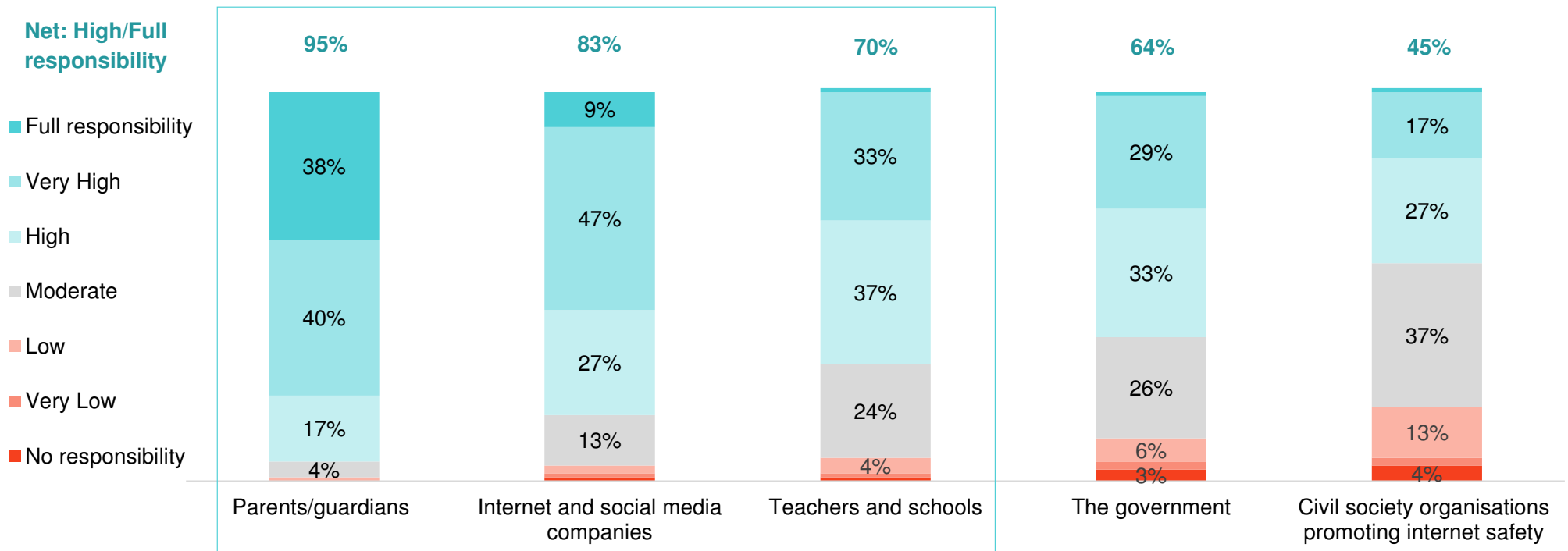# .YONDER

Parents and Human Flourishing in the Digital Age

November 2020

.YONDER

Most parents believe that they themselves have the most responsibility in ensuring internet safety amongst children and young people followed by internet/social media companies and teachers/schools

Q1. What responsibility, if any, do you feel the following have to ensure that children and young people use the internet safely?

Net: High/Full responsibility

Legend:
- Full responsibility
- Very High
- High
- Moderate
- Low
- Very Low
- No responsibility

	Parents/guardians	Internet and social media companies	Teachers and schools	The government	Civil society organisations promoting internet safety
Net	95%	83%	70%	64%	45%
Full responsibility	38%	9%			
Very High	40%	47%	33%	29%	17%
High	17%	27%	37%	33%	27%
Moderate	4%	13%	24%	26%	37%
Low			4%	6%	13%
Very Low				3%	4%

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Around half of parents surveyed worry that their child may be exposed to violent, hateful or racist content or may be treated in a hurtful or nasty way whilst online
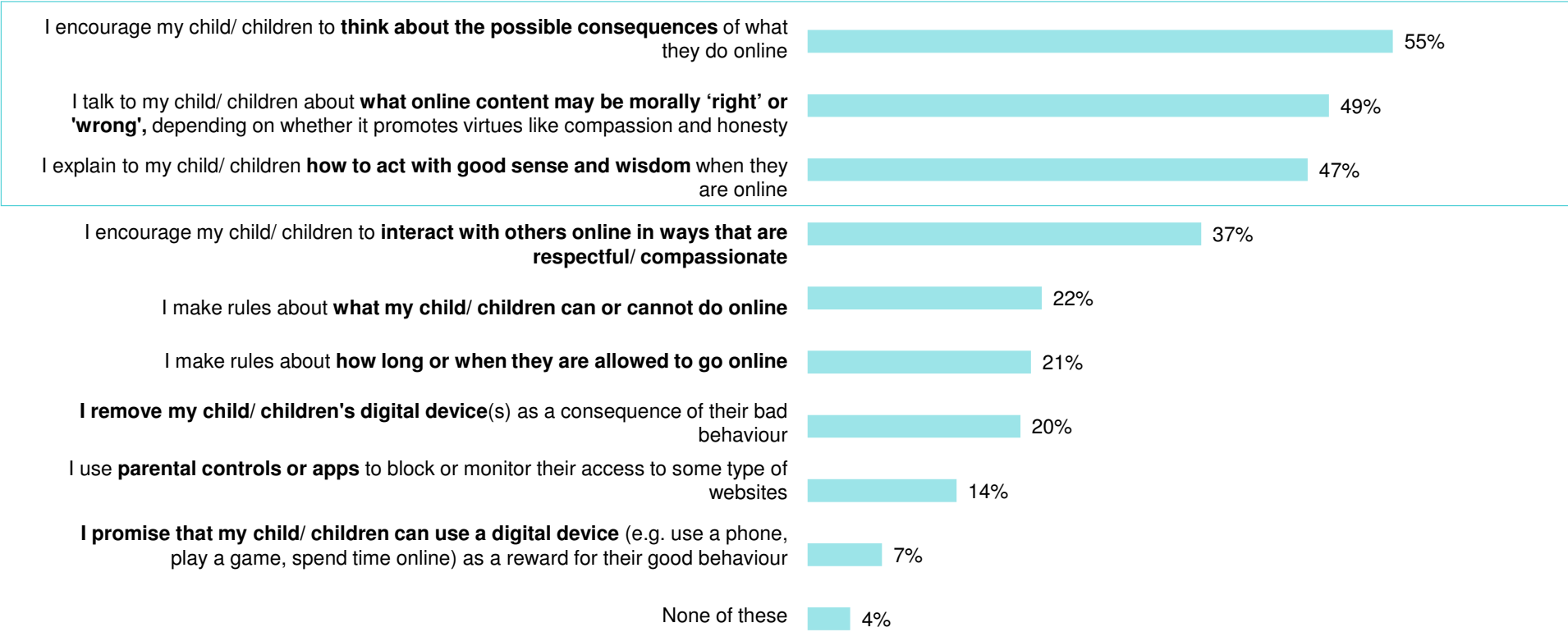
Q2. Which of the following, if any, worry you about your child/children's internet use? **Top 3 concerns**

I worry that they may be…

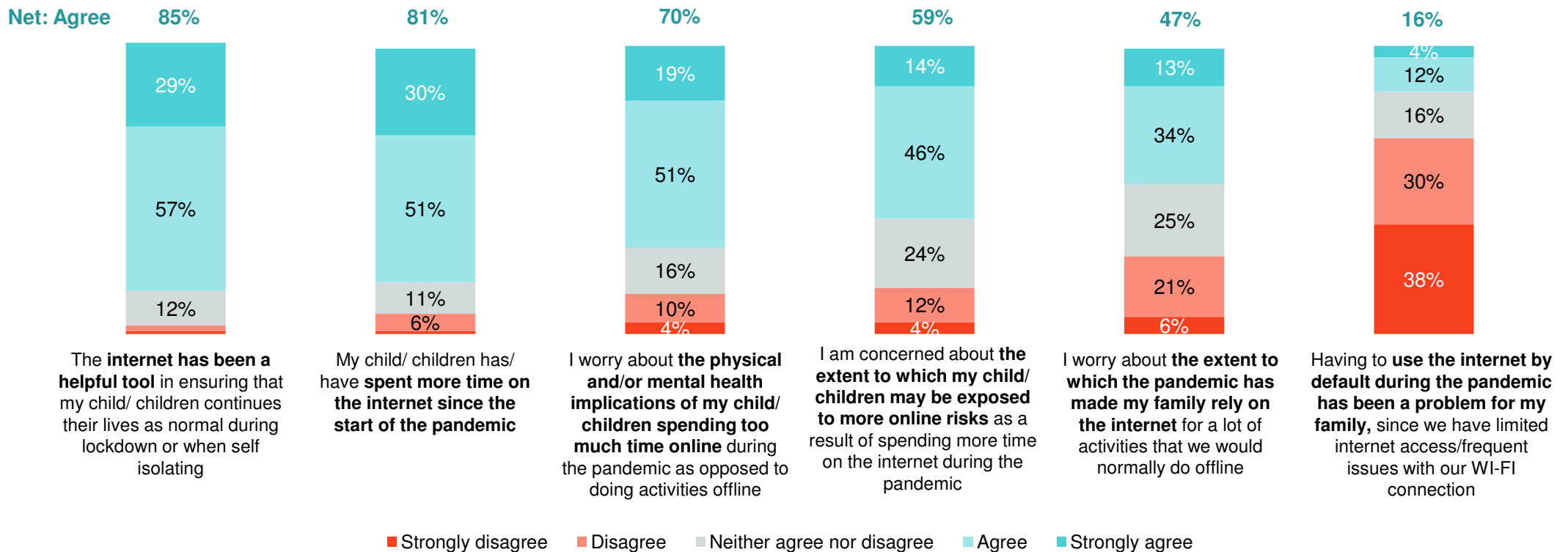|	
Exposed to violent/ hateful/racist content, messages or activities	51%
Treated in a hurtful or nasty way by users showing little compassion for others	47%
Become socially isolated/addicted to technology	41%
Experiencing something dishonest that encourages them to harm themselves/makes them feel bad about themselves	35%
Vulnerable to their data being hacked or used for fraud	28%
Drawn into issues of incivility (e.g. rude or bad behaviour)	23%
Damaging their reputation/integrity either now or in the future	19%
The target of online advertising/marketing by companies lacking honesty/ integrity	14%
Recruited by extremist or fundamentalist groups motivated by hatred/lack of compassion for others	10%
Drawn into hacking/ cybercrime by users lacking honesty/ integrity	8%
Other	1%
None of these worry me	5%

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The most commonly employed measures amongst parents for their children's internet usage is encouraging them to think about the possible consequences of their online activity, talking about what content is morally right and how to act with good sense

Q3. Looking at the following, which of these, if any, do you do the most in relation to your child/children's internet use? **Top 3 done most often**

I encourage my child/ children to **think about the possible consequences** of what they do online	55%
I talk to my child/ children about **what online content may be morally 'right' or 'wrong',** depending on whether it promotes virtues like compassion and honesty	49%
I explain to my child/ children **how to act with good sense and wisdom** when they are online	47%
I encourage my child/ children to **interact with others online in ways that are respectful/ compassionate**	37%
I make rules about **what my child/ children can or cannot do online**	22%
I make rules about **how long or when they are allowed to go online**	21%
I remove my child/ children's digital device(s) as a consequence of their bad behaviour	20%
I use **parental controls or apps** to block or monitor their access to some type of websites	14%
I promise that my child/ children can use a digital device (e.g. use a phone, play a game, spend time online) as a reward for their good behaviour	7%
None of these	4%

Q3. Looking at the following, which of these, if any, do you do the most in relation to your child/children's internet use? Top 3 done most often (respondents were able to select up to three responses)
Base: All respondents (1,515)

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Most parents feel their children have spent more time on the internet during the pandemic and whilst it has been a useful tool, seven in ten are worried about the physical and/or mental health implications
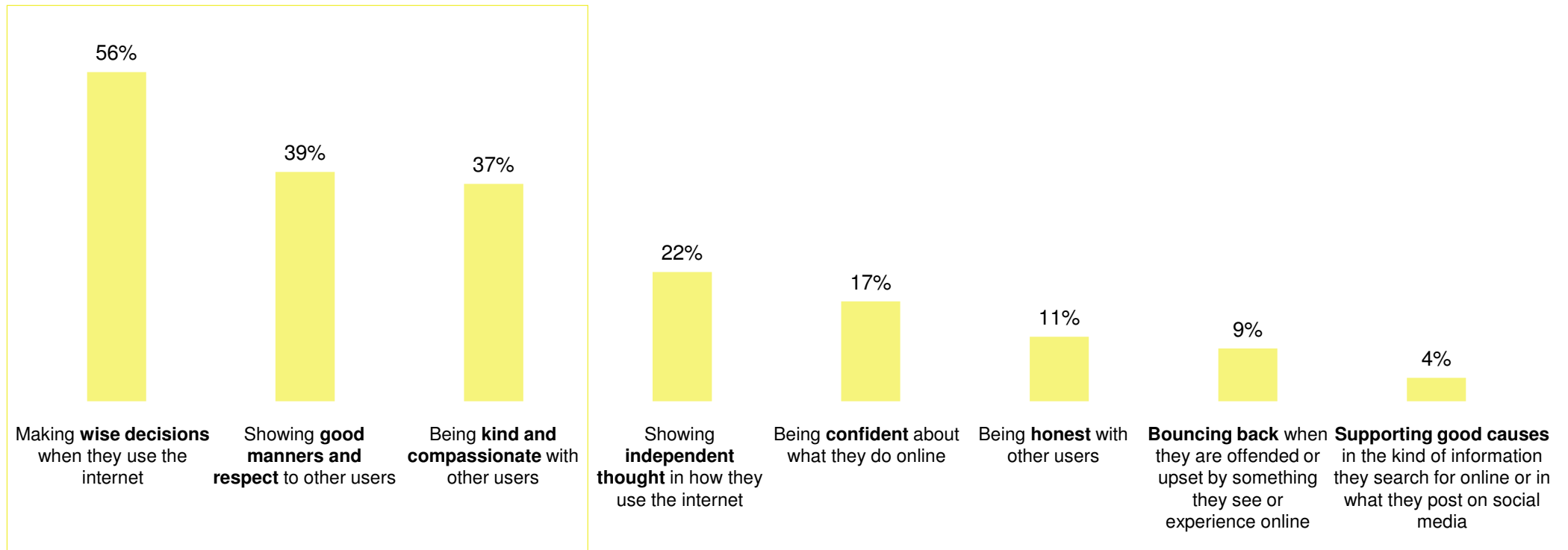
Q4. To what extent do you agree or disagree with the following statements about the internet and the current COVID-19 pandemic?

Net: Agree

85%	81%	70%	59%	47%	16%
29%	30%	19%	14%	13%	4%
57%	51%	51%	46%	34%	12%
12%	11%	16%	24%	25%	16%
	6%	10%	12%	21%	30%
		4%	4%	6%	38%

The **internet has been a helpful tool** in ensuring that my child/ children continues their lives as normal during lockdown or when self isolating

My child/ children has/ have **spent more time on the internet since the start of the pandemic**

I worry about **the physical and/or mental health implications of my child/ children spending too much time online** during the pandemic as opposed to doing activities offline

I am concerned about **the extent to which my child/ children may be exposed to more online risks** as a result of spending more time on the internet during the pandemic

I worry about **the extent to which the pandemic has made my family rely on the internet** for a lot of activities that we would normally do offline

Having to **use the internet by default during the pandemic has been a problem for my family,** since we have limited internet access/frequent issues with our WI-FI connection

■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Q4. To what extent do you agree or disagree with the following statements about the internet and the current COVID-19 pandemic?
Base: All respondents (1,515)

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Making wise decisions is the quality most parents surveyed want their child or children to have when using the internet, followed by showing good manners/respect and being kind/compassionate to other users

Q5. Which of the following qualities do you most want your child/children to show when they use the internet?

56%
Making **wise decisions** when they use the internet

39%
Showing **good manners and respect** to other users

37%
Being **kind and compassionate** with other users

22%
Showing **independent thought** in how they use the internet

17%
Being **confident** about what they do online

11%
Being **honest** with other users

9%
Bouncing back when they are offended or upset by something they see or experience online

4%
Supporting good causes in the kind of information they search for online or in what they post on social media

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Two in five parents surveyed feel that it is most important for their children's school to make more efforts to educate the children about the consequences of their online actions

Q6. Thinking about your child/ children's school/s, please rank the following statements in order of importance to you. **Most important**

43%

30%

20%
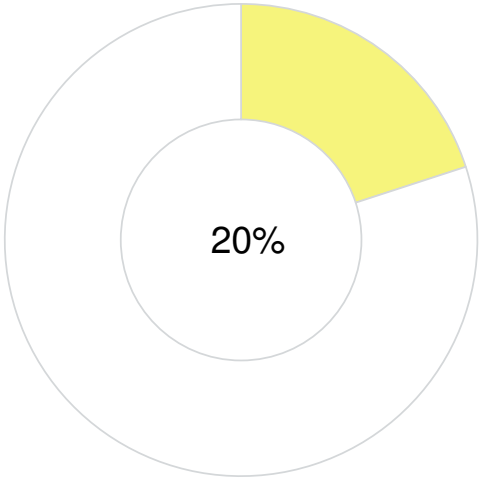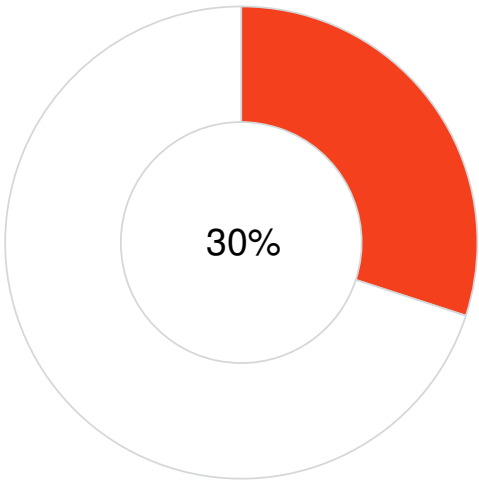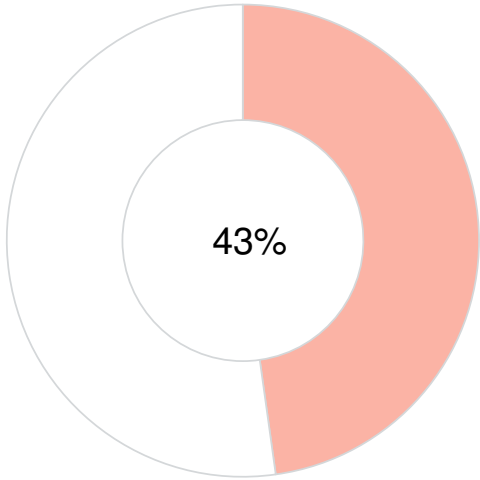
5%
None of these are important to me

2%
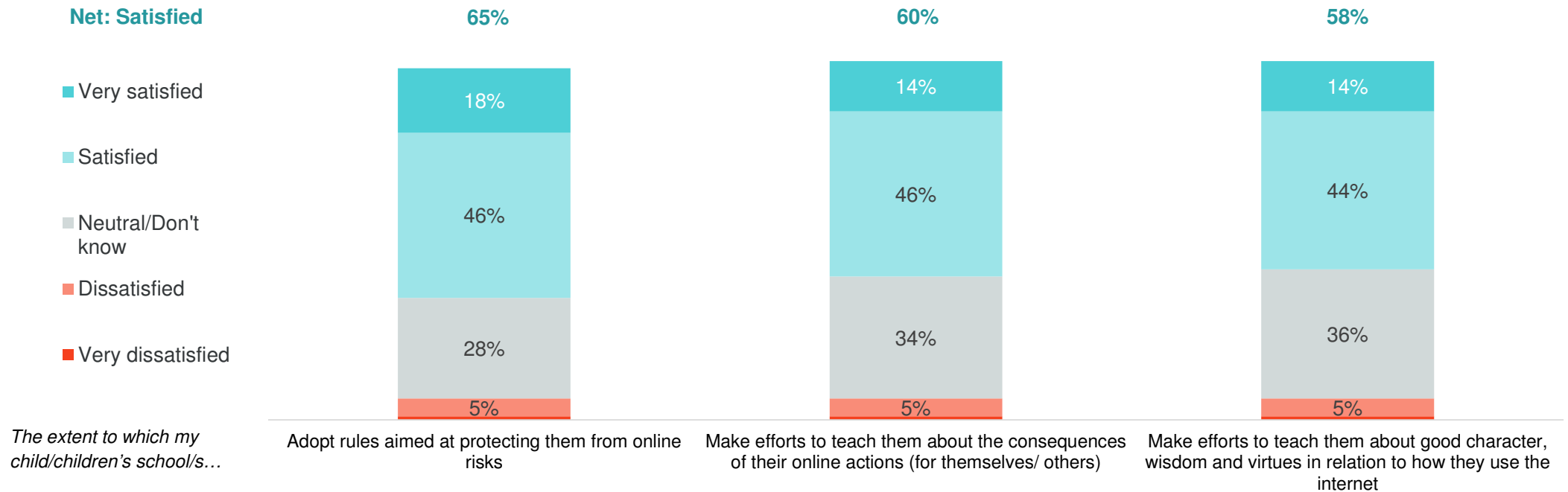My child/children are home-schooled

My child/children's school/s should…

…make more efforts to teach them about the consequences of their online actions (for themselves/others)

…make more efforts to teach them about good character, wisdom and virtues in relation to how they use the internet

…adopt stricter rules aimed at protecting them from online risks (e.g. banning the use of mobile phones in and between classes and/or implementing confiscation measures for the inappropriate use of mobile phones)

Q6. Thinking about your child/ children's school/s, please rank the following statements in order of importance to you.(Respondents were able to select up to three responses)
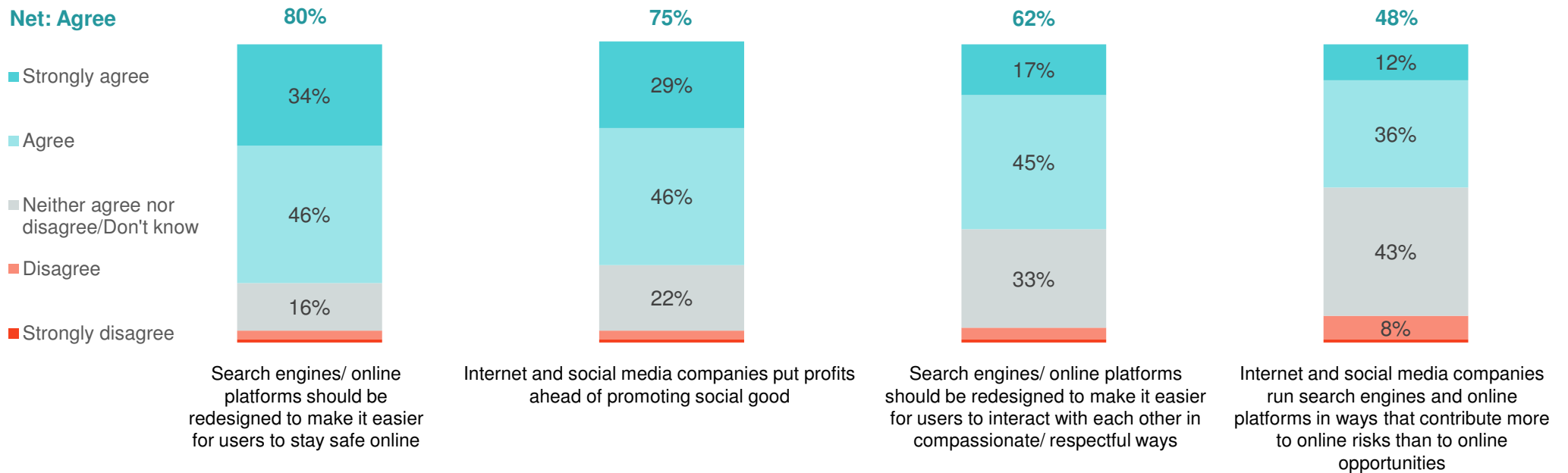Base: All respondents (1,515)

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Only a minority of parents are dissatisfied with the efforts of their children's schools in educating about the consequences of online actions, teaching them good online character/virtues and adopting rules aimed to protect them from online risk

Q7. Still thinking about your child/children's school/s, how satisfied or dissatisfied are you with the following?

Net: Satisfied　　　　　　**65%**　　　　　　　　　　**60%**　　　　　　　　　　**58%**

Legend:
- ■ Very satisfied
- ■ Satisfied
- ■ Neutral/Don't know
- ■ Dissatisfied
- ■ Very dissatisfied

The extent to which my child/children's school/s...

Adopt rules aimed at protecting them from online risks
- 18%
- 46%
- 28%
- 5%

Make efforts to teach them about the consequences of their online actions (for themselves/ others)
- 14%
- 46%
- 34%
- 5%

Make efforts to teach them about good character, wisdom and virtues in relation to how they use the internet
- 14%
- 44%
- 36%
- 5%

Q7. Still thinking about your child/children's school/s, how satisfied or dissatisfied are you with the following?
Base: All respondents excluding those who are home schooled (1,480)
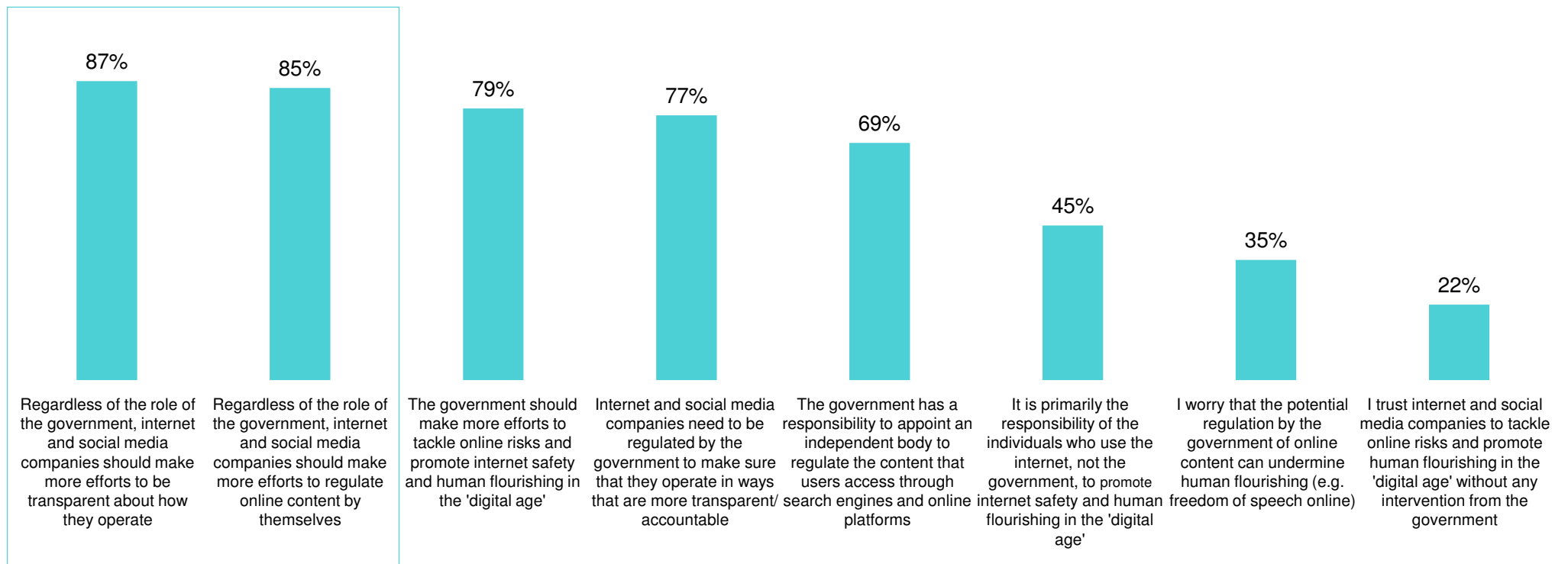
.YONDER

Three quarters of parents surveyed feel that internet and social media companies put profits ahead of promoting social good

Q8. To what extent do you agree or disagree with the following statements about internet and social media companies (e.g. Google, Facebook, Twitter)?

Net: Agree

- ■ Strongly agree
- ■ Agree
- ■ Neither agree nor disagree/Don't know
- ■ Disagree
- ■ Strongly disagree

	80%	75%	62%	48%
Strongly agree	34%	29%	17%	12%
Agree	46%	46%	45%	36%
Neither agree nor disagree/Don't know	16%	22%	33%	43%
Strongly disagree				8%

Search engines/ online platforms should be redesigned to make it easier for users to stay safe online

Internet and social media companies put profits ahead of promoting social good

Search engines/ online platforms should be redesigned to make it easier for users to interact with each other in compassionate/ respectful ways

Internet and social media companies run search engines and online platforms in ways that contribute more to online risks than to online opportunities

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Most parents agree that regardless of the role of the government, internet and social media companies should be more transparent and make more of an effort to regulate online content
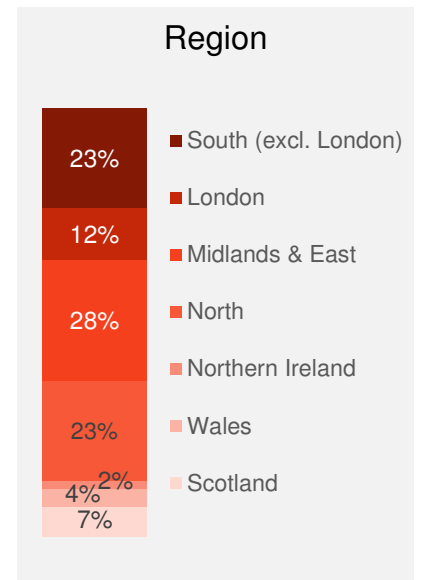
Q9. To what extent do you agree or disagree with the following statements about internet governance and human flourishing? **Net Agree**

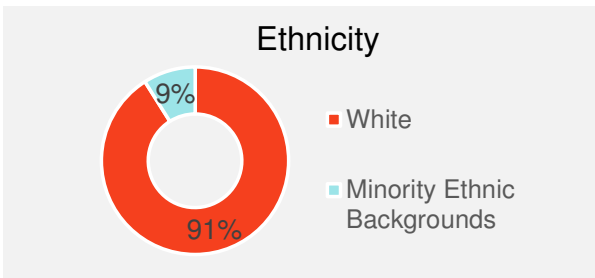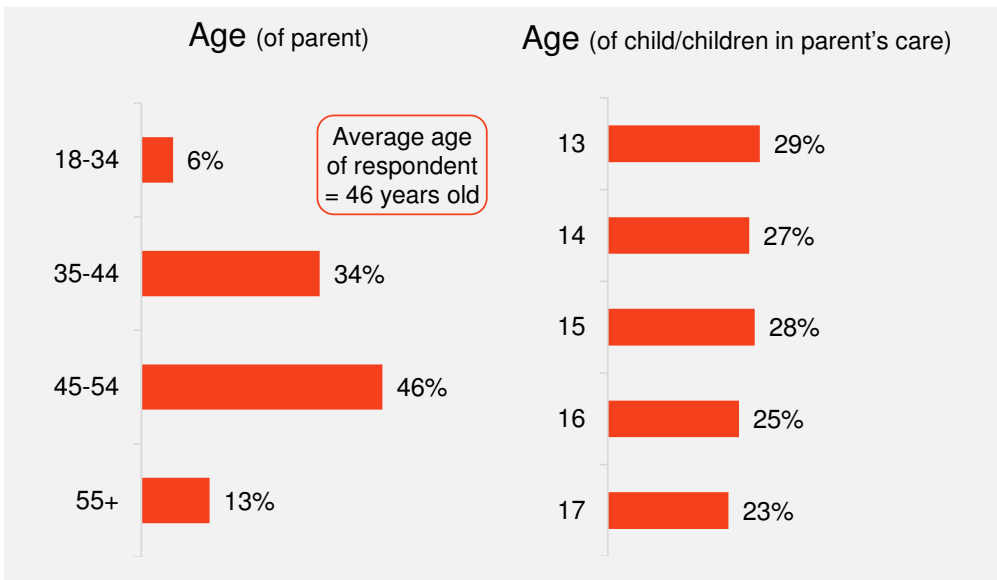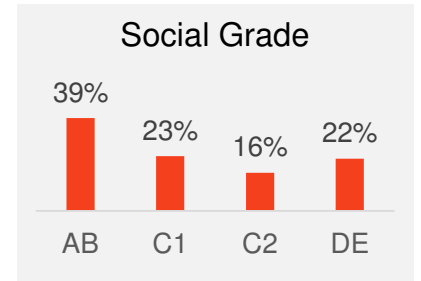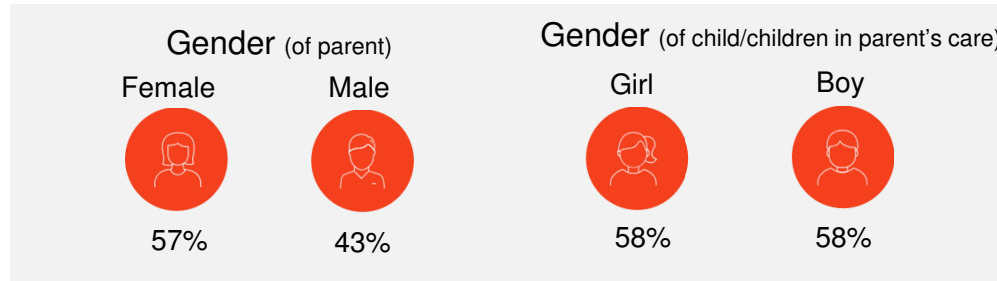| 87%	85%	79%	77%	69%	45%	35%	22%
Regardless of the role of the government, internet and social media companies should make more efforts to be transparent about how they operate	Regardless of the role of the government, internet and social media companies should make more efforts to regulate online content by themselves	The government should make more efforts to tackle online risks and promote internet safety and human flourishing in the 'digital age'	Internet and social media companies need to be regulated by the government to make sure that they operate in ways that are more transparent/ accountable	The government has a responsibility to appoint an independent body to regulate the content that users access through search engines and online platforms	It is primarily the responsibility of the individuals who use the internet, not the government, to promote internet safety and human flourishing in the 'digital age'	I worry that the potential regulation by the government of online content can undermine human flourishing (e.g. freedom of speech online)	I trust internet and social media companies to tackle online risks and promote human flourishing in the 'digital age' without any intervention from the government

Q9. To what extent do you agree or disagree with the following statements about internet governance and human flourishing? By internet governance, we mean the ways in which the digital environment is managed. By human flourishing, we mean our ability to thrive and live well collectively
Base: All respondents (1,515)

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Appendix

Sample demographic

Sample & Methodology

UK– online survey with 1,515 parents of children aged 13-17

Fieldwork dates

20th -22nd November 2020

Ethnicity

9%

91%

- White
- Minority Ethnic Backgrounds

Gender (of parent)

Female	Male
57%	43%

Gender (of child/children in parent's care)

Girl	Boy
58%	58%

Age (of parent)

18-34	6%
35-44	34%
45-54	46%
55+	13%

Average age of respondent = 46 years old

Age (of child/children in parent's care)

13	29%
14	27%
15	28%
16	25%
17	23%

Social Grade

AB	C1	C2	DE
39%	23%	16%	22%

Region

23%	South (excl. London)
12%	London
28%	Midlands & East
23%	North
2%	Northern Ireland
4%	Wales
7%	Scotland

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Less than a quarter trust internet and social media companies to tackle online risks and promote human flourishing without any intervention from the government

Q9. To what extent do you agree or disagree with the following statements about internet governance and human flourishing? **Part 1**

Net: Agree

79%	**22%**	**45%**	**69%**

Chart 1 (79%):
- Strongly agree: 27%
- Agree: 51%
- Neither agree nor disagree/Don't know: 19%

The government should make more efforts to tackle online risks and promote internet safety and human flourishing in the 'digital age'

Chart 2 (22%):
- Strongly agree: 5%
- Agree: 17%
- Neither agree nor disagree/Don't know: 30%
- Disagree: 33%
- Strongly disagree: 15%

I trust internet and social media companies to tackle online risks and promote human flourishing in the 'digital age' without any intervention from the government

Chart 3 (45%):
- Strongly agree: 11%
- Agree: 35%
- Neither agree nor disagree/Don't know: 33%
- Disagree: 18%
- Strongly disagree: 4%

It is primarily the responsibility of the individuals who use the internet, not the government, to promote internet safety and human flourishing in the 'digital age'

Chart 4 (69%):
- Strongly agree: 20%
- Agree: 49%
- Neither agree nor disagree/Don't know: 24%
- Disagree: 5%

The government has a responsibility to appoint an independent body to regulate the content that users access through search engines and online platforms

■ Strongly disagree   ■ Disagree   ■ Neither agree nor disagree/Don't know   ■ Agree   ■ Strongly agree

Q9. To what extent do you agree or disagree with the following statements about internet governance and human flourishing? By internet governance, we mean the ways in which the digital environment is managed. By human flourishing, we mean our ability to thrive and live well collectively
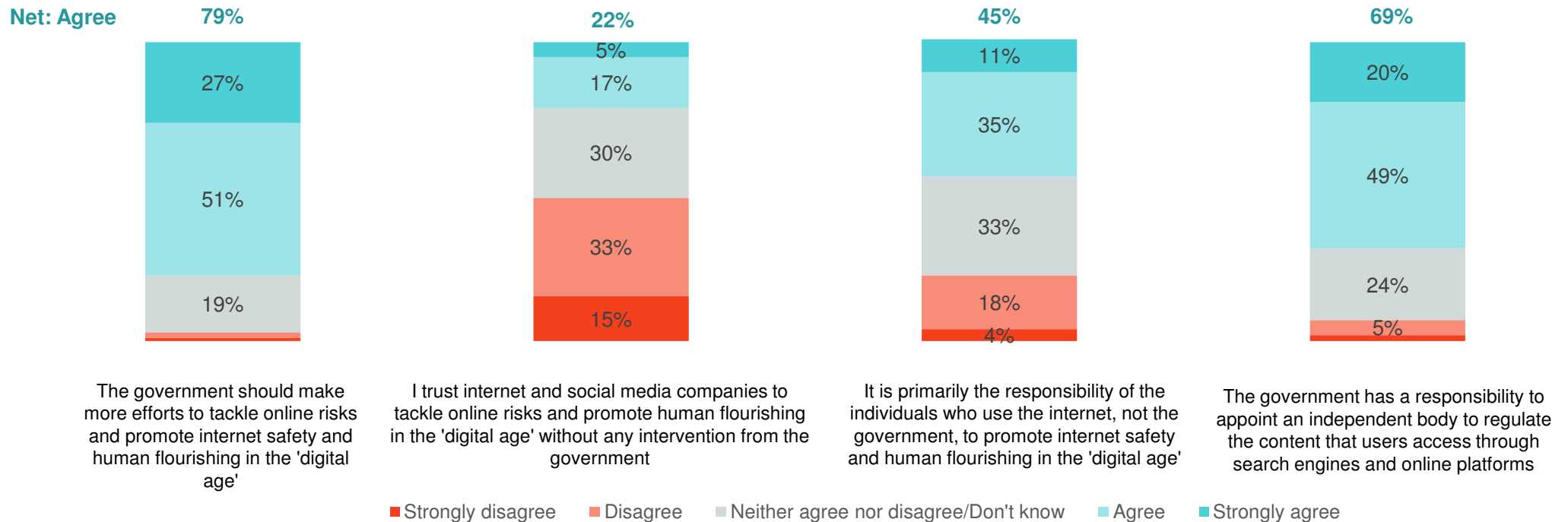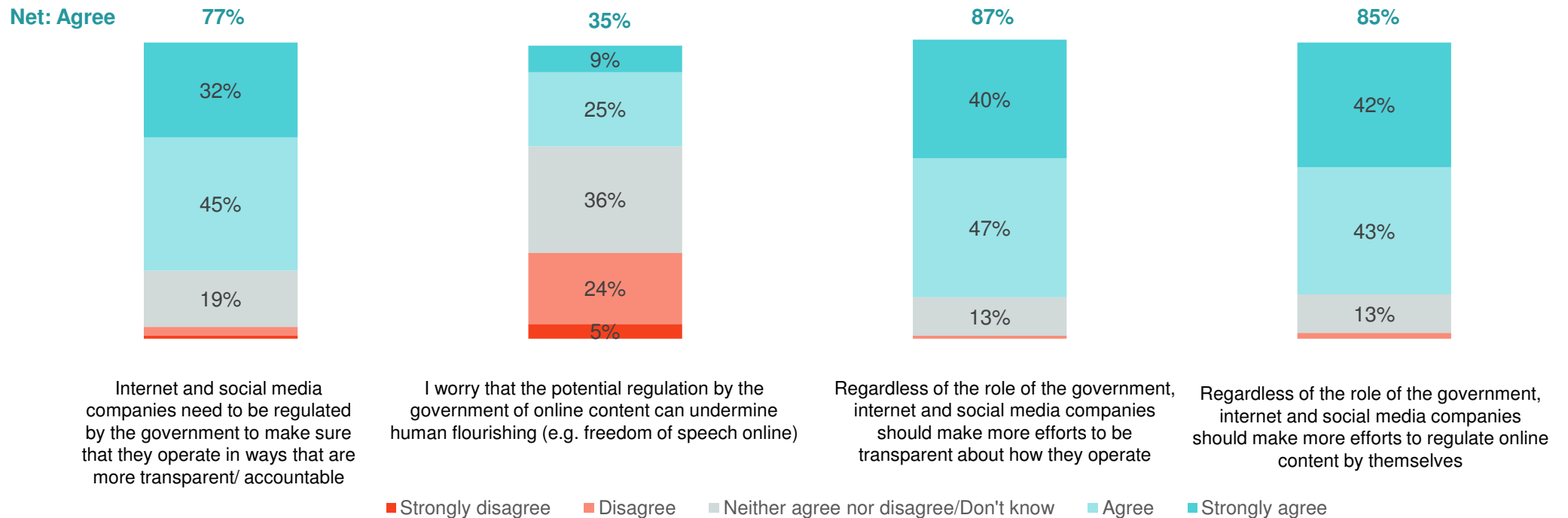Base: All respondents (1,515)

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Nearly 9 in 10 agree that regardless of the role of the government, internet and social media companies should make more efforts to be transparent about how they operate

Q9. To what extent do you agree or disagree with the following statements about internet governance and human flourishing? **Part 2**

Net: Agree   77%   35%   87%   85%

	Internet and social media companies need to be regulated by the government to make sure that they operate in ways that are more transparent/ accountable	I worry that the potential regulation by the government of online content can undermine human flourishing (e.g. freedom of speech online)	Regardless of the role of the government, internet and social media companies should make more efforts to be transparent about how they operate	Regardless of the role of the government, internet and social media companies should make more efforts to regulate online content by themselves
Strongly agree	32%	9%	40%	42%
Agree	45%	25%	47%	43%
Neither agree nor disagree/Don't know	19%	36%	13%	13%
Disagree		24%		
Strongly disagree		5%		

■ Strongly disagree   ■ Disagree   ■ Neither agree nor disagree/Don't know   ■ Agree   ■ Strongly agree

Q9. To what extent do you agree or disagree with the following statements about internet governance and human flourishing? By internet governance, we mean the ways in which the digital environment is managed. By human flourishing, we mean our ability to thrive and live well collectively
Base: All respondents (1,515)

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