Youth Culture and Trends
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QUIZ
Youth Culture and Trends

What percentages of teenagers have a video gaming system at home?

83%
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What is the #1 form of communication among teens?

Texting
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What percentage of teens use the internet?

87%
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What is “Robo-Tripping”

Street name for the high produced by abuse of the cough syrup Robitussin which contains dextromethorphan
What is “Second Life”

Second Life® is a 3-D virtual world created by its Residents. Since opening to the public in 2003, it has grown explosively and today is inhabited by millions of Residents from around the globe.
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What age does an average teenager get their first cell phone?

14
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What is the fastest growing drug of choice by teens?

OTC  Over the counter drugs
  Cough, Diet, Pain Relievers,
  Sexual Performance
What is Starbucks Spirituality?

...can be characterized as taking an aspect of Wiccan, adding in a particular tenet from Buddhism and blending it with a few core beliefs of Christianity. Made to order faith.
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At any given moment, how many online predators are on myspace?

30,000
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What is a Pharm Party?

It's a culture with its own lingo: Bowls and baggies of random pills often are called "trail mix," and on Internet chat sites, collecting pills from the family medicine chest is called "pharming."
What are “Bum Fights”?

Teens paying homeless people to fight
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What is huffing?

**Huffing** is a term used to describe the process of **inhaling** chemical vapors through the mouth and/or nose. Chemicals are poured onto a rag or into a bag and then held over the nose/mouth to be inhaled. They can also be inhaled directly by sniffing vapors from their containers or by spraying directly into the mouth or nose.
Youth Culture and Trends

RESOURCES
Books to Read:
Youth Culture 101 by Walt Mueller
Getting Teens to Show Up by Jonathon McKee
Do They Run When They See You Coming by Jonathon McKee
Barna: Revolution
Freaks, Geeks, and Squirrels: Understanding 11-14 Year Olds by Kurt Johnson
Hurt: Inside the World of Today’s Teenager by Chap Clark

Websites that are helpful:
CPYU
www.mediacurix.org
Family

The influence of a teen’s family is diminishing

Top Influence in 1960’s: 1st Parents, 2nd School, 3rd Peers, 4th Church

Top Influence in 1990’s: 1st Peers, 2nd Parents, 3rd Media, 4th School

Top Influence’s today: 1st Media, 2nd Peers, 3rd Parents, 4th School
Family

**Teens Accept Divorce and Co-Habitation**

US does have highest divorce rate and highest proportion of kids affected by divorce in the World. Divorce is commonly seen as the path to personal liberation. 70% of teens said they approve of people living together prior to marriage.
Family

Void of Fathers
34% of our nation’s teens will go to bed in a home where their biological father does not live.
It is estimated that 60% of kids born in the 90’s (today’s teenagers) will spend some part of their childhood in a fatherless home.
Family

**Mom’s Working**
By 2001, 78% of Mothers with school aged kids were in the labor force (6 years ago)

**Teens get less and less time with Parents**
When high school teens were asked about their wishes for a better life: 27% wanted more money to buy items such as televisions and cars. 14% wished for a bigger house. 46% wished for more time spent together with family.
Family

*Family Violence on Rise*
It’s believed that 1 in every 4 girls, and 1 of every 6 boys will be sexually abused by the time they turn 16.
Media

**TV/Music:**
MTV became a cultural force in the lives of youth since its inception in 1981 (when it reached 1.5 million homes), and its presence has continued to scream at youth today (it now reaches over 500 million homes).
“at MTV we don’t shoot for the 14 year olds, we own them.”
“ever hear anyone refer to the NBC generation? MTV is not a TV channel. It’s a cultural force. People don’t watch it. They live it. MTV has affected the way an entire generation thinks, talks, and buys. NO other network can say that.”
Social Networking:

Today, MTV gets its strongest competition from Social Networking sites like Myspace, Blogger, YouTube, and the like...social networking is music, pics, images, blogs, and more all at once!
Media

**Television:**

68% of teens have a television in their own room. The average household in America has the television turned on for 8 hrs and 11 mins a day.

Over the course of a year, the average child spends 900 hrs in school and almost 1,023 hours in front of TV.
Movies:
Moviegoers between the age of 12 and 29 represent more than half of all theatrical admissions (57%).
Magazines, Books:
11-14 year olds spend an average of 15 mins with magazines, 5 mins with the newspaper, and 21 mins with books. 15-18 year olds spend 13 minutes with magazines, 7 minutes with newspapers, and 24 minutes with books.
Media

**Video Games:**

- 83 percent of 8-18 year olds have a video game console at home.
- 56% have more than one console at home.
- 49% have one in their own room.
- 55% have a handheld video game unit.
Cell Phones:
By the end of 2005, almost half of all 10-18 year olds had a cell phone, representing a market value of 10.7 billion dollars. On average a teenager gets his/her phone at age 14.
Media

Computer/Internet:
By the end of 2005, 86% of all 8-18 years olds lived in a house with at least one computer. 74% of those homes had internet access.
87% of all teens 12-17 use the internet
Media

Kids relate to each other differently now than we once did…
Kids are alone more, and seem to like flying solo more often…
Text vs. Talk…
Social Networking and Blogging are changing communication…
Pornography is a growing problem
Internet is becoming another addiction among young people…
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www.mediawise.org
www.barna.org
www.thesource4ym.com
www.myspace.com
www.bolt.com
www.mtv.com

Magazines
Relevant
Group
Rolling Stone
Jane Magazine
Brother Skateboarding Magazine