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CYBER SMART EDUCATION SEMINAR

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My Digital TAT2
“App Generation” “Smart Phone Generation” “AO Generation”

- They have never known a phone that wasn’t a camera
- They have never known a world without technology
- A generation wired from the crib
- Technology is like air to them
- Growing up with a personal assistant
In the last 14 years...

2004 Facebook was created
2005 average texter sends 35 texts per month
2016 average texter sends 2022 texts per month
First iPhone released in 2007
First iPhone app in 2008
As of Jan 2017 teens have access to 2.2 billion apps
The New Playground

Developmental tasks have not changed

As our children become teens, they are using social media to accomplish the eternal goals of adolescence: socializing with peers, investigating the world, trying on identities, and establishing independence.
You Are the Expert

If a student is struggling in the “real world” with self esteem, gender identity, body image, they may carry that struggle into their online lives.

The same is true for passions and interests.

Guiding principal: Does it close down their world or open it up?
The Evolving Landscape

- Looking for acceptance
- Hoping to be noticed
- Struggling to stay relevant
- Strategically posting

Searching for Fame and Recognition

“Your online reputation is kind of a trailer to your movie. You have to make people interested enough to watch.”

-10th grade student
Virtual Hangouts

- Can be deep or playful
- A way of never being alone
- A way of participating at your own comfort level
- A chance to connect in a busy and overscheduled world
Is there an “it” site?

“More platforms are a good thing. You can express yourself in different ways and use them for different things.”

-10th grade student
Be curious, not furious!

- Tell me more.....
- Hear their perspective
- Help them identify the feelings that come up when using social media

If they can name it, they can tame it
The Digital Landscape
Instagram

- Private and public accounts
- Form of connection and expression/theme
- Barometer of popularity. Like for a Like
- Can be used for retaliation, exclusion, and sending “Blims”
- Plandids
- Live video and comments with an ephemeral feature - as soon as video ends, it disappears
Snapchat

- Replacing texts
- Real time stories can cause jealousy and sadness
- Used as a news source
- Ephemeral appeal can cause impulsivity
- Screenshots used for revenge

Streaks and scores
Heroes, Gurus, and IG Model

- Who do they admire and why?
- What is the focus of the content they provide?
Captioned photos that are intended to be funny or publicly ridicule human behavior.

Subculture of fun images, videos, and references.

Can start funny and become patronizing and sarcastic.

Saves time responding by borrowing learned or understood concepts from a photo or memory.

Anonymous - less personalized than having to write or share emotions. A form of support.
Examples of Memes

Ugandan Warrior GF

- Do you know the way?
- Your god is dead
- Swish swish swish
- I will show you the way
- You will freeze
- Click click click

Logan Paul Suicide Forest

Finishing projects

- Abandoning projects

Starting a new project before finishing the

Continuously coming up with new ideas without doing anything

Expanding Brain Meme
Why are we so obsessed with Memes?

- They are relatable. “You can find yourself.”
- They bring people together.
- They keep up with the times and remind you not to take yourself too seriously.
- They help you to be “in the know” about trends and news.
- Satisfies the need for instant gratification
- New form of cartoons (emojis, jokes, sarcasm)
What our teens say

”I like memes because they make me forget about the outside world. I’m lost in the meme and its dankness, trying to understand all of it. Memes just help me get through the day.”

“I guess the world's too serious and jokes lighten the mood.”

“We all become fans of certain memes and they bring our friend group together.”
Cosmetics and Gaming
What is the appeal of “skins”?

“Makes you stand out” “Creates envy and awe”

“People get noticed for creativity”

“Looks give advantage and can be intimidating”

“Rarity gives clout” Quality never diminishes

“You to be the person who sticks out or has invested something on looks”

“If you see a basic skin, could be a good target”
Stay Connected

Don’t ban the tool, address the behavior.