
Parent/Teen Digital Citizenship Survey

Final Topline

7/22/2011

Data for April 19 – July 14, 2011

{NOTE: Selected questions have been held for future release}

Princeton Survey Research Associates International

for the Pew Research Center's Internet & American Life Project

Sample: n= 799 parents of 12-17 year olds, including an oversample of African-American and Latino families
799 teens ages 12-17

Interviewing dates: 04.19.2011 – 07.14.2011

Margin of error is plus or minus 5 percentage points for results based on total parents [n=799]

Margin of error is plus or minus 5 percentage points for results based on total teens [n=799]

Margin of error is plus or minus 5 percentage points for results based on teen internet users [n=770]

Margin of error is plus or minus 5 percentage points for results based on teen cell phone users [n=642]

Margin of error is plus or minus 6 percentage points for results based on teens who text [n=620]

Margin of error is plus or minus 6 percentage points for results based on teen SNS or Twitter users [n=623]

PARENT INTERVIEW

In this survey, we'd like to first briefly interview you, and then, at a convenient time, interview (your teenager / one of your teenage children). This nationwide survey is being conducted by a non-profit organization to learn more about some important topics facing American families today. Your family's opinions are very important to us, and the survey only takes a few minutes. We are not selling anything.

Here's my first question...

Q1a Do you use the internet, at least occasionally?

Q1b Do you send or receive email, at least occasionally?¹

| | USES INTERNET | DOES NOT USE INTERNET |
|-------------------------|---------------|-----------------------|
| Current Parents | 87 | 13 |
| Nov 2007 ⁱ | 87 | 13 |
| Nov 2006 ⁱⁱ | 87 | 13 |
| Nov 2004 ⁱⁱⁱ | 80 | 20 |
| Dec 2000 ^{iv} | 87 | 13 |

¹ Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

Q2 As I read the following list of items, please tell me if you, personally, happen to have each one, or not. Do you have...[INSERT ITEMS IN ORDER]?

| | YES | NO | DON'T KNOW ² | REFUSED |
|---|-----|----|-------------------------|---------|
| a. A desktop or laptop computer | | | | |
| Current Parents | 86 | 14 | * | 0 |
| September 2009 | 87 | 13 | 0 | 0 |
| February 2008 | 86 | 13 | * | -- |
| November 2006 ³ | 87 | 13 | 0 | 0 |
| b. A cell phone... or a Blackberry or iPhone or other device that is also a cell phone ⁴ | | | | |
| Current Parents | 91 | 9 | 0 | 0 |
| September 2009 | 90 | 10 | 0 | 0 |
| February 2008 ^v | 88 | 12 | * | -- |
| November 2006 | 89 | 11 | 0 | -- |

[held]

P2 Do you ever use an online social networking website like LinkedIn or Facebook?

Based on parent internet users [N=717]

| | CURRENT PARENTS | |
|---|-----------------|------------|
| % | 67 | Yes |
| | 33 | No |
| | * | Don't know |
| | * | Refused |

² For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where available.

³ In November 2006, "desktop computer" and "laptop computer" were asked as separate items. Results shown here have been recalculated to combine the two items.

⁴ In the current survey, item was asked only of parents who were interviewed on a landline. Results for "Yes" include parents who have a cell phone. In November 2006 and February 2008, item wording was "A cell phone"

And now I have some questions about your [AGE]-year old child...

P3 Does your child have a cell phone?⁵

| | <u>CURRENT PARENTS</u> | | <u>SEPT 2009</u> |
|---|----------------------------|------------|------------------|
| % | 75 | Yes | 73 |
| | 25 | No | 27 |
| | 0 | Don't know | 0 |
| | 0 | Refused | 0 |

P4 Does your [AGE]-year old (boy/girl) use the internet, either on a computer or a cell phone?⁶

| | <u>CURRENT PARENTS</u> | | <u>NOV 2007</u> | <u>NOV 2006</u> | <u>NOV 2004</u> |
|---|----------------------------|------------|-----------------|-----------------|-----------------|
| % | 93 | Yes | 85 | 80 | 80 |
| | 6 | No | 15 | 20 | 20 |
| | 1 | Don't know | 1 | 1 | * |
| | * | Refused | -- | -- | -- |

P5 Does this child use an online social network like Facebook or MySpace?⁷

Based on parents of teen internet users

| | <u>CURRENT PARENTS</u> | | <u>NOV 2006</u> |
|---|----------------------------|------------|-----------------|
| % | 75 | Yes | 49 |
| | 22 | No | 45 |
| | 3 | Don't know | 6 |
| | * | Refused | 0 |
| | [n=759] | | [n=790] |

P6 Are you friends with or otherwise connected to this child on an online social network?

Based on parent SNS users whose teens also use SNS [N=396]

| | <u>CURRENT PARENTS</u> | |
|---|----------------------------|--|
| % | 80 | Yes |
| | 20 | No |
| | 0 | Child and parent use different networks (VOL.) |
| | * | Don't know |
| | 0 | Refused |

⁵ September 2009 question wording was slightly different: "And now I have some questions about your [AGE]-year old [son/daughter]. First, does [he/she] have a cell phone?"

⁶ Prior to the current survey, trend question wording was: "Does this child ever use the Internet or go online to send and receive email?"

⁷ November 2006 question wording was: "Do you happen to know if your child has a personal profile posted anywhere on the internet, like on a social networking site like MySpace or Facebook?"

P7 Do you ever check to see what information is available online about your child?

Based on parent internet users [N=717]

| | CURRENT PARENTS | |
|---|--------------------|------------|
| % | 66 | Yes |
| | 33 | No |
| | 1 | Don't know |
| | * | Refused |

There are no questions P8 thru P10.

Still thinking about your [AGE]-year old child...

PCOMBO Have you ever talked with your [AGE]-year old (boy/girl) [INSERT; RANDOMIZE]?

Based on parents of teen internet users [N=759]

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| a. To suggest ways to use the internet safely | 93 | 7 | * | * |
| b. To suggest ways to behave towards other people online | 87 | 12 | 1 | * |
| c. To discuss what (he/she) has been doing on the internet | 87 | 12 | 0 | * |
| d. To discuss what kinds of things should and should not be shared online | 94 | 6 | * | 0 |

P11 Still thinking about your child's use of technology... Have you ever [INSERT IN ORDER]?

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| <i>Items A & B: Based on parents of teen internet users</i> | | | | |
| a. Used parental controls or other means of blocking, filtering or monitoring your child's online activities | | | | |
| Current Parents [N=759] | 54 | 45 | 1 | 0 |
| b. Checked which websites your child visited ⁸ | | | | |
| Current Parents | 77 | 23 | 0 | 0 |
| Nov 2006 [N=790] | 65 | 34 | * | -- |
| Nov 2004 [N=907] | 62 | 37 | 1 | -- |
| Dec 2000 [N=754] | 61 | 39 | * | -- |
| <i>Item C: Based on parents of teen cell phone users</i> | | | | |
| c. Used parental controls to restrict your child's use of their cell phone | | | | |
| Current Parents [N=626] | 34 | 65 | 1 | 0 |

P12 As far as you know, in the past 12 months, has your child seen or experienced something on the internet that has bothered (him/her) in some way?

[IF NECESSARY, PROMPT: For example, something that made (him/her) feel uncomfortable or upset, or feel that (he/she) shouldn't have seen it?]

Based on parents of teen internet users [N=759]

| | CURRENT PARENTS | |
|---|-----------------|------------|
| % | 13 | Yes |
| | 81 | No |
| | 5 | Don't know |
| | 0 | Refused |

There is no P13.

⁸ Prior to the current survey, trends were asked as standalone questions with the following question wording: "After your [AGE]-year old [boy/girl] has been on the internet, do you ever check to see what web sites (he/she) went to, or don't you ever do that?"

- P14** The internet and cell phones can play various roles in people's lives. How would you rate the job the internet and cell phones do at each of the following? How about [INSERT; RANDOMIZE]? Would you say internet and cell phones do an excellent, good, fair or poor job?

Based on parents of teen cell or internet users [N=773]

| | EXCELLENT | GOOD | FAIR | POOR | DON'T KNOW | REFUSED |
|--|-----------|------|------|------|------------|---------|
| a. Connecting your child to friends and family | 40 | 48 | 9 | 3 | * | * |
| b. Helping your child be more independent | 21 | 46 | 22 | 8 | 2 | * |
| c. Connecting your child to information | 48 | 40 | 9 | 2 | 1 | * |

- P15** In addition to the ways the internet and cell phones are useful for teens like yours, some have concerns about technology. For each of the following, please tell me how concerned, if at all, you are about these issues. What about... [INSERT; RANDOMIZE]? Are you very, somewhat, not too or not at all concerned?

| | VERY | SOME-WHAT | NOT TOO | NOT AT ALL | DON'T KNOW | REFUSED |
|---|------|-----------|---------|------------|------------|---------|
| a. Your child's exposure to inappropriate content through the internet or cell phones | 47 | 34 | 9 | 9 | * | * |
| b. Your child's internet or cell phone use taking time away from face to face interactions with friends or family | 31 | 33 | 20 | 16 | * | * |
| c. How teens in general treat each other online or on their cell phones | 45 | 35 | 10 | 9 | 1 | 1 |

Just a few more questions for statistical purposes only...

- MODEM3** At home, do you connect to the internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS or a T-1?⁹

| | DIAL-UP | TOTAL HIGH SPEED | DSL | CABLE MODEM | WIRELESS | FIBER OPTIC ¹⁰ | T-1 | OTHER | (VOL.) NO HOME COMPUTER | (VOL.) NO NET AT HOME | DK | REF |
|-----------------|---------|------------------|-----|-------------|----------|---------------------------|-----|-------|-------------------------|-----------------------|----|-----|
| Current Parents | 3 | 82 | 28 | 28 | 21 | 4 | 1 | * | 8 | 3 | 3 | * |
| Sept 2009 | 10 | 76 | 30 | 32 | 11 | 3 | * | * | 8 | 4 | 2 | 0 |
| Feb 2008 | 16 | 71 | 35 | 26 | 8 | 2 | -- | * | 6 | 4 | 2 | -- |
| Nov 2007 | 22 | 66 | 31 | 27 | 7 | 1 | -- | 0 | 6 | 4 | 1 | -- |
| Nov 2006 | 25 | 73 | 39 | 27 | 5 | 1 | -- | 1 | n/a | n/a | 1 | -- |
| Nov 2004 | 49 | 50 | 20 | 27 | 2 | 0 | -- | 1 | n/a | n/a | 1 | -- |

⁹ Trend question wording was as follows: "Does the computer you use at home connect to the Internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, or a T-1 or fiber optic connection?" In November 2006, question was asked only of parents who use the internet from home [N=799]. In November 2004, question was asked only of parents who use the internet from home [N=885]. Nov 2004 thru Feb 2008 trend results for "Fiber optic connection" reflect combined "Fiber optic" and "T-1" responses.

¹⁰ In Sept. 2007 and before, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

Those are all the questions I have for you. We would also like to get your child's opinion on some of the things we've been talking about. May I please speak with your [AGE]-year old [son/daughter] now?

[IF PARENT ASKS WHO IS SPONSORING SURVEY, READ: This survey is sponsored by a non-profit organization, the Pew Research Center's Internet and American Life Project. (IF NEEDED: A report on this survey will be issued by the Pew Internet Project in a few months and you will be able to find the results at its web site, which is www.pewinternet.org.)]

KIDS04 How old is this child who is between the ages of 12 and 17?

KIDS06 Thinking about the (YOUNGEST/OLDEST/MIDDLE) of the children living in your home who are between the ages of 12 and 17, how old is this child?

| | <u>CURRENT PARENTS</u> | |
|---|----------------------------|--------------|
| % | 17 | 12 years old |
| | 16 | 13 years old |
| | 17 | 14 years old |
| | 16 | 15 years old |
| | 16 | 16 years old |
| | 18 | 17 years old |

KIDS05 And is this teenager a boy or a girl?

KIDS07 Is this child a boy or a girl?

| | <u>CURRENT PARENTS</u> | |
|---|----------------------------|------|
| % | 51 | Boy |
| | 49 | Girl |

TEEN INTERVIEW

Hello, my name is _____ and I am calling for Princeton Survey Research. We are conducting a short survey about things you do every day, from using the Internet to school activities and talking with friends. Your opinions are very important to us. And there are no right answers or wrong answers. Everything you say is completely confidential: we will not use your name in any way and we will not share your answers with anyone, including your parents. [IF NECESSARY: We have talked to one of your parents on (INSERT PARENT INTERVIEW DATE) and they have given us permission to talk to you.]

Here's my first question...

K1a Do you use the internet, at least occasionally, for example on either a computer or a cell phone?

K1b Do you send or receive email, at least occasionally?¹¹

| | USES INTERNET | DOES NOT USE INTERNET |
|---------------|---------------|-----------------------|
| Current Teens | 95 | 5 |
| Sept 2009 | 93 | 7 |
| Feb 2008 | 93 | 7 |
| Nov 2007 | 94 | 6 |
| Nov 2006 | 93 | 7 |
| Nov 2004 | 87 | 13 |

K2 Overall, how often do you use the internet — several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, or less often?¹²

Based on teen internet users

| | (NET) DAILY | SEVERAL TIMES A DAY | ABOUT ONCE A DAY | (NET) WEEKLY | 3-5 DAYS A WEEK | 1-2 DAYS A WEEK | (NET) LESS OFTEN | EVERY FEW WEEKS | LESS OFTEN | DK | REF |
|-----------------------|----------------|---------------------------|------------------------|-----------------|-----------------------|-----------------------|------------------------|-----------------------|---------------|----|-----|
| Current Teens [N=770] | 70 | 46 | 24 | 24 | 15 | 9 | 6 | 2 | 4 | * | * |
| Sept 2009 [N=746] | 63 | 36 | 27 | 26 | 14 | 12 | 11 | 7 | 4 | 1 | 0 |
| Feb 2008 [N=1,033] | 62 | 35 | 27 | 29 | 18 | 11 | 9 | 4 | 5 | 1 | -- |
| Nov 2007 [N=664] | 63 | 35 | 28 | 26 | 15 | 11 | 10 | 5 | 5 | 1 | -- |
| Nov 2006 [N=886] | 61 | 34 | 27 | 28 | 17 | 11 | 10 | 5 | 5 | * | -- |
| Nov 2004 [N=971] | 51 | 24 | 27 | 35 | 21 | 13 | 14 | 8 | 6 | * | -- |
| Dec 2000 [N=754] | 42 | n/a | n/a | 45 | n/a | n/a | 13 | n/a | n/a | * | -- |

¹¹ Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" Trend question from Nov 2006 thru Sept 2009 was "Do you use the internet, at least occasionally? / Do you send or receive email, at least occasionally?"

¹² Trend question prior to 2006 was "Overall, how often do you go online?"

K3 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have...[INSERT IN ORDER]?

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| [a. held for later release] | | | | |
| | | | | |
| b. A desktop or laptop computer ¹³ | | | | |
| Current Teens | 74 | 26 | 0 | 0 |
| September 2009 | 69 | 31 | 0 | 0 |
| February 2008 | 60 | 40 | 0 | -- |
| November 2007 | 59 | 41 | 0 | -- |
| November 2006 | 79 | 21 | 0 | -- |
| November 2004 | 75 | 24 | 1 | -- |

[held]

¹³ In November 2004 and November 2006, "desktop computer" and "laptop computer" were asked as separate items. Results shown here have been recalculated to combine the two items.

[held]

K3b_1 Is there a computer that you can use at home?

Based on teens who do not have a computer [N=175]

| | <u>CURRENT TEENS</u> | |
|---|--------------------------|------------|
| % | 63 | Yes |
| | 37 | No |
| | 0 | Don't know |
| | 0 | Refused |

[held]

- K5** We're interested in the kinds of things you do when you use the internet. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...[INSERT; RANDOMIZE]?¹⁴

| | YES | NO | (VOL.) CAN'T DO THAT / DON'T KNOW HOW | DON'T KNOW | REFUSED |
|--|-----|----|---|---------------|---------|
| <i>Items A thru E: Based on teen internet users</i> | | | | | |
| a. Use an online social networking site like MySpace or Facebook | | | | | |
| Current Teens [N=770] | 80 | 20 | 0 | * | 0 |
| September 2009 [N=746] | 73 | 27 | n/a | 0 | 0 |
| February 2008 [N=1,033] | 65 | 35 | n/a | 0 | 0 |
| November 2007 ¹⁵ [N=664] | 60 | 40 | n/a | 0 | 0 |
| November 2006 ¹⁶ [N=886] | 55 | 45 | n/a | 0 | 0 |
| b. Use Twitter | | | | | |
| Current Teens | 16 | 84 | 0 | 0 | 0 |
| September 2009 | 8 | 91 | n/a | 1 | 0 |

[c-f held for later release]

¹⁴ In 2004 & 2000 trends, question wording was "We're interested in the kinds of things you do when you go online. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...?" In November 2007, question was "As I read the following list of items, please tell me if you, personally, happen to have each one, or not. Do you have...?"

¹⁵ In November 2007, teens were asked whether they personally had an SNS profile, rather than if they ever use an SNS site. Item wording was "A profile on a social networking website like MySpace or Facebook." Item was asked of Total Teens. Results shown here are for teen internet users only.

¹⁶ In November 2006, teens were asked whether they personally had ever created an SNS profile, rather than if they ever use an SNS site. Question wording was "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"

K6 Do you ever play video games, on a computer, or on a game console or a portable device like a cell phone?¹⁷

| | CURRENT TEENS | | FEBRUARY 2008 |
|---|------------------|------------|------------------|
| % | 85 | Yes | 96 |
| | 15 | No | 4 |
| | 0 | Don't know | 0 |
| | 0 | Refused | 0 |

[held]

There is no K8.

[held]

Now, on another subject...

K10 On which social networking site or sites do you have an account?

Based on teen SNS or Twitter users [N=623]

| | CURRENT TEENS | |
|---|------------------|---|
| % | 93 | Facebook |
| | 24 | MySpace |
| | 12 | Twitter |
| | 7 | Yahoo-unspecified |
| | 6 | Youtube |
| | 2 | Skype |
| | 2 | My yearbook |
| | 2 | Tumblr |
| | 1 | Google Buzz |
| | 0 | Flickr |
| | 0 | UStream |
| | 8 | Other (SPECIFY) |
| | 1 | Don't have my own profile on a social networking site |
| | 1 | Don't know |
| | 0 | Refused |

Note: Total may exceed 100% due to multiple responses.

¹⁷ In February 2008, teens were asked if they played games on various devices: "Do you use (A game console like an Xbox, a Playstation or a Wii / A portable gaming device like P-S-P, D-S or Gameboy / A desktop or laptop computer / A cell phone or handheld organizer) to play games?" Results shown here reflect combined responses for those four separate items.

K11 We'd like to know some of the specific ways you use social networking sites. Do you ever... [INSERT; RANDOMIZE]?¹⁸

Based on teen SNS or Twitter users

| | YES | NO | (VOL) CAN'T DO THIS ON MY SNS/CELL | DON'T KNOW | REFUSED |
|--|-----|----|--|---------------|---------|
| a. Post comments to something a friend has posted | | | | | |
| Current Teens [N=623] | 87 | 13 | 0 | 0 | 0 |
| b. Send private messages to a friend within the social networking site ¹⁹ | | | | | |
| Current Teens | 76 | 24 | 0 | * | 0 |
| September 2009 | 66 | 34 | 0 | * | 0 |
| November 2007 | 71 | 28 | 0 | 1 | -- |
| November 2006 | 82 | 18 | * | * | -- |
| c. Send instant messages to or chat with a friend through the social networking site ²⁰ | | | | | |
| Current Teens | 88 | 12 | * | * | * |
| September 2009 | 58 | 42 | * | * | 0 |
| November 2007 | 54 | 45 | 0 | 1 | -- |
| d. Tag people in posts, photos or videos | | | | | |
| Current Teens | 69 | 31 | 0 | * | 0 |
| e. Post a status update | | | | | |
| Current Teens | 86 | 14 | 0 | * | 0 |
| f. Post a photo or video | | | | | |
| Current Teens | 80 | 20 | 0 | 0 | 0 |
| g. Play a game on a social networking site | | | | | |
| Current Teens | 50 | 50 | 0 | 0 | 0 |

¹⁸ Trends are based on teen SNS users. September 2009 question wording was slightly different: "We'd like to know the specific ways you communicate with your friends using social networking sites. Do you ever...[INSERT ITEM]?"

¹⁹ Nov 2007 and Nov 2006 item wording was "Send private messages to a friend within the social networking system"

²⁰ November 2007 item wording was "Send IMs or text messages to a friend through the social networking system." September 2009 trend item wording was "Send I-Ms or text messages to a friend through the social networking site"

K12 About how often do you visit social networking sites? [READ 1-6]²¹

Based on teen SNS or Twitter users

| | CURRENT TEENS | | NOV 2006 |
|---|------------------|--------------------------|----------|
| % | 40 | Several times a day | 22 |
| | 24 | About once a day | 26 |
| | 13 | 3 to 5 days a week | 17 |
| | 12 | 1 to 2 days a week | 15 |
| | 6 | Every few weeks | 9 |
| | 5 | Less often | 11 |
| | 0 | (DO NOT READ) Don't know | * |
| | * | (DO NOT READ) Refused | -- |
| | [n=623] | | [n=493] |

K13 Thinking about the profile you use most often... Is your profile set to public so that everyone can see it... is it partially private, so that friends of friends or your networks can see it... or is it private, so that only your friends can see?

Based on teen SNS or Twitter users [N=623]

| | CURRENT TEENS | |
|---|------------------|------------------------|
| % | 17 | Public |
| | 19 | Partially private |
| | 62 | Private (friends only) |
| | 2 | Don't know |
| | * | Refused |

K13b On your private profile, do you limit what certain friends can and cannot see, or can all your friends see the same thing?

Based on teen SNS or Twitter users whose SNS profile is at least partially private [N=514]

| | CURRENT TEENS | |
|---|------------------|------------------------------------|
| % | 15 | Limit what certain friends can see |
| | 84 | All friends see the same thing |
| | 1 | Don't know |
| | * | Refused |

²¹ Nov 2006 trends was based on teen SNS users

K14 Have you ever decided not to post something online because you were concerned that it might reflect badly on you in the future?

Based on teen internet users [N=770]

| | CURRENT TEENS | |
|---|------------------|------------|
| % | 55 | Yes |
| | 44 | No |
| | 1 | Don't know |
| | * | Refused |

[READ TO TEEN SNS OR TWITTER USERS:] Now I have some questions about how people act on social networking sites...

KDIG1 Overall, in your experience, are people your age mostly KIND or mostly UNKIND to one another on social networking sites?

Based on teen SNS or Twitter users [N=623]

| | CURRENT TEENS | |
|---|------------------|--------------------------|
| % | 69 | People are mostly kind |
| | 20 | People are mostly unkind |
| | 11 | Depends (VOL.) |
| | 1 | Don't know |
| | * | Refused |

KDIG2 When you're on a social networking site, how often do you see people being mean or cruel... frequently, sometimes, only once in a while or never?

Based on teen SNS or Twitter users [N=623]

| | CURRENT TEENS | |
|---|------------------|----------------------|
| % | 12 | Frequently |
| | 29 | Sometimes |
| | 47 | Only once in a while |
| | 11 | Never |
| | 1 | Don't know |
| | 0 | Refused |

KDIG3 In the past 12 months when you have been on a social networking site, has anyone been mean or cruel to you?

Based on teen SNS or Twitter users [N=623]

| | CURRENT TEENS | |
|---|------------------|------------|
| % | 15 | Yes |
| | 85 | No |
| | 0 | Don't know |
| | 0 | Refused |

KDIG4 When people act mean or cruel on social networking sites, how often have you seen other people [INSERT ITEMS IN ORDER]... frequently, sometimes, only once in a while or never?

Based on teen SNS or Twitter users who have seen others being mean or cruel on SNS [N=551]

| | FRE- QUENTLY | SOME- TIMES | ONCE IN A WHILE | NEVER | DON'T KNOW | REFUSED |
|--|-----------------|----------------|--------------------|-------|---------------|---------|
| a. Tell the person to stop being mean or cruel | 20 | 29 | 34 | 16 | 1 | 0 |
| b. Defend the victim who is being harassed | 27 | 29 | 28 | 16 | * | 0 |
| c. Join in the harassment | 19 | 23 | 24 | 33 | * | 0 |
| d. Just ignore what is going on | 55 | 29 | 11 | 5 | * | 0 |

KDIG5 And how about you? How often have you [INSERT IN ORDER]... frequently, sometimes, only once in a while or never?

Based on teen SNS or Twitter users who have seen others being mean or cruel on SNS [N=551]

| | FRE- QUENTLY | SOME- TIMES | ONCE IN A WHILE | NEVER | DON'T KNOW | REFUSED |
|--|-----------------|----------------|--------------------|-------|---------------|---------|
| a. Told the person to stop being mean or cruel | 20 | 41 | 18 | 21 | * | * |
| b. Defended the victim who is being harassed | 25 | 36 | 19 | 19 | 1 | 0 |
| c. Joined in the harassment | 2 | 7 | 12 | 79 | * | 0 |
| d. Just ignored what is going on | 35 | 39 | 17 | 9 | 1 | 0 |

KDIG6 When you've seen or experienced someone being cruel or mean online, have you ever looked for or asked someone for advice about what to do?

Based on teen SNS or Twitter users who have seen others being mean or cruel on SNS [N=551]

| | CURRENT TEENS | |
|---|------------------|------------|
| % | 36 | Yes |
| | 64 | No |
| | 0 | Don't know |
| | 0 | Refused |

KDIG7 Who or what did you turn to for advice? Was it a friend, a brother or sister, a parent, a teacher, a website, or someone or something else?

Based on teen SNS or Twitter users who sought advice after seeing others being mean or cruel on SNS
[N=203]

| | CURRENT TEENS | |
|---|------------------|-------------------------------------|
| % | 53 | Friend or peer |
| | 5 | Brother, sister or cousin |
| | 36 | Parent |
| | 3 | Teacher |
| | * | Website |
| | 1 | Someone or something else (SPECIFY) |
| | 2 | Don't know |
| | 0 | Refused |

KDIG7b Would you say the advice you got was helpful... or not helpful... or did it not make any difference?

Based on teen SNS or Twitter users who sought advice after seeing others being mean or cruel on SNS
[N=203]

| | CURRENT TEENS | |
|---|------------------|---|
| % | 92 | Yes, advice was helpful |
| | 0 | No, advice was not helpful |
| | 6 | Made no difference |
| | 2 | Looked/Asked for advice but didn't find/receive it (VOL.) |
| | 0 | Don't know |
| | 0 | Refused |

KDIG8 Have you, personally, ever had an experience on a social networking site that [INSERT; RANDOMIZE]?

Based on teen SNS or Twitter users [N=623]

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. Resulted in a face to face argument or confrontation with someone | 25 | 74 | 1 | 0 |
| b. Caused a problem with your parents | 13 | 87 | * | 0 |
| c. Resulted in a physical fight with someone else | 8 | 92 | 0 | 0 |
| d. Ended your friendship with someone | 22 | 77 | * | 0 |
| e. Made you feel closer to another person | 58 | 41 | * | 0 |
| f. Made you feel nervous about going to school the next day | 13 | 87 | 0 | 0 |
| g. Got you in trouble at school | 6 | 94 | 0 | 0 |
| h. Made you feel good about yourself | 65 | 34 | 1 | * |

K15 Who or what has been the BIGGEST influence on what you think is appropriate or inappropriate when you are using a cell phone or going online? Was it a parent, a brother or sister, friends, a classmate, someone or something else, or has no one influenced you?

Based on teen internet users or teen cell phone users [N=778]

| | CURRENT TEENS | |
|---|---------------|----------------------------------|
| % | 58 | Parent |
| | 11 | Brother or sister |
| | 18 | Friends |
| | 1 | A classmate |
| | 5 | Someone/Something else (SPECIFY) |
| | 18 | No one |
| | 1 | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

KCOMBO Have your parents ever talked with you about [INSERT; RANDOMIZE]?

Based on teen internet users or teen cell phone users [N=778]

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|---------------|---------|
| a. Ways to use the internet and cell phones safely | 85 | 15 | * | * |
| b. Ways to behave towards other people online or on the phone | 83 | 17 | 0 | 0 |
| c. What you do on the internet or your cell phone | 82 | 17 | 1 | * |
| d. What kinds of things should and should not be shared online or on a cell phone | 88 | 12 | * | * |

K16 As far as you know, have your parents ever done any of the following things? Have they ever [INSERT ITEMS IN ORDER]?

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|---------------|---------|
| <i>Items A & B: Based on teen internet users</i> | | | | |
| a. Used parental controls or other means of blocking, filtering or monitoring your online activities | | | | |
| Current Teens [N=770] | 39 | 57 | 4 | * |
| b. Checked which websites you visited ²² | | | | |
| Current Teens | 51 | 44 | 6 | 0 |
| November 2006 [N=811] | 41 | 49 | 10 | -- |
| November 2004 [N=868] | 33 | 59 | 7 | -- |
| December 2000 [N=680] | 27 | 64 | 10 | -- |
| <i>Item C: Based on teen SNS or Twitter users</i> | | | | |
| c. Checked your profile on a social networking site | | | | |
| Current Teens [N=623] | 61 | 38 | 1 | * |
| <i>Item D: Based on teen cell phone users</i> | | | | |
| d. Used parental controls to restrict your use of your cell phone | | | | |
| Current Teens [N=642] | 19 | 79 | 2 | 0 |

²² Through November 2006, trends were standalone questions with the following question wording: "After you go online, do your parents ever check to see what web sites you went to, or don't they ever do that?" Trends are based on teens who use the internet from home.

- K17** Have you EVER received advice about how to use the internet and cell phones responsibly and safely from any of these people or places? What about from...[INSERT; ASK a-d FIRST IN ORDER, then RANDOMIZE e-j, ASK k ALWAYS LAST]?

Based on teen internet users or teen cell phone users [N=778]

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. Your parents | 86 | 14 | * | 0 |
| b. A brother, sister, or cousin | 46 | 53 | * | 0 |
| c. An older relative like an aunt, uncle or grandparent | 45 | 55 | 0 | 0 |
| d. A friend or school mate | 45 | 55 | * | 0 |
| e. A teacher or another adult at school | 70 | 30 | 0 | 0 |
| f. A youth or church group leader or coach | 40 | 60 | * | 0 |
| g. A librarian | 18 | 82 | * | 0 |
| h. Websites | 34 | 66 | * | * |
| i. Television, radio, newspapers or magazines | 54 | 45 | 1 | 0 |
| j. A company that provides your internet or cell phone service | 21 | 78 | * | 0 |
| k. Someone or somewhere else (SPECIFY) | 10 | 87 | 3 | * |

- K18** Have you ever said you were older than you are so you could get onto a web site or sign up for an online account, such as for email or a social networking site?²³

Based on teen internet users

| | CURRENT TEENS | | DEC 2000 |
|---|---------------|------------|----------|
| % | 44 | Yes | 15 |
| | 56 | No | 85 |
| | * | Don't know | * |
| | 0 | Refused | -- |
| | [n=770] | | [n=754] |

- K19** Have you ever shared one of your passwords with a friend or a boyfriend or girlfriend?

Based on teen internet users [N=770]

| | CURRENT TEENS | |
|---|---------------|------------|
| % | 30 | Yes |
| | 70 | No |
| | * | Don't know |
| | 0 | Refused |

²³ Dec 2000 question wording was slightly different: "Have you ever said you were older than you are so you could get onto a web site?"

K20 In the past 12 months, have you been bullied [INSERT ITEMS IN ORDER]?

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. In person | 12 | 87 | * | 0 |
| b. By phone call – that is, on a landline or cell | 7 | 92 | * | * |
| c. By text message | 9 | 91 | 0 | 0 |
| d. Online [such as through email, a social networking site or instant messaging] | 8 | 92 | 0 | 0 |

K21 Have you ever experienced or done any of the following? Have you ever [INSERT ITEMS IN ORDER]?

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| a. Sent a sexually suggestive nude or nearly nude photo or video of yourself to someone else ²⁴ | | | | |
| Current Total Teens | 2 | 97 | 1 | * |
| Current Teen cell phone users [N=642] | 3 | 96 | 1 | 1 |
| September 2009 | 4 | 95 | 0 | 1 |
| b. Received a sexually suggestive nude or nearly nude photo or video of someone else you know ²⁵ | | | | |
| Current Total Teens | 16 | 84 | * | * |
| Current Teen cell phone users | 18 | 82 | * | * |
| September 2009 | 15 | 85 | 0 | * |

Those are all the questions I have for you. Thank you very much for your time. This survey is sponsored by a non-profit research organization called the Pew Research Center's Internet and American Life Project. [IF NEEDED: A report on this survey will be issued by the Pew Internet project in a few months and you will be able to find the results at its web site, which is www.pewinternet.org.]

²⁴ September 2009 item wording was "Sent a sexually suggestive nude or nearly nude photo or video of yourself to someone else using your cell phone". Item was asked only of teen cell phone users [N=625].

²⁵ September 2009 item wording was "Received a sexually suggestive nude or nearly nude photo or video of someone else you know on your cell phone". Item was asked only of teen cell phone users [N=625].

Methodology

2011 Teens and Digital Citizenship Survey

Prepared by Princeton Survey Research Associates International
for the Pew Research Center's Internet and American Life Project

July 2011

SUMMARY

The 2011 Teens and Digital Citizenship Survey sponsored by the Pew Research Center's Internet and American Life Project obtained telephone interviews with a nationally representative sample of 799 teens aged 12 to 17 years-old and their parents living in the continental United States. The survey was conducted by Princeton Survey Research Associates International. The interviews were done in English and Spanish by Princeton Data Source, LLC from April 19 to July 14, 2011. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 4.8 percentage points.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all teens and their parents in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Both samples were disproportionately stratified to increase the incidence of African Americans and Latinos. The same stratification scheme was used for both sample frames and was based on the estimated incidence of minority groups at the county level. All counties in the continental United States were divided into ten strata based on the estimated proportion of African American and Latino populations. Strata with higher minority densities were oversampled relative to strata with lower densities. Phone numbers were drawn with equal probabilities within strata. The disproportionate sample design was accounted for in the weighting.

Contact Procedures

Interviews were conducted from April 19 to July 14, 2011. As many as 7 attempts were made to contact and interview a parent at every sampled telephone number. After the parent interview, an additional 7 calls were made to interview an eligible teen. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each telephone number received at least one daytime call in an attempt to complete an interview.

Contact procedures were slightly different for the landline and cell samples. For the landline sample, interviewers first determined if the household had any 12 to 17 year-old residents. Households with no teens were screened-out as ineligible. In eligible households, interviewers first conducted a short parent interview with either the father/male guardian or mother/female guardian. The short parent interview asked some basic household demographic questions as well as questions about a particular teen in the household (selected at random if more than one teen lived in the house.)

For the cell phone sample, interviews first made sure that respondents were in a safe place to talk and that they were speaking with an adult. Calls made to minors were screened-out as ineligible. If the person was not in a safe place to talk a callback was scheduled. Interviewers then asked if any 12 to 17 year-olds lived in their household. Cases where no teens lived in the household were screened-out as ineligible. If there was an age-eligible teen in the household, the interviewers asked if the person on the cell phone was a parent of the child. Those who were parents went on to complete the parent interview. Those who were not parents were screened-out as ineligible.

For both samples, after the parent interview was complete an interview was completed with the target child. Data was kept only if the child interview was completed.²⁶

²⁶ At the start of the field period, we used a modified screener that allowed us to complete a teen interview prior to a parent interview. After a few weeks in the field, it became clear that completing the teen interview first was not productive. Therefore the screener was modified to the one described here where a parent was always interviewed first.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for patterns of nonresponse and disproportionate sample designs that might bias survey estimates. This sample was weighted in three stages. The first stage of weighting corrected for the disproportionate RDD sample designs. For each stratum the variable SAMPWT was computed as the ratio of the size of the sample frame in the stratum divided by the amount of sample ordered in the stratum.

The second stage of weighting involved correcting for different probabilities of selection based on respondents' phone use patterns. Respondents who have both a landline and a cell phone have a greater chance of being sampled than respondents with access to only one kind of phone. To correct for this we computed a variable called PUA (Phone Use Adjustment). Respondents with one kind of phone (either landline or cell) were assigned a PUA of 0.5 while respondents with both types of phones were assigned a PUA of 1.0. SAMPWT and PUA were then multiplied together to use as an input weight (WEIGHT1) for post-stratification raking

The interviewed sample was raked to match national parameters for both parent and child demographics. The parent demographics used for weighting were: sex; age; education; race; Hispanic origin; number of 12-17 year olds in household; phone use and region (U.S. Census definitions). The child demographics used for weighting were gender and age. The parameters came from a special analysis of the Census Bureau's 2010 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The phone use parameter was derived from recent PSRAI survey data.

Raking was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

Table 1: Sample Demographics

| | <u>Parameter</u> | <u>Unweighted</u> | <u>Weighted</u> |
|--------------------------------|--------------------|-------------------|-----------------|
| <u>Census Region</u> | | | |
| | Northeast | 17.9 | 14.3 |
| | Midwest | 22.2 | 16.4 |
| | South | 36.4 | 41.6 |
| | West | 23.5 | 27.8 |
| <u>Parent's Sex</u> | | | |
| | Male | 43.8 | 32.0 |
| | Female | 56.2 | 68.0 |
| <u>Parent's Age</u> | | | |
| | LT 35 | 10.3 | 9.9 |
| | 35-39 | 18.6 | 15.0 |
| | 40-44 | 25 | 21.7 |
| | 45-49 | 25.5 | 25.8 |
| | 50-54 | 13.6 | 16.2 |
| | 55+ | 7.0 | 11.4 |
| <u>Parent's Education</u> | | | |
| | Less than HS grad. | 12.4 | 11.2 |
| | HS grad. | 34.3 | 21.5 |
| | Some college | 23.4 | 22.5 |
| | College grad. | 29.9 | 44.8 |
| <u>Parent's Race/Ethnicity</u> | | | |
| | White~Hispanic | 63.4 | 56.4 |
| | Black~Hispanic | 11.7 | 15.7 |
| | Hispanic | 18.1 | 21.9 |
| | Other~Hispanic | 6.8 | 6.0 |
| <u>Parent's Phone Use</u> | | | |
| | Landline only | 9.0 | 6.6 |
| | Dual Users | 62.8 | 85.2 |
| | Cell Phone only | 28.2 | 8.1 |
| <u># of 12-17 Kids in HH</u> | | | |
| | One | 70.3 | 67.5 |
| | Two | 25.0 | 27.2 |
| | Three+ | 4.7 | 5.4 |

continued...

Table 1: Sample Demographics (continued)

| <u>Kid's Sex</u> | | | |
|------------------|------|------|------|
| Male | 51.0 | 48.9 | 51.4 |
| Female | 49.0 | 51.1 | 48.6 |
| <u>Kid's Age</u> | | | |
| 12 | 16.7 | 13.9 | 16.9 |
| 13 | 16.7 | 14.3 | 16.3 |
| 14 | 16.7 | 17.8 | 16.9 |
| 15 | 16.7 | 15.9 | 16.2 |
| 16 | 16.7 | 17.6 | 16.1 |
| 17 | 16.7 | 20.5 | 17.7 |

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.95.

PSRAI calculates the composite design effect for a sample of size n , with each case having a weight, w_i as:

$$deff = \frac{n \sum_{i=1}^n w_i^2}{\left(\sum_{i=1}^n w_i \right)^2} \quad \text{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (\sqrt{deff}). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \quad \text{formula 2}$$

where \hat{p} is the sample estimate and n is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample—the one around 50%. For example, the margin of error for the entire sample is $\pm 4.8\%$. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 4.8 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 reports the disposition of all sampled callback telephone numbers ever dialed. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:²⁷

- Contact rate – the proportion of working numbers where a request for interview was made²⁸
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that agreed to the child interview and were completed

Thus the response rate for landline sample was 12 percent and the response rate for the cell sample was 7 percent.

²⁷ PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

²⁸ PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.

Table 2: Sample Disposition

| Landline | Cell | |
|----------|-------|--|
| 209894 | 98227 | T Total Numbers Dialed |
| 10139 | 1364 | OF Non-residential |
| 9484 | 151 | OF Computer/Fax |
| 118 | 0 | OF Cell phone |
| 119777 | 34759 | OF Other not working |
| 10321 | 2467 | UH Additional projected not working |
| 60055 | 59486 | Working numbers |
| 28.6% | 60.6% | Working Rate |
| 3440 | 822 | UH No Answer / Busy |
| 12565 | 26222 | UO_{NC} Voice Mail |
| 206 | 60 | UO_{NC} Other Non-Contact |
| 43844 | 32382 | Contacted numbers |
| 73.0% | 54.4% | Contact Rate |
| 3251 | 5251 | UO_R Callback |
| 29595 | 21279 | UO_R Refusal |
| 10998 | 5852 | Cooperating numbers |
| 25.1% | 18.1% | Cooperation Rate |
| 518 | 204 | IN1 Language Barrier |
| 9541 | 5389 | IN2 Child's cell phone |
| 939 | 259 | Eligible numbers |
| 8.5% | 4.4% | Eligibility Rate |
| 321 | 78 | R Break-off |
| 618 | 181 | I Completes |
| 65.8% | 69.9% | Completion Rate |
| 12.1% | 6.9% | Response Rate |

Endnotes

ⁱ Nov 2007 trends based on the "Parents and Teens Survey on Writing," conducted September 19-November 16, 2007 [n=700 parents of 12-17 year-olds, n=664 internet teens and 36 offline teens].

ⁱⁱ Nov 2006 trends based on the "Parents and Teens 2006 Survey," conducted October 23-November 19, 2006 [n=935 parents of 12-17 year-olds, n=886 internet teens and 49 offline teens].

ⁱⁱⁱ Nov 2004 trends based on the "Parents and Teens 2004 Survey," conducted October 26-November 28, 2004 [n=1,100 parents of 12-17 year-olds, n=971 online 12-17 year-olds and 129 12-17 year-olds who do not use the internet].

^{iv} Dec 2000 trends based on the "Parents, Kids and the Internet Survey," conducted November 22-December 15, 2000 [n=754 parents of online 12-17 year-olds and 754 12-17 year-olds who go online].

^v February 2008 trends based on the "Gaming & Civic Engagement Survey of Teens/Parents" conducted November 1, 2007 – February 5, 2008 [n=1,102 parents of 12-17 year-olds, n=1,033 internet teens ages 12-17 and 69 offline teens ages 12-17].