Librarianship and Marketing: From Info Gathering to Info Pushing

Brandy King, MLIS

Center on Media and Child Health
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

TOCs

Databases

Authors

CMCH Database of Research

Google Alerts
Info Pushing

CMCH Database of Research

CMCH Staff
Parents
Researchers
Teachers
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:


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


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


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


- To measure cell phone use among high school adolescents and the factors associated with intensive cell phone use (depressive symptoms, social isolation,
MARCH 03, 2009

TV for Infants: Helpful, Harmful, or Neither?

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
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.

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...

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...

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? TV's collecting dust? Getting them out of your house will help your family...

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
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.
CMCH Videos

Dr. Marie Evans Schmidt
Center on Media and Child Health
YouTube Playlist

**Media Impact on Kids and Teens**

- **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
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](mailto:brandy.king@childrens.harvard.edu)
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.

NEW

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.

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
PHOTO

Text
 teasing featuring website content

1  2  3  4  5

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 Mediaataka
- Not in progress yet - could do latest press for now
- Automatic update by RSS feed for ASK the Mediaataka

Parents | Teachers | Researchers
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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

CMCH Newsletters

Parents’ Newsletter:
- New Year’s Resolutions
- Indoor Activities

Researchers’ Newsletter:
- Online Safety
- CMCH Presents at Conference

From the CMCH Blog
- Video Game Report Card
- Study on Internet Dating
- Dr. Rich on Oprah

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
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
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.