



**YOUTH
AND
MEDIA**

NATIONAL PLATFORM
FOR THE PROMOTION
OF MEDIA SKILLS



**For parents
of children
from 6 to 13**

Recommendations for using digital media

www.youthandmedia.ch



GOOD TO KNOW

Digital media are omnipresent in the world today – and that applies to children too. They experience how adults communicate via the Internet, obtain information online and use digital media for entertainment. But they also consume online content themselves, whether in their leisure time or at school. This is why parents ask themselves many questions about how to use media.

One thing is certain: in order for children to learn how to use digital media safely and responsibly, they need guidance and support – but also the opportunity to make their own experiences and to try things out within a protected framework. Children are individuals, their development varies, and so rules and limitations that are based entirely on their age are often not effective. Nevertheless, there are some **criteria** that parents and other key people in a child's life can use as a guide.

We hope our recommendations encourage you to take a positive and creative approach to the question of media use, to discover content together with your children, agree rules with your children, and make conscious and considered decisions about the use of digital media.





RECOMMENDATIONS

MAKE SURE RECREATIONAL ACTIVITIES ARE BALANCED.

Make sure children do not spend all their free time with digital media but that they also engage in other leisure activities – e.g. being active outside, doing sport and meeting up with their peers. Using any form of screen media before going to bed makes it more difficult to go to sleep.

DEFINE SPECIFIC SCREEN TIMES TOGETHER.

If possible, decide together with your child how much time he/she should spend in front of a screen per day or week (for example one episode of a series or one round of a game). Define clear limits and make sure they are respected. From the outset, make sure it is clear what the consequences will be if agreements are not adhered to.

GUIDE YOUR CHILDREN IN THEIR USE OF THE INTERNET.

The Internet offers opportunities but also presents a number of risks. Help children to find their way online, support them and talk to them about their experiences.

REMEMBER YOU ARE A ROLE MODEL.

Parents and other people close to children are role models when it comes to using media. So make sure you give your own media habits some thought.

OBSERVE THE AGE RATING.

Observe the age ratings for films (FSK etc.) and games (PEGI, USK etc.) and also think about whether you feel the content is suitable for your child.

MEDIA IS NO SUBSTITUTE FOR CHILDCARE.

Do not use digital media to calm children down or occupy them. They only serve to settle children down physically, but mentally the media content still has to be processed. As far as possible, try to involve the child in everyday errands.

OPEN DISCUSSIONS ARE MORE IMPORTANT THAN FILTER SOFTWARE.

Talk to your child in an age-appropriate manner about unsettling or disturbing content. If at all possible, do not put a TV, computer/laptop or tablet in a child's bedroom. Filter software is useful but does not guarantee complete protection.

CAUTION WITH PRIVATE DATA AND ONLINE ACQUAINTANCES.

Explain to your children that sharing personal details and pictures of themselves and others can be problematic. Children should not share any personal data without talking to you about it first. They should only meet online acquaintances if accompanied by an adult.

OBSERVE THE LAWFUL USE OF IMAGES.

Everyone has the right to their own image. Before posting or sending photos and videos, the consent of the persons depicted should be obtained.

RULES ON RESPECTFUL CONDUCT ALSO APPLY ONLINE.

Remind children to show respect when sending comments and messages. If children feel they are being attacked online, they should be taken seriously. In the case of cyberbullying, hate speeches or discrimination, it may be necessary to ask an expert for help.

ENCOURAGE CRITICAL THINKING.

Talk to your child about the subject of fake news and how to recognise such news. Explain how advertising works, for example in-game advertising or the placement of products in influencer videos.

ENCOURAGE A POSITIVE AND CREATIVE USE OF MEDIA.

Promote the creative use of digital photos, videos and music. There are very good games and videos that provide plenty of enjoyment. Furthermore, the Internet offers a wide selection of learning content and tutorials.



FURTHER INFORMATION

Youth and Media is the national platform for promoting media skills.

We want children and young people to use digital media safely and responsibly. This is why we offer information, tips and recommendations for parents and other people important in a child's life as well as for educators and other experts:

www.youthandmedia.ch

This flyer is aimed at parents, educators and anyone close to children between the ages of 6 and 13 (primary/lower secondary school age).

There are two other flyers, one with recommendations for the age group to 7 years of age (preschool age) as well as one for parents and key people in the lives of adolescents (12 to 18 years of age). **All flyers are available in 16 languages.** You can download them or order them free of charge from our website.

Our website also features additional information, links and explanations on all recommendations:

www.youthandmedia.ch/recommendations



Published by:

Youth and Media

National Platform for the Promotion of Media Skills

Federal Social Insurance Office

and

ZHAW Zurich University of Applied Sciences

Department of Applied Psychology

Specialist media psychology group

Chair: Prof. Dr. Daniel Süss, Gregor Waller (MSc)

Photos: Pia Neuenschwander, photopia.ch

Order (free of charge):

BBL, Verkauf Bundespublikationen, CH-3003 Bern, Switzerland

www.bundespublikationen.admin.ch

Order number: 06.20 1000 318.862.eng

English

©2020 Youth and Media, National Platform for the Promotion of Media Skills,
Federal Social Insurance Office / ZHAW Zurich University of Applied Sciences

Zurich University
of Applied Sciences



**School of Applied
Psychology**

Psychological Institute



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Home Affairs FDHA
Federal Social Insurance Office FSIO