

Parental Mediation Strategies & Media Education Practices

7-12 years

1

Restrictive Mediation

- Restrictive mediation is a parenting strategy that involves restricting and monitoring children's activities.
- When applied to children's media use, restrictive mediation can include f.e. the installment of internet filters, setting time limits for media/device use, limiting app downloading on a smartphone, and controlling content choices.
- This mediation type proved effective for parents with younger children (before preadolescence). Later on, it might be less desirable as adolescents require autonomy and trust.
- Research shows that children find it easier to comply with restrictions regarding **activities** (f.e. what app can the child use or what videos they cannot watch) than with restrictions regarding **context** (f.e. no phones at the dinner table, no phones past a certain hour).

2

Permissive Mediation

- Permissive mediation stands for no parent intervention.
- Children whose parents usually engage in permissive mediation spend the most time with media consumption compared to others.
- A lot of parents choose this approach for adolescents.

3

Active Mediation

- Active mediation is a parenting strategy that consists of parental involvement and engagement.
- An example of active mediation is discussing media consumption and its content with children. For parents of younger children, this can be seeking and explaining the connection of the media content to their children's lives (such as finding similarities and differences).
- Active mediation is proven to support learning through media consumption both academically and socially.



4

Coviewing

- Coviewing is when parents watch media (such as TV or videos) together with their children. The intensity of the parents' involvement can vary when co-viewing media – from being present in the room where children are watching TV to actively engaging in media consumption and talking to the child during or after.
- Coviewing is proven to help children understand the media better and pay attention more easily.



5

Scaffolding

- Scaffolding is another practice of active mediation. It is suitable especially for young children.
- Scaffolding is when parents lead and support their child through the learning process. Examples of scaffolding related to media consumption are asking the children questions about the media content, labeling and describing important media elements (animals, characters, emotions, colors, etc.), or pointing.
- Scaffolding can help children interpret the key message of the media and helps them pay better attention.
- Research proves that scaffolding can improve children's vocabulary.

Sources

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