



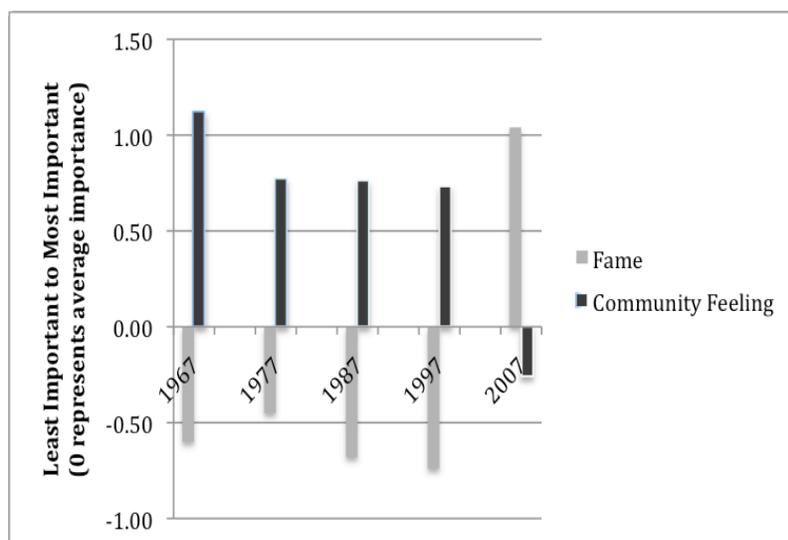
I Want My Fame TV: UCLA study finds that tweens receive a clear message from their favorite TV shows: Fame is the most important value.

New research by the Children's Digital Media Center@LA demonstrates a dramatic change in values on popular tween TV. In one decade, from 1997 to 2007, fame leapt from #15 to #1 in importance, out of a list of 16 values.

Los Angeles, June 2011: A new study, conducted at UCLA by the Children's Digital Media Center@LA (CDMC@LA), examines the values of popular preteen TV shows from 1967 through 2007. Researchers Yalda T. Uhls, MA, MBA, and Patricia M. Greenfield, PhD, found that in 2007 fame was the number one value communicated to preteens, ages 9 to 12, topping other values such as community feeling (#11) and benevolence (#12). Researchers focused on TV programs targeted at preteens because youth at this age begin to develop achievement values that integrate messages from important socialization agents such as family, peers, school and media.

First author Uhls noted, "Preteens are at the age when they want to be popular and liked just like the famous teenagers they see on TV and the Internet. With Internet celebrities and reality TV stars everywhere, the pathway for nearly anyone to become famous, without a connection to hard work and skill, may seem easier than ever."

Study Results – Reversal of Fame and Community Involvement



The CDMC@LA study reports that fame was the number-one value in 2007 shows; in every other year, it ranked near the bottom of a list of 16 values. Conversely, community feeling (to be part of a group) ranked number 11 in 2007, while in every other year it came in at number 1 or number 2. The graph to the left shows how much each of these two values reversed in their importance between 1997 and 2007.

Co-author Greenfield notes: "The rise of fame in preteen television may be one influence in the documented rise of narcissism in our culture."



The study examined the two top-rated shows (9–11 yr), from one year in every decade, 1967–2007. Random adult participants recruited online, age 18–59, rated how important each of 16 values were to each title. Because of the broad age range, the participants had grown up, and even were tweens, in most of the decades from which shows were drawn; hence, familiarity with the tested TV shows was not concentrated in a single decade, but distributed over the decades being assessed, limiting bias due to age. The differences in the rating of the importance of fame across the decades were significant, even after controlling for age.

The CDMC@LA is a research center based at UCLA that studies children, teens, and emerging adults' interaction with the newer forms of interactive digital media, as well as older media, to see how these interactions both affect and reflect their offline lives and long-term development. The organization is collaboration between researchers at the University of California, Los Angeles (UCLA) and California State University, Los Angeles (CSULA). To learn more about the CDMC@LA, please visit their website at <http://www.cdmc.ucla.edu>. Co-author Greenfield is Director of CDMC@LA.

The study is published in the July issue of *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, an international web-based, peer-reviewed scholarly journal. The journal focuses on social science research about cyberspace, focusing on psychosocial research concerning the impact of the Internet on people and society. The journal is interdisciplinary, publishing works written by scholars of psychology, media studies, sociology, political science, nursing, and also other disciplines. The journal is located at <http://www.cyberpsychology.eu>.

	2007	1967	1977	1987	1997
MAJOR SHIFTS ACROSS DECADES					
Fame	1	15	13	15	15
Achievement	2	10	14	8.5	10.5
Financial Success	5	12	15	10	12
Physical Fitness	9	16	12	16	16
Community Feeling	11	1	1	2	1
Benevolence	12	2	7	6	2
Tradition	15	4	4	11	4

VALUES THAT CHANGED MOST ACROSS THE DECADES

Individualistic values (in bold) went up in rank from 1967 to 2007; communitarian and traditional values went down in rank from 1967 to 2007.



Tags: fame, tween, TV, reality TV, narcissism, UCLA, Yalda T Uhls, Patricia Greenfield, CDMC@LA

A copy of the full article will be found at www.cyberpsychology.eu.

For further questions about the study please contact Yalda T Uhls at yaldatuhls@gmail.com, 310 526 3316, or Dr. Patricia Greenfield at greenfield@psych.ucla.edu 310 500 8640,

Yalda T. Uhls, M.A., M.B.A., is a doctoral student in developmental psychology at UCLA. Prior to her academic career, she was a senior Vice-President at Metro-Goldwyn-Mayer, working as a film production executive, supervising films such as *Mi Familia*, *Trees Lounge* and *Permanent Midnight*.

Patricia M. Greenfield is Distinguished Professor of Psychology at UCLA and author of *Mind and Media: Effects of Television, Video, Games, and Computers*, which has been translated and published in ten languages around the world.