

WHAT PARENTS NEED TO KNOW ABOUT MOBILE APPS

At a rate of over 300 new apps hitting the market each day¹, it has become increasingly difficult for parents to stay informed and aware of the apps their children should not be using. Here's what you need to know about mobile apps, in an effort to keep your children safe online.

90%
of mobile device users time spent on media is through mobile apps²

19%
of time spent on mobile apps is on Facebook

12%
of the time spent on mobile apps is on Messaging apps

73%
of teens have a smartphone³

94%
of teens with mobile devices go online daily (or more)³

3 TYPES OF APPS PARENTS NEED TO MONITOR

Messaging:

Yik Yak, Whisper, KiK, Omegle, Burn Note, Whisper, Blendr, Voxer, WhatsApp

Vault (or "locker"):

Vaulty, Hide It Pro (disguised as "Audio Manager" app)

Social:

Facebook, Instagram, Snapchat, Twitter, Tumblr

91%
of teen cell owners use text messaging — either directly through their mobile phones or through an app or a website.³

Over 70%

of teens have hidden online activity from their parents⁴

27%

of teen/pre-teens have met or would meet someone in person who they first met online⁵

33%

of teens with cell phones use messaging apps like Kik or WhatsApp³

WHAT PARENTS CAN DO

Monitor your child's phone for new apps, and research new apps when downloaded.

Be aware of "vault" or "locker" apps. Vault apps act as decoys, some are created to look like calculator app or audio manager app.

Look for duplicate apps on your child's phone (multiple calculator apps, audio manager app, etc.)

1 <http://www.pocketgamer.biz/metrics/app-store/>

2 <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

3 <http://www.pewinternet.org/2015/04/09/mobile-access-shifts-social-media-use-and-other-online-activities/>

4 <http://www.mcafee.com/us/resources/reports/rp-realities-of-cyber-parenting.pdf>