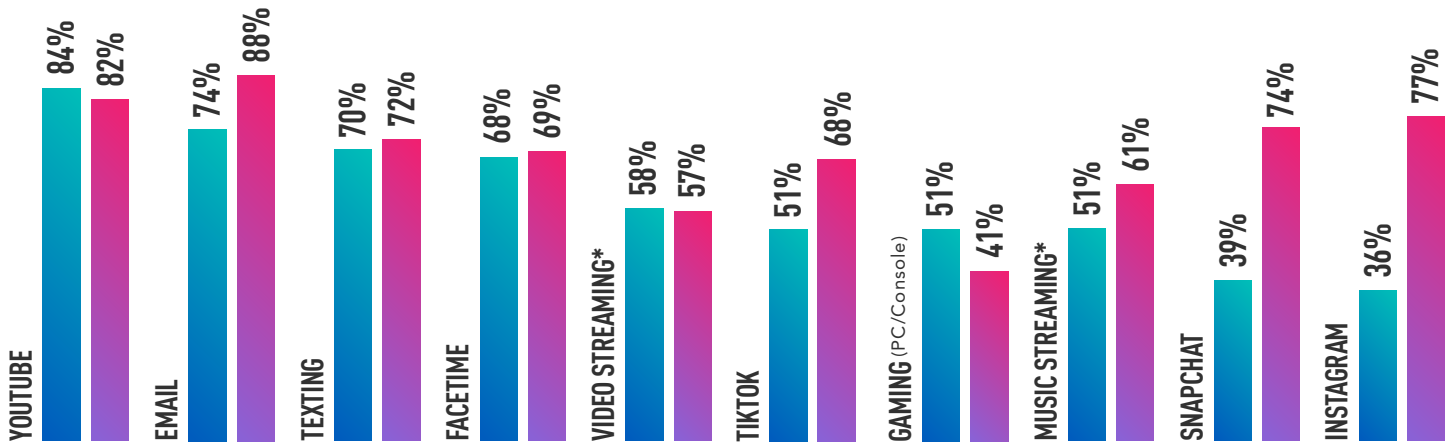


22 INSIGHTS FOR 2022 ABOUT SOCIAL MEDIA & STUDENT WELL-BEING

Social media is one of the greatest influences on students' health, happiness, and future success. This report highlights actionable insights, trends, and needs of K-12 students. Because, more than ever, social media is simply being social.

These findings represent a nationwide survey of **10,498 students** at U.S. public schools and independent schools, conducted Aug. 1 - Dec. 1, 2021.

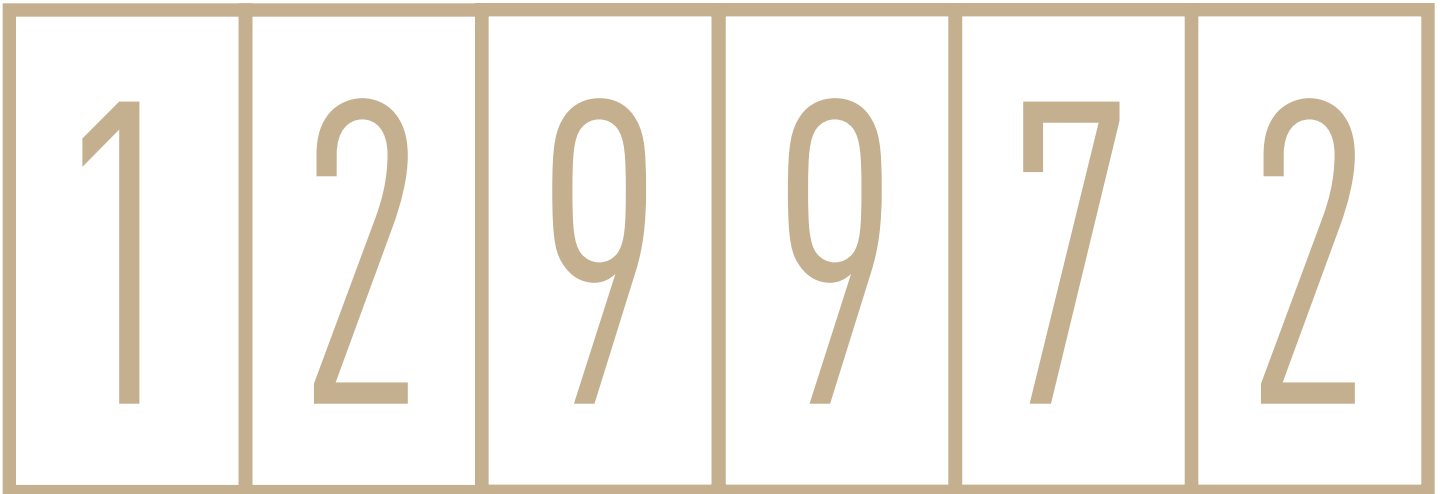


MOST POPULAR APPS USED WEEKLY AMONG STUDENTS

*Video Streaming (Netflix, Hulu, Amazon Prime Video)

*Music Streaming (Spotify, Amazon Music, Pandora, Apple Music)

6TH-8TH GRADE STUDENTS = 5,098
9TH-12TH GRADE STUDENTS = 3,944



STUDENTS EMPOWERED TO NAVIGATE SOCIAL MEDIA, TECHNOLOGY, AND WELL-BEING IN POSITIVE, HIGH CHARACTER WAYS.

“As schools navigate this pandemic, more and more of their students are turning to technology to connect socially, thrive emotionally, and excel academically. **We have a unique opportunity to meet students where they are and equip them** with the skills, plays, and values that embody their daily digital needs.”

Laura Tierney

Founder & CEO of The Social Institute

“The routine I used to be so sick of I now appreciate to a whole new level. Whenever I get too tired of school, I can now put it into the perspective of how fortunate I am to have a building to go to and people to see in person, not just through a computer screen.”

– 10TH GRADE STUDENT

SCHOOL PSYCHOLOGISTS ARE UNABLE TO KEEP UP WITH STUDENT NEEDS

RECOMMENDED

500:1

STUDENTS PER SCHOOL PSYCHOLOGIST

VS

NATIONAL AVERAGE

1,211:1

STUDENTS PER SCHOOL PSYCHOLOGIST

Source: National Association of School Psychologists

72%

of 13- to 19-year-olds have struggled with their mental health.

Source: New York Times

62%

of educators report that **their own support for social-emotional learning has increased** in the past year.

Source: EdWeek Research Center Survey

42% OF 8TH GRADE STUDENTS

SAID THEY RARELY OR NEVER PAY ATTENTION TO HOW COMPANIES ARE TRACKING INFORMATION ABOUT THEM ONLINE.

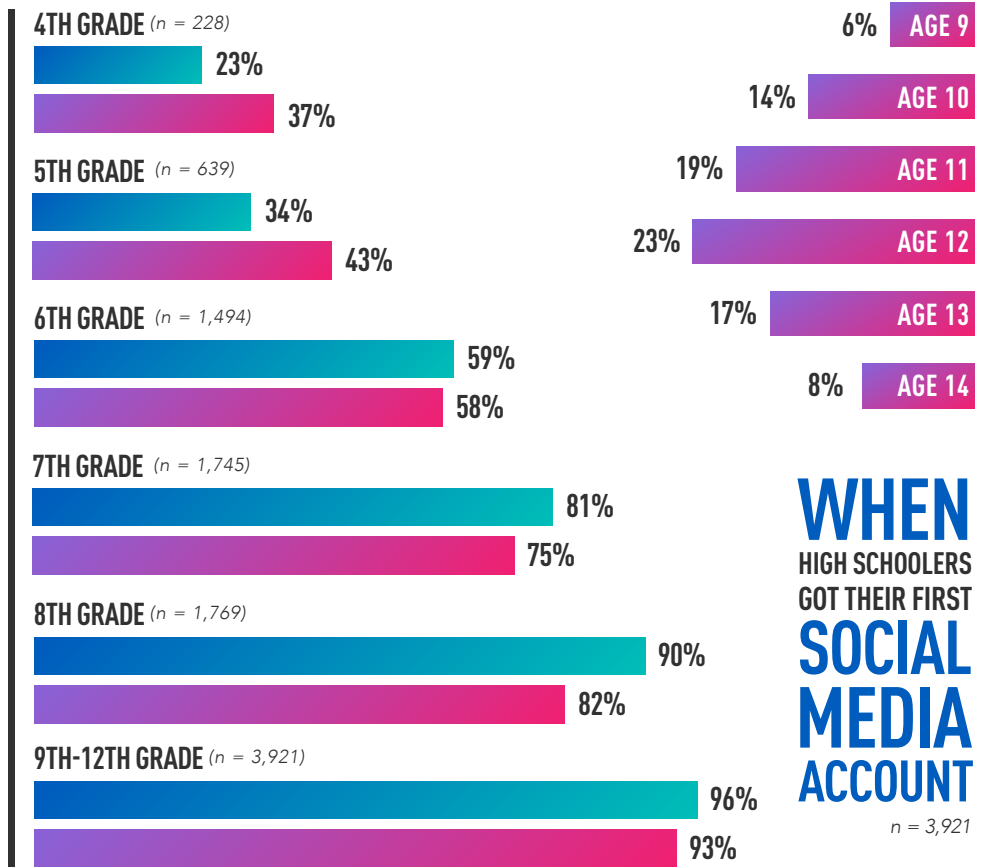
n = 1,878

39% OF 6TH GRADE STUDENTS

SAID THAT PARENTS WILL SOMETIMES OR OFTEN BE DISTRACTED ON THEIR DEVICES WHEN THE STUDENTS ARE TRYING TO TALK TO THEM.

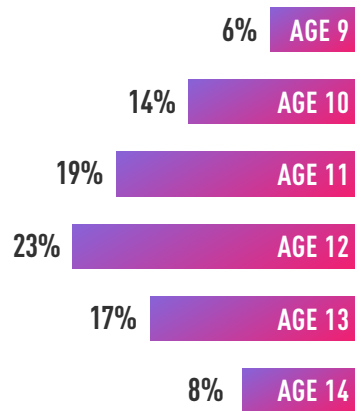
n = 1,607

STUDENTS WHO OWN A SMARTPHONE
STUDENTS WHO USE SOCIAL MEDIA



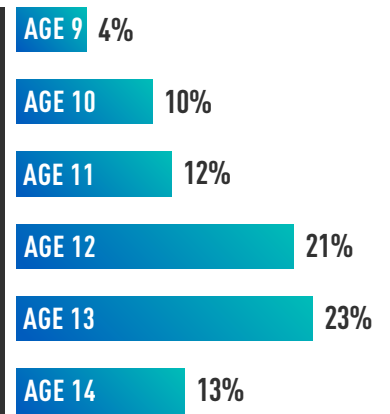
WHEN HIGH SCHOOLERS GOT THEIR FIRST SMARTPHONE

n = 3,921



WHEN HIGH SCHOOLERS GOT THEIR FIRST SOCIAL MEDIA ACCOUNT

n = 3,921



OUT-OF-TOUCH EMOJIS The top emojis that show you're "officially old", according to students



“THE MORE WE ARE EDUCATED ABOUT HOW THE INTERNET WORKS, THE SAFER WE’LL BE.”

“SOCIAL MEDIA PLATFORMS GIVE A LOT OF US THE ABILITY TO EXPRESS OURSELVES, AND TEACHING US HOW TO DO SO IN A HEALTHY MANNER IS MORE BENEFICIAL THAN RESTRICTING ACCESS.”

“WE CAN’T PAUSE ONLINE GAMES”

“SOCIAL MEDIA IS THE PRIMARY WAY MOST STUDENTS, ESPECIALLY TEENS, COMMUNICATE.”

“IT’S NOT ALL BAD AND CAN BE **USED FOR GOOD**”

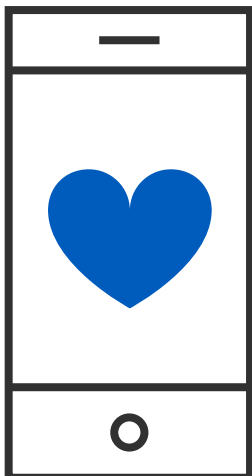
“**SOCIAL MEDIA IS NOT GOING AWAY. IT’S EMBEDDED IN OUR LIVES.**”

“WE ARE ALL IN THIS TOGETHER”

“NO MATTER HOW MUCH ADULTS FIGHT SOCIAL MEDIA, **IT IS OUR FUTURE.**”

“TALK TO US ABOUT THIS TOPIC IN A WAY THAT DOESN'T COME ACROSS AS REPETITIVE, SUPERIOR, OR DISCRIMINATING.”

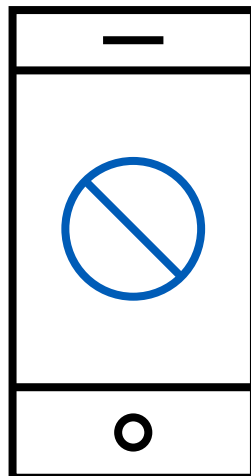
GIRLS VS. BOYS



68%

OF GIRLS FEEL PRESSURE TO POST CONTENT THAT MAKES THEM LOOK GOOD TO OTHERS, COMPARED TO 50% OF BOYS.

n = 7,199

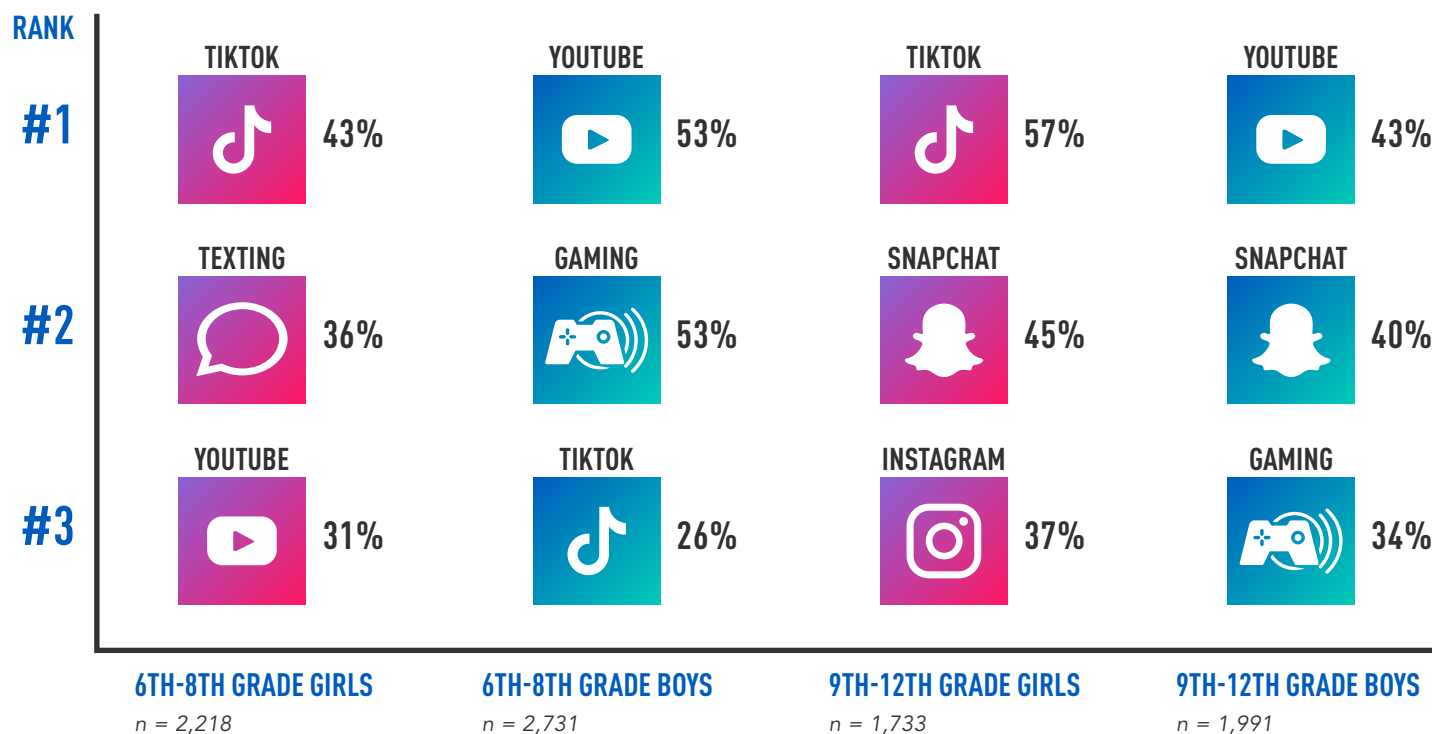


50%

OF BOYS USE SOCIAL MEDIA BUT DON'T POST ANYTHING, COMPARED TO 34% OF GIRLS.

n = 7,199

TOP FAVORITE APPS BY GENDER



76%

BOYS (n = 2,731)

36%

GIRLS (n = 2,218)

% OF 6TH-8TH GRADE STUDENTS WHO PLAY VIDEO GAMES ON A PC OR CONSOLE EACH WEEK

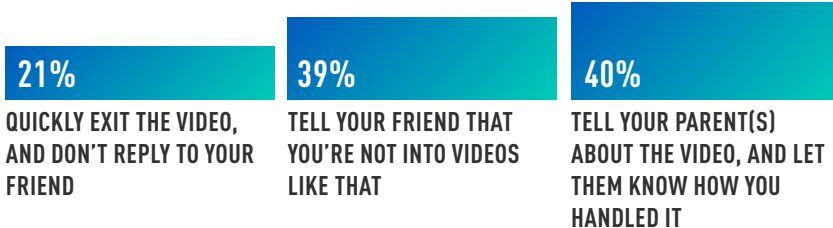
#WINATSOCIAL SNAPSHOT

The following insights have been shared by students nationwide through The Social Institute's interactive #WinAtSocial Curriculum, used by schools to help students navigate well-being, social media, and technology positively.

5th GRADE STUDENTS

IMAGINE YOUR FRIEND SENDS YOU A LINK TO A YOUTUBE VIDEO. YOU BEGIN WATCHING THE VIDEO, AND SOMEONE STARTS USING OFFENSIVE LANGUAGE THAT MAKES YOU FEEL UNCOMFORTABLE. **WHAT DO YOU DO?**

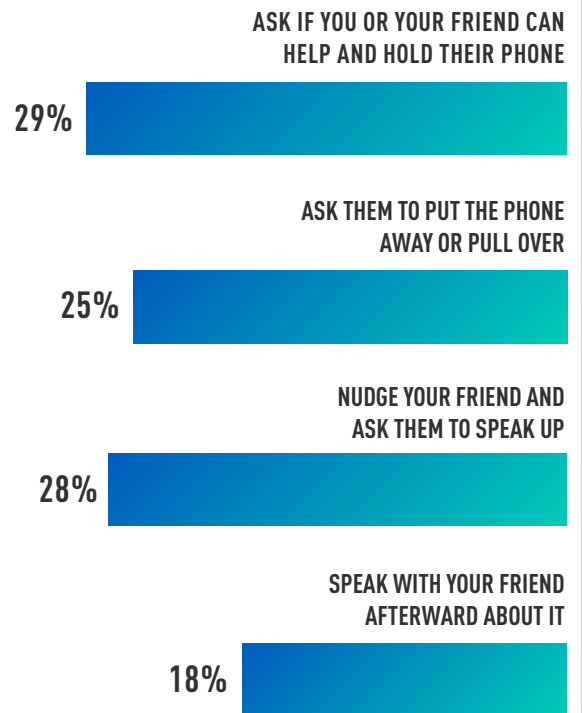
n = 1,208



6th GRADE STUDENTS

IMAGINE YOUR BEST FRIEND'S PARENT IS DRIVING YOU BOTH TO ANOTHER FRIEND'S HOUSE, BUT THEY TAKE OUT THEIR PHONE WHILE DRIVING, CHECKING GOOGLE MAPS & REPLYING TO TEXTS. **WHAT DO YOU DO?**

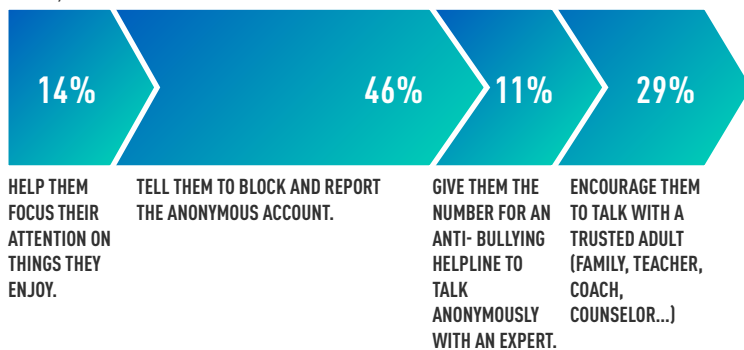
n = 1,176



7th GRADE STUDENTS

IMAGINE THAT YOUR FRIEND REALIZES SOMEONE MADE AN ANONYMOUS INSTAGRAM ACCOUNT ABOUT THEM AND IS POSTING EMBARRASSING PHOTOS WITH THREATENING CAPTIONS. YOU TELL YOUR FRIEND TO IGNORE IT, BUT IT'S REALLY IMPACTING THEM. **WHAT DO YOU DO?**

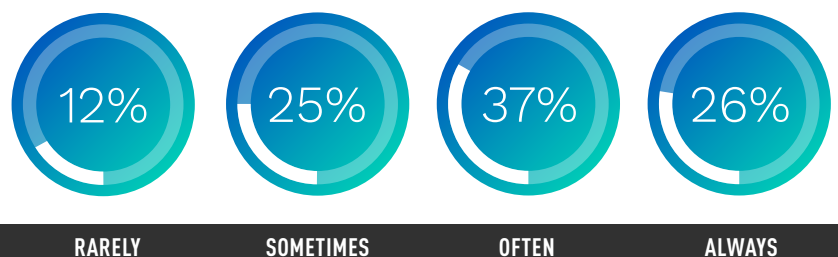
n = 1,494



8th GRADE STUDENTS

HOW OFTEN DO YOU SEE YOUNGER STUDENTS BECOMING MORE AND MORE **HOOKED ON DIGITAL DEVICES?**

n = 1,877



9th GRADE STUDENTS

WHICH OF THE FOLLOWING SOCIAL MEDIA PRESSURES DO YOU BELIEVE CREATES THE MOST STRESS FOR STUDENTS? **RANK THE FOLLOWING, WITH #1 BEING THE MOST STRESSFUL.**

n = 947

PRESSURE TO GET COMMENTS, LIKES, OR RESPONSES TO WHAT WE SHARE



PRESSURE TO POST POSITIVE AND ATTRACTIVE CONTENT ABOUT YOURSELF



PRESSURE TO POST FUNNY CONTENT THAT MAKES OTHERS LAUGH, BUT MIGHT CROSS THE LINE



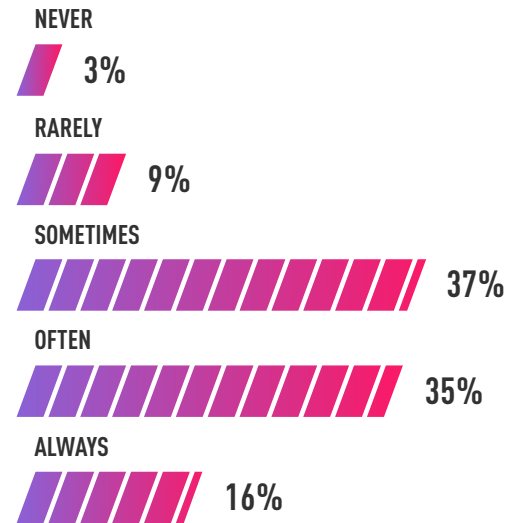
PRESSURE TO STAY UP TO DATE ON FRIENDS' POSTS AND LIKE WHAT THEY SHARE



10th GRADE STUDENTS

HOW OFTEN DO YOU FEEL BURNT OUT BY HOW MANY PRIORITIES YOU HAVE ON YOUR PLATE?

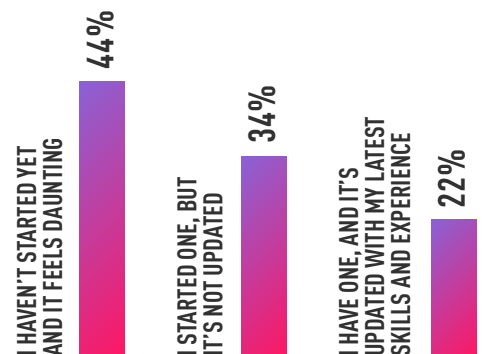
n = 822



11th GRADE STUDENTS

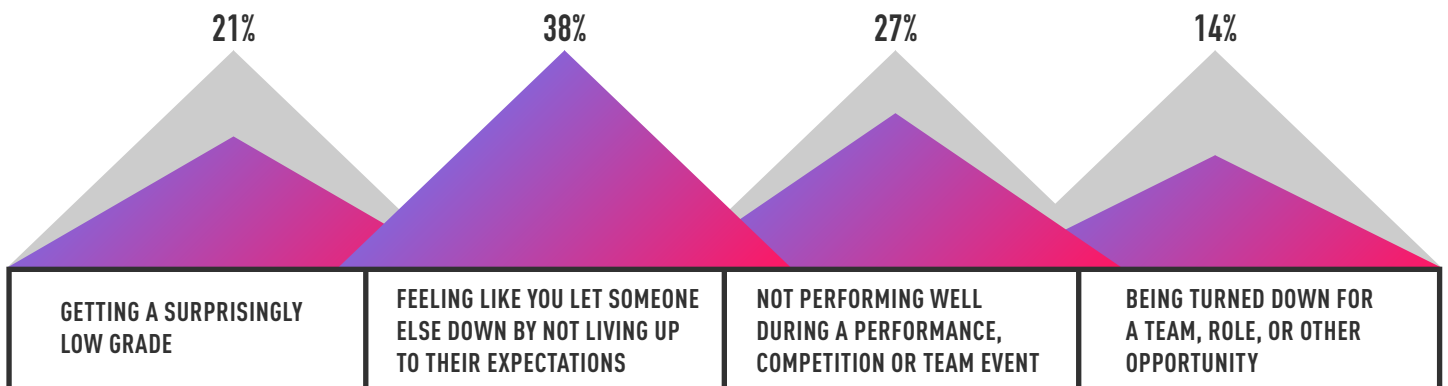
LOOKING BACK ON HIGH SCHOOL, MANY COLLEGE STUDENTS SHARE HOW HAVING A RÉSUMÉ HELPED THEM OPEN DOORS TO DIFFERENT OPPORTUNITIES. **WHERE ARE YOU IN THE PROCESS OF CREATING A RÉSUMÉ?**

n = 579



12th GRADE STUDENTS

TALKING OPENLY ABOUT FAILURE ISN'T EASY, AND IT REQUIRES A HEAVY DOSE OF SELF-AWARENESS. IMAGINE YOU'RE IN AN INTERVIEW, AND THE INTERVIEWER SAYS, "TELL ME ABOUT A TIME WHEN YOU FAILED." **WHICH ANSWER WOULD YOU RELATE TO MOST?**



n = 477

THE SOCIAL INSTITUTE