SOCIAL MEDIA SOCIAL LIFE

HOW TEENS VIEW THEIR DIGITAL LIVES

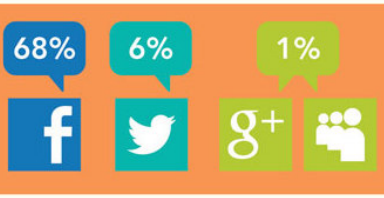
Ninety percent of America's teens have used social media, and the majority of them believe it's a more positive than negative influence. But many say they're "addicted" to their devices and that they want to disconnect sometimes. Teens also say that talking in person is better than texting, and face-to-face conversations are more fun than communicating online. Teens tell us:

IT'S A DAILY DIGITAL DIET– WE LOVE OUR SOCIAL AND DIGITAL MEDIA!

EVERY DAY, WE:

Text	Visit social networking sites	Send or receive tweets
68%	51%	11%

75% OF US HAVE A PROFILE ON A SOCIAL NETWORKING SITE. OUR MAIN SITE IS:



23% OF US USE AT LEAST TWO DIFFERENT TYPES OF SOCIAL MEDIA EVERYDAY

SOCIAL NETWORKING MAKES US FEEL BETTER THAN WORSE

We feel that social networking **helps our relationships with friends (52%) and family (37%)** vs. **hurts our relationships with friends (4%) and family (2%).**

And it makes us feel **less shy (29%) and more confident (20%)** vs. **more shy (3%) and less confident (4%).**

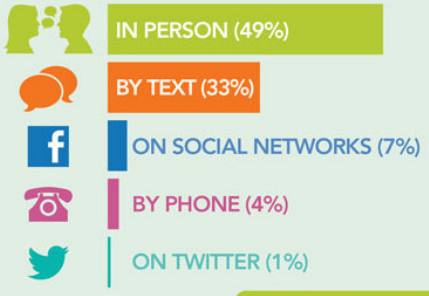
Only **5% of us believe that social networking makes us feel more depressed** vs. **10% who feel less depressed.**

WE PREFER FACE TIME TO SCREEN TIME

Talking in person is our favorite way to communicate because it's more fun and easier to understand what other people mean. If we can't do that, we text. Very few of us prefer social networking as our go-to way to connect, and many of us believe that using social media can interfere with face-to-face communication.

TALK TO ME!

Our favorite way to communicate is:



WE HAVE A BAD CONNECTION...

Many of us believe that using social media:

- Takes away from time we can spend with others face to face **(34%)**
- Distracts us from the people we're with **(44%)**
- Creates frustration when our friends pay more attention to their gadgets than to us **(45%)**

"Moments only happen in person"

"I enjoy seeing [my friends] laugh at my jokes."

"It's boring to talk to someone that has to check Facebook every 5 minutes."

SOMETIMES WE GET TIRED OF BEING WIRED

Many of us sometimes wish that we – and the people around us – would disconnect. It's not just about being tired of technology; it turns out that many of us who talk about tuning out have encountered some derogatory digital dialogue.

41% of us consider ourselves "addicted" to our phones, and 20% to social sites. 43% of us sometimes wish we could "unplug," and 21% wish our parents would, too.

36% of us sometimes wish we could go back to a time when there was no Facebook.

More than a third of us who want to unplug often encounter racist, sexist, and homophobic content.

"Sometimes it's nice to just sit back and relax with no way possible to communicate with anyone in any way. That's why I occasionally 'lose' my cell phone."

"Technology and social networking have absorbed some of my close friendships, and they've dwindled. I miss the times where we could just go hang out and laugh."

SOCIAL MEDIA, SOCIAL LIFE: IT'S NOT GENDER NEUTRAL

Every day, more teen girls than teen boys text. In the daily Twitter-verse, there are also more girls than boys, and when it comes to photo posting, it's especially a girl thing…but not always a good thing.

77% TEXT DAILY
33% EVER TWEETED
75% LOVE POSTING PHOTOS

60% TEXT DAILY
22% EVER TWEETED
42% LOVE POSTING PHOTOS

For girls, especially, putting their pictures online can be stressful:

57% girls vs. 28% boys sometimes feel left out after seeing photos of others together online
45% girls vs. 24% boys worry about other people posting ugly photos of them online
28% girls vs. 9% boys have edited photos of themselves before posting

Source: ***Social Media, Social Life: How Teens View Their Digital Lives***
This report is based on a nationally representative survey of 1,030 13-to 17-year-olds. The survey was conducted online for Common Sense Media by Knowledge Networks: A GfK Company in February and March, 2012. Parental or legal guardian consent was collected for the purpose of conducting surveys with teenage panel members.

For a full discussion of the methodology and a copy of the toplines, see the full report at **www.commonsense.org/research**

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