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NOW MATTERS

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THE RESEARCH:
ONLINE LIVES OF PARENTS AND TEENS

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Keeping Up With Generation App:
NCSA Parent/Teen Survey

Parents and Teens Are Talking About Online Safety

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TOP CYBER CONCERNS

Parents (72%)

Having someone share their children's personal information online

Teens (65%)

Someone accessing their accounts without permission

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TOP CYBER CONCERNS

<u>Parents and Teens:</u>

Preventing identity theft

Keeping devices secure

How to identify fake emails, social media posts and text messages

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Parents and Teens Place High Priority on Accurate Online Information

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34%

of teens report someone has been mean or cruel to them online in the past year

41%

of teens say that a friend has sought help from them because of something negative online

NATIONAL
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ALLIANCE

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Tensions Over Tech Use

Screen time is the most frequent subject of tech tension between parents and teens

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It's Time to Rethink the Digital Rules

Parents and teens report they have rules for using devices **but struggle with effectiveness**

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Key Takeaways for Parents

1. Teach teens how to help their friends if negative online issues arise

2. Address the issue of screen time tensions

3. Rethink the your digital rules for effectiveness

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