

Media Awareness Worksheet

Please decide if you think that the statements below are true or false and mark them accordingly.

	True or False
1. By the time a girl is 17 years old, she has received over 250,000 commercial messages through the media.	
2. Girls who come from higher income families are more likely to have a television in their bedroom.	
3. The average girl spends more time watching television in a year than she spends in a classroom.	
4. Women's magazines have twice as many ads and articles on weight loss as men's magazines.	
5. 61% of the space in Seventeen magazine is taken up by commercial ads.	
6. The average fashion model weighs 8% less than the average woman.	
7. 20% of the content of teenage girl magazines is about dieting.	
8. Over 3,500 studies have been completed on the influence of media, and almost all of them have proven a direct connection between violence in the media and violent behavior.	
9. Less than 25% of the characters on television are persons of color.	
10. Teenage girls spend over \$4 billion annually on cosmetics.	

Source: www.about-face.org & www.girlsinc.org

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	True or False
11. By the time a girl is 17 years old, she has received over 250,000 commercial messages through the media.	True
12. Girls who come from higher income families are more likely to have a television in their bedroom.	False (lower income more tv)
13. The average girl spends more time watching television in a year than she spends in a classroom.	True (4 hours a school day)
14. Women's magazines have twice as many ads and articles on weight loss as men's magazines.	True
15. 61% of the space in Seventeen magazine is taken up by commercial ads.	True
16. The average fashion model weighs 8% less than the average woman.	False (23%)
17. 20% of the content of teenage girl magazines is about dieting.	False (40%)
18. Over 3,500 studies have been completed on the influence of media, and almost all of them have proven a direct connection between violence in the media and violent behavior.	True
19. Less than 25% of the characters on television are persons of color.	True
20. Teenage girls spend over \$4 billion annually on cosmetics.	True

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