MEDIA MENTORSHIP IN THE AGE OF COVID

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ABOUT ME:

• Librarian in children's services for 23 years
• Founding member of CLEL
• Currently Early Literacy Librarian at Arapahoe Libraries in charge of the Learning on the Go program
• Chair of the Excellence in Early Literacy Digital Media Award 2018-2019
• Helped create EELDM Award criteria
AGENDA:

• What is media mentorship?
• Why should librarians be media mentors? CAN I be a media mentor?
• What do the experts say about screen time?
• Best practices vs. Reality
• Evaluating early learning media: things to remember & resources
• What else can we do?
• Questions/sharing
WHAT ARE YOUR PARENTS SAYING ABOUT SCREENTIME? WHAT DO YOU ALREADY KNOW?

• Please share in the chat what you've heard from parents or what you have heard.
WHAT IS MEDIA MENTORSHIP?

• "As the materials and services required by the families we serve change and expand, our core functions as practitioners serving youth change and expand as well."

• "A media mentor provides recommendations to meet a family’s stated or implied needs based on authoritative recommendations. A family looking for recommendations will be given these resources with objective interpretation by the media mentor, and it is up to the family to use the recommendations to make their own decisions regarding media use."
WHY SHOULD LIBRARIANS BE MEDIA MENTORS?

• One of ALSC's core competencies
• Another form of advisory which IS our job.
• NOT our job to impose our values.
  – "Media mentors support children and families in their media use and decisions."
• Real talk: screens are not going anywhere.
• It's another form of literacy
WAIT! I CAN'T BE A MEDIA MENTOR! I CAN'T TELL A WHAT'S APP FROM A FORTNITE.

• First of all, YES you can
• You ARE a trusted resource to your patrons.
• You don't have to know everything. You are a library professional: know where to LOOK.
• "Let's Find Out"
THESE ARE THE MESSAGES CAREGIVERS ARE GETTING (ALL FROM INSTAGRAM #SCREETIME):

Am I proud of the amount of screen-time my kid is getting? No.

Am I secretly hoping he becomes a YouTuber & I can live off his earnings for the rest of my days? Maybe.

Pretty sure when I got up on Saturday morning and watched six straight hours of cartoons, my parents didn’t feel half the guilt I do when my kids get up and do the same thing.

I should probably send the YouTuber who is raising my son right now some sort of compensation.

*looking for original source
LET'S TALK SCREEN TIME: WHAT DO THE EXPERTS SAY?

• **Younger than 18 – 24 months:** "Avoid digital media use (except video-chatting)"

• **18 - 24 months:** “if you want to introduce digital media, choose high-quality programming and use media together with your child. Avoid solo media use in this age group."

• **2 - 5 years:**" limit screen use to 1 hour per day of high-quality programming, co-view with your children, help children understand what they are seeing, and help them apply what they learn to the world around them."
LET'S TALK SCREEN TIME: WHAT DO THE EXPERTS SAY?

Children and Screens: Institute of Digital Media and Child Development

• Exposure to screens by infants is distracting and disrupts sustained play. Screens distract parents, too, and reduces the quality of their interactions with the infant.

• "Once children can comprehend screen media content (by about 2 ½ years) television and interactive screen media can influence their knowledge. Educational media have been shown to be effective in enhancing educational knowledge and skills, but what remains unclear are the best methods of using screens to teach very young children, while at the same time ensuring socio-emotional, sensory, and physical (motor skills) development."
LET’S TALK SCREEN TIME: WHAT DO THE EXPERTS SAY?

Fred Rogers Center + NAEYC Joint Statement:

- Technology can be useful
- Limits are important
- Equitable access
- Research needed
“THERE IS NO SCIENCE BEHIND THIS RIGHT NOW. IF YOU ARE LOOKING FOR SPECIFIC TIME LIMITS, THEN I WOULD SAY: DON’T BE ON IT ALL DAY.”

DR. JENNY RADETSKY, PEDIATRICIAN & EXPERT ON CHILDREN AND MEDIA, UNIVERSITY OF MICHIGAN'S C.S. MOTT CHILDREN'S HOSPITAL

“SCREENS ARE NOT INHERENTLY TOXIC. THEY’RE NEUTRAL. IT’S WHAT WE DO WITH THEM THAT MATTERS.” RICH BRISTLES AT COMPARISONS BETWEEN SCREEN ADDICTION AND DRUG DEPENDENCY. “THE WORD ‘ADDICTION’ IS INACCURATE,” HE SAYS, BECAUSE TECHNOLOGY “IS NOT SOMETHING THAT CHANGES YOU BIOLOGICALLY.”

DR. MICHAEL RICH, DIRECTOR OF THE DIGITAL WELLNESS LAB AT BOSTON CHILDREN'S HOSPITAL

https://www.motherjones.com/media/2021/06/kids-screen-time-science-panic/
LET'S TALK MEDIA MENTORSHIP + COVID: BEST PRACTICES VS. REALITY

• New AAP Guidelines (2020) – NO screen time limits mentioned
• It's all about balance/moderation
• Suggest ways to be thoughtful about media use
  – Family Media Plan
  – Help caregivers evaluate media
LET'S TALK MEDIA MENTORSHIP + COVID: BEST PRACTICES VS. REALITY

- Encourage co-viewing
- Suggest multiple forms of media
- Try using media in new ways
- Encourage being mindful of own media use
- At the end of the day, caregivers must BE KIND to themselves. We're all new to this!
MEDIA EVALUATION: THE THREE C’S

- Content
- Context
- Child

From Tap, Click, Read by Lisa Guernsey
EVALUATING MEDIA USING THE E-AIMS MODEL

• Engaging
• Actively Involved
• Meaningful
• Social

EXCELLENCE IN EARLY LEARNING DIGITAL MEDIA AWARD

• First awarded in 2019
• "The purpose of this award shall be to recognize the most distinguished digital media created for an early learning audience by a producer based in the United States."
• Can be apps, websites, dvds, shows, software, enhanced ebooks, etc...
• Media for children aged 2 – 8
• "Allows for meaningful joint media engagement, co-viewing, shared play experiences and/or guided play"
KIDMAP: KIDS INCLUSIVE AND DIVERSE MEDIA ACTION PROJECT

- Geared to content creators
- DIG (Diverse, Inclusive, Growth) checklist for inclusive, high-quality inclusive media:

  There are plenty of recipes for creating high-quality, inclusive children’s media, and they feature many of these common key ingredients:
  
  ✓ Rich stories, interesting topics, and engaging activities
  ✓ Diverse cast of characters
  ✓ Authentic backgrounds and traditions
  ✓ Opportunities for kids to explore different ideas and points of view
  ✓ Platform for kids to imagine, create, design, and express themselves
  ✓ Diverse creative teams
  ✓ Functional design
  ✓ Accurate, current information
  ✓ Research-based learning and literacy experiences
  ✓ High quality artwork
  ✓ Age-appropriate content
  ✓ Co-viewing and shared play support
MEDIA REVIEW RESOURCES

- Carissa's List
- Children's Technology Review
- Common Sense Media
- School Library Journal
- Arapahoe Library's Blog
COMPANIES CREATING CONSISTENTLY HIGH-QUALITY APPS

• Toca Boca
• PBS Kids
• Sago Mini
• Harvard Graduate School of Education
• Tiny Bop!
• Fox and Sheep
• Nosy Crow
• Cowly Owl
• Originator
• Avokiddo
QUESTION: WHAT ELSE CAN LIBRARIES DO TO SUPPORT CAREGIVERS WITH ONLINE LEARNING?

• Offer "bite-size" tips when you have the opportunity.
• Curated apps/websites
• Invite experts to do virtual programs
• Blog posts
• Social media
• Provide training for caregivers on the software their kids are using
• Share ideas for offline experiences/Make and Takes
#SCREENTIME

- What do you think about these images?
QUESTIONS/COMMENTS?

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