

THE REALITY TELEVISION GENERATION

WHY BULLYING IS MORE DEADLY
AND DANGEROUS TODAY

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MARGINALIZING ME

“It felt as if God left the room every time the abuse started again. It was like I could see the door open and close, locking me in with the torment of insults, put downs, and foul language. There comes a level of hopelessness that you start to actually believe God has left you with only your tears to show the pain.”

Victim



“I see no hope for our future if we depend on the frivolous youth of today, for certainly all youth are reckless beyond words. When I was a boy we were taught to be discreet and respectful of elders, but the present youth are exceedingly wise and impatient of restraint.”

Aristotle



WHAT THIS PRESENTATION IS AND IS NOT ABOUT

WHAT IT IS NOT:

- An attack on media or reality television
- That we should shield children from the culture they are growing up in
- The age old comment, “Back in my day we...”
- A blaming of parents, the school system, or corporate America
- Public policy or the First Amendment

WHAT IT IS:

- A conversation on the changing media boundaries and how we can keep up with them
- The need for an educated society in a corporate media driven world
- The new generation of children and the 24 hour world we have put them in
- How bullying and the images we see on reality tv are seamlessly woven together



UNDERSTANDING THE ADOLESCENT BRAIN

Conceptualizing Adolescence

- Aristotle: “Youth are heated by Nature as drunken men by wine.”
- Socrates: “Inclined to contradict parents and tyrannize their teachers.”
- G.S. Hall (1904) a period of heightened “storm and stress”
- 1960s and 1970s: attempts to understand the problems as due to “raging hormones”



Adolescence:

An Anthropological Perspective

The past 150 years have witnessed a quiet revolution in human development that still sweeps across the globe today: children nearly everywhere are growing faster, reaching reproductive and physical maturity at earlier ages, and achieving larger adult sizes than perhaps ever in human history.

--Carol M Worthman, Ph.D.



Adolescence, Social Roles, and External Constraints

- In many ways adolescence represents the interval *between* the beginning of sexual maturation and the attainment of adult roles and responsibilities in society.
- The transition from parental control to self-control is usually framed in social context
- Many young adolescents are faced with enormous amounts of freedom in which to navigate complex decision-making



SO WHAT'S HAPPENING IN THE BRAIN?

The brain has not finished maturing by adolescence. They are only about 80% of the way to maturity

--Dr. Frances Jensen, Neuroscientist at Harvard

The frontal lobes, responsible for such "executive" functions as self-control, judgment, emotional regulation, organization and planning, undergo the greatest change between puberty and young adulthood.

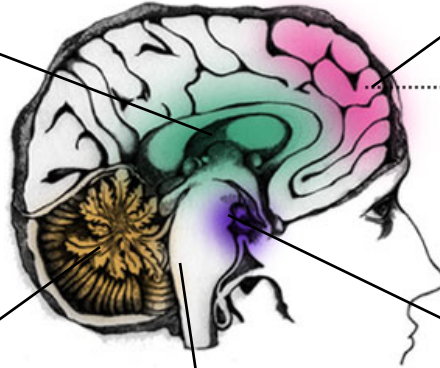
The brain grows measurably between 10 and 12 (with girls' growth spurt generally coming a little earlier than boys'), then shrink into the 20s as extraneous branchings are pruned back into efficient, well-organized circuitry



The Adolescent Brain

Corpus Callosum

- *Connects Hemispheres
- *Creativity & Problem Solving



Frontal Cortex—"CEO"

- *Planning, Strategizing, Logic, Judgment

Cerebelleum

- *Coordinates muscles/ movement
- *Coordinates thinking processes

Amygdala

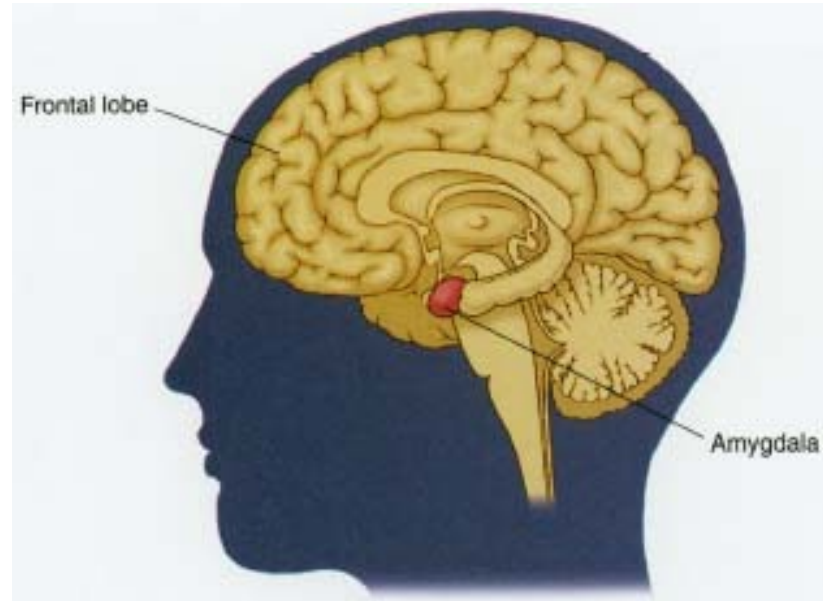
- *Emotional and gut responses; fear and anger
- *Used more in Adolescents

Hippocampus

- *Forms Memories
- *Coordinates thinking processes

PBS--Frontline: *Inside the Teenage Brain*

Emotions



Adolescents use the Amygdala (fight or flight response) rather than the Frontal Cortex (used by older adults) to read emotions

STOP DISRESPECTING ME!

Studies at McLean Hospital outside Boston find that many teenagers are unable to read emotions in people's faces. Brain regions that light up with activity when adults read "fear" in faces are nearly dark in these teens. Their brains' emotional centers light up. But the thinking regions stay dark, as if they are unable to integrate visual, emotional and cognitive information



The Adolescent Brain



Frontal Lobe Immaturity Could Translate Into:

1. Poor judgment and difficulty thinking through consequences of behavior
2. Increased risk-taking; inappropriate actions not as inhibited as in adults
3. Impulsive and emotional responses rather than logical and practical ones
4. Miscommunication with peers and adults—they miss subtle social cues, misinterpret expectations, and misread facial expressions.

Phineas Gage 1848

BULLYING TIP 1

Don't assume they get it. Since their frontal lobes aren't developed and aren't processing emotions and consequences the way an adult can, then the adult has to really assess emotional reasoning.

Marginalizing Me

"My mind tells me that you are insecure and that your need to put me down, tell me that I'm less than, and use the tactics of a bully is just your way to feel in control. Regardless, my heart wonders how much more it can take"-----Victim

THE BULLIED BRAIN

Studies reveal that there are long lasting chemical and structural brain changes that account for the cognitive and emotional damage that can be as severe as the harm done by child abuse.

Canadian psychologist Tracy Vaillancourt, for example, reports that the levels of the stress hormone cortisol are higher in bullied boys meaning that their stress reaction system is in constant overdrive. Curiously cortisol levels are below normal for bullied girls, perhaps meaning that their stress response systems are hampered.

McLean Hospital researcher Martin Teicher scanned the brains of bullying victims and found significant shrinkage in the corpus callosum -- the brain tissue that connects the left and right hemispheres. This makes it difficult for victims to process what is happening around them and to respond appropriately.

The amygdala is the brain's alarm center. When it is repeatedly activated the brain is in a constant state of arousal. It's as if the radar is finely tuned, always ready to pick up the slightest hint of a threat. It is very difficult to concentrate, remember and learn when the brain is always scanning for danger.



PTSD, BULLYING, AND ABUSE

Patients with PTSD report identical symptoms such as depression, anxiety, insomnia, inattention, flashbacks, etc. What this means is that the human brain is interpreting the trauma of bullying in the same ways a soldier's brain interprets the experiences of battle or how a car accident victim's brain interprets the accident.

**Todd Clements, M.D., Medical Director at the Clements Clinic in Plano, Texas and
Michael Devine of Michael DeVine Counseling**



BULLYING TIP #2

Because of the trauma inflicted on the victim, make sure a “check-in” system is created on a daily basis with a trusted contact and make sure it’s confidential.

Marginalizing Me

When you begin the terror of tearing me down I escape inside myself, but not to pray. God left me a long time ago. I escape into my thoughts and think not of ways to get out or ways to make you stop, but I take myself to a place where I am beautiful and a place where I am loved. I go to hope, but even I know that one day the hope will die and so will I if I continue to allow this torment to continue.-----Victim



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**"I'll only give you the paper if you promise
not to let the news upset you."**

WHY UNDERSTANDING THE BRAIN HELPS IN UNDERSTANDING THE IMPACT OF MEDIA

When the brain can't recognize proper facial expressions, grasp consequences at an adult level or see the differences between the perceived reality of the wealthy, thin, and beautiful then how can we expect them to make the right choices without adult guidance.



The widespread use of television is equivalent to a broad social decision to allow young children to be present at wars and funerals...criminal plots and cocktail parties."

—Joshua Meyrowitz, No Sense of Place

SO WHAT SETS KIDS OF TODAY APART FROM KIDS OF YESTERDAY

- Traditionalists
- Baby Boomers
- Gen X
- Gen Y
- Millennials
- Generation Access

PERSONAL AND LIFESTYLE CHARACTERISTICS BY GENERATION

	Veterans (1922–1945)	Baby Boomers (1946–1964)	Generation X (1965–1980)	Generation Y (1981–2000)
Core Values	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
Family	Traditional Nuclear	Disintegrating	Latch-key kids	Merged families
Education	A dream	A birthright	A way to get there	An incredible expense
Communication Media	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail
Dealing with Money	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend

THE GENERATION OF ACCESS

Media --24/7

Food-- 24/7

Access to violence --24/7

Access to information --24/7

Access to drugs --24/7

People having access to them --24/7

Friends --24/7

Opportunities to participate in their own exploitation—24/7

Fear propagated by media--24/7



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MEDIA VS. THE CHILDREN—MEDIA EDUCATION FOUNDATION

IT'S NOT ABOUT THE FIRST AMENDMENT. IT'S ABOUT THE BOTTOM LINE.

“I’m a toy maker that makes films.”—George Lucas

Children influence over \$700 billion dollars in spending each year

- Cell phones and the internet make children more vulnerable to marketing (360 degree marketing)
- 3,000 commercial messages on a daily basis
- Age Compression--The word “tween” was invented by the advertising industry and was meant to mean 8-12. It is now defined as the ages of 6-12.
- Creative play has been declining by 94% over the last decade
- American Academy of Pediatrics state that there should be no television for the first 2 years of life
- The 24/7 access inhibits creative play, imagination, and creates super consumers
- Children’s marketing is a 15 billion dollar industry that works against parental guidance
- The United States is the only industrialized nation in the world that doesn’t have a strong policy on children’s marketing





WHAT IS GIRLS INTELLIGENCE AGENCY?

Girls Intelligence Agency is a unique organization comprised of approximately 40,000 'Secret Agents', ages 8-29, living all over the United States. **GIA communicates** with these Influencers daily, seeking out their opinions, ideas, motivations, dreams and goals and **translates** that information to help hundreds of corporations in the U.S. to strategically reach and connect with the female youth market.

GIA uses a variety of means - from texting to sleepovers - to tap into the **business of girls**.

Products and Services include:

- **Marketing and Media**
 - Slumber Party in a Box
 - Events and Tours
 - Online
- **Research -Research and Product Development**
 - Intelligence Cells
 - Custom Research
 - GIA 411

WHY GIRLS INTELLIGENCE AGENCY?

Girls Intelligence Agency stays totally up-to-the-minute by running ongoing shopping trips, hosting slumber parties and off-sites and doing in-room hang-outs. GIA provides the girls a place to voice their opinions, make a statement or simply to text and IM with other like minded agents. During these sessions, analysts listen to their music, watch their body language, and hear how they relate and communicate with friends. GIA has become a recognized voice of authority for the young female market. We connect with girls on a deep and continuous level, forging a working relationship with the target audience from the beginning.

Due to GIA's intimate and trusted relationship with this demo, we are able to take this information and provide our clients with the voice, the look and the feel necessary to succeed. We design websites, new products, packaging and advertisements that will speak to this elusive consumer.

With spending over \$159B annually - how to reach them, communicate with them and develop products with them in mind is essential.

As profiled on CBS 60 Minutes, Girls Intelligence Agency helps companies make intelligent decisions about the fastest growing demographic today.

Sample Client List: GIA has proven successful in building a quality client base including Nestle, Procter & Gamble, Mattel, Lego, Sara Lee, Johnson & Johnson, Dreamworks, Disney, Warner Brothers, Twentieth Century Fox, and Sony, to name a few.



THE BULLIES HAVE BEEN WELCOMED INTO OUR LIVING ROOMS SINCE THE BEGINNING OF TELEVISION AND WE HAVE GOTTEN USE TO IT

Homer Simpson

Bart Simpson

Eric Cartman

Nelson Muntz

Roseanne

Carla Tortelli

Skipper

Ralph Kramden

Frank Burns

George Jefferson

Louis DePalma

Fred Sanford

Nelly Olsen

Archie Bunker





MARGINALIZING ME

“When enough people have caused you pain, then there comes a point where you feel like a child lost in a crowd, crying and begging for anyone you can trust and someone who can show you the way home.”

Victim



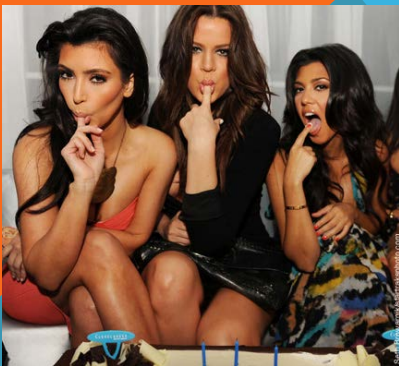
WAR ON WOMEN

- Women are told that their empowerment comes from the appearance and sexuality
- Idealized Beauty
- Entire Industries exist to make sure women feel bad about themselves to better sell product
- The illusion of perfection
- The “N” word vs. the “B” word or the “H” word

“Feminism was established to allow unattractive women easier access to the mainstream.”

Rush Limbaugh

- 1 in 6 women will be victims of sexual assault in their lifetime
- 5.3 million cases of domestic violence each year
- 44% of all rape victims are under the age of 18



We could've...HEY! Where you going? Get back here!

You can't run from me Kim

It's just us, nobody else!

You're only making this harder on yourself

Ha! Ha! Got'cha!

(Ahh!)

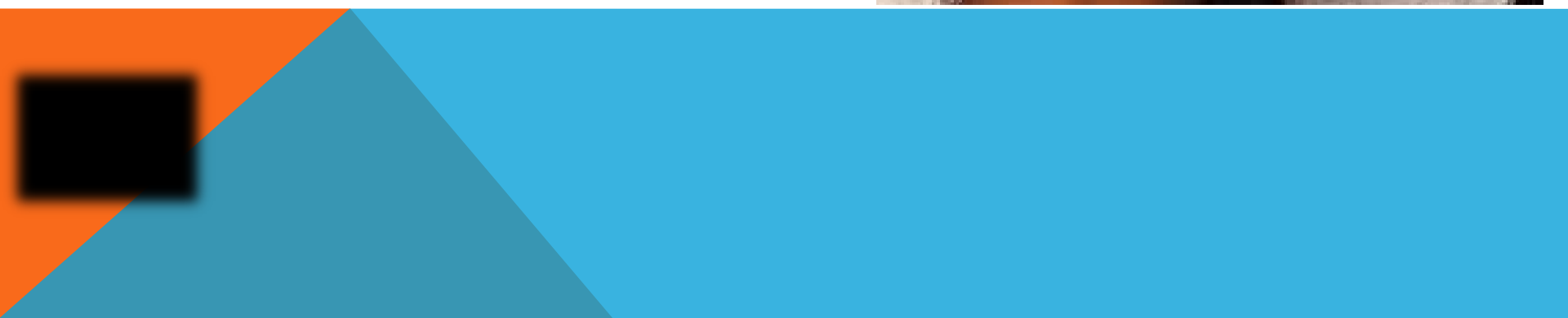
Ha! Go ahead yell!

Here I'll scream with you!


AH SOMEBODY HELP!

Don't you get it bitch, no one can hear you?

*Now shut the **** up and get what's comin to you*



WHAT ARE THE CATEGORIES OF REALITY TELEVISION

- **Documentary**
 - **Competition/Game Shows**
 - **Self-improvement/Make Over**
 - **Renovation**
 - **Social Experiment**
 - **Dating Shows**
 - **Talk Shows**
 - **Hidden Cameras**
 - **Supernatural and Paranormal**
 - **Hoaxes**
- 

SO WHAT'S GOOD ABOUT REALITY TELEVISION

- Gives a voice and opportunity to seemingly ordinary people
- Can provide health information
- Can provide inspiration
- Gives people an identifying factor back to themselves

BUT...

There is more bad to counter the health and inspiration shows specifically in the areas of Sex, Substance Abuse, Risky Social Behavior, and Interpersonal Relationships.

Health shows and makeover shows rarely show problems and when they do it's usually a failing on the participants part.

Risks are rarely weighed out on national television



CURRENT RESEARCH ON REALITY TELEVISION

There isn't much!

Girl Scouts Research Institute:

1,100 around the country were surveyed ages 11-17

- **75% believe that competition shows are real and unscripted**
- **50% believe that real-life shows are unscripted**
- **Regular reality tv viewers accept and expect a higher level of drama, aggression, and bullying in their own lives than non-viewers**
 - 78% vs. 54% believe gossiping is a normal part of a relationship
 - 68% vs. 50% believe it's in the nature of girls to be catty and competitive
 - 63% vs. 50% state it's hard to trust other girls

CURRENT RESEARCH ON REALITY TELEVISION

- **Self Image of girls who watch reality television regularly are more focused on the value of appearance—72% say they spend more time on the outer beauty as opposed to 42% of non-viewers**
- **37% believe being mean earns you more respect than being nice (37% vs. 25%)**
- **37% believe you have to lie to get what you want (37% vs. 24%)**



THE INTOXICATION OF REALITY TELEVISION

- Voyeurism
- Instant Celebrity
- A spectacle of Humiliation
- Intimate personal details
- Absurdity and thus entertainment value of the participants and activities in which they must participate
- Much of it centers around manipulation or game

"But when sex is almost endlessly played out as having little or no consequences, it's neither true, representative of what happens in real life, nor responsible,"

David Proval



WHAT DOES AN ADULT SEE/WHAT DOES THE CHILD SEE



HOW CHILDREN VIEW IT

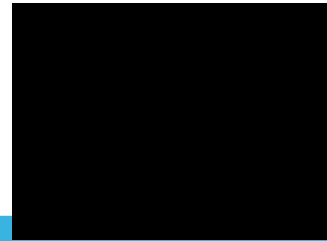
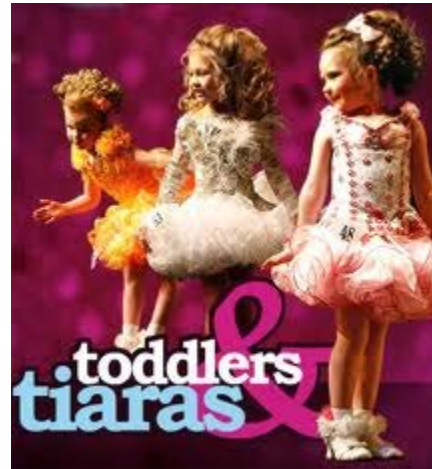
- Product Placement
- Lack of Understanding the concept of reality
- Misleading editing
- Restaging
- Premeditated Scripted and Acting
- Promotion always involves drama
- Misleading Premise
- Children exploited
- **THEY DON'T UNDERSTAND SATIRE THEY WAY AN ADULT DOES**



IS IT ABOUT DANCE, THE CHILD, THE MOTHER OR THE BULLY?



IS IT ABOUT THE PAGEANT, THE TODDLER OR THE MOM



THIS IS WHAT THEY DON'T KNOW


- Reality television is half the cost of a scripted television show with 75%% more product placement.
- 30% of all programming is reality based television
- There are extensive casting decisions that will create the best drama
- Reality Stars sign over all rights to their image and confidentiality
- For every hour of footage that makes it to screen, 150 hours were shot allowing for significant editing of what reality really is
- **There are no defined consequences for the actions of the stars/contestants**
- Women are staged to be objects of sex, while men glorify misogyny
- Demographics of reality stars don't fit the demographics of youth or mainstream society in terms of ethnicity, income, and weight
- Most reality shows have adults on them, but their target audiences are children

**YOU ARE A NORMAL, PRE-ADOLESCENT, NORMAL BRAIN
DEVELOPMENT...WHAT DO YOU SEE AND WHAT DO YOU HEAR?**



NOW BE 13, FEMALE, POOR, AND LACKING DIRECTION

Characteristics of children raised in poverty:

- **Single Parent Households**
 - **Poor educational and cognitive outcomes**
 - **Chronic Stress**
 - **Higher rates of delayed social and emotional development**
 - **Higher teen pregnancy rates**
 - **Lower self esteem**
 - **Higher rates of depression**
 - **Difficulty getting along with peers, school obedience, and connection to a community**
 - **Higher drop out rates**
- 

WHAT IS THE MESSAGE TO THE LOST CHILD?



MARGINALIZING ME

“Slowly over time, your thoughts become silent and your dreams are only shared with yourself. After a while, you start to believe that there are no choices and it’s just becomes easier to stay silent and compliant.”

Victim

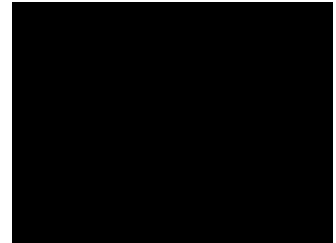


TEACHABLE MOMENTS

Earlier this year a study sponsored in part by KFF found that 72% of kids 15-17 believe that sexual content on television influences their friends' sexual behavior "somewhat" or "a lot." Interestingly, less than one in four thought it influenced them.

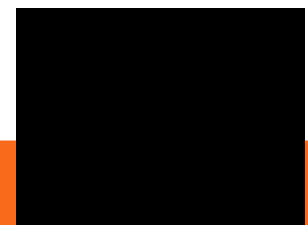


A CHILD CAN BE TAUGHT WHAT BEAUTY IS



BUILDING EMPOWERMENT THROUGH KNOWLEDGE

Children are not dumb, stupid, too young, or not capable of understanding large intellectual concepts.



YOU CAN TEACH CHILDREN ABOUT FRIENDSHIP

“True friends will always believe in you, will always have your back, and will always be your constant champion. If you ever find that you have to watch your words, question their loyalty, or fear challenging them, you will know that they aren’t a true friend. True friends, know that you will always have their best interest at heart and will never seek to hurt you. True friends can fight, but the fight is always fair, and the love they have for each other will always be in the foreground.”

Victim

The bottom of the slide features a decorative design with three overlapping geometric shapes: a large light blue triangle on the right, a medium teal triangle on the left, and a smaller orange triangle at the bottom left corner.

TALKING TO THE PARENTS

- Teach them how to set up the computer in the house offering privacy, yet transparency
- Teach them how to navigate social networking sites and what the ten safe ones are
- Bullying has changed forever and is not the bullying from when they were growing up. It is important they understand the 24 hour access concept.
- They need to understand how long term bullying resembles signs of PTSD
- Encourage monitoring of what their children are watching on tv and instead of banning television shows, watch it with them
- Parents need to understand the complex tactics of bullying, especially the hidden rules of bullying (i.e., using no one, always, everyone)
- **Many parents don't understand the concept of digital footprints. We need to teach them how to protect their child's identity and future**

BULLYING TACTICS//A BRIEF RECAP

“Negative behavior that people feel unable to defend against or control.”

- The behavior occurs repetitively
- There is a power imbalance
- The bully is either physically, verbally, or socially stronger than the victim
- Bullying can be perpetrated by one person or by a group
- Intentional harm
- Unsolicited and unwelcome
- Unequal emotion reaction

Bullying mirrors domestic violence because with the advent of the internet and cell phones, bullies can now create a no-escape clause to the abuse



ACTIVITIES WITH CHILDREN AND YOUTH

We must teach our children about digital footprinting

Me Bags

Re-create reality television without aggressive or s

Role Play

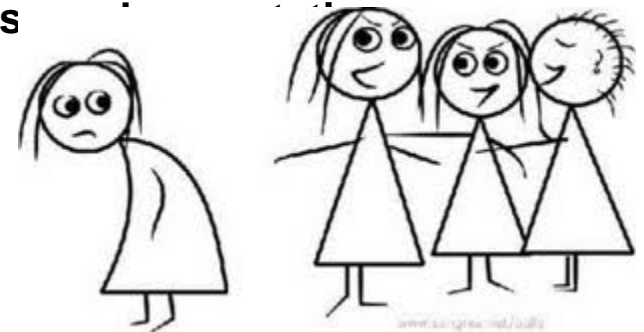
- Practice ways to get out and get help

Using technology as a positive tool

- Xtranormal videos
- Youtube
- Encourage the use of the ten most safe social media sites

Pin holes, Bullet Holes

Make it experiential, Make it Visual!



SAVING A LIFE'S PERCEPTION

