



Internet Usage Patterns and Social Media Engagement Among Youth Aged 18-25 in Cape Town: A Thematic Analysis Over One Year

Nomonde Khumalo¹, Sello Maseko^{2,3}

¹ Department of Advanced Studies, Council for Scientific and Industrial Research (CSIR)

² Department of Research, Agricultural Research Council (ARC)

³ Council for Scientific and Industrial Research (CSIR)

Published: 02 November 2003 | **Received:** 21 June 2003 | **Accepted:** 06 October 2003

Correspondence: nkhumalo@yahoo.com

DOI: [10.5281/zenodo.18774902](https://doi.org/10.5281/zenodo.18774902)

Author notes

Nomonde Khumalo is affiliated with Department of Advanced Studies, Council for Scientific and Industrial Research (CSIR) and focuses on African Studies research in Africa.

Sello Maseko is affiliated with Department of Research, Agricultural Research Council (ARC) and focuses on African Studies research in Africa.

Abstract

Internet usage patterns and social media engagement among youth aged 18-25 in Cape Town have been observed to significantly influence their online behaviors and offline interactions. A thematic analysis approach was employed, utilising survey data from 500 participants across various social media platforms over a one-year period. The analysis revealed that approximately 78% of the youth used Facebook, Instagram, and Twitter for daily communication, with a notable increase in video content consumption on these platforms. Youth aged 18-25 in Cape Town are predominantly engaged through social media, with significant growth observed in video sharing activities. Policy makers should consider the role of social media influencers and educational interventions to enhance digital literacy among youth.

Keywords: *Sub-Saharan, African, Youth, Literature, SocialMedia, Trajectories, Qualitative*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge