

# Teens and Social Media

## An Overview

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# Road map

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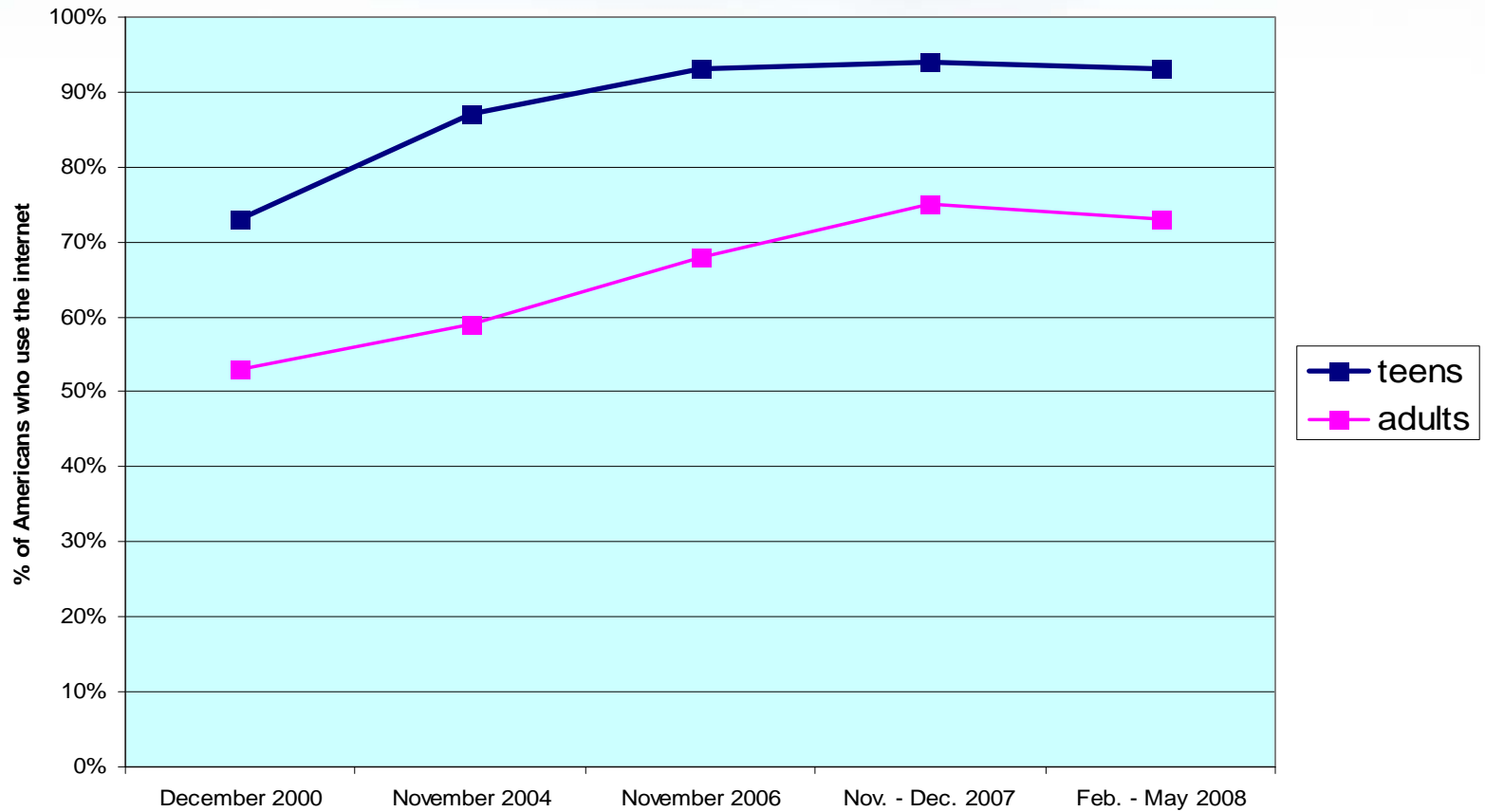
- Teen internet use basics
- Teen tech tool ownership
- How teens communicate
  - Social networks
  - Mobile phones
- Young adults & communication
- Young adults and online health
- Wrap up

# Methodology

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- RDD surveys with teens 12 to 17 and a parent or guardian
  - Sept-Nov 2007 (n=700)
  - Nov-Feb 2008 (n=1102)
- Focus groups
- RDD surveys of adults on online health information seeking

# Growth of internet use over time





## Teen internet use basics

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- 93% of teens 12-17 go online
- 89% of online teens go online from home, and most of them go online from home most often
- 77% of teen go online at school
- 71% go online from friends or relatives house
- 60% go online from a library
- 66% of households with teens go online via broadband, 22% via dial up, and 10% do not have access at home.
- 63% of online teens go online daily

# Teens and their tools

- 77% of teens 12-17 own a game console
- 74% of teens 12-17 own an iPod or Mp3 player
- 71% of teens 12-17 own a cell phone
- 60% have a desktop or laptop computer
- 55% have a portable gaming device like a DS or a PSP



# How has tool ownership changed?

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- Cell phone ownership is way up:
  - 45% of 12-17 year olds had them in 2004
  - 63% in 2006
  - 71% in early 2008.
- Computer ownership is stable at least over the past two years
- Caveat: Concept of “ownership” varies from device to device



# Online activities: Teens

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- 97% of teens play video games
- 81% go to websites about movies, TV shows, music groups or sports stars you are interested in
- 65% use an online social networking site
- 63% go online to get news or information about current events or politics
- 57% have watched a video on video-sharing site like YouTube\*
- 55% go online to get information about a college or university\*
- 38% buy things online like books, clothing or music\*
- **28% look online for health, dieting or physical fitness information\***
- 27% keep a blog or online journal
- 19% have downloaded a podcast\*
- 18% have visited a chat room\*
- 11% have a website



# How teens communicate

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## All teens:

- 95% of teens spend time with friends face to face
- 88% of teens talk to their friends on a landline
- 67% of teens talk to their friends on their cell phone
- 65% of teens send email to friends
- 61% send messages to friends through social networking sites
- 60% of online teens send instant messages to friends
- 58% of teens send text messages to friends

# How teens communicate daily

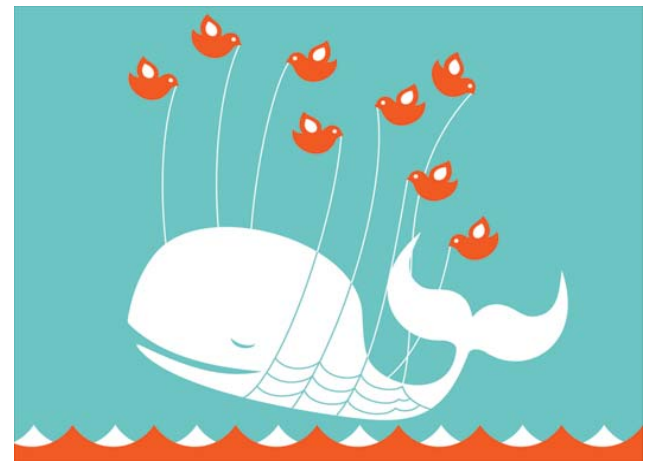
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## Everyday:

- 51% of teens (with cell phones) talk on their cell phones
- 42% of teens (who use SNS) send messages through social networking sites like MySpace or Facebook
- 38% of teens send text messages to each other
- 32% of teens talk to friends on a landline phone
- 29% spend time with friends in person doing social activities outside of school
- 26% send instant messages
- 16% send email

## Changes since 2006

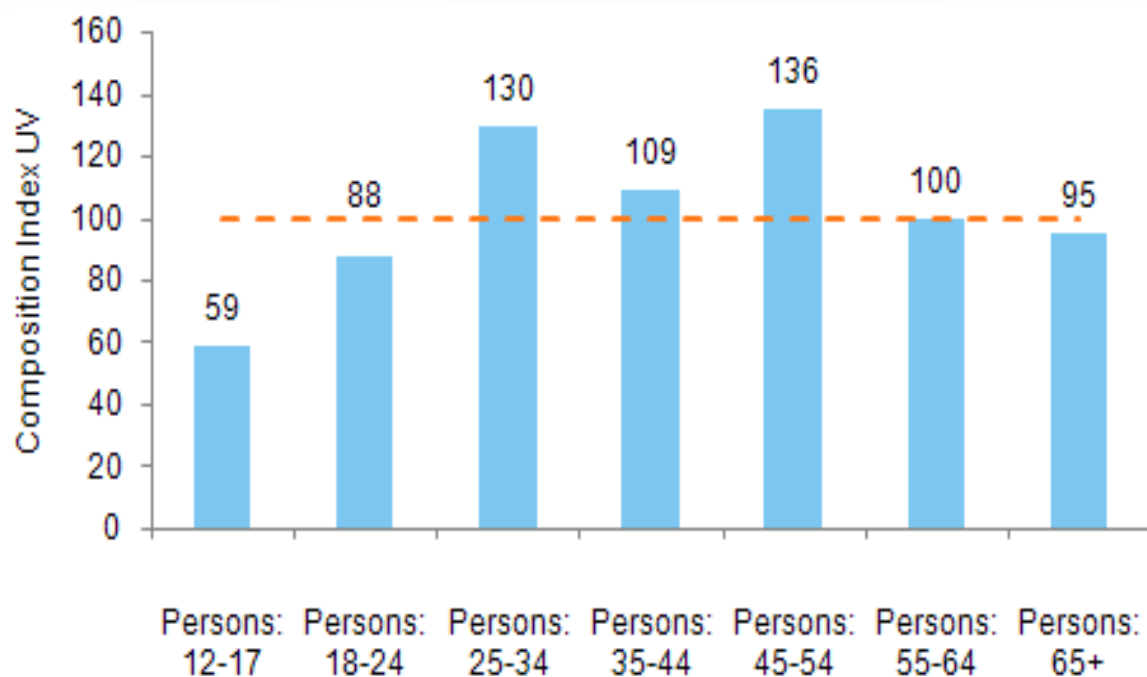
- Up: texting
- Stable: SNS, email, in person, cell phone
- Down: IM, landline (more saying that they never do this, or use it less than once a week)
- What teens don't do? Twitter.



# What is twitter anyway?

The screenshot shows the Twitter home page in a Mozilla Firefox browser window. The browser's address bar displays <http://twitter.com/timeline/home>. The page features the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content area is titled "What are you doing?" and shows a text input field with a character count of 140. Below the input field, there is a "Latest" tweet from @benjamin\_oc, a retweet from FriendFeed, and a tweet from Mediabistro. The right sidebar displays the user profile for @red\_lenns, including their follower and update counts, and a list of trending topics such as Easter, Tweetdeck, Chelsea, Liverpool, #mesh09, #pman, and Happy Passover. The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock set to 4:35 PM on April 10, 2009.

# Likelihood of Twitter use by age



Source: comScore Media Metrix

- News Feed
- Family2
- Work Contacts
- Family
- High School
- Amherst
- Grad School
- Rowing
- Photos
- Links
- Video
- More
- Create



What's on your mind?

Share



Louisa Tran A gerbil unit study is in order: nutrition (gerbil and human), environment, and evolution, so far.

6 minutes ago · Comment · Like



Jeremy Hunsinger http://www.stswiki.org/ is back up think it is 99%

35 minutes ago · Comment · Like



Sarita Yardi Thurs: social software in the office @ 9am then research ethics in the Facebook era at 11:30am. Jenn Thom-Santelli promises to bring bacon and eggs to anyone who shows up for our 9am session.

45 minutes ago · Comment · Like

Erika Shehan Poole likes this.



Zizi Papacharissi



Chicago 2016 Offers I.O.C. a Compact Games Plan - NYTimes.com

Source: www.nytimes.com

In uncertain economic times, in a tight race, Chicago's Olympic bid simply cannot rest on the help of cheerleaders, even those as prominent as President Obama.

47 minutes ago · Comment · Like · Share



Cliff Lampe thinks a brisk through Boston will help soothe some "sitting all day" muscles.

49 minutes ago · Comment · Like

REQUESTS

See All

- 30 friend requests
- 1 event invitation
- 1 friend suggestion
- 10 other requests

PEOPLE YOU MAY KNOW

See All



Joan Sellen Add as Friend

SPONSORED

Like Comment Share

Smart Grid Hologram

Michael Kolozsvari is a fan.



See a digital hologram of GE Smart Grid technology come to life in your hands.

Become a Fan of Plug Into the Smart Grid

HIGHLIGHTS



Random Thoughts by Carl Nubile

1 Like 2 Comments



Expedición en esquis by Adrian Gall



April 2009 Stacy Collier Fogleman is tagged.



Colombiano en Alaska by Adrian Gall

Online Friends (7)

# Social networking sites

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- 65% of online teens have a profile online
- Girls, particularly older girls, more likely to use SNS than boys (86% of girls 15-17 have profile online, compared to 69% of boys 15-17)
- Age is major factor
  - 12 -14 year-olds; 38% have an online profile
  - 15 -17 year-olds; 77% have an online profile
- Other demographic factors not significant
  - Income
  - Race/ethnicity

# Social networking activities

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- 83% of social network users have added comments to a friend's picture
- 77% post messages to friend's page or wall
- 71% send private messages to friends within the SNS
- 66% post comments on a friends blog
- 54% send bulletins or group messages to all their friends
- 54% send IMs or text messages to friends through the SNS
- All activities (except comments on pictures and sending IM/txts via sns are down since 2006)



# Mobile phones

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- 71% of teens ages 12-17 have a mobile phone
  - Up from 65% in Fall 2006 and 45% in Fall 2004
- 88% of parents have mobile phones
- No significant difference in mobile phone ownership by race/ethnicity
- Some differences by socio-economic status – but mostly a minor bump up in the highest income and education brackets.
- Age is very important – huge bump up in mobile phone ownership at age 14
  - 52% of 12-13 year olds have a mobile phone
  - At age 14 jumps to 72%
  - By 17 its 84% of teens have a mobile phone
- No gender differences in ownership

# Young adults and communication

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- 91% of 18-31 use the internet
- 89% of 18-31 use email
- 75% of Gen Y get news online
- 70% of Gen Y (ages 18-31) use social network sites
- 57% of Gen Y use IM
- 18% of 18-31 use twitter
  
- 74% of Gen Y have a cell phone
  - 85% of Gen Y use cell phone to send texts
  - 38% of Gen Y use cell phone to access internet

# Young adults and online health

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- 79% of online young adults 18-29 look for health information
- Similar to other age groups except 65+ who are less likely
- Health information that young adults are more likely to seek than other cohorts:
  - Exercise or fitness information (55%)
  - Sexual health information (21%)
  - Immunizations or vaccination information (18%)
  - Problems with drugs or alcohol (14%)
  - How to quit smoking (13%)
- 22% of teens go online to look for information about a health topic that's hard to talk about like drug use, sexual health or depression.\*



## Adults and online health

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- Overall, women are much more likely to look online for any health information
- Highly educated internet users are also more likely to look online for health information of all kinds.
- Half of health information searches are for someone else
- 2/3rds of health searches start at search engines
- Typically visit two or more sites during a health search session

## Wrap up

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- Small signs of social network fatigue
- MySpace still relevant
- Mobile is ascendant
- Don't forget about other mobile devices – not just mobile phones, but mp3 players, smart phones and portable gaming devices
- More video integration into social networks in the future?

Thank You!

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