



**TAP, CLICK,  
READ**

# The Three C's: Content, Context, and Your Child

*Become more mindful in using digital technology with young children by taking this quiz.*

## Content

- Is your child watching media or playing games that are violent, scary, or troubling to him/her? -2
- Are the characters modeling positive social skills? +1
- Are the media designed to promote conversation or help build language skills? +1
- Do media stimulate off-screen comments or questions? Off-screen play? Creation, imagination, exploration? +2
- Do media feature some of the same traits you are looking for in a teacher or classroom? +1

## Context

- Are you leaving the screen or TV on even when no one's watching? -2
- Are media replacing calming routines that could help during bedtime? -1
- Do you have moments in which you are jointly watching or playing with your child? +2
- After your child watches or plays, are there chances to talk about what was seen or played? +1
- Are screen media used during meal times in a way that impedes conversation? -1
- Do you talk to your child about *your use* of TV, video, tablets, or e-readers and what you find valuable about them? +1
- Do you tune out and miss cues from your child when using your devices or screen media? -2

## Your Child

- Do you see particular media experiences assisting your child as he/she progresses in motor skills, social skills, or language development? +1
- Have you started to differentiate between media experiences that are not helping your child's development and those that are? +1
- If you find that your child gets upset when watching certain types of content, do you watch with him/her or find ways to avoid that media? +1
- Are you paying attention or asking enough questions to tell whether your child is engaged by what is on screen? Does he or she act on or talk about what he or she sees or plays with? +1

Content score: \_\_\_\_\_ + Context score: \_\_\_\_\_ + Your Child score: \_\_\_\_\_ = TOTAL score: \_\_\_\_\_ (see next page for reflection)

## Scoring

Take your score below as a rough guide or a moment for reflection on what kinds of media experiences you want for your children.



### -8 to 0

You may need to pay greater attention to the games and videos your child is playing and watching. Growth and development is affected by environment (including digital media) and by interactions with parents and other caring adults.



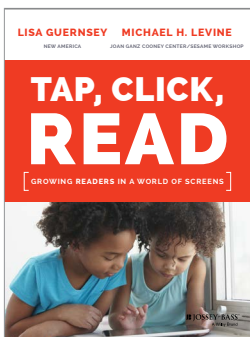
### 1 to 7

You pay attention to what's on the screen and what kinds of conversations your child has when he/she watches and plays. You look for games and videos that are a good match for your child.



### 8 to 13

You not only understand the importance of tuning into what your child needs from digital media, you also are alert to what your child needs from *you* and how your own behaviors using digital media can have an impact.



This is part of a SET OF TIPSHEETS AND TOOLS free to all at [TapClickRead.org](http://TapClickRead.org) and free to educators serving children in need at the First Book Marketplace, where those educators can gain access to low-cost and free books and resources. For more, see [fbmarketplace.org](http://fbmarketplace.org).

*Tap, Click, Read* was written by Lisa Guernsey of New America and Michael H. Levine of the Joan Ganz Cooney Center and published by Jossey-Bass/Wiley. The book, website, and accompanying set of tools were generously funded by the Pritzker Children's Initiative.

