Social Media or Social Mania? -
What Parents Should Know and Do About Their Children Being Online

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OUR WORLD has GONE DIGITAL

Before

After
Now & Then

Teens are often the first group to adopt any new media. Here are the facts across three decades:

1995

2005

2015
1995: The average teen watches 2 1/2 hours of TV every day.

- Every kid wants their own portable CD player (most likely a Sony Discman) but getting a CD still requires a trip to the store, hopefully with friends!
- The MTV Music Video of the Year was TLC's "Waterfalls."
- 86% of Americans own a VCR. Blockbuster Video reigns supreme with over 3,200 stores in the US.

2005: Teens spend an average of 6 hours using media every day - more than any other activity.

- Digital media is on the rise.
- 51% of teens have downloaded music from the internet.
- The Top Teen Choice Music Album of 2005 was KELLY CLARKSON'S "BREAKAWAY."
- Movie rentals have gone online with NETFLIX ruling the market, shipping roughly 1 million DVDs every day.

2015: Teens are looking at a screen roughly 7 1/2 hours every day. They don't even have to leave their bedrooms to get their media fix!

- 71% of teens have a TV in their bedroom, and watch up to 3 hours of television a day.
- The majority of teens listen to music through mp3s, YouTube, and Pandora, all of which are on their smartphones.
- The 2014 Teen Choice Awards were marred by a teen-driven social media campaign that proved the results were rigged.
Hi!

1995

60% of teens talk with other teens on the phone daily.
64% hangout with friends at the mall or other location at least twice a week.
<20% read for pleasure every day.
15% work on hobbies or crafts every day.
5% use a computer for schoolwork or personal use.

2005

OTHER ACTIVITIES:

Hanging out with friends: 2 HOURS.
Physical activity: 1 HOUR
Pursuing a hobby: 1 HOUR
Reading: 45 MINUTES

2015

TALKING IS OUT, TEXTING IS IN.

Hi! :) Hi! :) Hi! :) Hi! :) Hi! :)
The average teen sends 60 TEXTS a day.
Only 39% make or receive voice calls.

Only 35% of teens socialize with others in-person outside of school on a daily basis.

MORE THAN 80 MALLS HAVE CLOSED or are in danger of closing. Teen retailers like Wet Seal are being hit hardest.

SCHOOL DANCES ARE DYING OUT. When teens can connect via smartphone all day, who needs chaperoned school functions?
We can’t have a conversation with our kids about using technology effectively and safely if we don’t know the facts.
TEENS ARE MORE CONNECTED THAN EVER

90% of teens are online

Teens are online an average of 5 hours every day.

Parents believe their teens are online only 3 hours every day.

73% of teens are on a social network.

37% send messages to friends every day.
MONITORING IS MANDATORY

THE DIGITAL ERA CAN BE A DANGEROUS PLACE...

CYBERBULLYING

OVER 1/2 of teens have been bullied online.

OVER 1/2 of teens have engaged in cyberbullying.
**Sexting**

- **20%** of teens have engaged in sexting
- **30%** have at least one friend who has sent nude or semi-nude photos.
- **61%** who’ve sent nude pictures admit they were pressured to do so at least once.
- **25%** of teen girls have had nude or semi-nude photos sent to them accidentally.

**17%** of sexters share their message with someone else.
Online Predators

Online Predators Use Social Networks to Gain Information About Their Victims
A Teen’s Brain Can’t Handle These Situations

The prefrontal cortex of the brain isn’t fully developed until the mid 20s.
Why Smartphone Monitoring Is Important?

4 reasons for Teens

- Can be more independent
- Will better connect with peers
- Learn about boundaries and rules: “I can, I can’t”
- Get the guidance to make good decisions
Why Smartphone Monitoring Is Important?

4 reasons for Parents

- Can reach their child anytime
- Will be able to stay current with emerging tech
- Know when their child is in need
- Protect their teen from outside influences
Monitoring is about teaching our children how to conduct themselves in the new social world.

Privacy First – the importance of holding back information

No Regrets – Never send a text, photo or video you’ll regret sending later

Social Permanence – Once it’s on the internet, it’s there for ever

Gossip gets around – You can end up a bully even if you didn’t mean to
Communication is the Foundation

Learn THEIR Perspective

COMMUNICATION IS THE FOUNDATION of keeping your teen safe

Learn THEIR Perspective

Understand the technology they use and be supportive of the issues they face.

Make yourself the person they come to when they are in need.

Use current events to initiate conversation.

Don't make it too personal.

Analyze, don't criticize.
Help Them Understand YOUR Perspective

When asked how they would feel if their parents were monitoring them, teens replied...

62% Accepting
75% Unaffected

YOU NEED TO EXPLAIN IT’S YOUR JOB to KEEP THEM SAFE, AND BE CLEAR ABOUT YOUR GOALS AND EXPECTATIONS.
Set Limitations And Boundaries

At What Age Should Kids Begin Using Mobile Devices

Age 6-9: can start using an iPad/Tablet
Age 10-15: can use Smartphone with monitoring

It’s not about depriving or withholding, it’s about empowering parents to best teach their children how to use digital media and devices.
Create a Smartphone Agreement

Make it a collaborative process, so your kids can feel like they have some control.
LEAD BY EXAMPLE

Children first turn to technology when their social-emotional needs aren't met.

BUT TECHNOLOGY IS ONLY A PROXY THAT LEAVES US UNFULFILLED.

DISCONNECT

GIVE YOUR KIDS YOUR FULL ATTENTION

A study at Northwestern found that children with tech-obsessed parents were more likely to become dependent on various technology as they grew up.
DRAW THE LINE

BUT NOT TOO FAR BACK
Denying them access to digital media cuts them off from their generation’s main social channel.

LIKE ALL PARENTING DECISIONS,
IT’S ABOUT FINDING A BALANCE
BETWEEN KEEPING YOUR CHILD SAFE, AND EMPOWERING THEM AS INDIVIDUALS.
15 Apps Every Parent Must Know About
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