

A guide for  
parents & carers

# YOUNG CHILDREN and screen Time

– a good start



Digital devices at home deliver media, entertainment and internet access for the whole family. They also provide new opportunities for creativity and learning. How can parents and carers help children get off to a good start using digital devices? This guide provides some tips and checklists to help you.



# What is most important?

1. Use digital devices together with your child
2. Think through the rules you want to set for media and technology use at home
3. Learn more about services, content, technology and age ratings
4. Teach children good internet habits early on – you are their most important role model!

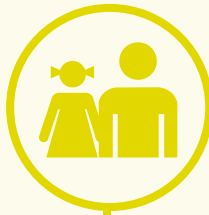


# I. Use digital devices together

Get involved in your child's online activities. Have fun, play games and learn together online, just as you would in the physical world. It will then be natural for your child to turn to you if they experience anything upsetting online.

## TALKING TO YOUNG CHILDREN

Young children might not understand concepts such as *'the internet'*. Can you explain issues in an age-appropriate way, using examples from daily life? For example, we don't talk to strangers in the park *or* online.



## TIPS:

- **Spend time with your child online and take an interest in what they're doing.**

Children can benefit in many ways from being online. They can learn new skills, find information, follow their interests, socialise with friends, express themselves, be creative, help other people, play and have fun. What is your child interested in online? (And what bores them?) Can you help them to interact with their online world, and get the most out of it?

- **Talk about what you experience online together – what is good and not so good, and why.**

If parents only talk about the risks of being online (and not the benefits), children may be less likely to confide when there is a problem. For older children, ask how their use of the internet has changed over time.

- **Young children might not understand concepts such as 'the internet'.**

Use age-appropriate ways to talk about being online and risks. Help your child consider that not everything online is true or authentic.

- **Is your child ready to explore the online world on their own?**

Keep up the conversations about what they're doing and who they're talking to. Let them show you.

- **Children can come across unsuitable online content by accident.**

This could include bullying, violence, animal cruelty, extremism, misleading information, bigotry, pornography and all forms of abuse. Things that some people find funny can upset others. Help your child to understand how one person's online behaviour can affect others.

- **Talk to your child about what to do if something online makes them feel uncomfortable, scared or upset.**

Be clear that they should tell you or another trusted adult. Talking about potential risks before they occur may make your child more likely to turn to you for help.

## 2. What rules do you want to set for media and technology use at home?

Clear family rules can help your child have a positive start to their digital life and get the most out of being online. Ask your child to help create some family rules.

### HELP YOUR CHILD ACCESS APPROPRIATE CONTENT

- Select websites, apps, online games, films and videos that are age-appropriate. View them before you let your child use them.
- Create shortcuts and install appropriate apps on devices used by your child.



## TIPS:

- **Agree positive family rules together with your child.**

Include which fun, interesting and engaging activities s/he is allowed to do online. How do adults spend time on devices? Can the family agree screen-free times e.g. meal times? Consider reducing media use before bedtime and overnight. Are some areas of the home easier to supervise your child?

- **Which online services is your child allowed to use?**

Select websites, apps, online games, films and videos that are age-appropriate. Create shortcuts or links for your child to use.

Install appropriate apps on mobile devices used by your child. Do you want your child to download games and apps themselves? How much money can they spend?

- **Will the same rules apply when your child is visiting friends or relatives?**

Can older siblings act as good digital role models? What advice would they give to their younger siblings? Tell family and friends about your family rules and parental controls. Share ideas for family-friendly websites, apps, games and films. Suggest the topic be discussed at a parent's meeting at school.

- **Consider the quality of online activities not only the amount of screentime.**

Encourage a mix of online and offline activities. If you are worried about screen time, consider if your child is:

- Physically healthy and sleeping enough
- Connecting socially with family and friends online or offline
- Engaged with and achieving in school
- Pursuing interests and hobbies (in any form)
- Having fun and learning online

If most answers are 'yes', screen time may be less of a concern.\*

Children can become engrossed in an online activity and unable to keep track of time. They can be confused and upset when a parent suddenly says the time is up. An alternative approach is to sit down with your child and ask some simple questions about what s/he is doing online. This can help to gently coax your child out of the activity and bring their focus back to the physical world.

\* Blum-Ross, A. & S. Livingstone (2016) *Families and screen time: Current advice and emerging research*. Media Policy Brief 17. London: Media Policy Project, London School of Economics & Political Science.

# 3. Learn more about services, content, technology and age ratings

Many digital devices, services and content providers offer a range of parental controls. You can choose the type of content and options that are suitable for your child. Test different settings to get things right before allowing your child access.

## PASSWORDS

- A password is like a house key - it unlocks services, apps and games, the ability to spend money and to socialise online.
- Passwords should be easy to remember, but difficult to guess. For example, they could be a song or a sentence including numbers, symbols, upper and lower case letters.
- Teach your child not to share passwords with anyone.
- Could your password unlock inappropriate content? Consider the implications before sharing a password with your child.





## TIPS:

- **What options do the devices/services your child will be using have?**

Will your child have his/her own device, use your device or is there a shared family device?

Is there an option to adapt the device/service to your child's needs?

Check if your child's device allows you to lock parts of the screen – so they can stick to one activity.

Some websites, apps and services have a children's version.

Is there an option to activate safe search? This does not guarantee to filter all harmful content, so supervision is still required.

Test services/sites to ensure they are suitable for your child.

Check the age ratings for apps and games ('PEGI ratings') and films e.g. in the app store or in terms and conditions.

Check if the app wants to access personal information such as location. Can this be switched off?

- **Do you want your child to be able to:**

- Use the internet (wi-fi or mobile data)?
- Spend money online e.g. on a website or in games and apps?
- Use your password to download new games and apps?
- Socialise, share information, photos and videos with others?

- **Consider how your child will use an online service, app or game:**

What kind of content is there? What positive or negative experiences could your child have?

Can your child easily access other content using links or suggestions?

Is there advertising? Does it target children or adults?

Does the service allow communication with other users? Who is the typical user of this service? What options are there for sharing photos/videos, and is the service moderated?

## Purchases in games and apps

In many games and apps, you can progress faster in the game if you spend money. Some games allow players to gamble or trade as part of the game. This could be real money or it could be virtual money, stars, gold bars, useful items in the game, or other things you earn by playing.

Free games, apps and services may get income from showing adverts. They may sell personal information to advertisers. They may also encourage users to buy new games or apps.

Children may not understand the difference between virtual and real money in games. Many games are so intuitive that children spend money in the game without the help of an adult. They could spend real money without realising it or their parents/carers being aware.

**You can restrict the ability to spend money on most mobile devices e.g. by setting a password. Here are some tips:**

- **The app store will usually state if you can spend money in the app** (e.g. 'Offers in-app purchases') and show a price list. Read this before deciding whether your child will have permission to spend money in the app.

- **Check your device settings:**

Can you set restrictions on in-app purchases?

Do you want to allow purchases for a limited time? What timeframe does your device offer?

Can you set restrictions on purchases from shopping websites?

- **Do you want your child to have full access to buying services and making in-app purchases?**

- **Do you want your child to know your password?**

Do you want him/her to ask you before installing new apps, games or other password-protected content?

- **Talk about gambling**

Ask your child about how they progress when playing a game. Is there pressure to spend real or virtual money, or to gamble?



## 4. Teach your child responsible internet use early on

Both adults and children enjoy sharing moments with family and friends through online images and videos. Taking photos and recording video with mobile devices is fun for young people. There have been cases of young people sharing images online without realising and without parents/carers being aware.

### ASK BEFORE SHARING

Always ask permission before sharing or tagging a photo of someone else (adult or child) online. Your child will learn from you that they should ask first before sharing.



## TIPS:

**As soon as you post *anything* online, others can share or download it. Here are some tips to consider:**

- Should your child be able to share information, photos and videos (with whom)? Should s/he have access to shared photos of family and friends?
- Consider the websites, games, apps and other services that your child uses. Could they enable your child to communicate with strangers? Could this be anonymous?
- What information is your child asked to provide when s/he starts using a game, app or website?
- Does your child have access to your contacts? This could be through social media or apps, games and other services.
- Is there an email account on the device your child uses, so they can send emails from it?
- How does the mobile device connect to the internet (e.g. wi-fi, 3G or 4G)? The options for blocking content can vary.

There are many options for sharing photos with just a few people of your own choosing. This could be through social media or using a photo album on a mobile device. Talk about how photos that are shared in closed groups are only intended for those you have selected. They should not be shared with others.

There are special photo sharing services and social networks for children. It might be useful to find out about these and how they work. Most social networks have a minimum age of 13, and are often not suitable for younger children.

# You are the most important role model

Adults are the most important role models for children. Children listen to how adults talk to each other and how they talk about other people. They pay attention to how adults use digital devices, when and how much time they spend online and what they share online. They may mimic this behaviour. This is why you are the most important role model to your child. Talk to your child about your own online behaviour and help them decide to behave responsibly online.

## THINK ABOUT:

- **Who you are online and on social media**

How do you present yourself online? What information, photos and videos have you shared? What have other people shared about you? What does your digital footprint look like?

- **How do you talk about and to other people? Does it differ if you're at home, on the phone or online?**

- **Do you ask before you share images and information about other people, including your child?**

- **How and when do you use digital devices to get the most out of being online?**

Do you have the same or different rules for adults and children at home?

Do you have 'screen free' times of the day?

It can be difficult for children to understand that adults need to use digital devices even when children are not allowed. Setting out family rules can reduce disagreements later on.



# Useful links



## Guidance and tools for families

Advice for parents from the UK Safer Internet Centre:

[www.saferinternet.org.uk/parents](http://www.saferinternet.org.uk/parents)

Advice on screen time from Common Sense Media:

[www.commonsensemedia.org/screen-time](http://www.commonsensemedia.org/screen-time)

Family agreement from Childnet:

[www.childnet.com/resources/family-agreement](http://www.childnet.com/resources/family-agreement)

Digital 5-a-day campaign from the Children's Commissioner for England:

[www.childrenscommissioner.gov.uk/2017/08/06/digital-5-a-day](http://www.childrenscommissioner.gov.uk/2017/08/06/digital-5-a-day)

Advice for parents from Internet Matters:

[www.internetmatters.org/parental-controls](http://www.internetmatters.org/parental-controls)

Device Free Dinner initiative from Comment Sense Media:

[www.commonsensemedia.org/device-free-dinner](http://www.commonsensemedia.org/device-free-dinner)

## Apps and social media

Guides to social media platforms from the UK Safer Internet Centre:

[www.saferinternet.org.uk/advice-centre/social-media-guides](http://www.saferinternet.org.uk/advice-centre/social-media-guides)

Advice on apps from Internet Matters:

[www.internetmatters.org/advice/apps-guide](http://www.internetmatters.org/advice/apps-guide)

## Games

Advice on games and how to check if they are appropriate for your child:

[www.askaboutgames.com](http://www.askaboutgames.com)

[www.pegi.info/en/index](http://www.pegi.info/en/index)

[www.commonsensemedia.org/reviews](http://www.commonsensemedia.org/reviews)



# UK Safer Internet Centre

[www.saferinternet.org.uk](http://www.saferinternet.org.uk)



Adapted with the kind permission of the Norwegian  
Media Authority from the original resource  
*Young Children and Screen Time - a good start*