

didj THE SCRIPT



On Media Literacy



FOR KIDS TO BECOME MEDIA LITERATE, WE KNOW THERE ARE QUESTIONS THEY NEED TO ASK

- Who created the message?
- Why was it made?
- Who is the intended audience?
- Who is paying for it?
- What do you think are their motives?
- How is the message trying to get your attention?
- Who is in the message and what voices are missing from the message?

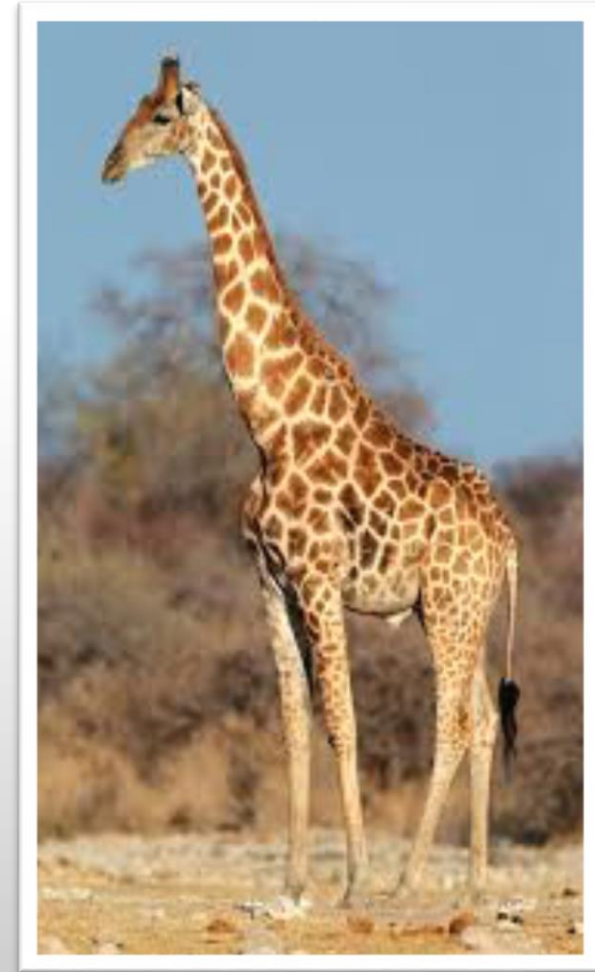


Who are the individuals tasked with teaching these media literacy messages to kids?

Teachers and parents.

With more content on more platforms in more ways than ever before..

A tall order !



All TV is Educational.. the question is: What is it Teaching?!

Former FTC Chairman, Nicolas Johnson

Because kids learn from everything they see, it is imperative that we inform the creators of media content on making socially responsible content

WELL CRAFTED MEDIA MESSAGES HAVE ENORMOUS POWER TO SHAPE CULTURE FOR SOCIAL GOOD.

1%

A few decades ago, 1% of children drew female scientists

Female Scientists-though still outnumbered by their male peers- now are more present in textbooks, magazines and children's shows

Today

28%



Ed Yong, Atlantic Monthly 2018



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THERE ARE ENDLESS EXAMPLES OF WHERE WELL THOUGHT OUT AND WELL CRAFTED CONTENT HAVE MADE IMPACT



Based on child development research, Sesame Street airs around the world and teaches kids content ranging from racial harmony to arithmetic and the alphabet.

A Canadian show called “Degrassi Junior High” heavily researched tweens/teens and then reflected them in realistic situations. The impact was huge in opening dialogue about subjects never before seen on TV.



!

Table 3: Literacy gains after playing with the Super Why app

| Age | Number of participants | Average gain in vocabulary score |
|-----|------------------------|----------------------------------|
| 3 | 8 | 17% |
| 4 | 13 | 9% |
| 5 | 23 | 8% |
| 6 | 26 | 9% |

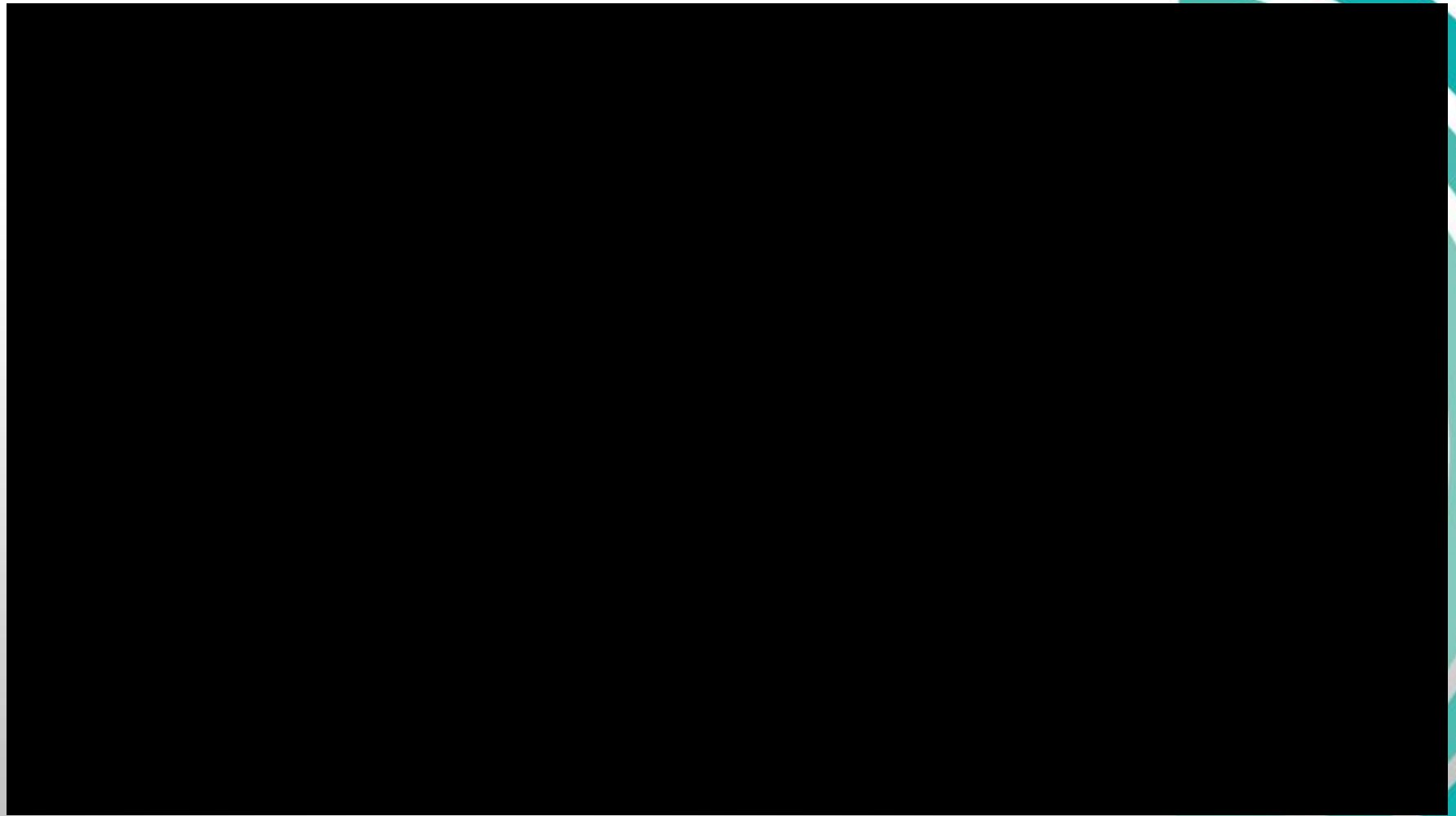
Joan Ganz Cooney Centre study

Research from two week study of kids using the App

Research showed improved literacy skills both with television and the Superwhy App



**DANIEL TIGERS
NEIGHBOURHOOD USED
CHILD DEVELOPMENT
RESEARCH: MUSIC
STRATEGY, REPETITION,
AGE APPROPRIATE
CONTENT AND PRO
SOCIAL VALUES**



WELL CRAFTED MEDIA MESSAGES ALSO HAVE ENORMOUS POWER TO AFFECT KIDS IN NEGATIVE WAYS...



Stereotypes

Gender Economic Ethnic



Pressures

About body image and how they should look and act



Sexual imagery

The sexual imagery often shown in music videos and other programs on TV can affect how boys and girls see themselves and their sexual development as they enter the school years and adolescence.



Scary visual images

School-age children depend less on visual images for meaning than younger children do. But scary images can still upset them.

THE FACTS

The average kindergarten students sees about 70 media messages a day.

By the time they are in high school , teens spend 1/3 of their day using media.



Especially now that kids are making their own content. The more they understand the impact of their work, the more impactful they will be.





I have been on the content creation side for a long time.

For 25 years, I worked in public broadcasting, making and commissioning programs.

Everyone wants to make a show that kids will love, but if you asked me what percentage of content creators read academic research before pitching a show?

It's not that Content Creators aren't interested in making the best content possible.
But academic research can be hard to access, and also hard to decipher.



Even as a pub broadcaster you didn't have time or often budget to look up more than the themes of a show..

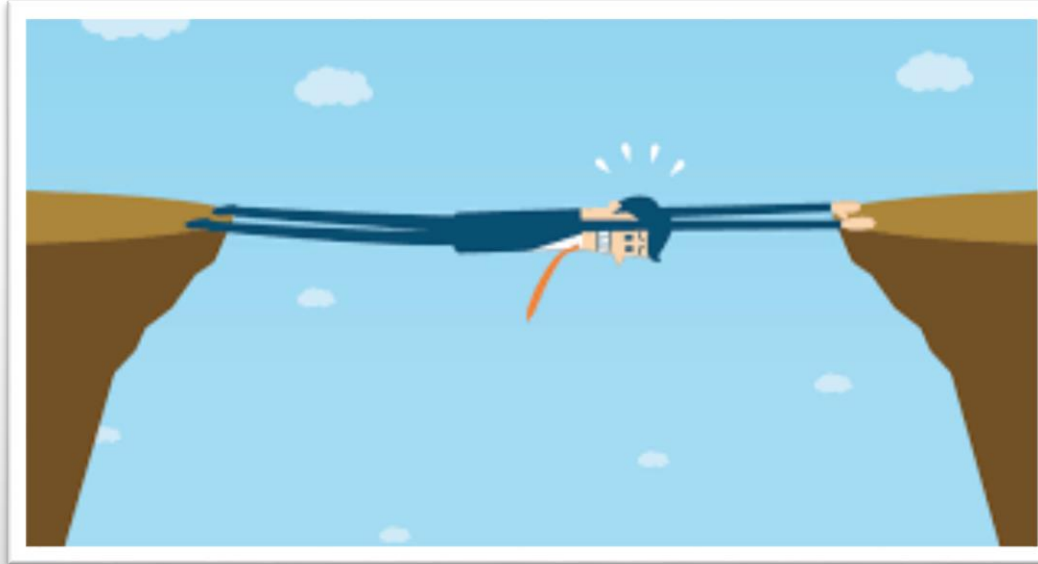


WE NEED TO BRIDGE THE GAP BETWEEN ACADEMIA AND CONTENT CREATORS.

We need to support our content creators.

Writers, directors, producers, designers, animators, app developers.

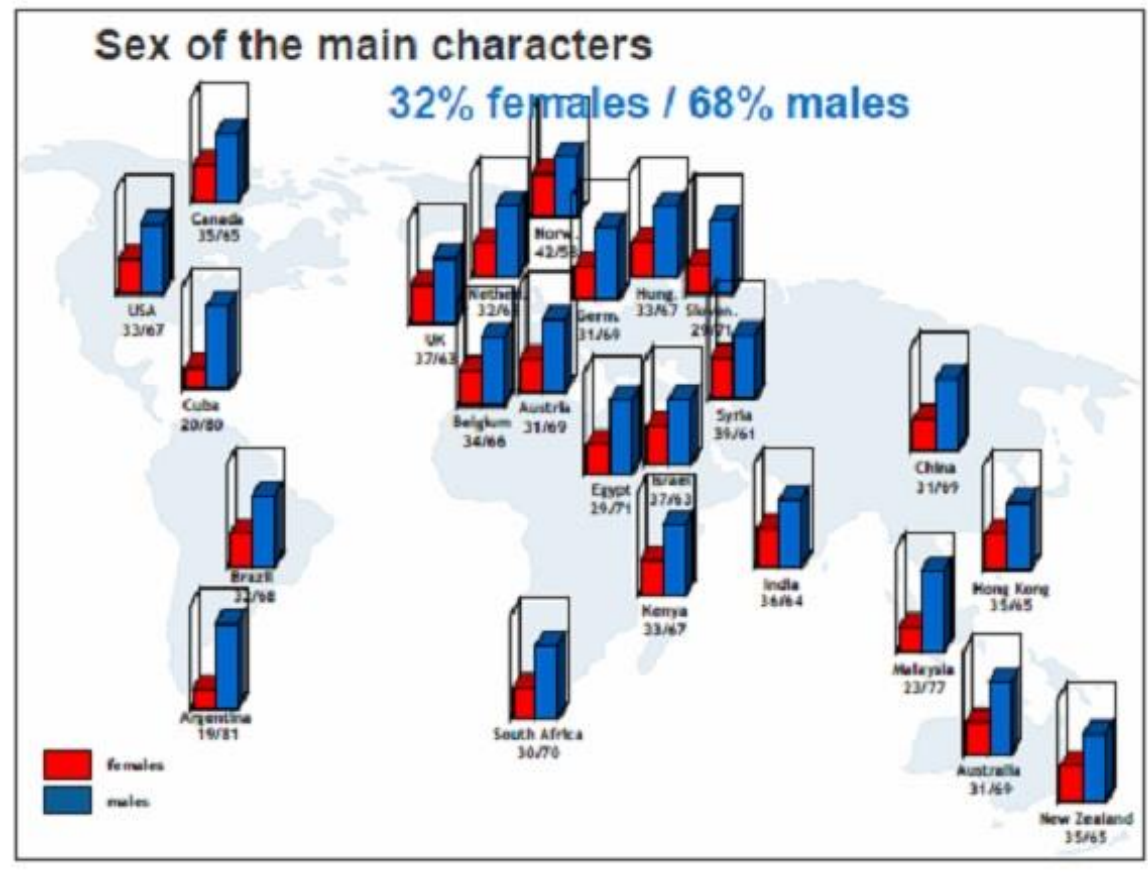
Great
Research



Great
Content

Research can help the messages going out in the media.
Knowledge is power.





EVEN ONE STUDY CAN CHANGE THE WAY A CONTENT CREATOR THINKS AND MAKES PROGRAMMING..

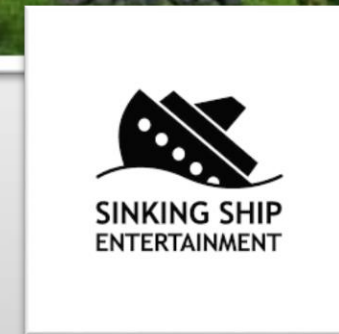
Similar numbers around the world.

Only 35% in Canada.

Dr Maya Goetz 2008, International Central Institute for Youth and Educational Programming



...AND THAT IN TURN CAN IMPACT AN ENORMOUS NUMBER OF CHILDREN..



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AND LED TO...



And it all started with one research study with some key information.

Research can make an incredible difference.



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WE KNOW THAT SMALL STEPS CAN LEAD TO BIG ONES

OUR MISSION

We offer actionable insights for youth-targeted storytelling
by supporting the creative process
with child development and social science research.

Ryerson
University

UCLA



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UNCONSCIOUS BIAS

The Problem

Black boys are seen as older and less innocent than white boys

What's Going On

Unconscious Race Bias
Attitudes or stereotypes we carry around with us unconsciously

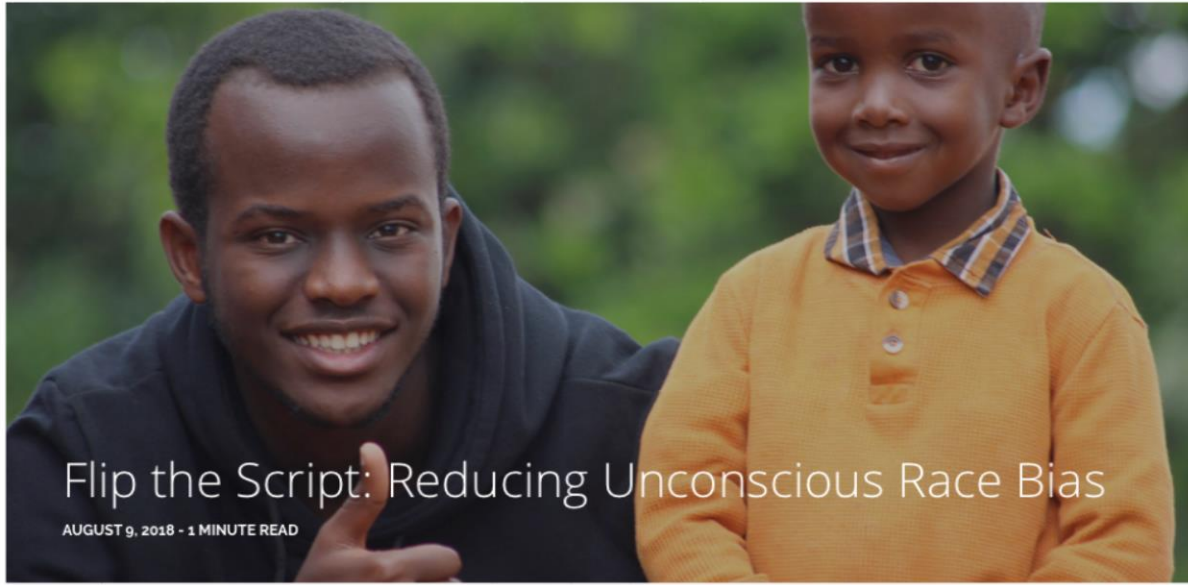
Distill the research

Engage content creators and give actionable insights



These attitudes influence our behaviors in ways we may not recognize





Flip the Script: Reducing Unconscious Race Bias

AUGUST 9, 2018 - 1 MINUTE READ

"You can't solve a problem unless you talk about it." Beverly Daniel Tatum

Showing the opposite of what is expected (for example, black heroes and white villains) has been shown to decrease unconscious bias by 40%

Unconscious biases develop our first year of life. These biases affect how we act in ways we may not always understand and recognize. Until we start acknowledging

A [surprising study](#) found that black boys as young as 10 are seen as less innocent than white boys. Race identification, and the pride or shame associated with it, begins as young as 4-5 years of age. Representation affects our biases and also our own self-concepts in positive and negative ways. For example,

A study of nearly 400 children found that the more TV white boys watch, the higher their self esteem. The opposite was true for black girls and black boys.



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ACTIONABLE INSIGHTS

- 1/ Show characters that identify discrimination and talk about it openly
- 2/ Portray Positive Role Models from a variety of backgrounds



- 3/ Show a narrative that is the opposite of what is expected (for example having black heroes and white villains) has been shown to decrease unconscious bias but 40%



What Teens Really Think About Their Social Media Lives: Tips for Storytellers

NOVEMBER 19, 2018 - 6 MINUTES READ



1. Show kids (and their parents) putting phones away or on “do not disturb” at key times, such as mealtimes or bedtime.

2. Highlight the teens who need the most help

3. Show the creative side of media to inspire teens to use media to learn and grow.



Image by Cristian Escobar, retrieved from unsplash .com

In January of 2018, nearly one in every four Yale freshmen gathered in a lecture hall with a common task for the semester: to learn what brings us joy. The [“Psychology and the Good Life”](#) course was created by Yale psychology professor [Dr. Laurie Santos](#), and it has become the most popular class in the university’s 300-year history. The success of the course mirrors a broader human fascination with understanding how to experience and increase well-being in our everyday lives.

What is Joy?

Insights on how how can app and digital creators can integrate character virtues like hope, forgiveness, kindness, joy....

Empowering Girls
Character Virtues
Gender stereotypes in boys
Gender balance
Mental Health
Teaching about media literacy
Impact of pro- social games

how to write a preschool script to include moral lessons



how can I best integrate diverse voices in a video game



SO IT'S NOT JUST THE KIDS ASKING THE MEDIA MESSAGES

It's questions content creators need answered too!

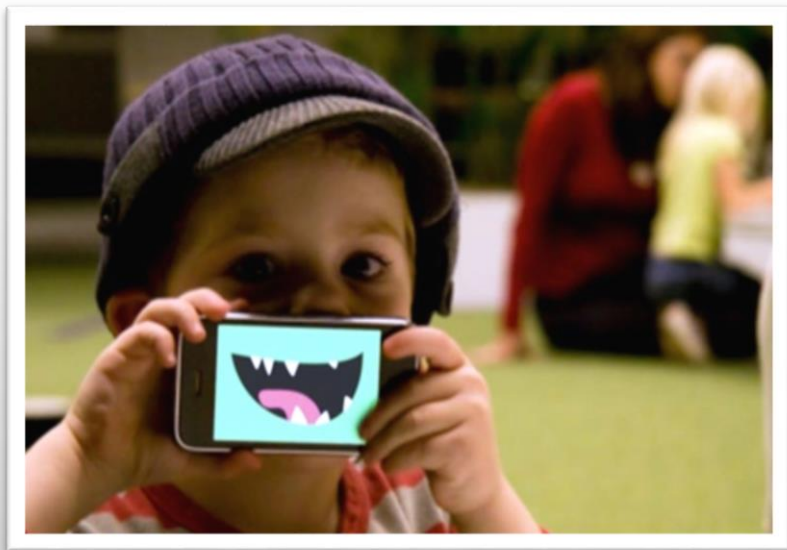
- ~~Who~~ Best way for me to create the message?
- ~~Why was it made~~—am I making it ?
- Who is the intended audience?
- How can I best engage kids ?
- Who is the message for and what voices are missing?



We need to flip the script so that more content creators ask:

What insights can help me make the best content for kids and youth?





Thanks for listening!

Kim Wilson
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