

# CLEAR VIEW

— CONSULTING —

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## Raising a Touch Screen Generation

- I. Today's toddlers are the first generation to use digital technology from birth
  - A. Moniker: Tech Natives, Touch Screen Generation, App Generation
  - B. New developmental challenges without lots of info or experience
  - C. Sailing "Tech Ship" without a rudder.
  - D. Do know our attitudes, values, interests and behavior are in large part product of our environments and childhood is a delicate time.
- II. Brain Development Birth-20's
  - A. Plasticity: Brain changes in response to our experiences.
  - B. Brain more susceptible to changes in childhood.
  - C. Three primary aspects of brain development (proliferation, thickening of the gray matter and pruning.)
  - D. Particularly sensitive time of brain development is pre-adolescence, adolescence and through young adulthood.
  - E. What cells/cell connections survive is dependent on how the brain is used.
- III. Current Research
  - A. Dearth of empirical knowledge on impact technology use on children's dev.
  - B. Not easy to do, expensive, time consuming.
  - C. Research in its infancy. Few, if any, studies have been replicated.
  - D. Regardless, research results seem to be matching our experiences.
  - E. More than 1-2 hours of screen time a day in early childhood connected to: Higher levels of aggression; Sleep disturbances; obesity; lower math and school achievement; shorter attn. spans; delayed language acquisition; hyperactivity; emotional and behavioral problems; difficulties with peers; reduction of self control; issues with memory.
- IV. Diane Levin: Leading to three socio-emotional and inter-relational deficits
  - A. Play Deficit: Losing ability to engage in self-directed creative play
  - B. Problem Solving Deficit: Children more comfortable being told what to do rather than figuring it out for themselves.
  - C. Compassion Deficit: Less able to compromise, empathize, or take another's perspective.
- V. What do we do?
  - A. Be a positive role model
  - B. Set healthy limits: adhere to AAP Guidelines; No TV, Computer or Phone in bedroom; Set age-appropriate limits; Monitor use of technology – time and content); spend screen time interacting with your child; Say NO to bring back boredom and creativity.
  - C. No one size fits all approach. Use three C's to evaluate and guide your decisions (Content, Context and Child)
  - D. Advocate for policy changes and insist on quality apps/computer games
  - E. Think for yourself. Don't let marketers think for you.
  - F. Don't let the tech-talk become the new sex-talk!

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## Raising a Touch Screen Generation

### Resources

(Just enough to get you started!)

#### **Books:**

Beyond Remote Controlled Childhood: Teaching Young Children in the Media Age by D. Levin

Screen Time: How Electronic Media – from Baby Videos to Educational Software – Affects Your Young Child by L. Guernsey

Children Under Siege: How Big Business Targets Your Children by J. Bakan

#### **Research, Advocacy/Policy Organizations and Websites:**

American Academy of Pediatrics

National Association for the Education of Young People

Campaign for Commercial Free Childhood

Babyshower.com

Joan Ganz Cooney Center at Sesame Workshop

Alliance for Childhood

Common Sense Media

Center on Media and Child Health

Kaiser Family Foundation

Nielsen Company

EmpoweredbyPlay.org

Teachers Resisting Unhealthy Children's Entertainment – Truceteachers.org

Healthymediachoices.org

Bookboard.com (Virtual Library – subscription based so no advertising)

Blog: Coolmompicks.com and coolmomtech.com

Zerotothree.org (Tips for choosing toys for toddlers)