



Growing into their online life

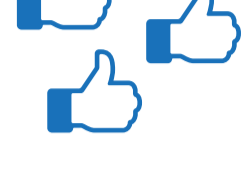
They are "born digital" and their growing pains are being played out online. Understanding and guidance can smooth their transition towards responsible online behaviour.



Popularity Contest



44%
Nearly half of teens say they feel more accepted on social media than in person.



71%
wished they received more likes



66%
feel more important or popular when they receive a lot of likes



45%
feel upset or depressed when they don't receive a lot of likes



28%
have created fake profiles to reinvent themselves

Testing Boundaries

Seeking acceptance and attention contributes to risky behaviour.



81%
have posted or done something risky online

58%
posted their email address online

45%
have posted their number

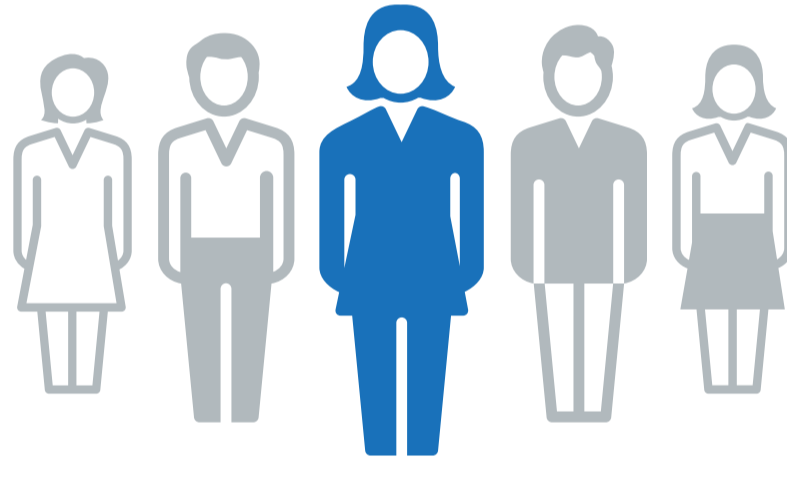
34%
of teens have posted their home address



51%
alarmingly, half believe that they can eventually delete any content that they choose to share

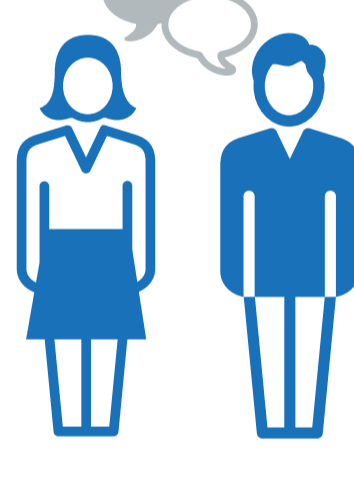
Taking Risks

Meeting strangers online feels safe, but it often crosses over into real life.



4 in 5

admit to interacting online with people they don't know in person



2 in 5

met someone in person they first met online



3 in 4

(73%) don't turn off the GPS location when accessing websites or apps from their mobile device

Hey Mom and Dad

3 in 5
(58%) say their parents can't keep up with the technology



3 out of 4
(74%) say they know how to hide what they do online from their parents

2 out of 3
teens would change their online behaviour if they knew their parents were watching

9 in 10
have purposely taken action to hide their online behaviour from their parents

Top 5 tips for parents to help educate their kids:

- 1. Connect with your kids.**
Talk to them about the risks of being online and make sure the communication lines are always open.
- 2. Learn their technology.**
Stay one step ahead and take the time to research the various devices your kids use. You want to know more about their devices than they do.
- 3. Get social.**
Stay knowledgeable about the newest and latest social networks. Join whatever networks or sites your kids are into so you understand how it all works.
- 4. Reputation management.**
Make sure your kids are aware that anything they post online is permanent.
- 5. Stay calm.**
If your kids come to you with an online problem, it's important not to overreact. Deal with it calmly and don't threaten to take devices away or they may not feel confident about seeking your help again.



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