



Children's Hospital Boston
300 Longwood Avenue, Boston, Massachusetts 02115
phone 617-355-2000 | fax 617-730-0004 | www.cmch.tv



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HARVARD MEDICAL SCHOOL



HARVARD SCHOOL
OF PUBLIC HEALTH

International Communication Association (ICA) Annual Meeting Boston 2011

Media, Child Health, and Wellbeing: Setting the Research Agenda

Pre-conference of the Children, Adolescent, Media (CAM) Interest Group

Presented by the Center on Media and Child Health (CMCH)

**May 26, 2011, 9:00am - 4:30pm
Westin Waterfront Hotel, Boston, MA**

Objective of the Pre-Conference

The goal of this pre-conference is to facilitate a high level, comprehensive discussion among scholars in media and child health concerning the state of the knowledge in the area and to define the research agenda (vision, goals, focus and collaborations) going forward.

Background

The potential implications that media have on children's and adolescents' health have attracted growing research attention in a variety of disciplines. For this research area to fully mature, it must act with an interdisciplinary focus and bring together voices from the numerous disciplines involved in the scholarly discourse, including but not limited to developmental psychology, communication, public health, medicine, cultural studies, feminist studies, and sociology of childhood. Recent advances in this realm have been marked by efforts by the Center on Media and Child Health (CMCH) to compile and translate the scientific evidence, the foundation of the *Journal of Children and Media*, as well as the establishment of the Children, Adolescent and Media (CAM) interest group of ICA. Growing interest in creating a shared arena for scholarship and the shortage of research funding present an unusual challenge at this time, and provide an opportunity for revitalizing our field and re-defining its goals, focus and vision.

Who Should Attend

Researchers, clinicians, educators, producers and parents who are interested in understanding the effects of media on the development and physical, mental, and social health of children and in setting the agenda for future research, education and programs.

Format

The preconference will consist of 4 sessions, two in the morning, followed by lunch with informal networking and discussion among participants, and two in the afternoon. Sessions will focus on over-arching topics and will be designed to engage all participants in a seminar-like discussion. Each will begin with a 5-minute introduction by the moderator and a series of 5 minute invited overviews by scholars and thought leaders from around the world, followed by a group-wide discussion of the topic. Speakers include Sandra Calvert, Maya Götz, Amy Jordan, David Kleeman, Dafna Lemish, Michael Rich, Victor Strasburger, Patti Valkenburg, and Ellen Wartella, among others. The sessions are:

1. **Examining what we know: the current state of the science**, covering media platforms from TV to smartphones, health/developmental outcomes of concern from obesity to attention deficit to violence, and developmental stages from infancy to adolescence
2. **Investigating an evolving landscape: multidisciplinary perspectives and methodological approaches** diverse theoretical frameworks and techniques for assessing how young people use and are influenced by media
3. **Translating knowledge into change: application of research findings** to new strategies for parents, educators, producers and policymakers
4. **Setting the agenda: a plan for the future of the field** Integrative brainstorming and discussion directions for research, programs and policies

About the International Communications Association (ICA: icahdq.org)

ICA is an academic association for scholars interested in the study, teaching and application of all aspects of human and mediated communication. ICA began more than 50 years ago as a small association of U.S. researchers and is now a truly international association with more than 4200 members in over 80 countries. The mission of the ICA is (1) to provide an international forum to enable the development, conduct, and critical evaluation of communication research; (2) to sustain a program of high quality scholarly publication and knowledge exchange; (3) to facilitate inclusiveness and debate among scholars from diverse national and cultural backgrounds and from multi-disciplinary perspectives on communication-related issues; and (4) to promote a wider public interest in, and visibility of, the theories, methods, findings and applications generated by research in communication and allied fields.

About the Center on Media and Child Health

The Center on Media and Child Health, at Children's Hospital Boston, is an affiliate of Harvard Medical School and Harvard School of Public Health. The mission of CMCH is to conduct, compile and translate scientific research to improve the understanding of how media affect children's health in positive and negative ways and provide evidence-based expertise to initiatives and programs that address children's involvement with media.

About the ICA Conference

Venue: Westin Waterfront Hotel, Boston, MA

Date: May 26-30, 2011

The Center on Media and Child Health Pre-conference: May 26, 2011; 9:00am-4:30pm

Pre-conference Registration: <http://www.icahdq.org/conferences/2011/> \$100/person

Reserve your place early; to encourage productive discussion registration is limited to 70