



Teens & Media



92% of teens report
going online daily

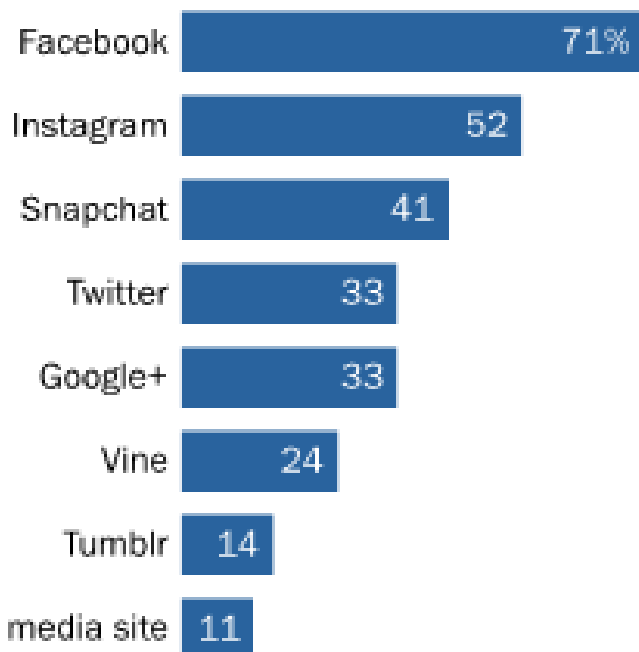
- 24% “almost constantly”
- 56% several times/day
- 12% once-a-day
- 6% weekly
- 2% less often

Ages 13-17

Pew Research Center
(2015)

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

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What are you doing?

- 71% of teens report using multiple social networking platforms
- Overall, most teens still claim to use Facebook most often
- Older teens (15-17): Facebook
- Younger teens (13-14): Instagram

Racial Breakdown



Teens owning smartphone:

- 85% of African-Americans
- 71% of Hispanics and Whites

Online “almost constantly”:

- 34% African-American
- 32% Hispanic
- 19% White

Can anyone come up with an idea why we supposedly see this trend?

Gender Breakdown



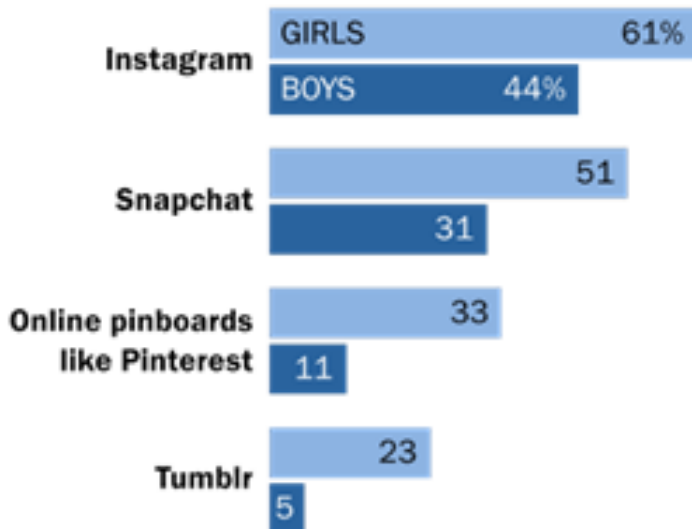
- **Boys** are more likely than girls to visit **Facebook** most often (45% vs. 36%)
- **Girls** are more likely than boys to visit **Instagram** most often (23% vs. 17%)

Why do you think we see these differences between the sexes?

Gender Breakdown

Girls Dominate Visually-Oriented Social Media Platforms

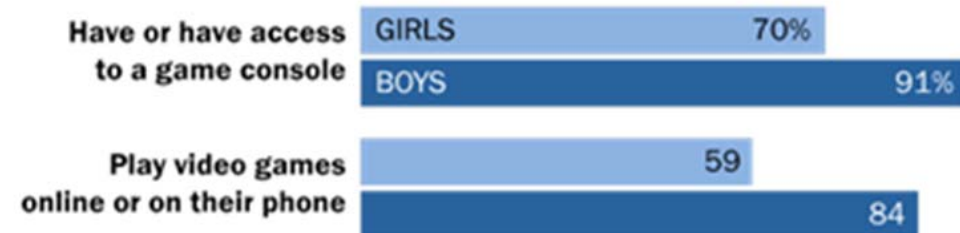
Percent of girls and boys who use ...



Boys Are More Likely to Play Video Games



Percent of girls and boys who ...

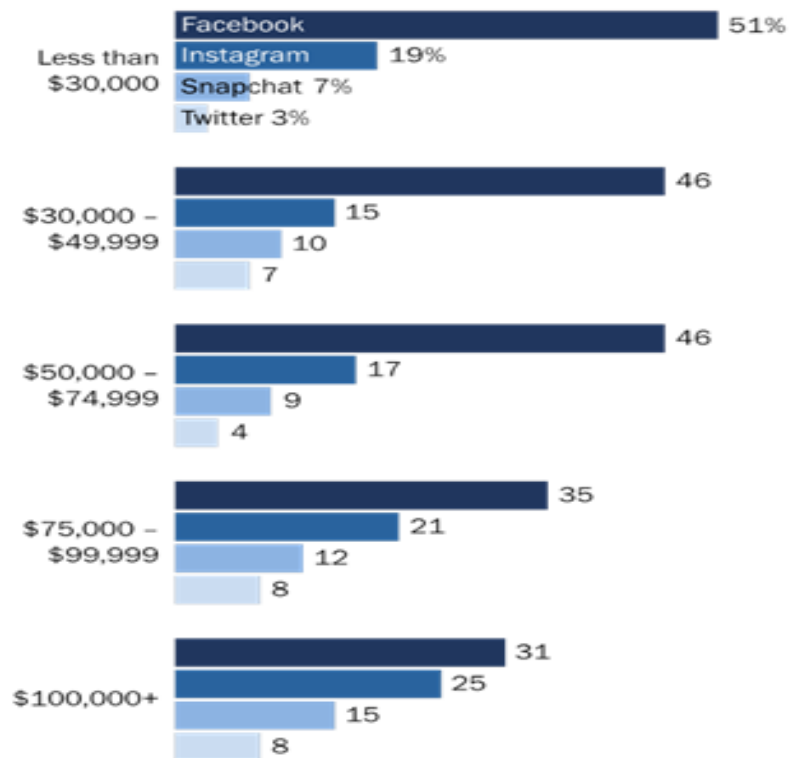


Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

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Snapchat More Likely to Be Used Most Often by Wealthier Teens; Facebook Most Popular Among Lower Income Youth

Among teens ages 13 to 17, the % of teens who use _____ most often, by household income



Source: Pew Research Center's Teens Relationship Survey, September 25-October 9, 2014 and February 10-March 16, 2015 (n=1,016 teens ages 13 to 17).

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Social Class Breakdown

Twitter also shows that more wealthy kids tend to use it more often than others

Why do you think that this trend seems to exist? Can we come up with any reasons?





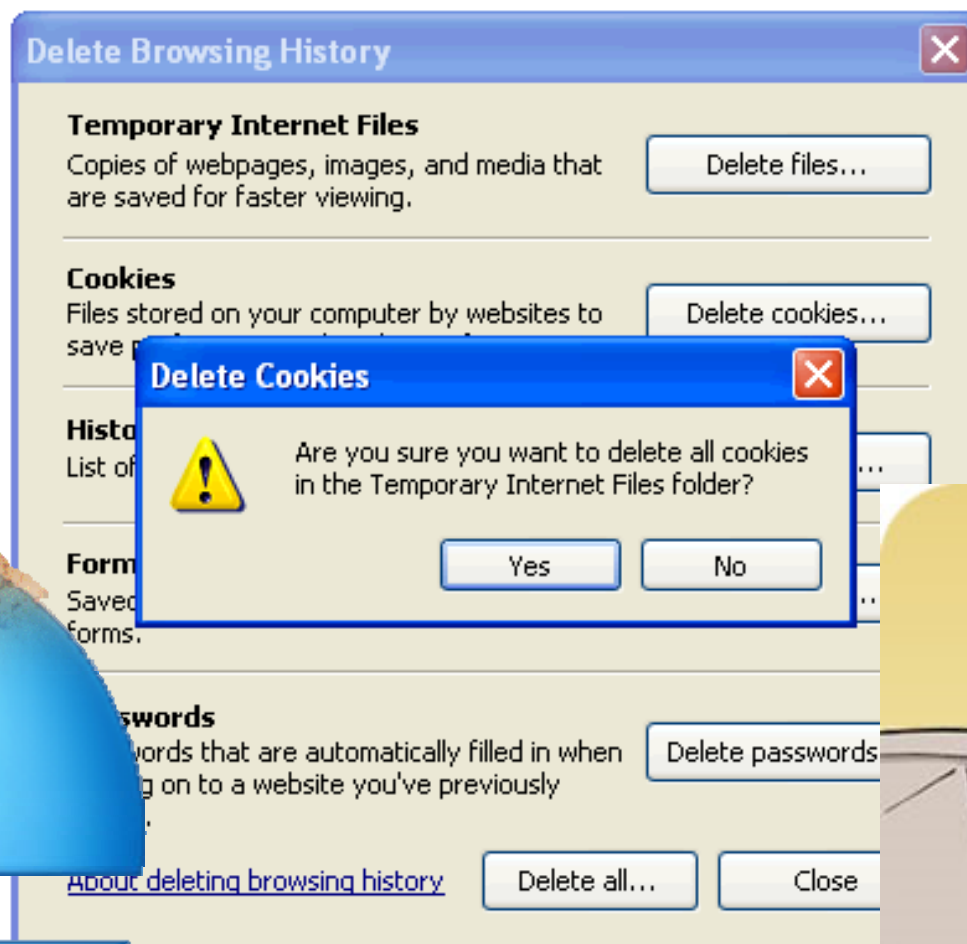
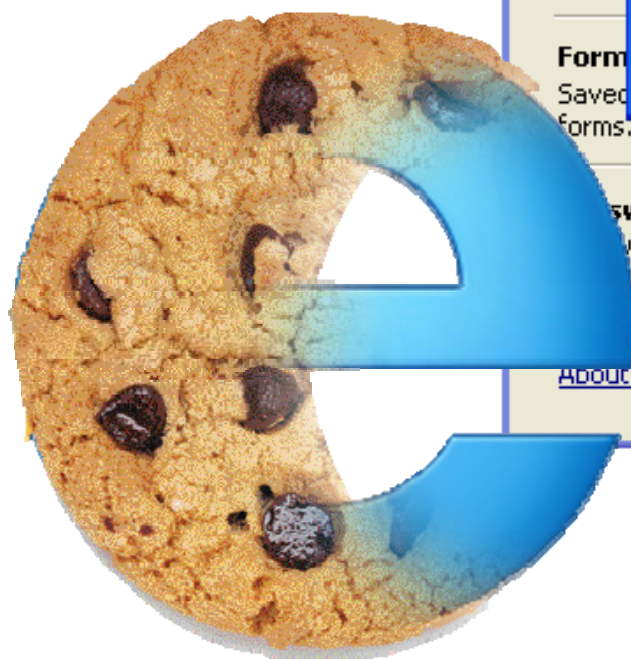
Social Media Effects

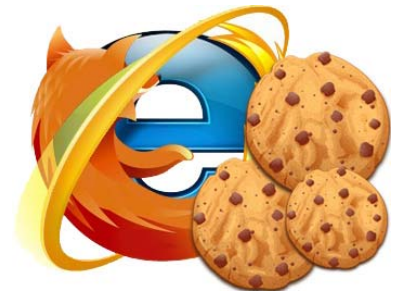
Poor school performance

Increased Obesity

Propensity for Violence

Early sexual activity





Cookies & Beacons



Cookies- small pieces of data sent from a website and stored in a user's computer. Every time the user loads the website, the browser sends the cookie back to notify the website of the user's previous activity

Beacons- any of a number of techniques used to track who is reading a web page or email, when, and from which computer. Web bugs are typically used by third parties to monitor the activity of customers at a site.





Add-on and App that blocks trackers and beacons

BBC - Culture - Are The Mup... x Google x Weebly - Website Creation M... x Socialization - Michael Phelps x +

www.bbc.com/culture/story/20151022-are-the-muppets-for-adults-only

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culture

Home Film Music Art Style Books Design Columns Programmes Calendar

Film Television Comedy

Are The Muppets for adults only?

Ghostery found 13 trackers
www.bbc.com

> AddThis	Widgets, Social	<input checked="" type="checkbox"/>	
> Brightcove	Widgets, Video Player	<input checked="" type="checkbox"/>	
> ChartBeat	Analytics	<input checked="" type="checkbox"/>	
> DoubleClick	Advertising	<input checked="" type="checkbox"/>	
> Effective Measure	Analytics, Analytics	<input checked="" type="checkbox"/>	
> Google Analytics	Analytics, Analytics	<input checked="" type="checkbox"/>	

Pause Blocking Whitelist Site ?

Location Tracking

Location Services program on smartphones may be helpful but also an invasion of your privacy. Make sure you check your phone's settings so you know what you are sharing with others.

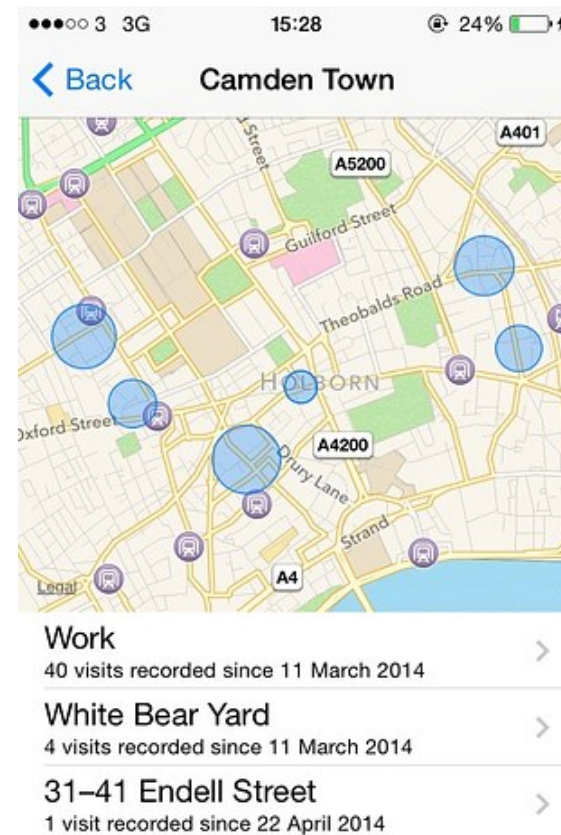
- GPS is used for map and weather apps
- Information is also gathered about specific places you go and how long you spend in each place
- If you aren't careful, this information may be shared with your phone company, cellular provider and other companies.

iPhone

Open your iPhone's "Settings" menu, select "Privacy", then "Location Services", then scroll all the way down to "System Services".



In System Services scroll all the way down to the bottom, press “Frequent Locations” and look at the “History” section. Click on one of the area names to see where you’ve been.



Resources & Further Reading

- <http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/>
- <http://www.pamf.org/teen/life/bodyimage/media.html>
- <http://www.teensafe.com/blog/true-facts-about-teens-and-media/>
- <http://www.pat-patterson.info/6-ways-websites-id-track-you-how-you-can-fight-back/>