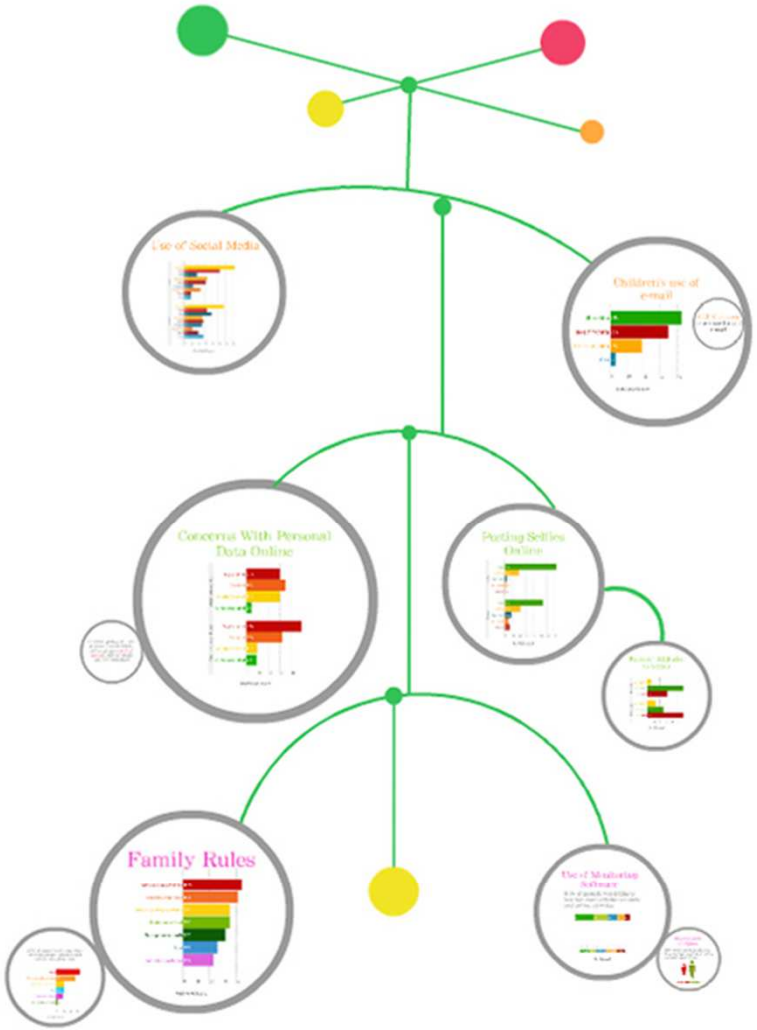
Children's use of the Internet in Ireland Survey 2014



Oisin Byrne
iReach Insights

Prezi

Methodology

What?
ISPAI -
Hotline
Seminar

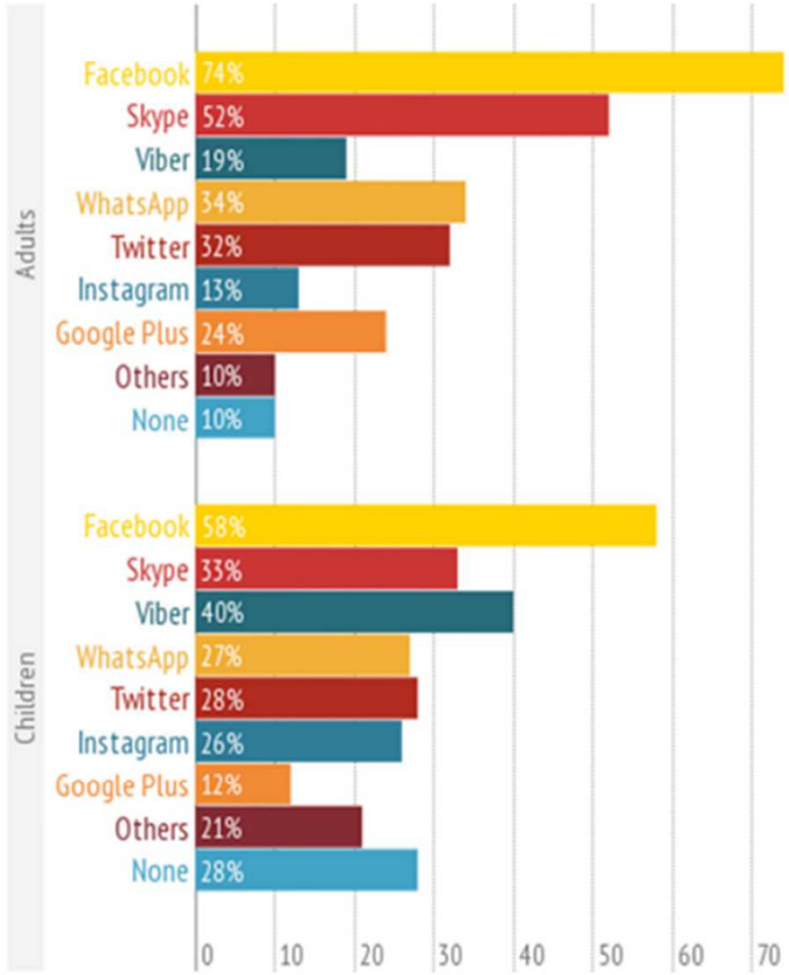
How?
iReach
Insights
Online Study

Who?
Consumer
Decisions
Omnibus

When?
Fieldwork
April 2014

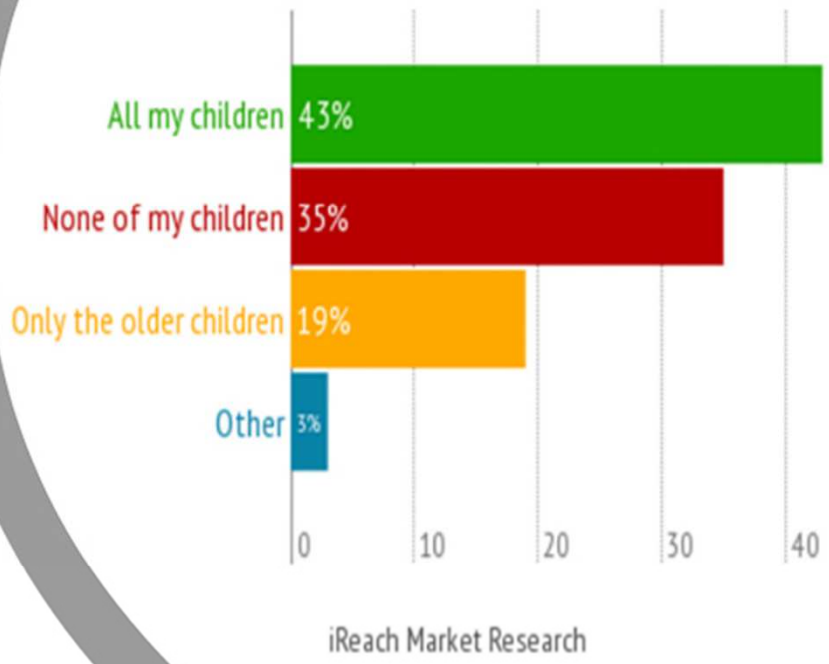
How Many?
778 Parents of
"Connected"
Children

Use of Social Media



Prezi

Children's use of e-mail



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65% of children have some form of e-mail

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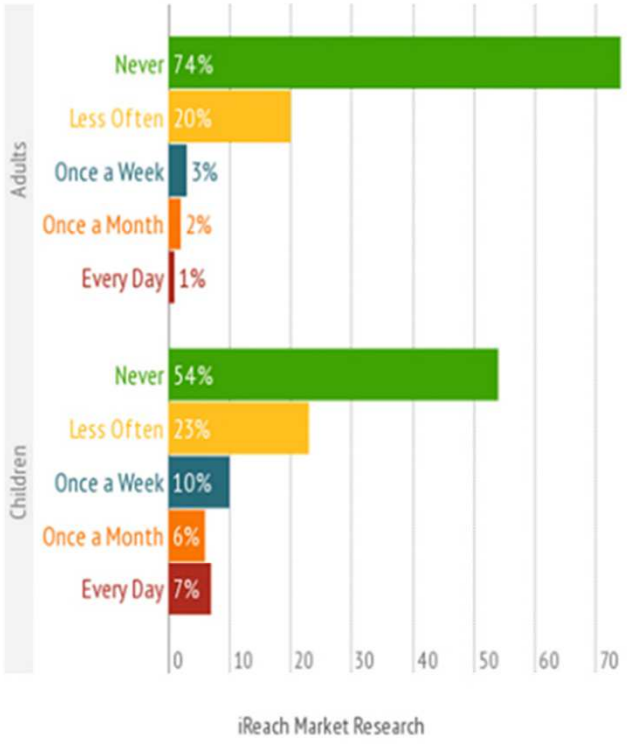
Posting Selfies Online



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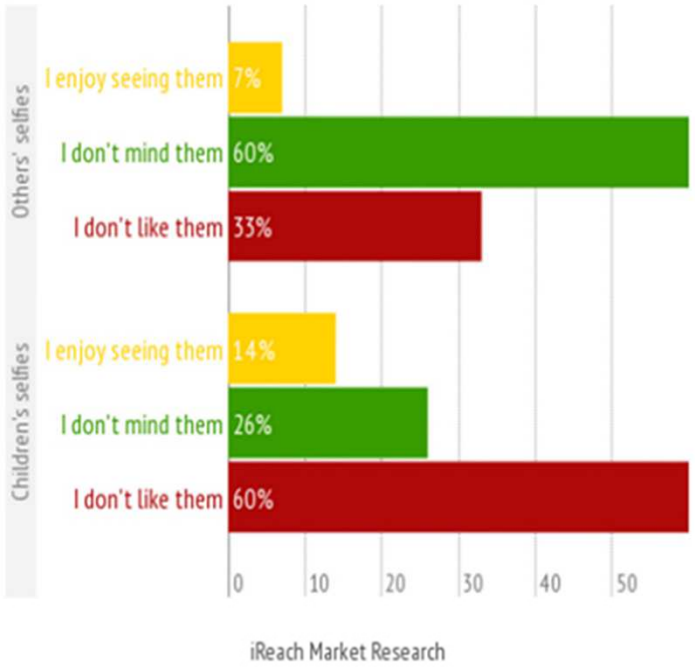
Parents` Attitudes to Selfies



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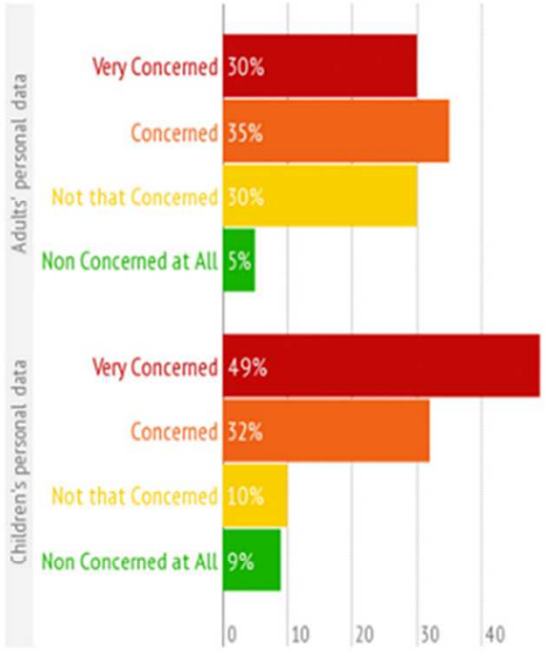
Concerns With Personal Data Online



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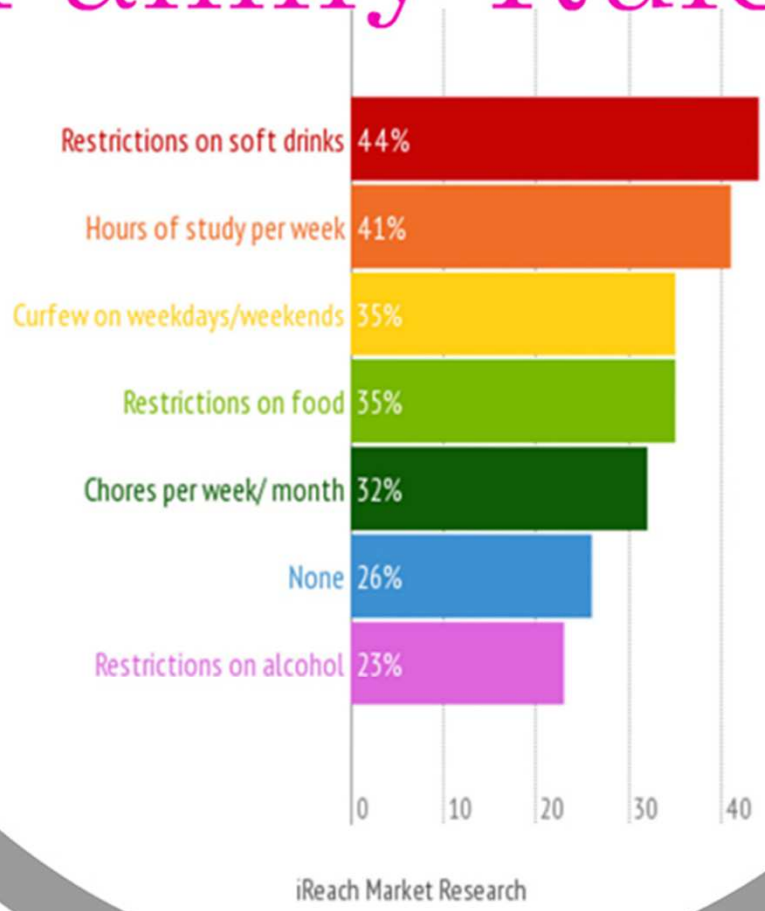
Children giving out their personal contact details online concerns 81% of parents, 49% of which are very concerned

Prezi

Family Rules



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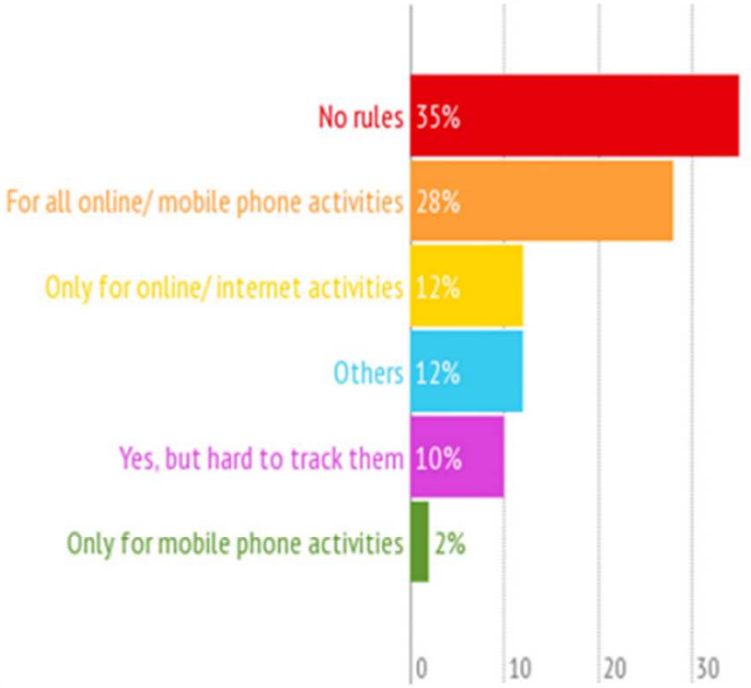
65% of parents have some rules for online/phone activities with 40% having online rules



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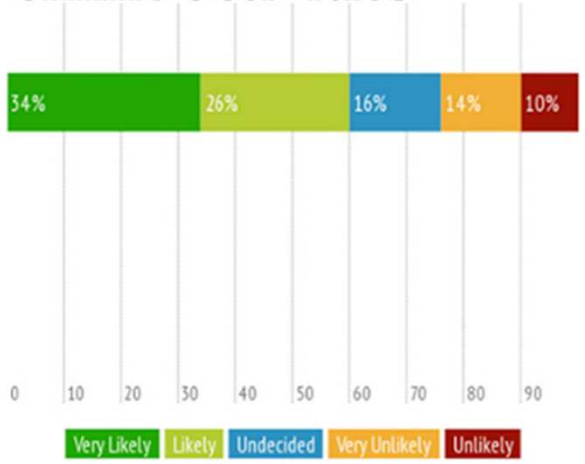
Use of Monitoring Software

60% of parents would like to monitor their children`s mobile and online activities



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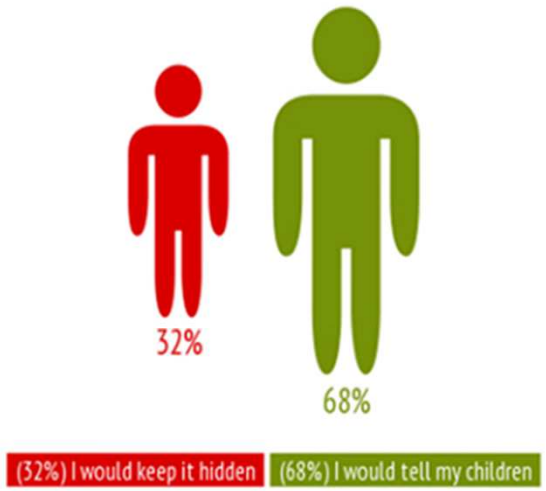
Sharing w
Childre

68% would tell their
that they can track
and texting activitie

Prezi

Sharing with Children

68% would tell their children that they can track their online and texting activities



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Executive Summary

- Use of Viber and Instagram is higher amongst children than their parents while parents show higher usage levels of Facebook and Skype
- 65% of children have email id's
- 46% of children take and post selfies online compared to 26% of their parents
- 60% of parents 'don't like' selfies, when it comes to their children`s posting pictures
- Children giving their personal data online is a matter of concern for 81% of parents
- 74% of parents have 'house rules', but just 28% of them have rules for all online and mobile phone activities and an additional 12% for online only rules for their children

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