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

12-17
18-29
30-49
50-64
65+

Nov 04 Nov 06 Nov 07 Feb 08 Sept 09 July 11

95%
94%
87%
74%
41%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

12-17
18-29
30-49
50-64
65+

Pew Internet
Pew Internet & American Life Project
In the last 30 days, have you used the internet on ____?

% of all teens

- Desktop or laptop computer: 88%
- Cell phone: 49%
- Mp3 player or iPod: 34%
- Game console: 30%
- Tablet computer or iPad: 16%
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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All teens (n=799)</td>
<td>77%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Boys (n=391)</td>
<td>76%</td>
</tr>
<tr>
<td>Girls (n=408)</td>
<td>78%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>12-13 (n=225)</td>
<td>57%*</td>
</tr>
<tr>
<td>14-17 (n=574)</td>
<td>87%*</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>White, non-Hispanic (n=442)</td>
<td>81%*</td>
</tr>
<tr>
<td>Black, non-Hispanic (n=123)</td>
<td>72%</td>
</tr>
<tr>
<td>Hispanic (English- and Spanish-speaking) (n=172)</td>
<td>63%*</td>
</tr>
<tr>
<td><strong>Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Less than $30,000 (n=192)</td>
<td>62%</td>
</tr>
<tr>
<td>$30,000-$49,999 (n=111)</td>
<td>75%</td>
</tr>
<tr>
<td>$50,000-$74,999 (n=119)</td>
<td>72%</td>
</tr>
<tr>
<td>$75,000+ (n=304)</td>
<td>91%**</td>
</tr>
<tr>
<td><strong>Education level of parents</strong></td>
<td></td>
</tr>
<tr>
<td>Less than high school (n=89)</td>
<td>47%**</td>
</tr>
<tr>
<td>High school grad (n=171)</td>
<td>82%</td>
</tr>
<tr>
<td>Some college (n=179)</td>
<td>79%</td>
</tr>
<tr>
<td>College+ (n=357)</td>
<td>82%</td>
</tr>
</tbody>
</table>
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

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

*Note: *Percentages may not sum to 100% due to rounding.

**Note: **Some device owners may not have used the internet.

†Note: **Some no cell phone users may not have used the internet.

---

Pew Internet
Pew Internet & American Life Project
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
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

- Facebook: Teens 93%, Adults 87%
- MySpace: Teens 24%, Adults 14%
- Twitter: Teens 12%, Adults 10%
- LinkedIn: Teens 0%, Adults 11%
# How teens use social media sites

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send instant messages or chat with a friend through the social network site</td>
<td>88%</td>
</tr>
<tr>
<td>Post comments on something a friend has posted</td>
<td>87%</td>
</tr>
<tr>
<td>Post a status update</td>
<td>86%</td>
</tr>
<tr>
<td>Post a photo or video</td>
<td>80%</td>
</tr>
<tr>
<td>Send private messages to a friend within the social network site</td>
<td>76%</td>
</tr>
<tr>
<td>Tag people in posts, photos or videos</td>
<td>69%</td>
</tr>
<tr>
<td>Play a game on a social network site</td>
<td>50%</td>
</tr>
</tbody>
</table>

Median # of activities: **6**
How younger and older teens use social media

- Post comments on friends' posts: 73% (Ages 12-13) vs. 92% (Ages 14-17)
- Post a status update: 73% (Ages 12-13) vs. 90% (Ages 14-17)
- Send IM's or chat with friends: 84% (Ages 12-13) vs. 89% (Ages 14-17)
- Post a photo or video: 68% (Ages 12-13) vs. 84% (Ages 14-17)
- Send private messages to friends: 67% (Ages 12-13) vs. 79% (Ages 14-17)
- Tag people in posts, photos or videos: 59% (Ages 12-13) vs. 73% (Ages 14-17)
- Play games: 44% (Ages 12-13) vs. 69% (Ages 14-17)
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)
  - People are mostly kind: 69%
  - People are mostly unkind: 20%
  - Depends: 11%
  - Don't know: 1%
  - Refused: 0%

- Adults 18+ (n=1047)
  - People are mostly kind: 85%
  - People are mostly unkind: 5%
  - Depends: 5%
  - Don't know: 4%
  - Refused: 1%
Have you, personally, ever had an experience on a social network site that...

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

- Made you feel good about yourself: 65% Yes, 34% No
- Made you feel closer to another person: 58% Yes, 41% No
- Resulted in a face to face argument or...: 25% Yes, 74% No
- Ended your friendship with someone: 22% Yes, 77% No
- Made you feel nervous about going to...: 13% Yes, 87% No
- Caused a problem with your parents: 13% Yes, 87% No
- Resulted in a physical fight with...: 8% Yes, 92% No
- Got you in trouble at school: 6% Yes, 94% No
How often do you witness online cruelty & meanness?

% of teens and adults who use social media

- **Frequently**
  - Teens 12-17: 7%
  - Adults 18+: 12%*

- **Sometimes**
  - Teens 12-17: 18%
  - Adults 18+: 29%*

- **Only once in a while**
  - Teens 12-17: 47%
  - Adults 18+: 44%

- **Never**
  - Teens 12-17: 11%
  - Adults 18+: 29%*

- **Don't know**
  - Teens 12-17: 1%
  - Adults 18+: 2%
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

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

Yes:
- Teens: 15%
- Adults: 13%

No:
- Teens: 85%
- Adults: 86%

Don't know:
- Teens: 0%
- Adults: 1%
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)

- Just ignore what is going on: 55% Frequently, 29% Sometimes, 11% Once in a while, 5% Never, 5% Don't know
- Defend the victim who is being harassed: 27% Frequently, 29% Sometimes, 28% Once in a while, 16% Never, 1% Don't know
- Tell the person to stop being mean and cruel: 20% Frequently, 29% Sometimes, 34% Once in a while, 16% Never, 1% Don't know
- Join in the harassment: 19% Frequently, 23% Sometimes, 24% Once in a while, 33% Never, 1% Don't know
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)

- Just ignored what is going on: 35% Frequently, 39% Sometimes, 17% Once in a while
- Defended the victim who is being harassed: 25% Frequently, 36% Sometimes, 19% Once in a while
- Told the person to stop being mean or cruel: 20% Frequently, 41% Sometimes, 18% Once in a while
- Joined in the harassment: 7% Frequently, 12% Sometimes, 79% Once in a while

Pew Internet
Pew Internet & American Life Project
In the past 12 months, have you been bullied ___?

% of all teens

- in person: 12%
- by text message: 9%
- online: 8%
- by phone call: 7%
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?

- Parents: 86%
- Teacher or another adult at school: 70%
- Television, radio, newspapers or magazines: 54%
- Sister, brother or cousin: 46%
- Older relative like an aunt, uncle or grandparent: 45%
- Friend or schoolmate: 45%
- Youth or church group leader, or coach: 40%
- Websites: 34%
- Internet or cell phone service provider: 21%
- Librarian: 18%
- Someone or somewhere else: 10%
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)

- Parents: 58%
- Friends: 18%
- No one: 18%
- Brother or sister: 11%
- Someone or something else: 5%
- A classmate: 1%
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)

- Yes: 36%
- No: 64%
Who or what did you turn to for advice?

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

- Friend or peer: 53%
- Parent: 36%
- Brother, sister or cousin: 5%
- Teacher: 3%
- Don't know: 2%
- Someone or something else: 1%
Context of teen social media use
Teens’ privacy settings on social media sites

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

- 62% Private
- 19% Partially Private
- 17% Public
- 2% Don't know / Refused
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)

- What kinds of things should and should not be shared online or on a cell phone
  - Teens: 88%
  - Parents: 94%

- Ways to use the internet and cell phones safely
  - Teens: 85%
  - Parents: 93%

- Ways to behave towards other people online or on the phone
  - Teens: 83%
  - Parents: 87%

- What you do on the internet or your cell phone
  - Teens: 82%
  - Parents: 87%
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

<table>
<thead>
<tr>
<th></th>
<th>Very concerned</th>
<th>Somewhat concerned</th>
<th>Total citing concerns about negative impact</th>
<th>Not too concerned</th>
<th>Not at all concerned</th>
<th>Total saying they have little/no concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your child’s exposure to inappropriate content through the internet or cell phones</td>
<td>47%</td>
<td>34%</td>
<td>81%</td>
<td>9%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>How teens in general treat each other online or on their cell phones</td>
<td>45%</td>
<td>35%</td>
<td>80%</td>
<td>10%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>Your child’s internet or cell phone use taking time away from face-to-face interactions with friends or family</td>
<td>31%</td>
<td>33%</td>
<td>63%</td>
<td>20%</td>
<td>16%</td>
<td>36%</td>
</tr>
</tbody>
</table>
School-based use of mobile phones
Majority of teens can have cell phones at school but not in class

- 62% of teens are allowed to have a cell phone at school, but not in class
- 12% of teens can have a cell phone at school at all times
- 24% of teens attend schools that forbid having a cell phone at school at all times
- 1% don’t go to school, say it doesn’t apply
- 1% don’t know
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**
  - Ever day: 48
  - At least once a day: 12
  - Several times a week: 5
  - Less often: 12
  - Never: 23

- **Send or receive a text during class**
  - Ever day: 31
  - At least once a day: 12
  - Several times a week: 7
  - Less often: 14
  - Never: 36

- **Make or receive a call on cell in class**
  - Ever day: 4
  - At least once a day: 4
  - Several times a week: 4
  - Less often: 13
  - Never: 75
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

- **Have phone on in school**:
  - Permissive school: 82%
  - Phone in school, not in class: 79%
  - No phones at all at school: 68%

- **Make or receive a call in class**:
  - Permissive school: 25%
  - Phone in school, not in class: 26%
  - No phones at all at school: 19%

- **Send or receive a text during class**:
  - Permissive school: 71%
  - Phone in school, not in class: 65%
  - No phones at all at school: 58%
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