

Children and Parents Media Literacy Tracking Study – 2011

Parental mediation - profile information

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Introduction (1/2)

- This analysis has been carried out as part of our media literacy research programme. The data is based on our April 2011 survey, the main results of which were published in October 2011 and can be found here: www.ofcom.org.uk/medialiteracyresearch.
- The purpose of this analysis is to provide additional demographic information about the parents/carers who are using various types of online mediation for their child's online use, compared to those who don't.
- The analysis focuses on three groups of parents (of children aged 5-15 who use the internet at home):
 1. Parents who say they have little*/no mediation (19%) v those with some mediation (81%)
 2. Parents who have no online controls/ filters set (61%) v those with online controls/ filters (39%)
 3. Parents who have no online controls/ filters set due to lack of knowledge (12%) v those who don't have them for reasons other than lack of knowledge (88%)
- The demographic information that is compared in the following tables includes:
 - Socio-economic group
 - Rural/urban location
 - Nation
 - Age when parent completed education
- * Little mediation is defined as those who only say that they talk to their child about staying safe online. While talking regularly to a child about staying safe may well provide adequate protection in some circumstances, given the generic way that we have asked this question to-date ("have you talked to your child about staying safe when they are online") we classify this in this instance as an example of little mediation.

Introduction (2/2)

- The analysis for each area shows firstly the distribution of each age group of children, in order to show whether the online mediation behaviour of the parent is impacted by the age of the child.
- It then shows the differences between each group in terms of Nation, urbanity, socio-economic group and age when the parent finished their education.
 - For example, Slide 6 shows that 22% of parents with little or no mediation are in AB socio-economic group compared to 23% of parents with some mediation
- Statistically significant differences between the two profiles are shown by arrows. Given the varying base sizes for each group being compared, we would need to see the following percentage point differences for the profile difference to be flagged as significant (for a measure of 50%):
 - Parents who have little/no mediation and those with some mediation - $\pm 8\%$
 - Parents who have no online controls/ filters set and those with online controls/ filters - $\pm 6\%$
 - Parents who have no online controls/ filters set due to lack of knowledge and those who don't have them for reasons other than lack of knowledge - $\pm 12\%$

Key findings

Differences between parents who have little/no mediation and those with some mediation

- Parents with little/ no mediation are more likely to be parents of older children
- Parents with little/ no mediation are more likely to have finished education earlier
- There are no statistically significant differences by Nation, urbanity or socio economic group

Differences between parents who have no online controls/ filters set and those with online controls/ filters

- Parents without controls are more likely to be parents of older children
- There are no statistically significant differences by Nation, urbanity, socio economic group or age of parent when finishing their education.

Differences between parents who have no online controls/ filters set due to lack of knowledge and those who don't have them for reasons other than lack of knowledge

- Parents without controls due to a lack of knowledge are more likely to be in DE socio-economic group and to have finished their education earlier
- Parents without controls due to a lack of knowledge are more likely to live in rural areas

1 Profile of parents with little mediation (none or rely only on talking to their children) v those with more mediation

	Aged 5-15	
	Home internet users whose parents have <u>no</u> mediation or who <u>only</u> talk to their child about staying safe online (19% of all home internet users)	Home internet users whose parents have some mediation over and above just talking to their child (81% of all home internet users)
Unweighted sample size/ Effective Sample Size (ESS)	266/ 207	1155/ 918
Aged 5	6%	5%
Aged 6	6%	7%
Aged 7	6%	9%
Aged 8	6%	10%
Aged 9	7%	9%
Aged 10	6%	11% ↑
Aged 11	8%	10%
Aged 12	8%	11%
Aged 13	16% ↑	9%
Aged 14	13%	10%
Aged 15	18% ↑	8%
Aged 5-7	18%	22%
Aged 8-11	26%	40% ↑
Aged 12-15	56% ↑	38%
Mean age	11.2 years ↑	10.3 years

	Aged 5-15	
	Home internet users whose parents have <u>no</u> mediation or who <u>only</u> talk to their child about staying safe online (19% of all home internet users)	Home internet users whose parents have some mediation over and above just talking to their child (81% of all home internet users)
Unweighted sample size/ Effective Sample Size (ESS)	266/ 207	1155/ 918
England	89%	87%
Scotland	5%	8%
Wales	4%	4%
Northern Ireland	2%	2%
Urban	89%	86%
Rural	11%	14%
AB	22%	23%
C1	31%	32%
C2	18%	20%
DE	29%	25%

	Aged 5-15	
	Home internet users whose parents have <u>no</u> mediation or who <u>only</u> talk to their child about staying safe online (19% of all home internet users)	Home internet users whose parents have some mediation over and above just talking to their child (81% of all home internet users)
Unweighted sample size/ Effective Sample Size (ESS)	266/ 207	1155/ 918
Parental education level (completed education)		
Aged 16 or under	50% ↑	42%
Aged 17-18	24%	25%
Aged 19-20	8%	10%
Aged 21+	15%	22% ↑
Don't know/ Refused	2%	1%

2 Profile of parents without online parental controls/filters v those that have online controls/filters

	Aged 5-15	
	Home internet users <u>without</u> controls set/ filtering software loaded (61% of all home internet users)	Home internet users with controls set/ filtering software loaded (39% of all home internet users)
Unweighted sample size/ Effective Sample Size (ESS)	861/ 684	560/ 441
Aged 5	6%	4%
Aged 6	7%	8%
Aged 7	8%	9%
Aged 8	8%	10%
Aged 9	9%	10%
Aged 10	8%	13% ↑
Aged 11	9%	12%
Aged 12	10%	10%
Aged 13	12%	9%
Aged 14	11%	9%
Aged 15	12% ↑	7%
Aged 5-7	21%	21%
Aged 8-11	33%	44% ↑
Aged 12-15	45% ↑	35%
Mean age	10.6 years ↑	10.2 years

	Aged 5-15	
	Home internet users <u>without</u> controls set/ filtering software loaded (61% of all home internet users)	Home internet users with controls set/ filtering software loaded (39% of all home internet users)
Unweighted sample size/ Effective Sample Size (ESS)	861/ 684	560/ 441
England	87%	87%
Scotland	7%	7%
Wales	3%	4%
Northern Ireland	2%	2%
Urban	86%	86%
Rural	14%	14%
AB	23%	23%
C1	32%	30%
C2	19%	21%
DE	26%	26%

	Aged 5-15	
	Home internet users <u>without</u> controls set/ filtering software loaded (61% of all home internet users)	Home internet users with controls set/ filtering software loaded (39% of all home internet users)
Unweighted sample size/ Effective Sample Size (ESS)	861/ 684	560/ 441
Parental education level (completed education)		
Aged 16 or under	45%	41%
Aged 17-18	25%	26%
Aged 19-20	9%	12%
Aged 21+	20%	21%
Don't know/ Refused	1%	1%

3 Profile of those parents without online controls/ filters because they don't know about them/ don't know how to use them v those who don't use them for other reasons

Demographic profiles/ 1

	Aged 5-15	
	Home internet users <u>without</u> controls set/ filtering software loaded because parents don't know about them/ don't know how to use them (12% of all without controls)	Home internet users <u>without</u> controls set/ filtering software loaded because parents nominated other reasons apart from lack of knowledge about them (88% of all without controls)
Unweighted sample size/ Effective Sample Size (ESS)	100/ 75	687/ 551
Aged 5	7%	7%
Aged 6	6%	7%
Aged 7	8%	8%
Aged 8	4%	9%
Aged 9	7%	9%
Aged 10	3%	8%
Aged 11	16%	7%
Aged 12	13%	10%
Aged 13	12%	12%
Aged 14	10%	12%
Aged 15	14%	12%
Aged 5-7	21%	22%
Aged 8-11	30%	33%
Aged 12-15	49%	45%
Mean age	10.9 years	10.6 years

	Aged 5-15	
	Home internet users <u>without</u> controls set/ filtering software loaded because parents don't know about them/ don't know how to use them (12% of all without controls)	Home internet users <u>without</u> controls set/ filtering software loaded because parents nominated other reasons apart from lack of knowledge about them (88% of all without controls)
Unweighted sample size/ Effective Sample Size (ESS)	100/ 75	687/ 551
England	82%	88%
Scotland	9%	7%
Wales	6%	3%
Northern Ireland	2%	2%
Urban	78%	88% ↑
Rural	22% ↑	12%
AB	16%	23%
C1	35%	32%
C2	12%	20%
DE	36% ↑	24%

	Aged 5-15	
	Home internet users <u>without</u> controls set/ filtering software loaded because parents don't know about them/ don't know how to use them (12% of all without controls)	Home internet users <u>without</u> controls set/ filtering software loaded because parents nominated other reasons apart from lack of knowledge about them (88% of all without controls)
Unweighted sample size/ Effective Sample Size (ESS)	100/ 75	687/ 551
Parental education level (completed education)		
Aged 16 or under	56% ↑	43%
Aged 17-18	25%	25%
Aged 19-20	3%	9%
Aged 21+	16%	21%
Don't know/ Refused		1%