

ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD



Course: Social Change (541)

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541

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Spring 2022



Q.1 Discuss in detail the social processes of social change, keeping in view the classical theories.

Social relationships are social processes, social patterns and social interactions. Thus **social change** will mean variations of any aspect of **social processes, social patterns, social interactions** or **social** organisation. It is a change in the institutional and normative structure of society. II. Nature of **Social Change**:

Change is the law of nature. What is today shall be different from what it would be tomorrow. The social structure is subject to incessant change.

Forty years hence government is due to make important changes. Family and religion will not remain the same during this period because institutions are changing.

Individuals may strive for stability, societies may create the illusion of permanence, the quest for certainty may continue unabated, yet the fact remains that society is an ever-changing phenomenon, growing, decaying, renewing and accommodating itself to changing conditions and suffering vast modifications in the course of time. Our understanding of it will not be complete unless we take into consideration this changeable nature of society, study how differences emerge and discover the direction of change.

I. The Meaning of Social Change:

The word “change” denotes a difference in anything observed over some period of time. Social change, therefore, would mean observable differences in any social phenomena over any period of time.

The following are some of its definitions:

(i) Jones. “Social change is a term used to describe variations in, or modifications of, any aspect of social processes, social patterns, social interaction or social organisation.”

(ii) Mazumdar, H. T. “Social change may be defined as a new fashion or mode, either modifying or replacing the old, in the life of a people, or in the operation of a society.”



(iii) Gillin and Gillin. "Social changes are variations from the accepted modes of life; whether due to alteration in geographical conditions, in cultural equipment, composition of the population or ideologies and whether brought about by diffusion or inventions within the group."

(iv) Davis. By "Social change is meant only such alterations as occur in social organisation, that is, structure and functions of society."

(v) Merrill and Eldredge. "Social change means that large number of persons are engaging in activities that differ from those which they or their immediate forefathers engaged in some time before."

(vi) MacIver and Page. "...Our direct concern as sociologists is with social relationships. It is the change in these relationships which alone we shall regard as social change."

(vii) M. D. Jenson. "Social change may be defined as modification in ways of doing and thinking of people."

(viii) Koenig, S. "Social change refers to the modifications which occur in the life patterns of a people."

(ix) Lundberg and others. "Social change refers to any modification in established patterns of inter human relationships and standards of conduct."

(x) Anderson and Parker. "Social change involves alteration in the structure or functioning of social forms or processes themselves."

(xi) Ginsberg, M. "By social change, I understand a change in social structure e.g., the size of a society, the composition or balance of its parts or the type of its organisation."

On the basis of these definitions it may be concluded that social change refers to the modifications which take place in the life patterns of people. It does not refer to all the changes going on in the society. The changes in art, language, technology; philosophy etc., may not be included in the term 'Social change' which should be interpreted in a narrow sense to mean alterations in the field of social relationships.



Social relationships are social processes, social patterns and social interactions. Thus social change will mean variations of any aspect of social processes, social patterns, social interactions or social organisation. It is a change in the institutional and normative structure of society.

II. Nature of Social Change:

The main characteristics of the nature of social change are as follows:

(i) Social change is a universal phenomenon:

Social change occurs in all societies. No society remains completely static. This is true of all societies, primitive as well as civilized. Society exists in a universe of dynamic influences.

The population changes, technologies expand, material equipment changes, ideologies and values take on new components and institutional structures and functions undergo reshaping. The speed and extent of change may differ from society to society. Some change rapidly, others change slowly.

(ii) Social change is community change:

Social change does not refer to the change in the life of an individual or the life patterns of several individuals. It is a change which occurs in the life of the entire community. In other words, only that change can be called social change whose influence can be felt in a community form. Social change is social and not individual.

(iii) Speed of social change is not uniform:

While social change occurs in all societies, its speed is not uniform in every society. In most societies it occurs so slowly that it is often not noticed by those who live in them. Even in modern societies there seems to be little or no change in many areas. Social change in urban areas is faster than in rural areas.

(iv) Nature and speed of social change is affected by and related to time factor:

The speed of social change is not uniform in each age or period in the same society. In modern times the speed of social change is faster today than before 1947. Thus, the speed of social change differs from age to age.



The reason is that the factors which cause social change do not remain uniform with the change in times. Before 1947 there was less industrialization in India, after 1947 India has become more industrialized. Therefore, the speed of social change after 1947 is faster than before 1947.

(v) Social change occurs as an essential law:

Change is the law of nature. Social change also is natural. It may occur either in the natural course or as a result of planned efforts. By nature we desire change. Our needs keep on changing. To satisfy our desire for change and our changing needs social change becomes a necessity. The truth is that we are anxiously waiting for a change. According to Green, 'The enthusiastic response of change has become almost a way of life.'

(vi) Definite prediction of social change is not possible:

It is difficult to make any prediction about the exact forms of social change. There is no inherent law of social change according to which it would assume definite forms. We may say that on account of the social reform movement untouchability will be abolished from the Indian society; that the basis and ideals of marriage will change due to the marriage laws passed by the government; that industrialization will increase the speed of urbanisation but we cannot predict the exact forms which social relationships will assume in future. Likewise it cannot be predicted as to what shall be our attitudes, ideas, norms and values in future.

(vii) Social change shows chain-reaction sequence:

A society's pattern of living is a dynamic system of inter-related parts. Therefore, change in one of these parts usually reacts on others and those on additional ones until they bring a change in the whole mode of life of many people. For example, industrialism has destroyed the domestic system of production.

The destruction of domestic system of production brought women from the home to the factory and the office. The employment of women meant their independence from the bondage of man. It brought a change in their attitudes and idea. It meant a new social life for women. It consequent affected every part of the family life.



Q.2 Analyze source and patterns of social change keeping in view modern theories.

Major sources of social change include **population growth and composition, culture and technology, the natural environment, and social conflict**. Cultural lag refers to a delayed change in one sector of society in response to a change in another sector of society.

We have seen that social change stems from natural forces and also from the intentional acts of groups of people. This section further examines these sources of social change.

Population Growth and Composition

Much of the discussion so far has talked about population growth as a major source of social change as societies evolved from older to modern times. Yet even in modern societies, changes in the size and composition of the population can have important effects for other aspects of a society, as Chapter 19 “Population and Urbanization” emphasized. As just one example, the number of school-aged children reached a high point in the late 1990s as the children of the post-World War II baby boom entered their school years. This swelling of the school-aged population had at least three important consequences. First, new schools had to be built, modular classrooms and other structures had to be added to existing schools, and more teachers and other school personnel had to be hired (Leonard, 1998). Second, school boards and municipalities had to borrow dollars and/or raise taxes to pay for all of these expenses. Third, the construction industry, building supply centers, and other businesses profited from the building of new schools and related activities. The growth of this segment of our population thus had profound implications for many aspects of U.S. society even though it was unplanned and “natural.”

Culture and Technology

Culture and technology are other sources of social change. Changes in culture can change technology; changes in technology can transform culture; and changes in both can alter other aspects of society (Crowley & Heyer, 2011).



Two examples from either end of the 20th century illustrate the complex relationship among culture, technology, and society. At the beginning of the century, the car was still a new invention, and automobiles slowly but surely grew in number, diversity, speed, and power. The car altered the social and physical landscape of the United States and other industrial nations as few other inventions have. Roads and highways were built; pollution increased; families began living farther from each other and from their workplaces; tens of thousands of people started dying annually in car accidents. These are just a few of the effects the invention of the car had, but they illustrate how changes in technology can affect so many other aspects of society.

At the end of the 20th century came the personal computer, whose development has also had an enormous impact that will not be fully understood for some years to come. Anyone old enough, such as many of your oldest professors, to remember having to type long manuscripts on a manual typewriter will easily attest to the difference computers have made for many aspects of our work lives. E-mail, the Internet, and smartphones have enabled instant communication and make the world a very small place, and tens of millions of people now use Facebook and other social media. A generation ago, students studying abroad or people working in the Peace Corps overseas would send a letter back home, and it would take up to 2 weeks or more to arrive. It would take another week or 2 for them to hear back from their parents. Now even in poor parts of the world, access to computers and smartphones lets us communicate instantly with people across the planet.

As the world becomes a smaller place, it becomes possible for different cultures to have more contact with each other. This contact, too, leads to social change to the extent that one culture adopts some of the norms, values, and other aspects of another culture. Anyone visiting a poor nation and seeing Coke, Pepsi, and other popular U.S. products in vending machines and stores in various cities will have a culture shock that reminds us instantly of the influence of one culture on another. For better or worse, this impact means that the world's diverse cultures are increasingly giving way to a more uniform global culture.

This process has been happening for more than a century. The rise of newspapers, the development of trains and railroads, and the invention of the telegraph, telephone, and, later, radio and television allowed cultures in different parts of the world to communicate with each



other in ways not previously possible. Affordable jet transportation, cell phones, the Internet, and other modern technology have taken such communication a gigantic step further.

As mentioned earlier, many observers fear that the world is becoming Westernized as Coke, Pepsi, McDonald's, and other products and companies invade other cultures. Others say that Westernization is a good thing, because these products, but especially more important ones like refrigerators and computers, do make people's lives easier and therefore better. Still other observers say the impact of Westernization has been exaggerated. Both within the United States and across the world, these observers say, many cultures continue to thrive, and people continue to hold on to their ethnic identities.

Cultural Lag

An important aspect of social change is cultural lag, a term popularized by sociologist William F. Ogburn (1922/1966). When there is a change in one aspect of society or culture, this change often leads to and even forces a change in another aspect of society or culture. However, often some time lapses before the latter change occurs. Cultural lag refers to this delay between the initial social change and the resulting social change.

Discussions of examples of cultural lag often feature a technological change as the initial change. Ogburn (1922/1966) cited one such example from the decades after the American Civil War: the rise of the machine age. The development of factories during the Industrial Revolution meant that work became much more dangerous than before. More industrial accidents occurred, but injured workers were unable to receive adequate financial compensation because the existing law of negligence allowed them to sue only the person—a fellow worker—whose negligence caused the injury. However, negligent workers were typically very poor themselves and thus unable to provide meaningful compensation if they were sued. This meant that injured workers in effect could receive no money for their injuries.

Over time, the sheer number of industrial accidents and rising labor protest movement pressured lawmakers to help injured workers receive financial assistance. Some states began to allow workers to sue the companies whose dangerous workplaces were responsible for their injuries, and juries awarded these workers huge sums of money. Fearing these jury awards, in the early



1900s the manufacturing industry finally developed the process now called workers' compensation, which involves fairly automatic payments for workplace injuries without the necessity of lawsuits (Barkan, 2009). The delay of several decades between the rise of factories and industrial accidents and the eventual establishment of workers' compensation is a fine example of cultural lag.

A more recent example of cultural lag involves changes in child custody law brought about by changes in reproductive technology. Developments in reproductive technology have allowed same-sex couples to have children conceived from a donated egg and/or donated sperm. If a same-sex couple later breaks up, it is not yet clear who should win custody of the couple's child or children because traditional custody law is based on the premise of a divorce of a married heterosexual couple who are both the biological parents of their children. Yet custody law is slowly evolving to recognize the parental rights of same-sex couples. Some cases from California are illustrative.

In 2005, the California Supreme Court issued rulings in several cases involving lesbian parents who ended their relationship. In determining custody and visitation rights and child support obligations, the court decided that the couples should be treated under the law as if they had been heterosexual parents, and it decided on behalf of the partners who were seeking custody/visitation rights and child support. More generally, the court granted same-sex parents all the legal rights and responsibilities of heterosexual parents. The change in marital law that is slowly occurring because of changes in reproductive technology is another example of cultural lag. As the legal director of the National Center for Lesbian Rights said of the California cases, "Same-sex couples are now able to procreate and have children, and the law has to catch up with that reality" (Paulson & Wood, 2005, p. 1).

The Natural Environment

Changes in the natural environment can also lead to changes in a society itself. We see the clearest evidence of this when a major hurricane, an earthquake, or another natural disaster strikes. Three recent disasters illustrate this phenomenon. In April 2010, an oil rig operated by BP, an international oil and energy company, exploded in the Gulf of Mexico, creating what



many observers called the worst environmental disaster in U.S. history; its effects on the ocean, marine animals, and the economies of states and cities affected by the oil spill will be felt for decades to come. In January 2010, a devastating earthquake struck Haiti and killed more than 250,000 people, or about 2.5% of that nation's population. A month later, an even stronger earthquake hit Chile. Although this earthquake killed only hundreds (it was relatively far from Chile's large cities and the Chilean buildings were sturdily built), it still caused massive damage to the nation's infrastructure. The effects of these natural disasters on the economy and society of each of these two countries will certainly also be felt for many years to come.

Q.3 Critically evaluate influencing factors of social change with special emphasis on educational revolution.

Biological factors influence social change. Among the biological factors, the hereditary characters of the population play the main role. The powerful and great men and their birth are dependent upon heredity to a large extent and these biological factors play a role in social change,

Factors or Causes of Social Change

Social change takes place in all societies and in all periods of time. But here a question arises why does social change take place? The word 'Why' represents the reasons, the causes, or the factors that are responsible for social change.

From the discussion of the nature of social change, we know that there are some potential factors responsible for bringing social change. Hence, it is multi-causal. Some of these factors are:

- Biological factors or demographic factors
- Physical or environmental factors
- Psychological factors
- Technological factors
- Ideological factors
- Economic factors



- Cultural factors
- Political factors
- Legal factors
- Planning
- Social movement and social revolution

Let's these factors of social change as;

1. Biological Factors or Demographic Factors of Social Change

Biological factors influence social change. Among the biological factors, the hereditary characters of the population play the main role. The powerful and great men and their birth are dependent upon heredity to a large extent and these biological factors play a role in social change. In addition to this, the biological process of natural selection & struggle for survival is constantly producing alterations (changes) in society.

The demographic factors such as the population size, composition, and density that are determined by reproduction, migration, and social mobility play a crucial role in causing social change.

Population fluctuation has both positive and negative changes in society. High population growth accelerates the process of migration, thus, bringing not only economic benefits in terms of cash remittance but also social benefits in terms of exchange and sharing of skills, knowledge, and ideas that lead to innovation and discoveries, and ultimately the social change occurs through a change in people's attitude, behavior and way of life. These show that with the change in population, social change occurs.

However, population growth also brings negative social change. When there is population growth, it gives rise to a variety of problems like poverty, unemployment, child labor, crime, juvenile delinquency, beggary, and multiple health problems and thereby brings changes in society.

2. Physical or Environmental Factors of Social Change



Changes in the physical environment bring about important changes in society. Changes in the physical environment are not rapid, but occasional changes in the environment bring total changes in human social life. E.g. the geographical hazards such as floods, earthquakes, heavy rainfall, drought, change of seasons, etc. force people to migrate to new areas hence people have to change themselves according to that society. This brings out a change in culture, way of clothing manners, social relationships, etc.

3. Technological Factors of Social Change

Technological factors also play important role in causing social change. Technology means the systematic application of scientific knowledge to solve specific problems of life.

Technology is fast-growing. The modern age is the “Age of Technology”. Technology changes society by changing our environments to which we in turn adopt. When we make adjustments to adapt to the changing environment caused by technology, then we often modify our customs, norms, and social institutions.

For e.g. with the introduction of technology (computer, mobile phones, internet) we have changed our way of mate selection. The practice of arranged marriage has been gradually replaced by dating and love marriage. Another e.g. is the developments in the field of transportation and communication have reduced the social distance which has led to cultural diffusion and thereby brought social change.

With the invention of the steam engine by James Watt in the mid-18th century, the mechanization (use of machines) of industries and ultimately the occurrence of the industrial revolution took place. Mechanization, on one hand, has changed the economic structure of society and on the other hand, has also led to a gradual devaluation of old forms of social organization and old ideologies, norms, and values. Indeed, in the 21st century, technology has completely and irreversibly changed the way people meet, interact, learn, work, play, travel, worship, and do business.

4. The Economic Factors



Karl Marx has given an economic interpretation of social changes. With the changes in the economic system, the entire society changes in its structure & functioning. Economic conditions in countries do affect health, mortality, marriages, divorce rate, suicide, crime & emigration, etc.

It can also bring social unrest & revolution & war. Of course, not all the social changes are necessarily caused by economic conditions, changes have also occurred due to educational molding in people's attitudes, etc.

5. The Cultural Factors

All cultural change involves social change. Social and cultural aspects are closely interwoven. There is no denying that there is an intimate connection between our beliefs (which is an element of culture) and social institutions (an element of society), our values (element of culture), and social relationships (element of society). Thus, it is clear that any change in the culture (i.e. ideas, values, beliefs, etc.) brings a corresponding change in the whole social order (i.e. social change).

Sociologist Max Weber has proved that cultural values affect economic institutions. He mentioned that protestant ethics led to economic gains among the protestants as this religious sect teaches one to engage in economic activities.

6. Political Factors

The state is the most powerful organization with the power to formulate new laws, cancel old ones to bring social change in the society. Laws regarding child marriage, widow remarriage, divorce, inheritance and succession, untouchability bring many changes in the social structure of a society. The type of political leadership and individuals in power also influence the rate and direction of social change.

In many societies, political leadership controls the economy as well as promotes technological change so as to provide comfort to its people. Political agencies such as the chiefs, lords, kings, and governments affect the course of development. It is the political organizations (i.e. government) that stimulate economic growth and welfare to its people.

7. Legal Factors



In the ancient and in the medieval periods, the state never issued any statutes or laws and the King had no power to promulgate a law. But gradually, with the demand of time and situation, laws were promulgated in order to maintain peace and harmony in the nation. With changing times and situations, these laws had to be amended and this change in law was instrumental in setting new social norms and values.

8. Psychological Factors

Most sociologists regard psychological factors as important elements in social change. The cause of social change is the psychology of man himself. Man is by nature a lover of change and therefore, he is always engaged in trying to discover new things and is always anxious to experience new things in life. As a result of this tendency, the mores, traditions, customs, social relationships, etc. of every human society are continuously undergoing change. In this process of change, new customs and methods replace the old traditions and customs while some modifications or undergo adaptation.

9. Ideological Factors

Some other factors of social change include the emergence of new opinions, ideas, and thoughts. The development of science and technology as well as the change in ideas and opinions have contributed innovative and critical outlook in us. Unlike, in the past, any activities or actions that we engaged in are based on rational thoughts (i.e. ideas and logic).

Q.4 Differentiate between social planning and social policy and highlight its relationship with the social transformation in Pakistan.

Often Social Policy is a policy for scheduled castes a policy for backward classes a policy for weaker sections, a policy for women, and a policy for children

Social planning according to W.Arthur Lewis declared making development plans seems to be the most popular activity of the governments of underdeveloped countries since the war



and nearly the biggest failure. An index of failure he finds in an absence of correlation between development planning and economic growth.

Approaches to Social Planning:-

A. Watenston defines “Social Planning may be defined in terms of efforts to broaden the scope of development planning through a better formulation of development objectives, the incorporation of new variation into the analysis of the social process”. When the students of development refer to the social aspects as obstacles to development, it is very often the structural and instructions conditions that they have in mind.



Social Planning In India:-

India's cultural nationalism has been a fact for the last two thousand years or more what was imperfectly achieved was political nationalism i.e. the identification of the people with the state. The contribution of the British rule lay mainly in activating this process. Uniformity of administrative machinery and of laws and access to western nationalism and liberalism through the medium of the English language set in motion forces which created as a sense of identity. The dignity of the individual equality before law scientific outlook these were some of the values that made a deep impression on the minds of the educated classes.

According to Professor Timus social policy represents a summation of acts of government deliberately designed to improve the welfare of the people. The first specific evidence of deliberate design of a section of the population was been found in the fourth plan document when it was observed.

Bureaucracy and Social policy:-

Framing a policy is the domain of the politician. But before any policy-decision is taken by cabinet the en-tours of a problem are drawn by top echelon bureaucrats and alternative solutions with their merits and demerits presented. It may be permissible to say that bureaucracy indirectly but materially influences decision making.



New Challenges to Social Policy:-

The industrial policy is bringing to surface the inadequacies of public enterprises and the conflicts in the joint sector. More than this industrialization has given rise to the so called “economic offenses “such as tax evasion, corruption, black money hoarding conspicuous consumption etc. Urbanization is leading to social misdemeanor such as eve-teasing call girl system to apart from the traditional traffic in women and children. There is a perceptible rise in crime juvenile delinquency child neglect etc. All these social disorganization elements do not seem to be capable of being effectively handled through the traditional planning process and administrative techniques.

Multi-level Planning and decentralized administration:

Social Policy makers must give serious thought about restraining developmental ethnic and welfare militancy from degenerating into disarray and disruption of community life. How do we proceed to achieve social health and human warmth? The answer to this question lies in giving a new orientation as expressed in terms such as multi-level planning decentralized administration etc. These were embodied in the concept of Democratic decentralization. This was much talked about even experimented with but hardly ever pursued to its logical conclusion mainly because of lack of enthusiasm.



SUGGESTIONS:-

In order to have more positive purposeful and effective social policy it is tentatively suggested:-

- 1) That the prevailing assumption that the inherited system of administration with a little reform here and some repair elsewhere can meet the transformational and developmental needs of a country such as India with in social ethnic and economic diversities and disparities must be given up.
- 2) Thereafter we must adopt a new system of planning and administration and concentration our efforts in honestly and vigorously implementing the scheme of democratic decentralization and multi-level planning.

Effective local community movement group leadership and local self-government are very necessary if social development policy and planning is to be effective. The failure of and indifference to the formulation of alternative policy approaches hampers the adaption of national plans and policies to the local needs and regional requirements. Citizens association with social policy formulation and implementation at the state and lower levels is the biggest challenge and the greatest opportunity.

Q.5 How media and modern technology are the instigating factors in expediting the process of social change in any society? Discuss.

Social media and the prevalence of smartphones and other high-tech mobile devices and gadgets have all but taken over the lives of many teenagers. In a recently concluded research by the Pew Research Center among 1,060 teenagers aged 13 to 17 years of age, which was conducted during the periods September 20 to October 9, 2014 and February 10 to March 16, 2015, it was found that approximately **24% of teenagers are able to constantly be online** because smartphones are readily accessible to them. It was also found that 92% of the teenagers go online every day, including 24% who say that they are basically online all the time. About 56% of the teenagers



report that they go online numerous times throughout the day while 12% say that they go online only one time each day. Another 6% claim that they go online once a week while 2% of the teenagers claim to go online less often than that.

The whole hype associated with having a mobile device has fueled this online madness. When the teenagers from that same survey were asked if they own or are able to access game consoles, smartphones, tablets, basic phones, and desktop or laptop computers, about 58% said that they have or have access to smartphones, 30% say that they have a basic phone, and 12% claim to have no cell phone at all. When African-American teenagers were compared to white and Hispanic teenagers, it was discovered that the African-American teenagers were more likely to have a smartphone and 85% had access to one, while only 71% of the white and Hispanic teenagers had one or had access to a smartphone. Smartphones and other mobile devices have become the main way in which teenagers access the Internet as the study showed that 91% of them do so. 94% of the teenagers report that they go online one or more times a day. Teenagers who do not use mobile devices to access the Internet have been found to go online a lot less while about 68% of them say that they go online at least once a day. About 19% of white teenagers are almost always online, while 34% of African-American teenagers and 32% of Hispanic teenagers are almost always online.

The Most Used Social Networks

When the teenagers go online, they access various social media platforms. These include **Facebook, Twitter, Instagram, Google+, Snapchat, Tumblr, Vine**, and other different types of social media sites. Based on the same Pew Research Center study among 1,060 teenagers, aged 13 to 17, it was found that Facebook was the most popular, accounting for 71%, followed by Instagram at 52%, then Snapchat at 41%, Twitter and Google at 33% each, Vine at 24%, Tumblr at 14%, and other social media sites at 11%.

Many Teenagers Use More Than One Social Network

Based on the results of another survey, it was found that many of the teenagers are using more than one social network. In fact, some 71% of those polled reported using more than one of the social platform options they were asked about. Of the 22% of the teenagers who only use one social network site, Facebook is used by 66%, Google+ is used by 13%, Instagram is used by 13%, and **Snapchat is used by 3%**.



It must be noted that the method used for this study was a bit different from the previous study. While the participants in the previous survey were interviewed by phone, this survey was administered online. This, of course, affected the results somewhat. Even though it is hard to really say how much of an effect on the results using the online method had, the results drawn from the data collected were similar. As a result, the specific percentages from these results will not be compared with those from the previous survey. However, the online results are in some ways still comparable to the results obtained from the phone survey.

Going back to the Pew Research Center survey, it shows that Facebook is the dominant player in the social network market, even though Snapchat and Instagram have made some gains over time. The top three social media platforms that the teenagers who were polled said they use are 41% for Facebook, **20% for Instagram**, and 11% for Snapchat.

It was also found that boys visit Facebook more often than girls, i.e. 36% of girls against 45% of boys. As for Instagram, 23% of the girls say that they use it compared to 17% of the boys. 6% of girls as against less than **1% of boys use Tumblr**. Teenagers in the 15 to 17 age group used Facebook more than their younger counterparts, 44% of older teenagers vs. 35% of younger teens to be exact. They also used Snapchat (13% of the older ones vs. 8% of the younger ones) and Twitter (8% of the older ones vs. 3% of the younger ones) more than the younger teenagers. It was also found that the younger teenagers preferred using Instagram more than the older teenagers, a ratio of 25% of the younger teenagers to 17% of the older teenagers.

Snapchat and Instagram Preferred by Teens in the Middle- and Upper-Income Brackets

Based on the Pew Research Center survey conducted on some 1,016 teenagers aged 13 to 17 for the same period as the previous surveys, a distinctive pattern was found as to how teenagers in the middle- and upper-income brackets use social media. 49% of the teenagers from the middle-income bracket, whose family earnings are less than \$50,000 per annum, say that they use Facebook most of the time, while 37% of teenagers from the upper-income bracket, whose family earnings amount to \$50,000 or more per annum, say that they use Facebook more than the other social network sites.

What we also see from the data is that teenagers who come from the upper-income bracket are more likely to say they paid a visit to Snapchat than those from the middle-income bracket, where some 14% of the families that earn more than \$75,000 per annum saying that Snapchat is their preferred site, whereas only 7% of those earning less than \$30,000 per annum prefer



Snapchat. It was also noted that Twitter was preferred by the wealthiest teenagers, with their counterparts a little down the economic scale saying that they use it less.

Teenager's Communications Patterns Highly Influenced by Smartphones

Smartphones have basically become a household item for many teenagers, many of them viewing those devices as an essential part of life. Many teenagers like to send text messages. On average, teenagers send and receive about 30 texts per day. This is coupled with the fact that approximately 88% of teenagers have or have access to smartphones or regular cellphones, with some 90% of those teenagers exchanging text messages each day.

The trend, based on the survey, shows that of the 74% of teenagers who are able to access smartphones, they have been using **platforms like WhatsApp and Kik** to send messages. In fact, 33% of the teenagers who have smartphones use those apps. Hispanics and African-American teenagers who have access to smartphones tend to use messaging apps more often than white teenagers. The figures show 47% of African-American teenagers and 46% of Hispanic teenagers use messaging apps compared to only 24% of white teenagers.

Boys Prefer Playing Video Games While Girls Control Social Media

Based on the initial Pew Research Center survey mentioned at the start of this article, the data revealed that 61% of girls compared to 44% of boys preferred to use Instagram, 51% of girls compared to 31% of boys preferred to use Snapchat, 33% of girls compared to 11% of boys preferred to use Pinterest, and 23% of girls compared to 5% of boys preferred to use Tumblr. So, teenage girls use social media and visually-oriented platforms for sharing a lot more than boys.

As for playing video games, the boys are more likely to own video games and gaming consoles than girls. The data revealed that 91% of boys have or have access to a game console compared to only 70% of girls, while 84% of the boys played video games online or on their phone compared to 59% of the girls.

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