

How Do Teen Girls Really Feel About YouTube?



Our new report, “Teens and Mental Health: How Girls Really Feel About Social Media,” asked teen girls all about how they use social media: the platforms they’re on, the content they find, and how it all makes them feel. Here’s what they had to say about YouTube.

How often are teen girls on YouTube?

- Girls who report using YouTube said they spend **two hours and 23 minutes** per day on the platform.
- Of teens who use TikTok, YouTube, Instagram, and Snapchat, **21%** said they use YouTube the most often.

How does YouTube impact their lives?

- **41%** said their lives would be “worse” without YouTube.
- **65%** said YouTube has had a “mostly positive” impact on their lives.
- **43%** said they had stopped or limited using YouTube because it felt like it was taking up too much of their time.

Note: Among adolescent girls who use YouTube.

What kind of content do they see on YouTube?

- **22%** said they come across helpful mental health information or resources daily on YouTube.
- **29%** reported seeing harmful content related to eating disorders on YouTube.

Note: Among adolescent girls who use YouTube.

How does YouTube make them feel?

- **41%** reported frequent positive social experiences, like connecting with friends, meeting new people, or getting support on YouTube.
- **23%** said they feel bad about their bodies at least weekly when using YouTube.

Note: Among adolescent girls who use YouTube.

“YouTube just made me realize that I didn’t like my own body as much as I used to.”

—15-year-old YouTube user

“... ‘cause you spend many hours watching videos.”

—13-year-old YouTube user

“There were bad videos that gave me nightmares one time. Told me to hurt my family.”

—11-year-old YouTube user