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Growing up with Media Pilot Study: Examining exposures to violence

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GrowingUp
WithMedia

* Thank you for your interest in this presentation. Please note that analyses included herein are preliminary. More recent, finalized analyses can be found in: Ybarra, M., Diener-West, M., Markow, D., Leaf, P., Hamburger, M., & Boxer, P. (2008). Linkages between Internet and other media violence with seriously violent behavior by youth. *Pediatrics*, 122(5), 929-937.

Abstract

Research indicates that Internet-based data collection, as compared to pen-and-paper and in-person interviews, can reduce social desirability bias and increase self-disclosure of sensitive topics. Internet-based surveys have serious self-selection biases inherent in the recruitment strategies however, that can limit the external validity of findings. To maximize the representativeness of the sample, while also promoting self-disclosure of sensitive information, we used a hybrid approach: 100 eligible households were identified via random digit dialing methods and then emailed a link to the survey, which was completed on the Internet.

The Growing up with Media pilot study is a national survey of youth between the ages of 10 and 15 years, and the primary adult in their households who knows most about the adolescent's media use. Both adult and youth respondents provided information about the child's media use and household rules. Youth additionally reported behavioral experiences both as a perpetrator and a victim of aggressive and violent behavior in the previous year. Youth were queried about online as well as conventional peer interactions. On average, the completion of the youth survey took 20 minutes and the adult survey took 5 minutes. Experienced staff at Harris Interactive conducted the national recruitment and managed the online data collection tool. The research protocol was reviewed and approved by the CDC's IRB as well as the IRC IRB, Inc. (an OHRP-approved IRB) and was funded by the Centers for Disease Control and Prevention.

We examine the methodological successes and challenges of our hybrid recruitment approach, focusing on the benefits and risks posed. Results from the Growing up with Media pilot study are reported. Differences in violent exposures on the Internet versus video games and television are reported.

Pilot Survey Methodology

We used a hybrid survey methodology, that employed telephone recruitment and online data collection. This was posited to increase the generalizability and representativeness of the sample, while also promoting greater self-disclosure using online data collection.

Households were identified via random digit dialing across the country. Eligibility criteria included:

- Youth between the ages of 10-15 years
- Youth Internet use at least once in the previous 6 months (caregiver report)
- English speaking
- Caregiver consent and youth assent to participate

A sample size of 100 households was targeted. Recruitment goals forced equal number of boys and girls, and older (13-15) and younger (10-12) youth.

Caregivers that were eligible and agreed to participate were sent an email with an embedded link to the online survey. This link had a unique identifier to identify the household, allowing for multiple log-ins by the household while also disallowing participation without the correct link. There was no additional log-in requirement.

Households that initially agreed to participate but did not respond to the email were sent 2 more emails and 1 follow-up telephone call to encourage participation.

The study was conducted between December 1, 2005 and January 17, 2006.

Sample characteristics

Caregivers (n=35)

- 51% female
- Average age = 42.5 years (Range: 31-52)
- 74% completed at least some college
- 46% household income \$75,000+
- 89% were married
- 86% were White

Youth (n=35)

- 37% female
- Average age = 12.5 years (Range: 10-15)
- 86% were White

Data collection logistics

Of the 35 youth,

Completion characteristics

- 34 (97%) completed the survey at home
- 19 (54%) completed the survey alone, 6 (17%) with other people nearby, 10 (29%) with people in the room who were not nearby

Survey experience

- 31 (89%) agreed they answered questions honestly
- In response to IRB concern about the violence questions, we specifically asked about youths' experience answering these questions:
 - 23 (66%) agreed that a survey like this should ask these questions about violence
 - None said that the questions about violence made them feel upset

RDD Recruitment

TOTAL PHONE CALLS MADE	14095
1. Interview	103
2. Eligible, Non-Interview	45
3. Unknown eligibility	8066
	No answer / answering machine 2680
	Language barrier 275
	Respondent not available / call back 382
	Refusal during interview/Break-off 3900
	Do Not Call/Do Not Recontact for Any Surveys 829
4. Not Eligible	5881
	Business / fax line 1822
	Cell phone / child's phone / no adults in HH 27
	Did not meet eligibility criteria 1102
	Disconnected / nonworking number 2930

Online Data Completion

TOTAL RECRUITS	103
Online completes (parent + child)	35
Partial completes (parents only)	2
Online refusals – parent	2
Online refusals – child	0
Online suspends (clicked on email link, never completed consent)	10
Refused during telephone reminder	18
No response (never clicked on email link)	36

Response rates

RDD Recruitment rate = 29% (Based upon RR3 in AAPOR)

Online survey data completion rate = 34%

Overall response rate: 10%

Caregiver involvement

Rules about media use

- 31 (89%) have a rule about their child's Internet use, 6 (17%) of whom enforce the rules 'sometimes' or less frequently
- 31 (89%) have a rule about their child's television use, 7 (20%) of whom enforce the rules 'sometimes' or less frequently
- 30 (86%) have a rule about their child's video game usage (all caregivers said their children play video games), 7 (20%) of whom enforce the rules 'sometimes' or less frequently

Watch media with their children

- Almost never use the Internet with their child: 7 (20%)
- Almost never watch TV with their child: 2 (6%)
- Almost never play video games with their child: 21 (60%)

Discuss media exposures with child

- Almost never discuss online exposures: 6 (19%)
- Almost never discuss television exposures: 5 (14%)
- Almost never discuss game exposures: 20 (57%)

Media violence

Violence in games

- All 35 (100%) youth reported playing computer, internet, or video games in the last year
- Physical fighting, hurting, shooting or killing
 - In many or almost all of the games played: 11 (31%)
 - Almost or exactly like real life: 14 (40%)
 - Cartoons depicting violence kind of like / just like people in real life: 8 (23%)
- Playing violent games
 - A game that involved shooting or killing: 7 (20%)
 - A game rated "M" (mature): 7 (20%)

Violence online

- 1 (3%) youth reported physical fighting, hurting, shooting or killing was in many or almost all of the websites visited that displayed cartoons; 0 said so with respect to websites with real people
- Visited specific sites:
 - A site that shows pictures of war (including news sites): 11 (31%)
 - Cartoons being beat up hurt or killed: 10 (29%)
 - Death site: 4 (11%)
 - Hate site: 2 (6%)
 - Satanic site: 0 (0%)

General youth aggression

Once a month or more frequently

- Shoved, hit, pushed, or slapped another person: 7 (20%)
- Spread a rumor: 4 (11%)
- Social exclusion: 3 (9%)
- Been in a fight where someone was hit: 3 (12%)

Serious youth aggression

Ever in the last year

- Group / gang fight: 4 (11%)
- Someone was hurt badly enough to require medical attention: 2 (6%)
- Hurt an animal on purpose: 2 (6%)
- Threatened someone with a weapon: 1 (3%)
- Sexual perpetration: 1 (3%)
- Stabbed or shot someone: 0 (0%)
- Threatened to hurt a teacher: 0 (0%)

Limitations

Low response rate could be due to several factors, including the multi-step process (i.e., telephone, to computer for adult, to computer for youth), as well as recruitment during the holiday season

Small sample size and potential response bias disallows any conclusion statements about data collected.

Because data collection was not directly observed, it is possible that adults completed the youth section, or watched (and thereby potentially influenced) the youth complete the survey.

Conclusions & Implications

Our low RDD recruitment rate is consistent with a reported general decline in response rates in recent telephone surveys.

The low completion rate of the online survey among those who agreed to participate on the phone suggests that alternative recruitment and data collection strategies may be needed.

Questions about violence exposures and perpetration must be asked of youth in order to understand their experiences. Respondents in the pilot survey did not report feeling upset by the sensitive questions.

More caregivers report involvement in their child's Internet use than game use. More youth report violent exposures in games than online. This may suggest that greater effort is needed to encourage caregivers to become involved in their children's game use.

The most frequently endorsed online exposure to violence is through pictures of war. Further research is needed to understand the implications of media exposures to 'real' violence on youth behavior.