

understanding .... **technology**

**not if, but when ...**

- **You are tempted**
- **You struggle**

**JESUS' temptation:**

**“And Jesus, full of the Holy Spirit, returned from the Jordan and was led by the Spirit in the wilderness for forty days, being tempted by the devil.”**

***Luke 4:1-2***

# TEENS, CELL PHONES, AND TEXTING

## TEXT MESSAGING IS A CENTERPIECE OF COMMUNICATION:

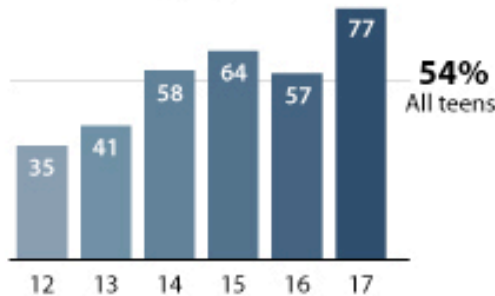
**The cell phone has become the favorite mode of communication for majority of American teens.\***

- Texting has become the preferred means of basic communication among teens and their friends.
- Among all teens, frequency of texting has now overtaken the frequency of every other common form of interaction with their friends.
- 75% of 12-17 year olds have a cell phone (this is up 45% from 2004)
- 88% of these teens are texters.
- The frequency of text messaging has increased 51% since 2006
- 54% of teens are daily texters
- 2/3 of teen texters report that they are more likely to use their cell phones to text their friends than talk to them on the phone.
- 1 in 3 teens sends more than a 100 text messages a day, averaging about 3,000 texts per month.
- Among teen texters, 50% or more text message per day, or 1,500 text messages per month.
- 15% of teen texters send more than 200 text per day, or more than 6,000 a month.
- On average, boys send and receive 30 texts per day, while girls send and receive 80 text messages per day.
- The average number of text messages increase with age.
- 12-13 year old texters send and receive about 20 messages per day, while 14-17 year olds send 60 messages per day.
- The average 14-17 year old girls typically send the most messages at 100 or more per day.

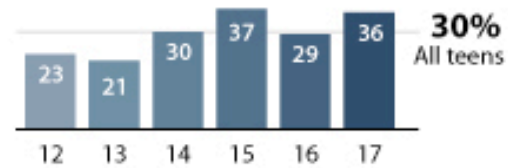
## Most teens text friends daily

The % of teens who contact their friends daily by different methods, by age

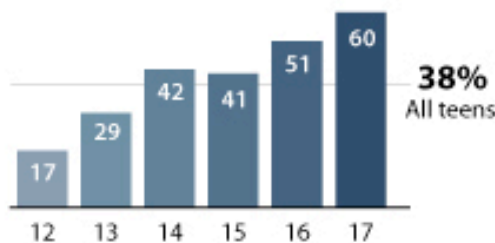
### Text messaging



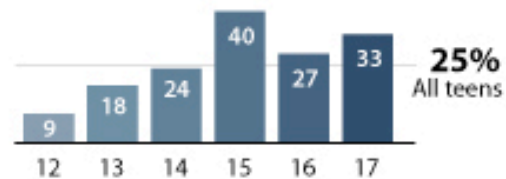
### Talk on a landline phone



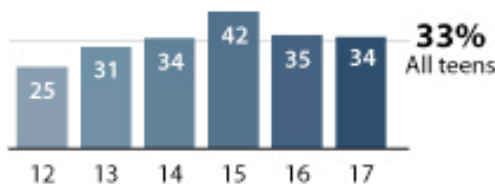
### Call on cell phone



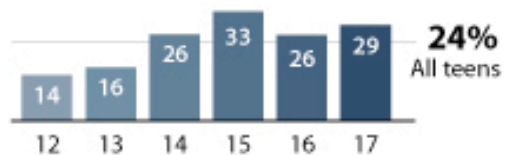
### Social network site



### Talk face-to-face



### Instant messaging



### Email



Source: Pew Research Center's Internet & American Life Project surveys. "All teens" refers to all teens ages 12-17.

## CALLING IS STILL A PRIMARY FUNCTION OF THE CELL PHONE

- Among cell phone owning teens, using the phone for calling is still a primary function, especially to connect with their parents. BUT teens make and receive far fewer calls than text messages on their phones.
- “The survey of those ages 13-26 was conducted by TRU, a global leader in research on teens and 20-somethings. The survey was fielded online to a total of 1,280 respondents - 653 teens (ages 13-19) and 627 young adults (ages 20-26) - between September 25, 2008 and October 3, 2008.”
- “NOTE: Unless otherwise stated, teen means ages 13-19 and young adult men ages 20-26.

## DOES SENDING SEXUALLY SUGGESTIVE TEXT AND IMAGES AFFECT WHAT HAPPENS IN REAL LIFE? \*

- “22% of teens and 28% of young adults say they are personally more forward and aggressive using sexually suggestive words and images than they are in ‘real life.’”
- “38% of teens and 40% of young adults say exchanging sexually suggestive content makes dating or hooking up with others more likely.”
- “29% of teens and 24% of young adults believe those exchanging sexually suggestive content are “expected” to date or hookup.”
- “51% of teen girls say pressure from a guy is a reason girls send sexy messages or images; only 18% of teen boys cited pressure from female counterparts as a reason.
- “23% of teen girls and 24% of teen boys say they were pressured by friends to send or post sexual content.”
- “66% of teen girls and 60% of teen boys say they did so to be ‘fun or flirtatious’ - their most common reason for sending sexy content.”
- “52% of teen girls did so as a ‘sexy present’ for their boyfriend.”
- “44% of both teen girls and teen boys say they sent sexually suggestive messages or images in response to such content they received.”
- “40% of teen girls said they sent sexually suggestive messages or images as ‘a joke’”.
- “24% of teen girls say they sent / posted sexually content to ‘feel sexy’”.
- “12% of teen girls felt ‘pressured’ to send sexually suggestive messages or images.”
- “72% of young adult women and 70% of young adult men say they did so to be ‘fun or flirtatious.’”
- “59% of young adult women sent / posted sexually suggestive content as a “‘sexy present’ for their boyfriend.”
- “41% of young adult women and 51% of young adult men say they sent sex messages or images in response to such content they received.”

# FACEBOOK STATISTICS AND FACTS 2011

Taken from information provided by Online Schools

- **OBSESSED WITH FACEBOOK** - As of 2011, there are 500,000,000 active facebook users. Approximately 1 in every 13 people on earth. Half of them are logged in on any given day.
- 48% of 18 to 34 year olds facebook right when they wake up ...
- About 28% check their facebook on their smart phones before getting out of bed.
- The 35+ demographic now represents more then 30% of the entire userbase.
- The 18-24 College-demographic grew the fastest at 74% in one year.
- There are 206.2 Million internet users in the U.S. That means 71.2% of the U.S. Web audience is on facebook.
- Facebook was the most-searched term in 2010 for the second year running. Accounting for 2.11% of U.S. searches.
- "Facebook Login" and "Facebook.com" were the second and fifth most popular U.S. search terms in 2010, respectively.
- Combined, Facebook-related searches accounted for 3.48% of the top 50 searches of 2010. A 207% jump from 2009.
- 57% of people talk to people more online than they do in real life.
- 48% of young Americans said they find out about news through facebook.
- A record-breaking 750 million photos were uploaded to facebook over New Year's weekend.
- **20 Minutes on Facebook:**
  - 1,000,000 links shared
  - 1,484,000 Event invites
  - 1,972,000 Friend requests accepted
  - 2,716,000 photos uploaded
  - 2,716,000 messages sent
  - 1,323,000 Tagged photos
  - 1,851,000 Status updates
  - 1,587,000 Wall posts
  - 10,208,000 comments made

## **HOW DOES CELL PHONE TIE INTO SOCIAL MEDIA? \***

- “There are more than 200 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
- Every cell now made has access to Internet and Social Media.