

Media effects

Lukas Blinka

← Silencers, how do they work?

Harrison Ford crashes vinta

Gamer dies after playing World of Warcraft for 19 hours straight

Games By James Plafke Mar. 5, 2015 5:10 pm

PROMOTED STORIES

Is it the beginning of the end for Apple's

BUSINESS INSIDER

TECH

A California Couple Is In Prison For Neglecting Children While Playing World Of Warcraft

Maya Kosoff Aug. 11, 2014, 10:38 AM 23,103 16

SOFTPEDIA® DESKTOP MOBILE WEB NEWS

Softpedia > News > Games > PC Games

Two Fanatic World of Warcraft Gamers Have Died Because Of WoW

Are there more to come?

The recent deaths of two net gamers have once again raised the issue of the impact o addiction on the online gaming community, and the health risks involved.

Last Updated: Wednesday, 10 August 2005, 10:16 GMT 11:16 UK

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S Korean dies after games session

A South Korean man has died after reportedly playing an online computer game for 50 hours with few breaks.



Online gaming is treated like a sport in South Korea

The 28-year-old man collapsed after playing the game Starcraft at an internet cafe in the city of Taegu, according to South Korean authorities.

The man had not slept properly, and had eaten very little during his marathon session, said police.

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Plugged In

Asia-Pacific

Xbox addict 'dies from blood' Chinese online gamer dies after three-day session

By AFP August 1, 2011 5:28 PM Plugged In

Y

22 February 2011 Asia-Pacific

The family of a budding computer programmer have on Saturday

A Chinese man has died after a three-day online gaming session in



WORLD OF WARCRAFT GAMING ADDICTION

Mom whose kid died while she played World of Warcraft goes to jail

Dany Roth Thu, Jun 13, 2013 10:19am



243 Having kids may not be easy, but playing videogames for over 12 hours a day is not a great solution.



AN EIGHT PAGE ILLUSTRATED NOVELETTE IS GIVEN AWAY EVERY WEEK.



BOYS OF ENGLAND

AND

Jack Harkaway's Journal of Travel, Fun, and Instruction.

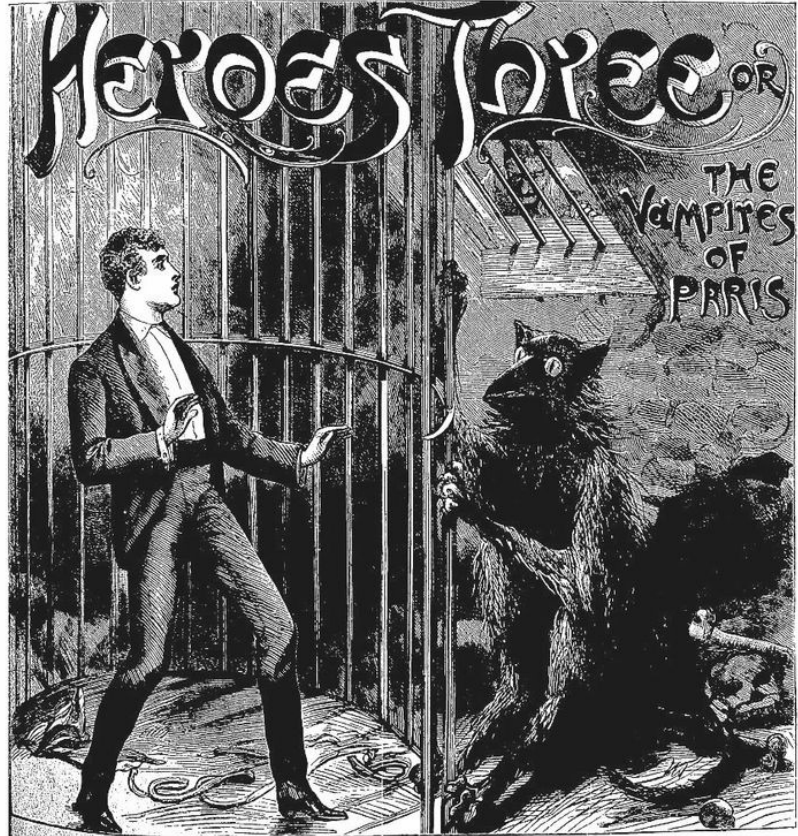
(WITH WHICH IS INCORPORATED THE BOYS' COMIC JOURNAL.)

SUBSCRIBED TO BY H.R.H. PRINCE ARTHUR, THE LATE PRINCE IMPERIAL OF FRANCE, AND COUNT WILLIAM BERNSTORFF.

VOL. XLVI.—1889.]

EDITED BY EDWIN J. BRETT.

[PRICE, WITH NOVELETTE, ONE PENNY.]



"WHAT DO YOU THINK OF MY PET?" SAID A VOICE. "I BROUGHT HIM FROM AN AFRICAN SWAMP TO TAKE YOU."
For the week ending MARCH 31, 1899.
Nos. 1 and 2 of "Jack Harkaway and His Sons' Adventures in Greece." Ready on
Tuesday, April 4th. Price One Halfpenny.



4451-32



440-24

1929 – The Payne Fund Studies

- How cinema effects children?
- Measuring galvanic skin reaction while watching movie sequences
- Romantic scenes did not effect children at all but *sex scenes blew the sixteen-year-olds off the graphs*
- Survey part with parents and teachers – *children are heavily under influence of bad moral in films*



NOW 10c

JULY - AUG.
NO. 71




WORLD'S FINEST COMICS

*Featuring
YOUR TWO
FAVORITE
HEROES
TOGETHER
in one
adventure!*

In this issue:
READ WHAT HAPPENS
WHEN **SUPERMAN**
AND **BATMAN**
EXCHANGE
IDENTITIES!



A comic book panel showing Superman in his classic blue suit with a red cape and yellow belt, flying through a window. He is carrying a white dog in his arms. The dog is lying on its back with its paws extended. Superman has a determined expression and his right fist is clenched. The background shows a cityscape with buildings and a window with a view of a city street. Two speech bubbles are present: one from a character off-panel asking about a flying dog, and another from Superman replying.

UHH, DOCTOR--
WAS THAT A
FLYING DOG
I JUST SAW?

AFRAID SO,
MISS LANE...

40s-50s – Wertham's studies

- *Comic books are evil!*
- *Youngsters spend up to 3 hours a day reading them!*
- *Surely they have lost their sense of reality!*
- Content analysis of popular comic books
- Tried to find and match between unrealistic hero behaviour and cases when children died

50s Television studies

- Frankfurt school, T. Adorno – critique of the pop – low- culture
- Televize – serialization, advertising, parasocial relationships



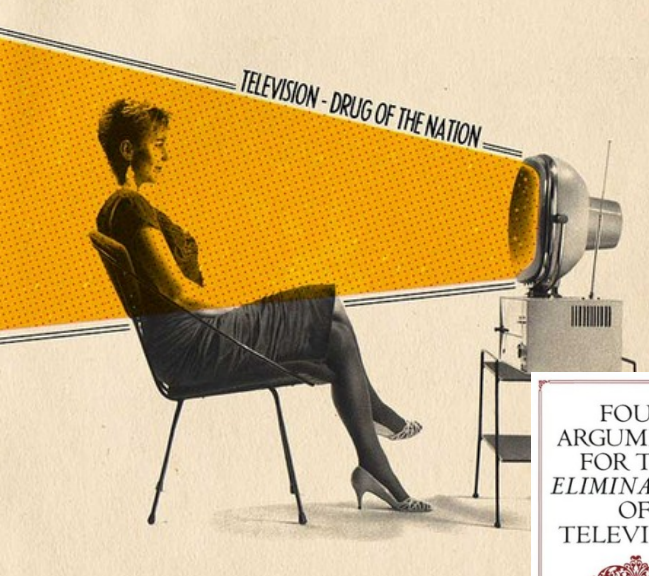
1984
GEORGE ORWELL

60s behaviorism

- A. Bandura – social learning theory
- Bobo doll experiment
- https://www.youtube.com/watch?v=NjTxQy_U3ac&t=2s

BIG MEDIA EFFECTS

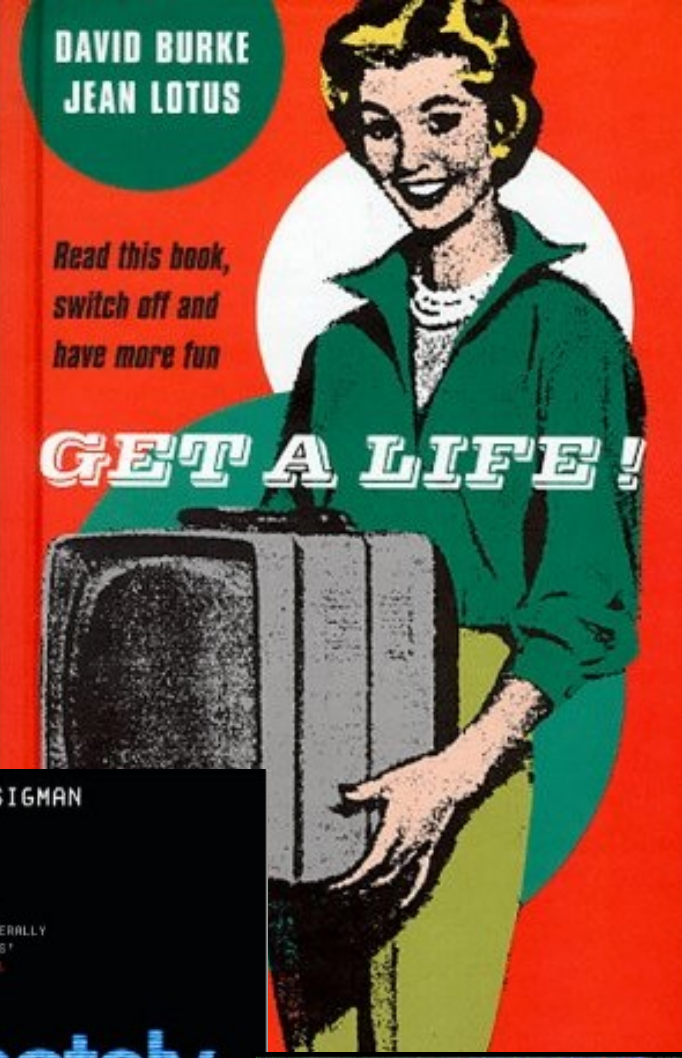
- Direct and causal relationship between media use and effect (on attitudes, moods, behaviours,...)
- Technological determinism
- *Internet, computer games, Facebook, smartphones,... make us addicted, aggressive,...*



Neil Postman
 Author of *The Disappearance of Childhood*
Amusing Ourselves to Death
 Public Discourse in the Age of Show Business



FOUR ARGUMENTS FOR THE ELIMINATION OF TELEVISION
 BY Jerry Mander



THE PLUG-IN DRUG

Television, Children, and the Family
MARIE WINN

"This comes along at exactly the right moment... We must confront the challenge of his prophetic vision."
 —Jonathan Kozol

Fresh Ideas for Enjoying Family Time

What To Do After You Turn Off The TV

by the author of *DIET FOR A SMALL PLANET*
Frances Moore Lappé and Family

DR ARIC SIGMAN

"HOW TV IS QUITE LITERALLY KILLING US!"
DAILY MAIL

remotely controlled

HOW TELEVISION IS DAMAGING OUR LIVES

"COMPELLING"
INDEPENDENT ON SUNDAY







SMALL MEDIA EFFECTS

- Media panic, it tend to diminish over time
- We tend to be *blind* on media that has become common
- E.g. Paul Felix Lazarsfeld studies on political campaigns

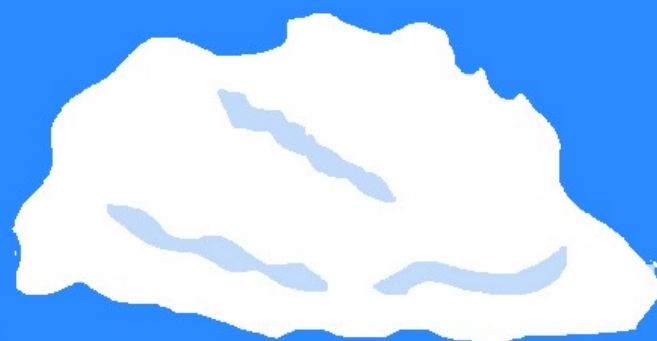
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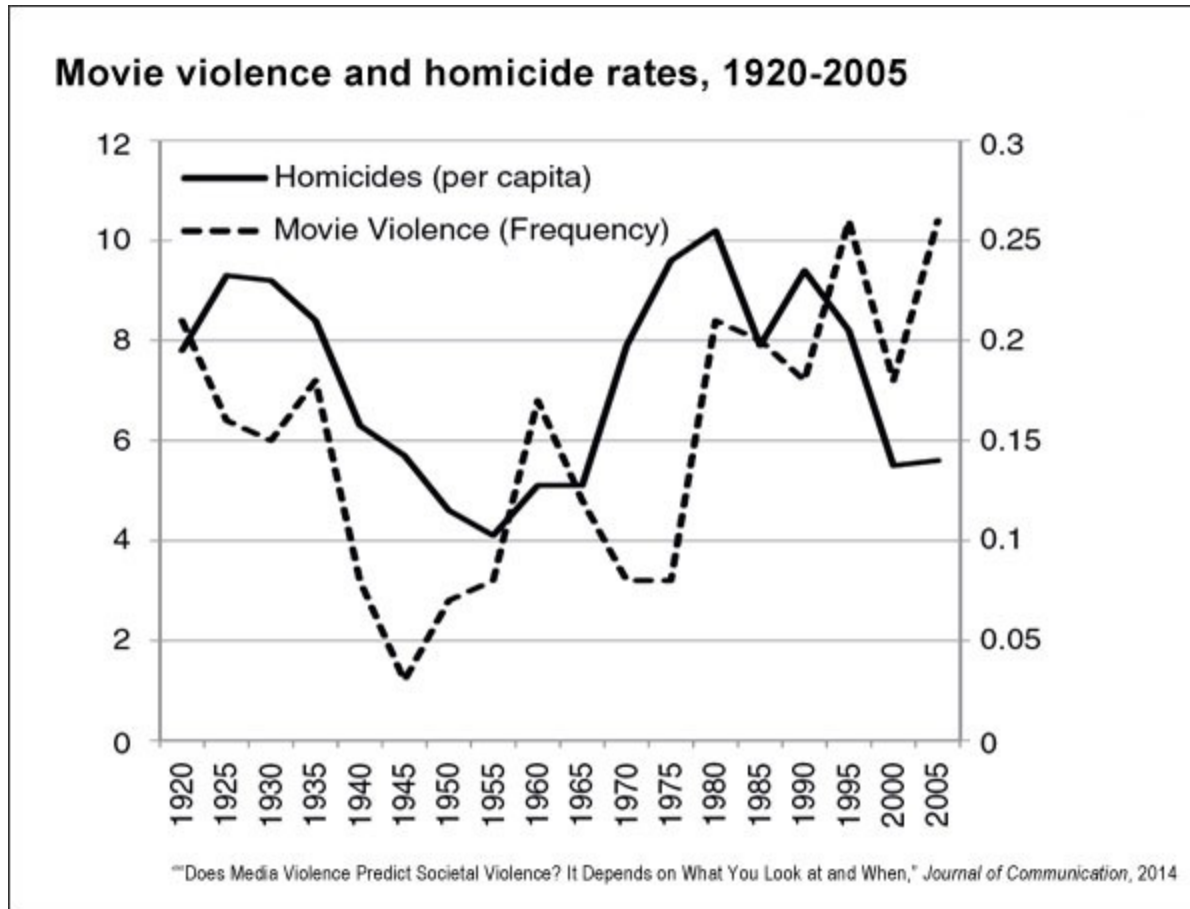


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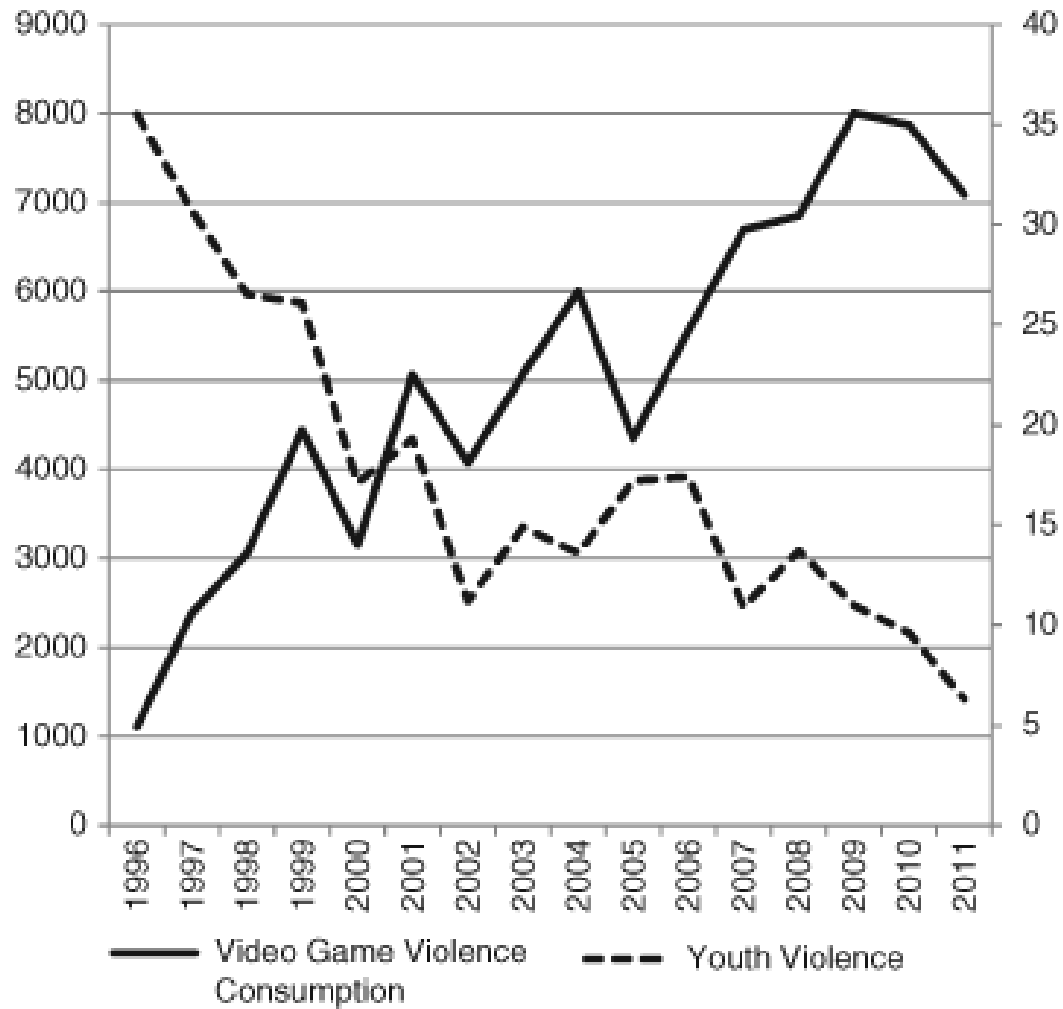
LIFE: X 02



Does Media Violence Predict Societal Violence? It Depends on What You Look at and When



Does Media Violence Predict Societal Violence? It Depends on What You Look at and When



- Meta-analytical studies show very small correlations about $r = .1$
- Not surprising in complex systems
- But surprising because it does not agree with case studies
- Example: effect of scary media content on fear reaction of small children: generally small $r = .18$, but number of clinical case studies showed extreme reactions (Pearce & Field, 2015).

Exemplary Meta-analyses of Media Effects

Study	Type of media use	Outcome	<i>r</i>
1. Wood et al (1991)	Media violence	Aggression	.13 ^a
2. Paik and Comstock (1994)	Media violence	Antisocial behavior	.31
3. Allen et al (1995)	Exposure to nudity	Aggression	-.13
	Violent pornography	Aggression	.21
4. Anderson and Bushman (2001)	Video game use	Aggression	.19
		Prosocial behavior	-.16
5. Sherry (2001)	Violent video game use	Aggression	.15
6. Snyder et al (2004)	Health campaigns	Suit belt use	.15
		Alcohol consumption	.09
		Smoking	.05
7. Marshall et al (2004)	Television viewing	Fatness/phys. activity	.08 /-.13
	Video game use	Fatness/phys. activity	.12 /-.14
8. Wellman et al (2006)	Tobacco use in media	Attitudes t/w smoking	.17 ^a
		Smoking initiation	.22
		Brand attitude	.15
9. Desmond and Garveth (2007)	Exposure to advertising	Product selection	.15
10. Barlett et al (2008)	Media use	Male body esteem	-.11
		Male body satisfaction	-.10
11. Grabe et al (2008)	Media use	Body satisfaction	-.14
		Internalization thin ideal	-.19
		Eating behaviors/beliefs	-.15
12. Savage and Yancey (2008)	Media violence/ panel studies	Criminal aggression	.12
	Media violence/ Exp. studies	Criminal aggression	.06
13. Ferguson and Kilburn (2009)	Media violence	Aggression	.08
14. Boulianne (2009)	Internet use	Political engagement	.07
	Online news use	Political engagement	.13

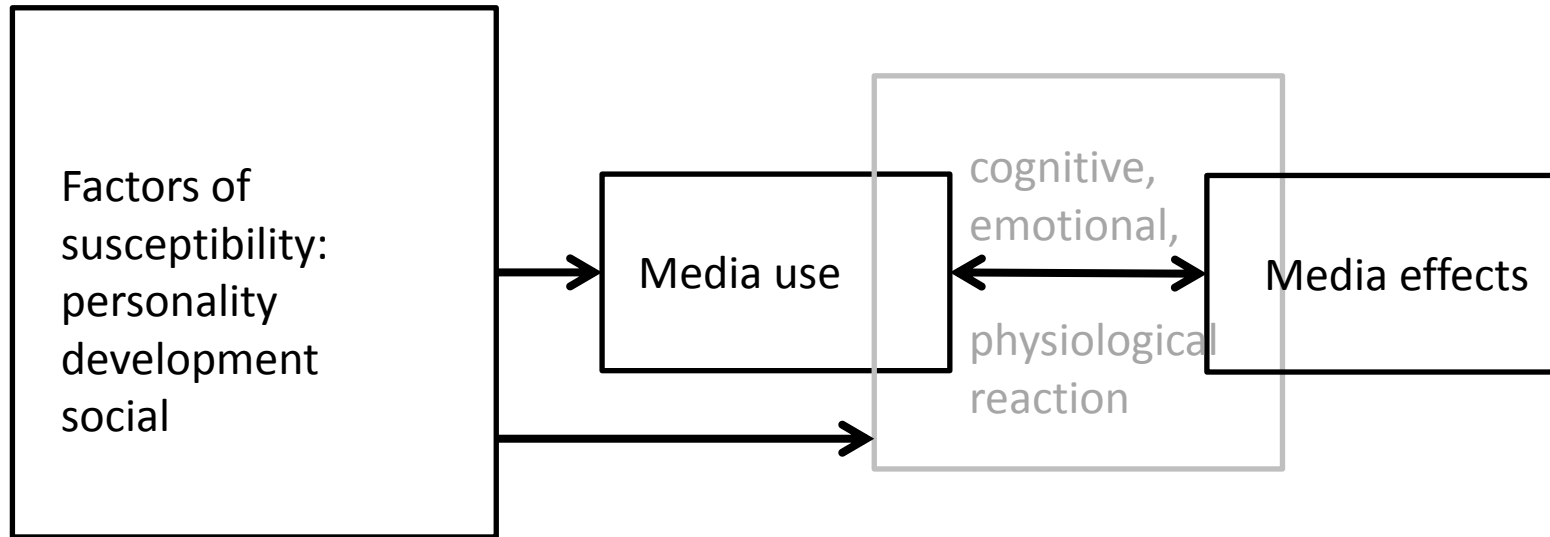
MIXED MEDIA EFFECTS

Schramm, Lyle, Parker, 1961

For some children under some conditions some television is harmful.

For other children under the same conditions or for the same children under other conditions it may be beneficial.

For most children under most conditions, most television is probably neither particularly harmful nor particularly beneficial.



- Valkenburg, P. M., & Peter, J. (2013). The differential susceptibility to media effects model. *Journal of Communication*, 63(2), 221-243.