



 common sense media[®]

Common Sense Census: *Media Use by Kids 0-8*

MISSION STATEMENT

Common Sense is the nation's leading nonprofit organization dedicated to improving the lives of kids and families by providing the trustworthy information, education, and independent voice they need to thrive in the 21st century.



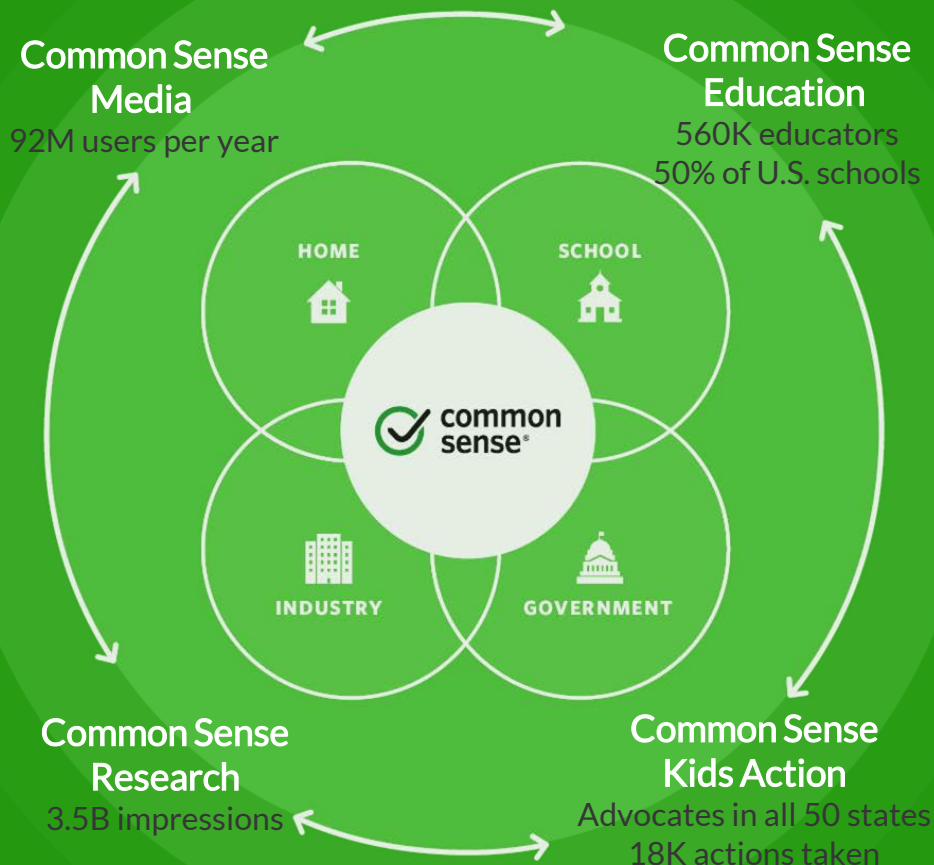
Rate/Educate/Advocate



A Powerful Platform

Leveraging our reach and impact to drive systemic change

Updated : 1/19/18



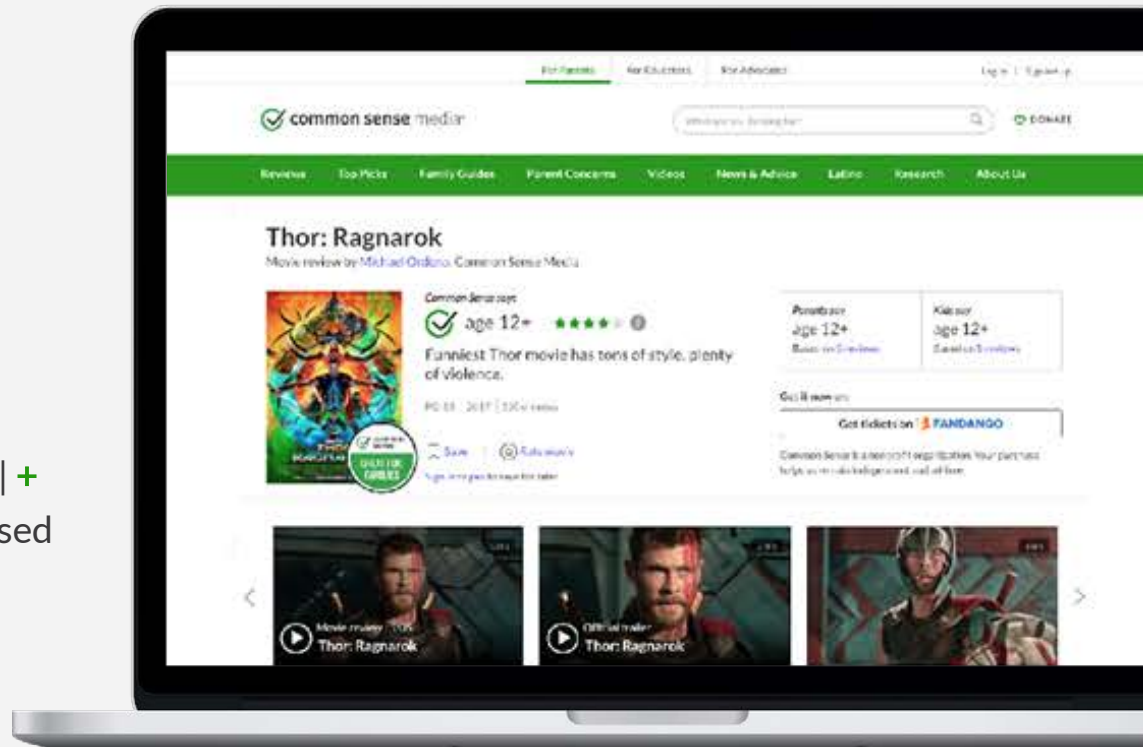
A close-up photograph of a man and a young boy. The man, with a beard and dark hair, is looking down at a smartphone held by the boy. The boy is looking intently at the screen. The lighting is warm and intimate, suggesting a bedtime or a quiet moment together. The background is softly blurred, focusing attention on the interaction between the man and the child.

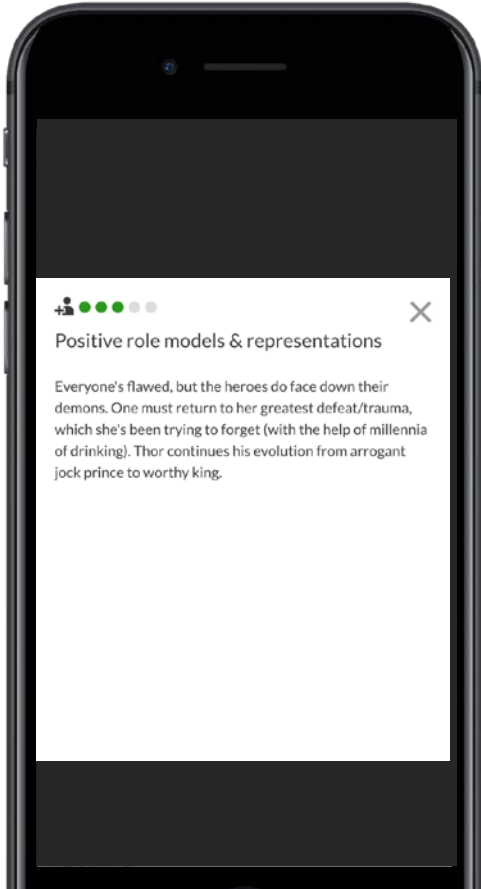
RATE

Helping families make smart choices in the digital world

Ratings & Reviews

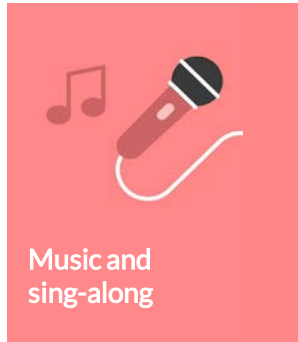
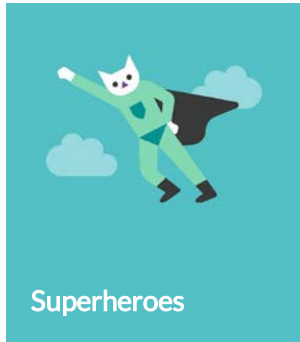
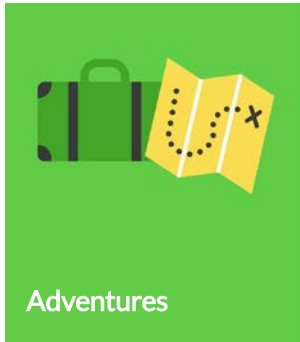
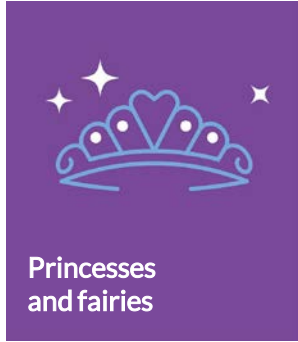
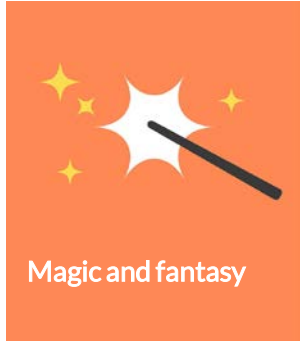
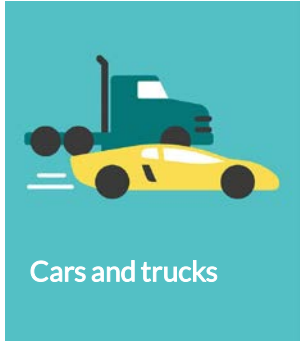
Movies | TV Shows | Books | Games | Apps | +
RATED FOR: Age, quality, and learning, based
on child development guidelines





Content Grid

A short guide to all the essential information that parents need to make a decision quickly – or manage a decision that's already been made



32

Themes & Topic Tags

TALK TO YOUR KIDS ABOUT ...

- Families can talk about the [violence](#) *Captain America: Civil War*. How does it compare to the other Avengers movies? Is there [a difference in the impact](#) between hand-to-hand combat versus catastrophic, buildings-collapsing type of explosions?
- What are the movie's messages about [teamwork](#) and accountability? Do you think one side wins? Why is teamwork an important [character strength](#)?

Talk to Your Kids About ...

Each review offers discussion starters and offline activity ideas to help families think about and extend the messages and content of the media they consume.

Parent Advice

Parent advice on raising kids in a digital world

How can I use media to teach my kid empathy?

CHARACTER STRENGTHS AND LIFE SKILLS

Learn more about character strengths, tips for using media to bolster them, and recommendations for media the whole family can learn from and share.

FAQS
97

ARTICLES
68

VIDEOS
6

How much screen time is OK for my kid(s)?

SCREEN TIME

Setting screen-time limits and helping kids moderate their own habits means finding the right balance for your individual family.

FAQS
32

ARTICLES
168

VIDEOS
19

What should I do if my kid is bullied online?

CYBERBULLYING, HATERS, AND TROLLS

Find age-specific guidelines, videos, and articles to help with tough conversations – whether your kid is a bully or is being bullied.

FAQS
23

ARTICLES
12

VIDEOS
9

Is it safe to post pictures of my kid online?

PRIVACY AND INTERNET SAFETY

Get tips on everything from the basics, such as smart usernames, to the big stuff, such as appropriate sharing.

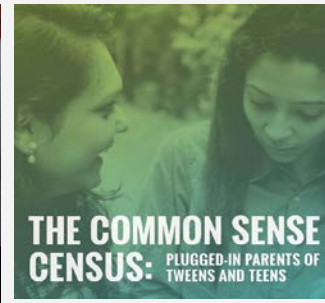
FAQS
28

ARTICLES
24

VIDEOS
12

Research

3.5B IMPRESSIONS





**THE COMMON
SENSE CENSUS:
MEDIA USE BY KIDS AGE ZERO TO EIGHT**

Methodology

NATIONALLY-REPRESENTATIVE
SAMPLE OF

1,454

PARENTS OF CHILDREN AGES 0-8

- **Third wave – 2011, 2013, 2017**
- **Probability-based sample**
- **Conducted January – February 2017**
- **Offered in English and Spanish**
- **Track changes over time**

On Average, Kids Spend 2:19 a Day With Screen Media.

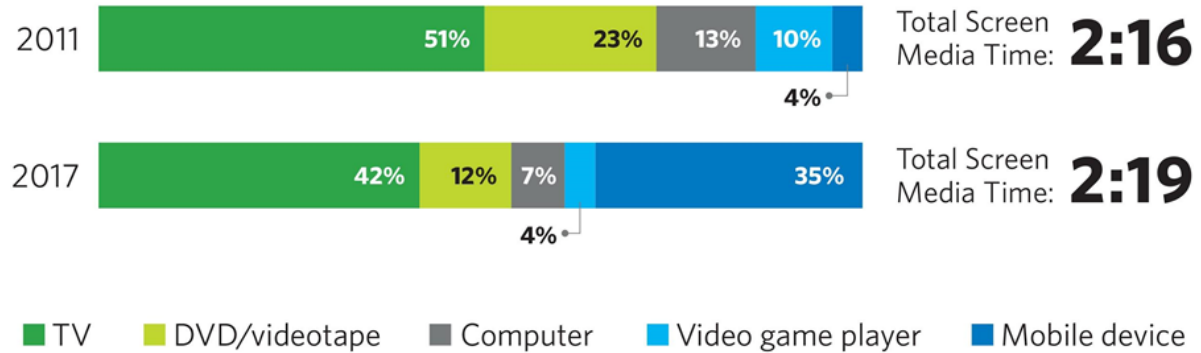
Among families of 0- to 8-year-olds, average amount of screen time spent daily with each device:


Device	All	Child's age		
	0 to 8	Under 2	2 to 4	5 to 8
Television set	:58	:29 ^a	1:09 ^b	1:04 ^b
DVD/videotape	:17	:06 ^a	:23 ^b	:18 ^b
Mobile device	:48	:07 ^a	:58 ^b	1:02 ^b
Computer	:10	**	:05 ^b	:20 ^c
Video game player	:06	**	:04 ^b	:12 ^c
Total screen media	2:19	:42^a	2:39^b	2:56^b

**SINCE 2013, THE AMOUNT OF
TIME YOUNG KIDS SPEND ON
MOBILE DEVICES HAS**

TRIPLED

Amount of Screen Time is the Same





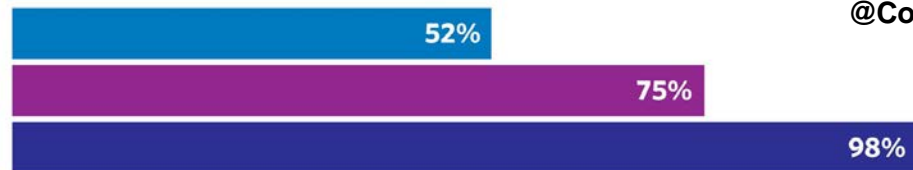
The digital divide is smaller,
but still substantial.

#0to8
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Access to Mobile Devices Nearly Universal

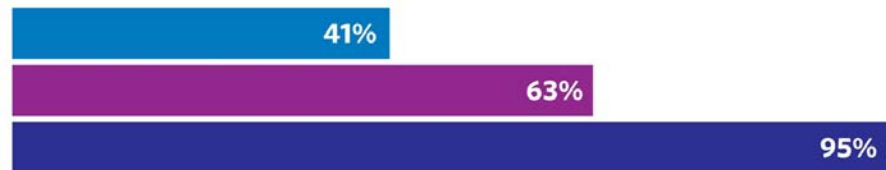
Percent of 0- to 8-year-olds with:

Any mobile device in the home



#0to8
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Smartphone in the home



Tablet in the home



Child's own tablet



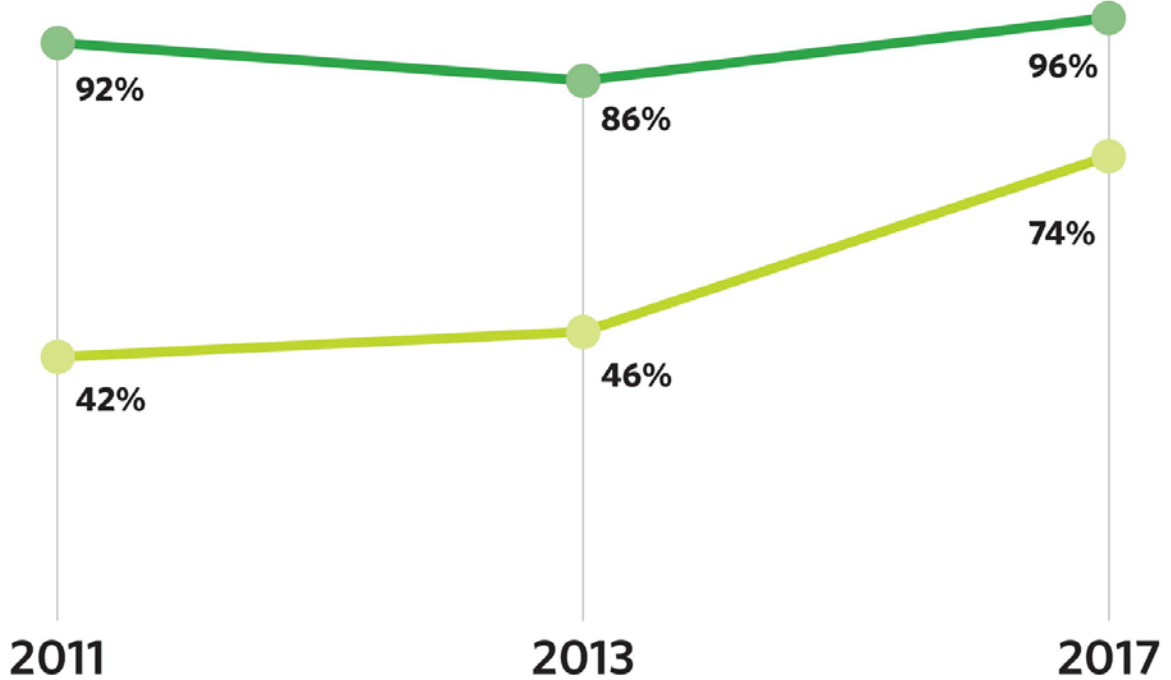
2011
2013
2017

74% of Lower-Income Families Have Internet Access at Home

Among families of 0- to 8-year-olds, percent that:

Have high-speed internet

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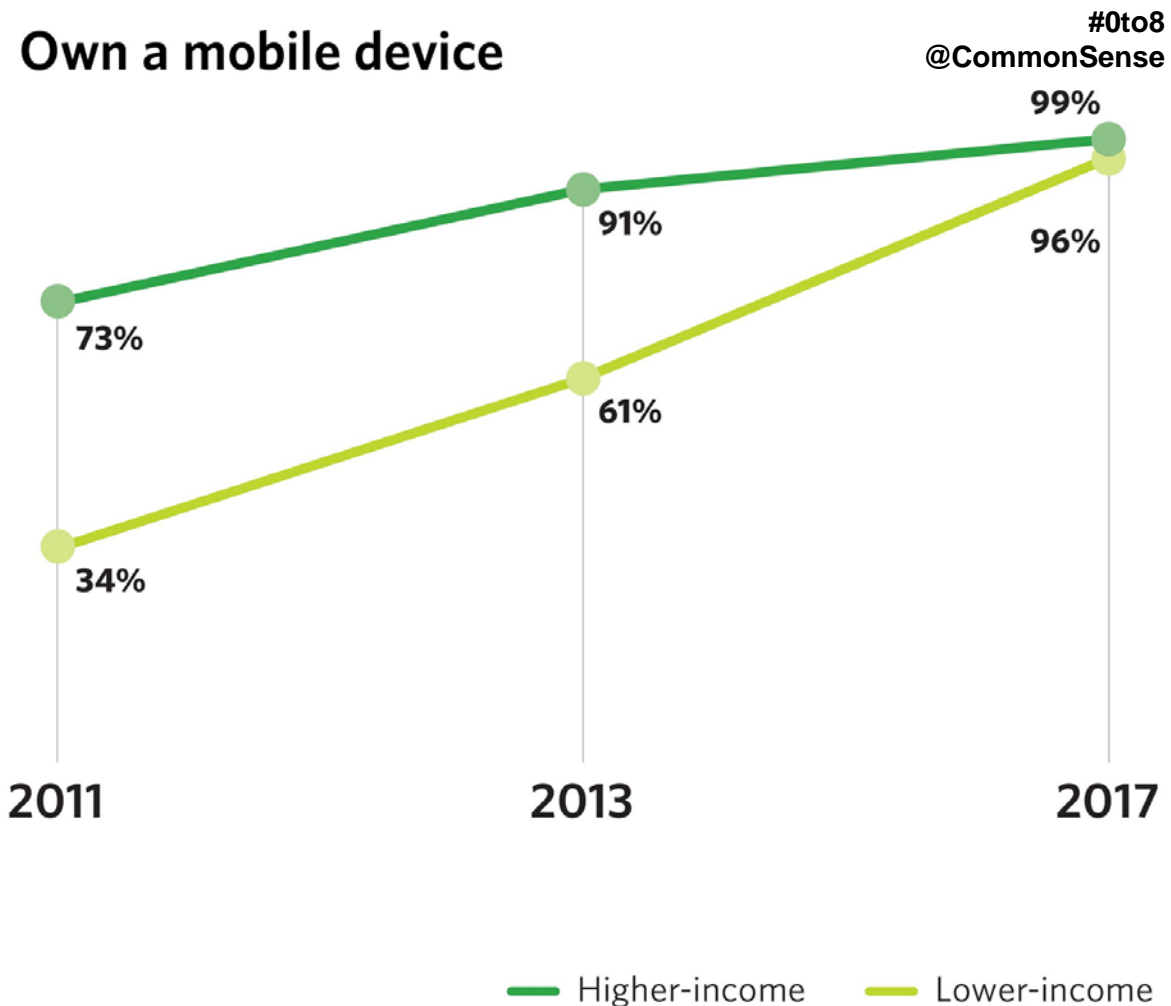


Higher-income Lower-income

Access to Mobile Devices Nearly Universal

Among families of 0- to 8-year-olds, percent that:

Own a mobile device



ON AVERAGE, KIDS FROM LOWER-
INCOME FAMILIES SPEND

1:39 MORE

WITH SCREEN MEDIA EACH DAY
THAN KIDS FROM HIGHER INCOME
FAMILIES

Parental Concerns About Media, by Race/Ethnicity, 2017

Among parents of 0- to 8-year-olds, percent who:

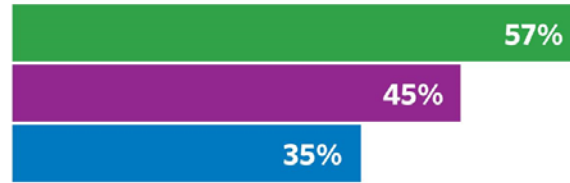
“Strongly” agree that the less time kids spend with screen media the better off they are.

#0to8
@CommonSense

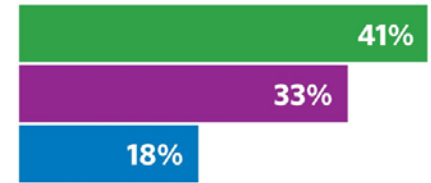


Are “very concerned” about each of these in media.

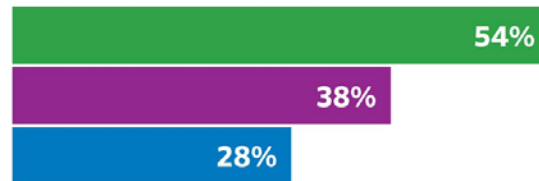
Sexual content



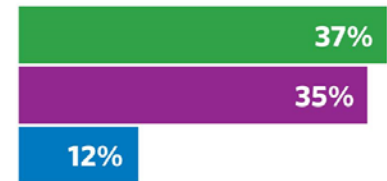
Depictions of drugs and alcohol



Violent content



Racial and ethnic stereotypes



Parent Views of Media Effects

Among parents of 0- to 8-year-olds who use screen media, percent who say their child's media use helps/hurts the child's:

Learning



Creativity



Social skills



Ability to focus



Behavior



Physical activity



■ Helps (a lot or a little) ■ Makes no difference ■ Hurts (a lot or a little)

All About That Balance

Ask yourself – is the child:

- ✓ Physically healthy and sleeping enough?
- ✓ Connecting socially with family and friends (in any form)?
- ✓ Engaged with and achieving in school?
- ✓ Pursuing interests and hobbies (in any form)?
- ✓ Having fun and learning in their use of digital media?

Source: "New screen time rules from the American Academy of Pediatrics," Sonia Livingstone

Set Yourself Up For Success

What are best practices around digital media and devices ?

- Use books and music
- Think about your own tech use
- Video-chat with long-distance family and friends
- Play with your baby and kids
- Avoid Background TV
- Use privacy settings

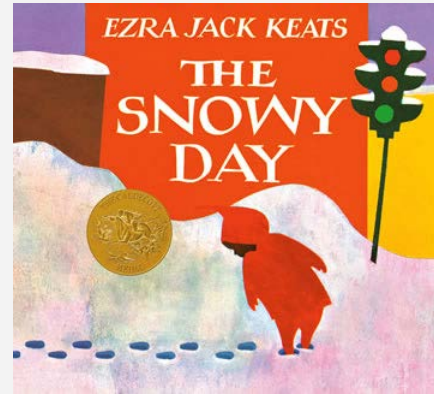
Be Choosy

The screenshot shows the Netflix Kids section. At the top, there's a red header with the 'NETFLIX' logo. Below it, navigation tabs include 'Watch Instantly', 'Just for Kids', 'Browse DVDs', 'Your Queue', and 'Suggestions For You'. A search bar contains the text 'Kid's Movies, TV Shows, Characters'. Below the search bar, a row of character icons is displayed: SpongeBob SquarePants, Felix the Cat, Wallace & Gromit, Mr. Peabody & Sherman, Back at the Barnyard, and Martha Speaks. Below this, a 'Recently Watched' section shows five movie covers: Johnny Test, Angry Beavers, Popeye Cartoon, Danny Phantom, and another Danny Phantom cover. A 'Popular' section at the bottom shows covers for Pair Kings, Disney's Sharpay's Fabulous Adventure, Pink Panther, Wallace & Gromit: The Three Wishes, and Toy Story 3. A URL is visible at the bottom left: <http://movies.netflix.com/KidsCharacter?id=7260>

The screenshot shows the Amazon Kids Zone interface. At the top right, it says 'KIDS ZONE' and '2:45p / 42°'. There are 'Exit' and 'Settings' buttons. Below this, a 'Free Shows' section features a row of show covers: SpongeBob SquarePants, Jessie, Mickey Mouse Clubhouse, Gumball, and Adventure Time. A 'View All 124 Programs' button is visible. Below the 'Free Shows' section, there are two rows of recommended content. The first row is labeled 'Included with Prime Recommended Kids & Family TV' and shows covers for 'If You Give a Mouse a Cookie', 'The Snowy Day', and 'Team Umizoomi'. The second row is labeled 'Rent or Buy Recommended Kids & Family Movies' and shows covers for 'Finding Dory', 'Home', 'The Good Dinosaur', 'Inside Out', and 'Frozen'.

ABCs and 123s

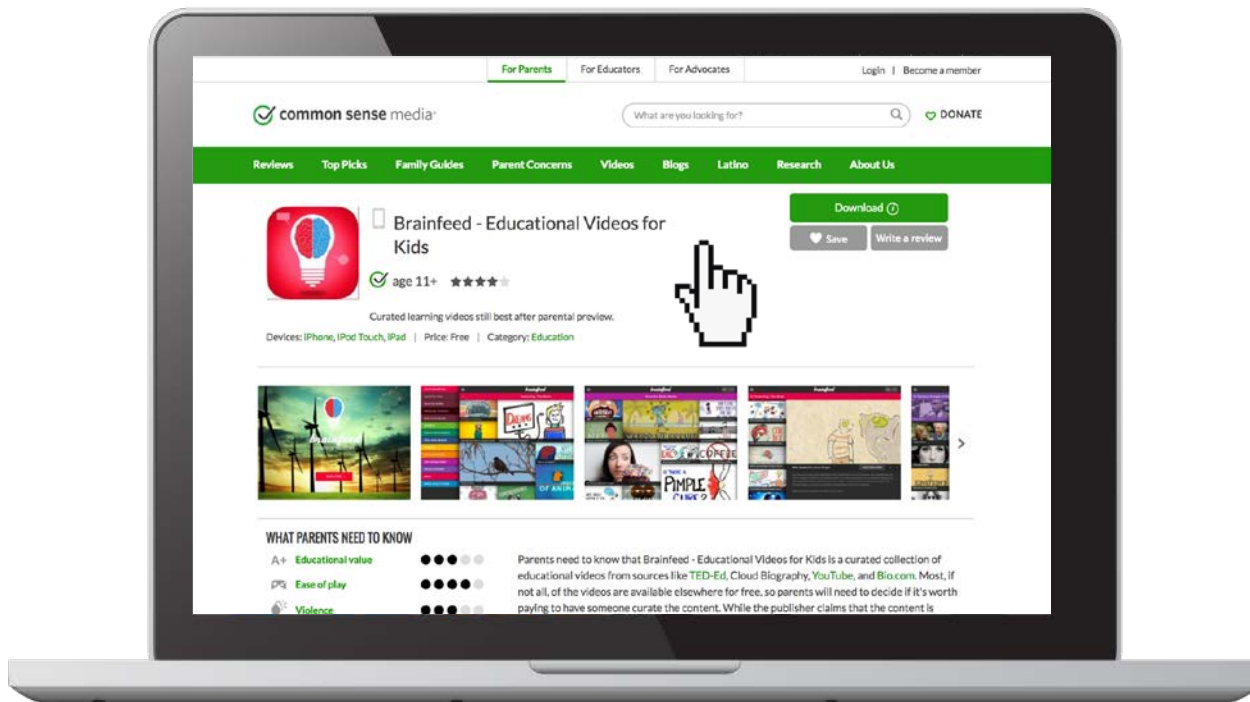
Look for apps, TV shows, and movies with positive messages and educational value.



Be the training wheels



We Can Help!



[Home](#)

[Create Your Family Media Plan](#)

[Media Time Calculator](#)



Family Media Plan

Media should work for you & work within your family values & parenting style. When media is used thoughtfully & appropriately in daily life. But when used inappropriately or without thought, media can displace many important activities such as face-to-face conversation, outdoor-play, exercise, unplugged downtime & sleep.

By creating a Personalized Family Media Use Plan, you can be aware of when you are using media to achieve your purpose. This tool helps users to think about what they want those purposes to be. The tool below will help you to think about media & create goals & a plan that fits your family's values.

To make YOUR family's Media Use Plan, start by entering your family's information. This information will remain private and c

<https://www.healthychildren.org/English/media/Pages/default.aspx>

Device-Free Zones and Times



#DeviceFreeDinner

A movement for happier,
healthier kids

Get your whole family on board with tips for a
balanced digital life.

Get tips

Watch video

Endorsed by the American Academy of Pediatrics



Common Sense Media is recognized by the American Academy of Pediatrics
as *the* credible source for families to evaluate age-appropriate media.

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

What makes a media-savvy kid?

Has a role model
Relies on a grown-up to help create rules and model healthy media habits

Thinks critically
Stays safe and responsible when finding and sharing info online

Respects others
Puts devices away during in-person conversations

Finds balance
Mixes screen-based media with other hobbies, like reading, playing, and being active

Watches age-appropriate content
Enjoys high-quality shows and games with learning potential

Gets plenty of sleep
10-13 hours for ages 3-5
9-12 hours for ages 6-12
8-10 hours for ages 13-18

Follows guidelines
Limits device use during dinner, before bed, or going to and from school

Create a family media plan
healthychildren.org/mediauseplan

common sense
For helpful tips, visit commonsense.org

American Academy of Pediatrics
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Create Healthy Media Habits

NEWBORN TO 18 MONTHS

Create a family media plan healthychildren.org/mediauseplan

Newborn (0-18 months)

Play with your baby. Babies have wild growth spurts with amazing brain development, so include plenty of reading, singing, and physical contact in your baby's daily routine. Limit screen use because it can take away from activities that are essential for healthy growth. As babies reach 12 to 18 months, it's OK to use phones and tablets to aid a new way of playing with your baby. For example, show pictures of family members and talk about activities you've done together.

Avoid background TV. Whenever the TV is on, it's a distraction. Children are more positive interactions with babies. It's OK to watch the occasional show when you're with your baby, but keep it off camera if you're alone. Consider muting television, too.

Use privacy settings. Social networks and apps often collect data on your baby's family and friends, but not strangers.

For helpful tips, visit: commonsense.org

New Baby Tip Card

Age-Based Media Use Advice

6-12 Years	2-5 Years	18-24 Months
<p>1. MAKE A PLAN Make family rules about how and when media and devices are used and when games, websites, and apps are OK to play, visit, and download. Go to HealthyChildren.org/MediaUsePlan to create a plan that works for your family.</p> <p>2. STRIKE A BALANCE Balance screen use with reading and bedtime, as well as being with friends and family. Don't forget 9-12 hours of sleep and at least an hour of exercise a day! Create screen-free times and zones for the whole family—for example, in the bedroom, at school, and during homework and mealtimes. Put devices to bed at least an hour before bedtime, and charge them outside of kids' bedrooms.</p> <p>3. BE A ROLE MODEL Watch and play high-quality and age-appropriate media together. Use www.commonsensemedia.org to find TV shows, books, apps, and more. Teach younger Web devices, including setting screen device during conversations and meals (and model those behaviors, too). Talk about it. <i>Ask OpenScreen</i>, which includes home lists and expert advice, is an excellent tool for any adult or accountable interaction with a child or adult. Consider parental controls, but limit access to inappropriate content. Also, make privacy settings on kids' apps to make sure they're keeping others and personal information private.</p>	<p>1. MAKE A PLAN Make a family rule about how and when media and devices are used before you introduce screens. Go to HealthyChildren.org/MediaUsePlan to create a plan that works for your family.</p> <p>2. STRIKE A BALANCE Balance screen use with reading, being active, drawing, playing, imaginative games, and being with friends and family. Limit screen entertainment to an hour a day. Don't forget 10-14 hours of sleep and at least an hour of exercise a day! Create screen-free times and zones, once you're using digital media—for example, at bedtime, in the car, at meals, or in restaurants. Put devices to bed at least an hour before bedtime, and charge them outside of kids' bedrooms.</p> <p>3. BE A ROLE MODEL Choose high-quality and age-appropriate media. When you introduce or use kid-rated media, make sure the content is positive and simple, and as much as possible, use it along with your kid. Use www.commonsensemedia.org to find TV shows, books, apps, and more. Screen time is fun—but as kids begin to explore websites and digital games, sit with them to make sure they don't find inappropriate content. Look for ways to meet what they're excited with experiences of life.</p>	<p>1. MAKE A PLAN Before you introduce screen-based media... Have a conversation about how and when you use media and tech at home. Despite what you may hear from companies and children's children—especially babies—do not need to learn to use technology right away. There's plenty of time for that in the grand scheme of things. Go to HealthyChildren.org/MediaUsePlan to create a plan that works for your family.</p> <p>2. STRIKE A BALANCE Play with your baby. Babies and toddlers learn best from loving caregivers, so include plenty of active and social fun in your toddler's daily routine by reading, dancing, singing, and playing interactive games like peek-a-boo. If you want to use apps or videos with your baby, make sure you use them together. Video chat with long-distance family and friends. Toddlers will respond to video and facial expressions even if it's through a device. Create screen-free times and zones—for example, at bedtime, in the car, at mealtimes, in restaurants, and at least one hour before bed.</p> <p>3. BE A ROLE MODEL Choose high-quality and age-appropriate media—especially books. If you do use screen-based media with your baby, make sure the content is positive and simple, and as much as possible, use it along with your child. Go to www.commonsensemedia.org for books, apps, and more. Turn off the TV when no one is watching it, and do as much as possible to give your own devices when you're with your child.</p>

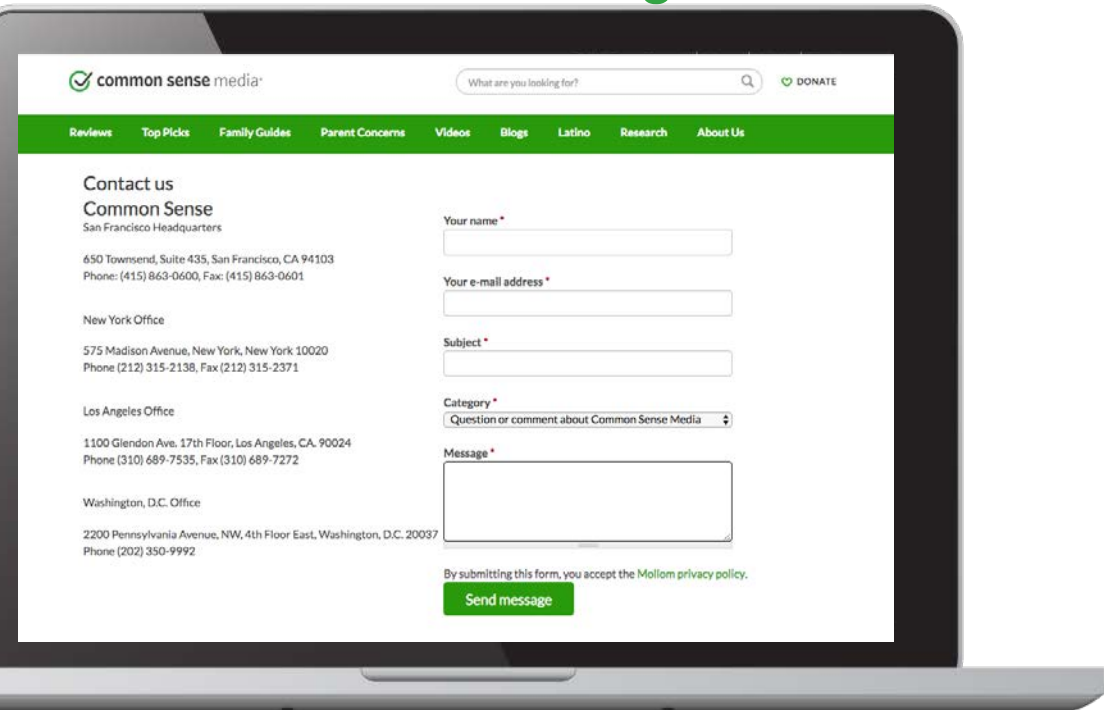
common sense

Waiting Room Poster

Age-based Media Use Advice

Resources for Support

commonsensemedia.org



Connect with us



@commonsensemedia



@CommonSense

commonsenseorg

Sign up today for our
tips and updates.

Tell your school about our
digital citizenship curriculum.

Thank You

