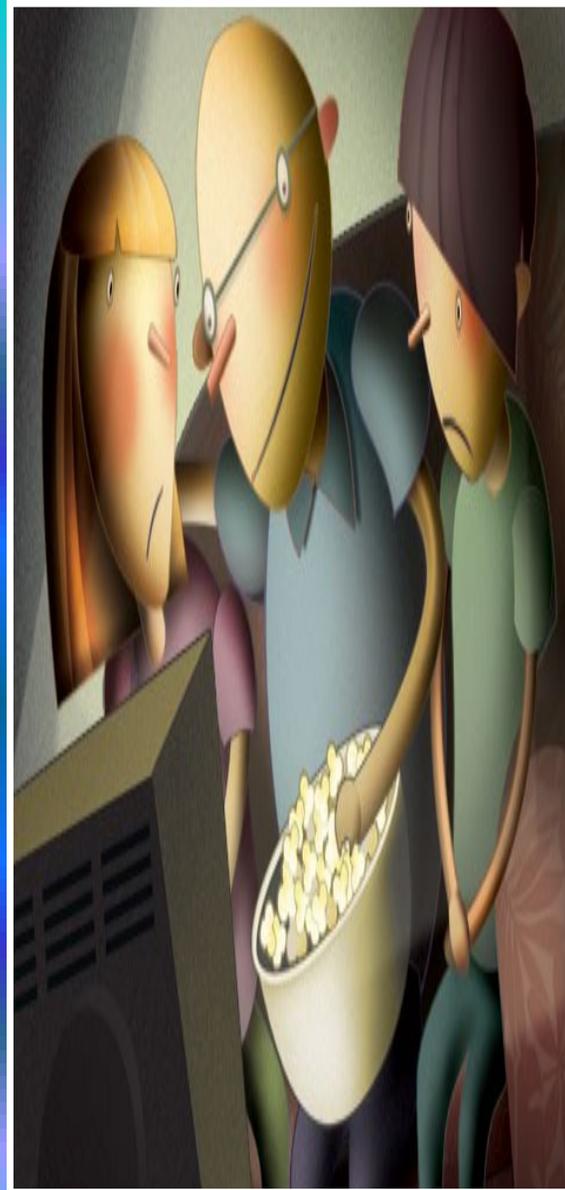




Teenagers who had TVs in their bedrooms did worse on their schoolwork than their peers who did not have TVs in their bedroom.

Teenagers with computers in their bedrooms did better than their peers without computers in their bedrooms.



Tel: 555-555-555

Media Influence on Teenagers



Media

Advertisements are everywhere —TV commercials, pop-up ads on the computer, magazine ads and billboards — and they have a huge impact on what people buy. Even though it is mostly adults who spend the money, commercials are often aimed at teenagers. If the advertising for a product is successful, they will ask their parents to buy the product.

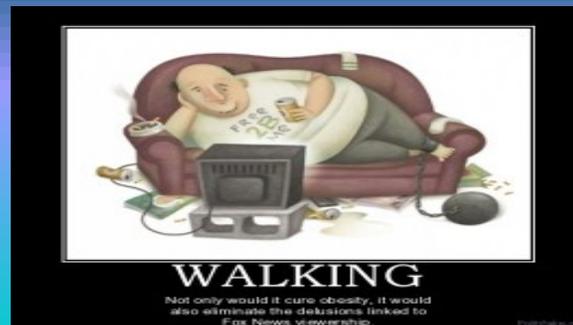
Marketers have obviously found success in advertising to kids: children ages 12 and under convince their parents to spend more than \$500 million a year. Some teens are able to buy the products they see advertised on their own.



Obesity

Did you know that if you watch more than two hours of TV each day, you have a higher chance of being obese when you grow up? If you are sitting in front of the TV or computer, you are probably not exercising. Getting enough exercise is key to staying healthy and preventing obesity.

In general, people also tend to eat more when watching TV than sitting at the dinner table because the TV distracts them. People may be full but not realize it, or they might unconsciously eat more when they see a commercial for something that looks appetizing.



Violence

The media teaches teenagers that violence is acceptable. In video games, the way to beat an opponent is to punch, kick or knock him out. In some video games, you might even kill your opponent. In movies, the good guy wins when he violently defeats his enemy.

