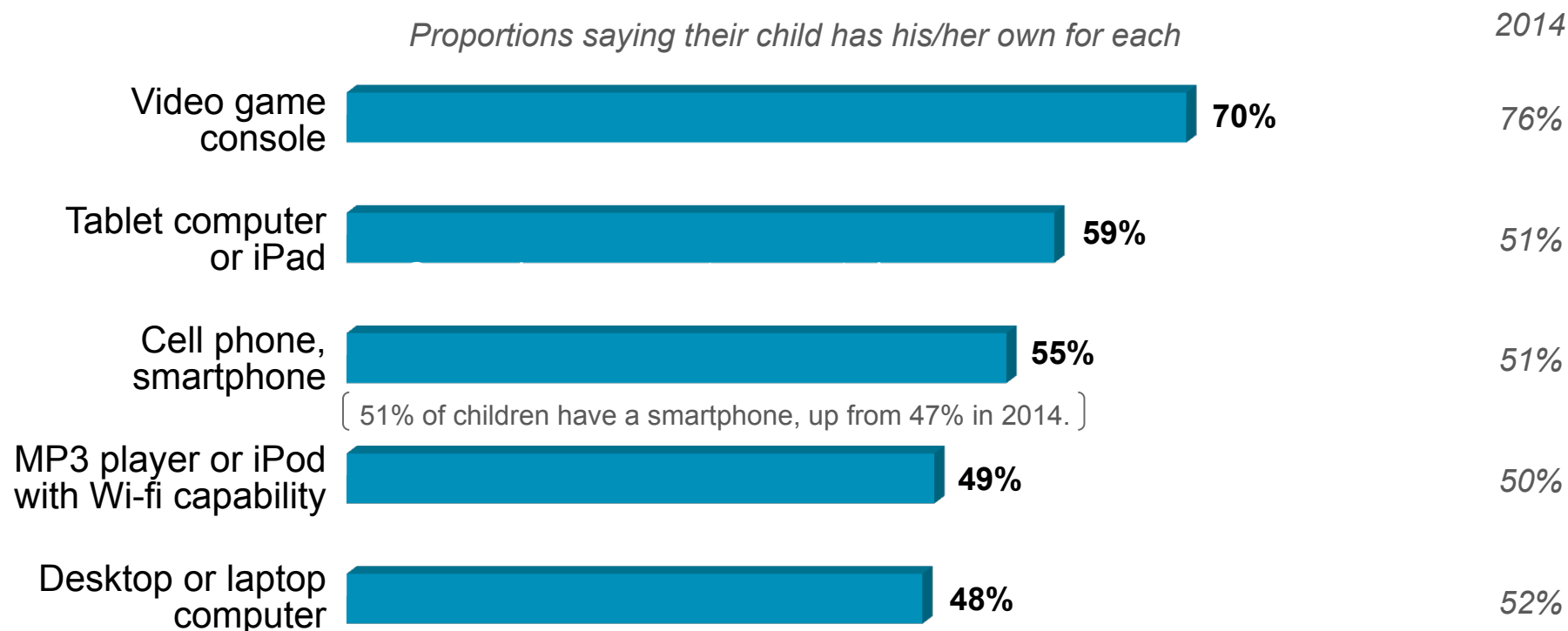


Methodology

- Three focus groups in early September 2015 in Bala Cynwyd, Pennsylvania (Philadelphia suburb) among parents, segmented by children's ages: 6 to 9, 10 to 13, and 14 to 17
- Online nationwide survey among 589 parents of children age 6 to 17, conducted October 5 to 8, 2015
- In each component of the research, children of participating parents had to use the Internet and have access to technology devices.

Kids' adoption of mobile technology continues to rise.



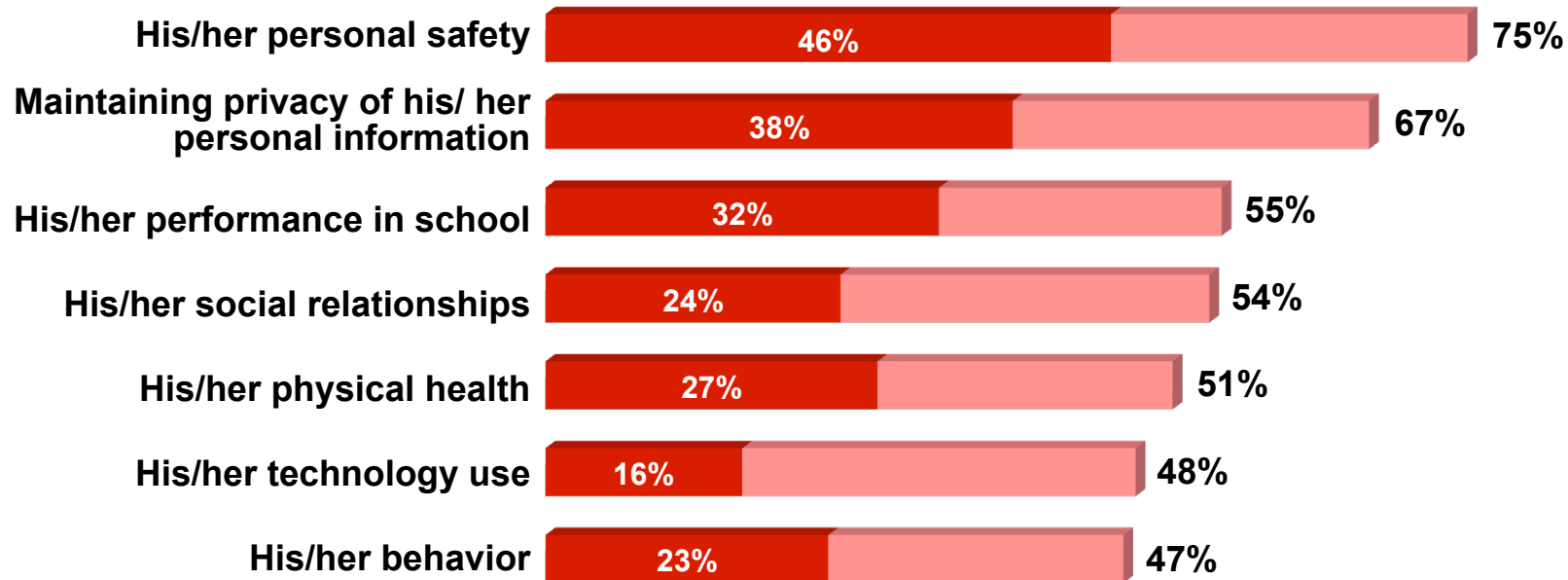
When did (or will) children get their own mobile devices and social networking accounts?

	<i>Average ages</i>		<i>Child will not get this</i>
	Age child got this	Age child will get this	
Own cell phone	10.8	13.4	6%
Own smartphone	11.9	13.9	15%
Own social networking account	11.7	14.2	18%

Among parents' day-to-day worries about their children, technology use is a lower-tier (but still present) concern. Safety and privacy top the list.

Understanding that a parent's concerns can vary depending of their child's situation, personality, age, etc, how much do you worry about this with your child?

■ Worry a lot about this with my child ■ Worry a fair amount about this



Parents see a lot of positives in kids' technology use, but also negatives, with time spent on tech the biggest complaint.

How do you feel about the role that technology, including using electronic devices, using social media and being online, plays in your child's life?

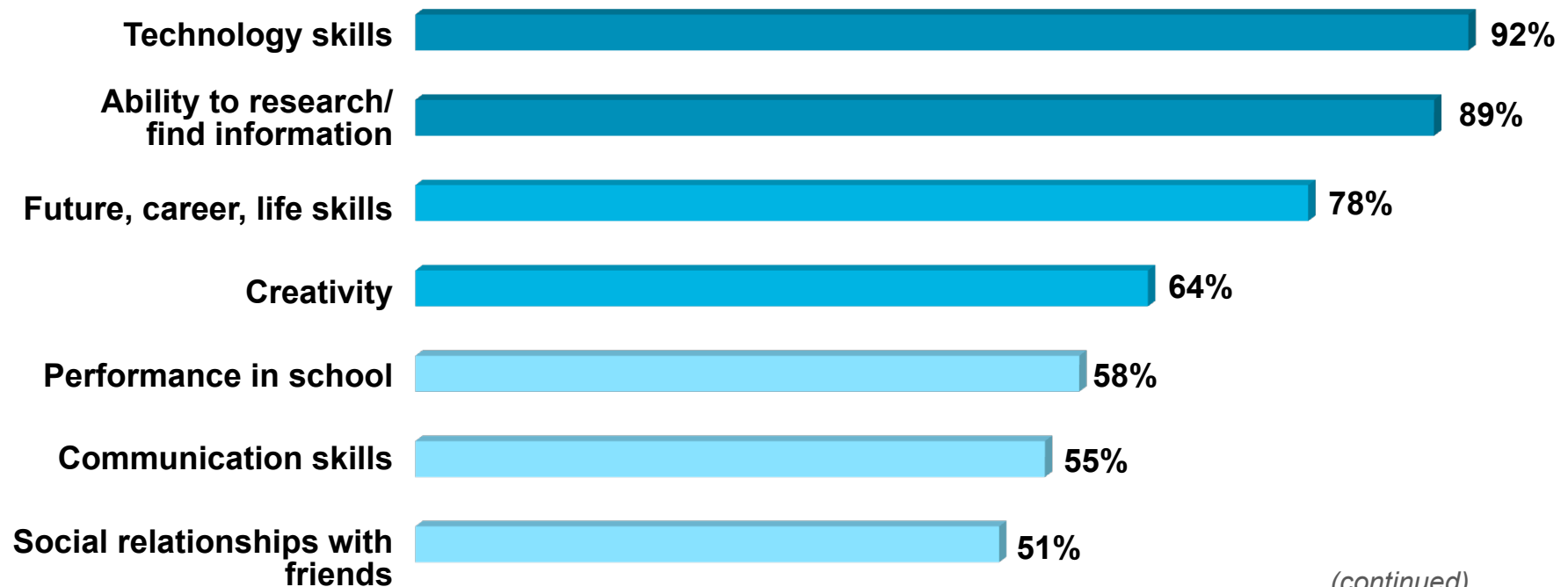
(aggregated volunteered responses)

Positive Comments		46%	Negative Comments		33%
Helps with school/education	22%		All he/she wants to do, uses it too much, should be doing other things	19%	
Keeping in touch with friends	9%		Concerned about exposure to inappropriate content	5%	
Technology is a great thing	5%		Concerned about strangers and predators	5%	
Child uses/manipulates technology well	4%		Affects child's behavior/personality	3%	
Child is well balanced between technology and other things	4%		Worry about social skills	1%	

*"Even when you tell them to go to bed you see the lights [of the device] glowing in the room."
"They just spend too much time doing things online that they could be doing for real outside."*

Parents see many positive outcomes of their kids' tech use, and one clear negative one.

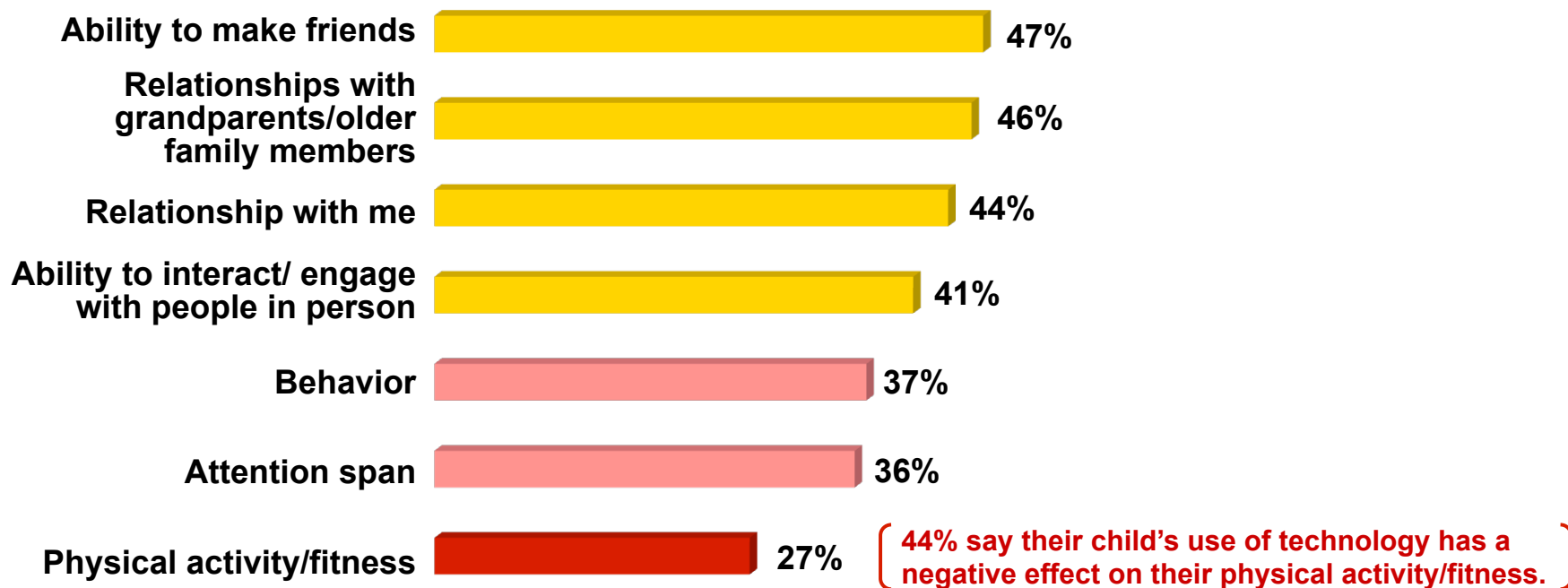
Proportions saying the use of technology, including electronic devices, social media, and being online, have a positive effect on my child in the following areas:



(continued)

Parents see many positive outcomes of their kids' tech use, and one clear negative one. *(continued)*

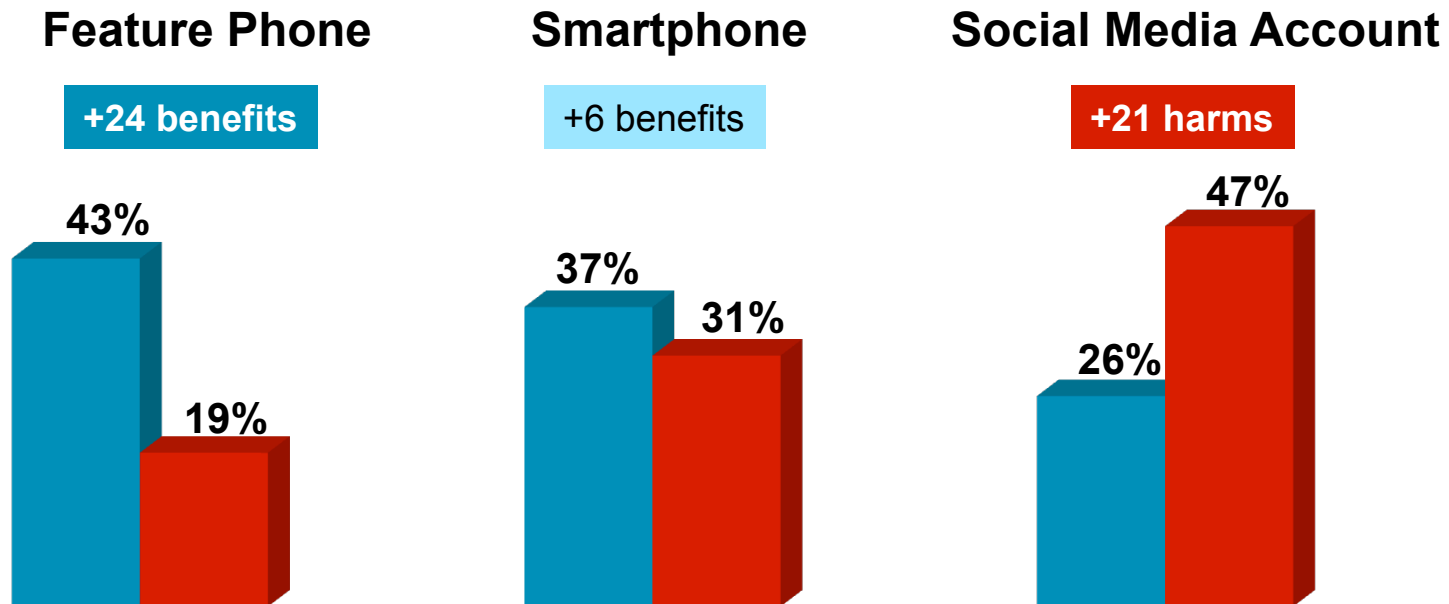
Proportions saying the use of technology, including electronic devices, social media, and being online, have a positive effect on my child in the following areas:



Parents draw some distinctions between more beneficial and more harmful technologies.

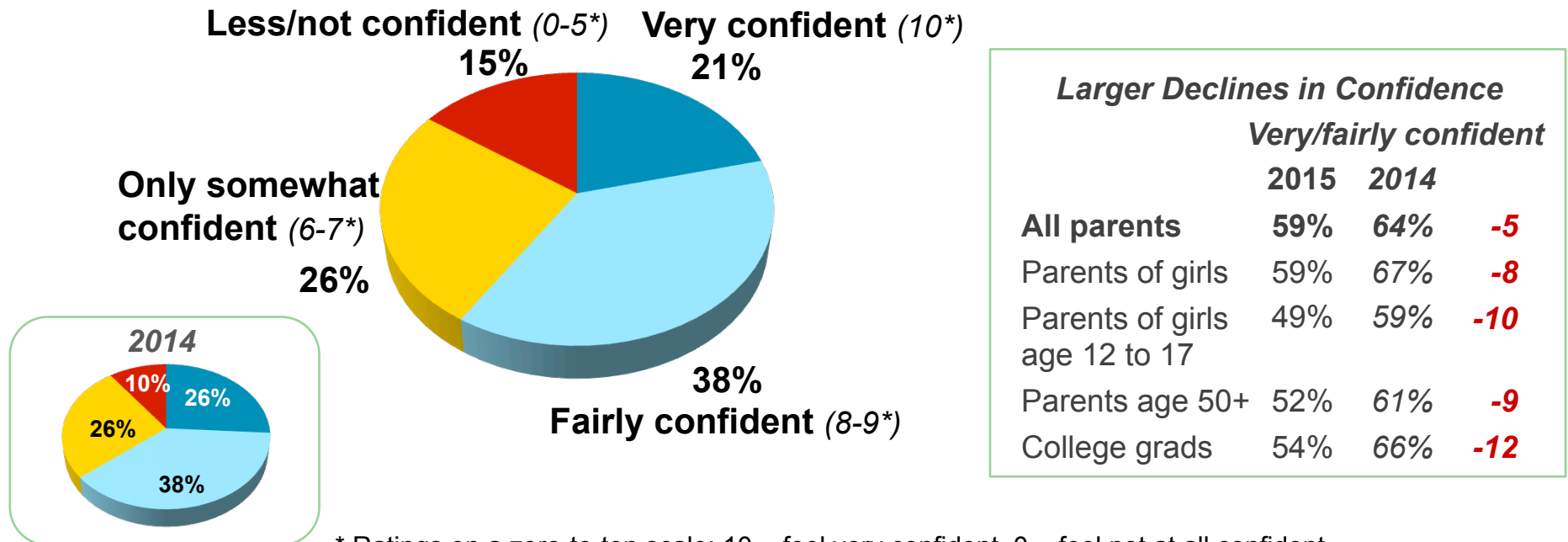
How would you weigh the potential benefits and harms of your child having these?

■ Benefits outweigh harms ■ Harms outweigh benefits



Parents' confidence in managing their kids' tech use has dipped in the past year, but still very few feel helpless.

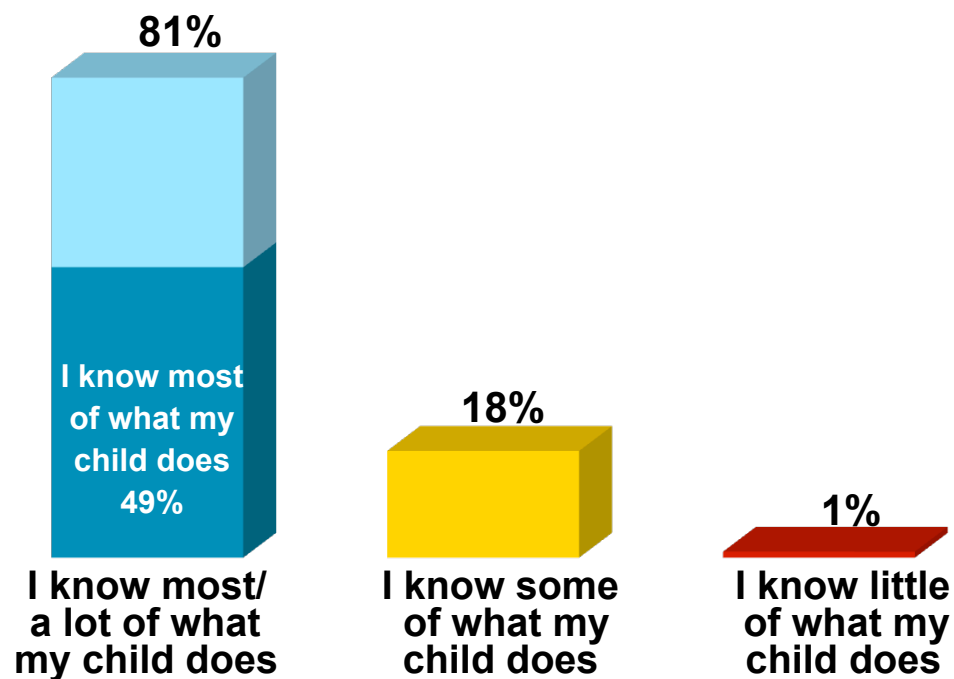
*How confident do you feel in your ability to keep track of and manage your child's use of technology, including electronic devices and being online?**



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

High confidence is related to parents' belief that they are on the ball with their kids' tech use.

How much do you know about what your child does when (he/she) uses technology, including using electronic devices, using social media, and being online?



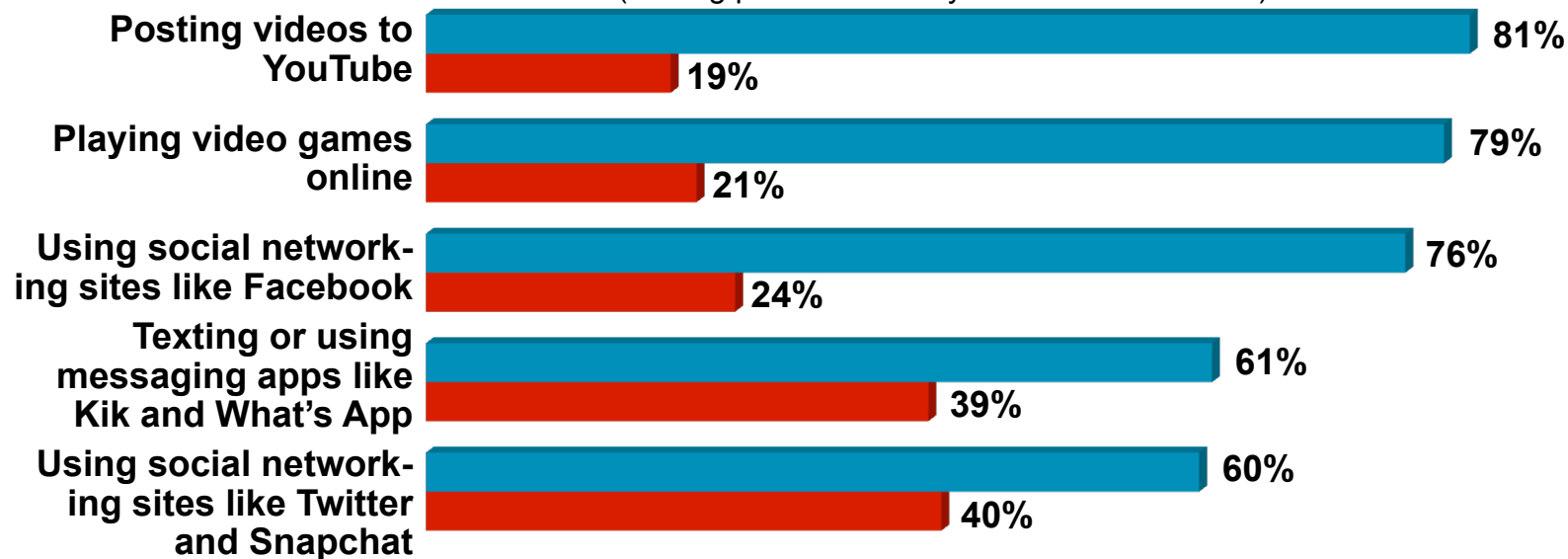
	Know most/a lot	Know most
All parents	81%	49%
Have child age 6 to 9	94%	70%
Have child age 10 to 13	80%	44%
Have child age 14 to 17	69%	34%
Tech-heavy parents	89%	63%

Parents are on less sure footing about kids' texting and use of some social media platforms.

How much do you know about what your child does when (he/she) is engaged with technology in these ways?

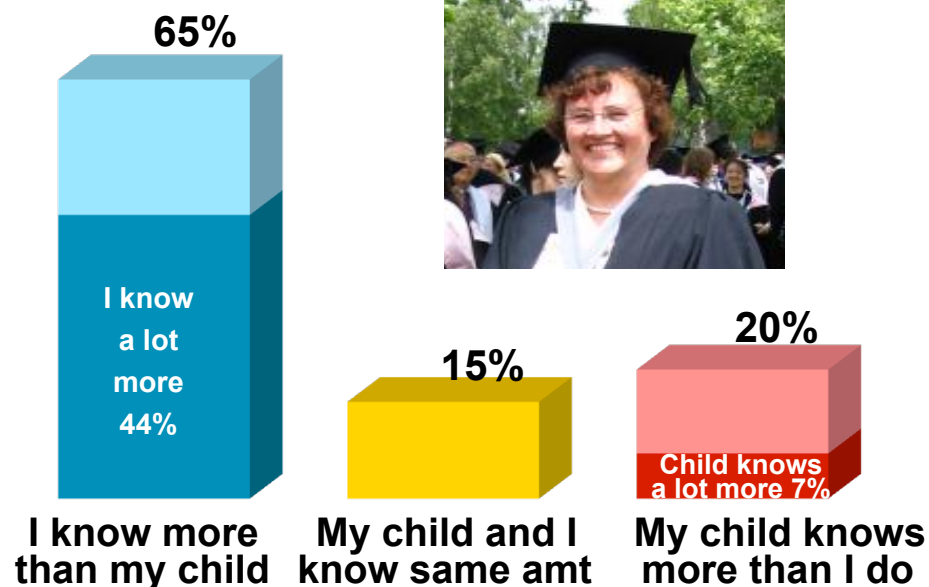
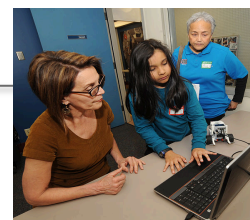
■ I know most/a lot of what my child does ■ I know some/less of what my child does

(Among parents who say their child does each)



Who is teaching whom?

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



I have learned something from my child about
the features of this or how to use it:

My smartphone or tablet



Online social networks

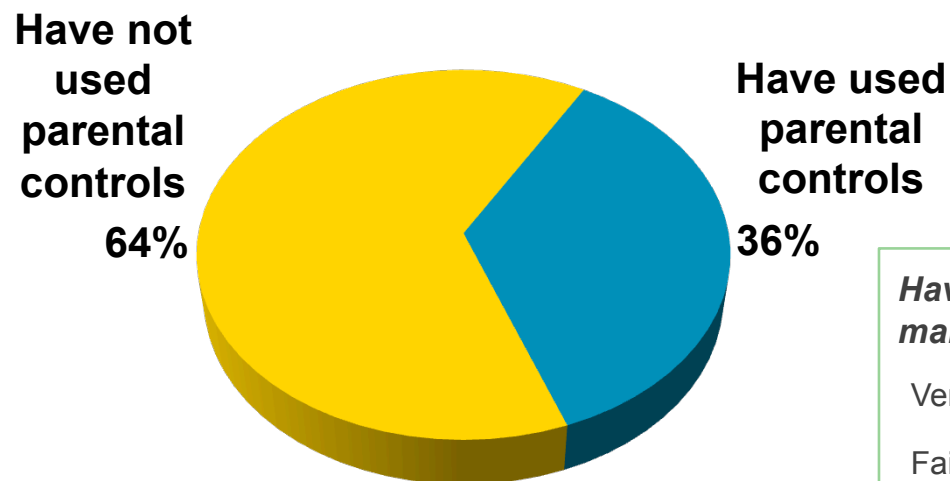


Texting

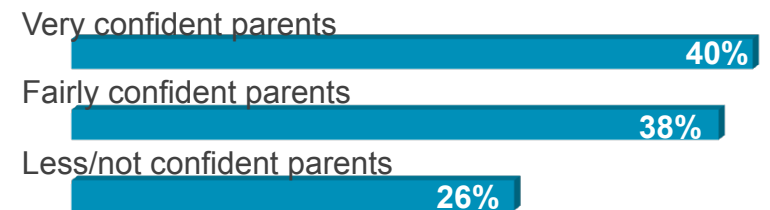


One in three parents reports having used parental controls.

Have you ever used a tool, program, or app to assist you in limiting or monitoring your child's Internet usage? These are often called parental controls.



Have used parental controls by confidence in managing child's use of technology:



Parents who do not use parental controls in most cases simply do not see the need.

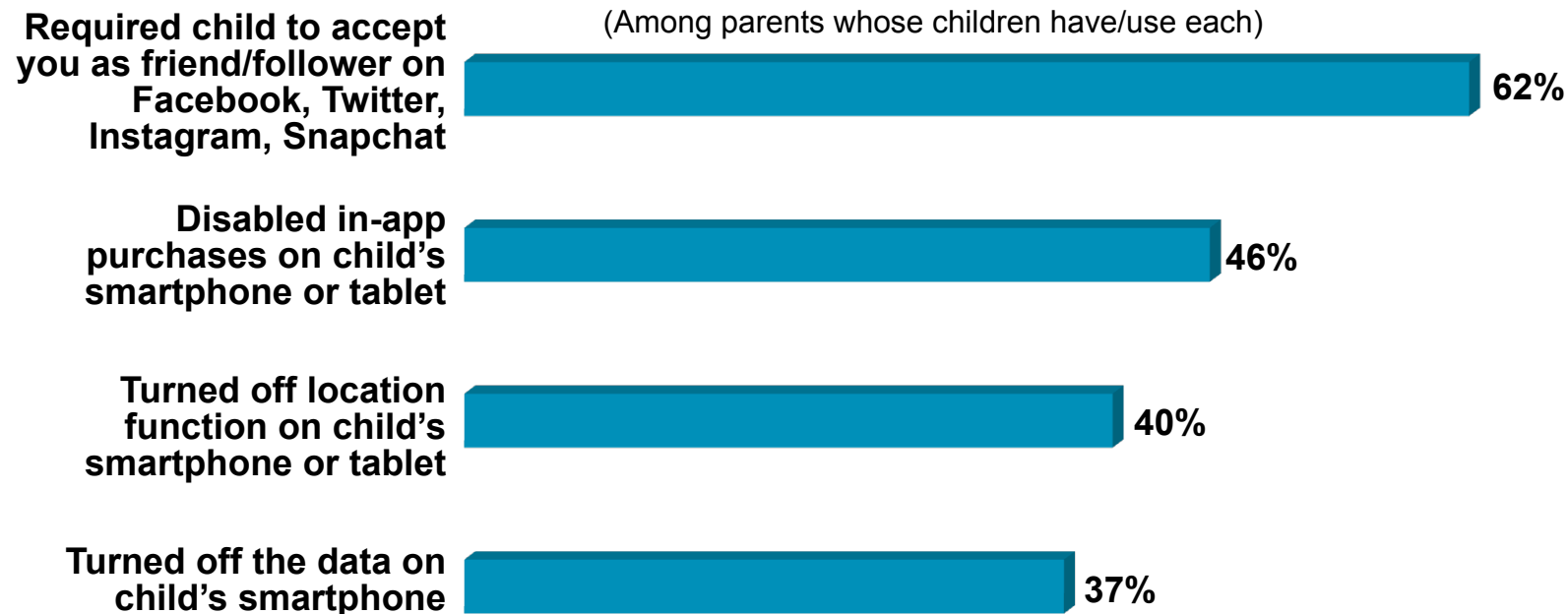
*Which one or two of these reasons best describe why you have not used a parental control tool, program, or app to assist you in limiting or monitoring your child's Internet usage?**

	All parents	Parents less/not confident about managing their child's technology use
Not necessary because I trust my child to be safe and act appropriately online	41%	34%
Not necessary because I have rules and limits in place with my child regarding Internet use	39%	28%
I am not sure how to use them	18%	32%
I respect my child's privacy	17%	15%
I have doubts about their effectiveness	12%	10%
My child will just get around whatever controls I set	11%	22%
I am concerned about their cost	9%	11%
I did not know these existed	8%	10%

* Among parents who say they have not used parental controls

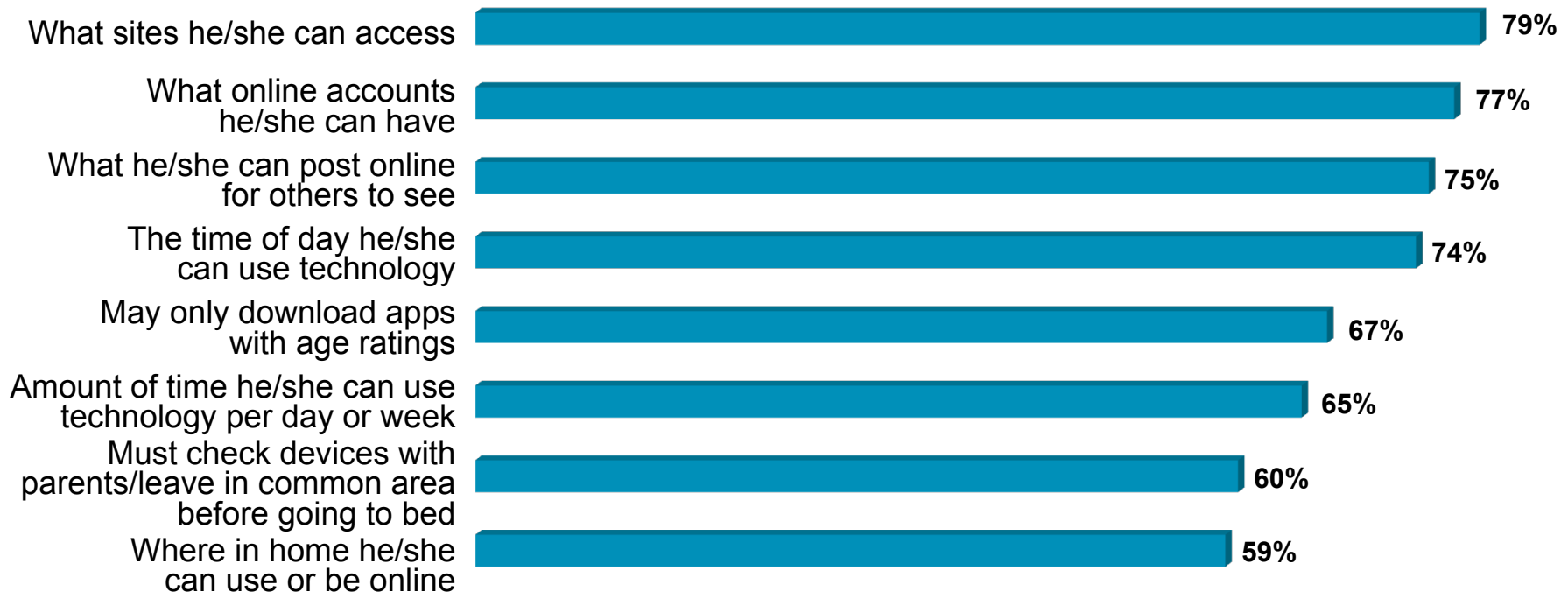
But many parents say they have done some things to manage or monitor their child's access to technology.

Proportions of parents saying they have done each



Most parents have rules for their child's technology use.

87% of parents say they have rules for their child's technology use, including the following:

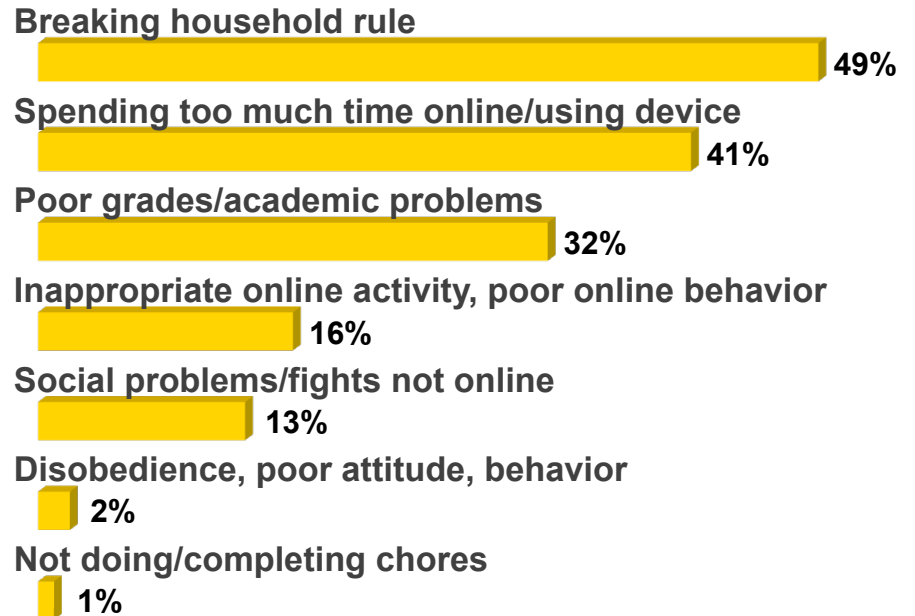


Three in four parents have limited their child's access to technology as a consequence for their behavior.

Have you ever taken away or limited your child's access to technology, social media, or the Internet as a consequence or punishment for something he/she did?



Proportions who say they took away or limited child's access to technology and Internet for the following reasons:



Parents give themselves a “gentleman’s B” in modeling good technology behavior to their children.

What grade would you give yourself for setting a good example for your child in behavior you expect from him/her for using technology/being online?

Parents' Report Card	
<i>Setting good example for behavior in using technology/being online</i>	
A	38%
B	53%
C	9%
D/F	0%
GPA	3.3

But parents also admit to some missteps.

Proportions of parents saying they have done each:*

I posted or shared something online about my child that he/she may find embarrassing in the future	19%
My child was embarrassed by a picture or something I posted about him/her online	13%
My child asked me to take down a picture or something I posted about him/her	10%
I posted or shared something negative or critical about my child, such as disappointing grades or bad behavior	7%

* Among the 93% of parents who have a social networking account

"I say I hate Facebook but I'm on it all the time, and my kids see me surfing."

Parent of 6- to 9-year-old child

"I will look at things [on my phone] at a red light. I'm trying to even get away from that, not because I feel like I'm putting myself at risk, but because I know people are watching, like my son."

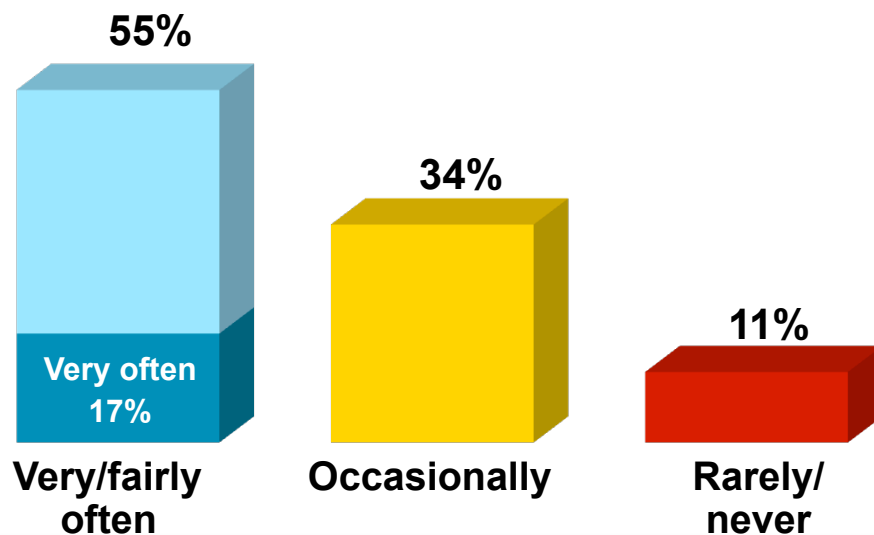
Parent of 14- to 17-year-old child

"I won't text and drive. I made my kids sign that pledge. But sometimes at a red light when I don't always finish reading as I'm moving down the road, my kids go, 'Dad, put the phone down!'"

Parent of 14- to 17-year-old child

For many, tech time often is family time.

How often do you and your child use technology together, such as going to websites together, playing video games together, or looking at social media posts together?



Very/fairly often

Have child age 6 to 9	60%
Have child age 10 to 13	60%
Have child age 14 to 17	44%
Whites	51%
African Americans	57%
Hispanics	67%
Have tech-heavy child	66%
Tech-heavy parents	83%

Parents of tweens and younger who use tech often with their kids feel better equipped to handle—but are no less concerned about—kids’ use of tech.

	<i>By Parents’ Use of Technology with their Children Age 6 to 13</i>	
	Often use with child	Occasionally/ less often use with child
Highly confident of their ability to manage child’s tech use	66%	54%
Know most of what their child does with technology	64%	47%
Know most/a lot about what their child does with texting apps	72%	57%
Know most/a lot about what their child does with Twitter and Snapchat	74%	49%
Worry about child’s technology use	53%	45%
Benefits vs. harms of social media	20% vs. 53%	19% vs. 60%