



Trends in Teen Communication and Social Media Use: What's Really Going On Here?

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A webinar presented jointly by...



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Today's Agenda

Highlight findings from two recent studies:

- Pew Internet's *Teens and Mobile Phones*, April 2010. Joint study with the University of Michigan, available at pewinternet.org.
- Girl Scout Research Institute's *Who's That Girl: Image and Social Media Survey*, November 2010. Available at girlscouts.org.

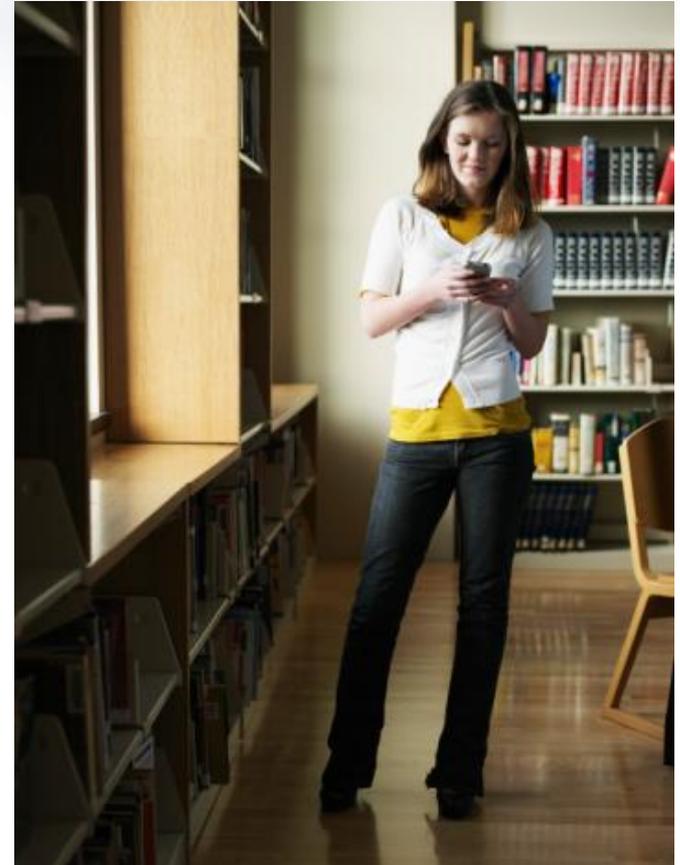


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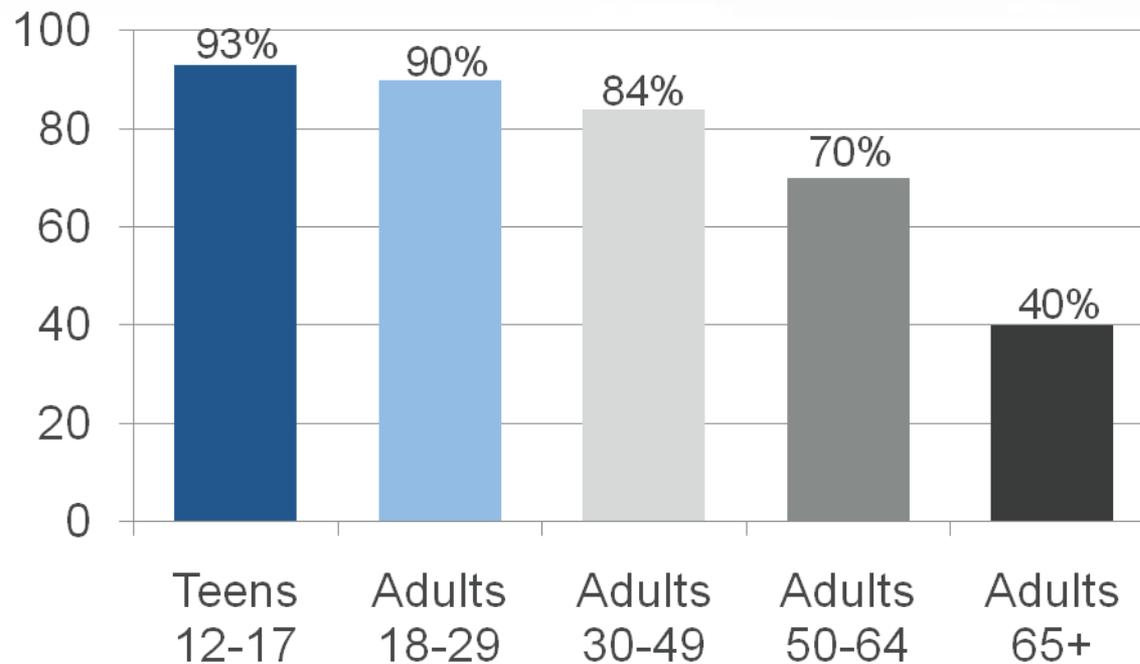
Pew Internet Teens and Mobile Phones Study

- 800 teens ages 12 to 17 and a parent or guardian were contacted by landline or cellular telephone in a nationally representative RDD survey conducted from June to September 2009
- 9 focus groups in four cities with middle and high school aged teens (ages 12-18) conducted in June and October 2009
- Joint project of the Pew Research Center's Internet & American Life Project and the University of Michigan. Co-authors are Amanda Lenhart, Rich Ling, Scott Campbell and Kristen Purcell.
- Comparative adult data is from the most recent Pew Internet tracking surveys



Teens are the heaviest internet users

% of Each Age Group Who Use the Internet



Teen data Sept 2009

Adult data Nov 2010

There remains a digital divide

Teen internet access is highest among teens with...

- White parents
- College-educated parents
- Annual household incomes above \$50,000



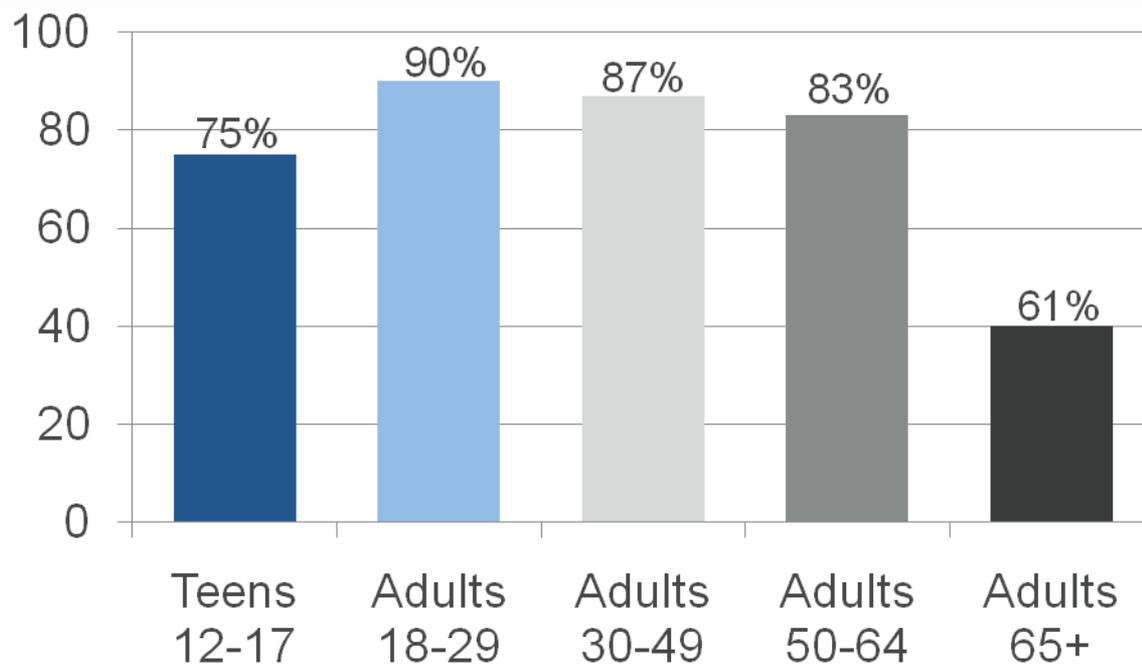
High-speed (broadband) access in the home is also most common in white, highly educated and more affluent households



High-speed connection means greater overall engagement in online activities, particularly activities like social media

Teen cell phone use is on the rise

% of Each Age Group Who Have a Cell Phone



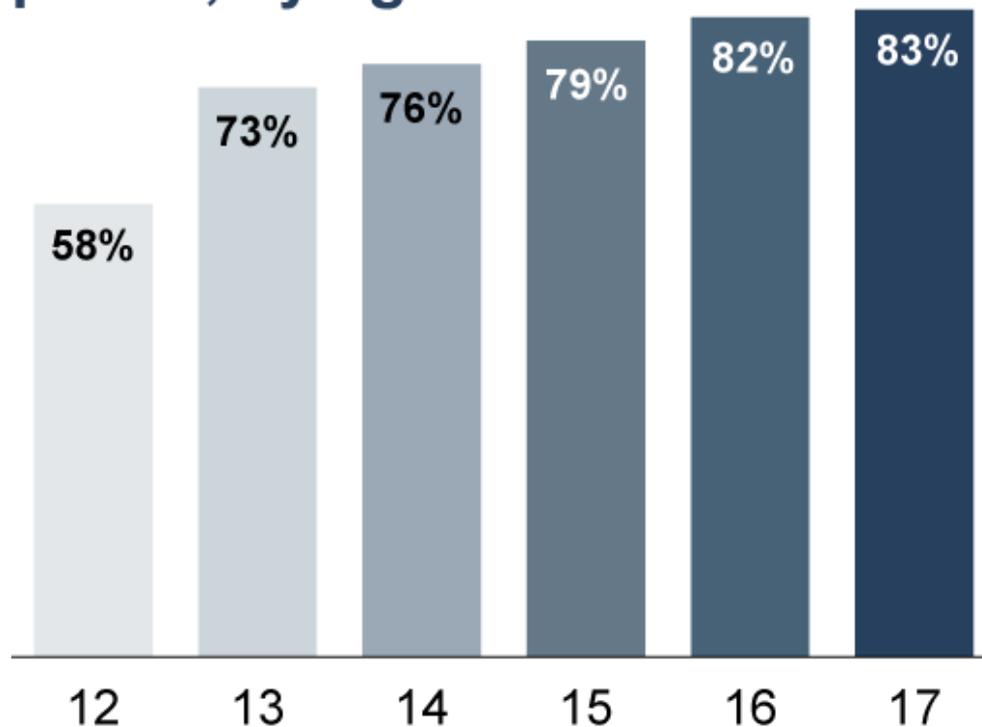
Teen data Sept 2009

Adult data Nov 2010



Teen cell phone use varies by age

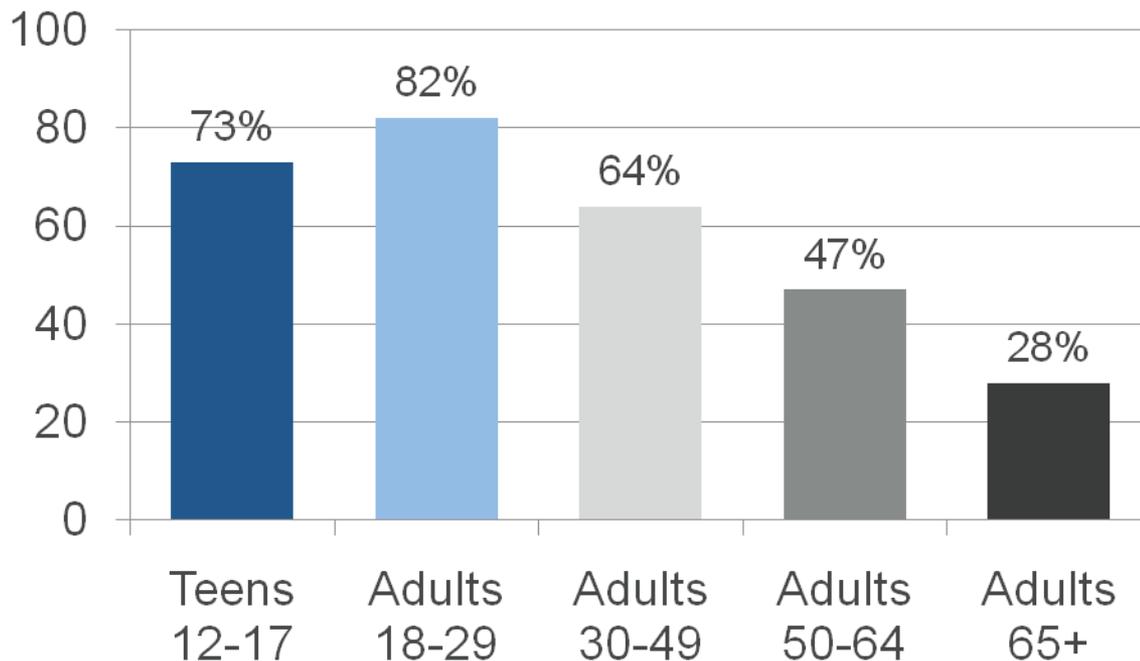
% of teens who own a cell phone, by age



31% of 8-10 year-olds have a cell phone, according to a January 2010 Kaiser Family foundation study, available at kff.org.

Teens and young adults are the heaviest SNS users

% of Internet Users in Each Group Who Use Social Networking Sites



Teen data Sept 2009

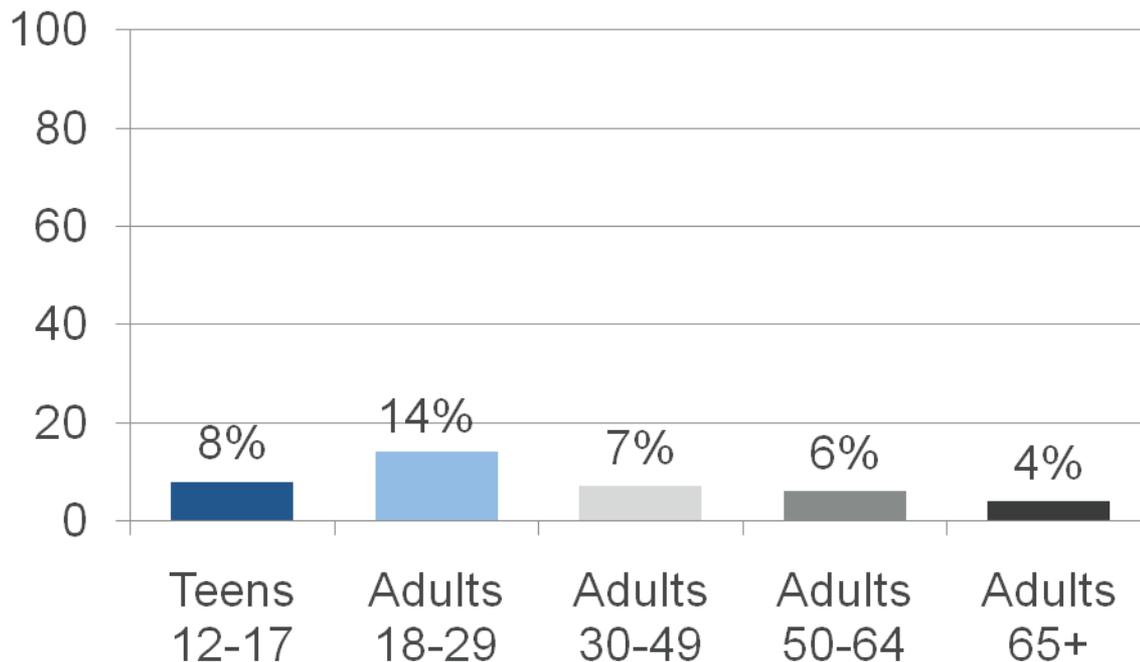
Adult data Nov 2010

SURPRISE!
Among teens,
girls are no
more likely
than boys to
use SNS.

But among
adults, women
use SNS at
higher rates
than men.

For teens, Twitter is less popular than SNS

% of Internet Users in Each Group
Who Use Twitter



Teen data Sept 2009

Adult data Nov 2010

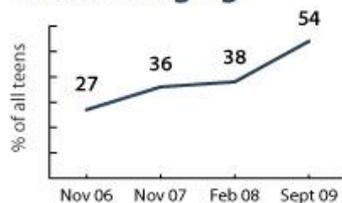
THE BIEBER EFFECT?
14-17 year-old girls are the heaviest teen Twitter users.

13% of this group use Twitter, compared with 7% of boys the same age.

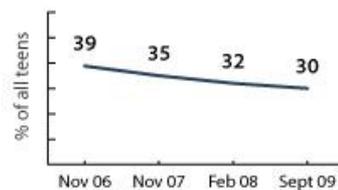
Texting takes off, while use of other communication channels remains stable over time

the % of all teens who have used each communication method to contact their friends daily, since 2006

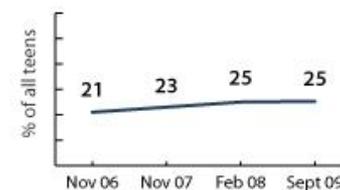
Text messaging



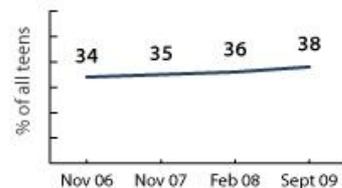
Talk on a landline phone



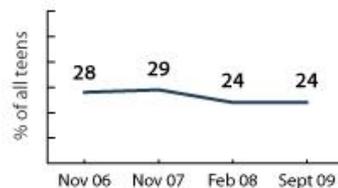
Social networking site



Call on cell phone



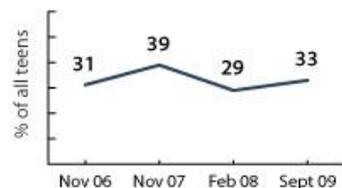
Instant messaging



Email



Talk face-to-face



Source: Pew Research Center's Internet & American Life Project surveys. Percentages are for all teens ages 12-17.





Girl Scout Research Institute
Who's that Girl?
Image and Social Media

METHODOLOGY

- ❖ Nationwide online survey
- ❖ Conducted with 1,026 girls ages 14-17
- ❖ Survey fielded June 2010
- ❖ Girls were required to have a social network profile to participate



✚ **Despite popular perception, social networks are not necessarily a “girl’s best friend.”**

- ❖ While many girls use social networking sites regularly, most girls still prefer face to face communication.
- ❖ 92% of girls would give up all their social networking friends to keep their best friend.

✚ **On social networks, a girl's image is not always what it seems.**

- ❖ 74% of girls agree that “most girls my age use social networking sites to make themselves look cooler than they are.”
- ❖ Girls downplay several positive characteristics of themselves online, like their intelligence and efforts to be a good influence.
- ❖ Girls with low self-esteem are more likely to say their online image doesn't match their in person image. They are also more likely to report negative experiences on social network sites.

✚ **Girls have **good intentions** when it comes to safe social networking behavior but don't always act on them.**

- ❖ **85% of girls have talked with their parents about safe social networking behavior, but half (50%) admit they aren't as careful as they should be.**
- ❖ **Many girls are concerned about the potential negative consequences of their online behavior and content.**

✦ **Girls' emotional **safety** and reputations are at risk online.**

- ❖ 68% of girls have had a negative experience on a social networking site.

✦ **The upside to social networking includes better **relationships and connections to causes** girls care about.**

- ❖ 56% of girls agree that social networks help them feel closer and more connected to their friends.
 - ❖ 52% have gotten involved in causes they care about through a social network.
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Conclusions/Tips:



- ❖ Social networks are here to stay, but they aren't necessarily the devil.
- ❖ Have very specific conversations with your children about safe social networking.
- ❖ Educate yourself about social networks and become comfortable using them.
- ❖ Promote self-confidence and healthy self-esteem whenever possible.

More information can be found at www.girlscouts.org/research

Questions?



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