

HISPANIC PARENTING IN THE DIGITAL AGE

There are important reasons for examining media use along demographic lines: to understand how best to reach different groups with guidance, educational content, or health messages, to help inform research examining possible differential effects of media use, and to inform public policies on issues such as the digital divide or media literacy education. Below is a snapshot of Hispanic parents of tweens and teens’ attitudes and concerns about their kids’ — and their own — media use.

USE OF MEDIA BY HISPANIC PARENTS

- On any given day, Hispanic parents spend an average of about 10 hours (10:01) using screen media. Of that time, just under nine hours (8:52) is for personal use, and over an hour is for work (1:09).
- The two most popular screen-based activities are watching TV/ DVDs/video (4:00) and video gaming on consoles, computers, smartphones, and tablets. (1:56).

AVERAGE TIME SPENT USING SCREEN MEDIA PER DAY, BY RACE/ETHNICITY

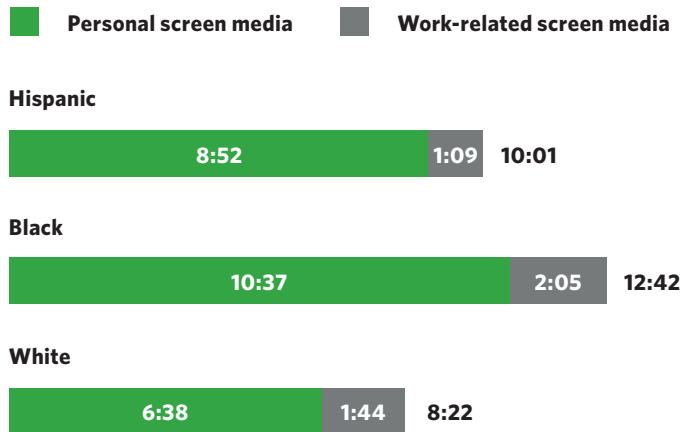


TABLE 1. Average time spent with screen media, among all parents

	Among all	Parent Race/Ethnicity		
		White	Black	Hispanic
Watching TV/DVDs/video ¹	3:17	2:48 ^a	4:35 ^b	4:00 ^b
Video gaming ²	1:30	1:11 ^a	2:29 ^{ab}	1:56 ^b
Social networking ³	1:06	1:00	1:12	1:06
Browsing websites ³	0:51	0:46 ^a	1:02 ^b	0:47 ^a
Using e-readers	0:15	0:12 ^a	0:23 ^b	0:17 ^{ab}
Doing anything else on a computer, smartphone, or tablet	0:44	0:41	0:56	0:46
<i>Subtotal: Personal screen media</i>	<i>7:43</i>	<i>6:38^a</i>	<i>10:37^b</i>	<i>8:52^c</i>
<i>Work screen media³</i>	<i>1:39</i>	<i>1:44^a</i>	<i>2:05^a</i>	<i>1:09^b</i>
<i>Grand total screen media</i>	<i>9:22</i>	<i>8:22^a</i>	<i>12:42^b</i>	<i>10:01^c</i>

1. Includes shows and movies watched on a TV set, whether live, streamed, via DVDs, or via any other technology, and watching videos on a computer, smartphone, or tablet.

2. Includes games played on a console video player, such as an Xbox, a PlayStation, or a Wii, and games played on a computer, smartphone, or tablet.

3. Includes activity on a computer, smartphone, or tablet.

MEDIA MULTITASKING

Media multitasking may make it possible for parents to spend many hours a day with personal media, and many Hispanic parents report using media while working.

PERCENT OF HISPANIC PARENTS WHO “SOMETIMES” OR “OFTEN” ENGAGE IN THE FOLLOWING ACTIVITIES WHILE WORKING

Listening to Music



Texting



Using Social Media



Watching TV



AWARENESS OF MEDIA CONTENT

A majority of Hispanic parents are highly aware of the content their children are using across media platforms, including TV, movies, video games, apps, websites, online videos, and social media.

PERCENT OF PARENTS WHO REPORT BEING HIGHLY AWARE OF THE CONTENT THEIR CHILDREN SEE OR HEAR WHEN THEY'RE USING MEDIA, BY RACE/ETHNICITY

Hispanic



Black



White



DISCUSSING MEDIA CONTENT WITH CHILDREN

A majority of Hispanic parents talk to their children “most of the time” or “always” about the content they see or hear while using different forms of media, including watching television or videos (60%), using apps (59%), using social media (54%), and playing video games (50%).

MONITORING

Hispanic parents report being active in monitoring and managing their children’s media use. A majority of Hispanic parents (56%) say they check their children’s devices and social media accounts “most of the time.”

CONCERNS ABOUT INTERNET USE

- Hispanic parents’ top worries about their children’s online activities include: accessing online pornography (63%), spending too much time online (60%), receiving/sending sexual images (59%), over-sharing personal details (57%), and being exposed to images of drug/alcohol use (57%).
- Almost two-thirds (63%) of Hispanic parents are concerned about their children becoming addicted to technology, and nearly half (43%) think that technology disrupts their children’s sleep.

TABLE 2. WITH RESPECT TO INTERNET USE, PERCENT OF PARENTS WHO ARE “MODERATELY” OR “EXTREMELY” WORRIED ABOUT THE FOLLOWING:

