

23 INSIGHTS FOR 2023

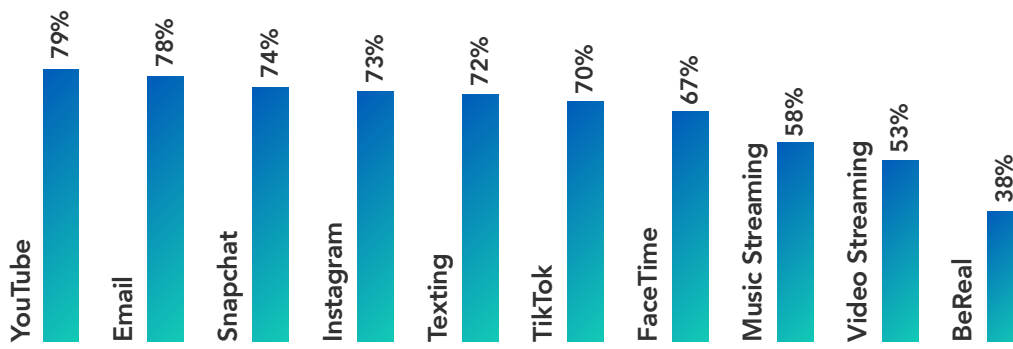
powered by THE SOCIAL INSTITUTE

Social media is how students are social. It helps us stay connected to each other, our communities, and our world. This report highlights how students are using social media and tech and what they want educators to know about how it impacts their health, happiness, and success on a daily basis. This report represents the findings from The Social Institute's nationwide survey of 22,952 students at U.S. public schools and independent schools, conducted Aug. 1 - Dec. 1, 2022.

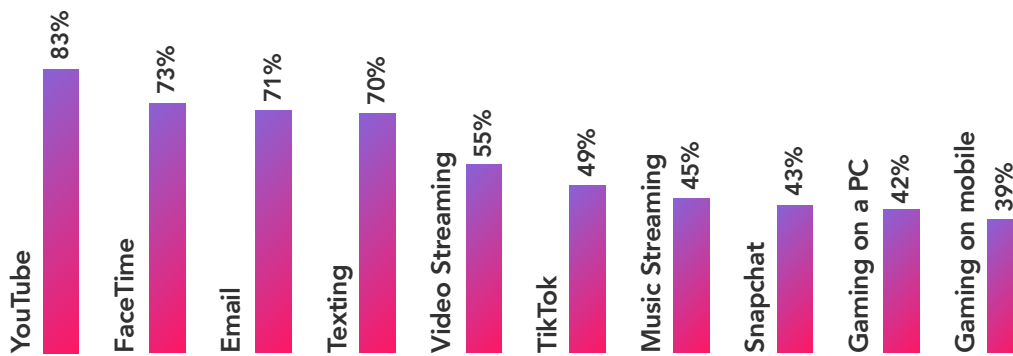
What apps are students using on a weekly basis?

*Video Streaming (Netflix, Hulu, Amazon Prime Video)
 *Music Streaming (Spotify, Amazon Music, Pandora, Apple Music)
 *Gaming (on a PC or console: Playstation, Xbox, Switch)

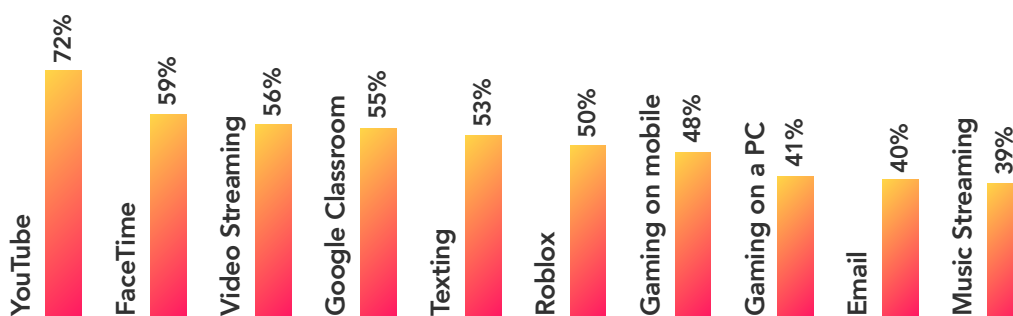
9th-12th Grade Students (n=9,316)



6th-8th Grade Students (n=11,623)



4th-5th Grade Students (n=1,656)



UP-AND-COMERS

These honorable mentions are growing in popularity among students.



Step aside, Instagram. This app is inspiring people to be their most authentic selves – no filters, no influencers, no ads, and only two minutes to capture a photo to share. Oh, and no do-overs. At different times throughout the day, users get a notification on their device that it is time to “BeReal.”



See who likes you. That's the goal behind this new trending app. “Gassing someone up” refers to complimenting or hyping up a friend – which is one of the reasons why this app has become so popular. Users see positive, pre-generated poll questions (e.g., “the most beautiful person you have ever met”) and then vote on classmates' names based on contacts already in their phones.



This free-to-use artificial intelligence chatbot gets the answers you want in “a conversational way.” No more scrolling through pages of articles to try and find what you're looking for. ChatGPT is reimagining artificial intelligence with its quick, conversational answers.

What do students wish adults knew about social media?

“I USE SOCIAL MEDIA TO CONNECT WITH PEOPLE AND KEEP UP WITH THE NEWS.”

SOCIAL MEDIA ENCOURAGES US YOUNG PEOPLE TO FOLLOW OUR DREAMS.

“Social media allows me to stay connected with my friends across the world.”

“IT IS AN AMAZING WAY TO SPREAD INFORMATION ABOUT CURRENT EVENTS.”

“Social media gives me a space to explore my interests and connect with people who are into the same things as me.”

IT CAN BE A POWERFUL LEARNING AND NETWORKING TOOL

SOCIAL MEDIA ALLOWS PEOPLE WHO NORMALLY MAY NOT HAVE A PLATFORM TO EXPRESS THEMSELVES

“Social media means being able to connect with people, and staying up-to-date with friends, content creators, and celebrities.”

Out-of-touch emojis The top emojis that show you're "officially old," according to students

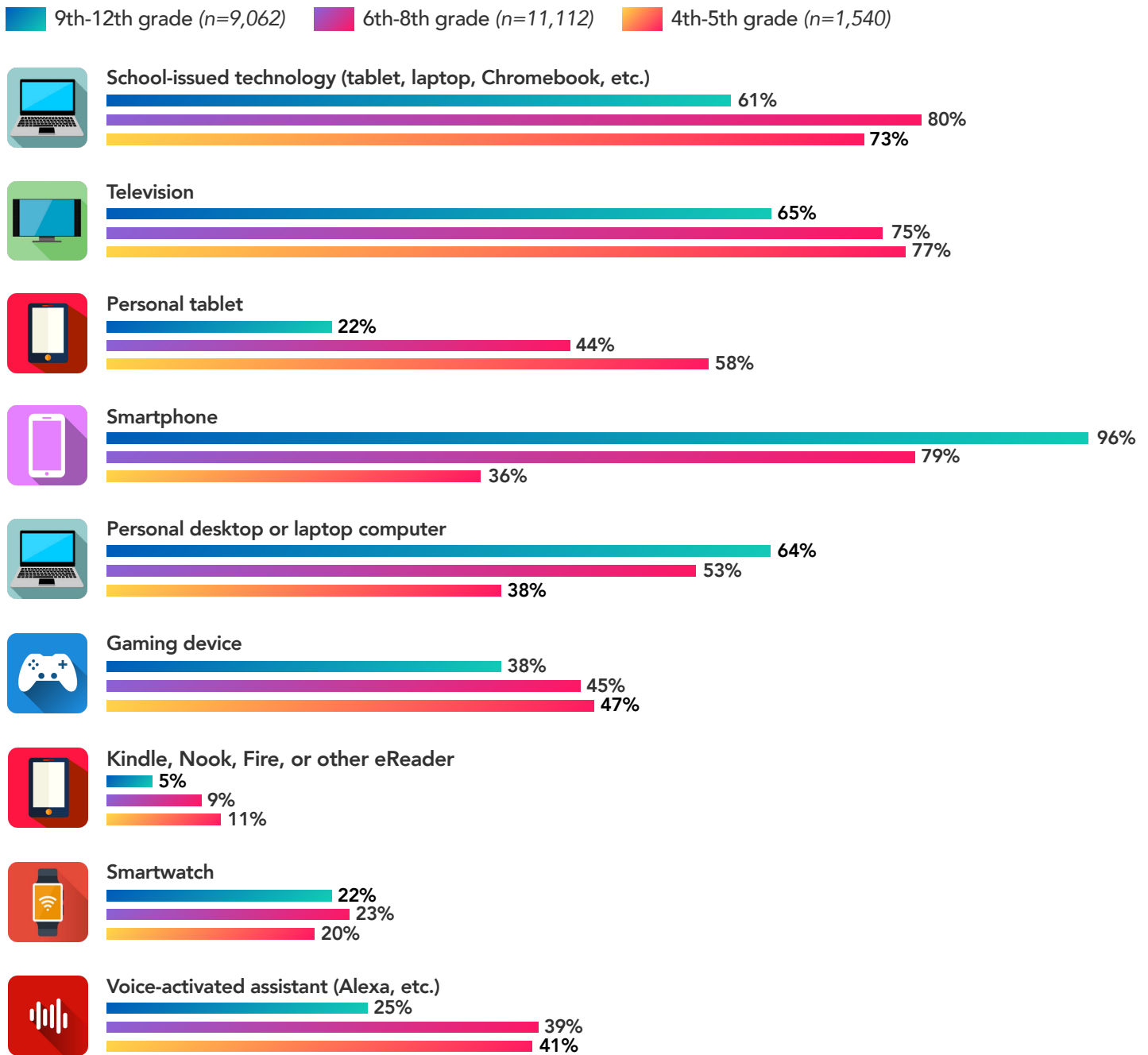
In 2021, they were:



This year, students have added a few more to the list:

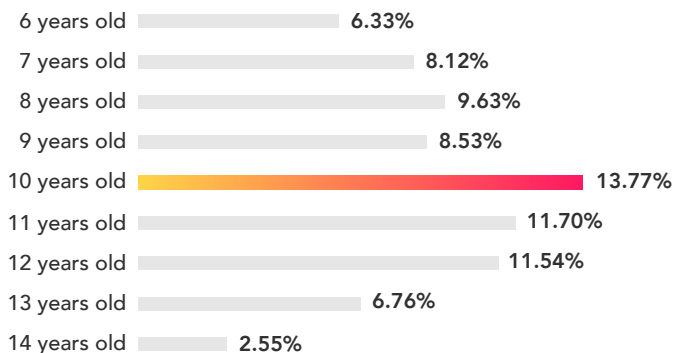


What devices are students using on a weekly basis?



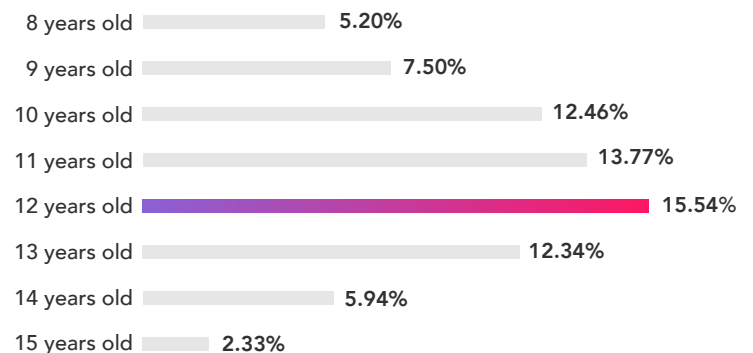
When did students get their first smartphone?

(n=18,883)



When did students get their first social media account?

(n=18,883)

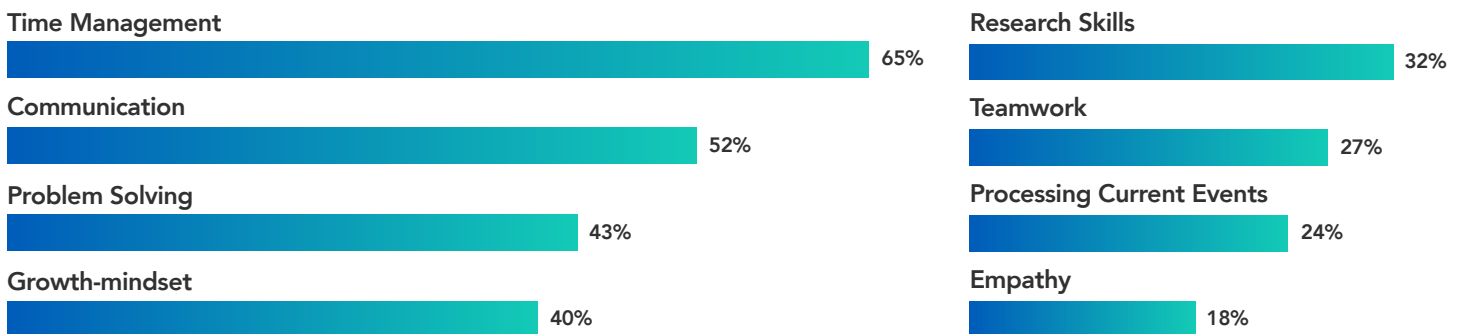


#WINATSOCIAL SNAPSHOT



The number of students empowered in 2022 by The Social Institute’s #WinAtSocial Platform. The following student responses are from #WinAtSocial Lessons — empowering students to navigate well-being, social media, and tech in healthy, high-character ways.

Skills students want to work on (n = 18,883)

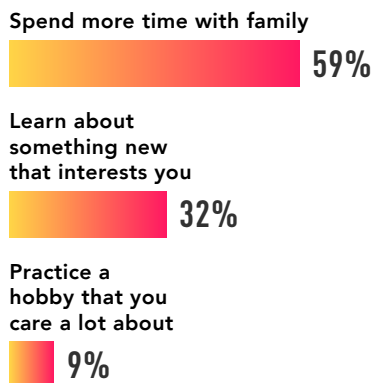


#WinAtSocial Lessons: What are students saying?

4th GRADE STUDENTS

Strike a Balance lesson

Imagine you’re one of the recent famous YouTubers who has decided to take a break from the platform so you can do other important things. What “other important thing” would you focus on? (n=1,209)



5th GRADE STUDENTS

Cyberback lesson

You may not have millions of social media followers like some celebrities, but you will run into rumors, gossip, and trash talk – just like they do. Which of the following types of cyberbullying do you hear about or see most? Rank your options with #1 being what you see most. (n=1,636)



6th GRADE STUDENTS

Play to Your Core lesson

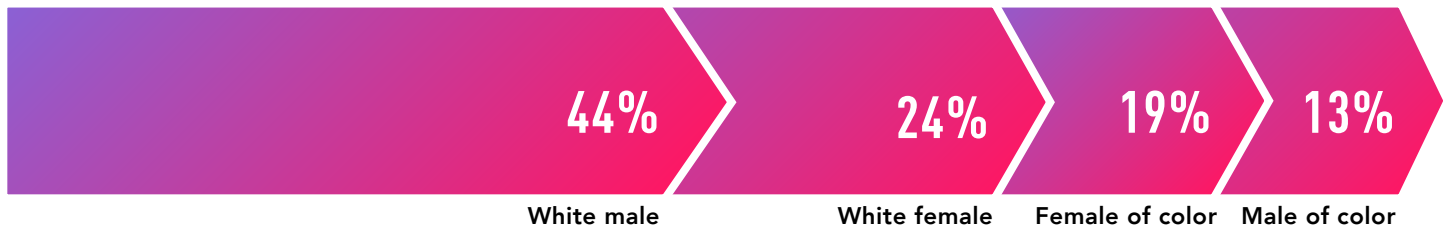
Imagine that you're in a group chat, and one person starts saying mean things about a friend who is not in the chat. What's one way you can stick up for your friend? (n=4,049)



7th GRADE STUDENTS

Handle the Pressure lesson

From 2019 to 2020, American families watching and streaming movies increased by 92%. Consider your top favorite movie of all time. Now, picture the lead character in the film. In that movie, how would you identify the lead character? (n=2,994)

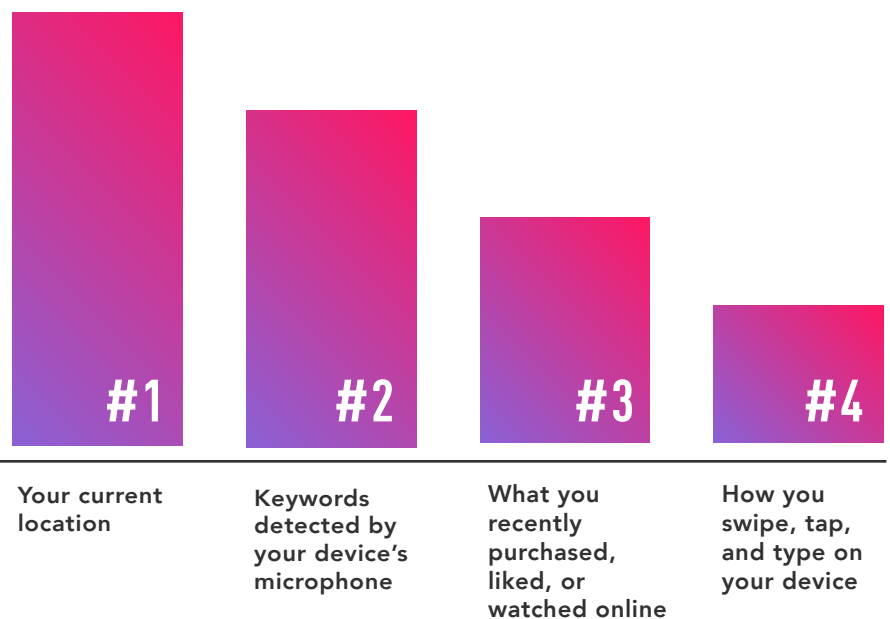


8th GRADE STUDENTS

Protect Your Privacy lesson

Social media companies often track how we interact with content and accounts in order to show us personally targeted ads. It's called behavioral targeting. Rank the following tracked behaviors, with #1 being what you consider the most private and personal to you.

(n=2,346)



9th GRADE STUDENTS

Find Your Influencers lesson

Social media is not built to provide full context for complex stories, which can lead us to easily misinterpret news. If you were leading a social media company, which would you change to better combat this challenge? Rank the following answers, with your top answer being what you would change first.

(n=2,118)

Images without content on Instagram



Character limits on Twitter



Video length limits on TikTok



Sensational headlines in Snapchat's news section



10th GRADE STUDENTS

Use Your Mic for Good lesson

According to the Fundraising Effectiveness Project, charitable giving grew by 10% from 2019 to 2020. This growth was mostly powered by small donations. When donating to support an organization, rank the most to least influential factors.

(n=498)

Helping a local cause that you personally believe in



Hearing friends or family members ask you to donate in person or through social media



Knowing exactly how your money will be used



Seeing an organization say that they urgently need funds

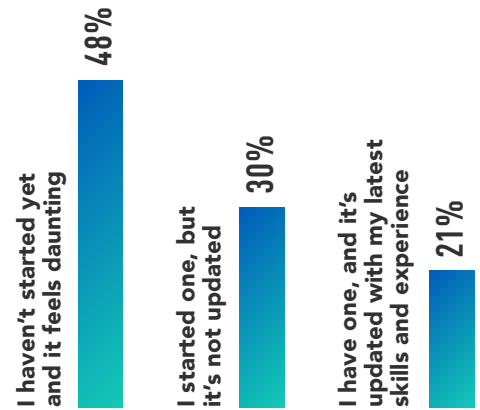


11th GRADE STUDENTS

Play to Your Core lesson

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?

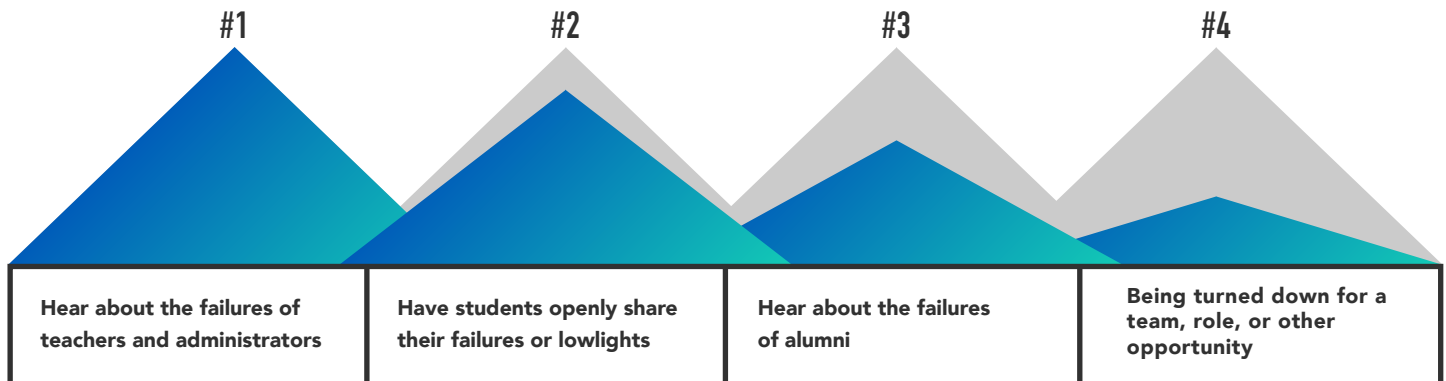
(n=1,653)



12th GRADE STUDENTS

Handle the Pressure lesson

Student voice has never been more important in helping schools create environments that support mental health. Rank the most to least effective ways a school can prevent a toxic culture of perfectionism and/or fear of failure. (n=781)



#WINATSOCIAL LIVE

How are educators staying current with students?

Through social media and technology, students have access to more information (and misinformation) than ever before. By staying up-to-date on current events impacting students, educators are proactively huddling with their students, having meaningful conversations, and understanding how trending news affects student well-being. The Social Institute's [#WinAtSocial LIVE Lessons](#) provide an easy and effective way for educators to discuss the intersection of current events and modern day life skills in their classrooms.

STANDING UP FOR THE PLANET THIS EARTH DAY AND EVERY DAY

Middle School lesson

We've all heard of climate change; maybe you've heard it called global warming or even "the climate crisis," but just how much do you know about the current state of our planet? This can include pollution, endangered species, deforestation, depletion of natural resources, loss of biodiversity, the list goes on... No shame here, how knowledgeable would you say you are when it comes to the challenges we're facing with our environment?

(n=1,800)

I don't know much at all



I know some basics but not a lot of the specifics



I know many of the challenges we're facing and could share some specifics



I could teach a class about this



UNDERSTANDING RUSSIA'S INVASION OF UKRAINE AND THE POWER OF SOCIAL MEDIA

High School lesson

Since Russia invaded Ukraine, over two million refugees have fled the country, and videos with the hashtag #RussiaUkraine have received hundreds of millions of views. Whether you have been following the news closely or not, where are you hearing the most information about Ukraine? Rank the following sources, with your top answer being your go-to source.

(n=1,029)

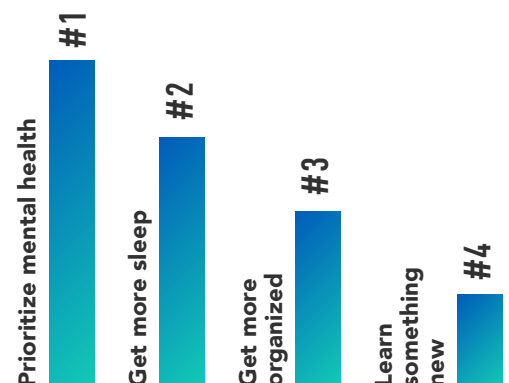


REFLECTING ON 2022 SPOTIFY-WRAPPED STYLE AND MAPPING OUR OWN BIGGEST MOMENTS OF THE YEAR

Middle & High School lesson

The phrase "Can I change..." was one of the top searched phrases on Google in 2022, so let's consider how that applies to us. Take a moment to reflect on one change you're hoping to make this year. Of the following options, what do you care most about? No wrong answer. If you had to choose one, what would it be?

(n=1,653)



**Both middle and high schoolers ranked the options in the same order*