

# Caution: Safety in a Digital World

Safety in the digital world is important for everyone, but especially for youth.<sup>[1]</sup>

- 99% of teens are online.<sup>[2]</sup>
- 1 in 8 kids say their parents are completely aware of their online world.<sup>[3]</sup>
- 1 in 11 kids say parents have no right to know what they do online.<sup>[4]</sup>

A survey of parents identifies ways trusted experts can help parents keep their middle school and high school children safe in a digital world.

## Parents Care About Digital Safety

67%

Parents wanting help from trusted experts to keep child safe online

53%

Parents extremely/very confident know how to keep child safe online

## Top Strategies Parents Say Keep Kids Safe Online

58%

Open Communication with Parents/  
Trusted Adults

52%

Using Good Judgment

## Parents and Kids Talk More about In-Person than Online Experiences<sup>[5]</sup>

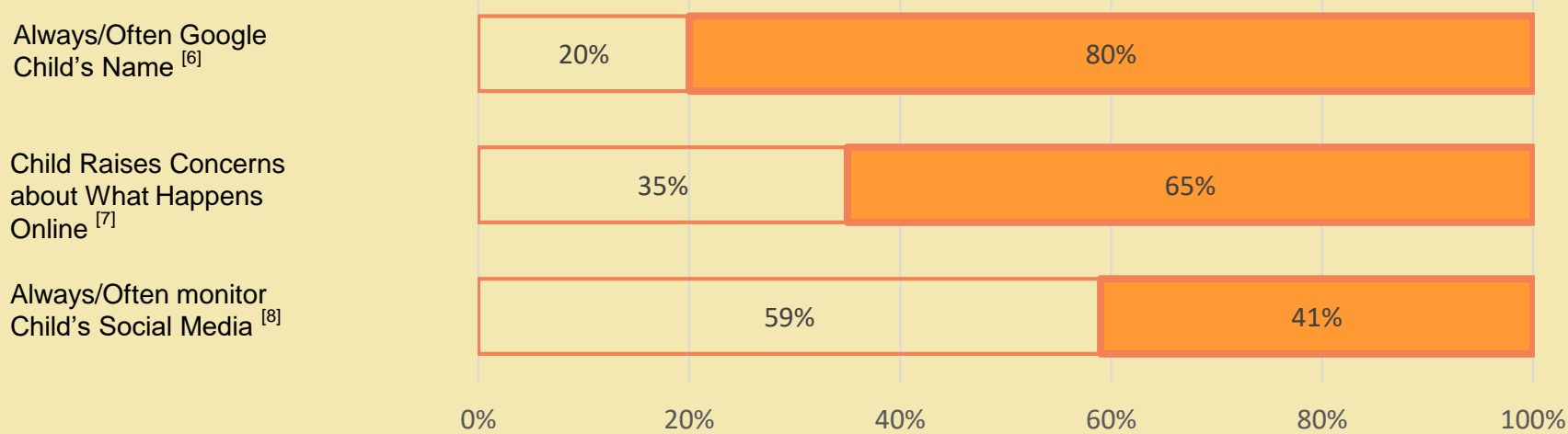
Experiences Child Always/Often Talks with Parent About:

In-Person Social Experiences, 78%

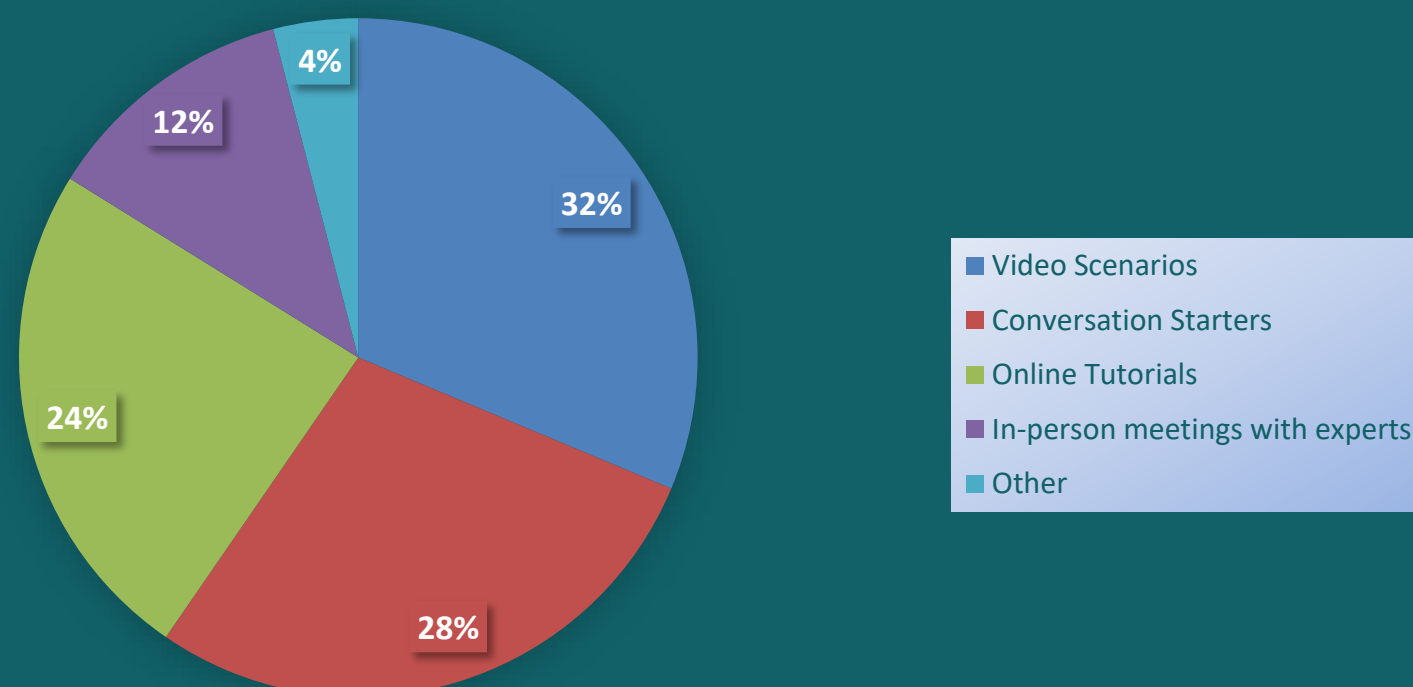
Digital/Online Experiences, 52%

## Parents Are Missing Some Opportunities

Opportunity Taken Opportunity Missed



## Tools Parents Want for Discussing Safety<sup>[9]</sup>



This project is a partnership of the Research Consortium on Digital Safety & Cyber Security Careers:<sup>[10]</sup>



[Keeping Up with Generation App](#) and [NetSmartz Workshop](#) show how to keep kids safe online. To explore Cyber Security careers see [NCSA's Primer](#). For more information on career pathways go to [www.studentresearchfoundation.org](http://www.studentresearchfoundation.org).

**Methodology:** The online survey was fielded during Q2 and Q3 2016. A national convenience sample of 710 parents of middle and high school students responded.

[1] [http://www.missingkids.com/story?utm\\_campaign=d-protectkidsonlinehomepage&utm\\_source=ncmec&utm\\_medium=homepage-feature](http://www.missingkids.com/story?utm_campaign=d-protectkidsonlinehomepage&utm_source=ncmec&utm_medium=homepage-feature)  
 [2] <http://www.pewinternet.org/fact-sheet/internet-broadband/>  
 [3] <https://staysafeonline.org/stay-safe-online/resources/keeping-up-with-generation-reveals-the-complex-digital-lives-of-american-teens-and-parents>  
 [4] <https://staysafeonline.org/about-us/news/national-cyber-security-alliance-survey-reveals-the-complex-digital-lives-of-american-teens-and-parents>  
 [5] Based on: "How often does your child talk to you about what's happening in their life? In person/social experiences? Digital/online experiences?"  
 [6] Based on: "How often do you 'Google' (web search) online information about your child?" "Always" or "Often" is opportunity taken, "Sometimes," "Seldom," or "Never" is an opportunity missed.  
 [7] Based on: "How often do you raise concerns to you about what happens online versus in-person? Yes (Opportunity Taken) or No (Opportunity Missed)"  
 [8] Based on: "How often do you monitor your child's social media?" "Always" or "Often" is opportunity taken, "Sometimes," "Seldom," or "Never" is an opportunity missed.  
 [9] Based on: "What ONE thing would be most helpful to you guiding and informing your conversations with your child about digital/online safety?"  
 [10] This project is a collaboration of the following organizations: National Cyber Security Alliance, National Center for Missing & Exploited Children, National Girls Collaborative Project, National PTA, and Student Research Foundation.