

strategies. Although it is known that college students frequently display alcohol references on Facebook, it remains unclear whether club drug references or behaviors associated with club drug use are present on Facebook. Club drug use often takes place at musical events featuring electronic music, suggesting a strong social context for this drug use. Previous studies have found there to be a relationship between club drug use and electronic music. Therefore, the purpose of this case-control study was to examine how club drug users display content related to club drugs and electronic music on Facebook compared to non-club drug users.

Methods: This study drew participants from within a larger longitudinal study of college students from two universities. In the parent study, participants completed yearly phone interviews from before college through the second year of college. Interview data included assessment of lifetime substance use across several substances, including club drugs. For this study, we used a case-control design. All club drug users were considered cases and were matched 2:1 to non-club drug users as controls. After identifying eligible participants, their Facebook profiles were evaluated by a trained researcher for the presence of electronic music likes, electronic music events and number of friends over a 3-year time period. Analysis included descriptive statistics and χ^2 .

Results: From the large sample of 338, 17 participants reported lifetime club drug use. Of these 17 cases, 70% were male, 76% were Caucasian, and 53% were from University A. These 17 cases were matched 2:1 to 34 controls who had no reported club drug experience and same demographics. Of the club drug users, 24.5% of their total music likes were electronic. Of the non-club drug users, 2.91% of their music likes were electronic, $p = 0.004$. Of the club drug users, 70% had attended electronic events on Facebook compared to 5.88% of the non club drug users, $p = 0.000$. Lastly, club drug users averaged a friend count of 920.5, while non club drug users averaged a friend count of 548.525, $p = 0.00$. Club drug users liked an average of 15.8 artists on Facebook, and non-club drug users liked an average of 24 artists on Facebook.

Conclusions: Club drug users provide several indications of club drug use on Facebook profiles. Findings suggest club drug users display more references to electronic music, indicate attendance at electronic music events more frequently, and have more Facebook friends compared to non-club drug users. Thus, one could potentially predict someone's club drug use based on the content of his or her Facebook profile. Future intervention efforts could examine targeting club drug education ads toward individuals who display this genre of music or electronic events.

Sources of Support: National Institutes of Health (NIDA/NICHD/NIAAA) 1R01DA031580-01 (PI Moreno: \$2,494,524). Using Media to Investigate Mechanisms of Behavior Change.

86.

CHARACTERISTICS OF YOUNG ADOLESCENTS ACCESSING PORNOGRAPHY ONLINE

J. C. Suris, MD, MPH, PhD¹, Christina Akre, MA¹,
Anne-Emmanuelle Ambresin, MD¹, André Berchtold, PhD²,
Claire Piguat, MA¹, Grégoire Zimmermann, PhD².

¹Lausanne University Hospital; ²University of Lausanne.

Purpose: To define the characteristics of young adolescents reporting having visited pornographic websites in the previous 30 days.

Methods: Survey among 3067 8th graders in Switzerland (mean age 14 years, 50.3% females). We asked participants to report whether they had visited pornographic websites in the previous month and we divided them according to their answers into 3 groups: never (G1; N = 2096), rarely (G2; N = 529) and often/very often (G3; N = 442). Groups were compared regarding age, gender, family structure, emotional wellbeing, main purpose of Internet use, problematic Internet use, having a personal (not shared) computer, having a parental filter and reporting current smoking, alcohol misuse (drunkenness), cannabis use and use of other illegal drugs. All variables significant at the bivariate level were included in a multinomial logistic regression using G1 as the reference category. Results are given as Relative Risk Ratios (RRR) with 95% confidence interval.

Results: Compared to G1, G2 were more likely to be males (RRR: 16.3 [12.4/21.5]), problematic Internet users (RRR: 1.94 [1.32/2.87]), living in a non-intact family (RRR: 1.28 [1.01/1.63]) and using both tobacco (RRR: 1.59 [1.08/2.32]) and cannabis (RRR: 2.20 [1.37/3.53]). As for G3, they were more likely to be males (RRR: 87.7 [51.1/150.6]), problematic Internet users (RRR: 3.25 [2.14/4.95]), using it mainly for leisure (RR: 1.90 [1.42/2.53]), having a personal computer (RRR: 1.51 [1.17/1.96]), and also using both tobacco (RRR: 1.83 [1.19/2.81]) and cannabis (RRR: 2.86 [1.73/4.74]). G3 also showed a clear trend of being less likely to have a parental filter (RRR: 0.69 [0.48/1.00]; $p = .053$).

Conclusions: Online pornography viewing is an activity almost exclusively reported by male adolescents and is associated with a certain risk-taking profile including being a problematic internet user and using tobacco and cannabis more frequently. Moreover, the frequency of visiting pornographic websites increases in parallel to the risk-taking profile. Additionally, having a personal computer is a risk factor for frequent online pornography viewing. Parental guidance regarding Internet use could be key not only to decrease online pornography viewing but also other risk behaviors.

Sources of Support: This study was supported by the Service of Public Health of the canton of Vaud and the Swiss National Foundation.

87.

SOCIAL MEDIA USE AND ADOLESCENT RISK TAKING BEHAVIOR

Roman H. Gebremeskel, BS¹, Krysten Sessoms², Marni Krehnbrink²,
Chassidy J. Haney, MPH², Tamera Coyne-Beasley, MD, MPH, FSAHM².

¹Medical College of Meharry; ²University of North Carolina.

Purpose: Social media has become an important medium for adolescents to learn about and receive health information. However, it is unclear if all adolescents use various social media equally, and in turn, if they would be equally affected by health interventions using different outlets. The objective of this study is to determine social media use among adolescents by their risk-taking behavior.

Methods: Data were obtained from adolescents at a Pediatrics Clinic in the South. Demographics, insurance and vaccination history were gathered through electronic medical record abstraction. The Guidelines for Adolescent Prevention Services survey was used to collect data on health, risk and protective behaviors. Social media data were collected via a survey adapted from The Pew Research Center. Univariate analysis with Stata 12.0 was used to evaluate sample characteristics. Bivariate chi-square analysis

assessed association between social media use and risk taking behavior.

Results: 314 adolescents participated, ages 11–21 (48% male, 52% female, 21% white; 45% black, 27% Hispanic, 8% other, average age 14.35 years, median 14.5 years). 87% of teens had access to the internet, 72% had a cell phone and 68% were able to send and receive text messages, while only 11% had previously received health information through social media. Teens who reported currently dating or being in a relationship (25%) were more likely to have a cell phone (82%), send and/or receive text messages (83%), have received health information through social media (17%), spend over two hours a day on the computer or cell phone (75%), use Facebook (82%) and use Twitter (45%) compared to teens who were not dating ($x^2 < 0.05$). Teens who reported sexual intercourse (20%) were more likely to have a cell phone (87%), send/receive text messages (82%), have received health information through social media (28%) and to spend over two hours a day on the computer or cell phone (68%); however they were less likely to have access to the internet (78%) or to use online games/apps (31%) than sexually naïve teens ($x^2 < 0.05$). Teens who were thinking of having sex soon (17%) were more likely to have a cell phone (86%), send/receive texts (86%), have received health information through social media (42%), spend over two hours a day on the computer or cell phone (65%) and use Facebook (86%) compared to those who were not ($x^2 < 0.05$). No other measured risk behaviors: eating/weight/body, schools, weapons/violence/safety, tobacco, substance use, emotions or special circumstances were associated with social media use.

Conclusions: Dating and sexual behaviors may be associated with social media use more than other risk-taking behaviors. Preventive sexual health information through social media may be an effective strategy to reach dating, sexually-active adolescents and those thinking about sex, as these adolescents are frequently engaging in social media and cellular settings. Further research is needed to determine what preventive sexual health information via social media and texting would be effective.

Sources of Support: None.

88.

RELATIONSHIP OF MEDIA LOCATION TO ADOLESCENT HEALTH-RISK BEHAVIORS: GENDER DIFFERENCES

Lynn Rew, MSN, Michael Mackert, PhD, Su Zhaohui, MA.
The University of Texas at Austin.

Purpose: The aim was to explore relationships among the risk factor of peer influence, the protective resource of parental monitoring, location of media use, and the outcomes of health-risk behaviors (smoking cigarettes, smoking marijuana, drinking alcohol, age at first coitus, number of sex partners, contraceptive use, and use of alcohol or drugs with sex), and to further explore differences between females and males.

Methods: This analysis is one component of a longitudinal study of health-risk behaviors in high school-aged adolescents. Following IRB approval and written informed consent of the participants, data were collected either by computer or by mailed paper surveys from 912 adolescents (42.9% males, 47.4% Hispanic/Latino). Peer influence was measured by a 15-item Likert scale with a Cronbach's alpha = 0.90. Parental monitoring was measured using an 8-item Likert scale with a Cronbach's alpha = 0.82. Media use scales were created for this study and summed participants' use (not at all, < 3 hours/day, 3–5 hours /day, > 5 hours/day) of various

media (TV with or without cable, fashion or teen magazines, video games, computer with or without Internet, CD, VCR, or DVD player) by location (out-of-home; in-home, but not in room; in-room). Health-risk behaviors were measured using single items from the Youth Risk Behavior Surveillance Survey.

Results: Media use outside the home was statistically significantly related, inversely, to parental monitoring, and positively to drinking alcohol ($p = .05$), and number of sexual partners for females ($p = .01$); media use outside the home was also statistically significantly related to peer influence ($p = .01$); and marijuana use ($p = .05$) among females and males. Media use inside the home (but not in one's room) was significantly related to number of sex partners for females only ($p = .05$), but none of the other variables were significantly related for either females or males. Media use in one's room was significantly related to peer influence, smoking marijuana, drinking alcohol, and number of sex partners for females; it was also significantly related to contraceptive use for both females and males ($p = .05$). Among males, in-room media use was significantly inversely related to parental monitoring ($r = -.12$, $p = .05$).

Conclusions: To our knowledge, this is the first study to explore the location of media use among adolescents and it suggests avenues for intervention that may be gender-specific. It also supports previous studies that indicate peer influence as a risk factor and parental monitoring as a protective resource for adolescents' health-risk behaviors. This approach to studying media, by location rather than technology, could be a model for future longitudinal studies where the evolution of media provides substantial measurement challenges.

Sources of Support: Supported by R01NR0009856 from the National Institute of Nursing Research/National Institutes of Health awarded to the first author.

89.

EMAIL ISN'T JUST FOR OLD PEOPLE: HOW MEDICAL PROVIDERS CAN COMMUNICATE WITH YOUTH TODAY

Kelly Ann Robinson, Joshua S. Borus, MD, MPH, Sarah Weas, MPH, Eric Flegler, MD, MPH, Elizabeth R. Woods, MD, MPH, FSAHM, Eugenia Chan, MD, MPH.
Boston Children's Hospital.

Purpose: Understanding how adolescent and young adult patients utilize communication technology has the potential to improve contact between patients and medical providers. This study describes the technology use habits and willingness to use technology with medical providers among a diverse youth population.

Methods: A convenience sample of youth patients, ages 15–25, completed a technology use survey in the waiting room of an Adolescent/Young Adult Practice between October 2012 and April 2013. Seventy-seven percent (108/140) of surveys were completed. We used chi-square to determine whether technology use or willingness to complete online questions between medical visits differed by sex and race.

Results: Demographics reflected the clinic population: mean age 19.9 years (SD 3.1 years), 68% female, 29% white, 32% black, 27% Latino and 12% other. With respect to technology use patterns, 62% of patients reported using email daily, 17% several times a week, 12% at least once a week and 5% less than once a week. 58% used online banking. Older participants (those 19–25 years of age) were more likely than young participants (those 15–18 years of age) to email every day (75.4% vs. 47.1%, $\chi^2 = 9.9$, p -value = 0.04). Older