

Your Child and Technology Presentation



**Spruce Street
Thursday,
May 12th**

National Association for Media Literacy Education

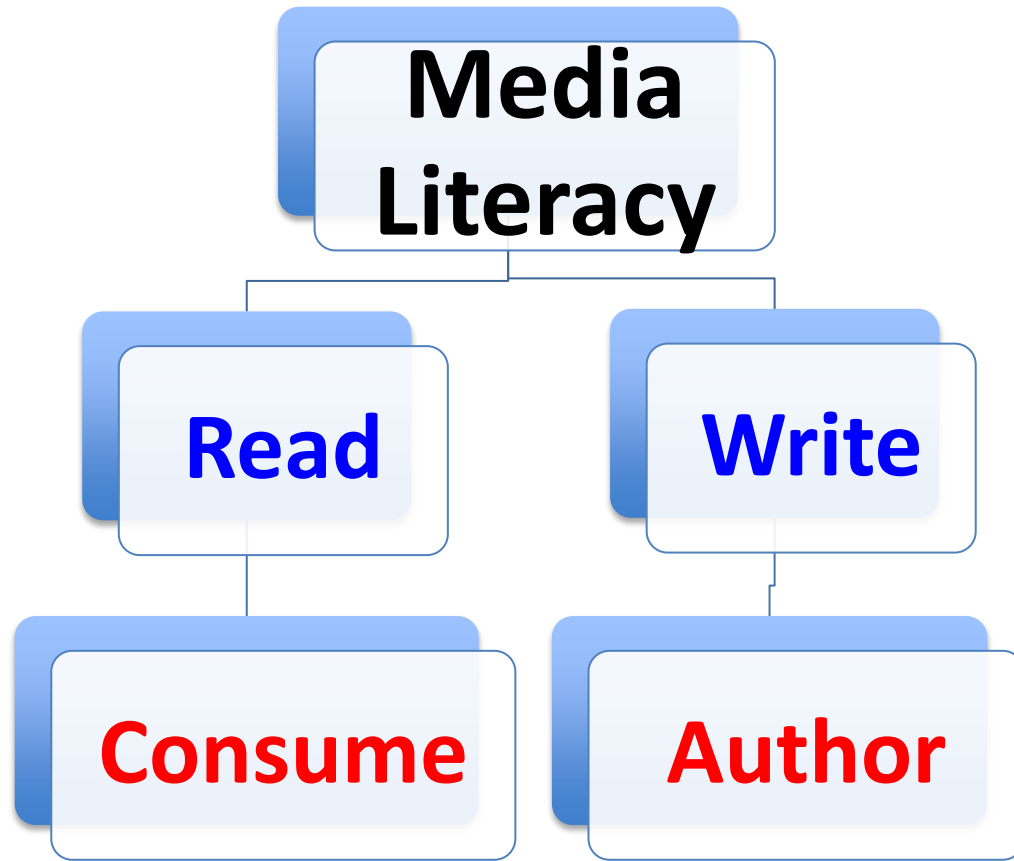
The NAMLE vision is to help individuals of all ages develop the habits of inquiry and skills of expression that they need to be **critical thinkers, effective communicators and active citizens** in today's world.

NAMLE

NATIONAL ASSOCIATION FOR
MEDIA LITERACY EDUCATION

What is Media Literacy?

*The ability to
access, analyze,
create, evaluate
and act
using all forms of
communication.*



**...with all media texts available in the 21st century
It' s an expanded concept of literacy.**

Always Connected...*

On any given day, American teenagers (13-18) average about nine hours of entertainment media use, excluding time spent at school or for homework. Tweens (8-12) use an average of about six hours' worth of entertainment media daily.



*Common Sense Media 2015

Media Saturation

Opportunity



vs.

Risk

BEING MEDIA LITERATE MEANS

ASKING QUESTIONS,
NOT MAKING JUDGEMENTS





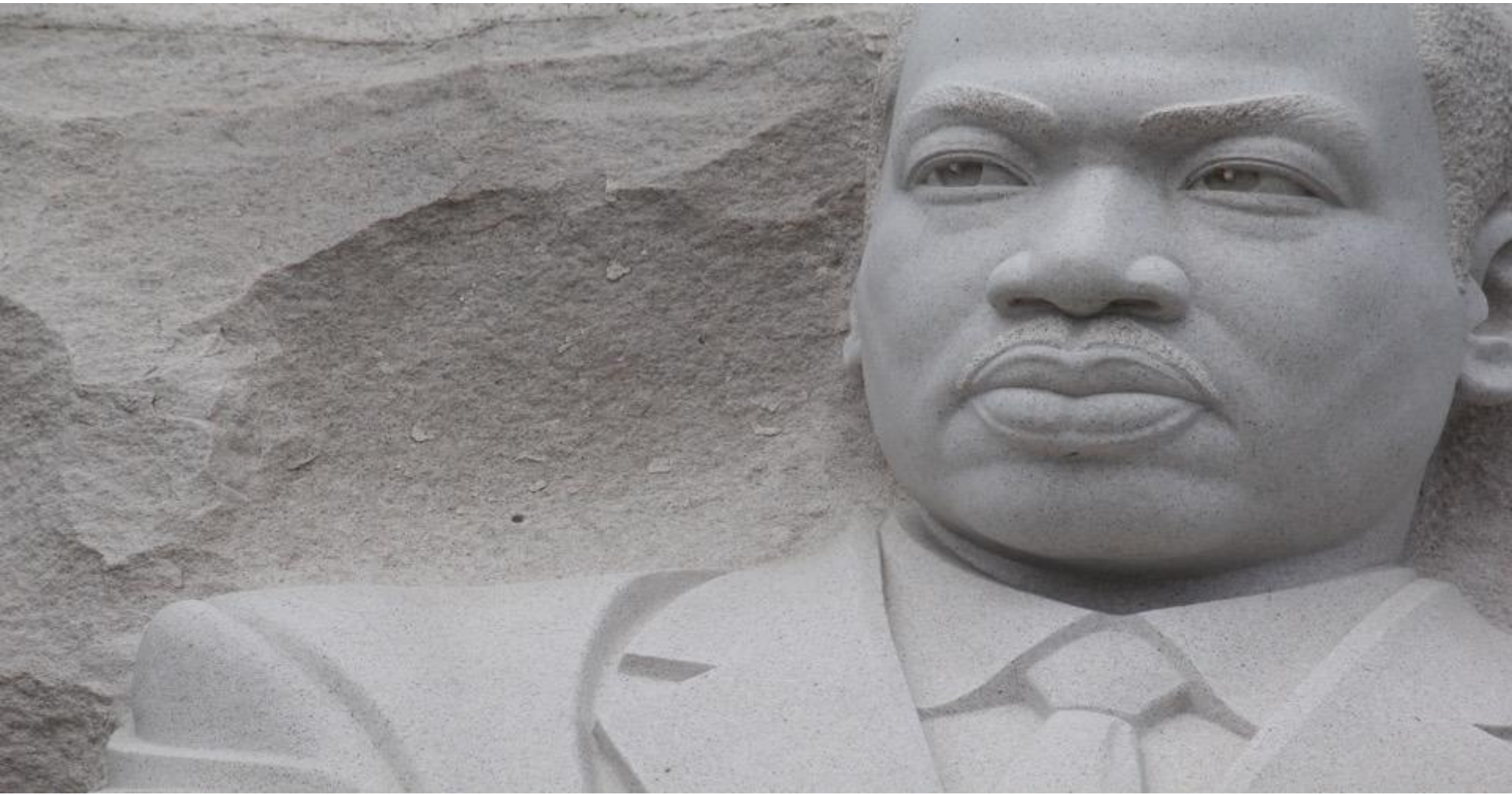


BEING MEDIA LITERATE MEANS

TAKING TIME TO FIND OUT
MORE ABOUT THE STORY









BEING MEDIA LITERATE MEANS

KNOWING HOW THE MEDIA
INDUSTRY WORKS

"It may not be good for
America, but it's damn
good for CBS. The money is
rolling in"

"It's a terrible thing to say,
but bring it on, Donald."



Les Moonves, Head of CBS
Feb 28, 2016




CONSERTON

DAILY NEWS
NEW YORK'S HOME TOWN NEWSPAPER

Trump throws rubber nose in GOP ring

CLOWN RUNS FOR PREZ



- Insults Mexicans
- 'I'll be greatest'
- Vows border wall
- Rips Bam! Hil, Jeb

AD-LIES CIRCS SPEECH TO FORMALLY ANNOUNCE — SEE PAGES 4-5

EXCLUSIVE: LET'S GO TO THE DNA, SAYS DOLEZAL DAD

am NEW YORK

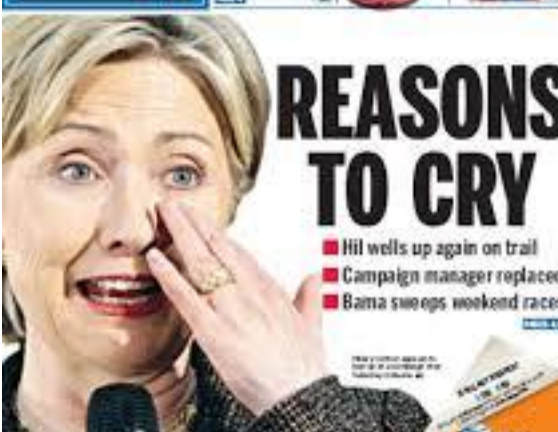
Best in Show kibble begins at MSG

Our gift guide for loved ones

Amy, Kanye big Grammy winners

REASONS TO CRY

- Hil wells up again on trail
- Campaign manager replaced
- Bama sweeps weekend races




DAILY NEWS
NEW YORK'S HOME TOWN NEWSPAPER

DROP DEAD, TED

Hey, Cruz: You don't like N.Y. values? Go back to Canada!

Cuomo flip-flops on \$800M city hit



DAILY NEWS
NEW YORK'S HOME TOWN NEWSPAPER

PAYBACK TIME!
Mets seek revenge vs. Royals tonight

LET'S GET IT ON!

Hillary says Bernie's the bum as News calls for N.Y. debate



DAILY NEWS
NEW YORK'S HOME TOWN NEWSPAPER

WIN TODAY!
WE'VE GOT TICKETS, TRIPS AND...
\$50G CASH
UP FOR GRABS EACH WEEK! — PAGES 60-61

Bridge scandal eats away at prez hopes

FAT CHANCE NOW, CHRIS



DAILY NEWS
NEW YORK'S HOME TOWN NEWSPAPER

Win **Mets** tickets inside!

TRUMP IS HITLER

- Louis C.K. begs: Don't vote for Donald!
- Cruz wins caucuses in Kansas, Maine
- Bernie thumps Hillary in 2 states



BEING MEDIA LITERATE MEANS

KNOWING HOW TO FIGURE
OUT FACT VS. FICTION

NEWS SOURCE... MUST FIND
ACCURATE NEWS SOURCE...



Why is Media Literacy important?

Your **beliefs** become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny.

— [Mahatma Gandhi](#)

Where do we get our beliefs?

What are the messages we are getting?

NO WONDER BILL'S AFRAID

Hillary explodes with rage at Benghazi hearing



Why Tibet's monks are killing their betters

TIME

IDENTITY AND THE MODERN HERO

Captain America finally confirms what we all suspected



DAILY NEWS

ROT IN HELL!

NINE PAGES OF COVERAGE INSIDE

Obama: U.S. team kills Bin Laden in firelight



VANITY FAIR

JAME SKELETONS, JAME CLOSET

ME DAVID BECKHAM, YOU AMERICA!

HAS OBAMA SOLD OUT TO THE BANKS?

Newsweek



NEW YORK POST

WEINER'S RISE AND FALL

Sexting 'member' quits Congress

Parents today are the
last people in
history to know
life with and without
the Internet.

Adolescents/ Teenagers Always and Today

- Finding their identity
- Want privacy and separation
- Brain is developing
- Risk takers, boundary pushers
- Less freedom to wander
- More scheduled
- More parental involvement
- Academic pressure

What Adults Are Worried About

- Media is personal, private and portable
- Access to inappropriate content
- Behaving inappropriately
- Cyberbullying
- Privacy
- Addiction
- Not relating to others face-to-face
- Multitasking
- The ability to assess credibility
- Lack of patience, frustration intolerance
- Physical health effects
- Ability to stay current and up to date

It's not our job as parents to put away the phones. It's our job to take out the phones and teach our kids how to use them.

- A. Samuel, The Atlantic

The 5 E's

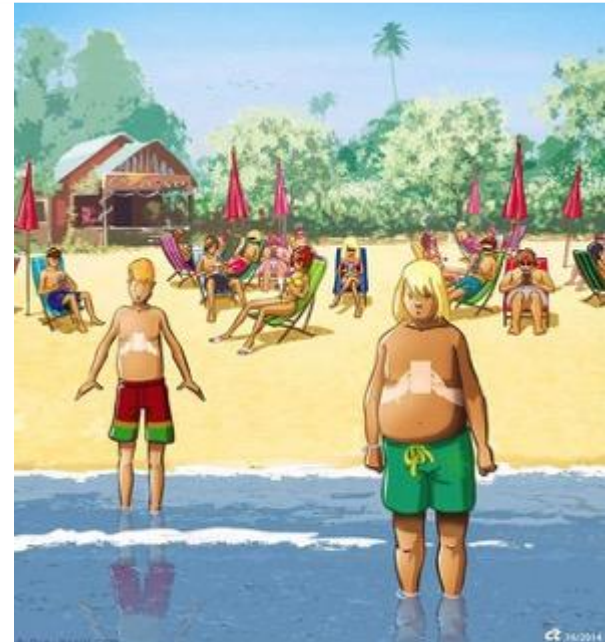
EXPLAIN

ENGAGE

EDUCATE

EMPATHIZE

EMPOWER



Explain

- Outline your expectations
- Discuss the technology
- Overview the etiquette
- Talk about technology before you purchase it
- Set guidelines and rules before usage
- Be proactive not reactive

Engage

- Get to know the social media apps
- Talk about the media they use
- Discuss movies, TV programs, You Tube videos
- Make sure your conversations aren't only about what they shouldn't be doing
- Tell them about the media you like
- Ask questions

Empathize

Kids are growing
up in a public space.

We made mistakes in private.

Kids today don't have that luxury.

Consequences are far greater.

Educate

- Prepare vs protect
- Teach vs tell
- Explore the subject
- Learn how to have meaningful literacy conversations in the home



Empower

- Encourage their media creation
- Tell them about new apps, new sites
- Sign them up for classes
- Teach them new skills

I am worried that kids will not have face to face people skills. They will only know how to communicate on social media and not in person.

*Personally, I'm worried about
the darker side of the internet
where really malicious things
happen.
It's really creepy.*

*If we have such big
problems with social media
then what's going to happen
to our children?*

What is your favorite thing about social media?

I get to show off who I am.

What is your least favorite thing about social media?

I have to share who I am.

With great power, comes great responsibility.



- **Be a role model**
- **Create a road map**
- **Pace Yourself**
- **Technology use is a privilege that should be earned**

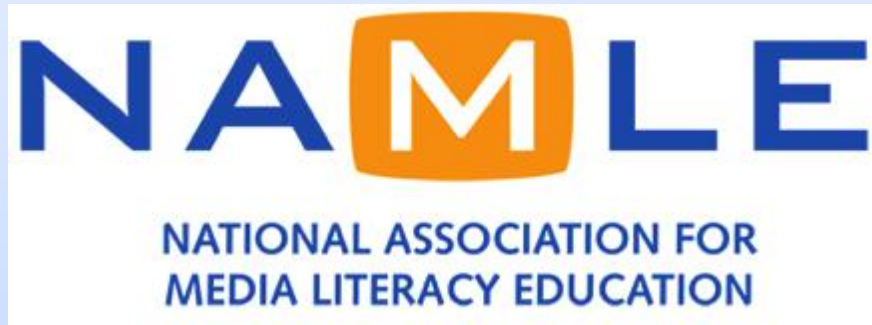
Sample Road Map

- 0-2 years old – no technology
- 3-5 years old – limited screen time, educational content, co-use
- 6-8 years old – personal home device, entertainment content, monitor
- 9-11 – flip phone, texting, gaming system
- 12-14 – smartphone, limited social media, controls
- 15 – 18 – personal laptop, social media access of their choice

Parenting 101

“The best way to deal with the present and future challenges is to return to the parenting basics. The pitfall many parents succumb to is the belief that the rules have somehow changed, just because technology has. But that isn’t the case. *Instead, we just need to apply the same parenting strategies and beliefs to the technology!* Parents must identify and outline the principles and values that underlie their parenting cornerstones and then adapt and apply those to the technology.”

- *Janell Burley Hoffman, iRules*



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