

## AUTHOR INDEX

- Abelman, R., 49  
 Adams, S., 101  
 Aidman, A., 42  
 Alexander, A., 166  
 Anderson, C. A., 7  
 Anderson, D. R., 57, 74  
 Anderson, R. C., 112  
 Arnett, J., 202  
 Atkins, C. K., 104
- Bachen, C. M., 104, 111  
 Bandura, A., 7  
 Bauman, K., 9, 10, 11, 63, 66, 86,  
 88, 89  
 Bennahum, D. S., 58  
 Berkowitz, L., 7  
 Bickman, D. S., 57  
 Bower, R. T., 8, 10, 49, 67, 147,  
 195  
 Brown, J., 9, 10, 11, 63, 66, 86,  
 88, 89  
 Buchman, D. D., 38  
 Buckley, S., 22, 48, 49  
 Burk, R., 171  
 Bushman, B. J., 7
- Calvert, S., 2, 7, 38, 127, 130,  
 152, 157
- Carbone, S., 7  
 Carey, J., 157  
 Center for Media Education, 8,  
 113, 115, 127  
 Chaffee, S. H., 49, 50, 61, 104,  
 140, 142, 147, 171  
 Chall, J. S., 98, 154  
 Charters, W. W., 6  
 Chen, H., 7  
 Cheskin Research &  
 Cyberteens.com, 126, 134, 135  
 Childers, K., 9, 10, 11, 63, 66, 86,  
 88, 89  
 Christenson, P., 2, 7, 9, 10, 11,  
 26, 85, 88, 90, 94, 96, 136, 155,  
 157, 166, 171, 202  
 Coffin, T., 175  
 Colletti, J., 48, 83, 154  
 Collins, P. A., 74  
 Comstock, G., 2, 7, 10, 14, 15,  
 16, 21, 26, 29, 48, 49, 50, 61,  
 67, 140, 142, 147, 165, 171,  
 173, 174, 176  
 Csikszentmihalyi, M., 60, 86, 166
- Donnerstein, E., 7  
 Dornbusch, S. M., 171  
 Dorr, A., 3

- Eccles, J., 82  
 Elliott, G. R., 28, 132  
 Evans, E. D., 101
- Fairchild, H., 7  
 Federman, J., 7  
 Feldman, S. S., 28, 132  
 Feshbach, N. D., 7  
 Feshbach, S., 63, 66  
 Foehr, U. G., 147  
 Foley, K., 113  
 Fraleigh, M. J., 171  
 Funk, J. B., 38, 127
- Gans, H., 95  
 Garner, A., 101  
 Gerbner, G., 7, 8  
 Germann, J. N., 38  
 Goodbey, G., 14, 67  
 Greenberg, B. S., 9, 137  
 Greenfield, P., 26  
 Gridina, N., 9  
 Grinder, R., 171  
 Gross, E., 26  
 Gross, L., 7, 8
- Haertel, E. H., 171  
 Haertel, G. D., 171  
 Harris, C., 166  
 Harris, J. R., 104  
 Harris, M. B., 171  
 Harvard University Kennedy  
 School of Government, 113,  
 115, 117, 118  
 Heintz, K., 42  
 Henriksen, L., 9, 10, 11, 85, 88  
 Hernandez-Ramos, P., 104, 111  
 Hiebert, E. H., 112  
 Hirsch, P., 8  
 Hodge, R., 74
- Hoffman, H. R., 3, 9, 10, 42, 63,  
 88, 89, 99, 110, 166, 197  
 Horatio Alger Foundation, 8, 9,  
 11, 86  
 Hornby, M. C., 104, 111  
 Horton, D., 134  
 Huston, A. C., 7, 57
- Internetnews.com, 117
- Jackson, S., 27, 28  
 Jo, E., 7  
 Johnston, J. W. C., 165  
 Josephson, W. L., 7
- Kaiser Family Foundation, 6, 9,  
 31, 101, 113, 115, 117, 118,  
 119, 126  
 Kane, M., 175  
 Katzman, N., 49, 50, 61, 140,  
 142, 147  
 Kirchler, E., 132  
 Klein, A., 58, 154, 175  
 Koch, G., 9, 10, 11, 63, 66, 86,  
 88, 89  
 Kraut, R., 26  
 Ku, L., 9, 137  
 Kubey, R., 21, 60, 48, 83, 86, 155,  
 166, 171  
 Kunkel, D., 3
- Larson, R., 21, 48, 83, 86, 154,  
 171  
 Leiderman, P. H., 171  
 Lenhart, A., 113, 119, 126, 136  
 Lepper, M. R., 171  
 Lewis, O., 113, 119, 126, 136  
 Li, H., 9, 137  
 Lieberman, D. A., 171  
 Lin, S., 171

- Lorch, E. P., 57  
 Lyle, J., 3, 9, 10, 35, 42, 63, 63,  
 80, 88, 89, 99, 104, 110, 112,  
 137, 165, 166, 175, 197  
 Lyness, P., 112
- Maccoby, E. E., 137, 165, 174  
 Maccoby, N., 7  
 Mazzarella, S., 42  
 McCombs, M., 49, 50, 61, 140,  
 142, 147  
 McIntyre, J. J., 66  
 McLeod, J. M., 104  
 Medrich, E. A., 22, 48, 49  
 Meyrowitz, J., 114  
 Miller, C., 147  
 Morgan, M., 7, 8, 166  
 Munn, W., 7  
 Mutz, D. C., 175
- National Center for Education  
 Statistics, 115  
 National Public Radio, 113, 115,  
 117, 118  
 National Telecommunications  
 and Information  
 Administration, 29, 126  
 Neuman, S. B., 112, 171, 175  
 Newberger, E. C., 30  
 Newspaper Advertising Bureau,  
 99
- O'Brien, J., 82  
 O'Keefe, B., 113  
 Oldenberg, D., 38
- Paik, H., 7, 74  
 Palomari, A., 132  
 Parker, E. B., 3, 9, 10, 35, 63, 80,  
 99, 104, 112, 137, 165, 175
- Pecora, N. O., 2  
 Perse, E. M., 134  
 Peterson, J., 94  
 Pombeni, M., 132  
 Postman, N., 112, 175  
 Potter, W. J., 8, 16  
 Powell, R. A., 134
- Rainie, L., 113, 119, 126, 136  
 Recording Industry Association  
 of America, 89  
 Reeves, B., 7  
 Rice, R., 90  
 Rideout, V., 147  
 Ritter, P. L., 171  
 Roberts, D. F., 2, 5, 6, 7, 9, 10, 11,  
 26, 49, 50, 61, 85, 88, 90, 94,  
 96, 104, 111, 136, 140, 142,  
 147, 155, 157, 166, 171, 175,  
 202  
 Robinson, J. P., 14, 67  
 Rodriguez-Tome, 27, 28  
 Roe, K., 96  
 Roizen, J. A., 22, 48, 49  
 Roper Starch Worldwide Inc.,  
 126, 134, 135  
 Rubin, A. M., 134  
 Rubin, V., 22, 48, 49  
 Rutberg, J., 101
- Sakar, P., 115  
 Salomon, G., 15, 16, 152  
 Sather, C., 101  
 Scantlin, R., 113  
 Scharrer, E., 7, 10, 14, 21, 29,  
 48, 67, 171, 173, 174,  
 176  
 Schramm, W., 3, 9, 10, 35, 63, 80,  
 99, 104, 112, 137, 165, 175

- Scott, J. A., 112  
 Shanahan, J., 7, 166  
 Signorielli, N., 7, 8  
 Stanger, J., 9, 11, 29, 49, 133  
 Starker, S., 5  
 Steiner, G. A., 3, 10  
 Sterk, H. M., 101  
 Strasburger, V. C., 2, 7  
 Subrahmanyam, K., 26
- Tanaka, J., 128  
 Tangney, J. P., 63, 66, 165  
 Teevan, J. J., 66  
 Thompson, B., 113, 127  
 Timmer, S. G., 82  
 Tripp, D., 74  
 Turner, C., 101
- UCLA, 175
- Van Evra, J., 74, 80  
 van Vuuren, D. P., 175  
 Venes, R., 58
- Walberg, H. J., 171  
 Warner, C., 94  
 Wartella, E., 7, 42, 74, 113  
 Weiss, W., 175  
 Wilkinson, I. A. G., 112  
 Williams, P. A., 171  
 Williams, R., 171  
 Wilson, B. J., 2, 7  
 Winn, M., 112, 175  
 Witty, P., 112  
 Wohl, R. R., 134  
 Wright, J. C., 57
- YM Magazine, 6, 9, 101
- Zillmann, D., 8n, 166

## SUBJECT INDEX

- academic performance: affected  
 by media exposure, 173–4;  
 computer exposure and, 349;  
 measurement of, 171–2; media  
 exposure and, 171–4, 179;  
 print exposure and, 349; TV  
 exposure and, 349
- age: identification of subgroups,  
 26–8; primary independent  
 variable, 26
- attitudes toward media, 200–1;  
 age and, 263; measures of,  
 22–3; parent education and,  
 195; *see also* attitudes toward  
 television
- attitudes toward television:  
 ethnicity and, 265; family  
 composition and, 268; gender  
 and, 264; income and, 266;  
 parent education and, 267;  
 residence and, 269
- audio access, *see* media access
- audio exposure: age and, 85–9,  
 270; amount of, 85–6;  
 background function of, 84–5;  
 content of, 87–8; defined, 84;  
 ethnicity and, 89, 272; family  
 composition and, 275; gender  
 and, 88–9, 271; income and,  
 89–90, 273; measurement of,  
 84–5; music as primary  
 content, 87; parent education  
 and, 90, 274; residence and,  
 276; *see also* music preferences
- audio exposure, previous research:  
 age and, 10; ethnicity and, 10;  
 radio genres, amount, 277
- bedroom media: access to, 29, 55;  
 age and, 42–3, 192; amount,  
 42, 191–2; ethnicity and, 46–8,  
 192, 226; family composition  
 and, 229; gender and, 43–4,  
 225; historical comparisons,  
 42; income and, 44–6, 192,  
 227; measure of, 22; parent  
 education and, 44–6, 192, 228;  
 residence and, 230; *see also*  
 bedroom television
- bedroom television: screen  
 exposure and, 68; solitary  
 viewing and, 76, 79
- book exposure, *see* print exposure
- book genres, 209

- CDs, exposure to, *see* audio exposure
- chat room preferences: age and, 315; family composition and, 321; gender and, 316–17; genres, 132; predictors of, 132; measure of, 22
- chat room, use: ethnicity and, 318; income and, 319; parent education and, 320
- cognitive-neoassociationist theory, 7
- computer access, 114–16, 192; in-home, 115–16; schools and, 115–16; *see also* media access
- computer activities: age and, 123; defined, 122; e-mail, 126; gender and, 123–4; instant messaging, 126; personal web sites, 126
- computer content preferences, variation in, 129; *see also* chat room preferences; computer game preferences; website preferences
- computer exposure: age and, 122–3, 125, 302; amount, 121–2; ethnicity and, 124–5, 305–6; family composition and, 311–12; gender and, 123–4, 125, 303–4; high users, 196–7; income and, 125, 126, 307–8; parent education and, 125, 126, 309–10; residence and, 313–14; users vs. total sample, 133–4; previous research, gender and, 10
- computer game genres, 209
- computer game preferences: age and, 129–30, 315; ethnicity and, 130, 318; family composition and, 321; gender and, 130, 316; income and, 130, 319; parent education and, 130, 320; residence and, 322
- computer use, “hype” concerning, 196
- computer users: age and, 118–19; defined, 116–18; differentiated from total sample, 117–18, 121–2; ethnicity and, 120; gender and, 120–1; income and, 119; parent education and, 119–20
- computer users, high vs. low: academic performance and, 179; amount of noncomputer exposure, predictors of, 349; amount of noncomputer media exposure and, 176–9; contentedness and, 179–80
- constant television, *see* television orientation
- contentedness: avoidance of social contact and, 169–70; defined, 23, 165–6; family composition and, 168; gender and, 168; measurement of, 23, 166–7; media exposure and, 167–9, 201–2, 338–9; parent education and, 168; solitary media exposure and, 170; TV orientation and, 169–71, 339
- contentedness index: correlations with media exposure, 338; item intercorrelations, 337
- cultivation theory, 7–8
- demographic characteristics, measures of, 23–4

- depth of processing, 15–16  
 digital divide, 114–16  
 displacement, *see* media displacement  
 e-mail use: age and, 316;  
 ethnicity and, 318; family composition and, 322; gender and, 317; income and, 319; parent education and, 320; residence and, 323  
 exemplification theory, 8n  
 family composition: income and, 148; TV rules and, 149  
 family viewing, 76  
 gender: content preferences and, 197–8; media exposure and, 197–8  
 “ghettoization” of media use, 200  
 Harris Interactive, Inc., 12, 17  
 income, household: measurement error in, 145; measurement of, 23–4  
 information independence, children’s, 5–6  
 information processing activity, media formats and, 152–3  
 interactive media: defined, 113–14; enthusiasm for among youth, 113, 135; *see also* entries under computer and video games  
 Internet chat room genres, 209  
 Internet website genres, 209–10  
 Kaiser Family Foundation, 12, 17  
 lurking, 134  
 magazine exposure, *see* print exposure  
 magazine genres, 209  
 media access, 31–2, 211; age and, 33, 212; child’s room, 4–5; ethnicity and, 35–8, 56, 213; family composition and, 216; gender and, 38; income and, 33–5, 55–6, 214; in-home, 4–5, 30–41; magazine subscriptions and, 108–9; measurement of, 22; multiple media households, 4–5; optional media, 32, 33, 35; parent education and, 35, 55–6, 215; residence and, 217; *see also* bedroom media  
 media behavior: measurement of, 16–17; obstacles to measurement, 13  
 media budgets: age and, 153–5; audio media and, 154–8, 161, 163, 164, 193; components of, 151–2; computers and, 153–4, 157–8, 159–60, 161, 162–3, 164, 193; defined, 150–1; ethnicity and, 157–8; family composition and, 163–4; gender and, 155–7; income and, 158–61; media multitasking and, 155; movies and, 158, 161, 164; music and, 155; parent education and, 158, 161–3; print media and, 154, 158, 159, 160, 161, 162–3; residence and, 164; television and, 153, 157–60, 161–2, 163, 164, 193; video games and, 153–7, 161, 193; videos and, 158, 161, 164

- media diaries, 137–8
- media displacement, 174–6, 178
- media effects: exposure and, 8; historical concern with, 5–6
- media effects theories, 6–8
- media environment: historical changes in, 1–5; importance of, 29; measurement of, 22; nature of, 4; summary, 191–2
- media exposure: age and, 139–42, 193, 324; amount, 138–9, 190, 192–4; amplification of emotional states and, 202; available time and, 140–2, 193, 195–6; avoidance of social contact and, 169–70; as background activity, 15; computers and, 193; contentedness and, 201–2; defined, 138; ethnicity and, 143–4, 194, 327–8; family composition and, 148–9, 194–5, 333–4; gender and, 142–3, 325–6; high vs. low users and, 195–6; importance of, 2, 202–3; income and, 144–8, 194–5, 329–30; measurement of, 137; media multitasking and, 136–8; parent education and, 144–8, 194–5, 331–2; parent estimates of, 140; parental responsibility and, 202–3; residence and, 149–50, 335–6; school and, 140–2; social context and, 4, 199–200; use vs. exposure, 137–8, 192–3; variation in, 190–1; video games and, 193
- media exposure and academic performance, 339; age and, 340; ethnicity and, 342; family composition and, 345; gender and, 341; income and, 343; parent education and, 344; residence and, 346
- media exposure measures, 20–21; amount, 21; content, 21; leisure time exposure, 20; social context, 21; TV measurement, 21
- media exposure, previous research, 8–11; amount, past estimates of, 10; disparities in estimates, 10–11; measurement, limiting factors, 11; predictors of, 10; social integration and, 10; variations in, 10; weaknesses in, 8–10
- media formats: distinctions blurring, 152–3; information processing and, 152–3
- media generation, 190
- media multitasking, 192
- media ownership, *see* media access
- media use: age and, 139; amount, 138; defined, 138; measurement of, 137–8
- media use diaries, 24–5
- media user typology, 183–9, 350–6; Enthusiast, 183, 184, 185, 188–9, 350–6; identification of, 180–2; Indifferent, 183, 184, 185, 187–8, 350–6; Interactor, 183, 184, 185–6, 350–6; Media Lite, 182–5, 350–6; Restricted, 183, 184, 185, 187, 350–6; Vid Kid, 183, 184, 185–6, 350–6



- media users, high vs. low,  
 identification of, 176–7; *see also*  
 computer users; print users;  
 television users
- movie content preferences, 74;  
*see also* screen content  
 preferences
- movie exposure, *see* screen media  
 exposure
- movie exposure, social context,  
 79–80
- movie genres, 208
- multiple-media households, 55;  
 age and, 39, 218; defined, 38;  
 ethnicity and, 40–1, 220;  
 family composition and, 40,  
 223; gender and, 219; income  
 and, 39, 221; measurement of,  
 22; parent education and, 39,  
 222; proportion of, 31–2;  
 residence and, 224
- music, adolescent attraction  
 to, 96; *see also* audio  
 exposure
- music exposure, *see* audio  
 exposure
- music genres: allegiance to, 91;  
 proliferation of, 90; *see also*  
 music preferences
- music preferences, 91–2, 210; age  
 and, 277; ethnicity and, 92–3,  
 95, 96, 198–9, 278–9; family  
 composition and, 280–1;  
 fragmentation of taste, 94–5;  
 gender and, 93–4, 96, 278;  
 income and, 94, 95, 279;  
 measurement of, 90–1; parent  
 education and, 95, 280;  
 residence and, 281; young  
 children's, 91
- newspaper exposure, *see* print  
 exposure
- newspaper genres, 209
- parasocial interaction, 134–5
- parents, control of media use,  
 historical, 5–6
- personal media, *see* bedroom  
 media
- print content preferences: age  
 and, 110, 295; books, 109;  
 ethnicity and, 297; family  
 composition and, 300; gender  
 and, 110, 296; income and,  
 298; magazines, 110;  
 newspapers, 109–10; parent  
 education and, 299; residence  
 and, 301
- print exposure: age and, 98–101,  
 282; amount, 98–9, 111;  
 available time and, 100–1;  
 bedroom TV and, 107;  
 constant TV and, 106–8;  
 decline with age, 99–100, 101;  
 defined, 97–8; ethnicity and,  
 105, 285–6; family composition  
 and, 291–2; gender and, 101–2,  
 283–4; historical comparisons,  
 112; historical patterns of, 99;  
 income and, 104–5, 287–8;  
 magazine subscriptions and,  
 108–9; parent education and,  
 102–4, 289–90; print  
 availability and, 111; residence  
 and, 106, 293–4; social context  
 and, 111; television orientation  
 and, 106–8; previous research,  
 intelligence and, 10
- print users, high vs. low:  
 academic performance and,

- print users (*cont.*)  
 179; amount of nonprint media exposure and, 176–9; amount of nonprint media exposure, predictors of, 348; contentedness and, 179–80
- psychological adjustment, *see* contentedness
- questionnaires, 17, 19–24;  
 administration, 19–20; memory and, 17; multiple versions, 20; parent responses and, 17, 20, 60
- race, *see* ethnicity *under various entries*
- radio access, *see* media access
- radio exposure, *see* audio exposure
- reading, *see* print exposure
- recordings, exposure to, *see* audio exposure
- sample, 17–20, 204–8; diary respondents, 18; in-home, 18, 206–8; in-home, margin of error, 19, 208; in-home, procedures, 206–7; in-home, weighting, 207–8; in-school, 18–9, 204–6; in-school, margin of error, 19, 206; in-school, procedures, 204–5; in-school, weighting, 205–6; margin of error, 19; nonrepresentative in prior studies, 8–9; oversampling, 18; use of two, 17
- screen content preferences: age and, 74; gender and, 74; importance of, 68; measurement of, 68–9
- screen media: cognitive activity and, 57; defined, 57
- screen media exposure: age and, 58–62; amount, 58; available time and, 61–2; characteristics of, 82–3; decline in and age, 60–2; dominance of, 58; ethnicity and, 65–7, 239–40; family composition and, 65, 245–6; gender and, 62–3, 237–8; income and, 63–5, 241–2; movie attendance and, 61–2; parent education and, 63–5, 243–4; parent estimates of, 60; residence and, 247–8; social context, importance of, 74; television dominates, 58, 59–60; TV orientation and, 67–8; videos and, 62
- social adjustment, *see* contentedness
- social cognitive theory, 7
- social context *see* television exposure, social context, *and under* screen exposure
- social interaction, *see* social relationships
- social relationships: chat rooms and, 132; computers and, 134–5; e-mail and, 126; instant messaging and, 126; websites and, 132
- socioeconomic status, *see* family composition; income; *and* parent education *under various entries*
- statistical analyses, 25–6;  
 criterion for significance, 25; indicators of significance in tables, 25; noncomparable samples and, 26

- television: attitudes toward, and  
 age, 80–1; and ethnicity, 81–2;  
 distribution of sets, historical,  
 5; as dominant medium, 58
- television access, *see* media access
- television attachment, ethnicity  
 and, 56, 66–7
- television centrality, *see*  
 television orientation
- television content preferences,  
 79–72; age and, 69–71;  
 ethnicity and, 72, 253; family  
 composition and, 255;  
 fragmentation of taste, 71;  
 gender and, 71–2, 252; humor  
 and, 69–71; income and,  
 253–4; parent education and,  
 254; residence and, 255; *see*  
*also* screen content preferences
- television effects: concern with,  
 5; previous research, 6–8
- television exposure: measurement  
 of, 13–15; mealtime viewing  
 and, 69; monitoring vs.  
 viewing, 15; rules governing  
 and, 69; *see also* screen media  
 exposure
- television exposure, previous  
 research on: age and, 10;  
 intelligence and, 10; race and,  
 10
- television exposure, social  
 context: age and, 75; bedroom  
 television and, 79, 263;  
 co-viewing with others and,  
 77–8, 80; co-viewing with  
 parents, 76–8; day part and,  
 75–6, 78–9, 259–63; ethnicity  
 and, 260; family composition  
 and, 261; gender and, 259;  
 income and, 260; measurement  
 of, 75; only children and, 79;  
 parent education and, 261;  
 residence and, 262; siblings  
 and, 262; solitary viewing,  
 75–80
- television genres, 208
- television orientation, 30; age  
 and, 51; amount and, 49–50;  
 constant television and, 22;  
 contentedness and, 339;  
 ethnicity and, 54–5, 232;  
 family composition and, 53–4,  
 235; gender and, 51, 231;  
 income and, 51–3, 233;  
 measurement of, 48–9; media  
 behavior and, 48; parent  
 education and, 51–3, 195, 234;  
 print exposure and, 106–8;  
 relationships among measures,  
 50–1; residence and, 236
- television orientation and  
 exposure: age and, 249;  
 ethnicity and, 250; family  
 composition and, 251; gender  
 and, 249; income and, 250;  
 parent education and, 251;  
 residence and, 252
- television rules, 200; *see also*  
 television orientation
- television users, contentedness  
 and, 179–80
- television users, high vs. low:  
 academic performance and,  
 179; amount of non-TV media  
 exposure and, 176–9; amount  
 of non-TV media exposure,  
 predictors of, 347

- television viewing: as family activity, 155; social context and, 199–200
- time, measurement of, 13–15
- video content preferences: age and, 72–3, 256; ethnicity and, 257; family composition and, 258; gender and, 73, 256; income and, 257; parent education and, 258; residence and, 259; *see also* screen content preferences
- video exposure, social context, 79; *see also* screen media exposure
- video game access, *see* media access
- video game content preferences: age and, 316; family composition and, 322; gender and, 317; income and, 319; parent education and, 320; residence and, 323
- video game exposure, 127–9; age and, 127–8, 302; amount, 127; ethnicity and, 128, 305–6; family composition and, 311–12; gender and, 127–8, 303–4; income and, 128–9, 307–8; parent education and, 309–10; residence and, 313–14
- video game genres, 130–1
- video game preferences: action-oriented, 131; age and, 131; compared with computer game preferences, 131; ethnicity and, 131, 318; gender and, 131
- web pages, personal, 126
- website content preferences: age and, 315; family composition and, 321; gender and, 317; residence and, 323
- website genres, 132–3
- website preferences, predictors of, 132
- website use: ethnicity and, 318; income and, 319; parent education and, 320