

Demographics of teens who text

The percentage of teens in each group who text

	% of teens
Total teens	72%
Boys	68%
Girls	77
Age	
12-13	61%*
14-17	77
Race/ethnicity	
White, Non-Hispanic	73%
Black, Non-Hispanic	78
Hispanic (English-speaking)	75
Household income	
Less than \$30,000/yr	62%*
\$30,000-\$49,999	76
\$50,000-\$74,999	72
\$75,000+	81

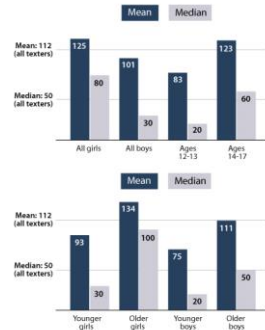
* indicates a statistically significant difference.

Source: Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey, conducted from June 26 - September 24th, 2009. n=800 teens ages 12-17 and the margin of error for the total sample is +/- 4%.



Typical number of texts per day

The mean and median number of texts sent per day by teen texters, by age and sex



Source: Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey, conducted from June 26 - September 24th, 2009. n=800 teens ages 12-17 and the margin of error for the total sample is +/- 4%. For smaller subgroups, the margin of error may be larger. Please see the Methodology section for details.



Technology is ubiquitous: Recap

- Most children and adolescents are online (93%) – but not all are (7% are not)
- Many (73%) are on Face book and other social network sites
 - But very few (8%) are tweeting
- Constantly text messaging? YES
 - 72% of teens text; at an average of 112 texts per day

CyberBullying is everywhere



Image from: <http://www.definetheline.ca>



Growing up with Media survey

The data we will be discussing today largely come from the Growing up with Media survey:

- Longitudinal design: Fielded 2006, 2007, 2008
- Data collected online
- National sample (United States)
- Households randomly identified from the 4 million-member Harris Poll OnLine (HPOL)
- Sample selection was stratified based on youth age and sex.
- Data were weighted to match the US population of adults with children between the ages of 10 and 15 years and adjust for the propensity of adult to be online and in the HPOL.

Eligibility criteria

- **Youth:**
 - Between the ages of 10-15 years
 - Use the Internet at least once in the last 6 months
 - Live in the household at least 50% of the time
 - English speaking
- **Adult:**
 - Be a member of the Harris Poll Online (HPOL) opt-in panel
 - Be a resident in the USA (HPOL has members internationally)
 - Be the most (or equally) knowledgeable of the youth's media use in the home
 - English speaking

Youth Demographic Characteristics

	2006 (n=1,577)	2007 (n=1,189)	2008 (n=1,149)
Female	50%	50%	51%
Age (SE)	12.6 (0.05)	13.7 (0.05)	14.5 (0.05)
Hispanic ethnicity	18%	17%	17%
Race: White	70%	72%	72%
Race: Black / African American	15%	13%	14%
Race: Mixed race	7%	9%	9%
Race: Other	8%	6%	6%
Household less than \$35,000	25%	24%	25%
Internet use 1 hour+ per day	47%	49%	52%

Teen Health and Technology Survey

- Online survey
- Conducted between August 4, 2010 to January 17, 2011
- Youth recruited through the Harris Poll Online (HPOL) opt-in panel:
 - 13 to 18 year olds directly
 - Adults with a 13 to 17 year old in their household
 - Adults with a child under 18 in their household
 - A general population of adults
- Median survey length was 23 minutes
- Response rate: 7.2%

Eligibility criteria

- U.S. resident
- Ages 13 to 18
- In 5th grade or above; and
- Assent to participate in the survey
 - Parental permission requirements waived
- Valid responses: >5 minute survey, age confirmation at beginning and end of the survey

Sample characteristics (n=3,777)

- Demographic characteristics
 - Mean age: 15.7 years (SE: 0.07; Range: 13-18 years)
 - 77% White, 13% Hispanic
 - 57% Female
 - 39% Suburban setting, 28% urban, 33% small town
 - 60% household income 'similar' to other people's
- 85% attend public school
- 26% evangelical / born again Christians

The definition of bullying

We follow Olweus' definition, which says that bullying is a specific type of aggression that occurs:

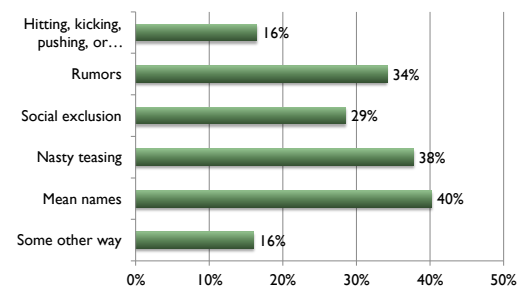
- Between two people of differential power
- Over time
- Repeatedly

Bullying can happen through any mode (online, in-person)
And in any environment (at school, at home)

We tend to talk about different types:

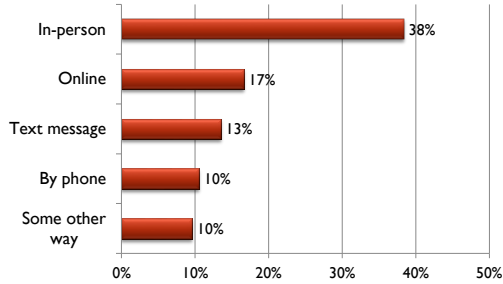
- Physical (e.g., hitting, kicking)
- Relational (e.g., social exclusion)
- Verbal (e.g., threatening and aggressive comments)

Past-year rates of bullying among 13-18 year olds, by type (n=3777)



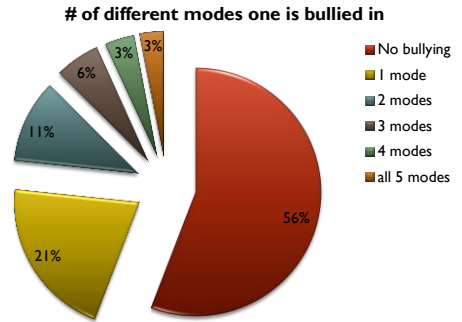
Data are from the Teen Health and Technology study

Past-year rates of bullying among 13-18 year olds, by mode (n=3777)



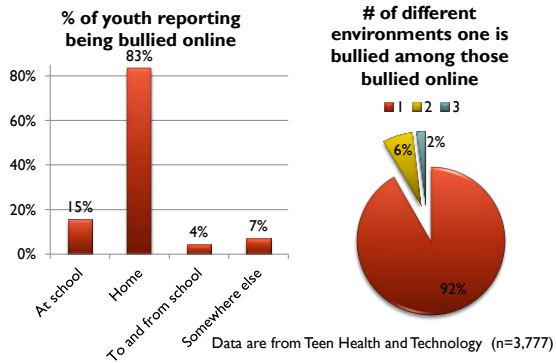
Data are from the Teen Health and Technology study

Cyberbullying is inescapable (?)



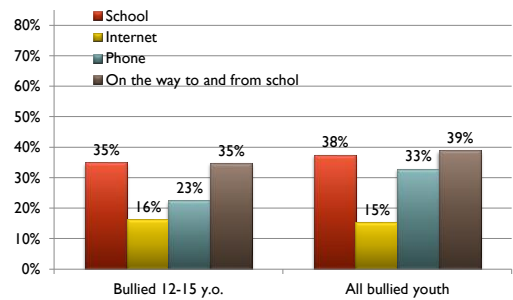
Teen Health and Technology (n=3,777)

Cyberbullying is inescapable (?)



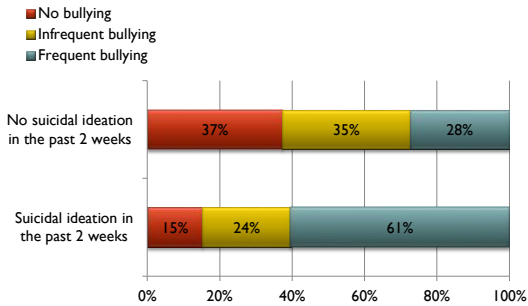
Data are from Teen Health and Technology (n=3,777)

A comparison of distress among youth bullied across environments and modes



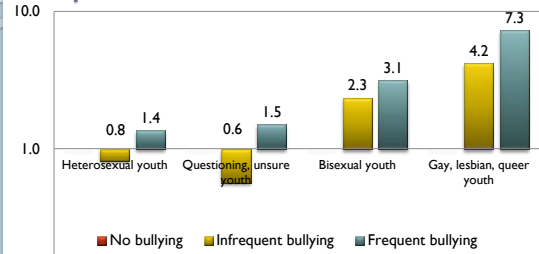
Distress = very or extremely upset about self-defined most "serious" time
Data are from Growing up with Media 2007 and 2008, sample sizes vary based upon n reporting each experience

Suicidal ideation based upon past-year bullying experiences



Teen Health and Technology Study, LGBQ comparative data (n=5542)

Relative odds of current suicidal ideation given past year bullying experiences



Teen Health and Technology Study, LGBQ comparative data (n=5542)

Psychosocial issues for victims

- **Interpersonal victimization / bullying offline** (Ybarra, Mitchell, Espelage, 2007; Ybarra, Mitchell, Wolak, Finkelhor, 2006; Ybarra, 2004)
- **Depressive symptomatology and suicidal ideation** (Ybarra, 2004; Mitchell, Finkelhor, Wolak, 2000; The Berkman Center for Internet & Society, 2008; Hinduja & Patchin, in press)
- **Alcohol use** (Ybarra, Mitchell, Espelage, 2007)
- **Social problems** (Ybarra, Mitchell, Wolak, Finkelhor, 2006)
- **School behavior problems** (Ybarra, Diener-West, Leaf, 2007)
- **Poor caregiver-child relationships** (Ybarra, Diener-West, Leaf, 2007)

Psychosocial issues for perpetrators

- **Interpersonal victimization and perpetration (bullying) offline** (Ybarra, Mitchell, Espelage, 2007; Ybarra & Mitchell, 2007; Ybarra & Mitchell, 2004)
- **Aggression / rule breaking** (Ybarra, Mitchell, Espelage, 2007; Ybarra & Mitchell, 2007)
- **Binge drinking** (Ybarra, Mitchell, Espelage, 2007)
- **Substance use** (Ybarra, Mitchell, Espelage, 2007; Ybarra & Mitchell, 2007)
- **Poor caregiver child relationship** (Ybarra, Mitchell, Espelage, 2007; Ybarra & Mitchell, 2004; Ybarra & Mitchell, 2007)
- **Low school commitment** (Ybarra & Mitchell, 2004)

CyberBullying: Recap

Cyberbullying (bullying online) affects between 15-17% of youth each year

- More than **4 in 5** youth who use the Internet are ***not* cyberbullied**

Bullying is most commonly an **in-person** experience.

- For a concerning minority (12%), bullying is ubiquitous (in person, online, via text)

CyberBullying: Recap

About 1/6 of cyberbullied youth are very or extremely upset

- 5 out of 6 cyberbullied youth are less affected

Bullying is related to suicidal ideation

- Frequent bullying may be particularly harmful for LGB youth

Cyberbullying is not more distressing than in-person bullying

- More than twice as many youth bullied at school (38%) are distressed compared to those bullied online (15%)

Prevention musings

Internet versus school-based programs

- Motivated versus captive audiences

Programs for bullies versus bullied youth

- Behavior change versus psychosocial support

Resources

TheTrevorProject.org

AThinLine.org

BornThisWayFoundation.org

CyberBully411.com



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