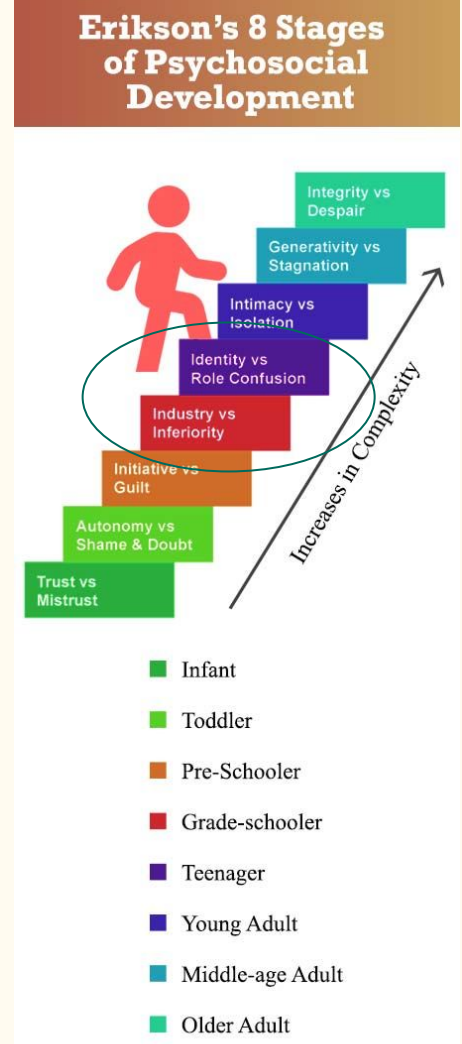




— Social Media & the Elementary Child

What is happening developmentally?

- Each developmental phase has their “tasks”
- Industry vs. Inferiority
 - Key task: School
 - Building competence
 - New social situations
 - Acclimating to academic and personal demands
- Support:
 - Growth mindset
 - Help-seeking behavior
- Blurring with teenage years...



Identity v. Role Confusion: “Who am I?”

- Key tasks: social relationships and exploration of self
- Needs
 - Develop a sense of self and independence
 - Fidelity (strength and trust in social relationships)
 - Presentation and social comparison
- Success helps build self-esteem and self-confidence
 - Important to note that self-esteem dips in adolescence
- Tips:
 - Open listening
 - Decrease judgement
 - Allowing exploration and alone time



Transitioning to middle school

- Begin to move away from parents and towards peers
- Need practice with independence and autonomy
- Social Media
 - Kids are getting cellphones and access to social media platforms as early as 3rd through 4th grade
 - Kids build “social capital” through interactions with friends (increasingly taking place online)
 - Leads to peer pressure
- Peer pressure
 - Should you cave on the basis of “social capital”?
 - Is the issue real or pre-teen drama?

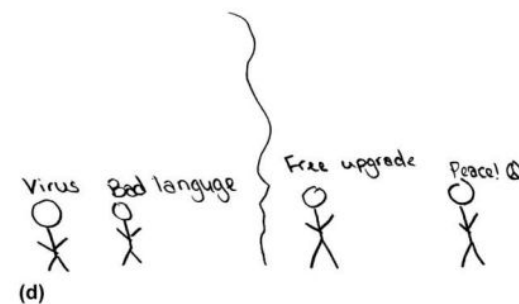
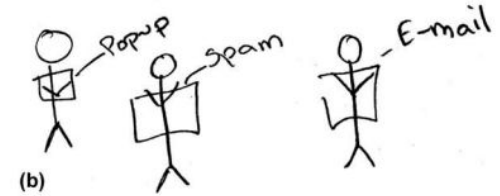
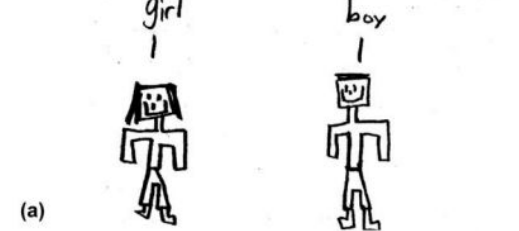
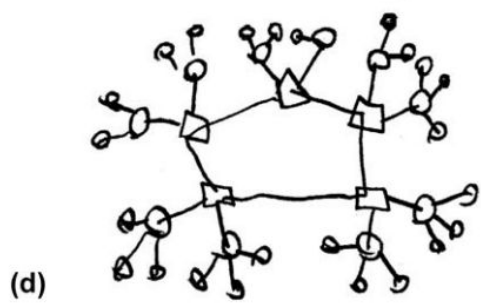
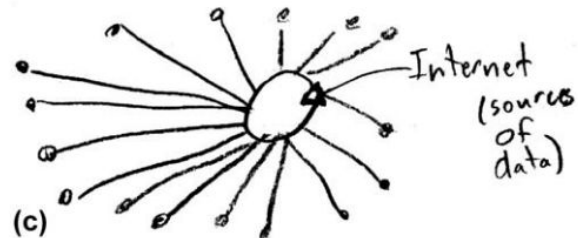
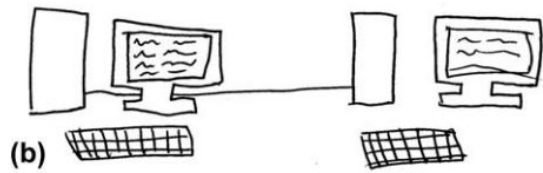
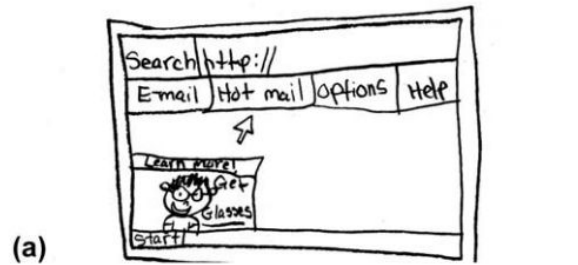
When should kids get phones?

- Screen time and social media recommendations
 - Averages: 8-12 spend 4-6 hours and 12-18 up to 9 hours on screens
 - Current recommendation: 30m on social media
- Apple watch v phones
- Gizmo watch



- TV & the Gold Standard
- Social media
 - any online platform/forum that encourages interaction
 - Includes Facebook, Twitter, Instagram, Tiktok, online gaming platforms





Social Media and Children, Tweens, & Adolescents

PROS

- Strengthens social connectedness
- Enhances digital literacy and tech skills
- Builds community
- Increased opportunities for identity exploration
 - Self-presentation



CONS

- Cyberbullying and harassment
- Hypersexuality and exposure to explicit materials
- Social comparison
- Addiction
 - Depression, anxiety
 - Links to poor sleep

Synthesis of Current Social Media Research

- Depression and social media - the *potential* connection (the jury is still in session on this)
 - High use can be a predictor, but it's the *type of use* that is strongest
 - *Passive*: consumption, comparison (other directed) - this is two way*
 - *Active*: constructing profiles, interactions, messaging (self-directed)
 - Supports from families and friends, including media literacy mediates this relationship
 - Anxiety overlaps here - increases with frequency of use
- Social Comparison
 - Part of passive use
 - More prevalent and detrimental to girls (particularly for body image)
 - Exposure to disordered eating
- Self-esteem in teens dips, social media use for comparison may exacerbate this
 - Low self esteem is a risk factor for addiction and passive use
 - Two way relationship?
- Suicide and self-harm
 - Social media may be facilitating support groups
 - Tumblr more likely to facilitate sharing of these images
 - Interaction with cyberbullying
 - Often influenced by sleep disruption and anxiety rather than social media use directly



I like to go on my phone or the computer, and just watch YouTube or play Minecraft. One of my friends plays it and she taught me.

—GIRL, 11, KNOX COUNTY, ILLINOIS

YOUTUBE

- Learning through videos
- Co-viewing
- **Monitoring for content**

TIKTOK

- There is little research on younger kids and Tiktok
- View the app as access to social culture
- Increased perspective

CREATION

- Privacy concerns
- Appropriateness
- Sharpens digital skills



Shows on PBS that are, like, advice on how to go through something that most people my age would go through. Stuff kinda like how to survive middle school.

—GIRL, 11, BOSSIER CITY, LOUISIANA



I had an idea, too, about, like, maybe YouTube or something, like being a kid our age trying to make a success out of YouTube, or maybe a kid our age just trying to survive middle school or something, 'cause I just got into middle school.

—GIRL, 12, BROOKLYN, NEW YORK



In my free time, I just like to draw, play games, and also watch videos. I really like watching videos that have to do [with] programming and drawing.

—BOY, 11, BROOKLYN, NEW YORK

Fortnite & Roblox

- Changing landscape of children's play
- Multiplayer and cooperative video games have been shown to increase prosocial behaviors
 - Found with Fortnite despite violence
- Cautious of violent content
 - Heavy parental scaffolding
- Roblox has parental controls that allow only “general audience” games
- RESOURCE: [Parental Guide to Fortnite](#)



What can we do as parents?

- Ensure age-appropriate use and access
- Monitor use for addictive behaviors, limiting exposure at least 2 hours prior to sleeping
- Limit use in general (whatever works for your family)
- Research apps
 - No gold standard like TV
- Check in often and inquire about what they are doing online
 - Be transparent

Media Literacy Education

- Key tenets
 - Media is constructed: inform kids that real people are creating everything they see online
 - Discuss multiple perspectives and empathy within online spaces
 - Demonstrate filter usage
 - Algorithms

Resource: [Common Sense Media](#)

Q & A

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