



\*\*\*\*\*  
**EFFECTS OF "EXCESSIVE" USE OF DIGITAL MEDIA EXPOSURE:  
BASIS FOR ENHANCED PBL IN ECE**

**Dr. Precious Naj Culla-Alcantara**

preciousnaj.alcantara@ub.edu.ph

ORCID Number: 0009-0003-3882-4996

**Ms. Gladys A. Gonzales**

ORCID Number: 0009-0003-5538-9340

**ABSTRACT**

This study investigates the effects of excessive digital media exposure on early childhood development, focusing on children aged 3 to 6 in selected public and private schools in Lipa City, Batangas. Recognizing the increasing digital presence in children's lives, the research explores the impact of screen time on cognitive, language, and social-emotional development. It examines how educators balance screen usage with traditional play-based learning. The research revealed that a balanced approach integrating screen time and physical play is vital for fostering optimal developmental outcomes. Educators emphasized the importance of adult supervision and co-viewing strategies to ensure that screen time remains constructive and that playtime supports creativity, problem-solving, and social engagement. The study also highlighted that public school children, though benefiting from more social interaction during group play, had less unstructured playtime compared to their private school counterparts. Using a quantitative approach through survey questionnaires, the study finds mixed views on digital media's cognitive benefits, while noting general agreement on its positive influence on language development when used appropriately. However, concerns

\*\*\*\*\*

**Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

**Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

February 2026

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
persist regarding its potential to hinder social-emotional growth and unstructured play. The findings indicated the need for a balanced integration of screen time and playtime, advocating for informed strategies by parents, educators, and policymakers to support optimal child development in the digital age.

**Keywords:** *Digital media exposure, Cognitive development, Language development, Social-emotional development, Play-based learning (PBL), Early childhood education (ECE), Developmental outcomes, Teacher strategies*



\*\*\*\*\*

## Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*