

Raising media-wise children in the digital age

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The Media Literacy Council

www.medialiteracycouncil.sg



- ❑ Formed 1 August 2012

- ❑ 26 members from industry, academia and community appointed by Minister
 - Chairman: Professor Tan Cheng Han, Faculty of Law, NUS
 - Vice-Chairman: Ms Carmee Lim, Mentor Principal, Mindchamps

- ❑ Independent council with secretariat support by MDA

- ❑ Works in partnership with **Industry, Community and Government** to:
 - Spearhead public awareness and public education programmes relating to the Internet and media.
 - Advise the Government on research, trends and developments pertaining to the Internet and media, and the appropriate policy responses

Public Education



HOME ABOUT BE INSPIRED DO GOOD LEARN MORE VIDEOS

...R INTERNET TOGETHER.

introducing the **Bullying Prevention Resources** for parents, teens, a

CELEBRATE SAFER INTERNET DAY TODAY ♥ EVERY DAY!
 Can our Internet be safe, conducive and welcoming? Can the Internet be a place where our conversations are civil and constructive; where people can disagree without being disagreeable; where words are uplifting and encouraging; where people can come together to make the world a better place?
 A better Internet starts with you. And it starts here.
 Celebrate Safer Internet Day by checking out our Roger Sanchez-inspired video and reading about how your fellow Singaporeans are making a positive difference online. Or better yet, get a tip or two on how you too can help. Join us in creating a better Internet together.

Did YOU make the internet a better place today?

RESPECT, EMPATHY, INTEGRITY AND RESPONSIBILITY.
 That's how we create a better internet together.

Subject		Grade
Empathy	Treat others the way you want to be treated.	
Responsibility	Be accountable for what you say and do online.	
Respect	Show it to earn it. There is no need to get personal.	
Integrity	Do what is right and kind, even when no one is watching.	

HOW WOULD YOU GRADE YOURSELF ON YOUR ONLINE BEHAVIOUR?

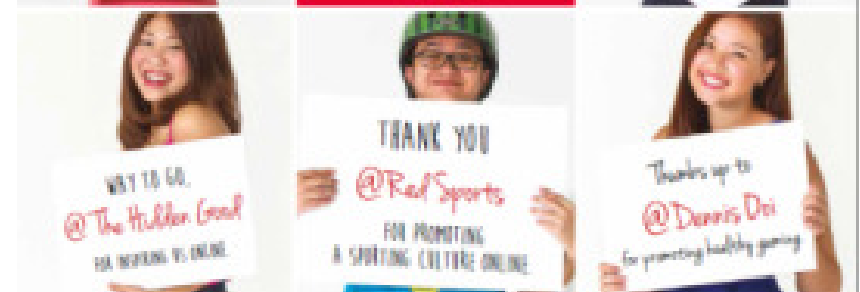
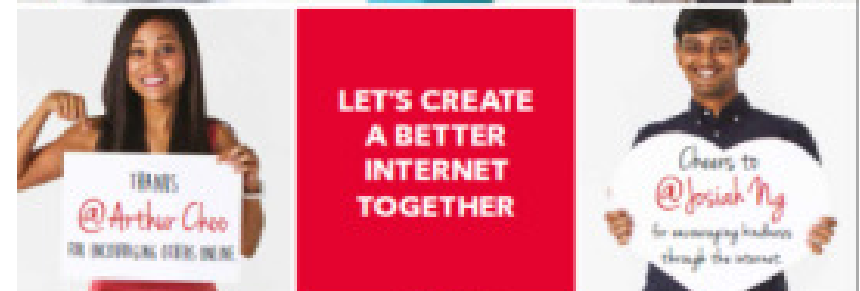
The internet is an open and accessible, on-line space for people and requires a level of care. Let's create a better internet together. Read inspiring stories at www.betterinternet.sg. To further get your community online today! #SaferInternetDay

LET'S CREATE A BETTER INTERNET TOGETHER

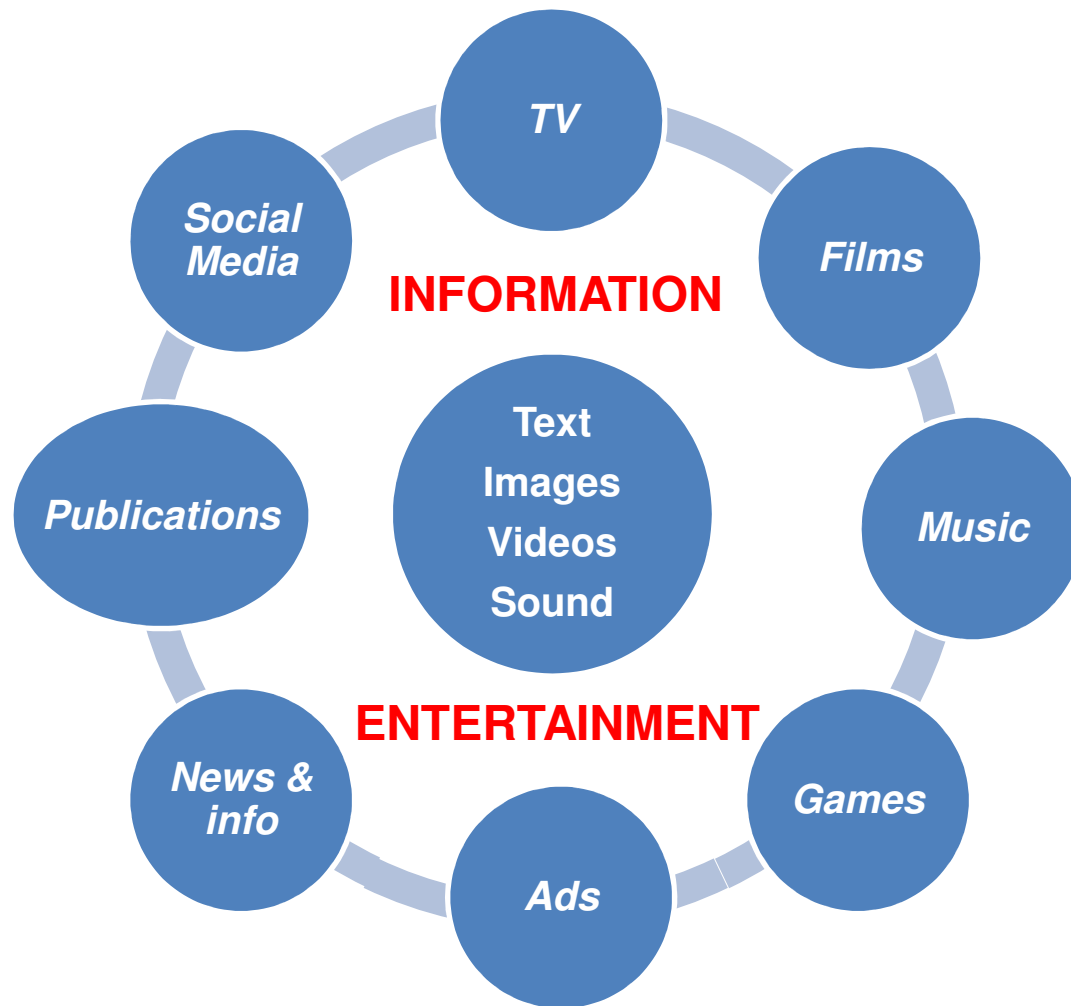
CELEBRATE SAFER INTERNET DAY TODAY 10 FEB 2015

The internet - it can be safe and conductive, or it can be harsh and negative. It's our choice.
 Read inspiring stories at www.betterinternet.sg. Or better yet, your own inspiring practice online today! #SaferInternetDay

Logos for Media Literacy Council and mda.



What is Media?



The New Normal

1995

Library

Arcade Games
Game Boy

News on TV and
Newspapers

Playground

*3
hours/day

*Information at our
fingertips*

*Which is more
addictive?*

*Everyone has
views*

*Children
hanging out*

2015

Google

Games on electronic
devices

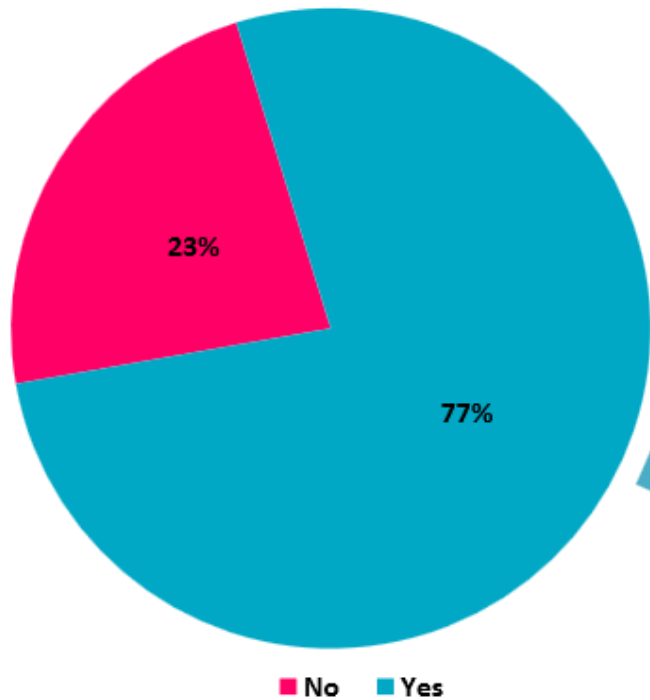
Comments on blogs

Social Media

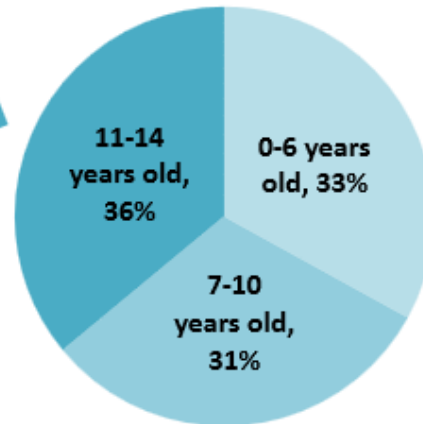
*6.5
hours/day

Zero-to-Fourteen Consumer Experience Study 2014 by MDA

Went online for media and non-media activities



Went online, broken down by age groups



Top media activities of children

Top media activities by children aged 0-6 (hours)



Top media activities by children aged 7-10 (hours)



Top media activities by children aged 11-14 (hours)



Real world versus the Digital World

In the real world...

Don't accept sweets from strangers

*Eat your vegetables,
not the fried food*

Don't sit so close to the TV

*Use indoor voice when
you are indoors*

In the Digital World, are we similarly monitoring & guiding?

How do you encourage
healthy media habits?

*How do you teach your
child about what is safe
to play or watch online?*

How do you decide when to let your
child use a mobile device to go
online independently? How do you
ensure your child's online safety?

Advice

Growing Up Digital: Media Research Symposium

Technologic innovation is a dynamic, disruptive force that has transformed the role of media in the lives of children and adolescents from the limited silos of television, movies, and books to the expansive and ubiquitous universe of digital media. Children and teens are “digital natives,” drawn online from infancy to engage in an ever-changing digital ecosystem that is enhanced by mobile media. For the first time in our history, user-friendly and easily accessible screen media are committing our youth to a broad social learning and behavioral experiment.

For over 30 years, the American Academy of Pediatrics (AAP) has studied the impact of various media on children and teens, and used evidence-based research data to advocate for media education to promote healthy and positive media use. The Academy’s recommendations include basic parameters such as co-viewing television (TV) programming by parents and children, eliminating electronic screens from bedrooms to optimize sleep hygiene, considering daily screen time limits, discouraging screen use in children under age two, and informing and educating families about media rating systems.^{1, 2, 3, 4, 5, 6, 7}

Yet today, even the phrase “screen time” has become an antiquated term. The 2013 Zero To Eight study commissioned by Common Sense Media showed that 38 percent of infants younger than age two use mobile devices like smartphones.⁸ A 2015 Pew Research Study reports that 73 percent of 13-17-year-olds have smartphones and 24 percent admit using their phones almost constantly.⁹

Donald Shifrin, MD, FAAP

University of Washington School of Medicine, Seattle; chair of Symposium Planning Group

Ari Brown, MD, MPH, FAAP

411 Pediatrics, Austin, Texas; chair of AAP Children, Adolescents and Media Leadership Work Group

David Hill, MD, FAAP

Coastal Pediatric Associates, Wilmington, N.C. and Dept. of Pediatrics, University of North Carolina School of Medicine, Chapel Hill, N.C.; chair of AAP Council on Communications and Media Executive Committee

Laura Jana, MD, FAAP

University of Nebraska Medical Center, College of Public Health, Omaha, Neb.; member of AAP Children, Adolescents and Media Leadership Work Group

Susan K Flinn, MA

Susan Flinn Associates, Washington, DC; consultant on behalf of the Growing Up Digital Media Research Symposium Planning Committee

Key messages for parents:

- **Online world is just another environment.**

Children do the same things they have always done, only virtually. Like any environment, the online world can have positive and negative effects on its users.

- **Parenting has not changed.**

The same parenting rules apply to your children's real and virtual environments. Play with them. Set limits; kids need and expect them. Teach kindness. Be involved.

Key messages for parents:

- **We learn from each other.**
 - Neuroscience research shows that very young children learn best via two-way communication. Passive video presentations do not lead to language learning in infants and young toddlers.
 - The more media engender live interactions, the more educational value they may hold (e.g., a toddler chatting by video with a parent who is traveling).
 - Optimal educational media opportunities begin after age 2, when media may play a role in bridging the learning achievement gap.

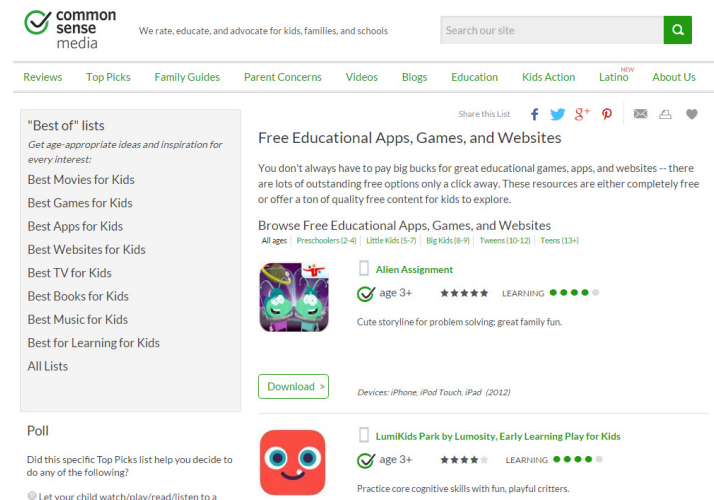
Key messages for parents:

- **Content matters.** The quality of content is more important than the platform or time spent with media. Prioritize how your child spends his time rather than just setting a timer.

- **Curation helps.** An interactive product requires more than “pushing and swiping” to teach.

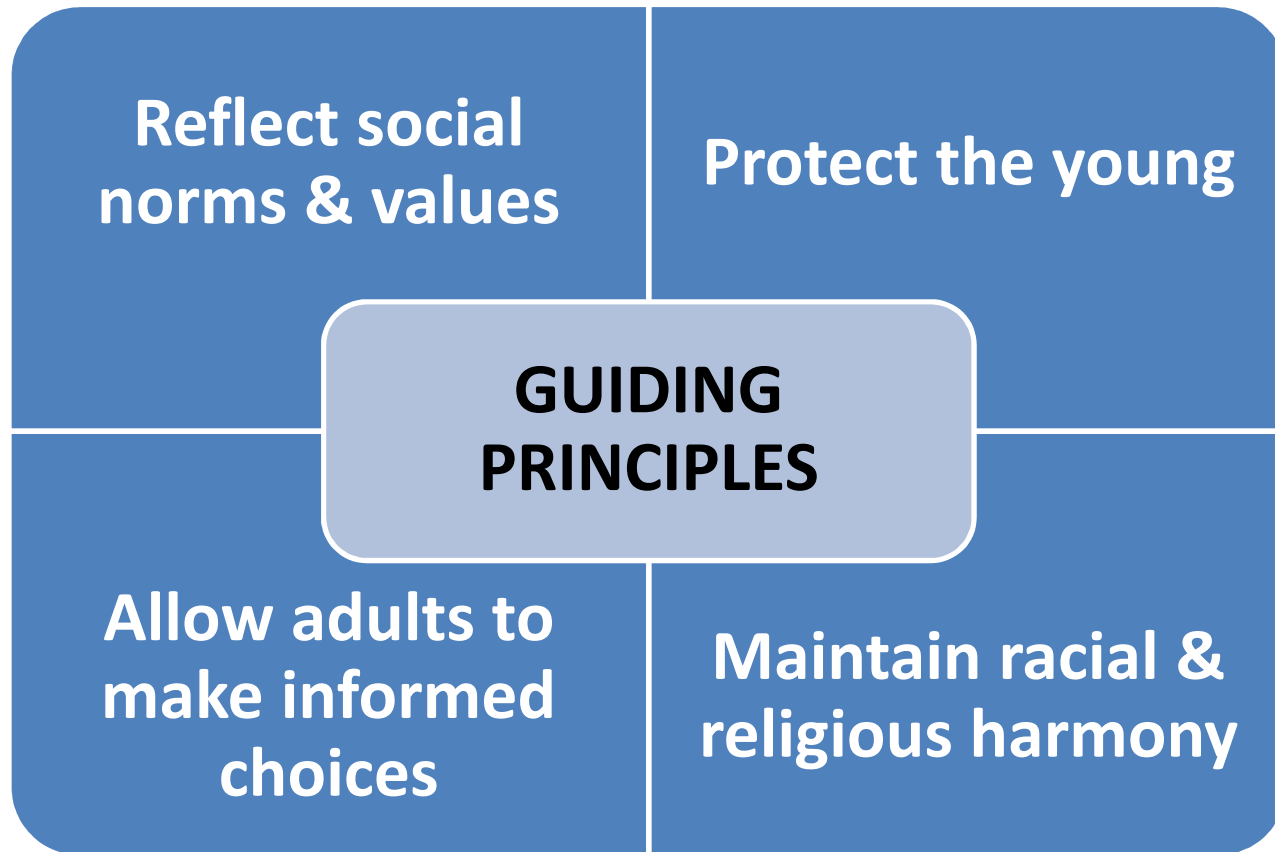
- **Role modeling is critical.**

Limit your own media use, and model online etiquette. Attentive parenting requires face time away from screens.



Why Classify?

Many countries classify content. Singapore has classification system for films, videogames, TV and arts.



Classification Considerations



Theme
Context
Message
Presentation
Impact
Frequency
Duration

Ratings



GENERAL

Suitable for all ages.



PARENTAL GUIDANCE

Suitable for all, but parents should guide their young.



PARENTAL GUIDANCE 13

Suitable for persons aged 13 and above but parental guidance is advised for children below 13.

NC16

NO CHILDREN UNDER 16

Suitable for persons aged 16 and above.

M18

MATURE 18

Suitable for persons aged 18 and above.

R21

RESTRICTED 21

Suitable for adults aged 21 and above.



Watch out for these rating symbols for Films, Videos and TV programmes.

Make an informed choice and choose suitable content for your child!

Protecting our young children

- Filters
 - Internet Parental Controls that can be:
 - subscribed from the Internet Access Service Providers
 - purchased from software companies.
 - Web and Mobile App Filters
 - Kids Friendly Search Engines



Key messages for parents:

- **Co-engagement counts.**

Family participation with media facilitates social interactions and learning. Play a video game with your kids. Your perspective influences how your children understand their media experience. For infants and toddlers, co-viewing is essential.

- **Playtime is important.**

Unstructured playtime stimulates creativity. Prioritize daily unplugged playtime.

Key messages for parents:

- **Set limits.**

Tech use, like all other activities, should have reasonable limits. Does your child's technology use help or hinder participation in other activities?

- **Create tech-free zones.**

Preserve family mealtime. Recharge devices overnight outside your child's bedroom.

Avoid addiction

Build boundaries

Connect to Communicate

Food for Thought




RESOURCES

Filter by:

Parents

Youth & Social Media

Educators 

General

Getting Help

Send us your
FEEDBACK



Teaching Guides



Facebook-MLC Bullying Prevent Hub For Educators

Date: 09 February 2015

Help build a school environment where students feel safe and respected.



The Social Media Resource Kit

Contributor: Dr. Lim Sun Sun

This kit covers topics that are key to understanding how youths can make the most out of social media while steering clear of possible risks.



LET'S CREATE A BETTER INTERNET TOGETHER.

A better internet is our choice, really.
It's up to us to be safe, be smart and be kind online.



Media Literacy Council

Non-profit Organisation

Liked See First Message

Timeline About Photos Likes Videos



6,687 people like this
JW Yeo and 434 other friends



Invite friends to like this Page

ABOUT

Ask for Media Literacy Council's address

Ask for Media Literacy Council's phone

<http://www.medialiteracycouncil.sg/>

PHOTOS



THE BEST ROLE

... use technology in a responsible way, taking cues not from what you see on the screen, but from your environment and a strong sense of community.

Children's Media Literacy



Post

Write something...

Post



Media Literacy Council

19 hrs · 🌐

"Our young people are still learning their way around the digital landscape largely on their own — when what we need to do is confidently take them by the hand, show them how to look both ways, and cross the street with them — at least at first. That means staying up-to-date about digital safety, the rules of the road, and what's going on in the neighborhood. Finally, we need to foster the kinds of personal relationships that encourage our kids to talk about where they are going and what they discover along the way (their successes as well as their mistakes) once we let them travel on their own."



not.A.noobie


Now available in
iTunes and GooglePlay

Search 'notAnoobie' in
the app stores now!

Developed by:



Thank you

 [facebook/MDASingapore](https://www.facebook.com/MDASingapore) |  [twitter/MDASingapore](https://twitter.com/MDASingapore) |  [youtube/MDASingapore](https://www.youtube.com/MDASingapore) | www.mda.gov.sg