



**THE
TRENDING
WAVE**

...examining youth Media Culture

October 21st, 2011
Katie Cole



Watch out for the wave...



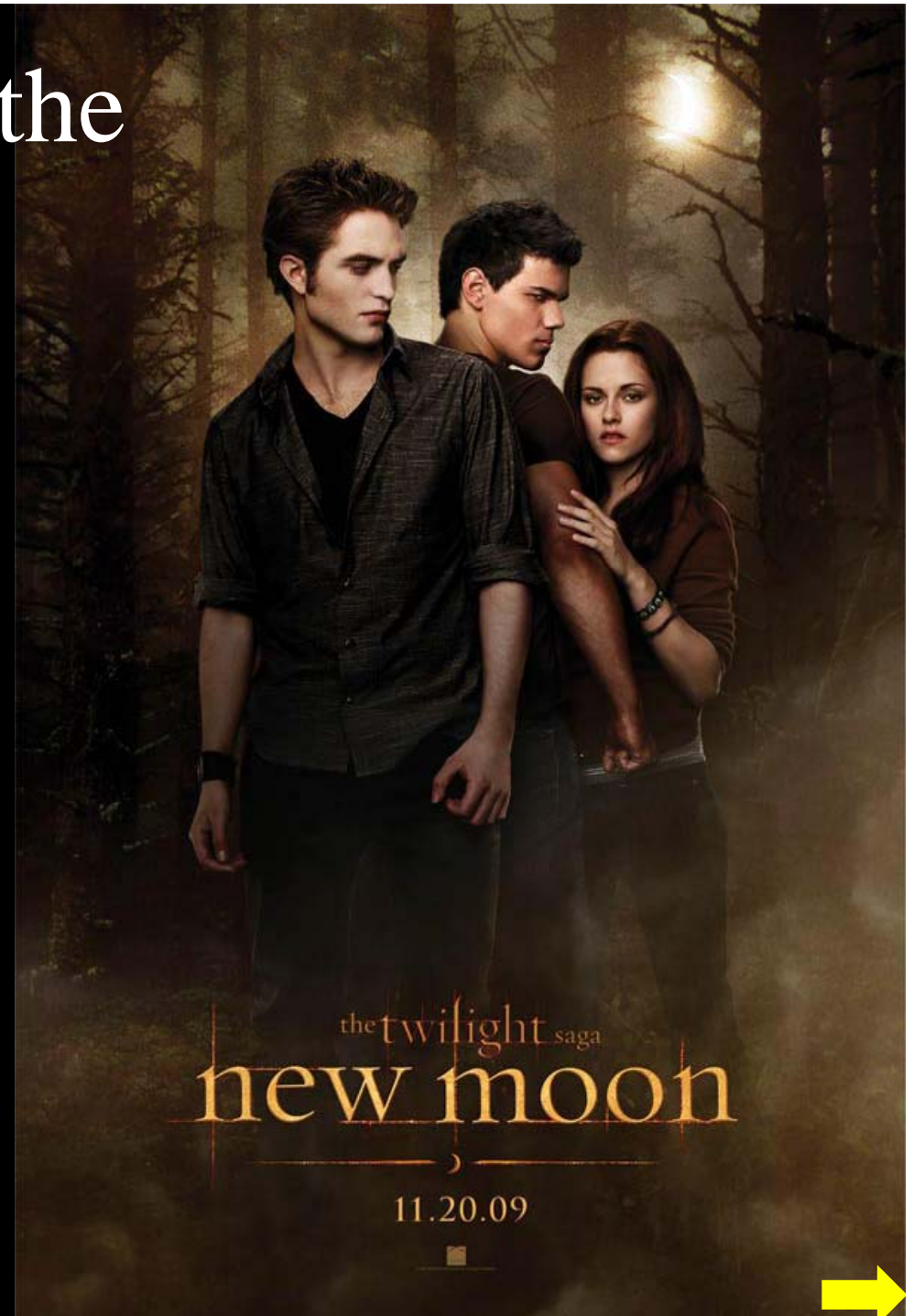
Identify the 4Cs in the advertisement...

Construction: the dark clothing they are wearing.

Codes: the mist represents mystery

Creeds: girls need to be protected

Commercialism:
promoting *Twilight* and
New Moon movies and
books



Recognizing Violence

- Physical Violence and Assault
- Unhealthy Relationships
- Unrealistic Consequences
- Dangerous, Daredevil Behaviours
- Alcohol and Substance Abuse
- Stereotypes
- Sexual Exploitation
- Conflict and Cruelty
- Bullying and Gossip
- Flamming (Online hateful comments)



Impacts of Media Violence

- Scares or Traumatizes
- Promotes Stereotypes
- Promotes high-risk behaviours (sexual behaviours and attitudes, alcohol use etc.)
- Encourages imitation
- Alters brain development
- Modeling of negative relationship
- Causes emotional desensitization
- Stimulates violent or aggressive behaviour
- Sexualized violence
- Can lead to depression, anxiety, suicide

Generation M:

Media in the Lives of 8-18 Year olds



1. Youth spend an average of how many hours a day with media?

- a) 6 hours a day
- b) 4.5 hours a day
- c) **7.5 hours a day***
- d) 10 hours a day

Compared to 1 hour of physical activity

1 hour of homework

and 30 minutes of chores

*accounts for multitasking but not texting

Generation M:

Media in the Lives of 8-18 Year olds



2. What percentage of youth (age 8-17) report having access to TV, video games, or computers in their bedrooms?

- a) 71%
- b) 52%
- c) 83%
- d) 37%

53% of families have no family rules on access or content

Music Lyrics and Music Videos:

American Academy of Pediatrics

3. Rap and Rock music videos contain this percentage of violence.

- a) 55%
- b) 20%
- c) 10%
- d) 75%

75% of fourth to sixth graders watch music videos;

60% indicate they watch a lot

b) 20%

Cellphones & Texting:

How Teens Use Media 2009

nielsen

4. True or False. Teens send over 2,000 text messages a month?

True

77% of teens already have their own mobile phone.

Another 11% say they regularly borrow one

Sex & Tech:

The National Campaign



5. What percentage of teens are posting or sending sexually suggestive messages or images online?

- a) 11%
- b) 44%
- c) 76%
- d) ~~39%~~

And 44% say it is common for those messages to be shared with other than the intended recipient

75% of teens realize/say sending sexually suggestive content "can have serious negative consequences."

Cellphones: An Educational Tool

Student Vote and Scholarships Canada



6. What percentage of high school students said they would like to use cellphones as an educational tool?

- a. 93%
- b. 27%**
- c. 44%
- d. 62%

72% of students thought cellphones were distracting.

Social Networking:

The PEW Research Center 2010



THE PEW RESEARCH CENTER
FOR THE PEOPLE AND THE PRESS

7. What percentage of 12 to 17- year olds have at least one social networking profile

a) 73%

b) 61%

c) 92%

d) 55%

22% of teens check social networks 10 or more times per day

Reading and the Internet:

A Vision of Students Today

8. How many Facebook profiles does the average FB user read per year?

- a. 500
- b. 3020
- c. 1281
- d. 332

They will also read 2,300 web pages.

Sleeping Teens:

TIME MAGAZINE



9. What negatively affects the sleeping patterns of teens more?

Internet and Video games
or Television

**Internet and
Video Games**

This has to do with
physiological
responses to their
media.





I Love (. Y .)





REPEAL PROP 8



It fit

Natasha, a self-proclaimed New Jersey of Cuban and Greek descent, is wearing One Piece Halter, style RSA0312. Available at our retail locations.

To learn more about our company, to find and to find store locations, visit our website www.americanapparel.net



Bubblelicious.



American Apparel®

www.americanapparelstore.com

TREATS FOR TRICKS



We're offering 15% off of these and other costume-worthy looks for Halloween.

American Apparel™

Made in Downtown LA
Sweatshop Free - Brand-Free Clothes

ashley
push up triangle
\$29.50 cad





LOVE 21 MATERNITY
Crop Waist Jersey Rib Maternity
Tank
\$12.99

LOVE 21 MATERNITY
Maternity Slender Fit
\$12.99

LOVE 21 MATERNITY
Flow Edge Maternity Tank
\$12.99

LOVE 21 MATERNITY
Plush A-Line Rib Legging
\$9.99

Edgy or Inappropriate?



© Good Morning America

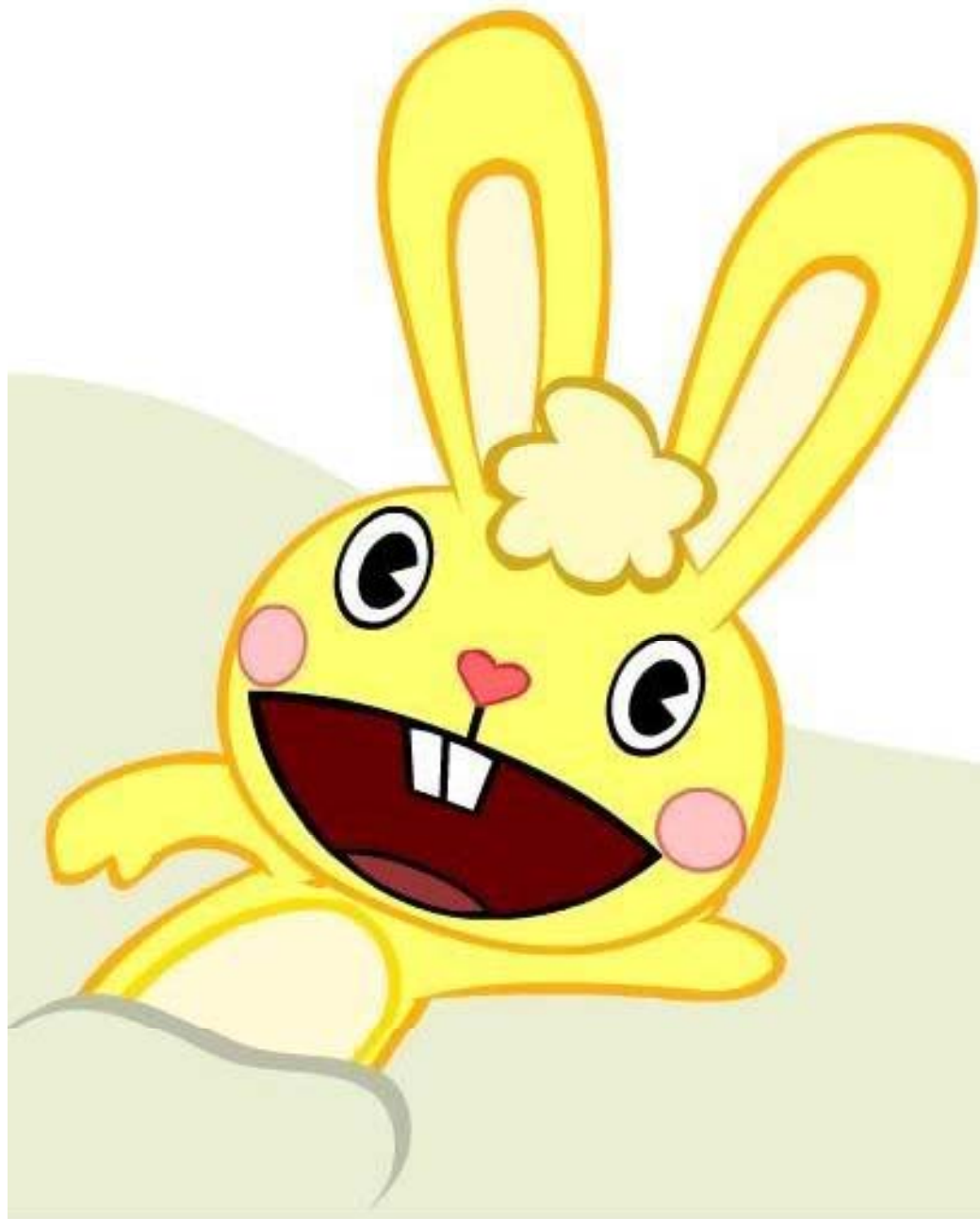
abc NEWS
.com



jackass



Parkour Pass vs. Fail



Cuddles

“Happy Tree Friends”



...not so happy

Digital Literacy and Citizenship Classroom Curriculum



Take the grounded approach to teaching a slippery subject

Common Sense Media offers this FREE Digital Literacy and Citizenship Curriculum to help educators empower their students and their school communities to be safe, responsible, and savvy as they navigate this fast-paced digital world. NO COST to your school. It's all free thanks to generous support from our philanthropic supporters. Research-based learning. We created the lessons with the support of leading researchers from around the ... [read more](#)

<http://www.common sense media.org>

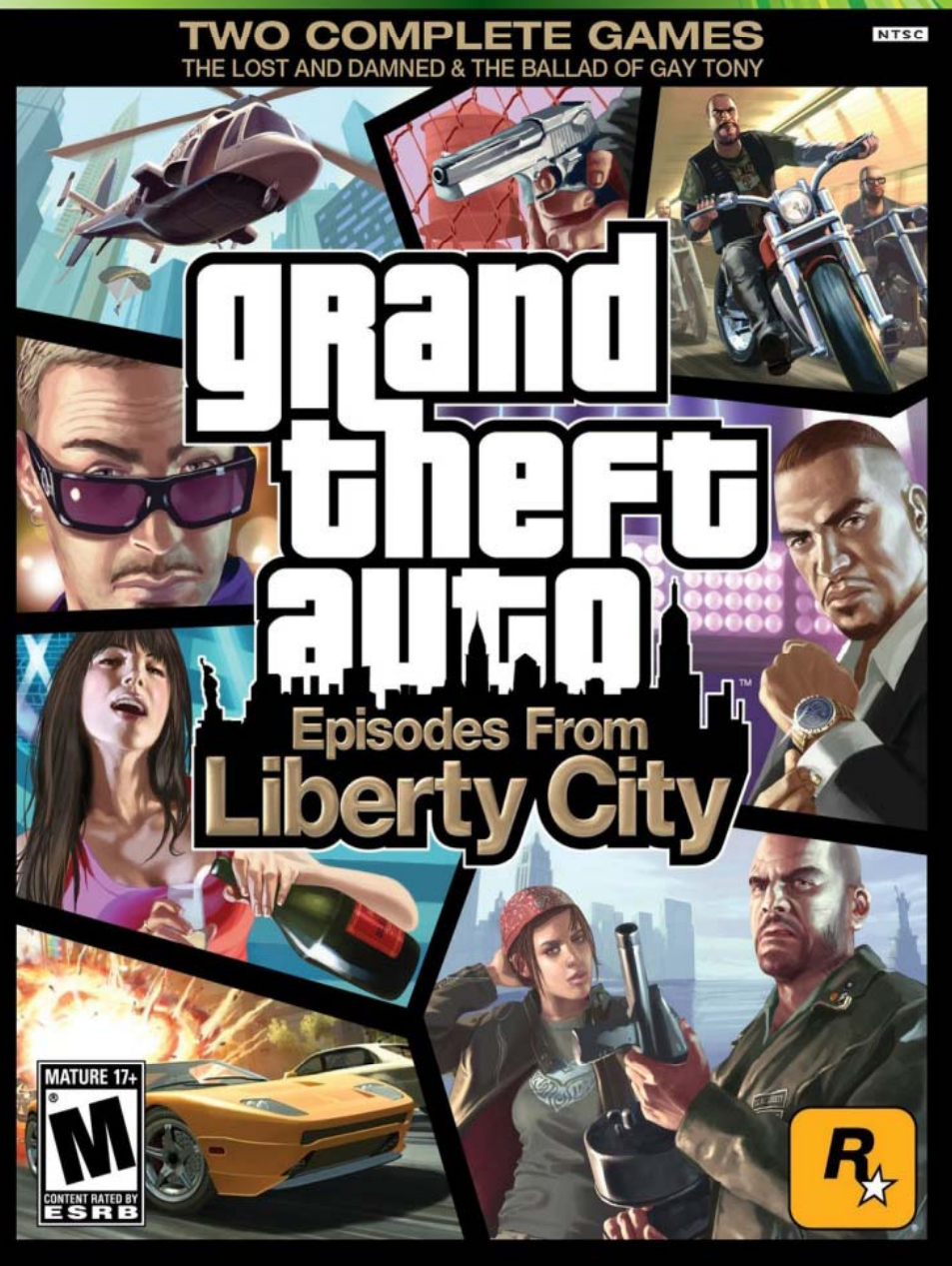
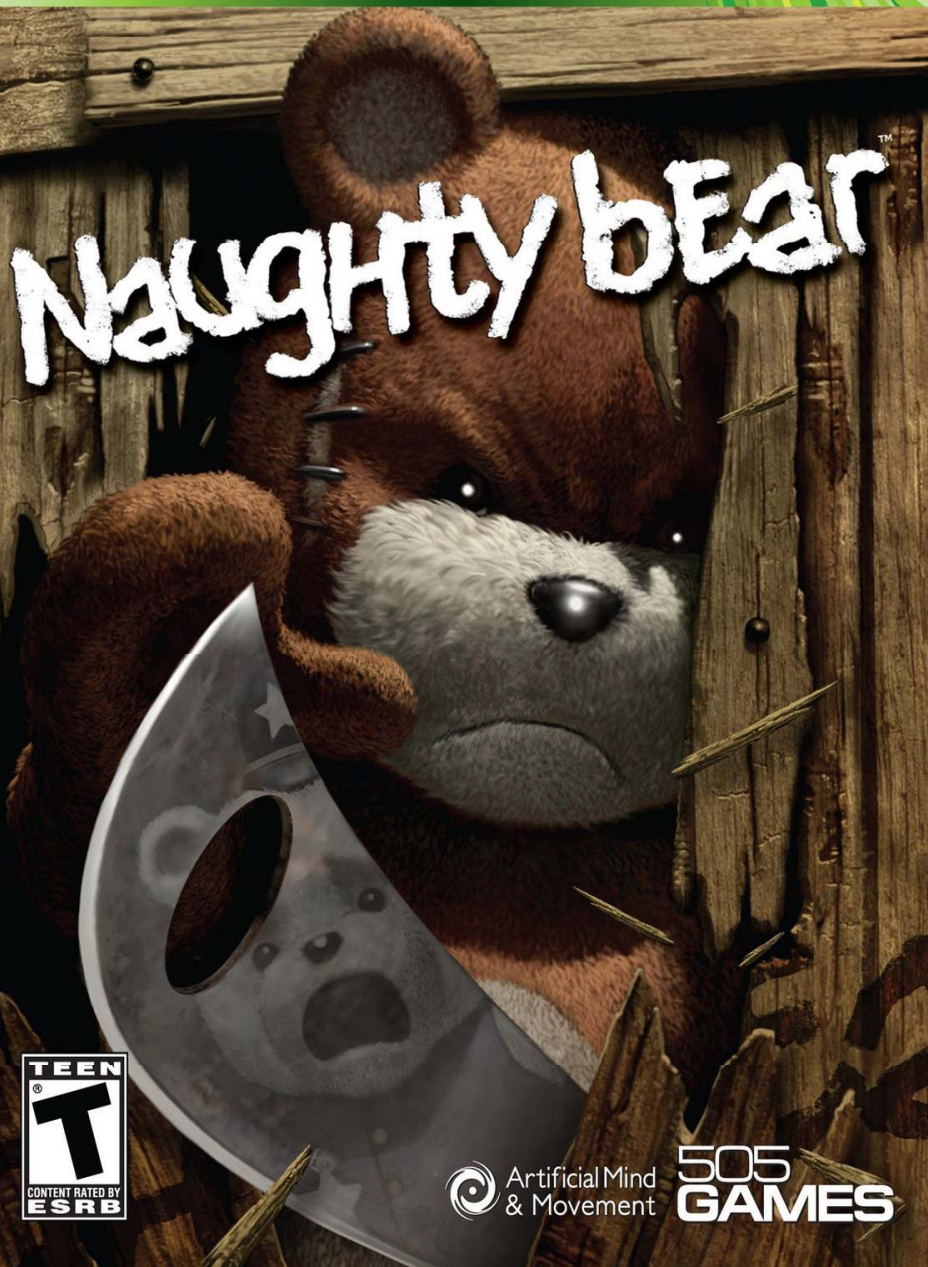
XBOX 360

XBOX LIVE

XBOX 360

ONLY ON XBOX 360

XBOX LIVE





Playing video games triggers and doubles the amount of dopamine in the brain, roughly equivalent to a dose of speed.



AS

RE

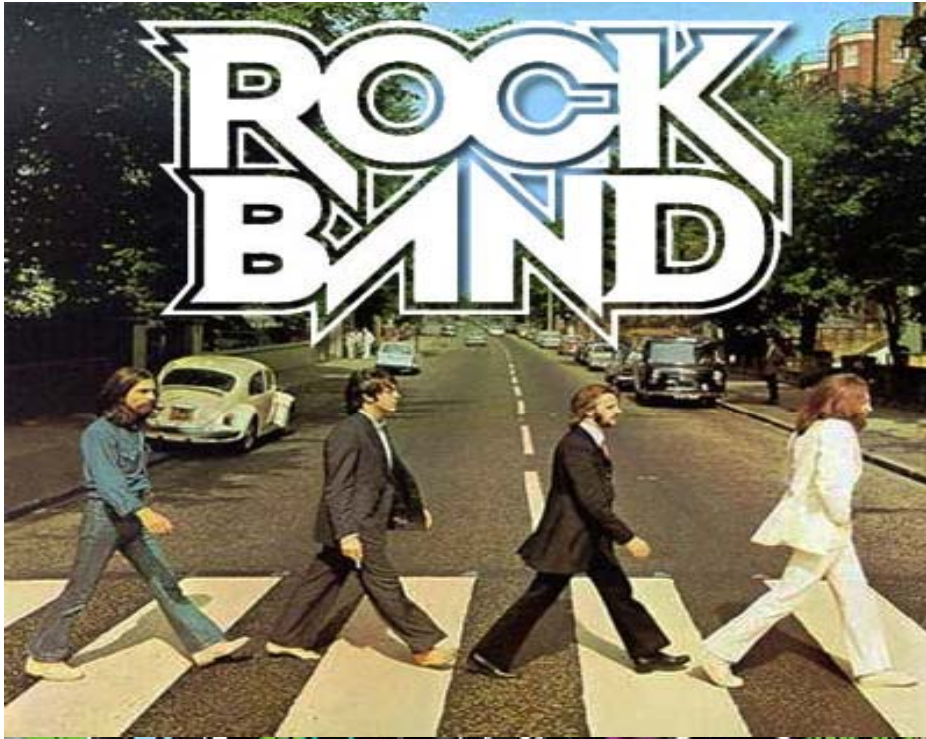


rev

N

ession
agedy









FOSTER THE PEOPLE

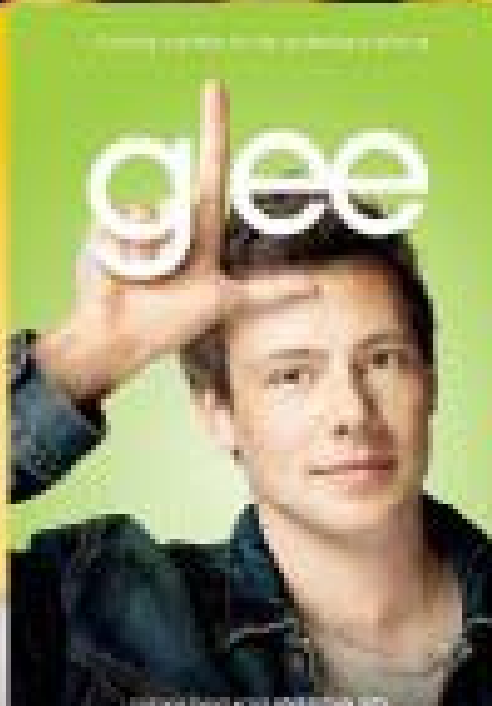
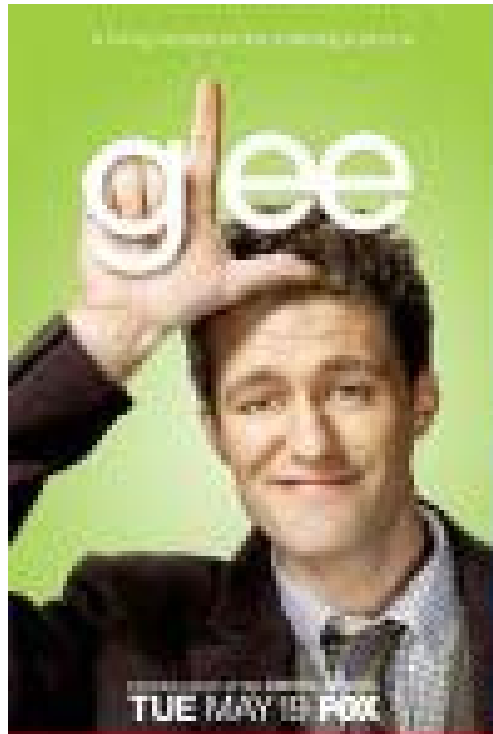
“Pumped up Kicks”



All the other kids with the pumped up kicks
You'd better run, better run, outrun my gun
All the other kids with the pumped up kicks
You'd better run, better run, faster than my
bullet

Urban Dictionary.com





LIFE & STYLE

Life & Style

WEEKLY

BEST VALUE ONLY \$2.99 BEST CELEBRITY NEWS

JERSEY SHORE EXCLUSIVE

FIGHTS, SECRETS AND SCANDAL

NEW SHOCKING REVELATIONS

There is a sex tape!

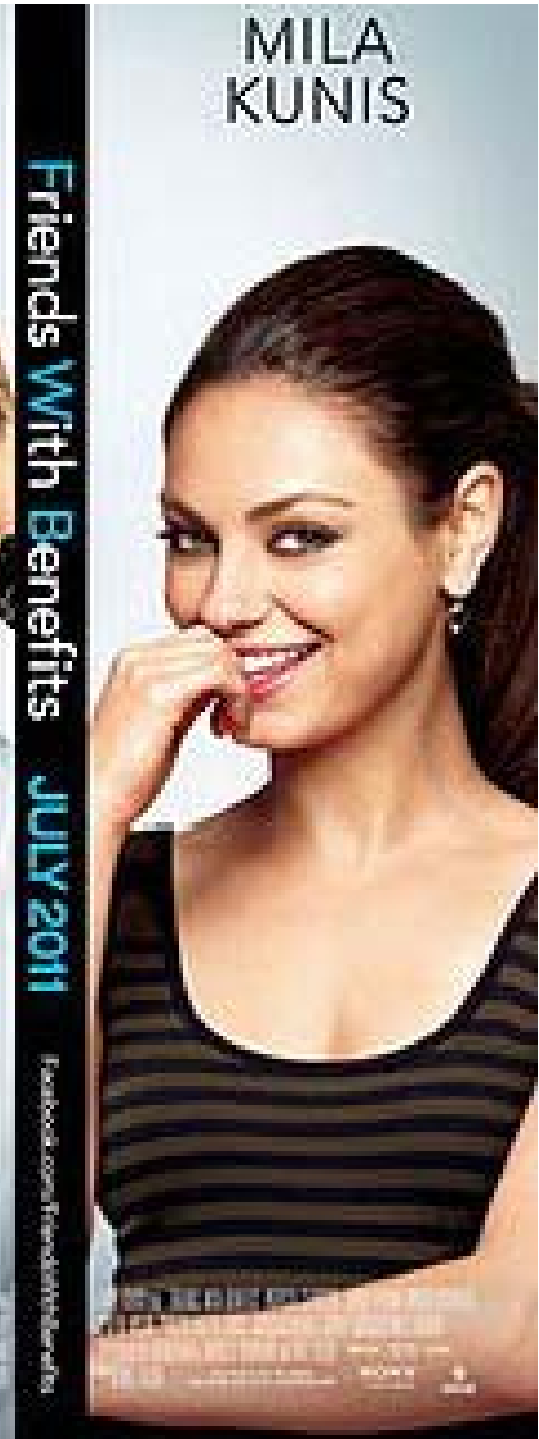
A Jersey Shore wedding

The fight that could tear the show apart

JANUARY 18, 2010 \$2.99 0 35

7 25274 46154 7





FWB

Friends With Benefits JULY 2011 Facebook.com/FriendsWithBenefits

Webkinz®

Come in and Play!

Available Now!

Webkinz
Trading Cards

Click to find out more!



Clubhouse

Find out more in our
Parent's Area



Take a Tour



Webkinz Catalog

LOG IN
NEW MEMBER



Store Locator



Bulletinz



Trading Cards



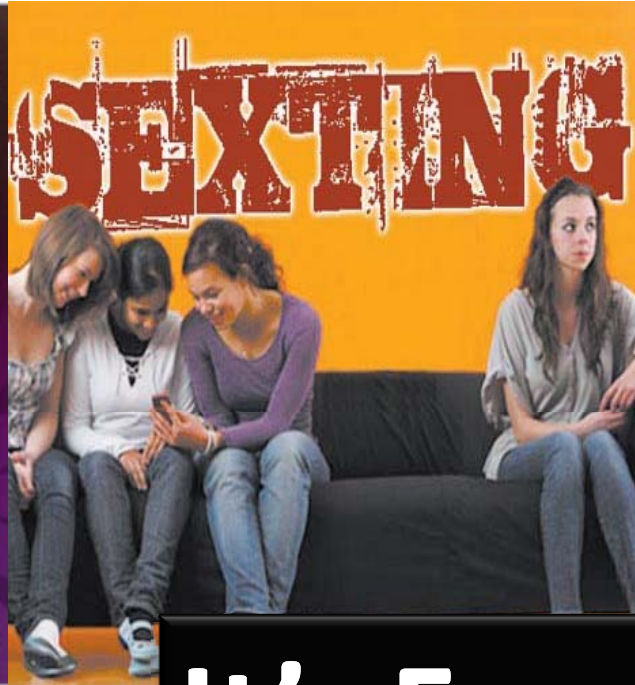
FAQ



Customer Support



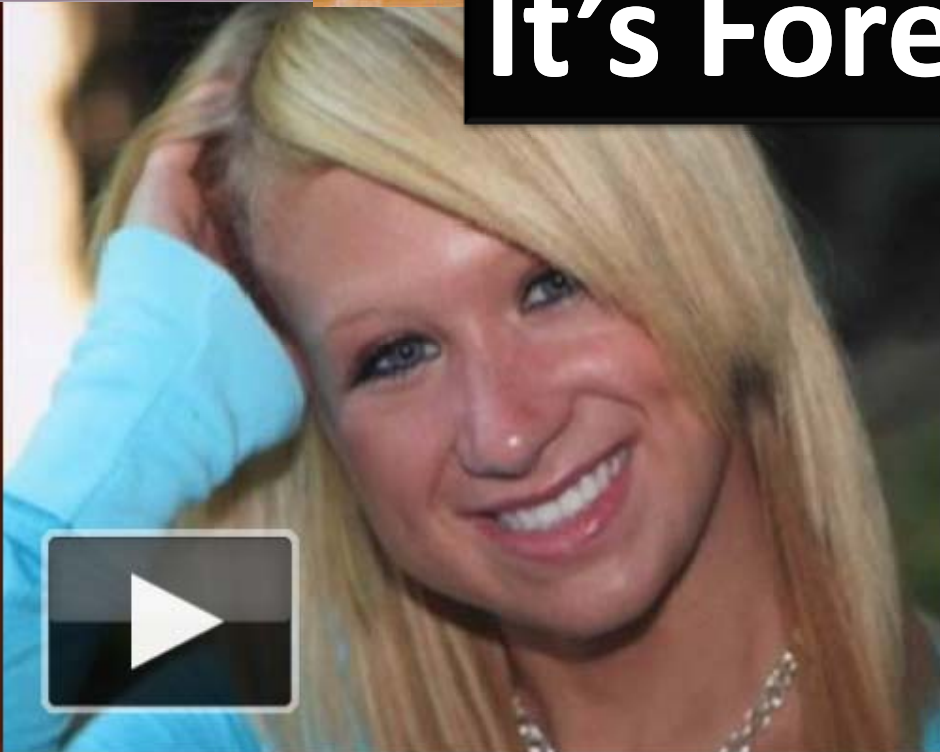
Parent's Area



Canadian law forbids the production, distribution, and possession of child pornography. Prohibition covers the visual representations of sexual activity by persons (real or imaginary) under the age of 18 years

TODAY

18-year-old Jesse Logan took her own life after a nude picture of her was passed around by e-mail. TODAY's Matt Lauer talks to her mom, Cynthia Logan, and Internet safety expert Parry Aftab about the dangers of "sexting."



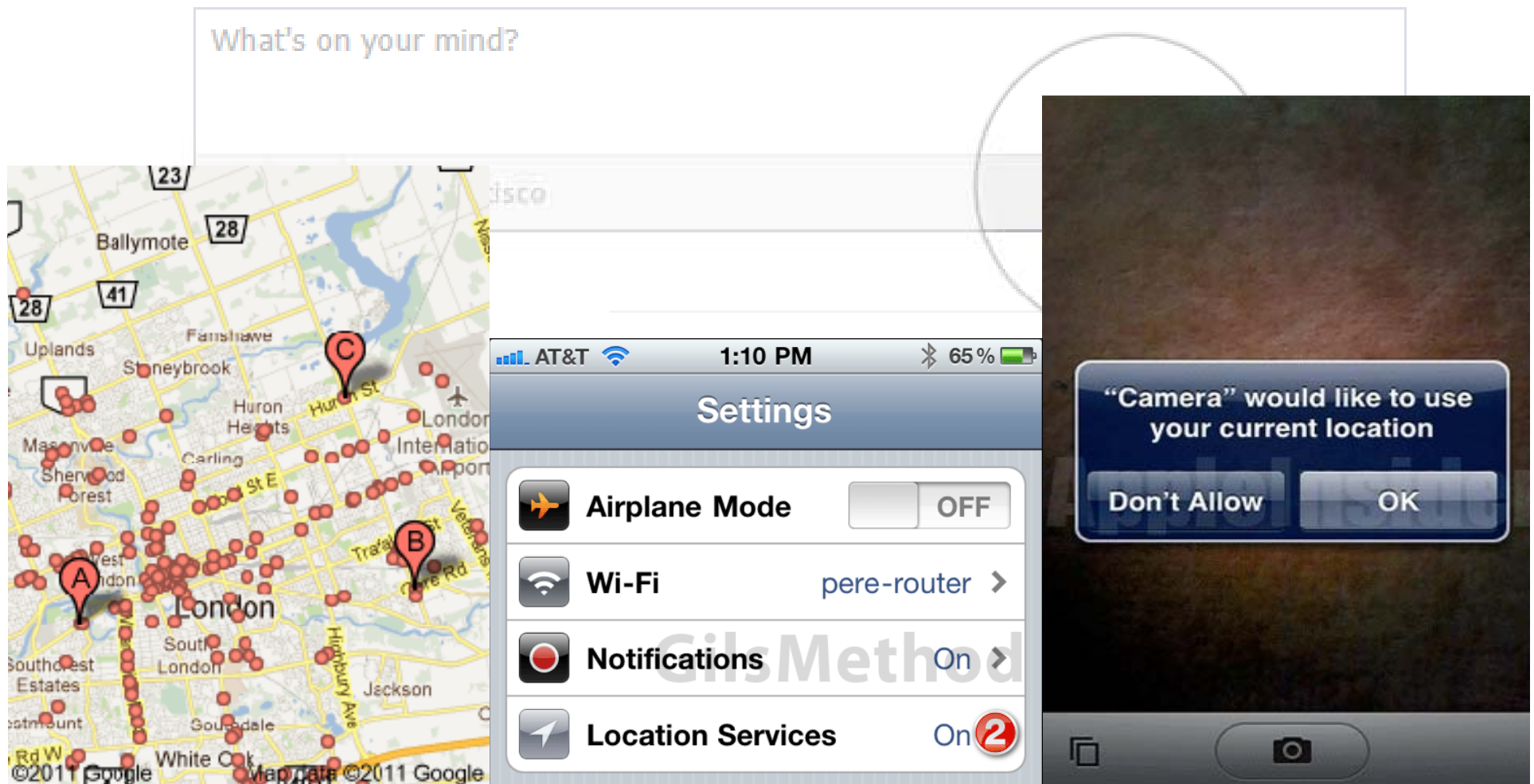
It's Forever



In-line Audience Selector

Control Privacy When You Post

You can manage the privacy of your status updates, photos and profile info using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try [editing your profile](#) to see how it works or [learn more](#).

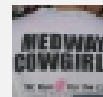
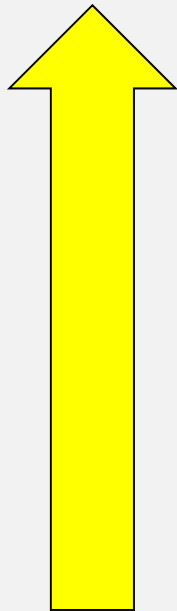


Facebook Facts You Need to Know

- Untag but photos and videos are permanent
- You are responsible for **The Group**
- Employers “creep” your page
- Cell phone contacts go public!
- **Like** something - and you are sharing your info
- Have you noticed...Instant Personalization
- 3rd party apps know your info



This app can:



Access my basic information

Includes name, profile picture, gender, networks, user ID, [I...See More](#)

Required



Send me email

Marketplace may email me via an anonymous email address (xxxx@proxymail.facebook.com)

Required



Access my profile information

Likes, Music, TV, Movies, Books, Quotes, About Me, Activitie...[See More](#)

Required



Access my family & relationships

Significant Other and Relationship Details and Family Members and Relationship Status

Required



Access my photos

Required



Access my videos

Required



Access information people share with me

Birthdays, Religious and Political Views, Family Members and...[See More](#)

Required



Access my data any time

Marketplace may access my data when I'm not using the application

Remove



Access my contact information

Online Presence

Remove

Do not add this app!

- Anonymity?
- Cookies (data file stored on your computer) activate ads
- This app collects your information:
 - SNS info
 - Location
 - IP address

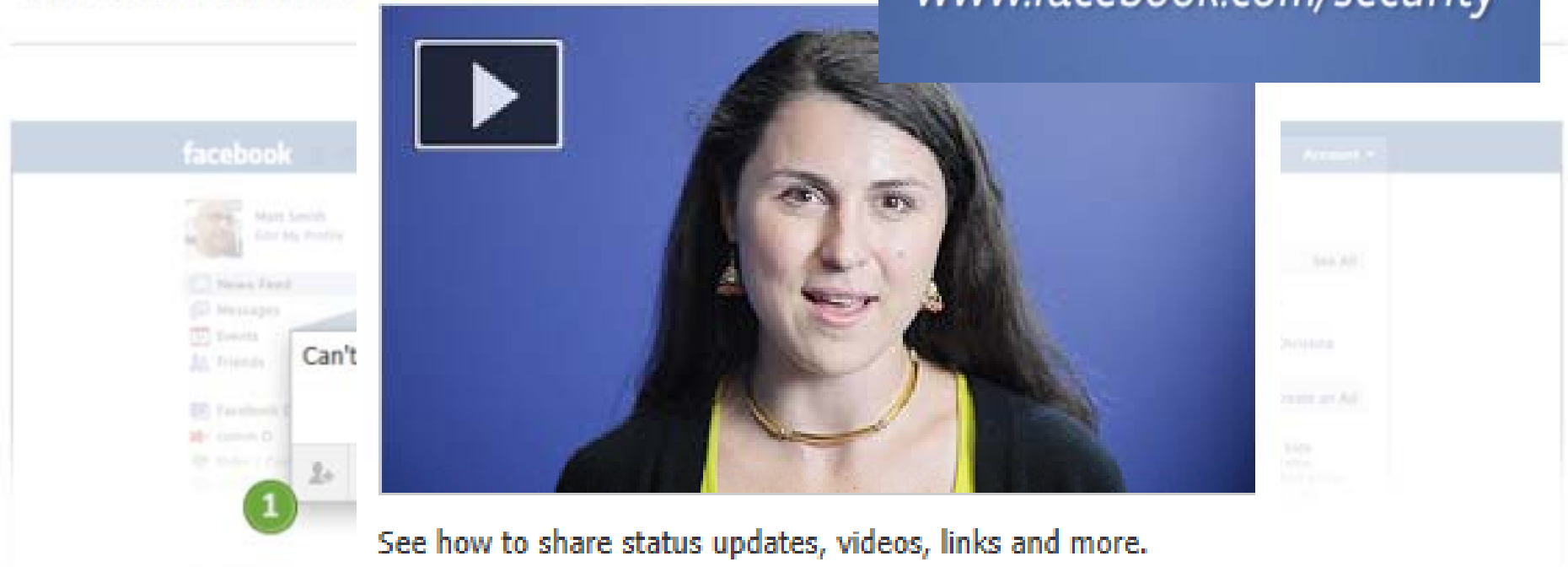
Tell.me
Ask.me
Like.me
Love.me
Know.me
Entertain.me
Formspring.me

<http://www.facebook.com/about/sharing>

How Sharing Works Now

Your controls have more

www.facebook.com/security



See how to share status updates, videos, links and more.

1. Tag who you're with

Click this button to add tags of your friends or anyone else on Facebook. Adding a tag instantly creates a link to the person's profile and may share your post with their friends. Learn more about tagging.

2. Say where you are

Now you can easily share what city or neighborhood you're in with every post you make, or share a particular place, like a park or cafe. Learn more about location.

3. Manage privacy right where you post

You can choose who sees your status updates, photos and profile info using the **inline audience selector** — when you share or afterwards.

Tips for Domination:

- Password: s0cc3Rkidd
- Remove your imported contacts
- Turn Location Services off, don't "Check In"
- Turn off "Friends Can Check you Into Places"
- Turn off Instant Personalization
- Edit what Apps can access
- Don't hit "Like"
- Limit your availability on Chat
- Turn on Profile Review (monitor pending posts)
- Turn on Tag Review





[Login](#) | [Register](#)

en français

[MYPROFILE](#)

[chat n'chill](#)

[idea box](#)

[Acronictionary](#)

[THE 411](#)

[Top 10](#)

[Xtras](#)

[SHOWCASE *](#)

[Staff Room](#)

[contact us](#)

Check out ur stats in the

SHOWCASE



Need help NOW



texting game

What do you think about
Textual Relations



chat n'chill
} post your comments



Tell us what you want to hear about?

A THIN LINE

lol / omg

<http://www.athinline.org/quizzes/landing>

OVER THE LINE?
THE LINE

- Sexting
- Harassment
- Constant Messaging
- Spying
- Cruelty



P.A.R.E.N.T.S.

- **P**articipate and Share
- **A**ct Appropriately
- **R**esearch, Ratings and Reviews
- **E**xamine Consequences
- **N**eed Rules and Restrictions
- **T**ake Action
- **S**upervision for Safety

<http://www.crvawc.ca/>



Critical Media Literacy
Resources for JK-Gr.12
Addressing Violence
in the Media

