Social Media and its effects on youth

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Types of Social Media utilized by youth

- Computers
- Texting
- Facebook
- Youtube
- Smart phones with apps
- ipads
- Television
- Movies
- Video games
- Tweeting
- MySpace
- Pinterest
Mobile Media Usage by US Teens Age 13-17

Text Messaging: 83%
MMS: 56%
Pre-installed Game: 45%
Ringtone Downloads: 43%
Instant Message: 40%
Mobile Internet: 37%
Screensavers Downtonload: 33%
Picture Download: 32%
Game Download: 29%
Software Download: 29%
Text Alert: 29%
Email: 28%
Video Messaging: 26%
Content Upload: 26%
Music Download: 23%
Mobile Video: 18%
Online Game: 18%
Streaming Audio: 17%
Location-based Service: 16%
VoIP: 5%

Source: The Nielsen Company
Use/ Consumption of Social Media

• 93% of teens are active users of the internet (60-70% daily)
• 75% of teens own a cellphone
• Teens average over 3000 texts per month (100/day)
• Text messaging has increased most dramatically, along with media multi-tasking
Average Number of Messages Exchanged per Month
By Age and Gender, Q3, 2011

Male Female
13-17 3,417
18-24 1,914
25-34 928
35-44 709
45-54 434
55-64 167
65+ 64

Source: Nielsen
<table>
<thead>
<tr>
<th>Media Consumption of a Typical U.S. Teenager as measured by Nielsen</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TV</strong></td>
</tr>
<tr>
<td>3 hours, 20 minutes</td>
</tr>
<tr>
<td><strong>DVR</strong></td>
</tr>
<tr>
<td>8 minutes</td>
</tr>
<tr>
<td><strong>DVD</strong></td>
</tr>
<tr>
<td>17 minutes</td>
</tr>
<tr>
<td><strong>Console Gaming</strong></td>
</tr>
<tr>
<td>25 minutes</td>
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Source: www.frankwbaker.com/mediause.htm
Among all 8- to 18-year-olds, average amount of time spent with each medium in a typical day:

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2004</th>
<th>1999</th>
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<tbody>
<tr>
<td>TV content</td>
<td>4:29</td>
<td>3:51</td>
<td>3:47</td>
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<tr>
<td>Music/audio</td>
<td>2:31</td>
<td>1:44</td>
<td>1:48</td>
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<td>Computer</td>
<td>1:29</td>
<td>1:02</td>
<td>:27</td>
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<tr>
<td>Video games</td>
<td>1:13</td>
<td>:49</td>
<td>:26</td>
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<tr>
<td>Print</td>
<td>:38</td>
<td>:43</td>
<td>:43</td>
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<tr>
<td>Movies</td>
<td>:25</td>
<td>:25</td>
<td>:18</td>
</tr>
<tr>
<td>TOTAL MEDIA EXPOSURE</td>
<td>10:45</td>
<td>8:33</td>
<td>7:29</td>
</tr>
<tr>
<td>Multitasking proportion</td>
<td>29%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>TOTAL MEDIA USE</td>
<td>7:38</td>
<td>6:21</td>
<td>6:19</td>
</tr>
</tbody>
</table>

Source: Kaiser Generation M2-Kids/Youth Media Survey (January 2010)
What Teens do Online

• The percentage of U.S. Internet users, ages 12-17, who do the following online:
  
  • 89% send or read email
  • 84% go to websites about movies, TV shows, music groups, or sports
  • 81% play online games
  • 76% go online to get news or information about current events
  • 75% send or receive instant messages
  • 57% go online to get information about college
  • 43% buy online merchandise
  • 22% look for information about a health topic that’s hard to talk about

Source: Pew Internet & American Life Project (July 2005)
Teen Social-Networking by the Numbers

- 51% of teens check their sites more than once a day.
- 22% of teens check their site more than 10 times a day.
- 39% of teens have posted something they later regretted.
- 37% of teens have used sites to make fun of other students.
- 25% of teens have created a profile with a false identity.
- 24% of teens have hacked into someone else’s social-networking account.
- 13% of teens have posted nude or seminude pictures or videos of themselves or others, online.

Source: Common Sense Media’s Poll of Social-Networking (August 2009)
Exposure to social media

- Immediacy
- Volume
- Intensity
# Hierarchical Regression on Violent Behavior, Grades 3-8

<table>
<thead>
<tr>
<th>Explanatory Variable</th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
<th>Model 4</th>
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<tr>
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<tr>
<td>Past Violence Exposure</td>
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<td>.013</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 = Adjusted R<sup>2</sup>  
2 = Increment in R<sup>2</sup>
Does media matter?

More immediate, intense and frequent

- Direct effects
- Desensitization
- Mean world syndrome
- Violence and aggression are acceptable
Impact of media types

• Induced fear and phobias
• Media multi-tasking affects attention
• Reality vs. fantasy
• Role models
• Time use
Impact of high exposure on behavior and mental health

- Middle schoolers use more media than any other age group (8 hrs., 40 min per day)
- Lower academic achievement, grades
- Lower attachment to school
- Shorter attention spans
- Among youth who report internet harassment victimization and unwanted sexual encounters (sexting), 25% report extreme upset
Exposure and violence

- Visiting hate and satanic sites are associated with significantly elevated odds of violent behavior perpetration
- Exposure to media violence does not affect all children in the same way
  - Gender
  - Aggressive/ CD youth vs. non
  - Physical vs. social aggression
Brain studies

• fMRI studies show exposure to TV violence activates brain regions that regulate emotion, arousal and attention, and episodic memory

• Extensive viewing may lead to a large number of aggressive scripts stored in long-term memory that end up influencing behavior

• Aggressive media viewing= blunting of emotional response and reduced attention with repeated viewing

• Among aggressive youth, media violence exposure may habituate amygdala responses to violent stimuli (lower emotional impact)
Is exposure to media violence a public health problem?

• Overall, studies do not provide evidence that media violence exposure leads to aggressive behavior

• Average effect sizes are $r = 0.08$

• Compared to $r = 0.90$ for smoking and lung cancer; genetics and violence $r = 0.75$; self-control and criminal behavior $r = 0.58$; poverty and crime $r = 0.25$; exposure to child physical child abuse $r = 0.25$. 
Types of Bullying

• Direct Bullying: (more typical of boys)
  – Open physical attacks on victim
  – Verbal (threats, emotional harm)

• Indirect (Relational) Bullying: (more typical of girls)
  – Social isolation
  – Peer rejection

• Cyber bullying/ electronic aggression
  – Social network sites, facebook, twitter, email
  – Blow down pages → fake sites created to spread rumors
How common is it?

• Over 30% of middle and HS students identify as victims or perpetrators (some studies up to 50%)
• 15-22% admit cyberbullying others
• About 75% of youth recently witnessed bullying
• From ½ to ¾ youth admit bullying others
• About 1 in 3 youth report they have been a victim of bullying
Cyber bullying
Most recent survey

• 16% of students reported cyberbullying
• 26% reported school bullying past 12 mos
• Higher by girls (18%) than boys (12%)
• Non-heterosexual youth more likely to report cyber (33% vs. 14%) and school bullying (42% vs. 25%)
• Depression and attempted suicide (15%) highest for victims of both cyber and school bullying

Cyber bullying

• Like face-to-face bullying, there are victims, perpetrators and bully-victims
• Females more likely both: cyber bully-victims
• Incidence of cyberbullying increases with age (vs. face-to-face bullying)
• Risk ↑ by computer time and sharing passwords
Electronic aggression

• Any type of harassment and bullying that occurs through e-mail, a chat room, instant messaging, a website (including blogs) or text messaging

• Youth can use electronic media to embarrass, harass, or threaten their peers
  – 9 to 35% of youth people report being victims of this type of violence
Examples of electronic aggression

- Disclosing someone else’s personal information in a public area (e.g. website) in order to cause embarrassment
- Posting rumors or lies about someone in a public area (e.g. discussion board)
- Distributing embarrassing pictures of someone by posting them in a public area or sending them via email
- Assuming another person’s electronic identity to post or send messages about others with the intent to cause harm
- Sending mean, embarrassing, or threatening text messages, instant messages, or emails

From www.cdc.gov
Electronic aggression

- Most youth report little or no involvement in electronic aggression
- 9 to 35% of youth report they have been a victim of EA
- 4% admit behaving aggressively electronically “monthly or more often” or at least “once in past 2 months”
- Most common: Making rude or nasty comments
  - Rumor spreading
  - Threatening or aggressive comments
- Girls perpetrate EA more than boys
- 7 to 14% youth both victims and perpetrators of EA
EA is anonymous

• EA allows adolescents to hide their identity
• 22% who admit EA perpetration do not know the identity of their victim
• When they do know their victim, about half its another student from school
• Most commonly via: instant messaging email text messaging
• EA more likely a series of incidents if perpetrator and victim know each other

www.cdc.gov
Victims of EA

- More likely than non-victims to report using alcohol and other drugs
- Receive school suspension or detention
- Skip school
- Experience in-person victimization

- More likely to report significant distress if:
  - 1) harassment was done by someone they know,
  - 2) if repeated by the same person,
  - 3) if harasser 18 years or older, and
  - 4) if the harasser asked for a picture

- In extremes, depression, self-harm and suicide

www.cdc.gov
Where does EA happen?

• The majority of EA is experienced and perpetrated away from school grounds
• EA is not just an extension of school-yard bullying
• What role can or should schools play in the identification, prevention and intervention for EA?
What do we do about it?

• Computer monitoring software not significant
• Know the internet yourself
• Monitor child use and check their sites and phones yourself
• Educate youth about use and victimization
• Work directly with schools; know their policies about social media, EA, cyber-bullying
• Utilize social media for prevention and intervention (e.g. ICAC, facebook, text messages)