

Growing Up Online

KASPERSKY^{LAB}

Connected Kids



iconKIDS
& YOUTH

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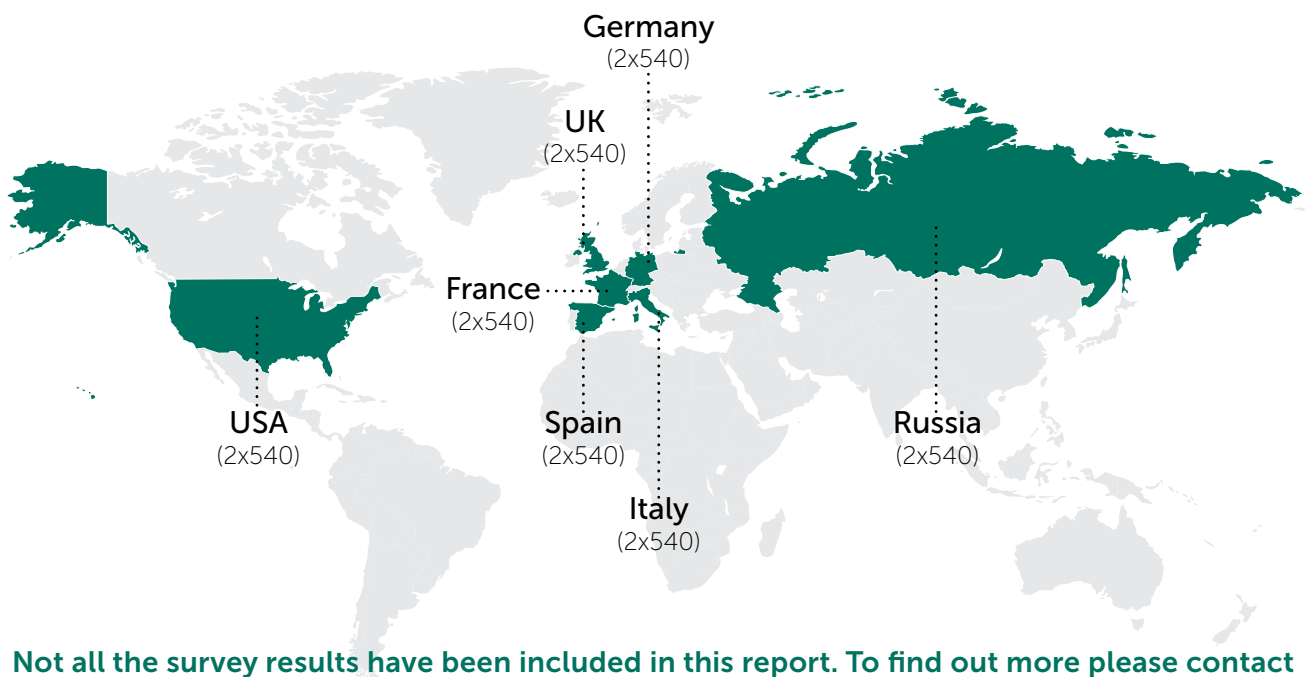
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Main Findings

- **44%** of 8 to 16 year olds are online constantly, with social media, chat apps and entertainment sites among the preferred activities
- **More than half** of kids admit they cannot imagine life without their smartphone (**73%** of 14 to 16 year olds), with just under half of them taking it to bed at night. Four in ten are reluctant to put their smartphone down during mealtimes
- Up to **40%** of kids disclose sensitive data about themselves on social media, including the places they visit, their parents' income and their home address
- **One in three** young people lie about their age online; **20%** of 11 to 13 year olds and one in six 14 to 16 year olds have pretended to be older
- As kids get older, social media and instant messaging start to dominate social interaction, with offline activities and interests also moving from real to virtual life
- **37%** of young people reported that they have encountered dangers online, including inappropriate content, financial threats and bullying. Of those who admit to being online constantly, this figure rises to a half (**47%**)

Methodology

The research, undertaken for Kaspersky Lab by iconkids & youth, surveyed online 3,780 families with children aged 8 – 16 (one parent and one child per family) in seven countries:



Not all the survey results have been included in this report. To find out more please contact Kaspersky Lab.

The world in their hands

The Internet 'lifeline'

The Internet is embedded in the lives of young people. It connects them to their family and friends and it's where they go for entertainment, news and information. Four in ten (44%) admit to being online constantly; ranging from 25% of those aged eight to ten to 61% of 14 to 16 year olds. The most intensive online users are in the United States and Russia; here daily use is the norm for 83% and 88% of children respectively. Over half of these daily users say they are almost always online (51% and 56%).

Smartphones have become the primary device for going online, with computers and laptops now mainly used for school work and watching movies. More than half of kids admit they cannot imagine their lives without smartphones, rising to almost three quarters (73%) of 14 to 16 year olds. Interestingly, for children in the UK and France their main device is the TV, but the smartphone comes in a close second.

	GLOBAL	Gender		Age		
		Boys	Girls	8-10 years	11-13 years	14-16 years
Smartphone	55%	53%	58%	33%	59%	73%
TV	48%	50%	45%	57%	47%	40%
Computer/ Laptop	43%	49%	37%	37%	44%	48%
Tablet, for example iPad, Kindle Fire	32%	32%	31%	38%	32%	25%
Books (printed)	22%	19%	26%	25%	22%	20%
Radio	11%	10%	12%	12%	9%	12%
EBook Reader	7%	7%	8%	8%	6%	7%
I can do without all of them	7%	7%	8%	9%	8%	5%
I can't do without any of them	4%	4%	3%	4%	3%	3%

What can you not do without in your life?

Respondents: Children

Protection, peer pressure and pester power: how kids get their hands on devices

Parents everywhere want the reassurance of knowing their children can always reach them and this is the main reason they provide their children with mobile phones (62%). 56% hand one over mainly so that they can always reach their kids.

In addition, many parents regard being able to use connected devices as an essential life-skill so issue their children with computers (56%), mobile phones (35%) and tablets (33%).

44% of young people say they use a connected device because their friends do, so it is not surprising to find that one in four (27%) parents let their child have a mobile phone because they appreciate that not having one would make their child feel excluded at an age when they most desperately need to belong. 52% of parents give their child a mobile phone so they can stay in touch with their friends.

	Computer / Laptop	Tablet, e.g. iPad	Cell phone, Smartphone, iPhone	Game console with Internet access	Smart TV
Because my child has to learn how to use it	56%	33%	35%	15%	20%
Insofar as my child doesn't have it, he/she is treated as an outsider	47%	17%	27%	12%	7%
My child absolutely wanted to have it	31%	39%	49%	40%	12%
So that my child can play with it / watch videos / for entertainment	31%	40%	24%	38%	22%
So that my child can maintain contact with his / her friends	19%	20%	52%	9%	5%
So that my child no longer uses my own device	16%	22%	25%	6%	5%
Because I want to stay in contact with my child	8%	11%	56%	8%	4%
So that my child can always reach me	7%	9%	62%	5%	8%
My child should have that: I think this is an obvious matter	0%	17%	33%	14%	11%
Other reasons	3%	2%	1%	1%	1%

Reasons as to why my child received the devices as a present or has been allowed to use them.

Respondents: Parents

An active online life

The list of young people's daily online activities is dominated by communication platforms, including social media (35%) and messaging apps (35%). Playing games (27%) and watching movies (22%) take third and fourth spots.

Girls and boys have slightly different opinions regarding the online activities they couldn't live without. For boys, online gaming comes top for just over half (54%), while girls pick movies as their must-have Internet activity (41%). For both genders, third and fourth places are taken by social media and messaging apps.

	GLOBAL	Gender		Age		
		Boys	Girls	8-10 years	11-13 years	14-16 years
Play online games	43%	54%	33%	49%	43%	39%
Watch movies/ videos	42%	43%	41%	43%	41%	41%
Social networks such as Facebook, Twitter, Instagram	35%	32%	38%	19%	36%	49%
Instant messengers, such as WhatsApp, Viber	33%	29%	37%	19%	36%	44%
Use for school/ training / vocational	28%	26%	30%	25%	29%	31%
Listen to online radio / stream music, download music	25%	22%	28%	19%	25%	31%
Search for information, e.g. latest news, sports, hobbies, events, local issues	21%	22%	20%	15%	22%	24%
Calls over the Internet/ Skype	19%	19%	20%	14%	21%	23%
Download/ upload photos, videos, texts in social networks or other forums	19%	17%	20%	12%	19%	24%
Write e-mails	18%	17%	20%	13%	17%	24%
Tutorials, learning programs, forums for hobbies, leisure, etc.	15%	14%	15%	12%	15%	17%
Online learning courses, e.g. for school / training / vocational	12%	12%	13%	11%	11%	15%
Newsgroups, blogs or Internet forums: personally read or write	10%	9%	11%	6%	10%	14%
Online shopping, e.g. Ebay or Amazon	9%	9%	10%	6%	9%	12%
Online banking	5%	5%	5%	4%	4%	6%
I can do without all of them	9%	9%	9%	11%	9%	7%

**With which Internet activities would you under no circumstances want to do without?
What should be available on the Internet?**

Respondents: Children

Online communications are also used by many to complement face-to-face meetings and phone calls.

Rank 1+2

	CHILDREN	Age		
		8-10 years	11-13 years	14-16 years
Meet face to face	72%	82%	70%	65%
Instant messengers (Skype, WhatsApp etc.)	37%	23%	41%	47%
Traditional phone calls	21%	25%	21%	17%
Social networks (Facebook, Twitter etc.)	19%	11%	20%	26%
SMS	17%	9%	19%	22%
Video telephony, video calls	7%	7%	7%	8%
E-mail	2%	2%	2%	2%

How do you personally maintain contact with your friends, in the first place, second place and so on until the least?
Respondents: Children

However, as children get older, social media, instant messaging and SMS usage start to dominate their social contact. At the same time, other offline activities start to move online, including entertainment, learning and keeping in touch with friends.

	GLOBAL	Gender		Age		
		Boys	Girls	8-10 years	11-13 years	14-16 years
Play games	45%	51%	40%	40%	47%	48%
Watch videos/ movies	44%	46%	43%	39%	45%	48%
Listen to music	44%	41%	47%	33%	46%	51%
Search for information on hobbies/ leisure	43%	43%	43%	35%	44%	49%
Learning for school/ training/ profession	33%	32%	33%	26%	33%	39%
Inform myself about current world events/ news	33%	33%	33%	23%	32%	43%
Keep in touch with friends	32%	31%	32%	19%	32%	43%

Which of these do you more frequently do over the computer and smartphone, on the Internet? And which of them do you more frequently do in real life, without the computer, smartphone and also outside of the Internet?
Option "More frequently over the computer / smartphone, as such on the Internet".

Respondents: Children

Surprisingly, 31% of kids have completed financial transactions on the Internet and would like to do it again. This includes buying apps in app stores (23%), online shopping (16%), in-app purchases (15%) and even gambling (5%).

Young people everywhere also use the Internet to find news (58% rising to 72% of 14 to 16 year olds) and general information (74%); using them more than traditional offline resources. In other words, many prefer to Google "Why is the sky blue?" rather than asking their family members about it. As children get older, they are more likely to turn to the Internet than their family for information, but the proportion asking advice of a friend remains the same.

	GLOBAL	Gender		Age		
		Boys	Girls	8-10 years	11-13 years	14-16 years
Internet	74%	75%	72%	64%	75%	81%
Family	52%	50%	53%	61%	49%	45%
TV	33%	34%	32%	34%	33%	32%
Books (printed)	30%	28%	32%	34%	29%	28%
Friends	27%	27%	26%	28%	26%	26%
Newspapers / magazines that one can buy at the store	9%	9%	9%	9%	9%	10%
Radio	6%	7%	6%	7%	6%	6%
I never / almost never inform myself about it	5%	5%	5%	5%	5%	5%

When it comes to general information, for example, on the topics of nature, art, history, and politics. Where or how can you in this case say you inform yourself fairly regularly?

Respondents: Children

Many young people consider the information they find online to be as trustworthy as the information they get from their friends, and often slightly more reliable than that which is shown on television. Children in the United States and Russia have the most faith in what they find on the Internet, while German kids are more skeptical and by far the least trusting.

However, the study also reveals that despite the natural inclination of adolescents the world over to think their parents know nothing, 89% admit they trust what their parents and other family members tell them more than anyone or anything else.

	GLOBAL	USA	Russia	EU	France	Germany	Italy	Spain	UK
Family	89%	92%	89%	89%	86%	89%	90%	91%	88%
Friends	73%	81%	73%	71%	69%	69%	69%	77%	74%
Internet	73%	82%	77%	70%	70%	61%	70%	74%	76%
TV	72%	79%	64%	72%	75%	68%	68%	69%	79%
Books (printed)	69%	74%	62%	69%	74%	59%	66%	73%	73%
Radio	60%	68%	46%	61%	70%	62%	54%	56%	64%
Newspapers / magazines that one can buy	57%	68%	42%	58%	67%	54%	53%	58%	59%

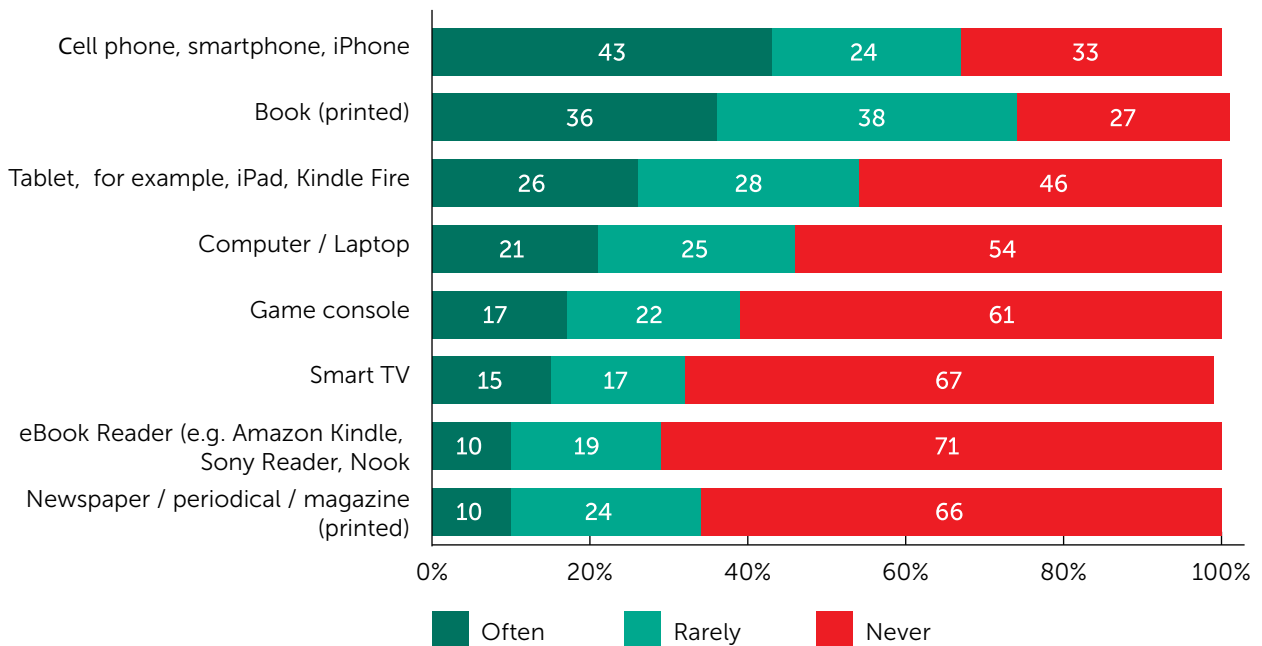
What you again have listed here are options where or how you can inform yourself about current events / news. To what extent do these sources tell the truth, to what extent do you trust these sources?

Options: "I extremely trust / I tend to trust".

Respondents: Children

Day and night

Young people are impossible to separate from their smartphone. Just under half take them to bed at night, rising to 64% of those aged 14 to 16. When they switch off the phone, they switch off the world – so chances are high that most simply set the device to silent when heading off to sleep. *Another study found that nearly half (44%) of teenagers believe their digital devices interfered with their sleep.*



How often does your child use the following things in bed when he / she goes to sleep at night?

Respondents: Parents

According to the parents, daytime habits are only slightly better. 40% say their children are unwilling to put their devices to one side during mealtimes. The same situation is seen when kids meet family members or friends – 53% continue to use their devices, although 31% try to limit what they do.

	GLOBAL	USA	Russia	EU	France	Germany	Italy	Spain	UK
In such situations, my child uses his / her cell phone / tablet and also doesn't find it wouldn't be fair to others. This is quite normal nowadays.	22%	36%	31%	17%	13%	18%	11%	21%	23%
In such situations, my child make a conscious effort to use his / her cell phone / tablet rarer than he / she does otherwise.	31%	31%	35%	31%	26%	35%	35%	30%	27%
In such situations, my child deliberately refrains from the use of his / her cell phone / tablet.	35%	23%	33%	37%	43%	41%	37%	33%	33%
Child doesn't use a cell phone / tablet – Child doesn't own a cell phone / tablet.	12%	10%	1%	15%	18%	6%	16%	16%	17%

Let's imagine, your child is sitting together with friends / family members and all are talking to each other. How does your child own use of the cell phone / tablet look like in such situations?

Respondents: Parents

Invisible friends

Who's watching who?

Social media and chat apps offer a seamless extension of real-world relationships, allowing young people to stay in touch with the friends and family who matter most to them, wherever they are. This gives young people a sense of security and intimacy that is vitally important during adolescence. However, this innate trust is not always wholly justified – and that can make children extremely vulnerable.

On average, 14 to 16 year olds are likely to be connected to around 30 friends on social media – but have around 14 further 'friends' whom they have never actually met.

	GLOBAL	Gender		Age		
		Boys	Girls	8-10 years	11-13 years	14-16 years
Friends who are my age, and I also know in real life (= excluding smartphone/ computer/ Internet)	22	20	25	15	20	30
Friends who are my age, and I do not know in real life	10	10	10	5	9	14
Adult family members	5	5	6	5	5	6
Other adults, who I also know in real life	5	5	5	4	4	5
Adults, who I do not know in real life	0	0	0	0	0	0

How many friends do you have in the social networks?

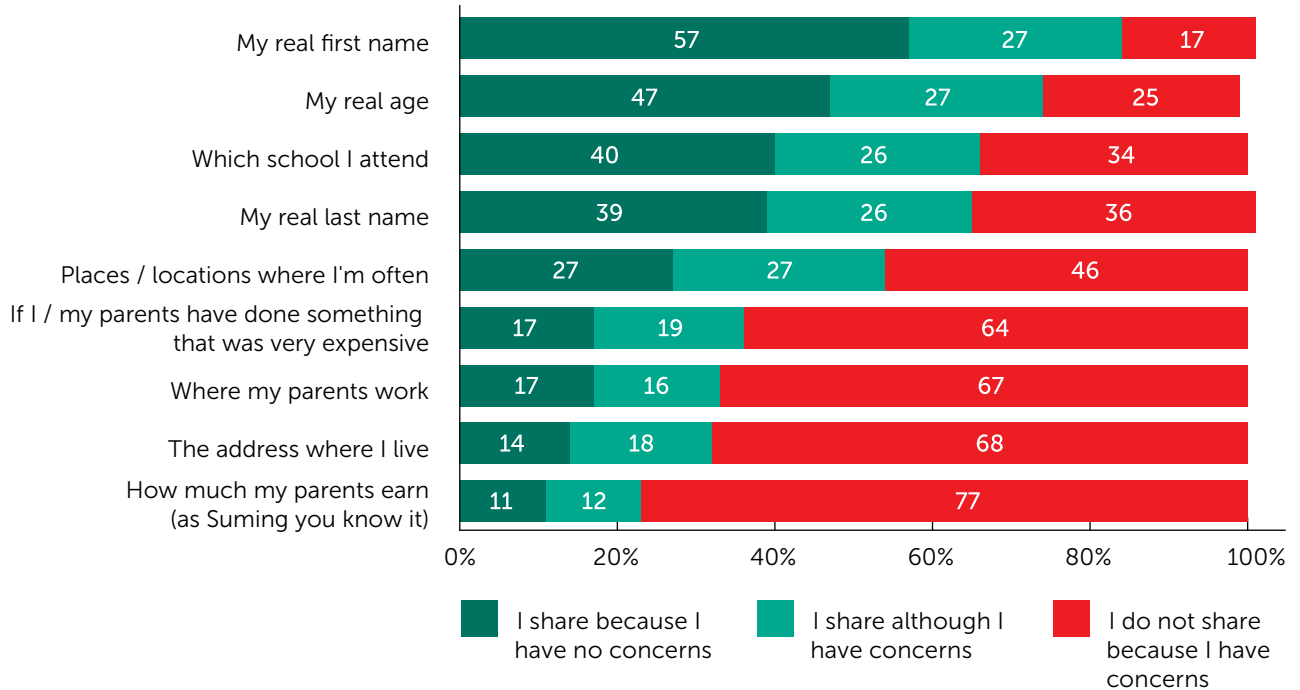
Respondents: Children

The reflects the findings of the [netchildrengomobile](#) study which discovered that around one in ten 15 to 16 year olds accept all 'friend' requests, and around a quarter accept requests from those with whom they have friends in common but have never met in real life.

The most worrying finding of this report, however, is that one in four nine-to-13 year olds with unofficial Facebook profiles lack understanding about who to connect with, with 14% willing to accept all requests.

Further, the perception of being part of a private community of trusted friends can lead young people to reveal things about themselves on social media that they would not share if they realized how many strangers could be reading and even sharing their posts.

This includes their address and school, as well as locations they visit often – making themselves worryingly easy to find. One in three admitted to mentioning something their parents had done that was very expensive. However, there are clear differences among the countries. While young German and French children are comparatively discrete about the data they disclose, young Americans and Russians often reveal information about themselves online without a second thought.



Listed here, is various information that you can share on social networks about yourself. Which of the answers listed here apply to you personally?

Respondents: Children

Lying about age

The desire to live the life of someone a few years older is a characteristic feature of adolescent life, and it comes as no surprise to find it alive and well online.

One in three (31%) is prepared to lie about their age online. 20% of 11 to 13 year olds pretend to be older than they really are and one in six (15%) 14 to 16 year olds do the same. This carries significant risk. In the worst case, it could lead to children being approached by inappropriate adults who believe them to be adult too, not to mention being exposed to adult content.

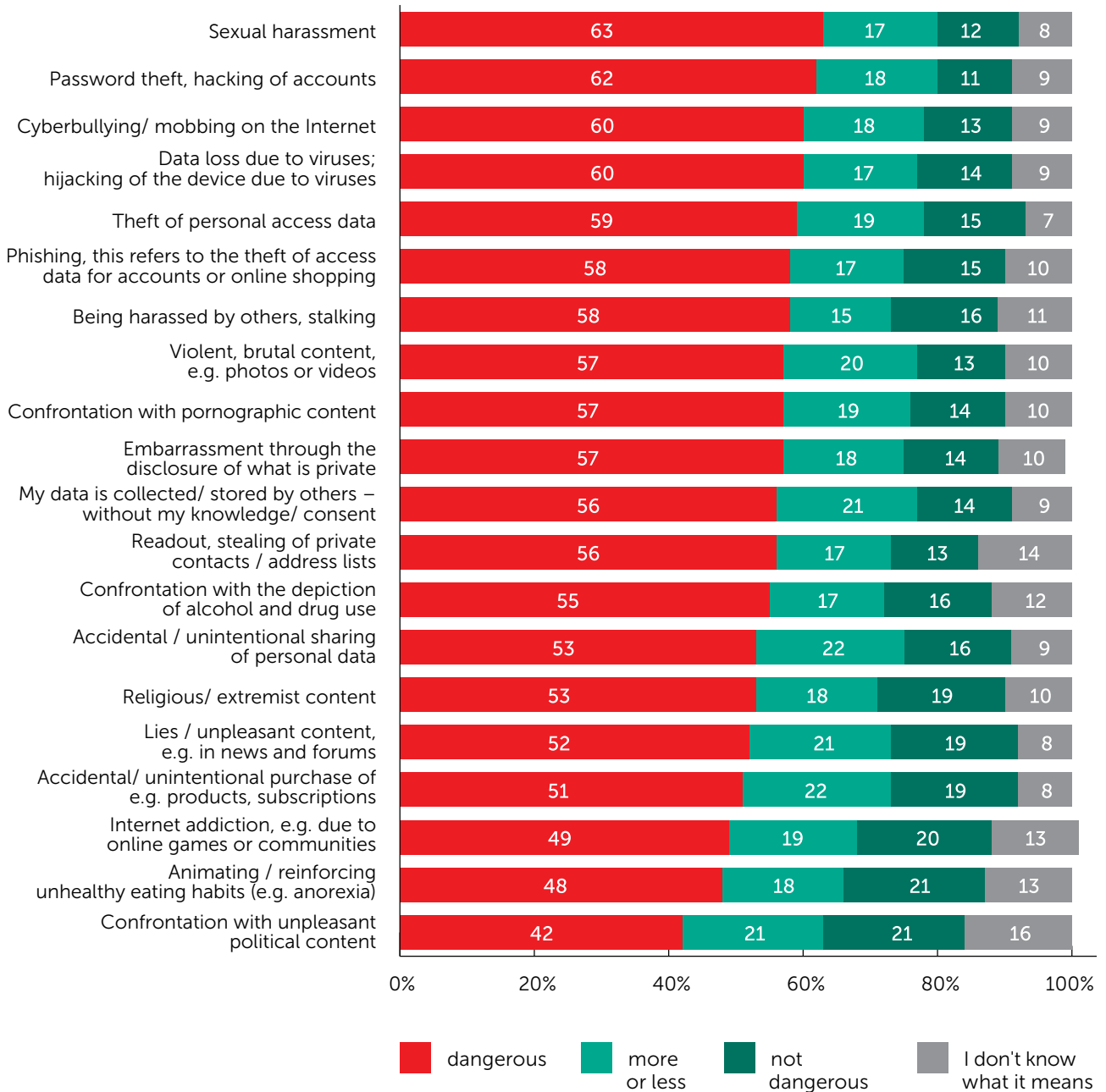
	GLOBAL	Gender		Age		
		Boys	Girls	8-10 years	11-13 years	14-16 years
My real age	70%	68%	72%	74%	64%	72%
I present myself younger than I am	4%	4%	3%	5%	4%	3%
I present myself older than I am	17%	18%	15%	14%	20%	15%
Different ages on various websites	10%	9%	11%	6%	12%	10%

Which age do you indicate on websites, for example in the social networks or on other sites?

Respondents: Children

Feel the fear and do it anyway

The vast majority of the children and adolescents surveyed are acutely aware that the Internet can be dangerous and distressing. Six in ten worry about cyber-bullying and well over half (57%) fear encountering inappropriate content such as violence or pornography.



How do you rate the danger in each case for you personally on the Internet?
 Respondents: Children

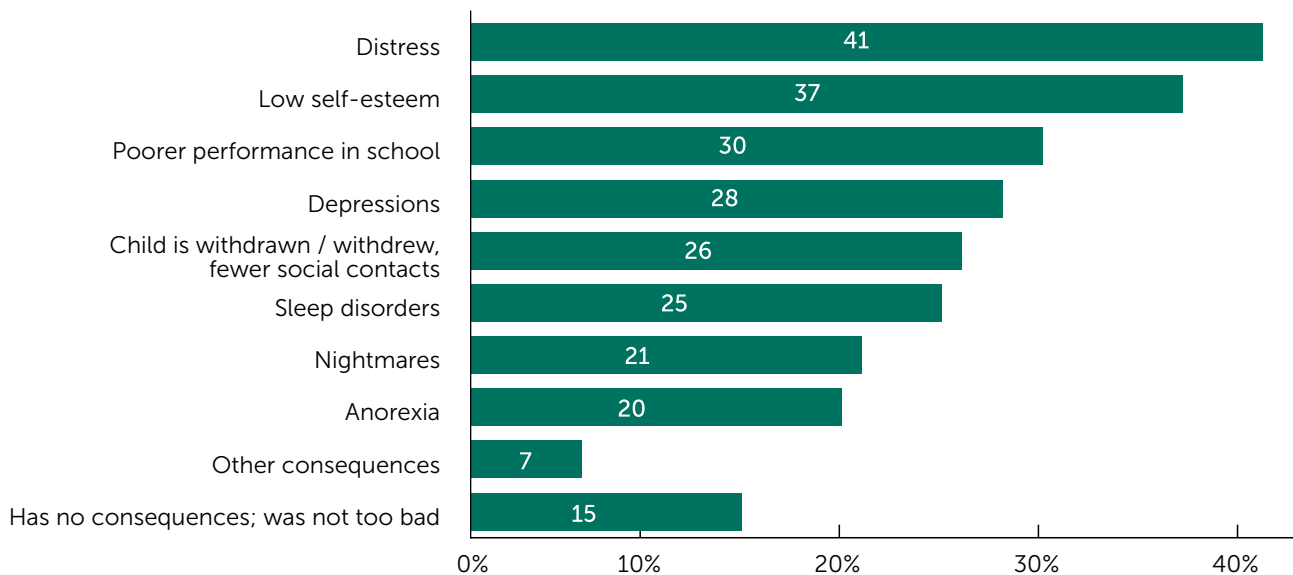
At the same time, 37% of young people reported that they have encountered such dangers online (52% among kids in America and 56% among Russian children). Remarkably, among those who claim to be online constantly, a half (47%) has encountered one of these risks, compared to just a third (30%) of those who are online less frequently.

	GLOBAL	Constant usage of Internet	No constant usage of Internet
Confrontation with pornographic content	8%	11%	5%
Data loss due to viruses; hijacking of the device due to viruses	8%	12%	5%
Password theft, hacking of accounts	6%	10%	4%
Lies / unpleasant content, e.g. in news and forums	6%	9%	4%
Violent, brutal content, e.g. photos or videos	6%	9%	4%
Accidental / unintentional purchase of e.g. products, subscriptions	6%	9%	4%
I was harassed by others, stalking	5%	7%	3%
Cyberbullying / mobbing on the Internet	4%	7%	3%
Internet addiction, e.g. due to online games or communities	4%	6%	2%
My data were collected / stored by others – without my knowledge / consent	4%	6%	2%
Accidental/ unintentional sharing of personal data	4%	5%	2%
Embarrassment through the disclosure of what is private	3%	5%	2%
Confrontation with the depiction of alcohol and drug use	3%	5%	2%
Theft of personal access data	3%	4%	2%
Confrontation with unpleasant political content	3%	4%	2%
Religious / extremist content	3%	4%	2%
Sexual harassment	3%	4%	2%
Animating/ reinforcing unhealthy eating habits (e.g. anorexia)	2%	3%	2%
Readout, stealing of private contacts / address lists	2%	3%	1%
Phishing, this refers to the theft of access data for accounts or online shopping	2%	3%	1%
None of these has so far happened to me	63%	53%	70%

What has already concretely happened to you on the Internet?

Respondents: Children

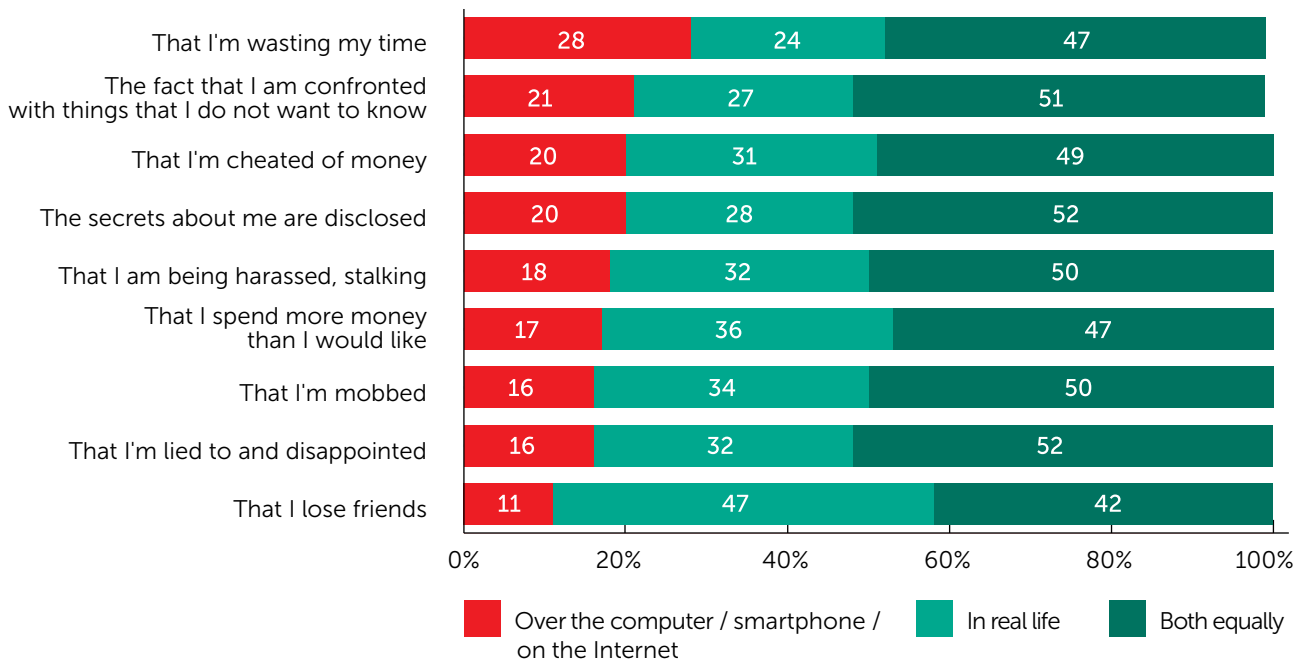
Even though a mere 4% of the young people surveyed have been the victim of cyber-bullying, the parents of 72% of them confirmed that the experience had been terrible, resulting in distress (41%), low self-esteem (37%) and poor performance at school (30%), among other things. Moreover, 20% of the young people surveyed are aware of someone having been cyber-bullied, rising to 39% in the US, and 7% admitted to having taken part in cyber-bullying.



You have indicated that your child was a victim of cyberbullying (mobbing on the internet). What were the consequences for your child?

Respondents: Parents

However, while 21% are afraid they might be confronted with things they didn't want to know, more young people worry about the possibility of wasting their time online (28%).



In which of the two situations would you tend to be more afraid that these unpleasant things could happen: over the computer / smartphone on the Internet or in real life?

Respondents: Children

In addition to cyber-threats, children's health and well-being could also be put at risk. For many parents the time their children spend curled up with their smartphone or hunched in front of the computer is a matter of growing concern. A third (34%) worry that their children's health or fitness could suffer and a fifth (21%) are concerned about declining social skills.

These worries may be justified. The study found that 14 to 16 year olds who use the Internet more often are likely to describe themselves as less fit and less able to cope with life than non-users of the same age.

Conclusion

Young people live their lives online, sometimes at the expense of their offline relationships and activities – and even their health and well-being.

Other potential risks include the fact that many young people don't know what to believe online. 63% find it hard to distinguish between what is true and what is false, and what is appropriate or not (51%). Yet these doubts haven't stopped them from relying ever more on the Internet for information, entertainment and communication. At heart, even 14 to 16 year olds need and want their parents, the people they really trust, to help them find their way safely through the Internet.

Further, the study found that many online activities, including social media and financial transactions, are being undertaken at a much younger age than parents expect. So whatever adults think that their kids might need warning about in a few years' time, they are probably already busy with today.

To address these concerns, parents need to talk to their children, to guide them and help them to build the awareness and skills they need to distinguish fact from fiction and safe from high risk. Most of all, they need to make sure young people online are protected by special software when their guardian adults are not around – as most of the time they won't be.

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