

34% Of Tech-Savvy UAE Users Are Spending Up To 5hrs A Day On Social Media

Around 34% of connected UAE users spend between two and five hours daily on social media platforms for leisure, and describe it to be engaging, interesting and useful, according to a recent survey by YouGov on behalf of LinkedIn. Meanwhile, 18% of those using social media for professional reasons also browse for the same amount of time.

The survey of over 1,000 respondents was themed on real stories of members who found their job through LinkedIn. While it did not specify an age group, it did focus on a demographic that is connected, digitally-savvy and actively builds online communities—defined as Generation C.

“There is a common thread that runs through our professional journeys—whatever your version of success, no man is an island and we all need others to help us meet our ambitions,” said Ali Matar, Head of LinkedIn Middle East and Africa. Generation C forms a major part of today’s workforce and our community. With this survey, we hope to gain deeper insights into the connected demographics that are not defined by the usual characteristics or traits of a generation.”

The majority of respondents believe that an outstanding resume, having a connection in the industry or company through family, friends or networking is advantageous when applying for a new job.

When asked how long it takes to apply for a new job—from updating a LinkedIn profile or resume, through to the search process and to receiving a formal job offer—the answer was 42 days on average.

Top barriers preventing people from applying for a new job were the stress that accompanies finding a new job (35%), current economic uncertainty (31%), and the fear of an application getting rejected or not considered (29%).

The most common social media activities were messaging friends and family (50%), watching videos (44%), learning new skills (38%), looking at friends’ and family members’ (37%) profiles and looking for jobs (32%).

LinkedIn’s “In It Together” campaign celebrates LinkedIn members across the world, their motivations, ambitions and drive. This year’s campaign is the second wave. The first launched in June 2018 across the UAE, the UK, France, and Germany, and used real member stories to tackle stereotypical definitions of success.

<https://forbesmiddleeast.com/34-of-tech-savvy-uae-users-are-spending-up-to-5hrs-a-day-on-social-media>