

PARENTING IN THE AGE OF DIGITAL TECHNOLOGY

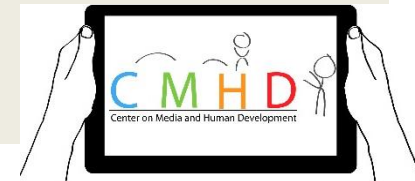
Ellen Wartella
Northwestern University's Center on Media
and Human Development

A National
Survey



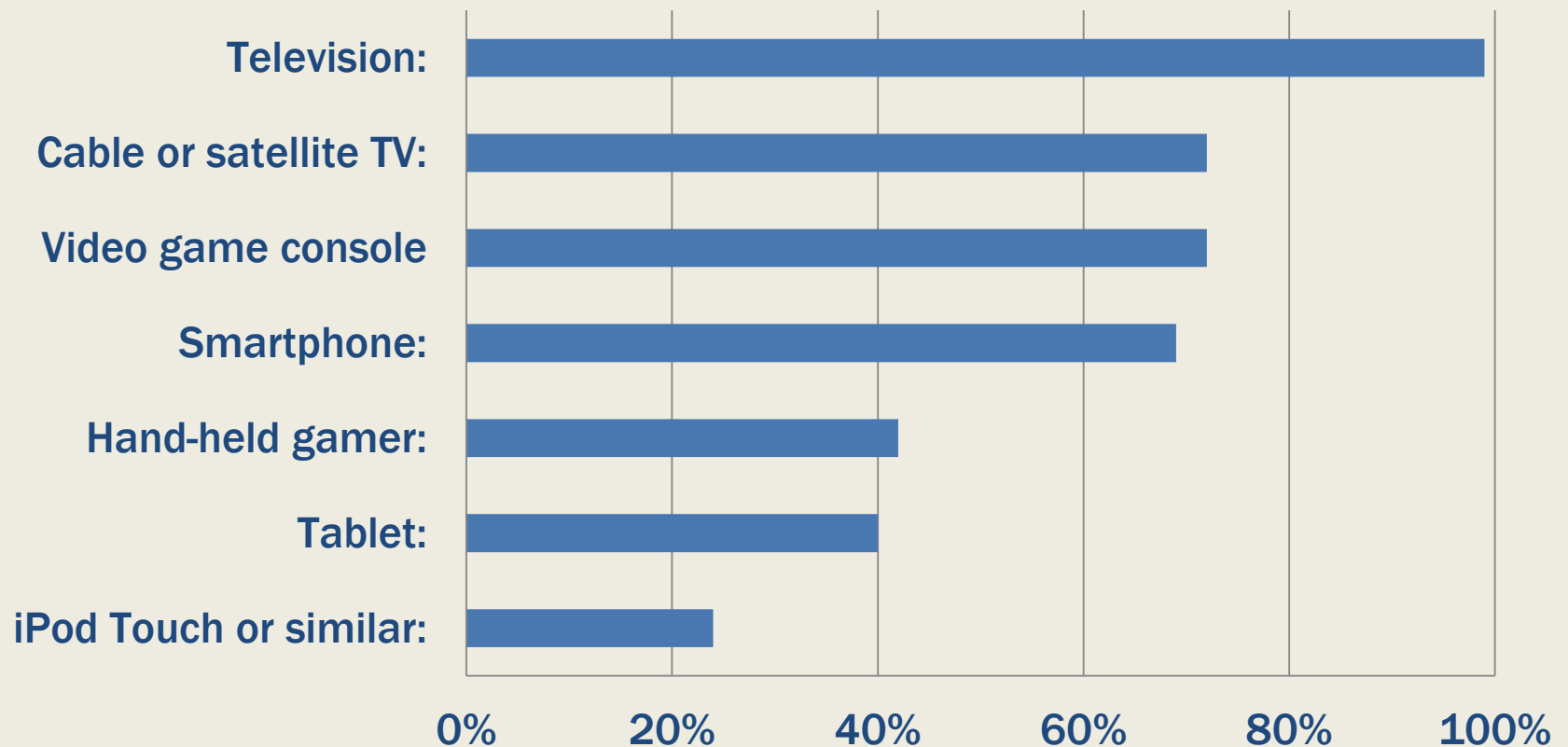
METHODOLOGY

- 2,300 parents
- Children ages 8 or under
- Online survey
 - Probability sample
 - Includes those not already online
- Data collected November-December, 2012

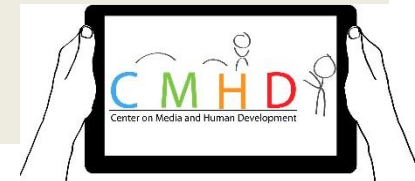


FAMILY MEDIA ENVIRONMENT

Percent of families with:

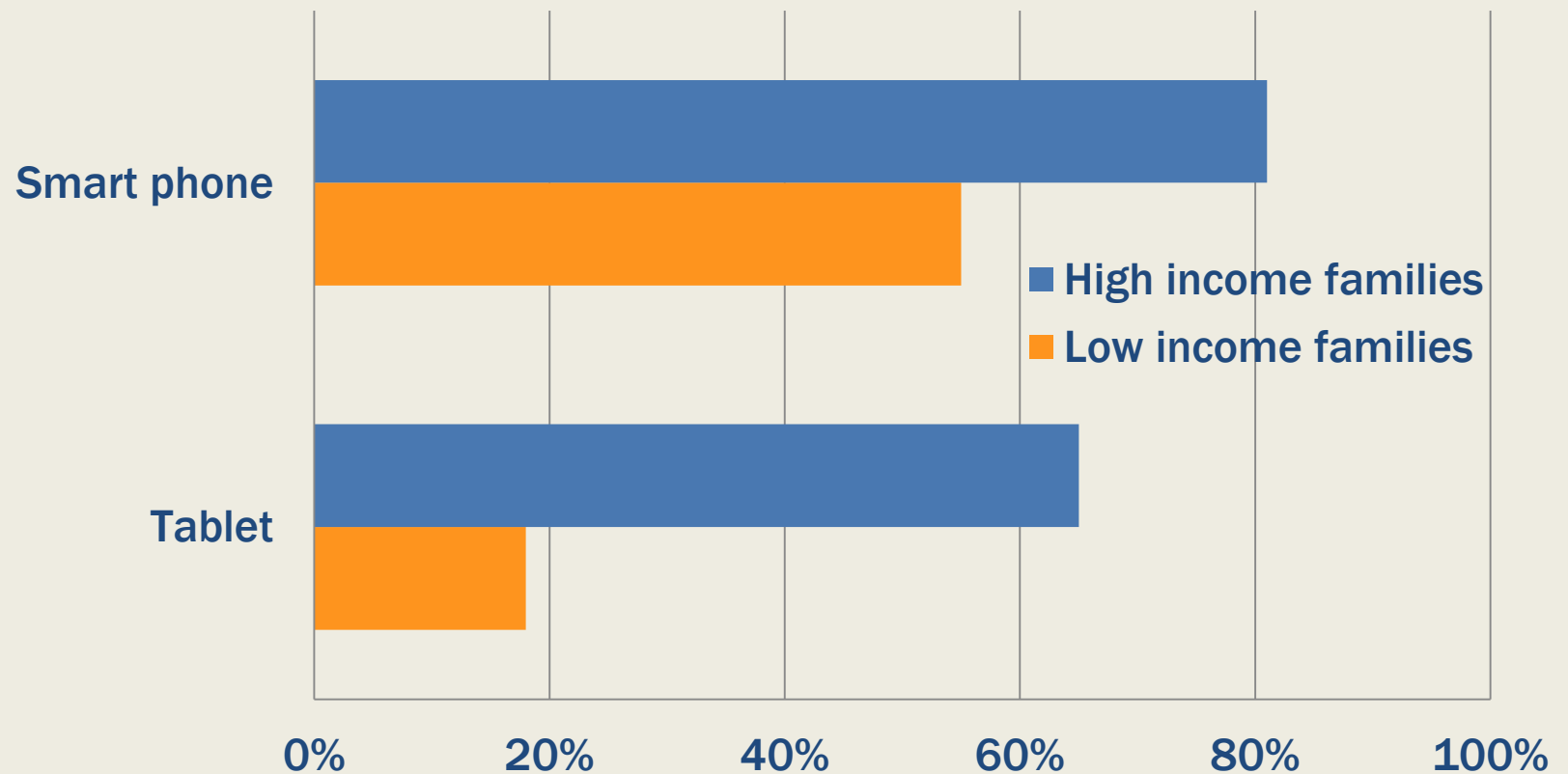


Source: Wartella et al, Parenting in the Age of Digital Technology, REVISED, Northwestern University, 2013. All findings among parents of children ages eight or under.

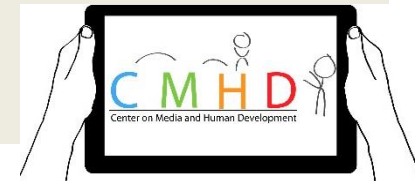


FAMILY MEDIA ENVIRONMENT

Percent of families with each, by income:

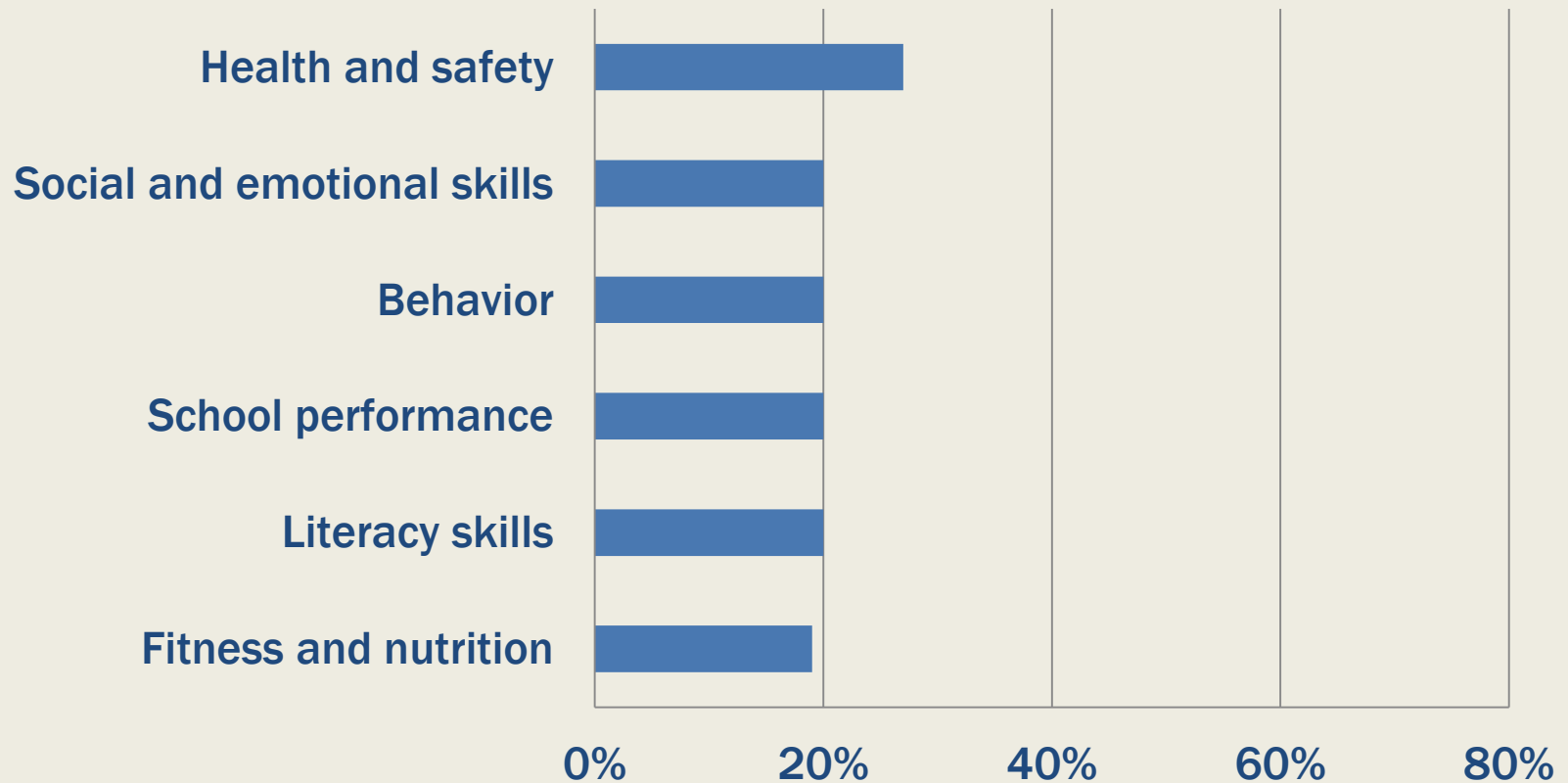


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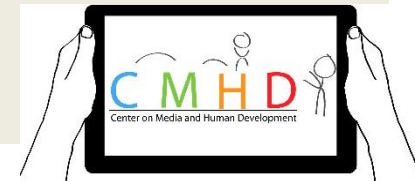


PARENT CONCERNS

Percent who are “very” concerned about their child’s:

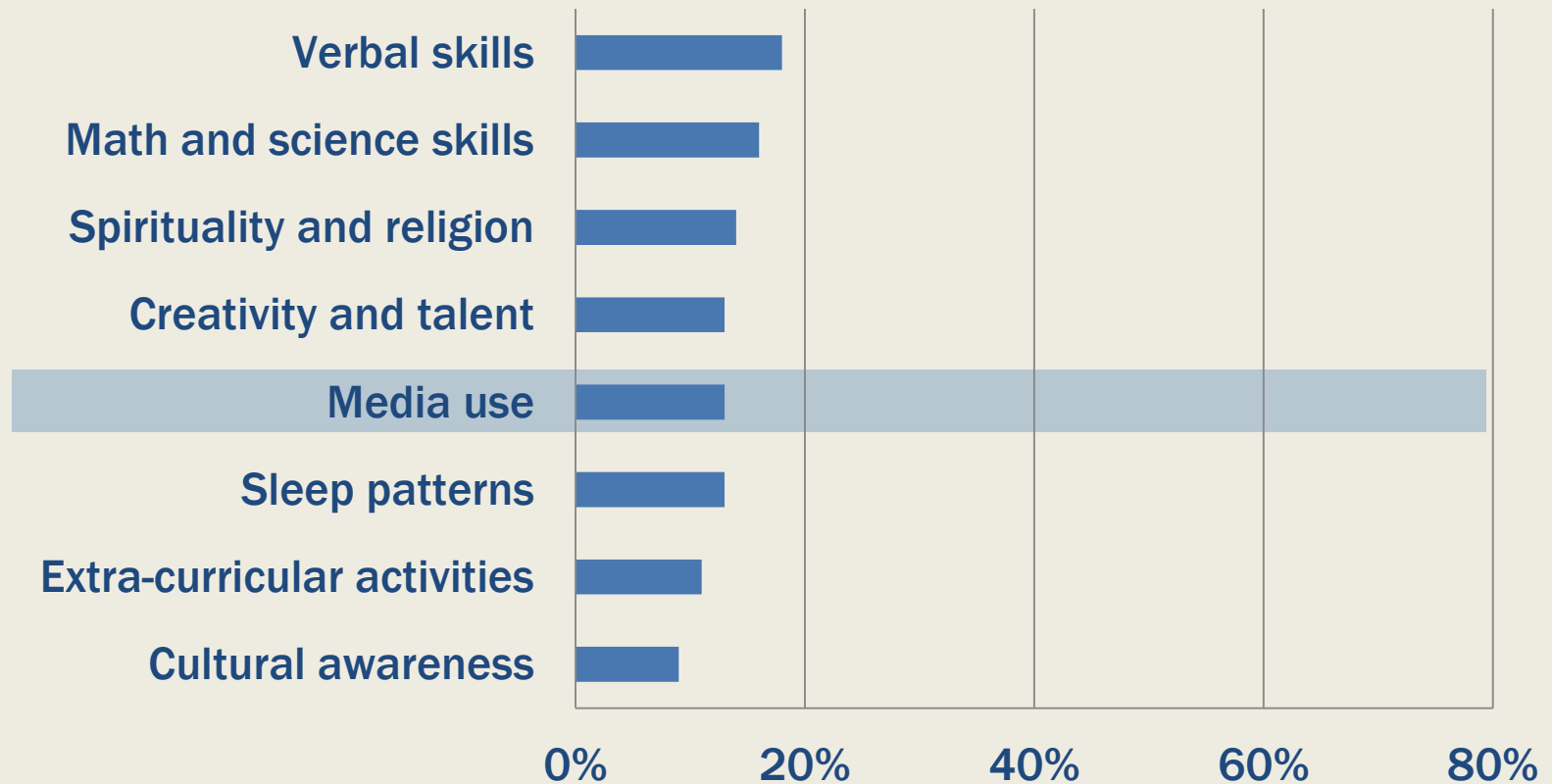


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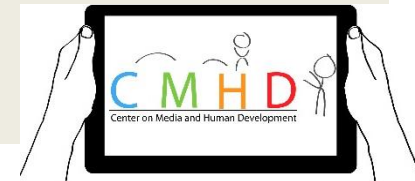


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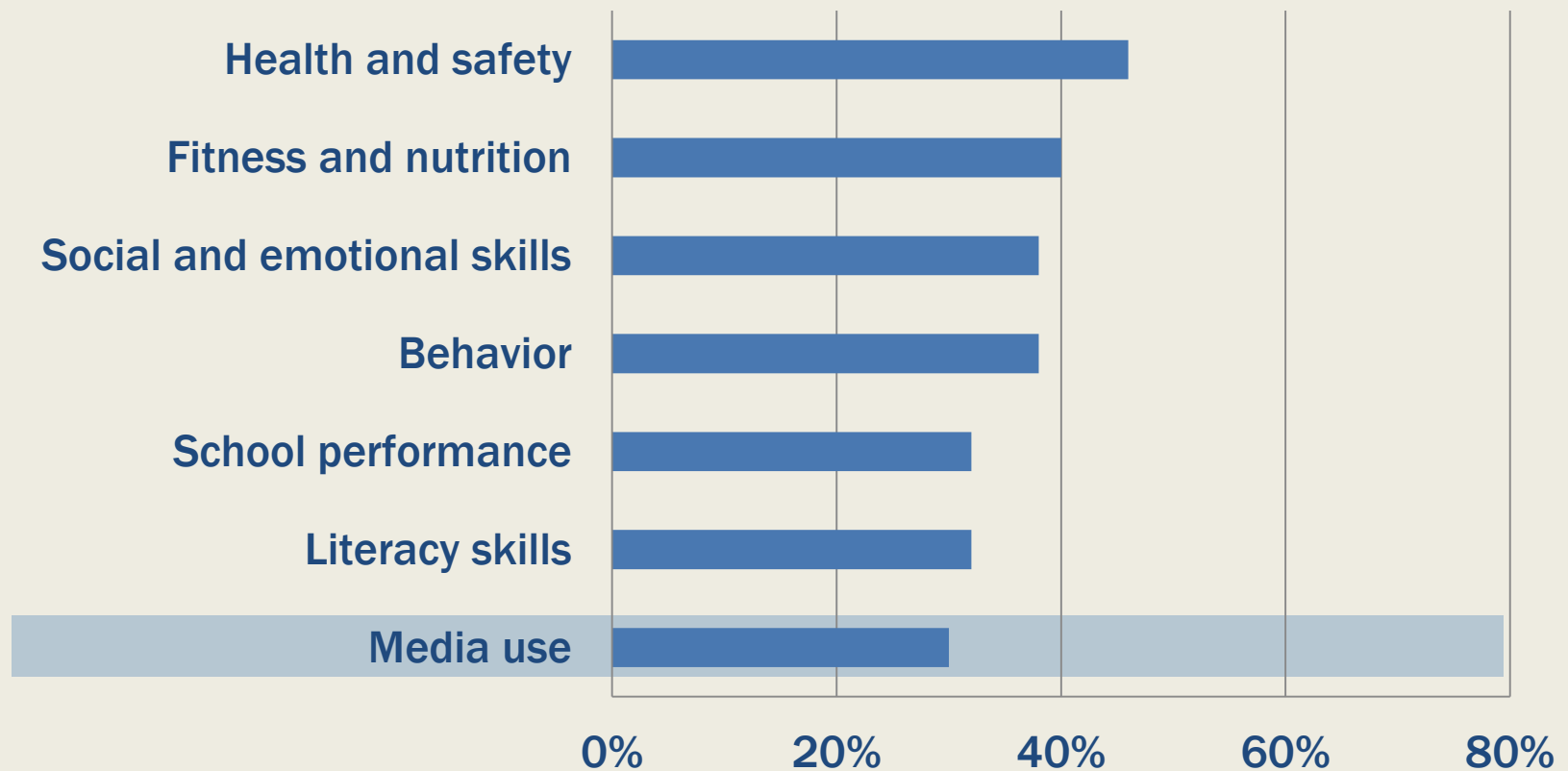


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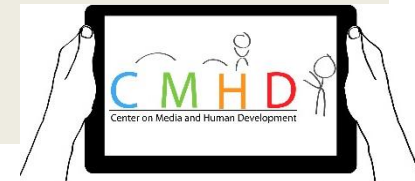


PARENT CONCERNS

Percent who are “very” or “somewhat” concerned about their child’s:



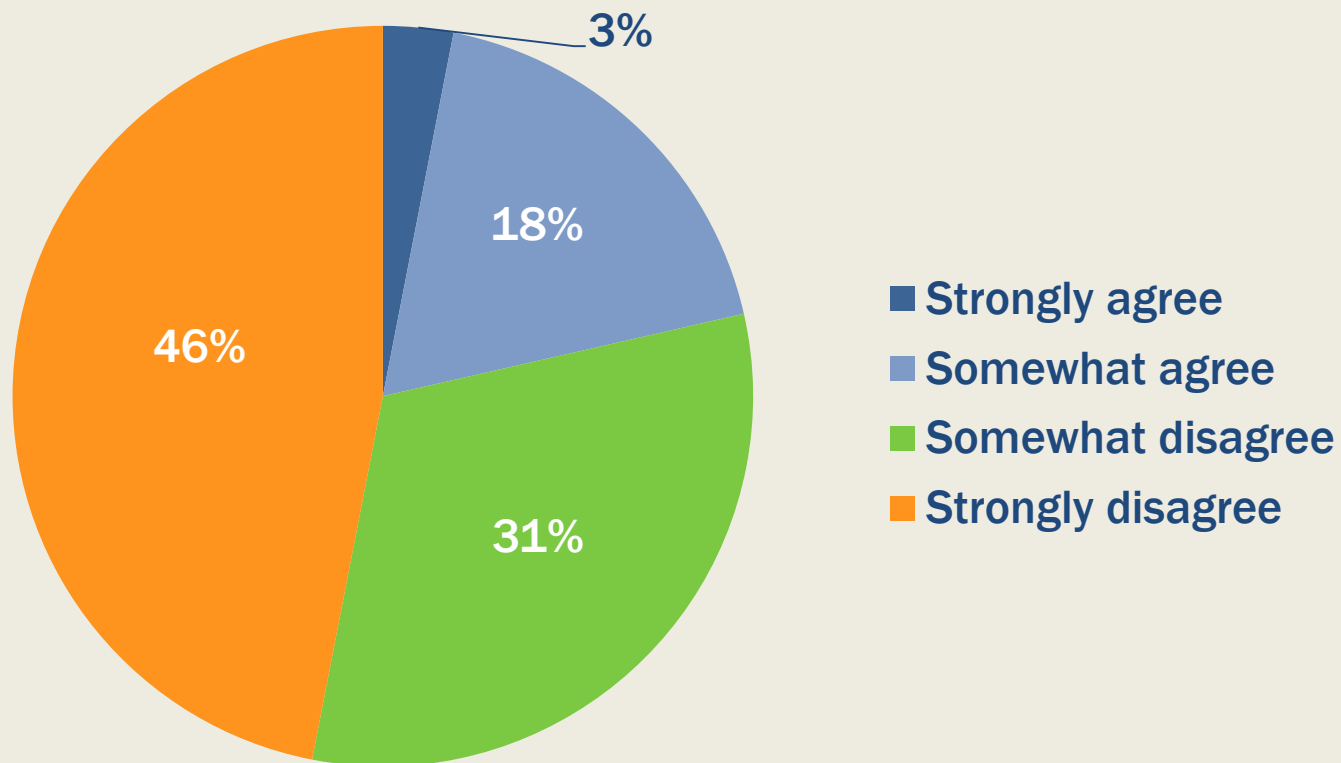
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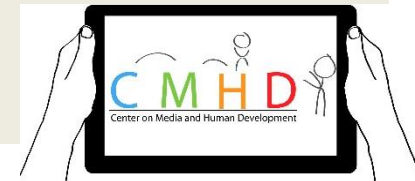
MEDIA AND FAMILY CONFLICTS

“Negotiating media use causes conflicts in our home”

Percent who agree or disagree:

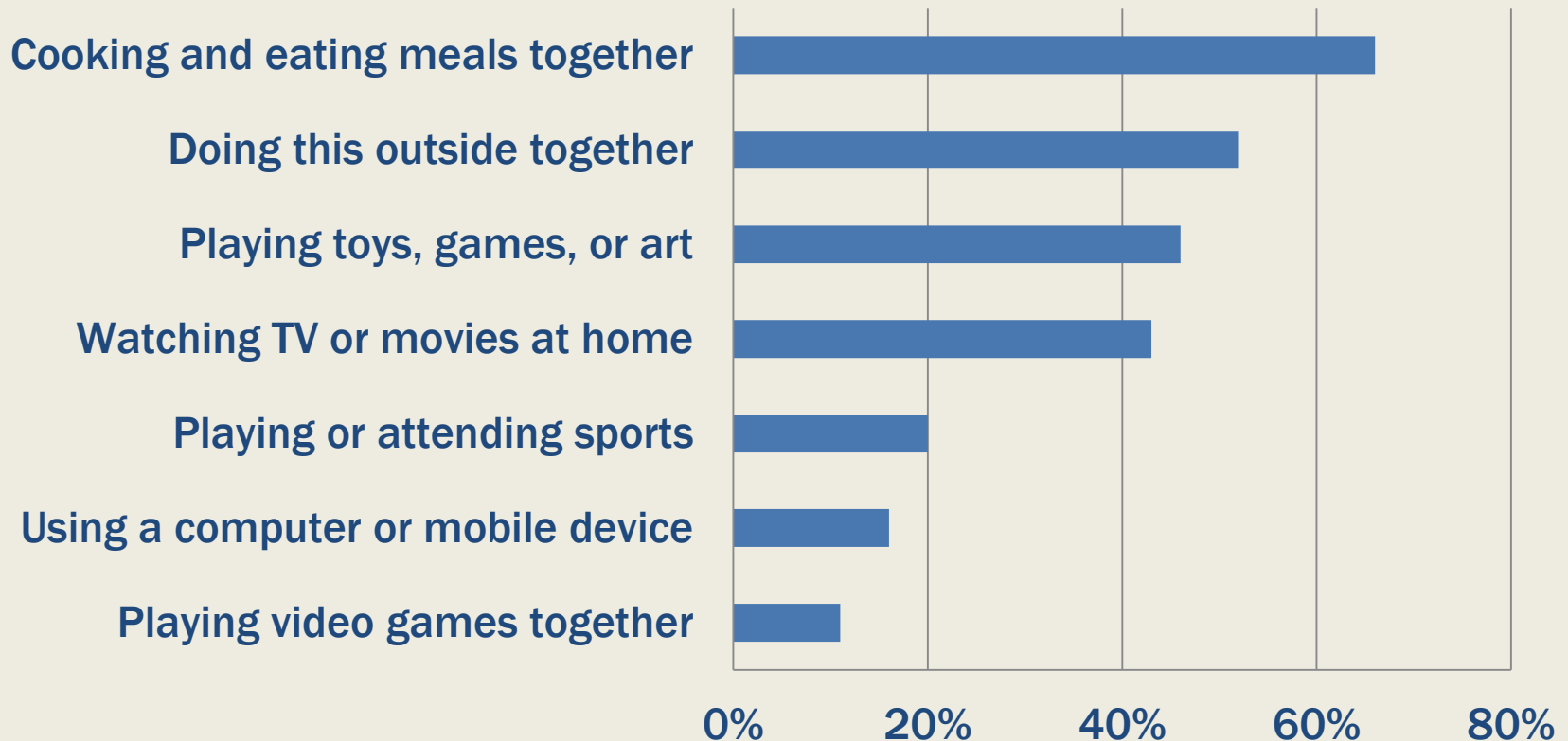


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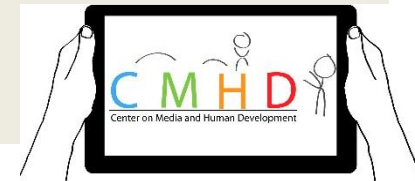


FAVORITE FAMILY ACTIVITIES

Percent who say their family enjoys doing this “a lot”:

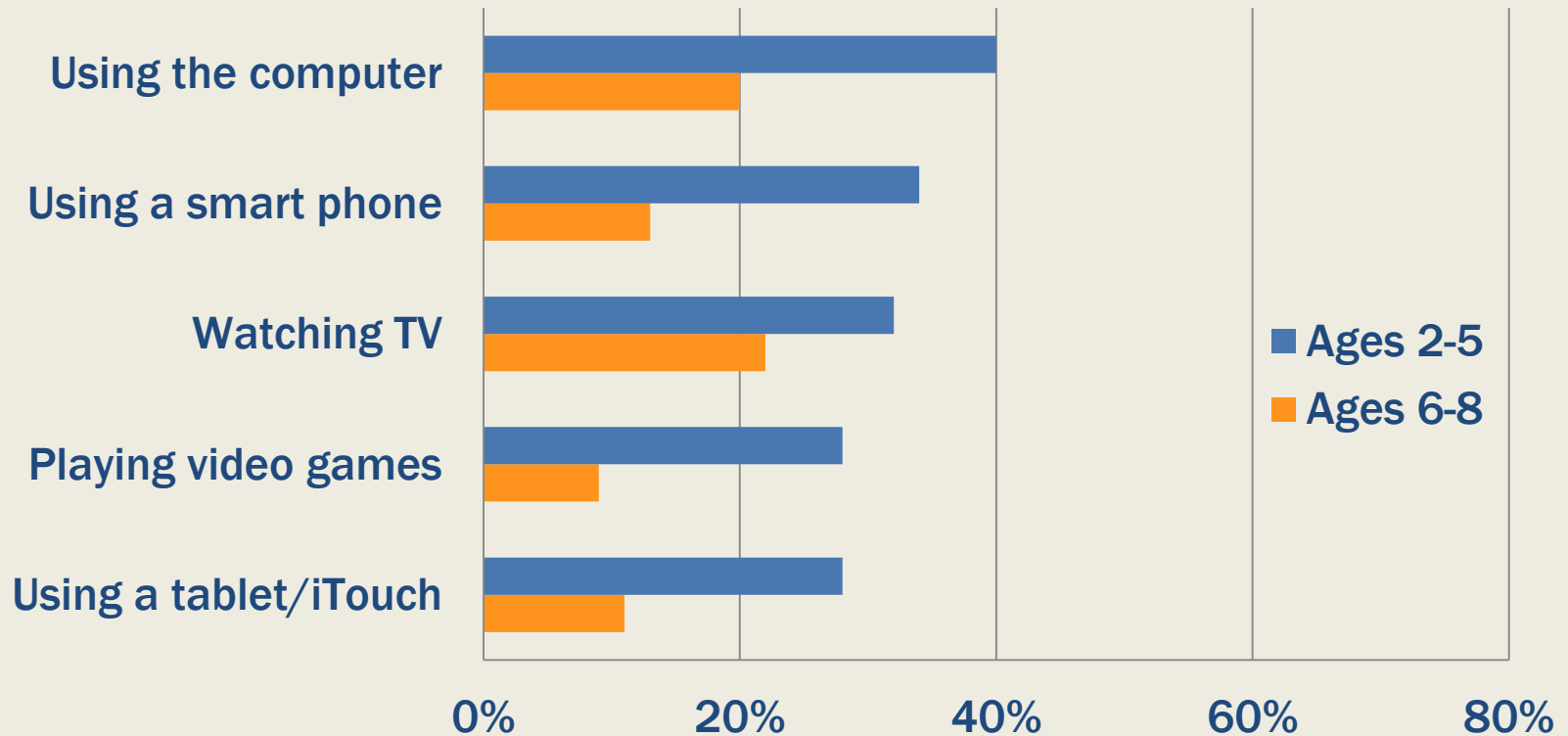


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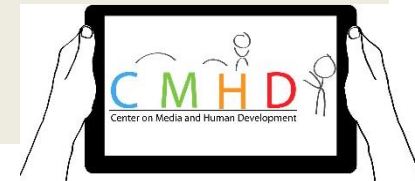


MEDIA CO-ENGAGEMENT

Percent who say they do each activity with the child “all or most” of the time the child is:



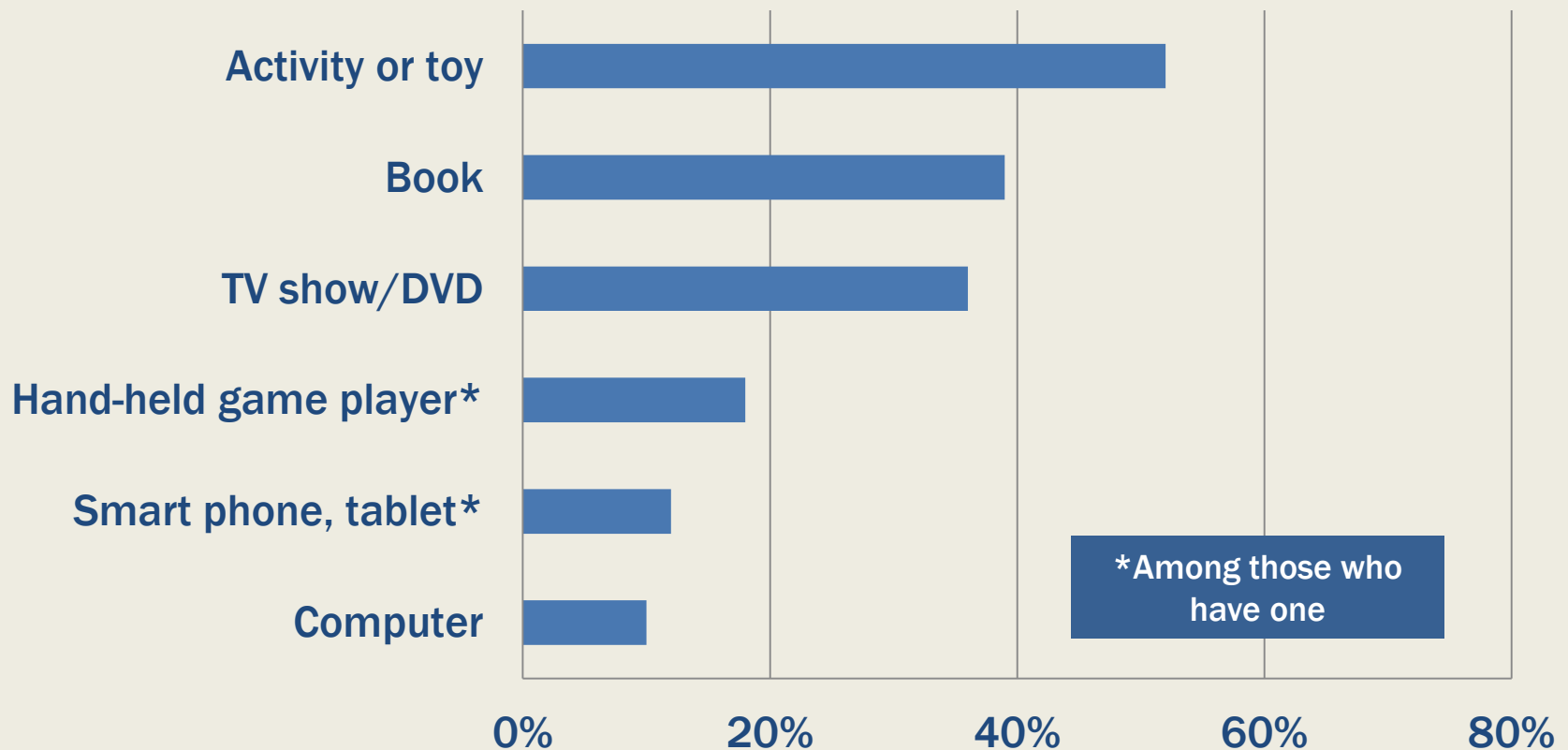
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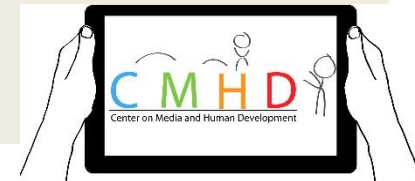
PARENTING SCENARIOS AND TOOLS

Making dinner or doing chores

Percent of parents who are “very” likely to use:



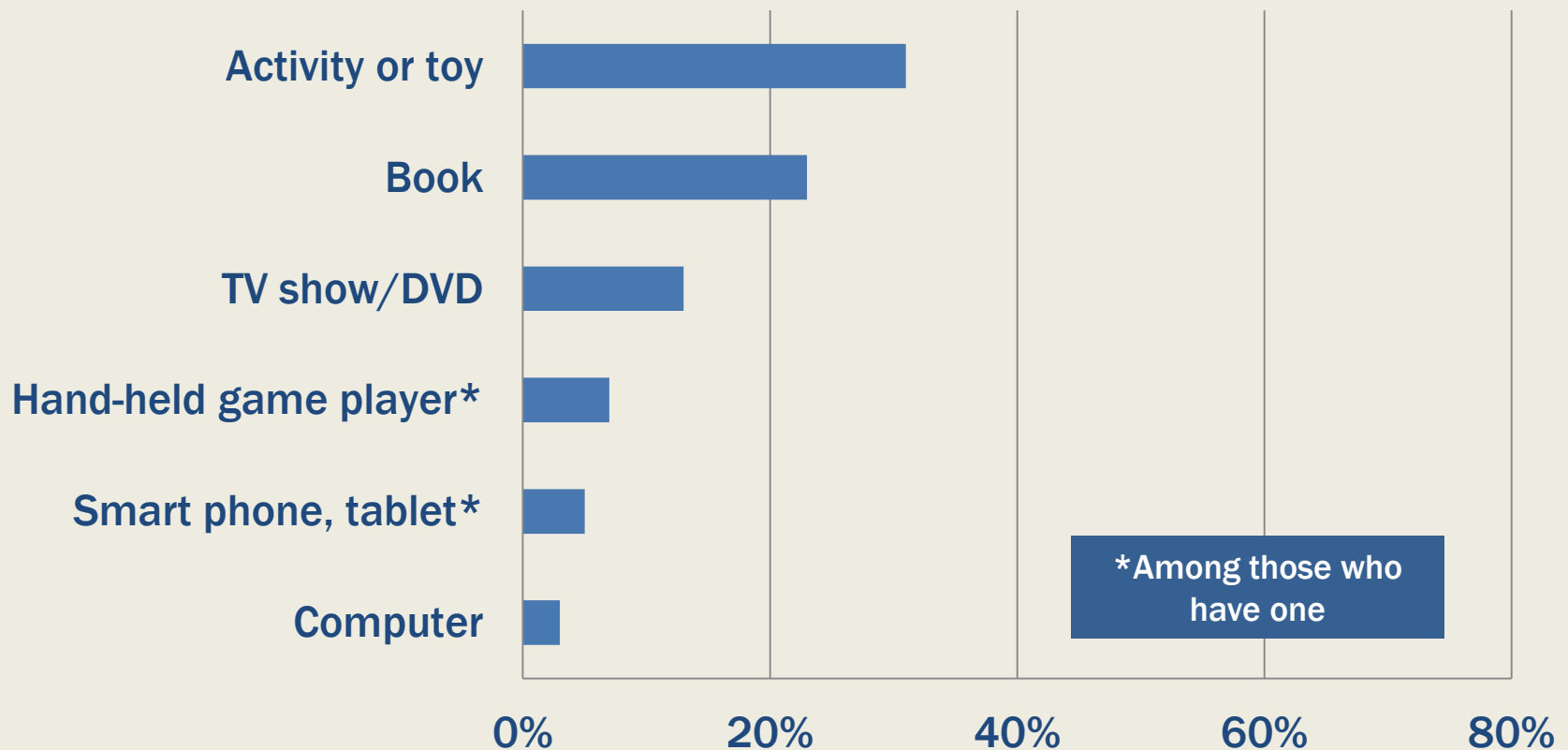
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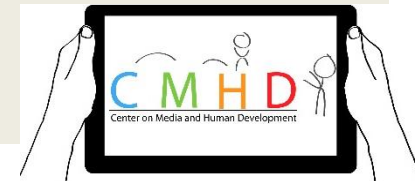
PARENTING SCENARIOS AND TOOLS

Calming an upset child

Percent of parents who are “very” likely to use:



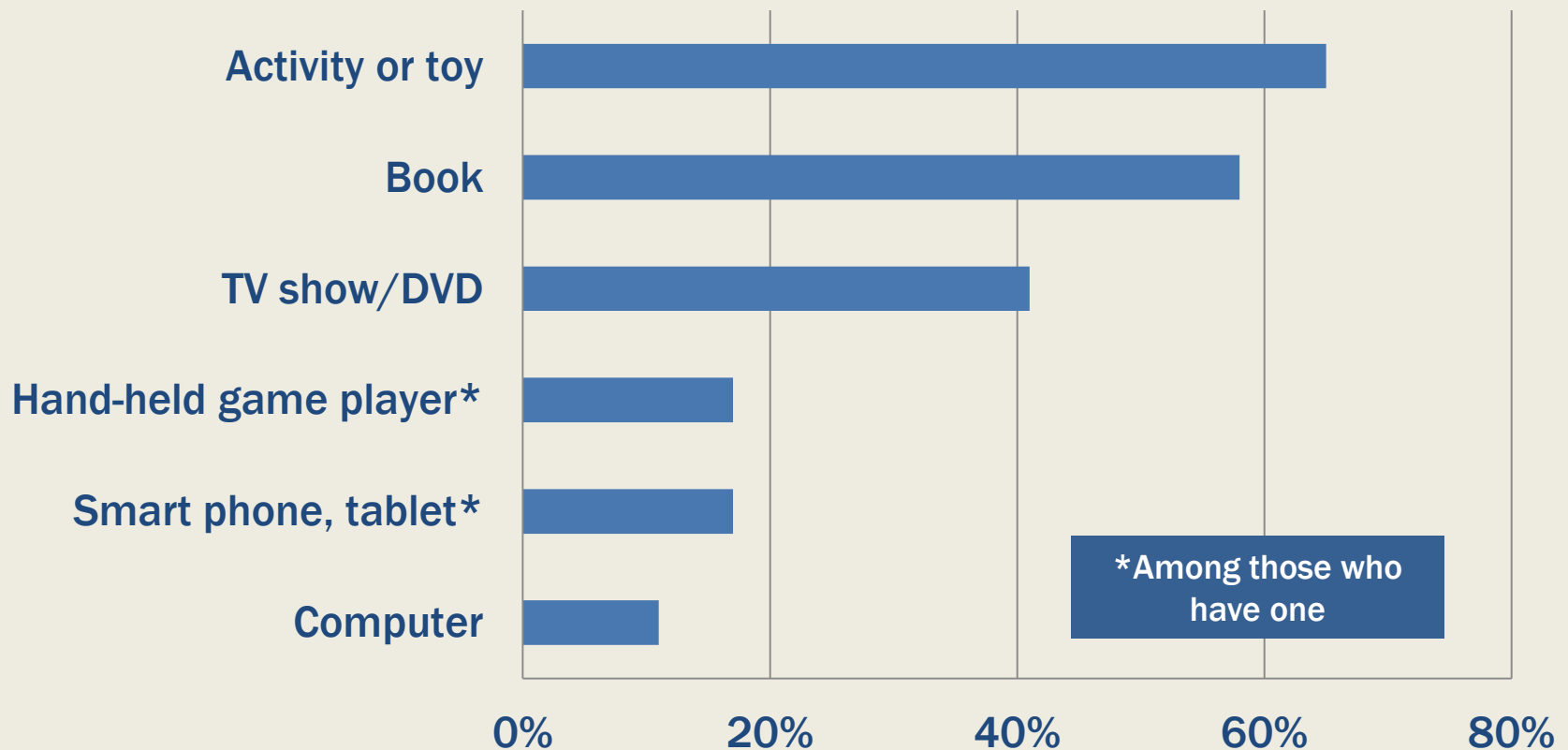
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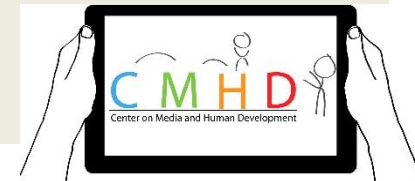
PARENTING SCENARIOS AND TOOLS

Calming an upset child

Percent of parents who are “very” or “somewhat” likely to use:



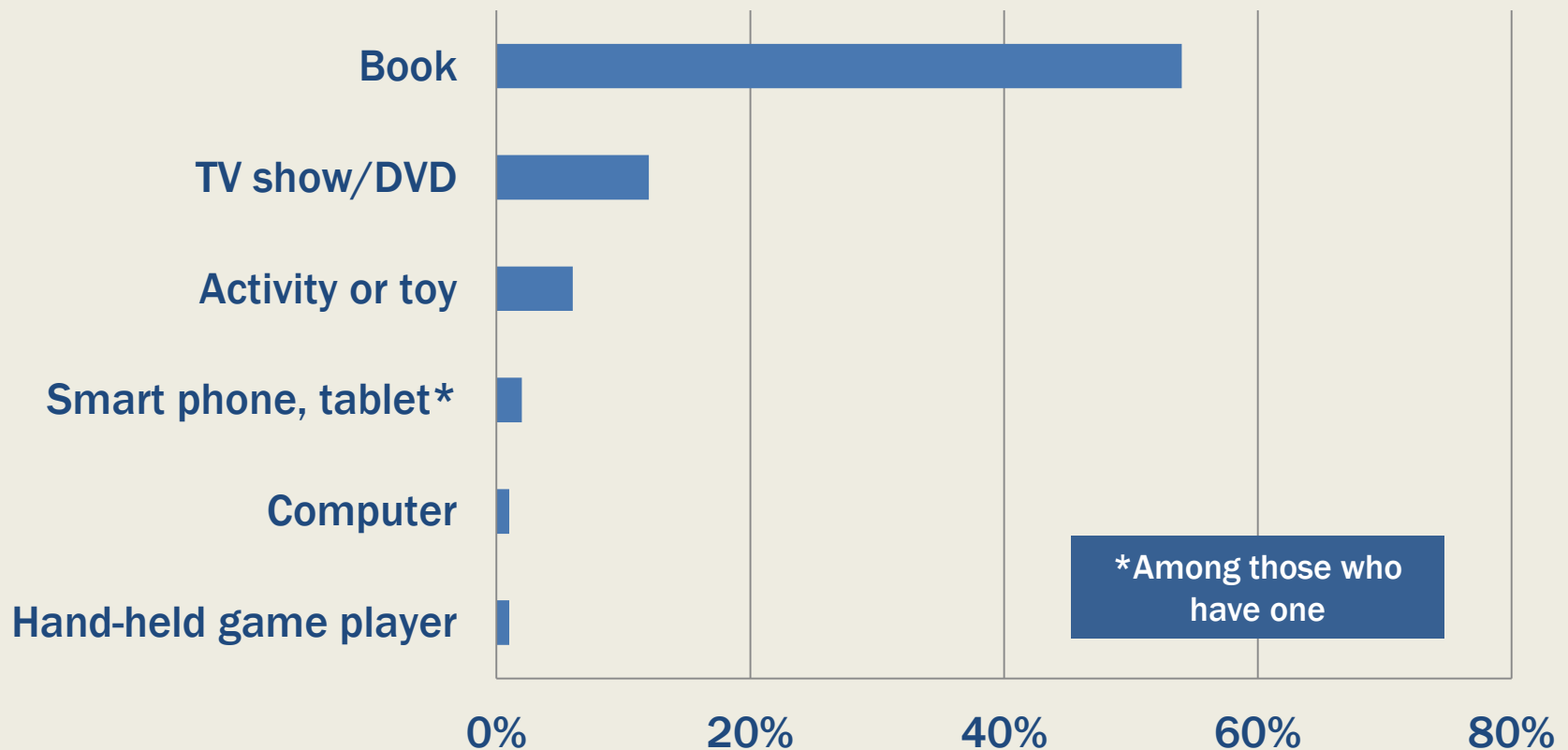
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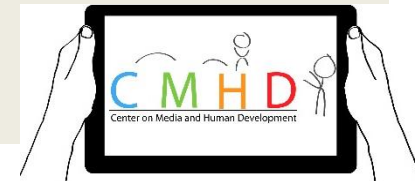
PARENTING SCENARIOS AND TOOLS

Getting child ready for bed

Percent of parents who are “very” likely to use:



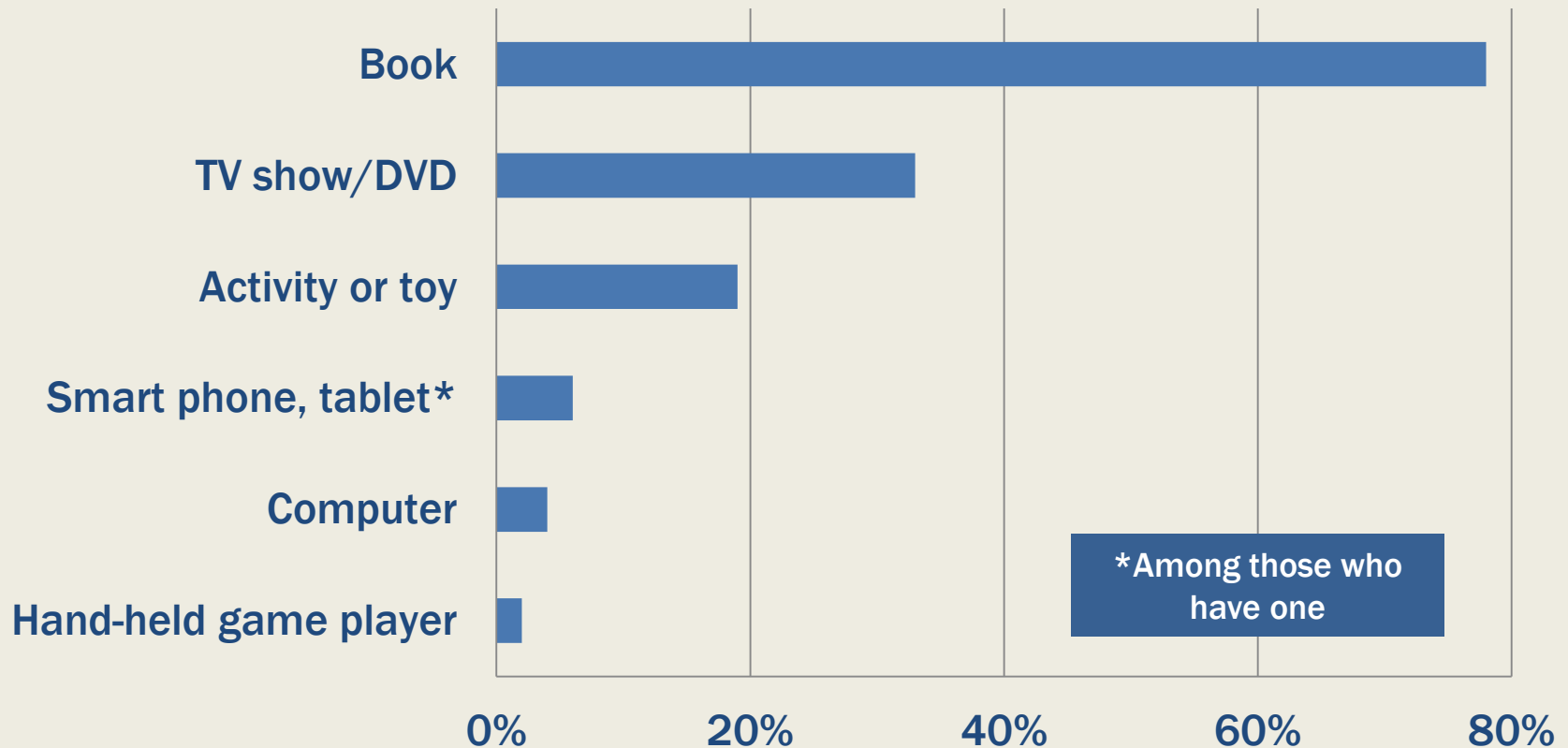
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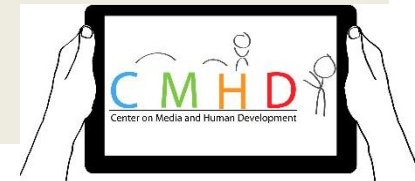
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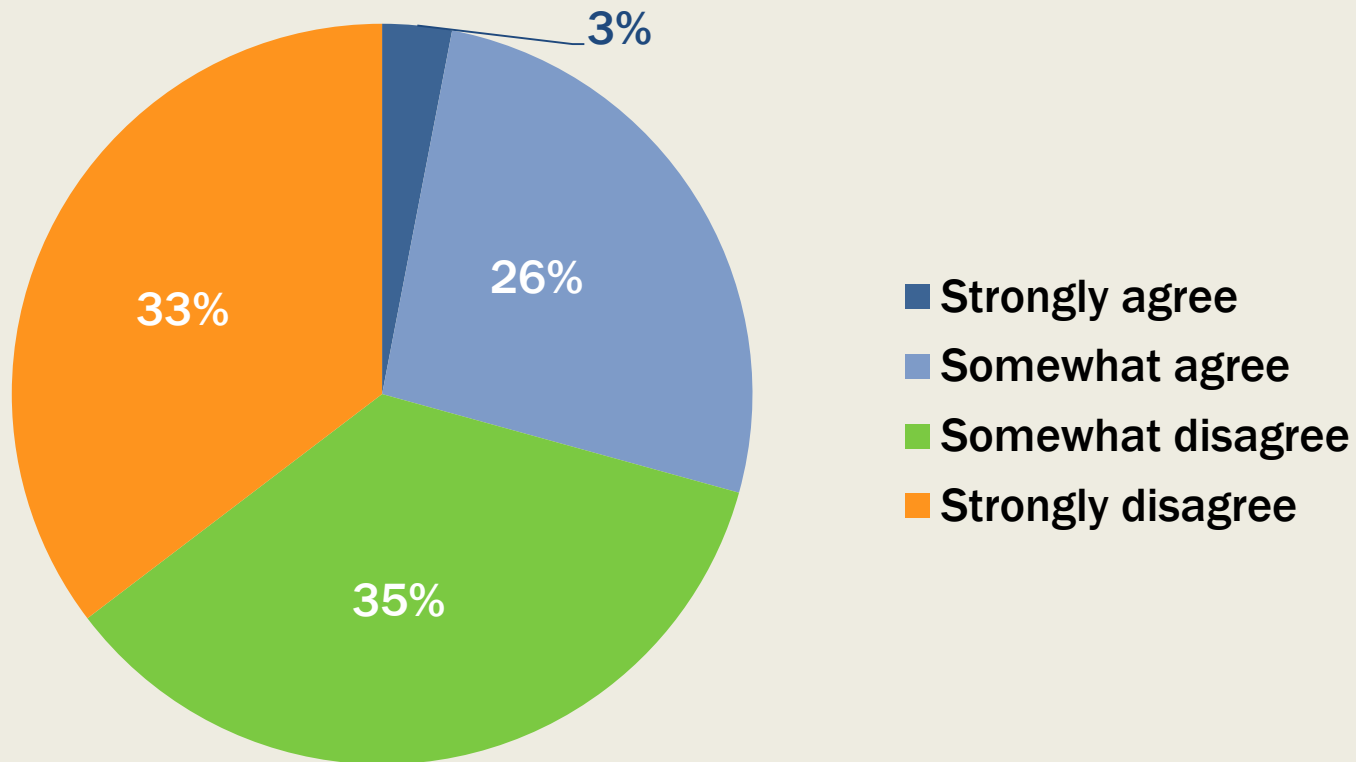
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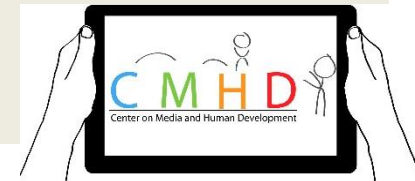
PARENTS' VIEWS OF NEW MEDIA

“Smartphones and tablets make parenting easier”

Percent who agree or disagree:



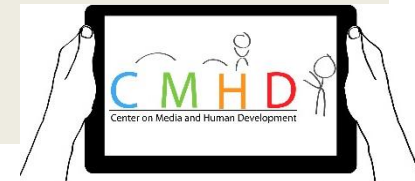
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PARENTING STYLES

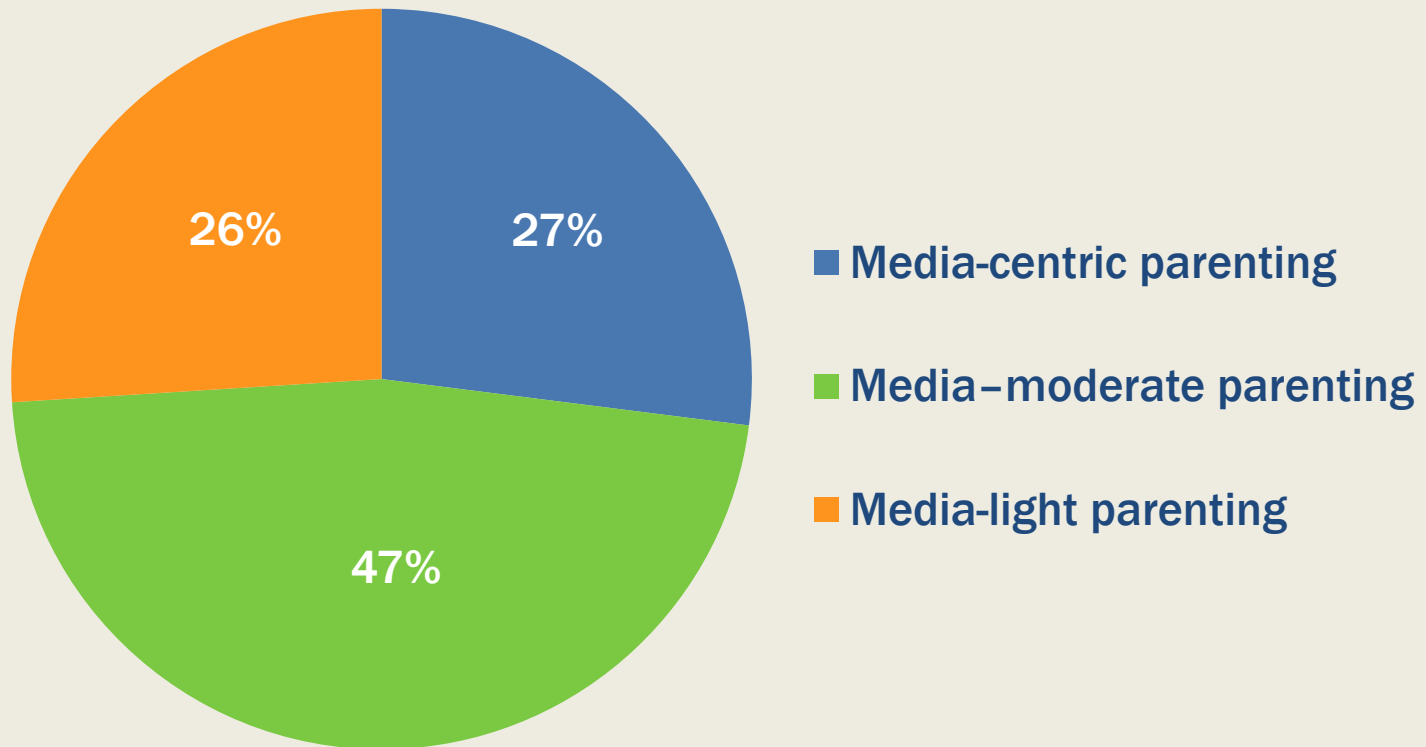
Parents' screen media choices:

- Media in the home
- TVs in the bedroom
- Background TV
- Media as a parenting tool
- Family activities
- Parent's own screen media use

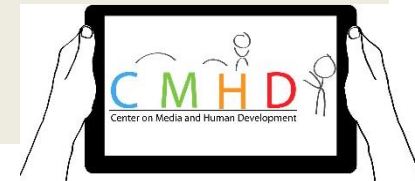


PARENTING STYLES

Three types of parenting styles:



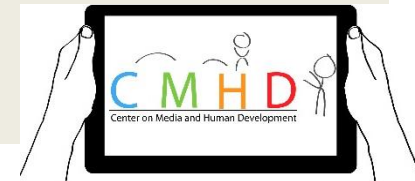
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PARENTING STYLES

Media-centric parenting:

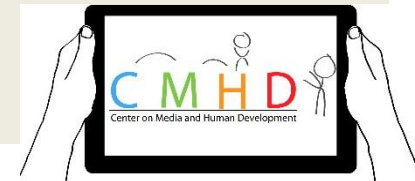
- One in four families (27%)
- Parents consume average of more than **11** hours a day screen media
- Half (54%) leave TV on all or most of the time
- Nearly half (48%) have a TV in child's bedroom
- Enjoy watching TV or movies together at home (56% “a lot”)
- Use TV to occupy child around the house (81% very/somewhat likely)
- Use TV for child to go to bed (42% very/somewhat likely)
- Children use a lot of screen media: **4:29** a day



PARENTING STYLES

Media-moderate parenting:

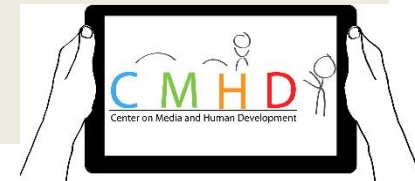
- About half of families (47%)
- Parents consume an average of 4:42 hours a day screen media
- A third (33%) leave TV on all or most of the time
- A third (33%) have a TV in child's bedroom
- Enjoy watching TV or movies together at home (42% “a lot”)
- Use TV to occupy child around the house (81% very/somewhat likely)
- Use TV for child to go to bed (34% very/somewhat likely)
- Children's use of screen media: 2:53 a day



PARENTING STYLES

Media-light parenting:

- About a quarter of families (26%)
- Parents average less than two hours a day with screen media (1:48)
- Less than one in five (19%) leave TV on all or most of the time
- About one in four (28%) have a TV in child's bedroom
- Enjoy watching TV or movies together at home (32% “a lot”)
- Use TV to occupy child around the house (69% very/somewhat likely)
- Use TV for child to go to bed (24% very/somewhat likely)
- Children's use of screen media: 1:39 a day



PARENTING STYLES

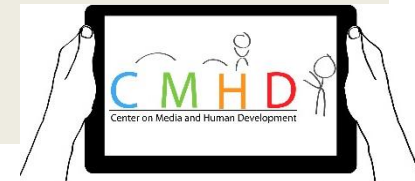
Income

Demographic differences among media-centric, media-moderate and media-light families:

Median income: \$45,000 Media-centric

 \$62,000 Media-moderate

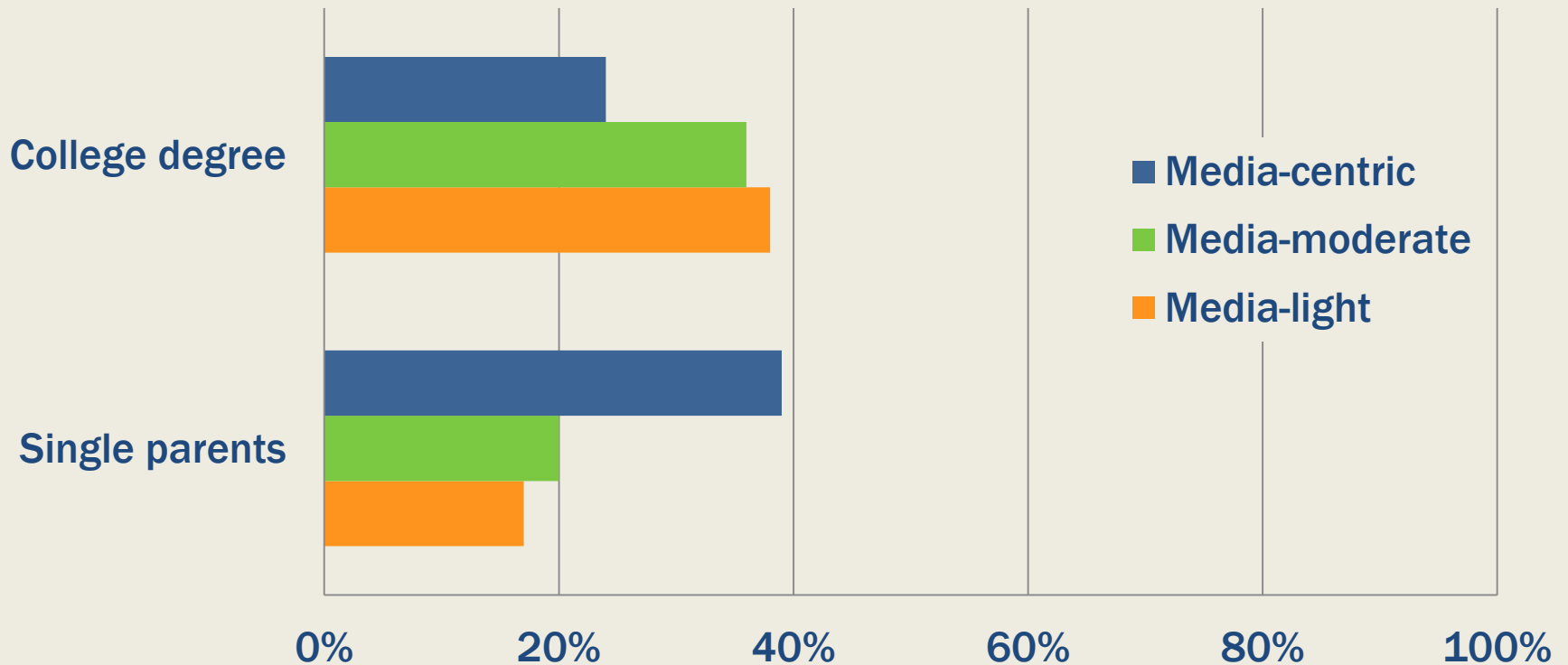
 \$65,000 Media-light



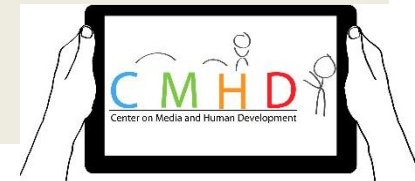
PARENTING STYLES

Demographics

Demographic differences among media-centric, media-moderate and media-light families:



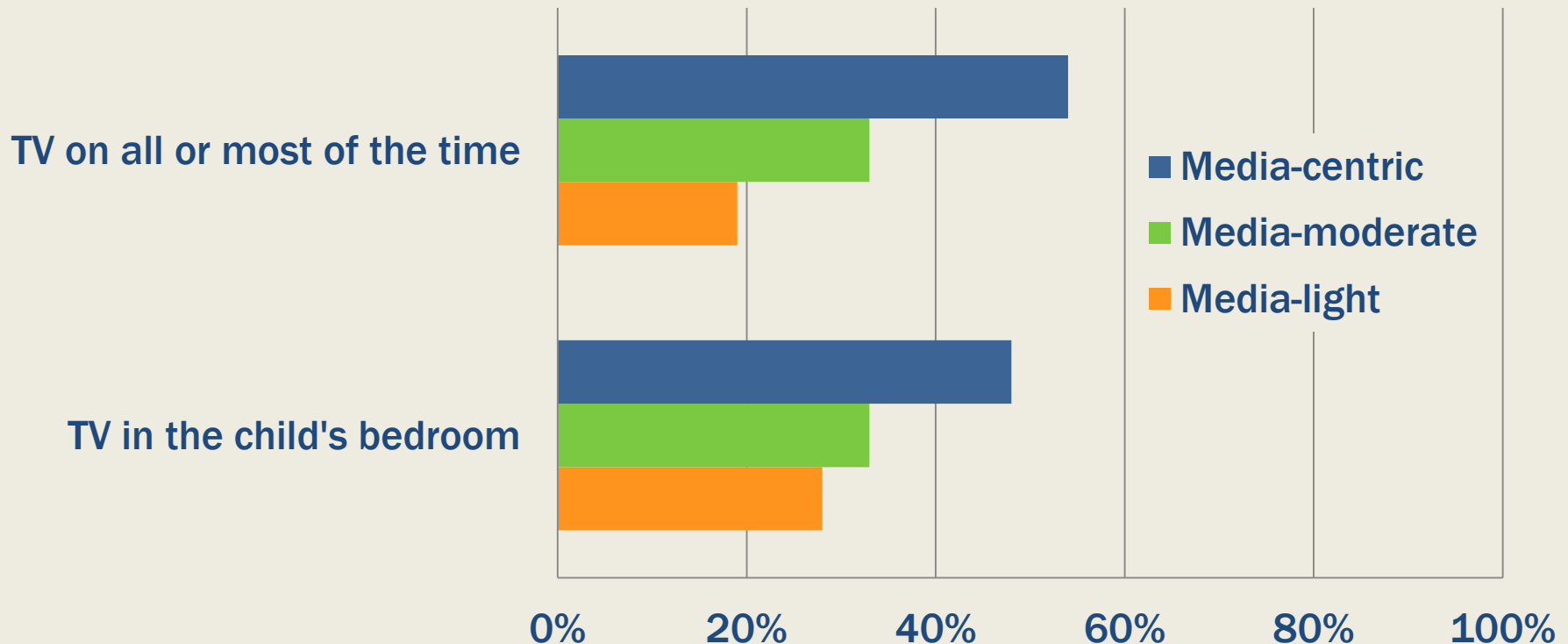
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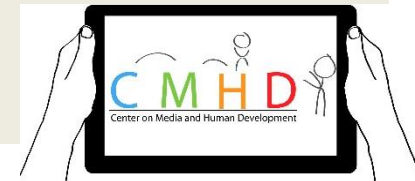
PARENTING STYLES

Media environment

Percent of media-centric, media-moderate, and media-light homes with:



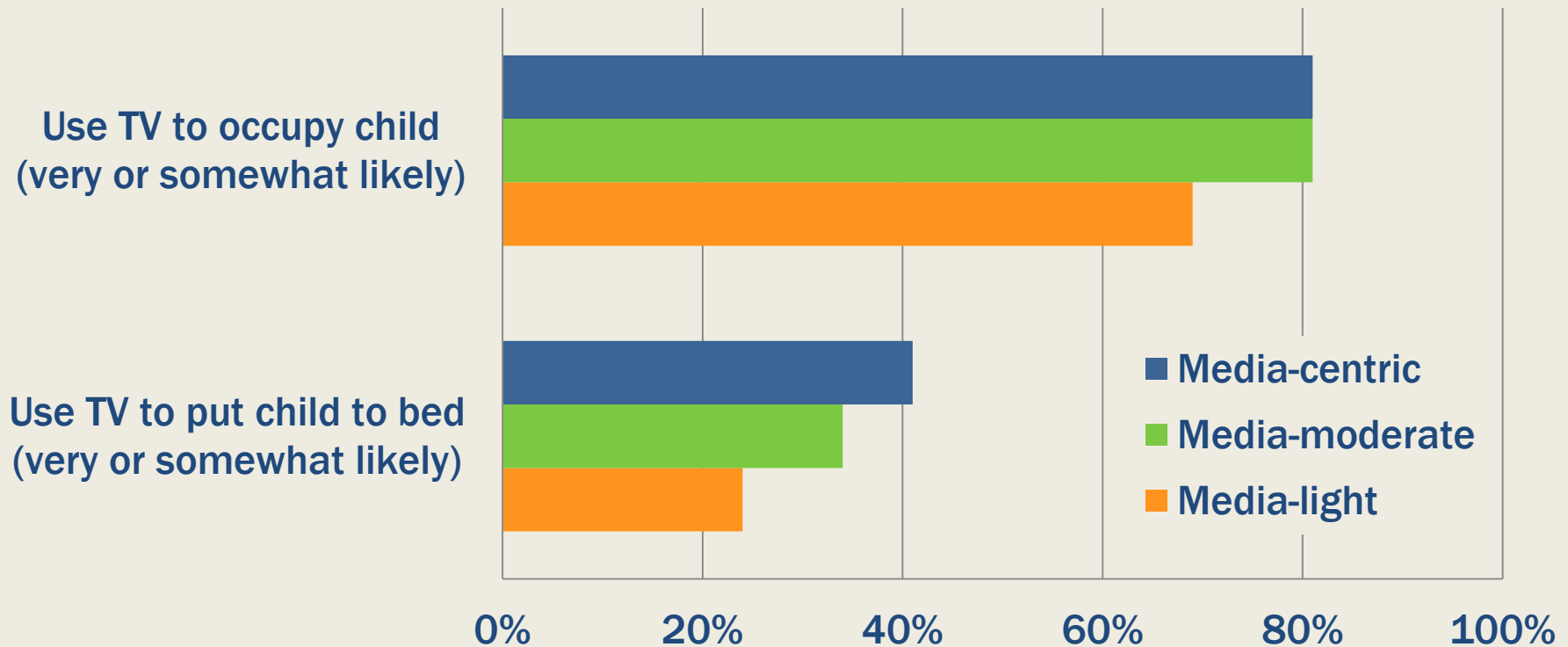
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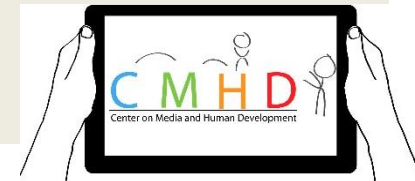
PARENTING STYLES

Media as a parenting tool

Percent of media-centric, media-moderate, and media-light parents who:



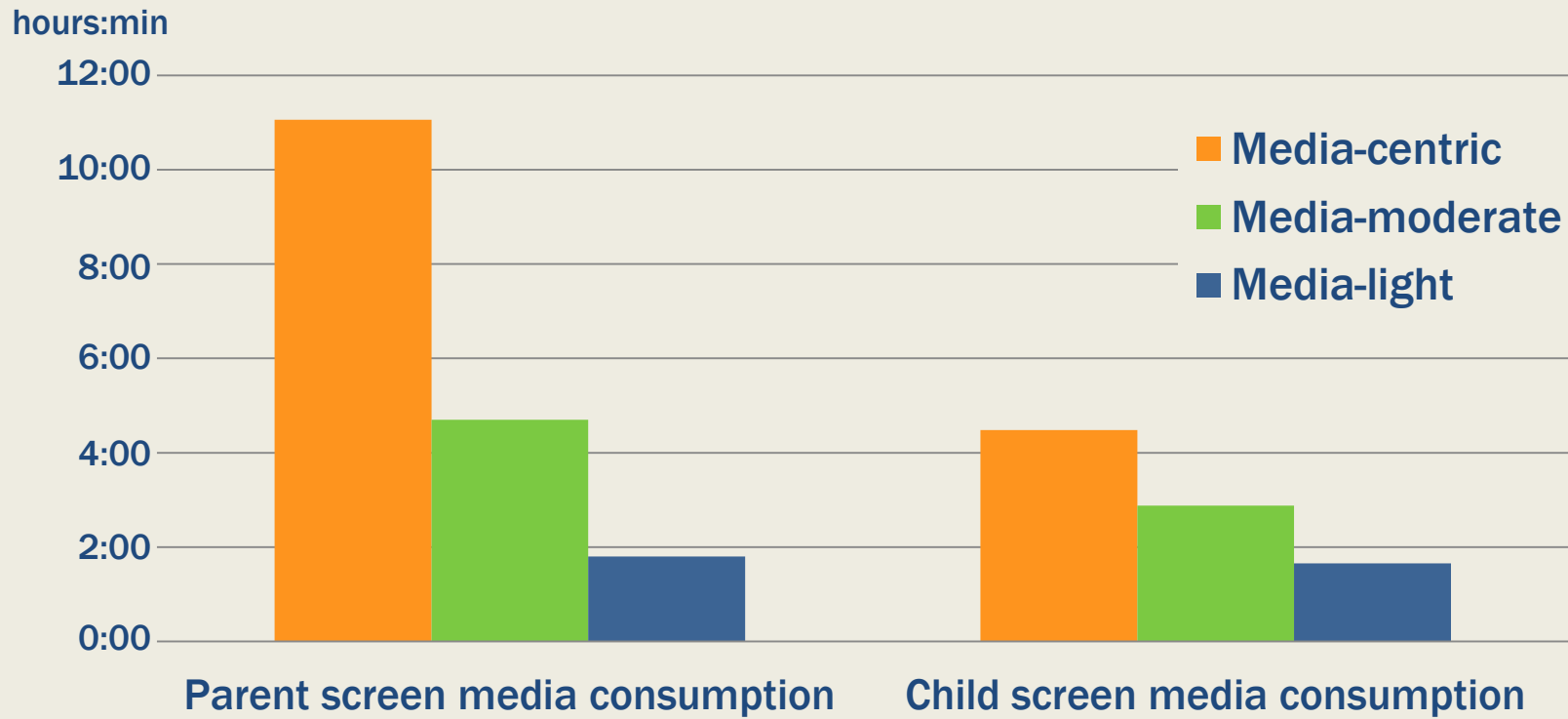
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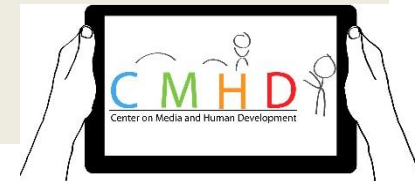
PARENTING STYLES

Screen media use

Average daily consumption of screen media among media-centric, media-moderate, and media-light families:



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PARENTING IN THE AGE OF DIGITAL TECHNOLOGY

Northwestern University's Center on Media
and Human Development

A National
Survey

Keywords: Child health, Digital technologies, Internet, Parenting, Preschooler, Screen time. Background. Children are now born into a cyber world that will result in different experiences and opportunities. Young children are using digital technology (DT) devices anytime and anywhere, especially with the invention of smart phones and the replacement of desktop computers with digital tablets [1]. With the rapid advancements in DTs, there is an explosion of electronic media games/learning packages directed at preschool (3 to 6 years) children in many societies [2-4]. In this early part... Age and gender, parents' age, number of children in the family, parental employment status, family income, and location of the computer.