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**Interviewee:** mother of 1 son age 7.5

Interviewer: Okay. So let's start with your family. How many, you have one boy?

Jaime: Yep.

Interviewer: Who I've met at the park.

Jaime: Yep. One kiddo. He's seven and a half. His name is [Stevie], he's wonderful and we do home school so that an important consideration. I'm married to my partner [Amy] and [Stevie] was adopted and we took pre-natal classes with his birth mom, so infant adoption. Domestic. Birth mom lives in Janesville, birth dad lives a mile from us on Willy Street so we see them occasionally, but that's his whole family.

Interviewer: Okay. By, "screen devices," we mean really anything with a screen, so television, phones, iPods, iPads, video games, as well. So anything with a screen. Tell me about the screen devices that you have in your home.

Jaime: Alright. We have a big TV that rolls forward and backward. It's old. We have a digital converter box and we only have over the air TV. My partner has an iPhone. I have an iPod, I don't have a cellphone. We have an iPad that was from my partner's work, so it was purchased by her employer, but she can do whatever she wants with it. Do you want me to say how we use that, or is that later?

Interviewer: Yeah. You can go ahead and ... We're happy to just flow.

Jaime: Right. Sometimes he'll be able to use to iPad for, I have some apps for him on it but he really would prefer to watch YouTube Lego videos of going shopping for grocery or Legos gardening. He also likes to watch videos of people opening things [crosstalk 00:02:54]

Interviewer: Unboxing videos.

Jaime: ... like a train set. He watched an unboxing Christmas train video where the person took it out and tried it out and set up the track and ... I don't understand it but I know that I will not understand very many things.

Interviewer: It's a thing.

Jaime: Yeah. Let's see.

Interviewer: That's the iPad.

Jaime: iPad.

Interviewer: So you have apps on there that you have downloaded.

Jaime: Right.

Interviewer: Is he allowed to download apps?

Jaime: No.

Interviewer: Okay. And he watched just YouTube videos? Does he watch other movies?

Jaime: I don't really let him watch the YouTube videos unless I'm close by enough because the Lego, "I go shopping for Christmas presents," turns into actually it's robbers with guns chasing each other really fast.

Interviewer: Right. They'll link to videos-

Jaime: Right, the linked videos.

Interviewer: ... when they just kind of ...

Jaime: Right, so I usually don't suggest that. He doesn't really like the apps that I have picked out. I say, "you want to do apps?" He goes, "nah." We get DVDs from the library, we have a DVD player attached to the old TV. So he can watch some of those and those are heavily curated. He rarely gets to pick out his own. It's been Curious George. It's been Clifford. I grew up loving Scooby-Doo, so we watch Scooby-Doo-

Interviewer: Who doesn't?

Jaime: For a while he would watch the ones from 1970 instead of 1969, and go, "these are the new ones." I was like, "sure, buddy." I figured out that the Scooby-Doo franchise has changed and had different iterations so What's New Scooby-Doo, versus Scooby-Doo Mystery Inc are different types of character roles. In one it's like everybody is in love with everybody else and they're sassy and sexy and I'm like ... Some of the new ones, he's allowed to watch, but some of the new ones I'm just like ...

Interviewer: So you're curating that even down to the episode level.

Jaime: That is the part of the franchise. Not-

Interviewer: It's more like that series.

Jaime: Right. That series of Scooby-Doo, and I forget which one it is. The old ones are fine. There are some made in the 80s that are really confusing that have flim-flam and ... there are cross over episodes and things that don't make sense. It's fine if they don't make sense, but they're curated for the type of, whether it's Mystery Inc, those are okay. But What's New Scooby-Doo, no.

Interviewer: Okay. Do you stream those through YouTube or Netflix.

Jaime: We get the DVD from the library.

Interviewer: Oh, you just said that. So that's with the TV.

Jaime: We do have Netflix on the iPad. We also have a laptop which is our only computer for our household. But we also get Netflix DVDs sent to us and those are mostly for shows that my partner and I watch he goes to bed. But like when we went on a long trip, he was allowed to stream Netflix Clifford and add more access to that so we could have conversations with our friends on vacation.

Interviewer: That's actually a common narrative we've been hearing is that traveling, things shift. So it's a very specific purposes for media in your life when you travel.

Jaime: Right. Just as sometimes we will do things differently.

Interviewer: Exactly.

Jaime: Also in our car trips, we don't have a DVD system in the car but I got out those Playaway Views, that was Pound Puppies, and we drove seven and half hours to Missouri. We got a couple of those and some were, "stories about friendship," and he was ... I was like, "stories about family," he was like ... "Pound Puppies." Alright. So we watched, it was a one hour thing of Pound Puppies and he watched it like three times on the way down and three times on the way back. I watched more of the same Pound Puppies over and over because otherwise we'll listen to an audio book, but you get to pick because you're stuck in the car.

Jaime: Back to devices.

Interviewer: Anything else on the iPad? Does he do research on the iPad? If he has a question, does he surf the internet for information?

Jaime: It hasn't been directed by him very much. If we have a question about where something is, usually I'll get out the atlas. But if he has another question, sure. Either on the iPad or on that laptop we'll, together, use

Google and look up the answer to something. Usually, say if he wants some computer time, I just open a word document and he just types a word document with gibberish and letters and different fonts and colors.

Interviewer: Does he do any creative production work on the laptop?

Jaime: He hasn't ever been interested in DrawPad or those. We don't have Minecraft at home but if he comes to library he likes to do it on the library iPad. He's not a kid that gets into specific things, he's more of a liberal arts kid.

Interviewer: A renaissance.

Jaime: Right, he's not like, "Pokemon," or, "Basketball," he's like, "this is cool for a little bit."

Interviewer: A dabbler.

Jaime: There hasn't every been anything that he's been into enough to ask for. He hasn't ever asked me to get Minecraft on our iPad.

Interviewer: Go ahead.

Interviewer 2: Does your iPad every double as a reader? Like and eReader?

Jaime: No.

Interviewer 2: I have to ask because you work at the library.

Jaime: Yeah. No. We have the app, A Story Before Bed that Carissa, the ... should I explain? You know who that is. It's an app where she or other people have read picture books. He will occasionally use that. Probably ten times we have done a book on that but not for reading ... Just have loads of books and we do audio books that we download to usually one of our, my iPod or my partner's iPhone. Mostly for listening to in the car. But he listen to longer chapter books that way.

Interviewer: What about photos or videos?

Jaime: Yeah. The iPad is my partners account so that doesn't have very many pictures on it because I think it's linked to her phone and her phone doesn't have storage. I don't quite understand, but there's not very many pictures on the iPad and I don't know if he knows about taking pictures on an iPad. He sometimes takes pictures on my iPod, but not that often. I take videos of him doing things occasionally and then he'll want to see the videos and sometimes he'll want to flip through and see pictures that I've taken but

they're mostly of us doing things. But he doesn't have unlimited access to that. He knows the codes to the iPad, I think, and to our devices because her phone and my iPod have the same ... We did change the iPad once because he did it without permission, so we changed it as the consequence. But he needs to ask and he doesn't have access to it.

Interviewer: And he doesn't have free access to Netflix either?

Jaime: No.

Interviewer: And on the TV, do you have a gaming console attached to that?

Jaime: Nope.

Interviewer: Okay. And anything-

Jaime: He does have, my dad, thanks dad, bought him a LeapPad three or something. So that has only the games that it came with and he doesn't have unlimited access to that either. That counts as screen time, which is limited. He mostly likes to listen to it sing over and over, "I am a puppy, my name is Scout." I could sing you that whole song but I will spare you.

Interviewer: Sounds like he has a very quirky sense of humor.

Jaime: Right? There's one game on that, but he doesn't really play it very much. He does like the app with the words in English or Spanish. It's Endless Alphabet or Endless Spanish.

Interviewer: I don't know that one.

Jaime: Carissa has them on the iPads here, I think the preschool ones. So he'll pick a letter and then it'll have a word and it'll be like, "casa," and the letters will disperse and then you have to put the C on the C, A on the A and drag it over. And then they'll do a little celebration and then they'll explain what it is in Spanish and English, in the Spanish one.

Interviewer: Why do you think he likes doing that. I'm curious. This is totally off topic. He's getting some pleasure out of that, right?

Jaime: Because they're funny monsters and I feel like it satisfying that you get it ,if you get it wrong it just swept it back. If you get it right it clicks in. I think that's satisfying. And then the monsters run by ... First the word is how it says, and then the monsters will run by and the letters will fly out, and I think it's fun. He also really likes the, we don't have it. I was gonna get it for him because he likes it but it's the haircutting one. Toca Hair Salon where you can make the hair grow and then cut it and style it.

Interviewer: And the baking, cooking, all those ones. Is he into those?

Jaime: He has done the monster cooking one where you put like a lemon and a steak in a blender it'll be like ... And different monsters like different things. But again, I think it's fun to control those things and then see the monster's face. So control and silliness.

Interviewer: Yeah. He's and eight year old boy.

Jaime: Right. Almost.

Interviewer: What other apps do you have on your iPad? Or general, what kinds of apps?

Jaime: Little Alchemy is one where you mix different elements to make things, but you don't get the compounds until you make them, so you have to figure out how to make them. There's one that's Snow Day but there's a similar app that we have here that's the animals will get, maybe ones called Road Trip. You pick the car. You swipe in, it'll be like, "hot dog car, sailboat car, ice cream truck, race car," and then just move your finger ahead of it and it'll drive along. But maybe you'll hit a road bump or maybe you'll hit something that, "you have to fill up with gas," so you have the pump in the thing. "Ding, ding."

Jaime: That, and the ones that's sledding. And a garage, a fix-it garage one.

Interviewer: Oh yeah. Are those mainly from Carissa's picks?

Jaime: Yeah.

Interviewer: They're all app picks. Okay.

Jaime: I think so. Oh, he likes the inventions, the Findus. I think they're Scandinavian so there's, "[inaudible 00:17:09] fix the thing." And then there's different part on one side and you have to put the parts in the right place to get-

Interviewer: I'm imagining this with a Scandinavian accent.

Interviewer 2: Right, me too.

Jaime: Right.

Interviewer 2: I can hear it.

Jaime: But you're trying to get something to light the cannon so the cat flies and hits something. But you have to make the invention. He like those. But then we found the books about the characters, he loves the books about the characters, too. He's asked us to get those multiple times.

Interviewer: Anything else on the laptop that he does that you haven't mentioned? So from schooling? Does he use the laptop?

Jaime: Not that much. We did for this 4H project. He likes garbage trucks so every week we would have to watch the garbage and recycling come. Like, run to the window. I was like, I have to do something with this. So for over a year, the time the garbage truck comes and the number for garbage and recycling. So I was, "do you want to make a graph?" I was in charge of it more, but he was reading me the numbers to make a graph. We just did that.

Jaime: Sometimes we'll use either something, the computer or the iPad, to do a Skype call to mostly my partner's dad and his wife, because they are really good at it. He'll be like, "I want to see your cats," so they'll walk around with their iPad trying to find the cat and be silly and goofy.

Interviewer: Where do they live?

Jaime: Colorado.

Interviewer: That's so nice.

Jaime: My dad and his wife, they're infamous for my dad was talking to the three of us, and he's not a kid-engaging person. But his wife, you could see her in the background trying to change a light bulb up high with a special tool and we're like, "we can see you. You're on the iPad. We can see that you're not paying attention to us and you're changing a light bulb." They're not so good at it.

Interviewer: That's so funny. Okay, does [Stevie] ever use the iPhone? [Amy]'s iPhone.

Jaime: Rarely. I don't know.

Interviewer: I've heard other parents say, "waiting in line, if I know it's going to be a five minute wait then I'll give my child the-"

Jaime: We don't do that.

Interviewer: Okay.

Jaime: Or in a restaurant. We're more likely to bring a card game or play a game or draw something and guess what it is or play I Spy. I feel like, if it was an extreme circumstance, maybe. But his aunt or his teenage cousin are way more likely to be like ... and we're like, "why would you do that?" But also because they're on their phones so much more.

Interviewer: Does he Skype with them, or is it just, is it your parents?

Jaime: It's just my partner's parents.

Interviewer: Partner's parents, right.

Jaime: No. I feel like, we also have landline so if someone was to talk to him, they can call our house phone.

Interviewer: That's great. Let's move onto question four. Thinking about [Stevie]'s day yesterday-

Jaime: I was gonna thinking, I'm just trying to think if we have any other devices. His birth mom got him a handheld arcade game player.

Interviewer: Oh, like a retro one?

Jaime: Yeah, but like a knock-off Game Boy that's loaded with 30 crappy little games like bowling where you're like ... He liked it a little bit, but again it's up next to the LeapPad for a rainy ... I don't know, when it's wet.

Interviewer: Was he excited when you first got it? At the possibility of-

Jaime: A little bit, but I feel like he didn't know really what it was. I don't think, for our family reunions on my partner's side, her family is big and extended so they'll have one set up that is a computer with a Connect device with Just Dance. So there's a dancing video game for at least four people to be participating and then on the other side it's a karaoke machine for people to sing karaoke. And then there's a fight about which is gonna happen more. It's very bizarre and also awesome. He's seen that kind of video game and he's been to the roller rink, so those kind of games, the claw or skee-ball or he's been to the arcade on Monona Drive. If you've never been there, it's really awesome.

Interviewer: Is that the one will all the big old ...

Jaime: Yeah.

Interviewer: Oh, cool.



Jaime: Lots of pinball. Lots of Asteroids. Ms. Pac-Man. That sort of thing. He's been there, but it's been a while. We would go there and be like, "heres a roll of quarters." Because it would be a special treat. But I'm trying to think if we have any other ... I had a Nintendo DS that I had a couple games on; long puzzle game and a Super Mario Brothers original. But he has never seen that. It is mine. He does not know about it. And also when my partner plays, she curses a lot so ...

Interviewer: So you and your partner are closet gamers.

Jaime: I didn't play that that much, I haven't really played it since he's been around. The other thing I was gonna say is that we've liked watching football, like NFL, in the fall, but when we was a tiny baby sitting between us in a Boppy pillow, he craned his little baby neck around to see the football game and we were like, "oh ... " So we didn't watch football at home when he was awake for like three years. He occasionally saw it, but until he was old enough to be like, "this is a game, this is what's happening." He's see other games and now that's one of the things we watch together, usually while he is playing football behind the television, running back and forth. Throwing the ball to himself.

Interviewer: That's the rolling television.

Jaime: Right. It's sort of in the corner and then we roll it out because it's not that big, so if you roll it closer to yourself, it's even bigger.

Interviewer: Do you have family movie nights or things like that?

Jaime: Occasionally. Probably once a month we'll watch a movie. It's hard to find movies that are actually for kids. Like, Tinker Bell has three or four movies and the last one that we watched was so sad and it was distressing. We were like, why is Tinker Bell ... It was about this Never Beast that only comes once 1000 years and it saves them, but they don't know it's saving them; they think it's trying to hurt them. So it saves all the fairies but then there's basically a funeral precession at the end to let it go back to its hole for 1000 years. Our dog had died recently. [Stevie] and my partner were bawling on the couch. And it was Tinker Bell.

Interviewer: I thought I could depend on you.

Jaime: The others are like, "friendship and fairies." So it's hard to find ...

Interviewer: Absolutely. Okay. So number four. Think about [Stevie]'s day yesterday. Just walk us through it from the time he woke up 'til he went to bed. Or, a typical day, if yesterday wasn't so typical.

Jaime: This is his first week at day camp. He's never done school or day camp.

Interviewer: Wow.

Jaime: I know. He's really excited about it.

Interviewer: Oh, good.

Jaime: He does go to a little nursery school. Anyway. A typical day ... He sleeps until he wakes up which is as early as 7:30 and as late as 9:30. He'll play. He likes to set up his own grocery store or his own ice cream store or, recently it's been bowling alley. When we sets up a grocery store he takes everything out of the recycling bin and has, we borrowed a cash register from Youth Services. We have a little cash register or setup trains, or play trains or write things. So he usually plays on his own.

Interviewer: So he's not using any screens for any of that.

Jaime: No. We'll have breakfast together. Sometimes he'll make me breakfast; he makes really good french toast, actually.

Interviewer: Ooh.

Jaime: I know.

Interviewer: You're onto something there.

Jaime: We'll play outside some. Maybe water the tomato plants in the little garden. He likes to pick up ants and other bugs. Be brought a maggot into the house the other week and we were like, "oh ... that's so cool. Get him out of the house and wash your hands." Very into ants. Picks up a lot of ant. Picks up every ant he sees.

Interviewer: That could be a full time job.

Jaime: Yeah. Some ants are friends, some ants are not. It's very confusing as to which is which. Sometimes he'll take chalk and try to smooch them with the chalk, but then others are his friends and if you try to hurt them ... If the bucket of water that's randomly in our front yard fills up with water, we'll dump it out and watch it flow to the drain on the street.

Interviewer: A slow ... There's a whole movement of slow, is it slow play? Slow something. There was the Slow Food movement and now it's like the Slow something.

Jaime: Right. We're definitely, I feel like there's enough busy, even if you try to eliminate it.

Interviewer: Any screens. Throughout the waking up, going to bed. Screens really do not normally enter the day, it sounds like?

Jaime: If he thinks about it, he'll be like, "can I watch Pound Puppies? When can I watch Pound Puppies? I haven't had my screen time today." So he knows that he has the opportunity. He thinks he gets 30 minutes of screen time a day which is ... He doesn't every day get 30 minutes of screen time. Sometimes he doesn't get to pick it, exactly. We were trying to find if there was a show that we could watch together because he once watched the British Baking Show with us and really liked that. So we're trying to be like, maybe every Sunday night we could watch that because we all want to watch that. But it turns out he doesn't really want to watch that, he just wants to watch [inaudible 00:30:22].

Jaime: So maybe we'll have a question about something or ... I'll sometimes be on the computer checking my email or I'm involved in our church, so I'll check my church email. But I will try to do that before he gets up, if I'm awake before him, but depends on the day. Sometimes I'll take pictures of I'm doing things. I'll take videos and then he'll want to see them so maybe that'll turn into flipping through a couple pictures. But usually just a couple minutes and then I put it away.

Jaime: He maybe once every week or two we'll go to a library and he really likes the Stoughton library.

Interviewer: Amanda is awesome there.

Jaime: Yeah?

Interviewer: Yeah.

Jaime: They have computers that he could use and I let him use it for half an hour.

Interviewer: So that's his half hour screen time. You count that.

Jaime: Yeah.

Interviewer 2: Is half an hour arbitrary, or did you ...

Jaime: Nothing's arbitrary. That's one show or two short shows if they split up the half an hour-

Interviewer: Yeah, Teletubbies was on the 15, 15-

Jaime: Yeah something like that. So you could actually watch something.

Interviewer: Was that half hour, you said for your first three years, he didn't have any screens. So tell us how that half hour routine got established and how things have changed as he's grown older.

Jaime: Part of it was that, he goes out to my partner's mom who lives outside of Barneveld because her dad is with someone else. He's out there with her all day. Usually she picks us up at 11:30, drops me off here. So they're together from noon until maybe 6:00 or 7:00 when my partner drives out and picks him up. At different times she either needed a break or need to make dinner and felt like she couldn't do that with him. So at some point it turned into sending out something for him to watch while she did that. So that started to be one Curious George. But he can manipulate that with her pretty easily because-

Interviewer: She's a grandma! Of course. It's her prerogative.

Jaime: We'd be like, "one or two," because it's about half an hour so he could actually watch something and not have to be cut off of it. But at one point, he was like, "I get to watch three of these at [inaudible 00:33:58]'s. We were like, "what?" You get to watch an hour and a half of television when she has you for like six hours, total? So we have to talk to her about a lot of things. Have conversations about that and other sometimes safety-based issues. Like lawn mower riding and brush fire having.

Jaime: I don't know when that was. Maybe when he was four to five that that started to happen. I've always read a lot about parenting and attachment parenting and technology. I majored in college in sociology and technology studies which was mostly so I could do this internship in Arizona at a futuristic architectural community, but I remember that one of my first, it was about history of technology. The first question was, "are you a technophile or a technophobe?" So I feel like I've been thinking about that and about how it fits into my life. It's one of the reasons I'm like, we have abundance in our life, but I don't want to have to pay a monthly fee to have a phone because I don't make that much working part time. And I have what I need; I have a phone here, people can get me.

Jaime: So I think about it a lot. In thinking about, for him, I've read a lot of books about technology and how it affects kids and what they think and, what is it? The American Academy of Pediatrics first said no screens up to two. Now has changed that. So I feel like I'm pretty on the technophobe-conservative end where it comes to screen time for him and kids in general.

Interviewer: But well-informed technophobe. That's totally different.

Jaime: Yeah.

Interviewer: It's a choice.

Jaime: It's my choice.

Interviewer: So you're the first person who's actually mentioned the new AAP guidelines, the Family Media Plan. Have you tried that at all? Or it's not really necessary for you, it sounds like.

Jaime: I don't know if I've read exactly what the new ones are, just though NPR about how it's changed and it's one of those, it seems like they're changing it because people are like, "I can't follow ... "

Interviewer: Unrealistic.

Jaime: "That's crazy, it's unrealistic." I can do crazy and unrealistic.

Interviewer: Okay. So we're onto question six. So he has these relatives who have screen media. Do they make suggestions or you're really his main media mentor? You're really curating everything for him?

Jaime: Yeah. I'm his main media mentor. And me more than my partner.

Interviewer: Okay. So you're the one who really sets things up for him ...

Jaime: Yeah. I think a lot of it is for child development, brain development, that I feel like it's a much richer experience to play in the sand pit than play Toca Hair Salon. It's one of the reasons about doing homeschooling; to have more free, open play. More quiet time. Less standing in line. Less grownups versus kids, but more together.

Interviewer: So are you both doing the homeschooling, you and [Amy]? You kind of trade off.

Jaime: Yeah. I'm the primary person and primary researcher about it. Even before [Stevie] was born, researching and doing that, but she's totally onboard and she has him, she works 80% so she doesn't work on Wednesdays. So on Wednesdays, except for day camp, she has him and they spend time together. [crosstalk 00:38:54] So it's shared.

Interviewer: Thinking about the devices and how they enter your house, we're still on number six, kind of. Some of them were [Amy's]. The iPhone and the

iPad came from [Amy]'s work, it sounds like. The TV was always there, it sounds like.

Jaime: Right. We used to watch a lot more TV than we do. Like, get home from work-

Interviewer: Well, you're busier now.

Jaime: Drink beer, watch a show. Watch a show while we have dinner. We'd watch hours of TV.

Interviewer: So that's really been a change.

Jaime: We usually watch something when we have the beer, popcorn TV dessert hour after he goes to bed.

Interviewer: All three together? Beer, popcorn, dessert?

Jaime: Well, beer and popcorn is for the first half of the show and the dessert is for the end of the show.

Interviewer: And the laptop, did you buy that specifically recently or ...

Jaime: We've had a computer of some sort since college. So that's been a different, sometimes we've had a desktop but ...

Interviewer: So your decision not, I guess what's more relevant to you is your decision not to buy more technology for [Stevie].

Jaime: Yeah.

Interviewer: So has that been a joint decision with you and [Amy]?

Jaime: Yep. Mostly just the understanding that there are better things to do.

Interviewer: So your screen use is really guided by a more general philosophy of child rearing and child development, it sounds like.

Jaime: Yep. So it's not like there's none but that it's just carefully chosen and limited. But I also carefully choose and limit my own and I think my spouse has done the same thing. She probably would do more, but in the car, if I'm not driving I'm usually listening to the audio book with him or reading the newspaper, on the paper newspaper. Or reading a book. If I'm driving and she's not driving, she's totally on her phone. She's looking at Facebook, I'm not on Facebook although I look at hers. It's tricky.

Interviewer: Best of both worlds. Not having Facebook but having someone ...

Jaime: Right. We've had arguments about it in our relationship where I'll be like ... Especially with texting people and communicating, I'll be like, "could you send a message to [Mandy] telling her when we're going to be there?" And if I'm doing it, I'm like, "this is what I said to her. Okay? Send? Cool?" And then I'll be like, 20 minutes later, "did you text [Mandy]?" And she'll be like, "oh yeah." "Why didn't you tell me? What are you doing on your phone?" Because it bothers me.

Interviewer: It's a very different way of being with each other, right?

Jaime: Right.

Interviewer: It sounds like you are curating [Stevie]'s devices really closely and his media really closely. Have you also guided when he has a question, when he's doing research or when he's on YouTube?

Jaime: Yeah.

Interviewer: What kind of guidance do you provide? In addition to curating, helping decide what apps, what movies, what other guidance do you provide for [Stevie]?

Jaime: Especially when he was a little bit younger, I'd always be with him doing it. I feel like I knew Curious George. I knew Clifford so I was like, "I'll watch one of them with you, but maybe the second half I won't watch," because I know what's gonna happen.

Interviewer: So when you're co-viewing, have you heard that term?

Jaime: Mmh-hmm. (affirmative)

Interviewer: Yeah, that's from the Joan Ganz Cooney Center, Sesame Street folks. So when you're co-viewing, what do you do?

Jaime: I try not to interrupt too much but I'll sometimes be like, "what do you think they're feeling?" Or, "it looks like they're mad," or, "what did you think about that?" afterwards. A little bit.

Interviewer: Does he tell you off for that? [crosstalk 00:43:50]

Jaime: The same, reading a book. Sometimes he'll be like, "sad. Mad." So sometimes there is a little bit of interaction, but a lot of times he's like, "shh! Enough that that."

Interviewer: "Stop being a librarian."

Jaime: I feel like I do that more for the Lego YouTube videos where I'm like, "that was weird. Whoa. I didn't know that was going to happen." He also like to watch videos of people how have built Lego trains going around on tracks. But it's the stop-motion Lego video made by a grown-up of Legos doing things. Of those, I've watch a couple of them and they're just super boring to me. So I don't-

Interviewer: It's really hard to model responses when-

Jaime: Right. So if it's just me at home, I'm usually not like, "sure you can do that," I'm like, "how about ... " or, "let's see what's on PBS Kid's station because you could watch one of those."

Interviewer 2: Redirection.

Jaime: Redirection. But I don't know ... there is some co-viewing but Pound puppies, there has been no co-viewing.

Interviewer: Six times in one car trip, I think maybe that's-

Jaime: Right. Six times in one car trip but he really liked it so I got a DVD from the library. So he's watched one of those and I'm not super impressed with Pound Puppies. I asked my partner, "what do you think about Pound Puppies?" And she was like, "compared to what? Scooby-Doo?" And I was like, "what?" So it's not offensive.

Interviewer: Exactly. We're onto question eight. Thinking about where you're decisions came from. It sounds like you've done a lot of research on child development and parenting.

Jaime: Yeah. I am much more likely to read a book that is anti-screens, more control-based than a neutral to "we should let our kids embrace media because it is the future," books.

Interviewer: Do you have any books in particular about screen media?

Jaime: I really liked Glow Kids.

Interviewer: Oh, I don't know that one.

Jaime: Some of it is a little bit the electric magnetic field will harm ... I don't quite get into that. Like, "we should all wear tinfoil hats." When it gets there I'm like, well ... " there's on that I'm reading right now called, Be the Parent, Please. And it's not very well written. It doesn't stay on topic, it jumps



around but I'm like, "oh," because it's like, "we should stop banning seesaws and start banning Snapchat." That's like the second part of the title.

Jaime: I am reading biased things, but also paying attention to what the American Academy of Pediatrics says. I have a friend that works for NPR Education. Fascinating. He's awesome. So I'll keep track of NPR Ed says about screens and Anya Kamenetz wrote a book.

Interviewer: Yeah. Art of Screen Time.

Jaime: I forget whether I have read that one or it's on hold.

Interviewer: Yeah, because that was reviewed on NPR, I think.

Jaime: Yeah. Because she's a big NPR person.

Interviewer: Do you have, so you're not on Facebook. But do you use any websites?

Jaime: I use the Common Sense Media one. But as that's become more popular, it's really interesting to see the different cultural and especially religious backgrounds of the people writing the reviews, whether they're like, "witchcraft! It's awful." But it's also really helpful because I was looking at Zootopia, the movie because he loves the song by Shakira. Oh, he likes Pandora. He has a couple of the stations on Pandora and he's allowed to be in charge of doing the thumbs up or thumbs down on a couple of the stations. A couple he's not, because I'm like, "no. The "Let's Go Rollerskating" channel should only have songs that can be rollerskated to."

Jaime: But there's a Shakira song that's called Try Anything, and that's from Zootopia. So he's seen the cover art of that, because he watches the cover art really carefully. So he wants to see that movie, but when I've read the review of it, it's about the zoo characters are mobsters and it's very complicated and it's very adult themes, but they just happen to be bunnies. So I'm like ... I feel like they're 10-plus.

Interviewer: Okay. So that was on Common Sense Media, the age ratings.

Jaime: Right. But I feel like I take it with some grains of salt, what they say on Common Sense Media. But especially looking for random things like, we're going on vacation with another family in August, it's the NPR guy and his wife and their family because we went to college with them. But they do a lot more screens. I get text messages, so that's cool. Let me make that quiet.

Jaime: But I was looking at maybe Netflix shows that were for kids that were maybe okay. Or that we could agree upon, but I'm a little nervous about that vacation just because I feel like they're really stressed out grownups. They have really stressful jobs so when we're on vacation they're like ... "Let's loosen the rules." But I'm not sure so I'm interested to see how it goes because they have one boy who is older and one boy who is younger than [Stevie].

Interviewer: Oh, wow.

Jaime: So just to see.

Interviewer: That'll be interesting.

Jaime: But I want there to still be some rules, but not as many. So, Common Sense Media.

Interviewer: Okay. When you're making decisions, do you think about your own childhood, or is it more informed by what you're reading? Your childhood experiences with screens, in particular.

Jaime: I feel like I, like Scooby-Doo, that's [crosstalk 00:51:29]

Interviewer: That's right.

Jaime: Things that I liked feel a little bit safer because they're known.

Interviewer: That's a really good point.

Jaime: Right? I know Clifford and Curious George and I don't think those existed as TV shows when I was a kid, but those characters existed.

Interviewer: And similarly, the retro games.

Jaime: Right. I had limits on my TV watching, for sure, as a kid. I was an only child, too. I didn't have a gaming system growing up so I feel like-

Interviewer: What were your limits on TV? Do you remember?

Jaime: I don't, let's see ... We watched the news during dinner, which I find really weird now because I can't imagine, I don't watch the news at all, now, just because ... So maybe I'm under informed, but my mental health is intact. We would watch news for at least a half an hour during dinner. I think I didn't watch cartoons right after school. But I could watch cartoons on Saturday mornings. I remember being excited when I could have a little bit more control, but I remember watching Happy Days which was very

confusing as a kids because it was made in the 70s about the 50s and I was watching it in the 80s.

Interviewer: And it took place in Milwaukee. That always confused me. This is just made in my back yard?

Jaime: I grew up outside of Philadelphia, so it was this foreign land called Milwaukee. I don't think I was allowed to watch TV except for the news on week nights. I remember we watched Dallas together on Friday nights. That's weird. After Washington Week in Review, because my dad watched that. And I was allowed to watch the TGIF shows on Friday nights on a black and white TV in a separate room.

Interviewer: You didn't have a remote.

Jaime: Oh no.

Interviewer: So you had to actually had to get out of your chair change the channel.

Jaime: Yeah. My dad worked from home and he embraced technology early. We had a computer when probably in 1986 at home. Big floppy disks. We had a couple games on it. Mathblaster, was a big one, and this Decathlon where you were like, run run run, jump ... So my dad has always been an early adopter. I felt like we had a video camera, too.

Jaime: I went to college in Iowa so he got my a cell phone in the mid to late 90s for traveling.

Interviewer: A brick.

Jaime: Right. But I was always like ... he's still very much like, "I have my iPhone and my iPad and I have this and this ... and I watch TV constantly and I want to always be as connected as possible and as up on ... " We don't really understand each other.

Interviewer: But when you were growing up, it was more limited.

Jaime: Yeah.

Interviewer: That's interesting. We're skipping down to question 10. People who give you advice. Librarians. You've mentioned Carissa's advice has been really useful, it sounds like.

Jaime: Her list of apps, nice to have it be curated and I helped her a little bit with not actually doing the work of picking the apps, but doing some of the interface with the Madison Public Library website. Just fixing those things

or adding links to different iTunes. She asked me to help her change some of them because of the upgrade to the 64-bit something. It went from 32 for 64 for all apps.

Interviewer: Oh, okay.

Jaime: So the app store has changed because everything has to be upgraded to this new level but some of the old ones haven't. It's too confusing to figure it out, so I haven't been able to help her with that project. So yeah, Carissa is really helpful.

Interviewer: And it sounds like also when [Stevie] comes to the library, you're getting ideas of apps that the library is curating on the iPads.

Jaime: Right. I'm not a huge fan of the library having apps that don't have timers on them.

Interviewer: Have you raised that?

Jaime: I tried to at the beginning, and also there's a screen-free week. It used to be TV free week, and I advocated for us, as a library, in the kids room trying to participate in that and got shut down. Because I was like, "it seems like this would be the perfect place to be like, 'actually, the iPads are all shut down this week because it's screen-free week. Do the scavenger hunt. Get a book'" But-

Interviewer: So you were advocating in your page role, not as a parent.

Jaime: Correct.

Interviewer: Okay. Police, have you heard any police advice about screens?

Jaime: I have not.

Interviewer: Pediatrician?

Jaime: I think there's something about at the Well Child Check and that double sided page that they hand you at the end, I think there's something about it that has the American Academy of Pediatrics recommendations on it. And he gets a free book every Well Child visit. So I've always been like, that's good that that's on there. I don't remember being asked about it, but it's always one of those things that I know that I'm paying attention to and am more conservative in that way.

Interviewer: So they're probably not ...

Jaime: It's not shocking when the ...

Interviewer: So they don't pursue it, probably.

Jaime: Right.

Interviewer: So the AAP advice has been useful, it sounds like. And the Common Sense Media advice has been useful.

Jaime: The American Academy of Pediatrics has been interesting and I feel like at least the old guidelines, it was nice that our brains ... talk to your baby. So I think it's interesting that they've changed. I don't know ... I feel like I'd more likely read books to find out, or look at other information than that organization, but I think it's interesting that they have them.

Jaime: Common Sense Media is helpful but ...

Interviewer: It sounds like when making a decision about whose advice to follow, you really trust your own gut instinct, first.

Jaime: Yep.

Interviewer: And the rest is kind of interesting stuff to think about.

Jaime: Yeah. I feel like I've done a lot of reading so it has percolated down to what we do, but that it's coming from values of attachment parenting and kids in the natural world kind of values. And that I like how my brain works and what him to have a chance to have peaceful time and learn from other sources.

Interviewer: That guiding principle will obviously continue as he gets older.

Jaime: It's gonna get hard.

Interviewer: Yeah. Do you have concerns about the future, particularly around screens?

Jaime: Yeah. For him, individually, and for our society as a whole. I don't know what I'll actually do, but he hasn't asked for a phone or anything. Maybe he has and the same way that he's like, "can I drive?"

Jaime: "No, buddy." But I'm like, "you can have a phone when you can pay for it. You can have it at your own apartment. You can drink soda when you have your own apartment. You can have candy for breakfast when you live by yourself" So he knows all these things but the party line is, "you can have a phone when you can pay for it."

Interviewer: Other things that you're concerned about currently or as he gets older?

Jaime: When I'm thinking about childcare and baby sitter situations. He learned a lot from YouTube from his childcare person who was a young 20s person that he hung out with for a couple hours each week. Even though we tried to set up some rules, but after the first couple days where it was like, "we watched cat videos and I had 16 ounces of orange juice." Not that orange juice is bad, but we're generally more like, "that's a lot of juice and we don't generally have juice. That's kind of a special treat and you got Subway for lunch." Not bad things, but the, "oh, wow. You got all of those things in one three hour period. Alright."

Jaime: I think a lot of it is the pervasiveness of it and the assumption that it's innocuous. At church, when we're all hanging out afterwards and his little class is done, they young teenagers will go in and they'll be watching music videos and bits of movies and things that he's seen. And I'm like, why did the parent of the 12 year old say yes to the phone and think it was okay to be like, "show as many ..." they don't say anything so it's assumed okay. I think it's that, when I went to a meeting and it was [Stevie] and my friend Catherine who is almost 13, I had to be like, "I don't want you to be looking at things on your phone. You could play this game, you could read this book. It's okay if you do it, but I want you to have your headphones on because he's doing other things. If you have any questions, come grab me."

Interviewer: It sounds like you're not as ... Many parents are concerned about content. Like swearing and inappropriate content. But you're really concerned about lifestyle and about interactions and about replacement; what's this displacing?

Jaime: Right.

Interviewer: What activities is this displacing. Is that accurate?

Jaime: Moreso, yeah. I'm not really worried about swearing or ... I will tell any kid all the information they want to know about sex or about other things. I feel like kids are getting a phone, it's not a phone. It's more powerful than the computer that I had in college in their pocket. That also has every movie ever made. All the porn ever created. And not that I think those things should exist in the world, but I feel like it needs to be explained. It's not so much the content, it's teaching the kids to think about what the content is. Like, "oh, are women being exploited in this porn?" Or, "who made money from this movie to this music video?" It's the scaffolding to get you ready to have all that information come at your brain that I feel like we're not doing and that I want to help for my kid get him that.

Interviewer: And scaffolding takes time and you have to do it in little bits.

Jaime: Right.

Interviewer: Very purposefully. Okay. We have kept you a long time. We're on the back now. I think we have an idea of how you use technology, how your partner uses technology. So we really, the last question here about some demographics if you wouldn't mind.

Jaime: Sure.

Interviewer: Describing you, [Stevie] and your partner's ethnicity.

Jaime: Alright. We are white.

Interviewer: All three.

Jaime: Non-Hispanic. All three of us.

Interviewer: Okay. And your level of education?

Jaime: I have a bachelor's degree with a little bit of extra stuff but no other degree. My partner has a master's in being a PA. I don't know exactly what it's called.

Interviewer: And you're a page at the library and [Amy]'s profession ...

Jaime: She's a physician's assistant-

Interviewer 2: PA.

Jaime: ... at the UW hospital.

Interviewer: Oh, okay. Great. Anything else you would like to tell us about the topic?

Jaime: I feel like as people who, for the library or other people who are giving guidelines, I feel like it's one of those things that tricky because there are some people that are like, "no screens ever. Bad, bad, bad." And then we have all the way to, "I need to embrace it so my kid has an advantage in life because they need to know this because it's important for their survival in this modern world." And that all of those perspectives are valid.

Interviewer: Absolutely.

Jaime: So when you're coming up with guidelines I feel like it's so person-specific. At the reference desk where someone comes up and is like, "I

need bible verses about Satan." And you're like, "okay. Let's get in the deeper level. Where are you coming from? Why are you asking this question?" And not just giving the information so it's not just like, "here are the guidelines." I get that the American Academy of Pediatrics has to have one message for screens and car seats. Like the ones for car seats has to be something that's reasonable.

Jaime: We recently got a new seat so he can be strapped in longer on car rides. And when we were at the store, the person was like, "he can be in that booster." And we were like, "we know he can be but we're gonna do this one with the strap." And both of those are valid. It's absolutely like, you don't want it to be illegal for your child to ride in the car ever, so just that you need to have training for people that are talking to parents or something that's like, "where are you coming from and how can we help you be the best parent?"

Interviewer: So couch it in parenting first. Like you were saying, I was interpreting you as, here are your parenting principles that you want to follow and you want your media use to follow these guiding principles that you have as a parent. That's where we have to start.

Jaime: Right.

Interviewer: And every parent is gonna have a different set of guidelines within ...

Jaime: It's like when parents come in and they ask me, "why does the library have iPads?" I'm not like, "I know!" I'm like, "because there are some kids that don't have any access to this type of technology and we want to let everybody have ..." Even though I'm like ... But I also get it. So trying to explain why we curate apps, I feel like that is an easier question because there are so many apps that are labeled as educational that are crappy. So I think that curating things is good. I feel like having access and being able to point people to data bases or place where experts and parents are giving feedback is good. But I think it's tricky.

Interviewer: Yeah, thank you for reminding us of that.

Interviewer 2: Who is labeling the apps as educational?

Jaime: Right ... The app developers, probably, or whoever paying for the apps to be developed. But also there are that Sesame Street Center ...

Interviewer: The Joan Ganz Cooney Center.

Jaime: Cooney, right. Or the Fred Rogers. There are places that are dedicating the careers of many people to this. So that's a good place to look, but it's not



like Sesame Street is like, "every kid should watch Sesame Street because it's gonna make everybody better." You can choose that you don't want that and you want your kid to play with sticks in the mud, or you can choose something else.

Interviewer: How do you decide whether somethings educational or not? You are obviously a very critically aware consumer.

Jaime: Right. Coming from the place of, we're all learning at every moment. Everything is educational, it's just what is it teaching?

Interviewer: That's a good point.

Jaime: Toca Hair Salon, in one way it's like, "my brain feels happy ..." and in other was we're like, "you can see how different people look with different hairstyles and you can try out pink hair on lots of different people to see what it's like." It's all of those layers at once.

Interviewer: So you're learning how to use media.

Jaime: Right.

Interviewer: You're learning how to interact, how apps work.

Jaime: Right.

Interviewer: But you're not really learning hair dressing skills.

Jaime: Right. You're learning how long I will let you play that.

Interviewer: Exactly. Learning how to negotiate within a domestic setting.

Jaime: Yeah.