**Parenting in the Age of Screens**

**Topic Overview**

- Why I chose this topic?

- It is a hotly debated theme in parenting, how much screen time is too much? What impact will screens have on a children’s development?

- Since the pandemic occurred last year, was interested in learning more about technology and its effect on us during this time and probably get a glimpse of what will come in the future.

- Everyone has been getting a lot more screen time whether they want to or not. But parents and young children demographic may have had more exposure especially in the Bay Area where there are a lot of jobs in the tech industry which allows parents to work from home while the kids had an online education.

**Dataset Overview**

- Data obtained from Pew Research Center they study trends in Society and Demographics

- Decent sized data set and 3640 parents were surveyed, I shrank down the data in the .CSV file to variables that I wanted to look at

- Parents who had more than one child were asked to talk about one of their children randomly

**Summary Statistics**

- Most of the responses were not numerical but categorical responses and Yes / No answers

- You can see that there are 3640 rows which represent the number of parents

**Perceived Risks/Benefits**

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**Smartphone Usage**

- Parents tended to feel that children should not have their own smartphones before their teens (aged 12 and under) but they would let their children use a smartphone (probably the parent’s smartphone) at young ages (less than 5 years old)

**Tablet**

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**Parenting Today**

- I saw bias in this question as it seems that this question should be asked and compared only to parents who had children under the age 17 20 years ago. How would someone know how difficult it was to be a parent 20 years ago if they weren’t a parent to a child/teen back then?

**Conclusion**

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**Thoughts and Improvements**

- Data that would be interesting to examine would be the studies and results of what child psychologists think about smartphone usage at young ages

- Personally feel children will start using mobile devices at a younger and younger age and the pandemic has sped up this process.

- Difficult to add predictive analytics on parent’s sentiments since their survey was taken just in March 2020

- Another reason difficult to do predictive analytics on sentiments is that the data is mostly not numerical and also people’s opinions may change

- Plan to add linear regression on children’s smartphone usage versus parent’s income to see whether children in poorer households are more likely to use have higher smartphone usage compared to children in richer households