Teens, Social Media, and Privacy

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http://pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy.aspx
Nationally representative phone survey run by the Pew Research Center’s Internet & American Life Project of 802 parents and their 802 teens ages 12-17.

Conducted between July 26 and September 30, 2012 in English and Spanish and on landline and cell phones.

The margin of error for the full sample is ± 4.5 percentage points.
Two online focus groups of teenagers ages 12-17 were conducted by the Pew Internet Project from June 20-27, 2012 to help inform the survey design.

The first focus group was with 11 middle schoolers ages 12-14.

The second group was with nine high schoolers ages 14-17.

Each group was mixed gender, with some racial, socio-economic, and regional diversity.

The groups were conducted as an asynchronous threaded discussion over three days using an online platform and the participants were asked to log in twice per day.
What did they learn?

- Teens are sharing more information about themselves on social media sites than they have in the past.
- However, they are also taking a variety of technical and non-technical steps to manage the privacy of that information.
- Despite taking these privacy-protective actions, teen social media users do not express a high level of concern about third-parties (such as businesses or advertisers) accessing their data.
- Just 9% say they are “very” concerned.
Use of Social Media

* Teens are sharing more information about themselves on social media sites than they did in the past.
* Older teens are more likely than younger teens to share certain types of information, but boys and girls tend to post the same kind of content.
* 16% of teen social media users have set up their profile to automatically include their location in posts.
Teen Twitter use has grown significantly: 24% of online teens use Twitter, up from 16% in 2011.
African-American teens are substantially more likely to report using Twitter when compared with white youth.
Public accounts are the norm for teen Twitter users.
The typical (median) teen Facebook user has 300 friends, while the typical teen Twitter user has 79 followers.

Teens’ Facebook friendship networks largely mirror their offline networks. Seven in ten say they are friends with their parents on Facebook.

Older teens tend to be Facebook friends with a larger variety of people, while younger teens are less likely to friend certain groups, including those they have never met in person.
Privacy

- 60% of teen Facebook users keep their profiles private.
- Girls are more likely than boys to restrict access to their profiles.
- Most teens express a high level of confidence in managing their Facebook privacy settings.
- For most teen Facebook users, all friends and parents see the same information and updates on their profile.
Pruning and revising profile content is an important part of teens’ online identity management.

74% of teen social media users have deleted people from their network or friends’ list; 58% have blocked people on social media sites.

58% of teen social media users say they share inside jokes or cloak their messages in some way.

26% say that they post false information like a fake name, age, or location to help protect their privacy.

“Truthiness”
Safety

- Large numbers of youth (44%) have lied about their age in order to gain access to websites and online accounts.
- Close to one in three (30%) online teens say they have received online advertising that was clearly inappropriate for their age.
- One in six (17%) online teens say they have been contacted online by someone they did not know in a way that made them feel scared or uncomfortable.
In broad measures of online experience, teens are considerably more likely to report positive experiences than negative ones.

Few internet-using teens have posted something online that caused problems for them or a family member (4%), or got them in trouble at school (4%).

More than half (57%) of internet-using teens have decided not to post content online over reputation concerns.
Coming Attractions

* Spring, 2014 – Two Counselor Coffee Hours:
  * Eating Disorders
  * Self-Injury
* Fall, 2014 – Superintendents’ Day
  Fifth Annual CARD Conference:

  Transitions in Adolescence
Available within the week!
Special discount for conference attendees!
Thank you!

Please email us with suggestions for other areas of interest:

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