

APPENDIX 7

TABLES ON RELATIONSHIP OF
MEDIA USE TO INDIVIDUAL TRAITS

APPENDIX 7.1

School Grades, Contentedness, Sensation Seeking and Media Exposure

	Proportion of all 8- to 18-year-olds	Total media exposure	Reading	TV	Recorded TV/videos/ DVDs/movies	Video games total	Music	Computer
Grades								
Mostly A/Bs	51%	8:28	0:46 ^a	3:06	1:05	0:48 ^a	1:39	1:05
Mostly B/Cs	35%	8:27	0:39 ^{ab}	3:03	1:14	0:46 ^a	1:48	0:58
C&Ds or below	10%	9:15	0:29 ^b	3:07	1:19	1:09 ^b	2:08	1:03
Contentedness scale								
Low	18%	9:44 ^b	0:49 ^{ab}	3:25	1:15	0:56 ^b	2:02 ^b	1:16
Moderate	64%	8:22 ^a	0:39 ^b	3:02	1:09	0:49 ^b	1:42 ^a	1:01
High	13%	8:07 ^a	0:49 ^a	2:57	1:13	0:37 ^a	1:36 ^a	0:55
Sensation seeking scale								
Low	17%	7:18 ^a	0:36	2:11 ^a	1:00	0:31	2:02 ^a	0:57
Moderate	58%	8:08 ^a	0:41	2:50 ^b	0:59	0:37	1:50 ^a	1:10
High	22%	10:20 ^b	0:41	3:17 ^b	1:11	0:42	2:55 ^b	1:34

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (#) used to denote statistical significance in this table.

APPENDIX 7.2

Time Spent With Each Medium by Heavy, Moderate and Light Users of...

	Proportion of all 8- to 18-year-olds	Total media exposure	Total minus respective media ¹	Reading	TV	Recorded TV/videos/ DVDs/movies	Video games total	Music	Computer
TV									
Light TV users – 1 hour or less	34%	5:00 ^a	4:41 ^a	0:44	0:18 ^a	0:53 ^a	0:35 ^a	1:37 ^a	0:53 ^a
Moderate TV users – more than 1 hour - 5 hours	45%	8:08 ^b	5:11 ^b	0:40	2:58 ^b	1:07 ^b	0:44 ^a	1:41 ^a	0:59 ^a
Heavy TV users – more than 5 hours	20%	15:26 ^c	7:29 ^c	0:46	7:58 ^c	1:53 ^c	1:26 ^b	2:02 ^b	1:22 ^b
Computers									
Light computer users – None	45%	6:42 ^a	6:42 ^a	0:42 ^{ab}	2:50 ^a	0:59 ^a	0:42 ^a	1:28 ^a	0:00 ^a
Moderate computer users – 5 minutes - 2 hours	38%	8:13 ^b	7:19 ^a	0:40 ^a	3:02 ^a	1:05 ^a	0:49 ^a	1:42 ^a	0:54 ^b
Heavy computer users – more than 2 hours	16%	14:31 ^c	10:18 ^b	0:51 ^b	3:45 ^b	1:55 ^b	1:09 ^b	2:38 ^b	4:14 ^c
Video Games²									
Light video game users – none	58%	6:45 ^a	6:45 ^a	0:41 ^{ab}	2:35 ^a	0:50 ^a	0:08 ^a	1:39 ^a	0:53 ^a
Moderate video game users – 5 minutes - 1 hour	28%	9:26 ^b	8:52 ^b	0:40 ^a	3:32 ^b	1:30 ^b	0:53 ^b	1:41 ^a	1:11 ^b
Heavy video game users – more than 1 hour	13%	14:44 ^c	11:53 ^c	0:55 ^b	4:17 ^c	2:07 ^c	3:48 ^c	2:12 ^b	1:25 ^b
Reading									
Light readers – none	26%	7:19 ^a	7:19 ^a	0:00 ^a	2:53	0:55 ^a	0:50	1:45	0:56 ^{ab}
Moderate readers – 5 minutes - 1 hour	55%	8:03 ^a	7:35 ^a	0:28 ^b	3:05	1:08 ^a	0:46	1:38	0:58 ^a
Heavy readers – more than 1 hour	19%	11:43 ^b	9:19 ^b	2:25 ^c	3:16	1:45 ^b	0:59	1:59	1:20 ^b

¹ For example, for heavy TV users, this column provides total media exposure minus time spent with TV.

² Calculations on heavy, moderate or light video game use were made based on time spent with console players only.

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (#) used to denote statistical significance in this table.

APPENDIX 7.3

Media Multitasking — Percentage of 7th- to 12th-Graders Who...

Multitask other media while reading...

Most of the time	28%
Some of the time	30
A little of the time	26
Never	16

Do multiple things at the same time on the computer...

Most of the time	39%
Some of the time	25
A little of the time	19
Never	14

Multitask other media while watching TV...

Most of the time	24%
Some of the time	29
A little of the time	28
Never	19

Do other things while watching TV... (eating, homework, phone)

Most of the time	40%
Some of the time	34
A little of the time	21
Never	4

Multitask other media while listening to music...

Most of the time	33%
Some of the time	30
A little of the time	25
Never	12

Multitask while doing homework...¹ (phone, instant messaging, TV, music, Internet)

Most of the time	30%
Some of the time	31
A little of the time	19
Never	18

Multitask other media while using computer...

Most of the time	33%
Some of the time	29
A little of the time	23
Never	14

¹ Among all 8- to 18-year-olds.

APPENDIX 7.4

Multitasking and Media Exposure Among 7th- to 12th-Graders

Multitasking level ¹	Proportion of 7th- to 12th graders	Total media exposure	Recorded TV/videos/ games				Music	Computer
			Reading	TV	DVDs/movies	total		
Light - < 8	15%	6:38 ^a	0:35	2:43 ^a	0:50 ^a	0:34 ^a	1:12 ^a	0:44 ^a
Moderate 8-14	70%	7:50 ^b	0:39	2:31 ^a	0:58 ^a	0:33 ^a	2:03 ^b	1:05 ^a
Heavy - > 14	15%	12:49 ^c	0:47	3:56 ^b	1:22 ^b	0:57 ^b	3:16 ^c	2:30 ^b

Of light, moderate and heavy TV, computer, video game and print users, the proportion who are “heavy multitaskers”¹

	Light	Moderate	Heavy
TV	11% ^a	16% ^{ab}	25% ^b
Computer	8% ^a	14 ^a	33 ^b
Video game (console player only)	12% ^a	21 ^{ab}	28 ^b
Print	15%	15	18

¹ Multitasking score is comprised of four items (q130, 205, 265, 320). See Chapter 7 for description of scale construction. Heavy multitaskers are defined as having received a multitasking score of greater than 14 as defined in chapter 7.

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

APPENDIX 7.5

Time Spent in Other Activities by Light, Moderate, and Heavy Media Users

		8- to 18-year-olds				7th- to 12-graders				
		Proportion	Time spent with:			Proportion	Time spent with:			
Total media exposure			Parents	Exercise	Hobby		Friends	Homework	Chores	Job
Low	3 hours or less	18%	1:57 ^a	1:21 ^a	0:52 ^a	16%	2:11 ^{ab}	0:49	0:29 ^a	0:32 ^{ab}
Moderate	More than 3 hrs - 13 hrs	62%	2:16 ^b	1:21 ^a	0:56 ^a	64	2:10 ^a	0:52	0:31 ^a	0:30 ^a
High	More than 13 hrs	20%	2:35 ^b	1:42 ^b	1:18 ^b	19	2:41 ^b	0:45	0:39 ^b	0:55 ^b
TV										
Light	1 hr or less	34%	2:09 ^a	1:25	1:03 ^{ab}	37	2:27	0:57 ^a	0:32	0:31
Moderate	More than 1 hr - 5 hrs	45%	2:11 ^a	1:21	0:54 ^a	45	2:09	0:48 ^{ab}	0:31	0:35
Heavy	More than 5 hrs	20%	2:42 ^b	1:34	1:07 ^b	18	2:10	0:38 ^b	0:36	0:44
Print										
Light	None	26%	2:05 ^a	1:17 ^a	0:53 ^a	27	2:07	0:38 ^a	0:22 ^a	0:41
Moderate	5 min - 1 hr	55%	2:17 ^{ab}	1:26 ^{ab}	0:58 ^a	55	2:16	0:50 ^b	0:33 ^b	0:30
Heavy	More than 1 hr	19%	2:31 ^b	1:35 ^b	1:13 ^b	18	2:29	1:08 ^c	0:45 ^c	0:43
Computer										
Light	None	45%	2:16 ^{ab}	1:25	0:59	40	2:15	0:50	0:38	0:42 ^{ab}
Moderate	5 min - 2 hrs	38%	2:24 ^a	1:27	0:59	39	2:13	0:49	0:30	0:24 ^a
Heavy	More than 2 hrs	16%	2:03 ^b	1:25	1:05	20	2:27	0:53	0:28	0:42 ^b
Video games¹										
Light	None	58%	2:13	1:15 ^a	0:54 ^a	65	2:08 ^a	0:52	0:33	0:36 ^a
Moderate	5 min - 1 hr	28%	2:22	1:39 ^b	0:05 ^{ab}	24	2:25 ^{ab}	0:50	0:30	0:41 ^a
Heavy	More than 1 hr	13%	2:21	1:40 ^b	1:14 ^b	11	2:48 ^b	0:39	0:36	0:20 ^b

¹ Video game console player only - not handheld.

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (#) used to denote statistical significance in this table.

APPENDIX 7.6

Correlation Matrix of Time With Media

	Reading	TV	Prerecorded TV/videos/DVD/movies	Video game console player	Handheld video games	Video games total	Music	Computer
Total media use	.31*	.66*	.58*	.42*	.39*	.48*	.52*	.49*
Reading		.01	.17*	.05*	.08*	.08*	.06*	.09*
TV			.22*	.18*	.16*	.21*	.07*	.10*
Prerecorded TV				.20*	.21*	.24*	.14*	.14*
Video game player					.42*	.90*	.03	.09*
Handheld video games						.77*	.06*	.08*
Total video games							.05*	.10*
Music								.21*

Note: An asterisk in this table indicates a Pearson Correlation significant at $p < .05$.