Methods

Focus Groups

In collaboration with the Berkman Center for Internet & Society at Harvard, this report includes quotes gathered through a series of exploratory in-person focus group interviews about privacy and digital media, with a focus on social media sites, conducted by the Berkman Center's Youth and Media Project between February and April 2013. The team conducted 24 focus group interviews with a total of 156 participants across the greater Boston area, Los Angeles, Santa Barbara (California), and Greensboro (North Carolina) beginning in February 2013. Each focus group interview lasted 90 minutes, including a 15-minute questionnaire completed prior to starting the interview, consisting of 20 multiple-choice questions and 1 open-ended response.

Although the research sample was not designed to constitute representative cross-sections of particular population(s), the sample includes participants from diverse ethnic, racial and economic backgrounds. Participants ranged in age from 11 to 19. The mean age of participants is 14.5. Groups of three to eight participants were divided into age cohorts of 11-14, 14-16, and 16-19 for interviews. Females comprised 55% of participants, males 41%, and 4% chose not to reply. Half of the focus group participants (50%) were Hispanic, Latino, or of Spanish origin; 33% were white; 13% were black or African-American; 2% were Asian or Asian-American; 1% were American Indian or Alaskan Native; and 1% self-identified as other. Although we tried to assess participants' socioeconomic status based on self-identification of their parents' highest educational achievement, too many participants indicated uncertainty or no knowledge of this to allow for confidence in this metric. However, as we recruited from schools serving students primarily of lower socio-economic status in Los Angeles and Boston, we estimate that at least half of our sample draws from underserved populations.

In addition, two online focus groups of teenagers ages 12-17 were conducted by the Pew Internet Project from June 20-27th, 2012 to help inform the survey design. The first group was with 11 middle schoolers ages 12-14, and the second group was with 9 high schoolers ages 14-17. Each group was mixed gender, with some racial, socio-economic and regional diversity. The groups were conducted as an asynchronous threaded discussion over three days using the Qualboard platform and the participants were asked to log in twice per day. All references to these findings are referred to as "online focus groups" throughout the report.

2012 Teens and Privacy Management Survey

Prepared by Princeton Survey Research Associates International
for the Pew Research Center's Internet and American Life Project

October 2012

SUMMARY

The 2012 Teens and Privacy Management Survey sponsored by the Pew Research Center's Internet and American Life Project obtained telephone interviews with a nationally representative sample of 802 teens aged 12 to 17 years-old and their parents living in the United States. The survey was conducted by Princeton Survey Research Associates International. The interviews were done in English and Spanish by Princeton Data Source, LLC from July 26 to September 30, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±4.5 percentage points.

The Berkman Center at Harvard Law School lead the qualitative data collection effort for this project. Berkman staff (sometimes jointly with the Internet Project) conducted 24 focus group interviews with a total of 137 participants across the greater Boston area, Los Angeles, Santa Barbara, and Greensboro, North Carolina beginning in February 2013. Each focus group interview lasted 90 minutes, including a 15-minute questionnaire completed prior to starting the interview, consisting of 20 multiple-choice questions and 1 open-ended response.

Although the research sample was not designed to constitute representative cross-sections of particular population(s), the sample includes participants from diverse ethnic, racial and economic backgrounds. Participants ranged in age from 11 to 19. The mean age of participants is 14.8. Groups of three to eight participants were divided into age cohorts of 11-14, 14-16, and 16-19 for interviews. Females comprised 58% of participants and males 42%. A majority of participants (54%) were Hispanic, Latino, or of Spanish origin. Of the participants not of Hispanic, Latino or Spanish origin, 66% were white, 27% were African-American or African-American, 2% were Asian or Asian-American, 2% were American Indian or Alaskan Native, 2% self-identified as other, and 1% left the question unanswered. Although we tried to assess participants' socioeconomic status based on self-identification of their parents' highest educational achievement, too many participants indicated uncertainty or no knowledge of this to allow for confidence in this metric. However, as we recruited from schools serving students primarily of lower socio-economic status in Los Angeles and Boston, we estimate that at least half of our sample draws from underserved populations.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all teens and their parents in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Both samples were disproportionately stratified to increase the incidence of African Americans and Latinos. The same stratification scheme was used for both sample frames and was based on the estimated incidence of minority groups at the county level. All counties in the United States were divided into ten strata based on the estimated proportion of African American and Latino populations. Strata with higher minority densities were oversampled relative to strata with lower densities. Phone numbers were drawn with equal probabilities within strata. The disproportionate sample design was accounted for in the weighting.

To supplement the fresh RDD sample, interviews were also completed among a sample of parents who recently participated in the PSRAI Weekly Omnibus survey. Table 1 shows a breakdown of the number of interviews completed by sample segment.

Table 1. Sample Segments

Segment	# of ints.
Fresh RDD landline	267
Fresh RDD cell	134
Callback landline	265
Callback cell	136

Contact Procedures

Interviews were conducted from July 26 to September 30, 2012. As many as 7 attempts were made to contact and interview a parent at every sampled landline telephone number and as many as five attempts were made to contact and interview a parent at every sampled cell number. After the parent interview, an additional 10 calls were made to interview an eligible teen. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each telephone number received at least one daytime call in an attempt to complete an interview.

Contact procedures were slightly different for the landline and cell samples. For the landline samples, interviewers first determined if the household had any 12 to 17 year-old residents. Households with no teens were screened-out as ineligible. In eligible households, interviewers first conducted a short parent interview with either the father/male guardian or mother/female guardian. The short parent interview asked some basic household demographic questions as well as questions about a particular teen in the household (selected at random if more than one teen lived in the house.)

For the cell phone samples, interviews first made sure that respondents were in a safe place to talk and that they were speaking with an adult. Calls made to minors were screened-out as ineligible. If the person was not in a safe place to talk a callback was scheduled. Interviewers then asked if any 12 to 17 year-olds lived in their household. Cases where no teens lived in the household were screened-out as ineligible. If there was an age-eligible teen in the household, the interviewers asked if the person on the cell phone was a parent of the child. Those who were parents went on to complete the parent interview. Those who were not parents were screened-out as ineligible.

For all samples, after the parent interview was complete an interview was completed with the target child. Data was kept only if the child interview was completed.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for patterns of nonresponse and disproportionate sample designs that might bias survey estimates. This sample was weighted in three stages. The first stage of weighting corrected for the disproportionate RDD sample designs. For each stratum the variable WT1 was computed as the ratio of the size of the sample frame in the stratum divided by the amount of sample ordered in the stratum. For the callback samples, the weights from the original surveys was brought in and used as WT1.

The second stage of weighting involved correcting for different probabilities of selection based on respondents' phone use patterns. Respondents who have both a landline and a cell phone have a greater chance of being sampled than respondents with access to only one kind of phone. To correct for this we computed a variable called PUA (Phone Use Adjustment). The PUA was computed using the following formula where n1 is the number of respondents having only one kind of phone (landline or cell, but not both) and n2 is the number of respondents have both a landline and a cell phone.

$$PUA = \frac{2(n1 + n2)}{2n1 + n2} \; if \; respondent \; has \; only \; one \; kind \; of \; phone$$

$$PUA = \frac{(n1 + n2)}{2n1 + n2} \; if \; respondent \; has \; both \; kinds \; of \; phone$$

WT1 and PUA were then multiplied together to use as an input weight (WT2) for post-stratification raking

The interviewed sample was raked to match national parameters for both parent and child demographics. The parent demographics used for weighting were: sex; age; education; race; Hispanic origin; number of 12-17 year olds in household; number of adults in the household; phone use and region (U.S. Census definitions). The child demographics used for weighting were gender and age. The parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The phone use parameter was derived from recent PSRAI survey data.

Raking was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 2 compares weighted and unweighted sample distributions to population parameters.

Table 2: Sample Demographics

	Parameter	Unweighted	Weighted
Census Region			
Northeast	17.8	13.8	17.1
Midwest	22.2	21.2	21.0
South	36.0	36.9	36.8
West	24.0	28.1	25.1
Parent's Sex			
Male	43.3	35.5	41.2
Female	56.7	64.5	58.8
Parent's Age			
LT 35	10.3	6.5	9.9
35-39	18.1	12.7	17.7
40-44	25.6	21.4	24.6
45-49	24.4	24.2	25.0
50-54	14.6	21.1	15.0
55+	7.1	14.2	7.8
Parent's Education			
Less than HS grad.	12.7	6.4	11.7
HS grad.	33.5	24.2	31.8
Some college	23.3	24.0	24.2
College grad.	30.5	45.4	32.2
Parent's Race/Ethnicity			
White~Hispanic	63.0	68.0	63.3
Black~Hispanic	11.2	15.3	12.0
Hispanic, native born	6.7	4.5	6.4
Hispanic, foreign born	12.5	7.0	11.8
Other~Hispanic	6.5	5.1	6.6
Parent's Phone Use			
Landline only	7.8	6.7	8.0
Dual Users	59.8	78.4	62.4
Cell Phone only	33.1	14.8	29.6
# of 12-17 Kids in HH			
One	70.2	64.5	69.0
Two	25.2	27.4	25.9
Three+	4.6	8.1	5.1
# of adults in HH			
One	10.5	13.0	11.5
Two	58.6	58.6	57.7
Three+	30.9	28.4	30.8

(Continued…)

Table 2: Sample Demographics (continued)

	Parameter	Unweighted	Weighted
Kid's Sex			
Male	51.3	50.5	51.0
Female	48.7	49.5	49.0
Kid's Age			
12	16.7	14.1	15.6
13	16.7	16.6	17.1
14	16.7	15.6	16.0
15	16.7	16.8	17.3
16	16.7	19.3	17.4
17	16.7	17.6	16.6

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.69.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, w_i as:

$$deff = \frac{n \sum_{i=1}^{n} w_i^2}{\left(\sum_{i=1}^{n} w_i \right)^2}$$

formula 1

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect ($\sqrt{deff}$). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right)$$

formula 2

where $\hat{p}$ is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±4.5 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 4.5 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

Response Rate

Table 3 reports the disposition of all sampled callback telephone numbers ever dialed. The response rate is calculated according to American Association of Public Opinion Research standards.

Table 3:Sample Disposition

Landline Fresh RDD	Cell Fresh RDD	LL Callback	Cell Callback	
267	134	265	136	I=Completes
17	9	9	10	R=Refusal known to be eligible
11197	14226	501	448	UO_R=Refusal eligibility status unknown
4733	8666	56	63	NC=Non contact known working number
211	108	2	3	O=Other
54721	17757	126	98	OF=Business/computer/not working/child's cell phone
4960	1043	10	1	$UHUO_{NC}$=Non-contact - unknown household/unknown other
3383	3475	89	101	SO=Screenout
0.31	0.61	0.88	0.89	e1=(I+R+UO_R+NC+O+SO)/(I+R+UO_R+NC+O+SO+OF) - Assumed working rate of non-contacts
0.08	0.04	0.75	0.59	e2=(I+R)/(I+R+SO) - Assumed eligibility of unscreened contacts
16.1%	**12.4%**	**37.7%**	**30.2%**	**AAPOR RR3=I/[I+R+[e2*(UOR+NC+O)]+[e1*e2*$UHUO_{NC}$]]**

Survey Questions

Teens and Privacy Management Survey 2012 **EXCERPT**

Data for July 26–September 30, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n= 802 parents of 12-17 year olds and 802 teens ages 12-17
Interviewing dates: 07.26.2012 – 09.30.2012

Margin of error is plus or minus 4.5 percentage points for results based on total parents [n=802]
Margin of error is plus or minus 4.5 percentage points for results based on total teens [n=802]
Margin of error is plus or minus 4.6 percentage points for results based on total teens [n=781]
Margin of error is plus or minus 4.6 percentage points for results based on teen internet users [n=778]
Margin of error is plus or minus 5.1 percentage points for results based on teen SNS or Twitter users [n=632]
Margin of error is plus or minus 5.3 percentage points for results based on teens with a Facebook account [n=588]
Margin of error is plus or minus 9.4 percentage points for results based on teens with a Twitter account [n=180]

PARENT INTERVIEW

[READ TO ALL PARENTS:] In this survey, we'd like to first briefly interview you, and then, at a convenient time, interview [your teenager / one of your teenage children]. This nationwide survey is being conducted by a non-profit organization to learn more about some important topics facing American families today. Your family's opinions are very important to us, and the survey only takes a few minutes. We are not selling anything.

Here's my first question…

Q1   Do you ever use a social networking site like Facebook or Twitter?[1]

%	CURRENT PARENTS		JULY 2011[i]
	66	Yes	58
	33	No	28
	*	Do not use the internet (VOL.)	13
	0	Don't know	*
	0	Refused	*

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[1] July 2011 question wording was slightly different: "Do you ever use an online social networking website like LinkedIn or Facebook?" Trend was asked of parent internet users [N=717]. Trend results shown here are based on Total parents.

Q2 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

CURRENT PARENTS %	
23	Most people can be trusted
72	You can't be too careful
4	It depends (VOL.)
1	Don't know
*	Refused

[READ TO ALL PARENTS:] And now I have some questions about your [AGE]-year old child...

Q3 Does your [AGE]-year old [INSERT: (boy) / (girl)] use the internet, either on a computer or a cell phone?[2]

CURRENT PARENTS %		JULY 2011	NOV 2007[ii]	NOV 2006[iii]	NOV 2004[iv]
96	Yes	93	85	80	80
4	No	6	15	20	20
0	Don't know	1	1	1	*
0	Refused	*	--	--	--

Q4 Does this child use a social networking site like Facebook or Twitter?[3]

Based on parents of teen internet users

CURRENT PARENTS %		JULY 2011	NOV 2006
78	Yes	75	49
20	No	22	45

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[2] November 2007 and earlier, trend question wording was: "Does this child ever use the Internet or go online to send and receive email?"

[3] July 2011 question wording was: "Does this child use an online social network like Facebook or MySpace?" November 2006 question wording was: "Do you happen to know if your child has a personal profile posted anywhere on the internet, like on a social networking site like MySpace or Facebook?"

2	Don't know	3	6
0	Refused	*	0
[n=781]		[n=759]	[n=790]

Q5 Still thinking about your child's use of technology... Have you ever [INSERT ITEM; RANDOMIZE]?

	YES	NO	DON'T KNOW	REFUSED
Items A thru C: Based on parents of teen internet users				
a. Read a privacy policy for a website or social network site your child was using				
Current Parents [N=781]	44	55	1	*
b. Searched for your child's name online to see what information is available about them				
Current Parents	42	57	*	0
c. Used parental controls or other means of blocking, filtering or monitoring your child's online activities				
Current Parents	50	50	0	0
July 2011 [N=759]	54	45	1	0

Q5 continued...

		YES	NO	DON'T KNOW	REFUSED
Items D & E: Based on parents of teen SNS users					
d.	Helped your child set up privacy settings for a social network site				
	Current Parents [N=595]	39	60	*	0
e.	Talked with your child because you were concerned about something posted to their profile or account				
	Current Parents	59	41	*	*
Item F: Based on parent SNS users whose teen also uses SNS					
f.	Commented or responded directly to something posted on your child's social network profile or account				
	Current Parents [N=415]	50	50	0	0

Q6 In addition to the ways the internet and cell phones are useful for teens like yours, some parents have concerns about technology. For each of the following, please tell me how concerned, if at all, you are about these issues. (First,) what about... [INSERT ITEM; RANDOMIZE]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Are you very, somewhat, not too or not at all concerned?]

Based on parents of teen internet users [N=781]

		VERY	SOME-WHAT	NOT TOO	NOT AT ALL	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a.	How your child manages their reputation online	49	20	16	15	n/a	*	*
b.	How much information advertisers can learn about your child's online behavior	46	35	12	7	n/a	*	*
c.	How your child interacts online with people they do not know	53	19	10	9	8	*	*
d.	How your child's online activity might affect their future academic or employment opportunities	44	26	18	11	n/a	1	1

[READ TO ALL PARENTS:] Just a few more questions for statistical purposes only…

The demographic questions are not reported in this topline.

Those are all the questions I have for you. We would also like to get your child's opinion on some of the things we've been talking about. May I please speak with your [AGE]-year old [INSERT: son/daughter] now?

[IF PARENT ASKS WHO IS SPONSORING SURVEY, READ: This survey is sponsored by a non-profit organization, the Pew Research Center's Internet and American Life Project. (IF NEEDED: A report on this survey will be issued by the Pew Internet Project in a few months and you will be able to find the results at its web site, which is www.pewinternet.org.)]

KIDS02a How old is this child who is between the ages of 12 and 17?
KIDS02b Thinking about the (YOUNGEST/OLDEST/MIDDLE) of the children living in your home who are between the ages of 12 and 17, how old is this child?

CURRENT PARENTS %	
16	12 years old
17	13 years old
16	14 years old
17	15 years old
17	16 years old
17	17 years old

KIDS03a And is this teenager a boy or a girl?
KIDS03b Is this child a boy or a girl?

CURRENT PARENTS %	
51	Boy
49	Girl

TEEN INTERVIEW

Hello, my name is _____ and I am calling for Princeton Survey Research. We are conducting a short survey about things you do every day, from using the Internet to school activities and talking with friends. Your opinions are very important to us. And there are no right answers or wrong answers. Everything you say is completely confidential: we will not use your name in any way (and we will not share your answers with anyone, including your parents). [IF NECESSARY: We have talked to one of your parents on (INSERT PARENT INTERVIEW DATE) and they have given us permission to talk to you.]

KINTUSE Do you use the internet or email, at least occasionally?
KINTMOB Do you access the internet on a cell phone, tablet or other mobile device, at least occasionally?[4]

	USES INTERNET	DOES NOT USE INTERNET
Current Teens	95	5
July 2011	95	5
Sept 2009[v]	93	7
Feb 2008[vi]	93	7
Nov 2007	94	6
Nov 2006	93	7
Nov 2004	87	13

K1 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

CURRENT TEENS %	
25	Most people can be trusted
65	You can't be too careful
7	It depends (VOL.)
3	Don't know
*	Refused

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[4] Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" Trend question from Nov 2006 thru Sept 2009 was "Do you use the internet, at least occasionally? / Do you send or receive email, at least occasionally?" Trend question in July 2011 was "Do you use the internet, at least occasionally, for example on either a computer or a cell phone? / Do you send or receive email, at least occasionally?"

K2   As I read the following list of items, please tell me if you happen to have each one, or not. Do you have...[INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone... or an Android, iPhone or other device that is also a cell phone[5]				
Current Teens	78	22	0	0
July 2011	77	23	0	0
September 2009	75	25	0	0
February 2008	71	29	0	--
November 2007	71	29	0	--
November 2006	63	37	0	--
November 2004	45	55	0	--
b. A desktop or laptop computer[6]				
Current Teens	80	20	0	0
July 2011	74	26	0	0
September 2009	69	31	0	0
February 2008	60	40	0	--
November 2007	59	41	0	--
November 2006	79	21	0	--
November 2004	75	24	1	--
c. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire				
Current Teens	23	77	0	0

K2a_1 Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone, such as an iPhone or Android, or are you not sure?[7]

Based on teen cell phone owners

%	CURRENT TEENS		JULY 2011
	47	Yes, smartphone	30
	49	No, not a smartphone	56

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[5] Prior to 2009, trend wording was "A cell phone". Item wording in September 2009 and July 2011 was: "A cell phone... or a Blackberry, iPhone or other device that is also a cell phone"
[6] In November 2004 and November 2006, "desktop computer" and "laptop computer" were asked as separate items. Results shown here have been recalculated to combine the two items.
[7] July 2011 wording was: "Is that a smartphone or not... or are you not sure?"

4	Not sure/Don't know		14
0	Refused		0
[n=637]			[n=642]

K2b_1 Is there a computer that you can use at home?

Based on teens who do not have a computer

	CURRENT TEENS		JULY 2011
%			
	67	Yes	63
	33	No	37
	0	Don't know	0
	0	Refused	0
	[n=161]		[n=175]

K3 Thinking about the computer you use most often, do your parents, siblings or other members of your family share that computer with you?

Based on teens who have a computer or have access to one [N=764]

	CURRENT TEENS	
%		
	71	Yes
	29	No
	0	Don't know
	0	Refused

There is no K4.

K5 We're interested in the kinds of things you do when you use the internet. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...[INSERT ITEM; RANDOMIZE]?

Based on teen internet users

	YES	NO	(VOL.) CAN'T DO THAT / DON'T KNOW HOW	DON'T KNOW	REFUSED
a. Use a social networking site like Facebook[8]					
Current Teens [N=778]	81	19	0	0	0
July 2011 [N=770]	80	20	0	*	0
September 2009 [N=746]	73	27	n/a	0	0
February 2008 [N=1,033]	65	35	n/a	0	0
November 2007 [N=664]	60	40	n/a	0	0
November 2006 [N=886]	55	45	n/a	0	0
b. Use Twitter					
Current Teens	24	76	0	0	0
July 2011	16	84	0	0	0
September 2009	8	91	n/a	1	0
c. Share videos of yourself online					
Current Teens	15	85	0	*	0
d. Share photos of yourself online					
Current Teens	62	37	*	0	0

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[8] For Feb. 2008, Sept. 2009 and July 2011, item wording was: "Use an online social networking site like MySpace or Facebook"

In November 2007, teens were asked whether they personally had an SNS profile, rather than if they ever use an SNS site. Item wording was "A profile on a social networking website like MySpace or Facebook." Item was asked of Total Teens. Results shown here are for teen internet users only.

In November 2006, teens were asked whether they personally had ever created an SNS profile, rather than if they ever use an SNS site. Question wording was "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"

[READ TO TEEN INTERNET USERS OR TEENS WHO HAVE A CELL PHONE OR TABLET:] Now, on another subject...

K6 On which social network site or sites do you have a profile or account?[9]

Based on teen SNS or Twitter users

	CURRENT TEENS		JULY 2011
%	94	Facebook	93
	26	Twitter	12
	11	Instagram	n/a
	7	MySpace	24
	7	Youtube	6
	5	Tumblr	2
	3	Google Plus	n/a
	2	Yahoo-unspecified	7
	1	Pinterest	n/a
	1	Meet Me	n/a
	1	Gmail	n/a
	*	My yearbook	2
	0	Foursquare	n/a
	0	Spotify	n/a
	0	Flickr	0
	n/a	Skype	2
	n/a	Google Buzz	1
	n/a	UStream	0
	6	Other (SPECIFY)	8
	1	Don't have my own profile or account on a social network site	1
	0	Don't know	1
	*	Refused	0

[n=632] [n=623]

Note: Total may exceed 100% due to multiple responses.

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[9] July 2011 wording was: "On which social networking site or sites do you have an account?"

K7   Which social network site or account do you use most often? [PRECODED OPEN-END; FIRST RESPONSES ONLY][10]

Based on teen SNS or Twitter users

	CURRENT TEENS		NOV 2006
%	81	Facebook	7
	7	Twitter	n/a
	3	Instagram	n/a
	1	Youtube	*
	1	Tumblr	n/a
	1	Google Plus	n/a
	*	Yahoo-unspecified	n/a
	*	My yearbook	0
	*	Pinterest	n/a
	*	Gmail	n/a
	0	MySpace	85
	0	Foursquare	n/a
	0	Spotify	n/a
	0	Meet Me	n/a
	0	Flickr	0
	1	Other (SPECIFY)	6
	2	Use all my social network profiles/accounts equally	n/a
	1	Don't have my own profile or account on a social network site	n/a
	*	Don't know	2
	*	Refused	--

[n=632]   [n=487]

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[10] Question was asked only of those who gave two or more responses in K6. Results shown here include teens who only gave one response in K6.

Nov 2006 question was asked of teens who have a profile online, with the following question wording: "Where is the profile you use or update most often?"

K8 About how often do you visit social networking sites? [READ 1-6][11]

Based on teen SNS or Twitter users

%	CURRENT TEENS		JULY 2011	NOV 2006
	42	Several times a day	40	22
	25	About once a day	24	26
	12	3 to 5 days a week	13	17
	9	1 to 2 days a week	12	15
	5	Every few weeks	6	9
	7	Less often	5	11
	*	(DO NOT READ) Don't know	0	*
	0	(DO NOT READ) Refused	*	--
	[n=632]		[n=623]	[n=493]

KFB1 Thinking only about your Facebook profile… How many friends do you have in your network? [IF NECESSARY: Just your best guess is fine.]

Based on teens who have a Facebook account [N=588]

%	CURRENT TEENS	
	*	No friends
	19	1-100
	24	101-250
	28	251-500
	27	More than 500
	2	Don't know
	*	Refused

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[11] Nov 2006 question was asked of teen SNS users

KFB2 Thinking about who is in your Facebook network, are you friends with or otherwise connected to... [INSERT ITEM; RANDOMIZE; ITEM h ALWAYS LAST]? How about [INSERT NEXT ITEM]? [READ IF NECESSARY: Are you friends with or otherwise connected to [ITEM] on Facebook?]

Based on teens who have a Facebook account [N=588]

		YES	NO	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a.	Your parents	70	29	n/a	1	*
b.	Your brothers or sisters	76	18	6	0	*
c.	Extended family	91	8	n/a	1	*
d.	Friends at school	98	2	n/a	*	*
e.	Other friends that don't go to your school	89	11	0	0	*
f.	Teachers or coaches	30	70	n/a	0	*
g.	Celebrities, musicians or athletes	30	70	n/a	0	*
h.	Other people you have never met in person	33	66	*	1	*

KFB3 Still thinking about Facebook... When, if ever, was the last time you checked your privacy settings on that profile? [READ CATEGORIES ONLY IF NECESSARY]

Based on teens who have a Facebook account [N=588]

CURRENT TEENS %	
30	Sometime in the past 7 days
31	Sometime in the past 30 days
17	Sometime in the past 12 months
6	When you first created your profile
5	You have never checked them
12	You don't know or you can't remember
*	Refused (VOL.)

KFB4 Still thinking about your Facebook profile... Is your profile set to public so that everyone can see it... is it partially private, so that friends of friends or your networks can see it... or is it private, so that only your friends can see?[12]

Based on teens who have a Facebook account

	CURRENT TEENS	
%	14	Public
	25	Partially private
	60	Private (friends only)
	1	Don't know
	*	Refused

[n=588]

KFB7 On your Facebook profile, do you limit what certain friends can and cannot see, or can all your friends see the same thing?[13]

Based on teens who have a Facebook account

	CURRENT TEENS	
%	18	Limit what certain friends can see
	81	All friends see the same thing
	1	Don't know
	*	Refused

[n=588]

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[12] July 2011 question was asked of teen SNS or Twitter users with the following wording: "Thinking about the profile you use most often... Is your profile set to public so that everyone can see it... is it partially private, so that friends of friends or your networks can see it... or is it private, so that only your friends can see?"

[13] July 2011 question was asked of teen SNS or Twitter users whose SNS profile is at least partially private, with the following wording: "On your private profile, do you limit what certain friends can and cannot see, or can all your friends see the same thing?"

KFB8   What about your parents? Do you sometimes limit what your parents can see on your Facebook profile, or do your parents and friends always see the same thing?

Based on teens who have a Facebook account [N=588]

	CURRENT TEENS	
%	5	Limit what parents can see
	85	Parents and friends see the same thing
	9	Parents do not use Facebook (VOL.)
	*	Don't know
	1	Refused

KFB9   Overall, how difficult is it to manage the privacy controls on your Facebook profile? Is it very difficult, somewhat difficult, not too difficult or not difficult at all?

Based on teens who have a Facebook account [N=588]

	CURRENT TEENS	
%	*	Very difficult
	8	Somewhat difficult
	33	Not too difficult
	56	Not difficult at all
	2	Do not use privacy settings (VOL.)
	1	Don't know
	*	Refused

[READ TO TEENS WHO HAVE A TWITTER ACCOUNT:] Now I'd like to ask you some questions specifically about Twitter...

KTW1   How many people follow you on Twitter? [IF NECESSARY: Just your best guess is fine.]

Based on teens who have a Twitter account [N=180]

CURRENT TEENS %	
4	No followers
22	1-10
18	11-50
20	51-100
34	More than 100
2	Don't know
*	Refused

KTW2   Are your tweets currently private or public?

Based on teens who have a Twitter account [N=180]

CURRENT TEENS %	
24	Private
64	Public
12	Don't know
*	Refused

There is no K9.

K10 Thinking about the ways people might use social networking sites... Do you ever... [INSERT ITEMS IN ORDER]?

Based on teen SNS or Twitter users [N=632]

		YES, DO THIS	NO, DO NOT	DON'T KNOW	REFUSED
a.	Delete people from your network or friends' list	74	26	0	0
b.	Remove your name from photos that have been tagged to identify you	45	54	*	0
c.	Delete comments that others have made on your profile or account	53	46	1	0
d.	Delete or edit something that you posted in the past	59	41	1	0
e.	Post updates, comments, photos or videos that you later regret sharing	19	81	0	0
f.	Set up your profile or account so that it automatically includes your location on your posts	16	82	1	0
g.	Post fake information like a fake name, age or location to help protect your privacy	26	74	0	0
h.	Share inside jokes or coded messages that only some of your friends would understand	58	42	*	*
i.	Block people	58	42	*	*
j.	Delete or deactivate a profile or account	31	69	*	0

K11 Next, we'd like to know if you have posted the following kinds of information to the profile or account you use most often, or not. You can just tell me yes or no. If something doesn't apply to you, just say so and I'll move on to the next item. (First/Next)...[INSERT ITEM; RANDOMIZE]. Is this posted to your profile or account, or not?[14]

Based on teen SNS or Twitter users

		YES	NO	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a.	A photo of yourself					
	Current Teens [N=632]	91	9	*	0	0
	Nov 2006 [N=487]	79	21	*	*	--
b.	Your real name					
	Current Teens	92	8	*	*	0
c.	Your birthdate					
	Current Teens	82	18	*	*	0
d.	Your relationship status					
	Current Teens	62	37	1	1	0
e.	Your school name					
	Current Teens	71	27	1	1	0
	Nov 2006	49	50	1	*	--
f.	Your cell phone number					
	Current Teens	20	76	3	1	0
	Nov 2006	2	96	2	*	--
g.	Your email address					
	Current Teens	53	44	*	2	1
	Nov 2006	29	70	*	1	--
h.	The city or town where you live					
	Current Teens	71	27	1	1	0
	Nov 2006	61	39	0	1	--
i.	Videos of you					
	Current Teens	24	75	1	0	0
j.	Your interests, such as movies, music or books you like					
	Current Teens	84	15	*	1	0

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[14] Nov 2006 question was asked of teens who have a profile online, with the following question wording: "We'd like to know if the following kinds of information are posted to your profile, or not. You can just tell me yes or no. If something doesn't apply to you, just say so and I'll move on to the next item. (First,/Next,) [INSERT ITEMS; ROTATE]. Is this posted to your profile, or not?"

K12 Thinking again about the social network site that you use most often, how concerned are you, if at all, that some of the information you share on the site might be accessed by third parties, like advertisers or businesses without your knowledge? Are you very concerned, somewhat concerned, not too concerned or not at all concerned?

Based on teen SNS or Twitter users [N=632]

CURRENT TEENS %	
9	Very concerned
31	Somewhat concerned
38	Not too concerned
22	Not at all concerned
*	Don't know
*	Refused

K13 Have you ever done or experienced any of the following? (First,) Have you ever... [INSERT ITEM; RANDOMIZE]?

Based on teen internet users

		YES	NO	DON'T KNOW	REFUSED
a.	Said you were older than you are so you could get onto a website or sign up for an online account[15]				
	Current Teens [N=778]	39	61	0	0
	July 2011 [N=770]	44	56	*	0
	Dec 2000[vii] [N=754]	15	85	*	--
b.	Shared sensitive information online that later caused a problem for you or others in your family				
	Current Teens	4	95	*	0
c.	Posted something online that got you in trouble at school				
	Current Teens	4	96	0	*

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[15] July 2011 was asked as a standalone question with the following wording: "Have you ever said you were older than you are so you could get onto a web site or sign up for an online account, such as for email or a social networking site?" December 2000 question wording was: "Have you ever said you were older than you are so you could get onto a web site?"

		YES	NO	DON'T KNOW	REFUSED
d.	Received online advertising that was clearly inappropriate for your age				
	Current Teens	30	70	1	0

K13 continued...

		YES	NO	DON'T KNOW	REFUSED
e.	Been contacted online by someone you did not know in a way that made you feel scared or uncomfortable				
	Current Teens	17	83	0	0
f.	Met someone online who became a good friend				
	Current Teens	39	61	*	0
g.	Had an experience online that made you feel good about yourself				
	Current Teens	52	46	2	*
h.	Had an experience online that made you feel closer to another person				
	Current Teens	33	66	1	0
i.	Decided not to post something online because you were concerned that it might reflect badly on you in the future[16]				
	Current Teens	57	42	1	0
	July 2011	55	44	1	*

K15 Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?

Based on teen mobile internet users [N=600]

CURRENT TEENS %	
33	Mostly on cell phone
63	Mostly on something else
3	Both equally (VOL.)
*	Depends (VOL.)
*	Don't know
*	Refused

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[16] July 2011 was asked as a standalone question.

[THANK TEEN RESPONDENT:] Those are all the questions I have for you. Thank you very much for your time. This survey is sponsored by a non-profit research organization called the Pew Research Center's Internet and American Life Project. [IF NEEDED: A report on this survey will be issued by the Pew Internet project in a few months and you will be able to find the results at its web site, which is www.pewinternet.org].

Thanks again for your time. Have a nice (day/evening).

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[i] July 2011 trends based on the "Parents and Teens Digital Citizenship Survey," conducted April 19 – July 14, 2011 [n=799 parents of 12-17 year-olds, n=770 internet teens and 29 offline teens].

[ii] Nov 2007 trends based on the "Parents and Teens Survey on Writing," conducted September 19-November 16, 2007 [n=700 parents of 12-17 year-olds, n=664 internet teens and 36 offline teens].

[iii] Nov 2006 trends based on the "Parents and Teens 2006 Survey," conducted October 23-November 19, 2006 [n=935 parents of 12-17 year-olds, n=886 internet teens and 49 offline teens].

[iv] Nov 2004 trends based on the "Parents and Teens 2004 Survey," conducted October 26-November 28, 2004 [n=1,100 parents of 12-17 year-olds, n=971 online 12-17 year-olds and 129 12-17 year-olds who do not use the internet].

[v] September 2009 trends based on the "Parents and Teens Cell Phone Use Survey" conducted June 26 – September 24, 2009 [n=800 parents of 12-17 year-olds, n=746 internet teens ages 12-17 and 54 offline teens ages 12-17].

[vi] February 2008 trends based on the "Gaming & Civic Engagement Survey of Teens/Parents" conducted November 1, 2007 – February 5, 2008 [n=1,102 parents of 12-17 year-olds, n=1,033 internet teens ages 12-17 and 69 offline teens ages 12-17].

[vii] Dec 2000 trends based on the "Parents, Kids and the Internet Survey," conducted November 22-December 15, 2000 [n=754 parents of online 12-17 year-olds and 754 12-17 year-olds who go online].