

Ref: 0002 Analysis

Source: "Too Much Time Online", 04/05/2016

PARENTS' CONCERN: TOO MUCH TIME ONLINE

With kids ages 8 to 18 spending on average 44.5 hours per week in front of screens, parents are increasingly concerned that screen time is robbing them of real world experiences. Nearly 23% of youth report that they feel "addicted to video games" (31% of males, 13% of females.) These are the results of a new study of

While I was writing my client brief I decided that it would be important to analyse the problem in further detail as well as any possible methods to aid me in solving my client's wishes. It was proposed that the resource to promote science should be digital and made available online. While my client agreed, I felt that during my brief, I should add a statistic to show that the idea of going online was a choice with a reason behind it.

Interestingly- while the article itself presents this information in a negative light, it actively enforces my decision to host the resource online. It also gives reasons that by making the resource into a game of some sorts may make it popular with my target audience.

When dealing with statistics rather than processes, it is important to ensure that you can prove that these statistics are valid. While it may be hard to find methods to do this, I decided to check who this webpage was affiliated with and make a judgement based on the nature of my results.



With a wealth of partnerships with big names, I decided that anything type on this page would be carefully scrutinised by professionals- therefore it is in my best judgement that I will believe the information and trust the validity of the source.

After gaining this source I will have to do further research with other trustworthy sources to compare figures with them, this will not only serve as further validation for this information, but can also offer a wider insight on statics- positive and negative that may show the benefits of making education and promotion resources available online.