advancing children's learning in a digital age

the Joan Ganz Cooney Center at Sesame Workshop
“How can emerging media help children learn?”
- Joan Ganz Cooney, 1969
Making the Case for Games to Advance Children’s Learning and Health

- Games are the most popular digital activity for children 2–14, with 85% usage penetration among device users.

- The average child starts to play computer games at age 6, and cell phone games at age 10.

- A nine-year-old spends ~ 55 minutes on a portable or video game console on a typical weekday, over double the amount of time spent by 6-year-olds.
• Game encourages adolescent and young adult cancer patients to take active role in fighting cancer

• Targets behavioral and psychological outcomes

• Tested with randomized controlled trial
  – Players showed greater cancer-related knowledge acquisition and self-efficacy
  – Players had greater adherence to medication regimens

• Provides each child a "smart" pedometer and encourages healthy competition.

• After a spring 2008 pilot with five middle schools, students reported impressive results:
  – 95% had a lot of fun
  – 45% percent started eating better
  – 62% percent exercised during recess
  – 53% percent exercised with family
There is a significant market for children’s educational Apps

- Nearly half (47%) of the top 100-selling Apps target preschool or elementary aged children.

- Toddler/preschool apps are more prominent than those for older children.
“We don’t pretend that media or a television show can solve the problems of our world, but we do believe it would be a terrible mistake not to use these most influential tools to contribute to the solutions.”

- Joan Ganz Cooney, 1969
Thank You!

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