



The Associated Press-NORC
Center for Public Affairs Research

YOUNG PEOPLE, PARENTS, AND THEIR CONCERNS ABOUT SOCIAL MEDIA

The latest MTV/Associated Press-NORC Center for Public Affairs Research survey of young people age 15-26 and parents with children in this age group explores each generation's overall social media usage and their attitudes about the impact social media has had on each generation, their families, and society in general.

While the vast majority of young people and parents are using at least one social media platform, half say social media has had a mostly negative impact on U.S. society in general, though far fewer say it has had a mostly negative impact on their family life.

The survey also takes a close look at attitudes about, and experiences with, online harassment. Young people are more likely than their parents to say they at least sometimes see people being mean to each other or using discriminatory language on social media, though witnessing these types of behaviors is widespread among both groups.

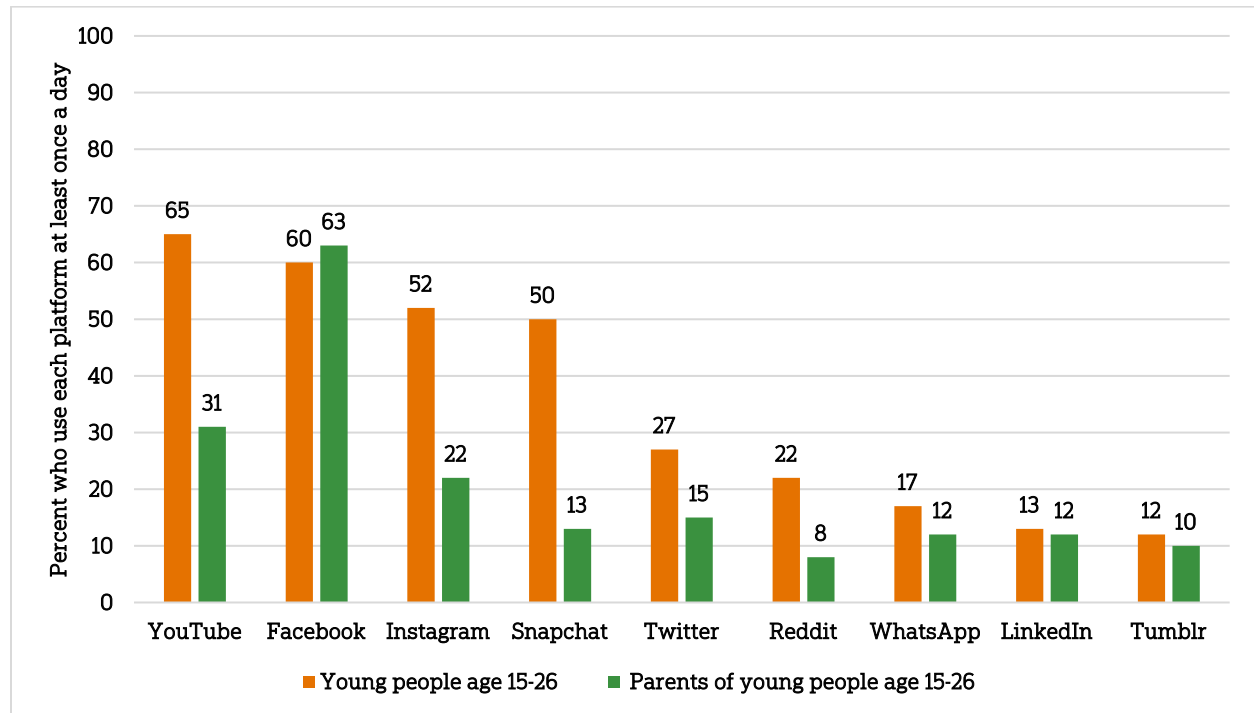
And when it comes to addressing online harassment, these parents are more likely than 15- to 26-year-olds to say elected officials, law enforcement, schools, and parents themselves should play a major role in dealing with the problem. Both generations widely agree that social media companies should play a major role in addressing harassment on their platforms.

This survey is the fourth in a multiwave series of polls of young people age 15-34. This is the second in the series that includes a sample of parents of 15- to 26-year-olds in order to make comparisons between the two generations. This nationwide poll by MTV and The AP-NORC Center was conducted August 23-September 10, 2018, using AmeriSpeak®, the probability-based panel of NORC at the University of Chicago. It surveyed a total of 580 young people age 15-26 and 591 parents of this age group.

SOCIAL MEDIA USE PATTERNS

Young people and parents have similar usage patterns when it comes to Facebook, LinkedIn, Tumblr, and WhatsApp. They differ in their use of Twitter, Instagram, Snapchat, YouTube, and Reddit.

Young people are more likely than parents to use Reddit, Twitter, YouTube, Instagram, and Snapchat at least once a day.



Question: How often do you use the following social media platforms, if at all?

Source: MTV/AP-NORC poll conducted August 23-September 10, 2018, with 591 parents and 580 young people age 15-26

THE EFFECT OF SOCIAL MEDIA ON SOCIETY

Young people and parents share similar views in terms of the effect social media has had on society. Fifty-four percent of young people and 53 percent of parents say social media has had a mostly negative impact on U.S. society in general. But only 24 percent of parents and 22 percent of young people think social media has had a negative effect on their family.

Parents and young people also have similar assessments of the effect social media has had on each generation. Forty-seven percent of 15- to 26-year-olds and 51 percent of their parents say social media has had a mostly negative effect on the younger generation. Twenty-five percent of young people and 31 percent of parents say it has had a mostly negative effect on the older generation.

CONCERN ABOUT ONLINE HARASSMENT

When it comes to online harassment, large majorities of parents (88 percent) and young people (77 percent) consider cyberbullying a serious problem. However, while just 8 percent of young people are extremely or very concerned about being a victim of cyberbullying, parents are more than three times as likely to express concern about their children being cyberbullied.

WITNESSING ONLINE HARASSMENT

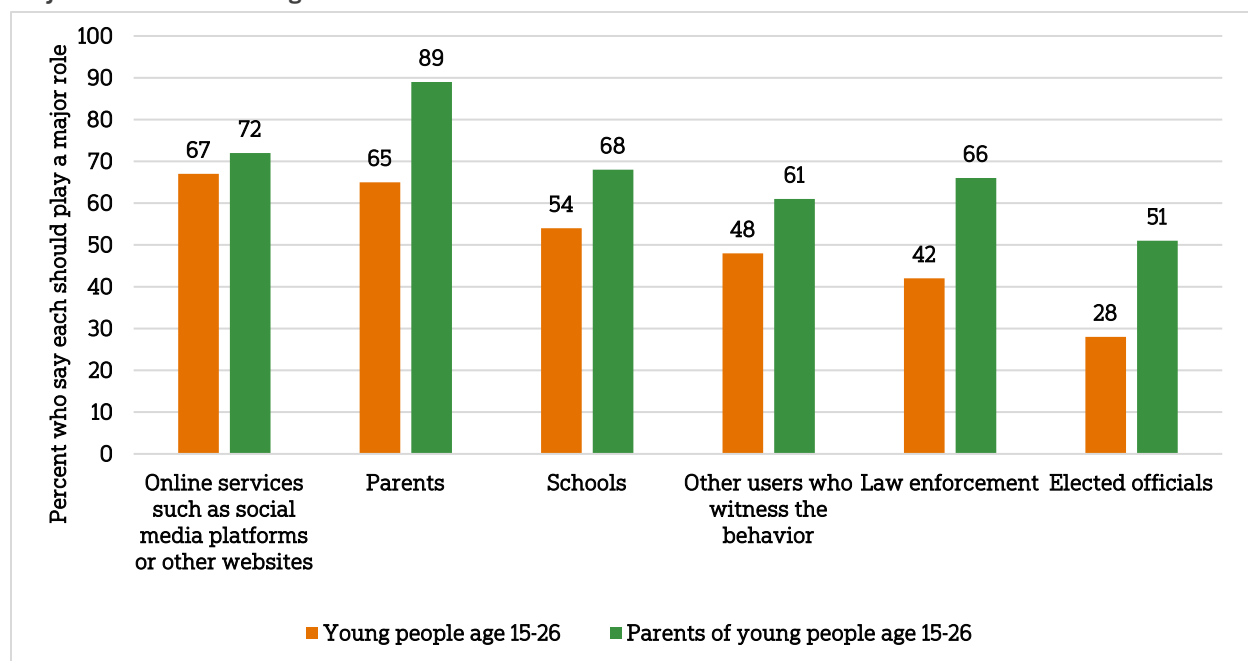
Among social media platform users, seeing or hearing mean or discriminatory language or images is a regular occurrence. Seventy-seven percent of parents and 83 percent of young people who are on social media witness people being mean to each other on social media platforms. Sixty-five percent of parents say they see or hear people using discriminatory language or images. Seventy-eight percent of young people report the same.

Forty-seven percent of young people and 55 percent of parents say it is likely they would intervene if they saw someone being mean to someone else on social media.

ADDRESSING ONLINE HARASSMENT

Young people and parents differ in their attitudes about who should address online harassment. Parents are more likely than young people to say parents, schools, law enforcement, and elected officials should play a major role in addressing cyberbullying. Majorities of both groups think online companies, parents, and schools should play a major role.

A majority of young people and parents say parents, schools, and social media platforms should play a major role in addressing online harassment.



Question: How much of a role, if any, do you think each of the following groups should have in addressing online harassment?

Source: MTV/AP-NORC poll conducted August 23-September 10, 2018, with 591 parents and 580 young people age 15-26

Both generations approve of social media platforms banning users who share content that could be considered harassment (68 percent of young people vs. 80 percent of parents).

STUDY METHODOLOGY

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from MTV and NORC at the University of Chicago. Staff from NORC at the University of Chicago, The Associated Press, and MTV collaborated on all aspects of the study.

Data were collected using AmeriSpeak®, NORC’s probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between August 23 and September 10, 2018, with young people age 15 to 34 and parents of young people age 15 to 26 representing the 50 states and the District of Columbia. Interviews were conducted in both English and Spanish, depending on respondent preference. Adult panel members age 18 to 34 were randomly drawn from AmeriSpeak, and 889 completed the survey—867 via the web and 22 via telephone. Teen panel members age 15 to 17 were drawn from AmeriSpeak Teen, and 123 completed the survey—123 via the web and 0 via telephone. Adult panel members who are known parents of 15 to 17 year olds were randomly drawn from AmeriSpeak, and 120 completed the survey—116 via the web and 4 via telephone. In addition, panel members age 30 to 76 were randomly drawn to screen for parents of young adults age 18 to 26, and 471 completed the survey—438 via the web and 33 via telephone.

Among young people age 15 to 34, the final stage completion rate is 26.2 percent, the weighted household panel response rate is 28.6 percent, and the weighted household panel retention rate is 86.0 percent, for a cumulative response rate of 6.4 percent. The overall margin of sampling error among young people age 15 to 34 is +/- 4.5 percentage points at the 95 percent confidence level, including the design effect. The overall margin of sampling error among young people age 15 to 26 is +/- 6.6 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Among parents of young people age 15 to 26, the screener completion rate is 49.0 percent, with an incidence rate of 49.5 percent. The interview completion rate is 97.0 percent, for a final stage completion rate of 47.5 percent. The weighted household panel response rate is 28.6 percent and the weighted household panel retention rate is 86.0 percent. The cumulative response rate is 11.7 percent. The overall margin of sampling error is +/- 7.5 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data reflect the U.S. population of young people age 15 to 34 and parents of young people age 15 to 26.

For more information, email info@apnorc.org.