General Speaking Purpose: To Inform

Specific Purpose Statement: I want my audience to understand how media impacts them.

Thesis Statement: Media can affect people in many different ways.

Type of Informative Speech: Explanation

Pattern of Organization: Topical

Who here uses a social networking site, or app, at least once a day? Almost all of us have had some kind of interaction with media in some shape or form. Since media is a major part of our lives, it’s important to know how it impacts people. In fact, media can impact your self-perception, cravings, and behavior. My research has shown that media can have major impacts, both good and bad. Today I would like you to learn more how media effects you. Media can effect an individual in a variety of different ways. Today I will talk about how media impacts us on psychological level. Next I will focus on how it effects you and me physically, and finally how media has affected us socially.

According to a study by Pew Research Center, violent media can lead to aggressive behavior. This study claims and I quote “The relationship between media violence and real-life aggression is nearly as strong as the impact of cigarette smoking on lung cancer.” End quote. Anxiety, fear, and desensitization can occur with exposer to violent media. Other findings show that media shows us how we are “supposed” act in certain situations, these are called “scripts”. A survey by Stanford University conducted with girls ages 8-12 showed that negative social well-being has a positive correlation with media use. While face-to-face interaction brought about positive well-being. Brian Wilcox, member of the American Psychology Association, states that advertisers wouldn’t be dumping billions of dollars into media if it didn’t influence people. Pew research center also states that over 2-3 hours of television use in early childhood has been linked to Attention Deficit Disorder (ADD). In a talk by Larry Rosen, it was stated that social media can help introverts socialize, and be used to educate people. Now that I have talked about the psychological aspects of media, I will talk about how it impacts us physically.

Brian Wilcox’s study shows that people 2-18 years of age spend about 5-5 and a half hours on media a day. Pew Research Center suggests that eating disorders and obesity could be caused by the 4400-7600 junk food ads an individual views each year. Not only is television the most common form media, according to Pew’s study, it’s also the most impactful. In this study, a bedroom television increases media use by 1-2 hours a day, chance to become overweight increased by 31%, and the chances of smoking double. In addition sleep is also shortened to account for the increase in television use. Now that I have talked about physical effects of media, I will move on to the social impacts.

The University of Arizona performed a study to collect information about social media. It showed that from 2005-2006 the use of social network sites in ages 18-29 years went from 9-49%. In addition the average social networker is half as likely to become socially isolated, Facebook users are more trusting, and have more close relationships. While MySpace users are more likely to be open to opposing viewpoints. This study shows that Internet users are 42% more likely to visit a park or plaza, and 52% more likely to visit a coffee shop or café. Bloggers are 61% more likely to visit a public park. So does more internet equal less face-to-face contact? The study showed that in person contact remains the top means of communication, while cards and letters are the least common. Despite this research, Pew Research Center finds that media can encourage antisocial beliefs. They also find that media is a hot spot for harassment and bullying. On the other hand because media is so addicting, it can be used as an educational device and lean more toward being prosocial. The University of California created a 5 day camp where ages 10-12 wouldn’t be able to use any form of media and electronics. Tests were taken before and after the camp. The results showed in increase in the understanding of nonverbal emotional cues. This shows that stepping away from media isn’t at all a bad thing.

While this issue is complex, I must come to a close. Today I have discussed the variety of ways in which media can impact you. This includes psychological impacts, as well as physical and social effects. I hope that you now have a better understanding of the impacts of this contagious media use.

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