AVG Technologies Digital Diaries: Research, results, and reflections for parents of children ages 10-13

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Introduction

Privacy, autonomy, and authority are complicated topics for families with children entering adolescence. In these digital times, the dilemmas around these issues take on new meaning because many 10-13 year old kids are granted access to the same technology tools and toys as adults. As life at this age increasingly takes place online, families struggle to figure out how best to promote safety, trust, and respect.

With greater access to information and digital social networks comes greater freedom, freedom that many 10-13 year old children are not developmentally ready to handle. This round in the AVG Digital Diaries Series highlights the confusion that families face in establishing rules and guidelines. How can parents promote positive values in a digital culture where things move faster and change is the new normal?

Key Findings

The fourth digital diary study was carried out in September 2011 and surveyed over 4000 parents. As in previous studies, parents in ten countries—US, Canada, the 'EU5' (UK, France, Germany, Italy, Spain), Australia, New Zealand, and Japan-were surveyed.

- By the time they are eleven, a majority of children have become digital adults, graduating onto mainstream social networks such as Facebook and Twitter.
- Fewer than one in ten parents thinks their 10-13 year old knows the most about the Internet in their households.
- 41 percent of parents allow 10- to 13-year-olds to have a PC in their bedroom.
- Six in ten parents have accessed their kids' PCs to see what they are up to online, and half of parents in the English speaking countries have logged into their kids' social media profile, without their knowledge.
- Half of 10-13 year olds in the English speaking countries use social media on their mobile phones and nearly all (92 percent) in the U.S. use gaming consoles to game and connect with friends.

Reflections

The survey shows that parents with 10-13 year old children are trying to make sense of a complicated digital landscape at the same time their child's developmental needs are changing. Basic questions like "who knows more?," "who has to follow the rules?," "is it spying or is it good parenting?" (just to name a few) have always been up for discussion at this age, but for this generation, new technologies add new twists and turns to the old conversations.

To learn more about the Digital Diaries Series visit http://blogs.avg.com/consumer/digital-diaries-podcasts-digital-playground-episode-five/

To learn about Jason Brand, visit http://www.jasonbrand.com.
To learn about Rona Renner, visit http://www.childhoodmatters.org.