PARENTING IN THE AGE OF DIGITAL TECHNOLOGY

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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:

- Television: [100%]
- Cable or satellite TV: [90%]
- Video game console: [80%]
- Smartphone: [70%]
- Hand-held gamer: [50%]
- Tablet: [40%]
- iPod Touch or similar: [20%]

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:

<table>
<thead>
<tr>
<th></th>
<th>High income families</th>
<th>Low income families</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Smart phone</strong></td>
<td>80%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Tablet</strong></td>
<td>80%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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

- Health and safety
- Social and emotional skills
- Behavior
- School performance
- Literacy skills
- Fitness and nutrition

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

- Verbal skills
- Math and science skills
- Spirituality and religion
- Creativity and talent
- Media use
- Sleep patterns
- Extra-curricular activities
- Cultural awareness

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

- Health and safety
- Fitness and nutrition
- Social and emotional skills
- Behavior
- School performance
- Literacy skills
- Media use

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.
“Negotiating media use causes conflicts in our home”

Percent who agree or disagree:

- Strongly agree: 46%
- Somewhat agree: 31%
- Somewhat disagree: 18%
- Strongly disagree: 3%

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

- Cooking and eating meals together: 60%
- Doing this outside together: 50%
- Playing toys, games, or art: 40%
- Watching TV or movies at home: 40%
- Playing or attending sports: 20%
- Using a computer or mobile device: 20%
- Playing video games together: 0%

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

- **Using the computer**: Ages 2-5: 60%, Ages 6-8: 40%
- **Using a smart phone**: Ages 2-5: 40%, Ages 6-8: 20%
- **Watching TV**: Ages 2-5: 40%, Ages 6-8: 20%
- **Playing video games**: Ages 2-5: 30%, Ages 6-8: 10%
- **Using a tablet/iTouch**: Ages 2-5: 40%, Ages 6-8: 20%

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

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity or toy</td>
<td>70%</td>
</tr>
<tr>
<td>Book</td>
<td>60%</td>
</tr>
<tr>
<td>TV show/DVD</td>
<td>50%</td>
</tr>
<tr>
<td>Hand-held game player*</td>
<td>40%</td>
</tr>
<tr>
<td>Smart phone, tablet*</td>
<td>30%</td>
</tr>
<tr>
<td>Computer</td>
<td>20%</td>
</tr>
</tbody>
</table>

*Among those who have one

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

- Activity or toy: 40%
- Book: 20%
- TV show/DVD: 10%
- Hand-held game player*: 5%
- Smart phone, tablet*: 5%
- Computer: 5%

*Among those who have one

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.
PARENTING SCENARIOS AND TOOLS

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

- Activity or toy: 60%
- Book: 60%
- TV show/DVD: 40%
- Hand-held game player*: 20%
- Smart phone, tablet*: 20%
- Computer: 0%

*Among those who have one

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

- Book: 60%
- TV show/DVD: 20%
- Activity or toy: 10%
- Smart phone, tablet*: 5%
- Computer: 5%
- Hand-held game player: 5%

*Among those who have one

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

- Book: 80%
- TV show/DVD: 60%
- Activity or toy: 40%
- Smart phone, tablet*: 20%
- Computer: 10%
- Hand-held game player: 0%

*Among those who have one

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.
“Smartphones and tablets make parenting easier”

Percent who agree or disagree:

- **Strongly agree**: 3% (Orange)
- **Somewhat agree**: 26% (Light blue)
- **Somewhat disagree**: 35% (Green)
- **Strongly disagree**: 33% (Dark blue)

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.
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
Three types of parenting styles:

- **Media-centric parenting** (27%)
- **Media-moderate parenting** (47%)
- **Media-light parenting** (26%)

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

Median income:

- Media-centric: $45,000
- Media-moderate: $62,000
- Media-light: $65,000
Demographic differences among media-centric, media-moderate and media-light families:

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

**TV on all or most of the time**

- Media-centric
- Media-moderate
- Media-light

**TV in the child's bedroom**

- Media-centric
- Media-moderate
- Media-light

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.
PARENTING STYLES

Media as a parenting tool

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

- Use TV to occupy child (very or somewhat likely)
- Use TV to put child to bed (very or somewhat likely)

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

Parent screen media consumption
Child screen media consumption

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.
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