



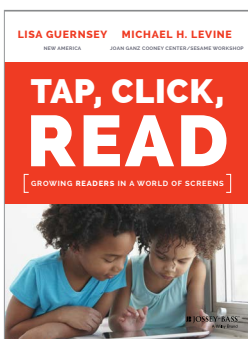
**TAP, CLICK,  
READ**

## What Developers Can Do

*The creators of media and technology have the ability to shape young children's minds and become part of daily life in households and schools around the country. With that power comes responsibility.*

### Developers can

- Be transparent. Provide information about your product so that educators and parents know who is behind it, whether it has been tested for effectiveness, and how it will help children of particular age ranges or developmental stages.
- Recognize that literacy is more than flashcard repetition of the ABCs. Help parents and educators see how to use media to augment and invigorate lessons, spark new conversations, and tap into children's curiosity.
- Create media that include characters and storylines that reflect the diversity of today's families. Make products that enable children to find books (electronic or paper) with characters who look like them. Produce media for families that speak their language and recognize their culture.
- Work with educators and researchers. For too long, publishers and producers have been in one world, and educators and researchers have been in another. Use literacy experts in product design and invite academic researchers to study the use of your products.



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).

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