

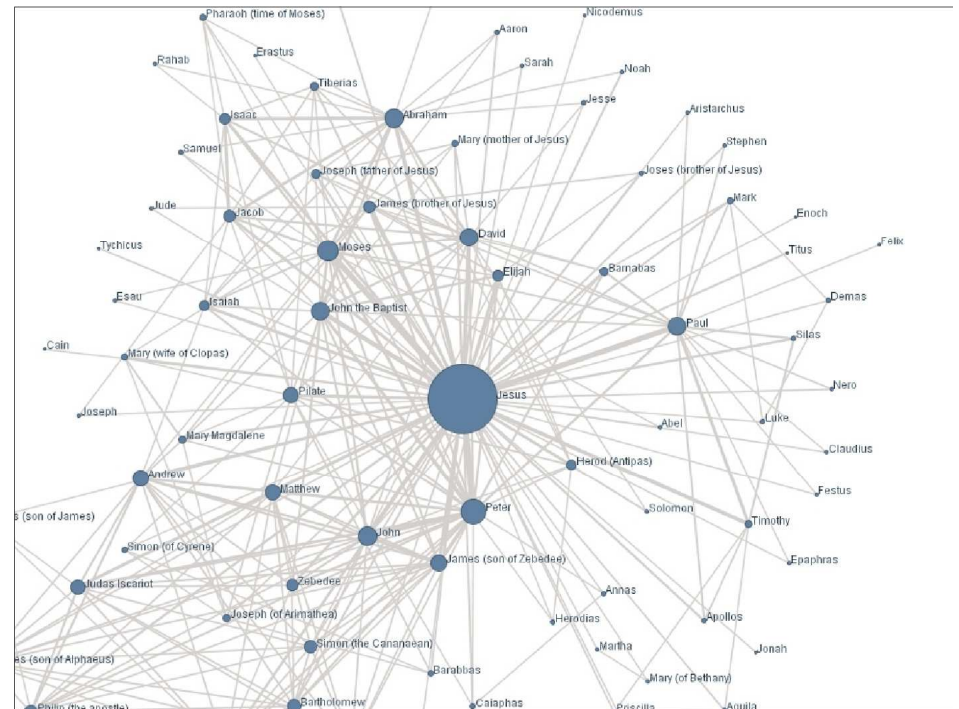
# Jewish Teens in a Cyber Era

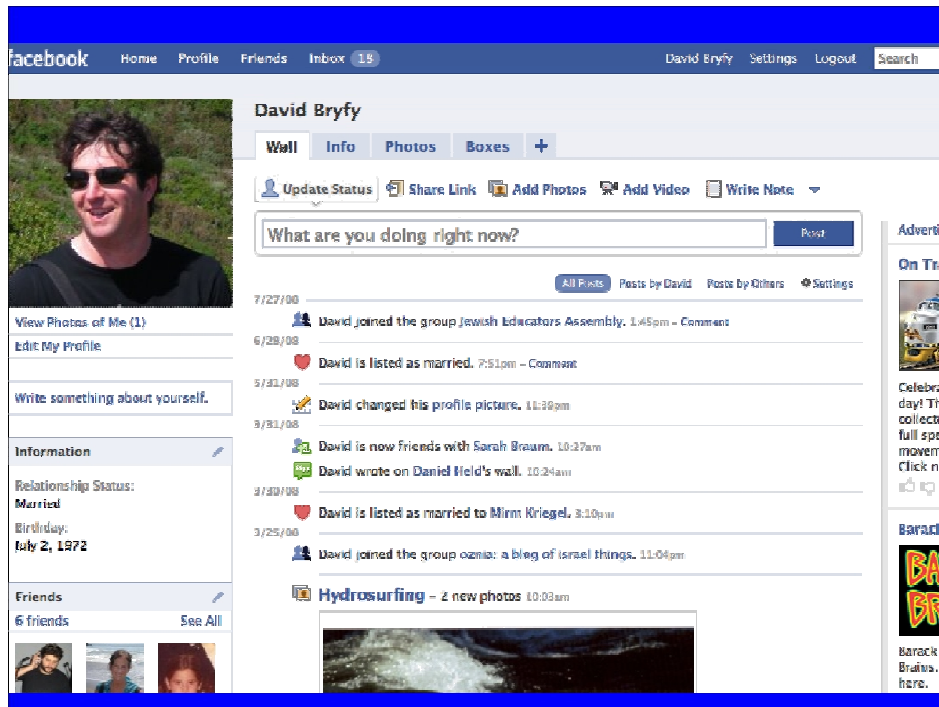
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Areyvut's Seminar on Jewish Teen Philanthropy ♦ June 17, 2010

RhetandLink.com





## Who's Social Networking?

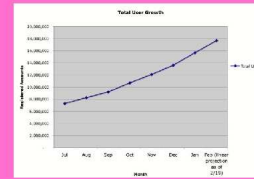
1. Obsessives
2. Socializers
3. Infrequents
4. Reluctants
5. Non-users
  - a) Ludites
  - b) Consciences Objectors
  - c) Oblivions



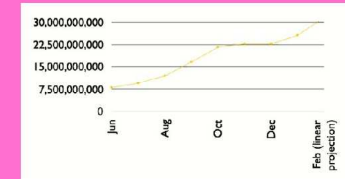
# Facebook by the Numbers

- 82% of teens included their first names
- 2/3 of teens with profiles restrict access to their sites
- 2% list their cell phone numbers.
- 79% included photos of themselves (girls more likely)
- 50% identify their schools.
- Most stay in touch with existing friends.
- 50% say they make new friends
- 1/3 of teens have been contacted by strangers.

## Is it a trend?



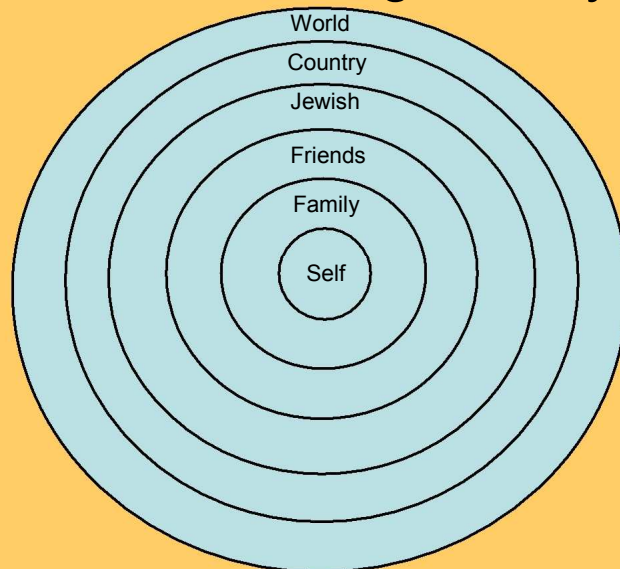
This is our overall growth graph. You can see us moving from 7.5 million users last July to almost 18 million users now. Over half of our users log in daily.



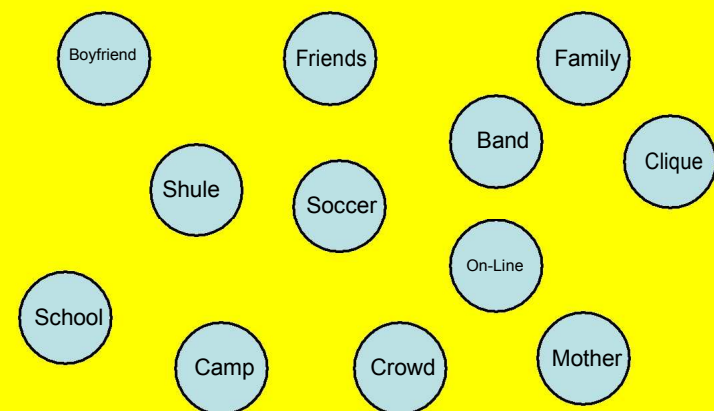
This is our page views graph. We're now at 30 billion page views monthly. According to comScore, we are the 6th most trafficked US site, and we account for 1% of all time spent on the internet.

*"For teens, social media is not technology, it s just life"*

## Understanding Identity



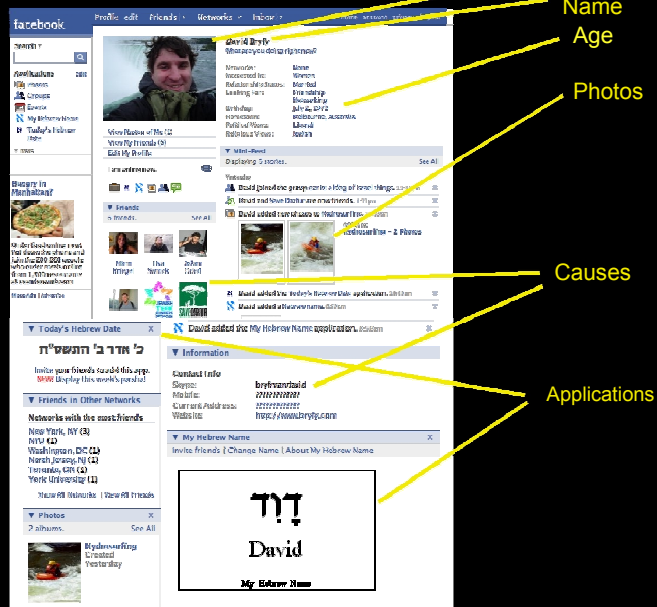
## Multiple Identities



# Expression of Self

Who is the self that I want to portray on Facebook?

How is this different to the self that I portray in other spheres of my life?



## Wake Up Call #2







## What matters most?

### Friend A

Hebrew  
Rabbi x's class Only  
Jewish friends  
Environment Darfur  
Hilary Clinton Site

### Friend B

Music  
MTV shows  
Over 2,000 friends  
BBYO Convention  
Photo at a concert  
Virginia Tech Memorial

### Friend C

Personal Trainer  
Age 23  
Describes interests as:  
"lifting, running, training,  
drinking, executing my last  
4 interests simultaneously"  
Birthright Israel

What do these issues tell us  
about: a) individuals?  
b) generations?

Post-script to Facebook

