



### **“plugged in” by Yale University Press**

[yalebooks.yale.edu/book/9780300218879/plugged](http://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](http://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](http://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/](http://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

Young Schoolchildren  
(5 - 8 years old)



## Resources and Recommendations for Parents

## COGNITIVE DEVELOPMENT FOR THIS AGE GROUP

- They are in the “pre-operational” stage of development
- They are not logical and can’t tie cause to effect (they do not know “operations”)
- But...they are in a period of transition because they start going to school and are less dependent on their parents
- Everything is possible, the laws of logic do not apply (e.g. they might think they could fly if they tried)
- In real life play they can identify the difference between reality and fantasy, but they are easily swayed. They learn the difference between fantasy and reality around 7 or 8-years-old
- Attention span increases significantly

## PREFERENCES

- Start to be very interested in stories and ask lots of questions about them
- Like repetition because it is easier to follow the story
- Like stories they can relate to or are similar to their own life (especially stories about peers)
- Like media that is not good for them, especially interested in action-packed, violent content, potty humor, and start to resist educational content
- They can sit through full movies because of their increased attention span

## IMPACTS

- Children learn from the media  
BUT...
- **Learning is not as effective unless a parent is involved**
- Children are interested in stories but they need assistance comprehending
- Because they are in the “pre-operational” stage, they tend to focus on one striking object, product, or person, rather than logical conclusions. Therefore, they pay little attention to what characters are doing and why
- Children understand what is pretend in real-life play because they are in control, but this is not the case with fiction. Media representations seem real until 7 or 8-years-old
- Because they focus on striking images and don’t understand what is real and not real, something scary looking is scary even if it is a “nice” story
- Media violence can affect aggression levels, especially in children who watch it more
- They imitate aggression like pushing, hitting, yelling, not intense violence



## RECOMMENDATIONS

- Limit media use to 2 hours/day, including phone applications. Provide easy alternative non-media activities
- Pick media with your family values
- Pre-view media, watch or play media with your child to know content, how they react, and answer questions  
Watch out for violence because they will try their best to watch it
- Explain media choices so they understand restrictions
- Pick slow-paced, easy to follow programs
- Be there to answer their questions while using media. Walk them through storylines, use likelihoods and probabilities because they can understand them. Explain media characters are playing parts and how storylines tend to end. Explain that media characters engage in unrealistic behaviors, like flying

## EXAMPLE MEDIA APPROPRIATE FOR THIS AGE

- **Wild Kratts**  
Action-packed animated program, but still educational
- **Phineas and Ferb**  
An animated program with content that is highly relatable to this age group because it is about peers, siblings, and family.