

BUSY ON THE INTERNET



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Teenagers

Teenagers use the internet for information and to communicate with their friends, through opinion-sharing sites (blogs, forums) and social networking sites (facebook, instagram, twitter) as well as for entertainment (through online games).





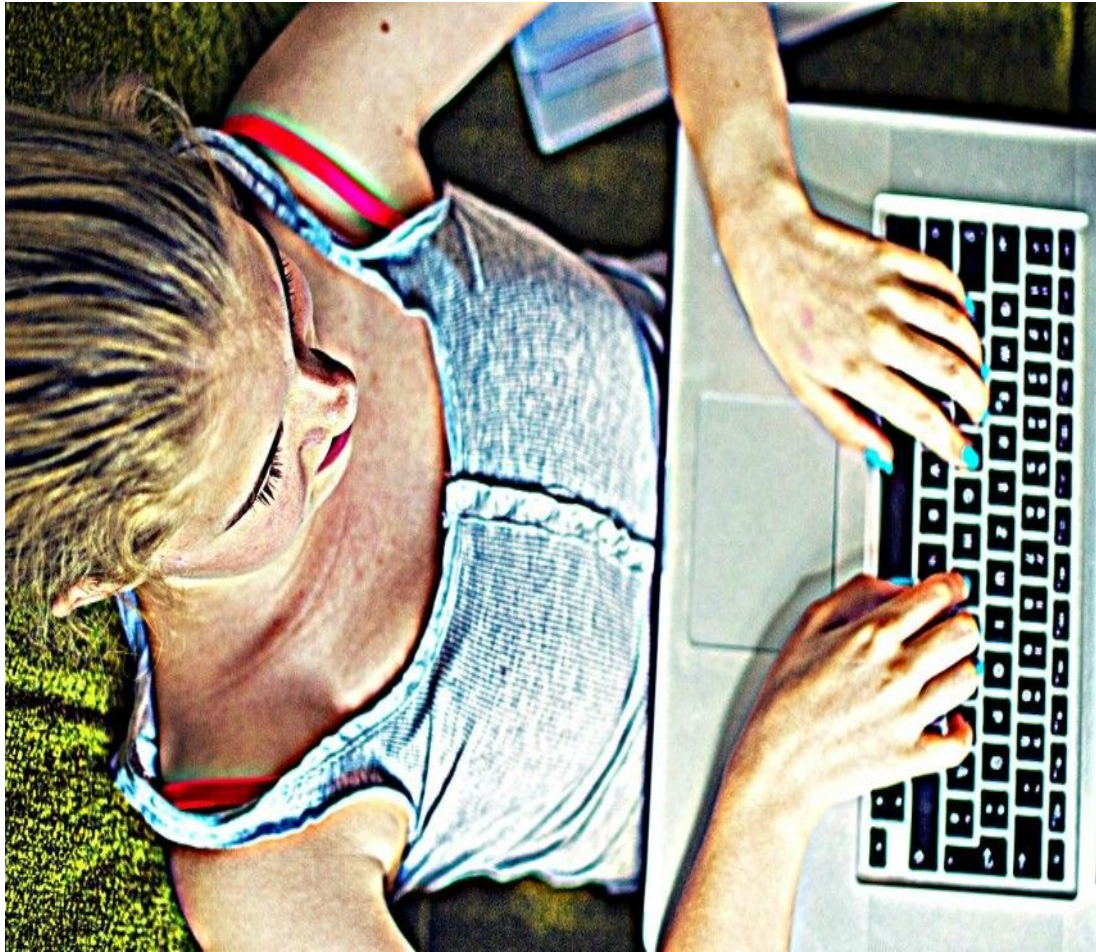
Teenagers

The reason teenagers use the internet is because it offers them a way out of stress, problems and bad feelings and they manage to relax, feel good and get out of their reality. The internet is also an opportunity for them to socialize without risking rejection, since they can present whatever image of themselves they wish.

WOMEN



42% of women who access the Internet use it mainly as a means of information. Also 31% use the Internet for entertainment, streaming and social media and 27% use it mainly for business purposes. Much is informed rather than entertained.



WOMEN

Studies that had carried the previous year about women's work with the internet has as result that women are facing the Internet as a tool, in contrast with men, who are facing the internet as a game.



MEN

Men use the Internet much more than women. They usually use it to buy electronic items, games for their entertainment and less for business purposes.



SOURCES

- 1) PsychologyNow.gr
- 2) naftemporiki.gr
- 3) advertising.gr
- 4) europa.eu



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