# How Teens Use The Internet and Social Media

Carlos Morales • December 10, 2015 Viva Technology <u>www.vivatechnology.net</u>



# Now & Then

Teens are often the first group to adopt any new media. Here are the facts across three decades:









#### SOCIAL LIFE



THE AVERAGE TEEN WATCHES 2 ½ HOURS OF TV EVERY DAY.



Every kid wants their own PORTABLE CD PLAYER (most likely a Sony Discman) but getting a CD still requires a trip to the store, hopefully with friends!

The MTV Music Video of the Year was TLC's "Waterfalls."





86% of Americans own a VCR. Blockbuster Video reigns supreme with over 3.200 stores in the US.



TEENS SPEND AN AVERAGE OF 6 HOURS USING MEDIA EVERY DAY - MORE THAN ANY OTHER ACTIVITY.

#### DIGITAL MEDIA IS ON THE RISE.



51% of teens have downloaded music from the internet.



The Top Teen Choice Music Album of 2005 was KELLY CLARKSON'S "BREAKAWAY"



Movie rentals have gone online with NETFLIX ruling the market, shipping roughly 1 million DVDs every day.

#### TEENS ARE LOOKING AT A SCREEN ROUGHLY 71/2 HOURS EVERY DAY.

They don't even have to leave their bedrooms to get their media fix!





71% of teens have a TV in their bedroom, and watch up to 3 HOURS of television a day.



The majority of teens listen to music through mp3s, YouTube, and Pandora, all of which are ON THEIR SMARTPHONES.

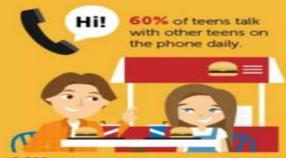


The 2014 TEEN
CHOICE AWARDS
were marred by a
teen-driven social
media campaign that
proved the results
were rigged.

# 1995



# 2015



64% hangout with friends at the mall or other location at least twice a week.



<20% read for pleasure every day.

15% work on hobbies or crafts every day.





5% use a computer for schoolwork or personal use.

#### OTHER ACTIVITIES:







Physical activity: 1 HOUR



Pursuing a hobby: 1 HOUR



Reading: 45 MINUTES

TALKING IS OUT, TEXTING IS IN.

Hi! :) | Hi! :) |

Hi! :) Hi! :) Hi! :)

Hi! :)

The average teen sends 60 TEXTS a day.

Only 39% make or receive voice calls.



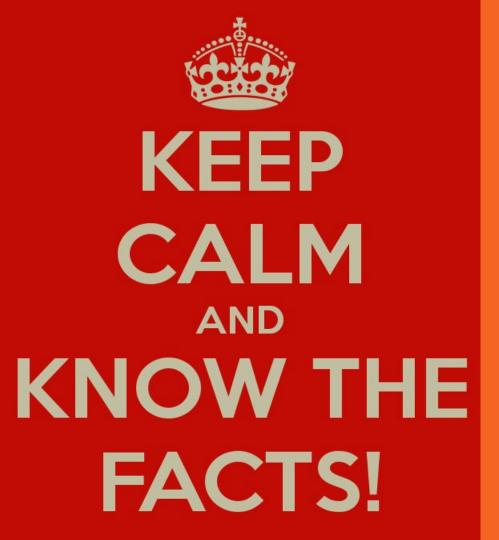
Only 35% of teens socialize with others in-person outside of school on a daily basis.



MORE THAN 80 MALLS HAVE CLOSED or are in danger of closing. Teen retailers like Wet Seal are being hit hardest.



SCHOOL DANCES ARE DYING OUT. When teens can connect via smartphone all day, who needs chaperoned school functions?



We can't use technology effectively in **Substance Abuse** prevention if we don't know the facts

# Social Media in 2015

#### Teens still dominate Internet usage

- 87% adults
- 95% teens

#### **Social Media**

- 81% of teens use social media
- 91% post photos of themselves
- 92% post their real name on their profile
- 84% post their interest



#### Fact:

Teens are addicted to social media and the internet overall



24% of teens admit to going online "almost constantly" - that is 1 in 4 who are online all the time!- due to availability of smartphones

source: Pew Research Center



- 92% of teens report going online at least once a day
- 56% admit they go online "several times" a day
- Only 8% of teens are able to resist going online every day



- 88% of teens say they have a cell phone
- 90% say they use them to text
- Average teen sends and receive 30 texts per day (not including messaging apps like Facebook message, WhatsApp and Kik)



- 91% of teens report they
   access the internet from their
   phones
- 94% of them report they access the internet on their phones daily
- 71% of teens say they use more than one of the following social networks: Facebook, Instagram, Twitter, Snapchat, Vine and Tumblr

#### SO YOU HAVE THE FACTS.

Now here's the truth about how teens are REALLY using social media these days...

#### facebook.

Facebook is the teen's Catch-22. You've got to have it, but you don't really want to use it.

#### WHY?



Too many advertisements.



Too many family members.

#### HOW TEENS REALLY USE IT:



Check groups



Upload photos



Send messages

#### **☑**Instagram

Instagram is where the action really is. It's the most-used social media app by teens.

#### WHY?



Higher quality content.



More friends, less family.



Less pressure to "follow"



Searchable hashtags & tags.



No advertisements

#### HOW TEENS REALLY USE IT:



Share photos



Like and comment

#### twitter y

Twitter has a niche following among teens, but doesn't have widespread use.

#### WHY?



? Hard to find people you know.



Tweets are searchable



Assume it can be seen by family members or future employers

#### HOW TEENS REALLY USE IT:



Complain about day-to-day



Impress future employers



Occasionally see what other people are saving







#### Snapchat

Snapchat is second only to Instagram, and growing in popularity.

#### WHY?



Less public, more personal



Direct messaging means less social pressure



They don't believe photos are truly deleted, but they don't care.

#### HOW TEENS REALLY USE IT:



Create a "Story" of the day



Share small, random moments for fun



of friends

#### tumblr.

Tumblr is a fun, "private" place to share media. Most people have it, but they don't talk about it.

#### WHY?



ionn Isn't attached to your real doe name or identity.

http:// Easy to change URL if your profile is found.



Tagging helps you find people with similar interests.

#### HOW TEENS REALLY USE IT:



Connect with people worldwide with similar interests



Share or reblog only things you really care about



Waste time on GIFs.



YikYak is a relatively new, but increasingly popular app among young people.

#### WHY?



It's all about the content no profiles or followers.



Anyone can be "at the top."



It only shows posts made by people within a 10 mile radius-perfect for high school and college students.

#### HOW TEENS REALLY USE IT:



When they're at school



Share things anonymously







Do you see any of these apps on your child's phone?

If so, let's chat.



# 10 Apps **Every Parent** and Educator Must Know About

### Buying Illegal Drugs Online 101

# <u>VIDEO</u>

#### www.abovetheinfluence.com

aims to help teens stand up to peer pressure and other influences that encourage the use of drugs and alcohol. Through television commercials, Internet advertising, and regular communication with teens via Facebook, this educational campaign encourages teens to be aware and critical of all messages they receive about drugs and alcohol.

#### http://teens.drugabuse.gov/

**NIDA for Teens: The Science Behind Drug Abuse** is a campaign geared toward adolescents ages 11 to 15 years. It uses a blog, videos, and drug factsheets to educate youth, parents, and teachers about the science behind drug misuse. The campaign website contains information on a wide array of substances, including emerging drug trends.

#### http://toosmarttostart.samhsa. gov/Start.aspx

SAMHSA's <u>Too Smart to Start</u> public education initiative aims to stimulate conversations between youth and adults on the harms of underage alcohol use. The Too Smart to Start website includes separate sections for youth; teens; and families, educators, and community leaders, each with its own set of information and engagement tools.

http://www.samhsa.
gov/capt/tools-learningresources/prevention-mediacampaigns

The following are examples of media campaigns developed by states, jurisdictions, and national organizations. The examples fall into the following focus areas: alcohol use; prescription drug misuse and abuse; public health; and underage drinking.

#### Sources

http://www.huffingtonpost.com/entry/tk-facts-aboutteens-on-social-media-that-are-reallyscary 55a7c6f0e4b0896514d06eab

http://www.teensafe.com/blog/true-facts-about-teens-and-media/

https://www.commonsensemedia.org/blog/15-apps-and-websites-kids-are-heading-to-after-facebook

http://www.pewinternet.org/2015/04/09/mobile-access-shifts-social-media-use-and-other-online-activities/



Carlos Morales
<a href="https://www.vivatechnology.net">www.vivatechnology.net</a>
<a href="mailto:cmorales@vivatechnology.net">cmorales@vivatechnology.net</a>
<a href="piperson">Phone (612) 325-3475</a>