



Software and e-reading content available for children in Norway

Trude Hoel, assistant professor, National Centre for Reading Education and Research, University of Stavanger

30.03.16

lesesenteret.no

Availability, tablets

- 88 % 3-11 year olds have access to tablets at home, this is 10 % increase in one year. 43 % have their own tablet (TNS Gallup, "Mediebarn", 2014).
- Over the past two years the number of tablets in Norwegian kindergartens has more than doubled (Barnehagemonitor, 2015).

Quality in narrative apps and books in digital media

- can be difficult to identify if one wants to buy them (more frequently available for iPad than Androide)
- debatable who can or should review them, hence they are often referred to in collect articles as consumer guides (Berge, 2014).
- tends to fall outside of Norwegian government support to production and distribution of cultural products for children, thus commercial interests controls the production.
- compete in a market that is international and highly variable in quality.
- Important questions are: quality for whom and in what situations? (Prøitz & Tønnessen 2014)

The Norwegian "barnehage"

- coverage in 2014: 90.2 % for 1-5-year-olds and 96.6 % for 3-5 year-olds (<http://www.ssb.no/utdanning/statistikker/barnehager>)
- social pedagogical tradition as opposite to an academic learning tradition (Jensen, 2009; OECD, 2006)
- The children do not learn to read and write, but they participate in reading and writing activities in order to "become familiar with symbols of digits and letters" (Curriculum 2006).
- big differences between kindergartens with regard to what is provided by digital technologies, what the different technologies is used for, and kindergarten employees/teachers expertise as well as attitude to use the technology ([Guðmundsdóttir & Hardersen, 2012](#); [Jacobsen, Loftsgarden, & Lundh, 2013](#)).
- the kindergarten teachers wants to learn more about pedagogical use of digital technologies (Monitor, 2016)

The Norwegian language situation

- two written languages: Norwegian bokmål (majority language) and Norwegian nynorsk (minority language)

Software and e-reading content available for children in Norway

- All is available. Important questions seems to be:
 - What is valued/recommended - and at what terms? The consumer guides highlights costs, age categorization and popularity, they seldom mention i.e. language, quality related to production, quality related to objectives of use
 - What is produced - and at what terms? commercial purposes in a global market, little governmental support, no shared quality standard, available in languages with the greatest commercial potential
 - What is downloaded and actually used, and with what purpose? Consulting the rankings of downloaded apps for iPad, kids Norway (App Annie), I must look far down the listings to find a picture book app at all
- The language in available software and e-reading content
 - Norwegian picture book apps: some in Norwegian bokmål, a few in Norwegian nynorsk
 - Translated picture book apps, mainly Norwegian bokmål
 - English, lots