

TEENS & SCREENS

OCT 2023

WHAT TEENS
ARE ACTUALLY
THINKING ABOUT

EXCLUSIVE



ROMANCE OR
NOMANCE?

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 CENTER FOR
SCHOLARS &
STORYTELLERS

UCLA

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Notification Center

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INTRODUCTION

The period of **extended adolescence (10-24)** brings about a multitude of biological, cognitive, and psychosocial changes. However, public understanding of adolescent development lags behind what current research tells us, and popular culture often reinforces our worst assumptions. The adolescent years mark a period of rapid growth, development, and learning as young people discover and adapt to the world around them. During this critical period, youth develop a **clearer sense of their personal identity through messages they receive from their culture and environment which is increasingly dominated by media.**

Adolescents are using this media for various reasons – from entertainment and play, to learning and communicating. With the increased exposure to content and storytelling through various media channels, the need to monitor and ensure positive social-emotional influence during a time of vast change puts an **important collective responsibility on today’s storytellers.**

Gen Z’s values and desires reach depths beyond what society has typically explored. As demonstrated in this report, they’ve grown tired of stereotypical, heteronormative storytelling that valorizes romantic and/or sexual relationships – especially ones that are toxic – and are looking for more representations of friendship, which is a core aspect of adolescence and social well-being.

Unfortunately, the current generation of adolescents is in crisis. Too often adults project their own subjective viewpoints as to what’s best for youth: we don’t listen enough and we don’t bring them into the process of creation as often as we should be. At the Center for Scholars & Storytellers, we are trying to change this. Through our **Youth Media REpresentation Program**, we support teens in amplifying their voices toward content creators by providing training in research, expression, and public engagement. And with this report, we go directly to adolescents to ask them what they want from the media they consume.

With that in mind, our Gen Z authors offer the following guidance...

“Storytelling (as an art) has the incredible power to influence the mood of the zeitgeist and the lens through which people see the world. Ask young people what it is they want to see, then *listen*: Shine a light on the ideas, characters, and relationships they desire in your stories, and **the same light will appear in the real world.**”

Want to hear more from our Gen Z authors about their interpretation of these findings? Read more by **clicking here** or **scanning the QR code:**



Generation Z

Generation Z can be defined as those born between 1997 and 2012¹, though the end year will likely evolve as we develop a better understanding of the next generation, Gen Alpha. This generation’s identity has been shaped by the digital age, heightened awareness of systemic injustices and climate change, a shifting financial landscape, and COVID-19.²

PROJECT DESCRIPTION

The **Center for Scholars & Storytellers (CSS)**, based in the Psychology Department at UCLA, sought to examine **adolescents' perspectives of the entertainment and social media content** they consume through its annual Teens & Screens survey. In its second year, this survey was designed to ask adolescents across the United States what topics they wish to see in the content they watch, which media spaces feel more authentic to them (and why), & more. We are grateful to the Funders of Adolescent Science Translation (FAST) for supporting this research and its release.

In August 2023, our survey data was collected from **1,500 adolescents** (ages **10 to 24**). The survey was designed to compare answers to the 2022 survey and also included additional questions asked for the first time in 2023. Survey questions for younger adolescents (ages 10-14) had simpler language and more definitions to guide them better in their responses (questions shown in this report use the language of our 15-24 survey). Respondents closely reflected the U.S. Census in terms of race and gender. Descriptive statistics were calculated for the entire sample and we additionally examined statistically significant differences in survey responses within various groups according to age group, race/ethnicity, gender, sexual orientation, and geographic location. **All statistically significant differences among groups that are shown in this report are connotated with an asterisk (*)**. Please see the Methods section on pg. 20 for more information and a full description of the sample.

ABOUT CSS

The **Center for Scholars & Storytellers (CSS)** at UCLA is the only youth-centered organization that bridges the gap between social science research and media creation to help storytellers better reflect the lived experiences of adolescents. We bring together the academic and creative communities to unlock the power of storytelling to help the next generation thrive and grow. Our primary aim is to support content creators who are working toward changing entrenched cultural narratives around the key issues of diversity, equity, inclusion, mental health, and inequality. CSS founder Dr. Yalda T. Uhls serves as an adjunct professor in the UCLA Psychology Department, and we have more than 100 academic collaborators from universities around the world. You can learn more about our work at scholarsandstorytellers.com.

A QUOTE

"Barbie the movie and girl feels authentic to me. I want to be just like her."



Black Female, 10,
Pennsylvania



DEFINITIONS

The below definitions are how we explained these terms to the respondents:

ASPIRATIONAL CONTENT:

Story worlds that portray rich and famous lives.

BINGE RELEASE:

When all the episodes for a season of a TV show are released at once.

CONTENT CREATOR:

Someone who creates entertaining or educational material to be expressed through any medium or channel, including social media or TV.

DIVERSE:

The representation of individuals within marginalized groups, such as People of Color, the LGBTQ+ community, the disability community, and more.

IP CONTENT:

Content that's based on an already existing media (i.e., intellectual property [IP] content).

MEDIA AND/OR ENTERTAINMENT MEDIA:

Content that users see on TV, streaming services (e.g., Netflix, Disney+, etc.), social media (e.g., TikTok, Instagram, YouTube, etc.), video games, and/or more. Specifically, we are referring to media content that is used outside of school for non-educational purposes.

ORIGINAL CONTENT:

Films or shows that are new and unique, and are not based on an existing piece of media.

ROMANTIC RELATIONSHIPS:

An ongoing relationship between partners involving expressions of affection and intimacy (which may or may not include sex).

STREAMING SERVICES:

Platforms that deliver content for TV shows and/or movies such as Netflix, Disney+, and more.

THE AMERICAN DREAM:

The idea that, in America, anyone can get to the top of society if they work hard and are a good person.

WEEKLY RELEASE:

When each week, a new episode for a TV show is released.

DEFINITIONS

The following definitions explain how we grouped demographics for our findings:

On Extended Adolescence: Before & Beyond the “Teen” Years

Extended adolescence, which includes ages 10-24, is a critical period of development where young people gain independence and form their values.³

YOUNGER ADOLESCENTS:

Adolescent participants that are between 10-12 years old.

MIDDLE ADOLESCENTS:

Adolescent participants that are between 13-17 years old.

OLDER ADOLESCENTS:

Adolescent participants that are between 18-24 years old.

GENDER-NONCONFORMING ADOLESCENTS:

Inclusive of participants who identified as neither male or female. This includes participants who identified as nonbinary or genderfluid.

PEOPLE OF COLOR (POC) ADOLESCENTS:

Participants who identified as Black, Asian, Pacific Islander, Hispanic and/or Latine, Middle Eastern/North African (MENA), Native American/Indigenous, and Other (non-White and non-Caucasian).

LGBTQIA+ ADOLESCENTS:

Those who identified as part of the community that includes lesbian, gay, bisexual, transgender, queer, intersex, asexual/aromantic/agender, and others.

MAIN FINDINGS



Center for Scholars & Storytellers

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Posts

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Useful Resources



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Posted by u/CSSReseachTeam

1. Romance Or Nomance? Less Romance & More Friendship!



51.5% of adolescents want to see more content focused on friendships and platonic relationships.

2. Viewing Habits



Very few adolescents prefer aspirational content. The majority favor original content over IP-based content. Also, the majority prefer binge releases over weekly releases.

3. Gen Z Views Shift As They Age Up



Older adolescents' views on the portrayal of the American Dream deviate from their younger peers' views, as well as their preferences for who they want to see cast as the hero of the story.*

4. Social Media is the Moment, TikTok is That Girl



Social media is still rated the most authentic media platform. Amongst social media platforms, TikTok was labeled the most authentic.

#1

ROMANCE OR NOMANCE?

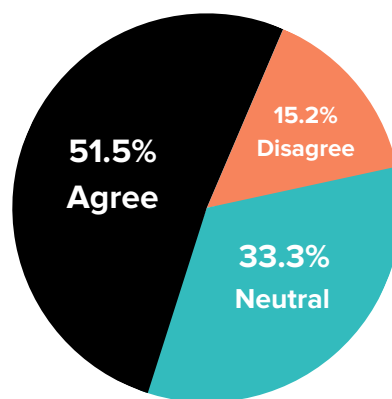
Less Romance & More Friendship!⁴

13-24 Year Olds⁵

Friendships and Platonic Content

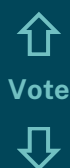
The majority of adolescents (51.5%) expressed a desire for more content centered around friendships and platonic relationships.

Only 15.2% disagreed with this preference.



In response to: I want to see more content that focuses on friendships/platonic relationships.

Note: Question asked was, "Read the following statements and state your level of agreement between strongly disagree (1) and strongly agree (5)"



PINNED BY MODERATORS
Posted by u/HarrisInsights&Analytics

Single and not looking to mingle...

56% of American Gen Z say "I'm noticing that more and more people in my circle are deliberately choosing to be single," signifying their belief that "being single isn't something to fix - it's its own happy ending."

In fact, some are even repulsed by the thought of online dating: "44% of Gen Z say "I would rather clean the toilet than go on another online date."

26 comments Share

The statistics in this box are from: (Harris Insights & Analytics; Singles in America, 2023)

#1 ROMANCE OR NOMANCE?

A near majority⁶ felt that romance in media is overused (44.3%).

A surprising 39% want to see more aromantic⁷ and/or asexual⁸ characters on screen.

47.5% of adolescents said that sex isn't needed for the plot of most TV shows and movies.

More on the asexual and aromantic spectrum...

Someone can identify as a part of the asexual spectrum but can still have romantic attraction towards others. Similarly, someone can identify as part of the aromantic spectrum but can still have sexual attraction towards others. **AroAce** is a term used to describe someone who identifies as both aromantic and asexual.



Adolescents are also rejecting the dominating portrayal of traditional heteronormative relationships, and are **calling for more diverse types of relationships** in media.



Black Male, 17, Georgia

"I don't like [that] every time a male and female character are together on screen, studios feel the need to make them fall [in] love. there's a **complete lack of platonic relationships in american cinema**"

↑ 23 ↓ Reply Share ...

STEREOTYPE ALERT!

The stereotype of how romantic relationships are included and **often feel unnatural, forced, or toxic** was ranked 4 out of the top 10 most disliked stereotypes. The top stereotypes/tropes mentioned in this category included **relationships being necessary** to be happy, male and female leads always having to end up together romantically, love triangles, and more.

To: Teens & Screens 2023 Groupchat

Thoughts on romantic relationship stereotypes in media?

White Female, 23, Georgia

“The main [stereotype] I always see is a person who comes from nothing, falls in love and gets everything they always wanted. I feel sometimes it sets a mindset [for the] younger generation that all they need is a significant other to be happy...”

Asian Female, 23, New York

“The guy would be a jerk to the woman but she would end up falling in love with him.”

Black Male, 10, Georgia

“The enemies to lovers trope ew it's so boring.”

White Female, 16, Western USA

“I don't like that every boy and girl friendship has to be romantic at some point. Sometimes people can just be friends.”



Olivia Rodrigo

Calling...



OLIVIA RODRIGO ON IF SHE'S SEEN HBO'S THE IDOL⁹:

“I don't have the desire to. I remember walking out of Barbie and being like, ‘Wow, it's so long since I've seen a movie that is female-centered in a way that isn't sexual or about her pain or her being traumatized.’”



#2

VIEWING HABITS

10-24 Year Olds

WHAT THEY WANT TO WATCH: TYPE

Aspirational vs. Real life?

As in 2022, **aspirational stories** about rich and famous people were lowest on the list of what adolescents want to watch, with only **10.5%** of adolescents selecting this as their preference.¹⁰

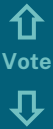
They're "just like me for real!!!"



Adolescents' **top choice** was to see issues that **mirror their personal life** and are relatable (**29.6%**), followed by **real life issues** that impact society (**26.5%**).

Older (29.4%)*, LGBTQIA+ (33.8%)*, and POC (29.4%)* adolescents most wanted to see **real life issues that impact society**.

Remakes vs. Original?



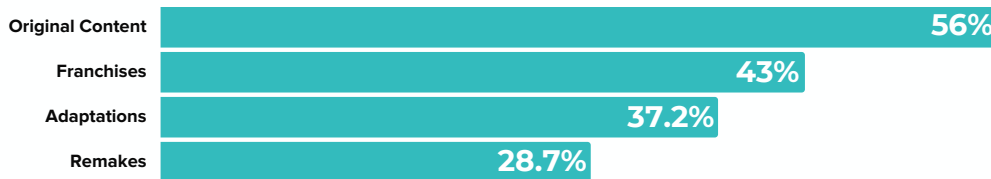
PINNED BY MODERATORS
Posted by u/CSSResearchTeam

The majority of adolescents preferred original content (**56%**) over franchises, adaptations, and remakes (i.e., IP-based content).

10 comments Share ...



Original vs. IP Content



Note: Question asked was, "Hollywood has recently made a lot of content that's based on an already existing piece of media (also known as intellectual property [IP] content), in addition to their usual original content. What kind of content do you like to see in the TV shows and/or movies that you watch?" Participants rated their level of interest for each type. These results encompass both "very interested" and "extremely interested." These results encompass the answers of all adolescent respondents.



White Male, 11, Arizona

"One TV show that feels authentic to me is *Stranger Things*. It authentically captures the essence of 1980s nostalgia while telling a compelling and original story, creating a unique and immersive viewing experience that resonates with both its characters and the audience."

10 Reply Share ...

#2 VIEWING HABITS

WHAT THEY WANT TO WATCH: TOPICS

On a list of 21 choices of what they prefer to see in TV shows and/or movies, adolescents' top choices were **hopeful, uplifting content** with people beating the odds and stories about people with **lives like their own**.



Vote



PINNED BY MODERATORS

Posted by u/CSSResearchTeam

Rankings for all Adolescents (10-24)

- | | |
|--|--|
| 1 Hopeful, uplifting content with people beating the odds | 10 Lifestyles of the working class and/or low socioeconomic class |
| 2 People with lives like my own | 11 Racial minorities |
| 3 Action and/or fight scenes (may include guns and violence) | 12 Lifestyles of the super rich or famous |
| 4 Superheroes | 13 Romance and/or sex |
| 5 Friendships and social groups (popular, unpopular, etc.) | 14 Systemic injustice AND Sports (tied) |
| 6 Family life and relationships with parents | 15 Current events (e.g., political and social issues, etc.) |
| 7 Content that doesn't include sex or romance | 16 Climate change |
| 8 People with lives unlike my own | 17 Partying and/or drugs and drinking |
| 9 Dystopian and/or apocalyptic AND Mental health/illness (tied) | 18 Immigration |
| | 19 Nonbinary and LGBTQIA+ Identities |



Top 5 Rankings for LGBTQIA+ Adolescents

- | | |
|--|---|
| 1 Nonbinary and LGBTQIA+ Identities | 4 Dystopian and/or apocalyptic |
| 2 Mental health/illness | 5 Action and/or fight scenes (may include guns and violence) |
| 3 People with lives like my own | |

Similarly to last year, LGBTQIA+ adolescents ranked **Nonbinary and LGBTQIA+ Identities** and **Mental Health/illness** as their top two topics of content they want to watch.

#2 VIEWING HABITS

WHY THEY WANT TO WATCH: SENTIMENT

MrBeast was listed by adolescents as the **#1 most authentic media**,¹¹ many citing his charitable nature.



Black Male, 11, Tennessee

“MrBeast, he makes videos about **helping people** all around the world giving back to people who have less and also just other entertaining things he does to **bring people together.**”

↑ 15 ↓ Reply Share ...

Some adolescents mentioned the **relatability** of the content they watch when describing why it’s authentic to them.



Black Female, 21, California

“I would say that *The Chi* series is a relatable tv show because it **features people that look like me**, that live in a neighborhood similar to where I grew up and some of the issues that occurred is **something I can relate to and understand** as a black young female.”

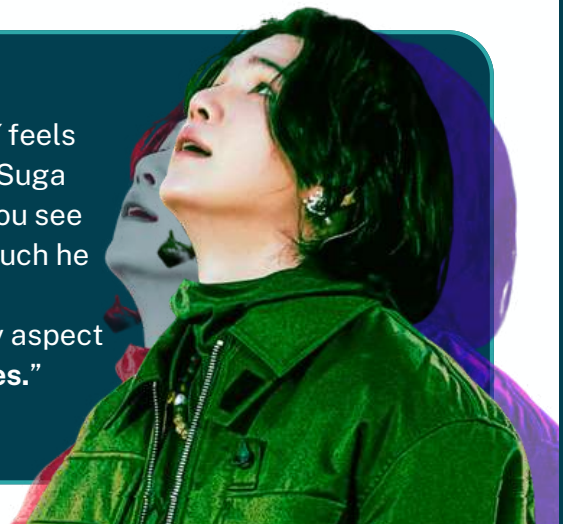
↑ 27 ↓ Reply Share ...



Asian Female, 21, California

“The documentary on Disney+ called *Suga Road to D-DAY* feels authentic to me because you see the daily struggles that Suga [K-Pop Artist] goes through to make his album a reality. You see him through his highs and lows, and it really shows how much he cares about not only the industry and **portraying his true feelings and self** but how he cares that the fans see every aspect of the process including **those raw emotions and struggles.**”

↑ 16 ↓ Reply Share ...

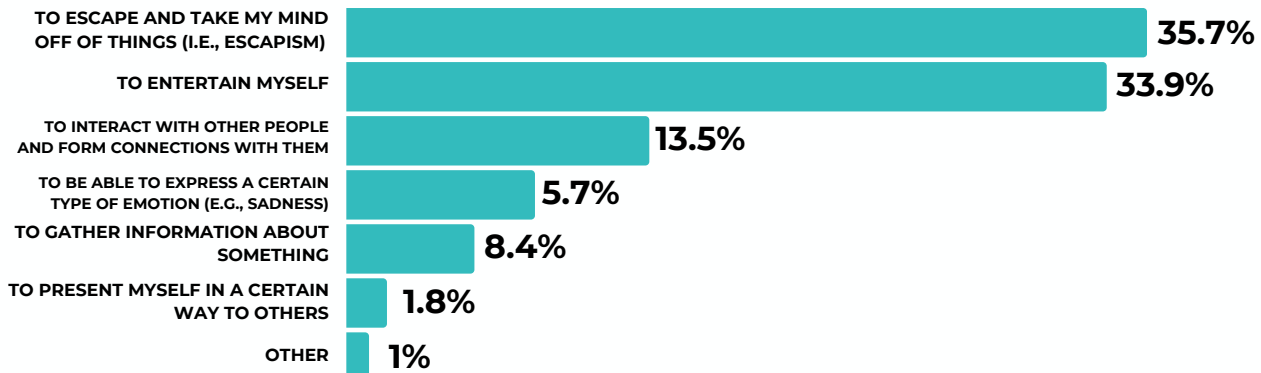


#2 VIEWING HABITS

WHY THEY WATCH

The majority of adolescents said that the most important reason they choose the entertainment media that they use is **to escape and take their mind off of things (35.7%)**.

Why Adolescents Use Entertainment Media

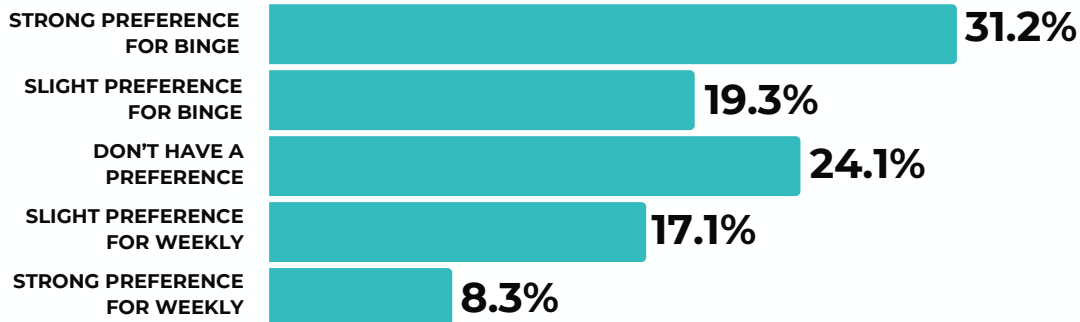


Note: Question asked was, "Why do you find yourself primarily using entertainment media in your day-to-day life?" These results encompass the answers of all adolescent respondents.

HOW THEY WANT TO WATCH

Twice as many adolescents prefer shows to **be binge released** rather than released on a weekly basis.

Binge vs. Weekly Release Preference



Note: Question asked was, "A new exciting show is coming out on your favorite streaming platform. Would you prefer the show to be a binge release (which means that all the episodes for a season of the show are released at once), or would you prefer the show to be a weekly release (which means that each week, a new episode is released)?" These results encompass the answers of all adolescent respondents.

#3 GEN Z VIEWS SHIFT AS THEY AGE UP

10-24 Year Olds



From One Hero to Another

In 2023, the majority of adolescents cast a White Man as both the hero and the villain. In 2022, the majority of those surveyed (ages 13-18) would have cast a Black Man as the hero.

Older Adolescents

Older adolescents' (18-24) top choice was to cast a **Black Woman** as the hero.*

POC vs. White Adolescents

While the majority of White adolescents would cast a White Man as both hero and villain, **POC adolescents'** top casting choice was a **Black Man** as the hero and a **White Man** as the villain.*

STEREOTYPE ALERT!

The **#1 most disliked** stereotype in shows and movies for the adolescent participants was **racial-related stereotypes**, with the top category within that being POC characters portraying villains or characterized as **"bad people."** Black people **specifically** being depicted as villains, criminals, or antagonists was the **fifth most disliked** stereotype.

Idealist to Realist

The majority of adolescents see portrayals of the American Dream¹² as **unrealistic (42.2%)**, followed by **realistic (37.8%)**,¹³ and **having no opinion (20%)**.

POC vs. White Adolescents

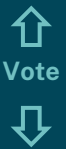
When broken down by racial identity, **POC adolescents** overall found the portrayal to be **unrealistic (42.5%)** compared to **White adolescents** who found it **realistic (40.5%)**. White adolescents were overall split between the portrayal of the American Dream being unrealistic (40.1%) and realistic (40.5%).

¹² Question asked was, "Often, the American Dream is defined as the idea that in America, anyone can get to the top of society if they work hard and are a good person. Many Hollywood movies and shows depict the American Dream, portraying that despite obstacles and hardships, the lead character can achieve success through their hard work and determination (think *The Queen's Gambit*, *Outer Banks*, or *Hamilton*). How realistic do you feel this is?"

¹³ Unrealistic encompasses both "feels somewhat unrealistic" and "feels totally unrealistic." Realistic encompasses both "feels somewhat realistic" and "feels totally realistic."

#3 GEN Z VIEWS SHIFT AS THEY AGE UP

A Rude Awakening!




Vote

★ PINNED BY MODERATORS

Posted by u/CSSResearchTeam

While a majority of younger adolescents found the portrayal of the American Dream to be realistic (41%), **middle and older adolescents believed it to be unrealistic (42.6% and 49.6%, respectively).**

💬 10 comments ➔ Share ⋮



THROUGH TRIALS AND TRIBULATIONS...WILL YOU ACHIEVE THE AMERICAN DREAM?



STEREOTYPE ALERT!

Echoing adolescents' desire for authenticity, **unrealistic storylines** (e.g., hard work always equals success, everything always works out perfectly, etc.) was the **second most disliked** stereotype by the adolescent respondents.



Pacific Islander Female, 23, Alabama

"The American dream is something people from poverty can't achieve unless they're lucky. It doesn't exist. It is nothing but greed."

↑ 54 ↓ 💬 Reply ➔ Share ⋮



Native American/Indigenous Female, 13, North Carolina

"We don't believe in the American dream because it's built on [stolen]¹⁴ land."

↑ 63 ↓ 💬 Reply ➔ Share ⋮

#4 SOCIAL MEDIA IS THE MOMENT

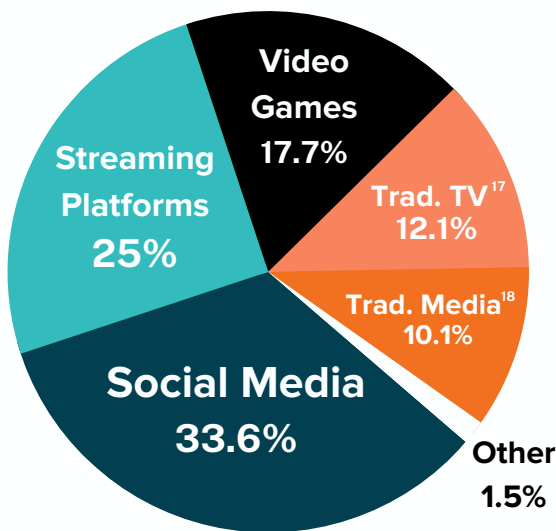
TIKTOK IS THAT GIRL

10-24 Year Olds

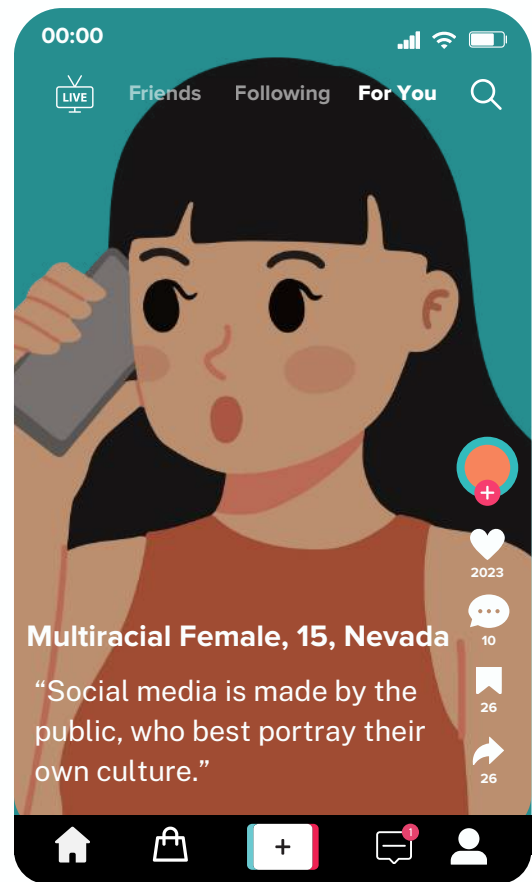
As in 2022, **social media** is still considered the most authentic media (**33.6%**).

For adolescents that use social media, the majority found **TikTok** the most authentic social media platform (**38%**).^{15 16}

Most Authentic Media Spaces



Note: Question asked was, "Which media space does the best job of making content that feels authentic to you?" These results encompass the answers of all adolescent respondents.



Younger Folks Are into Streaming

When broken down by age groups, **younger adolescents** found **streaming platforms** the most authentic (**32.3%**), compared to their older peers who said social media (33.4% and 35.9%, for middle and older respectively).*

¹⁵ Question asked was, "How authentic do the following social media platforms feel to you?" Participants then selected an authenticity rating ranging from "Not authentic at all" to "Very authentic," and with an option for "I don't use this platform."

¹⁶ This encompasses only those who answered "Very authentic."

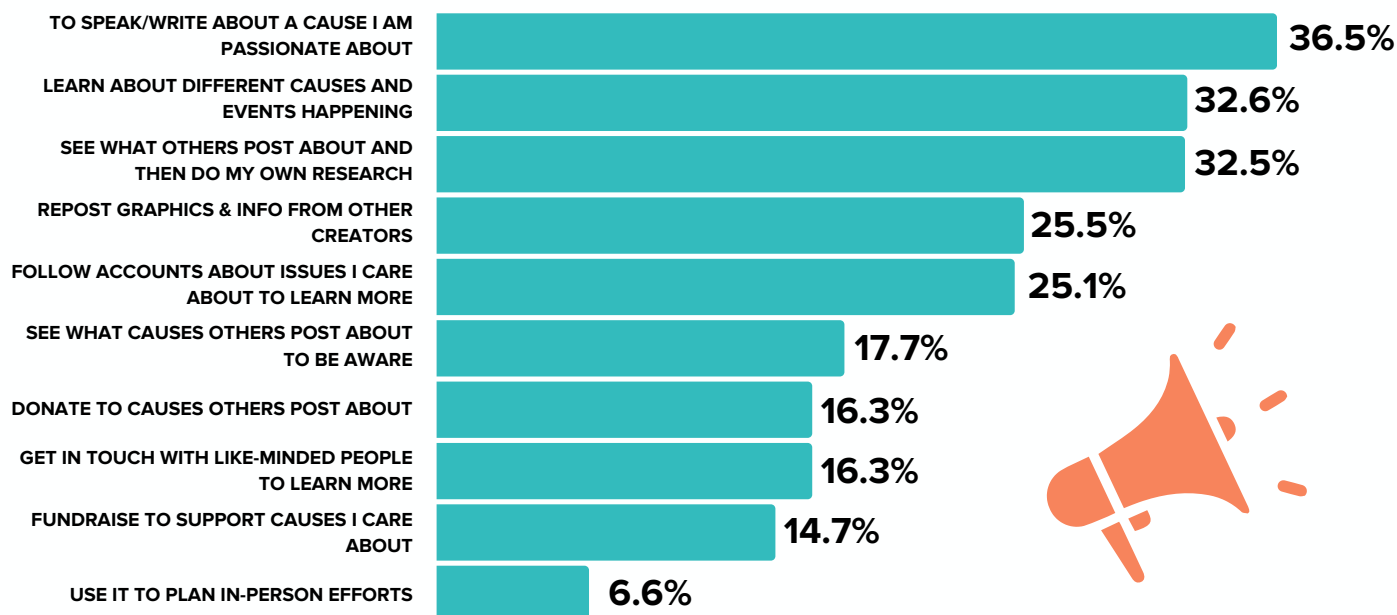
¹⁷ Here is how traditional TV was listed in our survey: "Traditional TV (e.g., ABC, NBC, CW, etc.)"

¹⁸ Here is how traditional media was listed in our survey: "Traditional Media (e.g., Books, Magazines, Newspapers, etc.)"

#4 SOCIAL MEDIA IS THE MOMENT

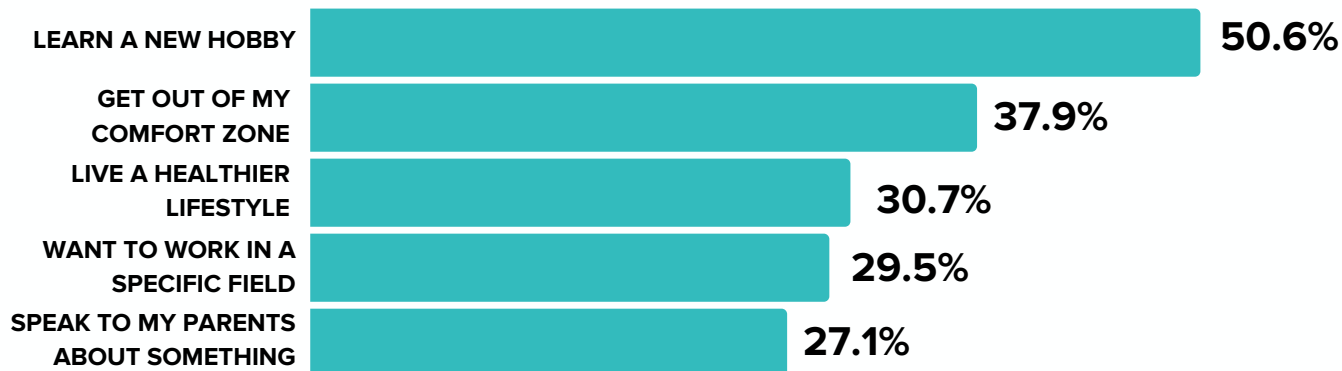
Social media activism is trending. The top method of using social media for activism across all age groups was to **speak/write about a cause that they're passionate about (36.5%)**.

Social Media for Activism



Note: Question asked was, "In what ways do you use social media to speak up for a social, political, and/or environmental cause that is important to you? (Check all that apply)" These results encompass the answers of all adolescent respondents.

Ranking for TOP 5 Things that Media Inspires Adolescents to Do



Note: Question asked was, "Has consuming a piece of media ever inspired you to... (Check all that apply):" These results encompass the answers of all adolescent respondents.

CONCLUSION & FUTURE WORK

Our findings demonstrate the variety of qualities adolescents are looking for in storytelling: from more authentic storylines that reflect their lived experiences to a more diverse spectrum of relationships, **young people are letting it be known what it is that they want.**

As for *where* young people access these representations of themselves, Gen Z has a much wider **array of media content to choose from** than any generation before - thanks to the internet and social media. And though the ubiquity of social media can have its downsides, it also offers a cornucopia of vibrant (but virtual) spaces that can **motivate young people** to learn new skills, explore new connections, live a better life, or engage in activism for a specific cause.

Future research should investigate what **specific societal and media-based factors** have shaped adolescents changing values in today's complicated and volatile world. Furthermore, a more **intersectional approach** to understanding adolescent desires from media should be considered. More in-depth questions about when adolescents choose social media over streaming content (or vice versa) could prove valuable **comparative insights**. Additionally, examining how these two types of content overlap or complement each other may offer further insights for entertainment media content creators.

We hope to dive deeper into this research as the years go by and young people's values shift and grow.



Want to hear more from our Gen Z authors about their interpretation of these findings? Read more by **clicking here or scanning the QR code:**

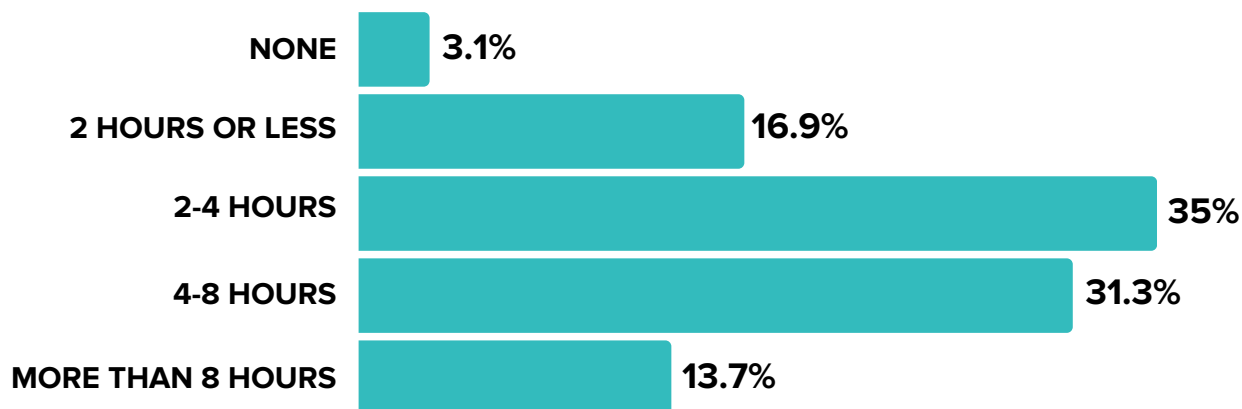


METHODS

Sample:

CSS utilized a research panel from Alchemer, a survey data collection service and platform based in the United States (U.S.). We sampled adolescents from across the U.S. during August 2023. The finalized sample included **1,500 adolescents** (with 15 age groups from **ages 10 to 24**; each age group containing 100 respondents). Among these, 20% were younger adolescents (ages 10-12), 33.3% were middle adolescents (ages 13-17), and 46.7% were older adolescents (ages 18-24). For **gender**, 49.5% identified as female, 46.6% as male, 1.6% as nonbinary, 0.9% as genderfluid, and the remaining 1.4% indicated that they “were not sure yet,” “preferred not to say,” or “self-described.” In terms of **race**, the adolescents identified as White/Caucasian (52.2%), Black/African American (20.1%), Hispanic and/or Latine (13.5%), Asian/Asian American (5.8%), Multiracial (4.3%), Native American (1%), Middle Eastern/North African (0.9%), Pacific Islander (0.6%), and others (1.6%). **Geographically**, respondents were from the South (39.7%), Midwest (21.5%), Northeast (21.5%), and West (17.3%). With regard to **sexuality**, the majority of respondents identified as heterosexual or straight (63.7%), followed by bisexual (13%), asexual (7.2%), gay or lesbian (3.7%), prefer not to say (3.1%), pansexual (2.9%), and other (6.4%). About 17.6% of the adolescents reported that they identified as a person with a **disability** (this includes those who identified as having a mental and/or physical disability and/or condition). When asked at which **age they started using social media**, the responses varied widely. 19.4% of them indicated at age 10 or younger, 11.9% at age 11, 15.5% at age 12, 15.3% at age 13, 11.1% at age 14, 8.1% at age 15, 4.9% at age 16, 2.1% at age 17, 3.4% at age 18 or older, and 8.3% did not use social media.

Approximately how many hours a day do you use entertainment media outside of school?



METHODS

Materials and Procedure:

UCLA's Institutional Review Board (IRB) approved all materials and procedures. CSS created and programmed the survey questions ahead of the data collection. Survey questions for younger adolescents (ages 10-14) had simpler language and more definitions to guide them better in their responses. We also made sure to include the options for "Not sure" and "Not applicable" in case the adolescents did not have the experiences asked in the questions. Questions specifically related to romantic relationships and sexual content were included only for middle and older adolescents (ages 13-24). All questions were piloted with adolescents through CSS' Youth Media REPresentation (YMR) Program. A research panel was then accessed through Alchemer, with CSS' preset quotas for gender, age, race/ethnicity, and U.S. region. Survey respondents were presented with questions and responded online for an average of 20 minutes through Alchemer's platform.

Bridging Youth, Research, and Media

CSS's **Youth Media REPresentation** program provides training to empower youth to share their voice with content creators through Research, Expression, and Public engagement.

Data Analysis:

Descriptive statistics were calculated to compare how participants responded to each question. We looked at responses by the overall sample, age group, race/ethnicity, gender, sexual and gender orientation, and geographic region to compare how different groups felt about the media they consume and what they wish to see change. All statistically significant differences among groups that are shown in this report are connotated with an asterisk(*). Prior to analysis, data were checked and cleaned for any missing responses, and were subsequently coded to enable statistical analysis. Thematic analyses were used to code for responses to open-ended questions. Quantitative analyses were conducted with the Statistical Package for the Social Sciences Version 25 (SPSS V25).

Limitations:

Our findings offer an overview of what media content teens within the United States wish to see on-screen, which media feels more authentic to them, and why. The reported survey data here does not attempt to explain any causal relationships between the different variables. Thus the findings should be interpreted with caution to this fact. Although we highlighted the top authentic media (TV show, film, or content creator) named by adolescent respondents, 171 unique names were mentioned more than once and even more unique names were mentioned beyond that because of fragmentation in the industry. Lastly, we have attempted to provide some comparative findings between this year's survey and last year's to showcase important changes over time. But it should be noted that our samples from last and this year differ in terms of the sample size and age range of respondents.

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And to **all our young survey respondents**, we thank you for sharing your voices and making it clear what is important to you in today's day and age — your opinions matter and we hope to make a difference for you.

CONTACT US

For more information about the methods or details about this study, please contact us at info@scholarsandstorytellers.com.

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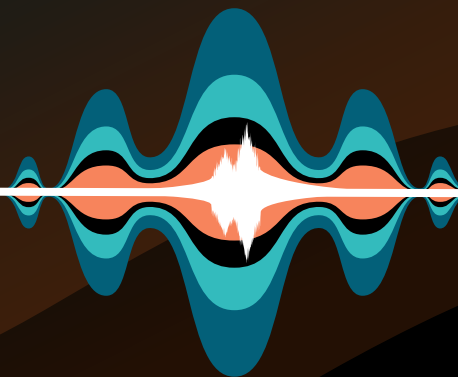
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