

# TEENS, VIDEO AND ONLINE FRIENDSHIPS

For today's teens, it's possible to have thousands of "friends" on social media. Find out how this is influencing the way their friendship groups are structured, and how they interact online, particularly through video.

## New notions of friendship

Based on the level of trust, teenagers' friendship circles can be divided into Broadcast, Communication and Interaction.

### Teens' friendship circles:



## The impact of trust

Trust has a big impact on teens' behavior towards each group. Having a number of social accounts, allows them to control what they share and with whom.

## BROADCAST

All friends SHARE

### Includes:

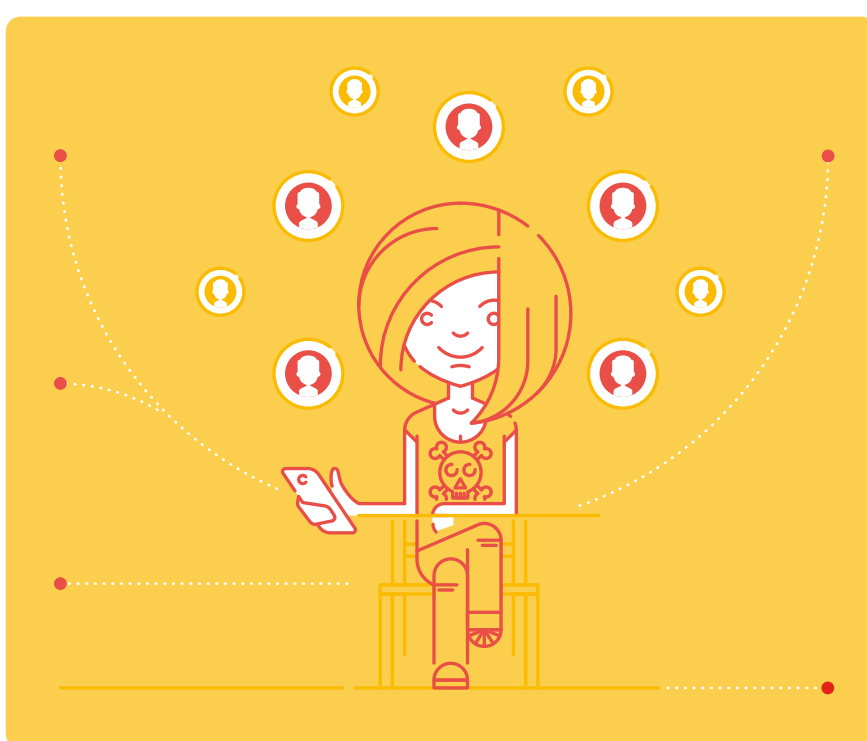
All followers/friends  
Could range from 100-1000 individuals

### Actions:

Check in on a daily basis  
Infrequent posting

### Aim:

To maintain a connection  
Broadcasting – to inform, entertain and impress



### Behavior:

Careful curation of images  
Selfies are not overused – oversharing isn't seen as "cool"



## COMMUNICATION

Invited friends POST

### Includes:

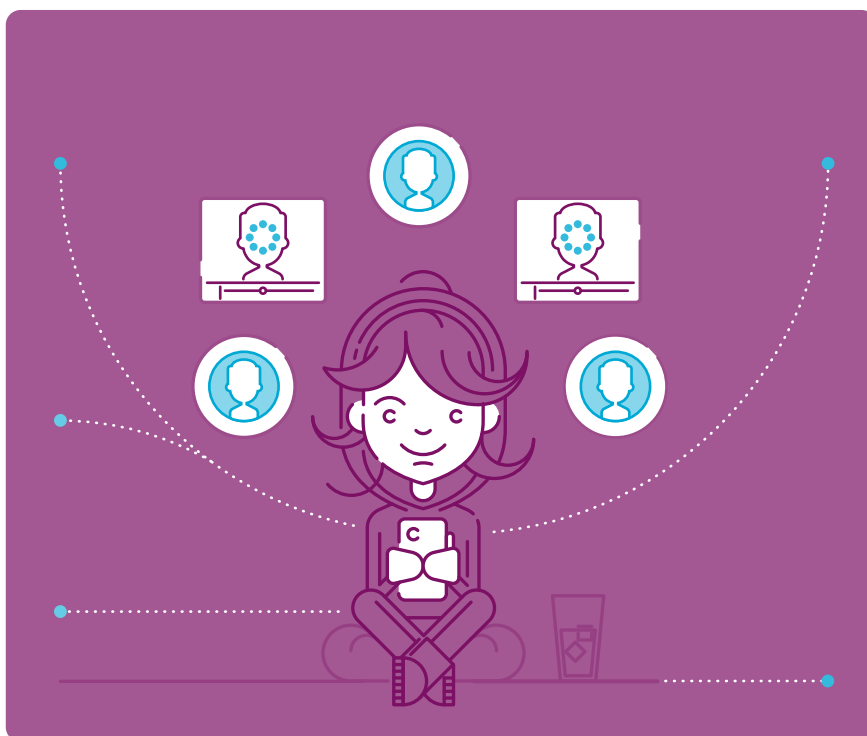
Fewer individuals, who are invited to be friends  
Could range from 20-100 individuals

### Actions:

More frequent checking  
More frequent posting

### Aim:

Creating and maintaining a connection, frequently through shared interests



### Behavior:

Posts much less curated  
Increased use of video, as well as video calling



## INTERACTION

Closest friends CHECK IN

### Includes:

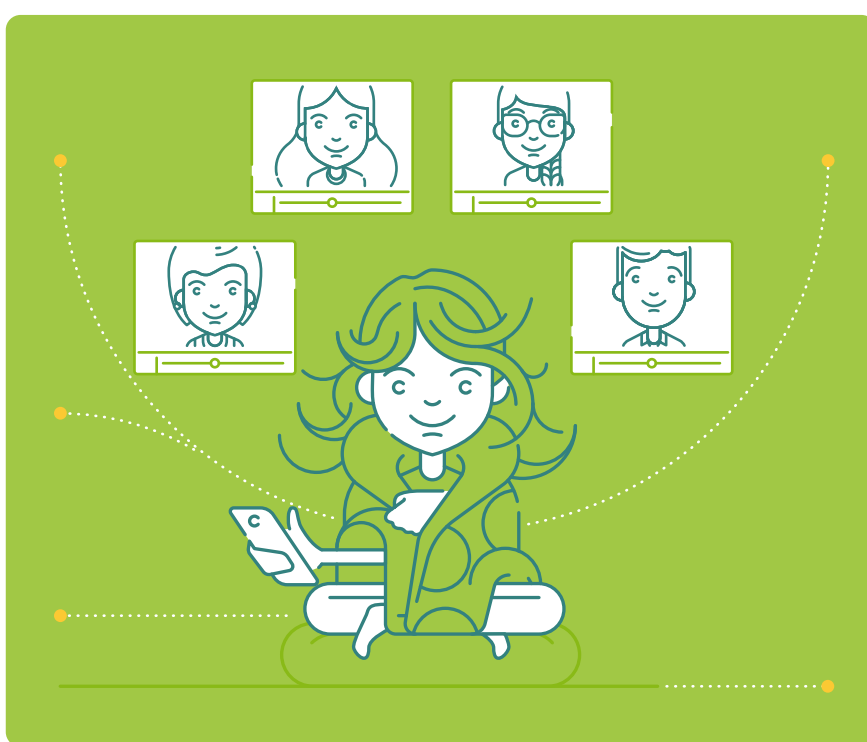
Closest, most trusted friends  
Could range from 4-6 individuals

### Actions:

Constant checking and posting

### Aim:

Constant interaction and intimate sharing – just like real life



### Behavior:

Users more relaxed about presenting their "real selves"  
Video and video calling are a key component of communications



## CONCLUSION



The less a group is trusted, the more a user curates their posts



The more trusted a group is the more video is used. This is because it is harder to curate video – you have to show your real self