

#StartTheConversation

TODDLERS & TECHNOLOGY:

An overlooked demographic
of media consumers and
digital citizens



Toddlers & Young Children's Engagement with Digital Devices



Smartphone



Tablet Computer



Laptop or Desktop Computer



Gaming Device

0-2
year
olds

49%

35%

12%

9%

3-5
year
olds

62%

64%

21%

25%

Parental Concern Grows with Increase of Screen Time Among Youth



2 hours per day

Children ages 0-8



6 hours per day

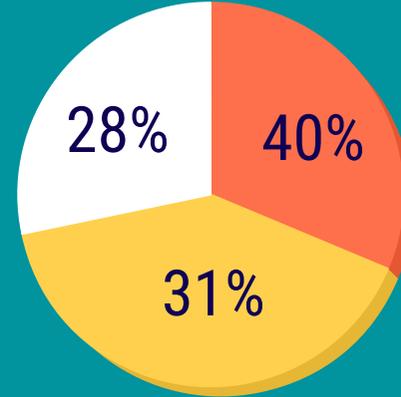
Children ages 8-10



9 hours per day

Children ages 11-14

CDC 2018 and AACAP 2020



- Very Concerned
- Somewhat Concerned
- Not Concerned

71% of parents report concern

Pew Research Center 2020

What Are Parents Concerned About?



- Amount of time spent on screens: 71%
- Development of friendships and healthy social skills: 70%
- The harms outweigh the potential benefits: 71%
- Have sought advice from doctors or other professionals regarding screen time: 61%

Excessive Screen Time is Associated with:

- Sleep disturbances or mood issues
- Decreased academic performance
- Lower rates of physical activity, weight gain
- Low self-confidence/ poor self-image
- Decreased social interaction needed to foster interpersonal and relationship skills

Recommendations for Parents and Caregivers:

- Set "no-screen zones" in bathrooms or behind closed doors
- Set "no-screen times" before bed and during the night to aid in restful sleep
- Set time limits that work for your household and follow through
- Avoid using screens to stop a tantrum. Help develop healthy coping strategies.

<https://www.verywellfamily.com/tips-for-raising-an-emotionally-intelligent-child-4157946>

Risks To Consider

- Inappropriate content
- Manipulated content
- Data Collection
- Unapproved purchases
- Violence and risk-taking behaviors
- Videos of stunts or challenges that may inspire unsafe behavior
- Negative stereotypes
- Advertising aimed at your child
- Misleading or inaccurate information
- Predators



Advice For Parents



- Engage in media together
- Pre-screen content
- Use kid-friendly search engines
- Point out and praise good behaviors
- Minimize advertising
- Get to know the platforms
- Enable privacy settings
- Set a healthy balance
- Establish a family media plan

<https://www.healthychildren.org/English/media/Pages/default.aspx>