

MEDIA

(Josh McDowell research 2006 to present)

A CONTENT ANALYSIS OF CHILDREN'S TELEVISION"

"The results were staggering. In the 443.5 hours of children's programming analyzed by the PTC there were 3488 instances of violence – an average of 7.86 violent incidents per hour. Even when the innocent, 'cartoony' violence most of us grew-up with (*e.g.* an anvil falling on Wile E. Coyote's head) is extracted, there were still 2794 instances of violence for an average of 6.30 violent incidents per hour. To put this figure in perspective, consider that in 2002 the six broadcast networks combined averaged only 4.71 instances of violence per hour of prime time programming.* Thus there is more violence aimed directly at young children than at adults on television today."

(* PTC Special Report *TV Bloodbath: Violence on Prime Time Network TV*)

"But it is not only violence that is present in today's programming for children. Sexual innuendo is present. Adult language is present. Trash talking, bullying, and disrespect are present. In its analysis of children's television the PTC also found:"

- "858 incidents of verbal aggression (*e.g.* abusive yelling, mean-spirited insults and put-downs) for an average of 1.93 instances per hour"
- "250 incidents of offensive language (such as excretory references or euphemisms for obscene language) for an average of 0.56 instances per hour"
- "595 incidents of disruptive, disrespectful or otherwise problematic attitudes and behaviors for an average of 1.34 instances per hour"
- "275 incidents of sexual content for an average of 0.62 instances per hour"

"Looking at the individual networks:"

- "Although the Cartoon Network had the highest total number of violent incidents, the ABC Family Channel turned out to pack the most punch-per-program, with 318 instances of violence (only 11 of these could be considered 'cartoon' violence) for an average of 10.96 violent incidents per episode."
- "The Disney Channel had the least-violent children's programming (0.95 incidents per episode)."
- "The WB had the highest levels of offensive language, verbal abuse, sexual content and offensive/excretory references."
- "Fox had the lowest frequency of this content."

(Kristen Fyfe, "A Content Analysis of Children's Television," Parent & Teen Universities CULTURE UPDATE, e-mail sent to Ryan Busboom from Danny Holland on April 7, 2006, see also <http://www.parentstv.org/PTC/publications/reports/childrenstudy/main.asp>)

"ADS, ADS, ADS"

"It's not easy being a consumer. Current estimates indicate the average urban dweller is exposed to between 3,000 and 5,000 advertising messages every day. That means, settling on the middle number, that every waking hour you're presented with an ad every 14.4 seconds. That's 14.4 seconds of every minute of every day you're alive. The frequency of this advertising barrage has doubled in the past 30 years." (Search Insider 10/11/07)

("Ads, Ads, Ads," from The Foster Letter – Religious Market Update, October 25, 2007, p3, www.GaryDFoster.com)

"BRITNEY SPEARS: 'I TRULY HIT ROCK BOTTOM'"

"A lot of insecurities from when I was little are coming up again,' she writes. 'It is like we are never good enough.'"

("Britney Spears: 'I truly hit rock bottom,'" CNN, May 2007, www.cnn.entertainment.com)

"COLLEGIATE ONLINE"

"43% of college students go online at least 10 hours a week, while 31% spend 6 to 10 hours a week online and 19% visit the Web for 3 to 5 hours a week, finds a recent Experience study. By contrast, just 17% watch TV more than 10 hours a week, and a mere 1% spend 10 hours a week reading magazines or newspapers. 40% said they're most likely to respond to an ad laced with humor, but 28% said they like fact-based ads. (Media Post 7/21/06)"

(Gary D. Foster, "Religious Market Update," August 10, 2006, p1)

"FOCUS ON THE FAMILY"

Q: "Why do Focus on the Family's *Plugged In* magazine and Web site review R-rated movies? Doesn't the rating already convey everything any parent, youth leader or teen needs to know?"

A: "According to a Gallup Youth Survey, 49 percent of American teens viewed an R-rated movie in the past month. Furthermore, a national study of youth and religion found that nearly one in five teens from 13 to 17 who claimed their religious belief to be "extremely important" in shaping how they behave said most or all of the films they viewed were R-rated. Our poll of *Plugged In* readers indicated that a whopping 70 percent watch restricted movies. Because R films are increasingly targeting teenagers, our *Plugged In* analysis arms parents with two things."

(Waliszewski, Bob, "From Bob Waliszewski," *Plugged In – Focus on the Family*, (October, 2006): 29)

“GEN Y”

“**Gen Y** (ages 18-26) averages 12.2 hours online each week, 28% more than their Gen-X (ages 27-40) counterparts finds a new Forrester Research study. Gen Y-ers also clearly dominate social networking sites, and are more likely to stream or download video and movies, use voice-over-Internet protocol, sign up for online personals, engage in online gaming and gambling, and listen to Podcasts. They are 3 times as likely as Gen X-ers to use social networking, twice as likely to visit blogs and 50% more likely to send instant messages. Seniors (62 and older) are more likely than boomers to receive photos via e-mail, and lead every other cohort in checking stocks online. (Online Media Daily 8/1/06)”

(Gary D. Foster, “Religious Market Update,” August 10, 2006, p3)

“HOME SECURITY: TAKE ACTION TO PROTECT YOUR FAMILY”

- “According to research by the National Council on Problem Gambling, 8 million to 10 million Americans struggle with gambling in any one given year, and the number is rising.”
- “A recent Annenberg Foundation study found that almost 600,000 youth (14-22) gamble on the Internet weekly.”
- One in five young Internet users receive unwanted sexual solicitations in a year.”
- “25 percent of these solicitations were described as upsetting or frightening. Youth users only reported about half of the incidents.”
- “Most of the families with youth using the Internet regularly do not use filtering or blocking software.”

(Earll, Carrie Gordon “Home Security: Take Action to Protect Your Family,” *Plugged In – Focus on the Family* (October, 2006): 8-9)

“HOTEL ROOM PORN”

“Some estimate adult movies are available in 40% of U.S. hotels, representing more than 1.5 million rooms. Industry analysts suggest these movies generate 60% to 80% of total in-room entertainment revenue, hundreds of millions of dollars a year.”

(*The Foster Letter: Religious Market Update*, Gary D. Foster Consulting, September 10, 2006 [PWB 8/25/06]: 4.)

“INTERNET ADDICTION”

“Internet addiction has now become a quantifiable problem affecting 1 in 8 U.S. adults finds a Stanford University School of Medicine study. 68.9% regularly use the Web, and 13.7% say it’s hard to stay offline for several days at a time. 12.4% stay online longer than they intend and 8.7% try to conceal ‘nonessential’ Internet use from family, friends, and employers. Another 8.2% use it to escape problems or a bad mood, while 5.9% feel their relationships suffer because of Web use. 5% to 10% of the population will experience Internet addiction.”

(Reuters, *Online Media Dailey* 10/18/06)

“KIDS CALLING”

“Every cell-phone owner can recall a time when a mobile in hand was more than welcome—not for chatting, but for summoning the highway patrol or letting the boss know you were stuck in traffic. In some cases, the phone was literally a life-saver. By now, about 80 percent of adults are more-or-less-satisfied users. And there’s the rub: The adult market is maxed out, and teenagers are not far behind. That leaves children. Mothers, wouldn’t you like to watch your fourth-grader leave for school with her own My Scene Barbie Phone tucked away in her backpack, knowing that in an emergency, you’re only one button away?”

“The fastest-growing group of new users: 6 million customers between 10 and 14 years old. Their little brothers and sisters are dialing up, too: an estimated 500,000 5- to 9-year-olds. Firefly Mobile specializes in models for the preteen set, offering kid-friendly services like one-button dialing, prepaid minutes, and animated screens. They may be a little pricey, but worth it: ‘It gives kids a higher level of confidence,’ claims Robin Abrams, chief executive at Firefly.”

“But no so fast. Kids who are perpetually attached to their parents may be missing opportunities to develop confidence on their own. Real confidence—the kind that builds slowly over time, made up of hundreds of small goals met and short-range plans carried through. College students who can’t wait to leave home find themselves still tied by satellite apron strings, calling their parents whenever their debit card is refused or the milk goes sour. Communication goes both ways: It’s not uncommon for young women to hear from their mothers several times a day.”

“Bernardo Carlucci, professor of psychology at the University of Indiana Southeast, suspects that habitual cell-phone use may keep young adults from developing abilities that once were taken for granted. ‘The first thing students do when they walk out the door of my classroom is flip open the cell phone. Ninety-five percent of the conversations go like this: ‘I just got out of class; I’ll see you in the library in five minutes.’ They’re failing to exercise the prefrontal cortex, the executive branch of the brain, where plans are made. With the mobile always near, why plan?”

Cell-phone usage is still too new to predict all unintended consequences. Until then, it might be wise to hold off buying one for your 5-year-old.”

(Janie B. Cheaney, “Kids Calling,” *World* (November 18, 2006): 15.)

“MEDIA MAY PROMPT TEEN SEX”

“The results showed that exposure to sexual content at ages 12-14 increased the risk of early teen sex among white teenagers even after taking into account other factors known to reduce the likelihood of teen sex, such as parental disapproval of teen sex and getting good grades. In fact, each increase in grouping of sexual content media exposure increased the risk of teen sex by 30 percent.”

“Researchers found that white teens with the highest level of sexual content exposure were 120 percent or 2.2 times more likely to have initiated sexual intercourse than those with the lowest levels of exposure to sexual content in the media.”

“Although the study showed that one of the biggest risk factors for early teen sex was the perception that a teen’s friends were having sex, researchers say one of the strongest protective factors was parental attitudes about sex.”

“Both black and white teenagers were less likely to have sexual intercourse by the time they were 16 if they reported that their parents did not approve of them having sex at this age.”

“Researchers say the results show that while sexual images in the media may influence teen sex, clear communication about sex between parents and their children can also have a major impact on teen sex.”

(Jennifer Warner, “Media May Prompt Teen Sex,” CBSNews.com, April 2006, www.cbsnews.com/stories/2006/04/03/health/webmd/printable1464262.shtml)

“MOMS SEARCH TO SHOP”

89% of U.S. moms use the Internet at least twice a day, and 90% have been using it for more than 7 years. 86% say search engines are the most efficient way to find info, claims a Microsoft and ROI Research study. 70% use search engines to gather info before making any online purchase. 57% use them to gather info before making any offline purchase, and 64% do so to find out where to purchase products offline.” (Center for Media Research Brief, 8/27/07)

(“Moms Search to Shop,” from The Foster Letter – Religious Market Update, October 10, 2007, www.GaryDFoster.com)

“ONLINE GENERATIONAL DIFFERENCES”

“According to Forrester, almost 40% of Gen Y ‘likes to research products online and purchase them offline,’ compared to 39% of Gen-Xers, 30% of Younger Boomers (ages 41-50) and less than 25% of Older Boomers (ages 51-61). In ’05 Gen X households accounted for over 1/3 of all online purchases vs. Younger Boomers at 1/4, Older Boomers 1/5, and Gen Y at 1/10 of the total. (Online Media Daily 8/1/06)”

(Gary D. Foster, “Religious Market Update,” August 10, 2006, p4)

“PORN PROBLEM”

“A Proven Men study finds 3 out of every 5 Christian men have sought some form of pornography. In another recent survey cited by author Christine Gardner, 33% of pastors and 36% of laity admit to visiting a sexually explicit website. Porn habits, once a predominately male problem, have increasingly ensnared women, particularly through explicit chat rooms.”

(BuildingChurchLeaders.com, 3/1/07)

“SEX-LADEN LYRICS IMPACT TEENS”

“A recent Rand Corp. study states, ‘Reducing the amount of degrading sexual content in popular music or reducing young people’s exposure to music with this type of content could help delay the onset of sexual behavior.’ Simply put: stop listening to sexually suggestive lyrics and you decrease the likelihood that a teen will engage in premarital sex. The study found songs depicting men as: sex-driven studs, women as sex objects and with explicit reference to sex acts are more likely to trigger early sexual behavior than those where sexual referenced are more veiled and relationships appear more committed. Exposure to lots of sexual degrading music influences boys to hear they should be relentless in pursuit of women – and girls learn to view themselves as sex objects. The music lowers teens’ inhibitions and makes them less thoughtful about sexual decisions. (Agape Press 8/7/06)”

(Gary D. Foster, “Religious Market Update,” August 10, 2006, p2)

“SHORT-TERM AND LONG-TERM EFFECTS OF VIOLENT MEDIA ON AGGRESSION IN CHILDREN AND ADULTS”

“Results: Effect size estimates were combined using meta-analytic procedures. As expected, the short-term effects of violent media were greater for adults than for children whereas the long-term effects were greater for children than for adults. The results also showed that there were overall modest but significant effect sizes for exposure to media violence on aggressive behaviors, aggressive thoughts, angry feelings, arousal levels, and helping behavior.”

“Conclusions: The results are consistent with the theory that short-term effects are mostly due to the priming of existing well-encoded scripts, schemas, or beliefs, which adults have had more time to encode. In contrast, long term effects require the learning (encoding) of scripts, schemas, or beliefs. Children can encode new scripts, schemas, and beliefs via observational learning with less interference and effort than adults.”

(Brad J. Bushman, PhD; L. Rowell Huesmann, PhD, “Short-term and Long-term Effects of Violent Media on Aggression in Children and Adults,” American Medical Association, June 2006)

“TEENS ONLINE”

“More than 80% of all U.S. teens are online at least 1 hour every day, according to BurstMedia. Among teens that go online, 37.4% say they spend 3 or more hours per day online. Teen males are slightly more likely than females to spend over 3 hours a day surfing: 39.9% vs. 34.7%. While online 48.9% work on homework, 33.8% watch TV or a movie, and 40% text or talk with friends on the phone, 61% have visited a social networking site, and of those, 61% joined and created a profile. (emarketer.com 7/2/4/06)”

(Gary D. Foster, “Religious Market Update,” August 10, 2006, p3)

“TELEVISION VIEWING AND RISK OF SEXUAL INITIATION BY YOUNG ADOLESCENTS”

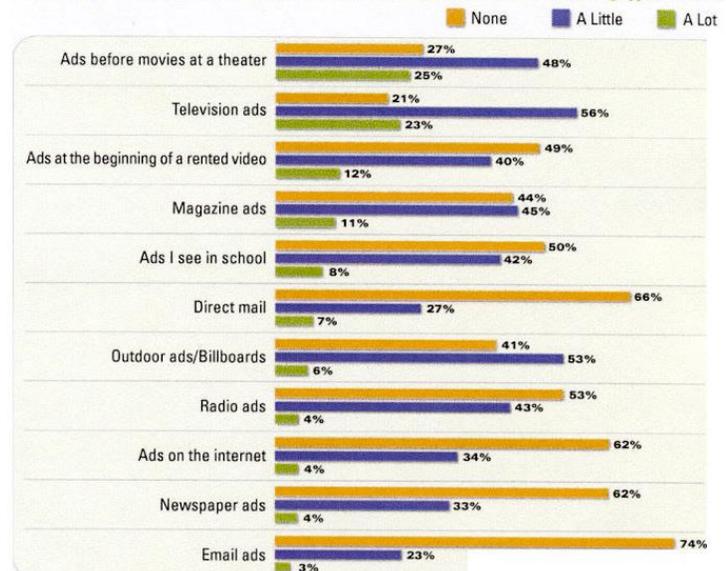
“Initiation of sexual intercourse by younger adolescents is associated with risky sexual behaviors and increases the risk of multiple partners, unwanted pregnancy, sexually transmitted infections, and pelvic inflammatory disease. Several predictors of sexual intercourse during early adolescent years have been identified. These predictors include early puberty, poor self-esteem, depression, poor academic performance, being less religious, low parental education, lack of attentive and nurturing parents, and cultural and family patterns of early sexual experience. Exposure to television is another proposed factor. Although television watching appears to be useful in predicting certain behaviors, most notably violent behavior, it is less clear whether television watching is linked to sexual behavior.”

“Survey research results demonstrate that television programming watched by adolescents contains high levels of sexual content, includes little information about sexual risks, and is an important source of information about sex for adolescents. Results of a 2005 Kaiser Family Foundation survey showed that the mean amount of television watched per day was more than 3 hours for teens aged 11 to 14 years and about 2.5 hours for those aged 15 to 18 years. Content analysis demonstrates that 70% of the programs favored by teenagers include sexual content. Moreover, adolescents aged 13 to 15 years rank entertainment media as their leading source of information about sexuality and sexual health. Almost 75% of 15- to 17-year-olds believe that sexual content on television influences the behavior of their peers ‘somewhat’ or ‘a lot.’”

(Sarah L Ashby, MD, MS; Christine M. Arcari, PhD, MPH; M. Bruce Edmonson, MD, MPH, "Television Viewing and Risk of Sexual Initiation by Young Adolescents," American Medical Association, June 2006)

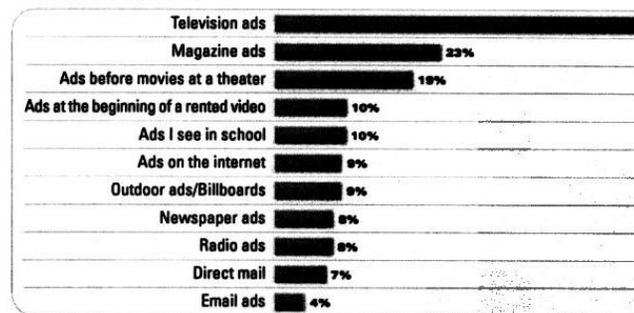
TRENDS & TUDES

Do you pay a lot of attention, a little attention or no attention to the following types of ads?



Source: Harris Interactive YouthPulse™. July 7-29, 2006; n=1,976 (8- to 21-year olds). Percentages may not add up to 100% due to rounding.

Which of the following types of advertisements influence you to buy products?
Please select all that apply.



Source: Harris Interactive YouthPulse™. July 7-29, 2006; n=1,976 (8- to 21-year olds).

“YOU TUBE”

“People around the world have spent 9,305 years on YouTube since the site’s inception. About a million videos were added to the site’s 5.1 million during August alone. Those videos take up an estimated 45 terabytes of storage—about 5,000 computers’ worth—and require several millions worth of bandwidth to transmit. 70% of YouTube’s users are American, and roughly half are under 20. Teens and 20-somethings are spending considerable time at sites like YouTube and MySpace these days.

(*The Foster Letter: Religious Market Update*, Gary D. Foster Consulting, September 10, 2006 [Wall Street Journal 9/1/06]: 3.)
