

## *SEX AND SEX*

Three out of four teens say 'TV shows and movies make it seem normal for teenagers to have sex.'

Young teens (ages 13-15) rank entertainment media as the top source of information about sexuality and sexual health

Four out of ten teenagers say they have gotten ideas for how to talk to their boyfriends and girlfriends about sexual issues from the entertainment media.



## *BODY IMAGE*

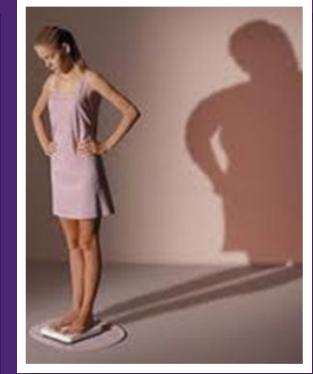
Young girls are being deluged by media images of skinny models:

Girls are becoming weight conscious as young as 8 years old.  
80% of 9-year-olds

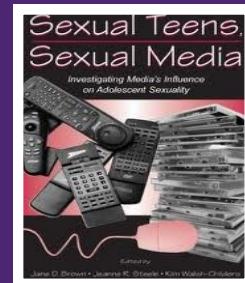


are on diets.  
Eating disorders have grown 400% since 1970.

In a recent survey by Teen People magazine, 27% of the girls felt that the media pressures them to have a perfect body.



# *Media Influence on Teenagers*



## *Cyber Bullying*

Remember that old childhood adage about sticks and stones? Times have changed, and conventional wisdom has proven that names can indeed hurt – even worse than physical blows. Though childhood is the traditional time for schoolyard bullies, it is during the teen years that the art of bullying is perfected. Gossip, pranks, notes and name calling become typical tactics used to intimidate and harass "outsiders." Technology has given bullies a new weapon in their arsenal, and unsuspecting teens receive electronic harassment, a silent persecution sent by e-mail, text messaging, cell phones and Web pages.



## *Violence*

The Media scope National Television Violence Study found that children are: learning aggressive attitudes and behaviors, becoming desensitized to real world violence, and developing a fear of being victimized by violence.

Many of the programs that children watch send the message that a conflict always involves a winner and a loser.



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## *DROWNING & DRUGS*

In 2006, a national study was published showing that more exposure to alcohol advertising contributes to an increase in underage drinking. The more media advertises liquor, beer, and alcoholic beverages, the more likely it is for a teen to start underage drinking. The television series and movies these teens watch have high school parties with drinking and drugs.

