

teenagers

Research on violent television and films, video games, and music reveals unequivocal evidence that media violence increases the likelihood of aggressive and violent behavior in both immediate and long-term contexts. The effects appear larger for milder than for more severe forms of aggression, but the effects on severe forms of violence are also substantial ($r = .13$ to $.32$) when compared with effects of other violence risk factors or medical effects deemed important by the medical community (e.g., effect of aspirin on heart attacks). The research base is large; diverse in methods, samples, and media genres; and consistent in overall findings. The evidence is clearest within the most extensively researched domain, television and film violence. The growing body of video-game research yields essentially the same conclusions.



information

E-mail:

media@media.com

Media Influence on Teenagers



media influence

Adolescents are active consumers of messages broadcast on radio and television, printed in magazines, distributed on the Internet, and presented in video games. As technology has advanced, access to these varying types of media has become common in U.S. households: 98% have at least one television, 70% have more than one television, 70% have cable, and 51% of households with children have a computer (Paik, 2001). Wireless resources such as radio/CD headsets, handheld televisions, portable video game players, and internet access via cellular phones add to the numerous sources of media access. In addition, VCR usage allowing repetitive viewing of movies and access to age-restricted movies must be taken into consideration when studying media access. With each additional source of access, popular media may replace more worthwhile activities (Gerbner, Gross, Morgan, & Signoriello, 1986). Further, adolescents appear to be using media in an isolated manner: more adolescents seem to have media available in their private bedrooms (Larson, 1995).

