



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

Lead Researcher: Dr. Nor Diana Mohd Mahudin (IIUM)
Research Member: Dr. Nazariah Sharié Janon (IIUM)

2021 MCMC RESEARCH SYMPOSIUM SERIES NO. 8
BEYOND THE PANDEMIC:
THE ROAD TO SUSTAINABLE SOCIO-ECONOMIC RECOVERY
Live Webinar, Wednesday, 7 July 2021

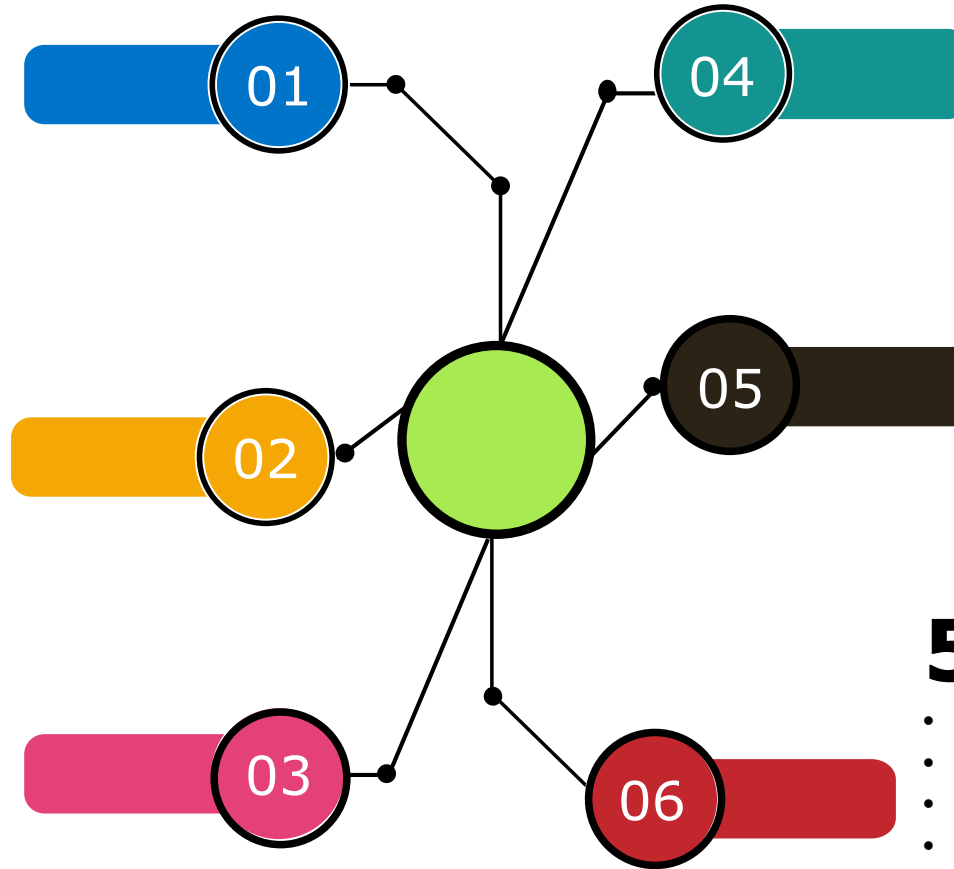


Children

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



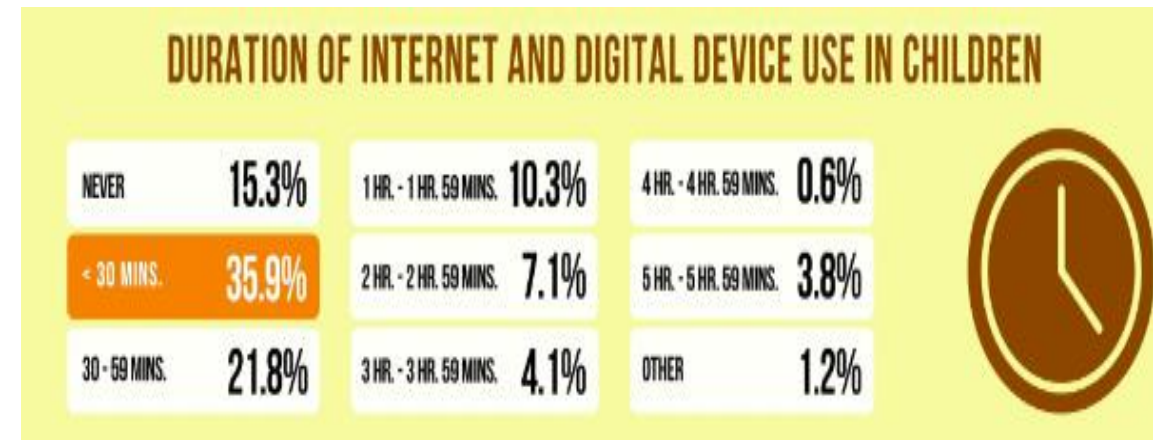
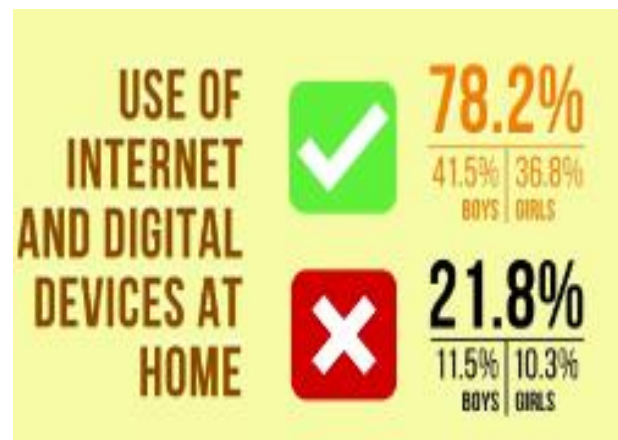
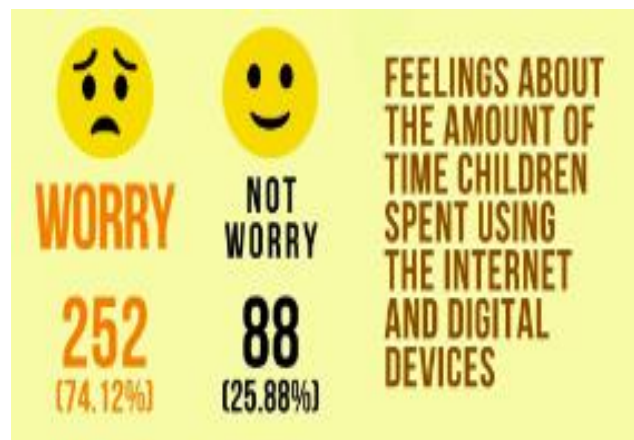
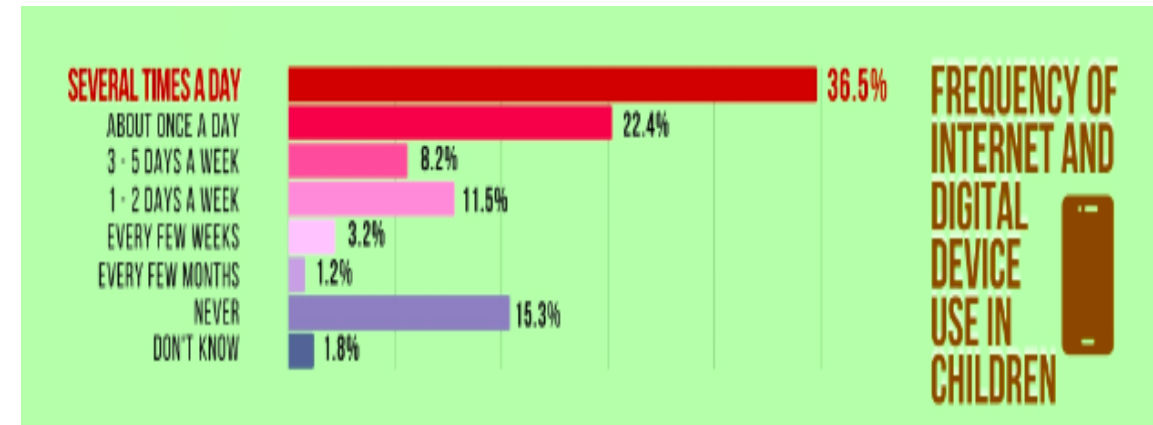
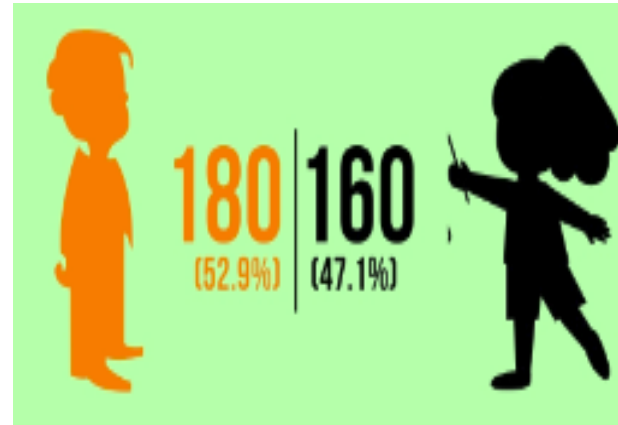
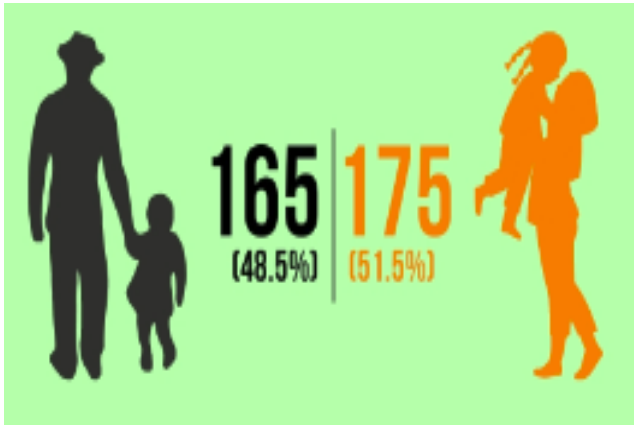
3 months: Dec 20 – Feb 21

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)

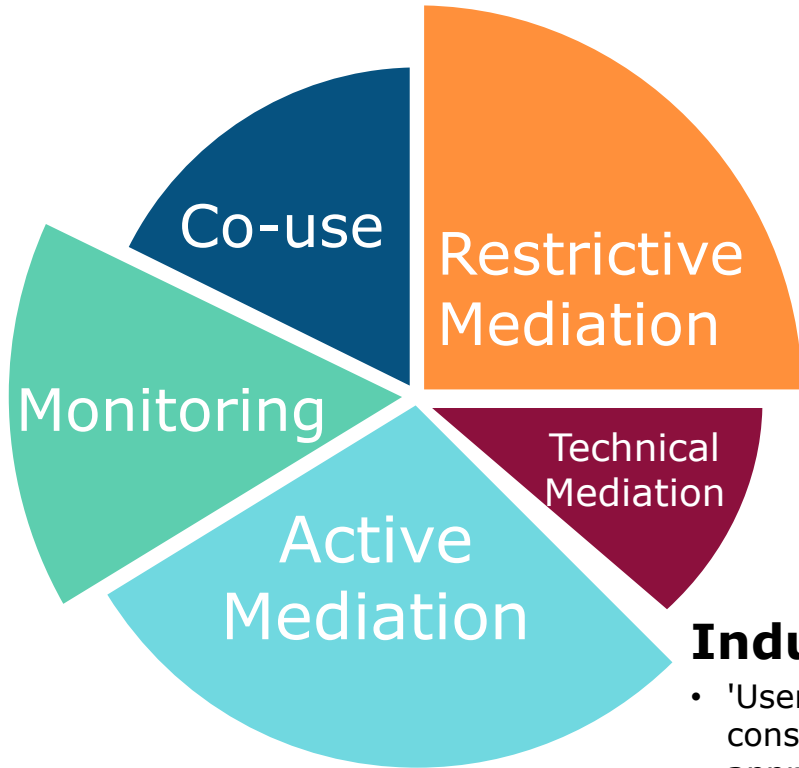
5 key findings

- 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.





How do parents manage and mediate young children's digital technology use?



What factors determine the strategies that parents used?

Active Mediation	Media as Positive, Child's Age, Worry, Pacifier, Education, #Children
Restrictive Mediation	Media as Positive, Child's Age, Worry, #Children
Monitoring	Media as Positive, Child's Age, Worry, Parent's Gender
Co-use	Media as Positive, Parent's Gender
Technical Mediation	Media as Positive, Worry

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

nordianamm@iium.edu.my

Department of Psychology

International Islamic University Malaysia

Tel: +603 6421 5147; Fax: +603 6421 5063

 @beyondcommuting

