

STUDENTS SOCIAL MEDIA

Students' lives are online in increasingly mobile and social ways. Surveys show students want learning and schools to follow suit.

How can schools harness this social force for learning, while attending to some persistent concerns?



Mobile Web to replace wired internet access by **2015**.^[6]

Children aged **2-11** comprise nearly **16 million**, or **9.5%**, of the active online universe.^[1]

73% of wired American teens aged **12-17** use social networking sites.^[2]

Social networking and blogs now account for nearly **1/4** of the time Americans spend online.^[3]

IT'S WHERE THEY LIVE — **43%** of students in grades **9-12** say social networking sites are their primary mode for communicating with friends online.^[4]

IT'S UNSTOPPABLE — At schools that ban mobile devices, **63%** of students use them anyway.^[8]

IT'S HOW THEY WANT TO LEARN — **63%** of students grade **6-12** want online textbooks that allow them to communicate with classmates; **40%** generally want online texts with collaboration tools.^[4]

IT'S WHERE THEY WANT TEACHERS AND EXPERTS — One third of middle and high school students want their schools to provide tools to electronically communicate with their teachers.^[4]

IT'S PART OF THEIR DIGITAL FOOTPRINT — **1** in **10** admissions officers from the top **500** colleges check out applicants' social networking profiles during their decision making process.^[5]

IT'S THEIR REFERENCE DESK — **62%** of online teens get news about current events and politics online; **17%** use the Internet to get info on hard-to-discuss topics like drugs.^[2]

IT'S NOT JUST WHERE THEIR FRIENDS ARE — One-half of parents say they communicate using social networking tools^[4] and **80%** of colleges use the Facebook platform to recruit applicants,^[5] and about half of employers screen applicants' social media presences.^[11]

IT'S AN OVERHYPED DANGER — **67%** of teens think most bullying happens offline^[9]; **.08%** students who say they've actually met someone in person from an online encounter, without permission from their parents.^[10]

BUT SCHOOLS ARE CAUTIOUS...

IT'S DAMAGING — Of colleges making use of students online profiles, **38%** said that what they saw "negatively affected" their views of the applicant.^[5]

IT'S A DISTRACTION — **69%** of American high schools have banned use or even possession of mobile devices on school grounds.^[8]

IT'S A HAVEN FOR BULLYING — one in three online teens have experienced online harassment.^[9]

IT'S HARD TO MONITOR — More than two thirds (**35%**) of teens with cell phones admit to cheating at least once with them.^[8]

Sources: Nielsen [1, 3], Pew [2, 7, 9], Project Tomorrow [4], Kaplan [5], International Data Corp. [6], MSNBC [8], National School Board Association [10], Mashable [11].

