

Media and the American Child

By George Comstock

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This new work summarizes the research on all forms of media on children, looking at how much time they spend with media everyday, television programming and its impact on children, how advertising has changed to appeal directly to children and the effects on children and the consumer behavior of parents, the relationship between media use and scholastic achievement, the influence of violence in media on anti-social behavior, and the role of media in influencing attitudes on body image, sex and work roles, fashion, & lifestyle. The average American child, aged 2-17, watches 25 hours of TV per week, plays 1 hr per day of video or computer games, and spends an additional 36 min per day on the internet. 19% of children watch more than 35 hrs per week of TV. This in the face of research that shows TV watching beyond 10 hours per week decreases scholastic performance. In 1991, George Comstock published Television and the American Child, which immediately became THE standard reference for the research community of the effects of television on children. Since then, interest in the topic has mushroomed, as the availability and access of media to children has become more widespread and occurs earlier in their lifetimes. No longer restricted to television, media impacts children through the internet, computer and video games, as well as television and the movies. There are videos designed for infants, claiming to improve cognitive development, television programs aimed for younger and younger children-even pre-literates, computer programs aimed for toddlers, and increasingly graphic, interactive violent computer games.

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Media and the American Child By George Comstock Bibliography

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Editorial Review

From the Back Cover

Children today spend ever increasing amounts of time exposed to media, be it the internet, television, videogames, movies, radio, and print. **Media and the American Child** summarizes recent research on the use and access to media and the impact that media has on their opinions, values, and behavior. Coverage includes media access, content, and influence. Discussion includes both positive and negative influences of media on learning and development, how children evaluate and respond to advertising, and the extent to which media influences opinion and buying behavior. Written in an engaging style, this book is intended for those interested in media and youth, child development, communication, and marketing and commercial culture.

Find answers to the following questions inside this book:

- *How much time do children spend accessing media?
- *What are the favorite media forms and how is this changing?
- *What is the favorite content in media?
- *How are gender, race, violence, and sex depicted in youth-popular media?
- *How do such depictions influence socialization and learning?
- *How does time spent with media influence school performance?
- *How do children respond to media advertising?
- *Does TV and videogame violence contribute to youth aggression?
- *Does educational TV encourage cognitive and social development?
- *Is media to blame for the childhood obesity epidemic?

About the authors: George Comstock and Erica Scharrer have written two previous books together:

Television: What's On, Who's Watching, and What it Means and The Psychology of Media and Politics.

George Comstock is S.I. Newhouse Professor at Syracuse University's School of Public Communications.

Erica Scharrer is Associate Professor at the University of Massachusetts, Amherst.

About the Author

George Comstock earned his Ph.D. at Stanford University. He currently is the S.I. Newhouse Professor at the School of Public Communication, Syracuse University in the Television-Radio-Film Department. He is the author of Television and the American Child and was the senior author of the original Television and Human Behavior. Professor Comstock is a social psychologist and expert on the social effects of mass media. He is former science advisor and senior research coordinator of U.S. Surgeon General's Scientific Advisory Committee on Television and Social Behavior. Professor Comstock teaches classes in social effects of television and communication research methods.

Users Review

From reader reviews:

Michelle Porter:

Why? Because this Media and the American Child is an unordinary book that the inside of the publication waiting for you to snap that but latter it will jolt you with the secret the idea inside. Reading this book next to it was fantastic author who have write the book in such incredible way makes the content on the inside easier

to understand, entertaining technique but still convey the meaning entirely. So, it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of gains than the other book get such as help improving your ability and your critical thinking way. So, still want to hold off having that book? If I had been you I will go to the guide store hurriedly.

Princess Bequette:

Reading can called brain hangout, why? Because when you are reading a book specially book entitled Media and the American Child the mind will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely will end up your mind friends. Imaging each word written in a reserve then become one form conclusion and explanation this maybe you never get previous to. The Media and the American Child giving you an additional experience more than blown away your brain but also giving you useful information for your better life in this era. So now let us show you the relaxing pattern this is your body and mind is going to be pleased when you are finished examining it, like winning an activity. Do you want to try this extraordinary investing spare time activity?

Richelle Johnson:

With this era which is the greater man or woman or who has ability in doing something more are more valuable than other. Do you want to become certainly one of it? It is just simple method to have that. What you are related is just spending your time very little but quite enough to enjoy a look at some books. One of many books in the top record in your reading list is actually Media and the American Child. This book and that is qualified as The Hungry Hillside can get you closer in becoming precious person. By looking way up and review this book you can get many advantages.

Charles Wagoner:

What is your hobby? Have you heard that will question when you got learners? We believe that that issue was given by teacher on their students. Many kinds of hobby, Every person has different hobby. And you know that little person including reading or as reading become their hobby. You have to know that reading is very important along with book as to be the matter. Book is important thing to include you knowledge, except your teacher or lecturer. You get good news or update with regards to something by book. Different categories of books that can you choose to use be your object. One of them is niagra Media and the American Child.

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