Guiding Kids Through Media
Strategies for powerful parenting of children’s media use

1. 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.

2. 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!

3. 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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