

Project

SMART

(Social Media and Resilient Teens)



Nice to meet you!



Kelly McMinn

Project SMART

(Social Media and Resilient Teens)

- NIH Funded longitudinal study that explores **how social media use and mental health impact each other** in adolescents.
- Aims to find data-driven insights to **help teens using social media to be healthier and more resilient.**



TEXAS A&M UNIVERSITY

Agricultural Leadership,
Education & Communications

My Role:

- Recruited youth participants and their caregivers to chat about social media.
- Conducted youth interviews.
- Supervised by Dr. Wang and Louana Paddock.



Method and Results:

How: Flyers, Outreach booths, School contacts, Follow-up messages

Where: Community events, School-based outreach, Local partnerships

Data Tracked: Participant sign-ups, Interviews completed, Conversion rate.

Let's Talk About Social Media.

A Study by Texas A&M – for Teens and Families



 **Middle Schoolers & Parents are invited to join a one-hour interview!**

 Share your experiences with social media – we want to hear from both youth and adults.

 Choose in-person or Zoom

 Get \$20/person as a thank-you

 Refreshments (if in-person at Texas A&M University)



 Scan to learn more & sign up!

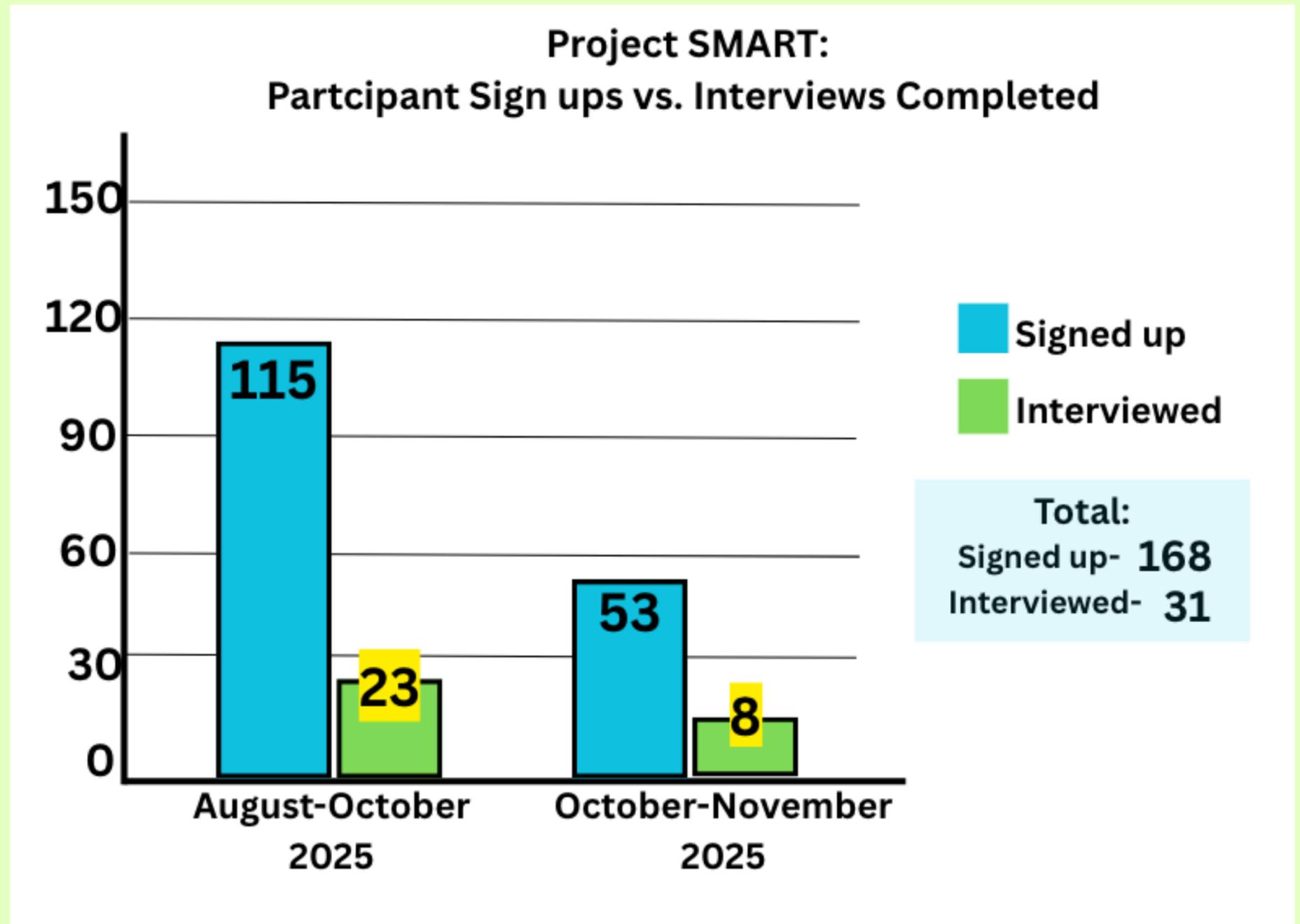
Have questions or need more information? Email to smart@ag.tamu.edu

 IRB NUMBER: STUDY2024-0488
APPROVAL DATE: 06/11/2024

Outcome:

- 168 signed up
- 31 interviewed
- 18.5% conversion

Figure 1.



Changes

Professional:

- Experience with applied research
- Exposure to large-scale studies
- Preparation for graduate training

Personal:

- Stronger communication skills
- More confidence working with youth
- Better organization and follow-up



Application to Future Career:

- Clinical & research focused graduate study
- Work with adolescent populations
- Community-based mental health research



Questions?

Special Thank you to:

Dr. Jun Wang, Louana Paddock, Project SMART research team, Participating families and to the ***Science Influencers Program!***