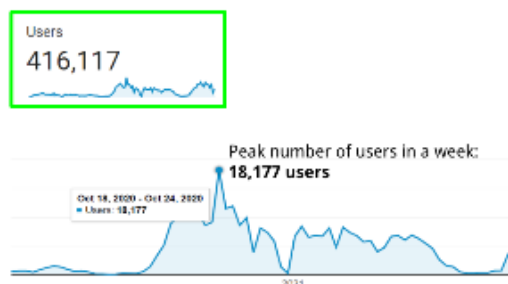




Newsletter #3

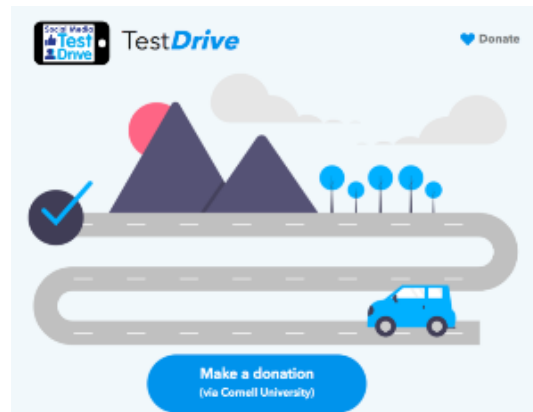
Social Media TestDrive's News Updates

User Traffic: Since Launch Date
Aug 1, 2019 (Launch Date) through Dec 1, 2021



Our Numbers

We have achieved an important milestone: 416,117 people to date have used Social Media TestDrive. Our goal is to continue to provide timely resources to support the development of youth social media literacy skills!



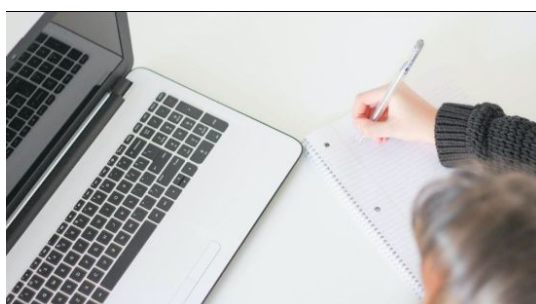
Donation Page

We now have a donation page! Please help us spread the word about supporting Social Media TestDrive and our mission to prepare young people for the online world!

[Donation Page Link](#)

#SupportSocialMediaTestDrive

Research Updates



Evaluation Study Update



Youth Tech Safety Project

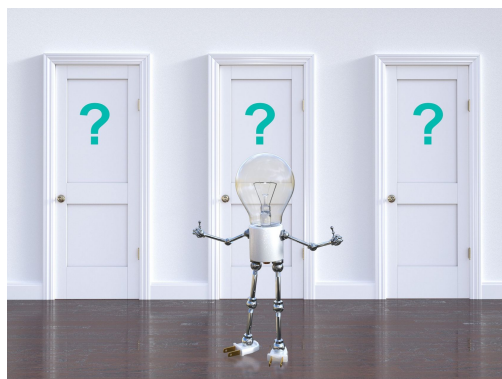
Data collection for the first evaluation of Social Media TestDrive's effectiveness is almost complete! We are working with one more school district to gather data this year and then we can begin data analysis. This first evaluation research study will help us understand to what extent Social Media TestDrive modules are teaching middle school-aged youth social media literacy knowledge and skills. Following this study, we will begin planning the next step in evaluating Social Media TestDrive: assessing the impact of modules on learner attitudes, perceived norms, self-efficacy, and behaviors.

Interested in helping with our evaluation research studies? Email us at smtdevaluation@gmail.com

Adolescents are prolific users of technology and social media, but sometimes encounter online risks such as harassment, cyberbullying, and exposure to explicit content. The Youth Tech Safety Project at the Cornell Social Media Lab is conducting an IRB approved study to understand these risks and concerns. As part of this project, we are developing participatory design workshops with high school youth, caregivers and advocates to address digital safety.

Interested in participating in our research studies? Contact us at techsafety@cornell.edu

Featured FAQ



Q: Can I use Social Media TestDrive to teach about healthy social media habits?

A: Yes! The “Healthy Social Media Habits” module describes why social media can become addictive (e.g., attention-grabbing design) and the strategies youth can use to develop healthy social media habits.

We would love to hear from you. Please send us your questions at socialmediatestdrive@gmail.com

