

Librarianship and Marketing: From Info Gathering to Info Pushing

Brandy King, MLIS



Center on Media and Child Health



Children's Hospital Boston

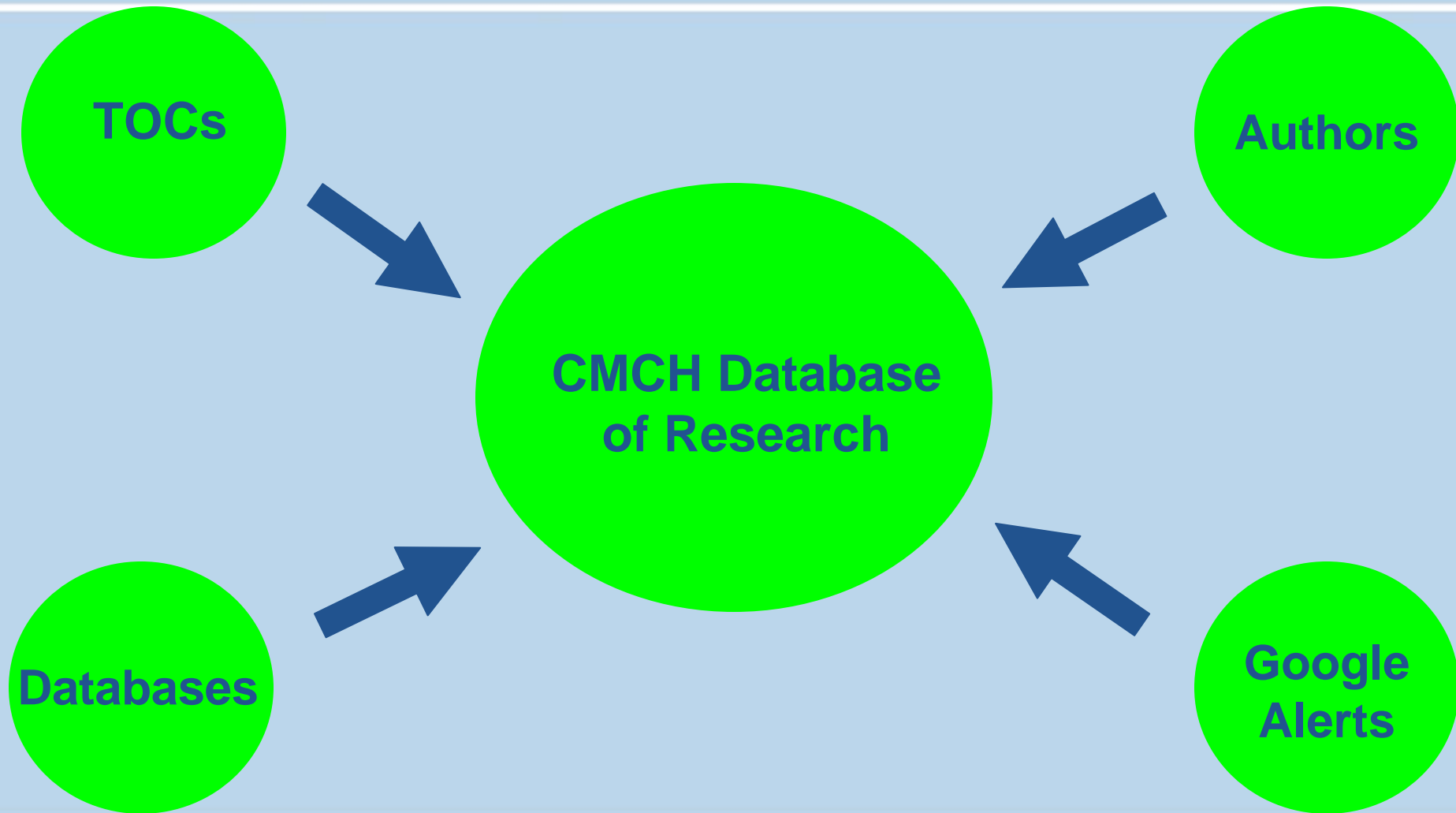


8 -18 year olds in the US spend one quarter of their media time using multiple media

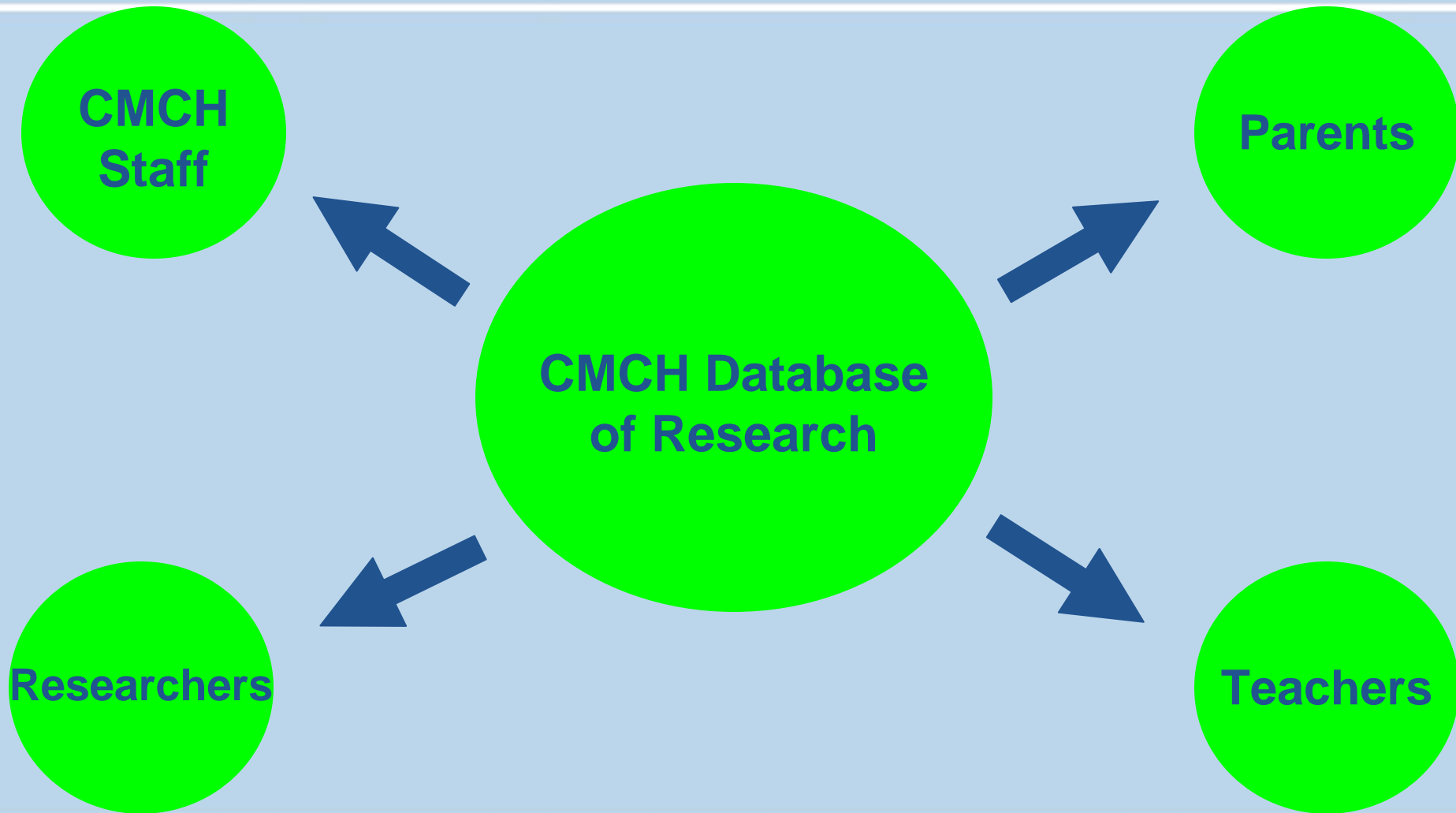


24% of 12-18 year olds use another media most of the time while watching TV

Info Gathering



Info Pushing



Center on Media and Child Health

Research and news about the effects of media on the health of children and adolescents

[Home](#)

[Subscribe to posts by RSS feed](#)



* [About](#)

* [Subscribe by Email](#)


Enter your Email


[Preview](#) | Powered by
[FeedBlitz](#)

* [Subscribe by RSS](#)

» [How To Subscribe](#)

»  137 email readers
BY FEEDBLITZ

»  SUB BLOGLINES

»  MY YAHOO!

* [Our Websites](#)

» [Center on Media
and Child Health](#)

» [Center on Media and Child
Health Database of Research](#)

[« Perspective on Sexting: Part II - Photo Sharing Behavior | Main | Perspective on
Sexting: Part III - Reactions and Responses »](#)

APRIL 17, 2009

| Research Wrap-Up: April 17, 2009

Here is a list of recently published studies on children, media, and health which explore a range of topics:

[Dalton, M.A. et al.](#) (2009). Early exposure to movie smoking predicts established smoking by older teens and young adults. *Pediatrics*, 123(4), e551-e558.

- To determine whether movie smoking exposure during early adolescence predicts established smoking in older teens and young adults.

[Notten, N. & Kraaykamp, G.](#) (2009). Parents and the media: A study of social differentiation in parental media socialization *Poetics*, In Press, Corrected Proof, Available online 11 April.

- To analyze the effects of parental social background and family composition on various types of parental media socialization.

[Primack, B. A.; Kraemer, K. L.; Fine, M.J.; Dalton, M.A.](#) (2009). Media exposure and marijuana and alcohol use among adolescents. *Substance Use & Misuse*, 44(5), 722-739.

- To determine which media exposures are most strongly associated with marijuana and alcohol use among adolescents.

[Sánchez-Martínez, M. & Otero, A.](#) (2009). Factors associated with cell phone use in adolescents in the community of Madrid (Spain). *CyberPsychology & Behavior*, 12(2), 131-137.

- To measure cell phone use among high school adolescents and the factors associated with intensive cell phone use (depressive symptoms, social isolation,

[Click for CMCH Blog](#)

Center on Media and Child Health

Research and news about the effects of media on the health of children and adolescents

[Home](#)

[Subscribe to posts by RSS feed](#)



* [About](#)

* [Subscribe by Email](#)

Enter your Email

[Subscribe me!](#)

[Preview](#) | Powered by
[FeedBlitz](#)

* [Subscribe by RSS](#)

» [How To Subscribe](#)

» [137 email readers](#)
BY FEEDBLITZ

» [SUB BLOGLINES](#)

» [+ MY YAHOO!](#)

* [Our Websites](#)

» [Center on Media
and Child Health](#)

» [Center on Media and Child
Health Database of Research](#)

» [Research Wrap-Up: February 27, 2009](#) | [Main](#) | [Research Wrap-Up: March 6, 2009](#) »

MARCH 03, 2009

| TV for Infants: Helpful, Harmful, or Neither?



Dr. Michael Rich
CHILDREN'S HOSPITAL MEDICINE

Parents are always looking to know what is best for their infants' developing brains. One question that often comes up is whether exposing children to TV will help them learn or prevent them from doing so.

In this month's issue of *Pediatrics*, CMCH researchers [Dr. Marie Evans Schmidt](#) and [Dr. Michael Rich](#) were part of a group of authors who tackled this question. After looking at data about the TV viewing habits, vocabulary, and motor skills of several hundred infants, they found that babies who watched TV were no better or worse off after two years than those who didn't.

Given these results, CMCH recommends that:

1. Whenever possible, limit television viewing for children under 2 years old. Instead, provide lots of opportunities for your children to interact with their environment -- chances to handle objects, solve open-ended problems, and play with adults and other children.
2. If or when your children *do* watch TV, choose age-appropriate, non-violent, educational programs.

>> **Video:** [Dr. Michael Rich on the CBS Evening News with Katie Couric](#)

>> **Video:** [Dr. Marie Evans Schmidt discussing the study](#)

>> **Time Magazine:** [TV for Babies](#)

>> **CMCH Website:** [Learn more about media and infants](#)

Posted on March 03, 2009 at 09:10 PM in [CMCH News](#), [Current Events](#), [Learning](#), [Research](#), [TV & Movies](#) | [Permalink](#)

[Click for CMCH Blog](#)

[Suggest to Friends](#)[Add to my Page's Favorites](#)[View Updates](#)[Remove me from Fans](#)

Our vision is to educate and empower both children and those who care for them to create and consume media in ways that optimize children's health and development.

Information

Location:

300 Longwood Avenue
Boston, MA, 02115

Phone:

617-355-2000

Mon - Fri:

9:00 am - 5:00 pm

Fans

6 of 179 fans

[See All](#)

Center on Media and Child Health

[Wall](#)[Info](#)[Boxes](#)

Write something...

[Share](#)[Filters](#)

Center on Media and Child Health

Earth Day Posts: Digital Conversion

In honor of Earth Day, this week's posts will give you resources on media and the environment. >> See other posts: Recycling Electronics Saving Energy Environmental Media for Kids The digital conversion has been postponed to June 12, giving Americans extra time to prepare for life without analog TV...

3:54pm · [Comment](#) · [Like](#) · [Share](#)



Center on Media and Child Health

Earth Day Posts: Using Media to Educate Kids

In honor of Earth Day, this week's posts will give you resources on media and the environment. >> See other posts: Recycling Electronics Saving Energy Digital Conversion Here at CMCH, we often note that the greatest power of media is that it can be used to educate. Here are some...

Yesterday at 10:17pm · [Comment](#) · [Like](#) · [Share](#)



Center on Media and Child Health is blogging about media and the environment this week! Recycling old electronics, energy-efficient electronics, media that teach kids about the environment, and more!



Center on Media and Child Health: Earth Day Posts: Recycling Electronics

Source: cmch.typepad.com

In honor of Earth Day, this week's posts will give you resources on media and the environment. >> See other posts: Saving Energy Do you have an old computer in your basement? Used cell phones lying around? TVs collecting dust? Getting them out of your house will help your family...

Advertise

Change the s



Fly to Helsinki and
from over 40 sun
destinations in E
a week: Boston
from \$720! leisu



Boston Apar

RENTZILLA
BOSTON

Looking to rent a
in town? Log on
our listings, then
ones you want to
one stop shop!

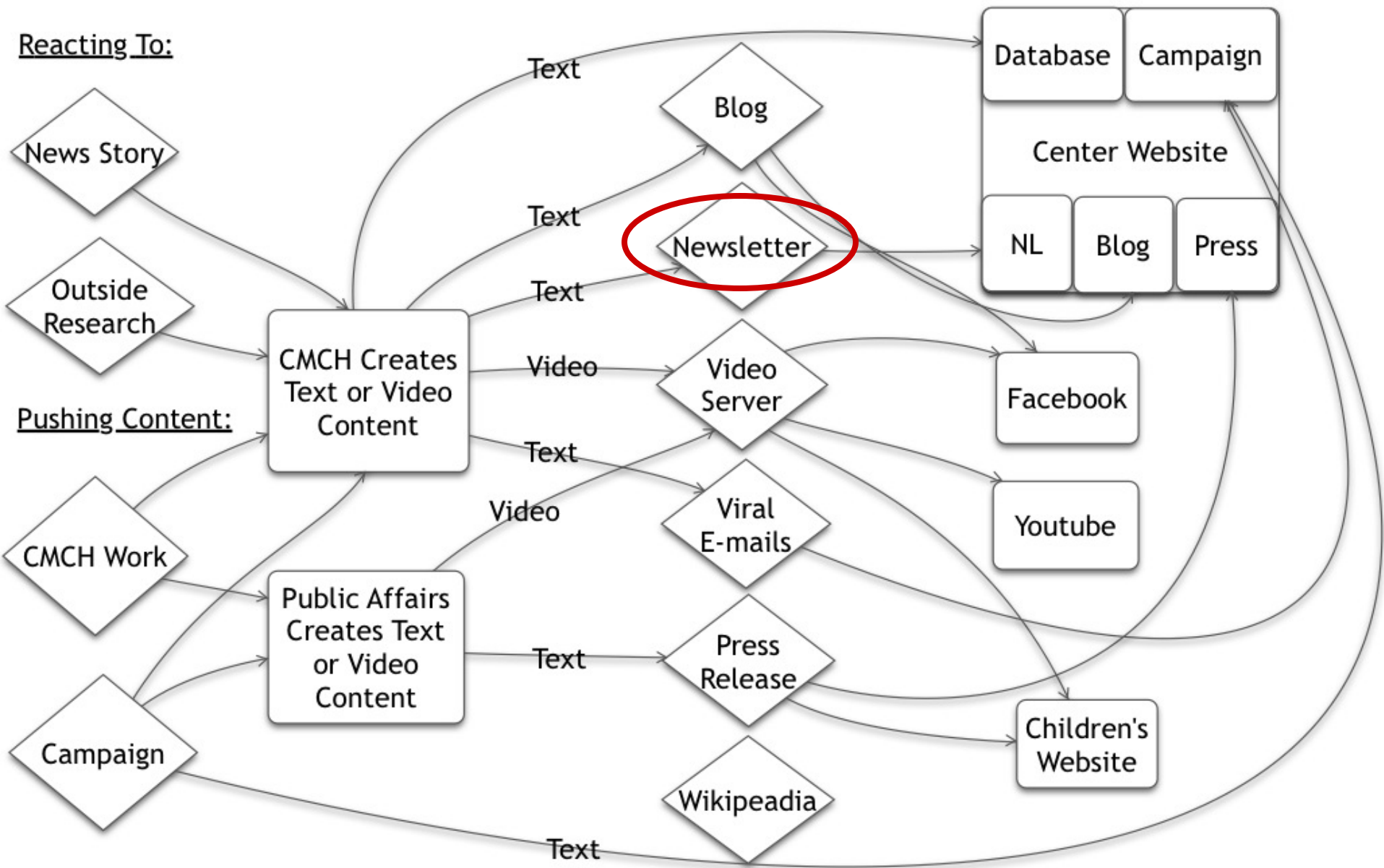


Boston's Top
MBA

BOSTON
UNIVERSITY

[Click for CMCH Facebook Page](#)

Reacting To:





tuned in

the monthly newsletter of the center on media and child health

April 2009

Dear Brandy,

In this month's newsletter, we mark the 10th Anniversary of the Columbine shootings and talk about what you can do to help prevent such tragedies. We also offer ideas you can use to infuse nature into your children's lives.

Please [email us](#) if you have questions, ideas, or experiences you would like to share; we look forward to hearing from you!

Sincerely,
[Dr. Michael Rich](#), Director
[Isabel Lopes](#), Assistant Librarian
[Lauren Rubenzahl](#), Program Coordinator



Preventing School Violence, 10 Years Later

This April, we remember those who lost their lives 10 years ago in the [Columbine High School massacre](#), and our hearts go out to those whose lives were forever altered by it.

Questions still remain about what could have been done to prevent the tragedy of those shootings, and what can be done today to prevent future tragedies, like the one that occurred [this March in Germany](#). In both cases, the shooters were later found to have been heavy users of violent video games, raising questions of whether and [how such media use may have contributed](#)--especially given that research has found that frequent use of violent video games may increase player aggression.

Although violent media use is only one of many factors in such tragedies, there is [evidence](#) that reducing media use in general may help reduce violence. Also, see the Parents' and Teachers' Toolbox (below) for ideas on how to teach young people to think critically about violent media.

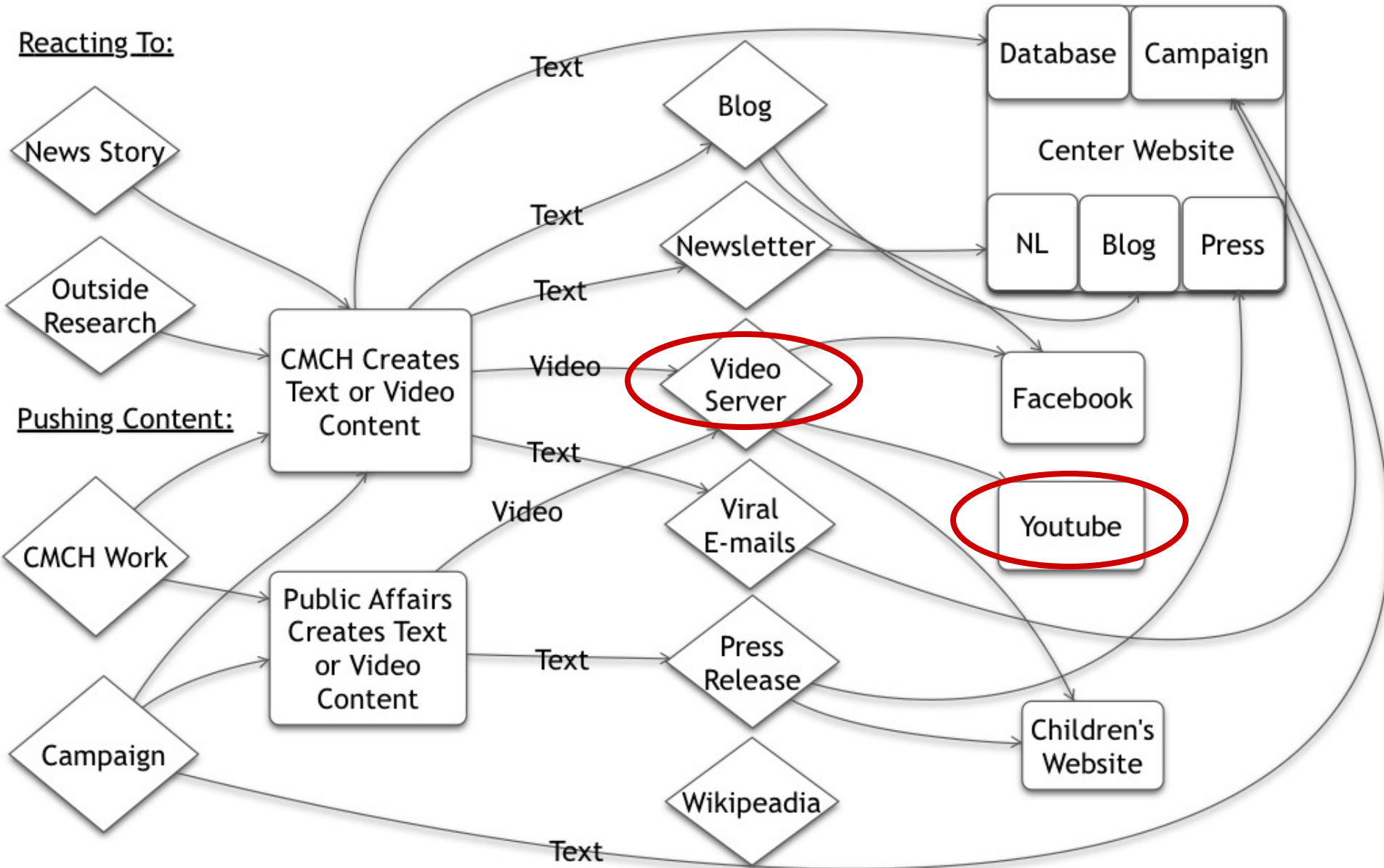
Appreciating the Planet

Every April, people across the globe spend time celebrating Earth Day by reconnecting with nature, volunteering to help the planet, and learning what they can do to be more environmentally responsible.



[Click for CMCH Newsletter](#)

Reacting To:



CMCH Videos



Search

Upload

Playlist



Media Impact on Kids and Teens

2 months ago 101 views [ChildrensHospital](#)

Playlist/URL (Permalink):

http://www.youtube.com/view_play_list?p=8693E4C

Embeddable Player:

`<object width="480" height="385"><param name="f`

Subscribe

Videos: 7



[Play All Videos](#)

Sort by: [Title](#) | [Duration](#) | [Date Added](#) | [Views](#) | [Comments](#) | [Unsorted](#)



Media's Impact on Children (television)

The growth of media has had an ever-expanding role in the lives of children,

★★★★★ 7 months ago 1,621 views [ChildrensHospital](#)



Media's Impact on Children (new media)

The growth of media has had an ever-expanding role in the lives of children,

★★★★★ 7 months ago 1,240 views [ChildrensHospital](#)



Media's Impact on Children (video games)

The growth of media has had an ever-expanding role in the lives of children,

★★★★★ 7 months ago 939 views [ChildrensHospital](#)



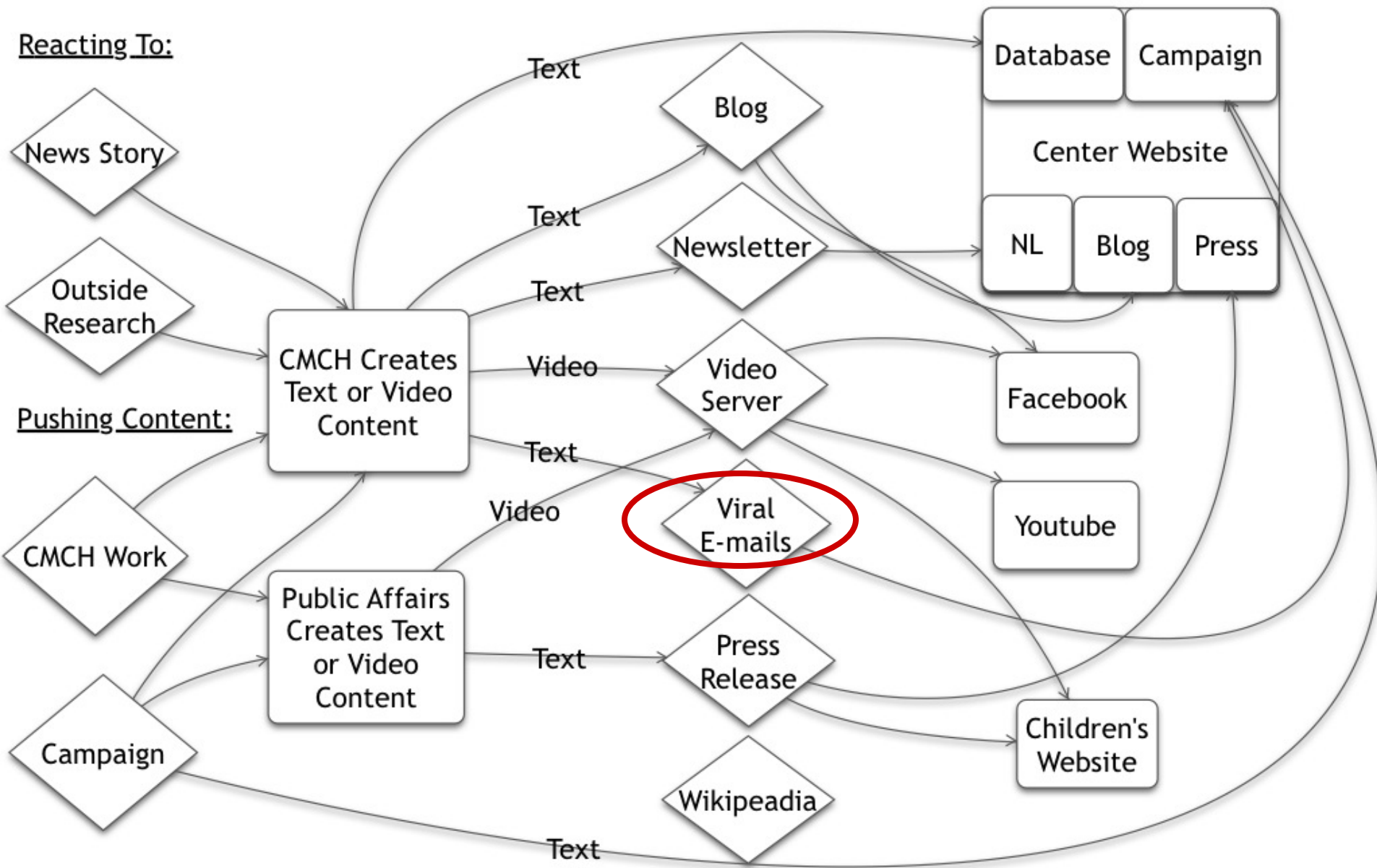
Media's Impact on Children (music)

The growth of media has had an ever-expanding role in the lives of children,

★★★★★ 7 months ago 343 views [ChildrensHospital](#)

[Click for CMCH YouTube Playlist](#)

Reacting To:





cmch

News Flash!

a brief message from the center on media and child health



Last week to register!

Risky Business: Media and the Health of Adolescents

On May 7th, Center on Media and Child Health staff will present at [Risky Business: Media and the Health of Adolescents](#), the preconference B session of the Adolescent Health Care Conference in Boston, MA.

Presenters will share ways to provide teens with the knowledge and tools they need to protect themselves from negative media effects and will explore innovative, fun, and effective strategies for using media to educate and empower youth to promote their health and well-being.

Join Us! [Register for the Conference](#)

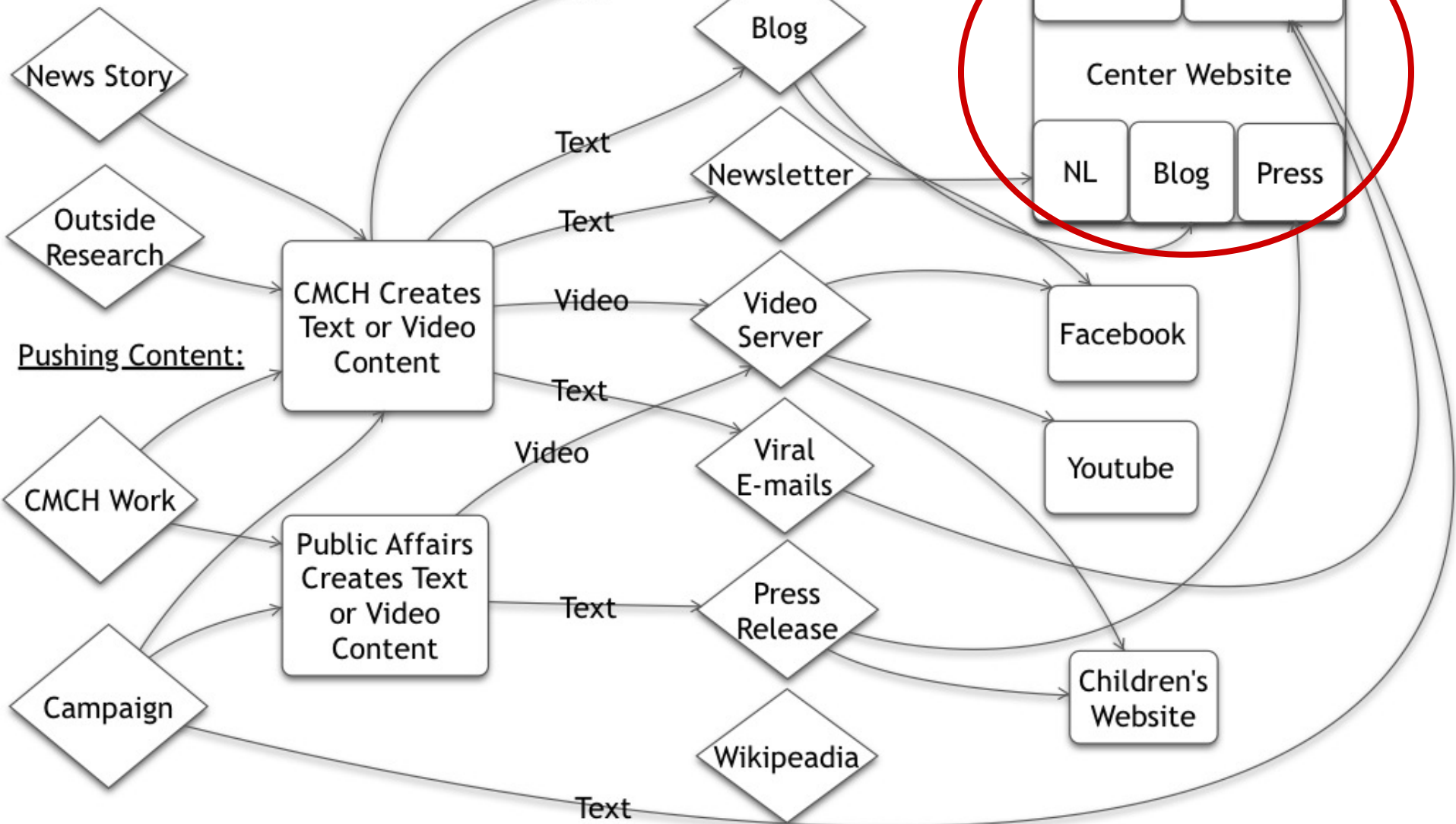
See [fee information](#)

This email was sent to: brandy.king@childrens.harvard.edu

This email was sent by: Center on Media and Child Health (CMCH)
300 Longwood Ave., Boston, Massachusetts 02115-5737, USA

ExactTarget.

Reacting To:



**cmch**

Please help CMCH care for children

[SUPPORT CMCH](#)

Welcome to the Center on Media and Child Health



The Center on Media and Child Health at Children's Hospital Boston, Harvard Medical School, and Harvard School of Public Health is dedicated to understanding and responding to the effects of media on the physical, mental, and social health of children through research, production, and education.



[Interact with us!](#) Learn more about media and health



» [For Parents & Teachers](#)

Parents and Teachers: Learn how you can help children use media in safe and healthy ways.



» [Visit the VIA website](#)

Video Intervention/Prevention Assessment (VIA) offers teens the opportunity to create video diaries about living with illness.



» [For Researchers](#)

Researchers and Clinicians: Learn about media research at CMCH and beyond.

 [Help](#)

CMCH in the News

Childhood Obesity and Ethnicity

» [Read more](#)

Hot Topics

The Digital Conversion:
A Chance to Reconsider

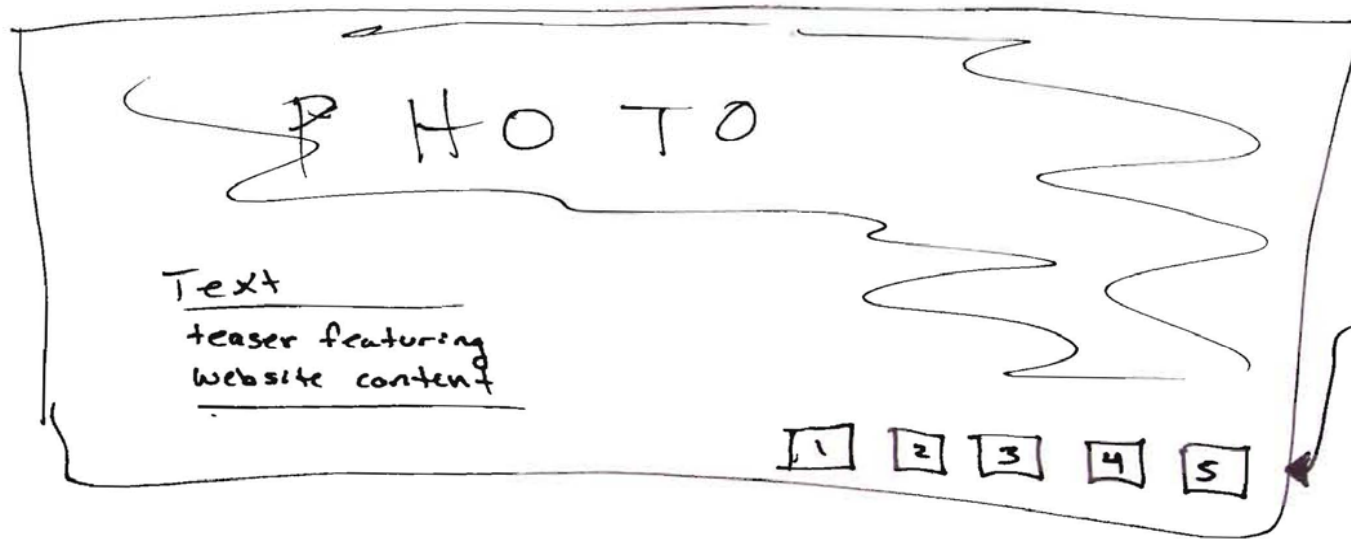
» [Read more](#)

Recent CMCH Research

"Lazy kids watch TV":
Children's perceptions of
media and non-media
activities

» [Read more](#)

Click for [CMCH Website](#)



5 slides rotate through. each number is highlighted as corresponding slide is shown. User can click slide number to pause on that slide



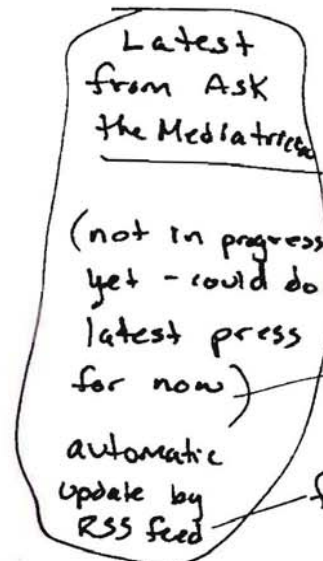
Latest Newsletter

manual update as newsletters come out



Latest blog post

auto-update from RSS feed



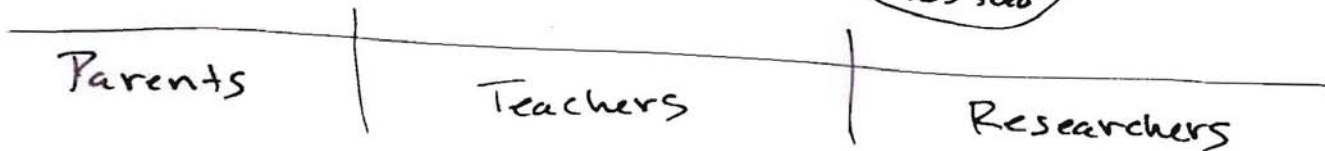
Latest from Ask the Mediatrician

(not in progress yet - could do latest press for now)

automatic update by RSS feed

Same way it updates automatically now on right side of pg

for ASK the Mediatrician



Parents

Teachers

Researchers



cmch
center on media and child health





go



Support CMCH
Donate now >

Welcome to the Center on Media and Child Health

The Center on Media and Child Health at Children's Hospital Boston, Harvard Medical Center, and Harvard School of Public Health is dedicated to understanding and responding to the effects of media on the physical, mental, and social health of children through research, production, and education.

[Learn More >](#)

What Do We Know

about how media affects health?

What Can I Do to Help

my family use media in a healthy way?

What Research is Available

Search the CMCH database

How Can I Learn More

as news and research is released



1

2

3

CMCH Newsletters

[Subscribe](#)

Parents' Newsletter:

- [New Year's Resolutions](#)
- [Indoor Activities](#)

Researchers' Newsletter:

- [Online Safety](#)
- [CMCH Presents at Conference](#)

From the CMCH Blog

[Subscribe](#)

- [Video Game Report Card](#)
- [Study on Internet Dating](#)
- [Dr. Rich on Oprah](#)

[More >](#)

CMCH in the Press

- [Dr. Rich speaks out about television in Newsweek](#)
- [Dr. Bickham's study covered in NY Times](#)
- [Dr. Chernin's research proves ads are powerful](#)

[More >](#)

Why would I do this?

- In this line of work, keeping up with technology is crucial
- Doing something new gets you noticed
- In this economy you have to prove your value over and over and over again



Am I qualified?

- You know what people are looking for
- You already have the answers

So write them up and share!



But I don't have time!

- Use your own time to learn the software on a project relevant to your personal life
- Set aside 1 hour a week of work time to dedicate to these efforts



Making it happen

Think of your audience

What kinds of information would be useful to them? Ask them!

- What's the controversy?
- What does research say about it?
- Based on that research, what advice can we offer?



Making it happen

Start small

1. Keep it to yourself
2. Share with supporters
3. Release it to your whole community
4. Market it to others



Making it happen

Learn to settle:

Sometimes it's better to do something mediocre than to do nothing while waiting for perfection

Demonstrate the idea, then get help to improve it



Making it happen

Get some help:

- Ask for opinions from heavy users
- Make it an honor to be asked to help
- Divide up the workload into appealing finite projects and solicit volunteers
 - Idealist.org
 - VolunteerMatch.org



Making it happen

Show your success and **don't be modest:**

Use statistics to measure and demonstrate your success to others

- Pick a day each month to do stats and make an Outlook reminder
- Use excel to make charts and graphs
- Send it to your boss. For real.

