Social effects, part 2
Advertising

Concern over advertising to children; manipulation, exploitation.

Children and TV advertising
Toys=Programs; “Power Rangers.”
Does constant exposure to advertising make us an overly materialistic society?

Concern over effect of advertising on women’s self-image.

"Killing Us Softly“ – Jean Kilbourne
"Dove Campaign for Real Beauty"

About 30% of U.S. TV program time is advertising, twice the amount seen in the 1960s.

Brand loyalty – marketers attempt to establish with young consumers.
Advertisers covet the 18-49 age demographic.
Older viewers relatively unwilling to change their buying habits.
Number of viewers within target demographic more important to ad revenues than total viewers.
In 2007-08 season, *Grey's Anatomy* able to charge $419,000 per ad, compared to only $248,000 for *CSI*, despite *CSI* having almost five million more viewers on average.
Media Violence

More than 1,000 studies; majority say children who watch a lot of TV violence tend to be more aggressive themselves.

FCC has generally avoided regulation of violence over First Amendment (“freedom of speech”) concerns. However, in 2007 FCC said Congress has authority to regulate excessive violence on basic-cable channels.
Media Violence Research: Skepticism

Some say studies are exaggerated. Researchers do not claim that media violence is the only or most important cause of aggressive behavior.

In 1970s, Miami 15-year-old claimed insanity in a murder trial, blaming effects of TV violence; he was found guilty, sentenced to life.

Some countries with similar rates of media violence have much lower violent crime rates than the U.S.

[Links: Violent TV and children]
Discrepancies in TV violence

87% of crimes occurring in the real world are non-violent crimes, whereas only 13% of crimes occurring on TV are considered non-violent crimes.

Violent crime rates dramatically fell in the mid 1990s and have stayed low, during a time when media violence has continued to increase, and saw the addition of violent video games.
Different types of media violence

Is violence in the *Roadrunner* equivalent to violence in *The Godfather*?

Violence in the news?

Applying theory to real life

Cultivation Theory – TV “cultivates” attitudes; have you been influenced by TV (and other media)?

Social Learning Theory – children, others model their behavior on media.

Elaboration Likelihood Model – viewers have different levels of engagement; everyone is not affected the same way.