

Children in a mobile world

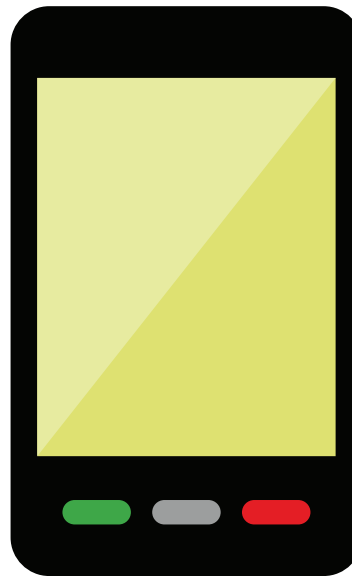
The GSMA and NTT docomo's Mobile Society Research Institute are investigating the growing use of mobile phones by children aged eight to 18.

73% of children who use the mobile internet use social networking

19% of children have completely open social networking profiles

69% of children use mobile phones

40% of children access the internet from mobile phones



80% of children with mobile phones own new handsets

Mobile phone ownership

14% of children in Egypt have smartphones, 11% in India, 12% in Paraguay and 9% in Japan

18% of Egyptian children use tablets, 6% in India and 2-3% in Japan and Paraguay

Mobile phone use

55% of 15-year-olds send six or more text messages a day

59% of Indian children do not send text messages

51% of children use a camera, 44% use a music player and 26% use a movie player on a mobile phone

Use of social networking services on mobile phones

72% of 12-year-olds who access the mobile internet already use social networking services

43% of parents who access the mobile internet use social networking on their mobile phone, significantly less than the 73% of children

Mobile internet

18% of Japanese children use the mobile internet at least 11 times a day and 34% at least six times a day

70% of children in Paraguay and Japan use the mobile internet for more than 30 minutes a day

56% of children with smartphones in Japan use it as the primary device to access the internet, 42% in India and 41% in Paraguay

30% of Egyptian children use a games console as their primary device to access the internet — only 3% of children with smartphones use it as their primary device for the internet

Parental concerns and mobile safety

74% of parents are concerned about their child's privacy on mobile phones, regardless of age

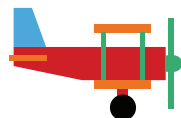
60% of families have agreements or rules about their children's mobile phone use

52% of parents whose children use mobile phones felt safer in an emergency

NTT docomo



This is the third study into children's use of mobile phones conducted by the GSMA in partnership with NTT docomo's Mobile Society Research Institute. This study investigates 3,528 pairs of children and parents in Egypt, Japan, India and Paraguay. Download the full report from www.gsmworld.com/mYouth



Children in a mobile world

The GSMA and NTT docomo's Mobile Society Research Institute have partnered to investigate the growing use of mobile phones by children.

The *Children's use of mobile phones — An international comparison 2011* report provides a detailed picture of mobile phone use by children from the age of eight to 18, comparing use across geographically widespread markets at differing levels of development.

New research has been conducted with more than 3,500 pairs of children and parents in Japan, India, Paraguay and Egypt. Now in its third year, it builds on the previous two studies conducted in Japan, India, Mexico, Cyprus, China and Korea. The research is sponsored by mobile phone operators in each country, and has covered more than 15,500 pairs of children and their parents.

Research focus

To enable year-on-year comparisons, standard questions were posed to children and their parents, including:

- Age of first mobile ownership
- Reasons for getting a mobile phone
- How they feel about their mobile phone
- Parents concerns over their children's use of mobile phones.

Additional topics for the 2011 survey included:

- Social networking
- Privacy
- Services and mobile application use
- Smartphone and tablet usage.

Further information

To learn more about this growing cohort of junior mobile phone users, download the *Children's use of mobile phones — An international comparison 2011* report at www.gsmworld.com/mYouth



Supporters

Get involved

To take part in the next report on children's use of mobile phones, please contact Sarah Gaffney at mYouth@gsm.org.



www.gsmworld.com/mYouth