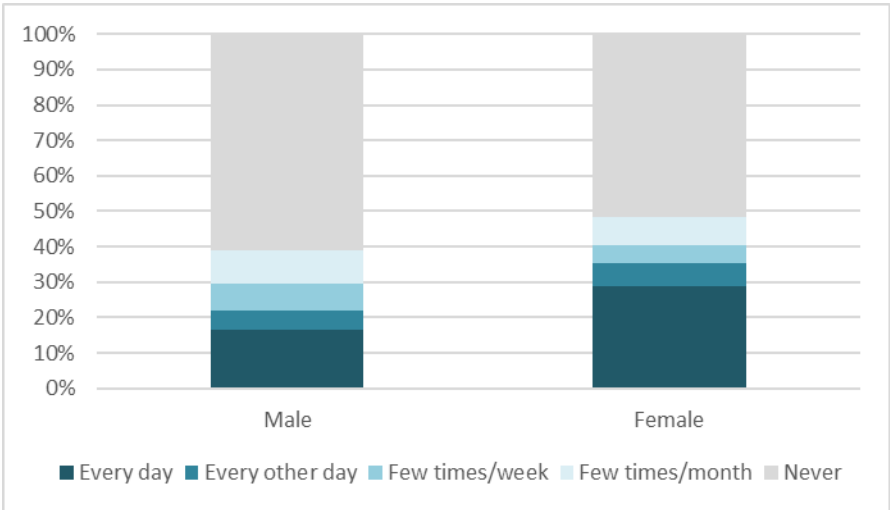
Graph 14 – Facebook's frequency of use per occupation
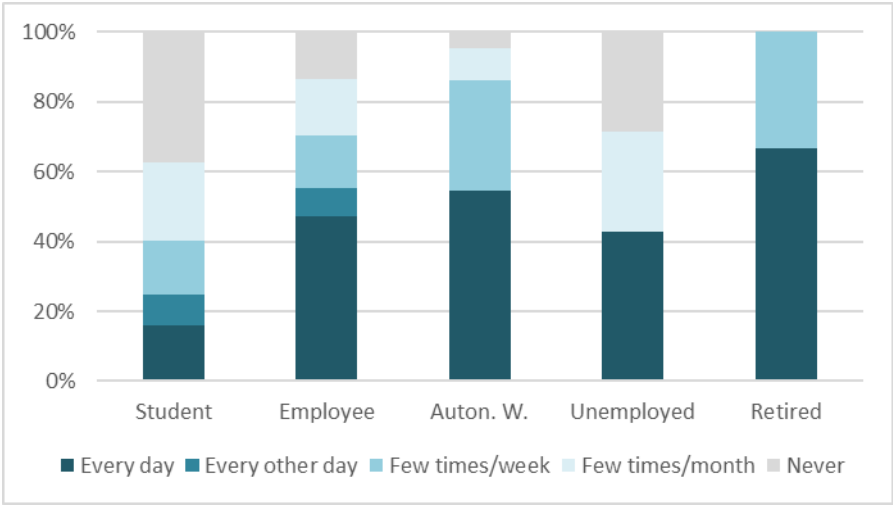
Graph 15 – Instagram's frequency of use per occupation
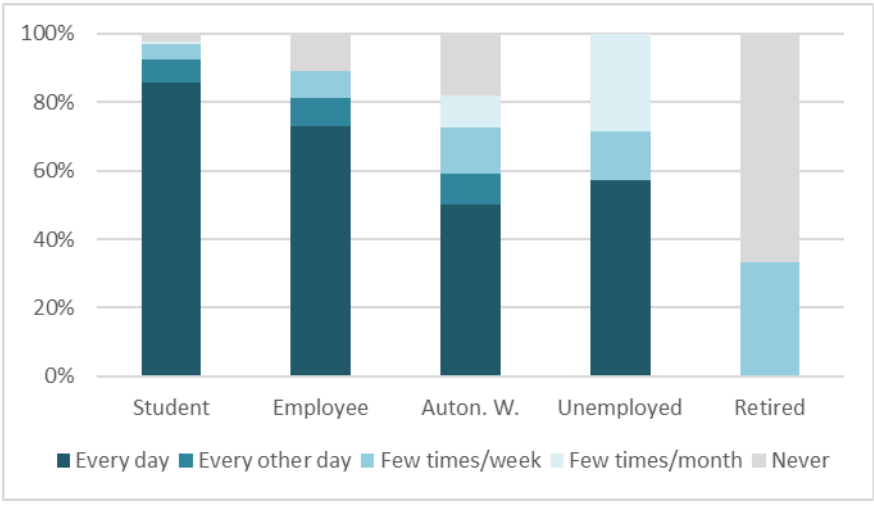
Graph 16 – TikTok's frequency of use per occupation
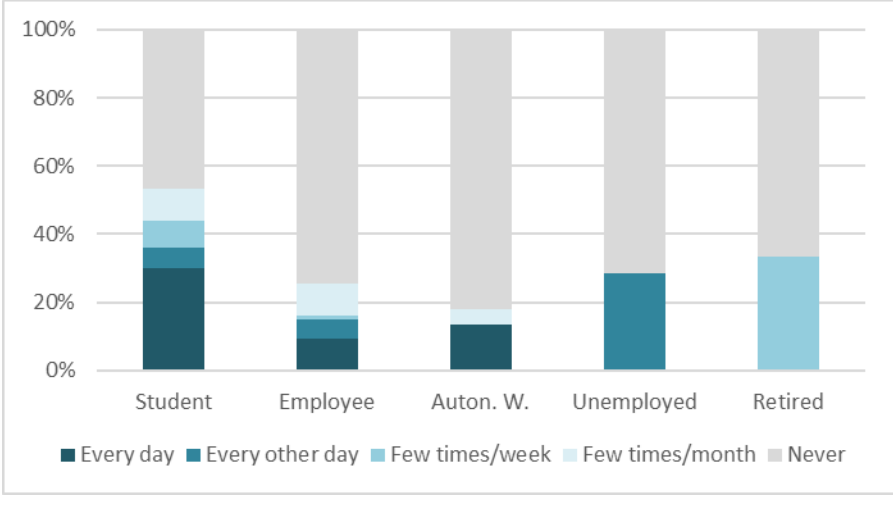
Graph 77 – Facebook's frequency of use per education level
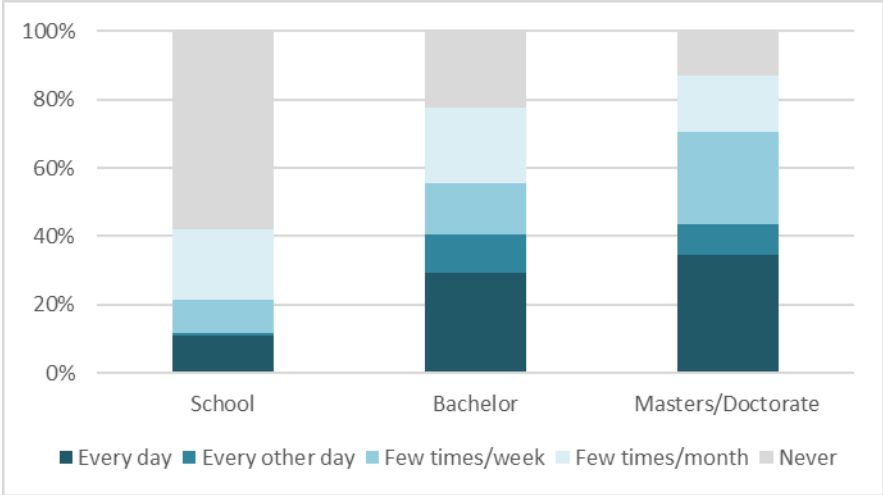
Graph 18 – Instagram's frequency of use per education level
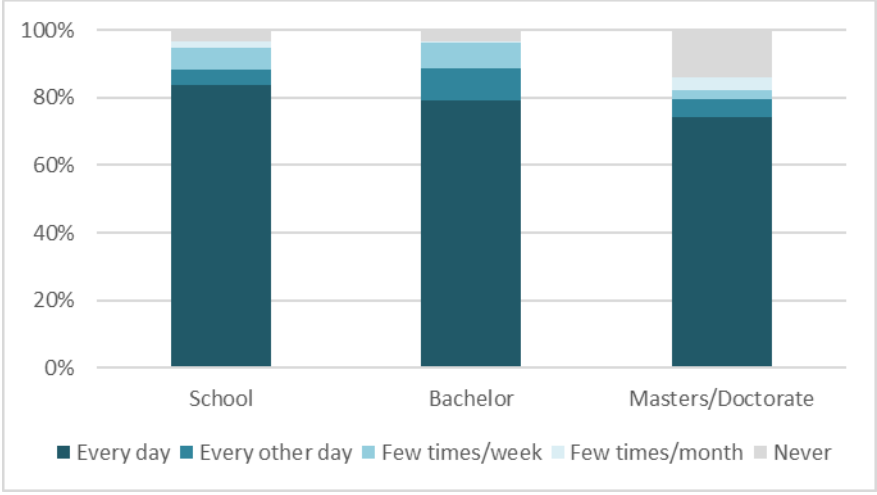
Graph 19 – TikTok's frequency of use per education level
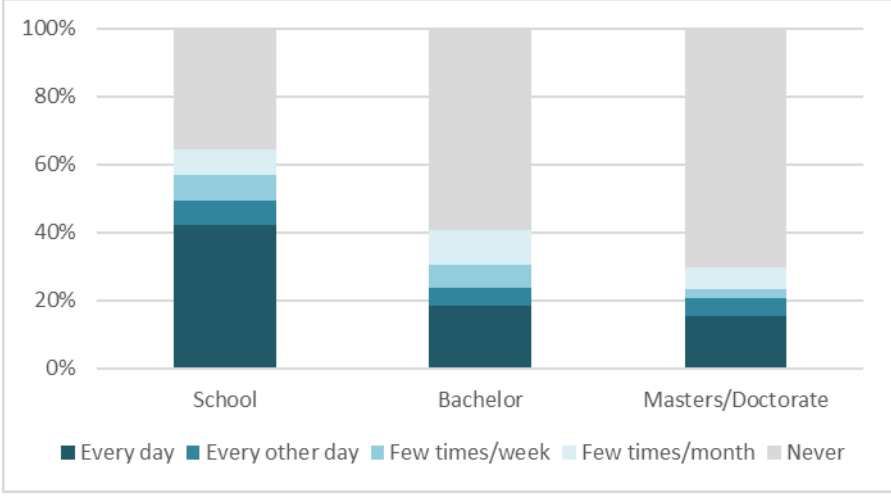
Graph 20 – Facebook's frequency of use per marital status
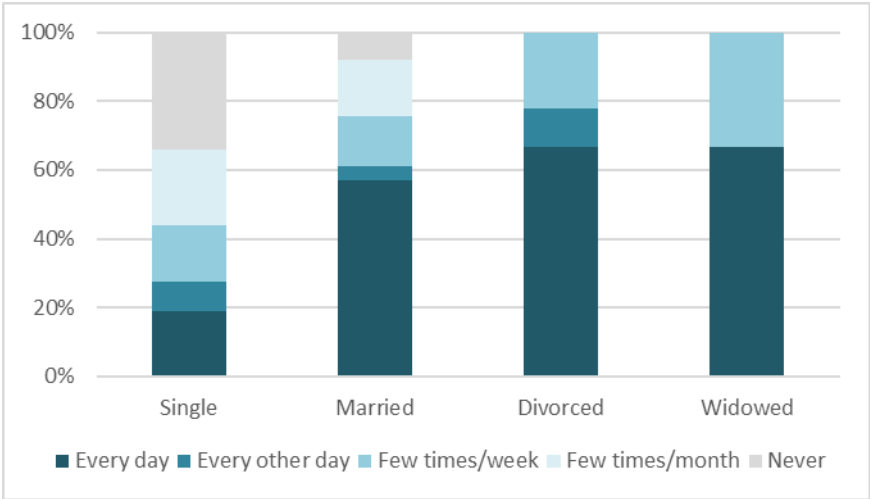
Graph 22 – Instagram's frequency of use per marital status
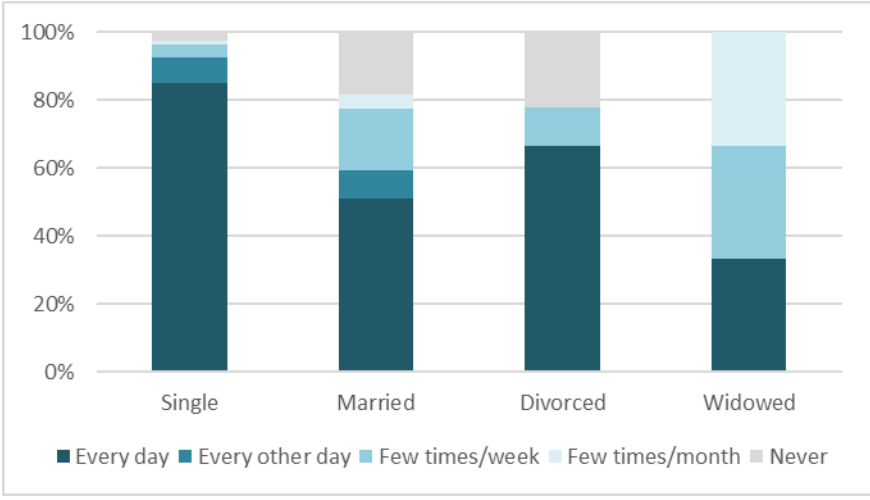
Graph 23 – TikTok's frequency of use per marital status
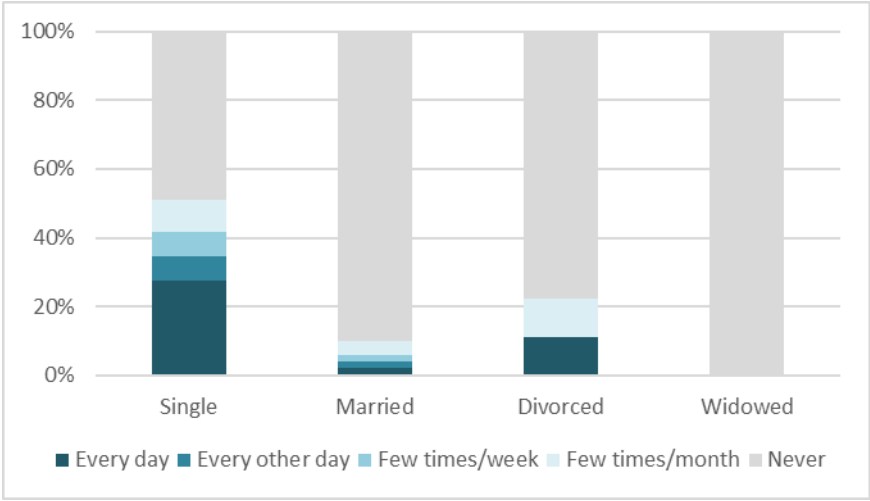
Table 50 – Instagram's frequency of use per Facebook's frequency of use

| Facebook frequency	Instagram frequency				
	Every day	Every othe	Few times	Few times	Never
Every day	68%	7%	8%	3%	14%
Every other day	86%	10%	0%	0%	3%
Few times/week	78%	7%	7%	3%	5%
Few times/month	82%	10%	5%	0%	3%
Never	86%	6%	7%	1%	1%

Table 51 – Facebook's frequency of use per Instagram's frequency of use

TikTok frequency	Instagram frequency				
	Every day	Every othe	Few times	Few times	Never
Every day	91%	3%	2%	0%	3%
Every other day	81%	14%	5%	0%	0%
Few times/week	91%	5%	0%	0%	5%
Few times/month	84%	6%	6%	0%	3%
Never	72%	9%	9%	3%	8%

Table 52 – TikTok's frequency of use per Instagram's frequency of use

Instagram frequency	TikTok frequency				
	Every day	Every othe	Few times	Few times	Never
Every day	27%	6%	7%	9%	51%
Every other day	12%	12%	4%	8%	65%
Few times/week	9%	5%	0%	9%	77%
Few times/month	0%	0%	0%	0%	100%
Never	15%	0%	5%	5%	75%

Table 53 – Instagram's frequency of use per TikTok's frequency of use

TikTok frequency	Instagram frequency				
	Every day	Every othe	Few times	Few times	Never
Every day	91%	3%	2%	0%	3%
Every other day	81%	14%	5%	0%	0%
Few times/week	91%	5%	0%	0%	5%
Few times/month	84%	6%	6%	0%	3%
Never	72%	9%	9%	3%	8%

Table 54 – Facebook's frequency of use per TikTok's frequency of use

TikTok frequency	Facebook frequency				
	Every day	Every othe	Few times	Few times	Never
Every day	14%	3%	13%	19%	51%
Every other day	5%	10%	14%	33%	38%
Few times/week	5%	9%	23%	27%	36%
Few times/month	29%	13%	19%	19%	19%
Never	35%	9%	17%	19%	21%

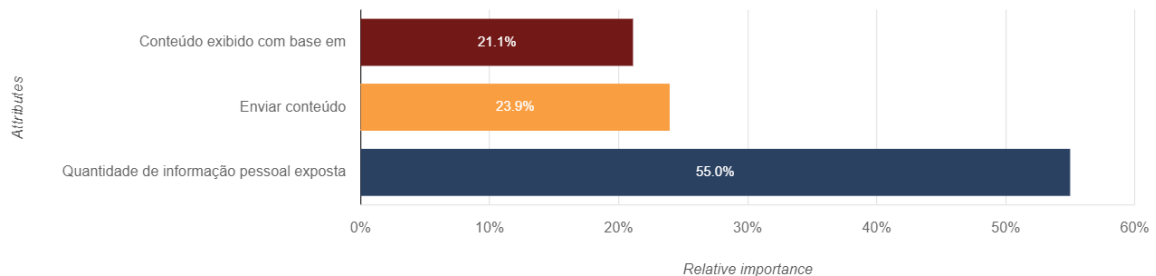*Table 55 – TikTok's frequency of use per Facebook's frequency of use*

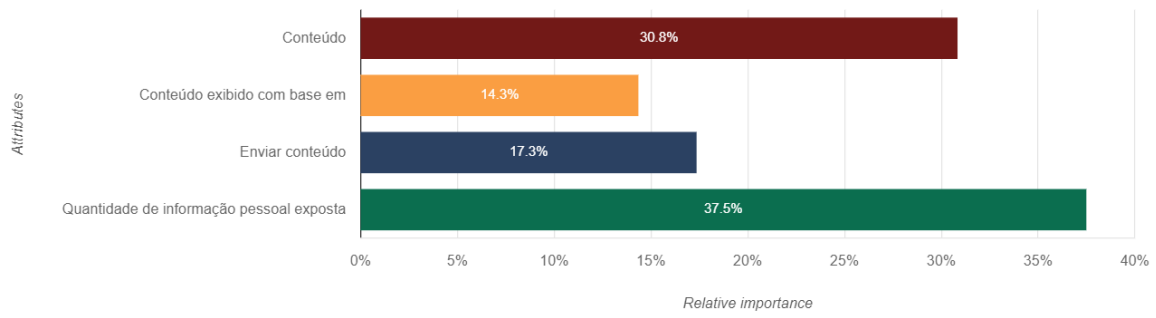| Facebook frequency	TikTok frequency				
	Every day	Every othe	Few times	Few times	Never
Every day	13%	1%	1%	10%	75%
Every othe	10%	7%	7%	14%	62%
Few times/	19%	5%	9%	10%	57%
Few times/	22%	10%	8%	8%	52%
Never	41%	7%	7%	6%	38%

Appendix 21 – Brand Preferences
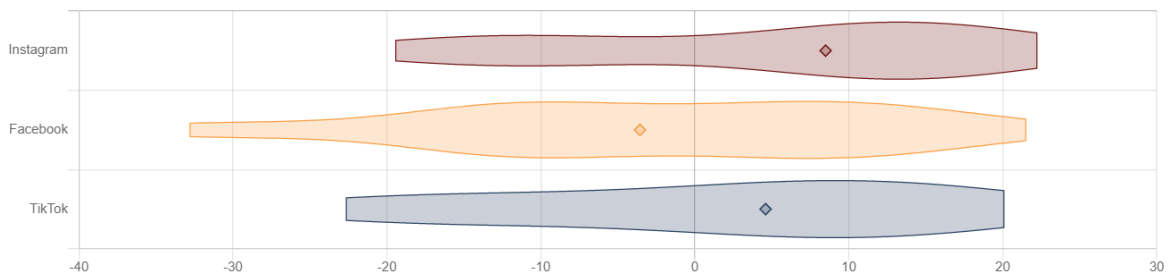
Appendix 22 – Attribute Importance

Graph 24 – Relative Importance of TikTok

Graph 25 - Relative Importance of Facebook

Graph 26 - Relative Importance of Instagram
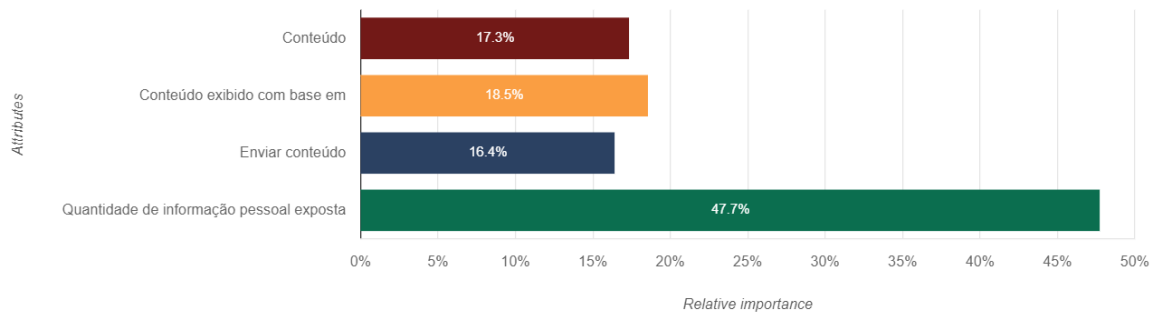
Appendix 23 – Preference for levels

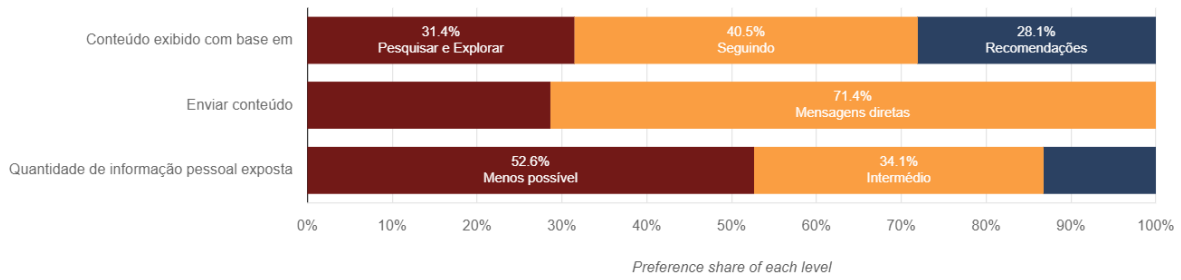*Graph 27 – Average Preferences TikTok*
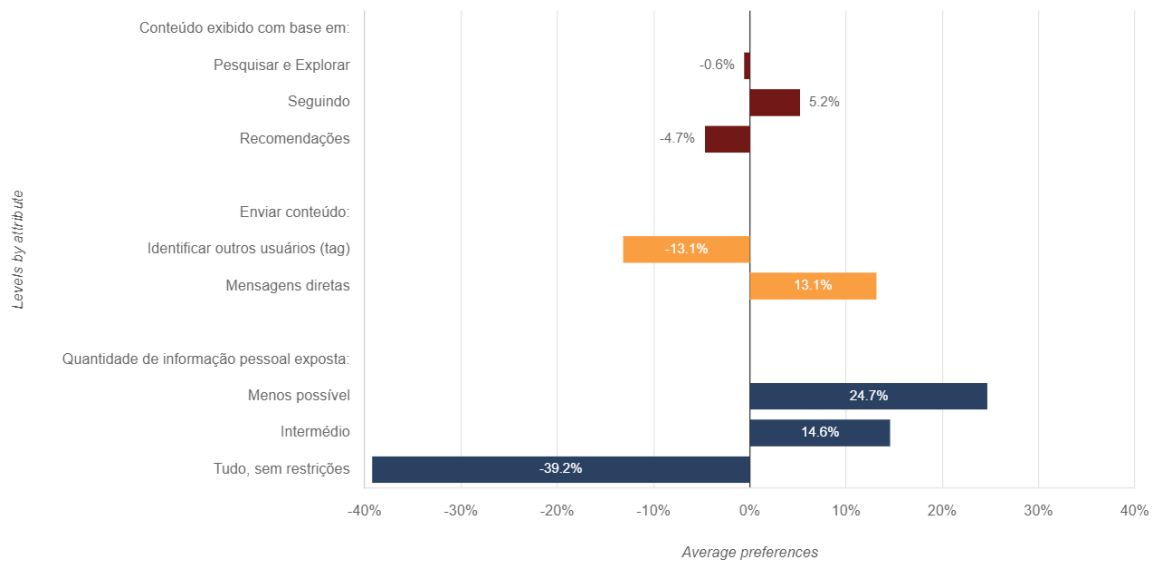
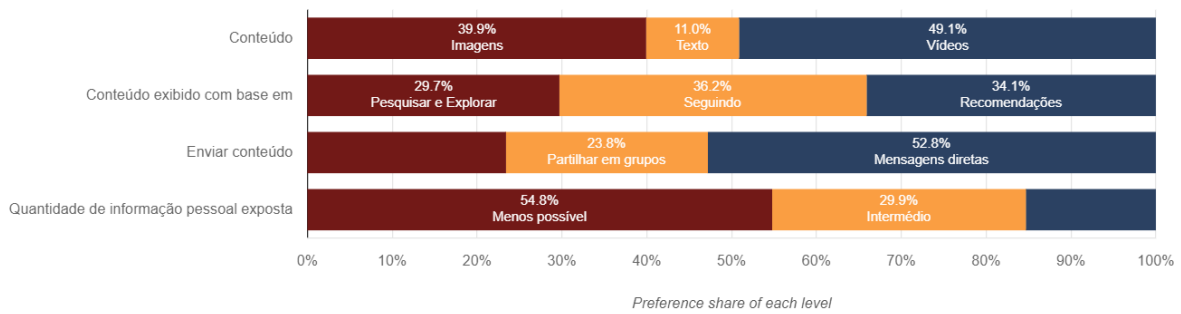*Graph 28 - Average Preferences Facebook*
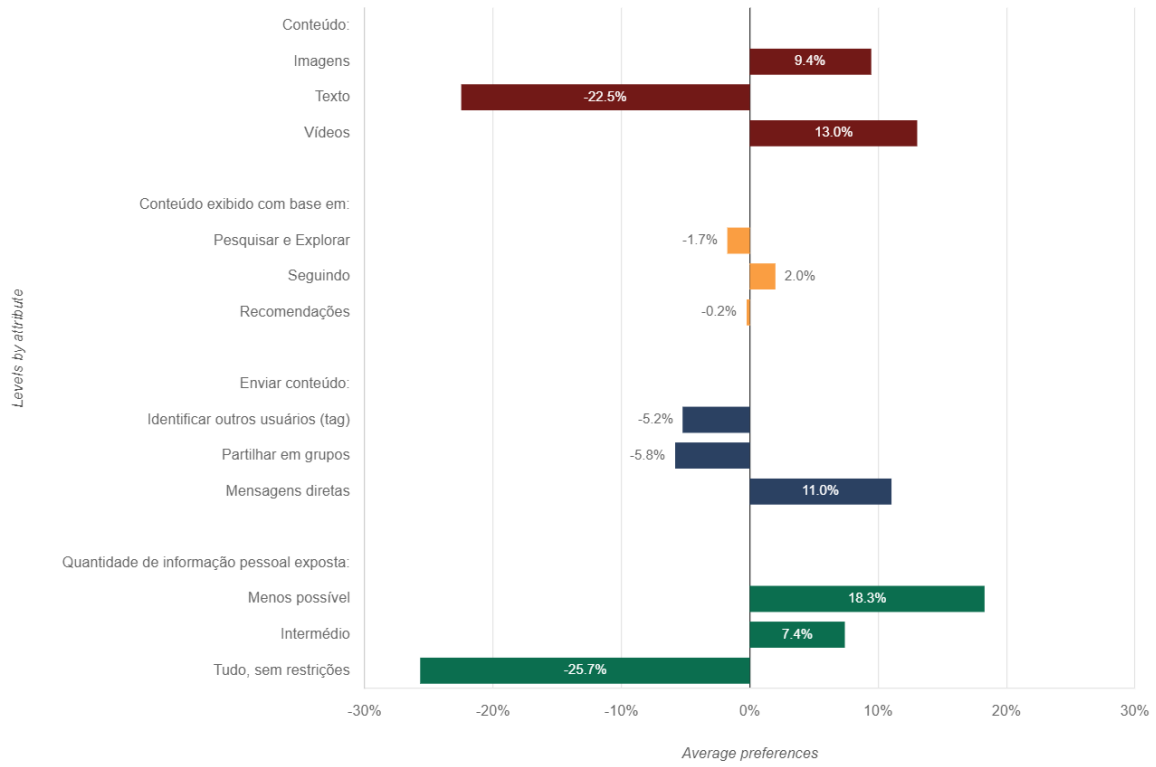
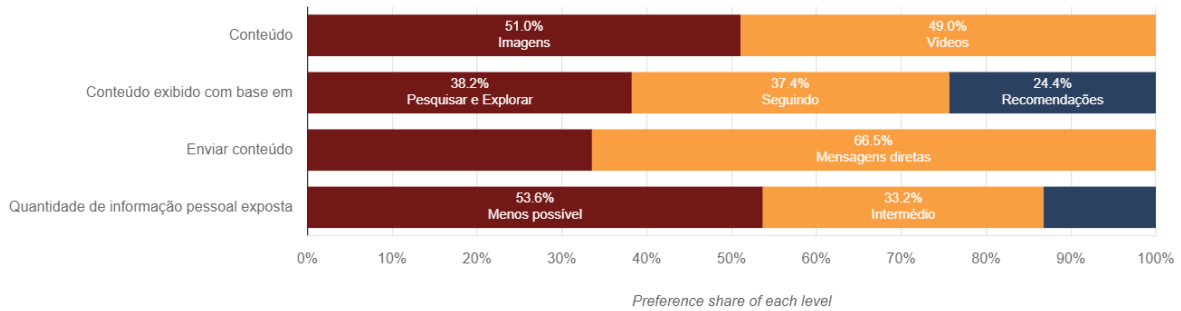*Graph 29 - Average Preferences Instagram*
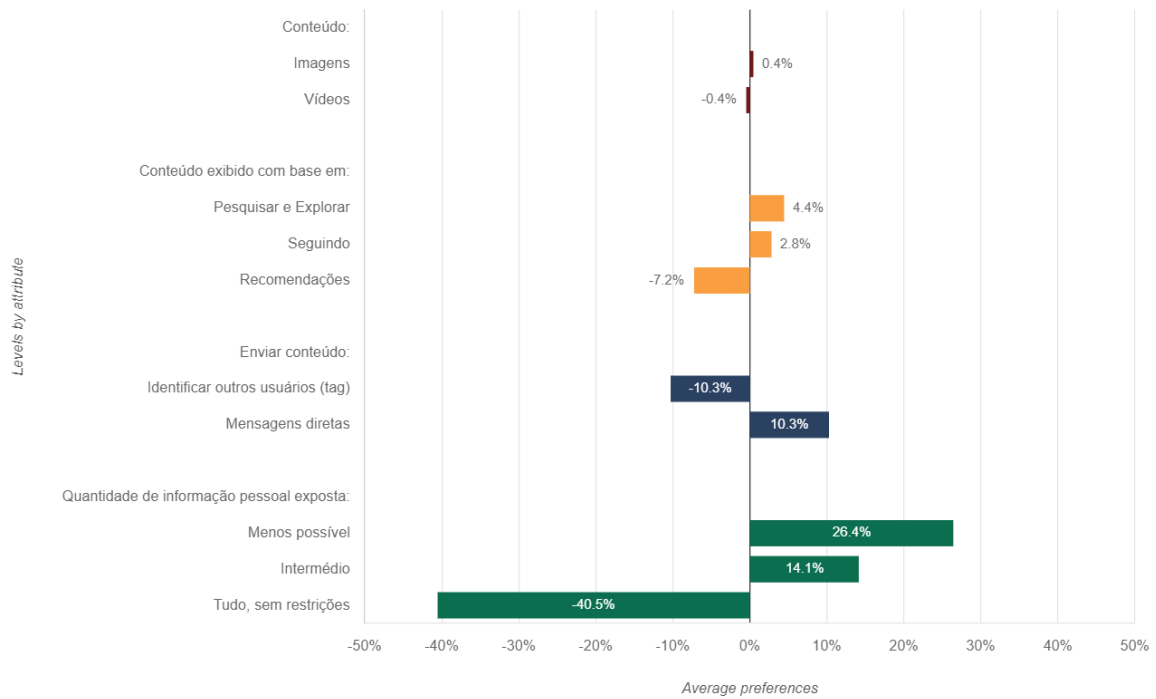
Graph 30 - Preference share for each level TikTok

Graph 31 - Preference share for each level Facebook

Graph 328 - Preference share for each level Instagram

Appendix 24 – Ranked list of concepts

Redes Sociais	Conteúdo	Conteúdo exibido com base em	Conteúdo com tempo limitado (ex: stories)	Enviar conteúdo	Quantidade de informação pessoal exposta	Value to customers		Rank
Instagram	Imagens	Pesquisar e Explorar	Conteúdo com tempo limitado	Mensagens diretas	Menos possível	22.2		1
Instagram	Vídeos	Pesquisar e Explorar	Conteúdo com tempo limitado	Mensagens diretas	Menos possível	21.8		2
Instagram	Imagens	Seguindo	Conteúdo com tempo limitado	Mensagens diretas	Menos possível	21.5		3
Facebook	Vídeos	Seguindo	Conteúdo com tempo limitado	Mensagens diretas	Menos possível	21.5		4
Instagram	Vídeos	Seguindo	Conteúdo com tempo limitado	Mensagens diretas	Menos possível	21.2		5
Facebook	Vídeos	Recomendações	Conteúdo com tempo limitado	Mensagens diretas	Menos possível	20.3		6
TikTok	Vídeos	Seguindo	Sem conteúdo de tempo limitado	Mensagens diretas	Menos possível	20.1		7

Appendix 25 – Demographics vs Preferences

Table 56 – Brand preferences per age

Brand	<18	18 - 24	25 - 34	35 - 44	45 - 54	>54	All responses
Instagram	6.4	8.3	11.7	8.0	6.1	5.6	8.5
TikTok	2.8	4.8	5.0	-0.9	5.5	3.6	4.6
Facebook	-1.2	-2.9	-3.1	-1.7	-2.4	0.9	-3.6

Table 57 – Instagram's attribute preferences per age

Attribute	<18	18 - 24	25 - 34	35 - 44	45 - 54	>54	All responses
Content Media	21.2%	16.1%	18.8%	19.6%	22.7%	10.0%	17.3%
Content Displayed Based On	21.6%	18.8%	15.1%	16.5%	19.0%	19.1%	18.5%
Send Content	15.5%	17.4%	14.7%	15.9%	14.6%	13.0%	16.4%
Amount of Exposed Personal Information	41.8%	47.7%	51.4%	48.0%	43.7%	58.0%	47.7%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 58 – Instagram's level preferences per age

Attribute	Level	<18	18 - 24	25 - 34	35 - 44	45 - 54	>54	All responses
Content Media	Images	-5.2%	-0.0%	1.1%	8.6%	3.6%	0.2%	0.4%
Content Media	Videos	5.2%	0.0%	-1.1%	-8.6%	-3.6%	-0.2%	-0.4%
Content Displayed Based On	Search & Explore	-4.4%	4.3%	4.3%	6.1%	6.4%	10.8%	4.4%
Content Displayed Based On	Following	9.6%	2.4%	3.3%	0.2%	3.2%	-2.8%	2.8%
Content Displayed Based On	Recommendations	-5.3%	-6.6%	-7.6%	-6.3%	-9.6%	-8.0%	-7.2%
Send Content	Tagging	-13.9%	-11.2%	-7.6%	-7.8%	-7.8%	-2.2%	-10.3%
Send Content	Direct messages	13.9%	11.2%	7.6%	7.8%	7.8%	2.2%	10.3%
Amount of Exposed Personal Information	Less possible	6.7%	26.4%	29.1%	19.8%	24.7%	34.2%	26.4%
Amount of Exposed Personal Information	Intermedium	20.1%	13.9%	12.7%	15.2%	11.8%	8.1%	14.1%
Amount of Exposed Personal Information	All, with no restrictions	-26.8%	-40.3%	-41.7%	-34.9%	-36.4%	-42.3%	-40.5%

Table 59 – Facebook's attribute preferences per age

Attribute	<18	18 - 24	25 - 34	35 - 44	45 - 54	>54	All responses
Content Media	36.1%	30.7%	31.8%	32.4%	30.2%	20.6%	30.8%
Content Displayed Based On	13.8%	14.9%	13.0%	14.3%	14.6%	11.1%	14.3%
Send Content	17.6%	17.9%	16.3%	15.6%	17.4%	13.8%	17.3%
Amount of Exposed Personal Information	32.5%	36.6%	39.0%	37.8%	37.8%	54.5%	37.5%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 60 – Facebook's level preferences per age

Attribute	Level	<18	18 - 24	25 - 34	35 - 44	45 - 54	>54	All responses
Content Media	Images	8.6%	8.9%	9.2%	13.1%	11.2%	8.5%	9.4%
Content Media	Text	-30.1%	-22.3%	-19.8%	-20.6%	-21.7%	-10.2%	-22.5%
Content Media	Videos	21.4%	13.3%	10.6%	7.5%	10.4%	1.7%	13.0%
Content Displayed Based On	Search & Explore	-4.5%	-1.8%	0.6%	1.8%	-4.2%	3.13e-05	-1.7%
Content Displayed Based On	Following	4.5%	1.7%	2.2%	0.3%	3.1%	-0.6%	2.0%
Content Displayed Based On	Recommendations	-1.591e-05	0.2%	-2.7%	-2.1%	1.1%	0.6%	-0.2%
Send Content	Tagging	-6.4%	-5.3%	-3.5%	-8.0%	-5.6%	-2.1%	-5.2%
Send Content	Partilhar em grupos	-6.0%	-6.3%	-6.6%	-1.6%	-1.0%	-4.0%	-5.8%
Send Content	Direct messages	12.4%	11.6%	10.1%	9.6%	6.6%	6.1%	11.0%
Amount of Exposed Personal Information	Less possible	2.0%	17.6%	21.8%	18.3%	20.5%	32.8%	18.3%
Amount of Exposed Personal Information	Intermedium	9.3%	7.8%	4.5%	8.1%	6.6%	4.5%	7.4%
Amount of Exposed Personal Information	All, with no restrictions	-11.3%	-25.4%	-26.3%	-26.4%	-27.1%	-37.2%	-25.7%

Table 61 – TikTok's attribute preferences per age

Attribute	<18	18 - 24	25 - 34	35 - 44	45 - 54	>54	All responses
Content Displayed Based On	22.3%	21.1%	18.7%	21.8%	24.2%	18.7%	21.1%
Send Content	25.7%	24.8%	21.0%	24.0%	23.3%	17.8%	23.9%
Amount of Exposed Personal Information	52.1%	54.1%	60.3%	54.2%	52.5%	63.5%	55.0%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 62 – TikTok's level preferences per age

Attribute	Level	<18	18 - 24	25 - 34	35 - 44	45 - 54	>54	All responses
Content Displayed Based On	Search & Explore	-8.0%	-1.0%	1.6%	4.8%	-1.7%	6.8%	-0.6%
Content Displayed Based On	Following	8.9%	5.1%	5.0%	4.3%	5.2%	2.2%	5.2%
Content Displayed Based On	Recommendations	-0.9%	-4.1%	-6.5%	-9.1%	-3.5%	-9.0%	-4.7%
Send Content	Tagging	-18.8%	-13.7%	-10.1%	-12.2%	-13.5%	-5.7%	-13.1%
Send Content	Direct messages	18.8%	13.7%	10.1%	12.2%	13.5%	5.7%	13.1%
Amount of Exposed Personal Information	Less possible	11.7%	24.4%	27.5%	22.5%	24.6%	32.6%	24.7%
Amount of Exposed Personal Information	Intermedium	16.9%	14.7%	13.5%	16.7%	15.3%	7.4%	14.6%
Amount of Exposed Personal Information	All, with no restrictions	-28.6%	-39.1%	-40.9%	-39.2%	-39.9%	-40.1%	-39.2%

Table 63 – Brand preferences per gender

Brand	Male	Female	All responses
Instagram	7.7	9.2	8.5
TikTok	5.0	4.0	4.6
Facebook	-2.5	-3.2	-3.6

Table 64 – Instagram's attribute preferences per gender

Attribute	Male	Female	All responses
Content Media	18.5%	16.1%	17.3%
Content Displayed Based On	18.9%	18.3%	18.5%
Send Content	17.2%	15.9%	16.4%
Amount of Exposed Personal Information	45.4%	49.7%	47.7%
Sum	**100.0%**	**100.0%**	**100.0%**

Table 65 – Instagram's level preferences per gender

Attribute	Level	Male	Female	All responses
Content Media	Images	-0.5%	1.3%	0.4%
Content Media	Videos	0.5%	-1.3%	-0.4%
Content Displayed Based On	Search & Explore	4.0%	4.7%	4.4%
Content Displayed Based On	Following	3.6%	2.1%	2.8%
Content Displayed Based On	Recommendations	-7.7%	-6.8%	-7.2%
Send Content	Tagging	-10.6%	-10.0%	-10.3%
Send Content	Direct Messages	10.6%	10.0%	10.3%
Amount of Exposed Personal Information	Less possible	26.0%	26.0%	26.4%
Amount of Exposed Personal Information	Intermedium	14.1%	13.9%	14.1%
Amount of Exposed Personal Information	All, with no restrictions	-40.2%	-39.9%	-40.5%

Table 66 – Facebook's attribute preferences per gender

Attribute	Male	Female	All responses
Content Media	30.9%	30.6%	30.8%
Content Displayed Based On	14.7%	14.1%	14.3%
Send Content	18.3%	16.6%	17.3%
Amount of Exposed Personal Information	36.1%	38.6%	37.5%
Sum	**100.0%**	**100.0%**	**100.0%**

Table 67 – Facebook's level preferences per gender

Attribute	Level	Male	Female	All responses
Content Media	Images	9.2%	9.8%	9.4%
Content Media	Text	-23.2%	-21.9%	-22.5%
Content Media	Videos	14.0%	12.1%	13.0%
Content Displayed Based On	Search & Explore	-2.5%	-1.1%	-1.7%
Content Displayed Based On	Following	2.3%	1.8%	2.0%
Content Displayed Based On	Recommendations	0.2%	-0.7%	-0.2%
Send Content	Tagging	-5.5%	-5.2%	-5.2%
Send Content	Share in Groups	-5.2%	-6.2%	-5.8%
Send Content	Direct Messages	10.7%	11.4%	11.0%
Amount of Exposed Personal Information	Less possible	17.3%	19.0%	18.3%
Amount of Exposed Personal Information	Intermedium	7.3%	7.5%	7.4%
Amount of Exposed Personal Information	All, with no restrictions	-24.6%	-26.5%	-25.7%

Table 68 – TikTok's attribute preferences per gender

Attribute	Male	Female	All responses
Content Displayed Based On	21.3%	20.8%	21.1%
Send Content	25.3%	23.0%	23.9%
Amount of Exposed Personal Information	53.4%	56.2%	55.0%
Sum	**100.0%**	**100.0%**	**100.0%**

Table 69 – TikTok's level preferences per gender

Attribute	Level	Male	Female	All responses
Content Displayed Based On	Search & Explore	-1.2%	-0.0%	-0.6%
Content Displayed Based On	Following	5.5%	4.9%	5.2%
Content Displayed Based On	Recommendations	-4.3%	-4.9%	-4.7%
Send Content	Tagging	-14.0%	-12.7%	-13.1%
Send Content	Direct Messages	14.0%	12.7%	13.1%
Amount of Exposed Personal Information	Less possible	23.7%	25.3%	24.7%
Amount of Exposed Personal Information	Intermedium	14.9%	14.4%	14.6%
Amount of Exposed Personal Information	All, with no restrictions	-38.6%	-39.7%	-39.2%

Table 70 – Brand preferences per occupation

Brand	Student	Employed	Autonomous worker	Unemployed	Retired	All responses
Instagram	8.5	8.6	8.1	11.5	9.3	8.5
TikTok	5.2	3.0	3.5	4.3	-9.4	4.6
Facebook	-2.8	-3.3	-2.9	-3.7	0.3	-3.6

Table 71 – Instagram's attribute preferences per occupation

Attribute	Student	Employed	Autonomous worker	Unemployed	Retired	All responses
Content Media	16.8%	17.9%	20.5%	21.4%	15.9%	17.3%
Content Displayed Based On	18.6%	18.6%	19.4%	14.9%	21.8%	18.5%
Send Content	16.7%	16.7%	14.5%	13.1%	8.0%	16.4%
Amount of Exposed Personal Information	47.9%	46.8%	45.7%	50.6%	54.4%	47.7%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 72 – Instagram's level preferences per occupation

Attribute	Level	Student	Employed	Autonomous worker	Unemployed	Retired	All responses
Content Media	Images	-0.5%	2.1%	4.6%	2.9%	3.2%	0.4%
Content Media	Videos	0.5%	-2.1%	-4.6%	-2.9%	-3.2%	-0.4%
Content Displayed Based On	Search & Explore	4.1%	3.4%	8.9%	6.1%	11.5%	4.4%
Content Displayed Based On	Following	2.7%	3.9%	-0.4%	3.4%	-0.2%	2.8%
Content Displayed Based On	Recommendations	-6.9%	-7.3%	-8.5%	-9.5%	-11.3%	-7.2%
Send Content	Tagging	-10.7%	-10.2%	-6.5%	-8.0%	0.3%	-10.3%
Send Content	Direct Messages	10.7%	10.2%	6.5%	8.0%	-0.3%	10.3%
Amount of Exposed Personal Information	Less possible	26.4%	25.2%	21.7%	23.7%	30.7%	26.4%
Amount of Exposed Personal Information	Intermedium	13.9%	13.7%	17.0%	15.2%	8.9%	14.1%
Amount of Exposed Personal Information	All, with no restrictions	-40.3%	-38.9%	-38.7%	-38.9%	-39.6%	-40.5%

Table 73 – Facebook's attribute preferences per occupation

Attribute	Student	Employed	Autonomous worker	Unemployed	Retired	All responses
Content Media	31.0%	31.1%	29.4%	34.1%	21.2%	30.8%
Content Displayed Based On	14.6%	13.7%	14.0%	13.9%	10.1%	14.3%
Send Content	17.3%	17.9%	17.3%	15.9%	13.2%	17.3%
Amount of Exposed Personal Information	37.1%	37.3%	39.2%	36.2%	55.4%	37.5%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 74 – Facebook's level preferences per occupation

Attribute	Level	Student	Employed	Autonomous worker	Unemployed	Retired	All responses
Content Media	Images	8.8%	10.2%	13.8%	10.7%	9.4%	9.4%
Content Media	Text	-22.7%	-22.1%	-20.5%	-20.7%	-10.7%	-22.5%
Content Media	Videos	13.8%	11.8%	6.7%	10.0%	1.3%	13.0%
Content Displayed Based On	Search & Explore	-1.7%	-2.4%	-1.5%	0.4%	4.4%	-1.7%
Content Displayed Based On	Following	1.9%	1.8%	3.2%	3.2%	-0.6%	2.0%
Content Displayed Based On	Recommendations	-0.3%	0.6%	-1.7%	-3.7%	-3.9%	-0.2%
Send Content	Tagging	-5.0%	-6.3%	-5.7%	-3.3%	0.9%	-5.2%
Send Content	Share in Groups	-6.3%	-4.5%	-2.9%	-6.3%	-7.5%	-5.8%
Send Content	Direct Messages	11.2%	10.8%	8.6%	9.6%	6.6%	11.0%
Amount of Exposed Personal Information	Less possible	17.5%	18.8%	18.6%	19.8%	28.9%	18.3%
Amount of Exposed Personal Information	Intermedium	7.4%	7.2%	9.2%	6.2%	-0.2%	7.4%
Amount of Exposed Personal Information	All, with no restrictions	-24.9%	-26.1%	-27.8%	-26.0%	-28.7%	-25.7%

Table 75 – TikTok's attribute preferences per occupation

Attribute	Student	Employed	Autonomous worker	Unemployed	Retired	All responses
Content Displayed Based On	21.2%	20.2%	24.7%	18.2%	19.5%	21.1%
Send Content	24.1%	24.8%	21.3%	25.3%	9.0%	23.9%
Amount of Exposed Personal Information	54.7%	55.0%	54.0%	56.5%	71.5%	55.0%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 76 – TikTok's level preferences per occupation

Attribute	Level	Student	Employed	Autonomous worker	Unemployed	Retired	All responses
Content Displayed Based On	Search & Explore	-0.9%	-0.7%	0.8%	3.8%	9.0%	-0.6%
Content Displayed Based On	Following	5.3%	5.3%	4.2%	6.4%	-4.9%	5.2%
Content Displayed Based On	Recommendations	-4.4%	-4.6%	-5.0%	-10.2%	-4.1%	-4.7%
Send Content	Tagging	-13.2%	-13.9%	-13.1%	-9.9%	1.2%	-13.1%
Send Content	Direct Messages	13.2%	13.9%	13.1%	9.9%	-1.2%	13.1%
Amount of Exposed Personal Information	Less possible	24.6%	24.0%	23.8%	24.9%	41.0%	24.7%
Amount of Exposed Personal Information	Intermedium	14.7%	14.3%	16.9%	13.7%	1.5%	14.6%
Amount of Exposed Personal Information	All, with no restrictions	-39.2%	-38.3%	-40.8%	-38.6%	-42.6%	-39.2%

Table 77 – Brand preferences per education level

Brand	Basic school	Highschool	Bachelor	Masters	Doctorate	All responses
Instagram	8.0	8.4	9.0	9.0	8.6	8.5
TikTok	-0.8	5.1	5.6	2.9	-0.9	4.6
Facebook	-1.9	-2.4	-4.2	-3.2	-1.5	-3.6

Table 78 – Instagram's attribute preferences per education level

Attribute	Basic school	Highschool	Bachelor	Masters	Doctorate	All responses
Content Media	16.5%	17.0%	17.6%	16.9%	20.3%	17.3%
Content Displayed Based On	19.0%	22.1%	17.3%	18.2%	13.0%	18.5%
Send Content	17.3%	14.8%	17.1%	15.7%	26.1%	16.4%
Amount of Exposed Personal Information	47.2%	46.0%	48.1%	49.2%	40.5%	47.7%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 79 – Instagram's level preferences per education level

Attribute	Level	Basic school	Highschool	Bachelor	Masters	Doctorate	All responses
Content Media	Images	-1.6%	-2.0%	0.0%	2.8%	10.7%	0.4%
Content Media	Videos	1.6%	2.0%	-0.0%	-2.8%	-10.7%	-0.4%
Content Displayed Based On	Search & Explore	-1.5%	3.7%	5.2%	3.6%	2.7%	4.4%
Content Displayed Based On	Following	5.9%	3.9%	2.7%	1.7%	-0.7%	2.8%
Content Displayed Based On	Recommendations	-4.4%	-7.7%	-7.8%	-5.2%	-2.0%	-7.2%
Send Content	Tagging	-15.2%	-8.6%	-9.9%	-10.6%	-16.1%	-10.3%
Send Content	Direct Messages	15.2%	8.6%	9.9%	10.6%	16.1%	10.3%
Amount of Exposed Personal Information	Less possible	-0.7%	25.7%	27.6%	25.0%	10.3%	26.4%
Amount of Exposed Personal Information	Intermedium	28.5%	15.6%	12.0%	14.6%	15.7%	14.1%
Amount of Exposed Personal Information	All, with no restrictions	-27.8%	-41.4%	-39.6%	-39.6%	-26.0%	-40.5%

Table 80 – Facebook's attribute preferences per education level

Attribute	Basic school	Highschool	Bachelor	Masters	Doctorate	All responses
Content Media	37.6%	30.5%	30.5%	31.2%	32.3%	30.8%
Content Displayed Based On	11.9%	16.8%	14.0%	13.5%	6.5%	14.3%
Send Content	18.2%	17.4%	17.2%	17.3%	19.5%	17.3%
Amount of Exposed Personal Information	32.3%	35.3%	38.3%	38.1%	41.7%	37.5%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 81 – Facebook's level preferences per education level

Attribute	Level	Basic school	Highschool	Bachelor	Masters	Doctorate	All responses
Content Media	Images	9.7%	8.5%	9.3%	9.4%	15.4%	9.4%
Content Media	Text	-28.2%	-23.5%	-22.0%	-20.6%	-22.1%	-22.5%
Content Media	Videos	18.5%	15.0%	12.6%	11.2%	6.6%	13.0%
Content Displayed Based On	Search & Explore	-2.3%	-3.2%	-1.5%	-1.2%	2.1%	-1.7%
Content Displayed Based On	Following	5.5%	2.2%	1.8%	1.7%	-0.3%	2.0%
Content Displayed Based On	Recommendations	-3.1%	0.9%	-0.3%	-0.5%	-1.9%	-0.2%
Send Content	Tagging	-7.7%	-4.7%	-4.4%	-6.6%	-11.8%	-5.2%
Send Content	Share in Groups	-4.3%	-5.6%	-6.4%	-4.5%	-2.2%	-5.8%
Send Content	Direct Messages	12.0%	10.3%	10.8%	11.1%	14.1%	11.0%
Amount of Exposed Personal Information	Less possible	-1.5%	16.1%	19.3%	19.7%	9.4%	18.3%
Amount of Exposed Personal Information	Intermedium	13.2%	8.0%	6.3%	8.1%	11.6%	7.4%
Amount of Exposed Personal Information	All, with no restrictions	-11.8%	-24.1%	-25.6%	-27.8%	-21.0%	-25.7%

Table 82 – TikTok's attribute preferences per education level

Attribute	Basic school	Highschool	Bachelor	Masters	Doctorate	All responses
Content Displayed Based On	20.3%	23.4%	20.9%	19.3%	20.8%	21.1%
Send Content	28.4%	23.0%	23.6%	24.8%	31.7%	23.9%
Amount of Exposed Personal Information	51.2%	53.6%	55.5%	55.9%	47.5%	55.0%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 83 – *TikTok's level preferences per education level*

Attribute	Level	Basic school	Highschool	Bachelor	Masters	Doctorate	All responses
Content Displayed Based On	Search & Explore	-5.9%	-2.1%	0.4%	-1.1%	0.6%	-0.6%
Content Displayed Based On	Following	0.3%	7.0%	4.8%	5.6%	-6.8%	5.2%
Content Displayed Based On	Recommendations	5.6%	-5.0%	-5.3%	-4.5%	6.2%	-4.7%
Send Content	Tagging	-19.9%	-12.3%	-12.2%	-14.2%	-21.5%	-13.1%
Send Content	Direct Messages	19.9%	12.3%	12.2%	14.2%	21.5%	13.1%
Amount of Exposed Personal Information	Less possible	6.3%	24.4%	25.7%	23.7%	9.9%	24.7%
Amount of Exposed Personal Information	Intermedium	21.1%	14.5%	14.1%	14.1%	17.1%	14.6%
Amount of Exposed Personal Information	All, with no restrictions	-27.5%	-38.9%	-39.8%	-37.8%	-27.0%	-39.2%

Table 84 – Brand preferences per marital status

Brand	Single	Married	Divorced	Widowed	All responses
Instagram	8.4	9.0	6.1	0.5	8.5
TikTok	4.7	3.7	2.7	11.5	4.6
Facebook	-2.4	-0.2	-1.7	6.0	-3.6

Table 85 – Instagram's attribute preferences per marital status

Attribute	Single	Married	Divorced	Widowed	All responses
Content Media	17.1%	19.1%	16.5%	10.5%	17.3%
Content Displayed Based On	18.8%	16.3%	23.6%	18.4%	18.5%
Send Content	16.9%	14.6%	13.6%	5.9%	16.4%
Amount of Exposed Personal Information	47.2%	50.0%	46.2%	65.2%	47.7%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 86 – Instagram's level preferences per marital status

Attribute	Level	Single	Married	Divorced	Widowed	All responses
Content Media	Images	-0.1%	1.9%	8.9%	1.8%	0.4%
Content Media	Videos	0.1%	-1.9%	-8.9%	-1.8%	-0.4%
Content Displayed Based On	Search & Explore	3.7%	6.7%	8.6%	12.3%	4.4%
Content Displayed Based On	Following	3.5%	-0.5%	3.1%	-3.7%	2.8%
Content Displayed Based On	Recommendations	-7.2%	-6.1%	-11.7%	-8.6%	-7.2%
Send Content	Tagging	-11.0%	-6.9%	-6.1%	0.2%	-10.3%
Send Content	Direct Messages	11.0%	6.9%	6.1%	-0.2%	10.3%
Amount of Exposed Personal Information	Less possible	26.1%	28.6%	19.9%	33.9%	26.4%
Amount of Exposed Personal Information	Intermedium	14.6%	12.3%	10.1%	7.4%	14.1%
Amount of Exposed Personal Information	All, with no restrictions	-40.6%	-40.9%	-30.0%	-41.3%	-40.5%

Table 87 – Facebook's attribute preferences per marital status

Attribute	Single	Married	Divorced	Widowed	All responses
Content Media	31.6%	28.2%	26.7%	13.5%	30.8%
Content Displayed Based On	14.4%	13.7%	13.7%	9.7%	14.3%
Send Content	17.6%	16.6%	14.9%	5.3%	17.3%
Amount of Exposed Personal Information	36.3%	41.5%	44.6%	71.5%	37.5%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 88 – Facebook's level preferences per marital status

Attribute	Level	Single	Married	Divorced	Widowed	All responses
Content Media	Images	9.2%	9.5%	17.6%	5.5%	9.4%
Content Media	Text	-23.1%	-18.5%	-14.6%	-7.2%	-22.5%
Content Media	Videos	13.9%	9.0%	-3.0%	1.7%	13.0%
Content Displayed Based On	Search & Explore	-1.7%	-2.4%	1.5%	3.0%	-1.7%
Content Displayed Based On	Following	2.0%	1.8%	1.9%	-0.7%	2.0%
Content Displayed Based On	Recommendations	-0.3%	0.6%	-3.5%	-2.3%	-0.2%
Send Content	Tagging	-5.2%	-4.7%	-6.2%	-2.8%	-5.2%
Send Content	Share in Groups	-6.3%	-3.8%	0.6%	2.3%	-5.8%
Send Content	Direct Messages	11.5%	8.5%	5.7%	0.5%	11.0%
Amount of Exposed Personal Information	Less possible	17.1%	24.1%	22.0%	35.2%	18.3%
Amount of Exposed Personal Information	Intermedium	7.4%	6.4%	6.4%	6.4%	7.4%
Amount of Exposed Personal Information	All, with no restrictions	-24.5%	-30.5%	-28.4%	-41.7%	-25.7%

Table 89– TikTok's attribute preferences per marital status

Attribute	Single	Married	Divorced	Widowed	All responses
Content Displayed Based On	21.1%	20.3%	21.8%	26.5%	21.1%
Send Content	24.6%	21.5%	20.0%	11.5%	23.9%
Amount of Exposed Personal Information	54.3%	58.2%	58.1%	62.0%	55.0%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 90 – *TikTok's level preferences per marital status*

Attribute	Level	Single	Married	Divorced	Widowed	All responses
Content Displayed Based On	Search & Explore	-1.1%	2.0%	2.8%	6.3%	-0.6%
Content Displayed Based On	Following	5.6%	3.6%	0.3%	6.1%	5.2%
Content Displayed Based On	Recommendations	-4.5%	-5.6%	-3.1%	-12.4%	-4.7%
Send Content	Tagging	-13.5%	-10.7%	-13.0%	-2.9%	-13.1%
Send Content	Direct Messages	13.5%	10.7%	13.0%	2.9%	13.1%
Amount of Exposed Personal Information	Less possible	24.0%	28.3%	25.2%	32.9%	24.7%
Amount of Exposed Personal Information	Intermedium	14.8%	12.8%	17.7%	9.7%	14.6%
Amount of Exposed Personal Information	All, with no restrictions	-38.8%	-41.1%	-42.9%	-42.6%	-39.2%

Appendix 26 – Segmentation results

Table 91 – *Platform's frequency of use by personas*

	Ana (N = 11)	António (N = 42)	Tiago (N = 12)	All responses (N = 359)
Q13: With what frequency do you use Facebook?				
Every day	0.0%	16.7%	50.0%	25.6%
Every other day	0.0%	11.9%	0.0%	8.1%
A few times a week	0.0%	21.4%	25.0%	16.2%
A few times a month	18.2%	19.0%	25.0%	20.3%
Never	81.8%	31.0%	0.0%	29.8%
Q14: With what frequency do you use Instagram?				
Every day	90.9%	76.2%	66.7%	79.4%
Every other day	0.0%	19.0%	8.3%	7.2%
A few times a week	9.1%	2.4%	16.7%	6.1%
A few times a month	0.0%	0.0%	8.3%	1.7%
Never	0.0%	2.4%	0.0%	5.6%
Q15: With what frequency do you use TikTok?				
Every day	81.8%	16.7%	0.0%	24.0%
Every other day	9.1%	0.0%	0.0%	5.9%
A few times a week	0.0%	4.8%	0.0%	6.1%
A few times a month	0.0%	19.0%	8.3%	8.6%
Never	9.1%	59.5%	91.7%	55.4%

Table 92 – *Brand preferences per persona*

Brand	Ana	António	Tiago	All responses
Instagram	4.0	7.8	5.6	8.5
TikTok	8.2	8.7	-4.8	4.6
Facebook	-0.6	-3.5	0.0	-3.6

Table 93 – *Instagram's attribute preferences per persona*

Attribute	Ana	António	Tiago	All responses
Content Media	26.4%	18.8%	24.4%	17.3%
Content Displayed Based On	21.0%	15.9%	15.7%	18.5%
Send Content	14.9%	18.8%	17.6%	16.4%
Amount of Exposed Personal Information	37.7%	46.5%	42.3%	47.7%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 94 – *Instagram's level preferences per persona*

Attribute	Level	Ana	António	Tiago	All responses
Content Media	Images	-12.8%	-2.9%	7.1%	0.4%
Content Media	Videos	12.8%	2.9%	-7.1%	-0.4%
Content Displayed Based On	Search & Explore	-5.7%	4.8%	4.0%	4.4%
Content Displayed Based On	Following	6.9%	2.5%	0.8%	2.8%
Content Displayed Based On	Recommendations	-1.1%	-7.3%	-4.8%	-7.2%
Send Content	Tagging	-14.3%	-9.2%	-13.5%	-10.3%
Send Content	Direct Messages	14.3%	9.2%	13.5%	10.3%
Amount of Exposed Personal Information	Less possible	-11.5%	27.5%	12.2%	26.4%
Amount of Exposed Personal Information	Intermedium	21.9%	8.7%	18.9%	14.1%
Amount of Exposed Personal Information	All, with no restrictions	-10.4%	-36.2%	-31.1%	-40.5%

Table 95 – *Facebook's attribute preferences per persona*

Attribute	Ana	António	Tiago	All responses
Content Media	42.6%	29.4%	36.1%	30.8%
Content Displayed Based On	12.4%	13.2%	9.4%	14.3%
Send Content	16.3%	19.0%	17.8%	17.3%
Amount of Exposed Personal Information	28.7%	38.4%	36.8%	37.5%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 96 – *Facebook's level preferences per persona*

Attribute	Level	Ana	António	Tiago	All responses
Content Media	Images	5.1%	6.7%	12.9%	9.4%
Content Media	Text	-29.7%	-19.5%	-28.8%	-22.5%
Content Media	Videos	24.6%	12.8%	15.9%	13.0%
Content Displayed Based On	Search & Explore	-4.6%	-3.4%	-1.4%	-1.7%
Content Displayed Based On	Following	4.0%	2.6%	3.2%	2.0%
Content Displayed Based On	Recommendations	0.6%	0.8%	-1.8%	-0.2%
Send Content	Tagging	-4.7%	-3.0%	-9.7%	-5.2%
Send Content	Share in Groups	-5.3%	-7.3%	-0.6%	-5.8%
Send Content	Direct Messages	10.0%	10.3%	10.3%	11.0%
Amount of Exposed Personal Information	Less possible	-9.8%	19.2%	10.9%	18.3%
Amount of Exposed Personal Information	Intermedium	12.0%	5.7%	8.6%	7.4%
Amount of Exposed Personal Information	All, with no restrictions	-2.2%	-24.9%	-19.5%	-25.7%

Table 97 – *TikTok's attribute preferences per persona*

| Attribute	Ana	António	Tiago	All responses
Content Displayed Based On	25.6%	21.9%	19.8%	21.1%
Send Content	28.0%	24.6%	26.9%	23.9%
Amount of Exposed Personal Information	46.4%	53.5%	53.3%	55.0%
Sum	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Table 98 – *TikTok's level preferences per persona*

Attribute	Level	Ana	António	Tiago	All responses
Content Displayed Based On	Search & Explore	-11.3%	-0.2%	0.8%	-0.6%
Content Displayed Based On	Following	2.1%	5.3%	-1.7%	5.2%
Content Displayed Based On	Recommendations	9.1%	-5.2%	0.9%	-4.7%
Send Content	Tagging	-20.8%	-12.5%	-19.3%	-13.1%
Send Content	Direct Messages	20.8%	12.5%	19.3%	13.1%
Amount of Exposed Personal Information	Less possible	-4.5%	25.8%	19.5%	24.7%
Amount of Exposed Personal Information	Intermedium	21.2%	13.1%	19.6%	14.6%
Amount of Exposed Personal Information	All, with no restrictions	-16.7%	-38.8%	-39.1%	-39.2%

Appendix 27 – Simulations

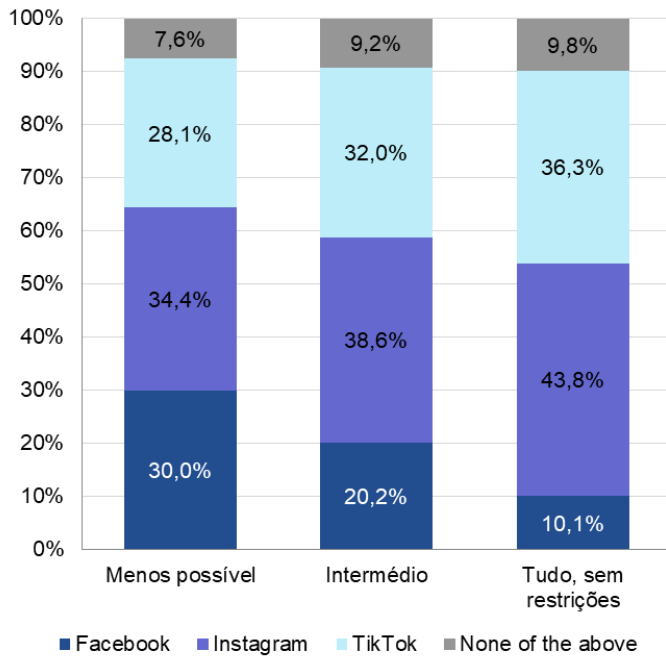*Graph 33 – Baseline, best and worst combinations*
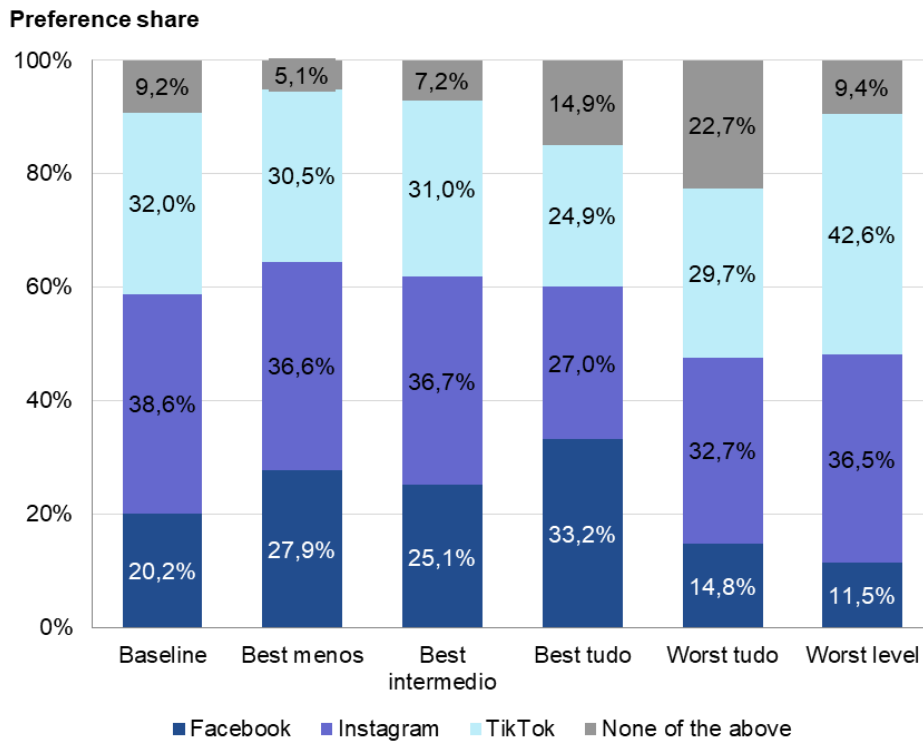
Preference share

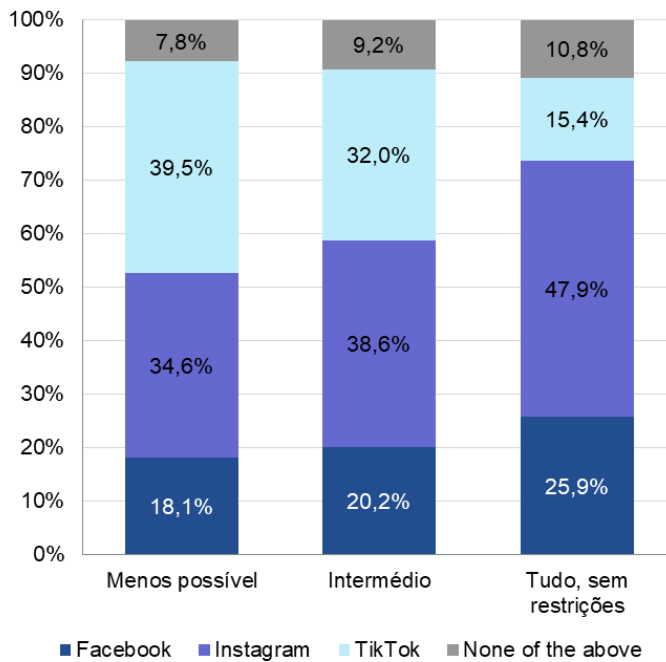*Graph 34 – Instagram Sensitivity to Exposed Personal Information*
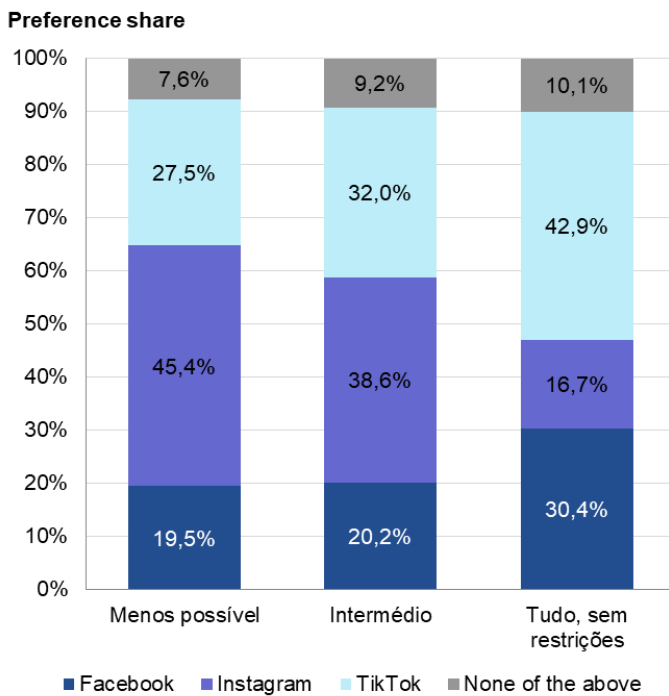
Preference share

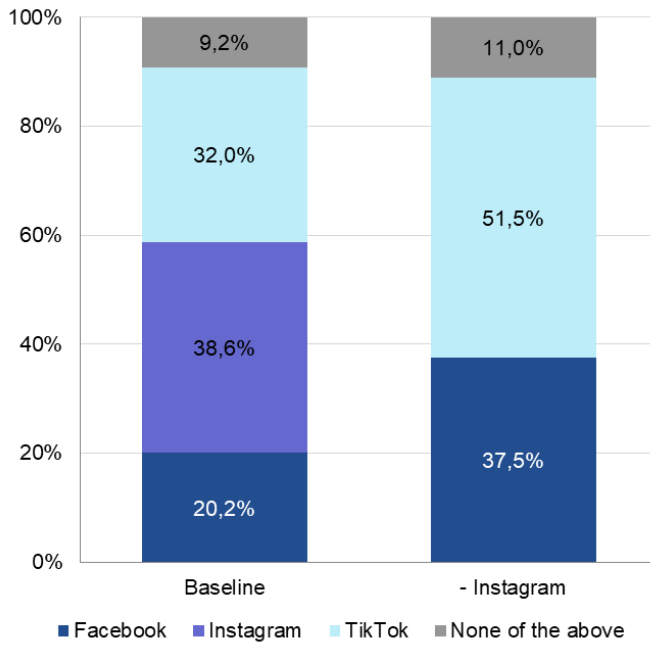*Graph 35 – Facebook Sensitivity to Exposed Personal Information*

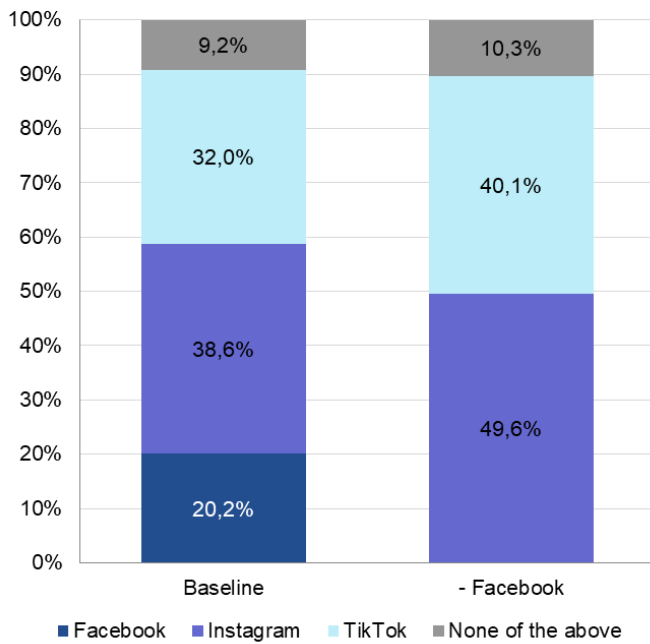*Graph 36 – TikTok Sensitivity to Exposed Personal Information*

Preference share

Graph 37 – Instagram Removal Scenario

Graph 38 – Facebook Removal Scenario

Graph 39 – TikTok Removal Scenario

Preference share

Baseline: Facebook 20,2%, Instagram 38,6%, TikTok 32,0%, None of the above 9,2%

- TikTok: Facebook 31,5%, Instagram 56,3%, None of the above 12,3%

Facebook ■ Instagram ■ TikTok ■ None of the above