SHAPING FAMILY DIGITAL LITERACY:
INVESTIGATING PARENTAL MEDIATION PRACTICES OF YOUNG CHILDREN’S INTERNET AND DIGITAL TECHNOLOGIES USE

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BEYOND THE PANDEMIC:
THE ROAD TO SUSTAINABLE SOCIO-ECONOMIC RECOVERY
Live Webinar, Wednesday, 7 July 2021
Children
use digital technology younger and younger, but less research on them and their parents

340 dual-career parents of child 0-6 years old

14 states

3 months: Dec 20 – Feb 21

3-phase online survey
• Parental Mediation Practices Scale (Nikken & Jansz, 2013; Sonck, Nikken, & de Haan, 2013)
• Parental Attitudes about Media for Children Scale (Nikken, & Schols, 2015)

5 key findings
• Young children use Internet & devices a lot
• Active mediation: highest strategy used
• Importance of positive view of media
• Worry affects strategy used
• Mediation strategy depends on demographic characteristics.
BEYOND THE PANDEMIC: THE ROAD TO SUSTAINABLE SOCIO-ECONOMIC RECOVERY, WEDNESDAY, 7 JULY 2021
How do parents manage and mediate young children’s digital technology use?

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Factors</th>
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<tbody>
<tr>
<td>Active Mediation</td>
<td>Media as Positive, Child’s Age, Worry, Pacifier, Education, #Children</td>
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<tr>
<td>Restrictive Mediation</td>
<td>Media as Positive, Child’s Age, Worry, #Children</td>
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<td>Monitoring</td>
<td>Media as Positive, Child’s Age, Worry, Parent’s Gender</td>
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<td>Co-use</td>
<td>Media as Positive, Parent’s Gender</td>
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<tr>
<td>Technical Mediation</td>
<td>Media as Positive, Worry</td>
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What factors determine the strategies that parents used?

**Policy**
- Enhance digital literacy skills of young children.
- Educate parents about mediation strategies, especially on technical mediation and co-use.

**Industries & Developers**
- 'User-centric' approach: Positive content, consistent, clear, child-friendly, age-appropriate privacy settings, accessible, & robust reporting mechanisms.
- Multi-component, culturally-grounded family interventions.

**Parents**
- Communicate with young children about online experiences.
- Mediate child’s devices and Internet use regardless of the child’s age or gender.
- Consider the child’s characteristics.

**Research**
- Qualitative and quantitative data to explore the why and how questions.

What can we do?
THANK YOU

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