Pre-Kindergarten

(Adapted from Common Sense Media)

Your child's media life

- Educational shows and cartoons on broadcast and cable channels, such as PBS, Disney, and Nickelodeon Animated
- Live action G and some PG-rated movies
- Music that parents play and that kids hear on the radio
- Early exposure to advertising on television shows and from product tie-ins to fast food, toys, etc.
- Games played online (e.g., PBS Kids), on handheld devices (Leapfrog) and on consoles

Where kids are developmentally

- Enjoy love songs, rhymes, and being entertained
- Have trouble separating make-believe from reality
- Often imitate others' behaviors
- Have mastery over their bodies and can point and click
- Are learning to play and interact with other kids, thus figuring out boundaries
- Are easily frightened, don't understand sarcasm or satire, are very gullible

Main media challenges for parents

- Establishing time limits
- Determining what media are age appropriate
- Children's exposure to consumerism, specifically licensed characters from favorite TV shows and movies being used to sell toys, junk food, etc.
- Children's exposure to and imitation of fantasy violence
- Children's exposure to inappropriate media at friends' houses
- Balancing media needs with older siblings

Kindergarten

Your child's media life

- Cartoons on broadcast and cable channels such as PBS, Disney, and Nickelodeon
- Animated and live action G and some PG-rated movies
- Matching, coloring, educational, and fantasy online games on Web sites such as Lego, PBS Kids, Barbie, and Disney
- E-rated educational, sports, and fantasy games on video consoles and handhelds

Where kids are developmentally

- Know the alphabet and some basic literacy skills
- Will use swear words and "potty humor" to get attention
- Still afraid of the dark, loud noises, and strangers
- Love humor – especially slapstick
- Can't distinguish between fantasy and reality

- Much play involves active make-believe and fantasy
- Do not understand that the intent of commercials is to sell something

Main media challenges for parents

- Establishing time limits
- Deciding whether to allow computer/online use
- Setting up online safety, safe search, and parental control features on computers and game consoles
- Children's exposure to consumerism, specifically characters from favorite TV shows and movies being used to sell toys, junk food, etc.
- Children's exposure to and imitation of "bathroom" humor and language
- Children's exposure to and imitation of fantasy violence

1st and 2nd grades

Your child's media life

- Cartoons and preteen sitcoms on broadcast and cable channels such as PBS, Disney, and Nickelodeon
- Animated and live action G and PG-rated movies
- Matching, coloring, educational, and fantasy online games on Web sites
- Creating their own avatars online
- Beginning online searches
- E-rated and E10+-rated educational, sports, and fantasy games on video consoles and handhelds

Where kids are developmentally

- Learning to type
- Improving reading ability
- Very literal
- Learning to make up their own minds
- Vocabulary increases ahead of comprehension
- Beginning of team sports and social groupings

Main media challenges for parents

- Establishing appropriate limits on time and access
- Setting up online safety, filtered search, safe chat, and parental control features
- Establishing basic Internet safety rules and teaching safe ways to search
- Children's exposure to inappropriate content as they begin to browse and search
- Children's exposure to consumerism, specifically characters from favorite TV shows and movies being used to sell toys, junk food, etc., as well as advergames, advertisements, and product tie-ins to online worlds
- Helping kids manage hurt feelings if they are excluded from groups or games in online virtual worlds
- Children's exposure to and imitation of fantasy violence

3rd and 4th grades

<u>Your child's media life</u>

- Cartoons, tween sitcoms, and reality shows on broadcast and cable channels such as Disney, Nickelodeon, ABC Family, Fox, and the CW
- Live action PG and some PG-13 rated movies
- Creating their own avatars online
- Multi-player online games
- Starts visiting video sharing sites like YouTube
- Email accounts
- Using the Internet for school work
- E10+ and some T-rated sports, action, and fantasy games on video consoles and handhelds
- Cell phones, texting

<u>Where kids are developmentally</u>

- Body consciousness
- Idolizing older kids and trying to "age up"
- Can understand the difference between fantasy and reality
- Can follow several story lines at once
- Peer pressure begins

<u>Main media challenges for parents</u>

- Loss of control of media selection
- Setting time limits
- Setting up online safety and parental control features
- Balancing kids' growing independence with safety concerns, particularly as related to sharing personal information online
- Kids seeking or stumbling upon inappropriate online content and sharing with others
- Some cheating, stealing, and mean chat in online games and virtual worlds
- Credibility of information in news and online sources
- Self-directed communication online via email and mobile phones
- Children's exposure to consumerism, specifically advergames, advertisements, and product tie-ins to online worlds
- Children's exposure to violence in games
- Recognition of race and gender stereotypes
- Body image issues related to skinny models/celebrities and toned athletes
- Inability for kids to know when to turn off handheld gaming devices or exit multi-player online games
- Deciding whether to purchase a personal cell phone

5th and 6th grades

<u>Your child's media life</u>

- Preteen and teen sitcoms, reality shows, and some adult dramas on broadcast and cable channels such as the CW, Fox, NBC, and MTV
- Live action PG, PG-13, and some R-rated movies
- Online worlds with their own avatars and social networking sites

- Fan sites
- Multi-player online games
- Video sharing sites
- Email accounts
- Instant messaging
- Adult music, music videos,
- Using the Internet for school work
- T and some M-rated sports, action, and fantasy games on video consoles and handhelds
- Cell phones, texting

Where kids are developmentally
- Preadolescence hits, secondary sex characteristics developing
- Moody, independent, breaking away from parents
- Peer relations and group dynamics very important
- Kids' social interaction segregates into "types"
- Acute awareness of differences in race, sexuality, physical strength, ability, and beauty
- Early sexual posing
- Ability to understand abstract ideas

Main media challenges for parents

- Setting time limits
- Loss of control of media selection
- Setting up online safety and parental control features
- Balancing kids' growing independence with safety concerns, particularly as related to sharing personal information online
- Credibility of information in news and online sources
- Self-directed communication online via email and mobile phones
- Establishing a code of ethics online related to cyberbullying and cheating
- Children's exposure to rampant consumerism, specifically advergames, advertisements, and product tie-ins to online worlds
- Children's exposure to violence in games
- Recognition of race and gender stereotypes
- Children's exposure to glamorized adult behavior such as sex, smoking, and drinking with few consequences
- Body image issues related to skinny models/celebrities and toned athletes
- Deciding whether to purchase a personal cell phone

7th and 8th grades

Your child's media life
- Reality shows and adult dramas on broadcast and cable channels such as the CW, Fox, NBC, and MTV
- Live action PG-13 and R-rated movies
- Online worlds with their own avatars and social networking sites such as Instagram or Snapchat
- Multi-player online games aimed at older kids
- Video sharing sites
- Email accounts
- Instant messaging
- Adult music, music videos

- Using the Internet for school work
- Creating and uploading photos, videos, music, games
- T and M-rated sports, action, and fantasy games on video consoles and handhelds
- Cell phones, texting

<u>Where kids are developmentally</u>

- Sexual experimentation begins
- Intense peer relationships with outliers punished socially
- Kids pulling away from family and shifting to friends
- Care about looks/appearance, and acceptance; easily offended and sensitive to criticism
- At risk for developing anti-social tendencies, depending on peer groups
- Can reflect, analyze, and confront moral and ethical questions, but aren't necessarily ready to deal with answers

<u>Main media challenges for parents</u>

- Cyberbullying and sexting
- Temptation to cheat on school work using technology
- Communication and media consumption get private and portable
- Loss of control of media selection
- Balancing kids' growing independence with safety concerns, particularly as related to sharing personal information online
- Credibility of information in news and online sources
- Self-directed communication online via email and mobile phones
- Establishing a code of ethics online related to cyberbullying and cheating
- Children's exposure to rampant consumerism, specifically advergames, advertisements, and product tie-ins to online worlds
- Children's exposure to violence in games
- Recognition of race and gender stereotypes
- Children's exposure to glamorized adult behavior such as sex, smoking, and drinking with few consequences
- Children's exposure to glamorized adult behavior with few consequences such as sex, smoking, and drinking
- Body image issues related to skinny models/celebrities and toned athletes

High school

<u>Your child's media life</u>
- Reality shows and adult dramas on broadcast and cable channels such as the CW, Fox, NBC, and MTV
- Live action PG-13 and R-rated movies
- Online worlds with their own avatars and social networking sites such as Instagram and Snapchat
- Multi-player online games such as World of Warcraft
- Video sharing sites
- Email accounts
- Instant messaging
- Using the Internet for school work
- T and M-rated sports, action, and fantasy games on video consoles and handhelds
- Cell phones with texting

- Online pornography

Main media challenges for parents

- Media is personal, private, portable
- Loss of control of media selection
- Balancing kids' growing independence with safety concerns, particularly as related to sharing personal information online
- Credibility of information in news and online sources
- Self-directed communication online via text messaging and social media sites
- Establishing a code of ethics online related to cyberbullying and cheating
- Children's exposure to violence in games,
- Recognition of race and gender stereotypes
- Children's exposure to glamorized adult behavior — such as sex, smoking, and drinking — with few consequences
- Body image issues related to skinny models/celebrities and toned athletes
- Sexual sites

Where kids are developmentally

- Sexual development leading to experimentation
- Identity development and experimentation
- Need for social reinforcement from peers
- Independence from parents and need for privacy
- Able to understand abstract concepts