

# Tuning into Media in Early Education and Care: The Role of Media in the Growth and Development in Early Care and Education



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## What is the role of media in the growth and development of children?

Media plays an important role in the Early Care and Education of children through television programs, videos, electronic books and games in addition to computers and internet use.

## Media, Parents and Providers: Why do parents and providers use or rely on media?

- Preoccupies children to allow for parents to have free time
- To utilize educational shows to entertain and teach children basic academic and social skills



## How Media is Used and Assessed in Child Care:

- Incorporate television and media into the classroom for children
- KQED → local network which advises child care educators how to include certain age appropriate and educational programs into curriculum.
- NAEYC Accreditation and ECERS → assess the quality and use of media for child care centers and homes. Emphasize age-appropriate programs or videos with a focus on educational value.

## Influence of media on the growth and development of kids

### Positive Aspects:

- Educational tool
- Enhanced learning abilities
- Early influence of how to learn, learning social skills and basic school skills, i.e. letters, numbers, colors, shapes, etc.



### Negative Aspects:

- Exposure and desensitization to violence
- Used as entertainment for children, so parents have quiet or free time to accomplish other tasks

***The Media Family: Electronic Media in the Lives of Infants, Toddlers, Preschoolers and their Parents*** noted that, "Most children under the age of six don't have televisions or other media in their bedrooms, but many of do. One-third (33%) of parents report that their children have a TV in their bedroom (19% of children ages 1 year or younger, 29% of children ages 2-3 years, and 43% of those ages 4-6 years)" (pg. 18). This chart demonstrates the reason parents have elected to permit or intentionally placed a television in their child's room.

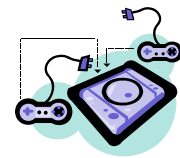
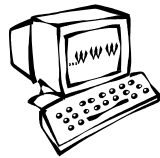
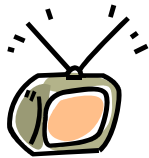
Q.40 Please tell me if any of the following are reasons why your child has a TV in (his/her) bedroom. (First,) (read and randomize)... is this a reason why your child has a TV in (his/her) bedroom, or not?

Based on those whose child has TV in his/her bedroom (n=315)

	Yes	No	Dk/ref
a. It helps him/her fall asleep	30	70	*
b. It keeps him/her occupied in their room so you can do other things around the house	39	61	0
c. It frees up the other TVs so you and other family members can watch your own shows	55	45	*
d. It stops fights between brothers and sisters	23	75	1
e. To get him/her to agree to sleep in his/her own room	19	81	*
f. As a reward for good behavior	26	74	*
g. All of his/her friends have TVs in their rooms	8	85	7
h. You had an extra TV set and didn't want to throw it out	22	78	*

\*data chart taken from Kaiser Report Appendix. <http://www.kff.org/entmedia/upload/7500Appendices.pdf>

According to the report, "it appears that the primary reason many parents choose to bring media into their children's lives is not because of the educational benefits it offers kids, but because of the practical benefits it offers parents: uninterrupted time for chores, some peace and quiet, or even just an opportunity to watch their own favorite shows" (pg. 5).



### Further Reading and Resources on Media and Children

- Henry J. Kaiser Family Foundation → <http://www.kff.org/>
- Generation M: Media in the Lives of 8 - 18 Year-olds  
<http://www.kff.org/entmedia/entmedia030905pkg.cfm>
- The Effects of Electronic Media on Children Ages Zero to Six: A History of Research → <http://www.kff.org/entmedia/7239.cfm>
- The Media Family: Electronic Media in the Lives of Infants, Toddlers, Preschoolers and Their Parents → <http://www.kff.org/entmedia/7500.cfm>
- SeeJane Project → <http://www.seejane.org/>
- G Movies Give Boys a D: Portraying Males as Dominant, Disconnected and Dangerous → <http://www.seejane.org/>
- Children Now → <http://www.childrennow.org/issues/media/>
- NAEYC → <http://www.naeyc.org/accreditation/standards/standard2/standard2H.asp>
- ECERS → <http://www.fpg.unc.edu/~ecers/>
- PBS Network → <http://www.pbs.org/parents/childrenandmedia/>

- Media Wise → <http://www.mediafamily.org/index.shtml>