Tuning into Media in Early Care and Education

The Role of Media in the Growth and Development of Children in Early Care and Education

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Introduction to Media in Early Care and Education

- What is the role of media in the growth and development of children?
- How does media influence the growth and development of children?
- Is media a beneficial resource for education in the growth and development of children?
More Questions...

- Why do parents and providers use or rely on media?
- What are the positive and negative influences of media?
- How can parents or providers use or monitor media responsibly?
- Should media be removed from the home environment?
What is the Role of Media in Early Care and Education?

- Used as an educational tool
  - Repetition and simplicity allow for young learners to acquire both social and academic skills
Early Care and Education and Media Use

- KQED
- Child Care Professional Workshops → learning how to incorporate TV as a positive media source for children in child care

http://www.kqed.org/topics/education/childcare/index.jsp
"I have to say I didn't think BabyFirstTV was going to be ‘all that’ but . . . My 2 month old grandson J.J. sat in his swing and looked at BabyFirstTV for almost an hour. He cooed, grinned and really seemed to be responding to the TV. I know TV is no replacement for human contact and interaction but now along with lullabys, peek-a-boo and wind up musical toys, BabyFirstTV gives me another selection for J.J.'s entertainment. Thank you for taking the risk and launching BabyFirstTV."
Is Media a Beneficial Resource for Education in the Growth and Development of Children?

- YES
  - Evidence from research and studies conducted measuring the affects of media on children demonstrate positive influence on learning capabilities

- NO
  - Without proper moderation and monitoring of media, it can be harmful to the learning process and future of children
Where does Media Rank for Child Care Educators?

- NAEYC Accreditation: Curriculum Content Area for Cognitive Development – Technology
  - The use of passive media such as television, film, videotapes, and audiotapes is limited to developmentally appropriate programming.
  - Technology is used to extend learning within the classroom and to integrate and enrich the curriculum.

**ENVIRONMENT RATING SCALES**
Where does Media Rank for Child Care Educators?

- **ECERS Scale**
  - The purpose of indicator is to ensure that children participate in play in which they can actively be creative, imaginative, and have hands-on experiences with real materials rather than spending inordinate amounts of time watching TV or playing computer games.
  - Consider the content of the materials.
  - Time limitation relative to other daily routine and activities.
  - [http://www.fpg.unc.edu/~ecers/](http://www.fpg.unc.edu/~ecers/)
How does Media Influence the Growth and Development of Children?

- Influences perception of society
  - Negative influence: stereotyping of roles
  - Positive influence: opportunity for exposure to diversity and other places
What are the Negative Influences and Impacts of Media in Early Care and Education?

- Exposure and desensitization to violence
- Entertainment for children so parents have quiet or free time to accomplish other tasks
- Influence of advertising and commercials
- Stereotypical or distorted images and portrayals of characters
  - SeeJane found 3:1 ratio of lead male characters to females in videos targeted at children.
What are the Positive Influences and Impacts of Media in Early Care and Education?

- Educational tool
- Enhanced learning abilities
- Early influence of how to learn
- Learn social skills and basic school skills, i.e. letters, numbers, sharing, etc.
MediaWise® is the movement for everyone who cares about kids. It explains what media are doing to our children and youth and what we can do about it. MediaWise is an initiative of the National Institute on Media and the Family, a non-profit organization.

Because kids deserve to be connected to more than their screens.

Be MediaWise.
Watch what your kids watch.

Media are powerful. So is an engaged, informed parent.
MediaWise brings you what you need to make wise choices together with your kids.

MediaWise Solutions

- KidScore®
  A rating system by parents for parents.

- Ratings and Reviews on Video Games, Movies and TV shows

- Healthy Kids Program!
  Switching down screen time and switching up activity and healthy foods!

Get Involved!

- Signup or Login
  When you act, things change. Join the MediaWise Network!

- Make it a MediaWise Summer!

MediaWise Spotlight

- MediaWise Parental Controls Guide
  They play it.
  They connect to it.
  They download it.
  They watch and listen to it.
  They surf on it.
  They converse with it.
  Learn how to monitor it?

- MediaWise Internet Safety Series
  Learn More
Discover how TV, movies, advertising, computers and video games can shape your child's development and what you can do to create a media-literate household.

TV & Movies
- Preschoolers
- Grade schoolers
- Pre-teens
- Teens

Advertising
- Preschoolers
- Grade schoolers
- Pre-teens
- Teens

Computers
- Preschoolers
- Grade schoolers
- Pre-teens
- Teens

Video Games
- Preschoolers
- Grade schoolers
- Pre-teens
- Teens

Top Five Tips
The five essentials for making your kids smart consumers of TV, movies, video games and the Internet.

Age-by-Age Articles

TV Viewer's Guide
How do you know if a TV show is good for your child? Try these recipes for healthy viewing.

Creating With Media
Find out how to use media to kick-start your child's imagination and creativity.

Stereotypes
How to recognize and educate your children about unfair
MILESTONES: AGE 3

How children use media has a lot to do with who they are. Although no two kids are exactly alike, children generally go through the same stages of development. Knowing these stages can help you encourage your child to use media in new and creative ways.

Your 3-year-old

I can tell simple stories.

What You Can Do

Ask your child specific questions about what's on TV, on the computer screen and in books. As your child speaks, you might add information to help him learn new vocabulary. For example, if your child says "dog," you can say, "yes, the large, furry dog."

I like hearing and seeing the same story over and over again.

Ask your child questions about TV shows, videos and software games — even if they are favorites that he's seen a dozen times. Though you may have memorized a story, your child may still be learning it.

I like to sing simple songs and can carry a tune.

Choose TV programs and computer activities that include songs and
See Jane

Parents
See Jane Film/TV Tips
By Erin Trahan

Tips for parents of kids age 7 and under

1. Set the scene now for how you want your child to watch media going forward. Make decisions about the quantity and quality of time spent in front of the television and maintain consistent rules.

2. Devote some time, either during or after watching television, a video, or movie, to learning new skills, such as story comprehension. Can she or he retell the story? Does she or he remember the characters’ names and what they looked like?

3. Help your child differentiate between advertisements and programming. Explain the function of advertisements and the similarities and differences to television shows or movies.

4. Ask yourself whether or not you are making assumptions about the gender of animated characters. Are you more often referring to them as he or she?

5. Count the numbers of Asian, Black, Hispanic, American Indian, Arab and White characters and talk with your child about the impact you think that ratio has.

6. If the gender of characters is unknown, ask your child what she or he thinks about the character’s gender. What clues does your child use to choose a character’s gender?

7. If your child’s show has interactive activities, encourage her or his participation as much as possible! You can even try doing the activities together.

8. Instruct yourself about media ratings systems and standards to ensure that what your child watches is age appropriate.

9. Even if your child likes to watch the same show time and time again, continue to engage the child in discussions about the show, even if it means asking the same questions.
Why do Parents Use or Rely on Media?

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)*

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

Should Media be Eliminated from the Home Environment?

- Without TV
  - More family time
  - Creative use of time: reading, games, imaginative play
  - Lack of popular culture knowledge

- With TV
  - monitor the use and content of programs.
Resources

- ECERS [http://www.fpg.unc.edu/~ecers/](http://www.fpg.unc.edu/~ecers/)
- Berkeley Parents Network [http://parents.berkeley.edu/advice/parents/tv.html](http://parents.berkeley.edu/advice/parents/tv.html)
- SeeJane [www.seejane.org](http://www.seejane.org)
  - G Movies Give Boys a D: Portraying Males as Dominant, Disconnected and Dangerous
- NAEYC [www.naeyc.org](http://www.naeyc.org)
  - Media Violence in Children’s Lives
- Kaiser Family Foundation [www.kff.org](http://www.kff.org)
  - The Effects of Electronic Media on Children Ages Zero to Six: A History of Research
  - The Media Family: Electronic Media in the Lives of Infants, Toddlers, Preschoolers and their Parents
  - Generation M: Media in the Lives of 8 – 18 Year-olds
Reflections and Review of Media in Early Care and Education

- **Personal Experience**
  - Family life
  - Learning from parents and educators

- **Role of Media**
  - Enhancement, not as lone educational tool