

Online Homeschooling Growing Faster than Video Games during Covid-19 Lockdowns

Never seen before spikes in remote learning and communication tools give hope that kids are doing more online than playing video games and watching movies during pandemic.

April 1, 2020, New York – As online activity skyrockets and school lockdowns keep millions of children indoors, **Qustodio's** analysis shows a promising **105%** leap in digital homeschooling and a **65%** increase in online communications in major markets including Italy, Spain, France, the U.S. and the U.K. This growth far outpaced all other popular online categories including, social media, video games and entertainment which grew at just **20%**, **30%** and **8%** respectively, indicating that the extra in screen time children are consuming during the pandemic is going toward learning and staying social during social distancing.

“Online activity has changed practically overnight; screen time has skyrocketed over 100% and educational and communication platforms that were unheard of just two weeks ago are now household names,” said Qustodio CEO and co-founder, **Eduardo Cruz**. “While it’s exciting to see technology really being put to use for good, learning and staying social, it’s important parents remember not to let their guard down. Even quality screen time should be limited to protect their children’s health online.”

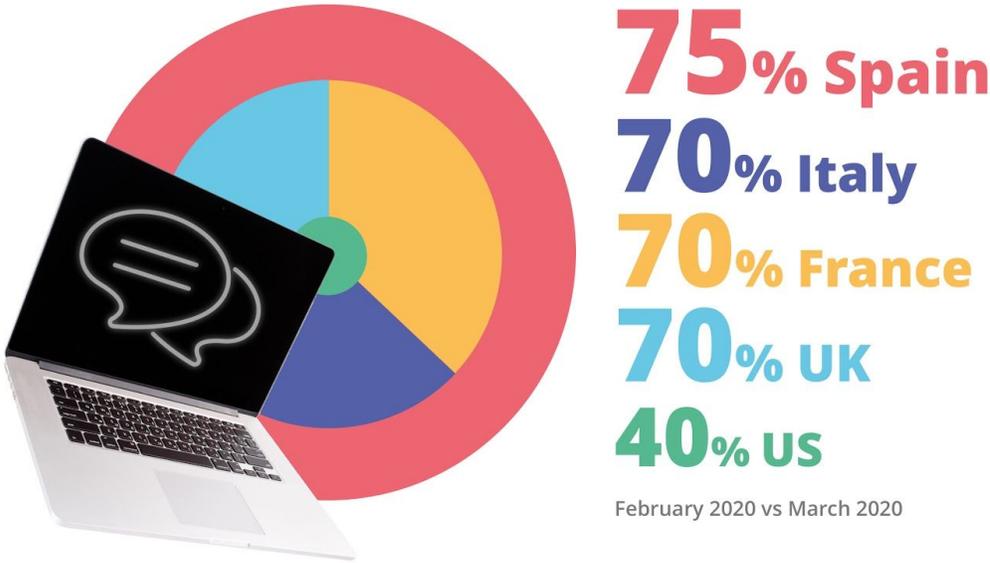
While it is true that the **105%** growth in the education category over the past month across main markets is due to the Covid-19 lockdowns, how strong that growth is in each market varies and has not depended solely on how long a country has closed schools. In the UK, one of the countries to act slowest to shut down schools in reaction to the coronavirus, had the biggest surge in online education activity, up **200%** from just a month ago. In Italy, the first country to shut down schools nation-wide in Europe, was second, e-learning growth was up **160%**. In France, where schools were shut down two weeks ago, digital homeschooling increased **76%**. In Spain, despite going into lockdown ahead of every country but Italy, activity in the education category increased the least, at **40%**, behind **50%** in the U.S. where only 12 states have closed schools so far. Whether these differences in digital homeschooling are related to culture, concerns about education, the technological divide or other factors remains to be evaluated. Growth in this category has been led by established teaching and learning tools **Google Classroom** and **Edmodo**, and by **Duolingo**, the language learning platform.

Growth in Online Education Activity Surges in Major Markets During Covid-19



Looking at the **65%** increase in the communication category over the past month across main markets, distribution in growth was more even. Spain, last in online education activity, leads the pack with **75%** growth. Online communications activity was up approximately **70%** in Italy, France and the UK. The U.S. is the country with the lowest growth in this category at **40%**, but it is the region with the least strict social distancing policies so far, so reliance on digital communication tools is smaller. Nevertheless, once connected, Americans are the group that stay on communication apps the longest. Growth in this category has been led by well-known communication tools such as **Whatsapp** and **Google Hangouts**, but also by the exploding simultaneous group chat service **Houseparty**, or by the boom in **Zoom.us**, a video business video conferencing software that is now a favorite among kids and families.

Growth in Online Communication Activity Surges in Major Markets During Covid-19



“Our daughter has taken to communication apps like a duck to water,” said, **Lisa Harrison**, mother of a 6-year-old and a 10-year-old in the UK. “She’s connected to 10 of her friends on Zoom right now. It doesn’t matter if they don’t have anything to discuss, they are on for hours. They just want to be together. As for distancing learning and online classrooms, we’re still getting used to it all, but it seems to be working for both our children; apart from the learning, it helps keep them from binging on all the other stuff on the internet and provides some much needed structure in chaotic times.”

Qustodio is pro technology, openness and balance. In these times of growing lockdowns, uncertainty and screen time, we encourage parents to use technology to help protect their families while on technology. Just as education and communication apps can help keep kids learning and social, parental control apps, both native and independent, can help keep them safe and healthy.

Qustodio has a free parental control app and we are offering 10% off our Premium service during the coronavirus screen time crisis with the code **STAYATHOME**.

Qustodio recommends speaking openly to children about the dangers on the internet and deciding together on screen time limits and content blocking. We advocate consistency in rule setting, but also flexibility as a child grows in mental maturity and digital resilience. As a general rule, we encourage screen time breaks after 45 minutes of online activity and a complete digital detox one hour before bedtime.

Qustodio tips for keeping children safe and healthy on Education and Communication apps & websites:

- **Education** - The world of online education and distance learning is exploding and this is a great time to take advantage of it. One caveat, some education companies have been [accused of harvesting children's data without their parents' consent](#), be sure you understand who is collecting the data about your child and where it might end up. Also, remember that if your child is online several hours all day for homeschooling, though learning is a positive, their time online should be limited once outside the e-classroom to give their eyes a break and to

encourage physical movement.

- **Communication** - Be extra aware of who your children are talking to and remember that many gaming and social media apps also have ways to communicate. Make sure to turn off access to external chats or “rooms”, and, as in the real world, tell them not to talk to strangers. Remind children that anything they write is permanent. They should never post something they might regret later or that could be used as blackmail. Though communicating with friends and family is a positive, consider setting up time limits if it starts consuming too much time in their day, especially if they have been online already for other reasons.

About Qustodio

Created in 2012 in Barcelona, [Qustodio](https://www.qustodio.com) is the leading platform for digital safety and [wellbeing](#) for families. Our parental control app with screen time limits, geolocation tracking, YouTube monitoring and advanced insights and reporting has over 2 million users worldwide in 180 countries. Qustodio works on different operating systems (Windows, Mac OS, Android, iOS and Kindle) and is available in 8 languages (English, Spanish, French, Italian, Portuguese, German, Japanese and simplified Chinese).

For more information: <https://www.qustodio.com>