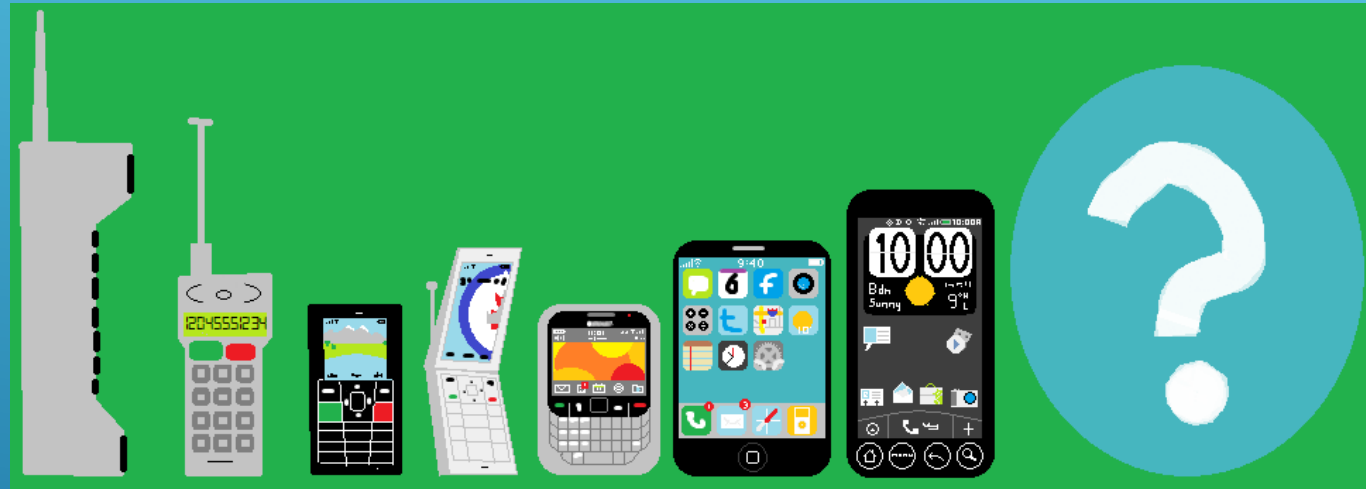


PARENT'S ATTITUDES TOWARD THEIR CHILDREN USING TECHNOLOGY

Samantha Finley

Research Data Specialist

BACKGROUND AND PURPOSE



METHODOLOGY

- ▶ Survey
- ▶ Data collection ran from April 24th to June 11th

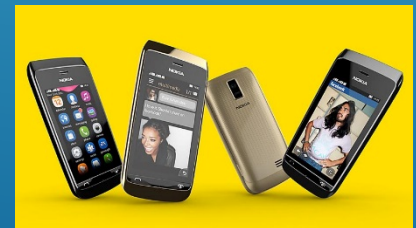
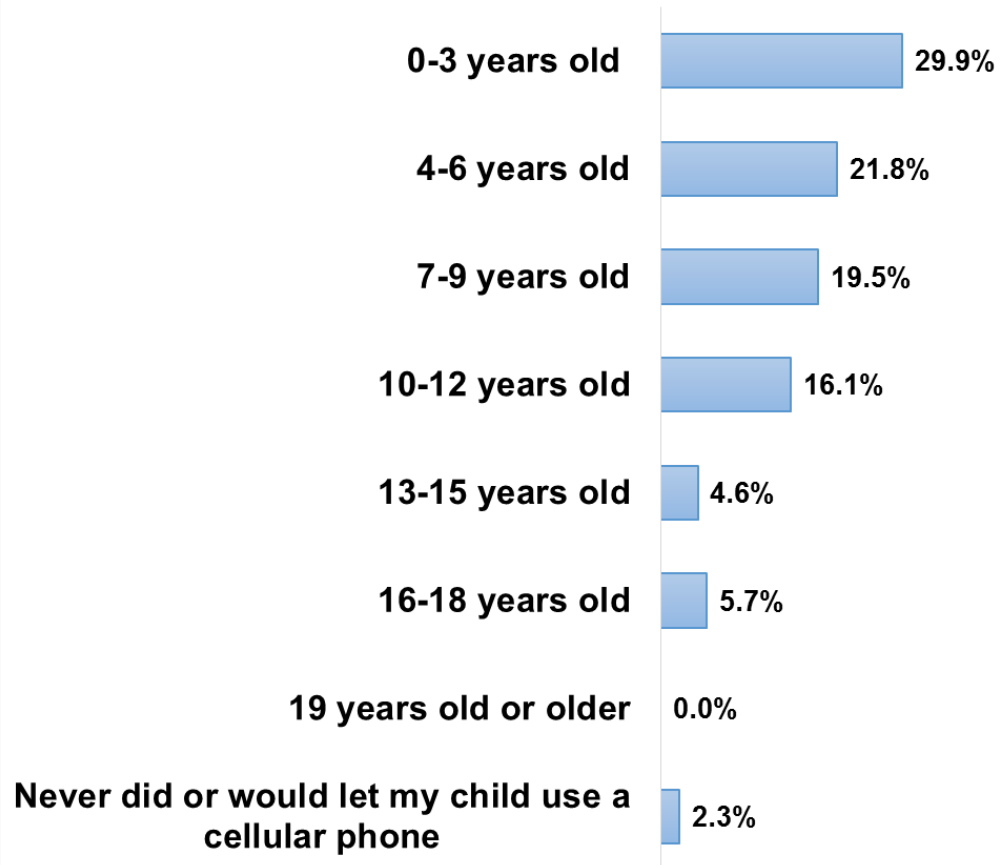


DEMOGRAPHICS

- ▶ Female (89%), 25-44 years old (85%), educated, with a combined household income between \$50,000 and \$150,000 (61%)
- ▶ Most had 2 children (41%), followed by 1 child (36%)
- ▶ Most had kids aged 0-3 (61%) or 4-6 years old (41%)

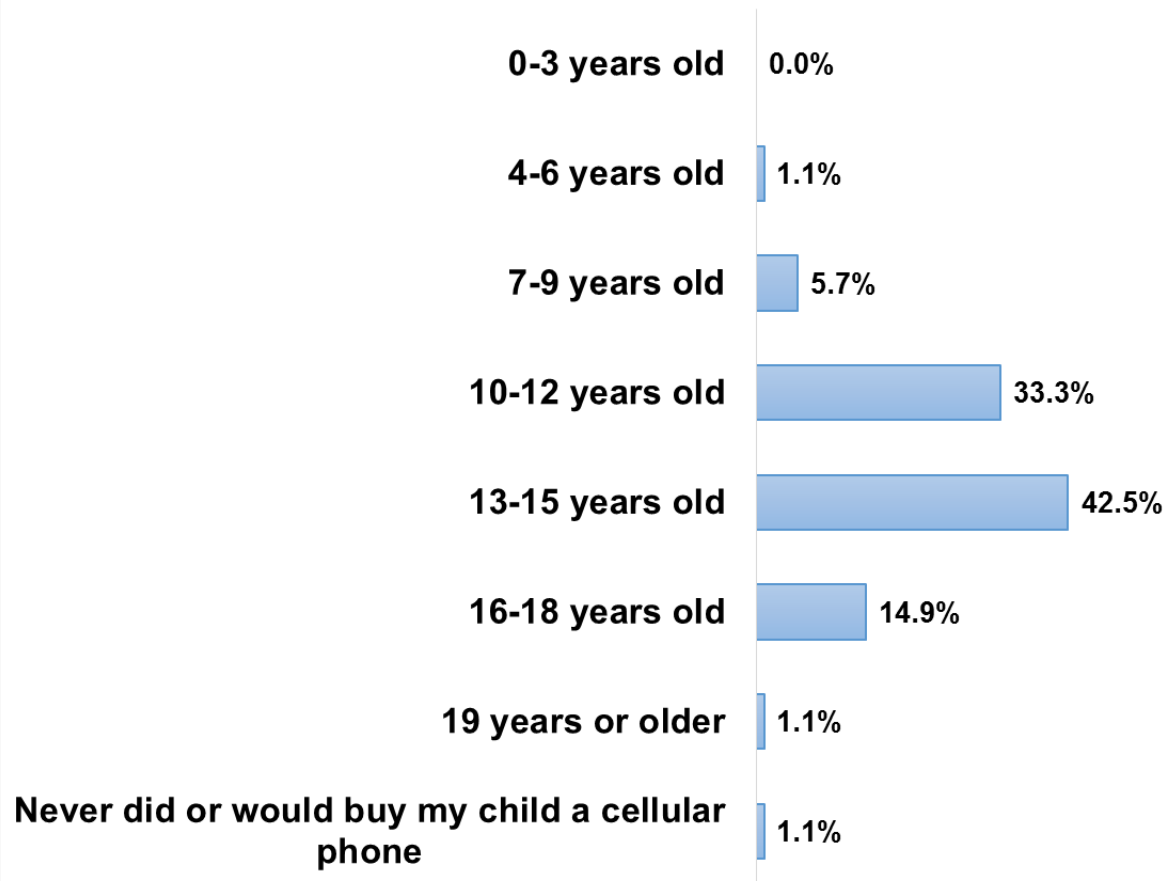
RESPONSES BY CATEGORY: CELL PHONES

At what age did you, or would you, let your child(ren) use a cellular phone (does not have to be their own, can be your phone)? (n=87)

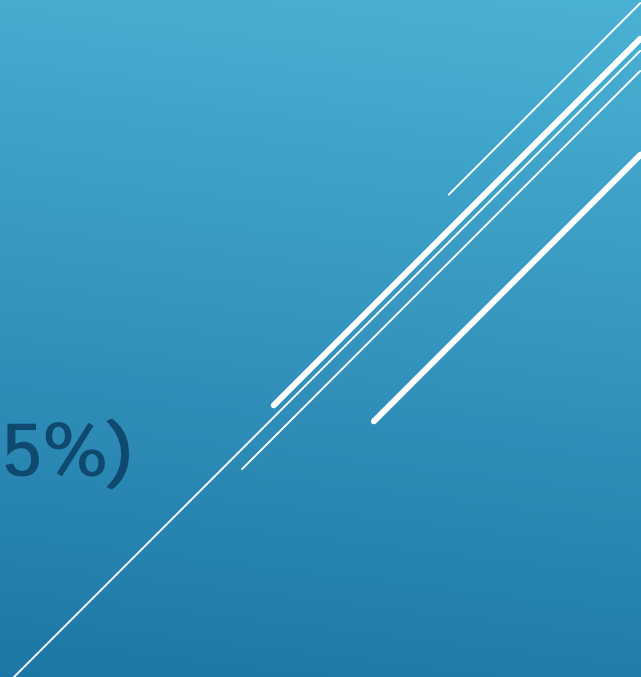


RESPONSES BY CATEGORY: CELL PHONES

If price were not a consideration, at what age did you, or would you, buy your child(ren) their first cellular phone? (n=87)

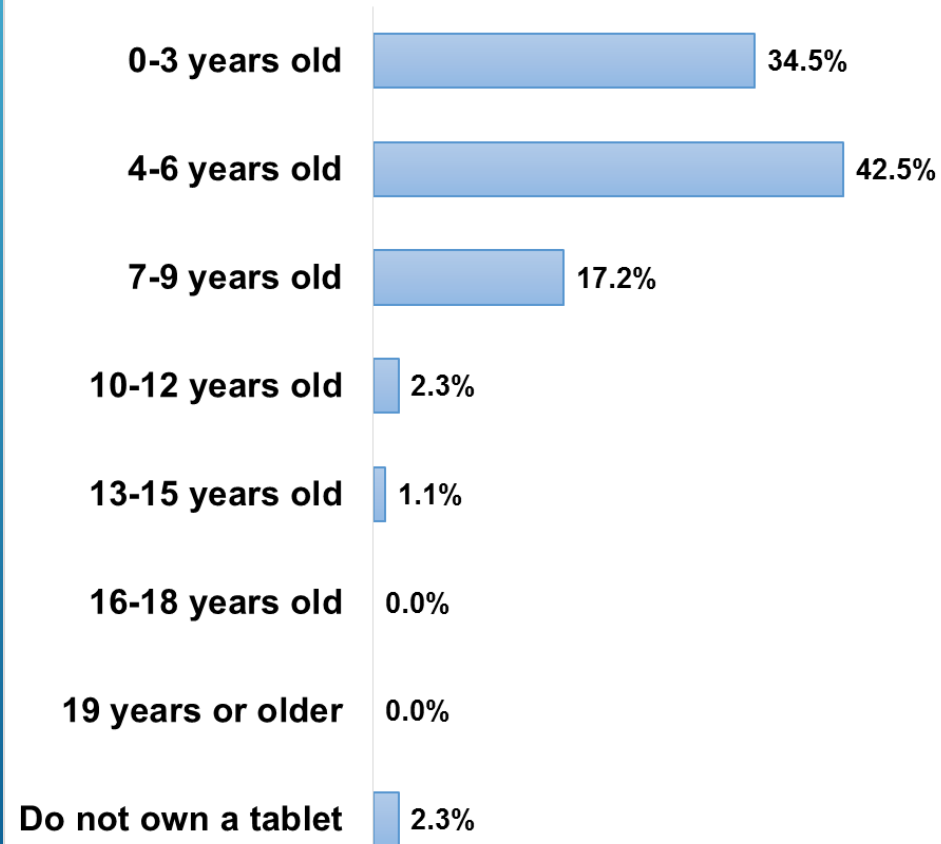


OPEN END FINDINGS- BIGGEST FEARS OR CONCERNS FOR CELL PHONES

- ▶ Potential predators/Harmful interactions with strangers (33%)
 - ▶ Having access to inappropriate content (30%)
 - ▶ Addiction/Never putting device down (25%)
- 

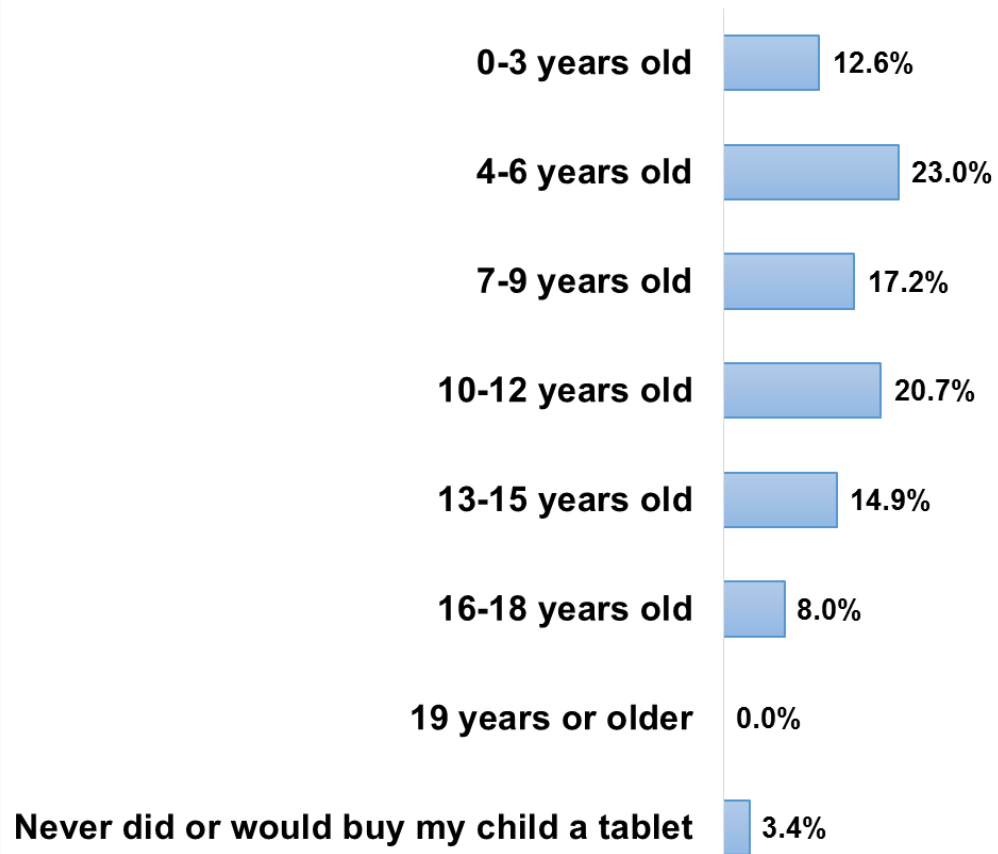
RESPONSES BY CATEGORY: TABLETS

At what age did you, or would you, let your child(ren) use a tablet/iPad (does not have to be their own, can be yours)? (n=87)

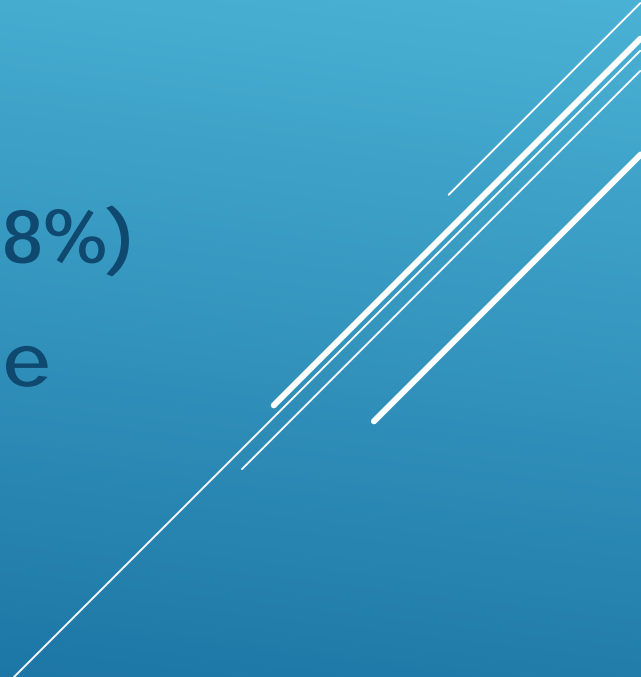


RESPONSES BY CATEGORY: TABLETS

If price were not a consideration, at what age did you, or would you, buy your child(ren) their first tablet/iPad? (n=87)

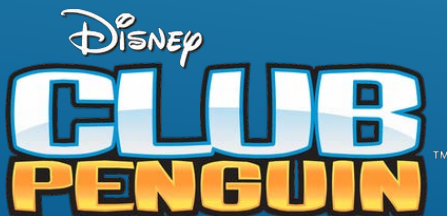
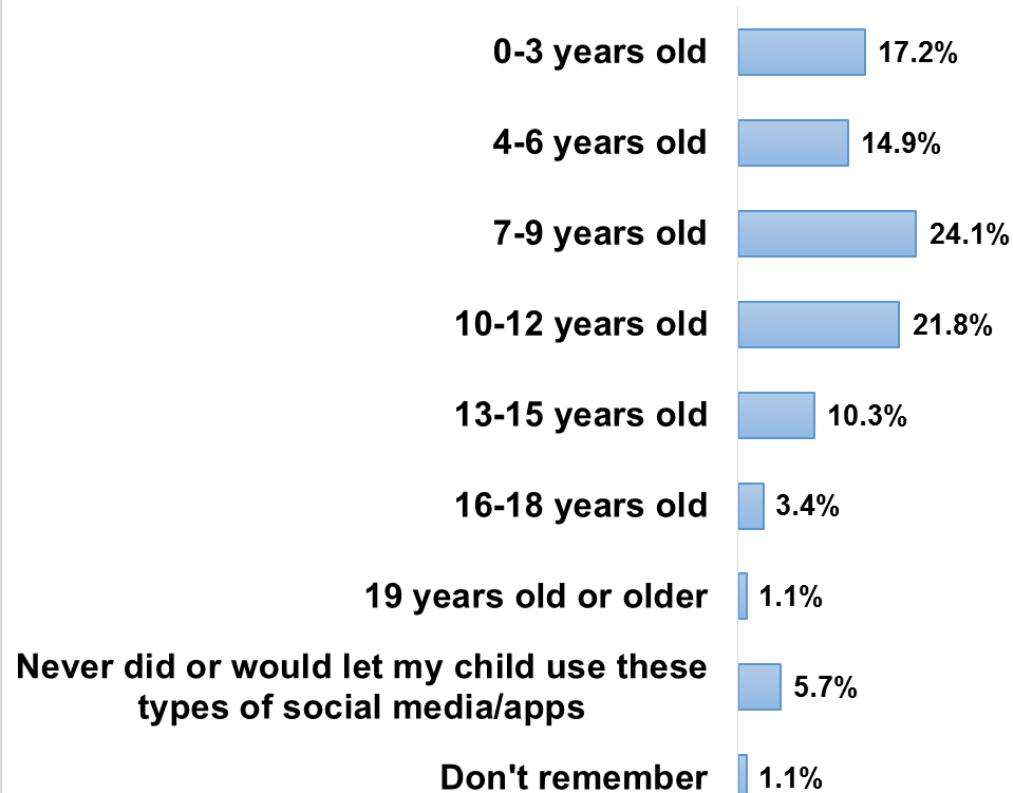


OPEN END FINDINGS- BIGGEST FEARS OR CONCERNS FOR TABLETS


- ▶ Having access to inappropriate content/Lack of parental controls (44%)
 - ▶ Addiction/Never putting device down (18%)
 - ▶ Social skills issues/Issues with face to face communication (16%)
- 

RESPONSES BY CATEGORY-SOCIAL MEDIA/APPLICATIONS TARGETED AT CHILDREN

At what age did you, or would you, allow your child(ren) to first use social media or apps targeted at children? This includes YouTube, ScuttlePad, Kidswirl, Club Penguin, Imbee, etc. (n=87)

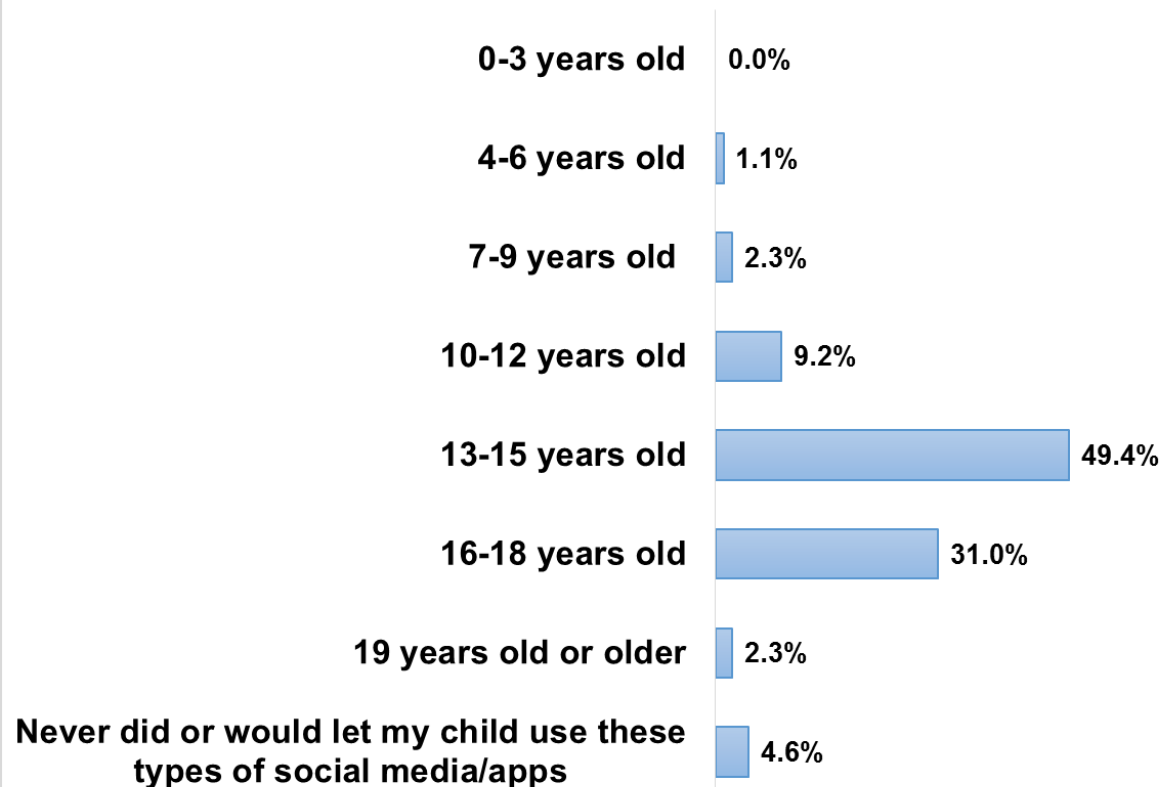


OPEN END FINDINGS- BIGGEST FEARS OR CONCERNS FOR SOCIAL MEDIA/APPLICATIONS TARGETED AT CHILDREN


- ▶ Potential predators/Harmful interactions with strangers (49%)
 - ▶ Having access to inappropriate content (25%)
 - ▶ Being bullied or exposure to negative behaviors (18%)
- 

RESPONSES BY CATEGORY-SOCIAL MEDIA/APPLICATIONS TARGETED AT ADULTS

At what age did you, or would you, allow your child(ren) to first use social media or apps targeted at teens or adults? This includes Facebook, Twitter, SnapChat, Instagram, etc. (n=87)



OPEN END FINDINGS- BIGGEST FEARS OR CONCERNS FOR SOCIAL MEDIA/APPLICATIONS TARGETED AT TEENS/ADULTS

- ▶ Potential predators/Harmful interactions with strangers (48%)
 - ▶ Having access to inappropriate content (32%)
 - ▶ Being bullied or exposed to negative behaviors (30%)
- 

SUMMARY

Samantha.Finley@edd.ca.gov

