

Kids And Media In America

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This is the first comprehensive national sample study of US young people's media use. This book reports the only national, random sample survey of US children and adolescents' use of all of the various media available to them conducted in at least the past 30 years. In addition to providing the first comprehensive look at how media-saturated our young people's lives have become, it is the first study to examine young people's overall media budgets, and the first to attempt to describe distinctly different types of young media users. Extensive background information and chapters devoted to each of the various media, to the overall media budget, and to particular types of media users, enables the authors to describe perhaps the most detailed map of US young people's media behavior ever assembled. EAN/ISBN :

9780511055485 Publisher(s): Cambridge University Press Format: ePub/PDF Author(s): Roberts, Donald F. - Foehr, Ulla G. - Rideout, Victoria J. - Brodie, Mollyanne

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