Girls and Media

What is iQ: smartparent?

iQ: smartparent is an Emmy-winning 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's 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

This episode of *iQ: smartparent* discusses media stereotypes that girls face, how girls consume media, how they make media -- and how girls and their parents can take control of the narrative about what's possible in life and in careers for girls. As well as learning how to find media that is empowering and builds self-esteem.

Discussion Questions

1. Do you think boys and girls have different social media rules? If yes, what are they and why is that the case?

2. What are some ways you can encourage girls to pursue their interests without worrying over gender expectations or peers' perceptions?

3. Who are the female celebrities your daughter follows? What do those individuals represent? Are they positive role models?

4. At what age are you talking to your children about stereotypes and media messages? How does the conversation change as your children get older?

5. How can we use digital media to *empower* girls and counter negative media messages? Do you discuss realistic versus unrealistic advertisements in the media with your children?

6. When working with girls you get to hear their authentic voices: Share an example of when you saw a young girl contribute her own strong voice to the media – and what her message was.

7. Some of the negative media messages are subtle. Where do you think girls are most likely to see those subtle media messages that reinforce stereotypes of women as weak, or that focus on beauty over brains?

8. How do you talk to boys about media's messages about girls? Are they critical media consumers? Do they have realistic expectations of girls?

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About the Guests

Nancy Gruver is founder of the groundbreaking international online community and magazine for girls ages 8-12, *New Moon Girls*, author of How To Say It® To Girls: Communicating With Your Growing Daughter (Penguin Putnam, 2004) and blogs on girls' issues, parenting, and media. She is a national leader in using media to develop girls' full potential. As pioneered by Gruver at New Moon Girl Media, Inc., truly collaborative work by girls and adults is an innovative counterbalance to societal pressures which lead many tween and teen girls to abandon their dreams and silence their voices. www.newmoon.com & www.daughters.com.

Rebecca Gaynier is the Founder of iTwixie.com, a smart, fun website for tween girls that was selected by Family Fun Magazine as one of the Top 10 Fun Websites. Rebecca worked in New York City for nearly 10 years, at some of the world's biggest advertising agencies, with some of the world's most iconic kid brands, like Oreo and LEGO. She also writes her own blog, ARunningMom.com.

Kimberly Bryant is the Founder and Executive Director of Black Girls CODE, a non-profit organization dedicated to "changing the face of technology" by introducing underrepresented girls to the field of technology and computer science. Since 2011 Black Girls CODE has grown from a local grassroots organization serving only the Bay Area, to an international non-profit with chapters across the U.S. and in Johannesburg, South Africa. Kimberly serves on the National Champions Board for the National Girls Collaborative Project and the National Board of the NCWIT K-12 Alliance. Kimberly was given the prestigious Jefferson Award for Community Service and honored by Business Insider on its list of "The 25 Most Influential African- Americans in Technology" and named to The Root 100 and the Ebony Power 100 lists. She has been identified as a thought leader in the area of tech inclusion, women and leadership, and education and continues to speak on these topics at events such as the Personal Democracy Forum, TedX Kansas City, Platform Summit, Big Ideas Festival, SXSW, and many others

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Online Resources

Body Image

Research report: Children, Teens, Media, and Body Image
commonsensemedia.org/research/children-teens-media-and-body-image
Infographic:commonsensemedia.org/children-teens-body-image-media-infographic

Girls and Body Image
commonsensemedia.org/blog/girls-and-body-image

What Is the Effect of So Much Sexualized Media on My Daughter's Self-Image?
commonsensemedia.org/sex-in-the-media/what-is-the-effect-of-so-much-sexualized-media-on-my-daughters-self-image

At What Age Does Media Begin Affecting My Child's Body Image
commonsensemedia.org/media-and-body-image/at-what-age-does-media-begin-affecting-my-childs-body-image

Is Social Media Giving Your Teen a Negative Body Image?
commonsensemedia.org/blog/is-social-media-giving-your-teen-a-negative-body-image

Girls and Body Image
commonsensemedia.org/videos/girls-and-body-image

Female Role Models

Are Strong Female Characters Divergent? Not At All
commonsensemedia.org/blog/are-strong-female-characters-divergent-not-at-all

9 Video Game Heroines to Inspire Your Daughter
commonsensemedia.org/blog/9-video-game-heroines-to-inspire-your-daughter

Best Smart Movie Girls
https://www.commonsensemedia.org/lists/best-smart-movie-girls

Positve Role Model TV for Girls
https://www.commonsensemedia.org/lists/positive-role-model-tv-for-girls

Movies With Strong Female Characters
https://www.commonsensemedia.org/lists/movies-with-strong-female-characters

Books With Strong Female Characters
https://www.commonsensemedia.org/lists/books-with-strong-female-characters

Games With Strong Female Characters
https://www.commonsensemedia.org/lists/games-with-strong-female-characters

Strong Women in Music
https://www.commonsensemedia.org/lists/strong-women-in-music

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Boys, Girls, and Media Messages
www.commonsensemedia.org/blog/boys-girls-and-media-messages

How Girls Are Seeking and Subverting Approval Online
www.commonsensemedia.org/blog/how-girls-are-seeking-and-subverting-approval-online

10 YouTube Channels for Girls (Completely Make-up and Fashion Free!)
www.commonsensemedia.org/blog/10-youtube-channels-for-girls-completely-makeup-and-fashion-free

When Social Media Targets Women, Turn It Into a Teachable Moment
www.commonsensemedia.org/blog/when-social-media-targets-women-turn-it-into-a-teachable-moment

8 Girl Power Apps for Young Kids
www.commonsensemedia.org/blog/8-girl-power-apps-for-young-kids

TV That's Good for Girls
https://www.commonsensemedia.org/blog/tv-thats-good-for-girls

What Should I Do When My Teen Posts a Sexy Selfie?
www.commonsensemedia.org/sex-in-the-media/what-should-i-do-when-my-teen-posts-a-sexy-selfie

Great Games and Websites for Can-Do Girls
www.commonsensemedia.org/lists/great-games-and-websites-for-can-do-girls

Girls, Boys, and Media: Gender and Digital Life Toolkit
www.commonsensemedia.org/videos/girls-boys-and-media-gender-and-digital-life-toolkit

How to Avoid Stereotyping Girls
pbs.org/parents/parenting/raising-girls/body-image-identity/how-to-avoid-stereotyping-girls/

The Ugly Truth Behind Pretty Pictures
www.commonsensemedia.org/blog/the-ugly-truth-behind-pretty-pictures

Raising a Powerful Girl
www.pbs.org/parents/parenting/raising-girls/body-image-identity/raising-a-powerful-girl/

"Be The Hero" Presents This Breakthrough Comic Book Editor
www.makers.com/blog/be-the-hero-sana-amanat

Girls Aren't Meaner Than Boys. It Only Looks That Way.
http://parenting.blogs.nytimes.com/2015/11/18/girls-arent-meaner-than-boys-it-only-looks-that-way/?_r=0

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Why Patricia Arquette Says We're 'Lying To Our Daughters When We Tell Them They Can Do Anything'
www.huffingtonpost.com/entry/why-patricia-arquette-says-were-lying-to-our-daughters-when-we-tell-them-they-can-do-anything_us_55fb5288e4b00310edf685bf

When Social Media Targets Women, Turn It into a Teachable Moment
www.commonsensemedia.org/blog/when-social-media-targets-women-turn-it-into-a-teachable-moment

Resources for Boys too!

Boys Deserve More from TV Than Muscles and Machine Guns
commonsensemedia.org/blog/boys-deserve-more-from-tv-than-muscles-and-machine-guns

Movies with Incredible Role Models for Boys
www.commonsensemedia.org/lists/movies-with-incredible-role-models-for-boys

TV That's Good for Boys
www.commonsensemedia.org/lists/tv-thats-good-for-boys

Boys Don't Cry
www.commonsensemedia.org/blog/boys-dont-cry

10 Awesome YouTube Channels for Boys (With No Violence, Explosions, or Macho Posturing)
commonsensemedia.org/blog/10-awesome-youtube-channels-for-boys-with-no-violence-explosions-or-macho-posturing

My teenage son wants to try a fitness/diet routine he found online. What should I do?
www.commonsensemedia.org/media-and-body-image/my-teenage-son-wants-to-try-a-fitnessdiet-routine-he-found-online-what-should-i

Sexualizing Women In Ads May Hurt Men's Self-Esteem, Too
www.huffingtonpost.com/entry/sexualizing-women-in-ads-may-hurt-mens-self-esteem-too_us_55faca8de4b08820d9178604

My Son Just Called a Girl Ugly on TV. What Should I Do?
commonsensemedia.org/media-and-body-image/my-son-just-called-a-girl-on-tv-ugly-what-should-i-do

Boy Games With Positive Role Models
www.commonsensemedia.org/lists/boy-games-with-positive-role-models

Books for Boys
www.commonsensemedia.org/lists/books-for-boys

Video: Boys and Body Image
www.commonsensemedia.org/blog/boys-and-body-image

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