

Junior Achievement/Deloitte

2009 Teen Ethics Survey

Social Networking, Teens and the Workplace



Executive summary

The Junior Achievement/Deloitte Teen Ethics Survey is an annual poll conducted to gauge U.S. teens' attitudes about ethical behavior, particularly with respect to actions in school and the workplace. The 2009 Survey focused on social networking and examined the ethical implications for teens, who see access to sites like Facebook and Twitter as an integral part of their lives.

Against the explosive growth of social networks, the survey explored the amount of time teens are using them, expectations about accessing sites while on the job, and the extent to which teens consider how others will react to their postings. It also explored whether teens are behaving ethically or unethically while on social networking sites, whether they would stand up for someone who might be the victim of inappropriate behavior and whether they use social networking platforms to help others.

The results of this and other surveys suggest that the increasingly widespread use of social networking sites could pose real risks to corporate reputation, proprietary information and productivity. An important conclusion is that teens need help and guidance in learning to make the right choices, whether online or offline, and that training, tools and role models to help with ethical decision-making will help teens navigate both their online and real worlds.

As used in this document, "Deloitte" means Deloitte LLP and Deloitte Services LP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.



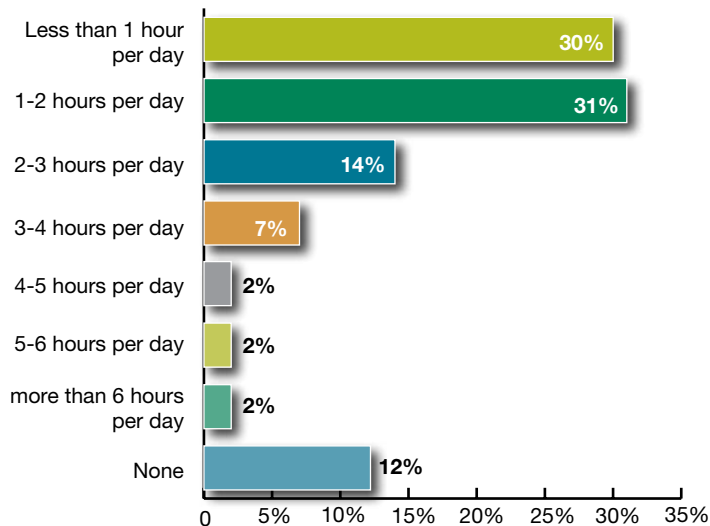


Teens are spending a considerable amount of time on social networks

The results of the 2009 JA/Deloitte Teen Ethics Survey demonstrate the prevalence of social networking among teens.

How many hours daily, if at all, do you spend using internet social networking sites such as Facebook, MySpace, Twitter, You Tube, Flickr, Friendster, email etc. for non-school related activities?

Would you say...





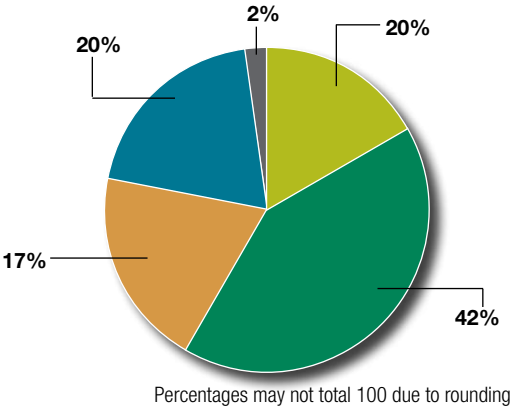
Access to social networks impacts job decisions

Nearly nine-in-ten (**88 percent**) teens surveyed use social networks every day and more than half (**58 percent**) said they would consider their ability to access social networks at work when considering a job offer from a potential employer. This comes as many employers have begun implementing policies that limit access to social networks during the workday due to concerns about unethical usage, such as time theft, spreading rumors about co-workers or managers and leaking proprietary information about an employer.

Some employers restrict access to social networking sites like Facebook and Twitter for personal use. To what extent would you consider the ability to access social networking sites, when you are deciding whether or not to accept a job offer?

Would you say...

- You would be highly likely to consider it
- You would be somewhat likely to consider it
- Would you be somewhat unlikely to consider it
- You would be highly unlikely to consider it
- Don't Know/Not Sure



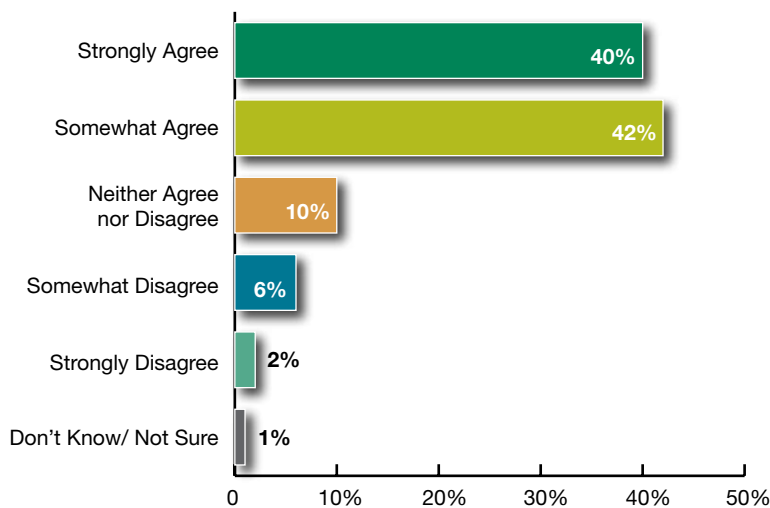


Making ethical decisions in the workplace

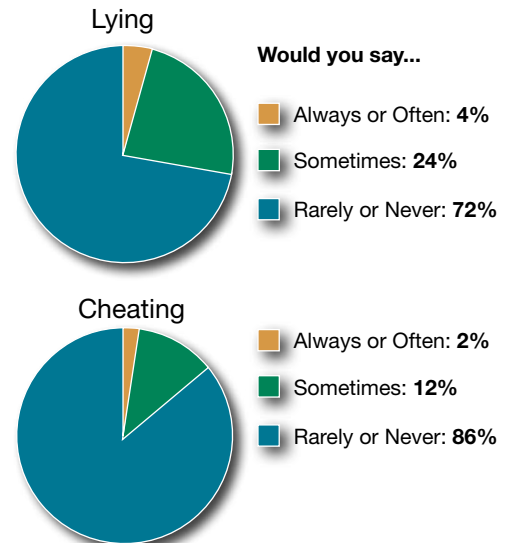
Most teens agree that they are ethically prepared to enter the workforce. However, this confidence in their ethical preparedness is somewhat contradicted by other findings in this survey, which indicate that many teens feel they must lie to succeed in school, and more than one-in-ten think they must cheat.

Please indicate your agreement or disagreement with the following statement: "I feel fully prepared to make ethical business decisions when I join the workforce."

Teens say they...



In a typical school year, how often do you feel you have to break rules against any of the following behaviors to succeed in school?



“From an employer’s perspective, it’s clear that organizations need enhanced training and communication relative to social networking. This is particularly the case when more than half of the future talent pool feels so strongly about social networking that their ability to access those sites at work would play into their decision to take a job. Teens who will soon be entering the workforce must understand the value of their ‘personal brand,’ that their online postings live in perpetuity, and also need ethical decision-making tools to help them understand the importance of behaving with integrity on- and offline.”

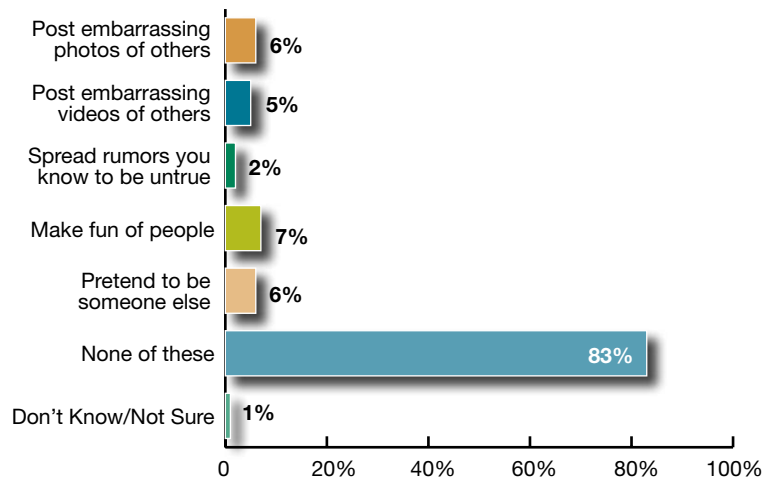
*Ainar D. Aijala, global managing partner, Consulting, Deloitte Touche Tohmatsu
and immediate past chairman of JA Worldwide*



Most teens do not use social networks unethically

The results of the 2009 JA/Deloitte Teen Ethics Survey underscore the prevalence of social networking and that it is as much a part of teenagers' lives as email and cell phones are for adults. There are indications of the generally ethical use of these social networking sites, and that teens are using and/or want to use them responsibly, and not maliciously.

Do you ever use the Internet to do any of the following?

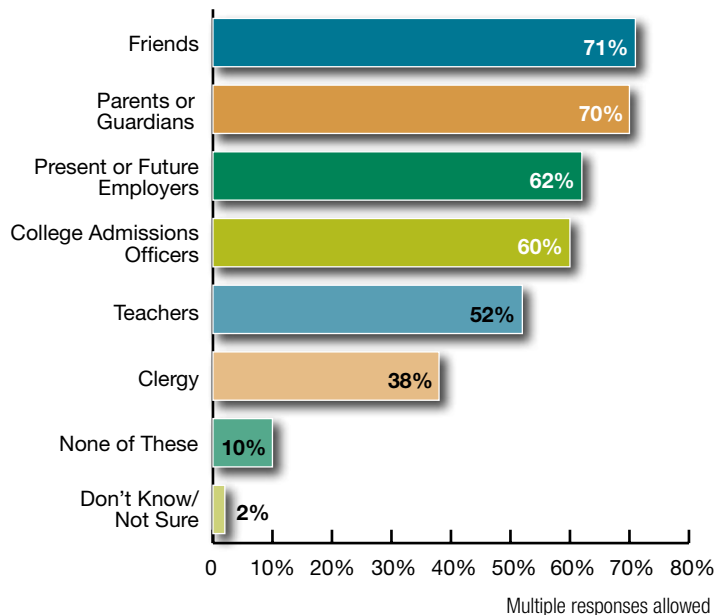




Many teens are not considering others' reactions when posting online content

Despite their confidence in the integrity of their online behavior, significant numbers of teens do not consider the reactions of specific groups of influencers in their lives when posting content on social networks. Specifically, **40 percent** do not consider the potential reactions of college admissions officers, **38 percent** do not consider the reactions of present or future employers, and **30 percent** do not consider their parents' reactions.

Do you consider how the following people might react when you post comments, photos, or videos online?



“The contemplation of how one’s actions will be received by others is a hallmark of emotional and ethical maturity. A lack of consideration of how one’s behavior will impact others suggests that teens need to be more mindful of the ramifications of their actions. If this lack of reflection continues into adulthood, it’s a signal to employers that the workplace implications could be considerable. Even though teens may have a higher threshold than adults for what constitutes an ‘embarrassing’ posting, these future employees need to understand that behavior deemed appropriate in one’s personal life may not be acceptable or even ethical in one’s professional life.”

*Professor David W. Miller,
Ethicist and Director of the Princeton University Faith & Work Initiative*

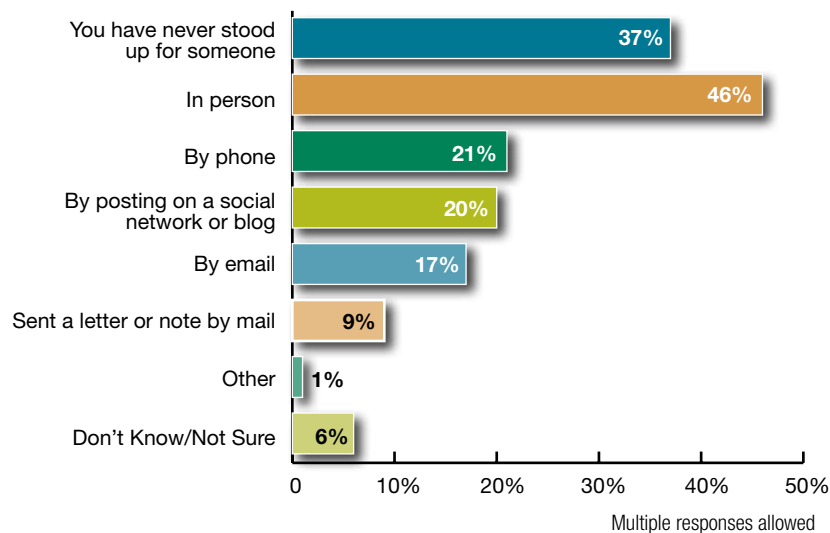


Teens stand up for one another

Despite the fact that some teens do post negative, embarrassing or untrue content about others, many indicate that they're willing to stand up for those affected by such postings—whether it's by their own online posting or by other more personal measures, such as in person or via telephone.

How, if at all, have you stood up for someone who was embarrassed, threatened, hurt, or harmed by someone else on the Internet?

Would you say...



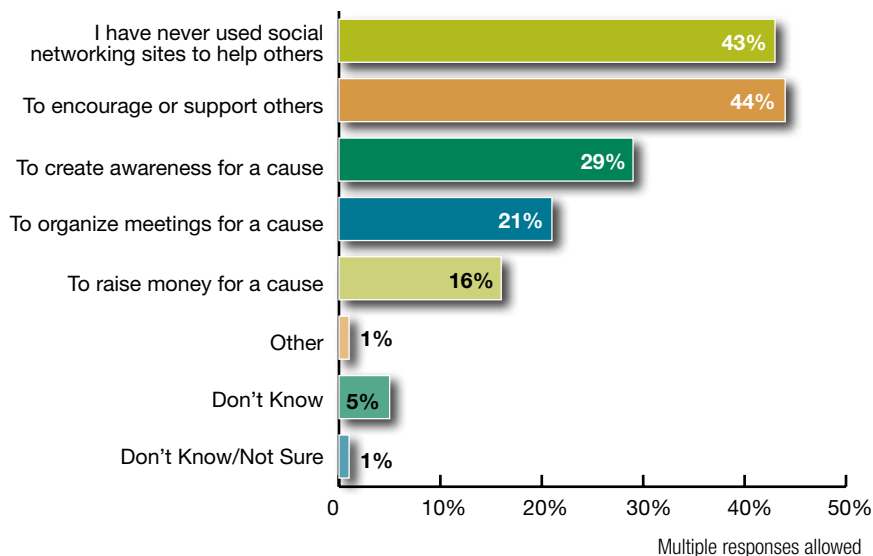


Social networking can be a powerful tool for change

There are positive findings in the 2009 JA/Deloitte Teen Ethics Survey. Many teens say they've used social networking platforms to create awareness or to raise money for a cause of importance to them. And some teens are using these sites to encourage or to support others—demonstrating that teens are aware of social networking's potential as an efficient and galvanizing means of communication.

In what ways have you used social networking sites on the Internet to help others?

Would you say...



“It’s encouraging to see teens leveraging the power of social networking to promote good causes. Yet the results of our survey indicate that teens need to continue to build on this foundation as the need is very real for more ethics education and decision-making tools to help them understand the ramifications of their online behavior. The Junior Achievement/Deloitte curricula can help students be better ethically prepared to enter the workforce so that they’re adding value in the workplace.”

*Jack Kosakowski,
President, Junior Achievement USA*

Conclusion

The predominance of social networking among teens invites discussion of its implications for the workplace—and demonstrates the need to provide youth with ethical decision-making tools.

The data suggest that there is an important need to raise awareness of the ethical implications of social networking and to help educate teens about how to appropriately use social networking platforms. This survey alerts parents, employers and others to take the emerging applications and ethics of social networking seriously.

For more information about the Junior Achievement/Deloitte ethics curricula, please visit www.ja.org/ethics.

Survey Methodology

This is the seventh year that Junior Achievement and Deloitte have commissioned the Teen Ethics Survey. It was conducted by Opinion Research Corporation the week of September 21, 2009, and surveyed 1,000 U.S. youth ages 12-17 by telephone. The survey's margin of error is +/- 3.2 percent.

Professor David W. Miller, ethicist and director of the Princeton University Faith & Work Initiative, assisted in the development of the 2009 Junior Achievement/Deloitte Teen Ethics survey and provided analysis of the data.

