



How to Parent Well in a Media Age

By: PCI Certified Parent Coach®
Muna Awad



The Fourth Industrial Revolution



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3-4s

96% watch TV on a TV set, for around **15h a week**

41% watch TV on other devices, mostly on a tablet

48% use YouTube, of which 52% of these say cartoons are their favourite thing to watch, 15% say unboxing videos.



5-7s

95% watch TV on a TV set, for around **13½h a week**

49% watch TV on other devices, mostly on a tablet

71% use YouTube, of which 30% say cartoons are their favourite thing to watch, 18% say funny videos or pranks.

The **TV set** is the device they say they would miss the most.



8-11s

95% watch TV on a TV set, for nearly **14h a week**.

55% watch TV on other devices, mostly on a tablet

81% use YouTube, of which 23% say funny videos or pranks are their favourite thing to watch, 18% say music videos.

The **TV set** or **tablet** are the devices they would miss the most.



12-15s

91% watch TV on a TV set, for nearly **14½h a week**.

68% watch TV on other devices, mostly a tablet or mobile.

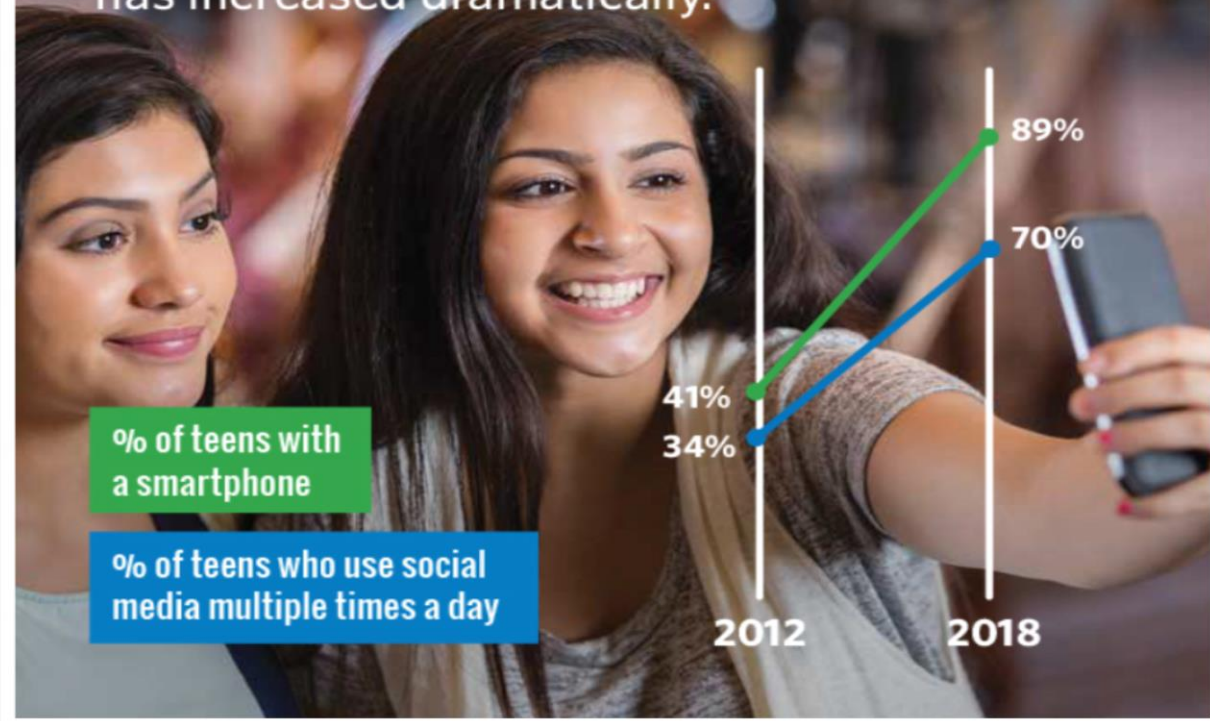
90% use YouTube, of which 26% say music videos are their favourite thing to watch, 23% say funny videos or pranks.

Their **mobile phone** is the device they would miss the most.



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KONFERANSI
2018

Social media use among teens
has increased dramatically.



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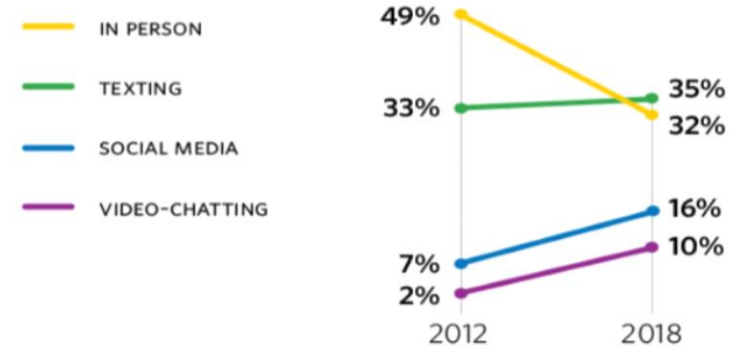
Source: <https://www.common sense media.org/>

Face 2 Face anyone?



Teens don't value face-to-face communication with friends as much as they used to.

Teens favorite way of communicating, 2012 vs. 2018



Teens Reveal their Experiences (Ages 13-17)

 %57

Of all teens agree that using social media distracts them when they should be **studying** or **doing homework**

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Source : <https://www.commonsensemedia.org/>

Teens Reveal their Experiences (Ages 13-17)


 %54

Of teen social media users agree that it often distracts them when they should be **paying attention to the people they're with** compared to %44 in 2012.

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Source : <https://www.common sense media.org/>

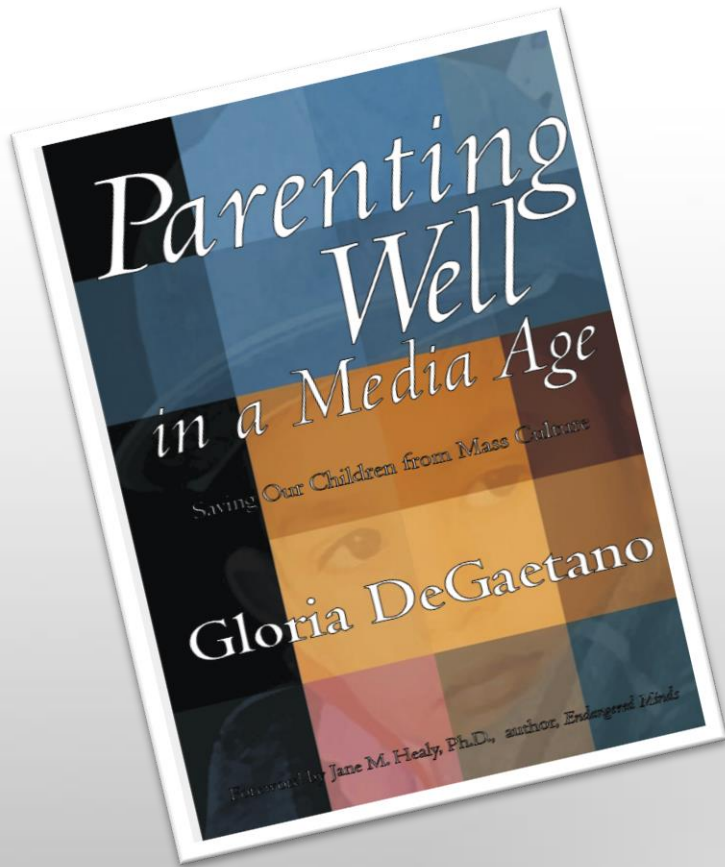
Teens Reveal their Experiences (Ages 13-17)

 %42

Of teens agree that social media has taken away from time they could spend **with friends in person** compared with 34% in 2012

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Source : <https://www.common sense media.org/>



Educator, speaker, and parent coach,

Gloria DeGaetano

is an acclaimed who developed the **Parent Coach Certification® Training Program** in 2000 with the establishment of the Parent Coaching Institute (www.thePCI.org).

With over 25 years experience helping parents with screen technology issues, Gloria is the author of ***Parenting Well in a Media Age*** and the co-author of ***Stop Teaching Our Kids to Kill: A Call for Action Against TV, Movie, and Video Game Violence.***

Gloria's programs for supporting families are available worldwide through Parent Coach International (www.ParentCoachInternational.com).

please see: www.thepci.org



The Vital 5

The Vital Five™ are five developmental needs of children and teens which distill the absolute essentials and, at the same time, equip parents to counter negative cultural influences present today which prevent children and teens from developing optimally.

From: Parenting Well in a Media/Digital Age

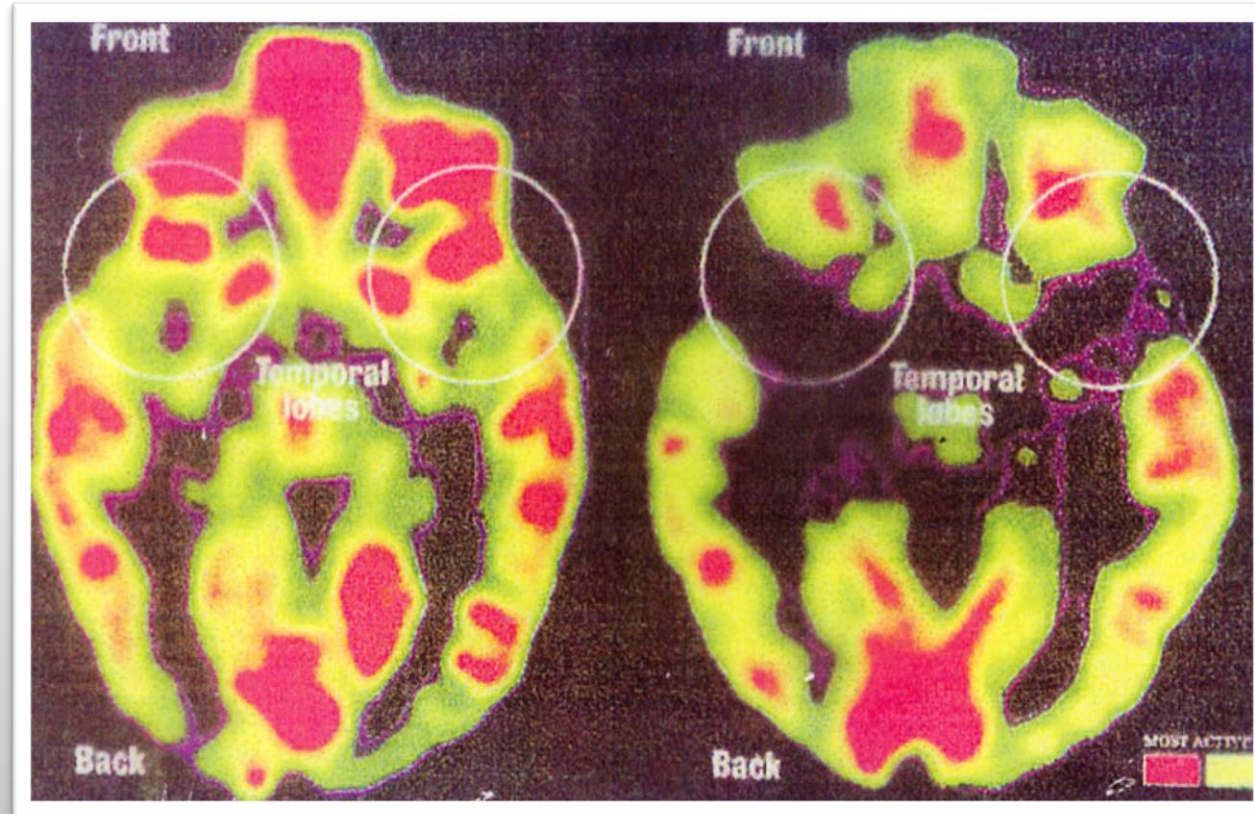


The Vital 5

1. To bond with parents and feel a sense of belonging in relationship to parents and other caring adults
2. To grow and nurture an inner life
3. To develop imagination, unique expression, and know self as a creative being
4. To develop authenticity, values, and a sense of meaningful purpose
5. To experience oneself as a contributor to the family and to the larger community

From: Parenting Well in a Media/Digital Age

A Loving Parent-Child Bond



Healthy Brain

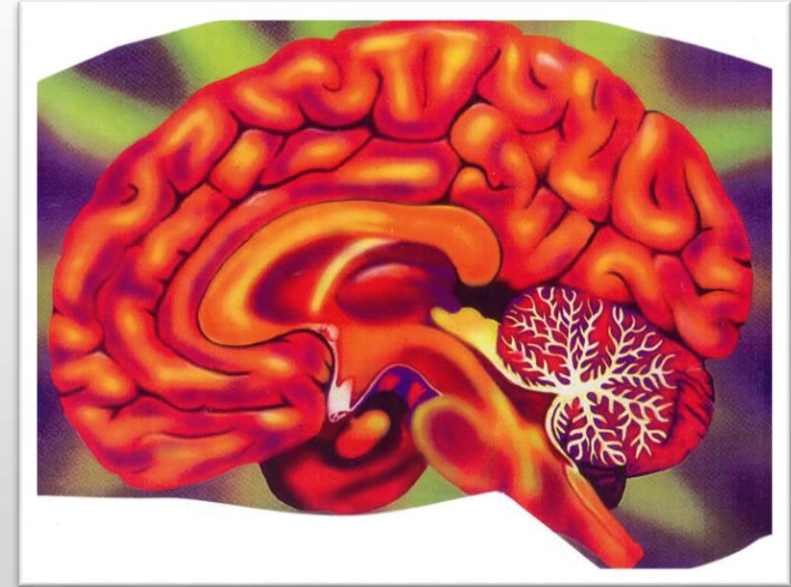
Abused Brain

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Emotional bonding in the early years with a parent helps the thinking part of the brain organize and harmonize in 4 specific ways:

1. The brain starts learning what to value.
2. The brain stores these experiences in the memory that uses it later to make choices in life
3. Enables the child to later persevere through difficult learning experiences without getting frustrated or angry.
4. Parent-child bond supports cognitive developments through the engagement in the sensory world.



From: Parenting Well in a Media/Digital Age

An Interior Life

- Solid Self-Identity
- Metacognitive Skills
- Introspection
- Intrinsic Motivation
- Inspiration

From: Parenting Well in a Media/Digital Age



Image-Making



- Counters Mass Produced Images
- Engages Generative Imagination
- Develops Problem-Solving Abilities
- Moves Toward Preferred Future

From: Parenting Well in a Media/Digital Age



Creative Expression

- Develops Authentic Sense of Self
- Activates Talents and Skills
- Nurtures Inside Power
- Improves Quality of Life

From: Parenting Well in a Media/Digital Age



Participating as a Contributor



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in a Media/Digital Age

Participating as a Contributor

- Necessary for Emotional Well-Being
- Enables Authentic Intimacy with Others
- Understands Self as Belonging to Whole
- Gives Meaning, Purpose

From: Parenting Well in a Media/Digital Age



Media Literacy Key Concepts

- Media are Constructions
- Audience Co-Construct Meaning with Media Messages
- Media Have Commercial and Social Implications
- Meta-Level Awareness
- Empowers Students

From: Parenting Well in a Media/Digital Age



Center for Media Literacy's Questions

Authorship

Format

Audience

Content

Purpose

Who created this message? All media messages are constructed.

What creative techniques are used to attract my attention? Media messages are constructed using a creative language with its own rules.

How might different people understand this message differently? Different people experience the same media message differently.

Why is this message being sent? Most media messages are organized to gain profit and/or power.

What values, lifestyles and points of view are represented in or omitted from this message?

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The Basic Components of Family Media Literacy

- Balance Children's Lives by Controlling and Managing Screen Time.
- Create Media-Literate Home Environment.
- Help Children View Critically.
- Unleash You and Your Child's Creativity

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Balance Children's Lives

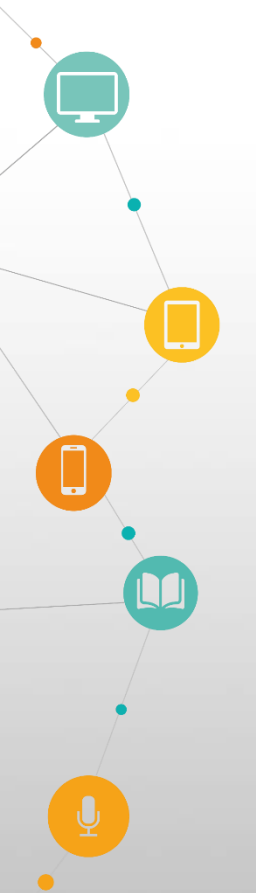
No screen time from birth thorough age 2

Set a few rules and strive for consistency

Keep all screen time to one hour a day or less for young children ages (2-3)

With older children and teens focus attention on the child, not the media

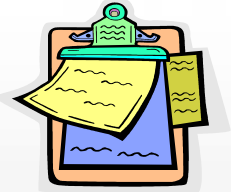
Think carefully about when to introduce computers and video games.



Establish Media/Digital-Literate Home Environment



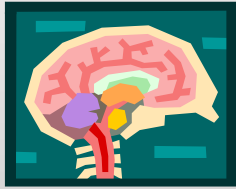
Place home screens around house intentionally and carefully.



Post up-coming television specials.



Model adult conversations about about wise use of devices.



Discuss the growing brain's needs and vulnerabilities.

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Help Children View Critically

- Set times to watch and discuss.
- Ask open-ended questions.
- Listen carefully.
- Appreciate and affirm often.

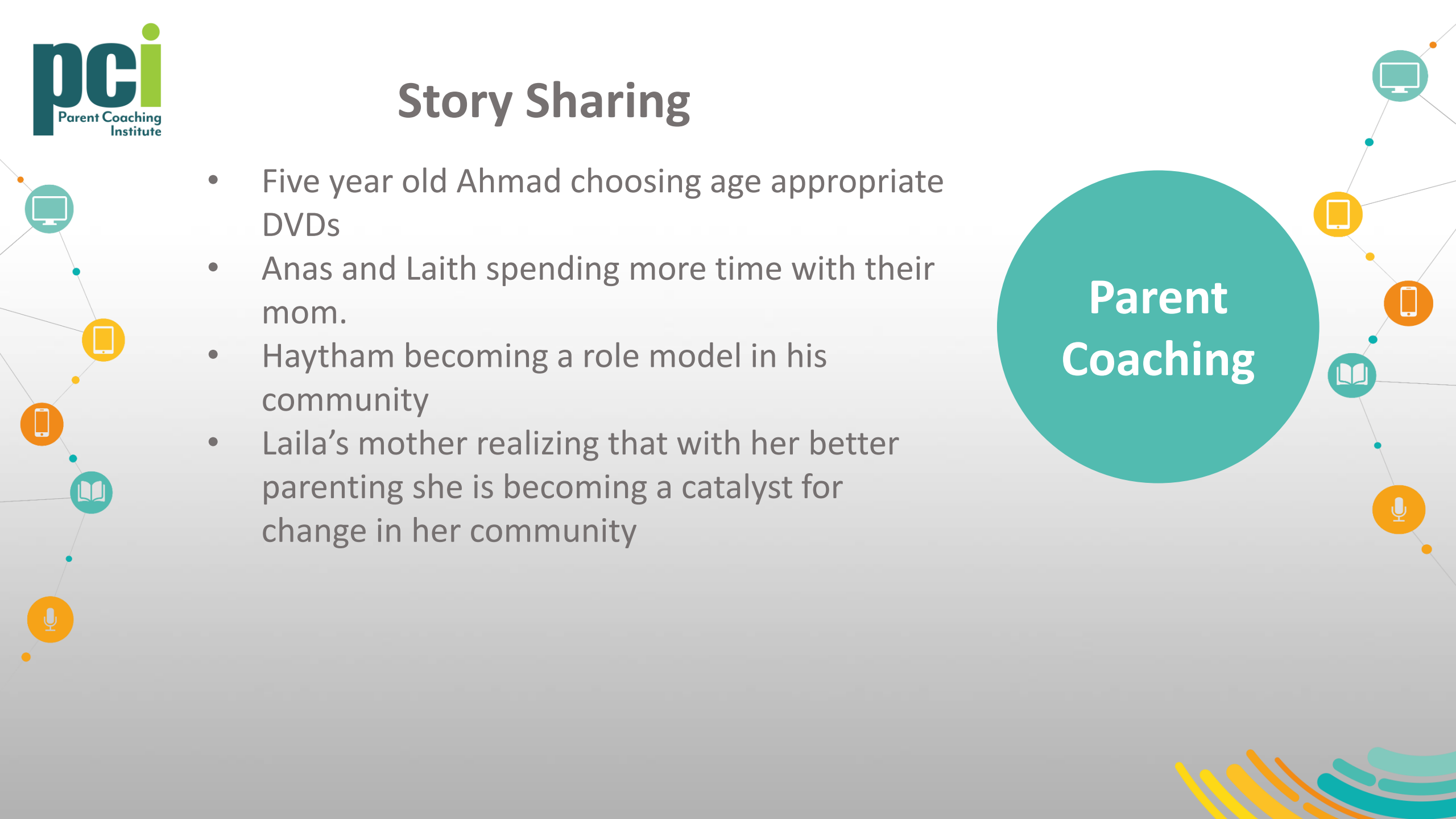
From: Parenting Well in a Media/Digital Age



Story Sharing

- Five year old Ahmad choosing age appropriate DVDs
- Anas and Laith spending more time with their mom.
- Haytham becoming a role model in his community
- Laila's mother realizing that with her better parenting she is becoming a catalyst for change in her community

**Parent
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Thanks

- To learn more about Parent Coach Training : www.ThePCI.org
- To receive your FREE copy of 100 Media/Digital Activities, request copy by e-mailing: info@pcicoach.com

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