



Susanne Eggert, Gisela Schubert

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 life?
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

Longterm Study: Family media monitoring

Autum 2015

2016

2017

2018

2019

Spring 2020

Expertise

"Foundation for Media Education in Families"

Interviews: Parents

53 parents: 18 fathers,
35 mothers with children
age 8-14;
7 group discussions,
12 couples, 1 single
father

Interviews: Counsellors

35 professionals in child and
youth welfare services: 24
female, 11 male, 21-64
years; 5 group discussions,
4 single interviews

Substudy: Mobile
media and internet in
childhood – focus
kindergarten

Preliminary
Study:
Nursery

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



Bayerisches Staatsministerium für
Familie, Arbeit und Soziales



JFF – Medienpädagogik in Forschung und Praxis www.jff.de

JFF – Institut für
Medienpädagogik

susanne.eggert@jff.de
+49 89 689 89 152

gisela.schubert@jff.de
+49 89 689 89 131

www.jff.de/mofam

