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SOCIAL MEDIA DISTRACTION: PARENTS SPEAK UP

Social Media Distraction

More than 90 percent of [teenagers](#) have access to a cell phone, 94% use the internet almost constantly or several times a day, and 54% say it would be hard for them to give up social media¹.

School leaders are worried about social media usage among students. Its potentially negative effect on students' academics, social health, and mental wellbeing is of grave concern to them.

In January 2023, the public school district in Seattle [sued](#) the tech giants behind [TikTok](#), [Instagram](#), [Facebook](#), [YouTube](#), and [Snapchat](#) seeking to hold social media companies accountable. The [National Center for Education Statistics](#) reports that as of 2020, 77% of schools prohibited students from using cell phones during school hours.

Though well intentioned, such actions should also be informed by the voice a school's customers—parents and families who entrust their child to the school. Setting strategy without listening to their customers—parents and families—can be a mistake. What are parents' beliefs about social media?

C-CUBES-K12™ Parent Voice Study: 2022

The Parent Voice Study – 2022 is based on parents residing in the U.S., are 18 years of age, and currently have a child in school.

Survey Administration

Results are based on a national sample of 10,897 parents who completed an online survey in November-December, 2022. The survey uses proprietary items to measure their student's school and educational experience.

Methodology

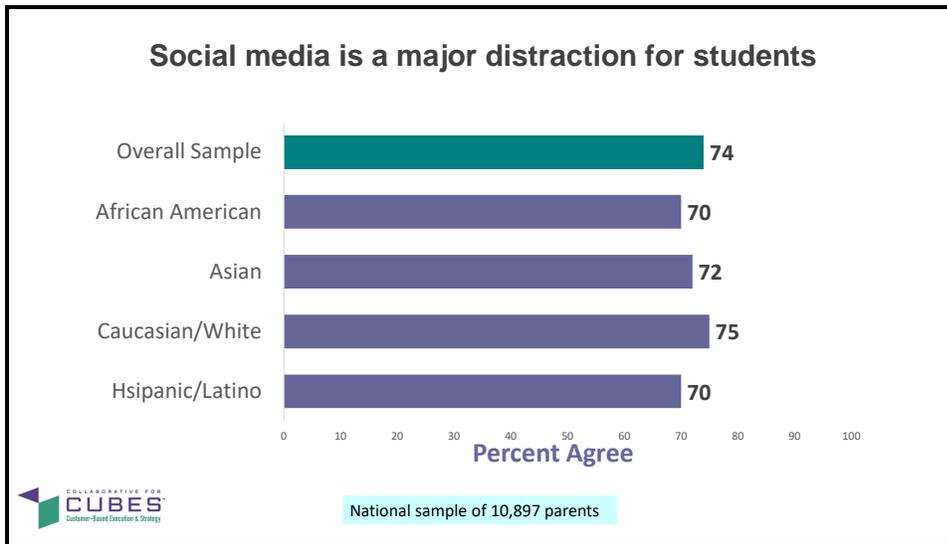
This brief analyzes items rated as: completely disagree=1, somewhat disagree=2, neither agree/nor disagree=3, somewhat agree=4, completely agree=5.

Social media is a major distraction for students

Results

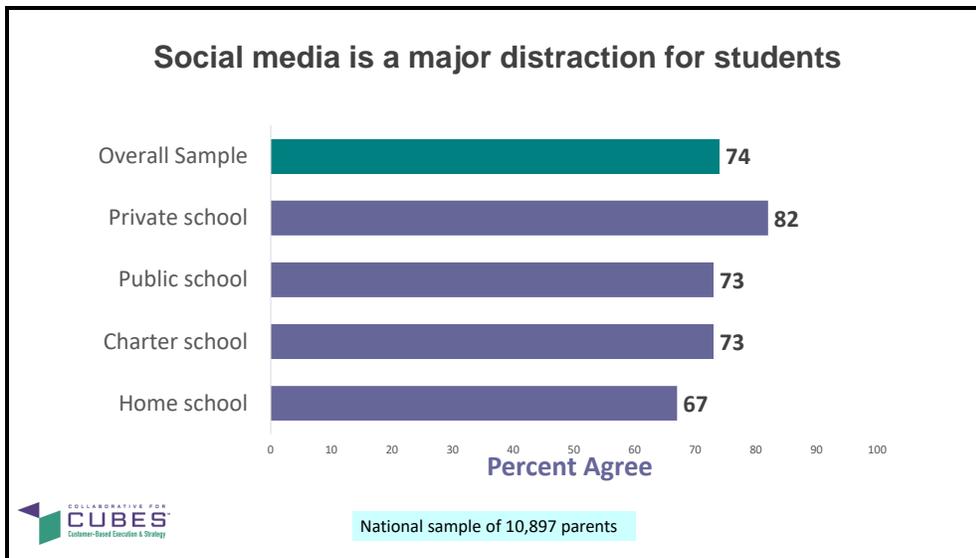
Overall, 74 percent of parents agree that social media is a major distraction for students. Parents from all walks of life, African American (70%), Asian (72%), Caucasian (75%) or Hispanic/Latino (70%) agree that social media is a distraction.

Figure 1: Agreement with “Social media is a major distraction for students”



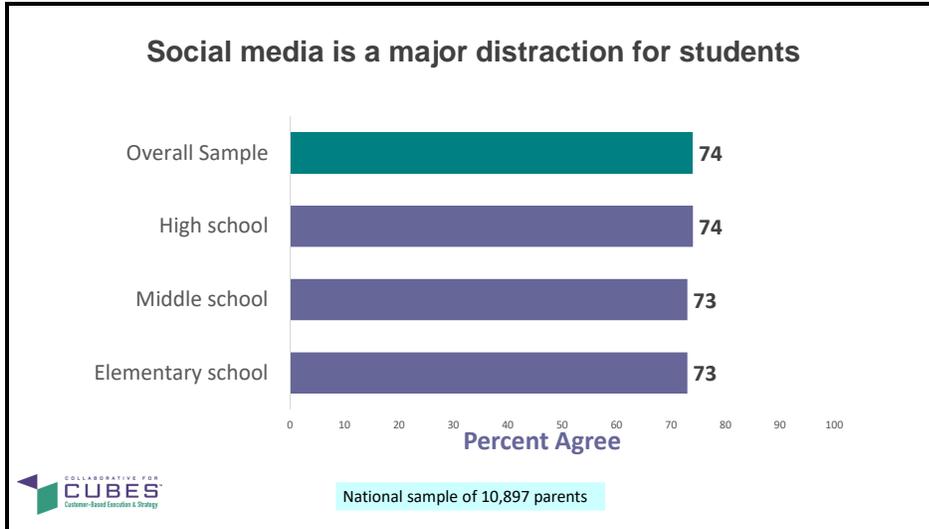
The agreement is stronger among parents with children in private school than other types of schools (Figure 2).

Figure 2: Agreement with “Social media is a major distraction for students”



The agreement is equally strong for parents with kids in elementary (73%), middle (73%) or high school (74%).

Figure 3: Agreement with “Social media is a major distraction for students”



Shaping School District Strategy: What’s Next?

Research with parents shows that their child’s academic achievement is paramount for them. Parents’ concerns about social media stem from their desire for strong academic outcomes for their children.

Author Bio

Dr. Vikas Mittal has published more than 100 articles on customer-focused strategy and worked with senior executives at more than 200 organizations. He is the co-author of a 2021 book: [**FOCUS: How to Plan Strategy and Improve Execution to Achieve Growth.**](#)

Suggested Citation

Mittal, Vikas (2023), “Social media distraction: Parents speak up,” *STRATONOMICS® Insight Series*, January, 1-4. **Free download:** <https://ccubes.us/k12/briefs/>

ⁱ Scholsser, Kurt (2018), “New research finds 95% of teens have access to a smartphone; 45% online ‘almost constantly,’” *Geek Wire*, June 1, 2018. <https://www.geekwire.com/2018/new-research-finds-95-teens-access-smartphone-45-online-almost-constantly/>