

**Developmental Stages, Gadget  
Used and Social Media Exposure**

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**Abstract:** Gadgets and social media is commonly used by almost all age groups. Indonesia data in 2017 shows the number of gadget users is 74.9 million people, while those exposed or using social media amounted to 129.2 million people. The purpose of this study is to determine the growth rate of users of gadgets and social media exposure. The study respondents were 168 people with age range between 11 to 65 years. The method used in this research is descriptive. The results showed that 168 respondents are user gadgets (100%), and 159 people (94.6%) exposed to social media. The conclusion of this research are gadget is used by people at of 11 until 65 years old, it is possible because in that age range someone can already read and write. Social media exposure is experienced by almost all respondents. This is possible because of the human need for tools, services and communications that facilitate relationships between people with each other and have common interests. People share ideas, collaborates, and working together to create things, thoughts, debates, find people who can be good friends, find a partner and build a community.

**Keywords:** Age, gadgets used, social media exposure