

Digital Media & Communication Technologies in Adolescent Drug Abuse Treatment
Washington DC, April 26, 2010

Current Trends in Internet Based Help-Seeking Behavior by Youth and Implications for Drug Abuse Treatment

Michele Ybarra MPH PhD

Internet Solutions for Kids, Inc.



* Thank you for your interest in this presentation. Please note that analyses included herein are preliminary. More recent, finalized analyses may be available.



Growing Up With Media

Today's roadmap

- What do we know about how youth use the internet and cell phones;
- What are their online health information seeking behaviors;
- What are the implications of this use in terms of interventions;
- What have other fields (e.g., mental health, HIV) done that may have application for drug abuse treatment.

Internet use

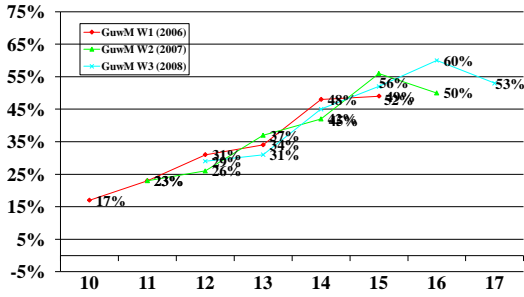
Internet use

- 93% of 12-17 year olds are online as of Sept, 2009.¹
- 84% of 8-18 year olds have home Internet access (up from 47% in 1999)²
- Among those online ¹:
 - 73% use social networking sites
 - 8% use Twitter

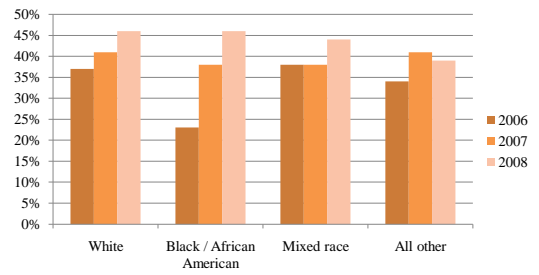
¹"Teens and the internet: The future of digital diversity", Purcell, 2010. Available online at: <http://www.pewinternet.com/Presentations/2010/Mar/Fred-Forward.aspx>

²"Generation M2" <http://www.kff.org/entmedia/upload/mh012010presentL.pdf>

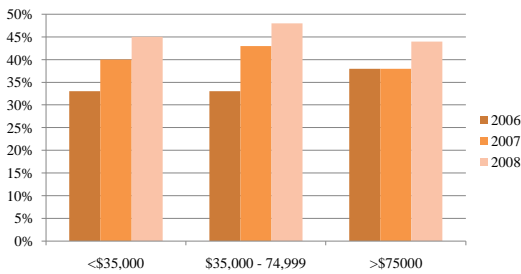
Daily Internet use by age and time



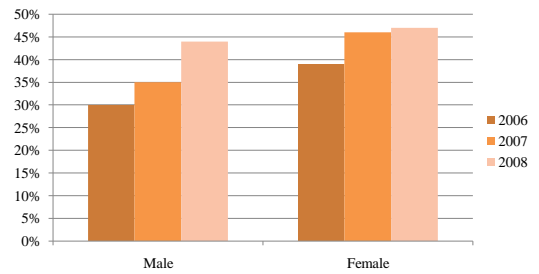
Daily Internet use by race and time: GuwM



Daily Internet use by income and time: GuwM

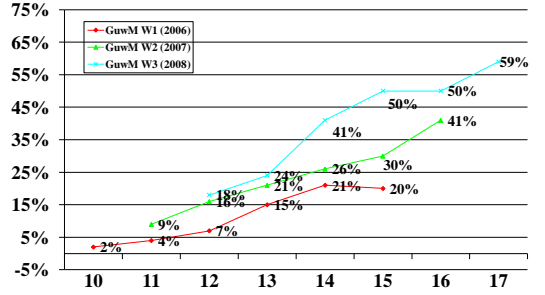


Daily Internet use by sex and time: GuwM

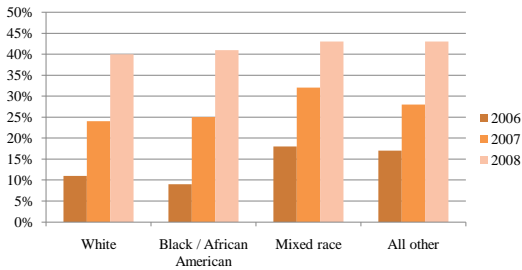


Text messaging use

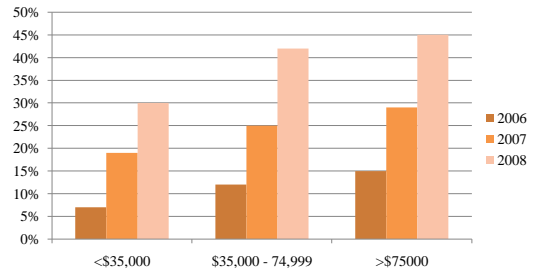
Daily texting by age and time: GuwM



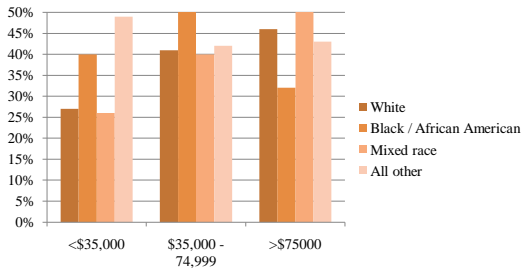
Daily texting use by race and time: GuwM



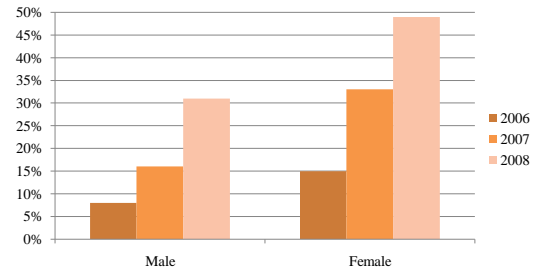
Daily texting use by income and time: GuwM



Daily texting use race and income (2008): GuwM



Daily texting use by sex and time: GuwM



Text messaging trends

- **45%** of 12-17 year olds had a cell phone in 2004. This was **71%** in early 2008¹.
- Daily text messaging among 12-17 year olds was up from **38%** of teens in February of 2008 and **54%** of teens in September 2009².

¹Data from "Teens and Mobile Phones Over the Past Five Years: Pew Internet Looks Back", Lenhart, 2009. Available online at: <http://www.pewinternet.com/Reports/2009/14--Teens-and-Mobile-Phones-Data-Memo.aspx>

²Data from "Teens and Mobile Phones", Lenhart, Ling, Campbell, Purcell, 2010. Available online at: <http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>

Text messaging trends

- Half of teens report sending 50+ per day (1,500 texts a month)
- Text messaging is most common among older (14-17) girls

Data from "Teens and Mobile Phones", Lenhart, Ling, Campbell, Purcell, 2010. Available online at: <http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>

Text messaging trends

- Text messaging is now the **primary** way that teens reach their **friends**.
 - It is more common than: face-to-face contact, email, instant messaging and voice calling
- Voice calling is most common mode for reaching **parents**

Data from "Teens and Mobile Phones", Lenhart, Ling, Campbell, Purcell, 2010. Available online at: <http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>

Intersection of Internet and cell phones

- Young people in low income households are more likely to go **online from their cell phones** than other devices.

Data from "Teens and Mobile Phones", Lenhart, Ling, Campbell, Purcell, 2010. Available online at: <http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>

Online health information seeking

Health information seeking

- 31% of 12-17 year olds go online to get information about health, dieting, and fitness
 - 17% look for 'sensitive' health topics
- Vs
- 62% who get news about current events / politics

Data from September, 2009 as reported in "Teens and the internet: The future of digital diversity", Purcell, 2010. Available online at: <http://www.pewinternet.com/Presentations/2010/Mar/Fred-Forward.aspx>

Health information seeking

- 55% of 7th-12th graders have **ever** looked
 - Older teens (62%)
 - And, girls (66% of 15-18 year old girls)
- Are the most common health information seekers among 8-18 year olds

Data from 2009 as reported in "Generation M2". Available online at: <http://www.kff.org/entmedia/upload/8010.pdf>

Implications

Implications: technology use

- More and more, technologies such as the Internet and text messaging are where young people "are"
- This is particularly true for older youth, and **older girls** specifically

Implications: technology use

- Race does not seem to be a big factor in text messaging use (although income may be)
- With web-enabled phones, the distinction (and choice between) online and text messaging are blurring

A look at other fields

Data collection tool

- Boushey: using cell phones to collect a “mobile phone food record” (i.e., visual and recorded data about diet) (5U01CA130784)
- Brown: using text messaging for experience sampling among adolescents in alcohol abuse recovery (5R21AA017321)
- Mundt: depression screen via text messaging for clinicians and other health professionals (1R43MH086152)
- Sullivan: using text messaging to collect monthly outcome data for participants in an online HIV prevention program (1RC1MD004370)
- Wu: use as a tool for ecological momentary assessment of adolescents’ drinking behavior (1R21DA024609)

Adherence

- Belzer : using cell phones as reminders for adherence to HIV drugs among adolescents (5U01HD040463)
- Jakicic: using text messages to promote adherence to a behavioral intervention to increase physical activity (1U01HL096770)

Behavior change

- Bull: text messaging-based HIV prevention program for Black and African American 16-20 year olds (5R21MH083318)
- Cornelius: using text messaging to deliver ‘boosters’ for an adolescent HIV prevention program (5R21NR011021)
- Olsen: text messaging to promote physical activity in adolescents (1R21HS018214)

Behavior change: Smoking cessation

- Bock: text messaging-smoking cessation for those <35 years (1R21DA027142)
- Miller: text messaging-based program to prevent smoking relapse post partum among low-income, minority women who quit during their pregnancy (1RC1CA145063)
- Ybarra: text messaging-smoking cessation for young adults (1R21DA027142)
- Ybarra: text messaging-smoking cessation for adults in Ankara, Turkey (5R01TW007918)

Take-aways

- Between 1/3 and 1/2 of young people use technology to access health information
- Text messaging is increasingly common and accessing the Internet via cell phones is increasing

Take-aways

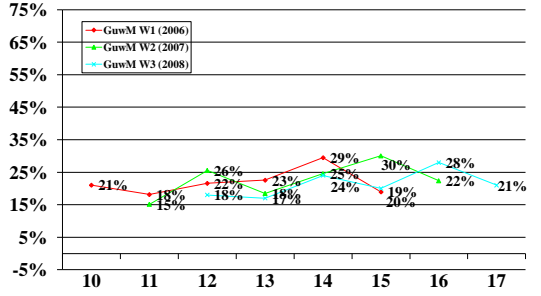
- Technologies can reach low income and minority youth as well as more privileged populations
- Opportunities exist both as a delivery mode of behavior change content, as well as a data collection tool (i.e., stand alone or adjunct to other methods)

Thank you

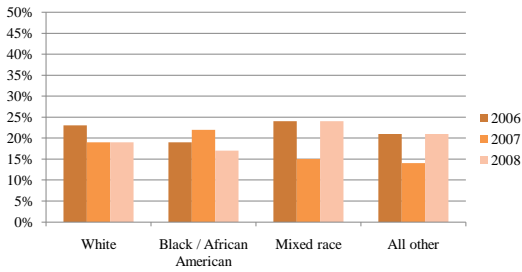
Michele Ybarra MPH PhD
 Internet Solutions for Kids, Inc.
Michele@IS4k.com
 1 877 302 6858, ext. 801

Gaming

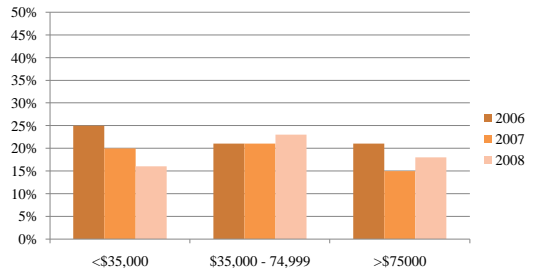
Daily gaming by age and time



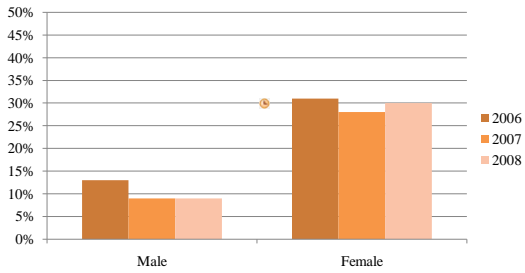
Daily gaming by race and time: GuwM



Daily gaming by income and time: GuwM



Daily gaming by sex and time: GuwM



Weekly texting use race and income (2008): GuwM

