

Significance of Analysis

Increasing Exposure: more children are becoming exposed to the internet at a young age.

Analyzing Patterns: there are some potential patterns between parent background and their child's screen activity.

Potential Impact: through analyzing these patterns, we can address likely correlations with why children are getting online at a younger age and its effects on parenting.

Our Dataset

Pew Research Survey: 5,513 parents of children under 18 were surveyed with various questions about...

- Demographic and socioeconomic background.
- Perspective of social media.
- Their child's screen activity.
- Their perspective on their child's screen activity.
- Much more!

https://www.pewresearch.org/internet/2020/07/28/parenting-children-in-the-age-of-screens/

Are smartphones boon or bane?

Let's find out!

Data Preprocessing

Updated all column names and values to be more intuitive and readable, eliminating the need to refer back to the survey for interpretation.

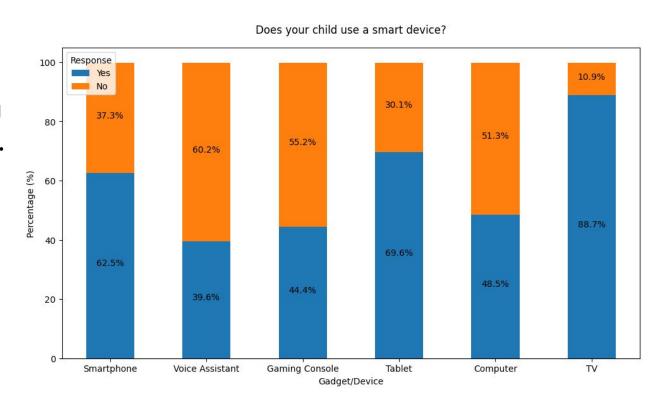
Converted the file from .sav to .csv for easier parsing and calculations.

	Device_type	Language	Smartphone_user	Social_media_user	Videogame_player	TS_on_smartphone
0	Smartphone	English	Yes, I have a smartphone	Yes, I use social media sites	No, I do not play video games	Too much time
1	Laptop/PC	English	Yes, I have a smartphone	Yes, I use social media sites	Yes, I play video games	Too much time
2	Smartphone	English	Yes, I have a smartphone	Yes, I use social media sites	Yes, I play video games	Too much time
3	Laptop/PC	English	Yes, I have a smartphone	No, I do not use social media sites	Yes, I play video games	About the right amount of time
4	Smartphone	English	Yes, I have a smartphone	Yes, I use social media sites	Yes, I play video games	About the right amount of time
3635	Smartphone	Spanish	Yes, I have a smartphone	Yes, I use social media sites	Yes, I play video games	Too much time
3636	Smartphone	English	Yes, I have a smartphone	No, I do not use social media sites	Yes, I play video games	About the right amount of time
3637	Smartphone	Spanish	Yes, I have a smartphone	Yes, I use social media sites	No, I do not play video games	Too little time

Child Screen Usage Breakdown

Around **7 out of 10**parents mentioned
that their child uses a
smartphone or tablet.

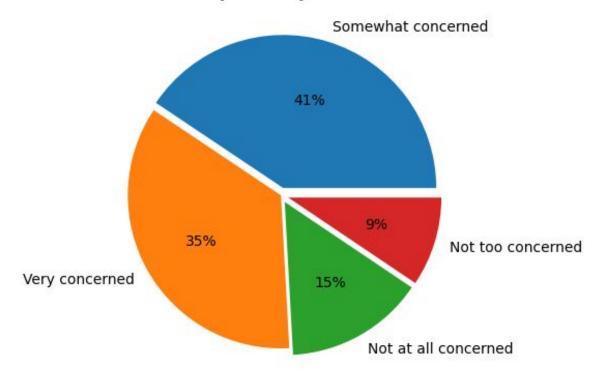
9 out of 10 parents said that their child watches TV.



Are Parents Concerned?

The majority of parents (76%) said they are at least **somewhat concerned** about their child's screen time.

How concerned are you with your child's screen time?



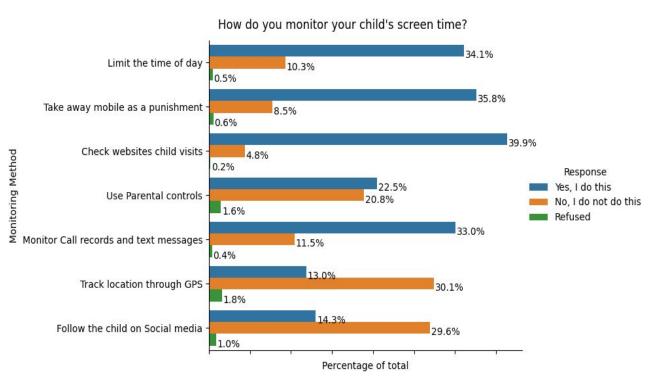
How Do Parents Monitor Screen Time?

What parents do:

- Take screens away as punishment.
- Impose limits.
- Monitor content and communication.

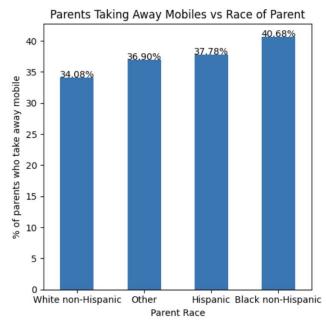
What parents don't do:

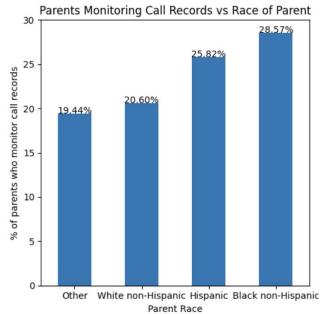
- Follow their child on social media.
- Use GPS services.



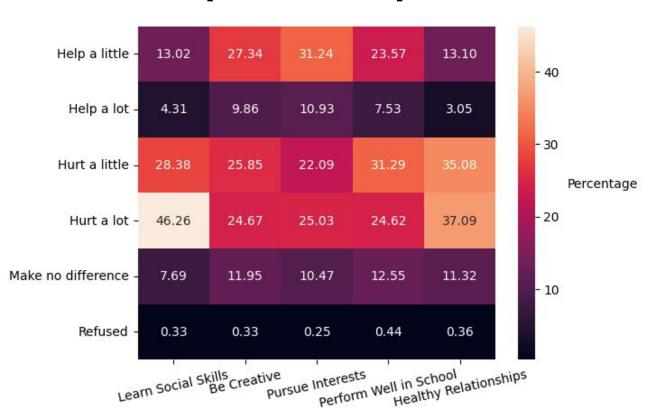
Race and Demographics

We noticed an interesting disparity between race and control over their child's cell phone activity.





Do Smartphones Help Children?



Parents believe they help with...

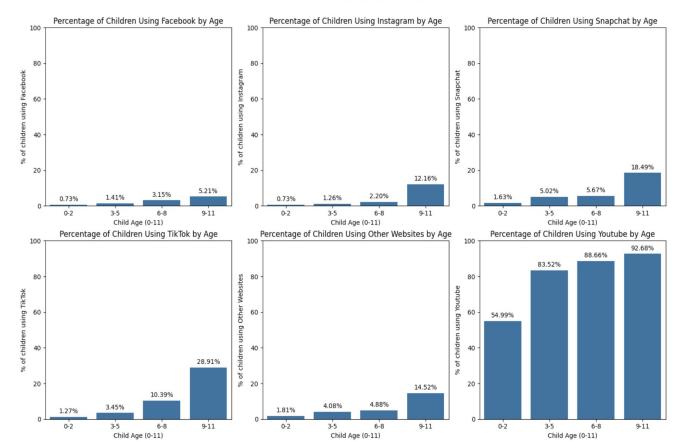
- Pursuit of Interest: 42.17%
- Creativity: 37.2%

Parents believe they do NOT help with...

- Social Skills: 74.64%
- Healthy Relationships: 72.17%

Social Media Usage in Children

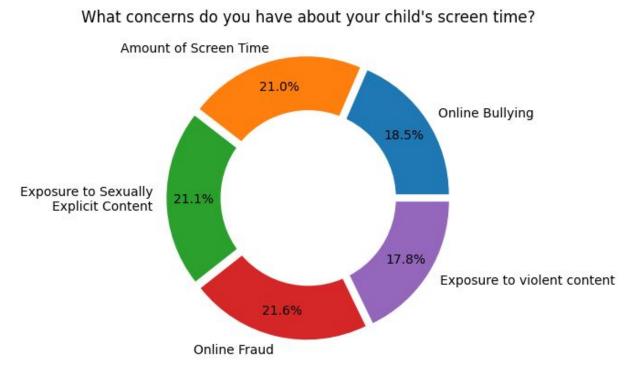
Social Media Usage by Age Groups



There is an increasing trend on social media usage as the child grows.

YouTube is the most prominent social media that children interact with irrespective of age.

What is the Greatest Factor that Concerns Parents?



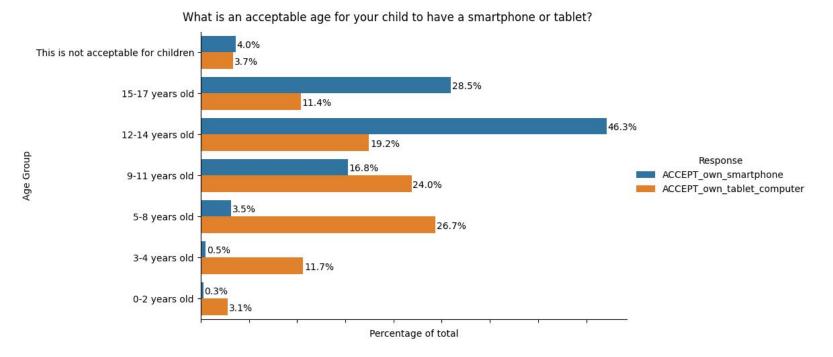
79% of parents say that their greatest concern with their child's screen time relates to the content they see online.

Who Should Take Responsibility in Preventing Inappropriate Content from Children?

Amount of Responsibility	Responsibility of tech companies	Responsibility of government	Responsibility of parents
A lot	41.13%	26.13%	93.98%
Some	40.19%	41.07%	4.31%
Not much	11.68%	20.27%	1.10%
Not at all	6.84%	12.31%	0.47%

Though the government and corporations are responsible for making stringent laws, ultimately it is the responsibility of parents to safeguard their kids.

When Should Children get their Smart Device?

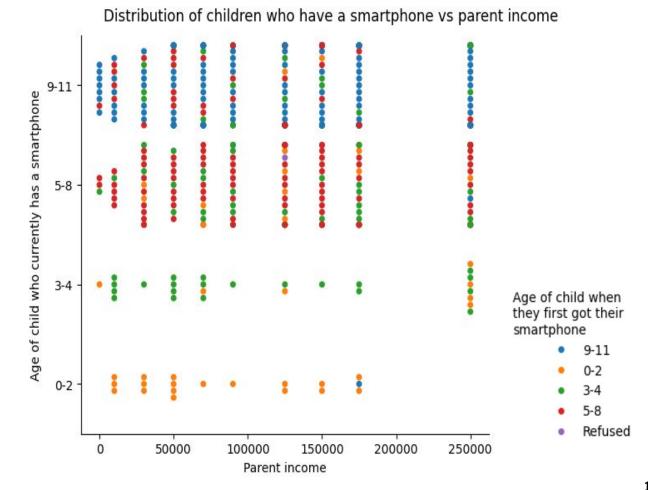


The majority of parents believe 12 to 14 is the ideal age when a child can own a smartphone. It is interesting to note that more parents are willing to give a tablet to their child between the ages of 3 to 8.

Breakdown

This is a graph of parent income and the age of their child who has a smartphone.

It is interesting to see that, irrespective of income, parents are trying to provide children with smartphones from a very young age.

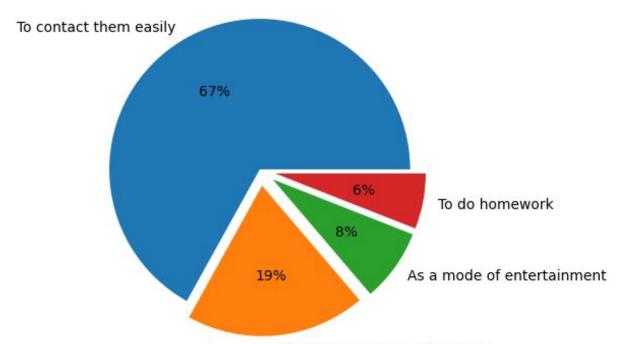


Why Do Children get their Smartphone?

Nearly **2/3 of parents** tend to give a smartphone to their child to contact them quickly.

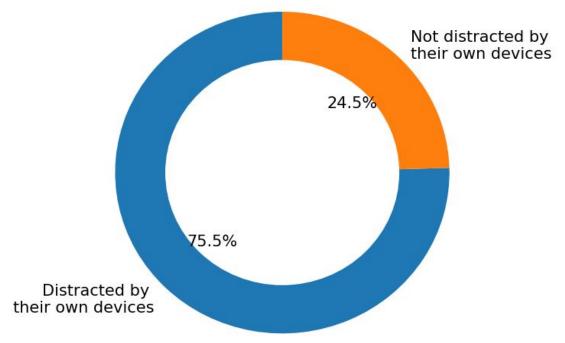
There is a substantial amount of peer pressure involved for children to possess a smartphone (19%).

Why do you want your child to have a smartphone?



How do Smartphones Affect Parent Perspective on How They Parent? Parents who believe they are doing a fair/poor job parenting

Out of the parents who responded that they are doing a fair/poor job as a parent, **75.5%** admit that they are distracted by their own electronic devices.



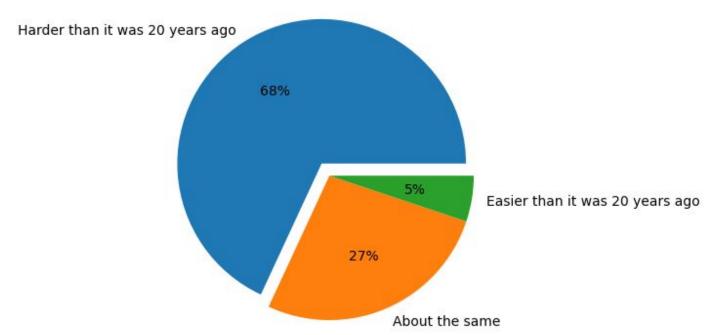
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ĸ	Refuse to proced:
4	. Do you take every this child's smartphone or internet privileges as punishment?
- 3	
8	No. 100 Year No. Year
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34	Bo you limit the times of day or length of time when this child can use acreans?
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4	. New much, if at all, is you easily getting in contact with this child a reason for them to get a smartphore?

A 100 HUND SITE

Smartphones on Parenting Difficulty

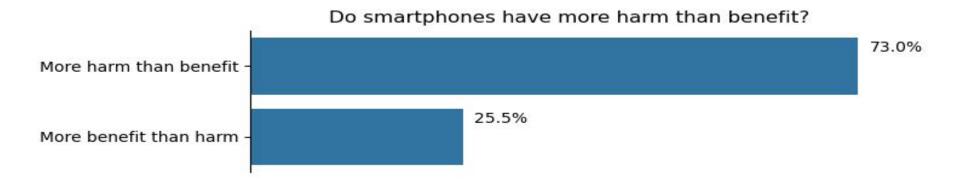
Most parents believe that parenting today is harder than it was 20 years ago.

For most parents, how does parenting today compare to 20 years ago?



Conclusion

It's not surprising that 73% mention that there's more harm than benefit with smartphones.



Although it has become paramount to use a smartphone in mundane life, concrete conclusions on how children are affected by the era of smartphones and internet requires more data.

Thanks for listening!

Questions?