

Young Children and Media Exposure

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Limitations of current research base

- Exposure measure poor
- Limited Generalizability
- Experimental designs rare
- Much research is 20-40 years old
- Limited conceptualization
- Surprisingly little on very young children

Why focus on young children?

- 1 Critical window of brain development
 - » 1st three years of life
- 1 Significant exposure
 - » 20-30% of waking hours in front of screen
- 1 Early exposure predicts later viewing
 - » Primary prevention approach

Why focus on young children? (cont)

- 1 Both high and low quality programs abound
 - >> Optimization rather than reduction
- 1 Fast growing segment

baby 
einstein.

Baby MacDonald

A Day On The Farm

A fun-filled
introduction to
the sights and
sounds of a farm



The Walt Disney Company

AGES
9 Mos.
& Up



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available shows

- Sesame Street
- Sagwa the Siamese Cat
- Bob the Builder
- Thomas & Friends
- Barney & Friends
- Angelina Ballerina
- Boobah
- Teletubbies
- Caillou
- Jay Jay the Jet Plane

more about...

Comcast Digital Cable with ON DEMAND

What else is playing ON DEMAND this month

Other Comcast products and services

PBS Kids Sprout is brought to you in partnership with your local PBS KIDS station

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HEALTH

Children's Health

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HBO criticized for pushing TV to infants

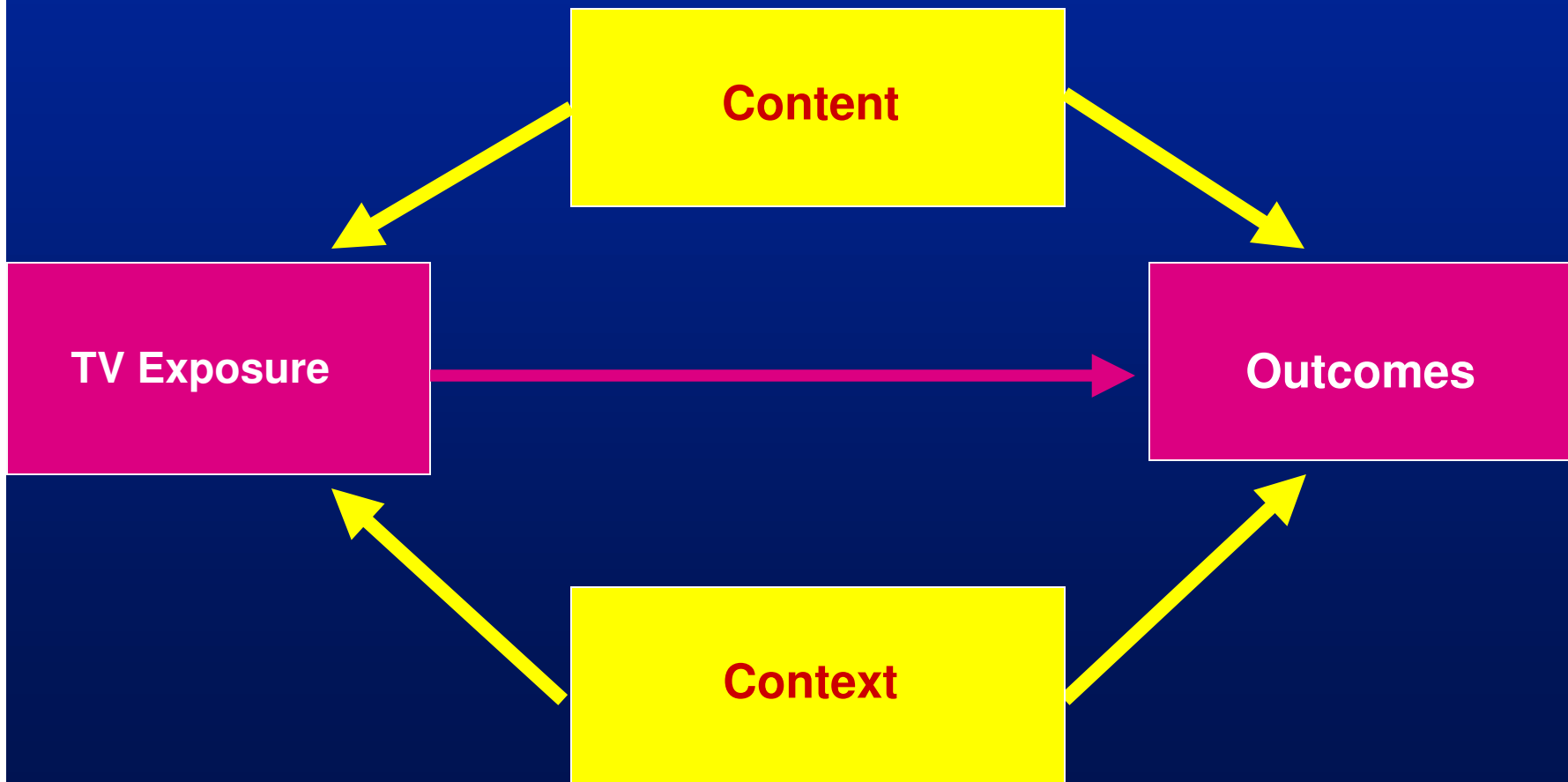
'Classical Baby' aimed at young tots and their parents

The Associated Press

Updated: 3:49 p.m. ET May 12, 2005

NEW YORK - An HBO special premiering Saturday features a diaper-clad maestro conducting an all-animal orchestra, but the cute images and world-class score haven't deterred critics from assailing "Classical Baby" as an inappropriate attempt to introduce infants to television.

Conceptual Model



Measurement Issues

1 Content

- » What is being watched
- » Better taxonomies needed

1 Context

- » Background vs foreground
- » Alone or with parent
- » Is parent moderating

Measurement Issues (cont)

- 1 Commercials
- 1 Displacement
- 1 Concurrency
- 1 What is Media?
 - » Computers, games, Video/DVD, elec toys
- 1 Blinding

Research Paradigms

- 1 Optimization rather than reduction
- 1 Experimental, solution oriented designs
- 1 Population based
- 1 Theory-driven outcome vs process
- 1 Long(er) term outcomes
- 1 Public health approach (prevention, scalability)
- 1 Gene-environment effects

Domains of interest (to me)

- 1 Attention (CBC)
- 1 Executive function (BREIF)
- 1 Language acquisition (McArthur)
- 1 Aggression (CBCL, Social Competence Behavioral Evaluation)
- 1 Prosocial behavior (SCBE)

Other critical domains

- 1 Commercialism
- 1 Food choices (short and long-term)
- 1 Risk taking (ETOH, Tobacco, Sex)
- 1 Obesity