

CONTENTS

<i>List of Tables and Figures</i>	<i>page</i> xii
<i>Acknowledgments</i>	xxiii
1 The Changing Media Landscape	1
The Changing Media Landscape	3
Children and Media: A History of Concern	5
Previous Research on Children’s Media Use	8
2 The Measurement of Media Behavior	13
Measuring Young People’s Media Behavior	16
The Samples	17
Young children: The In-Home sample	18
Older children and adolescents: The In-School sample	18
Questionnaires	19
Questionnaire administration	19
Media exposure measures	20
The home media environment	22
Media attitudes	22
Social/psychological well-being	23
Demographic and background items	23
Media-use diaries	24
Statistical analyses	25
Age as a baseline variable	26
3 The Media Environment	29
Media in the Home	30
Overall in-home access	30

Age and in-home access	33
Socioeconomic status and in-home access	33
Race/ethnicity and in-home access	35
Gender and in-home access	38
Multiple-Media Homes	38
Media in Young People's Bedrooms	42
Age and bedroom media	42
Gender and bedroom media	43
Socioeconomic status and bedroom media	44
Race/ethnicity and bedroom media	46
Household Television Orientation	48
Age/gender and household television orientation	51
Socioeconomic status and household television orientation	51
Race/ethnicity and household television orientation	54
Summing Up the Media Environment	55
4 Screen Media: Television, Videos, and Movies	57
Amount of Screen Exposure	58
Age and screen exposure	58
Gender and screen exposure	62
Socioeconomic status and screen exposure	63
Race/ethnicity and screen exposure	65
Household television orientation and screen exposure	67
Content Preferences	68
Television content	69
Video content	72
Movie content	74
Summing up screen content preferences	74
The Context of Exposure	74
Attitudes toward Television	80
Summing Up Screen Media Exposure	82
5 Audio Media: Radio, Tapes, and CDs	84
Amount of Audio Exposure	85
Predictors of audio exposure	88
Music Content Preferences	90
Predictors of content preferences	92
Audio Media: A Coda	95

CONTENTS

ix

6 Print Media: Books, Magazines, and Newspapers	97
Amount of Print Exposure	98
Gender and print exposure	101
Socioeconomic status and print exposure	102
Race/ethnicity and print exposure	105
Place of residence and print exposure	106
Household television orientation and print exposure	106
Magazine subscriptions and print exposure	108
Content Preferences: What Young People Read	109
Summing Up Print Behavior	110
7 Interactive Media	113
A further word about access	114
Who Uses Computers?	117
Amount of Computer Use	121
Video Games	127
Content Preferences	129
Interactive games	129
Chat rooms	132
Web sites	132
Summing Up Interactive Media Use	133
8 Patterns of Overall Media Consumption	136
Exposure versus Use	137
Overall Media Exposure	139
Age and media exposure	139
Gender and media exposure	142
Race/ethnicity and media exposure	143
Socioeconomic status and media exposure	144
Family composition and media exposure	148
Residence locale and media exposure	149
The Media Budget	150
Age and media budgets	153
Gender and media budgets	155
Race/ethnicity and media budgets	157
Socioeconomic status and media budgets	158
Family composition and media budgets	163
Residence locale and media budgets	164

9 Media Behavior: A Youth Perspective	165
Personal Contentedness and Media Use	165
Academic Performance and Media Use	171
Heavy versus Light Media Users	174
A Typology of Young People's Media Behavior	180
Media lite	182
Interactor	185
VidKid	186
Restricted	187
Indifferent	187
Enthusiast	188
10 Summary and Conclusions	190
The Media Environment	191
Media Exposure/Media Use	192
Subgroup Differences in Media Consumption	194
Heavy versus Light Media Use	195
New Media versus Old	196
Gender Differences	197
Music Tastes	198
Absence of Adults	199
Attitudes toward Media	200
Psychological and Social Adjustment	201
The Need to Pay Attention	202
Appendixes to Chapter 2: Methods	204
2.1 Sampling Details	204
2.2 Content Genres for Each Medium	208
Appendixes to Chapter 3: The Media Environment:	
Results and Statistical Tests	211
3.1 Households Containing One or More of Each Medium	211
3.2 Households Containing Three or More of Each Medium	218
3.3 Youths with Each Medium in Their Bedrooms	225
3.4 Household TV Orientation	231
Appendixes to Chapter 4: Screen Media: Results and Statistical Tests	237
4.1 Amount of Screen Media Exposure	237

CONTENTS

xi

4.2 Household TV Environment	249
4.3 Screen Genres	252
4.4 Screen Viewing Context	259
4.5 Attitudes toward Television	263
Appendixes to Chapter 5: Audio Media: Results and Statistical Tests	270
5.1 Amount of Audio Exposure	270
5.2 Type of Audio Exposure	277
5.3 Audio Genres	277
Appendixes to Chapter 6: Print Media: Results and Statistical Tests	282
6.1 Amount of Print Media Exposure	282
6.2 Print Genres (7th–12th Graders)	295
Appendixes to Chapter 7: Interactive Media: Results and Statistical Tests	302
7.1 Amount of Interactive Media Use	302
7.2 Interactive Media Genres	315
Appendixes to Chapter 8: Overall Media Consumption: Results and Statistical Tests	324
8.1 Amount of Total Exposure and Proportion of Time Devoted to Each Medium	324
Appendixes to Chapter 9: Youth Perspective on Media Behavior	337
9.1 Contentedness Index Correlations	337
9.2 Amount of Total Media Exposure by Contentedness	338
9.3 Amount of Total Media Exposure by Academic Achievement	339
9.4 Heavy and Light Media Exposure	347
9.5 Characteristics of Media User Types	350
<i>References</i>	357
<i>Author Index</i>	369
<i>Subject Index</i>	373