

TEXT-TO-BREATHE

Every waking hour, the average teenager sends or receives seven text messages—that adds up to just over 3,400 texts a month. In a somewhat-less-than-shocking revelation, Nielsen researchers found that girls sent-and-received almost 4,000 texts every month (3,952), while boys could muster only 2,815. Even less shocking, and in stark contrast, senior adults (65 and over) clock in with a trickling send-and-receive rate of 64 messages per month. Following this comparison of trajectories to its logical “end,” I’m pretty certain I’m already dead (with a blistering rate five or six texts a month).

An ExactTarget study found that teenagers prefer text-messaging to talking because it’s...

- faster (22%);
- easier (21%); and
- more fun (18%).

And while two-thirds of senior highers (64%) rely on text messages to communicate with their friends and family, far fewer post messages on Facebook (15%), send emails (10%), or send instant messages (4%). The study found that kids primarily use email and Facebook to share created content, such as videos, with their friends. When they want to chat, they text. When they want to spread news about cool stuff, they email or Facebook. Here’s a breakdown of kids’ daily social media activity (the percentages reflect how many do each activity at last once a day):

Send email.....	84%
Send text-message.....	82%
Check in using a location-based service (Foursquare).....	51%
Chat via instant-messaging.....	46%
Use smartphone messaging apps.....	39%
Use Twitter.....	32%