# CAN WE SPEAK IN PRIVATE?

## WHAT DIGITAL PRIVACY MEANS TO KIDS

SMARTY PANTS

curious minds. clever solutions.

# WE ARE SMARTY PANTS

## BRILLIANT INSIGHTS.

## INSPIRING STORIES.

## INGENIOUS SOLUTIONS.

# OUR SOLUTIONS *ignite* THE WORLD'S LEADING BRANDS.

Disney | DOORDASH | tropicana brands group | Nestlé | Kroger FRESH FOR EVERYONE | Meta | SPIN MASTER | NETFLIX | BET | nickelodeon

G | FERRERO | Nike | Paramount A ViacomCBS Company | WARNER BROS. DISCOVERY | LEGO | MATTEL | NBCUniversal | PBS KIDS

WWE | PEPSICO | Mondelēz International | HERSHEY | EA | Kraft | amazon | Target | Publix

*we know*

## TECH & DIGITAL | CPG | INSURANCE & FINANCIAL | TRAVEL & LEISURE | EDUCATION | FOOD & BEVERAGE
## MEDIA & ENTERTAINMENT | HEALTH & WELLNESS | TOYS & GAMES | QSR & CASUAL DINING

3

# KID & FAMILY BASICS

# BY THE NUMBERS

## 70 MILLION

### U.S. KIDS AGES 1-17

ROUGHLY 4 MILLION PER YEAR OF AGE

## 22%

### OF THE POPULATION

# SOCIETAL TRENDS IMPACT CHILDREN'S LIVES

**INCREASING** ↑

- Kid-centric homes
- Proliferation of devices
- The desire for instant, anywhere gratification
- Importance of virtual social interactions

**DECREASING** ↓

- Time for and access to unstructured activities
- Tighly-knit communities
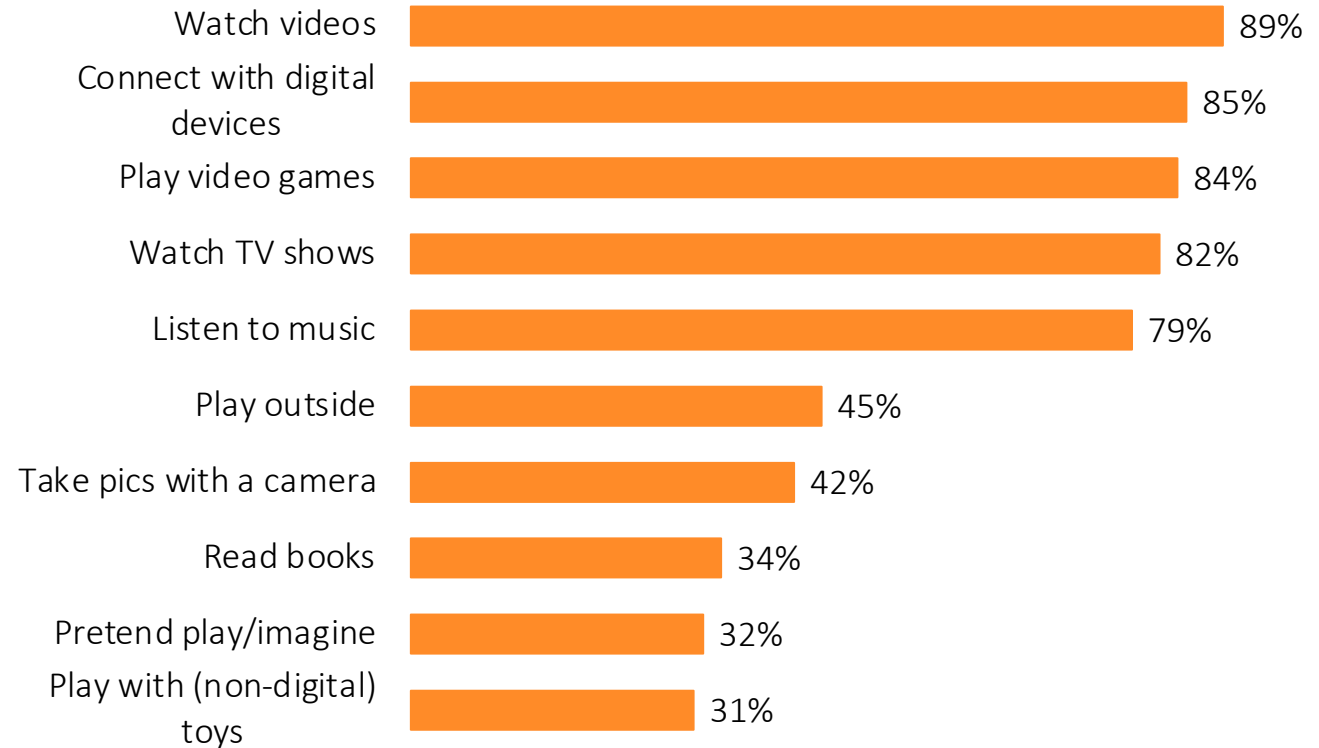- Time for recess at school

6

SMARTY PANTS
curious minds. clever solutions.

# DAYS ARE FILLED WITH DIGITAL & UNPLUGGED FUN

**DIGITAL OUTPACES ANALOG** ACTIVITIES AT AN INCREASING RATE, BUT KIDS STILL FIND WAYS TO HAVE FUN OFF-SCREEN.



## KIDS 6-17 TOP 10 DAILY ACTIVITIES

| Activity | Percent |
|---|---|
| Watch videos | 89% |
| Connect with digital devices | 85% |
| Play video games | 84% |
| Watch TV shows | 82% |
| Listen to music | 79% |
| Play outside | 45% |
| Take pics with a camera | 42% |
| Read books | 34% |
| Pretend play/imagine | 32% |
| Play with (non-digital) toys | 31% |

# FIVE DISTINCT LIFESTAGES OF CHILDHOOD

Three of which we'll talk about today.

| | AGE | GRADE | | | AGE | GRADE |
|---|---|---|---|---|---|---|
| **TODDLERS** | 1 TO 2 | N/A | | | 9 TO 10 | 4TH |
| **PRESCHOOLERS** | 3 TO 4 | PRE-K | | **TWEENS** | 10 TO 11 | 5TH |
| | 4 TO 5 | PRE-K | | | 11 TO 12 | 6TH |
| **KIDS** | 5 TO 6 | KINDERGARTEN | | | 12 TO 13 | 7TH |
| | 6 TO 7 | 1ST | | | 13 TO 14 | 8TH |
| | 7 TO 8 | 2ND | | **TEENS** | 14 TO 15 | 9TH |
| | 8 TO 9 | 3RD | | | 15 TO 16 | 10TH |
| | | | | | 16 TO 17 | 11TH/12TH |

# KIDS & PRIVACY

# THE MEANING OF PRIVACY

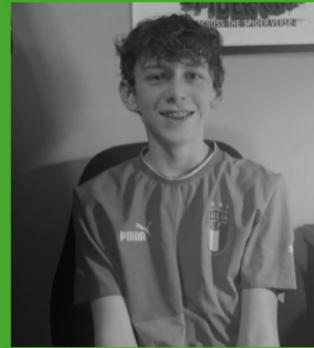Age dictates how the concept is defined and experienced.

| 5 to 8 | 9 to 11 | 12 to 14 | 15 to 17 |
|--------|---------|----------|----------|

**BEING ALONE**

**KEEPING STUFF SECRET**

**MINDING YOUR BUSINESS**

**BEING SAFE AND FOCUSED**

"It means **I need some time** when I go potty. Or when I'm trying to fall asleep **because I need quiet**."

"It means you knowing your stuff and nobody else can see what you have or what you know. **It's like private to you**."

"Privacy means to me is like **people minding their own business** and like not being all up in your business."

"Privacy means **being free from** like people or certain situations that **might be distracting or even like dangerous**."

# ONLINE PRIVACY DEFINITIONS ARE VERY BASIC

They may even be a result of what we've taught kids to date.

**5 to 8**       **9 to 11**       **12 to 14**       **15 to 17**



**???**    [ Staying safe by keeping personal information to yourself ]

# KIDS OF ALL AGES FEEL SAFE ONLINE

Great news – we've done a good job! As far as kids can tell…

On TikTok I private my account so strangers don't go on and see your face and ask for your personal information and they won't be able to contact you at all.

Yes, I feel safe when I'm online. **I feel like I know what I'm doing. I know what can be a scam and what can be unsafe for me to be like looking at.**

I do feel pretty safe when I'm online and I don't really know what **companies could do, to make things more private**. I guess they could like make it even harder to get people's passwords and make your password have to be harder.

**I feel safe online because I know my limits.** I know what I should and shouldn't be posting. I know I shouldn't be interacting with strangers online. I know how to manage my own social accounts. I understand you can't be posting your location. **These are all things that you might not think are terrible but are dangerous and you want to keep yourself.**

# SHIFTING FROM FEELING SAFE TO FEELING GOOD

Our work in the digital space has taken us to at least six areas where kids could use help to feel good online – not just safe.

**THE UNSPOKEN WORD**

**CONCENTRIC CIRCLES OF COMMUNICATION**

**MOMENTS OF PAUSE**

**SAFE SPACES**

**INTERGENERATIONAL TRANSLATION**

**INFORMATION INSPIRATION**

STAY SAFE!

SMARTY PANTS
curious minds. clever solutions.