

APPENDIX 6

TABLES ON RELATIONSHIP OF
MEDIA ENVIRONMENT TO MEDIA USE

APPENDIX 6.1

Bedroom Media and Media Exposure — Time Spent with Each Medium, by 8- to 18-Year-Olds With or Without...

	Total media exposure	Reading	TV	Recorded TV/videos/DVDs/movies	Video games total	Video game console player	Music	Computer
TV in bedroom								
Yes	9:09 ^a	0:38 ^a	3:31 ^a	1:16 ^a	0:57 ^a	0:38 ^a	1:46	1:02
No	7:07 ^b	0:54 ^b	2:04 ^b	0:58 ^b	0:30 ^b	0:17 ^b	1:40	1:01
Video game player in bedroom								
Yes	9:42 ^a	0:39	3:37 ^a	1:23 ^a	1:10 ^a	0:47 ^a	1:46	1:05
No	7:23 ^b	0:47	2:30 ^b	0:58 ^b	0:26 ^b	0:15 ^b	1:43	0:60
Computer or laptop in bedroom								
Yes	9:58 ^a	0:48 ^a	3:21 ^a	1:23 ^a	0:56	0:37 ^a	1:60 ^a	1:30 ^a
Others	7:48 ^b	0:40 ^b	2:55 ^b	1:05 ^b	0:46	0:29 ^b	1:35 ^b	0:47 ^b

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (#) used to denote statistical significance in this table.

APPENDIX 6.2

Rules and Media Exposure – Time Spent Using Each Medium by 7th- to 12th-Graders Who Have...

	Total media exposure	Reading	TV	Recorded TV/videos/DVDs/movies	Video games total	Video game console player	Music	Computer	Internet
TV									
Rules about TV content or time	7:07 ^a	0:50 ^a	2:18 ^a	1:07	0:32	0:18 ^a	1:30 ^a	0:50 ^a	0:37 ^a
No TV rules	8:57 ^b	0:38 ^b	2:58 ^b	1:01	0:40	0:28 ^b	2:19 ^b	1:21 ^b	1:06 ^b
Computer									
Rules about computer content or time	8:22	0:43	2:36	1:06	0:42	0:25	1:59	1:15	0:59
No computer rules	8:59	0:36	2:59	0:58	0:39	0:28	2:20	1:27	1:12
Video games									
Rules about video game content or time	8:36	0:43	2:52	1:20	0:45	0:25	1:51	1:05	0:48
No video game rules	8:59	0:34	3:04	0:58	0:45	0:31	2:18	1:21	1:06

Note: In all of the above categories, respondents indicated at least one of two items: that their parents have 1) rules about content (which shows, video games, computer activities) OR 2) rules about how long they can spend using the medium. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (#) used to denote statistical significance in this table.

APPENDIX 6.3

Rules About Media Time and Media Exposure

	Total media exposure	Reading	TV	Recorded TV/videos/ DVDs/movies	Video games total	Video game console player	Music	Computer	Internet
Time spent using each medium by 8- to 18-year-olds:									
Computer									
Rules about computer time	8:34	0:54 ^a	2:58	1:10	0:50	0:31	1:36	1:05	0:49
No rules about computer time	8:43	0:36 ^b	3:07	1:10	0:47	0:32	1:50	1:12	0:57
Video games									
Rules about video game time	8:04 ^a	0:50 ^a	3:03	1:12	0:45 ^a	0:26 ^a	1:28 ^a	0:46 ^a	0:33 ^a
No rules about video game time	9:11 ^b	0:36 ^b	3:20	1:13	1:00 ^b	0:40 ^b	1:52 ^b	1:10 ^b	0:55 ^b
Time spent using each medium by 7th- to 12th-graders:									
TV									
Rules about TV time	6:14 ^a	0:53 ^a	1:55 ^a	1:02	0:25 ^a	0:17	1:16 ^a	0:43 ^a	0:33 ^a
No rules about TV time	8:56 ^b	0:39 ^b	2:58 ^b	1:03	0:41 ^b	0:27	2:16 ^b	1:19 ^b	1:05 ^b
Computer									
Rules about computer time	8:51	0:49 ^a	2:32	1:06	0:46	0:27	2:11	1:27	1:09
No rules about computer time	8:34	0:34 ^b	2:53	0:57	0:36	0:25	2:11	1:23	1:08
Video games									
Rules about video game time	8:07	0:43	2:44	1:09	0:37	0:20 ^a	1:50	1:03	0:48
No rules about video game time	9:04	0:35	3:05	1:02	0:47	0:32 ^b	2:15	1:20	1:05

Note: All results are only among those with each medium in their house. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (†) used to denote statistical significance in this table.

APPENDIX 6.4

Household TV Orientation and Media Exposure — Time Spent Using Each Medium by 8- to 18-Year-Olds from Homes With...

	Total media exposure	Reading	TV	Recorded TV/videos/ DVDs/movies	Video games total	Music	Computer
High TV orientation¹							
Highly TV oriented	10:22 ^a	0:36 ^a	3:58 ^a	1:20	1:08 ^a	2:06 ^a	1:14 ^a
All others	7:57 ^b	0:45 ^b	2:46 ^b	1:09	0:43 ^b	1:37 ^b	0:58 ^b
Rules about TV							
Rules about TV that are enforced most of the time	7:16 ^a	0:55 ^a	2:41 ^a	1:16 ^a	0:34 ^a	0:31 ^a	0:31 ^a
Rules about TV that are enforced some, little or never	7:48 ^a	0:40 ^b	2:53 ^a	0:58 ^b	0:50 ^b	0:55 ^a	0:55 ^b
No rules about TV	9:17 ^b	0:39 ^b	3:19 ^b	1:13 ^a	0:53 ^b	1:16 ^b	1:16 ^c
TV on during meals							
TV "usually" on during meals	9:06 ^a	0:41	3:26 ^a	1:15	0:54 ^a	1:50 ^a	1:01
TV not usually on during meals	7:35 ^b	0:47	2:25 ^b	1:04	0:41 ^b	1:34 ^b	1:04
Constant TV							
TV on "most of the time" even if no one is watching	9:42 ^a	0:37 ^a	3:37 ^a	1:20 ^a	1:03 ^a	1:56 ^a	1:09 ^a
TV on some/little/never if no one is watching	7:22 ^b	0:49 ^b	2:30 ^b	1:03 ^b	0:35 ^b	1:32 ^b	0:54 ^b

¹ High TV orientation households are those in which the TV is usually on, the TV is on during meals, and there are no rules about TV; 25% of all 8- to 18-year-olds are from high TV orientation homes. Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.