



Technology

Rob Dempsey

PHASE

Over the past decade, society has witnessed massive changes in the way media and technology intersect with the ways we work and live. Devices are more mobile, functional, and seemingly indispensable. Accordingly, we've integrated media and technology into more and more of our lives, bringing devices with us everywhere and depending on them for a range of work, school, play, and social functions.

PHASE

JAN 2016

DIGITAL IN THE USA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



we are social

322.9
MILLION

URBANISATION: 82%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS



we are social

282.1
MILLION

PENETRATION: 87%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS



we are social

192.0
MILLION

PENETRATION: 59%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE CONNECTIONS



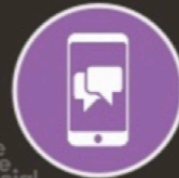
we are social

342.4
MILLION

vs POPULATION: 106%

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL USERS



we are social

169.0
MILLION

PENETRATION: 52%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN 2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS



we are social

+4%

SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS



we are social

+3%

SINCE JAN 2015

GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS

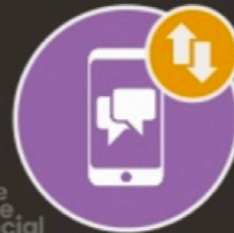


we are social

+4%

SINCE JAN 2015

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS



we are social

+6%

SINCE JAN 2015

JAN 2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we are social

85%

SMART PHONE



Google

57%

LAPTOP OR
DESKTOP COMPUTER



we are social

72%

TABLET
DEVICE



35%

TV STREAMING
DEVICE



Google

[N/A]

HANDHELD
GAMING CONSOLE



we are social

10%

E-READER
DEVICE



Google

12%

WEARABLE
TECH DEVICE



[N/A]

JAN 2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



we are social

4H 15M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



digital
web
index

1H 55M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



we are social

1H 43M

AVERAGE DAILY
TELEVISION
VIEWING TIME



3H 18M

JAN
2016

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



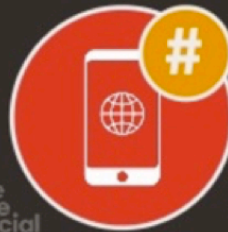
282.1M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



87%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



178.0M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



55%

JAN
2016

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE
INTERNET
EVERY DAY



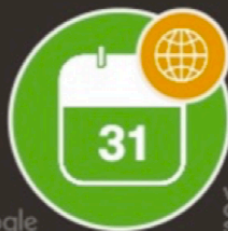
79%

USE THE INTERNET
AT LEAST ONCE
PER WEEK



14%

USE THE INTERNET
AT LEAST ONCE
PER MONTH



6%

USE THE INTERNET
LESS THAN ONCE
PER MONTH



1%

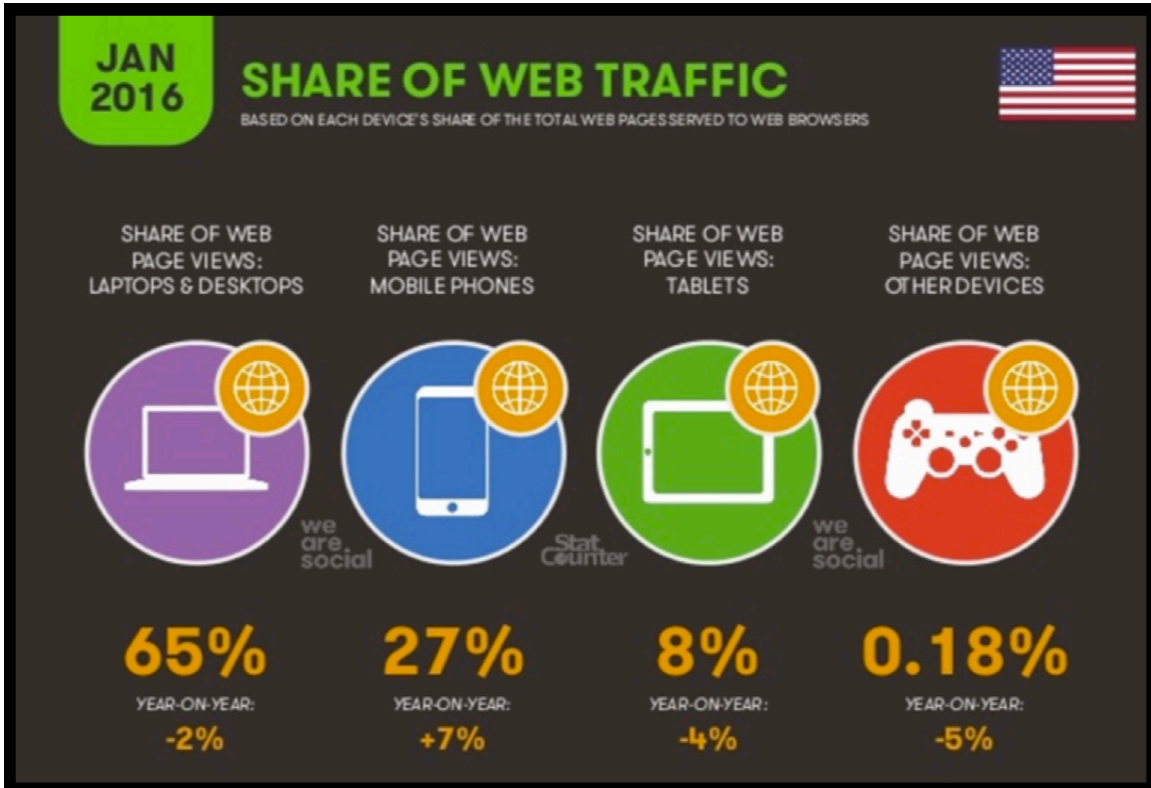
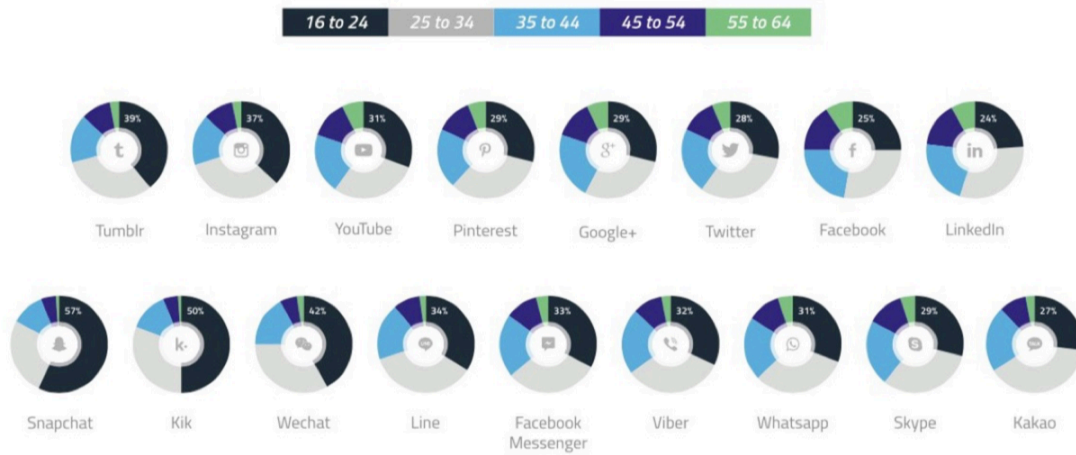


Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE



NUMBER OF PHOTOS POSTED EVERY SECOND



8,796



4,501



810

TEENS SOCIAL MEDIA BEHAVIOR

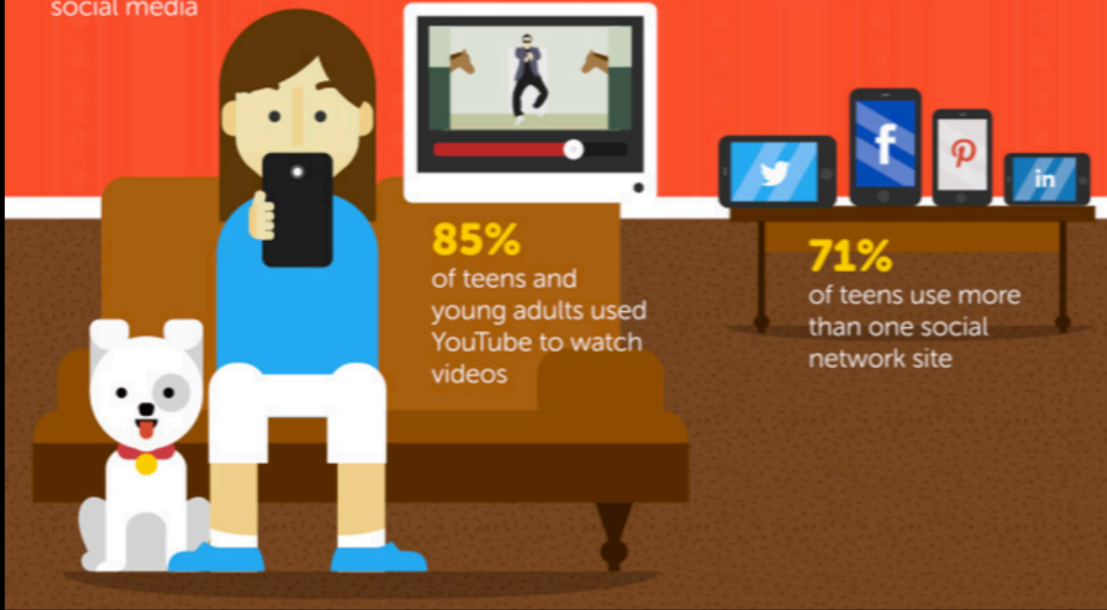
60%

of teens users have shared pictures of themselves on social media



92%

of teens report going online daily



85%

of teens and young adults used YouTube to watch videos

71%

of teens use more than one social network site

Two APPS you should know about



Snapchat



Marco Polo

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- SNAPCHAT is a photo-messaging app that allows users to put a time limit on a sent picture, text, or video so the recipient can see it for only a few seconds before it disappears, though replays are available for purchase via in-app transactions.
- By tapping and holding their own image in the selfie cam, teens enable facial-recognition software that allows them to add animated effects to their selfies.
- The app has gained a reputation as a "sexting" app because outgoing (and incoming) pictures, videos, and texts are not stored on devices, but many teens use it simply to exchange fun, silly pictures
- **Families can talk about**
- the long-term effects of sharing what are assumed to be private moments through apps like Snapchat.

Parents also can remind kids that nothing, once posted to the Internet, ever really goes away -- and it can come back to haunt them.

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MARCO POLO VIDEO WALKIE TALKIE can stay in touch with friends (and anyone else on their contact lists), exchanging video messages in real time or when it's convenient. For example, one person can send a video message, and the recipient can respond when it works for them, continuing the conversation. In contrast to FaceTime or Skype, where you have to be present at the same time, this app lets users have a video conversation on a delay. To spice things up, you can add filters to the videos and add text messages and doodle on-screen.

FAMILIES CAN TALK ABOUT...

- Families can talk about what's appropriate to share using Marco Polo Video Walkie Talkie -- even with friends. What's fun and interesting to send?
- Talk about the advantages of in-person communication versus text and video clips. Though the app allows people to see body language and hear tone of voice, how is sharing through video different from a real-life conversation?
- Discuss using this type of app in balance with other forms of communication and other activities. What are your family's limits on device use?

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Half Of Teens Say They Feel Addicted To Their Devices

- Research is still emerging about whether technology addiction
- Half of all teens reported feeling addicted to their mobile devices,
- 28 percent said their parents are addicted
- 77 percent of parents feel that their teens get distracted by their devices and don't pay attention when parent and child are together
- 44 percent of teens feel the same way about their parents.

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Data was collected from global populations; studies with people living in the United States were the most frequently cited, and studies with people living in China were the second most frequently cited. The literature search covered several primary areas:

- Behavioral and technologic addiction (e.g., theory and rhetoric, empirical observation, and experiments)
- Media use habits (e.g., time spent with and frequency of engaging with media)
- Family approaches to media management
- Prevalence of, attitudes toward, and impacts of media multitasking
- Developmental implications of media use, particularly with respect to empathy and social well-being
- Strategies for mitigating problematic media use

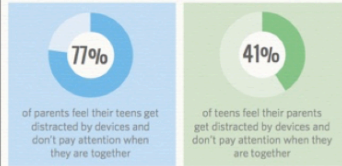
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Is It Causing Family Conflicts?

Teens and parents say they argue about device use:



At least a few times every week ...



The vast majority of families say devices aren't hurting parent-teen relationships ...

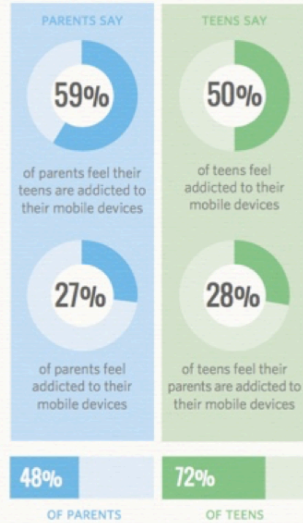


METHODS: Lake Research Partners designed and administered a nationwide telephone survey from February 16 to March 14, 2016, conducting 1,240 interviews of parents (n=620) and their children (n=620) (between the ages of 12 and 18), both of whom used a mobile device. The data for the parents and children sample were weighted slightly by gender, region, age, and race to reflect attributes of the actual population. The margin of error for this sample is +/-4.0%.

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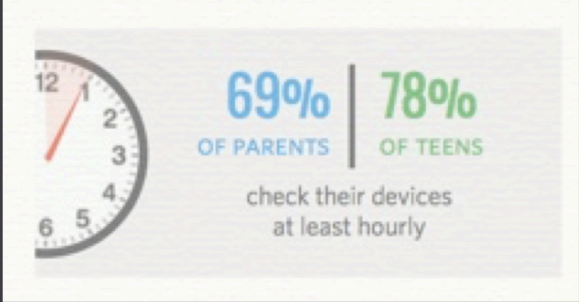
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Are We Addicted?

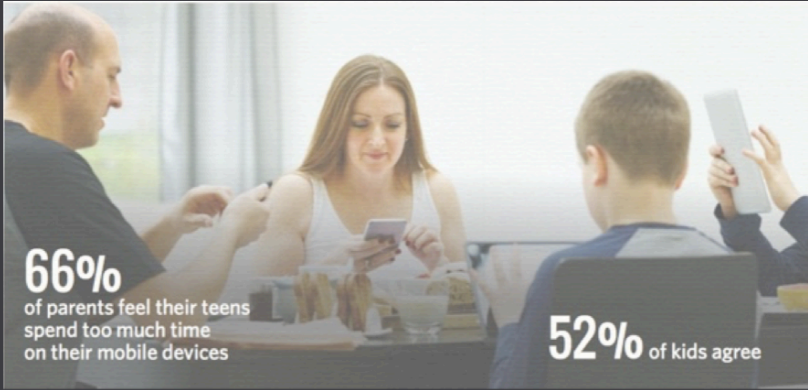


feel the need to immediately respond to texts, social-networking messages, and other notifications

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PHASE



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And most parents are using devices while driving — with kids in the car

56% of parents admit they check their mobile devices while driving

51% of teens see their parents checking/using their mobile devices while driving

PHASE

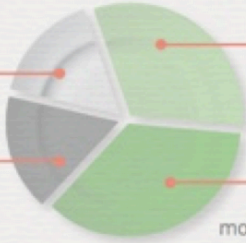


66% of parents and teens say mobile devices are not allowed at the dinner table

When the rule gets broken, who is more likely to break the rule?

16%
equally likely

17%
don't know



32%
of teens say their parents are more likely to break the rule

36%
of teens say they are more likely to break the rule

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Create a Family Media & Tech Plan

If you're wondering how this all affects your kid and your family — well, there's no one-size-fits-all answer. But what's clear is that parents, teachers, and supportive adults can help kids use media and tech in healthy, productive, and responsible ways.

A healthy media diet balances three things:

1. What kids do
2. How much time they spend doing it
3. Whether their content choices are age-appropriate.

Mixing media and tech time with other activities will help families find that happy medium.

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Declare Tech-Free Zones and Times.

Devices are a huge part of screen time, and kids need support in establishing balance and setting limits. Depending on your family, these rules can be as simple as “no phones at the dinner table” or “no texting after 9 p.m.”

Check the Ratings.

Choose age-appropriate, high-quality media and tech for your family. Media and technology can be especially beneficial when used to form deeper relationships, allow for creativity and exploration, and explore identity. Encourage your kids to be creative, responsible consumers, not just passive users.

Talk About It.

Connect with your kids and support learning by talking about what they're seeing, reading, and playing. Encourage kids to question and consider media messages to better understand the role media plays in their own lives.

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Help Kids Understand the Effects of Multitasking.

Research shows that many tweens and teens think multitasking has no impact on the quality of their homework. As parents, we know that helping kids stay focused will only strengthen interpersonal skills and school performance. Encourage them to minimize distractions and manage one task at a time, shutting down social media while working online for homework or engaging in conversation.

Walk the Walk.

Lead by example by putting your own devices away while driving, at meal-times, and during family time. Parent role-modeling shows kids the behavior and values you want in your home. Kids will be more open and willing participants when the house rules apply to you, too.

Seek Expert Help If Needed.

If you observe significant negative issues with your kids' use of media and technology, (e.g., it's harming their mental health, disrupting their relationships, or hurting their academic performance) and you don't feel equipped to address it yourself, consult your pediatrician, a psychologist, a social worker, or another professional for advice.

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