SYNTHESIS OF PREDICTIONS OF FUTURE TRENDS IN SOCIAL MEDIA BASED ON SPECIALISED REPORTS FOR 2019 AND BEYOND

Results presented in this study are based on the analyses of 24 online journal and blog articles and one scientific study focused on the prediction of future trends connected with digitization, specially with social media. The sources are split into two categories according to year of publication – thirteen articles were published in 2018 and 2019 and eight articles were published between 2013 and 2017.

We focused on three analytical categories:

A) Variety of topics presented,
B) Presence and variety of recommendations
C) Presence and variety of predictions

We would like to underline mainly identified predictions. We have to note that 3 out of 21 articles did not prove any prediction and 1 article did not offer exact prediction but mainly suggestion for the future evolution and trends. According to identified predictions we have determined 7 main categories including other subcategories or unique predictions (see Figure 1):

1. **Technical Innovations and Social Media**
2. **Transformation of Social Media (and communication)**
3. **Social Media Users Evolution**
4. **Evolution of Business Social Media Communication**
5. **Social Media Regulations**
6. **Dataclysm – Social Media as Information Source**
7. **Social Media Marketing Evolution**

According to our qualitative analysis we have determined these seven categories, however we would like to underline mainly **predictions with the highest incidence rate.** Although the research file consisted of 24 articles and studies, the most frequent occurrence frequency means the occurrence of a similar prediction in a maximum of 7 articles. In the case of presentation and interpretation of the results in a **comprehensive perspective**, the 5 predictions are in the forefront

- **implementation of artificial intelligence (chatbots, smart speakers);**

- **dominance of the audiovisual (video content) content in the interaction of the users of these platforms;**

- **diversification of social media users demographics with dominance of Generation Z users;**

- **influencer marketing;**

- **and last but not least, the vision of the overall dominance of visual and mainly experiential form of content over messaging mostly in form of ephemeral content storytelling.**

AI-FIRST WORLD

Future imagined in the most popular sci-fi movies will early become true. Smart homes and chatbots are only the pioneers of "AI-first" world, where the machines serve their masters.

VIDEO IS ON RISE

The second important trend is connected with the video or audiovisual content. Sharing of non-video content on social network Facebook is on decline. Audience prefers video and the explosion of video is expected to continue to expand

USERS DIVERSIFICATION

By 2020 demographics of social media will be radically different due to the superiority of social media users born and raised in the world of digital communication and social media interaction.

INFLUENCER MARKETING

Influencer promoting is effective tool to reach higher ROI. Influencers are skilled in content creation and understand their audience, which makes it easier for them to produce appropriate content according to brands´ goals and intentions.

THE VISUAL IS NEW KING

The third important and frequent prediction is connected with the dominance of visual content and we could link it with the popularity of video.
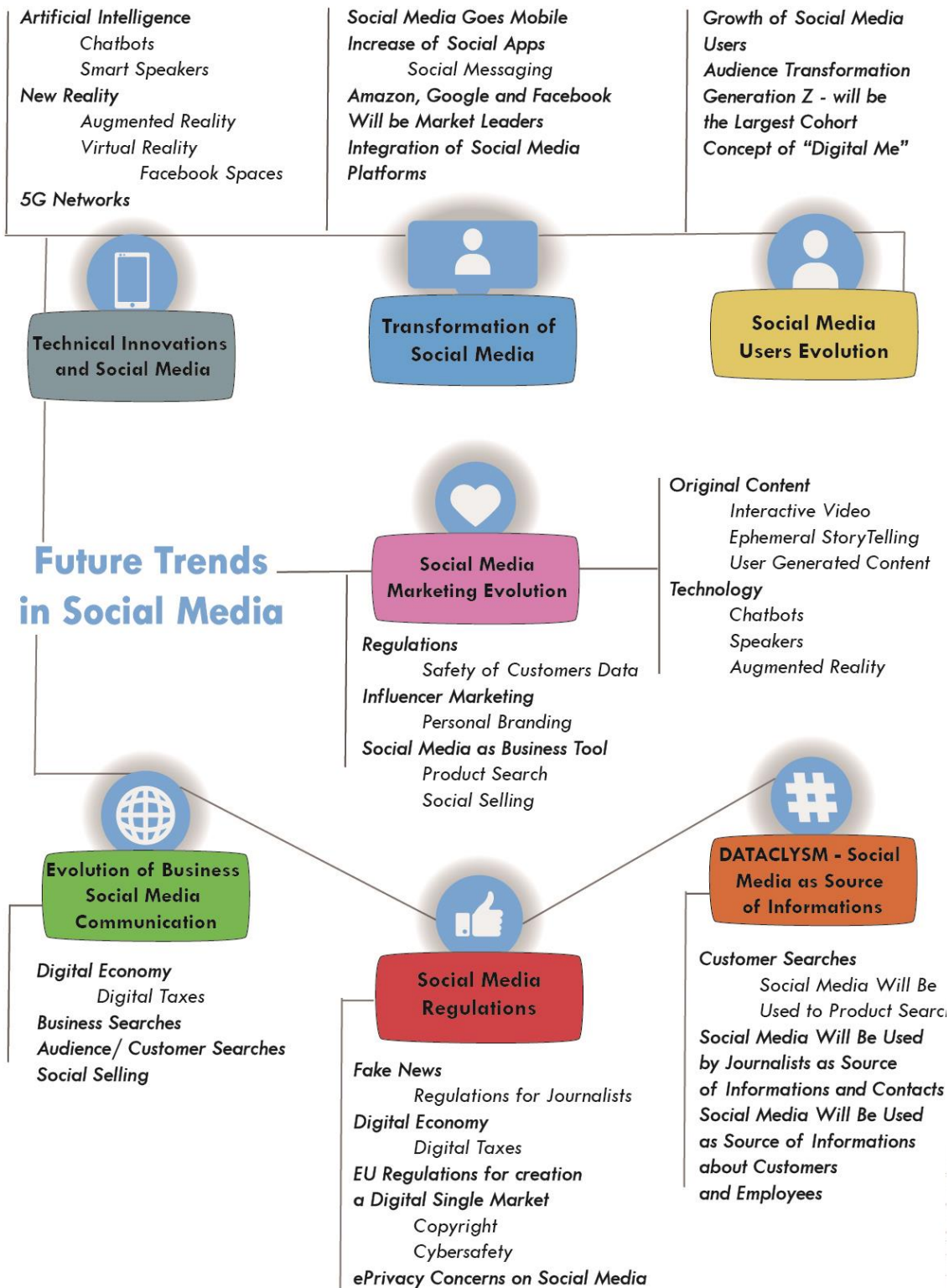
FIVE MORE TRENDS

Besides above mentioned four predictions there is important to stress also other five important predicted trends:

- **increased of voice-based searches;**
- **dataclysm;**
- **regulatory rules for major platforms and journalists;**
- **increase of Amazons´ influence and its grow;**
- **and the rise of the number of social media users.**

Figure 1

Artificial Intelligence
Chatbots
Smart Speakers
New Reality
Augmented Reality
Virtual Reality
Facebook Spaces
5G Networks

Social Media Goes Mobile
Increase of Social Apps
Social Messaging
Amazon, Google and Facebook
Will be Market Leaders
Integration of Social Media
Platforms

Growth of Social Media
Users
Audience Transformation
Generation Z - will be
the Largest Cohort
Concept of "Digital Me"

**Technical Innovations
and Social Media**

**Transformation of
Social Media**

**Social Media
Users Evolution**

**Future Trends
in Social Media**

**Social Media
Marketing Evolution**

Original Content
Interactive Video
Ephemeral StoryTelling
User Generated Content
Technology
Chatbots
Speakers
Augmented Reality

Regulations
Safety of Customers Data
Influencer Marketing
Personal Branding
Social Media as Business Tool
Product Search
Social Selling

**Evolution of Business
Social Media
Communication**

Digital Economy
Digital Taxes
Business Searches
Audience/ Customer Searches
Social Selling

**Social Media
Regulations**

Fake News
Regulations for Journalists
Digital Economy
Digital Taxes
EU Regulations for creation
a Digital Single Market
Copyright
Cybersafety
ePrivacy Concerns on Social Media

**DATACLYSM - Social
Media as Source
of Informations**

Customer Searches
Social Media Will Be
Used to Product Searc
Social Media Will Be Used
by Journalists as Source
of Informations and Contacts
Social Media Will Be Used
as Source of Informations
about Customers
and Employees

Note: Presented graph does not reflect all unique identified predictions, only the most relevant ones. There is also important to note, that identified categories may overlap each others and support further modifications.

Pictures: freepik.com