

Prevalence of
violent
advertisements
in New York
City subways

PROBLEM

METHOD

TARGET

GRAPHICS

RESULT

CONCLUSION

Media advertisements displaying aggression and violence in public transportation settings are a public health concern. The higher visibility of advertisements is likely to contribute to increased levels of aggression among New York City (NYC) youth who travel through neighborhoods. Given the importance of the physical, psychological, and social environment in shaping young people's lives, further interest is warranted in how media advertising is promoted within public transit venues across America.



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Select the busiest
stations based on
the number of
entries

Times Square
42 Street Station
1 2 3 7 N Q R S
Elevator at 42 St
A C E at 8 Av

Enter with or buy MetroCard at
all times. Agent on duty 7:30am
11:20pm or see agent at 42 St

Subway

New York City Transit

PROBLEM

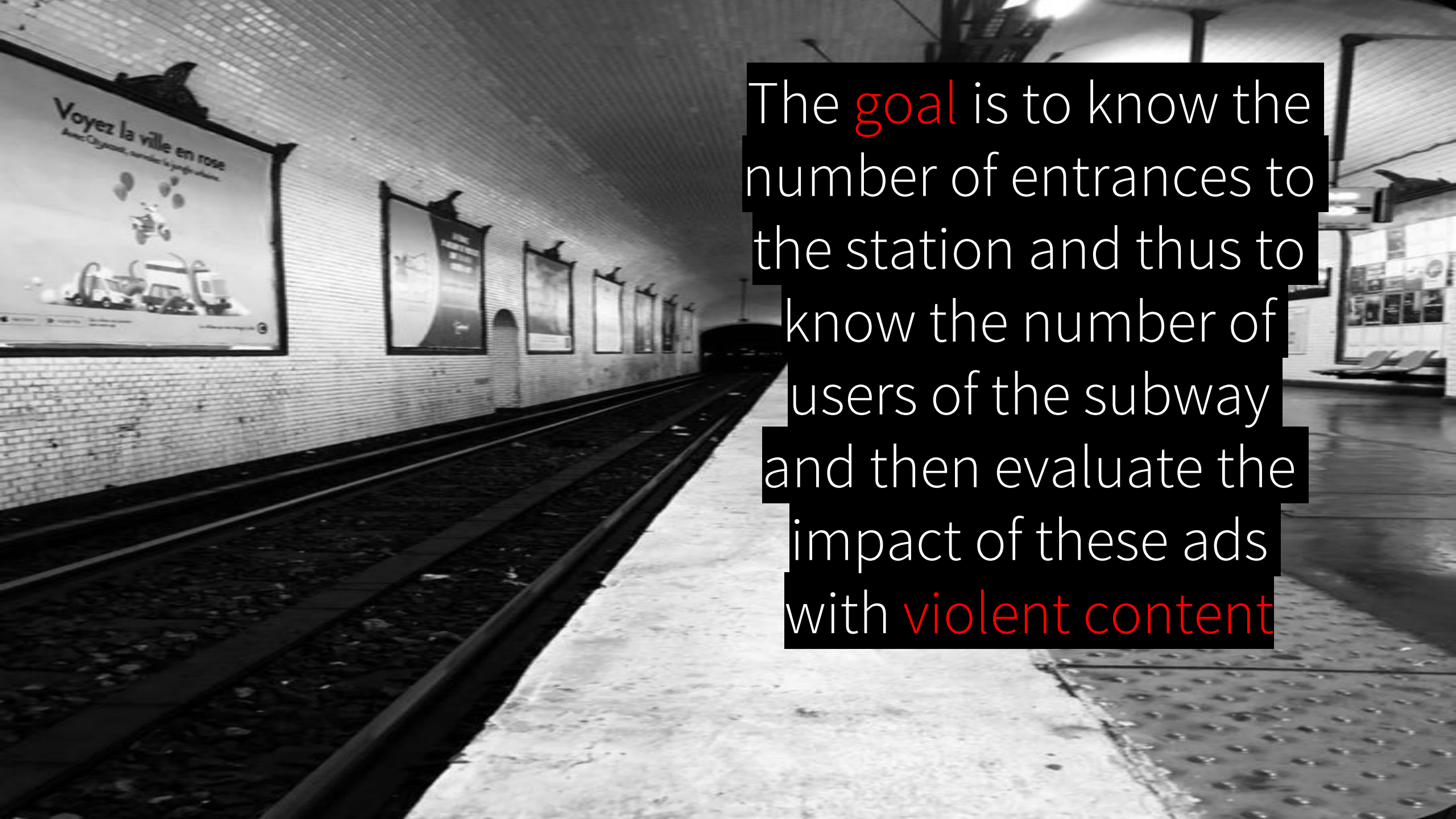
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The **goal** is to know the number of entrances to the station and thus to know the number of users of the subway and then evaluate the impact of these ads with **violent content**

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	STATION	DAILY_ENTRIES
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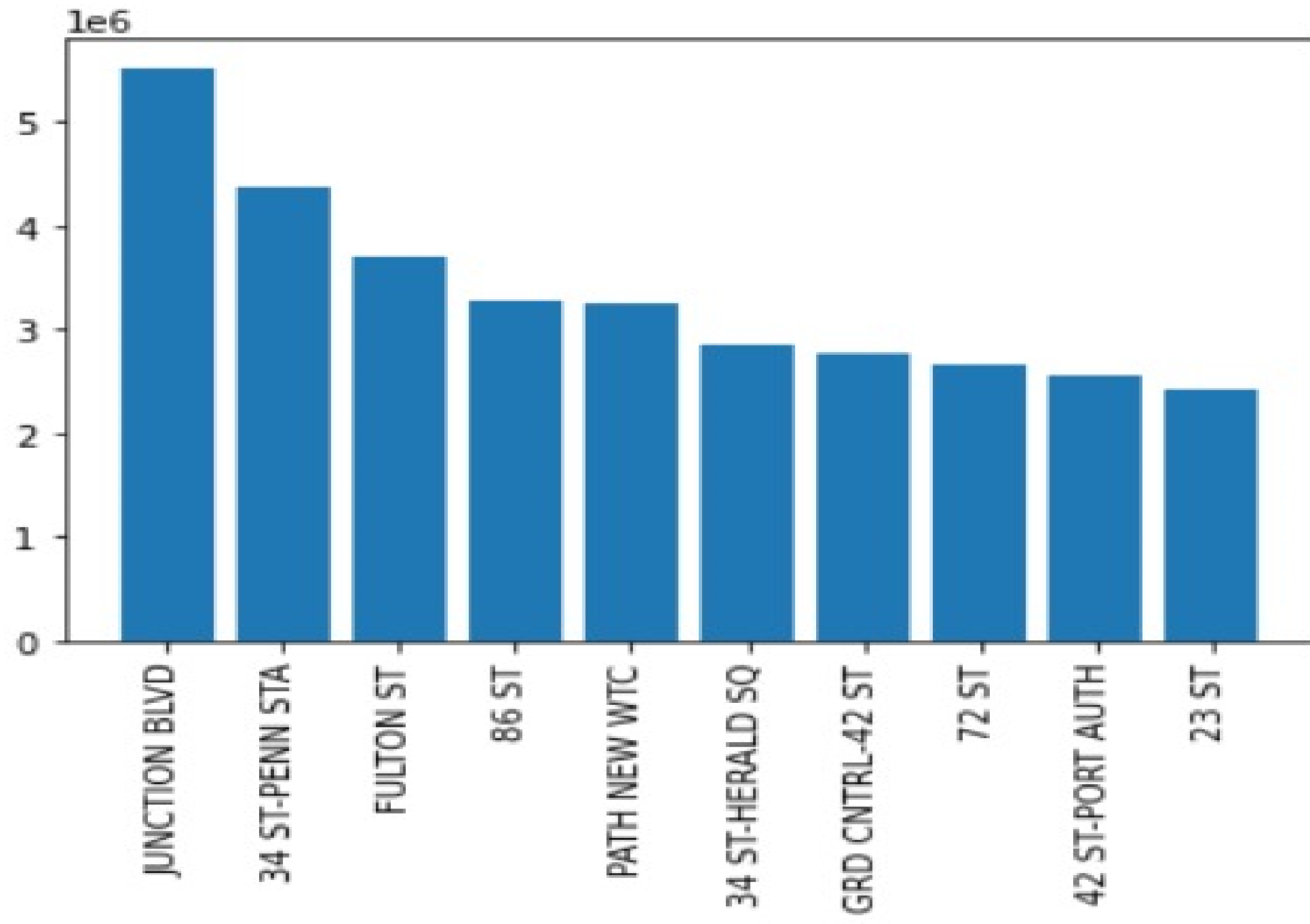
0	JUNCTION BLVD	5521702.0
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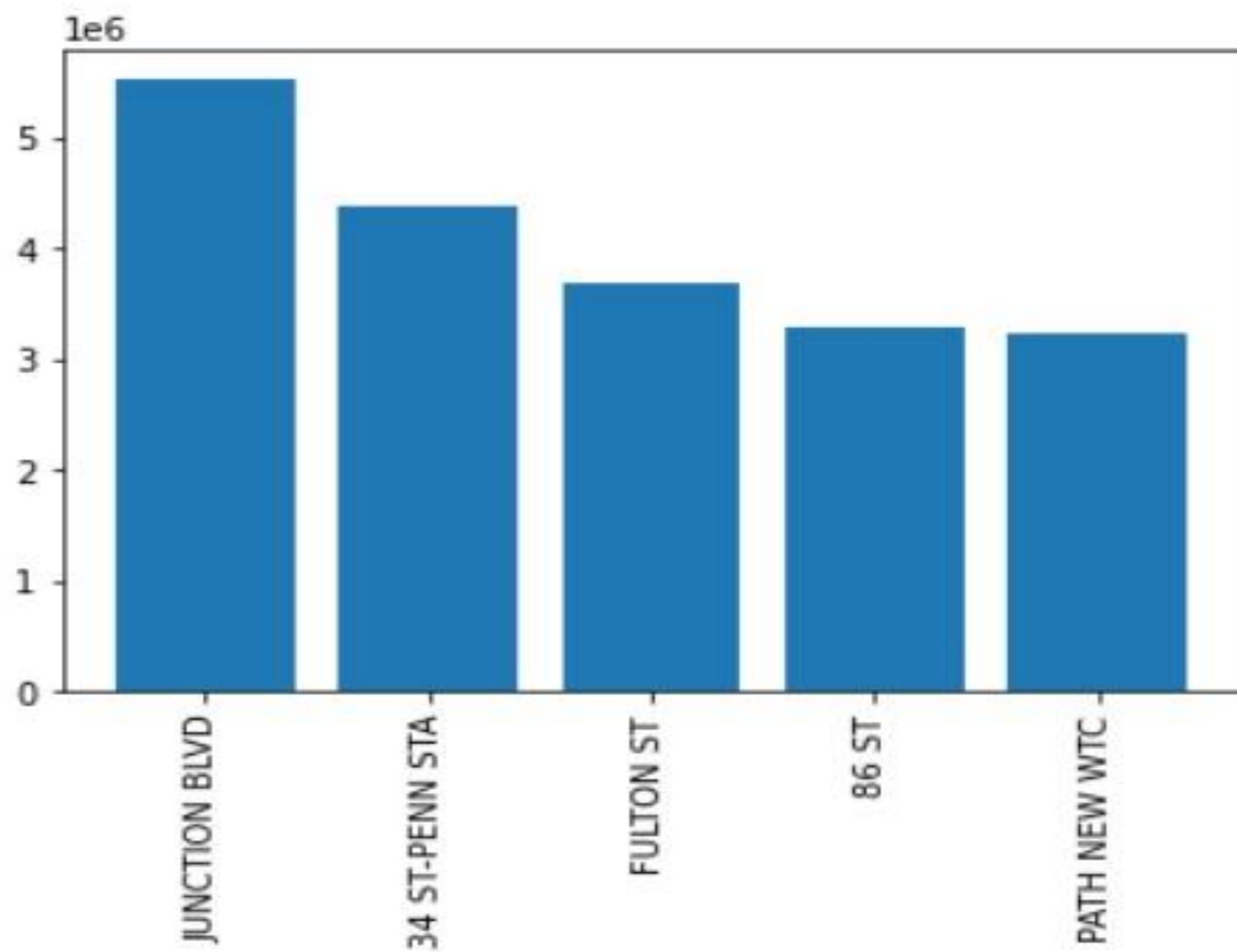
1	34 ST-PENN STA	4376365.0
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2	FULTON ST	3697317.0
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3	86 ST	3290897.0
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4	PATH NEW WTC	3237909.0
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There is a large segment of people using the subway and therefore the impact of **violent advertising** displayed by the subway platforms is very large



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Public transit spaces provide unregulated visual and verbal messages without citizen participation. Subway stations in NYC and across the country prohibition stance could be a model for violent content reduction. Given the pervasive and tragic effects of aggression and violence on youth and adults, transit agencies could inundate passengers with positive advertising content. Dialogue between citizens and transit agencies to remove noxious messages from public transit spaces warrants the same discussion given to banning alcohol advertising

