



09/07/2024

REPORT

Smartphone Scenes: Teen Clicks and Parental Tricks (Parents)



AUDIENCE

Demographics

United Kingdom, Age 30 to 75, Have Children

Category

Consumer Electronics

Custom Screening

Do your children own a smartphone? (iPhone, Android, etc)

Qualified: Yes

Unqualified: No,

Custom Screening 2

Is your child/children between the ages of 16 and 21?

Qualified: Yes

Unqualified: No,



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OBJECTIVE

To delve into the understanding and perceptions of parents regarding their teenage children's smartphone usage, focusing on their apprehensions, imposed restrictions, and their cognisance of the effects of social media and digital interactions on their children's well-being. Furthermore, to investigate parents' viewpoints on the influence of smartphones on their children's daily routines, social engagements, and mental health.

BURNING QUESTION

What are your main concerns regarding your teenager's smartphone usage and its impact on their mental health?



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CHAT GUIDE

1. What activities do your children typically engage in during their free time?
2. What type of smartphone does your child own?
3. How often do you see your child using their smartphone?
4. Do you know what kind of apps or features they frequently use on their smartphone?
5. How do you feel when your teenager spends hours on their smartphone?
6. Do you set any restrictions or rules regarding your child's smartphone usage?
7. If yes, what are these rules or restrictions?
8. Have you noticed any changes in your child's behavior or mood since they started using a smartphone?
9. Are you aware of the kind of interactions your child has on social media?
10. Do you think your child's smartphone usage interferes with their daily routines?
11. Have you noticed any impact on your child's social engagements due to their smartphone usage?
12. What are your main concerns about your child's smartphone usage?
13. If you took your teenager's smartphone away or they lost it, how do you think they would react?
14. Are you worried about the effect of smartphone usage on your child's mental health?
15. What steps, if any, have you taken to address your concerns about your child's smartphone usage?
16. What else do you think could be done to mitigate the negative effects of excessive smartphone usage on teenagers?
17. How has this discussion made you reflect on your child's smartphone usage?



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AI SUMMARY

Parents in the United Kingdom express a range of concerns and approaches regarding their teenagers' smartphone usage and its impact on mental health. Many parents acknowledge the significant amount of time their children spend on smartphones, with activities ranging from social media interaction to gaming and educational research. While some parents trust their teenagers to manage their own time effectively, others have implemented specific rules, such as no phones at meal times, restrictions on certain apps, and limits on daily usage to encourage a healthy balance between screen time and other activities.

The main concerns revolve around the potential for cyberbullying, exposure to inappropriate content, and the influence of social media on body image and self-esteem. Parents also worry about the impact of smartphones on their children's social skills, with some noting a decrease in face-to-face interactions and a reliance on digital communication. To mitigate these concerns, parents suggest more active family time, open communication about online safety, and the use of parental controls. Some parents have observed changes in their children's behavior, such as increased preoccupation with appearance and a decline in focus on homework, prompting them to enforce stricter rules or encourage offline activities.

Despite these concerns, there are also positive reflections on smartphone usage, with some parents noting that their children use their devices responsibly, balancing screen time with social activities and using their phones as tools for learning and staying connected with friends. The discussion has prompted many parents to reflect on their child's smartphone usage, with some considering implementing more stringent measures to limit usage and others feeling reassured by their child's responsible behavior.





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KEY INSIGHTS

Parental Strategies for Managing Smartphone Usage:

- Many parents have implemented rules such as no phones at meal times, mandatory completion of homework before phone use, and setting time limits to encourage a healthy balance between screen time and other activities.
- Parents also use parental controls and monitor their children's social media interactions to ensure their safety online, with some expressing the need for more support from mobile providers and social media platforms in safeguarding young users.

The Role of Trust and Communication:

- Trust in their teenagers' ability to use smartphones responsibly is a common theme, with parents preferring to guide rather than impose strict restrictions as their children approach adulthood.
- Open communication about the dangers and responsibilities of smartphone usage is a key approach, with parents emphasizing the importance of keeping lines of communication open and discussing concerns with their children.

Impact on Social Skills and Daily Routines:

- Parents are concerned that smartphones may be affecting their teenagers' social skills, with some noticing a preference for digital communication over inperson interactions.
- While some parents report that smartphones do not interfere with their children's daily routines and social engagements, others have noticed a negative impact, such as forgetfulness and a lack of focus on homework and chores.

Positive Aspects and Educational Use:

- Smartphones are recognized by some parents as valuable educational tools that help their teenagers with research and studying, as well as keeping them connected with friends and family.
- Positive experiences include using smartphones for creative expression, such as making videos, and for organizing social events, indicating that when used responsibly, smartphones can enhance teenagers' lives.





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KEY INSIGHTS

Reflection and Future Considerations:

- The discussions have prompted parents to reflect on their own approaches to managing their children's smartphone usage, with some considering implementing stricter rules or more proactive measures.
- Parents suggest that additional education for teenagers about the responsible use of smartphones and the potential risks of social media could be beneficial, with some calling for educational programs on TV and more sensitization in schools.





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PROJECTIVE ANALYSIS

If you took your teenager's smartphone away or they lost it, how do you think they would react?:

Responses to Q13 indicate that most parents believe their teenagers would react negatively to losing access to their smartphones, describing potential reactions as unhappy, annoyed, or even unable to cope without the device.

Smartphones are seen as integral to teenagers' social lives and daily routines, with some parents noting that their children would want to replace a lost phone immediately. The dependency on smartphones for communication, social media, and entertainment is evident, and parents recognize the importance of these devices in their teenagers' lives.

How has this discussion made you reflect on your child's smartphone usage?:

The reflections in response to Q17 show that the discussion has prompted parents to think more deeply about their child's smartphone usage. Some parents feel reassured that they have taken appropriate steps to ensure responsible usage, while others consider being more strict or implementing new rules. The conversation has highlighted the importance of balance, monitoring, and open communication between parents and children regarding smartphone use. Parents recognize the need to be more aware of the potential negative effects of excessive smartphone usage and the importance of encouraging offline activities and family time.





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HUMAN KEY QUOTES

"Yes if it will have a negative mental health impact as to what they will eat what size of clothes they should have or what types of brands to buy to be cool in their social circle "

Age 33, Male

"For social media companies have more options and warnings to warn young users on their online intake and have campaigns to show what normal people look like and how the real life works not online imagined fake lifestyles of money and wealth people portray "

Age 33, Male

"Yes most definitely, it is a major pain sometimes to get them to do chores around the house, and also if they have been up late on their phone they don't like waking up early for school"

Age 38, Male

"My concerns are that they do spend too much time on the phones, also that it is taking the real human interaction and time spent with real people away because they just want to stare at the screens of their phones. In turn I think that it will have implications down the line with interactions with others as an adult"

Age 38, Male

"To be honest I'm not too worried about the mental health as such with them, but going forward I would see them being more withdrawn than the usual child that doesn't have as much screen time"

Age 38, Male

"That's a good question... I think that just trying to approach them in a way that gets them to spend less time looking at their screens and spending more time here, in the real world with family and friends around them. "

Age 38, Male





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HUMAN KEY QUOTES

"It has made me think a bit more about it in depth, and going forward to just keep an eye on my children to make sure that they are not withdrawing too much, and keeping healthy and fit by spending more time with me, their mum and friends, and keeping active with us. "

Age 38, Male

"I think influencers encourage young people to be on their phones more, I think just social media on a whole is too excessive. "

Age 31, Female

"I make sure the apps she uses are on safe mode. As stated earlier I keep her monitored and she hasn't shown me any signs she is suffering from mental health "

Age 58, Male

"By keeping an eye on who she's talking to and what apps she is using. Also put some apps on child safe"

Age 58, Male

"Just made them aware of the stuff they should stay away from and to come to me if there is anything upsetting them on social media "

Age 64, Female

"I try to be more active with my son and go to the gym and play football so that they get good exercise and heavy body "

Age 64, Female





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HUMAN KEY QUOTES

"I have noticed since they started using the phone they have been spending more time on their own unlike before when they like to hang with me or their mother. Also the phone gives me leverage to something to use as a reward when they do good things like buy them games they want online"

Age 35, Male

"I have noticed some positive impacts like they wanting to be more responsible and do what they should do so I don't stop them from using their smart phone. Also it as helped them in expressing themselves more"

Age 35, Male

"At the longer run yes cause they are beginning to be too dependant on the phone. They always want to spend their spare time on it and am concerned they might meet someone who doesn't have their interest in mind on one of the game platforms"

Age 35, Male

"Yes they don't listen when on there phone don't want to go out for a walk or to the shop sometimes as they are very interested in what going on on social media"

Age 46, Female

"She talks to friends a lot on Snapchat I don't think it's too healthy to follow a lot of influencers on social media as it's not real life and these people are very well off"

Age 46, Female

"That it's a bad influence it's not like real life a lot of rich people showing there lifestyle that it's easy to talk to people on phones and not face to face that if effects someone's confidence in there appearance "

Age 46, Female





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HUMAN KEY QUOTES

"Limiting the time spent on the phone doing things as a family outside the house like activities or going out to nature simple things like a walk with the dog"

Age 46, Female

"It's maybe made me think that I should be more mindful and aware of how much time my child spends on there phone and how it affects there mental health and social anxiety "

Age 46, Female

"I encouraged her to use it for 2 hours after school when she was in full time education but she rarely listened so I occasionally took it from her to teach her there was more to life"

Age 53, Male



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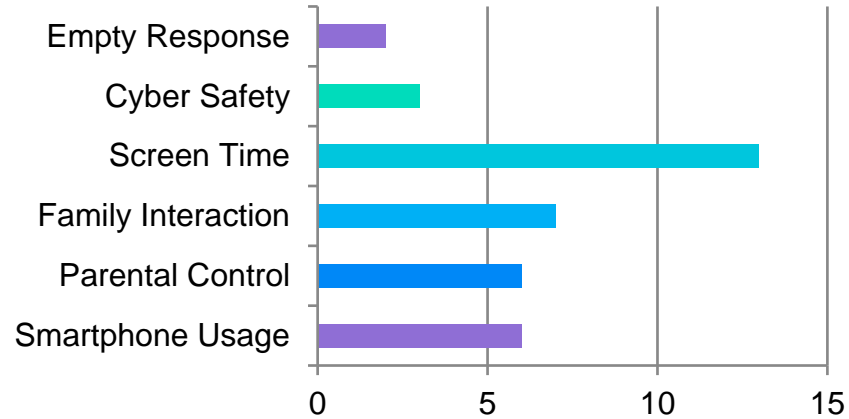
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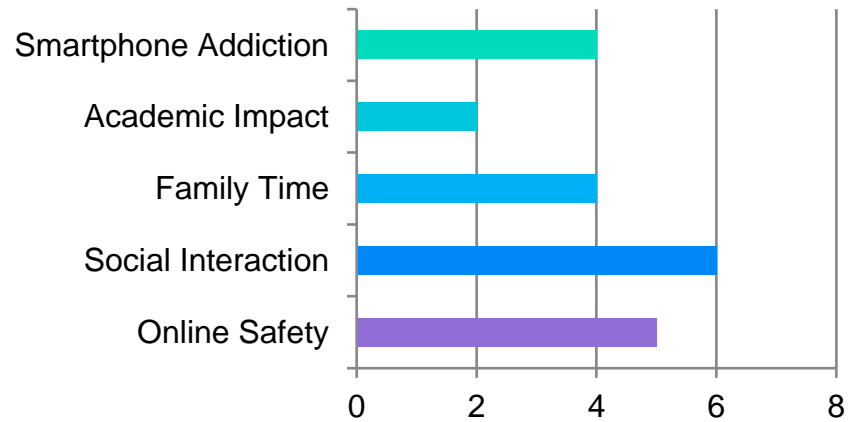
Is your child/children between the ages of 16 and 21?

TOPICS

How do you feel when your teenager spends hours on their smartphone?



What are your main concerns about your child's smartphone usage?





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OBJECTIVE

To delve into the smartphone usage patterns, preferences, and impacts among UK-based teenagers and young adults, focusing on their engagement activities, feature and app preferences, influence on daily life, social dynamics, mental health, and their understanding of associated risks and benefits of prolonged use.

BURNING QUESTION

How does prolonged use of your smartphone affect your daily life, social interactions, and mental health?



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CHAT GUIDE

1. How often do you use your smartphone in a day?
2. What are your main interests or hobbies and how does your smartphone support these?
3. What are the top three apps you use most frequently on your smartphone?
4. How do you feel when you don't have your smartphone with you for a day?
5. What features of your smartphone do you value the most?
6. How does your smartphone usage impact your daily routine?
7. In what ways does your smartphone usage affect your social interactions?
8. Do you feel your smartphone usage has an impact on your mental health?
9. Can you share an instance where you felt your smartphone usage had a positive impact on your life?
10. Can you share an instance where you felt your smartphone usage had a negative impact on your life?
11. If your smartphone could talk, what do you think it would say about your usage habits?
12. On a scale of 1-10, how much do you think your smartphone usage affects your daily life?
13. On a scale of 1-10, how much do you think your smartphone usage affects your social interactions?
14. On a scale of 1-10, how much do you think your smartphone usage affects your mental health?
15. What are some steps you take to manage your smartphone usage?
16. What advice would you give to someone struggling with managing their smartphone usage?
17. Looking back at our discussion, what is one key takeaway about your smartphone usage that you'd like to share?



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AI SUMMARY

The prolonged use of smartphones among UK-based teenagers and young adults has become an integral part of their daily lives, with usage ranging from 5 to over 20 hours per day. Smartphones serve as a multifunctional tool supporting hobbies such as gaming, music, and reading, with popular apps including TikTok, Instagram, and Spotify.

The convenience of features like cameras, voice messages, and mobile data is highly valued for maintaining social connections, especially with distant family members. However, there is a consensus that excessive screen time can lead to discomfort, anxiety, and a sense of incompleteness when the device is not available. Respondents report mixed effects on mental health, with some experiencing uplift from distraction and connectivity, while others face negative impacts from social media comparisons and exposure to distressing content.

Strategies to manage usage include setting screen time limits, engaging in outdoor activities, and using apps that lock the phone for certain periods. Advice for others struggling with smartphone management emphasizes the importance of self-discipline, real-life interactions, and finding non-technology-related hobbies.

Overall, while smartphones enhance daily life and social interactions, there is a recognized need for balance to mitigate potential adverse effects on mental health.





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KEY INSIGHTS

Smartphone as a Tool for Convenience and Safety

- Features like Apple Pay, location services, and instant communication (e.g., voice messages, phone calls) are highly valued for their convenience and the sense of safety they provide.
- Respondents appreciate the ability to perform tasks such as payments, accessing travel information, and ensuring personal safety through apps like Life360.

Impact on Mental Health and Social Dynamics

- Smartphone usage is perceived to have both positive and negative impacts on mental health, with some respondents noting it as a distraction from anxiety or a source of happiness, while others mention headaches, exposure to negative content, and social media comparisons.
- Social interactions are enhanced by smartphones through the ability to share experiences and coordinate meetups, but there is also a concern about reduced face-to-face communication and overreliance on digital interactions.

Managing Smartphone Usage and Recognizing Risks

- Strategies to manage excessive smartphone use include setting screen time limits, engaging in outdoor activities, and using features like Zen mode to focus on tasks.
- Respondents are aware of the need to balance smartphone usage with other aspects of life, acknowledging the addictive nature of phones and the importance of setting personal limits to avoid negative consequences.

Desire for Improved Features and Usage Habits

- Battery life, camera quality, and specific app functionalities are among the most valued features, with a desire for improvements that support their lifestyle and interests.
- There is a recognition of the need to reduce screen time, with suggestions for self-discipline and the use of apps or settings to limit usage, indicating a conscious effort to maintain a healthy relationship with technology.





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PROJECTIVE ANALYSIS

If your smartphone could talk, what do you think it would say about your usage habits?:

The analysis of responses to this question indicates that many respondents believe their smartphones would advise them to reduce their screen time and engage more with the physical world. Common sentiments include the need to take breaks, go for walks, and save money instead of making unnecessary purchases. Some responses suggest that the smartphone might comment on the excessive consumption of social media content, particularly TikTok, and the potential for overuse leading to negative health effects such as headaches. The personification of the smartphone in this context reflects an awareness among respondents of their high usage levels and the potential consequences of their digital habits.





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HUMAN KEY QUOTES

"That I only use my phone to interact with people but sometimes I feel like I don't talk to and socialise even when I'm outside in constantly on you one rather than talking to people outside and socialising with them"

Age 18, Female

"Yes whenever I need to pay for something and I have left my bank card at home I can use my Apple Pay on my phone which is so much more convenient and easier than worrying to carry a card all day"

Age 18, Female

"Yes sometimes I be on it way to much and I get a headache for contantsly being on the screen which can be annoying or sometimes you can make errors "

Age 18, Female

"The steps that I take for over using my smartphone is that I make sure that I have a screen time on my phone which stops me being on my phone for too long and interacting with my family and going for walks in the park and doing my other activities "

Age 18, Female

"no specific strategies, I try not to use my phone too much when I'm with people so it doesn't interfere"

Age 18, Female

"I don't really know that's a bit vague. Maybe 7 it is quite a big part of my life and impacts my daily activities"

Age 18, Female





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HUMAN KEY QUOTES

"don't be too hard on yourself as phones are designed to be addictive, try to set limits and goals for usage"

Age 18, Female

"My dog was sick and in an instant I rushed to my phone to describe symptoms. The results made me feel scared about the possibilities it could be due to but after a day or two he was perfectly fine. This shows how information can be toxic to the mental health of people."

Age 21, Male

"It helps me to share fond memories with people I know and meet like minded people who share similar interests "

Age 20, Female

"It made me rethink the types of content I would share and who has permission to comment on my posts"

Age 20, Female

"When I'm with friends or family I stay off my phone but for family who live far away my phone is vital for staying in touch with them "

Age 19, Female

"It has made me realise that I should probably cut down my phone usage a bit but still interact with friends and family"

Age 19, Female





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HUMAN KEY QUOTES

"I think on a scale of 1-10 it will get an 8 as it has caused me much positive influence on my mental health where I could get help for issues but it has also had its cons in the past"

Age 17, Male

"I use my phone to wake up with my alarm and then i go to work and use my phone after work to be able to contact my family"

Age 19, Female

"I think it'd tell me to not spend so much time on tiktok and use my phone instead to research how to improve my daily habits"

Age 19, Female

"That it is good for interacting and communicating and learning, but i should limit my time on it because it could become unhealthy"

Age 19, Female

"I rely on my phone a lot. If i am unsure of something I can easily search it rather than actually having to do too much thinking to work something out. It is smart but we use our brains a lot less"

Age 21, Female

"Apps like instagram can harm your mental health as people are always showing their best side of life to others on the app. It can make you compare yourself to others "

Age 21, Female





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HUMAN KEY QUOTES

"playing and listening to music so i use my phone for both listening to music and finding music sheets to play songs"

Age 20, Female

"i feel like it has a positive impact on my mental health as i use it for contacting people and it can help with panic attacks"

Age 20, Female



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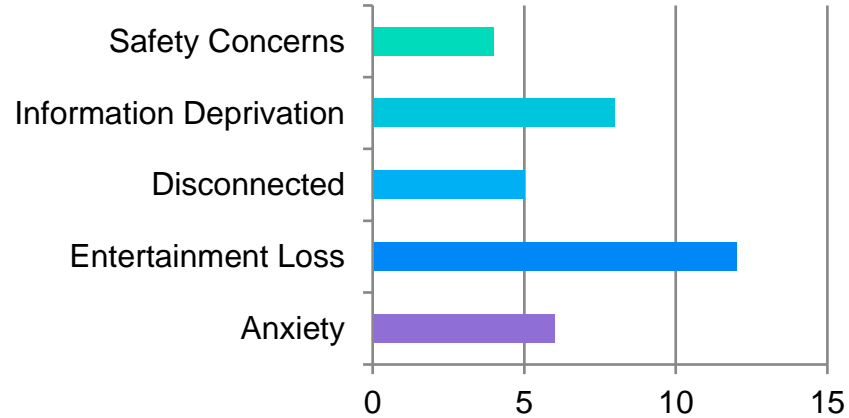
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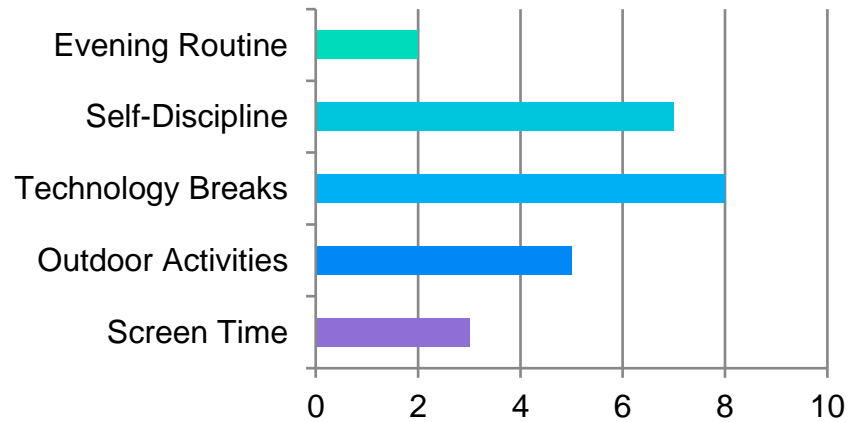
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TOPICS

How do you feel when you don't have your smartphone with you for a day?



What are some steps you take to manage your smartphone usage?





**REACH OUT TO US IF YOU HAVE
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