

# DIGITAL NATIVES

## THE GENDER ISSUE

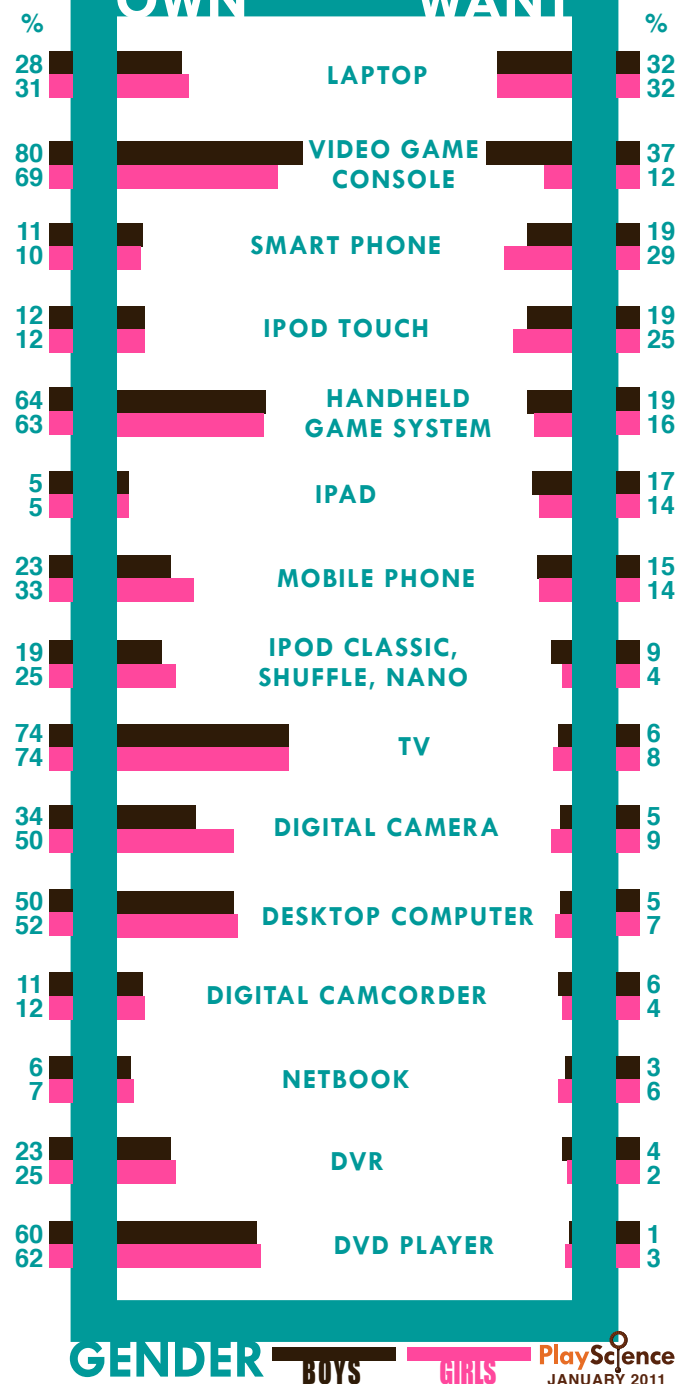
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In the second issue of the Digital Natives LabReport, we take a closer look at the digital media appetites of boys and girls. What are they doing differently and where do their interests' converge? Hungry for games and games only, boys have a one track mind when it comes to tech, while girls prefer the tasting menu for their digital devices, sampling the wide variety of features available.

Today's boys and girls (6-14) differ in how they use the digital devices they've got. While girls take advantage of the many features technology has to offer, boys seem to have blinders on – running straight towards games on every platform. Girls, on the other hand, are more interested than boys in downloading music, pictures, ringtones, and wallpaper, listening to music, chatting and e-mailing with friends, watching videos, and reading eBooks on the tech devices they use.

So, where do boy and girls agree? Two words: digital convergence. In general, both boys and girls want their digital devices both for entertainment and communication purposes (even though the genders skew differently depending on the device and the use). And portability is key – they don't want to carry around multiple devices to suit all of their needs.

## WHAT KIDS OWN WANT



## ABOUT PLAYSCIENCE

PlayScience is a research, consulting, and innovation firm on a mission to break down the walls between industry innovators, academics, and consumers. We are passionate about helping organizations create groundbreaking play and entertainment products that have a positive impact, especially for kids and families.

Video game consoles are king with boys. They are the most owned and wished for tech item by them. They are also much more likely (1 ¾ times!) to be downloading games with their console.

Gaming is also a priority for boys on the computer. 91% of them want a desktop computer to play games on and 77% a laptop (compared to 60% and 58% for girls, respectively)

While boys (82%) are much more interested in playing games on the iPod Touch than girls (52%), gaming is still the number one reason both genders want them.

Contrary to common perceptions, boys are almost as socially oriented as girls across platforms – they call and text on cell phones, interact on social networks, and chat while gaming as much as girls. Girls are slightly more likely to chat online and use email, though.

Girls are just as likely to play games on the computer (desktops, laptops, and netbooks) as boys. Also, girls and boys similarly own and want handheld game systems. (Boys are, however, much more likely to want a console system than girls– 32% vs. 11%)

There seems to be some untapped potential for this generation of console gaming systems with girls. Girls seem to be more enthusiastic about wanting to engage the multiple uses of these consoles – from playing games to playing socially with others to watching DVDs or streaming movies – even though right now they are generally doing those things in equal amounts as boys.

Girls are more “picture-oriented” – they are more likely to own digital cameras and are significantly more likely to use their mobile and smart phones to take pictures and to use their console game systems to download pictures.

Although both genders prioritize game playing and other entertainment on the iPad, girls are significantly more likely to interact with educational materials and want to read eBooks on their iPad.

### METHODOLOGY

In an online survey with our proprietary, nationally representative PlayPanel, we asked 417 kids ages 6-14 about their current technology habits, the tech toys they want (they could choose two), and why these products are so compelling.

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