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*the rise of social media our world in data* Oct 24 2023 facebook the largest social media platform in the world had 2.4 billion users in 2019 other social media platforms including youtube and whatsapp also had over one billion users each these numbers are huge in 2019 there were 7.7 billion people worldwide with at least 3.5 billion online

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*u.s. time spent with media by age 2020 statista* Sep 11 2022 jun 1 2022 according to data collected during the first quarter of 2020 adults aged 18 to 34 spent more time browsing the web via smartphone than any other age group in the united states

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