Plugged-in Parents: Grades K-8
Keeping kids safe, happy, and healthy in the digital age.

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We are a trusted guide for the families, educators, and advocates who help kids thrive. We provide resources to harness the power of media and technology, and to shape public policy to improve the well-being of every child.
This brave new world isn’t easy for parents.
What are your **biggest concerns** about digital media?

What are some of digital media's **strengths**?
How do we use media in balance as a family, find quality content, set expectations around healthy use to prevent conflict, and raise media savvy consumers and creators?
All About That Balance

Ask yourself — is my child:

- Physically healthy and sleeping enough?
- Pursuing interests and hobbies (in any form)?
- Connecting socially with family and friends (in any form)?
- Having fun and learning in their use of digital media?
- Engaged with and achieving in school?
Set Yourself Up For Success

What are best practices around digital media and devices?

- Use media with your kid.
- Know your own rules.
- Set expectations and rehearse.
- Connect media to real life.
- Talk about commercials and other advertising.
- Encourage creation as well as consumption.
- Talk about digital citizenship.
- Model the media behavior you want to see in your kids.
Since they’re using it...

What do you want them to get out of digital media?
A. Fun
B. Learning
C. Connection
D. I just don’t want it to mess them up!
Be Choosy
ABCs and 123s

Look for apps, TV shows, and movies with positive messages and educational value.
Declaring Independence
As kids get older, they go their own way
What was most important to you as a tween?

A. Friends
B. Family
C. Fitting in
D. Self-expression
E. All of the above?
Same child development, more powerful tools.
Adults don’t get it. They think I’m addicted to technology — but I’m not.

I’m addicted to my friends.

Common Sense Media Focus Groups, 2014.
Be the training wheels
A phone: To buy or not to buy?

**Responsible**
Do they show basic responsibility with time, valuables, and behavior toward others?

**Safe**
Are there reasons you need to be in touch for your kid to stay safe?

**Social**
Is there a social benefit to having a phone? A social cost to not having one?

**Respectful**
Do they generally follow rules? Will they agree to the limits you set?
BOYS ARE FROM XBOX, GIRLS ARE FROM INSTAGRAM

Average daily time used for social media and gaming is strikingly different.

TWEENS

- Video: 43 mins.
- Games: 12 mins.
- Social Media: 6 mins.
- 26 mins.

TEENS

- Video: 56 mins.
- Games: 7 mins.
- Social Media: 52 mins.
- 1 hr. 32 mins.
Myth or Truth?

Social media alienates kids.

Myth!

57 percent of all teens have made new friends online

84 percent of boys who play networked games with friends feel more connected when they play online

68 percent of teen social media users have had online friends support them through tough or challenging times
Social Media Red Flags

- Age-inappropriate content
- Public default settings
- Location tracking and sharing
- Real-time video streaming
- Ads and in-app purchases
- "Temporary" pics and videos
- Subpar reporting tools
- Anonymity
- Cyberbullying/negative culture
Self-reflect Before You Self-reveal!
Privacy Settings

**Posts are Private**

Turn privacy ON to approve follow requests. Your existing followers won't be affected.
Keyboards Can Make Us Careless and Cruel
Best Approach to Bullying

- **Report** abuse
- **Encourage** "upstanding"
- **Collect** proof
- **Involve** others
- **Limit** online access
Keeping Our Kids Safe

Worst-case scenarios exist, but they are not the norm!

20–54% of teens have sent or posted sexy pictures of themselves. Most sexy pictures are sent to a significant other.

51% of girls say they felt pressure from a guy to send sexy pictures.

30-40% of teens say nude photos are shared beyond intended receiver.

9% of kids receive unwanted online sexual solicitations (as of 2010).

4% of kids have online interactions where a predator attempts to make contact offline.

GuardChild citing Pew Internet and American Life Project, National Campaign to Prevent Teen Pregnancy, Cox Communications Teen Online and Wireless Safety Survey, YISS study
Digital Citizenship

- Internet Safety
- Privacy & Security
- Relationships & Communication
- Cyberbullying & Digital Drama
- Digital Footprints & Reputation
- Self-Image & Identity
- Information Literacy
- Creative Credit & Copyright

It’s never too early to talk to your kid about digital citizenship, being kind online, and calling out cruelty.
There’s some iffy stuff out there.
Choose
Help kids make good choices.

Check
Check what they're doing.

Chat
Follow up with a chat.
We Can Help!
Use Media: Don't Let It Use You

50% of teens feel addicted to technology.

59% of parents feel teens are addicted.

Over 1/2 of teens multitask while doing homework, and most believe it doesn't hurt the quality of their work.

Over 80% of parents and teens feel technology makes no difference or helps their relationships.

Fear of missing out (FOMO) and social media anxiety are very real for teens.
Myth or Truth?

Parents spend less time on devices than kids/teens

Myth!

Parents spend 9:22 with screen media daily, including for personal and work use. 7:43 of that time is devoted to personal screen time. Tweens spend an average of 6 hours/day and Teens an average of about 9 hours/day on screens.
Model
Be a media mentor and set the standard.

Monitor
Use limits, not lectures, and be up front about checking their media use.

Mediate
Be ready to step in if necessary, but let teens make some choices on their own.
Family Media Agreement: 6-8

I, ____________________________, will:

... stay safe.

☐ I will not create accounts or give out any private information — such as my full name, date of birth, address, phone number, or photos — without my family's permission.

☐ I will not share my passwords with anyone other than my family. I will ask my family to help me with privacy settings if I want to set up devices, accounts, or profiles.

☐ If anyone makes me feel pressured or uncomfortable or acts inappropriately toward me online, I will stop talking to that person and tell a friend or family member I trust about it.

... think first.

☐ I know that whatever I share online or with a phone can spread fast and far. I will not post anything online that could harm my reputation.

☐ I will not bully, humiliate, or intentionally upset anyone online or with a phone — whether through sharing photos, videos, or screenshots, spreading rumors or gossip, or setting up fake profiles — and I will try to stand up to those who do.

☐ If I use, reference, or share someone else’s creative work online, I will give proper credit to the author or artist.

... stay balanced.

☐ I will pay attention to how much time I spend in front of screens, and I will continue to enjoy the other activities — and people — in my life.
#DeviceFreeDinner

A movement for happier, healthier kids

Get your whole family on board with tips for a balanced digital life.

Get tips  Watch video

Endorsed by the American Academy of Pediatrics
When all else fails, tracking software might, too.

"Technology is going to help you," he says, "but it's not going to get away from the fact that you should be having more conversations about this with your kids."

Nick Shaw of Norton Security
Instead of shutting it all down, build it up!
Resources for Support

commonsensemedia.org

Connect with us

Facebook @commonsensemedia
Twitter @CommonSense
Pinterest commonsenseorg

Sign up today for our tips and updates.

Tell your school about our digital citizenship curriculum.
YOU GOT THIS!
Thank You
Many kids are dissatisfied with their bodies, and society’s body appearance ideals are highly unrealistic.

Body image is really important for self-esteem, which is crucial to a young person’s development, and disorders linked to poor body image can result in serious mental and physical health issues.

**Get involved**
- Tune into kids’ lives (ask about friends, school, and feelings).
- Nurture a positive self-image.
- Step in when kids need support

**Children as young as 5 express dissatisfaction with their bodies.**

More than half of girls and 1/3 of boys as young as 6 to 8 feel their ideal body is thinner than their current body size.

**You are your child’s first teacher.**

You have a lot of power to shape their attitudes, values, and behavior.

**Ban "fat talk"**
- Say why you appreciate your own body.
- Watch your comments about other people’s bodies and appearance.
- Be active and eat well for health, not size.

5- to 8-year-olds who think their moms are dissatisfied with their bodies are more likely to feel dissatisfied with their own bodies.

**Unrealistic, sexualized, and stereotypical images and messages about bodies and gender are rampant on the media your kid consumes.**

Media is influential — if all your child sees are unrealistic body types she’ll come to believe they’re the ideal.

**Immunize your child**
- Choose quality media with diverse characters.
- Question assumptions about appearance.
- Challenge stereotypes about gender, body types, abilities.

87% of female TV characters aged 10 to 17 are below average in weight.

**Boys have issues with body image too.**

Boys’ own body concerns and risky behaviors can go unnoticed, and their role in supporting healthy attitudes among girls is vital.

**Pay attention to your son, too**
- Listen for negative body talk.
- Look for dramatic weight loss or gain.
- Check the messages from coaches, peers, and online forums about weight, exercise, and muscle-building.

**Body image concerns start earlier than you think; even preschoolers learn that society judges people by how they look.**

Ideas and habits formed young last a lifetime.

**Start early**
- Emphasize health not weight.
- Teach appreciation for all types of people.
- Focus on talents and strengths.

41% of teen girls say they use social media to “make themselves look cooler.”

**Teens feel pressure to look good and cool online, but also feel social media helps their friendships and connections.**

Kids live in a constant feedback loop of criticism and connection that moves quickly and is difficult to escape.

**Be a social media supporter**
- Help teens find supportive online communities.
- Encourage social media breaks when online drama heats up.
- Ask teens how online feedback makes them feel.
Sneaky Selling

Can't avoid, but can be aware!