



CLICK WITH CONFIDENCE

# The Kids are Alright\*

**A survey of the privacy habits and preferences  
of teens and their parents on social networks**

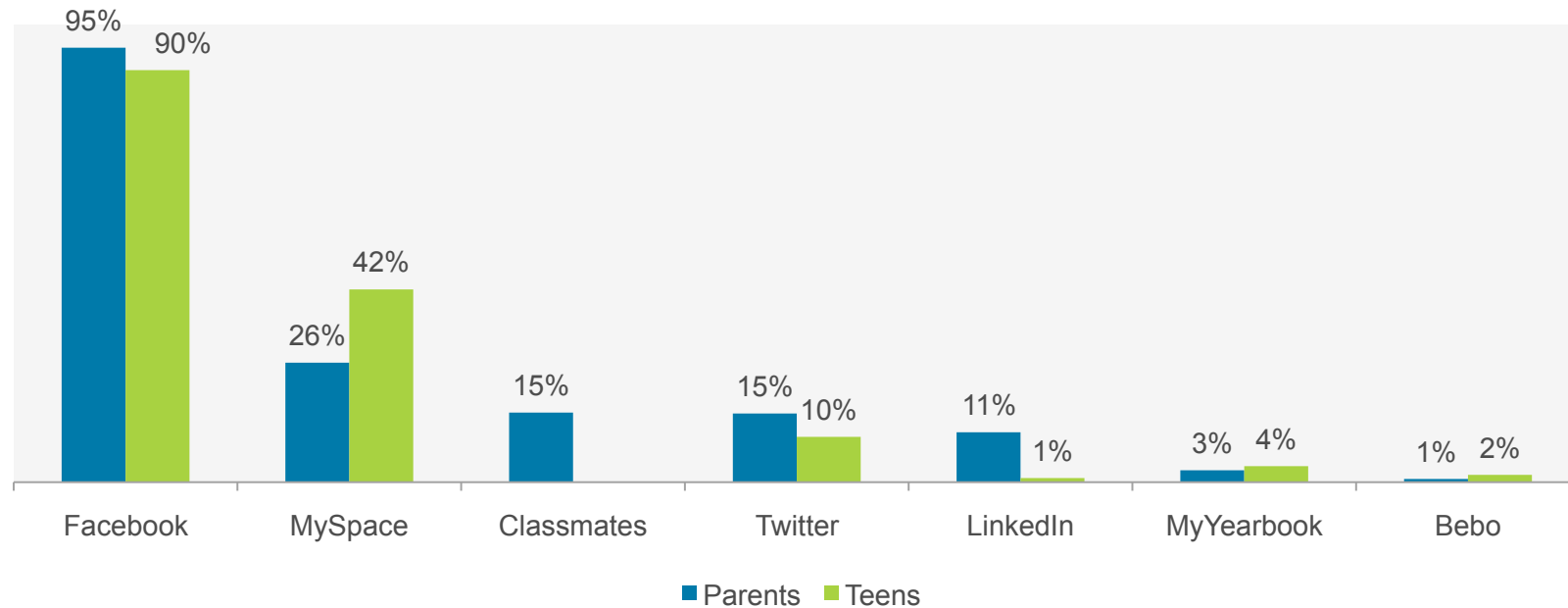
**October 2010**

***\* Improvement Needed***

## About the survey

- **Timing: Conducted between June 24 and July 1, 2010**
  - This was shortly after the announcement of Facebook's privacy policy changes in April and June 2010
- **Parents and their teens**
- **Online**
- **Over 1000 qualified responses**

# It's a family affair



**86 percent of parents**

with a Facebook account are Facebook friends with their teens

**1 in 3 teens**

Helped get their parents on Facebook in households where both the teen and parent have a Facebook account

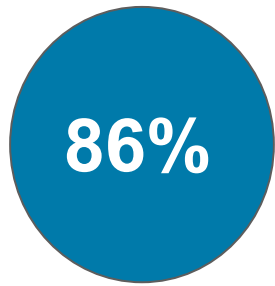


# Privacy is important to both teens and parents

**Teens**



**Parents**



Percent of parents and teens who think having control over their personal information on social networks is important.

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**88 percent of parents**

think their teen's privacy on social networks is important.

**78 percent of teens and 80 percent of parents**

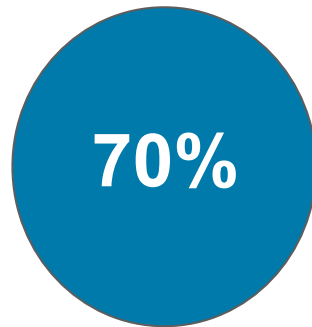
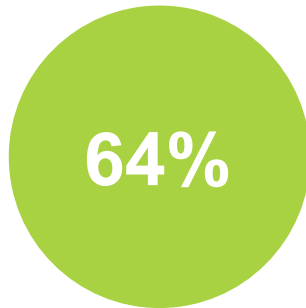
feel in control of their personal information on social networks.

# And they both take steps to protect their privacy on social networks



Teens

Parents

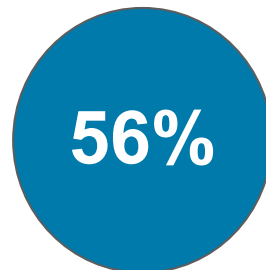


Percent of parents and teens who use privacy controls on social networks.

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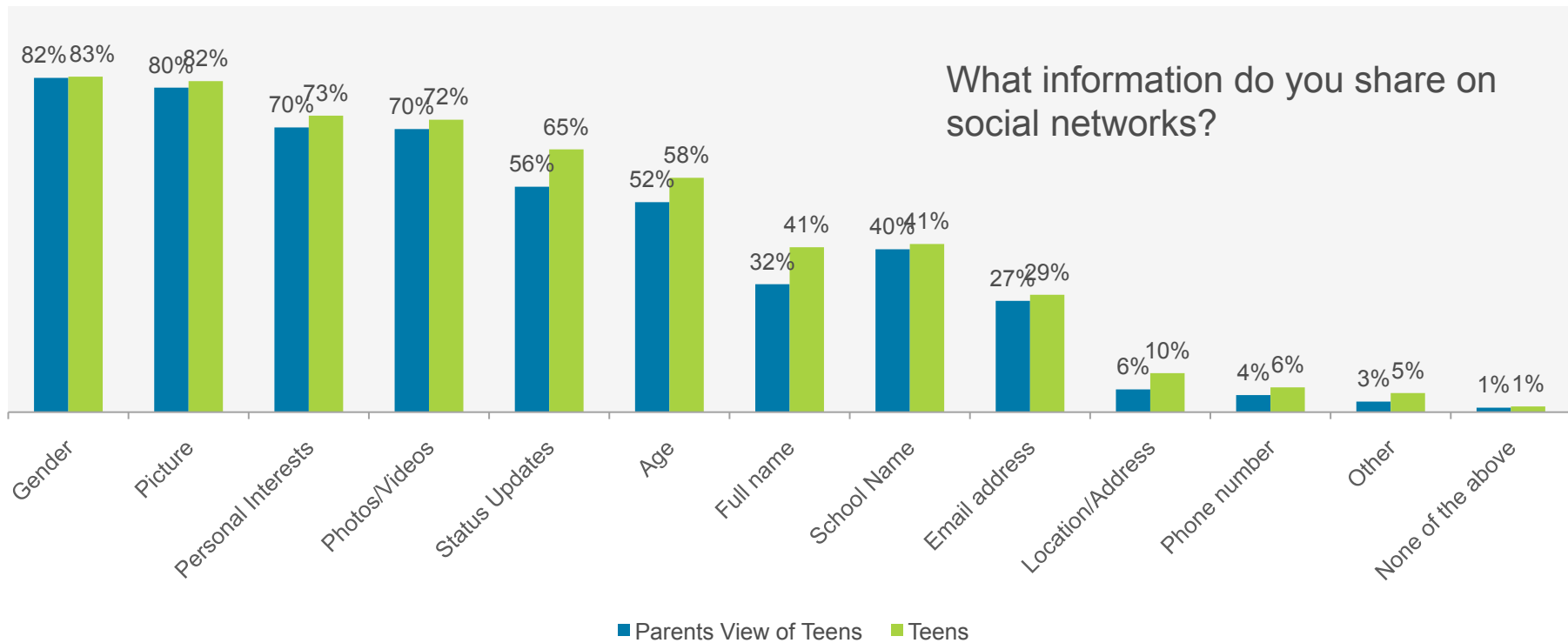
Teens

Parents



Percent of parents and teens who adjusted privacy settings on Facebook in the previous 6 months.

# Parents have a pretty good sense of their teen's social network usage and information sharing habits



84%

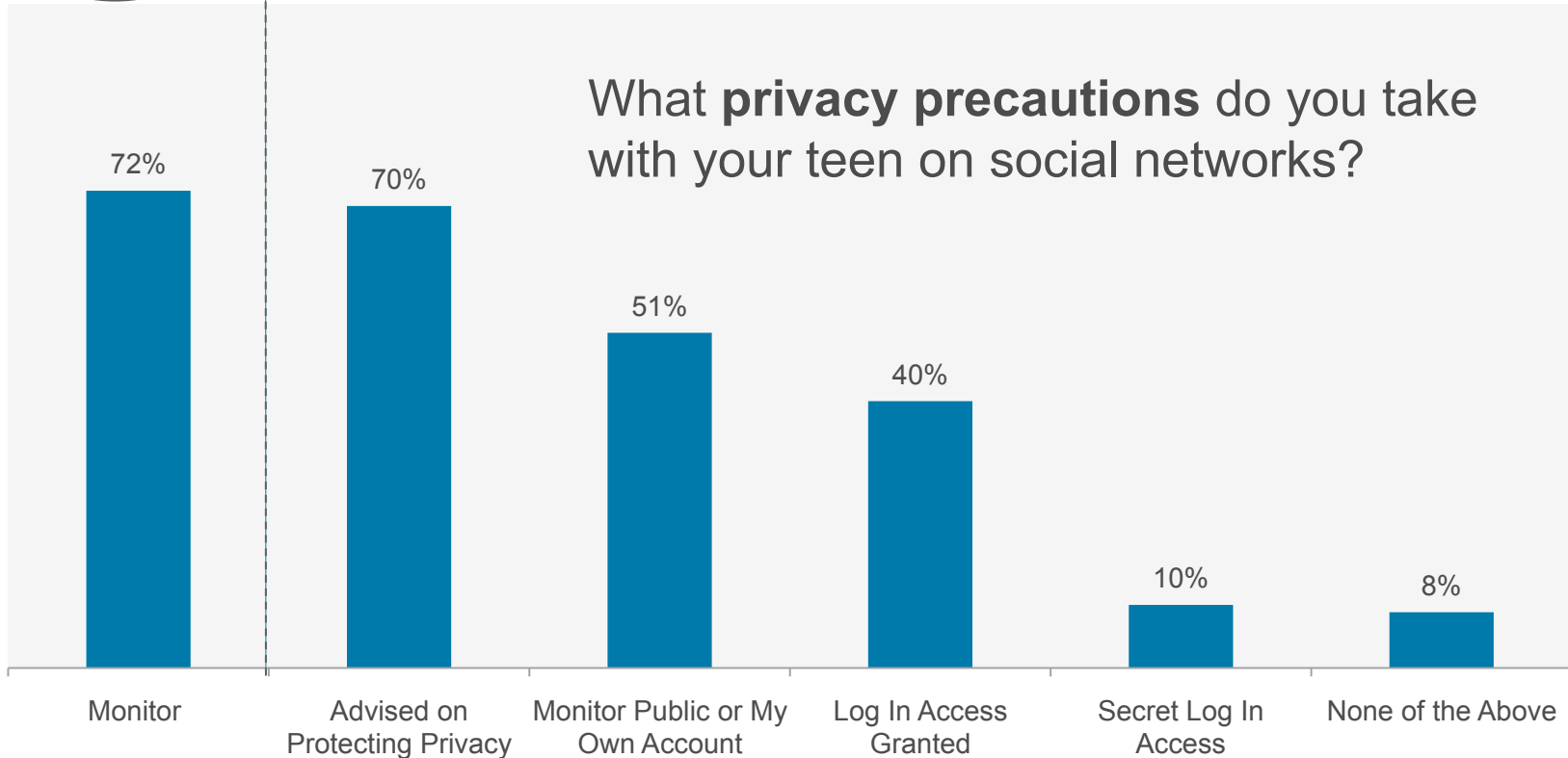
Of parents correctly estimated how much time their teen spends on social networks

# Still, parents are actively monitoring their teens

**72%**  
monitor  
their teens

Percent of parents for whom **teen privacy is important** on social networks.

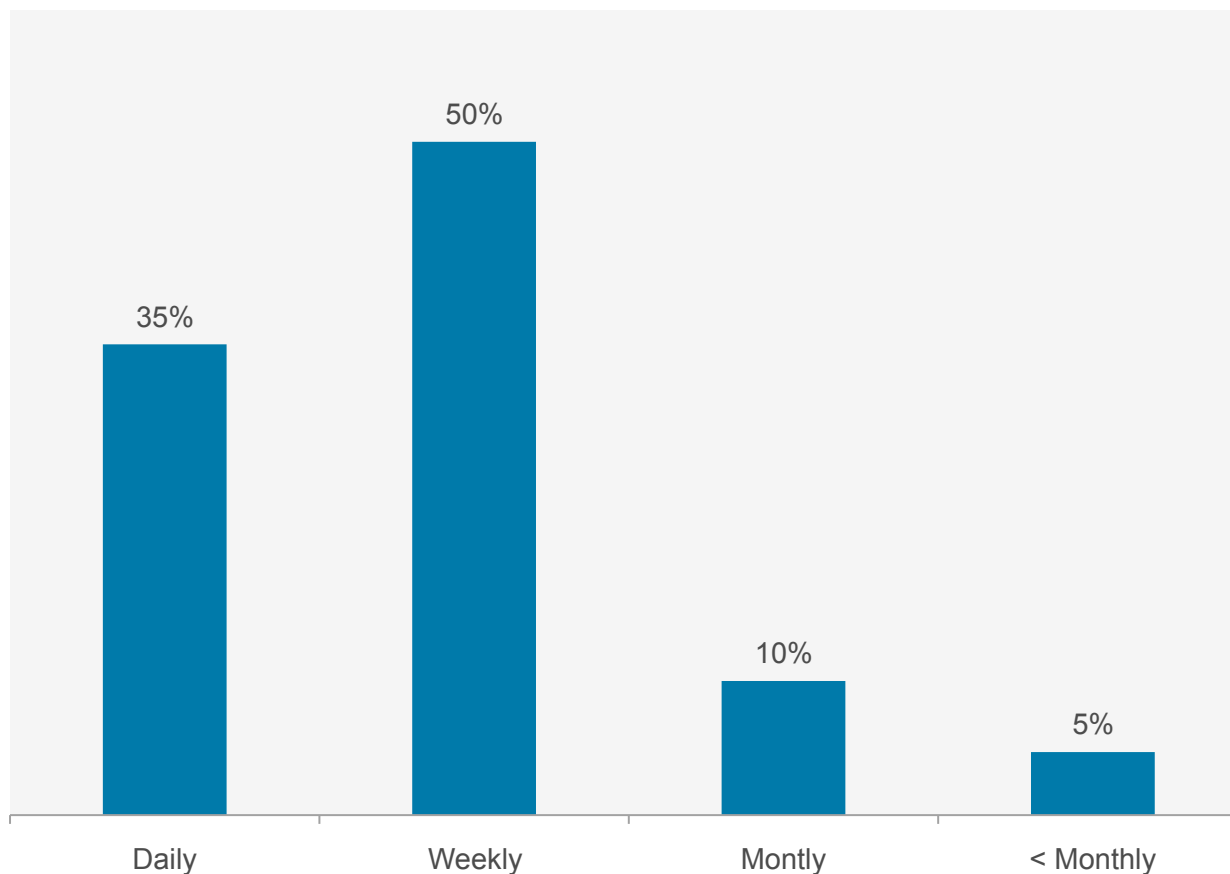
**88%**  
of parents



# And they work hard to protect their teen's privacy



How **often** do you **monitor** your teen's social networking activity?



**23%**  
of parents

Have blocked or restricted their teen's use of social networks because of privacy concerns

And most parents think their teen is responsible with privacy on social networks



84%  
of parents

**Are they right?**

Think their teen is responsible when sharing their personal information on a social network

## There are some areas for parental concern

### Teens can over-friend

**42 percent of teens**

accept social network 'friend' requests from strangers

### Teens can over-share

**31 percent of teens**

share content on social networking sites that they do not want their family or teachers to see.

**18 percent of teens**

have been embarrassed or disciplined as the result of sharing something on a social network

### Teens can hide things from others

**60 percent of teens**

use privacy controls on social networks to hide content from specific friends, including parents.

## And lastly, parents want more control



### **89 percent of parents**

want social networks to have privacy default settings for teens

### **82 percent of parents**

want to be able to contact a social networking site and access and delete content on their teen's account

### **55 percent of parents**

do not think advertisers should be able to serve their teens targeted advertisements based on the information or activity on their social networking account.