

Defacing Facebook

Facebook, the social networking site that reached 500 million members in July, is still the giant of social networking, but for various reasons many people are leaving the site.

A [survey by Roiworld](#) in April found 19% or about one teen in five with a Facebook profile has abandoned the site or visits it less than they did a year ago. The exodus is a recent trend, with 68% of those who have shifted away saying it's happened in the last six months. Why the shift?

- 45% cited "losing interest or finding Facebook boring"
- 28% were just more interested in other websites
- 21% cited friends not using Facebook anymore

- 16% drifted away because their parents joined
- 14% were driven away by too many older people joining (7% said the same about younger people)
- 12% were unhappy with the changes Facebook made.

A survey this month by [Ypulse.com](#) found that although Facebook still reigns supreme above other social networks, more than 25% of the students they surveyed reported spending less or no time at all anymore on the site. (MySpace, another popular social networking site, has lost over three-quarters of its high school and college students.)

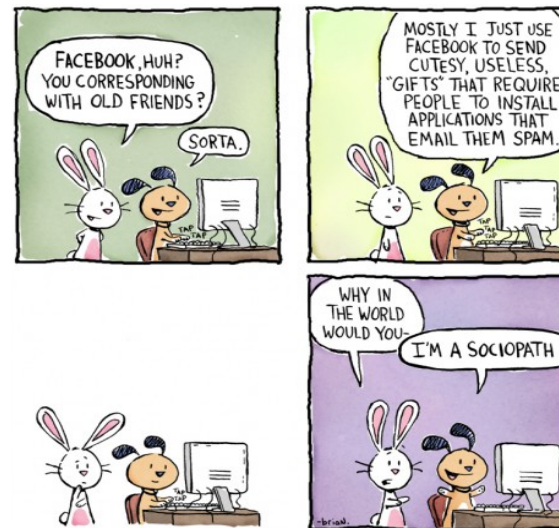
Among those who have left Facebook, half traced the change back to six months ago or less.

In the survey, 50% of girls said they were tired of trying to keep up all their digital relationships, something known as "Facebook fatigue."

Among guys 47% said, "Most of my friends are using other sites now."

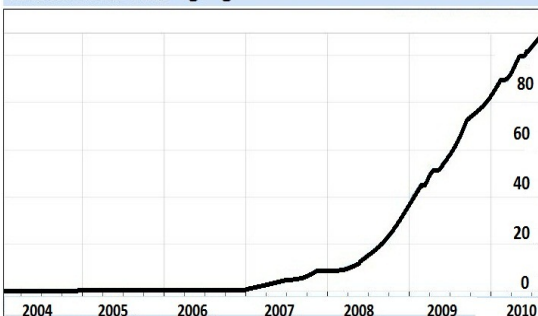
Nearly 44% blamed mom and dad for crashing the party.

Only 13% of those who left were privacy-minded and uneasy about people seeing their personal information. That number will likely soon increase. In late July according to the [BBC](#) the personal details of 170 million Facebook users (one in three) were



published elsewhere on the internet. Most Facebook users don't realize their date of birth, home address, employer, email address, photos, and much more are now public information.

Interest over time : google searches on facebook + delete



Google searches on how to delete a Facebook account have skyrocketed since 2008. Why? Because it is not easy to do. Most people give up the search.

To delete an account look for the **help** link. It's on the bottom in small print. On the help page, there is a **delete account** link – it is the **most common** search on Facebook! If you click there, it does not bring you to a "delete" page, but to a **discussion page** on deleting Facebook. Search there and you can find a link to a page that actually helps you delete your account.

A less severe measure than deleting your account is to increase your privacy settings: make yourself unsearchable, make your contact information private, remove yourself from Google, don't allow tagged photos. For greater privacy go to: <http://www.allfacebook.com/2009/02/facebook-privacy/>. Best of all? Don't post anything on the internet you don't want the world to know.

To delete your account go to: https://ssl.facebook.com/help/contact.php?show_form=delete_account.

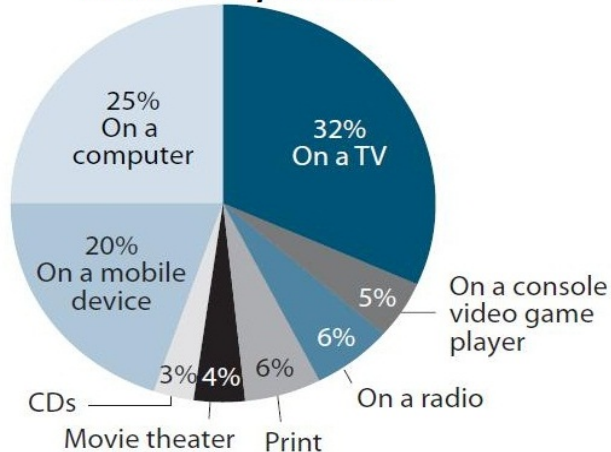
Youth and Media in America

According to a study by the [Kaiser Family Foundation](#) published in January of 2010, there has been a large increase in electronic media use among young people since 2005, when 8- to 18-year-olds averaged 380 minutes per day with media. By 2010 those use levels rose to 460 minutes – a 21% increase.

Counting the use of multiple media at one time, youth were spending an additional 130 minutes per day on media in 2005. Such multitasking increased 26% by 2010 when total media exposure per day among youth averaged 645 minutes.

Media use is highest among those aged 11-18 at 705 minutes. It is about 480 minutes for those aged 8-10.

Media Use by Platform



The unanswered question is, what are they no longer doing? Reading, exercising, relating to people, studying and doing chores are the likely candidates.

- Since 2005, ownership of a portable music device by 8- to 18- year-olds has jumped from 61% to 76%.
- Cell phone ownership has gone from 39% to 66%
- Laptop ownership has gone from 12% to 29% .

ARE YOU PAYING ATTENTION?

Parents who believe that playing a video game is less harmful to a child's attention span than watching TV may want to reconsider – and unplug the Xbox. Video games can sap a child's attention just as much or more than the tube, a new study suggests.

According to [Pediatrics](#), the official journal of the American Association of Pediatrics, television and video game exposure is clearly associated with attention problems.

An article, published 5 July, 2010, revealed four key things. First, **playing video games is associated with attention problems**. Second, **video game playing has a stronger association with attention problems than watching television**. Third, **it ruled out** the possibility that the association between screen media use and an attention problem is merely the result of children with attention problems being especially attracted to screen media. Fourth, it showed that attention problems caused by media exposure **may be quite long lasting or cumulative**.



What the study recommends for follow-up is testing whether the type of screen time makes a difference. Some have hypothesized that faster paced screen changes will cause more attention problems than slower paced ones, or that pleasure games and educational ones will differ.

The American Association of Pediatrics recommends screen media be limited to two hours or less per day for children. It found that those who logged more than two hours of TV and video games per day were about twice as likely to have attention problems.

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