

### International Society for Research on Aggression

Applying media violence research to public policy: the roles of science and the researcher  
July 28, 2010; Storrs, CT

## Public health opportunities and responsibilities in the media violence field

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\* Thank you for your interest in this presentation. Please note that analyses included herein are preliminary. More recent, finalized analyses may be available by contacting CiPHR for further information.



## Media consumption in the US

- **It is financially lucrative:**
  - U.S. sales of videogame hardware, software and accessories were \$766.2 million per month (April, 2010) [1]
    - This is in comparison with \$1.03 billion a year earlier
    - Software sales specifically: \$398.5 million in April, 2010
  - Music industry: \$17 billion per year [2]
  - Movie industry: \$10 billion per year (in 2009) [3]
- **It is widespread:** [4]
  - 93% of teens use the Internet
  - 80% own a game console
  - 75% own a cell phone (54% text message every day)
- **It may have a health impact, both positive and negative**

1. [http://online.wsj.com/article/NA\\_WSJ\\_PUB\\_SB100014240527448703950804575243020491776534.html](http://online.wsj.com/article/NA_WSJ_PUB_SB100014240527448703950804575243020491776534.html)
2. <http://www.mobile-ent.biz/news/36963/Music-biz-losses-21bn-in-ten-years>
3. <http://financialedge.investopedia.com/financial-edge/0410/The-Economics-Of-Summer-Blockbuster-Movies.aspx>
4. <http://www.slideshare.net/PewInternet/how-do-they-even-do-that-a-pew-internet-guide-to-teens-young-adults-mobile-phones-and-social-media>

## Media as an exposure to violence

Between 0-10% of adolescents say almost all / all of the media they consume depicts physical violence, shooting, etc:

- Games: 9.5%
- Television: 7.5%
- Music: 3%
- Internet: cartoons: 1.5%
- Internet: real people: 0.6%

Growing up with Media national longitudinal study; PE Ybarra

## Media as a vehicle for violence

Victimization:

- 15% of youth are bullied online (34% harassed)
- 12% of youth are bullied via text messaging

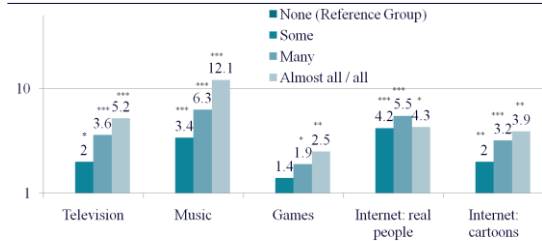
Perpetration:

- 6% of youth bully others online
- 6% of youth bully others via text messaging

**Public Health Opportunities:**  
Prevention of exposure to media violence

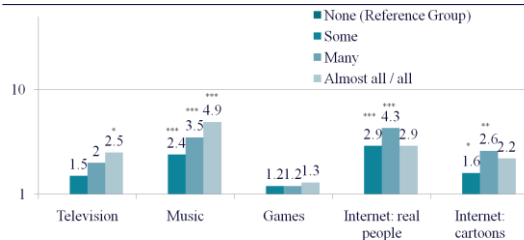
- Leverage technology to better educate the public about the data
- Empower parents to say “no”
- Deliver violence prevention programs to those using violent media (harm reduction: instead of aiming to reduce / eliminate exposure to violent media, aim to reduce the impact of violence in media)

**Odds of seriously violent behavior given the report of exposure to violent media, by media type**



\*p<0.05; \*\*p<0.01; \*\*\*p<0.001

**Adjusted odds of seriously violent behavior given the report of exposure to violent media, by media type**



\*p<0.05; \*\*p<0.01; \*\*\*p<0.001

Adjusted for biological sex, age, race, ethnicity, household income, propensity to respond to stimuli with anger, alcohol use, general media use

**Public Health Opportunities:**  
Prevention of expression of violence in media

- Comprehensive bullying programs at schools that address bullying and harassment across environments
- Work with online communities to create bully-free zones (e.g., translate the Olweus Bullying Prevention Program to Facebook communities (?); create a coordination committee; intervene immediately when bullying occurs)

## Public Health opportunities:

Leverage media to deliver violence prevention programs

- Use text messaging to deliver ‘booster’ sessions that reinforce school-based violence prevention programs
- Internet-based coping skills / CBT programs

## Public Health responsibilities:

Public education of “odds”

But I’ve watched violent television ever since I was a kid and I’m not violent...

## What does an odds ratio mean?

	Exposed (all / almost all media is violent)	Unexposed (none / almost none of the media is violent)
Disease (seriously violent behavior)	22%	2%
No Disease (no seriously violent behavior)	78%	98%

Odds of Disease in exposed group / Odds of disease in unexposed group  
 = (22/78) / (2/98)

*(Data from the Growing up with Media study; PI: Ybarra)*

## Public Health responsibilities:

Discussion of “significance”

- Clinical versus statistical significance (OR = 5.0, p=0.10 vs. OR = 1.2, p<0.001)
- Congruence of data, and more data, and more data



## Conclusions

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Technology is not good or bad, it's the things  
that people do with technology that determine  
it's impact