

## Introduction to Social Change – Random Facts about media images

1. Children see 30,000 media ads per year.
2. Americans spend 15 Billion dollars marketing to children every year.
3. Before the age of 8, children aren't old enough to understand the pitch, but teens and tweens are easily persuaded. The goal is to get them to value things more than anything or anyone.
4. The 1<sup>st</sup> Amendment rights are concerned about censorship. Because of this, pornography is protected.
5. Controversy and sex sell.
6. Brittany Spears breakthrough video was produced by a producer of porn videos.
7. There is an actual link between media and aggression, viewing violent images and behaving like the images viewed.
8. Pornography is the 7<sup>th</sup> largest grossing US industry.
9. There are more hardcore porn stores in the US than McDonalds and Starbucks combined.
10. 2/3 of divorce lawyers at an American Academy of Matrimonial Lawyers Convention in 2003 said that the internet played a significant role in divorces in the past year.
11. 70% of 15-17 yr olds said they accidentally came across porn on line.
12. 59% of 15-24 yr olds said they believe seeing porn on the internet encourages young people to have sex before they are ready.
13. 49% said it promotes bad attitudes towards women and encourages viewers to think unprotected sex is OK.
14. There were 260 million pages of porn on line (2003) which was an increase of 180% since 1998.
15. Hollywood produces 400 feature films a year. The porn industry churns out 11,000 adult films per year.
16. Child pornography is NOT free speech and is NOT protected by the First Amendment.
17. There are over 20,000 child porn images posted on the internet each week.
18. Although child pornography is illegal, it is a 5 Billion/year business.
19. Easy access to pornographic images w/ youth can have traumatic, distorting, abusive and addictive effects.
20. Exposure to porn can make a lasting impression in young people that are often described as disgust, shock, embarrassment, fear, anger and sadness.
21. Desire and arousal are normal. Pornography can hijack desire. Porn can shape norms, values, expectations and create demands for the pornified products.
22. Teens exposed to a high level of televised sexual content were twice as likely to experience a pregnancy during a 3 year period compared to teens w/ lower levels of exposure.
23. Research shows that an average of 34 minutes a week is engaged in parent/child conversations compared to 34 hours a week captured by the media.
24. The challenges may appear overwhelming, but hopelessness and inaction don't create social change. Prevention action does!
25. Major social changes made possible were recycling, anti-smoking campaigns, drinking and driving, seatbelt laws, "get the lead out", and now sexual violence.
26. Teens can make a difference by learning about the media, the toxic society of porn and the culture of our environment. We can also identify or create positive images to counter the "norm" and provide an alternative in our culture.
27. Getting connected is the key!