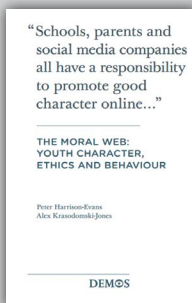
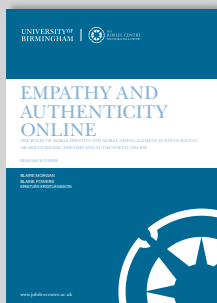
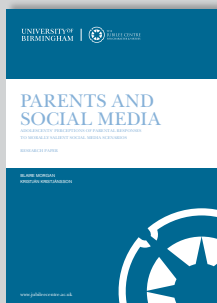


WHAT ARE THE EFFECTS OF SOCIAL MEDIA ON YOUNG PEOPLE'S CHARACTER?



4,000
PARTICIPANTS

1,700 PARENTS

2,300 YOUNG PEOPLE

Researching social media and moral values in young people

The Jubilee Centre for Character and Virtues has examined the influences of social media use on the development of character in young people. Given the vast amount of time that young people typically spend on social media, and concerns expressed by parents about the potential impact of this, findings from this research are pertinent to today's society.

Data gathered through online questionnaires specifically explored young people's experience and enactment of empathy and honesty through social media, and their identification with moral values. The role that parents and caregivers might play in ensuring their children have a healthy relationship with social media was also considered.

The research conducted by the Jubilee Centre, and in collaboration with leading think-tank Demos, into social media is the most extensive research of its kind.

www.jubileecentre.ac.uk/socialmedia

SOCIAL MEDIA AND PARENTS



IN A POLL OF UK PARENTS, **MORE THAN HALF** EXPRESSED CONCERN ABOUT POPULAR SOCIAL MEDIA SITES HAMPERING THEIR CHILDREN'S MORAL DEVELOPMENT.

MOST POPULAR SOCIAL MEDIA SITES



- **75%** of parents with children aged 11–17-years-old said they do try to regulate their child's social media use
- The role of parents is crucial in helping adolescents navigate the moral terrain of social media and in guiding them through morally salient scenarios in the online world

SOCIAL MEDIA AND CHARACTER DEVELOPMENT

- Social media can encourage and enable young people to display and develop good character
- Adolescents (aged 16–18) are likely to have given emotional support to a friend via social media
- High levels of moral sensitivity among adolescents using social media indicate they can recognise situations in the online world that require a moral judgement

