



“plugged in” by Yale University Press

yalebooks.yale.edu/book/9780300218879/plugged

Free download on website. About the impact of media on all ages of children.

American Academy of Pediatrics, Recommendations for Media Use

pediatrics.aappublications.org/content/early/2016/10/19/peds.2016-2591

American Academy of Pediatrics, Family Media Plan

www.healthychildren.org/English/media/Pages/default.aspx

The tool helps families to create a purposeful media plan. The tool allows you to create goals and rules that are in line with your family values.

Common Sense Media

www.commonsensemedia.org/

This website provides useful ratings of many mediums including television, movies, and video games. They rate the media content on several elements that range from sexual to frightening content.



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MEDIA & YOUNG CHILDREN

Infant
& Young Toddlers
(0 - 2 years old)



Resources and Recommendations for Parents

COGNITIVE DEVELOPMENT FOR THIS AGE GROUP

- They want to touch or look at whatever they encounter, especially new or surprising items
- They learn first words at this age
- Their sense of vision is underdeveloped, does not fully develop until 8 months
- They can distinguish colors at 1 month
- They cannot follow a storyline

PREFERENCES

- Music
- Human voices and voices that sound like a “parent”
- Human faces
- Brightly colored and moving objects, especially if they make noise

IMPACTS

- Children learn from the media
BUT...
- **Learning is not as effective unless a parent is involved**
- They learn the best from real-life interactions rather than media
- Media heavily distracts them from real-life play
- Background media is distracting for all, decreases quality interactions between parents and children
 - Children look up from an activity a few times/minute if background media is on
- They do not understand storylines and will not learn “lessons” about social behavior from the media

RECOMMENDATIONS

- Limit media use to 30-60 minutes/day, including phone applications
- Pick media with your family values
- Use colorful, noisy media (like music) with human voices and faces
- Pick simple, slow-paced programs with no storylines
- Reduce background media
- If they are using media, parental involvement is important for learning. Be there to answer their questions, they will have a lot of them



EXAMPLE MEDIA APPROPRIATE FOR THIS AGE

- **Little Baby Bum**
A slow-paced colorful animated show with human characters that sing nursery rhymes
- **Little Bugs Band**
A slow-paced colorful animated show where a band of bugs sing songs

