



Raising Generation Tech: Preparing Your Children for a Media-Fueled World

Jim Taylor Ph.D.

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Today's children are being raised as 'digital natives' in a world dominated by popular culture and technology. TV shows, computers, video games, social networking sites, advertisements, and cell phones too often have an unnecessarily strong-and negative—influence on children. But pulling the plug just isn't an option in a world where being connected is essential for success.

In *Raising Generation Tech*, noted parenting and new-media expert Dr. Jim Taylor explores how popular culture and technology shape children's lives. The essential message from *Raising Generation Tech* is that excessive or unguided exposure to popular culture and technology is not good for children. Rather than offering the usual 'end of days' scenario, Dr. Taylor offers a balanced and optimistic perspective that offers parents insights and practical information they need to ensure that popular culture and technology are tools that benefit their children rather than weapons that hurt them.

Six Messages From Raising Generation Tech:

- Popular culture may be the powerful influence on children today and most of that influence is not healthy to children.
- Children are being exposed to technology earlier than ever without proper limits or guidance.
- Excessive exposure to popular culture and technology has been linked to many childhood problems including shorter attention spans, lower grades in school, increased sexual activity and drug use, and obesity.
- Too early and unguided immersion in popular culture and technology will actually hinder rather than better prepare children for life in the digital world.
- Key areas in which parents should focus their child-rearing attention include their children's self-identity, values, thinking, relationships, and physical and mental health.
- The goal for parents is not to disconnect their children, but rather to expose them to popular culture and technology when they are developmentally ready and then give them the perspectives, attitudes, and tools they need to thrive in this digital age.

"Raising Generation Tech argues convincingly that children should be raised by their parents, not by popular culture or technology. Dr. Taylor tackles this difficult task with state-of-the-art psychological theory, the latest research, engaging anecdotes, and a healthy dose of sensitivity and humor. Raising Generation Tech is a must read for parents who want their children to thrive in this media-fueled world (which means all parents!). Larry Rosen, Ph.D., author of iDisorder: Understanding Our Obsession With Technology and Overcoming its Hold on Us

"Raising Generation Tech will be an eye opener for parents! Rather than offering the usual 'end of the world' scenario, Dr. Jim Taylor offers a balanced perspective that gives parents the insights and practical information they need to ensure that popular culture and technology are tools that benefit their children rather than weapons that harm them." Michele Borba, Ed.D., TODAY show contributor and author of *The Big Book of Parenting Solutions: 101 Answers to Your Everyday Challenges and Wildest Worries*

"The essential message of Raising Generation Tech is that excessive or unguided exposure to popular culture

and technology is not good for children. In today's world, parents can't just sit back and play defense. Dr. Jim Taylor empowers parents to prepare their children for life in this digital age." Michelle LaRowe, Author of A Mom's Ultimate Book of Lists, Working Mom's 411 and the Nanny to the Rescue! parenting series



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Bonnie Boyd:

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