



The AVG 2015 Digital Diaries Executive Summary

Introduction

The AVG Digital Diaries is a growing body of research that explores how technology is changing parenting and childhood around the world and helping parents and children live better lives online

The research, conducted by [AVG® Technologies](#) N.V. (NYSE: AVG), the online security company™ for more than 200 million monthly active users, examined children's perceptions of their parents' mobile device use, and uncovered some worrying trends.

From pregnancy and birth, through early childhood to the teenage years, The AVG Digital Diaries take a look at how children are growing up in a digital world—and how parents are rising to the challenge.

[Our first entry in 2010](#) looked at the digital life of children in ten countries around the world. At that time, we found that a child's digital identity typically started at the age of six months. In 2014, we found that nearly a third of parents said they shared ultrasound photos online, which saw that digital identity began much sooner than before. We also heard that children, between three and five, showed signs of feeling more confident with technology than they were with more physical skills, such as swimming, or even learning to tie their shoes.

The 2015 Digital Diaries

This year, we surveyed families with children from ages eight to thirteen, with a particular focus on the way that smartphones are changing the relationship between parents and their kids. We asked how smartphones are shaping the habits of parents and kids, alike—and how those habits make the rest of the family feel.

The results are quite telling. A significant amount of family members agree: we're spending too much time on our smartphones.

Kids and smartphones are competing for attention

Mobile phones are gaining an increasing share in the battle for parental attention, with a third of children, surveyed for a recent study, saying their parents spent equal or less time with them, than on their devices.

Kids say that parents check their devices too often

Hinting at ongoing digital intrusion upon family life, over 50 percent of the children questioned, felt that their parents checked their devices too often (54 percent); and their biggest grievance, when given a list of possible, bad device habits, was that their parents allowed themselves to be distracted by their device during conversations (36 percent) – something that made a third of the complainants feel unimportant (32 percent).

Be Yourself



Parents agree, and worry about the consequences

When asked about their device use, half of all parents agreed that it was too frequent (52 percent), and many also worried about how this looked to the younger generation. Almost a third (28 percent) felt that they didn't set a good example for their children with their device use.

What AVG Says:

"With our kids picking up mobile devices at an increasingly younger age, it is really important that we set good habits within the home, early on," said Tony Anscombe, Senior Security Evangelist at AVG Technologies. "Children take their cues from us for everything else, so it is only natural that they should do the same with device use. It can be hard to step away from your device at home; but with a quarter of parents telling us that they wished their child used their device less (25 percent), they need to lead by example and consider how their behavior might be making their child feel."

In a country by country comparison, Brazilian parents topped the survey for device use, with 87 percent of children stating their parents used mobile devices too much. More worryingly, 59 percent of Brazilian parents admitted to using the phone while driving – interestingly, 56 percent of children in Brazil also said they would confiscate a parent's device, if they could.

Kids competing with mobiles for parents' attention

AVG surveyed over 6,000 people to examine the relationship between parents, children and smartphones*



54%

of children felt parents checked their devices too often



32%

of kids feel unimportant when parents get distracted by their phones



52%

of parents agreed that they check their devices too frequently



28%

of parents felt their device use did not set a good example



25%

of parents want their child to use their device less

* AVG commissioned an online survey, interviewing parents and their children, between the ages of 8-13, to identify perceptions and realities of parental device use in the following markets: Australia, Brazil, Canada, Czech Republic, France, Germany, New Zealand, the United Kingdom and the United States. A total of 6,117 completed the survey during June 2015. The market research company, Research Now, carried out the fieldwork using their proprietary panels.

To learn more about AVG Digital Diaries, visit <http://now.avg.com>



Methodology:

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About AVG Technologies (NYSE: AVG)

AVG is the online security company providing leading software and services to secure devices, data and people. AVG's award-winning technology is delivered to over 200 million monthly active users worldwide. AVG's Consumer portfolio includes internet security, performance optimization, and personal privacy and identity protection for mobile devices and desktops. The AVG Business portfolio - delivered by managed service providers, VARs and resellers - offers IT administration, control and reporting, integrated security, and mobile device management that simplify and protect businesses.

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Tony Anscombe, Senior Security Evangelist

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