



# Leveraging Media to Support Parent Priorities

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# Ready To Learn Initiative

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This research is a component of the Ready To Learn Initiative led by the Corporation for Public Broadcasting (CPB) and the Public Broadcasting Service (PBS) and supported by the U.S. Department of Education.

Ready To Learn seeks to improve school readiness and success through engaging, high quality educational programming and supports for children ages 2–8 living in low-income households.



# How Do You Use Media Resources with Families?

- Do you use media resources with families in your work?
  - Why or why not?
  - If Yes,
    - How do you use them?
    - What benefits and challenges have you experienced?
  - Yes or No,
    - What benefits and challenges have you experienced in using media with families?

# Two Landmark Studies

## Ready To Learn Landscape Study

January 2022



## Ready To Learn Intergenerational Learning Study

January 2023



## Landscape Study

How do parents think about and support learning, including through media and how has this changed due to the pandemic?

## Intergenerational Learning Study

How can media resources help parents engage with their children in IGL and what characteristics of media are most effective?

**How do families think about and support learning and how has this changed due to the pandemic?**

Our focuses:

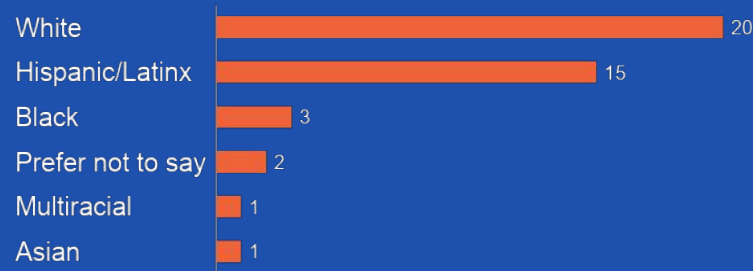
- Everyday literacy
- World of work (WOW)
- Computational thinking



# The study includes a diverse sample of **parents and caregivers** of 4- to 7-year-old children living in low-income households (n=42)



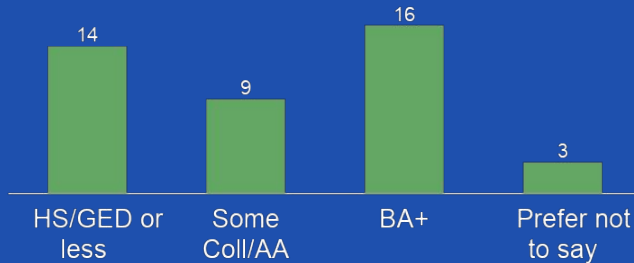
## Parent race/ethnicity



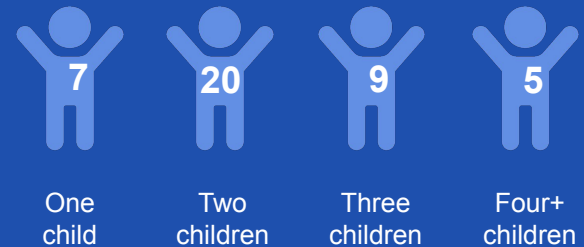
## Primary language in home



## Parent education



## Number of children in household



## Parent learning priorities:

- Wide-ranging
- Socio-emotional skills
- Basic literacy
- Only tangentially related to RTL priorities



# Parent Confidence

- Confidence in helping their children closely tied to self-perceptions about knowledge and skills.
- Less confident parents talked about wanting to do more but not having time or resources.
- Connections and/or barriers to schools mattered.





# How Parents Support these Priorities



- Responsive, on-the-fly
- During play and daily routines
- Some formal learning opportunities
- Encouraging, instructing, modeling
- Conversations

## What do you think about these findings?

- How are they similar to what you have experienced in your work with families?
- How are they different?
- Any surprises?



# Children's Media Use

- Parents have a broad view of educational media.
- Children primarily access and use media independently
- Parents try to limit media:
  - “Walled- garden” approach
  - Daily schedule
- Children use media more than parents think



# Coming Out of the Pandemic

## •Parents said:

- They were more engaged in helping their children learn and aware of needing more digital resources.
- They appreciated the window they got into children's school learning.
- They were creating more space for family time and routines.
- They had discovered new and creative approaches to helping children learn.



# IGL Study: What We Wanted to Find Out

## Ready To Learn Intergenerational Learning Study

January 2023



How can media resources help parents engage with their children in IGL and what characteristics of media are most effective?

# What is Intergenerational Learning (IGL)?

**IGL is learning that occurs between adults and children in families. It includes:**

- Co-learning and co-exploring
- Rich conversations
- Connections to shared experiences at home, school, and in the community



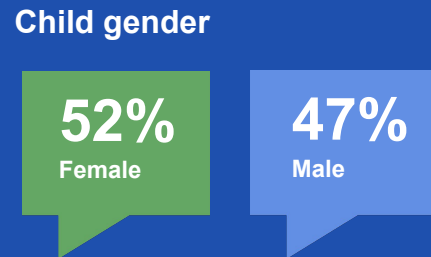
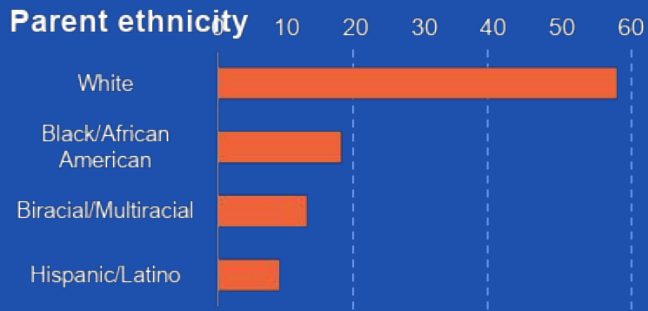
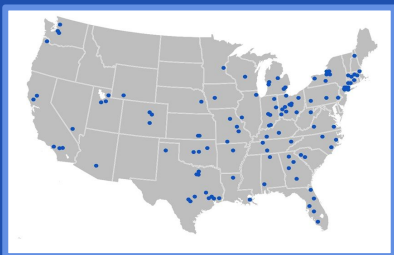
How do media resources support IGL experiences including off-screen activities and conversations?

What media resources do parents use and value for supporting IGL and why?

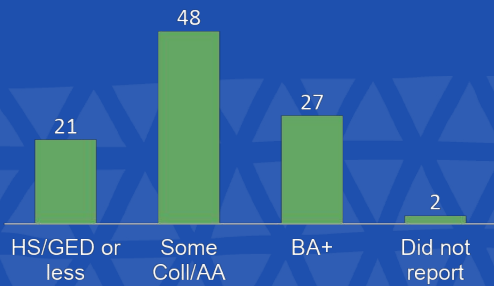
How well do media resources reflect family contexts, routines, cultures, and parent priorities?



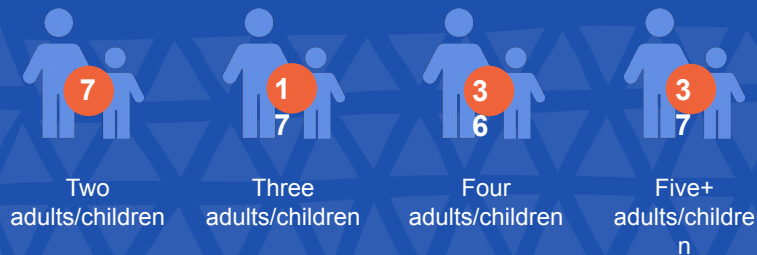
The study includes a diverse sample of **parents and caregivers** of 4- to 7-year-old children living in low-income households (n=105).



### Parent education



### Household size





105 families: diverse sample

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# RTL IGL Study: What We Found Out

Content that aligns with families' learning priorities for their children

Connections to home contexts, community, and culture

Modeling best practices for adult-child interactions

Opportunity for co-creation and exploration

# Two Media Resources that Strongly Promoted IGL

Let's View:

Jelly, Ben & Pogo

PBS Kids Talk About...



Let's Talk About:

What features supported IGL in Families?

Why are these features so compelling to families?

# PBS Kids Talk About (Video)

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# Jelly, Ben & Pogo (Video)



## Resources Must Meet Families Where They Are!

- Content “Fits” with everyday family activities and routines.
- When introducing new content, leverage families’ existing values, strengths, and priorities
  - Social-emotional learning (SEL) and Literacy.
- Highlight the significance of learning in everyday moments and recognizing these moments
- Ensure access to bilingual and Spanish content for Spanish-speaking families.

# Resources Must Empower Adults and Children!

Resources that promote IGL model and support adults and children to:

- spark conversations by encouraging initiating and sustaining meaningful interactions and conversations.
- discover interest and skills by identifying and expressing their interests and skills in a fun and engaging way.
- engage in co-playing, co-thinking, and reciprocal interactions and conversations..



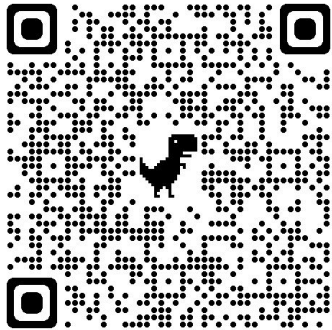
# What are you thinking now?

- How has this presentation resonated with you in relation to your own work with families?
- Has it generated any new ideas for using media resources with families?
  - What ideas?
- What thoughts do you have about how you might apply these ideas to your own practices?
- How might you adapt some of these ideas to meet the unique needs of the families that you serve?
- What benefits and/or challenges do you see for families?



## **Edutopia Article:**

Using Multimedia to Foster Young Students'  
Learning at Home



## **Study Highlights**

[Another QR Code that links to  
the documents.]

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