

Teens And Technology

MySpace, LiveJournal and Runescape

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“ As tweens become teens, socializing online becomes more important than activities such as game playing. There are sharp increases in the use of instant messaging, text messaging, blogging, social networking and more.”

Source: Tweens and Teens: Do You Know the Difference? E-Marketer
October 3, 2006

The Internet has become the new way to socialize

- P16-34 are 25% more likely than P35-49 to use instant messenger, with over 75% of P16-34 currently using at least one service.
- About 40% of P16-34 belong to a social network site; this is twice the percentage of P35-49 year olds.
- Nearly 40% of P16-34 have met someone face to face after meeting on the Internet.
- Yahoo, AOL and MSN Messenger are among the top Internet services in terms of awareness and use by P16-34.
- This is followed closely behind by social networking site, Myspace.com with 43% of P16-34 being current users. In comparison, only 16% of P35-49 are using MySpace.

Source: Universal McCann
from Ypulse entry dated
10/03/2006

Did you know?

MySpace is the most visited
Website in the United States

- MySpace is a website that combines the four most common means of Internet communications on one website.
- Each MySpace member has their own homepage which serves as communication base for the member

Groups: the Backbone of MySpace

Three Types of Groups on MySpace

- Public groups – open to anyone who wishes to join
- Private groups – Groups that you can send a request to the list moderator for membership
- Invitation only – Groups that the moderator must ask you to join

How can Libraries Use MySpace?

- Exposure: 56 million people visit MySpace everyday (source: ComScore via Yahoo)
- Allow your Patrons to interact with each other via a moderated library group
- Use Bulletins to let your “friends” know about upcoming library events

Safety and MySpace

- The posted minimum age of use is 14
- There are no id checks – you can be anyone who you want to be
- Even though the membership of a group is private, comments can be viewed by everyone

Library Problems with MySpace

- Behavioral
- Technical
- Inappropriate Content
- Staff

Demographics on MySpace are changing

- ◆ Only 30% of users are under 25 years old
- ◆ Teens 18 and under only make up for about 12% of MySpace users down from 25% in 2005
- ◆ The fastest growing population on MySpace are people 35 to 54. This group now accounts for 41% of MySpace users up from 32% last year

Source: Jesdanun, Anick "Youths No Longer Predominant at MySpace" Yahoo News, October 5, 2006. <http://news.yahoo.com>.

What is LiveJournal?

LiveJournal, like MySpace is a Social Networking site.

LiveJournal

- ★ Like MySpace LiveJournal is comprised of both individual blogs and groups (called communities on live journal)
- ★ LiveJournal offers two levels of group security: Public and Private
- ★ Unlike MySpace, LiveJournal offers the option of “friends locking” comments which restricts viewers to community members or friends only.

DOPA

Delete Online Predators Act

States that libraries who receive e-rate funding cannot provide access to social networking sites
(source: Wikipedia)

Runescape

- Massive
- Multiplayer
- Online
- Game

Tech Specs

- Runescape's game engine is a java applet
- The website automatically downloads the game engine into a temp file
- In order to run Runescape a computer must:
 - Have a minimum of 64 meg of ram and 300 MHz cpu
 - Have a java run time environment installed

Why is Runescape so attractive to teens?

- Runescape combines instant messaging with video games
- Its relatively cheap – You can play for free for as long as you want or pay for a subscription – which is \$5.00 a month.

Is Runescape good for teens?

- Recent research has reported that today's teens are using mmog's like virtual “malt shops”
- Subversive learning at its best

The Downside

- ▶ This site takes an enormous amount of bandwidth.
- ▶ There is gratuitous violence – you are expected to kill things and people to level up
- ▶ This is a social game - there will be noise

QUESTIONS?