



# Patterns of Internet Usage Among Kids - Parental Perspective



## **Report by :**

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# Introduction

The phenomenal expansion in the use of Information and Communication Technologies has ushered a plethora of changes in our daily lives. An ever-increasing number of people having personal computers, laptops, or android phones and easy access to the internet has reshaped the digital lives of millions of people. Among other technological innovations, internet use is spreading rapidly into daily life. Since the internet has entered into our daily lives, all over the world millions of people started using the internet for multiple purposes.

The pandemic and the subsequent lockdown further broadened everyday dependence on the internet. In a post-covid world where even primary school children with all other young kids are compelled to use the internet and online classes. Parents' challenge of dealing with the digital world, devices, and children has increased multi-fold and its dimensions are becoming endless. Digital parenting has been very difficult due to the expansion of technology. Parents are encountering several challenges to socialise their children in this hyperactive digital world.

Digital addiction has taken the shape of an epidemic in young kids. In keeping with our past studies, in this study, we have attempted to gauge the synchrony among the pattern of the parents and their children.

# Objectives :

- To understand parental concerns about children's engagement with the internet, technology, and their online experience.
- To understand the specific patterns in the parental behaviour that may act as a trigger or a deterrent in the online addiction of the children.
- To explore the challenges of the parents to use technology in this sphere.

# Research Questions :

- What are the major concerns of parents about the kid's engagement with the internet?
- How the parents are negotiating with the new digital environment and their kid's digital socialization?
- Is there a relation between the online behaviour of the parents and their wards?
- Does the presence of grandparents or pets in the family impact on the onscreen time of the kids?

# Methodology :

This study used a quantitative research technique. For data collection, we conducted an online survey of the parents whose wards are internet users. The sample design considered the regional and age-specific diversity, in order to best represent a true representation of the popular opinion. The collected data was then be analyzed to triangulate information.

**Survey Design:** We used the following sampling design for this study.

**Sample size:** We aim for a 99% level of confidence for our estimates. Using Cochran's method of sample calculation(1977)

**This works under the following realistic but rigorous assumptions:**

$$n_o = \frac{[(z_{0.005}^2) * p * (1 - p)]}{d^2}$$

- p = estimated proportion of attributes present in the population
- no is the sample size
- “d” is the desired level of precision or confidence interval
- the population size is infinite

Plugging in the z-value at 99% level of confidence, p=0.5 and (+/-) 5% precision level (or confidence interval), d=0.05, we get a sample size of

$$[(2.58)^2 \times (0.5) \times (0.5)] / (0.05)^2 = 665.64 \text{ or } 666 \text{ (after rounding off)}$$

Based on this calculation we, propose a sample size of 666 parents to be conducted online.

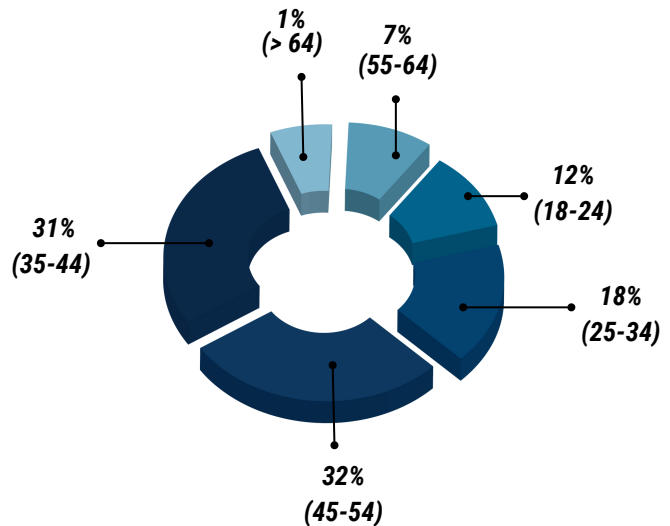


# Major Findings

In an online survey, 755 parents were interviewed. The survey was meant to discern the causal relationship between parental behaviour and cyber behaviour of thier children. The problem of internet abuse among the children and the growing anxiety of parents related to it. The basic findings are listed below.

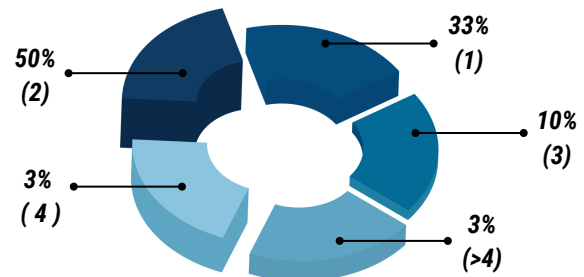
**Figure 1: Age-wise Distribution of the Respondent Parents**

- 12% of the respondents were from the age group of 18-24 or very young parents.
- 18% of them were young parents with an age range of 25 to 34 years.
- 31% of them are from the age group of 35 to 44
- Another 32% from the higher middle age group of 55 to 64 .
- A very slim section of 7% came from the elderly age group of above 64.



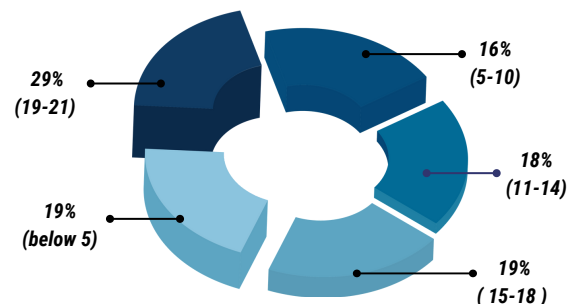
**Figure 2: Number of Children**

- Half of the respondents had two children.
- One-third of them had one child.
- 10% of the respondents were with three children .
- 3% of the respondents had four children.
- Another 3% had more than four children.



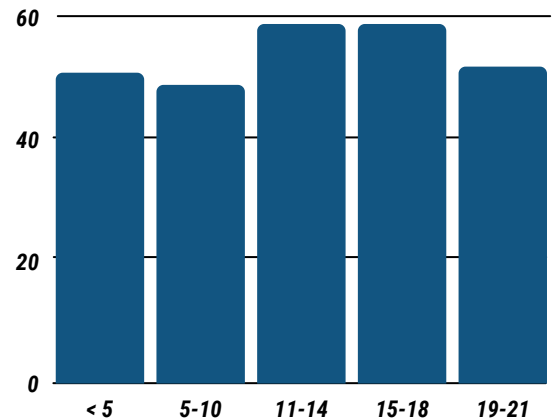
**Figure 3: Age-wise Distribution of the Children**

- Only 19% of the children of the respondents were aged below 5.
  - 16% of them are aged between 5-10 years.
  - 18% of them are aged between 11-14 years.
  - 19% of them are aged between 15-18 years.
  - 29% of them are aged between 19-21
- It is a well-distributed age group.



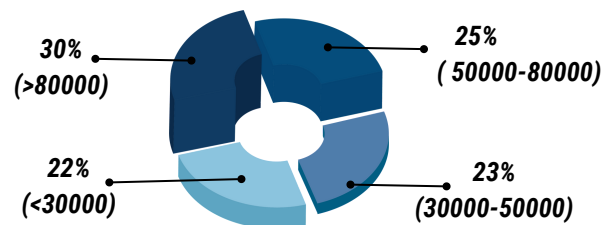
**Figure 4 : Age-wise Distribution of Concerned Parents**

- The bar diagram of Figure 4 shows the relation between the age group of children and their behaviour that concerned their parents.
- It is found that in the age group of 19-21, 52% of the parents were concerned over the behaviour of their children.
- 51% of parents for the age group of 15-18, were concerned about the cyber behaviour of their children.
- 59% of parents for the age group of 11-14, were concerned about their children's cyber behaviour.



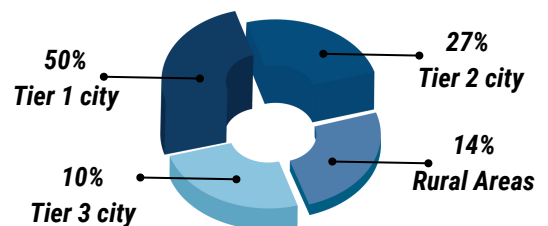
**Figure 5: Income Group of the Parents**

- 22% of the respondents were from the income bracket below 30000 Rupees per month.
- 23% reported being from 30-50 thousand Rupees per month.
- 25% reported earning between 50 -80 thousand Rupees per month.
- 30% people were earning more than 80 thousand Rupees per month.



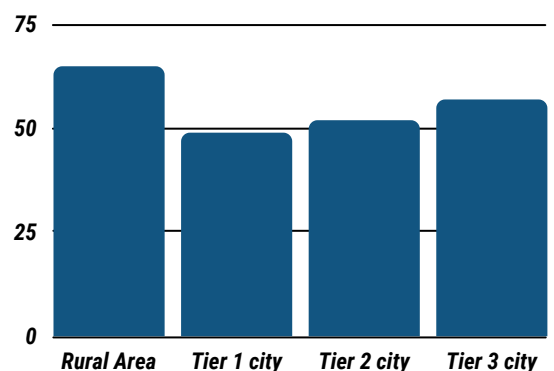
**Figure 6: Residential Type**

- Only 14% of the respondents are from the rural area.
- Half of the respondents (50%) are from Tier-1 cities.
- 27% of them were from Tier-2 cities.
- 10% of them were from Tier-3 cities.



**Figure 7: Residential Type- Wise Distribution of Concerned Parents**

- Concern over their children's behaviour is more intense in Tier-3 cities. 65% of the rural respondent parents expressed that they are concerned.
- Such concerns were less intense towards the urbanised landscapes.

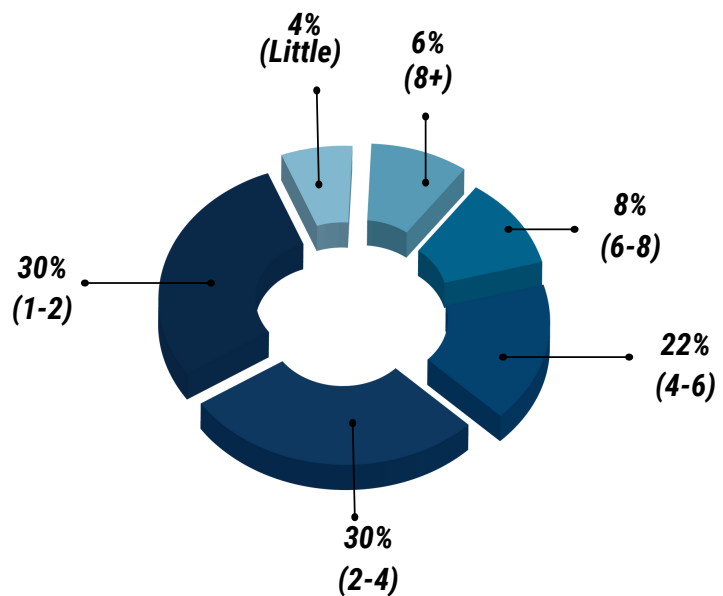


# Behaviour of the Parents

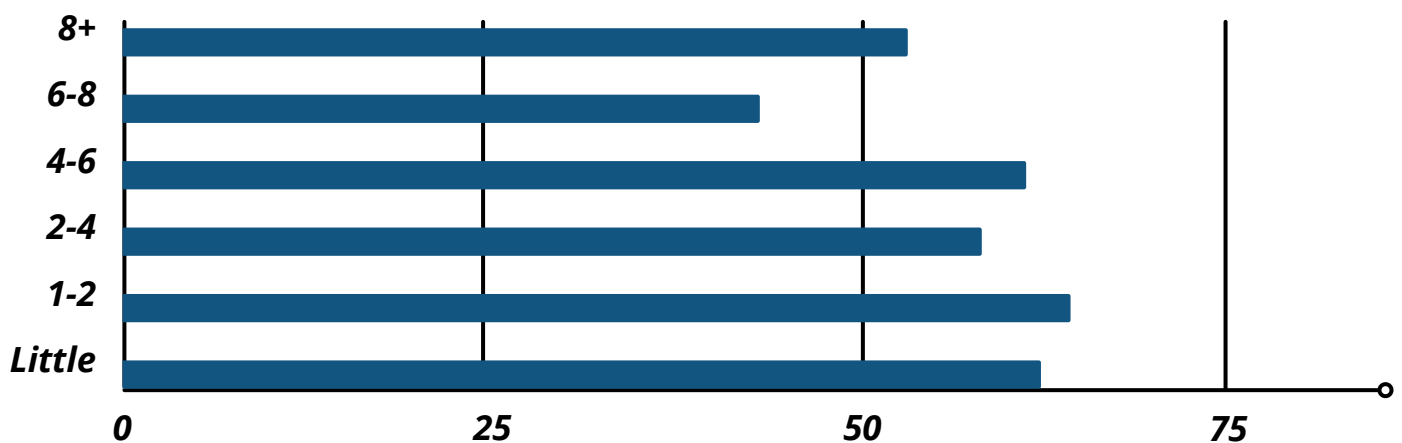
It is a commonly believed notion that children whose parents spend more time at home with them are less prone to different addictions. Extra-Curricular activities like inculcating common hobbies, a family vacation, spending weekends together have been a positive influence on the children. In this section, we have attempted to test some of these claims in light of the data collected from our online survey.

**Figure 8: Parents with Leisurely Hours**

- Figure 8 shows the daily after-office leisure hours spent by the parents.
- 60% of the parents replied to have been spending 1-2 to 2-4 hours on average as leisure.
- Figure 9: Parents with leisurely hours and their ward spending extra time on the internet shows the further break-up.
- There is a strong pattern that shows that when parents spend more time at home that lessens the screen hour of their children.



**Figure 9: Parents with Leisurely Hours and Their Ward Spending Extra Time on the Internet**



**Table 1: Relation between Family Income and Leisure**

	Little	1-2	2-4	4-6	6-8	8+	Row Total
<30000	6(1.149)	31(0.30)	21(3.373)	25(0.149)	12(1.291)	11(2.189)	106
30000-50000	3(0.839)	22(2.22)	42(0.041)	34(0.497)	17(2.913)	10(0.07)	138
50000-80000	8(0.685)	49(0.001)	49(0.017)	37(0.056)	11(0.401)	9(0.321)	163
>80000	5(0.609)	65(1.142)	65(1.142)	35(1.209)	9(2.901)	10(0.639)	193
Column Total	22(0.037)	177(0.295)	177(0.295)	131(0.218)	49(0.082)	40(0.067)	600

Total chi square = 24.683,

df= 3x5= 15

chi square at 95% with df 15 = 7.376

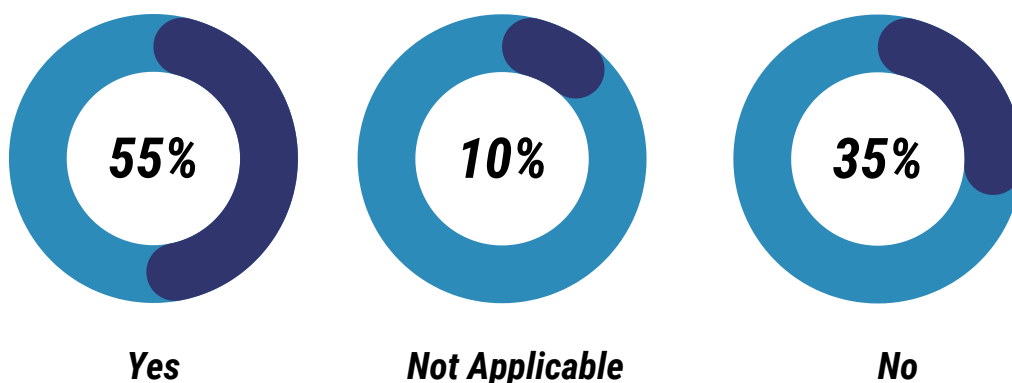
**Hence there is significant differences, null hypothesis rejected**

Numbers in parenthesis describe the Chi-square contribution

- ★ Table 1 shows that there is a relationship between the money earned and the leisure enjoyed by families.

### Figure 10: Presence of Grandparents

- There is a notion that the presence of senior citizens like grandparents often helps in the parenting of young children.
- Figure 10 shows that 55% of the respondent households were staying with their grandparents.



## Figure 11: Influence of Grandparents on Cyber Addiction

- Figure 11 shows that the rate of spending excessive hours on the internet by children does not have much significance with respect to the presence of grandparents in the family.
- Table 2 concludes the same thing with the help of calculating the chi-square contribution.



**Table 2: Relation between Grandparents and Parents Concerned Behaviour**

Grand Parents	Concerned				Row Total
	No	Not Exactly	Why Shall I be	Yes	
Yes	39(1.22)	74 (0.06)	8(0.11)	220(0.36)	341
No	39(0.18)	50 (0.23)	2(0.01)	127(0.58)	218
Not Applicable	7(0.34)	15(0.04)	3(2.08)	39(0.01)	64
Column Total	85(0.14)	139(0.22)	13(0.02)	386(0.62)	623

Total chi square = 5.,

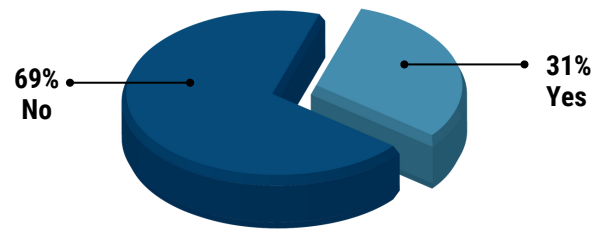
df= 2x 3= 6

chi square at 95% with df 6 = 12.59

**Null Hypothesis accepted**

**Figure 12: Respondents Having Pets**

- 31% of the respondents reported having pets.
- 69% of the respondents denied having any pets.



**Figure 13: Screen Time with Respect to Pets in the Family**

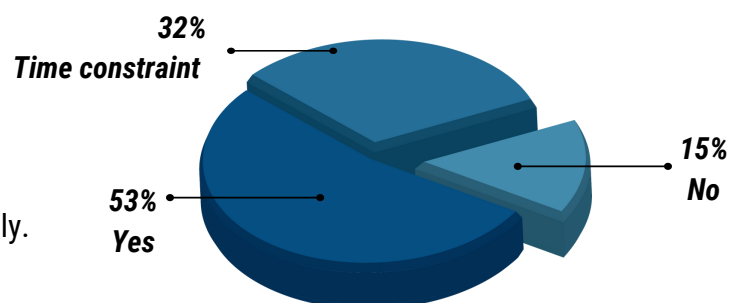
- Figure 13 shows the relative frequency distribution between the variables of pets in the family and the range over spending time on screen by the children.
- This figure shows that there is barely any difference. So, we can say that, pets in family barely have any impact on the screen time of the children.



**Figure 14: Hobbies of Parents**

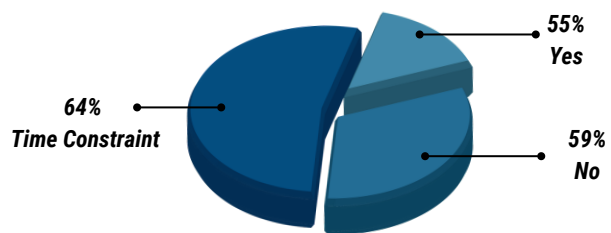
It is generally believed that when parents inculcate their hobbies to their children, that lessens the possibility of different addictions and mal practices among the young children.

- 53% of the respondents parents accepted that they are currently practicing their hobbies actively.
- Another 32% said that they have a hobby, which they cannot pursue because of time constraints.
- 15% of the respondent parents denied having any hobby at all.



**Figure 15: Hobbies and Screen time**

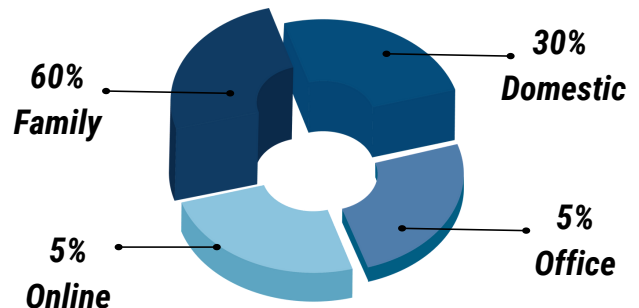
- Figure 15 shows a bar diagram, where all those parents who reported that their children were using mobile excessively have been cross-tabulated with their hobby practicing.
- It is pretty evident that there is hardly any difference.



**Figure 16: Time Distribution of the Parents During the Weekend**

The parents were asked about their weekend spending pattern in which it was found that.

- 30% replied that they do their domestic duties.
- 60% said they spend time with their family members.
- 5% said they do their pending office works another 5% said that they mostly spend their weekends by online surfing.

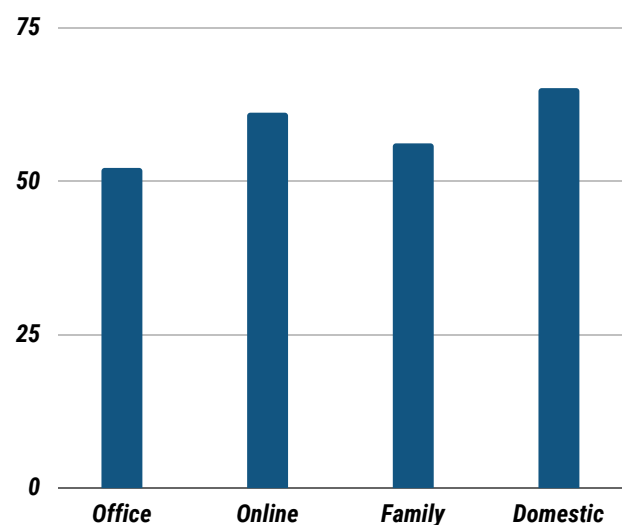


**Figure 17: Impact of Time Distribution of Parents on Cyber Addiction of Their Children**

Figure 17 shows that the online behaviour of the children differs based on their parents' weekend activities.

- To discern this pattern, we have shown the chi-square results in Table 3.
- Those parents who spend their weekends doing domestic chores were also those parents who were more concerned about their children's cyber habits.

This is probably because, as these parents spend more time with their children, they are more closely attached to their children. And that makes them more concerned.



**Table 3: Relation between Weekend Plan and Parents Getting Concerned Over the online behaviour of Their Children**

Weekend Plan	Concerned				Row Total
	No	Not Exactly	Why Shall I be	Yes	
<b>Domestic</b>	26(0.03)	44 (0.21)	2(0.88)	112(0.04)	1.16
<b>Family</b>	52(0.02)	89(0.37)	8(0.01)	225 ( 0.2)	0.59
<b>Office</b>	5(0.09)	1(5.28)	1(0.17)	25(1.35)	6.89
<b>Online</b>	2(1.39)	5(0.76)	2(2.5)	24( 0.62)	5.26
<b>Column Total</b>	85	139	13	386	13.9

Total chi square = 13.9,

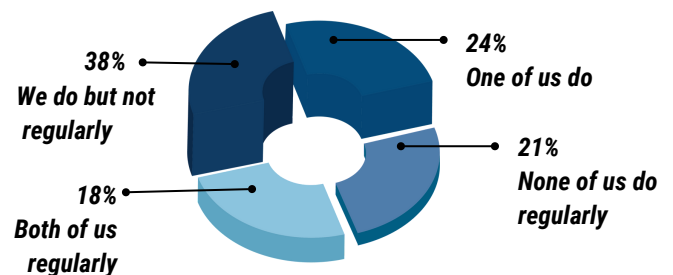
df= 4x 3= 12

chi square at 95% with df 12 = 5.226

**Null Hypothesis Rejected**

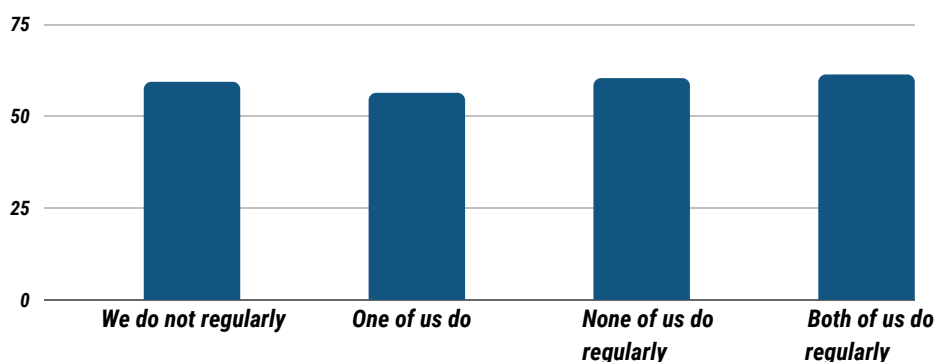
**Figure 18: Working on Weekend**

- 18% of the respondent parents accepted that both of them have to do office work even on the weekends.
- 38% accepted that they do so intermittently.
- 24% of them said that at least one of the parents in the family has to do so on a regular basis.
- Only 21% said that they generally do not do so.



**Figure 19: Working Weekend of Parents Impacting Cyber Behaviour of the Children**

- No significant differences across various weekend practices by the parents.

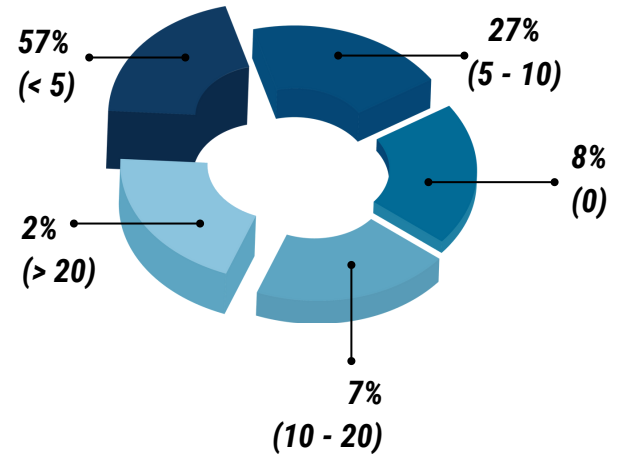




**Figure 20 : Frequency of Vacationing**

Family vacations are considered to be a high point in creating warm bindings among its members. Figure 20 shows the vacationing pattern of the respondents. As we can see in Figure 20,

- 8% of the respondents never went for a family vacation in last 5 years.
- 57% did so on more or less than 5 occasions.
- Another 27% said they have gone on vacations for 5-10 times.
- 7% responded to have done so more than 10 times.



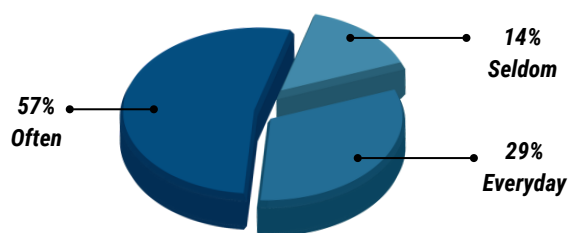
**Figure 21: Joint Distribution Relation between Vacation and Screen Time**

- There is a distinct pattern: At the initial level, the higher the number of family vacations, the lesser the degree of cyber addiction.
- However, those who have gone for vacations more than twice a year, the trend takes a reverse direction. This may be understood by the fact that, those families where parents are too close to their children also get concerned at a lesser level.



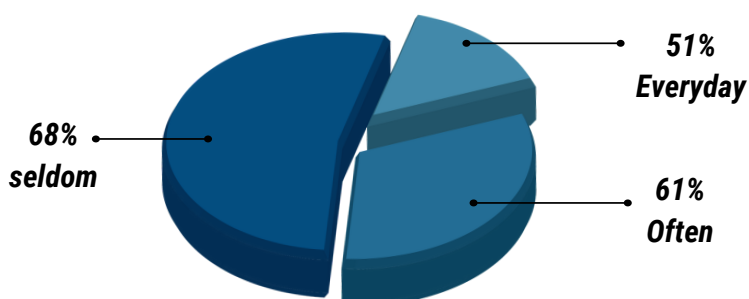
**Figure 22 : Helps in Studies**

- Only 29% of the parents said that they help their children with their studies on everyday basis.
- A moderate 57% of the parents said to be doing so on a frequent basis.
- Some 14% said they hardly can manage time to do so.



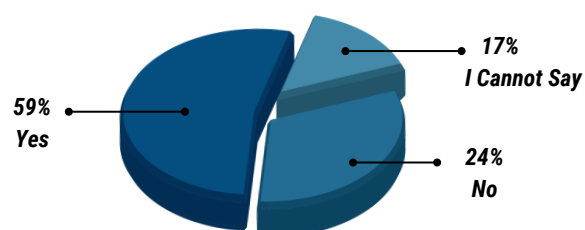
**Figure 23: Helps in Studies and Screen Time**

- Figure 23 shows an interesting fact of those who regularly teach their children. 51% were of the opinion that their children were spending more than necessary time on their mobile/ laptop. Whereas, the parents who frequently helps their children in their studies but not every day. 61% out of them opined that their children were over spending time on their screens. And according to those, who can hardly manage time to teach their children this ratio is the highest.



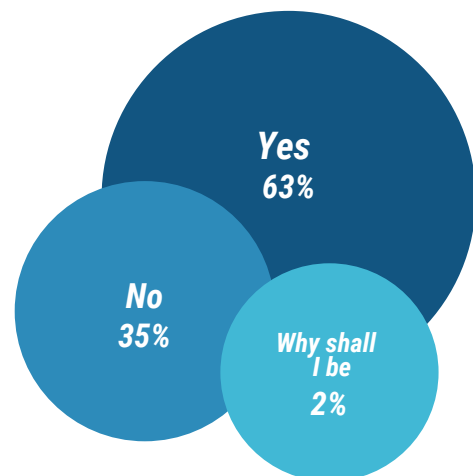
**Figure 24: Parents Reaction to Their Children's Cyber Behaviour**

- Parents were asked, "Do you think that they are spending too much time on these devices?" They were given three answer options for these questions and those were "Yes", "NO" and "I Cannot Say".
- As we see in Figure 24, an overwhelming majority of 59% of parents replied "Yes" to this question.



**Figure 25: Parents Concern About Their Children Online Activities**

- In another question, parents were asked “Are you concerned about their online activities?”
- A whopping majority of 63% of parents replied “Yes” to this query.



## Major Observations

- 59% of the parents are of the opinion that their children are spending excessive time on the internet.
- 63% of the parents are concerned about the digital well-being of their children.
- 11-14 is the age group whose parents were most concerned about their overuse of the internet.
- Most concerned parents were from Tier-3 cities, followed by rural areas Tier-2 cities, and Tier-1 cities.
- Parents with an average daily leisure of 6-8 hours, were the ones who were less hassled because of their children's cyber addiction.
- The presence of grandparents has no significant impact on the cyber addiction of the children.
- The presence of pets in the family has no significant impact on the cyber addiction of the children.
- Parents' extracurricular activities or hobbies had a meek impact on the cyber behaviour of the younger generation.
- There is no distinct relation between vacations and cyber behaviour.

# Conclusion

**This study helps us to understand how parental behaviour helps the internet behaviour of children. Parenting is intricately linked to attention and care. And this golden rule does not change in this digital age. Parents who spend more time with their children, teach them, and spend the vacation with them are better positioned to know about their wards' emotional and digital needs. And this is the bedrock of comprehensive digital parenting.**

# **Annexure: Questionnaire**

## **General Information**

**1. Age of the respondent**

**2. Number of children (of the respondent)**

**1. 1**

**2. 2**

**3. more than 3**

**3. Age of the children (multiple choice)**

**1. Below 5**

**2. 5-10**

**3. 10-14**

**4. 14-18**

**5. 18-21**

**4. State**

**1. Andaman and Nicobar Island**

**2. Andhra Pradesh**

**3. Arunachal Pradesh**

**4. Assam**

**5. Bihar**

- 6. Chandigarh**
- 7. Chhattisgarh**
- 8. Dadra and Nagar Haveli**
- 9. Daman and Diu**
- 10. Delhi NCT**
- 11. Goa**
- 12. Gujarat**
- 13. Haryana**
- 14. Himachal Pradesh**
- 15. Jammu and Kashmir**
- 16. Jharkhand**
- 17. Karnataka**
- 18. Kerala**
- 19. Ladakh**
- 20. Lakshadweep**
- 21. Madhya Pradesh**
- 22. Maharashtra**
- 23. Manipur**

- 24. Meghalay**
- 25. Mizoram**
- 26. Nagaland**
- 27. Odisha**
- 28. Puducherry**
- 29. Punjab**
- 30. Rajasthan**
- 31. Sikkim**
- 32. Tamil Nadu**
- 33. Tripura**
- 34. Uttarakhand**
- 35. Uttar Pradesh**
- 36. West Bengal**

## **5. Classify your residential area**

- 1. Mega City**
- 2. Tier 2 City**
- 3. Tier 3 City**
- 4. Rural area**

**6. Income bracket (monthly, both husband and wife)**

- 1. less than 30000**
- 2. 30000-50000**
- 3. 50000-80000**
- 4. more than 800000**

**Behaviour of the parents**

**7. How much leisure time you spend after your office hours everyday?**

- 1. More than four hours**
- 2. More than two hours**
- 3. Less than hour**
- 4. I keep working even when I am at home**

**8. Do your parents (grandparents of children) live with you and spend their time with your wards?**

- 1. Yes**
- 2. No**
- 3. Not Applicable**

**9. Do you have pets in your family**

- 1. Yes**
- 2. No**

**10. Do you have any specific hobby (painting, music, reading, writing, collecting stamps/ coins, singing, playing music, gardening, playing outdoor games etc.)?**

- 1. Yes**
- 2. No**
- 3. I have a hobby, but cannot spend much time on it**

**11. What do you do during the weekend?**

- 1. Exclusively spend time with family members**
- 2. finish the pending domestic chores**
- 3. Back log of office works**
- 4. Spend time online**

**12. Do you encourage your children to participate in domestic chores?**

- 1. Yes**
- 2. No**

**13. Do you do your office works at home too? (during pre- covid times)**

- 1. Both of us do regularly**
- 2. None of us do regularly**
- 3. One of us do**
- 4. We do but, not regularly**

**14. Rank the things you do in your leisure time**

- 1. Scrolling mobile**
- 2. Watching online series**
- 3. Watching film with the family ON TV**
- 4. Reading a book**
- 5. Playing with kids**
- 6. Socialising with extended family members**
- 7. Family outing**

**15. In last five years how many times you have gone to out of station locations with your family members**

- 1. the number**



**16. Do you or your spouse teach or help in the studies of your children**

- 1. On Daily basis**
- 2. not everyday but regularly**
- 3. at times**
- 4. seldom**

**17. What kind of presents you gift to your children on their birthdays or other such occasions**

- 1. toys**
- 2. Gazettes**
- 3. Chocolates and edible**
- 4. Jewelry, Money**
- 5. Books**
- 6. Sports equipment**


**18. Do you think that they are spending too much time on these devices?**

- 1. Yes**
- 2. No**
- 3. I cannot Say**

**19. Are you concerned by their online activities**

- 1. not exactly**
- 2. no**
- 3. Certainly**
- 4. Why shall I be**

**20. Do you think s/he might be watching pornographic content or other inappropriate content online**

- 
- 1. Its impossible**
  - 2. unlikely**
  - 3. Might be, but I am not sure**
  - 4. Certainly**

**21. Have you ever talked to child/ children about the negative impacts of spending too much time on the internet?**

- 1. Yes**
- 2. No**
- 3. Thought of it but never tried**

