

TEC Center
Technology in Early Childhood





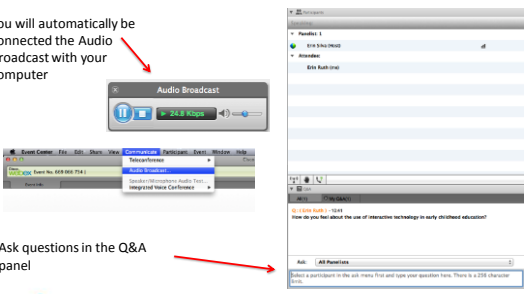
Chip Donohue, Ph.D.
Amanda Armstrong, M.S.
Erin Silva, M.A.



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WebEx How-To

You will automatically be connected the Audio Broadcast with your computer



Ask questions in the Q&A panel

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Erikson Institute: a graduate school in child development

...and more.

- **Continuing Education**
 - Special events, with national speakers
 - Half- and full-day face-to-face workshops and series
 - Webinars
 - Online modules (coming soon)
- **Customized training**
 - For groups of professionals, or individuals
- **Consultation and protracted training**
 - For organizations, designed to develop a deep impact in practice

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Technology in Early Childhood

Certificate of Attendance

- We will announce a link at the end of the webinar
- You must copy down the link to retrieve your certificate
 - Enter the link into your browser to access the certificate
- You will also receive a follow up email that will include a link to the certificate
- If you watch the recording you can write down the link at the end of the playback and enter it into your browser.
- Sorry, we do not offer support for certificates of participation, please no emails or calls.

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Receiving Credit

- Erikson Institute can provide continuing education credit for a fee. Certificates of attendance are not credit bearing they are simply clock hours.
- Why should I purchase credit? What is it used for?
- Erikson Continuing Education Credit can include the following types based on offering:
 - CEUs, CPDUs, SWCEUs

Receiving Credit Continued

- **To receive continuing education credit for this webinar, you *must* complete the post-survey. This certifies you completed the webinar.**
 - The survey will pop up automatically in your browser when the webinar ends.
- After the webinar a unique link will be included in the follow up emails if you wish to purchase credit.
- Questions can be directed to Matthew Zaradich:
 - mzaradich@erikson.edu
 - 312-893-7171

Warren Buckleitner



- Educational researcher and reviewer with a specialty in the design of interactive media for children
- Founding Editor of *Children's Technology Review*
- Created the Dust or Magic Institute, an annual meeting to share best practice related to children's interactive media design with other researchers and publishers.
- Started Mediatech Foundation, a non-profit technology center designed to enhance the services of a small town public library with technology.
- BS in Elementary Education from Central Michigan University, an MS in Human Development from Pacific Oaks College and a PhD in Educational Psychology from Michigan State University.

How To Tell the Dust from the Magic in
Children's Interactive Media

Warren Buckleitner

@buckleit



Children's Technology Review
www.childrenstech.com

So... how do
you tell the dust
from the magic?



Children's Technology Review

2

NEW!!



Announcing the CTREX
Appometer, \$59.00 by
Gender Mender 5000, Inc.



Children's Technol

www.childrenstech.com

NEW!!!

Appometer 96451, \$59.99

Children's Technology Review www.childrenstech.com

The Appometer

The holy grail of quantitative measurement is **validity** and **reliability**

A-	1
Ease of Use:	9
Educational:	10
Entertaining:	9
Design:	8
Value:	10
Overall:	92%

CTREX GRADING KEY

97 > up = A+

94 to 96 = A

90 to 93 = A-

87 to 89 = B+

84 to 86 = B

80 to 83 = B-

77 to 79 = C+

74 to 76 = C

70 to 73 = C-

67 to 69 = D+

64 to 66 = D

60 to 63 = D-

< 60 = F

Children's Technology Review www.childrenstech.com

Reliability

Are the scores accurate with each use?

Does 4.1 stars in 2001 mean 4.1 stars in 2014?

If it says "Editor's Choice" and you buy it, are you happy with your purchase?

Children's Technology Review www.childrenstech.com

The Appometer takes care of the BIG confounds!



- Platform
- Age of child
- Licensed characters
- Design philosophy
- Price
- Setting (context, social factors)

Appometer Features:

External Validity!!



I trust these ratings!

I've noticed my children like high ratings.

Ratings tend to line up with app stores like Amazon and Google Play!

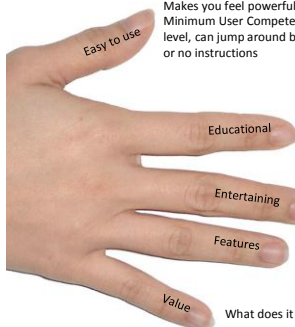
Ratings "seem logical"

CTREX GRADING KEY	
97 > up	= A+
94 to 96	= A
90 to 93	= A-
87 to 89	= B+
84 to 86	= B
80 to 83	= B-
77 to 79	= C+
74 to 76	= C
70 to 73	= C-
67 to 69	= D+
64 to 66	= D
60 to 63	= D-
< 60	= F

Toggle between five factors!



Elements of Quality



Easy to use Makes you feel powerful quickly -- starts quickly, responsive, reversible, Minimum User Competency (MUC) is below child's developmental level, can jump around between pages, over the shoulder help, minimal or no instructions

Educational You walk away with something valuable; a skill or competence you didn't have when you came to the experience.

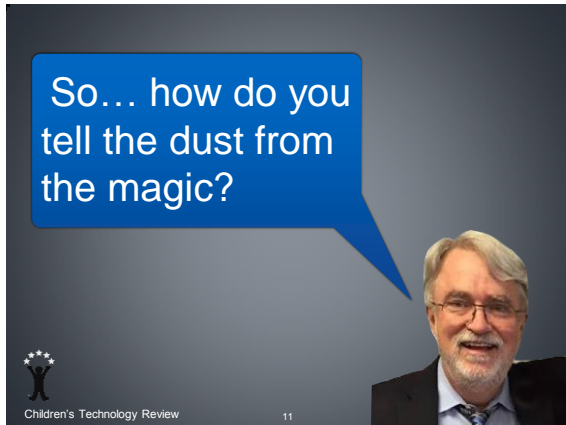
- language
- math/logic
- art/music
- science
- social
- geography

Entertaining Challenging, novel, full of discoveries, social

Features Preferences let you customize. If it is free, you can lower your expectations.

Value What does it do vs. how much does it cost?

10



So... how do you tell the dust from the magic?

Children's Technology Review 11



If apps were beer

12

Each type of beer would need it's own rubric



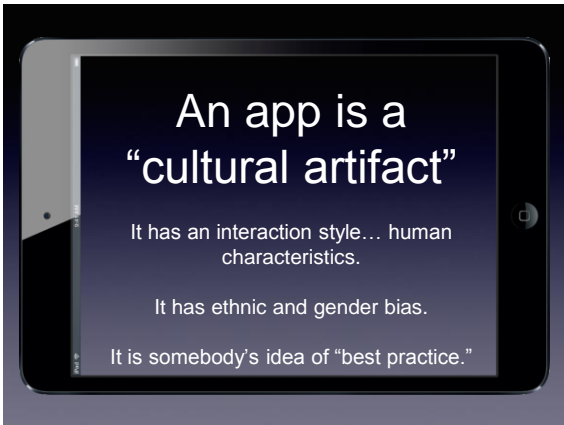


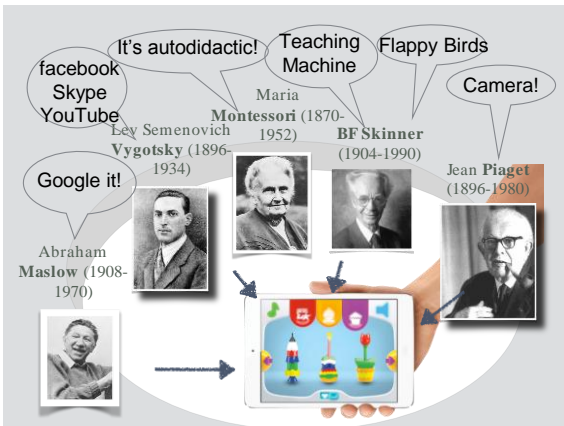
Mix in all the other kinds of drinks...
100's of different rubrics...

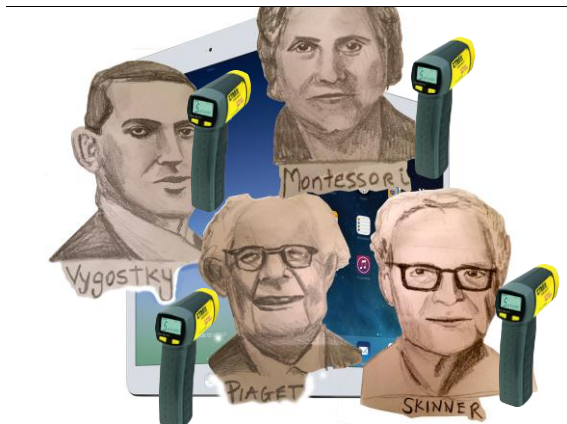


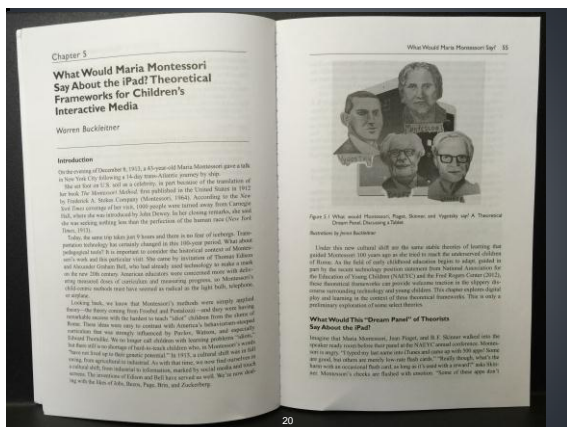












We can only do the best we can do . . .

We play a game by posing the question ...
 "If I were to give this product a rating, what rating would I give it?"

What is Magic? What is Dust?
 What is my personal bias?
 What's my Appometer setting?

CTR and CTREX is an attempt to "start a conversation" about factors that might be related to quality, within the context of each product.

Children's Technology Review 21 www.childrensreview.com

(2 Mar 11) "Apple Launches iPad 2
All New Design is Thinner, Lighter & Faster"

(22 Oct 13) "Apple Announces iPad Air—
Dramatically Thinner, Lighter & More Powerful
iPad"

(16 Oct 14) "Apple Introduces iPad Air 2—The
Thinnest, Most Powerful iPad Ever"

2014 Children's Tablet Recommendations

Price comparison sheet

Model	Price
iPad Air 2	\$499
iPad Air	\$329
iPad mini 2	\$299
iPad mini 1.5	\$249
iPad mini	\$229
Samsung Galaxy Tab 4	\$199
Lenovo Yoga 11	\$299
Lenovo Yoga 110	\$279
Lenovo Yoga 110-10	\$259
BlackBerry PlayBook	\$199
Microsoft Surface	\$299
Microsoft Surface 2	\$249
Microsoft Surface Pro	\$599

CTR's December Issue compared all the tablets.

Children's Technology Review 26 www.ctrjournal.com

Kindle Fire HD 7 inch

Fire HD Kids \$150

Mac Mini \$250

Children's Technology Review 27 www.ctrjournal.com

Oculus Rift 2, \$350, www.oculus.com



Birdly

Max Rheiner, Fabian [unclear] & Thomas Tobler
Zurich University of the Arts
Switzerland

Attributes of



Magic

Accidental

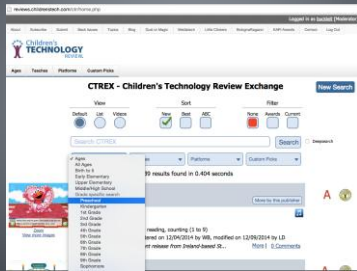


Success



“Give a man a fish, and you have fed him once.
Teach him how to fish and you have fed him for
a lifetime.”

www.pickyteacher.com



www.pickyteacher.com

Webinar password
Username: tec
Password: tec

CTREX Login

Username

Password [I forgot my password!](#)

[Publishers, login here](#)

Please support CTR by becoming a paid [subscriber \(\\$59/year\)](#).

Elmo Loves You!
© 2014 StoryToys More by this publisher

\$3.99, iPhone, iPad
Ages 3-6, Grades P, K, 1
Common Core Tags: language, reading, counting (1 to 9)
CTR, Jan 15 Feature Review entered on 12/04/2014 by WB, modified on 12/09/2014 by LD

Here's another excellent release from Ireland based StoryToys, this time with USA content, direct from Sesame Street.

Like previous StoryToys apps, Elmo Loves You! is organized around a book metaphor, with 3D pop-up pages that unfold with each page. There's also a 3D effect that is built into your tablet's environment so you can move the background, parallel to, as you move your screen. It's as if the book were on a 3D pedestal.

The "story" in this case doesn't have much of a plot (Elmo visits with friends) but that's not the point. Each page gives you something to do related to counting, such as plucking pecks from a flower with the Crows, for example. The graphics, narration and music are of excellent quality. That, combined with an easy to use interface, makes this an excellent addition to any child's virtual bookshelf.

Features include the ability to turn on/off update messages, word highlighting and store links. Words by Jon Stone, Bruce Hart and Joe Raposo; theme music by Joe Raposo. Don't miss the "Reading Tips" section of the parent's menu, with four wonderful video treasures, listed on YouTube.

Share this review: <http://www.ctrnewsbooks.com/ctreview.php?id=18297>

Commenting as buckleit [Moderator]

Exchange your thoughts

Ease of Use: 10
Educational: 9
Entertaining: 10
Design: 10
Value: 9
Overall: 96%

Children's Technology Review 34 www.ctrnewsbooks.com

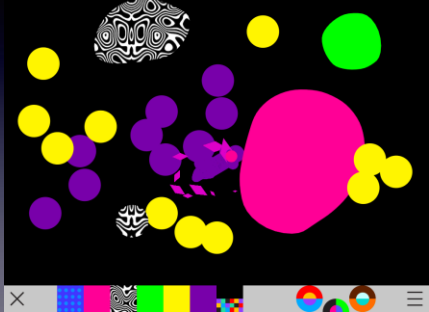
Elmo Loves You!
Builds language, reading, counting (1 to 9).
StoryToys. \$3.99. Ages 3-6.



Bert loves pigeons, and pigeons love to coo.
Can you guess who Elmo loves? Elmo loves you!

Children's Technology Review 35 www.ctrnewsbooks.com

Bubl Draw, Buble Tap
Bubl. www.bublubl.com \$0.99. Ages 1-7.



Children's Technology Review 36 www.ctrnewsbooks.com

Give me a skill

- ✓ Slice Fractions
- ✓ Busy Shapes



Scaffolding



Strange and Wonderful World of Ants
Builds science, ants, insects, reading. Amos
Latteier. www.antsapp.com \$1.99. Ages 6-12.







Empowering



Empowering



Sago Mini Space Explorer
Builds spatial relations, language, causality,
directions (up, down, over). Sago Sago. \$2.99.
Ages 2-4.

Children's Technology Review 44 www.childrenstech.com

Word Wizard
Builds Reading, spelling, phonics, letter recognition,
decoding, writing. L'Escapadou. \$2.99. Ages 3-8.

Children's Technology Review 45 www.childrenstech.com

Toca Nature

Builds science, creativity, logic, spatial relations, ecology, ecosystems, earth science. Toca Boca. \$2.99. Ages 5-9.





Sago Mini Friends

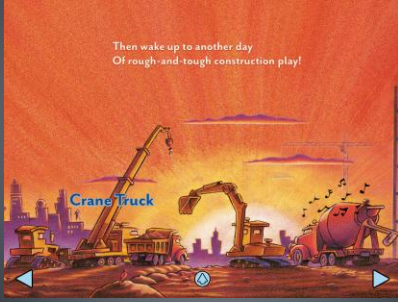
Builds causality, multi-touch, . Sago Sago. \$2.99. Ages 2-4.

StoryBots Tap & Sing

Builds music, pitch, note recognition. JibJab Media Inc. \$free. Ages 2-8.



Goodnight, Goodnight, Construction Site
Builds reading. Oceanhouse Media. \$3.99. Ages 4-8.

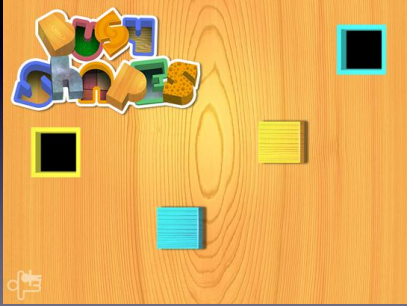






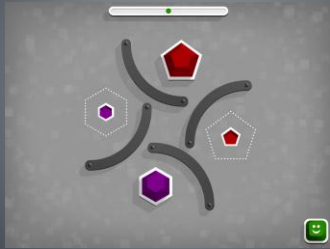
Busy Shapes

Builds classification, logic, shapes, colors, motion, spatial thinking
Seven Academy. <http://sevenacademy.com> \$2.99. Ages 2-5.



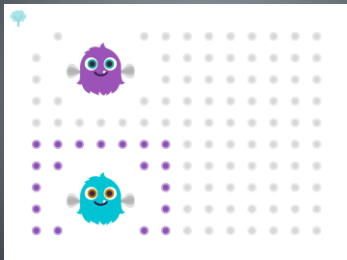
Winky Think Logic Puzzles

Builds logic, multi-touch, social, color, shape, pattern recognition, spatial relations. Spinlight Studio. \$2.99. Ages 5-12.



LumiKids Park

Builds logic, memory, timing, spatial relations, fine motor skills. Lumosity. \$free. Ages 3-6.



Cursive Writing Wizard - Trace Letters and Words
French cursive, French Cursive 2, D'nealian cursive and Zaner Bloser Cursive. L'Escapadou.
<http://lescrapadou.com> \$3.99. Ages 5-12.

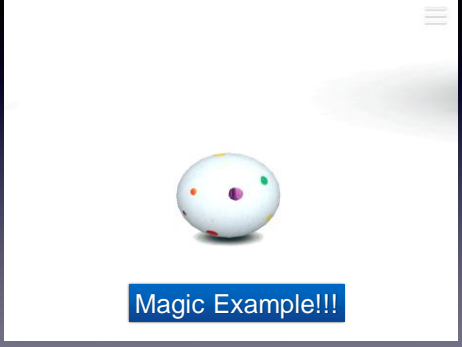




Counting with the Very Hungry Caterpillar
www.nightanddaystudios.com \$2.99. Ages 2-up.



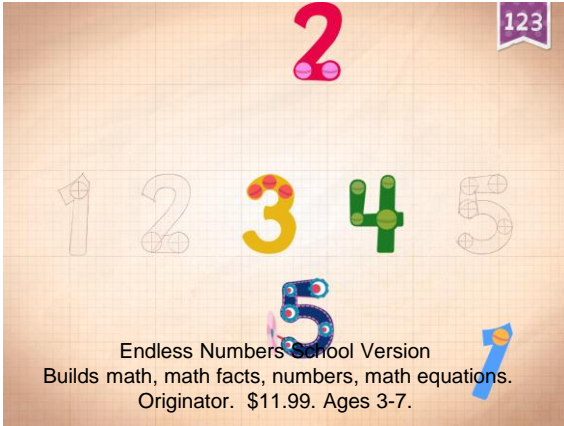
My Very Hungry Caterpillar
StoryToys. \$3.99. Ages 2-7.

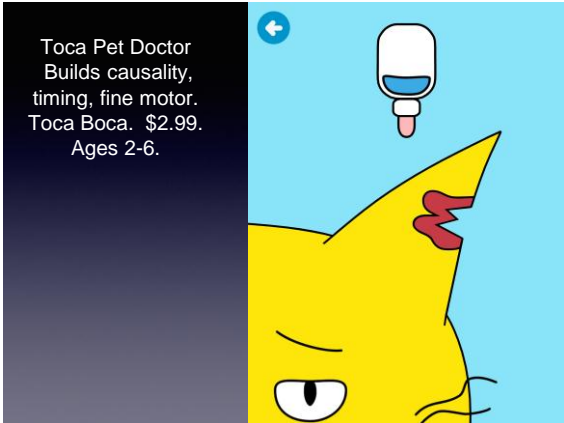




An inherent
challenge









Sago Mini Road Trip
Builds spatial relations, number, counting
from 1 to 10, fine motor development.
Sago Sago. \$2.99. Ages 2-6.



Pepi Ride
Builds mechanics, spatial relations, cars,
driving, cooperation. Pepiplay. \$2.99. Ages 3-7.



Rewards Progress



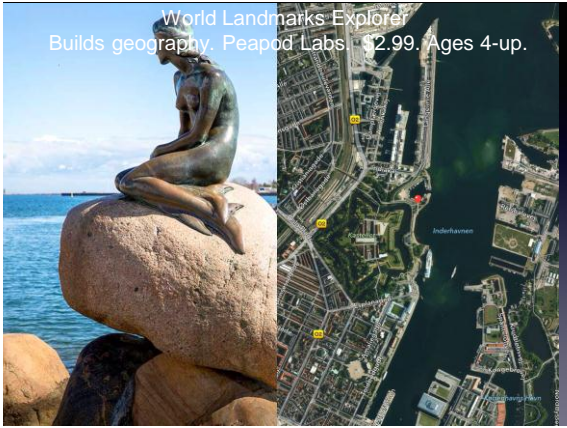
Montessori Math City
Builds early math, counting, base 10, unit blocks.
Les Trois Elles Interactive / Edoki
<http://edoki.net>. \$3.99. Ages 5-8.

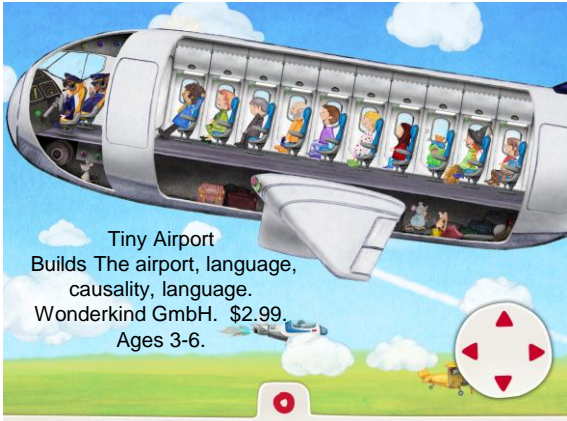




CoiBot City
Builds creativity, spatial relations, fine motor, community helpers, maps, cars, trucks. Divine Robot. \$2.99. Ages 3-6.







Let Me Tell the Story

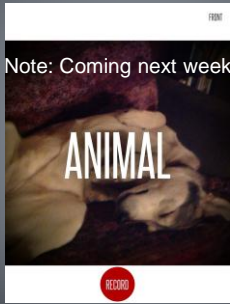
- ✓ The camera! (no app required)
- ✓ Draw and Tell
- ✓ Doodlecast
- ✓ TeleStory
- ✓ Curious Words

TELEStory
eye spy
LIVE
THE NEWS
BREAKING STORY

5 Fingers Paint
Builds creativity. BluePeak Mobile.
\$0.99. Ages 2-9.



Curious Words
Builds creativity, video, language. Curious Hat.
\$1.99. Ages 4-up.





Sago Mini Friends
Builds causality, multi-touch. Sago Sago. \$2.99.
Ages 2-4.

Toca Hair Salon Me
Toca Boca. <http://tocaboca.com/>
\$2.99. Ages 3-up.



Lightbot Jr.
Builds programming, math, coding.
Lightbot. \$2.99. Ages 4-8.



LOVE 'UM & LEAVE 'UM
DAY CARE
263-5577







SPECIAL OFFER



Announcing the CTREX Appometer, \$59.00 by Gender Mender 5000, Inc.

AKA
Children's Technology Review

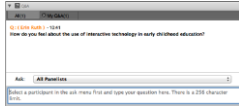
Children's 81 www.childrens.com

Q & A



warren@childrenstech.com

Ask questions in the Q&A panel



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2015 TEC Center Webinars

Join Chip for his *Conversations with Authors Series*

- **From Fred Rogers to the Digital Age: What We've Learned About Quality Children's Media** with David Kleeman and Alice Wilder
- **Pioneering Literacy in the Digital Age** with Lisa Guernsey & Michael Levine
- **Connecting Child Development and Technology: What We Know and What It Means** with Michael Robb & Alexis Lauricella
- **Technology as a Tool for Social-Emotional Development: What We Can Learn from Fred Rogers' Approach** with Hedda Sharapan
- **Technology Tools for Strengthening Communities** with Luisa Cotto
- **Connected Educator – Connected Learner: Teaching and Learning in the Digital Age** with Amanda Armstrong



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