

Media  Parents

MEDIA HABITS

7-12
years

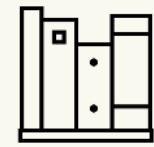


Content

- Media types
- Media Consumption: Data
- Current Research & What to Focus on
- Different Parental Approaches

Media Types

- Print media
- Electronic media
- New Media



Media Types

- Other ways to distinguish media types: online/offline, screen media/off-screen
- Ways of engagement with media: watching, playing, chatting, and listening

Media Consumption: Data

- Children in this age group spend on average nearly **6 hours daily** consuming media (both online and offline media)
- watching **videos** is a prevailing media use activity
- EU Kids Survey – 20% of 9-11-year-olds encountered something bothering or upsetting online in the past year – most of them discussed this with parents & peers

Current Research & What to Focus on

- [The Common Sense Census: Media Use by Tweens and Teens](#)
- [EU Kids Online 2020 Survey](#)
- [Children and parents: media use and attitudes report 2020/21 \(Ofcom\)](#)

Parental Approaches

Restrictive Mediation

- Restricting & monitoring
- Examples
- Effective with younger children
- Restrictions regarding activities vs. regarding context

Permissive Mediation

- No parental intervention
- Often chosen with adolescents
- Is associated with the greatest amount of time spent with media consumption

Parental Approaches

Active Mediation

- Parental involvement and engagement
- Examples
- Proven to support learning through media consumption both academically and socially

Parental Approaches

Scaffolding

- Active mediation practice
- Better for younger children
- Examples
- scaffolding can improve children's vocabulary

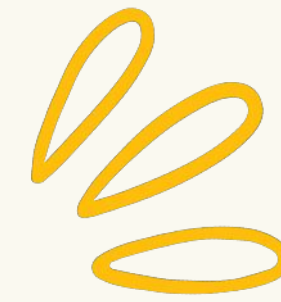
Coviewing

- Active mediation practice
- When parents consume media together with children
- Examples
- Is proven to help children understand the media better and pay attention more easily

Sources

- I. MediaParents: <https://mediaparents.eu/>
- II. The Common Sense Census: Media Use by Tweens and Teens: https://www.commonsensemedia.org/sites/default/files/research/report/8-18-census-integrated-report-final-web_0.pdf
- III. EU Kids Online 2020 Survey: <https://www.eukidsonline.ch/files/Eu-kids-online-2020-international-report.pdf>
- IV. Ofcom - Children and parents: media use and attitudes report 2020/21: <https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens>
- V. Dore, Rebecca A., and Laura Zimmermann. "Coviewing, Scaffolding, and Children's Media Comprehension". The International Encyclopedia of Media Psychology (2020).
- VI. Uhls, Yalda T., and Michael B. Robb - How Parents Mediate Children's Media Consumption
- VII. Given, Lisa M. et al. - Coviewing, Scaffolding, and Children's Media Comprehension

Thank



You



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