



# Connected Kids **MEDIACOM**

November 2019

**MEDIACOM**

**CONNECTED KIDS**





**Connected Kids is  
MediaCom's annual  
youth report**

**We speak to kids and teens up and down the UK**

**Online quantitative survey with**

**1200**

**kids and teens aged 8 - 19**

**Online qualitative research with**

**10**

**teens aged 13 - 19**



To add depth to our findings, we also include wider industry context

## Trends

Mintel  
Foresight Factory

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## Case Studies

Warc

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## Industry Statistics

Youth TGI  
Ofcom  
Statista

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Our report explores how kids and teens interact with media and their feelings towards the future

TV & Video

45%

of kids and teens watch on-demand most often

Social Media

45%

of teens agree that social media makes them feel less lonely

Music

84%

of kids and teens agree life would be miserable without music

Attitudes towards Future

74%

of teens are concerned about the environment

# We identified 4 consistent themes that are important for brands and advertisers...



**Personalisation**



**In tune**



**Authenticity**



**Changing identity**

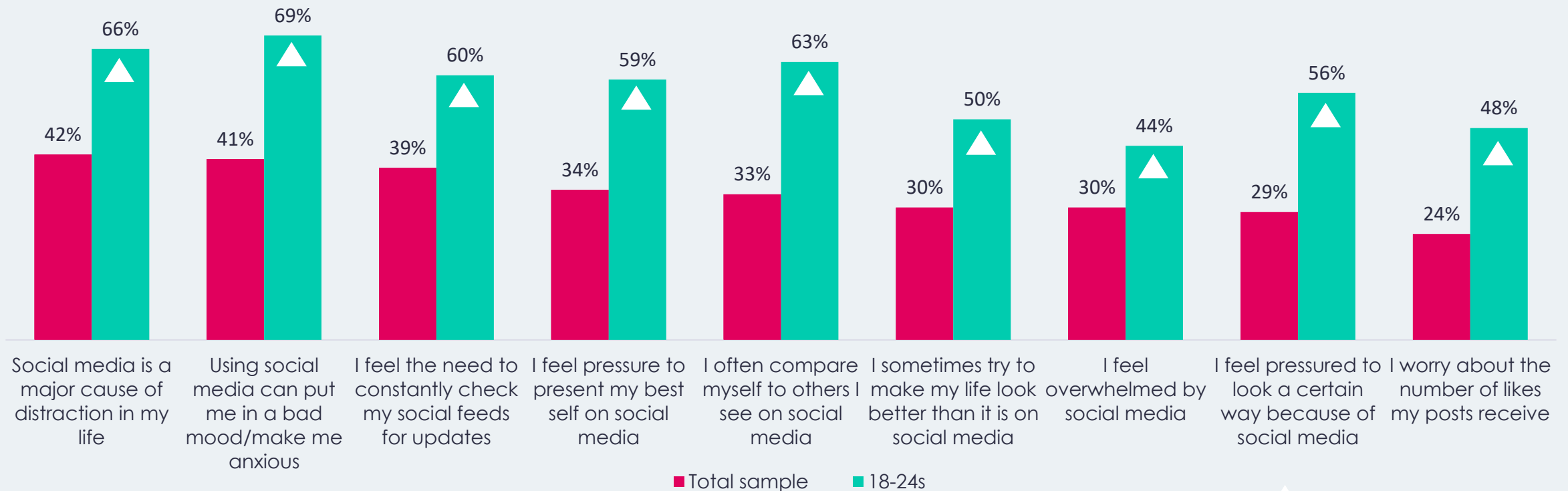


**Today we will focus on  
teens relationship with  
social media...**




# Our previous social media research highlighted the pressure that comes with social media for adults

Total agreement per statement (strongly/somewhat agree)



▲ Significantly higher vs. All UK adults at 95% CI





But how does this  
play out for teens  
who we know are  
heavier social  
media users...

15-19s spend an  
average of  
**3hrs**  
on social media every  
day  
(vs. 1hr for all adults)

## Social media can help teens to feel validated and included

### Total agreement per statement (strongly/somewhat agree):

13+ year olds

Social media helps me to avoid missing out **59%**

I am on social media to feel included **47%**

Social media makes me feel less lonely **45%**

Vs. **36%** among all UK adults

Social media makes me feel good about myself **40%**

▲ Significantly higher vs. adults at 95% CI

Q40 – To what extent do you agree or disagree with the following statements about social media?

Base: All 13+ year olds (701)



## And social lives are continuing to move online

“““

You can also **make new friends on social media and keep in touch**. Social media is the first place to look when you need to find someone

Girl, 18, South East

“““

I like how **you can meet lots of new people on social media** and that is a good thing about it **especially for people that are awkward in social situations** and these make it easier to talk to people

Boy, 19, Wales

91%

Agree that “Using social media helps me feel closer to my friends”

Source: Ofcom 2018 | All 12 – 15 year olds

22%

Claim to be on social media to make new friends

Source: Youth TGI 2019 | All 13+ year olds

24%

Follow/create blogs and vlogs that reflect particular interests

Source: Youth TGI 2019 | All 17-19 year olds





With social media allowing teens to present *select* moments, but to a bigger audience

“““

I commented on Drake's video, and on Thursday after I got home and **went on Instagram and saw Drake had liked my comment**. I was so shocked because I didn't think he would see it, let alone like it, and **I just couldn't stop smiling**

Girl, 14, East of England

“““

I posted that I'd just been accepted into Andrew Collinge College in Liverpool. I had made it and I felt so amazing. **People were saying such nice things back to me on the comments and I was so so happy at the time**

Girl, 17, North West

## But this need for validation is causing pressure

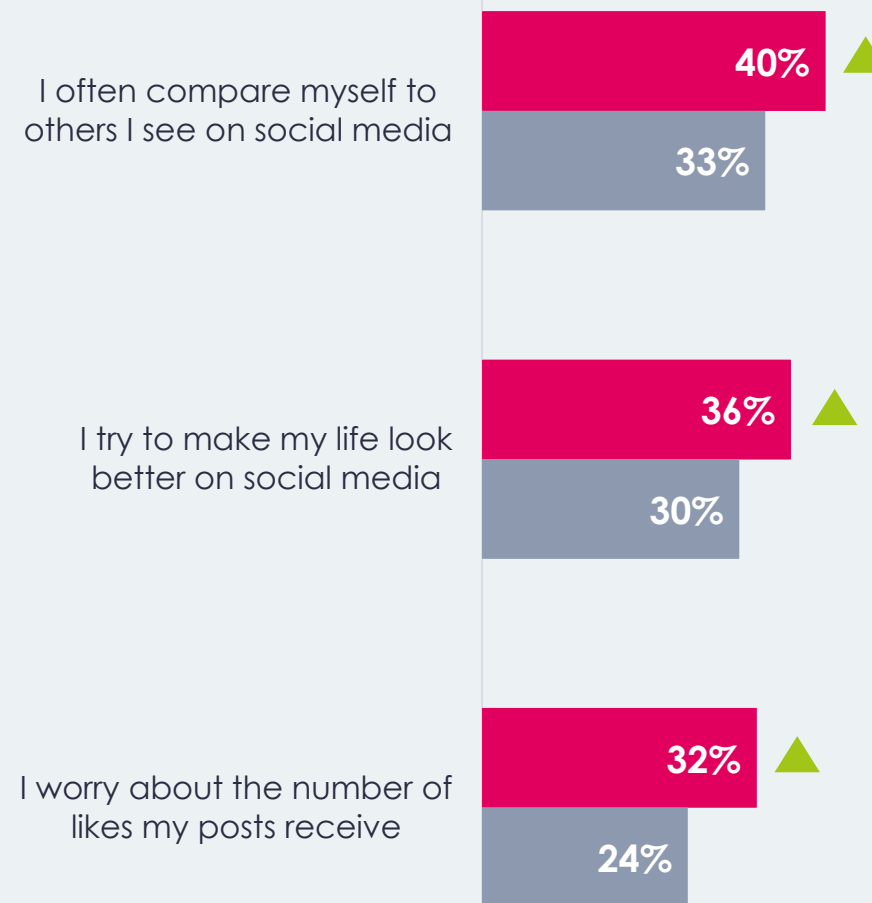
“““

There are so many **girls and boys who feel they have to look a certain way** due to high expectations of Instagram models and by nasty people calling other people fat

Girl, 17, West Midlands

### Total agreement per statement (strongly/somewhat agree):

■ 13+ year olds ■ All UK adults 18+



▲ Significantly higher vs. All UK adults at 95% CI





—  
**Personal downfalls  
are played out  
publicly for all to see**

**36%**

**Of teens claim to be worried  
about negative online  
comments from others**

“”

I had an argument with a friend at school, **she posted some nasty things about me. It made me feel very sad and really upset.** It's hard to avoid a situation like that.

Girl, 15, London

“”

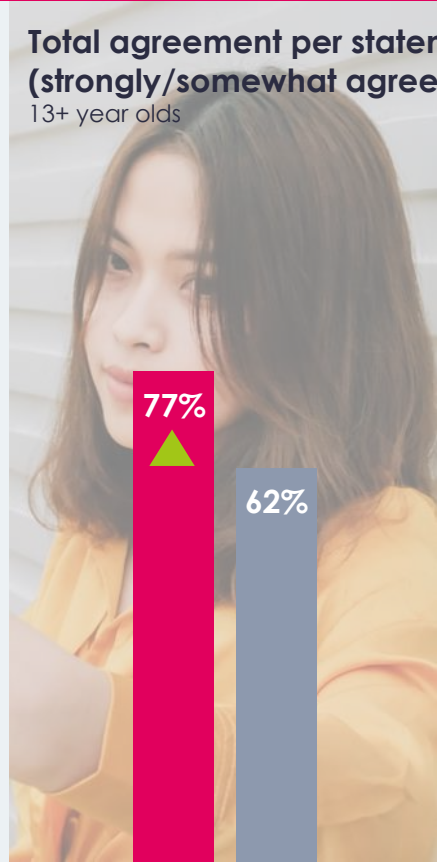
There was a situation where **one of my friends was being bullied online and it was shared publicly.** It made me feel frustrated as I couldn't do anything about it, it is on there forever

Boy, 15, North West



# And social media can start to resemble an addiction

Total agreement per statement  
(strongly/somewhat agree):  
13+ year olds



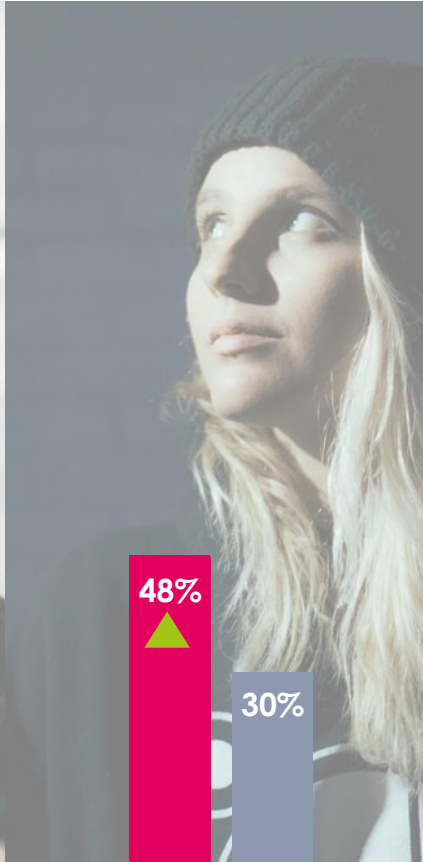
## Boredom

“I use social media as a way of passing time”



## FOMO

“I feel the need to constantly check for updates”



## Fatigue

“I think I spend too much time on social media”



## Switching off

“Social media makes it harder for me to switch off”

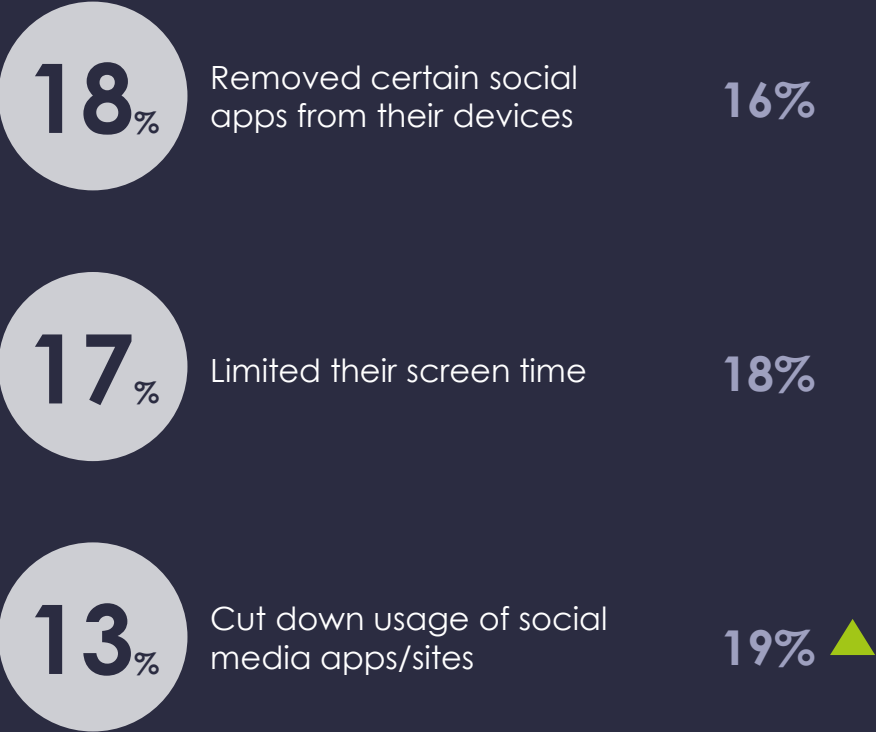
■ Teens 13+  
■ Adults aged 18-64

▲ Significantly higher vs. adults at 95% CI

# However, teens are starting to make some practical changes

Total % taking each action:  
13+ year olds

Adults 18-64



▲ Significantly higher vs. adults at 95% CI



With 'Finstas' helping them to avoid judgement from others

24%

Of teens have more than one Instagram account

“ “ “ “

I have a Finsta, it's the best thing I've ever made! It's basically a second account on your Instagram where **you can post silly photos of you without other people judging you**. I only have close friends on my one.

Female, 17, West Midlands

“ “ “ “

I think people use fake accounts because they might be **ashamed of who they really are**. It's sad, but I think a lot of **people hide who they really are** and I think what you see isn't always the real thing.

Female, 15, London





## We know that poor mental health is on the rise among teens

90%

Of school leaders reported an increase in the number of students experiencing stress, anxiety or depression in 2019

35%

Increase in the number of calls received by the NSPCC from kids and teenagers experiencing anxiety

1 in 8

Children in England are living with a mental health condition, as revealed by the NHS

# Brands can help to address pressure, and this decline in mental health

Inspiring positive behaviours  
Female Lead – 'Disrupt your feed'



Addressing pressure  
Diet Coke – 'Put Perfect On Ice'



Reducing stigma  
LadBible – 'U OK M8'



Using 'real' people  
ASOS – 'ASOS Insiders'



# Mental health isn't a stigma for this generation

# 81%

Of teens agree that mental health is just as important as physical health (Intel 2018)



“ ”

A lot of people are talking about it because my **school had a day** about it and they did **an assembly and hung up posters...** I think it's really important because if we **bring awareness to it people with mental health might start feeling more confident to open up**

Girl, 14, East of England

“ ”

Mental health is such an important thing and I think it's important that the **government take the task of making this more aware in schools and workplaces**, that everyone has emotions and sometimes your emotions can act a certain way... but we all have them

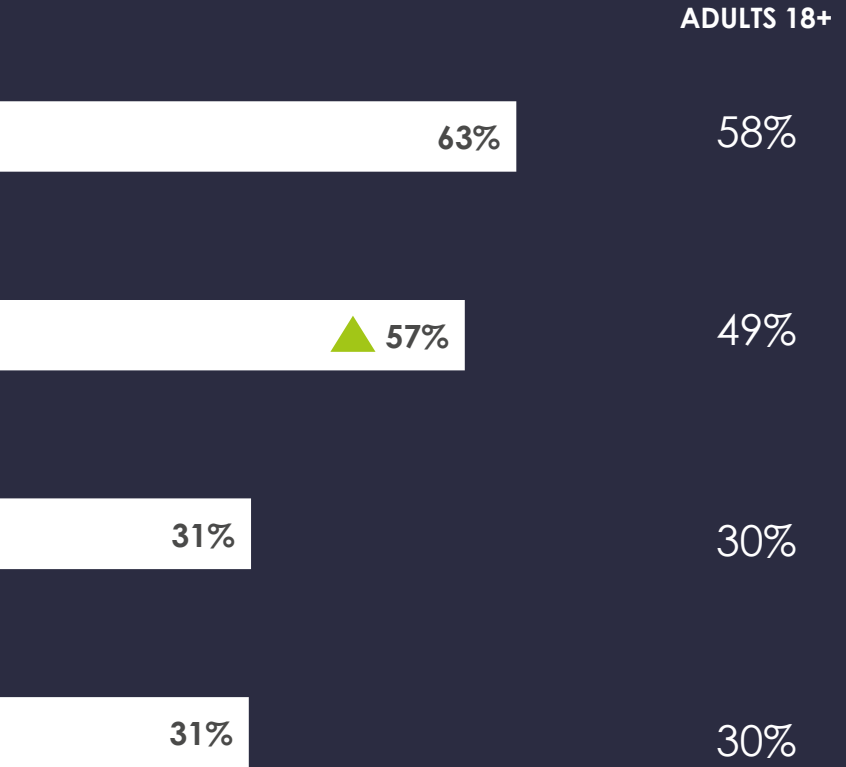
Boy, 13, South East



# Teens are receptive to the idea of brands having purpose...



## Agreement with brand ethics statements – 2018: (Teens aged 16-19 vs. All Adults aged 18+)



▲ Significantly higher vs. All UK adults at 95% CI





So what does this mean...

**Smaller, interest driven communities can present brands with a highly engaged audience**

**Brands can help to reduce pressure and negativity associated with social media**

**Brands have a platform to help inspire behaviour change**





**Thanks!**

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