

The politics of children's media policy

Amy Jordan
Rutgers University

From providing laptops in schools and funding educational television shows to regulating food and beverage advertising and forbidding curse words, governments around the world have attempted to use policy to increase the benefits and decrease the harms of media and technology in young children's lives. What do media-related policies we reveal about our aspirations and preoccupations vis a vis children? What motivates policy makers to wade into this arena, even when there is a lack of evidence that such legislation will make a difference? What have been some of the consequences of media policies as they have played out in the marketplace, in communities, and in the home? And as we look ahead, what are the hopes and concerns for policy makers, particularly as early childhood becomes increasingly digitised? We consider together the future of children's media policy, and the important role that our scholarship can and should play in ensuring that children's needs are met.