

The Good, the Bad, and the Confusing: Navigating the teen media landscape

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Goals for tonight

- Teen media landscape
 - Where they hang out in the digital space
 - Why they're there
- Setting parameters around tech use
 - Research and Pollard student survey data
- Next session: Key conversations for each platform; strategies to foster positive communication with your child

Reframe your thinking

- The challenges kids face in the digital space, at their core, are all connected to things we can teach them (social pressures, making good choices, how to have difficult conversations, creating healthy boundaries)
 - Different, amplified context
- Each child will face different challenges in the digital space; **no inherently “bad apps” or spaces**, it’s about helping your child figure out what is challenging for *him/her*
- They have many positive interactions in the digital space

Media Diets

- 13-18 year olds: 9 hours a day engaging with media
 - 24⁰% are on their mobile device “almost constantly”
- 8-12 year olds: 6 hours a day
- Often multitasking (YouTube and Algebra)
 - Esp. music, texts, Snapchat, chats

Pollard Student Data

Most popular platforms

- 1) Instagram
 - 2) Fortnite and Youtube (tied)
 - 3) Messaging/texting
 - 4) Snapchat
 - 5) Video games (not Fortnite specific)
 - 6) Pinterest
 - 7) Video streaming (Netflix, Amazon)
- Most students reported that they do not game or use social media during the academic day
 - Many say their classmates do... (esp. mobile Fortnite)

Pollard Data: Frequency of Use

- Multiple times/day: 1) Texting, 2) Streaming content, 3) Instagram, 4) Snapchat
- 1-2 times/day: 1) Streaming content, 2) Instagram, 3) Texting, 4) Snapchat
- Keep multitasking in mind!

What are they doing there?

- Media diets can differ by age, gender identity, personality and interests (among other things)
- “Graze” from multiple diets or stick solely with one
 - Digital Viewership
 - Mobile gamers
 - Social networkers

Mobile Gamers

- 29% of all U.S. gamers are under 18
- Considered the domain of boys*
 - Gender differences in games played and amount of time spent gaming
- Opportunities for socialization
 - 83% play in the same room as other gamers; 75% play online: friends they know (89%); gaming friends (54%)
 - Games: League of Legends; ARK: Survival; Destiny; Overwatch; **Fortnite**
- Gamer identity is powerful and important

Mobile Gamers

- Strategize, but lots of trash talking
 - Muting/blocking on games
 - Negative talk esp. targeted at girls (of all ages) and younger gamers
 - Each forum has different feel
- Majority of character options in role playing games are white males
 - Limited representation of people of color, women, and LGBTQ characters
- Negative depictions of women
 - 60% of women in games are sexualized

Social media: Just tell me the “bad ones”

- Popular apps change so fast and they can hide them
 - Hot spots!
- Great and challenging things on *all platforms* (like most things in adolescents’ lives)
 - 2 exceptions: the anonymous space and teens with low social-emotional well-being (Common Sense Media 2018)
- Reframe: It’s what’s “good for you” vs. what’s “hard for you”

Social Media Landscape

- Apps: Good and bad on same platform
 - **Visual:** Highlights reel (Instagram)
 - **Temporary:** Less edited, less discretion (Snapchat)
 - ***Anonymous:** Hiding behind the screen (Sarahah; tbhtime*)
 - **Hide:** Allows you to hide any apps you select from your device
 - Calculator%; Audio Manager (Hide it Pro), Poof

It's not the apps, it is how the are used; different for everyone
Key question to ask: What do you do on X?

Social Benefits? Yes!

Teens are much more likely to say social media has a positive rather than a negative effect on how they feel.

Social media users who say using social media makes them feel "more" or "less":

■ LESS ■ MORE

Less lonely



less

More confident

Better about

More popular



Less lonely



25%

Less depressed



16%

Less anxious



12%

8%

More confident



20%

Better about themselves



18%

More popular



21%

3%

3%

5%

4%

3%

Sleep and multitasking

- Issues for all users, regardless of platform
- Food analogy: this is harder for some of us than others
- How much sleep do they need?
 - AAP: 13-18: 8-10 hours/24 hours
 - CDC national data: 58% of middle schoolers and 73% of high schoolers don't get enough sleep
- Multitasking: No one can do it, and yet...
 - Teens see data and believe it only applies to old people

Technology time management

- They are not able/capable/willing to manage limits on their own—especially on group texts, Snapchat, multiplayer games
 - Certain days/times of day
 - Easier to initiate changes on breaks/points of transition
- Pollard student data: Rules at home, sort of...
 - Yes (51%); Yes, but not enforced (31%); No (18%)

Day-to-day time management

- Avoid all or nothing
- Avoid shaming and “wasting time” statements; remember the importance of the space for identity development and the opportunities for social connections
- Reframe as totally happy to support digital use for shorter periods

Previews!

- Next parent session will cover the following:
 - Social challenges kids face in the digital space
 - Friendships, romantic partnerships, and the frenemy
 - Links to mental health outcomes—what do we really know?
 - The key conversations you need to have with your child to help them maximize the good and minimize the challenging
 - Practical strategies to foster healthy communication with your child around tech use
 - Other ideas?

Connect with me

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