



**Pew Internet**  
Pew Internet & American Life Project

a project of the  
**Pew Research Center**

A young woman with long dark hair, wearing a maroon shirt and blue jeans, is sitting on a set of stone stairs. She is looking down at a pink flip phone in her hands with an expression of surprise or interest. A pink bag is on the stairs next to her.

# Teens 2012: Truth, Trends, and Myths About Teen Online Behavior

Kristen Purcell, Ph.D.  
Associate Director, Research  
Pew Internet Project

ACT Enrollment Planners Annual Conference  
July 11, 2012



**Pew Internet**  
Pew Internet & American Life Project

a project of the  
**PewResearchCenter**

- Part of the Pew Research Center, a nonpartisan “fact tank” based in Washington, DC
- PRC’s mission is to provide high quality, objective data to thought leaders and policymakers
- Data for this talk is from nationally representative telephone surveys of U.S. adults and teens (on landlines and cell phones)
- Presentation slides and all data are available at [pewinternet.org](http://pewinternet.org)

# The Internet: Then and Now



# Internet Use in the U.S. in 2000

**46% of US adults used the internet**

**5% had home broadband connections**

**53% owned a cell phone**

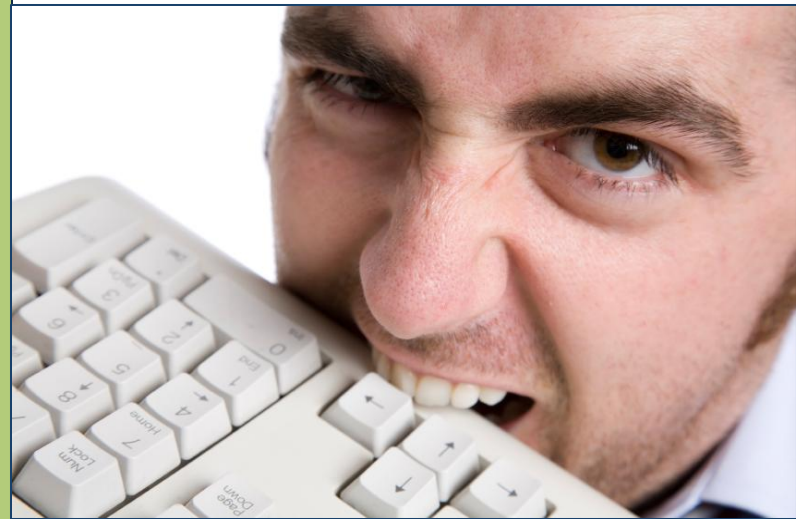
**0% connected to internet wirelessly**

**0% used social network sites**

**Information flowed mainly one way**

**Information consumption was a stationary activity**

**Slow, stationary connections built around a desktop computer**



# The Internet in 2012

**82% of US adults use the internet**

**2/3 have broadband at home**

**88% have a cell phone; 46% are smartphone users**

**19% have a tablet computer**

**19% have an e-reader**

**2/3 are wireless internet users**

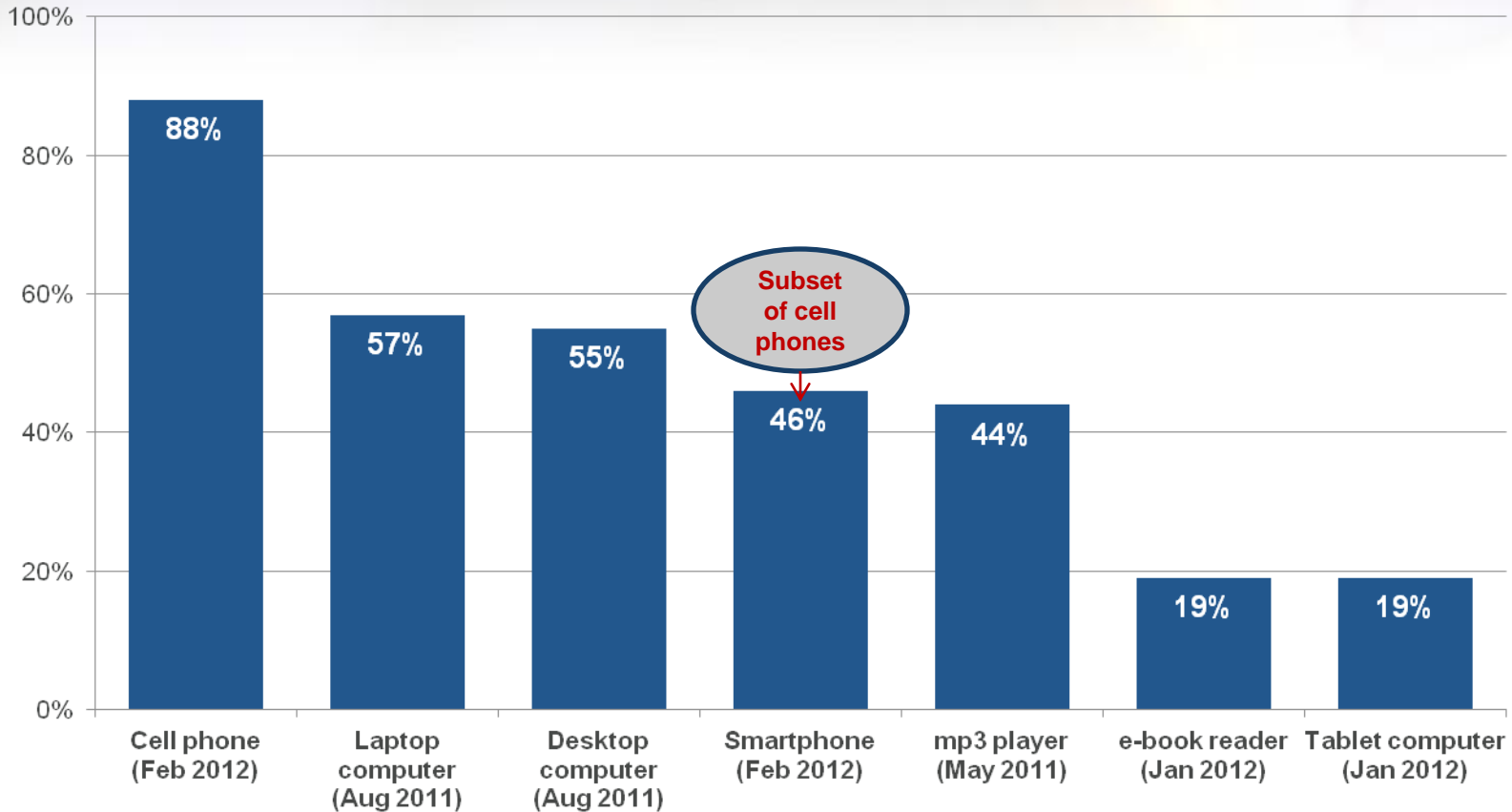
**65% of online adults use SNS**

**Mobile devices have fundamentally changed the relationship between information, time and space**



# Gadget ownership snapshot for adults age 18+

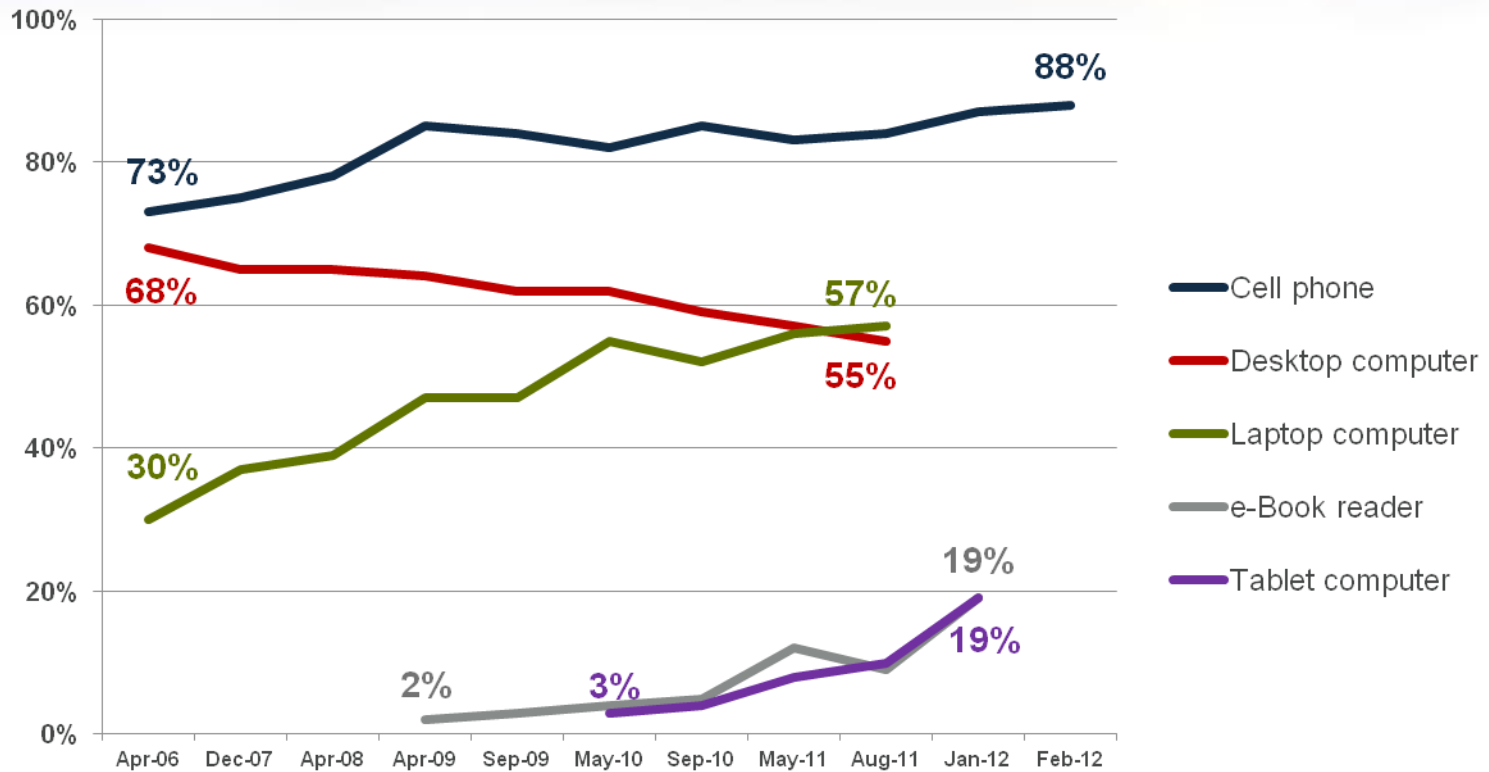
*% of American adults age 18+ who own each device*



Source: The Pew Research Center's Internet & American Life Project surveys.

# Adult gadget ownership over time (2006-2012)

*% of American adults age 18+ who own each device*



Source: Pew Internet surveys, 2006-2012

# Apps: From Superhighway to Bypass

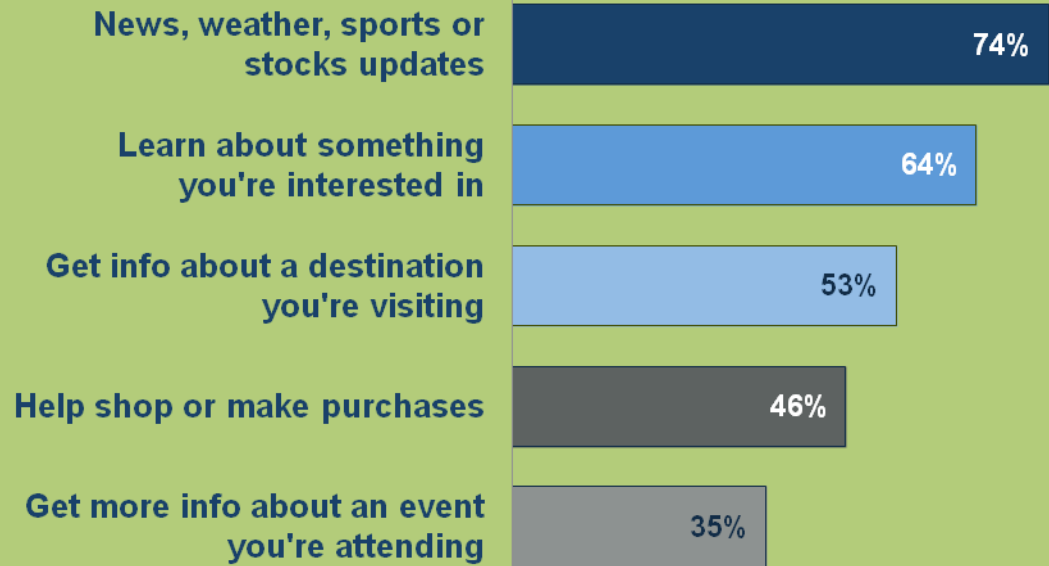
**One in three** US adults download apps to a cell phone or tablet computer



**App downloading  
is highest among  
young adults age 18-29**

## Apps provide direct connections to information

*% of app downloaders who have downloaded each type of app...*



*Based on August 2011 Pew Internet Tracking Survey*



# Tablet and E-reader Use is on the Rise



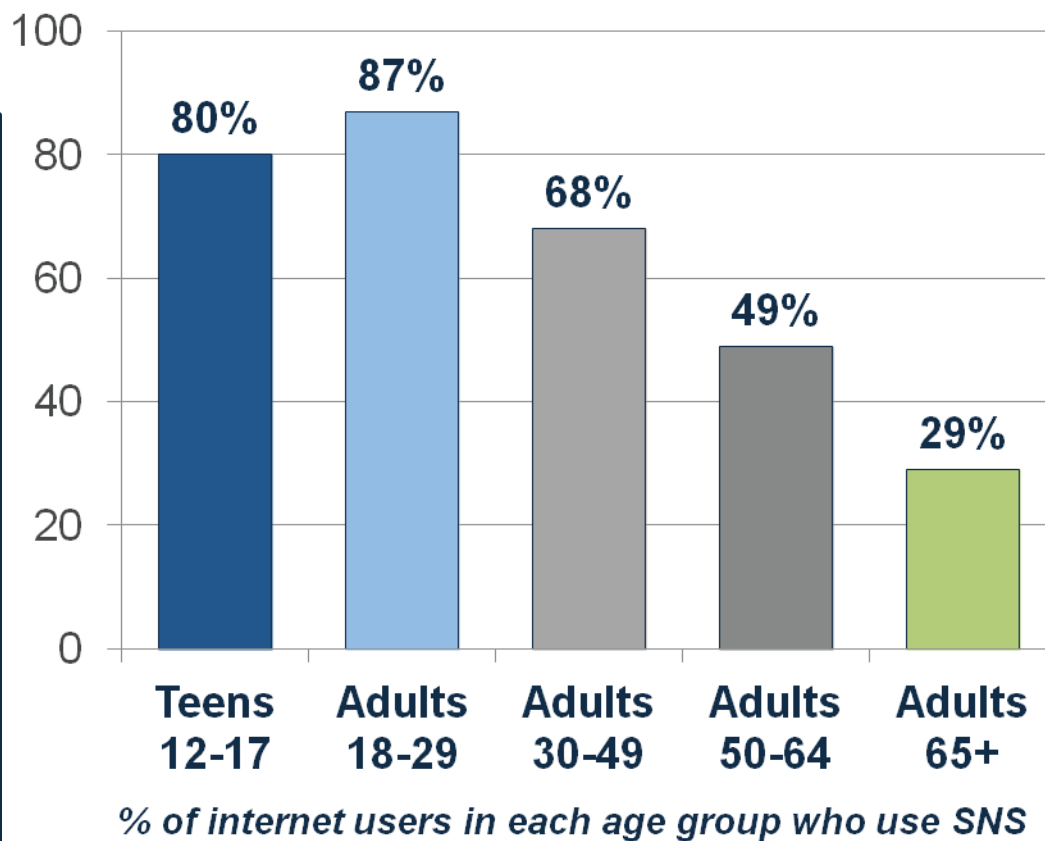
- **29% of adults own a specialized device for e-reading (either a tablet or an e-reader)**
  - 19% of adults own an e-book reader
  - 19% of adults own a tablet computer
- **E-book reader and tablet ownership are both strongly correlated with income and education, and these devices are most popular with adults under age 50**
- **Women are more likely than men to own e-readers, and parents are more likely than non-parents to own tablets**

# 65% of online adults use social networking sites

Rates of adult SNS use are consistent across gender, race/ethnicity, and income groups



## Teens and Young Adults are Most Likely to Use Social Networking Sites



# Information is Woven Into Our Lives

**Mobile is the needle, Social Networks are the thread**

## **Mobile...**

**Moves information  
with us**

**Makes information  
accessible ANYTIME  
and ANYWHERE**

**Puts information at  
our fingertips**

**Magnifies the demand  
for timely information**

**Makes information  
location-sensitive**



## **Social Networks...**

**Surround us with  
information through our  
many connections**

**Bring us information  
from multiple, varied  
sources**

**Provide instant feedback,  
meaning and context**

**Allow us to shape and  
create information  
ourselves and amplify  
others' messages**



# Teens Online: Truths, Trends, and Myths



## True or False?

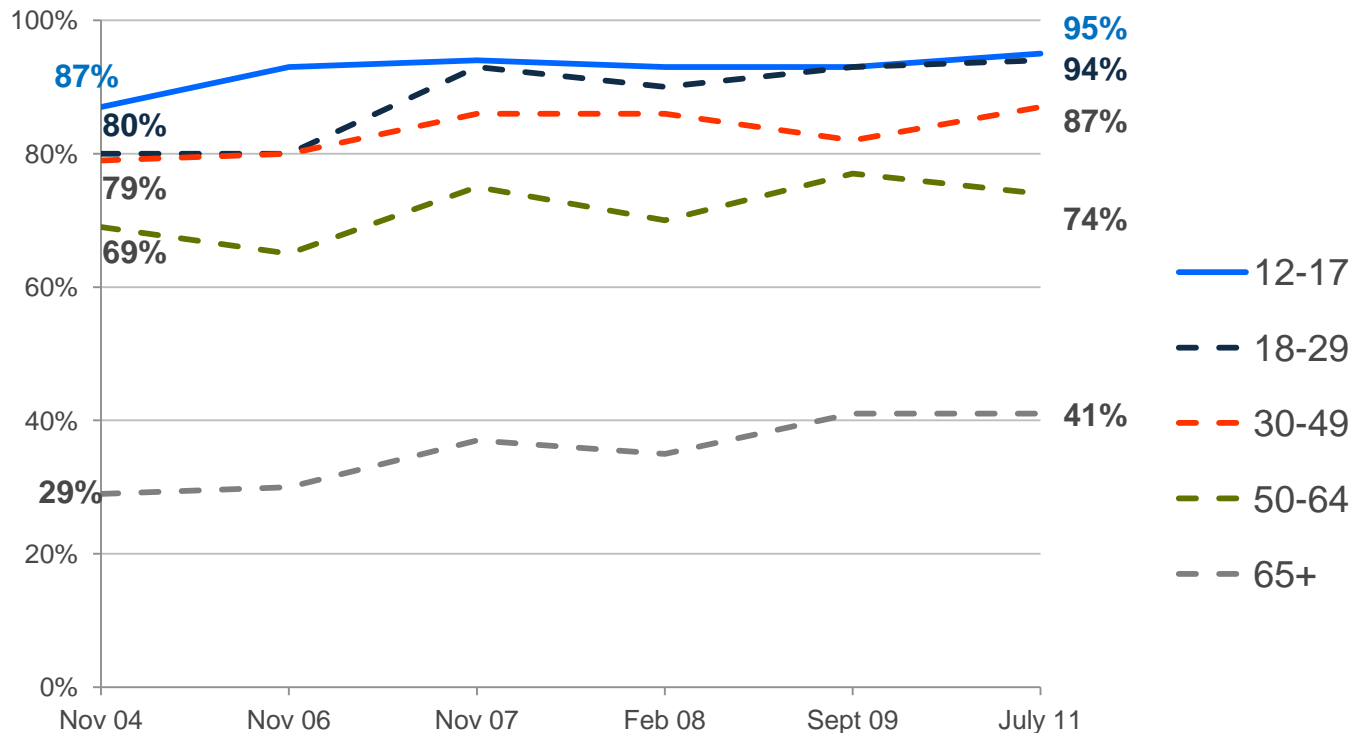
- The rate of internet use among teens is higher than it is among any other age group
- Since 2004, teens have shown the greatest increase of any age group in their overall rate of internet use



Teens (and 18-29 year-olds) have the highest rates of internet use but since 2004, there has been more growth in the percent of internet users among 18-29 year-olds and adults age 65 and older

## Internet adoption over time by teens and adults

*% within each age group who go online*



**Source:** The Pew Research Center Internet & American Life Project Teen & Parent surveys. Methodological information for each survey is available from [www.pewinternet.org](http://www.pewinternet.org)



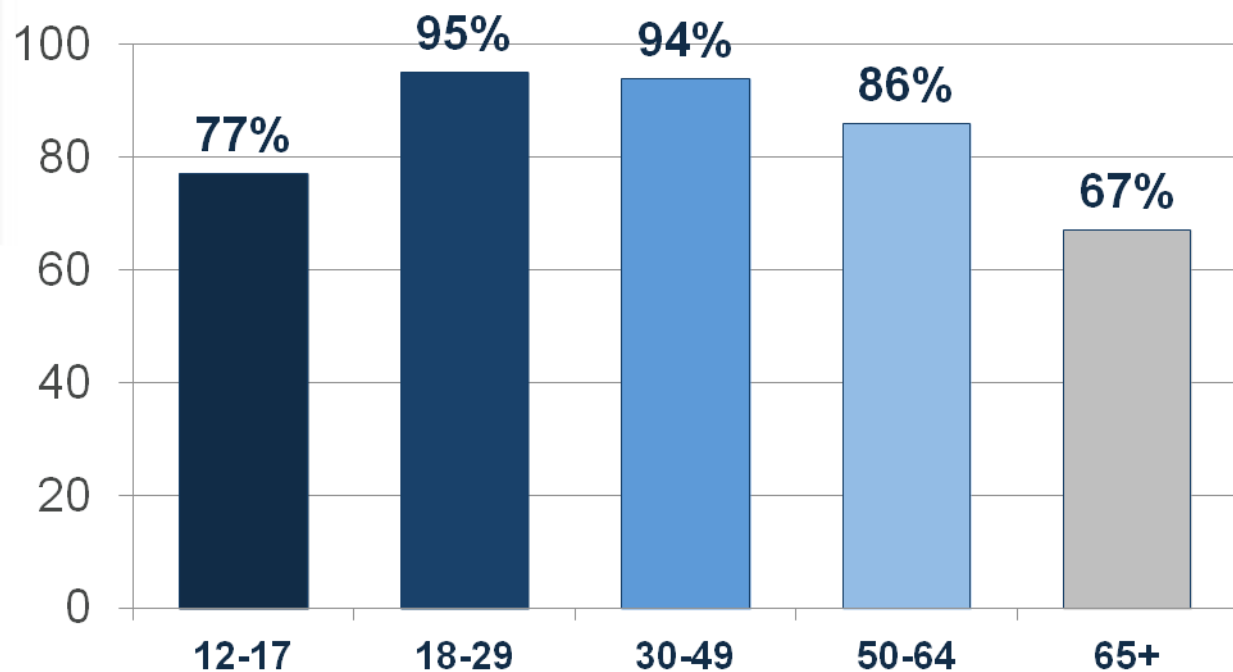
## True or False?

- **Teens have the highest rate of cell phone ownership of any age group**
- **In 2012, the majority of 12-17 year-olds have a smartphone**



# Teens are less likely than adults 18-64 to have a cell phone, and only 23% have a smartphone

% in each age group who have a cell phone



Teen data July 2011

Adult data Feb 2012

**46%** of US adults now own **SMARTPHONES**, up from 35% in Spring 2011

Highest rates among:  
18-24 year-olds (67%)  
25-34 year-olds (71%)

**23%** of teens age 12-17 have a smartphone

31% of 14-17 year-olds have a smartphone, compared with just 8% of 12-13 year-olds



# 87% of OLDER teens have cell phones, and 91% of teens from HIGH INCOME households have cell phones

Who has a cell phone? % of teens within each group who have a cell phone

All teens (n=799)	77%
Gender	
Boys (n=391)	76
Girls (n=408)	78
Age	
12-13 (n=225)	57*
14-17 (n=574)	<b>87*</b>
Race/Ethnicity	
White, non-Hispanic (n=442)	<b>81**</b>
Black, non-Hispanic (n=123)	<b>72*</b>
Hispanic (English- and Spanish-speaking) (n=172)	63
Household Income	
Less than \$30,000 (n=192)	62
\$30,000-\$49,999 (n=111)	75
\$50,000-\$74,999 (n=119)	72
\$75,000+ (n=304)	<b>91**</b>

**Note:** \* indicates statistically significant difference between rows. \*\*indicates a data point that is significantly different than all other rows in the table section.

**Source:** The Pew Research Center's Internet & American Life Project Teen/Parent Survey, April 19 – July 14, 2011. n=799 teens ages 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, on landlines and cell phones.



## True or False?

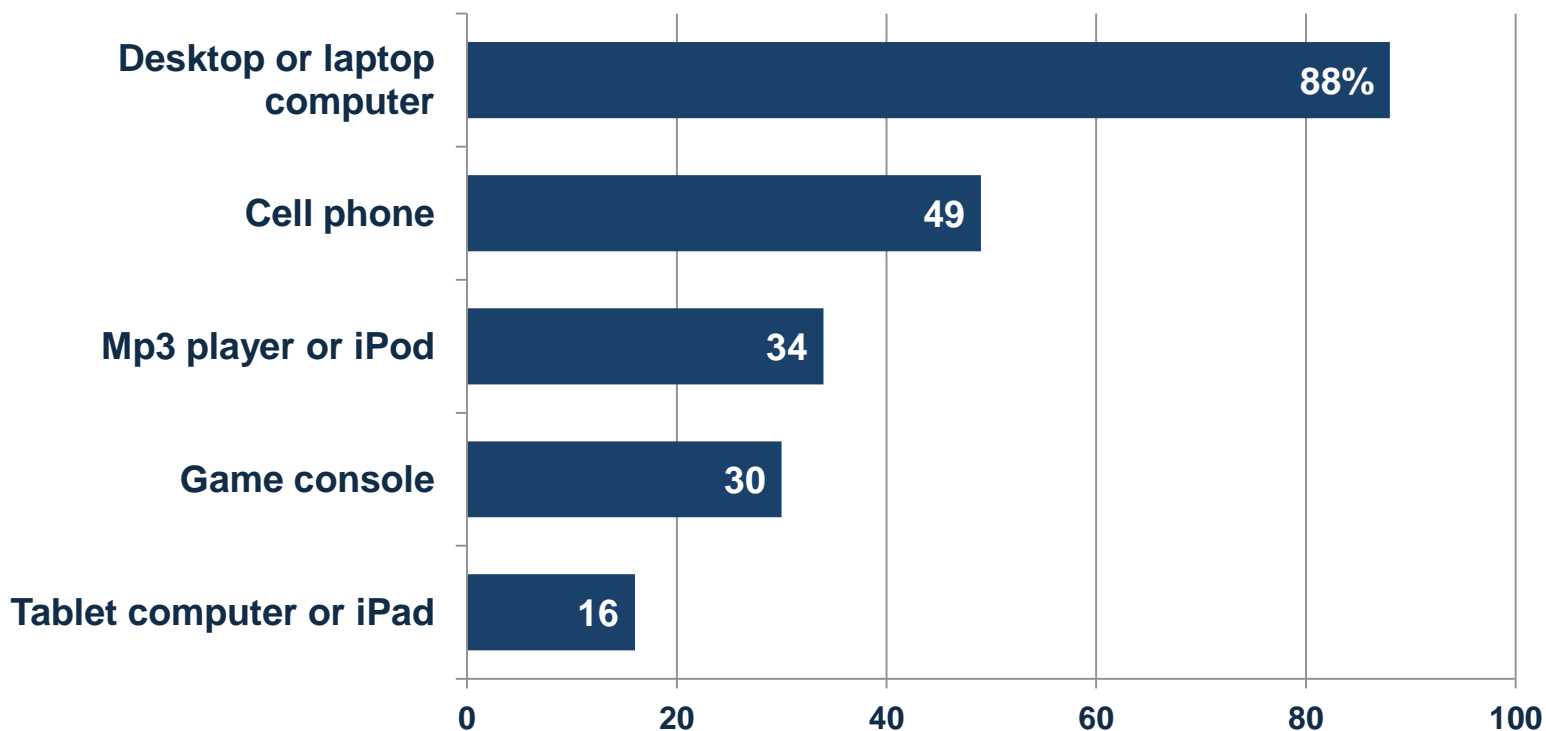
**Among teens 12-17, the most common device used to access the internet is a cell phone**



# Teens are still more likely to access the internet on a desktop/laptop computer than on any other device

In the last 30 days, have you used the internet on \_\_\_\_?

*% of teens age 12-17 who used this gadget in past 30 days to access the internet*



Source: The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone, and included an oversample of minority families.



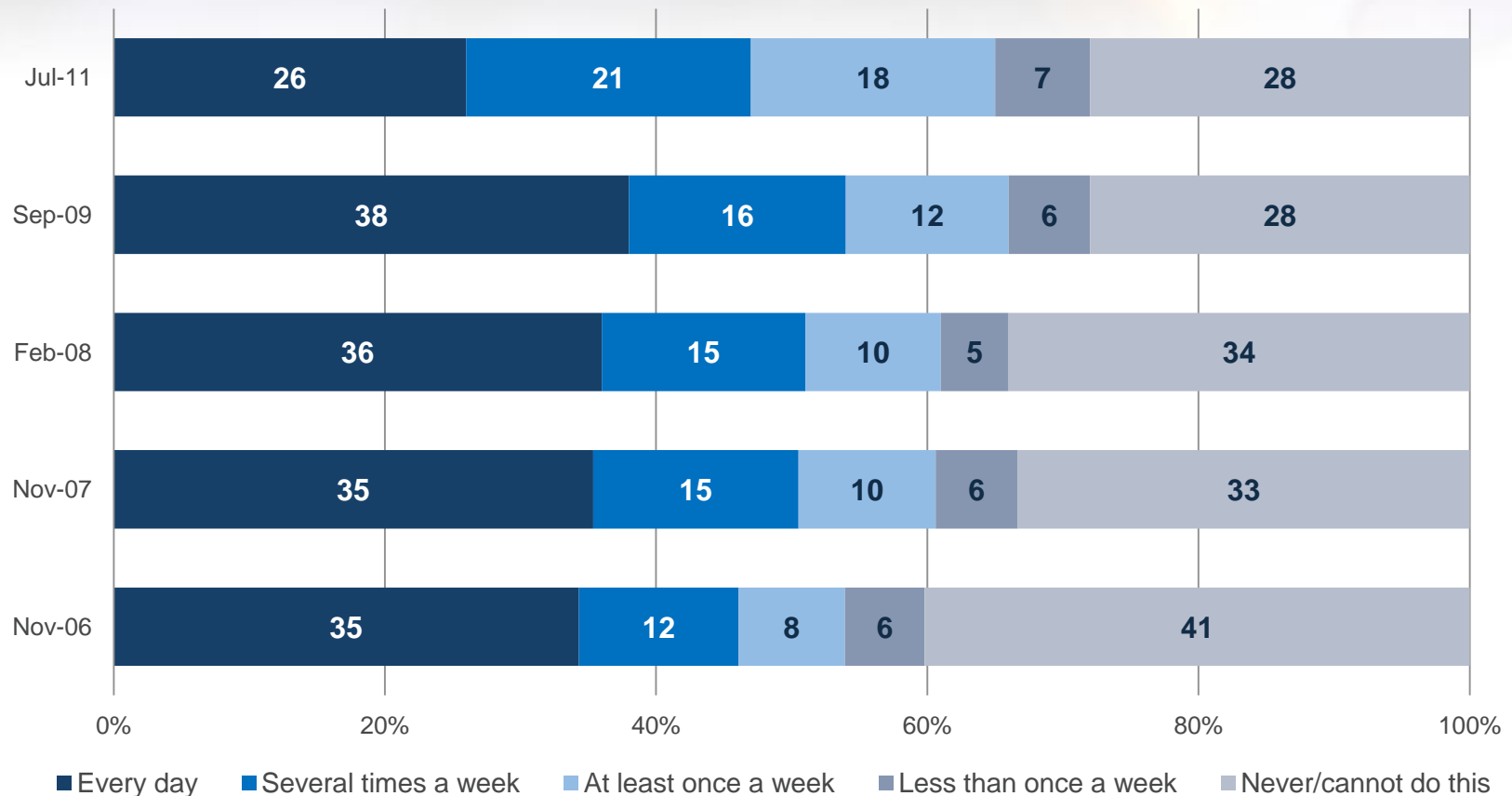
## True or False?

- Talking on the phone (even a cell phone) with friends is becoming less common among teens
- Texting is by far most teens' preferred method of communication
- The number of texts the typical teen sends each day is increasing
  - Teens do not use email



# Fewer teens are talking with their friends on cell phones every day

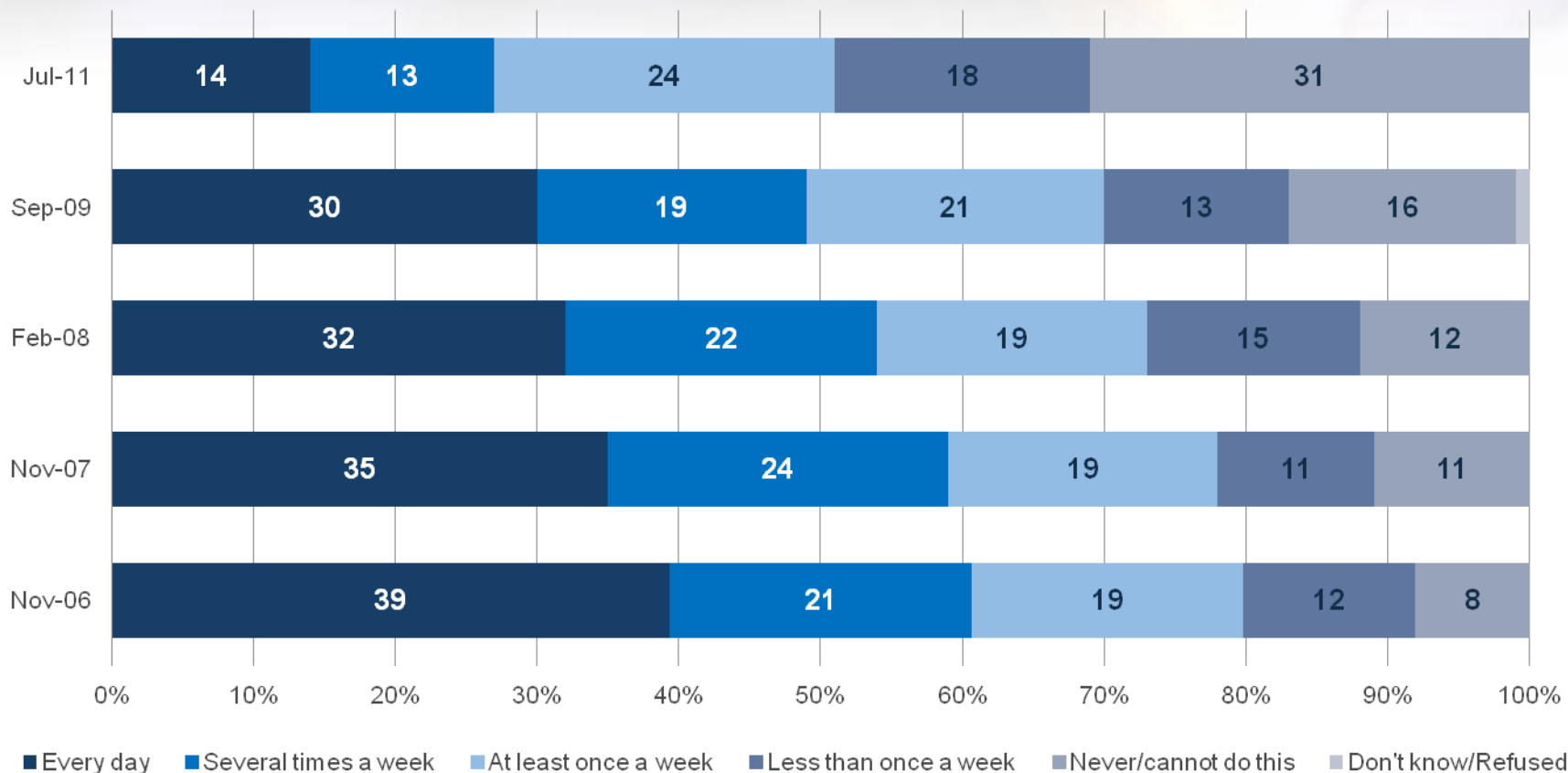
How often do you talk to friends on your cell phone? % of all teens



Source: The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Parent/Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

# Fewer teens are talking with their friends on landline phones at all, and those who do are doing it less frequently

How often do you talk to friends on a landline phone? % of all teens

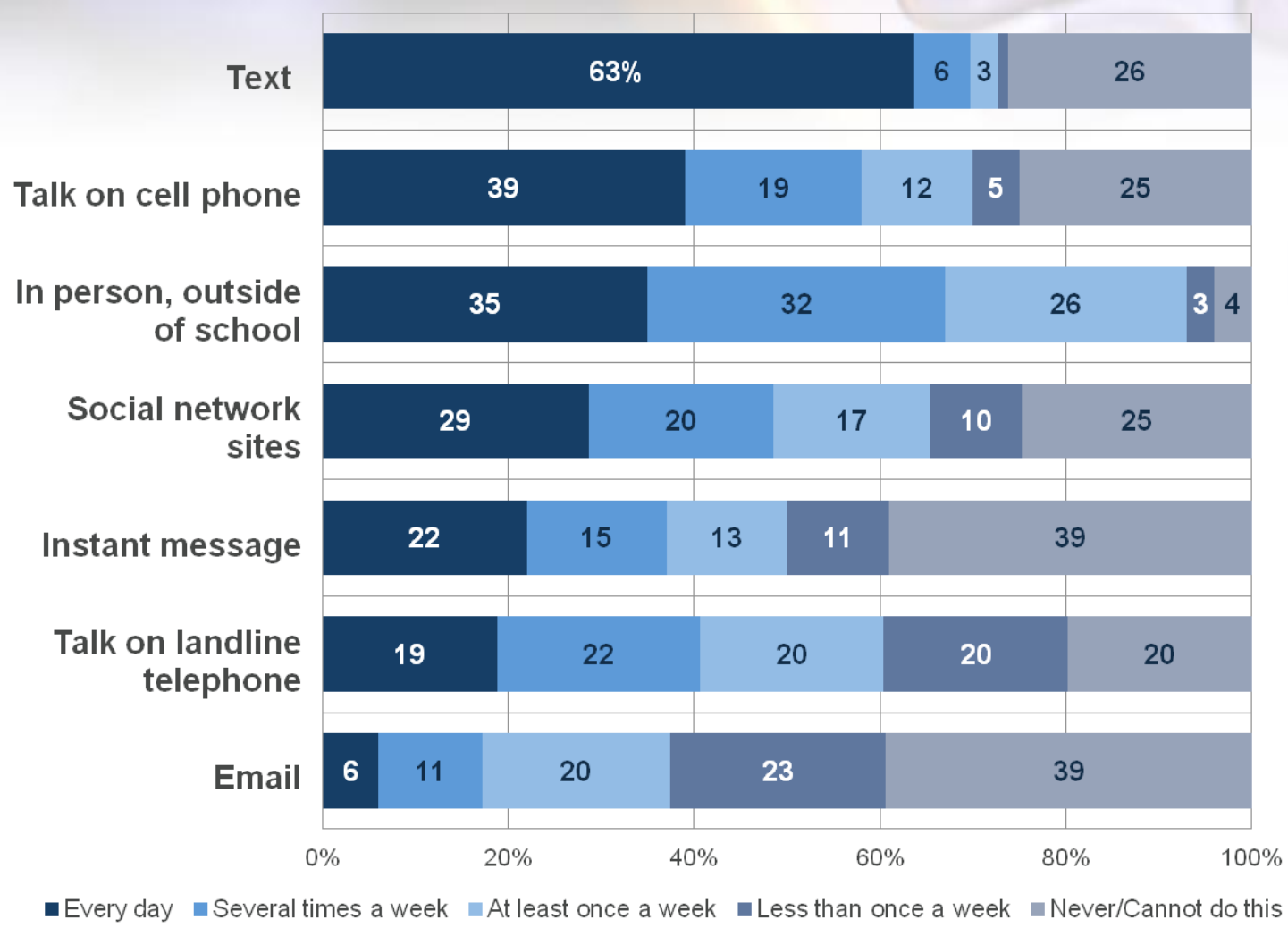


Source: The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Parent/Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

# Texting is the preferred method of communication among teens, and the number of texts sent daily is increasing

The volume of teen texting has risen from **50 texts a day** in 2009 to **60 texts a day** in 2012 for the median teen texter

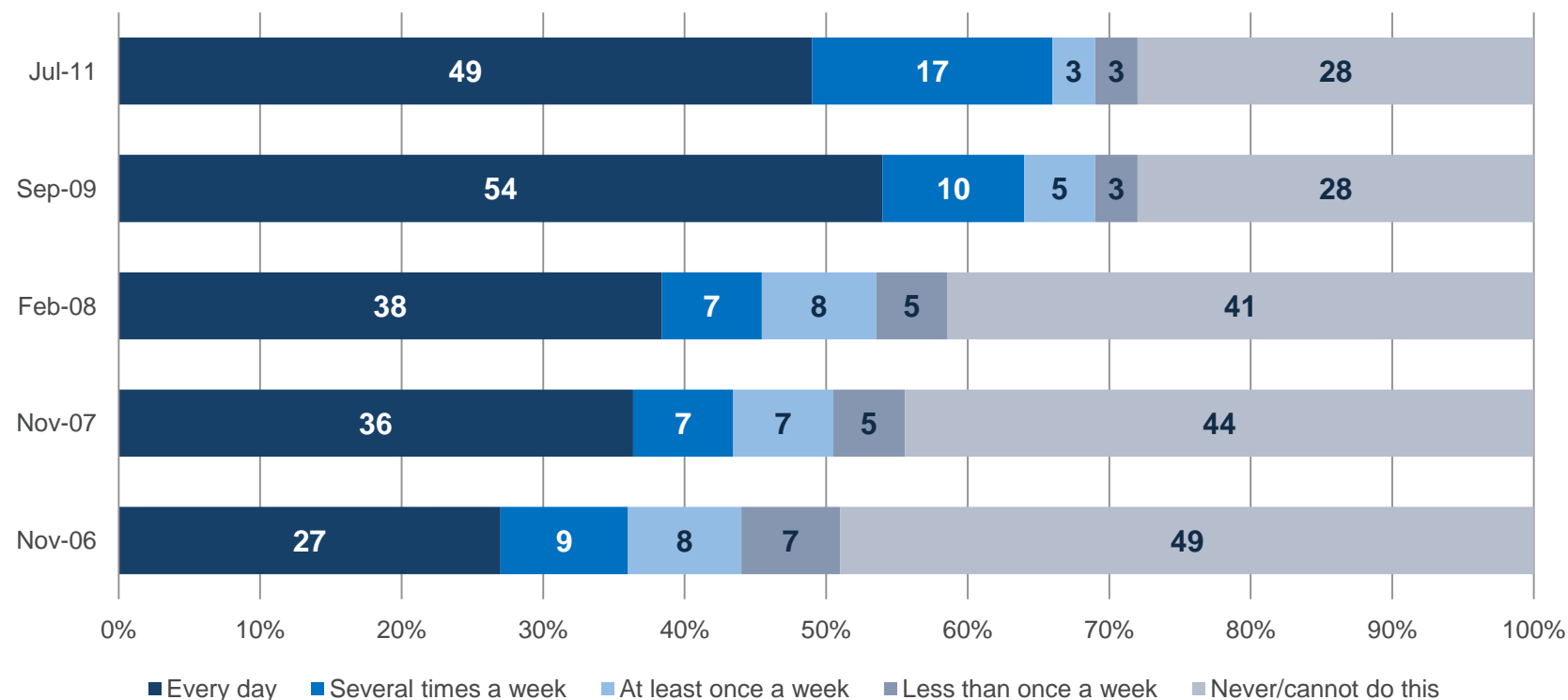
Just **6%** of teens use email daily, while **39%** say they never use email



# But the percent of teens who text daily with friends has remained flat since 2009

The % of teens who text daily with friends has not changed since 2009

*% of all teens (regardless of cell ownership)*



Source: The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.



# Adult Cell Phone Activities by Race/Ethnicity

*% of adult cell phone owners age 18+ within each group who do the following activities with their cell phone*

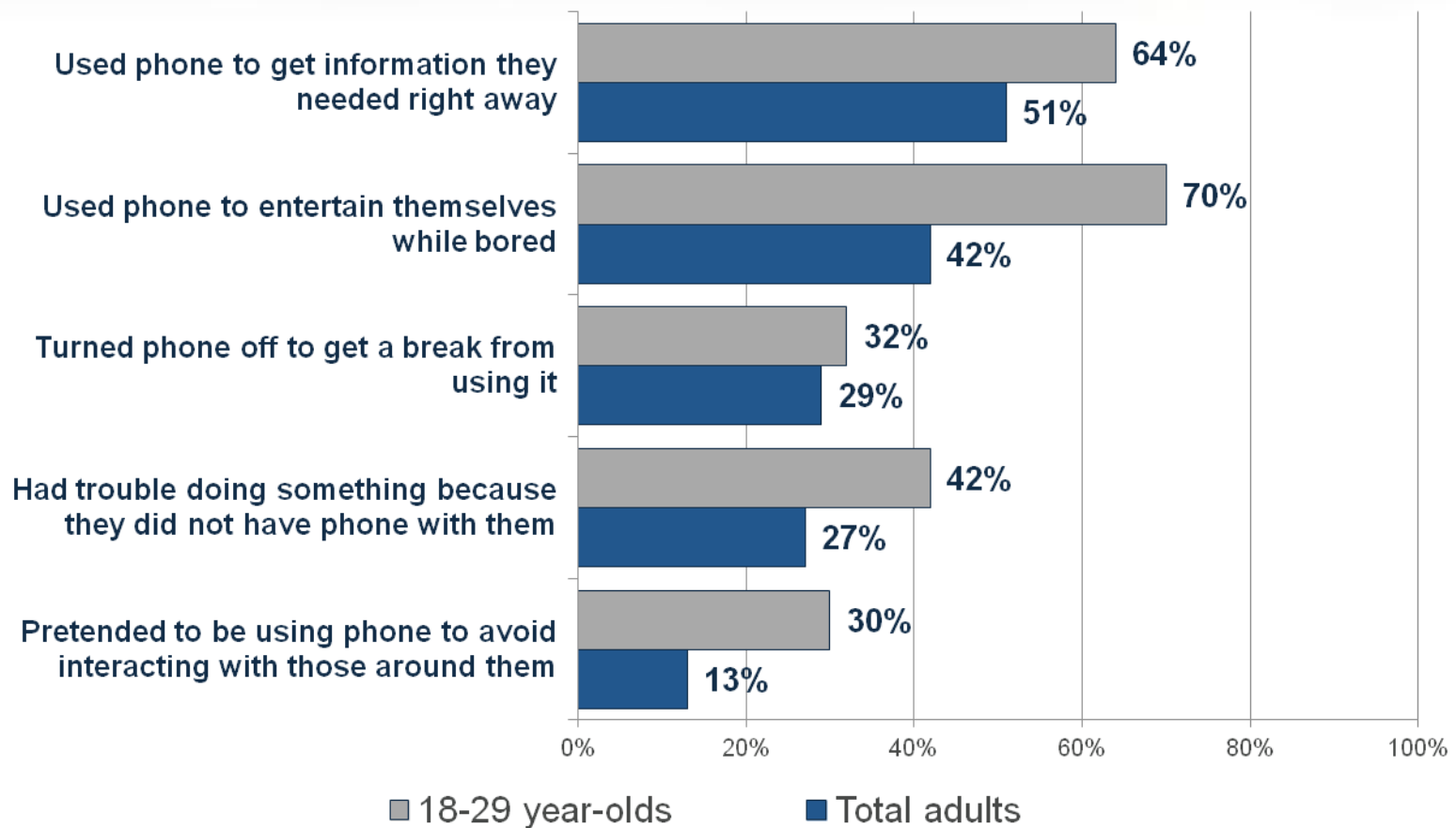
	White, non-Hispanic (n=1343)	Black, non-Hispanic (n=232)	Hispanic (n=196)
Send or receive text messages	70	76	<b>83*</b>
Take a picture	71	70	<b>79*</b>
Access the internet	39	<b>56*</b>	<b>51*</b>
Send a photo or video to someone	52	58	<b>61*</b>
Send or receive email	34	<b>46*</b>	<b>43*</b>
Download an app	28	<b>36*</b>	<b>36*</b>
Play a game	31	<b>43*</b>	<b>40*</b>
Play music	27	<b>45*</b>	<b>47*</b>
Record a video	30	<b>41*</b>	<b>42*</b>
Access a social networking site	25	<b>39*</b>	<b>35*</b>
Watch a video	21	<b>33*</b>	<b>39*</b>
Post a photo or video online	18	<b>30*</b>	<b>28*</b>
Check bank balance or do online banking	15	<b>27*</b>	<b>25*</b>

\*indicates statistically significant differences compared with whites.

**Source:** The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adults ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

# How Phones Function In Adults' Lives

*% of US adult cell owners who had done each of the following in the 30 days prior to the survey...*





## True or False?

- Teens who text the most talk on the phone the least
- On average, teen girls send more text messages per day than teen boys
- Most of the growth in the number of texts sent per day over the past two years has been among 12-13 year-olds



# Texters are also Talkers



**The heaviest texters are also the heaviest talkers...**

**Heavy texters (who exchange more than 100 texts a day) are more likely than lighter texters to talk on their cell phone daily**

**69% of heavy texters talk daily on their cell phones, compared with 46% of medium texters (those exchanging 21-100 texts a day) and 43% of light texters (those exchanging 0-20 texts a day)**

**Number of text messages sent/received per day by different groups**  
*(among teens who text)*

	Mean	Median
<b>All teen text messaging users</b>	<b>167</b>	<b>60</b>
<b>Gender</b>		
Boys	168	50
Girls	165	<b>90</b>
<b>Age</b>		
12-13	122	30
14-17	181	<b>100</b>
<b>Gender/Age</b>		
Girls 12-13	116	35
Boys 12-13	131	20
Girls 14-17	187	<b>100</b>
Boys 14-17	176	50
<b>Race/Ethnicity</b>		
White, non-Hispanic	149	50
Black, non-Hispanic	186	80
Hispanic	202	<b>100</b>
<b>Household Income</b>		
Less than \$30,000	212	<b>100</b>
\$30,000-\$49,999	162	60
\$50,000-\$74,999	128	50
\$75,000+	171	50

**Source:** The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Teen/Parent Survey. n=799 teens ages 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, on landlines and cell phones.

**Much of the increase in number of texts sent daily in the past two years occurred among older teens ages 14-17, who went from a median of 60 texts a day to a median of 100 two years later**

**Over that time, boys of all ages increased their texting volume from a median of 30 texts daily in 2009 to 50 texts in 2011**

**Older teen girls remain the most enthusiastic texters, with a median of 100 texts a day in 2011, compared with 50 for boys the same age**

**Black teens showed an increase from a median of 60 texts per day to 80**



## True or False?

- **Teens love to use geolocation services on their phones such as Foursquare and Gowalla to share their location or check in with friends**



# Overall, just 6% of teens use location-based services on cell phones

## Location-based services and age

*% of teens in each group who use location services on their phone*

<b>All teens</b>	<b>6%</b>
Teens 12-13	*
Teens 14-17	9
<b>Age</b>	
Age 12	*
Age 13	*
Age 14	2
Age 15	6
Age 16	6
Age 17	19

**Source:** The Pew Research Center's Internet & American Life Project, Teen/Parent Survey, April 19 – July 14, 2011. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone. \* indicates less than 1%.

**Looking only at cell phone users, 8% of teen cell users have used a geolocation service on their cell phone to “check in” or share their location**

**Among adults, 5% of cell owners (4% of all adults) use their phones to “check in” to locations using geosocial services such as Foursquare or Gowalla**



## True or False?

- The vast majority of teens have recorded and uploaded video to the internet
- Very few teens video chat using applications such as Skype, Googletalk or iChat





## **27% of Online Teens Record and Upload Video, While 37% Participate in Video Chats**



**27% of internet-using teens 12-17 record and upload video to the internet**

**Today, online girls are just as likely to upload video as online boys, which was not the case in 2006**

**13% of internet-using teens stream video live to the internet for other people to watch**

**37% of internet users ages 12-17 participate in video chats with others using applications such as Skype, Googletalk or iChat**

**Teen girls are more likely than boys to use video chat**

# 13% of Online Teens Stream Live Video to the Internet

Boys and girls are equally likely to stream video, as are younger and older teens

As with all video sharing activities, social media users are more likely to report streaming video (14% of teen social media users stream video v. 5% of those who do not use these sites)

17% of *daily* social media site users stream, compared with 5% of teens who use social media sites less than weekly

Teen Twitter users are the most likely to report streaming video, with one-quarter streaming video (v. 10% of teens who do not use Twitter)

Teens with home broadband access (14%) are more likely to stream video than teens with dial-up access (3%)





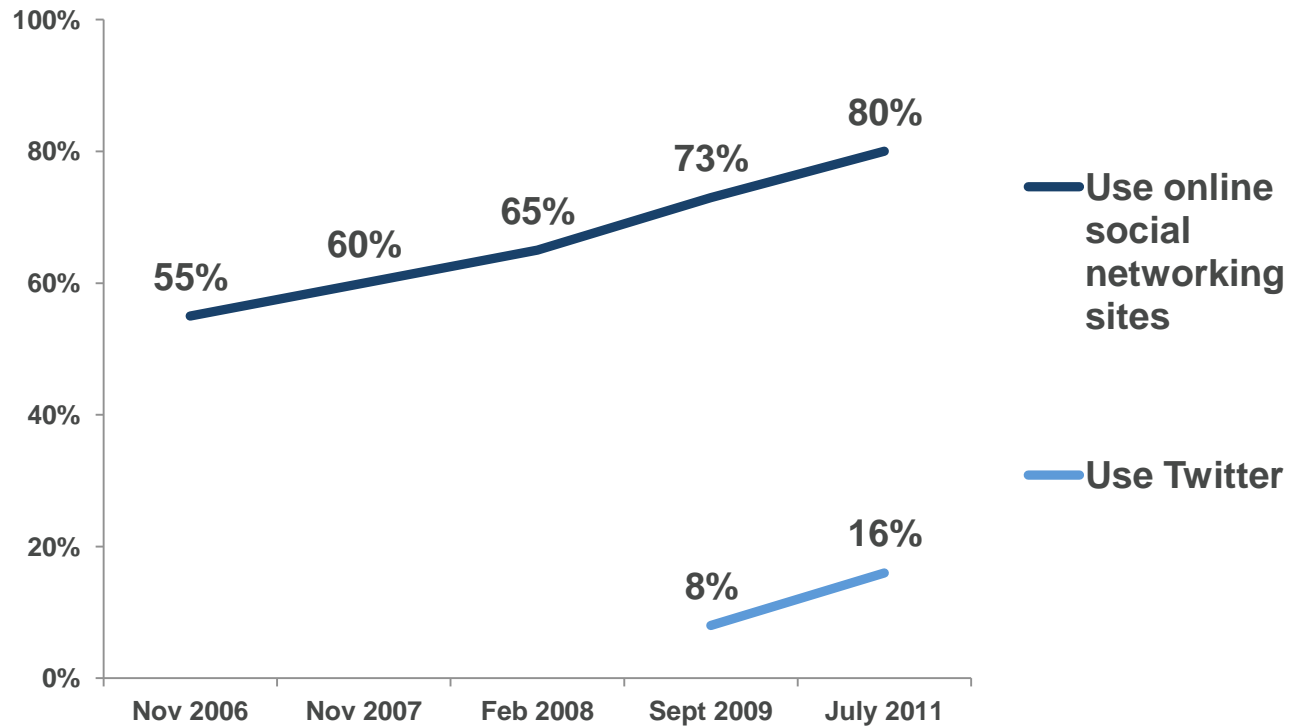
## True or False?

- **Twitter and Facebook are equally popular among teens**
  - **White teens are most likely to use Twitter**
- **Teens and adults tend to use different social network sites**
- **More teens report having an account on Twitter than on YouTube**

# Teens and Social Media Use

## Teen social network and Twitter use – trends over time

*Based on teen internet users*



**Source:** The Pew Research Center Internet & American Life Project Teen & Parent surveys.

# 76% of ALL Teens are “Social Media Users”

## Social Network Sites

**Facebook is the dominant social media site among teens**

- 93% of teen social media users have a Facebook account
- MySpace ranks a distant second at 24%

**The percent of teens who use social network sites almost doubles between ages 12 and 13**

- 45% of online 12-year-olds use social network sites
- That jumps to 82% among 13-year-old internet users

## Twitter

**Girls are twice as likely to use Twitter as boys**

- 22% of online girls use Twitter v. 10% of online boys

**Black teens are 3 times as likely to be Twitter users as whites or Latinos**

- Among online teens, 34% of black teens use Twitter v. 11% of white and 13% of Latino teens

**Twitter use is especially low among younger boys**

- 2% of online boys ages 12-13 use Twitter

# Most Teen Social Media Users Have Just One Account

Among teen social media users:

- 93% have an account on Facebook
- 24% have an account on MySpace
- 12% have an account on Twitter
- 7% have an account on a Yahoo site
- 6% have an account on YouTube
- 2% have an account on each of the following: Skype, myYearbook, and Tumblr
- 1% have an account on Google Buzz



**59%** of teen social media users have an account on just one site; 41% have accounts on multiple sites

Among teens with one profile, 89% have a Facebook account

Among teens with multiple accounts, 99% have a Facebook account

Social media account ownership for teen social media users is generally either “Facebook only” or “Facebook plus another site or sites”

In 2006, just 7% of teen social media profile owners said that Facebook was the profile they used most often

# Facebook is Especially Dominant Among Some Teens



## Facebook

- White teen social media users are most likely to have Facebook accounts (96% v. 87% of blacks and 88% of Latinos)
- Older teen social media users also more likely to have Facebook accounts (95% of 14-17 year-olds v. 87% of those 12-13)
- Teen social media users whose parents have been to college are more likely than other teens to have Facebook accounts (96% v. 89% among other teens)



## MySpace

- MySpace profiles are most common among Latino teens (35% of Latino teen social media users have an account v. 22% of whites)
- Teen social media users whose parents did not go to college are more likely to have a MySpace account (32% v. 18% of those whose parents went to college)



## YouTube

- Among teen social media users, boys (9%) are more likely than girls (3%) to have an account on YouTube



## Yahoo

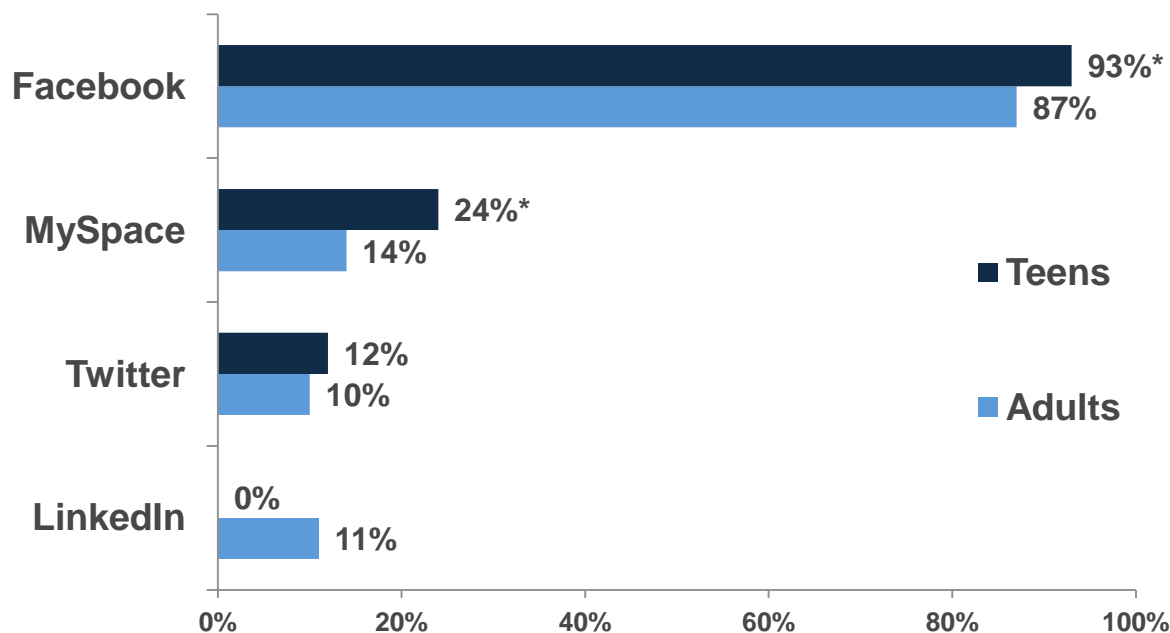
- Young teen social media users (age 12-13) are more likely than older teens (14-17) to have an account on a Yahoo site (12% v. 5%)

# THEY AGREE ON SOMETHING!

## Adults and Teens Use the Same Social Media Sites

Other than LinkedIn, teens and adults maintain online social media accounts in the same places

*Based on teens/adults who use social network site(s) and/or Twitter*



**Source:** Teen data is from the Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Adult data is from Pew Internet's August Tracking survey, July 25-August 26, 2011. Nationally representative, n=2260 adults 18+, includes cell phone & Spanish language interviews. \* indicates a statistically significant difference between age groups.

87% of parents of teens 12-17 use the internet

67% of parents of teens use social media sites

39% of parents have friended their teenager on a social network site



# 39% of ALL Parents “Friend” their Teens on SNS

## All Parents of Teens

**87%** of teens' parents use the internet

**67%** of these parents use social networks

**84%** of their children use social networks

**80%** of these parents friend their children, which means that...

**39%**

of all parents of teens friend their children

Parents who friend their teens on social media are more likely to implement other online safety or parental control measures

Nearly two-thirds (61%) of social media-using teens report that their parents have checked their social network site profile

Friending parents on social media is associated with an increased likelihood of parent-child conflict over social media



## True or False?

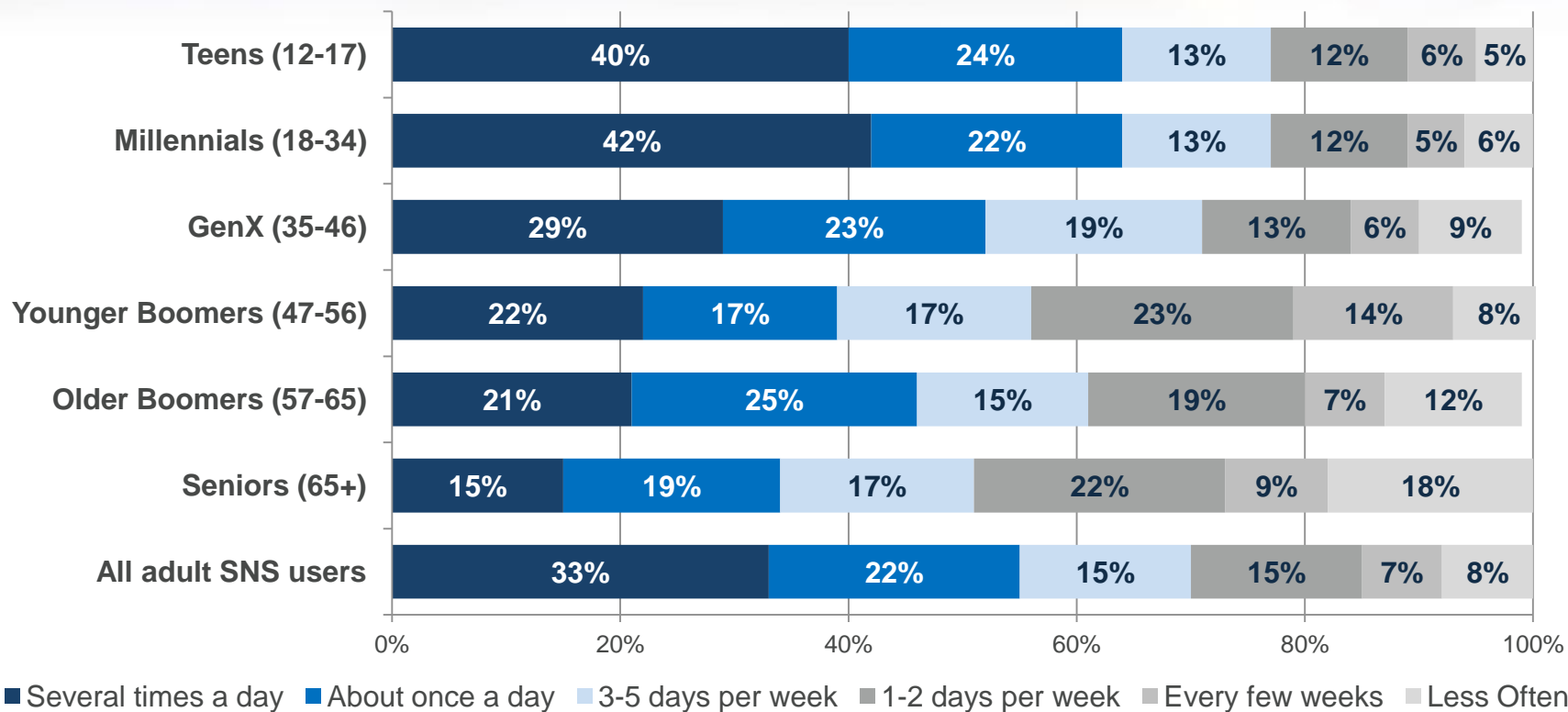
- **Teens who use social network sites are on them all the time**
- **The most popular activity for teens on social network sites is posting photos/videos**
- **Girls are more likely than boys to post photos and videos to social media sites**



# 64% of Teen SNS Users Use the Sites Daily

## Frequency of use of social networking sites

% of SNS users in each age group who use social networking sites this frequently



**Source:** The Pew Research Center's Internet & American Life Project, July 25 – August 26, 2011 Summer Tracking Survey. n=1,716 adults social networking site users. Interviews were conducted in English and Spanish and on landline and cell phones. Teen data come from The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish and on landline and cell phones

# IM and Chat are More Popular Activities on SNS than Posting Photos/Videos

## How teens use social media sites

*Based on teens who use social network sites or Twitter*

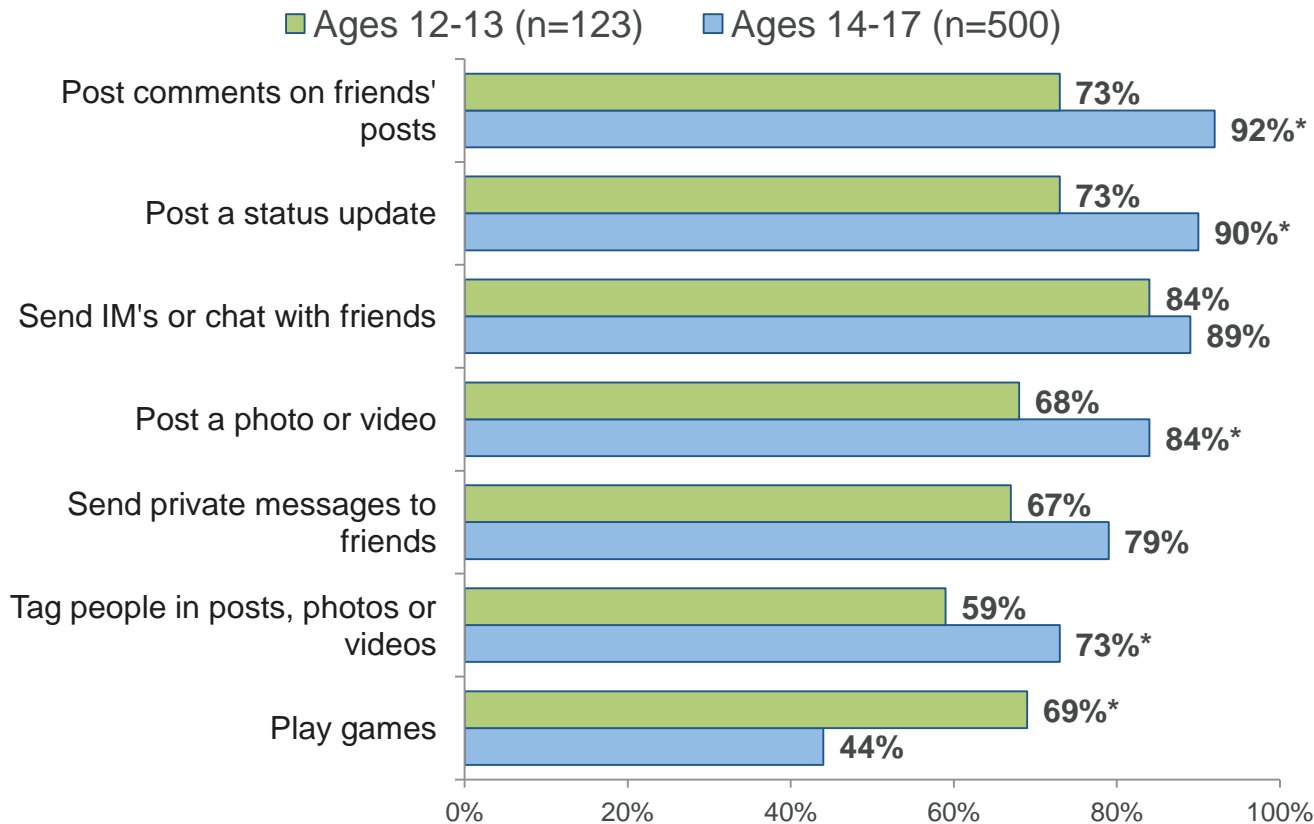
Send instant messages or chat with a friend through the social network site	88%
Post comments on something a friend has posted	87
Post a status update	86
Post a photo or video	80
Send private messages to a friend within the social network site	76
Tag people in posts, photos or videos	69
Play a game on a social network site	50
<b>Median # of activities</b>	<b>6</b>

**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish.

# Older Teen SNS Users Are More Likely to Engage in Most SNS Activities (Other Than Playing Games and Chatting)

## How older and younger teens use social media

Based on social network site or Twitter users



Overall, teen girls and boys use social media sites in similar ways...

Teen girls are more likely to use SNS to post photos or videos (88% of girl social media users do this, compared with 71% of boys) and to tag other people (79% vs. 60%)

**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish. \* indicates statistically significant difference between groups.



## True or False?

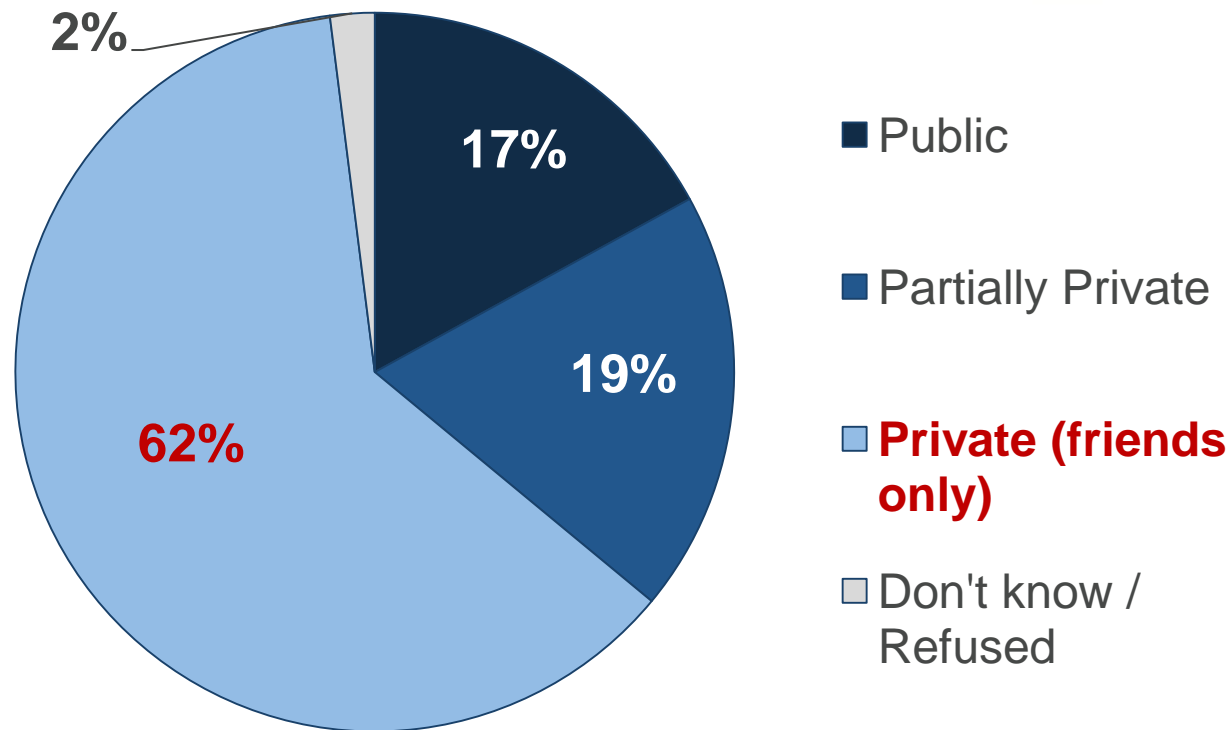
- **Most teens don't care about online privacy**
- **Most teens will post anything online without thinking about how it might impact them in the future**



# Most Teens Use Privacy Settings on Social Media Sites

## Teens' privacy settings on social media sites

Based on teen SNS or Twitter users (n=623)



**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. n=799 for teens and parents, including oversample of minority families. Interviews were conducted in English and Spanish. Adult data from Pew Internet's August 2011 Tracking survey with adults 18+, July 25-August 26, 2011. n=2260.

# Most Teens Think Before They Post

- More than half of online teens (55%) say they decided not to post something online out of concern that it might reflect poorly on them in the future
- Older teen internet users (ages 14-17) are more likely than younger teens (12-13) to have reconsidered posting content online after thinking about the possibility of negative implications (59% vs. 46%)
- Online teens age 17—likely to be preparing for or in the midst of college and job applications—report the **highest levels** of digital withholding.
- Two-thirds of online teens age 17 (67%) say they decided not to post something online because they thought it may reflect badly on them in the future
- Online girls ages 14-17 (63%) are more likely than the youngest boys ages 12-13 (40%) to have refrained from posting content because it might affect how they are perceived in the future. However, this difference may be due to older girls being more frequent internet users and social media posters





## True or False?

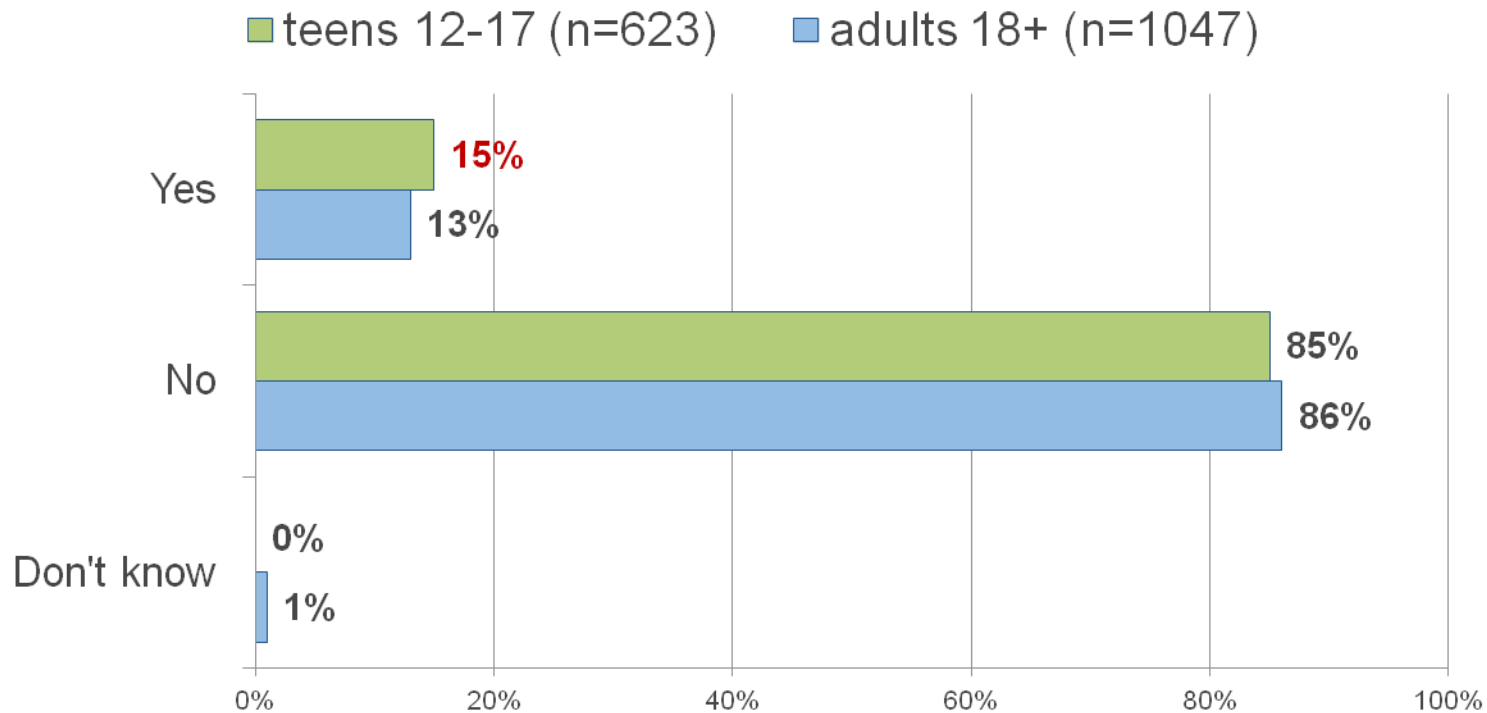
- Most teens have been bullied on social network sites
- Most teens say people their age are “unkind” to one another on social network sites
- Teens are more likely to be bullied online than offline



## Teen and Adult Social Media Users Equally Likely to Say Someone Has Been Cruel to Them Personally on SNS

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

*% of teen and adult social media users*

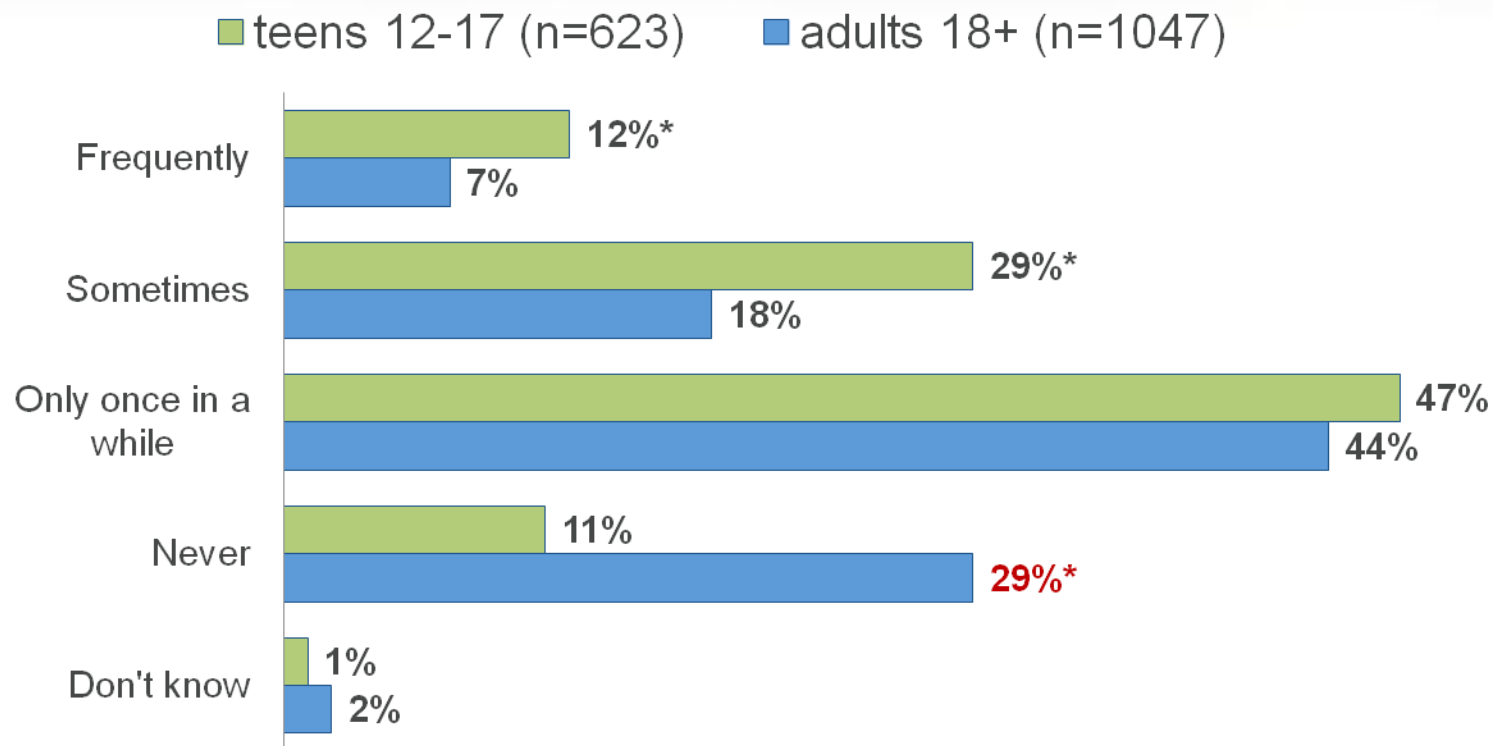


**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. n=799 for teens and parents, including oversample of minority families. Interviews were conducted in English and Spanish. Adult data from Pew Internet's August 2011 Tracking survey with adults 18+, July 25-August 26, 2011. n=2260. There are no statistically significant differences reflected in this chart.

# Teen Social Media Users Witness Online Cruelty and Meanness More Frequently Than Adults

## How often do you witness online cruelty and meanness?

*% of teen and adult social media users*



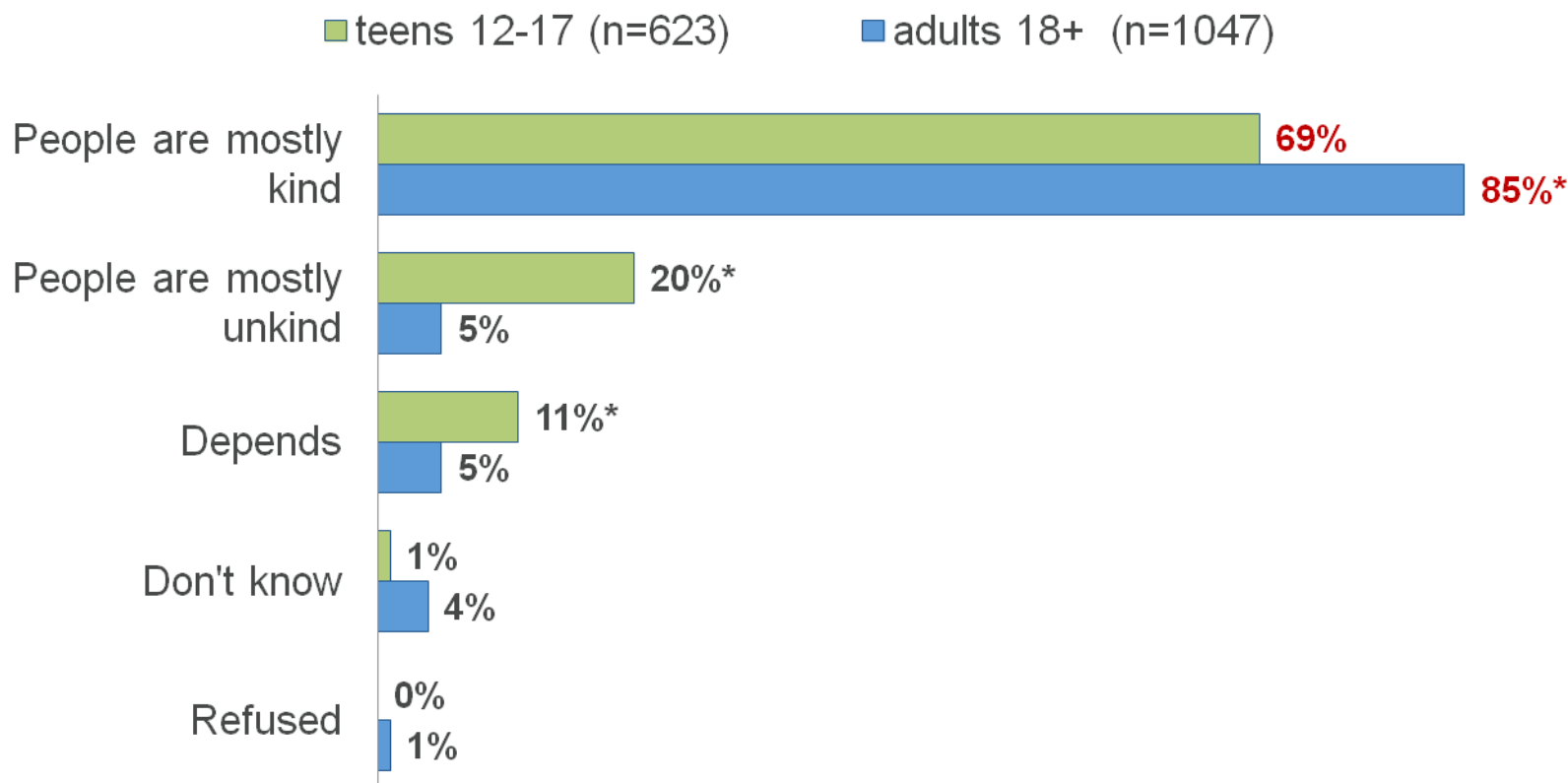
\* indicates a statistically significant difference between bars.

**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. n=799 for teens and parents, including oversample of minority families. Interviews were conducted in English and Spanish. Adult data from Pew Internet's August 2011 Tracking survey with adults 18+, July 25-August 26, 2011. n=2260.

# The Majority of Both Teen and Adult SNS Users Say People Their Age Are Mostly Kind to One Another on SNS

Overall, in your experience, are people your age mostly kind or mostly unkind to one another on social network sites?

*% of teen and adult SNS users*



# Black Teens, Urban Teens, and Girls 12-13 are More Likely to Say Peers are “Mostly Unkind” on SNS

## How peers treat one another on social media

*% of teen social media users*

	Mostly Kind	Mostly Unkind	Depends	Don't Know
<b>Race/ethnicity</b>				
White	72%*	20%*	9%	0%
Black	<b>56%</b>	<b>31%*</b>	9%	4%
Hispanic	78%*	9%	13%	0%
<b>Location</b>				
Urban	68%	<b>23%*</b>	8%	0%
Suburban	73%	14%+	13%	0%
Rural	57%	28%	12%	3%
<b>Age + sex</b>				
Girls 12-13	65%	<b>33%*</b>	3%	0%
Boys 12-13	77%	9%+	14%	0%
Girls 14-17	67%	20%	13%	0%
Boys 14-17	69%	18%+	12%	1%

**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens and parents, including oversample of minority families. Interviews were conducted in English and Spanish.\* indicates statistically significant difference between rows within each column and section. In sections with +, the data point with the \* is only statistically significantly different than the data points with + symbol.



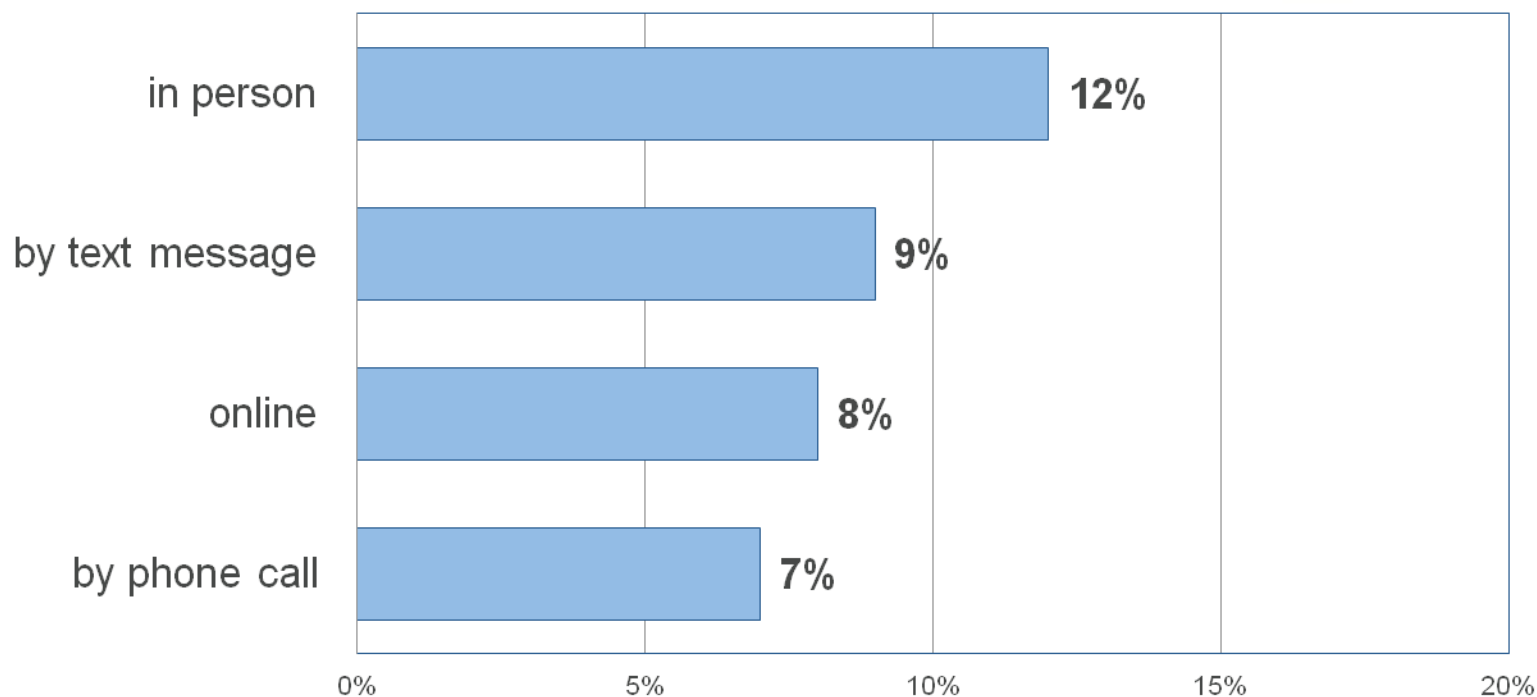
# “How *Should* Teens Behave on SNS?”



# Teens Are More Likely to Be Bullied In Person Than By Text or Online

In the past 12 months, have you been bullied \_\_\_\_?

*% of all teens*



**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 26-July 14, 2011. n=799 for teens and parents, including oversample of minority families. Interviews were conducted in English and Spanish.





## True or False?

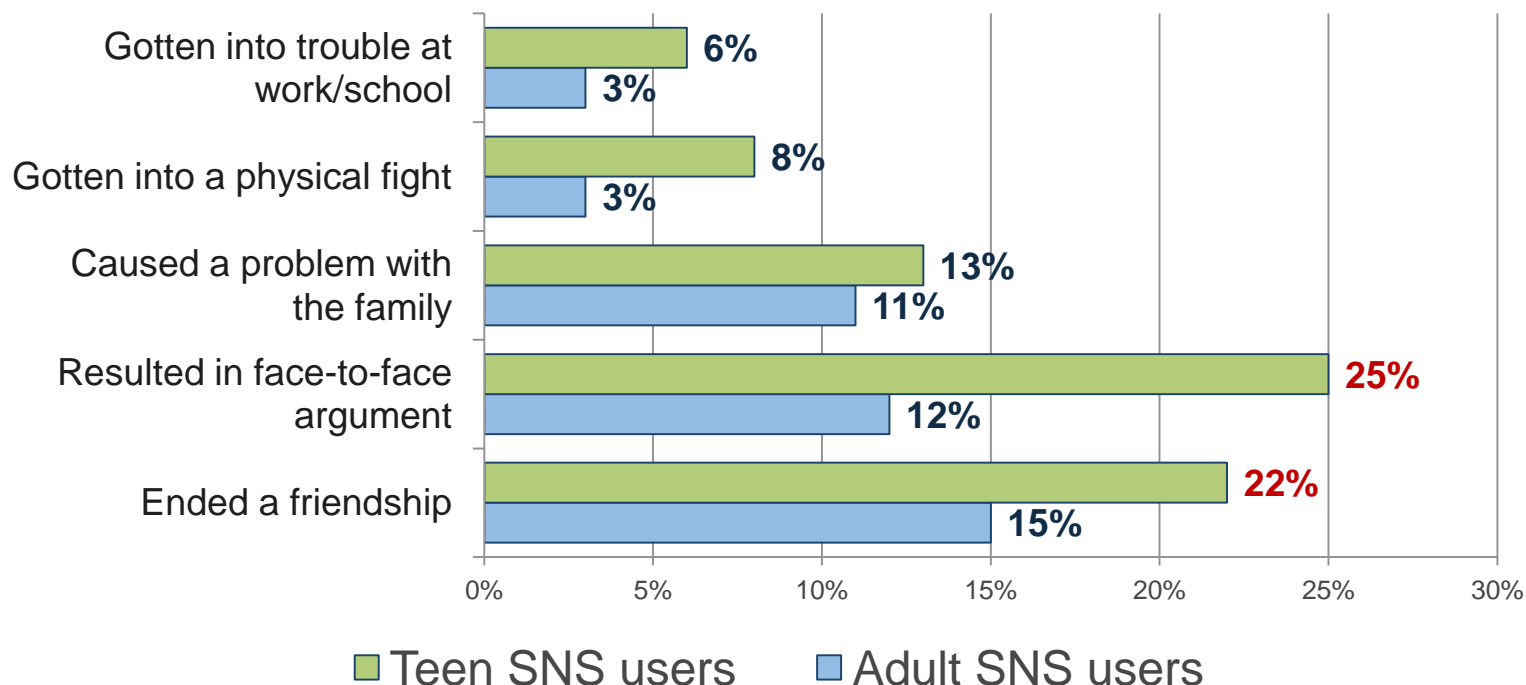
- Teen social network site use leads to many bad experiences, such as fights, lost friendships, and getting in trouble at school
- Adults have very few negative experiences, and many more positive experiences, resulting from SNS use compared with teens



# Teen SNS Users More Likely Than Adults to Report Negative Outcomes

## Negative outcomes from SNS site use

*% of SNS-using adults and teens who have had these experiences because of things that happened on SNS*

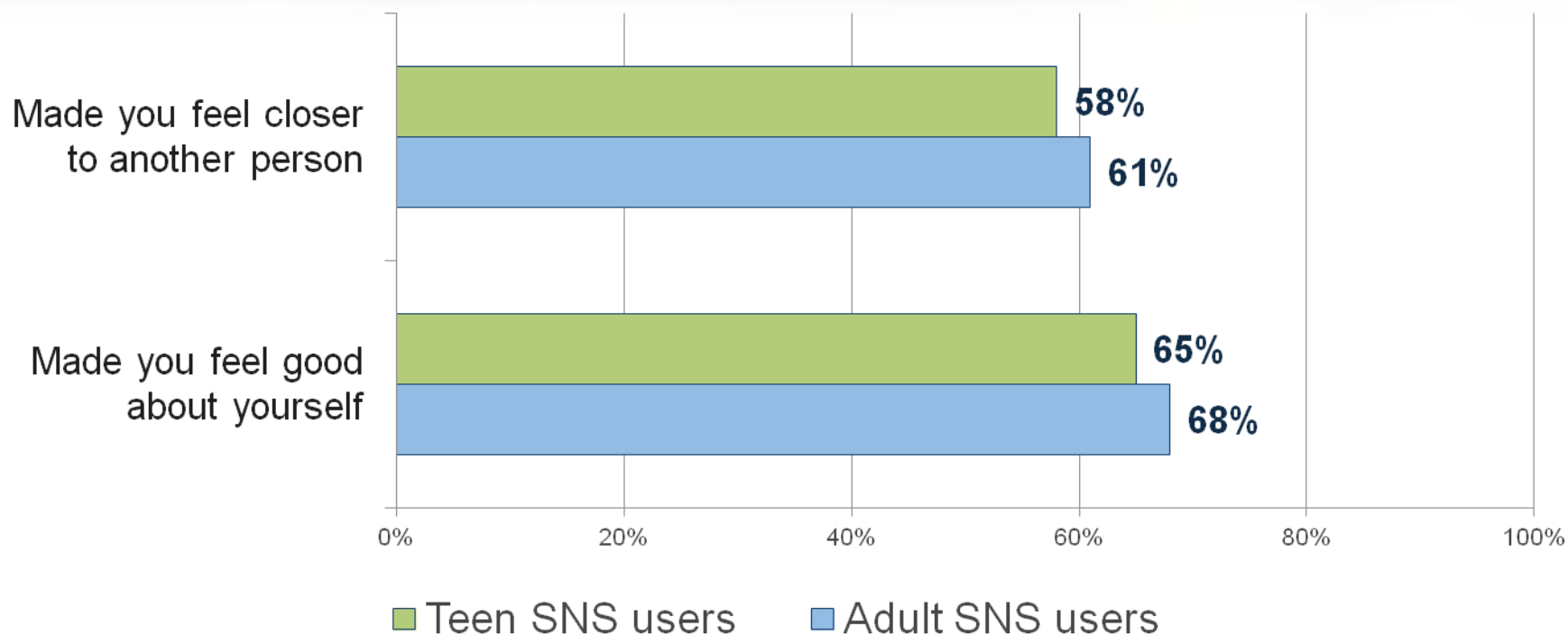


**Source:** Adult data come from the Pew Research Center's Internet & American Life Project, July 25 – August 26, 2011 Summer Tracking Survey. n=1,716 adults social networking site users and Twitter users. Interviews were conducted in English and Spanish and on landline and cell phones. Teen data come from The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish and on landline and cell phones.

# Teen and Adult SNS Users Are Equally Likely to Report Positive Outcomes

## Positive experiences on social networking sites

*% of SNS-using adults and teens who have had these experiences because of things that happened on SNS*



**Source:** Adult data come from the Pew Research Center's Internet & American Life Project, July 25 – August 26, 2011 Summer Tracking Survey. n=1,716 adults social networking site users and Twitter users. Interviews were conducted in English and Spanish and on landline and cell phones. Teen data come from The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish and on landline and cell phones.

## Adults are generally more positive than teens about their experiences on social networking sites



- As a rule, more adults than teens reported positive results on SNS. A higher proportion of adults than teens say people their age are mostly kind on social networking sites
- And significantly smaller proportions of adults have had bad outcomes based on their SNS use such as confrontations, lost friendships, family strife, and fights
- Overall, 41% of SNS-using teens have had at least one of the bad experiences asked about, compared with 26% of the SNS-using adults
- But adults and teens are equally likely to experience positive outcomes



## True or False?

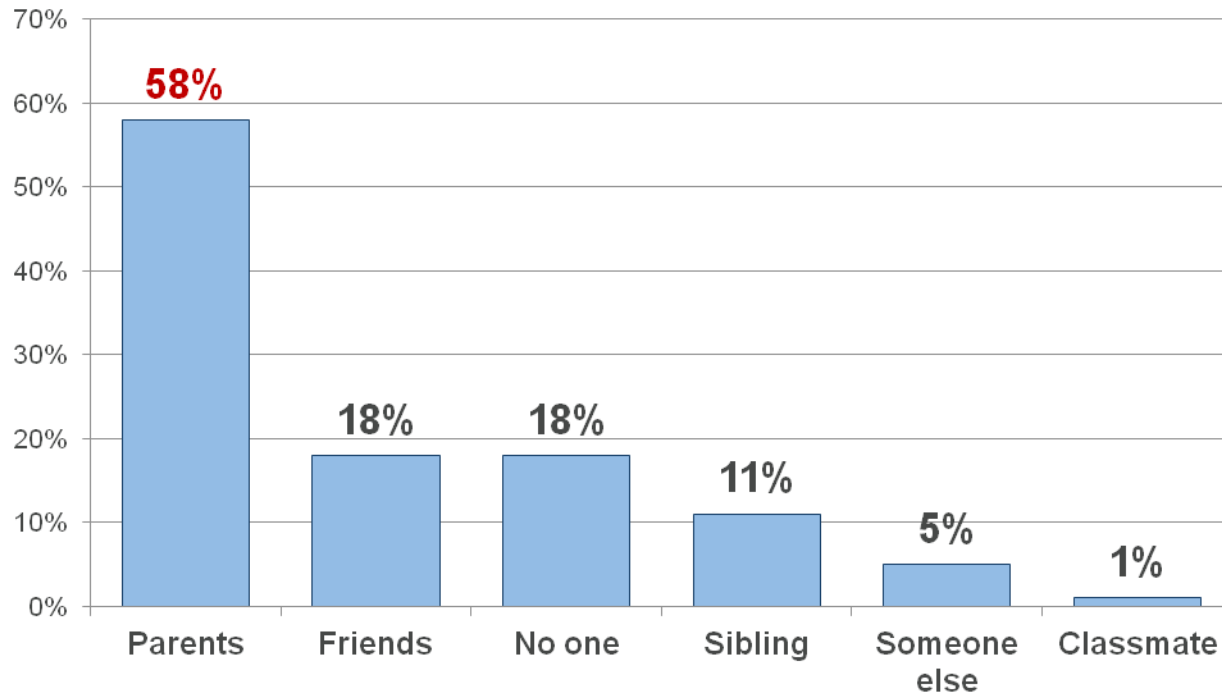
- **Teens get most of their advice about how to behave online from peers**
- **Most parents do not know enough or take the time to advise their teens on digital citizenship and online safety**
- **Over time, parents are becoming less vigilant about their teens' online behavior**
- **Parents of girls are more engaged in monitoring their teens online behavior than parents of boys**



# Teens Say Parents Are The Biggest Influence on Online and Cell Phone Behavior

Who has been the biggest influence on what you think is appropriate or inappropriate when you are using a cell phone or going online?

*% of teens who use the internet or cell phones (n=778)*



**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 teens and parents, including oversample of minority families. Interviews conducted in English and Spanish.



# Where Teens Get Advice About Online Safety

Based on % of teen technology users (n=778)

	Parents	Teacher	TV, radio, newspapers, or magazines (media)	Sibling or cousin	Friend	Older relative
	86%	70%	54%	46%	45%	45%
<b>Gender</b>						
Boys	83%	65%	42%	40%	38%	38%
Girls	89%	<b>75%*</b>	<b>67%*</b>	<b>53%*</b>	<b>53%*</b>	<b>54%*</b>
<b>Age</b>						
12 to 13	88%	70%	54%	<b>50%*</b>	44%	56%*
14 to 17	85%	70%	54%	45%	46%	40%
<b>Race</b>						
White	88%	74%	51%	42%+	45%	39%+
African American	80%	67%	62%	51%	50%	<b>63%*</b>
Latino	82%	64%	55%	<b>58%*</b>	49%	<b>52%*</b>
<b>Household Income</b>						
Less than \$50K	84%	69%	58%	<b>54%*</b>	49%	<b>52%*</b>
\$50 or more	87%	70%	53%	40%	44%	40%

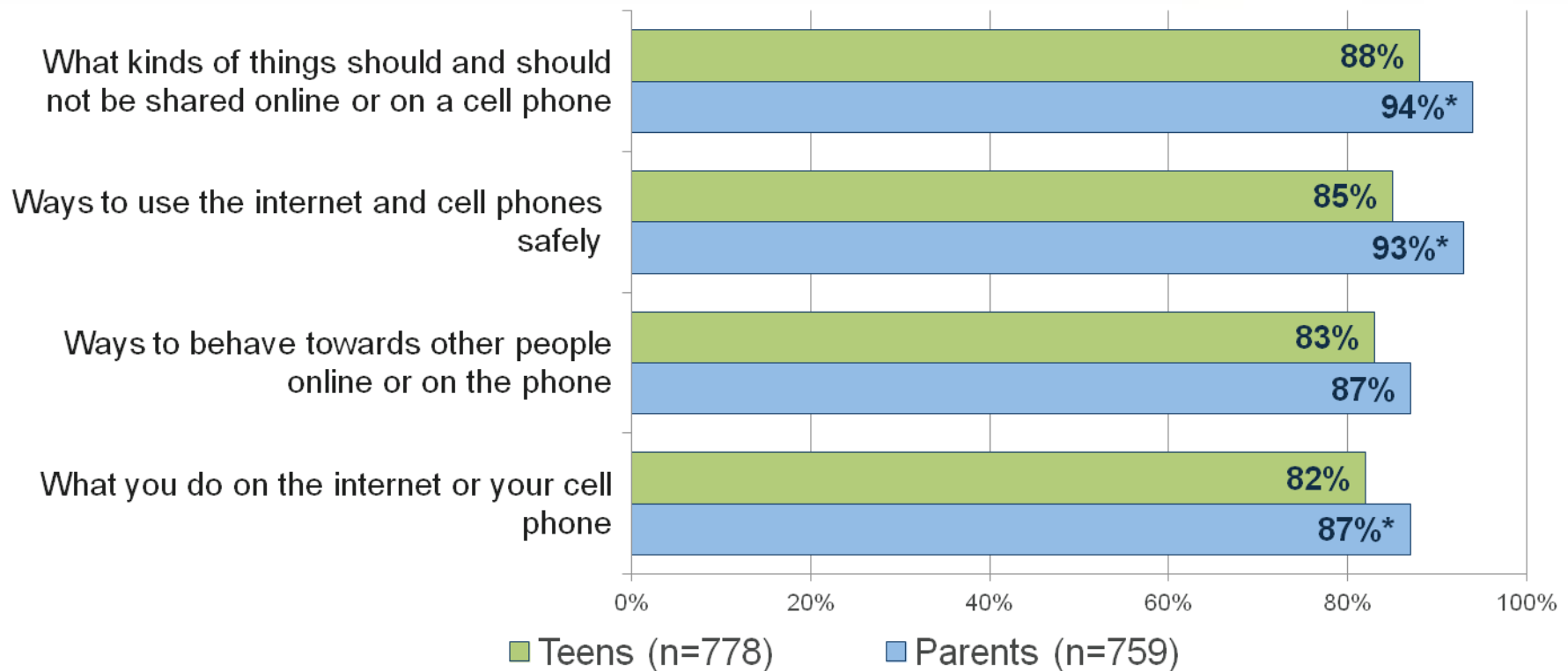
**Note:** \* indicates statistically significant difference between rows. For sections with + symbols, the data points accompanied by an asterisk \* are only statistically significant relative to the data point marked with a + in the same column.

**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens and parents, including oversample of minority families. Interviews were conducted in English and Spanish.

# Parents and Teens Communicate About Online Safety

## Parents and teens report they talk together about online safety

*"Have you ever talked about...?"* (% of teen internet or cell phone users, and % of parents of those teens)



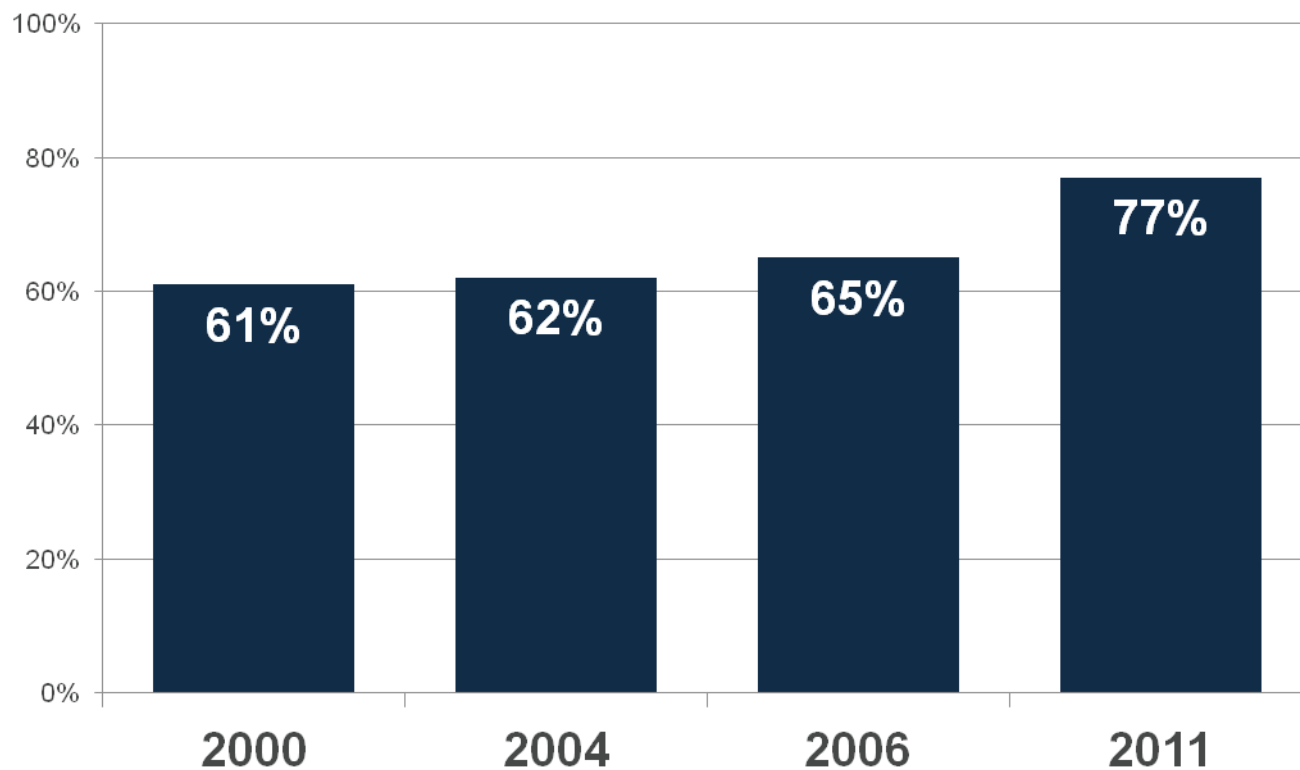
**Source:** The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens and parents, including oversample of minority families. Interviews were conducted in English and Spanish. \* indicates statistically significant difference between bars. Also note -- the phrasing in the chart reflects the wording asked of teens. The questions asked of parents did not include references to cell phones, but were otherwise identical.



# Parents Today are More Vigilant About Monitoring Teen Online Behavior

## Percent of parents who check what sites their teen has visited

*% of parents of online teens*



Source: The Pew Research Center's Internet & American Life Teen-Parent surveys. All available at [pewinternet.org](http://pewinternet.org)

Parents in higher-income households and those with at least a high school diploma are more likely than others to check up on their teen's online travels

The age and gender of the teenager are not associated with this kind of parental monitoring

## Most Parents of Teens Use Parental Controls



**More than half of parents use parental controls to manage teens' internet access**

**Another third use parental controls on teens' mobile phones**

**Parents of young teen boys (age 12-13) are the most likely to restrict their teen's cell use**

**17% of all parents use both forms of parental controls**

**41% do not use any parental controls**



**THANK YOU!!**  
**All data available at: [pewinternet.org](http://pewinternet.org)**

**Kristen Purcell, Ph.D.**  
Associate Director, Research  
Pew Research Center's Internet & American Life Project

**[kpurcell@pewinternet.org](mailto:kpurcell@pewinternet.org)**

**Twitter:**  
**[@pewinternet](https://twitter.com/pewinternet)**  
**[@kristenpurcell](https://twitter.com/kristenpurcell)**