

Wanna Be My Friend?

The Ins and Outs of Online Social Networking

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Program Objectives

- ◆ Build awareness of rewards and risks of online social networking sites
- ◆ Build awareness of how teens use online social networking sites
- ◆ Foster dialogue among parents/adults and young people on the use of online social networking sites



Online Social Networks

- ◆ Online social networks are spaces on the Internet where users can create a profile and connect that profile to others to create a personal network.
- ◆ “Social networking software refers to various loosely connected types of applications that allow individuals to communicate with one another and to track discussions across the Web as they happen.” (Barnes, 2006).

facebook Bobby Solomon Home



Bobby Solomon Update Info View Activity

Senior Designer at DigiSynd
 Went to Woodcreek High School
 Lives in Los Angeles, California
 In a relationship with Kyle Raymond Fitzpatrick

About Friends 461 Photos 297 Likes 30 Notes

Status Photo Place

What's on your mind?

Bobby Solomon updated his cover photo. 20 minutes ago

Download this iPad wallpaper here:
<http://thefoxisblack.com/category/the-desktop-wallpaper-project/>



Like · Comment · Share

Bobby Solomon 6 hours ago

Wow, this looks crazy - @Nooka: "the nooka zaz."
<http://t.co/o4Yik4ET> <http://t.co/LPVVjxGU>

Recent Activity

- Bobby changed his Website.
- Bobby listened to Give My Soul and Revolutionary Pilot on Rdio.
- Bobby and Eric Dennis are now friends.

Bobby Solomon updated his cover photo. 2 hours ago



Like · Comment · Share

Bobby Solomon 12 hours ago

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Social Networking

- ◆ How does it work and how are youth using it?
- ◆ Let's test our knowledge about "Today's Hippest Place to Meet."



How many American teens use the Internet?

- a. 87%
- b. 75%
- c. 95%
- d. 98%



How many American teens use the Internet?

c. 95%



Lenhart, A., Purcell, K., Rainie, L., Smith, A., and Zickuhr, K. (2011) *Teens, Kindness, and Cruelty on Social Networking Sites*.

How often do they go online?

- a. 46% go online several times a day
- b. 40% go online 3 to 5 days a week
- c. 18% go online 1 to 2 days a week
- d. 20% go online less often

How often do they go online?

a. 46% go online several times a day



Lenhart, A., Purcell, K., Rainie, L., Smith, A., and Zickuhr, K. (2011) *Teens, Kindness, and Cruelty on Social Networking Sites*.

How many teens say they have posted/sent nude or seminude pictures of themselves?

- a. 30% of teens overall
- b. 20% of teens overall
- c. 5% of teens overall
- d. 10% of teens overall

How many teens say they have posted/sent nude or seminude pictures of themselves?

b. 20% of teens overall



The National Campaign to Prevent Teen and Unplanned Pregnancy (2009). *Sex and Tech: Results from a survey of teens and young adults.*

How many teen girls are sending/posting sexually suggestive messages?

- a. 45%
- b. 24%
- c. 37%
- d. 11%



How many teen girls are sending/posting sexually suggestive messages?

c. 37%



The National Campaign to Prevent Teen and Unplanned Pregnancy (2009). *Sex and Tech: Results from a survey of teens and young adults.*

“It’s On My Profile” Activity

After we read a statement please move to a place on the line that best corresponds with your opinion on the statement.

- ◆ Posting your Social Security number
- ◆ Tagging someone in a photo without asking him/her first
- ◆ Youth: Putting your status as “Parents will be out of town this weekend!”
- ◆ Adults: Putting your status as “My Hawaiian vacation starts tomorrow!!!”

“It’s On My Profile” Activity

- ◆ Posting on a friend’s wall asking to hang out this weekend
- ◆ Posting the year you were born
- ◆ Breaking up with someone by changing your relationship status to “single”
- ◆ Joining public groups with people who share your interests
- ◆ Accepting a “friend” request from someone you don’t know
- ◆ Giving out friends’ phone numbers or other personal information

Setting Up a Profile

What's OK to include:

- ◆ Name
- ◆ Favorite books, music, quotes
- ◆ Interests, skills
- ◆ Birthday with no year attached



Setting Up a Profile

What to avoid:

- ◆ Address and phone number
- ◆ Incriminating or sexually inappropriate information/photos
- ◆ Full birthday
- ◆ Schedule



Demographics of teen internet users

Below is the percentage of teens in each group who use the internet, according to our July 2011 survey. As an example, 95% of teen girls use the internet.

	% who use the internet
Total teens	95
Boys	96
Girls	95
Race/ethnicity	
White, Non-Hispanic	97
Black, Non-Hispanic	95
Hispanic	88
Age	
12-13	92
14-17	97
Household income	
Less than \$30,000/yr	93
\$30,000-\$49,999	91
\$50,000-\$74,999	96
\$75,000+	99

Source: The Pew Research Center's Internet & American Life Project 2011 Parent/Teen Digital Citizenship Survey, conducted from April 19 to July 14, 2011. n= 799 teens ages 12-17 and a parent or guardian. Interviews were conducted on landlines and cell phones, in English and Spanish.

pewinternet.org

What Do People Do?

How teens use social media sites

Based on teens who use social network sites or Twitter

Send instant messages or chat with a friend through the social network site	88%
Post comments on something a friend has posted	87
Post a status update	86
Post a photo or video	80
Send private messages to a friend within the social network site	76
Tag people in posts, photos or videos	69
Play a game on a social network site	50
Median # of activities	6

Source: The Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish.

Social Networks Provide Affirmation and Feedback for Teens

“ It's a great feeling. Like if you go on there and you haven't been on in a day and you don't find anything in the box, you don't want to be on there anymore, but if you go on there and there's a new picture, comments, people want to talk to you, you start feeling part of a group.”

- Boy, early high school

The Good, Bad and the Ugly

The positive aspects of social networking:

- ◆ Easier to have a social life/stay in touch
- ◆ Be “with” friends and still be at home
- ◆ Freedom of expression
- ◆ Create groups (shared interest)
- ◆ Profile is a personal reflection of the person
- ◆ Network with professionals
- ◆ Reconnect with long-lost friends



The Good, Bad and the Ugly

One positive aspect of social networking is the opportunity for teenagers to extend friendships by:

- ◆ Gaining a new form of technical literacy
- ◆ Engaging with a broader spectrum of people
- ◆ Finding support and community in online friends
- ◆ Feeling more “secure” entering new situations

Ito, M. , et al. (2008) *Living and Learning New Media: Summary of Findings from the Digital Youth Project*

The Good, Bad and the Ugly



The Good, Bad and the Ugly

The negative aspects of social networking:

- ◆ May be tempting to share too much
- ◆ Security/safety
- ◆ No control over what is written on your wall, although you can remove it
- ◆ Difficult to determine if you are kidding or being sarcastic
- ◆ Inefficient use of time/procrastination
- ◆ Personal reputation and impression
- ◆ Potential future problems with profile content
- ◆ People can misrepresent themselves



The Good, Bad and the Ugly

Statement on a profile about a student's work experience at Target:

"Get shit, print shit, get paid shit. But I can still afford beer."



The Good, Bad and the Ugly



The Good, Bad and the Ugly



Developmentally Appropriate Behavior

- ◆ This unawareness of the consequences of their online activity ties to teens' developmental level.
- ◆ Teens feel "bulletproof."
- ◆ By the nature of their developmental stage, they engage in risk-taking behaviors.
- ◆ They believe "nothing will happen to me."
- ◆ They live for the moment.
- ◆ But friendships/relationships are fragile and do not always last forever.



Alberts, A., Elkind, D., and Ginsberg, S., (2007)

Adolescent Brain Development Research

- ◆ Logical reasoning abilities reach adult levels by age 16.
- ◆ Psychosocial capacities such as impulse control, orientation to the present rather than the future, and resistance to peer influence continue to develop into emerging adulthood (around 25 years of age).

Implications of Online Social Networking



Public vs. Private



Privacy Paradox



- ◆ While adults are worried about invasion of privacy and what the government and corporations are tracking, teens are freely giving up personal information.
- ◆ Teens often don't realize the very public nature of the Internet.
- ◆ Young people are revealing their private thoughts and actions online in a place they believe is private, while marketers such as Rupert Murdoch, owner of MySpace, are collecting personal data about them to determine youth trends and habits. (Barnes, 2006)

In This Information Age, Can We Have Any Privacy?

- ◆ Probably not.
- ◆ Software can be used to observe online interactions.
- ◆ Post 9/11, the U.S. government tracks many online activities.
- ◆ Social networks allow for a high level of surveillance by many audiences.
- ◆ Teens think their Facebook entries are private, but they are actually public diaries. (Barnes, 2006)

If You Think Social Networking Activities are Private...

- Here are a few of the companies that currently research an individual's social networking activity for personal and business use



Facebook Isn't Private

- ◆ Individuals are not supposed to have more than one personal account, but there are no guarantees
- ◆ You're giving up a HUGE license
- ◆ Facebook is not guaranteed to always be safe, secure, or error free
- ◆ Disputes are arbitrated under California law
- ◆ You surrender all submissions

Things that are ALWAYS public

- ◆ Name
- ◆ Profile picture and cover photo
- ◆ Network
- ◆ Gender
- ◆ Username and userID



Facebook

- While Facebook profiles and public listings are subject to a number of safety constraints, none are present in user-created applications such as quizzes, work games, pins, etc. (Wilczynski, 2008)
- Keep in mind, you are giving application designers access to information just as though they were your friend. (Wilczynski, 2008)



“Left Standing” Activity

Please stand up beside your chair and think about your personal **facebook** profile. Please sit down if we read any individuals who are your friends on **facebook**.

- ◆ Boss
- ◆ Employee
- ◆ Someone who would be a reference for a job
- ◆ Children/ Youth- yours or others
- ◆ Future employer
- ◆ Co-worker
- ◆ Pastor
- ◆ Grandparent/grandchild
- ◆ Law Enforcement
- ◆ Not a personal friend, more of a professional acquaintance

Posting Personal Information Has Consequences

- ◆ Social networking sites are a collection of personal information.
- ◆ This information is extensive and serves as an online record of a teen's thoughts, behaviors, feelings, choices, etc.



I AM TRYING TO
ADD MORE FRIENDS

Who is Viewing Teens' Social Networking Sites?

- ◆ High school administrators
- ◆ College recruiters/administrators
- ◆ Employers
- ◆ Parents
- ◆ Teachers/professors
- ◆ Predators
- ◆ Law enforcement
- ◆ Attorneys and the court system
- ◆ Coaches/co-curricular advisers
- ◆ Organizational advisers
- ◆ Future college roommates
- ◆ Extended family



“I don’t understand.
What I do on my personal time is
my own business. No one should
know about or care what I post
on my Facebook page.”

*- Quote from a North Dakota teen (19 years old) who had posted pictures
of her and her friends drinking alcohol at a party*



What Are the Consequences of Placing Inappropriate and/or Illegal Content on Social Networking Sites?

- ◆ Take a minute to list some of the consequences of placing this content on a social networking site.
- ◆ Share your thoughts with the large group.

Consequences

- ◆ Loss of college/educational scholarships
- ◆ Loss of athletic and co-curricular eligibility
- ◆ Loss of employment opportunities
- ◆ Loss of friendships/relationships
- ◆ Loss of personal freedom if arrested for illegal behavior
- ◆ Loss of reputation/character

Case in Point

- ◆ “At top schools, one in 10 college admissions officers visits applicants’ social networking sites as part of the admissions decision-making process” (Wong, 2008).

(*Data from KAPLAN phone survey of 320 admissions officers from the nation’s top colleges and universities)



Be Careful Who Your “Friends” Are

- ◆ You may keep your site clean, but what are your friends doing?
- ◆ When your friends “tag” you in a photo, is it a photo you want everyone to see?
- ◆ Don’t participate in any behavior you don’t want to get caught doing.
- ◆ Think about the level of trust you have with your friends before you agree to be in a photo, video clip, etc. If it is posted, how would you feel?
- ◆ Media test: “If your behavior was featured as the lead story on the news, would you want that behavior reported?”
- ◆ Even though your site may be private, one of your friends could show others your site in person on their computer.
- ◆ Don’t share passwords with anyone. Treat them like underwear (don’t share with anyone).

Things to Think About for Your Profile

- ◆ Privacy settings – how private is it?
- ◆ Remember: No takebacks
- ◆ Screen names
- ◆ Joining offensive groups
- ◆ Tagging others and being tagged
- ◆ Bigoted comments
- ◆ Polarizing political views
- ◆ Burns about your employer/supervisor
- ◆ Burns about an ex-boyfriend or ex-girlfriend
- ◆ Rumors
- ◆ Details of your romantic relationship
- ◆ Do you have anything on your profile that you may regret in your future?

Rules to Live By

- ◆ Don't do/say anything you wouldn't do/say in person.
- ◆ Don't use social media for important interpersonal communications:
 - ◆ Breakups
 - ◆ Marriage proposals
 - ◆ Letting your roommate know you're moving out
 - ◆ Important job communications (calling in sick, quitting, changing work hours)
 - ◆ Friend conflicts

Just because you can use social networks for these things doesn't mean you should.

Keep “TRRFCC” Behavior in Mind

- ◆ As a person of character, ask yourself this: When I post this information, am I being:
 - ◆ Trustworthy
 - ◆ Respectful
 - ◆ Responsible
 - ◆ Fair
 - ◆ Caring
 - ◆ A Good Citizen



Josephson Institute Center for Youth Ethics (2007) *CHARACTER Counts!* Character Development Seminars. Los Angeles, Calif.

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What Can Parents/Caregivers Do?

- ◆ Talk to your teenagers and maintain an open dialogue. (This shouldn't be a one time conversation.)
- ◆ Ask to see their profile page
- ◆ Know who your kids are communicating with
- ◆ Set expectations
- ◆ Remember, it is not an invasion of privacy if strangers can see it
- ◆ “Probable Cause” rule

Tool for Parents

- ◆ Can be used as a snapshot of teens' social activities/friends
- ◆ Can be used to gauge emotional state of teen
- ◆ Can be a way to communicate with teen in a neutral setting

Guidelines for Being Your Teen's "Friend"

- ◆ Ask to be his/her friend
- ◆ Don't ask to be his/her friend's friend
- ◆ Don't stalk

"For the love of God, don't let your parents join Facebook!"
(actual Facebook group)

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Thank you!!!

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