

KEEPING UP *with* GENERATION APP: NCSA PARENT/TEEN ONLINE SAFETY SURVEY

The Complex Digital Lives of American Teens



TEENS



PARENTS



ONLINE ACTIVITIES

60%

Have created online accounts without parents' knowledge.

28%

Suspect their teens have secret accounts.

30%

Say parents are "not aware at all" or "not very aware" of their online activities.

57%

Say they are "not aware at all" or "not very aware" of what their kids are doing online.

ONLINE RULES

TEENS

PARENTS

32%

Must report online incidents that make them feel scared or uncomfortable.

67%

Require teens to report any online incidents that make them feel scared or uncomfortable.

16%

Must share account passwords with parents.

50%

Must share account passwords with parents.

FACING PROBLEMS ONLINE

TEENS

PARENTS

48%

"Never" or "rarely" turn to their parents for help.

65%

Say teens are likely to share problems with them "most" or "all the time".

40%

Turn to friends first.

85%

Hope teens would seek their help first.

NAVIGATING NEGATIVE ONLINE EXPERIENCES

39% OF TEENS RECEIVED SOME SORT OF ONLINE HARASSMENT (I.E. CYBERBULLYING) LAST YEAR. CRUEL MESSAGES WERE MAINLY ABOUT:

52%

Something they said or did.

45%

Their appearance.

25%

Sexual orientation, race, gender.

TEENS HAVE SERIOUS SECURITY, SAFETY AND PRIVACY CONCERNS, SUCH AS:

47%

Someone accessing their account without permission.

43%

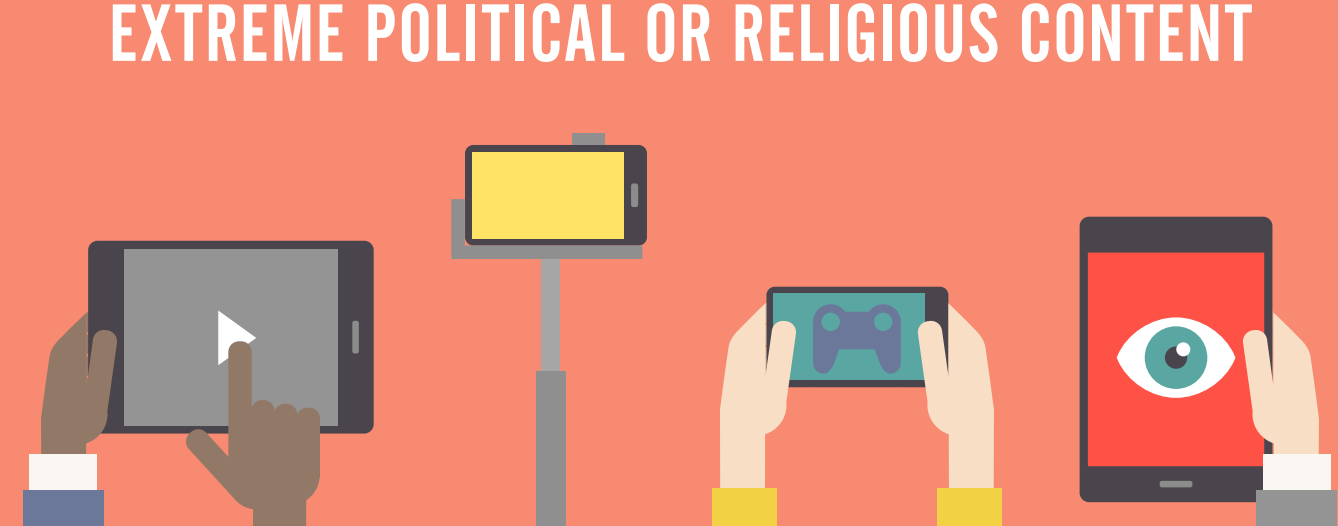
Someone sharing personal information about them online.

35%

Receiving unwanted communications that make them uncomfortable.



ONE IN FOUR TEENS (27%) ARE "VERY CONCERNED" THAT THEY MAY BE TARGETED BY EXTREME POLITICAL OR RELIGIOUS CONTENT



Using the Zogby panel, the NCSA "Keeping Up with Generation App" study co-sponsored by Microsoft surveyed a sample of 804 online teens ages 13 to 17 and a separate sample of 810 online parents of teens ages 13 to 17 between June 7 and 10, 2016. Based on a confidence interval of 95 percent, the margin of error for both surveys is +/- 3.5 percentage points. For the full report and advice on rethinking the family tech talk, please visit www.staysafeonline.org