We are

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?

MS 51 Digital Family Life Survey: Top Parent Concerns

- Too much screen: 51.3%
- Inappropriate: 14.7%
- Protecting my: 13.0%
- Other: 2.7%
- Digital footprint: 9.3%
- Digital drama & abuse: 10.0%

MS 51 Digital Family Life Survey: Top Student Concerns

- Too much screen: 21.3%
- Inappropriate: 13.3%
- Protecting my: 24.0%
- Other: 4.0%
- Digital footprint: 18.0%
- Digital drama & abuse: 19.3%
- Other: 9.3%
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.

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.
BOYS ARE FROM XBOX, GIRLS ARE FROM INSTAGRAM
Average daily time used for social media and gaming is strikingly different.

<table>
<thead>
<tr>
<th></th>
<th>Teens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Games</td>
<td>43 mins.</td>
</tr>
<tr>
<td>Social Media</td>
<td>6 mins.</td>
</tr>
</tbody>
</table>

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

Myth or Truth?

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 Mashup

FACEBOOK	TWITTER
TINDER	MUSICAL.ly
INSTAGRAM	LIVESTREAMING
SNAPCHAT
gIFs
tEXTING

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 Off to accept follow requests. Your existing followers won’t be affected.

Privacy Settings

- Posts are Private
  - Turn privacy Off to accept follow requests. Your existing followers won’t be affected.
Keyboards Can Make Us Careless and Cruel

It's never too early to talk to your kid about digital citizenship, being kind online, and calling out cruelty!

Best Approach to Bullying

- Report abuse
- Encourage "upstanding"
- Collect proof
- Involve others
- Limit online access

50% of teens feel addicted to technology.

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.

Use Media: Don’t Let It Use You

Parents spend less time on devices than kids/teens

Myth or Truth?

Parents spend 9:23 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.

 Myth! Parents spend 9:23 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.
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

Resources for Support

commonsensemedia.org

Connect with us
@commonsensemedia
@CommonSense
commonsense.org

Sign up today for our tips and updates.
Tell your school about our digital citizenship curriculum.

Thank You