

# START THEM YOUNG:

## Implementing Media Literacy Education in Infancy and Early Childhood Development

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### WHAT IS MEDIA LITERACY?

The ability to identify, assess, and evaluate the underlying message of various types of media.

**THE URGENCY FOR MEDIA LITERACY HAS EXPONENTIALLY INCREASED ALONGSIDE THE GROWTH OF SOCIAL TECHNOLOGY AND CONFLICT IN REGULATING CONTENT. PARENTS AND CARETAKERS SHOULD ADOPT THE PRACTICE OF IMPLEMENTING MEDIA LITERACY EDUCATION INTO THE EARLY STAGES OF DEVELOPMENT WITHOUT THE USE OF A SCREEN OR TECHNOLOGY.**

Marketers spend an average of **\$12 billion** advertising to children each year.<sup>1</sup>



### DID YOU KNOW??

Children are exposed to over 40,000 advertisements on **television alone**.<sup>1</sup>



**Only 14 states** have taken legislative action to implement media literacy education in their K-12 curriculum.<sup>2</sup>



### POTENTIAL OBJECTION

The World Health Organization<sup>3</sup> (WHO) strictly discourages screen time before the age of 2, and call for strong restrictions of its usage until the age of 5.

## HOW DO YOU TEACH MEDIA LITERACY TO INFANTS WITHOUT SCREENS?

### EDUCATING THE YOUTH

#### Questioning

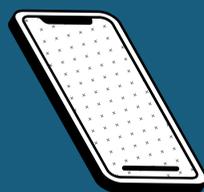
- Develop a game asking questions about daily household items (toy, cereal box, hand-made drawings)<sup>4</sup>
- Builds attention to detail

#### Integration

- Allow children to voice their routine & explain their reasoning; builds self-regulation techniques<sup>4</sup>

#### Representation

- Demonstrate selectivity and its role in the media; creates awareness of messages and how they're conveyed<sup>4</sup>



### THE OVERALL BENEFITS

- Children become capable of creating their own media literacy devices to safely navigate the media realm.
- Toddlers and children learn self regulation, utilizing screen time for educational programming or tool building skills.
- Parents and caretakers develop more communicative relationships with children.

<sup>1</sup>American Psychological Association. (2004, February 20). Advertising and Children.

<sup>2</sup>McNeill, E. (2020, October 24). U.S. Media Literacy Policy Report 2020 | Media Literacy Now. Media Literacy Now | Advocating for Media Literacy Education.

<sup>3</sup>To grow up healthy, children need to sit less and play more. (2019, April 24). World Health Organization.

<sup>4</sup>Rogow, F. (2015). Media literacy in early childhood education: Inquiry-based technology integration. In C. Donohue, (Ed.). Technology and digital media in the early years: Tools for teaching and learning.