Connecting

Generations

February 2012

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A report of selected findings from a survey and focus groups conducted by Microsoft and AARP

February 2012

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Executive Summary

Across the generations, the computer is seen as helping family communication across geographies

A large majority overall (83%), including at least eight in ten in each age group, considers going online to be a "helpful" form of communication among family members. Teenagers are especially likely to say that the computer increases both the quantity (70%) and quality (67%) of their communication with family members living far away, but majorities of people age 39+ also embrace these sentiments (63% and 57%, respectively).

For some, online communication translates into understanding

Although more and better communication does not necessarily close the generation gap, sizable numbers say that going online actually helps them to better *understand* other family members or to help other family members better *understand* them. For instance, about 3 in 10 grandparents (30%) and teens/young adults (29%) agree that connecting online has helped them better understand the other, and about a quarter (24%) of parents of young adults agree that connecting online has helped their children better understand them.

Staying in touch with distant friends and family is the top reason for using social networking sites across all age groups

Respondents in all surveyed age groups cite staying in touch with friends and family they do not see regularly as their number one reason for using social networking sites in general (67%). This includes solid majorities of those age 39-58 (66%) and age 59-75 (56%), in addition to 82% of those in the 13-25 age range.

About four-fifths (79%) of all respondents communicate at least once a week in some form – whether by phone, mail, email, or otherwise – with members of their family who live outside of their household. Women/girls communicate with their families more than men/boys do (82% vs. 76%), and the older generation (i.e., the 39-75 age bracket) does so more than the younger one (i.e., the 13-25 age bracket) (82% vs. 74%).

Social networks also link the young to not-so-distant friends and family

Moreover, more than half of respondents overall (55%) also use social networking sites to connect with friends and family members whom they *do* see on a regular basis. In fact, about as many people in the 13-25 age group use social networking sites to communicate with people whom they do see often as with people they do not often have personal contact with (80% vs. 82%). But using these sites to complement regular personal interaction is also quite common among people age 39 or older, nearly half (46%) of whom communicate online with people they also see or talk to regularly.

This finding is consistent with the overall pattern that younger people are using social networking sites for a wider range of purposes than older people, from professional networking to pursuing interests and hobbies. For example, younger respondents are modestly more likely than the older ones (40% vs. 32%) to prefer sharing photos via social networking sites, but the older group is much more interested in exchanging photos via email (59% vs. 37%). But overall, what is most striking is how narrow the generation gap is in many cases when it comes to the adoption of new communication technologies. Younger "digital natives" have clearly embraced these online tools more than their elders have, but they clearly do not have cyberspace all to themselves.

A majority of younger respondents want their families to ramp up their use of social media

Nearly a third (30%) of *all* respondents say they would like their family to communicate more via social networking sites. But older family members should expect to feel some familial "peer pressure" coming from the younger ones: Younger respondents (age 13-25) are significantly more likely than older ones to want their families to increase their use of social media for staying in touch (52% vs. 21%).

OMG: The generations have different views on texting and emailing

Asked how they would like to stay connected with their families (regardless of how they currently do so), 63% of those age 13-25 name text messaging – more than any other mode of communication named. But their elders may LOL if young people want to text them: only 31% of those in the 39-75 age group would like to communicate with family members via text message. Breaking this group down further makes the generational pattern even more apparent: people age 39-58 are twice as likely to want to text their family members as those age 59-75 (40% vs. 19%).

The generational pattern is reversed when it comes to email. The oldest age group (59-75) slightly prefers email more than the next-oldest (39-58) (60% vs. 56%), while email appears to be becoming passé to the two younger groups; 46% of those age 18-25 and just 36% of those age 13-17 want to communicate with their families via email.

Social networking sites clearly elicit a more emotional response from people in the younger group – for better or worse

There is a striking excitement gap that matches the generation gap: younger respondents report finding social networking sites more exciting than do older respondents (30% vs. 7%). Curiously, though, younger respondents are more likely than older ones to admit that they are intimidated by social networking sites (18% vs. 11%).

The writing is on the (Facebook) wall: more and more communication is moving online

Even though online communication has been around for only about a generation, it is already closing in on the telephone as the most commonly used mode of communication, especially among young people. Among those age 39-75, 75% name the phone and 54% name some type of computer as the "one or two devices" they use most often to communicate. A bellwether of things to come: the gap between computers (61%) and the phone (69%) is even narrower among those age 13-25.

Blocking is a two-way street: Both parents and children want to draw a line between their family life and social life

Younger respondents are more private about their personal social networking content than are older ones. The former are split between sharing all of their content with their parents and placing some restrictions on how much they show them (47% cite each). Another 15% even report not allowing their parents to access *any* of their social networking content. Furthermore, teens are more likely than young adults to place restrictions on how much of their content their grandparents can access (47% vs. 38%).

But blocking is clearly a two-way street. A notable portion of parents (32%) place restrictions on how much of their content they allow their teenage children to access, while a smaller proportion (14%) of parents of young adults place such restrictions. The desire to keep a separation between family life and social life is a widely cited reason among all ages for not wanting to share social networking content with family. Parents additionally report being concerned that others may post comments on their "wall" in a way that they don't like and that their content is too personal to share.

Additionally, younger respondents express a significantly greater concern than older ones (30% vs. 4%) over being embarrassed by what their family might post on their sites or by what they might think of them.

Young and old both feel at ease going online, despite concerns about online safety

Despite recognizing the positive aspects associated with going online and using social networks, some respondents have reservations about doing so. A majority (56%) of all respondents is *extremely* or *very concerned* about staying safe and secure online, with young adults expressing more concern than teenagers (60% vs. 50%). In addition, two-thirds (64%) of parents and grandparents of teenagers report being *extremely* or *very concerned* about online safety risks such as identity theft, harassment, or malicious software affecting them and their family.

Strikingly, almost all respondents (98%) across the age groups report feeling "at ease" going online.

The most oft-cited online safety items respondents wish they knew more about include how to keep sensitive personal information private (mentioned by 58% of respondents) and how to safeguard their device (50%). The younger generation would like more information than the older one on using social networks more safely in general (38% vs. 27%).

Parents overstate teens' willingness to discuss online safety with them

Interestingly, there is a divide between teens' behavior in dealing with uncomfortable online content and their parents' perception of how the teens deal with this content: while nearly half (49%) of the parents state that their teens know to come to them when they see something online that makes them uncomfortable, fewer than a third (29%) of the teens report knowing so.

Introduction and Background

The growth of online computer and social media usage is well-documented across all age groups (Pew, 2011). With this increased usage, technology is shaping the information we share and how we share it with friends and family members. Changing the way we interact via technology has the potential to change our relationships. In this study, we explore how these forms of communication connect family members, their concerns about Internet safety, and what they wish they knew more about related to online safety. We also explore the rules families have about online communication, and how family members feel about such practices. Ultimately we look at where family members would like these practices to move in the future.

The analysis is based upon survey data collected from an online panel of 2126 respondents, focus groups, and individual interviews. Survey participants were selected based upon their age and family location. For purposes of the survey and terminology in this report, comparative groups fall into two larger categories, with six groups of interest. They are[1]:

Age

- *Teens* (13-17 years of age; n=269)
- *Young adults* (18-25 years of age; n=341)
- *Adults ages 39-58* (n=828)
- *Adults ages 59-75* (n=628)

Parenting status

- *Parents* ages 39+ (of children ages 13-25; n=558)
- *Grandparents* ages 39+ (of grandchildren ages 13-25; n=465)

While most of the findings are based upon survey data, the qualitative data has been used to illuminate and ground this information in everyday life. More information about these methods is included in the appendices.

Across the generations, the computer is seen as helping family communication across geographies

Helping families communicate

A large majority of respondents (83% overall) say having the ability to go online is very (53%) or somewhat (31%) helpful in allowing them and other family members to stay connected or communicate with one another (Figure 1).

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[1] These groups do not sum to the entire sample of 2126 due to inclusion of respondents in the survey who may only have had a living parent/parent-in-law yet no children or grandchildren. Further, the groupings of parents and grandparents are *not* discrete. Some respondents have both children and grandchildren and are thus included in both subsamples.

Age Differences

Over eight in ten members of every generation we examined agree with this assessment of the helpfulness of going online to foster family communications. Perception of helpfulness decreases minimally with age.

Figure 1

How helpful would you say going online is for allowing you and your family to stay connected or communicate with one another?
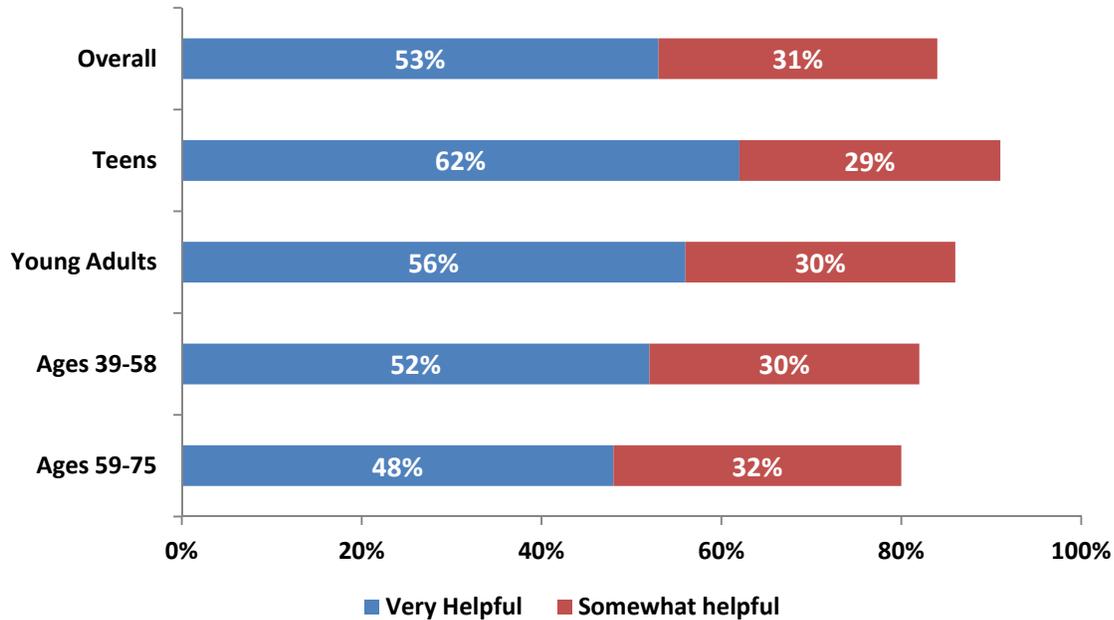
Q7 How helpful would you say going online is for allowing you and your family to stay connected or communicate with one another?
Source: Connecting Generations, February 2012.
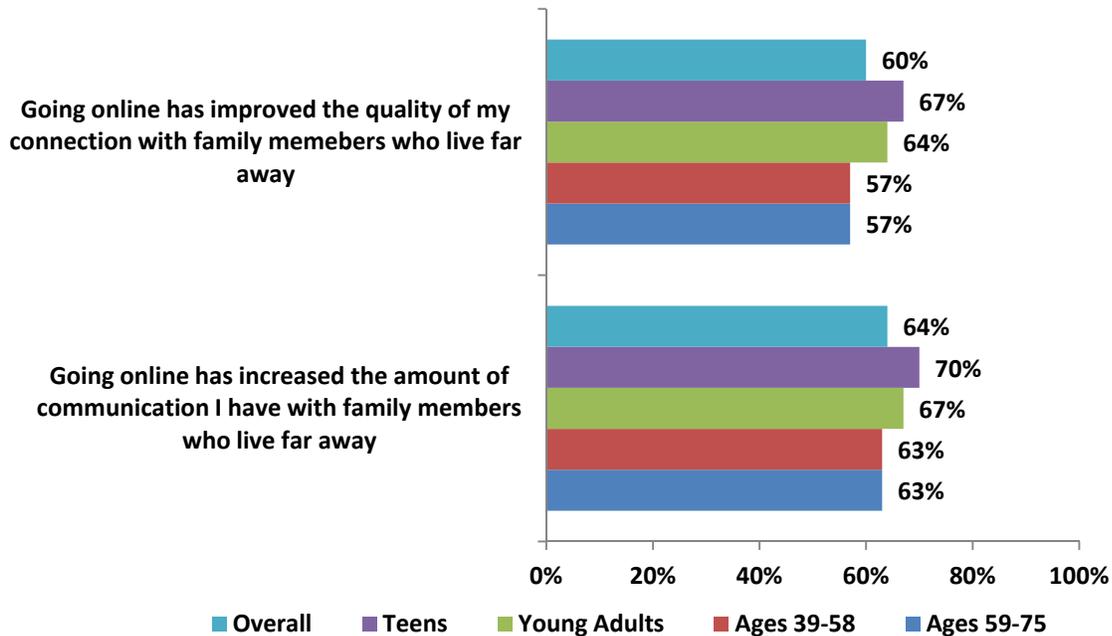N = 2126

More and better contacts

Overall, people agree that having the ability to go online is likely to improve the *amount* of communication of family members who live far away (64% strongly or somewhat agree) and to improve the *quality* of the connection with family members who live far away (60% strongly or somewhat agree).

Age Differences

Teenagers are especially likely to say that the computer increases both the quantity (70%) and quality (67%) of their communication with family members living far away, but majorities of people ages 39-75 also embrace these sentiments (63% and 57%, respectively) (Figure 2).

Figure 2

How much do you agree or disagree with each of the following statements? Percent who *strongly* or *somewhat agree.*

Q. 35. How much do you agree or disagree with each of the following statements? Percent who *strongly* or *somewhat agree.*
Source: Connecting Generations, February 2012.
N = 2126

A bridge across ages: online communication translates to understanding

Although more and better communication does not necessarily close the generation gap, sizable numbers say that going online actually helps them to better *understand* other family members or to help other family members better *understand* them. For instance, about 3 in 10 of grandparents (30%) and teens/young adults (29%) agree that connecting online has helped them better understand the other, and about a quarter (24%) of parents of young adults agree that connecting online has helped their children better understand them.

> A 44 year old woman on staying in touch through technology:
>
> *I have family that's in Florida and in Chicago and in NYC so as it happens a lot of time we will skype because I have children in school in Florida and children in school locally and I have grandparents in Florida, and grandparents in Chicago, so my family is all over. So a lot of times, we will use the technology of texting, skyping, face-to-face it gives us a way to keep in touch. In the past it was answering machines, voice mails, or just a ringing phone. What's nice about technology is that it takes people from all over the globe and brings them in one room. I have friends in Japan and I can go face-to-face with them.*

Staying in touch with distant friends and family is the top reason for using social networking sites across all age groups; Local communications also strengthened

Frequency of communication

Almost four in five family members (79% overall) say they stay connected or communicate with members of their family outside of their household at least once a week or more often (Figure 3). As can be clearly seen in the figure below, respondents over the age of 39, including parents and grandparents communicate more frequently than children.

Figure 3

I communicate with family members who do not currently live in my household at least once per week, *(whether in-person, by phone, in writing, via email, or any other mode).*
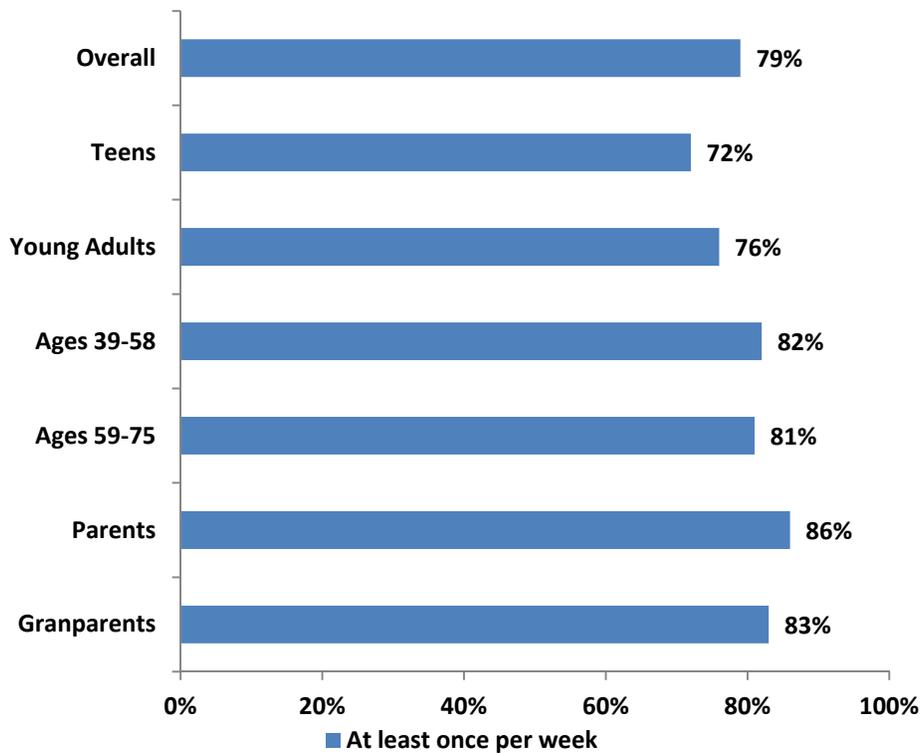
Q6. How regularly would you say you stay connected or communicate with members of your family who do not currently live with you in your household (whether in-person, by phone, in writing, via email, or any other mode)?
Source: Connecting Generations, February 2012.
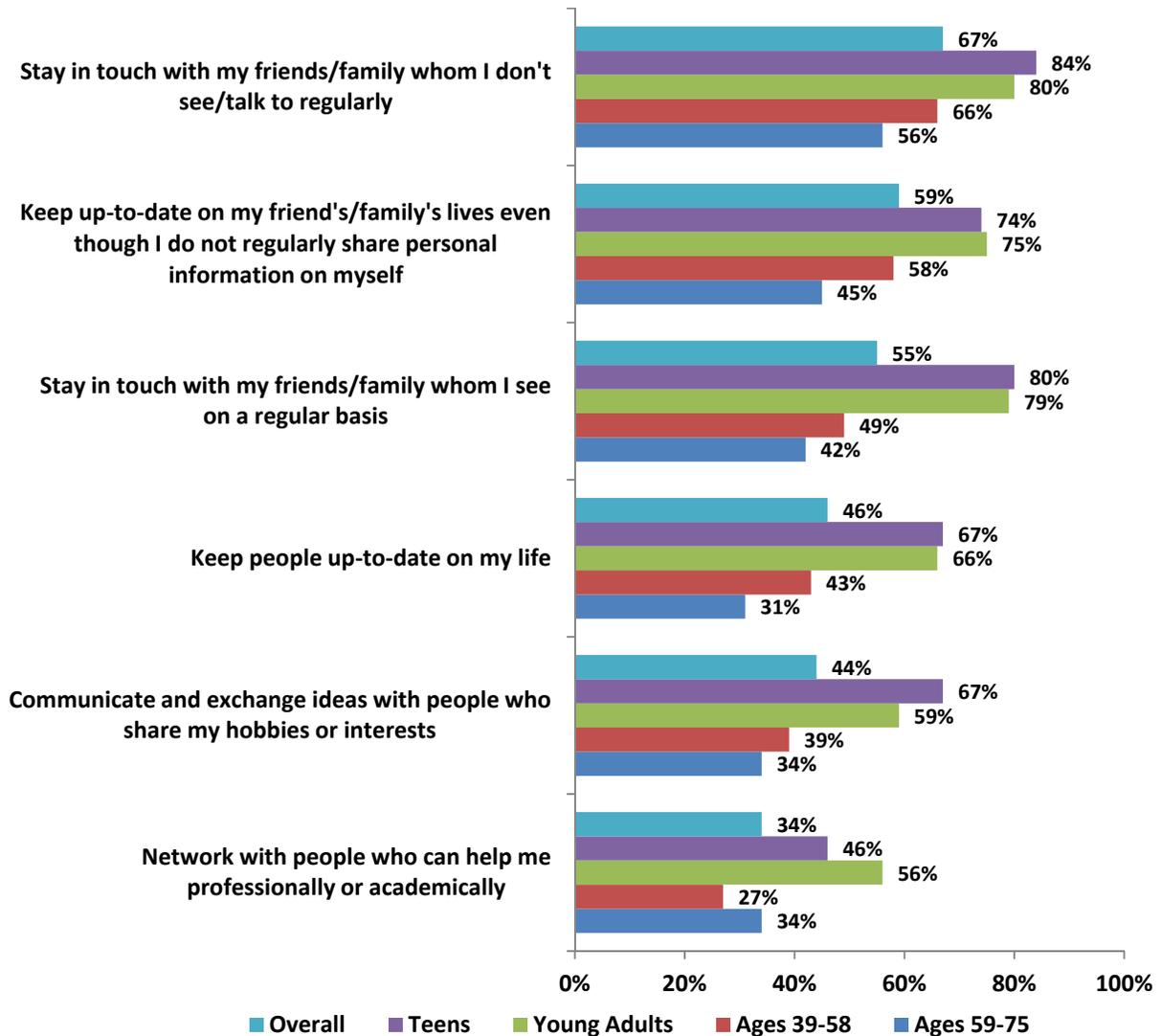N = 2126

Post it. Tweet it. Share it.

All respondents between 13 and 25 years of age were originally screened to ensure they have a page or profile on at least one social networking site (such as Facebook MySpace, Twitter, LinkedIn, and so forth). Among respondents between the ages of 39 to 75, two-thirds (68%) have a page or profile on any social networking site such as those noted above.

The most commonly identified reasons all respondents give for using social networking sites are shown in Figure 4 and include to stay in touch with friends and family who they don't' get to see or talk to often (67%), keep up-to-date on friends/family lives even though they do not regularly share personal information themselves (59%), and to stay in touch with friends/family who they see on a regular basis (55%).

Figure 4

People that *strongly* or *somewhat agree* with the following reasons to use social networking sites.

Q32. Below are some reasons people give for using social networking sites. How much do you agree or disagree with each statement?
Source: Connecting Generations, February 2012.
N = 2126

There is little difference between teens and young adults on this set of items. Approximately eight in ten teens and young adults use a social networking site to stay in touch with their friends and family they do not see or talk with regularly or those they do see on a regular basis. Three-fourths (75%) say they use social networking sites to keep up-to-date on friends' and families' lives even though they do not share personal information about themselves. Adults, while less likely to agree than teens and youth, are most likely to use social networking to communicate with people that they see and talk with regularly and to keep up-to-date on friends and family's lives.

> A 56 year old man commented:
>
> *Young people obviously it is so much a part of their culture, it is there staring them in the face, it's a given. With older people, we've already experienced so much in our lives and we've gotten used to how things are that if we're not up-to-date, keeping current, you know connecting with the education then the gap is going to increase between children and older people. So there's always going to be a gap and that is the challenge, the technology in some ways actually does bring us closer together, I would agree with that, but by the same token there is less opportunity to actually get together unless it's a holiday. So that part is a bit sad.*

Parental Differences

Parents are more likely to agree or strongly agree than grandparents with every reason for using social networking sites identified in Figure 4. Parents are roughly ten percentage points more likely to use each of these than grandparents.

Social Media Preferences

Overall, three-fourths of respondents (74%) want to stay connected by sending e-mail or text messages, about six in ten (61%) want to share photos, roughly four in ten (39%) want to chat in real time online, and about one in four (27%) want to have video conferences.

Overall, more than half (58%) say they would like their family to use any type of phone to communicate with them. Nearly a third (30%) of *all* respondents say they would like their family to communicate more via social networking sites.

Age Differences

Younger people are using social networking sites for a wider range of purposes than older people, from professional networking to pursuing interests and hobbies. For example, younger respondents are modestly more likely than the older ones (40% vs. 32%) to prefer sharing photos via social networking sites, but the older group is much more interested in exchanging photos via email (59% vs. 37%). Further, about three-fourths (74%) of the overall sample wants to stay connected by sending email or text messages. But overall, what is most striking is how narrow the generation gap is in many cases when it comes to the adoption of new communication technologies. Younger "digital natives" have clearly embraced these online tools more than their elders have, but they clearly do not have cyberspace all to themselves.

Older family members should expect to feel some familial "peer pressure" to use social networking sites coming from the younger ones: Younger respondents (age 13-25) are significantly more likely than older ones to want their families to increase their use of social media for staying in touch (52% vs. 21%).

Asked how they would like to stay connected with their families, 63% of those age 13-25 name text messaging – more than any other mode of communication named. But their elders may LOL if young people want to text them: only 31% of those in the 39-75 age group would like to communicate with family members via text message. Breaking this group down further makes the generational pattern even more apparent: people age 39-58 are twice as likely to want to text their family members as those age 59-75 (40% vs. 19%).

The generational pattern is reversed when it comes to email. The oldest age group (59-75) slightly prefers email more than the next-oldest (39-58) (60% vs. 56%), while email appears to be becoming passé to the two younger groups; 46% of those age 18-25 and just 36% of those age 13-17 want to communicate with their families via email. Figure 5.

Figure 5

Preferences among family members for communication technologies.
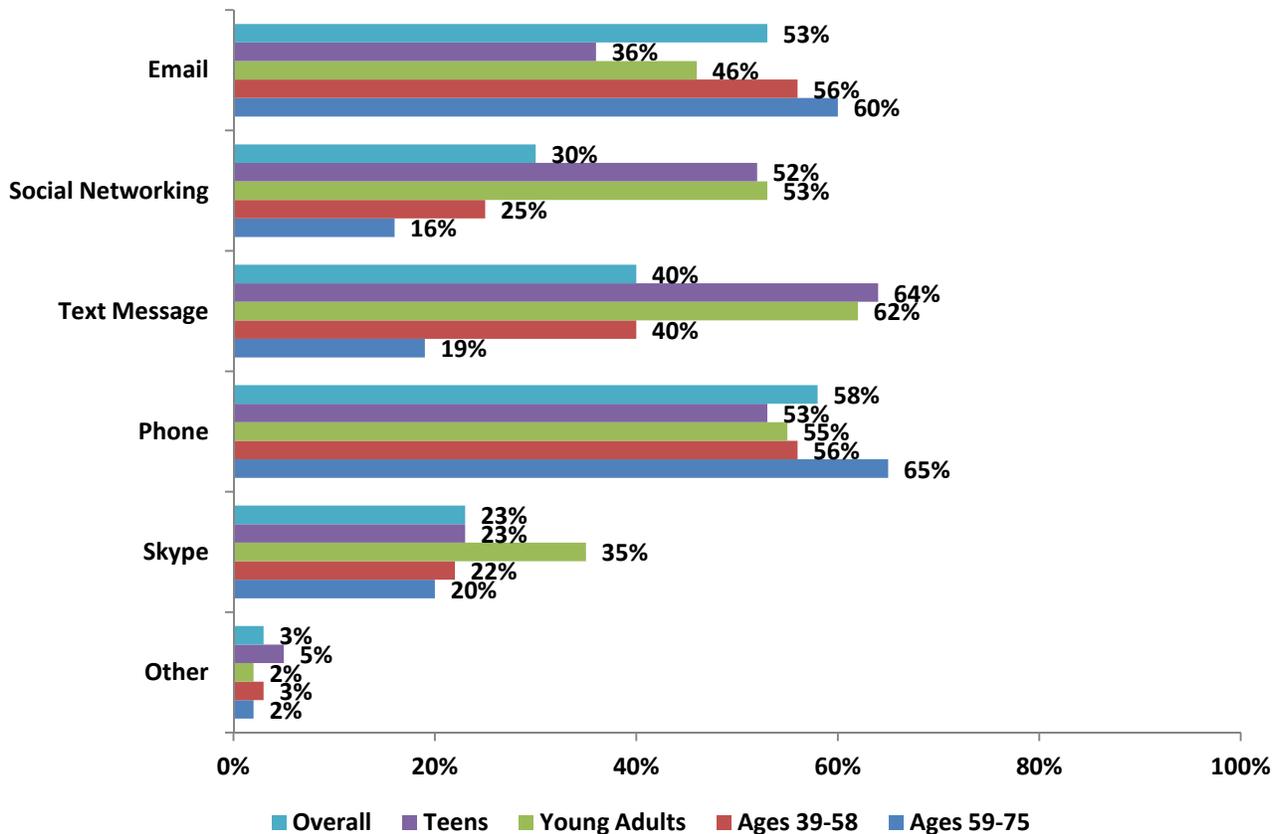
Q12. Which of the following technology services, if any, would you like your family to use more to communicate with you
Source: Connecting Generations, February 2012.
N = 2126

We asked teens during face-to-face interviews, what piece of advice she or he would give to their parents or the older generation about connecting online. They consistently said…keep it simple, don't get too personal or embarrassing, and generally learn the basic rules of Internet etiquette.

A teenage girl said:

"My advice to my parents and the older generation on how to communicate with me online is to keep it vague, keep it vague unless it is necessary to say something like it is an emergency and you can't reach my cell phone. But if you need a conversation, to say 'what's up', just call me or text me because it's not really necessary to put that online if we talk often.

Social networking sites clearly elicit a more emotional response from people in the younger group

Feelings about use of social networking sites

Overall attitudes among all respondents toward social networking sites show that about four in ten find them interesting and use them a fair amount. One-quarter avoid using social networking sites while another one-quarter say they use them to stay up to date. Interestingly, few would call social networks exciting (Figure 6).

Figure 6

Which of the following best matches your attitude about using social networking sites [SNS](such as Facebook, MySpace, Twitter, LinkedIn and so forth)?
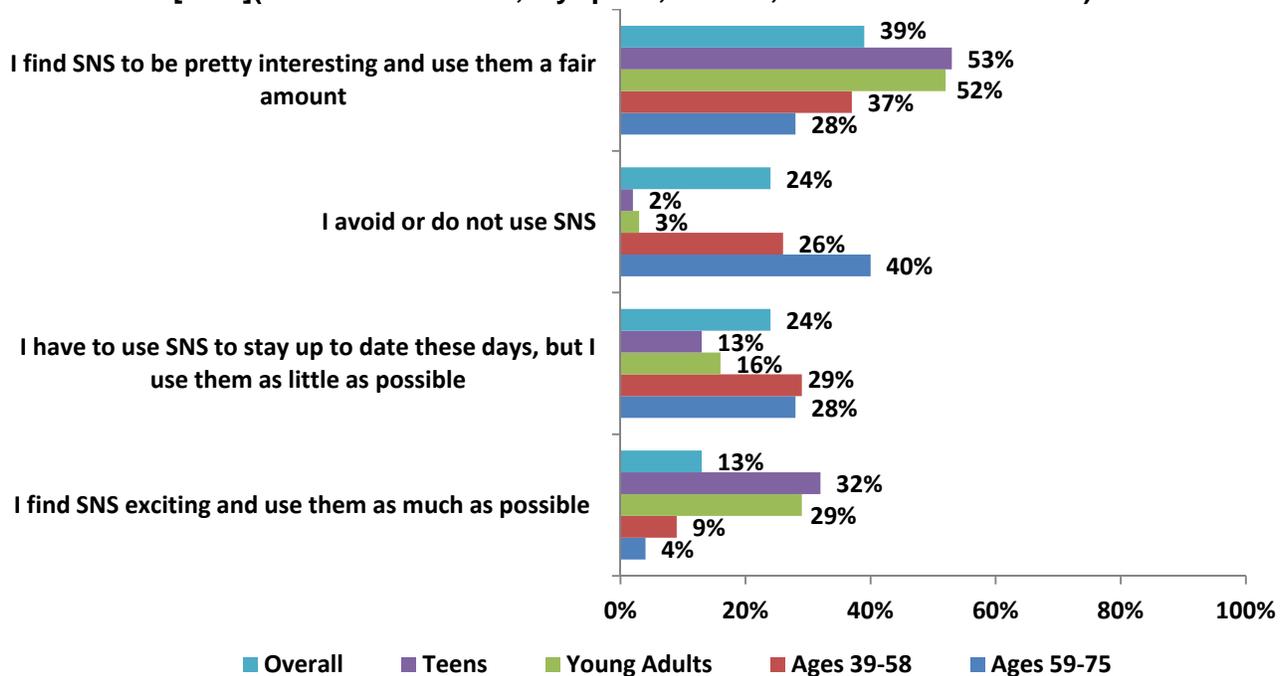
Q33. Which of the following best matches your attitude about using social networking sites [SNS](such as Facebook, MySpace, Twitter, LinkedIn and so forth)?
Source: Connecting Generations, February 2012.
N = 2126

Age Differences

There is a striking excitement gap that matches the generation gap: younger respondents report finding social networking sites more exciting than do older respondents (30% vs 7%) and find them interesting and use them a fair amount (53% vs 33%). Additionally, those respondents over age 39 are more likely than teens and young adults to say that they use these sites to stay up–to-date, but use them as little as possible (28% vs 14%). It would appear that older respondents see social networking sites as more of a 'necessary evil' than do younger respondents.

Parental Differences

Once again, we find grandparents are less likely to use social networking sites than parents of (38% vs. 25%). Grandparents are also more likely to shun social networking sites altogether (38% vs 24%).

Value judgments related to social networking sites

Few find social networking sites too complicated or intimidating (Figure 7). The characteristics that most of the sample agrees with relate to the feeling of connectedness, which clearly supports earlier findings.

Age Differences

While no significant differences were noted between the opinions of teens and young adults regarding these items, curiously, younger respondents (ages 18-25) are more likely than older ones (39-75) to admit that they are intimidated by social networking sites (18% vs 11%) *and* that they believe they are just a fad (30% vs 22%). Absent these two items, younger respondents were more likely to agree with the positive attributes of social networking sites and older respondents were more likely to agree with the negative attributes.

Parental Differences

Parents were consistently more likely to agree with the positive aspects of social networking sites than grandparents by roughly ten to fifteen percentage points depending on the statement.[2] We do not know if these differences are related to age or family relationships.

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[2] The range of differences is as follows: "connecting with people I wouldn't otherwise meet" (60% of parents vs. 43% of grandparents; "allow me to feel more connected to important people in my life (55% of parents vs. 41% of grandparents); "allow me to be more social" (47% of parents vs. 33% of grandparents); "provide access to information in the areas that interest me" (46% of parents vs. 34% of grandparents); "make life richer and more interesting" (34% of parents vs. 25% of grandparents). Grandparents agreed with two statements more than parents. These are ""makes me feel a bit unsafe and insecure (37% of grandparents vs. 31% of parents) and "Are not worth the time" (37% of grandparents vs. 27% of parents).

One teenage girl has a different relationship with each grandparent because of online technology:

My grandmothers are very different in their technological abilities. One of my grandmothers is able to use the computer for email and my other grandmother will not go near a computer she can't even turn one on without claiming that she broke it. It makes it harder sometimes because I constantly am on my email getting stuff from my school. So I am always able to see these things and I'll get ecards from my grandmother telling me happy birthday, happy thanksgiving and stuff like that. And, then my other grandmother will send me letters constantly and the letters will come two weeks after the event took place so I'll get a birthday card and a month late or I'll tell her that I am going to see this movie and then she'll ask me months later "… so how was the movie? What was it about?" So, it's a little bit harder to communicate with the grandmother who won't use the computer because I am always on the computer and I can hear from one grandmother and write right back as opposed to getting a letter from my other grandmother and having to write her whole letters back and the events are delayed and I am trying to think back to what happened.

Figure 7

Those that strongly or somewhat agree with each of the following statements about using social networking sites
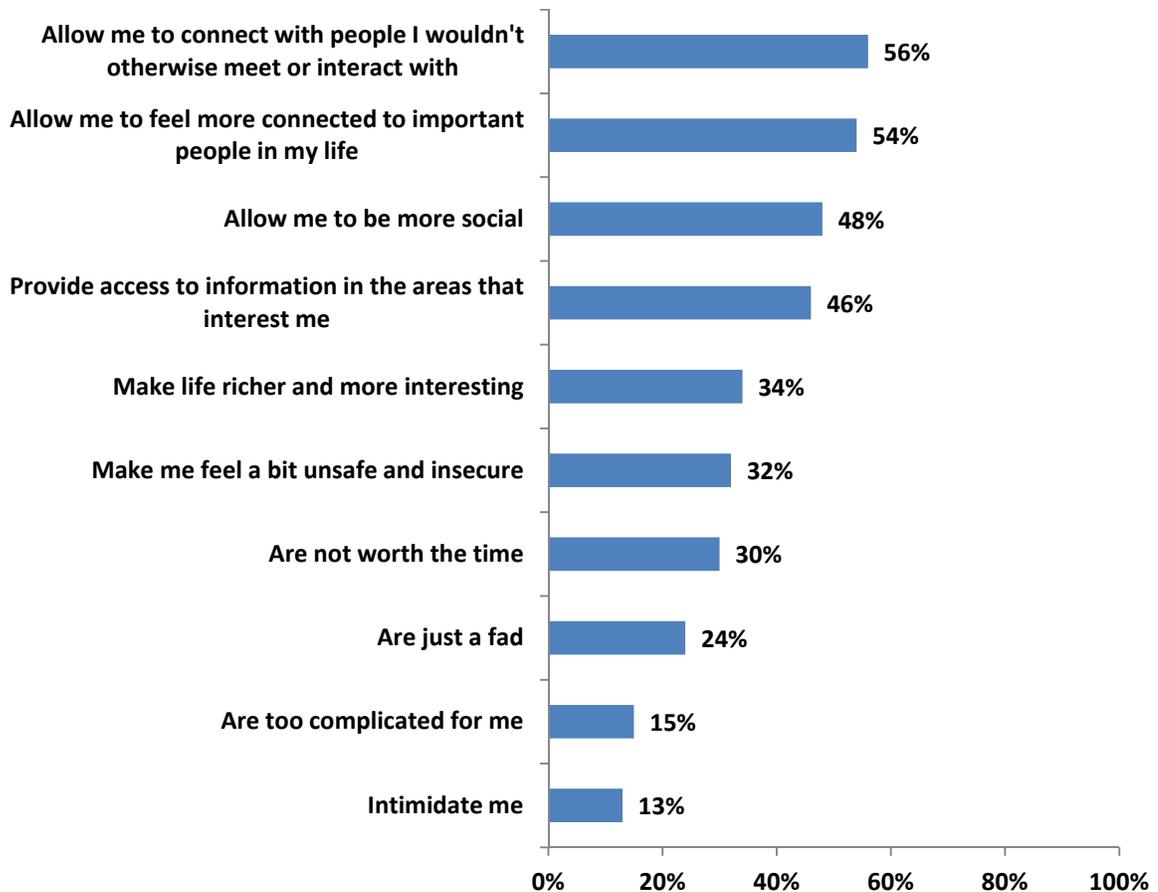
Q34. How much do you agree or disagree with each of the following statements about social networking sites?
Source: Connecting Generations, February 2012.
N = 2126

Hang up and start "surfing": More communication is moving online

Even though online communication has been around for only about a generation, it is already closing in on the telephone as the most commonly used mode of communication, especially among young people. Overall, phone is still the most commonly used device for communication (73%), particularly among older respondents.

Age Differences

Those age 39-75 name the phone (75%) and some type of computer (54%) as the "one or two devices" they use most often to communicate. A bellwether of things to come: the gap between computers (61%) and the phone (69%) is even narrower among those age 13-25 (Figure 8).

Figure 8

Which one or two devices do you use the most to communicate with others?[3]
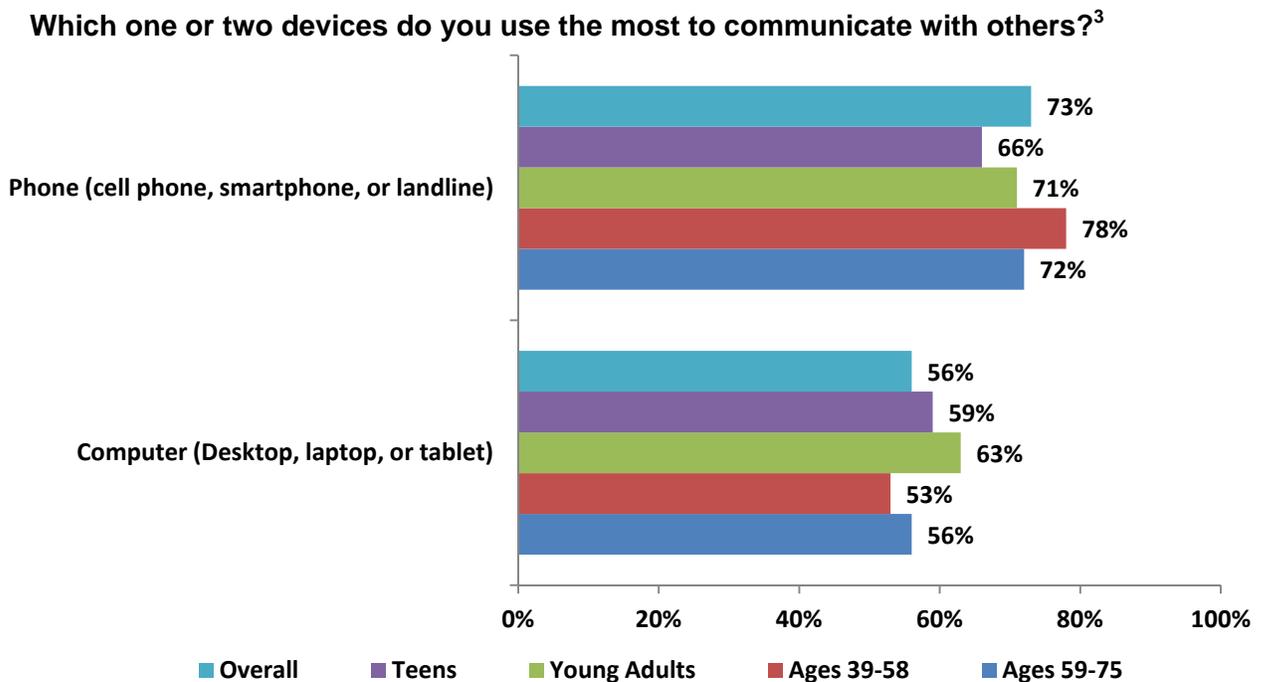
Q11. Which one or two devices do you use the most to communicate with others?
Source: Connecting Generations, February 2012.
N = 2126

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[3] 'E-reader' and 'Gaming console' are not included in this chart due to very low prevalence: Overall, <.5% of respondents selected 'E-reader' and 2% selected 'Gaming console'.

Both parents and children want to a draw a line between their family life and social life online

Restricting access to family and friends

All respondents between 13 and 25 have a social networking profile or page and two-thirds (68%) of respondents between 39 and 75 years of age also have a social networking profile or page. Our overall survey sought to understand the expectations family members have about social networking, who they allow to have access to their page, and why.

Age Differences

Among teens and young adults, there are no significant differences by age in the amount of access they allow their parents or guardians to their social network pages. They are split almost in half regarding whether or not they allow their parents, guardians or other family members full access to their social networking page. One in five (20%) say their parents or family members can view and access some items from their social networking content, but not all (such as they can view comments and who friends are, but they cannot see photos) and 15 percent even report not allowing their parents to access *any* of their social networking content (Figure 9).

About four in ten teens and young adults (42%) have restrictions on what they allow their grandparents to view while one in four (25%) do not have any such restrictions. Slightly more than one-quarter (27%) impose any restrictions on access to their social networking site.

Figure 9
How much of your social networking content do you allow (at least one of your parents or guardians/members of your family) to view and access?
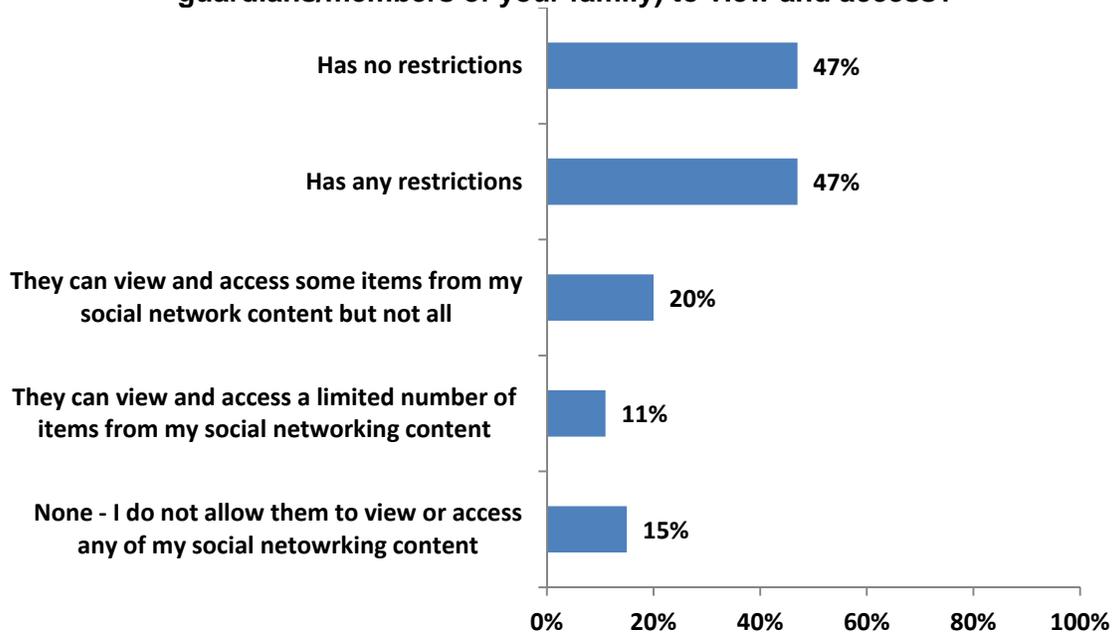
Q17. How much of your social networking content do you allow (at least one of your parents or guardians/members of your family) to view and access?
Source: Connecting Generations, February 2012
N = 610

Parental Differences

Blocking is clearly a two-way street. A notable portion of parents (32%) place restrictions on how much of their content they allow their teenage children to access, while a smaller proportion (14%) of parents of young adults place such restrictions. Many (64%) parents allow at least one of their children 13 to 17 full-access to their social networking site

Among the one in five (21%) grandparents who restrict their grandchildren's access to their social networking site, 8 percent say they do not allow their grandchildren to view or access any of their social networking content. Three in ten (30%) say they like to keep their family life and social life separate from one another.

But why are users blocking family?

Age Differences

Teens and young adults are likely to say that they like to keep their family life and social life separate from one another (45%). A smaller proportion say some things that are part of their social networking content are much too personal to share with parents or family members (32%), they are concerned that people may post comments on their social networking wall in a way they do not like (28%), or they are concerned that their parents or guardians may not approve of their page (28%).

When it comes to restricting access to social network sites, adults are not significantly different from their younger counterparts. About four in ten (39%) say they like to keep their family life and social life separate from one another, about one in five (19%) are concerned that people may post comments on their social networking wall in a way they do not like, and fewer are concerned about the personal nature of the content (13%).

Parental Differences

Almost three in ten (28%) parents say they are concerned that people may post comments on their social networking wall in a way that they don't like, about one-quarter (34%) say some things that are part of their social networking content are much too personal to share with their teens, and about one in five (22%) say they like to keep their family life and social life separate from one another.

Almost one in five grandparents (18%) say some things that are part of their social networking content are much too personal to share with grandchildren and fewer (12%) say they are concerned people may post comments on their social networking wall in a way they don't like. Yet only three percent of grandparents are concerned that their grandchildren will not approve of the content, and the vast majority (95%) say they have not ever limited or blocked a child or grandchild's access to their social networking content.

Young and old both feel at ease going online, despite concerns about online safety

Comfort and mode of getting online

Almost all respondents (98%) say they feel very (81%) or somewhat (17%) at ease going online. Almost all (98%) say they use a computer to go online with about two-thirds (67%) saying they usually use a desktop computer to go online, followed closely by a laptop computer or net book (65%).[4] Four in ten (38%) say they use a cell phone or smart phone to go online.

Online safety and security – how private is private online?

 Despite recognizing the positive aspects associated with going online, some respondents have reservations about doing so. A majority of participants (56%) say they are extremely or very concerned about staying safe and secure online. Half (50%) or more of all age groups agree with this concern. (Figure 10)

Age Differences

Some interesting differences appear between teens and young adults. Young adults are more likely to say they are extremely or very concerned about staying safe and secure online than teens (60% of young adults vs. 50% of teens). Obviously, the reverse is also true resulting in more than a quarter of teens (27%) being somewhat concerned and almost one-quarter (23%) of teens saying they are not very, or not at all concerned about these issues. While maturing into young adulthood may bring an increased sense of responsibility about being safe online, these data suggest teens are less likely to be concerned about online safety and perhaps more vulnerable as a result.

Parental Differences

Among people who have at least one child or grandchild between the ages of 13 to 17, two-thirds (64%) are extremely or very concerned about online safety risks such as identify theft, online harassment, reputation, or malicious software affecting them or their family.

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[4] A higher proportion of teens report using desktop computers than young adults (61% vs. 51%) who are more likely to report using laptop computers or netbooks than their younger counterparts (84% vs. 69%). Parents (of teens and young adults) are more likely to use laptop computers or netbooks than grandparents (of teens and young adults) (66% vs. 49%). Parents are also more likely than grandparents to say they use cell phones or smart phones (40% vs. 22%).

Figure 10

How concerned are you about staying safe and secure online?
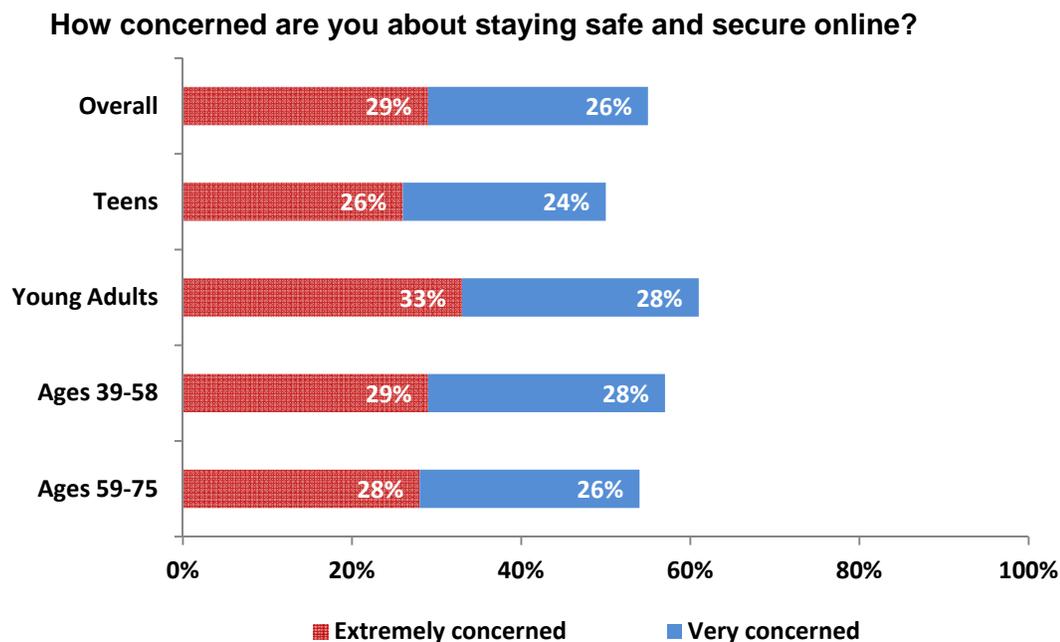
Q14 How concerned are you about staying safe and secure online?
Source: Connecting Generations, February 2012
N = 2126

Information needed to increase online security

These results suggest areas for increasing education about online safety among all respondents. For example, more than half (58%)of all respondent wish they knew more about keeping their sensitive personal information private and half (50%) wish they knew more about safeguarding their PC or internet connected device. Almost four in ten (37%) wish they knew more about protecting online assets such as reputation, photos, and rewards from loyalty programs. Fewer wish they knew more about using social networks for safety (30%) or children's safety issues such as online bullying, etiquette or stranger danger (20%).

Age Differences

Young adults are more likely than teens to say protecting their online assets (such as their reputation, photos, rewards from loyalty programs) is something they wish they knew more about (48% young adults vs. 37% of teens).

Having rules for online activity is the norm for families, yet parents overstate teens' willingness to discuss online safety with them

House rules

Age Differences

Teens are more likely than young adults to say their parents/guardians have warned them about not giving out personal information such as their address or phone number, not meeting someone they have only known online, and thinking about the consequences of posting information online (Figure 11). Not surprisingly, teens were significantly more likely than young adults to say their parents or guardians gave them guidance about these online activities.

Figure 11

Which of the following, if any, have your parents/guardians told you to do when going online?
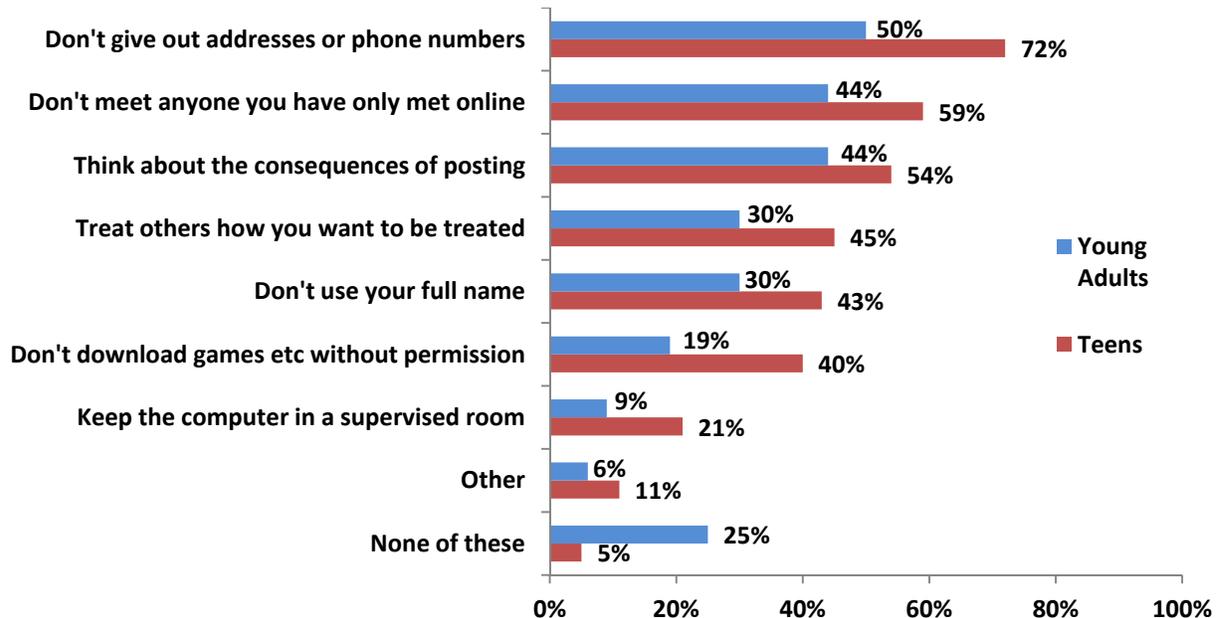
Q. 52 Which of the following, if any, have your parents/guardians told you to do when going online?
Source: Connecting Generations, February 2012.
N = 610 teens and young adults 13 to 25

Parental Differences

A majority of parents say they have warned their teens about not giving out personal information, not meeting someone they only know online, treating others as they would like to be treated, and to think about the consequences of posting information online (Figure 12). Since teens are more likely to be living with a parent than a grandparent, it is not surprising that parents take more responsibility in setting up such family rules about online behaviors.

A 68 year old woman remarked:

It keeps me in touch on a daily basis thank goodness. My grandchildren are grounded, mom and dad keep them in check and I watch over them with Facebook. I keep in touch, I see whatever they are putting out there. I inform my daughter . . . it's nothing bad, she's so busy she's not aware of it, and my grandkids think I am rather cool so it's not like I am intruding on them and of course, being able to see my little four year old as he romps around with the kids and plays in the daycare. Warms my heart. Technology has been very positive to me.

Figure 12

Which of the following, if any, are included in your family rules regarding online safety?
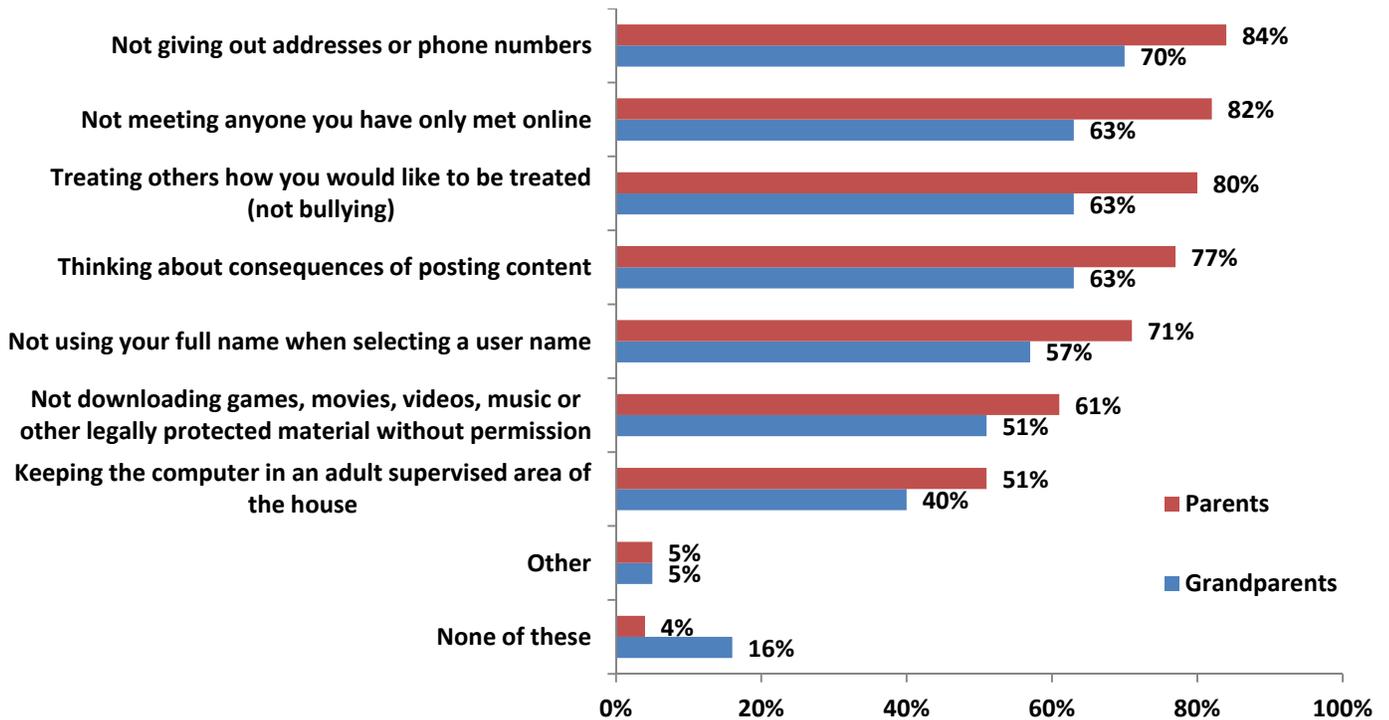
Q46. Which of the following, if any, are included in your family rules regarding online safety?
Source: Connecting Generations, February 2012.
N = 627 (have at least one child or grandchild 13 to 17)

A 16 year old teen boy said:

"My mom has sat me down a bunch of times and she told me what's okay to put on the Internet and what's not okay to put on the Internet . . . because once you put it there, it's there forever. There's no way to erase it, it's like someone said, once you've written it, it's in ink. So, if it is inappropriate or something someone could misconstrue she (mom) advises me in general to avoid writing it.

Initially I thought I was hot stuff and I thought I knew what I was doing . . . but, it turned out I posted stuff I regretted. Fortunately, it wasn't anything that was damaging – permanently so. So, in hindsight I definitely appreciate her (mom) going out of her way to speak to me about this.

After the rules: Following up with children

Age Differences

Not surprisingly, teens are significantly more likely than young adults to say their parent or guardian has set rules about what they can and can't see online (21% vs. 6%) and young adults are more likely than teens to say their parents/guardians don't discuss online rules with them (51% vs. 14%). Figure 13 shows significant differences by age describing how parents/guardians communicate with younger people about online safety.

It is clear that teens are more likely than young adults to respond affirmatively to these issues. Perhaps teens are less likely to be concerned about online safety than young adults, and parents' seem to understand this and take more precautions guiding their teens more than young adults (who have presumably learned the lessons). And, teens are more likely than young adults to acknowledge that their parents keep open lines of communication between family members and they know to go to their parents if they feel uncomfortable about something online.

Parental Differences

Interestingly, there is a divide between teens' behavior in dealing with uncomfortable online content and their parents' perception of how the teens deal with this content: while nearly half (49%) of the parents state that their teens know to come to them when they see something online that makes them uncomfortable, fewer than a third (29%) of the teens report knowing to do so. Although not as stark of a difference, parents also are more likely to say that the lines of communication remain open than their teens do (49% vs 37%)

One teenage girl spoke with her parents when she first set up her social networks:

When I first established my Facebook page and Twitter account I had a conversation with my parents about online safety. It was just the usual, like setting-up privacy settings, making sure you know who you are friends with, and like for Twitter know who my followers are and be careful about what I say and where I am saying it. If it's in a private message with a friend, then I can say things between that friend, but if it is as a status then I need to be careful about what I say and who can see my wall specifically. I have about 1,200 Facebook friends.

Figure 13

What practices or habits describe how you communicate about online safety?[5]
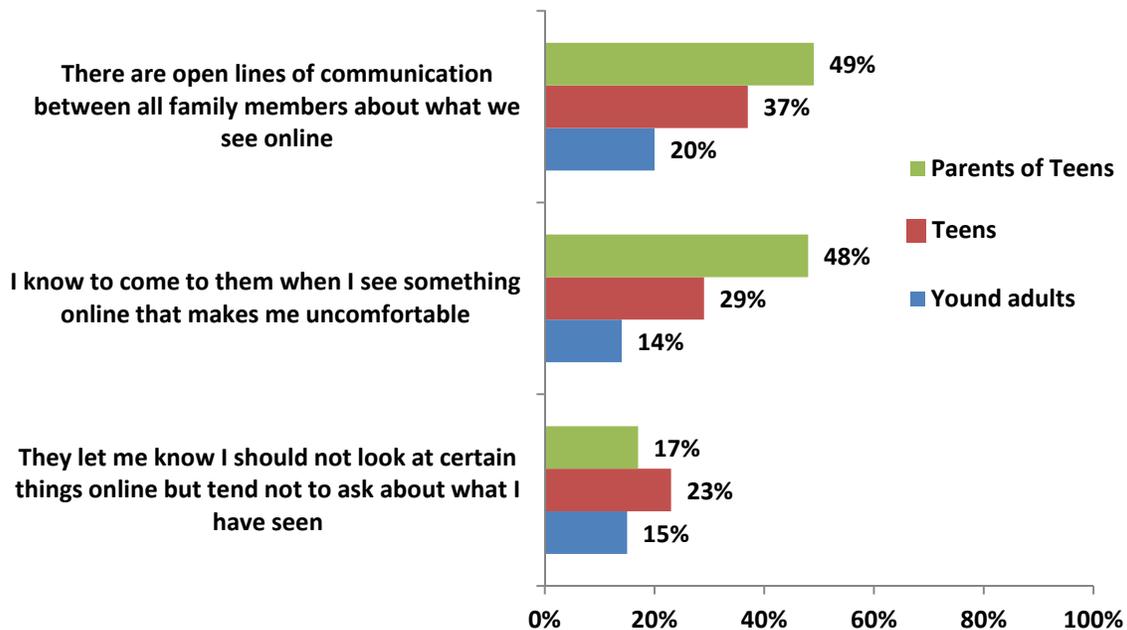
Q. 51. Which of the following describe how your parents/guardians communicate with you about safer online habits and practices?
Source: Connecting Generations, February 2012.
N = 610 teens and young adults 13 to 25

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[5] Wording for parents: Which of the following describe rules you set for your child/grandchild about going online?

Conclusions

Overall, the degree of agreement about social network connectedness, safety, and their desire to share online among the generations is consistent and relatively high. The biggest area of concern is the potential vulnerability of teens between the ages of 13 and 17 who do not share the level of concern young adults, parents, and grandparents do about internet safety.

From a larger perspective, it is clear that social networks are not just modes of communication but part of the culture, especially among the young, though increasing in older groups as well. It's a case of the medium greatly influencing the message. The tool of the social network helps define relationships and what kind of information is shared among individuals.

In a strictly instrumental sense, social networks have made possible connections that would rarely have happened without this medium – re-contacting friends from 40 years ago, sharing information and experiences with family members separated by great distances, and enabling almost constant contact and coordination among groups, but not without the aforementioned risks.

While there are differences among age groups regarding the use of, and enthusiasm for, social networking, few are dismissive of the medium and recognize the impact it is having on their relationships. But the possibility and likelihood of sharing large amounts of information about oneself online has forced a re-thinking of what we regard as private vs. public. This re-thinking is by no means settled. The threat of identity theft, and other damage made possible from more of our lives being publically available is an obvious issue, but so are questions such as how much do we really want the world to know about our everyday lives. While general online safety is an issue recognized by all, there is also the recognition among many that what goes online stays online, and with the possibility of our online lives influencing the opportunities we have in life, these concerns will certainly grow.

It is possible that face-to-face conversations among parents and children, or grandparents and grandchildren, could result from the use of online media, especially conversations about areas of our online lives to which we do not allow everyone access.

Appendix A: Survey Methodology

The study was conducted via web-based survey from October 19, 2011 to October 26, 2011. GfK conducts all operational activities related to web-based survey research using in-house personnel, including for survey fielding and field management, survey programming, sample design and management, data processing, data tabulation, and advanced analytics.

- **Panel Recruitment:** Quality online access panels employ multiple methods and recruiting sources, including but not limited to employing mail lists requests, website banner advertising for membership, alliances with heavily trafficked general portals, telephone recruiting, and engaging members of open online social communities. Using a variety of methods and sources for recruitment helps broaden the degree to which the panel reflects the online population at large. The panel partners used for this study were Toluna and Research Now, both of which employ a double opt-in process, whereby the person desiring to join a panel actively indicates by a physical response that he or she wishes to become a member of a research community that will serve up surveys for research purposes. Panelists are only contacted for the purposes of conducting market or survey research; they are not exposed to third-party advertising or direct marketing campaigns, nor are their personal data sold to third parties.

- **Panel Maintenance:** GfK employs cleaning rules to ensure panel quality (e.g., removal of lapsed panelists, undeliverable emails). We monitor panelist activity and survey-taking behavior to identify and remove respondents who appear to be "fraudulent" or who engage too often in "satisficing" behavior patterns. GfK continually recruits new members to ensure that the panel is dynamic in nature and reflects the changes in composition of the online population over time. We also provide real-time help desk support to panelists in their native language.

- **Sampling:** We deploy a multi-sourced blended approach. Since each online sample provider sources and incentivizes respondents differently – exposing panelists to different forms of engagement and surveys – a proper "blending" approach that properly employs more than one panel provides both diversity and balance to online survey samples. GfK evaluates and monitors panel vendors and methodologies to examine sample composition for specific targets and purposes. Toluna and Research Now, our panel partners for this study, maintain deep profiles of their panel universe. This allows us to combine diverse panel sources and stratify appropriately with demographic sub-sample cells. Invitations are sent to respondents from their respective panel management. Client identity is never revealed.

- **Sample Deployment:** GfK employs random sampling from each panel population in the blended sample (within stratification) to ensure best reflection of each panel on key demographics. Stratification targets are based on the target demographics of importance (e.g., age, region, education, etc.). For this study, we targeted two groups of respondents: 1) 13-25 year-olds who are users of social networks – we used the youth panels from Toluna and Research Now, as well as contacted youths through their parents in these panels; and 2) 39-75 year-olds who have a child/grandchild age 13-25 or have a living parent or have both - we contacted these adults in the Toluna and Research Now panels. Both panels in our blend are employed to cover the entire target population of interest. GfK employs a "small" replicate strategy, launching each replicate on various weekdays and weekend days to reduce field period interval biases. Employing small "true" replicates of the total sample also allows us to examine response distributions and make modifications in the survey if necessary. GfK allows sufficient fielding periods *for each launched replicate* to ensure responses from people who have different time availability (this is driven by age and working status background) and to minimize early-responder biases.

- **Sampling Error and Other Survey Error:** As is standard for online studies conducted by the market and opinion research industry, we do not report Margin of Error (MoE) for online studies. Strictly-speaking, MoE refers to the margin of sampling error, which assumes that the survey uses a probabilistic sampling method. Online studies capture the opinions of online populations using online panels, and the achieved sample is a purposive sample, reflecting key characteristics of the online population in the specified area.

Appendix B: Salon Lunch and Dinner Qualitative Research

Introduction

After the survey was completed, Microsoft and AARP scheduled qualitative research to delve deeper into some of the survey's findings. These "salon meals" were held in New York City on November 12. The first meal was lunch among 18 young people aged 13 to 17. The second was dinner among 16 adults aged 51 to 68.

Selected Findings: Teenagers

In talking with these 18 teenagers, it became evident that online technology and social networks are not simply technology that they enjoy using, but rather essential aspects of their social lives that they largely could not do without. From the conversation, a few major themes arose. Some statements made by the teens are paraphrased below.

- Teenagers use all forms of online technology and consider it essential to their social lives. In fact, they are somewhat disconnected from anyone who does not use online communications or social networks.

"I don't communicate with my grandparents; they mail and I don't, I'm on Facebook and they aren't."

"I sit on the couch and video chat. In the old days I had to go outside to see them (friends) in person.

- Teenagers are aware of social networking security issues, but it does not seem to be a compelling issue in their online lives. They mention postings that might harm their chances of getting into college, and they are aware of others who have posted inappropriate things, but they do not speak of these issues as primary concerns or problems.

"The Internet is written in permanent ink"

- Similarly, the possibility of cyber-bullying does not seem to be that threatening to them. A few teens mentioned other kids they knew posting bad things on Facebook or blogging inappropriate things but mentioned that their schools found out and suspended them.

- The online parent/child relationship seems to very closely mirror the overall state of the parent-child relationship. One teen described Facebook as a *reward* that could be given and taken away – much like television time was (and is) for prior generations.

- Some of their schools seem to be the "policemen" of students' use of Facebook. They require students to give their cell phone number, Facebook, and Twitter account and teachers routinely go online to check that nothing inappropriate is being posted by students.

- Many of their parents helped teens set up their Facebook accounts and had conversations about what and what not to post. However, while many parents are concerned about their children's online lives, teens are wary of providing them with unrestricted access to their social networks. Most of the teens had talked with their parents about online "dos and don'ts."

- Teenagers expect their parents and grandparents to use social networks and other online technology, but they do not expect to have the same online interactions with them as they do their friends.

"I wish my parents would call or IM or text to tell me to do things, and not post on my Facebook wall. It's embarrassing."

- Teenagers also want their parents to be more savvy about how to use social networks. Whether it's the "language' of texting or the communications options of Facebook and Twitter, teens expect their parents to use them.

"My Mom does not understand (the shorthand) of texts."

"My grandparents have no motivation to go to Facebook."

"We know about their technology, they should know about ours."

- The same paradoxes that exist off-line (and 25 years ago) exist today: Teens want their parents to loosen up, be *informal* online. At the same time, they want their adults to act like adults.

- But the knowledge gap between parents and teens is not necessarily a communications gap. Teens are happy to help their parents become more savvy about social networks and they do not mind their parents using the telephone or email to communicate with them. For most, it's okay that there is a gap among the generations online. Most teens and adults recognized the value of closing the online gap across generations – but many felt it was fine that there was a gap.

"This is the way that I communicate with my generation."

"It is not necessary to close the gap; Facebook is for friends, grandparents can call. It is fine the way it is."

- The generational divide is both attitudinal and access-driven. Most of the teens reported that their parents at least tried to engage in Facebook and email – as did a number of grandparents. There are parts of the population that are simply left out, even though most of our Salon attendees had parents/grandparents who were connected.

In sum, teenagers want their parents to understand the importance of online technology and social networks to their lives. They want their parents to also use these resources well, understanding that their parents may not be as enthusiastic about them as teens themselves are. While social networks will not completely substitute for other interactions with friends and family, it has become a big part of how young people live.

<u>Selected Findings: Adults</u>

In talking with the 16 adults, it was clear that while adults use online technology and social networks, they regard them as largely tools employed for other purposes, not ends in themselves. They realize that like any tool, online technology and social networks can be used and misused. From the conversation, a few major themes arose. Some statements made by the adults are paraphrased below.

- As noted, most adults see online technology and social networks as tools useful to other purposes. Many of those we spoke to conduct their businesses online, or have established work or professional relationship using social networks.

- This instrumental approach to social networks also translates to how adults use online resources to communicate with their children. Most of the adults we spoke with were not aware that teens regard their parents' online communications as usually for a purpose, too formal, and more about relaying information than making a connection. Teens expect this type of communication but also want their parents and grandparents to use social networks just to make casual connections that do not have a purpose.

- Adults know their children usually do not allow them total access to their social network sites. No one we spoke with had real reservations about this "blocking." Both adults and children expressed a desire to be involved in each others' online lives but all seem to understand the desire to keep their social and family lives somewhat separate.

"Having full access to my children's pages would be like opening their mail"

- Adults do have more concerns about online safety issues than teens. Further, many adults we spoke with are concerned about how online technology is changing our language, how we learn, the pace of life, and our relationships. They understand that technology can detract from the social realm. They understand that face to face communications have an import role and are sometimes necessary to complete understanding, and they regret the in-person interactions that sometimes are neglected. However, when pressed, they revealed that time communicating using technology has supplemented face time rather than replaced it. They do want more face time though.

"Most of the time I text people it's when I have a lack of courage to call them on the phone"

"When does this (online technology) become detrimental? When do relationships suffer?"

"As advantageous as technology is, it is still a distraction and can be a danger"

"We use to sit and look at photos together, now we just email them"

- The most common bits of advice adults have for teens are:
    - Watch what you post.
    - Don't text and drive.
    - Use the phone once in a while.
    - If you want adults to use technology differently, tell us what you need from us.
    - Your next employer may be on Facebook.

- The adults we spoke with were all between the ages of 51 and 68, and many had older parents. They understand the power of online technology and social networks to enable them to check in with their parents even if they are far away. They also understand the value of grandparents and grandchildren connecting though social networks. Many of the adults we spoke with mention their children "tweeting" and "friending" their grandparents.

"My dad just joined Twitter and he gets really excited when my kids send him tweets"

- Social Networks have the power to fill voids in older people's lives. One older adult eloquently spoke to the power of how the internet can bring connection and content to an older person's life – filling a void that could not be filled for earlier generations. Another gentleman crystallized the positive power of closing the gap when he described seeing his grandchild for the first time on Skype.

- Adults understand that there is a gap between them and their children regarding online technology and social networks. They know that teens are more knowledgeable about technology, more enthusiastic about social networks, and more likely to regard online resources as essential to their lives. Like the teens we spoke with, this gap is obvious but not considered a problem. Online technology and social networks do not define the totality of how parents and children communicate and connect and both groups seem to be willing to adjust to the skills and practices of the other.

In sum, adults want younger people to know that their experience with online technology is different from that of their children. They did not grow up with it but are very willing to adopt and use it. In fact, adults welcome information and instruction from their children about how best to use online resources. Adults also want younger people to know that their greater age brings with it experiences that younger people cannot have. They recognize that this is both good because it brings a wider perspective on technology, and bad in that it could limit how technology is used. Youth have enthusiasm for, and knowledge of, technology, but their parents have the wisdom to understand its larger context.

Connecting Across Generations
All numbers posted in PERCENTS unless otherwise noted:

* = less than 0.5%

(dash) - = 0%

Screener

S1. What is your age?

Base: Total Respondents (n=2126)	Total
12 or younger	-
13 to 25 (Net)	29
13 to 17	13
18 to 25	16
26 to 38	-
39 to 75 (Net)	71
39 to 45	14
46 to 58	25
59 to 65	18
66 to 75	14
76 or older	-
Mean	45.5
Median	44.9

S2. Do you have a page/profile on any social networking site (such as Facebook, MySpace, Twitter, LinkedIn, etc.)?

Base: Age 13-25 (n=610)	Total
Yes	100
No	-
Don't Know	-

S3. How many <u>children</u> do you have in the following age ranges?

Base: Age 39-75 (n=1516)	Age 13-17	Age 18-25
0	82	74
1-3	18	26
4-6	*	1
More than 6	*	*
Mean	0.2	0.4

S4. How many <u>grandchildren</u> do you have in the following age ranges?

Base: Age 39-75 (n=1516)	Age 13-17	Age 18-25
0	75	81
1-5	24	18
6-10	1	1
11-15	*	*
Mean	0.5	0.5

S5. You mentioned that you have a grandchild in the 13-17 age range. Are you raising him/her as your child in your household, or does he/she live with his/her parents/guardians/others in another household?

Base: Have 1 Grandchild Age 13-17 (n=162)	Total
Yes, I am raising him/her as my child in my household	8
No, he/she lives with his/her parents/guardians/others in another household	92

S6. You mentioned that you have grandchildren in the 13-17 age range. Are you raising at least one of them as your child in your household, or do they all live with their parents/guardians/others in (an)other household(s)?

Base: Have More Than 1 Grandchild Age 13-17 (n=222)	Total
Yes, I am raising at least one of my 13-17 year-old grandchildren in my household	8
No, they all live with their parents/guardians/others in (an)other household(s)	92

S7. Do you have at least one living parent or parent-in-law?

Base: Age 39-75 (n=1516)	Total
Yes	75
No	25

Main Questionnaire

Q1. How far away do you live from your nearest <u>parent(s)</u> who do(es) not currently live with you in your household?

Base: Age 13-25 (n=610)	Total
Fewer than 100 miles (Net)	**44**
Fewer than 50 miles (Subnet)	38
30 miles or fewer	32
31 to 49 miles	5
50 to 99 miles	7
100 miles or more	18
Don't know	6
Not applicable	32

Q2. And, how far away do you live from your nearest <u>grandparent(s)</u> who do(es) not currently live with you in your household?

Base: Age 13-25 (n=610)	Total
Fewer than 100 miles (Net)	**50**
Fewer than 50 miles (Subnet)	41
30 miles or fewer	33
31 to 49 miles	8
50 to 99 miles	9
100 miles or more	34
Don't know	5
Not applicable	11

Q3. How far away do you live from your nearest <u>child(ren)</u> who do(es) not currently live with you in your household?

Base: Age 39-75 And Has At Least 1 Child (n=558)	Total
Fewer than 100 miles (Net)	**44**
Fewer than 50 miles (Subnet)	40
30 miles or fewer	35
31 to 49 miles	4
50 to 99 miles	4
100 miles or more	23
Don't know	1
Not applicable	33

Q4. How far away do you live from your nearest <u>grandchild(ren)</u> who do(es) not currently live with you in your household?

Base: Age 39-75 And Has At Least 1 Grandchild (n=465)	Total
Fewer than 100 miles (Net)	**67**
Fewer than 50 miles (Subnet)	61
30 miles or fewer	56
31 to 49 miles	5
50 to 99 miles	6
100 miles or more	30
Don't know	1
Not applicable	2

Q5. How far away do you live from your nearest <u>parent(s)</u> who do(es) not currently live with you in your household?

Base: Age 39-75 And Has At Least 1 Living Parent/In-Law (n=1142)	Total
Fewer than 100 miles (Net)	**54**
Fewer than 50 miles (Subnet)	48
30 miles or fewer	43
31 to 49 miles	5
50 to 99 miles	6
100 miles or more	41
Don't know	*
Not applicable	4

Q6. How regularly would you say you stay connected or communicate with members of your family who do not currently live with you in your household (whether in-person, by phone, in writing, via email, or any other mode)?

Base: Total Respondents(n=2126)	Total
At least once a week (Net)	**79**
Every day	22
Several times a week	38
Once a week	19
Once every 2-3 weeks to once every few months (Net)	**16**
Once every 2-3 weeks	9
Once a month	4
Once every few months	3
A few times a year or less (Net)	**4**
A few times a year	2
Once a year	*
Less often than once a year	2

Q7. How helpful would you say going online is for allowing you and your family to stay connected or communicate with one another?

Base: Total Respondents (n=2126)	Total
Helpful (Net)	**83**
Very helpful	53
Somewhat helpful	31
Not helpful (Net)	**17**
Not too helpful	10
Not at all helpful	7

Q8. How "at ease" would you say you are going online?

Base: Total Respondents (n=2126)	Total
At ease (Net)	**98**
Very "at ease"	81
Somewhat "at ease"	17
Not "at ease" (Net)	**2**
Not too "at ease"	2
Not at all "at ease"	*

Q9. Which of the following devices do you usually use to go online? Please select all that apply.

Base: Total Respondents (n=2126)	Total
Computer (Net)	**98**
Desktop computer	67
Laptop computer netbook	65
iPad or other tablet computer	13
Cell phone or smartphone	38
Gaming console Sony PlayStation Microsoft XBOX, Nintendo Wii)	10
E-reader (e.g., Amazon Kindle, Borders Kobo, B arnes and Noble Nook)	5
Other	2

**Q10. Which of the following devices do you usually use to communicate with others?
Please select all that apply.**

Base: Total Respondents (n=2126)	Total
Phone (Net)	**83**
Cell phone or smartphone	74
Traditional telephone (i.e., landline)	38
Computer (Net)	**82**
Desktop computer	52
Laptop computer or netbook	51
iPad or other tablet computer	8
Gaming console (e.g., Sony PlayStation, Microsoft XBOX, Nintendo Wii)	7
E-reader (e.g., Amazon Kindle, Borders Kobo, Barnes and Noble Nook)	1
Other	2

**Q11. And which one or two devices do you use the most to communicate with others?
Please select no more than two devices.**

Base: Total Respondents (n=2126)	Total
Phone (Net)	**73**
Cell phone or smartphone	58
Traditional telephone (i.e., landline)	20
Computer (Net)	**56**
Desktop computer	28
Laptop computer or netbook	28
iPad or other tablet computer	2
Gaming console (e.g., Sony PlayStation, Microsoft XBOX, Nintendo Wii)	2
E-reader (e.g., Amazon Kindle, Borders Kobo, Barnes and Noble Nook)	*
Other	1

Q12. Which of the following technology services, if any, would you like your family to use more to communicate with you? Please select all that apply.

Base: Total Respondents (n=2126)	Total
Phone (any type)	58
Email	53
Text messages	40
Social networking sites (such as Facebook, MySpace, Twitter, LinkedIn, etc.)	30
Skype	23
Other	3
None	10

Q13. For which of the following reasons, if any, would you <u>not</u> communicate online with your family? Please select all that apply.

Base: Total Respondents (n=2126)	Total
It's easier to communicate with them offline	25
Don't know how to go online (Net)	**20**
They don't know how to go online	20
I don't know how to go online	1
Loss of privacy	18
They don't use the same online communication services as I do (e.g., email, Facebook, text messages, etc.)	15
Embarrassed (Net)	**11**
I am embarrassed by what they might say or post on my social networking sites	9
I am embarrassed by what they might think of my personal life/ friends	6
It is too expensive	4
Another reason	9
None	35

Q14. How concerned are you about staying safe and secure online?

Base: Total Respondents (n=2126)	Total
Extremely/Very concerned (Net)	**56**
Extremely concerned	29
Very concerned	26
Somewhat concerned	30
Not very/Not at all concerned (Net)	**14**
Not very concerned	11
Not at all concerned	3

Q15. What type of online safety information, if any, do you wish you knew more about? Please select all that apply.

Base: Total Respondents (n=2126)	Total
Keeping my sensitive personal information private	58
Safeguarding my PC or Internet-connected device	50
Protecting my online assets (such as reputation, photos, rewards from loyalty programs)	37
Using social networks more safely	30
Children's online safety risks (such as online bullying, etiquette or stranger danger")	20
None of these	19

Q16. Do you have a page/profile on any social networking site (such as Facebook, MySpace, Twitter, LinkedIn, etc.)?

Base: Age 39-75 (n=1516)	Total
Yes	68
No	31
Don't Know	1

Q17. How much of your social networking content do you allow [IF AGE 13-25 (S1=2,3) INSERT: **at least one of your <u>parents or guardians</u>**; IF AGE 39-75 (S1=5-8) INSERT: **<u>members of your family</u>**] **to view and access?**

Base: Have Page/Profile On Social Networking Site (n=1644)	Total
They can view and access all of my social networking content with no restrictions (e.g., they can post comments, view my photos, see who my friends are, etc.)	62
Has restrictions (Net)	**34**
They can view and access some items from my social networking content, but not all (e.g., they can view comments and who my friends are, but they cannot see my photos)	14
They can view and access a limited number of items from my social networking content (e.g., they can see my name and main photo, but nothing else)	10
None - I do not allow them to view or access any of my social networking content	9
Don't know	4

Q18. Why don't you allow [IF AGE 13-25 (S1=2,3) INSERT: **at least one of your parents or guardians**; IF AGE 39-75 (S1=5-8) INSERT: **members of your family**] **to view and access all of your social networking content with no restrictions? Please select all that apply.**

Base: Have Page/Profile Restrictions (n=563)	Total
I like to keep my family life and social life separate from one another.	42
I am concerned that people may post comments on my social networking wall in a way that I don't like	24
Some things that are part of my social networking content are much too personal to share with them.	22
I am concerned that they will not approve.	15
I am concerned that they will have a less favorable opinion of me.	11
I am embarrassed by some of the things that are part of my social networking content.	11
I am concerned that I will be reprimanded.	8
Some other reason	21
Don't know	11

Q19. How much of your social networking content do you allow at least one of your grandparents to view and access?

Base: 13-25 (n=610)	Total
They can view and access all of my social networking content with no restrictions (e.g., they can post comments, view my photos, see who my friends are, etc.)	25
Has restrictions (Net)	**42**
They can view and access some items from my social networking content, but not all (e.g., they can view comments and who my friends are, but they cannot see my photos)	17
They can view and access a limited number of items from my social networking content (e.g., they can see my name and main photo, but nothing else)	9
None - I do not allow them to view or access any of my social networking content	17
Don't know	6
Not applicable	26

Q20. Why don't you allow at least one of your grandparents to view and access your social networking content with no restrictions? Please select all that apply.

Base: Age 13-25 And Have Page/Profile Restrictions (n=258)	Total
I like to keep my family life and social life separate from one another.	36
Some things that are part of my social networking content are much too personal to share with them.	26
I am concerned that people may post comments on my social networking "wall" in a way that I don't like	25
I am concerned that they will not approve.	25
I am concerned that they will have a less favorable opinion of me.	19
I am embarrassed by some of the things that are part of my social networking content.	16
I am concerned that I will be reprimanded.	12
Some other reason	17
Don't know	7

Q21. Have you ever limited or blocked a parent/guardian's or grandparent's access to your social networking content because of something they posted or how they responded to some of your content?

Base: Age 13-25 (n=610)	Total
Yes	27
No	73

Q22. Do you think you would limit or block a parent/guardian's or grandparent's access to your social networking content if they did each of the following…?

Base: Age 13-25 And Allows Access To Some Page/Profile Content (n=497)	Yes	No	Maybe
Posted on your page/ profile that they did not approve of some of your content	38	37	25
Paid too much attention to what you posted on your page/ profile	35	37	28
Made you feel that you could not be as open and honest as you would like on your page/profile	34	39	27
Posted on your page/ profile content that you thought would embarrass you in front of your other friends	33	40	27
Told you offline that they did not approve of some of your content	28	46	25
Often posted on your page/profile content that you thought would be of little interest to your other friends	21	61	19
Paid too little attention to what you posted on your page/ profile	12	75	12

Q23. How much of your social networking content do you allow at least one of your children under age 18 to view and access?

Base: Age 39-75 & Have Page/Profile & Have At Least One Child Age 13-17 (n=212)	Total
They can view and access all of my social networking content with no restrictions (e.g., they can post comments, view my photos, see who my friends are, etc.)	64
Has restrictions (Net)	**32**
They can view and access some items from my social networking content, but not all (e.g., they can view comments and who my friends are, but they cannot see my photos)	11
They can view and access a limited number of items from my social networking content (e.g., they can see my name and main photo, but nothing else)	8
None - I do not allow them to view or access any of my social networking content	12
Don't know	2
Not applicable	3

Q24. Why don't you allow at least one of your children under age 18 to view and access your social networking content with no restrictions? Please select all that apply.

Base: Age 39-75 & Have At Least One Child Age 13-17 & Have Page/Profile Restrictions (n=67*)	Total
I am concerned that people may post comments on my social networking wall in a way that I don't like	28
Some things that are part of my social networking content are much too personal to share with them.	24
I like to keep my family life and social life separate from one another.	22
I am concerned that they will have a less favorable opinion of me.	4
I am concerned that they will not approve.	3
I am embarrassed by some of the things that are part of my social networking content.	1
I am concerned that I will be reprimanded.	1
Some other reason	31
Don't know	3

* Small base

Q25. How much of your social networking content do you allow at least one of your <u>adult children</u> to view and access?

Base: Age 39-75 & Have Page/Profile & Have At Least One Child Age 18-25(n=290)	Total
They can view and access all of my social networking content with no restrictions (e.g., they can post comments, view my photos, see who my friends are, etc.)	80
Has restrictions (Net)	**14**
They can view and access some items from my social networking content, but not all (e.g., they can view comments and who my friends are, but they cannot see my photos)	6
They can view and access a limited number of items from my social networking content (e.g., they can see my name and main photo, but nothing else)	4
None - I do not allow them to view or access any of my social networking content	4
Don't know	2
Not applicable	3

Q26. Why don't you allow at least one of your adult children to view and access your social networking content with no restrictions? Please select all that apply.

Base: Age 39-75 & Have At Least One Child Age 18-25 & Have Page/Profile Restrictions (n=41*)	Total
I like to keep my family life and social life separate from one another.	34
Some things that are part of my social networking content are much too personal to share with them.	27
I am concerned that people may post comments on my social networking wall in a way that I don't like	20
I am concerned that they will have a less favorable opinion of me.	2
I am concerned that I will be reprimanded.	2
I am concerned that they will not approve.	-
I am embarrassed by some of the things that are part of my social networking content.	-
Some other reason	39
Don't know	7

Small base

Q27. How much of your social networking content do you allow at least one of your grandchildren to view and access?

Base: Age 39-75 & Have Page/Profile & Have At Least One Grandchild Age 13-25 (n=284)	Total
They can view and access all of my social networking content with no restrictions (e.g., they can post comments, view my photos, see who my friends are, etc.)	71
Has restrictions (Net)	**21**
They can view and access some items from my social networking content, but not all (e.g., they can view comments and who my friends are, but they cannot see my photos)	8
They can view and access a limited number of items from my social networking content (e.g., they can see my name and main photo, but nothing else)	5
None - I do not allow them to view or access any of my social networking content	8
Don't know	4
Not applicable	5

Q28. Why don't you allow at least one of your grandchildren to view and access your social networking content with no restrictions? Please select all that apply.

Base: Age 39-75 & Have At Least One Grandchild Age 13-25 & Have Page/Profile Restrictions (n=60*)	Total
I like to keep my family life and social life separate from one another.	30
Some things that are part of my social networking content are much too personal to share with them.	18
I am concerned that people may post comments on my social networking wall in a way that I don't like	12
I am concerned that they will have a less favorable opinion of me.	2
I am concerned that I will be reprimanded.	2
I am concerned that they will not approve.	3
I am embarrassed by some of the things that are part of my social networking content.	-
Some other reason	35
Don't know	10

* Small base

Q29. Have you ever limited or blocked a child's/grandchild's access to your social networking content because of something they posted or how they responded to some of your content?

Base: Age 39-75 And Has Page/Profile (n=1034)	Total
Yes	7
No	93

Q30. Do you think you would limit or block a child's/grandchild's access to your social networking content if they did each of the following…?

Base: Age 39-75 And Allows Access To Some Page/Profile Content (n=573)	Yes	No	Maybe
Posted on your page/ profile content that you thought would embarrass you in front of your other friends	31	43	25
Posted on your page/ profile that they did not approve of some of your content	21	57	22
Made you feel that you could not be as open and honest as you would like on your page/profile	18	60	22
Told you offline that they did not approve of some of your content	16	62	22
Often posted on your page/profile content that you thought would be of little interest to your other friends	13	69	17
Paid too much attention to what you posted on your page/ profile	12	70	18
Paid too little attention to what you posted on your page/ profile	4	84	11

Q31. Regardless of how you are currently staying connected with your family, in which of the following ways, if any, would you like to stay connected with your family? Please select all that apply.

Base: Total Respondents (n=2126)	Total
Send email or text messages	74
Photos (Net)	**61**
Send photos via email	53
Share photos with me on social networks	34
Chat in real time online	39
Have video conferences with me	27
None of these	11

Q32. Below are some reasons that people give for using social networking sites (such as Facebook, MySpace, Twitter, LinkedIn, etc.). Please indicate how much you agree or disagree with each of these statements…

I use social networking sites to…

Base: Total Respondents (n=2126)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Keep people up-to-date on my life	19	27	26	11	17
Stay in touch with my friends and family whom I don't see/talk to regularly	37	30	17	4	12
Stay in touch with my friends and family whom I see on a regular basis	25	30	20	10	15
Network with people who can help me professionally or academically	13	22	30	14	21
Communicate and exchange ideas with people who share my hobbies and interests	17	27	27	11	17
Keep up-to-date on my friends'/family's lives even though I do not regularly share personal information on myself	26	33	21	8	12

Q33. Which of the following <u>best</u> matches your attitude about using social networking sites (such as Facebook, MySpace, Twitter, LinkedIn, etc.)?

Base: Total Respondents (n=2126)	Total
I find social networking sites exciting and use them as much as possible.	13
I find social networking sites to be pretty interesting and use them a fair amount.	39
I have to use social networking sites to stay up to date these days, but I use them as little as possible.	24
I avoid or do not use social networking sites.	24

Q34. How much do you agree or disagree with each of the following statements about social networking sites (such as Facebook, MySpace, Twitter, LinkedIn, etc.)?

Social networking sites…

Base: Total Respondents (n=2126)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Make life richer and more interesting	10	25	36	14	16
Make me feel a bit unsafe and insecure	11	21	31	22	15
Allow me to feel more connected to important people in my life	22	32	24	9	12
Allow me to be more social	17	31	30	10	12
Provide access to information in the areas that interest me	15	32	33	10	10
Are too complicated for me	4	11	23	23	39
Intimidate me	5	8	25	22	40
Are not worth the time	14	16	29	23	18
Allow me to connect with people I wouldn't otherwise meet or interact with	20	36	25	9	11
Are just a fad	8	16	34	23	19

Q35. How much do you agree or disagree with each of the following statements?

Base: Total Respondents (n=2126)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Going online has increased the amount of communication I have with family members who live nearby	16	27	29	15	14
Going online has increased the amount of communication I have with family members who live far away	29	35	18	7	10
Going online has improved the quality of my connection with family members who live nearby	14	25	33	14	14
Going online has improved the quality of my connection with family members who live far away	26	33	23	7	10

Q36. How much do you agree or disagree with each of the following statements?

Base: Age 39-75 And Has At Least One Child Age 18-25 (n=397)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I help my adult children learn how to go online	5	8	17	23	47
My adult children help me continue to learn how to go online	12	28	19	17	24
My adult children have helped me learn about new ways to go online	16	28	19	15	22
Connecting online has helped me better understand my adult children	11	26	32	13	18
Connecting online has helped my adult children better understand me	8	16	39	17	20
Connecting online helps me share information with my adult children	20	37	22	8	12

Q37. And, how much do you agree or disagree with each of the following statements?

Base: Age 39-75 And Has At Least One Grandchild Age 13-25 (n=465)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I help my grandchildren learn how to go online	2	8	24	22	43
My grandchildren help me continue to learn how to go online	5	16	26	15	36
My grandchildren have helped me learn about new ways to go online	8	18	23	16	35
Connecting online has helped me better understand my grandchildren	8	22	32	13	26
Connecting online has helped my grandchildren better understand me	6	16	39	13	26
Connecting online helps me share information with my grandchildren	15	31	23	12	18

Q38. You mentioned earlier that you are raising at least one child or grandchild between the ages of 13 and 17. Please answer the next few questions as they pertain to the **youngest child or grandchild in that age range.**

How much of what your [IF PERTAINS TO CHILD (S3.1>=1) INSERT: **child**; IF PERTAINS TO GRANDCHILD (S5=1 OR S6=1) INSERT: **grandchild**] **does online do you think you know about?**

Base: Raising At Least One Child/Grandchild Age 13-17 (n=279)	Total
I know about everything my child/ grandchild does online	15
I know about most things my child/ grandchild does online	52
I know about some things my child/ grandchild does online	29
I have no idea about what my child/ grandchild does online	3

Q39. Does your [IF PERTAINS TO CHILD (S3.1>=1) INSERT: **child**; IF PERTAINS TO GRANDCHILD (S5=1 OR S6=1) INSERT: **grandchild**] **have his or her own page/profile on any social networking site (such as Facebook, MySpace, Twitter, LinkedIn, etc.)?**

Base: Raising At Least One Child/Grandchild Age 13-17 (n=279)	Total
Yes	76
No	22
Don't Know	3

Q40. Did your [IF PERTAINS TO CHILD (S3.1>=1) INSERT: **child**; IF PERTAINS TO GRANDCHILD (S5=1 OR S6=1) INSERT: **grandchild**] **obtain his or her social networking page/profile with your permission?**

Base: Raising At Least One Child/Grandchild Age 13-17 With Own Page/Profile (n=212)	Total
Yes	83
No	17
Don't Know	*

Q41. At what age did your [IF PERTAINS TO CHILD (S3.1>=1) INSERT: **child**; IF PERTAINS TO GRANDCHILD (S5=1 OR S6=1) INSERT: **grandchild**] **start his or her own social networking page/profile?**

Base: Raising At Least One Child/Grandchild Age 13-17 With Own Page/Profile (n=212)	Total
Age 8 or younger (Net)	*
Age 5 or younger	*
Age 6 to 8	-
Age 9 to 11	9
Age 12 or older (Net)	**88**
Age 12 to 14	60
Age 15 or older	27
Don't know	3

Q42. [IF HAS MORE THAN ONE CHILD AGE 13-17 (S3.1>1) INSERT: **Still thinking about your youngest child in the 13-17 age range…**; IF RAISING AT LEAST ONE GRANDCHILD 13-17 (S6=1) INSERT: **Still thinking about your youngest grandchild whom you are raising in the 13-17 age range…**] **Which of the following describe the rules you set for your** [IF PERTAINS TO CHILD (S3.1>=1) INSERT: **child**; IF PERTAINS TO GRANDCHILD (S5=1 OR S6=1) INSERT: **grandchild**] **about going online? Please select all that apply.**

Base: Raising At Least One Child/Grandchild Age 13-17 (n=279)	Total
My child/grandchild knows to come to me when he/she sees something online that makes him/her uncomfortable.	49
There are open lines of communication between all family members about what we see online.	48
I have set rules about what he/she can and can't see online.	37
I do not have specific rules but I ask my child/ grandchild what he/ she has seen online and discuss what is appropriate/ inappropriate.	18
I let my child/ grandchild know he/ she should not look at certain things online but tend not to ask about what he/ she has seen.	17
I don't discuss online rules with my child/grandchild.	4

Q43. And, which of the following <u>best</u> describes the tools you use to help monitor your [IF PERTAINS TO CHILD (S3.1>=1) INSERT: **child's**; IF PERTAINS TO GRANDCHILD (S5=1 OR S6=1) INSERT: **grandchild's**] **activities when he/she goes online?**

Base: Raising At Least One Child/Grandchild Age 13-17 (n=279)	Total
I do not use parental controls, but I ask what he/she has done online and discuss what is appropriate/ inappropriate.	56
I use parental controls where available.	32
I do not use parental controls, and I do not ask what he/she has done online.	13

Q44. [IF HAS MORE THAN ONE CHILD AGE 13-17 (S3.1>1) INSERT: **And, one last question specifically about your <u>youngest</u> child in the 13-17 age range…**; IF RAISING AT LEAST ONE GRANDCHILD 13-17 (S6=1) INSERT: **And, one last question specifically about your <u>youngest</u> grandchild whom you are raising in the 13-17 age range…**] **How much do you agree or disagree with each of the following statements?**

Base: Raising At Least One Child/Grandchild Age 13-17 (n=279)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I help my child/grandchild learn how to go online	11	33	19	16	20
My child/grandchild helps me continue to learn how to go online	10	28	24	15	22
My child/grandchild has helped me learn about new ways to go online	13	29	23	15	20
Connecting online has helped me better understand my child/grandchild	10	29	27	14	20
Connecting online has helped my child/grandchild better understand me	8	16	34	19	23
Connecting online helps me share information with my child/grandchild	12	34	25	12	17

Q45. How concerned are you about online safety risks, such as identity theft, online harassment, reputation, or malicious software, affecting you and your family?

Base: Have At Least One Child Or Grandchild Age 13-17 (n=627)	Total
Extremely/Very concerned (Net)	**64**
Extremely concerned	33
Very concerned	32
Somewhat concerned	27
Not very/Not at all concerned (Net)	**8**
Not very concerned	6
Not at all concerned	2

Q46. Which of the following, if any, are included in your family rules regarding online safety? Please select all that apply.

Base: Have At Least One Child Or Grandchild Age 13-17 (n=627)	Total
Not giving out addresses or phone numbers	75
Not meeting anyone you have only met online	71
Treating others how you would like to be treated online- not bullying, harassing or mistreating others	69
Thinking about the consequences of posting content - comments, photos, etc. - online	68
Not using your full name when selecting a user name	63
Not downloading games, movies, videos, music, or other legally protected material without permission	54
Keeping the computer in an adult- supervised room in the house	44
Other	5
None of these	12

Q47. You mentioned earlier that you have at least one living parent or parent-in-law. Please answer the next few questions as they pertain to that parent or parent-in-law. Does he/she go online?

Base: Age 39-75 & Have At Least One Living Parent/In-Law(n=1142)	Total
Yes	45
No	53
Don't Know	2

Q48. How often do you communicate with him/her online?

Base: Age 39 to 75 And Have At Least One Living Parent/In-Law Who Goes Online (n=515)	Total
At least several times a week (Net)	**33**
Every day	8
Several times a week	25
Once every week or two	30
Once every 3-4 weeks or less (Net)	**30**
Once every three or four weeks	11
Less often than once a month	19
Never	8

Q49. How much do you agree or disagree with the following statement: "Going online has helped improve the quality of my connection with my parent/in-law"?

Base: Age 39-75 & Have At Least One Living Parent/In-Law Who Goes Online (n=515)	Total
Strongly/Somewhat Agree (Net)	**40**
Strongly Agree	12
Somewhat Agree	28
Neither agree nor disagree	32
Somewhat/Strongly Disagree (Net)	**28**
Somewhat Disagree	11
Strongly Disagree	17

Q50. Which of the following, if any, do you tell your parent/in-law to do when he/she goes online? Please select all that apply.

Base: Age 39-75 & Have At Least One Living Parent/In-Law Who Goes Online (n=515)	Total
Don't give out addresses or phone numbers	33
Don't use your full name when selecting a user name	24
Don't meet anyone you have only met online	16
Think about the consequences of posting content - comments, photos, etc. - online	16
Don't download games, movies, videos, music, or other legally protected material without permission	12
Treat others how you would like to be treated online- don't bully, harass or mistreat others	10
Keep the computer in a supervised room in the house	4
Other	4
None of these	57

Q51. Which of the following describe how your parents/guardians communicate with you about safer online habits and practices? Please select all that apply.

Base: Age 13-25 (n=610)	Total
There are open lines of communication between all family members about what we see online.	27
I know to come to them when I see something online that makes me uncomfortable.	21
They let me know I should not look at certain things online but tend not to ask about what I have seen	18
They do not have specific rules but they ask me what I have seen online and discuss what is appropriate/ inappropriate	15
They have set rules about what I can and can't see online.	12
They don't discuss online rules with me.	35

Q52. Which of the following, if any, have your parents/guardians told you to do when going online? Please select all that apply.

Base: Age 13-25 (n=610)	Total
Don't give out addresses or phone numbers	60
Don't meet anyone you have only met online	50
Think about the consequences of posting content - comments, photos, etc. - online	48
Treat others how you would like to be treated online- don't bully, harass or mistreat others	37
Don't use your full name when selecting a user name	36
Don't download games, movies, videos, music, or other legally protected material without permission	28
Keep the computer in an adult-supervised room in the house	14
Other	8
None of these	16

Q53. And, how much do you agree or disagree with each of the following statements?

Base: Ages 13-25 (n=610)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I help my parents/guardians learn how to go online	34	34	16	8	9
My parents/guardians help me continue to learn how to go online	12	17	26	16	28
My parents/guardians have helped me learn about new ways to go online	13	20	25	15	27
Connecting online has helped me better understand my parents/guardians	15	21	34	15	16
Connecting online has helped my parents/guardians better understand me	17	26	31	12	14
Connecting online helps me share information with my parents/guardians	19	28	29	10	15

Q54. And, how much do you agree or disagree with each of the following statements?

Base: Ages 13-25 (n=610)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not applicable – I don't have any living grandparents
I help my grandparents learn how to go online	24	19	15	7	21	14
My grandparents help me continue to learn how to go online	11	10	17	11	36	16
My grandparents have helped me learn about new ways to go online	10	10	15	10	38	16
Connecting online has helped me better understand my grandparents	12	16	23	11	24	14
Connecting online has helped my grandparents better understand me	14	17	23	9	23	14
Connecting online helps me share information with my grandparents	16	21	19	10	20	14

Q55. How often do you use a social networking site to communicate with your grandparents?

Base: Age 13-25 (n=610)	Total
At least several times a week (Net)	**23**
Every day	12
Several times a week	11
Once every week or two	13
Once every 3-4 weeks or less (Net)	**19**
Once every three or four weeks	9
Less often than once a month	10
Never	33
Not applicable - I don't have any living grandparents	11

D1. Are you…?

Base: Total Respondents (n=2126)	Total
Female	55
Male	45

D2. Which of the following <u>best</u> describes your family situation? Do you live…?

Base: Total Respondents (n=2126)	Total
In a one-parent household	12
In a two-parent household	35
In a three-generation household (i.e., includes a grandparent, parent, and child)	4
With a spouse or significant other, with no children in the household	30
With a roommate, with no children in the household	4
Alone	10
Other	4

D3. Are you currently…?

Base: Age 18-25 Or 39-75 (n=1857)	Total
Married	56
Not married, but living with a significant other	8
In a relationship, but not living together	5
Single, living with a parent/grandparent/ guardian	6
Single, not living with a parent/ grandparent/guardian	8
Divorced/Separated	11
Widowed	5
Prefer not to answer	1

D4. Please indicate the highest level of education that you have completed…

Base: Age 18-25 Or 39-75 (n=1857)	Total
Less than high school	1
High school	16
Trade or technical school	6
Some college	31
College graduate	28
Post-graduate degree	17

D5. Please indicate which category your household's approximate annual income from all sources, before taxes, falls into…

Base: Age 18-25 Or 39-75 (n=1857)	Total
Less than $50,000 (Net)	**36**
Less than $30,000	19
$30,000-$49,999	17
$50,000 to $99,999 (Net)	**32**
$50,000-$69,999	16
$70,000-$99,999	16
$100,000 and over	17
Don't know	2
Decline to answer	12

Thank you for taking the time to answer our questions!

AARP

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