ATTITUDES OF PARENTS
digital media are part of their daily lives and used to satisfy needs.
- media education = part of parenting
  - fathers: greater affinity for mobile media
  - in charge of acquiring devices
  - rely on technical solutions
  - would like more support from schools
  - mothers: more conscious of being role models for their children
  - rely on communication with their children (family rules)
  - some parents reject mobile media (mostly fathers)

ATTITUDES OF COUNSELLORS
- critical view of mobile devices and media usage
- consider reflective attitude as basis of professional behaviors
- lack of knowledge and information about mobile media and Internet makes it difficult to develop personal attitudes
- in partly inpatient facilities
- counsellors have to be role models
- rigorous restriction of media usage makes it difficult to develop responsible usage of mobile media

NEEDS OF PARENTS
from schools
- active involvement in media education
- clear and meaningful rules for mobile media usage

Media education experts
- Clear and critical point of view and attitude towards mobile media
- Practical advice for media education in the family

Individualized counselling
- Information material should be well prepared, offer a good overview

RESEARCH QUESTIONS
1. Which insights from child and adolescent development, psychology and media research are relevant to media education?
2. What are parents’ needs and questions in terms of mobile media and Internet usage? What kind of support do families need?
3. What kind of questions do professionals have? And what kind of support do they need?

CONCLUSIONS
1. Sensitize parents to
   - encourage reflection on parents’ own media usage and their function as role models
   - children’s media usage, their related needs and motives

2. Convey knowledge about media, media usage and age-appropriate digital & contents suitable for their age & stage of development.
   - Inform about the potentials of media usage as well as its potential risks and problems

3. Make precise suggestions or provide action plan to integrate media education in parents’ daily lives

NEEDS OF PARENTS
1. Knowledge of developmental stages of children and how these are related to media educational tasks/problems
2. Orientation regarding family rules and strategies of regulation
3. Counseling that takes into consideration complex and multi-problematic family situations
4. Stronger solidarity among parents
5. Cooperation in media education between parents and schools/educational institutions

CONCERNS OF PROFESSIONALS
- parents are very critical of their own media usage (e.g., mobile media as babysitter)
- parents are not aware of their role as role models for their children
- parents may lose awareness of the needs of their children when they use mobile media too extensively
- children of families with multiple problems use mobile media to escape from their daily lives or to find distraction in digital worlds
- with no regulation of their media usage, children may get addicted to mobile media

CONCERNS OF PROFESSIONALS’ VIEW
- Knowledge of developmental stages of children and how these are related to media educational tasks/problems
- Orientation regarding family rules and strategies of regulation
- Counseling that takes into consideration complex and multi-problematic family situations
- Stronger solidarity among parents
- Cooperation in media education between parents and schools/educational institutions

NEEDS OF COUNSELLORS
- Knowledge and information about mobile media and technological advances
- Trainings on the topic of young people and mobile media, to keep up with developments in this field
- Information material that backs their arguments up
- is suitable for both counsellors and parents

A 10-year-old boy about RULES:
“The problem that I have, is that there are no clear rules. Everybody just makes their own rules. And I as a mother always have to compete with what the others are doing.”

A 12-year-old daughter about MEDIA USAGE & RECREATION:
“Even she really has ‘square time’ – I’ve got the feeling that when she really has free time, she would probably spend 100 per cent of her time on her smartphone. I’ve talked over this issue with every person. […] I’ve got a friend. And with her son, it’s exactly the same.”

About HPgLENESS:
“Again and again, I stick to the idea that with this issue ‘media’ we are often at a loss. Well – on other topics, you can collect experiences over the years and describe – however, with this issue, I usually find myself as a loss. And I’ve also tried parents who are just as helpless; otherwise, they wouldn’t have come to us. But this helplessness is much more present in other issues.”