


Growing up with Media:




A brief description of the survey methodology

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* Thank you for your interest in this presentation. Please note that analyses included herein are preliminary. More recent, finalized analyses may be available by contacting ISK for further information.



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Growing up with Media (GuwM) Methodology




- Baseline data were collected August - September, 2006
- 1,588 households (one caregiver, one child) were surveyed online
- Participants recruited from Harris Poll On Line

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GuwM Eligibility




- ADULT
 - Be the most (or equally) knowledgeable of the youth's media use in the home
 - Be a member of HPOL
- YOUTH
 - Aged 10-15 years
 - Use the Internet at least once in the last 6 months
- English speaking

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Harris Poll On Line



- HPOL is a double opt-in panel of millions of respondents.
- HPOL data are consistently comparable to data that has been obtained from RDD telephone samples of general populations when sampling and weighting is applied.

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GuwM RR and Weighting




- Response rate was 26%
- Propensity scoring was applied
- Data were weighted to match the US population of adults with children between the ages of 10 and 15 years

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GuwM Youth characteristics (n=1,588)



- 48% Female
- Mean age: 12.6 years (SE: 0.05)
- 71% White, 13% Black, 9% Mixed, 7% Other
- 19% Hispanic
- Median time spent online on a typical day: 31 minutes – 1 hour

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Toward A Better Understanding of the Relation Between Violent Videogame Play and Different Types of Antisocial Behavior



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Why Video Games?



- Video games are **BIG BUSINESS**
 - ~268 million computer/video games sold in 2007
 - ~\$9.5 **BILLION** in revenue (for 2007)
- Approximately 60% youth (8-18) play video games for about an hour on any given day

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Violence in Videogames

- > 50% of the most popular video games are rated 'T' or 'M'
- Teen/Mature rated games
 - Almost all have violent content
 - Most (90%) reward injuring characters
 - Many (~69%) reward killing characters
- Youth (8-18) prefer 'T' and 'M' rated games

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Exposure to Violent Video Games

Exposure related to:

- Increased
 - Aggressive behavior,
 - Aggressive affect, and
 - Aggressive cognitions
- Decreased prosocial behavior

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Immersion as a Mediator

A player's sense of 'presence' in the game

- Realism
 - Effects more pronounced if game is realistic
- Immersion
 - Effects more pronounced if player identifies with characters

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Problem Statement

Little is known about how exposure to violent video games is associated with: (a) seriously violent behavior; (b) antisocial behavior; and (c) delinquency.

→What is the association between playing violent video games and concurrent reports of externalizing behavior;

→To what extent does immersion mediate this association?

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Characteristics of game video players

- N=1,493 (video game players)
- 48% Female
- Mean age: 12.5 years (SE: 0.04)
- 79% White, 13% Black, 8% Other
- 12% Hispanic
- Median HH income: \$50,000-\$74,999


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Game Playing Behavior

- Median # of days / week: 3-4
- Median time playing/ day: 31-60 min
- Overall median exposure: 157 min / week
- Median exposure by violent video game
 - None: 67.5 min / week
 - Some: 157.5 min / week
 - Many / Most / All: 287.8 min / week

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Violent Video Game Play

“When you play video, computer, or Internet games, how many show physical fighting, shooting, or killing?”

Response alternatives:
‘None’; ‘Some’; ‘Many’; ‘Most/All’


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Outcome Variables...

- Seriously Violent Behavior
 - Behavior likely resulting in murder
 - Aggravated assault;
 - Robbery;
 - Sexual assault
- Alpha = 0.87

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Outcome Variables...




- Antisocial Behavior
 - Breaking rules
 - Threatening / fighting with people
 - Burglary
 - Animal cruelty
- Alpha = 0.85

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Outcome Variables...



- Delinquency
 - Relational bullying;
 - Physical aggression;
 - Vandalism
 - Manipulative/coercive behavior
- Alpha = 0.80

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Potential Effect Modifiers



- Realism
 - The action in the games is like ‘real life.’
- Identification
 - The people in the games are ‘just like me or people I know’

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Results



Variable	# Yes (N = 1,493)	% of Sample
Serious Violent Behavior	89	6
Antisocial Behavior	400	27
Delinquency	1,028	69.5
Violent Video Game	388	26.3
Realistic	471	49.1
Identification	185	19.4

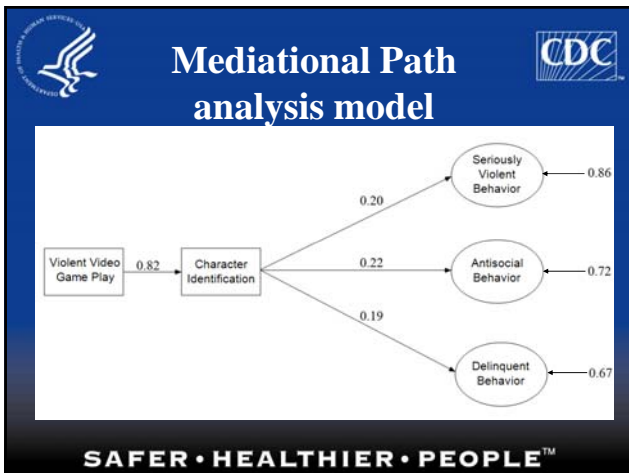
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Bivariate Odds

Variable	Violent Behavior	Antisocial Behavior	Delinquency
Violent Video Game Play	1.92 (1.19-3.08)	1.92 (1.45-2.52)	1.62 (1.22-2.17)
Realism	1.14 (0.71-1.84)	1.46 (1.09-1.94)	1.22 (0.91-1.64)
Identification	3.35 (2.02-5.55)	2.51 (1.76-3.57)	1.68 (1.11-2.54)

Controlling for participant age, sex, and income

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Summary

Playing violent video games is common.

- Over a quarter of respondents report playing violent video games
- Weekly exposure significantly related to playing violent video games

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Summary

Consistent with previous literature reporting associations between violent video games and aggression..

- Frequent exposure to violent video games is concurrently associated with **serious** externalizing behaviors,
- Character identification is a mediator

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Limitations of GuwM Data

- Data are cross-sectional
- Reliance on self-reports
- It is possible that:
 - Children were monitored by their parents
 - 22% of youth indicated someone was close enough to see the screen during data collection
 - Parents completed the youth survey.

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Implications



- Need to educate caregivers about the growing evidence for the impact of violent media / video games on serious externalizing behaviors
- Character identification appears to be important, over and above the violence in the game itself.

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