

# Mom vs. Machine

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# Methodology

- In **June 2010** we fielded an identical survey among two populations:
  - Digital-savvy moms from the BlogHer Publishing Network:
    - 568 Moms 18-49
  - Parenting's MomConnection™ nationally projectable panel of mainstream moms:
    - 464 to women 18+
  - Total survey sample: 1032 women

# The survey: How does tech impact the family?

- What comes first: The mom or the geek?
- Does level of tech savvy affect attitudes towards technology's impact on family life?
- Self-serve : How do moms use tech in their own lives?
- Topic taboos: Is anything off the table?
- Our kids and tech: Where is the technology threat level?
- Perception vs. Reality

# Summary: Moms welcome the wired world

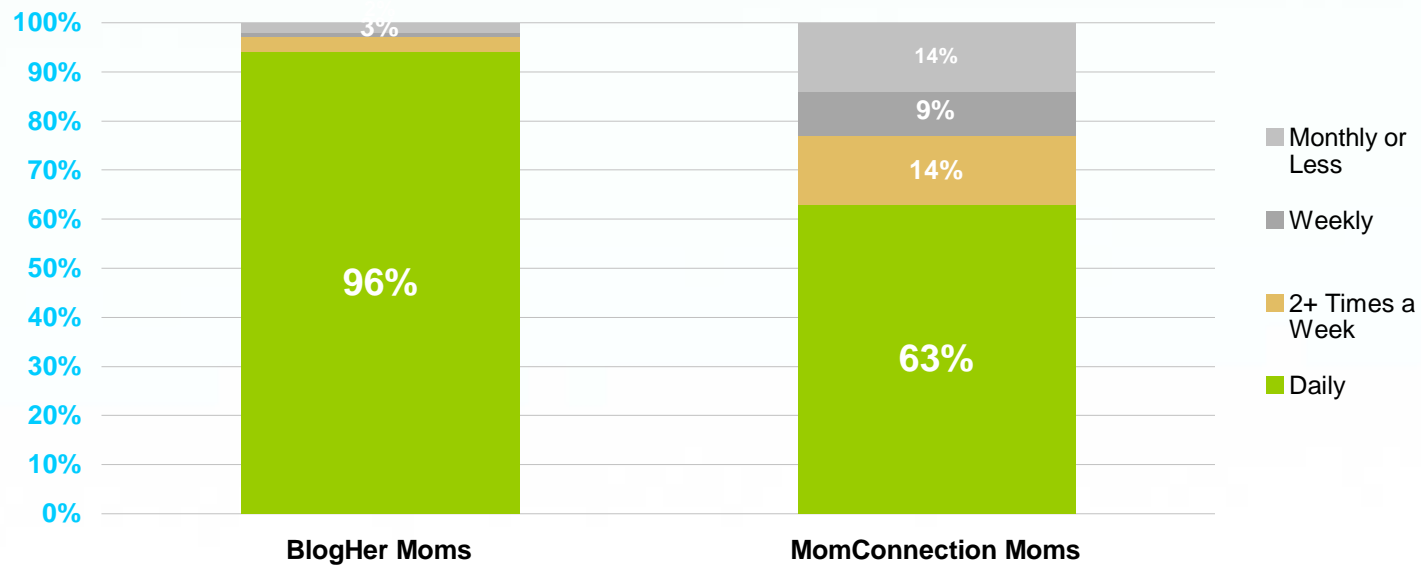
- Moms use technology *themselves*, to talk about *their* lives
- Technology keeps families connected 24/7
- Technology bridges generational gaps
- Technology provides insight into kids' thoughts and activities
- Moms are not shy about setting limits or keeping watch
- Moms worry, but they're not *afraid*

Media can take a positive role in helping moms navigate the quickly-evolving technology landscape

# Moms Talking to Moms

# Both sets of moms are active\* online community users

## Frequency of Engaging With Online Communities

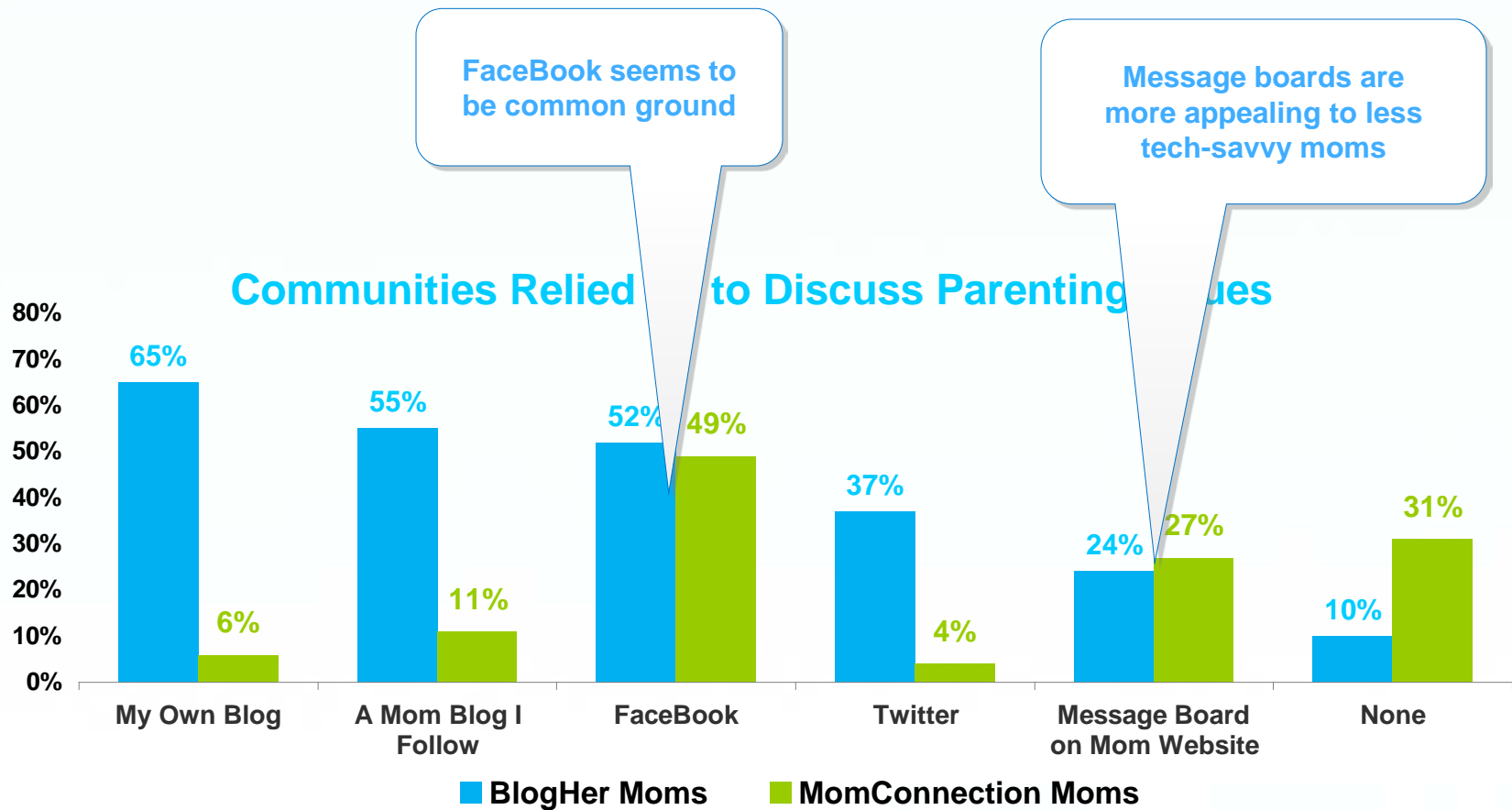


Question: "How frequently do you engage with online communities?"

Source: Tech & Moms 2010; Parenting Mom Connection Panel: N=464, BlogHer Panel: N=568

\* Active=Weekly or more often usage

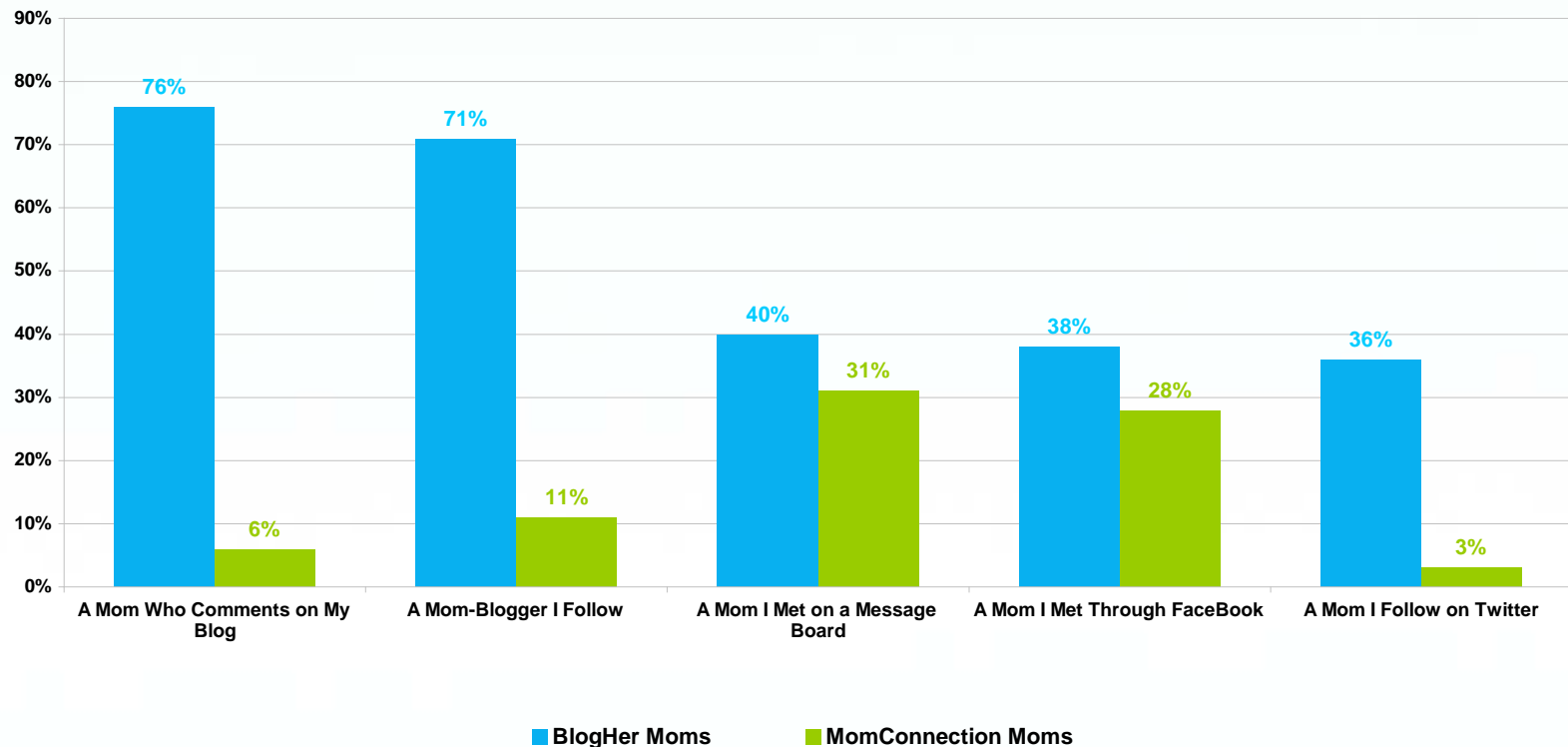
# BlogHer Moms are “super communicators”, but all the moms vent on Facebook!



Question: “Which of these online communities would you be likely to use to look for support with parenting issues?”  
Source: Moms & Tech 2010; Parenting Mom Connection Panel: N=433, BlogHer N=566

# Virtual connections are real friends

## Which of the following would you consider a friend?

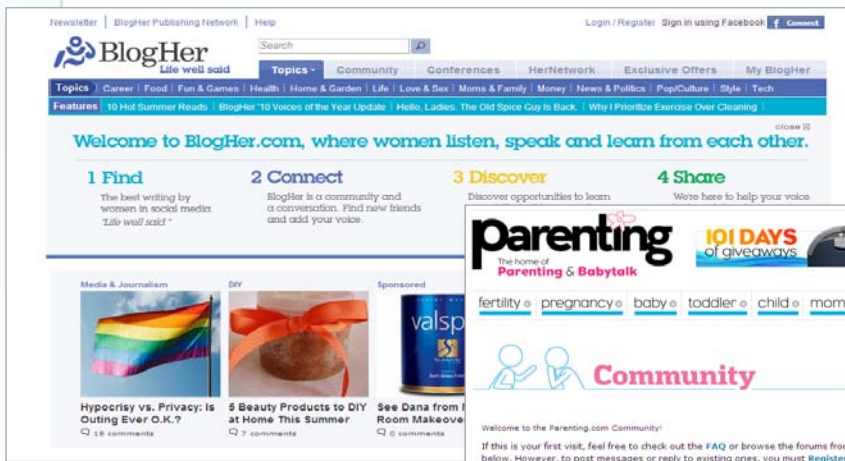


Source: Moms & Tech 2010; Parenting Mom Connection Panel: N=464, BlogHer N=568



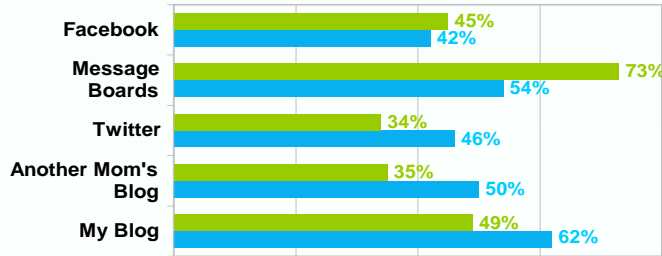
# Common ground

Regardless of which community is used or how often, moms share topics and discussion in the same pattern

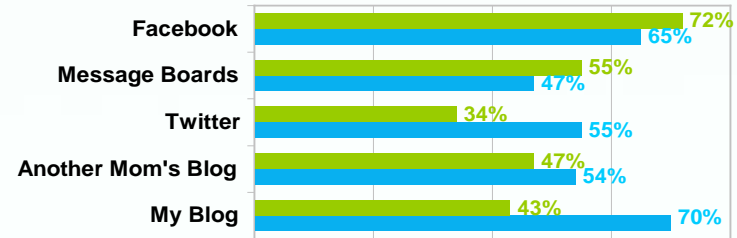


# Moms talk about their kids, even sensitive issues

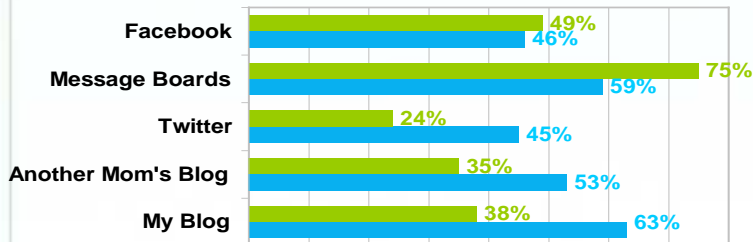
### Child's Behavioral Issues



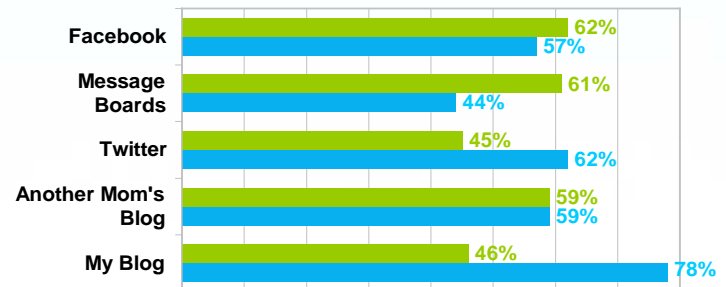
### Child's School Issues



### Child's Health/Developmental



### Work/Family Balance



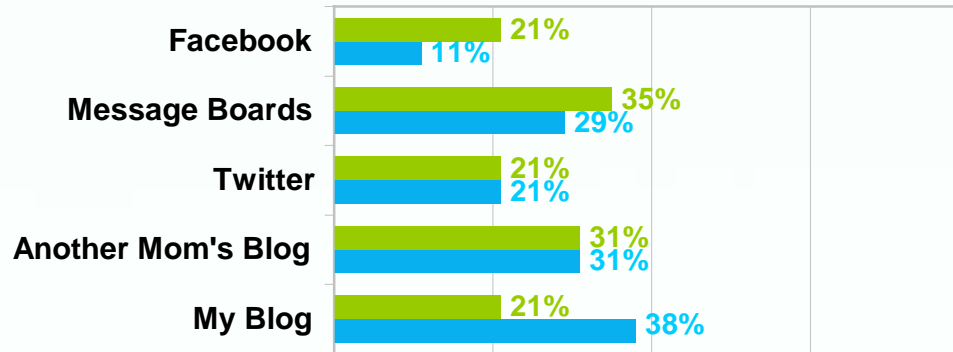
■ BlogHer Moms ■ MomConnection Moms

Question: "Which of these online communities would you be likely to use to look for support with parenting issues?"

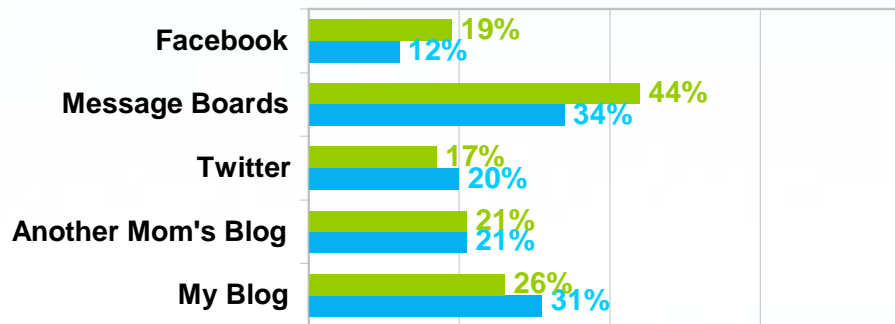
Source: Moms & Tech 2010; Parenting Mom Connection Panel: N=299, BlogHer N=508

# Moms are more protective of their partners

## Marriage/Relationship Issues



## Parenting Disagreement with Partner



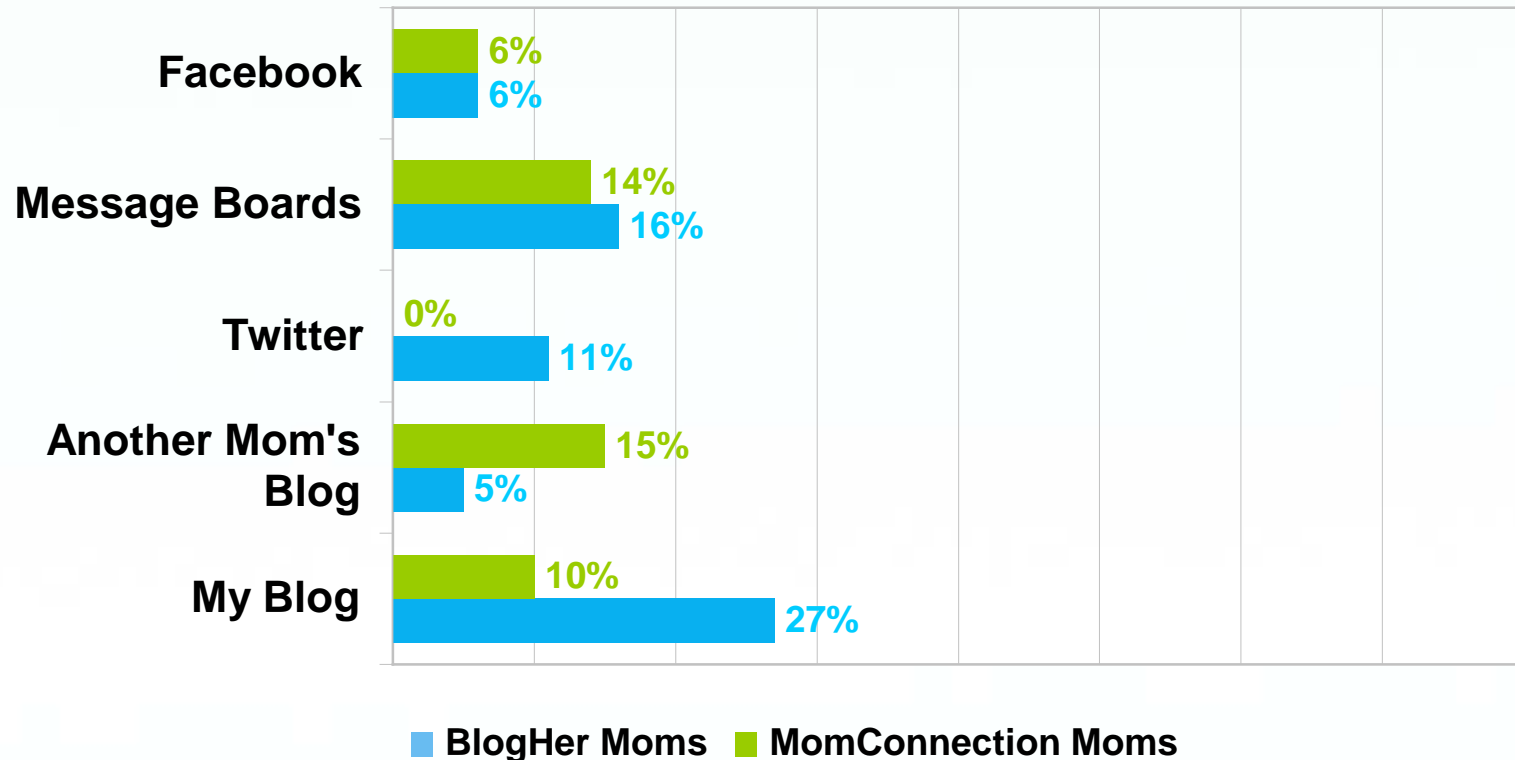
■ BlogHer Moms ■ MomConnection Moms

Question: "Which of these online communities would you be likely to use to look for support with parenting issues?"

Source: Moms & Tech 2010; Parenting Mom Connection Panel: N=299, BlogHer N = 508

# Money is more taboo than sex!

## Financial



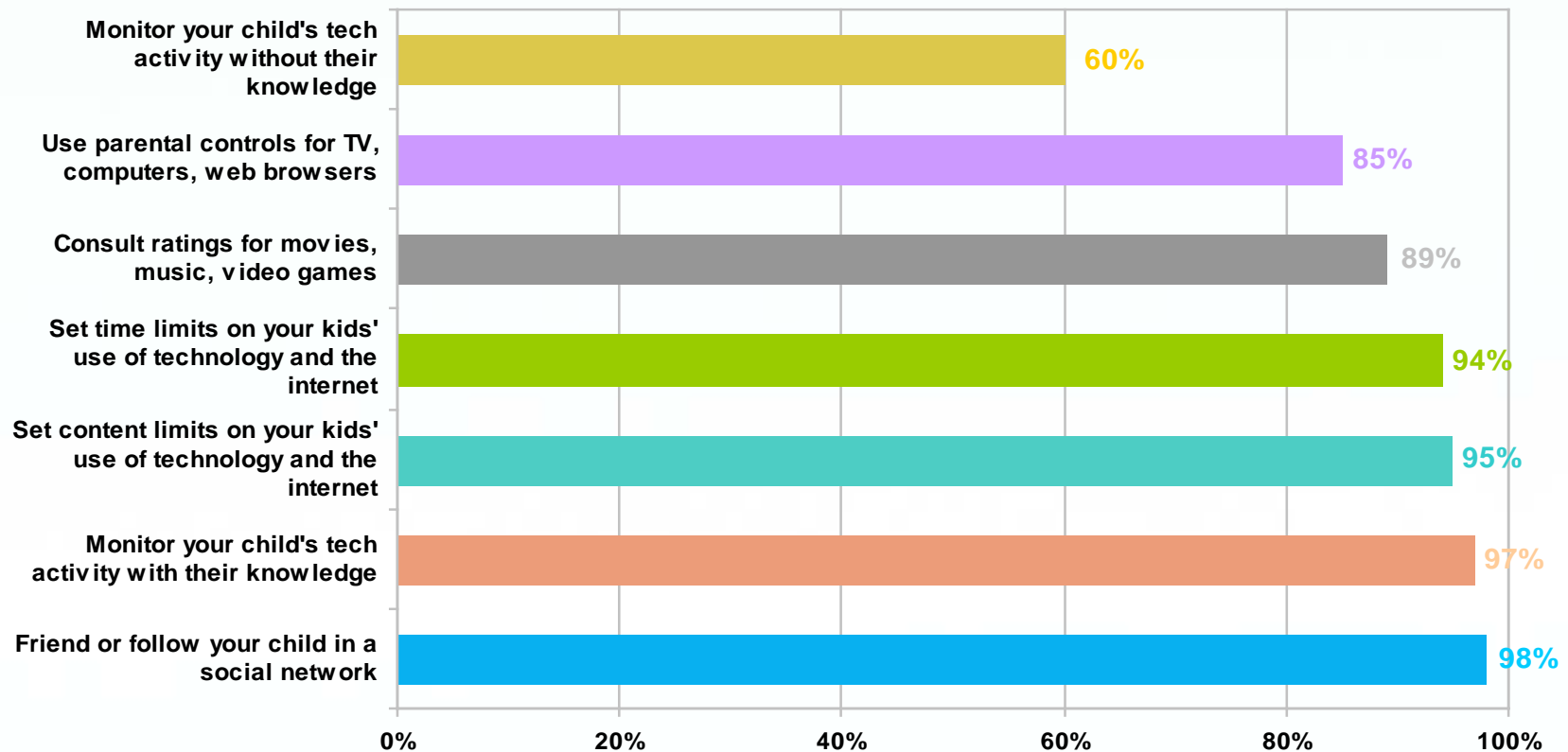
Question: "Which of these online communities would you be likely to use to look for support with financial difficulties?"

Source: Moms & Tech 2010; Parenting Mom Connection Panel: N = 299, BlogHer N = 508

# The Intersection of Technology and Parenting

# How are moms monitoring their kids and tech?

## Top 2 Box (Very and Somewhat Likely) to Use Following Methods to Monitor Child's Technology Usage

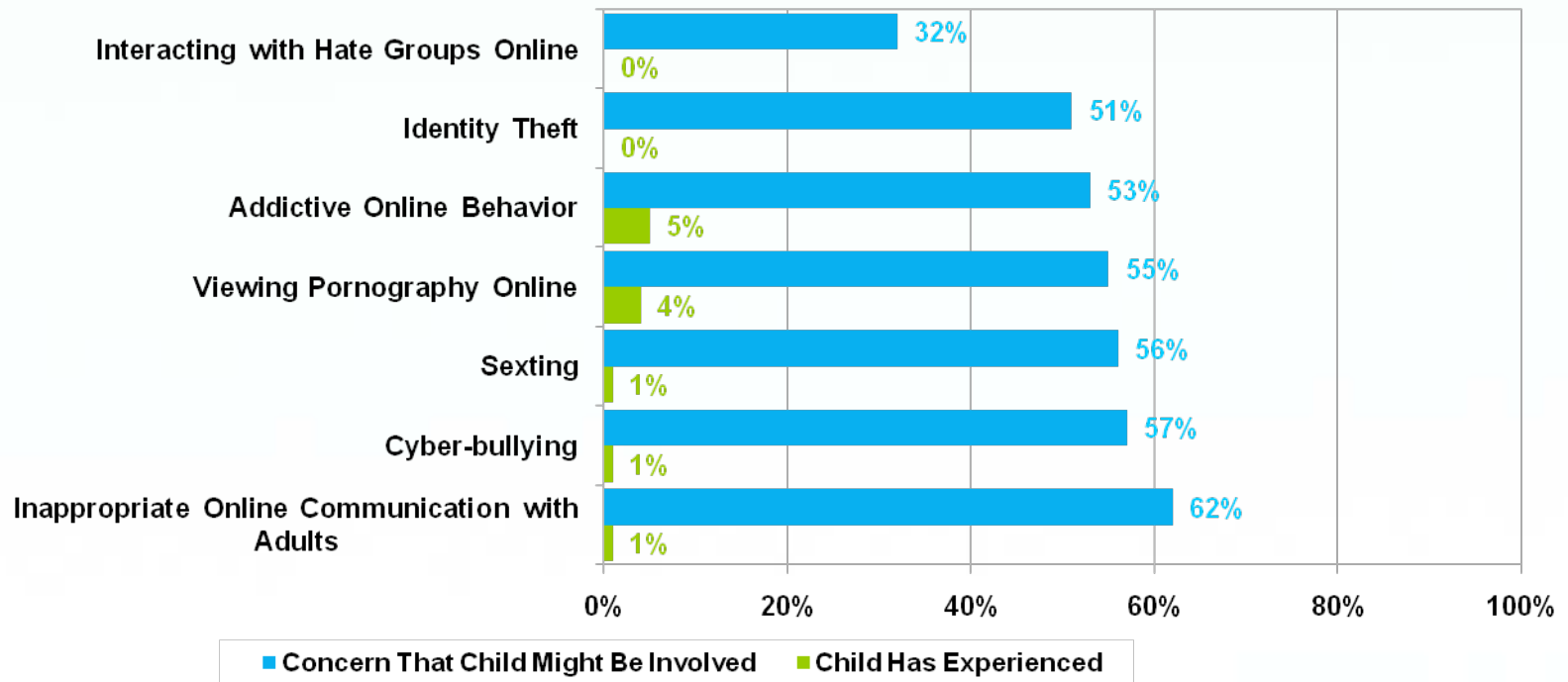


Question: "How likely are you to use the following methods to monitor your child's technology use?"

Source: Moms & Tech 2010; Parenting-BlogHer, Inc. N = 1032

# Fear of online threats that have yet to materialize

## Experience Vs. Concern About Activities Child Might Engage In

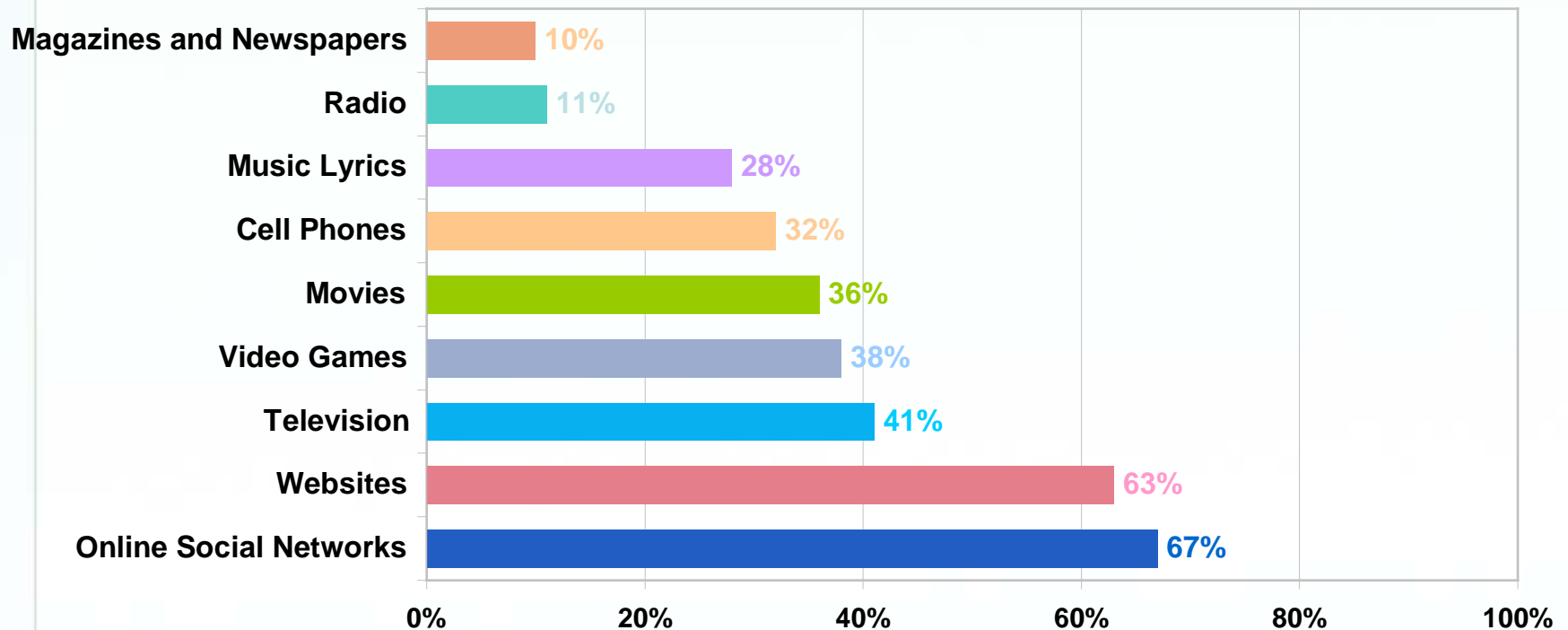


Question: "Has your child ever been involved in...how concerned are you that your child may be threatened by?"

Source: Moms & Tech 2010; Parenting-BlogHer, Inc. N = 1032

# Movies, TV and cell phones are scary, but new media is even scarier

## % Who Feel Media Type Presents a Real Threat to Their Child Top 3 Box, Maximum Threat



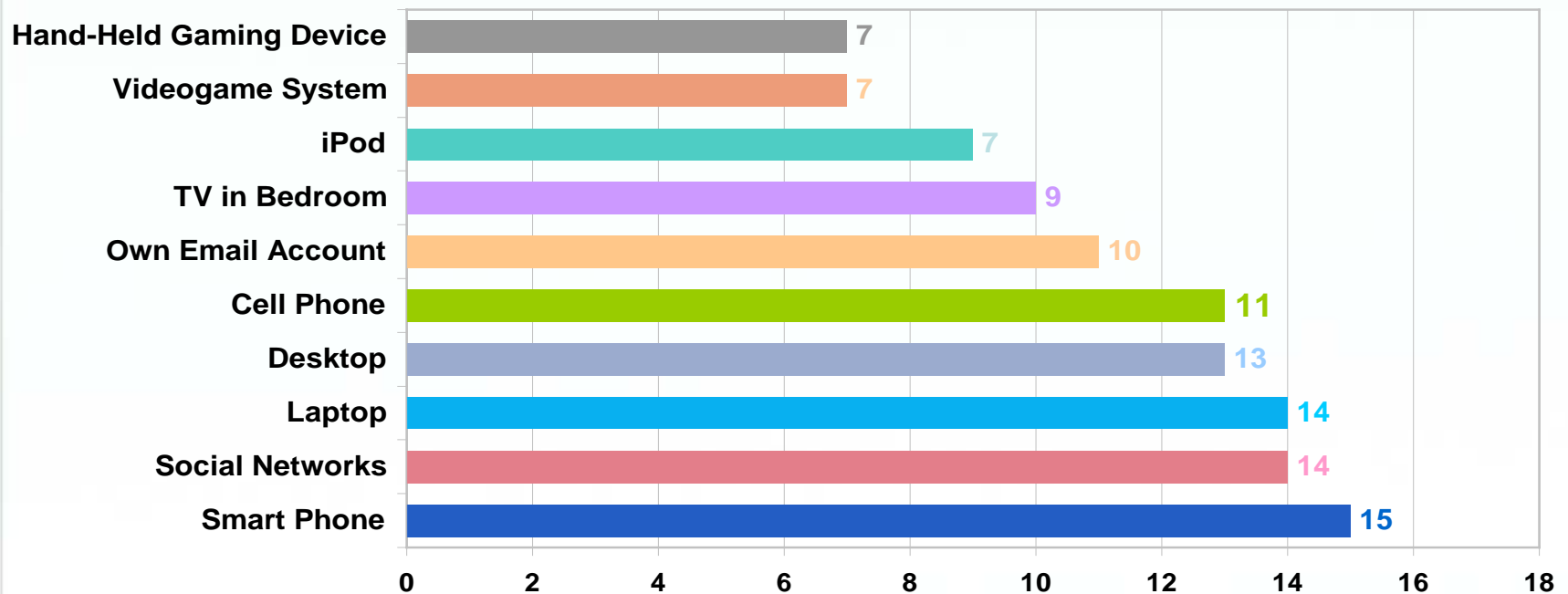
Question: "Please rate the following media types according to how great a threat it presents to your child"

Source: Moms & Tech 2010; Parenting-BlogHer, Inc. N = 1032



# Young kids can consume media, have to wait to interact

## Age at Which Child May Have His/Her Own Device or Account

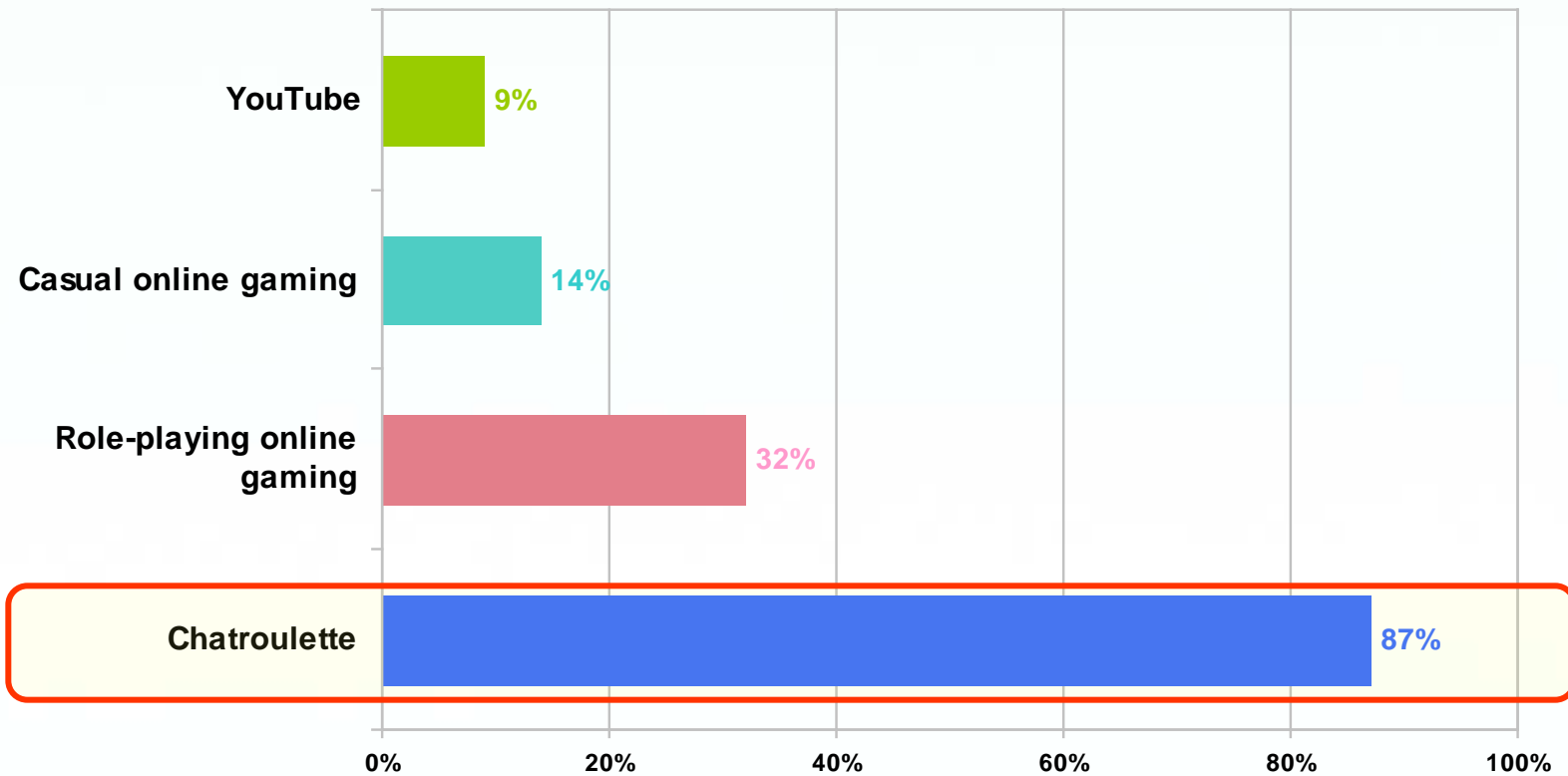


Question: "What age would you/did you allow your child to have each of the following devices?"

Source: Moms & Tech 2010; Parenting-BlogHer, Inc. N = 1032

# And some things are always off-limits for minors

**% Who Would Never Allow Child to Participate**  
(among those familiar with activity)



Question: "Would you ever allow your child to have each of the following accounts/devices?"

Source: Moms & Tech 2010; Parenting-BlogHer, Inc. N = 455 - 519

# The Benefits vs. the Burdens

# Mom vs. Machine

Given the level of perceived threat and concern about kids' interaction with technology, one might expect moms to have a dim view of technology's impact on family life

But...

...What we found was the opposite.

# Technology is an ally to modern parents

## Top 2 Box: Agree Strongly/Somewhat Agree

**Technology can provide some great ways for families to spend time together**

70%

**I care about new tech because it brings benefits to my everyday life**

83%

**Understanding and using new tech is important to stay connected with my kids**

87%

**I want to be up on new tech so I can monitor what my kids are doing**

88%

0% 20% 40% 60% 80% 100%

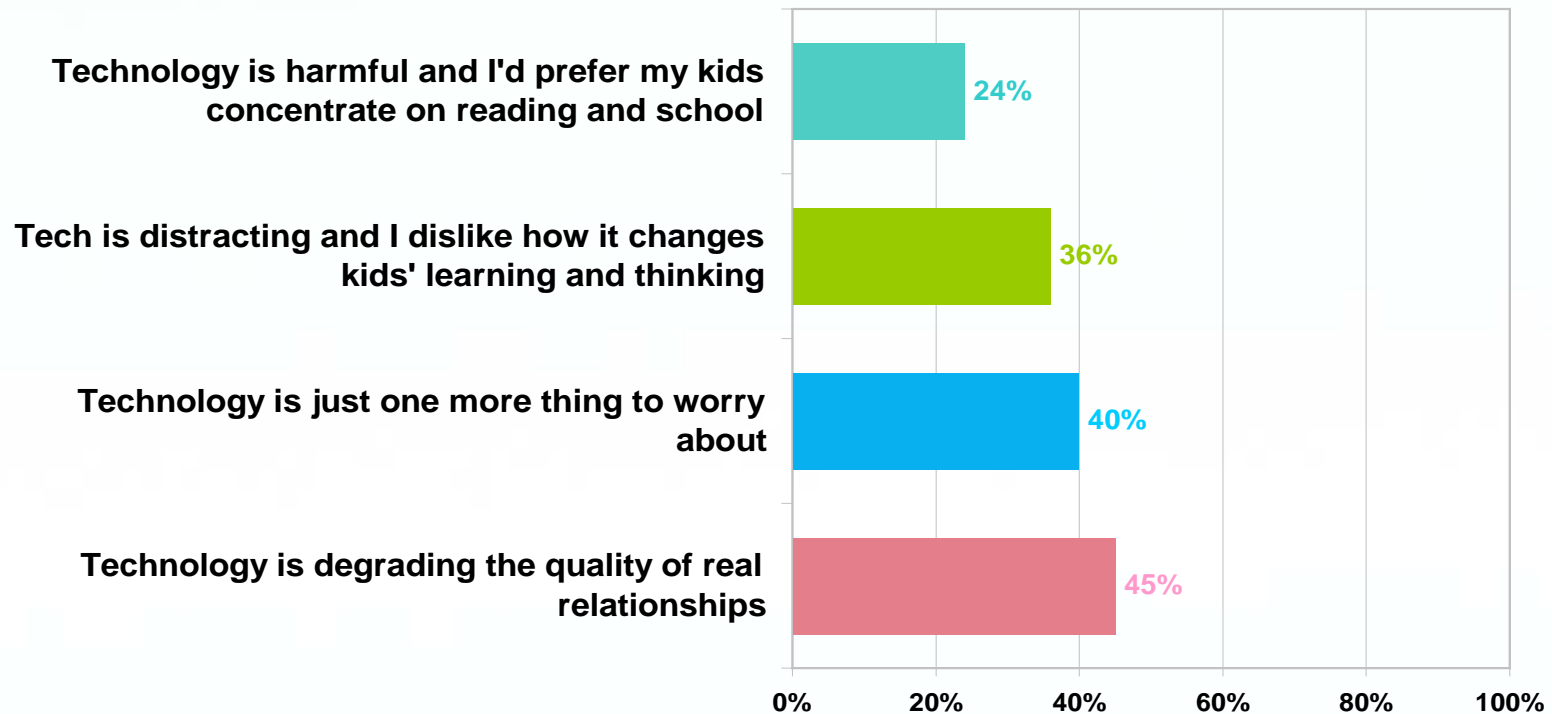
Question: "How much do you agree/disagree with the following statements about technology?"

Source: Moms & Tech 2010; Parenting-BlogHer, Inc. N = 1032

# The benefits outweigh the burdens

Less than half agreed even somewhat with any of these negative statements

## Top 2 Box: Agree Strongly/Somewhat Agree



Question: "How much do you agree/disagree with the following statements about technology?"

Source: Moms & Tech 2010; Parenting-BlogHer, Inc. N = 1032

# Takeaway:

How developers, marketers and media can help moms

## Developers:

Build tools that strengthen communication and connection

## Marketers:

Empower moms with tools...become a valuable resource

## Media:

Move from spreading fear-based hype to being a technology Sherpa guide for modern moms