

Hispanic/Latino Children's Media Use

OVERALL MEDIA USE

Hispanic/Latino children age 8 and under spend an average of about two-and-a-half hours a day with screen media (2:36), almost exactly the same amount of time they spent with screens when this study began in 2011 (see Table 1). This includes just under two hours a day watching TV and videos (1:52), and a little less than a half-hour a day playing media games (:28). Other screen activities such as e-reading (:04) and video-chatting (:01) are far less common.

Over the past six years, the types of media activities Hispanic/Latino children engage in has not changed substantially, nor has the overall amount of time devoted to each of those activities. But the devices on which their media consumption occurs have changed dramatically. Since 2011, time spent watching TV or DVDs on a TV set has dropped by an average of 32 minutes a day, and time spent using a mobile device has gone up by an average of 51 minutes a day (see Table 2). Indeed, the amount of time Hispanic/Latino children spend with mobile devices has *more than quadrupled in just the past four years* (from 12 minutes a day in 2013, and to 56 minutes a day today) (see Figure 1).

Despite the rapid increase in mobile media use over the past few years, Hispanic/Latino children still spend more than twice as much time watching TV on a TV set (1:05) as they do watching videos on computer and mobile devices (:30), as seen in Table 3. The most popular type of gaming among Hispanic/Latino children today is mobile (see Table 4), which accounts for 17 minutes a day; console video games are far behind at five minutes a day on average, followed by computer games (:04) and time spent playing on handheld game devices such as a Game Boy or Nintendo DS (:02). In addition to their use of screen media, Hispanic/Latino children spend an average of 21

minutes a day reading print (as well as :04 a day of e-reading) and 18 minutes a day listening to music (Table 1). The one substantial change in media activities over the past six years has been the drop in the amount of time devoted to listening to music — down from 28 to 18 minutes a day.

TABLE 1. Time spent with media by activity, 2011-2017
Among 0- to 8-year-old Hispanic/Latinos, average amount of time spent in a typical day:

	2011	2013	2017
Watching TV, DVDs, or videos	2:00 ^a	1:30 ^b	1:52 ^a
Playing media games	:24 ^{ab}	:17 ^a	:28 ^b
Reading	:25	:29	:25
<i>Print</i>	:25	:29	:21
<i>E-reading</i>	NA	NA	:04
Listening to music	:28 ^a	:15 ^b	:18 ^b
Video-chatting	NA	NA	:01
Other digital activities	:11	:04	:11
Total screen media	2:35^a	1:51^b	2:36^a
Total media	3:28^a	2:35^b	3:15^a

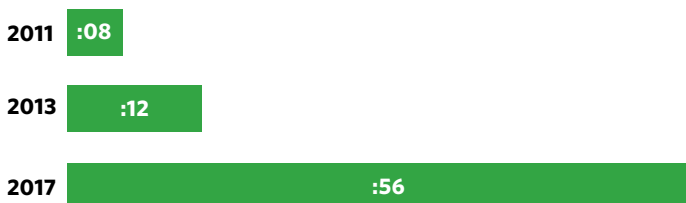
Note: Only those items with different superscripts differ significantly. Items without a superscript do not differ significantly. Significance should be read across rows. Video-chatting and e-reading were not asked as separate items until 2017.

TABLE 2. Time spent with media by device, 2011-2017
Among 0- to 8-year-old Hispanic/Latinos, average amount of time spent in a typical day:

	2011	2013	2017
Total TV/DVD/videotape	1:54 ^a	1:22 ^b	1:22 ^b
<i>Television set</i>	1:22 ^a	1:06 ^{ab}	1:05 ^b
<i>DVD/videotape</i>	:32 ^a	:16 ^b	:17 ^b
Total mobile media	:05 ^a	:12 ^b	:56 ^c
Total video game player	:14 ^a	:10 ^{ab}	:07 ^b
Total computer	:22 ^a	:07 ^b	:11 ^{ab}
Total screen media	2:35^a	1:51^b	2:36^a

Note: Only those items with different superscripts differ significantly. Items without a superscript do not differ significantly. Significance should be read across rows.

FIGURE 1. Average amount of time spent with mobile devices
Among 0- to 8-year-old Hispanic/Latinos:



Hispanic/Latino Children's Media Use

TABLE 3. Ways of watching TV and videos, 2011-2017
Among 0- to 8-year-old Hispanic/Latinos, average amount of time spent in a typical day:

	2011	2013	2017
TV on a TV set	1:22 ^a	1:06 ^{ab}	1:05 ^b
DVDs/videotapes	:32 ^a	:16 ^b	:17 ^b
TV/video on a computer	:04	:03	:06
TV/video on a mobile device	:02 ^a	:05 ^b	:24 ^c
Total TV, DVDs, or videos	2:00^a	1:30^b	1:52^a

Note: Only those items with different superscripts differ significantly. Items without a superscript do not differ significantly. Significance should be read across rows.

TABLE 4. Ways of playing media games, 2011-2017
Among 0- to 8-year-old Hispanic/Latinos, average amount of time spent playing games in a typical day:

	2011	2013	2017
Console video games	:09 ^a	:04 ^b	:05 ^{ab}
Handheld video games	:05	:06	:02
Computer games	:08 ^a	:02 ^b	:04 ^b
Mobile games	:02 ^a	:05 ^b	:17 ^c
Total media games	:24^{ab}	:17^a	:28^b

Note: Only those items with different superscripts differ significantly. Items without a superscript do not differ significantly. Significance should be read across rows.

TELEVISION IN THE HOME

Nearly all homes with Hispanic/Latino children age 8 or under have a TV set (99 percent), and the vast majority have a DVD player (84 percent) as well (see Table 5). These days, nearly three-quarters of Hispanic/Latino children live in a home with an internet-enabled TV set (73 percent); in fact, nearly as many Hispanic/Latino families have a subscription video service such as Netflix, Hulu, or Amazon Prime (68 percent) as have a subscription to cable or satellite TV (71 percent). Nearly half (48 percent) of all Hispanic/Latino children live in a home where the TV is left on either “all” or “most” of the time, whether anyone is watching or not, and more than a third (34 percent) have a TV set in their bedroom. Additionally, 53 percent of Hispanic/Latino children often or sometimes watch Spanish-language TV or videos.

TABLE 5. Television in the home, 2017
Among 0- to 8-year-old Hispanic/Latino children, percent who live in homes with:

	2017
Television set	99%
DVD player	84%
Internet-connected TV	73%
Subscription video service (e.g., Netflix, Hulu, or Amazon Prime)	68%
Cable or satellite TV	71%
DVR (digital video recorder)	40%
HD antenna	30%
TV on in home all/most of time	48%
TV in child's bedroom	34%

Hispanic/Latino Children's Media Use

COMPUTERS, INTERNET ACCESS, AND MOBILE MEDIA IN THE HOME

Today more than eight in 10 Hispanic/Latino families have a computer (85 percent) and high-speed internet access in the home (84 percent), a huge increase from 51 percent with computers and 43 percent with high-speed internet just four years ago (see Table 6). But the biggest change has been in ownership of mobile media. Today nearly all (95 percent) Hispanic/Latino families have a smartphone, up from just 37 percent six years ago and only half (53 percent) four years ago. Seventy percent have a tablet in the home, a tenfold increase from 7 percent in 2011. In fact, 41 percent of Hispanic/Latino children age 8 or under now have their own tablet device (less than 1 percent had one in 2011, and only 6 percent had one just four years ago).

TABLE 6. Computers, internet, and mobile devices in the home, 2011-2017

Among 0- to 8-year-old Hispanic/Latino children, percent who live in homes with:

	2011	2013	2017
Computer (desktop or laptop)	48% ^a	51% ^a	85% ^b
High-speed internet access	44% ^a	43% ^a	84% ^b
Any mobile device	42% ^a	61% ^b	98% ^c
<i>Tablet</i>	7% ^a	28% ^b	70% ^c
<i>Smartphone</i>	37% ^a	53% ^b	95% ^c
<i>iPod Touch or similar</i>	16%	20%	20%
Child has his/her own tablet	* ^a	6% ^b	41% ^c

* Less than 1 percent but greater than zero.

Note: Only those items with different superscripts differ significantly. Items without a superscript do not differ significantly. Significance should be read across rows.

PARENT ATTITUDES AND CONCERNS ABOUT MEDIA USE

Hispanic/Latino parents express the highest levels of concern about sexual content in the media, followed by violence in the media, cyberbullying, and depictions of drugs and alcohol. Additionally, 43 percent of Hispanic/Latino parents strongly agree that the less time children spend with screen media the better. However, Hispanic/Latino parents tend to believe in the positive effects of screen media for their own children, with 77 percent of Hispanic/Latino parents “strongly” or “somewhat” agreeing that “My child benefits from the screen media he/she uses” (among those who use screen media).

TABLE 7. Parents' concerns about media, by race/ethnicity, 2017

Among parents of 0- to 8-year-olds, percent who are very/somewhat concerned about:

	Hispanic/Latino
• How much sexual content is in media	85% ^b
• How much violent content is in media	84% ^b
• Cyberbullying online	82% ^b
• Depictions of drugs and alcohol in the media	80% ^b
• How much advertising and materialism is in media	78% ^b
• Racial and ethnic stereotypes in the media	74% ^b
• Companies collecting data about child through media	74% ^b
• Gender stereotypes of girls and boys in the media	72% ^c
• Spending too much time with media	71% ^a
• People smoking cigarettes in the media	69% ^c

Note: Only those items with different superscripts differ significantly ($p < .05$). Statistical significance should be read between rows.

RECOMMENDATIONS FROM PEDIATRICIANS

The American Academy of Pediatrics (AAP) has been issuing guidelines for several years for children's use of media and has encouraged doctors to speak with parents about their children's media use. Only about one in three Hispanic/Latino parents are aware that the AAP has recommendations about children's media use (34 percent are aware that there are such recommendations, and 13 percent say they know what they are). However, compared to other racial and ethnic groups, Hispanic/Latino parents are most interested in learning more about them (69 percent, compared to 42 percent of white parents and 49 percent of African-American parents).