Family Online Safety Institute

Policy & Research

Research Conducted by:

HART RESEARCH ASSOCIATES

Parenting in the Digital Age



Google

CABLE IMPACTS FOUNDATION

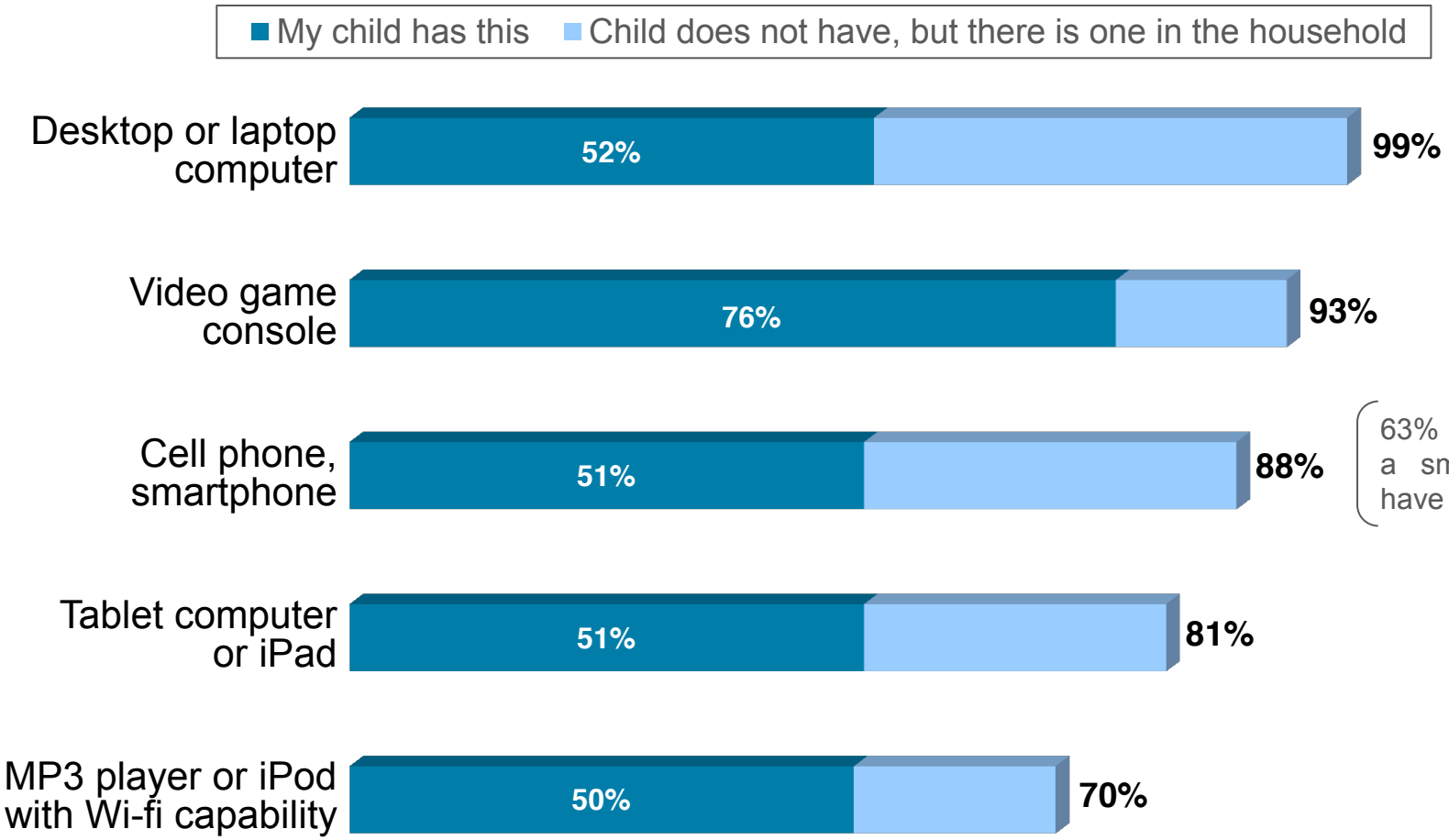
Microsoft

CTIA The Wireless Association®

Methodology

- Three focus groups in Towson, Maryland, among parents of children in three age groups: 6 to 9, 10 to 13, and 14 to 17
- National survey among parents of children age 6 to 17 with multiple components:
  - 584 online interviews among a cross-section of parents nationwide
  - Oversamples among Hispanic parents to yield a total of 407 interviews
    - Online oversample of approximately 200 Hispanic parents (English and Spanish)
    - Telephone oversample of approximately 100 Hispanic parents (English and Spanish)
- In each component of the research, children of participating parents had to use the Internet and have access to technology devices.

“Connected” children are heavily connected.



63% of children have a smartphone, 25% have a feature phone.

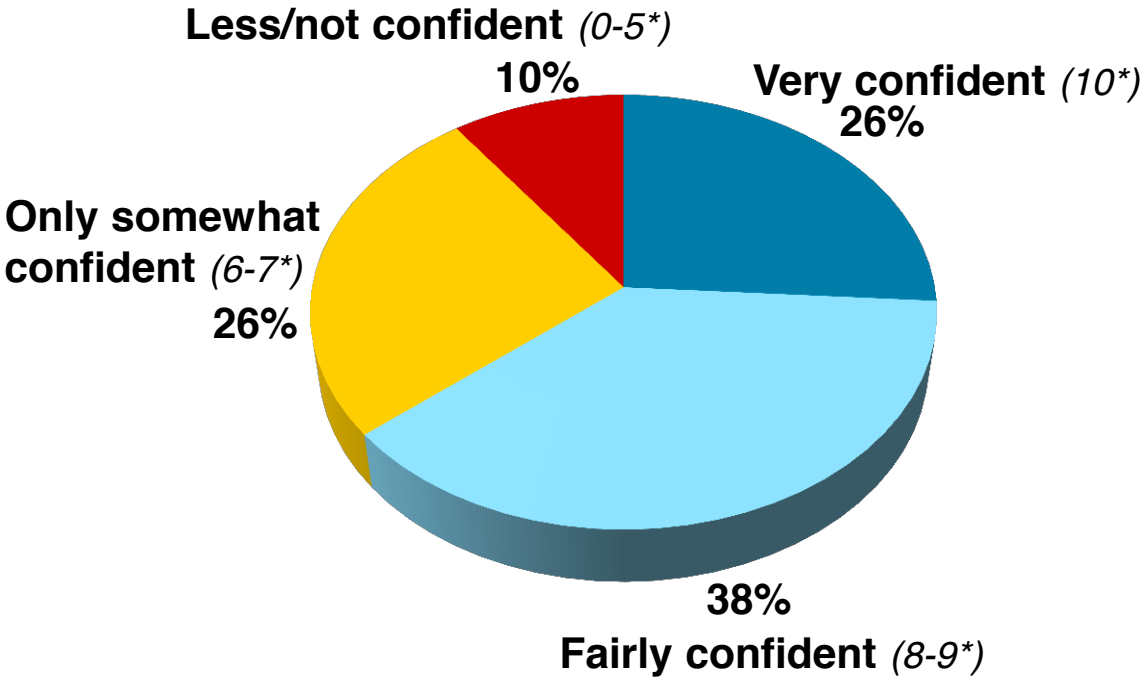
58% of all parents say their children personally have three or more items, including 69% of Hispanic parents.

When did (or can) children get their own cell phone?

- Age 11 – average age at which children who have their own cell phones got them
  - 39% got one at age 10 or younger
- Age 14 – average age at which children who do *not* have their own cell phones will get them
  - 34% will not get one until age 15 or older (and 5% will not get one at all)

Most parents are confident in their ability to manage their children's technology use, but confidence is lower among some segments.

*How confident do you feel in your ability to keep track of and manage your child's use of technology, including electronic devices and being online?**

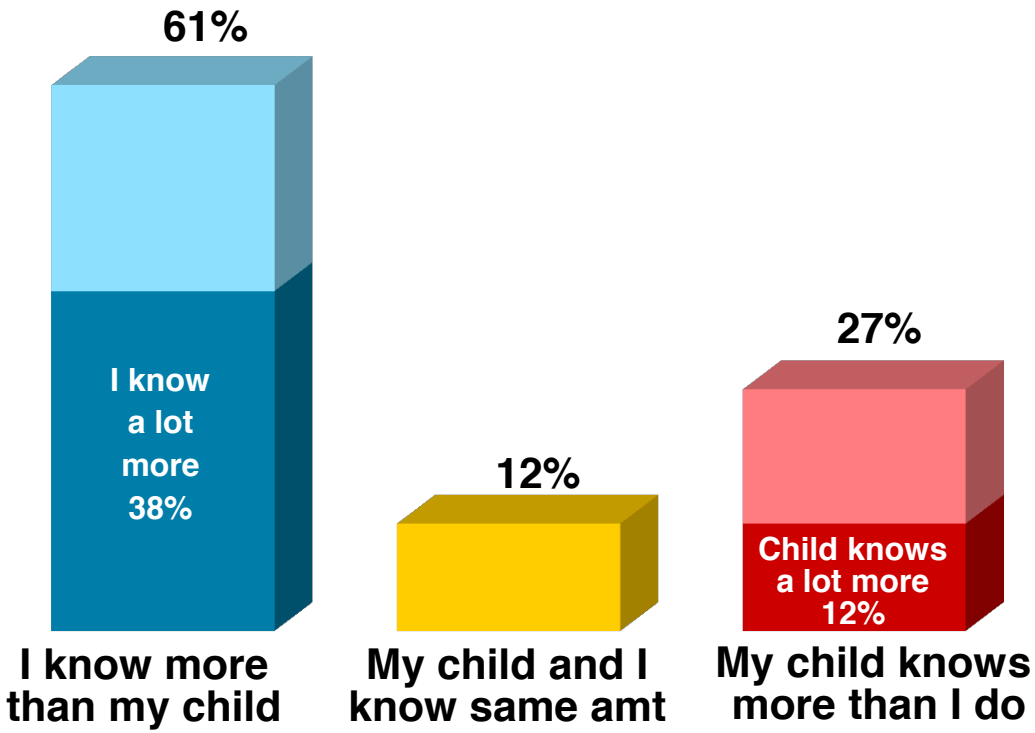


Very/fairly confident (8-10*)	
All parents	**64%**
Have child age 6 to 9	**73%**
Have child age 10 to 13	63%
Have child age 14 to 17	58%
Whites	61%
Hispanics	60%
English-dominant	64%
Spanish-dominant	53%

* Ratings on a zero-to-ten scale: 10 = feel very confident, 0 = feel not at all confident

Parent groups that are less confident are also less likely to think that they know more than their kids about technology.

Who knows more about technology and online activities: you or your child?

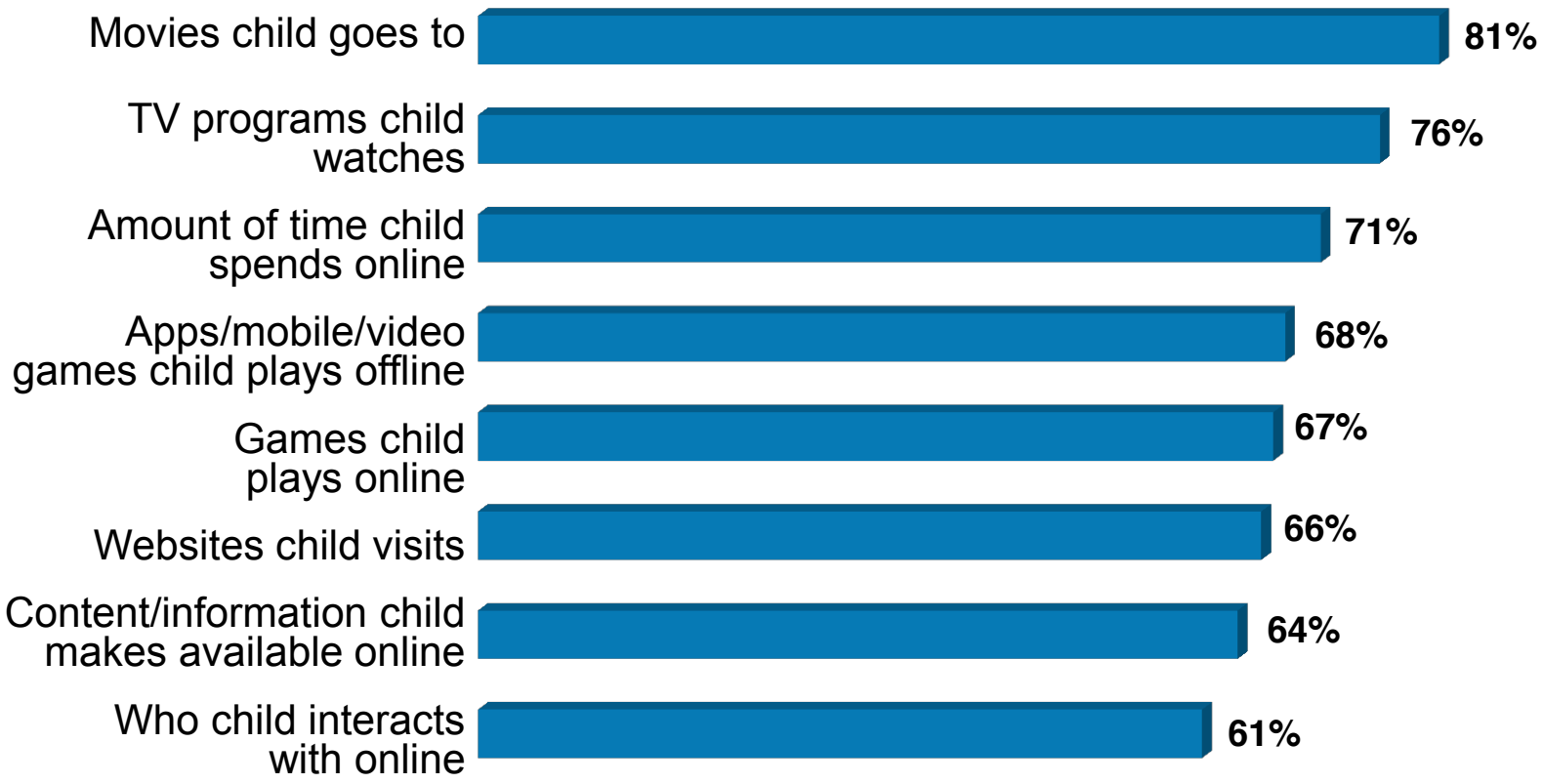


	I know more	My child knows more
All parents	**61%**	**27%**
Have child age 6 to 9	**80%**	13%
Have child age 10 to 13	66%	23%
Have child age 14 to 17	36%	**44%**
Whites	59%	27%
Hispanics	48%	38%
English-dominant	53%	33%
Spanish-dominant	38%	**47%**

Parents' confidence level about managing their kids' use of "new" media is below their confidence about "traditional" media.

Proportions who feel confident in their ability to keep track of and manage this for their child

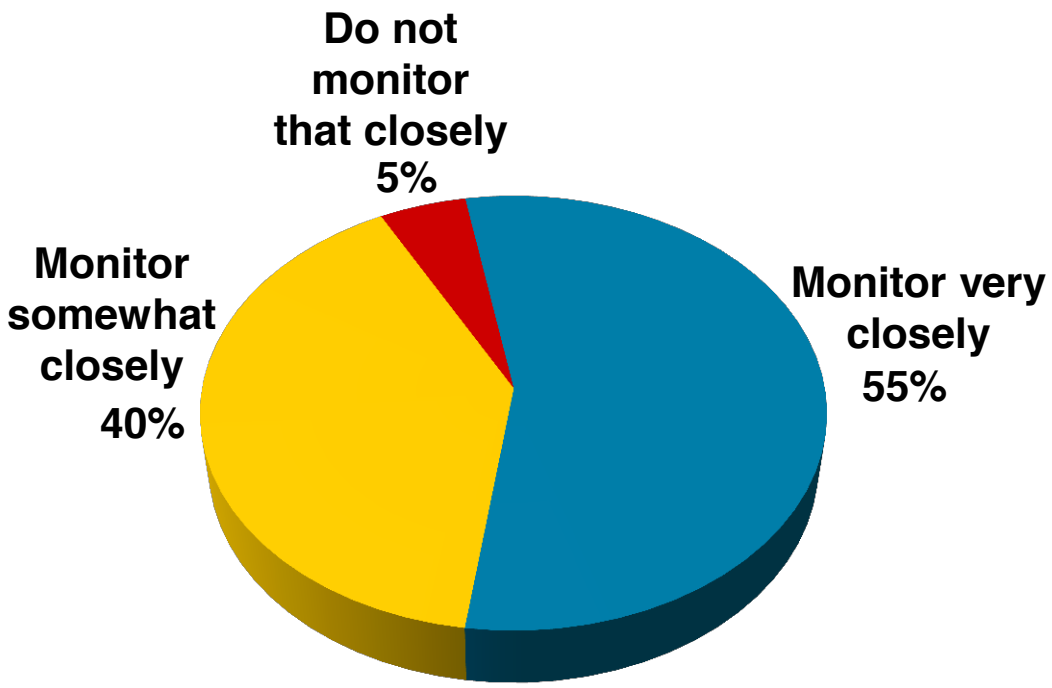
(8-10 ratings on a zero-to-ten scale: 10 = feel very confident)



On average, confidence of teens' parents is 18 points lower than that of younger kids' parents; confidence of Spanish-dominant parents is 14 points lower than that of English-dominant Hispanics.

Two less-confident parent groups—parents of teens and Spanish-dominant Hispanic parents—take differing approaches to monitoring.

How closely do you follow or monitor your child's use of technology, including (his/her) use of electronic devices and what (he/she) does online?



Monitor very closely

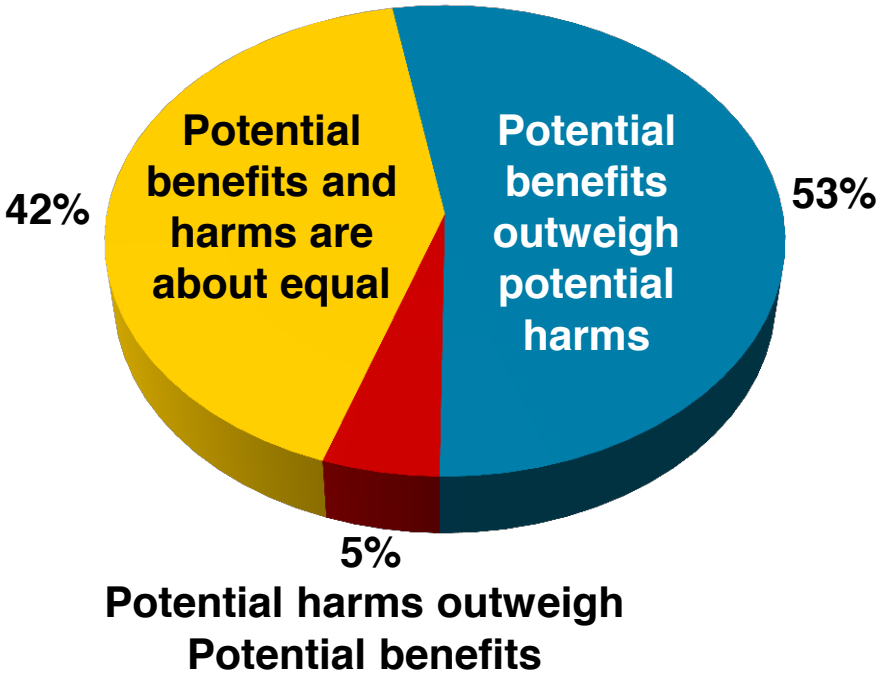
All parents	**55%**
Have child age 6 to 9	**68%**
Have child age 10 to 13	55%
Have child age 14 to 17	41%
Whites	53%
Hispanics	57%
English-dominant	55%
Spanish-dominant	**63%**

Know username and password to all of my child's accounts:

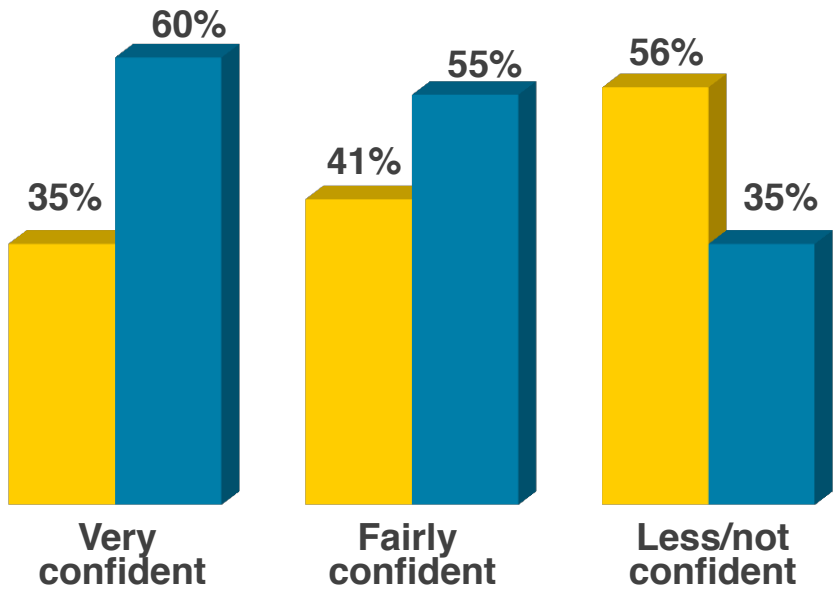
All parents	**67%**
Have child age 6 to 9	86%
Have child age 10 to 13	67%
Have child age 14 to 17	**49%**

While the majority of parents think that potential benefits of technology and Internet use outweigh potential harms, many parents are ambivalent.

Concerning my child using technology, including using electronic devices and being online, I think that:



By parents' confidence in their ability to manage their child's use of technology



Benefits and Harms, in Parents' Own Words

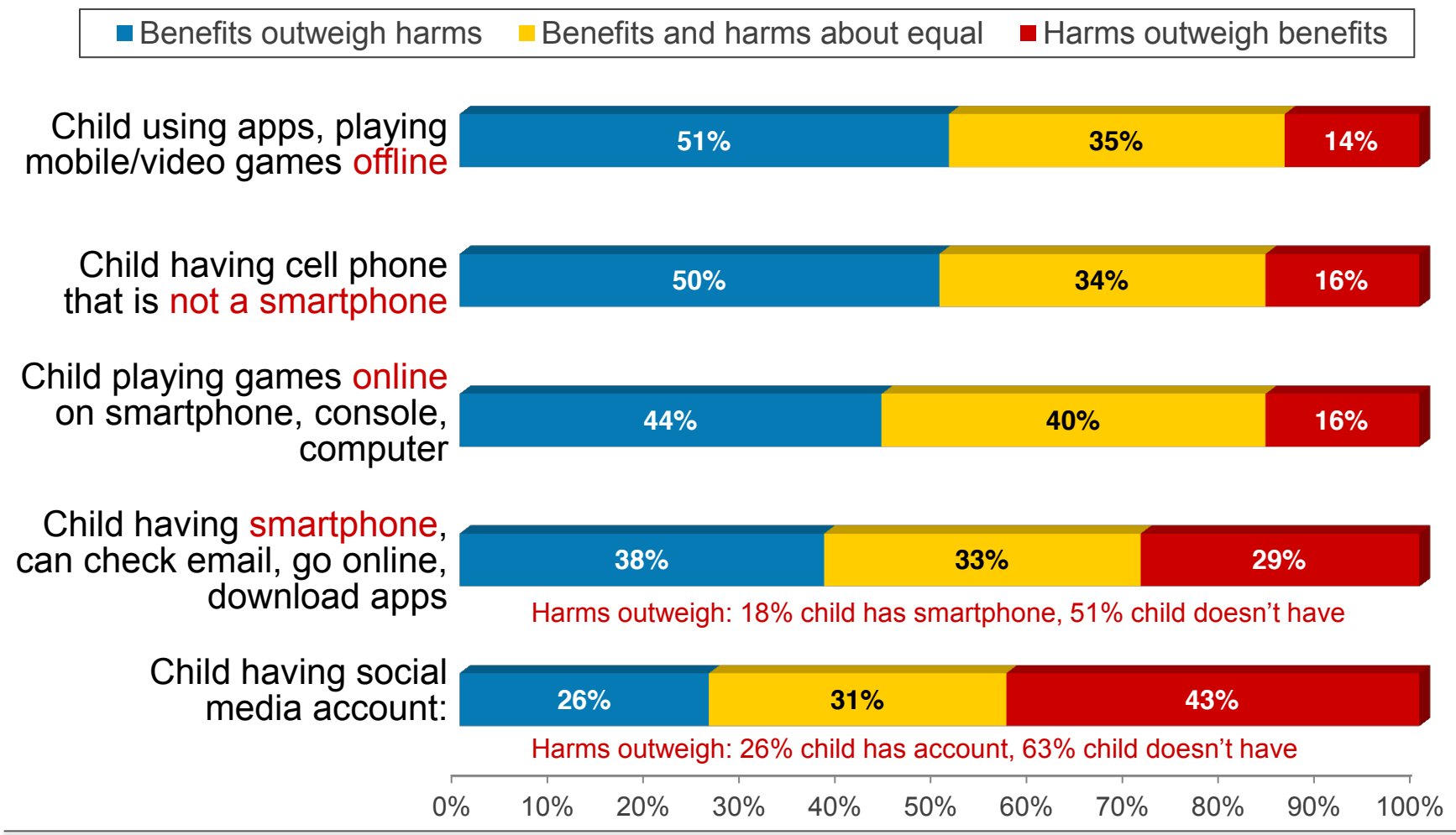
In what ways do you think your child can [benefit/be harmed] from using technology, including using electronic devices and being online?

(aggregated volunteered responses)

Benefits of Child Using Technology		Harms of Child Using Technology	
School work/reports, helps with school, educational benefits	39%	Stalkers, child molestors, predators, bad people lurking online	22%
Great way to learn, access to wealth of knowledge	18%	Inappropriate material, things he/she too young to see	13%
Research, ability to do extensive research, access to research	12%	Access to websites that are not appropriate for age, nasty sites	10%
Access to information, unlimited access	10%	Being sedentary, spending too much time, not playing, exercising	9%
Communication with friends, parents, social skills	10%	Cyberbullying, online bullying	8%
		Contact with strangers	6%
New way of learning, have to keep up	8%	Porn, sexual material	5%
		Harms eyes, brain, health	5%
Games, learn while playing games	6%	Lack of social interaction	5%

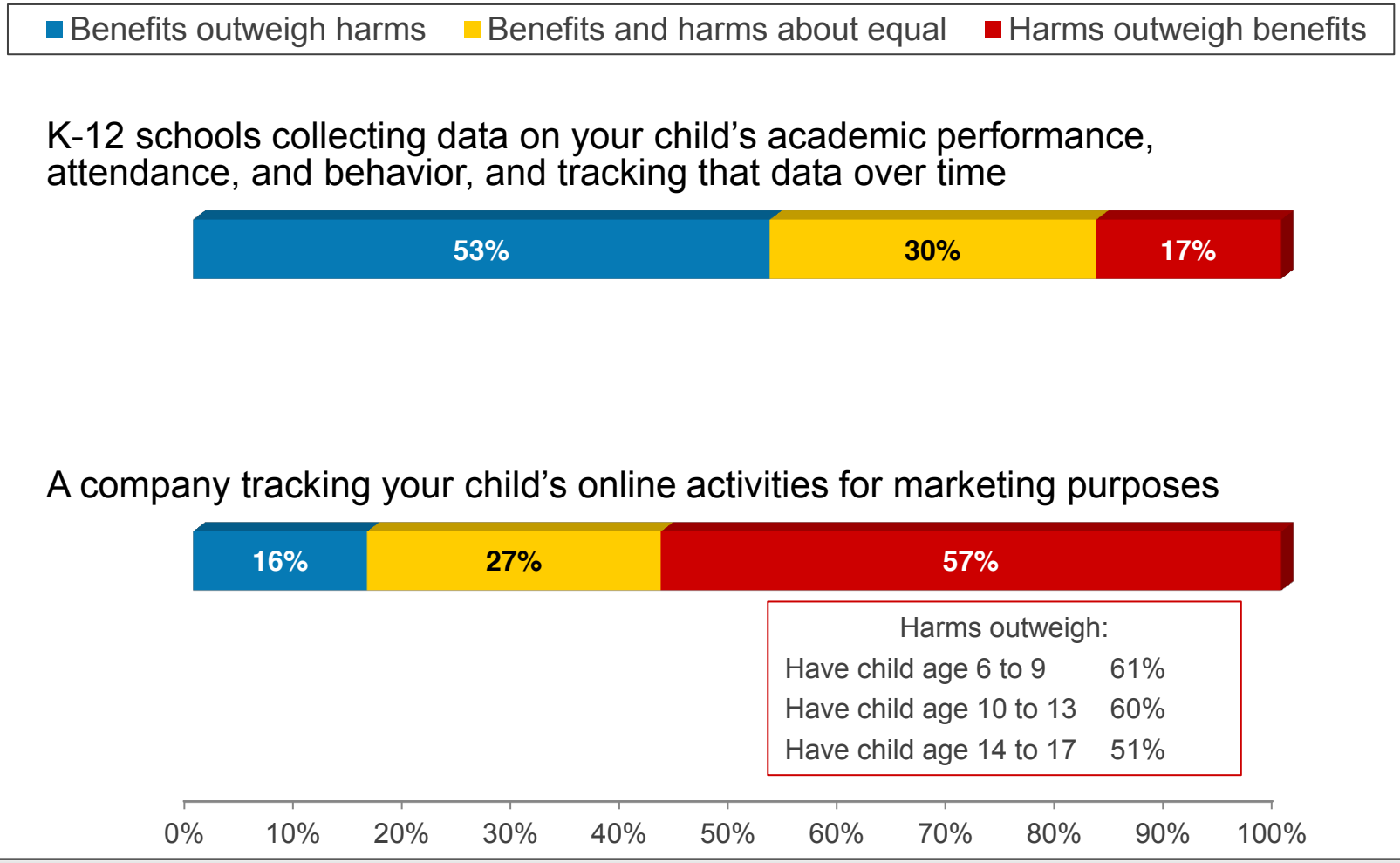
Parents draw distinctions between potential benefits and harms of different aspects of technology.

Whether your child has this technology or not, what is your view of its benefits vs. its harms?



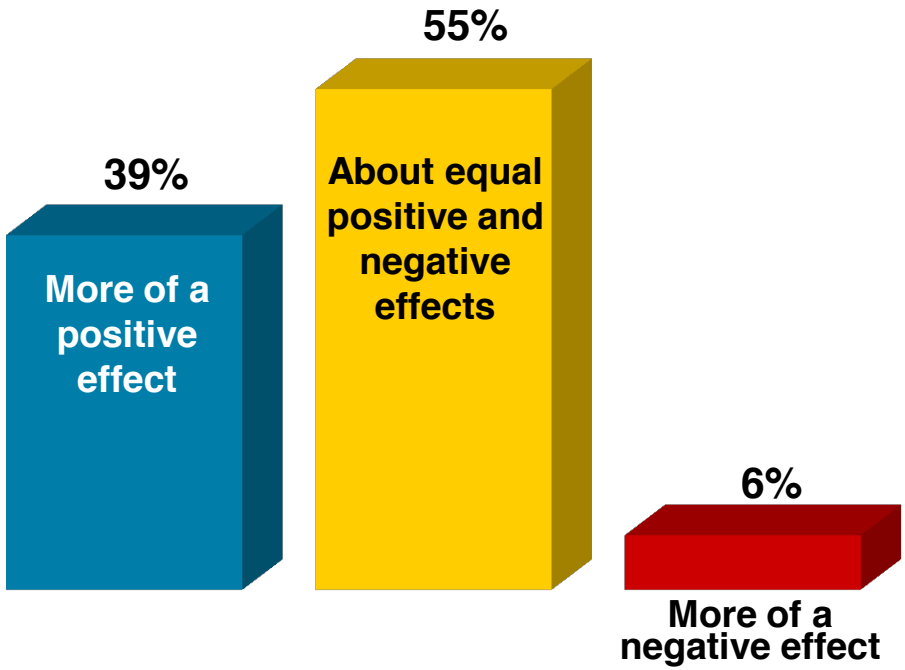
Parents also differentiate between the actions of different outside entities.

What is your view of the benefits vs. the harms of this?



Ambivalence extends to the effect that parents feel technology has on their parenting, especially among mothers.

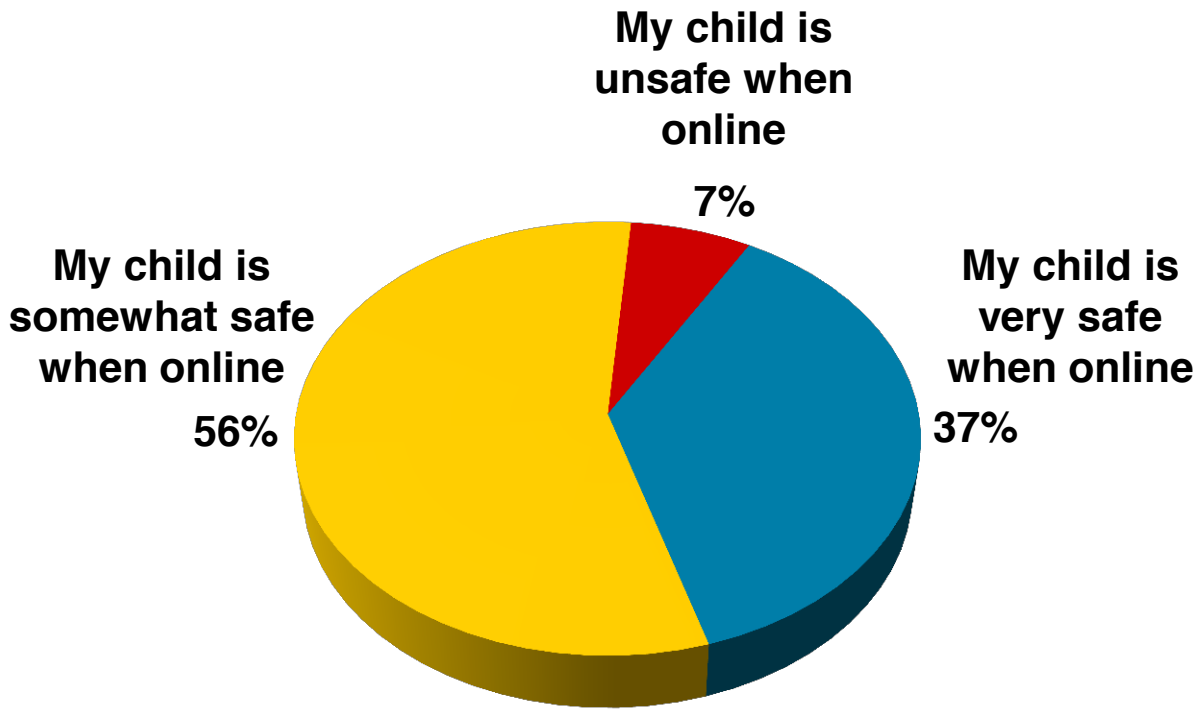
Overall, what impact do you feel that technology, including electronic devices and being online, has on your parenting?



	Positive effect	Equally positive/ negative
All parents	**39%**	**55%**
Parents age 18 to 34	39%	57%
Parents age 35 to 49	39%	52%
Parents age 50/over	40%	56%
Fathers	**45%**	49%
Mothers	35%	**59%**

Few say that children are unsafe online . . .

How safe do you feel your child is when (he/she) is online?

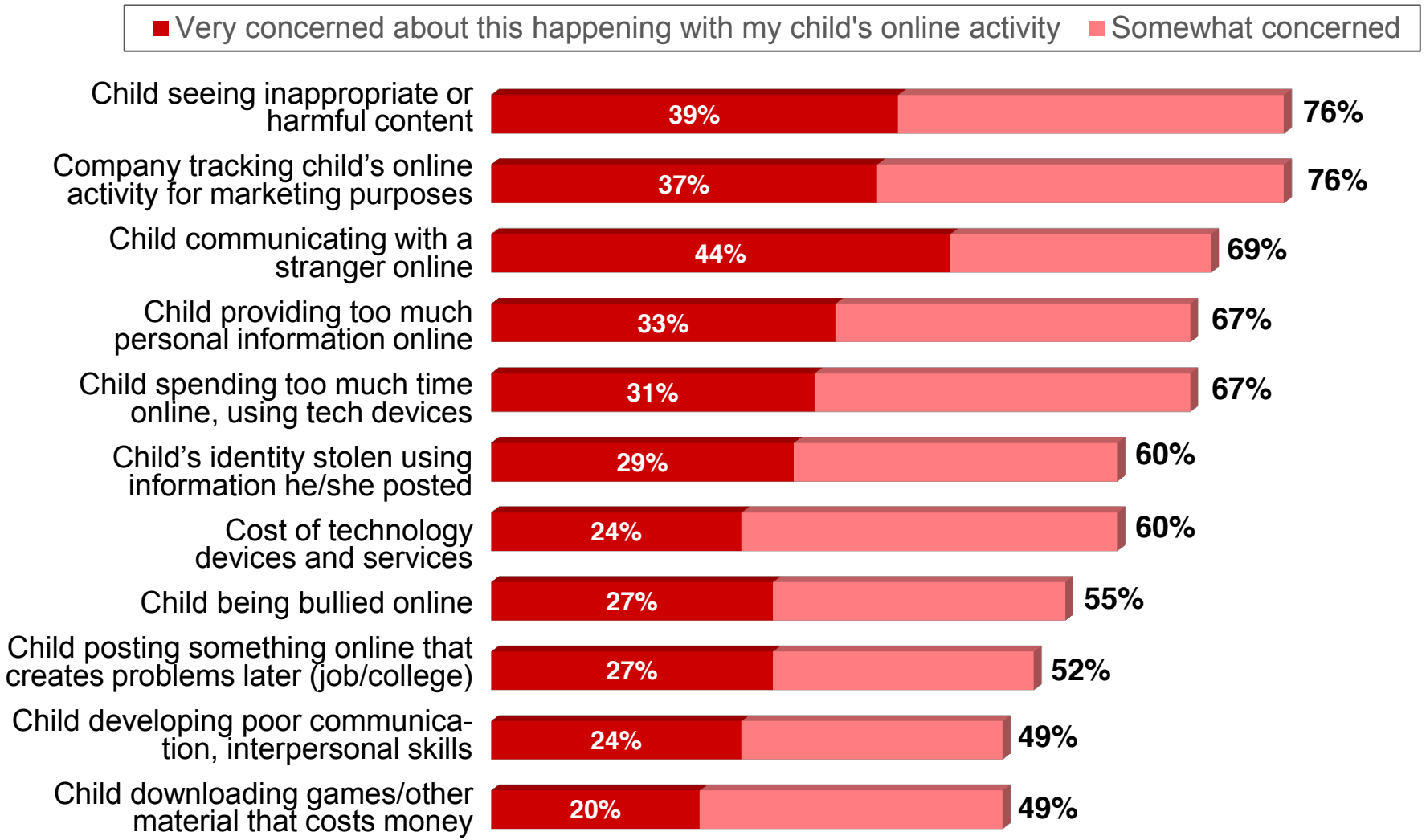


. . . But the degree of perceived safety varies.

How safe do you feel your child is when (he/she) is online?

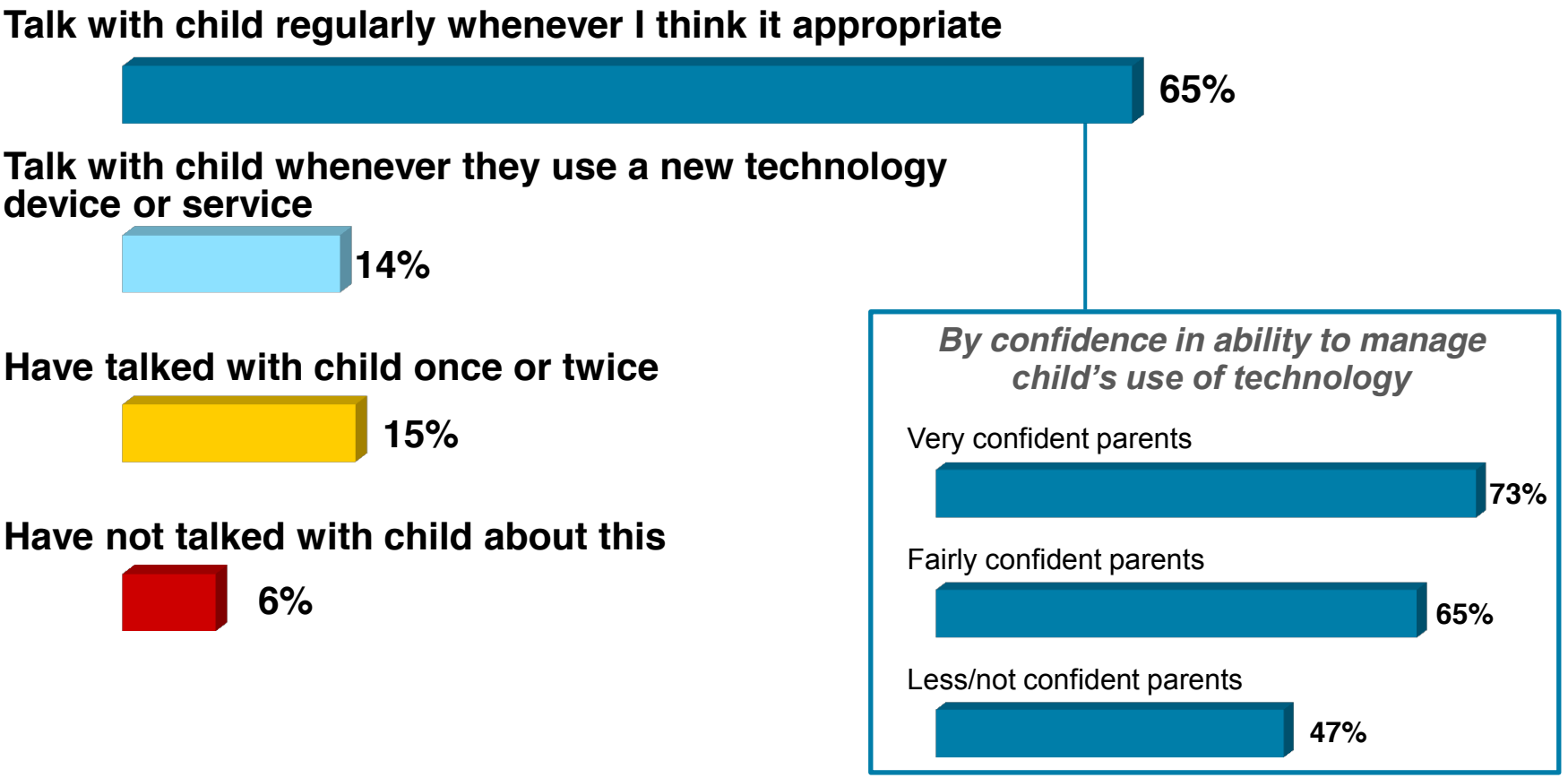
	My child is very safe when online	My child is somewhat safe when online	My child is unsafe when online
All parents	**37%**	**56%**	**7%**
Fathers	37%	56%	7%
Mothers	36%	56%	8%
Have child age 6 to 9	**48%**	46%	6%
Have child age 10 to 13	36%	56%	8%
Have child age 14 to 17	27%	65%	8%
White	37%	55%	8%
Hispanic	37%	50%	13%
English-dominant	35%	56%	9%
Spanish-dominant	39%	40%	21%
Confidence in ability to manage child's use of technology:			
Very confident	**61%**	39%	--
Fairly confident	26%	66%	8%
Less/not confident	8%	71%	21%

Harmful content, tracking for marketing, stranger danger, and privacy top parents' list of technology concerns.

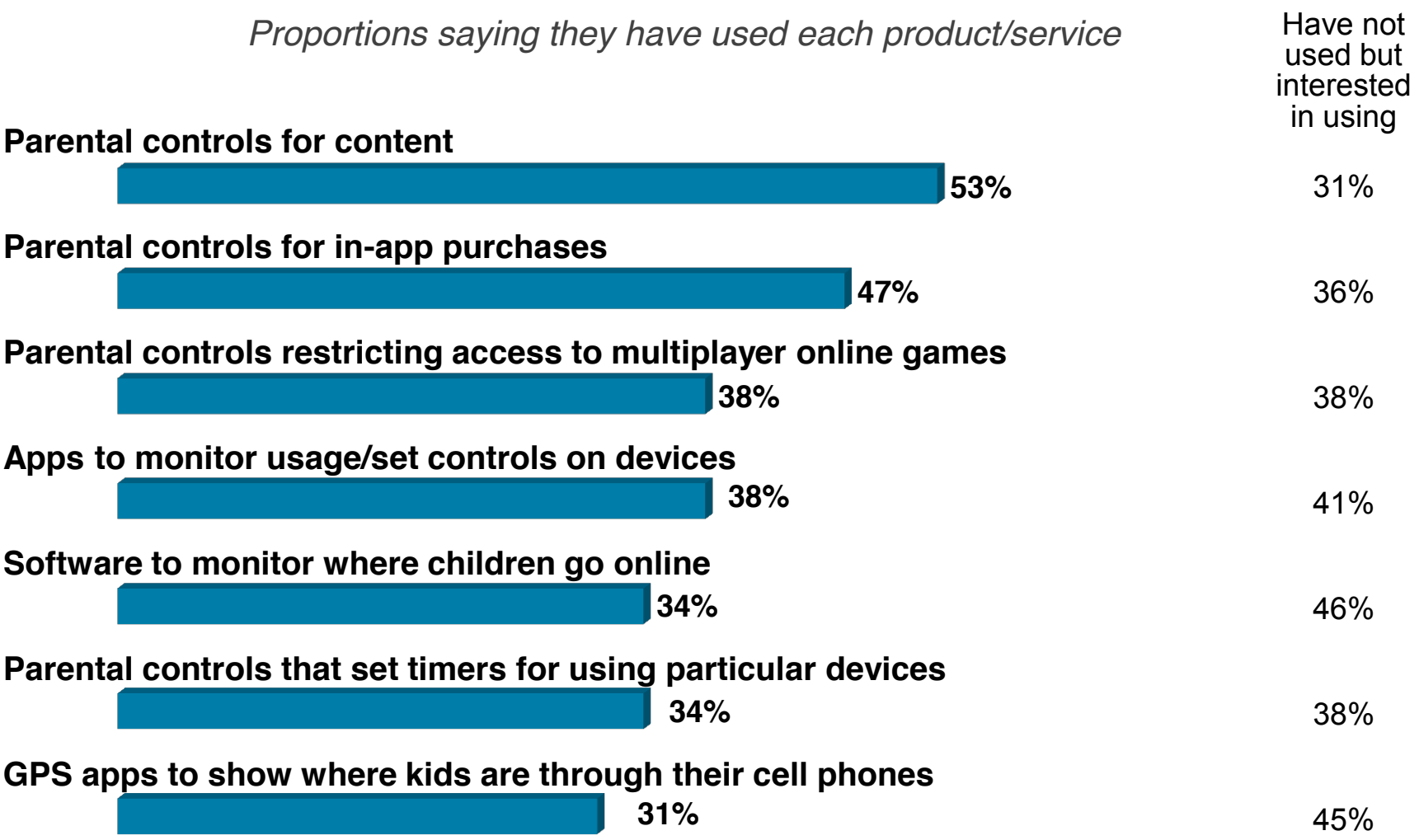


Nearly all parents talk to their kids about technology, but less confident parents do so far less often.

How often have you talked to your child about the potential benefits and potential harms and your expectations regarding what they do online?



Many parents are not using the tools at their disposal, but are interested in doing so.



Teachers/schools are the most trusted source for information about kids' use of technology.

Of these people and groups that could provide information about how to best maximize benefits and minimize harms of children using technology, including use of electronic devices and being online, which TWO would you trust the most?

Child's/children's school or teachers	**38%**
My child/children	29%
Parenting websites and magazines	27%
Other parents	26%
Pediatricians and other health professionals	22%
Technology websites/magazines (Wired, C-NET)	18%
Technology companies (search engines, Internet service providers, mobile phone companies)	17%
Technology retailers (Best Buy, Costco, Walmart)	8%
General news media	7%
Teenagers, children older than my kids	7%

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