

LibraryCrunch

Service for the Next Generation Library: A Library 2.0 Perspective by Michael Casey

[« Surprising Search Patterns](#) | [Main](#) | [Google's Writely Is Back!](#) »

A Look Inside The Entertainment Life Of 12-24 Year Olds

[Stephen Abram](#) references an excellent study done by the Los Angeles Times and Bloomberg on the electronic life of teens and young adults. [You can read the full 25 page PDF file here.](#)

Some of the things I found interesting:

"No more than 10% of each age group (12-17 and 18-24) thought there were too many entertainment choices."

"Females were much more likely to do multiple things [multitasking] than males."

"Nearly three out of five girls between the ages of 15 and 17 reported doing at least one other thing while doing homework, along with 54% of boys that age."

"Only 46% of younger teens and 36% of teens 15 to 17 focus on their homework...Music was by far the most popular homework accompaniment."

"Only 26% [of computer using teens] said they work and surf unsupervised."

IM use is almost equal to email use in the 12-17 age group.

"Social networking websites such as MySpace.com are very popular...just under half of girls and 43% of boys reported visiting such sites, joined by 56% of young women and 41% of men. The older adults were less likely to spend time on social sites -- 66% of men over 21 said they do not visit such sites, along with 52% of women."

"Fifteen percent of girls 12-14 who visit such [social networking] sites said they spend more than four hours a day doing so."

Thanks to [Stephen](#) for bringing this to my attention.

Posted by Michael on August 18, 2006 07:03 AM | [Permalink](#)

→ Post a comment

(If you haven't left a comment here before, you may need to be approved by the site owner before your comment will appear. Until then, it won't appear on the entry. Thanks for waiting.)

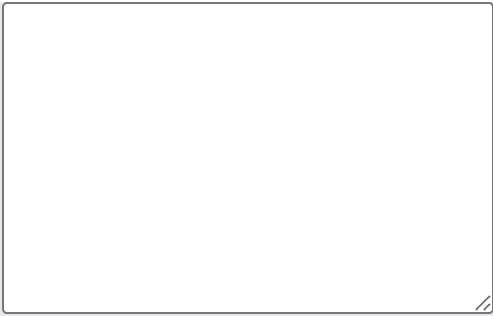
Name:

Email Address:

URL:

☐ Remember personal info?

Comments: (you may use HTML tags for style)



Preview

Post

