

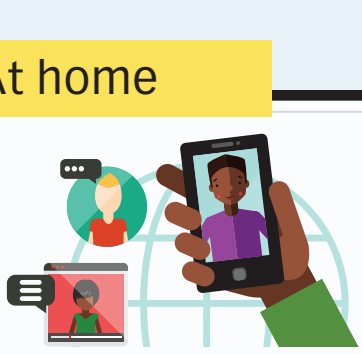
CONNECTED OR DISCONNECTED?



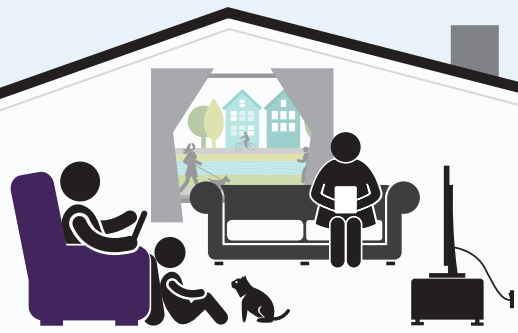
"We use live video calls almost daily to connect with family members that live far away. I like that our children can take pictures, make movies and even create their own stories."

— Alberta parent

At home

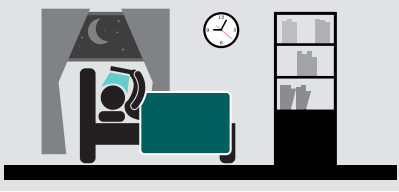


85% of parents believe that technology makes it easier to stay in touch with friends and family.



62% of parents feel negatively distracted by technology.

76% of parents recognize that their technology habits influence those of their children.

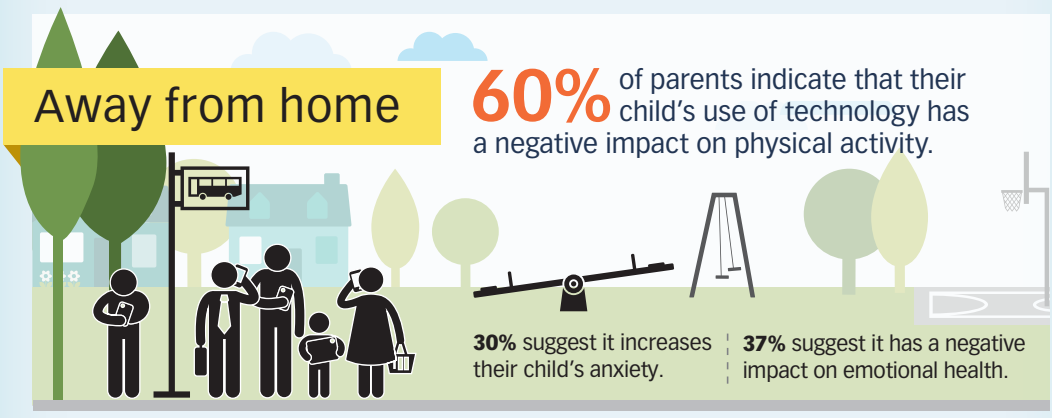


45% of parents report that their children have a mobile device with them every night after bedtime.

39% of parents are concerned about their children's exposure to digital content when they are not with them.

Away from home

60% of parents indicate that their child's use of technology has a negative impact on physical activity.

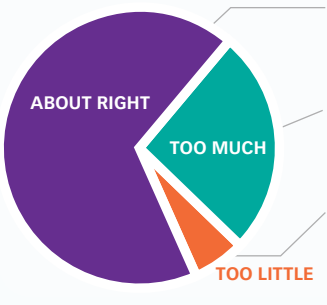


30% suggest it increases their child's anxiety.

37% suggest it has a negative impact on emotional health.

In the classroom





68% believe their child's use of technology at school is **ABOUT RIGHT**.

26% of parents believe their child's use of technology at school is **TOO MUCH**.

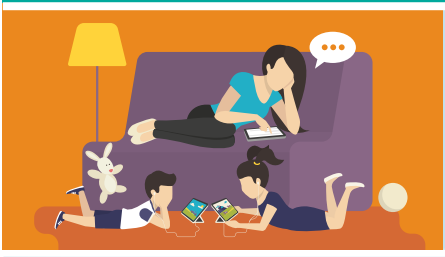
6% of parents believe their child's use of technology at school is **TOO LITTLE**.



"I think schools and parents play an equal role in developing good habits with technology."

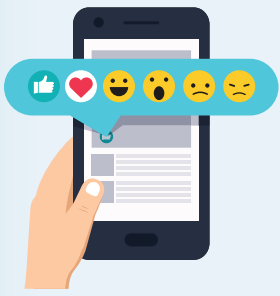
— Alberta parent

DISTRACTED OR ADDICTED?



"People are having a hard time being away from their phones. They are living their life through a screen instead of actually taking in what is happening around them through their own eyes."

— Alberta parent



30% of parents feel "addicted" to their own technologies with social media as the area of greatest dependence.



22% of parents feel their children are "addicted" to technology with the areas of greatest dependence being watching videos and video games.



36% of grandparents believe their grandchild is "addicted" to technology.

"We live in a digital world and using this technology is a great advantage to everyone. I believe that we need proper instruction in understanding this technology in the education system that I wish existed in my time."

— Alberta grandparent

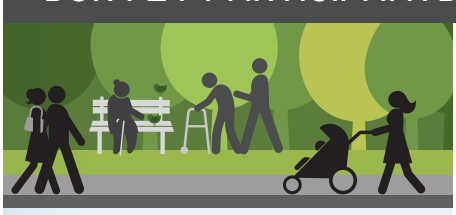
PARENTS' QUESTIONS

How can we balance the use of technology as a teaching and learning tool with kids' ever-increasing addiction to device use?

In a digital world, guidance on the "right" amount of exposure to digital media would be helpful. It's unrealistic to say my child will never be exposed, but for instance is TV better than a smart phone?

How are digital technologies affecting our relationships with each other?

SURVEY PARTICIPANTS

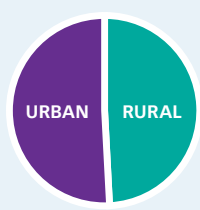


3150+ Parents/ Guardians

550+ Grandparents

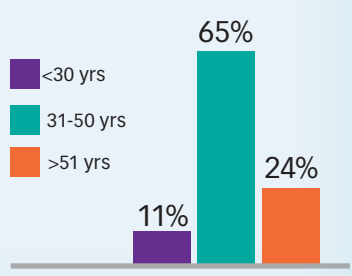
Total sample size 3702 individuals.

LOCATION



Urban – 51%
Rural – 49%

AGE RANGE



Growing Up Digital (GUD) Alberta

Growing Up Digital (GUD) Alberta is a 10-year, collaborative research project that examines the scope of the physical, mental and social consequences of digital technologies on Alberta's children and youth.

For more information about this research study, please contact
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PARTNERS

The Alberta Teachers' Association

UNIVERSITY OF ALBERTA

Boston Children's Hospital
Until every child is well™

Center on Media and Child Health
ASK THE MEDIATRICIAN

HARVARD MEDICAL SCHOOL TEACHING HOSPITAL

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