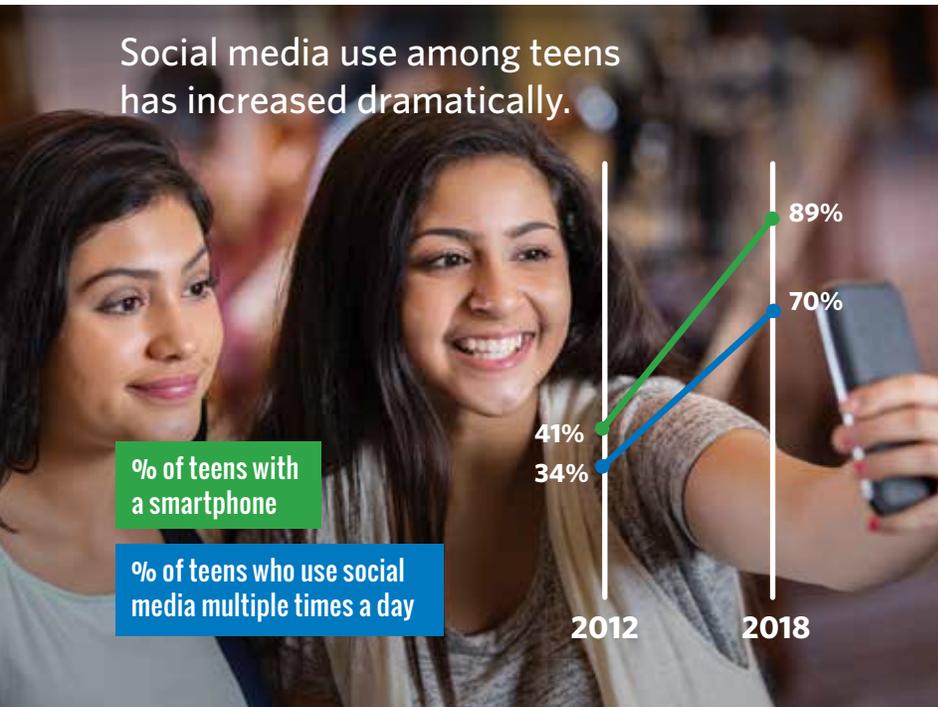


Social Media, Social Life 2018

Among 13- to 17-year-olds in the United States



Teens overwhelmingly choose Snapchat as their main social media site.

Percent of teens who say they use each social media site the most:



41%
Snapchat



22%
Instagram



15%
Facebook

They're being distracted from other important things and their friends.

57%
of all teens agree that using social media often distracts them when they should be doing homework.

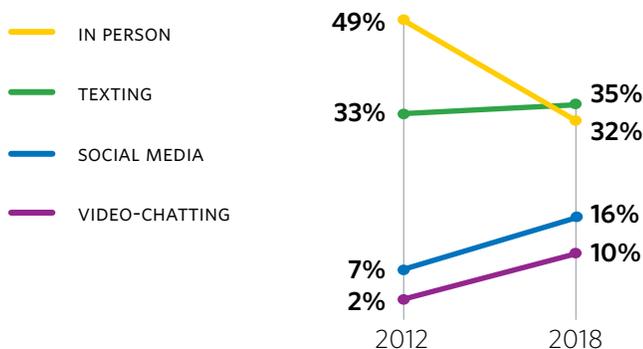
54%
of teen social media users agree that it often distracts them when they should be paying attention to the people they're with, **compared to 44% in 2012.**

29%
of teen smartphone owners say they've been woken up by their phones during the night by a call, text, or notification.

42%
of teens agree that social media has taken away from time they could spend with friends in person, **compared to 34% in 2012.**

Teens don't value face-to-face communication with friends as much as they used to.

Teens favorite way of communicating, 2012 vs. 2018



What happens online stays online.

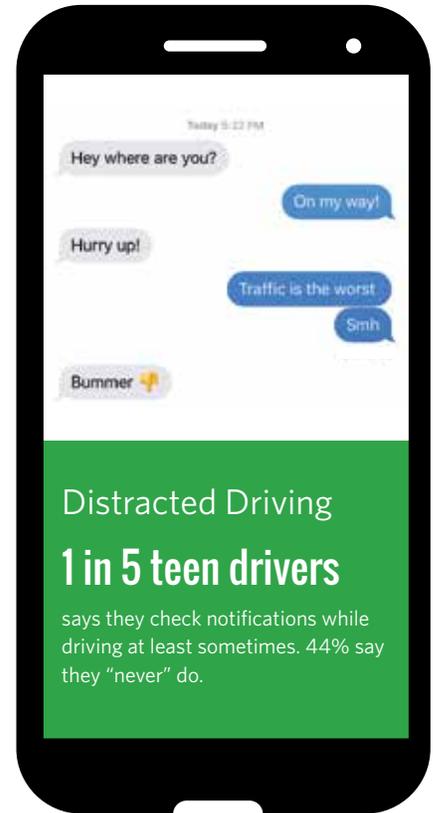
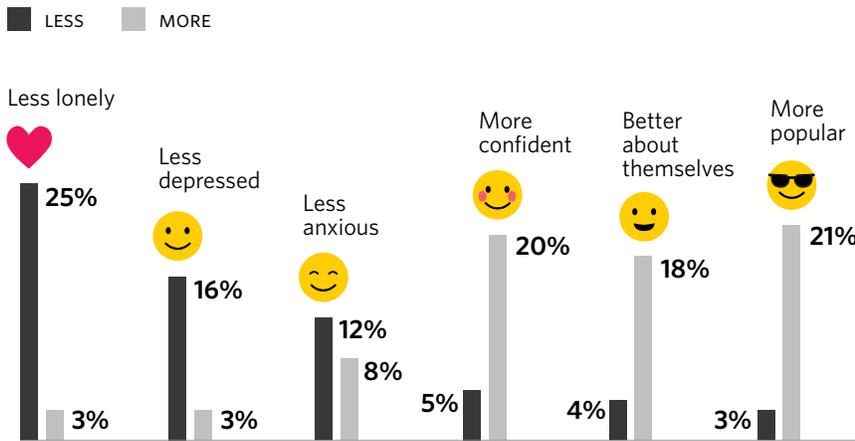
When asked to pick which comes closer to the truth, teens say:

54% If parents knew what actually happens on social media, they'd be a lot more worried about it.

46% Parents worry too much about teens' use of social media.

Teens are much more likely to say social media has a positive rather than a negative effect on how they feel.

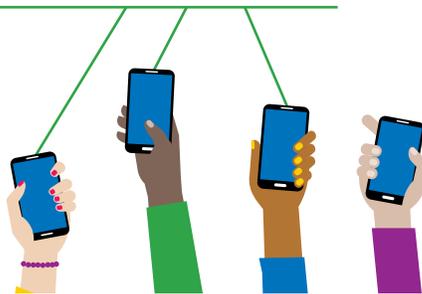
Social media users who say using social media makes them feel "more" or "less":



Teens think they're being manipulated.

72%

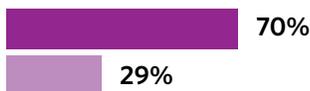
Of teens believe that tech companies manipulate users to spend more time on their devices.



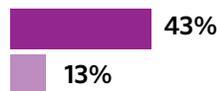
Teens with low social-emotional well-being experience more of the negative effects of social media than kids with high social-emotional well-being.

Percent of social media users who say they:

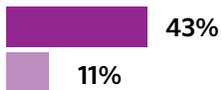
Sometimes feel left out or excluded when using social media



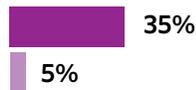
Have deleted social media posts because they got too few "likes"



Feel bad about themselves if no one comments on or likes their posts



Have ever been cyberbullied

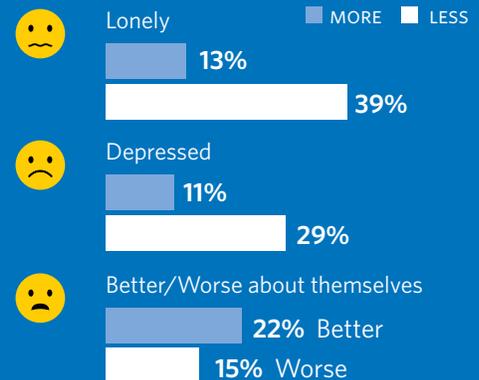


LOW SOCIAL-EMOTIONAL WELL-BEING
HIGH SOCIAL-EMOTIONAL WELL-BEING

See Methodology section for definitions of the high, medium, and low SEWB groups.

Looking closer at teens with low social-emotional well-being

Percent who say using social media makes them feel:



METHODOLOGY: This report is based on a nationally representative survey of 1,141 13- to 17-year-olds in the United States. The survey was administered online by the research group GfK using their KnowledgePanel® from March 22, 2018, through April 10, 2018. Participants were recruited using address-based sampling methods. The margin of error for the full sample at a 95 percent confidence level is +/-3.4 percent. The overall design effect for the survey is 1.4048.