



Family
Online Safety
Institute

Tools for Today's Digital Parents

A comparative look between the US and APAC Region

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What is FOSI?

The Family Online Safety Institute is an international, non-profit organization which works to make the online world safer for kids and their families.



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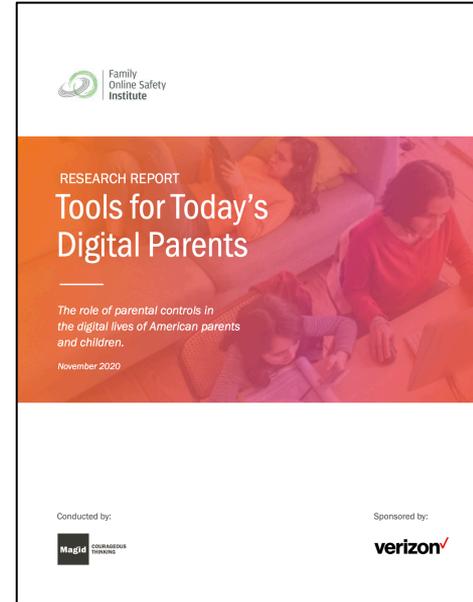
Industry best **practices**

Good digital **parenting**



Tools for Today's Digital Parents

The role of parental controls in the digital lives of American parents and children.



Tools for Today's Digital Parents

We wanted to learn:

- What online safety tools are available to parents today?
- Are parents using these tools?
- What experiences do parents and kids have with these tools?
- What do parents like/dislike about current tool offerings?
- Why do parents use technical tools?
- What can industry do to meet the needs of parents?

APAC Polls Overview

We conducted nationwide and representative online polls in India, Indonesia, Philippines, and Thailand using YouGov over five days at the beginning of 2021

Our goal was to look at each country's usage of parental controls and the perception of where the responsibility lies when it comes to managing one's online experience

Responsibility

Who do parents feel is most responsible for children's safety and wellbeing online?

USA

95% of US parents acknowledge that they own some responsibility when it comes to digital parenting, but how many feel that they own “*most*” of the responsibility differs by age group:

- 57% of Baby Boomers (aged 56-64)
- 43% of Gen X (aged 40-55)
- 30% of Millennials (aged 22-39)

APAC

Generally, most Indians (58%) feel that parents and caregivers have the most responsibility in managing children's online experiences.

Most Indonesians (68%) feel that parents or caregivers have the most responsibility

Most Filipinos (68%) feel that parents or caregivers have the most responsibility

More than half of Thais (57%) feel that parents or caregivers are highly responsibly in managing children's online experiences.

Uptake

How does the usage of parental controls and online safety tools compare?

USA

65% of US parents with rules in place (92% have household rules) are using a parental control/online safety tool to help enforce them

76% of parents give themselves high marks for their conversations about online safety

APAC

Percentage of parents using at least one type of parental control tool:

- 74% of Indian parents
- 90% of Indonesian parents
- 79% of Filipinos
- 78% of Thais

Concerns

For those parents who use parental controls, what is the main reason for doing so?

USA

Leading concerns for US parents are:

- Sexually suggestive content in media (games, movies, TV shows)
- Bullying
- Their child getting in trouble for inappropriate behavior

Millennial parents are more likely to worry about kid-focused and kid-driven bad behavior because they have more experience growing up with tech in their own lives

APAC

Top 3 reasons by country:

India: Controlling access to sexual content, violence, or bad language

Indonesia: Controlling access to sexual content, inappropriate content, or violence

Philippines: Controlling access to sexual content, violence, or bad language

Thailand: Controlling access to violence content, **child spending too much time online**, access to sexual content/negatively impacting child's health (both tied at 40%)

Where is more support needed?

USA

About 25% of US study respondents felt that industry constituents (ISPs, device manufacturers, app/service creators and content creators) could be doing better, currently rating them as doing a fair-to-poor job of upholding their responsibilities in online safety.

APAC

57% of Indian parents think that more controls are needed at both the device *and* ISP levels

66% of Indonesians think more controls are needed at a device level

72% of Filipinos think more controls are needed at a device level

62% of Thais think more controls are needed at a device level

Next Steps

- How do we best support parents?
- What types of collaboration are needed? Who is at the table?
- What are the challenges and opportunities?

Thank you!

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