SCREEN SENSE

Choosing Media Content for Young Children Using the E-AIMS Model

Looking for media content to make learning fun, yet challenging, for your young one? Use the E-AIMS model to set your sights on programming that is: **E**ngaging, **A**ctively **I**nvolved, **M**eaningful, and **S**ocial[1]

When choosing content, ask these questions:

Is my child Engaged? Is there a learning goal or story as part of the screen experience?

If **YES**

If **NO**, choose content that has a clear story line or learning goal, like a good e-book or an app that prompts the child to complete a puzzle.

Is there lots of extra interactivity that doesn't relate to learning?

If **YES**, look for an experience that focuses on learning—while having fun. Avoid distractions like buttons that take the child outside the story or apps with pop-up ads.

If **NO**

Is my child Actively Involved? Does she look like she's really thinking about, and participating in, the content?

If **YES**

If **NO**, look for another experience that seeks responses from your child.

Is the program, app, or game so familiar that my child is on "autopilot"?

If **YES**, find a new experience that is more challenging.

If **NO**

Is the content Meaningful? Does the content reflect my child's everyday life?

If **YES**

If **NO**, look for experiences that your child can relate to, such as mealtime and playtime. Content with lots of imaginary elements—like a story about aliens doing unfamiliar activities in space—which is hard for a child to understand and learn from.

Is the content Social? Does this experience encourage my child to talk or respond within the game?

If **YES**

If **NO**, consider choosing a more interactive screen experience.

Does this experience encourage my child to interact with me as we play together?

If **YES**

If **NO**, look for a more socially interactive experience.

[1]Hirsh-Pasek et al., 2015

Congratulations—you have chosen a high-quality, fun, and challenging screen experience for your child!

ZERO TO THREE