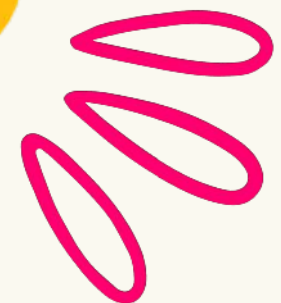


Media  Parents

## MEDIA HABITS

13-18  
years



# Content

- Media Consumption: Data
- Current Research & What to Focus on
- Role of the Family & Social Environment
- Different Parental Approaches
- Tips: Where to Start

# Media Consumption: Data

- Children in this age group spend on average more than **7 hours daily** consuming screen media
- Most of the screen use is devoted to watching **TV or videos, gaming, and using social media**
- More than 80% of young children have their own smartphone, almost 50% their own laptop

# Current Research & What to Focus on

- [The Common Sense Census: Media Use by Tweens and Teens](#)
- [EU Kids Online 2020 Survey](#)

- Media as **super-peer** = social environment of its' kind, connects youth with their peers
- Peer influence is growing in this age
- Young people are also influenced by **parasocial relationships** = relationships with our favorite media characters (both fictional and real)

# Parental Approaches

## Active Mediation

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

## Permissive Mediation

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

# Parental Approaches

## Restrictive Mediation

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

# Tips: Where to Start

- Be a role model & set an example
- Agree on fair and well reasoned screen time rules
- Engage in an open dialogue
- Monitor media use and show interest



# 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](https://www.commonsensemedia.org/sites/default/files/research/report/8-18-census-integrated-report-final-web_0.pdf)
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- IV. Dore, Rebecca A., and Laura Zimmermann. "Coviewing, Scaffolding, and Children's Media Comprehension". The International Encyclopedia of Media Psychology (2020).
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- VI. Given, Lisa M. et al. - Coviewing, Scaffolding, and Children's Media Comprehension

# Thank



# You



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