

## Kristi Vinter/Andra Siibak/Kristiina Kruuse: Medienerziehung und Förderung von Medienkompetenz bei Vorschulkindern

Beitrag aus Heft »2010/06: Mediengebrauch von Kindern im Alter von 0 bis 6 Jahren«

Wie sehen estnische Erzieherinnen ihre eigene als auch die Rolle der Eltern bei der Entwicklung von Medienkompetenz und bei der Begleitung der Mediennutzung von Vorschulkindern? Anhand von Interviews wird gezeigt, was Erzieherinnen unter Medienerziehung verstehen, und es wird untersucht, welche Hilfe sie bei der Förderung der Medienkompetenz der Kinder brauchen. Die Kindergärten betreffende Gesetzgebung berücksichtigt Medienerziehung nicht und in der Erzieherinnenausbildung wird das Thema nur am Rande behandelt. Obgleich die Erzieherinnen ihre Doppelrolle als Betreuerinnen der Kinder und als Beraterinnen der Eltern hinsichtlich der Medienkompetenzförderung der Kinder erkennen, wird Medienkompetenzförderung in estnischen Kindergärten noch nicht umgesetzt.

Two focus-group interviews with 24 Estonian pre-school teachers were carried out to investigate teacher perceptions about media education and the role of parents and teachers in shaping young children's media literacy and media consumption habits. The findings indicate that teachers consider the role of the family on children's computer use to be more significant compared to their own role. Although the teachers started to acknowledge their own role as supervisors and parents' counselors as the interviews progressed, no curriculum-based media literacy shaping is done in the classrooms. Furthermore, rather than developing children's awareness of the media, various new media devices had been used as "enrichment" and significantly fewer activities that would actually help to shape children's media literacy were mentioned.

### Literatur

Anderson, Daniel R./Huston, Aletha C./L. Schmitt, Kelly/L. Linebarger, Deborah/Wright, John C./Reed Larson. (2001). Early Childhood Television Viewing and Adolescent Behavior: The Recontact Study. Monographs of the Society for Research in Child Development, 66. Jg., Nr. 1, S. 1-154.

Buckingham, David (2001). Media Education: A Global Strategy for Development. A Policy Paper. UNESCO. [www.portal.unesco.org/ci/en/ev.php-URL\\_ID=5681&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://www.portal.unesco.org/ci/en/ev.php-URL_ID=5681&URL_DO=DO_TOPIC&URL_SECTION=201.html) [Zugriff: 30.09.2009].

Buckingham, David/Banjaji, Shakuntala/Carr, Diane/Cranmer, Susan/Willett, Rebekah (2005). The media literacy of children and young people: a review of the research literature. London: Ofcom. [www.ofcom.org.uk/advice/media\\_literacy/medlitpub/medlitpubrss/ml\\_children.pdf](http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/ml_children.pdf) [Zugriff: 15.04.2010]

Calvani, Antonio/Fini, Antonio/Ranieri, Maria (2009). Assessing digital competence in Secondary Education – Issues, Models, Instruments. In: Issues in Information and Media Literacy: Education, Practice and Pedagogy. Santa Monica (CA): Informing Science, S. 153-172.

Corbin, Juliet/Strauss, Anselm (1998). Basics of Qualitative Research. Techniques and Procedures for Developing

merz | medien + erziehung | Arnulfstraße 205 | 80634 München  
| fon 089.68989120 | merz@jff.de | [www.merz-zeitschrift.de](http://www.merz-zeitschrift.de)

Grounded Theory. Thousand Oaks, London, New Dehli: Sage Publications. Estnisches Ministerium für Bildung und Wissenschaft (2010). [www.hm.ee/index.php?048055](http://www.hm.ee/index.php?048055) [Zugriff: 09.11.2010]

Eurydice (2009). Structures of Education and Training Systems in Europe, Estonia, 2009/10 Edition. European Commission. [www.eacea.ec.europa.eu/education/eurydice/documents/eurybas\\_structures/041\\_EE\\_EN.pdf](http://www.eacea.ec.europa.eu/education/eurydice/documents/eurybas_structures/041_EE_EN.pdf) [Zugriff: 24.05.2010]

Europa (2009). Commission sets new information society challenge: Becoming literate in new media, IP/09/1244, 20/08/2009. [www.europa.eu/rapid/pressReleasesAction.do?reference=IP/09/1244&format=HTML&aged=0&language=EN&guiLanguage=en](http://www.europa.eu/rapid/pressReleasesAction.do?reference=IP/09/1244&format=HTML&aged=0&language=EN&guiLanguage=en) [Zugriff: 15. 04. 2010]

Finantsteadlikkus ja rahaline kirjaoskus 5-7 ja 8-9aastaste Eesti laste seas (2010). Die Studie wurde im Auftrag von Sampo Pank von YoiGov Zaperä durchgeführt. [www.sampopank.ee/public/Laste\\_finantsteadlikkuse\\_uuring\\_Sampo\\_Pank\\_YouGov\\_Zaperä.pdf](http://www.sampopank.ee/public/Laste_finantsteadlikkuse_uuring_Sampo_Pank_YouGov_Zaperä.pdf) [Zugriff: 17.09.2010]

Jordan, Amy B./Jamieson, Kathleen Hall (1998). Children and Television. The Annals of the American Academy of Political and Social Science. Thousand Oaks, CA: Sage Periodicals Press.

Kalmus, Veronika/Roosalu, Triin (in press). Parental Mediation of EU Kids' Internet Use Revisited: Looking for a Complex Model of Cross National Differences. International Journal of Media and Cultural Politics. Jg., 6, Nr. 3.

Kirwil, Lucyna (2009). Parental Mediation of Children's Internet Use in Different European Countries, Journal of Children and Media 3(4), S. 394-409.

Koolieelse lasteasutuse riiklik õppekava (2008). RTI, 23, S. 152.

Koolieelse lasteasutuse seadus (1999). RT I, 27, S. 387. Krueger, Richard A/Casey, Mary Ann (2000). Focus groups. A Practical Guide for Applied Research. Thousand Oaks: Sage Publication.

Lee, Libby/O'Rourke, Maureen (2006). Information and communication technologies: transforming views of literacies in early childhood settings. Early Years, 26. Jg., Nr. 1 March, S. 49-62.

Lemish, Dafna (2007). Children and Television. Malden: Blackwell Publishing.

Livingstone, Sonia (2004). Media Literacy and the Challenge of New Information and Communication Technologies. The Communication Review, 7, S. 3-14.

Livingstone, Sonia/Helsper, Ellen J. (2008). Parental Mediation of Children's Internet Use, Journal of Broadcasting and Electronic Media, 52. Jg., Nr.4, S. 581-599.

Livingstone, Sonia/Haddon, Leslie (2009). EU Kids Online: Final Report. LSE, London: EU Kids Online. (EC Safer Internet Plus Programme Deliverable D6.5).

merz | medien + erziehung | Arnulfstraße 205 | 80634 München  
| fon 089.68989120 | merz@jff.de | [www.merz-zeitschrift.de](http://www.merz-zeitschrift.de)

Marsh, Jackie (2006). Digital animation in the early years: ICT and media education. In: Hayes, Mary/Whitebread, David (Eds.), ICT in the early years. Berkshire, England: Open University Press, S. 123-135.

Marsh, Jackie (2009). Digital Beginnings: Young Children's Use of Popular Culture, Media and New Technologies in Homes and Early Years Settings. [www.digitalbeginnings.shef.ac.uk](http://www.digitalbeginnings.shef.ac.uk) [Zugriff: 09.11.2010]

Morgan, Alex (2010). Interactive whiteboards, interactivity and play in the classroom with children aged three to seven years. European Early Childhood Education Research Journal, 18. Jg., Nr. 1, S. 93-104.

Park, Sun-Hee/Kwon, Sung-ho (2008). Development of a media literacy education programme for children based on activity theory. British Journal of Educational Technology, 39. Jg., Nr. 4, S. 732-733.

Plowman, Lydia/Stephen, Christine (2003). A 'benign addition'? Research on ICT and pre-school children. Journal of Computer Assisted Learning, 19. Jg., Nr. 2, S. 149-164.

Rapp, Kilian/Schick, Karl-Heinz/Bode, Harald/Weiland, Stephan K. (2004). Type of kindergarten and other potential determinants of overweight in pre-school children. Public Health Nutrition, 8. Jg., Nr. 6, S. 642-649.  
[www.journals.cambridge.org/actio/displayFulltext?type=1&id=631752&jid=PHN&volumeld=8&issuelid=06&aid=582488](http://www.journals.cambridge.org/actio/displayFulltext?type=1&id=631752&jid=PHN&volumeld=8&issuelid=06&aid=582488) [Zugriff: 09.11.2010]

Singer, Dorothy/Singer, Jerome (eds.) (2001). Handbook of Children and the Media. London: Sage Publications.  
Statistikaamet (2009). [www.stat.ee/?lang=en](http://www.stat.ee/?lang=en) [Zugriff:09.11.2010]

UNESCO (1982). Grunwald declaration on Media Education [www.unesco.org/education/pdf/MEDIA\\_E.PDF](http://www.unesco.org/education/pdf/MEDIA_E.PDF)  
[Zugriff:15. 04. 2010]

Vandewater, Elizabeth A./Rideout, Victoria J./Wartella, Ellen A./Huang, Xuan/Lee, June H./Shim, Mi-suk (2007). Digital Childhood: Electronic Media and Technology Use Among Infants, Toddlers, and Preschoolers. Official Journal of the American Academy of Pediatrics. 119, e1006-e1015.

Vinter, Kristi/Siibak, Andra/Kruuse, Kristiina (in press). Eelkooliealiste laste meediatarbimise võimalikud mõjud ja mediakasvatuse võimalused nende suunamisel: Eesti lasteaiaõpetajate nägemus. Haridus.