

# Growing Up With Media: Media Use Patterns

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Today's youth are growing up in a media-rich environment. Use ranges from the more passive (watching television, listening to music) to the more interactive (video games, the Internet, and text messaging). The *Growing up with Media Study* confirms that today's youth are using a wide range of media technologies, with usage patterns remaining fairly stable over the three year observation period, 2006-2008.

This is the fourth in a series of 6 bulletins summarizing the methodology for and findings from the Growing up with Media (GuwM) Study. GuwM is a longitudinal survey of 1,586 youth aged 10-15 years at baseline. Data were collected initially between August - September, 2006, again between November, 2007 - January, 2008, and finally between August - November, 2008. The survey protocol was reviewed and approved by the Centers for Disease Control and Prevention Institutional Review Board (IRB).

We asked youth about six specific types of media use:

- Playing computer games or video games
- Playing Internet games
- Watching television
- Listening to music
- Going on the Internet
- Text messaging

In this report, we examine media usage across a variety of mediums available to children and adolescents. We also examine trends across time (i.e., Wave). The report includes the following sections:

- Section 1: Overview of media use
- Section 2: Media use patterns by specific media type
- Section 3: Characteristics of Wii and MMOG game play
- Section 4: A comparison of exposure to X-rated and other sexual content by medium

#### What is Growing up with Media?

- GuwM is a longitudinal online survey of a national sample of 1,586 young people, ages 10 to 15 years at Wave 1.<sup>1</sup>
- Because exposures and experiences online were a main interest of the survey, youth were required to have used the Internet at least once in the past 6 months. The inclusion criteria was purposefully broad to ensure a wide variability in internet experience and exposure.
- Caregivers were members of the Harris Poll Online (HPOL) opt-in panel and residents of the U.S.
- Caregivers first completed a short online survey (approximately 5 minutes).
- With caregiver permission, youth completed an online survey; approximately 25 minutes.
- The sample was purposefully balanced on youth age and sex.
- Adult participants received \$10 and youth a \$15 gift certificate at Waves 1 and 2. To increase the response rate at Wave 3, adult participants received \$20 and youth a \$25 gift certificate.
  - Data were collected across three time points:
    - Wave 1: August September, 2006
    - Wave 2: November, 2007 January, 2008
    - Wave 3: August November, 2008
- Data were weighted to match the U.S. Population of adults with children between the ages of 10 and 15 years. Adults were the weighting target because they were the recruitment target.
- Propensity scoring was applied to adjust for the adult's (i.e., recruitment target) propensity to be online, in HPOL, and to respond to the particular survey invitation.
- A full report on the methodology of the GuwM study is posted online at: <u>http://innovativepublichealth.com/guwm-</u> <u>methodology-bulletin</u>.

<sup>1</sup> As a result of data cleaning activities, the final sample size for Wave 1 is 1,581 (See the Methodological Details bulletin for more details).

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# **SECTION 1: OVERVIEW OF MEDIA USE**

The majority of youth reported using all types of media in the past 12 months.



Almost all youth watched television, listened to music, and used the Internet. Given that youth were required to have used the Internet at least once in the past 6 months to be eligible for the GuwM, it is likely that media use data are higher than would be for non-Internet users.

Use of text messaging was the least common medium used by youth, but also was the one that showed the largest increase over time. This is not surprising given the rapid expansion of cell phone usage and text messaging technology in the same time period (Lenhart, 2009; Rideout, Foehr, & Roberts, 2010). A Kaiser Family Foundation study reports in 2004, 39% of 8-18 year olds owned a cell phone; this increased to 66% in 2009 (Rideout, et al., 2010). In 2006, Pew Internet and American Life Project report 51% of teens 12-17 years of age, regardless of cell phone ownership, had ever sent a text message; by 2008, this was 58% (Lenhart, 2009). This qualification is important: in our study, a small percentage of youth (1%) reported sending and receiving text messages even though they did not own a cell phone. It seems likely that these youth use a family member's or friend's phone.

# SECTION 2: MEDIA USE PATTERNS BY SPECIFIC MEDIA TYPE

### Watching Television:

Two in three youth (64-47%) watch television daily, for an hour or more.

Watching television is a major part of the lives of today's youth. Of the six types of media use types queried, television was consistently the most commonly used medium over time.

| Television watched in the past year -<br>Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|---|-----------------------|-----------------------|-----------------------|
| Number of days in a 'typical week'                        | -                     | -                     | -                     |
| 7 days  | 67%                   | 67%                   | 64%                   |
| 5-6 days  | 17%                   | 14%                   | 15%                   |
| 3-4 days  | 10%                   | 12%                   | 12%                   |
| 1-2 days  | 5%                    | 6%                    | 8%                    |
| 0 days  | 1%                    | <1%                   | 1%                    |
| Amount of time in a 'typical day'                         |                       |                       |                       |
| More than 3 hours   | 26%                   | 22%                   | 22%                   |
| More than 2 hours $-3$ hours                              | 24%                   | 22%                   | 19%                   |
| More than 1 hour –2 hours                                 | 32%                   | 34%                   | 34%                   |
| 31 minutes – 1 hour                                       | 14%                   | 14%                   | 17%                   |
| 1 - 30 minutes  | 4%                    | 6%                    | 6%                    |
| 0 minutes   | 1%                    | 1%                    | 2%                    |

Most youth watched TV frequently and intensely. Indeed, one in four watched TV for more than 3 hours in a typical day. The amount of television consumed in a typical day remained relatively constant use over time.





Weekly television consumption was similar for boys and girls, and younger and older youth across the three waves, suggesting that little changed in how young people watched TV as they got older or exposed to other types of media.





### **Listening to Music:**

Compared to television, listening to music was less commonly reported as a daily activity (49-61%).

Interestingly, only half of youth reported listening to music every day. Increases were noted over time, but even then only 61% reported daily music use.

| Music listened to in the past year - Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|---|-----------------------|-----------------------|-----------------------|
| Number of days in a 'typical week'                    |                       |                       |                       |
| 7 days  | 49%                   | 61%                   | 61%                   |
| 5-6 days  | 18%                   | 16%                   | 15%                   |
| 3-4 days  | 13%                   | 12%                   | 12%                   |
| 1-2 days  | 15%                   | 10%                   | 11%                   |
| 0 days  | 4%                    | 2%                    | 2%                    |
| Amount of time in a 'typical day'                     |                       |                       |                       |
| More than 3 hours                                     | 16%                   | 21%                   | 20%                   |
| More than 2 hours –3 hours                            | 13%                   | 14%                   | 14%                   |
| More than 1 hour –2 hours                             | 22%                   | 22%                   | 26%                   |
| 31 minutes – 1 hour                                   | 23%                   | 20%                   | 20%                   |
| 1 – 30 minutes  | 20%                   | 20%                   | 17%                   |
| 0 minutes   | 6%                    | 3%                    | 2%                    |

About one in ten said they listened only one or two days in a typical week. There was a wide range of time youth typically listened to music. Although more than 1 of every 3 youth reported listening to music for more than 2 hours in an average day, about one in five typically listened to music for 30 minutes or less.





Irrespective of age (Figure above) and sex (Figure below), almost all youth reported listening to music.





### **Text Messaging:**

Text messaging was the fastest growing media exposure for youth over time.

| Text messaging in the past year- Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|---|-----------------------|-----------------------|-----------------------|
| Number of days in a 'typical week'                | -                     | -                     | -                     |
| 7 days  | 12%                   | 25%                   | 40%                   |
| 5-6 days  | 4%                    | 6%                    | 7%                    |
| 3-4 days  | 6%                    | 7%                    | 6%                    |
| 1-2 days  | 11%                   | 13%                   | 12%                   |
| 0 days  | 66%                   | 50%                   | 35%                   |
| Amount of time in a 'typical day'                 |                       |                       |                       |
| More than 3 hours                                 | 2%                    | 7%                    | 12%                   |
| More than 2 hours –3 hours                        | 3%                    | 3%                    | 5%                    |
| More than 1 hour $-2$ hours                       | 4%                    | 6%                    | 9%                    |
| 31 minutes – 1 hour                               | 6%                    | 7%                    | 14%                   |
| 1 - 30 minutes                                    | 19%                   | 26%                   | 24%                   |
| 0 minutes   | 66%                   | 51%                   | 36%                   |

At Wave 1, the majority of youth reported not texting in a typical week; at Wave 3, the converse was true. Indeed, there was a three-fold increase in the percentage of youth who text messaged daily: from 12% at Wave 1 to 40% at Wave 3.

To provide directly comparable data with other mediums, youth were asked about the amount of time they spent texting. Similar to frequency, intensity of texting changed dramatically over time: at Wave 1, the most commonly endorsed time spent texting was '0 minutes'; this changed to '1-30 minutes' at Wave 3. The number of text messages sent and received per day also increased across time:

- At Wave 2, the mean number of text messages sent per day was 32, with a range of 0-500 text messages.
- At Wave 3, the mean number of text messages sent per day was 50, with a range of 0-500 text messages.



Observed increases in text message usage over time were due both to age and time trends. Among older teens, the prevalence of texting skyrocketed over time compared to younger teens: cell phone ownership and text messaging use more than doubled from 48% in Wave 1 to 76% in Wave 3 for 15-year-olds (see first Figure below).



Girls were more likely than boys to report any text messaging across time. Weekly use of text messaging for both sexes steadily increased over the course of the study however, with 26% of males and 41% of females texting at Wave 1 compared to 58% and 71% at Wave 3, respectively.





### **Internet Use:**

Over 95% of youth reported Internet use in a typical week.

| Internet use in the past year – Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|--|-----------------------|-----------------------|-----------------------|
| Number of days in a 'typical week'               |                       |                       |                       |
| 7 days   | 35%                   | 40%                   | 46%                   |
| 5-6 days   | 16%                   | 21%                   | 19%                   |
| 3-4 days   | 23%                   | 21%                   | 18%                   |
| 1-2 days   | 24%                   | 16%                   | 16%                   |
| 0 days   | 4%                    | 2%                    | 2%                    |
| Amount of time in a 'typical day'                |                       |                       |                       |
| More than 3 hours                                | 10%                   | 11%                   | 12%                   |
| More than 2 hours $-3$ hours                     | 10%                   | 13%                   | 11%                   |
| More than 1 hour $-2$ hours                      | 23%                   | 25%                   | 29%                   |
| 31 minutes – 1 hour                              | 28%                   | 29%                   | 26%                   |
| 1-30 minutes                                     | 23%                   | 20%                   | 20%                   |
| 0 minutes  | 5%                    | 2%                    | 3%                    |

As would be expected given that youth were required to use the Internet to be eligible to take part in the study, almost all youth reported using the Internet in a typical week. And, as time went on, more youth reported using the Internet daily. Nonetheless, intensity of Internet use was stable: only 11% of youth were usually online for more than three hours a day over time.

Interestingly, even among this Internet-using sample, young people were more likely to report intense television compared to Internet use.





Similar to the pattern noted for music listeners, older and younger youth, and girls and boys were equally likely to report going on the Internet in a typical week.





Most youth accessed the Internet from a computer in a common room at home.

| Location most often used to access Internet<br>in the past year - Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|--|-----------------------|-----------------------|-----------------------|
| In a common room at home   | 58%                   | 56%                   | 54%                   |
| In a private room at home  | 18%                   | 18%                   | 18%                   |
| In my bedroom  | 15%                   | 19%                   | 21%                   |
| At school  | 5%                    | 4%                    | 3%                    |
| Somewhere else   | 3%                    | 1%                    | 3%                    |
| At another person's home   | 1%                    | 2%                    | 1%                    |
| At the library   | 1%                    | 1%                    | <1%                   |

It seems that Internet safety messaging is working: over half of youth usually used the Internet in a common room; about one-third usually went online in a private room. It is perhaps unsurprising that more than nine in ten youth (91-93%) went online most frequently at home (e.g., bedroom, common room).



Nonetheless, one in twenty youth usually went online from another location (e.g. school, library), serving as a caution against assumptions that home is the primary Internet access point for all youth.



### Youth Activities on the Internet:

We also were interested in how youth use the Internet. Specifically, we wanted to know the two things youth spent <u>most</u> of their time doing when they were online.

Youth commonly spent most of their time online playing games (24-45%) and doing schoolwork (25-31%).

Even though playing games was the most common online activity at Wave 1, it halved in popularity over time. In contrast, social networking websites (such as MySpace and Facebook) doubled as one's most common online activity over time.

|   | Wave 1      | Wave 2       | Wave 3       |
|---|-------------|--------------|--------------|
| Most common Internet activities in the past | (n = 1,581) | (n = 1, 187) | (n = 1, 150) |
| year - Child respondent                     |             |              |              |
| Playing games                               | 45%         | 32%          | 24%          |
| Doing schoolwork                            | 25%         | 29%          | 31%          |
| Listening to music                          | 23%         | 29%          | 28%          |
| Instant messaging                           | 22%         | 22%          | 19%          |
| Surfing the web                             | 17%         | 14%          | 17%          |
| Social networking websites                  | 17%         | 32%          | 38%          |
| Emailing                                    | 15%         | 14%          | 15%          |
| Buying things or looking at prices          | 6%          | 5%           | 6%           |
| Something else                              | 6%          | 5%           | 4%           |
| Going to chat rooms                         | 3%          | 1%           | 1%           |
| Podcasting/downloading files or software    | 2%          | 2%           | 3%           |
| Readings news or current affairs            | 2%          | 2%           | 2%           |
| Blogging                                    | 1%          | 1%           | 1%           |
| Designing websites                          | 1%          | 1%           | 1%           |

Notable differences in how boys and girls used the Internet emerged: girls were more likely to endorse social networking sites, emailing, instant messaging, and listening to music whereas boys were more likely to endorse playing games, surfing the web, and buying or looking at price on websites (e.g., Amazon, Ebay) as their most common online activities.

Consistently across time, older youth were more likely to report going to social networking sites and using instant messaging than younger youth. Younger youth were more likely than older youth to play games online.



### Youth perception of Internet use abilities increased over time.

| Ability to use the Internet - Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|--|-----------------------|-----------------------|-----------------------|
| Excellent                                      | 36%                   | 46%                   | 50%                   |
| Good   | 48%                   | 44%                   | 44%                   |
| Fair   | 15%                   | 10%                   | 6%                    |
| Poor   | 2%                    | <1%                   | <1%                   |

Over time, there was a up-shift in self-ratings of Internet abilities. Most commonly, youth considered themselves to be good Internet users at Wave 1. By Wave 3, most youth commonly rated their Internet ability as excellent. Less than 2% of youth considered themselves poor Internet users across time.



Shifts in self-ratings were largely explained by increased age of the cohort.

### **Parental Use of the Internet:**

The majority of parents (84-89%) went online every day or almost every day.

Most parents went online daily for between 31 minutes and 2 hours. Despite our assumptions that youth are more intensive Internet users than adults, slightly more parents (25-28%) than youth (20-23%) reported being online for more than 2 hours per day. This may be because many adults are online as part of their work. Again, findings encourage us to consistently challenge our assumptions with the use of research data before making conclusions.



| Internet use in the past year - Parent respondent | Wave 1<br>(n = 1,577) | Wave 2<br>(n = 1,189) | Wave 3<br>(n = 1,149) |
|---|-----------------------|-----------------------|-----------------------|
| Every day/ almost every day                       | 89%                   | 85%                   | 84%                   |
| A few times a week                                | 10%                   | 13%                   | 12%                   |
| Once a week                                       | 1%                    | 1%                    | 3%                    |
| Once every few weeks                              | <1%                   | <1%                   | <1%                   |
| Once a month                                      | <1%                   | <1%                   | <1%                   |
| Once every few months                             | 0%                    | <1%                   | 0%                    |
| Less often than once every few months             | <1%                   | <1%                   | <1%                   |
| Amount of time in a 'typical day'                 |                       |                       |                       |
| More than 3 hours                                 | 16%                   | 15%                   | 17%                   |
| More than 2 hours –3 hours                        | 11%                   | 10%                   | 11%                   |
| More than 1 hour –2 hours                         | 34%                   | 33%                   | 34%                   |
| 31 minutes – 1 hour                               | 27%                   | 29%                   | 24%                   |
| 1 - 30 minutes                                    | 12%                   | 13%                   | 14%                   |
| 0 minutes   | <1%                   | 1%                    | 1%                    |

### Video, Computer, and Internet Game Play:

Internet games were asked separately from video and computer games to examine potential differences across medium.

About 3 of every 4 youth reported playing Internet games in a typical week.

| Internet games played in the past year-<br>Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|---|-----------------------|-----------------------|-----------------------|
| Number of days in a 'typical week'                          |                       |                       |                       |
| 7 days  | 11%                   | 12%                   | 13%                   |
| 5-6 days  | 8%                    | 9%                    | 7%                    |
| 3-4 days  | 21%                   | 17%                   | 15%                   |
| 1-2 days  | 36%                   | 35%                   | 37%                   |
| 0 days  | 24%                   | 27%                   | 27%                   |
| Amount of time in a 'typical day'                           |                       |                       |                       |
| More than 3 hours   | 4%                    | 4%                    | 5%                    |
| More than 2 hours –3 hours                                  | 4%                    | 4%                    | 4%                    |
| More than 1 hour $-2$ hours                                 | 12%                   | 11%                   | 12%                   |
| 31 minutes – 1 hour   | 23%                   | 22%                   | 19%                   |
| 1-30 minutes  | 32%                   | 31%                   | 31%                   |
| 0 minutes   | 25%                   | 28%                   | 29%                   |



Most youth played Internet games in a typical week, and did so for an hour or less in a typical day when they played.



Consistently across time, Internet game play was more common among younger youth than older youth. Boys and girls were equally likely however, to report use of Internet games.





The majority of youth (84-90%) reported playing video or computer games in a typical day.

Similar to Internet games, most youth reported playing computer and video games at least once in a typical week. More youth reported daily computer and video game use compared to online game use however. Game play also was slightly more intense, with twice as many youth playing these types of games for more than 1 hour-2 hours daily compared to Internet games.

| Computer and video games played in the past year- Child respondent | Wave 1<br>(n = 1,581) | Wave 2<br>(n = 1,195) | Wave 3<br>(n = 1,150) |
|--|-----------------------|-----------------------|-----------------------|
| Number of days in a 'typical week'                                 |                       |                       |                       |
| 7 days   | 22%                   | 19%                   | 19%                   |
| 5-6 days   | 17%                   | 15%                   | 12%                   |
| 3-4 days   | 23%                   | 23%                   | 20%                   |
| 1-2 days   | 27%                   | 30%                   | 33%                   |
| 0 days   | 10%                   | 14%                   | 16%                   |
| Amount of time in a 'typical day'                                  |                       |                       |                       |
| More than 3 hours  | 9%                    | 7%                    | 7%                    |
| More than 2 hours –3 hours   | 9%                    | 9%                    | 7%                    |
| More than 1 hour –2 hours  | 22%                   | 19%                   | 21%                   |
| 31 minutes – 1 hour  | 25%                   | 25%                   | 23%                   |
| 1 - 30 minutes   | 22%                   | 25%                   | 24%                   |
| 0 minutes  | 12%                   | 16%                   | 18%                   |









Use of computer and video games by age was elevated compared to Internet games, but similar age trends were noted: as youth got older they were less likely to play games in a typical week. Across all waves of data collection, boys were more likely to play computer or video games than girls. Moreover, rates of game play were stable for boys but decreased over time for girls.



Game players most commonly played games in a common room.



|   | Video games           |                       |                       | Computer / In         | ternet games          |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Location most often<br>used to play video games<br>- Child respondent | Wave 1<br>(n = 1,481) | Wave 2<br>(n = 1,109) | Wave 3<br>(n = 1,041) | Wave 2<br>(n = 1,124) | Wave 3<br>(n = 1,059) |
| In a common room at home  | 52%                   | 39%                   | 49%                   | 41%                   | 51%                   |
| In my bedroom   | 31%                   | 27%                   | 32%                   | 13%                   | 19%                   |
| In a private room at home   | 12%                   | 6%                    | 8%                    | 13%                   | 14%                   |
| At another person's home  | 2%                    | 4%                    | 6%                    | 4%                    | 4%                    |
| Somewhere else  | 2%                    | 16%                   | 2%                    | 16%                   | 2%                    |
| At school   | 1%                    | 1%                    | <1%                   | 3%                    | 1%                    |
| At the library  | <1%                   | <1%                   | <1%                   | 2%                    | 1%                    |
| I do not play [computer/<br>Internet][video] games <sup>1</sup>       |                       | 6%                    | 4%                    | 9%                    | 8%                    |

Youth played games in a variety of locations, yet similar to youth Internet use, most youth (67-95%) played somewhere in their home – and this most frequently was a common room.



<sup>&</sup>lt;sup>1</sup> The skip pattern was changed at Wave 2 to be more permissive and not classify youth as 'non-game players' as early in the survey. As such this response option was added at Wave 2.



# Game Ratings:

In general, across time, the cohort reported playing games that were age-appropriate.

About 1 of every 4 youth played video games rated 'Mature'.

| Ratings of games played -<br>Child respondent | Wave 1<br>(n = 1,481) | Wave 2<br>(n = 1,124) | Wave 3<br>(n = 1,059) |
|---|-----------------------|-----------------------|-----------------------|
| T (Teen)                                      | 64%                   | 61%                   | 69%                   |
| E (Everyone)                                  | 61%                   | 58%                   | 53%                   |
| M (Mature)                                    | 19%                   | 24%                   | 28%                   |
| EC (Early Childhood)                          | 3%                    | 2%                    | 1%                    |
| AO (Adults Only)                              | 1%                    | 1%                    | 2%                    |
| RP (Rating Pending)                           | 1%                    | 1%                    | 1%                    |
| Not sure                                      |                       | 8%                    | 9%                    |

Across time, most youth played "T" (Teen) rated games, which are intended for audiences 13 years and older. About 1 of every 5 youth at Wave 1 reported playing "M" (Mature) rated games, which are intended for audiences 17 years. Given that our oldest respondents were 15 years old, this suggests that some youth were playing games intended for older audiences. As would be expected with an aging cohort, gamers were less likely to play "E" and more likely to play "M" rated games over time.





# Favorite Computer, Video, or Internet Game:

At Wave 2, youth who reported ever playing games were asked if they had a favorite game. The majority (89%) reported having a favorite game.



Most youth (83%) played their favorite game alone at least some of the time. While some youth (34%) reported playing games with other people online, they were much more likely to play games with other people in the same room (72%).



One's favorite game did not seem to be determined by how it was accessed: similar percentages of youth reported having a favorite game on a video console versus computer or Internet. Much fewer youth however, said that their favorite game was on Wii.



Type of favorite game varied widely with fantasy / role-playing games being the most commonly endorsed by youth (28%).

| Type of favorite game                      | Wave 2<br>(n=1,054) |
|--|---------------------|
| Fantasy/ role playing game                 | 28%                 |
| Other                                      | 24%                 |
| Sports game                                | 16%                 |
| First-person shooter game                  | 15%                 |
| Classic game or puzzle and logic           | 15%                 |
| Kids game                                  | 14%                 |
| Massively Multi-player Online Games (MMOG) | 13%                 |
| Educational game                           | 6%                  |

Similar percentages of youth reported their favorite game being a sports game; classic game, or puzzles and logic-based; or a first person shooter game. Interestingly, 1 of every 4 youth reported their favorite game was considered an 'other' type of game not provided in the list of response options. For good reason, the majority of research and advocacy attention is focused on youth who play violent games such as first-person shooter games. Our data suggest good news however: it is uncommon for youth to have a violent game as their favorite game.





# SECTION 3: CHARACTERISTICS OF Wii AND MMOG PLAY<sup>2</sup>

Wii usage increased over time while use of Massively Multi-player Online Games (MMOGs) remained relatively stable.

It is clear that Wii became increasingly popular among game players over the course of this study. Indeed, from Wave 2 to Wave 3, use of Wii increased by 20 percentage points.



In contrast, MMOG use was relatively stable over time: about 1 in 3 gamers played an MMOG. Although still a minority, more youth who played games did not know what MMOGs were than did Wii.



 $^2\,$  Use of the Wii and of MMOGs were added at Waves 2 and 3.



Clan or guild membership increased over time among game players.

Clans are defined as a group of game players that band together to form an ongoing team that together play a multiplayer game. The concept of a guild is similar to a clan, but allows for a larger group of members.



There were significant differences over time in regular membership of a clan or guild, as well as knowledge of clans or guilds: less than 1 of every 10 gamers were members of a clan or guild at Wave 2 compared to 1 of 4 youth at Wave 3. These differences may be partially attributed to a change in the survey skip pattern which resulted in a smaller sample size that were asked this question at Wave 3.Specifically, at Wave 2 this question was asked of all youth who reported they ever played games (n=1124). However, at Wave 3,this question was asked only of youth who reported playing MMOGs (n=349). Once restricting the sample at Wave 2 to include only those who played MMOG's (n=136), the clan or guild membership rates are more similar (Yes=38%, No=52%; Do not know what this is=9%) and actual indicate a decrease in clan or guild membership over time.

As shown in the figure on the next page, no age differences in clan or guild membership were apparent at Wave 2. A different pattern was noted one year later at Wave 3: membership decreased from 12-14 year olds, but then more than doubled for 15-17 year olds. Again, the reason for this change is unknown, but it could be due to vulnerabilities to change related to the reduced sample size at Wave 3.





Most clan and guild members had at least one close friend in the game.

A close friendship was defined as a relationship with someone youth felt that they could talk online with about things that were really important to them (Finkelhor, Mitchell, & Wolak, 2000). Almost two in three youth said that they had a close friend in the game (see the Figure on page 23). This bond is likely a major reason why youth are part of these groups, and perhaps it acts as a form of social support more generally in one's life.



Trends by age are similar across time, but are difficult to interpret as they increase and decrease without an obvious pattern. With 85% saying that they have a close friend in the guild or clan, it seems clear that 13-year olds are the age group most likely to form an online bond.





# **CONCLUSION:**

If adolescent and public health professionals are to prepare for the new challenges presented by emerging media, we need to have a basic understanding of what a typical media diet looks like for today's youth. Our data, along with data from other national surveys conducted around the same time (Lenhart, 2009; Rideout, et al., 2010), suggest that media plays a monumental role in the lives of youth today. While the online world and interactive communication tools, such as text messaging, are transforming the experiences and relationships of youth, older technologies, such as television, continue to be the most common sources of media exposure for youth. Thus, as we endeavor to keep up with the evolution of media and technology, we must remember to place these changes into context of existing mediums.

### **REFERENCES:**

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Center for Innovative Public Health Research is a non-profit research organization in the United States centered on understanding the impact on and opportunities for adolescent health represented by new technologies. For, if we are to affect young people, we must go to where they "are". Our mission is to promote new and innovative methods that improve the health and safety of young people. We believe a multipronged approach is necessary, with survey and epidemiological research alongside active youth intervention and prevention efforts.

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- Methodological Details
- Parent and Youth Reported Household Rules Characteristics
- Exposure to Violence and Sex in Media
- Youth Violence Victimization and Perpetration
- Mental Health and Behavior Problems

### **Selection of Other Publications:**

Ybarra, M.L., Diener-West, M., & Leaf, P.J. Examining the overlap in internet harassment and school bullying: implications for school intervention. Journal of Adolescent Health. 2007;41(6 Suppl 1):S42-50.

Ybarra, M.L., & Mitchell, K.J. How risky are social networking sites? A comparison of places online where youth sexual solicitation and harassment occurs. Pediatrics. 2008;121:e350-e357.

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