



Family perspective

Trends of New Technologies in the Family

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Technological accelerations and disruptions can exceed our expectations.

The trends emerge through the uses.

The Covid crisis has been an accelerator in many ways.

Acceleration of teleworking, shopping online, distance learning, ...

... and **an explosion of screen usage** in all segments of the population.

Technology is a central part of public and private life.

The big winner of this transformation is data and its subsequent use by social media, businesses and government.



Push content on social media, target and generate engagement.



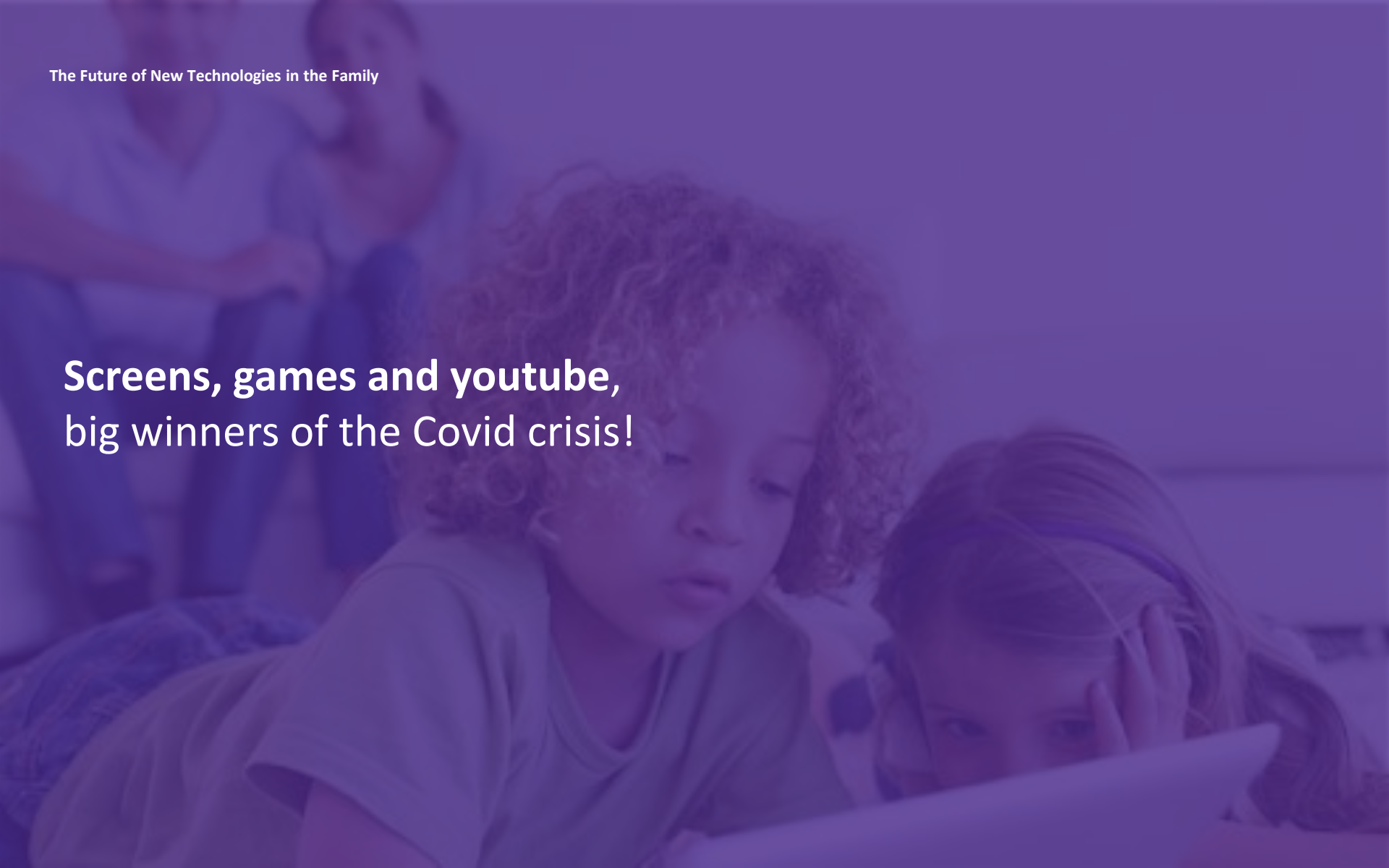
Profile behaviours and offer more targeted commercial products.



Provide data for public health and security policies.

This leads to some new challenges for the family.

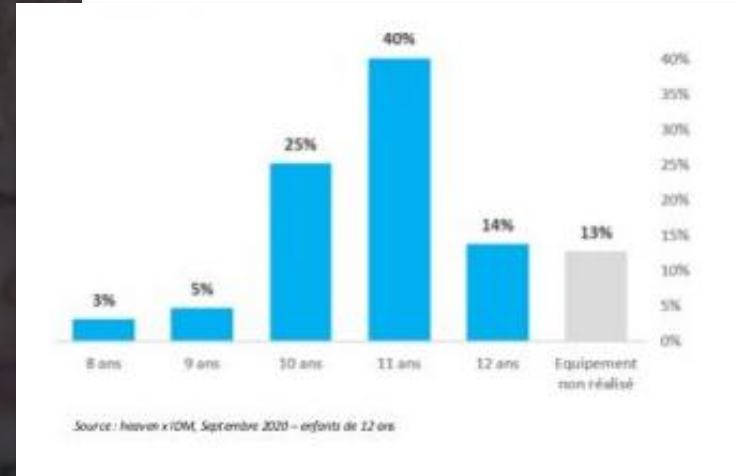
**Screens, games and youtube,
big winners of the Covid crisis!**



The Future of New Technologies in the Family

After nearly 2 years of the Covid crisis, 53% of 12 years old had a smartphone, against 33% in 2015 in the USA.

In France, a recent study shows that **87% of 13-year-olds have a smartphone.**



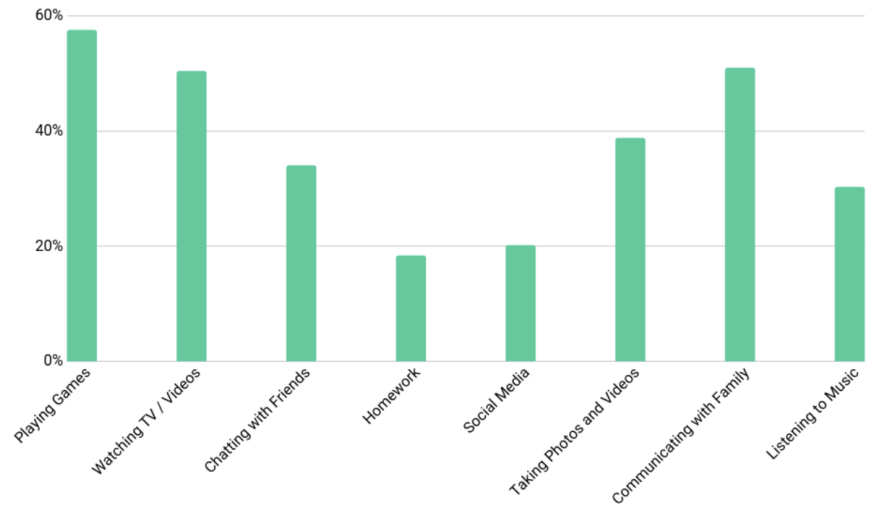
At what age did you get your first phone?

Games and entertainment are by far the first uses of the smartphone.

In just a few years, the gamer has moved from a "geek locked in his room" to a Twitch superstar and eSports athlete.

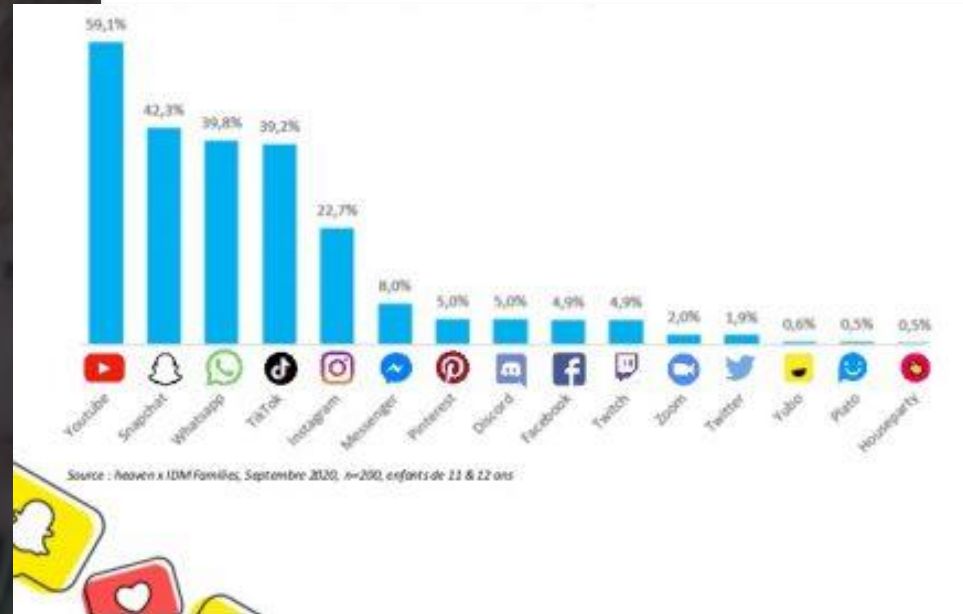


WHAT DO KIDS MAINLY USE THEIR PHONE FOR?



The most used social platform is Youtube, ahead of Snapchat, Whats'App and TikTok.

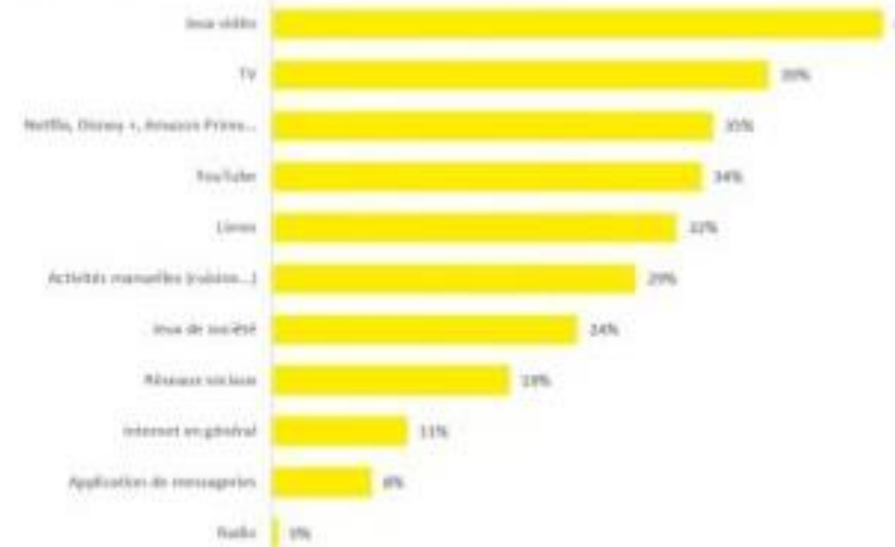
During the lockdown, children and teenagers spent most of their free time **playing video games, consuming streaming and influencer videos.**



Which applications do you use frequently?

The Covid crisis has allowed young people to take advantage of online activities even more.

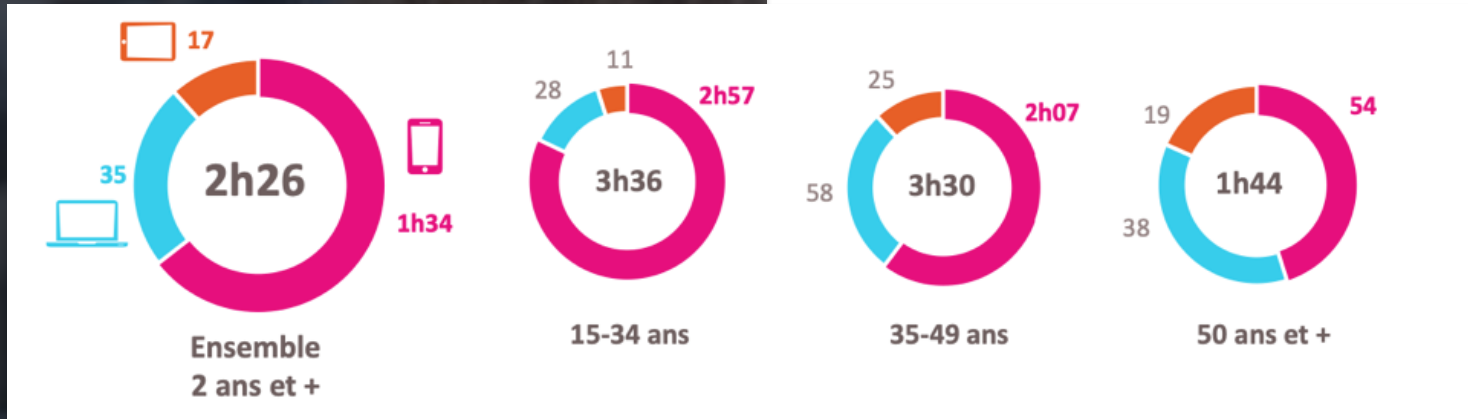
The significant increase in online activities has led to **the discovery of applications and games such as: Discord, Twitch, Fortnite, Animal Crossing ...**



Source : heuren x (DM Familes, Septembre 2020), n=200, enfants de 11 & 12 ans

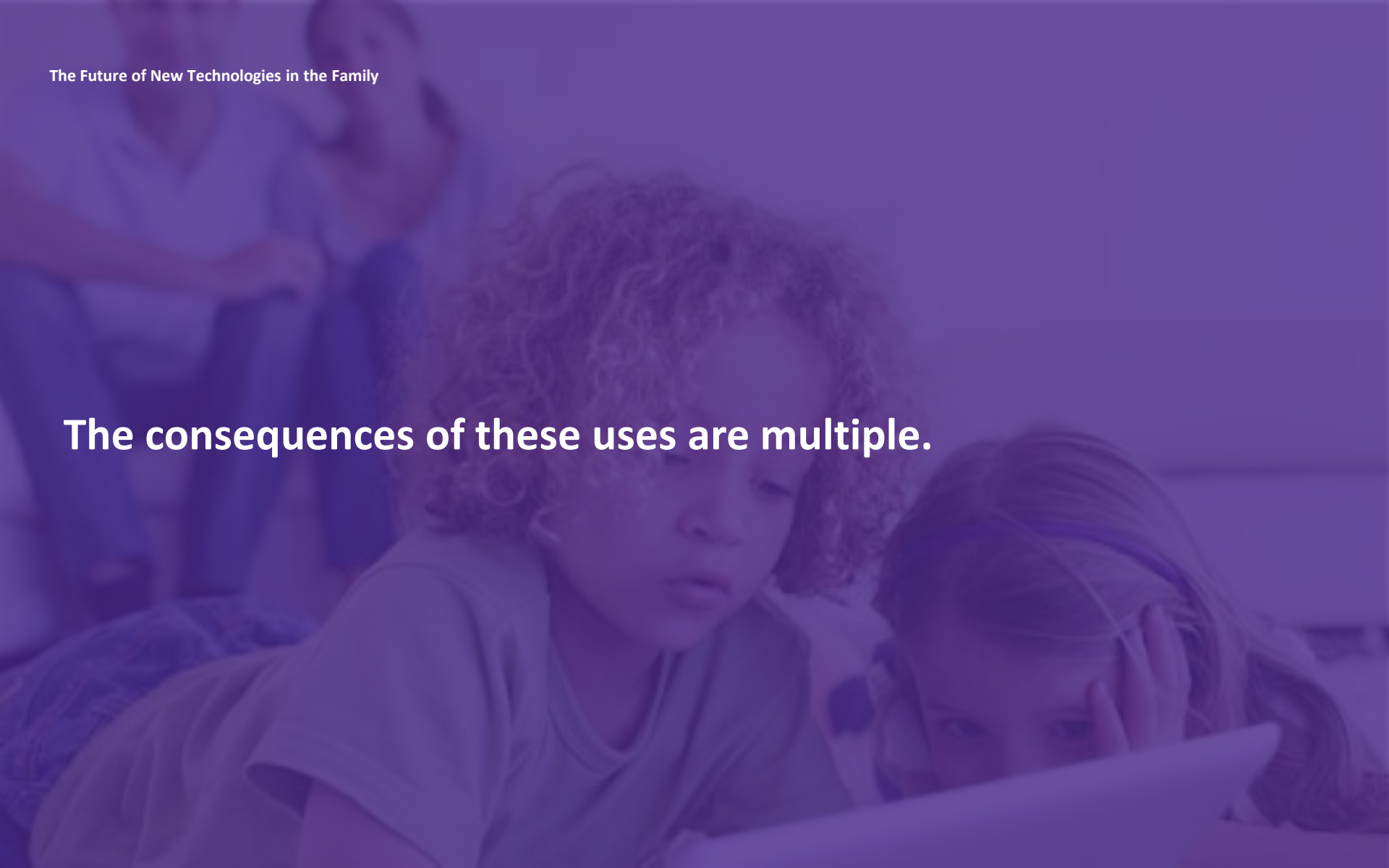
During the lockdown, how do you think you mainly spent your free time at home?

Finally, time spent on screens has also increased.



Time per day per French person on the internet

The consequences of these uses are multiple.

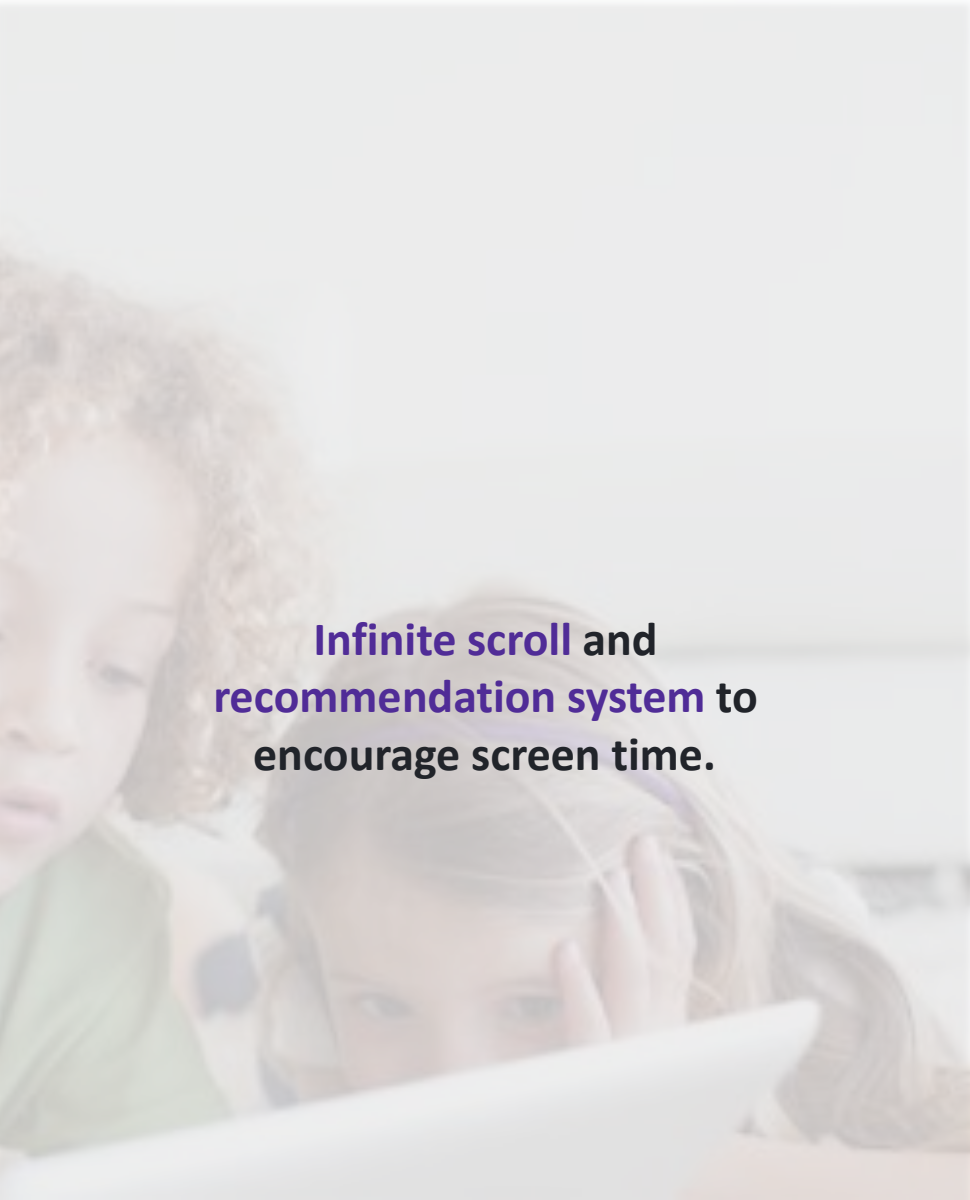


Challenge 1

Regulate screen time in post covid and fight addictions.

The screen was used throughout the pandemic period for taking lessons online.

In addition, platforms that are financed by advertising use various strategies to multiply usage and encourage screen time.

A young girl with curly hair is looking at a tablet screen. The image is slightly blurred and has a soft, warm light effect. The text is overlaid on the right side of the image.


Infinite scroll and recommendation system to encourage screen time.

Challenge 2

Make good use of screens

Tools for controlling screen time, limiting uses and content can still be improved.

These are seen by children as a constraint imposed by parents and require updating.

A young child with curly hair is looking at a tablet screen. The child is wearing a green shirt and has their hand near their face. The background is blurred, showing what appears to be a window or a bright light source.

Parental controls
on computers, tablets and smartphones are very technical to set up if you do not want to constraint everything and never offer a 100% guarantee.

Challenge 3

Raise awareness about taking a step back from fake news

Whether on news content or commercial content, young people, even more than adults, find it difficult to distinguish between manipulation and objectivity.

Training in the development of critical thinking is an even more important issue in the age of screens and social sharing.

The Future of New Technologies in the Family

Governments, Covid & technologies



Control for more security has always been a strong temptation for governments

Europe has been at the forefront of privacy, particularly with the data privacy regulation (GDPR).

However, we can note that **the line between privacy and security is shifting in favor of events.**

The Covid crisis was characterized by a strong disorganization of public life, economic world and family life and everyone turned to technologies to find solutions.

Covid tracking applications, initially had little success with the public before being imposed due to the restriction.

The main challenge for parents is to **stay informed to better understand the evolution of uses**, the accelerations linked to the pandemic and to manage to guide children and **give them the right tools for balanced and virtuous use**.

Thank you.

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In partnership with Thierry Bembaron & k-ciopé

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