

TWEENS, TEENS AND TECHNOLOGY: THE NEW LANDSCAPE

VESTAL HILLS ELEMENTARY SCHOOL

PARENT PTO PRESENTATION

APRIL 11, 2016



PRESENTED BY:


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AGENDA

- Teens and Tech: The New Landscape
- Today's "Digital Diet"
- Common Sense Census
- Generation Like

TEENS AND TECH: THE NEW LANDSCAPE

A central graphic with a white background and a green-to-white gradient at the bottom. The text "Teens and Tech: The New Landscape" is centered in black.

Teens and Tech: The New Landscape

<https://www.commonsensemedia.org/video/educators#>

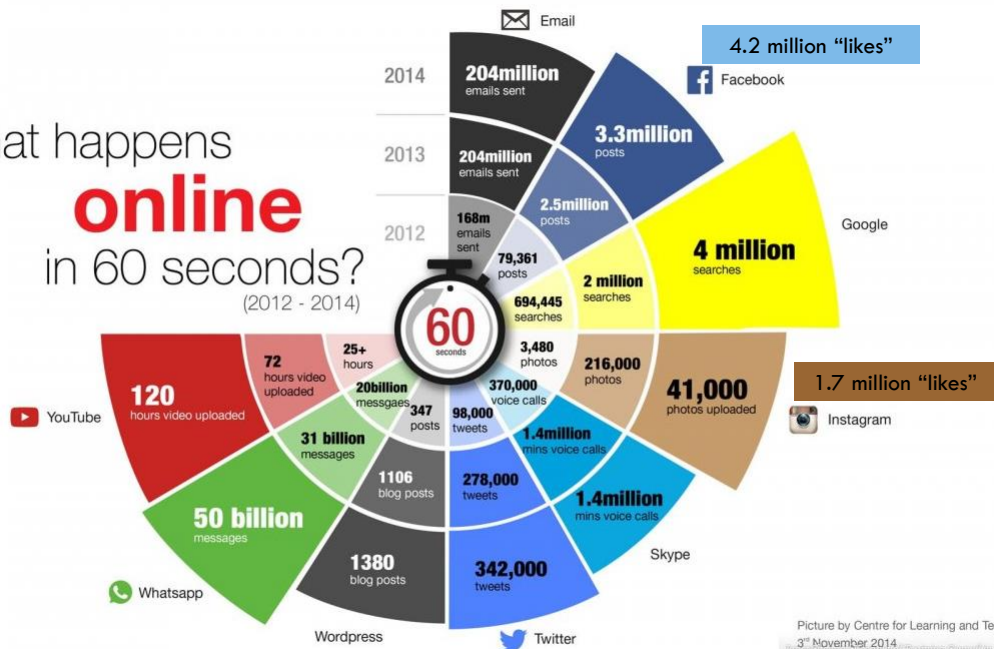
WHAT PARENTS CAN DO...

- Ask questions... be present
- Stay informed
 - Explore
 - Go to Commonsense Media for reviews and information
- Establish digital agreements with expectations

THE DIGITAL WORLD IS...

- Permanent & Searchable
- Ability to Replicate (Copy and Paste)
- Blurring of Public & Private
- Invisible Audiences – “Disinhibition”
- Scalability--- HIGH Visibility (The Global Internet Population is 3.2 Billion People)

What happens
online
in 60 seconds?
(2012 - 2014)



<https://clt.vtc.edu.hk/what-happens-online-in-60-seconds/>

Picture by Centre for Learning and Teaching
3rd November 2014
School of Computing and Information Systems, CityU

SO WHAT IS THE DIGITAL DIET?

- What are we and our children consuming?
- What is its “nutritional” value?
- What does a balanced digital “diet” look like?
- What are the “foods” to avoid or consume in moderation?



<https://www.psychologytoday.com/blog/the-digital-family/201102/fasting-gorging-or-balanced-digital-diet>

Content

Context (What is happening in the child’s environment?)

The Individual Child (provide experiences that enhance and pique interest)

A reasonable “digital diet” is essential for child growth and development. Just as we choose a balance of foods for nutrition, energy and wellbeing, we can also choose appropriate digital content and determine how we can interact with it to provide the best experience for kids.

“A Healthy Digital Diet: Three Tips for Balancing Screen Time for Kids”
Susan Magsamen

THE COMMON SENSE CENSUS: MEDIA USE BY TWEENS AND TEENS



<https://www.commonsensemedia.org/research/the-common-sense-census-media-use-by-tweens-and-teens>

THE COMMON SENSE CENSUS

MEDIA USE BY TWEENS + TEENS

This 2015 national survey details the media habits and preferences of American 8- to 18-year-olds and shows just how central a role media plays in the lives of Generation Z.



AVERAGE DAILY MEDIA USE

Excluding time spent using media for school or for homework

TWEENS

6 hours

5:55 Total Hours
4:36 Hours of Screen Time

TEENS

9 hours

8:56 Total Hours
6:40 Hours of Screen Time

See Table 1:
Definitions of
Major Media
Activity and
Device
Categories

<https://www.commonsensemedia.org/research/the-common-sense-census-media-use-by-tweens-and-teens>

BOYS ARE FROM XBOX, GIRLS ARE FROM INSTAGRAM

Average daily time used for social media and gaming is strikingly different.

TWEENS



♂ Boys ♀ Girls

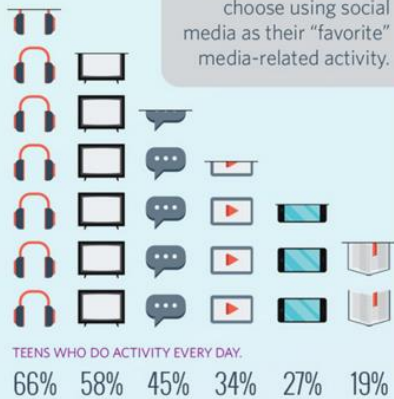
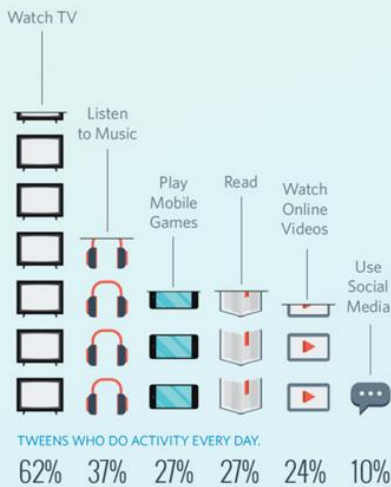
TEENS



SURPRISE! TV AND MUSIC STILL DOMINATE DAILY MEDIA DIET

Social Media = #meh

Teens spend on average 1:11 using social media, but only 10% of teens choose using social media as their "favorite" media-related activity.



See Table 7: Time Spent in Each Media Activity

FRONTLINE VIDEO: GENERATION LIKE



<http://www.pbs.org/wgbh/frontline/film/generation-like/>

WHAT DO "LIKES" CONTRIBUTE TO THE DIGITAL DIET?



<http://mashable.com/>

THOUGHTS?

WHAT OUR CHILDREN ARE EXPERIENCING...

- Likes become part of their identity... you are what you like
- The more they get the better they feel... empowerment, get noticed
- 'Instant Celebrity'
- The consumer becomes the marketer... endless feedback loop

WHAT PARENTS CAN DO...

- Keep media in a public, "family" space; privacy should be "portioned" and earned.
- Be informed and reflect on your own practices.
- Help your children be informed and reflect on theirs.
 - If I put all your data points (likes, shares, tweets...) together would it show me who you are?
- Have conversations with your children
 - What does it mean to you when others 'like' your posts, pics, tweets...
 - When does something warrant a post or share?
 - What's the difference between popularity online and offline?

HOW CAN WE HELP OUR STUDENTS SEE THE PITFALLS OF DIGITAL POPULARITY?

Help them be aware of digital manipulation...

- Value of their data (data points)
- 'Man behind the curtain' (invisible manipulation)
- Product placement
- Fuels more screen time (NEED BALANCE...)

QUESTIONS?

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RESOURCES

Common Sense Media. Common Sense Education. Common Sense Media Inc. 2015. Web 29 Dec. 2015.

Fishel, Anne K. "Should you Turn Off Tech at Dinner?" *Psychology Today*. Sussex Publishers, LLC, 21 Oct 2014. Web 29 Dec. 2015.

Magsamen, Susan. "Technology and Early Learning: Part One A Healthy Digital Diet: Tips for Balancing Screen Time for Kids." *Houghton Mifflin Harcourt*, 7 Jan. 2015. Web 29 Dec. 2015.

Popular App Guide for Parents and Teachers. *Safe, Smart & Social: Teaching Students How to Shine Online*. 2016. Web 1 April 2016. <https://safesmartsocial.com/app-guide-parents-teachers/>

The Common Sense Census: Media Use by Tweens and Teens. Common Sense Media Inc., 2015. Web 29 Dec. 2015.

VIDEOS

Teens and Tech: The New Landscape

<https://www.commonsensemedia.org/video/educators#>

The Common Sense Census: Media Use by Tweens and Teens

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Frontline: Generation Like

<http://www.pbs.org/wgbh/frontline/film/generation-like/>