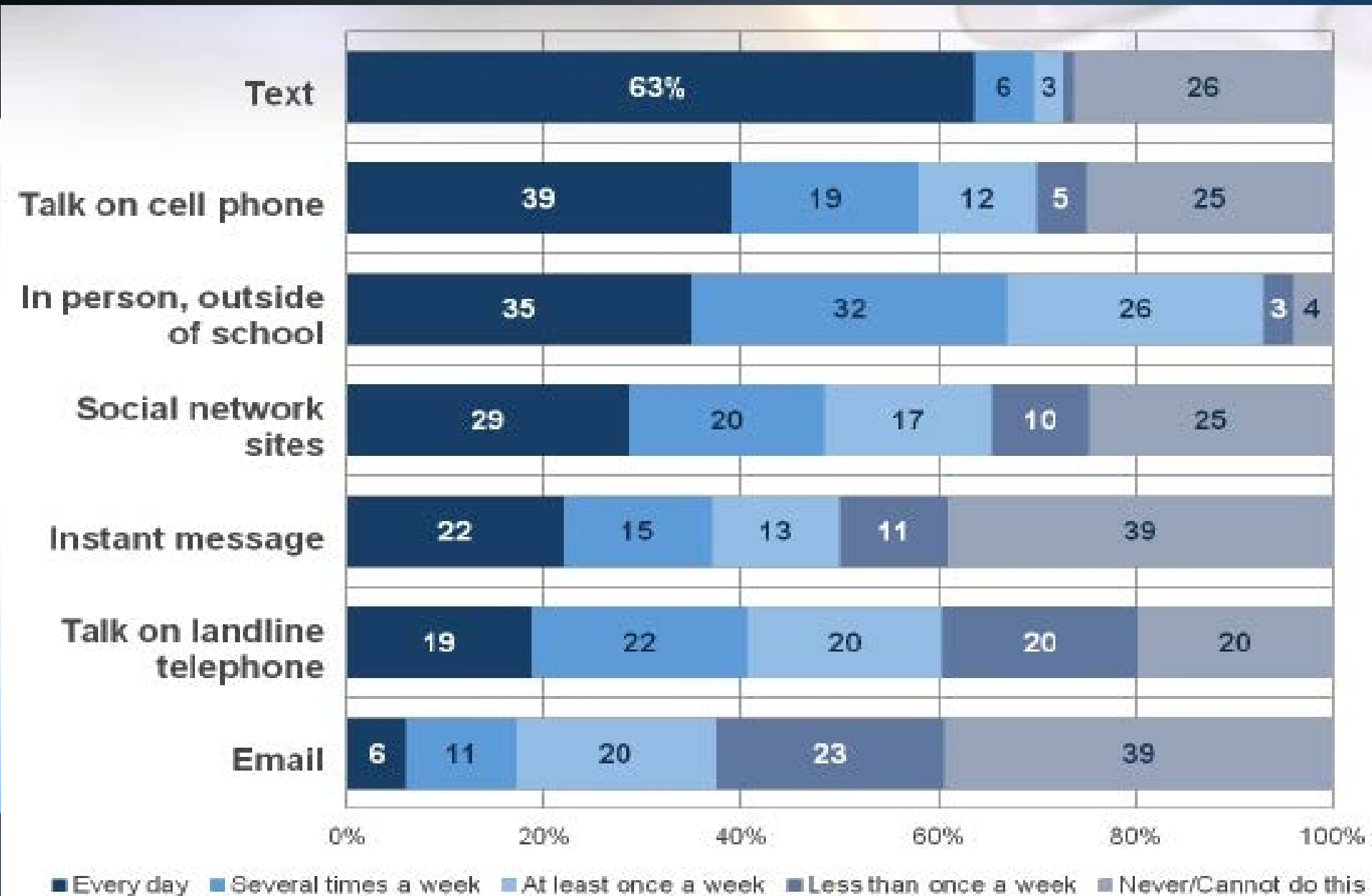


Engaging Youth in the Digital Age: Tech, Text and Thrive

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Adolescent Communication Preferences



Adolescents...

Can we get youth to listen?



Do they want to attend groups or come to therapy?

Demographics of teen cell phone users

the % of teens in each demographic group who have a cell phone

% of teens

Total teens

75%

Sex

Boys

74%

Girls

77

Age

12-13

66%

14-17

80

% of teens

Race/ethnicity

White, non-Hispanic

78%

Black, non-Hispanic

75

Hispanic (English-speaking)

68

Household income

Less than \$30,000/yr

59%

\$30,000-\$49,999

76

\$50,000-\$74,999

73

\$75,000+

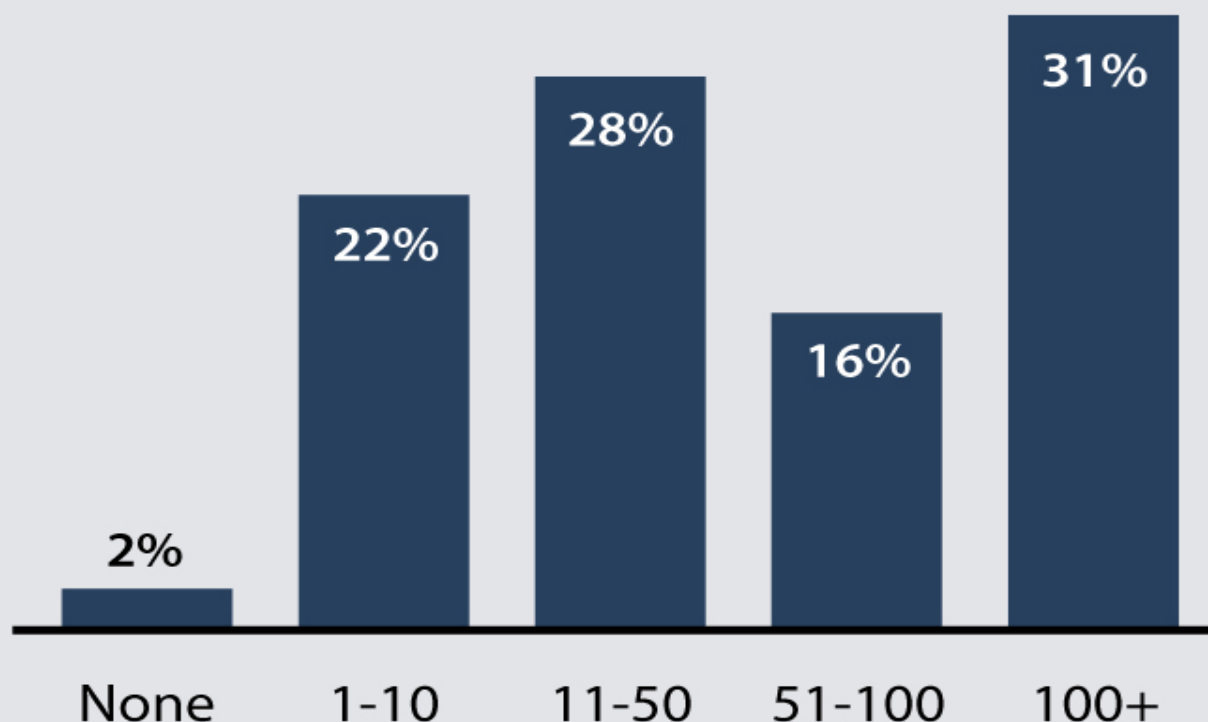
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Pew Internet
Pew Internet & American Life Project

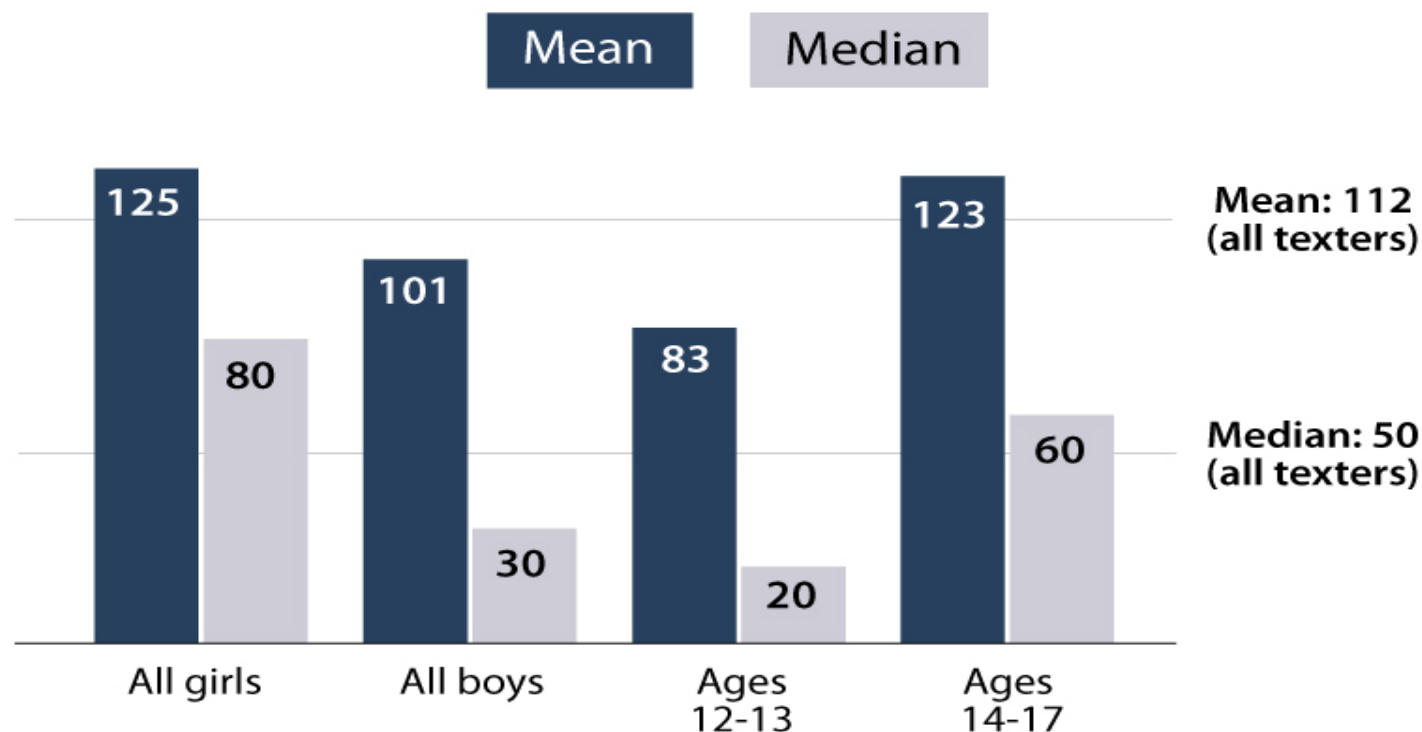
A typical teen sends about 50 texts per day

The % of teen texters who send that many texts per day

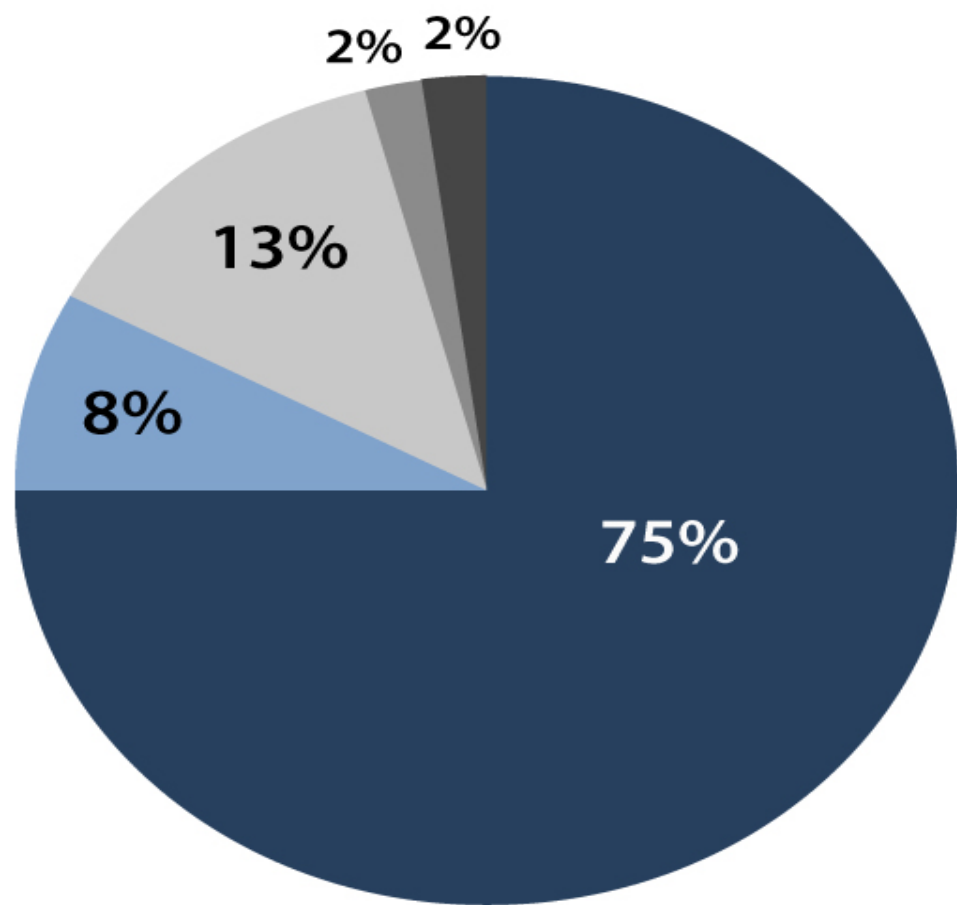


Typical number of texts per day

The mean and median number of texts sent per day by teen texters, by age and sex



The vast majority of teen cell phone users have unlimited texting



Percent of teen cell phone users with...

- Unlimited texting
- Limited plan
- No plan, pay per message
- Not sure
- Phone can't send texts

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"I hate it when I have to talk on my phone."

search ID: mgdn570

How do we get youth to test?



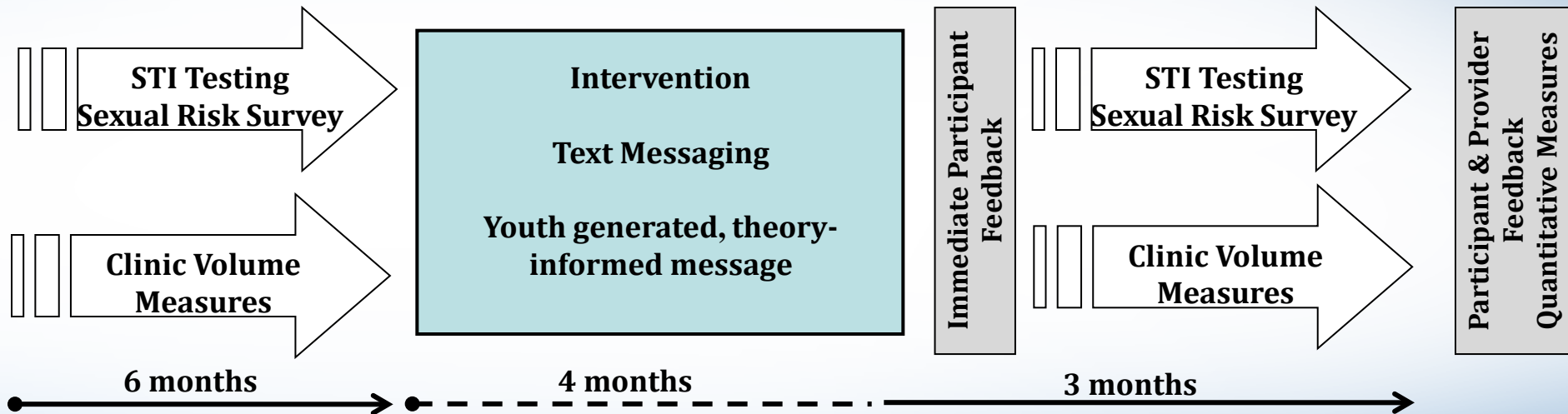
Why Test?

- Almost 69,000 13 – 24 year olds infected
 - ⇒ 60% don't know it
- HIV rate stable for other demographics
 - ⇒ increased for 15 – 24 year olds
- Adolescents → highest STI rates
- Know infected → reduce risk behaviors
- Diagnosis → linkage to care & better health outcomes

Who Tests?

- Only 22% sexually active youth tested for HIV
- Sexually active & no condom use – 30% been tested for HIV
- Overall
 - ⇒ 15% females, 11% males
 - ⇒ 25% Black, 12% Hispanic, 11% White
 - ⇒ 17% 12 graders, 14% 11th graders, 11% 10th graders

Texting Intervention



Acceptability Issues

- Good idea, important, appropriate
- What will my friends think?
- Who do I send a message to?
- What do I say?

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"I am smiling. Didn't you get my :) emoticon?"

Scientific/Ethical Issues

- Cyber bullying
- Incentives
- Message standardization
- Social networks
- “If they are already in contact, why send an impersonal text when actual word of mouth is possible?”
- Did they read the message?



Findings

- Few refusals
- Everyone sends at least 5 texts
- Some youth would rather talk about clinic than testing
- Everyone willing to check in after a week
- Sample texts
 - come to the third st clinic for std check
 - im in a study to spread the word about the new 3rd street clinic on Bancroft you can get std check, birth control, etc.
 - r u stressed ned help have problems have we hav free councling at 3rd street youth center n clinic
 - Ay bruh you know your status you could come down to 3rd street and get checked make sho you straight.
 - Wussup bruh, I'm at the clinic right now getting tested. You should slide through brah, give me some support.
 - Hey Im at the Clinic you wanna come hang and just talk Im getting checked out can you maybe help me out and get checked out so I won't feel alone.

Games and health behavior

- Powerful environments for learning, attitude change, risk perception, skill development, and health behavior change—for all ages
- Growing body of research provides outcomes for specific populations
- New platforms and genres emerging
 - For example, mobile games, exergames, robots, and toys take games off the TV screen and/or entice players off the couch

Sample

- 170 adolescents
- 114 male (67%)
- Grade
 - 9th & 10th 40%
 - 11th & 12th 48%

Target: Emotion-related physiological processes and emotion-related behavior

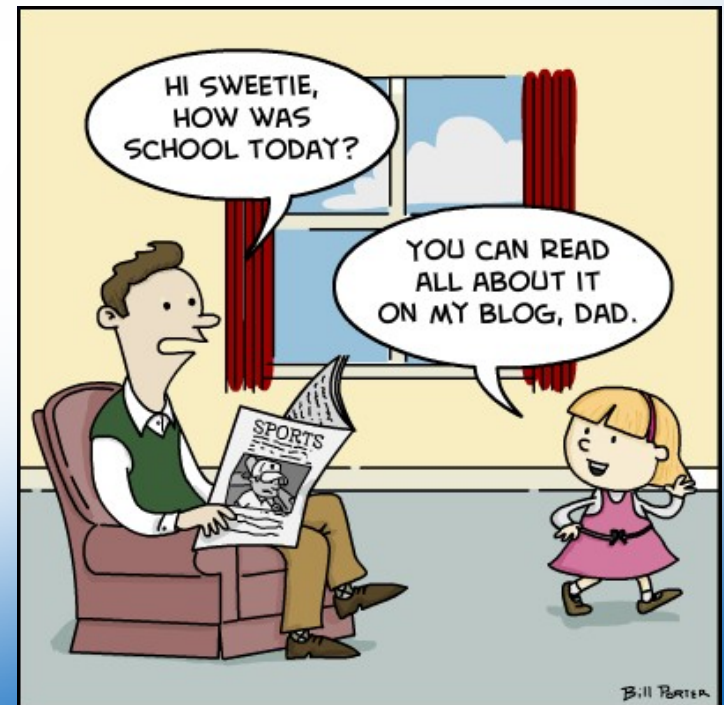


DOJO

To watch video clip, go to
<http://vimeo.com/19907689>

Findings

- Difficulties in Emotional Regulation
 - Access to emotion regulation strategies
- Brief Symptom Inventory
 - Psychoticism



Acceptability

ITEM	N	Mean	Min	Max	sd	t	Df	Sig
I liked doing the DOJO Computer Program	80	3.81	1	5	.982	7.385	78	.000
I learned about controlling myself by using the DOJO Computer Program	76	3.53	1	5	.959	3.069	76	.003
I learned about emotions/feelings and behavior using the DOJO Computer Program	79	3.59	1	5	.913	5.544	77	.000
The DOJO Computer Program was easy to use.	79	3.82	1	5	.874	5.922	78	.000
The DOJO Computer Program was interesting	79	3.95	1	5	.799	8.781	78	.000
I related to the characters and their situations in the DOJO Computer Program.	77	3.04	1	5	1.094	-.300	76	.765
The program kept things moving, so it was not boring.	78	3.27	1	5	1.002	1.922	76	.058
I wished I could have asked questions while using the DOJO Computer Program	76	3.32	1	5	.883	1.669	77	.099
I would tell a friend to try the DOJO Computer Program.	77	3.52	1	5	1.008	3.581	76	.001
I wish education programs were like the DOJO Computer Program	73	3.67	1	5	.944	2.526	76	.014
How likely do you think it is that you can control your emotions?	78	3.99	2	5	.798	8.180	77	.000
How likely do you think it is that you can control your behaviors?	78	4.06	2	5	.671	13.833	76	.000

Technology-mediated Communication

Mobile...	Social Networking...
Moves information with us	Surround us with information through our many connections
Makes information accessible ANYTIME and ANYWHERE	Brings us information from multiple, varied sources
Puts information at our fingertips	Provide instant feedback, meaning and context
Magnifies the demand for timely information	Allows us to shape and create information
Makes information location-sensitive	Allow us to shape and create information ourselves and amplify others' messages



Facebook

- White teen social media users are most likely to have Facebook accounts (96% v. 87% of blacks and 88% of Latinos)
- Older teen social media users also more likely to have Facebook accounts (95% of 14-17 year-olds v. 87% of those 12-13)
- Teen social media users whose parents have been to college are more likely than other teens to have Facebook accounts (96% v. 89% among other teens)



MySpace

- MySpace profiles are most common among Latino teens (35% of Latino teen social media users have an account v. 22% of whites)
- Teen social media users whose parents did not go to college are more likely to have a MySpace account (32% v. 18% of those whose parents went to college)



YouTube

- Among teen social media users, boys (9%) are more likely than girls (3%) to have an account on YouTube



Yahoo

- Young teen social media users (age 12-13) are more likely than older teens (14-17) to have an account on a Yahoo site (12% v. 5%)

Differences in Social Media Use

Twitter shows big differences

- 34% of online African-American teens use Twitter
- 11% of online white teens use Twitter
- 13% of online Latino teens use Twitter
- Lower income teens (under 30K hhd inc) more likely to use than higher income teens.
- Girls more than boys – youngest boys 12-13 are laggards

Social network site use more broadly adopted

- Lowest income teens use SNS more than highest income teens
- Girls more than boys
- Older teens more than younger teens

Thank you

- National Institute of Drug Abuse
- MAC Fund
- Research Team
- Agencies, schools, providers
- Youth willing to share their lives

Questions?

Want today's wifi password?

1. Make your beds
2. Vacuum downstairs
3. Walk the dog