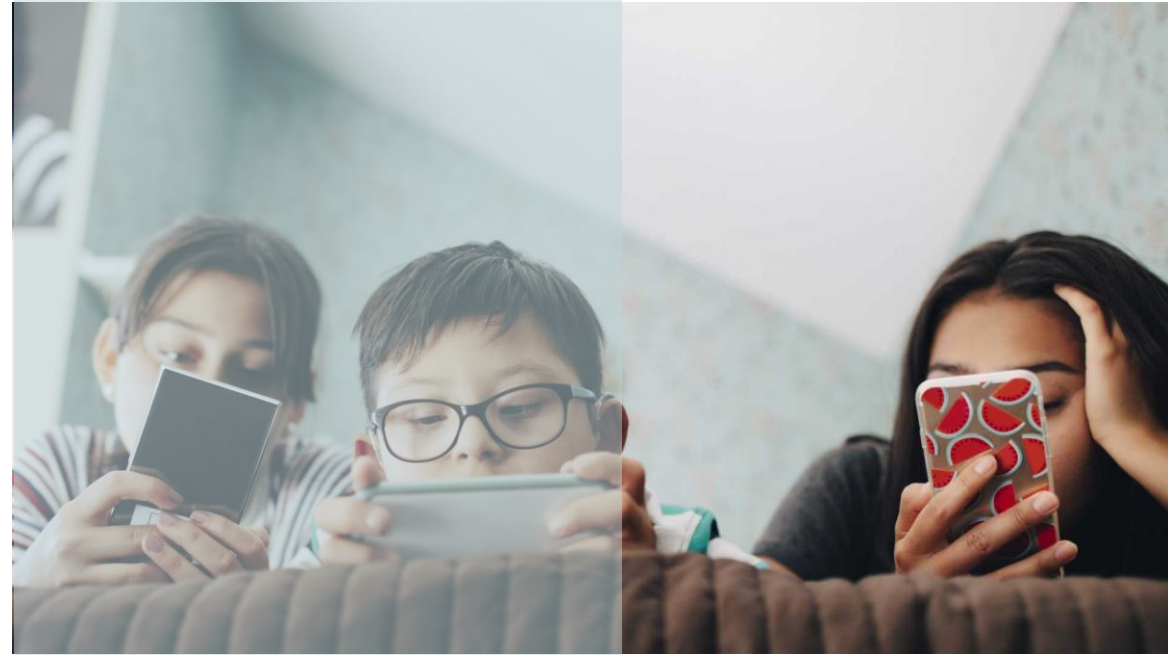


SOCIAL MEDIA, SCREEN USE & MENTAL HEALTH

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AGENDA

Statistics on Screen Use

Impact on Mental Health

Strategies for Better Mental Health

References

Bio



STATISTICS ON SCREEN USE


- Adolescents spend an average of 7 hours daily on screens, mostly on social media
- Media use in pre-teens has grown faster since the start of the pandemic than it has over the 4 years prior
- On average, 8–12-year-olds use about 5.5 hours of screen media per day while 13–18-year-olds use approximately 8.5 hours per day
- Since 2019, the biggest increases were in time spent watching online videos, using social media and browsing websites

STATISTICS ON SCREEN USE (CONT'D)

- Overall, males use more screen media than females (e.g. gaming, internet surfing, computer use, mobile device use, TV viewing)
- If forced to choose...
 - Teens say YouTube is the site they wouldn't want to live without
 - In fact, watching online videos is the favorite media activity among 8–18-year-olds, appealing to both pre-teens and teens, males and females, and across all racial/ethnic groups and income levels
 - This is followed by 20% choosing Snapchat and 13% choosing TikTok
- They often watch or use screen media while they are doing other things, like riding in a car or bus, or eating breakfast

STATISTICS ON SCREEN USE (CONT'D)

- Female teens enjoy using social media much more than males do:
 - 43% say they enjoy it “a lot,” compared with 27% for teen boys
 - Females are also more likely to use social media every day (68% vs 57% for males)
- Initiation into social media is trending younger, at a relatively moderate rate
- It’s concerning that the findings are showing that kids are using social media at younger ages, while at the same time there are ongoing debates about the impact of social media on young people’s well-being



86% OF YOUTH
AGES 9-11 HAVE AN
ACCOUNT ON A
PLATFORM THAT
REQUIRES USERS
TO BE 13+

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IMPACT ON MENTAL HEALTH

- Pediatricians generally recommend the following guidelines for screen use:
 - **<2 years old:** Zero screen time, except for video chatting with family or friends
 - **2-5 years old:** No more than 1 hour per day co-viewing with a parent or sibling
 - **5-17 years old:** Generally, no more than 2 hours per day, except for homework
- Impacts of social media use leads to increased anxiety, depression, and low self-esteem
 - Excessive social media use correlates strongly with depressive symptoms, with adolescents spending >3 hours daily being more prone to loneliness & hopelessness
- The comparison culture fostered by social media platforms exacerbates feelings of inadequacy, life dissatisfaction, and depression
- Perhaps less talked about is the understanding and impact of dysregulation & sensory overload impacting mood & functioning

IMPACT ON MENTAL HEALTH (CONT'D)

- Cyberbullying, which affects up to 59% of teens, can further deteriorate an adolescent's mental health
- Additionally, the constant connectivity encouraged by social media disrupts adolescents' sleep patterns and worsens their mood and cognitive functioning
 - A gaming example regarding constant connectivity, "AFK"
- Overall, social media poses significant risks to adolescent psychological well-being
- All the above highlights the immediate need for intervention and support
- Parents need the support as well, as they're dealing with the emotional and behavioral "fall-out"

62% OF YOUTH
HAVE TALKED TO
SOMEONE ONLINE
WHOM THEY'VE
NEVER MET IN
PERSON

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STRATEGIES FOR BETTER MENTAL HEALTH

- Manage how much time you and your kids are spending on screens – how are you role modeling screen use?
- Set reminders to get off, time limits, establish realistic goals for their social media use
- Set boundaries around screen time and encourage kids to set boundaries too – help kids find ways to balance their time,
 - Do you have ways to balance your own time (too much numbing out or escaping)?
- Know when it's time to turn off and HOW – help your kids by explaining why this is important
- Also watch how much time a teen is spending in isolation

STRATEGIES FOR BETTER MENTAL HEALTH (CONT'D)

- If you don't know what your child/teen is engaging in online, see if you can learn and become more informed
 - Many times, kids know more than their parents – be involved, eyes ON!
- Help adolescents recognize the influence of social media on their mental health
- Discuss the potential pitfalls of excessive use, such as comparison, cyberbullying, and the distorted portrayal of reality for all of us!
- Promote activities that foster offline connections
 - Explore hobbies, engage in physical exercise, and spend quality time with friends and family that don't involve screens for both you and your kids

STRATEGIES FOR BETTER MENTAL HEALTH (CONT'D)

- Help kids understand the emotional triggers that may prompt them to turn to social media for validation or distraction
 - Sometimes adults are doing the same!
- Digital literacy and critical thinking skills – teach them to evaluate information, question unrealistic information, and develop a healthy skepticism towards online content
- Help adolescents with coping strategies to manage stress and negative emotions
 - Mindfulness, ways to regulate and positive activities as well as how to seek support are great examples

90% OF
HOUSEHOLDS
HAVE RULES FOR
ONLINE ACTIVITIES,
INCLUDING TIME
AND CONTENT
LIMITS

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REFERENCES

- Media Smarts, Canada's Centre for Digital Media Literacy, Research Study: "Young Canadians in a Wireless World", Phase IV: Life Online
- Infographic: mediasmarts.ca © 2022



Nicole's goal is to help and inspire others by using empowering approaches, working collaboratively, and getting to the root of the problem or concern

Nicole Gillis-Copping, MSW, RSW Master of Social Work, Registered Clinical Social Worker

Nicole is a warm and positive person who brings energy and humour to the counselling relationship. Nicole's goal is to work collaboratively and productively with her clients to help them find solace in whatever it is that brings them to counselling. Nicole is genuine and non-judgmental and has a natural ability to connect with people of all ages and stages of life. Whether working with adults or children, Nicole's focus is on establishing a trusting therapeutic relationship.

Nicole brings over 20 years of experience in counselling and therapy in both the non-profit and private sectors, including EAP (Employee Assistance Programs). Prior to an extended maternity leave to stay home with her triplet boys, Nicole worked for several years counselling adults and families. Nicole gained further training to specialize in both trauma and children & adolescent therapy.

Nicole has a Master's Degree in Clinical Social Work and is registered with the Alberta College of Social Workers. She also completed two undergraduate degrees including a Bachelor of Arts (Psychology) and a Bachelor of Social Work, as well as various other professional certifications. In addition to counselling, Nicole created and managed a child & adolescent therapy program at a domestic violence shelter and has facilitated various workshops on positive parenting practices, empowering children, adolescent brain development, building strong interpersonal connections and the impact of trauma on children and youth.

Nicole is an active participant in peer consultation and ongoing professional development to remain current in her clinical skills.



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