



# Children & Screen Time

## 兒童與面對屏幕時間



### THE IMPACT OF SCREEN TIME

#### 面對屏幕時間的影響

Television, movies, mobile devices and computers, also called screen time, may be a part of your child's life. Studies show that too much screen time negatively impacts how children learn and behave. Research indicates that when children watch a lot of television they are more verbally and physically aggressive. They are also less creative and are not as strong at problem solving.

Children learn best through real life experience: seeing, touching, hearing and smelling. They do not learn as well from screens because they can only hear and see them.

#### BIRTH TO 24 MONTHS:

- The Canadian Pediatric Association recommends that children under the age of 2 years should avoid exposure to screen time

電視、電影、手提電子產品和電腦(這些稱為面對屏幕時間)可能已成為你孩子生活的一部分。研究顯示,面對屏幕的時間太長對孩子的學習和行為均有負面的影響。調查發現,如果孩子看很多電視,他們在語言及身體方面會較為侵略性,並會比較缺乏創造力和解決問題的能力。

孩子從真實的生活體驗(看、摸、聽、嗅)學習的效果是最好的,從屏幕學習的效果較差,因為他們只能聽和看。

#### 出生至24個月:

加拿大兒科協會(Canadian Pediatric Association)建議2歲以下兒童應避免有面對屏幕的時間

#### 24 MONTHS TO 3 YEARS:

- Do screen time together: Talk about what you see and hear on the screen and connect those ideas to your child's everyday experiences
- Screen time no more than 30 – 60 minutes a day

#### ADVERTISING AIMED AT CHILDREN

- More than 80% of child advertising focuses on toys, cereal, candy and fast food
- Young children are unable to tell the difference between a program and a commercial
- Children see over 40,000 commercials per year
- Corporations spend about \$15 billion each year on advertising targeting children
- The most common technique used in children's advertising is emotional manipulation

#### 24個月至3歲:

- 與子女一起面對屏幕:談談從屏幕上看到和聽見的東西,並將它們和子女的日常生活體驗結合起來
- 面對屏幕的時間每天不超過30-60分鐘

#### 以兒童為宣傳對象的廣告

- 80%以上的兒童廣告集中宣傳玩具、穀類食品、糖果及快餐
- 幼兒並不知道節目與廣告之間的分別
- 兒童每年觀看超過四萬個廣告
- 公司每年花費約150億元推出以兒童為宣傳對象的廣告
- 兒童廣告中最常用的技倆是操控他們的情緒

#### ✓ TIP

The best way for your child to learn and play is with you.

與你一起是你的子女學習和玩耍之最佳途徑。

### 3 TO 5 YEARS:

- Choose shows or screen time that get children moving and provide fun through music and stories
- Talk to your child about what they see on screens
- Have specific times when screen time is not allowed on
- Choose shows and screen time content carefully: Content should be slower-paced, at your child's age level, with positive messages about everyday themes
- Be aware of media products advertised to children
- Screen time no more than 1 – 2 hours a day

### WHAT YOU CAN DO AS A PARENT:

- Set a good example by spending your free time with your family reading, exercising, playing sports or listening to music
- Parents and caregivers sometimes need a break. It's okay for your child to have quiet time in a screen free place

### 3至5歲:

- 選擇適當的節目或面對屏幕的時間，讓孩子通過音樂和故事得到更多的運動和樂趣
- 跟孩子談談他們從屏幕上看到什麼東西
- 定下在某段時間內不准面對屏幕
- 小心選擇節目及面對屏幕的內容：內容必須是節奏較慢的、適合你孩子的年齡水平，並對日常的事物傳送正面的訊息
- 小心那些以兒童為宣傳對象的媒介產品
- 面對屏幕的時間每天不超過1-2小時

### 家長可以做什麼:

- 為孩子樹立好榜樣，利用空閒時間與家人一起閱讀、做運動、參加體育活動或聽音樂
- 家長和照顧者有時也需要休息，在沒有屏幕的地方讓你的子女靜靜地待一會兒是可以的

