Balancing Kids' Screen Time

Gabe Zichermann
@gzicherm

KIDS LOVE SCREENS

TRT ULUSLARARASI
ÇOCUK
MEDYASI
KONFERANSI
2018

BUT SCREEN OVERUSE
IS A MAJOR PROBLEM

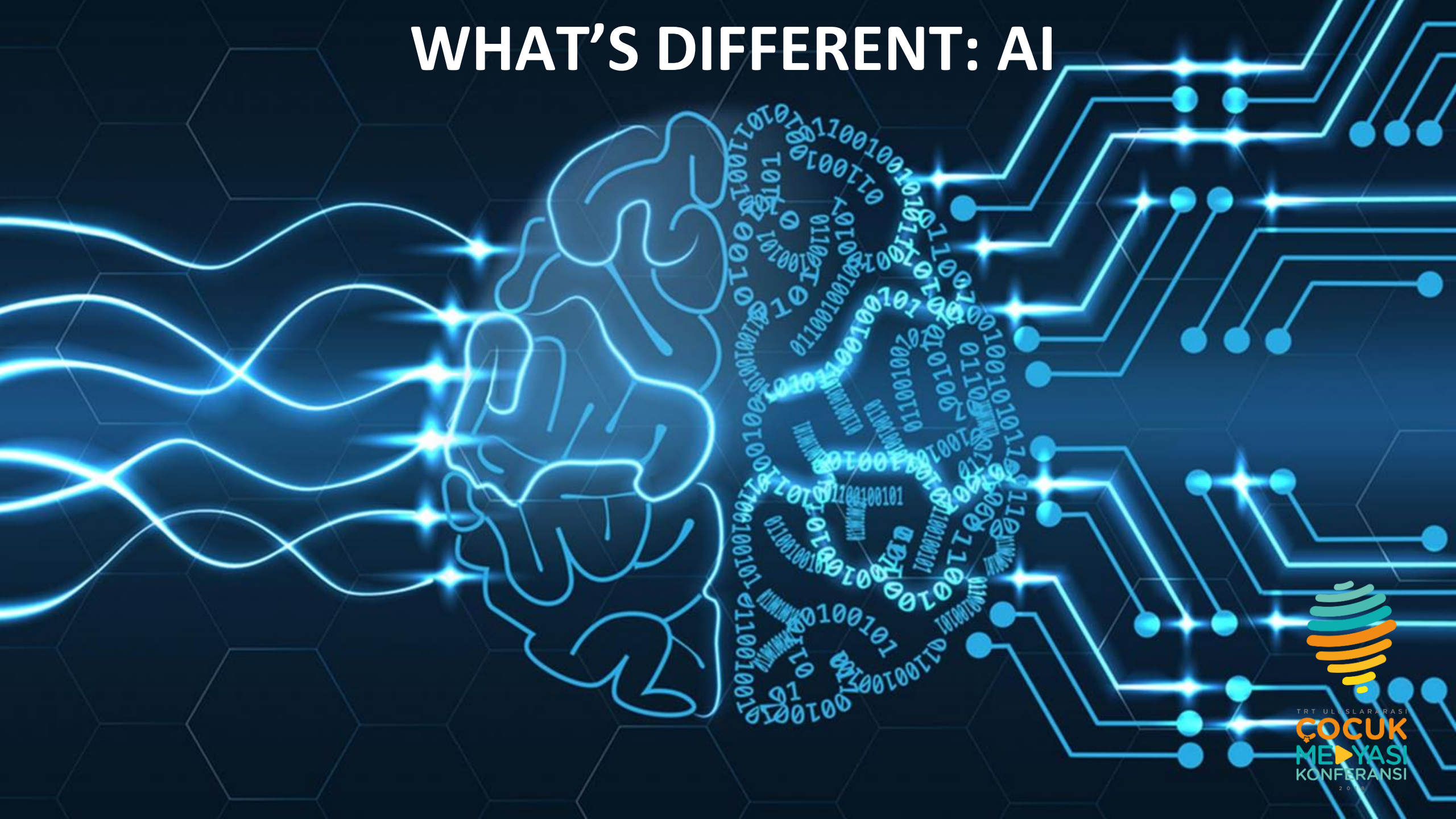
66% OF PARENTS CONCERNED

TRT ULUSLARARASI ÇOCUK MEDYASI KONFERANSI 2018

IS IT OR ISN’T IT?
TRT ULUSLARARASI
ÇOCUK
MEDYASI
KONFERANSI
2018

WE’VE BEEN
HERE BEFORE
TRT ULUSLARARASI
ÇOCUK
MEDYASI
KONFERANSI
2018

WHAT'S DIFFERENT: AI



WHAT'S DIFFERENT: BEHAVIORAL DESIGN

TRT ULUSLARARASI ÇOCUK MEDYASI KONFERANSI 2018

I DID THIS

WHAT'S DIFFERENT:
ATTENTION ECONOMY

TRT ULUSLARARASI ÇOCUK MEDYASI KONFERANSI 2018

WHAT'S THE SAME: ENJOYMENT

ECONOMIC JUSTICE

TRT ULUSLARARASI
ÇOCUK
MEDYASI
KONFERANSI
2018

HOW TO CREATE BALANCE

TRT ULUSLARARASI ÇOCUK MEDYASI KONFERANSI 2018

TV +
CURRICULUM IS
THE
OPPORTUNİTY

Balancing Kids' Screen Time

Gabe Zichermann
@gzicherm