

Teens, Trends, and Personal Finance



March 23, 2022 Webinar | Presenters: Hilary and Audrey Hunt

Today's Teens

Piper Sandler, Taking Stock in Teens, [Fall 2021 Report](#)

Video Games

From Teen Spending to NFTs

- Lingo:
 - F2P: Free to Play
 - NPCs: Non-playable Characters
 - DLC: Downloadable Content
 - MMO: Massively multiplayer online
- Microtransactions”
 - How Microtransactions Impact the Economics of Gaming, [Investopedia](#)
 - [Microtransactions Are Great For Game Companies, Less Fun For Players](#)
 - Intelligent Economist, “[Microtransactions in Video Games](#)”
- NFTs
 - Inverse, “[What are NFTs in Video Games? 9 Publishers on the Future of the Technology](#)”
 - GameInformer, “[What Are NFTs And What Is Their Impact On The Gaming Industry?](#)”
 - C\net, “[NFTs are coming for your video games. Players, get ready](#)”
- Choice Board
 - [Google Slides](#)
 - [Google Docs](#)

Influencer or Educator?

Social Media as a Source of Financial Information (and Advertising)

- Wells Fargo, “[Social Media Increases Teenage Interest in Wall Street, Wells Fargo Survey Finds](#)”
- Vox, “[Terrible financial advice is going viral on TikTok](#)”
- Featured social media accounts
 - TikTok
 - [@moneyunder30](#)
 - [@joshuaerabu](#): Money for Gen Z
 - [@humphreytalks](#): Humphrey Yang
 - [@herfirst100k](#): Tori Dunlap
- List of social media accounts to checkout
 - FinCon, “[Best Personal Finance YouTubers](#)”
 - Money Under 30, “[14 TikTok finance influencers you NEED to follow right now](#)”
 - BuzzFeed, “[19 Helpful Money Advice I Found On TikTok That I Never Learned In School](#)”
 - Medium, “[12 Instagram accounts about money that are well worth a follow](#)”
 - Lending Tree, “[7 Instagram Accounts That Will Inspire You to Be Better with Money](#)”
 - HelloGiggles, “[5 Finance-Savvy Instagram Accounts You Should Follow ASAP](#)”

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- Choice Board
 - [Google Slides](#)
 - [Google Docs](#)

Rent or Own?

Subscription Services as a Way of Life

- West Monroe, [The State of Subscription Services Spending](#)
 - New York Times article, "[How Much Are We Paying for Our Subscription Services? A Lot](#)"
 - Subscription Trackers [Review](#)
 - Netflix: [prices over time](#), [current prices](#)
 - Morning Consult, "[The Subscription Economy Has Officially Infiltrated Gaming](#)"
 - Variety, "[The Future of Gaming is Subscription](#)"
 - Choice Board
 - [Google Slides](#)
 - [Google Docs](#)
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Discussion Questions

Video Games

From Teen Spending to NFTs

Spending on Video Games

- How has playing video games influenced the way you spend money? How might it influence your spending in the future?
- How much money do you estimate you've spent on in-app purchases or microtransactions in games? If you'd saved that money instead, how much would it be worth in 20 years?
- How much do you spend on (and in) video games per month? Per year?
- What payment method(s) do you use?
- Do you budget and/or plan for this spending?
- Thinking ahead to your budget as an adult, how much money do you anticipate spending on gaming? How will you control your gaming spending?

Video Games and NFTs

- Do you think video games should include video games?
- Should players have financial education before playing these games?

Influencer or Educator?

Social Media as a Source of Financial Information (and Advertising)

Financial Influencers

- Would you follow accounts that promote financial topics?
- How would you select accounts to follow? What would you look for?

Trustworthy Information

- How do you know if an influencer is providing sound financial advice?
- Does it matter if the influencers is earning money from endorsements and/or companies?

Rent or Own?

Subscription Services as a Way of Life

Tracking Expenses

- Is it "easier" to think about a monthly expense of a yearly one?
- How will you track how much you are spending?

Spending Amounts

- How will you know when you are spending "too much?"
- What amount of an increase are you okay paying? How will you decide?

Examining Subscriptions

- Are you saving money?
- What are you getting from the subscription service?
- Is there a less expensive option?