

# Pre-Kindergarten

## 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., PBSKids), 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 are able to 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, in particular 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, PBSKids, 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, in particular licensed 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 such as Stardolls, Cartoon Doll Emporium, and Line Rider
- »Creating their own avatars online with site such as Neopets, Club Penguin, and Webkinz
- »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, in particular licensed 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



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# 3rd and 4th grades

## Your child's media life

- »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 with site such as Neopets, Club Penguin, and Webkinz
- »Multi-player online games such as Dizzywood
- »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

## Where kids are developmentally

- »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

## Main media challenges for parents

- »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, in particular 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



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# 5th and 6th grades

## Your child's media life

- »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 like Harry Potter
- »Multi-player online games such as Runescape
- »Video sharing sites like YouTube
- »Email accounts
- »Instant messaging
- »Adult music, music videos, and iPods with video
- »Using the Internet for school work, including search, blogging
- »T and some M-rated sports, action, and fantasy games on video consoles and handhelds
- »Cell phones

## 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, sexual preference, physical strength, ability, and/or 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, in particular 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



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# 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 Facebook and MySpace
- »Multi-player online games aimed at older kids such as World of Warcraft and Halo 3
- »Video sharing sites such as YouTube
- »Email accounts
- »Instant messaging
- »Adult music, music videos, iPods with video
- »Using the Internet for school work, including search, blogging
- »»Creating and uploading photos, videos, music, games
- »T and M-rated sports, action, and fantasy games on video consoles and handhelds
- »Cell phones, texting

## Where kids are developmentally

- »Sexual experimentation begins
- »Intense peer relationships with outliers punished socially
- »Kids pulling away from family and shifting to friends
- »Care about looks and appearance, and being accepted; easily offended and sensitive to personal 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

## Main media challenges for parents

- »Cyberbullying and sexting
- »Temptation to cheat on school work using technology
- »Communication and media consumption gets 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, in particular 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



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# High school

## 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 Facebook and MySpace
- »Multi-player online games such as World of Warcraft
- »Video sharing sites such as YouTube
- »Email accounts
- »Instant messaging
- »iPods with video
- »Using the Internet for school work, including search, blogging
- »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 email and mobile phones
- »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



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