Toys, Learning, & Play Summit

TOUCH SCREENS
**TOUCHSCREEN DEVICE OWNERSHIP**

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

- iPod Touch or similar
- Educational gaming device
- Hand-held video games
- Tablet Device
- Smartphone

(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

- Board Games
- Puzzles
- Play Vehicles
- Game Consoles
- Construction and Blocks
- Arts and Crafts
- Dolls & Action Figures
- Touch Screens

(Michael Cohen Group, 2014)
WHAT CHILDREN ARE DOING ON TOUCHSCREENS

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

- **Utility**
- **Communication**
- **Viewing**
- **Learning**
- **Playing Games**

(Michael Cohen Group, 2014)
WHAT CHILDREN ARE PLAYING ON TOUCHSCREENS

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

Role Playing
Board Games
Sports
Racing
Arcade
Action
Adventure
Puzzles
Free Play
Music
Educational

Very Often
Often

(Michael Cohen Group, 2014)
WHEN A TOUCHSCREEN DEVICE IS A TOY

Parents say:

- "Always" 10%
- "Never" 32%
- Sometimes 58%

(Michael Cohen Group, 2014)
Parent Ranking of Toy Purchasing Criteria

- Age Appropriateness
- **Educational Value**
- Price
- Child's Request
- **Play Value**
- Innovative Technology

(1st Priority) (2nd Priority) (3rd Priority)

(Michael Cohen Group, 2014)
# PLAY & LEARNING

## TOUCHSCREEN DEVICES
- Defined/rule-based play
- Play/game defined by app
- Ongoing feedback/leveling
- Single-player play
- Personal best
- Non-mediated
- Approximates physical reality
- Fine motor skill use/development
- Window to the world
- 3D and 4D simulation of experience

## TRADITIONAL TOYS
- Open-ended free play
- Toy integrated into child’s play
- Mastery is subjective
- Pair/group play
- Interpersonal competition
- Mediated
- Physical reality—touch, sight, sound, smell and taste
- Fine and gross motor skill use/development
- Direct experience
- Local experience/2D representation
NEW TRENDS

Touchscreen Toys

Traditional Toys
## PERCEPTIONS OF NEW TRENDS

<table>
<thead>
<tr>
<th></th>
<th>TYCHE</th>
<th>APPTIVITY</th>
<th>CARBOTS</th>
<th>IBITZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>My child would ask for this</td>
<td>33%</td>
<td>33%</td>
<td>42%</td>
<td>28%</td>
</tr>
<tr>
<td>I would buy this for my child</td>
<td>29%</td>
<td>24%</td>
<td>28%</td>
<td>37%</td>
</tr>
<tr>
<td>My child would continually play this</td>
<td>24%</td>
<td>25%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>This is an exciting use of technology</td>
<td>27%</td>
<td>21%</td>
<td>21%</td>
<td>32%</td>
</tr>
<tr>
<td>This combination is better than a toy alone</td>
<td>18%</td>
<td>10%</td>
<td>17%</td>
<td>18%</td>
</tr>
</tbody>
</table>

*(Michael Cohen Group, 2014)*
Emerging New Play Patterns?
REFERENCES


