

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



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



Source: Nielsen

nielsen

Media Consumption of a Typical U.S. Teenager as measured by Nielsen

TV 3 hours, 20 minutes	PC 52 minutes including applications	Mobile Voice 6 minutes	Video on an MP3 Player 1 in 4 watched
DVR 8 minutes	Internet 23 minutes	Text-Messages 96 sent or received	Audio-Only MP3 Player 1 in 2 used
DVD 17 minutes	Online video If they watched, watched 6 minutes	Mobile video If they watched, watched for 13 minutes	Newspaper 1 in 4 read
Console Gaming 25 minutes	PC Games 1 in 10 played, today	Mobile Web 1 in 3 used	Movie Theater Went once in the past 5 weeks

Among all 8- to 18-year-olds, average amount of time spent with each medium in a typical day:			
	2009	2004	1999
TV content	4:29 ^a	3:51 ^b	3:47 ^b
Music/audio	2:31 ^a	1:44 ^b	1:48 ^b
Computer	1:29 ^a	1:02 ^b	:27 ^c
Video games	1:13 ^a	:49 ^b	:26 ^c
Print	:38 ^a	:43 ^{ab}	:43 ^b
Movies	:25 ^a	:25 ^{ab}	:18 ^b
TOTAL MEDIA EXPOSURE	10:45 ^a	8:33 ^b	7:29 ^c
Multitasking proportion	29% ^a	26% ^a	16% ^b
TOTAL MEDIA USE	7:38 ^a	6:21 ^b	6:19 ^b

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

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.

Exposure to social media

- Immediacy
- Volume
- Intensity

HIERARCHICAL REGRESSION ON VIOLENT BEHAVIOR, GRADES 3-8

**EXPLANATORY
VARIABLE**

MODEL 1 MODEL 2 MODEL 3 MODEL 4 MODEL 5

EXPLANATORY VARIABLE	MODEL 1	MODEL 2	MODEL 3	MODEL 4	MODEL 5
DEMOGRAPHICS	.121¹				
PARENTAL MONITORING		.175			
WATCHING VIOLENCE ON TV			.194		
RECENT VIOLENCE EXPOSURE				.436	
PAST VIOLENCE EXPOSURE					.449
					.013

1=ADJUSTED R²

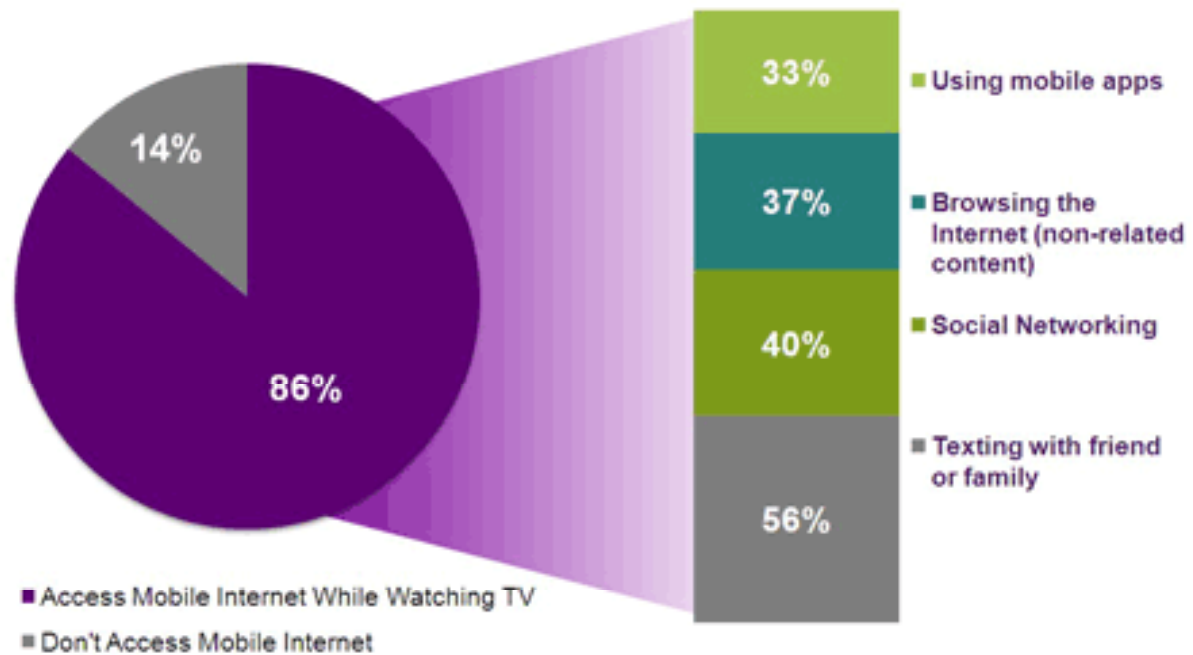
2=INCREMENT IN R²

Does media matter?

More immediate, intense and frequent

- Direct effects
- Desensitization
- Mean world syndrome
- Violence and aggression are acceptable

Typical Mobile Internet Activities While Watching TV



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 $r = .08$
- Compared to $r = .90$ for smoking and lung cancer; genetics and violence $r = .75$; self-control and criminal behavior $r = .58$; poverty and crime $r = .25$; exposure to child physical child abuse $r = .25$.

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 $\frac{1}{2}$ to $\frac{3}{4}$ 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

From: Schneider et al (2012). Am J of Public Health. MetroWest Adolescent Health Survey

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

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

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

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)