

# YOUNG PEOPLE AND SOCIAL NETWORKS: BETWEEN THE DEMOCRATIZATION OF KNOWLEDGE AND DIGITAL INEQUALITY

Dra. Lucy Andrade-Vargas, Margoth Iriarte-Solano, Dra. Diana Rivera-Rogel  
and Dra. Deisi Yunga-Godoy

<https://doi.org/10.3916/C69-2021-07>

## INTRODUCTION

### Social networking sites

, have been massively introduced into the lives of millions of people from various backgrounds and socio-economic levels of society in the last decade.

### YouTube,

creates an incalculable number of communities based on limitless types of interests in which infinite forms of social relations develop

### Participation,

social networks enable a new ecosystem in which users not only consume information, but also generate it, becoming "prosumers".

## METHODOLOGY AND RESULTS

Quantitative, exploratory, descriptive, descriptive and explanatory methodological and explanatory.

YouTube  
2,115 students from high-performing educational institutions in Ecuador

Project instrument  
"Youtubers and Instagramers: Towards a learning management model" developed by the Universidad Técnica Particular de Loja.

The main objective of the study is to determine whether the socio-economic status of young people affects in any way their participation in social networks, especially on the YouTube platform.

You  
Tube

## CONCLUSIONS

Socio-economic profile does not affect the presence of young people in the virtual world, however, it and geographical profile influence the reasons for using social networks and the time spent on them.

The results show that young people of underprivileged socio-economic status and from rural areas use YouTube less and for shorter periods of time than their more privileged counterparts living in urban areas.

There is a trend towards democratisation of content creation, as some trends were observed, which reproduce social inequalities. Young people from all socio-economic groups create content to a greater or lesser extent in all categories.

Comunicar

[www.comunicarjournal.com](http://www.comunicarjournal.com)