



How Parents INFLUENCE KIDS MEDIA USE

A new study from Common Sense Media recently discovered the relationship between parents, children, and everyday screentime.

Common Sense Media:

"This study seeks not only to understand how parents personally engage with media in the home environment but also how they monitor and perceive their children's media use experiences. What makes this such a complex issue is that there are a number of different media technologies, as well as a variety of ways that parents can mediate, monitor, and manage those media."

...In other words, it's hard to understand how children consume media, without also understanding how their family teaches them to think about media.



HERE'S THE SURPRISING TRUTH:

PARENTS SPEND MORE THAN 9 HOURS A DAY WITH SCREEN MEDIA...

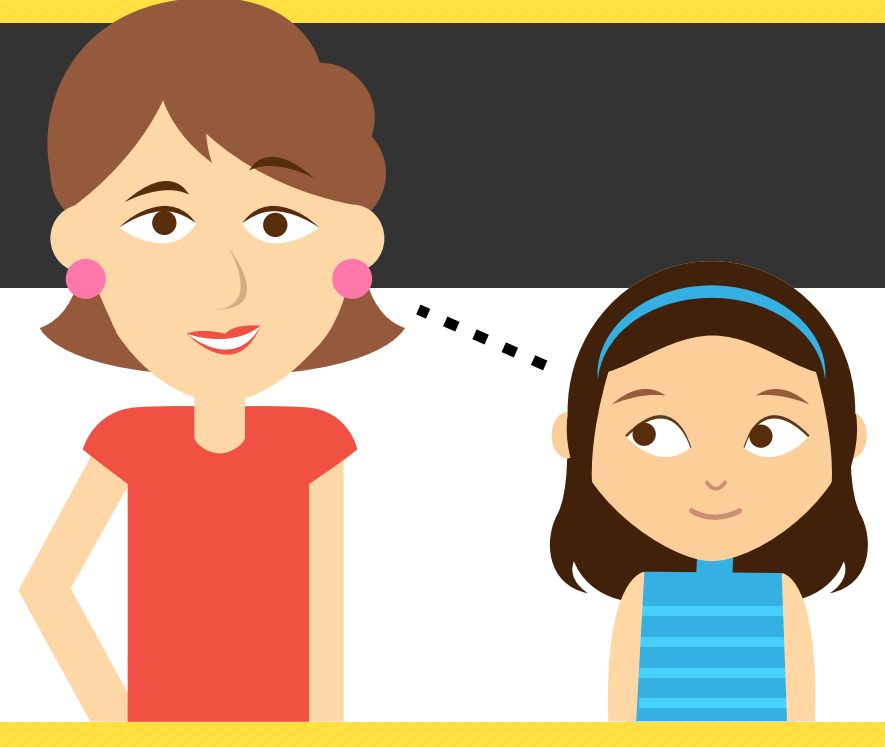
...and only 10% of that is for work!

That's 1 hour MORE than the average 8 - 10 year old!

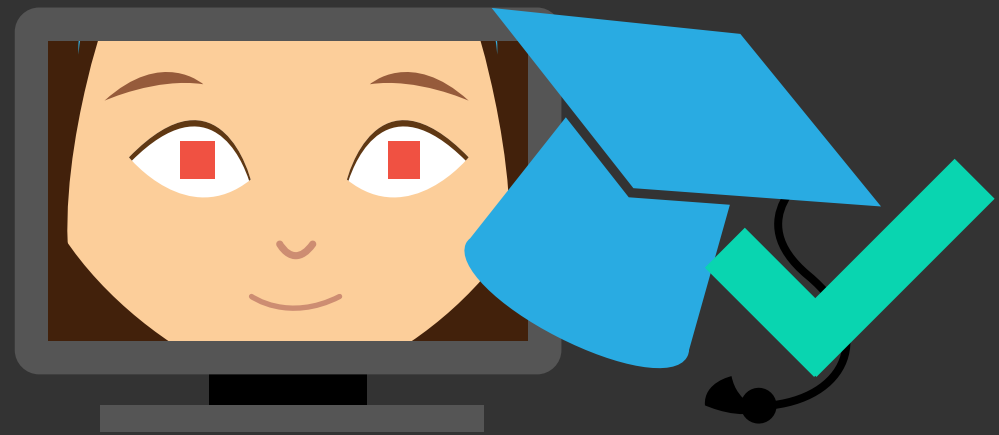


HOWEVER...

78% of all parents believe they are good media and technology role models for their children.



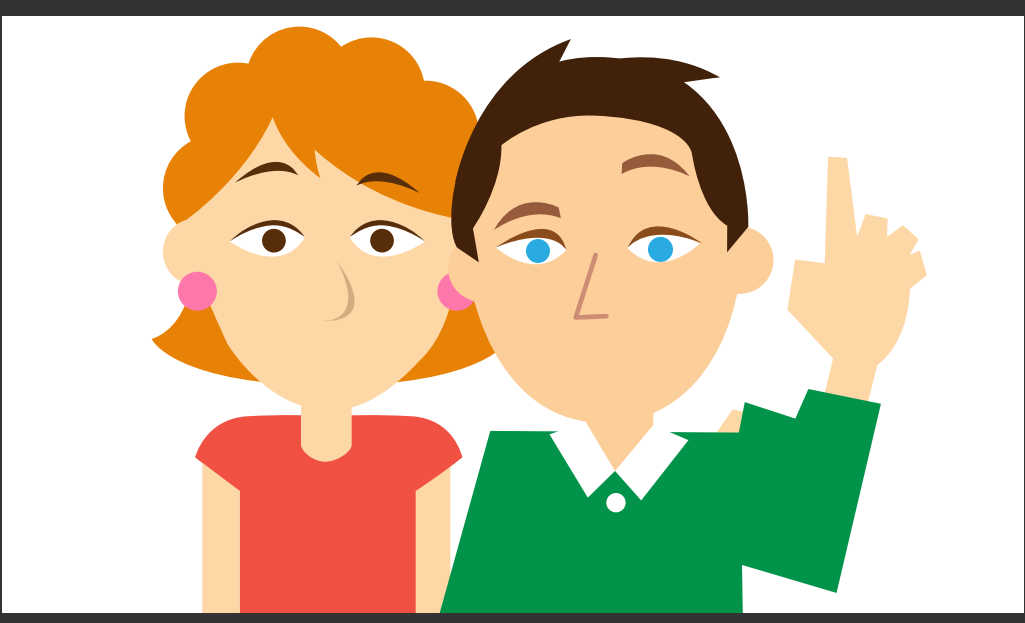
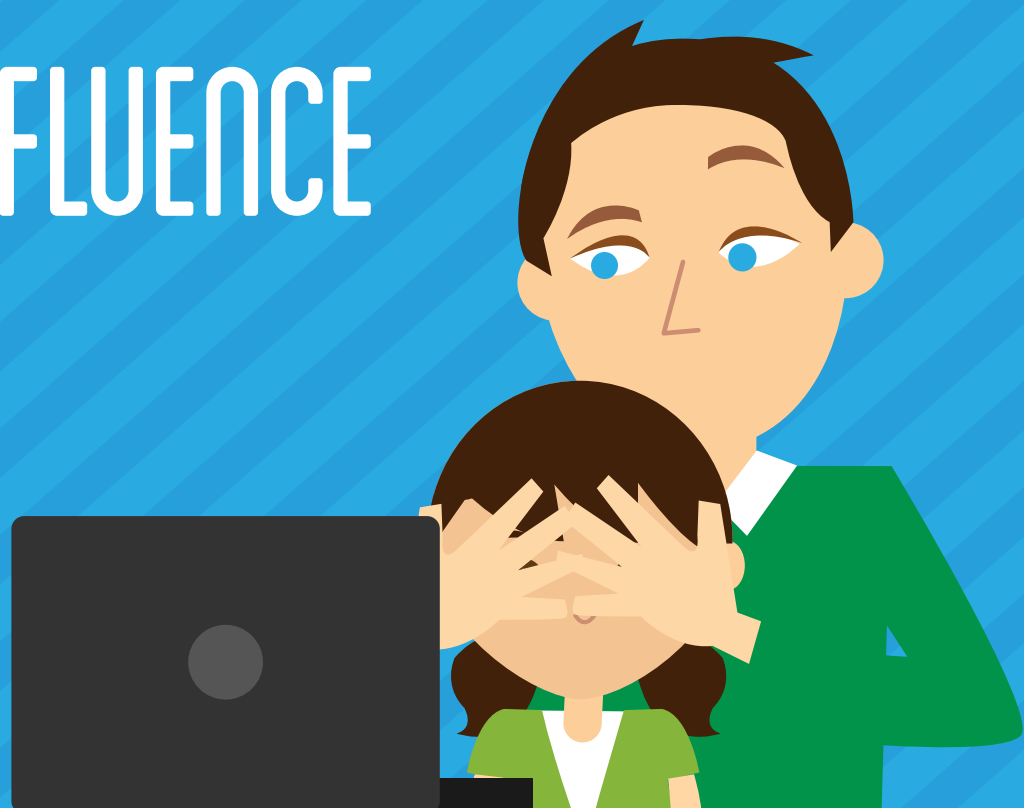
More than half of parents are worried about their child suffering from screen addiction, but overall feel that technology has played a positive role on education and development.



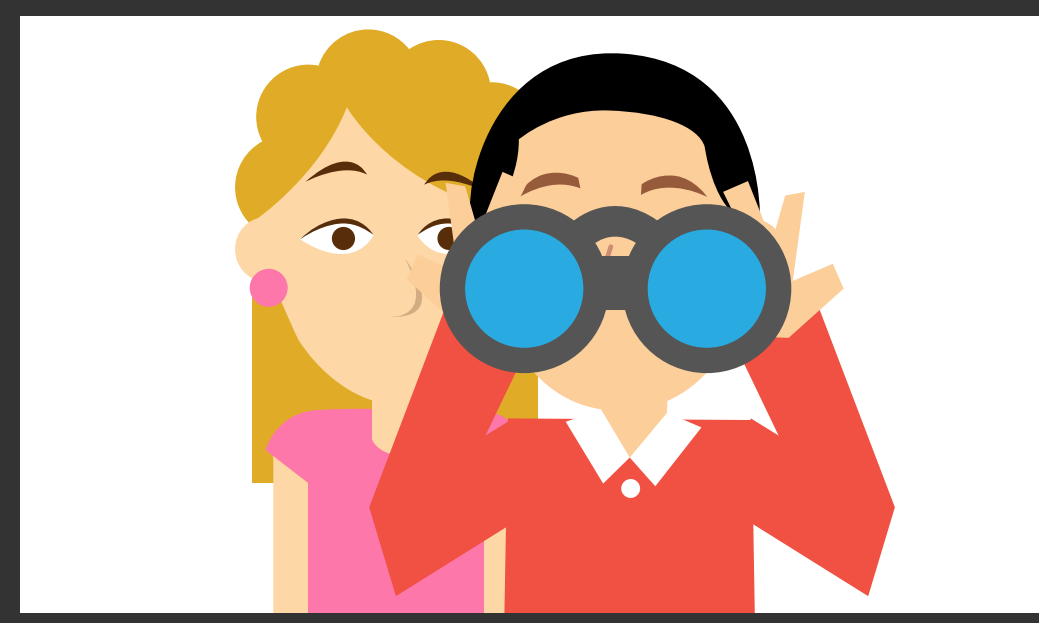
HOW CAN YOU POSITIVELY INFLUENCE YOUR CHILD'S MEDIA USE?



Be aware of what your child sees online.



Only **40%** of parents were highly aware of what their children saw on social media.



67% of parents say that monitoring their children's media use is more important than respecting their privacy.

START A CONVERSATION WITH YOUR CHILD.

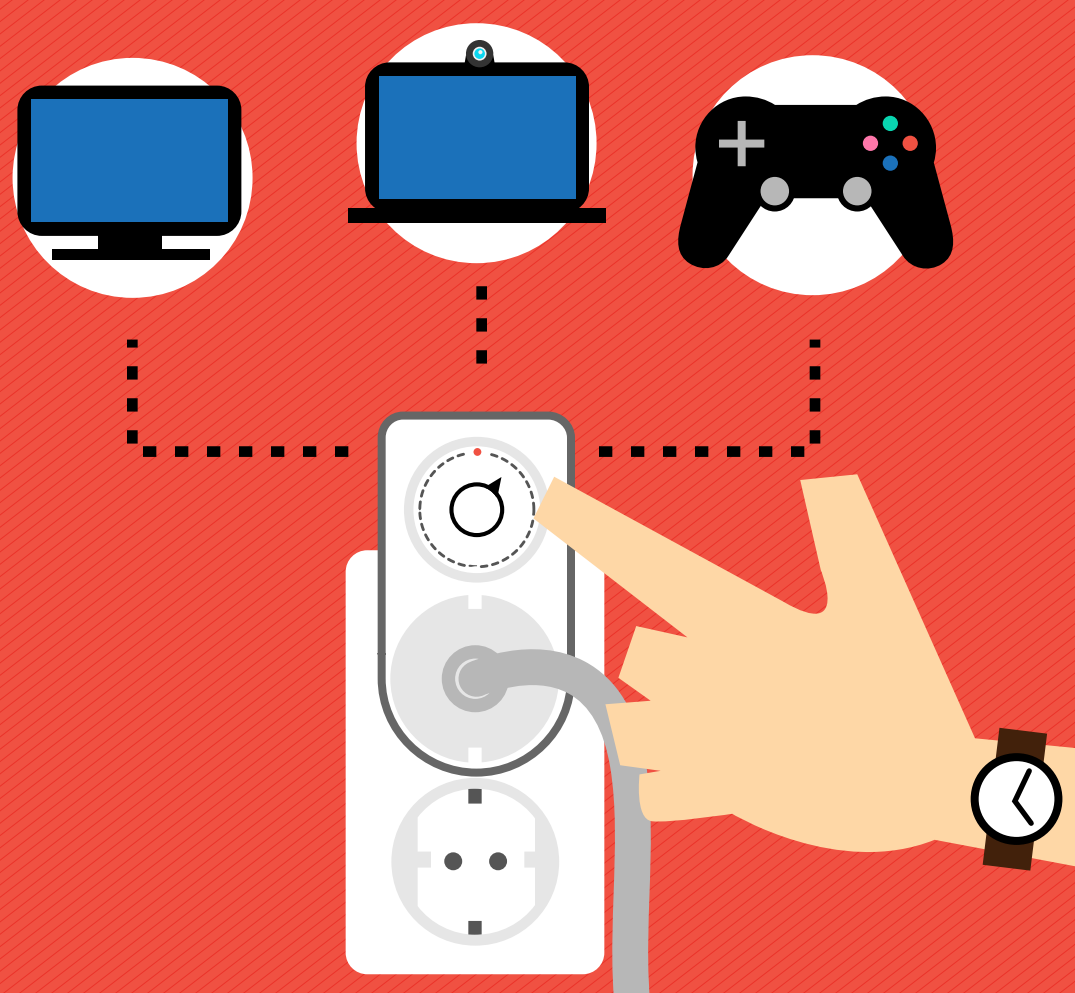
Most parents talk to their child about what they see on television--but what about social media, video games, the internet?

Parents are more likely to talk to tweens (8-12) rather than their teens (13 - 18) about what they see on media.



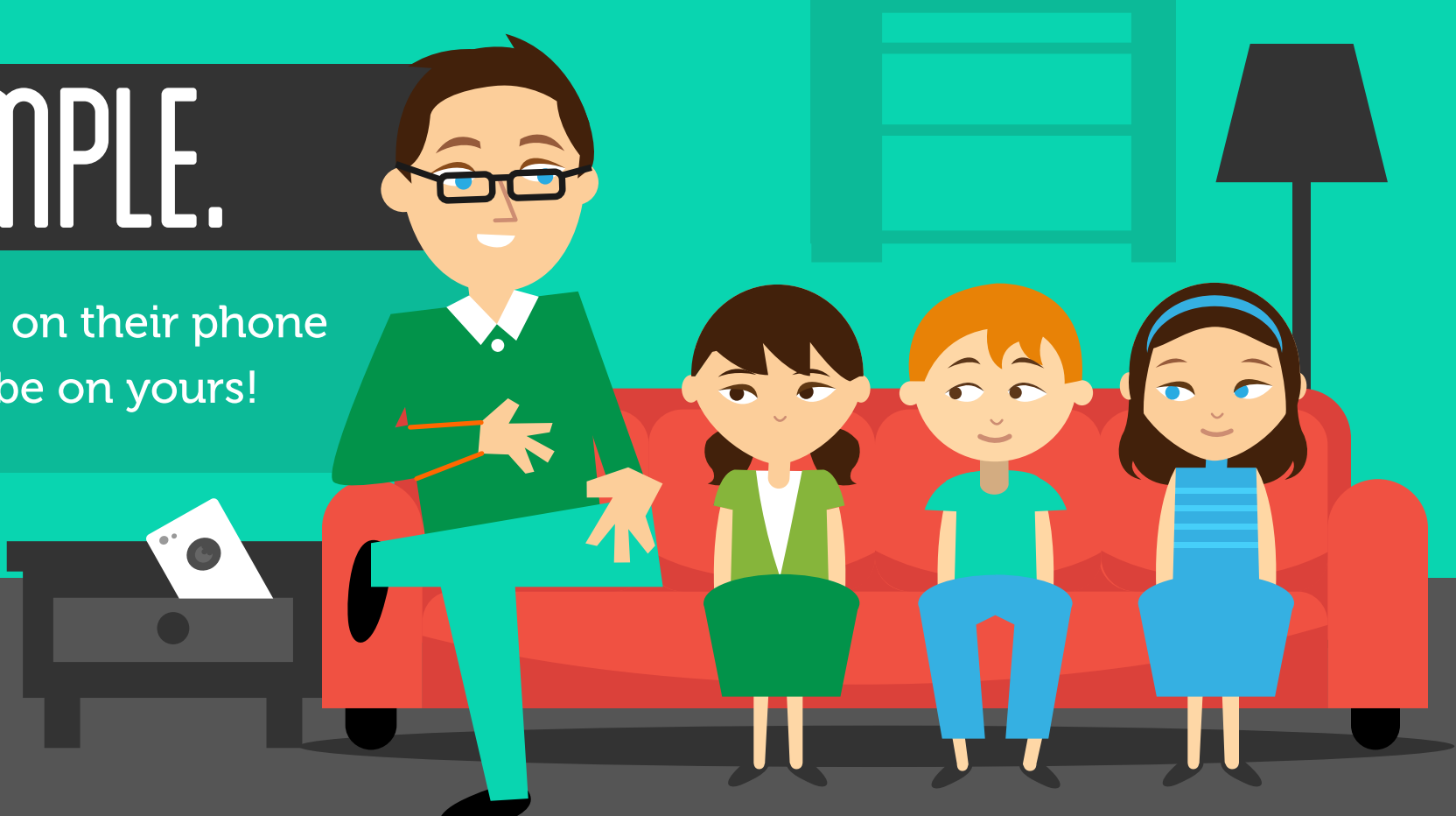
ENFORCE TIME LIMITS.

59% of parents report imposing limits on computer, video games, television, and other media outlets.



LEAD BY EXAMPLE.

If you don't want your child on their phone a majority of the day, don't be on yours!



PARENTS STILL HAVE A HUGE INFLUENCE ON THEIR CHILD'S BEHAVIOR.

The next time you tell your child to stop looking at their phone, think about the last time you checked yours.

SOURCES

<https://www.teensafe.com/blog/fight-screen-addiction/>
https://www.commonsensemedia.org/sites/default/files/uploads/research/common-sense-parent-census_whitepaper_new-for-web.pdf