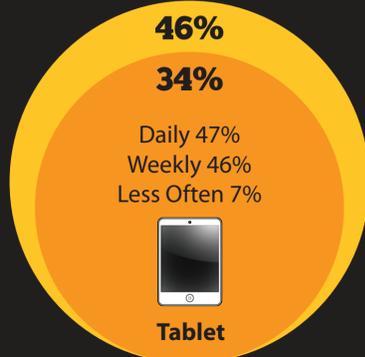
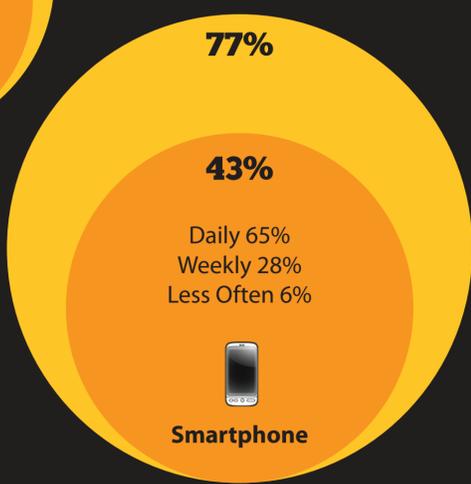
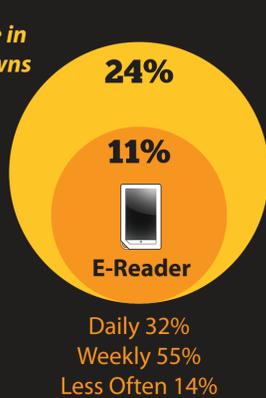
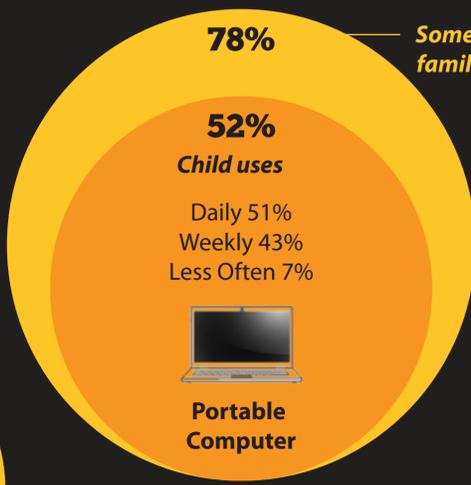
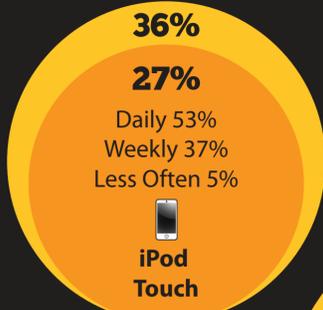


Tapping into Mobile Learning

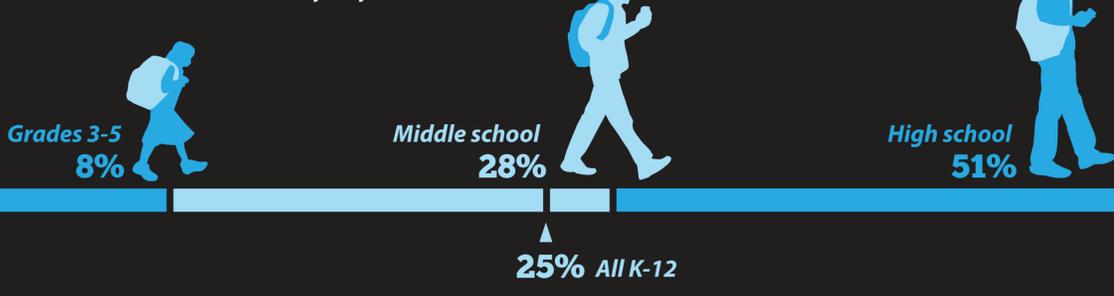
Parents' Thoughts About Mobile Devices for Early Childhood and K-12 Learning

The vast majority of children at all grade levels—preschool (pre-K) through 12th grade—have access to an array of technology at home, including mobile devices.



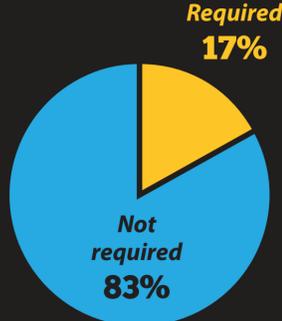
Note: The 2,392 parents who answered this question were asked to report about child usage for all children, aged 3-18, in their families. Collectively, these parents have 4,164 children in this age range.

Mobile devices are making their way to school. By high school, half of all students (51 percent) carry a smartphone to school with them every day.

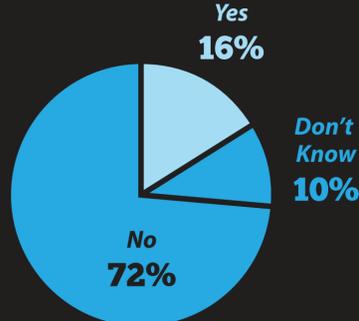


Few schools allow students to use family-owned mobile devices in the classroom. Percentage of parents who say their child's school ...

... requires the use of mobile or portable devices in the classroom.



... allows use of family-owned mobile devices in the classroom.



Defining Terms

Mobile devices: wireless handheld devices that use Wi-Fi, 3G or 4G to connect to the Internet, many of which use an operating system such as iOS, Windows or Android, and can run various types of apps. Examples include smartphones, tablets, e-readers, and the iPod Touch.

Portable devices: laptops, notebooks, netbooks or ultrabooks.

Parents report positive values of mobile apps and content—and parents of younger children are even more enthusiastic.

Percentage of parents who completely or somewhat agree

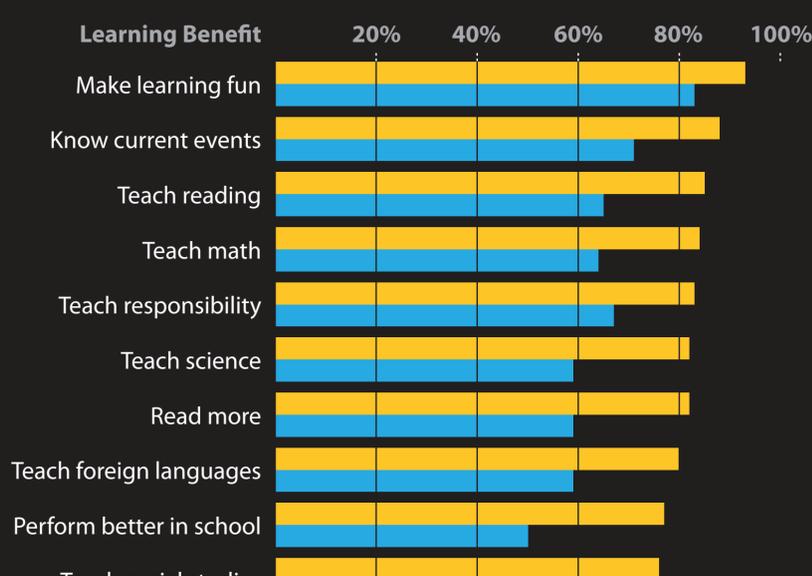
Learning Benefit	K-2	3-5	6-8	9-12	Total
Promote curiosity	84%	74%	70%	77%	76%
Teach reading	79%	69%	63%	62%	68%
Teach math	75%	72%	63%	59%	67%
Foster creativity	71%	62%	58%	64%	64%
Teach problem solving	73%	62%	56%	59%	63%
Teach science	72%	60%	59%	60%	63%
Teach foreign languages	71%	60%	59%	59%	62%

Note: Boldfaced percentages indicate statistically significant differences in parent responses compared to those of parents of children in at least one other grade span.

Parents of students who are required to use mobile or portable devices in school are even more positive about the learning and educational potential.

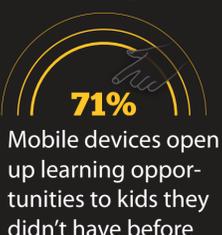
Mobile or Portable Use at Child's School Required or Not Required.

Percentage of parents who completely or somewhat agree



Note: Responses shown for parents whose child's school requires the use of mobile or portable devices are all statistically significantly higher than those of parents whose child's school does not.

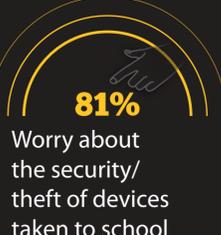
Parents want mobile tech used for learning



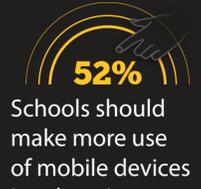
Parents need help from schools



Parents do have some concerns



Parents aren't waiting for schools



Excerpted from: Living & Learning with Mobile Devices: What Parents Think About Mobile Devices for Early Childhood and K-12 Learning. Available at www.grunwald.com/reports. A more detailed market research report based on this survey, including findings of interest to industry, is available commercially from Grunwald Associates. See <http://grunwald.com/reports/mobile-learning-study.php>