

advancing  
children's learning  
in a digital age

the Joan Ganz  
Cooney Center  
at Sesame Workshop

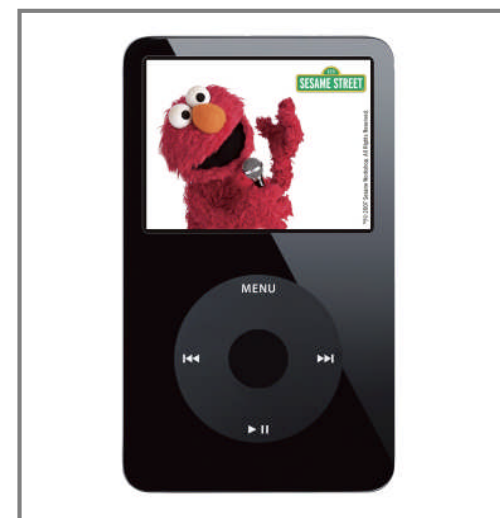
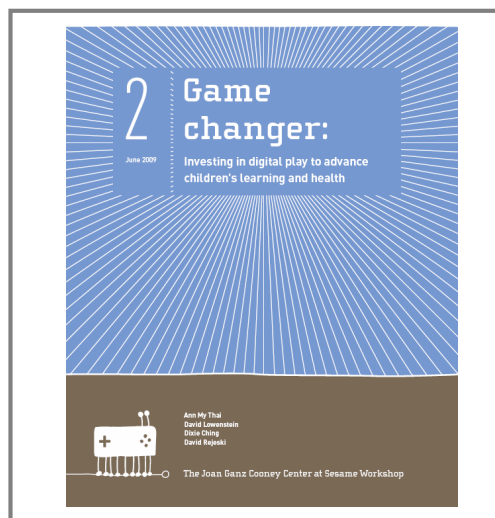
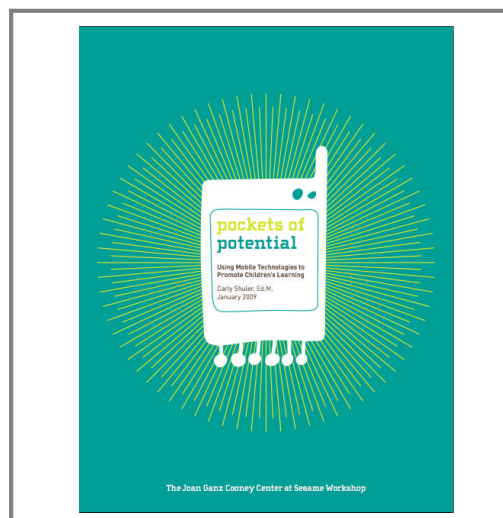
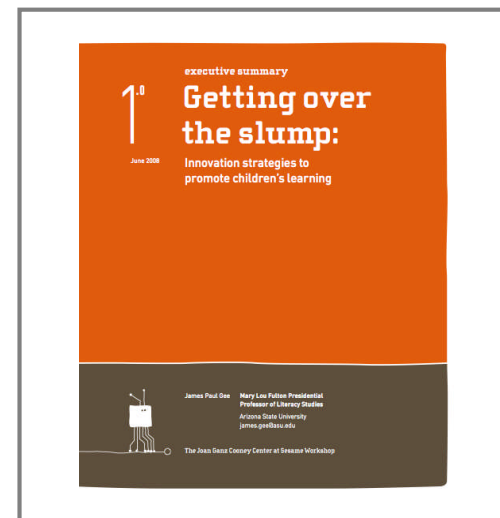
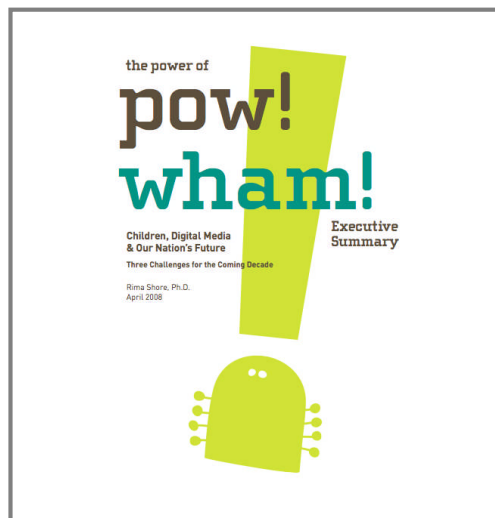
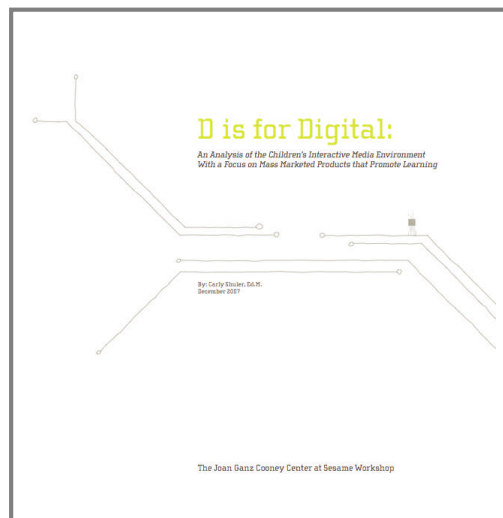
“How can emerging media help children learn?”  
- Joan Ganz Cooney, 1969

1969

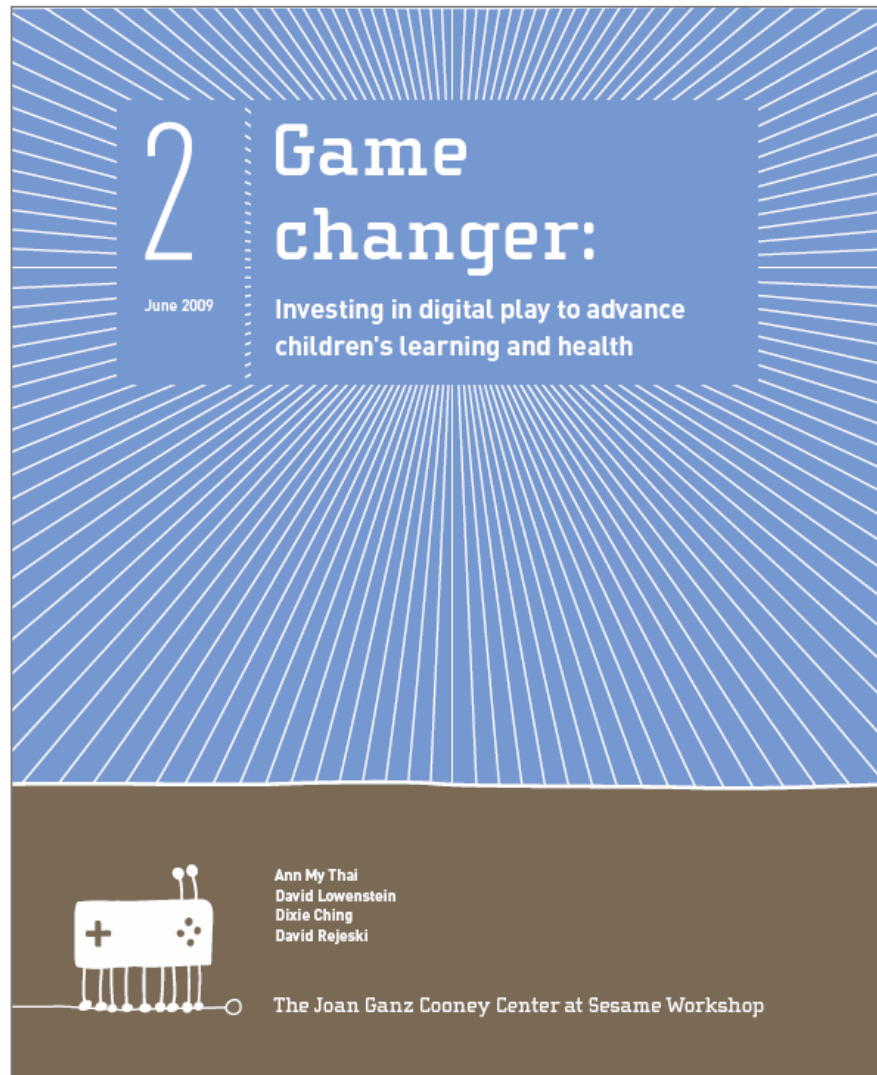


2009





## Making the Case for Games to Advance Children's Learning and Health



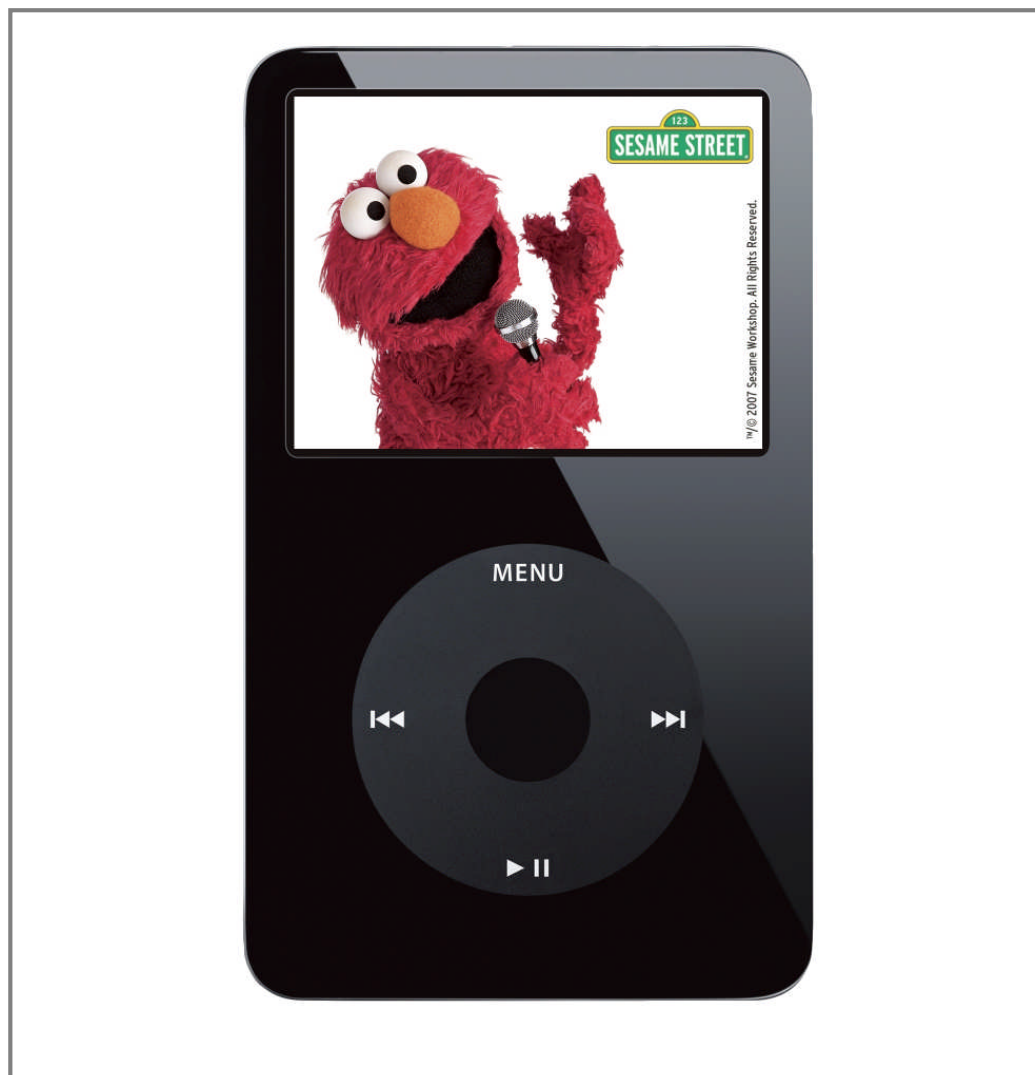
- Games are the most popular digital activity for children 2–14, with 85% usage penetration among device users.
- The average child starts to play computer games at age 6, and cell phone games at age 10.
- A nine-year-old spends ~ 55 minutes on a portable or video game console on a typical weekday, over double the amount of time spent by 6-year-olds.



- 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



- 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



## 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

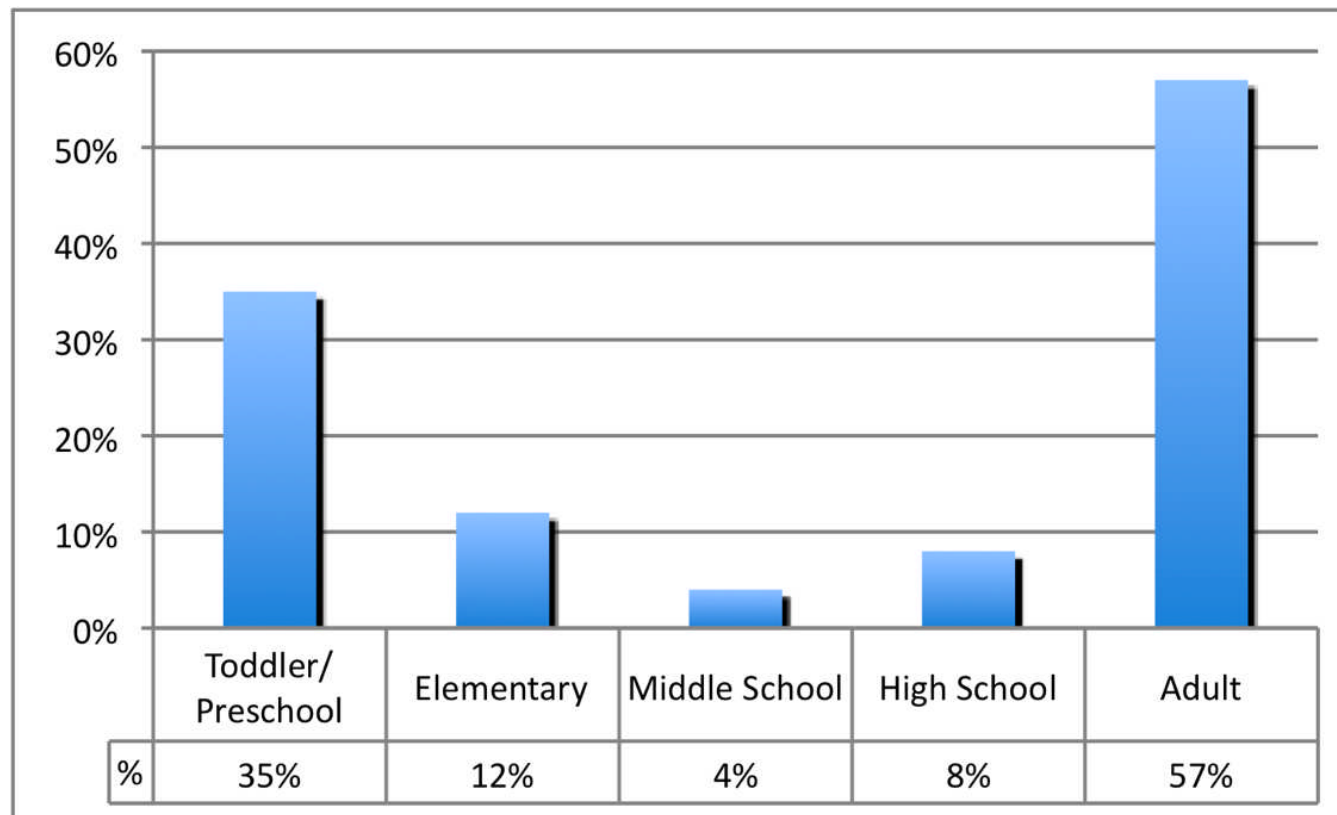


Figure 2: Target Age (N=100)



“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*

1969



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# Thank You!

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