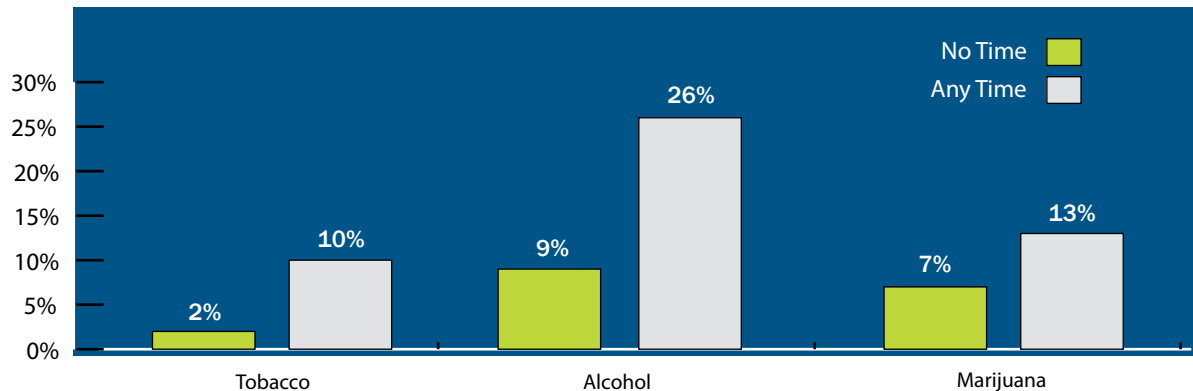




Youth Substance Use Linked to Social Media

A recent survey by The National Center on Addiction and Substance Abuse at Columbia University shows a strong association between teen consumption of social media and substance use.¹ According to the survey, teens who spent time on social networking sites, compared to those who had not, were five times more likely to have used tobacco (10% compared to 2%), three times more likely to have used alcohol (26% compared to 9%), and twice as likely to have used marijuana (13% compared to 7%). Researchers identified image content as a primary concern, finding increased substance use by teens who had seen images of peers using substances, or who are “drunk or passed out.” The survey indicated that drug use is an increasingly pervasive aspect of teen culture within the school environment,² and the report’s authors suggest increased parental involvement, such as monitoring teen use of social networking sites, in order to reduce adolescent drug use.

Percentage of Teens Reporting Substance Use According to Time Spent Using Social Media, 2011



Sources:

Columbia University & QEV Analytics (Firm). (2011). *CASA national survey of American attitudes on substance abuse XVI: Teens and parents*. New York, NY: National Center on Addiction and Substance Abuse at Columbia University.

Notes:

- ¹ The findings of a survey of youth ages 12-17 (1,037 using internet, 1,006 using telephone) show that 70% of teens use some social networking site on a typical day. No statistically significant difference was found among teens spending 1-30 minutes, 31-90 minutes, or more than 90 minutes.
- ² In 2011, 42% (up from 35% in 2007) of teens reported knowing at least one friend or classmate who use illegal drugs.

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