

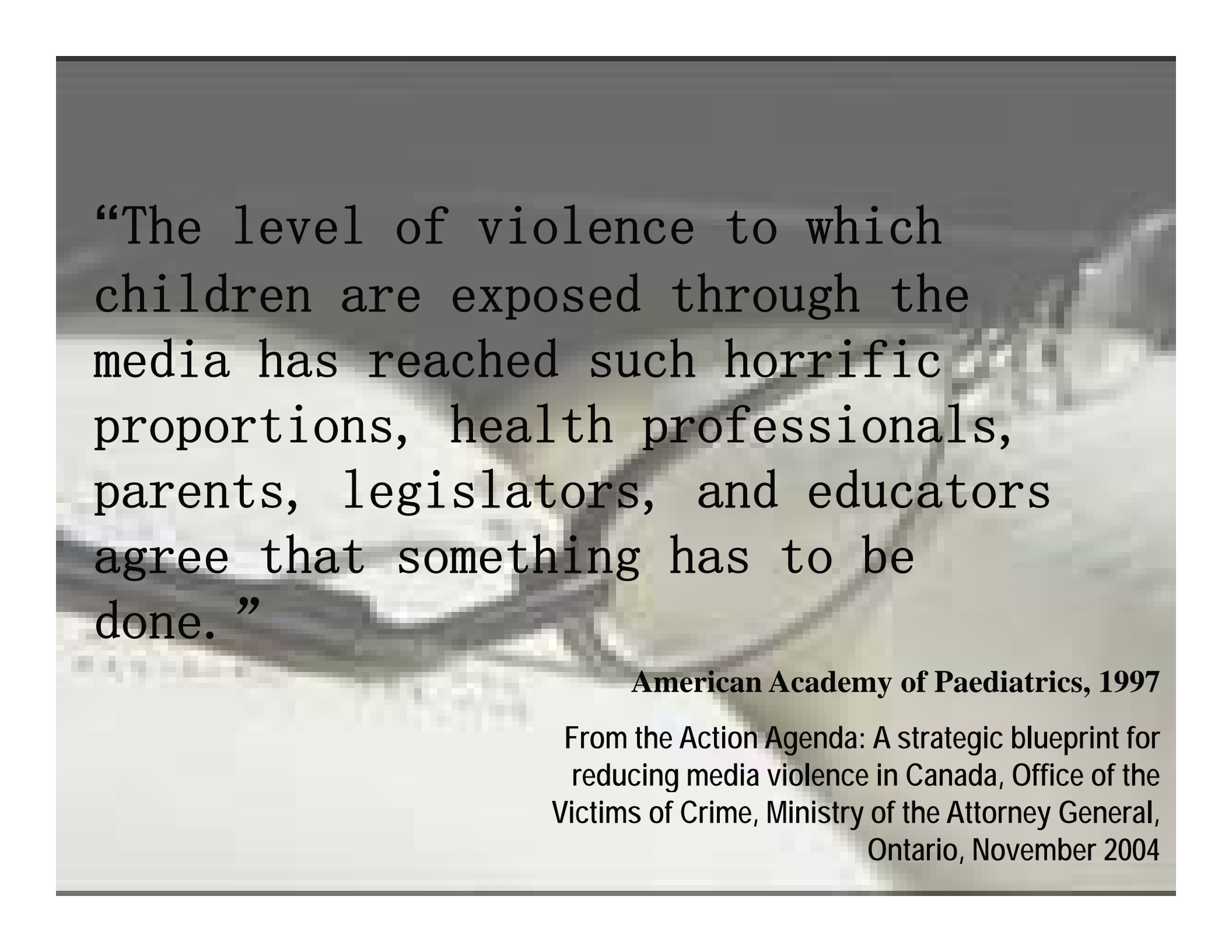


The Impact of Media Violence on Children and Adolescent Development: A Critical Role for Parents & Educators

*The Coalition on Media Violence
Presentation to the Roots of Youth Violence
Secretariat: Toronto, February 15, 2008*

Who Is Involved in this Coalition?

- The Ontario Public School Boards' Association
- The Canadian Centre for Abuse Awareness
- The Elementary Teachers' Federation of Ontario
- The Ontario Catholic School Trustees' Association
- The Ontario English Catholic Teachers' Association
- The Ontario Federation of Home & School Associations
- The Ontario Principals' Council
- The Ontario Provincial Police
- The Ontario Secondary School Teachers' Federation
- The Ontario Student Trustees' Association
- The Ontario Teachers Federation



“The level of violence to which children are exposed through the media has reached such horrific proportions, health professionals, parents, legislators, and educators agree that something has to be done. ”

American Academy of Paediatrics, 1997

From the Action Agenda: A strategic blueprint for reducing media violence in Canada, Office of the Victims of Crime, Ministry of the Attorney General, Ontario, November 2004



“Don’t worry
that children
never listen to
you, worry
that they are
always
watching you!”

*Robert Fulgham in “All I really need to know
I learned in Kindergarten”, 1989*



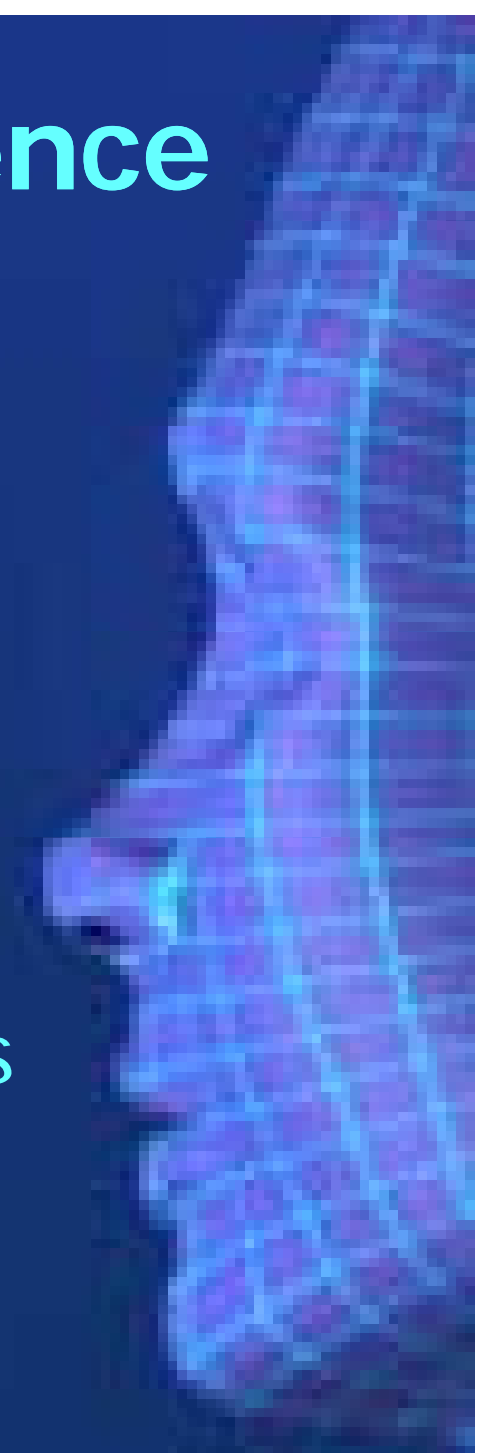
The M Generation: Media Saturated

- 6.5 hours a day (45.5 hours a week) of TV, DVDs, CDs, Computer, Video Games
- Compared to 1 hr physical activity, 1 hr homework, .5 hr chores a day
- 63% TV on during meals
- 68% access to TV or video games or computer in bedroom
- 53% have no family rules on access or content

Kaiser Family Foundation, 2005

Impacts of Media Violence

- Scares or Traumatizes
- Promotes Stereotypes
- Promotes high-risk behaviours (sexual behaviours and attitudes, alcohol use etc.)
- Encourages imitation
- Alters brain development
- Modeling of negative relationships
- Causes emotional desensitization
- Stimulates violent or aggressive behaviour



Desensitization, Decreased Propensity To Intervene

“Children and adults who are exposed to television violence show reduced physiological arousal, and they are less likely than unexposed individuals to seek help for victims of violence or to act on behalf of victims.”

p.57 Small Screen, Big World Huston, et al., 1992



Children Exposed to Domestic Violence



Television's Top Rated Shows

Top 10 Cable TV Programs for the week of January 7, 2008 (Live+SD)



Rank	Program	Network	Rating ^{xx}	Viewers ^{xxx}	Chart by Rating
1	Monk	USA	3.4	5.645	
2	Psych	USA	2.9	4.685	
3	WWE Entertainment (WWE Raw)	USA	2.8	4.601	
4	WWE Entertainment (WWE Raw)	USA	2.7	4.587	
5	You Dec 08-SC Rep Debate(S)-01/10/2008	FOXNC	2.5	3.746	
5	Anderson Cooper 360	CNN	2.5	3.547	
5	Hannah Montana	DSNY	2.5	4.225	
5	SpongeBob	NICK	2.5	3.914	
5	Herbie Fully Loaded	DSNY	2.5	4.119	
10	SpongeBob	NICK	2.4	3.91	
10	SR/NH Primaries 2008(S)-01/08/2008	CNN	2.4	3.522	

WWE



Ontario Investigation and Inquiry into Violence in Amateur Sport 1974

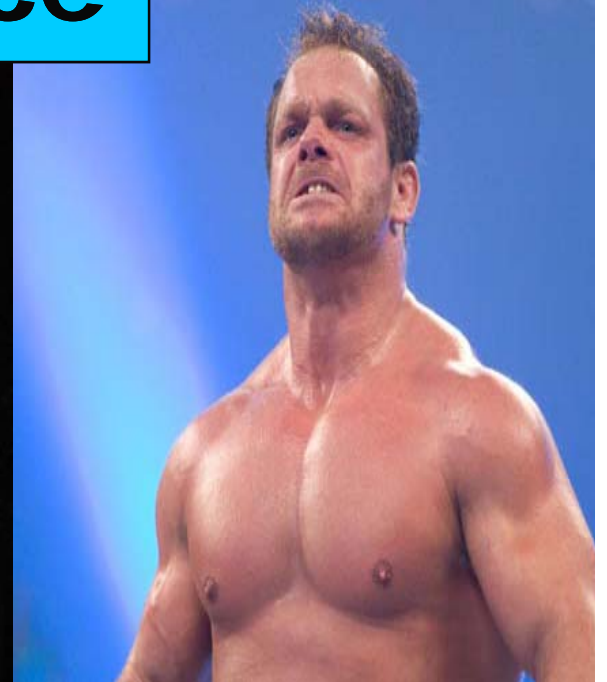
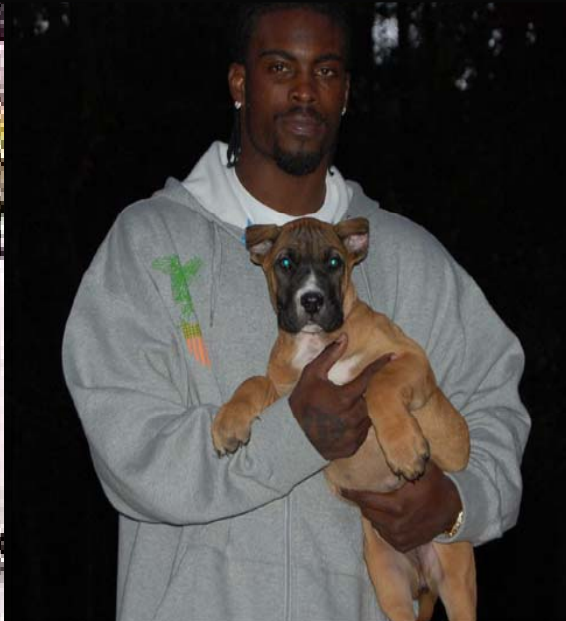
"Sport, and particularly hockey, need not be a symptom of a sick society. Hockey can be a positive educational force – a model – to instill values such as cooperation, personal discipline, tolerance and understanding – a catalyst to promote fellowship and mutual respect among individuals and peoples..... rather than a divisive force, fueled by calculated animosities" William McMurtry Q.C.

London Knights Hockey Fight



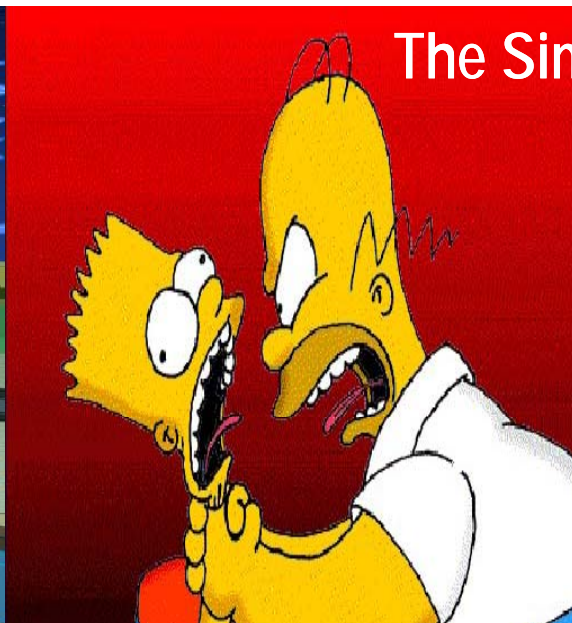


Sport Violence





Drawn Together



The Simpsons



Animated Shows: Adult Cartoons



South Park



Family Guy



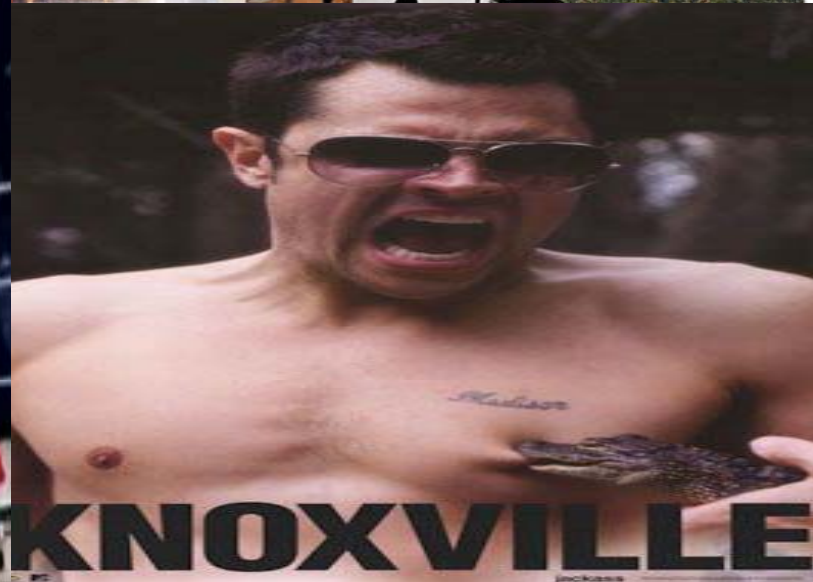
American Dad

SCANNED

Paris Hilton Vs. Nicole Richie



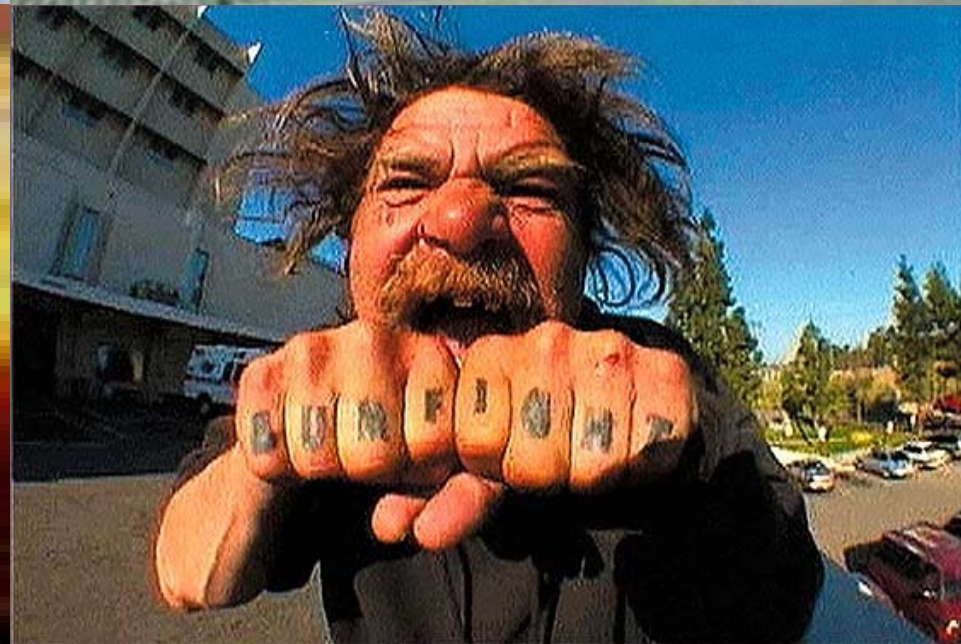
JackAss

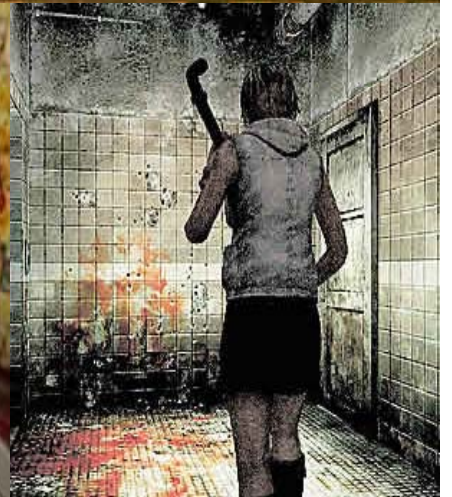


Concerns of Internet Users

- **Bullying or harassment:** via Instant Messaging, chat rooms, and SMS (Short Message Systems i.e. text messaging), and email.
- **Privacy, Predators and Pornography:** revealing too much personal information on profile pages, blogs, bulletins, web cams, camera phones, and peer to peer networks (i.e. video files).
- **Online Hate:** personal web sites, gossip sites, propaganda techniques, racist organizations and recruitment.

Viral Videos





Problems

- First Person Shooter (FPS) games act as conditioning devices
- Simulation games teach users to shoot with accuracy and reflexively
- The most popular games contain graphic violence
- Online gaming and gambling can become addictive

Possible Death Sequences

Inserting a crowbar into an enemy's cranium

Shooting

Beating

Eviscerating (gutting someone)

Using a sickle to sever testicles

Hacking off heads with a machete

Stabbing an enemy in the eye with a shard of glass

Assaulting (including sexually)

Murdering



Video Game Killers

Dawson College: Kimveer Gill

Street Racers (Toronto):

Alexander Ryazanov and
Wang-Piao Ross



Cop Killer (Alabama):

Devin Moore

Columbine: Eric Harris and

Dylan Klebold

Multimedia Generation

Overall Recommendations

- **P**articipate and Share
- **A**ct Appropriately
- **R**esearch, Ratings and Reviews
- **E**xamine Consequences
- **N**eed Rules and Restrictions
- **T**ake Action
- **S**upervision for Safety

The Good News

- Lessons Being Developed from K-12
- Parent Education & Outreach
- Legislative Changes Suggested
- May 12 Launch by the Coalition for all our partners



What do we need from the Secretariat?

- Recognition and Support to engage the Community and Media Industry about the seriousness of the problem
- Demonstrated Leadership and Action on media violence from the Provincial & Federal Government
- Recognition in the RRYV that Media Violence is one of the Roots of Violence in our Communities