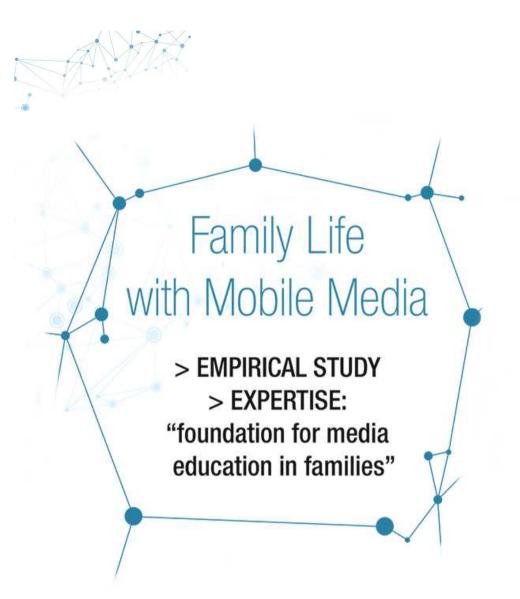


Susanne Eggert, Gisela Schubert

# Media Education in Families with Little Children

ECREA 2016 preconference: Research of Children, Youth and Media





## **Research Questions**

- Which insights from child and adolescent development, psychology and media research are relevant to media education?
- What are parents' needs and questions in terms of mobile media and Internet usage? What kind of support do families need?
- What kind of questions do professionals have? And what kind of support do they need?



# Expertise "Foundation for Media Education in Families"

Interviews: Parents

53 parents: 18 fathers, 35 mothers with children age 8-14; 7 group discussions, 12 couples, 1 single father

October/November 2015

Interviews: Counsellors

35 professionals in educational counselling child and youth welfare service institutions: 24 female,
11 male, 21-64 years;
5 group discussions, 4 single interviews

October/November 2015



JFF - Medienpädagogik in Forschung und Praxis www.jff.de

# Findings – Attitudes of Parents

# Digital media are part of their daily lives and used to satisfy needs

- → Media education = part of parenting
- Fathers: greater affinity for mobile media
  - in charge of acquiring devices
  - rely on technical solutions
  - Would like more support from schools
- Mothers: more conscious of being role models
  - rely on communication with their children and (family)rules
- Some parents: take their own usage for granted, yet, prevent their children from using mobile devices







# Findings – Concerns of Parents and Professionals

### **PARFNTS**

- Difficulties in media education because of
  - lack of knowledge and experience (e.g. with older siblings)
  - technical protective measures are difficult to handle
  - children of different age need different rules
- Anticipated fears and concerns
  - less influence of parents as the children grow older
  - increasing importance of mobile media
  - risk of addiction

### **PROFESSIONALS**

- parents are uncritical of their own media usage (e.g. mobile media as babysitter)
- parents are not aware of their function as role models for their children
- parents may lose awareness of the needs of their young children when they use mobile media too extensively

### QUOTES

# of a 12 year old daughter about





# **Needs of Parents**

## from schools

- Active involvement in media education
- But: parents don't want mobile media to play a role in nursery and kindergarten neither as tools nor as a pedagogical subject

# from media education experts

- Practical advice for media education in the family
- Individualized counselling

### from information materials

- to be well-prepared
- offering a good overview and good examples





JFF - Medienpädagogik in Forschung und Praxis. www.jff.c



- knowledge of developmental stages of children and how these are related to media educational tasks
- orientation regarding (family) rules and strategies of regulation
- stronger solidarity among parents
- cooperation in media education between parents and schools/educational institutions







- 1. Sensitize parents to
  - encourage reflection on parents' own media usage and their function as role models
  - children's media usage, their related needs and motives
- 2. Convey knowledge about media, media usage and age-appropriate digital offers & contents suitable for their age and stage of development. Inform about the potentials of media usage as well as ist potential risks and problems.
- 3. Make precise suggestions or provide action plan to integrate media education in parents' daily lives.





# MoFam II

Study on the situation in day-care centers and the needs of professionals

- What is important?
- Which are your experiences?
- What is essential for successful media education in day-care centers?

**>** ...

Thanks a lot for your ideas



gisela.schubert@jff.de susanne.eggert@jff.de

