



# LDS Youth Messaging

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**Research Information Division**

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## Data sources

### Survey of LDS youth age 12–17 in USA

October–November 2015

2,305 youth responses

Survey included about 25% who aren't fully engaged

Data weighted by age, gender, and activity to represent USA youth in units

### Focus groups with youth, parents, and instructors in USA

July–August 2015

51 groups with 298 individuals in 5 states (UT, OR, TX, MD, IN)



overview

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# Summary

Most LDS youth have ready access to devices and services—media is ubiquitous

Half of LDS youth use Instagram daily while fewer than one-third use Facebook daily.

Youth use LDS resources mainly to fulfill gospel assignments

Youth access inspirational messages mostly via YouTube and LDS.org, not other Church apps

LDS media is “good” but may not be “essential”

Many youth continue to use Church materials in printed form

When youth face difficult questions they turn first to parents, friends, and leaders



# How do LDS youth use media?

## **Devices**

Access and ownership

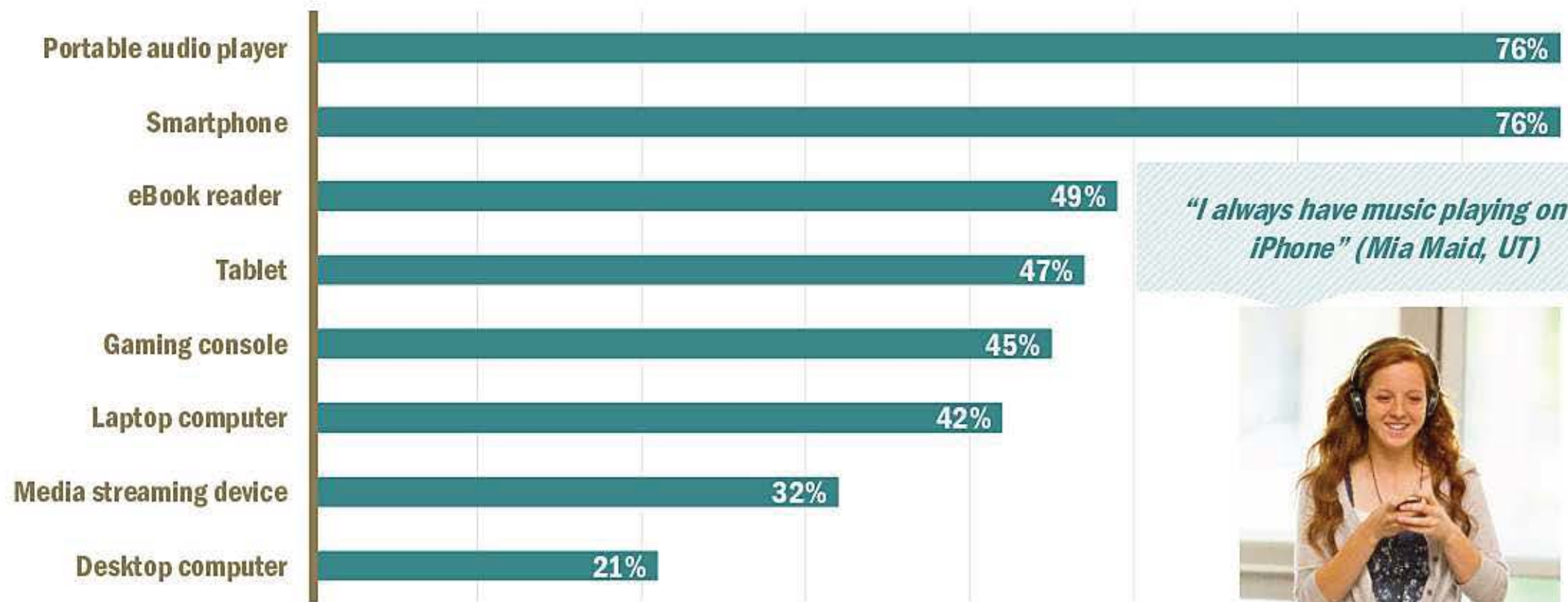
## **Services**

Social media

Online accounts

## **Contexts**

# Please indicate whether you personally own...

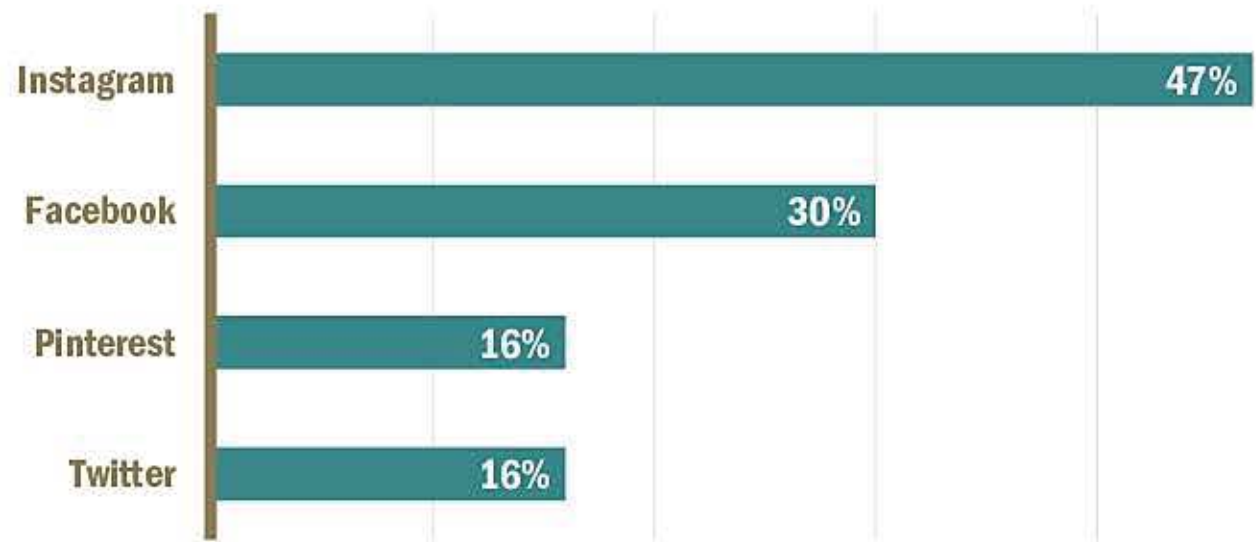


*"I always have music playing on my iPhone" (Mia Maid, UT)*



media use

# Which of the following social networking sites do you use at least daily?

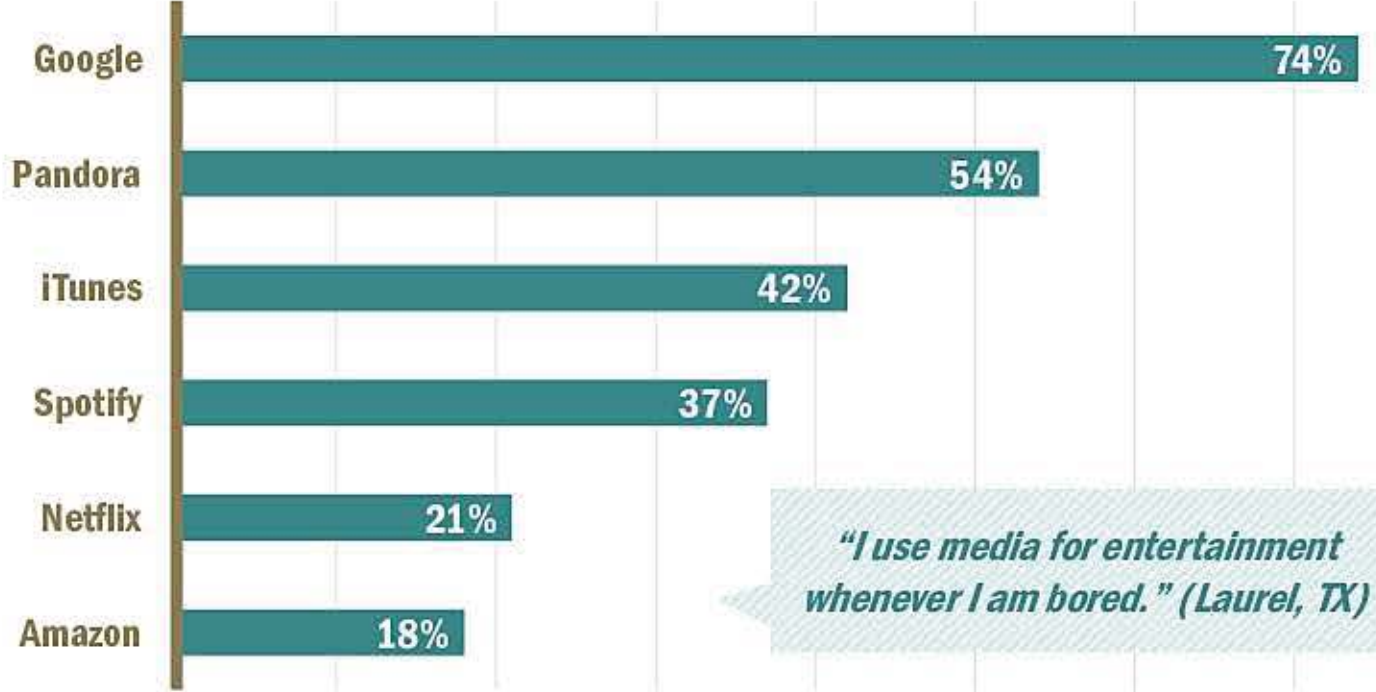


*"My middle name is Instagram. But when my mom joined Instagram, it made me crazy."  
(Laurel, OR)*



media use

# Do you have any of these online accounts?



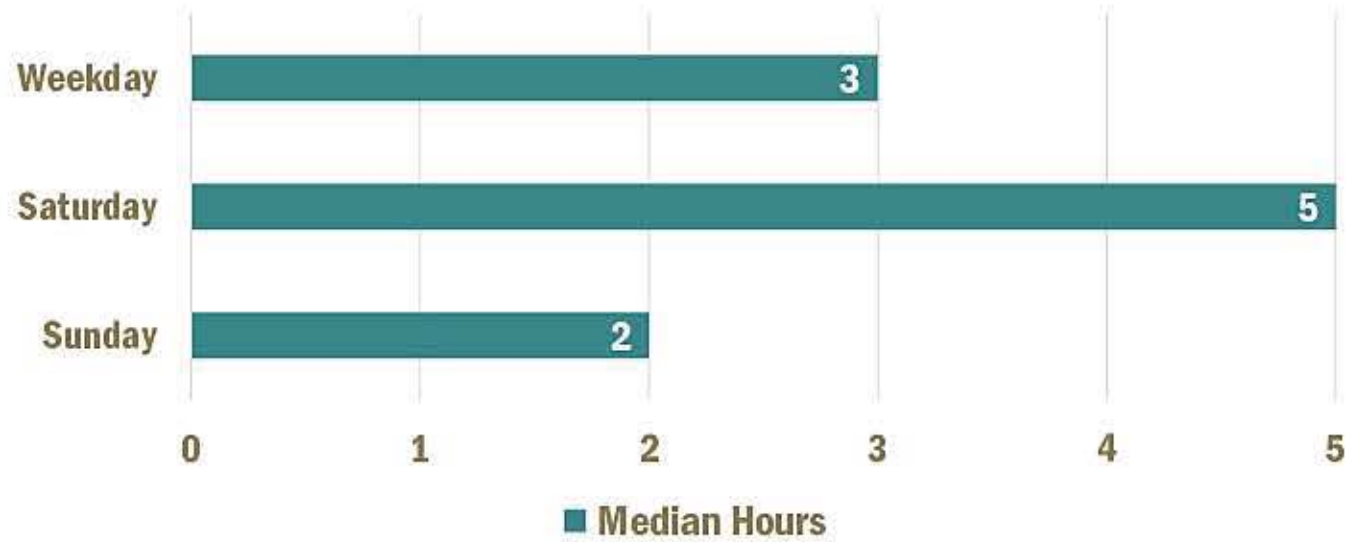
*"I use media for entertainment whenever I am bored." (Laurel, TX)*

media use

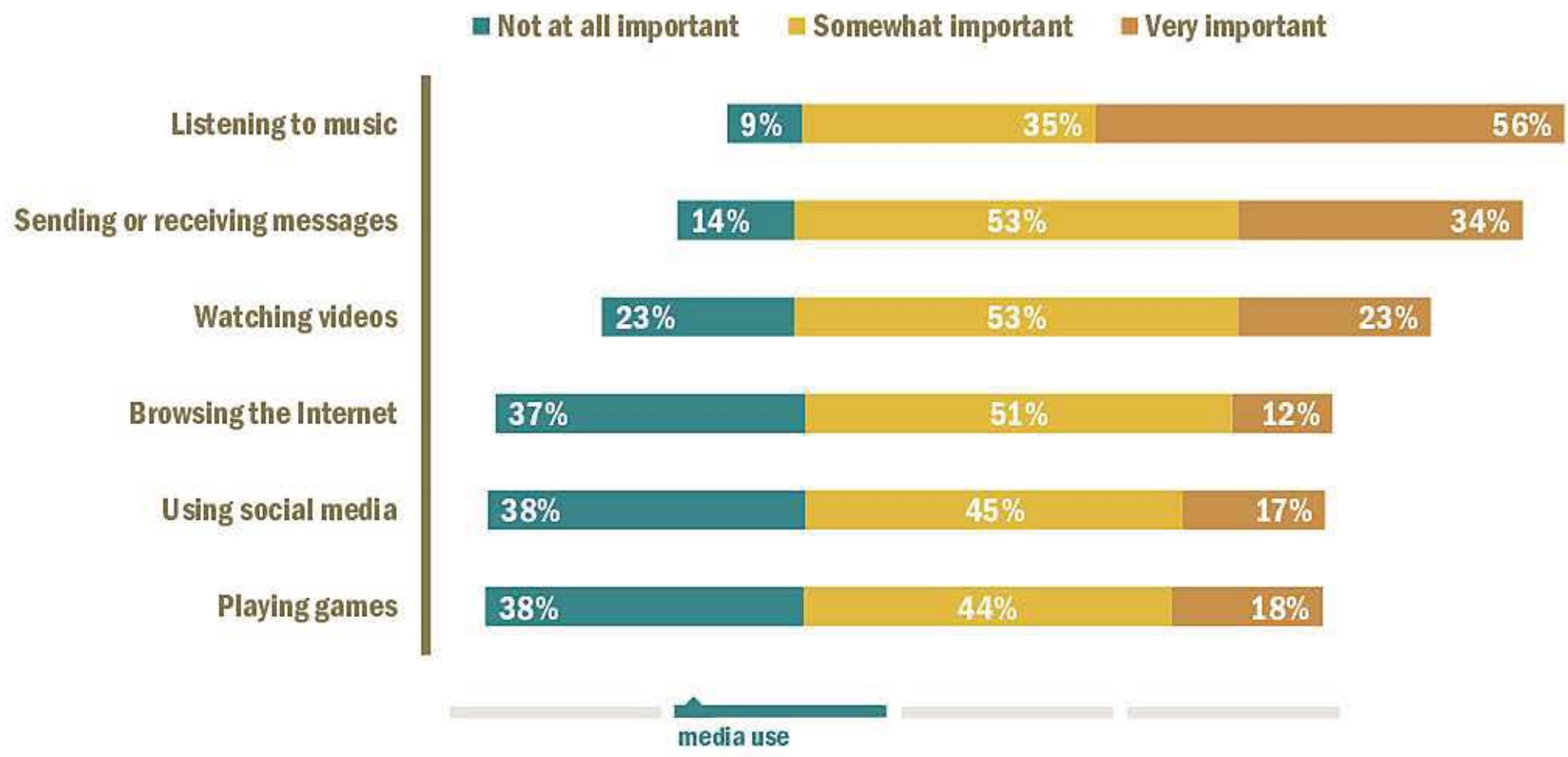


# In the past 7 days, how much time did you spend each day...

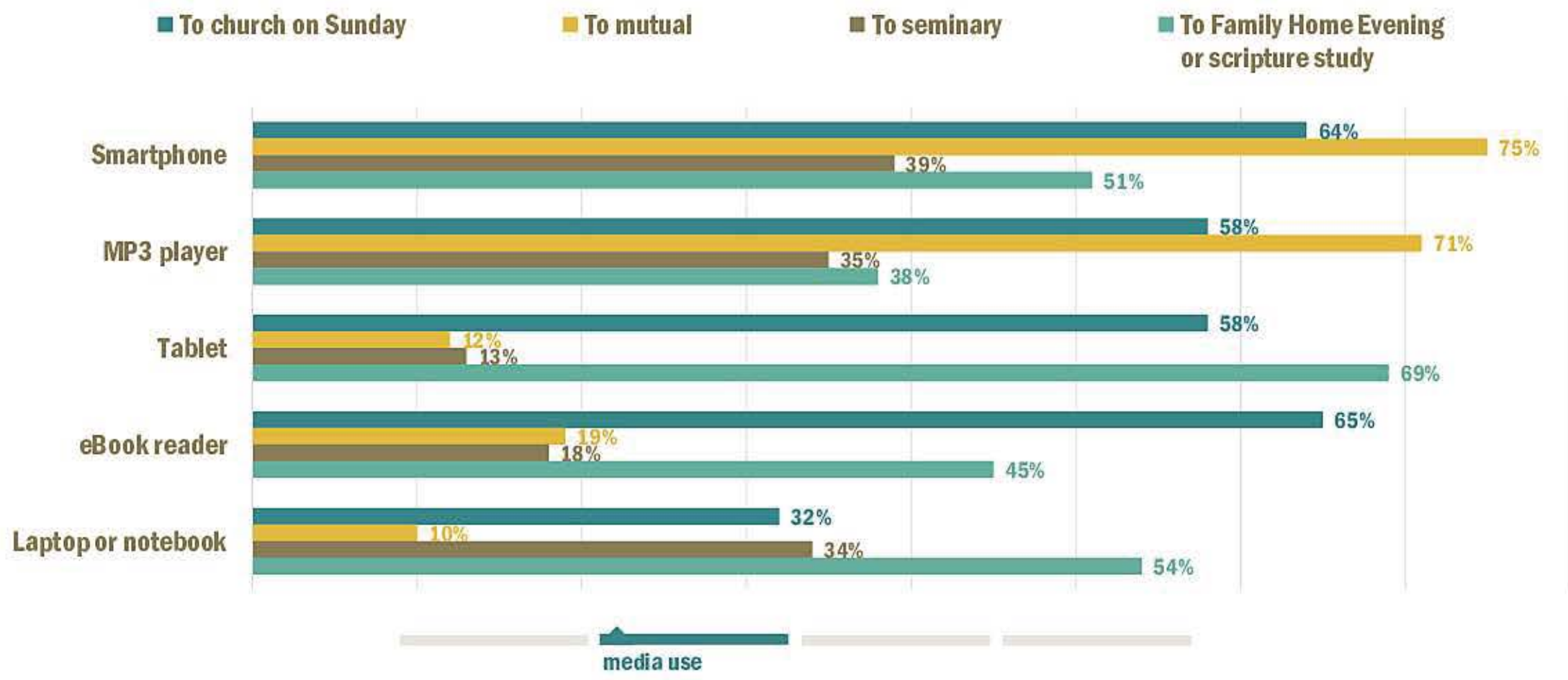
watching TV, watching videos, using the Internet for entertainment, or playing video games?



# Please rate the importance of these activities.



# Which of the following devices do you typically take with you...



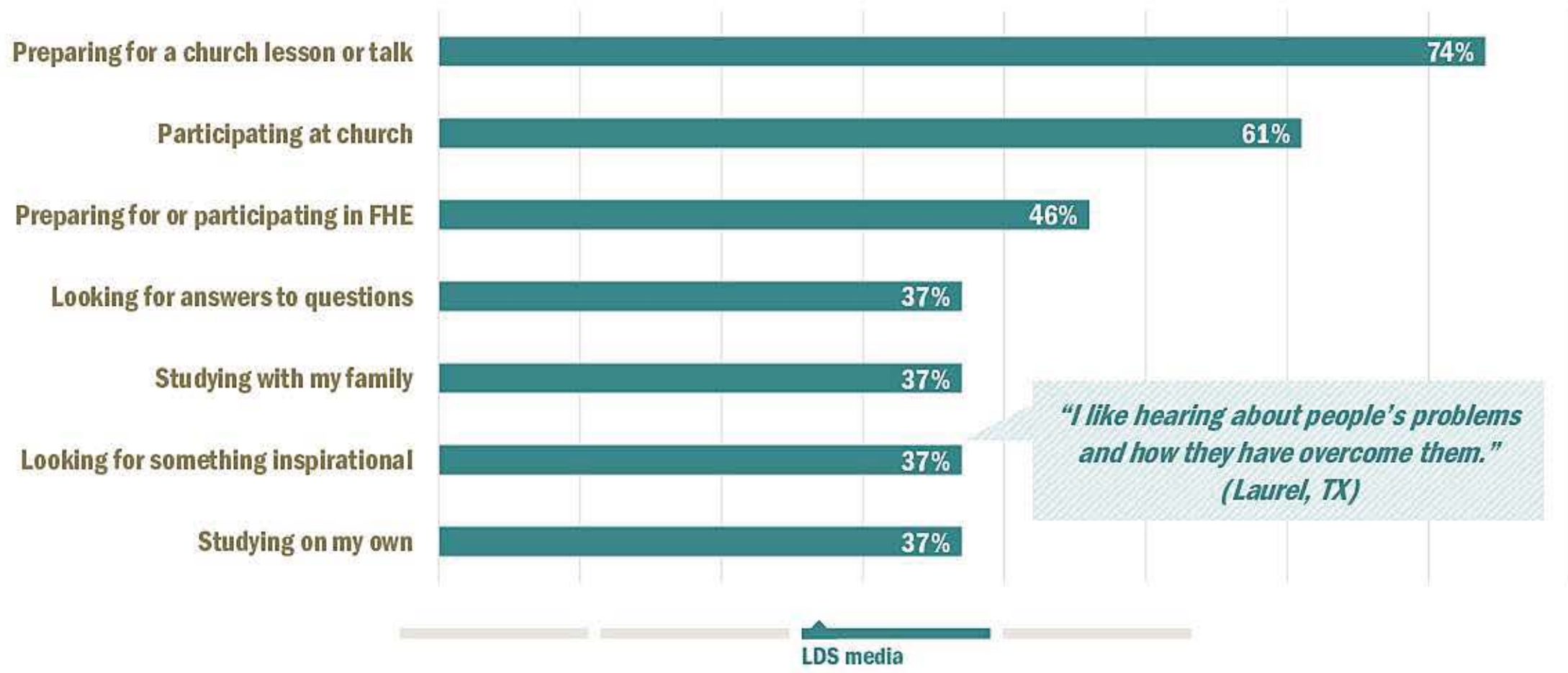
# How do youth use LDS media?

**Modes of access**

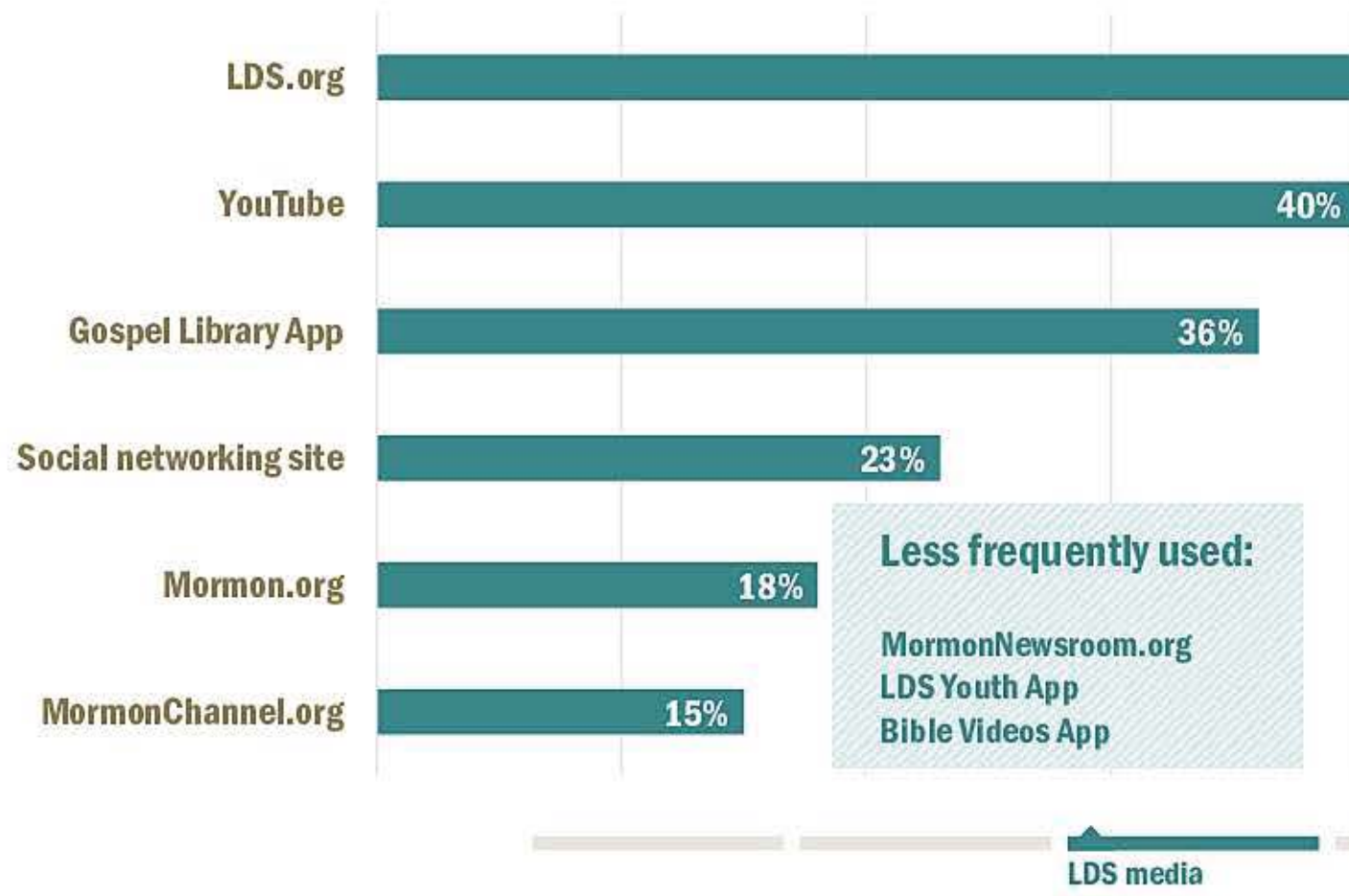
**Format and style**

**Content**

# When do you use Church websites and apps?

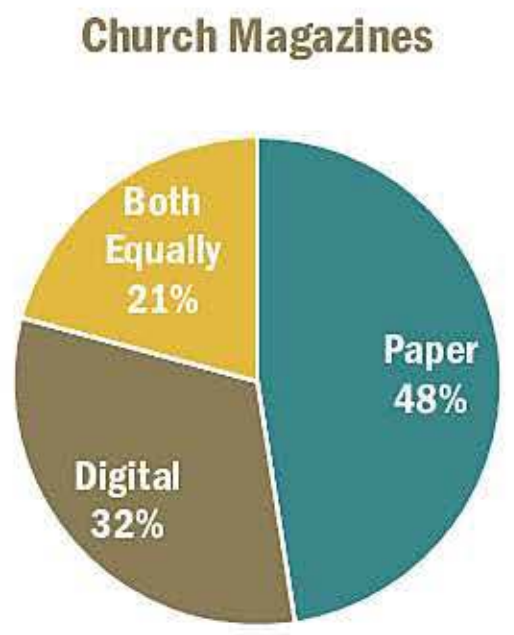


# In the past 2 months, how did you view or connect to LDS Church videos?



*“If a link on Facebook looks like it’s a video, I usually don’t click on it. And if it’s more than five minutes, I don’t even start it.”*  
*(Priest, UT)*

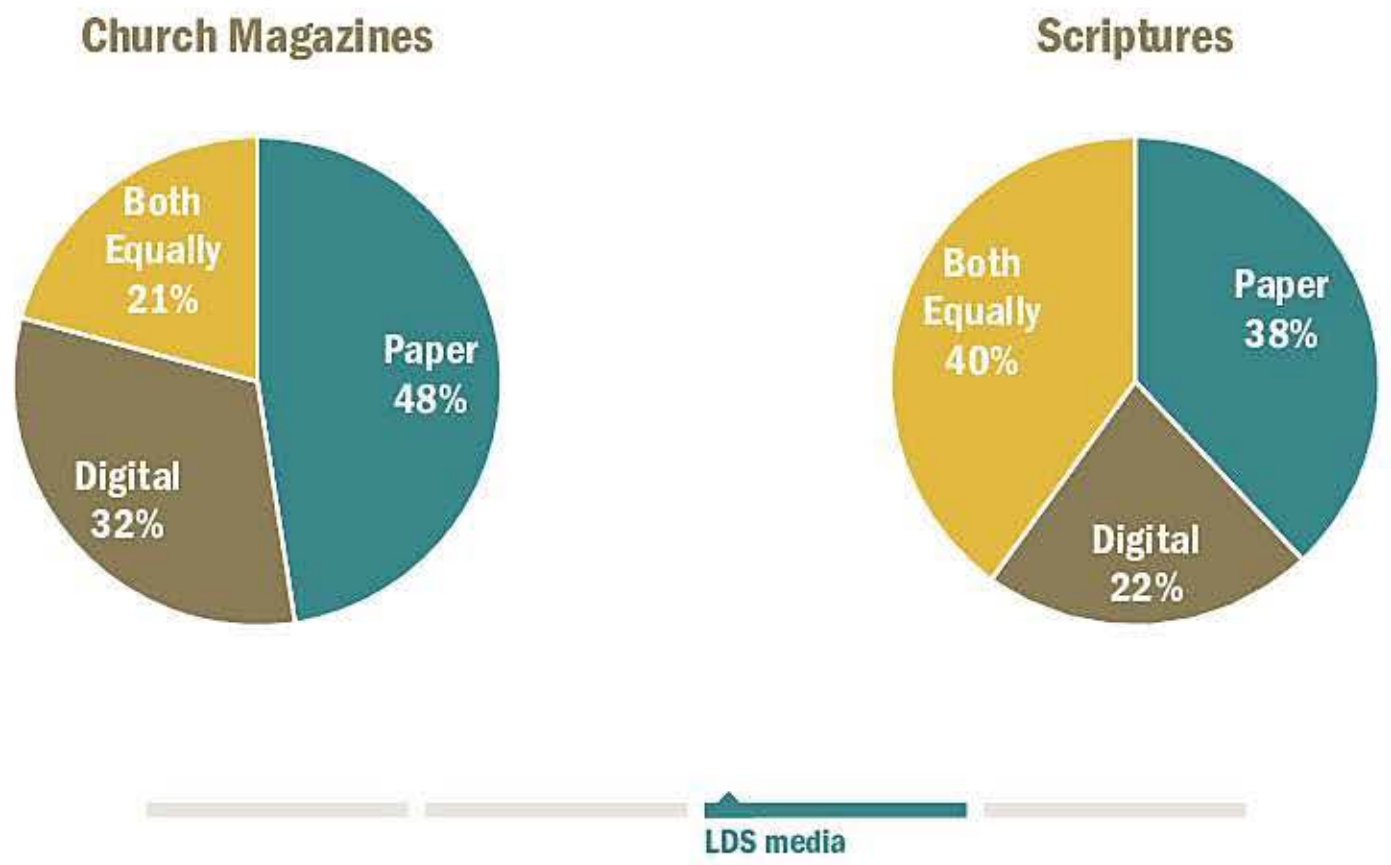
# For each LDS Church resource you use, which format do you use the most?



*“My kids are most likely to pick up The New Era and read it if it is in paper format.”*  
*(Parent, OR)*



For each LDS Church resource you use, which format do you use the most?



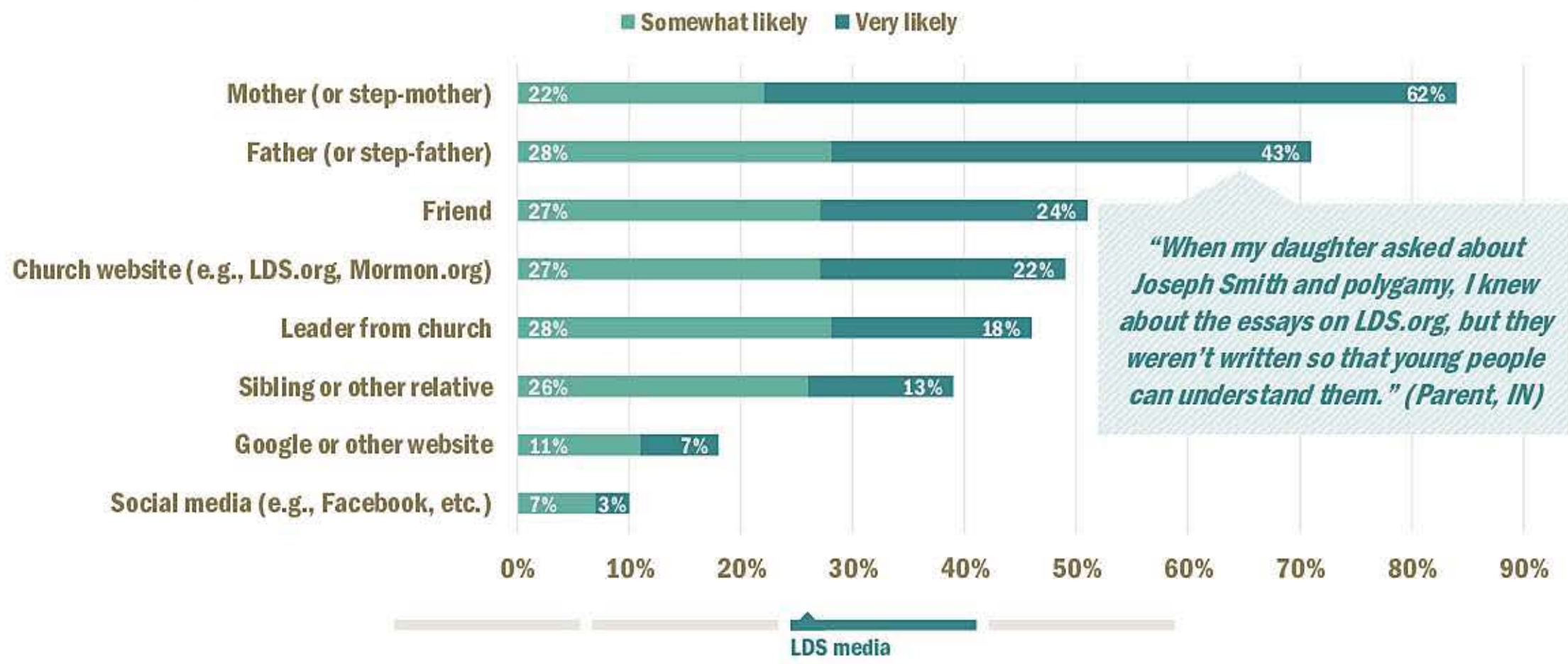


# Which of the following topics would you like to see *more of?*

<b>Most frequently selected (50% or more)</b>	Gaining a personal testimony	52%
	Inspiration or motivation	52%
	Choosing good friends	51%
	Missions	51%
	Dating and relationships	50%
<b>Least frequently selected (Less than 25%)</b>	The Restoration of the Gospel	24%
	Pornography or addictions	23%
	Same-sex attraction	21%
	Church leaders	20%
	Scouts	18%
	Abuse	17%



# If you had questions about a difficult subject, where would you turn?



## Youth preferences for LDS media

To the extent that new content is created for youth, it will be better received if it takes into account their preferences:

Instagram for social media

Shorter videos (dramatizations, not just talks)

Youth-generated content

Inspirational, motivational, or humorous media

Media about diverse youth, youth overcoming struggles, etc.

Media featuring youth's "voice"

Music with a beat



LDS media

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## Conclusions and implications

Access and interest in Church media varies by gender, age, and activity. For example,

Less active youth are more electronically engaged, but not with LDS content.

Younger youth are more interested in LDS content but have less access to technology.

Youth mainly use LDS media to fulfill gospel assignments.

Although youth appreciate messages targeted to them, it is unclear how much media they “need.”

Because many youth continue to use printed resources, a shift to “online-only” is unsupported.

Some messages might reach youth better via parents and local leaders. For example,

Youth are not necessarily interested in topics that Church leaders feel are important. They may not find this information on their own.



conclusions

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## Conclusions and implications

The data do not allow us to evaluate definitively the importance of LDS media in youth spiritual development.

LDS media may play an important role in various settings (e.g., lesson preparation, missionary work, entertainment), but not *necessarily* in ways that deepen conversion.

LDS media seems to play a supporting role in the religious development of youth. Other influences—relationships with family, leaders, and peers; gospel instruction; and personal habits—are probably much stronger for most LDS youth.

LDS media may facilitate experiences with the Spirit; it also has the potential to detract from or replace other meaningful experiences.

The degree to which LDS media is helpful depends on many factors (e.g., guidance of parents and leaders, how and why it is used, relevance, accessibility, and appeal).



conclusions

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