WEBINAR

Personal Responsibility Education Program

RTI INTERNATIONAL

FYSB Family & Youth Services Bureau
Adolescent Pregnancy Prevention Program

ACF

Getting Social Savvy – Helping Youth Navigate Social Media

June 20, 2024

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Webinar Logistics

- Mute yourself when not talking.
- Turn off video if you experience any connection issues.
- Type questions in the chat.
- Wait until the time reserved for questions and answers at the end.
- Take off "everyone" if you want to directly message with someone in the webinar.
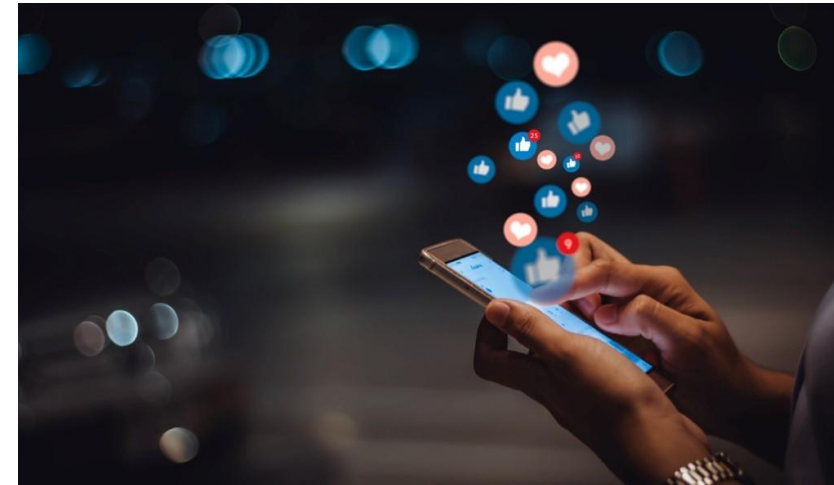- Use the transcript and recording available after the webinar.

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Agenda

- Warm Up
- Recent Research on Youth and Social Media
- Industry Insight
- Closing

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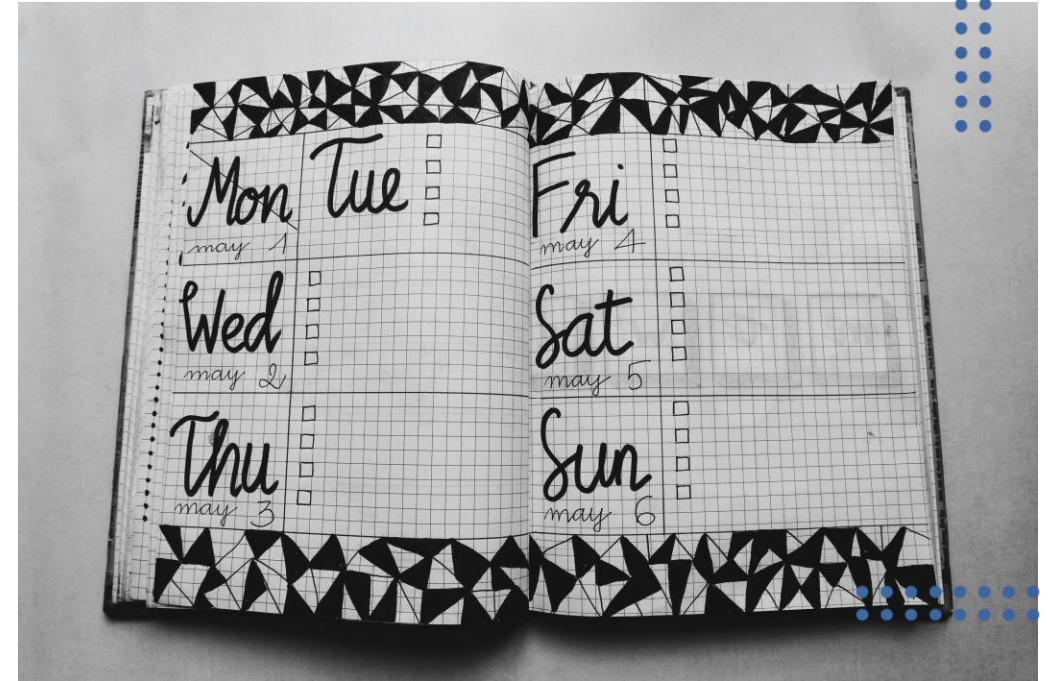
In the chat…

- What worries you most about social media?

- What opportunities do you see most when it comes to social media?

Objectives

By the end of this webinar, participants will be able to:

- Describe recent research about social media and its impact on youth;
- Define empowerment in the context of social media experiences; and
- Identify at least two empowerment tools for youth to enhance their safety and quality of experience on social media platforms.

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Meeting Norms

- **Participate and engage.** We want to hear from you, and we want you to hear from your colleagues. Having a balance in participation will allow for all voices to be heard.
- **Be fully present.** Although sidebar conversations in the chat and cell phone use may be tempting, we want to ensure our collective focus is in the same place so we can maximize our time together.
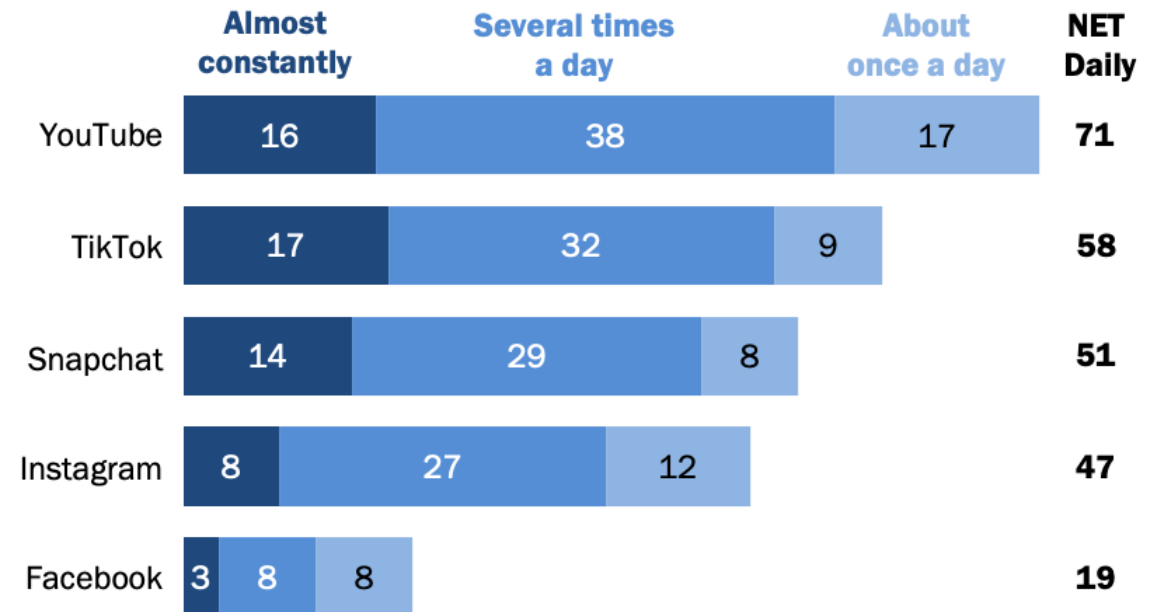- **Step away when needed.**
- **Begin and end on time.**

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Research on Youth and Social Media Use

Youth Social Media Use

- Teens are using multiple social media platforms every day.
- YouTube and TikTok are the most popular platforms followed by Snapchat and Instagram.
- Facebook is less popular (it is more popular among adults).
- 46% of US teens said they were online 'almost constantly'.

A majority of teens visit YouTube, TikTok daily

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

|	Almost constantly	Several times a day	About once a day	NET Daily
YouTube	16	38	17	71
TikTok	17	32	9	58
Snapchat	14	29	8	51
Instagram	8	27	12	47
Facebook	3	8	8	19

Note: Those who did not give an answer or gave other responses are not shown.
Source: Survey conducted Sept. 26-Oct. 23, 2023.
"Teens, Social Media and Technology 2023"

PEW RESEARCH CENTER

Anderson, Faverio, & Gottfried (2023)

Concurrent Declines in Wellbeing

- Social media use has increased dramatically in the last two decades.
  - The share of teens who use 'almost constantly' has doubled since 2014
- Concurrently, rates of depression and loneliness have also increased among teens.
- Girls are more likely to report loneliness and high social media use.

Anderson, Faverio, & Gottfried (2023), Twenge et al (2021)
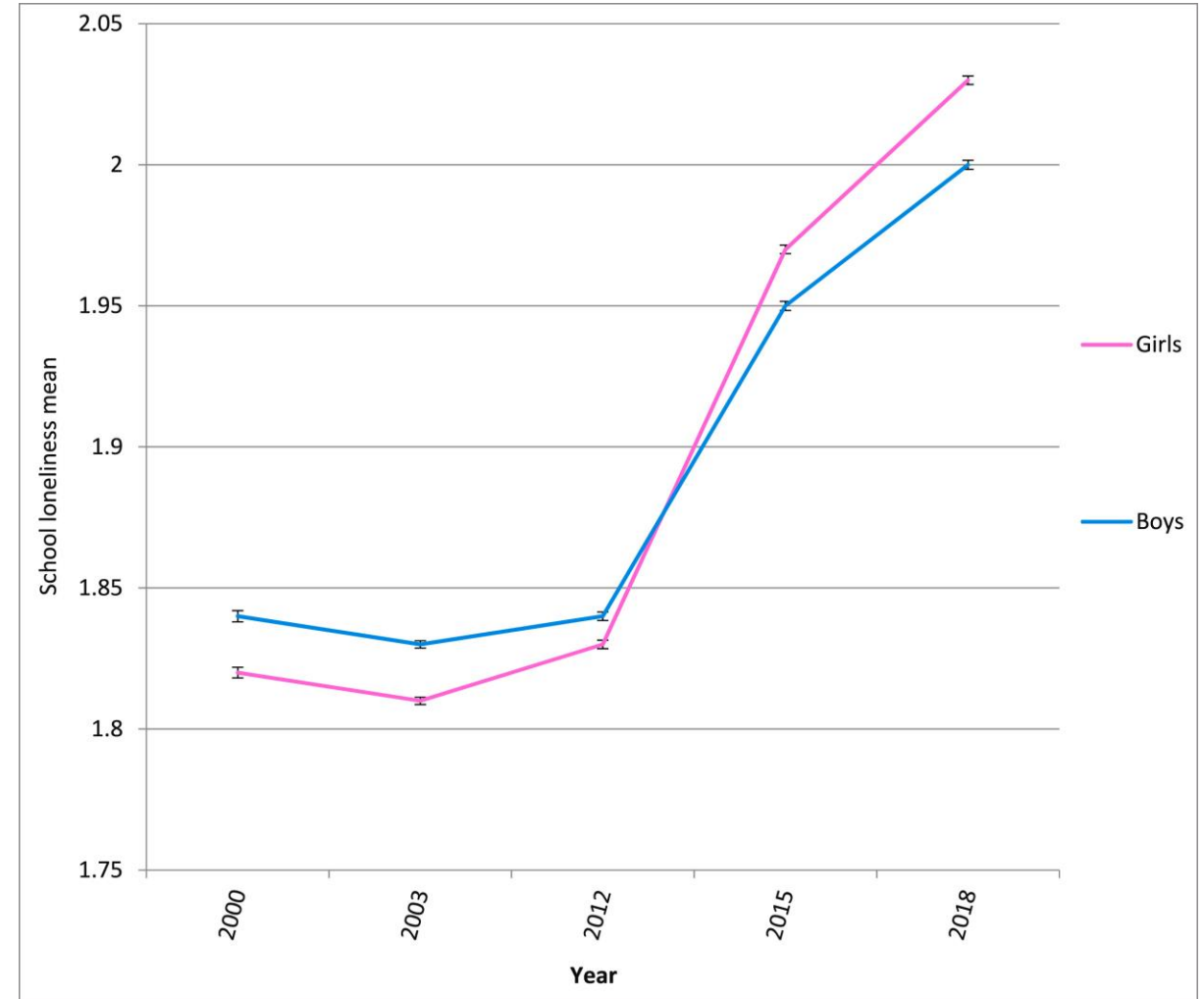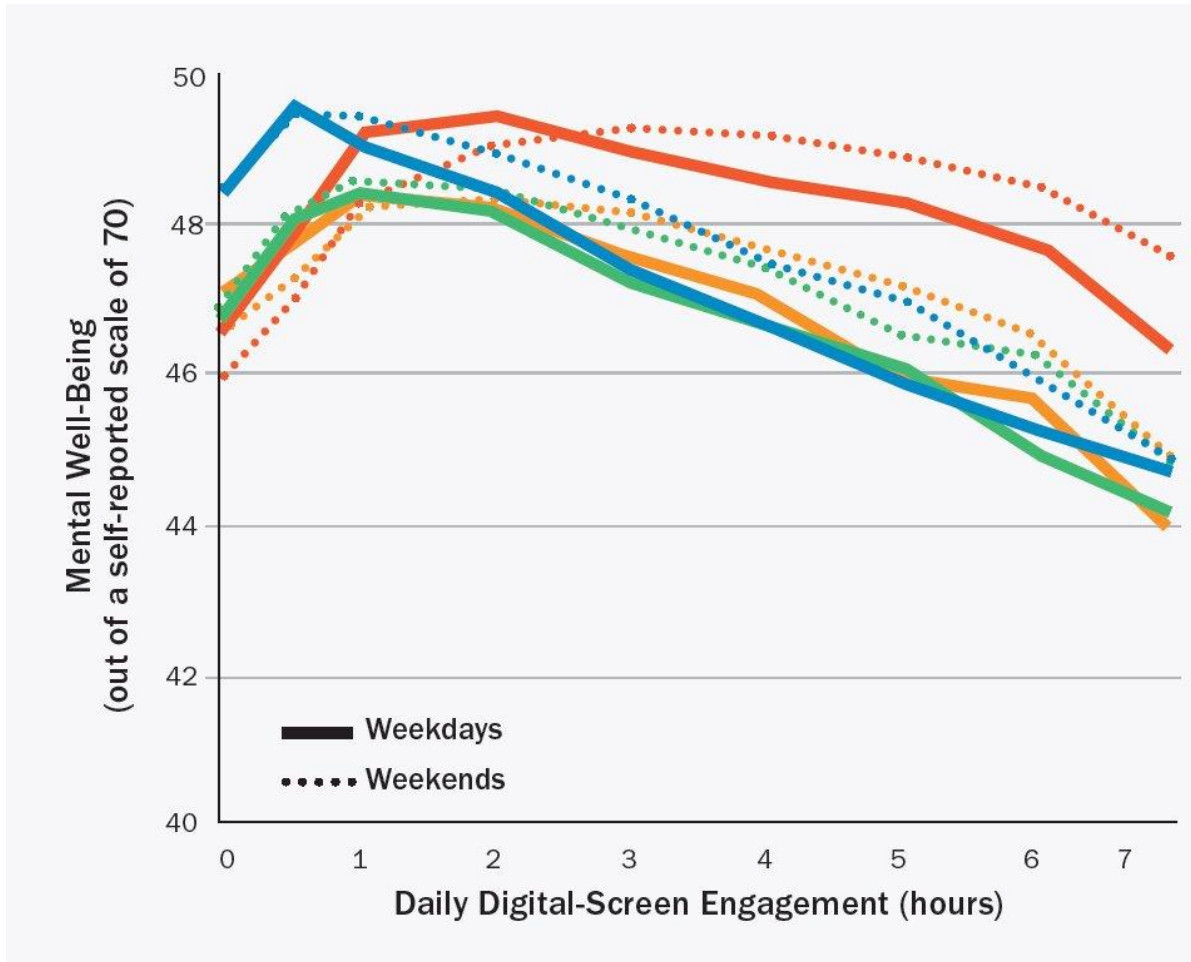
Theoretical Explanations
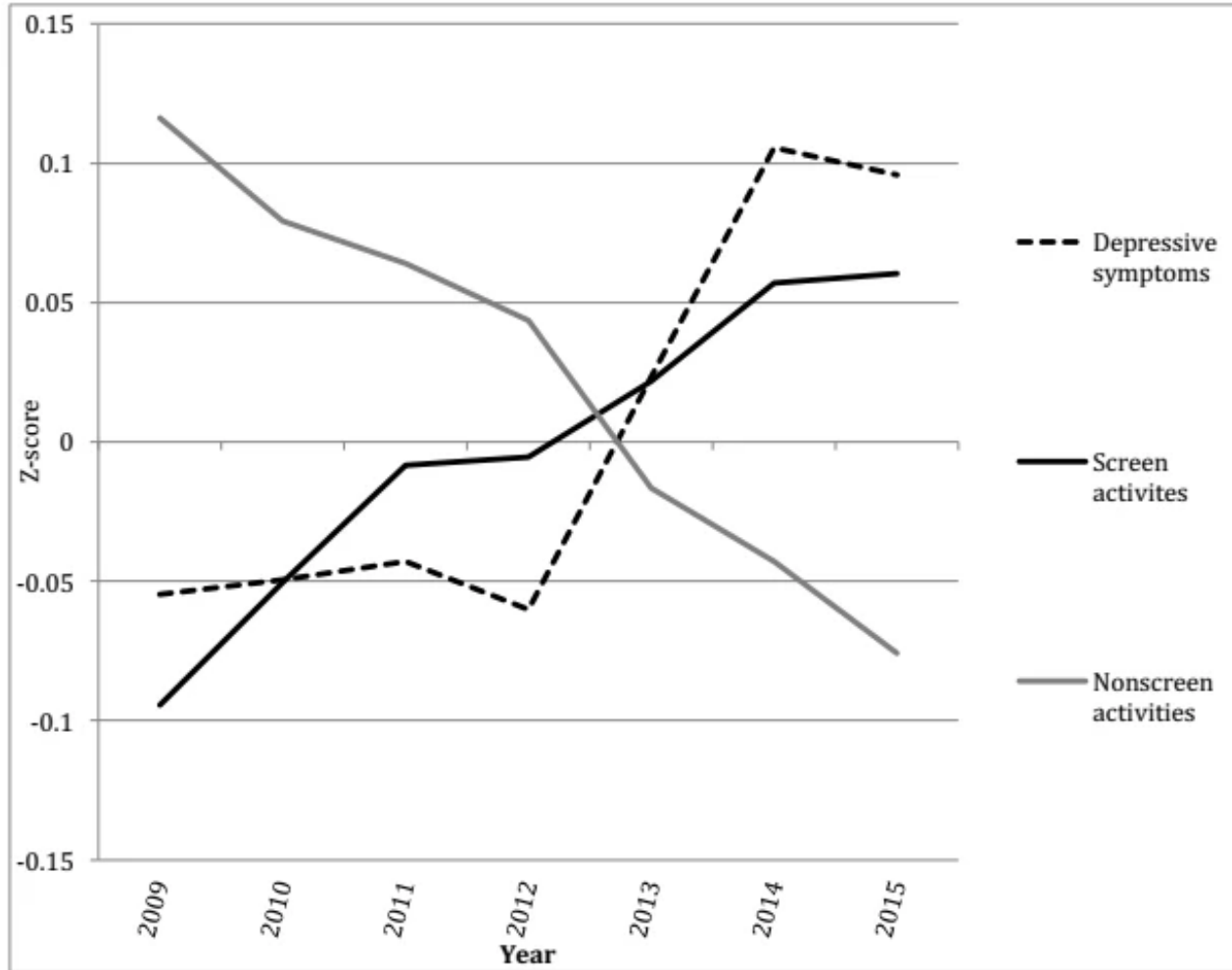
Social Compensation Hypothesis
Adolescents lacking social skills spend more time online to compensate for offline problems

Displacement Hypothesis
Technology use displaces spent time on social activities leading to increased isolation and depression

Twenge et al, 2017; Kraut et al, 1998; Campbell et al., 2006; Shapira et al., 2003; Valkenburg and Peter, 2007

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Correlational Evidence

Adolescents who spend more time using technology:

- Have lower wellbeing and greater mental health symptoms

- Sleep fewer hours at night

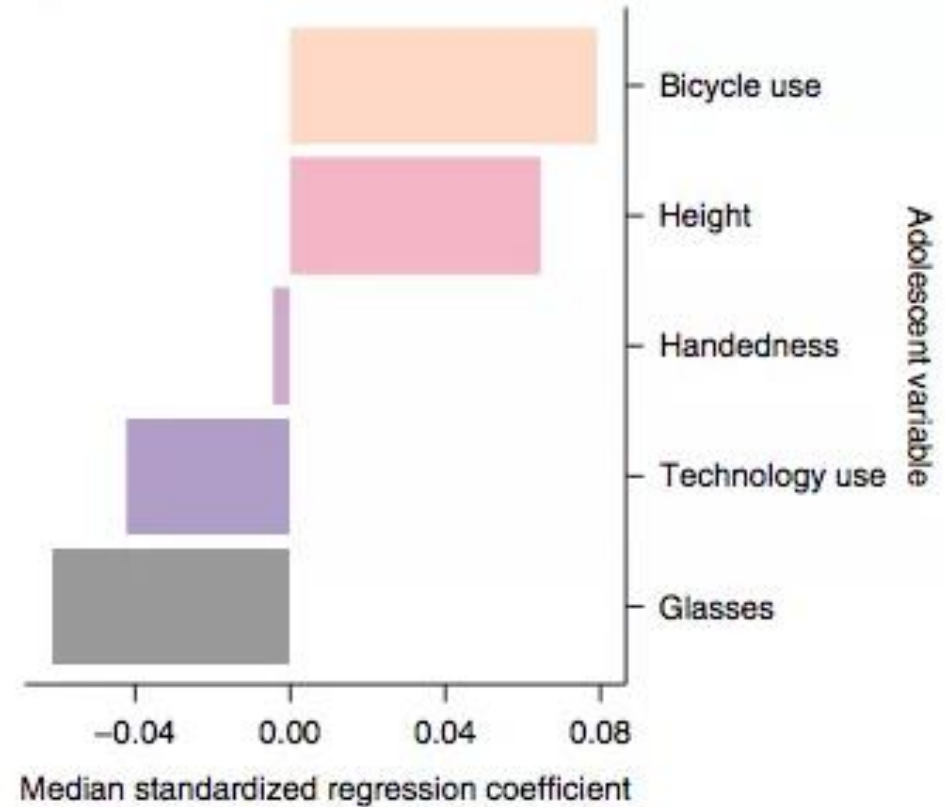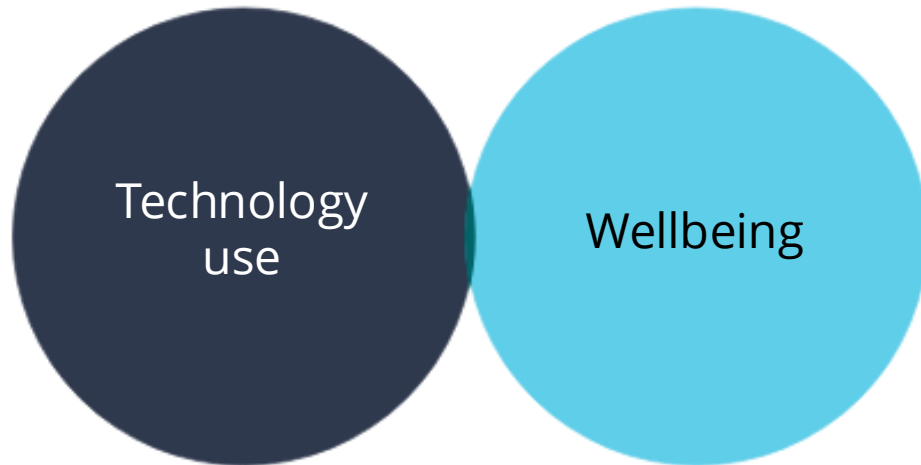- Report more chaos and parent conflict at home

Przybylski et al (2017), Twenge (2018), Jensen et al (2019, 2021), Burnell et al (2022)

Unpacking the Correlational Evidence

Correlation: **0.05**
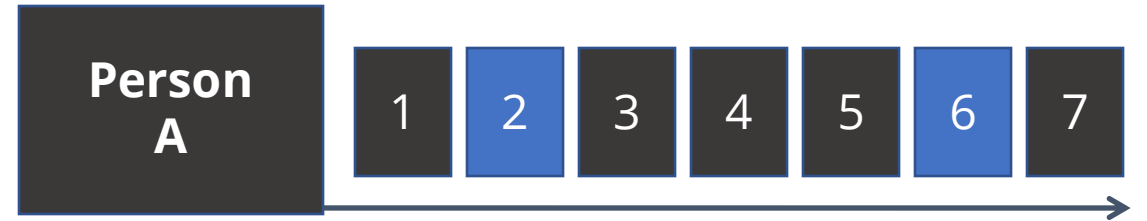
Sample size [1000] [New sample]

Shared variance: **0.3%**

The average correlation between technology use and wellbeing is ~ 0.05, which is lower than the correlation between wearing glasses and wellbeing.
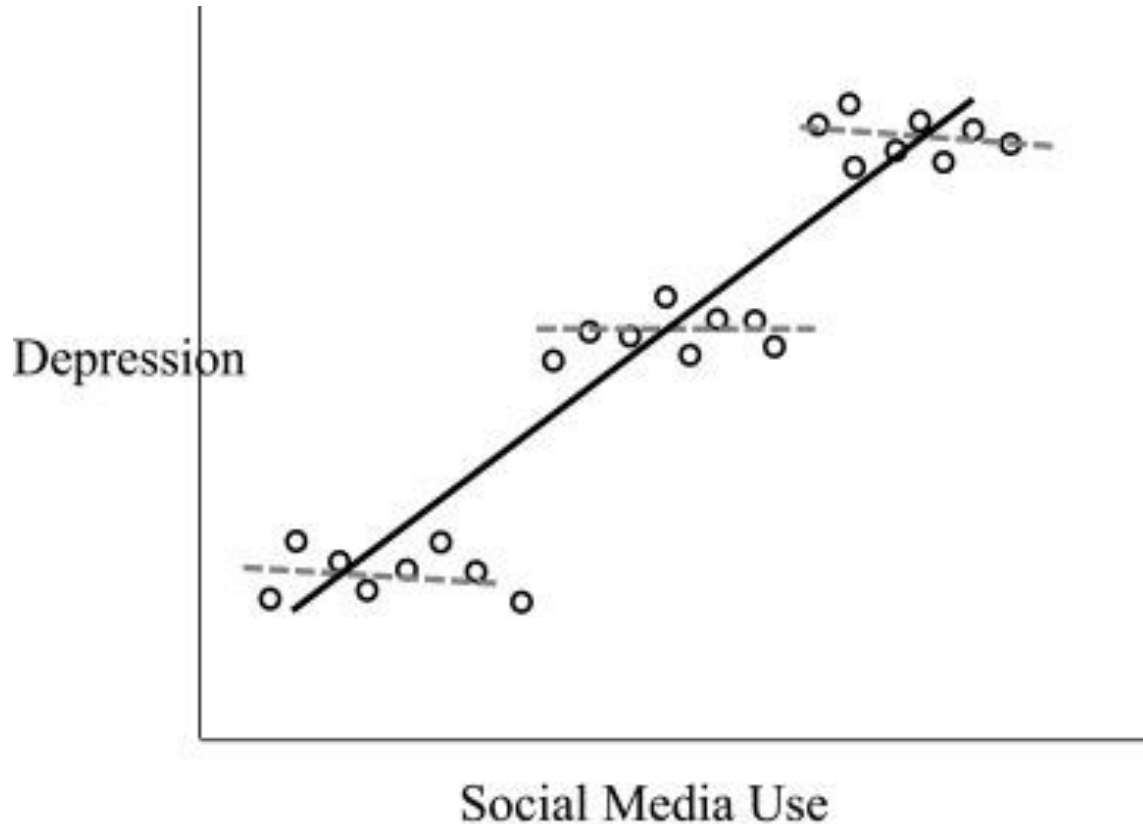
Orben, & Przybylski (2019).

Between- vs Within-person Effects

Between people: Compare effects across individuals

Within people: Compare effects within individuals across time

Within-Person Evidence

Depression vs. Social Media Use

Longitudinal and daily research shows that *when* youth spend more time using technology:

- No difference in daily mental health symptoms or sleep duration.

- No difference or more positive offline interactions with their parents.

- Time spent using social media was not related to within-person changes in depression or anxiety over 8 years.

Coyne et al (2020), George et al (2018, 2020), Jensen et al (2019, 2021), Burnell et al (2022)

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Instead of the amount of social media use:
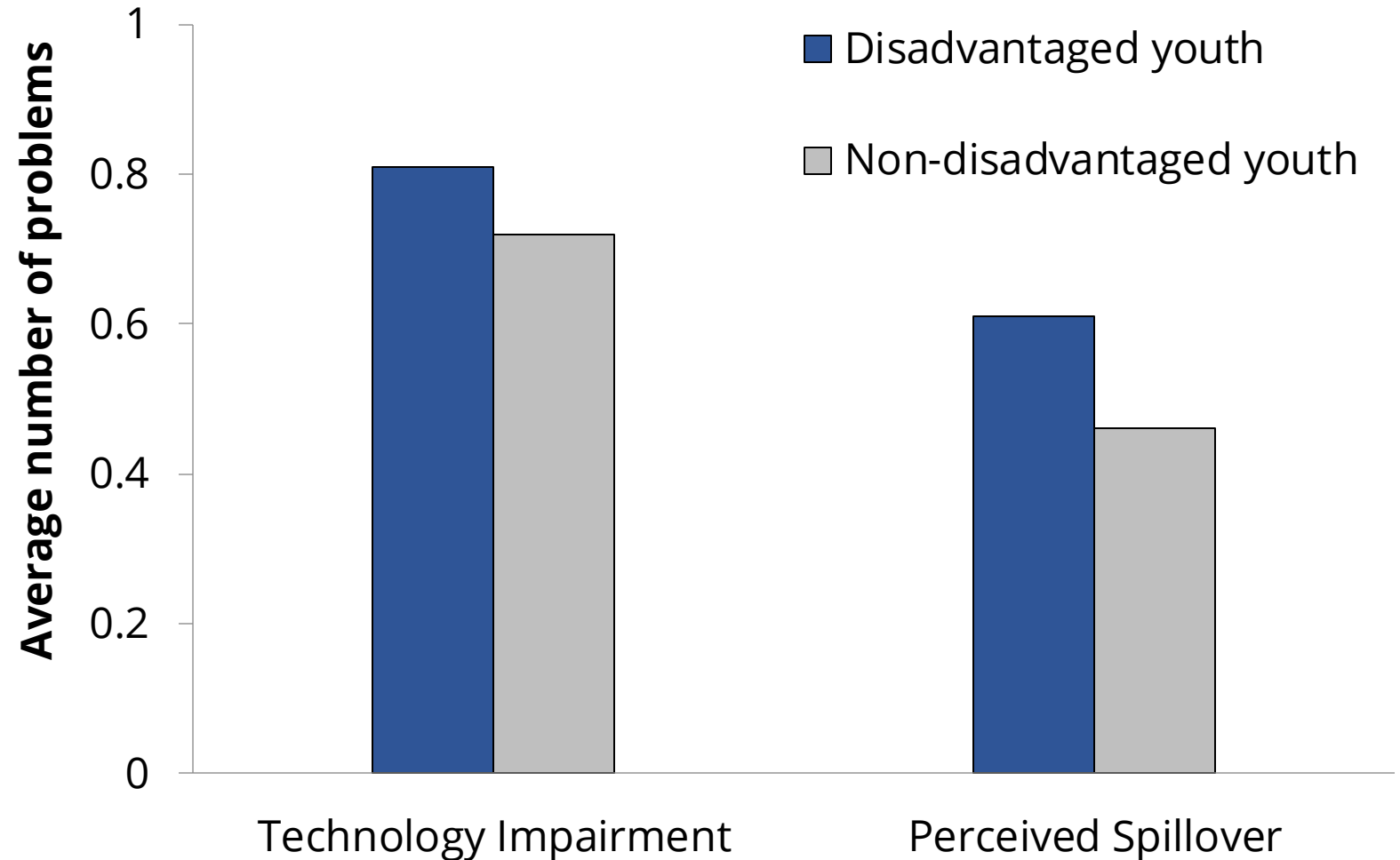
Who? What? When?

Who might experience greater harms?

There may be a new digital divide in online effects:

- Low-income teens report feeling more impaired by their social media use.
- Youth who may be struggling with offline issues (e.g., bullying) may also experience greater harms.

Legend:
- Disadvantaged youth
- Non-disadvantaged youth

Y-axis: Average number of problems (0 to 1)
X-axis categories: Technology Impairment, Perceived Spillover

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What are they doing online?

Experimental study effects :

- When looking at their own social media posts, youth felt better
- When looking at posts from an acquaintance or influencer, they felt worse, particularly more envy and jealousy
- Effects were strongest among youth with high social comparison
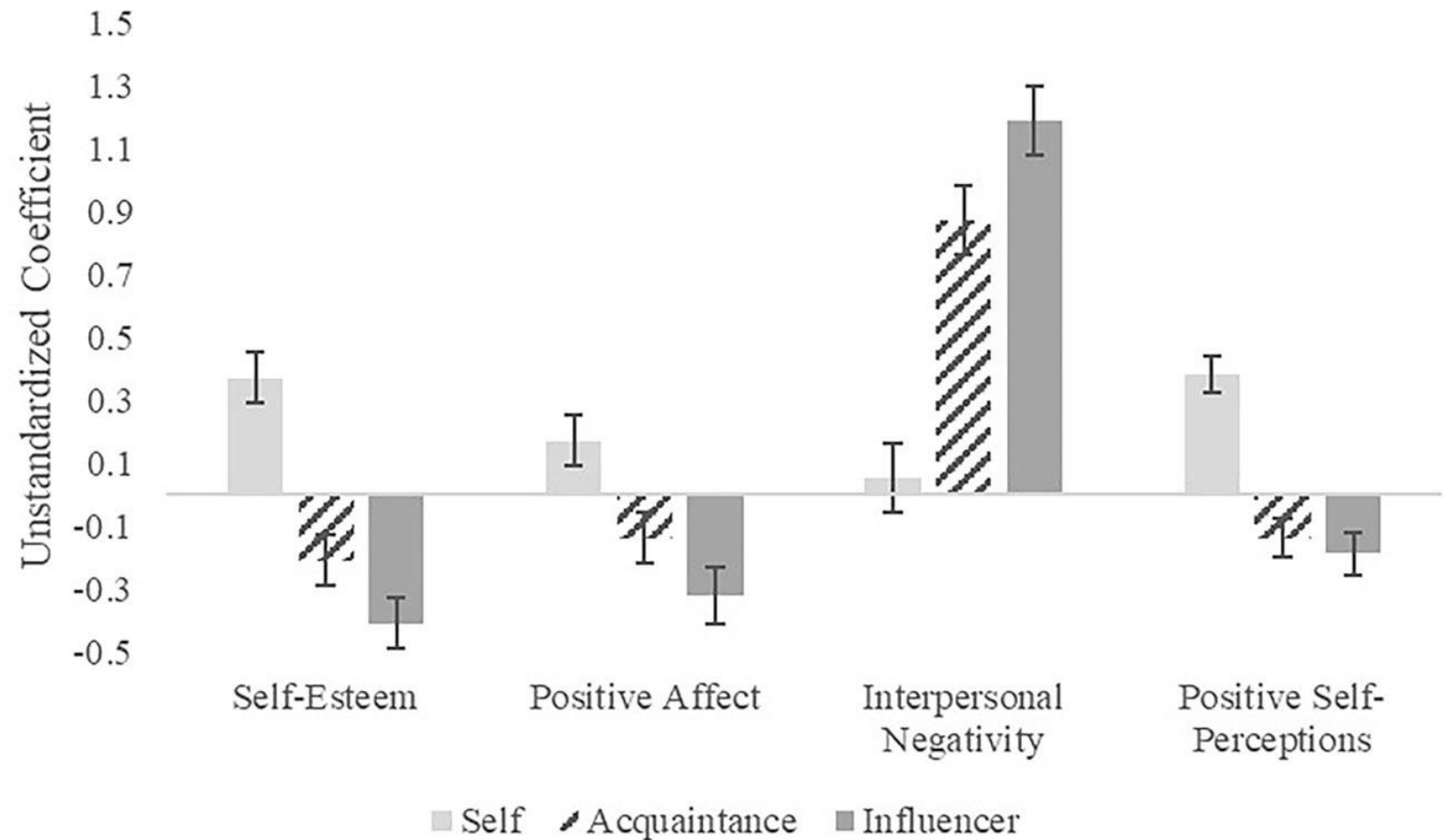
What are youth seeing online?

- Social media images are highly curated and can exacerbate teens' FOMO or appearance-related concerns.
- Social media use is related to declines in body image
  - Visual platforms (e.g., Instagram) are related to poorer body image than textual platforms (e.g., Facebook messenger).
  - Girls may experience greater declines in self-esteem.

Papageorgiou, Fisher, & Cross (2022), Vandenbosch, Fardouly, Tiggemann (2022)

When are they using their devices?
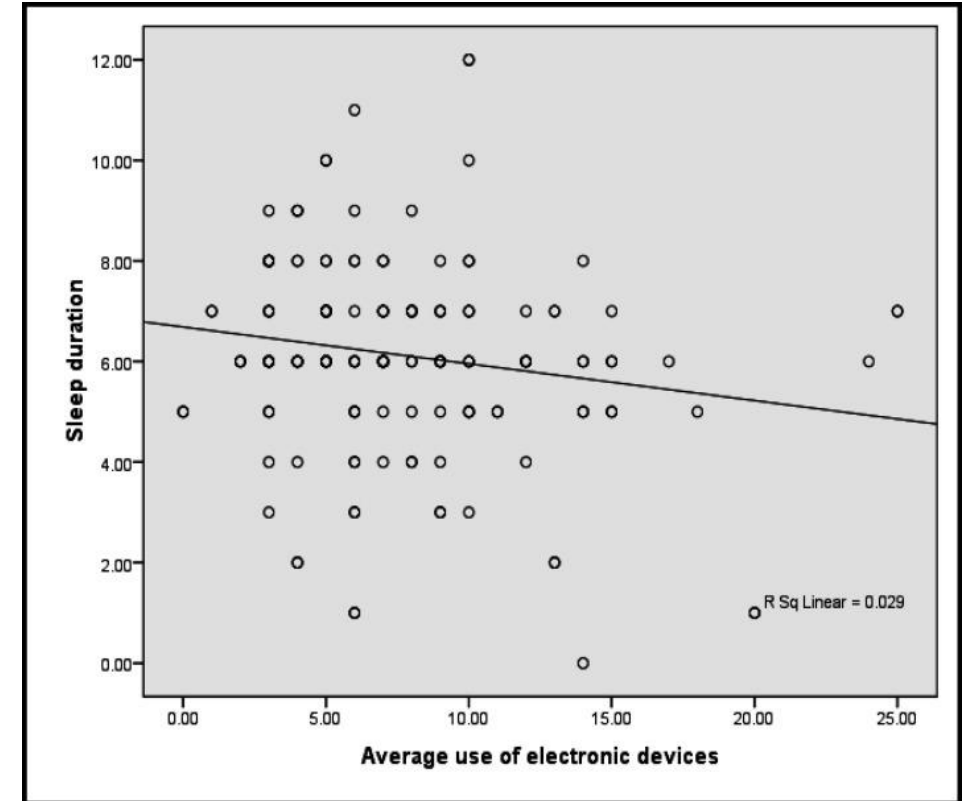
Using social media *instead of* other activities (e.g., learning in school, sleeping, hanging with friends) may disrupt development and lower wellbeing.

Odgers & Jensen (2020), Pirdehghan, Khezmeh & Panahi (2021)

Adults don't get it,
they think I'm addicted to technology
– but I'm not addicted to technology,
I'm addicted to my friends.
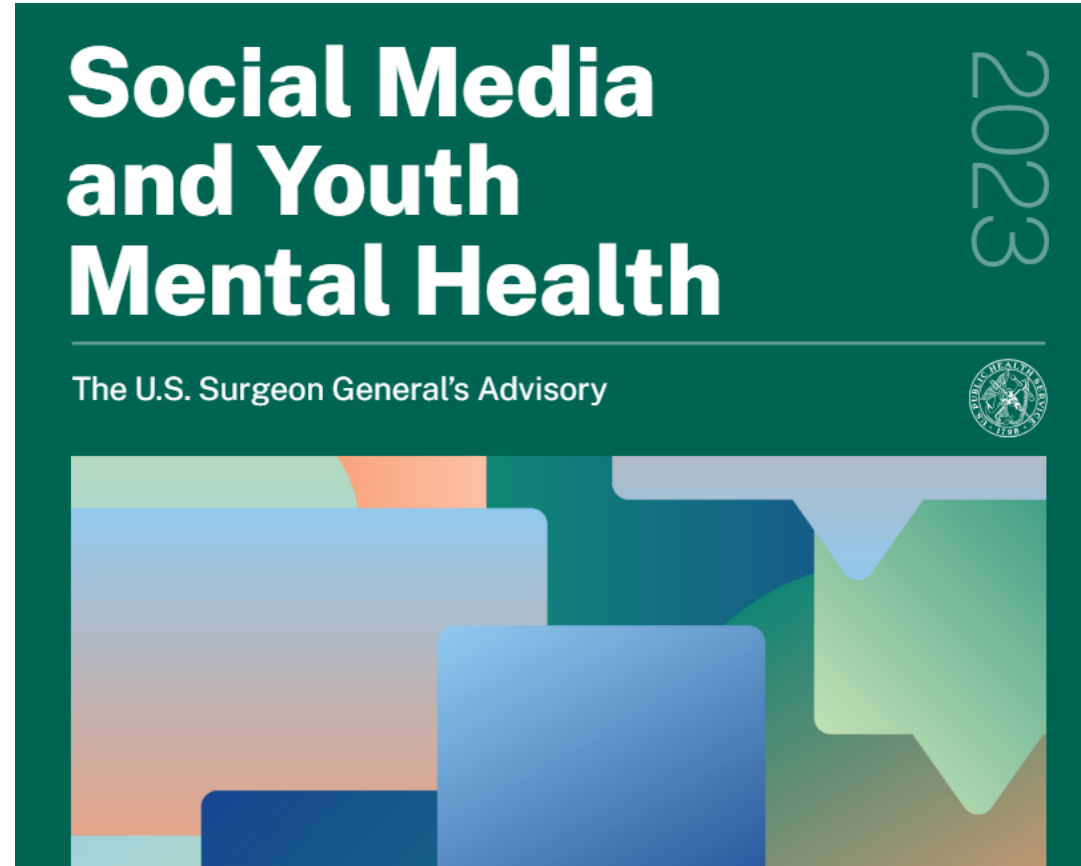
Common Sense Focus Group

In the chat...

- What surprised you about the research?

- What did you expect in the research?

Resources

- [Step out of the Frame: Social Media and Our Mental Health](#)

- [Being Tech Smart](#)

- [Increasing Impact Through Social Media: A Roadmap for Adolescent Pregnancy Prevention Programs](#)

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Advisory from the Surgeon General

https://www.hhs.gov/sites/default/files/sg-youth-mental-health-social-media-advisory.pdf

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Technical Assistance

RTI International (in partnership with Child Trends, ETR and MEES) provides Technical Assistance (TA) for PREP grantees.

TA is the process of providing **targeted support** to an organization with a grant related need over an extended period.

Our experienced team of TA providers offer complimentary TA to all PREP grantees in the following areas:

- Program Management
- Program Implementation
- Staff Recruitment and Retention
- Virtual implementation, including, curriculum adaptations
- Sub-awardee Monitoring
- Participant Recruitment and Retention
- Adulthood Preparation Subjects
- Working with Specific Youth Populations

Collaborative

Results-driven

Systematic

Technical Assistance

Customized

Targeted

Adaptive
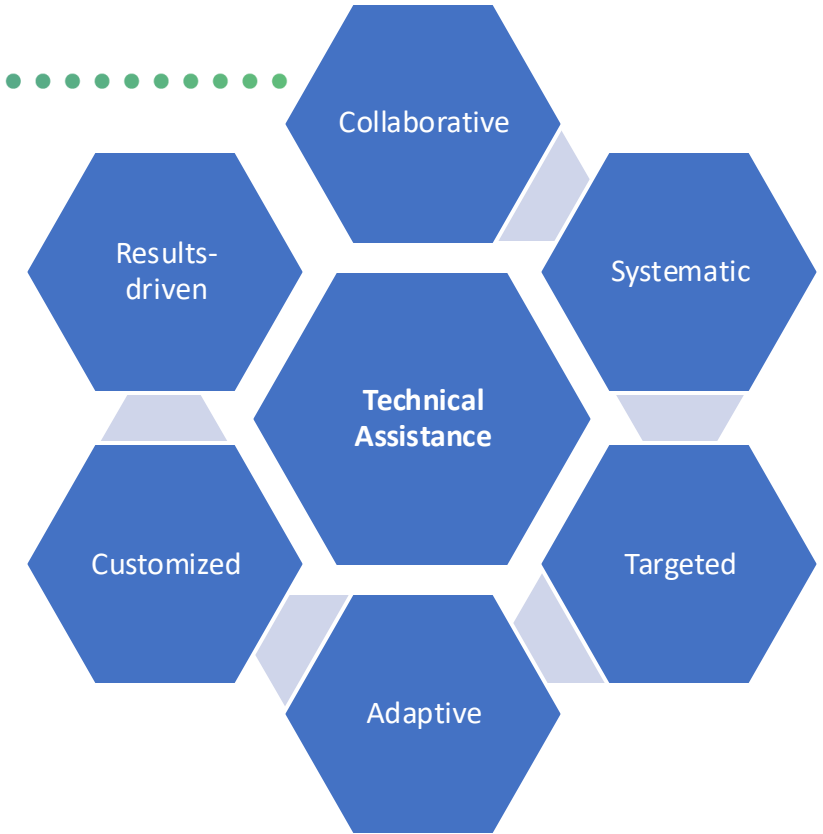
Request TA

If you are interested in working with a TA provider to support program implementation needs, contact your FYSB Project Officer or email us at APPTTA@rti.org.

Upcoming TA & Events

We also offer:

- Bi-monthly opportunities to connect with other grantees with the same funding (liaison groups)
- TA Office Hours

Drop in on these sessions to connect with other grantees and TA providers.

Next month:

Share and Learn Session on Recruiting Community Partners

July 18, 2024 3 pm ET

Need more information about these offerings? Email us at
APPTTA@rti.org

Thank you! We want to hear from you!

- Please complete a short survey about your experience with today's webinar.

- The survey will pop up on your screen when the webinar ends.

- If you attended the webinar with other team members, please share the link and complete the evaluation separately.

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