Mediálne návyky a kompetencie detí v ranom detstve a mladšom školskom veku

Engl. transl.: Parental Mediation of Digital Media Use Among Children Aged 3–8 from the Perspective of Parents’ Media Competence

# Keywords

* young children
* early childhood
* parental media competence
* media practices
* parental mediation
* digital media

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* Social mediation
* Internet usage, practices and engagement
* Literacy and skills

## Sample

The data were drawn from a 2018 survey of parents from the Žilina region in
Slovakia with a focus on parents of children within the 3- to 8-year-old bracket. Parents were approached via kindergartens and schools that were chosen so that
they would geographically represent the entire region. Altogether 572 parents (N =
572) completed the questionnaire. The instructions in the questionnaire requested
that it only be filled out by the parent who primarily sets rules for and discusses
digital media use with the child. Besides the questionnaire, parents in six selected
families were interviewed and their children’s interactions with digital media were observed at home to collect additional qualitative data.

# Abstract

Based on an analysis of both quantitative and qualitative data collected in 2018
from the Žilina region in Slovakia, this paper intends to examine the relationship
between parental mediation and parental digital media competence within
households of children aged three to eight. Parent participants were recruited
through schools that reflect the geographic representation of the entire region.
In addition to 517 surveys, six onsite interviews with parents and observations
of children interacting with digital media were collected. The research findings
show that almost 50% of the children studied have access to tablets and laptops.
The use of these digital devices increases with age. Qualitative data found that age
and other contextual factors played a crucial role in the type of parental mediation implemented at home while quantitative data showed a significant positive
correlation between parent’s digital media competence and parental mediation
behaviors such as enabling mediation, technical mediation, and monitoring

# Outcome

The findings demonstrate that Slovak parents of children under the age of 8 apply most frequently enabling mediation. Restrictive and technical mediation are used as well. "A strong correlation between mediation strategies
suggests that if a parent applies one strategy s/he tends to apply other strategies as
well. Similarly, the correlation between types of digital media competence can be
interpreted in a way that these types are interrelated and developed simultaneously." The findings did not suggest a strong correlation between mediation strategies and parents’ digital media competence. The higher the digital media competence, the more likely
parents are to spend time talking, facilitating, and processing their children’s digital media encounters.
(translated by the coder)