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Substance Abuse and Mental Health Services Administration

Violence In The Media

The debate over the influence of the media in American culture is one of the hottest topics among



policymakers, educators, and prevention professionals. Research shows that violence and sex on television and in other media constitute an important and unrecognized influence on children and adolescent health and behavior. Such impact should be eliciting serious concern, not just from parents and educators, but from physicians, public health advocates, and politicians.

In fact, the topic has spurred numerous congressional hearings, debates, and research projects, and with each new tragic incident the need for answers is mounting. Much of the debate is concentrated on the influence of viewing violence on television, and in motion pictures and music videos. However, the drug use and exposure to drugs in each of these media, as well as in advertisements, is also a major concern for many researchers.

While alcohol use by major characters on television declined in recent years, the use of both licit and illicit drugs rose. In fact, a typical viewer can see some representation of substance use every 14 minutes. The explicit messages of drug use in many music videos and the effect of billions of dollars in alcohol and tobacco advertisements may also have

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a considerable influence on the behavior of adolescents and is a prominent topic among researchers, as well.

This resource guide provides an updated review of the research into the negative influences on the media (including television, motion pictures, music videos, and advertisements) on our children. Use it wisely and well.

Nelba Chavez, Ph.D.

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The listing of materials of programs in this resource guide does not constitute or imply endorsement by the Center for Substance Abuse Prevention, the Public Health Service, the Substance Abuse and Mental Health Services Administration, or the Department of Health and Human Services. The materials have been reviewed for accuracy, appropriateness, and conformance with public health principals.

This Substance Abuse Resource Guide was compiled from a variety of publications and data bases and represents the most current information to date. It is not an all-inclusive listing of materials on this topic. This guide will be updated regularly, and your comments or suggestions are welcome. To suggest information or materials that might be included in future editions, please write to SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI), P.O. Box 2345, Rockville, MD 20847-2345.

Produced by SAMHSA's National Clearinghouse for Alcohol and Drug Information, Denise C. Jones, editor.

For further information on alcohol, tobacco, and illicit drugs, call 800-729-6686, 301-468-2600, or TDD 800-487-4889. Or visit us on our World Wide Web Site at <http://ncadi.samhsa.gov>.

Books

Media in the Home 1999: The Fourth Annual Survey of Parents and Children

Conducted by the Annenberg Public Policy Center of the University of Pennsylvania, this survey focuses on the influence of the media in the home. The survey followed the same methodology for 4 years, with the baseline data collected in 1996. Telephone

interviews were conducted with a national random sample of parents of 2- to 17-year-olds and a random sample of their 10- to 17-year-old children in homes with televisions. The sample was drawn using random digit dialing. The samples were weighted to the U.S. Census by race, education, and geographic region for the sample of parents; and sex and geographic region for the sample of 10- to 17-year-olds.

Authors: Stanger, J.D.; Gridina, N.
Organization: Annenberg Public Policy Center
Year: 1999
Format: Book
Length: 30 pages
Topic: Media influence on youth
Target Audience: Professionals and general public

Availability: Annenberg Public Policy Center, 529
14th Street, NW., 320 National Press Building,
Washington, DC 20045; 202-879-6700
Cost: Not listed

Stop Teaching Our Kids to Kill: A Call to Action Against TV Movie and Video Game Violence

In the wake of youth-led violence sprees in towns like Jonesboro, Arkansas; Pearl, Mississippi; and Littleton, Colorado; authors Lt. Col. David Grossman and Gloria DeGaetano explore the notion that media does more than just condition children to violent behavior. They posit the theory that television and violent video games teach youth the "mechanics of killing." Empirical data from scientific studies is offered to support their theory.

Authors: Grossman, D.; DeGaetano, G.
Year: 1999
Format: Book (hardcover)
Length: 204 pages
Topic: Media and violence
Target Audience: Parents and general audience

Availability: Bookstores
Cost: \$20

It's Not Only Rock and Roll

This book examines the research on adolescents and popular music. The authors contend that popular music is a major force and the lives of contemporary youth cannot be understood without serious consideration of how it fits into youth culture. The authors describe and characterize the content of music media according to a systemic content analysis and examine how the content is interpreted by adolescents. They also assess the

research on the impact of music media on the attitudes, values, and behavior of young people and consider what, if anything, should be done about it. The authors conclude that popular music is an undeniable influence in the lives of many adolescents, but its effects on sexual behavior, violence, and drug use are probably not terribly broad or massive. However, it may shape the patterns of group interaction-alter study habits or define modes of personal appearance, for instance-and thus researchers should not ignore the possible negative effects of music media exposure.

Authors: Christenson, P.; Roberts, D.F.
Year: 1998
Format: Book
Length: 320 pages
Topic: Violence in the media
Target Audience: General public

Availability: Hampton Press, Inc., 23 Broadway,
Cresskill, NJ 07626; 201-894-1686
Cost: \$23.95

Media and the Construction of Random Drug Violence

This is a chapter taken from the book, *Drugs, Crime, and Justice: Contemporary Perspectives*, edited by L.K. Gaines and P.B. Kraska. Between 1986 and 1990, the news media in New York City constructed a compelling picture of a reality in which drug-related violence was spreading and becoming random in its selection of victims. In addition, the news media encouraged a belief in the growing vulnerability of white, middle-class people. The reactionary agenda toward drug users and drug traffickers resulted from a constellation of forces. Liberal government officials reacted to a perceived drug crisis by calling for a variety of programs. The news media, pursuing a sensational story that would sell the news and not contradict the policies of government officials on whom they depended for information, mobilized the white middle class with an emphasis on the theme of random drug violence. Faced with an alarmed voting public calling for law and order, government officials promoted a drug scare that would permit spending on law enforcement programs during a time of fiscal crisis and over-crowded prisons. The drug scare associated with crack allowed the development of a conservative agenda in a liberal political environment. The author suggests that social scientists should play a more active role in influencing the news media and government policies.

Author: Brownstein, H.H.
Year: 1997
Format: Book
Length: 483 pages
Topic: Violence in media

Target Audience: General public

Availability: Bookstores

Cost: \$25.95

National Television Violence Study: Vol. 2

The second year of the National Television Violence Study project examines programming delivered during the 1995-1996 television season. Data were obtained from analysis of 2,700 hours of programming, including 3,235 non-news and non-sports programs broadcast on the 23 channels most frequently viewed by the U.S. public. The results indicate that violence is typically sanitized on television -- it is rarely punished in the immediate context in which it occurs, and it rarely results in observable harm to the victims. There was just as much violence on television in 1996 as in 1995. Television poses a great deal more risk for children under age 7 than for older viewers, and most of the dangerous portrayals of violence are found in the genres and channels specifically targeted to these young children. Recommendations are offered to parents, television producers, and policymakers.

Author: Federman, J.

Year: 1997

Format: Book

Length: 424 pages

Topic: Violence in the media

Target Audience: General public

Availability: Sage Publications, Inc., 2455 Teller Rd., Thousand Oaks, CA 91320; 800-499-0721

Cost: \$36.50

National Television Violence Study: Vol. 1

This study of television violence has two primary goals: (1) to identify the contextual features associated with violent depictions that most significantly increase the risk of a harmful effect on the audience, and (2) to shed light on the nature and extent of violent depictions. Data were obtained from a content analysis of 2,693 programs airing over a 20-week period in the 1994-1995 television season on 23 of the most frequently viewed U.S. broadcast and cable television channels. The analysis reveals that the context in which most violence is presented on television poses risks for viewers. The negative consequences of violence are not often portrayed in violent programming. Perpetrators go unpunished in most scenes of violence. Violent programs rarely employ

an anti-violence theme. On the positive side, television violence is usually not explicit or graphic. Recommendations are provided for parents, television producers, and public policy makers.

Author: Federman, J.
Year: 1996
Format: Book (paperback)
Length: 551 pages
Topic: Violence in the media
Target Audience: General public

Availability: Sage Publications, Inc., 2455 Teller Rd., Thousand Oaks, CA 91320; 800-499-0721
Cost: \$39.95

Fugitive Cultures: Race, Violence and Youth

Author Henry Giroux delivers a stinging criticism of the plethora of Hollywood-produced films which feature violence as the primary theme. He notes, "serious films have given way to the blockbuster... and the tradeoff has been an increase in the number of violent films shown in movie theaters across the United States." Giroux particularly targets filmmaker Quentin Tarantino's films noting that he "produces a racially coded, reactionary cultural politics and pedagogy that transforms neo-conservative callousness and contempt for the underclass into a hip representation of avant-garde high art." In addition to films, he examines the growing influence of talk radio, and he critiques the worldview of the Disney Corporation given its depiction of racial, ethnic, and gender stereotypes in some of its productions.

Author: Giroux, H.A.
Year: 1996
Format: Book (hardcover)
Length: 255 pages
Topic: Violence in the media
Target Audience: General public

Availability: Bookstores
Cost: \$80

Television Violence: A Guide to the Literature

This book provides a bibliography that brings together sources on television violence. It is subdivided by chapter, dealing with general studies, television, children, behavioral links, sex, public opinion, laws, and guidelines dealing with television violence.

Author: Kelly, P.T.

Year: 1996
Format: Book (hardcover)
Length: 237 pages
Topic: Violence in the media
Target Audience: General public

Availability: NOVA Science Publishers, Inc., 6080
Jericho Turnpike, Suite 207, Commack, NY
11725-2808; 316-499-3103
Cost: \$79

Violence in the Media

This volume offers differing viewpoints on the subject of violence in media. Each chapter provides examples, annotated bibliographies, and lists of organizations; and the chapter, "Gangsta Rap Promotes Violence in the Black Community" is the specific focus here. Rap is more than rhyming words. It is the central part of a powerful cultural movement ("hip-hop") that influences the way young teens across races walk, talk, dress, and think. While some forms of rap music promote progressive social change, self-awareness, and anti-drug messages; the key element in gangsta rap is aggression-manifested in the rappers' body language, tone, and witty rhymes. In gangsta rap, women are disposable playthings who exist only for men's abusive delight and it is admirable to be cold-blooded and unfeeling. Although gangsta rap as a cause of violent behavior by its listeners cannot be proven as is the case for teens that listen to acid rock music, the authors argue that there is a correlation. For instance, black-on-black violence escalated sharply in the late 1980's, when gangsta rap popularity was on the rise. The change in the values and behavior of young blacks in rural towns is another example. This parallels the growing violence and drug use among suburban white teenagers who are typically viewed as mainstream America. Nevertheless, the authors suggest ways to counter the influence of gangsta rap including economic boycotts of record companies who produce it. Some black stations have banned airplay of recordings that glorify drugs, sex, violence, and the abuse of women.

Editor: Wekesser, C.
Year: 1994
Format: Book
Length: 192 pages
Topic: Violence in the media
Target Audience: General public

Availability: Greenhaven Press, 10911 Technology
Place, San Diego, CA 92127; 800-231-5163 and
bookstores
Cost: \$20.96

Shaping Our Responses to Violent and

Demeaning Imagery in Popular Music

A hearing held on February 23, 1994 by the U.S. Senate Subcommittee on Juvenile Justice explores the impact of gangsta rap on U.S. youths and other popular music that is violent, racist, anti-Semitic, sexually graphic, or demeaning toward women. Witnesses included panels of recording industry executives, entertainers, and leaders of minority and professional groups. Also included are an Anti-Defamation League special report, "Hip to Hate: Hateful Lyrics in Rap and Rock," and articles from periodicals.

Organization: U.S. Senate Subcommittee on Juvenile Justice

Year: Published in 1995

Format: Book (paperback)

Length: Not listed

Target Audience: General public

Availability: (Senate Hearing 103-1005) (This document is no longer in print at the General Printing Office) Available at the Library of Congress, Washington, DC or university law libraries

Cost: Not listed

Booklets, Brochures, Fact Sheets, and Reports

The UCLA Television Violence Monitoring Report

This report is part of a 3-year project to monitor television violence. It is based on an agreement between Sen. Paul Simon (D-IL) and the four major broadcast networks (ABC, CBS, Fox, and NBC). The UCLA Center for Communication Policy was asked to monitor all television with a particular emphasis on broadcast network television. The UCLA study examined every series, television movie, theatrical movie shown on television, children's programming, specials, and advertisements aired during the 1994-1995 television season (September 1994 through May 1995). More than 3,000 hours of television were monitored in each of the 3 years. Departing from many previous studies, the UCLA report examines the context in which violence occurs, thus distinguishing between violence that in its context raises concerns and violence that does not. The UCLA study is also committed to an annual report written in a clear and plain style accessible to parents, the press, the Government, advocates, academics, and anyone interested in the issue.

Author: Cole, J.

Organization: UCLA Center for Communication Policy

Year: 1995

Format: Booklet

Length: Not listed

Topic: Media and violence

Target Audience: Government officials, academics, journalists, and general public

Availability: UCLA, 308 Westwood Plaza, Los Angeles, CA 90024; 310-206-0788
Cost: Not listed

Violence and Drugs on Television: The Cultural Environment Approach to Prevention

Produced for The Annenberg School for Communication at the University of Pennsylvania, the authors argue that violence and substance abuse are among the most pervasive and persistent social pathologies of our time. But mostly reactive, punitive, and remedial responses have not made an appreciable difference in reducing them. This report advances a new diagnosis and a new, preventive approach. It summarizes the research on which the new diagnosis is based, the action program that stems from the research, and strategic planning for future action. Part I is the first comprehensive report of 20 years' analysis of network television drama, the role of violence and drugs in that world, and some consequences of exposure to it. Part II deals with some institutional and economic forces driving violence as a dramatic formula. Part III is the account of a citizen action program, the Cultural Environment Movement, mobilizing a broad coalition for preventive action on the cultural front.

Authors: Gerbner, G.; Morgan, M.; and Sinorielli, N.

Year: 1994

Format: Booklet

Length: Not listed

Topic: Violence and substance abuse images in media

Target Audience: General public

Availability: SAMHSA's National Clearinghouse for Alcohol and Drug Information, P.O. Box 2345, Rockville, MD 20847-2345; 800-729-6686
Cost: Free

Television Violence Profile No. 16: The Turning Point

The Violence Profile is a periodic report that includes both message system analysis, which addresses the content of violence shown on television, and cultivation analysis, which focuses on the consequences of living with and learning from television. The Violence default combines three sets of observations (the percentage of programs containing any violence, the rate of

violent scenes per program, and the percentage of major characters involved in violence) to make a single indicator sensitive to a range of program characteristics. The report discusses some issues related to disagreement over measurements, the dynamics of violence, cultivation analysis, and the structural basis of violence.

Authors: Gerbner, G.; Morgan, M.; and Sinorielli, N.

Year: No date

Format: Booklet

Length: 31 pages

Target Audience: General public

Availability: NCJ #152836, National Criminal Justice Resource Center, P.O. Box 6000, Rockville, MD, 20849-6000; 800-851-3420
Cost: \$8.10

Magazines and Newsletters

Prevention Pipeline

The CSAP/NCADI award-winning bi-monthly magazine features an array of articles, statistics, abstracts, descriptions of new materials in the NCADI catalog, updates on new research in the substance abuse field, funding resources, public service ads, and reprinted materials. Subscribers are encouraged to "lift" articles and artwork for their own newsletters.

Publisher: Center for Substance Abuse Prevention (CSAP)

Year: Published bimonthly

Format: Magazine

Length: 60 pages

Topic: Alcohol and substance abuse

Target Audience: Substance abuse prevention professionals, educators, parents, teens, and adults

Availability: SAMHSA's National Clearinghouse for Alcohol and Drug Information, P.O. Box 2345, Rockville, MD 20847-2345; 800-729-6686

Internet: <http://ncadi.samhsa.gov>

Cost: Annual subscriptions are \$28 for domestic orders, \$32 for international orders

Videos, Posters, and Other Items

The Glitter: Sex, Drugs, and the Media

The Glitter explores the powerful messages that various media use to make sex and drugs look appealing. This video discusses the dangers of youth accepting the products and lifestyles proposed by the media. A teacher's resource book is included with the video.

Organization: NIMCO, Inc.
Year: 1994
Format: Videocassette
Length: 23 minutes
Topic: Substance abuse and media
Target Audience: Jr. high school and sr. high school youth, young adults, educators, and prevention professionals

Availability: NIMCO, Inc., 102 Hwy. 81 North,
Calhoun, KY 42327-0009; 800-962-6662
Cost: \$189

Warning! The Media May be Hazardous to Your Health

In this video, the producers warn against the glamorization of violence, fear, and hatred between the sexes that is depicted in thousands of Hollywood-produced films and videos. Based on a slide show by activist, writer, and national lecturer Ann J. Simonton, this work also explores the "life-affirming nature of both genders." A 20-page instructional guide and other documentation are included in the video package.

Organization: Media Watch
Year: 1990
Format: Videotape
Length: 36 minutes
Topic: Violence in media
Target Audience: General public

Availability: Media Watch, P.O. Box 618, Santa Cruz, CA 95061-0618; 800-631-6355, 831-423-6355
Cost: \$45 for individuals, \$155 for groups and institutions

Studies and Articles

Television and Motion Pictures

Substance Use in Popular Movies and Music

Robert, D.; Henriksen, L.; Christenson, P.G.; and Kelly, M.

U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Washington, DC, 1999
Available from SAMHSA's National Clearinghouse for Alcohol and Drug Information, P.O. Box 2345, Rockville, MD 20847-2345; 800-729-6686

This study examines the frequency and nature of substance use in the most popular movierentals and songs of 1996 and 1997. The intent was to determine the accuracy of public perceptions about extensive substance use in media popular among youths. Because teenagers are major consumers of movies and music, there is concern about the

potential for media depictions of tobacco, alcohol, and illicit drugs to encourage use. For instance, portrayals that tend to legitimize, normalize, trivialize, or glorify substances might suggest to young people that this behavior is without negative consequences. Careful examination of media content is a crucial first step in determining what role media may play in promoting substance use and abuse.

Youth and Violence on Local Television News in California

Dorfman, L.; Woodruff, K.; Chavez, V.; and Wallack, L.

American Journal of Public Health, 87: 1311-1316, 1997

Available from Sage Publications, Inc., 2455 Teller Rd., Thousand Oaks, CA 91320; 800-499-0721

This study explores how local television news structures the public policy debate on youth violence. The authors conducted a content analysis on 214 hours of local television news from California. Each of the 1,791 stories about youth, violence, or both was coded and analyzed for whether it included a public health perspective. There were five key findings. First, violence dominated local television news coverage. Second, the specifics of particular crimes dominated coverage of violence. Third, more than half of the stories on youth involved violence, while more than two-thirds of the violence stories concerned youth. Fourth, episodic coverage of violence was more than five times more frequent than thematic coverage, which included links to broader social factors. Finally, only one story had an explicit public health frame. The researchers conclude that local television news provides extremely limited coverage of contributing etiological factors in stories of violence. Also, if our Nation's most popular source of news continues to report on violence primarily through crime stories isolated from their social context, the chance for widespread support for public health solutions to violence will be diminished.

A Sociological Perspective on Television and Violence

Murray, J.P.; Donnerstein, E.; and Freedman, J.L.

Hofstra Law Review, 22(4): 807-854, 1995

A symposium held at Hofstra University in 1994 explored the links between television viewing and violence. J.P. Murray's review of correlational, experimental, and field studies concludes that exposure to TV violence is as strongly associated with aggressive behavior as any other behavioral variable that has been measured. E. Donnerstein asserts that such research should be used to inform social policy, but should not be used to justify regulation. J.L. Freedman asserts that the TV-aggression connection is based on misreading or distorting the findings of both laboratory and field research.

The Effects of Television Violence on Antisocial Behavior: A Meta-Analysis

Paik, H.; Comstock, G.

Communications Research, 21(4): 516-546, 1994

A meta-analysis is performed on studies pertaining to the effects of television violence on aggressive behavior. Partitioning by research design, viewer attributes, treatment and exposure variables, and type of antisocial behavior allows one to interpret computed effect sizes for each of the variables in the partitions. The authors find a positive and significant correlation between television violence and aggressive behavior, albeit to varying degrees depending on the particular research question. Moreover, erotica emerges as a strong factor even when it is not accompanied by portrayal of violence. Additionally, the effect of television violence on the antisocial behavior of boys and girls is found to be marginally equal in surveys. A host of tests are performed to solidify these and further results, and the authors provide substantive interpretation.

Music

The Link Between Rap Music and Youth Crime and Violence: A Review of the Literature and Issues for Future Research Taum, B.

Justice Professional, 11(3): 339-353, 1999

This article assesses the validity of the perceived association between rap music and youth violence. Studies examining this issue are virtually nonexistent and do not consistently support a cause-effect relationship. Theoretical, methodological, and conceptual shortcomings further limit the significance of the research findings. The history of this music genre, arguments for the censorship of popular music, and issues for future research are also discussed.

Sex, Drugs, Rock 'n' Roll and the Media Are the Media Responsible for Adolescent Behavior?

Strasburger, V.C.

Adolescent Medicine: State of the Art Reviews, 8(3): 403-414, 1997

This article reviews what is known about the role of the media in major adolescent morbidities of sex (teenage pregnancy and sexually transmitted disease), drugs, and violence (homicide, suicide, and interpersonal aggression). The author argues that the research demonstrates a clear relationship between media violence and real-life aggression. However, more research is needed to indicate which children are the most vulnerable to the influence of the media. The research indicates that there is considerable variability in how teenagers view the same program, depending on ethnicity, family background, and other characteristics. The authors add more research is needed to understand the connection between sexual content and adolescent sexual beliefs, attitudes, and behaviors; the effectiveness of counter-advertising; and the influence of the media on suicide. The author also offers solutions to the influence of the media.

Violence and Weapons Carrying in Music Videos: A Content Analysis

DuRant, R.H.; Rich, M.; Emans, S.J.; Rome, E.S.; et al.

Archive of Pediatric Adolescent Medicine, 151(1): 443-448, 1997

This article examines the portrayal of violence and weapon-carrying in music videos by using a content analysis of 518 music videos in five genres of music (rock, rap, adult contemporary, rhythm and blues, and country) from four television networks (MTV, VH1, BET, and CMT). The results indicate that overt violence and weapon-carrying was higher in rap and rock videos than in the other genres. Because of the short duration of a typical music video, the authors conclude that even modest viewing of a music channel may result in substantial exposure to violence and weapon-carrying.

Tobacco and Alcohol Use Behaviors Portrayed in Music Videos: A Content Analysis

DuRant, R.H.; Rome, E.S.; Rich, M.; Allred, E.; et al.
American Journal of Public Health, 87: 1131-1135, 1997

This study analyzes music videos from five genres of music for portrayals of tobacco and alcohol use and for portrayals of such behaviors in conjunction with sexuality. Music videos (n=518) were recorded during randomly selected days and times from four television networks. Four female and four male observers ages 17 to 24 were trained to use a standardized content analysis instrument. All videos were observed by rotating two-person, male-female teams who were required to reach agreement on each behavior that was scored. Music genre and network differences in behaviors were analyzed with chi-squared tests. A higher percentage (25.7 percent) of MTV videos than other network videos portrayed tobacco use. The percentage of videos showing alcohol use was similar on all four networks. In videos that portrayed tobacco and alcohol use, the lead performer was most often the one smoking or drinking. The use of alcohol was associated with a high degree of sexuality on all the videos. These data indicate that even modest levels of viewing may result in substantial exposure to glamorized depictions of alcohol and tobacco use, and alcohol use coupled with sexuality.

Advertisements

Adolescent Perceptions of Underage Drinkers in TV Beer Ads

Slater, M.D.; Rouner, D.; Beauvais, F.; Murphy, K.; et al.
Journal of Alcohol and Drug Education, 42(1): 43-56, 1996

This study tested adolescents' perceptions of the ages of persons portrayed in television beer advertisements and examined correlational relationships between such age judgments and alcohol use. Male and female adolescents ages 12 to 18 recruited through public schools (n=401) each viewed four beer advertisements from a pool of 48 randomly selected from national television. They judged the ages of the youngest persons shown using the product in the ad. Almost 40 percent reported that the youngest person was under age 21 in at least one of the four ads viewed. The amount of alcohol use interacted with junior

versus senior high school status in predicting whether participants reported one or more underage persons in the beer ads. The relationship between alcohol use and such perceptions was positive for junior high and negative for senior high school students. Identifying underage persons in the ads was not related to polarity of responses to the ad. The results suggest that beer industry guidelines are not achieving their stated goal of ensuring that persons shown in beer advertisements appear consistently to be age 21 or older. More tentatively, this failure may be associated with inappropriate drinking decisions by younger adolescents.

Tobacco Promotion and Susceptibility to Tobacco Use Among Adolescents Aged 12 Through 17 Years in a Nationally Representative Sample

Altman, D.; Levine, D.; Coeytaux, R.; Slade J.; and Jaffe, R.
American Journal of Public Health, 86: 1590-1593, 1996

The purpose of this study was to examine whether youths' participation in tobacco promotion campaigns is associated with susceptibility to tobacco use. The data were collected from telephone interviews of a national random sample of 1,047 adolescents ages 12 to 17. A proportional odds model was used to estimate the effects on susceptibility to tobacco use of age, gender, presence of a tobacco user in the household, awareness of tobacco promotions, knowledge of a young adult or adolescent friend owning a promotional item, participation in tobacco promotions, and receipt of free tobacco samples or direct mail from tobacco companies. All of the covariates, except for receiving direct mailings and knowledge of a young adult friend who owned a promotional item, were significantly associated with susceptibility. The study concludes that there is a strong association between an awareness of and involvement with tobacco promotions and susceptibility to tobacco use or products.

Television Beer Advertising and Drinking Knowledge, Beliefs, and Intentions Among Children

Grube, J.W.; Wallack, L.
American Journal of Public Health, 84(2): 254-259, 1994

The relationships between television beer advertising and drinking knowledge, beliefs, and intentions were investigated in a survey of school children. The research was guided by a theoretical model specifying that awareness of advertising, and not mere exposure to it, is necessary for it to have an effect on beliefs or behaviors. The participants were a random sample of 468 5th- and 6th-grade school children from a northern California community. The data were collected in the home with a combination of self-administered questionnaires and structured interviews. Non-recursive statistical modeling indicated that awareness of television beer advertising was related to more favorable beliefs about drinking, to greater knowledge of beer brands and slogans, and

to increased intentions to drink as an adult. The effects of advertising awareness on knowledge, beliefs, and intentions were maintained when the reciprocal effects of beliefs, knowledge, and intentions on awareness were controlled. The authors argue that these findings suggest that alcohol advertising may predispose young people to drinking. As a result, efforts to prevent drinking and drinking problems among young people should give attention to countering the potential effects of alcohol advertising.

The Frequency and Nature of Alcohol and Tobacco Advertising in Televised Sports, 1990 through 1992

Madden, P.A.; Grube, J.W.

American Journal of Public Health, 84(2): 297-299, 1994

This study examines the frequency and nature of alcohol and tobacco advertising in a random sample of 166 televised sports events representing 443.7 hours of network programming broadcast from fall 1990 through summer 1992. The findings indicate that more commercials appear for alcohol products than for any other beverage. Beer commercials predominate and include images at odds with the recommendations from former Surgeon General C. Everett Koop. The audience is also exposed to alcohol and tobacco advertising through the appearances of stadium signs, other on-site promotions, and verbal or visual brief product sponsorships. Moderation messages and public service announcements are rare.

General Media

Children, Adolescents, and the Media: Issues and Solutions

Strasburger, V.C.; Donnerstein, E.

Pediatrics, 103(1): 129-139, 1999

Television and other media represent one of the most important and unrecognized influences on the health and behavior of children and adolescents in the 1990's. While television represents the primary medium, adolescents can spend nearly equal time listening to music on the radio, and use of the Internet is on the rise. Researchers have been increasingly concerned with the influence of these media. Strasburger and Donnerstein review the research to date. They examine the impact of exposure to television and other media on several dimensions, including violence, guns, sex, and drugs. They also discuss the need for future research and possible solutions, including discovering the way children view media, providing more effective office counseling and public health activism, regulating the media, and improving the entertainment itself.

Video and Computer Games: Effect on Children and Implications for Health Education

Dorman, S.

Journal of School Health, 67(4): 133-138, 1997

Video and computer-based games have assumed a prominent role in the culture of American children and adolescents. Given the pervasiveness of their

influence, it is likely that these games may affect the health and well-being of children. This paper examines the health effects of these games on children, suggests criteria by which parents and teachers may evaluate the games, and notes some implications for health educators.

Mass Media Effects on Violent Behavior

Felson, R.

Annual Review of Sociology, 22: 103-128, 1996

This article reviews the literature on the effect of exposure to media violence (including exposure to violent pornography) on aggressive behavior. Evidence and theoretical arguments regarding short- and long-term effects are discussed. Three points are emphasized: (1) Exposure to violence in laboratory and field experiments is as likely to affect nonaggressive antisocial behavior as it does aggressive behavior. The pattern is consistent with a sponsor effect rather than a modeling effect: an experimenter who shows violent films creates a permissive atmosphere. (2) The message that is learned from the media about when it is legitimate to use violence is not much different from the message learned from other sources, with the exception that illegitimate violence is more likely to be punished in media presentations. (3) The fact that violent criminals tend to be versatile—they commit nonviolent crimes as well—is inconsistent with explanations that emphasize pro-violence socialization (from the media or other sources). The author concludes that exposure to television violence probably does have a small effect on violent behavior for some viewers, possibly because the media direct viewers' attention to novel forms of violent behavior that they would not otherwise consider.

Avoiding the Effects of Media Violence on Our Children and Youth

Vereen, D.

Black Psychiatrists of America, 24(3): 40-43, 1994
Available from Baywood Publishing, P.O. Box 337,
Amityville, NY 11701-3004; 516-691-1270

Avoiding the Effects of Media Violence reviews 15 points of the 1990 legislation to curb violence on television. The average preschooler watches 27 hours of television a week. Villains and heroes are equally likely to harm each other in a TV show; 90 percent of aggressive actions are portrayed as justified. Other studies on the effects of violence on television are discussed. Field studies find that kids who are already aggressive are most sensitive to viewing aggression. Researchers need to study those children who are not affected to find out what it is that protects them from what they see.

Organizations and Internet Sites Federal Government

Federal Government

Bureau of Alcohol, Tobacco and Firearms

(ATF)

650 Massachusetts Avenue, NW., Room 8290
Washington, DC 20226
202-927-8500
<http://www.atf.treas.gov/>

Bureau of Justice Statistics

810 Seventh Street, NW.
Washington, DC 20531
202-307-0765
<http://www.ojp.usdoj.gov/bjs>

Center for Mental Health Services

Knowledge Exchange Network
P.O. Box 42490
Washington, DC 20015
800-789-2647
<http://mentalhealth.samhsa.gov/cmhs/>

Center for Substance Abuse Prevention (CSAP)

Substance Abuse and Mental Health Services
Administration (SAMHSA)
5600 Fishers Lane, Suite 900
Rockwall II Bldg.
Rockville, MD 20857
301-443-0365
800-729-6686 (SAMHSA's National Clearinghouse
for Alcohol and Drug Information)
<http://ncadi.samhsa.gov>

Center for Substance Abuse Treatment (CSAT)

5600 Fishers Lane
Rockwall II Bldg., Room 618
Rockville, MD 20857
301-443-5052
800-729-6686 (SAMHSA's National Clearinghouse
for Alcohol and Drug Information)
<http://ncadi.samhsa.gov>

**Centers for Disease Control and Prevention
(CDC)**

Office on Smoking and Health
Public Information Branch
4770 Buford Highway, NE.
Atlanta, GA 30341-3724
770-488-5708
<http://www.cdc.gov/tobacco>

**Decision Support System for Prevention of
Substance Abuse**

<http://www.preventiondds.org>

Federal Bureau of Investigation (FBI)

935 Pennsylvania Avenue, NW.
Washington, DC 20535
202-737-3759
<http://www.fbi.gov>

**Health Resources and Services Administration
(HRSA)**

Parklawn Building
5600 Fishers Lane
Rockville, MD 20857
<http://www.hrsa.dhhs.gov>

Health Topics A-Z

<http://www.cdc.gov/health/diseases.aspx>

**National Center for Injury Prevention and
Control (NCIPC)**

Mailstop K65

4770 Buford Highway, NE.
Atlanta, GA 30341-3724
770-488-1506
<http://www.cdc.gov/ncipc>

National Health Information Center (NHIC)

P.O. Box 1133
Washington, DC 20013-1133
301-565-4167
800-336-4797
<http://www.health.gov/nhic>

National Incident-Based Reporting System (NIBRS)

<http://www.search.org/nibrs/>

National Institute of Mental Health (NIMH)

6001 Executive Blvd., Room 8184
MSC 9663
Bethesda, MD 20892-9663
301-443-4513
<http://www.nimh.nih.gov>

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

6000 Executive Blvd., Suite 505
Wilco Building
Bethesda, MD 20892-7003
301-443-1677
<http://www.niaaa.nih.gov>

National Institute on Drug Abuse (NIDA)

6001 Executive Blvd., Room 5213
MSC 9561
Bethesda, MD 20892-9561
<http://www.drugabuse.gov>

National Institutes of Health (NIH)

9000 Rockville Pike
Bethesda, MD 20892
301-496-4000
<http://www.nih.gov>

National Library of Medicine (NLM)

8600 Rockville Pike
Bethesda, MD 20894
301-594-5983
<http://www.nlm.nih.gov>

Office of Behavioral and Social Sciences Research

National Institutes of Health
Building 1, Room 326
1 Center Drive
Bethesda, MD 20892-0183
<http://obssr.od.nih.gov>

Office of Minority Health

Bureau of Primary Health Care
4350 East-West Highway, 3rd Floor
Bethesda, MD 20814
301-594-4490
<http://www.omhrc.gov/>

Office of National Drug Control Policy (ONDCP)

P.O. Box 6000
Rockville, MD 20849-6000
800-666-3332
<http://www.whitehousedrugpolicy>

Partnerships Against Violence Network

(Pavnet)

<http://www.pavnet.org>

(This Federal partnership includes the U.S. Departments of Agriculture, Defense, Education, Health and Human Services, Housing and Urban Development, Labor, and Justice.)

SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI)

P.O. Box 2345
Rockville, MD 20847-2345
800-729-6686
800-487-4889 TDD
<http://ncadi.samhsa.gov>

Substance Abuse and Mental Health Services Administration

5600 Fishers Lane
Rockville, MD 20857
301-443-6315
<http://www.samhsa.gov>

Sourcebook of Criminal Justice Statistics

<http://www.albany.edu/sourcebook/>

Substance Abuse and Mental Health Services Administration

5600 Fishers Lane
Rockville, MD 20857
301-443-6315
<http://www.samhsa.gov>

The Uniform Crime Report

<http://fisher.lib.virginia.edu/crime/>

U.S. Department of Justice

950 Pennsylvania Avenue, NW.
Washington, DC 20530-0001
<http://www.usdoj.gov>

Other Resources**American Academy of Child and Adolescent Psychiatry**

3615 Wisconsin Avenue, NW.
Washington, DC 20016
202-966-7300
<http://www.aacap.org>

American Academy of Pediatrics

141 Northwest Point Blvd.
Elk Grove Village, IL 60007-1098
847-228-5005
<http://www.aap.org>

American Bar Association Coordinating Committee on Gun Violence

750 N. Lake Shore Drive
Chicago, IL 60611
<http://www.abanet.org/gunviol/pubhealth.aspx>

American Council for Drug Education

164 West 74th Street
New York, NY 10023
800-488-DRUG
212-595-5810, x7860
<http://www.acde.org>

American Medical Association

515 North State Street
Chicago, IL 60610
312-464-5000
<http://www.ama-assn.org>

American Psychiatric Association

1400 K Street, NW.
Washington, DC 20005
202-682-6000
<http://www.psych.org>

American Psychological Association

750 First Street, NE.
Washington, DC 20002-4242
202-336-5500
<http://www.apa.org>

Center for Media Education

2120 L Street, NW., Suite 200
Washington, DC 20037
202-331-7833
<http://www.cme.org/>

Center for Media Literacy

4727 Wilshire Blvd. #403
Los Angeles, CA 90010
800-226-9494
323-931-4177
<http://www.medialit.org>

**Center for the Study and Prevention of
Violence**

Institute of Behavioral Science
University of Colorado at Boulder
Campus Box 442
Boulder, CO 80309-0442
303-492-8465
<http://www.colorado.edu/cspv>

Center of Alcohol Studies

Rutgers University
607 Allison Road
Piscataway, NJ 08854-8001
732-445-3568
<http://www.rci.rutgers.edu/~cas2/>

Children Now

1212 Broadway, 5th Floor
Oakland, CA 94612
510-763-2444
<http://www.childrennow.org/>

Children's Defense Fund

25 E Street, NW.
Washington, DC 20001
202-628-8787

Educational Fund to End Handgun Violence

<http://www.gunfree.org>

**Federal Communications Commission
Consumer Information Center**

445 12th Street, SW.
Washington, DC 20554
888-225-5322
202-418-0190
<http://www.fcc.gov/>

Gun Control Network

Handgun Control, Inc., and the Center to

Prevent Handgun Violence

1225 Eye Street, NW., Suite 1100
Washington, DC 20005
202-898-0792

Handgun Epidemic Lowering Plan (HELP)

HELP Network
Children's Memorial Hospital
2300 Children's Plaza, #88
Chicago, IL 60614-3394
773-880-3826

Join Together (Gun Violence Project)

<http://www.jointogether.org/gv>

Media Research Center

325 South Patrick Street
Alexandria, VA 22314
800-672-1423
703-683-9733, x132
<http://www.mediaresearch.org>

Media Scope

12711 Ventura Blvd.
Suite 440
Studio City, CA 91604
818-508-2080
<http://www.mediascope.org>

Media Watch

P.O. Box 618
Santa Cruz, CA 95061-0618
800-631-6355
<http://www.mediawatch.com/>

Minnesota Center Against Violence and Abuse

School of Social Work
University of Minnesota
105 Peters Hall
1404 Gortner Avenue
St. Paul, Minnesota 55108-6142
612-624-0721
800-646-2282 (For Minnesota residents only)
<http://www.mincava.umn.edu>

Mother Jones Guns and Gun Violence Resources

The Foundation for National Progress
731 Market Street, Suite 600
San Francisco, CA 94103
415-665-6637

National Association of Broadcasters

1771 N Street, NW.
Washington, DC 20036
202-429-5300
<http://www.nab.org>

National Center on Addiction and Substance Abuse at Columbia University

633 Third Avenue, 19th Floor
New York, NY 10017-6706
212-841-5200
<http://www.casacolumbia.org>

National Coalition on Television Violence

5132 Newport Avenue
Bethesda, MD 20816
<http://www.nctvv.org>

National Council on Alcoholism and Drug

Dependence, Inc. (NCADD)

12 West 21st, 7th Floor
New York, NY 10017
212-206-6770
800-NCA-CALL
<http://www.ncadd.org>

National Medical Association

1012 10th Street, NW.
Washington, DC 20001
202-347-1895
<http://www.nmanet.org>

Pacific Center for Violence Prevention

<http://www.pcvp.org>

Partnership for a Drug Free America

405 Lexington Avenue, 16th Floor
New York, NY 10174
212-922-1560
<http://www.drugfreeamerica.org>

Physicians for Social Responsibility

Violence Prevention Program
1101 14th Street, NW., Suite 700
Washington, DC 20005
202-898-0150
<http://www.psr.org>

UCLA Center for Communication Policy

Box 951586
Los Angeles, CA 90095-1586
<http://www.ccp.ucla.edu/>

Violence Policy Center

1140 19th Street, NW., Suite 600
Washington, DC 20036
202-822-8200
<http://www.vpc.org>

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