



Teens, Social Media and Privacy: Reputation management, third party access & exposure to advertising

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Maryland Children's Online Privacy Workgroup

Amanda Lenhart

Senior Researcher, Director of Teens & Technology

Pew Research Center

About Pew Internet / Pew Research

- Part of the Pew Research Center, a non-partisan “fact tank” in Washington, DC
- Studies how people use digital technologies
- Does not promote specific technologies or make policy recommendations
- Data for this talk is from nationally representative telephone surveys of U.S. adults and teens (on landlines and cell phones)

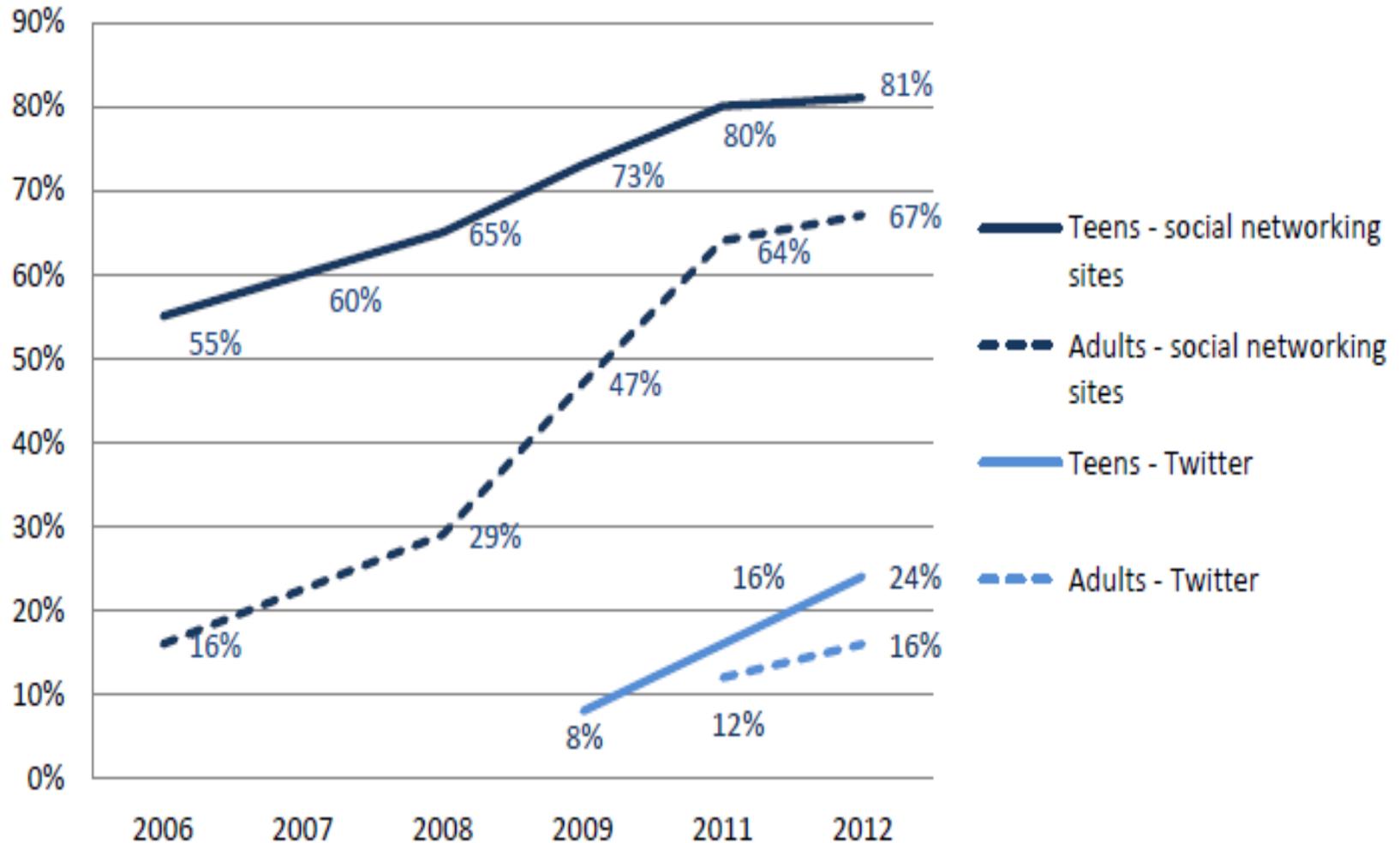
Twitter version: We’re the public opinion, “just the facts”, non-advocacy, non-policy part of the Pew universe

Teens care about privacy and take technical & non-technical steps to manage it.

- Teen Twitter use up significantly; Facebook remains dominant platform
- Teens are sharing more details about themselves on profiles, but few do so publicly
- Teens take steps to manage their reputations online by curating content they and others post to social media sites.
- Teens do not show high levels of concern over third party use of their personal information
- Teens express mixed feelings about advertising

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



Where teens have social media profiles or accounts

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

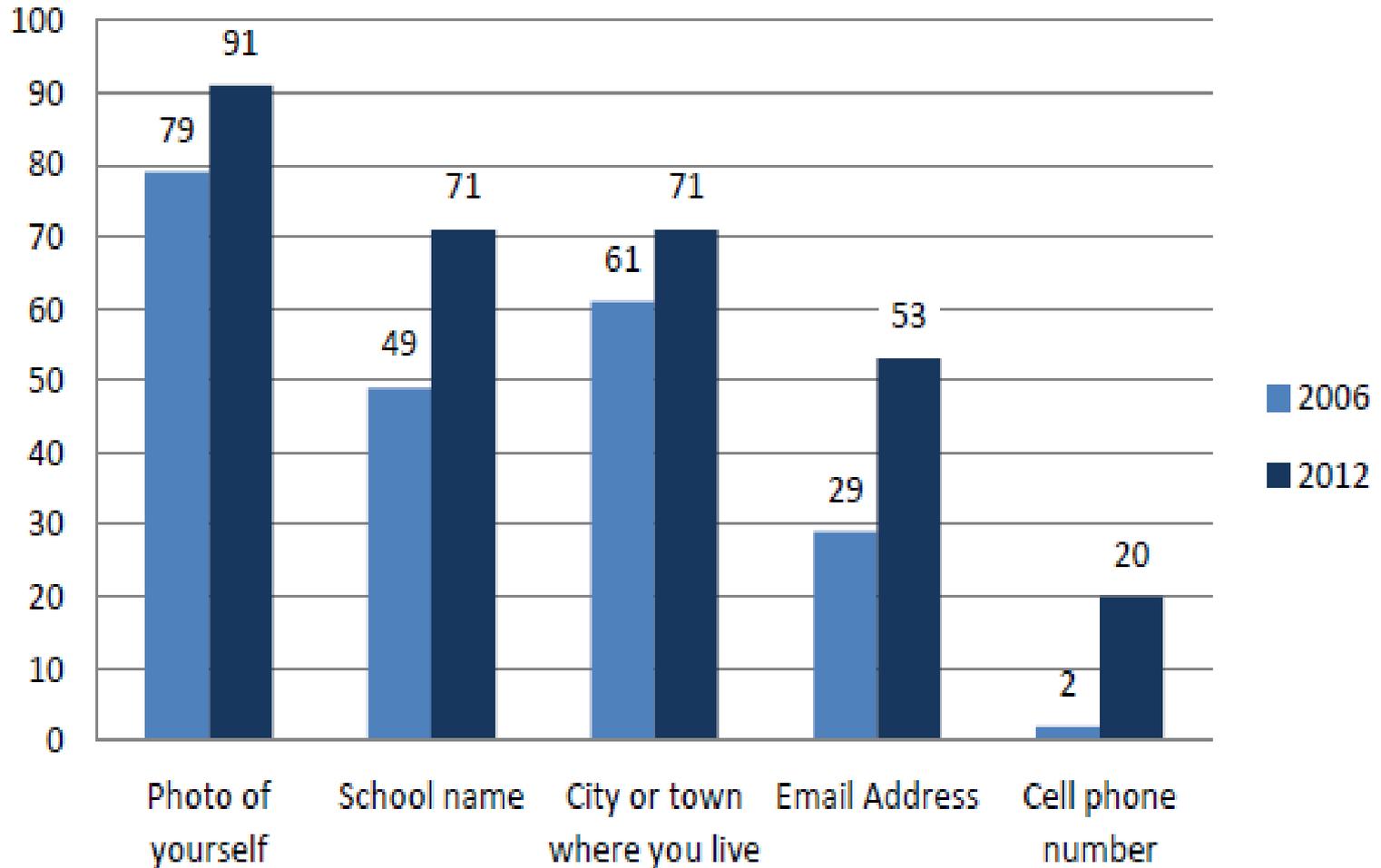
	2011	2012
Facebook	93%	94%
Twitter	12	26
Instagram	n/a	11
MySpace	24	7
YouTube	6	7
Tumblr	2	5
Google Plus	n/a	3
Yahoo (unspecified)	7	2
myYearbook	2	*
Pinterest	n/a	1
Gmail	n/a	1
Meet Me	n/a	1
Other	8	6
Don't know / Don't have own profile	2	1

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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 ...



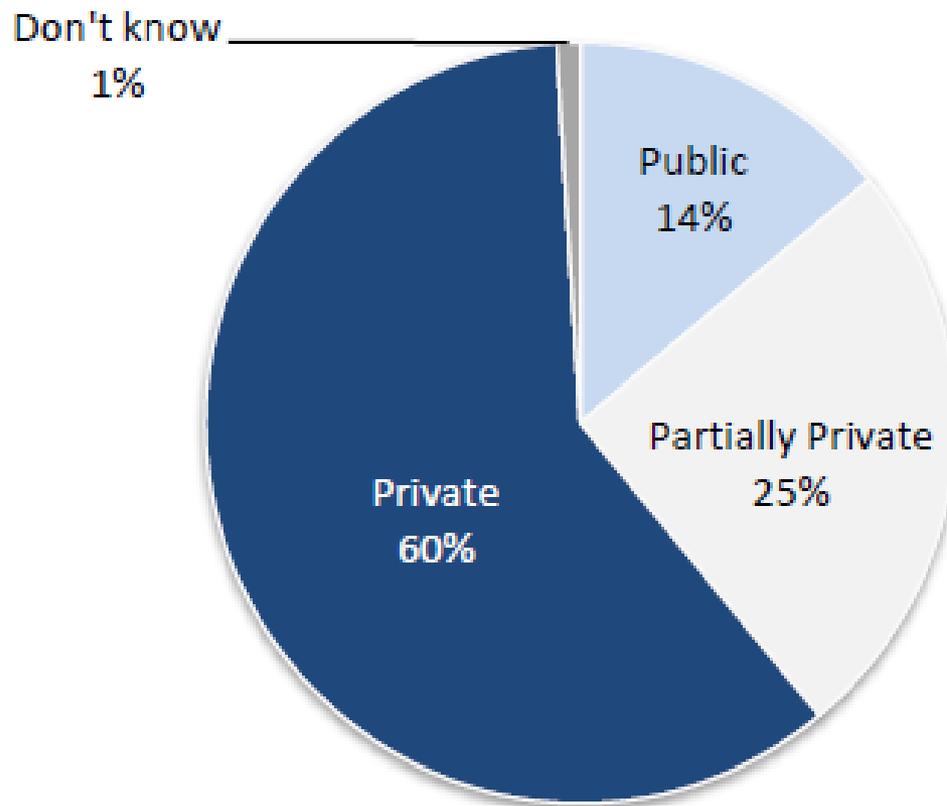
Personal info posted to social media profiles: Gender and age

% 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

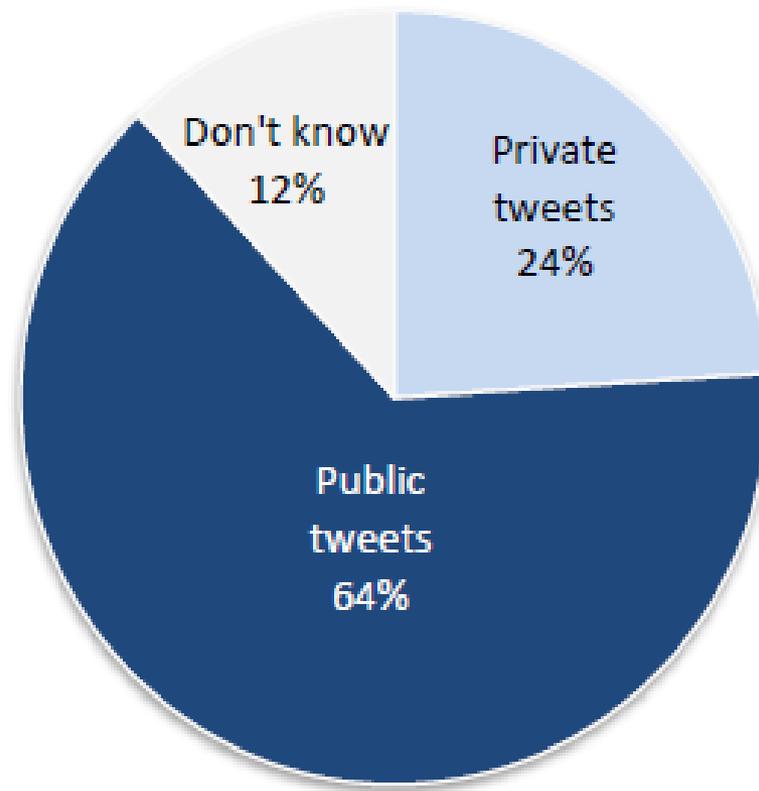
Facebook privacy settings

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



Tweets: Public or private?

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



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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

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

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

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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

Third party access concern: Privacy settings and network size

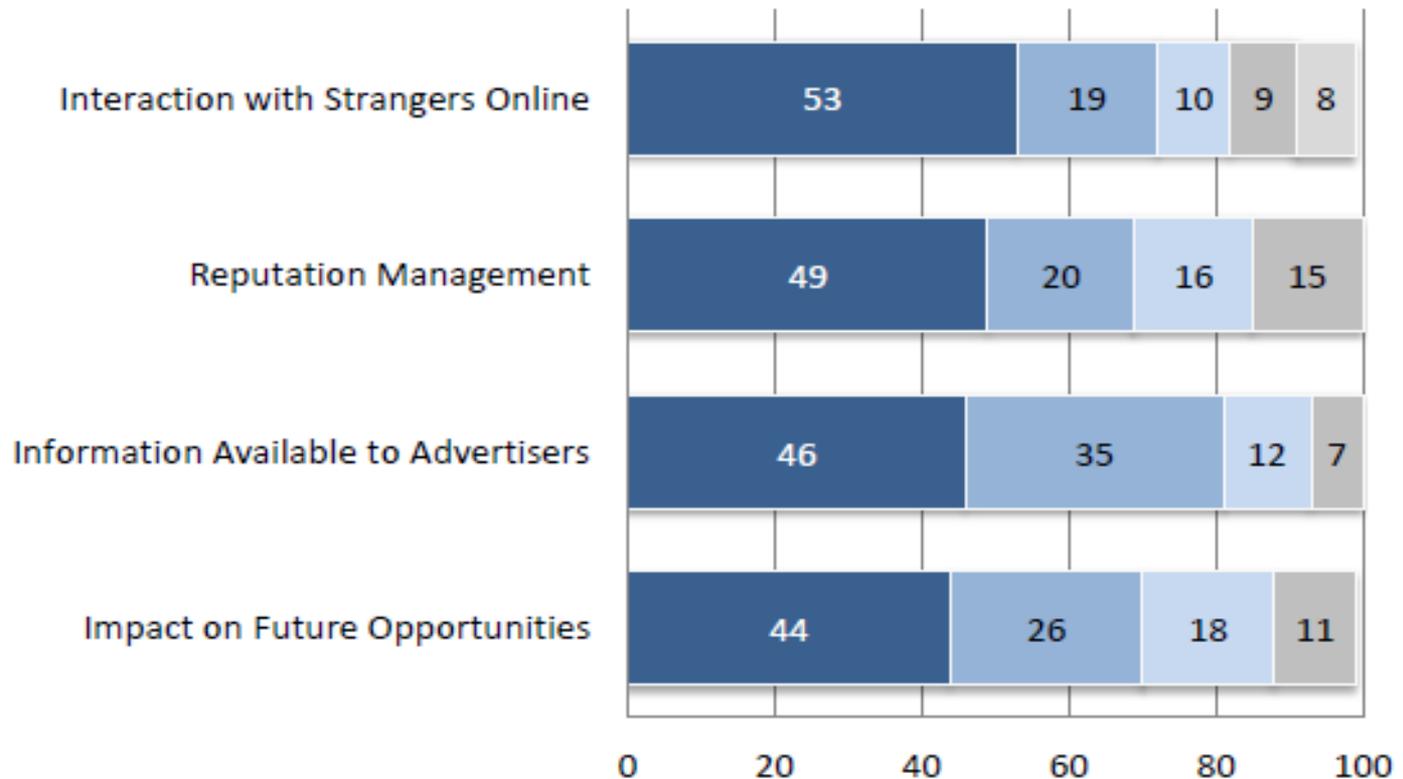
Among teen social media users, the % who express concern over third party access to the information shared on the social network site they use most often, by privacy settings and network size

		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

Parental concern over child's online presence

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

- Very concerned
- Somewhat concerned
- Not too concerned
- Not at all concerned
- Does not apply (VOL)



Teens don't always have a good understanding about how their personal data is used:

Middle Schooler: *“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.”*

High Schooler: *“I don't know if Facebook gives access to others. I hope not.”*

High School Boy: *“I don't think [Facebook] should give anyone access to profile information.”*

High School Girl: *“It depends on what kind of profile information they'd share. If it was only my age and gender, I wouldn't mind. If they went into detail and shared personal things, I would mind!”*

High school boy: *“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.

High school boy: *“I think that Facebook gives apps and ads info to try and give you ads that pertain to you.”*

Middle school boy: *“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.”*

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Exposure to inappropriate ads

- **30% of teens say they've received online advertising that is "clearly inappropriate" for their age.**
- **Equally likely to encounter inappropriate ads based on age, sex, SES status or location.**
- **"Inappropriate" was defined by the respondent – could be younger, could be older.**

Male (age 17): “Those ads are annoying. There’s no point for those ads.”

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.”

alenhart@pewresearch.org

@amanda_lenhart

@pewinternet

@pewresearch