Iowa Chapter
UIAA Lifelong Learning Series
The Plugged-In Life of Teens and Tweens: What’s the Impact

Presented by:
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Program Coordinator at Child Health Specialty Clinics

Thank you for joining us tonight.
We will begin the discussion at 6:30 p.m.
The Plugged-In Life of Teens and Tweens: Social Media and its Impact on Adolescent Health and Well-Being

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Presenter Disclosure

“I have nothing to disclose that would create a conflict of interest.”
Educational Objectives

• Discuss the health, mental health, and general impact of adolescent social media use on their overall wellness and development, including research and policy statements by the American Academy of Pediatrics.

• List and describe new technologies and social media sites used by adolescents, including the risks and benefits of each.
Media Usage:
An Overview
Adult Use by Platform

% of online adults who use the following social media websites, by year

<table>
<thead>
<tr>
<th>Platform</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
</table>

Source: Pew Research, Social Media Update 2013
Adult Use by Platform

Source: Pew Research, Social Media Update 2013
Number of Platforms Used

<table>
<thead>
<tr>
<th>Number of Sites</th>
<th>Number of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>No sites</td>
<td>36</td>
</tr>
<tr>
<td>One site</td>
<td>22</td>
</tr>
<tr>
<td>Two sites</td>
<td>23</td>
</tr>
<tr>
<td>Three sites</td>
<td>12</td>
</tr>
<tr>
<td>Four sites</td>
<td>5</td>
</tr>
<tr>
<td>Five sites</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Pew Research, Social Media Update 2013
Usage by Medium (8-18 y.o)

Source: Generation M²: Media in the Lives of 8- to 18-Year-Olds, 2010
Media Exposure over Time

- **1999**: 7:29 hours
- **2004**: 8:33 hours (Increase of 1:04)
- **2009**: 10:45 hours (Increase of 2:12)

Media Exposure by Age

Time Spent by Medium & Age

Source: Generation M²: Media in the Lives of 8- to 18-Year-Olds, 2010
TV Viewing Rates

## Other Increases

<table>
<thead>
<tr>
<th>Medium</th>
<th>1999</th>
<th>2004</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Computer Use</strong></td>
<td>27 minutes/day</td>
<td>62 minutes/day</td>
<td>89 minutes/day</td>
</tr>
<tr>
<td><strong>Home Internet</strong></td>
<td>47%</td>
<td>74%</td>
<td>84%</td>
</tr>
<tr>
<td><strong>High Speed Access</strong></td>
<td>n/a</td>
<td>31%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Internet in Bedroom</strong></td>
<td>10%</td>
<td>20%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Video Gaming</strong></td>
<td>26 minutes/day</td>
<td>49 minutes/day</td>
<td>73 minutes/day</td>
</tr>
<tr>
<td><strong>Reading Print Media</strong></td>
<td>43 minutes/day</td>
<td>43 minutes/day</td>
<td>38 minutes/day</td>
</tr>
</tbody>
</table>

(Source: Kaiser Family Foundation, Generation M2: Media in the Lives of 8-to-18 Year Olds, 2010)
Smart Phone Use & Texting

Ownership of 12 – 17 y.o.
- 78% cell phone
- 37% smartphone
- 25% phone is primary source of internet
- 63% text daily
- 60 texts/day

Source: Pew Research Center, Teens and Technology 2013
Social Media 101... and 201
Social Media Is...

Social Networking Sites

Gaming Sites & Virtual World

Video Sharing Sites

Also consider **texting** and general time spent “**plugged in**”
Social Media Is...

A Day in the Life of Social Media

https://www.youtube.com/watch?v=iReY3W9ZkLU
Social Media

IT’S A DAILY DIGITAL DIET—
WE LOVE OUR SOCIAL AND DIGITAL MEDIA!

EVERY DAY, WE:
- Text: 68%
- Visit social networking sites: 51%
- Send or receive tweets: 11%

75% OF US HAVE A PROFILE ON A SOCIAL NETWORKING SITE. OUR MAIN SITE IS:
- Facebook: 68%
- Twitter: 6%
- Google+: 1%

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

Source: Common Sense Media: Social Media, Social Life - How Teens View Their Digital Lives - 2012
• 94% of teens
(Pew Research Center’s Internet & American Teen-Parent Survey, 2012)

• 13 and older only

• Set profile to “private”
  - Only 25% of FB users do this
  (Consumer Reports, 2012)

• Can change audience of a post AFTER it’s posted

• If you share to another user’s wall, they control who sees it

• Tagging

• Geotagging

• 24% of teens
(Pew Research Center’s Internet & American Teen-Parent Survey, 2012)

• Does not ask age

• Default setting: public

• Does not screen content

• Will not remove potentially offensive material unless directly violates terms of service

• Once a tweet is public, it’s always public
• Must be **17 years old**
• 6 second videos
• Profiles are public with no private setting option
• Cannot block who follows you
• Can link to Facebook, Twitter
  • Can’t limit sharing once on FB/Twitter
• Porn is readily found

• 13 years old or older
• Default setting is public
• Don’t allow geo-tagging
• Contains school, personal information usually
• Can be set to autofeed to Facebook or other sites
**Snapchat**

- 13 years old or older (SnapKidz)
- Send text, photo, video that “self destructs”
- One to one sharing
- Warning if recipient tries to capture image
- BUT once captured, can be shared freely and widely
- Images NOT reviewed or monitored by site

**MySpace**

- 18 years old
- Once most popular SM site
- Very music oriented
- Videos, user-generated content
- MyRadio; GIF creator tool
- Justin Timberlake
Kik Messenger

- Rated for 17+ year older by iTunes
- Unlimited texting for free
- Offers anonymity to users
- Must know username to start a chat
- BUT... linked to Instagram with “Kik me @”
- Private messages are hard to monitor
- Can add videos and pictures
• 13+ years old
• Can “follow” others
• Users post questions
• Option for anonymity; no monitoring of posts
• No option for increased privacy settings
• Can tag people in questions, answers
• Blocked users can see access profile and view your interactions
• Linked to a bullying suicide case (Florida)
• **Tinder**
  - 13 years old
  - Visual way to meet people
  - Rate with green heart or red X
  - “one night stand” app

• **Whisper**
  - 17 years old
  - Post photos, share secrets anonymously
  - Geo-tagging location
  - Requires pin to look at history
  - Cyberbullying and predators

• **Shots / Shots of Me**
  - 17 years old
  - Selfies
  - No comment feature
  - Does allow DM to other users
Implications for Health, Behavior, and Academics
Connectedness

- Socializing or “hanging out” with their friends
- Day-to-day news
- Collaborating on school work
- Validation or emotional support
- Self-expression and the identity exploration and formation

- “Informal learning” including learning social norms and social literacy
- Acquiring technical skills of the digital age
- Discovering and exploring interests
- Learning about the world
- Civic engagement
More intense light

Broader field of view

More uniform p

Television

- **70% of children have TV in room**
  - 35% of children < 2 years old

- Children indoor, sedentary
  - Obesity risk increases 31%

- Fast-paced, rapid-cycling visual, auditory stimulation (linked to ADHD)

- Replaces tasks requiring more attention

- Unsupervised as to amount and content

Source: Christakis, D.A. (2009);
Television

Study 1

>1 hour / day more likely to commit aggressive and violent acts as an adult

- <1 hour: 5.7%
- 1 - 3 hours: 22.5%
- 3+ hours: 28.8%

Study 2

Watching violent TV/games desensitizes teens; blunts emotional responses to aggression; potentially promotes aggression

- MRI of brain function while watching video clips
- Over time, activation in regions concerned with emotional reactivity decreased
- Most real-life exposure had greatest desensitization

Texting

- 63% text daily
- Average of 60 texts/day
- Almost HALF regretted a text they sent

Hypertexting: >120 texts/school day
- 20% students reported

Hypernetworking: >3 hours/school day
- 11.5% students reported

Both ‘strongly associated’ with range of poor health outcomes: substance abuse, sexual activity, absenteeism, fighting

Source: Pew Research Center, Teens and Technology 2013
Source: The Nation’s Health, January 2011, vol 40 no 10, 11
Gaming

Anxiety, sensation seeking, neuroticism, and aggression appear to be related to the development of gaming addiction.

Regions of the brain associated with cravings in substance abuse also appear to be activated in gaming addicts when they view images of video games.

In a volunteer sample, 41% of online gamers acknowledged that they use gaming as an escape. In the same sample, 7% were viewed as "dependent". These gamers possessed several behavioral attributes that are related to more well established forms of addiction (e.g., mood modification, tolerance, & relapse).

Gaming

- 99% of boys and 94% of girls

5 DIMENSIONS OF EFFECTS

- Amount
- Content
- Context
- Structure
- Mechanics

Gaming: Safe Risk Taking

- **The Brake – PFC (with some hippocampal help)**
  - Frontal lobes:
    - Abstract thought, reasoning, judgment, planning, impulse and affect regulation, consequences

- **Temporal lobe (outside):**
  - Processing sound and language

- **Limbic System (inside):**
  - Emotions and impulsivity
  - + The Gas Pedal + Amygdala

- **Brain Stem & Cranial Nerves:**
  - Vital functions; Swallowing

- **Parietal Lobe:**
  - Integration of sensory data and movement

- **Occipital Lobe:**
  - Visual processing

- **Cerebellum:**
  - Smooth movements Coordination

Gaming to Address Depression

Depression Quest
- realistic depiction of depression (not treatment)
- Gives users options
- 700K users and expanding

Sparx
- 3D fantasy game from new Zealand
- British Medical Journal; APA
- Reduces symptoms of depression and anxiety

Prosocial Video Games

Games where characters:
- Help and support each other
- Nonviolent

Increase in prosocial behaviors:
- helping behaviors
- cooperation/sharing
- empathy
- emotional awareness

As little as 20 minutes exposure (playing)
Measureable 3 - 4 months later

Special Areas of Concern
Cyberbullying

• 19% bullied in the past year

• 88% witnessed others be mean or cruel on social network sites

• 2/3 who witnessed online cruelty also witnessed others joining in
  - 21% joined in the harassment

Cyberbullying

• Iowa law requires policy + reporting

  Bullying: “Any electronic, written, verbal, or physical act or conduct toward a student which is based on any actual or perceived trait or characteristic of the student and which creates an objectively hostile school environment that meets one or more...conditions...

• Cyberbullying: There must be a close connection to school for school officials to be able to address it; determination is case specific.
The Problem of Sexting

**WHAT:** Sending a text message with pictures of children or teens that are inappropriate, naked or engaged in sex acts.

**WHO:** About **20%** of teen boys and girls have sent such messages.

**IOWA LAW:** Class C or D felony offense as child pornography.
2014 Iowa Senate panel legislation gives prosecutors discretion to charge sexting 14 - 18 y.o. with a simple misdemeanor.

**BUT ALSO:** Long term implications for well being of sender and recipients.

Source: National Campaign to Prevent Teen and Unplanned Pregnancy, 2008; SexTech, 2008
AAP Policies and Reports

• Encourages following minimum age guidelines
• ZERO exposure under 2 y.o.
• Total entertainment time: <1 – 2 hours per day
• Teach responsible use at home and in schools

AAP Policy Statement: Children, Adolescents and the Media
http://pediatrics.aappublications.org/content/132/5/958.full.pdf+html
Resources

• AAP Social Media Report and Resources

• CDC Social Media Toolkit
  - Idea for using social media for health promotion activities
Resources

• Cyberbullying Resources

CDC Social Media Toolkit

• Common Sense Media
Resources: iHAWC Social Media

Iowa’s Health and Wellness Connection for Teens (iHAWC)

- Facebook
- Twitter
- Instagram
- Pinterest

Health Class Visits
Tweet Chats
Contests
Resources: iHAWC Social Media

QR Code Poster
NPR-Invisibilia

https://www.youtube.com/watch?v=Ahcln7ouov4
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