



The Parent App: Understanding Families in the Digital Age

Lynn Schofield Clark

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Ninety-five percent of American kids have Internet access by age 11; the average number of texts a teenager sends each month is well over 3,000. More families report that technology makes life with children more challenging, not less, as parents today struggle with questions previous generations never faced: Is my thirteen-year-old responsible enough for a Facebook page? What will happen if I give my nine year-old a cell phone?

In *The Parent App*, Lynn Schofield Clark provides what families have been sorely lacking: smart, sensitive, and effective strategies for coping with the dilemmas of digital and mobile media in modern life. Clark set about interviewing scores of mothers and fathers, identifying not only their various approaches, but how they differ according to family income. Parents in upper-income families encourage their children to use media to enhance their education and self-development and to avoid use that might distract them from goals of high achievement. Lower income families, in contrast, encourage the use of digital and mobile media in ways that are respectful, compliant toward parents, and family-focused. Each approach has its own benefits and drawbacks, and whatever the parenting style or economic bracket, parents experience anxiety about how to manage new technology. With the understanding of a parent of teens and the rigor of a social scientist, Clark tackles a host of issues, such as family communication, online predators, cyber bullying, sexting, gamer drop-outs, helicopter parenting, technological monitoring, the effectiveness of strict controls, and much more.

The Parent App is more than an advice manual. As Clark admits, technology changes too rapidly for that. Rather, she puts parenting in context, exploring the meaning of media challenges and the consequences of our responses-for our lives as family members and as members of society.

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