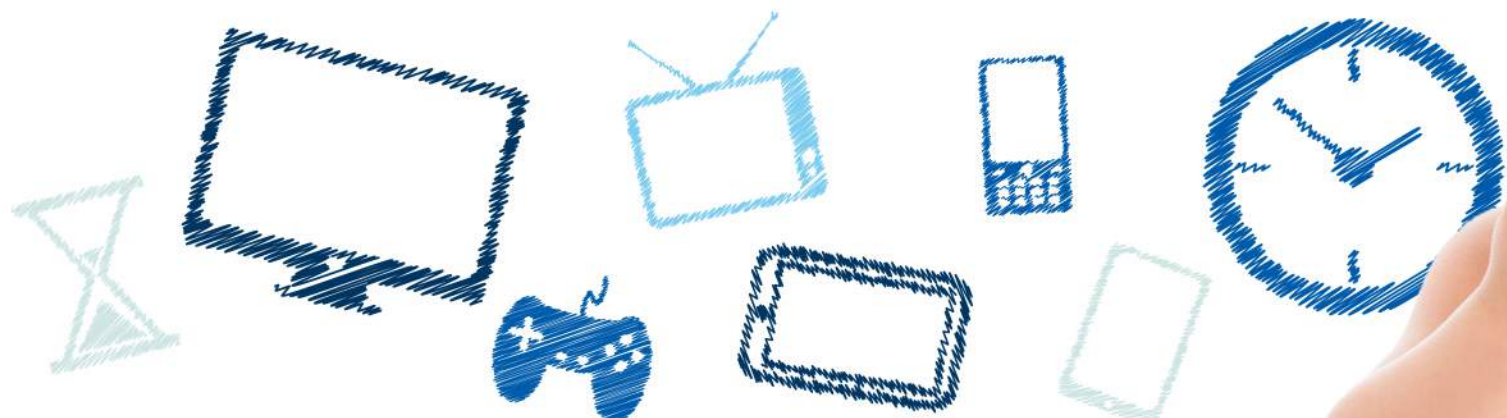


5 MYTHS ABOUT YOUNG CHILDREN AND SCREEN MEDIA

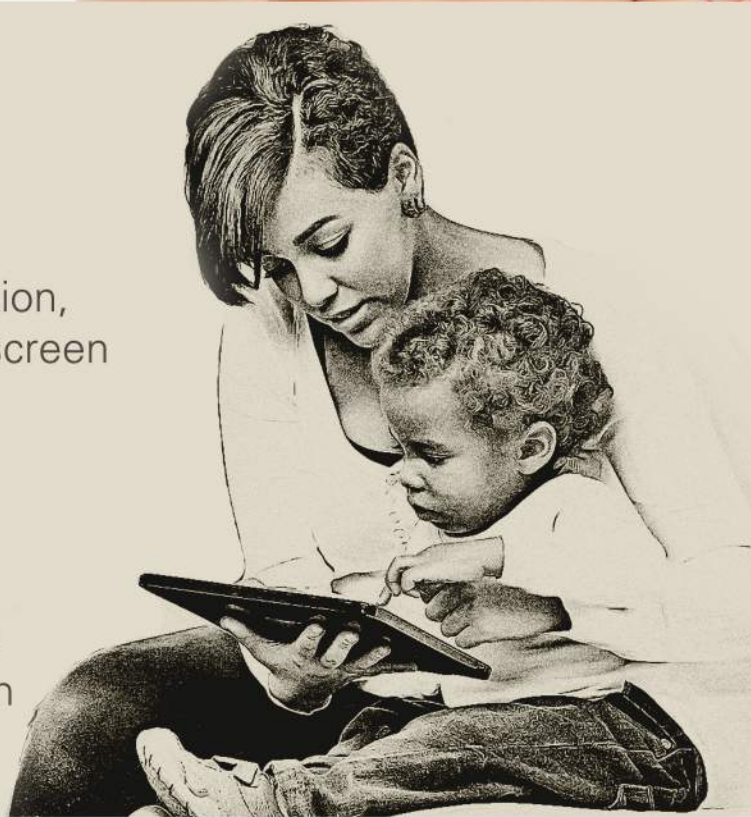
Debunking common misconceptions about the impact of screen use on babies and toddlers



MYTH 1 All screen time is detrimental to early learning.

Although children learn best through hands-on exploration, the reality is that most young children are exposed to screen media at a very young age and can learn from these experiences. **What is most important is that:**

- (1) **content is age-appropriate,**
- (2) **viewing time is limited,** and
- (3) **parents are involved** and help children make the connection between what they see on the screen and the real world.



MYTH 2 Children aren't impacted by TV that plays in the background.

Study after study shows that background TV interferes with children's play and learning. **Exposure to programming not designed for young children, even when it is playing in the background, is associated with a negative effect on children's language development, cognitive development, and executive functioning.**



MYTH 3 TV at bedtime can help lull children to sleep.

Studies have shown that **viewing TV within 2 hours of bedtime can make it harder for children to fall asleep.**



MYTH 4 Parental cell phone use doesn't affect kids' behavior.

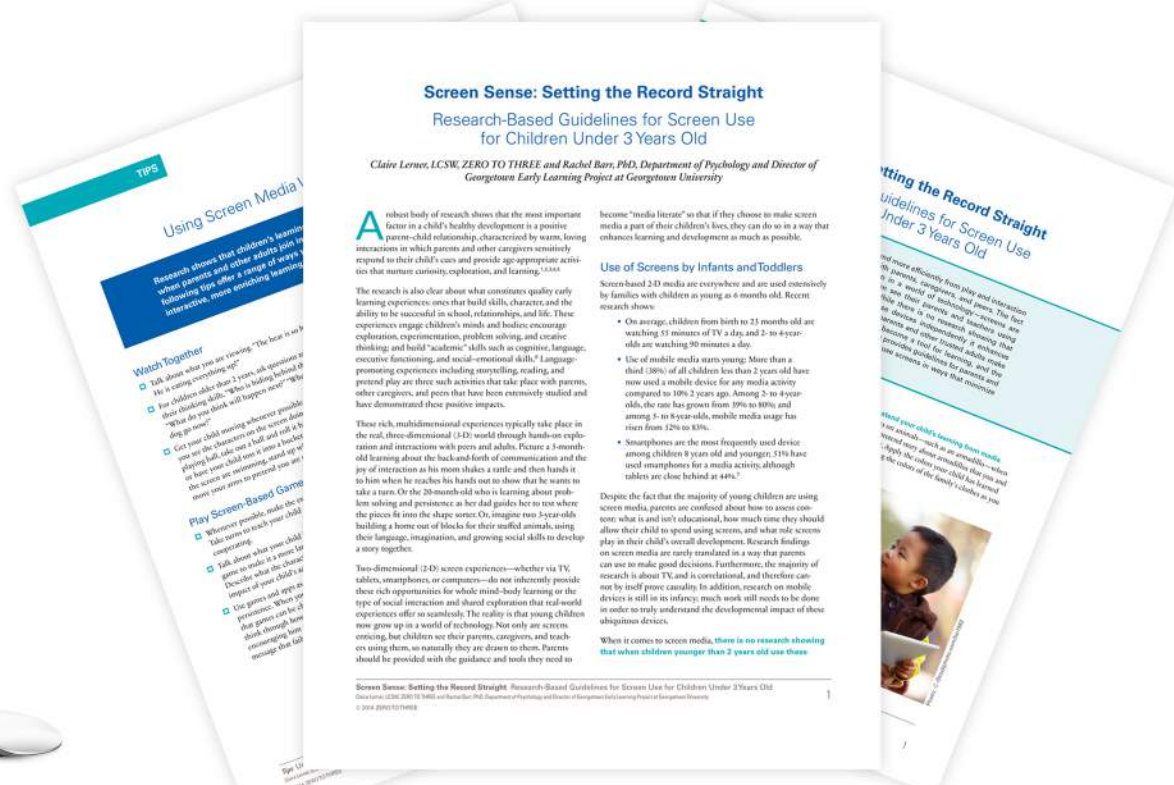
A recent study that involved observing families at fast-food restaurants found that 40 out of the 55 parents used a mobile device during the meal. **The longer that parents interacted with their mobile devices, the more likely their children were to act out.**

MYTH 5 The more interactive a screen experience is, the better for kids.

One study involving e-books showed that more interactive features actually interfered with children's ability to focus on the storyline. Although e-books can still be useful tools for children, **it is important for parents to help children focus on the story and not allow the technology to drive the experience.**



Learn More About Young Children and Screen Media Use and Download a FREE Copy of *Screen Sense* by Visiting: www.zerotothree.org/screensense



Screen Sense: Setting the Record Straight—Research-Based Guidelines for Screen Use for Children Under 3 Years Old is released by ZERO TO THREE. *Screen Sense* was written by Claire Lerner, LCSW, ZERO TO THREE, and Rachel Barr, PhD, Georgetown University, in partnership with leading researchers in the field of media and young children.