

Children's Media Use: 1997-2002/3



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Has Children's Media Use Changed between 1997 & 2002?

- Conventional Media? TV
- New Media?
- Computers & Video games
- What would we expect?
 - Increased use of computers and video games?
 - Decline in TV viewing?



Data Source

- The Panel Study of Income Dynamics Child Development Supplement 1997-2002/3
 - Data collected on 3,600 children 0-12 in 1997 and again in 2002/3 - longitudinal
 - Data collected on 2,908 children 5-18 in 2002/3
 - Our sample consisted of children who were 6-12 in each sample wave and with data from the child time diary, 1,448 children in 1997 and 1,343 in 2002
 - Exactly the same methodology and instruments used in both years



Methodology

- Standard question sequences, e.g.,
 - How many hours did you spend watching TV last week?
 - How many hours did you play video games?
- Time Diaries – new methodology
 - What did you do from midnight to midnight yesterday?
- Methodological work shows diary estimates of amount of time are superior to standard question sequences, because they are internally consistent – must add to 24 hrs/day



Detailed Questions about each Activity

- List detailed activities in sequence, beginning at midnight
- Time began and ended each activity?
- Detail/title of TV program, video, game?
- Where was the child?
- Who did the activity with child?
- Who was present but not involved?
- What else child was doing at the same time?
- Focus on home time; school time is not detailed.



Time Diary Methodology

- Mail-ahead diary
- Interviewer collects 2 diaries per child
 - within 3 days of designated weekday
 - within 1 week of designated weekend day
- Interviewer reviews diary with R or administers it in the home to R/child
- Interviewer edits diary, Data coded and entered
- Response rate was 88%



Estimate of Weekly Time in 21 Activities

- Multiple weekday time by 5
- Multiply weekend day time by 2
- Sum to get weekly total time in the activity
- Participation is any time in the activity on either diary day.
- Focus on time watching television, playing video games, and using the computer for studying or playing, and total computer use
- By age and gender of child



Age Differences

Percentage Engaging in Activity, 1997-2002/3, by Age of Child

	Age 6-8 1997	Age 6-8 2002	Age 9-12 1997	Age 9-12 2002
Study total	0.53	0.64	0.62	0.68
with computer	0.01	0.01	0.03	0.04
without comp	0.52	0.64	0.61	0.67
Play total	0.93	0.94	0.88	0.84
with computer	0.11	0.25	0.20	0.28
without comp	0.92	0.92	0.86	0.78
Video Games	0.27	0.31	0.32	0.40
Television total	0.96	0.97	0.94	0.97
Computer total	0.08	0.26	0.17	0.32

Hours Engaged in Activity, 1997-2002/3, by Age of Child

Activity	Age 6-8 1997	Age 6-8 2002	Age 9-12 1997	Age 9-12 2002
Study total	1:58	2:36	3:36	4:20
with computer	0:02	0:02	0:08	0:07
without comp	1:55	2:33	3:28	4:13
Play total	12:09	11:36	9:00	8:43
with computer	0:24	0:53	0:51	1:22
without comp	11:44	10:43	8:08	7:20
Video Games	1:36	1:55	1:45	2:30
Television total	12:40	12:36	13:32	14:54
Computer total	0:46	0:56	1:48	1:44



Gender Differences

Percentage Engaging in Activity, 1997-2002/3, by Gender of Child

	Boys 1997	Boys 2002	Girls 1997	Girls 2002
Study total	0.61	0.66	0.55	0.66
with computer	0.02	0.02	0.02	0.03
without comp	0.61	0.66	0.54	0.65
Play total	0.91	0.94	0.83	0.90
with computer	0.16	0.27	0.16	0.27
without comp	0.90	0.92	0.87	0.77
Video Games	0.41	0.57	0.17	0.29
Television total	0.95	0.98	0.94	0.96
Computer total	0.13	0.28	0.14	0.31

Hours Engaged in Activity, 1997-2002/3, by Gender of Child

Activity	Boys 1997	Boys 2002	Girls 1997	Girls 2002
Study total	3:08	3:35	2:41	3:38
with computer	0:06	0:03	0:05	0:06
without comp	3:02	3:31	2:36	3:31
Play total	11:12	11:33	9:27	8:23
with computer	0:52	1:12	0:28	1:08
without comp	10:20	10:21	8:59	7:15
Video Games	2:38	3:49	0:43	0:46
Television total	13:06	14:13	13:14	13:41
Computer total	1:36	1:23	1:07	1:25



What have we learned about Media Use?

- We can see that the use of television continues –12-15 hours per week
- The use of the computer is increasing, particularly for younger children.
- Video game playing has been increasing in use for boys and girls, but time spent is much much higher for boys than girls
- Most of children's computer use falls under the rubric of playing, not studying. Kids are not using the computer to study. Internet use was not very high among this age group in other studies (ECLS-K, Kaiser)