Teen and Media by the Numbers: Using Media To Encourage Positive Behavior

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EVERYDAY, TEENS USES VARIOUS FORMS OF THE MEDIA

- Reading the newspaper
- Looking at television
- Using the computer
- Talking on the phone or
- Listening to the radio are all uses of media.
WHAT ARE SOME OF THE FACTS?
Certain types of media can negatively affect the lives of teen.

- School
- Stereotypes
- Violence
- Sex
- Advertising and Commercials
- Health
  - Obesity
  - Nutrition
  - Smoking
  - Alcohol use
One research study shows that different forms of media can have different effects on schoolwork. Third graders who had TVs in their bedrooms did worse on their schoolwork than their peers who did not have TVs in their bedroom. Third graders with computers in their bedrooms did better than their peers without computers in their bedrooms. Even though this study was done with third graders, the results can apply to older kids as well. (Academic performance, Common Sense Media, Accessed July 2007).
A study of more than 10,000 people found that the risk of becoming an obese adult increased by seven per cent for every hour of TV watched at weekends at the age of five.
STEROTYPES

- Many teens want to be like the characters they see on TV. Also, some forms of media do not show the real diversity of the world. According to Common Sense Media, 74 percent of the characters on TV are Caucasian, and 64 percent of video game characters are males. These statistics show how the media portrays the world inaccurately.
The overwhelming pressure to be thin in our society can lead young boys and girls to:

- Be dissatisfied with their own bodies
- Have low self-esteem
- Misuse diet or body-building products
- Experience eating disorders such as anorexia, bulimia and binge-purge eating
The media teaches youth that violence is acceptable. For example, in a video game, the way to beat an opponent is to punch, kick or knock him out. In some video games, you might even kill your opponent. Similarly, sometimes in movies, the good guy wins when he violently defeats his enemy. Situations like these teach youth that violence is an acceptable way to win, even though we know that this is not true.
A study done by the RAND Corporation shows that teens are twice as likely to have sex or engage in sexual acts if they see similar sexual behavior in the media. Many objects in the media that involve sex target teens. Reality TV shows and teen dramas often portray the "cool kids" as the ones who are having sex. This message reaches teens.
OUR PRESENTERS

- Will discuss further, how teens are influenced by the media.
- Discuss how MEDIA can be transformed from a negative to a positive tool to promote positive youth behaviors.
- LET’S HEAR FROM OUR PRESENTERS