



Fact Sheet

2011 State of Mobile Etiquette: Parents, Children and Their Relationship with Mobile Technology

Apr. 15, 2011 — Treat others with respect. Keep your elbows off the table. Always say “please” and “thank you.” Practicing good manners is not a new concept, but it seems parents and children are discovering that when it comes to using their mobile devices, what makes for good manners is not always so clear.

A recent “Mobile Etiquette” survey was sponsored by Intel Corporation and conducted by Ipsos* to gain insight into how parents and children use their mobile technology devices (laptops, netbooks, tablets, smartphones) and how those behaviors impact their relationships. Highlights from the survey include:

‘Early’ Adopters: Children are connecting with mobile devices at a young age

- Half of children 8-12 years old report that they have two or more mobile devices. Nearly 1 in 5 children 8-12 years old (19 percent) say they have 3 or more mobile devices.
- Children report spending approximately 2-3 hours per day using their mobile devices
 - Compared to younger children (ages 8-12), teens spend significantly more time on their laptops (3.7 hours vs. 3 hours) and cell phones (2.9 hours vs. 1.9 hours).
- One-third of children report they would rather go without their summer vacation than give up their mobile devices.

Role Models: Ninety-four percent of parents agree that they must set a positive example if they expect their children to practice good mobile manners

- Fifty-nine percent of children have witnessed their parents commit common mobile infractions, including use of a mobile device on the road (59 percent), at dinner (46 percent) and during a movie or concert (24 percent).
 - Nearly half of U.S. children (49 percent) say they don’t see anything wrong with using technology at the dinner table.
- Nearly 40 percent of parents admit they sometimes spend too much time using a mobile device in front of their children, and 42 percent of children think their parents need to disconnect more when they are at home.

Ground Rules: Establishing mobile etiquette guidelines in the household is important to both teenagers and parents

- Ninety-four percent of parents believe it is important to establish rules and guidelines in the home about the proper use of mobile devices.
- Nearly all parents (95 percent) believe that in addition to teaching children general manners, it is now important to teach them manners related to using their mobile technology devices.

Intel/Page 2

- Some parents are already setting guidelines related to the use of mobile technology devices, including: prohibiting use during school (49 percent), during family time (43 percent) and setting limitations on contacts (18 percent), picture texting (14 percent) and mobile Internet usages (31 percent).

Tips from Etiquette Expert Anna Post of The Emily Post Institute

When used effectively, mobile devices can better connect parents and children. According to the recent survey commissioned by Intel, seventy percent of teenagers believe their mobile devices allow them to better communicate more often with their parents. Seventy-five percent of parents feel mobile devices allow them to connect more with their children. However, there are still nearly 50 percent of parents who feel guilty for using an Internet-enabled device when they should be spending time with their children.

Here are the top 3 tips from Anna Post of The Emily Post Institute to help parents and children improve their mobile manners and get rid of that guilt:

1. **Use technology to engage with each other.** Watch funny videos together on the family computer, or visit websites together to look at photos and learn about your child's favorite television shows.
2. **Determine house rules.** As a family, discuss guidelines for how you'll each use—or not use—mobile devices. Talk about places like the dinner table and homework hours, and the car, restaurants, and special events. From an online safety perspective, you might also discuss having the family computer in an open, central location so children aren't isolated while using the technology.
3. **Be a good role model.** Children look to their parents as examples in all things, and how you use technology is no different. Hop off the phone when checking out at the grocery store, and don't text while driving. You might also look at determining rules for things such as no sending of emails during your child's soccer game, or no phone calls during family movie night.

Survey Methodology

The "Mobile Etiquette" survey was conducted online within the United States by Ipsos on behalf of Intel from Dec. 10, 2010 to Jan. 5, 2011 among a nationally representative sample of 2,000 U.S. adults ages 18 and older. The margin of error for the total sample is $\pm 2.2\%$ at the 95% confidence level. The study included the following audiences: 286 parents of children ages 8-17 (margin of error $\pm 5.8\%$) and 500 children ages 8-17 (margin of error $\pm 4.4\%$).

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

– 30 –

CONTACT: Jessica L. Hansen
480-552-1759
Jessica.l.hansen@intel.com

Intel and the Intel logo are trademarks of Intel Corporation in the United States and other countries.
*Other names and brands may be claimed as the property of others.