

CES 2018 Survey

January 2018

Introduction. Visitors to the ASHA exhibit booth at the 2018 Consumer Electronics Show (CES) were invited to participate in a brief survey. Both a web and a print version were available for completion. A total of 199 individuals completed the survey; 161, the web version and 38, the paper version. Respondents had the opportunity to enter a drawing for a \$250 Amazon gift card. Results follow.

1. To which of the following industry sectors do you belong? (Check all that apply.)

Response	Percent	Number
Education	15.1	30
Executive	16.1	32
Information technology	28.6	57
Product design	7.5	15
Product development	18.6	37
Product marketing and sales	13.6	27
Other (see below)	17.6	35

Other responses:

- Advertising
- Applied science
- Augmentative reality; virtual reality
- Automotive (**3 responses**)
- Construction
- Consulting
- Consumer research
- Energy
- Entertainment
- Environmental services
- Government (**3 responses**)
- Insurance
- Investments (**2 responses**)
- Journalism
- Law
- Medical (**5 responses**)
- Property investment
- Real estate
- Research
- Retail
- Sports
- Telecommunications (**3 responses**)
- Tourism and health
- Travel

2. Do you live in the United States?

Response	Percent	Number
Yes	87.8	173
No	12.2	24

3. At what age do you think children should be allowed to use popular technology devices such as tablets or smartphones? (Check one.)

Response	Percent	Number
No age restriction	10.2	20
1-3 years old	12.2	24
4-6 years old	27.0	53
7-9 years old	20.9	41
10 years old or older	29.6	58

4. At what age do you think children be allowed to have their own personal technology devices? (Check one.)

Response	Percent	Number
No age restriction	2.6	5
1-3 years old	3.1	6
4-6 years old	8.7	17
7-9 years old	19.0	37
10 years old or older	66.7	130

5. In your opinion, what would be the most effective way to prevent overuse of popular technology by children?

Response	Percent	Number
Household/parental parameters	68.2	131
Technology-based solutions such as features or apps that limit usage	14.6	28
Public education campaigns by governmental or health organizations	9.9	19
Tech industry guidelines	2.1	4
Other (see below)	5.2	10

Other responses:

- A combination of household parameters and tech industry regulation
- A mixture of all of the above
- All of the above
- Cut data and Wi-Fi access
- Divert to pure knowledge based apps; limit time of activation
- Going outside
- I wish it could be parents, but they have largely checked out . . . or are buried in their own devices. Technology holds the capacity to solve this problem.
- No Wi-Fi in schools
- Outdoor activities
- Public education for parents in a compelling way. It's so EASY to let the kid play with the phone.

6. Are you currently employing features, apps, or devices that help you manage the time you spend using your own devices?

Response	Percent	Number
Yes	24.6	48
No	75.4	147

7. Would you attend a venue, restaurant, or social gathering where personal device usage is prohibited?

Response	Percent	Number
Yes	85.9	165
No	14.1	27

8. Some leading figures in tech have been outspoken about tech overuse. Do you think it is important that more tech industry figures follow suit?

Response	Percent	Number
Yes	88.1	171
No	11.9	23

9. Do you have any children under the age of 18?

Response	Percent	Number
Yes	50.8	99
No	49.2	96

If yes, please list their age(s).

- Newborn (**2 responses**)
- Newborn, 1, 3
- 5 months, 8, 12, 16
- 6 months, 3
- 8 months
- 8 months, 4
- 10 months, 3
- 15 months (**2 responses**)
- 1 (**4 responses**)
- 1.5
- 1, 3 (**2 responses**)
- 1, 3, 5
- 1, 4
- 1, 11, 17
- 2 (**4 responses**)
- 2, 2, 8, 10
- 2, 4
- 2, 5
- 2, 5, 9
- 3 (**2 responses**)
- 3, 5
- 3, 6 (**3 responses**)
- 3, 7 (**2 responses**)
- 4 (**2 responses**)
- 4, 5, 9, 12, 14, 16, 17
- 4, 14
- 5 (**3 responses**)
- 5, 7 (**3 responses**)
- 5, 7, 9
- 5, 8
- 5, 9, 11
- 5, 11
- 6 (**2 responses**)
- 6, 4
- 6, 11
- 7 (**7 responses**)
- 7, 9
- 7, 11
- 8
- 8, 12, 14
- 9 (**3 responses**)
- 10
- 10, 11, 13, 14
- 10, 15
- 10, 16
- 10, 17
- 11 (**4 responses**)
- 11, 14
- 11, 16
- 12, 15
- 12, 16
- 13 (**2 responses**)
- 14
- 15
- 15, 17, 18, 21
- 16 (**2 responses**)
- 17 (**3 responses**)
- 19

10. Have you, or are you interested in, taking any of the following steps to help manage your child's device usage?

Response	Doing		Interested	
	Percent	Number	Percent	Number
Prohibiting technology at the dinner table, social events, or similar gatherings	72.3	68	27.7	26
Setting limits for how much time can be spent on technology	67.7	65	32.3	31
Establishing tech-free zones in your house (e.g., family room, bedroom)	38.7	36	61.3	57
Employing apps or other tools that help manage tech usage	30.0	27	70.0	63

11. If you checked any of the above, why have you or why are you interested in taking steps to help manage your child's device usage?

- Affecting communication skills
- Apps are good but kids should spend most of their time developing skills for the real/ physical world.
- Because controlling use is the natural progression of a growing child. They need to get outside and play.
- Child requires to learn/interact with his or her surroundings too. That's why.
- Don't want her to miss life by spending all the time looking down at a device
- Encourage social and emotional interaction in real time
- Family time interacting face to face is just as important.
- Fight tech addiction

- Good
- Help continue social interaction reduce over addiction to tech
- How devices interrupt sleep habits
- I am a strong believer that device usage can be addictive and discourage appropriate social interaction.
- I believe in balance. Children need tech just as much as they need all other areas of play and education.
- I feel like my kids behave better when they have limited use of technology.
- I feel tech overuse is creating pressure on kids and I would like to reduce this.
- I want them to enjoy childhood and interpersonal skill.
- iGen, a book about this issue supported my personal research in this area. Since I started raising children I GOT this and my wife and I take seriously our responsibility to protect and nurture our children. We don't "rent" them to a tablet, app or game. We monitor, no, control their use encouraging REAL connection, person-to-person, and tactile interaction and communication.
- Interesting in lowering tech usage
- It's anti-social and must be developmentally bad for a child.
- It's not good for the kids but I myself is addicted to the phone! It's a problem!!
- Keep child active so not using technology device for much of time
- Kids will become dumb if they use smartphones too much. They don't memorize or do any basic math.
- Need to better socialize
- No social skills at young ages
- Overuse
- Periods of times (certain weeks) without phone or tablets - reading books instead
- Protocols for interaction differ greatly from personal interaction and problem solving begins in the real world.
- Safety
- Screen time and RF exposure impairs development. Steve Jobs didn't let his kids use Apple devices
- Speech delay
- Teaching socialization (e.g. connecting with people) in children is more important than them learning tech toys.
- Technology is everywhere, and it's a constant push back against the flood. At the same time, I feel it's important not to be afraid of tech
- The loss of the ability to personally relate, and especially the filter(s) we would consider "polite" have utterly disappeared in the last decade. This ability should be embedded at a young age and is, in my best judgement, utterly lacking in the connected society and will have unimaginable destructive results in the upcoming generations.
- They use too much tablet time. I also don't like it when my wife uses her phone at the dinner table.
- Think kids are getting socially awkward
- To help kids become more active outside
- To keep a balance of personal and verbal interaction
- To limit screen time. Kids should play and interact with others face to face.
- To make sure they develop an awareness of the dangers of unlimited use
- Want to support normal cognitive development
- We have but always looking for more ideas to help enforce screen time
- You have to be responsible with everything and everything has its limits.

12. How often do you use technology *with* (i.e., interactively) your child?

Response	Percent	Number
Never	5.1	5
Sometimes	49.0	48
Often	37.8	37
Always	8.2	8

13. In which setting or situation would you be most likely to prohibit your child's device use? (Check one.)

Response	Percent	Number
Kitchen/home dinner table	56.0	51
Family gatherings	16.5	15
Homework time	15.4	14
In a restaurant	12.1	11

14. What do you find to be the biggest barrier to managing your child's use of popular technology?

Response	Percent	Number
Your own busy schedule, which makes it difficult to monitor usage and/or assists in keeping children occupied	54.7	52
Inability to fully know the health impact of its overuse	20.0	19
The speed at which popular technology changes	16.8	16
Miniaturization of the technology makes its use difficult to oversee and control	8.4	8