

Teens, Kindness and Cruelty on Social Network Sites

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Youth Working Group
June 5, 2012



Family
Online Safety
Institute



Pew + Internet =



- Part of the Pew Research Center, a non-partisan “fact tank” in DC
- Studies how people use digital technologies
- Does not promote specific technologies or make policy recommendations
- Research is primarily based on nationally representative telephone surveys

Road Map

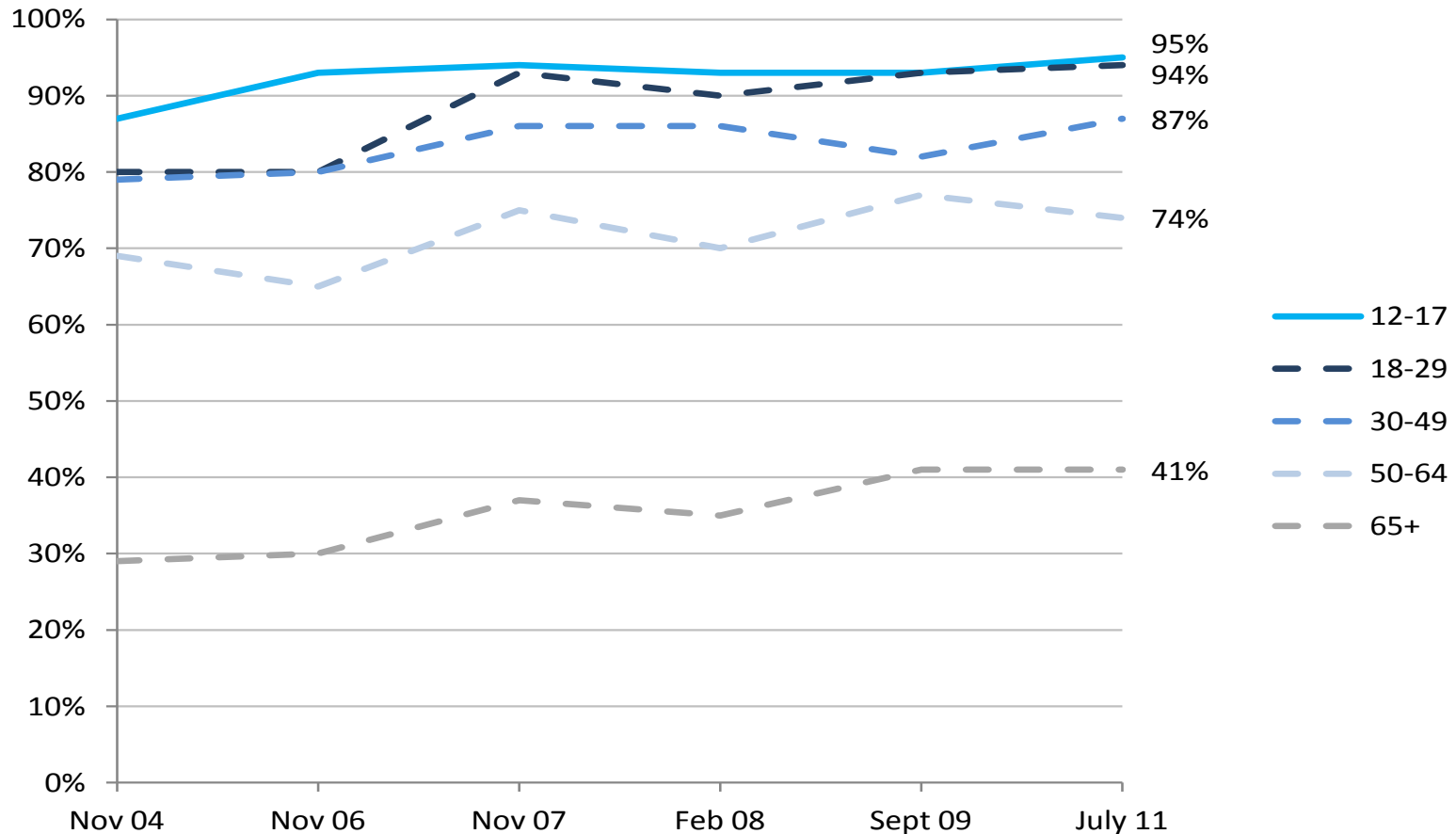
- Background on teen tech use
- Teens' experiences and behaviors online and on social network sites
 - Positives
 - Bullying
 - Sexting
- Who (or what) influences teens' attitudes, expectations and behaviors online?
- Context around teen internet and social media use
 - Teen privacy choices
 - Parent moderation and mediation
 - School technology climate



How teens are using technology

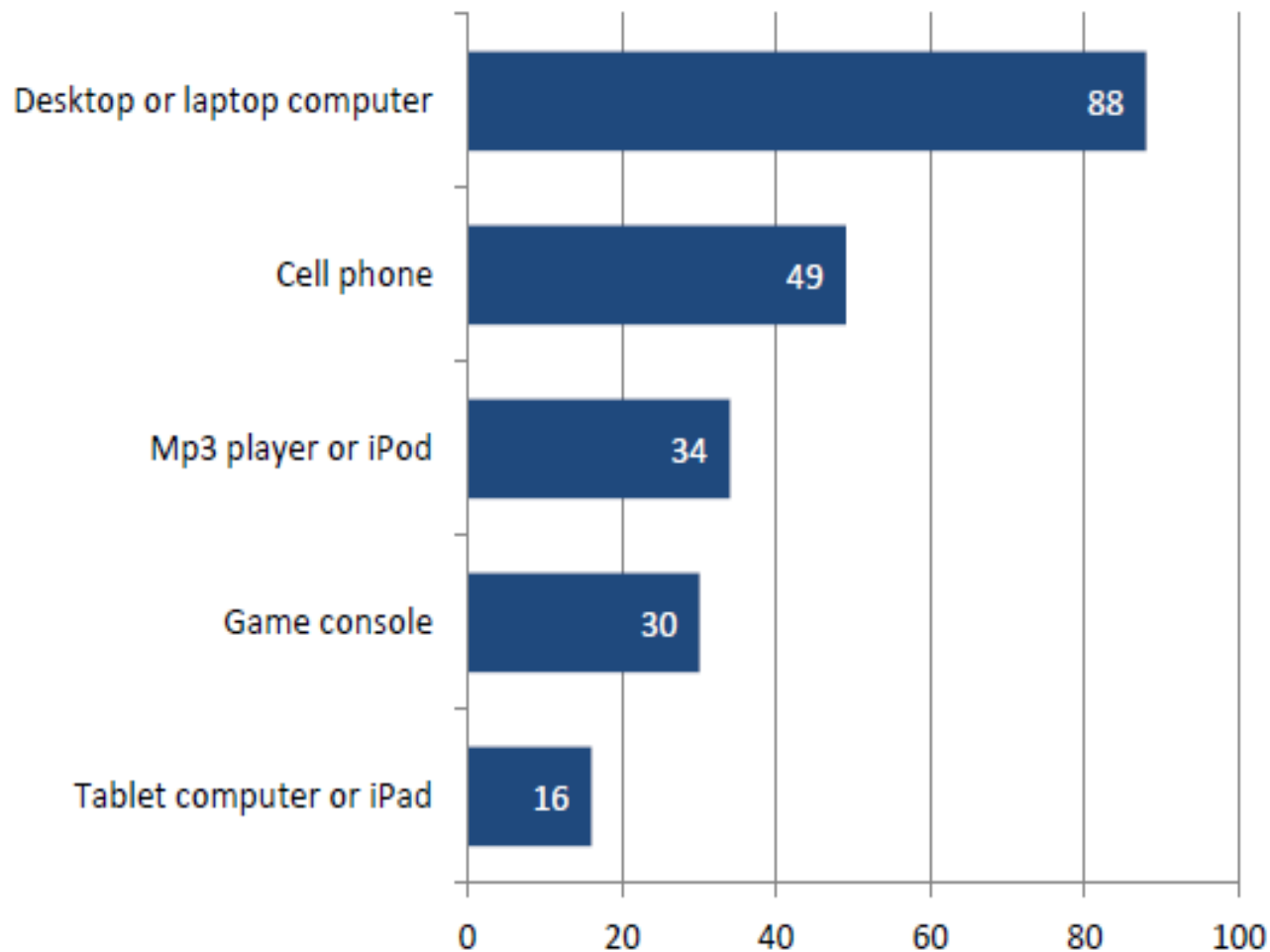
Internet adoption over time by teens & adults

% within each age group who go online



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

% of all teens



Digging down to differences

Internet use

- Latino youth slightly less likely than whites to use the internet (88% vs.. 97%)
- Youth from low income/low SES environments slightly more likely to go online less frequently
 - more likely to say that they use the internet 1-2 days a week or less often.

Computer ownership

- No racial or ethnic differences
- Low education households – where parents have a HS diploma or less, are substantially less likely to have youth who say they “own” a computer. (65% vs.. 80%)

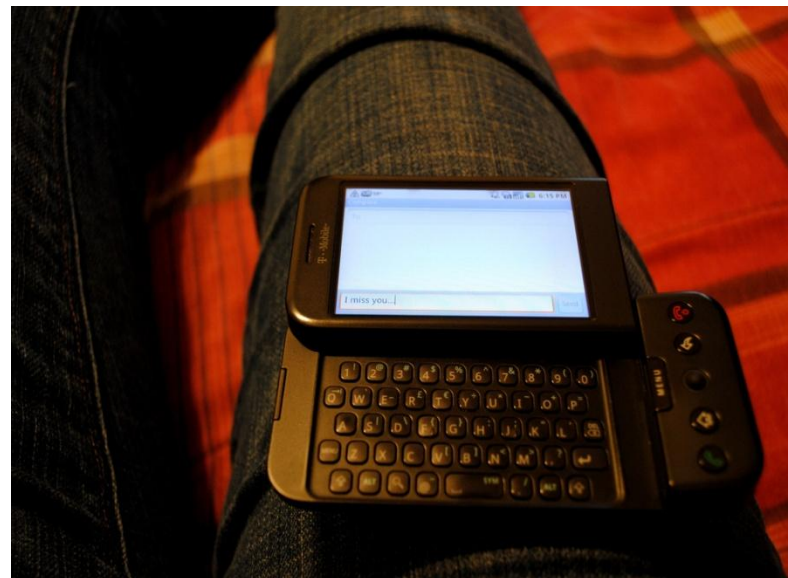
Who has a cell phone?

% 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)	87*
Race/Ethnicity	
White, non-Hispanic (n=442)	81*
Black, non-Hispanic (n=123)	72
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)	91**
Education level of parents	
Less than high school (n=89)	47**
High school grad (n=171)	82
Some college (n=179)	79
College+ (n=357)	82

Smartphone ownership

- 23% of all teens have a smartphone; as do one third of mobile phone owners
- Age is most important in determining cell or smartphone ownership
- Once cell ownership hurdle is crossed, no differences in smartphone ownership by race, income.
- Is it a smartphone? Latino youth less certain that their phone is a smartphone (24% not sure, vs.. 10% of whites).



Smartphone owners more likely to go online via mobile devices

% of internet users who have used the internet in the past 30 days on the following devices

	Smartphone owners	Regular cell phone owners ⁵	No cell phone
Devices			
Cell phone	92%*	40%**	25%†
Desktop or laptop	85	93*	80
Mp3 player	39	36	26
Game console	35	28	31
Tablet computer	30*	13	9
Have not used any device to go online in past 30 days	–	3†	16**

Parents of smart phone users no more likely to use parental controls

- Overall 34% of parents of teen cell owners use parental controls on child's mobile phone
 - 28% of parents of smartphone owners
 - 37% of parents of regular phone owners
- 54% of parents use parental controls on the computer
 - 41% of parents use one type of parental control
 - 17% say they use parental controls on mobile and computer
 - 41% of parents say they do not use parental controls at all

Location-based services

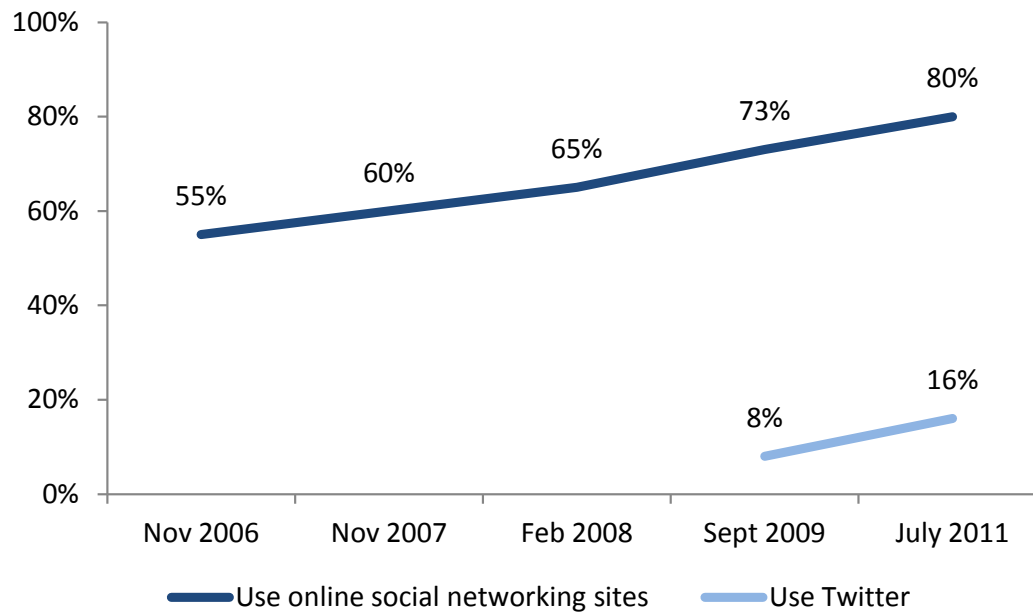
- Standalone applications like Foursquare or location features on platforms like Facebook and Twitter
- 6% of all American teens have used a location-based service to check in or note their location on their cell phones.
 - 8% of cell owners
 - 18% of smartphone owners
 - Older teens (14-17) use them more than younger (9% vs. 1%)
 - No differences in use by gender, race or SES

Video

- 27% of teens record and upload video
 - Boys and girls equally likely to do so (in 2006 boys were more likely)
 - Social media users more likely to shoot and share video
 - No differences by race, ethnicity or SES
- 13% of teens stream video live to the internet
 - Broadband users and social media users more likely
- 37% of teens use video chat
 - Girls chat more
 - White youth chat more than Latino Youth
 - Higher SES youth more likely to chat
 - Social media users chat more

Teen social network & Twitter use

Based on teen internet users



Differences in Social Media Use

Twitter shows big differences

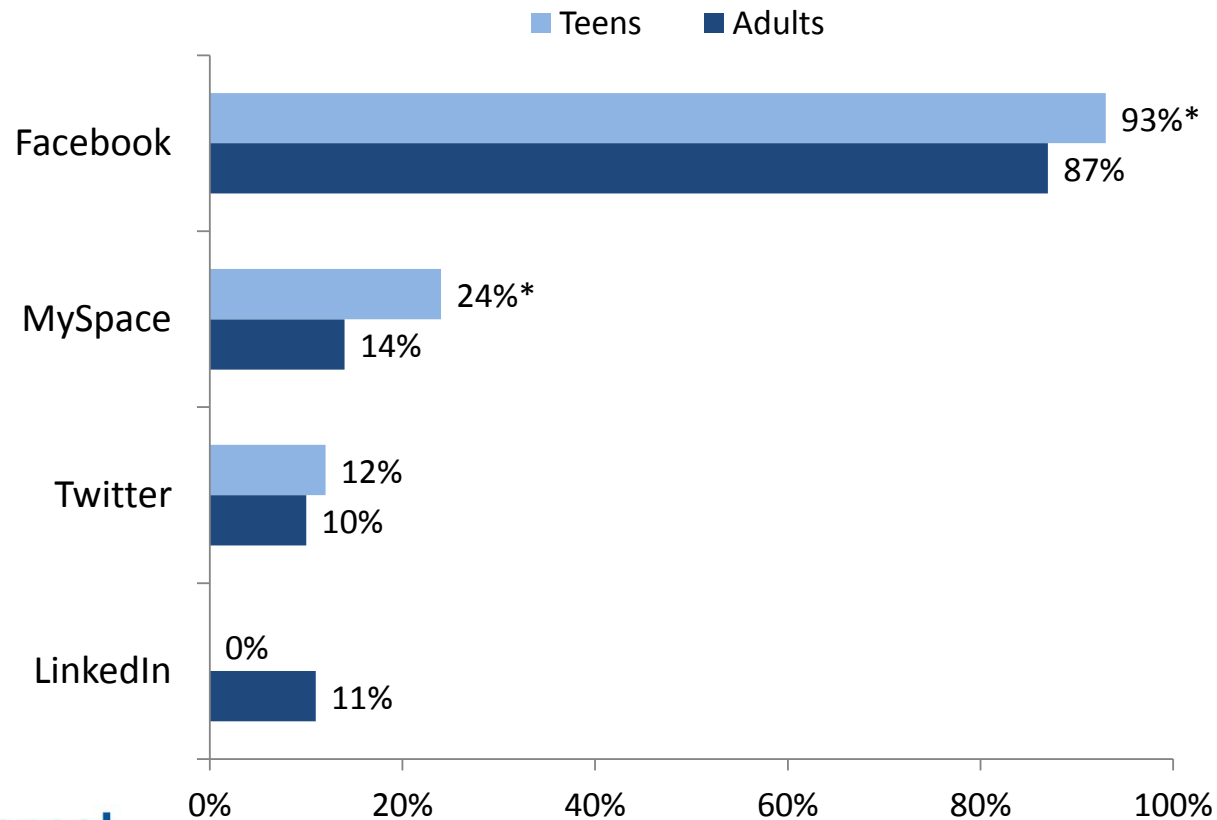
- 34% of online African-American teens use Twitter
- 11% of online white teens use Twitter
- 13% of online Latino teens use Twitter
- Lower income teens (under 30K hhd inc) more likely to use than higher income teens.
- Girls more than boys – youngest boys 12-13 are laggards

Social network site use more broadly adopted

- Lowest income teens use SNS more than highest income teens
- Girls more than boys
- Older teens more than younger teens

Where do teens & adults maintain their online social media accounts?

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

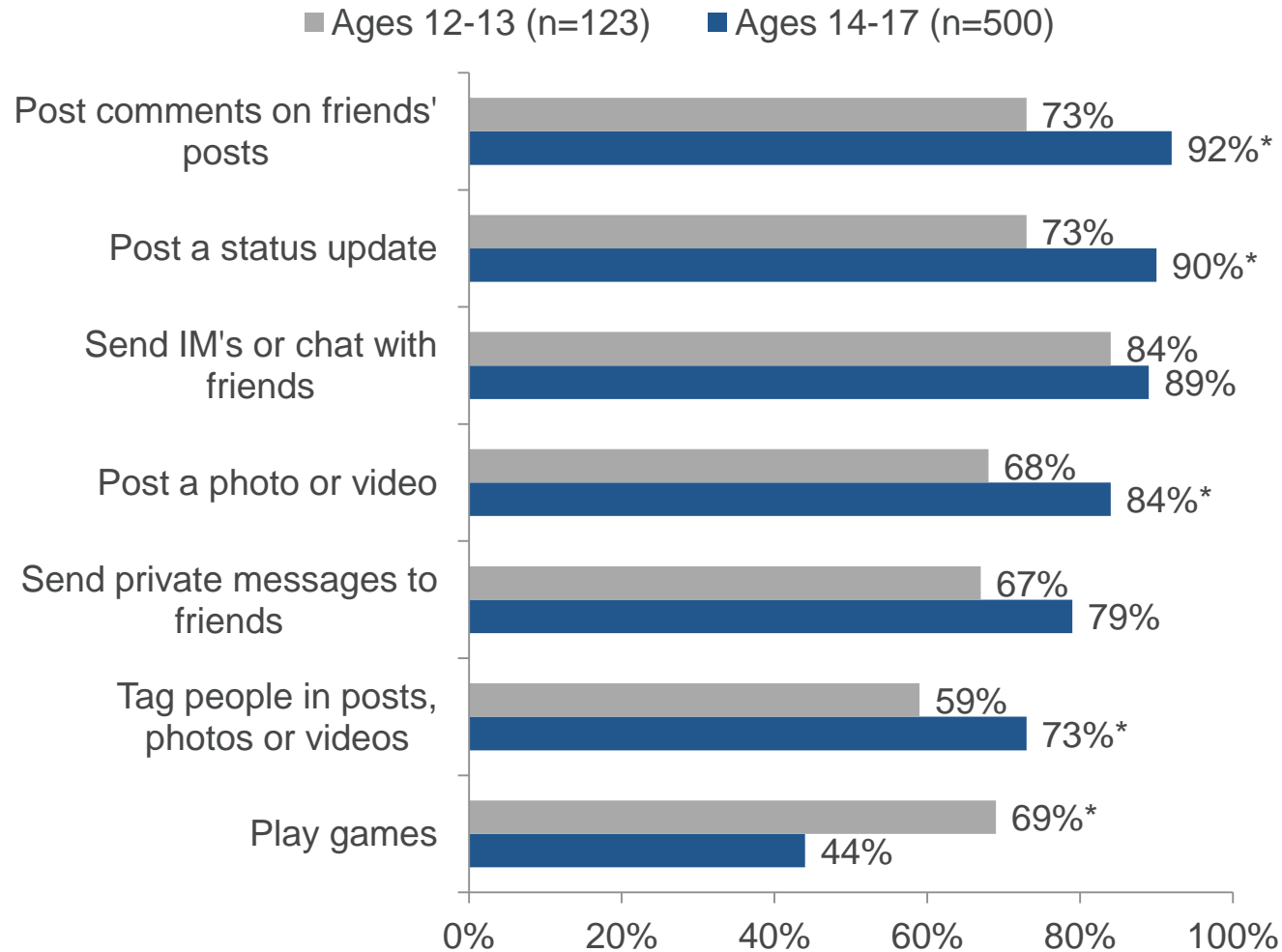


How teens use social media sites

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
Median # of activities	6

How younger and older teens use social media

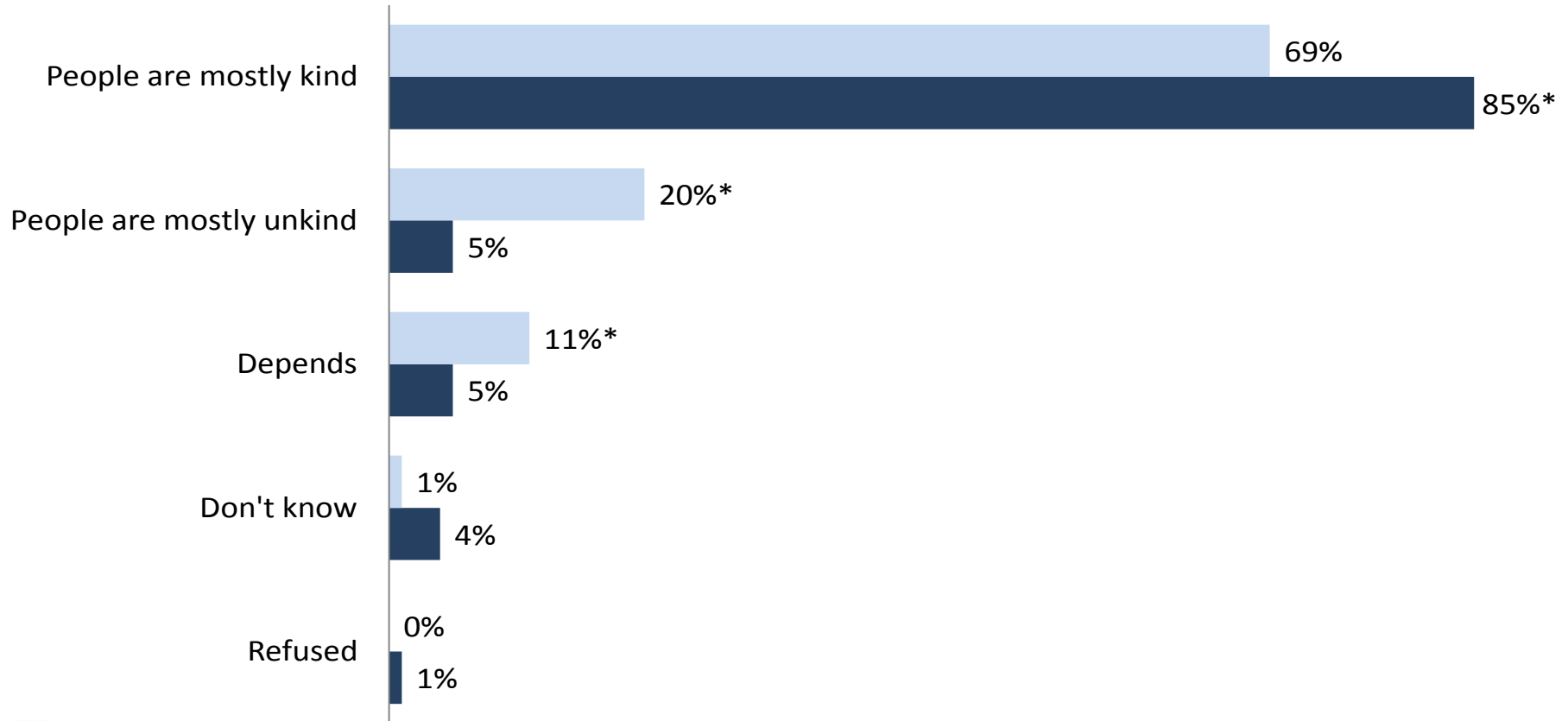


Social and emotional experiences on social media

Are people your age mostly kind or mostly unkind to one another on social network sites?

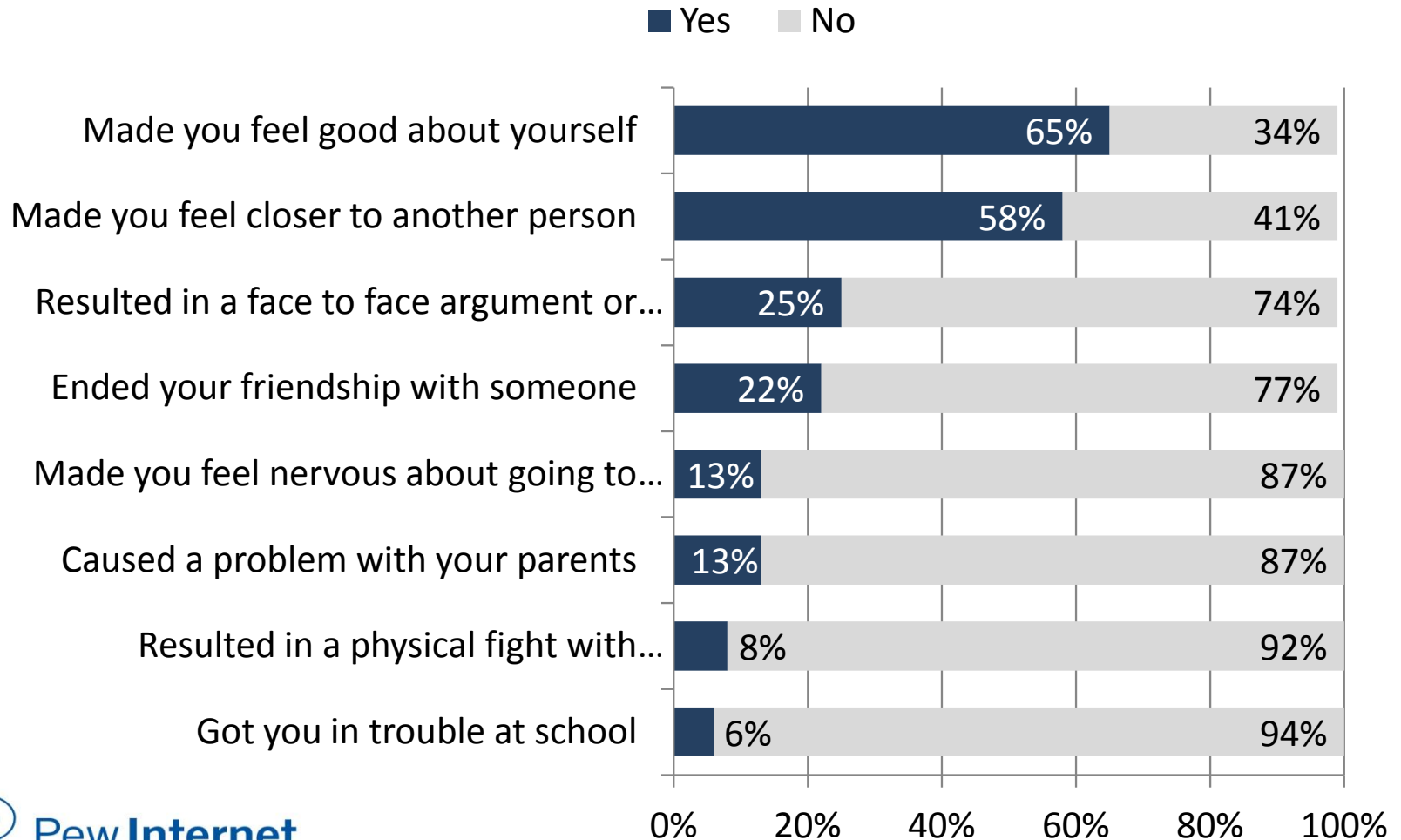
% of teens and adults who use social media

teens 12-17 (n=623) adults 18+ (n=1047)



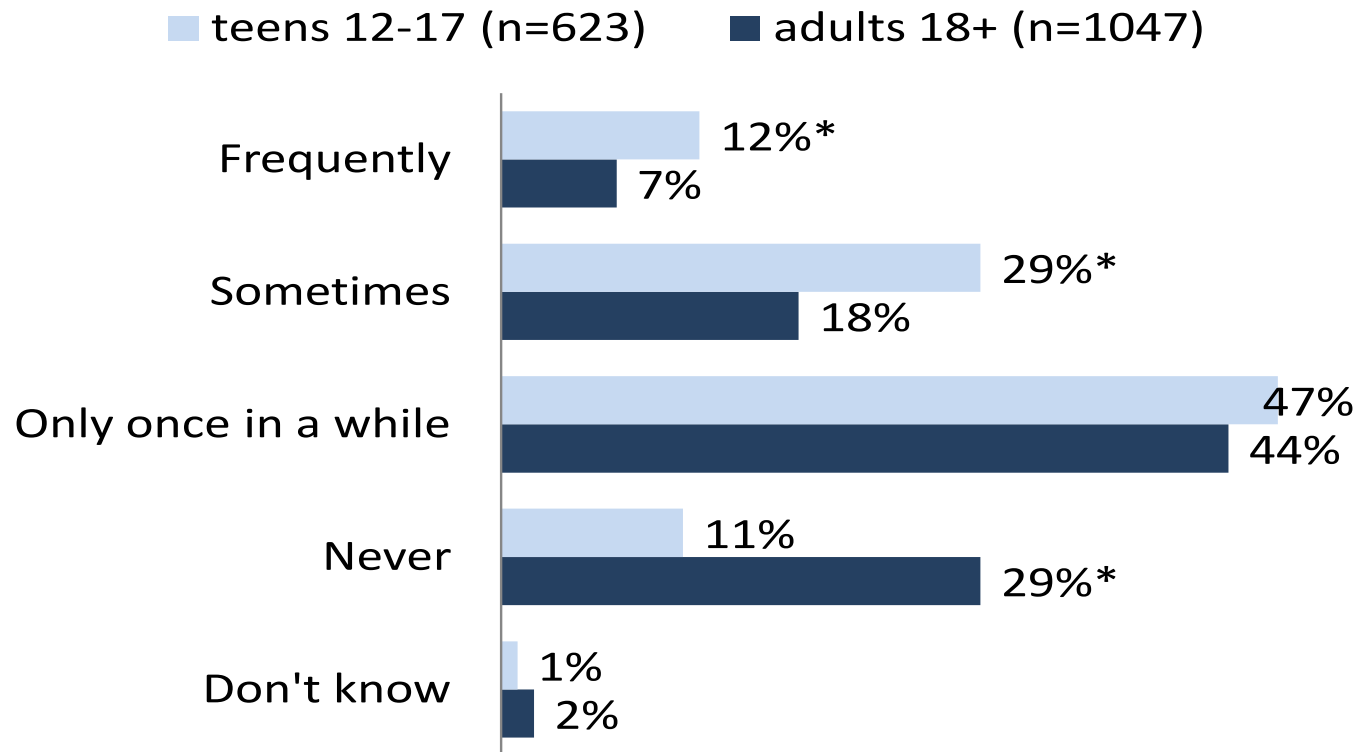
Have you, personally, ever had an experience on a social network site that...

% of teens who use social media (n=623)



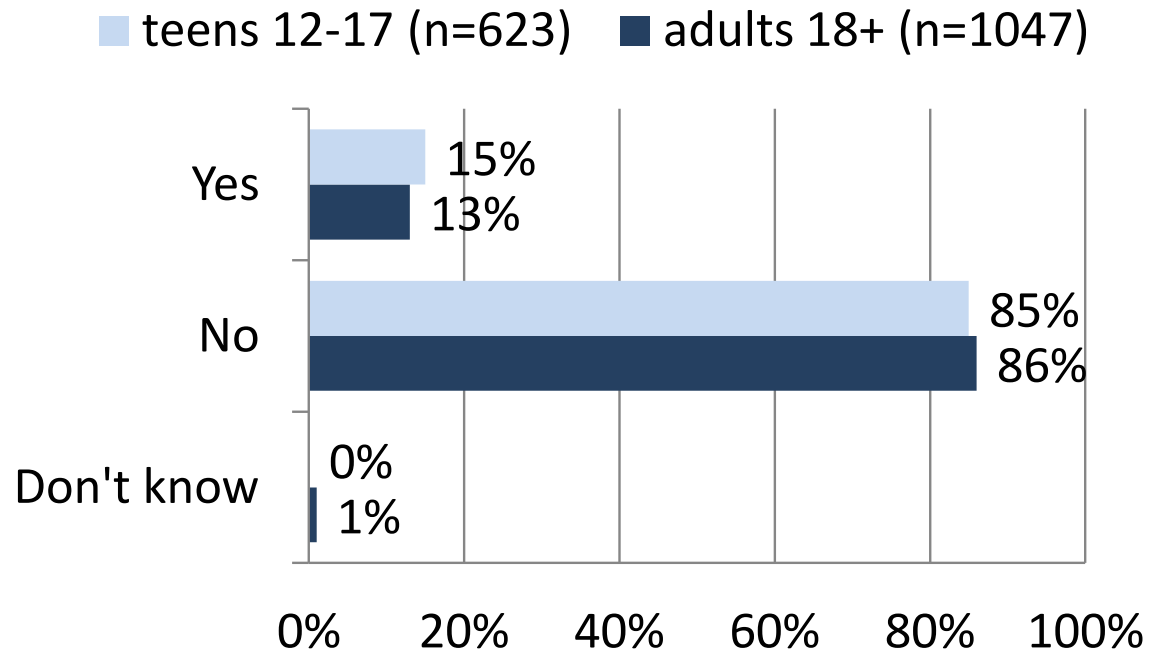
How often do you witness online cruelty & meanness?

% of teens and adults who use social media



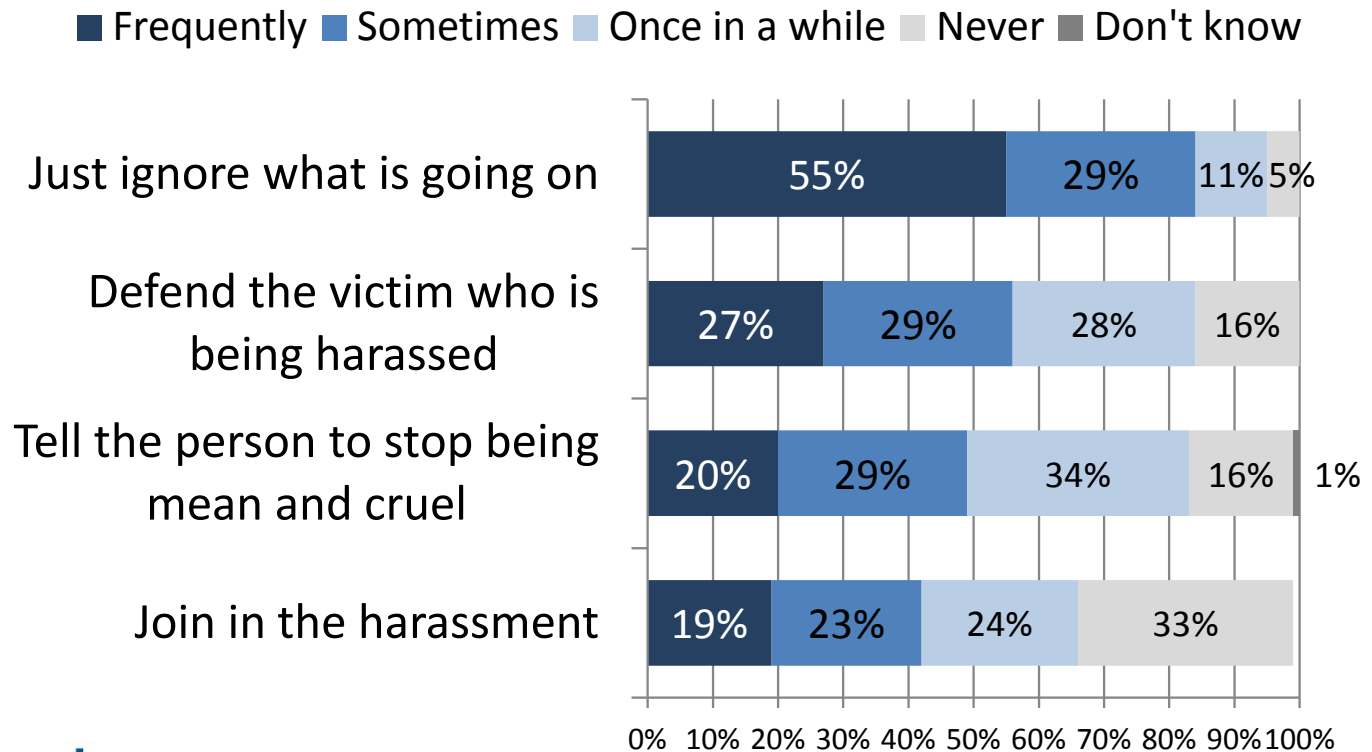
In the past 12 months when you have been on a social network site, has anyone been mean or cruel to you?

% of teens and adults who use social media



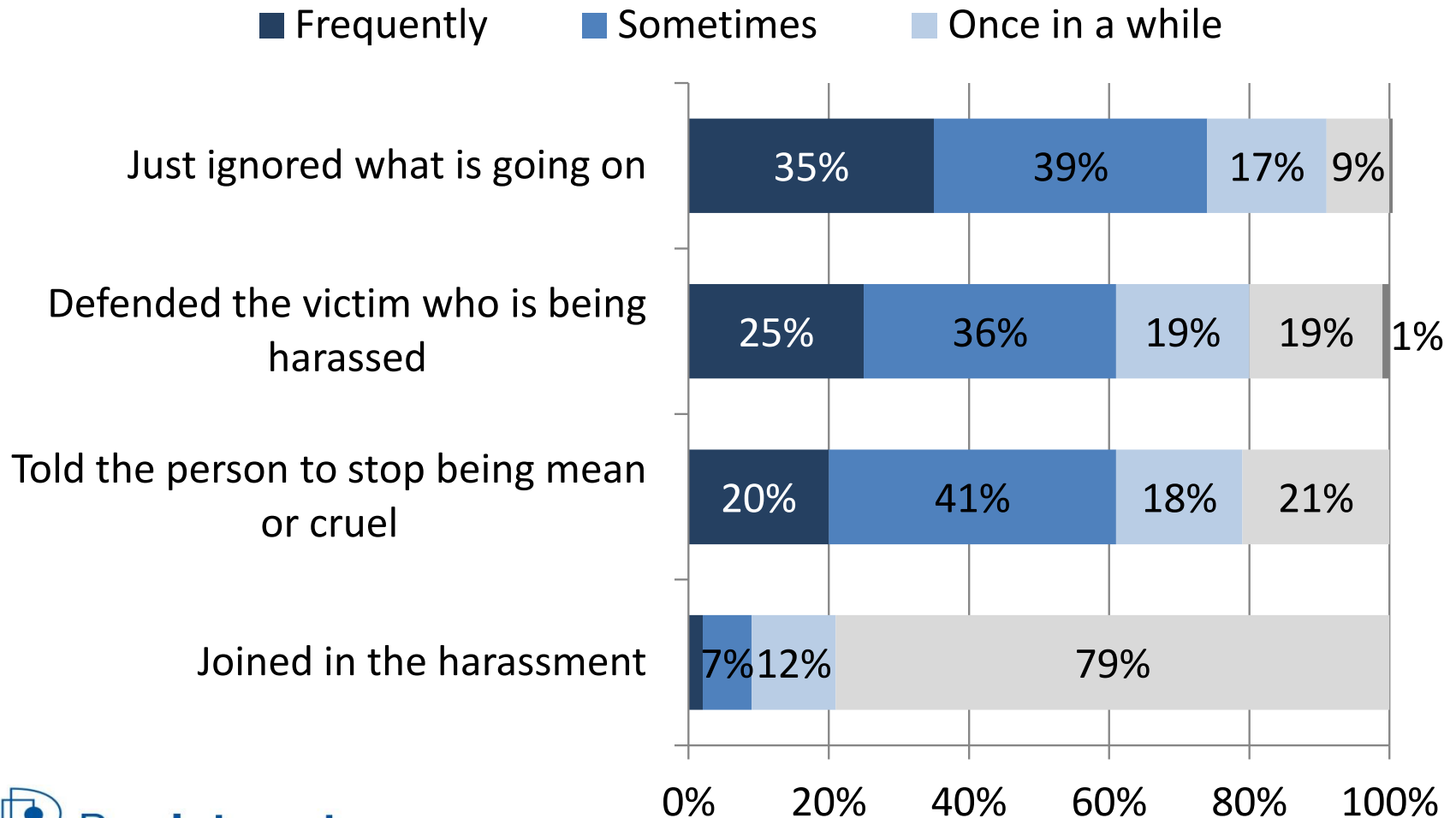
When people act mean or cruel on social network sites, how often have you seen other people ...?

% of social media-using teens who have seen others be mean or cruel on SNS (n=551)



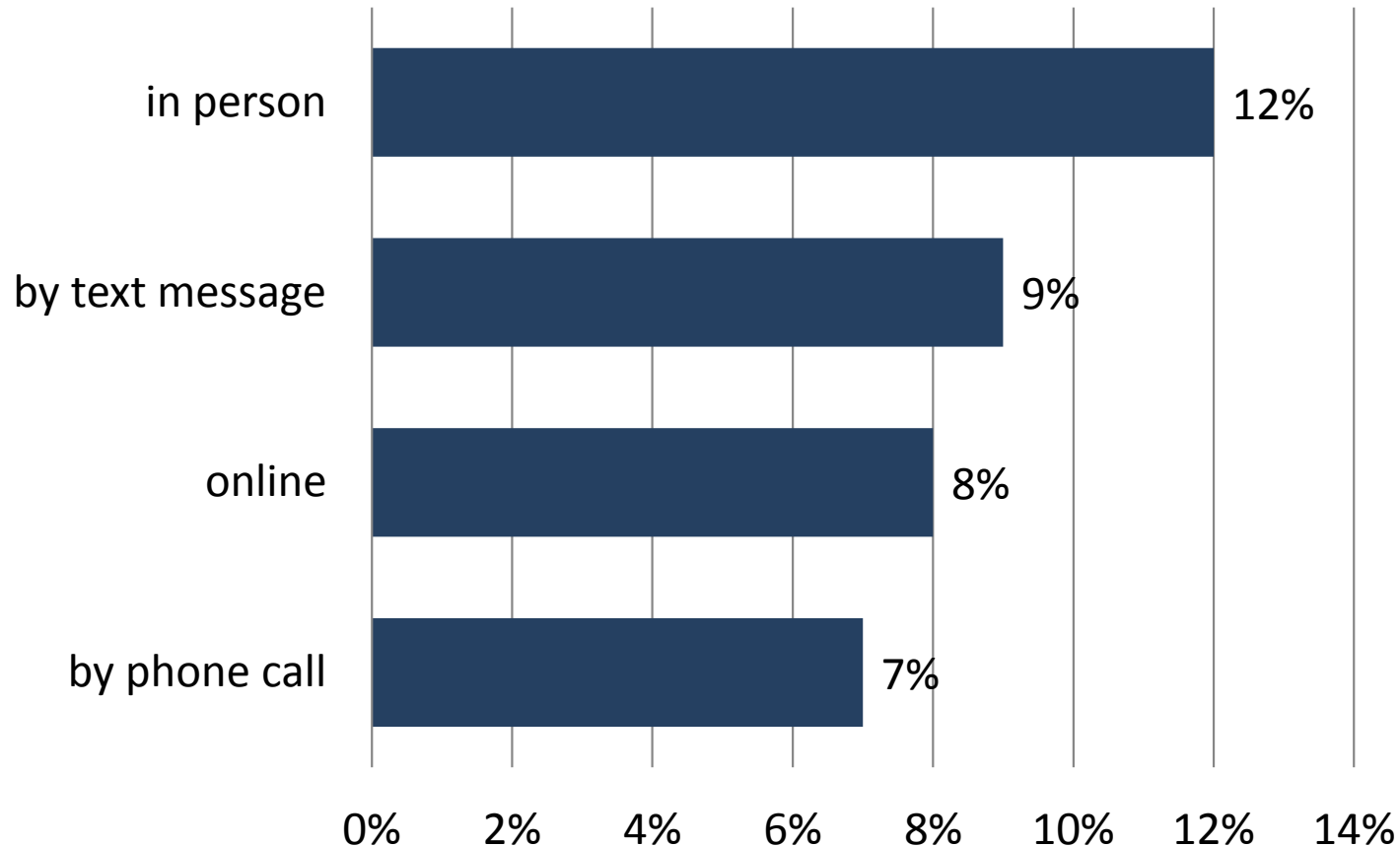
When people act mean or cruel on social network sites, how often have you ...?

% of social media-using teens who have seen others be mean or cruel on SNS (n=551)



In the past 12 months, have you been bullied ____?

% of all teens



Who is most likely to be bullied?

In-person

- **Younger teens** (12-13) are more likely than older teens to say they have experienced in-person bullying over the last year:
 - 17% vs.. 10%

Online, texting or phone call

- **Girls** are more likely than boys to experience bullying in every mediated context:

Online - 12% vs.. 4%

Text - 13% vs.. 5%

Phone call - 11% vs.. 4%

Sexting

2009

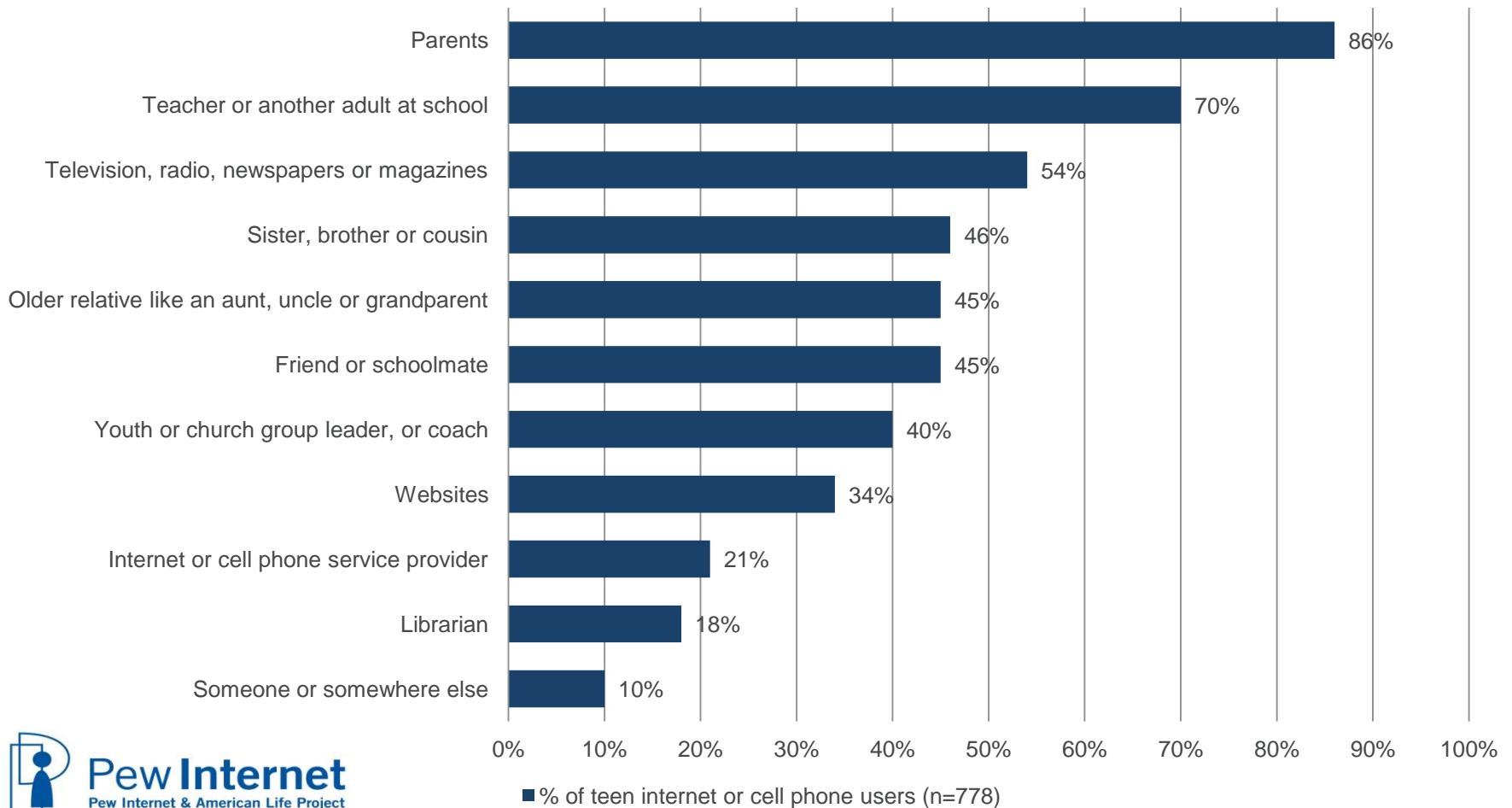
- 4% of teens 12 to 17 have sent
- 15% of 12-17 year olds with cell phones have received
- No gender or age differences in sending
- Older teens more likely to receive

2011

- 2% of teens 12-17 have sent
- 18% of 12-17 yos with cell phones have received
- No gender or age differences in sending
- Older teens more likely to receive (21% of 16-17yos vs.. 6% of 12-13 yos)

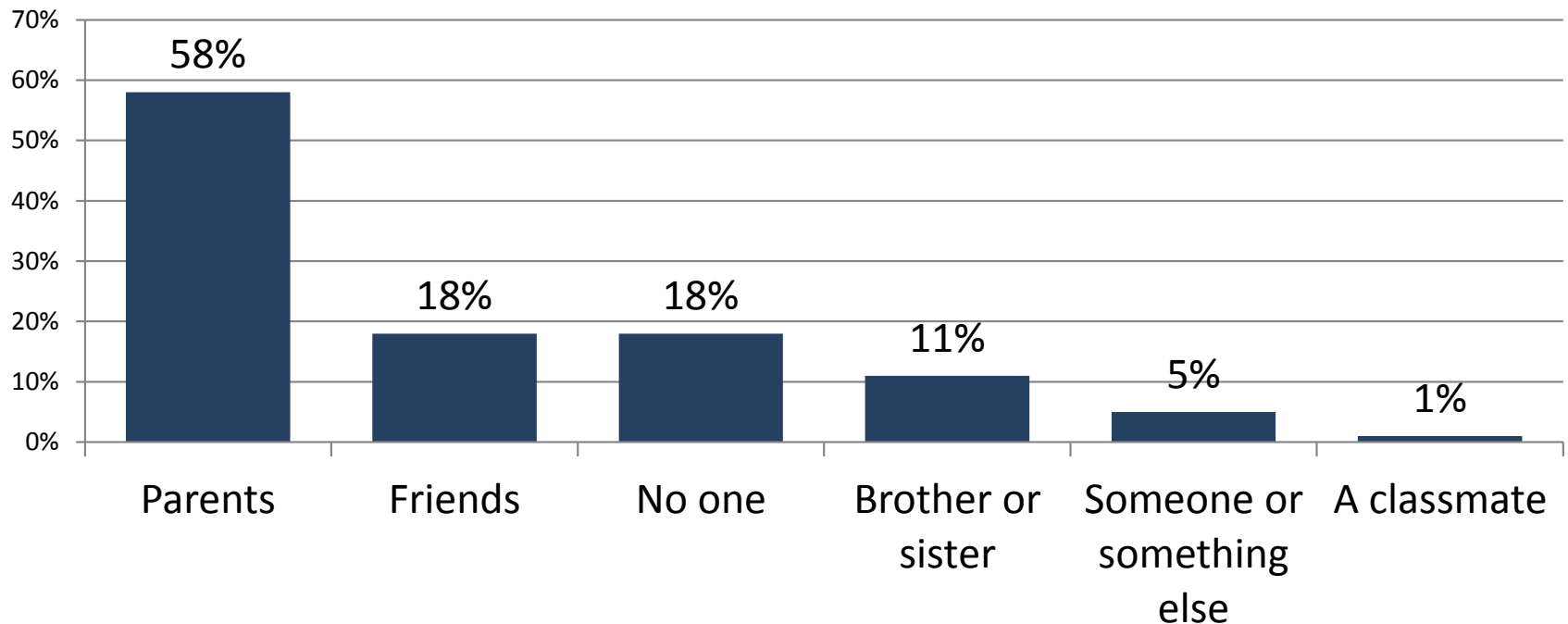
Influence and Advice

Have you ever received advice about how to use the internet and cell phones responsibly and safely from any of these people or places?



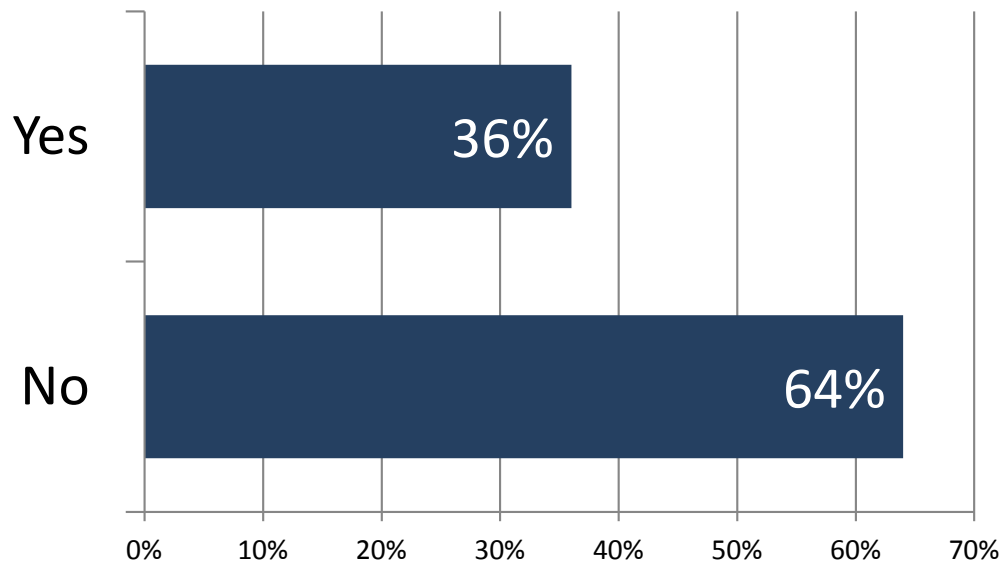
Who has been the biggest influence on what you think is appropriate or inappropriate when you are using a cell phone or going online?

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



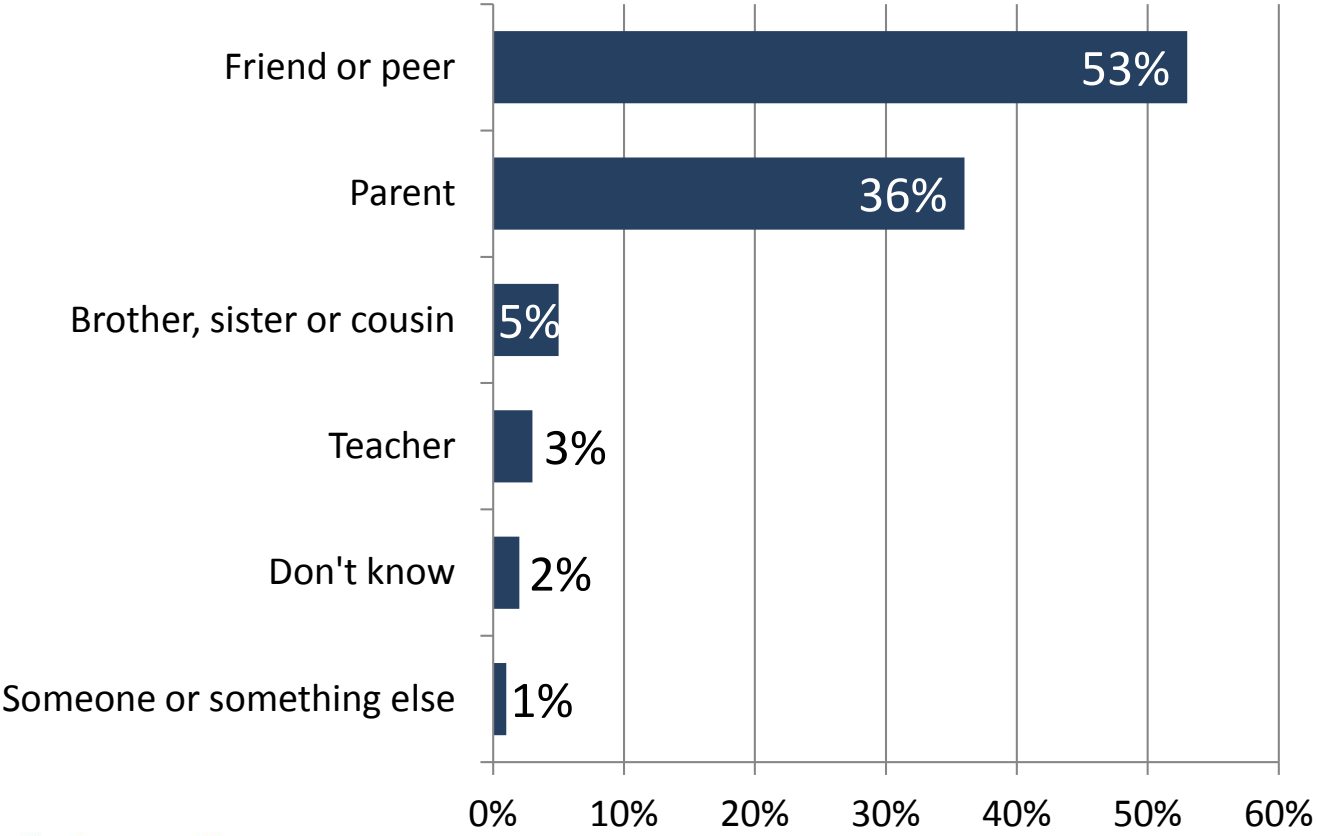
When you've seen or experienced someone being cruel or mean online, have you ever looked for or asked someone for advice about what to do?

% of social media-using teens who have seen others be mean or cruel on SNS (n=551)



Who or what did you turn to for advice?

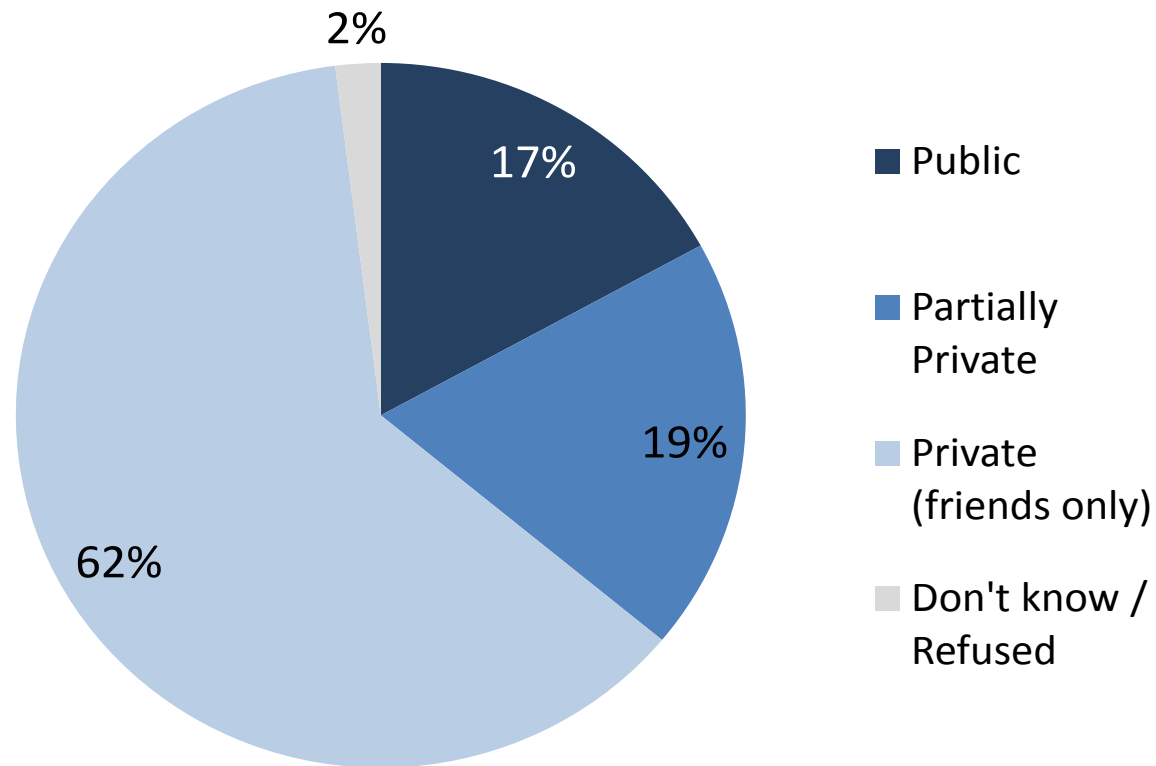
% of all teens who sought help after witnessing online cruelty (n=203)



Context of teen social media use

Teens' privacy settings on social media sites

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



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

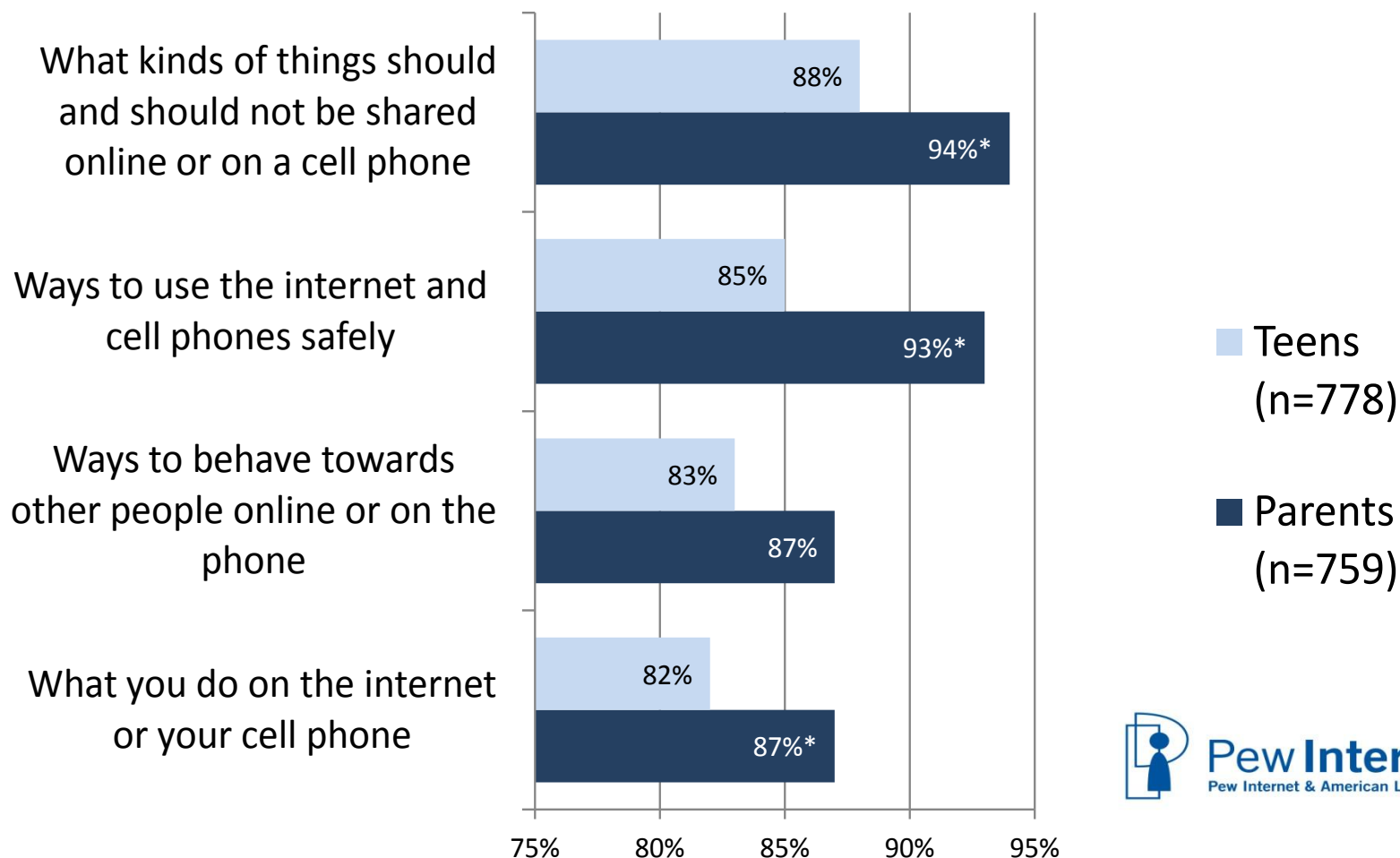
80% of these parents friend their children, which means that...

39%

of all parents of teens friend their children

Parents and teens report that they talk together about online safety

"Have you ever talked about...?" (% of teens who use the internet or cell phones, and % of parents of those teens)



80% of parents who use social media and who also have a child who uses SM have **friended** their child.

77% of parents of online teens have **checked to see what websites their child visited**, up from 65% of parents who did this in 2006.

66% of parents have checked to see **what information was available online about their child**.

54% of parents of online teens report using **parental controls** or other means of blocking, filtering, or monitoring their child's online activities.

34% of parents say they have used **parental controls to restrict their child's use of a cell phone**.

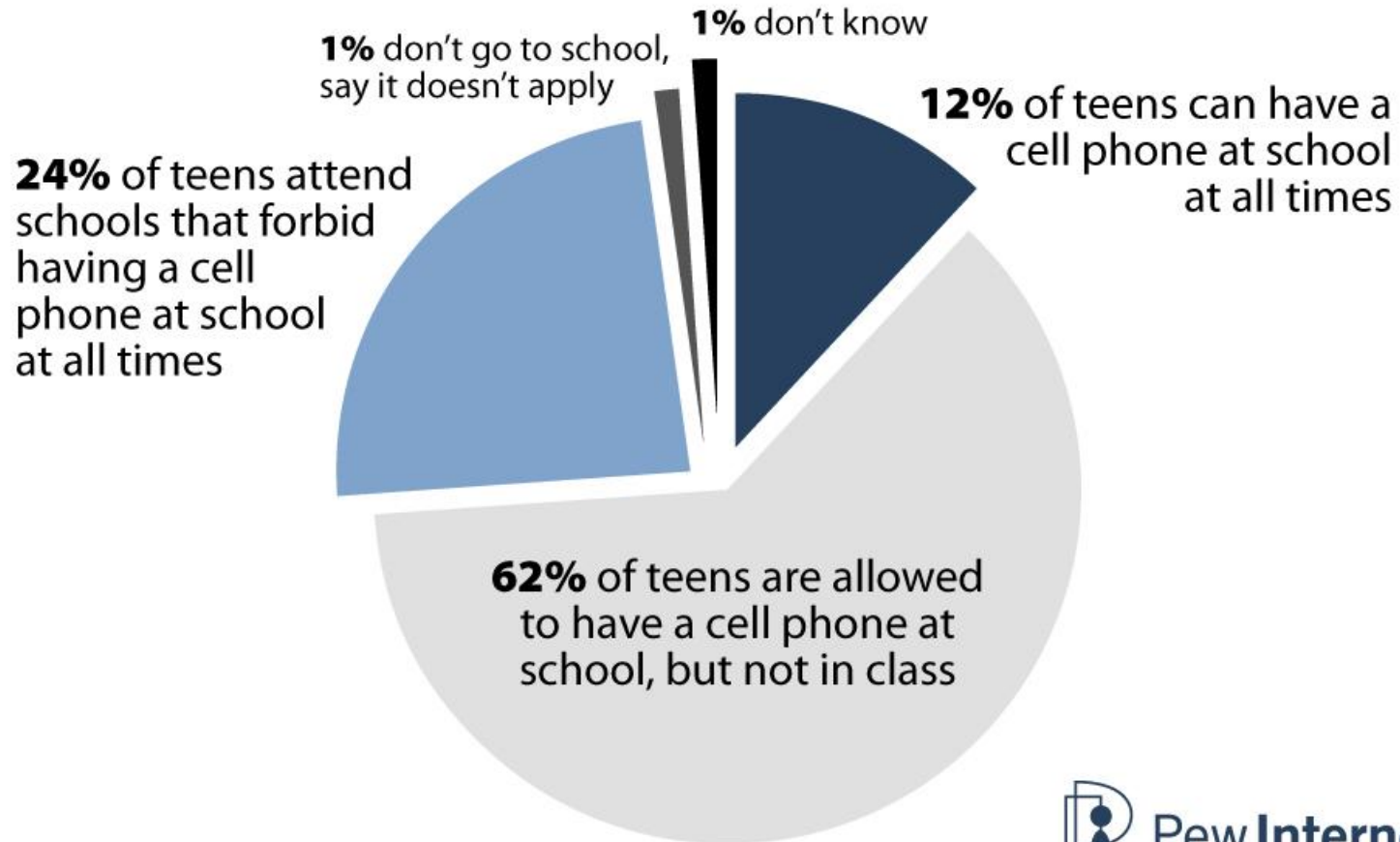
Parental Concern

	Very concerned	Somewhat concerned	Total citing concerns about negative impact	Not too concerned	Not at all concerned	Total saying they have little/no concern
Your child's exposure to inappropriate content through the internet or cell phones	47%	34%	81%	9%	9%	19%
How teens in general treat each other online or on their cell phones	45%	35%	80%	10%	9%	19%
Your child's internet or cell phone use taking time away from face-to-face interactions with friends or family	31%	33%	63%	20%	16%	36%



School-based use of mobile phones

Majority of teens can have cell phones at school but not in class



31% of teens who take their phones to school send text messages every day during class time

Of teens who take their phones to school, the % who do each activity (frequency)

Have phone turned on in school



Send or receive a text during class

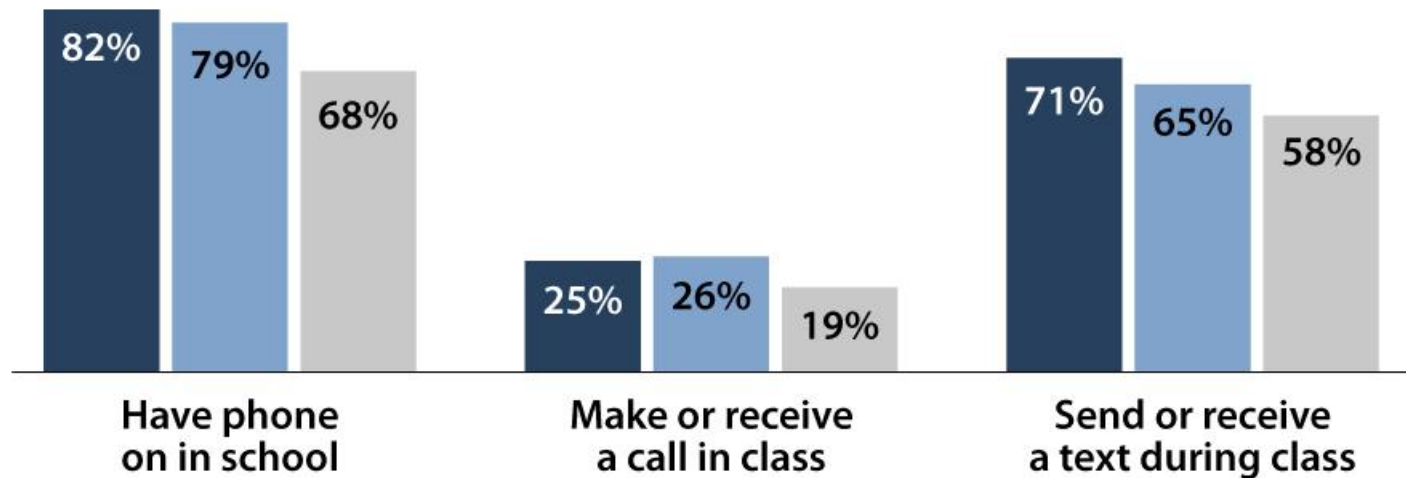


Make or receive a call on cell in class



58% of teens from schools that forbid all phones have sent a text message during class

Of teens who take their phones to school, the % who do each activity



Type of school:

- Permissive school
- Phone in school, not in class
- No phones at all at school

Themes

- Importance of mobile
- Social network sites are generally a good place...
- ...though for a small subset of kids, it is remarkably negative
- Importance of parents
- But it also takes a “village” -
- Positive bystander behavior is happening – but so is joining in
- Digital citizenship





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