How Media Affects Children’s Development and How Parents Can Help

Michael Robb, PhD
We are the nation's leading nonprofit organization dedicated to improving the lives of kids and families by providing the trustworthy information, education, and independent voice they need to thrive in a world of media and technology.
This brave new world isn’t easy for parents...
How do we use media in balance as a family, find quality content, set expectations around healthy use to prevent conflict, and raise media savvy consumers and creators?
ABCs and 123s

Look for apps, TV shows, and movies with positive messages and educational value.
Are we addicted?

**Parents Say**
- 59% of parents feel their teens are addicted to their mobile devices
- 27% of parents feel addicted to their mobile devices

**Teens Say**
- 50% of teens feel addicted to their mobile devices
- 28% of teens feel their parents are addicted to their mobile devices
True addiction is tricky...
Adults don’t get it. They think I’m addicted to technology — but I’m not.

I’m addicted to my friends.

Common Sense Media Focus Groups, 2014.
Multitasking is an issue.
All About That Balance

Ask yourself, is my child:

☐ Physically healthy and sleeping enough?

☐ Connecting socially with family and friends (in any form)?

☐ Engaged with and achieving in school?

☐ Pursuing interests and hobbies (in any form)?

☐ Having fun and learning in their use of digital media?

Source: "New screentime rules from the American Academy of Pediatrics," Sonia Livingstone
Getting parents involved.

What are best practices around digital media and devices?

- Use media with your kid.
- Know your own rules.
- Set expectations and rehearse.
- Connect media to real life.
- Talk about commercials and other advertising.
- Encourage creation as well as consumption.
- Talk about digital citizenship.
- Model the media behavior you want to see in your kids.
We Can Help!

common sense media

Reviews  Top Picks  Family Guides  Parent Concerns  Videos  Blogs  Latino  Research  About Us

Brainfeed - Educational Videos for Kids

age 11+  ★★★★★

Curated learning videos still best after parental preview.

Devices: iPhone, iPod Touch, iPad  Price: Free  Category: Education

WHAT PARENTS NEED TO KNOW

Educational value  ★★★★★

Ease of play  ★★★★★

Violence  ★★★★★

Sex  ★★★★★

Parents need to know that Brainfeed - Educational Videos for Kids is a curated collection of educational videos from sources like TED-Ed, Cloud Biography, YouTube, and Bloompics. Most, if not all, of the videos are available elsewhere for free, so parents will need to decide if it's worth paying to have someone curate the content. While the publisher claims that the content is appropriate for age 7 and up, most of the videos are too advanced for that age, and many families will find some of it to be inappropriate for kids that young. Sensitive older kids
Device-free zones and times

Devices and dinner don’t mix.
Take the #DeviceFreeDinner challenge.

[Input field for email] [Input field for ZIP code]

☐ Send me ideas and tips for success!

[Button] Take the challenge!

By submitting this form, you accept the Woobox privacy policy and terms of use.
MESSAGE TO PARENTS: YOU GOT THIS!
Thank You

Questions?
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