NEW MEDIA AND EARLY LITERACY

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AGENDA – Taking the fear out of using digital media

- Define new media
- Answer why libraries should use new media in programming and provide statistics related to media usage
- Define media mentorship
- Provide criteria for choosing 'good' apps
- Spotlight a few favorite apps
- Give you a turn to try out your new media skills

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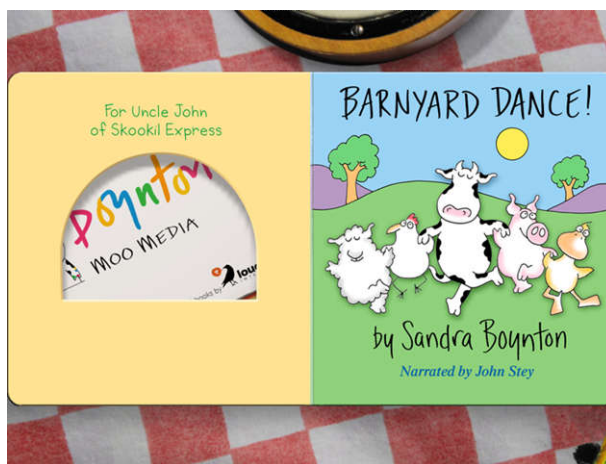
WHAT IS NEW MEDIA?

- Digital information – can be manipulated, is networkable, dense, compressible, and interactive
- Examples – the internet, APPS, CD-ROMs, DVDs

www.newmedia.org

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APP SPOTLIGHT

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NEW MEDIA IN LIBRARY PROGRAMMING

- Why should we use digital media in our programming?
  - Because it is highly relevant to the families we serve everyday.
  - 75% of households own digital media of some form (up from 52% in 2011)
  - Ownership of tablet and iPad devices increased by 500% in that same period
  - 40% of families with children age 8 or younger own a touch screen device
  - 72% of children ages 0-8 have used digital media of some kind

  Common Sense Media statistics from 2013

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LIBRARIANS AS MEDIA MENTORS

- What is a media mentor?
  - A person who supports children and families in decisions and practices around media use
  - A person who has access to, and shares, recommendations for and research on children's media use

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APP SPOTLIGHT

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APPROPRIATE USE OF APPS

- Invitation for relationships
- Enhancement to hands on activities
- Media should be intentional
- Prohibit use of passive media
- Limit use for children under age 2
- Balance tech and non-tech activities

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CHOOSE YOUR APPS WISELY

- Interactive
- Developmentally appropriate cues for intuitive way finding
- Not glitchy
- No ads
- Read-to-me, read-to-self options (scaffolding)
- Parent tips and developer support
- High quality audio (that can be turned off)

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CRITERIA FOR CHOOSING BOOK APPS

- High quality illustrations
- Developmentally appropriate content (length, reading level, topics, language)
- Well-written, nicely paced, chunky text
- High quality content (not a disguised ad)
- Engaging content worthy of returning to app
- Ways to extend beyond the book

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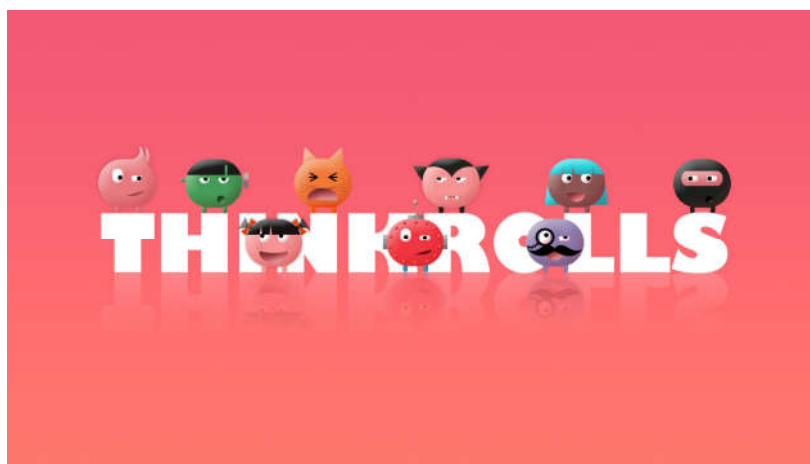
CRITERIA FOR CHOOSING GAME APPS

- Fun to play again and again
- Strengthen early literacy
- Clean, uncluttered display
- Non-stressful
- Offers open-ended play
- Encourages creativity
- Age appropriate

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APP SPOTLIGHT

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Resource List –
helpful websites

- www.commonsensemedia.org
- www.littleelit.com
- www.digitalmediadiet.org
- www.fredrogerscenter.org
- www.joanganzcooneycenter.org
- www.newmedia.org

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NOW IT'S YOUR TURN!
YOU CAN DO IT!

- Separate into groups
- Download
  - Felt Board – Mother Goose on the Loose (iOS)
  - Sock Puppets (iOS)
  - Inventioneers (Android)
- Develop a short demonstration of the app

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