

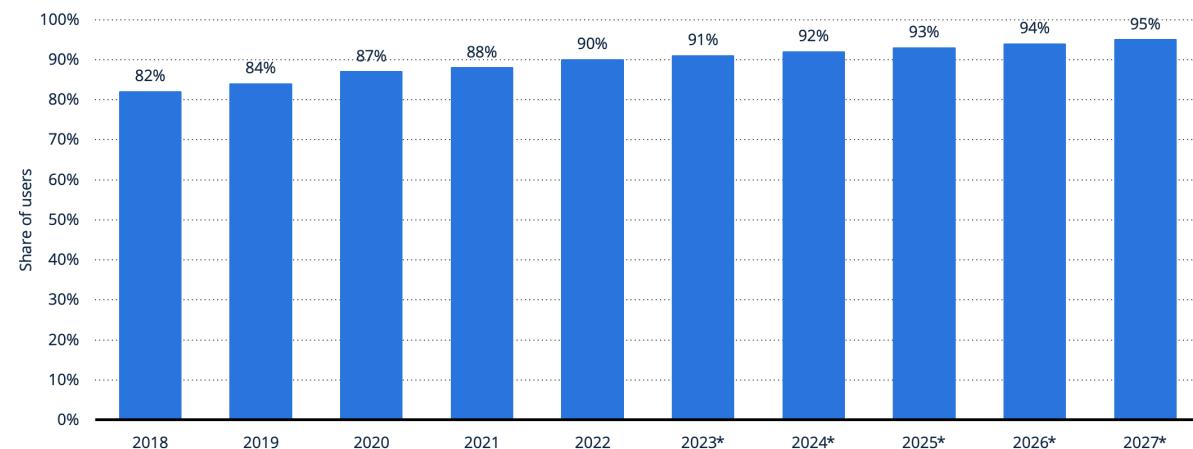


Overall  
context



## Social network user penetration in the United States from 2018 to 2027

United States: social network penetration 2018-2027



9 | Description: In 2022, social media penetration in the United States reached 90 percent, up from 88 percent in 2021. By 2027, it is estimated that 95 percent of the country will actively be using social media. With the third largest social media audience worldwide, the U.S. has over 302 million users of social networks in 2022. [Read more](#)

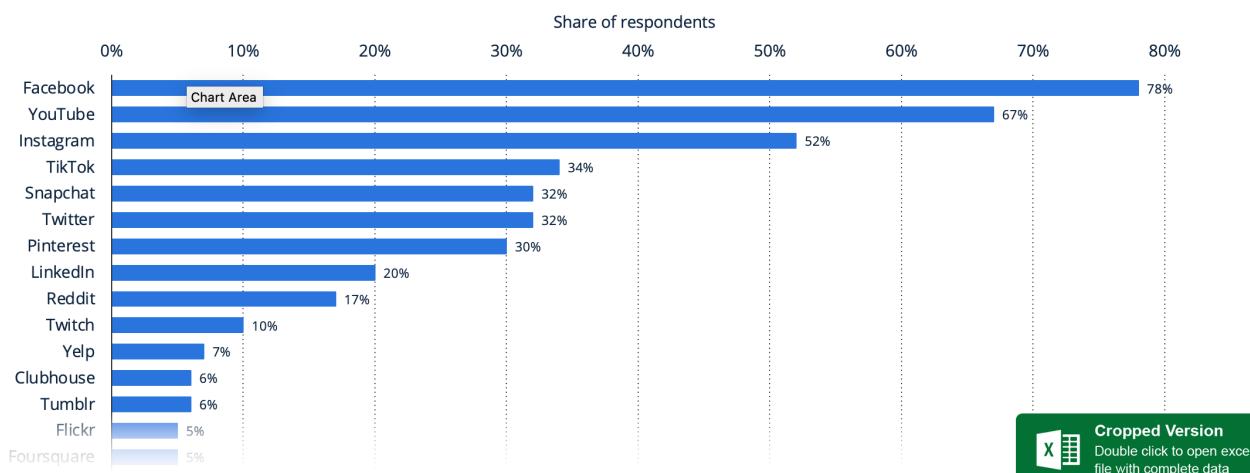
Note(s): United States; 2018 to 2022: \* Forecast. Internet Users Who use a social network site via any device at least once per month. [Read more](#)

Sources: Statista

statista

## Social network usage by brand in the U.S. in 2022

Social network usage by brand in the U.S. 2022



Cropped Version  
Double click to open excel file with complete data

statista

**Description:** The displayed data on social network usage by brand shows results of the Statista Global Consumer Survey conducted in the United States in 2022. Some 78 percent of respondents answered the question "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp," with "Facebook". [Read more](#)

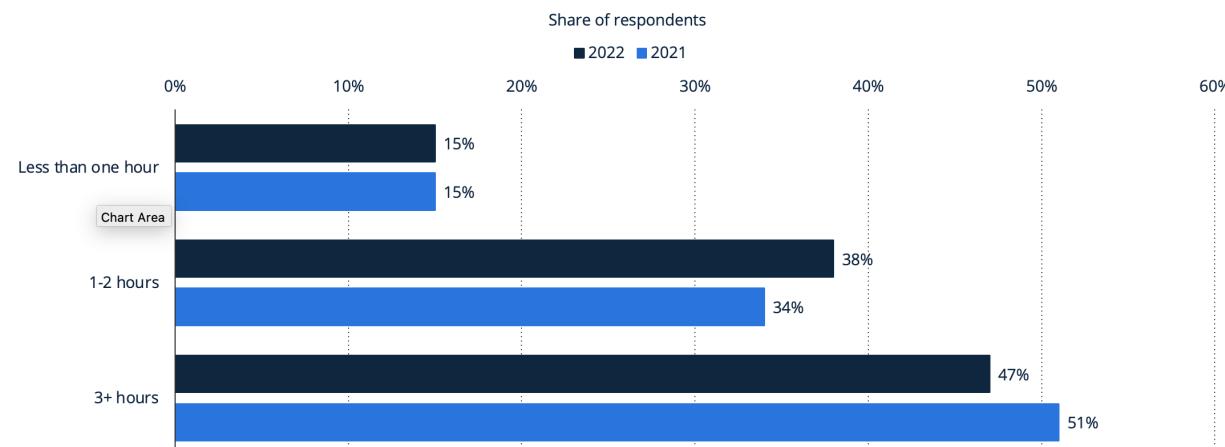
**Note(s):** United States; four waves from Apr 2021 to Mar 2022; 6764 respondents; 18-64 years; respondents who use any kind of social media (except instant messengers) regularly

**Source(s):** Statista Consumer Insights

Parents'  
involvement

## Daily screen time allowed by parents in the United States in 2021 and 2022

Hours of screen time allowed for children in the U.S. 2021-2022



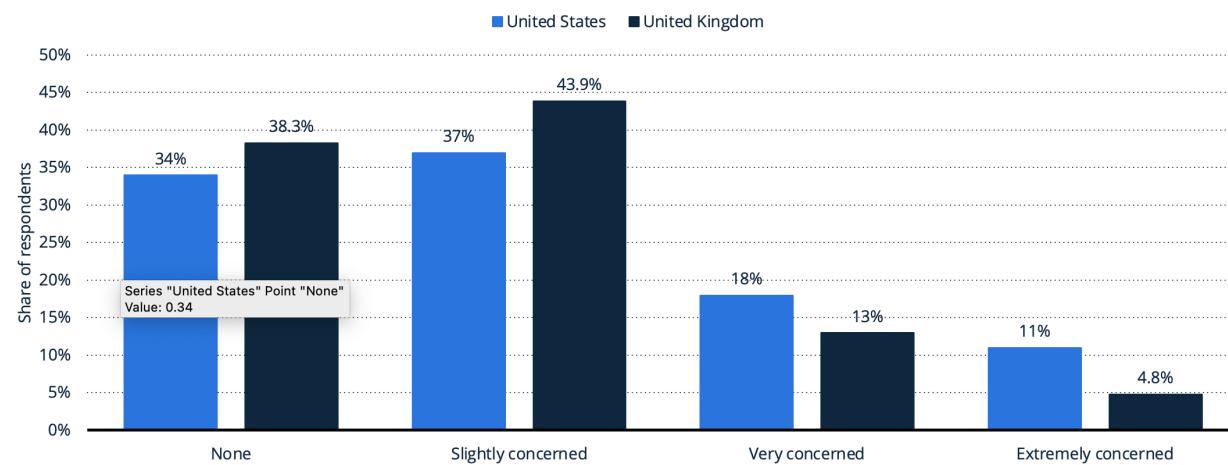
5 Description: According to two separate surveys of parents in the United States conducted in August 2021 and September 2022, approximately the same amount of parents allowed children less than one hour of screen time besides school work and homework. In 2022, a slightly smaller share of parents allowed children over three hours of time to use digital devices when compared to 2021. [Read more](#)  
Note(s): United States; 2021 and 2022: 18 years and older; excluding time spent on homework  
Source(s): CivicScience

statista

- Something very important

## Level of concern among parents in the United States and the United Kingdom over children device usage in 2021

Parental concerns over children device usage U.S. and UK 2021



Description: In 2021, around 37 percent of parents in the United States reported being slightly concerned over their children's device usage. In the case of parents in the United Kingdom, the figure rose to approximately 44 percent of parents sharing they were feeling slightly concerned. Approximately 34 percent of parents in the U.S. had no concern over their children's usage of devices connected to the internet, while less than two in 10 parents reported feeling very concerned over the matter. [Read more](#)

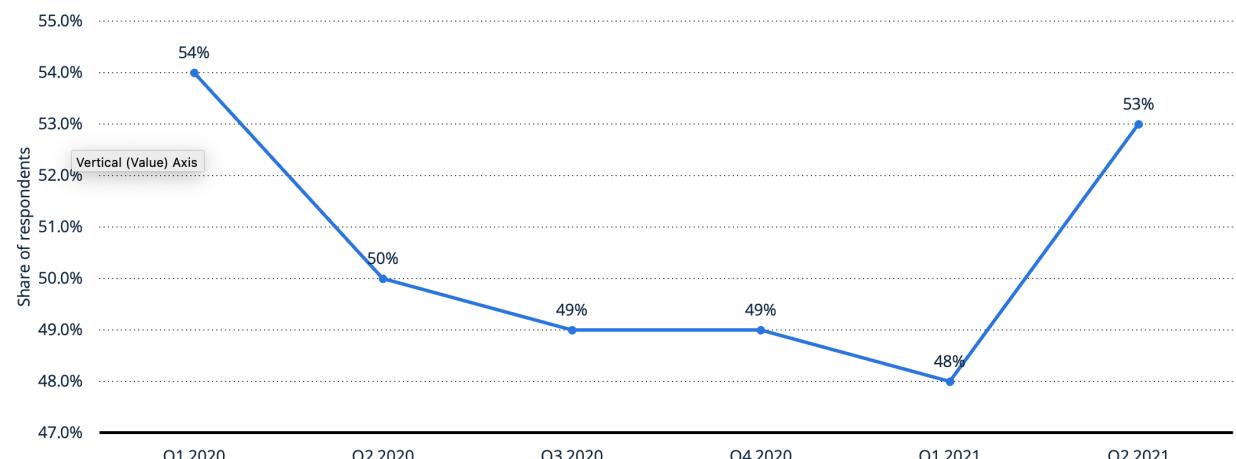
Notes: United Kingdom, United States; 2021; 1,200 respondents; 10-13 years

Source(s): Qustodio

statista

## Share of parents in the United States who limit their children's screen time as of August 2021

U.S. parents limiting their children's screen time 2021

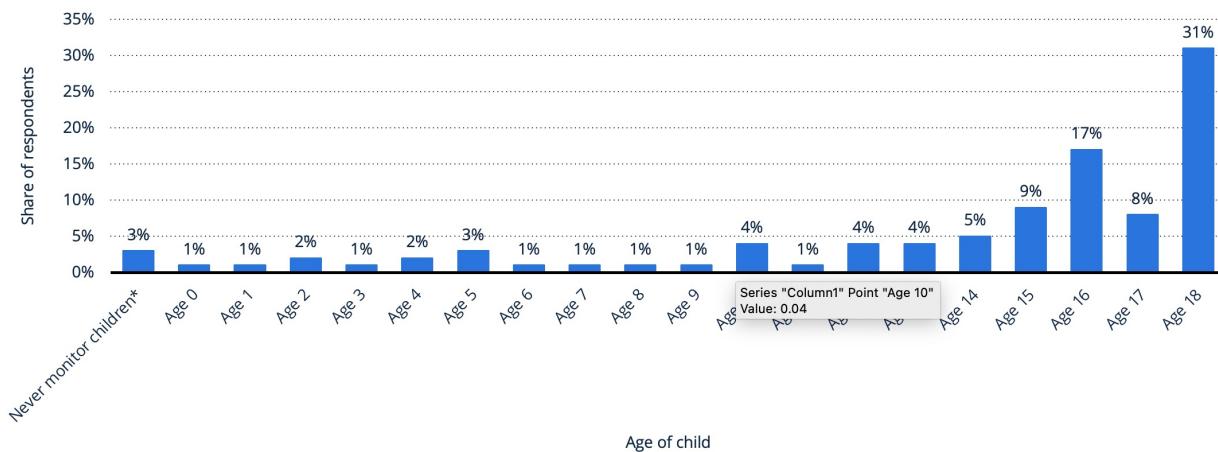


43 | Description: A survey of parents in the United States found that during the second quarter of 2021, 53 percent of respondents were setting limits on their children's screen time. This is an increase from the all-time low of 48 percent of responding parents in the first quarter of 2021 and almost a return to pre-pandemic levels. Overall, 51 percent of parents said that their children spent more than three hours on screens per day. [Read more](#)  
Note(s): United States; Q1 2020 to Q2 2021; 107,729 respondents; 18 years and older; parents of children of all ages  
Source(s): CivicScience

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## Age at which parents in the United States believe they can stop monitoring their children's use of technology as of May 2022

Age U.S. parents think they can stop monitoring kids tech usage 2022



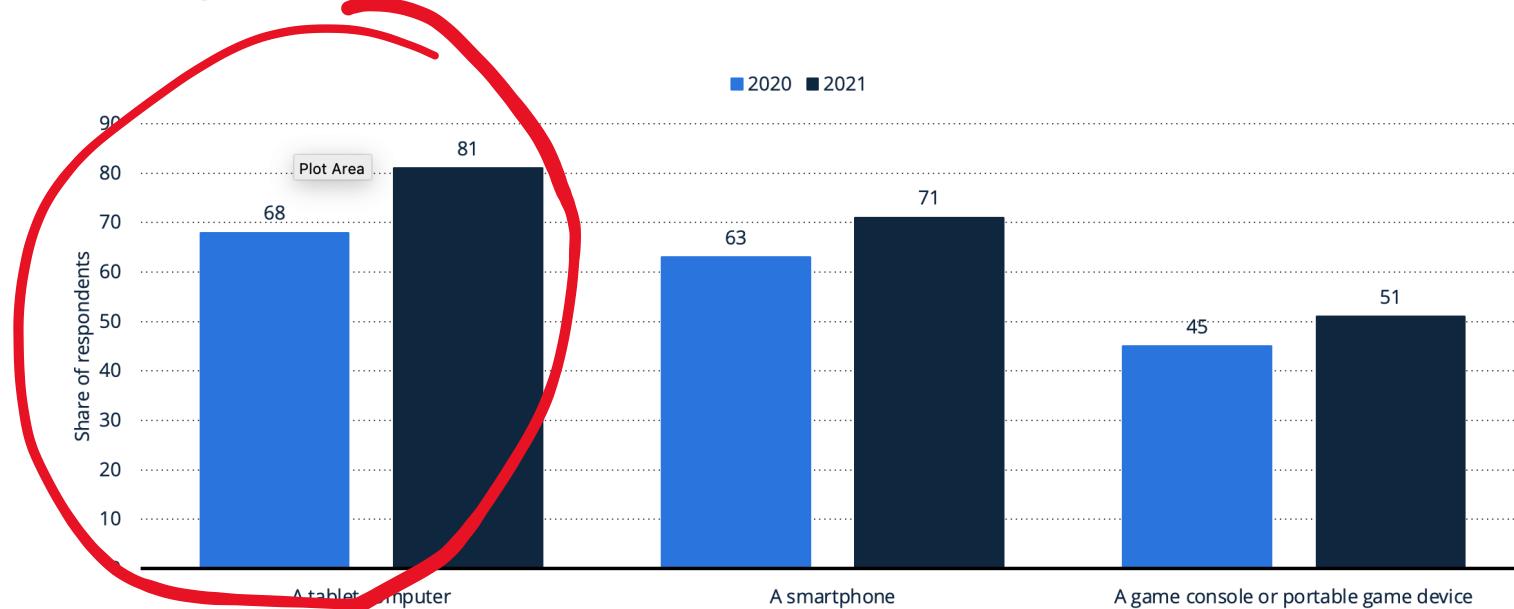
46 | Description: In a May 2022 survey, parents in the United States were asked at what age they believed they could stop actively monitoring their child's technology use. The most common answer was age 18, chosen by approximately 31 percent of respondents. The second most common answer was age 16, chosen by about 17 percent of the parents surveyed, and only three percent of respondents believed that children's technology usage needed no monitoring. Many apps offer parental controls which [...] [read more](#)

statista

Access to devices

## Children in the United States using selected digital and gaming devices in 2020 and 2021

U.S. children using selected devices 2020-2021



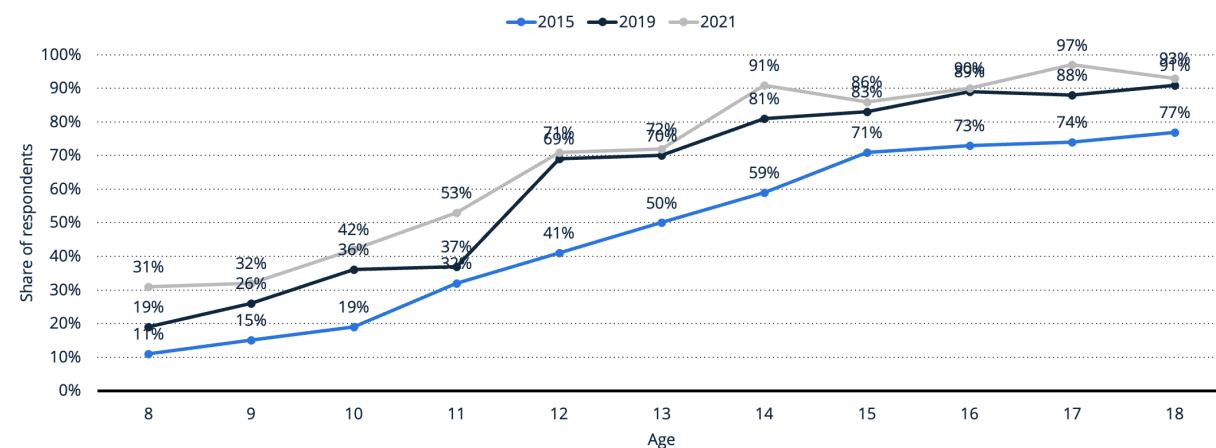
0 | Description: According to a survey of parents conducted in March 2020 and April 2021 in the United States, the share of children using tablets increased from 68 percent to 81 percent between 2020 and 2021. This increase in device usage happened during the global COVID-19 pandemic, which forced students to rely on their electronic devices to attend remote schooling and to socialize online. Smartphone usage increased to interest 71 percent of children under 11 years of age in the U.S. in 2021. [Read more](#)  
Note(s): United States; March 2 to 15, 2020 and April 12 to 18, 2021; 11 years and younger  
Source(s): Pew Research Center

statista

## Share of children owning a smartphone in the United States in 2015, 2019 and 2021, by age

Share of U.S. children owning a smartphone 2015-2021, by age

- Access to devices

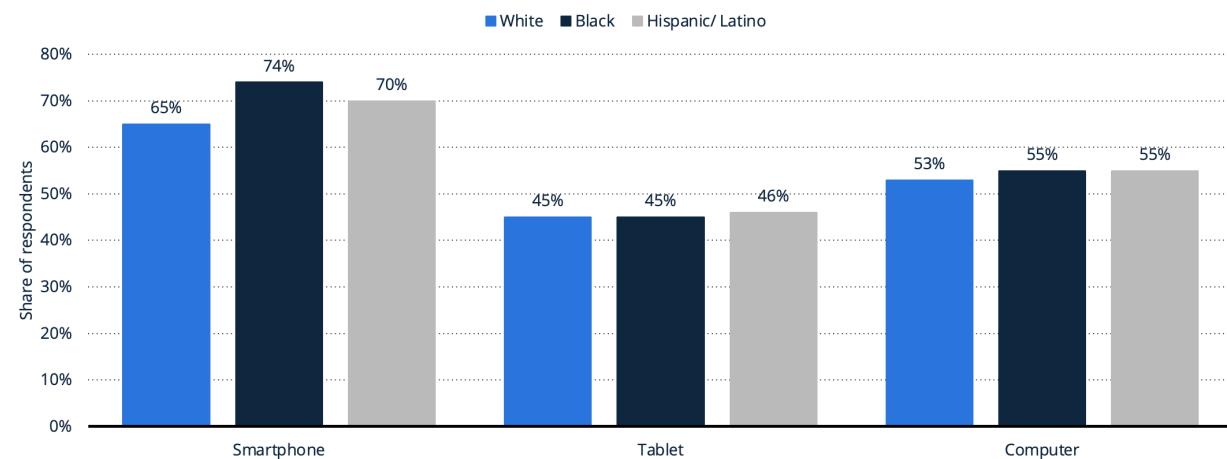


14 | Description: Between 2015 and 2021, regardless of their age, the share of children owning a smartphone in the United States grew. During the 2021 survey, it was found that 31 percent of responding 8-year-olds owned a smartphone, up from only 11 percent in 2015. [Read more](#)  
Note(s): United States; September 29 to October 25, 2021; 1,306 respondents; 8-18 years  
Source(s): Common Sense Media

statista

## Share of children owning an electronic device in the United States in 2021, by ethnicity

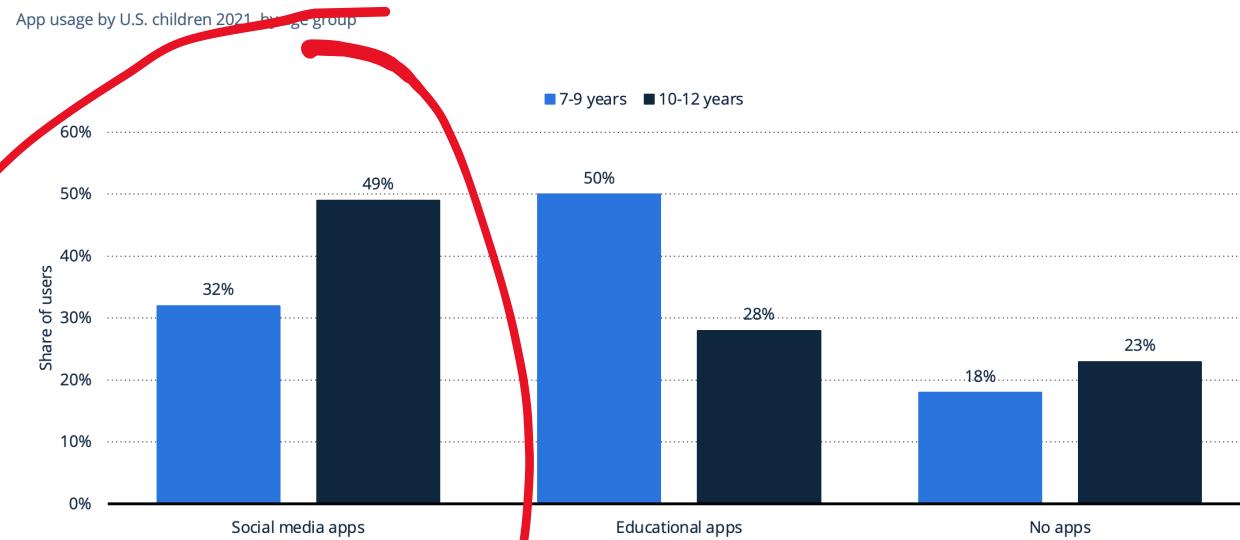
Share of U.S. children with an electronic device 2021, by ethnicity



15 | Description: During a 2021 survey conducted in the United States, it was found that 74 percent of black tweens and teens owned a smartphone, along with 70 percent of Hispanic/ Latino tweens and teens and 65 percent of white children. By contrast, tablet ownership was overall smaller. [Read more](#)  
Notes: United States; September 29 to October 25, 2021; 1,306 respondents; 8-18 years  
Source: Common Sense Media

statista

Share of children in the United States who used select types of apps in the past 6 months as of June 2021, by age group



usar?

## Average daily time spent by children in the United States on leading social media apps in 2021 (in minutes)

U.S. children daily time spent on social media 2021



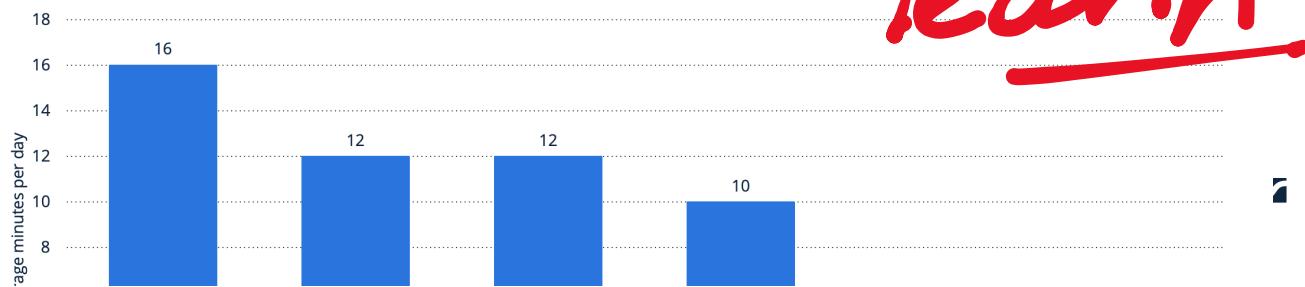
## Average daily time spent by children in the United States on leading video apps in 2021 (in minutes)

U.S. children daily time on video apps 2021



## Average daily time spent by children in the United States on leading learning apps in 2021 (in minutes)

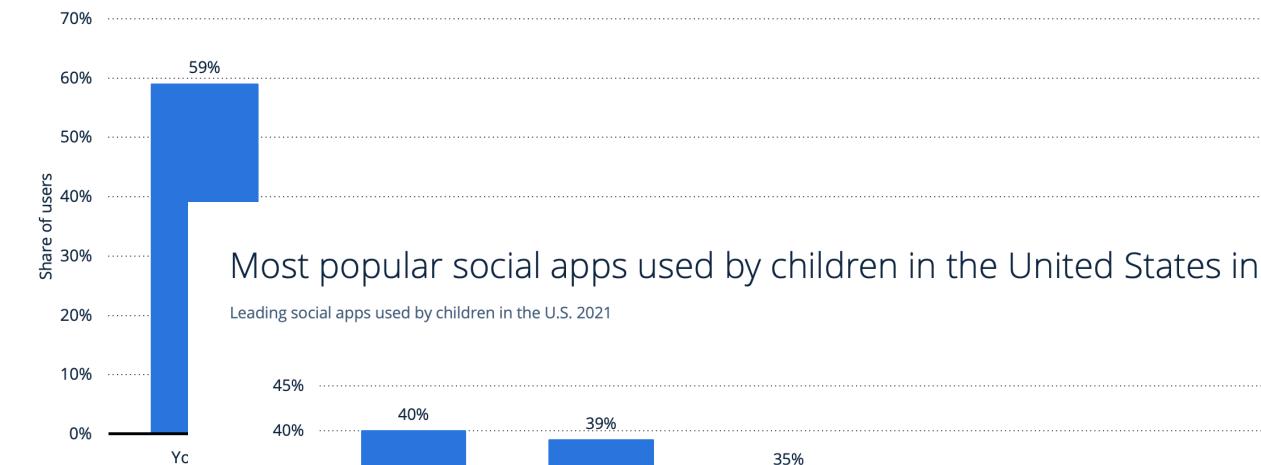
U.S. children daily time on learning apps 2021



- Juntar, y llamar sobre social media

## Most popular video apps used by children in the United States in 2021

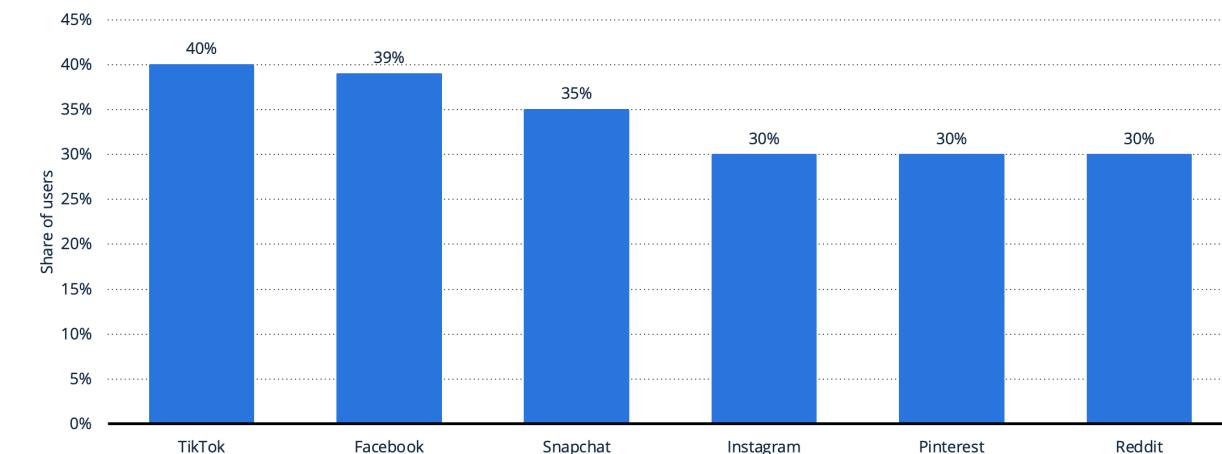
Leading video apps used by children in the U.S. 2021



27 Description: In 2021, YouTube was by far the most popular video mobile app. Live-streaming and gaming apps were also popular.  
Notes: United States; 2021; 400,000 respondents  
Source(s): Quotient

## Most popular social apps used by children in the United States in 2021

Leading social apps used by children in the U.S. 2021

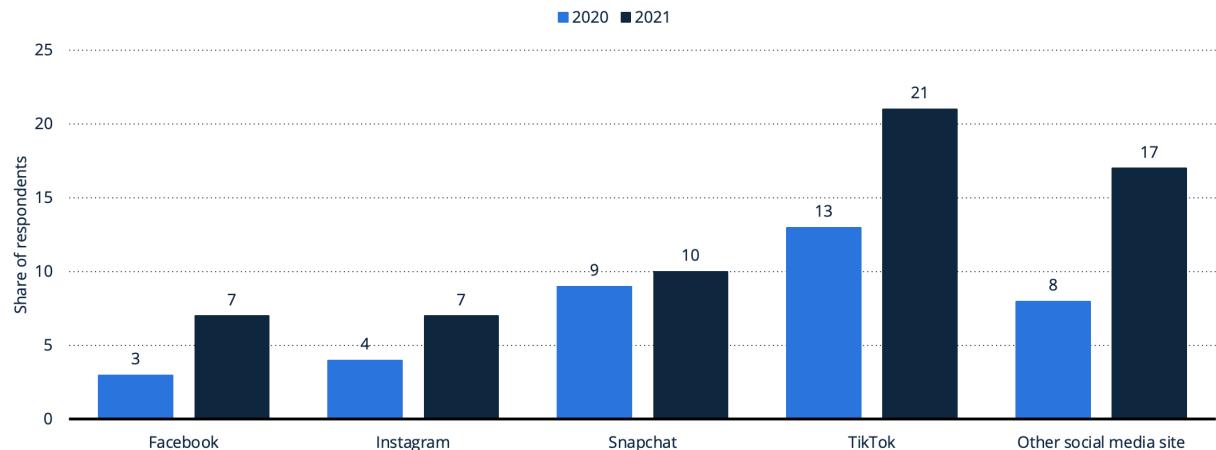


28 Description: In 2021, TikTok was by far the most popular social app used by children in the United States, with 40 percent of respondents reporting using popular mobile-first social app. Surprisingly, Facebook ranked second, with roughly the same share of U.S. users aged between four and 18 years. Social and communication app Snapchat ranked third, while online community Reddit was used by approximately three in 10 young U.S. users. [Read more](#)  
Notes: United States; 2021; 400,000 respondents; 4-18 years  
Source(s): Quotient

statista

## Usage of selected social media platforms among young children in the United States in 2020 and 2021

U.S. children social media platforms usage 2020-2021



29 | Description: According to a survey of parents conducted in March 2020 and April 2021 in the United States, the share of children interacting with social media increased. TikTok usage among children aged 11 or younger increased to interest 21 percent of respondents in 2021, while Snapchat usage increased from nine percent to 10 percent in the examined period. In 2021, the staggering number of 46 million accounts were removed from social video platform TikTok under the suspicion of being [...] [Read more](#)

Note(s): United States; March 2 to 15, 2020 and April 12 to 18, 2021; 11 years and younger

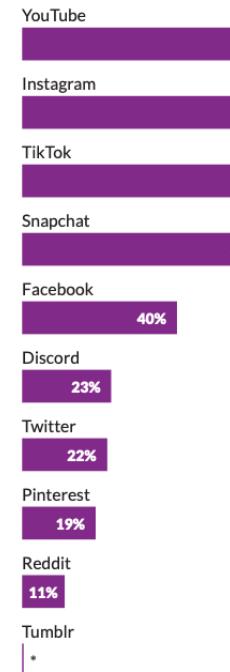
Source(s): Pew Research Center

statista

TABLE 1. Entertainment screen media use, by age, 2019 vs. 2021

Percent who use the following amount of screen media per day	Among 8- to 12-year-olds		Among 13- to 18-year-olds	
	2019	2021	2019	2021
None	8%	5%	4%	3%
2 hours or less	26%	24%	15% <sup>a</sup>	7% <sup>b</sup>
2:01 to 4 hours	25%	23%	18%	15%
4:01 to 8 hours	26%	27%	33%	34%
More than 8 hours	15% <sup>a</sup>	20% <sup>b</sup>	20% <sup>a</sup>	11% <sup>b</sup>

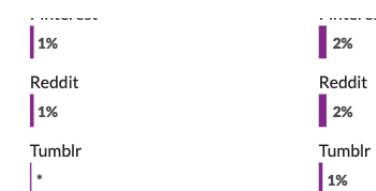
FIGURE 5. Top video and Among the 79% of 13- to percent who ...

**Ever use ...**

\* Indicates more than zero, but less than one-half percent.

TABLE 15. Online sites used by teens, by demographics, 2021

Among the 79% of all 13- to 18-year-olds who use social media and online videos at least once a week, percent who say they ever use ...	Gender		Race/Ethnicity		Family Income			
	Boys	Girls	White	Black	Hispanic/Latino	Lower	Middle	Higher
YouTube	86% <sup>a</sup>	80% <sup>b</sup>	82%	89%	81%	81%	85%	81%
Instagram	62% <sup>a</sup>	78% <sup>b</sup>	65% <sup>a</sup>	81% <sup>b</sup>	77% <sup>b</sup>	66%	74%	67%
TikTok	66%	70%	67%	77%	73%	68% <sup>ab</sup>	73% <sup>b</sup>	62% <sup>a</sup>
Snapchat	62%	66%	68% <sup>a</sup>	54% <sup>b</sup>	68% <sup>a</sup>	54% <sup>a</sup>	67% <sup>b</sup>	64% <sup>ab</sup>
Facebook	40%	40%	39%	44%	39%	46% <sup>a</sup>	45% <sup>a</sup>	31% <sup>b</sup>
Discord	29% <sup>a</sup>	18% <sup>b</sup>	26% <sup>a</sup>	14% <sup>b</sup>	24% <sup>ab</sup>	11% <sup>a</sup>	24% <sup>b</sup>	27% <sup>b</sup>
Twitter	23%	20%	20% <sup>a</sup>	36% <sup>b</sup>	21% <sup>a</sup>	16% <sup>ab</sup>	27% <sup>b</sup>	18% <sup>a</sup>
Pinterest	8% <sup>a</sup>	30% <sup>b</sup>	19%	14%	19%	16%	19%	20%
Reddit	14% <sup>a</sup>	7% <sup>b</sup>	11%	10%	8%	2% <sup>a</sup>	9% <sup>b</sup>	15% <sup>c</sup>
Tumblr	1%	2%	2%	3%	1%	1%	2%	1%
Other	1%	1%	2%	1%	1%	2%	1%	1%

Notes: Lower income is <\$35,000; middle is \$35,000 to 99,999; and higher is \$100,000 or more. Superscripts (a, b, c) are used to denote whether differences between groups are statistically significant ( $p < .05$ ). Items with different superscripts differ significantly.

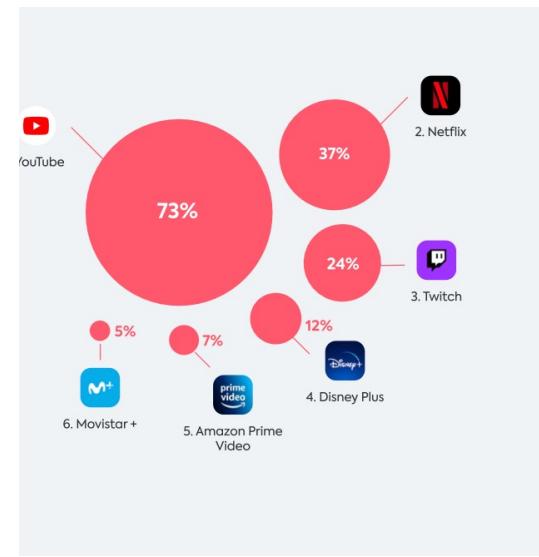
# dominio en social media, ↙ vigilan ciò!

TABLE 16. Social media: Enjoyment, frequency, and time spent, by age, 2019 vs. 2021

	Among 8- to 12-year-olds		Among 13- to 18-year-olds	
	2019	2021	2019	2021
<b>Enjoyment:</b> Percent who enjoy social media "a lot"	8% <sup>a</sup>	12% <sup>b</sup>	41% <sup>a</sup>	34% <sup>b</sup>
<b>Frequency:</b> Percent who use social media ...				
• Every day	13% <sup>a</sup>	18% <sup>b</sup>	63%	62%
• Ever	31% <sup>a</sup>	38% <sup>b</sup>	82%	84%
• Never	68% <sup>a</sup>	62% <sup>b</sup>	17%	16%
<b>Time spent:</b> Average daily time spent using social media (among all)*	:10 <sup>a</sup>	:18 <sup>b</sup>	1:10 <sup>a</sup>	1:27 <sup>b</sup>

\* The 2019 survey included time spent on an iPod touch, which accounted for less than half a minute; the 2021 survey did not include iPod Touch.

Notes: In 2019, social media was defined as sites such as Snapchat, Instagram, or Facebook. In 2021, Discord and Reddit were added to the list of examples. Superscripts (a,b) are used to denote whether differences over time are statistically significant ( $p < .05$ ). Items with different superscripts differ significantly.



Trikka  
Muestru



- Must be careful when analyzing negative effects: not all apps affect equally...
- But then some summed effects;
  - Dependency (vibrator syndrome)
  - Isolation

- Must be careful when analyzing negative effects: not all apps affect equally...
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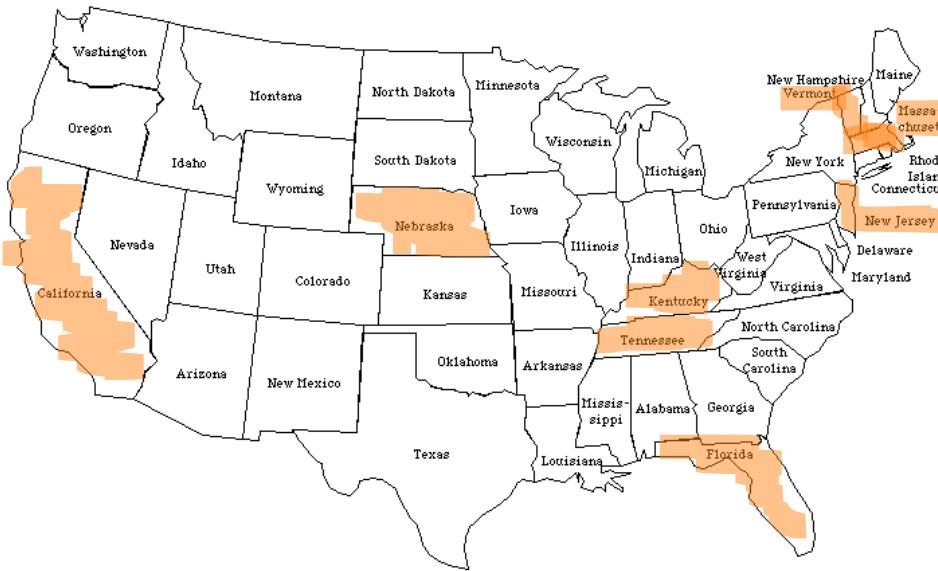
## Positives TikTok

- This includes allowing people to interact over their interests; learn a new hobby; promote their businesses and creations; share content that is playful, fun, or educational; peacefully mobilize around social and political issues; establish a sense of identity; and even learn about other cultures. Positive TikTok content can be empowering and educational. Particularly during the pandemic, it became a source of both entertainment and connection for many. This was critical to the well-being of many during a time of isolation and fear.

## Negatives TikTok

- To fully understand oversexualization caused by TikTok, specific research on the impact of dances and other potentially sexual content available on the platform is needed
- States.... Have opened an investigation of the effects of Tiktok on youth's mental health [map]

# Negatives TikTok



- If we all agree that there might be some negative effects, then again, the most vulnerable at are more risk

TABLE 3. Screen use, by age and demographic, 2021

Average daily screen use among ...	Gender		Race/Ethnicity			Family Income		
	Boys	Girls	White	Black	Hispanic/Latino	Lower	Middle	Higher
8- to 12-year-olds	6:11 <sup>a</sup>	4:55 <sup>b</sup>	4:29 <sup>a</sup>	6:26 <sup>b</sup>	7:00 <sup>b</sup>	7:32 <sup>a</sup>	5:47 <sup>b</sup>	4:21 <sup>c</sup>
13- to 18-year-olds	9:16 <sup>a</sup>	8:02 <sup>b</sup>	7:49 <sup>a</sup>	9:50 <sup>b</sup>	10:02 <sup>b</sup>	9:19 <sup>a</sup>	9:34 <sup>a</sup>	7:16 <sup>b</sup>

TABLE 4. Screen use, by age and demographic, 2019 vs. 2021

Average daily screen use among ...	Boys			Girls					
	2019	2021	Change	2019	2021	Change	2019	2021	Change
8- to 12-year-olds	5:16 <sup>a</sup>	6:11 <sup>b</sup>	+:55	4:10 <sup>a</sup>	4:55 <sup>b</sup>	+:45			
13- to 18-year-olds	7:36 <sup>a</sup>	9:16 <sup>b</sup>	+1:40	7:07	8:02	+:55			
			White			Black			Hispanic/Latino
			2019	2021	Change	2019	2021	Change	2019
8- to 12-year-olds	4:15	4:29	+:14	6:04	6:26	+:22	5:12 <sup>a</sup>	7:00 <sup>b</sup>	+1:47
13- to 18-year-olds	6:40 <sup>a</sup>	7:49 <sup>b</sup>	+1:09	8:32	9:50	+1:18	8:14 <sup>a</sup>	10:02 <sup>b</sup>	+1:48
				Lower Income			Middle Income		
				2019	2021	Change	2019	2021	Change
8- to 12-year-olds	5:49 <sup>a</sup>	7:32 <sup>b</sup>	+1:43	4:52 <sup>a</sup>	5:47 <sup>b</sup>	+:55	3:59	4:21	+:22
13- to 18-year-olds	8:32	9:19	+:47	7:17 <sup>a</sup>	9:34 <sup>b</sup>	+2:17	6:49	7:16	+:27

Note: Lower income is <\$35,000; middle is \$35,000 to 99,999; and higher is \$100,000 or more. Superscripts (a, b, c) are used to denote whether differences between groups (Table 3) or over time (Table 4) are statistically significant ( $p < .05$ ). Items with different superscripts differ significantly. Data in the Change columns reflects the difference between 2019 and 2021 before rounding.

