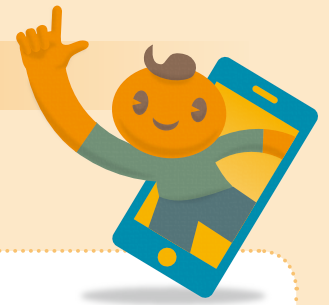


Focus

How do children and mothers use Smartphones?



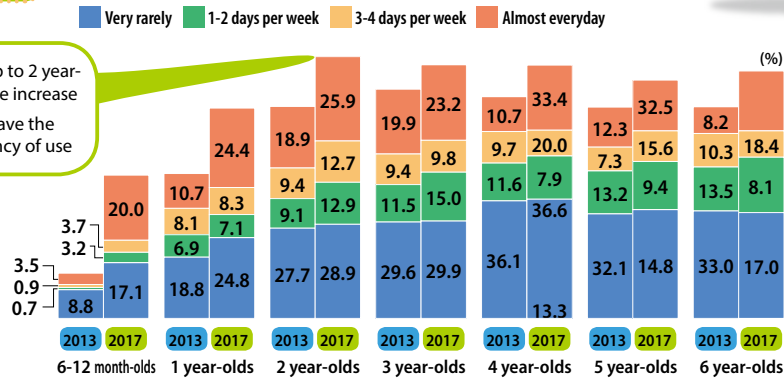
The main focus of this survey, the involvement of smartphones with children/mothers, has been summarized.

How frequently is it used per week?

Frequency of use

(per week, secular comparison)

6 months and up to 2 year-olds show a large increase
2 year-olds have the highest frequency of use



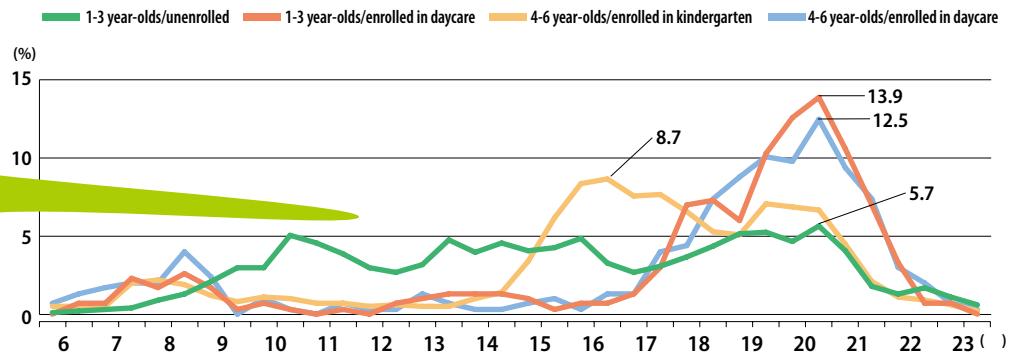
* Responded only by those with a family owning smartphones
* N/A responses excluded for 2013.

What time of the day is it used frequently?

Time of use

(per week day, 2017)

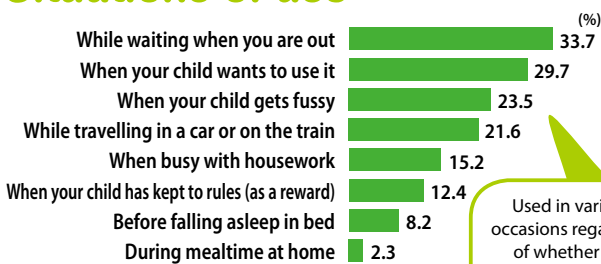
Children before entering preschool are exposed to smartphones for a relatively long time during the day, kindergarteners before dinner, and children in daycare after dinner.



* Answered by all.

When do you show it?

Situations of use (2017)

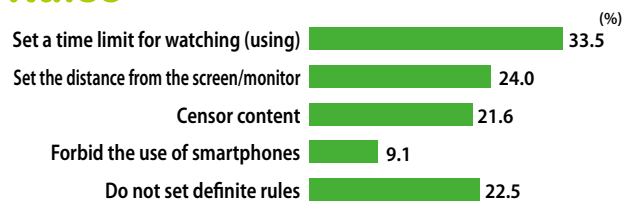


* Only answered by families owning smartphones
* Multiple answers

Used in various occasions regardless of whether it is indoors or outdoors

What do mothers care about?

Rules (2017)

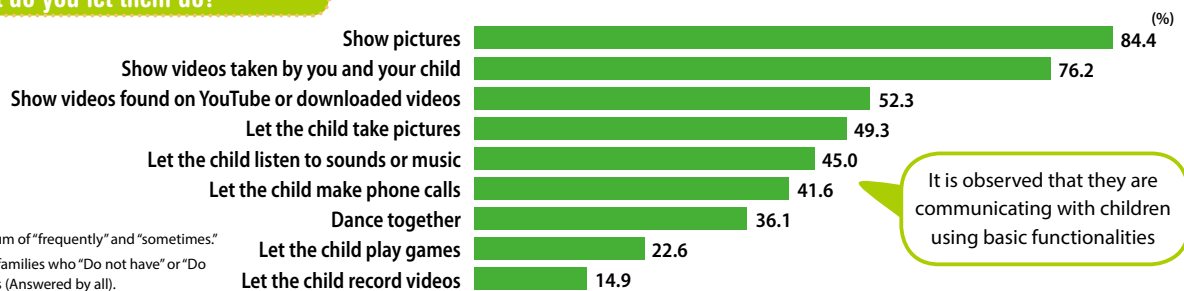


* Only answered by families owning smartphones
* Only answered by those whose frequency of use per week is more than "1-2 days per week"
* Multiple answers

Looking at it by age groups, under 1 year-olds: 46.1%
1-3 year-olds: 24.1%
4-6 year-olds: 16.4%

What do you let them do?

Usage (2017)



* Percentage is the sum of "frequently" and "sometimes."
* Responses include families who "Do not have" or "Do not use" the devices (Answered by all).

It is observed that they are communicating with children using basic functionalities