

# Generation internet

Photos online before birth, a digital presence by the age of two, and your first mobile before you're five – what it really means to be a digital native

Today's children are digital from before they're even born



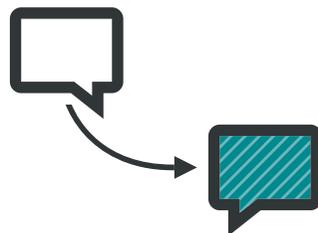
**23%** of UK kids begin their digital lives in-utero, with parents uploading their scans online

**73%** of children have a presence online by the age of two

**57%** of four-year-olds in the UK use tablets and smartphones

They're spending more time on mobile technology

**289** The number of texts sent on smartphones each week by 12- to 15-year-olds (or just over 41 every day)



**13%** Since 2012, the number of eight- to 11-year-olds using tablets has grown from 13% to 44%

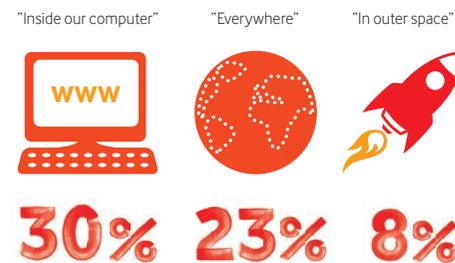
By age eight, kids begin to consume online media on a regular basis

Children have emotional concerns about using the internet, while parents' concerns are much more practical

Children worry about...	Parents worry about...
Mean things others have written	Receiving spam
Seeing things that are too old for them	Viruses on the PC or laptop
Other people pretending to be them	Unsolicited emails with questionable links
Pressure to appear popular or attractive	Seeing something nasty or offensive



So, where is the internet? Kids think it's...



Half of four- and five-year-olds think it is OK to look at any videos or photos on the internet

Adults are laying down the law, like time spent online

**83%** of four- to 11-year-olds have to follow rules when using a smartphone, tablet or computer, including:

- Which websites they can visit = **81%**
- How long they can be online for = **72%**
- Where they can use their devices = **41%**
- More than three-quarters of parents have spoken to their children about internet safety... but are they leaving it too late?

While they're surfing, they're also learning new skills... ..but, being savvy doesn't come with common sense

Researchers say social media enhances 21st-century skills including communication, creativity, collaboration, leadership abilities and technological proficiencies

**19%** delete their internet history **12%** have amended settings to use their browser privacy mode **6%** uninstall filters designed to stop certain websites being visited

...which means they still need protecting

Almost half of four- to 11-year-olds agree that some of their online friends might be pretending to be someone they are not

**70%** of four- to 11-year-olds recognise that some online content is for adults or might be rude

But points of conflict still emerge

**70%** of parents argue with their kids about things they put online that they wouldn't want other people to know

Nearly a third of all parents feel they need more support when it comes to internet safety

Statistics are taken from the Vodafone/YouGov study 24-29 October 2013; Ofcom Children and Parents: Media Use and Attitudes Report, October 2013