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Altalib, H., AbuSulayman, A., & Altalib, O. (2013). The destructive impact of television, video and computer games. In *Parent-child Relations: A guide to raising children* (pp. 431–455). International Institute of Islamic Thought. https://doi-org.qulib.idm.oclc.org/10.2307/j.ctvktrvqn.28

This source has a negative approach to electronic media, stating with strong conviction that television, video, and computer games have a destructive effect on the intellectual, social, and spiritual growth of children. The source makes an analogy of TV addiction to drug addiction, stating that it makes people very passive and creates an almost trance-like state. The source has a value-based, religious and cultural bias, but it is still credible because it is a published work of a scholarly institute. I will utilize the source's practical examples and the many “family alternatives to TV” that the source has suggested.

Baiocco, R., D'Alessio, M., & Laghi, F. (2009). Discrepancies between parents' and children's attitudes toward TV advertising. *The Journal of Genetic Psychology, 170*(2), 176-91. Retrieved from http://search.proquest.com.qulib.idm.oclc.org/scholarly-journals/discrepancies-between-parents-childrens-attitudes/docview/228540455/se-2

The aim of this research is to assess differences in attitudes of 500 Italian children aged 7 to 11 compared to those of their parents concerning television advertising. With respect to the enjoyment, credence (belief in ads), and behavioral intention dimensions, the authors utilized the Children's Attitude Toward TV Advertising Scale (CAAS) to determine each participant's level in each dimension. This source is credible since it is published in a peer-reviewed journal, and it has a large sample. I plan to utilize the finding that suggests credence shifts significantly with aging and, most importantly, that parents underestimate the impact of television advertising on their children, a lot.

Brocato, E. D., Gentile, D. A., Laczniak, R. N., Maier, J. A., & Ji-Song, M. (2010). Television commercial violence: Potential effects on children. *Journal of Advertising*, *39*(4), 95–107. https://www.jstor.org/stable/25780662

This article analyzes the effects of exposure to violence in television commercials directed at children aged 8-12. Although parents and children tend to trivialize violence in commercials in comparison to violence in television shows, using experimental and focus group methodologies, the authors explain how exposure to violence in commercials causes an increase in the aggressiveness of children. The article is published in the peer-reviewed Journal of Advertising, which makes it a credible source to use. The authors' doctoral expertise in psychology, and exposure to violence in commercials as an aggressive cognition trigger is a significant point that I will highlight in my paper.

Calvert, S. L. (2008). Children as consumers: Advertising and marketing. *The Future of Children*, *18*(1), 205–234. https://www.jstor.org/stable/20053125

This article analyzes the various facets of advertising aimed at children. Calvert offers insight into the enormous economic power children hold, the progression of marketing methods from standard television commercials to oblique online marketing (such as advertising video games), and the mental shortcomings of children below the age of eight. This article, published by Princeton University and a policy journal, has an authoritative standing due to the copious amounts of research and legal references used. This source will aid in elucidating the economic magnitude of marketing aimed towards children, as well as defining the core concepts of "advergames," and "stealth marketing" for my paper.

Fabes, R. A., Wilson, P., & Christopher, F. S. (1989). A time to reexamine the role of television in family life. *Family Relations*, *38*(3), 337–341. https://www.jstor.org/stable/585062

This article critiques family practitioners for their indifference to how television affects family life. The authors believe that television socializes family interactions, values, and routines, and it is an influence that is still poorly addressed in family scholarship and family education. The source is is published by the National Council on Family Relations in a peer-reviewed journal, and it is credible. Because it is a practical example, I will use the "family television checklist" as a sample intervention strategy in my paper. The checklist is a tool for a family to examine their television watching habits.

Goldberg, M. E., & Gorn, G. J. (1978). Some unintended consequences of TV advertising to children. *Journal of Consumer Research*, *5*(1), 22–29. https://www.jstor.org/stable/2488960

This seminal research study explores the adverse, unintended effects of television advertising directed at preschool children. The study revealed that children who saw a commercial for a particular toy exhibited a greater preference over classmates and friends. It showed greater children's resistance to accepting a parent's decision and were more unhappy when the advertised toy was not purchased. The study was published in a leading, peer-reviewed journal (Journal of Consumer Research), which speaks to the study's credibility. I will leverage the study's findings on parent-child conflict and the promotion of materialism to substantiate the social costs of advertising.

Grindstaff, L., & Turow, J. (2006). Video cultures: Television sociology in the "new TV" age. *Annual Review of Sociology*, *32*, 103–125. https://www.jstor.org/stable/29737733

This review article breaks down the sociological study of television by political-economic and cultural approaches. The authors suggest that with television merging with digital media, television sociology should be reframed as sociology of video cultures. As the article is published in the highly regarded Annual Review of Sociology, its authority is beyond question. I intend to follow this structure in my paper's literature review by separating the studies of media institutions (political economy) from the studies of media content and audiences (cultural studies).

Hartnagel, T. F., Teevan, J. J., & Jennie J. Mc Intyre. (1975). Television violence and violent behavior. *Social Forces*, *54*(2), 341–351. https://doi-org.qulib.idm.oclc.org/10.2307/2576638

This study attempts to understand the relation between watching violence on television and violent behavior. Illustrated through survey data, the researchers found nearly no conclusive correlation and, as such, deemed TV violence as negligible in concern to other variables such as sex, violent behavior and school grades. Published in the journal Social Forces gives it creditability and establishes it a position in the academic world. I plan to use this source to illustrate a point opposed to other recent works that are strongly determinative to show the direct relation between television violence and violet behavior.

Maccoby, E. E. (1951). Television: its impact on schoolchildren. *The Public Opinion Quarterly*, *15*(3), 421–444. https://www.jstor.org/stable/2746071

Maccoby's study was the first to look at TV's impact on children's daily lives using interviews with mothers in Cambridge in the early 1950s. Maccoby stated that TV changed

family activities and routines, decreased other activities, and served as a pacifier for children to keep them quiet and entertained. Maccoby's study was published in the leading peer-reviewed journal, Public Opinion Quarterly. As Maccoby's study is one of the first studies on children and the media, and Public Opinion Quarterly is one of the first peer-reviewed journals, I will use Maccoby's study as a baseline in an attempt to show how patterns of media use and effect have persisted and evolved over the past seventy years.

Speck, S. K. S., & Roy, A. (2008). The interrelationships between television viewing, values and perceived well-being: A global perspective. *Journal of International Business Studies*, *39*(7), 1197–1219. https://www.jstor.org/stable/25483336

This extensive cross-cultural study analyzes the relation between television consumption, materialism, and religiosity to perceived well-being in five world regions. The researchers challenge the global homogenization thesis by showing the effects of television and values on life satisfaction vary, based on region. The study garnered survey data from over 1,200 college students and was published in the Journal of International Business Studies (JIBS), a highly reputable top-tier and peer-reviewed journal. I will utilize the regional cultures mediating the effect of global television as the primary counterevidence to the single, monolithic, media effect.