OFFICE OF FILM & LITERATURE CLASSIFICATION

Te Tari Whakarōpū Tuhinga, Tukutuku

Children and teen exposure to media content

December 2016

Online omnibus survey

UMR RESEARCH

Methodology

- Results in this report are from the UMR Online Omnibus survey. This is a nationally representative survey of 1000 New Zealanders 18 years of age and over from UMR's SayIT panel.

- The survey was conducted from 1st to the 15th of December 2016.

- The sample size was n=1000, with the margin for error for a 50% figure at the 95% confidence level being ± 3.1%.

- All numbers are shown rounded to zero decimal places. This means that the specified totals are not always exactly equal to the sum of the specified sub-totals.

Summary

Concern of content

- Just below half (46%) of respondents declared a high level of concern (4+5, on a 1 to 5 scale where 1 is not concerned at all and 5 is very concerned) for children and teens exposure to entertainment media content. Almost a quarter (24%) of respondents declared a low level of concern or no concern (1+2) and 30% indicated a moderate level of concern (3).
- Respondents with dependent children were more likely (53%) to declare a high level of concern.

Types of content

- Amongst all respondents, violent content received the most high level of concern, with 72% of respondents declaring a high level of concern for violent content (4+5).

  Almost two thirds (66%) of respondents declared a high level of concern for sexual content with just under a half (47%) declaring a high level of concern for content with offensive language and 42% showing a high level of concern for horror/supernatural content.
- Generally older respondents (60 plus) were more likely to declare a high level of concern for the different content types.

  Those with dependent children were more likely to have a high level of concern about sexual content than those without, while they were less concerned with offensive language. This probably because older people tended to be more concerned about language but less likely to have dependent children.

- When asked what other contents are you concerned about, many respondents declared concern for racist content, reality TV, cruel and immoral content.

Summary - continued

Effects of exposure

- A third (34%) of respondents declared that child/teen exposure to entertainment media content can “distort their sense of reality”. This was followed by 21% of respondents declaring exposure can “normalize poor behavior” and “encourage poor behavior”.
- There was no significant differences amongst the different family types tested, except those with children under 13 who were more likely to say exposure might “Emotionally impact them” (7%) than people with older children (0%).

Measure to monitor exposure

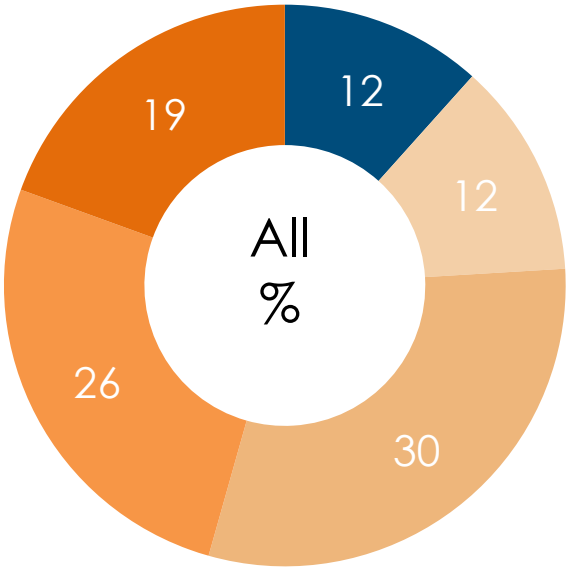
- When asked what steps are taken in order to monitor/supervise the media a child in your care views or plays, 41% declared that they check the rating or classification of a movie, TV show or a game for child or teen. 40% said they keep media devices such as television, gaming console and computers in public areas of the house, while 44% said they seldom responsible for caring for children.
- Those with children under 13 were much more likely to use any of the methods compared to those with older children.

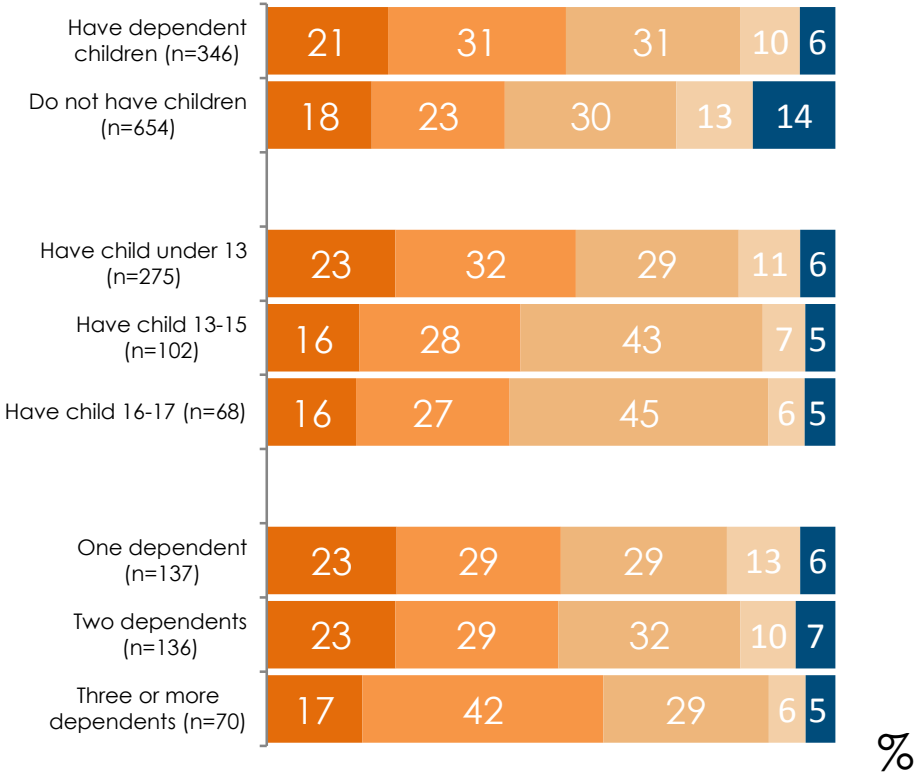
Wide range of media platforms

- 59% of respondents said they felt the wide range of media platforms available for children or teens will make it easier to access things that they shouldn’t be exposed to, 42% said they think it’s great that they have so many options and 19% said they felt overwhelmed.
- Respondents with dependent children were more likely to have said they were worried (68%) or overwhelmed (28%), compared to those with dependent children.

Concern for children and teen exposure to entertainment media content

How concerned are you about children and teen's exposure to the contents of entertainment media like movies, TV shows and games?





Base: n=1000

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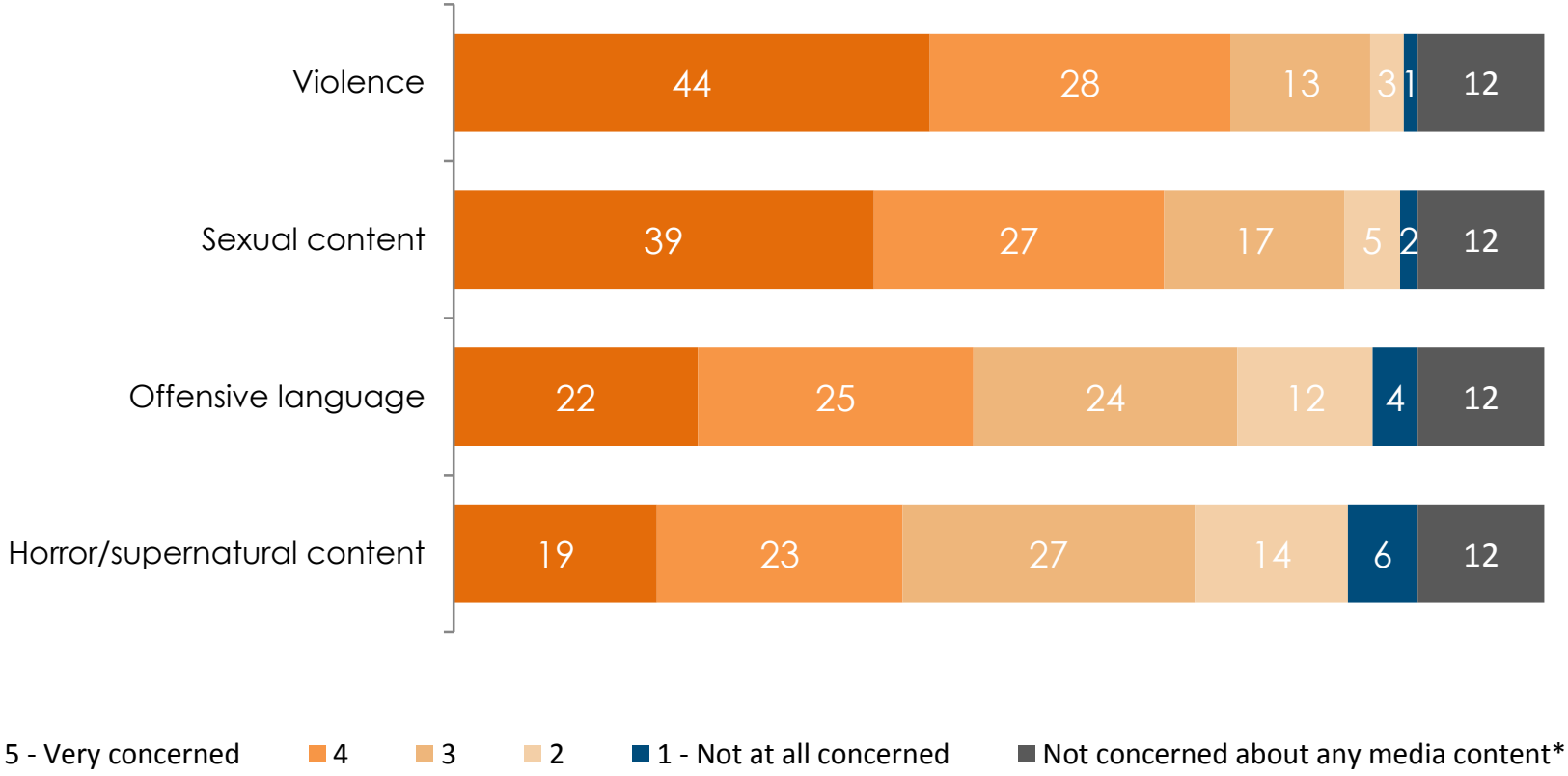
Types of content

What kind of content are you concerned about?



Base: n=1000

* Those who chose "1 – not at all concerned" for the initial question (about media content in general) were not asked subsequent questions about specific types of content. They are included in this chart to ensure the data is representative of the full sample.

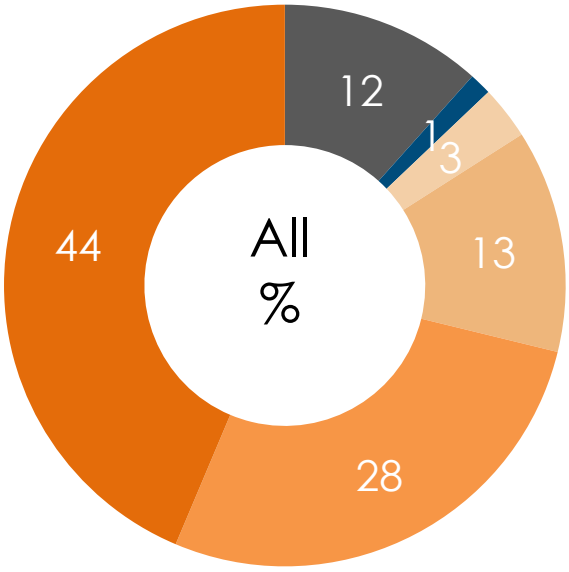
Other content concerns

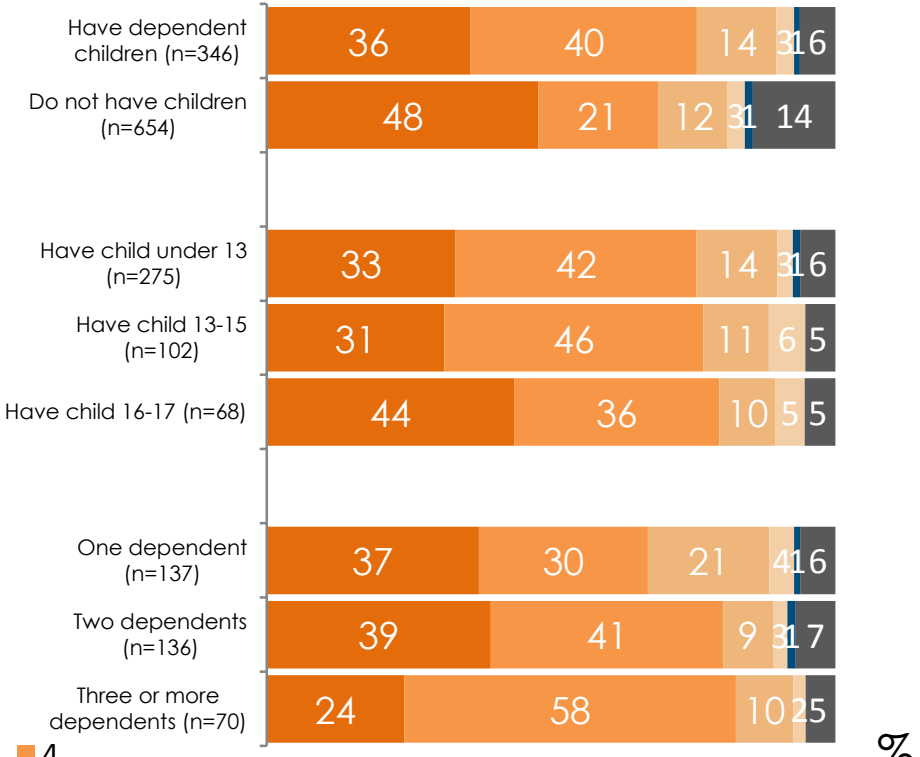
What other kinds of content are you concerned about?

Base: n=211 – respondents who rated 2or above concern for exposure to entertainment media content AND gave another type of content they were concerned about

Content concern – Violence

What kind of content are you concerned about? ***- Violence***





5 - Very concerned
3
1 - Not at all concerned
4
2
Not concerned about any media content*

Base: n=1000

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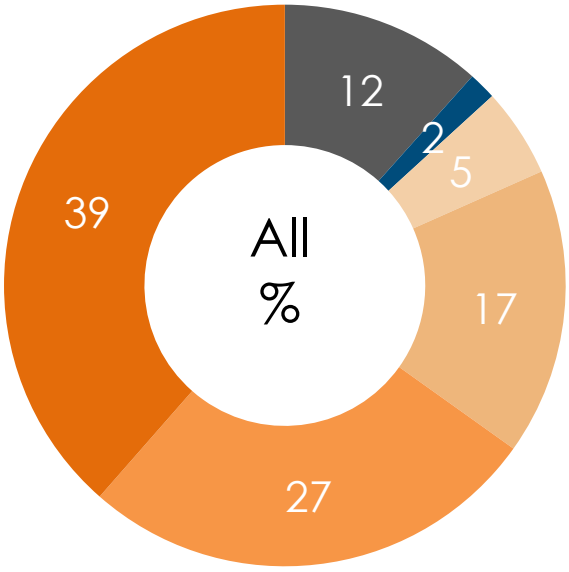
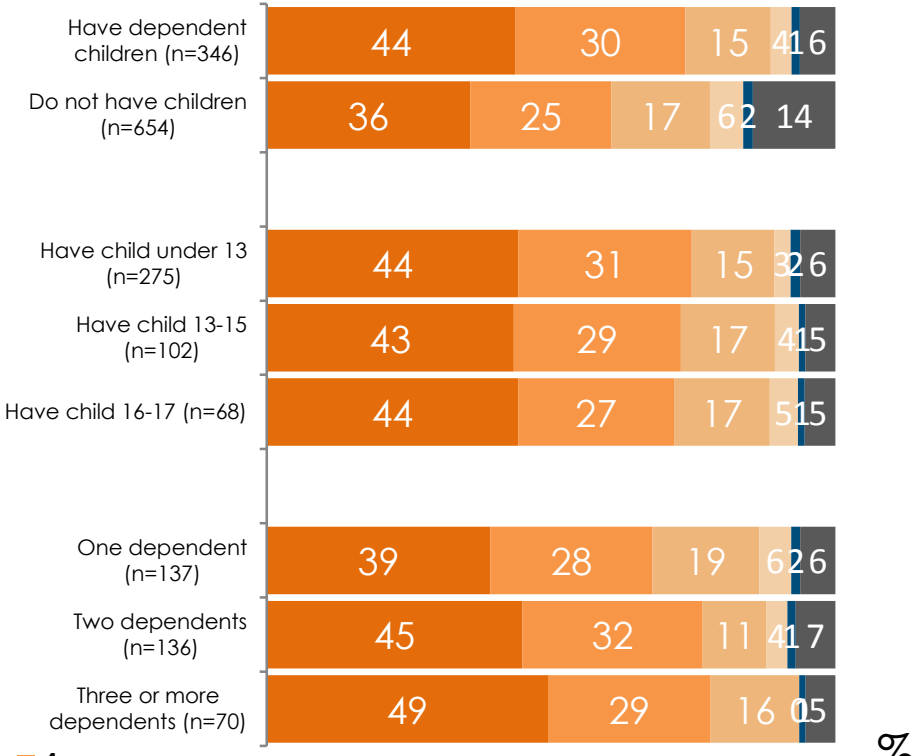
Content concern – Sexual Content

What kind of content are you concerned about? ***- Sexual Content***





Base: n=1000

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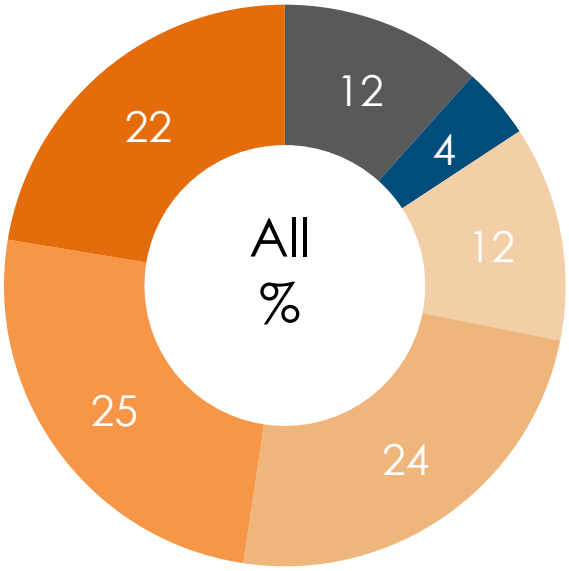
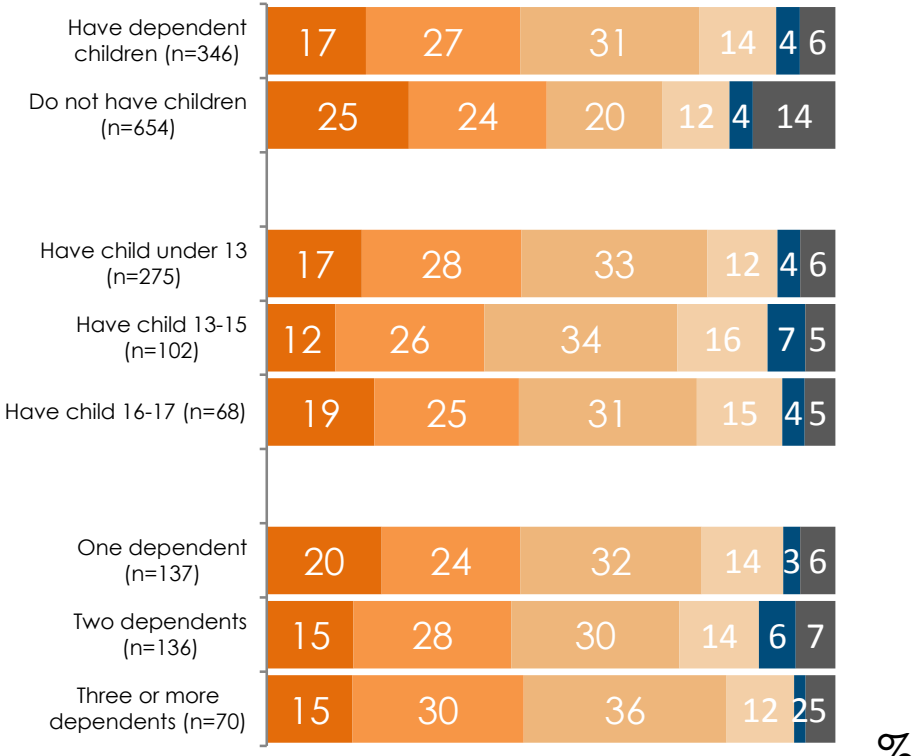
Content concern – Offensive language

What kind of content are you concerned about? ***- Offensive language***





Base: n=1000

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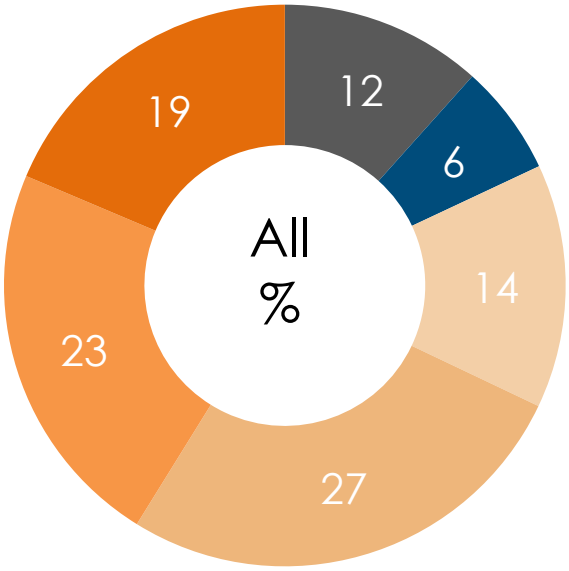
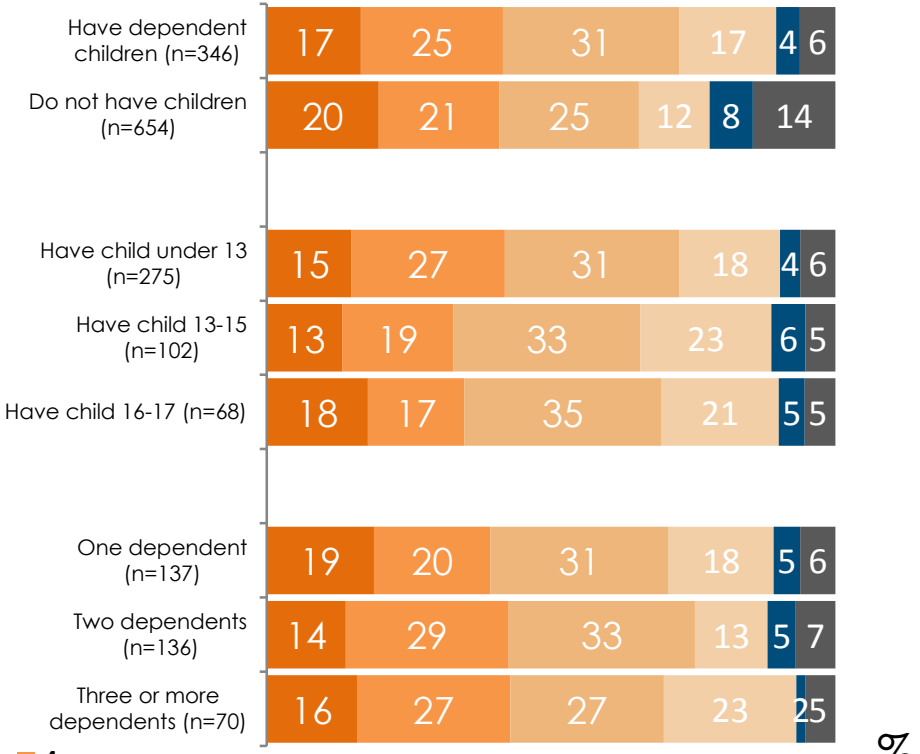
Content concern – Horror/supernatural content

What kind of content are you concerned about? ***- Horror/supernatural content***





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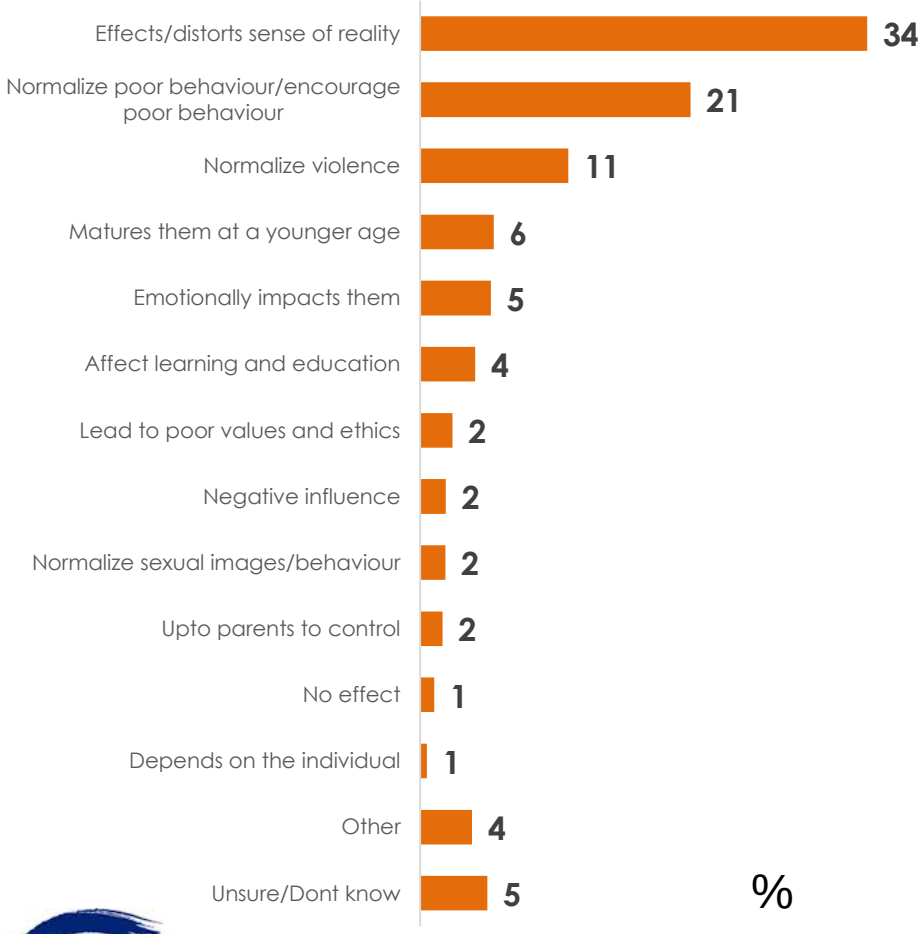
Effects of exposure

How might exposure to this content affect children and teens?



Sample Verbatim

- They think it's real life and do it themselves.
- Failure to understand it is only on TV as a show or "entertainment" and should not be in real life. There is a lack of parental guidance.
- Unrealistic ideas of "normal" society, particularly of undiscussed topics such as sex.
- They emulate what they see and consider it normal behavior. They are unable to distinguish between acceptable and unacceptable standards. They are unable to empathize with others and they appear to have no conscious when they do something unacceptable.
- Desensitized to violence and not living in the real world. Makes them believe that these interaction online are real.
- Normalization of violence or lashing out as a way to deal with disagreement or problems.
- They are growing up far too fast, being exposed to sex and violence before they should.
- Some of the exposure can be beyond the capability of the child to process correctly.
- Might influence them to commit those acts they see. They may think that those acts as the norm.

Base: n=884 – respondents who rated 2 or above concern for exposure to entertainment media content

Effects of exposure
– family demographics

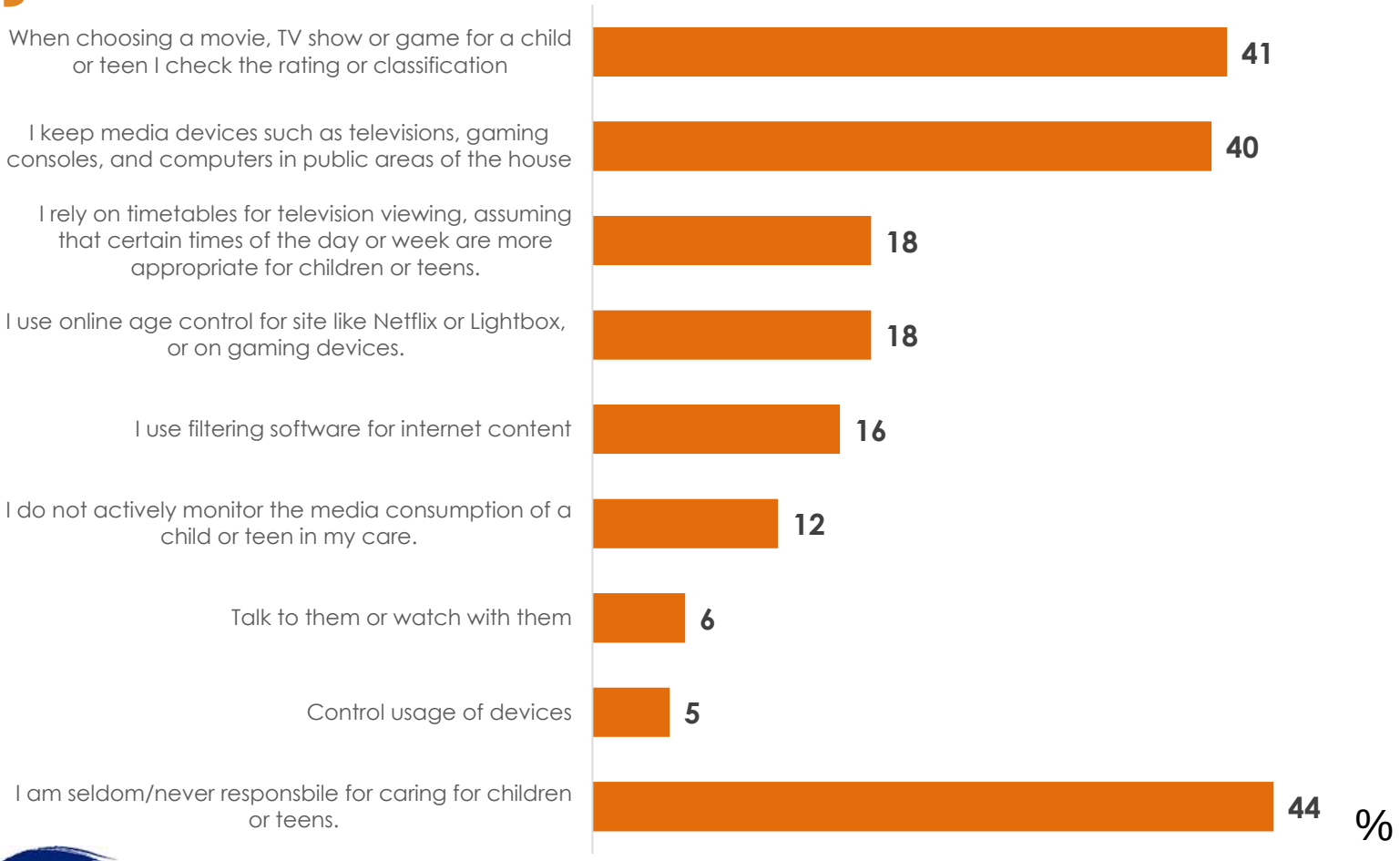
How might exposure to this content affect children and teens?

%	All	Have dependent children (n=325)	Do not have children (n=559)	Have child under 13 (n=258)	Have child 13-15 (n=96)	Have child 16-17 (n=64)	One dependent (n=129)	Two dependents (n=127)	Three or more dependents (n=66)
Affects/distorts sense of reality	34	34	35	31	31	33	37	36	24
Normalize poor behaviour/encourage poor behaviour	21	20	21	20	17	22	20	23	17
Normalize violence	11	11	12	10	12	13	11	10	11
Matures them at a younger age	6	7	5	8	8	4	6	7	12
Emotionally impacts them	5	6	5	7 ↑	5	4	5	6	9
Affect learning and education	4	5	4	5	5	8	4	4	8

Base: n=884 – respondents who rated 2 or above concern for exposure to entertainment media content

Steps taken to monitor exposure

Which steps (if any) do you use in order to monitor/supervise the media a child in your care views or plays?



Base: n=1000
Due to multiple response percentages may not add to 100

Steps taken to monitor exposure
– family demographics

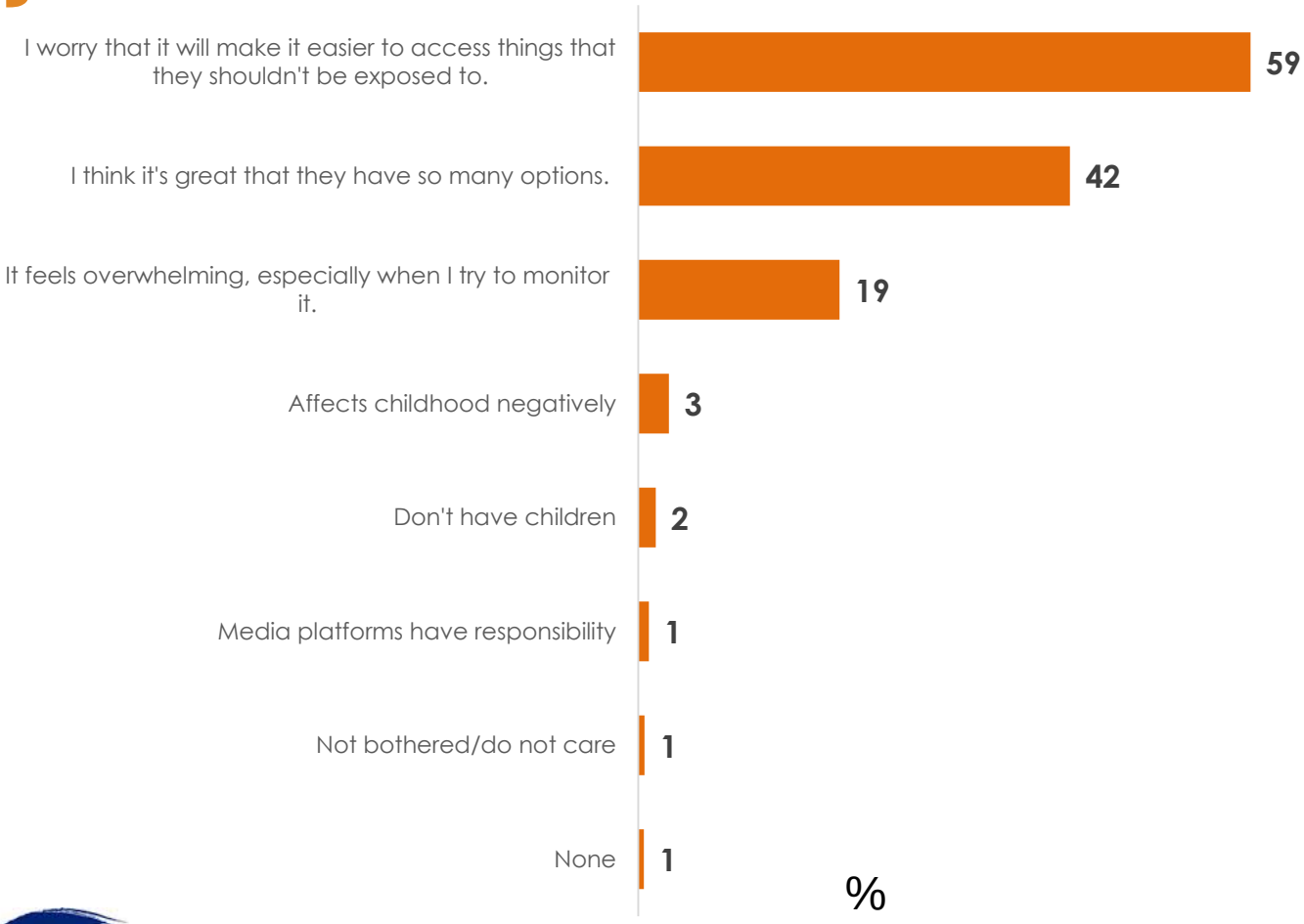
Which steps (if any) do you use in order to monitor/supervise the media a child in your care views or plays?

%	All	Have dependent children (n=346)	Do not have children (n=654)	Have child under 13 (n=275)	Have child 13-15 (n=102)	Have child 16-17 (n=68)	One dependent (n=137)	Two dependents (n=136)	Three or more dependents (n=70)
When choosing a movie, TV show or game for a child or teen I check the rating or classification.	41	66 ↑	28 ↓	69 ↑	63	51 ↓	59	74 ↑	66
I keep media devices such as televisions, gaming consoles, and computers in public areas of the house.	40	64 ↑	27 ↓	68 ↑	58	54	56 ↓	68	71
I use online age controls for sites like Netflix or Lightbox, or on gaming devices.	18	36 ↑	9 ↓	40 ↑	28	28	33	37	39
I rely on timetables for television viewing, assuming that certain times of the day or week are more appropriate for children or teens.	18	28 ↑	13 ↓	30 ↑	22	18	30	26	24
I use filtering software for internet content.	16	29 ↑	8 ↓	33 ↑	26	28	32	25	32
I do not actively monitor the media consumption of a child or teen in my care. + Doesnt apply	12	12	13	11	15	20	13	13	10
Talk to them/watch with them	6	10 ↑	4 ↓	9	11	9	8	13	6
Monitor/Control usage	5	12 ↑	2 ↓	12	14	12	9	14	14
I am seldom/never responsible for caring for children or teens.	44	6 ↓	65 ↑	6	2 ↓	8	10	4	2

Base: n=1000
Due to multiple response percentages may not add to 100%

Wide range of media platforms

How do you feel about the wide range of media platforms available to children?



Base: n=1000
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Wide range of media platforms
– family demographics

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I worry that it will make it easier to access things that they shouldn't be exposed to.	59	68 ↑	54 ↓	70	62	68	67	70	65
I think it's great that they have so many options.	42	42	41	41	42	42	44	44	36
It feels overwhelming, especially when I try to monitor it.	19	28 ↑	15 ↓	28	31	27	22	30	32
Affects childhood negatively	3	3	3	3	0	2	2	4	0
Don't have children	2	0 ↓	3 ↑	0	0	0	0	0	0
Media platforms have responsibility	1	1	1	0 ↓	2	2	2	1	0
Not bothered/do not care	1	0	1	0	1	0	0	0	2
None	1	0	1	0 ↓	1	2 ↑	1	0	0

Base: n=1000
Due to multiple response percentages may not add to 100%