

MEDIA HABITS OF YOUNG CHILDREN (7-12)

Important Facts

The Common Sense Census reports that young children in this age group spend on average nearly 6 hours a day consuming media (both offline and online). Most of this time they spend watching TV, or videos.

Important Terms

- **new media** = electronic media such as videos, electronic games, social media, and the internet
- **co-viewing** = when parents watch media (such as TV or videos) together with their children

There are three important **recent studies** that focus on the media consumption of children in this age group:

- The Common Sense Census: Media Use by Tweens and Teens - <https://www.commonsensemedia.org/research>
- EU Kids Online 2020 Survey - <http://eukidsonline.net/>
- Children and parents: media use and attitudes report 2020/21 (Ofcom) - <https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens>

