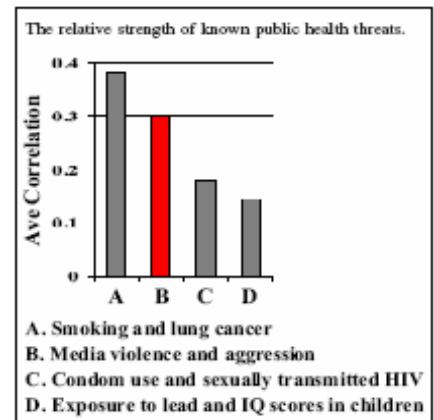


MARKETING MEDIA VIOLENCE



After reviewing more than 1000 studies based on over 30 years of research, 6 major public health organizations, including the American Medical Association, found that “viewing entertainment violence can lead to increases in aggressive attitudes, values, and behavior, particularly in children.”

- Children who view a lot of media violence are more likely to view violence as an effective way of settling conflicts.
- Viewing media violence can lead to emotional desensitization toward violence in real life.
- Entertainment violence feeds a perception that the world is a violent and mean place.
- Children exposed to violent programming at a young age have a higher tendency for violent and aggressive behavior later in life than children who are not so exposed.^{1 2}



Violence is prevalent on the TV shows and movies watched by children.

- Nearly 2 out of 3 television shows contain some violence, averaging about 6 violent acts per hour.³
- Violence is even more prevalent in children’s shows, which average 14 violent acts per hour.⁴
- More than half of concept music videos contain acts of violence, usually against women.⁵
- Children, on average, will witness on television 200,000 acts of violence, including 40,000 murders, by the time they are eighteen.⁶
- The criteria for rating movies has become less stringent over the last decade and movies with the same rating can differ significantly in the amount of violence, sex, profanity, and other content.⁷



Photo by Nat Ward

Video games, many of which involve players committing simulated violence, are increasingly popular with children.

- Forty-two percent of children age 9-12 play video games at least one hour a day. Twenty-two percent report playing more than 2 hours.⁸
- A study of Teen-rated games found that 98% involved intentional violence and 69% rewarded killing or required the player to kill in order to advance in the game.⁹
- Nearly half of boys in grades 4 through 12 list an M-rated game as their favorite.¹⁰
- At the 2006 Summit on Video Games, Youth and Public Policy, academic, medical and health experts signed a statement saying: “Behavioral science research demonstrates that playing violent video games can increase the likelihood of aggressive behavior in children and youth.”¹¹



MARKETING MEDIA VIOLENCE



Despite the use of rating systems throughout the entertainment industry, violent media content is frequently marketed to children.

- Violent toys, often tied to violent media, are commonly marketed to young children. Movies with ratings for older children are often marketed with toys rated for younger children. In 2007, 91% of the toys for the PG-13, blockbuster film, *Transformers*, were rated suitable for children 5 and under.¹²
- A 2007 report by the Federal Trade Commission found:
 - Ninety-percent of R-rated movies are advertised on websites where one third or more of the audience is under 17.¹³
 - About four in ten children can gain admission, unaccompanied, to R-rated films. Seven in ten shoppers between 13 and 16 were able to purchase R-rated DVDs.¹⁴
 - The music industry continues to advertise CDs with parental advisories on cable TV shows with young teen audiences of 40% or more. Seventy-six percent of teens were able to purchase explicit-content labeled CDs.¹⁵
 - The video game industry continues to advertise M-rated games on television and in magazines popular with younger teens. On the Internet, the industry repeatedly violated its own “very limited standard.” Forty-two percent of shoppers 13 to 16 were able to purchase M-rated games.¹⁶



For more information visit www.commercialfreechildhood.org.

Other Resources

- **Common Sense Media** provides parents with media reviews in order to help them make the best media choices for their kids. (www.commonsensemedia.org)
- **Concerned Educators Allied for a Safe Environment** is a network of parents, teachers and concerned individuals, who are dedicated to creating a safe and healthy world for children. (www.peaceeducators.org)
- **National Institute for Media and the Family** researches the influence of the media on youth and educates parents. (<http://www.mediafamily.org>)
- **TRUCE (Teachers Resisting Unhealthy Children’s Entertainment)** produces an annual guide of toys that are educationally and developmentally appropriate for young children. (www.truceteachers.org)

¹ American Academy of Pediatrics (2000, July 26). Joint Statement on the Impact of Entertainment Violence on Children. *Congressional Public Health Summit*. Retrieved March 25, 2008, from <http://www.lionlamb.org/jointstatement.htm>.

² Graph Adapted from: Huesmann. (December 2007). Impact of Electronic Media Violence. *Journal of Adolescent Health*, 41(6), S1, p. S6-S13.

³ Center for Communication and Social Policy (1998). *National Television Violence Study*. Retrieved March 25, 2008, from http://www.media-awareness.ca/english/resources/research_documents/reports/violence/upload/National-Television-Violence-Study-Year-Three-1996-97-Report-pdf.pdf.

⁴ Wilson, B. et al. (2002). Violence in children’s television programming: assessing the risks. *Journal of Communication*, p. 52, 5-35.

⁵ American Academy of Pediatrics Committee on Public Education. (2001). Sexuality, Contraception, & the Media. *Pediatrics*, 107(1), 191-194.

⁶ Huston, A.C. et al. (1992). *Big world, small screen: The role of television in American society*. Lincoln, NE: University of Nebraska Press.

⁷ Thompson, K. & Yokota, F. (2004). Violence, Sex, and Profanity in Films: Correlation of Movie Ratings with Content. *Medscape General Medicine* 6(3), p. 3.

⁸ National Institute of Media and the Family (2006, November 28). *Eleventh Annual MediaWise® Video Game Report Card*. Minneapolis: Walsh, D. et al. Retrieved March 25, 2008, from http://www.mediafamily.org/research/report_vgrc_2007.shtml.

⁹ Haninger, K., Ryan, M. S., Thompson, K.M. (2004). Violence in teen-rated video games. *Medscape General Medicine*. 6(1). Retrieved March 25, 2008, from <http://www.kidsrisk.harvard.edu/images/MGMvideogames.pdf>.

¹⁰ National Institute of Media and the Family. (2005, November 29). *Tenth Annual MediaWise® Video Game Report Card*. Minneapolis: Walsh, D. et al. Retrieved March 25, 2008, from http://www.mediafamily.org/research/report_vgrc_2005.shtml.

¹¹ Consensus statement from the Institute for Media and the Family’s 2006 Summit on Video Games, Youth, and Public Policy. Retrieved March 25, 2008, from <http://www.mediafamily.org/press/20061031.shtml>.

¹² CCFC Press Release. (June 28, 2007). *Transformers Marketing: More than Meets the Eye: Hasbro, DreamWorks Target Preschoolers with Violent PG-13 Movie; CCFC calls for FTC Probe*. Retrieved March 25, 2008, from <http://commercialfreechildhood.org/pressreleases/transformers.htm>.

¹³ Federal Trade Commission. (April, 2007). *Marketing Violent Entertainment To Children: A Fifth Follow-up Review Of Industry Practices In The Motion Picture, Music Recording & Electronic Game Industries: A Report to Congress*, p. ii.

¹⁴ *Ibid.*, p. 8-9.

¹⁵ *Ibid.*, p. 13-17.

¹⁶ *Ibid.*, p.17-25.