SOCIAL NETWORK AND ONLINE CONTENT

Who are we?

WELLBEING DEPARTMENT

WHAT DO YOU THINK YOU KNOW ABOUT SOCIAL MEDIA?

How much time do you think teenagers spend on average on social media daily?

a) Less than 1 hour

b) Between 1 and 2 hours

c) Between 2 and 3 hours

d) More than 3 hours

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Do you think social media has a mostly positive or negative impact on teenagers?

a) Mostly positive

b) Mostly negative

c) It depends on how they use it

d) I'm not sure

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What do you think is the biggest risk of social media for teenagers?

a) Cyberbullying

b) Exposure to inappropriate content

c) Technology addiction

d) Privacy and data security

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a) Instagram

b) TikTok

c) Snapchat

d) Facebook

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Do you regularly talk to your child about their activity on social media?

a) Yes, always

b) Sometimes

c) No, but I should

d) No, never

What do you think your child uses social media for most frequently?

a) Communicating with friends and family

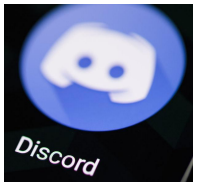
b) Learning new things

c) Sharing their own content

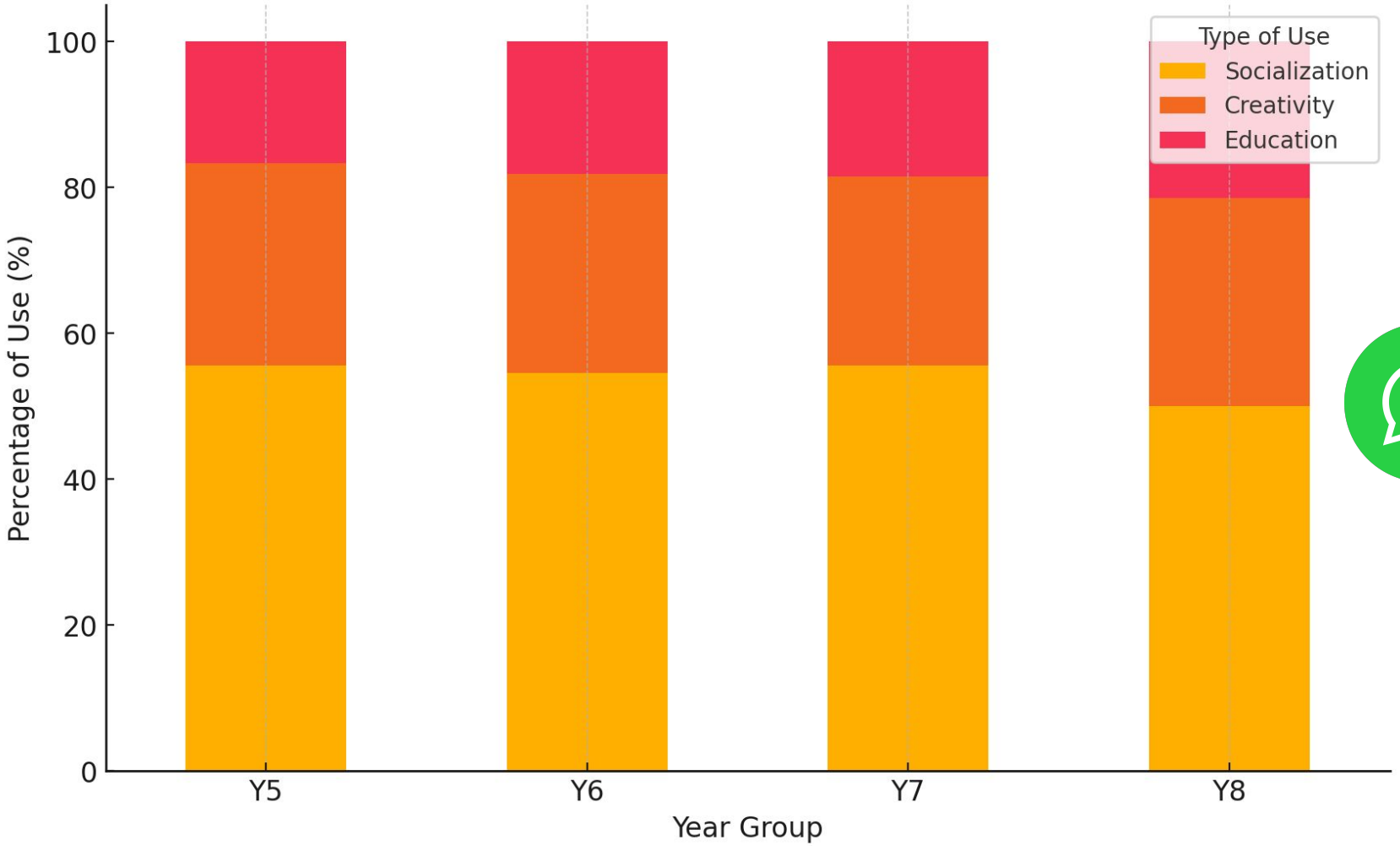
d) Spending time without a clear purpose

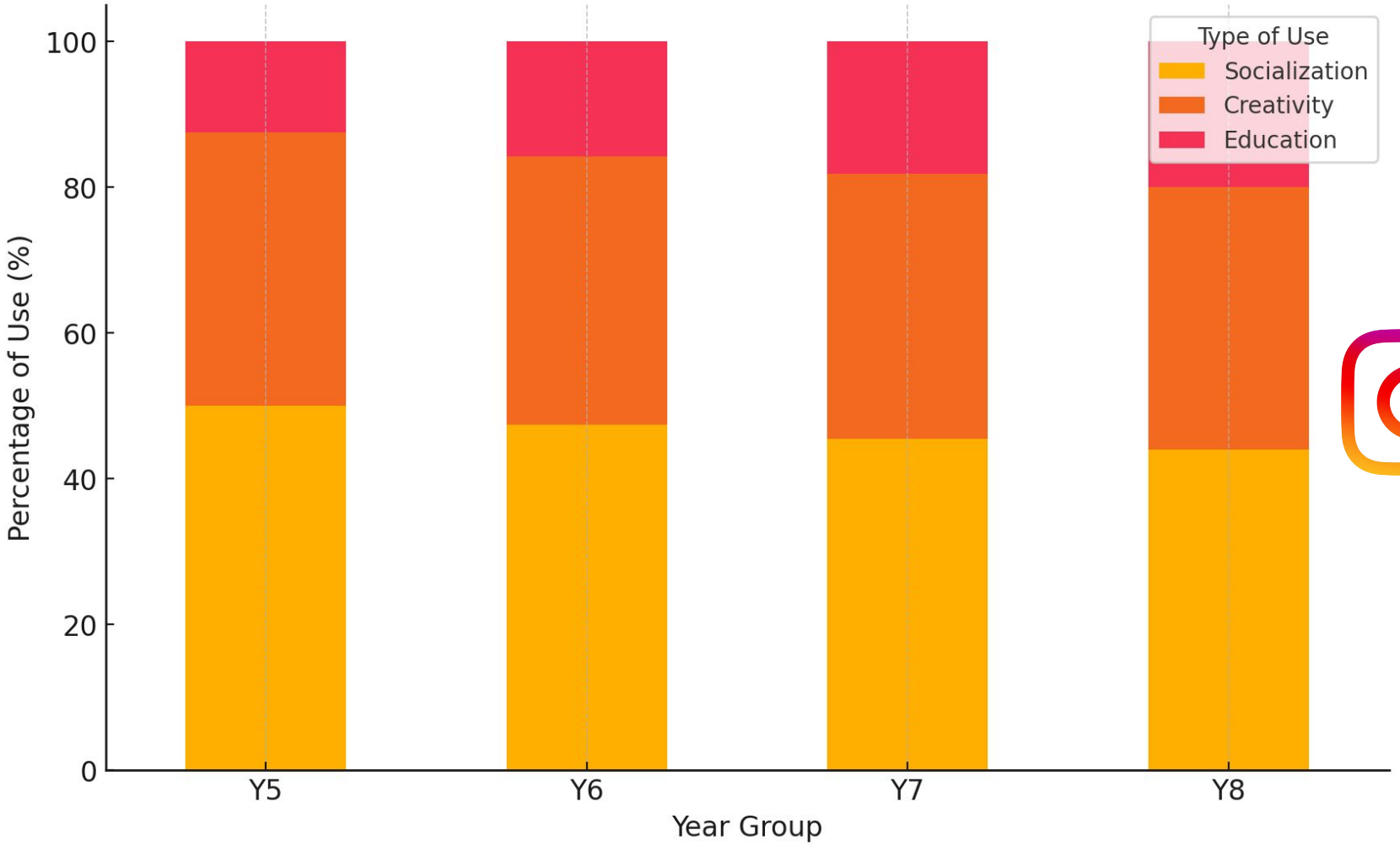
Which are the most used social media platforms among children and teenagers today?

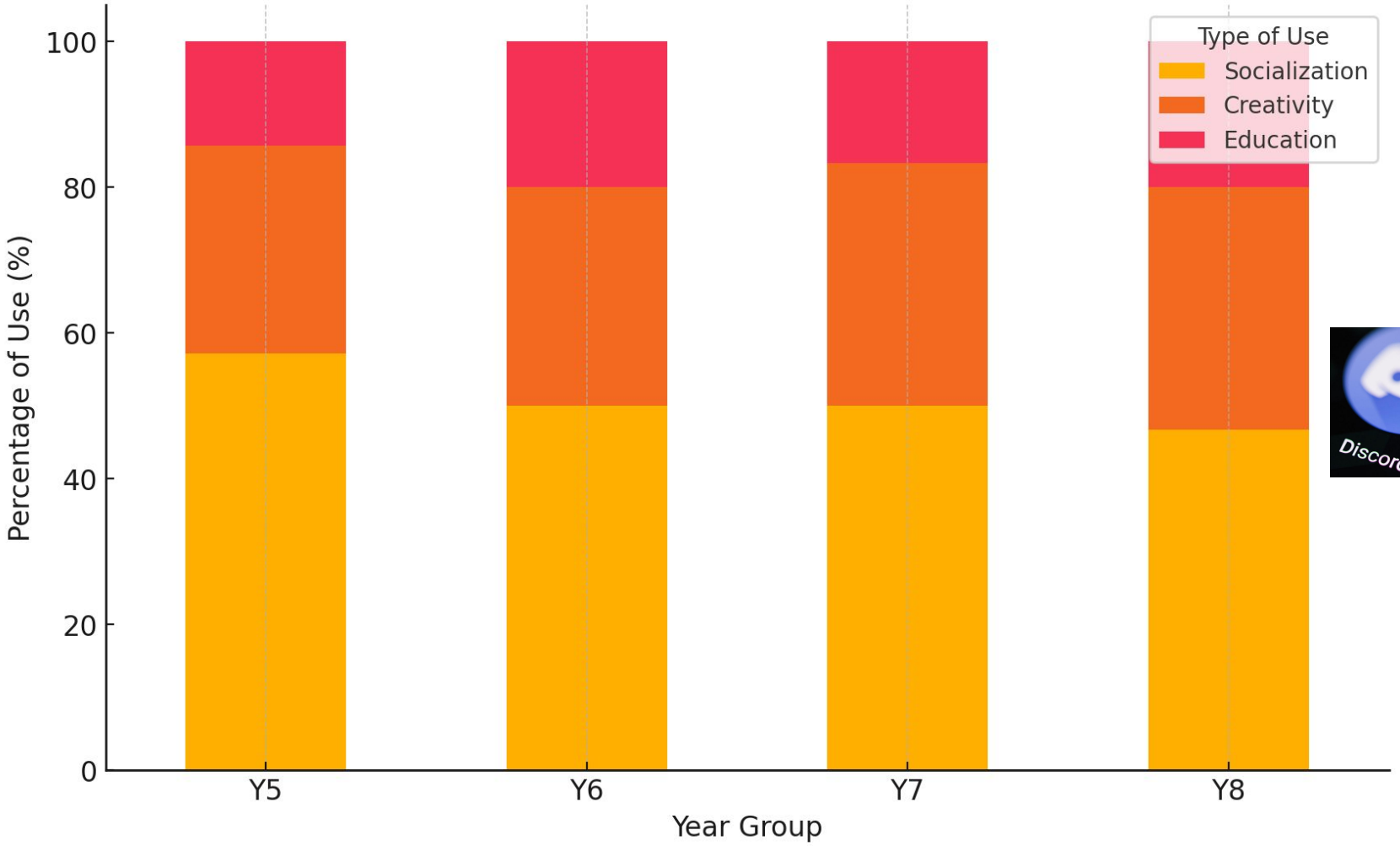


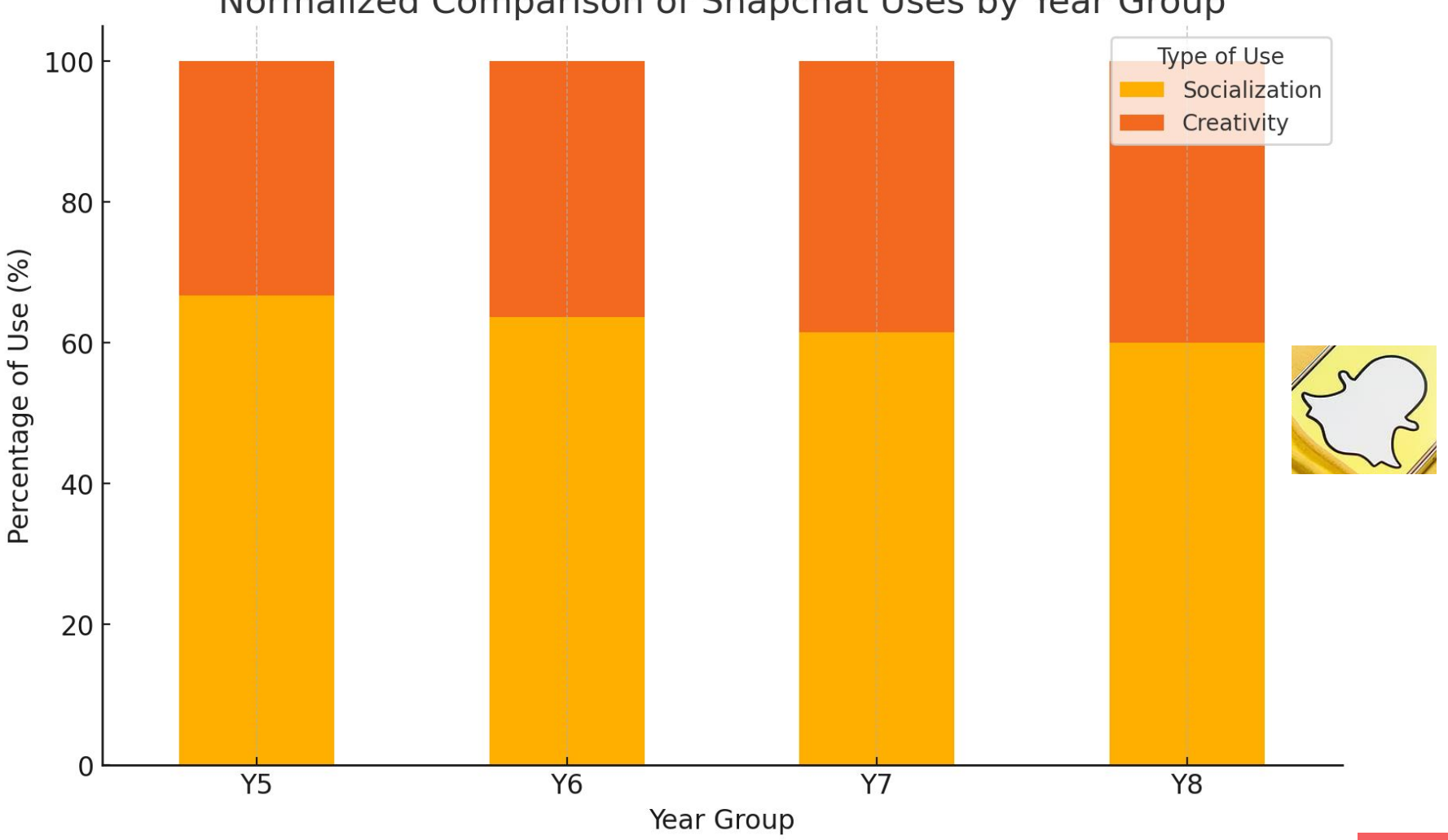

Discord

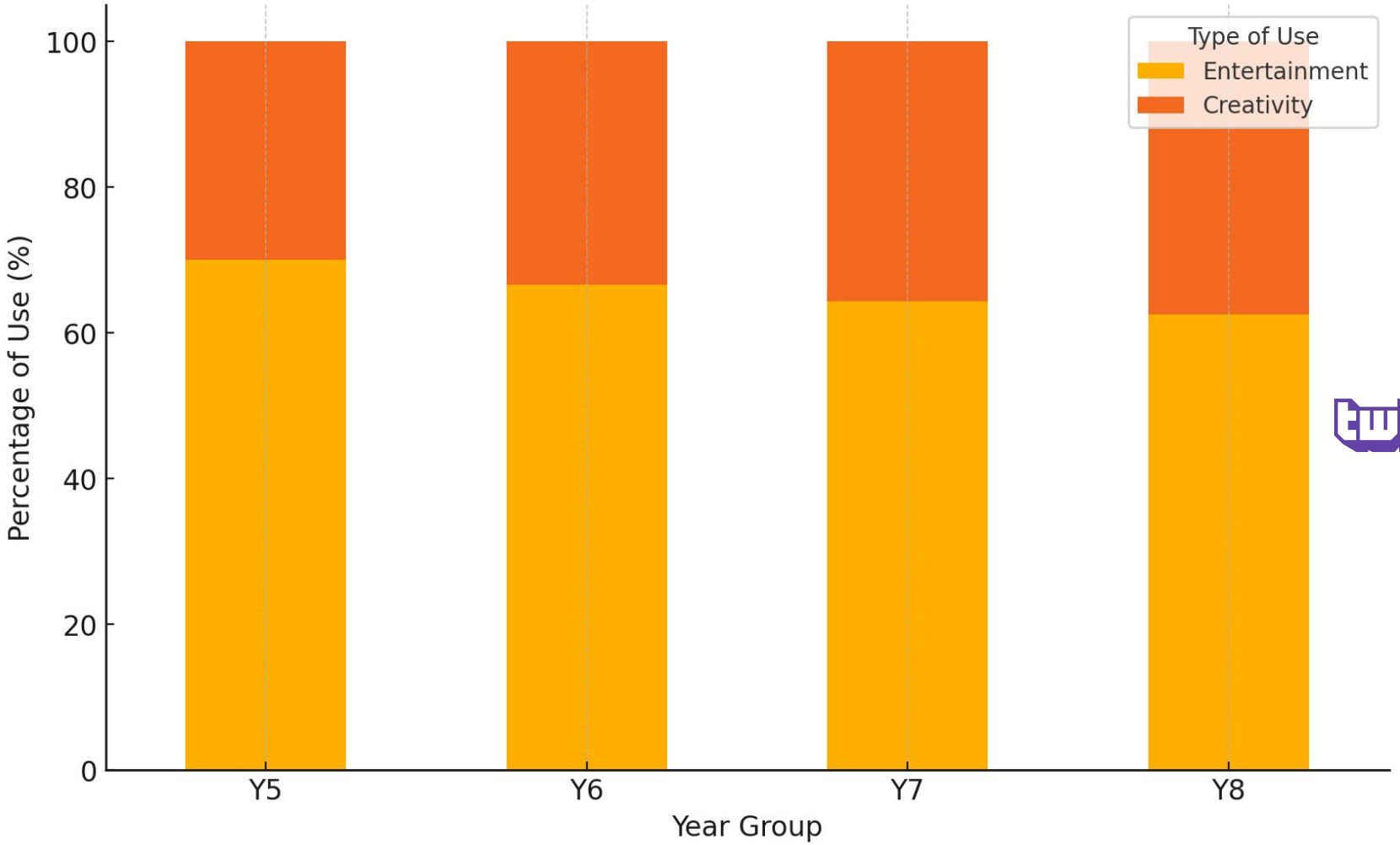

twitch

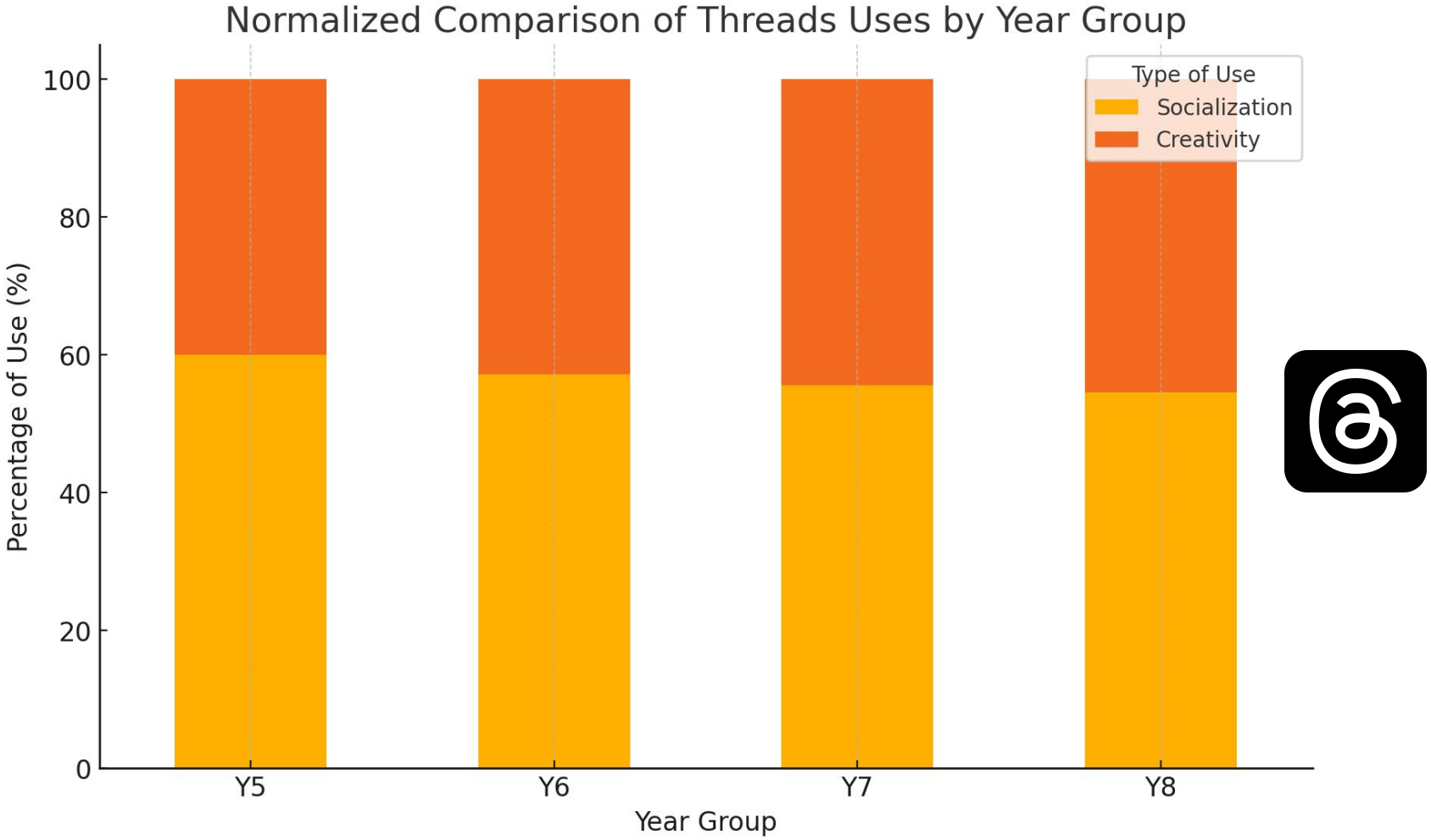

Normalized Comparison of WhatsApp Uses by Year Group
Type of Use
Socialization
Creativity
Education
Percentage of Use (%)
0
20
40
60
80
100
Y5
Y6
Y7
Y8
Year Group

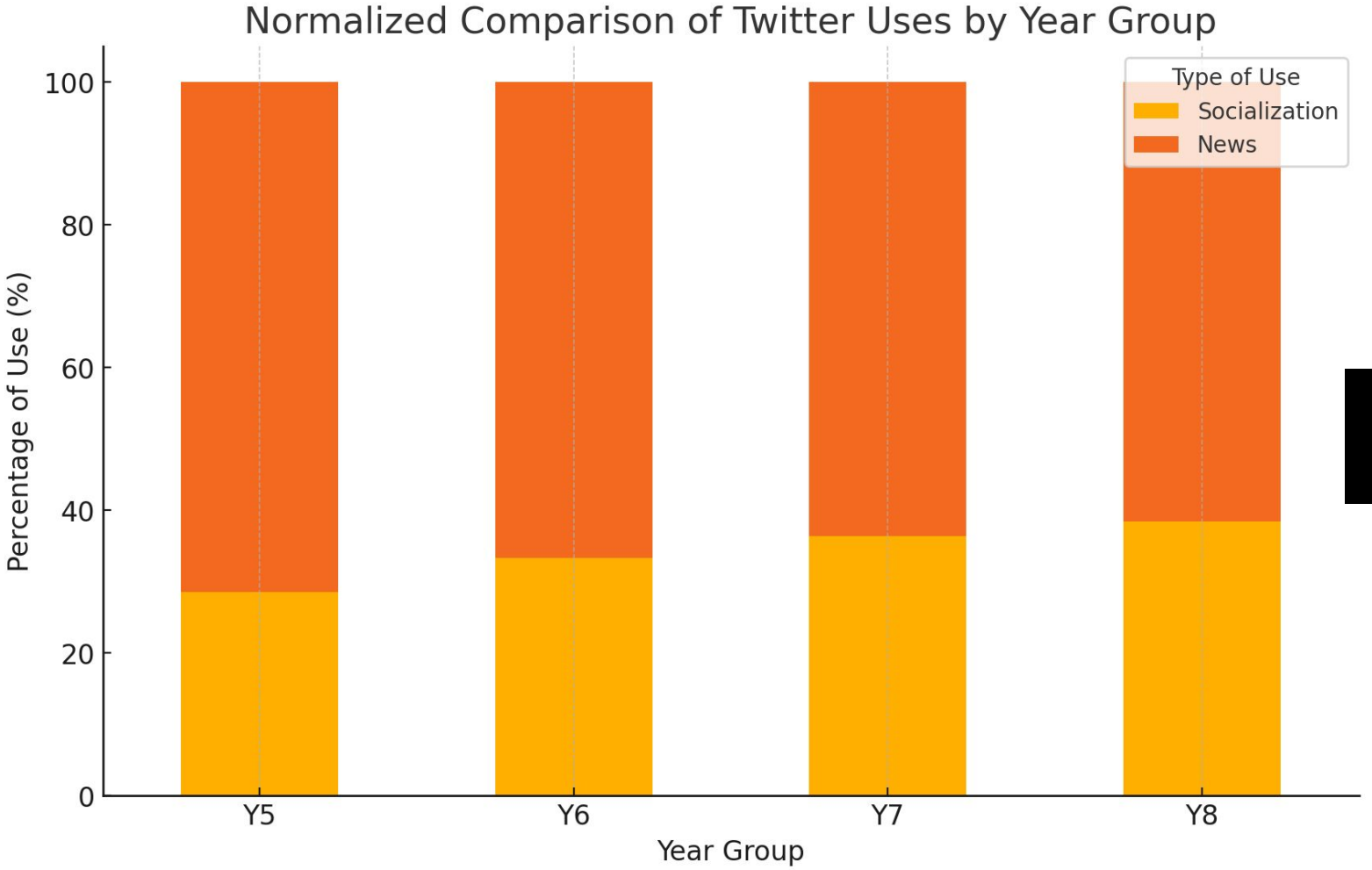

Normalized Comparison of Instagram Uses by Year Group
Type of Use
Socialization
Creativity
Education
Percentage of Use (%)
0
20
40
60
80
100
Y5
Y6
Y7
Y8
Year Group


Normalized Comparison of Discord Uses by Year Group
Type of Use
Socialization
Creativity
Education
Percentage of Use (%)
100
80
60
40
20
0
Y5
Y6
Y7
Y8
Year Group
Discord


Normalized Comparison of Snapchat Uses by Year Group
Type of Use
Socialization
Creativity
Percentage of Use (%)
0
20
40
60
80
100
Y5
Y6
Y7
Y8
Year Group


Normalized Comparison of Twitch Uses by Year Group
Type of Use
Entertainment
Creativity
Percentage of Use (%)
100
80
60
40
20
0
Y5
Y6
Y7
Y8
Year Group


Normalized Comparison of Threads Uses by Year Group
Type of Use
Socialization
Creativity
Percentage of Use (%)
0
20
40
60
80
100
Y5
Y6
Y7
Y8
Year Group


Normalized Comparison of Twitter Uses by Year Group
Type of Use
Socialization
News
Percentage of Use (%)
0
20
40
60
80
100
Y5
Y6
Y7
Y8
Year Group

Year Group	Positive Points	Negative Points
Year 5	- **Connect** with friends and family globally. - **Learn** new things and stay informed. - Encourages **creativity** (e.g., art, videos).	- Risk of harmful comments and **cyberbullying**. - Exposure to **inappropriate** or fake **content**. - **Hacking** and **data privacy** risks.
Year 6	- Supports **creativity** and learning (e.g., drawing inspiration, educational content). - Facilitates **communication** with distant friends and family. - Access to **global trends and news.**	- **Addiction** and **time management** issues. - **Health** concerns like eye strain and **dependency** on devices. - Exposure to **inappropriate** or traumatic **content**.
Year 7	- **Connecting** through shared interests (e.g., games, crafts). - Encourages artistic and **creative** skill development. - Keeps students **updated** on school or social events.	- Toxic behaviors and **negative interactions** online. - **False information** causing confusion. - **Dependency** on social media impacting offline activities.
Year 8	- Enables **creative** expression and exploration of global trends. - Effective for staying **updated** on news and events. - Facilitates effective **communication** and collaboration.	- **Privacy** and security risks (e.g., hacking, data misuse). - Overuse leading to **mental health issues.** - Exposure to **inappropriate content** and online dangers.

What do studies and news tell us?

Directivos de Meta, TikTok y otras grandes tecnológicas responden en el Senado de EE.UU. sobre el impacto de las redes sociales en los adolescentes

Por Brian Fung, Clare Duffy

12 min de lectura · 14:00 ET (19:00 GMT) 31 de enero de 2024

La adicción a Internet puede afectar el cerebro de los adolescentes, según un nuevo estudio

Por Kristen Rogers

6 min de lectura · 06:23 ET (10:23 GMT) 5 de junio de 2024

Plan de protección digital a los menores

Telmo Lazkano, experto en salud digital: "Con 12 años el cerebro de un niño no está preparado para un uso responsable del móvil"

- Miembro del comité de especialistas convocado por Juventud e Infancia para trazar un plan de protección infantil digital, propone que los menores de 14 a 16 años reciban formación sobre el negocio y las técnicas de industria tecnológica
- Adolescentes, móviles y escuela: radiografía de una revuelta

LA VANGUARDIA

ANDRO4ALL

Australia quiere prohibir las redes sociales a los menores de 16 años

- El Consejo de Ministros de Australia ha presentado un proyecto de ley que prohibe el uso de las redes sociales a menores de 16 años
- **No solo BlueSky crece a costa de X. Threads suma 15 millones de nuevos usuarios en solo dos semanas**

Ciberdelincuencia

La Fiscalía de Barcelona alerta del aumento de las suplantaciones de perfiles en redes para cometer delitos

- En 2022 se registraron 230 denuncias por las 324 de 2023
- Campaña de los Mossos para acabar con una estafa muy común: "No te la juegues..."

Actualidad

Las redes sociales podrían ser las culpables de los problemas de salud mental en 1 de cada 7 adolescentes

El 91% de los menores de entre 11 y 18 años mantiene activa alguna red social

Save the Children

Escribe aquí lo que buscas... Área privada

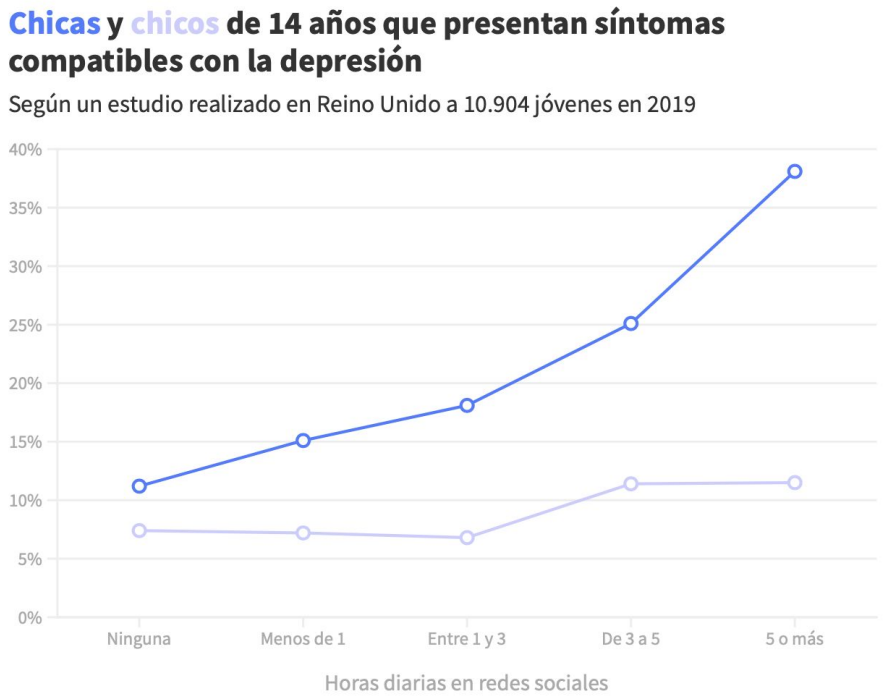
iénes Somos | Qué hacemos | Dónde trabajamos | Qué decimos | Colabora | HAZTE SOCIO

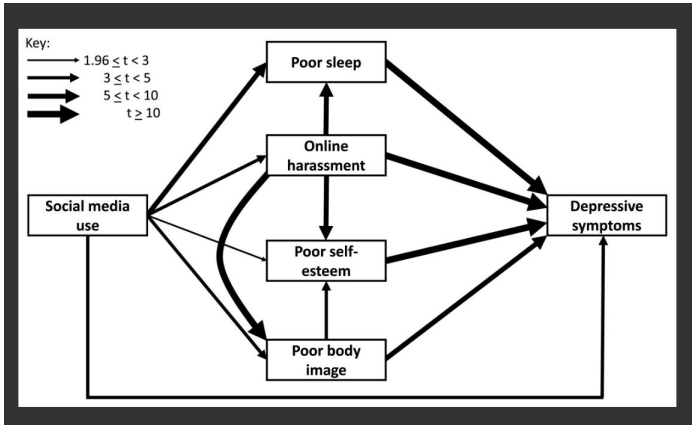
nsa / nuevo informe casi 9 de cada 10 adolescentes se conectan varias veces al día internet o

EVO INFORME: CASI 9 DE CADA 10 ADOLESCENTES CONECTAN VARIAS VECES AL DÍA A INTERNET O TÁN PERMANENTEMENTE EN LA RED

Comparte en tus redes sociales

How do we understand DATA





Fuente: Kelly, Y., Zilanawala, A., Booker, C. & Sacker, A. Social media use and adolescent mental health: findings from the UK Millennium Cohort Study. EClinicalMedicine 6, 59–68 (2018).

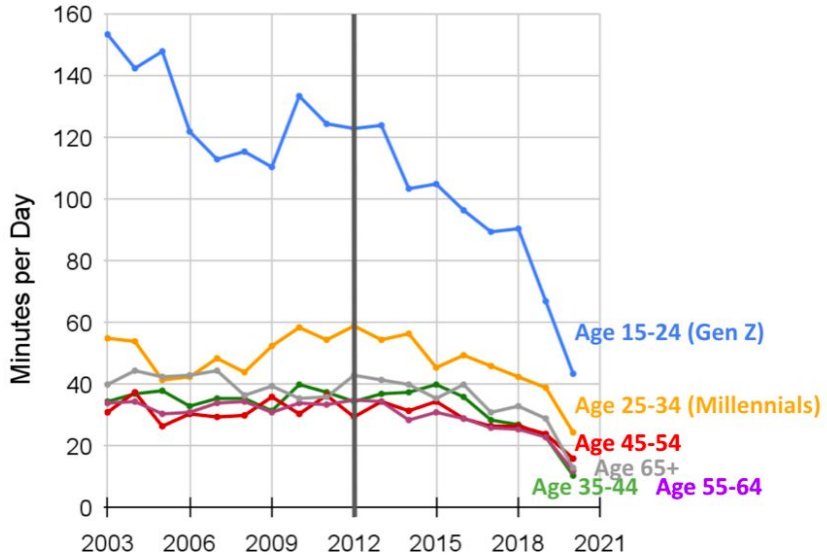
“Social media is more an indicator of mental health than a triggering factor”

Elena Flores Márquez

Risks of social media

1. Social deprivation

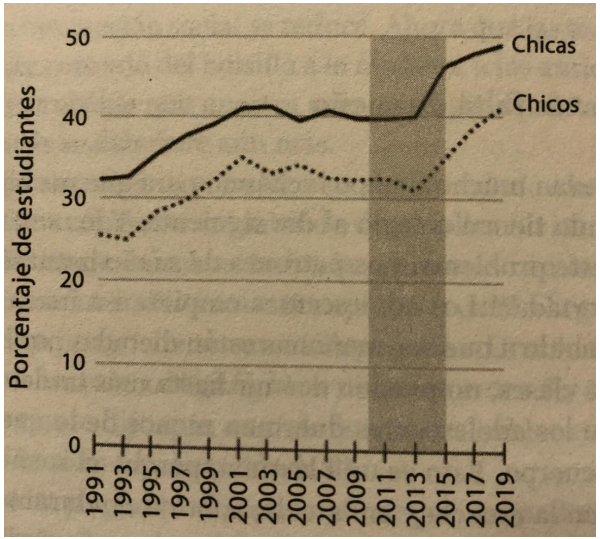
Daily Avg Time with friends (minutes)



American Time Use Survey

2. Sleep deprivation

Teenagers that get less than 7 hours of sleep each night

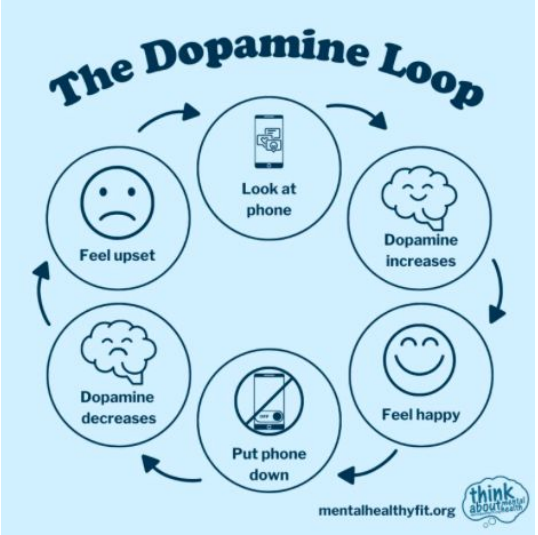


National Addiction and Data Archive program, *Monitoring the future*

Risks of social media

3. Impact on Mental heath

- Fear of missing out (FOMO)
- Can lead sometimes to anxiety and depression (is NOT the main cause)
- **Addiction**
  a. Infinite scroll or other mechanisms to capture users' attention
  b. Reward and reinforcement cycle (dopamine)



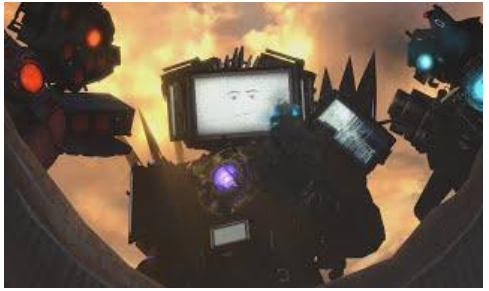
Risks of social media

4. Identity Construction Challenges:

- Social Comparison
- Pressure of conformation (trends)
- Inauthentic Self-Expression (Fear of judgment)

5. Loss in attention span

- Constant distractors (scrolling and notifications)
- Dopamine-Driven Behaviour (instant gratification)
- Overload of information



Positive factors of social media

1. Maintain **social bonds** and **maintain contact** with family and friends across the globe.
2. Connect with **new friends** and groups of people who share **similar interests or experiences.**
3. **Develop communication skills** while encouraging a discussion of thoughts and feelings.
4. **Express themselves** and develop their personality.
5. **Access** to important **information**

Are social media a cause, or is it just a correlation?

What do we stop doing while we are on social media?

Social media vs. reality

STRATEGIES

Responsible behavior

Identity construction

Parental Approach

Responsible behavior

Think about it.... is your Privacy, safety or reputation affected?

- Have you ever posted something you later regretted?
- Do you use privacy settings as much as you should?
- Do you share too much personal information online?
- Do you think about the trail you leave when browsing or posting online?
- Do you often get stuck in negative emotions when interacting online?
- Do you respond to messages or emails from strangers without exercising caution?

Online time management

- Family digital use agreement
- Parental Control Apps (Qustodio, Bark, or Google Family Link, etc.)
- Time Management Features (Screen Time for iOS or Digital Wellbeing for Android)

Screen Time

Age	Recommended screen time		Thoughts to consider:		
0-3 yrs old	No screen media		Exception: video chatting with family		
3-5 yrs old	1 hour per day of high quality programming		Parents should co-view media		
6 yrs old	No own game console before 6 years of age	No more than 2 hours per day, except for homework	Place consistent limits on the time spent using media and the types of media (creation versus consumption) Make sure media does not take the place of adequate sleep, physical activity and other behaviors essential to health.	Designate media-free times and locations Have ongoing communication about online citizenship and safety One day media free	No screens 30 minutes before bedtime (60 minutes recommended)
9 yrs old	No cell phone or smartphone before 9 years of age				
12 yrs old	No unsupervised computer or internet use				

Implementation: Parent/caregivers

Legal requirements in the EU:

- **Whatsapp** = 16 years old
- **Snapchat** = 13 years old
- **TikTok** = 13 years old with parental consent, otherwise 18 years old
- **YouTube** = 13 years old with parental consent, otherwise 16 years old (Safer option: YouTube Kids)
- **Instagram** = 13 years old
- **Twitch** = 13 years old
- **Dischord** = 16 years old

Identity construction

CONCEPTS	TRY....	AVOID...
Perception of self	I know it was hard for you, but you managed to try. That's what matters!"	don't like how you've done it, you're not doing it right. I'll do it.
Influence of the environment	Do you need help? Maybe you could try...	Look at how he does it... If you did it like him, it would turn out better.
Impact of experiences	We all make mistakes; what's important is learning from them.	Always the same!
Emotional validation	I see you're feeling sad, and it's okay to feel that way. Do you want to talk about what happened?	Don't cry, it's not that serious.
Importance of support	I will always be there for you.	If you don't do this right, no one will love you / no one will want to be with you.

Parental approach

Make it part of family conversations without drama	Talk about technology as you would about food, sleep, or school—with openness and ease. Listen to your children's opinions and guide them without judging or shaming.
Normalize setting BOUNDARIES	Create tech-free moments to strengthen family bonds, like during meals or before bed. Decide together on places or times where screens are off-limits, like in the car or at the table.
Choose quality content: Common Sense Media	Select shows, games, and videos that are educational and have minimal advertising. Watch alongside your kids to learn their interests and discuss the media they consume. Positive Online Behavior.
Teach how to manage emotions and boredom without screens	Help your kids recognize their emotions and offer alternatives like reading or listening to music.
Promote digital smarts and kindness online	Discuss inappropriate content they might encounter and how to respond (pause, block, report). Teach them to be kind and respectful in their online interactions. (ALEXA, GOOGLE..)
Think before sharing about your kids	Ask your children for permission before posting photos or stories about them. Explain who can see the posts and use this as an opportunity to teach them about privacy and consent

CENTER OF EXCELLENCE
Social Media and
Youth Mental Health

Do not forget:

1. Trust
2. Do not judge
3. Communication (two-way)
4. Presence
5. Role model

Thanks for listening!

Doubts