

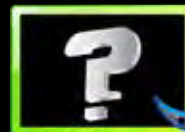
# Teens, Tweens & Social Networking

*Infopeople*

*helping libraries think differently*

2012

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# So many questions....

- What kinds of behaviors are common?
- What social media are they actually using?
- Is privacy important?
- How can we reach them?
- Do they even want to be reached?





**Not** a lot of good news



SHALL WE PLAY A GAME?



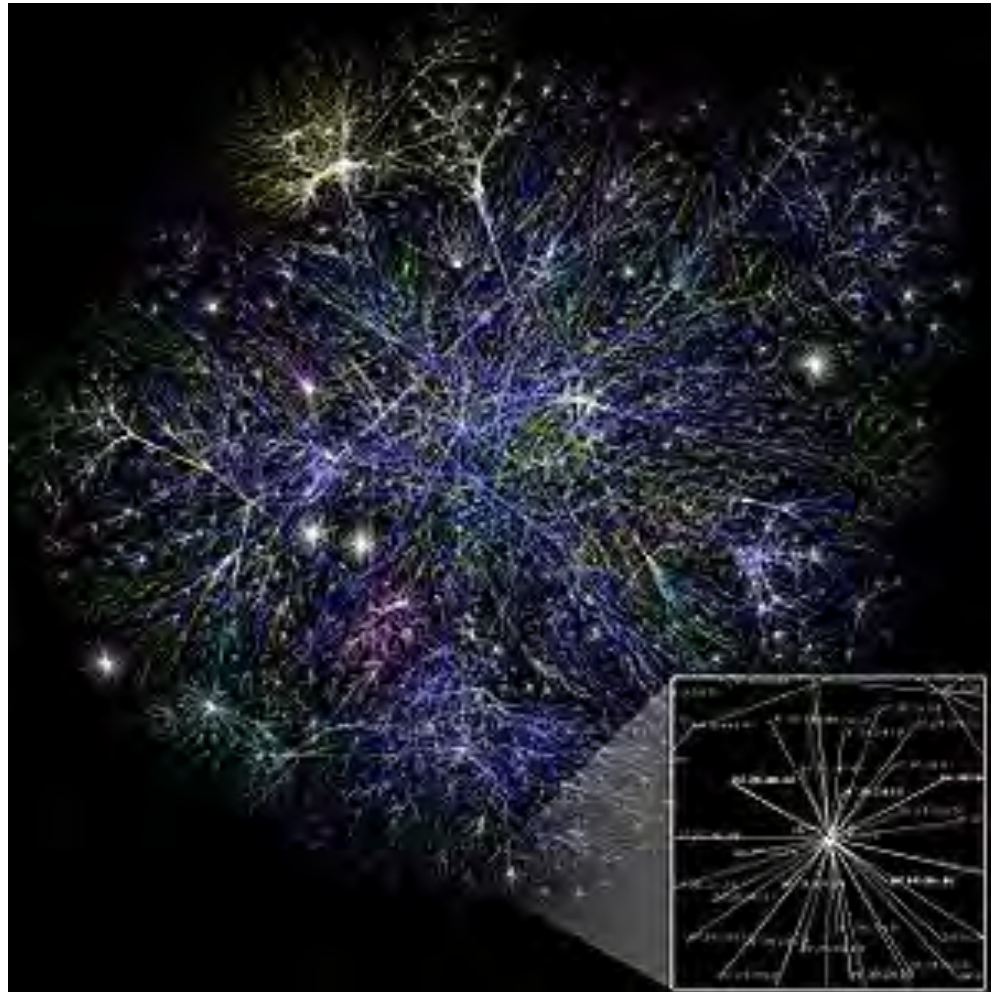
***Microsoft***<sup>®</sup>



TM

XBOX™

Google™



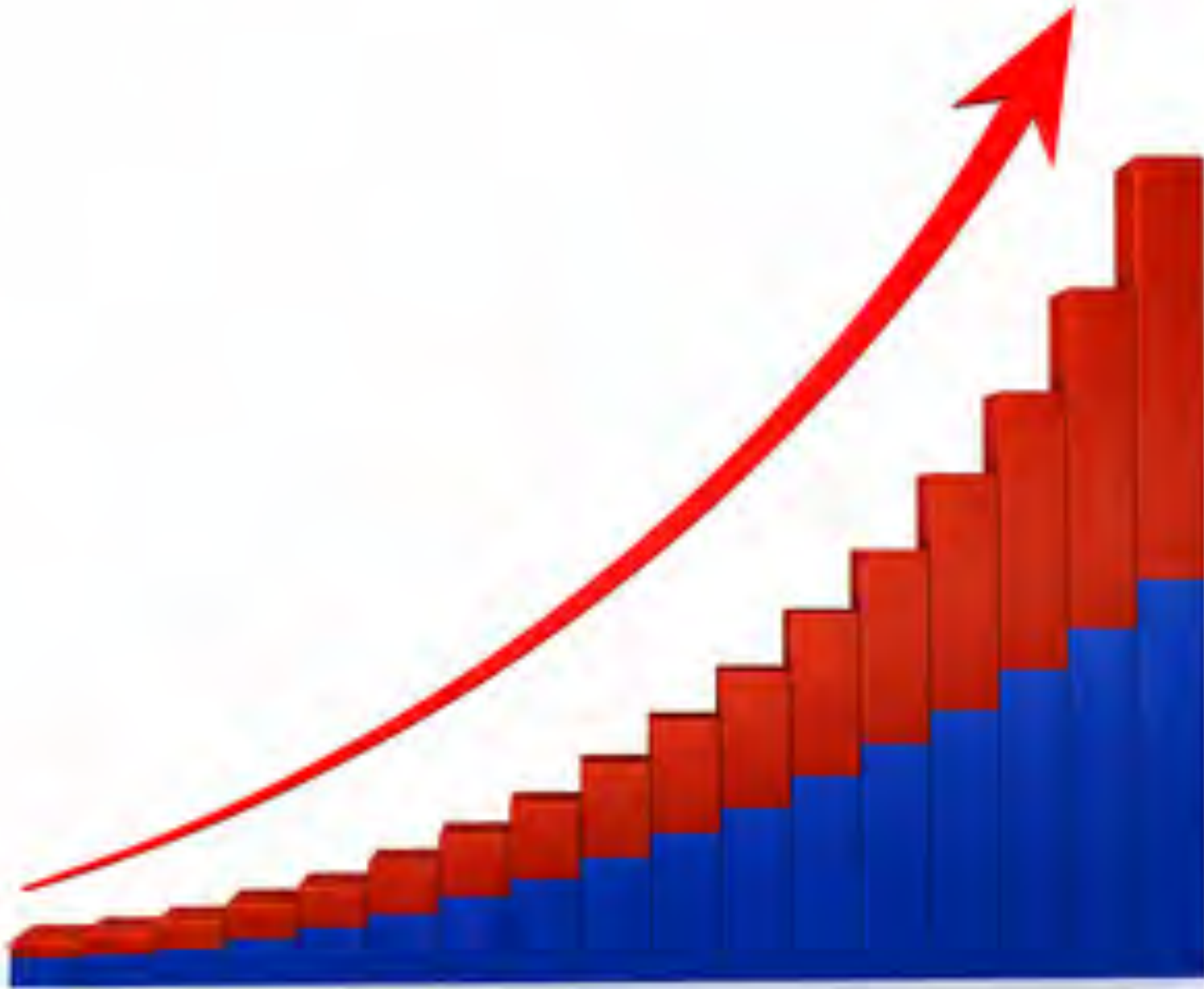




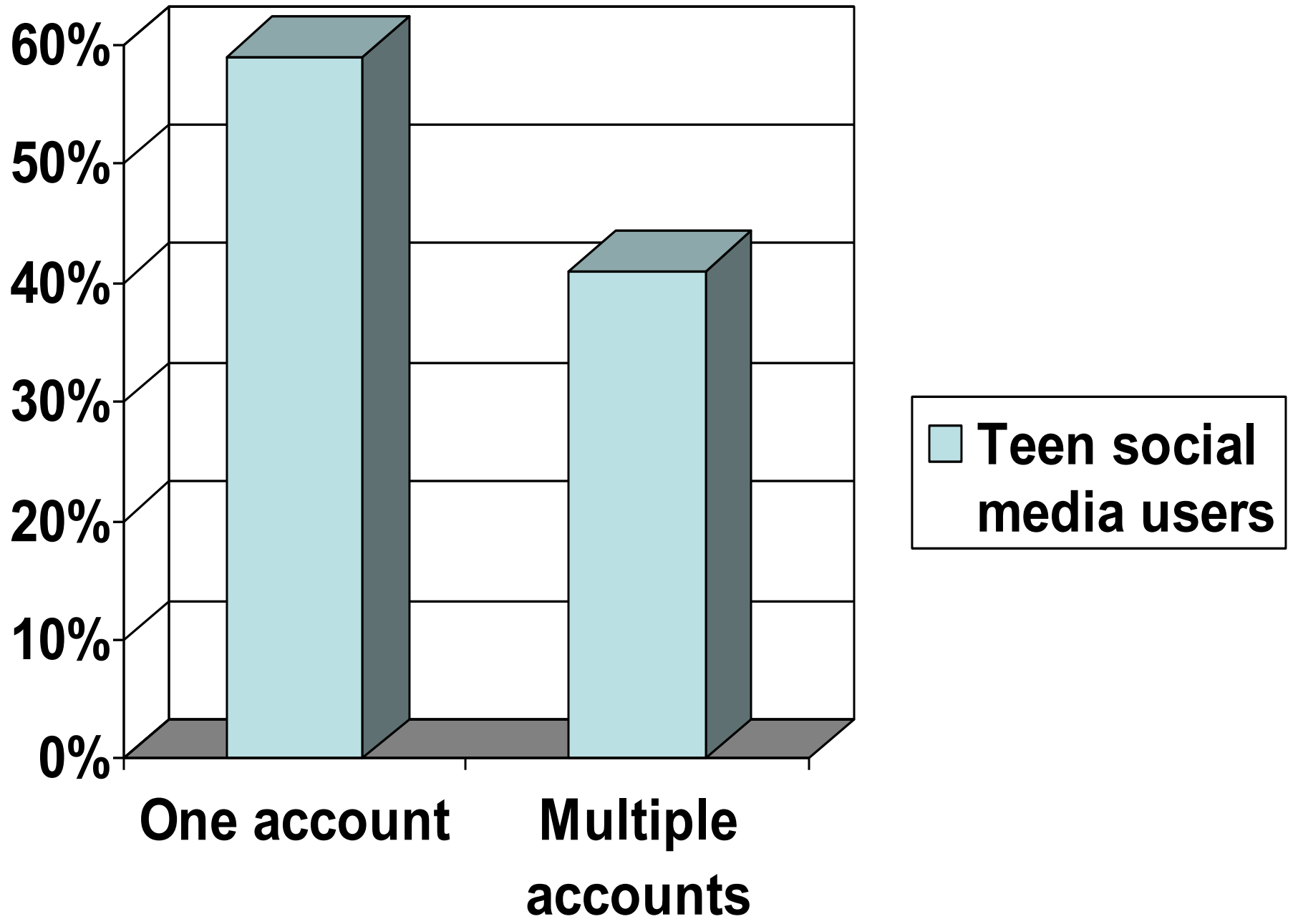
76%

How important is it?





Use **doubles** at 13



Friday  
August  
20

1

7:00

7:30

8:00

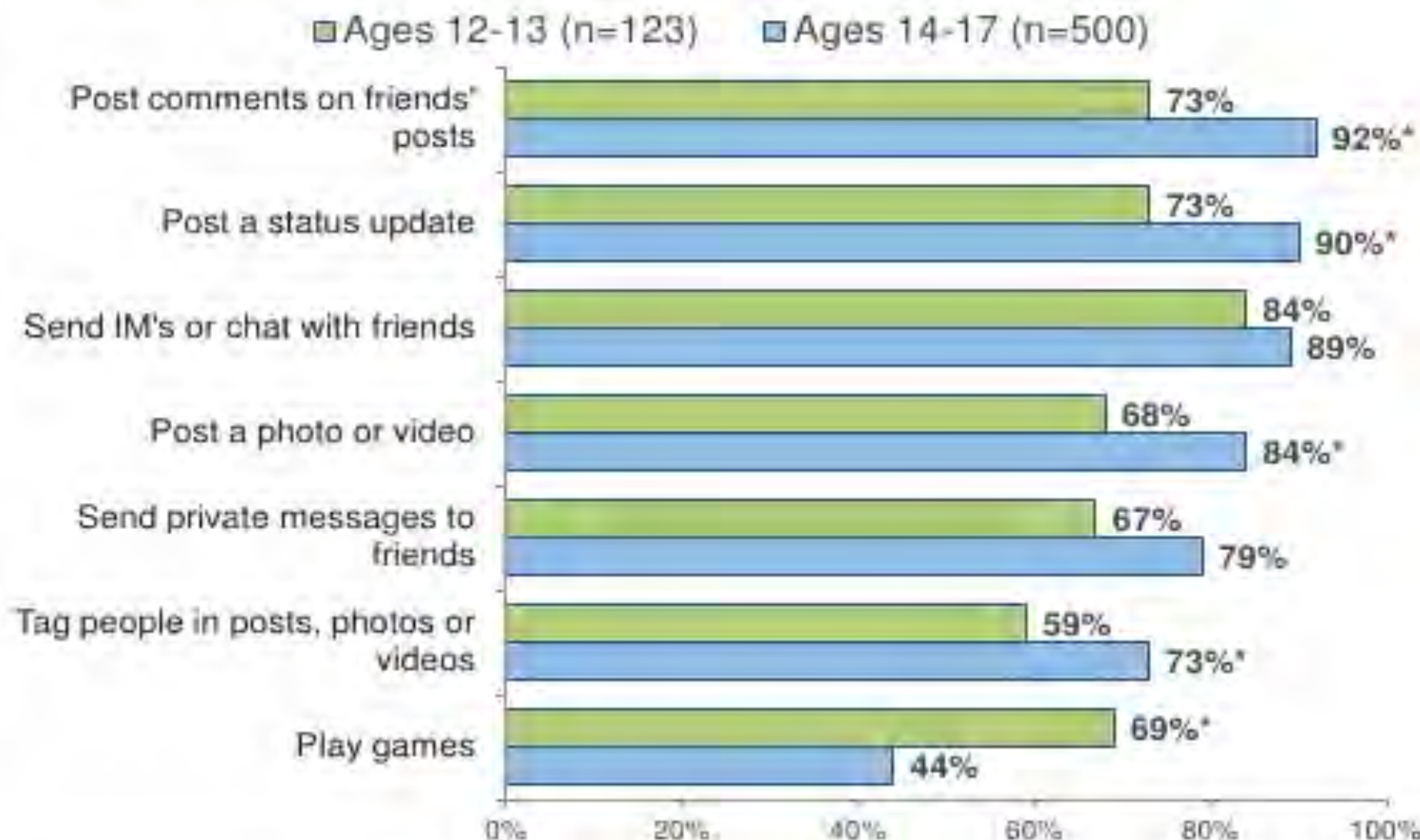
8:30

9:00

64%

# How older and younger teens use social media

Based on social network site or Twitter users



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

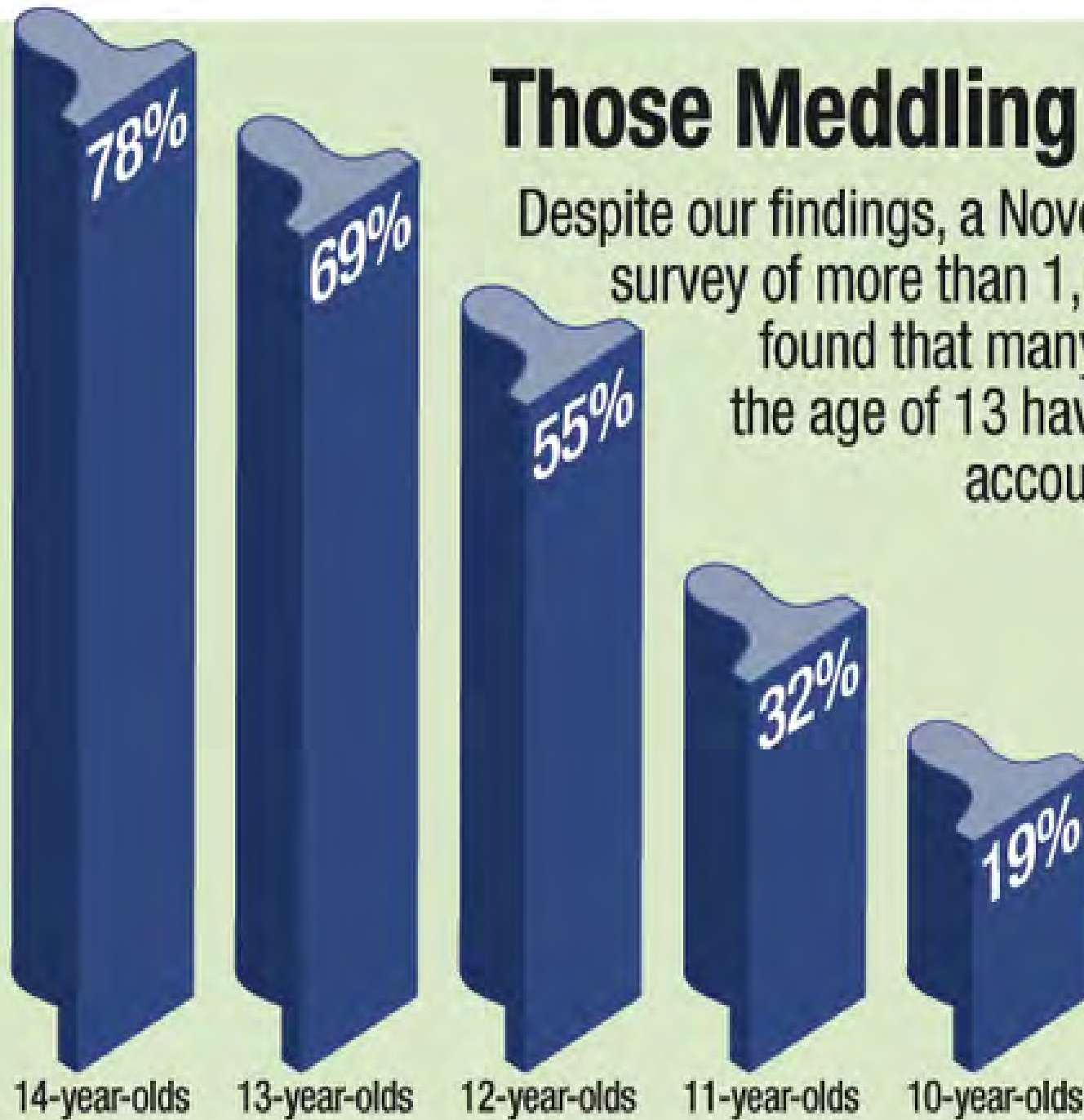


**facebook**



## Those Meddling Kids\*\*

Despite our findings, a November 2011 survey of more than 1,000 parents found that many kids under the age of 13 have Facebook accounts anyway.



"There was life before  
Facebook, even if I can't  
remember it."

*Kirby McKenna, 17, Dublin, Ohio*

*2009*



Teens **hide** behavior

# Superlogoff & whitewalling

Reason for leaving (Required):

- I don't understand how to use Facebook.
- I get too many emails, invitations, and requests from Facebook.
- I spend too much time using Facebook.
- I have a privacy concern.
- This is temporary. I'll be back.
- I don't feel safe on Facebook.
- I don't find Facebook useful.
- I have another Facebook account.
- Other <sup>1</sup>

Please explain further:

Email opt out:  Opt out of receiving future emails from Facebook

Note: Even after you deactivate, your friends can still invite you to events, tag you in photos, or ask you to join groups. If you opt out, you will NOT receive these email invitations and notifications from your friends.

Posting in **code**



They really **do** care about privacy



But...

“Facebook is the  
teenage version of  
email.”

*danah boyd*

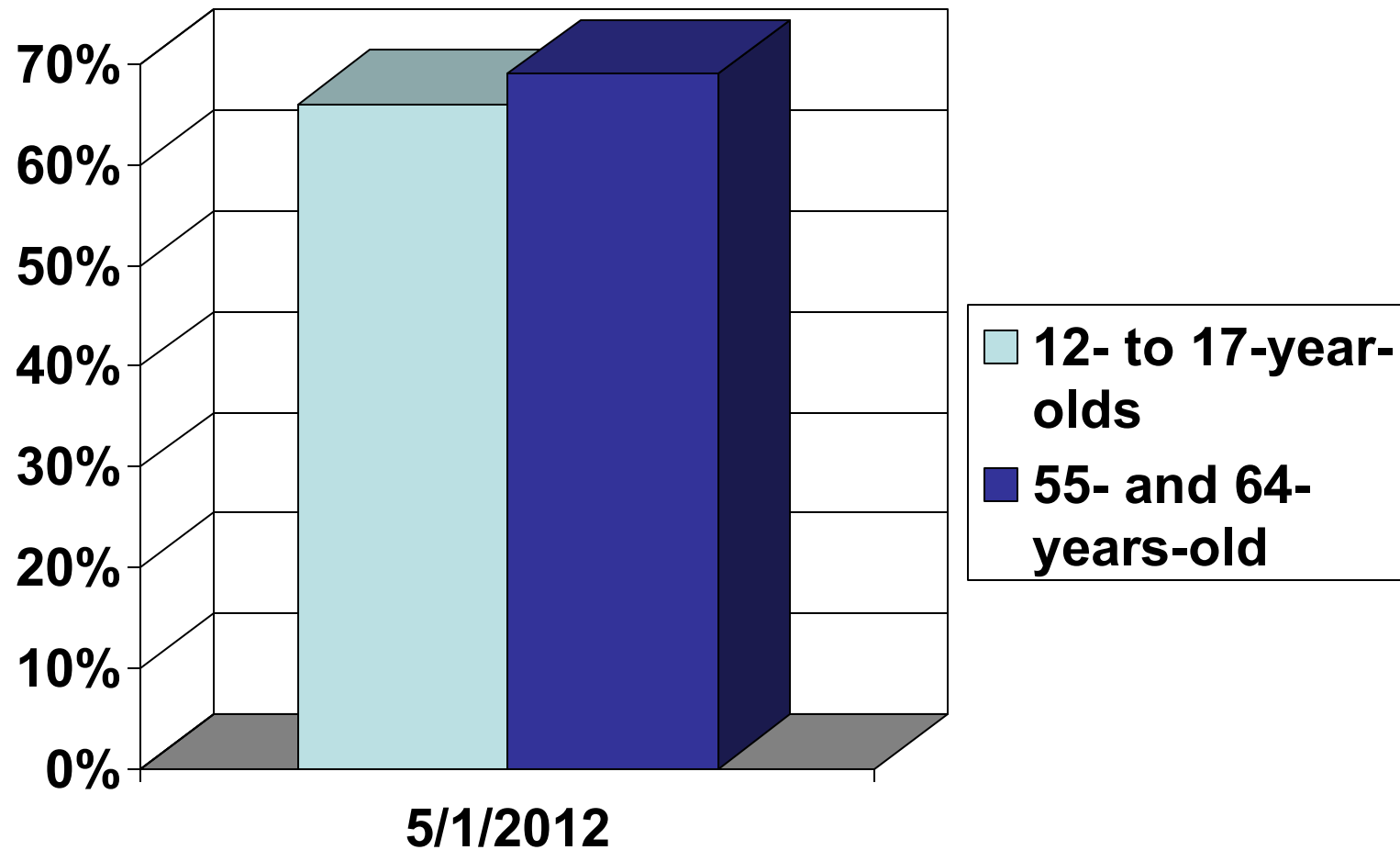
*Assistant researcher at New York University specializing in  
youth and social media*

Wait...**what?**





# Teen use **dropping**

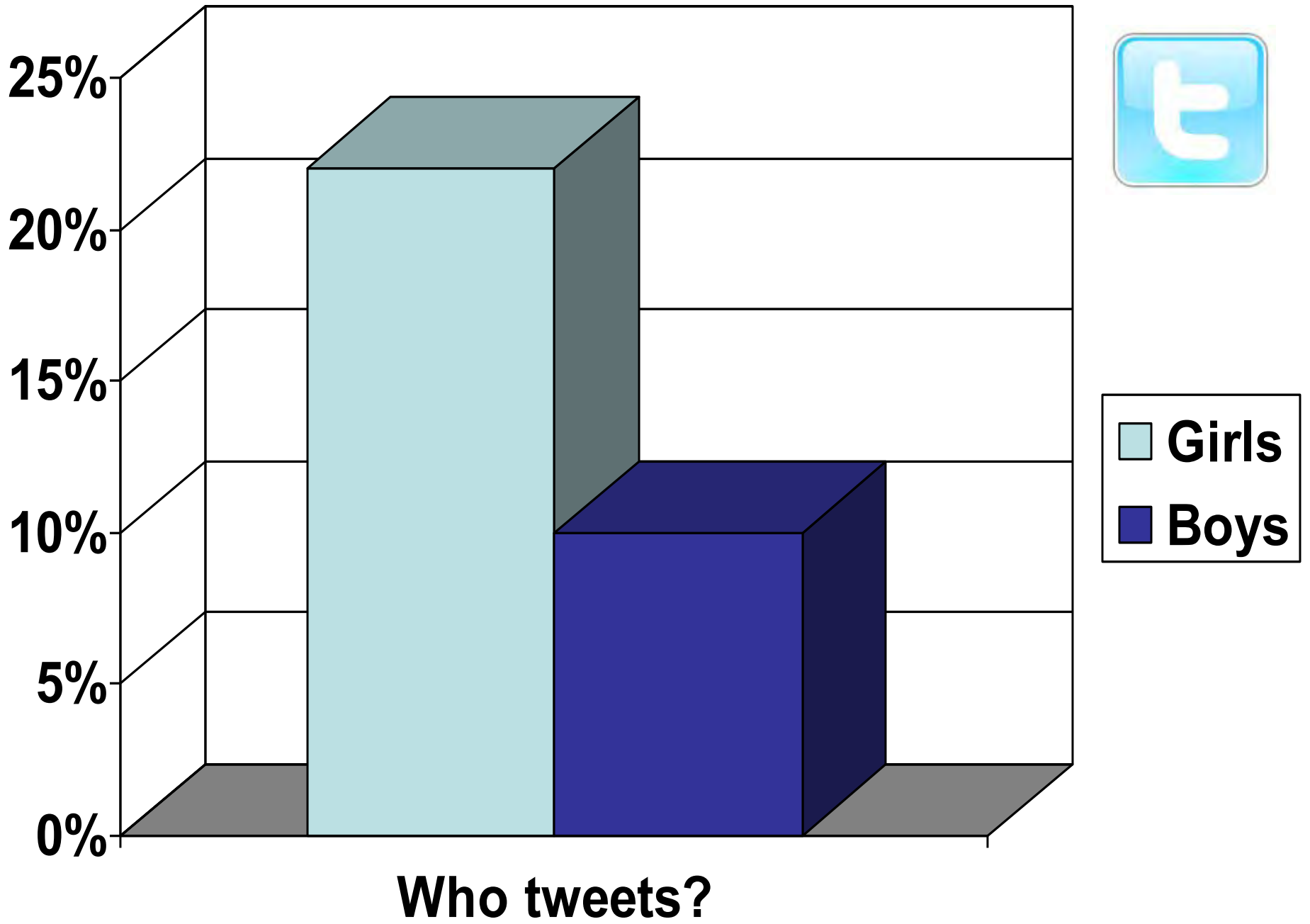


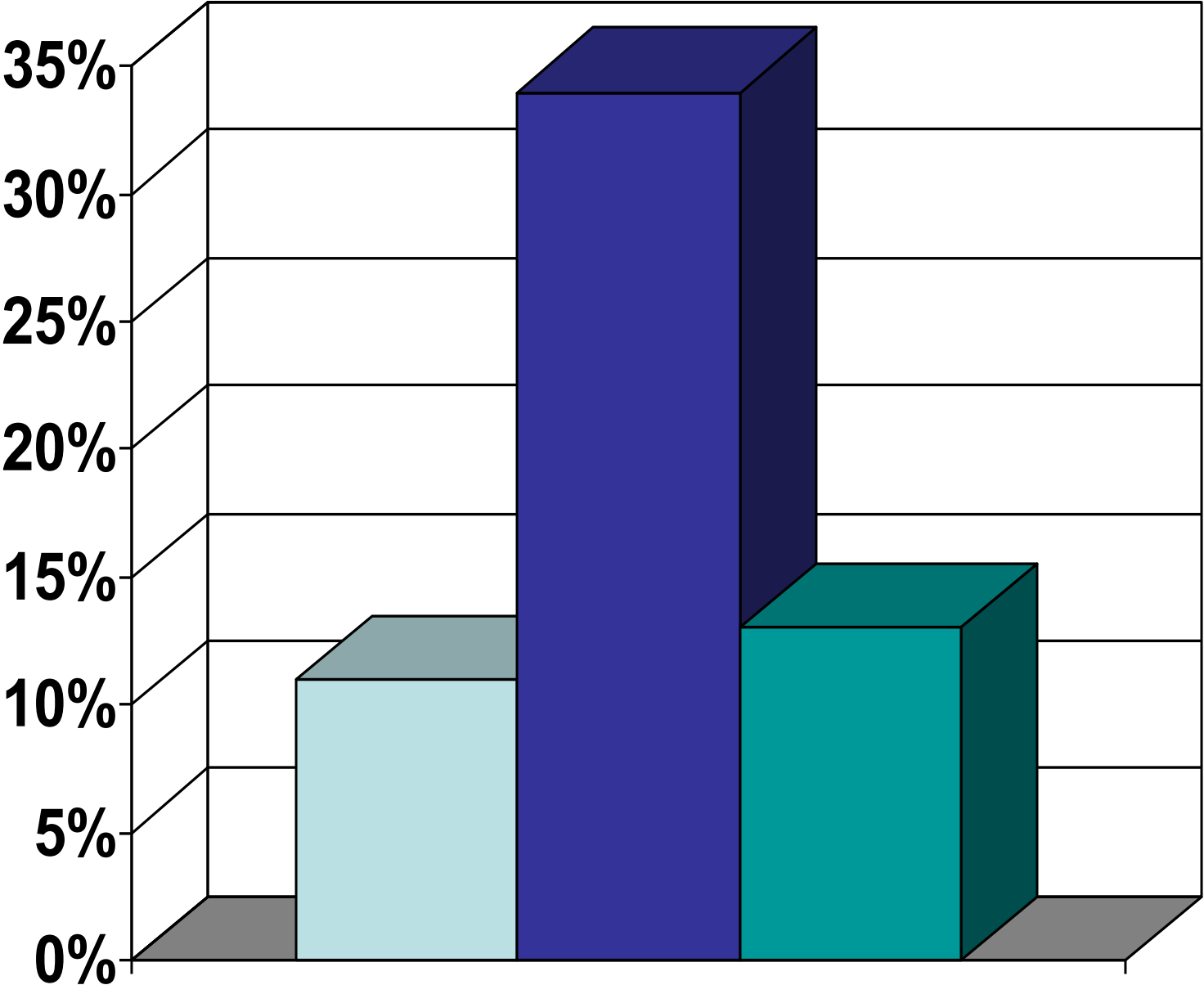
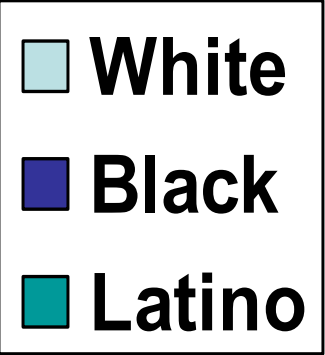
“The sheer size of Facebook’s userbase, nearly 1 billion strong, has made it the high school cafeteria of social networks, while sites like Twitter and Tumblr have become the basement rec-room to which only a select few gain admission. Parents, notably, are excluded.”

[http://www.huffingtonpost.com/2012/08/14/facebook-teenage-email\\_n\\_1777169.html](http://www.huffingtonpost.com/2012/08/14/facebook-teenage-email_n_1777169.html)

Do teens **tweet**?







**Ethnicities**

35%  
30%  
25%  
20%  
15%  
10%  
5%  
0%

# Niche network for teens



16% in 2011

Facebook is for chat

facebook

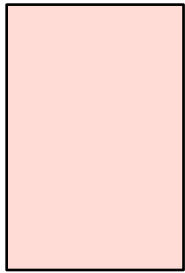
twitter

tumblr.

Tumblr is #2

The image shows the Tumblr logo, which consists of the word "tumblr." in a lowercase, rounded, sans-serif font. The letters are white with a thick, dark blue outline, giving it a 3D, bubbly appearance. The logo is centered horizontally on a white background.





# Is MySpace **dead**?

“MySpace was an important part of the social web's early history. Its time has passed, though. “

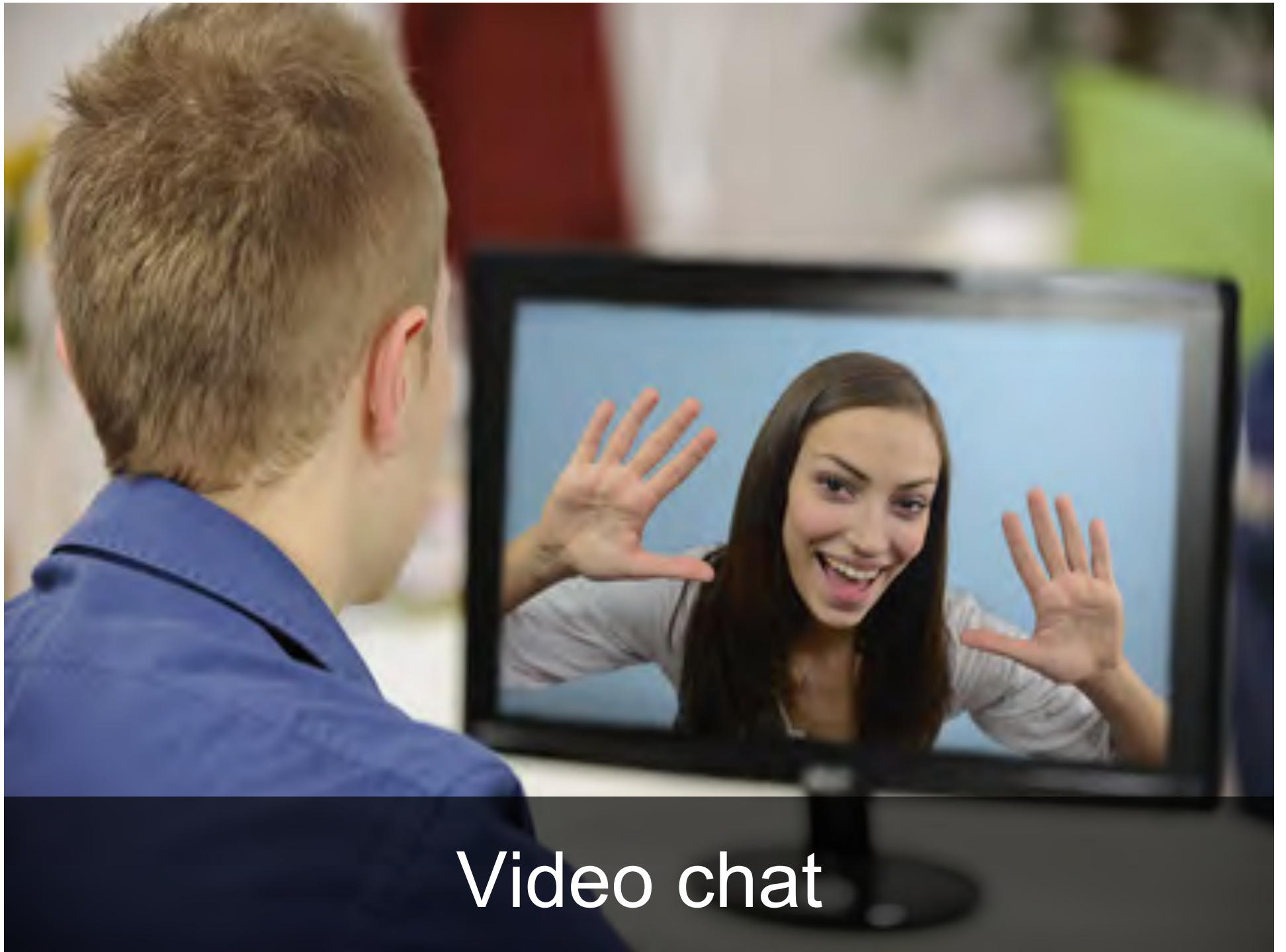
“MySpace is an embarrassment for most people on the web. Many people feel like it's a bratty kid sister wearing too little clothing. “

They're **not** blogging





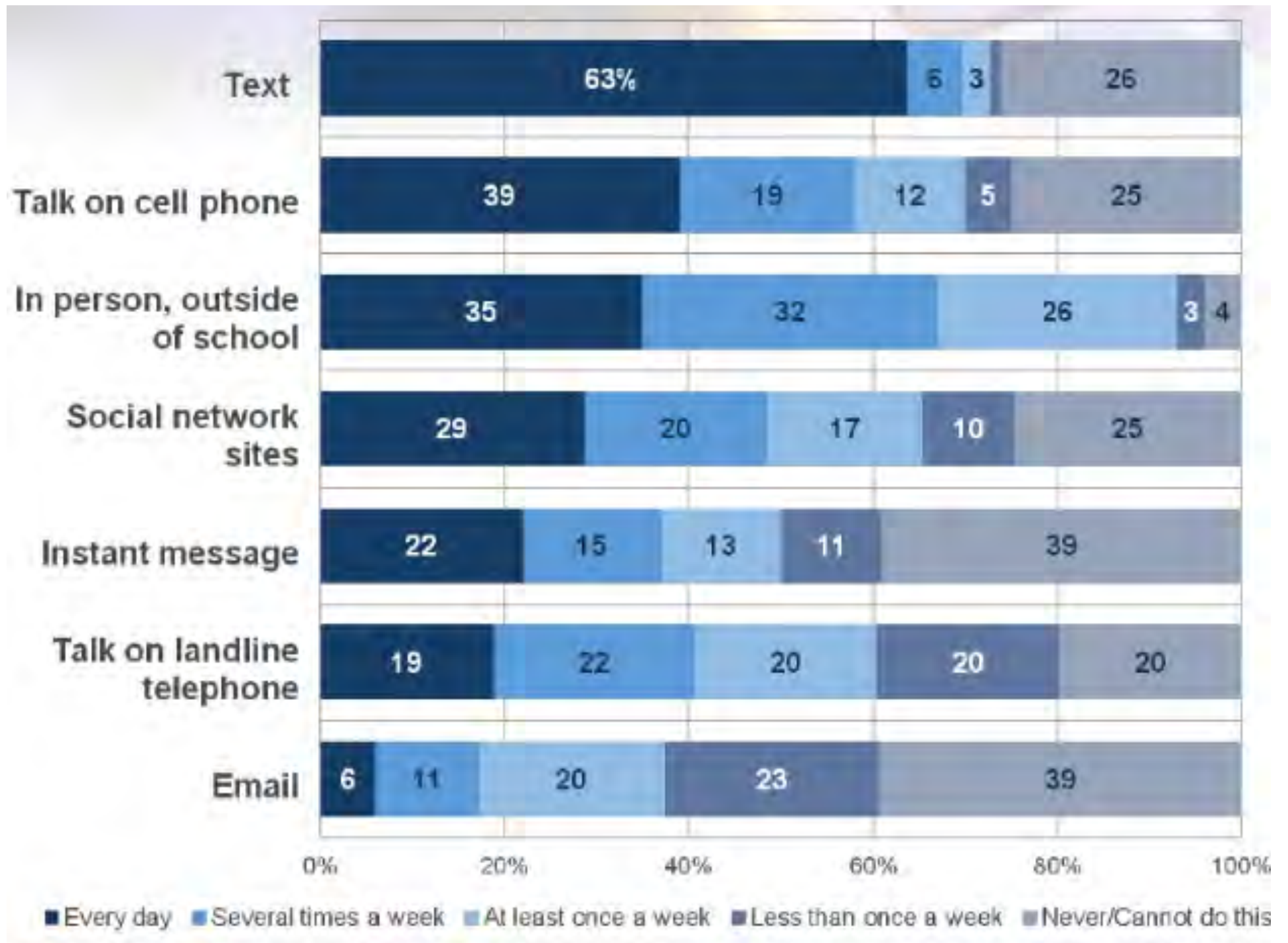
Video creation



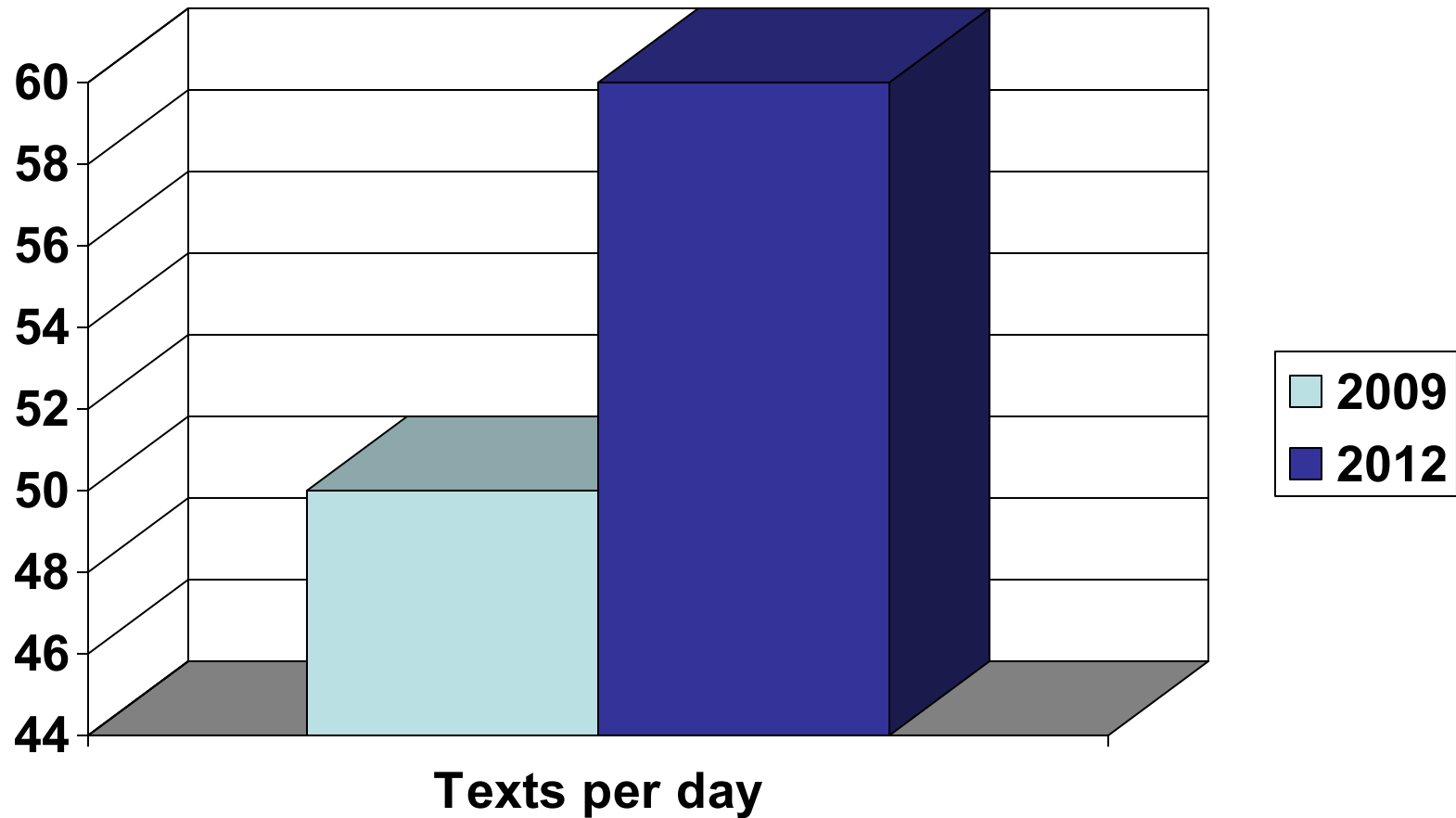
Video chat

# Teens & cell phones





# Texting is (mostly) increasing





Texting is more **private**

A rectangular sign with a black top half and a white bottom half, mounted on a light-colored brick wall. The sign contains the text 'PRIVATE PROPERTY' in white on the black background and 'NO TRESPASSING' in black on the white background.

**PRIVATE  
PROPERTY**

**NO  
TRESPASSING**



Talking declining

Location? **Not** so much

*foursquare*

facebook®



**Facebook Places**

Who. What. When. And now **where.**

What about **sexting**?



# What happens in school?



# Cellphones and reality





<http://mashable.com/2012/05/26/gadget-storage-trucks/>

**How** can your library reach out?





“Almost half of 12- to 17-year-olds don’t think brands should have a presence using social tools at all.”

*Jacqueline Anderson, Consumer Insights Analyst,  
Forrester Research*

Ask 'em!



# Quit reinventing the wheel



1

Automatically connect with a native speaker.



2

Speak English for 5 minutes.

ENGLISH  
5:00

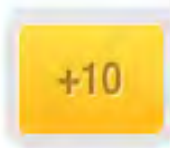
3

Then speak Spanish for 5 minutes.

SPANISH  
5:00

4

Extend conversation.



(minutes)

5

Give compliments.

Verbling Superstar ★

Vocabulary ★

Pronunciation ★

Grammar ★

Helpfulness ★

6

Talk again and again.



Tweet < 917

Like < 6k

Sign in

skype in the classroom

Home Projects Teachers Partners Collections Help

Sign up now

I am a teacher looking for an expert in

Search

## Yellowstone National Park Rangers can Skype with Classrooms!

91 people are taking part

I would like to take part

LOOKING FOR:

A class

STUDENT AGES:

Any

CATEGORY:

Science



SHARE

### What's this project about..

Classrooms can Skype with a park ranger in Yellowstone National Park to learn more

### Project details

CREATED

23 Mar 2012

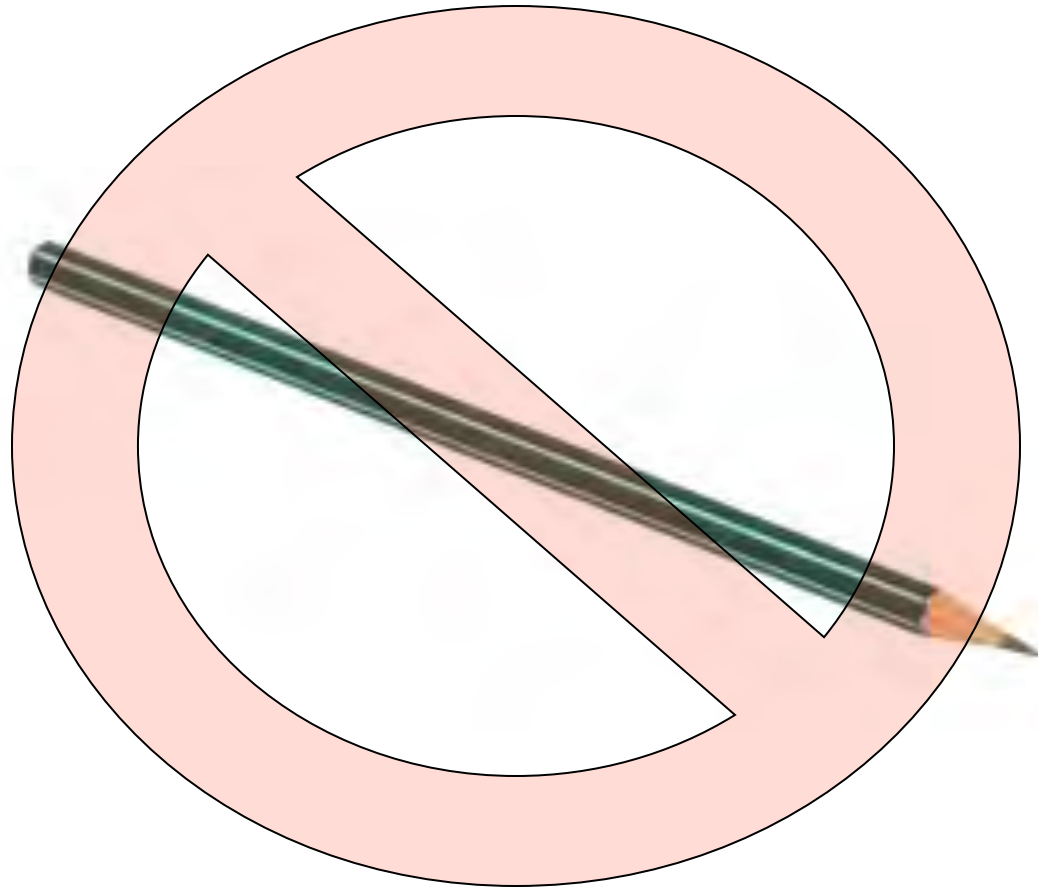
# Scavenger hunts



What Does This Mean to Me, Laura?



# Content consumers





Lack of expertise **limits** content creation

...the mix of activities  
performed in terms of the  
... **knowledge** ...  
... knowledge ...  
... peers as a ...  
... understanding ...

# Small social circles



They **won't build** for you



It's all about friends



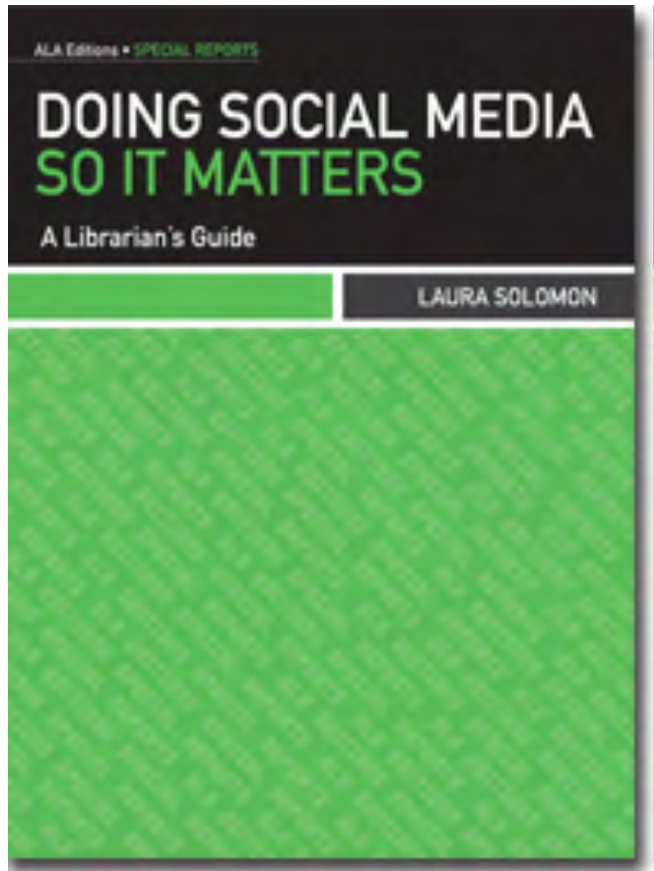


**Reactive**, not proactive



Quit chasing

# Absolutely shameless plug



Coming Fall 2012

# Stalk me here



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[laura@designforthelittleguy.org](mailto:laura@designforthelittleguy.org)



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Thank you!





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