



Guiding Kids Through Media

Strategies for powerful parenting of children's media use

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What the Research Says

- The average child age 8-18 consumes nearly 8 hours of media per day.
- Media is today's leading sex educator.
- Media can have positive or negative effects on kids. Content matters.
- Internet use is a solitary, anonymous activity.
- Media portrays women in highly inaccurate, objectified ways.
- Brand loyalty begins to form at a young age.
- Experts suggest that kids should not use media (besides video chat) before age 2.

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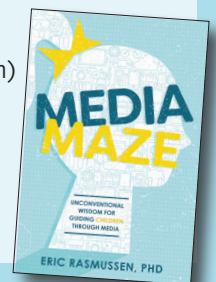
Practical Suggestions

- The top predictor of children's media use is parents' media use. Start by changing your own media habits.
- Talk about media content in front of and with children.
- Set media rules in ways that make sense for kids.
- Create shared media experiences with kids.
- No phones in bedroom after bedtime.
- Be friends with kids on social media.
- Talk, talk, and talk some more.
- Protecting our kids is good. Empowering them is great!

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Resources

- ChildrenAndMediaMan.com
- CommonSenseMedia.org
- cmch.tv/
(Center on Media and Child Health at Boston Children's Hospital)
- www.healthychildren.org/English/family-life/Media/Pages/default.aspx
(American Academy of Pediatrics)
- www.pbs.org/parents/childrenandmedia/
- Media Maze
(found on Amazon.com)



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