

A computer monitor with a silver frame and a black base. The screen is blue and displays the following text:

Media, Sex and Violence

Haleigh Harrold

Education and Outreach Specialist

at MOCSA

MOCOSA

- **Education**
- **Advocacy**
- **Crisis Line 816-531-0233 or 913-642-0233**
- **Therapy**

Who's in the
room?



Unhealthy Relationships

Healthy

Gender

Sexual

CONSENT

Relationships

Bystander

Stereotypes

Sexual

Assault

Body Image

Engagement

Harassment

Media Safety



Teen Dating Violence (Part 2)



DontLetYourselfEP · 5 videos

Subscribe 1,179

305,430

1,037 70

Like About Share Add to

Uploaded on Mar 14, 2011

A new initiative introduced by El Paso, TX County officials aimed at reducing domestic violence and teen dating violence.

The film depicts the fictional story of teenager Natalie Rivera, who becomes a victim of dating violence. In the 16-minute movie geared

Show more

Top Comments



BigImaginationDoll16 10 months ago

Hey, don't diss the actor. Diss Alex.

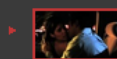
Reply 26 in reply to Stacey A Niragira (Show the comment)



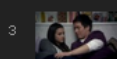
Nadvia Ramchand 7 months ago

Dating Violence

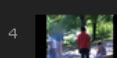
by MOCSAYouthEd



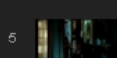
Teen Dating Violence (Part 2) by DontLetYourselfEP



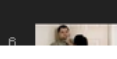
Abuse in Relationships: Would you Stop Yourself? by ThisIs.Abuse



What 'Would You Do: Abusive Boyfriend' by theSSS4life



Twilight 'stalker' trailer by elpelco



'Teen Mom' Star Faces Domestic Violence



No One Would Tell (1996)

by dontbehasty86 651,607 views



The Choices We Make Part 1

by scenariosusa 5,287,726 views



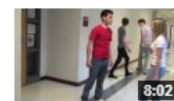
Just Melvin, Just Evil - Classic Documentary about Abuse

by Arin Kambitsis 3,058,866 views



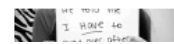
Don't Worry About It... I'm Fine - A Short Film

by American History High School 84,570 views



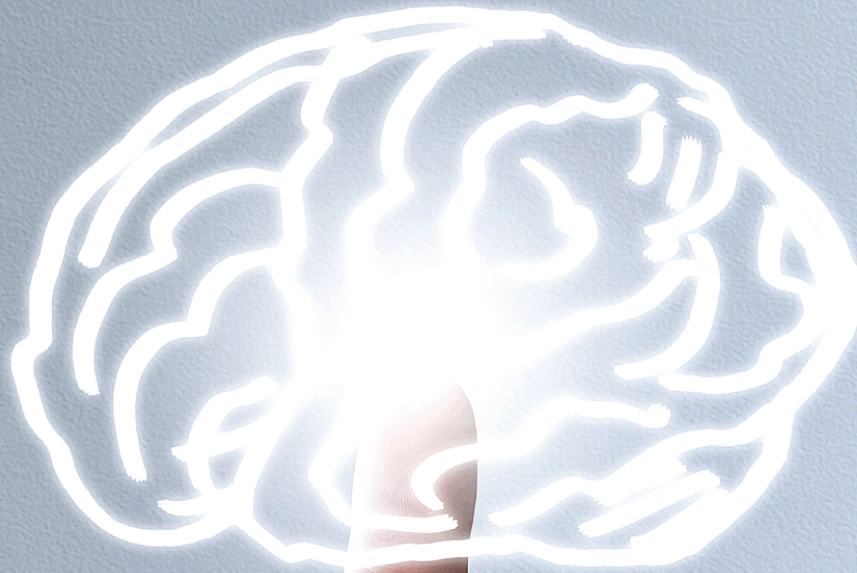
I'll Be Fine

by ParklandFilmClub 51,403 views



Relationship Abuse- My Story

by ThatOneGirl0927



**WHAT
WE
KNOW**



12 - 18 Year Olds Access to Technology

1 in 4 have
a tablet
computer

3 of 4 use
internet on
cell/tablet

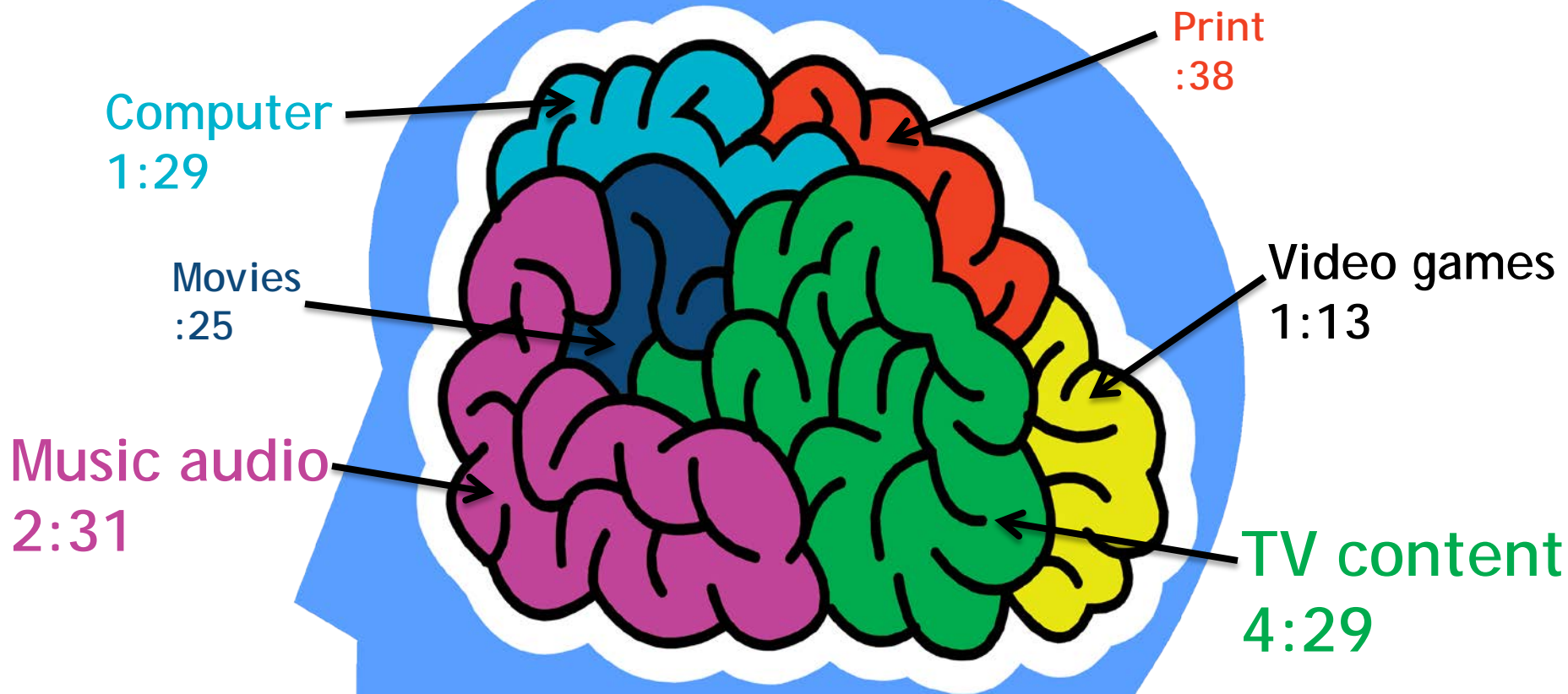
9 in 10
access
computer at
home

78% have
cell phone -
half are smart
phones

1 in 4 are
"cell-mostly"
web users

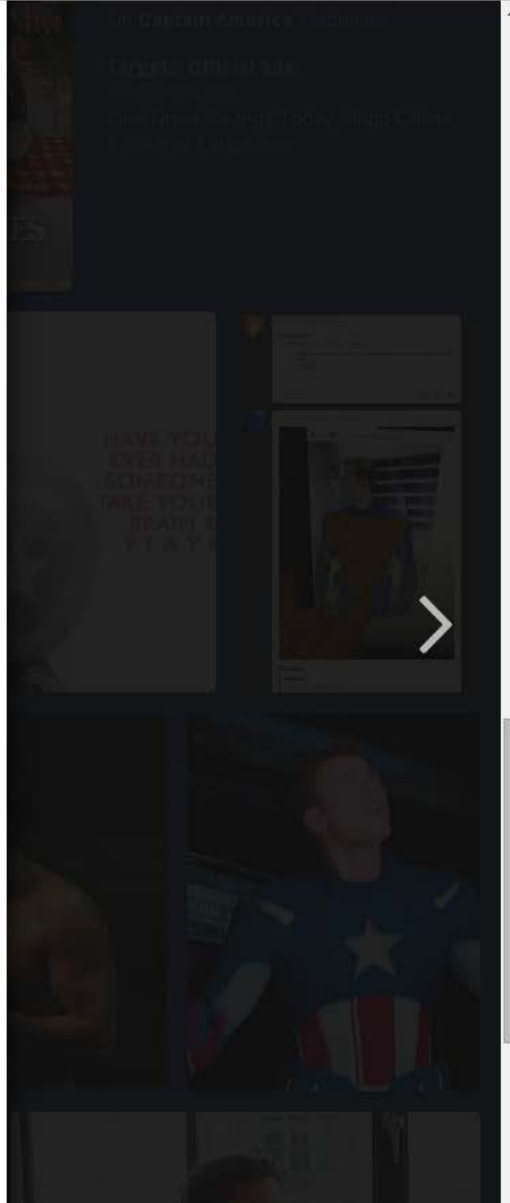
Kids 8 to 18, average 7 hours and 38 minutes on various media* each day

(hours:minutes)



Source: Kaiser Family Foundation, Generation M²: Media in the Lives of 8- to 18-Year-Olds, 2010

*Total media exposure is 10:45 hours, but combine to 7:38 with multi-tasking





captain america winter soldier trailer



Upload

mocsayouthed@gmail.com

Subscribe for the latest on Captain America!

Get your tickets now for Marvel's Captain America: The Winter Soldier!

Like Captain America on Facebook!

Follow Captain America on Twitter!

0:48 / 1:32

Marvel's Captain America: The Winter Soldier - Featurette 2

MARVEL **Marvel Entertainment** · 2,383 videos 227,297

1,063,634 1,675 31

Like **About** Share Add to

Published on Mar 10, 2014
Dive deeper into the Black Widow's character in a new featurette from Marvel's "Captain America: The Winter Soldier," in theaters April 4!

Follow Captain America on Twitter: [Show more](#)

ALL COMMENTS (285)

Share your thoughts

Honor Mom with a donation to Special Olympics.

Next in Marvel's Captain America: The Winter Soldier

Marvel's Captain America: The Winter Soldier - Featurette 3
by Marvel Entertainment
277,665 views

Play all

Suggestions

Marvel's Captain America: The Winter Soldier - Clip 1
by Marvel Entertainment
1,294,715 views

Marvel's Captain America: The Winter Soldier - Featurette 1
by Marvel Entertainment
78,424 views

Marvel's Guardians of the Galaxy - Trailer 1 (OFFICIAL)
by Marvel Entertainment
726,465 views

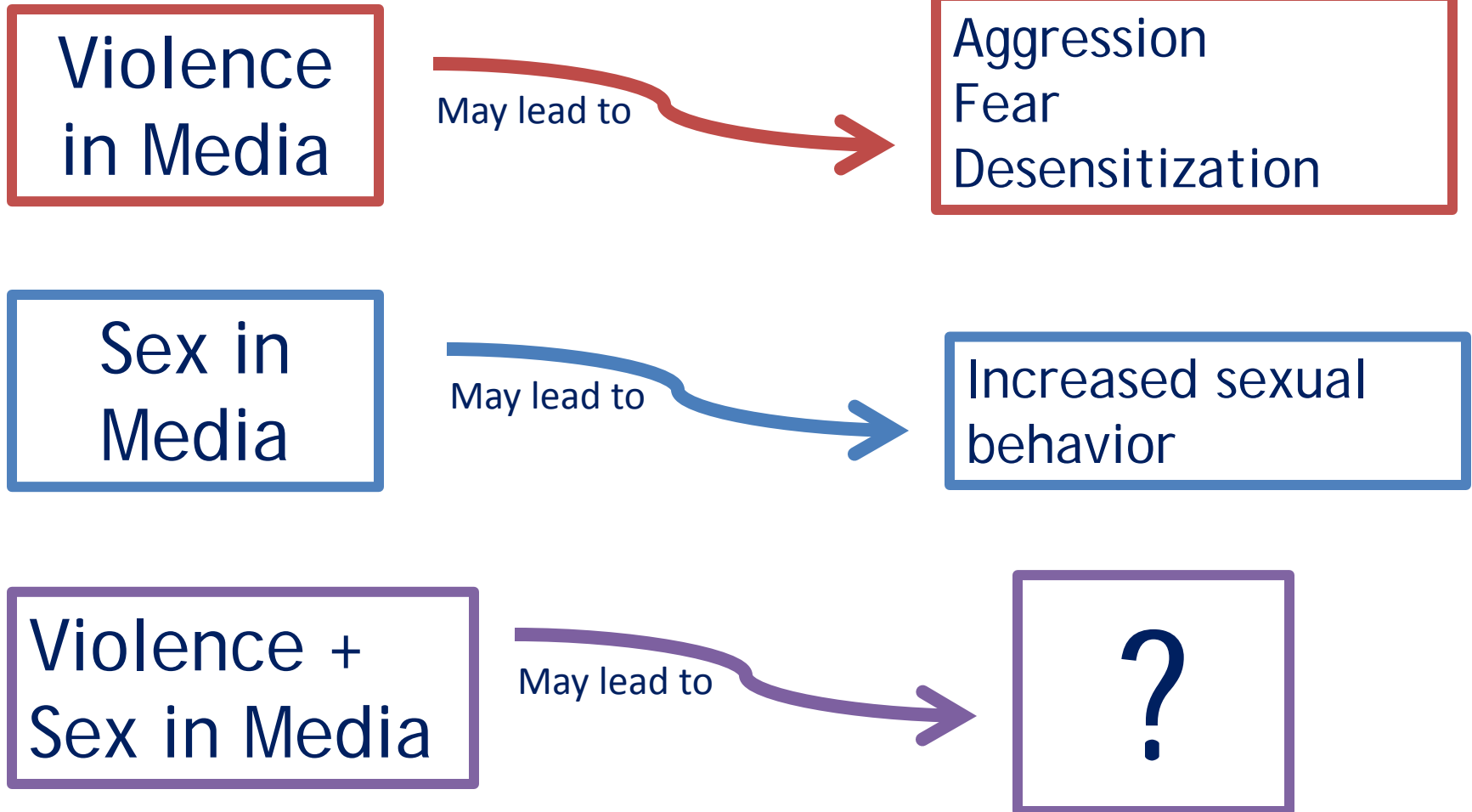
Captain America New Suit Explained & Black Widow Solo Movie Details
by Clever Movies
216,239 views

Captain America: The Winter Soldier: Behind the Scenes (Complete Broll)
by ScreenSlam
328,518 views

The Amazing Spider-Man 2 - Official Trailer 3 Extended [HD] 2014 Movie
by Mega Trailers
7,708,721 views

Avengers 2 Set Photos: Ultron, Scarlet Witch & Quicksilver First Looks!
by Clever Movies
1,237,155 views

Possible Effects of Violence & Sex in Media on Youth



Can We Connect Media and Violence?

Media



Violence

15 year Study Finds Connection

- Surveyed children ages 6-10 and again in their 20s
- Linked viewing of violent TV shows with later aggression
- Findings true regardless of child's gender, family type, initial aggression levels, intellectual capacities, social status, parent's aggression, parenting style

Huesmann, et. al 1977-1992

Is there a connection between media and sexual behavior?

Sex in Media



Increased sexual behavior

Connections Between Sexualized Media and Adolescent Sexual Behavior

- Exposure to sex on TV related to adolescents having sex
- More exposure to sex on TV can increase the likelihood of early initiation to sex and progression to other sexual activities
- African American youth who watched more depictions of sexual risks or safety were less likely to initiate intercourse

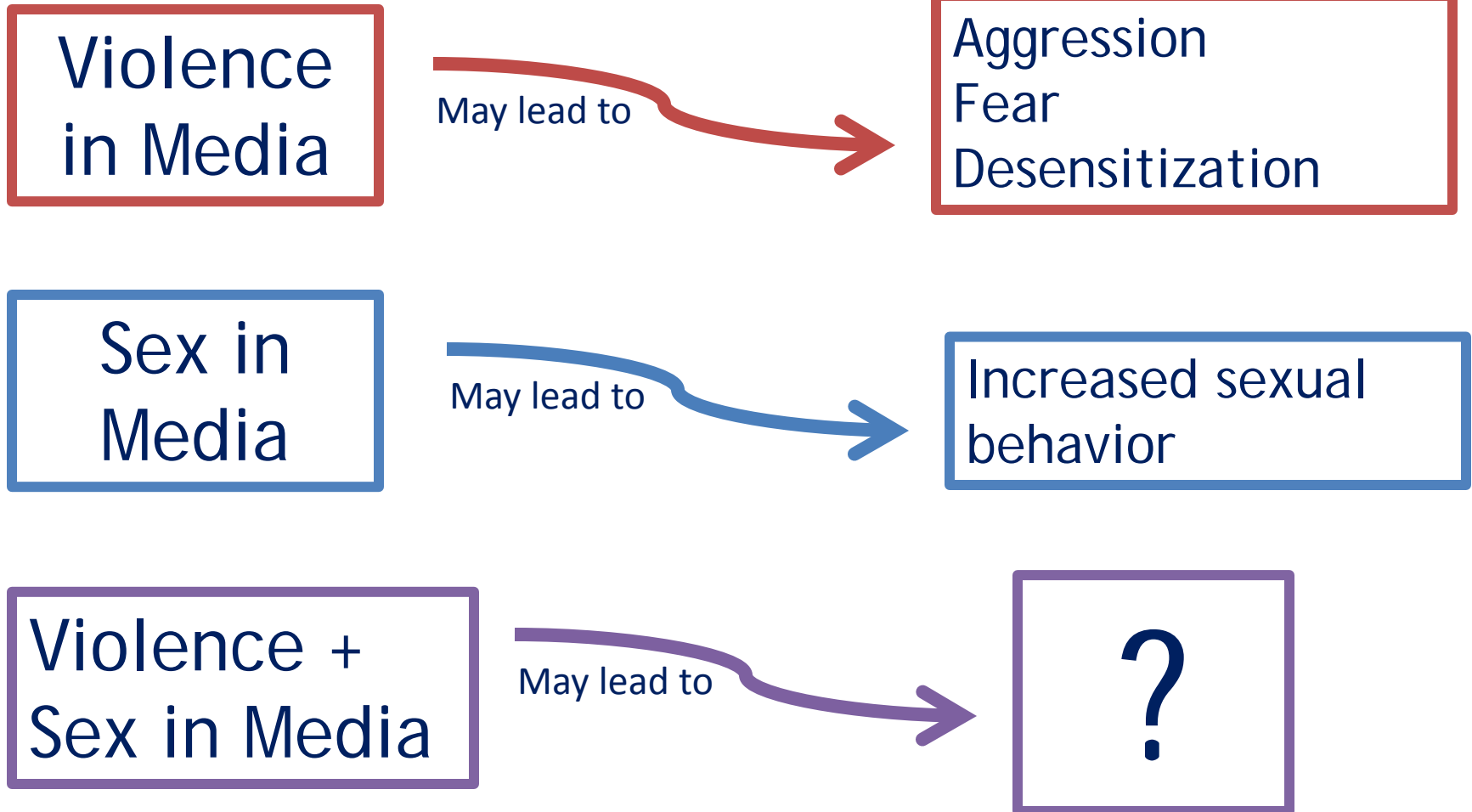
Collins et. al (2003)

Study Shows Type of TV Program Affects Behavior

- Comedies positively associated with teens having sex
- Dramas negatively associated with teens having sex
- Neither cartoons nor reality programs associated with teens having sex

Gottfried, et. al, 2013

Possible Effects of Violence & Sex in Media on Youth



Why I use Media

- It get's their attention
- They identify with media
- Topic becomes relevant with media
- Added BONUS is...

Now they are analyzing media and thinking about it critically.

Videos for the Classroom



Need Videos for the Classroom?

I made playlists on YouTube for you!

[Youtube.com/clipsfortheclassroom](https://www.youtube.com/clipsfortheclassroom)

or

[Click Here](#)

Finding Your Own Videos

1. Ask students what they watch, listen to or check out [CPYU-Resources-Top 10 List](#)



Helping parents, youth workers, educators, pastors and others understand and reach today's youth culture

Home > Resources

RESOURCES



TOP 10: ALBUMS

Albums

Issue Date 5/10/2014

1. Various Artists - Frozen Soundtrack



MEDIA DISCERNMENT

[more »](#)

POSTED 5.02.14 IN [YOUTH CULTURE TODAY RADIO SHOW](#)



3(D) REVIEW – “PRETTY HURTS”

[more »](#)

POSTED 5.01.14 IN [3\(D\) MEDIA REVIEWS](#)

Research and News

[Youth Culture Today Radio Show](#)

[Trend Alert](#)

[Top 10 Lists](#)

[3\(D\) Media Reviews](#)

[New Music/Movie Releases](#)

[Media Spotlight](#)

[Youth Culture Hot Quotes](#)

Finding Your Own Videos

2. Create a YouTube account

The image shows a screenshot of the YouTube homepage. At the top right, the 'Upload' and 'Sign in' buttons are circled in red. A large black-bordered box is overlaid on the right side of the page, containing a Google sign-in form. The form includes the Google logo, the text 'One account. All of Google.', and the instruction 'Sign in to continue to YouTube'. It features input fields for 'Email' and 'Password', a blue 'Sign in' button, a checked 'Stay signed in' checkbox, and a 'Need help?' link. At the bottom of the form, the 'Create an account' link is circled in red. The background of the screenshot shows a video player for 'Official Call of Duty®: Advanced Warfare Reveal Trailer' and a list of recommended videos on the left.

YouTube

Upload Sign in

What to Watch

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming
- Education
- Movies
- TV Shows
- News

The Lego HISHE
by How It Should Have Ended
1,006,697 views · 1 day ago

Official Call of Duty®: Advanced Warfare Reveal Trailer
by CALLOFDUTY 2,200,741 views · 15 hours ago

Google

One account. All of Google.

Sign in to continue to YouTube

Email

Password

Sign in






Stay signed in [Need help?](#)






[Create an account](#)

Finding Your Own Videos







3. YouTube search media and filter for videos - Short (~4 minutes)

The screenshot shows a YouTube search results page for the query "the big bang theory". The search bar at the top contains the text "the big bang theory" and a magnifying glass icon. To the right of the search bar are buttons for "Upload", a settings gear, and a notification bell. The user's profile name "svclipsfortheclclassroom" is visible next to the bell. On the left side, there is a navigation menu with options like "What to Watch", "My Channel", "My Subscriptions", "History", and "Watch Later". Below the navigation menu are sections for "PLAYLISTS" and "SUBSCRIPTIONS". The main content area displays search results. At the top of the results, there is a "Filters" dropdown menu (circled in red) and a filter for "Short (~4 minutes) x" (also circled in red). Below the filters is a table with columns: "Upload Date", "Result Type", "Duration", "Features", and "Sort by". The "Duration" column has a filter for "Short (~4 minutes)" (circled in red). A search filter is applied: "Search for the big bang theory, Short (~4 minutes)". The table lists various upload dates and result types. Below the table, there are three video thumbnails. The first is "Undateable on NBC" by Undateable, with 12,145 views. The second is "New Watch Dogs Trailer" by Watch Dogs, with 721,550 views. The third is "The Big Bang Theory" channel card, showing the channel name, a checkmark, "Active 3 days ago", and "155 videos". The channel description reads: "Welcome to the OFFICIAL Big Bang Theory YouTube channel! Don't forget to SUBSCRIBE! Leonard and Sheldon are brilliant...". The channel name is "The Big Bang Theory" and the subscriber count is 352,958.

YouTube  the big bang theory  Upload  svclipsfortheclclassroom  





 What to Watch
 My Channel
 My Subscriptions
 History
 Watch Later


PLAYLISTS


-  Sexual Assault
-  Dating Violence
-  Consent
-  Gender Stereotypes
-  Sexual Harassment
-  Healthy/Unhealthy Rel...

SUBSCRIPTIONS

[Add channels](#)

-  Popular on YouTube
-  Music
-  Sports
-  Gaming

 Browse channels


Filters  Short (~4 minutes) x About 897,000 results

Upload Date	Result Type	Duration	Features	Sort by
Last hour	Video	Short (~4 minutes)	HD (high definition)	Relevance
Today	Channel	Long (20+ minutes)	CC (closed caption)	Upload date
This week	Playlist		Creative commons	View count
This month	Movie		3D	Rating
This year	Show		Live	
			Purchased	

Undateable on NBC ⓘ
AD by Undateable • 12,145 views
Starring Chris D'Elia. Series
Premiere May 29 Thursdays 9/8c

New Watch Dogs Trailer
AD by Watch Dogs • 721,550 views
Learn more about 2014's most anticipated game!

The Big Bang Theory
by The Big Bang Theory ✓ • Active 3 days ago • 155 videos
Welcome to the OFFICIAL Big Bang Theory YouTube channel! Don't forget to SUBSCRIBE! Leonard and Sheldon are brilliant...
CHANNEL 352,958

10:52 PM. OTHERWISE KNOWN AS "TIME FOR JUST ONE MORE?"

NETFLIX The entertainment of today.
Advertisement

Finding Your Own Videos

4. Add to a playlist

NASCAR · 1,969 videos 10,030,624

Subscribe 60,899 6,125 4,938

Like About Share **Add to**

Add to playlist A-Z

<input checked="" type="checkbox"/> Consent (3)	Public	34 minutes ago
Dating Violence (6)	Public	6 hours ago
Gender Stereotypes (5)	Public	6 hours ago
Healthy/Unhealthy Relationships (3)	Public	6 hours ago
Sexual Harassment (2)	Public	6 hours ago
Watch Later (0)	Private	6 hours ago

Enter new playlist name Public Create playlist

Finding Your Own Videos

5. Play videos from your playlist

The screenshot shows the YouTube homepage interface. On the left sidebar, the 'PLAYLISTS' section is circled in red, highlighting the 'Consent' playlist. The main content area features a 'What to Watch' header, a search bar, and navigation buttons for 'Upload' and 'My Subscriptions'. Below the header, there are two main video sections: 'Popular on YouTube - Worldwide' and 'CBS Recommended channel for you'. The 'Popular on YouTube - Worldwide' section displays five video thumbnails with titles and view counts. The 'CBS Recommended channel for you' section displays four video thumbnails with titles and view counts. The 'Consent' playlist is highlighted in the sidebar.

PLAYLISTS

- Consent
- Gender Stereotypes
- Sexual Harassment
- Healthy/Unhealthy Rel...
- Dating Violence

Popular on YouTube - Worldwide

- Official Call of Duty®: Advanced Warfare Reve...**
by CALLOFDUTY 2,298,333 views 15 hours ago
- The Lego HISHE**
by How It Should Have Ended 1,008,130 views 1 day ago
- Shirtless Man Asks Out KTLA Anchor During...**
by KTLA 5 2,654,796 views 2 days ago
- It's Here**
by Snapchat 579,244 views 1 day ago
- Michael Jac Timberlake**
by michaeljacks 451,770 views

CBS Recommended channel for you

- McConaughey Reacts To Matt Damon's...**
by CBS 4,986,441 views 7 years ago
- A Closer Look At The iPhone**
by CBS 12,694,797 views 7 years ago
- The Animal Odd Couple**
by CBS 4,658,451 views 5 years ago
- Sleeper Cell: A New Cell Awakens**
by CBS 20,414,025 views 7 years ago
- Meltdown 0**
by CBS 11, 7 years ago

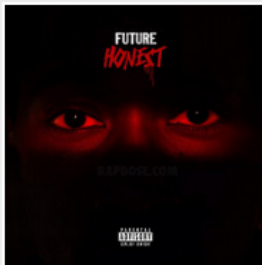
Resources



Helping parents, youth workers, educators, pastors and others understand and reach today's youth culture

Home > Resources

RESOURCES



TOP 10: ALBUMS

Albums

Issue Date 5/10/2014

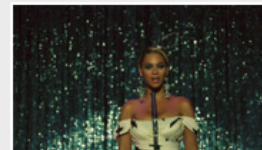
1. Various Artists - Frozen Soundtrack
2. Future - Honest
3. Iggy Azalea - The New Classic
4. Pharrell Williams - G I R L
5. August Alsina - Testimony



MEDIA DISCERNMENT

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POSTED 5.02.14 IN [YOUTH CULTURE TODAY RADIO SHOW](#)



3(D) REVIEW – “PRETTY HURTS”

[more »](#)

POSTED 5.01.14 IN [3\(D\) MEDIA REVIEWS](#)



TECHNOLOGICAL TOYS



Research and News

Youth Culture Today Radio Show

Trend Alert

Top 10 Lists

3(D) Media Reviews

New Music/Movie Releases

Media Spotlight

Youth Culture Hot Quotes

Resources

First time here? [Sign In](#) [Sign Up](#) [Donate](#)



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New in Theaters



New Movies for Kids and Teens

The Amazing Spider-Man 2 starring Andrew Garfield, Jamie Foxx, and Emma Stone is now in theaters. Is this action-packed superhero flick **OK for your kid?**



Trending
The new online trend that's making kids happy



Popular
Why movie musical characters make great role models



School
Teachers, meet Common Core Explorer.
graphite



In the News
TODAY: Is social media's "camera ready" pressure bad for teen body image?

All Resources

Digital Citizenship

Educate Families

1-to-1 Essentials

Graphite

Professional Development

Educator Blog

Explore by age and media

Ages 2 - 17

movies

games

tv

books

apps

websites

music

GO

Connect with us



Get top media picks for your kid's age.

mail@example.com

Sign up!

Get our free app



Resources



NATIONAL ASSOCIATION FOR MEDIA LITERACY EDUCATION

Expanding and inspiring the practice of MLE in the USA

Media Literacy Ed Membership Social Network Conference Marketplace About NAMLE

enter search terms

Patrick Johnson is M-Passioned

NAMLE's Membership Spotlight

May 2013: M-Passioned Member Patrick Johnson

1) What do you do? I'm currently in limbo as to what I do. In May I complete my Master's program from Marquette University, where my emphasis in media studies was molded to research in the areas of media literacy education and scholastic journalism. Starting this fall, I will be an English and Journalism teacher and [...]

[Read More](#)

Membership JOIN RENEW CONNECT

L.A. JOIN US July 2013 CONFERENCE 12-13

Major gifts & bequests DONATE!
In-kind contributions
Corporate & Foundation grants...

2013 Conference News

2013 Conference Session Spotlight – Media Literacy & Common Core: Perfect Partners

May 21, 2013

Everyone is focused on meeting the Common Core State Standards. Hop aboard the Media Literacy Education Tour, a workshop that will show the how inquiry-based media literacy education can be your ticket to student engagement and

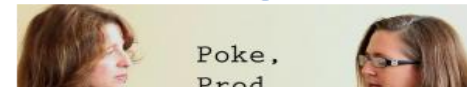
More from 2013 Conference News



Conference 2013



Video narrated by Henry Jenkins. This year's NAMLE National Conference will be held in Torrance, CA on July 12-13. For more info visit the [Conference Page](#)



Resources



Empowerment Through Education

Center for Media Literacy

- Home
- ▶ CML MediaLit Kit
- ▶ Reading Room
- ▶ Media&Values
- ▶ Best Practices
- ▶ Professional Development
- ▶ Advocacy
- ▶ Consulting/Speaking
- Store
- ▶ About CML
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Search this site:

Search

CML

Empowerment Through Education

The Center for Media Literacy (CML) is an educational organization that provides leadership, public education, professional development and educational resources nationally and internationally. Dedicated to promoting and supporting media literacy education as a framework for accessing, analyzing, evaluating, creating and participating with media content, CML works to help citizens, especially the young, develop critical thinking and media production skills needed to live fully in the 21st century media culture.

Check out the CML MediaLit Kit! NEW resources available...

New Addition -- Teaching Democracy: A Media Literacy Approach
Find out more!

Media Literacy: A System for Learning AnyTime, AnyWhere... This is an ideal resource for administrators and staff who want to implement a comprehensive and systematic media literacy program in their district or school with a research-based framework. *Media Literacy: A System for Learning* has three parts: Change Management, Deconstruction, and Critical Construction. Each part includes a corresponding e-book, Professional Development module, and Tools for Implementation. Read the e-books: **Change Management** and **Deconstruction/Construction**. Other Trilogy resources can be found in the online store.

A Recipe for Action: Deconstructing Food Advertising. This curriculum ties together the critical thinking skills of media literacy with a nutrition theme that meets national education standards for middle schools in Language Arts, Health, and Technology.

Beyond Blame: Challenging Violence in the Media. Stop the cycle of blame with this research-based



The MOCSA Model



1. Information

2. Video



Work media
analysis in
with topics
you cover.

3. Talk About It

Gender Stereotypes

- Gender - Male or Female



- **Stereotype** - Idea we have about a person or a group before we get to know them.
- **Gender Stereotype** - Idea we have about a man or woman because they are a man or woman.

VIDEO

Discussion

- What about this clip caught your attention?
- Do you see or hear any stereotypes?
- Who is the target audience?
- Could anyone be harmed or helped with this message?

Sexual Harassment

Unwanted + Sexual = Sexual Harassment

Four Types

1. Physical - Slapping someone's butt
2. Verbal - Calling someone gay or ho
3. Nonverbal - Checking someone out
4. Written/Electronic - Online or notes

VIDEO

Discussion

- What about this clip caught your attention?
- Did you see sexual harassment? What type(s)?
- Who is the target audience?
- Could anyone be harmed or helped with this message?

Dating Violence

Honeymoon Phase

The abuser makes promises to be better, to change, and/or to never to do it again. The abuser often will place blame on someone or something else.

HONEYMOON
MAKE UP

Tension Phase

Warning Signs

The abuser often angers more easily or over things that seem small.

Explosion Phase

The abuse happens.

- Physical
- Verbal
- Sexual or
- Property/Financial

VIDEO

Discussion

- What about this clip caught your attention?
- Is/was this relationship in the cycle of abuse? Why or why not?
- What does this clip say about relationships?
- Who is the target audience?
- Could anyone be harmed or helped with this message?

Consent

Consent: freely giving your permission

It has to
be both  **verbal**
nonverbal

No consent when....

- Pressured/Blackmailed**
- Afraid to Say "No"**
- Not Awake/Aware/Sober**
- STOP is not respected**

VIDEO

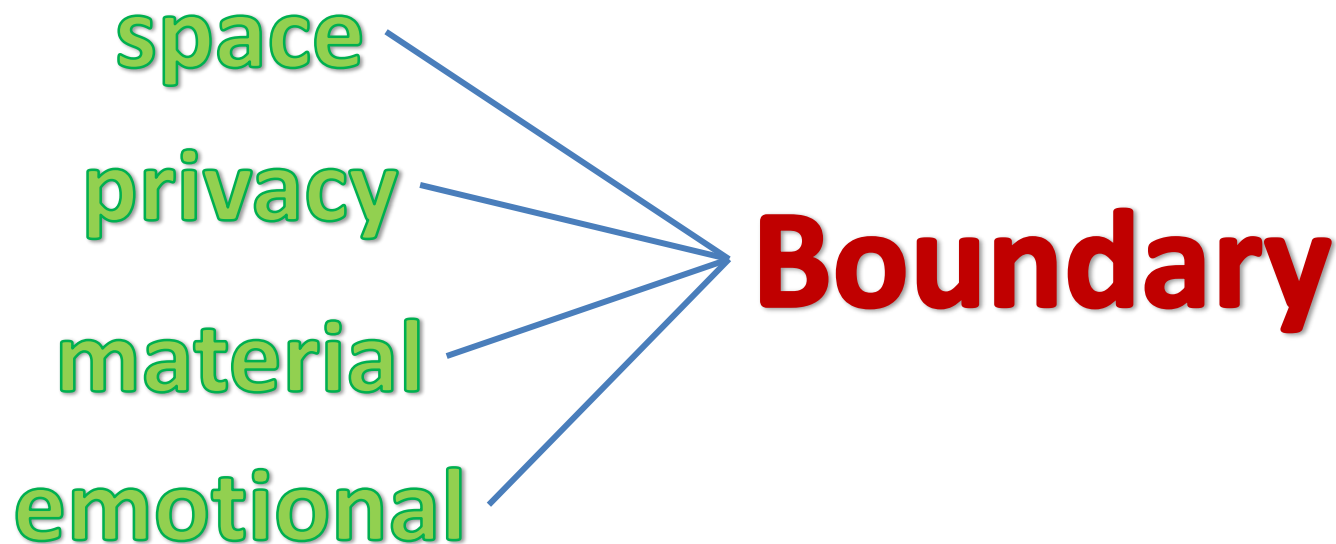
Discussion

- What about this clip caught your attention?
- Was there consent? Why or why not?
- Were boundaries respected?
- Who is the target audience?
- Could anyone be harmed or helped with this message?

Healthy/Unhealthy Relationships

It's about respecting **BOUNDARIES**
and **COMMUNICATION**

Boundary: Personal limit you set for yourself



VIDEO

Discussion

- What about this clip caught your attention?
- What about this relationship is healthy or unhealthy?
- Are boundaries respected?
- Who is the target audience?
- Could anyone be harmed or helped with this message?

Sexual Assault

Sexual Assault: any sexual activity without

—————→ **CONSENT** ←————

Cannot give consent if

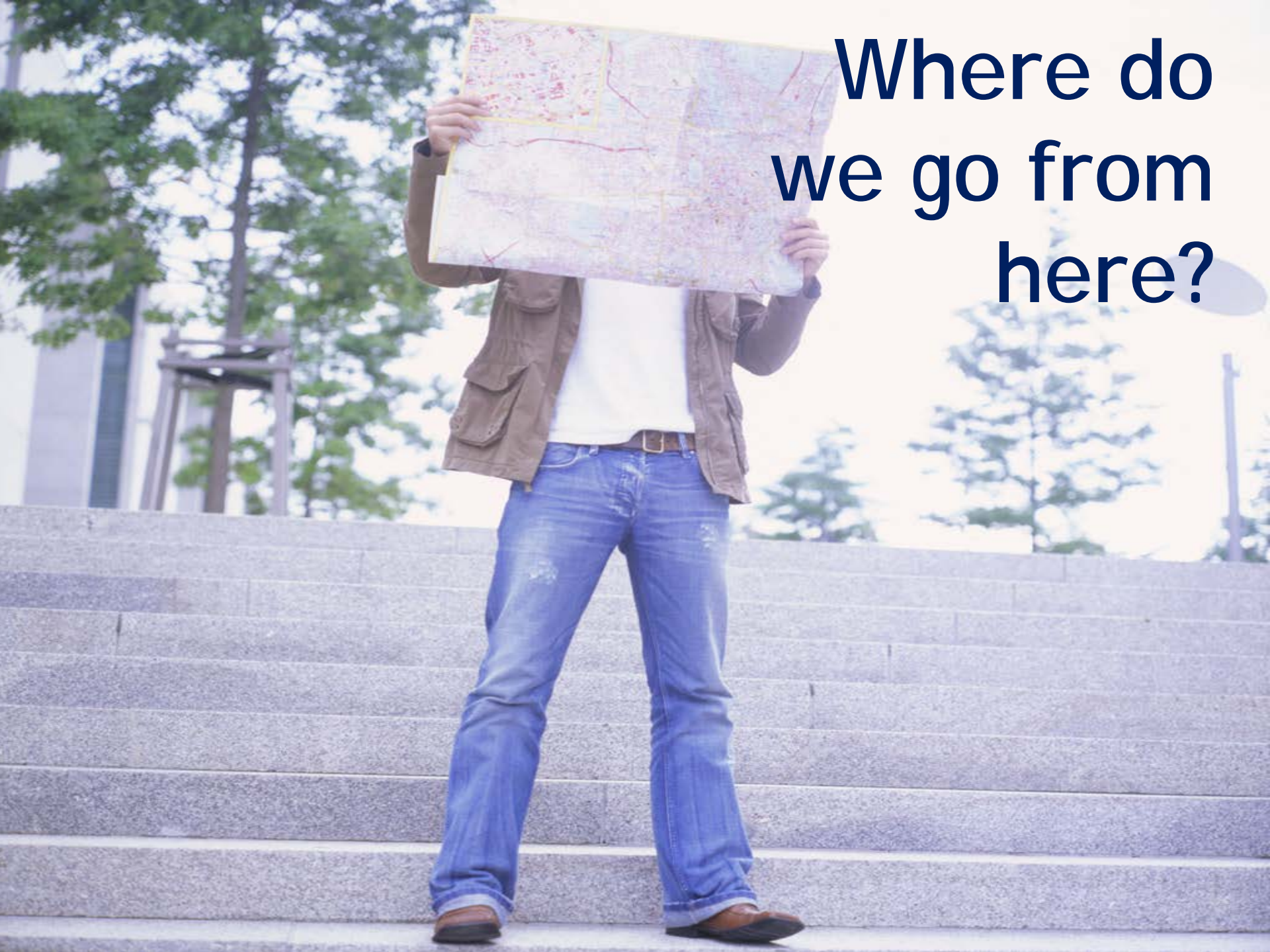
- Under the age of consent
- Under the influence
- Threat/Scared/Forced
- Pressure/Blackmail
- Sleeping or passed out

VIDEO

Discussion

- What about this clip caught your attention?
- Was there consent? Why or why not?
- What does this clip say about relationships?
- Who is the target audience?
- Could anyone be harmed or helped with this message?

**Where do
we go from
here?**



Navigating Tough Conversations

Things that have worked for me...

- What does everyone else think?
Agree? Disagree?
- Why do you say/think that?
- Can you explain that for us?
- Let's go back and look at what we just talked about.

Related Activities

- Discussion handout as homework
- Count the gender stereotypes
- Flipped Classroom model
- Find that commercial or song
 - Healthy/Unhealthy Relationships
 - Gender Stereotypes
 - Dating Violence
 - Sexual Harassment
 - Boundaries
 - Sexual Assault
 - Consent

Resources



Healthy Relationships
Consent
Sexual Assault
Sexual Harassment

Bystander Engagement
Dating Violence
Gender Stereotypes
Media Safety

To schedule a presentation, contact us
youthed@mocsa.org or (816) 285-1373

Contacts

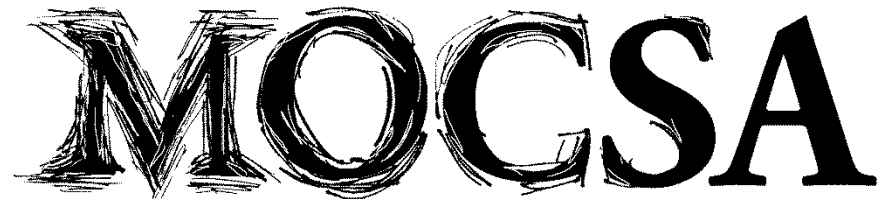
Haleigh Harrold

Education Outreach Specialist

Metropolitan Organization to Counter
Sexual Assault (MOCOSA)

816-283-1378

hharrold@MOCOSA.org

The logo for MOCOSA, featuring the letters M, O, C, S, and A in a bold, black, serif font. The letters are stylized with a rough, hand-drawn texture, giving them a sense of strength and resilience. The letters are closely spaced and set against a plain white background.

Citations

- Brown, J. D., L'Engle, K. L., Pardun, C. J., Guo, G., Kenneavy, K., & Jackson, C. (2006). Sexy Media Matter: Exposure to Sexual Content in Music, Movies, Television, and Magazines Predicts Black and White Adolescents' Sexual Behavior. *Pediatrics*, *117*(4), 1018-1027. doi: 10.1542/peds.2005-1406
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Citations

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