

Breakdown of the Results

by

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Background:

- Surveyed 800+ High School Students from local area
- 80% had a MySpace account (17% had other SNS accounts)
- 62% had their own computer in their bedroom
- 66% said their parents know they have a MySpace but only 26% said their parents had seen their site. More than ½ of the 15-16 year olds said their parents had not seen their sites.

Addiction

- Almost half (49%) spent an average of 3-6 hours daily (21-42 hours weekly) on SNS
- Females, more than males, stayed on their SNS longer than they originally intended
- Females spent time on their SNS to avoid doing other obligations
- Females had increased the amount of time they spent on their MySpace
- Females reported more withdrawal-type symptoms (irritability and discomfort) as a result of inability to go to their MySpace site.
- Overall, females tended to be more addicted to social networking sites (MySpace) than were males.

Technology/MySpace Use & Conflicts With School Grades

- 44% said they frequently to always had their SNS open while doing homework
- 41% said they frequently text messaged while doing their homework
- 34% said they frequently “put off” doing homework to spend time on MySpace
- Those who said they had their MySpace open while doing homework also reported lower grades on most current report cards compared to those who did not have MySpace open while doing homework.
- Those who “put off” doing homework to be on MySpace were found to have lower grades on current report card compared with those who didn’t put off homework to go onto MySpace

Contacts With Strangers

- 51% said they had been frequently contacted by a stranger (someone they did not know)
- 14-15 year olds, more than older teens, reported being asked to meet with a stranger (someone they had just met on their MySpace site) in person.
- 38% reported they include personal information on the SNS (phone#, full name, etc.)
- 30% agreed that they often included risqué or sexual content on their SNS

Content Posted on MySpace Sites:

- Randomly selected and analyzed the content of 700 MySpace sites throughout the U.S.
- Ages ranged from 14-25 with the average age being 16.
- Only 2% of the sites were set to “private”

Sexual Content:

- 59% of the sites included sexual poses
- 28% included partial frontal nudity of males
- 17% included partial frontal nudity of females
- 6% of the sites had full frontal nudity of females
- 14% had pictures exposing bare buttocks
- 8% of the sites included animated sexual “acts”
- 9% of the sites included links to pornography sites

Aggressive Material

- 54% of the sites included profanity
- 37% included sexual profanity (“f” word or “mother “f” er)
- 6% of the sites included a photo of an actual weapon
- 16% of the sites included gang related visuals (i.e., gang hand signals)

Alcohol/Drugs

- 6% showed “graphics” of illegal drugs (e.g., marijuana)
- 3% include photos of drug use
- 16% showed photos of alcohol (e.g., photo of a person with a beer in their hand)
- 5% showed alcohol consumption (e.g., photo of someone drinking a beer)

Age Differences:

- 14 year olds (43%) posted their personal addresses more than any of the other age groups.
- Of the few that posted their phone numbers, 14-15 year olds did so most frequently (12%)
- Inclusion of risqué/sexual material on the sites:
 - 71% of 14-15 yr olds’ sites contained sexual poses
 - 65% of 16-17 yr olds’ sites contained sexual poses
 - 63% of the 18-19 yr olds’ sites contained sexual poses

Some Comments posted on Sites:

- “Sorry I left in a hurry on the last message. My Mom came into my room and I had to hurry and get off before she saw anything...”
- Along with a partially nude picture of herself (shot from the back), one girl said the following: “I’m kind of undercover on this myspace thing. I don’t want my friends and family to see this account. That’s why I don’t have any clear shots of my face. If you want to find out more about me don’t be shy to ask...” She had 8378 friends and links to pornography and other pornographic items. One comment said “Want to play with me?” She was 17
- Many of the risqué pictures were accompanied by suggestive/provocative comments, such as:
 - “You know you want it” “Ooo so sexy” “You wanna”
- On one site, the 18 year old girl says “I’m currently doing webcam shows to pay my way through school. No, I’m not a whore but I am a very sexual person....”
- The following is from a 16 year old girl’s actual site:
 - My number:(xxx)648-4326 dis is not my cell phone or my house however it is my private number so u can call it will take u to my voicemail and u may be more den likely 2 leave me a message even if idon know u go head dats wut its 4 any body is welcum 2 ♥.....:
- One 16 year old’s site was set to private but her comment said this: “I’m afraid. I’m alone. & entirely useless. "let's get fucked up & die"