

## **Development of Media Literacy among the Young Children: An Overview Study**

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### **Abstract:**

Now, children are made the mobile as play thing and is being enjoyed with internet facilities in their homes, schools and other public places. This opportunity is helped to develop the media literacy and skills among them. Hence, the young babies are considered as consumers for smartphones, TV screens, laptops and tablets. Since a decade, media technologies have advanced the devices as kids friendly, even multiple contents are being intentionally generated for the young babies. Prensky (2001) defined that “children growing up with near to newer digital, interactive and technologies, they are referred as digital natives”.

The children of preschoolers, age between 3-4 years old are media users. Their parents report that children are spending an average of one hour watching TV screens, one hour using a mobile device to watch and play the many contents. Age between 5-6 years old children are engaging in media both at homes and schools regularly. They spend daily two hours using screen media split between TV and mobile devices. Age between 7-8, 59% of children are playing video games and watching YouTube, reels for an hour. 62% of children report watching TV every day and entertaining themselves. Therefore, media devices are affected on the young babies and helped to increase the media use. 60% of kindergarten teachers report that they are being teaching digital competencies citizenship.

**Keywords:** *Media literacy, contents of media literacy, children and media literacy, its impact on kids, conclusions, references.*

### **Defining Media Literacy:**

“Media literacy is an essential life skill,” says Bobbie Eisenstock, a journalism professor at California State University, Media technology is reshaping the way of life and its role is vital to develop the children rationally and to be aided to learn, play, interact, communicate. They are impacted to engage in their daily life. Even National Association for Media Literacy

Education (NAMLE) has defined as ‘the skill to access, analyze, evaluate, create and act effectively within various forms of communication’.

**Objectives of the study:**

1. To know the relevance of technologies and how they are kids friendly.
2. The landmark study aims to analyze the impacts of media literacy on teen age.
3. To review the media sources, how children are grown up with them.

**Study Methodology:**

For this study, scientific survey method was used in the middle of February,2025 to collect the appropriate data. Systematically structured online form of questionnaire was prepared and shared to selected respondents. It has been shared to more than hundred people through the social media platforms. All of them are responded too positively and their responses are tabulated and results have been summarized qualitatively. This study applies the methods of a systematic scientific survey and review of primary and secondary sources to examine strictly.

**Limitations:**

This study was restricted to collect the data from only 100 respondents, who are being enjoyed and engaging regularly in the serviceof providing media literacy. And it has been analyzed in multiple pai charts. Also, some online publications were chosen to review on this content. They are listed at the end of this study.

**Table 1: Young Children and Media Literacy**

Sl. No	Kids literacy factors	Respondents highest responses in %
1	Interest of kids in use of media devices	84.6%
2	They made it as play things	80.8%
3	Its helps to amuse and entertain	86.3%
4	Kids as consumers for media devices	42.3%
5	Media technologies as kids friendly	60.8%
6	Generated multiple contents for kids	51%
7	Digital competencies developments	49%
8	Development of netizm among the kids	60.8%
9	Engaging with media sources in homes only	78.4%
10	Kids spares more time with using smartphones only	49%

**Contents of Media Literacy:**

Media literacy is an expanded conceptualization, that includes the ability to access and analyze the experiments of media messages, as well as create, reflect and take action, using the power of information and communication to make a difference in the world.

**Table 2: Source, Functions and Nature of Literacy**

Sl. No	Sources of Media	Functions of Media	Nature of Literacy
1	Video/Audio	Instruction	Searching
2	Books	Touching	Selecting
3	Websites	Observing	Finding
4	Films	Imitating	Applying
5	Social Media	Amusing and Discussing	Evaluating
6	Digital Media	Individually Producing	Learning
7	Email	Communicating	Developing

(Source: A Report by Erikson Institute of Technology in Early Childhood)

**Children and Media Literacy:**

UNESCO has recommended to many countries to adopt the media literacy in their reputed schools, libraries, museums and homes. Such curricula mean to develop new initiatives among the children to know the digital innovations and to compete globally. It has conducted a study with 72 experts on media literacy in 52 countries around the world, the study identified that;

- Media literacy occurs inside the context of formal education.
- It generally relies of partnerships with media industries and media regulators.
- There is a robust research community who have examined the needs of educators and obstacles to future development.

**Table 3: Children and Media at different ages**

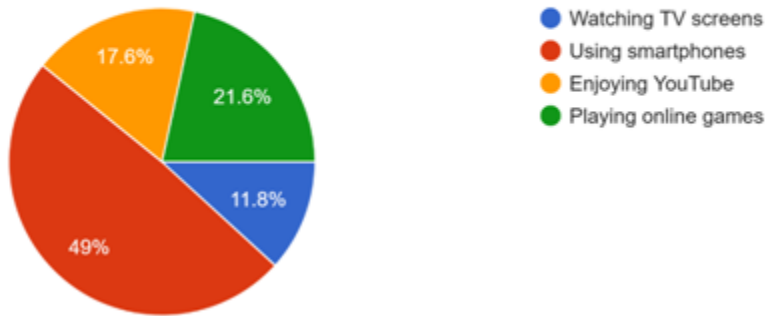
Sl. No	Age Between	Dependable Devices	Creation of Literacy
1	0-2	Electronic play things	Producing the words and murmurings
2	3-4	Smartphones, Audio/Video instruments	Basic Emotions
3	5-6	Computers	Operating the key boards
4	7-8	Multiple Touch Screens	Typing messages
5	9-10	TV and Camera	Watching and amusing
6	11-12	Laptops and Tablets	Storytelling and discussing

(Source: A Report, by Erikson Institute of Technology in Early Childhood)

### Impact on Children:

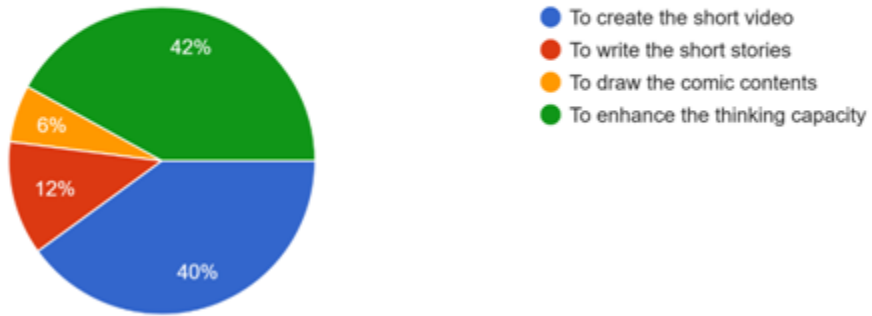
#### Children are spending more time with

51 responses



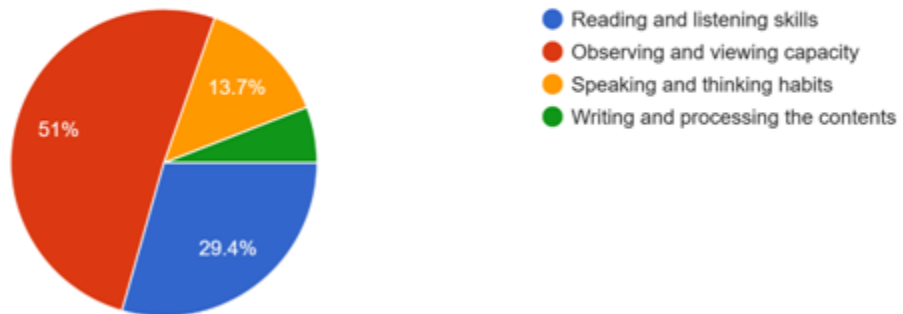
#### By media engagement, children are able to create

50 responses



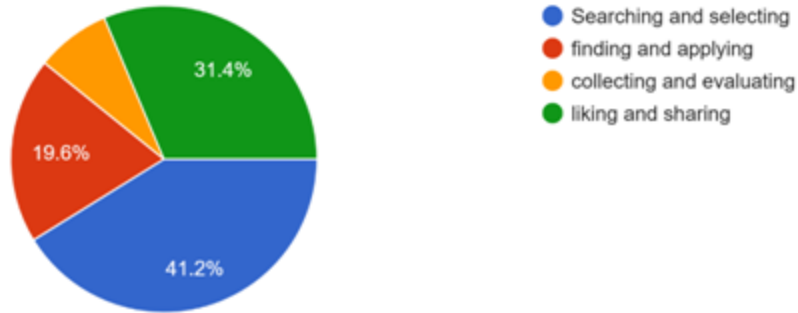
#### Media decides based literacy is creating

51 responses



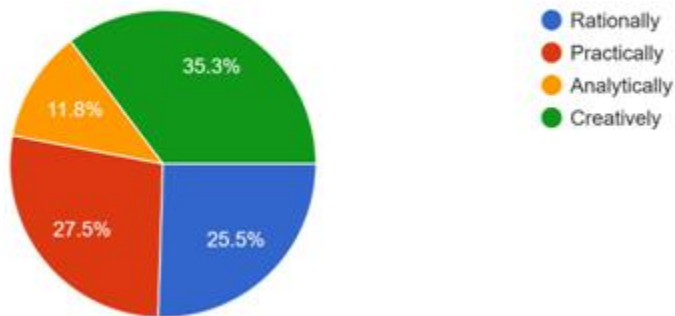
### Media Literacy is enriching components like:

51 responses



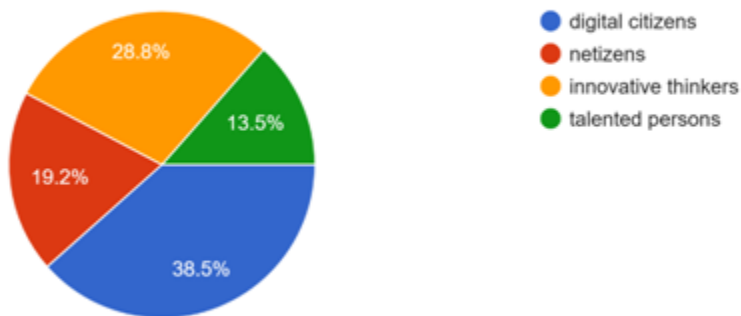
### Media literacy will be a learning process among the children to develop themselves

51 responses



### Media literacy ensures the young babies are as,

52 responses



### **Research Findings:**

- 84.6% of young children are interested to use the media devices everyday
- 80.8% of respondents are said that smartphones and other devices are assisted to amuse and entertain their kids.
- The homes are best spot for 78.4% of kids to spend more time with internet-based media devices.
- 60.8% of people are expressed that media technologies have generated as kids friendly in these days.
- 60.8% of teachers and parents are supported their children to develop digitally and rationally
- 51% of young babies are exploring their viewing and observing capacity.
- 51% of respondents are ensured that their babies would be grown up as digital citizen and netizens.
- 41.2% of children are enriching and enhancing their searching and selecting the contents and skills.

### **Conclusion:**

As per Marshall McLuhan's concept of global village, it has made the children to live with digital devices and enjoying in a powerful of 24X7 media revolution. They are also exposing with the media forms like FM channels, video games, YouTubes, TV screens, digital posters, social media platforms and many more. Media technologies are extended broadly to spend a large amount of time since a decade for teen age. An infotainment and energetic messages are helped the children to develop their involvement with the contents of multimedia. Every day they are experiencing differently, imitating, believing and romancing with their behaviors are shaped to identify themselves. Such things may amuse, enthrill, entertain and encourage them in positive manners also assisting to develop competitive mood to face the digital age.

### **Suggestions for further Action:**

Some suggestions are recommended to improve the media literacy in the future.

1. There is required to provide an appropriate media literacy-based education for young children at gross root level
2. Media exponents and rules makers are need to develop a framework with guidelines to support media literacy in early childhood.
3. An exclusive agenda and theory is demanded to give awareness among the parents, educators with background on the developmental abilities and expectations of children with regards to media use.

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