

# Life on Social Media Platforms, in Users' Own Words | Pew Research Center

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Behind each sweeping exploration of the [role social media plays in society](#) stand the unique stories of Americans and their online lives. People bring deeply personal needs to social media, and their experiences play out in deeply personalized ways, tied to the platforms and communities they are part of. These platforms can host nearly any imaginable human encounter or emotion, from powerful self-expression and deep connection to intense hostility and ruinous deceit.

To gain insight into people's experiences and the platform environments that shape them, Pew Research Center conducted a series of five focus groups from July 11 to 13, 2022. They were designed to capture how the participants – all of whom were especially engaged on social media platforms – might navigate the complexities of their online worlds.

[...]

Source: [Life on Social Media Platforms, in Users' Own Words | Pew Research Center](#)