Caution: Safety in a Digital World

Safety in the digital world is important for everyone, but especially for youth.18
• 99% of teens are online.12
• 1 in 8 kids say their parents are completely aware of their online world.13
• 1 in 11 kids say parents have no right to know what they do online.14

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

- Experiences Child Always/Often Talks with Parent About:
  - Digital/Online Experiences, 52%
  - In-Person Social Experiences, 78%

Parents Are Missing Some Opportunities

- Always/Often Google Child’s Name
  - Opportunity Taken: 23%
  - Opportunity Missed: 77%
- Child Raises Concerns about What Happens Online
  - Opportunity Taken: 50%
  - Opportunity Missed: 50%
- Always/Often monitor Child’s Social Media
  - Opportunity Taken: 65%
  - Opportunity Missed: 35%

Tools Parents Want for Discussing Safety

- Video Scenarios: 32%
- Conversation Starters: 32%
- Online Tutorials: 12%
- In-person meetings with experts: 10%
- Other: 28%

This project is a partnership of the Research Consortium on Digital Safety & Cyber Security Careers.

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.