

# Adolescence in the Digital Age

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Center for Adolescent Research and Development  
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# PewResearchCenter

## Teens, Social Media, and Privacy

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<http://pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy.aspx>

# What they did

- \* 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  $\pm 4.5$  percentage points.

# What else they did

- \* 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.

# Twitter!

- \* 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.

# Facebook

- \* 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.

# “Truthiness”

- \* 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.

# 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.

# Good news!

- \* 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***

# ADOLESCENCE IN THE 21<sup>ST</sup> CENTURY

*Constants and Challenges*



*edited by*

Frances R. Spielhagen | Paul D. Schwartz

Available within the week!  
Special discount for  
conference attendees!

# Thank you!

Please email us with suggestions for  
other areas of interest:

[Card.msmc.edu](mailto:Card.msmc.edu)