
How Teens Use The Internet and Social Media

Carlos Morales • December 10, 2015

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Now & Then

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

1995



2005



2015



1995

2005

2015

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 7½ 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**.

#TeensDontHaveAChoiceAwards



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

1995



60% of teens talk with other teens on the phone daily.



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.

2005

OTHER ACTIVITIES:



Hanging out with friends: **2 HOURS.**



Physical activity: **1 HOUR**



Pursuing a hobby: **1 HOUR**



Reading: **45 MINUTES**

2015

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?



**KEEP
CALM
AND
KNOW THE
FACTS!**

**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



- 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
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- 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" others.
-  Searchable hashtags & tags.
-  No advertisements




HOW TEENS REALLY USE IT:

-  Share photos
-  Like and comment




twitter

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 lives
-  Impress future employers
-  Occasionally see what other people are saying



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



Connect with a closer circle of friends

tumblr.

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

WHY?



Isn't attached to your real 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.



Yik Yak

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

VIDEO

Prevention Media Campaigns

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.

Prevention Media Campaigns

<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.

Prevention Media Campaigns

<http://toosmarttostart.samhsa.gov/Start.aspx>

SAMHSA's Too Smart to Start 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.

Prevention Media Campaigns

<http://www.samhsa.gov/capt/tools-learning-resources/prevention-media-campaigns>

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

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