

10 REASONS WHY MEDIA EDUCATION MATTERS

"A DEMOCRATIC CIVILIZATION WILL SAVE ITSELF ONLY IF IT MAKES THE LANGUAGE OF THE IMAGE INTO A STIMULUS FOR CRITICAL REFLECTION . . . NOT AN INVITATION FOR HYPNOSIS."

Umberto Eco

- 1** The average American teenager uses 8 hours and 56 minutes of media a day, excluding school and homework.¹
- 2** 67% of American teenagers have their own smartphone and 53% of American tweens (age 8–12) have their own tablets.²
- 3** Teenagers spend an average of 1,016 hours in school each year³ and 3,285 hours using media.⁴
- 4** On a typical day, 8–18 year olds spend approximately 4.39 hours viewing television, 2.31 hours listening to music, 1.29 hours using computers, and 1.13 hours playing video games.⁵
- 5** Oxford Dictionaries selected "post-truth" as its 2016 word of the year and defined it as the state of affairs when "objective facts are less influential in shaping public opinion than appeals to emotion and personal belief."⁶
- 6** Fake news about U.S. politics accounted for 10.6 million total shares, reactions, and comments on Facebook in 2016.⁷
- 7** Heavy exposure to sexually degrading lyrics in music predicts accelerated initiation of sexual intercourse and sexual activities.⁸
- 8** In a study of 400 films and TV shows released from Sept. 2014–Aug. 2015, 28.3 percent of characters with dialogue were from non-white racial/ethnic groups, though such groups are nearly 40 percent of the U.S. population.⁹
- 9** It is estimated that children view more than 40,000 commercials each year.¹⁰
- 10** 87% of TV characters aged 10–17 are below average in weight.¹¹ 70% of 6–12-year-olds want to be thinner.¹²



¹ <https://www.common SenseMedia.org/the-common-sense-census-media-use-by-tweens-and-teens-infographic#> | ² [ibid](https://www.common SenseMedia.org/the-common-sense-census-media-use-by-tweens-and-teens-infographic#) | ³ <https://fivethirtyeight.com/datalab/american-kids-will-spend-an-average-of-943-hours-in-elementary-school-this-year/> | ⁴ <https://www.common SenseMedia.org/the-common-sense-census-media-use-by-tweens-and-teens-infographic#> | ⁵ <https://www.acpeds.org/wordpress/wp-content/uploads/11.9.16-The-Impact-of-Media-Use-and-Screen-Time-on-Children-updated-with-ref-64.pdf> | ⁶ <https://en.oxforddictionaries.com/word-of-the-year/word-of-the-year-2016> | ⁷ https://www.buzzfeed.com/craigsilverman/top-fake-news-of-2016?utm_term=.stOpqVNoI# | ⁸ http://www.rand.org/health/feature/forty/media_influences_on_teen_sex.html | ⁹ <http://www.npr.org/sections/thetwo-way/2016/02/22/467665890/hollywood-has-a-major-diversity-problem-usc-study-finds> | ¹⁰ <http://www.apa.org/pubs/info/reports/advertising-children> | ¹¹ <https://www.common SenseMedia.org/children-teens-body-image-media-infographic> | ¹² <http://www.nationaleatingdisorders.org/get-facts-eating-disorders>