BFF? The Media as Teens’ Best Friend Forever: How Media Impacts Teens’ Thinking, Culture and Expectations

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Healthy Marriage Meeting
June 17-19, 2008
Content Creation
Going Mobile

Can now access and send information from practically anywhere
A Day in the Life of a Teen

1994

- Video Game: 12
- TV: 9
- Print: 3
- Video/DVD/Movies: 6
- Audio: 6
- Recreational Computer: 6

2004

- Video Game: 12
- TV: 9
- Print: 3
- Video/DVD/Movies: 6
- Audio: 6
- Recreational Computer: 6

The National Campaign to Prevent Teen and Unplanned Pregnancy

TheNationalCampaign.org • TeenPregnancy.org • StayTeen.org
Homes Across America

A typical teen home has
3 TV sets,
3 video players,
3 radios,
3 MP3 players,
2 video game consoles,
1 personal computer

2/3 of kids age 8-18
have TV in their bedrooms
Generation Media

93% of teens between 12 and 17 use the Internet and 55% of those use social networking sites.
Media Effects

More sexual behavior depicted in media than health info or consequences

3/4 of teens wish media showed more about consequences of sex
Embedded Messages

Episodes of *Friends* and *ER* increased contraceptive and STI awareness
Public Service Announcements

PSAs are effective, but the majority air between midnight and 6 am
Interactive Media