

Families and Technology - US - February 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Awareness of technology's downsides will force a shift in tech brands' messaging
- Parents feel conflicted, but want unplugged family time
- The best way to protect kids from the effects of technology remains unclear
- Predators and cyberbullies are an easily understood threat among parents
- Facebook revelations put data privacy on parents' radar

Mobile devices like tablets and smartphones have become a constant presence in the lives of most kids. Parents are open to new technology, including smart speakers, but have complicated feelings about whether it is a positive or negative force in their kids' lives and are doing their best to keep their kids safe from cyberbullies and online predators.



"Mobile devices and digital platforms have significantly impacted the lives of kids, teens, and parents. Parents are divided on whether this impact is a good thing. They worry about people who may present a threat to their kids online and take varying measures to monitor and control their kids' tech use."

- **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

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