

A woman with long brown hair and glasses, wearing a denim vest over a dark shirt, is sitting on a dark grey couch. She is holding a white tablet and looking at it. Next to her, a young boy with short brown hair, wearing a dark blue t-shirt, is also sitting on the couch, holding a tablet and looking at it. The background is a simple, light-colored wall.

# Swipe, Snack, Homework, Repeat

## How Parents in KSA and Germany Tame the Screen-Time Beast

Conducted through the Quals.ai platform, an AI-powered qualitative research tool, this study explores the practices and perspectives of parents in Saudi Arabia (KSA) and Germany regarding screen time for children aged 1 to 11. Through 60 in-depth interviews conducted between September 20 and 24, 2024, we delve into how screen time is managed, the perceived benefits and drawbacks, and parental attitudes towards expert advice.





## No Homework, No Netflix

Parents from both regions demonstrate a strategic approach to allowing screen time, often contingent upon the completion of responsibilities. Screen time is frequently granted after children finish their homework or chores. This conditional allowance reflects a common parental strategy to use screen time as a reward for fulfilling daily duties, promoting a sense of responsibility in children.

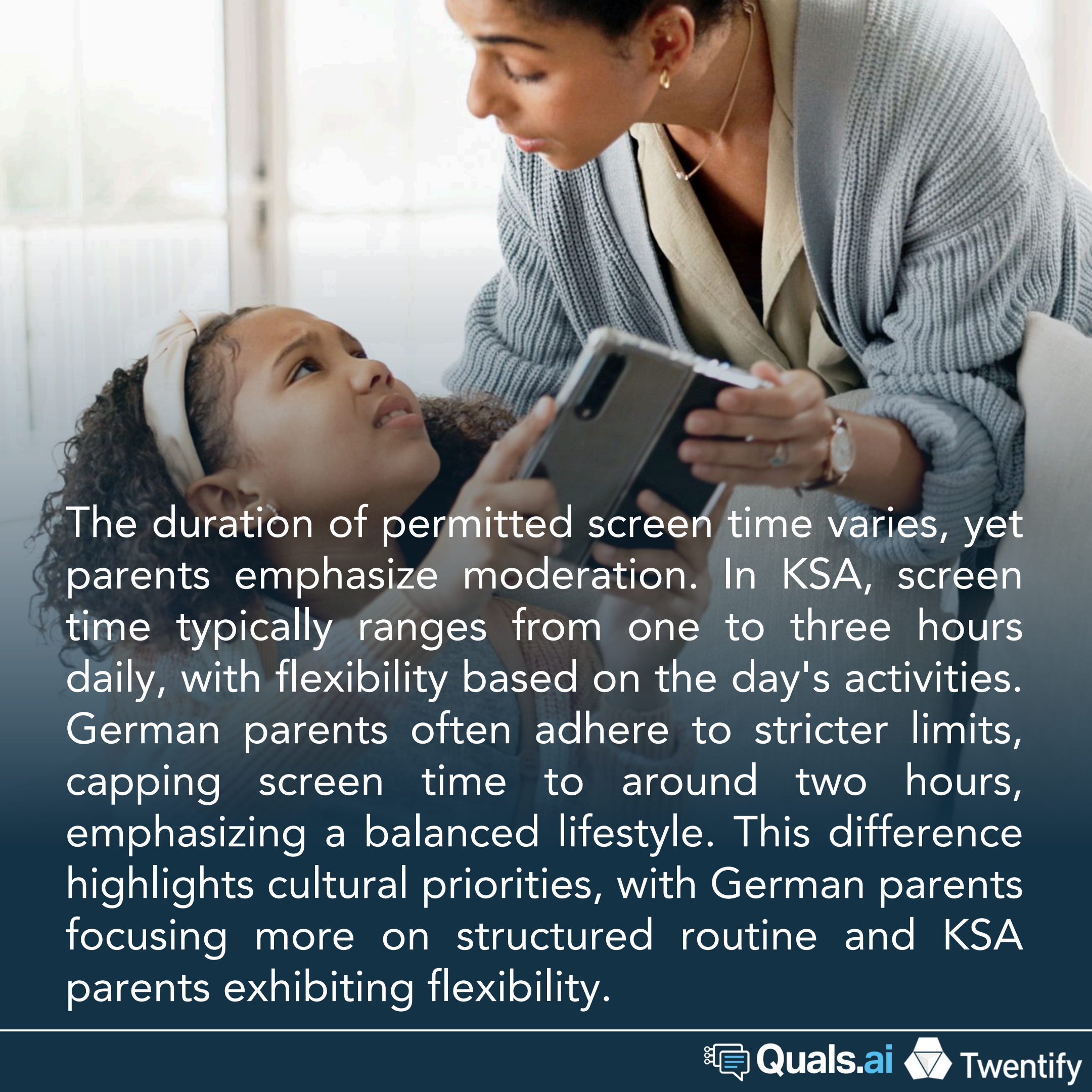




*"I allow screen time after they complete their homework and house chores." (KSA, Female, 45)*

*"Screen time is a reward after my child finishes their tasks." (Germany, Female, 43)*





The duration of permitted screen time varies, yet parents emphasize moderation. In KSA, screen time typically ranges from one to three hours daily, with flexibility based on the day's activities. German parents often adhere to stricter limits, capping screen time to around two hours, emphasizing a balanced lifestyle. This difference highlights cultural priorities, with German parents focusing more on structured routine and KSA parents exhibiting flexibility.

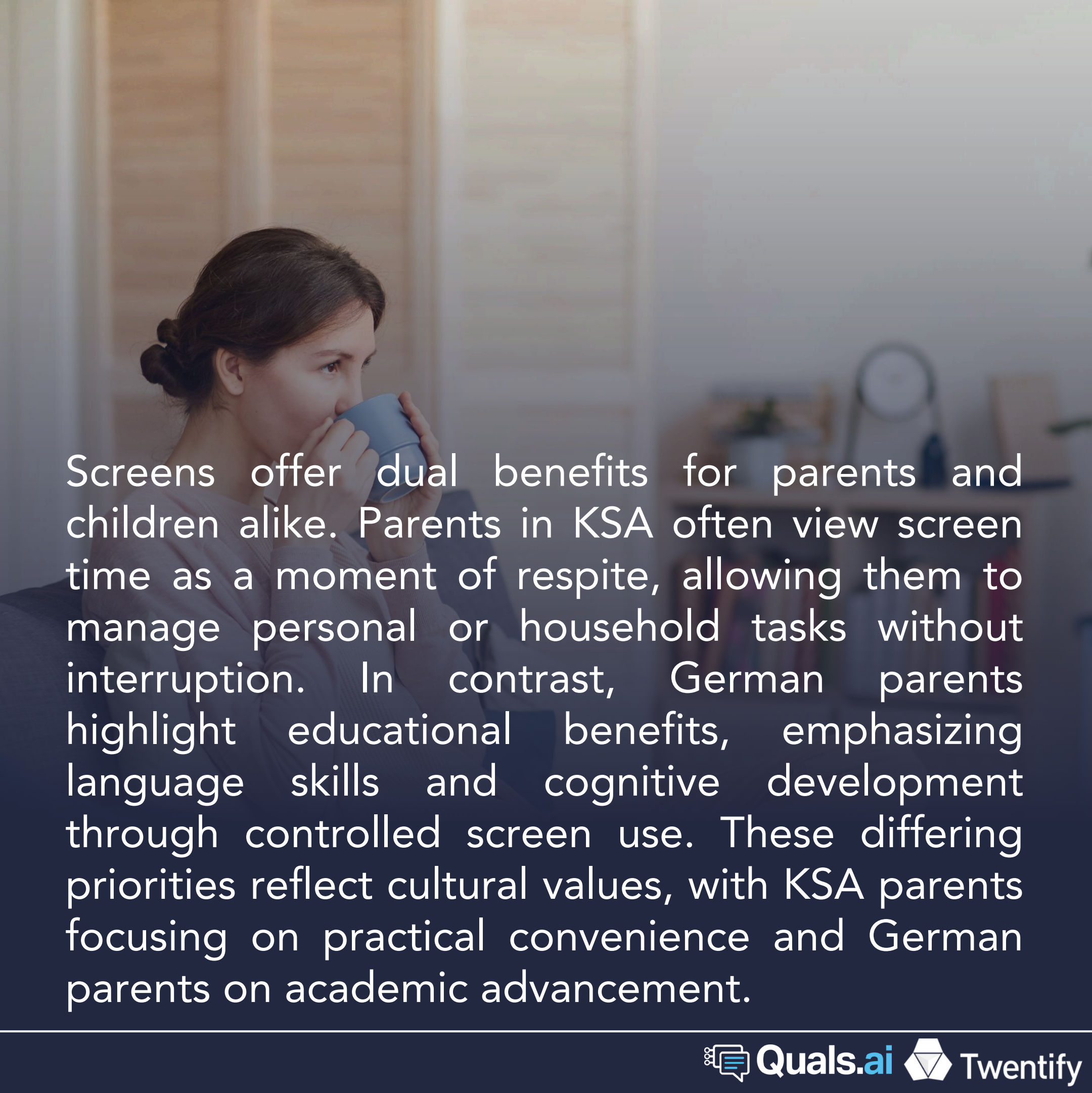




*"My children use screens for about two hours a day, mostly in the afternoon." (KSA, Male, 32)*

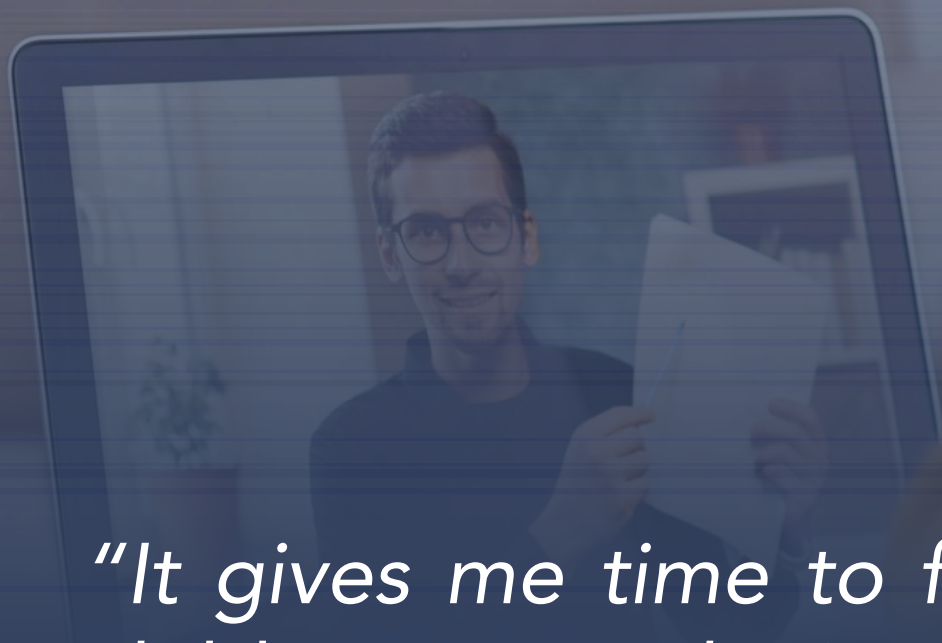
*"We limit screen time to roughly two hours, to keep it in check." (Germany, Female, 41)*



A woman with dark hair tied back is shown in profile, drinking from a light blue cup. The background is a blurred indoor space with warm lighting, suggesting a home or office environment. The text is overlaid on the lower half of the image.

Screens offer dual benefits for parents and children alike. Parents in KSA often view screen time as a moment of respite, allowing them to manage personal or household tasks without interruption. In contrast, German parents highlight educational benefits, emphasizing language skills and cognitive development through controlled screen use. These differing priorities reflect cultural values, with KSA parents focusing on practical convenience and German parents on academic advancement.

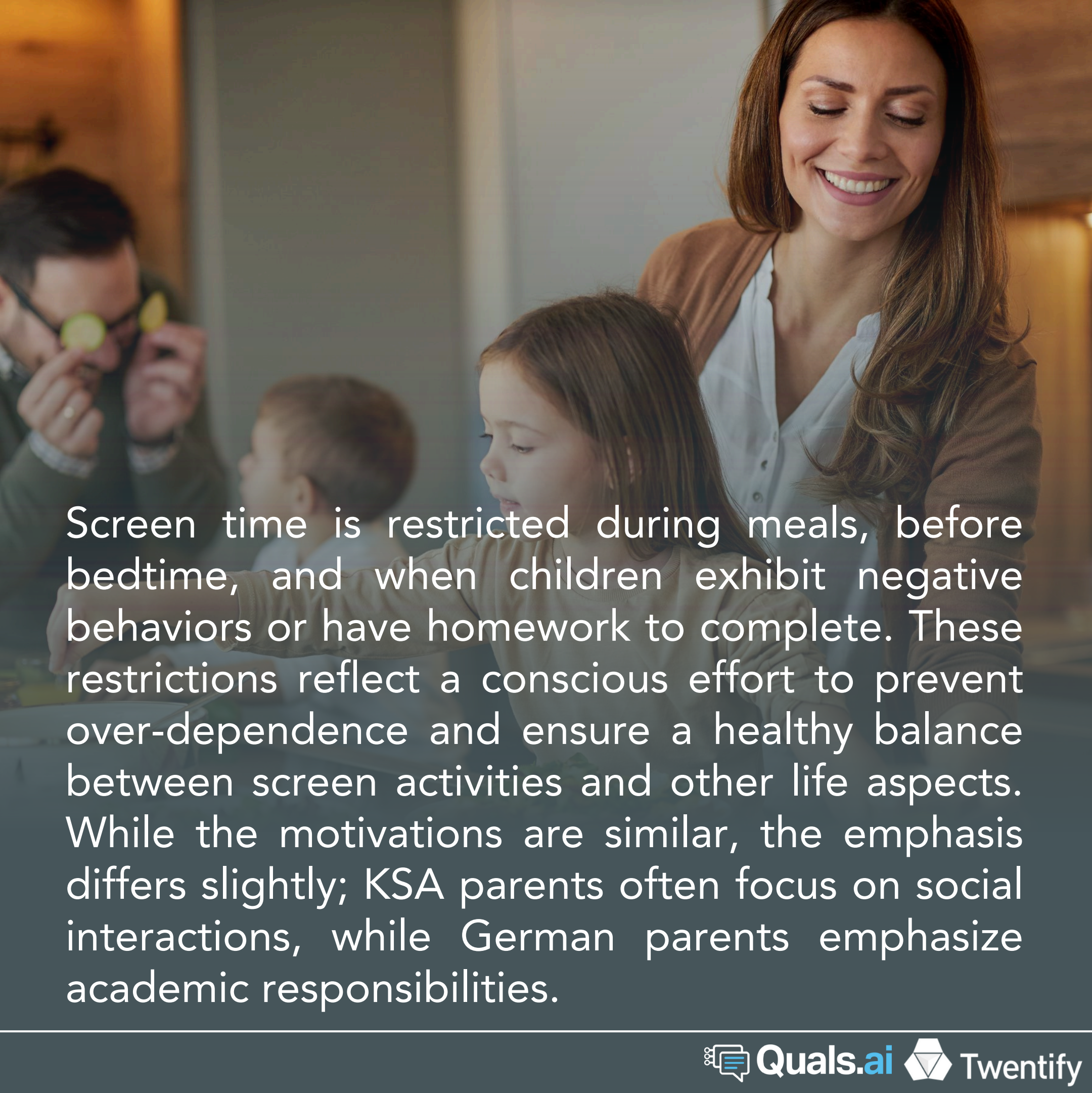
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*“It gives me time to finish my chores while my child is engaged.” (KSA, Female, 29)*

*“My child has learned new words in English through educational videos.” (Germany, Female, 32)*



A warm, indoor scene featuring a family. In the foreground, a young girl with long brown hair is looking down at something on a table. Behind her, a woman with long brown hair is smiling warmly. In the background, a man is visible, holding two small green objects up to his face. The overall atmosphere is cozy and domestic.

Screen time is restricted during meals, before bedtime, and when children exhibit negative behaviors or have homework to complete. These restrictions reflect a conscious effort to prevent over-dependence and ensure a healthy balance between screen activities and other life aspects. While the motivations are similar, the emphasis differs slightly; KSA parents often focus on social interactions, while German parents emphasize academic responsibilities.





*"No screens during meals or right before bed."  
(Germany, Female, 47)*

*"I restrict screen time when they haven't  
finished their homework." (KSA, Female, 36)*





## No Guns, Just ABCs

Parents in both KSA and Germany prioritize educational, age-appropriate content while steering clear of violent or adult material. KSA parents often favor religious and cultural themes, while German parents lean toward general educational apps and videos — all aiming to foster safe, enriching digital spaces for their kids.



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*“We focus on educational games and videos for the kids.” (Germany, Female, 38)*

*“Content must be age-appropriate and free from violence.” (KSA, Female, 30)*



A woman with long brown hair and glasses is sitting on a dark grey couch, looking down at a tablet computer. A young boy with brown hair is sitting next to her, also looking at a tablet. The background is a simple, modern interior with a patterned cushion.

## Implications & Recommendations

*This study illuminates the shared challenges and strategies among parents in KSA and Germany in managing children's screen time. Despite cultural differences, common themes emerge, showcasing a global parental endeavor to balance digital engagement with traditional developmental needs. As technology continues to evolve, ongoing dialogue and research will remain crucial in navigating the complexities of screen time in childhood.*





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