

11 and Under

Spotlight: Claire, age 11



Most used: YouTube



**1.5 hours on YouTube
2 hours total**



**1st app opened:
Messages**



**Uses Messages to
communicate**



**Primarily uses for
entertainment over
communication and
social media**



**"The best part
about my iPad is
that I can contact
my friends."**

The general public

At an early age, it seems to be a trend for children to use technology as a form of entertainment. According to Boomerang Parent Control, an app for parents to control what their children do on their phone, YouTube is by far the most popular app (Payeur 2017). Additionally, this age group proves to have a minimal presence on social media; most parents report that their child does not have social media (Auxier et al. 2020). Both the apps used and the time spent on the device are likely connected to restrictions that parents put in place on their kids. For example, Claire is only allowed to use her iPad after dinner.

12-16

Spotlight: Kevin, age 13



Most used: Netflix



**2 hours on Netflix
5 hours total**



**1st app opened:
Messages**



**Uses Messages to
communicate**



**Primarily uses for
communication over
entertainment and social
media**



**"The best part
about my phone is
being able to talk
to people that I
don't see on a
regular basis."**

The general public

Tweens and teens often use their phones to watch videos. Online video watching has doubled, and most children say it is their most enjoyable online activity (Kamenetz 2019).

Aside from video watching, we see an increase in the importance of communication for this age group. Many teens use their phone to communicate with friends, especially those that they can't be with in person. They use phatic communication to maintain a relationship rather than to pass on information (Jones and Hafner 2021).

17-22

Spotlight: Stewart, age 21



Most used: Instagram



**1 hour on Instagram
3.5 hours total**



**1st app opened:
Messages**



**Uses Messages to
communicate**



**Primarily uses for
communication over
entertainment and social
media**



**"The best part about
my phone is that I can
talk to people that
I'm not with."**

The general public

For the population that is around college aged, phone usage moves more toward communication and social media. According to a survey about phone usage, the leading four purposes a college student uses their phone for is messaging, calling, checking social media accounts, and internet search (Ataş and Çelik 2019). Similar to teenagers, communication is phatic and is mostly used as a means to maintain relationships (Jones and Hafner 2021). The ability of mobile devices to support the communication between those that are not together in person proves to be a very important asset.

23-34

Spotlight: Becca, age 32



Most used: Google Chrome



**30 minutes on Chrome
2 hours total**



**1st app opened:
Calendar**



**Uses Messages to
communicate**



**Primarily uses for
communication over
entertainment and social
media**



**"The best part about
my phone is that it
supports me in
staying organized."**

The general public

In general, this age group sees a lot of social media use. A little bit over 80% of these adults say they use social media, Facebook and Instagram being the most popular (Auxier and Anderson 2021). However, as this age group is farther along in their careers and work is commonly a crucial part of their lives, we also see an increase in phone usage to assist in work-related tasks. As exemplified by Becca, using a phone for the internet as a search engine and the calendar are common and practical applications.

35-59

Spotlight: Paul, age 50



Most used: Google Chrome



**3.5 hours on Chrome
6.5 hours total**



**1st app opened:
Gmail**



**Uses Messages and
Teams to communicate**



**Primarily uses for
communication over
entertainment and social
media**



**"The best part about my
phone is that I can get the
answer to whatever I want
to know the answer to, I
just have to formulate
good questions. "**

The general public

As with the previous age group, much of this population's phone usage is dependent on their job. There is still a social media presence (specifically Facebook and Instagram), but less so than the younger age groups (Auxier and Anderson 2021). Time spent on media for adults is expected to grow dramatically, almost entirely due to mobile internet use (Molla 2020). Internet usage is increasing with the focus on a desire for information, and people are more frequently using their phones to do work "on the go" where they aren't tied to a computer.

60+

Spotlight: Serena, age 75



Most used: Messages



**10 minutes on Messages
1.25 hours total**



**1st app opened:
Messages**



**Uses Messages to
communicate**



**Primarily uses for
communication over
entertainment and social
media**



**"The best part about my
phone is having group
messages where I don't
have to individually text
different people ."**

The general public

Compared to the previous decade, the amount of screen time for people aged 60+ has increased by 30 minutes, on average (Livingston 2019). Internet and social media is much less utilized here, but the two most used platforms are YouTube and Facebook (Auxier and Anderson 2021). On the other hand, a focus group demonstrated that some of the helpful features on the phone are calling, contacts, alarms/reminders, date/ time, camera, and the panic button. We can see that this population uses their phone much more for practical reasons than entertainment (Singh 2018).