



**Center for Media Research - Nepal**

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## **Nepal Twitter Users Survey 2019**

Summary of the Findings

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# Nepal Twitter Users Survey 2019

## Summary of the Findings

### THE SURVEY

An online survey was conducted in November 2019. A total of 542 completed responses were found valid and analyzed for this report.

The survey is the continuation of the similar surveys conducted by the Center for Media Research – Nepal (CMR-Nepal) in 2013, 2015 and 2017.

### I. DEMOGRAPHICS OF THE RESPONDENTS

Out of 542 respondents, 13.1 per cent identified themselves as female, 0.55 per cent identified themselves as belonging to non-binary gender and remaining identified themselves as males.

Most of the Twitter users are between 26 to 30 years old (26 per cent) whereas those between 31 to 35 years made of 25 per cent of the Twitter users.

Seventeen per cent of Twitter users are between 21 to 25 years old; and same per cent were of 36 to 40 years old All together, those between 21 to 35 years made up two-third of the Twitter users.

**Table 1: Age-wise distribution of Nepali Twitter users**

Age Group	Twitter Users (%)
16 to 20 years old	2
21 to 25 years old	17
26 to 30 years old	26
31 to 35 years old	24
36 to 40 years old	17
41 to 45 years old	8
46 to 50 years old	2
50 years old and above	4

Source: Nepal Twitter Users Survey 2019

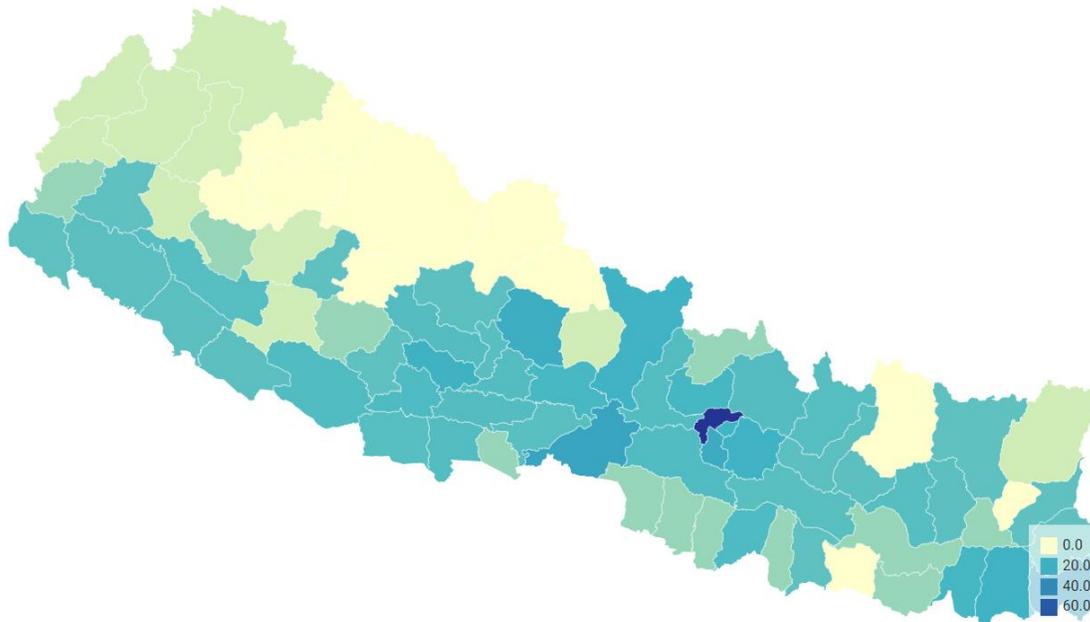
### LOCATIONS

Based on their home districts, Nepali Twitter users represent 68 among 77 districts of Nepal. Most of them represent Kathmandu district (14 per cent) with nearly 21 per cent of the users representing three districts of the Kathmandu Valley. After Kathmandu, the largest group of Twitter users came from Jhapa (5.1%).

Users from Chitwan (4.7%), Lalitpur (4.2%), Kaski (3.8%), Gulmi (3.5%), Kavre (3.3%), Morang (3.3%), Gorkha (3.2%), Bhaktapur (3.1%), Nuwakot (2.7%), Sunsari (2.7%), Tanahun (2.5%), Sarlahi (2%) and Arghakhachi (2%) have significant presence in Twitter.

Those districts having between 1 to 2 per cent of users are Baglung, Dang, Dhading, Dolakha, Kapilvastu, Khotang, Makwanpur, Nawalparasi east, Palpa, Prapat, Rupendehi, Sindhuli, Sindhupalchok, Surkhet, and Syangja.

**Figure 1: Twitter users of Nepal based on their home district (heat-map)**



Source: Nepal Twitter Users Survey 2019

As shown in heat-map (Figure 1), Nepal's Twitter users mostly represent western, central and eastern parts.

The districts in western Nepal have less Twitter users than the eastern Nepal and southern plains have more users than northern mountains.

But the current location of Nepali Twitter users gives a different picture. About 30 per cent of the Twitter users are living outside Nepal.

Of those, 12 per cent Nepali Twitter users are living in South Asian countries followed by North America (4.6%), Gulf countries (3.5 per cent), rest of Asia (3.1 per cent), Europe (2.9 per cent) and Australia (2.5%).

Among those living in Nepal, a big number of them (71 per cent) are currently living in the Kathmandu Valley. Pokhara is a current city of significant number of Twitter users (5.3 per cent) followed by Bharatpur (2.5%) and Butwal (2.1%).

## OCCUPATIONS

Majority of Nepali Twitter users are professionals such as doctors and engineers, either full-time employed or freelancing, as they make up more than one-fifth of the users followed by students (18.6 per cent).

Privately employed make 16.4 per cent whereas those who are considered opinion leaders in the society as journalists, lawyers and teachers makes up nearly 16 per cent of the respondents.

**Table 2: Occupation of Nepali Twitter Users**

<b>Occupation / status</b>	<b>Twitter Users (%)</b>
Professional (eg doctor / engineer)	24.7
Student	16.2
Employed in private sector	15.3
Journalist / lawyer / teacher	14.5
Businessperson or self-employed	11.8
INGO / NGO / advocacy group employee	6.8
Government employee	5.9
Farmer	2.1
Activist / social worker	1.7
Politician / political cadre / political group	1

Source: Nepal Twitter Users Survey 2019

## LANGUAGES

Most of Nepali Twitter users (76.2 per cent) use both Nepali and English in the platform. Nearly 17 per cent Twitter users use only Nepali language whereas 4.8 per cent uses only English languages.

Remaining two per cents users said they use Twitter in other languages, which include Nepal Bhasa, Hindi, Maithali, Urdu, Tibetan, Spanish and Japanese.

## MULTIPLE ACCOUNTS

One in every four Twitter users maintains multiple Twitter accounts.

Among those using multiple Twitter accounts, approximately 46 per cent of those users also manage the Twitter handle of their office or community or group whereas around 44 per cent of them use all accounts for private use.

Among those managing multiple accounts, 10 per cent of users also have anonymous Twitter account – that is 3.6 per cent of total Nepali Twitter users.

## DEVICE TO ACCESS TWITTER

Mobile phone is the most used device to access Twitter with 96 per cent using it. A little more than half, 53 per cent, use desktop or laptop computer and around 10 per cent use tablet.

However, among the Twitter users, 47 per cent use only mobile phone, and four per cent use only desktop or laptop computers to access Twitter. About 42 per cent access Twitter on both mobile phone and desktop/laptop computers. A little more than seven per cent use all three – mobile phone, desktop/laptop and tablet – to access Twitter.

### **TIME SPENT ON TWITTER**

About 2 in 5 users spend between one and two hours on Twitter everyday whereas nearly one-third or 32 per cent spend more than two hours on it. About 18 per cent use it less than one hour a day whereas 13 per cent said they are on Twitter throughout the day.

## **II. THE TWEETS**

### **TOPICS OF TWEETS**

Social issues are the most tweeted topic among Nepali Twitter users. More than half 55.5 per cent users tweet about social issues. Politics is second popular topic with 48.2 per cent users tweeting political issues.

Many users, 44.6 per cent, tweet on all topics where as 40.2 per cent say they tweet anything they find okay to tweet. Those tweeting anything interesting is 38.4 per cent.

Then it is followed by sports (31.5 per cent), media (29.3 per cent), issues of own community (22.3 per cent) and economy (17.3 per cent).

A few numbers tweet about science and technology, and environment. Other topics mentioned include philosophy, art, literature and books, gender and feminism, movies, management and sanitation. Some users the platform only to read tweet.

**Table 3: Topics of Tweets**

<b>Topic</b>	<b>Twitter users (%)</b>
Social issues	55.5
Political issues	48.2
Everything	44.6
Anything I find ok	40.2
Interesting topics	38.4
Issues related to my profession	33.2
Sports	31.5
Media	29.3
Related to my community	22.3
Economy	17.3
Science and Technology	0.7
Environment	0.4

Source: Nepal Twitter Users Survey 2019

## WHY NEPALIS TWEET?

Four among five users use Twitter for information and news.

More than half, 55.7 per cent, use Twitter to understand public opinions or what other people are saying on contemporary topics.

Nearly similar number of people, 54.8 per cent, use it to express feelings and opinions; and half-of-them use it to understand public opinions.

More than 38 per cent use Twitter for interesting gossips, more than 28 per cent use it for spending leisure time.

A little more than one-fourth use it for professional works and almost similar number, 24.5 per cent, use it for networking with friends and finding friends.

More than 16 per cent said that they use it for asking questions to others.

A few stated other reasons such as connecting directly with service providers and trolling.

**Table 4: Reasons for Using Twitter**

Reason for using Twitter	Twitter users (%)
For information and news	80.1
To understand public opinion	55.7
To express feelings and opinion	54.8
For interesting gossips	38.7
To spend leisure time	28.6
For professional work	25.5
For networking with friends	24.5
To ask questions	16.2

Source: Nepal Twitter Users Survey 2019

## III. PSYCHOLOGY OF NEPALI TWITTER USERS

We asked respondents how they feel about certain activities and statements on Twitter. There were 10 multiple choice questions and they were asked to select all statements that they agree with.

More than three-fourth of users do not care if their tweets do not get attention that they believe they deserve. And, about three in five, 59 per cent, write tweets that satisfy them rather than writing tweets that may increase their followers.

Nearly two-third users follow users who write good tweets and read many of their tweets whereas 13 per cent follow a lot of users but do not read all their tweets.

More than half (57 per cent) users retweet almost all tweets they like.

Only a few, 6.5 per cent, believe that users with high number of followers tweet well.

The satisfaction of using Twitter also comes from the followers, retweets and mentions as nearly 43 per cent feel gratified when either of them happens.

More than one-third or 37 per cent users do not like it when someone they mention does not reply while 18 per cent users does not feel good when they are not followed back.

**Table 5: Psychology of Twitter Users**

<b>Statement</b>	<b>Twitter users (%)</b>
I do not care if my tweets do not get attention of others.	77.3
I follow a few good users and read many of their tweets.	63.7
I like to write good tweets than write tweets that may increase my followers.	59.0
I retweet almost all tweets I like.	57.2
I feel gratified when others follow or retweet or mention me.	42.8
I don't like when the person I mention doesn't reply.	36.9
Those who follow a few Twitter users are proud.	22.3
I don't feel good when someone doesn't follow me back.	18.8
I follow a lot but don't read all their tweets.	13.1
Those who have big followers tweet good things.	6.5

Source: Nepal Twitter Users Survey 2019

## **IV. OPINIONS ABOUT TWITTER**

The respondents were given a series of statement and asked whether they agree or disagree to the statement on the scale of five steps with mid-point being neutral.

### **TWITTER AS MEDIUM OF COMMUNICATION**

Majority of Twitter users (81 per cent) believe that it is a strong medium of communication with 50 per cent agreeing and 31 per cent strongly agreeing to the statement.

Only 13 per cent of Twitter users believe that Twitter is not a strong medium of communication whereas a little more than five per cent are neutral on it.

### **TWITTER AS SOCIAL / POLITICAL CHANGE CATALYST**

Majority of Nepali users (59 per cent) believe that Twitter can bring social and political changes.

Nearly 24 per cent of Twitter users do not believe that Twitter can bring social or political changes whereas 17 per cent are neutral.

### **TWITTER AS REPRESENTATION OF PUBLIC OPINIONS**

Majority of Twitter users believe that the platform represents public opinion.

More than half of them (55 per cent) either agree or strongly agree that Twitter represents public opinion.

Thirty-one per cent of Twitter users believe that Twitter is not representative of public opinions whereas 14 per cent are neutral on it.

### ***TWITTER'S IMPACT IN NEPALI SOCIETY***

More than three-quarters of the users (69.5 per cent) believe that the impact of Twitter is growing in Nepali society whereas 15.5 per cent are neutral on it.

Around 15 per cent users think the impact is not growing in Nepali society.

### ***POLITICIANS AND CELEBRITIES ON TWITTER***

Majority of Twitter users, more than 72 per cent, believe that more politicians and celebrities should join Twitter. Only 15 per cent of Twitter users think it is not necessary.

### ***WILL TWITTER BE USELESS IN NEAR FUTURE?***

Around 12 per cent of users opine that Twitter will become useless in a few years. One-quarter have no idea if the platform is going to be useless in future.

Sixty-four per cent of them either disagree or strongly disagree that Twitter will be useless in a few years.

### ***MANY USE TWITTER IN WRONG WAY***

More than 54 per cent of Nepali Twitter users think many users are using Twitter in wrong ways.

Nearly 23 per cent users believe Twitter is not being used in wrong ways in Nepal. Twenty-three per cent users hold no opinion on it.

### ***TWITTER IS SERIOUS***

Majority of Twitter users say that they use the platform seriously, not just for fun.

Two-third of them (66 per cent) either agree or strongly agree that Twitter is serious whereas 19 per cent of Twitter users believe that Twitter is just for fun.

Fifteen per cent are neutral on it.

## IV. DISINFORMATION ONLINE

The survey was conducted at the time when disinformation was one of the most discussion topics around the world. And some questions probed on disinformation.

### **HOW CONCERNED ARE YOU WITH DISINFORMATION ONLINE?**

Majority of Nepali Twitter users (86.5 per cent said they are concerned about the fake news, misinformation, and disinformation online. Only five per cent said they are not concerned while 8.5 per cent were neutral.

### **DID YOU SEE DISINFORMATION ON INTERNET AT LEAST ONCE LAST WEEK?**

Most of the respondents, 95.5 per cent of them, have seen disinformation in last seven days whereas 3.5 per cent did not see any disinformation last week online.

One per cent of the respondents chose not to answer the question.

YouTube, the video streaming site, is where most of the Nepali Twitter users see disinformation as 85.6 per cent said they saw disinformation on YouTube.

More than two-third of them also saw disinformation on Facebook and more than half of them saw disinformation on Twitter.

Only 17 per cent saw the disinformation on other websites, many of them stating websites as news websites, and very few, less than half-a-percent saw it on newspapers.

**Table 6: Disinformation online**

<b>Where have you seen disinformation last week?</b>	<b>Twitter users (%)</b>
Haven't seen it	3.5
On YouTube	85.6
On Facebook	69.2
On Twitter	55.4
On other website	17.0
On newspaper	0.4

Source: Nepal Twitter Users Survey 2019

### **IS/WILL FAKE NEWS BE A PROBLEM FOR OUR SOCIETY AND POLITICS?**

More than two-third (73.6 per cent) Twitter users believe that disinformation is already a problem to our society and politics.

A little more than 12 per cent think it will create problem in future and further 11 per cent think it may already have been problem. In total, 96.5 per cent of them think disinformation is or will be a problem.

Only a very few, 1.6 per cent, believe it not a problem now and 1.1 per cent believe it will not create problem in future. Rest either did not reply the question or blamed mainstream media for disinformation.

## WHO ARE RESPONSIBLE FOR TACKLING DISINFORMATION ONLINE?

Most Twitter users put media and government as the most responsible agencies to tackle disinformation online. About 40 per cent of all respondents put media on most responsible side whereas the 38 per cent put government on most responsible side.

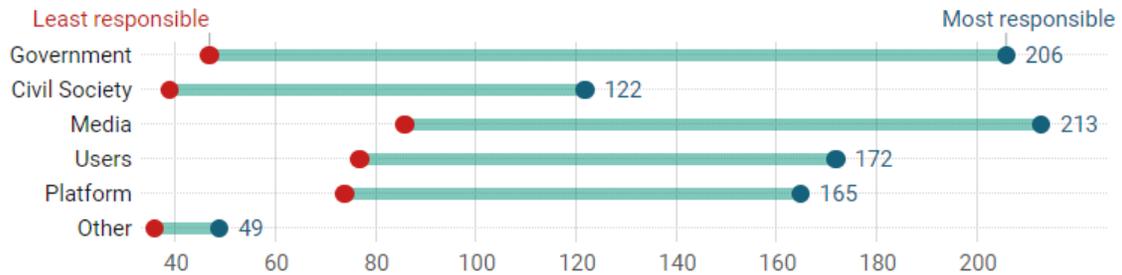
About 32 per cent considered users as most responsible, whereas 30 per cent considered platforms as most responsible.

Those considering civil society as most responsible to tackle disinformation online were 22.5 per cent. Some, about 9 per cent, considered there are other agencies most responsible.

The question used scaling and interestingly, while considering the mid-point at middle, around two-third of Nepal's Twitter users considered government, users, media, civil society, and platform on responsible spectrum.

Around 21 per cent said other agencies are also responsible and listed educational institutions, influencers, and fact-checkers in responsible side.

**Figure 2: Who are responsible to tackle disinformation?**



Source: Nepal Twitter Users Survey 2019

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## **THANK YOU NOTE**

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## **ABOUT CMR-NEPAL**

Center for Media Research – Nepal (CMR Nepal) is an autonomous, research and policy-oriented, nonprofit non-governmental evolving policy think tank with focus on enhancing the knowledge content of policy making and media development by conducting researches aimed at informing Nepal's policymakers and media stakeholders.

CMR-Nepal strongly believes in liberal democracy, human rights, and media's role in strengthening democracy.

It conducts studies and researches on various aspects of media; develop, design, manage and conduct skill development trainings, workshops and seminars for journalists; publish training manuals, policy reviews, and research reports; and work to uplift journalism standards and practices.

CMR-Nepal's initiatives includes NepalFactCheck.org – a fact-checking collaboration, and Nepal: Media Policy Hub ([www.mediapolicy.org.np](http://www.mediapolicy.org.np)).

Based in Kathmandu, Nepal, CMR-Nepal can be reached at [cmrnepal@butmedia.org](mailto:cmrnepal@butmedia.org) or <http://research.butmedia.org>

## **DISCLOSURE**

The researcher or the CMR-Nepal has not received any funding for Nepal Twitter Users Survey 2013, 2015, 2017 and 2019.

## **REPUBLICATION / CITATION**

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