

McAfee Digital Deception Study 2013: Exploring the Online Disconnect between Parents & Pre-teens, Teens and Young Adults

US Research Topline Findings – June 2013

Media Contact: kim_eichorn@mcafee.com

May 28, 2013

Study Topline Findings



Research Background & Demographics

Executive Summary and Implications

Key Findings - US

Detailed Summary

Digital Deceptions: Study Specifications



Objectives:

- To better understand the potentially dangerous online behaviors among young people aged 10-23, as well as parents' knowledge of these behaviors.

Methodology:

- Online interviews

Fieldwork period:

- The interviews were conducted from April 3rd through April 15th, 2013.

Countries:

- United States

Audience:

- Young people aged 10-23 and parents with kids aged 10-23 (not necessarily related)
- All youth and parents were required to use (or say their child uses) the internet at least one hour in a normal day.
- Interviews among youth were split evenly by age and gender. Interviews among parents were split fairly evenly by gender, as well as by age and gender of their child.
- The sample was comprised of 16% Hispanic and 18% African American respondents and achieved geographic distribution according to the US census.
- TRU, a leader in teen research, in partnership with McAfee conducted a total of 2,474 online interviews among youth ages 10-23 and parents of youth ages 10-23. These interviews were split evenly among 1,173 youth and 1,301 parents.
- The parent/youth samples yield a margin of error of +/- 2.7 and +/- 2.9 percentage points, respectively. The total sample of 2,474 yields a margin of error of +/- 2.0 percentage points.

Study Topline Findings



Research Background & Firmographics

Executive Summary and Implications

Key findings - US

Detailed Summary

Digital Deception: Executive Summary



- Young people live in a world of constant connection, enabled by the widespread adoption of social media and increasing mobility of online content.
- Both parents and young people continue to believe that online sites are safe as long as caution and judgment are employed, and young people believe their parents trust them to make smart decisions online.
- Despite this parental trust and their awareness of potential threats, many young people choose to take risks by posting intimate, personal information and/or questionable commentary online, often without parental awareness.
- This behavior begins in the tween years, gathers momentum among teens, and becomes relatively common in young adulthood.
- As a result of their behavior, some young people have lost friends, been punished, or have felt fearful for their safety.
- Further, more than one in four have witnessed cruel online behavior; and some have been victims themselves. Typically, parents remain clueless.
- Parents claim to regulate and monitor their child's online behavior, yet far fewer young people agree.
- Further, many parents ultimately admit that they are overwhelmed by technology, outsmarted by their children, and don't have time to keep up with modern online advancements.
- Young people use their parent's limited tech acumen and time constraints to their advantage, finding ways to hide their participation in risky and sometimes illegal activities.
- Therefore, parents remain in the dark about their child's online activities.

Digital Deceptions: Implications

- Parents must realize that young people are aware of the threats associated with risky online activity, yet will continue to engage in this behavior.
- Therefore, simply monitoring their child's behavior and implementing parental controls are not enough – many young people know how to bypass these barriers!
- To offset this, parents must not be afraid to act as a guide for their child.
- In addition to monitoring and setting parental controls, parents must engage their child in dialogue about how to be safe online and what the implications and potential outcomes of unsafe online activity could be.
- Further, these conversations must happen early and often – first, in the tween years before they begin experimenting in deceptive and risky behavior, and repeatedly throughout their teen years, when they are most at risk.
- Doing so poises parents as experts, confidants, and the go-to source for young people as they navigate and create their presence in the online world.

Study Topline Findings

Research Background & Firmographics

Executive Summary and Implications

Key findings - US

Detailed Summary

Mobile Internet and social media permeate the lives of today's youth

Today's youth spend more time online than parents realize.

- On average, teens estimate spending approximately 6 hours a day online – significantly higher than parents, who estimate their teen spends approximately 4 hours a day online. (ages 10-23)

All are active on social media, with many checking in at least once a day.

- Almost all (95%) young people have at least one social media account. (ages 10-23)
 - 87% check their account daily.
 - 79% of parents believe this to be true.
 - 44% check their account *constantly*.
 - 32% of parents believe this to be true.

And expectedly, their access becomes more mobile as they age.

- Teens are particularly savvy with smartphones and tablets...

ages 10-23	Youth ages...		
	10-12 n=351 (A)	13-17 n=386 (B)	18-23 n=436 (C)
% of time spent online using the following devices			
Laptop	35%	32%	50% CD
Smartphone	15%	22% A	20% A
Tablet	9%	10% C	7%

...while, no surprise, the usage of desktop computers is more common among the youngest cohort. 34% of the time tweens spend online is via desktop vs. 22% for teens and 16% for young adults.

Young people face online choices that carry potentially dangerous risks

Most young people (86%) believe social sites are safe, and their parents agree (85%). (ages 10-23)

Yet, both parents and young people are aware that sharing personal details online carries risk.

(Q.24 - ages 10-23)	% of youth who say it's dangerous to post info online n=1,173 (A)	% of parents who are concerned about child posting info online n=1,301 (B)
Top 2 Box (Very/Somewhat Dangerous/Concerned)		
Intimate/Personal details (social security number, who you date, etc.)	94% B	66%
Home address	93% B	65%
Phone number (home, cell, etc.)	88% B	65%
Parent's or guardian's name	66% B	50%
The name of your school	60% B	49%
A description of what you look like	53%	50%
A photo of yourself	52%	49%
Email address	45%	49% A
IM username	41%	45% a

Young people feel trusted to make sound decisions online.

- 88% of youth say their parents trust them to do what's right when they're online. (ages 10-23)

Cont'd: Young people face online choices that carry potentially dangerous risks

Yet many betray this trust, as well as their own judgment, by posting potentially dangerous or questionable material online.

- Many young people continue to post personal details about themselves online, and parents remain unaware.

(ages 10-23)	% of youth posting Info online n=1,173 (A)	% of parents who are aware n=1,301 (B)
Info posted online		
Any of these	86% B	69%
A photo of yourself	66% B	49%
The name of your school	49% B	31%
Email address	50% B	17%
Intimate/Personal details (social security number, who you date, etc.)	32% B	12%
Phone number (home, cell, etc.)	32% B	10%
IM username	22% B	8%
Parent's or guardian's name	17% B	8%
A description of what you look like	16% B	7%
Home address	11% B	5%

Cont'd: Young people face online choices that carry potentially dangerous risks

- This behavior begins in the tween years and becomes more common as teens become young adults.

(ages 10-23)	Youth ages...		
	10-12 n=351 (A)	13-17 n=386 (B)	18-23 n=436 (C)
Info posted online			
Any of these	77%	86% A	93% AB
A photo of yourself	49%	67% A	80% AB
The name of your school	28%	48% A	67% AB
Email address	44%	49%	57% AB
Intimate/Personal details (Net)	17%	29% A	47% AB
Phone number (Net)	29%	28%	38% AB
IM username	20%	17%	27% AB
Parent's or guardian's name	10%	18% A	22% A
A description of what you look like	12%	17% a	18% A
Home address	11%	10%	13%

- Further, many take risks on their social networks, and their parents are unaware.

(ages 13-23)	% of youth with SNS n=794 (A)	% of parents who are aware n=850 (B)
Info posted to SNS		
Any of these	55% B	38%
Risky comments (Net)	51% B	30%
Risky photos (Net)	24% B	8%

Cont'd: Young people face online choices that carry potentially dangerous risks

- And, predictably this is most common among college-aged young people.

(Q.22 - ages 13-23)	Info posted to SNS	
	Ages 13-17 with SNS n=371 (A)	Ages 18-23 with SNS n=423 (B)
Any of these	45%	64% B
Risky comments (Net)	43%	58% B
Risky photos (Net)	11%	35% B

Some young people have suffered consequences for their online behavior

Half of young people have had a negative experience resulting from their activity on social media networks.

(Q.21 - ages 10-23)	% of youth who have experienced on SNS n=1,109 (A)	% of parents who are aware n=1,094 (B)
Experiences on SNS		
Any of these	49% B	33%
Had an argument with a friend	33% B	18%
Ended a friendship with someone	20% B	13%
Gotten in trouble (at school, at home)	22% B	11%
Fear (fear for safety, afraid to go to school)	11% B	6%

- Teens, in particular, have had more experience getting into trouble at home as a result of their activity.
 - 27% of teens report getting into trouble vs. 17% of tweens and 22% of college-aged youth. (ages 10-23)

Cont'd: Some young people have suffered consequences for their online behavior



Additionally, some report witnessing cruel behavior online or even claim they have been victimized themselves!

- 27% of youth have witnessed cruel behavior online. (ages 10-23)
 - Only 9% of parents are aware of this.
 - 89% say this cruel behavior took place on Facebook. (ages 10-23)
- 13% have been a victim of cruel behavior. (ages 10-23)
 - Only 6% of parents are aware of this.
- No surprise, this is most common among teens and young adults.
- Have witnessed cruel behavior online: (ages 10-23)
 - 34% of college age
 - 29% of teens
 - 17% of tweens
- Have been a victim of cruel behavior online: (ages 10-23)
 - 15% of college age
 - 13% of teens
 - 9% of tweens

Parents continue to monitor their child's online activity, yet feel overwhelmed by tech



Parents claim to regulate and monitor their child's online activity, yet fewer young people agree.

- 71% of parents claim to have had a conversation with their child about being safe online. (ages 10-23)
 - Only 44% of young people agree.
- 49% of parents of tweens say their child must use a password to download mobile apps. (ages 10-12)
 - Only 41% of tweens agree.
- 39% of parents claim to have set parental controls on home computers and mobile devices. (ages 10-23)
 - Only 23% of young people agree.
- 37% of parents claim to have access to their child's email, mobile, and social network passwords. (ages 10-23)
 - Only 22% of young people agree.
- As expected, parents of tweens claim to be particularly restrictive.

(ages 10-23)	Parents of youth ages...		
	10-12 n=369 (A)	13-17 n=532 (B)	18-23 n=400 (C)
Ways parents monitor their child's online behavior			
Parental Controls (Net)	53% BC	42% C	22%
Passwords (Net)	45% C	46% C	18%

Cont'd: Parents continue to monitor their child's online activity, yet feel overwhelmed by tech



Though parents are aware that young people may not be fully transparent about the activities they perform online...

- Only two in five parents believe that their child tells them everything they do online. (parents of ages 10-23)

... a majority don't feel that their child is at risk.

- Three in five (62%) parents don't think their child can get into that much trouble online. (parents of ages 10-23)
- Only 17% believe the online world is as dangerous as the offline world. (parents of ages 10-23)

Ultimately, parents admit that they are overwhelmed by the task of governing their child's online behavior.

- Only 20% say they know how to find out what their child is doing online. (parents of ages 10-23)
- 74% of parents say they don't have the time or the energy to keep up with everything their child is doing online. (parents of ages 10-23)
- 72% of parents say they are overwhelmed by modern technology and just hope for the best. (parents of ages 10-23)
- 66% say their child is more tech-savvy than they are, and they'll never be able to keep up with their child's online behaviors. (parents of ages 10-23)
- This attitude is amplified among parents of tweens!

(parents of ages 10-23)	Parents of youth ages...		
	10-12 n=369 (A)	13-17 n=532 (B)	18-23 n=400 (C)
% of parents who agree...			
I don't have the time or the energy to keep up with everything my child is doing online	82% bC	77% C	64%
Modern technology overwhelms me so I just hope for the best	78% BC	71%	67%
My child is much more tech-savvy than me, so I'll never be able to keep up with their online behavior	78% BC	66% C	54%

Young people may use their parents' limited online acumen to their advantage



Young people sense their parents' inability to control their online behavior.

- 54% say their parents don't have time to check up on their online behavior. (ages 10-23)
- 42% even say their parents don't care about what they do online. (ages 10-23)
- Yet, nearly half (46%) would actually change their online behavior if they knew their parents were watching. (ages 10-23)

They demand a certain level of privacy when it comes to their online activity, and predictably, this attitude increases as they mature.

(ages 10-23)	Youth ages...		
	10-12 n=351 (A)	13-17 n=386 (B)	18-23 n=436 (C)
% who agree...			
I don't think my parents need to know everything I do online	65%	80% B	86% BC
My parents know some of what I do online but not everything	63%	73% B	82% BC
I don't tell my parents about what I do online	54%	56%	76% BC

As a result, over time, young people learn how to hide their online behavior from their parents.

- 58% of tweens say they know how to hide what they do from their parents, and this jumps to 65% for teens, and 80% for young adults. (ages 10-23)

Cont'd: Young people may use their parents' limited online acumen to their advantage

(ages 10-23)	Youth ages...		
	10-12 n=351 (A)	13-17 n=386 (B)	18-23 n=436 (C)
Activities performed to hide online behavior			
Cleared the browser history or used private browsing modes	25%	48% C	55% CD
Closed or minimized the browser when a parent or other adult walked in	22%	42% C	48% C
Viewed something away from home	17%	26% C	27% C
Hid or deleted instant messages or videos	17%	32% C	33% C
Lied or omitted details about online activities	14%	25% C	29% C
Used privacy settings to make certain content only viewable by friends	18%	20%	27% CD
Used a computer that parents or other adults don't use and/or check	15%	24% C	23% C
Created a private email address unknown to parents or other adults	11%	17% C	14%
Configured privacy settings to hide content from parents or other adults	10%	17% C	19% C
Downloaded and used different internet browsers from the ones parents or other adults use (such as Internet Explorer, Firefox, Safari, etc.)	11%	17% C	15% c
Disabled parental controls	7%	9%	13% Cd
Created a duplicate (or "fake") social network profile	3%	8% C	7% C

And, many parents aren't even remotely aware!

- 69% of young people continue to take some measure to hide their online behavior from their parents. (ages 10-23)
 - Less than half (47%) of parents are aware.

Cont'd: Young people may use their parents' limited online acumen to their advantage



Further, many young people use mobile devices to access their social media accounts, and they protect their mobile devices with passwords.

- 76% of young people use a mobile device to access social media. (ages 10-23)
- 56% use a password on their mobile device. (ages 10-23)
- 22% admit to using a mobile device to hide their online behavior from their parents. (ages 10-23)

This leaves parents in the dark about their child's online activities



Young people seek online resources for information about topics they may not be comfortable discussing with their parents.

- Over half (57%) of young adults use the internet to research sexual topics, like intercourse, pregnancy or sexually transmitted diseases without their parents knowing (13%), and this figure jumps to 67% among those ages 18-24! (ages 13-23)
- Some also seek information about depression, drugs, suicide, and eating disorders online.
 - 29% of teens and college aged youth have intentionally looked up information pertaining to depression. (ages 13-23)
 - Only 6% of parents are aware.
 - 24% have intentionally looked up information related to drugs. (ages 13-23)
 - Only 6% of parents are aware.
 - 15% have intentionally looked up information pertaining to suicide. (ages 13-23)
 - Only 2% of parents are aware.
 - 14% have intentionally looked up sites about anorexia/bulimia ("ana" or "mia") or sites with resources for getting help with eating disorders. (ages 13-23)
 - Only 3% of parents are aware.

Con't: This leaves parents in the dark about their child's online activities



Further, many young people have accessed or posted sexual or violent content online.

- 48% of all young people have seen sexual content online that disturbed them and/or made them feel uncomfortable. (ages 10-23)
- 48% have intentionally looked up a website or video their parents would disapprove of. (ages 13-23)
 - Only 17% of parents are aware.
- 37% have intentionally looked up simulated or real life violence online. (ages 13-23)
 - Only 13% of parents are aware.
- 23% have actively sought out sex or pornographic sites. (ages 13-23)
 - Only 15% of parents are aware.
 - This is, expectedly, more common among young adults (28%) than teens (13-17).
- 10% have sent or posted revealing pictures or videos of themselves online. (ages 13-23)
 - Only 3% of parents are aware.

Additionally, some, mostly young adults, are engaging in illegal activities!

- 29% of teens and college aged youth have accessed pirated music or movies online. (ages 13-23)
 - Only 10% of parents are aware.
 - 34% of young adults are accessing this material vs. 23% of teens.
- 14% have hacked into someone else's social network account or email. (ages 13-23)
 - Only 3% of parents are aware.
 - 17% of young adults are engaging in this behavior vs. 11% of teens.

For More Information



To learn more, please visit:

Blog Post – <https://blogs.mcafee.com/consumer/digital-divide>

Mobile Blog Post – <https://blogs.mcafee.com/mobile/what-is-your-teen-doing-online-new-mcafee-study-reveals-all/>

Study Webpage – www.mcafee.com/digital-deception

Press Release – <http://www.mcafee.com/us/about/newsroom/index.aspx>

Follow on Twitter @McAfeeConsumer

Media contact – kim_eichorn@mcafee.com

About McAfee

McAfee, a wholly owned subsidiary of Intel Corporation (NASDAQ:INTC), empowers businesses, the public sector, and home users to safely experience the benefits of the Internet. The company delivers proactive and proven security solutions and services for systems, networks, and mobile devices around the world. With its Security Connected strategy, innovative approach to hardware-enhanced security, and unique Global Threat Intelligence network, McAfee is relentlessly focused on keeping its customers safe. <http://www.mcafee.com>

Note: McAfee is a trademark or registered trademark of McAfee, Inc. in the United States and other countries. Other names and brands may be claimed as the property of others.

