

THE NATIONAL ACADEMIES

Advisers to the Nation on Science, Engineering, and Medicine

Division of Behavioral and Social Sciences and Education
and the Institute of Medicine
Board on Children, Youth, and Families

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Workshop on Media Research Methods and Measures

Organized by the
Committee on Improving Research on Interactive Media and Children's Health

Board on Children, Youth, and Families
National Research Council / Institute of Medicine

In collaboration with the Henry J. Kaiser Family Foundation

AGENDA

March 2-3, 2006

National Academy of Sciences
2101 Constitution Avenue, NW
Washington, DC

Thursday, March 2

5:00 pm **Welcoming remarks and introductions (Members Room)**

Aletha Huston, University of Texas
Vicky Rideout, Henry J. Kaiser Family Foundation
Rosemary Chalk, Board on Children, Youth, and Families

Participant Introductions

6:00 pm **Dinner (Members Room)**

7:00 pm **Session 1: Why Should We Care About Media Research Measures? (Room 150)**

Moderator

Aletha Huston

Presenters

Ellen Wartella, University of California at Riverside
Dan Anderson, University of Massachusetts, Amherst

General Discussion

9:00 pm **Adjourn**

Friday, March 3 (Room 150)

8:00 am **Continental breakfast**

8:30 am **Session 2: Assessing the Current Landscape of Media Research Measures**

Moderator

Aletha Huston

Presenter

Elizabeth Vanderwater, University of Texas

General discussion

This session will focus on the state of the art of current media measures, examining their strengths and shortcomings. The discussion will consider the range of observational, experimental, and longitudinal studies that do or do not include media measures. It will also examine the challenges and complications presented by emerging digital, mobile, and interactive media technologies.

10:15 am **Break**

10:30 am **Session 3: Research Design and Measurement Issues: Lessons Learned in Other Fields**

Moderator

Mark Becker, University of South Carolina

Presenter

Michael Oakes, University of Minnesota

General discussion

This session will examine the array of research designs, measurement tools, and modeling frameworks used in social epidemiology and prevention research. The speaker and discussion will consider the strengths of selected epidemiological and statistical research tools in analyzing exposure, outcomes, context, and confounders. This research literature will be compared with methodological practices used in conventional media research studies.

Noon **LUNCH**

1:00 pm

Session 4: The Role of Theory in Explaining Relationships Among Media Exposure and Selected Outcomes

Moderator

Victor Strasburger, University of New Mexico

Presenters

Dimitri Christakis, University of Washington

Judy DeLoache, University of Virginia

Susan McHale, Pennsylvania State University

General Discussion

Different disciplinary fields apply different theoretical frameworks to explain the role of media exposure and use and selected health, cognitive, or developmental outcomes. Are there underlying mechanisms or processes that can provide a unifying frame of reference to help integrate this work and improve the specificity and quality of media research measures and methods?

2:30 pm

Session 5: Next Steps and Future Directions

Moderator

Aletha Huston

General Discussion

What opportunities appear to be most promising in strengthening media measures and research designs? What steps could be taken to take advantage of these opportunities? Is it possible to foster collaborative efforts or to create learning systems that improve media measures in multiple fields of study?

3:30 pm

Adjourn