



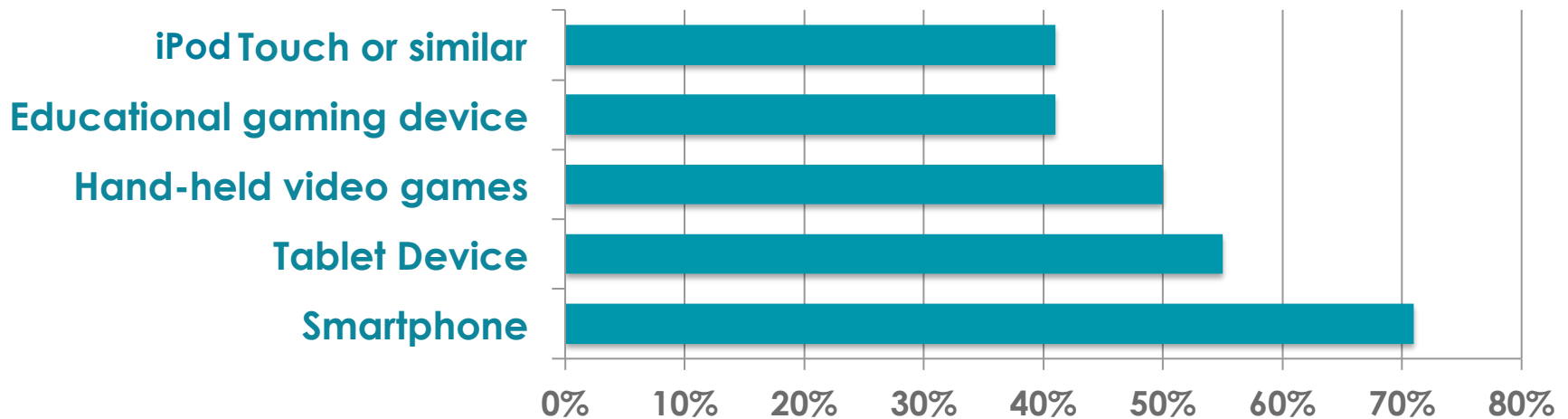
Toys, Learning, & Play Summit

TOUCH SCREENS

Michael Cohen Group LLC | February 17, 2014

TOUCHSCREEN DEVICE OWNERSHIP

Percentage of U.S. 2- to 10-year-olds living in homes with:

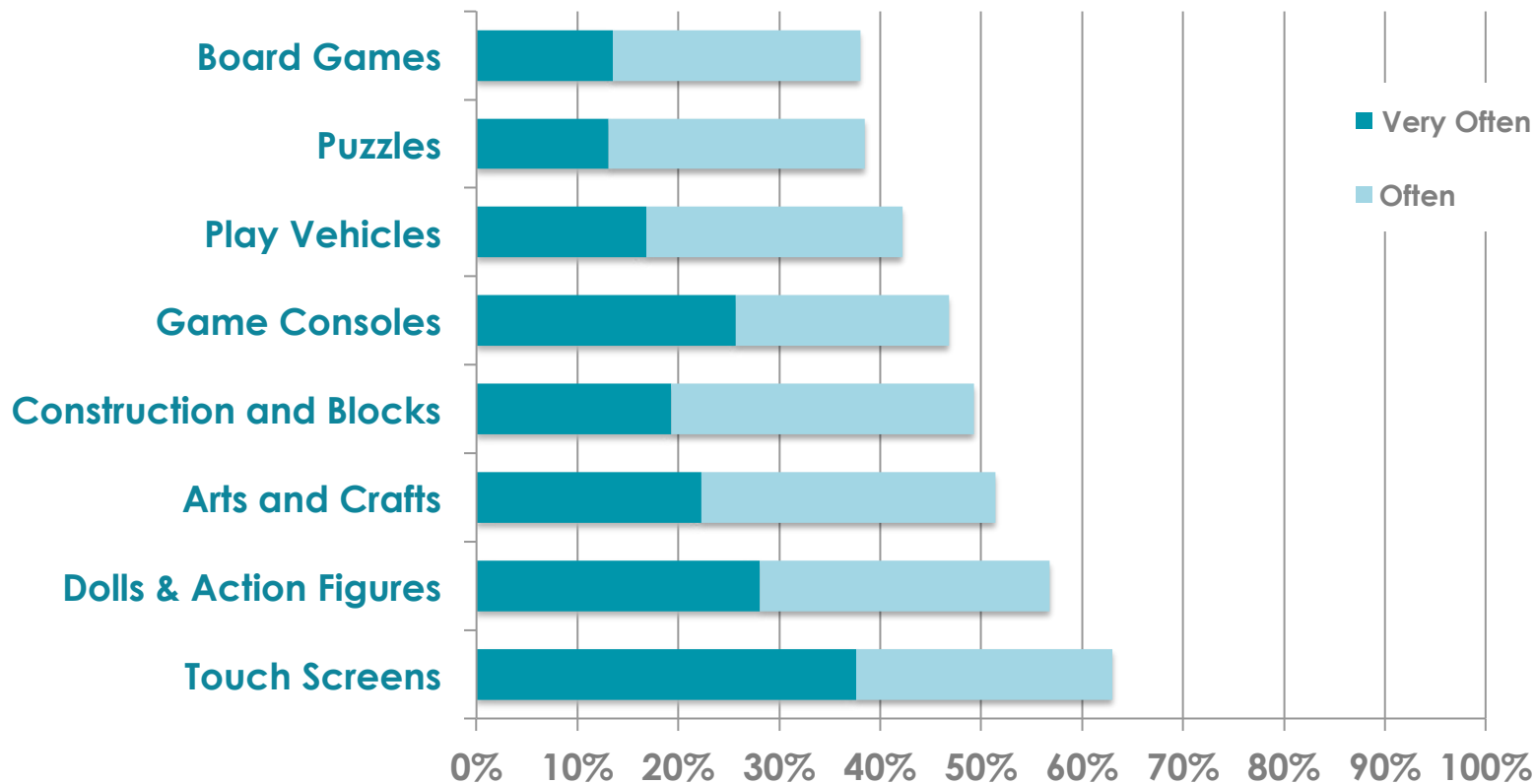


(Rideout, 2014)

- From 2011 to 2013, the percentage of children with a “smart” mobile device at home increased from 52% to 75% (Common Sense Media, 2013).
- 36.4% of children 2-8 in households with at least one touch screen device, own their own device (MCG, 2013) .
- Families at all income levels own touch screen devices, although higher-earning families tend to own a greater number of devices (MCG, 2013).

WHAT CHILDREN ARE PLAYING

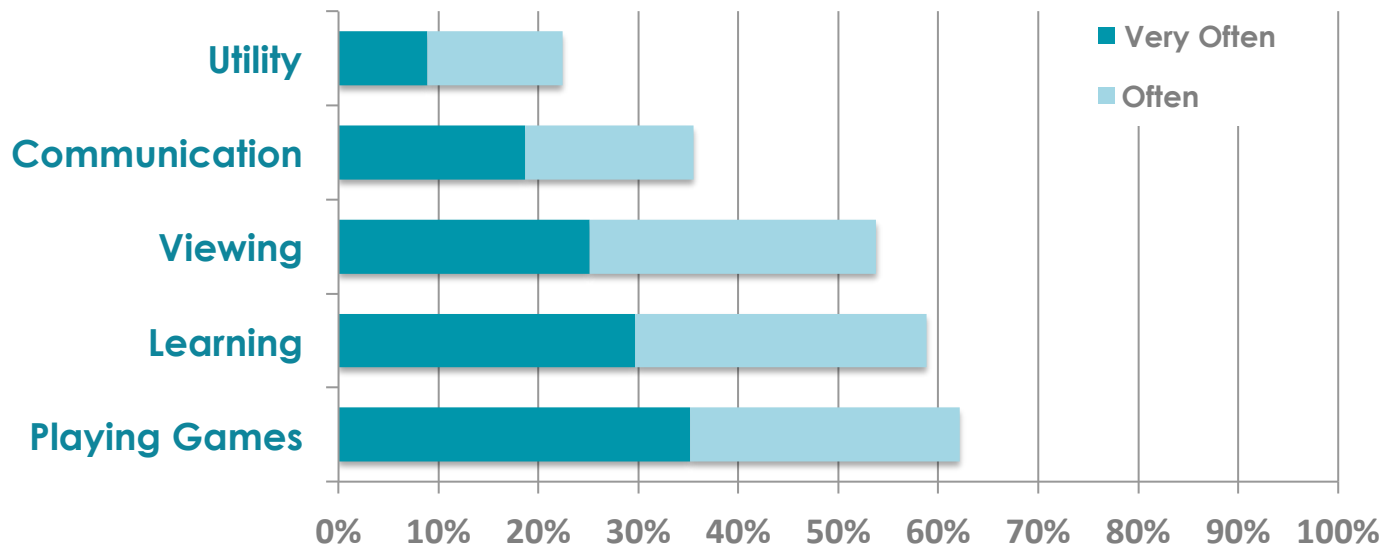
Frequency of Play Type
Children 12-years-old and under



(Michael Cohen Group, 2014)

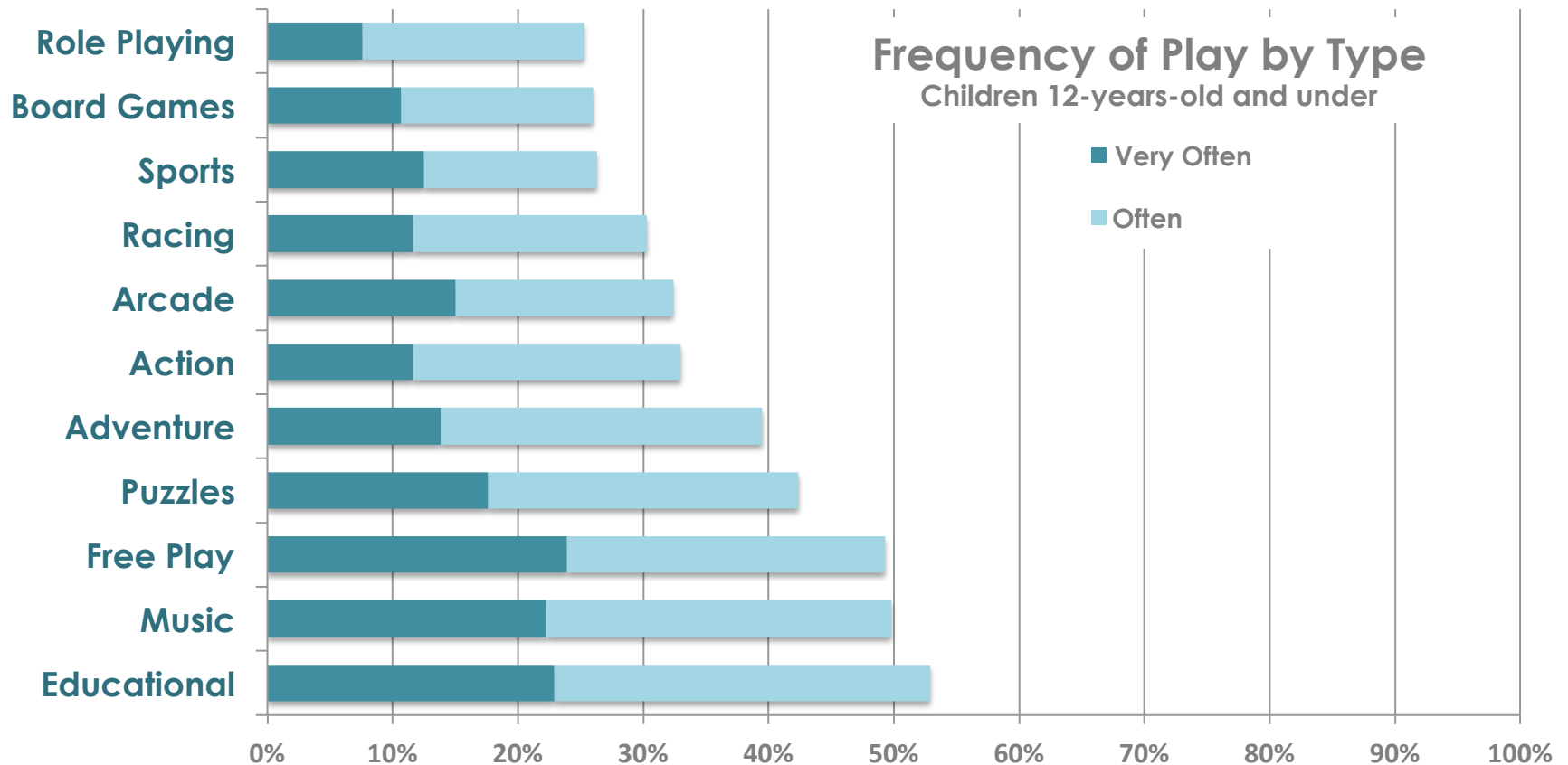
WHAT CHILDREN ARE DOING ON TOUCHSCREENS

Frequency of Use by Activity
Children 12-years-old and under



(Michael Cohen Group, 2014)

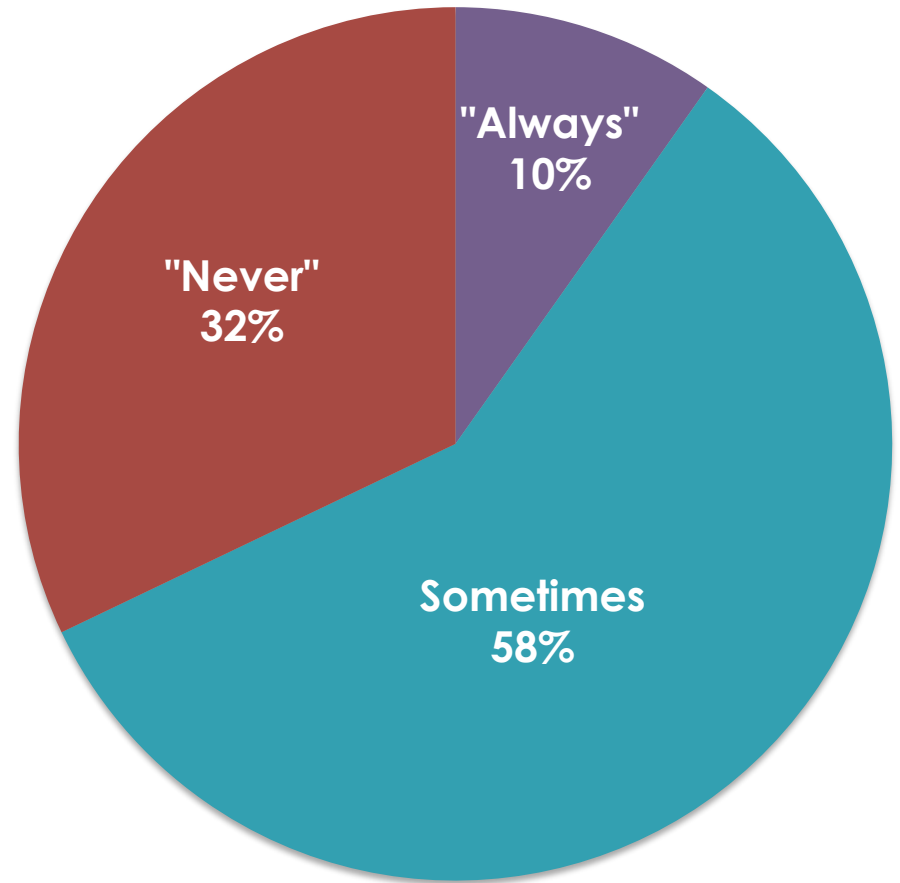
WHAT CHILDREN ARE PLAYING ON TOUCHSCREENS



(Michael Cohen Group, 2014)

WHEN A TOUCHSCREEN DEVICE IS A TOY

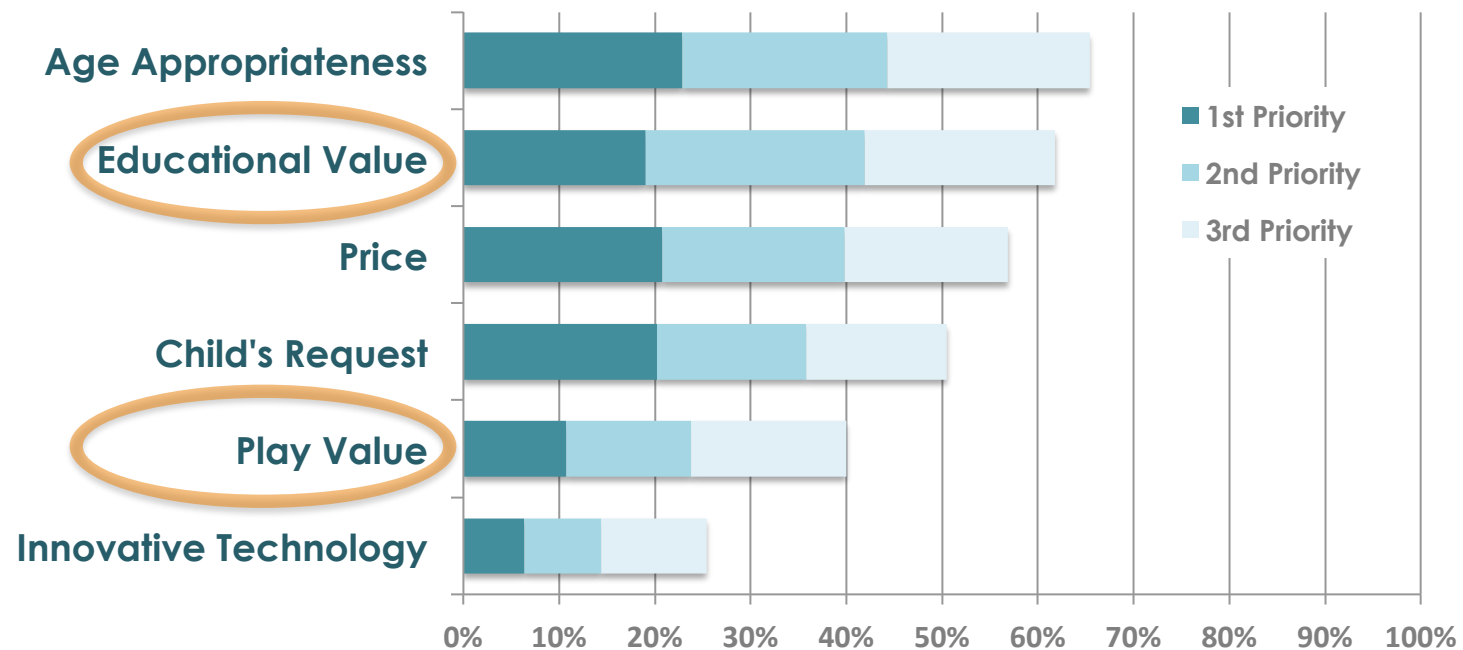
Parents say:



(Michael Cohen Group, 2014)

TOUCHSCREENS & LEARNING

Parent Ranking of Toy Purchasing Criteria



(Michael Cohen Group, 2014)

PLAY & LEARNING

TOUCHSCREEN DEVICES

- Defined/rule-based play
- Play/game defined by app
- Ongoing feedback/leveling

Creativity

TRADITIONAL TOYS

- Open-ended free play
- Toy integrated into child's play
- Mastery is subjective

- Single-player play
- Personal best
- Non-mediated

Social

- Pair/group play
- Interpersonal competition
- Mediated

- Approximates physical reality
- Fine motor skill use/development

Sensory

- Physical reality—touch, sight, sound, smell and taste
- Fine and gross motor skill use/development

- Window to the world
- 3D and 4D simulation of experience

Experience

- Direct experience
- Local experience/2D representation

NEW TRENDS

Touchscreen

Traditional Toys

Touchscreen Toys



PERCEPTIONS OF NEW TRENDS

TYCHE



APPTIVITY



CARBOTS



IBITZ



My child would ask for this	33%	33%	42%	28%
I would buy this for my child	29%	24%	28%	37%
My child would continually play this	24%	25%	25%	21%
This is an exciting use of technology	27%	21%	21%	32%
This combination is better than a toy alone	18%	10%	17%	18%

(Michael Cohen Group, 2014)

E M E R G I N G
N E W P L A Y
P A T T E R N S ?

R E F E R E N C E S

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