

Parents are not aware of themselves being role models Family Life with mobile media Monitoring Study 2017-2020

ECREA Pre-Conference, ECC 2018: "Children and Adolescents in a Mobile Media World" Lugano, 31 October 2018



MoFam – Family Life with mobile media Research questions

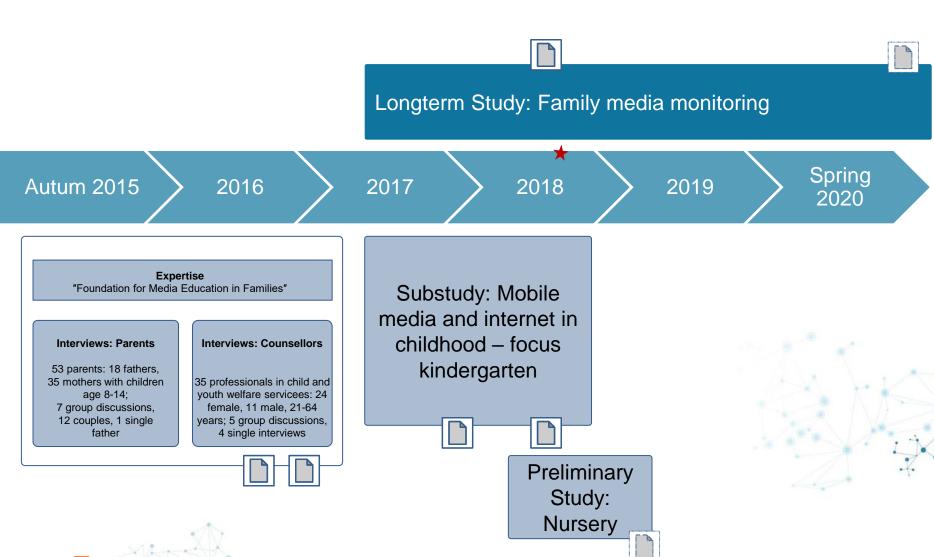


1. What are the attitudes of parents with young children towards mobile media?

- 2. How are mobile media integrated in everyday family
- 3. What is the meaning of media education in families with young children? How do parents handle media education? What are the challenges they are dealing with?
- 4. How are parents dealing with their function as role-models?



Overview – MoFam-Study





Parents' attitudes to mobile media and internet in early childhood

- Media are part of everyday life → Media education as part of parental education
- High media equipment does not mean high media usage
- Media usage is regulated primarily with regard to content
- Children's media times are experienced as a relief





Media rituals in families – Importance

All families have media rituals! Key functions of media rituals:

- Babysitter function
- Structuring of the day
 - the go-to-bed-ritual
- Social function
 - Closeness between parent and child
 - Stimulus for communication
- Media literacy and learning
- Fun and entertainment
- → Media rituals are
 - ... something special
 - ... positive experiences for the children
 - ... individual





Media rituals in families – Characteristics

The meaning of media rituals can be different for children and parents

Characteristics of media rituals:

- Most rituals: consumptive usage of audiovisual media
- Critical attitude of parents towards their media rituals
- Variety of media, favorites of parents
- Most important at bedtime: book

Consequences

- → Intentional usage of media rituals
- → Reflection of importance of media rituals

As a child I loved to listen to my Bibi Blocksberg tapes before I went to sleep. That's why we started listening to an audio book with the kids at bedtime.

(Mother of 3 and 7 years old sons and a baby daughter)



Parents as role models

- Parents are aware of being role models and at the same time find it difficult to be a good role model.
- Critical view of one's own media dealings
- Exemplary behavior is
 - · Responsible use
 - Setting an example of alternative activities
 - · Stick to the family's media rules
 - · Be familiar with devices
- Uncertainty: Intensive responsible media use vs. very reduced media use
- To keep their child away from the media, would have massive consequences for the parents themselves

I show her how I would like her to do that later on. (Mother of a 3-year-old daughter)

We would like to discuss with you

- Main topics for the next interviews
- Methodological recommendations for interviews with kids and/or parents
- What about "Children's media times are experienced as a relief"?



Thank you for your interest!

MoFam – Mobile Medien in der Familie wird gefördert durch



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