

# Longitudinal associations between parents' prosocial behavior and media use and young children's prosocial development:

The mediating role of children's media use.

**THE GIST:** We learn Prosocial Behavior (PB) from a young age. It is what helps us have empathy, share, help others, etc. Children learn about PB from parent modeling and from the media they take in. Over one year, researchers observed children and parents and saw that children's media use was still strongly related to their behavior - even when they accounted for other influences like parents' behavior and empathy. Parents play a huge role in managing their kid's media use and encouraging behaviors. More prosocial media can be a good influence on kids.

**THE TAKEAWAY:** Kids consume a lot more media now than they did a decade ago. It is simply the world we live in - many US households have phones, tablets, TVs, and entertainment readily available to children. When possible, parents should choose media that is more prosocial or educational for their kids. Media platforms and policy-makers should make high-quality prosocial content more available because children deserve good teachers. Children learn from watching others, and the media kids are exposed to early on can help shape them socially and morally in later years.