
DIGITAL AND SOCIAL MEDIA LITERACY FOR YOUTH

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TODAY'S ROADMAP

- Youth technology use: Recent trends
- The paradox: Risks *and* opportunities
- Concerns about technology & social media use
- Digital & social media literacy
- Promoting healthy tech use



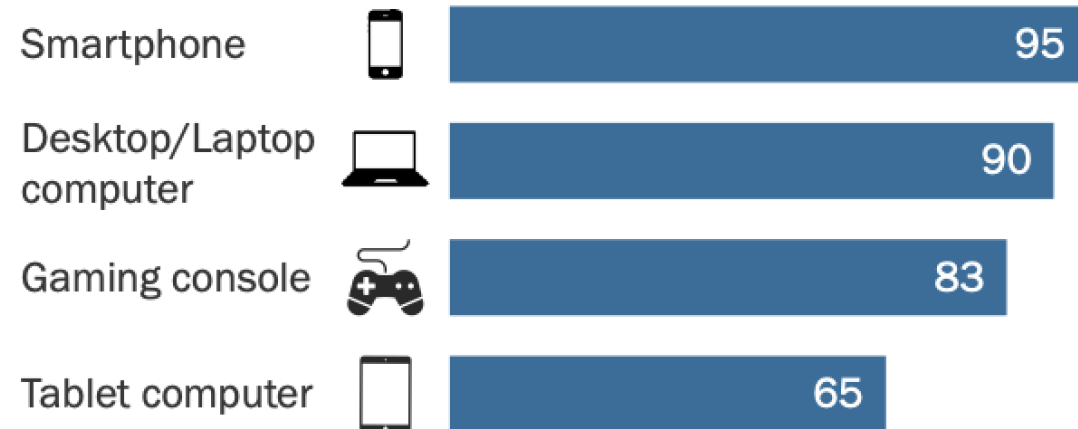


PEOPLE ARE MORE DIGITALLY CONNECTED
THAN EVER BEFORE

ACCESS: NEARLY ALL TEENS IN THE US HAVE ACCESS TO A SMARTPHONE

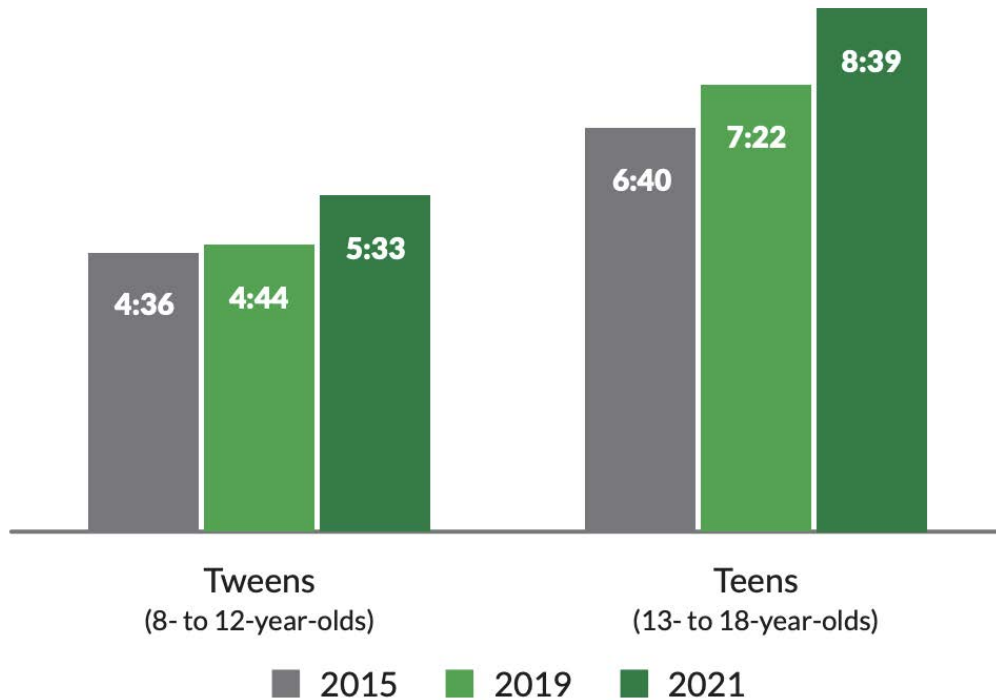


% of U.S. teens ages 13 to 17 who say they have access to the following devices at home



Note: Those who did not give an answer are not shown.

(Anderson et al., 2023)

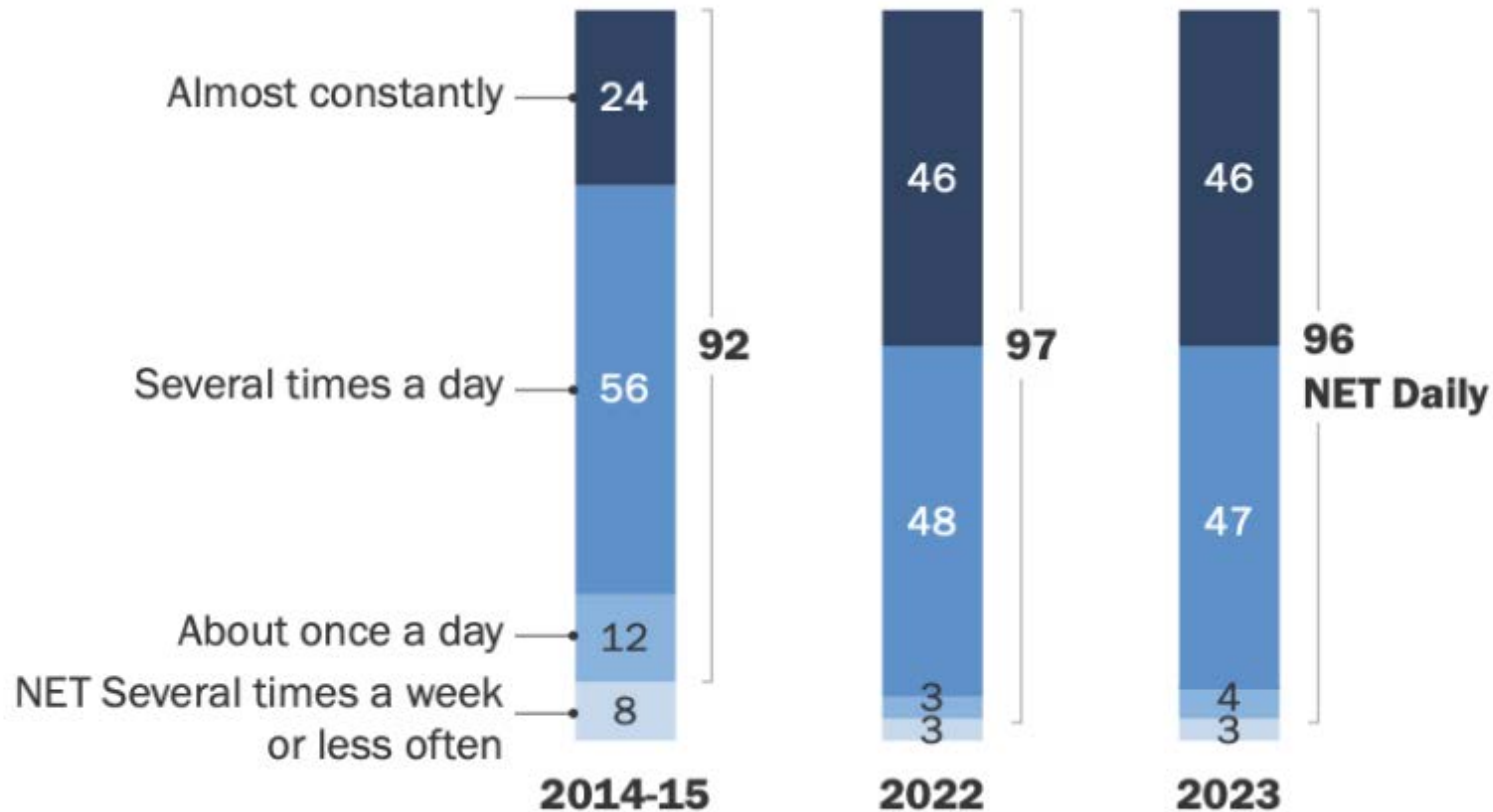


Note: Entertainment screen use includes time spent watching television and online videos, playing video games, using social media, browsing websites, creating content, e-reading, and other digital activities. In 2021, time spent reading ebooks was included in the total for the first time (accounting for six minutes among tweens and eight among teens), and time spent watching movies in movie theaters and using an iPod Touch were not included (these had accounted for seven minutes among tweens and six minutes among teens in 2019).

TEENS SPEND NEARLY
9 HOURS PER DAY ON
SCREENS, TWEENS
SPEND 5.5 HOURS

(Rideout et al., 2022)

% of U.S. teens ages 13 to 17 who say they use the internet ...

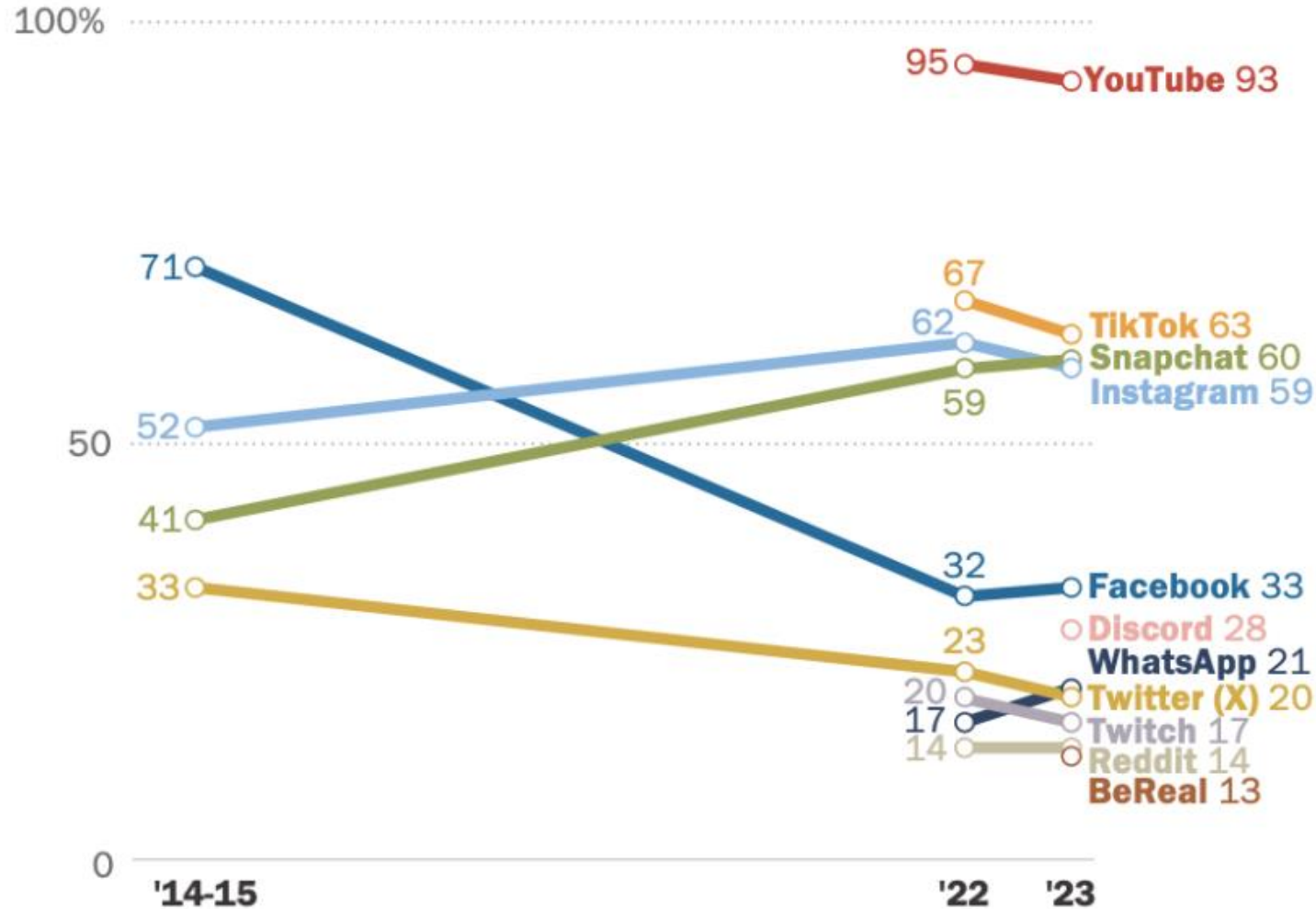


Note: Figures may not add up to NET values due to rounding. Those who did not give an answer are not shown.

TEENS ONLINE
"ALMOST
CONSTANTLY"
HAS DOUBLED
SINCE 2015

(ANDERSON ET AL., 2023)

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites



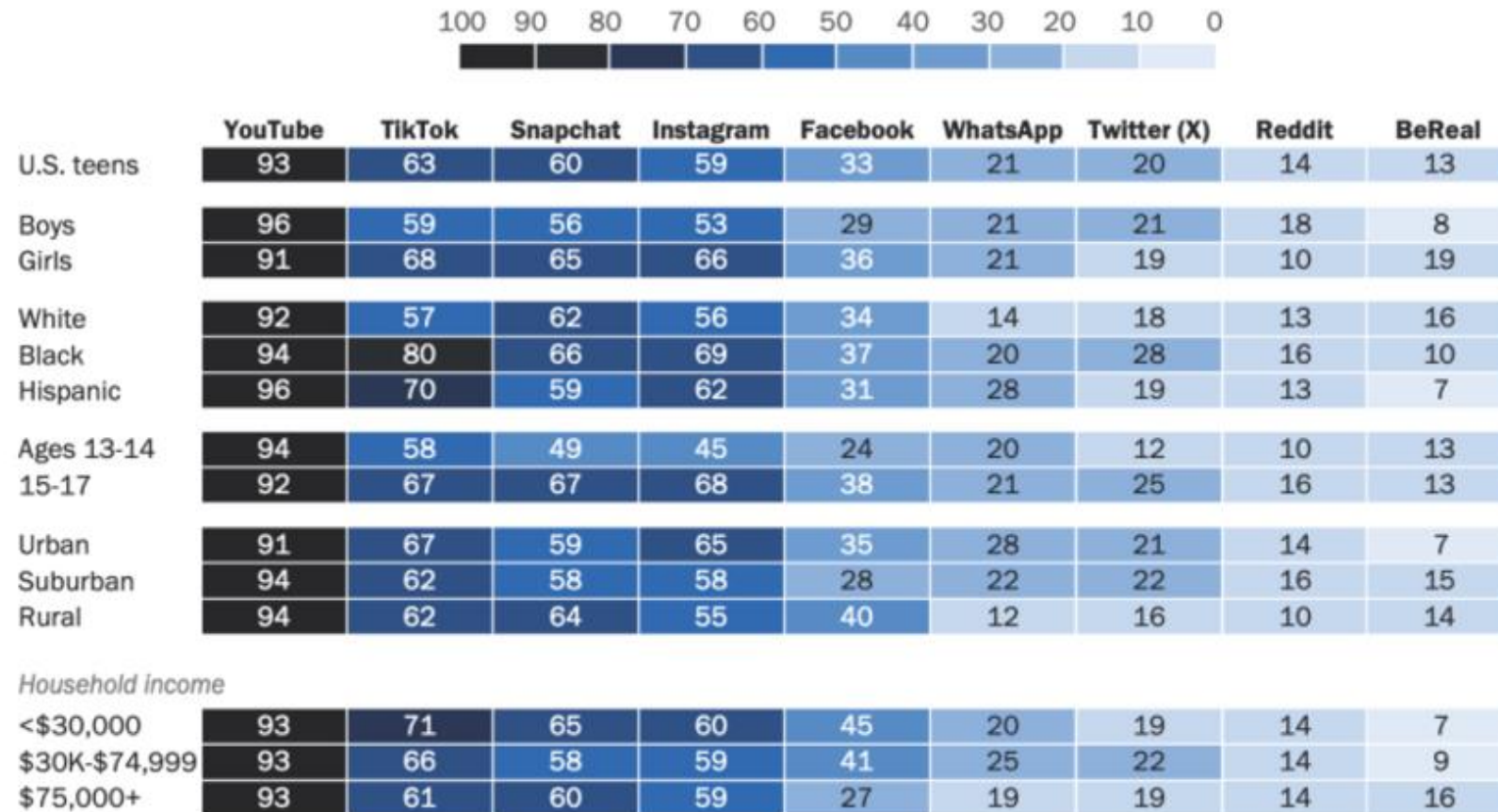
Note: Those who did not give an answer are not shown.

YOUTUBE IS
THE MOST
POPULAR,
FOLLOWED
BY TIKTOK,
SNAPCHAT, &
INSTAGRAM

(ANDERSON ET AL., 2023)

DEMOGRAPHIC DIFFERENCES

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites

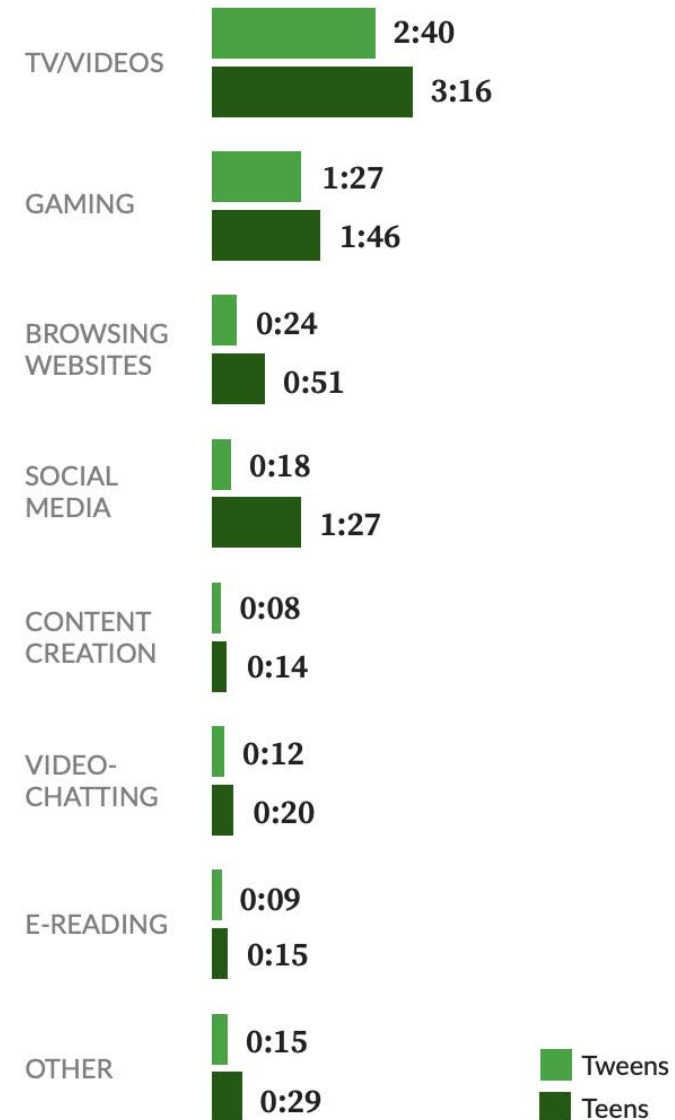


Note: Not all numerical differences between groups shown are statistically significant. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer are not shown.

WATCHING ONLINE VIDEOS IS THE FAVORITE ACTIVITY FOR TEENS & TWEENS

(Rideout et al., 2022)

Average daily entertainment screen use,
by activity and age, 2021



E-reading includes ebooks and online reading (articles, stories, news, etc.)

	Among 8- to 12-year-olds		Among 13- to 18-year-olds	
	2019	2021	2019	2021
Creating art or music on a digital device				
• Percent who did the previous day	10%	11%	10%	13%
• Average time among those who did	1:14	1:05	1:18	1:29
• Average time among all	:07	:07	:08	:12
Writing for pleasure on a digital device				
• Percent who did the previous day	1% ^a	2% ^b	5%	4%
• Average time among those who did	#	#	#	#
• Average time among all	* ^a	:01 ^b	:04	:03

Indicates sample size too small for analysis.

* Indicates more than zero but less than one-half minute.

Notes: Superscripts (a, b) are used to denote whether differences over time are statistically significant ($p < .05$). Items with different superscripts differ significantly. Totals are rounded to the nearest minute after summing unrounded times. As a result, totals shown in the table may differ slightly from the sum of rounded times.

Among all 8- to 18-year-olds, on any given day, percent who spend any time writing ...	2019	2021
By hand	5%	7%
On a computer	2%	2%
On a smartphone	2%	1%
On a tablet	1%	1%
Other	*	*
Total who wrote something	8%	10%

* Less than one-half of one percent but greater than zero.

A SMALL PORTION OF YOUTH USE DEVICES TO CREATE ART, MUSIC, OR WRITE

(Rideout et al., 2022)

MEDIATION



Most young people are **not** tracking their screen **time**

Neither are their parents!

More parents are **monitoring content** with apps or another tool

(Rideout & Robb, 2019)

LET'S REVIEW

Young people have unprecedented access

Young people spend a lot of time on screen media

Young people consume a lot of media:
Videos, social media

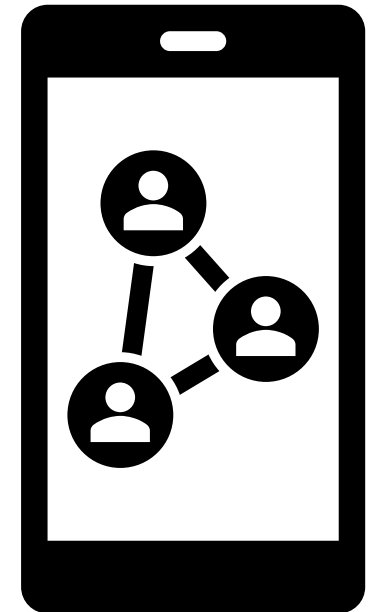
Most are not tracking their use

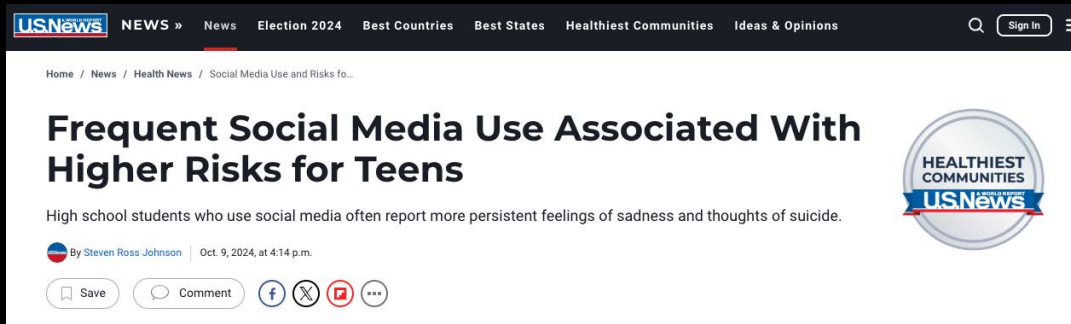
YOUTH TECHNOLOGY AND SOCIAL MEDIA USE

WHAT ARE THE CONCERNS?

ADDICTION AND PROBLEMATIC USE

- Growing concern about excessive Internet/social media use and potential harmful effects
- Engagement with technology seen as an “illness” or “addiction” that society must address





(Johnson, 2024)



(Conlon, 2024)

(Young et al., 2024)

Frequent Social Media Use and Experiences with Bullying Victimization, Persistent Feelings of Sadness or Hopelessness, and Suicide Risk Among High School Students — Youth Risk Behavior Survey, United States, 2023

Supplements / October 10, 2024 / 73(4);23–30

[Print](#)

Please note: *This report has been corrected.*

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LACK OF SKILL
NAVIGATING
SOCIAL MEDIA
CAN MAKE YOUTH
SUSCEPTIBLE TO:

Information overload

Content risks

Contact risks

Conduct risks

Contract risks

CHILDREN AND RADIO PROGRAMS (1936)

"The popularity of this new past time among children has increased rapidly... This new invader of the privacy of the home has brought many a disturbing influence in its wake. Parents have become aware of a puzzling change in the behavior patterns of their children. They are bewildered by a host of new problems, and find themselves unprepared, frightened, resentful, helpless. They cannot lock out this intruder because it has gained an invincible hold of their children."

- Azriel L. Eisenberg

THE APPEAL OF SOCIAL MEDIA

Identity formation

Showing different sides of the self;
Experimenting



Belonging

Inherent need meaningful relationships;
Teens are just trying to connect with their
peers



Growing up with limited freedom

Decreasing chances for socializing in person
due to parental restrictions and highly
scheduled lives



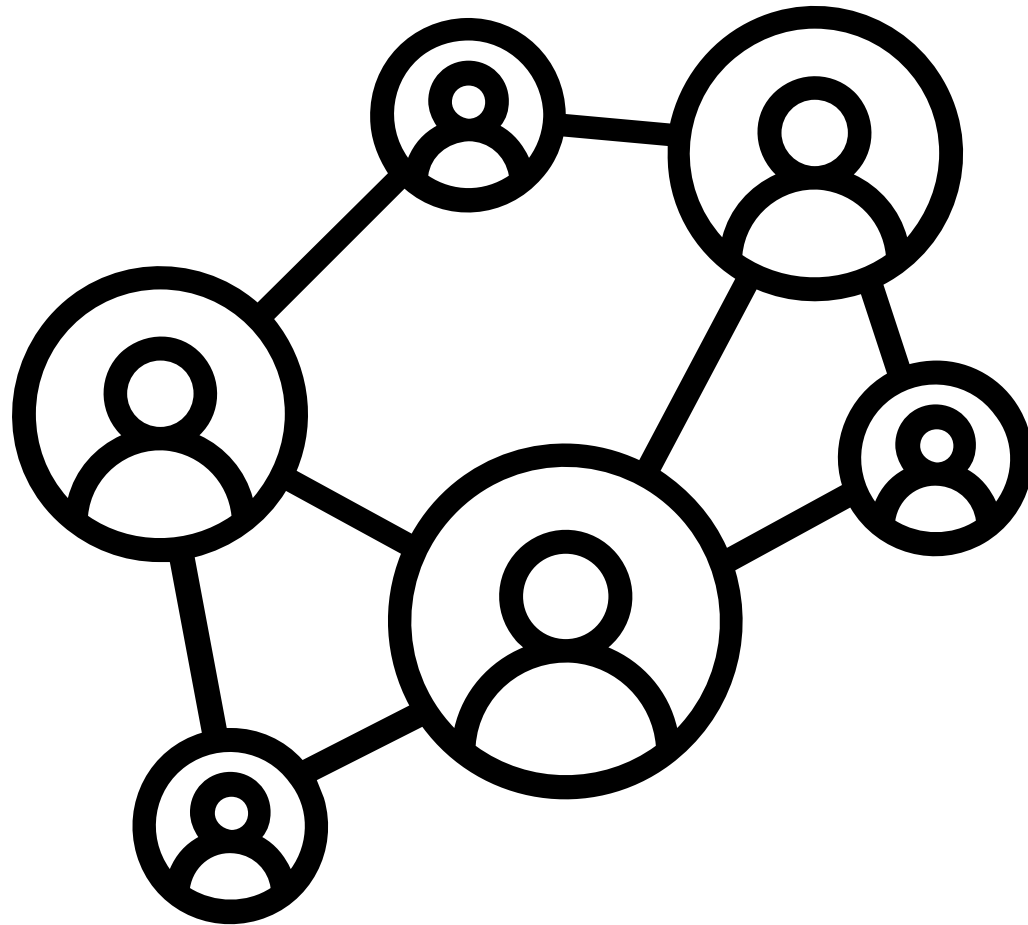
(boyd, 2014; Livingstone, 2008)

PAUSE AND REFLECT

WHO?

WHAT?

WHY?



POSITIVE EFFECTS ON WELL-BEING

- Social connection: 81% report increased connection with family and friends, which has been shown to improve well-being
- Increased acceptance and community: a place to share interests, beliefs, & experiences
- Mental health screening, treatment, & prevention
- Mental health awareness & health promotion

(Khalaf et al., 2023)

NEGATIVE EFFECTS ON WELL-BEING

- Effects on well-being depend on the *interactions* that occur:
 - Negative interactions with friends (Davila et al., 2012)
 - Cyberbullying, loss of sleep, and displacement of physical activity (Viner et al., 2019)



LET'S REVIEW: EFFECTS ON WELL-BEING



Social media has the potential for both positive and negative effects on well-being



Time spent is NOT the only predictor of effects on well-being



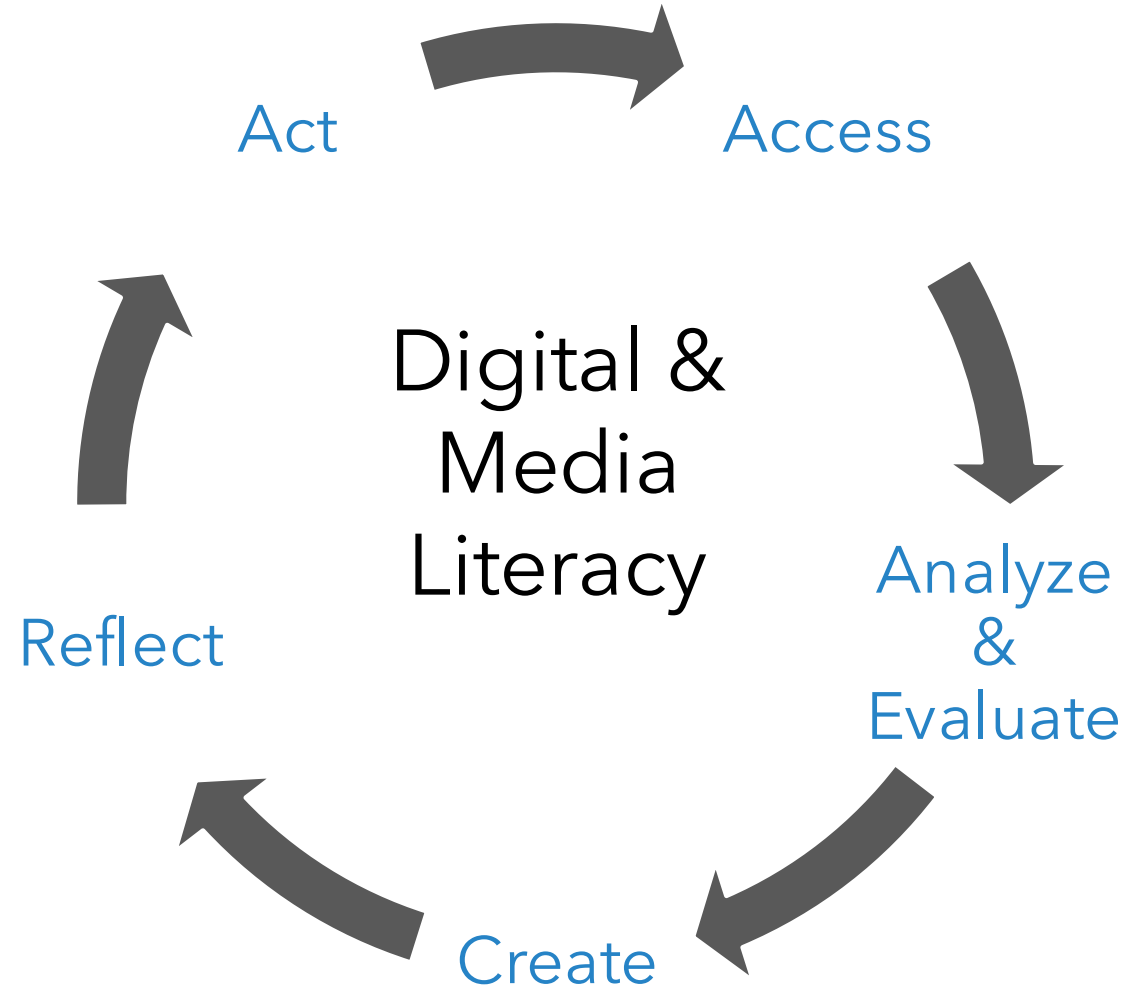
Activity and interactions on social media matter most



Goal: Maximize benefits while minimizing risks

DIGITAL & SOCIAL MEDIA LITERACY

PROMOTE MEDIA LITERACY!



(Hobbs, 2010)

PROMOTE ENGAGED USE

- **Engaged** (active) use: direct communication with friends
 - Associated with *higher levels* of well-being
- **Disengaged** (passive) use: consuming information, browsing, playing games, passing time
 - Associated with *lower levels* of well-being

(Bessière, Kiesler, Kraut, & Boneva, 2008; Burke & Kraut, 2016; Chan, 2015)

DIGITAL AND SOCIAL MEDIA LITERACY TO PROMOTE HEALTHY USE

1. Access:
 - Follow people & things you enjoy
 - Know when to take a break
 - Prioritize healthy behaviors (sleep, physical activity)
2. Analyze & evaluate:
 - Think critically about messages to combat misinformation
3. Create (& connect!):
 - Create while considering privacy
 - Engage rather than compare
4. Reflect:
 - Share content that is socially responsible & ethical
5. Act:
 - Share knowledge & collaborate to solve problems

PROMOTE HEALTHY USE:

ACCESS

- Limit like-based apps
- Use screen time limits
- Encourage healthy sleep & physical activity

PROMOTE HEALTHY USE:

ACCESS

- Model your own healthy use
 - Limit your own use
 - Take breaks from social media use
 - Discuss challenges & temptations during breaks

PROMOTE HEALTHY USE:

ANALYZE & EVALUATE - REFLECT

- Monitor & discuss
 - Regularly ask what they are seeing and doing online to normalize conversations about social media
 - Ask critically evaluative questions of media
 - "Why do you think this post was created? What did the creator want to achieve with this post?"
 - "Are other sources saying the same thing?" "Is this source trustworthy?"
 - "What else might be happening in this person's life?"
 - "Do you think this reflects real life?"
 - Ask how they would respond to hypothetical scenarios
 - Balance monitoring with privacy as teens mature

PROMOTE HEALTHY USE:

CREATE & CONNECT - ACT

- Encourage *careful* connection
- Encourage connection over comparison
- Encourage active, engaged use
- Consider brain development: Increasing need for peer acceptance with limited self-control during adolescence



LOOK FOR PROBLEMATIC USE

- Social media interferes with daily life: School, work, friends, extracurriculars
- Youth chooses social media over in-person connection
- Youth has strong cravings for social media, spending more time than intended, not able to stop using social media
- Youth lies or uses deceptive behavior to spend time online
- Social media interferes with quality sleep
- Social media interferes with regular physical activity



DEVELOPMENTAL STAGE

- Tweens:

- Supervision/co-viewing & screen time limits
- Explain social media concepts, such as “friends” and what it means to share content
- Discuss key concepts: Cyberbullying, privacy

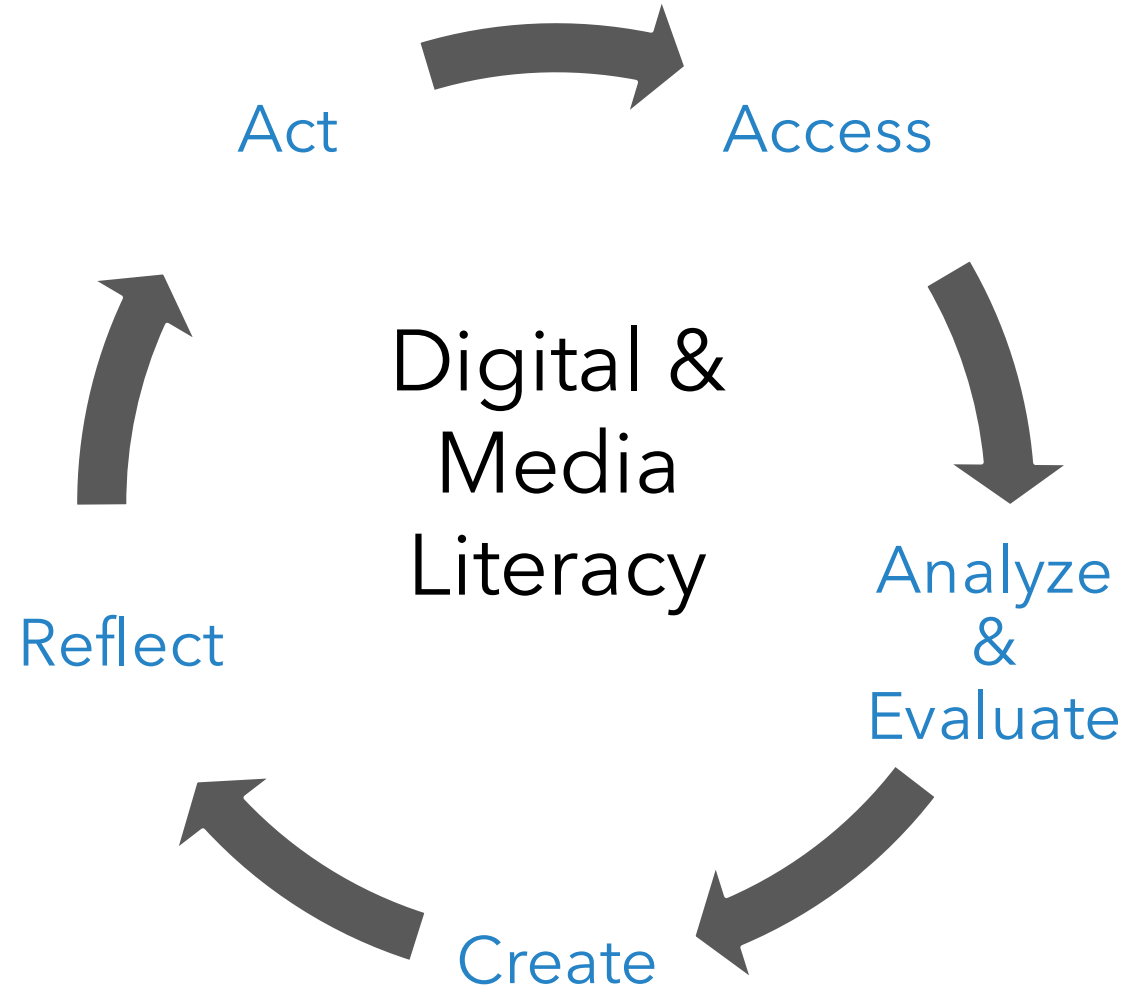
- Teens:

- Promote open communication
- Discuss digital footprints
- Promote critical thinking
- Gradually increase independence

- Continuously:

- Set expectations
- Use privacy settings
- Check-in frequently
- Teach digital & social media literacy

PROMOTE MEDIA LITERACY!



(Hobbs, 2010)

MOST IMPORTANTLY, TALK -- AND
LISTEN -- TO YOUNG PEOPLE.



Minimize Risk

and

Maximize
Potential



Common Sense for Parents

<https://www.commonsensemedia.org/articles/social-media>

American Psychological Association

<https://www.apa.org/topics/social-media-internet/health-advisory-adolescent-social-media-use>

<https://www.apa.org/topics/social-media-internet/social-media-parent-tips>

<https://www.apa.org/topics/social-media-internet/social-media-literacy-teens>

Teaching Kids to Be Smart About Social Media

<https://kidshealth.org/en/parents/social-media-smarts.html>

Talking to teens about social media

<https://courtneyharriscoaching.com/talking-to-teenagers-about-social-media/>

Social Media by Age

<https://www.commonsensemedia.org/social-media/age/all>

Social Media Rules for Tweens

<https://www.commonsensemedia.org/social-media/what-are-the-basic-social-media-rules-for-middle-schoolers>

Social Media Rules for Elementary Kids

<https://www.commonsensemedia.org/social-media/what-are-the-basic-social-media-rules-for-elementary-school-age-kids-0>



Healthy Habits for TV, Video Games and Internet

<https://kidshealth.org/en/parents/tv-habits.html?WT.ac=p-ra>

How to keep up with social media apps

<https://www.common sense media.org/social-media/how-do-i-keep-up-with-the-latest-social-apps-and-sites-teens-are-using>

How to create an environment to talk with kids

<https://www.internetmatters.org/wp-content/uploads/2019/04/Internet-Matters-Tips-How-to-create-a-great-environment-for-kids-to-talk.pdf>

Family Engagement Resources

<https://www.common sense.org/education/toolkit/family-engagement-resources>

Family Media Agreement

<https://www.common sense.org/education/sites/default/files/tlr-asset/document-common-sense-family-media-agreement.pdf>

Social Media TestDrive

<https://socialmediatestdrive.org>

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THANK YOU!