

Talking and Reading, Interrupted?

A Closer Look at Children's Technology Use

Is children's use of popular technology devices such as tablets/smartphones taking time away from day-to-day activities that promote brain and social development, such as conversation and reading?

Here's what a national YouGov poll—commissioned by the American Speech-Language-Hearing Association (ASHA) and Read Aloud 15 MINUTES—reveals:



Survey Snapshot: Technology Full Immersion

1,022 households with children between the ages of 0 and 8 were surveyed.

85% of participant households have smartphones, **70%** have tablets, and **55%** have a video gaming system.

Device Usage by Age



STARTING EARLY: 0- to 2-year olds

36% use tablets, **38%** use smartphones, **16%** use learning tablets, and **8%** use video gaming systems.



TABLETS DOMINATE: 3- to 5-year olds

60% use tablets, **39%** use smartphones, **25%** use learning tablets, and **27%** use video gaming systems.



VIDEO GAMING GROWS: 6- to 8-year-olds

63% use tablets, **45%** use smartphones, **18%** use learning tablets, and **45%** use video gaming systems.

Time Well Spent?

Significant percentages of parents report that device use means less time for other critical activities, including the following:



Reading: More than a third (**34%**) of parents said that device use is taking away from their child's reading time.

- **A closer look:** Drilled down by age, **26%** say this is the case for children ages 0–2; **37%** for children ages 3–5; and **40%** for children ages 6–8.

Talking: **43%** of parents feel that devices are a barrier to daily conversation and interaction.



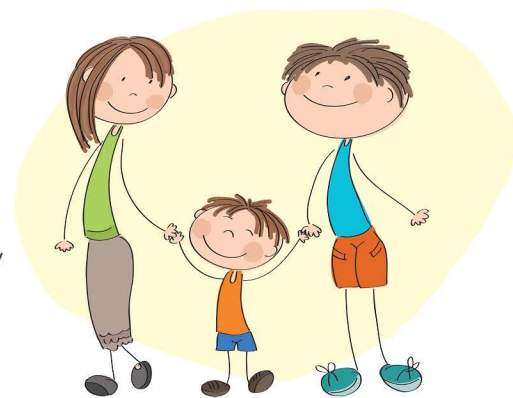
- **A closer look:** Many parents (**54%**) say that they "sometimes," "often," or "very often" ask their child to put down their device in order to increase interaction. Conversely, **41%** say that their child sometimes or more often has asked *them* (the parent) to put down *their* device to increase interaction.

A Potential Disconnect?

Parents appreciate the value of daily reading and verbal interactions—even though many report that tech time is taking time away from these activities in their households.

87% of parents are aware that being talked to and having verbal interactions/conversations with others is important to early brain development.

The same percentage (**87%**) of parents are aware that being read children's books aloud has a very or extremely important impact on early brain development.



Source: YouGov 2018 National Survey on Behalf of the American Speech-Language-Hearing Association and Read Aloud 15 MINUTES.



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