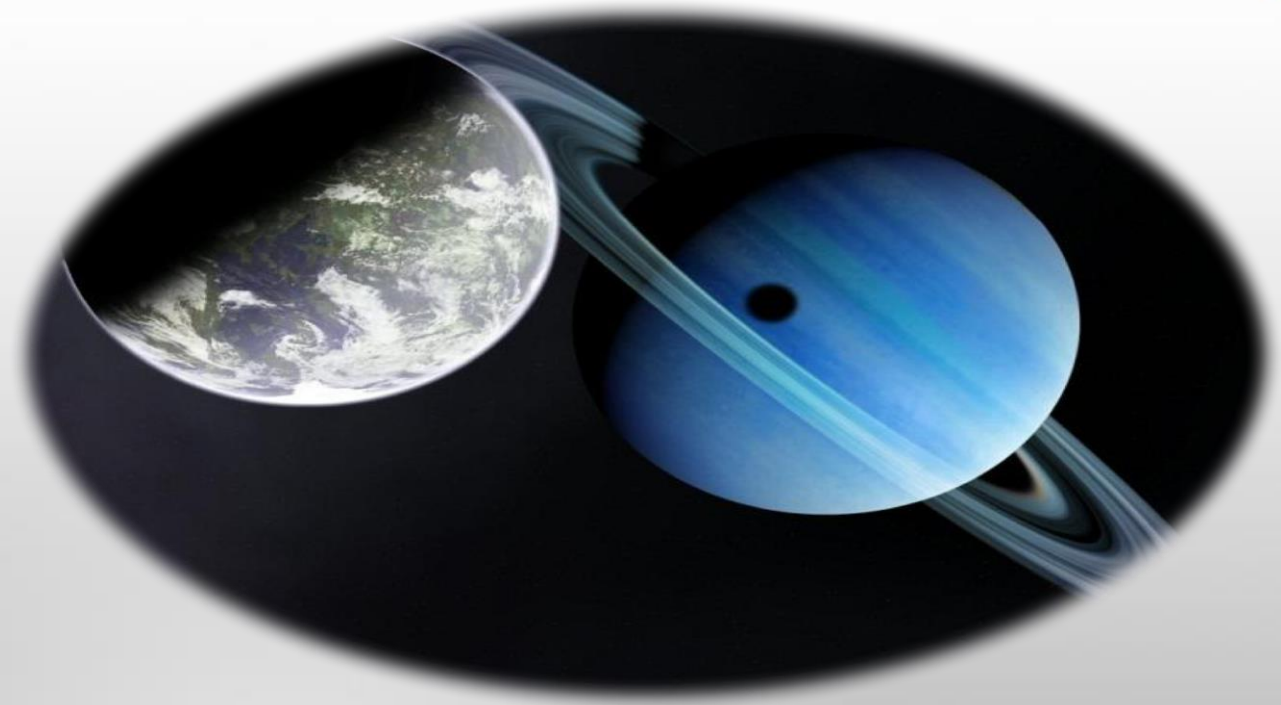


Building Brilliant Content For Children

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Digital skills: a priority



Walk in the right direction



What does brilliant content look like?



How do you build it?



How to know when you've done it?



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What do parents want?



Parents say...

“Don’t waste my children’s time”

“Content must offer benefits”

“Keep my children safe”



Opportunity?





Threat?

What Do Children Want?



**“Imagination is
more important
than knowledge”**



Opportunity

- Feel smart
- Be curious
- Engage in imagination
- To have fun
- Feel older than they are!
- Are the characters 'like me'?



Threat

Are you boring me?
Is this 'beneath me'?
Is it 'beyond me'?
Are you trying to 'teach'
me?
Not 'cool'



Tick Chart



- **Empower:** Is it likely to make the child to feel confident and as independent as possible?
- **Engage:** Will it cause the child to be motivated and inspired and feel like fun?
- **Stimulate:** Might it encourage the child to feel curious or to learn something exciting/stretch or stimulate imagination?
- **Safe:** Will it provide the child with the space to explore the digital experience at no risk?
- **Life skills:** Will it encourage a positive sense of self and family, community and culture?



...Research

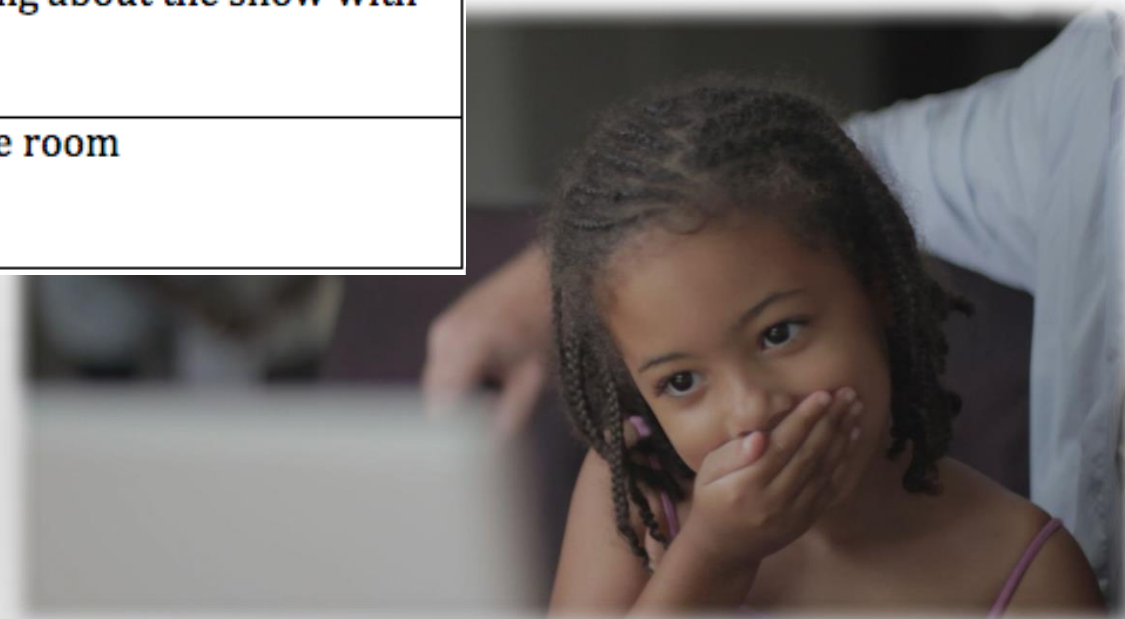
There are no short
cuts...it has to be done!

Their responses count...

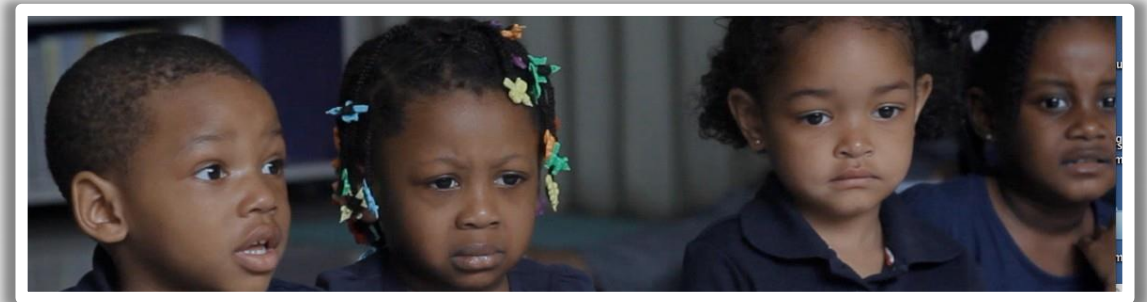




Positive	Negative
Pointing to screen	Lethargic
Chatting to characters on screen	No emotion shown on face
Smiling and laughing at show	Not sharing anything about the show with parent
Wanting to tell parent about the show	Looking around the room



Signs of Engagement and Disengagement



Behaviours	Affection	Exuberance	Introversion Extroversion	Sharing and Showing others
Language	Happiness	Interest	Requests for similar/more creative input	Expressions of emotion
Physiology	Skin pallor/ flushing	Breathing	Heart rate varia- tion, BP	EEG changes
Body Language	Muscle tension	Heightened re- action time	Precision of movements	Posture forward towards creative expression
Facial Expres- sion	Displays of pleasure e.g. Smiling	Displays of ex- citement wid- ened eyes	Displays of in- terest. Eyes facing	Displays of curi- osity
Eye Changes	Trance-like glazing over	Blink rate	Focus	Directed Gaze
Sensory changes	Prolonged con- centration	Heightened sensory acuity	Focus of atten- tion	Precision

Criteria for creative potential:

1. Involve children and make it a place 'where anything can happen'
2. Content must be allowed to 'Breathe'
3. Provide subtle 'reflection points'
4. Pose genuine questions overtly or implicitly
5. Ensure that 'answers' are not drilled-allow space for brain to react and produce own answers



6. Use “Tools/devices” to anchor narrative
7. Ensure it is a good developmental ‘fit’
8. Then, content can ‘shock the brain’ – be unexpected
9. Punctuate narrative with twists
10. Be bold - vibrantly have something to say



Will it prepare them for their future
not our past?







Go... make great content for children
– they deserve it!



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Thank You.

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