



12-14
years old

Apps

Navigating Apps

Whether you're a smartphone-owning parent who downloads apps for your kids or your kids are finding apps for themselves, you'll want to check the age-appropriateness of the apps they use and set ground rules about browsing and paying for them.

APP FACTS

- ▶ Mobile apps (short for "applications") are programs that can be downloaded to any internet-enabled smartphone.
- ▶ Apps fall into nearly every category, including games, education, social networking and cooking, and they're available for every age from toddlers to teens and beyond.
- ▶ App prices range from free to more than \$10. To download an app, you need to create an account and a password. All of these transactions require a credit card, and even "free" apps aren't always as advertised.
- ▶ Smartphone usage is 12% higher in households with children, according to a 2009 Nielsen study.
- ▶ Facebook leads the app popularity contest, followed by games, found a 2009 Nielsen study.
- ▶ 59% of all iPhone-owning moms let their kids use their phones, and 41% download games specifically for their kids, according to a 2009 study by ad network Greystripe.



*Stay
connected.
Stay safe.*





Navigating Apps (cont.)

APP TIPS FOR ALL

- ▶ **Establish rules around downloading.**
Make the rules and establish consequences before kids go app shopping.
- ▶ **Limit screen time.** Even if the games your kid plays on your smartphone are educational, count their smartphone time in their total screen allowance for the day.
- ▶ **Play along.** Many apps are multiplayer, so carve out time to play with your child.
- ▶ **Don't go by the developer's age rating.**
The age rating listed in the app description is from the developer and can be way off.
- ▶ **Look for age-appropriate apps with quality content.** Find apps that are truly worth your kid's time and your money.

- ▶ **Establish a spending limit.**

Remind kids that apps add up.

- ▶ **Watch out for ad bombardment.** Many "free" apps make their revenue by selling ads. Show your kid how to tell what ads look like.

APP TIP FOR MIDDLE AND HIGH SCHOOL KIDS:

- ▶ **Talk about social networking apps that have location-sharing.** Increasingly, many apps make it easy for teens to post their location, which opens them up to safety and privacy issues, including the possibility of face-to-face meet-ups with strangers.