Tune In, Not Out
Impacts of Screen Time on the Young Child’s Development and the Parent-Child Relationship

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Presentation Outline:
1. Definition of Screen Time (ST)
2. Current Exposure of Babies & Preschoolers to ST
3. Current ST Guidelines
4. The Effects of ST
5. Healthy Management of ST

Audience Survey:
- Who would like their children to have:
  - Less aggression?
  - Higher academic performance?
  - Better social skills?
  - Better sleep?
  - Lowered likelihood of developing obesity, diabetes, other chronic diseases?
  - Fewer tantrums?
WHAT IS SCREEN TIME?

- Television
- DVD's
- Video games
- Computer games
- Mp3 players
- Tablets
- Smart phones

Saturday Morning Cartoons & A Big Bowl of Cereal, was any Kid's Highlight of the Week!!
How much ST are kids watching, on average, today?

• Babies < 1 yr:
  ◦ 40% are watching television by 3 months
  ◦ 29% are watching TV & videos 90 minutes/day
  ◦ 23% have a television in their bedroom

• Babies 1-2 yrs:
  ◦ 65% are watching TV & videos 2 hours/day
  ◦ 36% have a television in their bedroom
  ◦ 38% under age 2 use mobile devices such as smartphones

How much ST are kids watching, on average, today? (cont’d)

• Children/Youth spend 7-8 hours/day on ST (American Academy of Pediatrics & Kaiser Report 2010)

• “Media Multitasking” increases exposure to 10 h, 45 min/day

• Preschoolers spend over 4 hours/day on ST

• TV watching is decreasing slightly as children/youth are using other mediums

These stats are recreational use only

Why The Increased Usage?

• Convenience

• Prevalence

• Social expectation to use media/be connected

• Overwhelmed parents
Chevy Commercial

- [https://video.search.yahoo.com/video/play;_ylt=A2Klo9Y5Zy5WKS0AEogsnIIQ;_ylu=X3oDMTBycTlydWI1BHNIYwNzcgRzbGsdmlkBHZ0aWQDBGdwb3MDOA--?p=chevy+wifi+commercial&vid=1c15483bdece7Se24936356493e2750a&curl=http%3A%2F%2Ftse4.mm.bing.net%2Fth%3Fid%3DWN.YGlqhtTJjsy](https://video.search.yahoo.com/video/play;_ylt=A2Klo9Y5Zy5WKS0AEogsnIIQ;_ylu=X3oDMTBycTlydWI1BHNIYwNzcgRzbGsdmlkBHZ0aWQDBGdwb3MDOA--?p=chevy+wifi+commercial&vid=1c15483bdece7Se24936356493e2750a&curl=http%3A%2F%2Ftse4.mm.bing.net%2Fth%3Fid%3DWN.YGlqhtTJjsy)

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Technology Use Guidelines for Children and Youth

<table>
<thead>
<tr>
<th>Developmental Age</th>
<th>How Much TV</th>
<th>Non-violent video games</th>
<th>Handheld games</th>
<th>Violent video games</th>
<th>Online violent video games and pornography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 2 years</td>
<td>none</td>
<td>never</td>
<td>never</td>
<td>never</td>
<td>never</td>
</tr>
<tr>
<td>2-4 years</td>
<td>1 hour/day</td>
<td>never</td>
<td>never</td>
<td>never</td>
<td>never</td>
</tr>
<tr>
<td>5-17 years</td>
<td>2 hours/day</td>
<td>never</td>
<td>never</td>
<td>never</td>
<td>limit to 30 minutes/day</td>
</tr>
</tbody>
</table>

C. Rowan, Dr. A. Doan and Dr. H. Cash, with contribution from the American Academy of Pediatrics and the Canadian Pediatric Society (2012)

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Canadian Paediatric Guidelines for ST

- Under 2 years, no screen time
- 2-4 years, screen time limited to <1 h/day; less is better
- 5-17 years, limited to 2 hours a day.
- No TV’s or computers in bedrooms
- Avoid eating in front of the TV
What's wrong with ST for a baby?

- No documented positive effects of babies engaging in screen time
- ST hurts language skills
- Even TV on in the background is detrimental
- Ipad/App use must be interactive, not passive

BABIES LEARN FROM FACE TO FACE INTERACTION

What's Wrong with ST for Baby?

The Harmful Effects of ST:

- Physical Health:
  - Cardiovascular disease
  - Diabetes
  - High Cholesterol
  - High Blood Pressure
  - Obesity
  - Electromagnetic Waves (radiation)

The Harmful Effects of ST: (cont’d)

- Impaired Brain Development:
  - Stereoscopic vision & depth perception
  - Cognitive abilities
  - Language
  - Sleep
  - Academics
The Harmful Effects of ST: (cont’d)

• Psychosocial Health:
  ◦ Negative Self-Esteem
  ◦ Lack of Confidence
  ◦ Anxiety
  ◦ Poor Self Regulation:
    • Focus & Attention Problems (ADHD)
    • Emotional & Conduct Problems
  ◦ Poor Social Skills/Difficulties with Peers

The Harmful Effects of ST: (cont’d)

• Violent Video games and Violent TV are associated with:
  • Increases in aggressive feeling thoughts & behaviors
  • Physiological arousal
  • Decreases in pro-social behaviors
  • Desensitisation

Impact on RELATIONSHIPS:

• Decreased Ability to Identify Feelings of Others
• Decreased Empathy
• Poor Relationship Skills
Benefits of ST:

- All Ages: Connection with family
- Before Age 2: No Benefits
- After Age 2:

What to Do Instead:

Choose programs that:

- Are interactive
- Speak directly to your child
- Label objects
- Have a coherent storyline
- Have pro-social messages
- Are non-violent
- Are slow paced and have less novelty
What to Do Instead:

- Set a Family Culture for Healthy ST Use:
  - Monitor Time & Content Usage
  - Use in Common Areas
  - Engage in Media Together, regularly
  - Balance/Replace ST with Other Activities

What to Do Instead:

- Model Appropriate ST usage
- Create Media-Free Zones & Times
- Connect Offline!

What’s the Conclusion?
What’s The Conclusion?

- Interaction is the Key to Healthy Development
- Moderation & Intentional Usage is Critical: Too much ST is not good for anybody
- It’s Not Black & White: Technology is advancing more rapidly than the research; stay informed
- Parents Need to Stay in Charge: Although technology is rapidly changing, parenting rules remain the same and should also be applied to children’s ST

References

- Greitemeyer T, Mugge DO. Videogames do affect social outcomes; a meta analysis review of violent and prosocial video game play. Pers Soc Psychol Bul. 104;50(5); 578-589
- Media use by children under the age of two. Pediatrics, 128(3), 1040-5.
References


- Dr. Suzi Tomopoulos, MD, Dr. Benard P. Dreyer, MD, and Dr. Alan L. Mendelsohn, M. Infant Media Exposure and Toddler Development: Archives of Pediatric and adolescent Medicine 2010. Dec.


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