

Got Media Smarts

Directions

First, take the quiz on your own. When you are done, trade with your partner. Together, use the answer key to calculate each other's score. Discuss what surprised you the most and which answers were the closest to or farthest from your own experiences.

YOUR SCORE

___ / 10

1. 82% of teens say that they own which of the following?

- a) cell phone
- b) smartphone
- c) iPod Touch or similar device
- d) iPad or similar device

2. What percent of teens describe themselves as “addicted” to their cell phones?

- a) 11% b) 27% c) 41% d) 63%

3. 68% of teens say they do which of the following at least once a day?

- a) text
- b) visit a social network
- c) instant message (IM)
- d) use email

4. What percent of teens agreed they wish they could “unplug” for a while?

- a) 13% b) 27% c) 29% d) 43%

5. 34% of teens visit social networking sites _____.

- a) at least once a day
- b) several times a day
- c) once a week or less
- d) never

6. What percent of teens say that they don't understand their social networking site's privacy policies?

- a) 24% b) 35% c) 46% d) 61%

7. 49% of teens say that their favorite way to communicate with friends is _____.

- a) in person b) by texting c) through social media d) on the phone

8. What percent of teens say they have said something bad about someone online that they wouldn't have said in person?

- a) 25% b) 35% c) 49% d) 67%

9. What percent of teens say that social networking helps them connect with people who share a common interest?

- a) 35% b) 42% c) 57% d) 66%

10. What percent of teens say that social media makes them feel more outgoing?

- a) 5% b) 15% c) 20% d) 28%

Note: All statistics and answer feedback (except for question #4) come from *Social Media, Social Life: How Teens View Their Digital Lives*, the 2012 research report from Common Sense Media's Program for the Study of Children and Media. We surveyed more than 1,000 13- to 17-year-olds nationally to understand how they perceive social media (like Facebook and Twitter) affects their relationships and feelings about themselves.

1. 82% of teens say that they own which of the following?

The correct answer is **a**, a cell phone. The vast majority of teenagers have their own cell phone (82%), including 41% who say they have a smartphone. Cell phone ownership varies by age – 74% of 13- to 14-year olds, compared with 87% of 15- to 17-year-olds.

2. What percent of teens describe themselves as “addicted” to their cell phones?

The correct answer is **c**, 41%. And 21% of teens wish that their parents would spend less time with their cell phones and other devices.

3. 68% of teens say they do which of the following at least once a day?

The correct answer is **a**, text. Two-thirds (68%) of teens text every day, half (51%) visit social networking sites daily, and 11% send or receive tweets at least once every day. Teens prefer texting due to the convenience — 30% saying it’s the quickest and 23% because it’s the easiest way to get in touch with one another.

4. What percent of teens agreed they wish they could “unplug” for a while?

The correct answer is **d**, 43%. Of this percentage, 13% agree strongly and 30% agree somewhat that they sometimes wish they could “unplug.” More than a third agree “somewhat” that they sometimes wish they could go back to a time when there was no Facebook.

5. 34% of teens visit social networking sites _____.

The correct answer is **b**: About a third of teens visit their main social networking site several times a day. In fact, 90% of teens say they have used social media and 75% currently have a profile on a social networking site.

6. What percent of teens say that they don’t understand their social networking site’s privacy policies?

The correct answer is **a**, 24%. About a quarter of teen users admit they understand their social networking site’s policies either “not too well” or “not at all.”

7. 49% of teens say that their favorite way to communicate with friends is _____.

The correct answer is **a**, in person. About half of all teens say their favorite way to communicate with their friends is in person. 38% believe face-to-face conversations to be more fun, and 29% say that they can better understand what people really mean in person. Only 4% prefer talking on the phone as their favored way to communicate with friends.

8. What percent of teens say they have said something bad about someone online that they wouldn't have said in person?

The correct answer is **a**, 25%. A quarter of all teens admit to saying something bad about someone online that they wouldn't have in person. Similarly, 1 in 4 (24%) social media users say they "often" encounter one or more types of derogatory speech (sexist, homophobic, racist, or anti-religious).

9. What percent of teens say that social networking helps them connect with people who share a common interest?

The correct answer is **c**, 57%. A majority of teens say social media help them keep in touch with friends they can't see regularly (88%), get to know other students at their school better (69%), and connect with new people who share a common interest (57%).

10. What percent of teens say that social media makes them feel more outgoing?

The correct answer is **d**, 28%. Some teens find the effects of social media largely positive. 20% feel more confident and 15% feel better about themselves. Only 5% feel more depressed.

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