



**Is Media the Other
Parent?
The Influence of Media &
Technology
on Young Children**

**NACCRRA
December 7, 2011**



Objectives

- Overview of young children's media landscape
- Research on the media's impact on children's health and development
- Tips on raising media-smart kids
- Strategies for educating and engaging parents, caregivers and your community

About Me

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About Me

Kelly Mendoza
Working Mom

Insert picture



1. Rate

2. Educate

3. Advocate

Young Children's Media Use

Zero to Eight

Children's Media Use in America



A Common Sense Media Research Study

FALL 2011

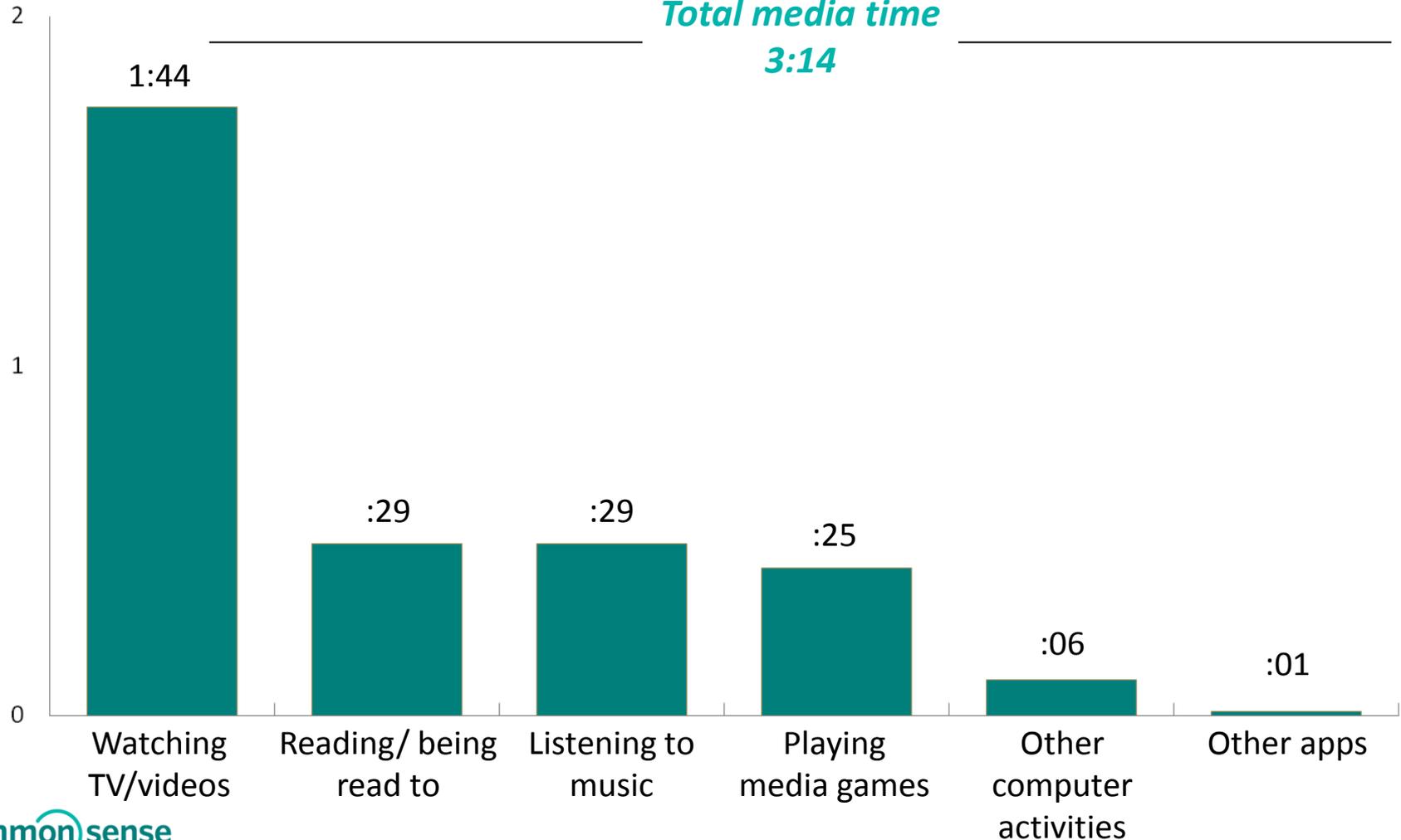
How much time are young people spending with media?



Media use by activity

Among 0-8 year-olds, average time spent in a typical day:

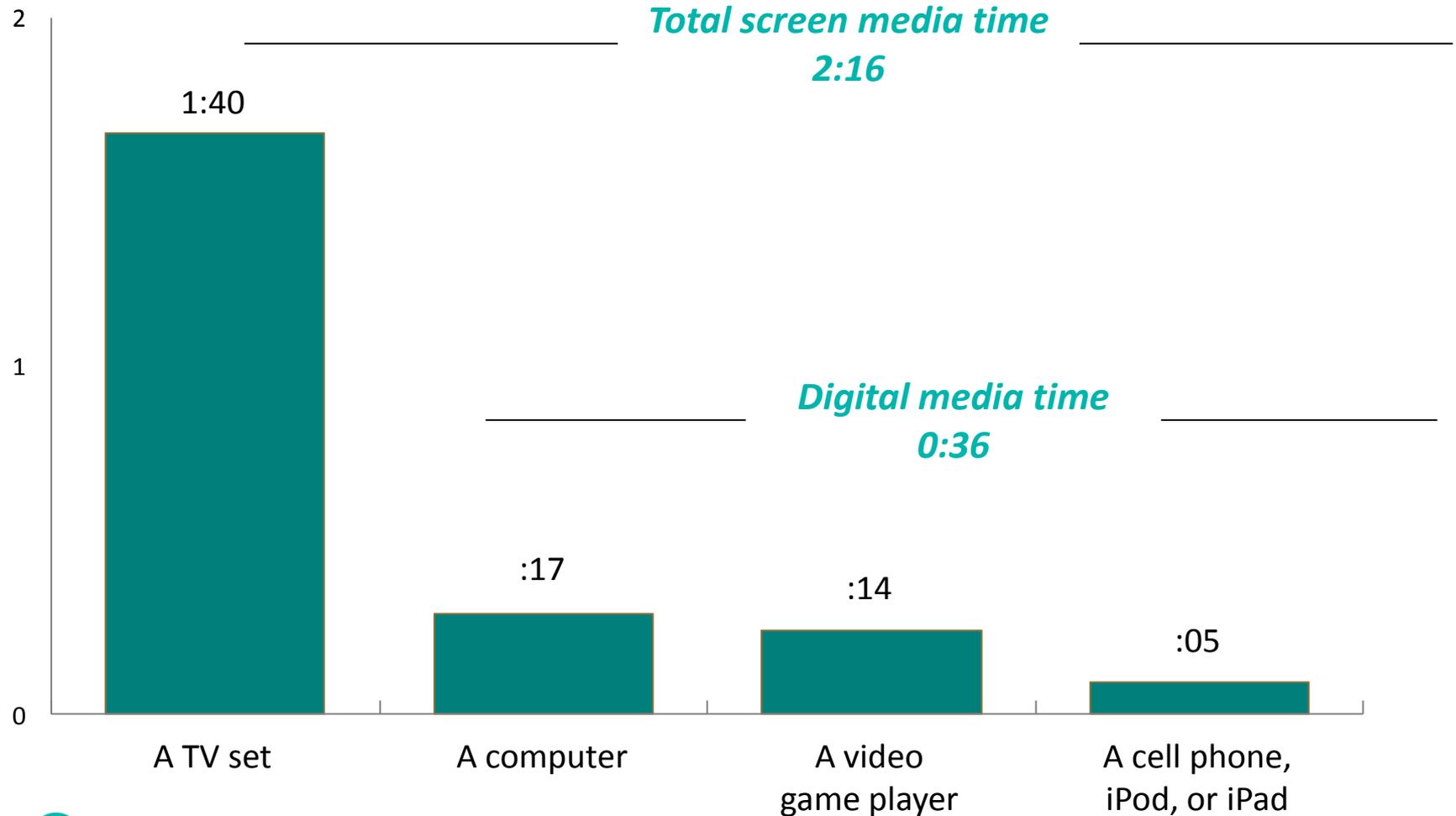
Hours:minutes



Digital Media: Screen use by platform

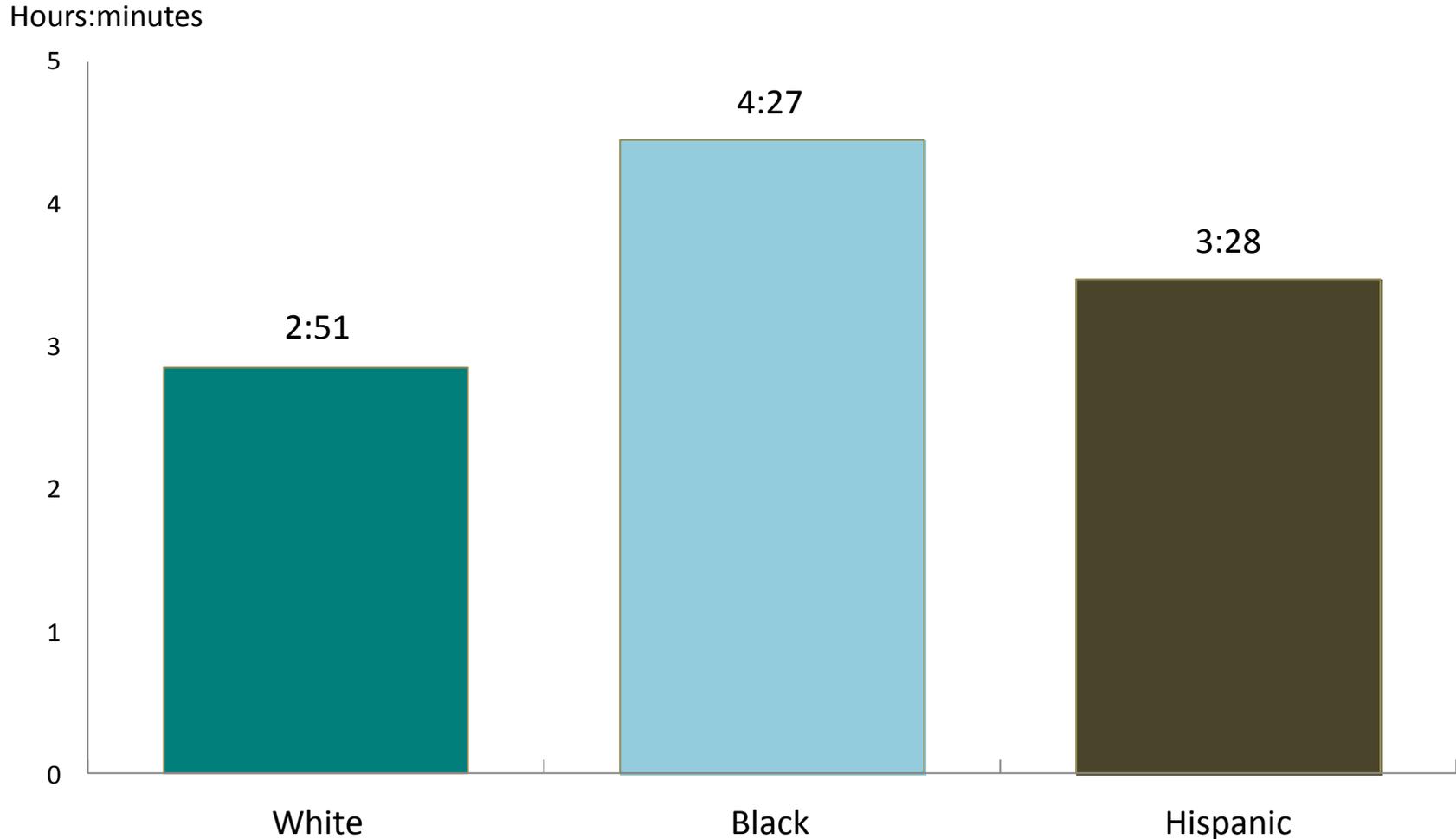
Among 0-8 year-olds, average time spent in a typical day using:

Hours:minutes



Total time with media, by race

In a typical day, amount of time 0-8 year-olds spend with media:

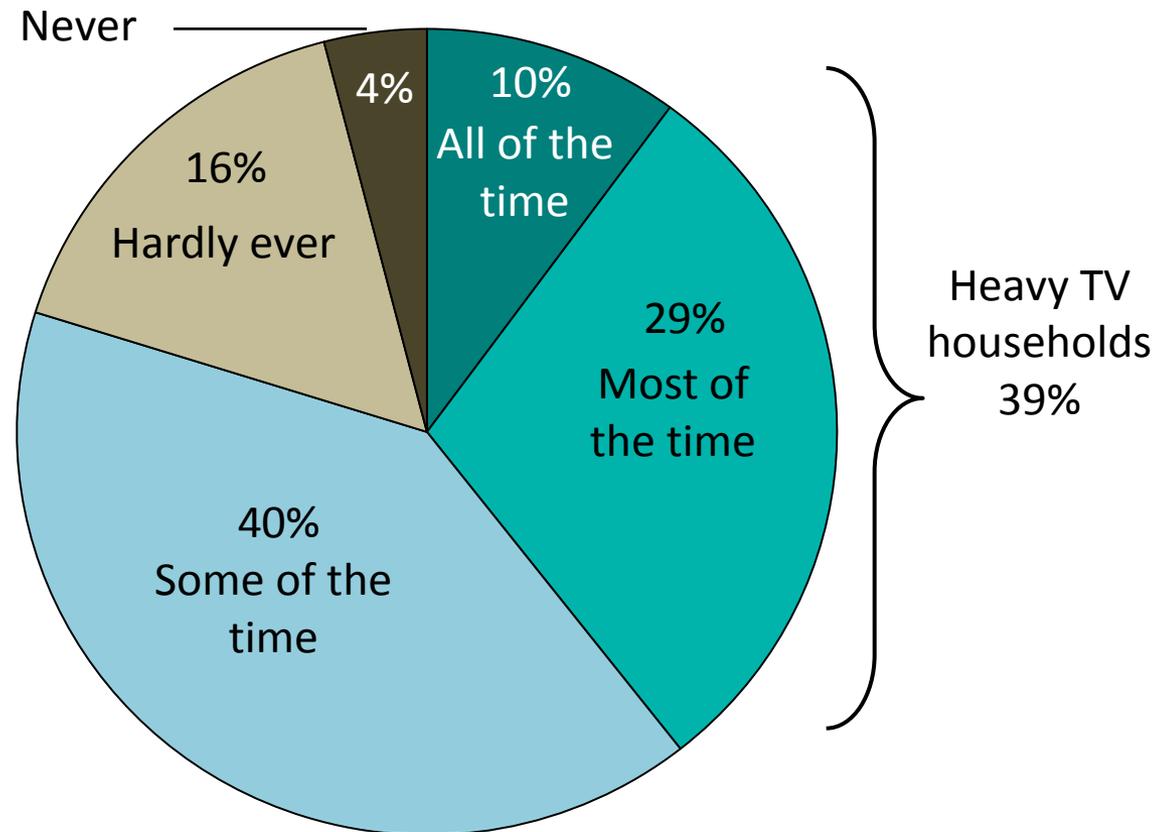


TV use for 0-2 year-olds

- Average age for first TV viewing is 9 months
- 47% watch TV or DVDs daily. Of those who do watch, the average is nearly 2 hours per day
- Twice as much time is spent watching TV than reading books

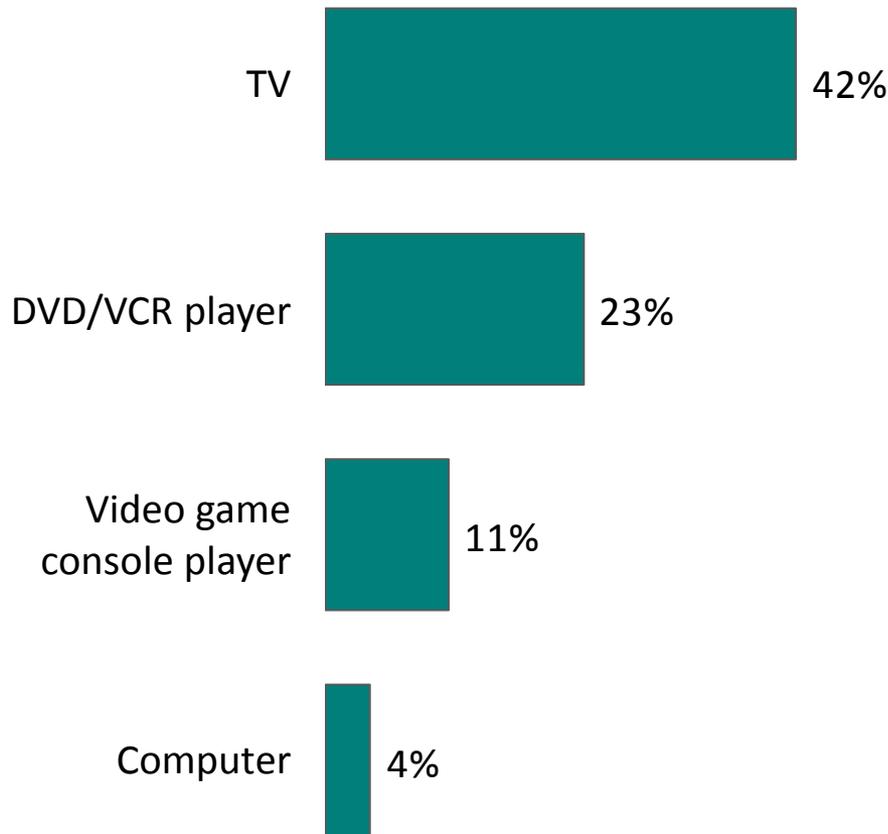
Background TV

Among 0-8 year-olds, the percent who live in homes where the TV is on even if no one is watching it:



Media in the bedroom

Among 0-8 year-olds, percent with each item in their bedroom:



70%

Of kids in **home-based day care** centers watch TV every day

=

1.6 hours

Of total TV time for toddlers

36%

Of kids in **center-based day care** centers watch TV every day

=

10 minutes

Of total TV time for toddlers

Media has changed its message



Role Models/
Social Messages



Advertising



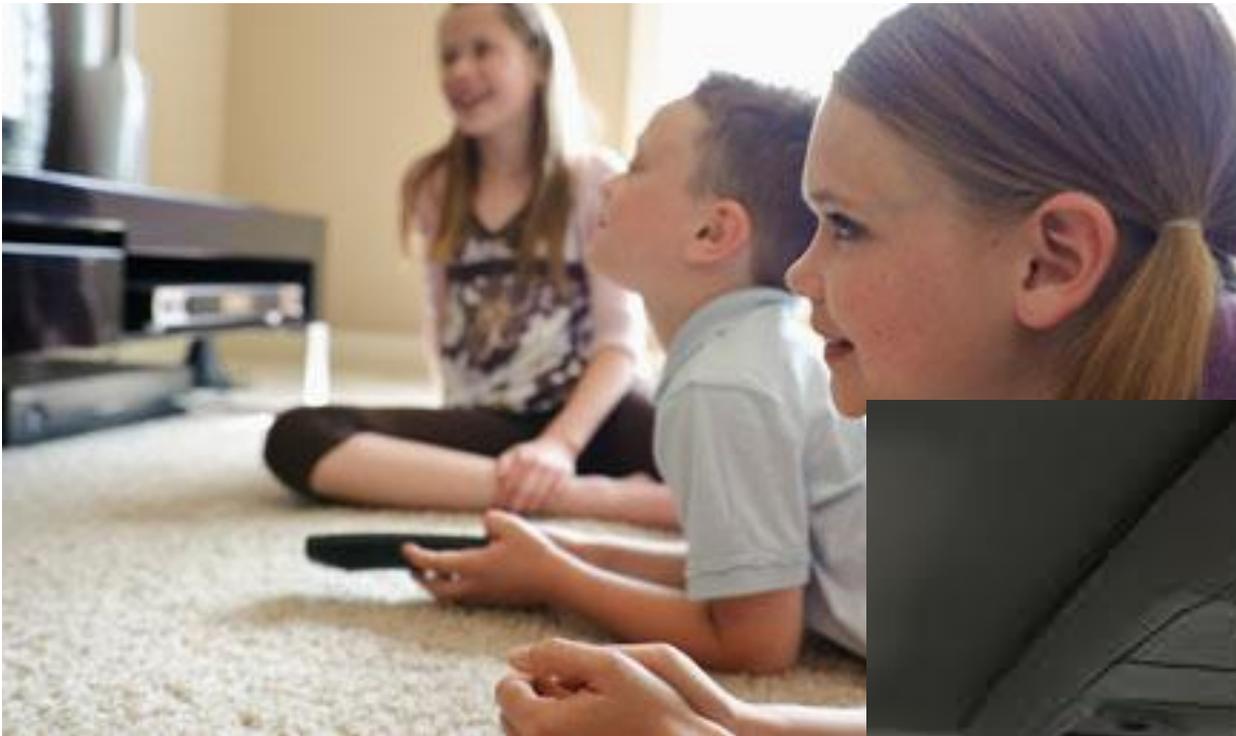
Violence



In the home



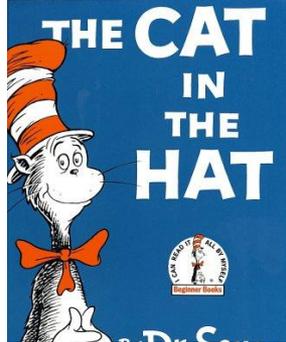
On the go/mobile



Differentiated



Converged



Passive



Interactive



Consume



Create



Entertainment



Edutainment



What does this mean for young kids?



Cognitive Impact

- Young children's cognitive impact depends on
 - **Content** – age-appropriate, high-quality, educational
 - **Context** – adults being present and engaged with children, reinforcing learning
 - **Age of the child** – learning outcomes start with preschool, not infants
- Exposure to heavy media use, pure entertainment, and violence is associated with poorer cognitive development and lower academic achievement



“I don’t spend nearly as much time with my son as I need to... He has learned huge amounts from the videos and computer games we have.. I’m very grateful.”

- Mother of a 1 & 3 year old

Distinguishing reality from fantasy

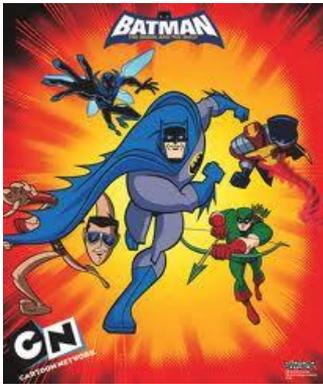
- Young children can't tell the difference between fantasy and reality on TV

- Young children are particularly susceptible to media violence



Aggressive and anti-social behavior

Heavy and repeated exposure to media violence can lead to:



- Desensitization to violence
- Thinking that violence is an acceptable and effective way of solving problems
- Belief that world is a mean and scary place
- Bullying and aggressive behavior

“I watch CSI... She sits down and watches with me. I don’t know how harmful it is to her. It’s gory, but it doesn’t seem to bother her.”

– Mother of a 1 & 3 year old

Materialistic values

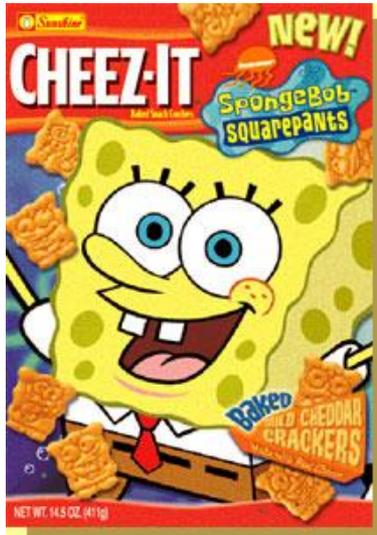


- Kids under 8 have a hard time distinguishing ads from programming

- Ads are becoming more interactive and harder to detect

- Merchandising saturates kids' worlds with products

Childhood obesity



- Kids see one food commercial about every five minutes Saturday mornings.
- A preschoolers risk of obesity jumps 6% for every hour of TV watched per day and 31% if there is a TV in their bedroom.

What can parents and childcare providers do to help kids?



Know the child's media habits

- Where is the media located?
- Who uses media and how often?
- What are the child's rules?
- What are children's favorite shows or games?



Make media guidelines and limits

- Limit “screen time” and balance with other activities



Active time



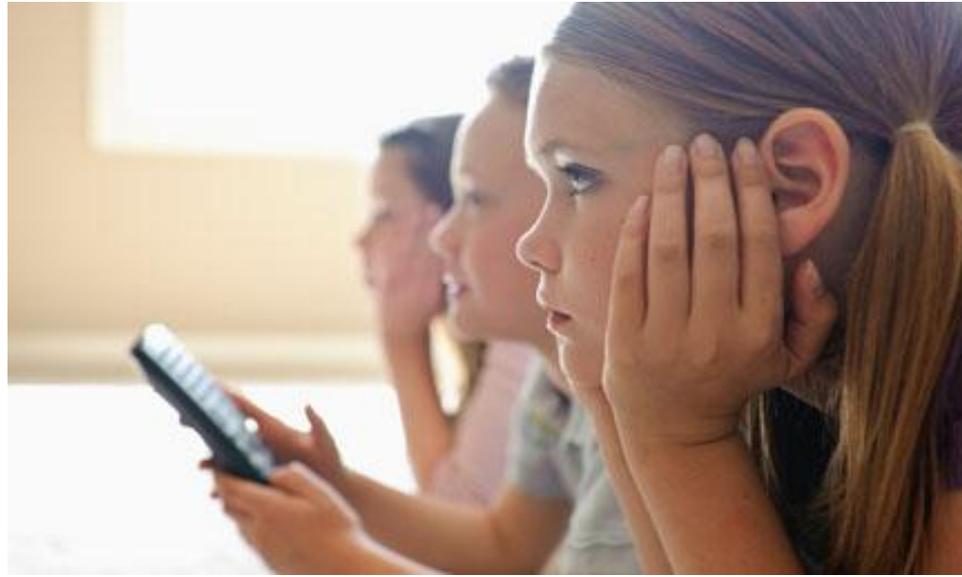
Creative time



Reading time

Make media guidelines and limits

- Encourage parents to keep media out of kids' bedrooms
- Teach children to ask permission before using media
- Watch the clock



Choose age-appropriate media

- Choose age-appropriate media and when possible educational media
- Reinforce learning concepts from media
 - Vocabulary
 - Numbers/letters
 - Good behavior
- Background vs. Foreground TV



[See more app reviews](#)

Team Umizoomi Math: Zoom into Numbers HD (iPad)

2 **age** 3 6 8 10 12 14 16 17

common sense media says

Cheerful preschool math app covers wide range of skills.

Use media together and ask questions

- Let kids know what you like, don't like and why.

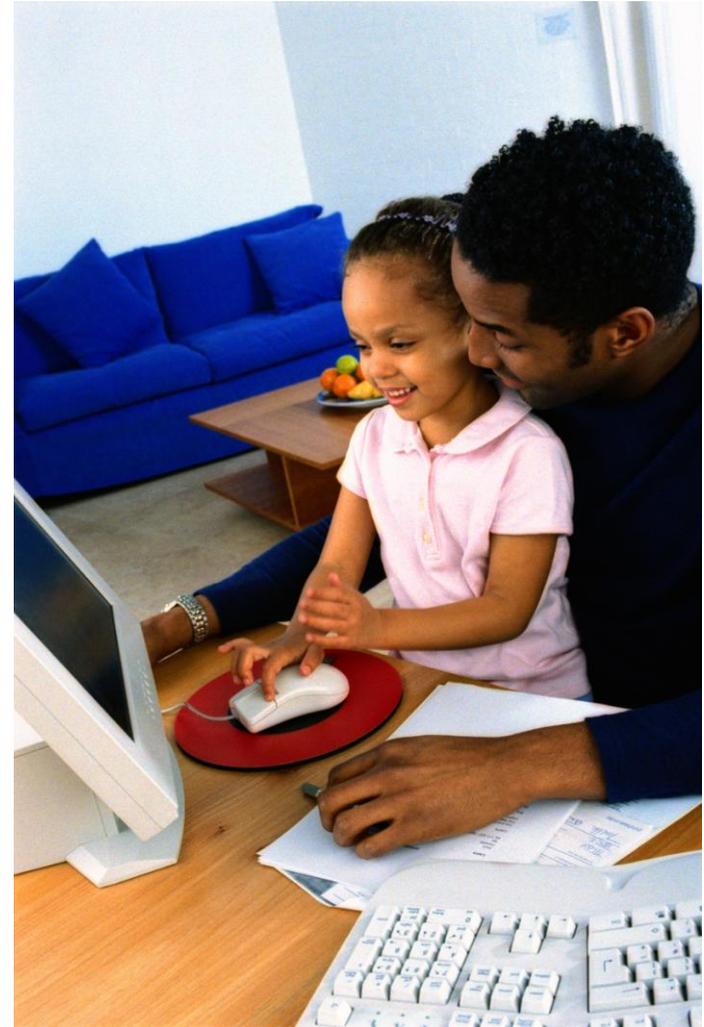
- Look for media that encourages real world exploration.

- Ask LOTS of questions!
 - Who was your favorite character? Why?
 - Why do you think that character did that?



Help kids understand what they're watching and playing

- Reassure children that they are safe.
- Superheroes and cartoon characters can do things that real people can't.
- Talk about better ways to solve problems, having children give examples.



Resources for parents and educators

The screenshot displays the Common Sense Media website interface. At the top, there is a navigation bar with icons for 'new this week', 'browse reviews', 'what we love', 'advice', 'parents & kids say', and 'in your school'. Below this is a section titled 'New movies in theaters' featuring three movie posters: 'The Muppets', 'Hugo', and 'Arthur Christmas'. Each movie has an age rating (5, 8, and 5 respectively) and a star rating. A 'see more movie reviews' link is visible below the movies. On the left side, there is a sidebar with a 'find reviews' search bar, an 'ages' filter (2-17), and an 'entertainment type' filter (movies, games, apps, websites, tv shows, books, music). The Common Sense Media logo is in the bottom left corner.

- Reviews
- Recommendations
- Research
- Parent advice
- Tip sheets
- Videos
- Turn-key parent presentations

Our resources can help



new this week



browse reviews



what we love



advice



parents & kids say



in your school

Advice for families in a 24/7 media world

advice

By age

- [Preschoolers \(2-4\)](#)
- [Young kids \(5-6\)](#)
- [Kids \(7-8\)](#)
- [Preteens \(9-11\)](#)
- [Teens \(12-14\)](#)
- [Older teens \(15-17\)](#)

By topic

- [Sex and violence](#)
- [Cyberbullying](#)
- [Celebrities and stereotypes](#)
- [Digital citizenship](#)
- [Internet safety](#)
- [Social networking and virtual worlds](#)



Family Guide to Kids' High-Tech Toys

Learn how to manage your kids' new tech toys and avoid unwanted surprises.

[read more](#)

Tips, advice, and solutions



Preschoolers

[Should Babies and Toddlers Watch TV?, Why Preschoolers Love Apps and iPhones](#)

[more >](#)

In partnership, we can...

Bring parents, caregivers, and educators together to raise a generation of kids who are safe, smart and responsible creators and consumers of media.

www.commonsense.org



Research

- Future of Children (2008). *Children and Electronic Media*, 18(1). Available: http://futureofchildren.org/futureofchildren/publications/docs/18_01_FullJournal.pdf
- Common Sense Media. (2011). *Zero to eight: Children's media use in America*. Available: <http://www.commonsensemedia.org/sites/default/files/research/zerotoeightfinal2011.pdf>
- Garrison, M. M. & Christakis, D.A. (2005). *A teacher in the living room? Educational media for babies, toddlers, and preschoolers*. Kaiser Family Foundation. Available: <http://www.kff.org/entmedia/upload/7427.pdf>

Research

- Gutnick, A.L., Robb, M., Takeuchi, L., & Kotler, J. (2011). *Always connected: The new digital media habits of young children*. The Joan Ganz Cooney Center at Sesame Workshop.
Available: http://www.joanganzcooneycenter.org/upload_kits/jgcc_alwaysconnected.pdf
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- Singer, D.G., & Singer, J. L., Eds. (2001). *Handbook of children and media*. Thousand Oaks, CA: Sage.