



Emily Cherkin, MEd

TheScreentimeConsultant.com
info@TheScreentimeConsultant.com

Three Key Questions

1. What do we gain?
2. What do we lose or replace?
3. What do we model?

"It isn't that tech is necessarily a bad thing for a child's mind, it's that you have a window of time in a child's development where touch, imagination, movement, and language come together. There has to be time to develop it."

Janice Toben, Author and School Consultant

53% of kids have their own smartphone by age 11. By age 12: 70%.
Nearly 1 in 5 eight-year-olds now have their own smartphone.
Teens average 7 hours per day on screens; tweens, 5 hours.
AAP: "No more than 1 hour per day" for 2 to 5 year olds.
Average time spent watching online videos has doubled since 2015.
Parents spend 9 hours per day connected to screen-based media.

Sources: Common Sense Media, 2019, AAP

Recommended Websites

everyschool.org
humanetech.com
drdouglas.org
commercialfreechildhood.org
screenschooled.com
turninglifeon.org
waituntil8th.org
familiesmanagingmedia.com

"Research suggests that the process of tapping a screen or keypad and engaging with the screen activity may itself be **rerouting brain development in ways that eliminate development of essential other neural connections** your child needs to develop reading, writing, and higher-level thinking later."

Dr. Catherine Steiner-Adair, [The Big Disconnect](#)

6 Myths and Truths About Kids and Screens

Myth: "My kid can make good choices about screentime. I trust my kid."

Truth: It is our job to set limits.

Myth: "Everyone else has a phone."

Truth: No, they don't.

Myth: "I watched TV and played video games when I was a kid. I turned out fine."

Truth: It's pretty different today.

Myth: "This is a kid problem. They're addicted!"

Truth: Adults need to model health tech.

Myth: "Parental controls keep my kid safe. That's all I need."

Truth: Be the mentor, not the monitor.

Myth: "My kid needs tech now to be prepared for the future."

Truth: Messy play builds brains. Tech can come later.

Resources

- Adam Alter, [Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked](#) (2017)
- Emily Cherkin, "Know the Real Dangers of Kids' Screen Use: Three Worries You Can Actually Do Something About" (ParentMap, September 2019)
- Emily Cherkin, "Middle-School Survival Strategies for Kids With, or Without, Phones" (Seattle's Child, August 2019)
- Emily Cherkin, "How Much Screentime is Okay for my Kids? Screentime Consultant Emily Cherkin knows" (Fatherly.com, August 2019)
- Emily Cherkin, "A Parent's Age-By-Age Guide to Screentime: Parenting Tips for Cell Phones, Apps, and Tech for Kids, Tweens, and Teens" (ParentMap, March 2019)
- Erika Christakis, "The Dangers of Distracted Parenting" (Atlantic Monthly, July 2018)
- Dr. Victoria Dunckley, "How the Tech Industry Uses Psychology to Hook Children" (Psychology Today, October 2018)
- John Herrman, "How TikTok Is Rewriting the World" (The New York Times, March 2019)
- Ferris Jabr, "Can You Really Be Addicted to Video Games?" (The New York Times, October 2019)
- Dr. Jenny Radesky, "Patterns of Mobile Device Use by Caregivers and Children During Meals in Fast Food Restaurants" (American Academy of Pediatrics, 2013)
- Joanna Schroeder, "Racists Are Recruiting. Watch Your White Sons." (The New York Times, Op-Ed, October 2019)
- Dr. Catherine Steiner-Adair, [The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age](#) (2014)
- Dr. Jean Twenge, "Have Smartphones Destroyed a Generation?" (Atlantic Monthly, September 2017)
- Maryanne Wolf, "Skim Reading is the New Normal" (The Guardian, August 2018)