Teens & Technology: Understanding the Digital Landscape

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GWU
Social Ecology of Child and Adolescent Health
February 25, 2014

About Pew Internet / Pew Research

- Part of the Pew Research Center, a non-partisan "fact tank" in Washington, DC

- Studies how people use digital technologies

- Does not promote specific technologies or make policy recommendations

- Data for this talk is from nationally representative telephone surveys of U.S. adults and teens (on landlines and cell phones)

<u>Short cut:</u>   We're the public opinion, "just the facts", non-advocacy, non-policy part of the Pew universe
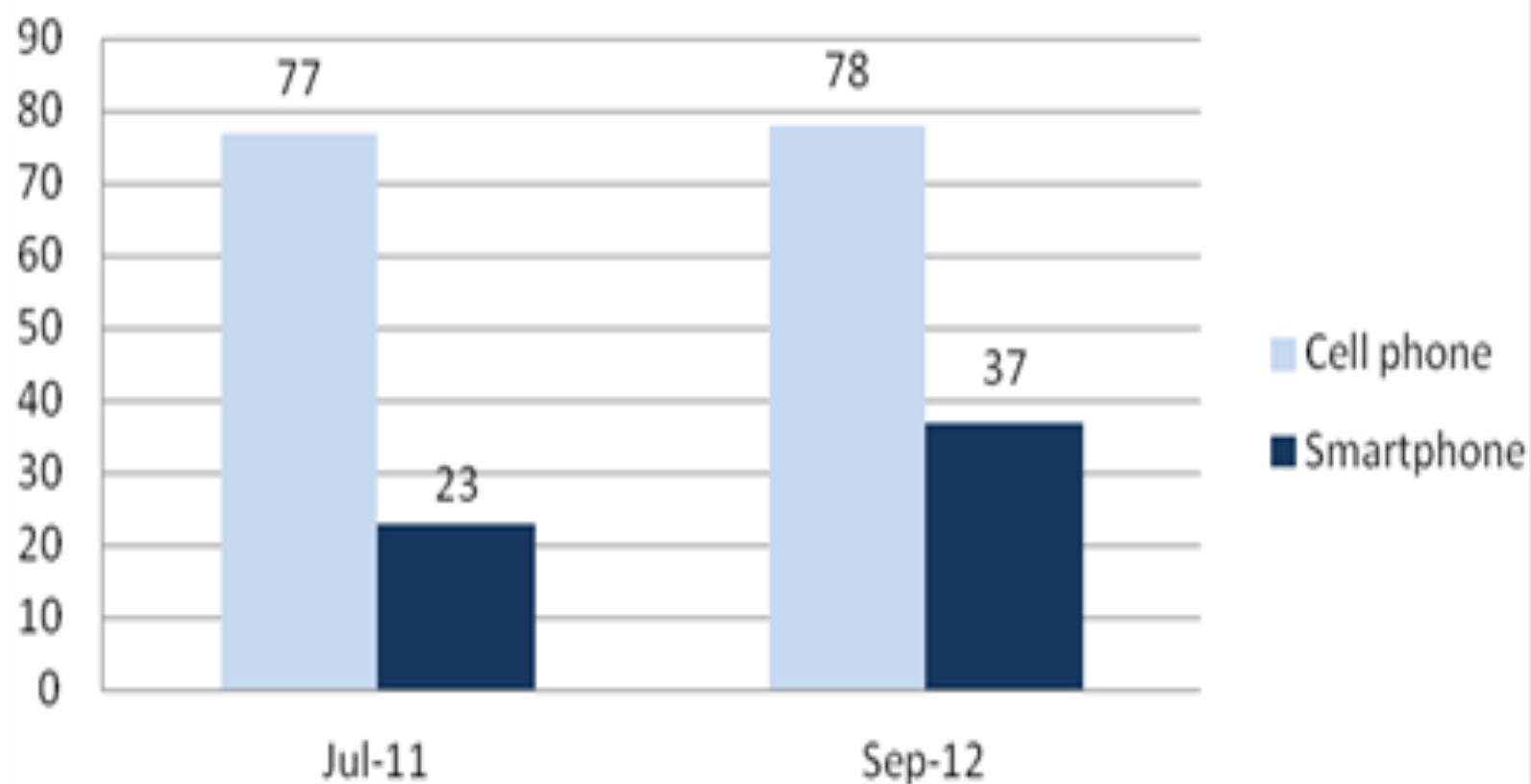
Teens' stationary computing is shared

- 95% of teens use the internet
- 93% of teens have a computer or have access to one
- 71% of teen computer users say the computer they use most often is shared with family members.
- 23% of teens have a tablet computer.

Teens' internet use is becoming increasingly mobile.

- 78% of teens have a cell phone
- About three in four (74%) teens ages 12-17 are "mobile internet users" who say they access the internet on cell phones, tablets, and other mobile devices at least occasionally.
- 37% of all U.S. teens own smartphones, up from just 23% in 2011.
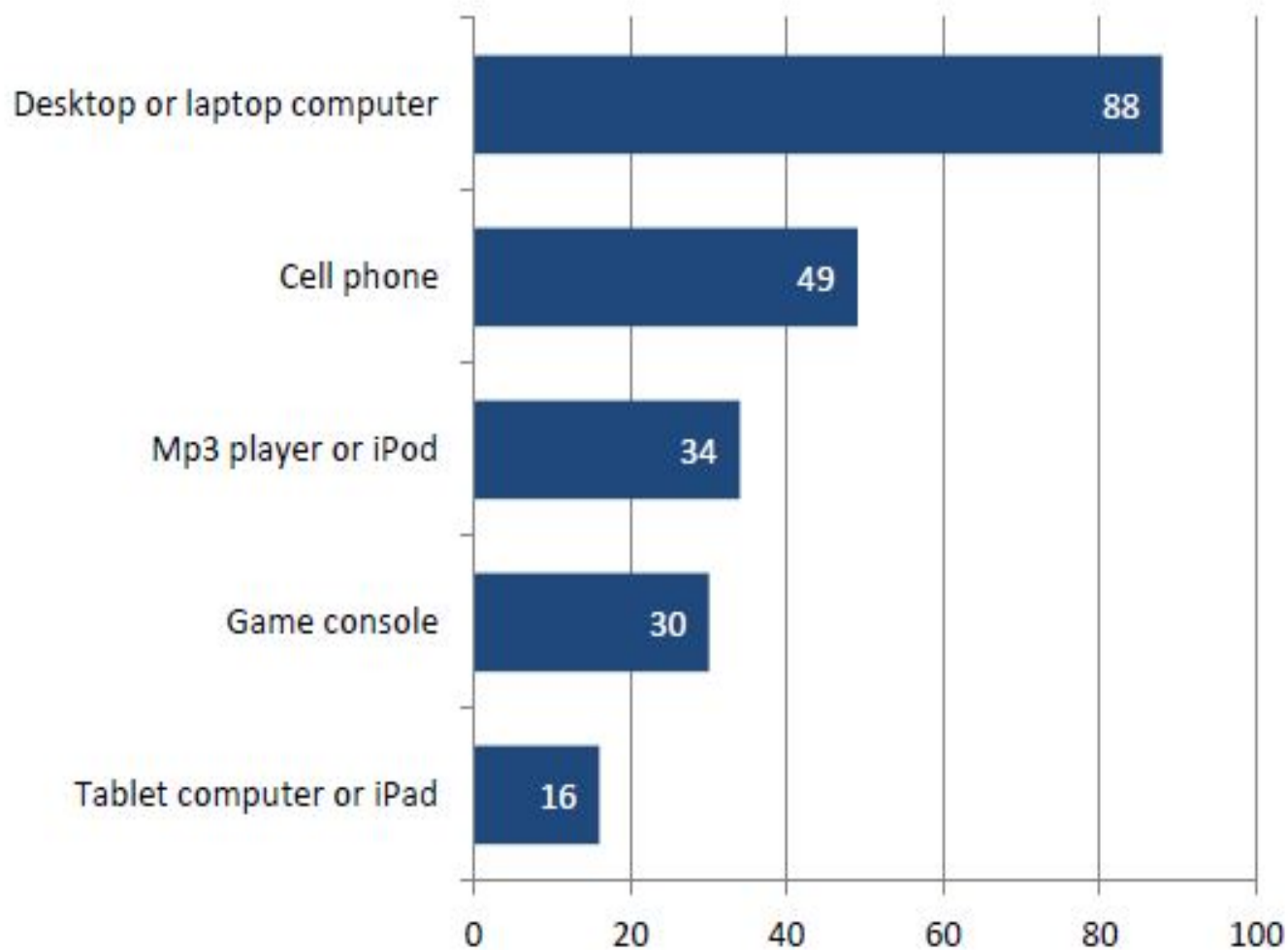- One in four teens are "cell-mostly" internet users. Among teen smartphone owners, half are cell-mostly.

Teen Cell Phone and Smartphone Ownership

% of all teens ages 12-17

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

% of all teens

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

Teen Cell Phone and Smartphone Ownership Demographics
% of teens in each demographic group

		Own a Cell Phone (any kind)	Own a Smartphone
All teens, ages 12-17 (n=802)		78%	37%
Teen Gender			
a	Boys(n=405)	77	36
b	Girls (n=397)	78	38
Age of Teen			
a	12-13 (n=246)	68	23
b	14-17 (n=556)	83[a]	44[a]
Teen Gender and Age			
a	Boys, 12-13 (n=122)	65	20
b	Boys, 14-17 (n=283)	83[ac]	43[ac]
c	Girls, 12-13 (n=124)	71	26
d	Girls, 14-17 (n=273)	82[a]	44[ac]
Parent Race/ethnicity			
a	White, Non-Hispanic (n=542)	81[c]	35
b	Black, Non-Hispanic (n=122)	72	40
c	Hispanic (n=92)	64	43
Parent Education			
a	Less Than High School/High school grad (n=244)	71	35
b	Some College (n=192)	79	35
c	College + (n=363)	87[ab]	41
Parent Household Income			
a	Less than $30,000/yr (n=154)	69	39[b]
b	$30,000-$49,999 (n=155)	74	24
c	$50,000-$74,999 (n=110)	81	38
d	$75,000+ (n=335)	86[ab]	43[b]
Urbanity			
a	Urban (n=278)	76	42[c]
b	Suburban (n=410)	81	39[c]
c	Rural (n=101)	73	19

Older teens

Middle Income Teens Missing

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. N=802 parents of teens ages 12-17 and 802 teens ages 12-17. Margin of error is +/- 4.5 percentage points.

Note: Columns marked with a superscript letter (ª) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Teen Internet Access Demographics
% of teens in each demographic group

	Access the Internet	Mobile Access to Internet (phone, tablet, etc)	Access Internet *Mostly* on Cell Phone
All teens, ages 12-17 (n=802)	95%	74%	25%
Teen Gender			
a Boys(n=405)	97[b]	72	20
b Girls (n=397)	93	76	29[a]
Age of Teen			
a 12-13 (n=246)	93	71	16
b 14-17 (n=556)	96	76	29[a]
Teen Gender and Age			
a Boys, 12-13 (n=122)	96	70	12
b Boys, 14-17 (n=283)	97[c]	73	24[a]
c Girls, 12-13 (n=124)	91	72	20
d Girls, 14-17 (n=273)	95	78	34[abc]
Parent Race/ethnicity			
a White, Non-Hispanic (n=542)	98[bc]	77[c]	24
b Black, Non-Hispanic (n=122)	92	74	33
c Hispanic (n=92)	88	63	21
Parent Education			
a Less Than High School/High school grad (n=244)	91	71	27
b Some College (n=192)	99[a]	71	24
c College + (n=363)	99[a]	81[ab]	22
Parent Household Income			
a Less than $30,000/yr (n=154)	89	66	30[c]
b $30,000-$49,999 (n=155)	94	72	25[c]
c $50,000-$74,999 (n=110)	99[a]	79	14
d $75,000+ (n=335)	99[ab]	79[a]	24[c]
Urbanity			
a Urban (n=278)	94	74	27
b Suburban (n=410)	96	72	24
c Rural (n=101)	99[a]	79	21

Older Girls

Missing middle income

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. N=802 parents of teens ages 12-17 and 802 teens ages 12-17. Margin of error is +/- 4.5 percentage points.

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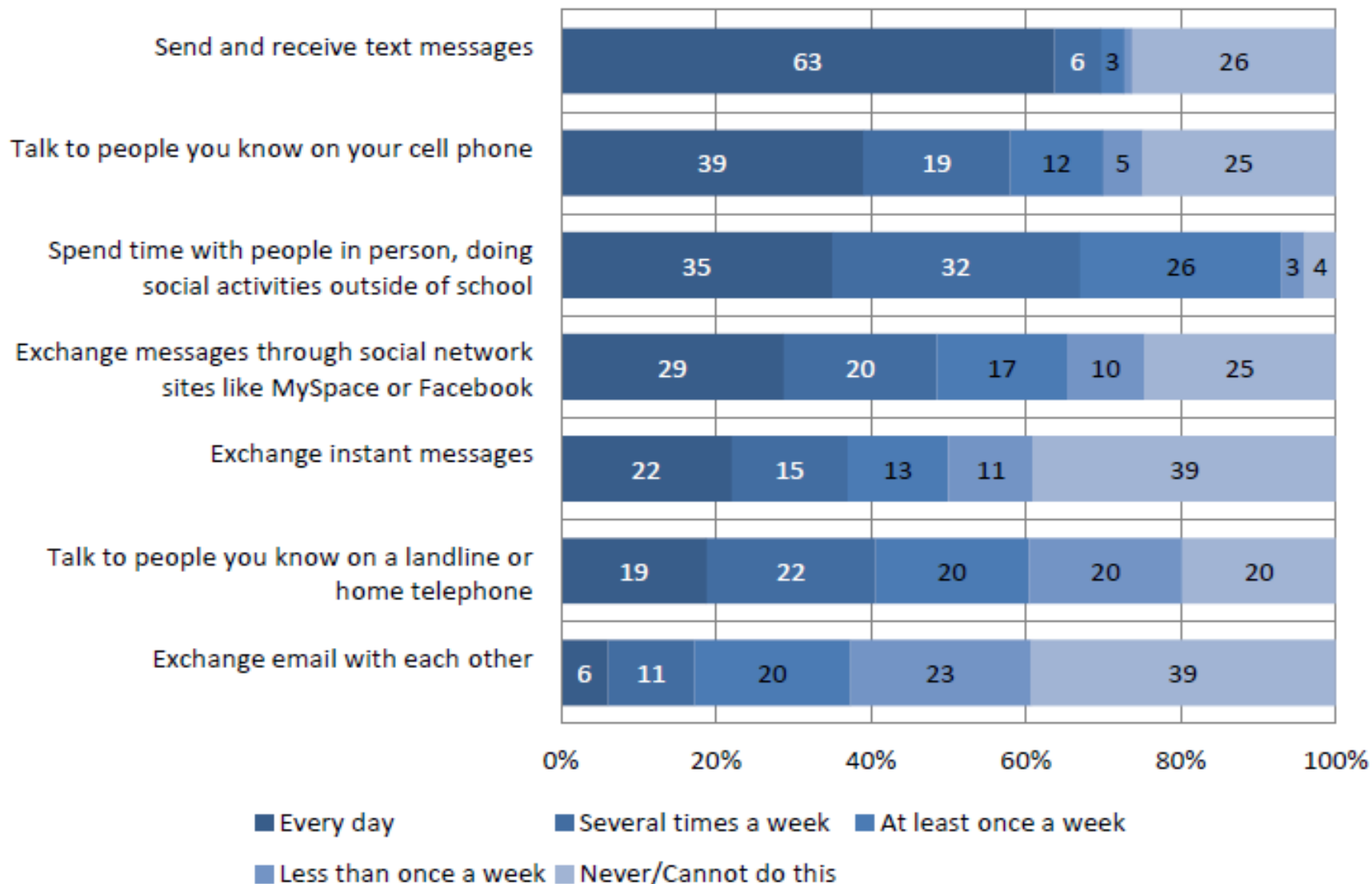
Texting

Texting dominates teens' general communication choices.

- 75% of all teens text.
- 63% say that they use text to communicate with others every day.
- 60 texts per day (median) for the typical teen text user.
- Older girls remain the most enthusiastic texters, with a median of 100 texts a day in 2011, compared with 50 for boys the same age.
- African-American, Latino and lower income youth are all heavy texters.

How often do you _____ to communicate or socialize with people in your life?

Based on the % of all teens, unless otherwise noted. (n=406)

	Every day	Several times a week	At least once a week	Less than once a week	Never/Cannot do this
Send and receive text messages	63	6	3		26
Talk to people you know on your cell phone	39	19	12	5	25
Spend time with people in person, doing social activities outside of school	35	32	26	3	4
Exchange messages through social network sites like MySpace or Facebook	29	20	17	10	25
Exchange instant messages	22	15	13	11	39
Talk to people you know on a landline or home telephone	19	22	20	20	20
Exchange email with each other	6	11	20	23	39

Legend:
- ■ Every day
- ■ Several times a week
- ■ At least once a week
- ■ Less than once a week
- ■ Never/Cannot do this

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Teens and mobile apps

- 58% of all teens have downloaded apps to their cell phone or tablet computer.

- 51% of teen app users have avoided certain apps over privacy concerns.

- 26% of teen app users have uninstalled an app because they learned it was collecting personal information they did not wish to share.

- 46% of teen app users have turned off location tracking features on their cell phone or in an app because they were worried about the privacy of their information.

Teens are diversifying their social media portfolios.

Teen and adult use of SNS + Twitter — change over time
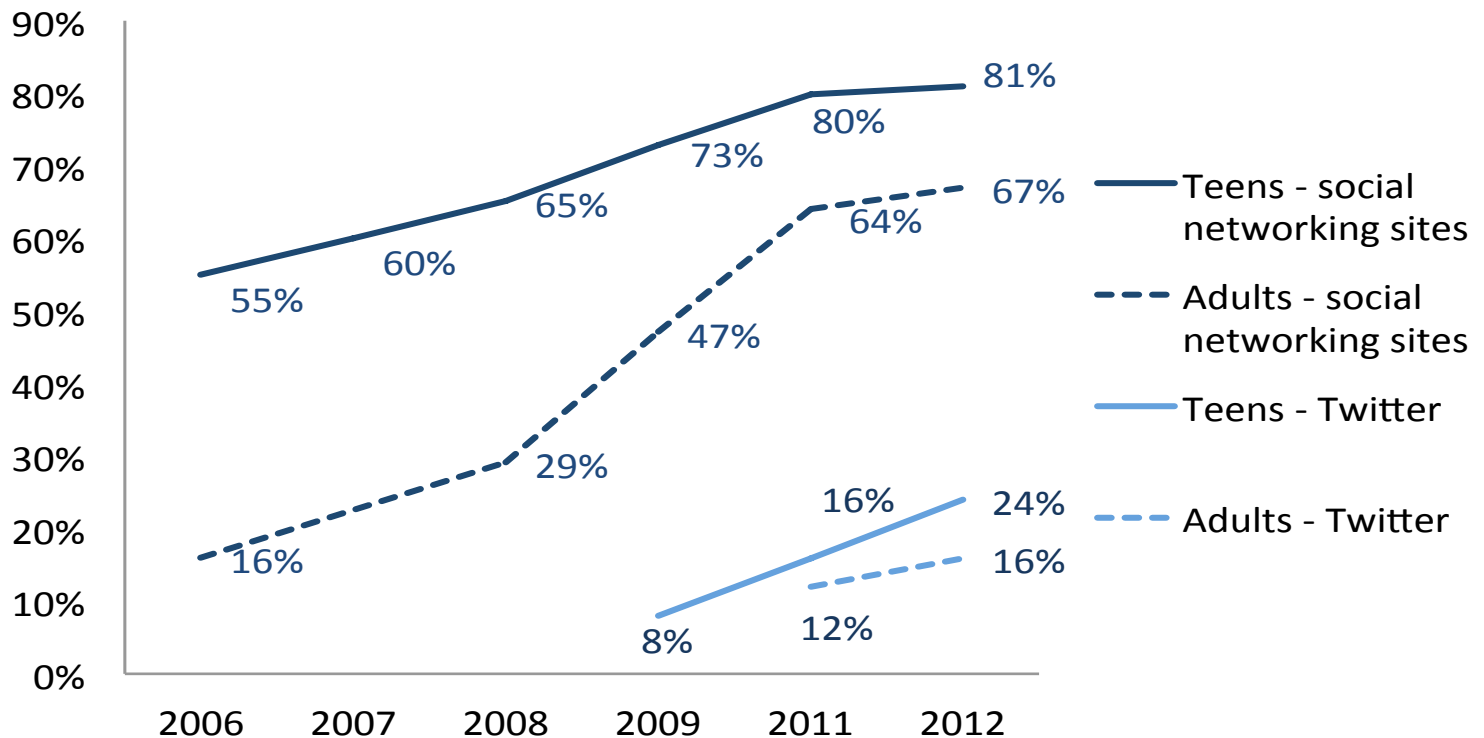
Where teens have social media profiles or accounts

% of teen social media users who use the following sites …

	2011	2012
Facebook	93%	94%
Twitter	12	26
Instagram	n/a	11
MySpace	24	7
YouTube	6	7
Tumblr	2	5
Google Plus	n/a	3
Yahoo (unspecified)	7	2
myYearbook	2	*
Pinterest	n/a	1
Gmail	n/a	1
Meet Me	n/a	1
Other	8	6
Don't know / Don't have own profile	2	1

Focus group discussions with teens suggest that they have waning enthusiasm for Facebook.

Male (age 16): "A lot of friends convinced me to make a Twitter. Because everyone's saying Facebook's dead."

Teens expressed negative views about:

• the increasing adult presence
• people sharing excessively
• stressful "drama" associated with interactions on the site

...but they keep using it because participation is an important part of overall teenage socializing.

Female (age 19): "Yeah, that's why we go on Twitter and Instagram [instead of Facebook]. My mom doesn't have that."

Male (age 18): "Facebook doesn't have a limit to characters on it. So in Twitter, there's only so much you can say. On Facebook, they say so many details of things that you don't want to know. You'd be like, are you serious? No one really cares that much."

Female (age 14): "OK, here's something I want to say. I think Facebook can be fun, but also it's drama central. On Facebook, people imply things and say things, even just by a like, that they wouldn't say in real life."

Teens, like adults, are finding ways to "diversify" their social media portfolio for different purposes.

In some cases, it helps them to compartmentalize smaller groups of friends and certain kinds of interactions.

In other cases, the newer platforms are appealing for the specific features and functionality they offer.

Female (age 15): "I like Tumblr because I don't have to present a specific or false image of myself and I don't have to interact with people I don't necessarily want to talk to."

Male (age 17): "[Instagram] It's more safe... It's less social [than Facebook]."

Female (age 17): [Snapchat] "And it's just kind of fun. Because it's like texting, but you get to use your face as the emoticon instead of an actual emoticon."
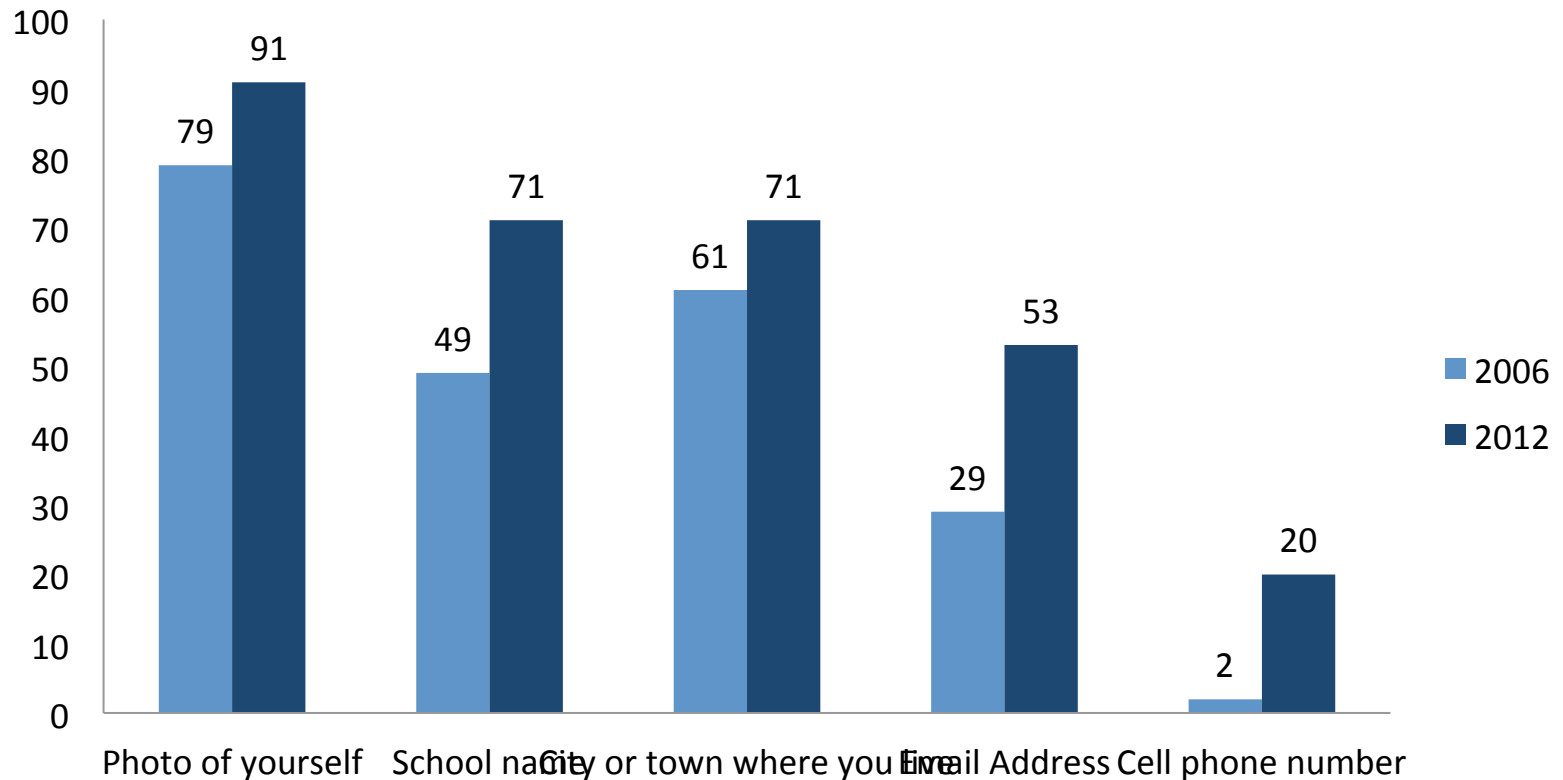
Snapchat and ephemeral messaging hit sweet spot

- Mostly not sexting
- More like a visual conversation than other digital tools – when it's over, it's gone, like a hallway chat.
- Doesn't become a part of the curated durable portrait of YOU online.
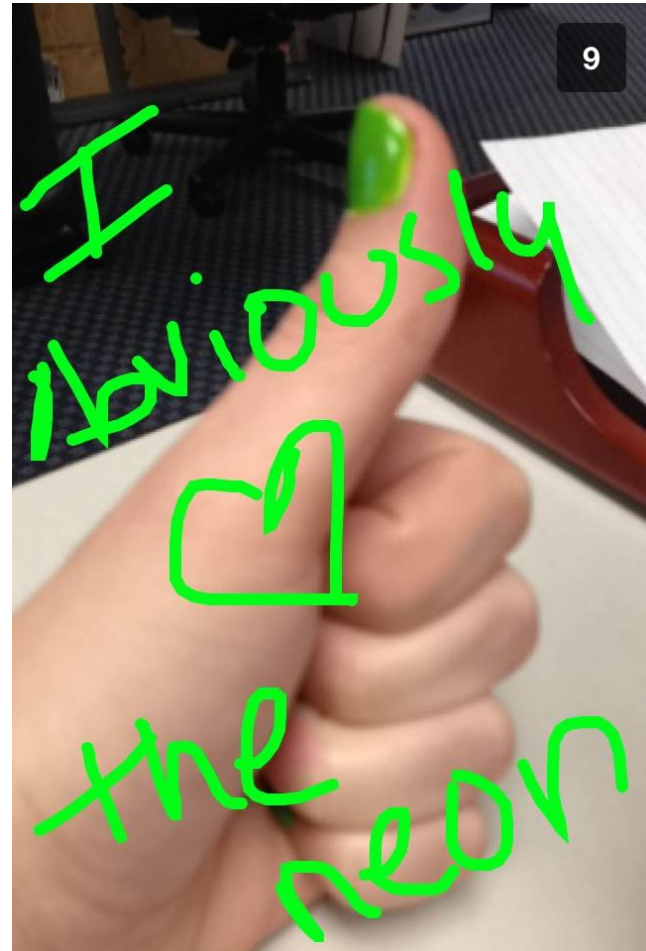
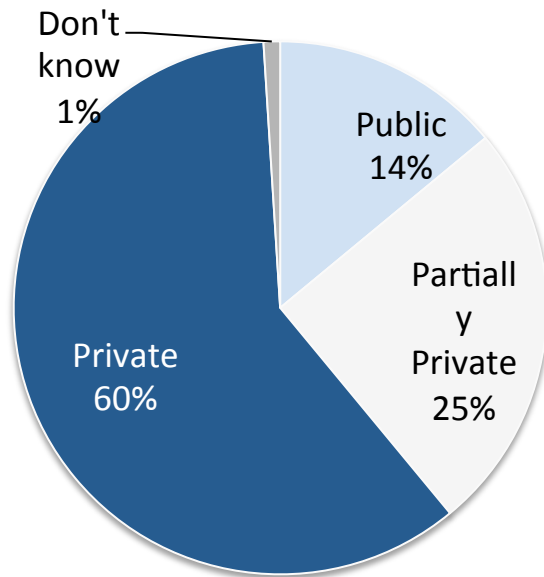# Teens (like adults) are sharing more info about themselves.

Social media profiles: What teens post — 2006 vs. 2012
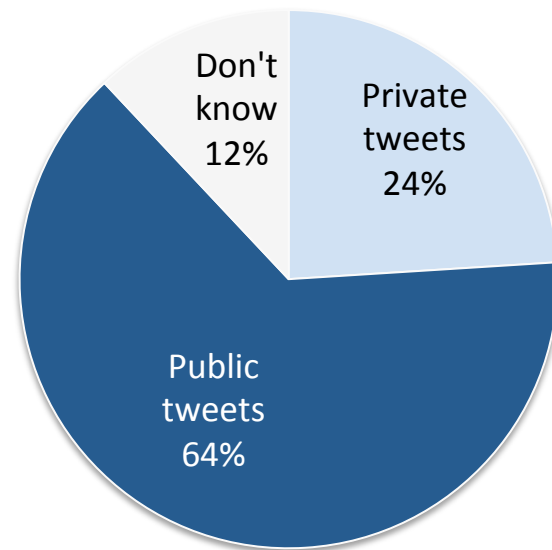
Privacy norms vary by platform.

Facebook privacy settings
Among teen Facebook users

Tweets: Public or private?
Among teen Twitter users

Facebook pie chart:
- Don't know 1%
- Public 14%
- Partially Private 25%
- Private 60%

Twitter pie chart:
- Don't know 12%
- Private tweets 24%
- Public tweets 64%

Network size + composition matter in important ways.

- The typical (median) teen Facebook user has 300 friends.

- Teens with the largest FB networks (601+ friends) are:

  - More frequent users of the site
  - Have profiles on a wider range of other social media platforms.
  - More likely to be FB friends with teachers + coaches
  - More likely to be FB friends with people they have not met in person

For teens, managing their "social privacy" online is paramount.

Lots of time and energy is devoted to reputation and network management:

74% of teen social media users have deleted people from their network.

59% have deleted or edited something that they posted in the past.

53% have deleted comments from others on their profile or account.

45% have removed their name from photos that have been tagged.

31% have deleted or deactivated an entire profile or account.

19% have posted updates, comments, photos, or videos that they later regretted.

What haven't we talked about?

- Gaming – major space of youth interaction
- Messaging apps
- GPS + location awareness (few youth enable, many, particularly girls turn it off if defaulted)

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