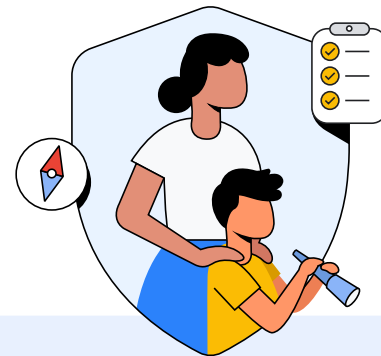# Navigating digital parenting rules, as kids grow up with tech

Insights on how families navigate online safety and use tech to learn and explore in the past year

Parents face changing rules and expectations for tech use, as their child grows up surrounded by tech.

78%
of APAC parents **are confident in engaging their child** on the topic of online safety.

48%
of parents have **difficulty finding age-appropriate, easy-to-understand examples** to discuss online safety with their children, an increase from 41% in 2022.

69%
of parents in APAC **expect to change their rules for their child's internet use** as their child gets older.

Google and YouTube are helping parents manage what's right for their families online:
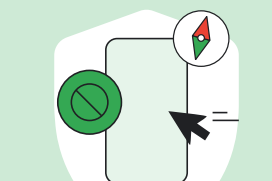
Family Link

Google Family Group

YouTube with a supervised account

Navigating online content with their children is amongst top online safety concerns.

Across APAC, the **most experienced online safety issue** was their child **seeing inappropriate content online**, occurring at least once to **61%** of children—**an increase from 54% last year**.

Top online content issues experienced by their child at least once in the last year:

55%
Seeing misinformation

51%
Deceptive ads/spam

49%
Violent content

Using tech for learning becomes more important as the child grows up.

Majority of APAC children (79%) **spend 1 to 6 hours online**, and nearly half of parents will allow their child to spend **more time online as they grow older**.

Key uses of tech:

67%
Support their child in school/education

58%
Help their child explore their unique interests

58%
Find high-quality educational content for their child

As their child gets older:

54%
of parents expect to use online learning tools more

53%
of parents expect to use account security features more

Helping children explore online safely:

Be Internet Awesome

YouTube Kids

Google Play Store's Kids tab