

# Tots + Tech

## What is *iQ: smartparent*?

*iQ: smartparent* is a multimedia television and web series designed for parents that will empower them with new knowledge, tools, and abilities to successfully guide their children through the changing landscape of digital media and technology. It is a growing community of caregivers, national experts, educators, and parent bloggers who want to understand the opportunities and challenges of media as it relates to the development of their children. *iQ: smartparent* was created by WQED Multimedia in 2012.

## About this Episode

What happens when kids under age 8 watch TV and are exposed to screens? This episode of *iQ: smartparent* discusses current research and practical considerations of exposing children to media during the early childhood years, explores the impact of educational screen time on kids of various backgrounds, and offers *iQ: smartparents* some tips for raising young children in our media-rich environment.

## Discussion Questions

1. What tech does your young child have access to? How do they use the device? Do they most often use the device alone, with an older sibling, or with a parent or caregiver?
2. Does your young child respond different to different types of media? How so?
3. With increased usage of Netflix and on-demand services, what impact do you think this has on what your child sees and when they see it? Have your TV viewing patterns changed because of on demand capabilities?
4. Were you surprised by the findings on background television? How might this impact your family?
5. Are you a background TV watcher? Come up with 5 strategies to begin to change this behavior.
6. Does your child have a favorite media character? Try using the character to engage him/her in the learning process, such as through games and educational resources at [pbskids.org](http://pbskids.org) and [yourele.org](http://yourele.org).
7. Has the information in this episode changed how you view this topic? Why or why not? What questions still remain? Share your thoughts with us at [education@wqed.org](mailto:education@wqed.org) or on social media #iqsmartparent.

## About the Guests



**Dr. Deborah Gilboa, MD** is a Board Certified Family Physician, mother of four sons, and a professional parenting speaker and writer. She is also the author of *Teach Resilience: Raising Kids Who Can Launch!* and *Teach Responsibility: Empower Kids with a Great Work Ethic*. Doctor G has served as an expert resource for *Parents* magazine, MSNBC, Yahoo News, USA Today and is a regular contributor to Huffington Post Parents, *Your Teen Magazine*, and many other media outlets. She follows three basic principles when guiding parents from toddlerhood to young adulthood: Respect, Responsibility, and Resilience. Her website is [www.AskDoctorG.com](http://www.AskDoctorG.com)



**Lisa Guernsey** directs the Early Education Initiative at the New America Foundation, a non-partisan think tank in Washington, D.C., where she focuses on how to scale up high-quality learning environments for young children, birth through age 8. A journalist by training, Lisa has been a technology and education writer at the New York Times and the Chronicle of Higher Education and has written about technology, education and social science issues for a wide variety of publications, including *Newsweek*, *Time.com*, *Consumer Reports*, *Ladies Home Journal*, *The Washington Post*, the *Los Angeles Times*, *The American Prospect*, and others. She edits the Early Ed Watch blog, which focuses on policy and research in early learning, and she also blogs occasionally at The Huffington Post. Lisa's most recent book is *Screen Time: How Electronic Media – From Baby Videos to Educational Software – Affects Your Young Child* (Basic Books, 2012).



**Michael Robb** is the Director of Education and Research at the Fred Rogers Center for Early Learning and Children’s Media, Michael Robb oversees the planning and development for one of the Center’s signature programs, the Early Learning Environment™ (Ele). Dr. Robb has been involved in issues surrounding media and children for over a decade. He has published research on the impact of electronic media on young children’s language development, early literacy outcomes, and problem solving abilities in a variety of academic journals, including *Child Development* and *Developmental Review*. Dr. Robb has also supervised community educational outreach efforts for KCET/PBS, helping parents and teachers to make the most of quality children’s programming. He was the recipient of the Academy of Television Arts and Sciences Foundation Fred Rogers Memorial Scholarship, awarded to students for research on the relationship between children’s use of media and learning. Dr. Robb holds a B.A. in child development from Tufts University, and an M.A. and Ph.D. in psychology from University of California, Riverside.



**Deborah Linebarger** is currently an Associate Professor at the University of Iowa, College of Education and was previously a professor at the Annenberg School for Communication at the University of Pennsylvania. She has conducted research examining the impact of media use on the development of young children and has written extensively on the impact of television captions on early literacy. Dr. Linebarger has published research in a variety of academic journals, including *Journal of Children and Media*, *Journal of Educational Psychology*, and *Infant and Child Development*. She is currently the Principal Investigator for a project sponsored by Sesame Workshop. Dr. Linebarger holds a B.A. in psychology from the University of Rochester, an M.S.Ed. from the University of Kansas, and received a Ph.D. in Human Development and Family Sciences from the University of Texas.

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# Online Resources

## Research

"Teaching with Television: New Evidence Supports an Old Medium" Deborah Linebarger

<http://journals.sagepub.com/doi/abs/10.1177/0031721711109300315?related-urls=yes&legid=pdk%3B93%2F3%2F62&>

Zero to Three: Screen Sense: Setting the Record Straight

[www.zerotothree.org/resources/series/screen-sense-setting-the-record-straight](http://www.zerotothree.org/resources/series/screen-sense-setting-the-record-straight)

Zero to Eight: Children's Media Use in America

[www.common sense media.org/research/zero-to-eight-childrens-media-use-in-america-2013](http://www.common sense media.org/research/zero-to-eight-childrens-media-use-in-america-2013)

The Effects of Background Television on the Toy Play Behavior of Very Young Children

[www.jstor.org/stable/27563542?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/27563542?seq=1#page_scan_tab_contents)

RAND, Getting on the Same Page, Identifying Goals for Technology Use in Early Childhood Education

[www.rand.org/pubs/research\\_reports/RR673z1.html](http://www.rand.org/pubs/research_reports/RR673z1.html)

RAND, Moving Beyond Screen Time, Redefining Developmentally Appropriate Technology Use in Early Childhood Education

[www.rand.org/pubs/research\\_reports/RR673z2.html](http://www.rand.org/pubs/research_reports/RR673z2.html)

The Immediate Impact of Different Types of Television on Young Children's Executive Function by Angeline S. Lillard, Jennifer Peterson

<http://pediatrics.aappublications.org/content/pediatrics/early/2011/09/08/peds.2010-1919.full.pdf>

## Infographic:

The new nanny: Tablets and other devices teach and entertain kids

[www.schools.com/visuals/the-new-nanny.html](http://www.schools.com/visuals/the-new-nanny.html)

## Books:

- *Screen Time: How Electronic Media – From Baby Videos to Educational Software – Affects Your Young Child*, Lisa Guernsey
- *Mind in the Making*, Ellen Galinsky

Zero to Three: The National Center for Infants, Toddlers, and Families  
[www.zerotothree.org/](http://www.zerotothree.org/)

The Touch-Screen Generation

[www.theatlantic.com/magazine/archive/2013/04/the-touch-screen-generation/309250/](http://www.theatlantic.com/magazine/archive/2013/04/the-touch-screen-generation/309250/)

iChildren: How Apple is Changing Kids' Brains

[www.thefiscaltimes.com/Articles/2012/03/21/iChildren-How-Apple-Is-Changing-Kids-Brains](http://www.thefiscaltimes.com/Articles/2012/03/21/iChildren-How-Apple-Is-Changing-Kids-Brains)

Attached to Technology and Paying a Price

[www.nytimes.com/2010/06/07/technology/07brain.html?\\_r=1&pagewanted=print](http://www.nytimes.com/2010/06/07/technology/07brain.html?_r=1&pagewanted=print)

Childhood Stimulation Key to Brain Development

[www.theguardian.com/science/2012/oct/14/childhood-stimulation-key-brain-development](http://www.theguardian.com/science/2012/oct/14/childhood-stimulation-key-brain-development)

Certain Television Fare Can Help Ease Aggression in Young Children

[https://well.blogs.nytimes.com/2013/02/18/certain-television-fare-can-help-ease-aggression-in-young-children-study-finds/?hpw&\\_r=0](https://well.blogs.nytimes.com/2013/02/18/certain-television-fare-can-help-ease-aggression-in-young-children-study-finds/?hpw&_r=0)

Inside the Teenage Brain: Interview with Jay Giedd, MD

[www.pbs.org/wgbh/pages/frontline/shows/teenbrain/interviews/giedd.html](http://www.pbs.org/wgbh/pages/frontline/shows/teenbrain/interviews/giedd.html)

5 Tips for Picking Your Preschooler's First TV Shows

[www.commonsemmedia.org/blog/5-tips-for-picking-your-preschoolers-first-tv-shows](http://www.commonsemmedia.org/blog/5-tips-for-picking-your-preschoolers-first-tv-shows)

Is E-Reading to Your Toddler Story Time, or Simply Screen Time?

[www.nytimes.com/2014/10/12/us/is-e-reading-to-your-toddler-story-time-or-simply-screen-time.html?smprod=nytcore-ipad&smid=nytcore-ipad-share](http://www.nytimes.com/2014/10/12/us/is-e-reading-to-your-toddler-story-time-or-simply-screen-time.html?smprod=nytcore-ipad&smid=nytcore-ipad-share)

Potty Training? Problem Solving? There Are Kids' Apps for That -- and More

[www.commonsemmedia.org/blog/making-art-getting-healthy-there-are-kids-apps-for-that-and-more](http://www.commonsemmedia.org/blog/making-art-getting-healthy-there-are-kids-apps-for-that-and-more)

Watching Cookie Monster Can Improve a Child's Self Control

[www.huffingtonpost.com/2014/12/01/cookie-monster-self-control\\_n\\_6227008.html](http://www.huffingtonpost.com/2014/12/01/cookie-monster-self-control_n_6227008.html)

Is It OK to Let My Preschooler Play With My Phone?

[www.commonsemmedia.org/screen-time/is-it-ok-to-let-my-preschooler-play-with-my-phone](http://www.commonsemmedia.org/screen-time/is-it-ok-to-let-my-preschooler-play-with-my-phone)

Find the Best Movie for Your Sensitive Kid

[www.commonsemmedia.org/blog/find-the-best-movie-for-your-sensitive-kid](http://www.commonsemmedia.org/blog/find-the-best-movie-for-your-sensitive-kid)





### Is Technology Scrambling My Baby's Brain?

[www.theverge.com/2013/9/3/4660216/is-technology-scrambling-my-babys-brain](http://www.theverge.com/2013/9/3/4660216/is-technology-scrambling-my-babys-brain)

### A New Parents' Guide to Social Media

[www.commonsemmedia.org/blog/a-new-parents-guide-to-social-media](http://www.commonsemmedia.org/blog/a-new-parents-guide-to-social-media)

### Engaging Families and Communities to Bridge the Word Gap

<http://toosmall.org/blog/engaging-families-and-communities-to-bridge-the-word-gap>

### Discovering That Your 18-Month-Old Is Using an iPad in Pre-school

[www.theatlantic.com/education/archive/2013/09/discovering-that-your-18-month-old-is-using-an-ipad-in-pre-school/279438/](http://www.theatlantic.com/education/archive/2013/09/discovering-that-your-18-month-old-is-using-an-ipad-in-pre-school/279438/)

### 12 Best Youtube Channels for Kids and Teens

[www.commonsemmedia.org/blog/12-best-youtube-channels-for-kids-and-teens](http://www.commonsemmedia.org/blog/12-best-youtube-channels-for-kids-and-teens)

### Preschool Learning Games

[www.commonsemmedia.org/lists/preschool-learning-games](http://www.commonsemmedia.org/lists/preschool-learning-games)

### Media Tips for Babies and Toddlers

[www.commonsemmedia.org/blog/media-tips-for-babies-and-toddlers](http://www.commonsemmedia.org/blog/media-tips-for-babies-and-toddlers)

### Best Apps for Toddlers

[www.commonsemmedia.org/lists/best-apps-for-toddlers](http://www.commonsemmedia.org/lists/best-apps-for-toddlers)

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