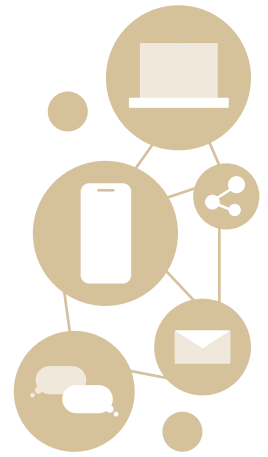


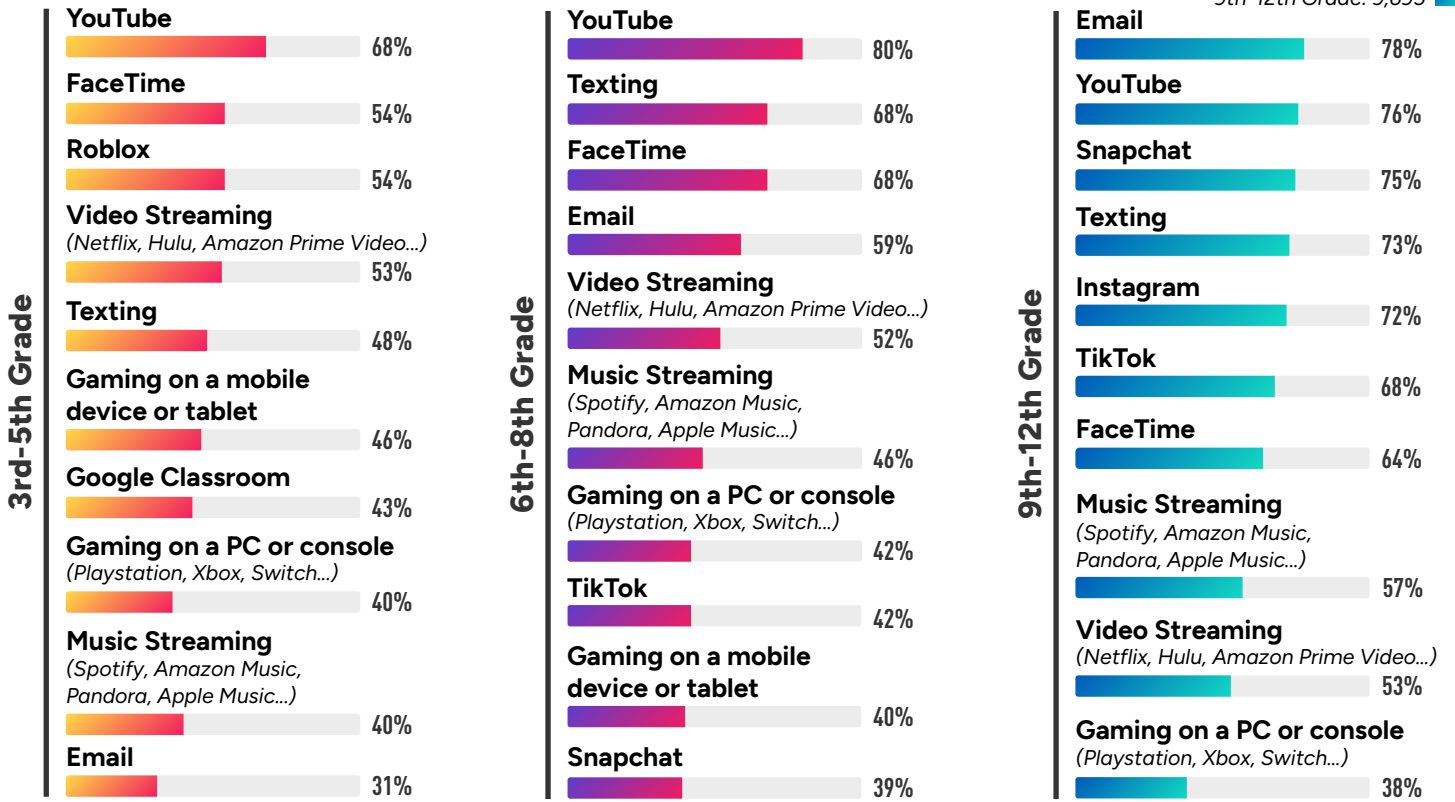
STUDENT INSIGHTS



This report reflects insights shared by more than 29,000 students in TSI's Annual Student Survey and more than 1 million responses from our K-12 learning platform, #WinAtSocial. These insights highlight how social media and tech impact students' health, happiness, and future success. It's the world's largest dataset of its kind, spanning grades 3-12 in schools across the U.S., Canada, and Puerto Rico. We hope these insights inspire you to gain a deeper understanding of your students, helping you to improve your school culture and the well-being of your community.

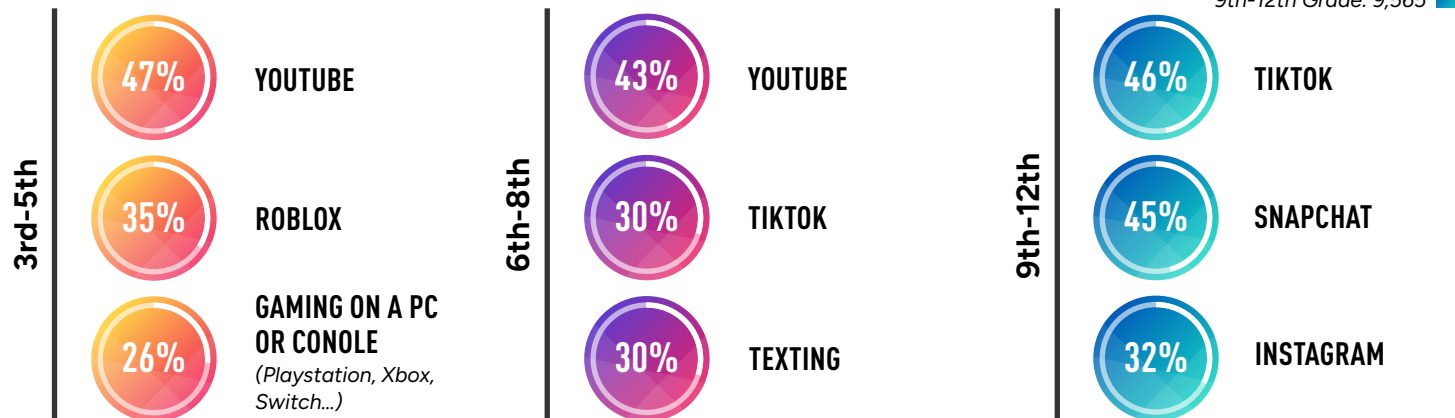
WHICH APPS STUDENTS USE ON A WEEKLY BASIS

3rd-5th Grade: 3,584
6th-8th Grade: 14,211
9th-12th Grade: 9,695



STUDENTS' TOP 3 FAVORITE APPS*

3rd-5th Grade: 3,447
6th-8th Grade: 13,959
9th-12th Grade: 9,565

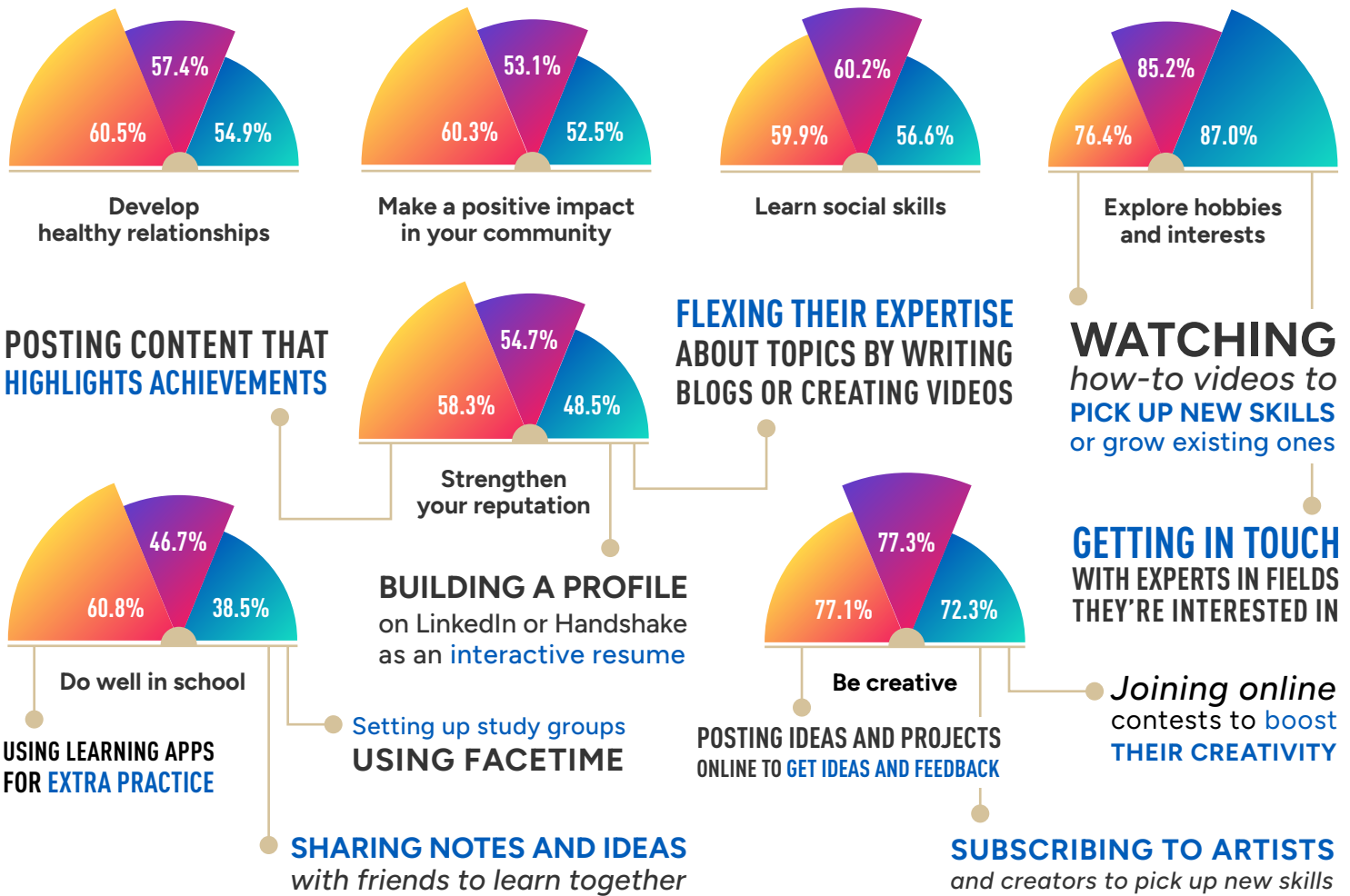


*Percentages show how many students listed this app among their top 3 choices

“SOCIAL MEDIA HELPS ME...”

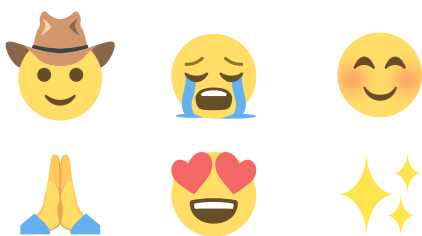
3rd-5th Grade: 1,313
 6th-8th Grade: 7,784
 9th-12th Grade: 7,277

The percentages below reflect how many students in grades 3-12 believe that social media positively impacts their lives and how.



FAVORITE EMOJIS

Go-to emojis for students



OUT-OF-TOUCH EMOJIS

Emojis that show you're "officially old", according to students



PRO TIPS FOR TOP APPS



Netflix
 Turn off the "Auto-Play" feature to stop a new episode from starting automatically after finishing one.



TikTok
 Enable the "Digital Well-being" feature to help manage the time you spend on the app.



Snapchat
 Choose to show your location to only selected friends or to no one, ever, by turning on "Ghost Mode."



Instagram
 Turn off comments and hide your like count on the settings of your post to not be bothered by what others think.



NAVIGATING A.I. IN THE CLASSROOM

47% of educators surveyed say A.I. would have a **negative or very negative impact** on teaching and learning in the next 5 years.

EducationWeek, 2023

TOP WAYS EDUCATORS ARE USING A.I.

Quizlet, 2023



Research



Creating lesson plans



Summarizing information



Generating classroom materials like tests and assignments

10TH GRADERS TOLD US THEY RARELY OR NEVER USE CHATGPT OR SNAPCHAT'S MY A.I. (79%)

The Social Institute, 2023

Students, aged 14-22, say A.I. helps them **study faster (73%)** or **more efficiently (67%)**.

Quizlet State of Education Survey, 2023

TOP WAYS STUDENTS WOULD USE CHATGPT IN SCHOOL IF ALLOWED

The Social Institute, #WinAtSocial Lesson on A.I.



To double-check your homework



To explain hard topics in an easier way



To research topics you're interested in



To help pick a topic for a paper

NAVIGATING TECH IN THE CLASSROOM

80% of teens say that what they see online **makes them feel more connected** to what is going on in their friends' lives.

Pew Research Center, 2023

73% OF STUDENTS SAY SOCIAL MEDIA IS THE MOST POPULAR WAY TO GET NEWS.

The Social Institute, 2023

Over 2/3 of 11- to 17-year-olds say they **sometimes or often find it difficult to stop using technology.**

Common Sense Media, 2023

Teens, ages 13 to 17, are more likely to check their phone **over 100 times per day.**

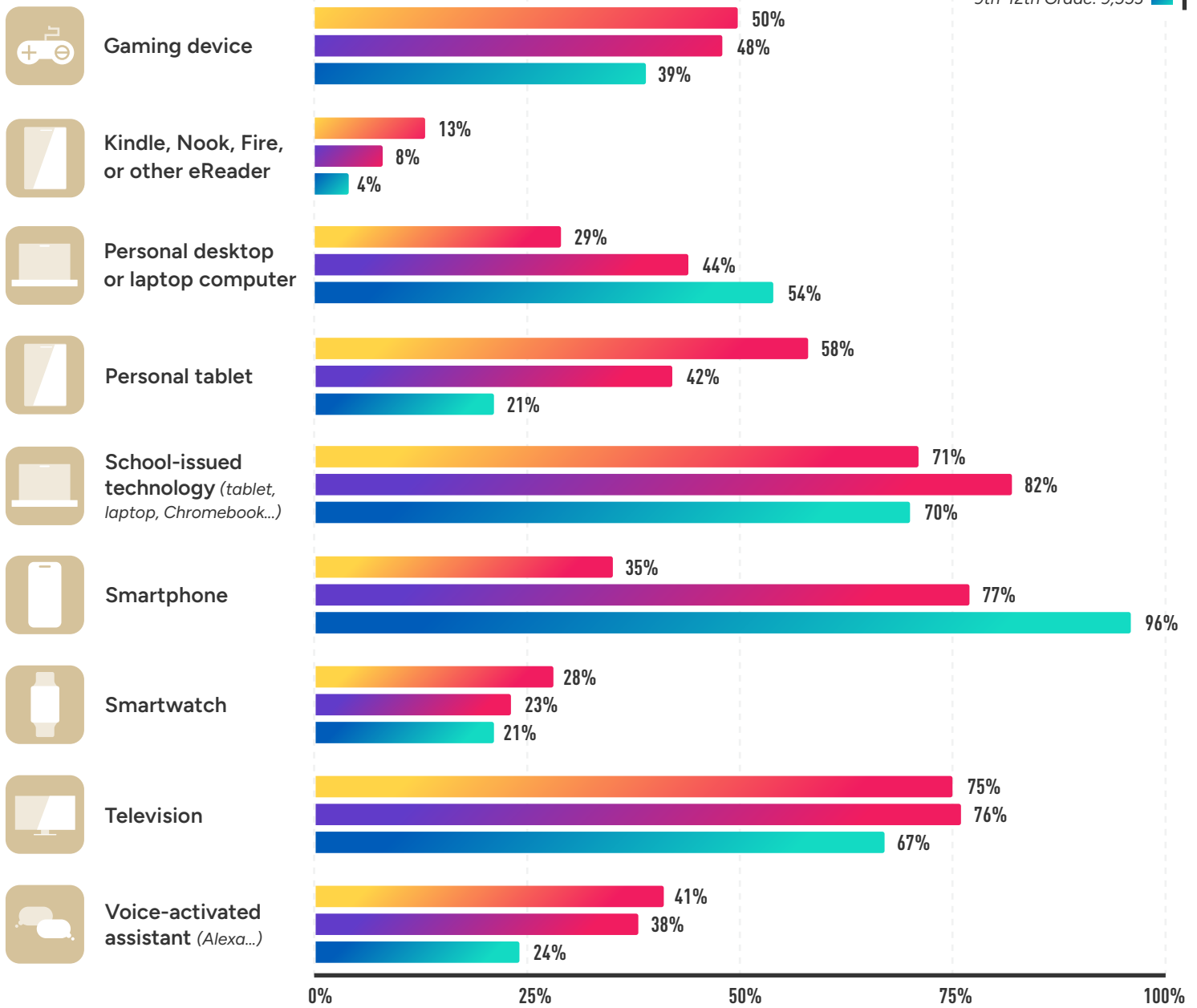
Common Sense Media, 2023

WHICH DEVICES STUDENTS USE ON A WEEKLY BASIS

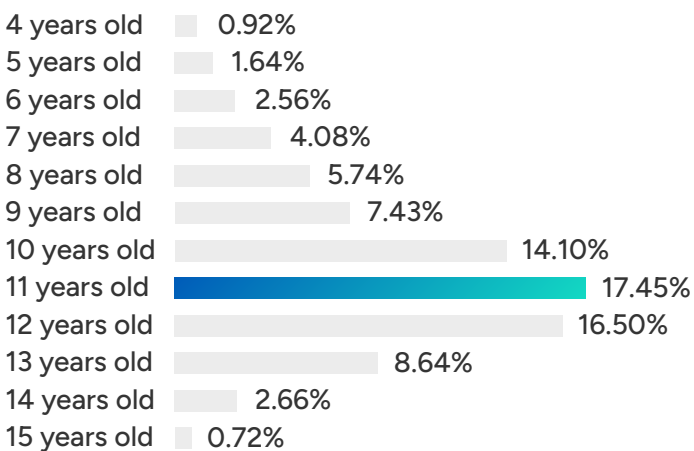
3rd-5th Grade: 3,513

6th-8th Grade: 13,695

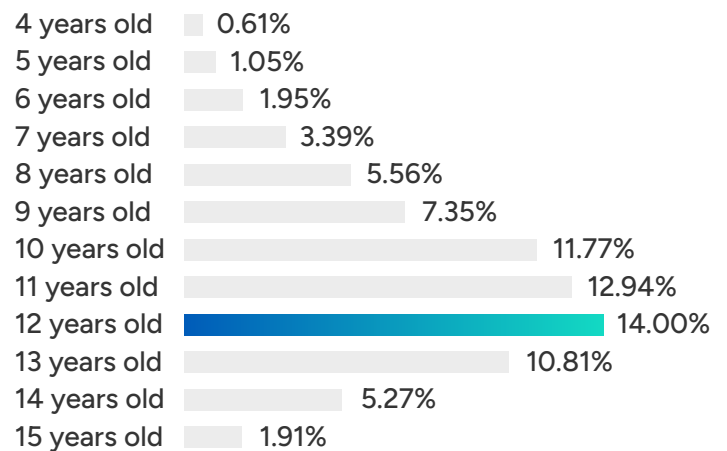
9th-12th Grade: 9,553



HOW OLD WERE YOU WHEN YOU GOT YOUR FIRST SMARTPHONE?



HOW OLD WERE YOU WHEN YOU GOT YOUR FIRST SOCIAL MEDIA ACCOUNT?



WHAT STUDENTS SAY ABOUT #WINATSOCIAL

#WinAtSocial teaches you more life lessons that are important to understand and bring into your life.

*#WinASocial has done a **great job at providing topics and information** to share with students **across the nation.***

I LOVE #WINATSOCIAL.
IT MAKES ME BETTER UNDERSTAND THE WORLD.

*Through these lessons, I have made **better choices in real-life situations** and have become much more comfortable speaking up and debating with my peers. I love to hear the **perspectives of my classmates and my teacher.***

SO MUCH FUN!
I FEEL LIKE MY VOICE
CAN FINALLY BE HEARD.

Every time I want to get a new app or game, my parents sit me down and walk me through the Playbooks so I learn all about the app/game before getting it.

WHAT EDUCATORS SAY ABOUT #WINATSOCIAL

The students were impressed with how the **topics and dates were so recent!** In my last 26 years, the school system has brought on several ready-to-go programs. Unlike others, where teachers were trained but it was just a drive-by introduction, **#WinAtSocial actually is ready-to-go!**

*Michael Wesely, Instructional Technology Specialist,
Kempsville Elementary School*

When using other free online materials, the teachers found that the materials were not very engaging. **We are excited to use the positive lessons from TSI** because when we introduce it, **our teachers are laughing, smiling, and asking, "When do we start?"**

*Lynn Girolamo, Instructional Technology Teacher,
Greece Central School District*

WE REGULARLY TALK THROUGH OUR INSIGHTS with the students. We find it's **effective in bridging between different groups of students** and humanizing their classmates, whom they might not talk to on a regular basis.

*Samantha Hazell-O'Brien, Upper School Director,
Archer School for Girls*

*I appreciate how **relevant #WinAtSocial Lessons are for my students.** I don't have to fully understand the **latest trends** to begin talking to my students about them because **The Social Institute has done the research for me.***

*Alexandra Ortowski, School Counselor,
St. Pius X Catholic School*

#WINATSOCIAL

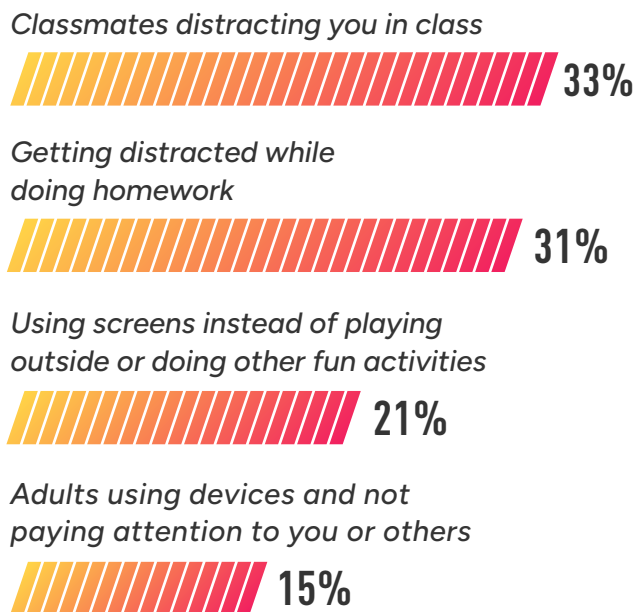
SNAPSHOT

We've collected over 1 million student responses through #WinAtSocial in 2023. Here is a snapshot of how students are navigating everyday situations related to social media, technology, and current events.

3RD GRADE LESSON

Strike A Balance

Which of these things happens to you most each week?

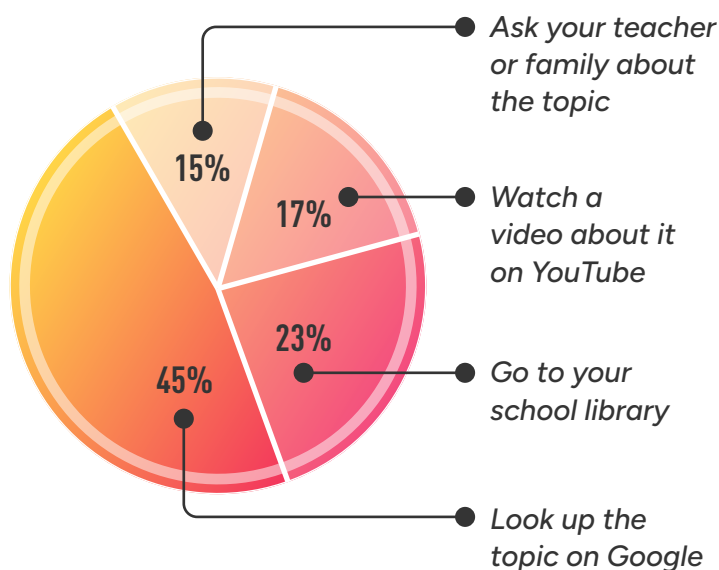


n=201

4TH GRADE LESSON

Find Your Influencers

When you want to know more about a topic, what is the first thing you would do?



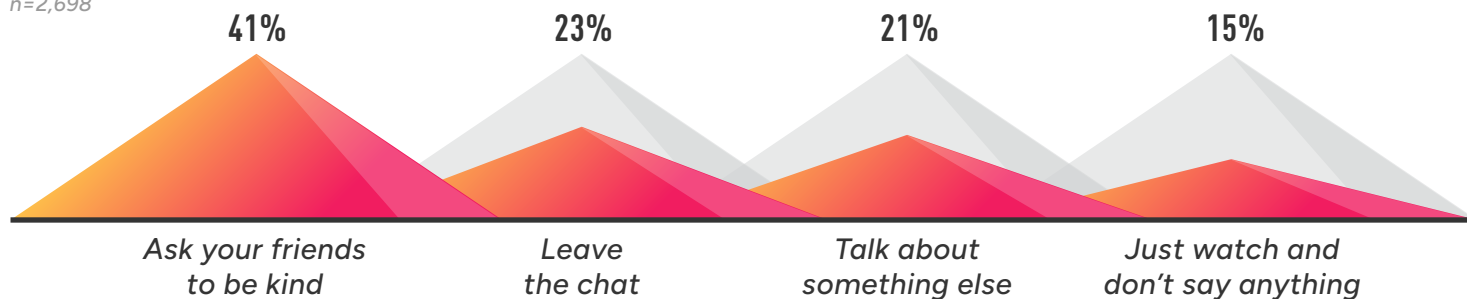
n=293

5TH GRADE LESSON

Cyberback

n=2,698

You're in a group chat with your friends when someone starts talking about another friend who isn't in the chat and the messages aren't very nice. What do you do?



6TH GRADE LESSON

Strike A Balance

Imagine a family member is driving you and your best friend. But they take out their phone while driving to check Google Maps and reply to texts. What do you do?

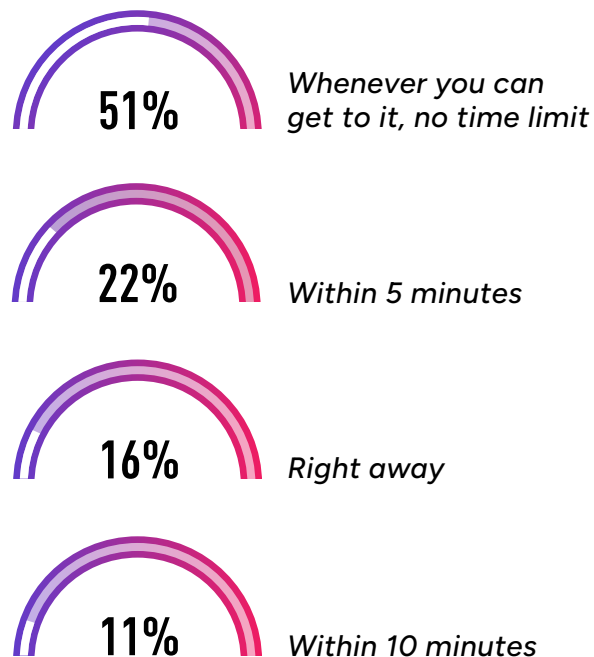


n=4,144

7TH GRADE LESSON

Strike A Balance

We all know the pressure to reply right away can be too much. How fast do you think you need to respond to a text?



n=6,397

8TH GRADE LESSON

Find Your Influencers

Where do you fall when it comes to social media influencers? If you had to pick one, which lifestyle would you choose?

67% Be an influencer with 1 million followers

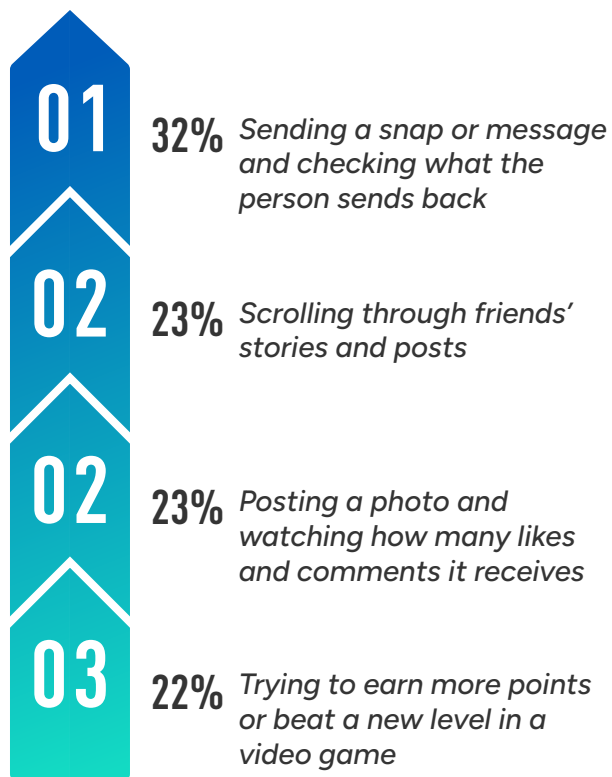
33% Not have social media at all

n=1,082

9TH GRADE LESSON

Strike A Balance

Which of the following dopamine-releasing moments are hardest to resist? Rank the following with your top answer being the hardest to resist.

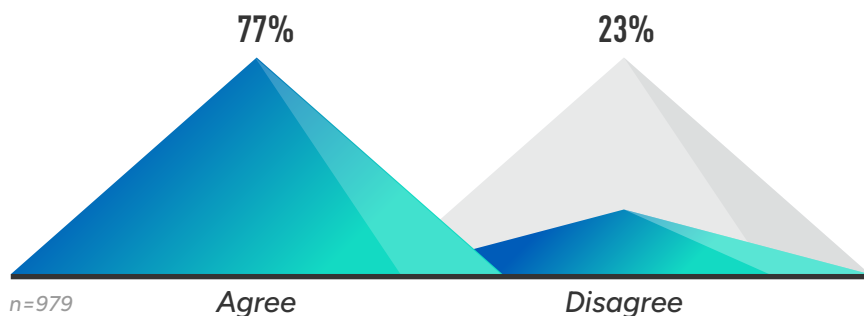


n=3,308

12TH GRADE LESSON

Strike A Balance

To what extent do you agree with this statement: "Representation in literature, movies, and social media impacts the roles we play in life and the goals we set for ourselves."

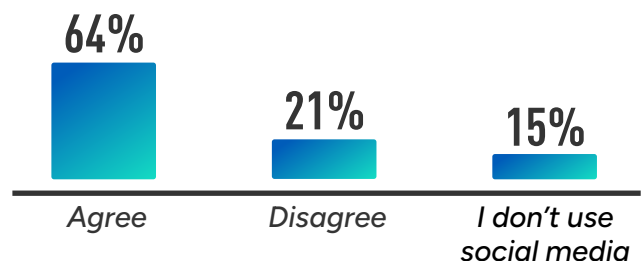


n=979

10TH GRADE LESSON

Play To Your Core

To what extent do you agree with the following: "My social media profiles genuinely reflect who I am."



n=279

11TH GRADE LESSON

Strike A Balance

Proactively managing your time can make a big difference. Of these tips shared by college students, which do you think would be the most beneficial to you?

Use a weekly planner or to-do list to keep track of assignments and commitments



Structure your day by adding your classes and priorities into your phone calendar



Maximize your study time by using an app that times breaks and mutes distractions



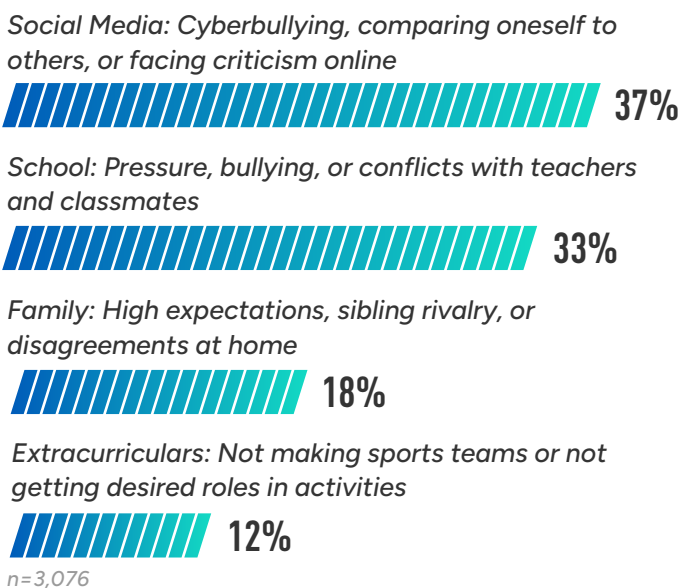
n=3,076

#WINATSOCIAL LIVE

Social media is a go-to way for students to keep up with what's happening in the world. With technology, we can quickly find out about major events, like our favorite athlete winning a big tournament or a serious conflict happening overseas. But how do students deal with all this information (and misinformation), and how does it impact them? That's where #WinAtSocial LIVE comes in. It's a chance for students, teachers, and families to get together and discuss timely topics that matter to students and impact their well-being. The following questions are pulled from some of TSI's 2023-2024 LIVE Lessons.

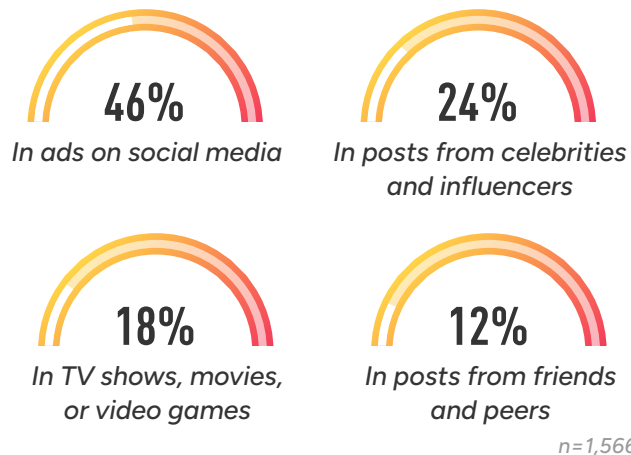
9TH-12TH GRADE LESSON LEARNING FROM COCO GAUFF'S U.S. OPEN WIN: TURNING OTHERS' NEGATIVITY INTO OUR MOTIVATION

No one can escape negativity. It's all around us. And for Coco, a lot of it happens on social media. She shared, "I like to prove people wrong. So the more I read the negative comments, the more it made me want to prove them wrong." Where do you think negativity shows up most among students?



5TH-8TH GRADE LESSON UNDERSTANDING HOW COMPANIES USE MEDIA TO ADVERTISE UNHEALTHY ENERGY DRINKS AND VAPING TO STUDENTS

Media featuring things like energy drinks, alcohol, and vapes can affect us in various ways. Studies even suggest that seeing this kind of content can make students more likely to consider trying these substances. Where do you most often see content about things like energy drinks, alcohol, and vapes?



9TH-12TH GRADE LESSON NAVIGATING THE LATEST SURGE OF VIOLENCE AND DISINFORMATION IN OUR FEEDS AROUND THE ISRAEL-HAMAS WAR

Information on global events can be found in a variety of places. Where do you tend to get your news from? Select your go-to source for news and information.

