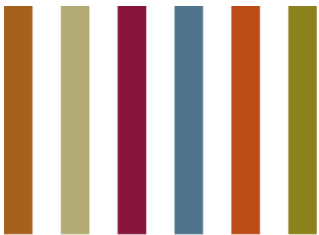




SafeGov Boston Parents Survey



BRUNSWICK

Views on technology in the classroom from Boston's parents

Research Methodology



Who – Parents of School-Age Children in Boston

- 308 parents of children currently in school, living in Boston
- Children must be in Elementary School through High School



How

- Telephone and online survey representative of the parental population of Boston



When

- Data collected between January 23 and February 5, 2015



Margin of Error

- $\pm 5.5\%$ at the 95% confidence interval



Executive Summary

Executive Summary

1

Parents in Boston see a wide array of potential benefits stemming from providing in-school Internet access, with an emphasis on developing skills for a global economy and employment after finishing school.

2

Less than half of parents in Boston are aware that their children's in-school Internet use can be data-mined, but concern grows once they learn about the types of tracking that can take place in schools.

3

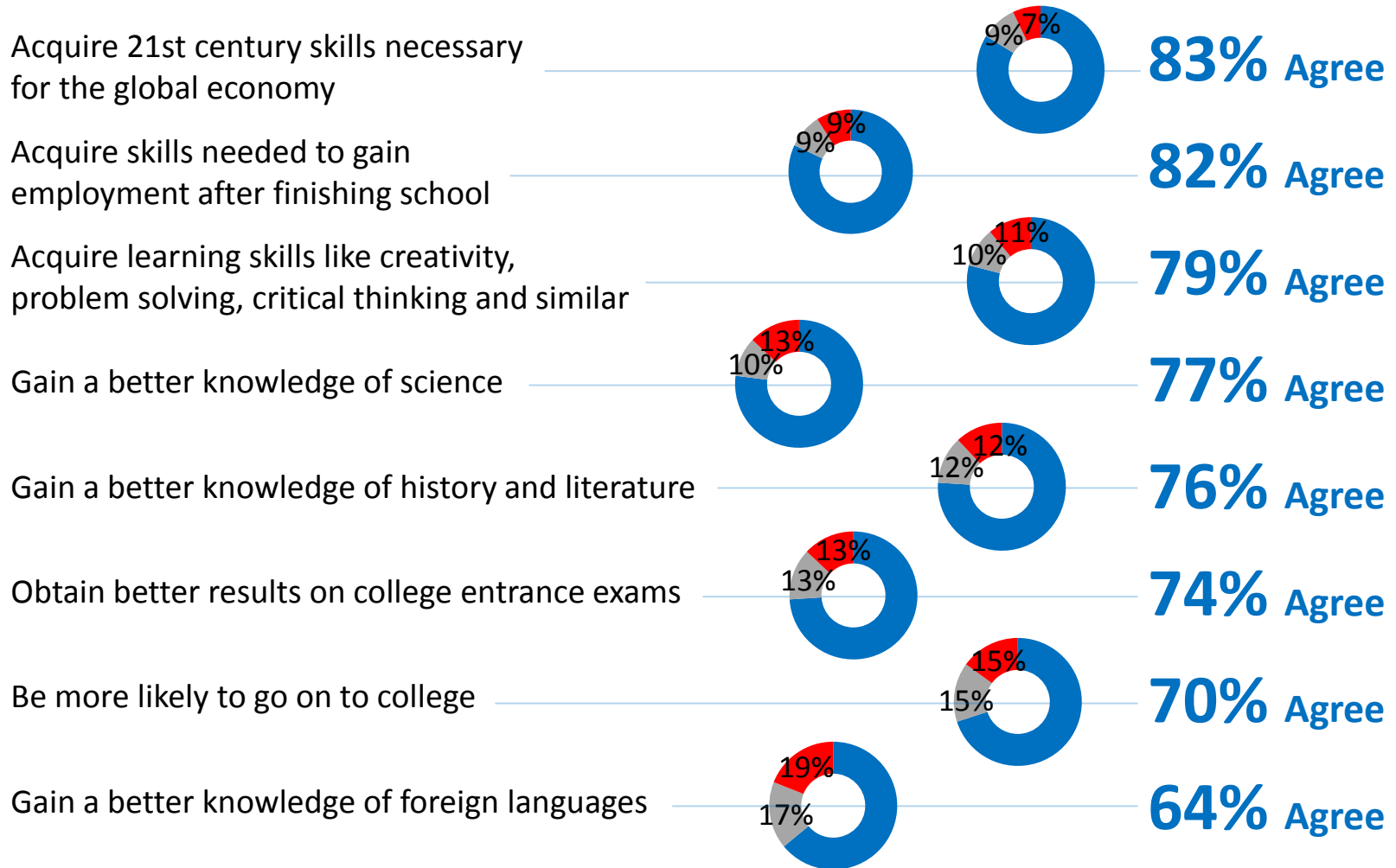
Parents' comfort with enhanced technology in schools can be increased if appropriate safeguards are in place, but parents in Boston are also willing to take personal action, often in support of dramatic restrictions of in-school technology, to regain control of private data.



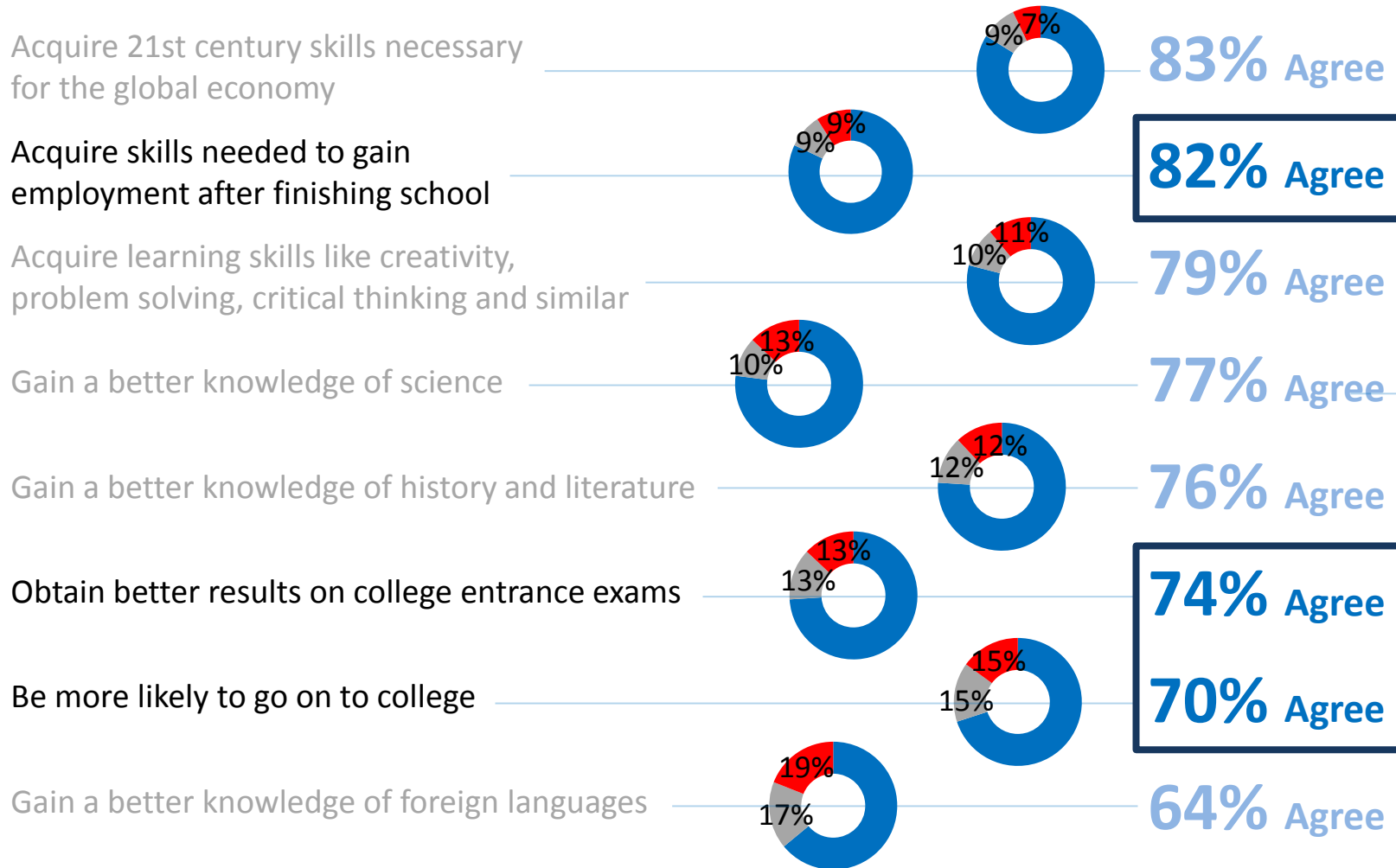
Anticipating benefits

Parents believe in-school Internet access will help equip students with a variety of skills, including skills for a global economy and gaining employment after school.

Parents see a range of benefits from in-school Internet access, with an emphasis on acquiring skills for the global economy



While parents connect in-school technology to preparing students for employment, they do not strongly link it to skills for college

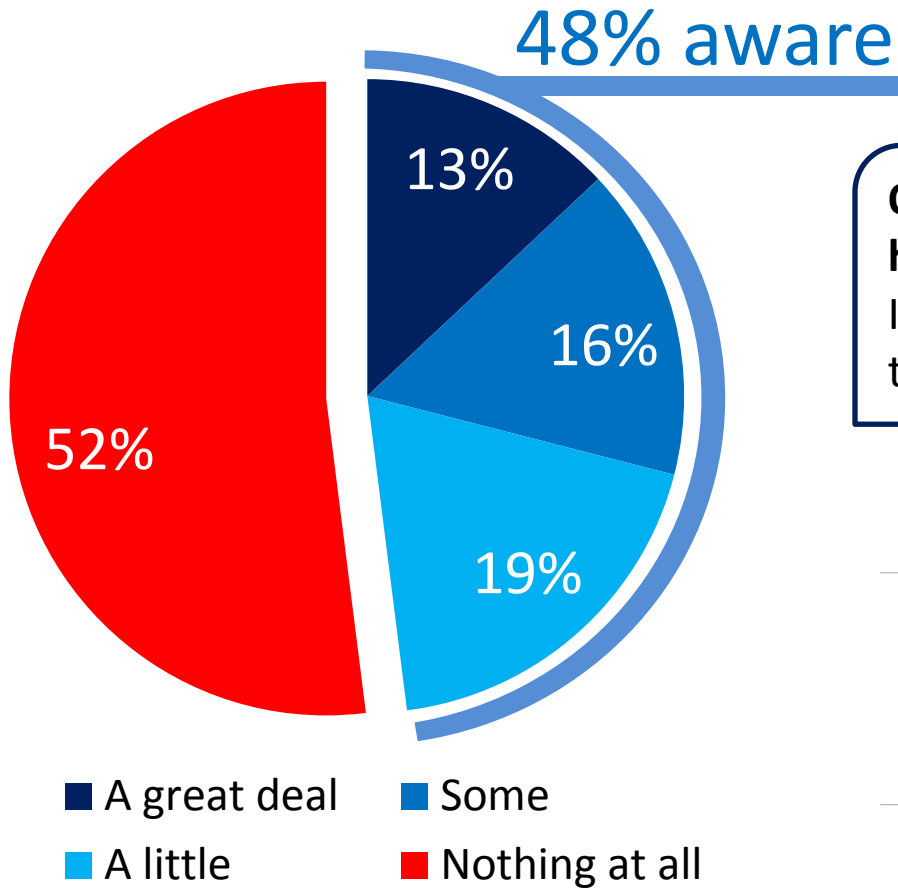




Data mining awareness

Fewer than half of parents in Boston are aware that their children's in-school Internet use can be data-mined, but concern grows once they learn how students are targeted.

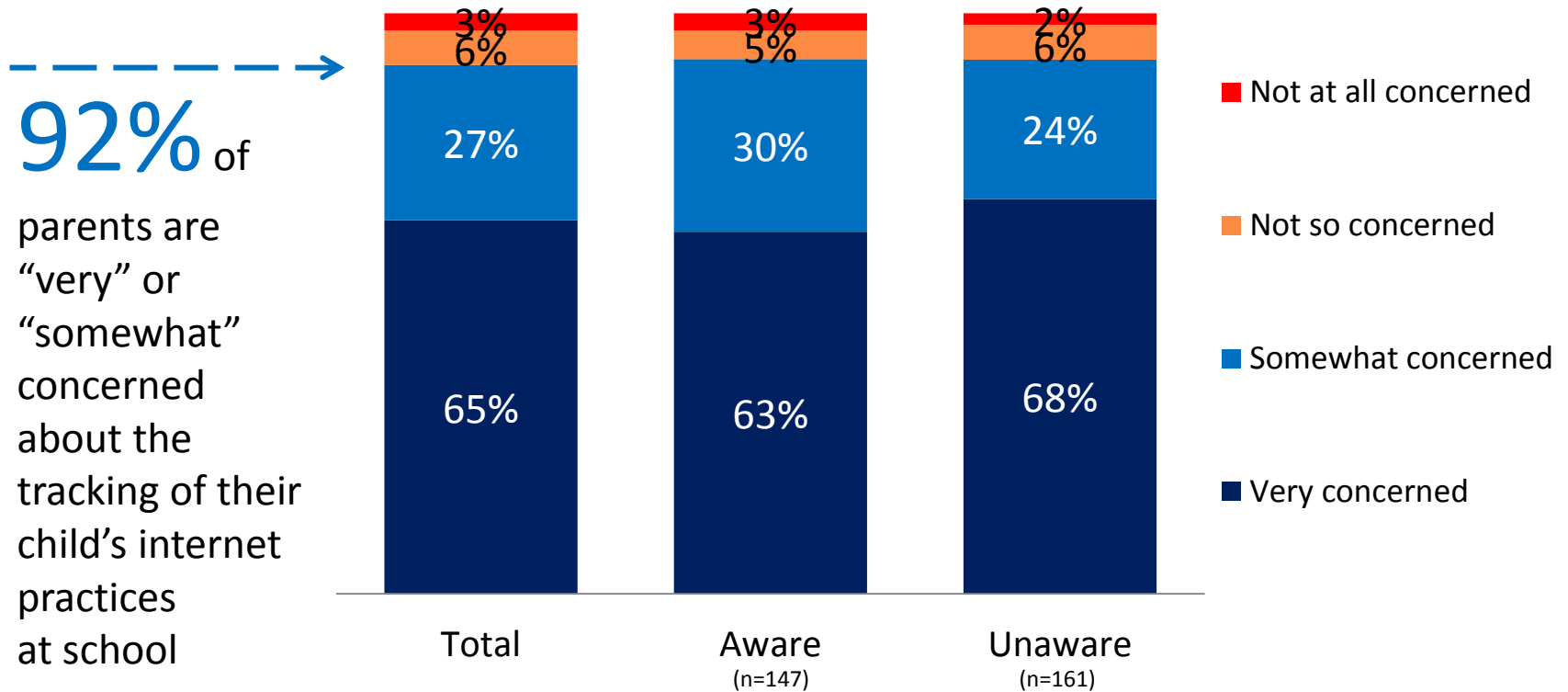
A majority of parents are unaware that Internet companies may be tracking their child's Internet habits at school



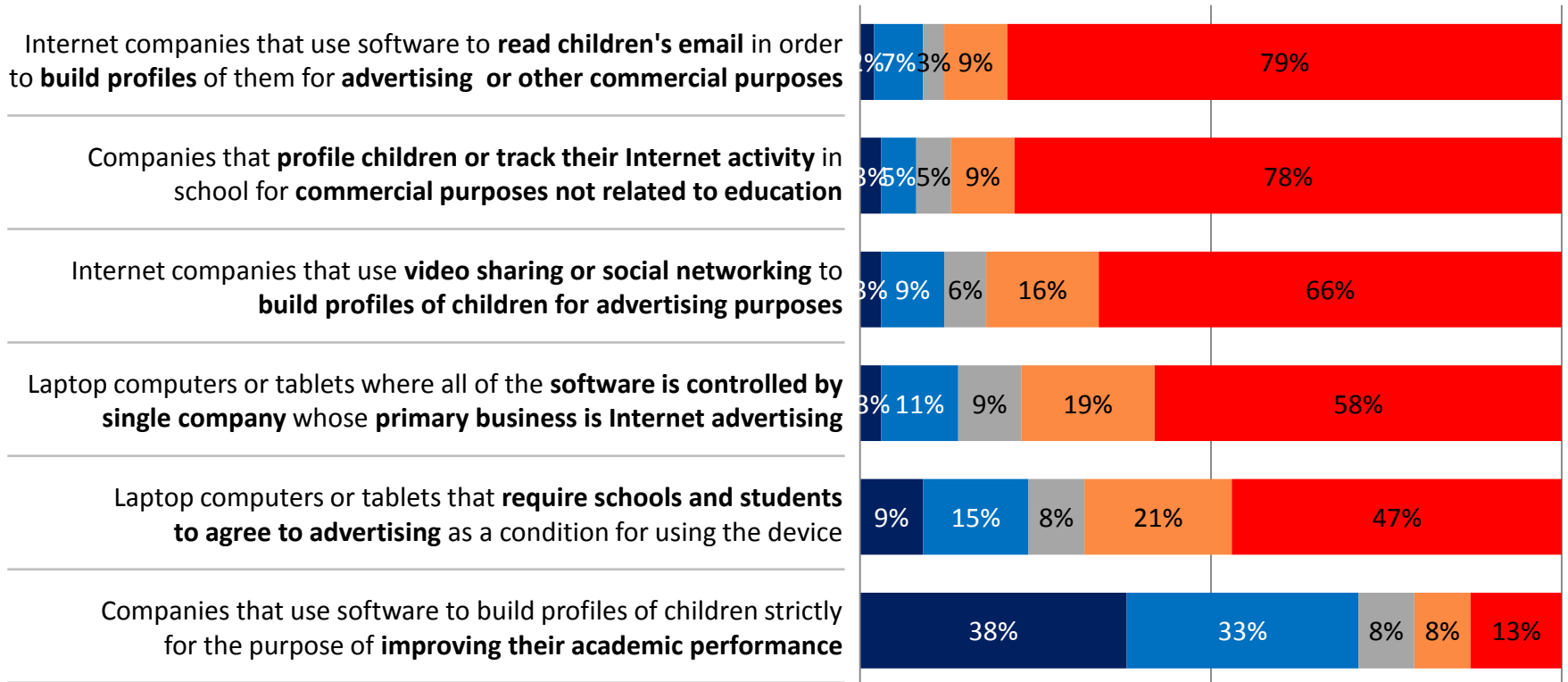
Older parents and parents who earn a higher income are more aware of Internet companies potentially tracking their child's online behavior at school.

46%	vs.	45%	vs.	58%
Age 18-39		Age 40-49		Age 50+
41%	vs.	48%	vs.	62%
Less than \$49,999		\$50,000-\$99,999		\$100,000 or more

Nearly all parents say they would be concerned if Internet companies were tracking their child’s online habits; Concern is more intense among parents initially unaware of the practice

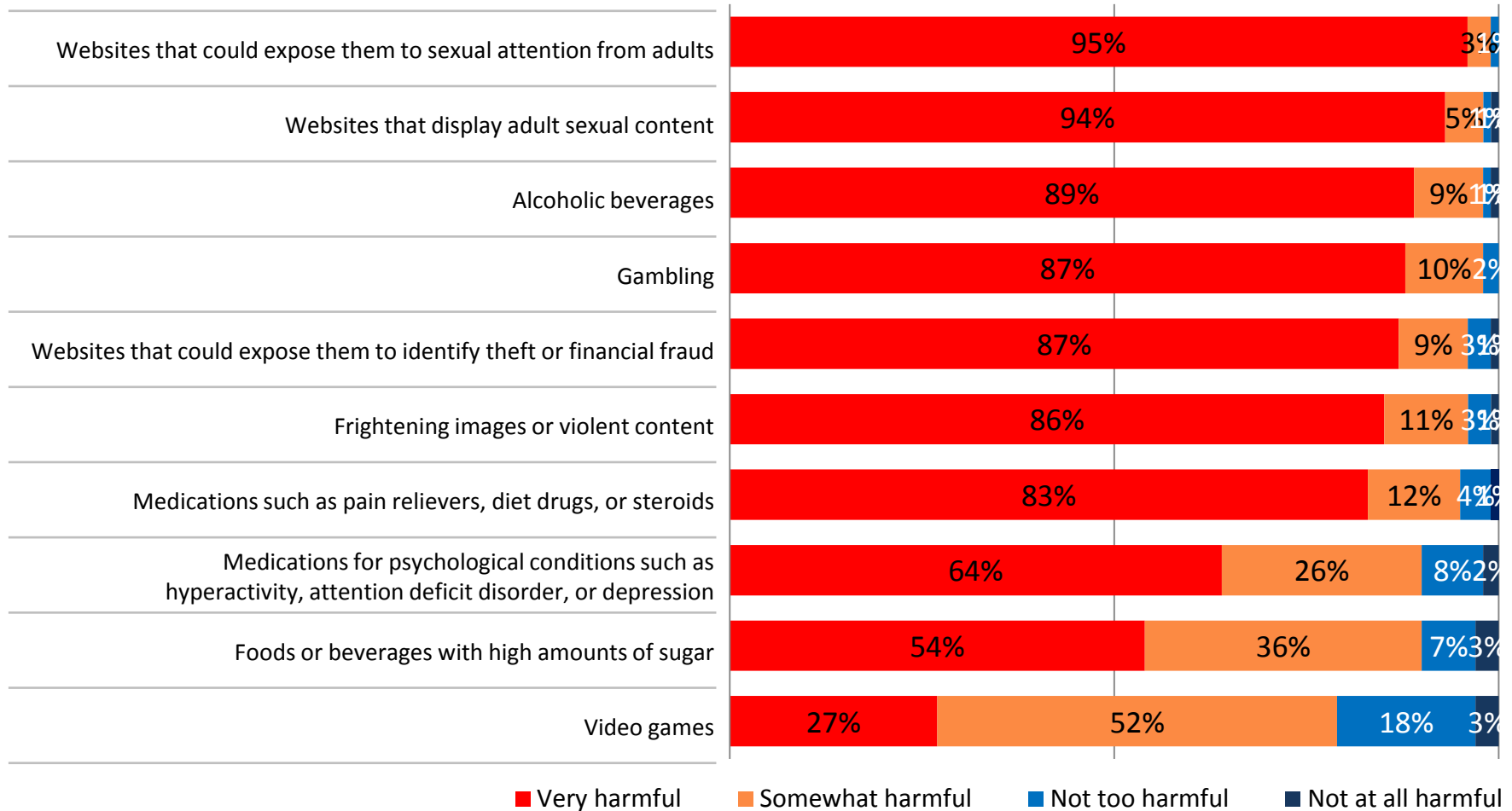


Parents in Boston strongly disapprove of tracking students' online activity, unless it is used solely to improve learning

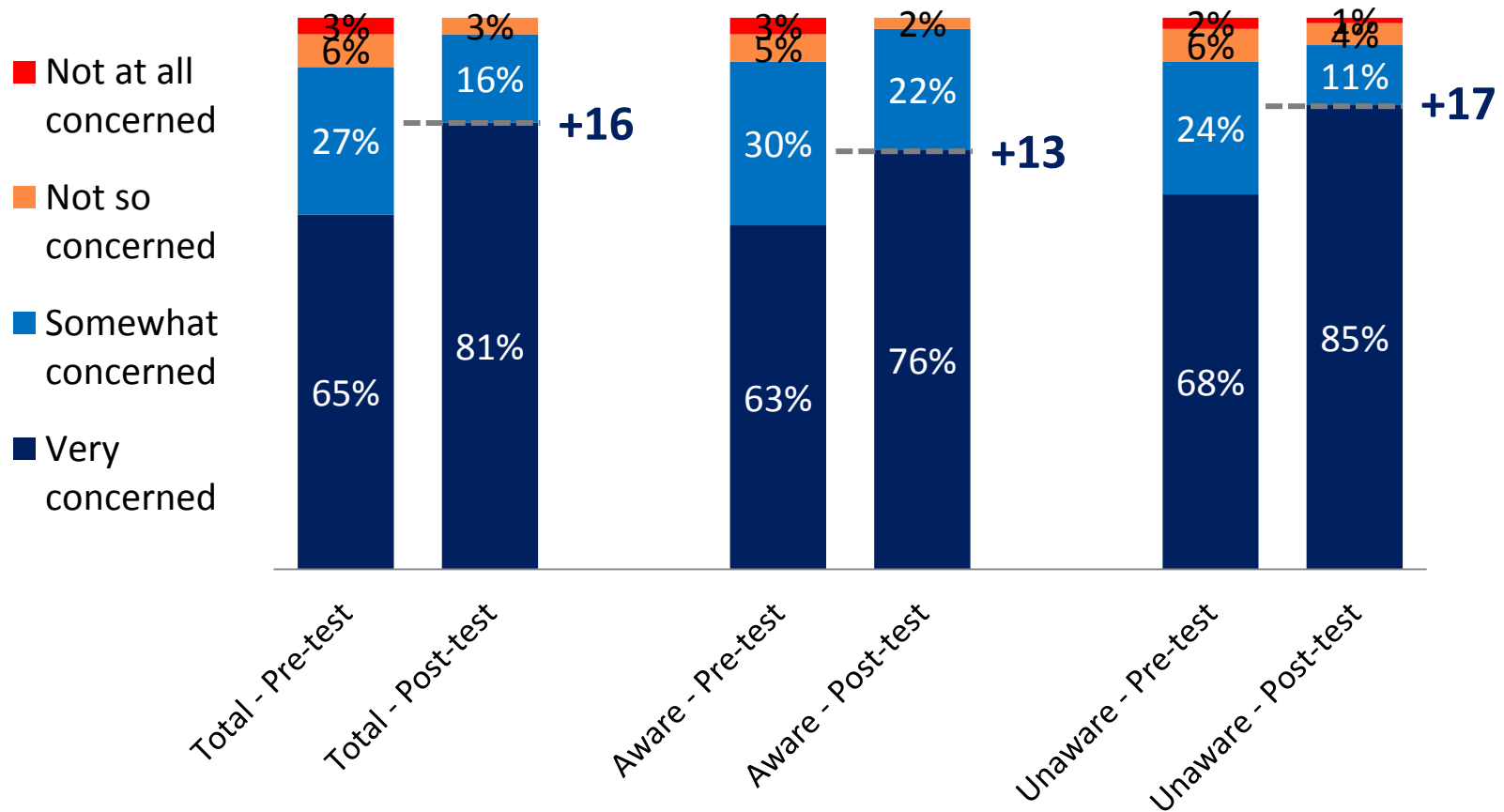


■ Strongly Approve
 ■ Somewhat Approve
 ■ Neither Approve nor Disapprove
 ■ Somewhat Disapprove
 ■ Strongly Disapprove

Not only do parents disapprove of in-school advertising, they see it as being harmful to children



Intensity of concern grows after parents learn more about the types of online tracking and profiling that can take place in schools, even among those initially aware of the practice

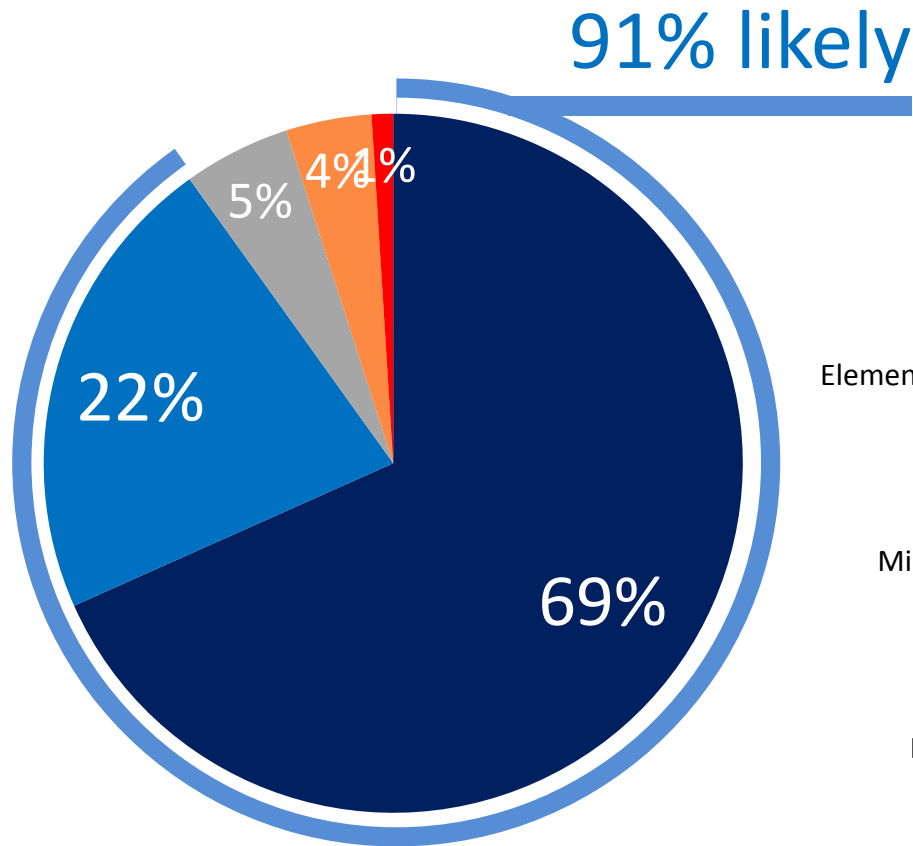




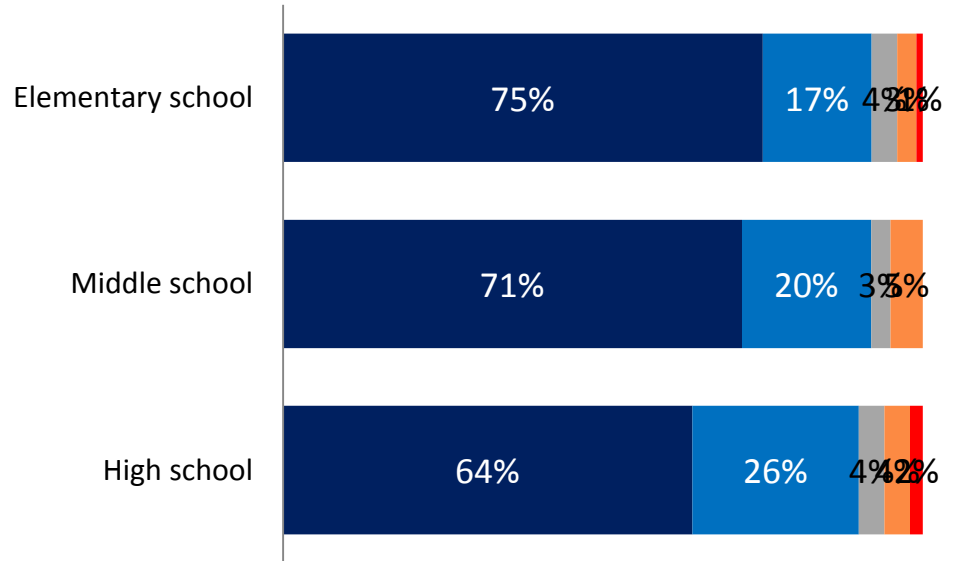
Taking action

While a strong majority of parents look to schools to limit data mining practices, more than four in five are likely to take action against data mining themselves.

Nearly all parents say they are likely to take action against data mining

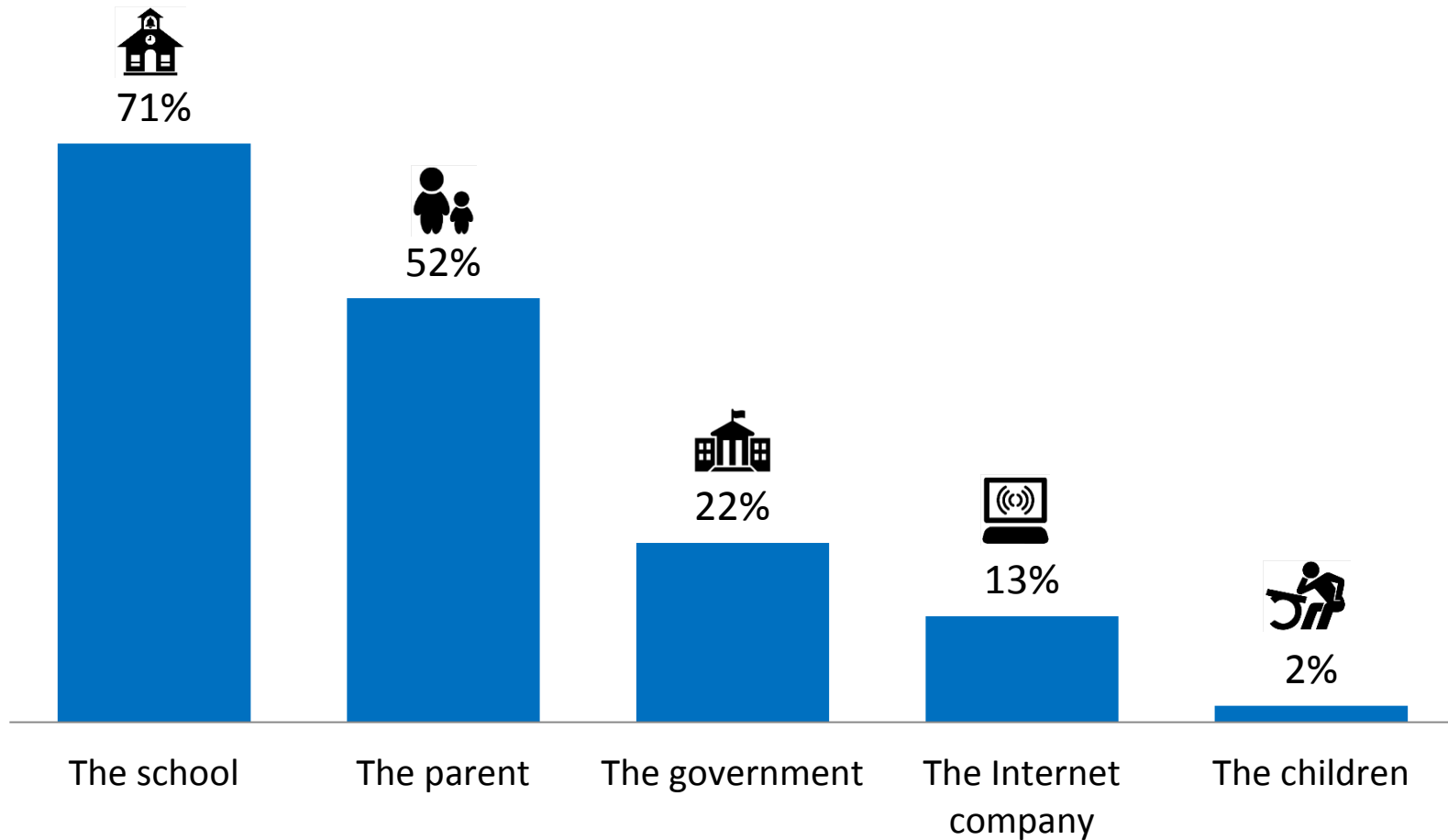


Parents with younger students are more likely to take action.



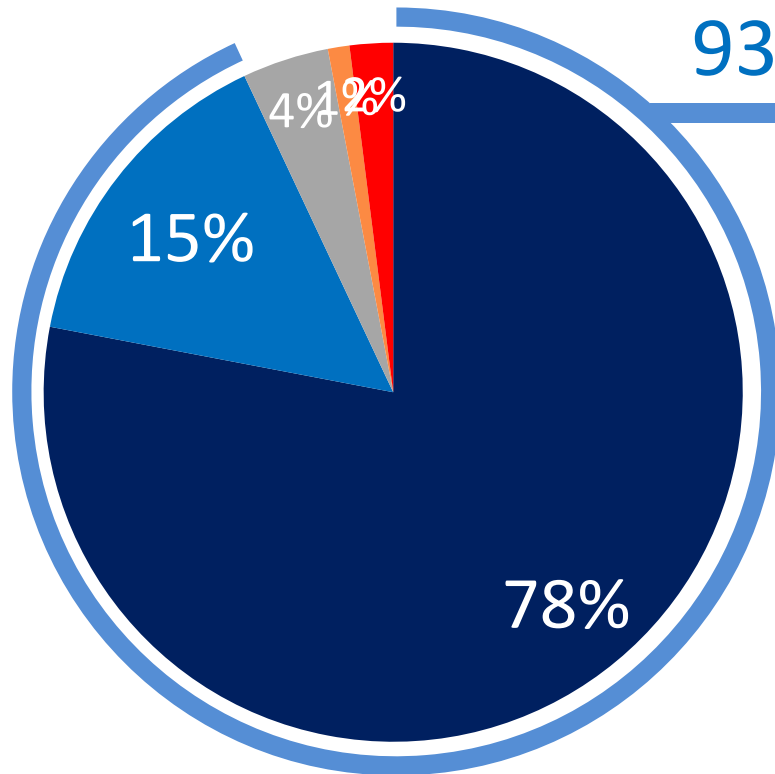
■ Very likely
 ■ Somewhat likely
 ■ Neither likely nor unlikely
 ■ Somewhat unlikely
 ■ Very unlikely

Parents hold schools most responsible for protecting students' privacy



Nearly all parents support Boston schools requiring vendors to pledge they will not use student data for non-educational purposes

93% agree

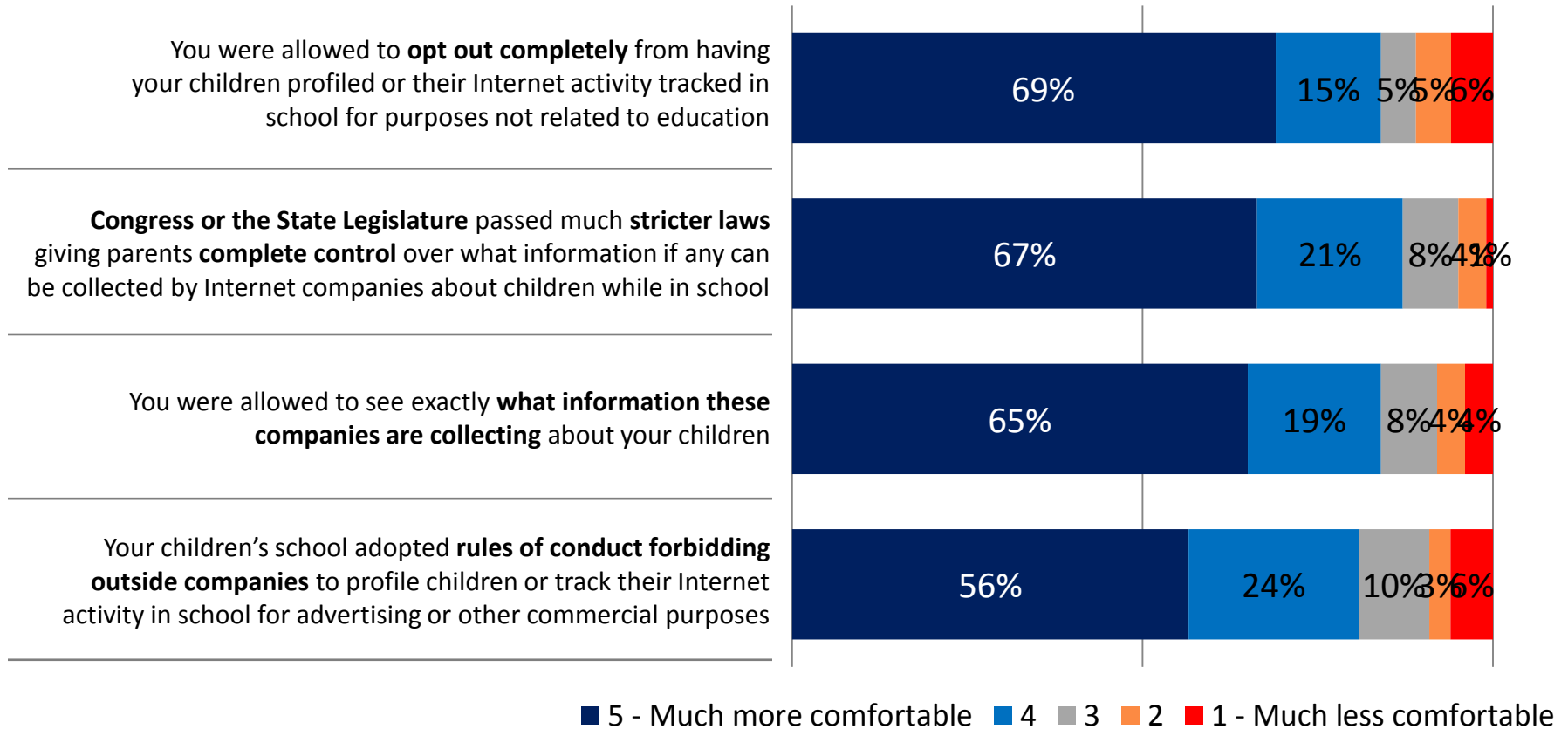


Older parents are more likely to support a Student Privacy Pledge.

79%	vs.	93%	vs.	95%	vs.	97%
Age 18-29		Age 30-39		Age 40-49		Age 50+

■ Completely agree ■ Agree somewhat ■ Neither agree or disagree ■ Disagree somewhat ■ Completely disagree

Giving parents the opportunity to opt out or control what information is collected about their child is most effective in restoring comfort with in-school Internet use



Further, parents agree that schools that use free applications from Internet firms should demand restrictions on data mining

Schools that accept free Internet applications or purchase ad-subsidized devices should require the companies to offer privacy policies that guarantee there will be **no user profiling or web tracking for any purpose not strictly related to education**



Schools that purchase ad-subsidized laptops or tablets should require that **all ad-related functions be completely removed from the devices** (not merely turned off)



Schools that accept free applications from Internet firms or purchase ad-subsidized devices should require contracts that **ban any tracking of children's Internet activity for advertising or other commercial purposes**

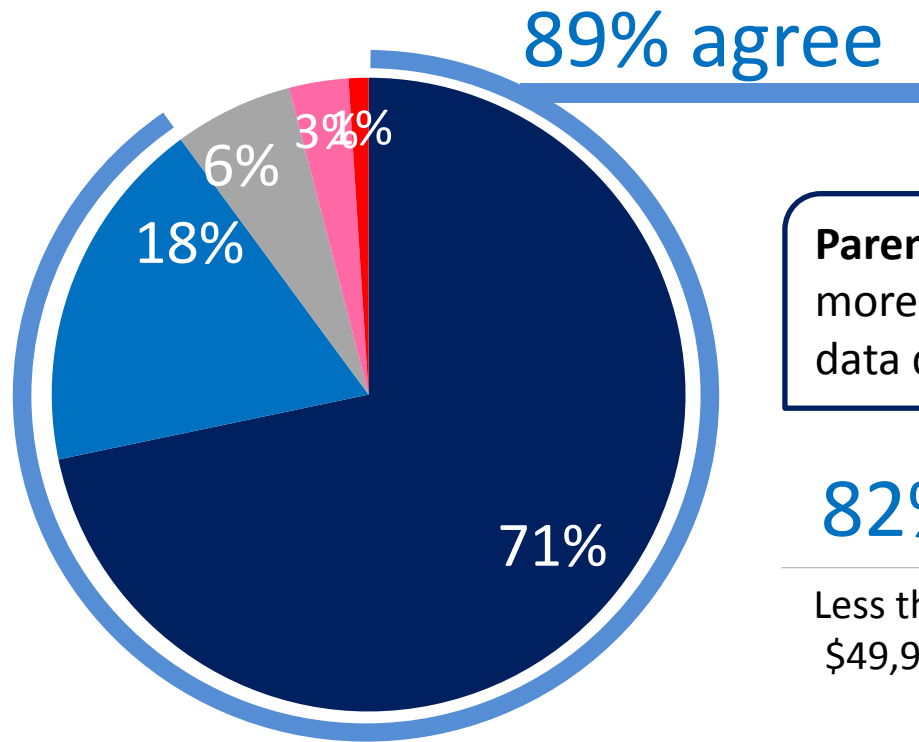


Schools should be allowed to accept free applications from Internet firms **even if children are sometimes tracked for advertising purposes**



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Nearly nine in ten parents agree that children’s personal data deserves higher levels of protection than ordinary consumers’



Parents who earn a higher income are more likely to agree that children’s data deserves greater protection.

82%	vs.	92%	vs.	98%
Less than \$49,999		\$50,000-\$99,999		\$100,000 or more

- Completely agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Completely disagree



About this survey

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This survey was commissioned by SafeGov.org, an online forum for IT providers and leading industry experts dedicated to promoting trusted and responsible cloud computing solutions for the public sector. By fostering a more comprehensive understanding of cloud technologies, including their benefits, capabilities and limitations, SafeGov.org works to empower government users to make well-informed procurement choices from the growing universe of marketplace offerings.

The survey was conducted by Brunswick Insight, the research and consulting arm of the Brunswick Group, an international corporate communications partnership that helps businesses and other organizations address critical communications challenges. Brunswick is an international team of more than 600 people based in 22 offices in 13 countries.

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Respondent Demographic Profile

