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MAY 21, 2013

Teens, Social Media, and Privacy

Youth are sharing more personal information on their profiles than in the past. They choose private settings for Facebook, but share with large networks of friends. Most teen social media users say they aren't very concerned about third-party access to their data.

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Summary of Findings

Teens share a wide range of information about themselves on social media sites;[1] indeed the sites themselves are designed to encourage the sharing of information and the expansion of networks. However, few teens embrace a fully public approach to social media. Instead, they take an array of steps to restrict and prune their profiles, and their patterns of reputation management on social media vary greatly according to their gender and network size. These are among the key findings from a new report based on a survey of 802 teens that examines teens' privacy management on social media sites:

- Teens are sharing more information about themselves on social media sites than they did in the past. For the five different types of personal information that we measured in both 2006 and 2012, each is significantly more likely to be shared by teen social media users in our most recent survey.
- Teen Twitter use has grown significantly: 24% of online teens use Twitter, up from 16% in 2011.
- The typical (median) teen Facebook user has 300 friends, while the typical teen Twitter user has 79 followers.
- Focus group discussions with teens show that they have waning enthusiasm for Facebook, disliking the increasing adult presence, people sharing excessively, and stressful "drama," but they keep using it because participation is an important part of overall teenage socializing.
- 60% of teen Facebook users keep their profiles private, and most report high levels of confidence in their ability to manage their settings.
- Teens take other steps to shape their reputation, manage their networks, and mask information they don't want others to know; 74% of teen social media users have deleted people from their network or friends list.
- Teen social media users do not express a high level of concern about third-party access to their data; just 9% say they are "very" concerned.
- On Facebook, increasing network size goes hand in hand with network variety, information sharing, and personal information management.
- In broad measures of online experience, teens are considerably more likely to report positive experiences than negative ones. For instance, 52% of online teens say they have had an experience online that made them feel good about themselves.

Teens are sharing more information about themselves on social media sites than they did in the past.

Teens are increasingly sharing personal information on social media sites, a trend that is likely driven by the evolution of the platforms teens use as well as changing norms around sharing. A typical teen's MySpace profile from 2006 was quite different in form and function from the 2006 version of Facebook as well as the Facebook profiles that have become a hallmark of teenage life today. For the five different

[1] We use "social media site" as the umbrella term that refers to social networking sites (like Facebook, LinkedIn, and Google Plus) as well as to information- and media-sharing sites that users may not think of in terms of networking such as Twitter, Instagram, and Tumblr. "Teen social media users" are teens who use any social media site(s). When we use "social networking sites" or "social networking sites and Twitter," it will be to maintain the original wording when reporting survey results.

types of personal information that we measured in both 2006 and 2012, each is significantly more likely to be shared by teen social media users on the profile they use most often.

- 91% post a **photo of themselves**, up from 79% in 2006.
- 71% post their **school name**, up from 49%.
- 71% post the **city or town where they live**, up from 61%.
- 53% post their **email address**, up from 29%.
- 20% post their **cell phone number**, up from 2%.

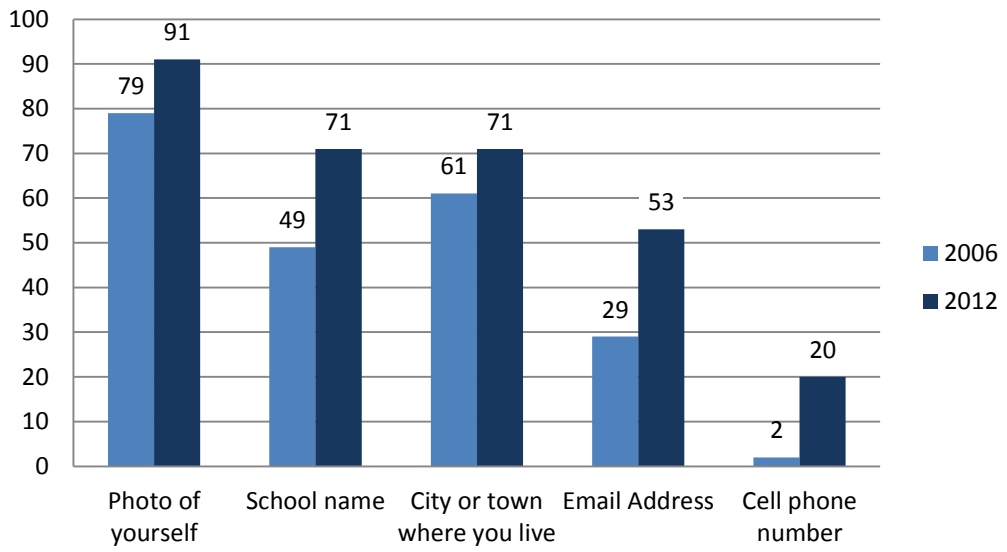
In addition to the trend questions, we also asked five new questions about the profile teens use most often and found that among teen social media users:

- 92% post their **real name** to the profile they use most often.[2]
- 84% post their **interests**, such as movies, music, or books they like.
- 82% post their **birth date**.
- 62% post their **relationship status**.
- 24% post **videos of themselves**.

(Chart below)

[2] Given that Facebook is now the dominant platform for teens, and a first and last name is required when creating an account, this is undoubtedly driving the nearly universal trend among teen social media users to say they post their real name to the profile they use most often. Fake accounts with fake names can still be created on Facebook, but the practice is explicitly forbidden in Facebook's Terms of Service.[2]

Social media profiles: What teens post — 2006 vs. 2012



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points. Comparison data for 2006 comes from the Pew Internet Parents & Teens Survey, October 23-November 19, 2006. n=487 teens with a profile online. Margin of error is +/- 5.2 percentage points.

Older teens are more likely than younger teens to share certain types of information, but boys and girls tend to post the same kind of content.

Generally speaking, older teen social media users (ages 14-17), are more likely to share certain types of information on the profile they use most often when compared with younger teens (ages 12-13).

Older teens who are social media users more frequently share:

- Photos of themselves on their profile (94% older teens vs. 82% of younger teens)
- Their school name (76% vs. 56%)
- Their relationship status (66% vs. 50%)
- Their cell phone number (23% vs. 11%)

While boys and girls generally share personal information on social media profiles at the same rates, cell phone numbers are a key exception. Boys are significantly more likely to share their numbers than girls (26% vs. 14%). This is a difference that is driven by older boys. Various differences between white and African-American social media-using teens are also significant, with the most notable being the lower

likelihood that African-American teens will disclose their real names on a social media profile (95% of white social media-using teens do this vs. 77% of African-American teens).[3]

16% of teen social media users have set up their profile to automatically include their location in posts.

Beyond basic profile information, some teens choose to enable the automatic inclusion of location information when they post. Some 16% of teen social media users said they set up their profile or account so that it automatically includes their location in posts. Boys and girls and teens of all ages and socioeconomic backgrounds are equally likely to say that they have set up their profile to include their location when they post. Focus group data suggests that many teens find sharing their location unnecessary and unsafe, while others appreciate the opportunity to signal their location to friends and parents.

Teen Twitter use has grown significantly: 24% of online teens use Twitter, up from 16% in 2011.

Twitter draws a far smaller crowd than Facebook for teens, but its use is rising. One in four online teens uses Twitter in some way. While overall use of social networking sites among teens has hovered around 80%, Twitter grew in popularity; 24% of online teens use Twitter, up from 16% in 2011 and 8% the first time we asked this question in late 2009.

African-American teens are substantially more likely to report using Twitter when compared with white youth.

Continuing a pattern established early in the life of Twitter, African-American teens who are internet users are more likely to use the site when compared with their white counterparts. Two in five (39%) African-American teens use Twitter, while 23% of white teens use the service.

Public accounts are the norm for teen Twitter users.

While those with Facebook profiles most often choose private settings, Twitter users, by contrast, are much more likely to have a public account.

- 64% of teens with Twitter accounts say that their tweets are public, while 24% say their tweets are private.
- 12% of teens with Twitter accounts say that they “don’t know” if their tweets are public or private.

[3] The sample size for African-American teens who use social media is relatively small (n=95), but all differences between white and African-American teen social media users noted throughout this section are statistically significant.

- While boys and girls are equally likely to say their accounts are public, boys are significantly more likely than girls to say that they don't know (21% of boys who have Twitter accounts report this, compared with 5% of girls).

The typical (median) teen Facebook user has 300 friends, while the typical teen Twitter user has 79 followers.

Overall, teens have far fewer followers on Twitter when compared with Facebook friends; the typical (median) teen Facebook user has 300 friends, while the typical (median) teen Twitter user has 79 followers. Girls and older teens tend to have substantially larger Facebook friend networks compared with boys and younger teens.

Teens' Facebook friendship networks largely mirror their offline networks. Seven in ten say they are friends with their parents on Facebook.

Teens, like other Facebook users, have different kinds of people in their online social networks. And how teens construct that network has implications for who can see the material they share in those digital social spaces:

- 98% of Facebook-using teens are friends with people they know from school.
- 91% of teen Facebook users are friends with members of their extended family.
- 89% are connected to friends who do not attend the same school.
- 76% are Facebook friends with brothers and sisters.
- 70% are Facebook friends with their parents.
- 33% are Facebook friends with other people they have not met in person.
- 30% have teachers or coaches as friends in their network.
- 30% have celebrities, musicians or athletes in their network.

Older teens tend to be Facebook friends with a larger variety of people, while younger teens are less likely to friend certain groups, including those they have never met in person.

Older teens are more likely than younger ones to have created broader friend networks on Facebook. Older teens (14-17) who use Facebook are more likely than younger teens (12-13) to be connected with:

- Friends who go to different schools (92% vs. 82%)
- People they have never met in person, not including celebrities (36% vs. 25%)
- Teachers or coaches (34% vs. 19%)

Girls are also more likely than boys (37% vs. 23%) to be Facebook friends with coaches or teachers, the only category of Facebook friends where boys and girls differ.

African-American youth are nearly twice as likely as whites to be Facebook friends with celebrities, athletes, or musicians (48% vs. 25%).

Focus group discussions with teens show that they have waning enthusiasm for Facebook.

In focus groups, many teens expressed waning enthusiasm for Facebook. They dislike the increasing number of adults on the site, get annoyed when their Facebook friends share inane details, and are drained by the "drama" that they described as happening frequently on the site. The stress of needing to manage their reputation on Facebook also contributes to the lack of enthusiasm. Nevertheless, the site is still where a large amount of socializing takes place, and teens feel they need to stay on Facebook in order to not miss out.

Users of sites other than Facebook express greater enthusiasm for their choice.

Those teens who used sites like Twitter and Instagram reported feeling like they could better express themselves on these platforms, where they felt freed from the social expectations and constraints of Facebook. Some teens may migrate their activity and attention to other sites to escape the drama and pressures they find on Facebook, although most still remain active on Facebook as well.

60% of teen Facebook users keep their profiles private, and most report high levels of confidence in their ability to manage their settings.

Teens have a variety of ways to make available or limit access to their personal information on social media sites. Privacy settings are one of many tools in a teen's personal data management arsenal. Among teen Facebook users, most choose private settings that allow only approved friends to view the content that they post.

Most keep their Facebook profile private. Girls are more likely than boys to restrict access to their profiles.

Some 60% of teens ages 12-17 who use Facebook say they have their profile set to private, so that only their friends can see it. Another 25% have a partially private profile, set so that friends of their friends can see what they post. And 14% of teens say that their profile is completely public.[4]

- Girls who use Facebook are substantially more likely than boys to have a private (friends only) profile (70% vs. 50%).

[4] In 2011, the privacy settings question was asked of all teen SNS or Twitter users, prompting them to think about the "profile they use most often." Among this group 62% reported having a private profile, 19% said their profile was partially private, and 17% said their profile was public. At the time, almost all of these teen social media users (93%) said they had a Facebook account, but some respondents could have been reporting settings for other platforms.

- By contrast, boys are more likely than girls to have a fully public profile that everyone can see (20% vs. 8%).

Most teens express a high level of confidence in managing their Facebook privacy settings.

More than half (56%) of teen Facebook users say it's "not difficult at all" to manage the privacy controls on their Facebook profile, while one in three (33%) say it's "not too difficult." Just 8% of teen Facebook users say that managing their privacy controls is "somewhat difficult," while less than 1% describe the process as "very difficult."

Teens' feelings of efficacy increase with age:

- 41% of Facebook users ages 12-13 say it is "not difficult at all" to manage their privacy controls, compared with 61% of users ages 14-17.
- Boys and girls report similar levels of confidence in managing the privacy controls on their Facebook profile.

For most teen Facebook users, all friends and parents see the same information and updates on their profile.

Beyond general privacy settings, teen Facebook users have the option to place further limits on who can see the information and updates they post. However, few choose to customize in that way: Among teens who have a Facebook account, only 18% say that they limit what certain friends can see on their profile. The vast majority (81%) say that all of their friends see the same thing on their profile.[5] This approach also extends to parents; only 5% of teen Facebook users say they limit what their parents can see.

Teens take other steps to shape their reputation, manage their networks, and mask information they don't want others to know; 74% of teen social media users have deleted people from their network or friends list.

Teens are cognizant of their online reputations, and take steps to curate the content and appearance of their social media presence. For many teens who were interviewed in focus groups for this report, Facebook was seen as an extension of offline interactions and the social negotiation and maneuvering inherent to teenage life. "Likes" specifically seem to be a strong proxy for social status, such that teen Facebook users will manipulate their profile and timeline content in order to garner the maximum number of "likes," and remove photos with too few "likes."

[5] This behavior is consistent, regardless of the general privacy settings on a teen's profile.

Pruning and revising profile content is an important part of teens' online identity management.

Teen management of their profiles can take a variety of forms – we asked teen social media users about five specific activities that relate to the content they post and found that:

- 59% have deleted or edited something that they posted in the past.
- 53% have deleted comments from others on their profile or account.
- 45% have removed their name from photos that have been tagged to identify them.
- 31% have deleted or deactivated an entire profile or account.
- 19% have posted updates, comments, photos, or videos that they later regretted sharing.

74% of teen social media users have deleted people from their network or friends' list; 58% have blocked people on social media sites.

Given the size and composition of teens' networks, friend curation is also an integral part of privacy and reputation management for social media-using teens. The practice of friending, unfriending, and blocking serve as privacy management techniques for controlling who sees what and when. Among teen social media users:

- Girls are more likely than boys to delete friends from their network (82% vs. 66%) and block people (67% vs. 48%).
- Unfriending and blocking are equally common among teens of all ages and across all socioeconomic groups.

58% of teen social media users say they share inside jokes or cloak their messages in some way.

As a way of creating a different sort of privacy, many teen social media users will obscure some of their updates and posts, sharing inside jokes and other coded messages that only certain friends will understand:

- 58% of teen social media users say they share inside jokes or cloak their messages in some way.
- Older teens are considerably more likely than younger teens to say that they share inside jokes and coded messages that only some of their friends understand (62% vs. 46%).

26% say that they post false information like a fake name, age, or location to help protect their privacy.

One in four (26%) teen social media users say that they post fake information like a fake name, age or location to help protect their privacy.

- African-American teens who use social media are more likely than white teens to say that they post fake information to their profiles (39% vs. 21%).

Teen social media users do not express a high level of concern about third-party access to their data; just 9% say they are "very" concerned.

Overall, 40% of teen social media users say they are "very" or "somewhat" concerned that some of the information they share on social networking sites might be accessed by third parties like advertisers or businesses without their knowledge. However, few report a high level of concern; 31% say that they are "somewhat" concerned, while just 9% say that they are "very" concerned.[6] Another 60% in total report that they are "not too" concerned (38%) or "not at all" concerned (22%).

- Younger teen social media users (12-13) are considerably more likely than older teens (14-17) to say that they are "very concerned" about third party access to the information they share (17% vs. 6%).

Insights from our focus groups suggest that some teens may not have a good sense of whether the information they share on a social media site is being used by third parties.

When asked whether they thought Facebook gives anyone else access to the information they share, one middle schooler wrote: "Anyone who isn't friends with me cannot see anything about my profile except my name and gender. I don't believe that [Facebook] would do anything with my info." Other high schoolers shared similar sentiments, believing that Facebook would not or should not share their information.

Parents, by contrast, express high levels of concern about how much information advertisers can learn about their children's behavior online.

Parents of the surveyed teens were asked a related question: "How concerned are you about how much information advertisers can learn about your child's online behavior?" A full 81% of parents report being "very" or "somewhat" concerned, with 46% reporting they are "very concerned." Just 19% report that they are not too concerned or not at all concerned about how much advertisers could learn about their child's online activities.

Teens who are concerned about third party access to their personal information are also more likely to engage in online reputation management.

Teens who are somewhat or very concerned that some of the information they share on social network sites might be accessed by third parties like advertisers or businesses without their knowledge more frequently delete comments, untag themselves from photos or content, and deactivate or delete their

[6] Recent research has described a "control paradox" that may influence user behavior and attitudes toward information disclosures online. In spaces where users feel they have control over the publication of their private information, they may "give less importance to control (or lack thereof) of the accessibility and use of that information by others." See, Laura Brandimarte, et al.: "Misplaced Confidences: Privacy and the Control Paradox."

entire account. Among teen social media users, those who are "very" or "somewhat" concerned about third party access are more likely than less concerned teens to:

- Delete comments that others have made on their profile (61% vs. 49%).
- Untag themselves in photos (52% vs. 41%).
- Delete or deactivate their profile or account (38% vs. 25%).
- Post updates, comments, photos or videos that they later regret (26% vs. 14%).

On Facebook, increasing network size goes hand in hand with network variety, information sharing, and personal information management.

Teens with larger Facebook networks are more frequent users of social networking sites and tend to have a greater variety of people in their friend networks. They also share a wider range of information on their profile when compared with those who have a smaller number of friends on the site. Yet even as they share more information with a wider range of people, they are also more actively engaged in maintaining their online profile or persona.

Teens with large Facebook friend networks are more frequent social media users and participate on a wider diversity of platforms in addition to Facebook.

Teens with larger Facebook networks are fervent social media users who exhibit a greater tendency to "diversify" their platform portfolio:

- 65% of teens with more than 600 friends on Facebook say that they visit social networking sites several times a day, compared with 27% of teens with 150 or fewer Facebook friends.
- Teens with more than 600 Facebook friends are more than three times as likely to also have a Twitter account when compared with those who have 150 or fewer Facebook friends (46% vs. 13%). They are six times as likely to use Instagram (12% vs. 2%).

Teens with larger Facebook networks tend to have more variety within those networks.

Almost all Facebook users (regardless of network size) are friends with their schoolmates and extended family members. However, other types of people begin to appear as the size of teens' Facebook networks expand:

- Teen Facebook users with more than 600 friends in their network are much more likely than those with smaller networks to be Facebook friends with peers who don't attend their own school, with people they have never met in person (not including celebrities and other "public figures"), as well as with teachers or coaches.

- On the other hand, teens with the largest friend networks are actually *less likely* to be friends with their parents on Facebook when compared with those with the smallest networks (79% vs. 60%).

Teens with large networks share a wider range of content, but are also more active in profile pruning and reputation management activities.

Teens with the largest networks (more than 600 friends) are more likely to include a photo of themselves, their school name, their relationship status, and their cell phone number on their profile when compared with teens who have a relatively small number of friends in their network (under 150 friends). However, teens with large friend networks are also more active reputation managers on social media.

- Teens with larger friend networks are more likely than those with smaller networks to block other users, to delete people from their friend network entirely, to untag photos of themselves, or to delete comments others have made on their profile.
- They are also substantially more likely to automatically include their location in updates and share inside jokes or coded messages with others.

In broad measures of online experience, teens are considerably more likely to report positive experiences than negative ones.

In the current survey, we wanted to understand the broader context of teens' online lives beyond Facebook and Twitter. A majority of teens report positive experiences online, such as making friends and feeling closer to another person, but some do encounter unwanted content and contact from others.

- 52% of online teens say they have had an experience online that made them feel good about themselves. Among teen social media users, 57% said they had an experience online that made them feel good, compared with 30% of teen internet users who do not use social media.
- One in three online teens (33%) say they have had an experience online that made them feel closer to another person. Looking at teen social media users, 37% report having an experience somewhere online that made them feel closer to another person, compared with just 16% of online teens who do not use social media.

One in six online teens say they have been contacted online by someone they did not know in a way that made them feel scared or uncomfortable.

Unwanted contact from strangers is relatively uncommon, but 17% of online teens report some kind of contact that made them feel scared or uncomfortable.[7] Online girls are more than twice as likely as boys

[7] This question does not reference sexual solicitations and could include an array of contact that made the teen feel scared or uncomfortable.

to report contact from someone they did not know that made them feel scared or uncomfortable (24% vs. 10%).

Few internet-using teens have posted something online that caused problems for them or a family member, or got them in trouble at school.

A small percentage of teens have engaged in online activities that had negative repercussions for them or their family; 4% of online teens say they have shared sensitive information online that later caused a problem for themselves or other members of their family. Another 4% have posted information online that got them in trouble at school.

More than half of internet-using teens have decided not to post content online over reputation concerns.

More than half of online teens (57%) say they have decided not to post something online because they were concerned it would reflect badly on them in the future. Teen social media users are more likely than other online teens who do not use social media to say they have refrained from sharing content due to reputation concerns (61% vs. 39%).

Large numbers of youth have lied about their age in order to gain access to websites and online accounts.

In 2011, we reported that close to half of online teens (44%) admitted to lying about their age at one time or another so they could access a website or sign up for an online account. In the latest survey, 39% of online teens admitted to falsifying their age in order gain access to a website or account, a finding that is not significantly different from the previous survey.

Close to one in three online teens say they have received online advertising that was clearly inappropriate for their age.

Exposure to inappropriate advertising online is one of the many risks that parents, youth advocates, and policy makers are concerned about. Yet, little has been known until now about how often teens encounter online ads that they feel are intended for more (or less) mature audiences. In the latest survey, 30% of online teens say they have received online advertising that is “clearly inappropriate” for their age.

About the survey and focus groups

These findings are based on a nationally representative phone survey run by the Pew Research Center’s Internet & American Life Project of 802 parents and their 802 teens ages 12-17. It was conducted between July 26 and September 30, 2012. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for the full sample is ± 4.5 percentage points.

This report marries that data with insights and quotes from in-person focus groups conducted by the Youth and Media team at the Berkman Center for Internet & Society at Harvard University beginning in February 2013. The focus groups focused on privacy and digital media, with special emphasis on social media sites. The team conducted 24 focus group interviews with 156 students across the greater Boston area, Los Angeles (California), Santa Barbara (California), and Greensboro (North Carolina). Each focus group lasted 90 minutes, including a 15-minute questionnaire completed prior to starting the interview, consisting of 20 multiple-choice questions and 1 open-ended response. Although the research sample was not designed to constitute representative cross-sections of particular population(s), the sample includes participants from diverse ethnic, racial, and economic backgrounds. Participants ranged in age from 11 to 19. The mean age of participants is 14.5.

In addition, two online focus groups of teenagers ages 12-17 were conducted by the Pew Internet Project from June 20-27, 2012 to help inform the survey design. The first focus group was with 11 middle schoolers ages 12-14, and the second group was with nine high schoolers ages 14-17. Each group was mixed gender, with some racial, socio-economic, and regional diversity. The groups were conducted as an asynchronous threaded discussion over three days using an online platform and the participants were asked to log in twice per day.

Throughout this report, this focus group material is highlighted in several ways. Pew's online focus group quotes are interspersed with relevant statistics from the survey in order to illustrate findings that were echoed in the focus groups or to provide additional context to the data. In addition, at several points, there are extensive excerpts boxed off as standalone text boxes that elaborate on a number of important themes that emerged from the in-person focus groups conducted by the Berkman Center.

Acknowledgements

The authors would like to acknowledge the generous contributions of the many reviewers who offered their insights as part of this project. In particular, we would like to thank: danah boyd, Reynol Junco, Chris Hoofnagle, Eden Litt, Fred Stutzman, and Jessica Vitak for their feedback on the report draft. In addition, the authors would like to thank those who shared comments during the process of designing this research: Parry Aftab, Laura Berger, Robert Cannon, Anne Collier, Elizabeth Gaffin, Marsali Hancock, Jennifer Hanley, Eszter Hargittai, Andy Hasty, Jennifer King, Mamie Kresses, Phyllis Marcus, Alice Marwick, Kathryn Montgomery, Manas Mohapatra, Helen Nissenbaum, Patricia Poss, Andrew Schlossberg, and Michele Ybarra.

We are also deeply grateful for the tireless support and outstanding research assistance provided by Momin Malik, Research Assistant for the Youth and Media Project at the Berkman Center for Internet & Society, without whom we would not have been able to finalize this report in its current form.

While we greatly appreciate all of these contributions, the authors alone bear responsibility for the presentation of these findings, as well as any omissions or errors.

Introduction

In June 2001, the Pew Research Center's Internet & American Life Project published its first report about teenage life online and described the state of teens' experiences online this way:

> The Internet is the telephone, television, game console, and radio wrapped up in one for most teenagers and that means it has become a major "player" in many American families. Teens go online to chat with their friends, kill boredom, see the wider world, and follow the latest trends. Many enjoy doing all those things at the same time during their online sessions. Multitasking is their way of life. And the emotional hallmark of that life is enthusiasm for the new ways the Internet lets them connect with friends, expand their social networks, explore their identities, and learn new things.

This description of online life is still remarkably resonant in 2013. However, the complexity of these interactions has increased dramatically with the mass adoption of social media and mobile devices. Eight in ten online teens now use social media sites. And as the Project reported earlier this year, smartphone ownership among American teens has increased substantially; half of teen smartphone owners now say they *mostly* go online using their phone.

While social media and the devices that connect teens and their families have become increasingly valuable and deeply embedded into daily life, the concurrent rise in the economic value of the social media platforms and the advertising models that support them have raised concerns among policymakers and privacy advocates. As we reported in our "Parents, Teens and Online Privacy" report late last year, the policy community is wrestling with the new reality of the enormous amount of information that is shared by children and adults in digital environments and the ways that information can be collected, shared and sold as new form of digital currency.

As we also noted in the previous report, the Federal Trade Commission recently issued changes to the Children's Online Privacy Protection Act (COPPA) that address some of the vast technological changes that have occurred since the law was first written in 1998.[8]

These modifications, which will take effect on July 1, 2013, include a new requirement that some third-party advertisers and other "plug-ins" will now have to comply with COPPA, and the definition of "personal information" has been expanded to include geolocation information, photos and videos. Persistent identifiers such as IP addresses and mobile device IDs are also now covered under the COPPA rule. At the same time, these amendments also simplify the information that website operators must include in their online privacy policy, and provide a range of options for obtaining parental consent (such

[8] In the U.S., websites that are collecting information about children under the age of 13 must comply with regulations established under the Children's Online Privacy Protection Act. In effect since 2000, these rules have required website operators to obtain parental consent before gathering information about children under the age of 13 or giving them access to "interactive" features of the site that may allow them to share personal information with others. Some of the most popular web properties, such as Facebook, have opted to avoid the parental consent framework and instead forbid all children under the age of 13 from creating accounts.

as video conferencing and scanned forms). The Pew Research Center's Internet & American Life Project does not take positions on policy issues, and as such, does not endorse or oppose any of these changes. However, many of the findings in this report are relevant to these most recent policy developments.[9]

Over several years, the Pew Internet Project has talked to teens and their parents about teens' information sharing practices and privacy management on social media, but this report represents the Project's first in-depth look at teens' privacy and reputation management behaviors since the 2007 report, "Teens, Privacy and Online Social Networks." This study also builds upon previous work conducted by the Berkman Center's Youth and Media Project studying youth interactions with digital media. In particular, the 2010 "Youth, Privacy and Reputation" Literature Review highlights much of the foundational research in this area.

This report covers findings from a nationally representative survey of U.S. teens ages 12-17 and their parents, interspersed with focus group findings from online focus groups conducted before the national survey, and in-person focus groups conducted by the Berkman Center this spring.

What emerges is a portrait of teens who engage in a range of behaviors to manage the boundaries of their "social privacy" online. Far from being privacy indifferent, these youth are mindful about what they post, even if their primary focus and motivation is often their engagement with an audience of peers and family, rather than how their online behavior might be tracked by advertisers or other third parties.

While some do report concerns about third-party access to their social media postings, and some say they encounter advertising online that is inappropriate for their age, privacy from businesses and advertisers is not top of mind for most teens. However, this generally echoes other studies of concern among adults, which suggest that there is a persistent minority of the public that expresses strong concerns about institutional and commercial access to personal information.[10] In contrast, parent concern levels with regard to their children are relatively high overall, a finding that has been documented in other recent studies of parents with teenage children.[11]

Patterns of teen social media use change with age, and this has important implications for understanding the evolution of teens' personal privacy strategies. Younger teens, who are often newer users to social media platforms, tend to have smaller networks and do not post as much content to their profiles. Older teens, who are more frequent users of social media sites, have amassed larger networks and tend to be friends with a wider range of people on sites like Facebook.

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[9] A full discussion of COPPA changes is available on the FTC's website.

[10] For a discussion of the large body of "privacy index" research conducted by Alan Westin, see Ponnurangam Kumaraguru and Lorrie Faith Cranor's "Privacy Indexes: A Survey of Westin's Studies."

[11] A survey conducted by danah boyd et al. and reported in the November 2011 edition of *First Monday* found that 78% of parents of children ages 10-14 were extremely or very concerned that their child might meet a stranger online who intends to do them harm. In the same study, 1% of parents reported that one of their children had actually met a stranger online who intended harm. By comparison, 44% of parents surveyed said they were extremely or very concerned that information about their children might be used for the purposes of personalized marketing or targeted advertising. See, also, a forthcoming article in *Policy & Internet* from danah boyd and Eszter Hargittai which suggests demographic variance in parental concerns about online safety issues.

Yet, one of the most striking themes that surfaced through the Berkman focus groups this spring was the sense of a social burden teens associated with Facebook. While Facebook is still deeply integrated in teens' everyday lives, it is sometimes seen as a utility and an obligation rather than an exciting new platform that teens can claim as their own.

Interestingly, teens have bucked a longstanding trend in their use of Twitter; while teens have historically been early adopters of a range of communications activities and social media platforms, adults were the first to colonize Twitter. However, teens are now migrating to Twitter in growing numbers, often as a supplement to their Facebook use. Instagram (owned by Facebook) and Snapchat also appeal to many teens, and though neither platform was used by a large number of teens at the time of our national survey, both were mentioned repeatedly in our focus groups.

Ultimately, teens, like adults, are finding ways to "diversify" their social media portfolio for different purposes. In some cases, it helps them to compartmentalize smaller groups of friends and certain kinds of interactions. In other cases, the newer platforms are appealing for the features (or lack thereof) and functionality they offer. And while multiple headlines have proclaimed some variation of the "death of Facebook," [12] there were no indications in either the national survey or the focus groups of a mass exodus from Facebook.

[12] See, for instance, "The death of Facebook," which ran in the *Philadelphia Inquirer* a year ago this month.

Part 1

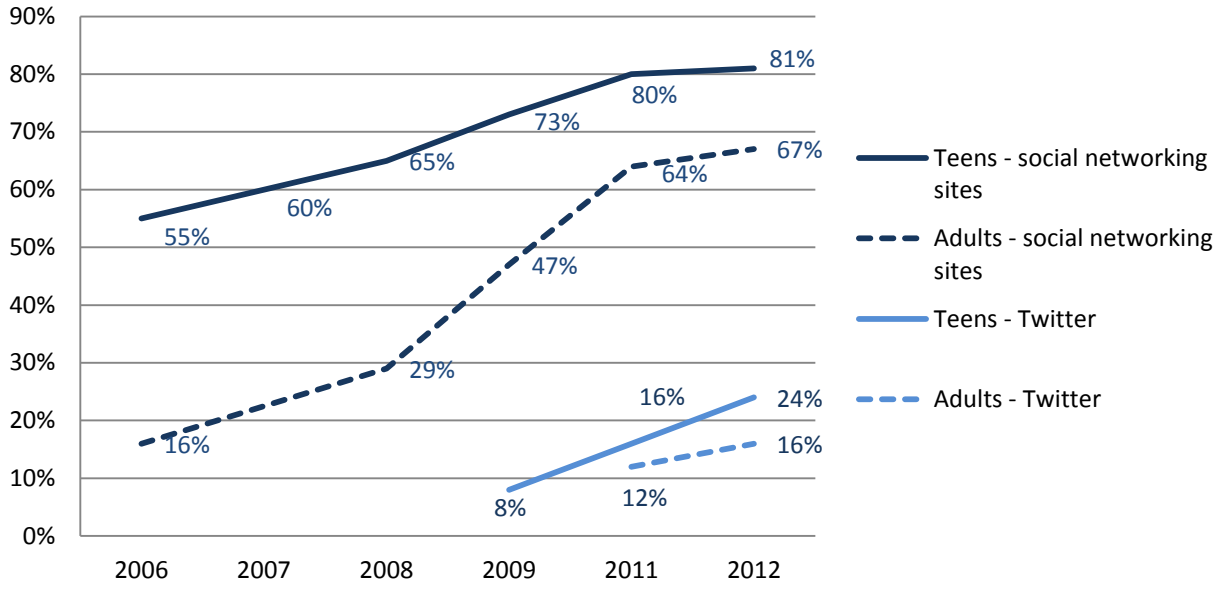
Teens and Social Media Use

Teens' Twitter use has grown significantly: One in four (24%) online teens uses Twitter, up from 16% 2011.

Fully 95% of those ages 12-17 use the internet. Eight in ten online teens use some kind of social media. Twitter is still not in the same league as Facebook, which attracts 77% of online teens. Still, 24% of online teens now use Twitter, a figure that is up from 16% in 2011 and 8% the first time we asked this question in late 2009. Teenagers' use of Twitter now outpaces that of adults; just 16% of online adults are Twitter users, up slightly from the 12% who were using Twitter in 2011.[13]

Teen and adult use of social networking sites and Twitter — change over time

% of teen and adult internet users who use social networking sites or Twitter, over time



Source: The Pew Research Center Internet & American Life Project Teen & Parent surveys. Source: Teen data taken from surveys of teens age 12-17 conducted October-November 2006, September-November 2007, November 2007-February 2008, June-September 2009, April-July 2011, and July-September 2012 (n=802). Adult data taken from surveys of adults ages 18+ conducted August 2006, April-May 2009, August-September 2009, July-August 2011, and November-December 2012 (n=2,261). Methodological information for each survey is available from http://pewrsr.ch/ZLGBUL

[13] Adult data comes from an August 2012 survey that was in the field during the same period as the survey of teens. http://www.pewinternet.org/Shared-Content/Data-Sets/2012/August-2012--Civic-Engagement.aspx

The number of teens who say they "use a social networking site like Facebook" is still significantly higher than it is among adults; 81% of online teens say they use social networking sites such as Facebook, while 67% of all online adults use these sites. However, the gap is now only due to adults ages 50 and older. Online adults under age 50 are now just as likely as teens to use the sites (79% vs. 81%).[14]

Teens don't always think of Twitter as a social networking site.

While Facebook and Twitter are often grouped together as "social media sites" or "social networking sites," our data have shown repeatedly that a small segment of teens and adults think of Twitter differently. When we ask a standalone question about Twitter use, there is consistently a group of users who say they *are not* users of social networking sites, but they do use Twitter. Looking more closely at the 24% of online teens who use Twitter, 3% say they do not use a social networking site like Facebook.

Looking at the full universe of teen social media users, we find that 82% of online teens say they are *either* users of social networking sites like Facebook or users of Twitter.[15] This group will be referred to as **teen social media users** throughout the report.

Older teens (those ages 14-17) are significantly more likely than younger teens to use both social networking sites and Twitter, with older girls in particular standing out from both older boys and from younger teens of either gender.

(Table below)

[14] Question wording for teens and adults was slightly different. Teens were asked: "Do you ever use a social networking site like Facebook?" In a separate survey, adults were asked: "Do you ever use a social networking site like Facebook, LinkedIn or Google Plus?" Adult data comes from the 2012 Post-Election Tracking Survey.
[15] That translates to 78% of all teens ages 12-17 and remains essentially unchanged since 2011.

Twitter and social networking site usage demographics

Among teen internet users, the % who use a SNS or Twitter, by demographic

	Use a social networking site	Use Twitter
All teen internet users (n=778)	**81%**	**24%**
Gender		
a Boys (n=395)	79	19
b Girls (n=383)	84	31[a]
Age		
a 12-13 (n=234)	65	13
b 14-17 (n=544)	89[a]	30[a]
Age/Gender		
a Boys, 12-13 (n=118)	64	11
b Girls, 12-13 (n=116)	66	14[a]
c Boys, 14-17 (n=277)	85[ab]	22[a]
d Girls, 14-17 (n=267)	93[abc]	39[abc]
Race/Ethnicity		
a White, non-Hispanic (n=535)	81	23
b Black, non-Hispanic (n=115)	88	39[ac]
c Hispanic (n=84)	77	19
Annual Household Income		
a Less than $50,000 (n=292)	83	24
b $50,000 or more (n=440)	78	24

Source: The Pew Research Center's Internet & American Life Teen-Parent survey, July 26-September 30, 2012. n=802 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish. The margin of error for teen internet users is +/- 4.6 percentage points.

Note: Columns marked with a superscript letter ([a]) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

African-American teens are substantially more likely to report using Twitter when compared with white youth.

Continuing a pattern established early in the life of Twitter, and reflected in our earlier data, African-American teens who are internet users are more likely to use the site than their white counterparts. Two in five (39%) African-American teens use Twitter, while 23% of white teens use the service.[16] In 2011,

[16] The sample size for Hispanic teen internet users is low (n=84). When there are significant differences between Hispanic teens and non-Hispanic white and black teens, they are noted. However, for questions that were asked of

African-American teens were three times as likely to be Twitter users when compared with white teens (34% vs. 11%).[17]

The frequency of teen social media usage may have reached a plateau; three in four teen social media users visit the sites on a daily basis.

Since 2011, the number of teen social media users who visit the sites "several times a day" has not changed in any significant way; 40% said they have visited the sites several times per day in 2011 and 42% reported that in the current survey. In 2011, 24% of teen social media users visited the sites "about once a day," while 25% reported doing so in the current survey.

Girls and older teens continue to be the heaviest users of social media sites. Among teen girls who are social media users, 48% say they visit social networking sites several times per day, compared with 36% of teen boys. Looking at younger teens ages 12-13, 26% use the sites several times per day, while nearly twice as many teens ages 14-17 (47%) use the sites that often.

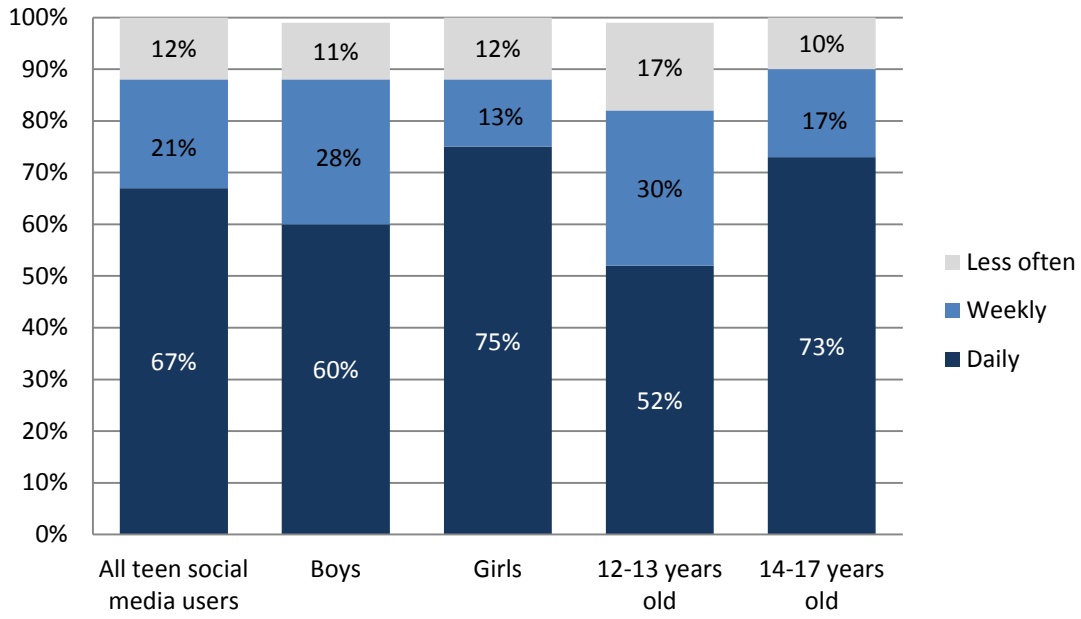
(Chart below)

teen social media users and other subgroups of users, the sample size is too small to report findings for Hispanic youth.

[17] http://www.pewinternet.org/Reports/2011/Teens-and-social-media/Part-1/Social-media-demographics.aspx

Daily use of social media

% of teen social media users who visit social networking sites, by frequency



Source: The Pew Research Center's Internet & American Life Teen-Parent survey, July 26-September 30, 2012. n=802 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish. The margin of error for teen social media users is +/- 5.1 percentage points.

Facebook and other platforms have almost entirely displaced MySpace; relatively few teens say that Twitter is the profile they use most often.

In addition to asking about their general usage of social networking sites, we also asked the 82% of teens who use social media two follow-up questions about their social media use. First, we asked them to tell us on which site(s) they maintain a profile or account; next, we asked them to tell us which profile or account they use *most often*. Although Twitter use among teens has grown across several measures (such as general usage and for those who maintain an account), few teens point to Twitter as their primary or most-used account.

When asked where they maintain profiles or accounts, some 94% of teen social media users say they have a Facebook profile, and 81% say that Facebook is the profile they use most often. One in four (26%) teen social media users say that they have a profile or account on Twitter (with 7% saying that Twitter is the profile they use most often)[18], and 11% have a profile or account on Instagram (3% say that Instagram is the profile they use most often). By comparison, only 7% of teen social media users say

[18] When comparing this to the question about Twitter "use," 3% of social media using teens say that they "use Twitter," but do not report maintaining a Twitter profile or account. These teens are likely using the site to passively consume or search content without creating an account and posting their own tweets.

they maintain a Myspace account, and none of the survey respondents said MySpace is the account they used most often. That is in stark contrast to the 85% of teens who said in 2006 that MySpace was their most frequently used profile.

Where teens have social media profiles or accounts

% of teen social media users who use the following sites …

	2011	2012
Facebook	93%	94%
Twitter	12	26
Instagram	n/a	11
MySpace	24	7
YouTube	6	7
Tumblr	2	5
Google Plus	n/a	3
Yahoo (unspecified)	7	2
myYearbook	2	*
Pinterest	n/a	1
Gmail	n/a	1
Meet Me	n/a	1
Other	8	6
Don't know / Don't have own profile	2	1

Source: The Pew Research Center's Internet & American Life Teen-Parent survey, July 26-September 30, 2012. n=802 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish. The margin of error for teen social media users is +/- 5.1 percentage points.

Note: This chart is based on an open-ended question that asks: "On which social networking site or sites do you have a profile or account?" and was asked of anyone who had answered yes to one or both of two previous questions "Do you ever use an online social networking site like MySpace or Facebook?" and "Do you ever use Twitter?" Sites listed for comparison were those that were reported in 2012 by at least one respondent.

Asterisks (*) indicate that less than 1% of respondents gave the corresponding answer.

As was the case with the general Twitter usage figures discussed earlier, teen girls who are social media users are much more likely than boys to maintain an account on Twitter (31% vs. 21%) and older teens ages 14-17 are more likely than younger teens to have a Twitter account (31% vs. 13%). Among older teen girls who are social media users, 37% have Twitter profiles. A similar pattern emerges among those who use Twitter most often; older teens are more likely than younger teens to say Twitter is their primary social media account (9% vs. 2%).

Which social media profiles or accounts teens use most often

% of teen social media users who use the following sites most often …

	2012
Facebook	81
Twitter	7
Instagram	3
YouTube	1
Tumblr	1
Google Plus	1
Yahoo (unspecified)	*
myYearbook	*
Pinterest	*
Gmail	*
MySpace	0
Meet Me	0
Other	1
Use all my social network profiles/accounts equally	2
Don't Know/Don't have own profile	1

Source: The Pew Research Center's Internet & American Life Teen-Parent survey, July 26-September 30, 2012. n=802 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish. The margin of error for teen social media users is +/- 5.1 percentage points.

Note: This chart is based on an open-ended question that asks: "Which social network site or account do you use most often?" This question was not asked in 2011, so there is no year-to-year comparison available.

Asterisks (*) indicate less than 1% of respondents gave the corresponding answer.

Platform Adoption and Shifts — Facebook and the Worlds of Instagram, Snapchat, Twitter, and Texting

Simply having an account on a social media site does not necessarily reflect liking or caring about the site. For Facebook in particular, while some focus group participants enjoyed using it, far more associated it with constraints through an increasing adult presence, high-pressure or otherwise negative social interactions ("drama"), or feeling overwhelmed by others who share too much.

> ***Female (age 19):*** *"Yeah, that's why we go on Twitter and Instagram [instead of Facebook]. My mom doesn't have that."*
>
> ***Female (age 15):*** *"If you are on Facebook, you see a lot of drama."*
>
> ***Female (age 14):*** *"OK, here's something I want to say. I think Facebook can be fun, but also it's drama central. On Facebook, people imply things and say things, even just by a like, that they wouldn't say in real life."*
>
> ***Male (age 18):*** *"It's because [Facebook] it's where people post unnecessary pictures and they say unnecessary things, like saying he has a girlfriend, and a girl will go on and tag him in the picture like, me and him in the sun having fun. Why would you do that?"*

Consequently, many reported maintaining multiple profiles or accounts on Facebook and using different sites for different purposes, or migrating wholesale away from Facebook to other platforms or to offline interactions in which they felt more free.

> ***Female (age 15):*** *"I have two [Facebook] accounts. One for my family, one for my friends."*
>
> ***Female (age 16):*** *"And so now I am basically dividing things up. Instagram is mostly for pictures. Twitter is mostly for just saying what you are thinking. Facebook is both of them combined so you have to give a little bit of each. But yes, so Instagram, I posted more pictures on Instagram than on Facebook. Twitter is more natural."*
>
> ***Female (age 15):*** *"I have a Facebook, a Tumblr, and Twitter. I don't use Facebook or Twitter much. I rather use Tumblr to look for interesting stories. I like Tumblr because I don't have to present a specific or false image of myself and I don't have to interact with people I don't necessarily want to talk to."*
>
> ***Female (age 17):*** *"I don't go on Facebook, Twitter or Instagram, I prefer like talking to people face-to-face. Like I don't – I honestly think that – I probably like only like talk to people that I'm really close to…"*

In contrast to the widespread negative feelings about interactions on Facebook, the focus group participants who used Instagram expressed particular excitement about this social media site. In addition to being free of drama, they find Instagram a place that ties more directly into creative self-expression and sharing one's perspective. The site may have less social interaction overall, and fewer interactions with known friends, but the interactions for many are generally supportive and encouraging. The

presence or absence of high social stakes seems to be less about the specific features of the site, and more about the way in which people use it.

> ***Female (age 14):*** *"I got mine [Facebook account] around sixth grade. And I was really obsessed with it for a while. Then towards eighth grade, I kind of just-- once you get into Twitter, if you make a Twitter and an Instagram, then you'll just kind of forget about Facebook, is what I did."*
>
> ***Male (age 17):*** *"[Instagram] It's more safe... It's less social [than Facebook]."*
>
> ***Female (age 16):*** *"[Instagram] It's the only kind [of social media] I have, but I would do it because I'm more into photography, and I love to look at nature, and those are one of my favorite things too"*
>
> ***Female (age 15):*** *"I mean Instagram is just basically like letting everybody else see what you're seeing."*
>
> ***Female (age 13):*** *"Yeah, some of the people that follow me on Instagram that I don't know, they're just really nice to me, and they always say nice things."*
>
> ***Female (age 13):*** *"I feel like over Facebook, people can say whatever they want to. They can message you. And on Instagram you can delete the comment really easily, and you don't have to live with it, kind of. Whereas Facebook, if they say something mean, it hurts more. I don't know why it does. And also [Instagram] it's not public, so people tend to not come off so mean. Because all they really want is for people [to] like their photos."*

Twitter holds a different kind of attraction as an alternative or supplement to Facebook. In previous years' focus groups, participants seemed to engage with Twitter primarily to follow others and stay current on celebrity updates, news, and concerts. However, in this year's in-person focus groups we saw a shift, with participants posting their own content, and following/being followed by friends and people they know personally rather than celebrities or strangers. Much of the attraction of Twitter now comes from this personal element. Additionally, focus group participants saw the 140-character limit as preventing the type of excesses found on Facebook.

> ***Male (age 18):*** *"Facebook doesn't have a limit to characters on it. So in Twitter, there's only so much you can say. On Facebook, they say so many details of things that you don't want to know. You'd be like, are you serious? No one really cares that much."*
>
> ***Male (age 16):*** *"A lot of friends convinced me to make a Twitter. Because everyone's saying Facebook's dead."*
>
> ***Female (age 15):*** *"I mean, I could just tweet forever. There's no limit on my tweets. Cause on Twitter like I express myself more, but at the same time, and like I said, I just do my thing."*
>
> ***Female (age 13):*** *"Like, sometimes you just like express your feelings [on Twitter]. Like you feel like yourself."*
>
> ***Female (age 15):*** *"I'm on Twitter more often, and it's easier. I mean Facebook is easy since I know how to do it, but Twitter is I think more addictive."*

Female (age 13): *"On Twitter you like, get to say whatever you want, and you tweet it. But there's like a limit to what you tweet and everything. But whatever you tweet it's like random things of what's on your mind. And like she said, like, you could express yourself. No one judges you."*

A popular new application brought up repeatedly in the focus groups is Snapchat, an image-messaging app where sent pictures and videos are displayed for only several seconds and then are deleted by the platform (receivers can take a screenshot, but the sender is usually alerted to this). One of Snapchat's attractions is simply that pictures and videos are sent through it much faster than through email or texts. Another is that the platform is so new many schools have not yet blocked access to the site. But the primary attraction of Snapchat is its central feature, the limited time a recipient sees a picture or video. Focus group participants reported using this feature to send silly or embarrassing pictures.

Female (age 13): *"And [Snapchat] it's really fast like if you sent it over a text it takes like two minutes to load."*

Female (age 16): *"Yeah, [Snapchat] it's faster. And you can use Snapchat at school with the school's website - because I have the basic phone, I use my iPod."*

Female (age 13): *"[Snapchat] It's really great. I have to admit, it's better because I could pick the most embarrassing photo, and know that they'll [the recipient will] see it for 10 seconds, and then I'm done."*

Female (age 17): "*And it's just kind of fun. Because it's like texting, but you get to use your face as the emoticon instead of an actual emoticon."*

Female (age 16): *"Well, because Facebook, everyone sees what I'm doing. But Snapchat is just to one person, unless they're a jerk and they screenshot it and post it on Facebook. But mostly it's just the person that you're sending it to, so it's like a conversation."*

Lastly, some focus group participants mentioned using Google Plus, perceiving that adults see it as more related to Google and homework and hence consider it more acceptable than other social media sites. Many focus group participants who have a Google Plus account, though, expressed some frustration or unfamiliarity with its functionality.

Male (age 13): *"I think parents feel safer with Google Plus."*

Female (age 13): *"With Google Plus it was like, you should add this person to your circle. And then it automatically brings up their profiles. No, I do not want to put my teacher into a circle."*

Female (age 13): *"But sometimes it's [Google Plus is] annoying because there's a lot of spam. And so I don't use it that much. I like Facebook way more. And also it's kind of like on Google Plus, people just kind of follow you."*

Yet, despite the overwhelming use of social media among teens, we found among focus group participants that text messaging and offline conversations are still the preferred method of communication for very sensitive, personal, or significant information.

Male (age 18): *"Texting is always the backup for any social media."*

Interviewer: *"Let us say you go partying or drinking, smoking, things like that, how would you share those pictures with your friends?"*
Male (age 17): *"Text."*

Interviewer: *"So if you were going to get in touch with your friends, how would you do it?"*
Female (age 16): *"I usually text them or blow up their phone by calling, but if it's an emergency, it would be like commenting on their picture, like 'yo, pick up the phone.'"*

Overall, a picture emerged where changing teenage social media preferences are driven as much by what type of interactions take place on a given site as by the features of the site itself. It also may be seen as an extension of underlying teenage social dynamics, where teens seek out spaces free of adults, and teens who want to avoid the drama of teenage life try to inhabit alternative social spaces.

Part 2

Information Sharing, Friending, and Privacy Settings on Social Media

Teens have become more likely to share certain kinds of information on social media sites.

Teens share a wide range of information about themselves on social media sites; indeed the sites themselves are designed to encourage the sharing of information and the expansion of networks. However, few teens embrace a fully public approach to social media. In our 2012 survey, we asked about ten different categories of personal information that teen social media users might post on the profile they use most often and found that:

- 92% post their **real name**
- 91% post a **photo of themselves**
- 84% post their **interests**, such as movies, music, or books they like
- 82% post their **birth date**
- 71% post their **school name**
- 71% post the **city or town where they live**
- 62% post their **relationship status**
- 53% post their **email address**
- 24% post **videos of themselves**
- 20% post their **cell phone number**

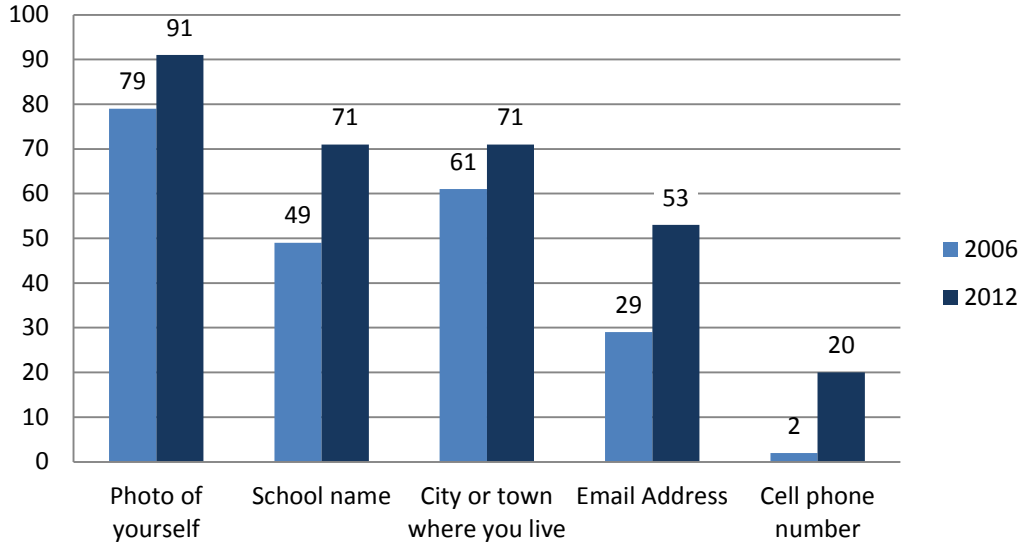
Since 2006, the act of sharing certain kinds of personal information on social media profiles[19] has become much more common. For the five different types of personal information that we measured in both 2006 and 2012[20], each was significantly more likely to be shared by teen social media users in our most recent survey.

[19] The question wording does not specify where on a teens' profile or account a particular type of content is posted – it could be posted to a prominent part of a profile that is constantly visible or accessible, or it could be posted as a status, comment or tweet that is not as readily accessible.

[20] In our 2006 survey we did not ask whether teens posted their real name, interests, birth date, relationships status, or videos of themselves to their social media profiles.

Social media profiles: What teens post — 2006 vs. 2012

% of teen social media users who say they post the following to the profile they use most often …



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points. Comparison data for 2006 comes from the Pew Internet Parents & Teens Survey, October 23-November 19, 2006. n=487 teens with a profile online. Margin of error is +/- 5.2 percentage points.

Generally speaking, older teens (those 14-17), are more likely to share certain types of information online than younger teens, ages 12-13. Older teens more frequently share a photo of themselves, their school name, their relationship status, and their cell phone number. While boys and girls generally share personal information on social media profiles at the same rates, cell phone numbers are the sole exception. Boys are significantly more likely to share their cell phone numbers than girls, a difference that is driven by older boys. Various differences between white and African-American social media-using teens are also significant, with the most notable being the lesser tendency for African-American teens to disclose their real names on a social media profile.[21]

Many factors could be influencing this increase in information sharing among teens. Shifts from one platform to another (e.g. MySpace to Facebook), dramatic changes in the devices teens use to connect to their networks, as well as near-constant changes to the interfaces teens engage with have all undoubtedly had some influence on the likelihood that teens will post certain kinds of information to their profile. The technological landscape has changed radically over the last six years, and many of these information sharing practices map to the evolution of the platforms that teens use. Certain pieces of information are required at signup while others are actively solicited through the interface design. At

[21] The sample size for black teens who use social media is relatively small (n=95), but all differences between white and black teen social media users noted throughout this section are significant.

the same time, the adults in teens' lives have also become much more likely to be social media users, further normalizing many of these sharing behaviors.

Personal info posted to social media profiles: Gender and age

% of teen social media users within each group who say they post the following to their social media profiles …

	Teen Social Media Users	Boys (a)	Girls (b)	Teens 12-13 (a)	Teens 14-17 (b)
Your real name	92%	92%	92%	89%	93%
A photo of yourself	91	89	94	82	94[a]
Your interests, such as movies, music, or books you like	84	84	85	81	85
Your birthdate	82	81	83	79	83
Your school name	71	73	69	56	76[a]
The city or town where you live	71	73	69	67	72
Your relationship status	62	62	61	50	66[a]
Your email address	53	57	49	53	53
Videos of you	24	27	21	25	24
Your cell phone number	20	26[b]	14	11	23[a]

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. n=802 parents of teens ages 12-17 and 802 teens ages 12-17. The margin of error for teen social media users is +/- 5.1 percentage points.

Note: Rows marked with a superscript letter (a) indicate a statistically significant difference between that column and the column designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

What follows next is a more detailed analysis of who shares what information on social networking sites.

Most teens use their real name on the profile they use most often.

More than nine-in-ten (92%) teens who use social networking sites or Twitter share their **real name** on the profile they use most often. [22] Given that Facebook is now the dominant platform for teens, and a first and last name is required when creating an account, this is undoubtedly driving the nearly universal trend among teen social media users to say they post their real name to the profile they use most often. Fake accounts with fake names can still be created on Facebook, but the practice is explicitly forbidden in Facebook's Terms of Service.[23] However, Twitter and some other social network sites have no such restrictions.

[22] A related finding is discussed in Part 3 of this report: One in four (26%) teen social media users say that they post fake information like a fake name, age or location to help protect their privacy.
[23] https://www.facebook.com/legal/terms

Regardless of age or gender, teen social media users are equally likely to say that they post their real name to their profile. However, white teens who are social media users are more likely than African-American teens to say that they post their real name to their profile (95% vs. 77%).[24]

Nearly all teens post photos of themselves to their online profile, a feature that is integral to the design and functioning of the most popular social network sites.

Among teen social media users, 91% say that they have posted a **photo of themselves** on the profile or account they use most often, up from 79% in 2006. Photo sharing is a central function of social media engagement and expression for teens. As increasing numbers of teens acquire internet-connected smartphones with high-resolution cameras, the act of sharing photos has become a seamless part of shaping one's online identity and sharing one's offline experiences with friends.[25]

Older teens ages 14-17 are more likely than younger teens ages 12-13 to say that they include a photo of themselves on their profile (94% vs. 82%). Girls and boys are equally likely to include a photo of themselves, and there are no significant variations by race or ethnicity.

The sharing of interests is fundamental to social media participation and as such, more than eight in ten (84%) teen social media users share their personal **interests** on their profile, such as movies, music or books they like.[26] There are no differences by age, gender, race/ethnicity or socioeconomic status for this question.

Another piece of information that is often required at signup is a teen's **birth date**. Eight in ten (82%) teen social media users posted their birthdate to the profile or account they use most often.[27] There are no differences by age, gender, race/ethnicity or socioeconomic status for this question.

Seven in ten (71%) social media-using teens say they have posted their **school name** to the profile they use most often, compared with just 49% who reported doing so in 2006. Older teens are more likely than younger teens to publish their school name on their profile (76% vs. 56%), which is the only significant demographic variation for this behavior.

Similarly, 71% of social media-using teens say they post the **city or town where they live** to their profile, up from 61% in 2006. One's location is another basic piece of information that is asked of a user during the process of signing up for an account on Facebook.

[24] The sample size for black teens who use social media is relatively small (n=95), but all differences between white and black teen social media users noted throughout this section are significant.
[25] In our earlier report *Teens and Technology 2013*, we reported that 37% of teens now have smartphones. http://www.pewinternet.org/Reports/2013/Teens-and-Tech.aspx
[26] The 2012 survey was the first time this question was asked.
[27] Some in-person focus group respondents noted that the practice of using one's correct birthday, but a different year, was common. Some popular platforms, such as Facebook, also provide the option to hide one's year of birth.

The lack of variation by gender, age, or any other key demographic variables for many of these activities suggests a pattern of disclosure that maps to the design of the interface and the sites' policies which teens encounter when creating their accounts.

Sharing a **relationship status** is slightly less common, although it is still posted by a majority of social networking teens. Six-in-ten (62%) share a relationship status.[28] Older teen social media users are more likely than younger teens to disclose their relationship status (66% vs. 50%), but girls and boys do so at the same rate. White teen social media users are more likely than African-American teens to share their relationship status (65% vs. 44%).[29]

The practice of posting an **email address** has also become more common; 53% of teen social media users now report posting that information to their profile, while just 29% reported doing so in 2006. Teen social media users are equally likely to say that they post their email address to their profile, regardless of age or gender.

One in four social media-using teens (24%) post **videos of themselves** to the profile they use most often. Teens whose parents have higher levels of education and income are somewhat more likely than teens whose parents have lower levels of educational attainment or annual incomes to say they share videos of themselves on the social media profile they use most often—a finding that may be influenced by the tech assets of the family. However, there are no significant variations according to the age or gender of the teen.

Cell phone numbers, which were very rarely included on teen profiles in 2006 (only 2% of teens posted them at that time), are now shared by 20% of teen social media users. This increase is likely influenced by a concurrent rise in cell phone ownership among teens. Older teens, who have higher cell phone ownership when compared with younger teens, are also more likely to post their cell number to their social media profile (23% vs. 11%).

While boys and girls generally share personal information on social media profiles at the same rates, cell phone numbers are the sole exception. Boys are significantly more likely to share their numbers than girls (26% vs. 14%). This difference is driven entirely by older boys; 32% of boys ages 14-17 post their cell phone number to their profile, compared with 14% of older girls. This gap is notable, given that older boys and older girls have the same rate of cell phone ownership (83% vs. 82%).

16% of teen social media users have set up their profile to automatically include their location in posts.

Beyond basic profile information, some teens choose to enable updates that automatically include their location when they post; some 16% of teen social media users say they have done this. Boys and girls and teens of all ages and socioeconomic backgrounds are equally likely to say that they have set up their

[28] The 2012 survey was the first time this question was asked.

[29] The sample size for black teens who use social media is relatively small (n=95), but all differences between white and black teen social media users noted throughout this section are significant.

profile to include their location when they post. Teens who have Twitter accounts are more likely than non-Twitter users to say they enable location updates (26% vs. 13%).[30]

Teens in our online focus groups were for the most part quite wary of sharing their location, with some teens citing concerns over crime "I never share my location because strange people could access that info and find out where you are or if you are not home use it to find a time to rob your house," wrote a middle school aged boy. Others were concerned that posting a location was "annoying," while some thought that location sharing was "unnecessary." Wrote one teen: "No [I don't share my location] because it seems unnecessary. If someone wants to know where you are, they can ask. I'd share my location if I was at my friend's house because sometimes they want me to. I don't share it definitely if I'm not somewhere that I want people to know I'm at."

Other teens don't mind having their location broadcast to others—particularly when they want to send signals and information to friends and parents. "If I could I would sometimes share my location, just so my parents know where I am" said one high school boy. Another high school boy wrote "Yes, I do share my location. I share my location to show where I am if I'm somewhere special, I don't share my location if I'm just out to eat or home."

[30] These activities were asked as part of a battery of questions about social networking sites. Teens who have Twitter profiles may be reporting this activity for other platforms.

Trends in Teen Facebook Practices

Among focus group participants, Facebook was the social media site with the greatest number of users, and thus the main site to consider for social media practices. Even those focus group participants claiming they did not have a Facebook account made comments indicating familiarity with the site. Many said their friends were a primary motivation for creating a Facebook account, while others said they created one to find out about events for school or extracurricular activities through Facebook.

> ***Female (age 15):*** *"And so after school the day before, someone said 'oh, the assembly's sure going to be fun.' And I'm like, 'what assembly?' And they're like, 'the assembly that we're performing in.' 'What assembly that we're performing in?' No one had remembered to tell me, because they had only posted it on Facebook. So after that I just got a Facebook to know what's going on."*

Teens don't think of their Facebook use in terms of information sharing, friending or privacy: for them, what is most important about Facebook is how it is a major center of teenage social interactions, both with the positives of friendship and social support and the negatives of drama and social expectations. Thinking about social media use in terms of reputation management is closer to the teen experience.

> ***Female (age 15):*** *"I think something that really changed for me in high school with Facebook is Facebook is really about popularity. And the popularity you have on Facebook transmits into the popularity you have in life."*

For many, Facebook is an extension of offline social interactions, although the online interactions take on forms specific to the features of Facebook. Focus group participants described (mostly implicit) standards relating to photos, tagging, comments, and "likes." "Likes" specifically seem to be a strong proxy for social status, such that some teen Facebook users will try to upload photos of themselves that garner the maximum number of "likes," and remove photos with too few "likes."

> ***Male (age 17):*** *"If I look good in a picture, I'll put it up [on Facebook]."*

> ***Female (age 14):*** *"[If a photo has] less than 20 [likes], take it down."*

Profile pictures are particularly critical, with some focus group participants participating in elaborate rituals to maximize the visibility in others' newsfeeds and hence number of "likes" of their profile picture. As one focus group participant described it, when pictures are posted, at first individuals do not tag themselves. Only when some time has elapsed, and the picture has already accumulated some "likes", will a user tag themselves or friends. The new tagging causes the photo to once again show up in news feeds, with the renewed attention being another opportunity to gather more "likes."

> ***Female (age 14):*** *"I do post a good amount of pictures [on Facebook], I think. Sometimes it's a very stressful thing when it comes to your profile picture. Because one should be better than the last, but it's so hard. So I will message them [my friends] a ton of pictures. And be like which one should I make my profile? And then they'll help me out. And that kind of takes the pressure off me. And it's like a very big thing."*

> ***Female (age 15):*** *"…it's so competitive to get the most likes [on a Facebook picture]. It's like your*

social position."

Even as teens engage in these practices, they may perceive them as inauthentic and be embarrassed by their participation.

> ***Female (age 15):*** *"And there's something that we call 'like whores' because it's like people who desperately need 'likes' so there are a couple of things they do. First is post a picture at a prime time. And I'm not going to lie, I do that, too."*

> ***Male (age 16):*** *"It depends how deeply they take what they find on the Internet or what they find on your Facebook. Because a lot of people either glorify themselves on Facebook or post stuff that doesn't show what they're really about, or them in real life."*

> ***Female (age 15):*** *"You need to pretend that you're something that you're not."*

There are other reasons besides not enough "likes" for taking down photos, however.

> ***Male (age 16):*** *"I had this picture of me and my ex-girlfriend. I deleted it because like we were done."*

> ***Male (age 16):*** *"I've deleted old pictures, because when I was younger, I thought they were cool. But now that I'm a little older, I've noticed that they're just completely ridiculous."*

When trying to regulate the photos of themselves posted by others, focus group participants cited a variety of strategies for communicating about unwanted content.

> ***Female (age 14):*** *"Yeah [I've taken down photos from my Facebook timeline], some embarrassing pictures that me and my friend took, and sometimes I don't like that photo. And I just wanted to take it down so people won't see them. Obviously they should ask first."*

> ***Female (age 12):*** *"I just take it [the photo I don't want others to see] off of my timeline."*

Uploading photos is closely linked to tagging, and focus group participants described the social delicacy of tagging others:

> ***Male (age 13):*** *"And tagging – I do tag people. But I've definitely had people freak out about a picture. So then I just either untag them or take the picture down."*

Similar to "likes," postings and tags are used to establish a social position. Consequently, attacks on social positions come in the form of trying to use those tools against people:

> ***Female (age 14):*** *"Somebody recently, they went back on one of my first [Facebook] profile pictures from when I was in sixth grade. And I look so terrible, and it was kind of malicious. They were making comments on it [which puts it at the top of the Facebook News Feed]. I mean, I do that, too, but it's funny when I do it."*

The threat of such an attack is one motivation for regulating content. Another is potential consequences from authority, which for older focus group participants often includes parents, other family members, college admissions officers and employers.

Male (age 16): *"[I've taken down from my timeline] something that's revealing or something annoying, stuff like that. Nothing really mean...[but] If someone else sees it, maybe you're going to get in trouble, like a parent or a family member, something like that."*

Female (age 18): *"I would only change what people write on my wall. Some people write some really bad stuff. I email a lot of people and it is just like I do not really understand – that is not necessary. Because I do not want that to jeopardize my future so I will delete that."*

Male (age 18): *"The only time I've ever deleted a picture is because I'm applying for colleges."*

Male (age 17): *"Yeah, it [having my boss as a Facebook friend] actually does [influence what I post], because when you're working you don't want your boss to find out that you're drinking. So that's why right now like I'm more careful with what I post."*

Overall, a picture emerges where Facebook is a reproduction, reflection, and extension of offline dynamics. While "drama" is the result of normal teenage dynamics rather than anything specific to Facebook, teens are sometimes resentful toward Facebook from this negative association. Leaving the site altogether is viewed by some as an effective way of distancing oneself from the drama.

Female (age 14): *"I think Facebook can be fun, but also it's drama central. On Facebook, people imply things and say things, even just by a 'like', that they wouldn't say in real life."*

Female (age 15): *"Honestly, Facebook at this point, I'm on it constantly but I hate it so much."*

Female (age 13): *"Like, I deactivated it [Facebook] because drama, drama, drama."*

Female (age 16): *"Because I think I deleted it [my Facebook account] when I was 15, because I think it [Facebook] was just too much for me with all the gossip and all the cliques and how it was so important to be-- have so many friends-- I was just like it's too stressful to have a Facebook, if that's what it has to take to stay in contact with just a little people. It was just too strong, so I just deleted it. And I've been great ever since."*

Composition of Teens' Online Social Networks

Gradations of privacy and publicity arise from the numerous choices that teens make as they construct their networks. In addition to choosing privacy settings, they choose (and sometimes even feel pressure to add) different people to their friend network. The size and composition of an individual's friend network has great bearing on how private a "friends only" setting can be on a social media site.

Older teens tend to be Facebook friends with a larger variety of people, while younger teens are less likely to friend certain groups, including those they have never met in person.

Teens, like other Facebook users, have a variety of different kinds of people in their online social networks, and how teens construct those networks has implications for who can see the material they share in those digital social spaces. School friends, friends from outside school and extended family members top the list of Facebook friends for teens:

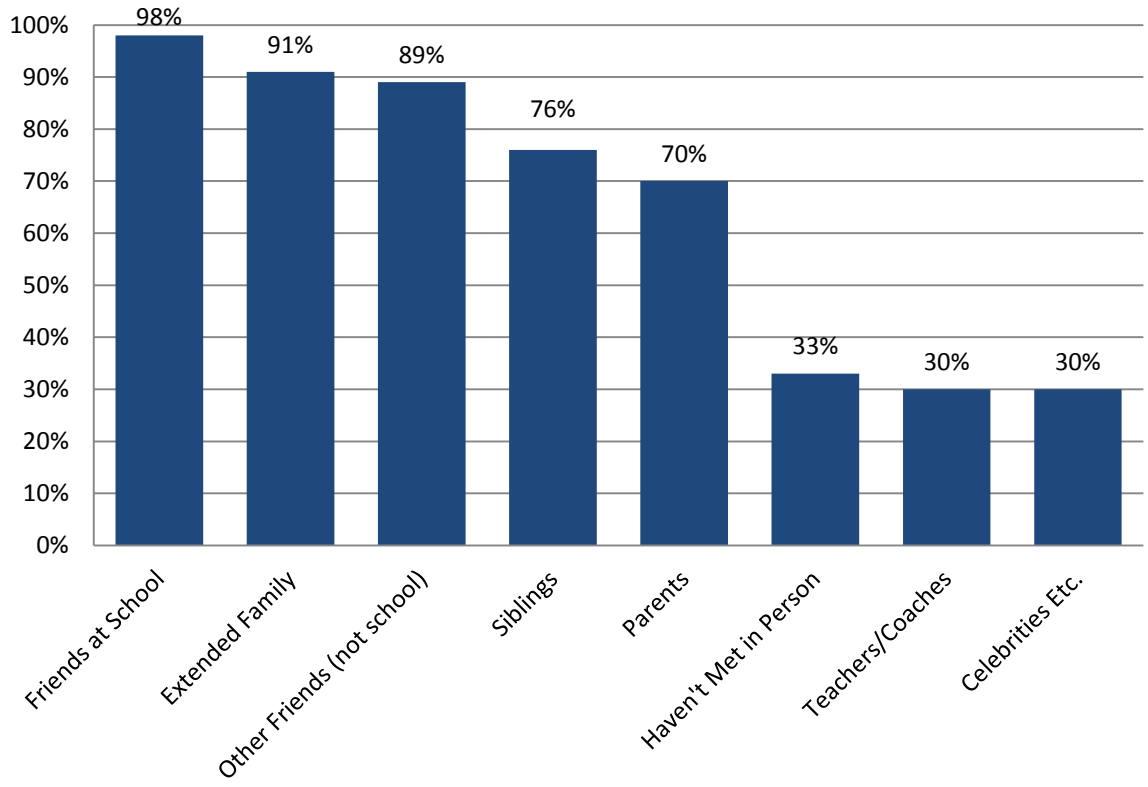
- 98% of Facebook-using teens are friends **with people they know from school**.
- 91% of teen Facebook users are friends with **members of their extended family**.
- 89% are connected to **friends who do not attend the same school**.
- 76% are Facebook friends with **brothers and sisters**.
- 70% are Facebook friends with **their parents**.
- 33% are Facebook friends with **other people they have not met in person**.
- 30% have **teachers or coaches** as friends in their network.
- 30% have **celebrities, musicians or athletes** in their network.

Older teens are more likely than younger ones to have created broader friend networks on Facebook. Older teens are more likely to be friends with kids who go to different schools (92% compared with 82% of Facebook-using teens 12-13), to be friends with people they have never met in person (36% vs. 25%), and to be friends with teachers or coaches (34% vs. 19%). Girls are also more likely than boys (37% vs. 23%) to be friends with coaches or teachers, the only category of Facebook friends where boys and girls differ. African-American youth are nearly twice as likely as whites to be Facebook friends with celebrities, athletes or musicians (48% vs. 25%).[31]

[31] N=86 for African-American Facebook users.

Types of Facebook friends

% of teen Facebook users who are friends with the following types of people ...



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Facebook users is +/- 5.3 percentage points.

Rural, suburban and urban youth also have somewhat different types of people in their Facebook networks. Suburban teens are more likely than urban or rural teens to be Facebook friends with their parents; 79% of suburban youth say their parents are part of their online social network, compared with 63% of rural youth and 60% of urban teens. Rural youth are more likely than all other teens to be Facebook friends with a brother or sister (90% of rural youth, compared with 75% of suburban and 70% of urban youth), and more likely than urban youth to be Facebook friends with members of their extended family (98% vs. 87%).

Teens with parents with lower levels of education (a high school diploma or less) are more likely than teens with college educated parents to be friends on Facebook with their siblings (81% vs. 69%).

Teens construct their social networks in a variety of different ways. In our online focus groups, we asked middle and high school students about who was in their online social network and how they decided who to friend (or not).

Many teens say they must "know" someone before they will accept a Facebook friend request from them, but teens expressed different thresholds for friending.

As one middle school girl noted "I know everyone on my friends list. My rules are that I have to know someone before I am friends with them on Facebook." A middle school boy parsed it more specifically: "My friends on Facebook are about 90% all people I know, friends, family, and classmates. My rules are only people that I know can be my friends."

But "knowing" someone can be defined a bit more broadly in social media. As one high school girl describes her network: "They are all people who I know, or who go to my school in my grade and therefore are people that *I should know*. Most of my close friends, my sister, and classmates. I don't accept friend requests from people who I don't know. I don't friend people who just want it for Facebook apps and games, like Farmville."

Parents are another challenging group for teens to manage on Facebook, and as such, youth have a number of different strategies.

Some are friends with their parents on Facebook and share their profiles fully with them. One high school boy describes his network: "My Facebook friends are close friends, family, and classmates. I do not add people I don't really know. My parents can see everything I post and my whole profile."

A middle school boy describes his tactics for managing his parents on Facebook: "My parents are my friends but they cannot see my full profile because I don't want them to."

And still other teens are not Facebook friends with their parents at all: "My parents aren't my Facebook friends although my mom has a Facebook. If she was my friend, I wouldn't let her see my profile because she comments on pretty much everything. It's annoying." As this participant indicates, many teens do not want to be friends with parents as much for netiquette reasons as for privacy protection.

Some teens cope with managing their different Facebook constituencies by having two different profiles. Said one middle school girl: "I have a Facebook for friends and one for family, but I don't go in [profile for friends] much because I don't enjoy seeing my ex best friends making out everywhere (…) But I also have a Facebook for family so they can see what I'm doing with my life. So on the family Facebook, it's all close family and family friends. I won't accept random people requests."

A high school girl uses two profiles to manage her sharing in online vs. real world relationships: "I have two Facebooks: one for family/friends I know in person, and one for online friends. My "online friend" Facebook is less secure but also much less personal. My whole family isn't able to see my full profile."

Privacy Settings

Teens and adults have a variety of ways to make available or limit access to their personal information online. Within Facebook, the dominant social network among American youth, they can choose which people to friend and when to unfriend. They can choose to use default privacy settings or finely tune the privacy controls to limit who can see certain parts of their profile as well as restrict who can view

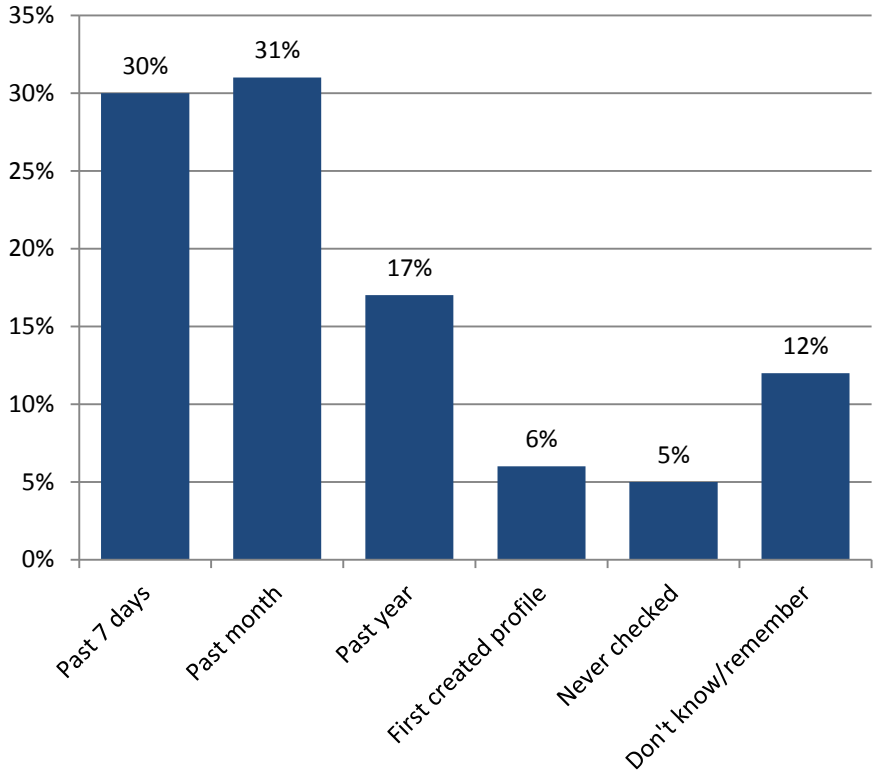
individual posts. Retroactively, they can change the settings for content they have posted in the past or delete material from their timeline altogether. Among teen Facebook users, most restrict access to their profile in some way, but few place further limits on who can see the material they post. Twitter, by contrast, is a much more public platform for teens.

Most teens have checked their Facebook privacy settings relatively recently.

Three in ten (30%) Facebook-using teens have checked their Facebook privacy settings in the last seven days and close to another third (31%) have checked their privacy settings in the last month. A smaller percentage (17%) checked their Facebook privacy settings in the last year. About 6% said they checked them last when they created their profile and another 5% said they have never checked their Facebook privacy settings. And 12% said they could not remember or do not know the last time they checked their privacy settings.

Last time teens checked Facebook privacy settings

Among teen Facebook users, the % who have checked their privacy settings in the…



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Facebook users is +/- 5.3 percentage points.

Boys are slightly more likely than girls to say that they never check their settings (8% vs. 1%) or that they only check their settings when creating their profile (9% vs. 3%) Younger teens are also slightly more likely to say that they only checked their settings when establishing their profile (8% vs. 5%).

The bulk of teens keep their Facebook profile private. Girls are more likely than boys to restrict access to their profiles.

In findings virtually unchanged from when we first asked a similar question in 2011, 60% of teens ages 12-17 who use Facebook say they have their profile set to private, so that only their friends can see it. Another 25% have a partially private profile, set so that friends of their friends can see what they post. And 14% of teens say that their profile is completely public.[32]

Girls are substantially more likely to have a private profile than boys, while boys are more likely than girls to have a completely public profile. For private profiles, 70% of girls report Facebook profiles set to be visible to friends only, while 50% of boys say the same. On the flip side, 20% of boys say their profiles are public, while just 8% of girls report completely open Facebook profiles.

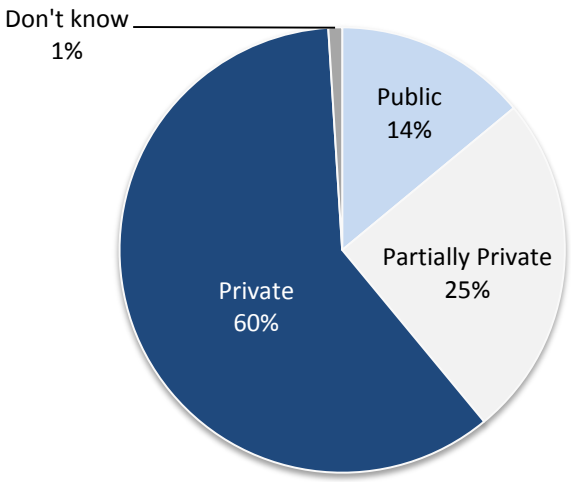
White teen Facebook users are just as likely as African-American teens to have public profiles. However, white teen Facebook users are more likely than African-American teens to have at least partially private Facebook profiles -- 29% of white youth, compared with 16% of African-American youth have profiles visible to friends of friends.[33] Youth who live in urban areas are more likely than suburban dwellers (67% vs. 55%) have their profiles set to friends only.

[32] In 2011, the privacy settings question was asked of all teen SNS or Twitter users, prompting them to think about the "profile they use most often." Among this group 62% reported having a private profile, 19% said their profile was partially private, and 17% said their profile was public. At the time, almost all of these teen social media users (93%) said they had a Facebook account, but some respondents could have been reporting settings for other platforms.

[33] n=86 for black teen Facebook users.

Facebook privacy settings

Among teen Facebook users, the % with the following privacy settings ...



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Facebook users is +/- 5.3 percentage points.

Most teens express a high level of confidence in managing their Facebook privacy settings.

More than half (56%) of teen Facebook users say it's "not difficult at all" to manage the privacy controls on their Facebook profile, while one in three (33%) say it's "not too difficult." Just 8% of teen Facebook users say that managing their privacy controls is "somewhat difficult," while less than 1% described the process as "very difficult."

Teens' feelings of efficacy increase with age. While 41% of Facebook users ages 12-13 say it's not difficult at all to manage their privacy controls, 61% of users ages 14-17 report that same level of confidence. Boys and girls report similar levels of confidence in managing the privacy controls on their Facebook profile.

Yet relatively few take steps to customize what certain friends can see. For most teen Facebook users, all friends see the same information and updates on their profile.

Beyond the general privacy settings on their profile, Facebook users can place further limits on who (within their network of friends) can see the information and updates they post. However, among teens who have a Facebook account, only 18% say that they limit what certain friends can see on their profile.

The vast majority (81%) say that all of their friends see the same thing on their profile. This behavior is consistent, regardless of the general privacy settings on a teen's profile. Boys and girls are also equally unlikely to restrict what certain friends can see on their profiles, and there are no significant differences between younger teens ages 12-13 and older teens ages 14-17.

One high school girl in our online focus groups described how she curates the content that different individuals will see as she adds them to her network or as she adds a particular piece of content: "I change them [privacy settings] when I add new friends if I don't want that friend to be able to see statuses and things. If I don't want certain friends to see something, I make it invisible to them. I don't use group function and it [privacy settings on Facebook] is different [from privacy settings on other sites] because on other sites I don't really care what people see because I don't post as much."

This one-size-fits-all approach extends to parents; only 5% of teen Facebook users say they limit what their parents can see.

The vast majority of teen Facebook users (85%) say that their parents see the same content and updates that all of their other friends see. Just 5% say that they limit what their parents can see, while 9% volunteered that their parents do not use Facebook. Teens are equally unlikely to limit across all ages, racial and socio-economic groups.

In our online focus groups, teens were divided in their attitudes towards having their parents as Facebook friends and in the actions they did (or did not) take to limit their parents' access to their postings. At one end of the spectrum are the open-book youth, who as this high school boy describes; "There isn't any information that I would hide from my parents and not my friends, and vice versa." Another high school boy distills it this way: "It's all the same because I don't have anything to hide." Other youth are more concerned about having their parents see everything they post, with more worries around parents violating norms of communication: "My family isn't able to see most of the things I post, mainly because they bother me," said one high school girl. These teens shape what information is shared with their parents by limiting parental access to certain content.

Other teens observe that there are times when there is information that is fine for parents to know, but not friends. A high school girl explains: "I think that there are definitely some things that I would be fine with my parents knowing about that I wouldn't want my friends to know." Another high schooler couches the difference as one that revolves around trust: "Friends and parents each have different levels of trust associated with them for different things."

The majority of teen Twitter users have public accounts.

While there are many similarities in use of social media across platforms, each platform also has its own affordances that shape how youth use the technology and the types of privacy settings that are available to them. As noted in Part 1, Facebook is still the most popular social networking platform for American

teens, but use of Twitter has grown rapidly in the last year. Today, one quarter (26%) of teen social media users say they have a Twitter account.[34]

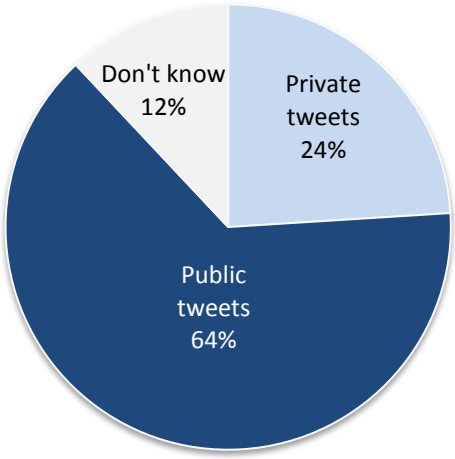
Teens who have Twitter accounts generally report that their accounts are public; 64% of teen Twitter users say that their tweets are public, while 24% say their tweets are private. It is also notable that 12% of teens with Twitter accounts say that they "don't know" if their tweets are public or private. The number of teen Twitter account owners is too small to report significant differences in privacy settings across various racial and socioeconomic groups. However, while boys and girls are equally likely to say their accounts are public, boys are significantly more likely than girls to say that they don't know (21% of boys who have Twitter accounts report this, compared with 5% of girls).

Teens in our online focus groups reported a variety of practices around frequency of use and privacy on Twitter. Some teens check multiple times a day, like this middle school girl: "I use Twitter a couple times a day, just to see what other people are doing. My tweets are public." Another middle schooler focuses his less frequent, more private use on following celebrities (a recurring theme among teen Twitter users): "I use my Twitter about twice a week to check out what celebrities are doing. My tweets are always private." On the other end of the spectrum, there are more modest users of the service. Said one high school boy: "I have a Twitter account, but I rarely use it and it is not private." Another high school boy reports, "I use Twitter about 3 times a month and I use it to make my followers laugh. My tweets are public."

[34] Twitter use (K5b) and having a Twitter account (K6) were measured separately. Full question wording is available in the Methodology section of this report.

Tweets: Public or private?

Among teen Twitter users, the % whose tweets are public or private



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Twitter users is +/- 9.4 percentage points.

Teen's Confidence in Their Own Privacy Regulation Online

Teens interviewed in focus groups overwhelmingly expressed confidence in their ability to manage and regulate their privacy online and feel their online disclosure of personal information is under control. However, much of this comes through regulating what content they post and not necessarily through their use of privacy settings, which some participants saw as irrelevant.

> ***Male (age 16):*** *"I have privacy settings I just don't really use them because I don't post anything that I find private."*
>
> ***Female (age 15):*** *"I don't think I have mine [profile or account] as private. I think mine's public. I really don't care. I don't really have anything to hide."*
>
> ***Female (age 13):*** *"I feel like I kind of just have a filter in my brain. I just know that's not a good idea [to post revealing content]."*
>
> ***Male (age 13):*** *"[When it comes to privacy,] just be a little more careful, just don't do stupid things on it. But you don't have to be too careful."*
>
> ***Male (age 13):*** *"But there's nothing personal on there. And I wouldn't really have a problem if*

people saw it."

Female (age 14): *"I feel like anything that would hurt my reputation online would be something that I wouldn't want to post anyway. So it [privacy] hasn't been a huge concern."*

Female (age 15): *"Yeah. I mean, I'm not going to let somebody know something that I don't want them to know. Or I'm not going to tell something to somebody that I don't trust."*

Male (age 13): *"I think my understanding in general, my privacy on the Internet is pretty good."*

Among those who did discuss their engagement with privacy settings, there was a great deal of variation. Some found them straightforward; others found them confusing.

Female (age 13): *"Mine is completely private. I mean, if you want to see my profile, I have to accept you."*

Female (age 18): *"It's kind of complicated on Facebook. Like you can block certain people if you write their names down. You can control who can and can't see your pictures or anything. But at the same time, it's hard because sometimes it still shows. I don't want people who aren't my friends to still see my things and then it won't give you the option, it will give you, public, nobody, or friends of friends. I don't want friends of friends, I just want my friends."*

Female (age 18): *"Yeah but at the same time sometimes the privacy settings can be annoying. You will set it to something and then it will switch and it's like - no, I want it private. At least it has done that to me before."*

Male (age 16): *"Well, I tried to make it [my account] private but I couldn't figure it out. There's an option, though."*

The source of many privacy and content concerns was indirect parental influence.

Female (age 18): *"I think it is common knowledge that our parents tell us not to post anything because then someone else can look at it. There are creepers that might want to do something with you. And so they [parents] tell us that. But it is like we already know that, because we want to be safe ourselves."*

Female (age 13): *"I feel like my mom just assumes that I don't [post anything bad] - It's just implied that you're not posting inappropriate stuff. And I'm always afraid that one day, my mom's going to go through my phone. So I'm better off just not doing anything bad."*

Female (age 15): *"My mom does tell me to watch what I post because you don't know who's looking at your status. So that's what she always tells me, every time I've had her walk in and she sees me on Facebook. She's like, don't put nothing stupid because you don't know who's looking at your profile and because you add mostly anybody. And I was like, OK."*

In other cases, there was direct parental regulation, often through participants being friends with their parent(s) on Facebook. Much of this seemed to result in participants self-censoring, although we found one case of punishment for online actions. There were mixed opinions about explicit regulation, with

some being appreciative, and others being resentful.

> ***Female (age 14):*** *"My dad said 'if you're going to have a Facebook, I want you to be friends with me so I can see what you're doing.' And he admits to it, he stalks me on Facebook."*
>
> ***Male (age 16):*** *"Yeah... My mom and my uncle are on Facebook. And I'm glad they're on Facebook, so they can kind of keep an eye on me. I mean, they tell me I'm a good kid, but I know they're always watching."*
>
> ***Male (age 16):*** *"Yeah, [I've gotten in trouble for something I posted] with my parents. This girl posted a really, really provocative picture [on Facebook] and I called her a not very nice word [in the comments]. And I mean, I shouldn't have called her that word, and I was being a little bit too cocky I guess, and yeah, I got in trouble with my parents."*
>
> ***Male (age 16):*** *"I didn't want to accept her [my mom's] friend request. But I knew I had to, because I would've gotten a lot of crap for that if I just didn't."*
>
> ***Male (age 17):*** *"It sucks... Because then they [my parents] start asking me questions like why are you doing this, why are you doing that. It's like it's my Facebook. If I don't get privacy at home, at least, I think, I should get privacy on a social network."*

In many cases, focus group participants understood, sympathized with, and respected their parents' concerns. Sometimes focus group participants were even more worried than their parents about their online privacy. But sympathizing with parental concerns did not necessarily translate into agreeing with them. Some participants were confident they were more competent at regulating their content than their parents or other adults give them credit for.

> ***Male (age 16):*** *"My mom knows I'm not going to go talking to strangers and tell them my information and stuff, so she doesn't worry about it."*
>
> ***Female (age 12):*** *"My parents are pretty chill so I probably worry more than my parents."*
>
> ***Male (age 16):*** *"We are pretty mature - we are in high school. Adults they know we are growing up. They give us that permission - they trust that we are not going to [post something bad] – it's on us pretty much. It is like you get in trouble, it is on us. We are responsible for our own actions."*
>
> ***Male (age 16):*** *"Well, I think kids, at least compared to my parents, me and my friends know how to change the privacy settings a lot better than them. But the problem is, a lot of my friends and me, including me, sometimes post things that probably will not be the best to see in the future, or have a college or a boss see. So I think it can be argued both ways. Like, we know how to make it a little more private, but a lot of the stuff we post is a little less conservative than some adults."*
>
> ***Female (age 13):*** *"At first, when I got a Facebook, I was worried about my privacy settings, and my parents were too. And then, after I had it for a while, I wasn't really worried as much. So then I took most of them off."*
>
> ***Male (age 13):*** *"Well, I think we probably do not care quite as much as our parents in general about our privacy. But I think we can do a lot to make it private, which I don't think everybody*

understands."

As mentioned earlier, what is most important to teens about social media sites is socializing with peers and those with shared interests. When they have bad experiences, they adjust their practices accordingly. While teens are influenced by parents and other adults to think about social media use in terms of information sharing and privacy, they do not always prioritize that perspective because it doesn't account for and allow normal socializing. When teens do engage with privacy, it becomes a matter not just of engaging with privacy but also the world of adult expectations and responsibilities that is telling them the concept is important. Dealing with privacy, then, is more than just about privacy; it is about the process of being socialized into adult concerns and, ultimately, thereby becoming an adult.

The typical (median) teen Twitter user has 79 followers.

Overall, teens have far fewer followers on Twitter when compared with Facebook friends; the typical (median) teen Twitter user has 79 followers.[35] Looking at the data another way, 54% of teen Twitter users have more than 50 followers, while 44% have 50 or fewer followers. Just one in three (34%) say that they have more than 100 followers on Twitter. Also notable is the fact that only 2% say they don't know how many followers they have. That compares to 12% who say that they don't know if their tweets are public or private. In general, girls who are Twitter users are more likely to have a larger number of followers when compared with boys who are Twitter users; 68% of girls have more than 50 followers, compared with 36% of boys.[36] However, the number of teen Twitter users is too small to report significant differences in followers across various racial and socioeconomic groups.

Within our online focus groups, most teens reported a small number of followers, and a focus on following friends, and particularly celebrities, athletes or other people "…I want to learn something about." Few teens reported that their parents followed them on Twitter though one exception noted: "Yes, my mom does [follow me]."

The online focus group data also sheds light on teens' experiences of the differences between Facebook and Twitter. Some teens use the two sites in very similar ways. As one middle school girl describes, "I have a Twitter and I use it almost every day. I put the same things on it like I do for Facebook." Some teens have their various social media accounts linked so that material posted to one account automatically cross posts to the other, while others more finely curate which images and posts go to which site.

Other teens describe how they use and think of Twitter and Facebook quite differently. A middle school girl explained: "I use it [Twitter and Facebook] differently. Twitter is more for me to see what my favorite celebrities are doing. Facebook is more for family and friends. Twitter feels more public to

[35] Twitter separates an individual's audience into followers and accounts the user follows – and these two groups do not necessarily have to overlap. On Facebook, both parties must agree to be "friends" before a connection is made. For the purposes of this study, we have only asked respondents about their Twitter followers.
[36] n=74 for teen boys who are Twitter users.

me." Other teens suggested that Twitter felt more open because of its simpler privacy settings: "Twitter feels more public," said one high school girl. "There seem to be less privacy settings, which just makes everything more 'open.'"

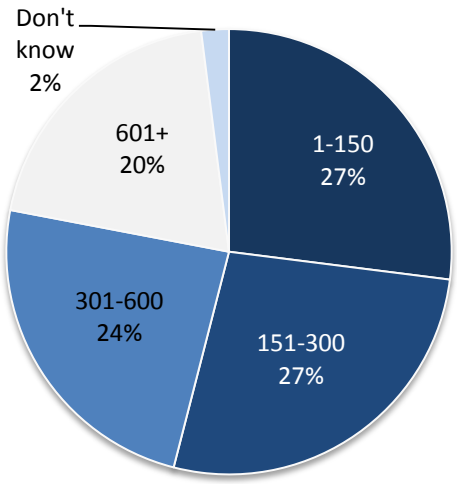
And while many teens echoed that Twitter feels more public to them, others suggested that "Facebook is more public because I think more people use Facebook." Another high school boy wrote: "I think Facebook is more public than Twitter because there is more information on Facebook than Twitter."

On Facebook, network size goes hand in hand with network diversity, information sharing, and also personal information management

In order to fully understand the implications of the content that teens share on social media, it is vital to understand the size and composition of their online social networks. Sharing information about yourself with a select group of 100 in-person friends is very different from sharing the same information with 1000 people including adults and peers of varying degrees of closeness and real-world contact.

Facebook network size

Among teen Facebook users, the % with the following number of friends in their network ...



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Facebook users is +/- 5.3 percentage points.

The typical (median) teen Facebook user has 300 friends. Among older teens and girls, the median increases to 350 friends.

Teen Facebook users have an average (mean number) of 425.4 friends, with the typical (median) teen Facebook user having 300 friends. As noted above, Twitter networks tend to be substantially more compact by comparison—teen Twitter users have an average of 171.5 followers, with the typical (median) teen user having 79 followers on Twitter. Girls and older teens tend to have substantially larger Facebook friend networks compared with boys and younger teens.[37]

In addition to being older and more heavily female, teens with larger Facebook networks also tend to have a greater diversity of people in their friend networks and to share a wider array of information on their profile. Yet even as they share more information with a wider range of people, they are also more actively engaged in maintaining their online profile or persona.

Facebook friends and Twitter followers

Mean/median number of Facebook friends and Twitter followers in each group

	Facebook		Twitter	
	Mean	Median	Mean	Median
All teen Facebook/Twitter users	425.4	300	171.5	79
Gender				
Boys	346.9	300	n/a	n/a
Girls	507.4	350	149.7	100
Age				
12-13	262.1	200	n/a	n/a
14-17	476.7	350	190.4	100

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. n=802 parents of teens ages 12-17 and 802 teens ages 12-17. Margin of error is +/- 4.5 percentage points.

For the analysis that follows, we will divide the teen Facebook population into quartiles based on the number of friends they have on the site—those with 150 or fewer friends (this group makes up 25% of the teen Facebook user population), those with 151-300 friends (25%), those with 301-600 friends (23%) and those with more than 600 friends (19%).[38]

[37] Due to the relatively small number of Twitter profile owners in our survey we are unable to do detailed demographic subgroup comparisons for Twitter networks, and the analysis that follows will focus exclusively on Facebook users.

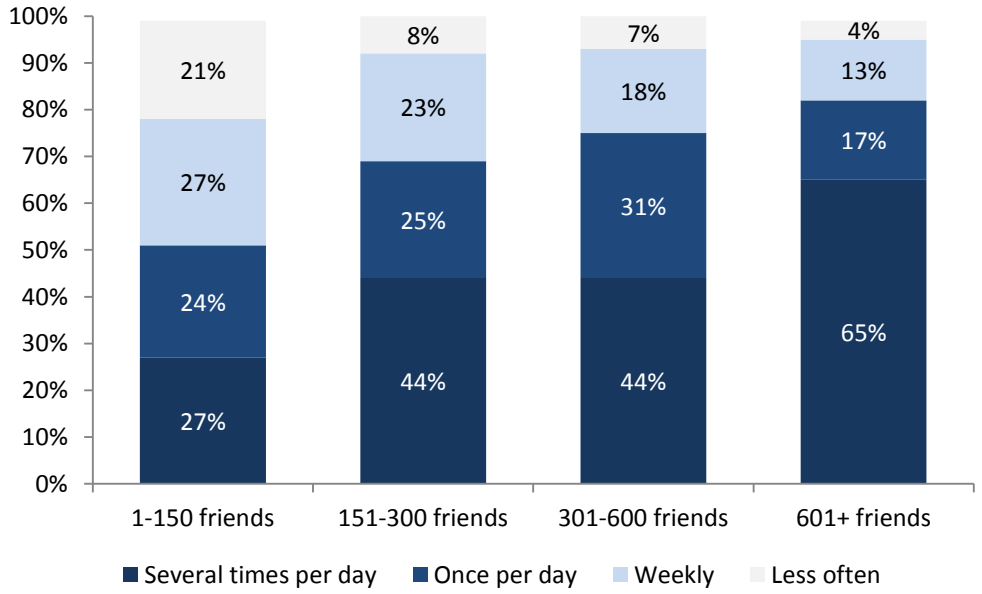
[38] These groups only add up to 92% of the total because not all teens could provide an estimate for their number of Facebook friends.

Teens with large Facebook friend networks are more frequent social media users and participate on a wide diversity of platforms in addition to Facebook

Teens with a large number of Facebook friends exhibit social networking site usage patterns that differ sharply from those of teens with smaller friend networks, starting with the fact that these teens spend more time using social networking sites in general. Some 65% of teens with more than 600 friends on Facebook say that they visit social networking sites several times a day. By comparison, just one quarter (27%) of teens with 150 or fewer Facebook friends visit social networking sites with similar frequency.

Teens with large Facebook networks visit social networking sites with greater frequency than those with smaller networks

% of teens in each Facebook friend count quartile who visit social networking sites with the following frequency …



Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. n=802 parents of teens ages 12-17 and 802 teens ages 12-17. The margin of error for teen social media users is +/- 5.1 percentage points.

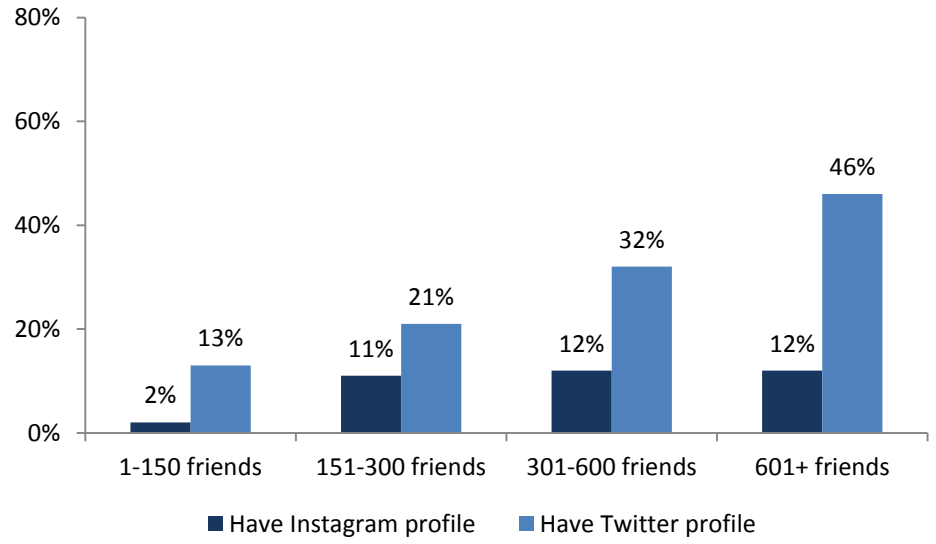
In addition to using social networking sites of any kind with greater frequency than teens with relatively small friend networks, teens with a larger number of Facebook friends also tend to maintain profiles on a wider range of platforms outside of Facebook itself.

This is especially true for Twitter use, as teens with more than 600 Facebook friends are more than three times as likely to also have a Twitter account as are those with 150 or fewer Facebook friends. Indeed, some 18% of teens with more than 600 friends on Facebook say that Twitter is the profile they use most

often (although some 73% of these teens say that Facebook is their most-used social networking profile).

Teens with large Facebook networks have profiles on a wider range of social media platforms

% of teens in each Facebook friend count quartile who have a profile on … (Note: by definition, 100% of teens in each category have a Facebook profile)



Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. n=802 parents of teens ages 12-17 and 802 teens ages 12-17. The margin of error for teen social media users is +/-5.1 percentage points.

Teens with larger Facebook networks tend to have more variety within those networks.

Almost all teen Facebook users (regardless of whether they have a small or large number of friends) are friends with their schoolmates and extended family members. Regardless of network size, teen Facebook users are equally likely to say they have siblings as friends in their networks. With the exception of those with the smallest friend networks, most teens are also equally likely to be friends with public figures such as celebrities, musicians or athletes.

However, certain groups become more prominent as the size of teens' networks expand. Teen Facebook users in the largest network size quartile (those with more than 600 friends in their network) are more likely to be friends on Facebook with peers who don't attend their own school, with people they have never met in person (not including celebrities and other "public figures"), as well as with teachers or coaches. Most strikingly, teens with more than 600 Facebook friends are nearly twice as likely as the next quartile to have teachers or coaches, or other people they haven't met in person in their friend networks.

On the other hand, teens with the largest friend networks are actually *less likely* to be friends with their parents on Facebook when compared with those with the smallest networks—although a majority of teens are friends with their parents on Facebook across all network size groupings.

Network size vs. network variety

% of teen Facebook users with the following number of people in their Facebook network who are friends with ...

	All teen Facebook users n=588	1-150 friends n=152 (a)	151-300 friends n=152 (b)	301-600 friends n=150 (c)	601+ friends n=123 (d)
Friends at school	98	94	99	100[a]	100[a]
Extended family	91	90	91	92	93
Other friends that don't go to your school	89	78	94[a]	90[a]	99[ac]
Brothers or sisters	76	76	71	79	80
Parents	70	79[d]	70	69	60
Other people you have never met in person	33	19	31	32[a]	59[abc]
Teachers or coaches	30	18	31[a]	28	49[abc]
Celebrities, musicians, or athletes	30	18	39[a]	29	38[a]

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Facebook users is +/- 5.3 percentage points.

Note: Rows marked with a superscript letter ([a]) indicate a statistically significant difference between that column and the column designated by that superscript letter. Statistical significance is determined inside the specific section covering each row and column grouping in that row.

Teens with larger friend networks tend to share a wider variety of personal information on their Facebook profile.

Along with expanding their networks to include a greater variety of friends, teens with larger friend networks also tend to share a wider variety of personal information on their Facebook profile. Teens with an above-average number of friends are more likely to include a photo of themselves, their school name, their relationship status, and their cell phone number on their profile compared to teens with a below-average number of friends in their network.

Network size vs. shared personal information

% of teen Facebook users with the following number of people in their Facebook network who say the profile they use most often includes…

	All teen Facebook users n=588	1-150 friends n=152 (a)	151-300 friends n=152 (b)	301-600 friends n=150 (c)	601+ friends n=123 (d)
Your real name	93	89	94	94	95
A photo of yourself	92	83	92	97[a]	96[a]
Your interests, such as movies, music, or books	85	82	81	87	90
Your birthdate	83	80	81	87	86
Your school name	73	59	72	81[a]	80[a]
The city or town where you live	72	67	70	74	81[a]
Your relationship status	63	48	58	75[ab]	82[ab]
Your email address	54	53	49	53	65[b]
Videos of you	25	16	27	27	33[a]
Your cell phone number	21	8	19[a]	30[a]	32[a]

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Facebook users is +/- 5.3 percentage points.

Note: Rows marked with a superscript letter ([a]) indicate a statistically significant difference between that column and the column designated by that superscript letter. Statistical significance is determined inside the specific section covering each row and column grouping in that row.

Concerns about third party access on social media

Most teen social media users say they aren't very concerned about third-party access to their data.

Social media sites are often designed to encourage sharing of information—both to keep users engaged and returning to find new content and also to gather more information to share with advertisers for better ad targeting and other forms of data mining. There is an ongoing debate over these practices—over how much users are aware that their information is being shared, whether minors should be the subject of data collection that is ultimately shared with and sold to third parties, and whether users appreciate that targeted ads and other forms of data collection allow them free access to certain websites and services. The Children's Online Privacy Protection Act (COPPA) even as it is thought of today as a law built to safeguard children's physical well-being, began as an attempt to protect children

under 13 from having their personal information collected for business purposes without their parent's permission.

Overall, 40% of teen social media users say they are "very" or "somewhat" concerned that some of the information they share on social networking sites might be accessed by third parties like advertisers or businesses without their knowledge. However, few teens report a high level of concern; 31% say that they are "somewhat" concerned, while just 9% say that they are "very" concerned.[39] Another 60% in total report that they are "not too" concerned (38%) or "not at all" concerned (22%). Younger teen social media users ages 12-13 are considerably more likely than older teens (14-17) to say that they are "very concerned" about third party access to the information they share (17% vs. 6%). Girls and boys report the same levels of concern.

Third party access concern: Demographics

Among teen social media users, the % who express concern over third party access to their personal information, by demographic group

		Very Concerned	Somewhat Concerned	Not too concerned	Not at all concerned
	All teen social media users (n=632)	**9**	**31**	**38**	**22**
	Sex				
a	Boys (n=308)	9	30	36	25
b	Girls (n=324)	10	33	39	19
	Age				
a	12-13 (n=151)	17[b]	20	37	24
b	14-17 (n=481)	6	35[a]	38	21
	Income				
a	Less than $50,000/year (n=241)	12[b]	24	34	29[b]
b	More than $50,000/year (n=351)	6	37[a]	43	14

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points.

Note: Columns marked with a superscript letter ([a]) or indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Teens from lower income families are more likely to express strong views about third party access to data than teens living in higher income households. Teens living in lower income households (those with parents earning less than $50,000 annually in household income) are more likely than those living in

[39] Recent research has described a "control paradox" that may influence user behavior and attitudes toward information disclosures online. In spaces where users feel they have control over the publication of their private information, they may "give less importance to control (or lack thereof) of the accessibility and use of that information by others." See, Laura Brandimarte, et al.: "Misplaced Confidences: Privacy and the Control Paradox."

higher-earning families (earning $50,000 or more per year) to say that they are very concerned (12% vs. 6%). However, teens living in lower income households are also more likely than those living in higher-income families to say they are “not at all” concerned about third parties accessing their personal information (29% vs. 14%). In contrast, teens from in higher income families are more likely than those in lower-earning households to say that they are “somewhat” concerned by third party access (37% vs. 24%). Teens’ concern levels follow a similar pattern of variation according to their parents’ education level.

As might be expected, teens who have public Facebook profiles are more likely to say they are not concerned about third parties accessing their personal information online, when compared with teens who have more locked down Facebook profiles. Among teens with public profiles, 41% are “not at all concerned” about third party access to their information, compared with 13% of teens with partially private profiles and 20% of teens with private profiles who are not at all concerned about third parties.[40] Teens with partially private profiles are more likely to say they are “not too concerned” or “somewhat concerned” about third party access than teens with more public Facebook profiles.

Teen Twitter users are more likely than those who do not use Twitter to express at least some level of concern about third party access to their data; 49% of teen Twitter users say they are “somewhat” or “very” concerned about third party access, compared with just 37% of teens who do not use Twitter.

Looking at network size, there are no clear increases or decreases in concern level relative to the number of friends a teen has in his or her Facebook network.

[40] n=77 for teens with public Facebook profiles.

Third party access concern: Privacy settings and network size

Among teen social media users, the % who express concern over third party access to the information shared on the social network site they use most often, by privacy settings and network size

		Very Concerned	Somewhat Concerned	Not too concerned	Not at all concerned
	All teen social media users (n=632)	**9**	**31**	**38**	**22**
	Privacy Settings				
a	Public (n=77)	10	21	26	41[bc]
b	Partially Private (n=143)	5	38[a]	44[a]	13
c	Private (n=359)	10	31	39	20
	Network Size				
a	1-150 friends (n=152)	13[c]	33	35	20
b	151-300 friends (n=152)	7	32	34	28
c	301-600 friends (n=150)	5	33	42	19
d	601+ friends (n=123)	9	27	41	21

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points.

Note: Columns marked with a superscript letter ([a]) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each row and column grouping in that row.

Insights from our online focus groups suggest that some teens do not have a good sense of whether or not the information they share on a social media site is being used by third parties.

When asked whether they thought Facebook gives anyone else access to the information they share,[41] one middle schooler wrote: "Anyone who isn't friends with me cannot see anything about my profile except my name and gender. I don't believe that [Facebook] would do anything with my info." Other high schoolers shared similar sentiments, believing that Facebook would not or should not share their information:

> "I don't know if Facebook gives access to others. I hope not."
>
> Another High School boy wrote "I don't think [Facebook] should give anyone access to profile information."

[41] The full text of the two online focus group questions asked that underpin the responses discussed in this section are: "Besides 'friends,' is there anyone else who can see what you post to your profile or your personal information? Do you think Facebook gives anyone else access to the information you share?" and "Given that Facebook is a free service, do you think it would be fair if they gave advertisers or other companies access to some of your profile information –in order to show you certain kinds of ads or help businesses know better what you like?"

> "It depends on what kind of profile information they'd share," wrote a high school girl. "If it was only my age and gender, I wouldn't mind. If they went into detail and shared personal things, I would mind!"
>
> Another high school boy stated: "I don't think it would be fair because it is my information and should not be shared with others, unless I decide to."

Other teens were more knowledgeable about information sharing with third parties, and were often philosophical about the reasons why that information might be shared. Noted one high school boy: "I think that Facebook gives apps and ads info to try and give you ads that pertain to you." Another middle school boy understood why a social media site might share his information, even if he wasn't always happy about it: "I know that Facebook gives access to my info to other companies. I don't like that they do it, but they have the right to so you cannot help it." [42]

Similar findings were echoed in our in-person focus groups (below):

[42] Other surveys that look at the behaviors and attitudes of young adults have suggested that young adults may expect greater protections than current privacy laws afford. See Chris Jay Hoofnagle, et al., "How Different are Young Adults from Older Adults When it Comes to Information Privacy Attitudes and Policies?" The study found that those ages 18-24 "believe incorrectly that the law protects their privacy online and offline more than it actually does."

Advertisers and Third Party Access

Advertisements and online tracking by companies does not appear to be a major concern for most focus group participants, although a few find them annoying, and others see these company practices as inevitable.

> ***Male (age 13):*** *"I don't feel worried about it [location tracking and access to content by companies]."*
>
> ***Male (age 17):*** *"Those ads are annoying. There's no point for those ads."*
>
> ***Male (age 13):*** *"You can [block ads], but I don't really care. Because I'd rather have ads that are more useful to me, than just random ads that I don't really want to look at. So if the ad is going to be useful, then it's OK. And also, they already know what my computer is, what web browser I'm using, and my IP, just by going to the website. So most of my personal information I keep private, though, on the Internet."*

Some teens even enjoy the benefits of "liking" certain companies and receiving advertisements, or allowing apps to access private information to use certain features. Those participants expressed the feeling that the risks are minimal, or that they have "privacy through obscurity."

> ***Male (age 16):*** *"It's mostly just bands and musicians that I 'like' [on Facebook], but also different companies that I 'like', whether they're clothing or mostly skateboarding companies. I can see what they're up to, whether they're posting videos or new products... [because] a lot of times you don't hear about it as fast, because I don't feel the need to Google every company that I want to keep up with every day. So with the news feed, it's all right there, and you know exactly."*
>
> ***Male (age 13):*** *"I usually just hit allow on everything [when I get a new app]. Because I feel like it would get more features. And a lot of people allow it, so it's not like they're going to single out my stuff. I don't really feel worried about it."*

Without having experienced negative consequences or seeing what those negative consequences might be, teens do not seem to be overly concerned about advertisers and third parties having access to their information. If they see that they can get benefits from sharing information, they are often willing to do so.

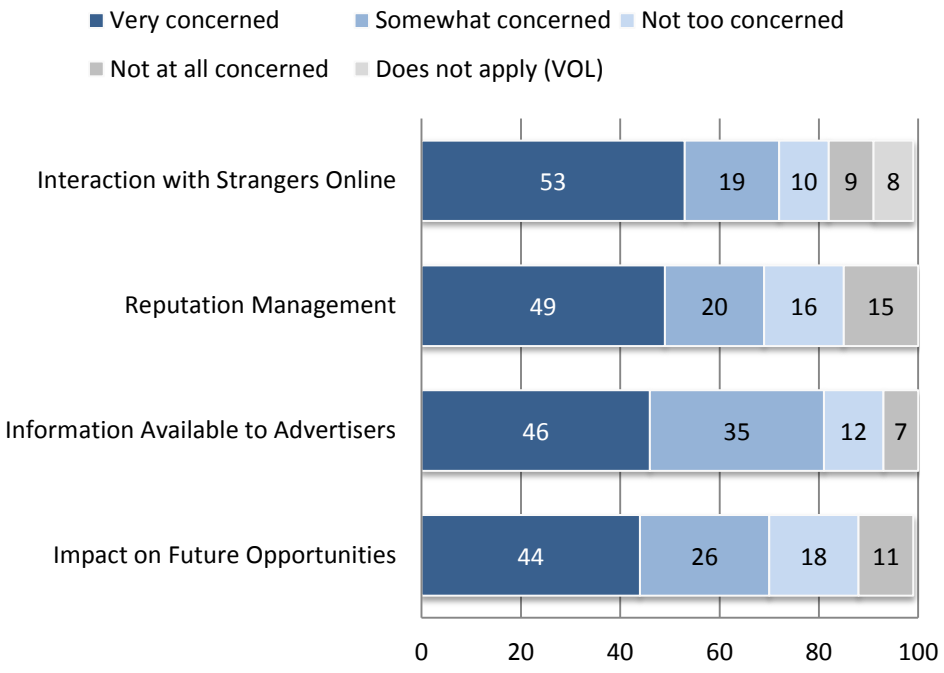
81% of parents are concerned about how much information advertisers can learn about their child's online behavior.

Even as teens report a relatively modest level of concern about third parties such as advertisers or businesses accessing the personal information they post online, parents show much greater levels of concern about advertisers accessing information about their child. Parents of the surveyed teens were asked a related question: "How concerned are you about how much information advertisers can learn about your child's online behavior?" A full 81% of parents report being "very" or "somewhat" concerned, with 46% reporting that they are "very concerned." Just under one in five parents (19%)

report that they are “not too” or “not at all" concerned about how much advertisers could learn about their child’s online activities.

Parental concern over child's online presence

% of parents with online teens who reported varying levels of concern for their child about ...



Source: Pew Research Center Internet & American Life Project Teens and Privacy Survey, July 26 – September 30, 2012. n=802 parents of 12-17 year olds, including an oversample of minority families. N=781 for parents of teen internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 4.5 percentage points for the total sample of parents and +/- 4.6 percentage points for parents of teen internet users.

Note: A full report that examines parents’ attitudes and actions around their children’s online privacy is available here: http://www.pewinternet.org/Reports/2012/Teens-and-Privacy.aspx

Part 3

Reputation Management on Social Media

Teens take steps to shape their reputation, manage their networks, and mask information they don't want others to know.

Teens are cognizant of their online reputations and take steps to curate the content and appearance of their social media presence. Teens' management of their profiles can take a variety of forms—we asked teen social media users about five specific activities that relate to the content they post and found that:

- 59% have **deleted or edited something that they posted** in the past
- 53% have **deleted comments from others** on their profile or account
- 45% have **removed their name from photos** that have been tagged to identify them
- 31% have **deleted or deactivated an entire profile** or account
- 19% have **posted updates, comments, photos, or videos that they later regretted sharing**

Overall, there are relatively few demographic differences between groups around these kinds of reputation management behaviors—older and younger teens are for the most part equally likely to prune or edit their profiles in these ways, as are boys and girls (with some modest exceptions as will be discussed in more detail below).

Teen reputation management activities on social media

% of teen social media users within each group who do the following to monitor their online reputation …

		Delete or edit own post	Delete comments others make	Untag photo	Delete account	Regret something you posted
	Total teen social media users (n=632)	**59**	**53**	**45**	**31**	**19**
	Sex					
a	Boys (n=308)	59	48	33	27	20
b	Girls (n=324)	58	58	58[a]	35	18
	Age					
a	12-13 (n=151)	64	52	39	31	22
b	14-17 (n=481)	57	54	48	31	17

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points.

Note: Columns marked with a superscript letter ([a]) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Among teen social media users, nearly six in ten teens (59%) have **deleted or edited something that they posted to their profile in the past**. Children of college-educated parents are more likely to have cleaned up something posted in the past than youth whose parents have a high school diploma (66% vs. 51%).

About half of teen social media users (53%) have **deleted comments that others have made** on their profile or account. Older girls ages 14 to 17 are more likely to delete comments on their profile than boys of the same age. Six in ten (60%) older girls have deleted comments on their profiles, while 48% of boys ages 14 to 17 have done the same. Teens with Twitter accounts are more likely than non-Twitter users to delete comments (63% vs. 50%).[43]

Just under half (45%) of teen social media users have **removed their name from photos** that have been tagged to identify them. Girls are more likely than boys to untag themselves from photos posted on social media, with 58% of girls reporting engaging in this behavior compared with a third (33%) of boys. Teens with Twitter accounts are more likely than non-Twitter users to untag photos (59% vs. 41%).

About one in three (31%) teen social media users have **deactivated or deleted** a social media profile or account. African-American teens who are social media users are more likely to report deactivating or deleting a profile; 44% of African-American social media users have deactivated or deleted a social

[43] The activities in this section were asked as part of a battery of questions about social networking sites. Teens who have Twitter profiles may be reporting this activity for other platforms.

media profile, compared with 26% of white teens.[44] Lower income teens from families earning less than $50,000 a year are more likely to have deactivated or deleted an account or profile than teens from wealthier households; 37% of lower income teens have deleted an account, compared with 26% of those living in households earning $50,000 or more per year. Urban youth are also more likely to have deleted a profile when compared with suburban teens; 38% of urban teens have deactivated or deleted a profile or account, compared with 27% of suburban youth. There are no differences in deletion or deactivation of a profile between boys and girls. However, teens with Twitter accounts are more likely than non-Twitter users to say they have deactivated or deleted a social media account (41% vs. 27%).

One in five teen social media users (19%) say they have **posted an update, comment, photo or video to a social media site that they later regretted sharing**. Younger boys are more likely to report regretting content they posted than older boys (30% vs. 16%).

Teens who are concerned about third party access to their personal information are also more likely to engage in online reputation management.

Teens who are "somewhat" or "very" concerned that some of the information they share on social media sites might be accessed by third parties like advertisers or businesses without their knowledge are more likely to engage in various reputation management activities when compared with teens who do not share these concerns. Some 61% have deleted comments, while 49% of less concerned teens have done so. Similarly, 52% of teens who are very or somewhat concerned about third parties accessing their data without their knowledge have untagged themselves in photos, while 41% of less concerned teens say the same. And 38% of concerned teens have deleted or deactivated a profile or account, compared with 25% of less concerned or unconcerned teens. Teens worried about third party access to their personal information are also more likely than less concerned teens (26% vs. 14%) to say they have regretted something that they shared in the past on social media.

Teens who have been contacted online by someone they did not know in a way that made them feel scared or uncomfortable are substantially more likely to engage in many reputation managing behaviors on social media.

As will be discussed further in Part 4 of this report, 17% online teens say they have been contacted online by someone they did not know in a way that made them feel scared or uncomfortable. Teens who have experienced unwanted or uncomfortable contact are more likely to delete comments on their profile (69% vs. 50%), to untag themselves from photos (62% vs. 41%) and to say that they have posted photos or content that they later regretted sharing (30% vs. 16%).

[44] The sample size for Hispanic teen social media users was too small to report comparisons here.

Reputation management: variations by concern and experience

% of teen social media users who manage their reputation in the following ways …

	Teen concern about 3rd party access to info shared on social media		Ever received uncomfortable or unwanted contact?	
	Very/ somewhat concerned (a)	Not too/not at all concerned (b)	Yes (a)	No (b)
Delete people from your network	77	71	89[b]	70
Share inside jokes or coded messages	57	58	71[b]	55
Delete or edit something previously posted	63	55	63	58
Delete comments others make on your profile	61[b]	49	69[b]	50
Block people	62	55	77[b]	53
Untag photos	52[b]	41	62[b]	41
Delete account	38[b]	25	39	29
Post fake information to help protect privacy	35[b]	20	37[b]	24
Regret content you have posted	26[b]	14	30[b]	16
Automatically include location on your posts	17	16	12	18

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points.

Note: Rows marked with a superscript letter ([a]) indicate a statistically significant difference between that column and the column designated by that superscript letter. Statistical significance is determined inside the specific section covering each row and column grouping in that row.

Friend management and network curation

Network curation is also an important part of privacy and reputation management for social media-using teens.

As noted above, most teens do not have public Facebook profiles. However, they typically maintain large networks of friends on sites like Facebook, and few take steps to limit what certain friends and parents can see. The practice of friending, unfriending, and blocking serve as yet another set of essential privacy management techniques for controlling who sees what and when.

Three in four (74%) teen social media users have deleted people from their network or friends' list. Network pruning is most common among girls; 82% of teen girls who are social media users delete

friends from their network, compared with 66% of boys who do so. Unfriending is equally common among teens of all ages and socioeconomic groups.

In addition, nearly six in ten teen social media users (58%) have blocked people on these sites. Teen girls are once again more likely than boys who are social media users to say that they have blocked someone on the sites they use (67% vs. 48%). Teens of all ages and socioeconomic groups are equally likely to say that they block other people on social media sites. However, teens who use Twitter are more likely to report blocking, when compared with non-Twitter users (73% vs. 53%).

Teen social media users who have experienced unwanted or uncomfortable contact are also more likely than those who have not to report unfriending (89% vs. 70%) and blocking people (77% vs. 53%).

Unfriending and blocking

% of teen social media users within each group who do the following to monitor their online reputation …

		Delete people from your network	Block people
	Total teen social media users (n=588)	**74**	**58**
	Sex		
a	Boys (n=308)	66	48
b	Girls (n=324)	82[a]	67[a]
	Age		
a	12-13 (n=151)	74	55
b	14-17 (n=481)	74	59

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points.

Note: Columns marked with a superscript letter ([a]) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Other privacy protecting and obscuring behaviors

Many teen social media users will make the content they share more private by obscuring some of their updates and posts, sharing inside jokes and other coded messages that only certain friends will understand; 58% of teen social media users say they share inside jokes or cloak their messages in some way.[45] Older teens are considerably more likely than younger teens to say that they share inside jokes

[45] The concept of users relying on a certain level of privacy through "obscurity" online extends far beyond the limited activities mentioned here. See, for instance, the work of Woodrow Hartzog and Fred Stutzman: "The Case

and coded messages that only some of their friends understand (62% vs. 46%). Girls and boys are equally likely to post inside jokes and coded messages, as are teens across all socioeconomic groups.

In addition, one in four (26%) teen social media users say that they post fake information—such as a fake name, age or location—to help protect their privacy. Boys and girls and teens of all ages are equally likely to do this. However, African-American teens who use social media are more likely than white teens to say that they post fake information to their profiles (39% vs. 21%).

Joking, coding, and posting fake information

% of teen social media users within each group who do the following …

		Share inside jokes or coded messages	Post fake information
	Total teen social media users (n=588)	**58**	**26**
	Sex		
a	Boys (n=308)	54	24
b	Girls (n=324)	63	29
	Age		
a	12-13 (n=151)	46	33
b	14-17 (n=481)	62[a]	24

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points.

Note: Columns marked with a superscript letter ([a]) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Teens with large friend networks are more active reputation managers on social media.

Teens with larger friend networks also tend to be more active when it comes to managing and maintaining their online personas.[46] They are more likely than those with smaller networks to block other users, to delete people from their friend network entirely, to untag photos of themselves, and to delete comments others have made on their profile. They are also substantially more likely to automatically include their location in updates and share inside jokes or coded messages with others.

Interestingly, some of these reputation management activities exhibit spikes at different points in the network size spectrum. For example, blocking people, deleting comments, and automatically including one's location sees a dramatic increase at around 600 Facebook friends. The act of sharing inside jokes

for Online Obscurity." This and other research posits that internet users rely on a wide range of obscuring factors to protect their privacy online. See, also, danah boyd's discussion of "social steganography."

[46] These findings echo other recent studies that suggest network size is positively correlated with disclosures on social media sites, but also with various reputation management behaviors. See, Jessica Vitak, "The impact of context collapse and privacy on social network site disclosures."

or coded messages becomes more common among those with more than 150 friends, and untagging photos follows a similar pattern.

Network size and reputation management activities

% of teen Facebook users with the following number of people in their Facebook network who ever …

	All teen Facebook users (n=588)	1-150 friends n=152 (a)	151-300 friends n=152 (b)	301-600 friends n=150 (c)	601+ friends n=123 (d)
Delete people from your network	74	66	77	76	83[a]
Share inside jokes or coded messages	59	39	61[a]	65[a]	76[a]
Delete or edit something you previously posted	58	49	67[a]	60	62
Block people	58	48	55	60	75[ab]
Delete comments others make on your profile	54	45	54	53	68[ac]
Untag a picture	46	31	44	58[a]	53[a]
Delete or deactivate an account	29	21	31	31	35[a]
Post fake information to help protect privacy	26	19	31	30	24
Post content you later regret sharing	18	11	26[a]	21	18
Automatically include location on your posts	17	13	11	19	27[ab]

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen Facebook users is +/- 5.3 percentage points.

Note: Rows marked with a superscript letter ([a]) indicate a statistically significant difference between that column and the column designated by that superscript letter. Statistical significance is determined inside the specific section covering each row and column grouping in that row.

More than half of internet-using teens have decided not to post content online over reputation concerns.

Social media platforms are by no means the sole site of personal information sharing online, and there are many places where teens make daily decisions about what to share and who to share it with. Many teens have decided not to post something online out of concern that it will reflect poorly on them later. More than half of online teens (57%) say they have decided not to post something online because they were concerned it would reflect badly on them in the future.[47] Teen social media users are more likely than other online teens who do not use social media to say they have refrained from sharing content due to the future impact it might have on their reputation (61% vs. 39%).

The oldest youth—online teens ages 16 and 17—are more likely than younger teens to say that they've decided not to post content online over concerns about how it will reflect on them; 67% of online teens

[47] This number is virtually unchanged from the 55% of teens who refrained from posting something online when we first asked the question in 2011.

ages 16-17 say they have withheld content, compared with 52% of 14-15 year-olds. In addition, white and African-American youth are more likely to decide not to post something over reputational concerns when compared with Hispanic youth.[48] Just about two thirds of white and African-American youth (61% and 63% respectively) say they have decided not to share some content online, while 45% of Hispanic youth say the same.

Rural youth are more likely (67%) than urban youth (51%) to say that they have refrained from posting something over reputational concerns.

In our online focus groups, teens told us that often they limit what they post due to previous experiences and regrets. Said one middle school boy: "I make sure not to post anything on Facebook, but I did put a video on YouTube [five] years ago that is embarrassing now."

Some teens find themselves in the role of policing or advising their friends when they post sensitive or personal information online. One high school boy describes one such situation: "I had a friend that was always putting his personal info on Facebook, and I told him that certain info shouldn't be shared with everyone."

Certainly, this policing of friends is delicate and not without consequences. One high school girl describes her friend's reaction to her comment about the personal nature of her friend's posts: "I did do that - I told someone they were sharing too much stuff, [and] they defriended me for a season." Others struggle with how close they need to be to a person before they are comfortable having this type of conversation. A high school boy relates: "No I haven't told anyone that but I feel some people do share too much online, I probably should say something but I am not good friends with them."

In our in-person focus groups, the influence of adults was also discussed:

How Adults Influence Teens' Social Media Behavior

Much of teen social media behavior is driven by the ways in which they socialize with peers online. However, teens have a sense of the watchful and potentially judgmental eye of adults, and this is a key influencer of the choices they make online. There is a common attitude among focus group participants that as soon as something is posted online, there is a risk that it is no longer private.

> ***Female (age 17):*** *"I mean, I kind of feel like it [adult scrutiny] does teach you to watch what you post at the same time. Obviously, it is a little invading of the privacy, but I feel like it has taught me to watch what I post. What you post does represent you, whether you like it or not, it really does. And if you post something, middle finger up or swearing constantly, they're going to think that's who you are. So I think it has taught me to watch what I post."*
>
> ***Male (age 13):*** *"Yeah. I realize that whatever I post online, I should be comfortable with everyone in the world seeing it."*

Some focus group participants discussed the importance of creating a good presentation of themselves

[48] The n=84 for Hispanic teen internet users.

online in order to maintain positive in-person relationships with adults.

> ***Male (age 18):*** *"Yeah, I have some teachers who have connections that you might want to use in the future, so I feel like you always have an image to uphold. Whether I'm a person that likes to have fun and go crazy and go all out, but I don't let people see that side of me because maybe it changes the judgment on me. So you post what you want people to think of you, basically."*

Most focus group participants are keenly aware that their online content is visible to the adults in their lives. This visibility raises multiple concerns. Certainly, many teens fear negative judgments and sometimes repercussions from adults in positions of authority.

> ***Female (age 16):*** *"And our SRO [School Resource Officer] Officer he has information. He can see anything that we do, basically, because he's part of the police department. And so he's talked to my friends and I before. And he was like, anything you do, I can pull up. So if y'all tweet about a party, while you're there, just don't be surprised when it gets busted."*

> ***Female (age 15):*** *"So it's just those things that it would be really awkward for your teacher to find out. Even if it's not a bad thing, it's just really, really awkward. One of my friend's boyfriends, he posted a picture-- well, a bunch of people posted a picture of him, his butt."*

Other worries for teens stem from adults seeing a different side of them than what they project, which teens feel adults would take out of context and not be able to be able to appropriately interpret. Thus, many focus group participants employ a variety of strategies to regulate their content, knowing that adults may be watching.

> ***Male (age 18):*** *"Yeah, I go to church and all, so I don't want to post certain things because I don't want the preacher looking at my Facebook. Because I go to church with her. So then if she sees me, yeah, baby, and yeah. I feel like it does affect the way you use social. You have that respect for something or for a group that you're into or anything, like...yourself, because maybe that's who you are, but at the same time, you love that group and you never want to disrespect them. So at that point, I feel like it does affect you. Sometimes affecting you doesn't always mean negatively. It can sometime[s] be positively, you know?"*

> ***Female (age 14):*** *"I think I wouldn't [become Facebook friends with my teachers]. Just because I'm such a different person online. I'm more free. And obviously, I care about certain things, but I'm going to post what I want. I wouldn't necessarily post anything bad that I wouldn't want them to see, but it would just be different. And I feel like in the classroom, I'm more professional [at] school. I'm not going to scream across the room oh my God, I want to dance! Or stuff like that. So I feel if they saw my Facebook they would think differently of me. And that would probably be kind of uncomfortable. So I probably would not be friends with them."*

> ***Female (age 15):*** *"If I put a status, it's probably like – because my aunt she'd be like, oh I was on your Facebook, you're all sad and depressed. I'm like I just write nice, good stuff and smiley faces, so she'll be happy, because we live in different states."*

The pressures of college admission and employment, in particular, seem to have a big influence on online behavior.

> ***Male (age 13):*** *"I feel like I wouldn't really mind. But I feel like they [college admissions officers]*

should just take into consideration that it's just kids being kids. Just having a picture of you and your friends, and they're like, ooh, they're making a silly face here."

Male (age 16): *"Because, well, in an interview you can maybe lie to a person like a boss but you couldn't really lie on Facebook because on Facebook you post – everything you post it stays there. So you can't really say I didn't post this or I didn't post that because it's still on the profile. You can't really – well, you can try to erase it but it'll be too late. Like the boss or college will look at it and then they'll judge you cause of that."*

Male (age 18): *"So honestly, the only time I've ever deleted for a picture is because I'm applying for colleges. You know what? Colleges might actually see my pictures and I have pictures like with my fingers up, my middle fingers up. Like me and my friends have pictures, innocent fun. We're not doing anything bad, but innocent fun. But at the same time, maybe I'm applying for college now. Possibly an admission officer's like, you know, this kid's accepted. Let's see what his everyday life is like. They're like, um–"*

Others actively hide things, or employ complicated strategies for selectively displaying content – especially maintaining multiple accounts.

Female (age 15): *"Yeah, I just hide things from my parents."*

Female (age 15): *"I have two accounts. One for my family, one for my friends...But it's not like I have anything to hide, it's just they're so nosy and they judge everything I do."*

The vast majority of teen Facebook users say that their parents and other adults see the same content and updates that all of their friends see, suggesting that having multiple Facebook accounts is not a common practice. Still, focus groups show that in many cases, the effect of adults policing their teens' social media use is indeed that teens are inspired to go to great lengths to maintain their reputation. Teens have a 'reputation' with their parents just as much as with the outside world, and they are careful to protect it because losing this reputation can have immediate negative consequences (whether mere embarrassment or getting in trouble).

The net effect of teens protecting the reputations they have with adults may still protect teens' overall reputation: if a teen's tactics are successful at not raising objections from his or her parents, the tactics may well also be effective at preventing other potentially judgmental adults from seeing parts of the teen's private life and discriminating against him or her based on it.

Part 4

Putting Privacy Practices in Context: A Portrait of Teens' Experiences Online

In the current survey, we wanted to understand the broader context of teens' online lives beyond Facebook and Twitter and the context in which teens wrestled with all the privacy options before them. And while many teens report positive experiences online, such as making friends and feeling closer to another person, some encounter unwanted content and contact from others.

Half of online teens say they have had an experience online that made them feel good about themselves.

Looking at some of the experiences teens have online, many report positive outcomes.[49] In a broad question about all online activity that was asked of all teen internet users, 52% of online teens said they had an experience *online* that made them feel good about themselves. Among teen social media users, 57% said they had an experience online that made them feel good, compared with just 30% of teen internet users who do not use social media. In keeping with the age-related findings we reported in 2011, older teens are much more likely to report a positive experience of this kind; 58% of those ages 14-17 said this compared with 39% of those ages 12-13. Girls and boys are equally as likely to report feel-good experiences, and quite strikingly, these positive experiences are universally felt across all socioeconomic groups. However, youth living in urban areas (44%) are less likely than those living in suburban (55%) and rural (61%) areas to say that they have had an experience online that made them feel good about themselves.

One in three online teens say they have had an experience online that made them feel closer to another person.

Many online teens also say they have had online experiences that made them feel closer to someone else; in our current survey, 33% of all online teens reported a deepened connection to someone because of something that happened online. Looking at teen social media users, 37% report having an experience somewhere online that made them feel closer to another person, compared with just 16% of online teens who do not use social media. In a similar question asked in 2011, 58% of social media-using teens said they had an experience *on a social network site* that made them feel closer to someone else.

[49] In 2011, we asked teen social media users if they ever had an experience specifically *on a social network site* that made them feel good about themselves, and 65% said they had this kind of positive interaction. Full report, "Teens, Kindness and Cruelty on Social Network Sites," available at: http://www.pewinternet.org/Reports/2011/Teens-and-social-media.aspx

Again, a teen's age is closely associated with this kind of positive outcome from online experience. While 37% of online teens ages 14-17 reported having an experience online that made them feel closer to another person, just 23% of online teens ages 12-13 said they had this experience. Girls and boys are equally as likely to report online experiences that made them feel closer to someone else, and once again, there were no notable differences across socioeconomic groups.

Online teens living in urban areas are less likely than those living in suburban areas to say they had an online experience that made them feel closer to another person (28% vs. 39%).

39% of online teens say they have met someone online who became a good friend.

Four in ten online teens say they have met someone online who later became a good friend. African-American teens are more likely than white teens to report meeting good friends online; 54% of African-American teen internet users say they have met a good friend online compared with 35% of white teens. Boys and girls are equally likely to report meeting good friends online, but older online teens ages 14-17 are more likely than younger teens to say they have met a close friend online (42% vs. 32%). Teens living in the lowest-income households (earning less than $30,000 per year) are more likely than those living in the higher-income households (earning $50,000 or more per year) to say that they have met a good friend online (53% vs. 30%). Internet-using teens living in rural areas are more likely than those living in suburban areas to say that they have met a good friend online (50% vs. 36%).

Positive experiences online

% of teen internet users who have had the following positive experiences online …

	Total teens	Sex		Age		Urbanity		
		Boys	Girls	12-13	14-17	Urban	Suburban	Rural
n=	778	395	383	234	544	268	399	99
		(a)	(b)	(a)	(b)	(a)	(b)	(c)
Had experience that made you feel good about yourself	52	51	53	39	58[a]	44	55[a]	61[a]
Met someone online who became a good friend	39	40	36	32	42[a]	39	36	50[b]
Had experience that made you feel closer to someone	33	34	32	23	37[a]	28	39[a]	27

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen internet users is +/- 4.6 percentage points.

Note: Rows marked with a superscript letter ([a]) indicate a statistically significant difference between that column and the column designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

4% of teens have posted something online that caused problems for them or a family member, or got them in trouble at school.

Teens' experiences online are not always positive. A small percentage of teens have engaged in online activities that had negative repercussions for them or their family.

Teens post an enormous amount of content online—on social media sites, in forums, on blogs, and in comments. In a small percentage of cases, the posting of that content has unfortunate consequences.[50] Four percent of teen internet users between the ages of 12 and 17 say they have shared sensitive information online that later caused a problem for themselves or other members of their family. A similar number of teens (4%) have posted information online that got them in trouble at school.

Older teens ages 14-17 are more likely than younger teens (6% vs. 2%) to say that they've shared sensitive information that later had consequences for them or a family member. Older girls are the most likely to report this, with 7% of older girls saying they've posted material that caused problems for them or their family, compared with 1% of younger girls. African-American youth (10%) are more likely to report that they have posted something that got them in trouble at school than white youth, of whom 3% say they've gotten in trouble at school because of an online posting. Teens with parents who use social network sites are also more likely to say that they've gotten in trouble at school because of something posted online. Note that we do not know whether the parent was using social media or was friends with the child at the time of the incident the teen describes.

(Table below)

[50] It should also be noted here that there may be consequences of sharing that the teen is unaware of. For instance, data from Kaplan Test Prep's 2012 survey of college admissions officers reported that schools are "increasingly discovering information on Facebook and Google that negatively impact applicants' acceptance chances."

Other experiences online

% of teen internet users who have had the following experiences online …

	Total teens	Sex		Age		Urbanity		
		Boys	Girls	12-13	14-17	Urban	Suburban	Rural
n=	778	395	383	234	544	268	399	99
		(a)	(b)	(a)	(b)	(a)	(b)	(c)
Said you were older than you are	39	46[b]	32	38	40	34	43	35
Received inappropriate advertising	30	29	30	24	32	29	29	26
Been contacted in a way that made you scared or uncomfortable	17	10	24[a]	15	17[a]	14	17	24
Shared information that caused a problem for yourself or family	4	4	5	2	6[a]	4	4	6
Posted something that got you in trouble at school	4	4	3	4	3	4	2	7

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen internet users is +/- 4.6 percentage points.

Note: Rows marked with a superscript letter ([a]) indicate a statistically significant difference between that column and the column designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Large numbers of youth have lied about their age in order to gain access to websites and online accounts.

In 2011, we reported that close to half of online teens (44%) admitted to lying about their age at one time or another so they could access a website or sign up for an online account. In the latest survey, 39% of online teens admitted to falsifying their age in order gain access to a website or account, a finding that is not significantly different from the previous survey.[51]

Age falsification was reported among teens of every age, with no statistically significant variation across age groups.[52] However, there is special interest in the activities of the youngest teen internet users, who are subject to special protections afforded by the Children's Online Privacy Protection Act (COPPA). Under COPPA, companies that have knowledge of users under age 13 on their site are required to get verifiable parental consent for the collection of any personal information from that child. For this reason, many general audience websites that collect personal information from their users (such as Facebook and YouTube) require that users be at least 13 years old. In the current survey, 36% of online

[51] For more context regarding our prior research on this topic, see: http://www.pewinternet.org/Reports/2011/Teens-and-social-media/Part-3/COPPA.aspx

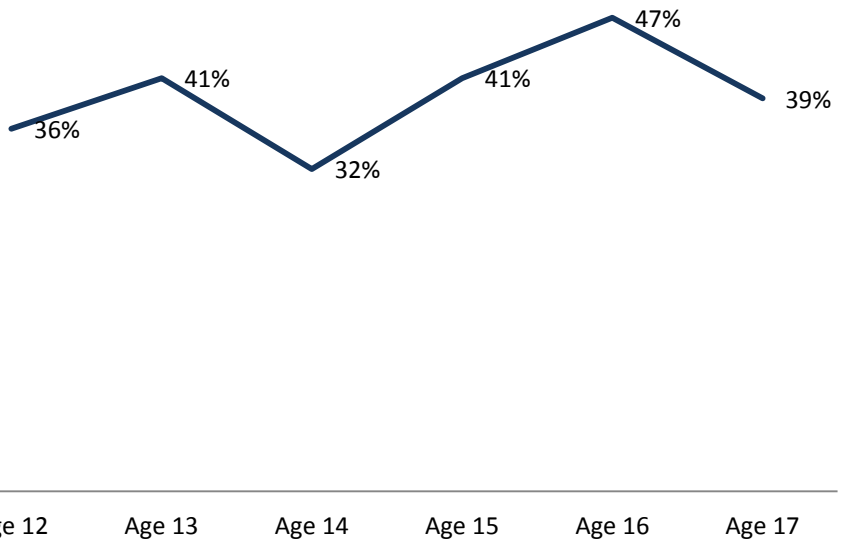
[52] In the current survey, boys were more likely than girls to admit to lying about their age to access a website or account (46% vs. 32%). This represents a departure from the findings in our 2011 survey, in which there were no notable differences by gender. However, the question asked in 2011 included the prompt "such as for email or a social networking site," which may have influenced this variation.

teens who are 12 years old admitted to falsifying their age in order to gain access to a website or account.

Across all socioeconomic groups and geographic locations, teens are equally as likely to report lying about their age to gain access to websites and online accounts.

Lying about age, by age

% of teen internet users who have lied about their age online, by age



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen internet users is +/- 4.6 percentage points.

Close to one in three online teens say they have received online advertising that was clearly inappropriate for their age.

Exposure to inappropriate advertising online is one of the many risks that parents, youth advocates, and policy makers are concerned about, but little is known about how often teens encounter online ads that they feel are intended for more (or less) mature audiences.[53] In the latest survey, 30% of online teens said they had received online advertising that was "clearly inappropriate" for their age. However, what constitutes inappropriate content was defined by the teen respondent. Teen respondents could have encountered something as innocuous as an advertisement intended for retirees or it could have been something that they deemed was too violent or sexually explicit. Teens are equally as likely to say they encounter inappropriate advertising, regardless of their age, sex, socioeconomic status, or geographic location.

[53] For a more detailed discussion of the risks that youth advocates and policy makers have been focused on in recent years, see: "Youth Safety on a Living Internet," a report of the NTIA Online Safety and Technology Working Group. Available at: http://www.ntia.doc.gov/legacy/reports/2010/OSTWG_Final_Report_060410.pdf

Previously released findings from this survey show that parents are broadly concerned about advertisers' access to their children's information online; 81% of parents of online teens say they are concerned about how much information advertisers can learn about their child's online behavior, with some 46% being "very" concerned.[54]

One in six online teens say they have been contacted online by someone they did not know in a way that made them feel scared or uncomfortable.

Another major concern around the safety of teens online relates to the extent to which they receive unwanted contact from people they do not know. In the current survey, 72% of parents of online teens said they were concerned about how their child interacts online with people they do not know, with some 53% of parents being "very" concerned. Unwanted contact from strangers is relatively uncommon, but 17% of online teens report some kind of contact that made them feel scared or uncomfortable.[55]

Gender is strongly associated with unwanted contact online; online girls are more than twice as likely as boys to report contact from someone they did not know that made them feel scared or uncomfortable (24% vs. 10%). Teens from all socioeconomic backgrounds and geographic areas are equally as likely to report contact from an unknown person that made them feel scared or uncomfortable.

Among social media users, teens who have experienced some kind of unwanted contact online that made them feel scared or uncomfortable are among the most likely to say that they limit what certain friends can see on their profile. These teens are more likely than those who have not had experienced unwanted contact to say that they limit what certain friends can see on their profile (35% vs. 14%).

[54] Findings for the questions that were asked of parents in this survey were released in the November 2012 report, "Parents, Teens and Online Privacy," available at: http://www.pewinternet.org/Reports/2012/Teens-and-Privacy.aspx

[55] This question does not reference sexual solicitations and could include an array of contact that made the teen feel scared or uncomfortable. However, studies that do examine trends in unwanted sexual solicitations point to a decline in unwanted sexual solicitations between 2000 and 2010. See Lisa M. Jones, et al.: "Trends in Youth Internet Victimization: Findings From Three Youth Internet Safety Surveys 2000-2010."

Methods

Focus Groups

In collaboration with the Berkman Center for Internet & Society at Harvard, this report includes quotes gathered through a series of exploratory in-person focus group interviews about privacy and digital media, with a focus on social media sites, conducted by the Berkman Center's Youth and Media Project between February and April 2013. The team conducted 24 focus group interviews with a total of 156 participants across the greater Boston area, Los Angeles, Santa Barbara (California), and Greensboro (North Carolina) beginning in February 2013. Each focus group interview lasted 90 minutes, including a 15-minute questionnaire completed prior to starting the interview, consisting of 20 multiple-choice questions and 1 open-ended response.

Although the research sample was not designed to constitute representative cross-sections of particular population(s), the sample includes participants from diverse ethnic, racial and economic backgrounds. Participants ranged in age from 11 to 19. The mean age of participants is 14.5. Groups of three to eight participants were divided into age cohorts of 11-14, 14-16, and 16-19 for interviews. Females comprised 55% of participants, males 41%, and 4% chose not to reply. Half of the focus group participants (50%) were Hispanic, Latino, or of Spanish origin; 33% were white; 13% were black or African-American; 2% were Asian or Asian-American; 1% were American Indian or Alaskan Native; and 1% self-identified as other. Although we tried to assess participants' socioeconomic status based on self-identification of their parents' highest educational achievement, too many participants indicated uncertainty or no knowledge of this to allow for confidence in this metric. However, as we recruited from schools serving students primarily of lower socio-economic status in Los Angeles and Boston, we estimate that at least half of our sample draws from underserved populations.

In addition, two online focus groups of teenagers ages 12-17 were conducted by the Pew Internet Project from June 20-27th, 2012 to help inform the survey design. The first group was with 11 middle schoolers ages 12-14, and the second group was with 9 high schoolers ages 14-17. Each group was mixed gender, with some racial, socio-economic and regional diversity. The groups were conducted as an asynchronous threaded discussion over three days using the Qualboard platform and the participants were asked to log in twice per day. All references to these findings are referred to as "online focus groups" throughout the report.

2012 Teens and Privacy Management Survey

Prepared by Princeton Survey Research Associates International
for the Pew Research Center's Internet and American Life Project

October 2012

SUMMARY

The 2012 Teens and Privacy Management Survey sponsored by the Pew Research Center's Internet and American Life Project obtained telephone interviews with a nationally representative sample of 802 teens aged 12 to 17 years-old and their parents living in the United States. The survey was conducted by Princeton Survey Research Associates International. The interviews were done in English and Spanish by Princeton Data Source, LLC from July 26 to September 30, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±4.5 percentage points.

The Berkman Center at Harvard Law School lead the qualitative data collection effort for this project. Berkman staff (sometimes jointly with the Internet Project) conducted 24 focus group interviews with a total of 137 participants across the greater Boston area, Los Angeles, Santa Barbara, and Greensboro, North Carolina beginning in February 2013. Each focus group interview lasted 90 minutes, including a 15-minute questionnaire completed prior to starting the interview, consisting of 20 multiple-choice questions and 1 open-ended response.

Although the research sample was not designed to constitute representative cross-sections of particular population(s), the sample includes participants from diverse ethnic, racial and economic backgrounds. Participants ranged in age from 11 to 19. The mean age of participants is 14.8. Groups of three to eight participants were divided into age cohorts of 11-14, 14-16, and 16-19 for interviews. Females comprised 58% of participants and males 42%. A majority of participants (54%) were Hispanic, Latino, or of Spanish origin. Of the participants not of Hispanic, Latino or Spanish origin, 66% were white, 27% were African-American or African-American, 2% were Asian or Asian-American, 2% were American Indian or Alaskan Native, 2% self-identified as other, and 1% left the question unanswered. Although we tried to assess participants' socioeconomic status based on self-identification of their parents' highest educational achievement, too many participants indicated uncertainty or no knowledge of this to allow for confidence in this metric. However, as we recruited from schools serving students primarily of lower socio-economic status in Los Angeles and Boston, we estimate that at least half of our sample draws from underserved populations.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all teens and their parents in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Both samples were disproportionately stratified to increase the incidence of African Americans and Latinos. The same stratification scheme was used for both sample frames and was based on the estimated incidence of minority groups at the county level. All counties in the United States were divided into ten strata based on the estimated proportion of African American and Latino populations. Strata with higher minority densities were oversampled relative to strata with lower densities. Phone numbers were drawn with equal probabilities within strata. The disproportionate sample design was accounted for in the weighting.

To supplement the fresh RDD sample, interviews were also completed among a sample of parents who recently participated in the PSRAI Weekly Omnibus survey. Table 1 shows a breakdown of the number of interviews completed by sample segment.

Table 1. Sample Segments

Segment	# of ints.
Fresh RDD landline	267
Fresh RDD cell	134
Callback landline	265
Callback cell	136

Contact Procedures

Interviews were conducted from July 26 to September 30, 2012. As many as 7 attempts were made to contact and interview a parent at every sampled landline telephone number and as many as five attempts were made to contact and interview a parent at every sampled cell number. After the parent interview, an additional 10 calls were made to interview an eligible teen. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each telephone number received at least one daytime call in an attempt to complete an interview.

Contact procedures were slightly different for the landline and cell samples. For the landline samples, interviewers first determined if the household had any 12 to 17 year-old residents. Households with no teens were screened-out as ineligible. In eligible households, interviewers first conducted a short parent interview with either the father/male guardian or mother/female guardian. The short parent interview asked some basic household demographic questions as well as questions about a particular teen in the household (selected at random if more than one teen lived in the house.)

For the cell phone samples, interviews first made sure that respondents were in a safe place to talk and that they were speaking with an adult. Calls made to minors were screened-out as ineligible. If the person was not in a safe place to talk a callback was scheduled. Interviewers then asked if any 12 to 17 year-olds lived in their household. Cases where no teens lived in the household were screened-out as ineligible. If there was an age-eligible teen in the household, the interviewers asked if the person on the cell phone was a parent of the child. Those who were parents went on to complete the parent interview. Those who were not parents were screened-out as ineligible.

For all samples, after the parent interview was complete an interview was completed with the target child. Data was kept only if the child interview was completed.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for patterns of nonresponse and disproportionate sample designs that might bias survey estimates. This sample was weighted in three stages. The first stage of weighting corrected for the disproportionate RDD sample designs. For each stratum the variable WT1 was computed as the ratio of the size of the sample frame in the stratum divided by the amount of sample ordered in the stratum. For the callback samples, the weights from the original surveys was brought in and used as WT1.

The second stage of weighting involved correcting for different probabilities of selection based on respondents' phone use patterns. Respondents who have both a landline and a cell phone have a greater chance of being sampled than respondents with access to only one kind of phone. To correct for this we computed a variable called PUA (Phone Use Adjustment). The PUA was computed using the following formula where n1 is the number of respondents having only one kind of phone (landline or cell, but not both) and n2 is the number of respondents have both a landline and a cell phone.

$$PUA = \frac{2(n1 + n2)}{2n1 + n2} \; if \; respondent \; has \; only \; one \; kind \; of \; phone$$

$$PUA = \frac{(n1 + n2)}{2n1 + n2} \; if \; respondent \; has \; both \; kinds \; of \; phone$$

WT1 and PUA were then multiplied together to use as an input weight (WT2) for post-stratification raking

The interviewed sample was raked to match national parameters for both parent and child demographics. The parent demographics used for weighting were: sex; age; education; race; Hispanic origin; number of 12-17 year olds in household; number of adults in the household; phone use and region (U.S. Census definitions). The child demographics used for weighting were gender and age. The parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The phone use parameter was derived from recent PSRAI survey data.

Raking was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 2 compares weighted and unweighted sample distributions to population parameters.

Table 2: Sample Demographics

	Parameter	Unweighted	Weighted
Census Region			
Northeast	17.8	13.8	17.1
Midwest	22.2	21.2	21.0
South	36.0	36.9	36.8
West	24.0	28.1	25.1
Parent's Sex			
Male	43.3	35.5	41.2
Female	56.7	64.5	58.8
Parent's Age			
LT 35	10.3	6.5	9.9
35-39	18.1	12.7	17.7
40-44	25.6	21.4	24.6
45-49	24.4	24.2	25.0
50-54	14.6	21.1	15.0
55+	7.1	14.2	7.8
Parent's Education			
Less than HS grad.	12.7	6.4	11.7
HS grad.	33.5	24.2	31.8
Some college	23.3	24.0	24.2
College grad.	30.5	45.4	32.2
Parent's Race/Ethnicity			
White~Hispanic	63.0	68.0	63.3
Black~Hispanic	11.2	15.3	12.0
Hispanic, native born	6.7	4.5	6.4
Hispanic, foreign born	12.5	7.0	11.8
Other~Hispanic	6.5	5.1	6.6
Parent's Phone Use			
Landline only	7.8	6.7	8.0
Dual Users	59.8	78.4	62.4
Cell Phone only	33.1	14.8	29.6
# of 12-17 Kids in HH			
One	70.2	64.5	69.0
Two	25.2	27.4	25.9
Three+	4.6	8.1	5.1
# of adults in HH			
One	10.5	13.0	11.5
Two	58.6	58.6	57.7
Three+	30.9	28.4	30.8

(Continued…)

Table 2: Sample Demographics (continued)

	Parameter	Unweighted	Weighted
Kid's Sex			
Male	51.3	50.5	51.0
Female	48.7	49.5	49.0
Kid's Age			
12	16.7	14.1	15.6
13	16.7	16.6	17.1
14	16.7	15.6	16.0
15	16.7	16.8	17.3
16	16.7	19.3	17.4
17	16.7	17.6	16.6

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.69.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, w_i as:

$$deff = \frac{n\sum_{i=1}^{n} w_i^2}{\left(\sum_{i=1}^{n} w_i\right)^2} \qquad \textit{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect ($\sqrt{deff}$). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \qquad \textit{formula 2}$$

where $\hat{p}$ is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±4.5 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 4.5 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

Response Rate

Table 3 reports the disposition of all sampled callback telephone numbers ever dialed. The response rate is calculated according to American Association of Public Opinion Research standards.

Table 3:Sample Disposition

Landline Fresh RDD	Cell Fresh RDD	LL Callback	Cell Callback	
267	134	265	136	I=Completes
17	9	9	10	R=Refusal known to be eligible
11197	14226	501	448	UO_R=Refusal eligibility status unknown
4733	8666	56	63	NC=Non contact known working number
211	108	2	3	O=Other
54721	17757	126	98	OF=Business/computer/not working/child's cell phone
4960	1043	10	1	$UHUO_{NC}$=Non-contact - unknown household/unknown other
3383	3475	89	101	SO=Screenout
0.31	0.61	0.88	0.89	e1=(I+R+UO_R+NC+O+SO)/(I+R+UO_R+NC+O+SO+OF) - Assumed working rate of non-contacts
0.08	0.04	0.75	0.59	e2=(I+R)/(I+R+SO) - Assumed eligibility of unscreened contacts
16.1%	**12.4%**	**37.7%**	**30.2%**	**AAPOR RR3=I/[I+R+[e2*(UOR+NC+O)]+[e1*e2*$UHUO_{NC}$]]**

Survey Questions

Teens and Privacy Management Survey 2012 EXCERPT

Data for July 26–September 30, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n= 802 parents of 12-17 year olds and 802 teens ages 12-17
Interviewing dates: 07.26.2012 – 09.30.2012

Margin of error is plus or minus 4.5 percentage points for results based on total parents [n=802]
Margin of error is plus or minus 4.5 percentage points for results based on total teens [n=802]
Margin of error is plus or minus 4.6 percentage points for results based on total teens [n=781]
Margin of error is plus or minus 4.6 percentage points for results based on teen internet users [n=778]
Margin of error is plus or minus 5.1 percentage points for results based on teen SNS or Twitter users [n=632]
Margin of error is plus or minus 5.3 percentage points for results based on teens with a Facebook account [n=588]
Margin of error is plus or minus 9.4 percentage points for results based on teens with a Twitter account [n=180]

PARENT INTERVIEW

[READ TO ALL PARENTS:] In this survey, we'd like to first briefly interview you, and then, at a convenient time, interview [your teenager / one of your teenage children]. This nationwide survey is being conducted by a non-profit organization to learn more about some important topics facing American families today. Your family's opinions are very important to us, and the survey only takes a few minutes. We are not selling anything.

Here's my first question...

Q1 Do you ever use a social networking site like Facebook or Twitter?[56]

CURRENT PARENTS %		JULY 2011[i]
66	Yes	58
33	No	28
*	Do not use the internet (VOL.)	13
0	Don't know	*
0	Refused	*

[56] July 2011 question wording was slightly different: "Do you ever use an online social networking website like LinkedIn or Facebook?" Trend was asked of parent internet users [N=717]. Trend results shown here are based on Total parents.

Q2 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

CURRENT PARENTS	
%	
23	Most people can be trusted
72	You can't be too careful
4	It depends (VOL.)
1	Don't know
*	Refused

[READ TO ALL PARENTS:] And now I have some questions about your [AGE]-year old child...

Q3 Does your [AGE]-year old [INSERT: (boy) / (girl)] use the internet, either on a computer or a cell phone?[57]

CURRENT PARENTS		JULY 2011	NOV 2007[ii]	NOV 2006[iii]	NOV 2004[iv]
%					
96	Yes	93	85	80	80
4	No	6	15	20	20
0	Don't know	1	1	1	*
0	Refused	*	--	--	--

Q4 Does this child use a social networking site like Facebook or Twitter?[58]

Based on parents of teen internet users

CURRENT PARENTS		JULY 2011	NOV 2006
%			
78	Yes	75	49
20	No	22	45

[57] November 2007 and earlier, trend question wording was: "Does this child ever use the Internet or go online to send and receive email?"

[58] July 2011 question wording was: "Does this child use an online social network like Facebook or MySpace?" November 2006 question wording was: "Do you happen to know if your child has a personal profile posted anywhere on the internet, like on a social networking site like MySpace or Facebook?"

2	Don't know	3	6
0	Refused	*	0
[n=781]		[n=759]	[n=790]

Q5 Still thinking about your child's use of technology... Have you ever [INSERT ITEM; RANDOMIZE]?

	YES	NO	DON'T KNOW	REFUSED
Items A thru C: Based on parents of teen internet users				
a. Read a privacy policy for a website or social network site your child was using				
Current Parents [N=781]	44	55	1	*
b. Searched for your child's name online to see what information is available about them				
Current Parents	42	57	*	0
c. Used parental controls or other means of blocking, filtering or monitoring your child's online activities				
Current Parents	50	50	0	0
July 2011 [N=759]	54	45	1	0

Q5 continued...

Q5 continued...

	YES	NO	DON'T KNOW	REFUSED
Items D & E: Based on parents of teen SNS users				
d. Helped your child set up privacy settings for a social network site				
Current Parents [N=595]	39	60	*	0
e. Talked with your child because you were concerned about something posted to their profile or account				
Current Parents	59	41	*	*
Item F: Based on parent SNS users whose teen also uses SNS				
f. Commented or responded directly to something posted on your child's social network profile or account				
Current Parents [N=415]	50	50	0	0

Q6 In addition to the ways the internet and cell phones are useful for teens like yours, some parents have concerns about technology. For each of the following, please tell me how concerned, if at all, you are about these issues. (First,) what about... [INSERT ITEM; RANDOMIZE]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Are you very, somewhat, not too or not at all concerned?]

Based on parents of teen internet users [N=781]

	VERY	SOME-WHAT	NOT TOO	NOT AT ALL	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a. How your child manages their reputation online	49	20	16	15	n/a	*	*
b. How much information advertisers can learn about your child's online behavior	46	35	12	7	n/a	*	*
c. How your child interacts online with people they do not know	53	19	10	9	8	*	*
d. How your child's online activity might affect their future academic or employment opportunities	44	26	18	11	n/a	1	1

[READ TO ALL PARENTS:] Just a few more questions for statistical purposes only…

The demographic questions are not reported in this topline.

Those are all the questions I have for you. We would also like to get your child's opinion on some of the things we've been talking about. May I please speak with your [AGE]-year old [INSERT: son/daughter] now?

[IF PARENT ASKS WHO IS SPONSORING SURVEY, READ: This survey is sponsored by a non-profit organization, the Pew Research Center's Internet and American Life Project. (IF NEEDED: A report on this survey will be issued by the Pew Internet Project in a few months and you will be able to find the results at its web site, which is www.pewinternet.org.)]

KIDS02a How old is this child who is between the ages of 12 and 17?

KIDS02b Thinking about the (YOUNGEST/OLDEST/MIDDLE) of the children living in your home who are between the ages of 12 and 17, how old is this child?

	CURRENT PARENTS
%	
16	12 years old
17	13 years old
16	14 years old
17	15 years old
17	16 years old
17	17 years old

KIDS03a And is this teenager a boy or a girl?

KIDS03b Is this child a boy or a girl?

	CURRENT PARENTS
%	
51	Boy
49	Girl

TEEN INTERVIEW

Hello, my name is _____ and I am calling for Princeton Survey Research. We are conducting a short survey about things you do every day, from using the Internet to school activities and talking with friends. Your opinions are very important to us. And there are no right answers or wrong answers. Everything you say is completely confidential: we will not use your name in any way (and we will not share your answers with anyone, including your parents). [IF NECESSARY: We have talked to one of your parents on (INSERT PARENT INTERVIEW DATE) and they have given us permission to talk to you.]

KINTUSE Do you use the internet or email, at least occasionally?
KINTMOB Do you access the internet on a cell phone, tablet or other mobile device, at least occasionally?[59]

	USES INTERNET	DOES NOT USE INTERNET
Current Teens	95	5
July 2011	95	5
Sept 2009[v]	93	7
Feb 2008[vi]	93	7
Nov 2007	94	6
Nov 2006	93	7
Nov 2004	87	13

K1 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

CURRENT TEENS %	
25	Most people can be trusted
65	You can't be too careful
7	It depends (VOL.)
3	Don't know
*	Refused

[59] Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" Trend question from Nov 2006 thru Sept 2009 was "Do you use the internet, at least occasionally? / Do you send or receive email, at least occasionally?" Trend question in July 2011 was "Do you use the internet, at least occasionally, for example on either a computer or a cell phone? / Do you send or receive email, at least occasionally?"

K2 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have…[INSERT ITEMS IN ORDER]?

		YES	NO	DON'T KNOW	REFUSED
a.	A cell phone… or an Android, iPhone or other device that is also a cell phone[60]				
	Current Teens	78	22	0	0
	July 2011	77	23	0	0
	September 2009	75	25	0	0
	February 2008	71	29	0	--
	November 2007	71	29	0	--
	November 2006	63	37	0	--
	November 2004	45	55	0	--
b.	A desktop or laptop computer[61]				
	Current Teens	80	20	0	0
	July 2011	74	26	0	0
	September 2009	69	31	0	0
	February 2008	60	40	0	--
	November 2007	59	41	0	--
	November 2006	79	21	0	--
	November 2004	75	24	1	--
c.	A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire				
	Current Teens	23	77	0	0

K2a_1 Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone, such as an iPhone or Android, or are you not sure?[62]

Based on teen cell phone owners

CURRENT TEENS		JULY 2011
%		
47	Yes, smartphone	30
49	No, not a smartphone	56

[60] Prior to 2009, trend wording was "A cell phone". Item wording in September 2009 and July 2011 was: "A cell phone… or a Blackberry, iPhone or other device that is also a cell phone"

[61] In November 2004 and November 2006, "desktop computer" and "laptop computer" were asked as separate items. Results shown here have been recalculated to combine the two items.

[62] July 2011 wording was: "Is that a smartphone or not… or are you not sure?"

4	Not sure/Don't know	14
0	Refused	0
[n=637]		[n=642]

K2b_1 Is there a computer that you can use at home?

Based on teens who do not have a computer

CURRENT TEENS		JULY 2011
%		
67	Yes	63
33	No	37
0	Don't know	0
0	Refused	0
[n=161]		[n=175]

K3 Thinking about the computer you use most often, do your parents, siblings or other members of your family share that computer with you?

Based on teens who have a computer or have access to one [N=764]

CURRENT TEENS	
%	
71	Yes
29	No
0	Don't know
0	Refused

There is no K4.

K5 We're interested in the kinds of things you do when you use the internet. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever…[INSERT ITEM; RANDOMIZE]?

Based on teen internet users

	YES	NO	(VOL.) CAN'T DO THAT / DON'T KNOW HOW	DON'T KNOW	REFUSED
a. Use a social networking site like Facebook[63]					
Current Teens [N=778]	81	19	0	0	0
July 2011 [N=770]	80	20	0	*	0
September 2009 [N=746]	73	27	n/a	0	0
February 2008 [N=1,033]	65	35	n/a	0	0
November 2007 [N=664]	60	40	n/a	0	0
November 2006 [N=886]	55	45	n/a	0	0
b. Use Twitter					
Current Teens	24	76	0	0	0
July 2011	16	84	0	0	0
September 2009	8	91	n/a	1	0
c. Share videos of yourself online					
Current Teens	15	85	0	*	0
d. Share photos of yourself online					
Current Teens	62	37	*	0	0

[63] For Feb. 2008, Sept. 2009 and July 2011, item wording was: "Use an online social networking site like MySpace or Facebook"

In November 2007, teens were asked whether they personally had an SNS profile, rather than if they ever use an SNS site. Item wording was "A profile on a social networking website like MySpace or Facebook." Item was asked of Total Teens. Results shown here are for teen internet users only.

In November 2006, teens were asked whether they personally had ever created an SNS profile, rather than if they ever use an SNS site. Question wording was "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"

[READ TO TEEN INTERNET USERS OR TEENS WHO HAVE A CELL PHONE OR TABLET:] Now, on another subject…

K6 On which social network site or sites do you have a profile or account?[64]

Based on teen SNS or Twitter users

	CURRENT TEENS		JULY 2011
%	94	Facebook	93
	26	Twitter	12
	11	Instagram	n/a
	7	MySpace	24
	7	Youtube	6
	5	Tumblr	2
	3	Google Plus	n/a
	2	Yahoo-unspecified	7
	1	Pinterest	n/a
	1	Meet Me	n/a
	1	Gmail	n/a
	*	My yearbook	2
	0	Foursquare	n/a
	0	Spotify	n/a
	0	Flickr	0
	n/a	Skype	2
	n/a	Google Buzz	1
	n/a	UStream	0
	6	Other (SPECIFY)	8
	1	Don't have my own profile or account on a social network site	1
	0	Don't know	1
	*	Refused	0
	[n=632]		[n=623]

Note: Total may exceed 100% due to multiple responses.

[64] July 2011 wording was: "On which social networking site or sites do you have an account?"

K7 Which social network site or account do you use most often? [PRECODED OPEN-END; FIRST RESPONSES ONLY][65]

Based on teen SNS or Twitter users

	CURRENT TEENS		NOV 2006
%	81	Facebook	7
	7	Twitter	n/a
	3	Instagram	n/a
	1	Youtube	*
	1	Tumblr	n/a
	1	Google Plus	n/a
	*	Yahoo-unspecified	n/a
	*	My yearbook	0
	*	Pinterest	n/a
	*	Gmail	n/a
	0	MySpace	85
	0	Foursquare	n/a
	0	Spotify	n/a
	0	Meet Me	n/a
	0	Flickr	0
	1	Other (SPECIFY)	6
	2	Use all my social network profiles/accounts equally	n/a
	1	Don't have my own profile or account on a social network site	n/a
	*	Don't know	2
	*	Refused	--
	[n=632]		[n=487]

[65] Question was asked only of those who gave two or more responses in K6. Results shown here include teens who only gave one response in K6.

Nov 2006 question was asked of teens who have a profile online, with the following question wording: "Where is the profile you use or update most often?"

K8 About how often do you visit social networking sites? [READ 1-6][66]

Based on teen SNS or Twitter users

	CURRENT TEENS		JULY 2011	NOV 2006
%	42	Several times a day	40	22
	25	About once a day	24	26
	12	3 to 5 days a week	13	17
	9	1 to 2 days a week	12	15
	5	Every few weeks	6	9
	7	Less often	5	11
	*	(DO NOT READ) Don't know	0	*
	0	(DO NOT READ) Refused	*	--
	[n=632]		[n=623]	[n=493]

KFB1 Thinking only about your Facebook profile… How many friends do you have in your network? [IF NECESSARY: Just your best guess is fine.]

Based on teens who have a Facebook account [N=588]

	CURRENT TEENS	
%		
	*	No friends
	19	1-100
	24	101-250
	28	251-500
	27	More than 500
	2	Don't know
	*	Refused

[66] Nov 2006 question was asked of teen SNS users

KFB2 Thinking about who is in your Facebook network, are you friends with or otherwise connected to... [INSERT ITEM; RANDOMIZE; ITEM h ALWAYS LAST]? How about [INSERT NEXT ITEM]? [READ IF NECESSARY: Are you friends with or otherwise connected to [ITEM] on Facebook?]

Based on teens who have a Facebook account [N=588]

		YES	NO	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a.	Your parents	70	29	n/a	1	*
b.	Your brothers or sisters	76	18	6	0	*
c.	Extended family	91	8	n/a	1	*
d.	Friends at school	98	2	n/a	*	*
e.	Other friends that don't go to your school	89	11	0	0	*
f.	Teachers or coaches	30	70	n/a	0	*
g.	Celebrities, musicians or athletes	30	70	n/a	0	*
h.	Other people you have never met in person	33	66	*	1	*

KFB3 Still thinking about Facebook... When, if ever, was the last time you checked your privacy settings on that profile? [READ CATEGORIES ONLY IF NECESSARY]

Based on teens who have a Facebook account [N=588]

	CURRENT TEENS
%	
	30 Sometime in the past 7 days
	31 Sometime in the past 30 days
	17 Sometime in the past 12 months
	6 When you first created your profile
	5 You have never checked them
	12 You don't know or you can't remember
	* Refused (VOL.)

KFB4 Still thinking about your Facebook profile… Is your profile set to public so that everyone can see it… is it partially private, so that friends of friends or your networks can see it... or is it private, so that only your friends can see?[67]

Based on teens who have a Facebook account

	CURRENT TEENS	
%	14	Public
	25	Partially private
	60	Private (friends only)
	1	Don't know
	*	Refused

[n=588]

KFB7 On your Facebook profile, do you limit what certain friends can and cannot see, or can all your friends see the same thing?[68]

Based on teens who have a Facebook account

	CURRENT TEENS	
%	18	Limit what certain friends can see
	81	All friends see the same thing
	1	Don't know
	*	Refused

[n=588]

[67] July 2011 question was asked of teen SNS or Twitter users with the following wording: "Thinking about the profile you use most often... Is your profile set to public so that everyone can see it... is it partially private, so that friends of friends or your networks can see it... or is it private, so that only your friends can see?"

[68] July 2011 question was asked of teen SNS or Twitter users whose SNS profile is at least partially private, with the following wording: "On your private profile, do you limit what certain friends can and cannot see, or can all your friends see the same thing?"

KFB8 What about your parents? Do you sometimes limit what your parents can see on your Facebook profile, or do your parents and friends always see the same thing?

Based on teens who have a Facebook account [N=588]

	CURRENT TEENS	
%	5	Limit what parents can see
	85	Parents and friends see the same thing
	9	Parents do not use Facebook (VOL.)
	*	Don't know
	1	Refused

KFB9 Overall, how difficult is it to manage the privacy controls on your Facebook profile? Is it very difficult, somewhat difficult, not too difficult or not difficult at all?

Based on teens who have a Facebook account [N=588]

	CURRENT TEENS	
%	*	Very difficult
	8	Somewhat difficult
	33	Not too difficult
	56	Not difficult at all
	2	Do not use privacy settings (VOL.)
	1	Don't know
	*	Refused

[READ TO TEENS WHO HAVE A TWITTER ACCOUNT:] Now I'd like to ask you some questions specifically about Twitter...

KTW1 How many people follow you on Twitter? [IF NECESSARY: Just your best guess is fine.]

Based on teens who have a Twitter account [N=180]

	CURRENT TEENS
	%
No followers	4
1-10	22
11-50	18
51-100	20
More than 100	34
Don't know	2
Refused	*

KTW2 Are your tweets currently private or public?

Based on teens who have a Twitter account [N=180]

	CURRENT TEENS
	%
Private	24
Public	64
Don't know	12
Refused	*

There is no K9.

K10 Thinking about the ways people might use social networking sites... Do you ever... [INSERT ITEMS IN ORDER]?

Based on teen SNS or Twitter users [N=632]

	YES, DO THIS	NO, DO NOT	DON'T KNOW	REFUSED
a. Delete people from your network or friends' list	74	26	0	0
b. Remove your name from photos that have been tagged to identify you	45	54	*	0
c. Delete comments that others have made on your profile or account	53	46	1	0
d. Delete or edit something that you posted in the past	59	41	1	0
e. Post updates, comments, photos or videos that you later regret sharing	19	81	0	0
f. Set up your profile or account so that it automatically includes your location on your posts	16	82	1	0
g. Post fake information like a fake name, age or location to help protect your privacy	26	74	0	0
h. Share inside jokes or coded messages that only some of your friends would understand	58	42	*	*
i. Block people	58	42	*	*
j. Delete or deactivate a profile or account	31	69	*	0

K11 Next, we'd like to know if you have posted the following kinds of information to the profile or account you use most often, or not. You can just tell me yes or no. If something doesn't apply to you, just say so and I'll move on to the next item. (First/Next)...[INSERT ITEM; RANDOMIZE]. Is this posted to your profile or account, or not?[69]

Based on teen SNS or Twitter users

		YES	NO	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a.	A photo of yourself					
	Current Teens [N=632]	91	9	*	0	0
	Nov 2006 [N=487]	79	21	*	*	--
b.	Your real name					
	Current Teens	92	8	*	*	0
c.	Your birthdate					
	Current Teens	82	18	*	*	0
d.	Your relationship status					
	Current Teens	62	37	1	1	0
e.	Your school name					
	Current Teens	71	27	1	1	0
	Nov 2006	49	50	1	*	--
f.	Your cell phone number					
	Current Teens	20	76	3	1	0
	Nov 2006	2	96	2	*	--
g.	Your email address					
	Current Teens	53	44	*	2	1
	Nov 2006	29	70	*	1	--
h.	The city or town where you live					
	Current Teens	71	27	1	1	0
	Nov 2006	61	39	0	1	--
i.	Videos of you					
	Current Teens	24	75	1	0	0
j.	Your interests, such as movies, music or books you like					
	Current Teens	84	15	*	1	0

[69] Nov 2006 question was asked of teens who have a profile online, with the following question wording: "We'd like to know if the following kinds of information are posted to your profile, or not. You can just tell me yes or no. If something doesn't apply to you, just say so and I'll move on to the next item. (First,/Next,) [INSERT ITEMS; ROTATE]. Is this posted to your profile, or not?"

K12 Thinking again about the social network site that you use most often, how concerned are you, if at all, that some of the information you share on the site might be accessed by third parties, like advertisers or businesses without your knowledge? Are you very concerned, somewhat concerned, not too concerned or not at all concerned?

Based on teen SNS or Twitter users [N=632]

	CURRENT TEENS
%	
	9 Very concerned
	31 Somewhat concerned
	38 Not too concerned
	22 Not at all concerned
	* Don't know
	* Refused

K13 Have you ever done or experienced any of the following? (First,) Have you ever… [INSERT ITEM; RANDOMIZE]?

Based on teen internet users

	YES	NO	DON'T KNOW	REFUSED
a. Said you were older than you are so you could get onto a website or sign up for an online account[70]				
Current Teens [N=778]	39	61	0	0
July 2011 [N=770]	44	56	*	0
Dec 2000[vii] [N=754]	15	85	*	--
b. Shared sensitive information online that later caused a problem for you or others in your family				
Current Teens	4	95	*	0
c. Posted something online that got you in trouble at school				
Current Teens	4	96	0	*

[70] July 2011 was asked as a standalone question with the following wording: "Have you ever said you were older than you are so you could get onto a web site or sign up for an online account, such as for email or a social networking site?" December 2000 question wording was: "Have you ever said you were older than you are so you could get onto a web site?"

d.	Received online advertising that was clearly inappropriate for your age				
	Current Teens	30	70	1	0

K13 continued...

		YES	NO	DON'T KNOW	REFUSED
e.	Been contacted online by someone you did not know in a way that made you feel scared or uncomfortable				
	Current Teens	17	83	0	0
f.	Met someone online who became a good friend				
	Current Teens	39	61	*	0
g.	Had an experience online that made you feel good about yourself				
	Current Teens	52	46	2	*
h.	Had an experience online that made you feel closer to another person				
	Current Teens	33	66	1	0
i.	Decided not to post something online because you were concerned that it might reflect badly on you in the future[71]				
	Current Teens	57	42	1	0
	July 2011	55	44	1	*

K15 Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?

Based on teen mobile internet users [N=600]

CURRENT TEENS %	
33	Mostly on cell phone
63	Mostly on something else
3	Both equally (VOL.)
*	Depends (VOL.)
*	Don't know
*	Refused

[71] July 2011 was asked as a standalone question.

[THANK TEEN RESPONDENT:] Those are all the questions I have for you. Thank you very much for your time. This survey is sponsored by a non-profit research organization called the Pew Research Center's Internet and American Life Project. [IF NEEDED: A report on this survey will be issued by the Pew Internet project in a few months and you will be able to find the results at its web site, which is www.pewinternet.org].

Thanks again for your time. Have a nice (day/evening).

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[i] July 2011 trends based on the "Parents and Teens Digital Citizenship Survey," conducted April 19 – July 14, 2011 [n=799 parents of 12-17 year-olds, n=770 internet teens and 29 offline teens].

[ii] Nov 2007 trends based on the "Parents and Teens Survey on Writing," conducted September 19-November 16, 2007 [n=700 parents of 12-17 year-olds, n=664 internet teens and 36 offline teens].

[iii] Nov 2006 trends based on the "Parents and Teens 2006 Survey," conducted October 23-November 19, 2006 [n=935 parents of 12-17 year-olds, n=886 internet teens and 49 offline teens].

[iv] Nov 2004 trends based on the "Parents and Teens 2004 Survey," conducted October 26-November 28, 2004 [n=1,100 parents of 12-17 year-olds, n=971 online 12-17 year-olds and 129 12-17 year-olds who do not use the internet].

[v] September 2009 trends based on the "Parents and Teens Cell Phone Use Survey" conducted June 26 – September 24, 2009 [n=800 parents of 12-17 year-olds, n=746 internet teens ages 12-17 and 54 offline teens ages 12-17].

[vi] February 2008 trends based on the "Gaming & Civic Engagement Survey of Teens/Parents" conducted November 1, 2007 – February 5, 2008 [n=1,102 parents of 12-17 year-olds, n=1,033 internet teens ages 12-17 and 69 offline teens ages 12-17].

[vii] Dec 2000 trends based on the "Parents, Kids and the Internet Survey," conducted November 22-December 15, 2000 [n=754 parents of online 12-17 year-olds and 754 12-17 year-olds who go online].