

Social Media Only Has Two Clusters: A United States Analysis

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Abstract

The expansion of social media and networking has been remarkable. Since its inception in 1995 with Classmates.com, the landscape evolved to include Friendster in 2002, LinkedIn and MySpace in 2003, and Facebook in 2004. Today, social networking is a global phenomenon, with Facebook boasting nearly 2.95 billion active users worldwide (Statista, 2023a). The number of significant social media platforms has also increased, with the top sites in the United States accounting for most of the activity. This study explores a 2021 Pew Internet dataset through Two-Step Cluster Analysis to identify Social Networking User Groups. By combining usage data from top social media websites with pertinent demographic and sociographic information, we establish two distinct user clusters for social media in the US as of 2021. The implications for marketers, researchers, and society at large are also considered.

Keywords: Social networking, social media, cluster analysis, Facebook, YouTube, TikTok

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