

Life Online

Canadian students are more connected, more mobile and more social than ever.

www.mediasmarts.ca/YCWW

ONLINE ACCESS

45% of students access the Internet using a cell/smart phone

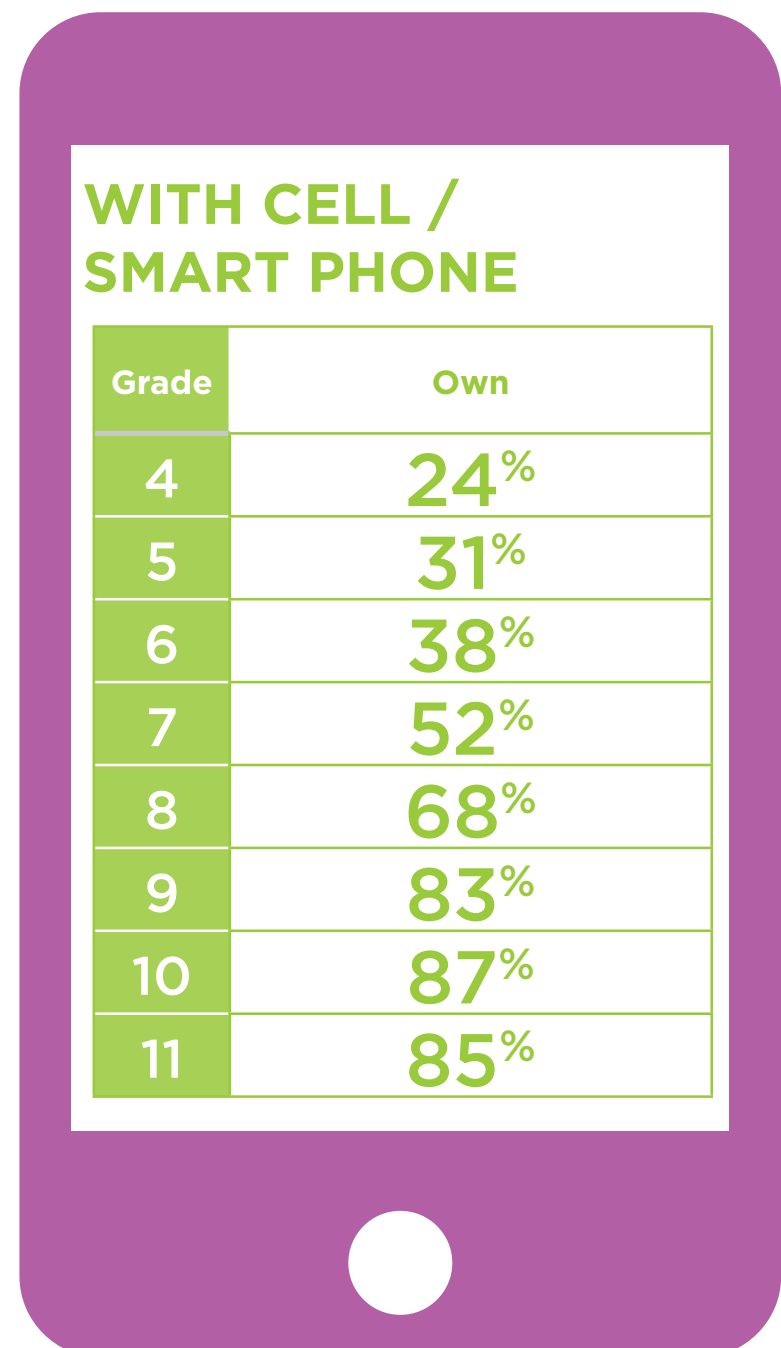
60% of boys access the Internet through a gaming console

GRADE	Shared Desktop	Own Desktop	Portable Computer	Library or Community Centre	MP3 Player	Cell / smart phone	Game console
4	64%	17%	56%	6%	47%	12%	46%
5	59%	19%	62%	9%	49%	21%	47%
6	59%	20%	63%	6%	55%	25%	48%
7	54%	21%	69%	7%	55%	37%	45%
8	50%	23%	73%	4%	53%	56%	41%
9	41%	23%	75%	6%	44%	68%	43%
10	39%	25%	78%	6%	38%	69%	34%
11	37%	27%	73%	6%	36%	75%	38%

One quarter of students in Grade 4, half of students in Grade 7, and 85% of students in Grade 11, own their cell phone.

ZZZZ
39%

of students with cell phones sleep with them.

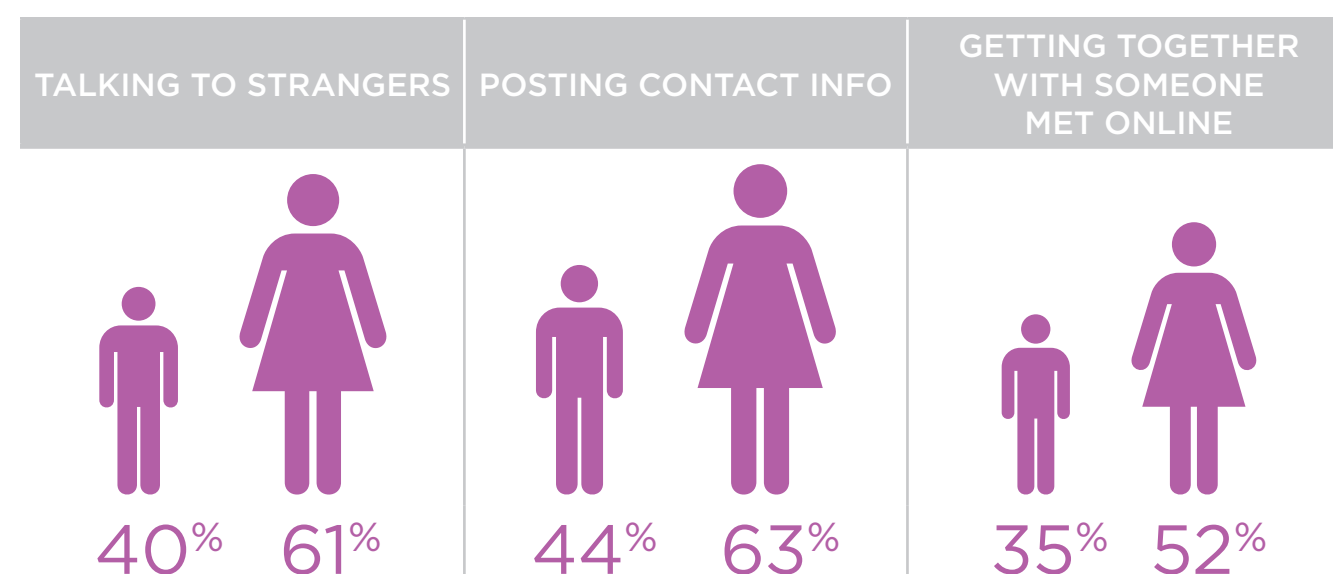


PARENTAL INVOLVEMENT

Are there rules about any of these in your house?	2005	2013
Getting together with someone you met online	74%	44%
Sites that you are not supposed to visit	70%	48%
Talking to strangers online or on your cell phone	69%	52%

22% of Grade 4 students are “never” online at home with an adult.

RULES ABOUT...



89% of students agree with the statement “I know I can protect myself online”.

Learning about online issues from parents and teachers (GRADES 4-6)

I learned about...	... FROM MY PARENTS	... FROM MY TEACHERS
... how to tell if information is true	48%	40%
... how to use privacy settings	50%	14%
... how to deal with cyberbullying	51%	58%
... how to be safe online	75%	50%
... what is legal and illegal to do online	70%	38%

BOYS AND GIRLS HAVE DIFFERENT EXPERIENCES ONLINE

Girls are both more likely than boys to agree with the statement that they could be hurt by online strangers (82% compared to 62% of boys) and less likely to see the Internet as a safe place (51% compared to 61% of boys).

ONLINE ACTIVITIES

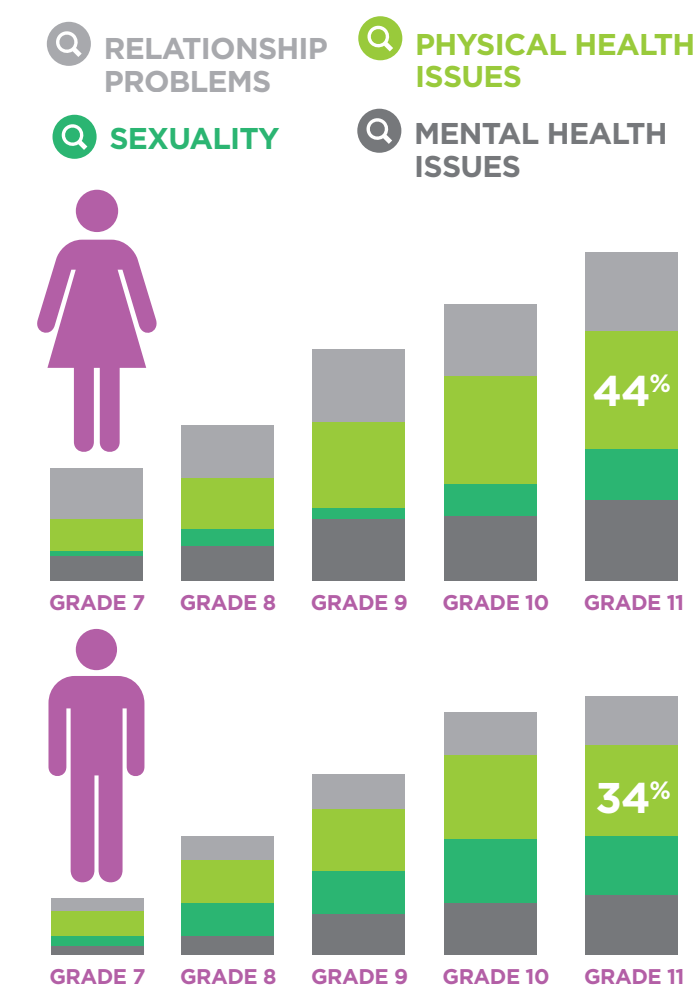
THE MOST FREQUENT ONLINE ACTIVITIES REPORTED BY STUDENTS ARE:

f Among grades 4-6 students, **30%** have a Facebook account and **16%** have a Twitter account

t in spite of the fact that anyone under the age of 13 is barred from using these sites.



FINDING INFORMATION ONLINE:



IMPORTANCE OF LIFE-BALANCE WITH DIGITAL MEDIA

One third of students (35%) worry they spend too much time online.

94% of students choose to go offline to do other things, like spend more time with friends or family, enjoy some quiet time by themselves, or go outside.

METHODOLOGY

Conducted February to June of 2013

5,436 Canadian students in grades 4-11 in 10 provinces and three territories

41% boys | 46% girls | 13% no indication

126 English | 14 French

140 schools in 51 school boards