

Welcome to Study Guide 4 of This Course 5N!  
Sponsored Online by CEU By Net.



# Digital Girls

**Copyrighted and  
published In the  
public domain  
by SAMHSA et  
al.**

Note from CEU By Net: This is Study Guide 4 in Course 5N-sponsored online by CEU By Net. As indicated in the first Study Guide, there are many outstanding professionals who contributed, advised, authored, reviewed, and presented this course material in a recent SAMHSA webinar. You can read about the presenters as you move along, and find Resources in various slides. The course material is copyrighted in the public domain by SAMHSA et al. It's FREE to read, print, and save.

There are five sections (Study Guides) in this Course 5N, and 5 short quizzes which you must pass to earn a certificate for 5 Credit Hours on this website. If you want to earn a certificate from this website, log in to your account and enroll in Course 5N in the catalog - and take our 5 short quizzes. If you are already enrolled in this course, wonderful! You can take the quiz for each of the Study Guides, from inside your account, at your own pace and in any order you choose.

Cheers! CEU By Net

# Says SAMHSA about this section of 'Girls Matter' . . .



**"Remember when teen girls put private thoughts in their diaries or on notes, showing them to only their closest friends? Today, girls communicate dreams, thoughts, and impulses with texting, posting videos, blogging, chatting, and sharing, photos, photos, and more photos. Social media is part of the worldview and way of life of adolescent girls. It offers information, opportunity for connection, and support in both unhealthy and healthy behaviors. After completing this webinar, participants will have an understanding of how the digital world influences girls' identities, relationships, mental health, and wellness; what providers and supporters should know about the digital world of girls; and how professionals can use technology to reach, engage with, and support girls in achieving recovery and resiliency."**



# Disclaimers

- This webinar is supported by the Substance Abuse and Mental Health Services Administration (SAMHSA) and the U.S. Department of Health and Human Services (DHHS).
- The contents of this presentation do not necessarily reflect the views or policies of SAMHSA or DHHS.
- The webinar should not be considered a substitute for individualized client care and treatment decisions.



# Digital Girls: Confession, Connection, and Disconnection



**Social media is part of the worldview and way of life of adolescent girls. It offers information, opportunity for connection, and support in both unhealthy and healthy behaviors.**

# Deborah Werner



## **Deborah Werner**

*Project Director*

SAMHSA's TA and  
Training on Women  
and Families Impacted  
by Substance Abuse  
and Mental Health Problems

# Introduction to the Digital World of Girls

The Impact of Social Media: It's An Emotional Rollercoaster



## **Rachel Simmons**

Bestselling Author & Educator

Author of the New York Times  
Bestseller, 'Odd Girl Out: The  
Hidden Culture of Aggression in Girls'

# Questions:

**1. What is it about girls' psychology & development that "plugs into" social media?**

**2. How does social media "plug into" girls?**

**3. How should adults monitor and regulate girls' use of social media?**



**1. What is it about girls' psychology & development that "plugs into" social media?**

# The Expectation to 'Just Be a Good Girl' Can Be Fulfilled Through Social Media



- 1. Popular with friends and adults**
- 2. Pretty and dresses well**
- 3. Does well in school**
- 4. Organized**
- 5. Follows the rules**
- 6. Pleaser**
- 7. Has to do everything right**
- 8. Is nice to everyone**
- 9. Well rounded**
- 10. Always busy**

## Developmental Trends: Gender & Social Media

- Girls typically send and receive 50 more texts a day than boys.
- Girls age 14-17 = 100 texts/day
- Girls are more likely than boys to carry their phones on them at all times
- Boys spend more time than girls playing console video games, computer games, and going to video websites like YouTube.

**2. How does social media  
“plug into” girls, i.e., how does  
it impact their interactions  
with each other?**

danah boyd

# It's Complicated

the social lives of networked teens

h a t r w r e m  
v a t r h j o s o m j k  
d z v k o b g q c r x o  
m r k v m q l e o



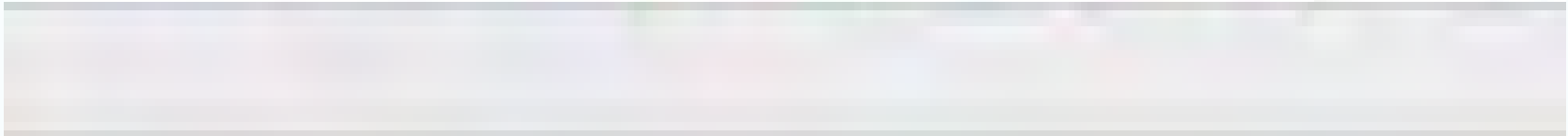
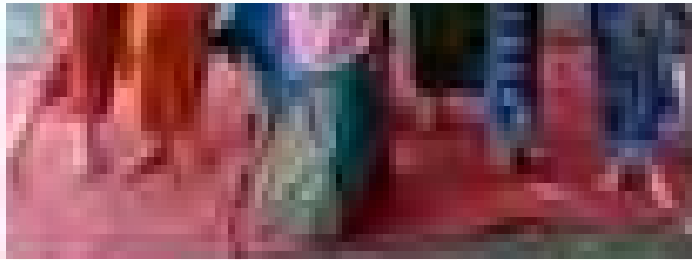


- **Myth:** Social media has changed everything about how girls interact with each other. **Fact:** No, it has not.
- **Truth #1:** Social media has taken things that used to be private and made them public and tangible.

**THEN**

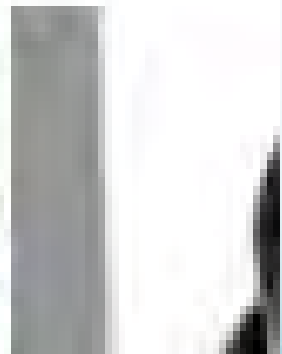
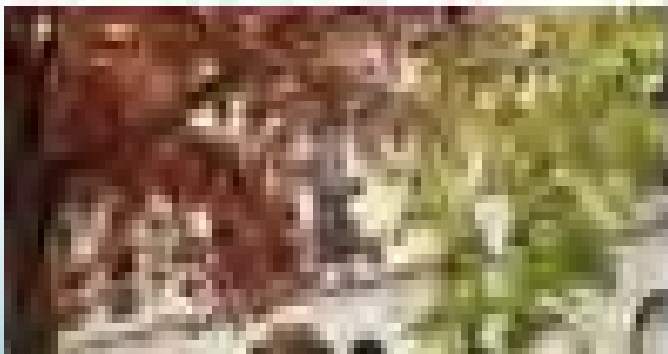


# IN THE INTERNET AGE



Friends - 2,629 (2 Mutual)

**NOW**



# Is this the future?



# Here's What's Really Different:

- Persistence: Content may never be deleted.
- Visibility: Audience is amplified: more possible participants, more fallout.
- Searchability: Content can be easily found.
- Spreadability: Content spreads at a more rapid pace.



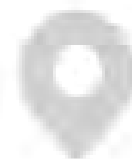
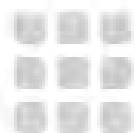


[REDACTED]



....

рyетту little liars 👧👧 👱👑 👧👧 😍 shay mitchell ,  
janel parrish && miley cyrus 😍 😍 🐶  
Lola&&Chloe 👧 😍 Lior'!





[Redacted name]

🕒 17h



♥️ 74 likes

👤 [Redacted] 1, 2, 3, BALL 🏀

view all 7 comments

👤 [Redacted] BOOM

👤 [Redacted] SEND THIS TO ME

👤 [Redacted] Omg I love your profile pic. Send it to me

itten\_x

30

#friends #fun #TagsForLikes #funny #  
#agood #igers #friendship #party #chill #h  
#photooftheday #live #forever #smile #b  
#bestfriend #lovethem #bestfriends #go  
ies #awesome #memories #goodtimes #

**Truth #2: Social media provides a sense of control by allowing girls to curate their own “brand.”**

**Truth #3: Social media provides the *illusion* that it can answer the questions that plague most adolescent girls.**



- **Do people like me?**
- **What are people saying about me?**
  - **Is someone mad at me?**
- **Am I attractive?**
  - **Am I cool?**
- **Do guys like me?\***

# Do people like me?



Kim [redacted]

im seriously so tired. All i want to do is sleep right now..someone text me and keep me awake! D;

Like · Comment · 18 hours ago · 🗨️

👍 Marissa Lee [redacted] likes this.

Write a comment...

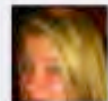


Kim [redacted]

I love Cassidy [redacted]. <333 thats it.(:

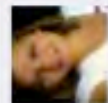
Like · Comment · 19 hours ago · 🗨️

👍 Cassidy [redacted] likes this.



Cassidy [redacted] Haha helll yeaaaaah.(:

19 hours ago · Like · 👍 1 person

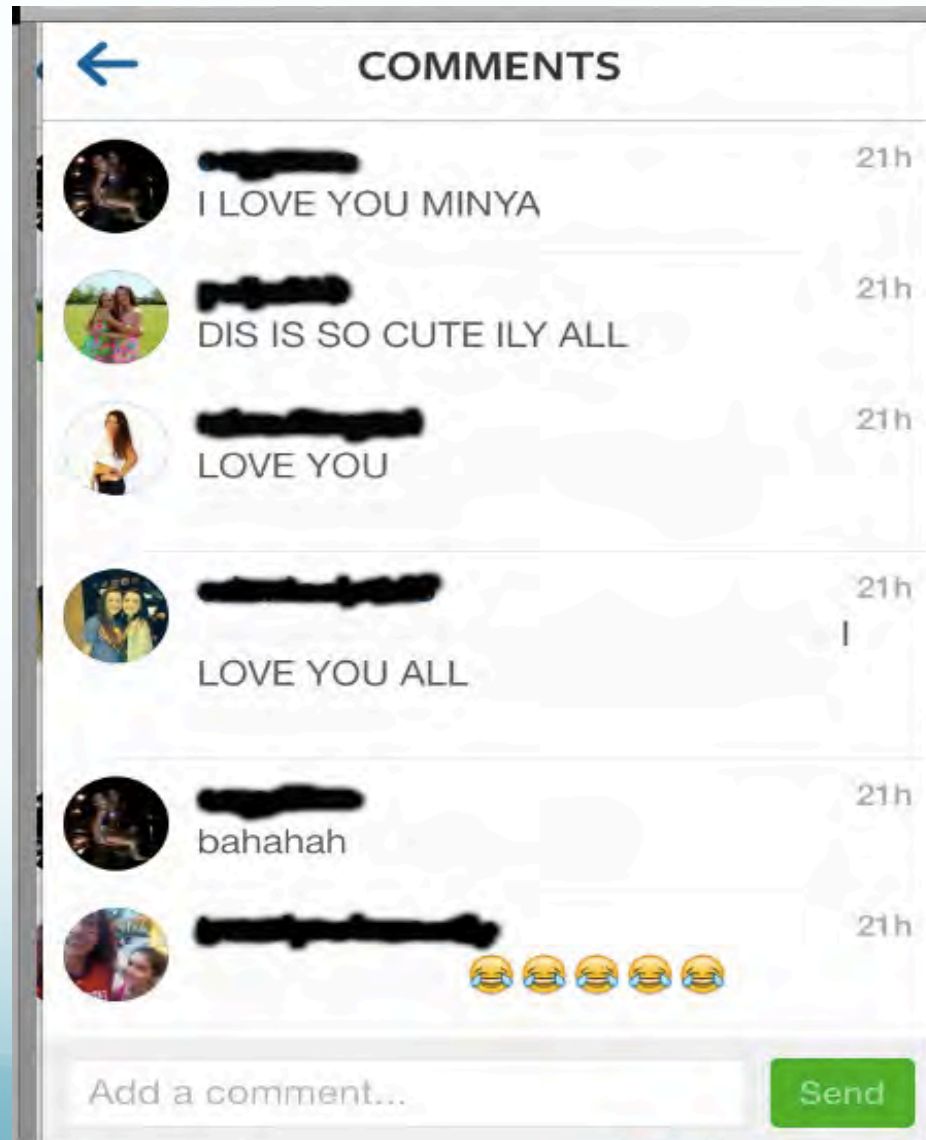


Kim [redacted] (: ♡

19 hours ago · Like

Write a comment...

... do people like me?




# Am I attractive?



The image shows a social media post. At the top is a video frame showing a woman in a striped shirt standing next to a Superman costume. Below the video is a list of comments:









- Profile: **Barbie** (2018)
- Comment 1: **Barbie** (2018) - I love you so much!
- Comment 2: **Barbie** (2018) - You are so beautiful!
- Comment 3: **Barbie** (2018) - You are so cute!
- Comment 4: **Barbie** (2018) - You are so sexy!
- Comment 5: **Barbie** (2018) - You are so beautiful!
- Comment 6: **Barbie** (2018) - You are so cute!
- Comment 7: **Barbie** (2018) - You are so sexy!
- Comment 8: **Barbie** (2018) - You are so beautiful!
- Comment 9: **Barbie** (2018) - You are so cute!
- Comment 10: **Barbie** (2018) - You are so sexy!
- Comment 11: **Barbie** (2018) - You are so beautiful!
- Comment 12: **Barbie** (2018) - You are so cute!
- Comment 13: **Barbie** (2018) - You are so sexy!
- Comment 14: **Barbie** (2018) - You are so beautiful!
- Comment 15: **Barbie** (2018) - You are so cute!
- Comment 16: **Barbie** (2018) - You are so sexy!
- Comment 17: **Barbie** (2018) - You are so beautiful!
- Comment 18: **Barbie** (2018) - You are so cute!
- Comment 19: **Barbie** (2018) - You are so sexy!
- Comment 20: **Barbie** (2018) - You are so beautiful!
- Comment 21: **Barbie** (2018) - You are so cute!
- Comment 22: **Barbie** (2018) - You are so sexy!
- Comment 23: **Barbie** (2018) - You are so beautiful!
- Comment 24: **Barbie** (2018) - You are so cute!
- Comment 25: **Barbie** (2018) - You are so sexy!
- Comment 26: **Barbie** (2018) - You are so beautiful!
- Comment 27: **Barbie** (2018) - You are so cute!
- Comment 28: **Barbie** (2018) - You are so sexy!
- Comment 29: **Barbie** (2018) - You are so beautiful!
- Comment 30: **Barbie** (2018) - You are so cute!
- Comment 31: **Barbie** (2018) - You are so sexy!
- Comment 32: **Barbie** (2018) - You are so beautiful!
- Comment 33: **Barbie** (2018) - You are so cute!
- Comment 34: **Barbie** (2018) - You are so sexy!
- Comment 35: **Barbie** (2018) - You are so beautiful!
- Comment 36: **Barbie** (2018) - You are so cute!
- Comment 37: **Barbie** (2018) - You are so sexy!
- Comment 38: **Barbie** (2018) - You are so beautiful!
- Comment 39: **Barbie** (2018) - You are so cute!
- Comment 40: **Barbie** (2018) - You are so sexy!
- Comment 41: **Barbie** (2018) - You are so beautiful!
- Comment 42: **Barbie** (2018) - You are so cute!
- Comment 43: **Barbie** (2018) - You are so sexy!
- Comment 44: **Barbie** (2018) - You are so beautiful!
- Comment 45: **Barbie** (2018) - You are so cute!
- Comment 46: **Barbie** (2018) - You are so sexy!
- Comment 47: **Barbie** (2018) - You are so beautiful!
- Comment 48: **Barbie** (2018) - You are so cute!
- Comment 49: **Barbie** (2018) - You are so sexy!
- Comment 50: **Barbie** (2018) - You are so beautiful!


# Do Guys Like Me?



Added January 23


2 people like this.

-  DAYUMMMM sexyy  
January 23 at 9:06pm · 1 person
-  nice  
January 23 at 9:06pm
-  thanksss :)  
January 23 at 9:06pm
-  Damn  
January 23 at 9:08pm
-  haha  
January 23 at 9:08pm
-  nice ass :)  
January 25 at 9:40pm · 1 person
-  haha thankss loveee  
January 25 at 9:42pm
-  dammmm  
January 26 at 1:32pm

From the album:  
Profile Pictures by 

Share  
Tag This Photo  
Report This Photo

**glee**  
Like - 309,317 |  
Find the Perfect O  
modcloth.com  
Free For Women  
signup.womanfree  
Hot Shoes. Just \$1  
shoedazzle.com

Rinat Brodach  2 Car



- **Truth #4** ...But social media ultimately exacerbates these questions, putting girls on an emotional roller coaster, which has significant implications for mental health:  
Anxiety. Depression. Insecurity.  
Exclusion. Anger. Hurt.  
Self Image Issues

# *Is she mad at me?*



# Why wasn't I invited?



# More opportunities to connect . . .

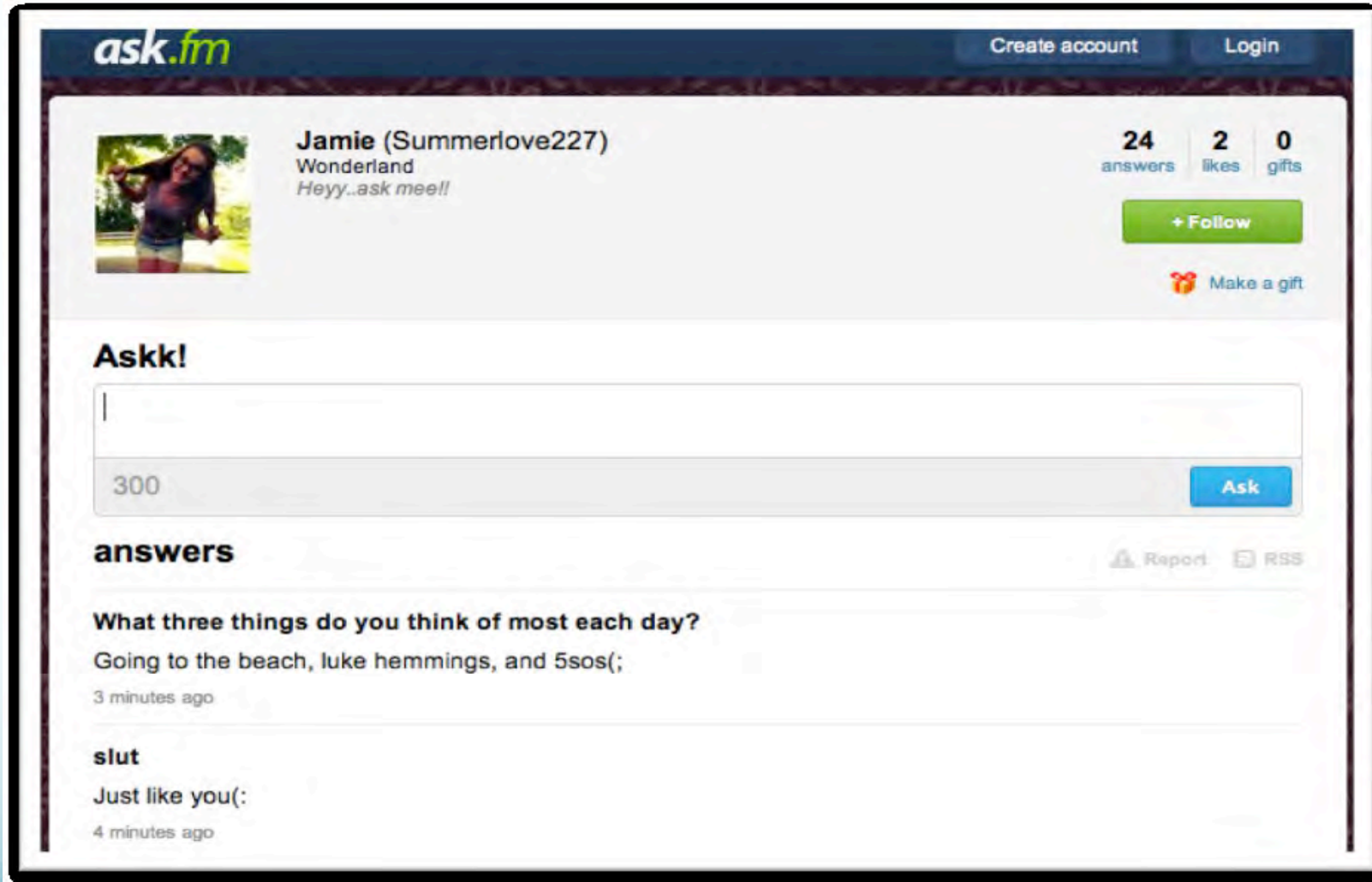
- . . . means more opportunity to be excluded, or to **feel excluded.**
- **Exclusion is now more passive than in the past.**  
It's not necessarily direct or overt, and it may not be based upon tangible issues. It is oftentimes 'implied' in social media . . .
- . . . and paradoxically, it requires more effort to **call out (to confront or identify or verify) suspected exclusion.**

**Example:**

## **Social Exclusion: Technology Has Brought With It a New Level of Uncertainty and Anxiety**

A middle school girl is doing her homework on Saturday afternoon when she starts getting snapchats from three of her friends. It's clear that they are all hanging out together and seem to be having a great time. She didn't know that they were getting together and, even though they're her friends and she knows they probably don't mean to be hurtful, she still feels bad and excluded.

# What do people really think of me?




The image shows a screenshot of an ask.fm profile for a user named Jamie (Summerlove227). The profile includes a profile picture of a woman, a bio, and statistics for answers, likes, and gifts. Below the profile information is a section for asking questions, followed by a list of answers to a question about daily thoughts.

**ask.fm** [Create account](#) [Login](#)

**Jamie (Summerlove227)**  
Wonderland  
*Heyy..ask mee!!*

24 answers 2 likes 0 gifts

[+ Follow](#)

 [Make a gift](#)

**Ask!**

300 [Ask](#)

**answers** [Report](#) [RSS](#)

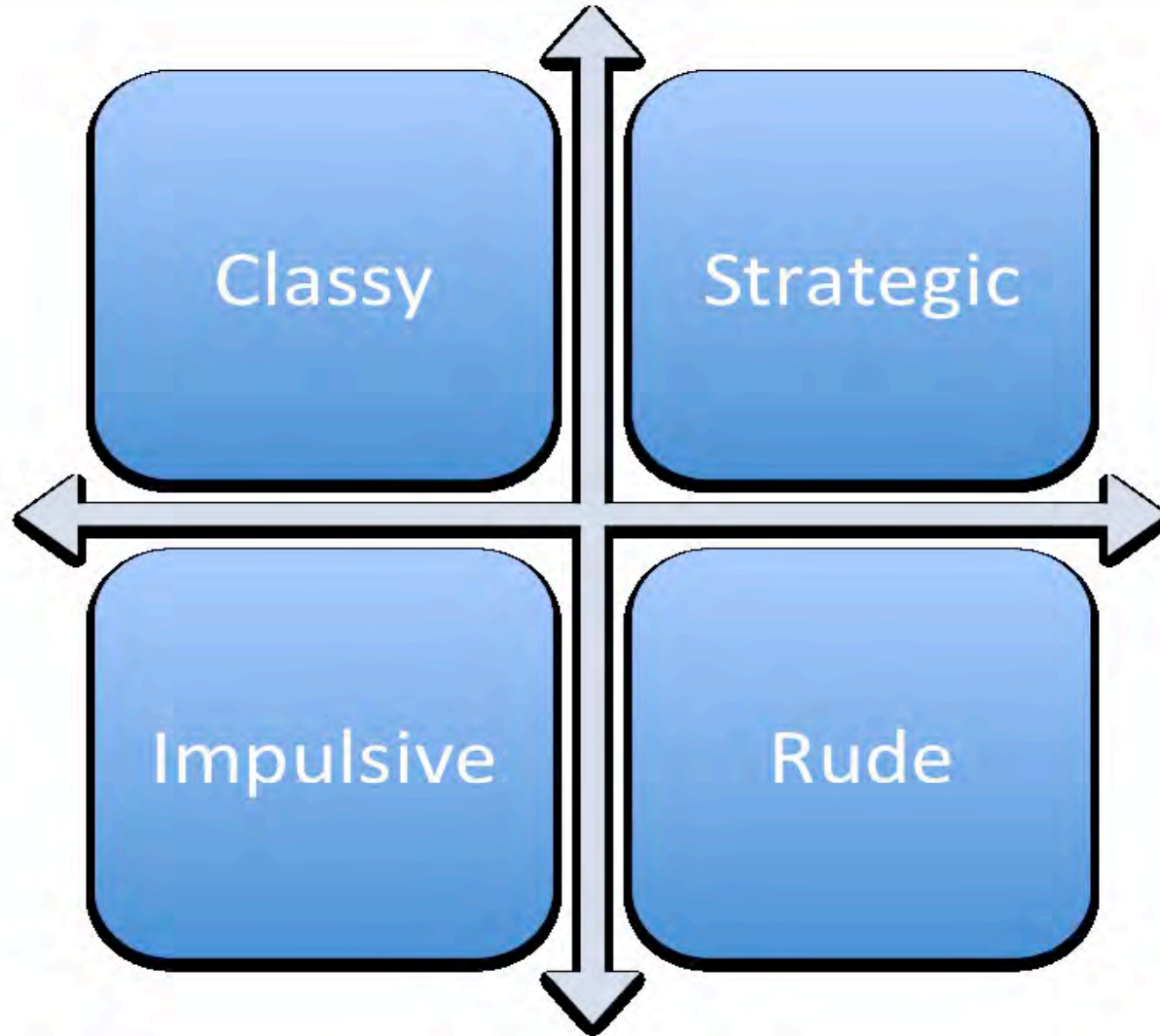
**What three things do you think of most each day?**

Going to the beach, luke hemmings, and 5sos(;  
3 minutes ago

**slut**

Just like you(:  
4 minutes ago

# Use a Reaction Matrix for Teaching Response to Social Network 'Crisis'



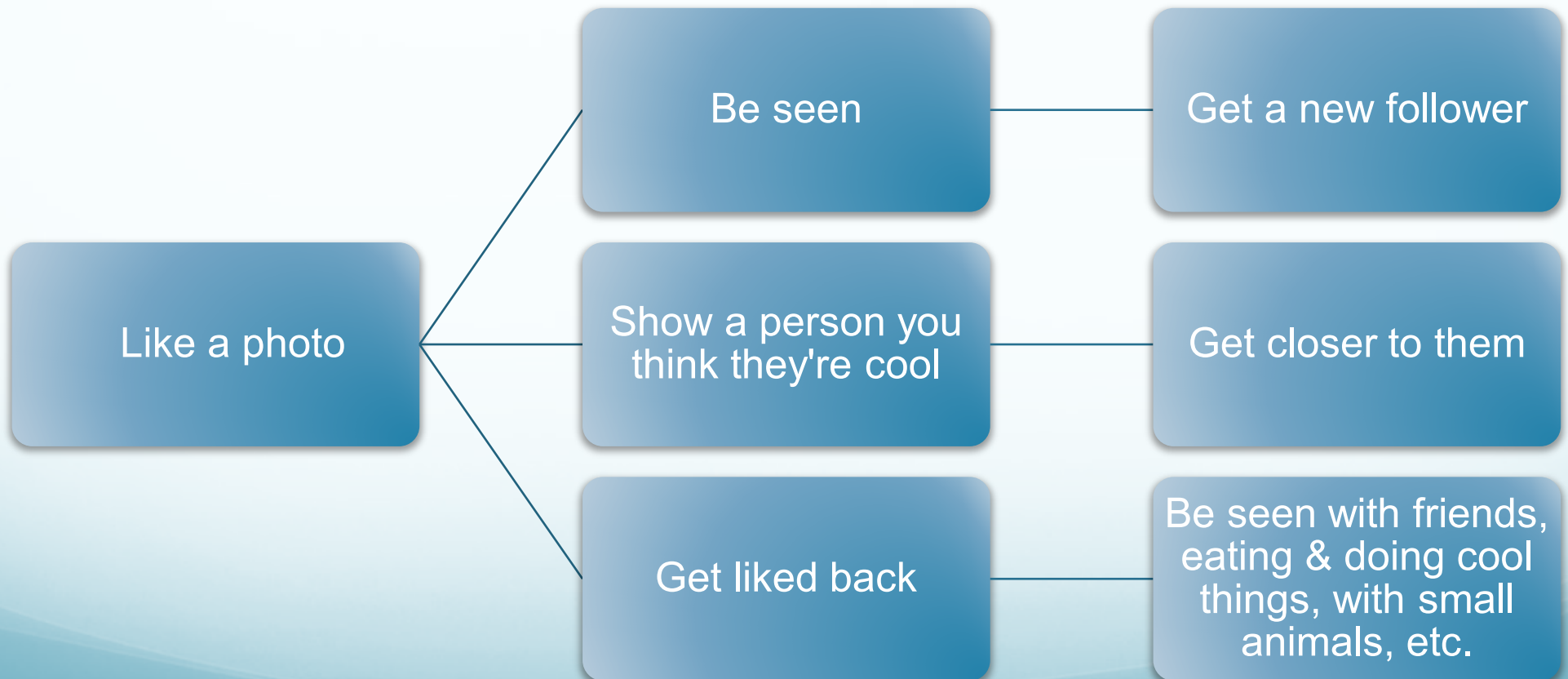
**Classy:** You show grace under fire; you handle yourself admirably, in a way you and others can be proud of

**Impulsive:** Acting in a situation without thinking much or at all

**Strategic:** You take time to think about how you're going to handle the situation.



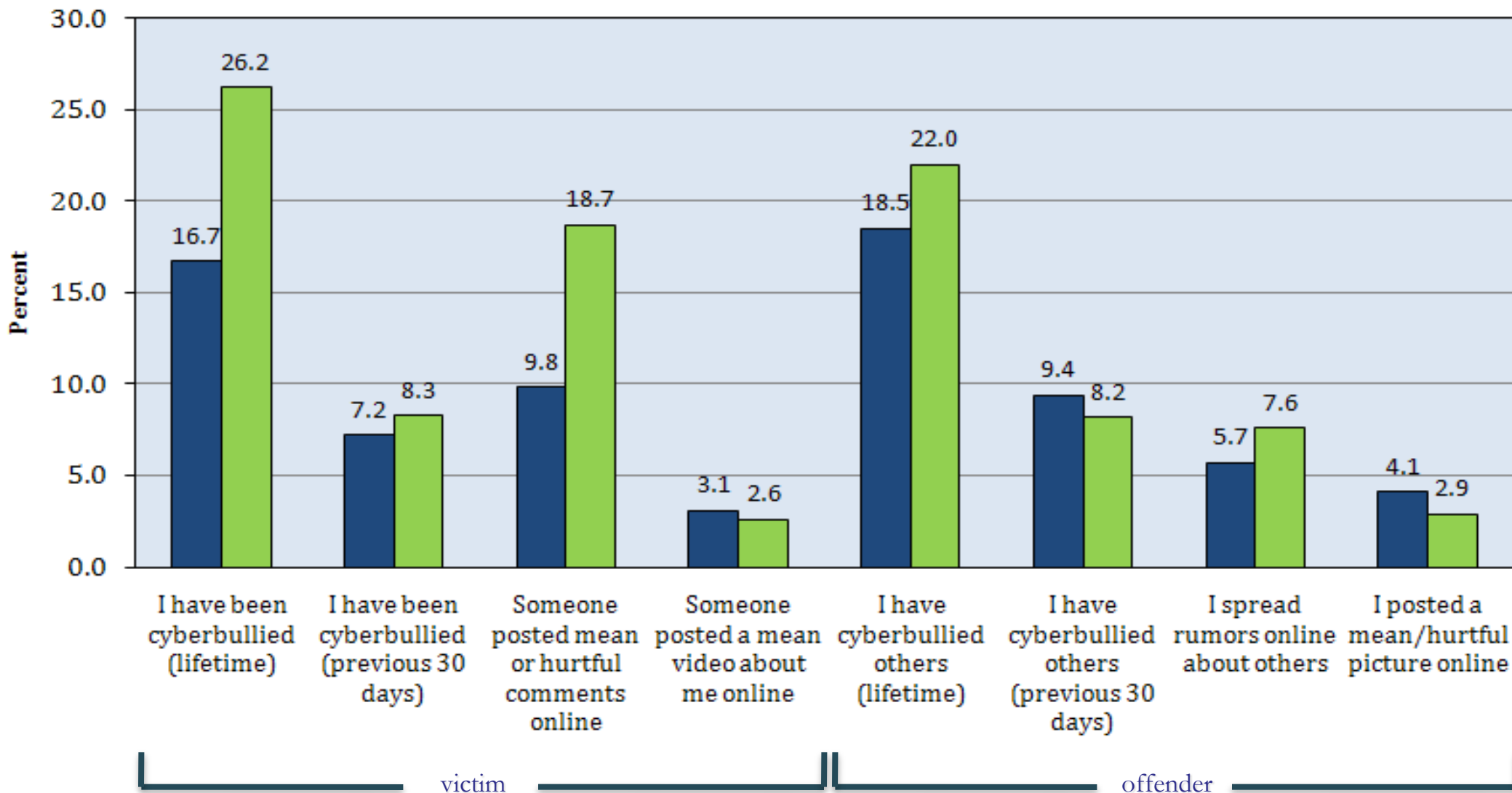
# Approach: Help Adolescents Understand the Dynamics of the Instagram “Ecosystem”, i.e., Why Do People 'Like' Instagram Photos?



# Messages - What They Need to Know

- You are not the sum of your “likes” and “friends.”
- Instagram & Facebook are curated sites: we only see what people want us to see. It's 'socially motivated' and may not have much to do with you.
- Instagram is for sharing your life in photo form. It's NOT for getting people to tell you how pretty you are.

# Cyberbullying by Gender



2010 data; n=6211

■ Male (n=3283) ■ Female (n=2839)

Source: Cyberbullying Research Center

# Digital Self-Harm

- 9% of youth surveyed report using the Internet to bully themselves.

Source: Elizabeth Englander, "Digital Self-Harm: Frequency, Type, Motivations & Outcomes."  
Report of the Massachusetts Aggression Reduction Center, June 2012.

**How should adults monitor  
and regulate girls' use?**

# **Two Guiding Principles**

- 1. Using technology – especially social media – is a privilege, not a right. They must use it wisely, or lose it.**
- 2. We are raising/teaching/counseling digital citizens. It is an unescapable fact of life in today's world.**



To learn about a transformative summer experience for girls at Mt Holyoke College, visit [www.GirlsLeadership.org](http://www.GirlsLeadership.org)



**Rachel  
Simmons**

LEADERSHIP FOR LIFE

## **How to Connect with Me:**

**[www.RachelSimmons.com](http://www.RachelSimmons.com)**

**FB(Public Page) \* [@RachelJSimmons](#)**

**Instagram: [RachelJSimmons](#)**

*To learn about a transformative summer experience  
for girls at Mt Holyoke College, visit  
[www.GirlsLeadership.org](http://www.GirlsLeadership.org)*



# Engaging Girls With Technology

**Danielle Tarino**, *Public Health Advisor*  
Health Information Technology Team  
Center for Substance Abuse Treatment

Substance Abuse and Mental Health Services Administration



# Engaging Girls With Technology Its Role in Mental Health



## **Danielle Tarino**

*Public Health Advisor, SAMHSA  
Center for Behavioral Health  
Statistics and Quality (CBHSQ)*



# Online Predators

According to **The Journal of Adolescent Health** (Volume 47, 2010), in 82% of online sex crimes against minors, the offender used the victim's social networking site to gain information about the victim's likes and dislikes.



# How do girls use mobile devices?

- Interpersonal Communication
- “Defining” one’s personal identity through social networks such as Facebook, Instagram and Twitter (from the perspective of comparing herself to other girls)
- Educational purposes (i.e. school projects and research)

# How can we leverage technology to have a positive impact upon mental health and development?



- Today's learners are different than any other generation who has lived. Technology has changed the developmental landscape.
- The number of women pursuing Science, Technology, Engineering and Math degrees has declined since the mid- 1980s\*

\*

American Library Association ([ala.org](http://ala.org))



# Building Self Confidence in Girls



- App Camps for Girls:

*“Summer camp here is less crafts and s’mores, more design interfaces and Xcode. Instructed and mentored by successful female designers and developers, the campers learn the software business firsthand: brainstorming, designing, and building iPhone apps.”*



# Technology and Mental Health



- Effective engagement strategies in providing mental health services to children and adolescents:
  - Writing/Journaling
  - Practice of Mindfulness
  - Activity (Mental or Physical)

**There's an  
app for  
that!**



# Mental Health and Skill Building Apps



- eCBT (Cognitive Behavioral Therapy) Calm
- Diary Card
- Fashion Math (Mental Activity and Learning)
- Divorce App by Dr. Woliver
- 11 Social Skills



# Building Self Esteem



- Self Esteem Building Guide (4 stars)
- Dove Self Esteem (4 stars)
- Facebook Self Esteem Groups
  - “Girls’ Self Esteem”  
Page has over 6,000 likes

# Responsible Social Networking is Taught. Involve the Parents of Adolescents.



Work with parents to access online networks and resources, which assist them in learning behavioral health strategies - including tactics for having constructive conversations with youth about drugs, alcohol, and issues arising from social networking.

# 'Talk They Hear You' Campaign

- SAMHSA is engaging parents through technology, to teach conversation tactics for talking to children about underage drinking
- <http://store.samhsa.gov/product/Talk-They-Hear-You-Underage-Drinking-Prevention-Campaign/SMA13-4755>



# Resources

- SAMHSA's Girls Matter! <http://www.tinyurl.com/girlsmatter2014>
- Other SAMHSA resources <http://www.samhsa.gov>
- HHS, Office of Women's Health, girls health website [www.girlshealth.gov](http://www.girlshealth.gov)
- HRSA Office of Women's Health, health & wellness <http://www.hrsa.gov/womenshealth/wellness/>
- Futures without Violence <http://www.futureswithoutviolence.org/>



# Resources *continued*

- Interagency Working Group on Youth Programs, collaborative website <http://findyouthinfo.gov/>
- National Institute on Drug Abuse, teen website <http://teens.drugabuse.gov/>
- National Online Resource Center on Violence Against Women, Teen Dating Violence Special Collection <http://www.vawnet.org/special-collections/TDV.php>
- Federal collaborative website on bullying <http://www.stopbullying.gov/>

**This is the end of the 4th Study Guide in this FREE-to-read-print-and-save presentation, copyrighted and published in the public domain by SAMHSA et al., and sponsored online by CEU By Net.**

**Please proceed on to the final Study Guide in this sponsored course - Study Guide Five. If you wish to earn a certificate for 5 Clock Hours of CE Credit, you may take the five short quizzes for this course, at your own convenience, by following the link to Course 5N from your My Home Page. You must be enrolled in the course to take the quizzes.**

---

**Cheers! CEU By Net**

# Join the Conversation



SAMHSA invites you to join the conversation about adolescent girls' behavioral health on Facebook and Twitter with hashtag #girlsmatter2014