

# PARENTING IN THE AGE OF DIGITAL TECHNOLOGY

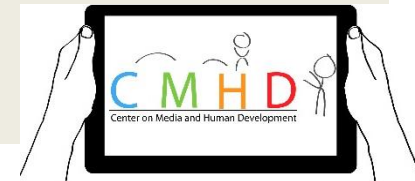
Ellen Wartella  
Northwestern University's Center on Media  
and Human Development

A National  
Survey



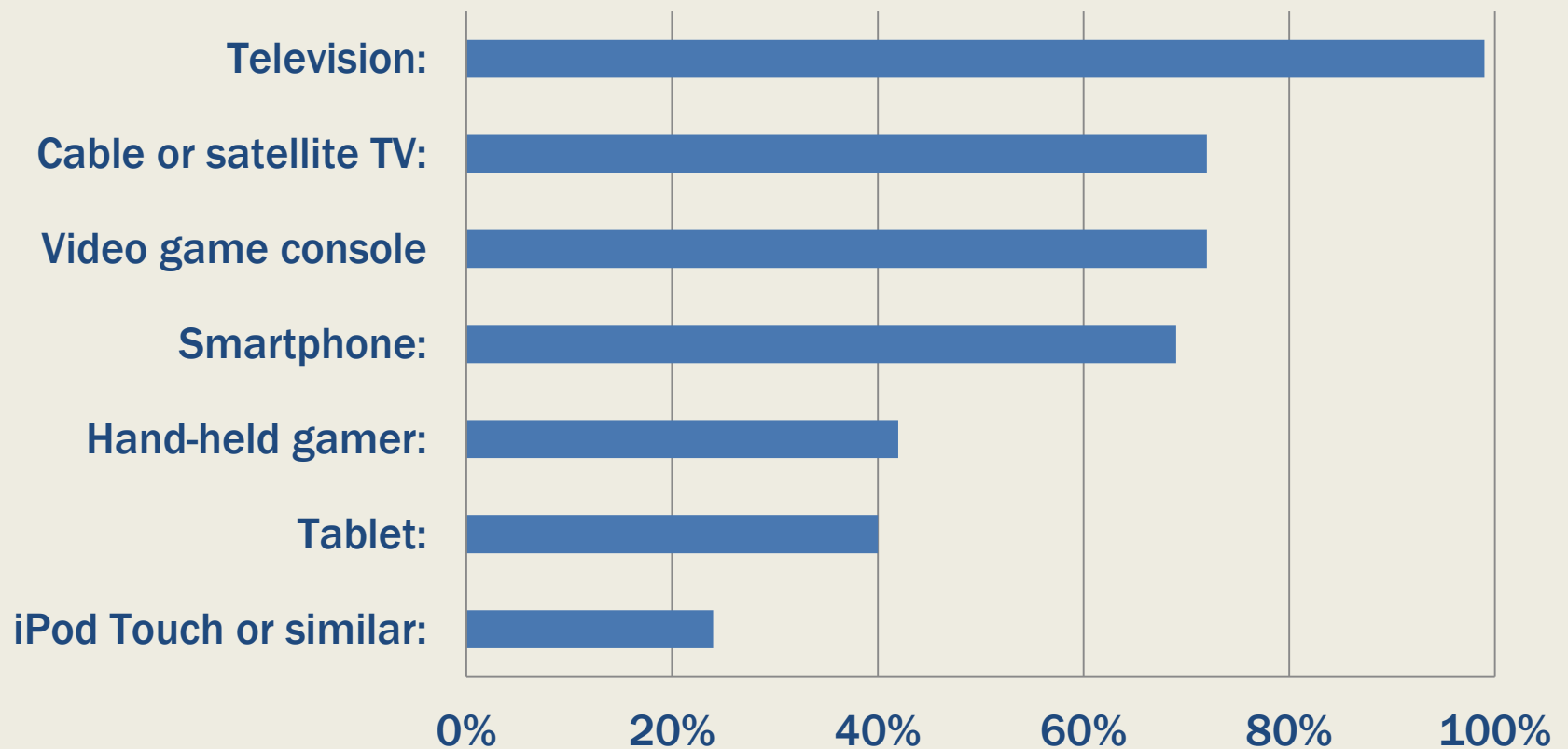
# METHODOLOGY

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

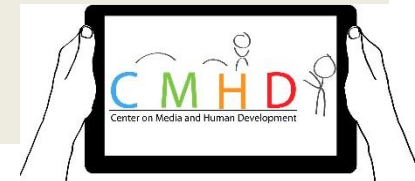


# FAMILY MEDIA ENVIRONMENT

Percent of families with:

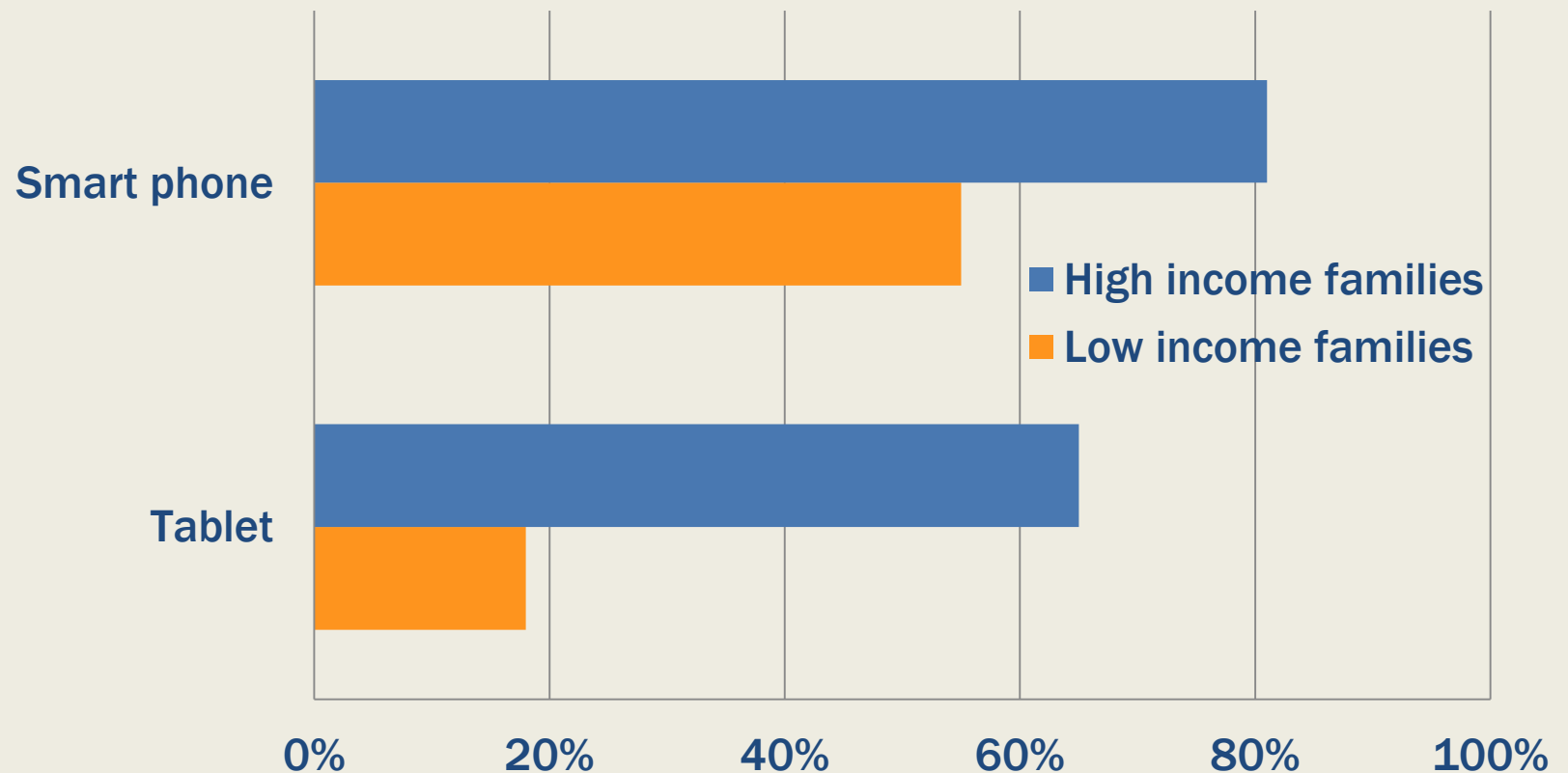


Source: Wartella et al, Parenting in the Age of Digital Technology, REVISED, Northwestern University, 2013. All findings among parents of children ages eight or under.

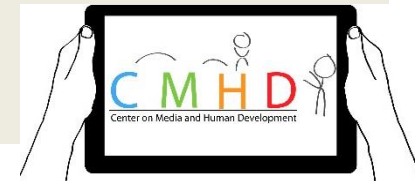


# FAMILY MEDIA ENVIRONMENT

Percent of families with each, by income:

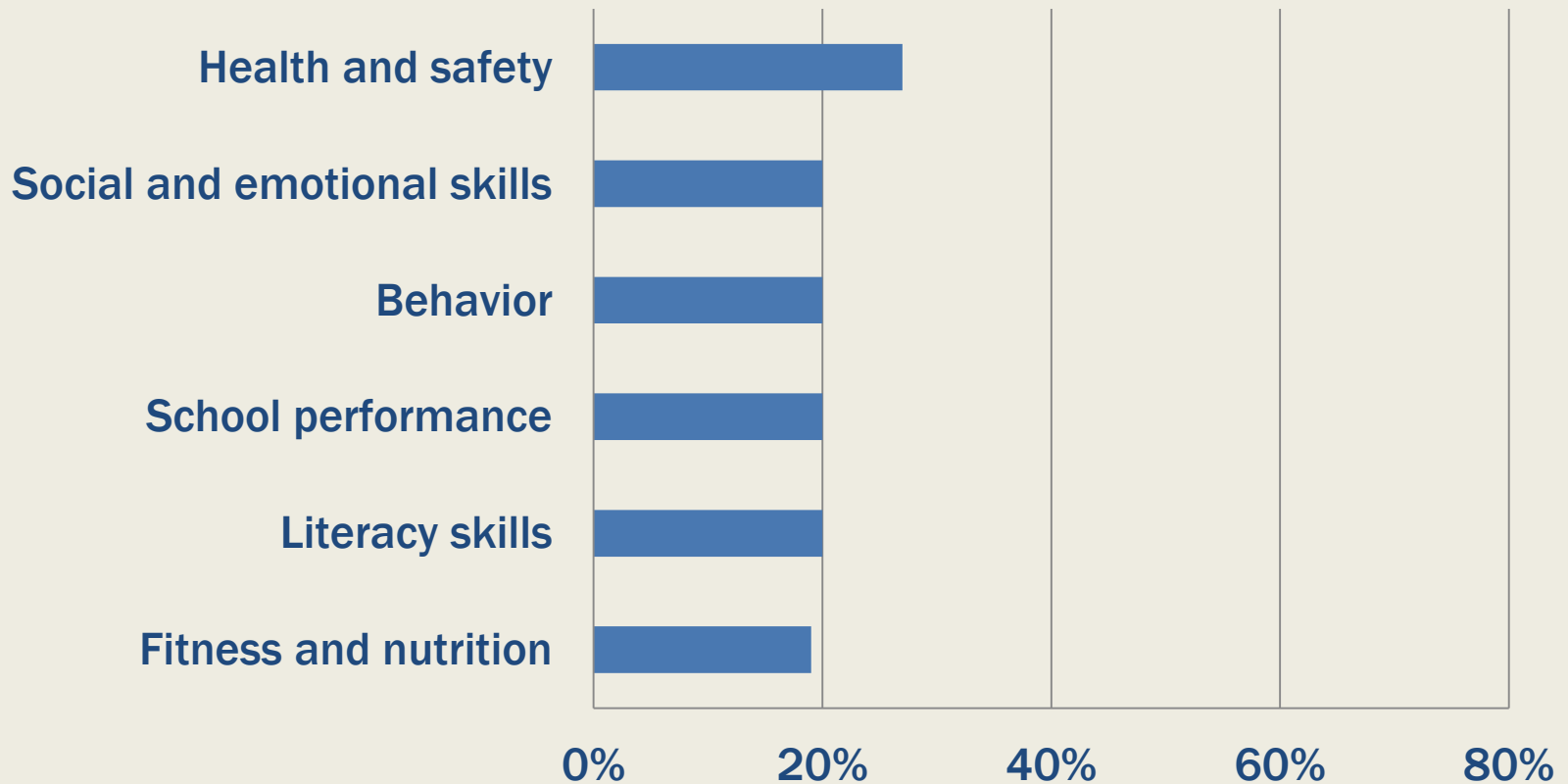


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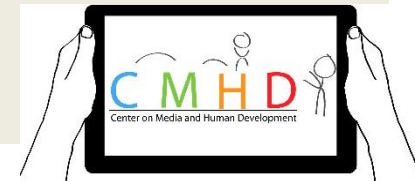


# PARENT CONCERNS

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

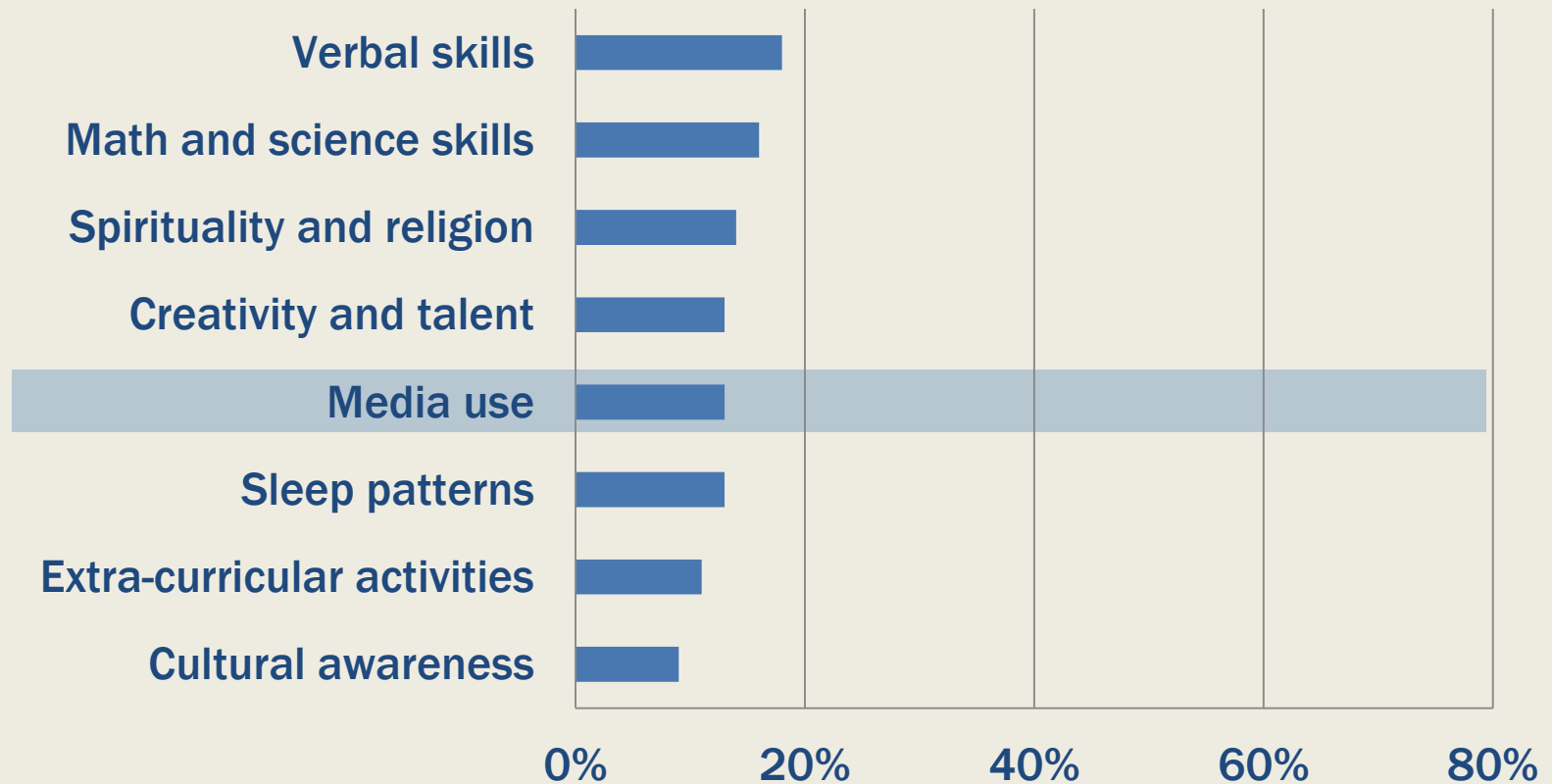


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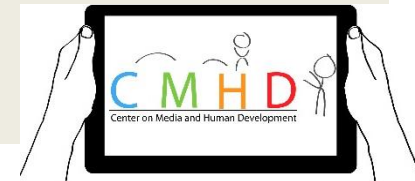


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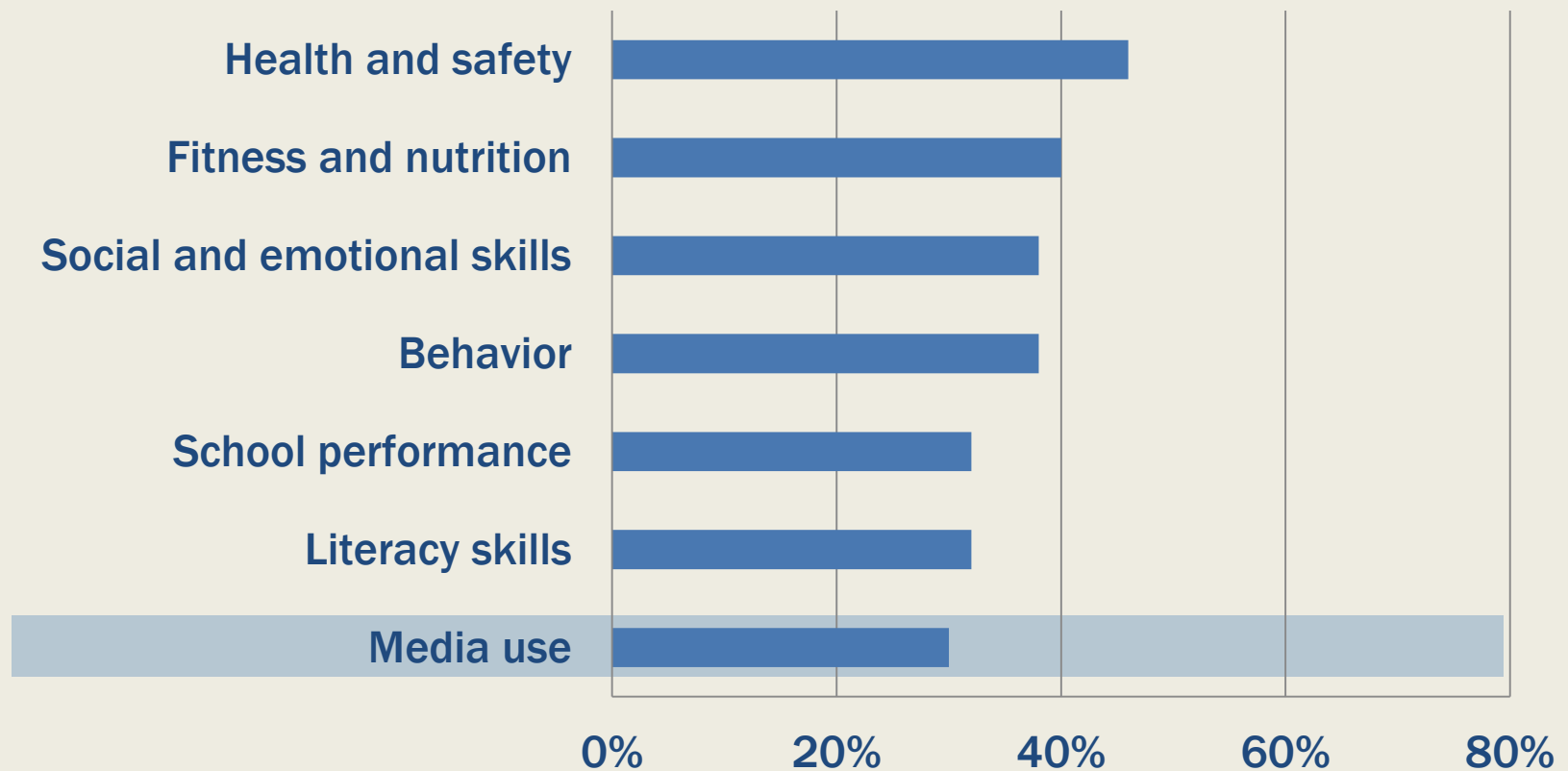


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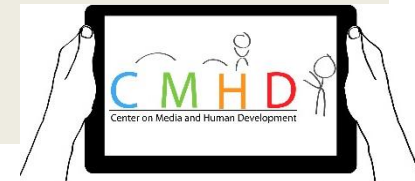


# PARENT CONCERNS

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



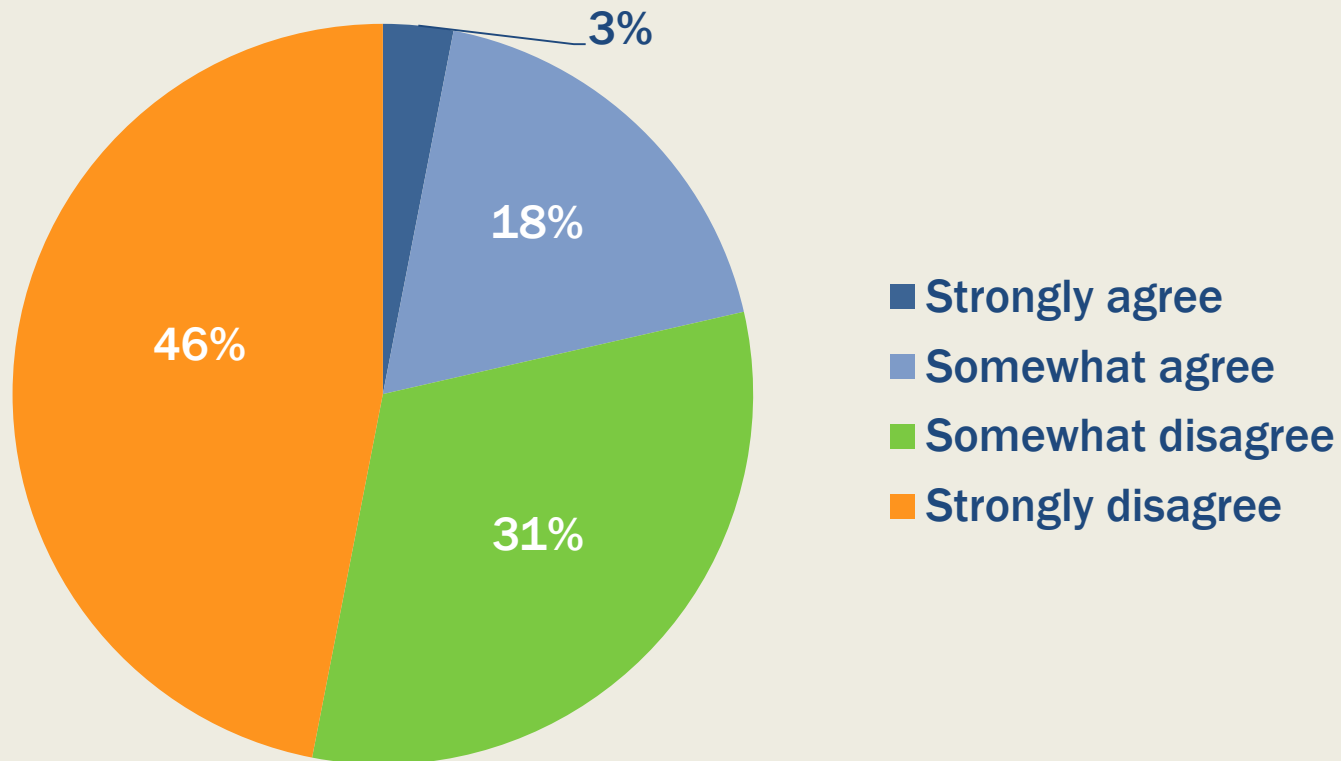
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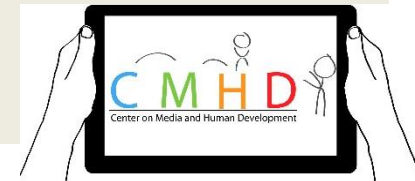
# MEDIA AND FAMILY CONFLICTS

“Negotiating media use causes conflicts in our home”

Percent who agree or disagree:



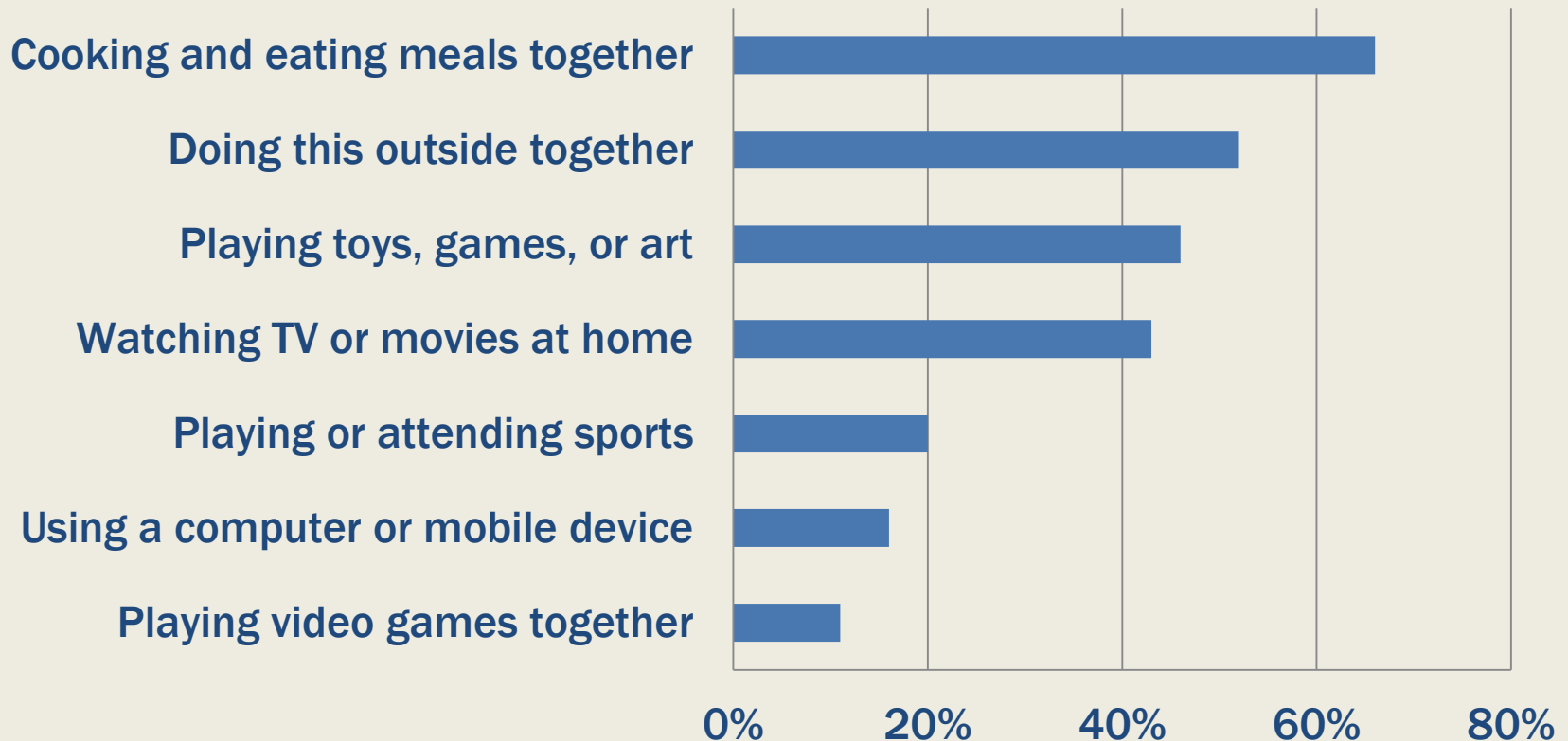
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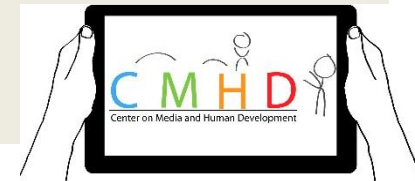


# FAVORITE FAMILY ACTIVITIES

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

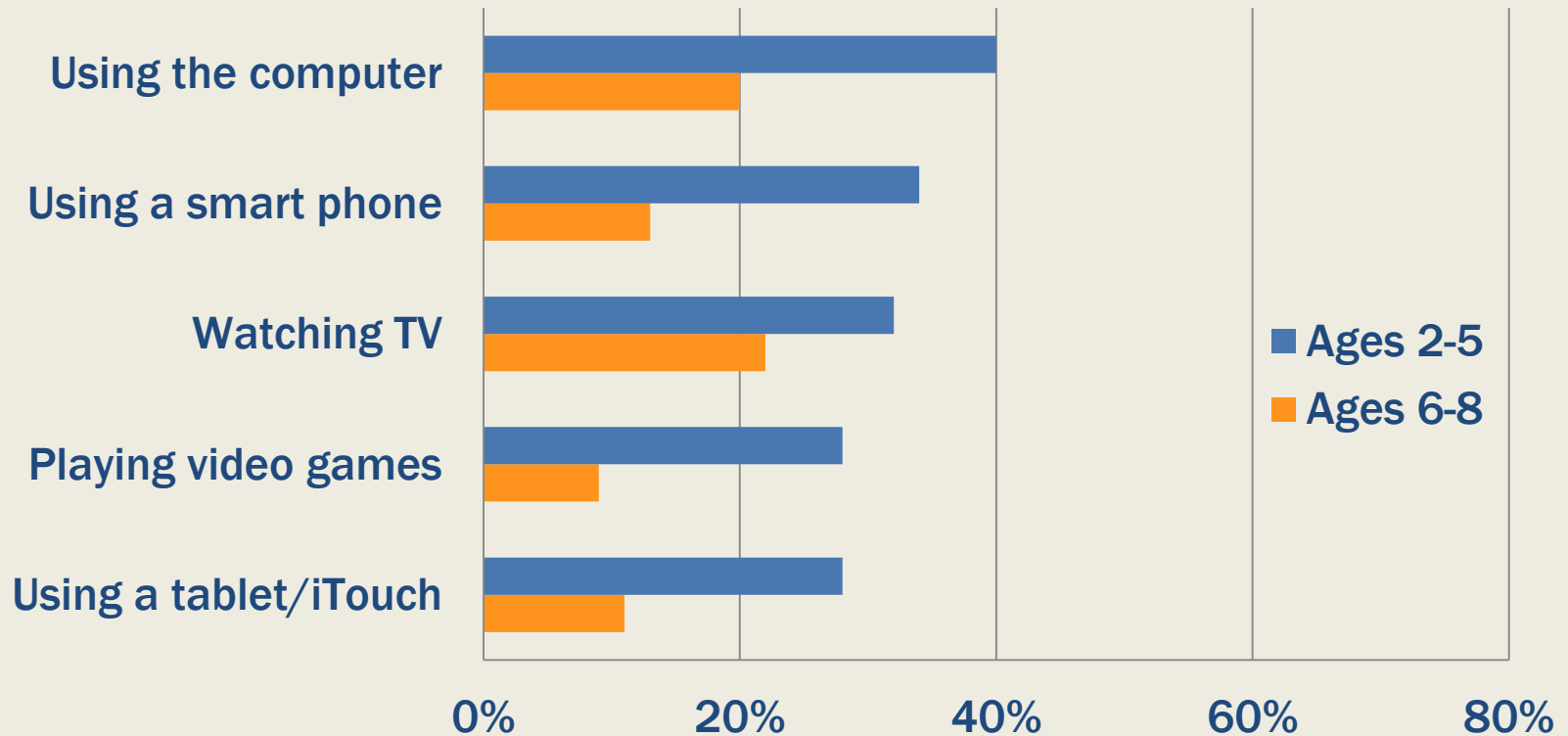


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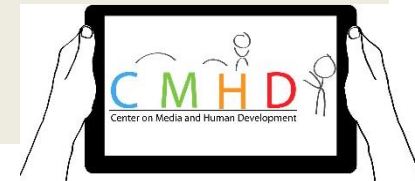


# MEDIA CO-ENGAGEMENT

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



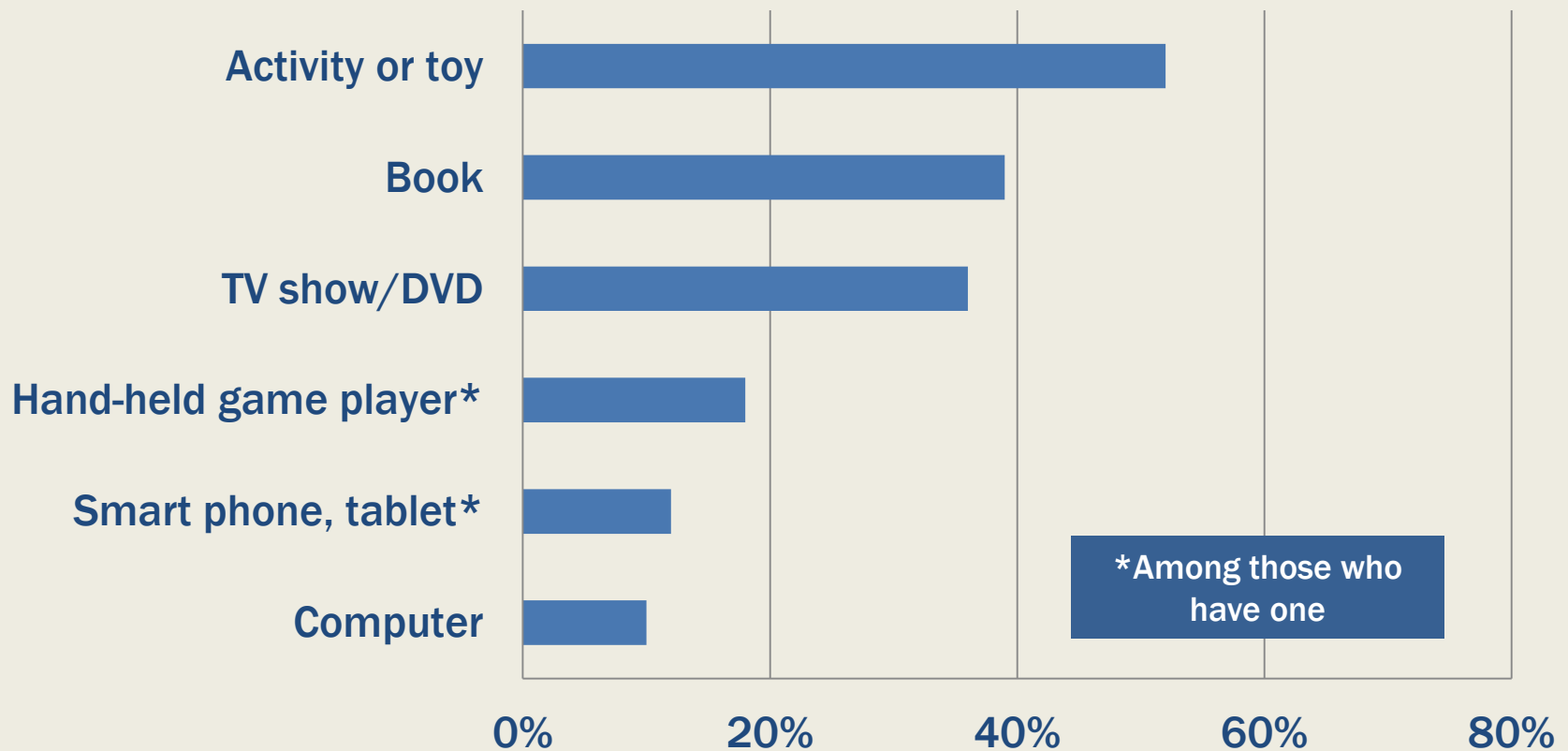
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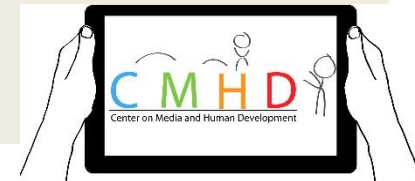
# PARENTING SCENARIOS AND TOOLS

## Making dinner or doing chores

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



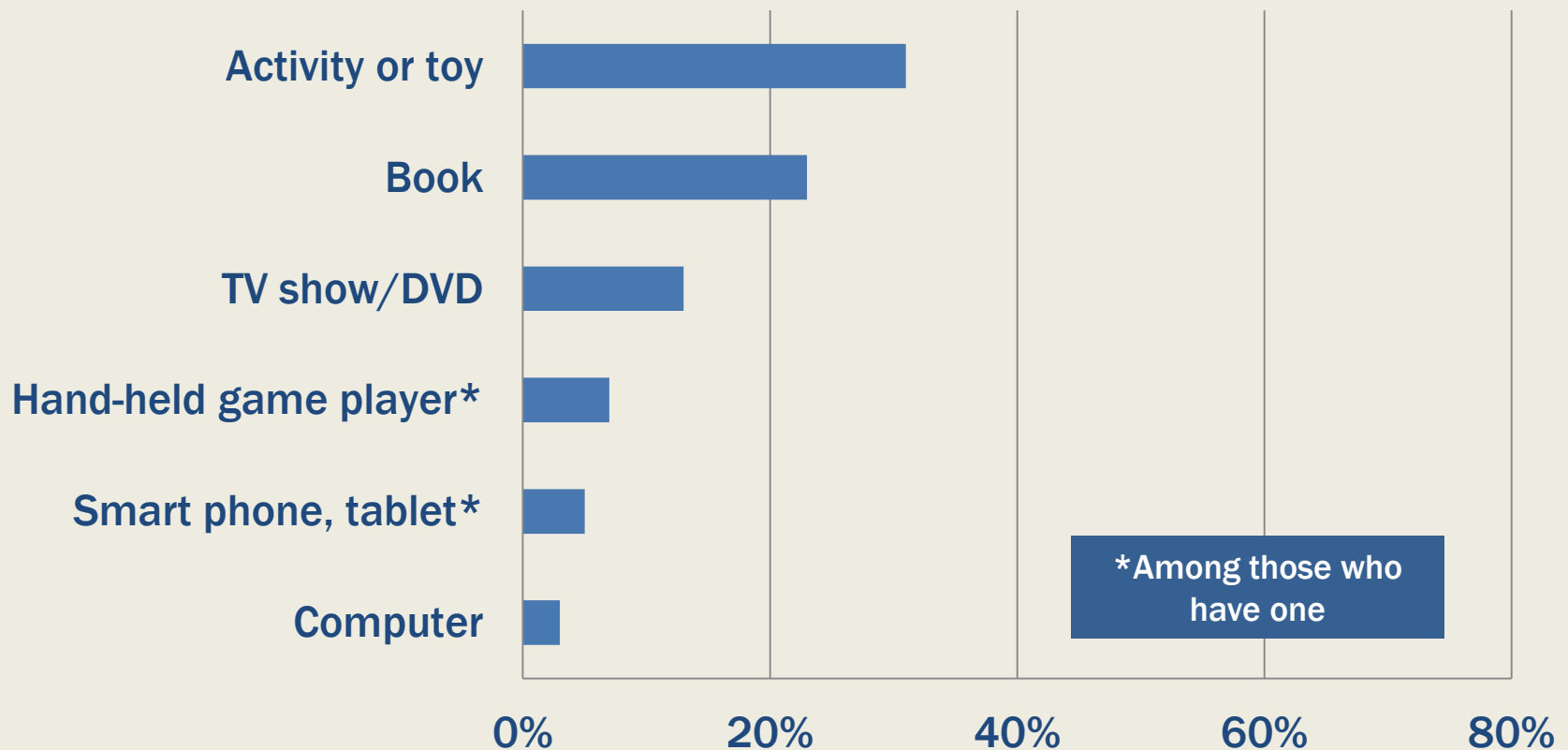
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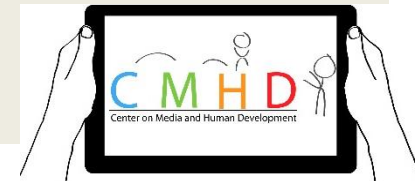
# PARENTING SCENARIOS AND TOOLS

## Calming an upset child

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



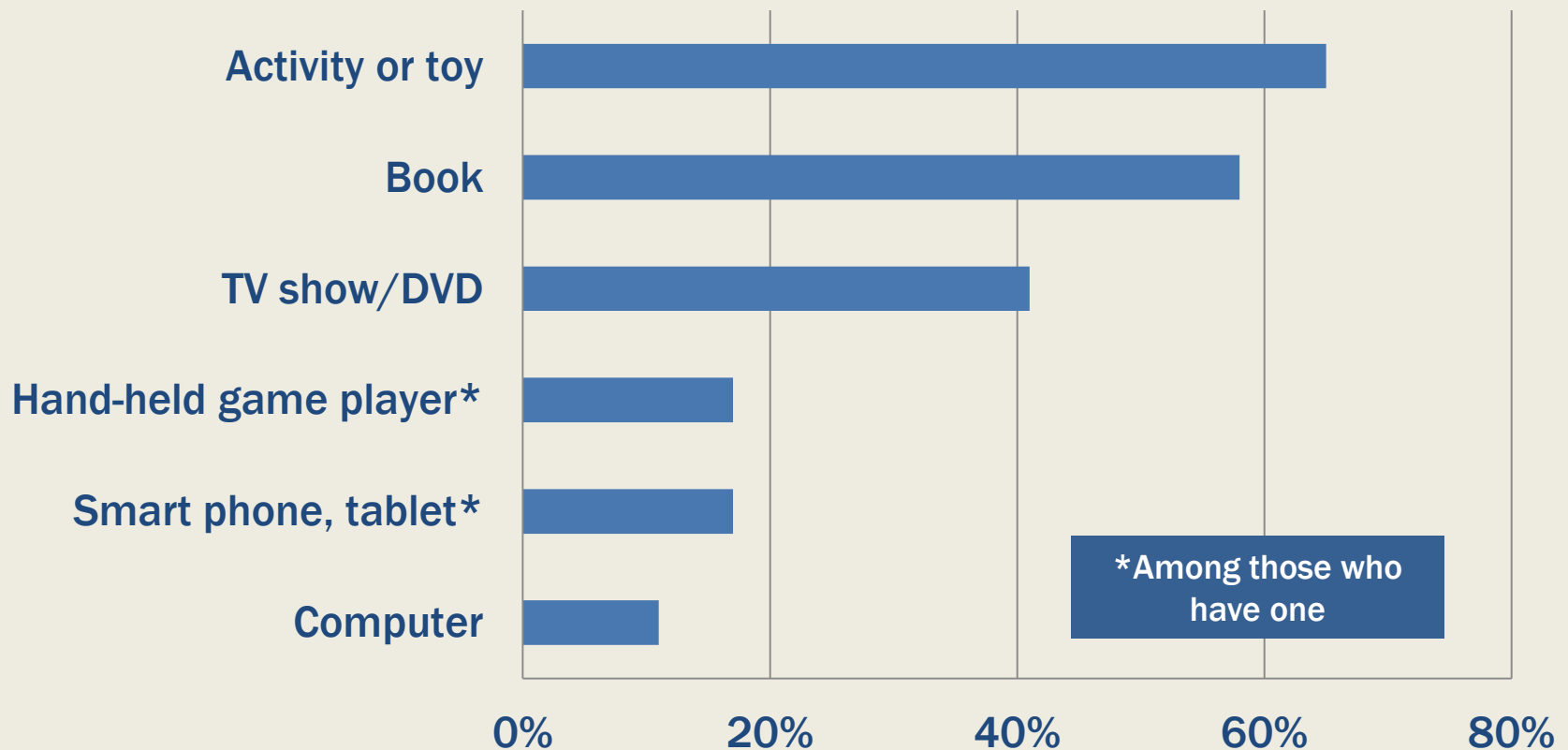
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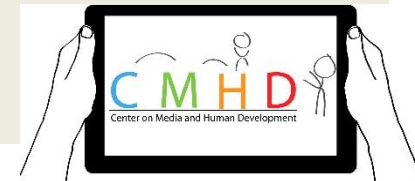
# PARENTING SCENARIOS AND TOOLS

## Calming an upset child

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



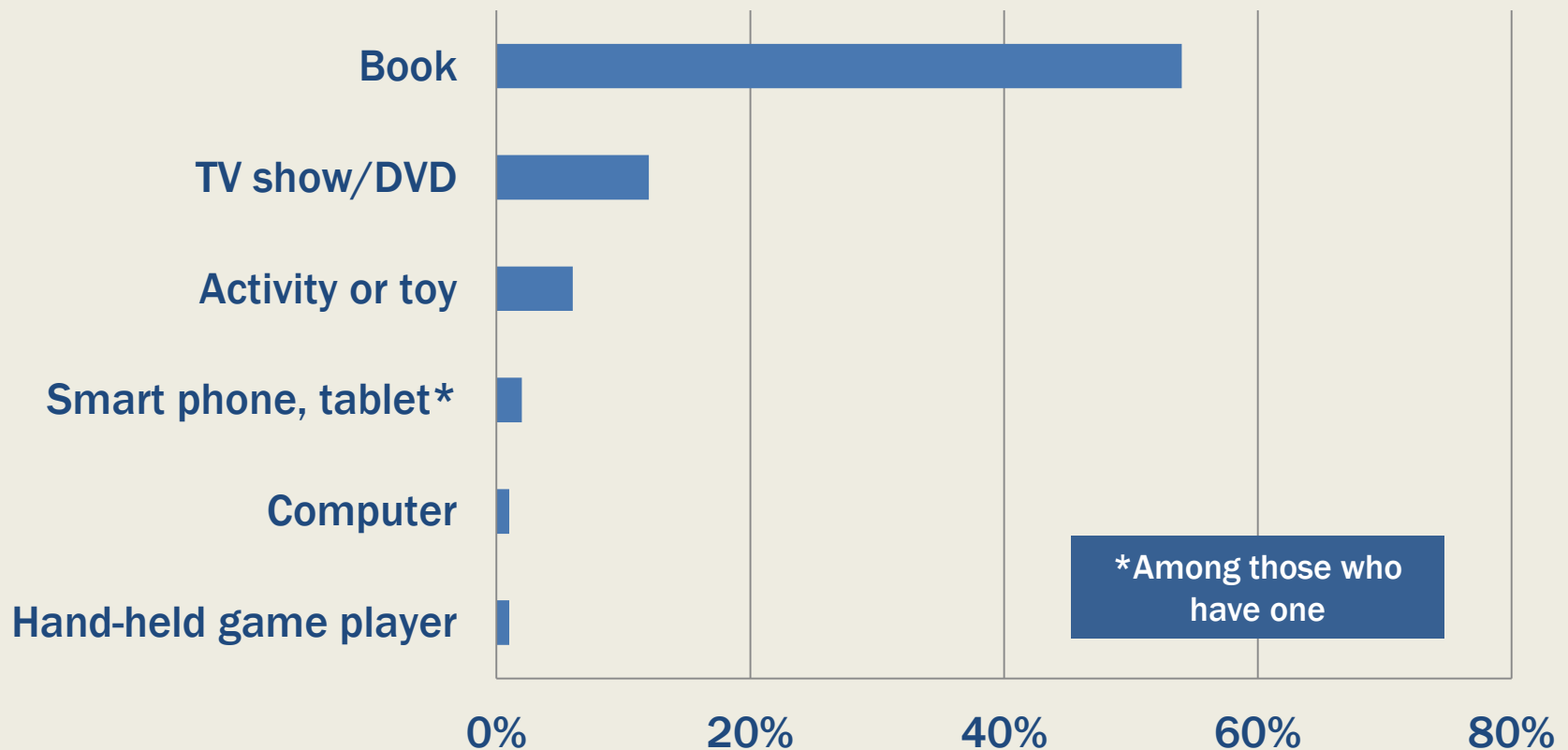
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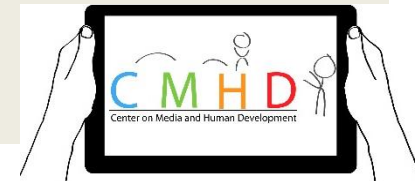
# PARENTING SCENARIOS AND TOOLS

## Getting child ready for bed

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



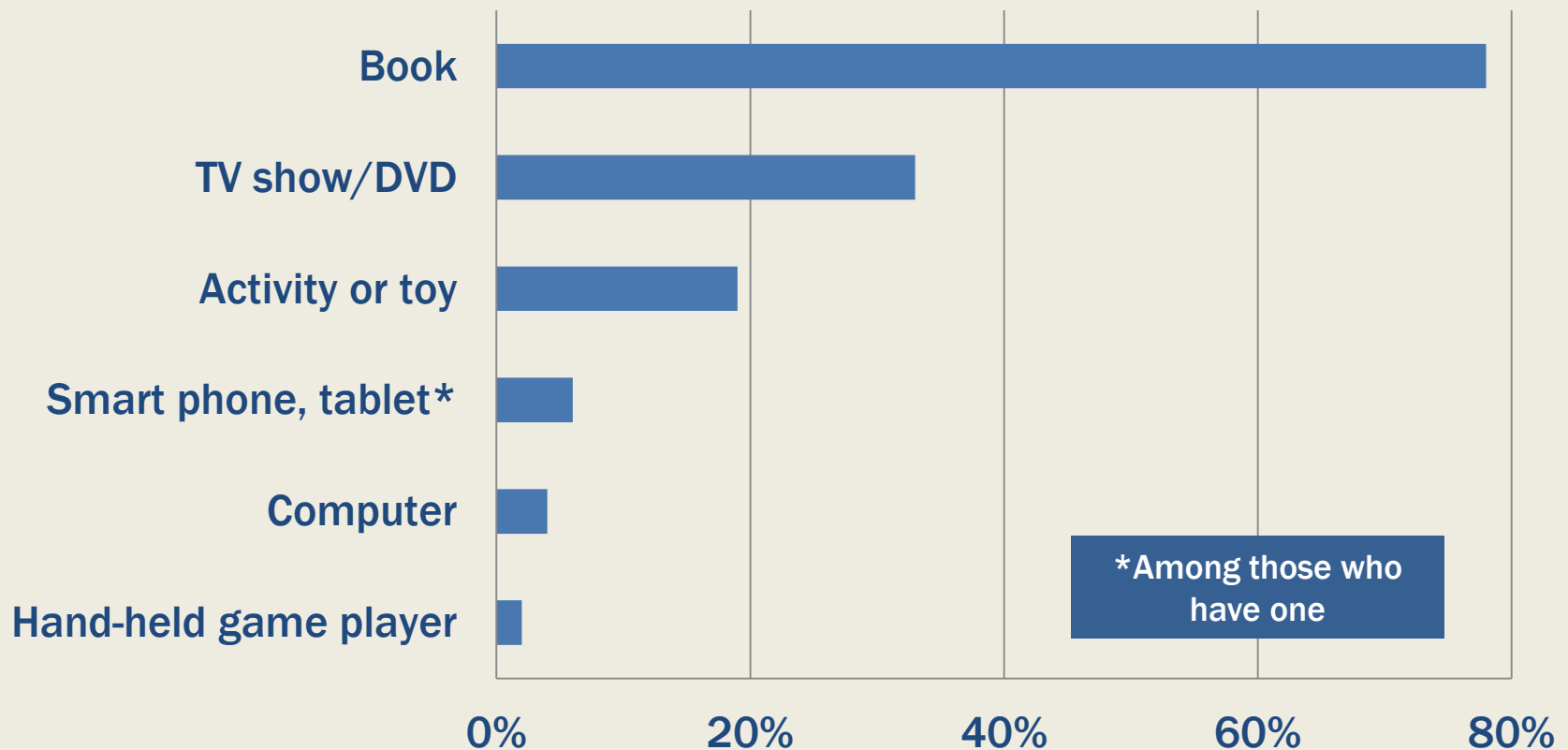
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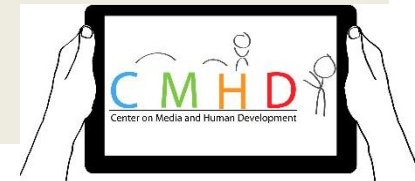
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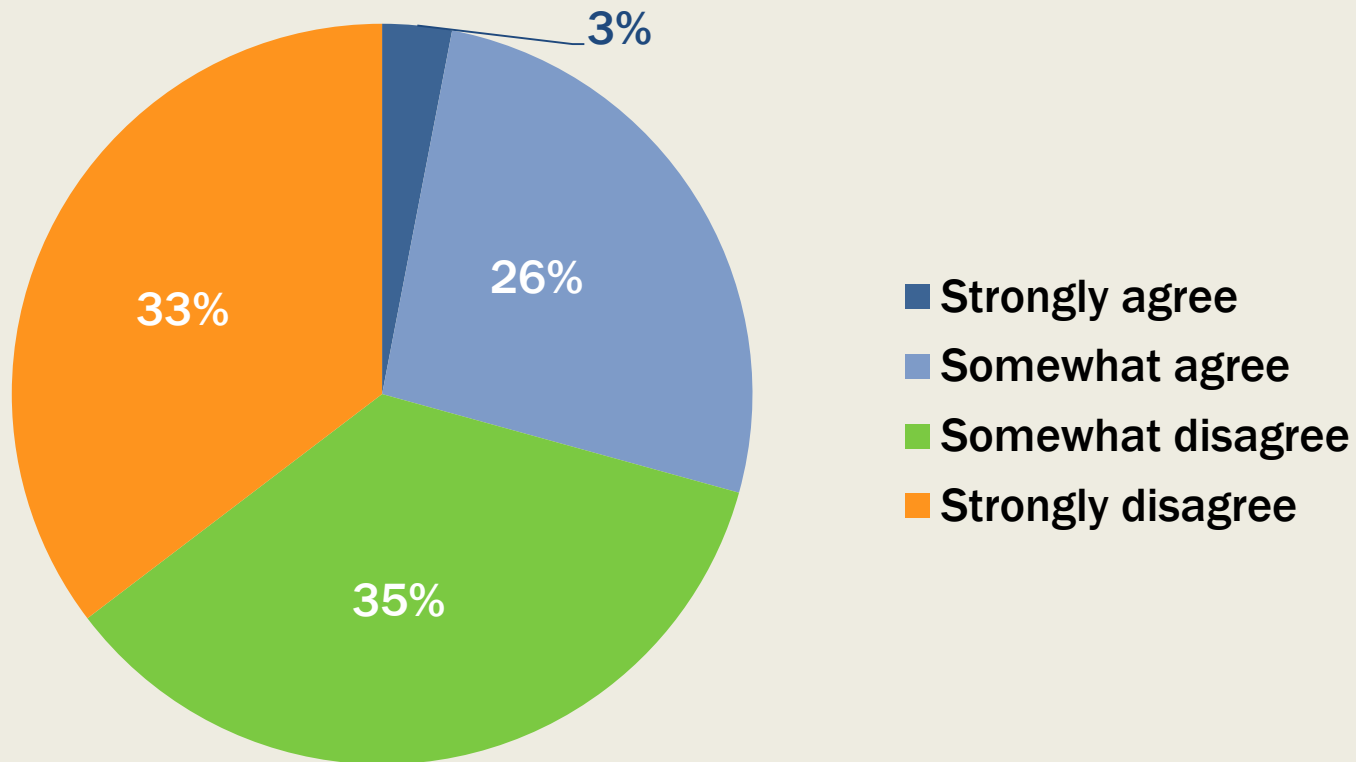
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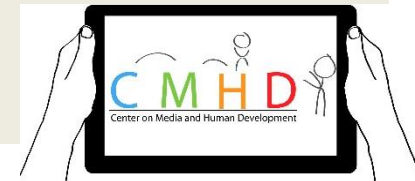
# PARENTS' VIEWS OF NEW MEDIA

“Smartphones and tablets make parenting easier”

Percent who agree or disagree:



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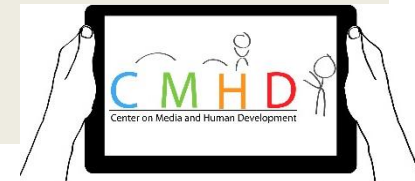




# PARENTING STYLES

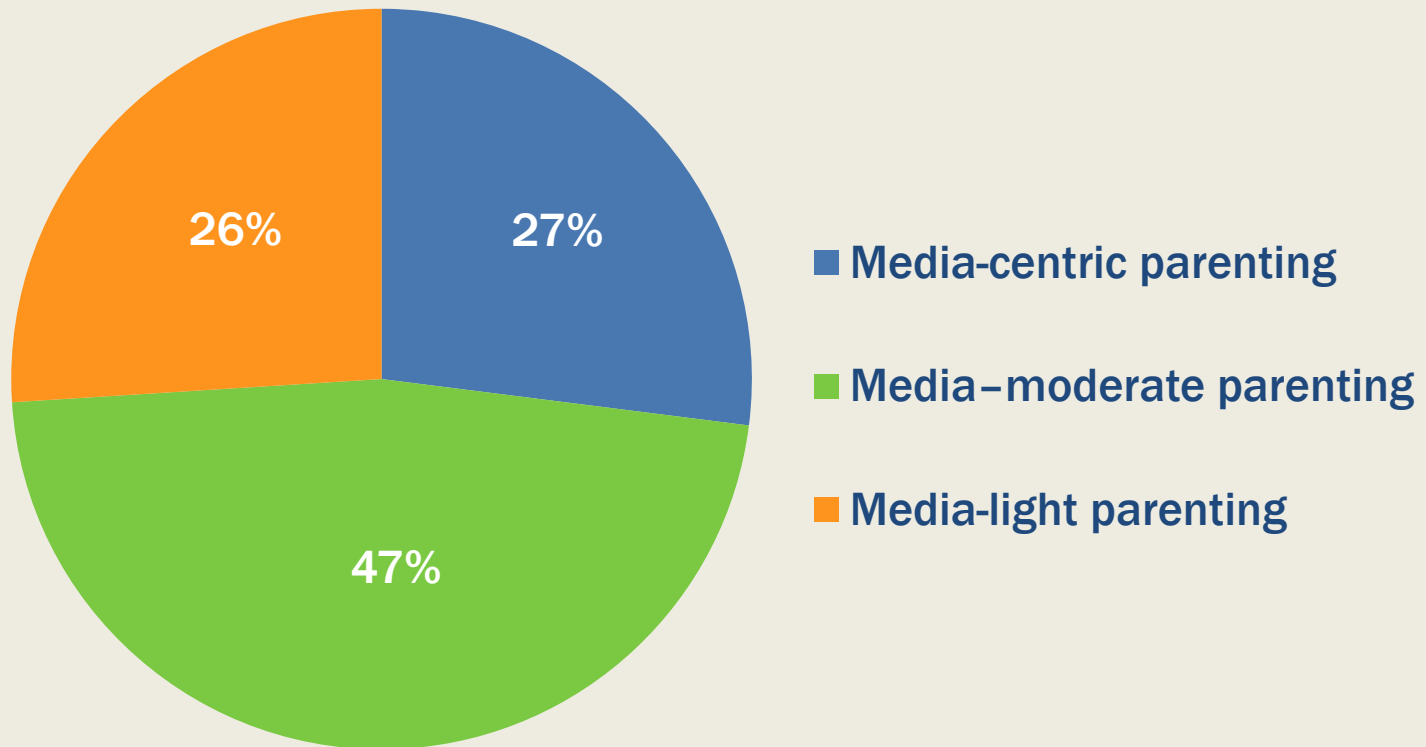
## Parents' screen media choices:

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

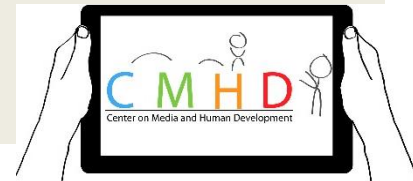


# PARENTING STYLES

Three types of parenting styles:



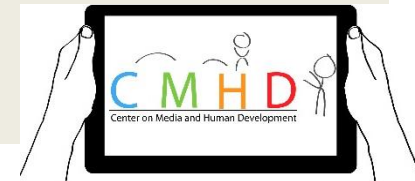
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# PARENTING STYLES

## Media-centric parenting:

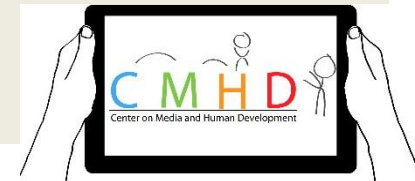
- One in four families (27%)
- Parents consume average of more than 11 hours a day screen media
- Half (54%) leave TV on all or most of the time
- Nearly half (48%) have a TV in child's bedroom
- Enjoy watching TV or movies together at home (56% “a lot”)
- Use TV to occupy child around the house (81%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

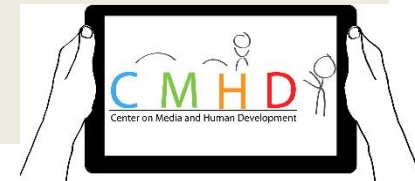
- About half of families (47%)
- Parents consume an average of 4:42 hours a day screen media
- A third (33%) leave TV on all or most of the time
- A third (33%) have a TV in child's bedroom
- Enjoy watching TV or movies together at home (42% “a lot”)
- Use TV to occupy child around the house (81% very/somewhat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

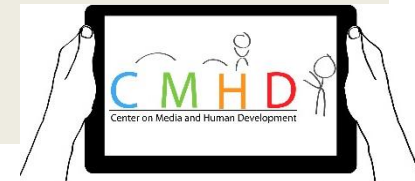
## Income

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

Median income:            \$45,000    Media-centric

                                     \$62,000    Media-moderate

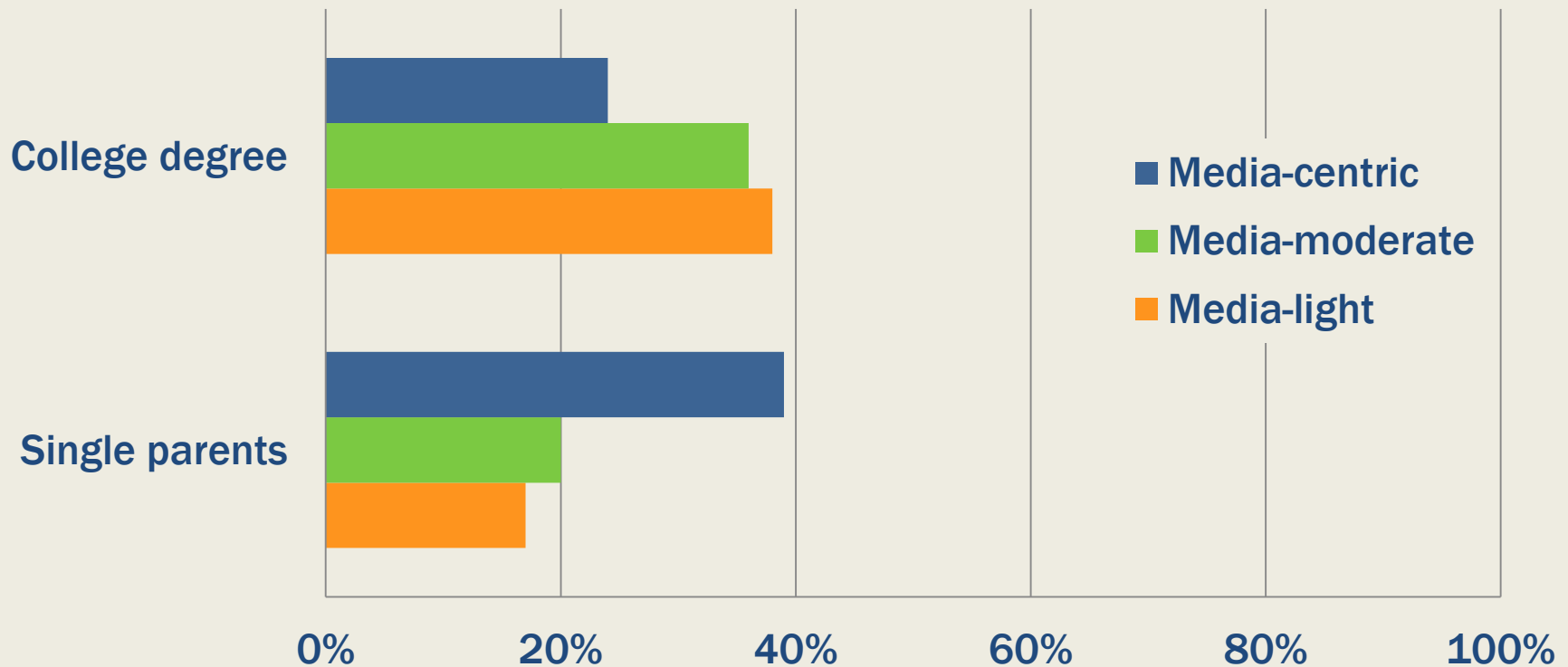
                                     \$65,000    Media-light



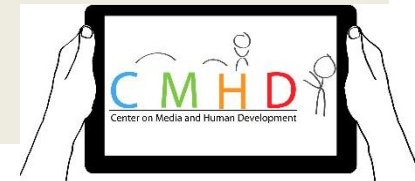
# PARENTING STYLES

## Demographics

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



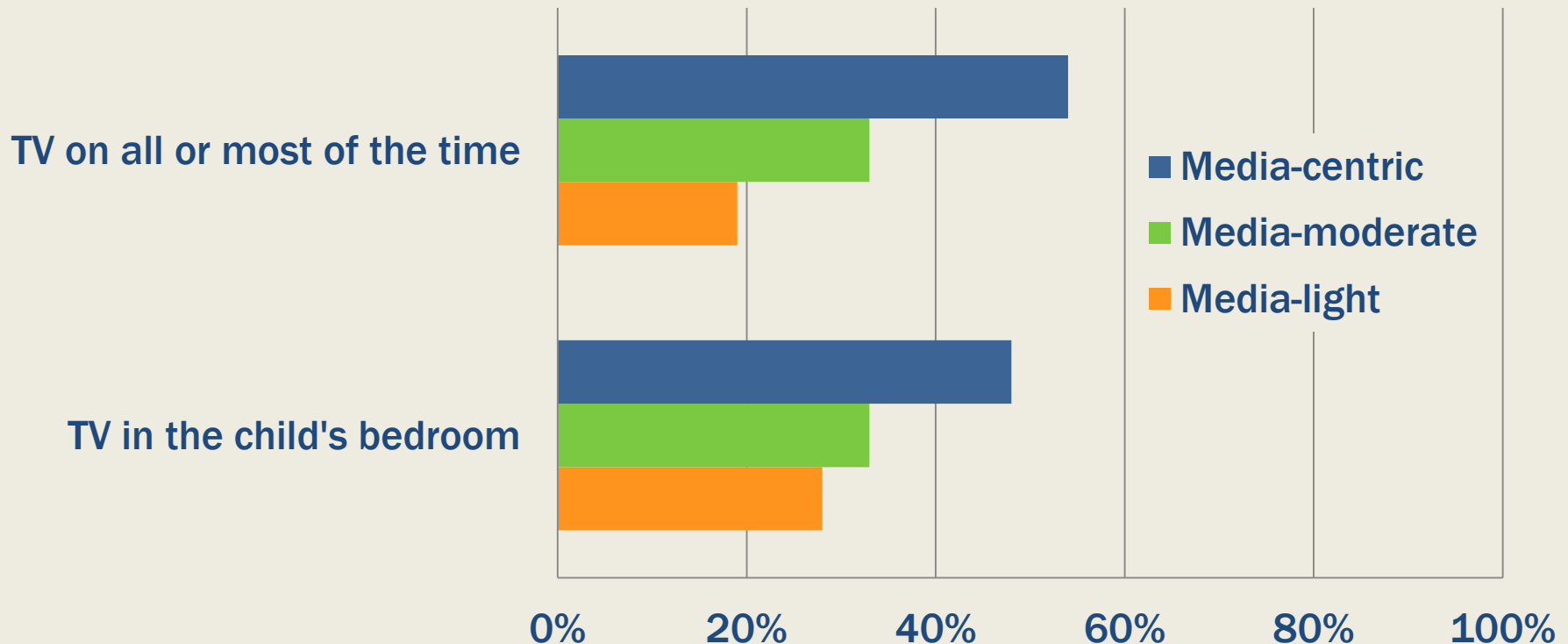
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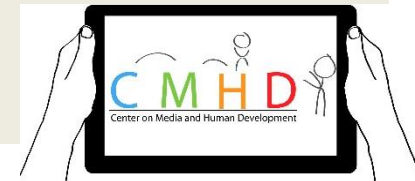
# PARENTING STYLES

## Media environment

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



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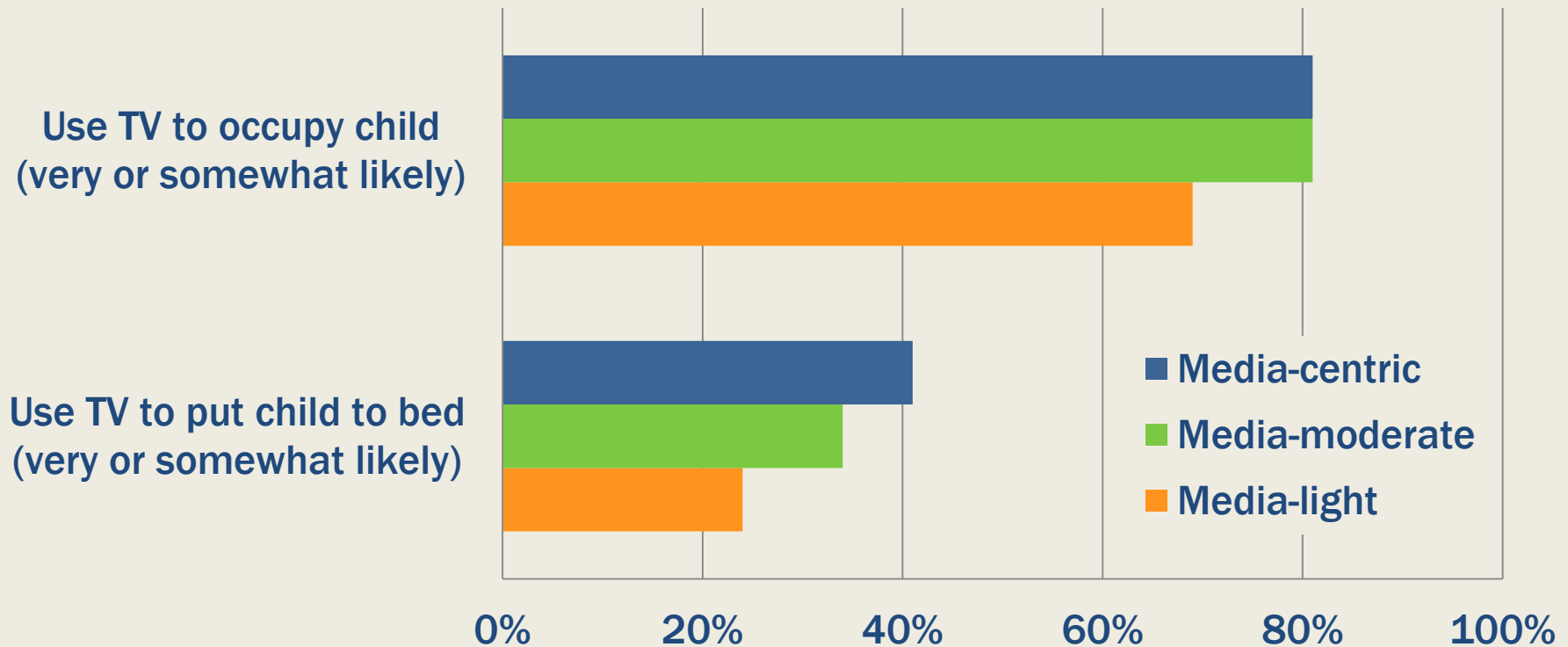




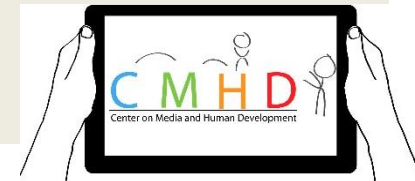
# PARENTING STYLES

## Media as a parenting tool

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



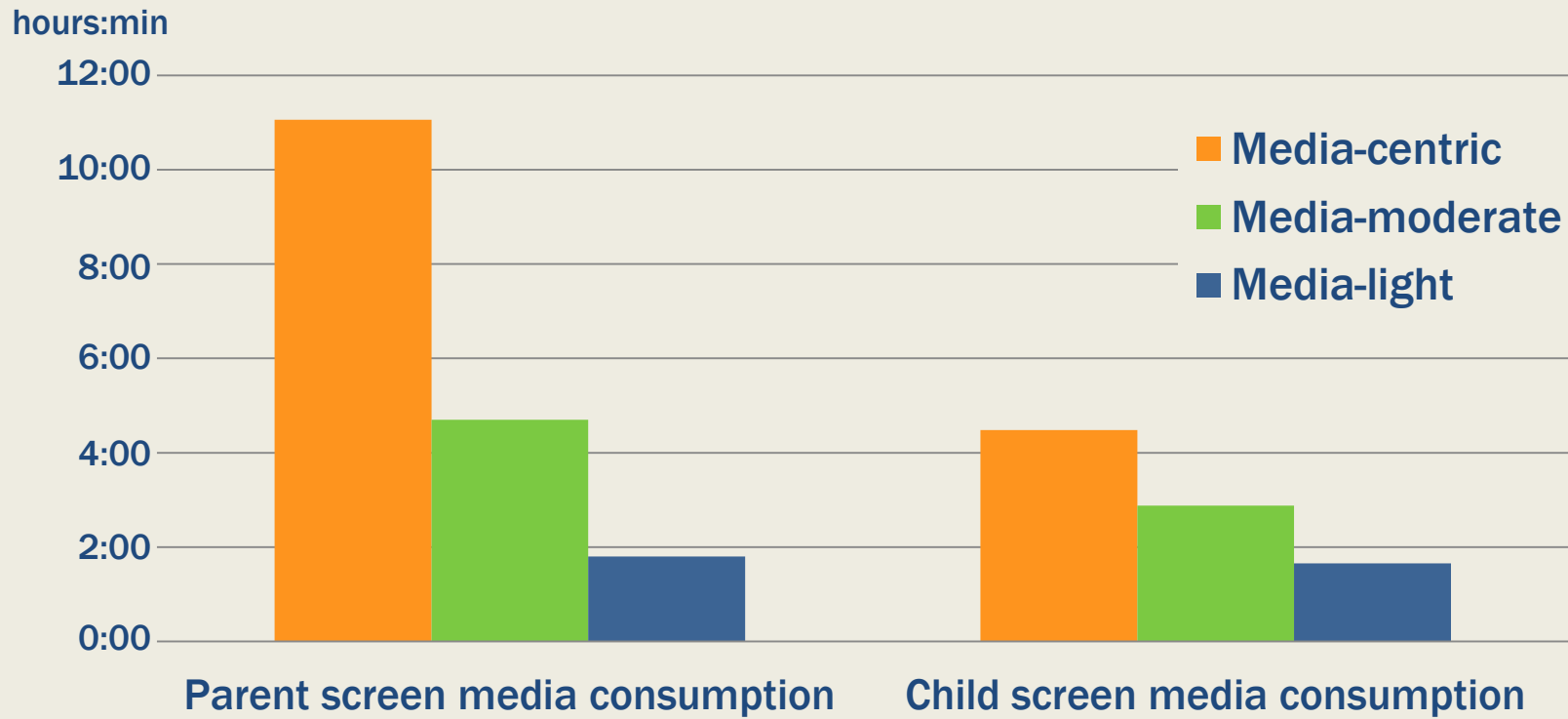
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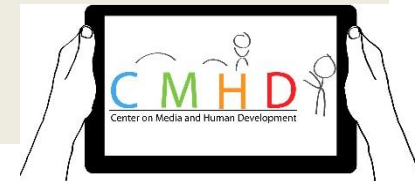
# PARENTING STYLES

## Screen media use

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



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