



Developing Safe and Successful Mobile Device and Online Media Habits:

A Survey of New York City Area Families and
Recommendations for Parents, Caregivers,
Communities and Companies

November 2018

Introduction

Today's children are online almost from birth, able to access entertainment and information and to connect with others to an extent unparalleled by any previous generation. From their earliest moments children are witnesses to, and participants in, a wide range of online experiences. This rapid increase in internet activity by young children is due in part to the easy access enabled by touchscreen internet-enabled tablets and phones.

More than eleven years after the debut of the iPhone, AT&T, together with No Bully and the Tyler Clementi Foundation, explore how the first generation of families with “digitally native” children have dealt with life online during the formative childhood years and teenage years. In a poll conducted between August and October 2018, teenagers, parents of teenagers, and a previously underreported demographic, millennial parents with children ages 3 to 12, shared valuable and often contradictory insights into their mobile device and online media habits.

The poll builds on research AT&T first conducted in 2016 about the online habits of teens and parents of teens in the New York City metropolitan area,¹ which revealed an unsettling landscape: many teens—online for a good portion of their waking hours—were engaging in risky behavior and experiencing online bullying. Parents had little idea of the risks and dangers their children were facing.

Two years later, poll results show that teens' risky experiences online have continued essentially unabated, as has their parents' uneven knowledge of teens' online lives. While millennial parents and caregivers grapple with their own mobile device habits they also are looking for tools to help them protect their children from online dangers.

This report recommends actions that parents, caregivers, communities and companies can take to protect their children and encourage them to grow up better equipped to safely and successfully use mobile devices and online media.

¹ See Surveying Teens and Parents Living in the New York City Metro Region on Internet Safety and Cyberbullying. AT&T and the Tyler Clementi Foundation. 2016. <http://digitalyou.att.com/wp-content/uploads/2016/04/ATT-TCF-NYC-Cyberbullying-Survey.pdf>

Summary of Survey Findings²

Parents are providing their children with mobile devices in extremely high numbers. Almost all teens have devices that can access the internet, and 84% of children ages 3 to 7 years old have their own internet-connected device.

Even though millennial parents are concerned about online dangers, they nonetheless are giving their children wide access to mobile devices. To a greater extent than parents of teenagers, millennial parents grew up on the internet and have firsthand experience with social media. They are more likely than parents of teenagers to report that social media has hurt, rather than helped, their relationships with people.

As a result, while millennial parents are permissive in terms of access, they also are conflicted and concerned about the potential dangers presented by that access. They are worried about their children seeing inappropriate content and engaging in or experiencing dangerous behavior, both now and as they become teens. In fact, the poll results revealed that approximately 82% of millennial parents are concerned their children will be cyberbullied as compared with 63% of parents of teens.

Beyond the risks children see and experience online, 63% of millennial parents and 55% of parents of teens report that device usage can cause friction in the parent-child relationship. Parents and teens both recognize that a parent's device usage can distract from focusing on their children, and that device usage by teens and younger children can cause arguments and stress with their parents.

Tension between children and their parents has led to a constant cat-and-mouse game in which teens appear to be successfully eluding the attempts of their parents to monitor and regulate what they do and the time they spend online.

As a result, there is a disconnect between what teens do and see online, and what parents think their children do and see online. 75% of parents say they are confident their teens don't have access to inappropriate content online, yet 72% of teens say almost the opposite, that they see online content their parents would consider inappropriate. 57% of teens say they can easily hide what they're doing online from their parents whenever they want.

Devices are an everyday part of children's lives from an early age. Yet for today's younger parents, the sense of concern over the online behavior of their children and the risks to which their children will be exposed is nearly as pervasive as device usage itself. Families, communities and companies cannot address and resolve these concerns alone; they must work together.

² Information on the survey methodology is available in the Appendix to this Report.

Acknowledgements

AT&T is proud to have collaborated on this survey and report with leaders and advocates for spreading kindness online and for the safe and successful use of media.

Nicholas Carlisle, CEO/Founder, No Bully

Jason Cianciotto, Executive Director, The Tyler Clementi Foundation

Jane Clementi, Co-Founder and CEO, The Tyler Clementi Foundation



Key Takeaways

- **Today's youngest children have internet access through their own devices.** Based on poll results, a high proportion of children ages 3 to 12 are on social media (38% of them are on at least one of the Instagram, Snapchat, Facebook, or Twitter platforms). 15% of children ages 3 to 7 engage Facebook, some by looking at pictures, and 14% use Instagram alone. And teens are online during long periods during the day; in fact, half of them (50%) are online socializing three or more hours a day.
- **There is a disconnect between what parents think their teens see online and what their teens are actually viewing.** Most parents (75%) say they are confident their teens do not have access to inappropriate material online, while most teens (72%) report they regularly view material their parents would consider inappropriate.
- **There is a similar disconnect when it comes to what teens do online.** While more than half of teens (57%) say they can easily hide what they do online from their parents whenever they want, 70% of parents think they can see what their teens are doing online whenever they want. Meanwhile, over two-thirds of teens report engaging in at least one risky online behavior without their parents' knowledge.
- **The online climate is getting meaner.** Almost half of millennial parents (44%), many of whom said they themselves were bullied, say the online climate for teens is getting meaner, versus 16% who say it's kinder. Parents of teens and teens themselves are also more likely to say the online climate is getting meaner than kinder.
- **Millennial parents are especially concerned about their children being cyberbullied.** 82% of millennial parents are concerned about their children being cyberbullied by the time they are teens; and 63% of parents of current teens are concerned their children are being cyberbullied.
- **These concerns exist despite parents feeling they are taking steps to control what their children do online.** 60% of millennial parents believe they have taken sufficient steps to control what their children are doing online, and a majority of all parents have given their children specific instructions about safe online behavior. Millennial parents think these discussions should take place early in a child's life. 71% of millennial parents believe parents should talk to their children about safe online behavior by the time they are just 9 years old as compared to 55% of parents of teens.

Teens Are Living in an Online World, But Parents Don't Know the Full Story

The teen-parent relationship has inherent tensions as children transition toward adulthood, and parents try to balance their teens' need for supervision with opportunities to exercise independence.³ These tensions are intensified by the constant presence of social media, gaming and the gamut of online activities that are integrated into teens' daily lives—activities they are able to keep largely secret from their parents.

In 2018 teens reported spending more time online than they did in 2016 when AT&T previously conducted similar research, yet parents think their teenagers are spending less time online. 68% of New York City area teens are spending three or more hours online entertaining themselves every day, up from 57% reported just two years ago; indeed, approximately half spend three or more hours per day socializing online. At the same time, parents think teen online usage is down, not up, compared to two years ago. Increased availability of devices appears to have increased the opportunities for teenagers to be online without their parents' knowledge.

TIME SPENT ONLINE: 3 OR MORE HOURS SPENT ON	Teens		Parents of Teens	
	<i>Which of these is closest to the amount of time that you typically spend per day doing each of the following activities online, if at all?</i>		<i>Which of these is closest to the amount of time that your teen typically spends per day doing each of the following activities online, if at all?</i>	
	2018	2016	2018	2016
Entertaining myself with videos, movies, music, games, or hobbies	68%	57%	43%	52%
Socializing	50%	53%	36%	51%
Doing my/his/her schoolwork	42%	40%	29%	28%

³ Roger Kobak, et al. (2017). Adapting to the changing needs of adolescents: parenting practices and challenges to sensitive attunement. *Current Opinion in Psychology*. <https://doi.org/10.1016/j.copsyc.2017.02.018>

In addition to the fact that parents are unaware of how much time their teens spend online, teens are actively evading online oversight by their parents. Parents have only a partial picture of their teens' online activity. While 70% of parents say they can see what their teen is doing online, 57% of teens say they can easily hide what they do from their parents.

HIDE ONLINE ACTIVITY <i>Which is closer to your view:</i>	2018	
	Teens	Parents of Teens
My parents are able to see what I do online whenever they want [I can see what my teen does online whenever I want]	43%	70%
I can easily hide what I do online from my parents whenever I want [My teen can easily hide what he/she is doing online whenever he/she wants]	57%	30%

Parents tend to mistakenly believe that teens would be comfortable sharing their online activities with their parents. In fact, while 85% of parents say their teen would be comfortable if their parents looked at certain content on their devices, 68% of teens say they would be terrified if their parents saw those same aspects of their online activity.

TERRIFIED IF... / TOTALLY COMFORTABLE WITH...	2018	
	Teens	Parents of Teens
	<i>Please complete the following sentence, "I would be terrified if my parents saw ___ on my phone." Select all that apply.</i>	<i>Please complete the following sentence, "My teen would be totally comfortable if I looked at ___ on his/her phone." Select all that apply.</i>
Text conversations	41%	40%
Snapchat/Instagram/Facebook	27%	35%
Pictures	23%	48%
Visited websites	23%	47%
Social media feeds	19%	43%
Music	13%	53%
Emails	8%	39%
At least one of these	68%	85%
None of these	29%	10%
Don't know	3%	5%

Most teens see inappropriate material online every day, and parents have no idea it is occurring. While 75% of parents are confident their teens don't have access to inappropriate material, nearly the same proportion of teens (72%) report seeing material online they believe their parents would say is inappropriate.

INAPPROPRIATE MATERIAL <i>How confident are you that your teen does not have access to material that you consider inappropriate or harmful material online?</i>	2018	
	Parents of Teens	
Very confident + Somewhat confident	75%	

INAPPROPRIATE MATERIAL <i>Do you see material online that you think your parents or guardians would consider inappropriate for you?</i>	2018	
	Teens	
Yes, probably almost every day + Yes, from time to time	72%	

Risky behavior among teens is prevalent. The range of activities teens engage in that they don't want their parents to know is significant. 70% of teens report engaging in at least one risky behavior without their parents' knowledge. Moreover, many teens take affirmative steps to conceal their online behavior from their parents, including deleting messages so parents won't see them (39%), messaging a stranger online (31%), or lying about their age in an app (29%). 19% of girls and 9% of boys claim to have sent a sexually explicit photo, and 37% of teens who have used dating apps have received unwelcome messages or images, such as sexts from people they have met online.

HIDING <i>Which of the following have you done without your parents' knowledge? Select all that apply.</i>	2018		
	Teens		
	Total	Girls	Boys
Deleted messages so that parents would not see them	39%	46%	31%
Messaged (Snapchat, Instagram direct message, Tinder) with someone you had never talked to in person	31%	35%	26%
Lied about your age online or in an app	29%	31%	26%
Created additional social media accounts (e.g. Finsta)	21%	26%	15%
Hidden photos in an app separate from "Photos"	21%	23%	18%

HIDING (continued) <i>Which of the following have you done without your parents' knowledge? Select all that apply.</i>	2018		
	Teens		
	Total	Girls	Boys
Met strangers via apps (Musical.ly, Houseparty, WhatsApp, etc.)	15%	17%	12%
Sent a sexually explicit photo (via iMessage, Snapchat, etc.)	14%	19%	9%
Purchased something online using my parents' credit card without their consent	10%	11%	9%
Ordered something online and had it shipped to a friend's house	8%	8%	7%
Used someone else's information or identity to create a social media account	7%	7%	7%
Bought something illegal online	3%	3%	4%
At least one of these	70%	73%	67%
None of these	27%	25%	29%
Don't know	3%	2%	4%

Online bullying is all too common. 75% of teens say they have witnessed cyberbullying at least once, and 48% say they've personally experienced one of the expert-identified forms of cyberbullying⁴—the most common being degrading or insulting comments online.

Teens identify many reasons for the cyberbullying they have seen. Physical appearance tops the list as the most commonly identified reason to bully, followed by clothing and sexual orientation.

REASONS FOR BEING TARGETED <i>Which of the following, if any, are reasons teens you know have been targeted by cyberbullies? Select all that apply.</i>	2018
	Teens
Physical appearance	48%
The clothes they wear	34%
Being gay/lesbian/bisexual/queer/asexual	30%

⁴ See the Cyberbullying Research Center definition of cyberbullying <https://cyberbullying.org/what-is-cyberbullying>

REASONS FOR BEING TARGETED <i>(continued)</i> Which of the following, if any, are reasons teens you know have been targeted by cyberbullies? Select all that apply.	2018
	Teens
Being a nerd/smart	29%
Poor hygiene/being unclean	29%
Having a different group of friends	27%
For their race/ethnicity	26%
Being sexually active	25%
Being poor	25%
Having a disability	24%
Being transgender/gender non-binary/gender queer	23%
Being unathletic	20%
Being from another country	17%
For their religious beliefs	17%
For their politics	15%
Bad grades	14%

Parents' lack of knowledge of what goes on online with their teens extends to cyberbullying. 59% of teens who have experienced online bullying say they did not tell their parents when they were cyberbullied. While 75% of teens say they have witnessed at least one of the expert-identified cyberbullying behaviors⁵, 12% fewer parents (63%) believe their teen has witnessed one of these. Parents also don't seem to know where teens are meanest online. 22% of parents say they don't know the platforms on which teens are meanest. Only 13% cited Instagram as the platform where the greatest amount of mean behavior occurs, whereas 21% of teens say Instagram is the platform where the meanest behavior happens.

MEANEST PLATFORMS Where do you think teens are most likely to be meanest to others online? <i>Showing % ranked by Teens</i>	2018	
	Teens	Parents of Teens
Instagram	21%	13%
Facebook	17%	20%

⁵ See the Cyberbullying Research Center definition of cyberbullying <https://cyberbullying.org/what-is-cyberbullying>

MEANEST PLATFORMS <i>(continued)</i> Where do you think teens are most likely to be meanest to others online? <i>Showing % ranked by Teens</i>	2018	
	Teens	Parents of Teens
Snapchat	17%	16%
Video games that have online player interaction	11%	5%
Twitter	8%	4%
Regular texting, messaging	6%	9%
YouTube	6%	1%
WhatsApp	3%	4%
Email	1%	1%
Don't know	7%	22%

69% of parents report being worried that their child will encounter strangers online and have uneven knowledge that their teens are entering into relationships online. While 24% of teen girls and 21% of boys say they have entered a relationship with someone they met online, only 7% of the parents of girls and 16% of parents of boys think their teen has entered into a relationship with someone they met online.

RELATIONSHIP ONLINE	2018					
	Teens			Parents of Teens		
	Have you ever entered into a relationship with an individual you met online?			Has your teen entered into a relationship with an individual he/she met online ?		
	Total	Girls	Boys	Total	Has daughter	Has son
Yes	22%	24%	21%	12%	7%	16%
No	78%	76%	79%	88%	93%	84%

While 94% of parents are worried about their teen’s online behavior, few do anything to limit or control their teen’s online activity. As outlined in the table below (and as replicated in other national studies⁶), parents worry about a range of consequences resulting from the time their teens spend online. Despite this concern, 59% of teens report that none of their devices have parental controls, and 61% say their parents don’t limit their access to devices⁷.

WORRIES ABOUT ONLINE BEHAVIOR How much do you worry about your teen: <i>Showing % Strongly + somewhat agree</i>	2018
	Parents of Teens
Spending too much time on his/her device	77%
Coming into contact with strangers	69%
Spending too much time online in games and not enough in educational activities	65%
Compromising security of your device though accepting an unexpected pop-up	65%
Encountering violent or sexual content	64%
Compromising his/her privacy (e.g. by sharing his/her name, location or other personal information)	63%
Becoming a target of online meanness or bullying	60%
Compromising my security by accidentally providing my information to unsafe sites	52%
Sharing personal photos of himself/herself or your family	51%
Making a purchase by mistake (e.g., through subscribing to an app or game or download)	47%
Failing to develop sensitivity to the feelings of others online	46%
Saying mean things online	37%
At least one of these	94%

⁶ Madeleine George and Candice Odgers. (2015). Seven fears and the Science of How Mobile Technologies May Be Influencing Adolescents in the Digital Age. *Perspectives on Psychological Science*. <https://journals.sagepub.com/doi/abs/10.1177/1745691615596788>

⁷ See appendix

Online Discourse is Becoming More Damaging, and the Tone is Becoming More Hostile

While a majority of poll respondents say that social media has a positive impact on relationships, a significant portion believe that participation on social media platforms has hurt relationships, with millennial parents reporting feeling the most damage.

HURT VERSUS HELP Which is closer to your view:	2018		
	Teens	Parents of Teens	Millennial Parents
Social media has hurt my relationships more than it has helped	25%	30%	42%
Social media has helped my relationships more than it has hurt	75%	70%	58%

As part of their social media usage, teens are exposed to a range of threatening or inappropriate content. The nature of the inappropriate content often varies sharply between girls and boys, yet the majority of teens who have been on dating apps have received disturbing messages from someone they've met on social media. More than one in five teens have received messages that made them feel scared or unsafe, one in four have received racist or discriminatory comments, and more than a third have received crude or vulgar images or messages.

RECEIVED FROM PERSON MET ON SOCIAL MEDIA While or as a result of interacting with an individual you met on social media have you ever received: (answered by Teens who have been on dating apps, n=106)	2018
	Teens
Unwelcome vulgar or crude messages/images (e.g. unwelcome sexts)	37%
Persistent messages from an individual you were not interested in	37%
Messages online from a person much older than you	28%
Racist, sexist, or otherwise discriminatory messages	25%
Scary or strange messages that made you feel unsafe or upset	22%
None of the above	24%

People believe online conversation is becoming even meaner, driven by the tenor of the conversation of public figures. The poll results also suggest that the negative online tone of public figures impacts the nature of the online interactions of children and teenagers. According to a 2017 study by the Pew Research Center, 41% of American adults have experienced online harassment, and 66% have witnessed it⁸. According to this survey, a majority of teens and parents say they have seen public figures say mean or bullying things online, and high numbers perceive that public discourse is affecting online conversations among teens and children and making conversations among children meaner.

AFFECTING THE YOUNGER GENERATION Would you say the overall online conversation among public figures has caused the online conversations among teens and children to become kinder or meaner, or has it had no impact? <i>Showing % Much + somewhat meaner</i>	2018		
	Teens	Parents of Teens	Millennial Parents
Much meaner + somewhat meaner	43%	47%	51%

PUBLIC FIGURES How often do you see comments by public figures and celebrities that you consider mean/bullying?	2018					
	Teens		Parents of Teens		Millennial Parents	
	Mean	Bullying	Mean	Bullying	Mean	Bullying
Frequently	21%	15%	30%	22%	32%	30%
Sometimes	44%	36%	40%	36%	49%	37%
Not very often	21%	25%	15%	21%	12%	22%
Almost never	9%	17%	10%	13%	5%	6%
Don't know	5%	7%	5%	8%	2%	5%

⁸ Pew Research Center. (2017). Online Harassment 2017. <http://www.pewinternet.org/2017/07/11/online-harassment-2017/>

Millennials Have Mixed Feelings About Connectivity, and Their Parenting Practices Reflect That.

Millennial parents are more attuned than most to the benefits of online connectedness, as well as to its perils. As the first generation to come of age with 24/7 connectivity, millennials have firsthand experience with digital-age benefits and drawbacks. They want to ensure their children have the educational benefits that devices, apps and connectivity bring, but at the same time they are anxious about how connectivity affects their children now and in the future⁹.

Personal experience informs their concern for children. With 98% of millennial parents using one or more social media platforms daily, these young parents are acutely aware of the tenor of online discourse and perceive—to a larger extent than teens or older parents—that online conversation has become meaner. Growing up with more access to devices than older parents, millennial parents are likely to have experienced cyberbullying, as adults and as teens, even more than the teens of today.

WERE YOU CYBERBULLIED Who out of the following, if any, has <u>experienced cyberbullying</u> ?	2018		
	Teens	Parents of Teens	Millennial Parents
Myself	26%	11%	30%

For many of these millennial parents, cyberbullying began as early as childhood.

EXPERIENCED CYBERBULLYING I have experienced cyberbullying:	2018
	Millennial Parents
As an adult	27%
As a teen	27%
As a child	13%

⁹ Sonia Livingstone et al. (2017). Maximizing Opportunities and Minimizing Risks for Children Online: The Role of Digital Skills in Emerging Strategies of Parental Mediation. Journal of Communication <https://doi.org/10.1111/jcom.12277>

As aware as millennial parents are about online risks, they want their children to have the benefits of internet devices.¹⁰ Of those millennial parents surveyed, 84% report giving their children ages 3 to 7 and 96% of children ages 8 to 12 sole access to their own internet device.

SOLE ACCESS TO DEVICES Which of the following devices does your child have sole access to?	2018	
	Millennial Parents	
	3-7 year old children	8-12 year old children
Sole access of at least one internet device	84%	96%

Confident in their own online savvy, millennial parents have an unfounded belief in their ability to manage their children’s online experiences. 60% of millennial parents of young children and 40% of parents of teens believe they have taken sufficient steps to monitor the behaviors of their children. However, millennial parents also permit their children to play online games with strangers from around the world.

GAMES WITH PLAYERS Does your child play any online games that involve communicating with players from around the world?	2018	
	Millennial Parents	
	3-7 year old children	8-12 year old children
Yes	37%	71%
No	62%	26%
Don't know	0%	3%

¹⁰ Sonia Livingstone et al. (2017). Maximizing Opportunities and Minimizing Risks for Children Online: The Role of Digital Skills in Emerging Strategies of Parental Mediation. Journal of Communication <https://doi.org/10.1111/jcom.12277>

ONLINE INTERACTIONS When your child is online, who do you think your child is interacting with most frequently?	2018
	Millennial Parents
Family	40%
Friends	24%
Kids he/she knows but that are in a different group of friends	10%
People he/she met online but has never met in person	4%
Teachers or coaches	3%
Other	11%
Don't know	7%

In addition, while millennial parents are imposing limits on their children's screen time, the results are mixed. One out of 5 parents surveyed admit that children do not comply with limits, and those limits can vary widely: 20% spend an hour or less, 41% spend 2 to 3 hours, and 30% spend 4 hours or more on an internet device each day.

SCREENTIME LIMIT ADHERENCE Would you say your child:	2018
	Millennial Parents
For the most part complies with that time limit	81%
For the most part does not comply with that time limit	19%

SCREEN LIMIT SET BY PARENTS How much time do you allow your child to be on a phone or other devices per day?	2018		
	Millennial Parents		
	Total	3-7 year old children	8-12 year old children
Less than an hour	7%	10%	3%
1 hour	13%	17%	8%
2 hours	23%	24%	22%
3 hours	18%	18%	17%

SCREEN LIMIT SET BY PARENTS <i>(continued)</i> How much time do you allow your child to be on a phone or other devices per day?	2018		
	Millennial Parents		
	Total	3-7 year old children	8-12 year old children
4 hours	9%	7%	11%
5 hours	5%	4%	7%
6 hours	5%	5%	6%
7 hours	3%	1%	5%
8 hours	3%	2%	4%
9 hours	1%	1%	1%
10 hours	1%	0%	2%
More than 10 hours	2%	1%	4%
I do not limit my child's access to a phone or other devices	8%	9%	8%
Don't know	1%	1%	0%

Young children are on social media. Despite parents' anxiety about exposing children to online negativity, a high proportion of children as young as ages 3 to 12 are on social media (38% of them are on at least one of the Instagram, Snapchat, Facebook, or Twitter platforms). 15% of children 3 to 7 use Facebook alone, and 14% are on Instagram.

SOCIAL MEDIA USAGE What social media platforms does <u>your child use</u> today, if any? Please select all that apply.	2018		
	Millennial Parents		
	Total	3-7 year old children	8-12 year old children
Instagram	25%	14%	38%
Facebook	23%	15%	32%
Snapchat	20%	11%	29%
Facebook Messenger	17%	10%	26%
Twitter	11%	5%	18%
My child does not use any of these on a daily basis	13%	19%	8%

Millennial parents are conflicted about their children’s use of online devices. On the one hand, they have anxiety about the risks of online connectivity while, on the other hand, they appreciate the educational value devices can provide. They certainly are aware of the entertainment value internet devices bring to their children: 75% of millennial parents admit to encouraging their 3 to 7 year-olds to use a connected device to stay occupied when the parent is busy.

CHILD/PARENT DYNAMIC Please indicate how much you agree or disagree with each of the following: <i>Showing % Strongly + somewhat agree</i>	2018		
	Millennial Parents		
	Total	3-7 year old children	8-12 year old children
I sometimes encourage my child to use an internet device to keep him/her occupied when I am focused on another task.	73%	75%	70%

Younger parents’ concern over the risks their children will be exposed to online creates conflict with their desire for the benefits—both to the children and to the parent—that connectivity brings to their children.

Devices Can Cause Conflict and Distraction

Conflicts over devices and their usage affect most parent-child relationships today.

While many parents sometimes encourage device usage to keep their child occupied (boys more than girls) with 85% of millennial parents and 68% of parents of teens saying they sometimes take away their child’s device as punishment.

TEEN/PARENT DYNAMIC Please indicate how much you agree or disagree with each of the following: <i>Showing % Strongly + somewhat agree, Parents of Teens</i>	Parents of Teens 2018			Millennial Parents 2018		
	Total	Has daughter	Has son	Total	3-7 year old children	8-12 year old children
I sometimes encourage my teen/my child to use an internet device to keep him/her occupied when I am focused on another task.	40%	32%	46%	73%	75%	70%
I sometimes take away my teen's/my child's phone or other devices as punishment.	68%	64%	73%	85%	83%	87%

Devices are a source of tension between many parents and their children. 63% of millennial parents and 55% of parents of teens report arguing with their child about how much time their child spends online. 44% of millennial parents and 37% of parents of teens argue with their child about what their child is doing on his/her devices.

TEEN/PARENT DYNAMIC Please indicate how much you agree or disagree with each of the following: <i>Showing % Strongly + somewhat agree, Parents of Teens</i>	Parents of Teens 2018			Millennial Parents 2018		
	Total	Has daughter	Has son	Total	3-7 year old children	8-12 year old children
My teen and I argue about how much time he/she spends on his/her phone or devices.	55%	52%	59%	63%	54%	73%
My teen and I argue about what he/she does online	37%	29%	46%	44%	36%	52%

Even parents' usage of their own devices can damage parent-child relationships. 67% of millennial parents and 44% of parents of teens worry that their own device usage distracts them from paying as much attention to their children as they should.

	Teens	Parents of teens	Millennial Parents
DISTRACTED PHONE USE	<i>I worry that my parents' use of devices distracts them from paying as much attention to me as they should.</i>	<i>I worry that my use of devices distracts me from paying as much attention to my teen as I should.</i>	<i>I worry that my use of devices distracts me from paying as much attention to my child as I should.</i>
Strongly agree + somewhat agree	35%	44%	67%

DISTRACTED PHONE USE	Parents of Teens	Millennial Parents
<i>Among the majority of parents my age I know, I notice their use of devices distracts them from paying as much attention to their child as they should.</i>		
Strongly agree + somewhat agree	74%	86%

Recommendations for Parents and Caregivers

Parents and caregivers play a central role in helping their children establish good online habits and in shaping their children’s online behavior. These recommendations are intended to help families set the stage for children to be good digital citizens, and to enjoy safe and successful online experiences.

Guiding children on how to use their devices constructively.

Children are naturally eager to begin exploring the online world and mastering their new phones or tablets. Their curiosity and eagerness afford parents and caregivers a unique opportunity to help establish and maintain good habits and patterns of behavior when they hand their children their first internet-connected devices. An effective strategy is to start exploring together.¹¹ Discovering new websites, games or apps together will lay a foundation for future conversations about what is happening in their children’s online worlds, both now and throughout the tween and teen years.

Use screen time constructively and balance it with other activities.

Evidence suggests that when children ages two and under use a device for screen time, the experience is healthier when parents, caregivers and other family members also participate.¹² For children older than age two, experts also recommend that parents know specifically how their children are using their devices.¹³ Studies suggest that children experience greater mental well-being if they are actively engaged online—for example, playing games or interacting with others—rather than passively engaged by web surfing or just looking at social media without interacting.¹⁴ All children benefit from a healthy balance between screen time and other activities. Parents can be better attuned to when their children start feeling tired or frustrated and suggest a break from their devices before this happens.

¹¹ Sarah Coyne et al. (2017). Parenting and Digital Media. The American Academy of Pediatrics. http://pediatrics.aappublications.org/content/140/Supplement_2/S112

¹² The American Academy of Pediatrics. Where We Stand: Screen Time. <https://healthychildren.org/English/family-life/Media/Pages/Where-We-Stand-TV-Viewing-Time.aspx>

¹³ Madeleine J. George and Candice L. Odgers (2015). Seven Fears and the Science of How Mobile Technologies May Be Influencing Adolescents in the Digital Age. Perspectives on Psychological Science. <https://adaptlab.org/wp-content/uploads/2017/05/George-Odgers-2015-Seven-Fears-the-Science-Adol-in-the-Digital-Age.pdf>

¹⁴ Philippe Verduyn (2015). Passive Facebook Usage Undermines Affective Well-Being: Experimental and Longitudinal Evidence. Journal of Experimental Psychology. https://oscarybarra.psych.lsa.umich.edu/wp/wp-content/uploads/2016/03/Verduyn-et-al.-2015_JEPG.pdf

Teach children empathy both online and in person.

A foundational life skill for children's success online and offline is empathy: the ability to step into the shoes of another.¹⁵ Parents can begin the process of building empathy by discussing the internet with their children and explaining how the people they connect with online want to feel respected and understood. Starting sooner rather than later helps children develop a strong sense of knowing right from wrong, and the more people who exercise respect and empathy online, the safer a place the internet will be for children. The best way for parents and caregivers to teach a child empathy and inculcate values is through modeling these behaviors themselves.¹⁶

Communicate openly and often with teens.

It is particularly important for parents to have ongoing conversations with their teens to build and maintain trust¹⁷. Traditionally parents and teens have struggled to negotiate the balance between supervision and independence. With online time consuming a larger portion of teens' lives, teens can exercise independence as their digital savvy exceeds that of their parents. Despite their sense of independence, teens still need to know that they can turn to their parents when they experience challenges online. The chances of a teen being the target or bystander of online bullying is, as this survey shows, quite high. The more parents respond with empathy when their teen shares with them, the greater the trust and openness between them¹⁸. Parents who strategize with their teen about how to respond to online challenges rather than dictating what their teen should do have a greater chance of leading their teen to a successful solution.¹⁹

Set reasonable boundaries online.

Parents and caregivers can make the most of the usage and privacy settings built into the operating systems of the phones and tablets they give to their children. Both Apple iOS²⁰ and Google's Play²¹ come equipped with settings for parents and caregivers to establish content filters and restrict access to certain apps and features on mobile devices. These features are particularly useful on devices that a parent or caregiver shares with a child. So, in addition to teaching teens and children positive online habits, for some families using parental controls can also help establish good online habits.

¹⁵ See research by the Collaborative for Academic, Social, and Emotional Learning. <https://casel.org/?s=empathy>

¹⁶ James Elicker et Al. (1992). Predicting peer competence and peer relationships in childhood from early parent-child relationships. In *Family-peer Relationships: Modes of Linkage* edited by Ross D. Parke, Gary W. Ladd.

¹⁷ Ken J. Rotenberg. (2010). *Interpersonal Trust during Childhood and Adolescence*. Cambridge University Press.

¹⁸ Roger Kobak et al. (2017). Adapting to the changing needs of adolescents: parenting practices and challenges to sensitive attunement. *Current Opinion in Psychology*. <https://doi.org/10.1016/j.copsyc.2017.02.018>

¹⁹ Stephen Covey. 2004. *The 7 Habits of Highly Effective People*. New York: Free Press.

²⁰ See Apple Screen Time <https://support.apple.com/en-us/HT201304>

²¹ See Google Play parental controls <https://support.google.com/googleplay/answer/1075738?hl=en>

Recommendations for Communities

Interactions with the broader community outside of their immediate family is instrumental in helping foster and support the values of respect and kindness for children and teens. The following recommendations are intended to provide schools, after-school programs, faith communities, athletic teams, extracurricular groups and clubs a framework to promote civil behavior online and in-person.

Make pledging to respect others and to be kind a core organizational value.

Adults who connect with children and teens in their communities can make clear that they welcome, expect and appreciate openness about harmful speech and behavior among their groups, both online and in-person. This can be accomplished by group leaders engaging children and teens in a pledge to promote values of respect and kindness and to support others who may be affected by degrading or insulting comments, or bullying.²²

Encourage children and teens to be Upstanders online.

Upstanders encourage people of all ages to use online platforms in a positive manner, and to use tools provided by social media platforms to respond when they witness online harm. Upstanders directly intervene by checking in with someone who has experienced online harm and shares what they see with a parent or caregiver. They also report to social media platforms instances of cyberbullying, hate speech, and other dangerous online activities they have witnessed or experienced themselves.

Within a community of Upstanders children and teens are encouraged to respond to hurtful and shocking online content with empathy, kindness and vigilance. Abiding by the rule “Don’t repeat it. Delete it” can prevent further harm by precluding others on social media from commenting and sharing derogatory content and sharing positive content instead.²³

²² See, for example, the Tyler Clementi Foundation’s Upstander Pledge at <https://tylerclementi.org/pledge/>; See also: Blumenfeld, W. J., & Cooper, R. M. (2010). LGBT and allied youth responses to cyberbullying: Policy implications. *The International Journal of Critical Pedagogy*, 3, 114–133.; Hart Barnett, Juliet & Zucker, Stanley & Fisher, Kim. (2018). Teachers' Corner: Promoting Upstander Behavior to Address Bullying in Schools. 29. 1, 8.

²³ See, for example, AT&T’s campaigns LaterHaters at <https://later-haters.att.com/> and Great Game that encourage tweens and teens to ignore online trolls and embrace positivity on social media and in gaming.

Recommendations for Companies

Incorporating social impact into a company's business plan to engage consumers is certainly not a new approach.²⁴ However, given the growing perception that risky use of mobile devices and online media is leading to unintended consequences, further integration of responsible usage into consumer channels is becoming more of a business and social imperative. The following recommendations are some of the steps companies can take to address the challenges highlighted in this report.

Understand families' concerns, needs and aspirations for using mobile devices and online media.

Conduct interviews and surveys with family members to evaluate how, where, when and why the use of mobile devices and online media becomes unproductive, negative or risky and identify connected products and services that can be improved to address families' needs

Make everyday customer interactions opportunities to provide support.

Companies engaging parents and caregivers through everyday consumer channels can leverage those interactions to provide support and information encouraging responsible usage. For instance, Apple and Google now offer features built into operating systems that moderate children's and teen's mobile device usage. AT&T created LaterHaters²⁵ to encourage tweens on Instagram to spread kindness and ignore negativity. In the gaming sector, developers formed The Fair Play Alliance²⁶ to encourage healthy gaming communities and AT&T created Great Game to encourage positive conduct among players.

Build a culture of social responsibility.

Make corporate social responsibility what shareholders, company leadership, employees and the public expect. Over time companies that practice socially responsible business build "moral muscle memory²⁷" where social good is routine when creating and marketing products and services.

²⁴ John Mennel. Driving corporate growth through social impact. Deloitte Perspectives.

<https://www2.deloitte.com/us/en/pages/operations/articles/driving-corporate-growth-through-social-impact.html>

²⁵ See <https://later-haters.att.com/>

²⁶ See <http://fairplayalliance.org/>

²⁷ Mary Gentile (2016). Talking About Ethics Across Cultures. Harvard Business Review. <https://hbr.org/2016/12/talking-about-ethics-across-cultures>

When companies, families and communities act together to encourage safe and successful use of mobile devices and online media, children and teenagers can reap the benefits of everything the internet offers. When we all do our part, we can use the unsettling poll findings discussed in this report as a catalyst for good work and cooperation in the future to create and foster a safe, positive and enriching online experience.

Survey Methodology

Between August 31 and October 1, 2018, Quadrant Strategies conducted online quantitative polling among 1,500 teens and parents in the New York City metropolitan area, including 500 teens (ages 13-18), 500 parents of teens (ages 13-18), and 500 millennial parents of younger children (ages 3-12). The margin of error is +/- 4.38 per audience, with higher margins of error for the subgroups. This report represents key findings from the poll.

Segment Definitions		Sample Size	Margin of error
Total teens	Teens living in the New York City metropolitan area	500	+/- 4.38
Gender	Teenage girls	267	+/- 6.00
	Teenage boys	233	+/- 6.42
Race	White teens	244	+/- 6.27
	Black teens	84	+/- 10.69
	Hispanic teens	110	+/- 9.34
Total Millennial Parents	Millennial Parents of children under age 12 living in the New York City DMA	500	+/- 4.38
Gender	Female	280	+/- 5.86
	Male	220	+/- 6.61
Child Gender	Has daughter	224	+/- 6.55
	Has son	276	+/- 5.90
Race	White	280	+/- 5.86
	Black	70	+/- 5.87
	Hispanic	105	+/- 11.71
Income	Below 100K	324	+/- 5.44
	Above 100K	151	+/- 7.97
Child Age	Child aged 3-7 years old	261	+/- 6.06
	Child aged 8-12 years old	239	+/-6.34
Total Parents of Teens	Parents of Teens living in the New York City DMA	500	+/- 4.38
Gender	Female	275	+/- 5.91
	Male	225	+/- 6.53
Child Gender	Has daughter	246	+/- 6.25
	Has son	254	+/- 6.15
Race	White	309	+/- 5.57
	Black	52	+/- 13.59
	Hispanic	97	+/- 9.95
Income	Below 100K	240	+/- 6.33
	Above 100K	215	+/- 6.68

Additional Data

SOLE ACCESS TO DEVICES	2018					
	Parents of Teens	Parents of Teens	Millennial Parents			Millennial Parents
	<i>Which of the following devices does your teen have sole access to?</i>	<i>Which of the following devices did you have sole access to as a child?</i>	<i>Which of the following devices does your child have sole access to?</i>			<i>Which of the following devices did you have sole access to as a child?</i>
			Total	3-7 year old children	8-12 year old children	
Television (in own room)	59%	60%	61%	51%	72%	64%
Tablet	54%	20%	74%	74%	75%	35%
Phone with paid wireless service like 4G LTE	84%	26%	33%	17%	49%	27%
An adult's old phone or tablet that uses WiFi for Internet service	10%	6%	25%	23%	27%	14%
Computer with internet	72%	28%	41%	27%	55%	42%
Computer with offline/preloaded games	11%	11%	16%	11%	22%	20%
Video Game Console (such as Play Station, Xbox, Nintendo)	57%	31%	50%	36%	66%	51%
Voice-controlled virtual assistant	13%	7%	14%	10%	18%	9%
Sole access of at least one device	100%	73%	93%	91%	98%	85%
Sole access of at least one internet device	98%	49%	90%	84%	96%	75%
My child/I does/did not have any devices	0%	27%	7%	12%	2%	15%

TIME SPENT ONLINE: 3 OR MORE HOURS SPENT ON	Teens		Parents of Teens	
	<i>Which of these is closest to the amount of time that you typically spend per day doing each of the following activities online, if at all?</i>		<i>Which of these is closest to the amount of time that your teen typically spends per day doing each of the following activities online, if at all?</i>	
	2018	2016	2018	2016
Entertaining myself with videos, movies, music, games, or hobbies	68%	57%	43%	52%
Socializing	50%	53%	36%	51%
Doing my/his/her schoolwork	42%	40%	29%	28%
Keeping in touch with family	29%	28%	20%	19%
Keeping up with pop culture	27%	25%	20%	27%
Doing work (as part of a paid job or internship)	20%	21%	18%	19%
Keeping up with news and current events	17%	20%	12%	13%
Shopping	16%	14%	11%	13%
At least one activity	85%	82%	63%	75%
None of the above	15%	18%	37%	25%

SUFFICIENT MONITORING Which is closer to your view:	Parents of Teens 2018			Millennial Parents 2018		
	Total	<100k income	>100k income	Total	3-7 year old children	8-12 year old children
I have taken steps that I think are sufficient to monitor or control my teen's/child's activity online	40%	44%	39%	60%	61%	59%
I would do more to monitor or control my teen's/child's activity online, but I don't know how to do it	18%	18%	17%	22%	21%	23%
I would do more to monitor or control my teen's/child's activity online, but I just haven't had time to take the steps to do it	7%	5%	8%	8%	7%	9%

SUFFICIENT MONITORING <i>(continued)</i> Which is closer to your view:	Parents of Teens 2018			Millennial Parents 2018		
	Total	<100k income	>100k income	Total	3-7 year old children	8-12 year old children
I trust my teen/child to do what's right online without the need for me to monitor or control him/her	35%	32%	35%	9%	9%	9%
I can't afford the tools I need to monitor or control my teen's/child's activity online	1%	1%	1%	1%	2%	0%

PARENTAL SOCIAL MEDIA RESTRICTIONS	2018	
	Parents of Teens <i>How much do you generally permit <u>your teen</u> to use social media?</i>	Millennial Parents <i>How much do you generally permit <u>your child</u> to use social media?</i>
I let him/her use it as much as he/she wants	48%	22%
I let him/her use it a lot but do have some restrictions	35%	27%
I let him/her use it a little bit but have significant restrictions	9%	22%
I don't let him/her use it at all	5%	27%
Don't know	3%	2%

PARENTAL CONTROLS	Teens 2018 <i>Of the internet devices you use on your own, how many have parental controls:</i>			Parents of Teens 2018 <i>Of the internet devices your teen is using on his/her own, how many have parental controls:</i>			Millennial Parents 2018 <i>Of the internet devices your child is using on his/her own, how many have parental controls:</i>		
	Total	Girls	Boys	Total	Has daughter	Has son	Total	Has daughter	Has son
All devices	15%	13%	18%	28%	24%	32%	54%	52%	56%
Most devices	12%	10%	15%	20%	19%	22%	27%	26%	28%
Few devices	14%	14%	13%	12%	10%	13%	7%	8%	5%
No devices	59%	63%	54%	40%	48%	33%	12%	14%	11%

SOCIAL MEDIA USAGE	Teens 2018			Parents 2018			Parents 2018			Millennial Parents 2018		
	What social media platforms do you use today, if any? Please select all that apply.			What social media platforms do you use today, if any? Please select all that apply.			What social media platforms do you think your teen uses? Please select all that apply.			What social media platforms do you use today, if any? Please select all that apply.		
	Total	Girls	Boys	Total	Moms	Dads	Total	Moms	Dads	Total	Moms	Dads
YouTube	85%	84%	86%	59%	56%	64%	62%	65%	58%	75%	72%	78%
Snapchat	75%	80%	68%	30%	32%	27%	60%	62%	57%	41%	42%	39%
Instagram	71%	75%	67%	50%	50%	50%	68%	67%	69%	69%	71%	67%
Facebook	52%	46%	59%	74%	78%	69%	48%	43%	55%	83%	85%	81%
Twitter	41%	35%	48%	33%	25%	43%	33%	26%	41%	40%	29%	55%
Video games that require online player interaction	41%	27%	57%	13%	9%	17%	26%	28%	24%	24%	16%	34%
WhatsApp	28%	29%	27%	29%	24%	36%	24%	20%	30%	45%	43%	48%
Google+	24%	18%	32%	26%	23%	31%	19%	16%	24%	37%	34%	41%
Twitch	16%	6%	28%	6%	2%	11%	10%	6%	15%	11%	3%	21%
Tumblr	15%	18%	12%	6%	2%	12%	6%	5%	8%	13%	6%	21%
Reddit/Forums	12%	7%	18%	6%	4%	8%	5%	3%	8%	14%	9%	20%
Music.ly/Tiktok	12%	14%	9%	4%	2%	6%	11%	11%	12%	9%	6%	12%
Dating apps	2%	2%	2%	4%	3%	4%	3%	1%	4%	6%	4%	8%
Does not use any of these on a daily basis	1%	2%	0%	8%	7%	9%	5%	5%	4%	2%	3%	1%
Prefer not to answer	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%

SOCIAL MEDIA USAGE What social media platforms does your child use today, if any? Please select all that apply.	Millennial Parents 2018		
	Total	3-7 year old children	8-12 year old children
YouTube	56%	49%	64%
Netflix	48%	41%	56%
YouTube Kids	41%	45%	37%
Instagram	25%	14%	38%
Facebook	23%	15%	32%
Amazon Prime Video	22%	16%	28%
WhatsApp	21%	13%	30%
Snapchat	20%	11%	29%
Amazon Kindle	18%	13%	23%
Facebook Messenger	17%	10%	26%
Spotify	14%	9%	20%
Skype	13%	9%	18%
Musical.ly	13%	6%	20%
Twitter	11%	5%	18%
Pinterest	8%	5%	11%

SOCIAL MEDIA USAGE <i>(continued)</i> What social media platforms does your child use today, if any? Please select all that apply.	Millennial Parents 2018		
	Total	3-7 year old children	8-12 year old children
Twitch	7%	4%	10%
Bitmoji	6%	3%	9%
Pixel Art - Color By Numbers	5%	5%	6%
Group Play	5%	3%	8%
Shazam	5%	4%	6%
Sandbox - Color By Numbering Pages	5%	3%	6%
My child does not use any of these on a daily basis	13%	19%	8%
Prefer not to answer	0%	0%	1%

EXPERIENCING CYBERBULLYING	Teens		Parents of Teens		Millennial Parents
	<i>Which of the following types of cyberbullying, if any, have you experienced? Select all that apply.</i>		<i>Which of the following types of cyberbullying, if any, do you think your teen has experienced? Select all that apply.</i>		<i>As you think about your child becoming a teen, which of the following types of cyberbullying, if any, do you worry your teen could experience? Select all that apply.</i>
	2018	2016	2018	2016	2018
Degrading or insulting comments about someone shared online	27%	31%	24%	26%	59%
Rumors and allegations about someone's sexual activity shared online	17%	13%	14%	12%	50%
Pictures, video or comments meant to embarrass someone for his/her physical appearance shared online	17%	15%	16%	11%	56%
Threatening comments directed towards someone online	17%	20%	15%	15%	51%
Explicit or provocative pictures or videos of someone shared online without that person's consent	11%	7%	9%	6%	47%
At least one of these	48%	48%	42%	39%	87%
None of these	47%	48%	39%	49%	7%
Don't know	5%	4%	19%	12%	6%

WITNESS CYBERBULLYING	Teens		Parents of Teens	
	<i>Which of the following types of cyberbullying, if any, have you witnessed among teens you know? Select all that apply.</i>		<i>Which of the following types of cyberbullying, if any, do you think your teen has witnessed among teens they know? Select all that apply.</i>	
	2018	2016	2018	2016
Degrading or insulting comments about someone shared online	45%	55%	42%	48%
Pictures, video or comments meant to embarrass someone for his/her physical appearance shared online	40%	45%	29%	36%
Rumors and allegations about someone's sexual activity shared online	38%	42%	27%	34%
Threatening comments directed toward someone online	33%	34%	20%	28%
Explicit or provocative pictures or videos of someone shared online without that person's consent	23%	26%	17%	19%
At least one of these	75%	80%	63%	72%
None of these	19%	18%	19%	13%

CONSEQUENCES OF CYBERBULLYING	Teens		Parents of Teens		Millennial Parents
	<i>Which of the following, if any, have you experienced*? Select all that apply.</i>		<i>Which of the following, if any, do you think your teen has experienced? Select all that apply.</i>		<i>As you think about your child becoming a teen, which of the following, if any, do you worry your teen may experience? Select all that apply.</i>
	2018	2016	2018	2016	2018
Posted something online in the heat of the moment that ended up hurting someone	14%	15%	11%	16%	39%
Posted something online that I regret	27%	29%	15%	24%	45%
Posted something I'm not proud of and is still available online	12%	14%	8%	15%	40%
Gotten into a physical fight because of something that was posted online	8%	8%	6%	6%	38%
Gotten into a yelling match because of something that was posted online	16%	20%	12%	16%	37%
Cried because of something posted online about me or someone close to me	21%	22%	17%	22%	49%

CONSEQUENCES OF CYBERBULLING (continued)	Teens		Parents of Teens		Millennial Parents
	<i>Which of the following, if any, have you experienced*? Select all that apply.</i>		<i>Which of the following, if any, do you think your teen has experienced? Select all that apply.</i>		<i>As you think about your child becoming a teen, which of the following, if any, do you worry your teen may experience? Select all that apply.</i>
	2018	2016	2018	2016	2018
Ended a friendship because of something that was posted online	20%	23%	19%	25%	44%
Felt embarrassed to show up at school because of something posted online about me	13%	16%	9%	14%	51%
Felt unsafe because of a conversation I had, or comments made about me, online*	16%	*	8%	*	46%
None of these	37%	36%	39%	38%	6%
Don't know	4%	4%	14%	8%	5%
At least one of these	59%	60%	47%	54%	89%

WHY TEENS DON'T TELL THEIR PARENTS <i>When you were cyberbullied, why did you not tell your parent(s)? Select all that apply.</i>	Teens 2018
I did not want them to know I was being bullied	19%
I did not want them to know why I was being bullied	13%
I did not think they could do anything to help anyway	21%
I did not want them to know what I am doing online and who I am associating with online	16%
I thought they would overreact	26%
I did not want them to restrict access to device/social media platform	21%
I thought I could handle it on my own	44%
Other	8%
None of the above	8%

WORRIES ABOUT ONLINE BEHAVIOR <i>How much do you worry about your teen: Showing % Strongly + somewhat agree, Parents of Teens</i>	2018
	Parents of Teens
Spending too much time on his/her device	77%
Coming into contact with strangers	69%
Spending too much time online in games and not enough in educational activities	65%
Compromising security of your device though accepting an unexpected pop-up	65%
Encountering violent or sexual content	64%
Compromising his/her privacy (e.g. by sharing his/her name, location or other personal information)	63%
Becoming a target of online meanness or bullying	60%
Compromising my security by accidentally providing my information to unsafe sites	52%
Sharing photos of himself/herself or your family	51%
Making a purchase by mistake (e.g. through subscribing to an app or game or download)	47%
Failing to develop sensitivity to the feelings of others online	46%
Saying mean things online	37%

WORRIES ABOUT ONLINE BEHAVIOR <i>How much do you worry about your child: Showing % Strongly + somewhat agree, ranked by Millennial Parents</i>	2018
	Millennial Parents
Coming into contact with strangers	84%
Spending too much time on his/her device	80%
Spending too much time online in games and not enough in educational activities	79%
Compromising security of his/her device though accepting an unexpected pop-up	79%
Becoming a target of online meanness or bullying	79%
Compromising his/her privacy (e.g. by sharing his/her name, location or other personal information)	77%
Encountering violent or sexual content	75%
Compromising my security by accidentally providing your information to unsafe sites	70%
Sharing photos of himself/herself or your family	67%
Making a purchase by mistake (e.g. through subscribing to an app or game or download)	66%
Failing to develop sensitivity to the feelings of others online	64%
Saying mean things online	60%

WORRIES ABOUT ONLINE BEHAVIOR How much do you worry about: <i>Showing % Strongly + somewhat agree, Teens</i>	Teens 2018		
	Total	Girls	Boys
Compromising your privacy (e.g. by sharing your name, location or other personal information)	68%	62%	75%
Compromising security of your device though accepting an unexpected pop-up	65%	65%	66%
Spending too much time on your device	57%	57%	57%
Compromising my parents' security by accidentally providing my parents' information to unsafe sites	54%	49%	60%
Making a purchase by mistake (e.g. through subscribing to an app or game or download)	53%	51%	55%
Coming into contact with strangers	53%	52%	54%
Spending too much time online in games and not enough in educational activities.	52%	49%	56%
Becoming a target of online meanness or bullying	47%	48%	47%
Encountering violent or sexual content.	46%	43%	50%
Sharing photos of yourself/himself/herself or your family	46%	42%	51%
Failing to develop sensitivity to the feelings of others online	45%	42%	50%
Saying mean things online	43%	40%	47%