

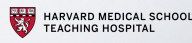


Center on Media and Child Health

• ASK THE MEDIATRICIAN •

GAINING CONNECTIVITY LOSING CONNECTEDNESS GROWING UP DIGITAL

Michael Rich, MD, MPH
Center on Media and Child Health



LEARNING?

Or falling behind?

TV STILL DOMINANT

>99% of homes have televisions

More homes have **7 or more** TVs than have 1

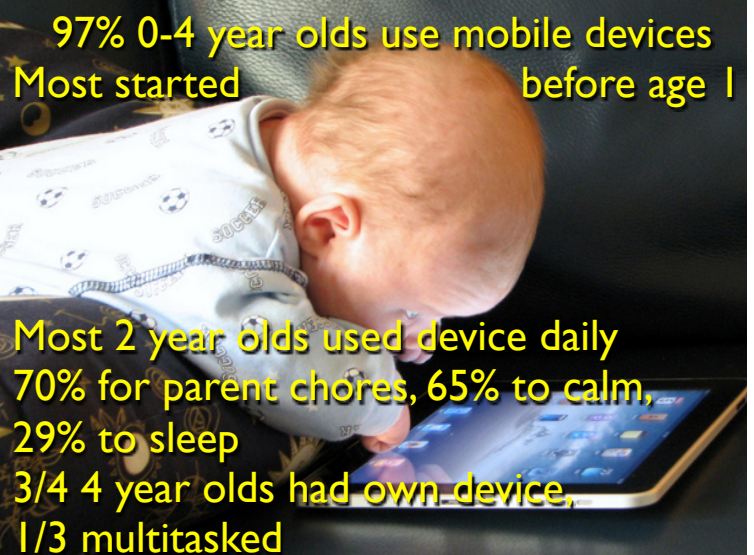
45% have TV on “most of the time”

63% have TV on during meals

75% of 0-1 year olds watch TV/DVDs for **1:54**
on a typical day (read books for **0:23**)



Source: Rideout 2010



WHY DID THE AAP DISCOURAGE SCREENS UNDER 2 ?

- No significant learning from receptive screen media use under 30 months

- Human brain embryonic at birth
- Demand forms connections
- Disuse results in pruning

Human interaction

Acting on the physical environment

Free play and creative problem-solving

Sources: Rideout 2011, Anderson 2009, Council 2013

DO BABIES LEARN FROM TV?

PEDIATRICS®

OFFICIAL JOURNAL OF THE AMERICAN ACADEMY OF PEDIATRICS

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Institution: Children's Hospital of Boston

BUSINESS

It Article

Inf

Television Viewing in Infancy and Child Cognition at 3 Years of Age in a US Cohort

Marie Evans Schmidt, PhD^a, Michael Rich, MD, MPH^a, Sheryl L. Rifas-Shiman, MPH^b, Emily Oken, MD, MPH^b, Elsie M. Taveras, MD, MPH^b

Author Affiliations

ABSTRACT

OBJECTIVE. To examine the extent to which infant television viewing is associated with language and visual motor skills at 3 years of age.

MEASURES. We studied 872 children who were participants in Project Viva. a

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This Article

PEDIATRICS Vol. 123 No. 3 March 1, 2009
pp. e370-e375
(doi: 10.1542/peds.2008-3221)

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DISTRACTED PARENTING

73% parents used devices while eating with children

20% fewer verbal, 39% fewer nonverbal interactions



30% playground parents distracted by screens
Their kids >3x more likely to take physical risks
> 200,000 hospital visits for playground injuries

Source: Radesky 2014, Krevsky 2015

WHAT THEY ARE LEARNING?

Sesame Street at age 3-5:

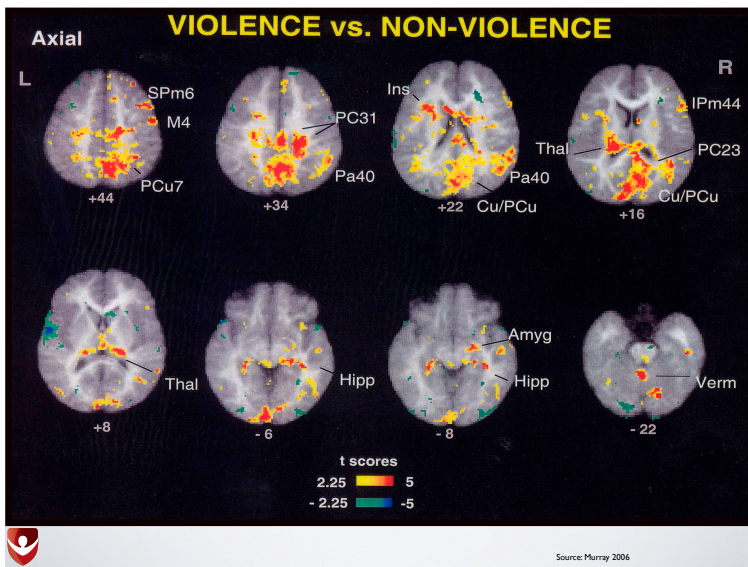
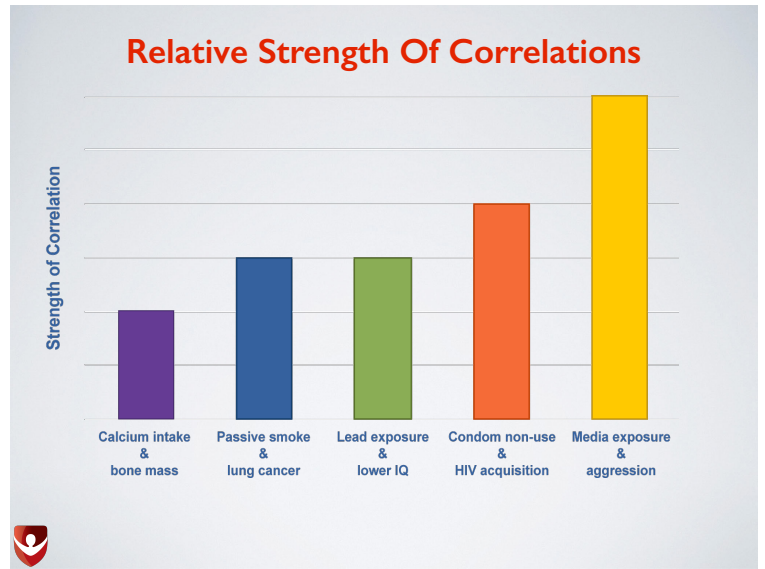
More ready for school
More pre-reading & pre-math
More pro-social

At 17 years:

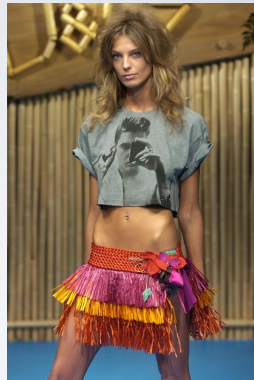
Less aggressive
More value on achievement
Read more books
Higher grades
More creative

But they're not all watching Sesame Street...

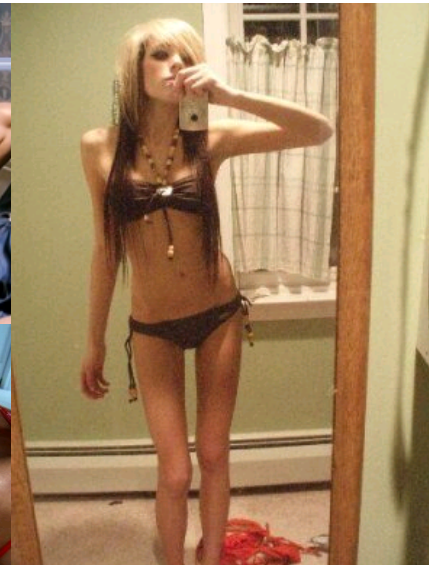
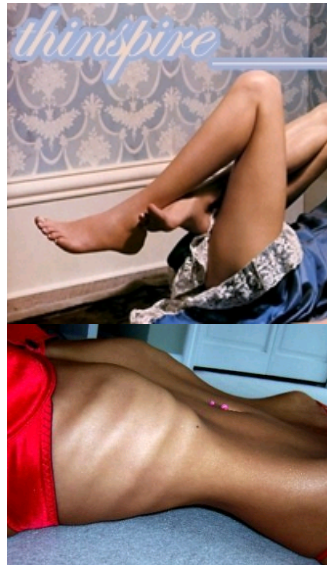




THE HEALTHY ADOLESCENT



CONFRONTING THE AVERAGE MODEL



Tweens who watch sexual content in media become sexually active 2 years earlier than those who do not

Youth who listen to sexually degrading lyrics in music twice as likely to initiate sexual activity and to advance more quickly

Source: Brown 2002, Martino 2007



ALL media are educational

WHAT WE FEED A CHILD'S MIND

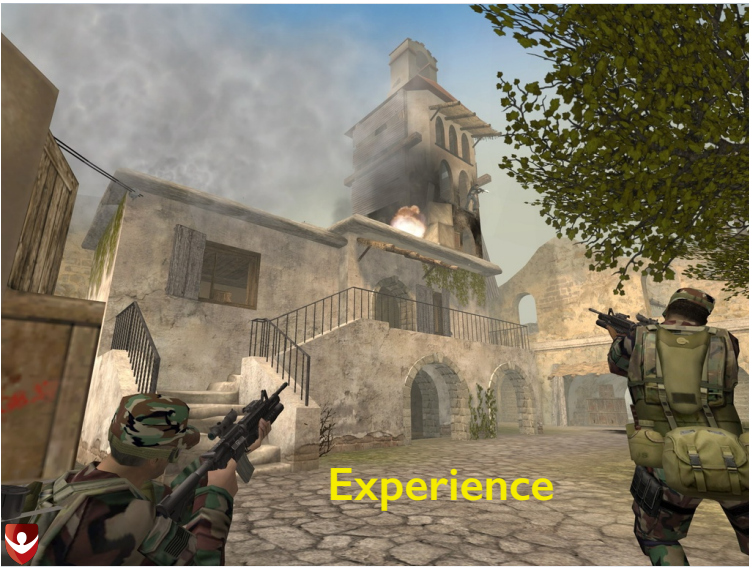
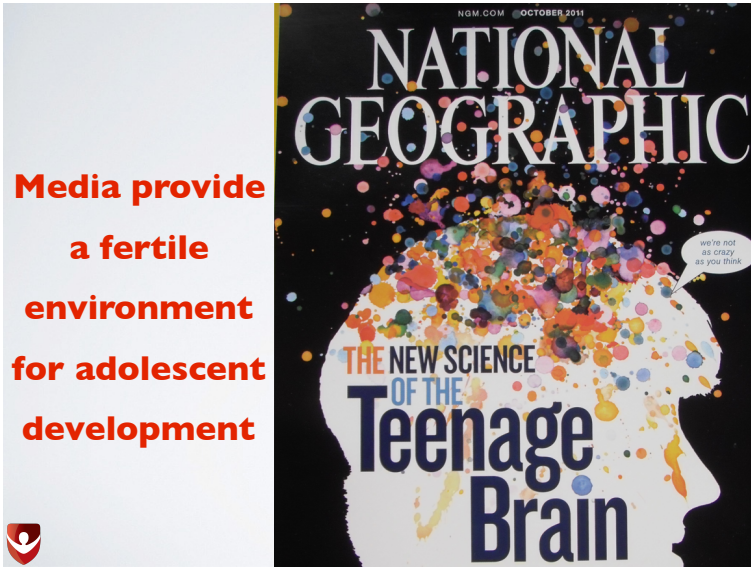
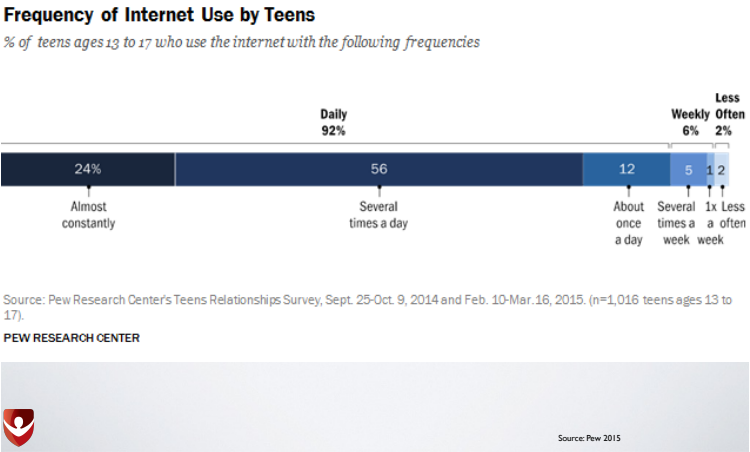


is as important as what we feed her body



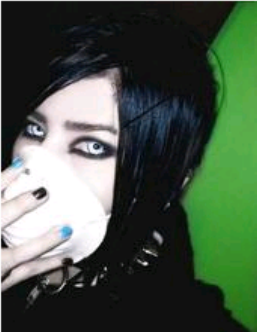
 **CONNECTING?** **OR AT RISK?**

TEENS ON SCREENS





billymacneil™




male
18 years old
montana
united states

Online Now!

last login: 10/3/2007

view my: [pics](#) | [videos](#)

myspace url:
http://www.myspace.com/em0_extrem0



add msg blk

about me:
hello, my name is billy,
19yrs old... and
i'm bl... i'm a lazy bastard,
i hate going to work.
i hate cooking,
cause it always turns out like shit.
which is why
i stay with easy things like cereal.

Identity



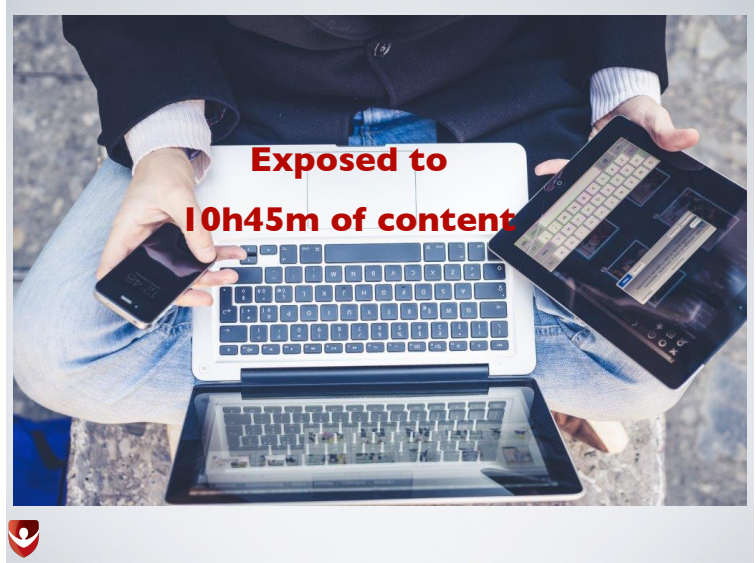
**Connection
facebook
>1.5 billion/month**

HOW MUCH?

TWEENS (8-12) USE MEDIA
FOR JUST UNDER 6
HOURS/DAY (5:55)
LED BY TV, GAMES

TEENS (13-18) FOR JUST
UNDER 9 HOURS/DAY (8:56)
LED BY TV, MUSIC

Multitask ~1/3 of the time



LEARNING FROM HISTORY

1916

Infectious disease, birth defects, cancer



LEARNING FROM HISTORY

2016

Injury, homicide, suicide

Obesity, substance use, sexual risk taking

Acquired health risk behaviors

US surveys of youth - entertainment
media #1 or #2

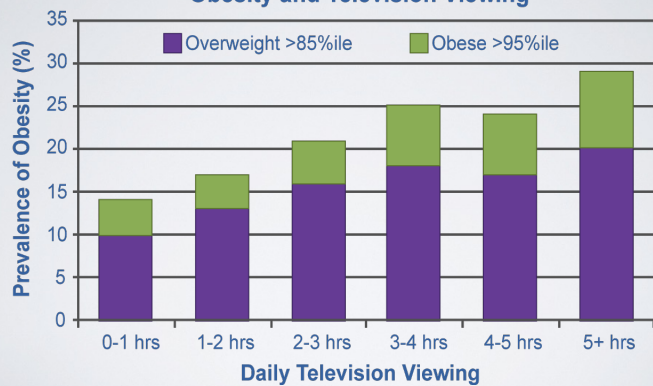


Environment



CAN THERE BE TOO MUCH MEDIA TIME?

Obesity and Television Viewing

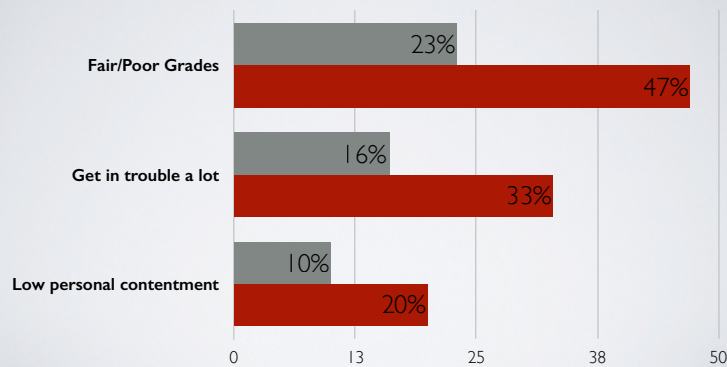


Source: Gortmaker 1996



CAN THERE BE TOO MUCH MEDIA TIME?

■ Light Users <3 hrs/day ■ Heavy Users >16 hrs/day



Source: Rideout 2010





Media Abstinence x 24 hours

1,000 college students, 5 continents, 10 countries,

"I literally did not know what to do with myself." UK

"I didn't use my cell phone all night. It was a horrible day. I CAN'T LIVE WITHOUT MEDIA!" Chile

"I felt lonely as if I was in a small cage on an island." China

"Sometimes I felt dead." Argentina

"Media is my drug; without it I was lost. I am an addict. How could I survive 24 hours without it?" UK

"I was itching, like a crackhead, because I could not use my phone." USA

Source: Moeller 2012

Problematic Interactive Media Use

1. Excessive use 2. Increasing tolerance
3. Withdrawal symptoms 4. Negative consequences

Korea - 250,000 IAD, 2.4M under 18 at risk

Prevalent in ADD
Attention improves with game play
PIMU symptoms subside with Ritalin

Media Abstinence x 24 hours

1,000 college students, 5 continents, 10 countries,

Reflections

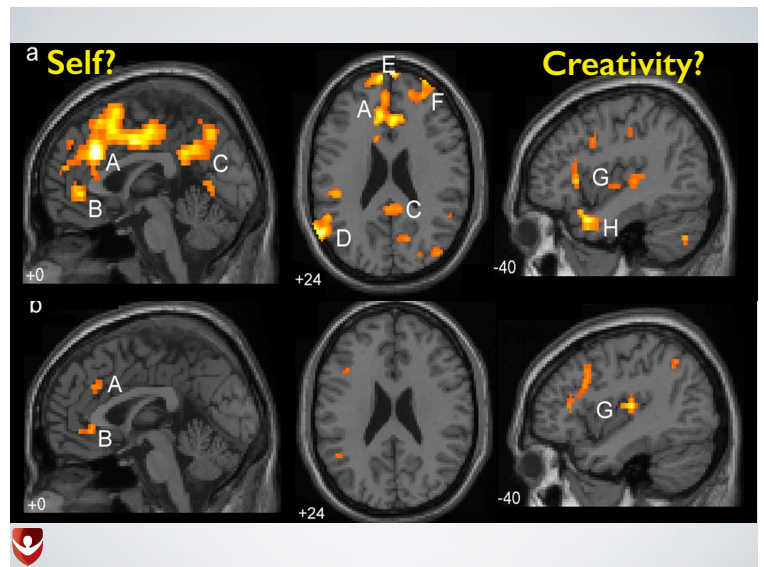
"It was an unpleasant surprise to realize that I am in a constant state of distraction." Mexico

"When you really get off the media, you realize how many quality things you can do." Lebanon

"I interacted with my parents more than usual." Mexico

"I've lived with my best friends for 3 years - this is one of the best days we've spent together. I was able to really see them, without any distractions, and we were able to revert to simple pleasures." USA

Source: Moeller 2012



WHAT IS HAPPENING ONLINE?

How are they spending their time?

- Homework 0:16
- Video and music 1:03
- Social media and online games 1:29

42% of 10-17 year olds have ended up on porn sites
4% have been asked for sexual pictures of themselves by strangers
Cyberbullying in high school - 21% females, 8.5% males
42% 4th-8th graders have been victims of cyberbullying
58% have received and 53% have sent hurtful messages
58% have not revealed cyberbullying to an adult

Sources: Rideout 2010, Weisak 2007, CDC 2013.



Social Media

Verizon 2:44 PM 45%

Details

madalyn @MandolinJeney

#girlyoudontneedmakeup @amyschumer after a nice long 13 hour day of school and rehearsals

28

Details

I am going to kill everyone in penn state main on monday. i got 5 beta mags of ar 15 and shoot everyone in the hub at 12:00. this is a warning

0

Girl passed out at a party last night. I found her address in her phone, put her in my car, and drove there. Her mom cried and hugged me, and that speaks volumes about what usually happens to girls.

1 day 2 replies

Center on Media and Child Health

Our Mission: To educate and empower children and caregivers to create and consume media in ways that optimize children's health

Investigate
Conduct, collect and
analyze research

Translate
Educate and empower
children and families

Innovate
Develop media tools &
methods that promote health



INVESTIGATE GROWING UP DIGITAL ALBERTA

CBCnews Nova Scotia

Home World Canada Politics Business Health Arts & Entertainment Technology & Science Community Weather Video

Canada NS News Events Weather Programs Video Audio

GUD Alberta study aims to learn how digital world shapes kids

Is the global village finally upon us?

By Jon Harris, CBC News Posted: Oct 17, 2014 10:42 AM AT Last Updated: Oct 17, 2014 10:42 AM AT

Kids now have astonishing technology at their fingertips from a very young age. How is it going to shape them? (Shutterstock/Bartosz Budwicz)

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Today's generation will be more photographed and more video-taped than any other in human history. A baby takes her first steps, and then watches the instant replay on her father's phone. A couple walks down the aisle to

Murder for 'looter' trial video confession released



INVESTIGATE MEDIATRICS

Center on Media and Child Health

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Database of Research

[Database of Research](#)

The CMCH Database of Research (soon to be relunched as Mediatrics) is a digital library free for everyone: researchers, clinicians, educators, parents, policy makers, and anyone interested in reading about the evidence behind the ways media, youth, and health intersect. As of 2014, the database contains over 3500 article citations, and new citations are continually being added.

The CMCH Librarian monitors emerging research from academic journals in a variety of disciplines, including medicine, education, sociology, computer science, psychology, gender studies, communication, and more. By drawing from this wide range of academic literature, the database is unique in that it truly is multidisciplinary, ensuring that no relevant evidence is excluded from the database. CMCH Abstract Writers create original structured abstracts for each article, allowing for quick and easy comparisons between studies.

TRANSLATE AGE-SPECIFIC ADVICE

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Tip Sheets

Tip Sheets

Our tip sheets are free downloadable resources for both parents and physicians to help guide children through the media landscape. Parents can use these tip sheets as resources to help understand how media can positively and negatively impact a child's life. Clinicians can print copies of the tip sheets to use in their practice, and can review the reference lists to learn more about the evidence behind these resources.

MEDIA

- Infants/Toddlers
- Preschoolers
- Grade Schoolers
- Teens
- Young Adults

Substance Use

- Overview
- Ages 4-8
- Ages 9-13
- Ages 14-18
- References

Sexual Behavior

- Overview
- Ages 4-8
- Ages 9-13
- Ages 14-18
- References

TRANSLATE ACCESSIBLE ON ANY DEVICE

Center on Media and Child Health

TRANSLATE INTO PARENTING

EDUCATING DIGITAL IMMIGRANTS

Center on Media and Child Health

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I'm 14-years old and don't like playing first-person shooter games like my friends – what should I do?

Posted September 22, 2014

Share this:

Q: I am 14 years old, and currently debating my choice of friends. They all play first-person shooter (FPS) games, while I choose other kinds of games. They often tell me how great their games are but criticize mine. When they clamor for the new Call of Duty, I freak out over the new Sonic games. I am firmly against playing rated M (mature) or AO (Adults Only) games and so are my parents. Are my parents and I the odd ones out on this? Aren't there negative effects associated with playing FPS games? And if so, what can I do?

The Mediatrician

Dr. Michael Rich, MD, MPH, Pediatrician, media enthusiast

[Ask Your Question](#)

Tags

Media Types

Health Effects

Ages & Stages

Other

Research-based

Balanced

Practical

<http://askthemediatrician.org>

Center on Media and Child Health

Boston Children's Hospital
Until every child is well

HARVARD MEDICAL SCHOOL
TEACHING HOSPITAL

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Parents - Researchers - Clinicians -

Media Health Matters

An e-newsletter from the Center on Media and Child Health

September 2014

Research Blog

Children's Food Choices and Media Research

September's Fruits & Veggies More Matters® (FVMM) is a health initiative that aims to help children alike improve their health by increasing produce consumption. FVMM collaborates Control (COC) to educate consumers about the health advantages of fruits and vegetables, tools for... [Read more](#)

Learn More about Obesity and Media Research

Welcome to th Research Blog

MONTHLY TIP

To Manage School vs. Recreational Media, Ring a Bell

For many children (of all ages), September brings a new school year, and for some, that includes trying new technologies and devices. While these technologies can open the door to innovative and exciting learning opportunities, they can also present a challenge when it comes to balancing media use at home. To ensure that your children are able to manage their school media use (writing papers on a home desktop, researching on a tablet, etc.) and their recreational media use (chatting with friends online, watching videos for fun, etc.), set guidelines early and stick to them throughout the school year. Designate specific times for homework, for younger kids, ringing a bell can help signal a transition between homework and non-homework time, while for older kids, having a shared phone calendar with a playful alert (perhaps involving emoticons) can serve as a helpful reminder. Be present with your children during homework times so that you can help them focus their attention or answer questions as needed. Once a school task is complete, move on to other activities, such as playing outdoors or spending time with friends. If time allows, they can always return to media for recreation. [Read more back-to-school tips.](#)

PARENT QUESTIONS

My six-year-old's class is opening a Facebook account - what should I do?

A: Using social media in the classroom can have many benefits, like helping reinforce students' sense of community and keeping parents up to date on school activities. But that's probably all it will do for you. [Read more](#)

facebook

Instagram

Twitter

YouTube

CNN.com /crime

HOME WORLD U.S. POLITICS **CRIME** ENTERTAINMENT HEALTH TECH TRAVEL

Hot Topics » [Find the Children](#) • [Drew Peterson](#) • [Cold Cases](#) • [Casey Anthony](#) • more topics »

Astronaut Watch

updated 10:50 a.m. EDT, Wed April 8, 2009

'Sexting' lands teen on sex offender list

Evidence-Based Approach

Peak sexual urges and curiosity

+

Media expertise

+

Clueless adults

+

Limited executive function

The Perfect Storm

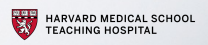


EMPOWER DIGITAL NATIVES

INNOVATE



WHAT IF YOU COULD REVERSE CYBERBULLYING?
LET'S ALL TAKE ACTION BY POSTING POSITIVE



WHAT DO YOU NEED TO REMEMBER ABOUT **MEDIA**?

Message

Environment

Developmental stage

Information

Amount