

# Media and Children

Charles Kantrow M.D.



**Ochsner**<sup>TM</sup>  
Children's Health Center

# Objectives

- Understand current media exposure
  - How it is evolving
- What the research says
- Review current issues most cited
- What is Media Literacy
- Is there an answer
- What does the Pediatric world think?

# Essence of Media

- Carefully designed with a purpose in mind
  - Driven by Market forces and Political Agendas
  - Some Good
    - Cartoons/ Comics- may provide insight into society
    - Positive Role models
    - Culture- Music
    - Educational Programs-Sesame Street
  - Some Potentially harmful

# Media Types

- Television
- Video
- Games
- Computers
- Phones
- PDA
- IPOD
- Radio
- Magazine
- Newspaper

# Media in the Home

- 1999

- 99% TV in home
- 50% 3 or more TVs
- 78% cable/satellite
- TVs in bedroom
  - 65% 8-18 yo
  - 43% 4-6 yo
  - 30% 0-3 yo
- 73% Computers
- 47% Internet connection

- Rideout VJ, Vanderwater EA, Wartella EA. Zero to Six, Electronic Media in the lives of Infants Toddlers and Preschoolers. Kaiser Foundation. Menlo Park, Ca. Fall 2003

- 2004

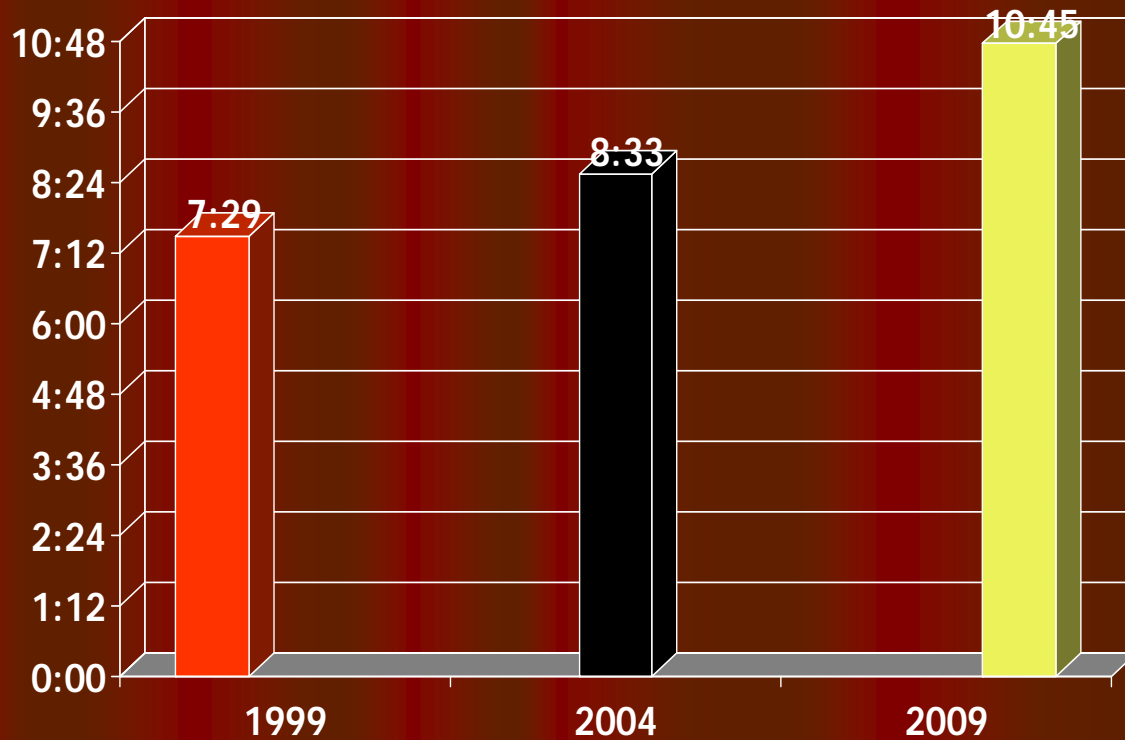
- 99% TV in home
- 74% 3 or more TVs
- 84% cable/satellite
- TVs in bedroom
  - 68% 8-18 yo
- 86% Computers
- 74% Internet connection

- Roberts DF, Foehr UG, Rideout V. Generation M: Media in the lives of 8-18 year-olds-Report. Kaiser Foundation. Menlo Park, Ca. March 2005

# Media Exposure

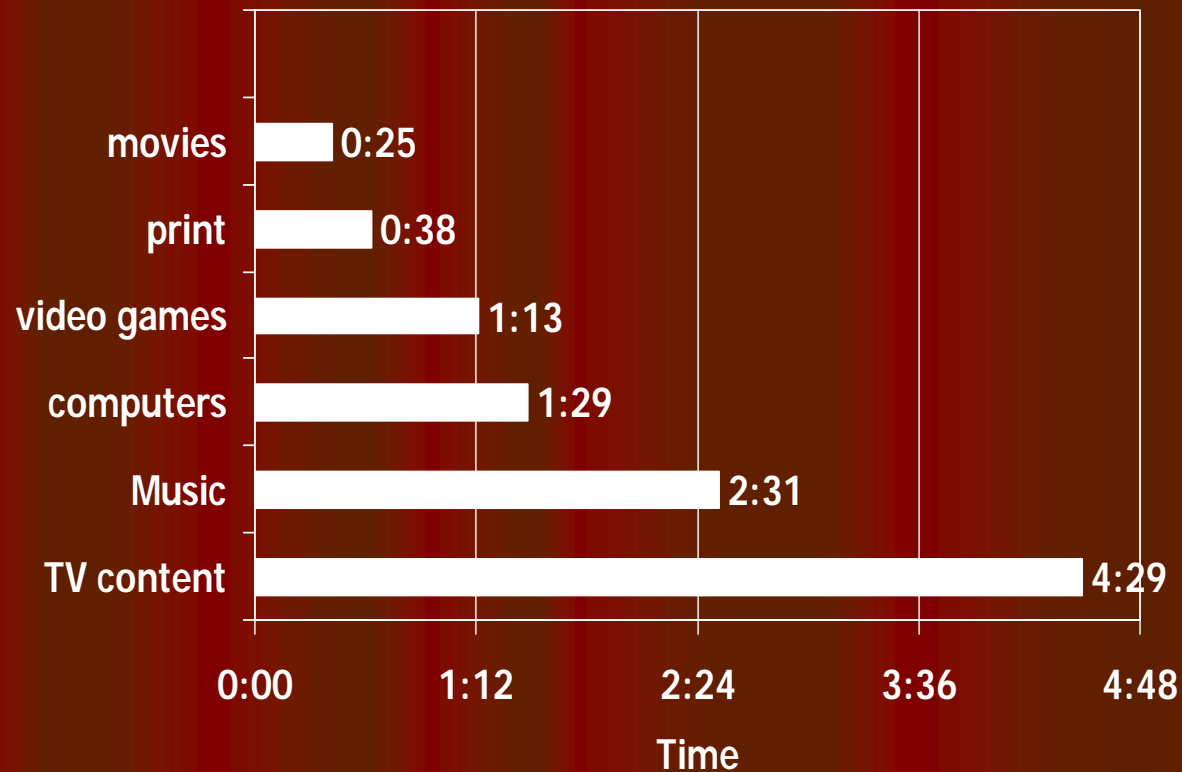
- 65% of homes have a TV on at least 50% of the time
- 0-6 yo watched 2-2.5 hours of TV/day
- Adolescents watch 3-4 hrs/day and 6 hours of media total/day
  - Rideout VJ, Vanderwater EA, Wartella EA. Zero to Six, Electronic Media in the lives of Infants Toddlers and Preschoolers. Kaiser Foundation. Menlo Park, Ca. Fall 2003
- 51% of homes with TV on at least 60% at of the time
- Spend 6.5 hours/day on media
  - Exposed to 8.5 hours of media messages due to children multitasking
  - Roberts DF, Foehr UG, Rideout V. Generation M: Media in the lives of 8-18 year-olds-Report. Kaiser Foundation. Menlo Park, Ca. March 2005

# Then and Now Daily Media Exposure



- Kaiser Family Foundation, Generation M2: Media in the lives of 8 to 18 year-olds, 2010

# Media Use by Type in 1 day (8-18 yo)

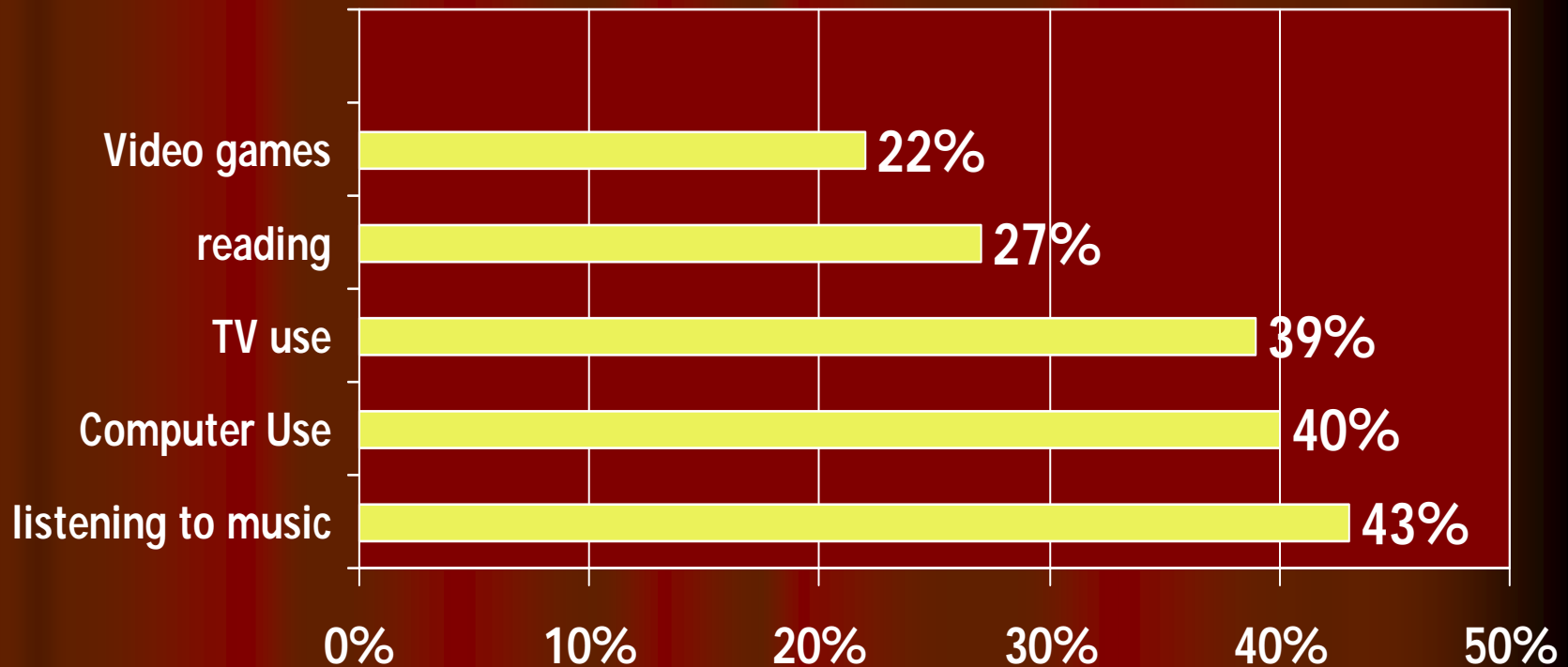


● Kaiser Family Foundation, Generation M2: Media in the lives of 8 to 18 year- olds, 2010

# Multitasking

- While watching TV or video games 45% multitask
- While reading, net surfing, computer games nearly 66% multitask
- Girls > Boys
- In 1 week 81% of youth spend some portion of their media time multitasking
- 61% of children use media “some or most” of the time while doing homework
  - Foehr, E, Media Multitasking among American youth, Dec 2006

# 12-18 yo -Percent Who Multitasked



● Kaiser Family Foundation, Generation M2: Media in the lives of 8 to 18 year- olds, 2010

# House Rules in 2004

- 46% of homes have rules of some kind
  - 36% have rules regarding homework and chores
  - 14% have rules about amount of TV time
  - 13% have rules about TV content
- Roberts DF, Foehr UG, Rideout V. Generation M: Media in the lives of 8-18 year-olds-Report. Menlo Park, Ca. Kaiser Foundation. March 2005

# Media Exposure

- Unavoidable? Excessive?
  - Child 2-7 yo. – 13,904 ads/year
    - 106 hours/year
  - Child 8-12 yo. – 30,155 ads / year
    - 230 hours/year
  - Child 13-17 yo. – 28,655 ads /year
    - 217 hours/year
  
- Gantz,W , et al Food for Thought: Television Food Advertising for Children in the United States, March 2007

# Why Kids?

- Children < 12 yo. spent 35 billion in 2004
  - Influenced more than 200 billion of household spending
- Teens spend 155 billion/year
- Now infants and their parents ?

● AAP, Committee on Communications. Children, Adolescents, and Advertising. Pediatrics. 2006;118;2563-2569

# Infants and Toddlers

- Marketing is directing products to younger viewers via their parents.
  - Lack of any positive effects
  - May be harmful
  - Guilt effect ?

# Videos

- Made for children 1-18 months of age
- No data to support their use. New data suggesting issues.
- Parents who did not want their child to miss out on any opportunities and no work on their part
- Free babysitter ?
  - No harm no foul ?
- Disney Recall....

# Television

- Directed at toddlers
- Benefits not shown
- Possible speech/  
language delays

# Child Facts

- Infants and toddlers less than 2 yo need real live parents/caregiver exposure.
- Children less than 8 yo are Psychologically defenseless against advertising.
- Adolescents due to late maturation of their forebrain and hormonal effects are susceptible at times of stress to impulsive behavior and are suggestible

# Media limits

- The Children's Television Act of 1990- requires 3 hours of educational programming/week for 2-16 yo viewers with only 10.5-12 min of commercials/ hour allowed.
  - Now children, preteen and teen tv

# Commonly Sited Issues

- Exposure to Violence
- Promoting Substance Use and Abuse
- Effect on Diet and Activity level
- Body Images
- Promoting Sexual Promiscuity

# Critical Viewing

- Who made the message?
- What is the message?
- How do they get your attention?
- What lifestyles, values, and point of view do they use?
- How might different people interpret this?
- What is omitted?

# Violence

- What is it?

# Violence

- Consensus by experts and studies spanning 40 years show children exposed to violence on TV and video games display increased violent and aggressive behavior later in life.
- 2000 FTC investigation found that violent video games, music, and movies were intentionally marketed to children and adolescents.

# Exposure to Violence TV and Movies

- 61% of all programs show some form of violence
- 43% of violent scenes contain humor
- 75% of violent acts show no harmful consequences to the perpetrator
- 44% of the perpetrators were depicted as attractive
  - 80% in violent videos

● Federman J. National Violence Television study. Thousand Oaks- 1997.

# Violence

- By age 18 years the average child will have seen 200,000 acts of violence and 40,000 murders
- Hudson,AC. et al. Big world, small screen: The role of television in American society.Lincoln, NE: University of Nebraska Press.1992

# Conclusions on Violence

- 1972- Surgeon General- Near Unanimous evidence
- 1980's National Institute of Health- report
- 2000- Joint statement medical academies
- 2000- FBI- school shooting impacted
- 2003 Expert report- media leads to violence
- 2007- FTC- exposure leads to aggressive behavior

# American Academy of Pediatrics Policy 2009

- Ask more in visits
- Inform Parents
- Teach about media Literacy
- Advocate for change

# Substance Use and Abuse

- Alcohol
- Tobacco
- Drugs

# Media and Substance Use

- 1997- Alcohol, Smoking and Drug use
  - 70% of prime time TV
  - 38/40 of the top grossing movies
  - 50% of movie videos
- 133 movies released in 1997- 77% depicted tobacco use
- For every "Just Say No" message there were 25-50 beer and wine commercials
  - Gerbner G, Ozyegin N. Alcohol, Tobacco, and Illicit Drugs in entertainment Television, Commercials, News, Reality shows, Movies, and Music Channels. Report from Robert Wood Johnson Foundation, Princeton, NJ, March 20, 1997.

# Spending

- Tobacco industry spends \$30 million/day
  - \$11.2 billion/year on advertising and promotions
  - Alcohol and tobacco together spend 16.9 billion/year
    - Federal Trade Commission. Cigarette Report for 2001
- Studies estimate that more than 1/3 of all adolescent smoking is attributable to tobacco advertising exposure

- Pierce JP, Choi WS, Gilpin EA, Farkas AJ, Berry CC. Industry promotion of cigarettes and adolescent smoking. JAMA. 1998;279;511-515

# Substance Use

- Advertising directed at children and teens
  - Budweiser frogs, horses
  - Young appearing and acting users of alcohol
- Media does not tell of the dangers of smoking and drinking
- Youth view more than 2000 beer and wine commercials/year
  - Most with sports broadcasts
  - Strasburger VC. Children, Adolescents, and the media. *Curr Probl Pediatr Adolesc Health Care*. 2004;34:54-113

# Substance Use

- Adolescent drinkers were more likely to have been exposed to alcohol advertising
- More advertising leads to more drinking
  - Snyder LB, Milici FF, et al. Effects of alcohol advertising exposure on drinking among youth. Arch Pediatr Adolesc Med. 2006 Jan;160(1):18-24
- Children make decisions about alcohol at early age- likely grade school
- Adolescents more susceptible

# Obesity

- Multifactorial

# Diet

- Obesity appears to be associated with increasing amounts of TV viewing
- Children eat more while watching TV
- Ads promote high fat and high sugar containing products
  - Fast food chains spend \$2.5 billion/yr for ads aimed at children
    - 1/3 with tie in to movies popular with children
  - Food product advertising spend another 2 billion/year
    - Taras HL, Gage M. Advertised foods on childrens Television. Arch Pediatr Adolesc Med. 1995;149:649-652
- More TV viewing= less exercise

# Diet

- “ Television advertising influences the food preferences, purchase requests, and diets, at least of children under age 12 years, and is associated with the increased rates of obesity among children and youth”
  - IOM expert committee, 2006
- Great Britain banned ads for high fat, salt, or sugar foods in programming for kids <16 yo. They also prohibited the use of premiums or children’s characters in food ads for kids

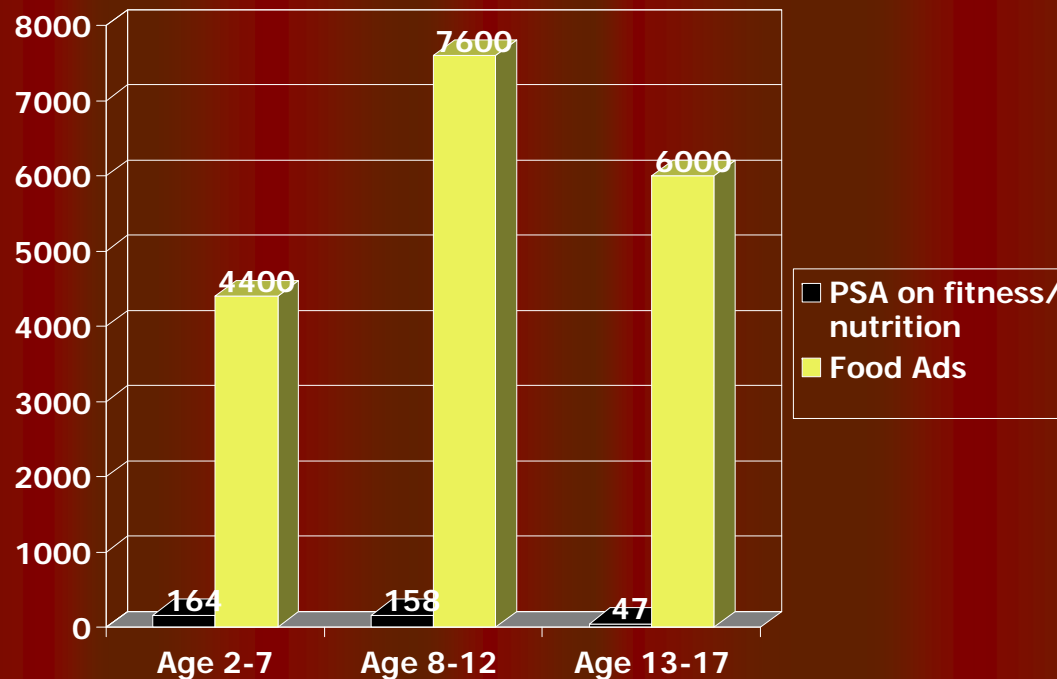
# Diet

- Dec. 2006-ten of top food co.s in US announced a new "Children's Food and Beverage Advertising Initiative"
  - Plan for 50% of ads for "healthier" foods or messages to push "fitness or nutrition"

# Food Ads

- For children's shows 50% of ad time is for food
  - 25-33% of all ads seen for food
  - 2% for healthy food
  - 5% for pep or energy
  - Types of foods
    - 34% for candy and snacks
    - 28% for cereal
    - 10% fast foods
  - 19% offer premium
  - 11% use children's TV or movie character
    - Gantz, W , et al Food for Thought: Television Food Advertising for Children in the United States, March 2007

# Ads per year for ages



SOURCE: Kaiser Family Foundation, *Food for Thought: Television Food Advertising to Children in the United States*, March 2007.

# Body Image

Has the pendulum swung?

# Body Image

- Media promotes unrealistic images of “normal”-  
TV, Films and Magazines lead the way
  - Special effects used
- Girls of all ages worry about their appearance  
and media exposure leads to changes in eating  
behavior
  - Monro FJ, Huon GF. Eat Behav, 2006 Nov:7(4): 375-83
- Boys more likely to use supplements to improve  
body shape
  - Field AE, Austin SB, et al. Exposure to mass media, body shape  
concerns, and use of supplements to improve weight and  
shape among male and female adolescents. Pediatrics. 2005  
aug;116(2):e214-220

# Body Statistics

- 1 in 20 women are tall
  - 1 in 500 of tall women have large breasts
- Odds of being tall, lean and large breasts is 1 in 10,000
- Models are 23% thinner than the general population of same height and build

# Stereotypes

- Used routinely in Ads and Sitcoms
- Male Image- dominant, powerful
- Female Image- submissive and sexual
- Media routinely attacks positive images as means of attracting youth
  - Promoting rebellion

Sex

# Sex and Media

- Increasing number of images in the media with sexual content. Sex sells
- Adolescents viewing- 83% has sexual content
  - 20% explicitly or implicitly depicts couples engaging in sexual intercourse
- 70% of all television viewing has sexual content.
  - Kunkel D, Keren E, et al. Sex on TV. Kaiser Foundation, Menlo Park, Ca. Nov. 2005

# Sex implications

- Shows with sexual content who referenced risks and responsibilities
  - 14% of all shows
  - 11% of prime time shows
  - 10% of teen programming
    - Kaiser Family Foundation, *Sex on TV 4*, November 2005

# Sexual Media Exposure

- Adolescents who view
  - Over estimate frequency of some sexual behaviors
  - Have a more permissive attitude toward premarital sex
  - Recent studies seem to suggest earlier onset of sexual activities
    - Escobar-Chaves, S, Pediatrics vol. 116, no. 1 July 2005

# Sexual Media Exposure

- Other possible consequences
  - Lack of knowledge of consequences
    - Risks and results of sex not shown
  - Source of sex ed changing?
    - Teachers, school nurses, and classes at school-40%
    - Media 30%
      - 1996 Kaiser foundation Survey on Teens and Sex

Well....What can we do?

# AAP Recommendations for Media Use in Children

- Limit total media time to no more than 1-2 hours/day of quality programming
- Discourage TV viewing in children less than 2 years of age
- Encourage alternate entertainment for children (reading, interactive play, etc.)
- In 2004 Kaiser survey only 6% of parents surveyed knew of these recommendations

# Guidance for Parents

- Follow AAP guidelines
- Be aware of your child's choices and their ratings
- Plan the week of viewing
  - Turn off TV if not being viewed
- Watch age appropriate shows with your child
  - Encourage critical viewing... Ask WHY??!!
    - OFTEN AND EARLY
- No media during meals
- Do not use media as a babysitter
- Be a role model
- No media in the child's bedroom

# Critical Viewing "Media Literacy"

- Must learn to " deconstruct" what is seen.
- Questions to ask- Big 6
  - Who made the message?
  - What is the message?
  - How do they get your attention?
  - What lifestyles, values, and point of view do they use?
  - How might different people interpret this?
  - What is omitted?

# Teaching Critical Viewing

- Does not have to be high tech
- If desired courses are available
- Ask the basic 6 questions
- Different people will view and dissect what they do differently
- Give the children the tools and let them use them—Schools?

# Media in the Well Child Visit

- How much TV, videos, video games, movies and computer use per day ?
- Where are the TV, computer, and video games located?
- What do they watch?...What are the ratings?
- What are the house rules ?
- Who does the child watch TV with ?

# DRABBLE



# Review Articles

- Strasburger VC, Donnerstein E. Children, Adolescents, and the Media: Issues and Solutions. *Pediatrics* Jan 99;103(1): 129-139
- Committee on Communications. Children, Adolescents, and Advertising. *Pediatrics* 2006; 118: 2563-2569
- Derenne JL, Beresin EV. Body image, media, and eating disorders. *Acad Psychiatry*. 2006 May-Jun;30(3):257-61

# Links

- [www.aap.org/advocacy/mmcamp.htm](http://www.aap.org/advocacy/mmcamp.htm)
- [www.aacap.org/](http://www.aacap.org/)