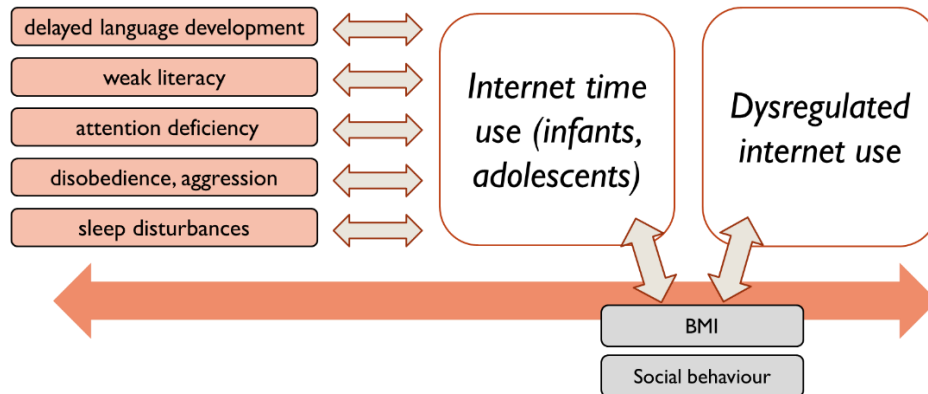




Media-Balance - Digitale Fürsorge in der Frühen Kindheit

1) Importance

a) Blick-Media Study



b) International Studies

- Meeting TST recommendations was associated with the risk of health complaints independent of physical activity level in this study (Keane et al., 2017).
- Parents' own screen time was strongly associated with children's screen time (Lauricella et al. 2015).
- A competent co-viewer appears to boost babies' language learning from screen media (Linebarger et al., 2010).

2) Target Group

- Primary audience: Parents of children from the ages of 0-6 years (kindergarten)
- Secondary audience: Kindergarten teachers

3) Short-term and Long-term Goals

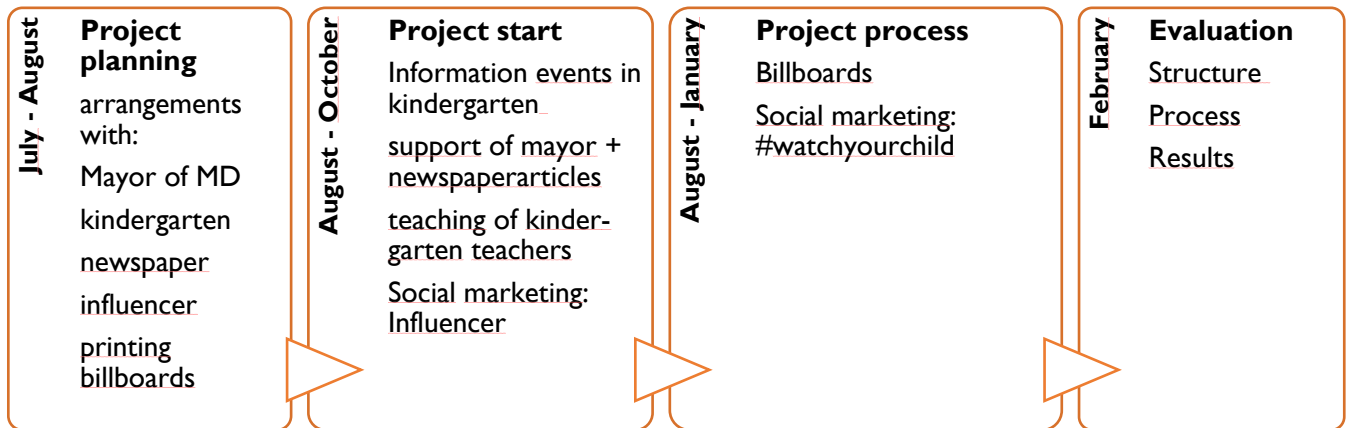
a) Short-term:

- (1) Parents and kindergarten teachers possess knowledge about the appropriate use of digital media.
- (2) Parents and kindergarten teachers are aware of the health effects regarding the inappropriate use of digital media.
- (3) Parents and kindergarten teachers possess knowledge about alternative activities instead of media use.

b) Long-term:

- (1) The number of children who have an inappropriate use of digital media has decreased significantly compared to the results of BLIKK survey.
- (2) The digital media competence of the parents and kindergarten teachers has increased.

4) Campaign Overview



5) Product Examples

- Logo
- Billboards
- Vlogger Video

6) Evaluation

Structure	Process	Results
<u>Resources:</u> <ul style="list-style-type: none"> • project-team • finances <u>Cooperation with:</u> <ul style="list-style-type: none"> • blogger/ influencer • Kindergarten • Mayor of Magdeburg <u>Teaching:</u> <ul style="list-style-type: none"> • Interested multipliers 	<ul style="list-style-type: none"> • Billboards displayed • Info for blogger/influencer issued • QR-codes worked • Info events at kindergartens took place • Info material for kindergartens printed and distributed • Multipliers' training took place 	<ul style="list-style-type: none"> • Number of hashtags • Number of reached parents (info events) • Short survey (parents) • Number of trained multipliers • Newspaper article published • Questionnaire (BLIKK)

7) Sources

Literature (presentation)

Keane, E., Kelly, C., Molcho, M., & Gabhainn, S. N. (2017). Physical activity, screen time and the risk of subjective health complaints in school-aged children. *Preventive medicine*, 96, 21-27.

Lauricella, A. R., Wartella, E., & Rideout, V. J. (2015). Young children's screen time: The complex role of parent and child factors. *Journal of Applied Developmental Psychology*, 36, 11-17.

Linebarger, D. L., & Vaala, S. E. (2010). Screen media and language development in infants and toddlers: An ecological perspective. *Developmental Review*, 30(2), 176-202.

Riedel R. et al. (2016). BLIKK Pressemitteilung zur BLIKK Medien-Studie-2016.

Web

Magdeburg.de Kita-Kompass

Pictures

https://www.google.de/search?q=junge+mit+smartphone+auf+laptop+fotolia&client=firefox-bab&source=Inms&tbm=isch&sa=X&ved=0ahUKEwid5svNI5HVAhULUIAKHTLIBUoQ_AUICigB&biw=1600&bih=760#tbm=isch&q=junge+mit+computer+und+handy+fotolia&imgsrc=OSwh7zJfVK9_MM:

https://www.google.de/search?q=kinder+und+medienkonsum&client=firefoxbab&source=Inms&tbm=isch&sa=X&ved=0ahUKEwjvILbF_JDVAhWGKIAKHZ0JCYoQ_AUICigB&biw=1600&bih=760#q=kinder+und+medienkonsum%23&tbm=isch&tbs=rimg:CULHwkr5QBgyIji82cZta3twR3cXnmgljrcUHap3IEbiO6SE0584nTOeCcNgzzFPeE8PRvmO5IqQs77EOzj4XpOioSCbzZxmIre3BHEV6T8ZfXseieKhlJf5xeeb6AiOsR3LbZg_IUxslwqEglxQdqneURulxG_ILmEzcEE2ioSCbpITTnzidM5Eec50QtzbVuQKhlJ4Jw2DPMU94QRgj9TBuihpmYqEgnw9GY7nWpCxHv3RAdgVsVNioSCTvsQ7OPhek6EQ0zYzNxIM9V&imgsrc=USPW0IQm7GY-WM:

Additional literature (working process)

Courage, M. L., & Howe, M. L. (2010). To watch or not to watch: Infants and toddlers in a brave new electronic world. *Developmental Review*, 30(2), 101-115.

Junco, R. (2015). Student class standing, Facebook use, and academic performance. *Journal of Applied Developmental Psychology*, 36, 18-29.

Kildare, C. A., & Middlemiss, W. (2017). Impact of Parents Mobile Device Use on Parent-Child Interaction: A Literature Review. *Computers in Human Behavior*.

Lavigne, H. J., Hanson, K. G., & Anderson, D. R. (2015). The influence of television covieing on parent language directed at toddlers. *Journal of Applied Developmental Psychology*, 36, 1-10.

Lin 2015 Effects of television exposure on developmental skills among young children

Okuma, K., & Tanimura, M. (2009). A preliminary study on the relationship between characteristics of TV content and delayed speech development in young children. *Infant Behavior and Development*, 32(3), 312-321.