

Dragon Tales was developed to help children 2 - 6 years old learn how to solve problems and meet challenges in their own lives. This included: developing and maintaining relationships, coping with fears, and physical challenges like learning new skills (e.g., learning to ride a bicycle). The characters demonstrated ways to solve problems that were relevant to young kid's lives. The main characters, Max & Emmy, existed in a magical world where dragons are their friends and they help them solve daily problems and challenges they face. In an effort to explore and teach social development and relationship building the show introduced a storyline with a character that was in a wheelchair. Sesame Workshop was interested in understanding what young children already understood about physical disabilities and how Dragon Tales could contribute to teaching this.



Research Questions

Do children understand what it means to have a physical disability?

At what age do physical limitations become apparent for children?

Can lessons of empathy, social skills, and collaboration be taught through watching Dragon Tales?

Research Methods (for all IPs)

Field research to test animations, characters, songs, games

Usability testing with children, parents, community leaders

Develop sample prototypes of show so participants can view current themes

Coding behavior from viewing sessions

Consult and create summary reports on next phases in research

My Role (for all Sesame Workshop projects)

Usability testing

Coding of behavior after video-watching sessions

Child interviews

Survey Development

Data analysis