



Research Project: Tips and Tricks for digital parenting

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Project goals

- 📌 Making realistic tips and tricks for digital parenting 0-8.
- 📌 Empowering parents to be confident participants in their children's digital activities through co-use, co-creation and thoughtful mediation.

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Premises

- 📌 **Present advice** given to parents focuses on possible risks, restrictions of screen time and, if positive, are very learning/education oriented.
- 📌 **Wide spread anxiety** and pressure are felt by parents in relation to children's digital media usage (Livingstone et al 2015; Willett 2015).
- 📌 **Parents' confidence** is undercut by advices including emphasis on children as "digital natives" in public discourses (Chaudron et al 2015).



Premises

📌 A different kind of advice for parents is needed

- 📌 literature on parenting and children's media usage emphasizes:
 - 📌 the need for more information for parents (Chaudron et al 2015; Livingstone et al 2015).
 - 📌 active mediation as the best tool for parents to support children's use of media in a way that is creative and critical.
- 📌 parents had expressed being tired of a pressure to always follow restricting "well meaning" advice, consequently seeking more positive advice about how to do creative and fun things with children and digital media.



Project objective

Strong need to change the conversation about parent's role and responsibilities relating to young children's media usage and digital literacy away from the focus merely on risks and "screen time".

► Project wish:

- ❖ Produce a list of "tips and tricks" and best practices which encourage creative and intergenerational use of digital media. In order to empower parents to take the lead in children's lives (be positive, democratic role models) and suggest the parental practices around digital media as part of everyday parenting.



Project Tasks

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|--------|--|
| Task 1 | Find out what kinds of advice/information is available for parents in participants countries |
| Task 2 | Look for existing literature about parenting and communication |
| Task 3 | Find and define “best practices” for “active mediation” parenting in a digital age |
| Task 4 | Produce a list of “tips and tricks” and best practices |
| Task 5 | Dissemination |



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Task 1

- 📌 Participants countries find, categorize and code a minimum of 20 existing advices for parents between 2015 and 2017 (Q2)
 - 📌 Coding guidelines have been defined collaboratively during two sort meetings: Australia and Portugal
 - 📌 The collection and categorization of existing advices for parents in different countries will be accompanied by a country portrait based on the template of the JRC research project on Digital Literacy among children 0-6 carried out for EuKidsOnline.



DigiLitEY

Coding Guidelines

📌 Coding guidelines have been based on the following RQ





- 📌 What publicly available advice is currently being provided to parents across Europe regarding their young children's internet use?
 - 📌 Which are the sources of publicly available advices?
 - 📌 What risks and benefits are backgrounded in this advice?
 - 📌 What type of parental mediation is dominantly advised?
 - 📌 How are parents addressed within the advice piece (tone)?
 - 📌 How are children characterized within the advice piece (as victim, autonomous agent ...)?



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Coding Guidelines

Advices have been collected in:

-  **general media coverage** (newspapers, magazines, online articles, videos, podcasts by journalists, tech bloggers, radio show/Podcast etc.).
-  **specialized magazines and peer to peer networks** (parents for parents, Mumsnet, mummy bloggers, parental YouTube channels, parenting magazines, NGO, associations etc.).
-  **public institutions advice and commentary** (Government web pages/sites, educational/school based advice/guidance, medical advice, etc.)
-  **others** (industries)



DigiLitEY Coding Guidelines

📌 Coding guidelines included:

- 📌 Search words to be used
- 📌 Background to the advice/commentary given (which kind of risk or benefit)
- 📌 Advice Given (restriction, discussion, co-use...)
- 📌 Assumptions about children/childhood (victims, unskilled, autonomous...)
- 📌 Differentiation of advices (age, sex...)
- 📌 Assumption about parents (worried, unworried, aware, unaware...)
- 📌 Advice's voice (government, pedagogist...)
- 📌 Included data (academic research, public statistics...)
- 📌 Voice/tone of advice to parents (patronizing, neutral...)



Countries

📍 Data have been collected and coded (or in the coding phase) in:

📍 Australia

📍 Belgium

📍 Bulgaria

📍 Denmark

📍 Italy

📍 Latvia

📍 Switzerland

📍 Portugal

Data have also been preliminary collected in Slovakia; Austria.



Dissemination

- 📌 Already planned dissemination outputs
 - 📌 Special issue on the research project for *Cs. Journal of Media, Performing Arts and Cultural Studies* published by the Università Cattolica del Sacro Cuore in Italy
 - 📌 Submit an abstract for the *Journal of Communication*.
The European Journal of Communication Research.
- 📌 Produce “tips and tricks” that could be distributed by others (relevant communication channels in the respective countries), or produce a flyer (+ possible online game/app/quiz or other to be played by parents and children together).