PBS KIDS Media, Funded by Ready To Learn
Support Early Learning

Ready to Learn Hartford/Burt Granofsky

Research demonstrates that high-quality, well-designed media content can support children's learning[1]. Researchers consider children's media well-designed when it is developmentally appropriate, aligned to clearly defined learning goals, and has undergone both formative and summative evaluation.[2]

PBS KIDS media, funded by Ready To Learn, has unmatched potential to aid children's school readiness and early school success because nearly every child can access the shows, games, podcasts, and supporting resources at no cost on public media's broadcast and streaming services[3] or on the PBS KIDS website and apps.

PBS KIDS media support literacy, math, and science learning

The range of media resources and formats help children and families reinforce concepts across a variety of contexts and through powerful connections with characters. **For more than 30 years**, Ready To Learn studies have shown that children learn from PBS KIDS content in domains like:

- **Literacy**, including letter recognition, phonological and phonemic awareness, using informational texts, and using structural and graphical features[6]

- **Math**, including counting, number recognition, shapes (2-D and 3-D), patterning, ordinal numbers, and spatial relationships[7]

- **Science**, including science and engineering concepts and vocabulary, and concepts of physical science related to matter and force[8]

In addition to supporting children's learning, PBS KIDS resources give parents, educators, and other caregivers the tools they need to enhance children's learning with media and to explore new topics together in home and school settings and afterschool programs.[9]

Over **16 million** users access PBS KIDS content each month.[4]

In one year, Ready To Learn-funded videos were streamed by children and caregivers **1.8 billion** times.[5]

On average, nearly **40 million** games were played on the website and over **39 million** games were played on the PBS KIDS Games app each month.[5]

How children's media support learning

Research shows that certain media features help promote sustained engagement, which is important for fostering children's learning from media. For example:

- **interactive elements** help maintain children's attention and empower them as active participants;[10]

- **repetition and familiarity** reinforce concepts and increase comprehension;[11] and

- **endearing characters** help children relate to the content.[12]

Adult engagement extends learning

Children learn more from educational videos and games when they watch or play with a parent or other adult.[13] When children and grown-ups watch and play together, sharing observations and questions, children can more readily draw connections between the media and their own experiences.[14] These conversations also spark ideas for activities, such as pretend play or crafts, to extend learning beyond the media.[15] In addition, research shows that media can help boost parents' confidence to teach their children new concepts.[16]

pbskidsforparents.org

PBS KIDS provides resources, activities, and tips to help parents use media to support their children's learning.

Find more resources at pbslearningmedia.org.

Explore more research evidence for how PBS KIDS resources support [literacy learning] and [STEM learning].

Sources

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