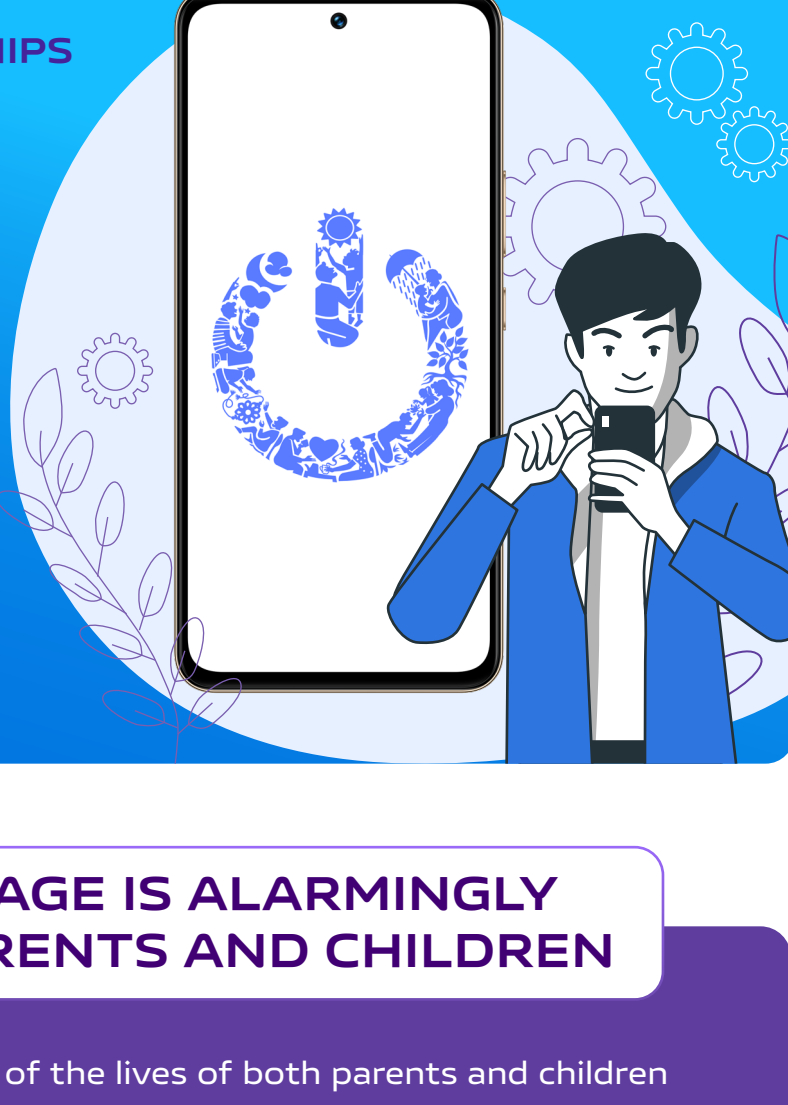


THE IMPACT OF SMARTPHONES ON PARENT-CHILD RELATIONSHIPS

THE GIFT OF SWITCHING OFF FOR YOUR CHILDREN

Switch Off



SMARTPHONE USAGE IS ALARMINGLY HIGH FOR BOTH PARENTS AND CHILDREN

Phones have become an integral part of the lives of both parents and children

76%

Parents agree that they cannot live without their smartphones

71%

Children acknowledge their dependence on smartphones

64%

Children say that they feel addicted to their smartphones

57%

Parents agree smartphone is the first thing they see as soon as they wake up and the last thing they see before going to bed

YOU CAN SEE THIS DEPENDENCY IN THE AMOUNT OF TIME BOTH PARENTS AND CHILDREN ARE SPENDING ON THESE APPS

Parents report spending **5.5 hours** and children are spending **4.5 hours** on their phones each day, with **social media and entertainment consuming the majority of this time**. This adds up to more than **60 days a year** - two months - spent on smartphones.

Average time spent on phones, mostly on social media and entertainment apps

5.5 Hour

PARENTS

4.5 Hour

CHILDREN

EXCESSIVE SMARTPHONE USAGE IS HARMING PARENT-CHILD RELATIONSHIPS

Both parents and children recognize that their **smartphone use is having a negative effect on their relationships** with each other.

Indeed, excessive smartphone use has strained personal relationships with **73% parents** and **69% children** recognizing it as a source of conflict between them. **84% parents** and **76% children** say that they aspire to build deeper connections and create meaningful moments by **turning off their smartphones**.

Both parents and children wish that the other group would **"Switch Off"** and be more present during their time together - indeed, **children value real-life experiences and time with their parents very highly and wish they had more of both**.

84%

Parents

76%

Children

Aspire to turn off their smartphones to build deeper connections

75%

Parents worry about their kids' real-world social skills but ignore their own phone usage

What's more, **three-quarters** of parents feel worried that their children might be **unable to develop real, meaningful relationships** with other people due to their smartphone use - and yet seem hesitant to take ownership over the fact that their **own phone use is negatively impacting their relationships** with their children right now.

66%

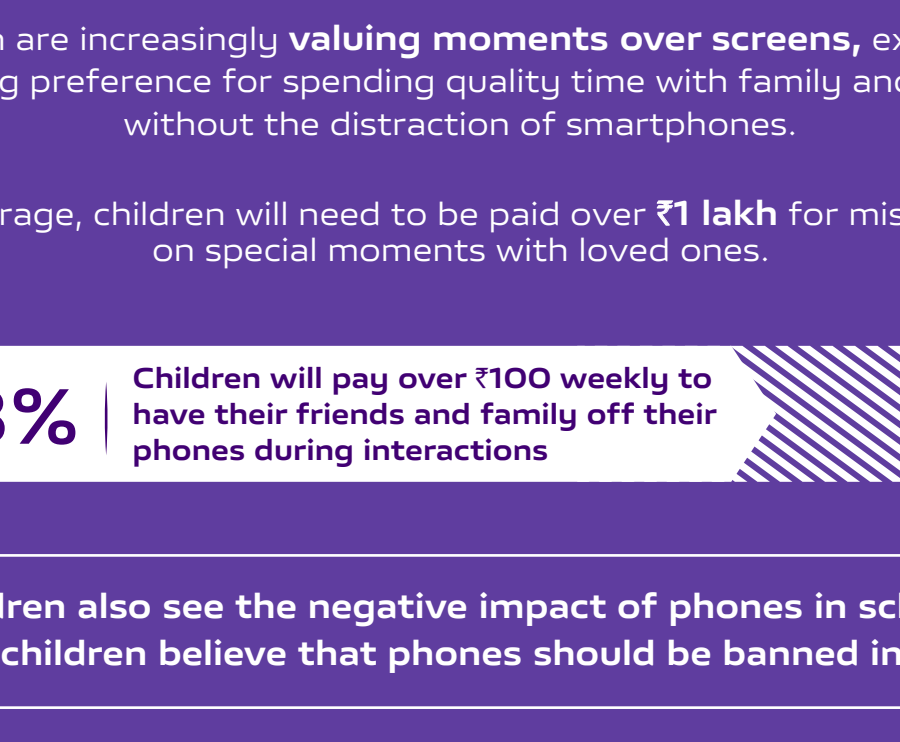
Parents

56%

Children

Feel that excessive smartphone usage negatively impacts their relationships

Both groups believe that smartphone usage has become so pervasive that every one of them uses their smartphones even during social moments with friends and family, including **65% parents** and **56% children** claiming that they are **glued to their smartphones even on vacations with friends or family**.



Kids wish their parents would

Switch Off

Children are increasingly **valuing moments over screens**, expressing a strong preference for spending quality time with family and friends without the distraction of smartphones.

On average, children will need to be paid over **₹1 lakh** for missing out on special moments with loved ones.

58%

Children will pay over ₹100 weekly to have their friends and family off their phones during interactions

Children also see the negative impact of phones in schools. **77% of children** believe that phones should be banned in schools.

Children also strongly feel that their **parents' smartphone use is negatively impacting their relationship**, and they wish they could do something to reduce the amount of time their parents spend on their phones while they're together.

In fact, **80% of children** wish that they could create **parental controls for their parents**.

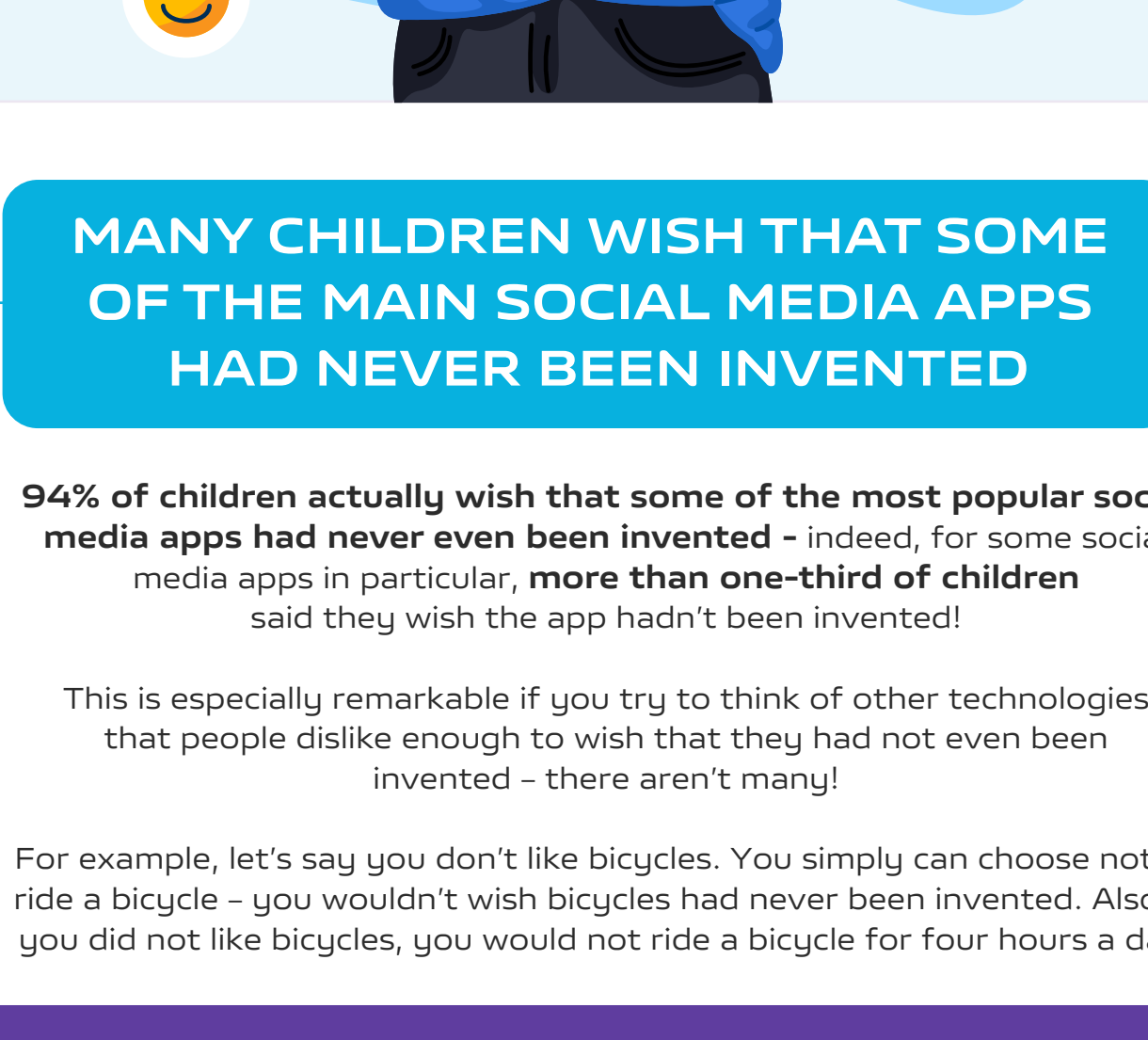
When asked to design a phone for their parents, **>90% of children** mentioned they would focus on apps such as Camera, Calling, and Messaging. Children said they would like to **block their parents' access to Games, Entertainment and Social Media** (which are astute choices since those are the apps that parents spend **~70%** of their smartphone time on!).

80%

Kids want to limit their parents' phone time, prioritizing cameras, calls and messages over social media

MOST OF CHILDREN'S PHONE TIME IS SPENT ON SOCIAL MEDIA AND ENTERTAINMENT-RELATED ACTIVITIES

Children are spending **majority of their smartphone time on social media and other entertainment related activities**, with girls spending disproportionately more amount of time on these activities.



MANY CHILDREN WISH THAT SOME OF THE MAIN SOCIAL MEDIA APPS HAD NEVER BEEN INVENTED

94% of children actually wish that **some of the most popular social media apps had never even been invented** - indeed, for some social media apps in particular, **more than one-third of children** said they wish the app hadn't been invented!

This is especially remarkable if you try to think of other technologies that people dislike enough to wish that they had not even been invented - there aren't many!

For example, let's say you don't like bicycles. You simply can choose not to ride a bicycle - you wouldn't wish bicycles had never been invented. Also, if you did not like bicycles, you would not ride a bicycle for four hours a day.

TWO THIRDS OF CHILDREN SAY THAT THEY WOULD NOT USE SOCIAL MEDIA IF THEIR FRIENDS WERE NOT ON THE APPS

Many children (and many adults) feel trapped by social media

They don't like the amount of time they are spending on social media in particular but **feel like they can't quit because everyone else is on the apps**.

This is an example of a 'Collective Action Problem': children's lives would be better if they were collectively not all spending so much time on social media, but each individual child feels that they can't stop using these apps because if they do, they'll be socially left out from the group.

94%

Children wish some popular social media apps had never existed. For some apps, over 1 in 3 children wished they hadn't been invented!

This is why parents need to act together to **delay the age at which kids get on social media apps** (we suggest age 16 as a minimum). If more kids are off the apps than are on them, then children will no longer feel trapped.

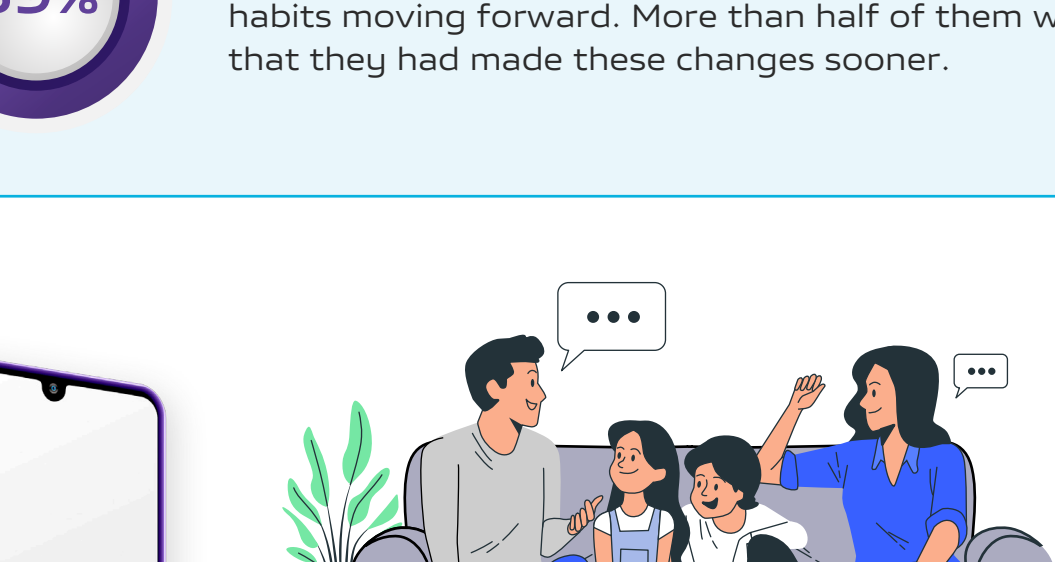
PARENTS AND CHILDREN ARE TRYING TO CHANGE THEIR HABITS

55%

Parents want to have fun and share activities with their children without distractions from their smartphones

48%

Parents want their children to be mindful of screen time and prioritize real-life connections



vivo encourages parents to give your children the gift of switching off

- ✓ Switch off while you're spending time together
- ✓ Mind your own phone use when you're around your child
- ✓ Support (and lead) efforts to make schools phone-free: **77% of children** believe that phones should be banned in schools
- ✓ Join together with other parents to agree not to let your children use social media platforms forms until they are at least 16
- ✓ Take time to set up parental controls and time limits on your children's phones
- ✓ Try healthy smartphone habits at home, setting up designated phone-free zones might help: **62% of children** state their desire for phone-free dining tables

INFORMATION ABOUT THE STUDY

The vivo Switch Off Study 2024 covered 1543 smartphone owners, comprising 1022 parents and 521 children. The study was conducted across the top eight cities of India: Delhi, Mumbai, Kolkata, Bengaluru, Chennai, Hyderabad, Ahmedabad and Pune.