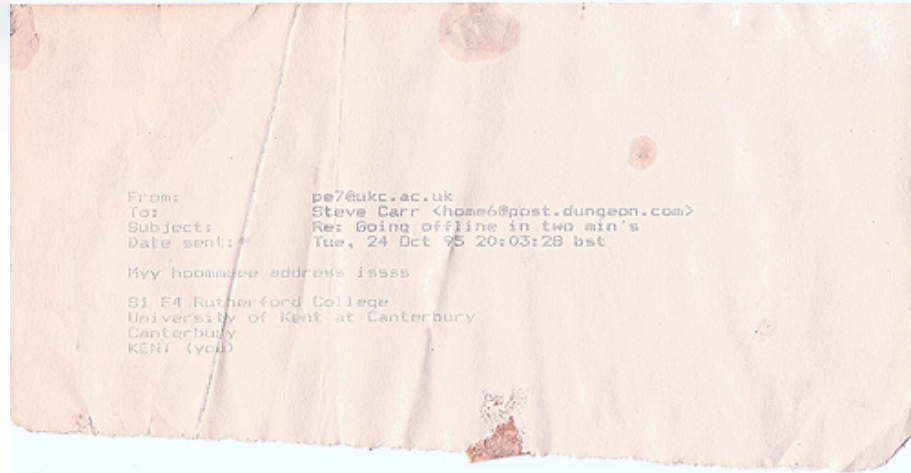


# TEENS AND THE INTERNET

Lee Rainie – Director Pew Internet Project  
CES – Kids@Play Summit  
January 9, 2009

# Digital native – Born 1990



**Email is 22 years old**

**Today:  
87% of teens use  
email**

**PCs are 15 years old**

**Today:  
60% of teens have a  
desktop/laptop**

## Digital native – Born 1990



**Today:  
97% of teens play  
video or computer  
games**

**Video games are 43  
years old - missile  
simulator in 1947  
Pong is 18 years old**

Racing (NASCAR, Mario Kart, Burnout)	74%
Puzzle (Bejeweled, Tetris, Solitaire)	72
Sports (Madden, FIFA, Tony Hawk)	68
<b>Action (Grand Theft Auto, Devil May Cry)</b>	<b>67</b>
Adventure (Legend of Zelda, Tomb Raider)	66
Rhythm (Guitar Hero, Dance Dance Revolution)	61
Strategy (Civilization IV, Command and Conquer)	59
Simulation (Sims, Rollercoaster Tycoon)	49
<b>Fighting (Tekken, Super Smash Bros., MortalKombat)</b>	<b>49</b>
<b>First-Person Shooters (Halo, Counter-Strike, Half-Life)</b>	<b>47</b>
Role-Playing (Final Fantasy, Blue Dragon Republic)	36
Survival Horror (Resident Evil, Silent Hill, Condemned)	32
MMOGs (World of Warcraft)	21
<b>Virtual Worlds (Second Life, Gaia, Habbo Hotel)</b>	<b>10</b>

## Digital native – Born 1990



**Commercial cell phones were 12 years old**

**Today:  
>75% of teens have a cell phone**

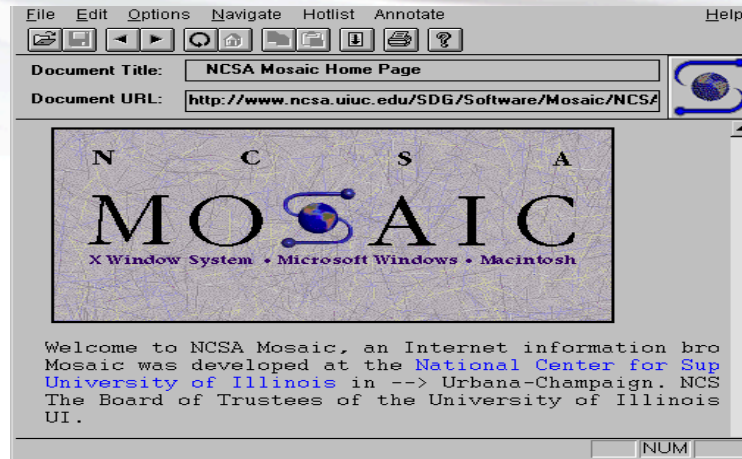
Digital native – Born 1990



**Tim Berners-Lee creates World Wide Web**

**Today:  
93% of teens use the internet**

# Digital native – Preschool (3 years)



**First great browser – 1993**  
**Netscape IPO – Aug. 9, 1995**

**Today:**  
**> 90% of online teens use their browsers for  
cloud computing activities**

Digital native – 1<sup>st</sup> and 2<sup>nd</sup> grades (ages 6,7)



**ICQ - 1996**



**AOL instant  
messaging - 1997**

**Today:  
~ 68% of online teens use instant messaging**



## Digital native – First grade (age 6)



**Palm Pilot – 1996**

**Today:  
~20% of teens have their  
own PDAs or  
Blackberries**

## Digital native – Second grade (age 7)



**LiveJournal.com**

[Home](#) [News](#) [Create Journal](#) [Modify Journal](#) [Download](#) [Directory](#) [Support](#)

### What is LiveJournal.com?

LiveJournal.com is a **free service** here on the Internet that allows you to create and customize your very own "live journal" ... an up-to-the-minute log of whatever you're doing, when you're doing it. It's free, it's fun, it's easy to use!



### How do I use my LiveJournal?

**Blogs – 1997, 1999,  
2001, 2003**

**Today:  
~30% of online  
teens keep blogs  
and regularly post**

-----

**54% read blogs**

## Digital Native – Third grade (age 9)



**Napster - 1999**

**Today:**

**~35% of online teens find out about new songs  
by free downloads**

**~ 33% of online teens swap files on peer-to-peer**

Digital native – Third grade (age 9)



**TiVo – 1999**

**Today:  
~ 40%-50% of teens have DVRs in house**

# Digital native – Fifth grade (age 11)



## Wikipedia - 2001

**Today:**  
**~ 55% of online teens use Wikipedia**

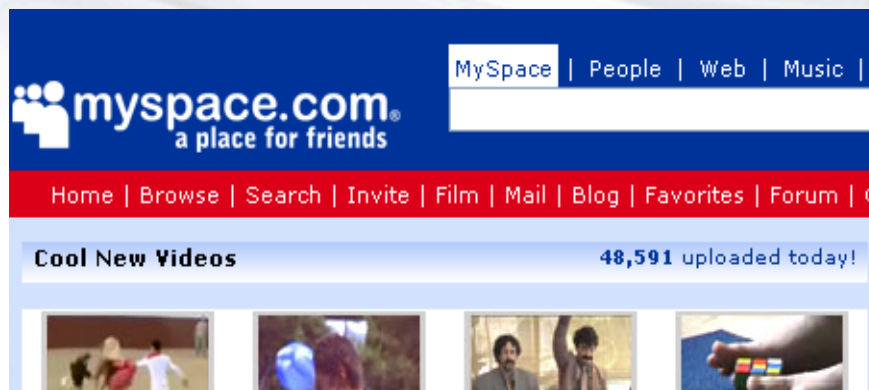
## Digital Native – Sixth grade (age 12)



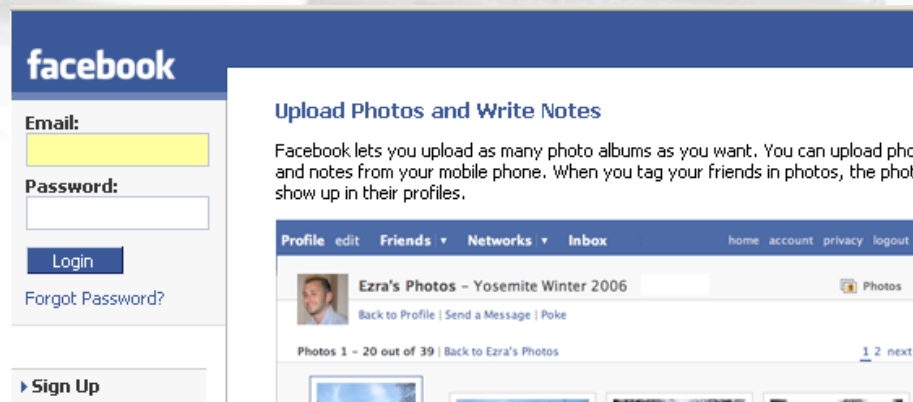
**iPod - 2002**

**Today:  
74% of teens have an MP3 player**

# Digital native – 7<sup>th</sup> and 8<sup>th</sup> grade (ages 13,14)



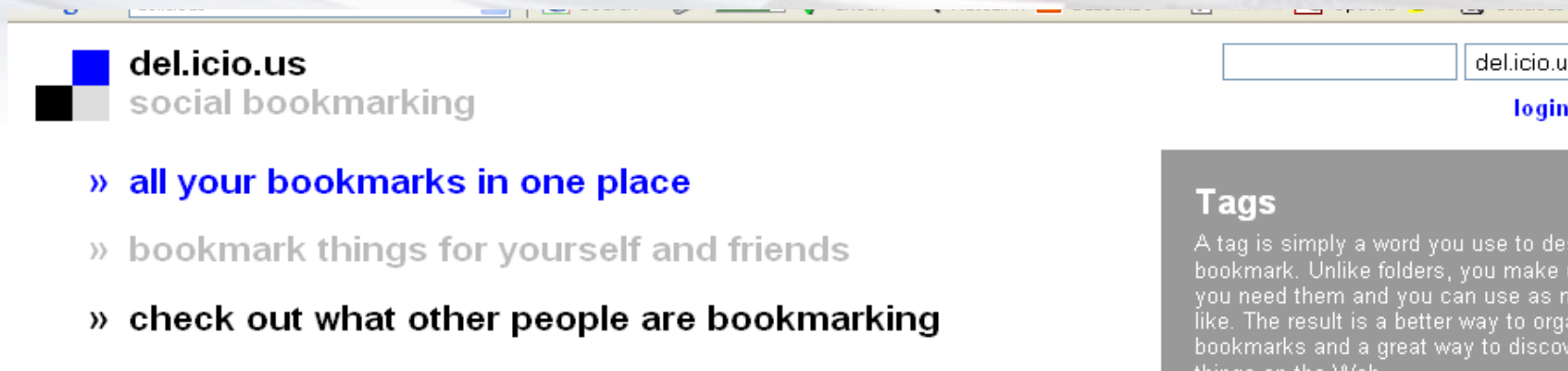
**MySpace - 2003**



**Facebook - 2004**

**Today:**  
**>70% of online teens use social network sites**

# Digital native – Seventh grade (age 13)



## Del.icio.us - 2003

**Today:  
40%-50% of online teens tag content**



Digital native – Seventh grade (age 13)



### Imperial Palace Las Vegas at Night by [Asten](#)

1 comment ★ 2 faves 📄 1 note

Tagged with [vegas](#), [blue](#), [night](#), [lasvegas](#)...

Taken on [January 6, 2006](#), uploaded [January 11, 2006](#)

 See [more of Asten's photos](#), or visit his

## Flickr - 2003

Today:

**~60%-70% of teens have digital cameras**  
**~50%- 60% of online teens post photos online**

# Digital native – Eighth grade (age 14)

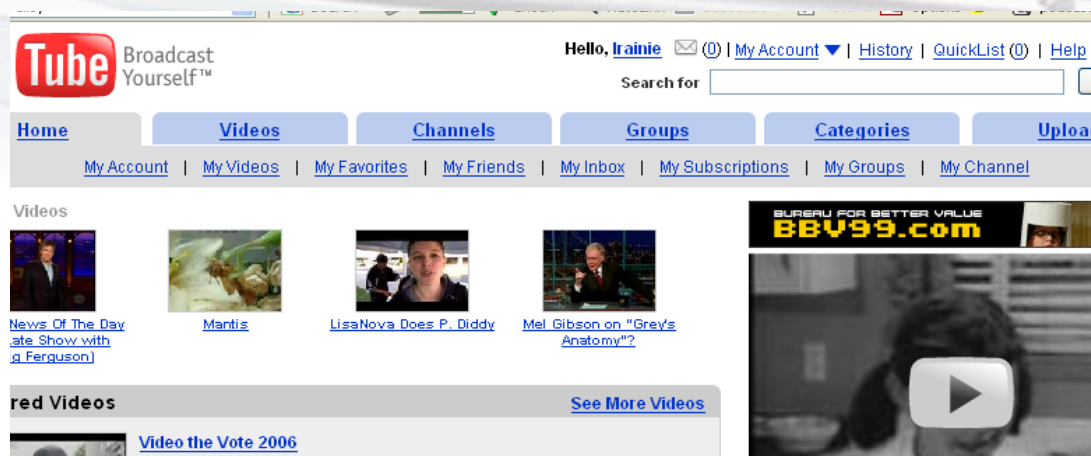
The screenshot shows the Podcast Alley website interface. At the top, the logo reads "Podcast Alley Free the Airwaves". A navigation bar includes links for Home, Add a Podcast, Podcast Software, Podcast Forum, What is a Podcast?, Alley Blog, and About Us. A banner at the top right states "Responsible. Honorable. Respectable." Below the navigation, there is a "Pick a Podcast Genre:" dropdown menu and a "Search for a Podcast:" search box with a "GO" button. On the left, there are links for "Top Podcasts", "Add Your Podcast", and "Podcast Alley Badges". A promotional box offers a "SPECIAL PODCAST OFFER!" to "SAVE \$5 on any order of \$30 or more!" for domains and hosting. The main content area features a "Podcast Interviews" section with a featured article for "BG Blast", describing it as a "PodSafe music? BG Blast, Busch Garden's audience driven podcast where listeners have the chance to call in with their most random thoughts, connect with the teen community and maybe even host their very own episode of the show." To the right, there is a "BT PodShow" advertisement with the text "PodShow and BT are coming together in the UK." and "GET ON IT!". A "NEW! Top 10 for October" badge is visible at the bottom of the advertisement.

## Podcasts – 2004

Today:

>25% of online teens have downloaded podcasts

# Digital native – Ninth grade (age 15)



## YouTube – 2005

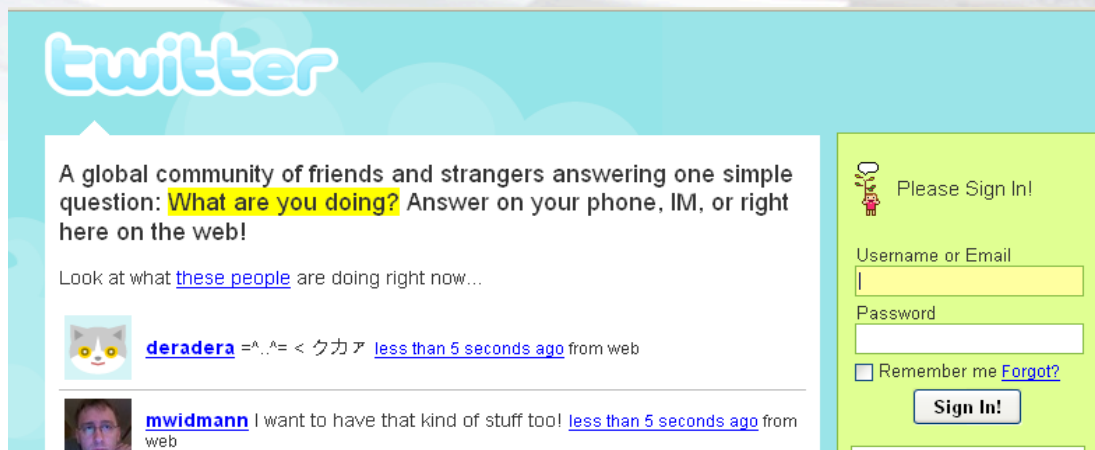
**Today:**

**~40% of teens have video cameras**

**~25% have uploaded videos**

**>75% view videos on video-sharing sites**

# Digital native – Tenth grade (16)



## Twitter – 2006

Today:  
???



Participatory, creative class -- extras

---

**Close to three-quarters of  
online teens have created  
content for the internet**

## Other content creation

**39% of online teens  
have shared their  
own creations  
online**



# Other content creation

~37% of online teens have rated a person, product, or service online

**RateMyProfessors.com**

Home | Forum | T

Enter text to search

Home > United States > Pennsylvania > Penn State - University Park

ADVERTISEMENT

THE NEW 2007 LINCOLN MKZ.

**Penn State - University Park**

School's Webpage: <http://www.psu.edu/>  
University Park, Pennsylvania  
Wrong school? [Find your school](#)

Total professors: **3582**

Find your professor by department:

[Add a professor](#) [Tell a Friend](#)


Rating Key: Good Quality Average Quality  
Hot

**Browse Professors**

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#)

# Other content creation

26% of online teens report keeping their own personal webpage



**Kill Hello Kitty Now!**

**Hello Kitty**

**Related Links:**

- [Hello Kitty is Annoying homepage](#)
- [Kitty Klux Klan](#)
- [We hate Hello Kitty](#)

Have you ever looked at an icon of Hello Kitty and thought ... how cute? Well it's not. I think it is more likely this cat is an evil dictator, looking for a chance to take over the world.

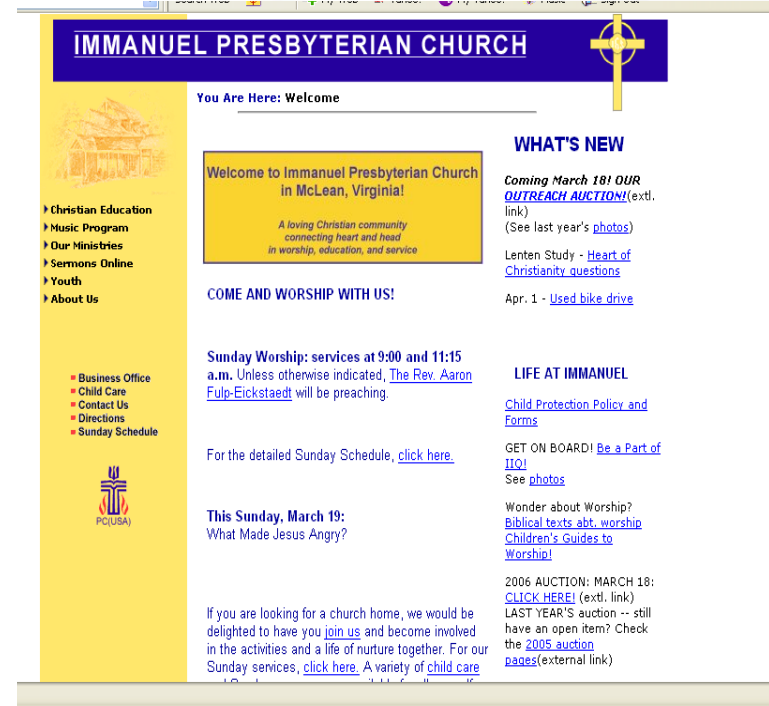
Don't you think it is very suspicious that this cat is so cute and innocent. Dont you think its more likely that this is just a cover up for HKs real intentions - to take over the world.

Hello Kitty is quietly entering in to every



# Other content creation

~25% of online teens have created or worked on webpages or blogs for others, including those for groups or school assignments



The screenshot shows the homepage of the Immanuel Presbyterian Church website. The header is a dark blue bar with the church's name in white. Below the header is a yellow sidebar with navigation links and a logo. The main content area is white with a yellow background for the welcome message. The right sidebar contains a 'WHAT'S NEW' section with several news items and links.

**IMMANUEL PRESBYTERIAN CHURCH**

You Are Here: [Welcome](#)

**WHAT'S NEW**

**Coming March 18! OUR OUTREACH AUCTION!** (ext. link)  
(See last year's [photos](#))

Lenten Study - [Heart of Christianity questions](#)

Apr. 1 - [Used bike drive](#)

**LIFE AT IMMANUEL**

[Child Protection Policy and Forms](#)

GET ON BOARD! [Be a Part of IQ!](#)  
See [photos](#)

Wonder about Worship?  
[Biblical texts abt. worship](#)  
[Children's Guides to Worship!](#)

2006 AUCTION: MARCH 18: [CLICK HERE!](#) (ext. link)  
LAST YEAR'S auction -- still have an open item? Check the [2005 auction pages](#) (external link)

**WELCOME**

Welcome to Immanuel Presbyterian Church in McLean, Virginia!

*A loving Christian community connecting heart and head in worship, education, and service*

**COME AND WORSHIP WITH US!**

**Sunday Worship: services at 9:00 and 11:15 a.m.** Unless otherwise indicated, [The Rev. Aaron Fulp-Eickstaedt](#) will be preaching.

For the detailed Sunday Schedule, [click here](#).

**This Sunday, March 19:**  
What Made Jesus Angry?

If you are looking for a church home, we would be delighted to have you [join us](#) and become involved in the activities and a life of nurture together. For our Sunday services, [click here](#). A variety of [child care](#)

**Navigation:**

- ▶ Christian Education
- ▶ Music Program
- ▶ Our Ministries
- ▶ Sermons Online
- ▶ Youth
- ▶ About Us

**Contact:**

- Business Office
- Child Care
- Contact Us
- Directions
- Sunday Schedule

**Logo:** PCUSA

## Other content creation

**20% of online teens say they remix content they find online into their own artistic creations**





This is an ecosystem that  
changes the ...

**volume**



This is an ecosystem that  
changes the ...

**variety**



This is an ecosystem that  
changes the ...

**velocity**



This is an ecosystem that  
changes the ...

**venues**  
**and availability**



This is an ecosystem that  
changes the ...

**vigilance**



This is an ecosystem that  
changes the ...

**vibrance**





This is an ecosystem that  
changes the ...

**valence**



This is an ecosystem that  
changes the ...

**voice**



This is an ecosystem that  
changes the ...

**visibility**



This is an ecosystem that  
changes the ...

**value**  
**of social networks**  
**and filters**



Thank you!

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