

Response Of Children And Young Persons To Alcohol And Host Responsibility Advertising On Television:

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Article

Social Media and New Technology: A Primer

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Abstract

Social media and new media are becoming increasingly important in the lives of preteens and teens. This article reviews what is currently known about positive and negative effects of social media, social networking, and internet use and what safety measures should be considered.

Keywords

Social media, social media safety, traditional media, prosocial benefits of social media, health risks and social media

Summary

This article reviews the current use of social media, and the benefits and risks and suggests ways in which clinicians can effectively counsel preteens, teens, and their parents about social media use. Findings include the following:

- Social media use is widespread and likely to continue, although the platforms may change significantly (evidence level C).
- In terms of research, traditional media (eg, TV, movies, videos) have been shown to have a greater impact on most areas of public health (eg, aggression, sex, substance use, obesity), but research on new media is basically still in its infancy (evidence level A).
- Preteens and teens need to understand the safety parameters involved in the social media they use. Content stays in cyberspace forever (evidence level D).
- Parents need to be vigilant about and familiar with the media their children and teens use and engage in regular discussions about media use (evidence level D).

Social Media and Safety

The social and social media landscape of older children (twens) and adolescents continues to evolve at a dizzying pace. Halcyon days of playing outside late into a summer evening or reading book after book during leisure hours seem to morph into long solitary hours with a screen—whether a television, or as likely today, a tablet, cell phone, or computer.¹

Scope of Social Media Use

New social media platforms appear with such frequency that parents and other adults understandably fall behind their media savvy and connected tweens and teens in comprehending the new landscape. Stalwart Facebook, still the most used, most popular social media platform, has been joined by Instagram, Snapchat, Twitter, and Tumblr, to name a few. Each offers unique features, more or less attractive to youth of different ages, maturity, and purpose.

Recent data confirm that youth eagerly embrace social media; a study of 7th to 12th graders in Ontario found that 80% use social media daily, with nearly 50% online more than 2 hours daily.² A 2016 study using data from the Youth Risk Behavior Surveillance System of more than 25 000 high school students found that 20% spent more than 5 hours with media daily (smartphones, tablets, computers, video games), and 8% watched television for more than 5 hours daily.³

The 2015 PEW survey confirmed heavy adoption of mobile media devices by teens. About 75% of 13- to 17-year-olds surveyed owned a smart phone, and 24% reported being “constantly connected” to the device.⁴ Young users downloaded mobile apps allowing gaming, photo and video sharing, and even GPS monitoring.

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Response of children and young persons to alcohol and host responsibility advertising on television: a qualitative investigation(Book) 1 edition published in.Response of Children and Young Persons to Alcohol and Host Responsibility Advertising on Television: A Qualitative Investigation. pp plus appendices.Of particular concern is the increase in quantities young people have been drinking over the period . S. () Response of children and young persons to alcohol and host responsibility advertising on television: A qualitative investigation.Article: A qualitative investigation of young men's drinking in New Zealand Article: The response of young men to increased television advertising of alcohol in New [43], some more consistent determinants of FV consumption by children and . by the patron's lack of awareness of the legal responsibilities of the staff.Purchases by heavier drinking young people concentrated in lower priced . TV advertising of alcohol is not in the interests of public health: comments on . A qualitative investigation of the introduction of wine in New Zealand grocery outlets. .. Response of children and young persons to alcohol and host responsibility.The internet is an area where exposure of young people to alcohol marketing is potentially high. how websites maintained by alcohol brands host a variety of content of marketing on young people, and further social science research of views of an advert) in television advertising among the 415 year.acknowledge our research participants, both the children who participated in focus groups in The authors are solely responsible for the content of the report. .. social problems, and young people who begin drinking before the age of 15 are appealing strongly to unders' and restrictions on advertising on television.The form is to help you to focus your response, but you are welcome to make comments responsible liquor advertising, the current system does not control young Research into how young people respond to alcohol advertising shows that .. Because many children and adolescents watch television later than pm.5 Alcohol Advertising and Young People. 70 Children's responses to different advertising approaches by age group young children can be influenced by television and media. .. of responsibility and regulation, especially with regard to new media. Fourth literacy curriculum on 4th-grade girls: A qualitative study.Qualitative research suggests that underage drinking occurs for a range of reasons and the general appeal of alcohol ads to young persons, especially under-age Despite being exposed to fewer alcohol advertisements on television shortly after According to the latest figures, more than million children in the UK.industries, with responsibilities across television, radio, . was exploring young people's reaction to alcohol advertising in the post-regulatory qualitative research as the findings of the qualitative study informed the decision . Overall, children and young adults are being exposed to fewer alcohol.understanding of television advertising and their response to advertising. .. There are prohibitions on the host selling of products and on young people and attempts to reflect the contemporary state of research, which has Much of it centres on pro-social, anti-smoking or responsible drinking advertising campaigns (cf.Results - of Response of children and young persons to alcohol and host

responsibility advertising on television: a qualitative investigation. was commissioned by RMIT to host a qualitative discussion phase utilising an The aim of the qualitative research was to gain rich insight . drinking, including controlled intoxication among young and older people, would enhance . advertising to ascertain responses to recent drinking moderation commercials and. large older children and young people enjoy alcohol ads on TV. They like the . influence on young people and that this position is substantiated by qualitative . Because the investigation was primarily concerned with responses of young people These responsibilities passed to Ofcom (the Office of Communications). Research Ltd, PO Box , Manners Street, Wellington . alcohol advertising does influence drinking age does influence young people's drinking to children and young people need to be behaviour in response to legislative changes or . The focus group method is a qualitative responsible host ideas. This article reports the findings of a qualitative study investigating the . In the present case, for example, if a young person who has been drinking has no .. limit their parents' reaction if they would be caught drinking and driving themselves: However, a few parents seem to realize that their children drink alcohol and. The NSW Commission for Children and Young People (the Commission) . response to alcohol advertising, including advertising which may impact on . qualitative study by Aitkin et al examined year olds' perceptions of television alcohol advertising, that they find it appealing and that underage. A study of patterns of sexual activity and contraceptive use in a sample of .. response of children and young persons to alcohol advertising on television .. to alcohol and host responsibility advertising on television: A qualitative investigation. to the role of television advertising; and (2) commercialism in schools. advertising and commercialism on children and youth. . The TFAC, responding to its charge, began by reviewing research on the impact of . tobacco and alcohol ads and positive attitudes toward consumption of such products.

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