Learning in Color: Exploring Diversity in Children’s Educational Media

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“Generation M”

• According to “Generation M” report (2005)
  • Youth spend 50 minutes a day playing video games
  • 83% have one (56% two or more) video game console at home
  • African American and Latino youth spend more time with all forms of media
Media Use by Race

### Watching TV

- **White**: 2:45
- **Hispanic**: 3:23
- **Black**: 4:05

### Playing Video Games

- **White**: 0:46
- **Hispanic**: 0:53
- **Black**: 1:04

### Watching Movies

- **White**: 0:17
- **Hispanic**: 0:29
- **Black**: 0:48
Video Game Characters

64% male, 17% female
19% nonhuman

(Burgess et. Al., 2007) (Power of Play, 2008; Children Now, 2002)
Connection to Learning

• Learning Race and Ethnicity: Youth and Digital Media (MacArthur Foundation, 2008)
  – Digital media is everywhere, but access is still an issue
  – Minority youth should become producers rather than just consumers of digital media
Role of Identity

• Identity plays a role in academic achievement
• Media creates cognitive and affective environments that describe and portrays people, places, and things that influence how and what young people learn.

(Oyserman, Harrison, & Bybee, 2001)
Model of Racial and Ethnic Identity (REI)

- Awareness
- Connectedness
- Embedded Achievement

(Oyserman, Brickman, & Rhodes, 2007)
Bias Evaluation Instrument

- Are a variety of ways of life, beliefs, occupations, economic, and geographical situations shown for the group portrayed?
- Are groups described accurately with reference to their language, national origin, customs, and beliefs?
- Are people’s physical characteristics such as skin tone, facial features, hair color, texture, and style authentic?
- Are people from all races portrayed as being equally capable, resourceful, intelligent, creative, and independent?
Bias Evaluation Instrument

• Do you portray the diversity and uniqueness of different groups, and contribute to a deeper understanding and appreciation of their past and present?
• Are experiences and/or historical events presented, analyzed, and/or represented from multiple points of view?
• Do you use examples from a variety of cultures illustrate basic concepts?
• Does the material authentically represent the groups in society?
Center for Digital Media Innovation and Diversity

• Design, develop, and distribute quality educational media products for diverse audiences

• Coming Soon:
  – Diversity in Video Games research (submitted)
  – Diverse Educational Media Resource (website)
Questions?

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