



**YOUTH  
AND  
MEDIA**

NATIONAL PLATFORM  
FOR THE PROMOTION  
OF MEDIA SKILLS



**For parents  
of children  
up to the  
age of 7**

**Recommendations  
for using  
digital media**

[www.youthandmedia.ch](http://www.youthandmedia.ch)



## GOOD TO KNOW

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**Digital media are omnipresent in the world today – and that applies to children too.** Even the youngest children see how adults use a smartphone as well as how older brothers and sisters sit at a laptop or watch TV. Like everything that is new to them, digital media arouse their curiosity. As a parent, how should you deal with this?

**One thing is certain: trying to keep children away from digital media is neither sensible nor realistic.** Instead, it is important to show them how to use the media responsibly, choose age-appropriate content and guide the children in their media consumption. Children are individuals, their development varies, and so rules and limitations that are based entirely on their age are often not effective. Nevertheless, there are some **criteria** that parents and other key people in a child's life can use as a guide.

**We hope our recommendations encourage you to take a positive and creative approach to the question of media use,** to discover content together with your children, try out various device functions, and make conscious and considered decisions about the use of digital media.





## RECOMMENDATIONS

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### **GUIDE YOUR CHILDREN IN THEIR USE OF MEDIA.**

In the media and digital world, children need to be guided by parents or others close to them. Observe the effect of media on children and how they react (for example fear or joy). Talk to them about it.

### **REMEMBER YOU ARE A ROLE MODEL.**

Parents and other people close to children are role models when it comes to using media. So make sure you give your own media habits some thought.

### **MAKE CONSCIOUS DECISIONS ABOUT THE USE OF DIGITAL MEDIA.**

First and foremost, young children need your full attention, but also exercise and time for free play and discovery. This can be supplemented by the guided use of digital media. Using any form of screen media before going to bed makes it more difficult to go to sleep.

### **DEFINE SPECIFIC SCREEN TIMES.**

You determine how much time a child can spend in front of a screen a day. Every child is different. Observe the individual effect of digital media as well as the attention span of your child. Define clear limits and attach great importance to them being respected.

## **OBSERVE THE AGE RATING.**

Observe the age ratings for films (FSK etc.) and games (PEGI, USK etc.) and also think about whether you feel the content is suitable for your child.

## **MEDIA IS NO SUBSTITUTE FOR CHILDCARE.**

Do not use digital media to calm children down or occupy them. They only serve to settle children down physically, but mentally the media content still has to be processed. As far as possible, try to involve the child in everyday errands.

## **OPEN DISCUSSIONS ARE MORE IMPORTANT THAN FILTER SOFTWARE.**

Talk to your child in an age-appropriate manner about unsettling or disturbing content. Do not put a TV, computer/laptop or tablet in a child's bedroom. Filter software is useful but does not guarantee complete protection.

## **CAUTION WITH PRIVATE DATA AND PICTURES ONLINE.**

On the Internet, and especially in social media, be careful with photos and personal details such as the child's name, address and age. Photos to be posted online should not show children's faces.

## **PROMOTE MEDIA UNDERSTANDING.**

Explain to your child how advertising works and how to distinguish it from other content on TV or on YouTube.

## **ENCOURAGE A POSITIVE AND CREATIVE USE OF MEDIA.**

Promote the creative use of digital photos, videos and music. There are very good games and videos that provide plenty of enjoyment. Furthermore, the Internet offers a wide selection of learning content.



## FURTHER INFORMATION

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Youth and Media is the national platform for promoting media skills.

**We want children and young people to use digital media safely and responsibly.** This is why we offer information, tips and recommendations for parents and other people important in a child's life as well as for educators and other experts:

[www.youthandmedia.ch](http://www.youthandmedia.ch)

This flyer is aimed at parents, educators and anyone close to children under the age of 7 (preschool age). **There are two other flyers**, one with recommendations for the age group 6 to 13 years of age (primary/lower secondary school age) as well as one for parents and key people in the lives of adolescents (12 to 18 years of age). **All flyers are available in 16 languages.** You can download them or order them free of charge from our website.

Our website also features additional information, links and explanations on all recommendations:

[www.youthandmedia.ch/recommendations](http://www.youthandmedia.ch/recommendations)



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