

Support for the Digital Age child

Best Practice

- ▶ **Address the impact of Covid-19 on average screen hours per day¹**
 - ▶ Pre Pandemic: 3.8 hours a day
 - ▶ Current: 7.70 hours a day
- ▶ **Get Connected... to Stay Connected!**
 - ▶ Set aside 30 minutes a day to review what trends and topics are going viral online. This practice can significantly improve the quality of service provided to adolescents.



Influence & Information

What it means to "Go Viral"

When a piece of content becomes widely shared, is referenced in other content, and begins to influence the social structure of its intended audience.

Viral rates for Tiktok:

500 views in the first .25/hr

10k views in the first 4/hr

250k views in the first 24/hr

1 million views in 48/hr

Empowering Viral Content

Positive examples of viral content include²:

- > Student-led peaceful protests
- > Neighborhood cleanups
- > "Show Your Talent" Challenge

Destructive Viral Content

Negative examples of viral content include³:

- > "Silhouette" Challenge
- > "Morning-after-pill" Challenge
- > "Devious Lick" Challenge
- > "Who Want Smoke" Challenge

These types of viral content provide misinformation which can be harmful or dangerous.

Sites to Search

- ▶ **Local news source**
 - ▶ **Facebook page**
 - ▶ **Social media**
- > Tiktok > Twitter
> Reddit > Instagram

Pro Tip! Ask the adolescents where they spend their time online. Populations will differ by region and age group. It never hurts to ask!

Benefits to Consider

For the Parent or Professional

- ▶ Become more familiar with ever changing digital landscape
- ▶ Understand the evolving linguistics
- ▶ Build a faster and stronger rapport

For the Child

- ▶ Provides opportunity for discussion on current trends and topics
- ▶ Creates an environment for authentic growth and self-reflection
- ▶ Establishes a sense of trust and safety

¹ Nagata JM, Cortez CA, Cattle CJ, et al. Screen Time Use Among US Adolescents During the COVID-19 Pandemic: Findings From the Adolescent Brain Cognitive Development (ABCD) Study. *JAMA Pediatr.* 2022;176(1):94–96. doi:10.1001/jamapediatrics.2021.4334

² Alfonso, Kiara. Jan 14 2022. Students walk out over COVID-19 in-person learning conditions in schools. <https://abcnews.go.com/US/students-walk-covid-19-person-learning-conditions-schools/story?id=82265171>

³ Quinlan, Keely. Nov 23, 2021. Over 50 students suspended for viral TikTok video at West Creek High in Clarksville. <https://clarksvillenow.com/local/over-50-students-suspended-for-viral-tiktok-video-at-west-creek-high-in-clarksville/>