

**GREENBERG QUINLAN ROSNER**

STRATEGY + RESEARCH

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**Results and Findings**

**ASHA Parents and Teens Survey**

May, 2016

CAMPAIGNS

CORPORATIONS

ADVOCACY

WORLDWIDE

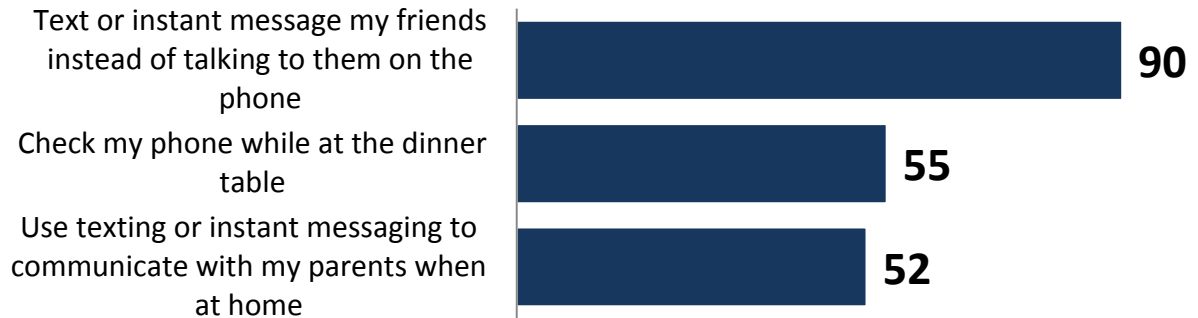
# TEENS AND PARENTS USING TECHNOLOGY TO COMMUNICATE

On average, how many hours a day do you use a personal technology device... This can include smartphones, tablets, computers, iPods or other devices.

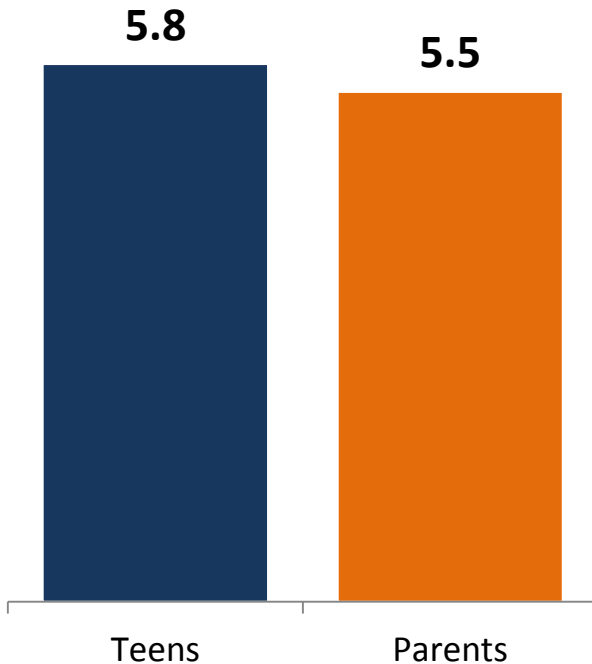
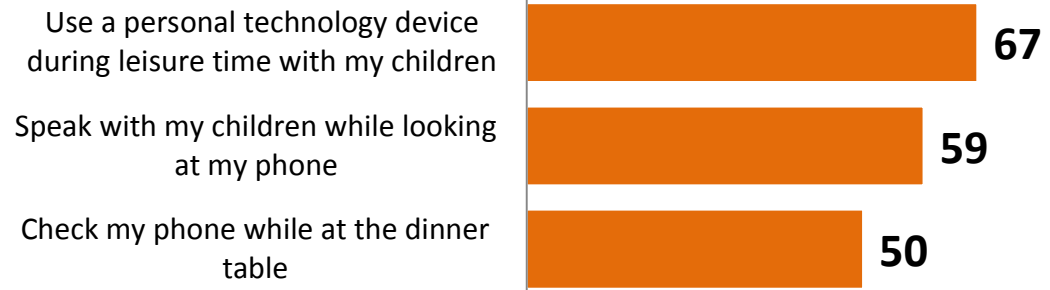
Please indicate how often you do each of the following:

Very/Somewhat often

## Teens

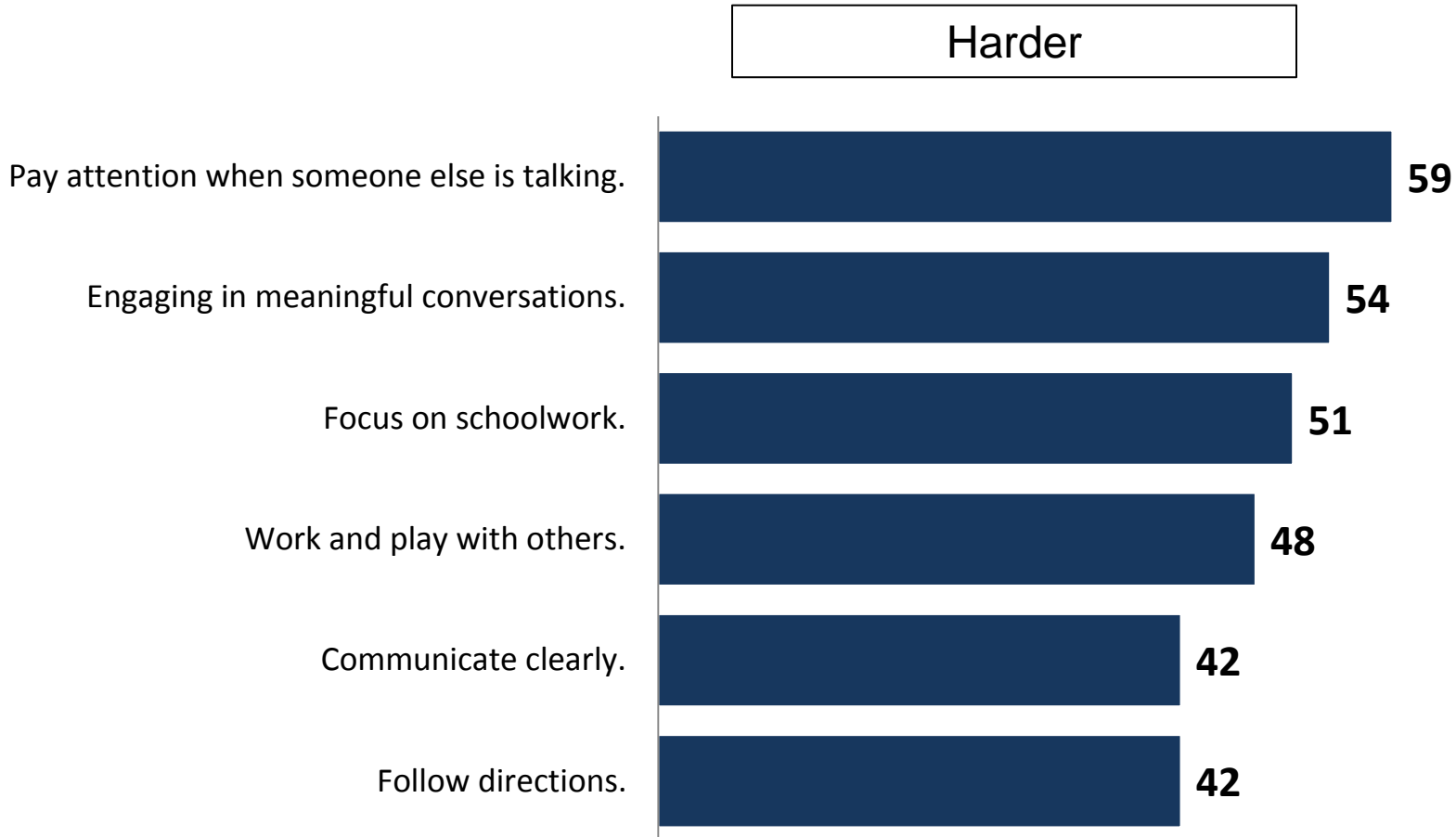


## Parents



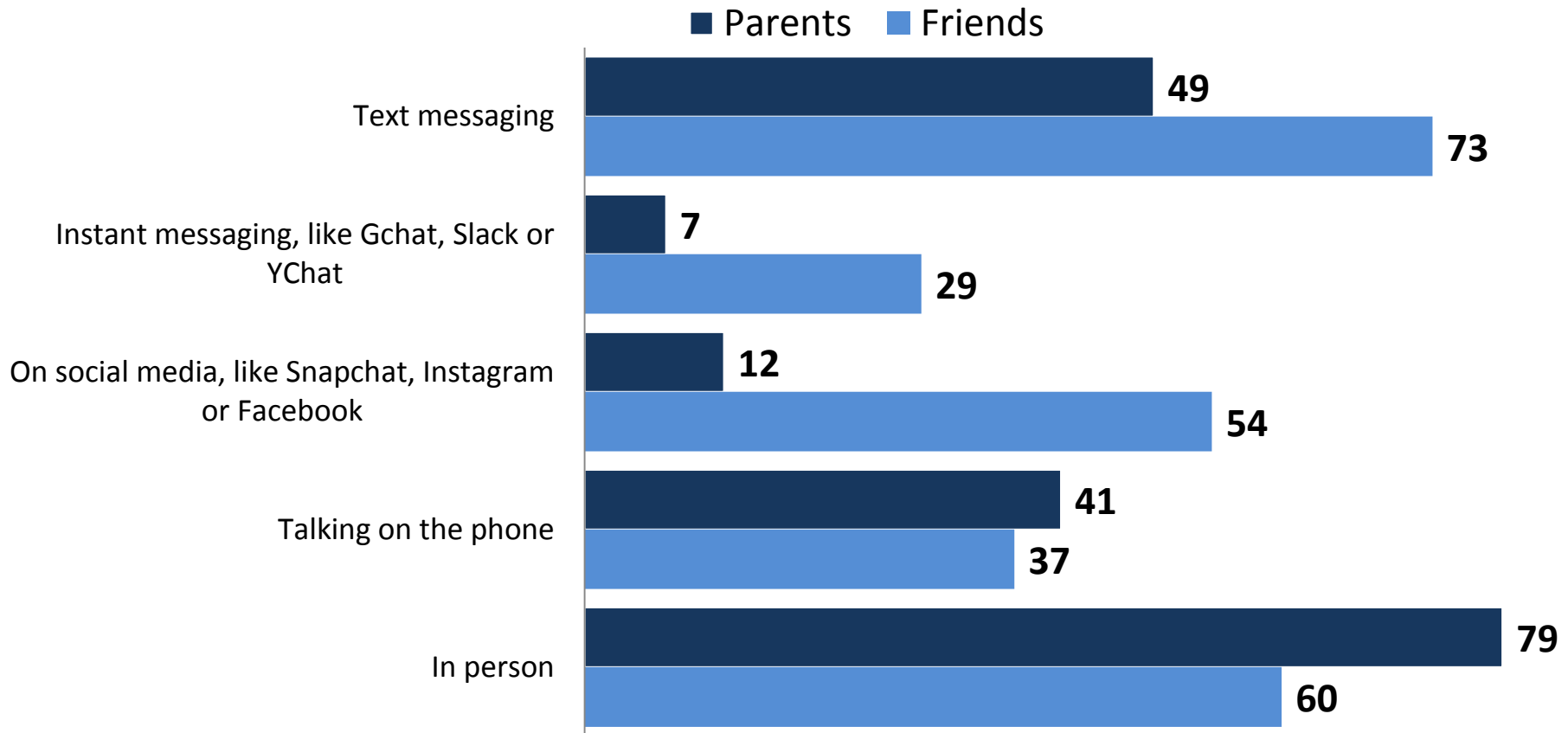
# PARENTS SAY TECHNOLOGY HURTING COMMUNICATION SKILLS

*Do you believe personal technology devices, for example smartphones, tablets, computers, iPods, or other devices have made it harder or easier for your children to:*



# TEENS STILL TALKING TO PARENTS, BUT PREFER TO COMMUNICATE WITH PEERS THROUGH TECHNOLOGY

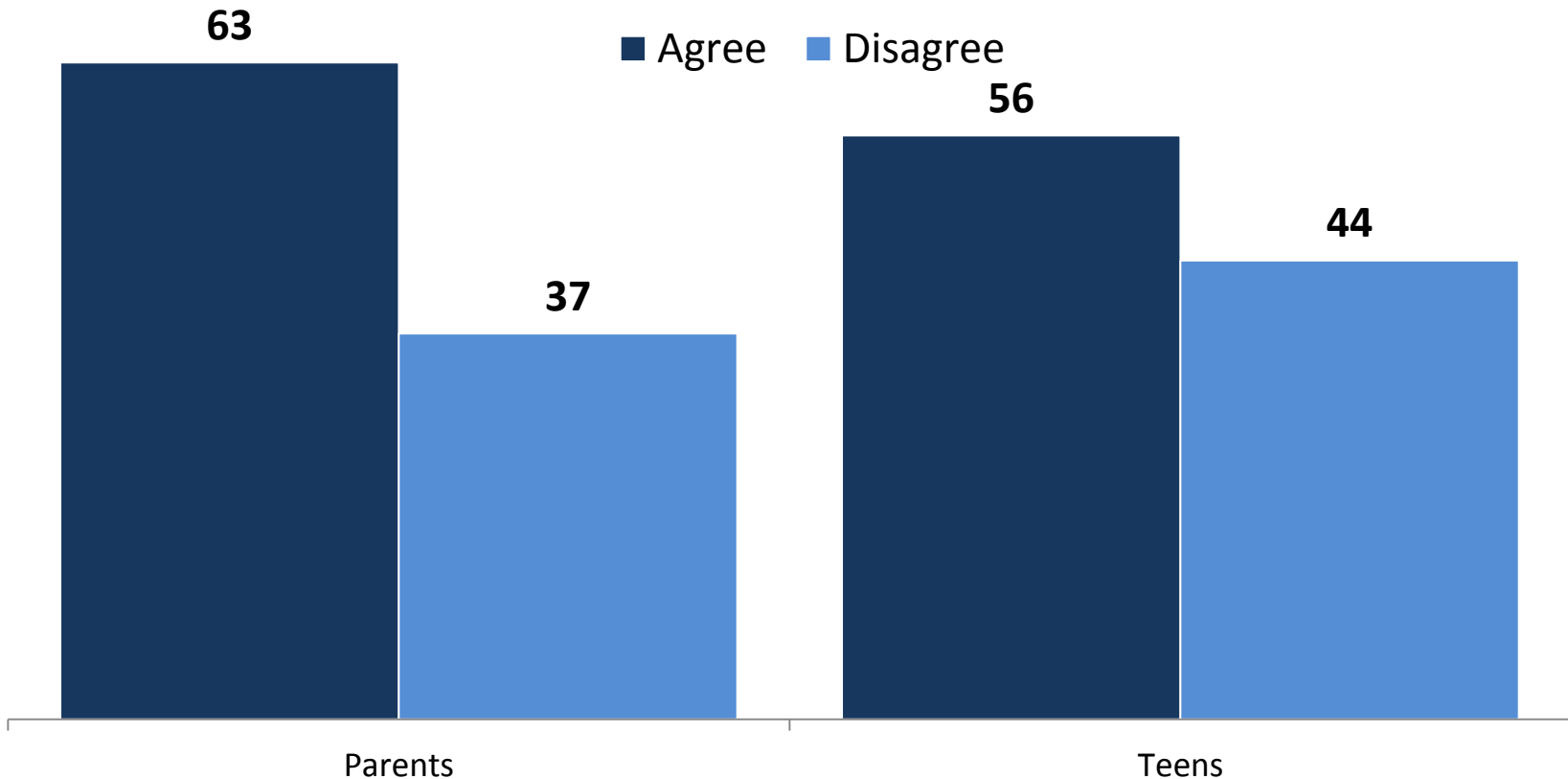
*In general, how do you prefer to communicate with your... (Select all that apply)*



## TEENS AND PARENTS ADMIT TECHNOLOGY IS OVERUSED

Given that there are many challenges when it comes to managing personal technology use, please indicate if you agree or disagree with each of the following statements:

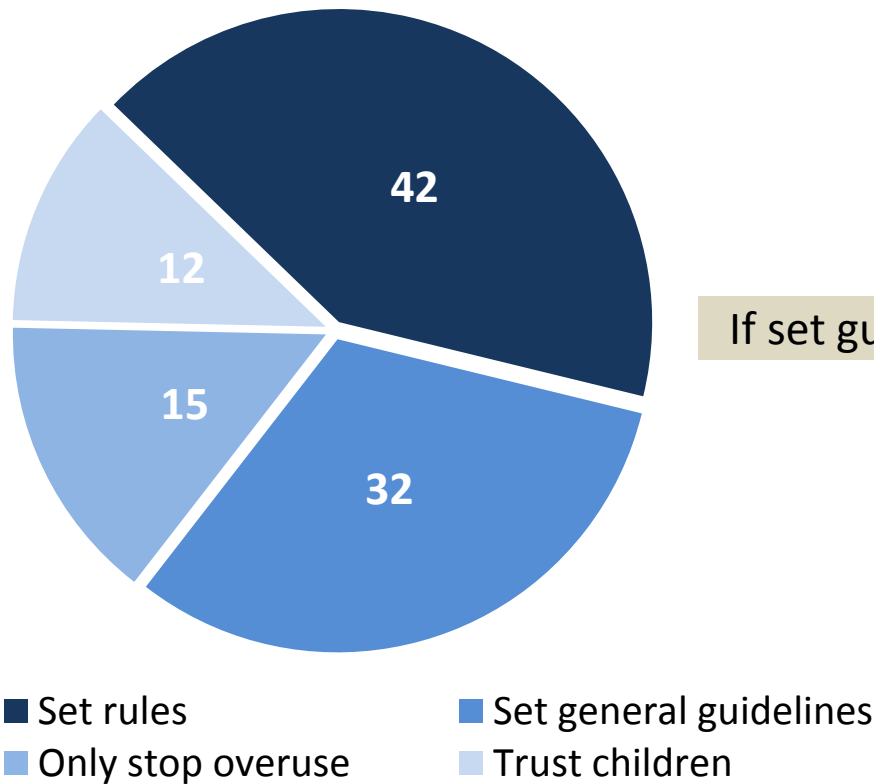
I use these devices too much



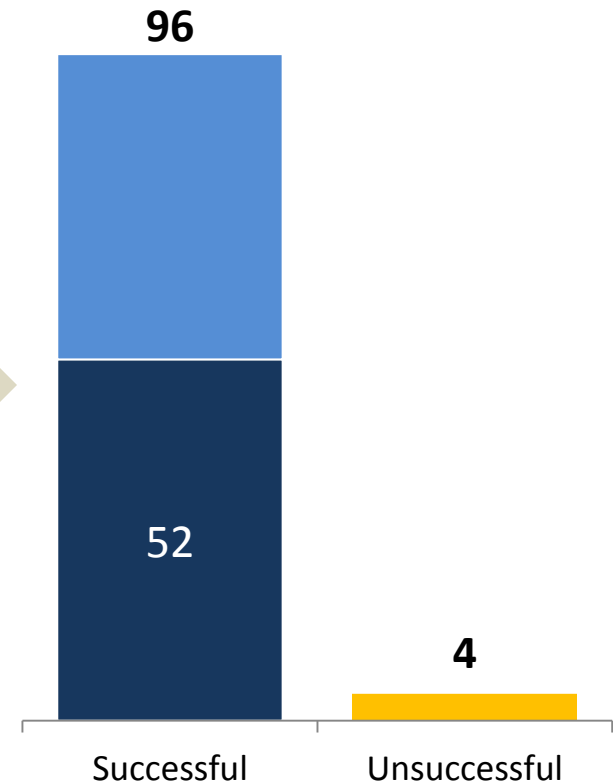
# PARENTS SAY RULES WORK, BUT NOT EVERYONE SETTING THEM

Which of the following statements best describes how you monitor your children's use of personal technology devices? Please select one of the following options, even if none describe you perfectly.

How successful were these rules at managing your children's use of technology over time?

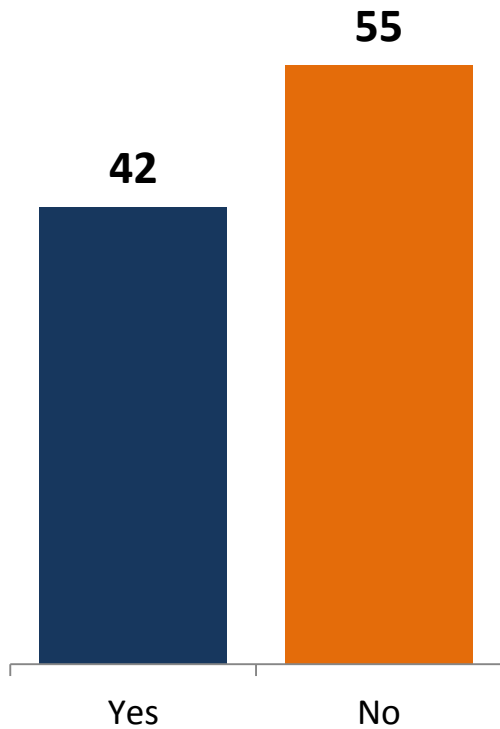


If set guidelines

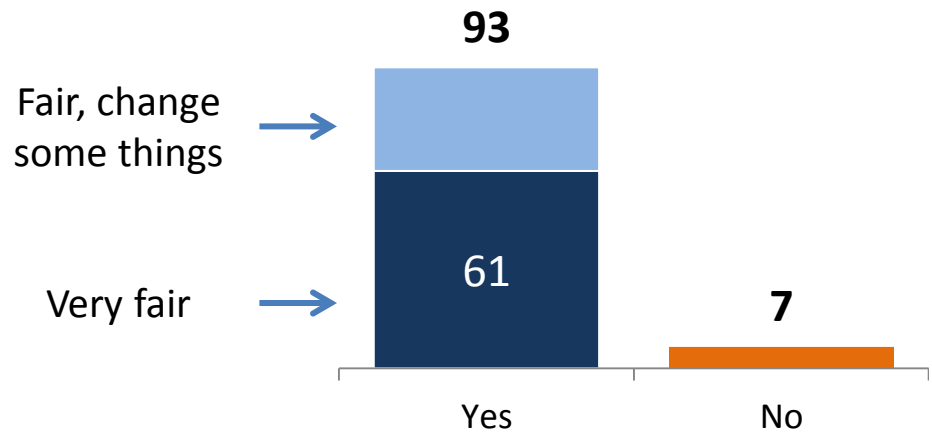


# MINORITY OF TEENS HAVE RULES, BUT THEY ARE RESPECTED

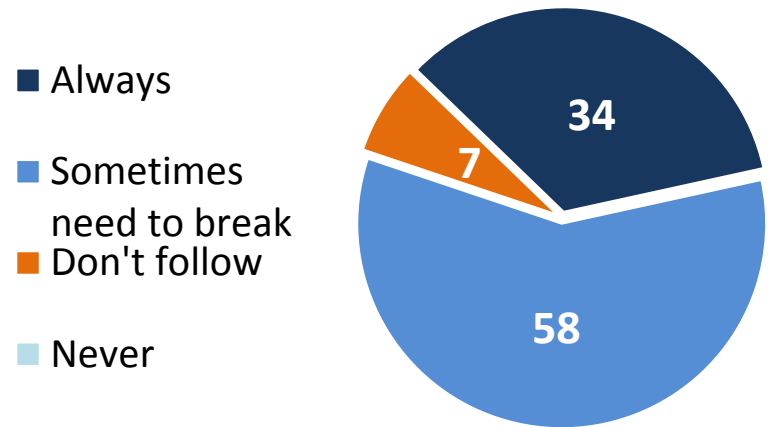
Have your parents set any rules limiting your use of mobile devices or computers?



Do you think your parents' rules are fair?



And how often do you follow these rules?



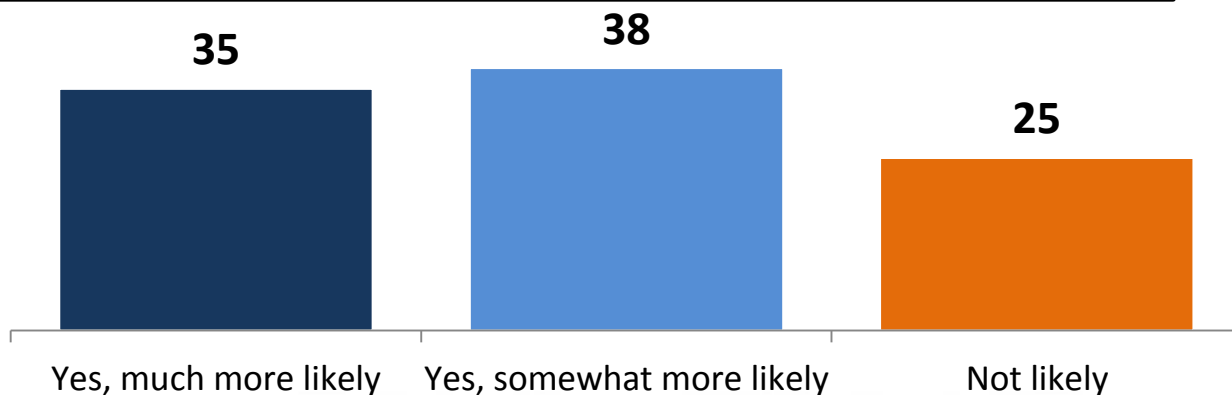
# PARENTS TO SET STRONGER GUIDELINES AFTER LEARNING MORE ABOUT DAMAGE TO HEARING HEALTH

Now you are going to read about some of the potential health effects from the misuse of personal technology devices, including with earphones, headphones or earbuds. Please read the statement below.

Repeated earphone, headphone or earbud use at high volumes can cause irreversible hearing loss. Hearing loss at a young age can lead to serious consequences, including:

- Difficulty speaking and understanding verbal communication
- Problems in academic achievement including language arts, vocabulary, arithmetic, and problem solving
- Lower scores on achievement and verbal IQ tests
- Greater need for enrollment in special education or extra support in the classroom
- Feelings of isolation, exclusion, embarrassment, annoyance, confusion, and helplessness
- A reluctance to participate in activities with others
- Significant problems following directions Numerous physiological changes, sleep difficulties, digestive problems, delayed emotional development, stress related disorders, behavior problems, body fatigue, and possible immunological effects

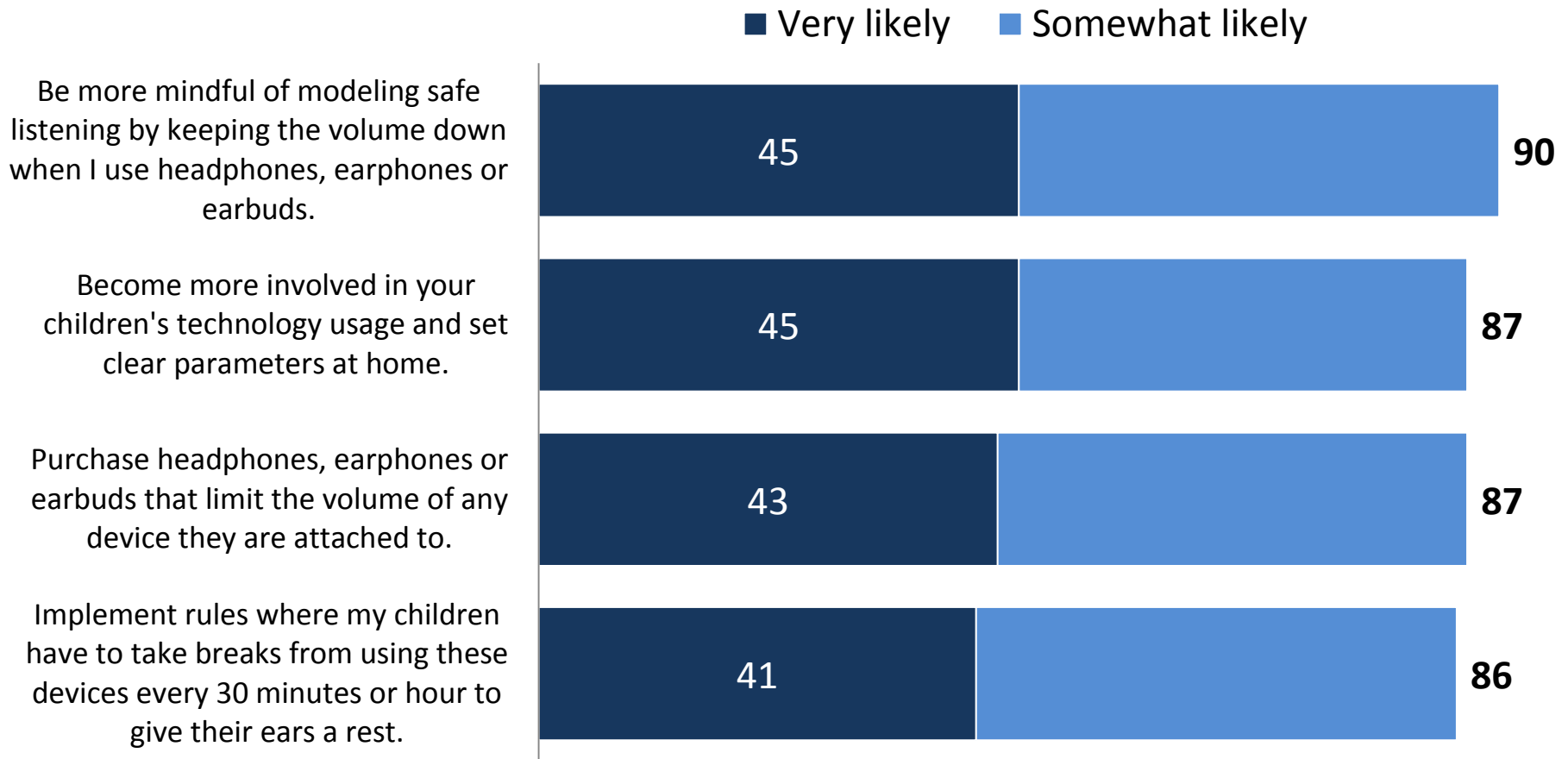
*After reading this additional information, are you more likely to set stronger guidelines for managing where, when and how your children use personal technology devices in your household?*





# PARENTS EMBRACE TOOLS FOR RESPONSIBLE TECHNOLOGY USE

*There are things you can do to help protect your children's hearing. For each of the statements below, please indicate how likely you are to:*



# INFORMATION ABOUT HEARING DAMAGE CREATES CONCERNS, WILLINGNESS TO CHANGE AMONG TEENS

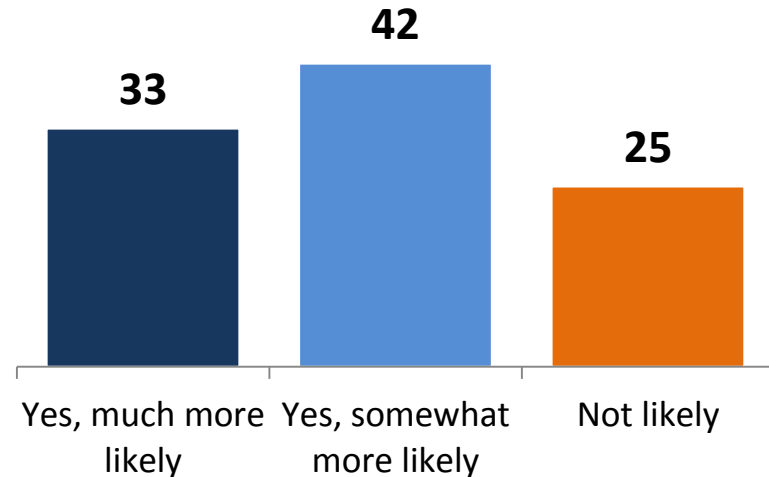
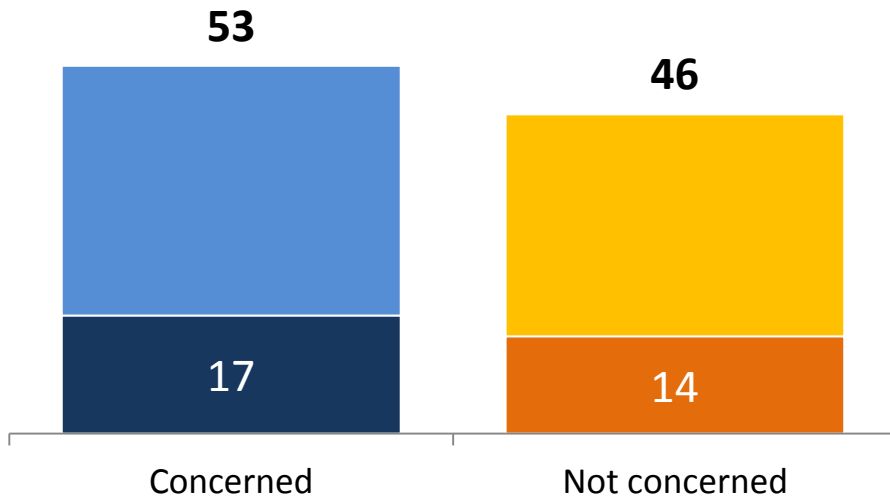
Now you are going to read about some potential health effects caused by the misuse of mobile devices or computers, including with earphones, headphones or earbuds. Please read the statement below.

Repeated earphone, headphone or ear bud use at high volumes can cause permanent hearing loss. This hearing loss can't be reversed. Hearing loss can make it more difficult to succeed in school, at work, and in social situations.

After reading this additional information, how concerned are you about damaging your own hearing from listening to devices at too high of a volume?

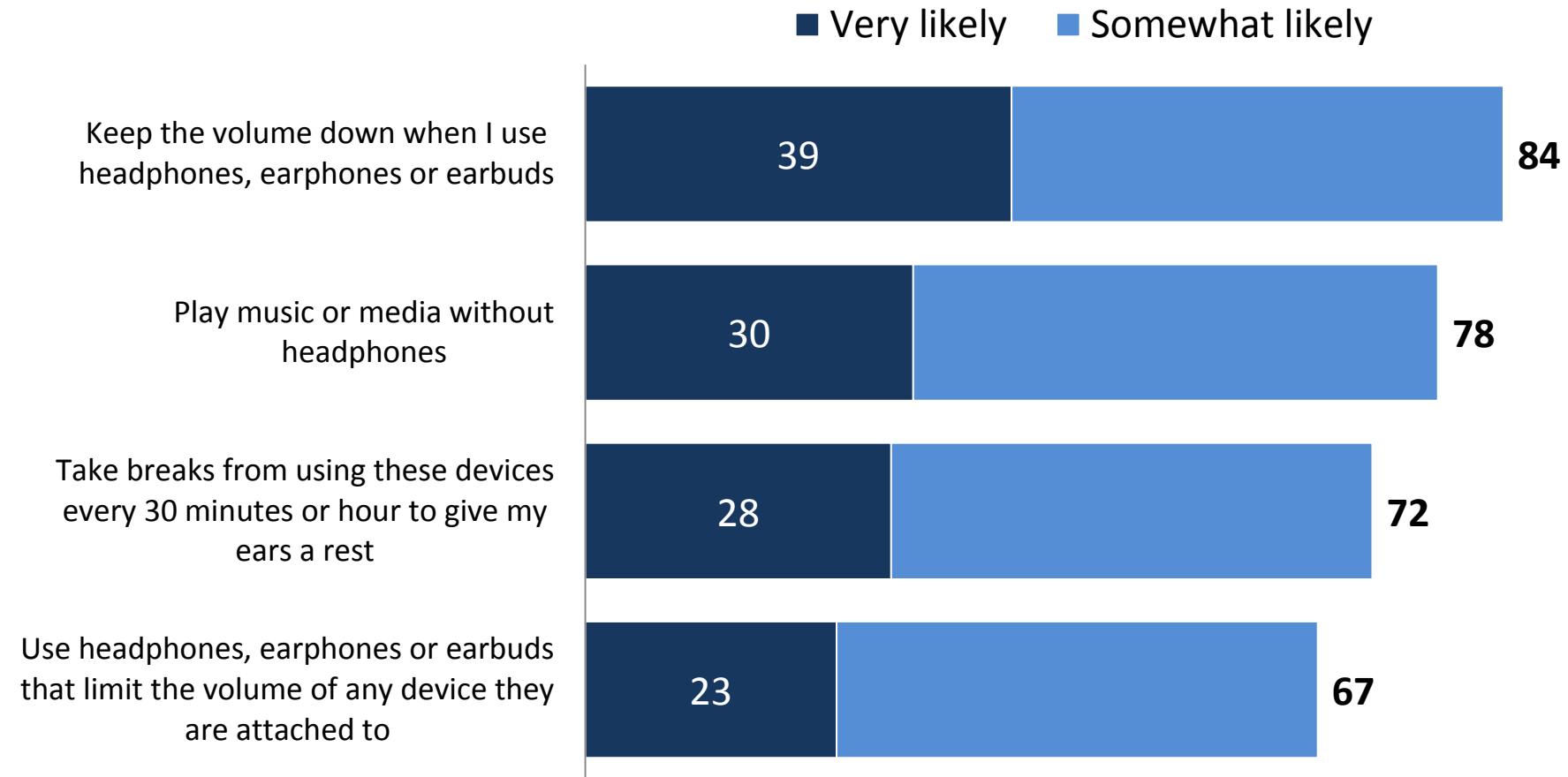
After reading this, are you more likely to lower the volume when using a mobile device or computer?

- Very concerned
- Somewhat concerned
- Not all that
- Not at all



# TEENS PREPARED TO IMPLEMENT BEHAVIORS TO PROTECT AUDIO HEALTH

There are things you can do to help protect your hearing. For each of the below, please indicate how likely you are to:

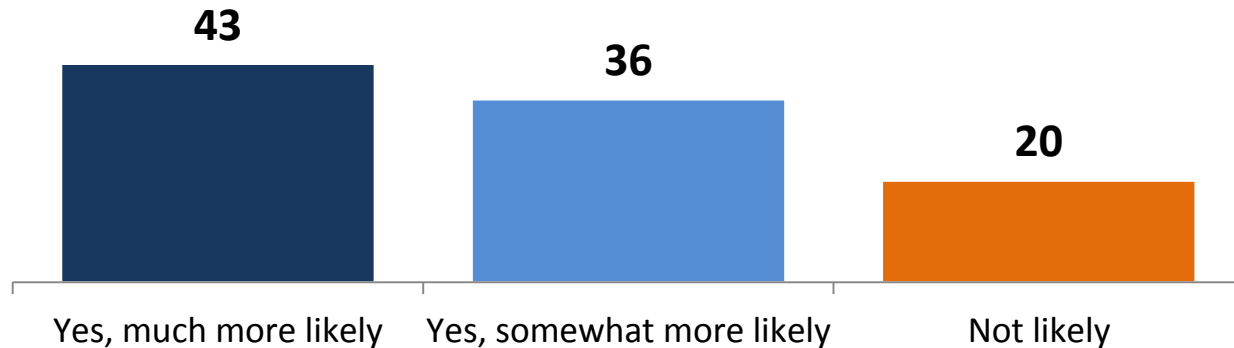


# PLURALITY OF PARENTS LOOK TO CHANGE RULES WHEN EDUCATED ON COMMUNICATION DEVELOPMENT TOOLS

Please read another statement below about communication and social development in children and teenagers:

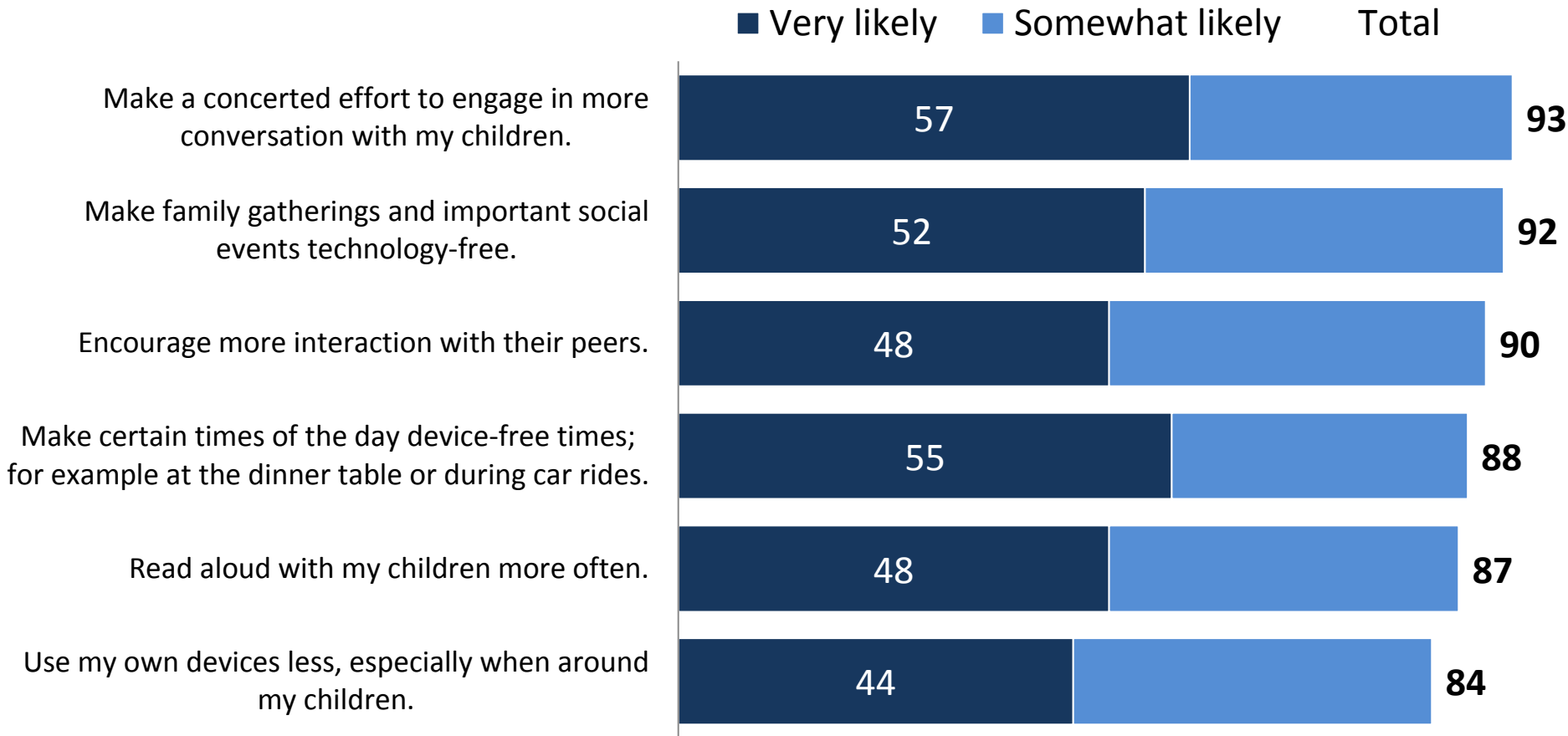
The primary way young children learn is through verbal communication. The link between talking to young children and later academic success has been established. As children grow older, person-to-person communication helps advance language development, social skills, attention span and more. When children are developing their vocabulary and communication skills by listening, talking, reading and interacting with their parents, it is important that they are not preoccupied by solitary use of tablets, smartphones, computers, and other personal technology devices. Communication is an interactive experience that technology can't duplicate. In a person-to-person conversation, children learn about taking turns, reacting to listener's responses, self-regulation, understanding and interpreting nonverbal cues, expanding vocabulary and listening and processing information. Verbal communication skills are also a predictor for future reading skills and academic success.

After reading this additional information, are you more likely to set stronger guidelines for managing technology use in your household?



# PARENTS LIKELY TO SPEND MORE TIME TALKING WITH CHILDREN TO SUPPORT COMMUNICATION DEVELOPMENT

For each of the below, please indicate how likely you are to:



# INFORMATION ABOUT HEARING DAMAGE CREATES CONCERNS, WILLINGNESS TO CHANGE AMONG TEENS

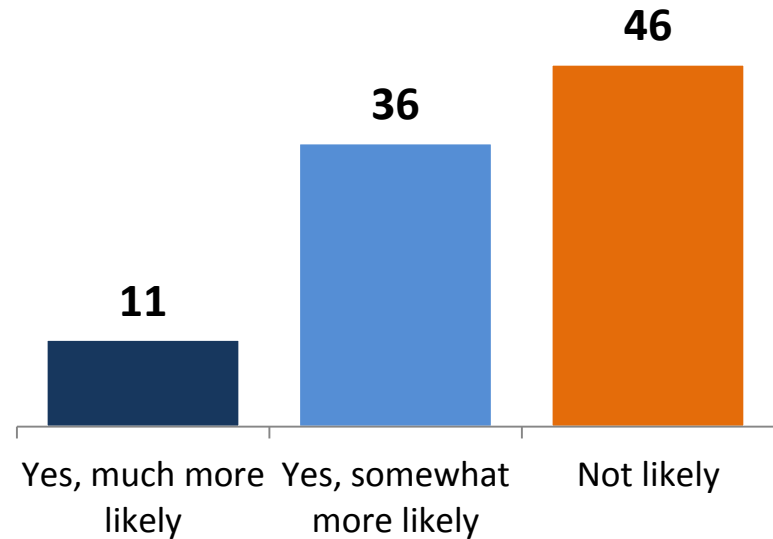
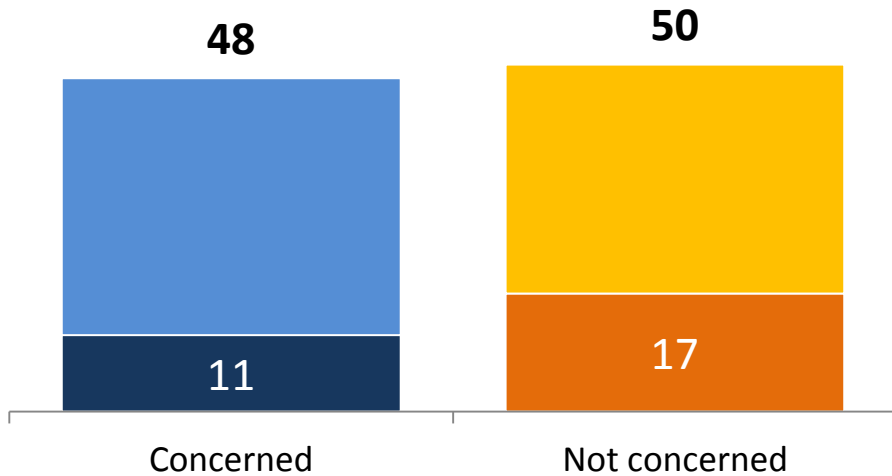
Please read another statement below about communication and social development in people your age:

Growing up, the best way to learn how to communicate and build social skills is through listening, speaking and interacting with others. These activities help you make friends, succeed at school, and do well later in life. Repeated over-use of mobile devices and computers in a child's first few years sharply limits human interaction or plays at loud volumes can make all these things harder.

Now that you know a little more about communication and mobile device or computer use, how concerned are you about your own use of these devices?

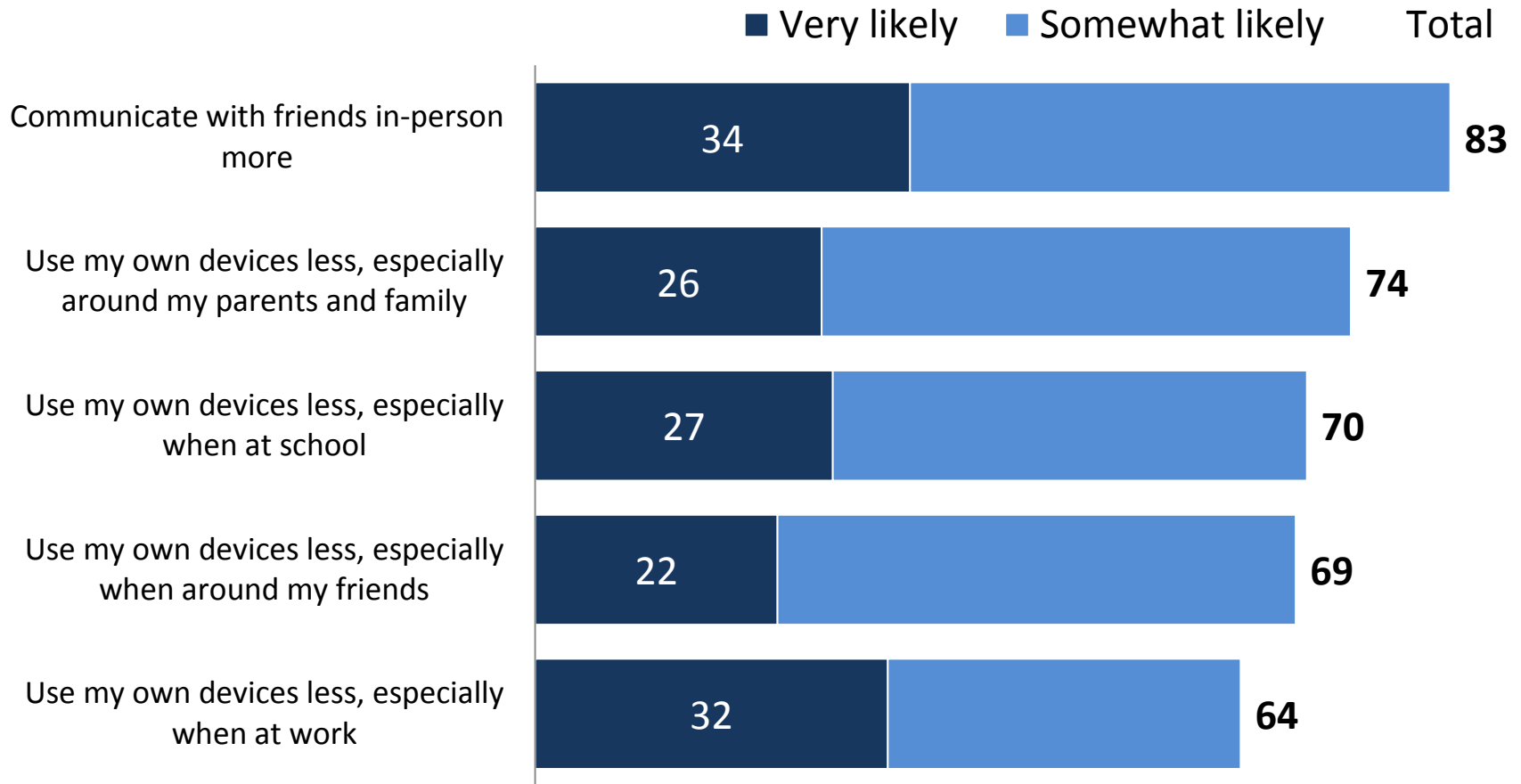
After reading this additional information, are you more likely to find ways to use mobile devices or computers less?

- Very concerned
- Somewhat concerned
- Not all that
- Not at all



# MAJORITY OF TEENS WILLING TO LIMIT DEVICE USE, COMMUNICATE MORE IN-PERSON

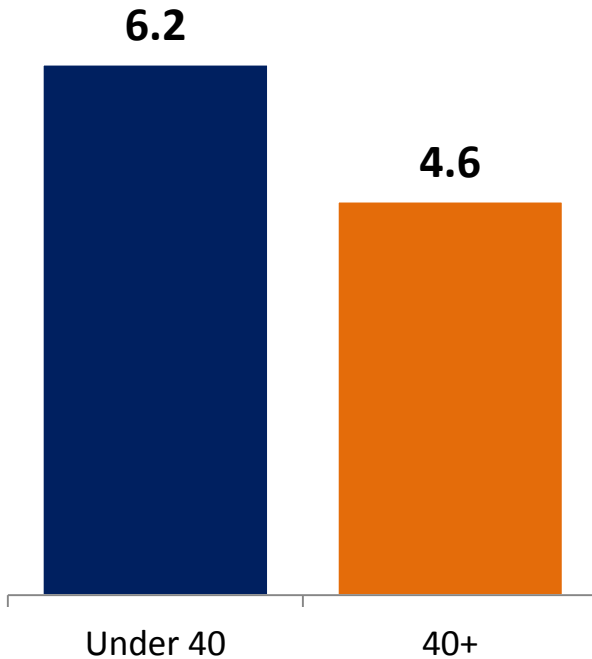
For each of the below, please indicate how likely you are to:



# LARGE GAP BETWEEN YOUNGER AND OLDER PARENTS IN TECHNOLOGY USE

On average, how many hours a day do you use a personal technology device... This can include smartphones, tablets, computers, iPods or other devices.

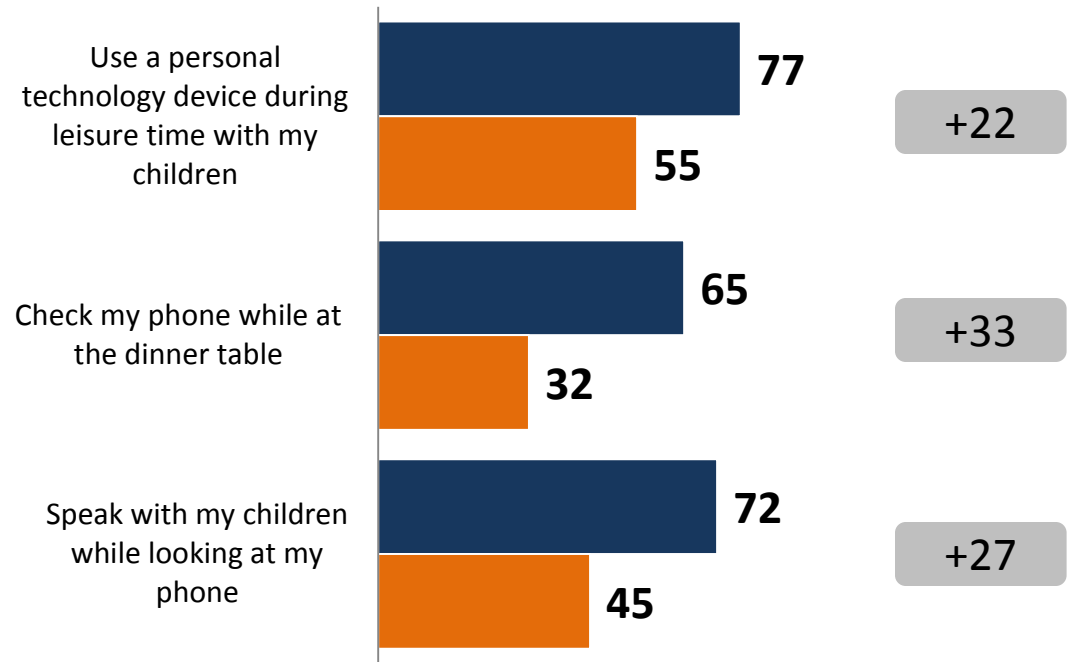
+1.6 hours/day



Please indicate how often you do each of the following:

Very/Somewhat often

■ Under 40 ■ 40+





# MILLENIALS ACKNOWLEDGE DEVICE OVERUSE, MORE LIKELY TO IMPLEMENT STRONGER RULES

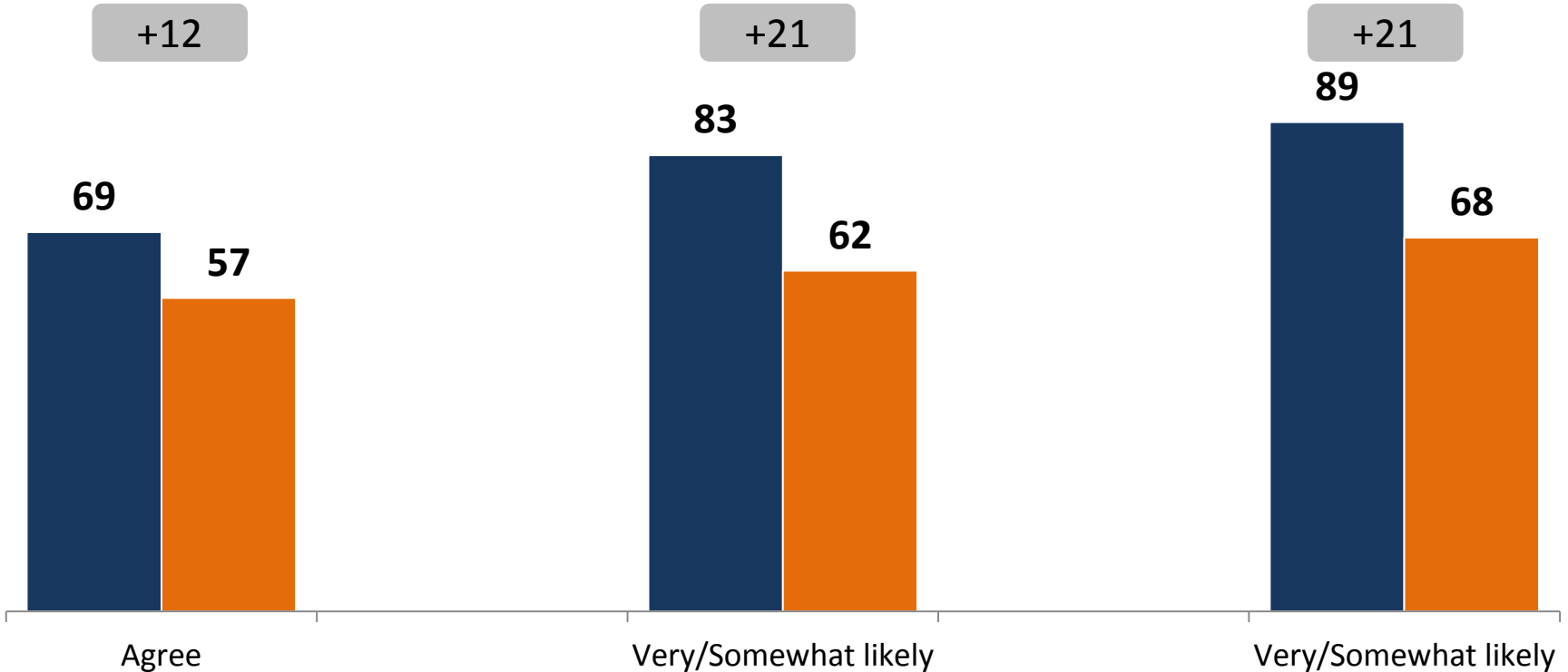
Percent agree:

I use these devices too much

Percent likely to change guidelines to protect hearing health

Percent likely to change guidelines to protect communication development

■ Under 40 ■ 40+

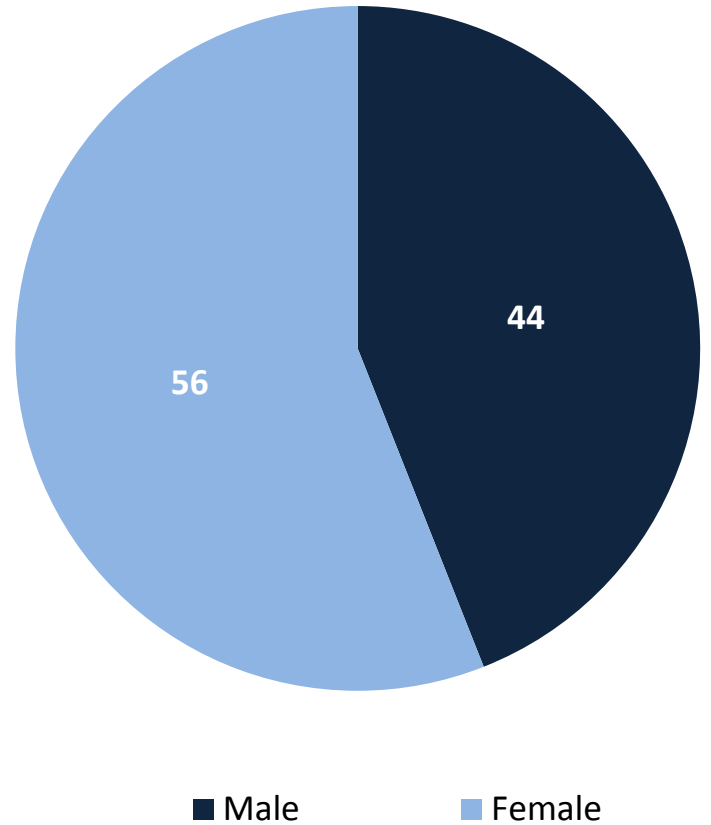
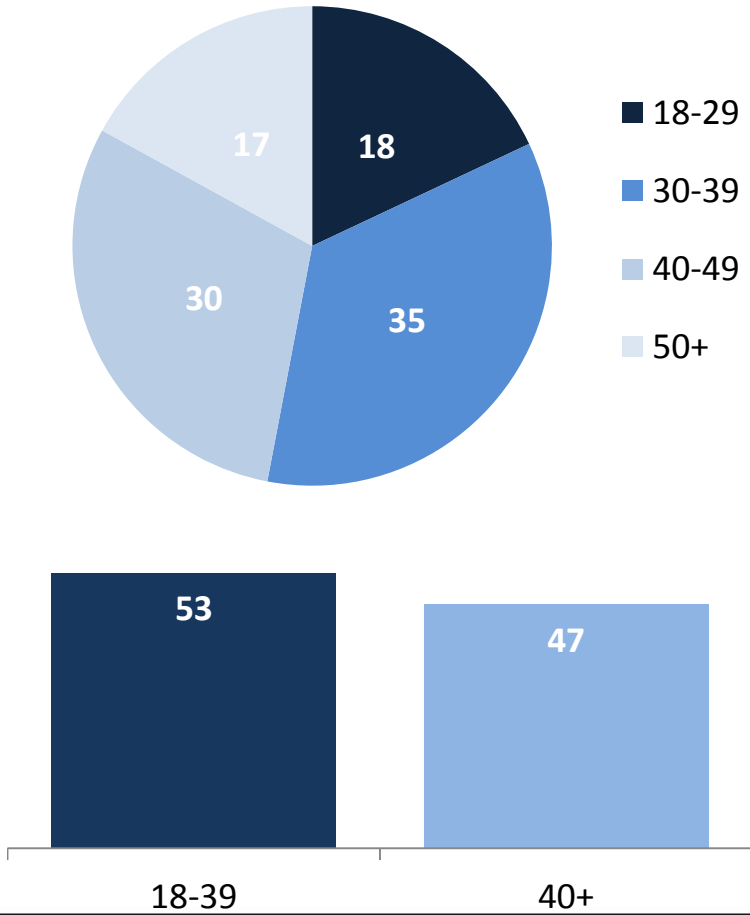


# DEMOGRAPHICS

# PARENTS: GENDER AND AGE

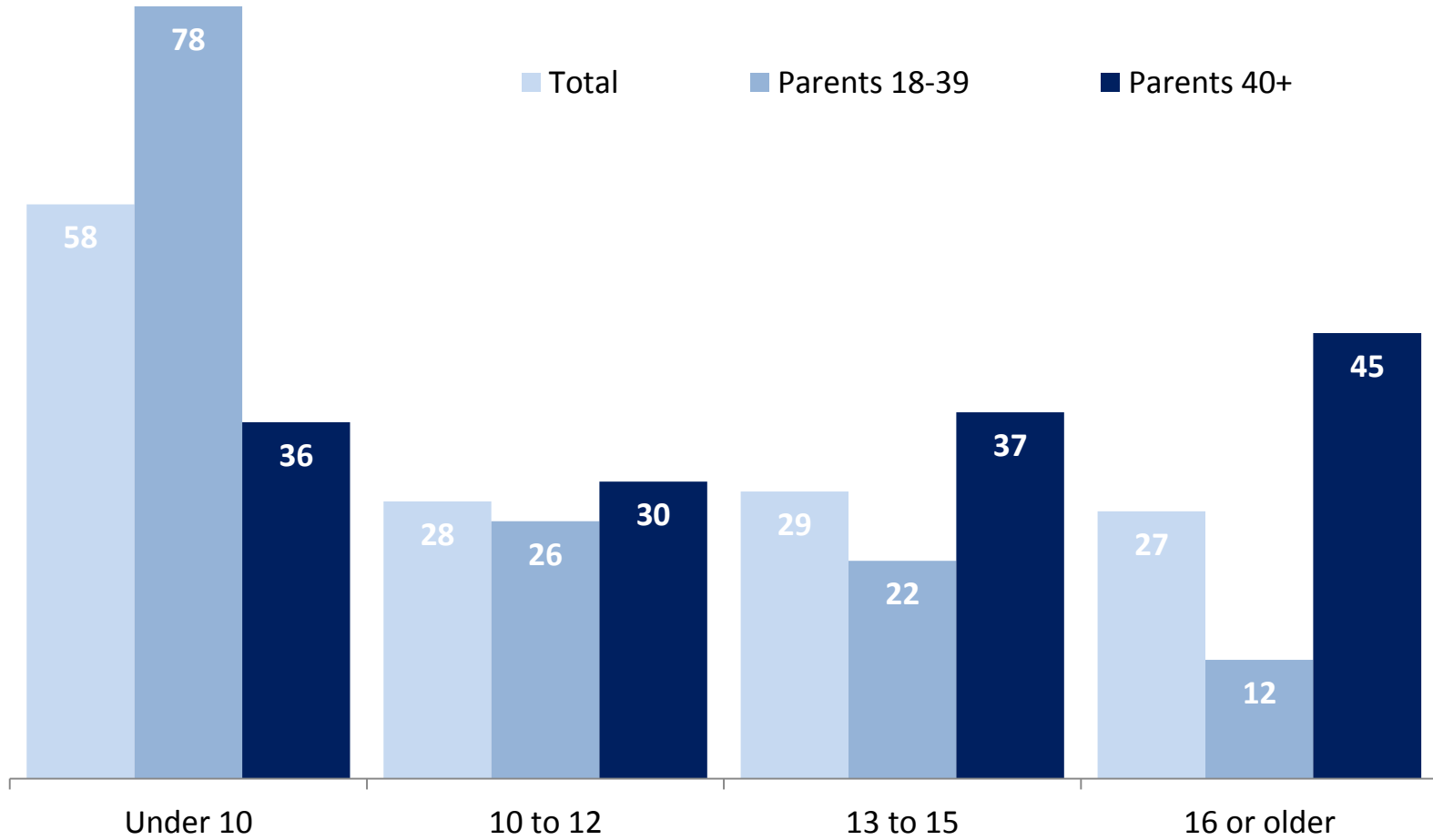
In what year were you born?

Are you:



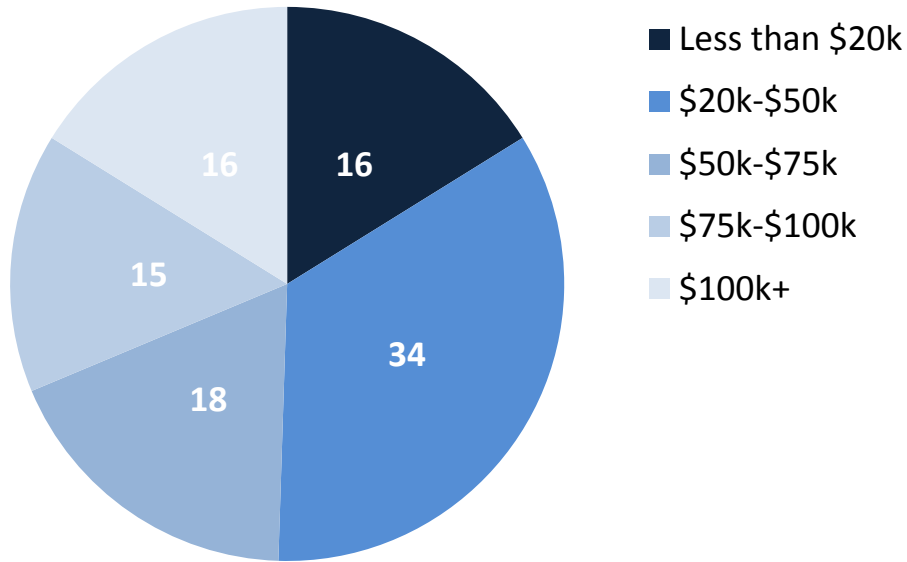
# PARENTS: AGE OF CHILDREN

Please indicate the age of each of your children. (ACCEPT AS MANY AS APPLY)

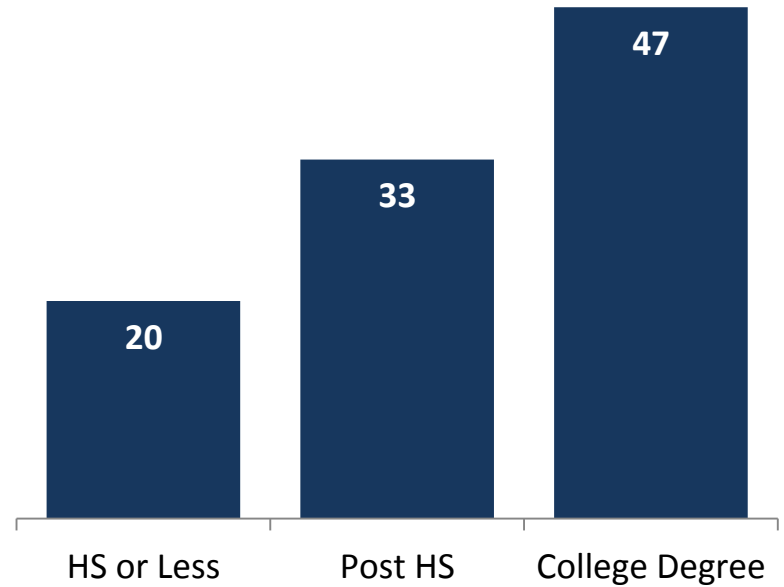
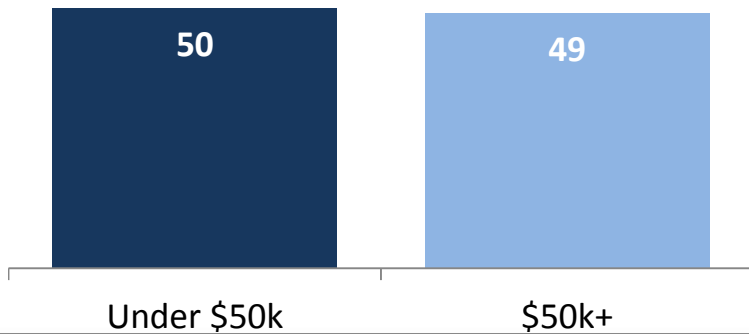


# PARENTS: INCOME AND EMPLOYMENT

For statistical purposes only, which of these categories best describes your total household income last year, that is in 2015?



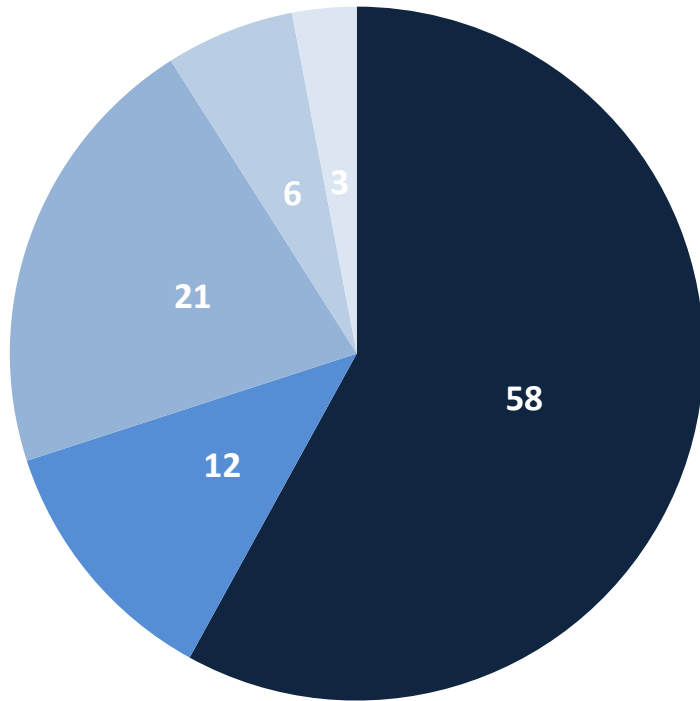
What is the last year of schooling that you have completed?



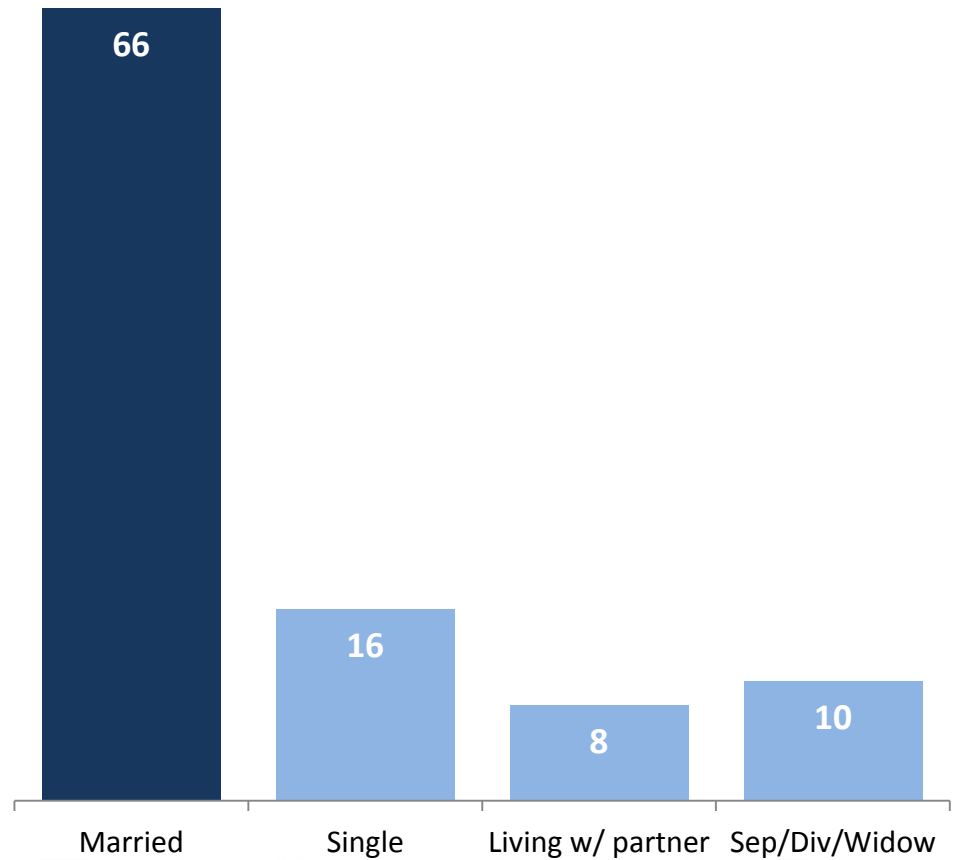
# PARENTS: RACE AND MARITAL STATUS

What is your race?

■ White ■ African American ■ Hispanic ■ Asian American ■ Other

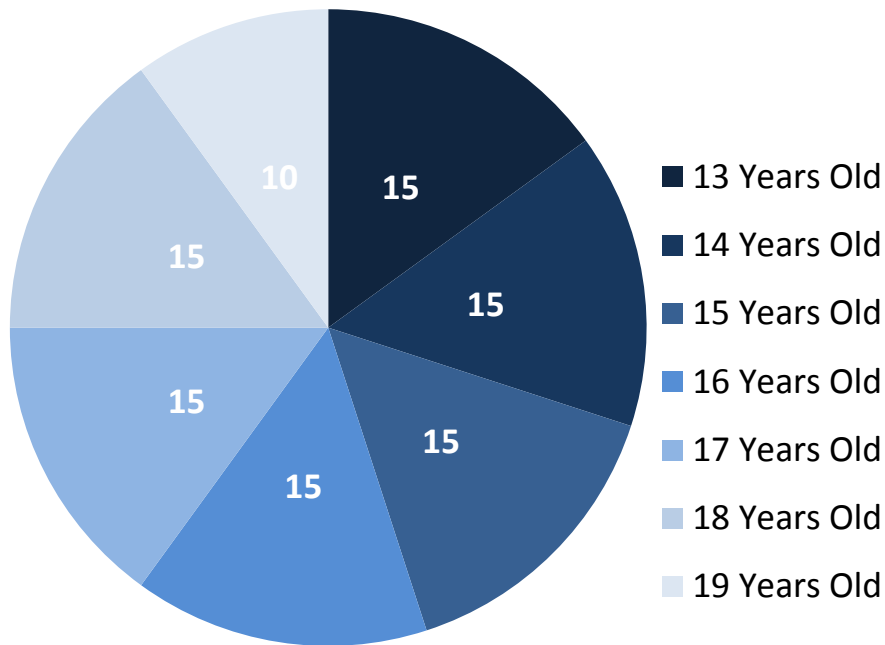


What is the last year of schooling that you have completed?

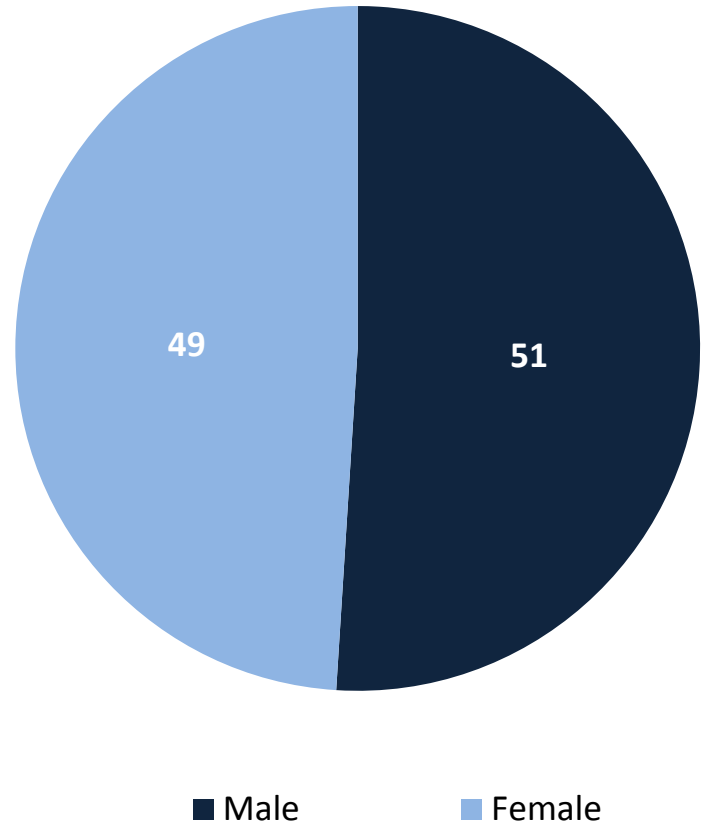


# TEENS: GENDER AND AGE

In what year were you born?



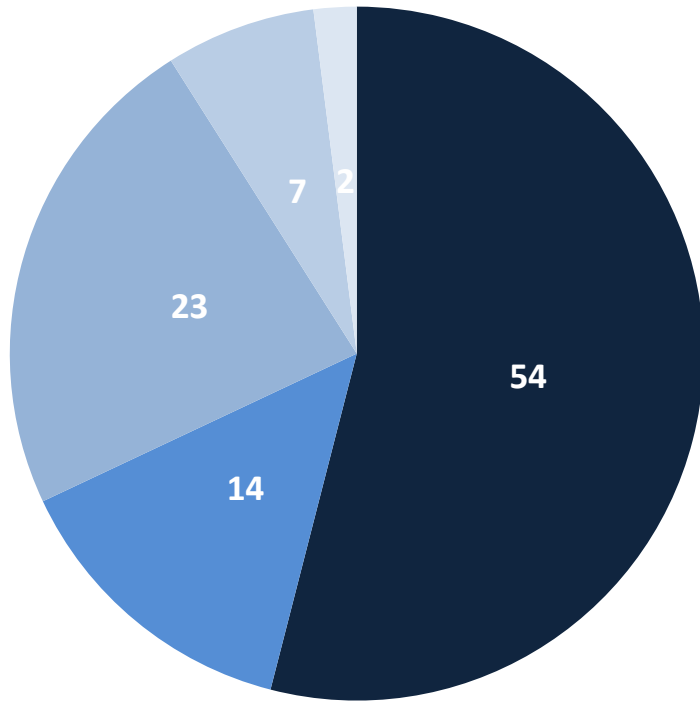
Are you:



# TEENS: RACE AND EDUCATION

What is your race?

■ White ■ African American ■ Hispanic ■ Asian American ■ Other



What is the last year of schooling that you have completed?

