

**Title:**

The Technological Age: Parent Knowledge and Use of Social Media Apps

**Elizabeth M. Byrne**

Judith A. Vessey, PhD, MBA

Connell School of Nursing, Boston College, Chestnut Hill, MA, USA

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**Keywords:**

cyberbullying, parental knowledge and social media apps

**References:**

Lenhart, Amanda (2015). Teens, social media, & technology overview 2015. Retrieved from <http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/> Lenhart, Amanda, Purcell, Kristen, Smith, Aaron, & Zickuhr, Kathryn (2010). Social media & mobile internet use among teen and young adults. Retrieved from <http://files.eric.ed.gov/fulltext/ED525056.pdf>

**Abstract Summary:**

As the world becomes more technologically savvy, so do methods of bullying. However, due to disparity in knowledge of social media apps, many parents are unaware that their children are being cyberbullied. Therefore, the goal of this study is to evaluate parents' knowledge and usage of popular social media apps.

**Learning Activity:**

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
The learner will be able to describe parents' knowledge about cyberbullying and their child(ren)'s use of social media apps.	- Previous research about parents' knowledge of cyberbullying - Importance of parental knowledge of social media apps and cyberbullying - Results of survey
The learner will be able to discuss parents' ability to identify if their child(ren) are bullying or being bullied through social media apps.	- Importance of parents being aware of cyberbullying to prevent adverse health effects

**Abstract Text:**

Of American teenagers ages 12-17, 93% report going online daily, with more than 71% of teens reporting the use of more than one social media site. Data such as this emphasizes the increased focus on technology in the younger generations. As the world becomes more technologically oriented, so does the method of a consistent problem in this age group – bullying. Social media has become a frequently utilized platform for bullying. Social media not only distances the bully so he/she doesn't have to see the reaction of his/her victim but also potentially provides anonymity. This form of online bullying, known as cyberbullying, makes it more difficult for third parties, such as teachers and parents, to identify, witness, and intervene if a child is being bullied. Additionally, older generations are frequently not as knowledgeable about social media sites and apps as school-aged children who grew up using them. Only 39% of adults aged 30 or older report using social media, a significantly smaller percentage than the amount of teens using social media. This disparity in use and knowledge results in many parents being unaware that their children are bullying or being bullied.

Therefore, as a subpart of a larger research study to develop a youth bullying screening tool, the goal of this study is to evaluate parents' knowledge and usage of popular social media apps, including Snapchat, Instagram, Kik, Yik Yak, Twitter, and Facebook. An electronic survey will be sent to variety of parents from diverse geographic, racial/ethnic, and socio-economic backgrounds. The survey will include the following components: 1) parents' knowledge of bullying and cyberbullying, 2) parents' knowledge of commonly used apps and their components, 3) family patterns of usage, including both their personal use of apps and their children's use, and 3) demographic information about the survey participants. Results are pending.