

Media  Parents

MEDIA CHARACTERS AND YOUNG PEOPLE

13-18 years



Parent Evening Outline

- 1) The Importance and Influence of Media Characters
- 2) Social Media Influencers and Celebrities
- 3) The Role of Parents
- 4) Recommendations

The Importance and Influence of Media Characters

- Media characters enrich the variety of experiences
- Media characters as identification figures
- Media characters in advertising

Socia Media Influencers

- Young people value **social connections**. Their peers play an important part in their lives. The same goes for social media influencers. As parents, you are still an important influence for them, good communication is the key.
- Potential benefits of Media characters/ Social media influencers for young people:
 - **Inspiration – creative expression, active citizenship, important causes**
 - **Finding people with common interests**
 - **Modelling healthy behaviours**

The Role of Parents

- Communicate
- Discuss
- Show interest
- Question
- Create balance between real-life role models and media characters
- Model healthy media use

Recommendations

I. Observe your child's behaviour

II. Be aware of the influence of media characters

- Why are young people fascinated by media characters?
- What are their potential benefits?
- What are the risks of following different media figures?
- Stay interested: what is it that young people admire about media characters/celebrities?

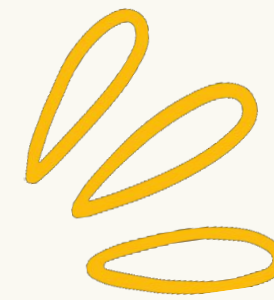
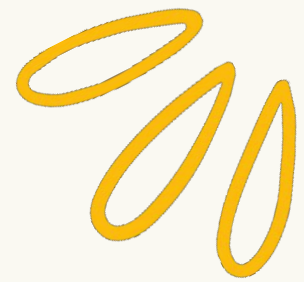
III. Engage in media consumption with your children

- Co-view
- Discuss media consumption and its content with children
- Educate yourself - stay informed about the latest trends

Sources

- I. MediaParents <https://mediaparents.eu/>
- II. <https://www.pittsburghparent.com/the-influencer-impact-a-parents-guide-to-influencers/>
- III. <https://thriveworks.com/blog/parasocial-relationships-boy-bands/2019/07/21/742168987/>
- IV. Creos, E., Bartels, J. Young adults' motivations for following social influencers and their relationship to identification and buying behavior, Computers in Human Behavior 124 (2021) 106910

Thank You



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Peter Smith – Media Consultant

+420 123 456 789

peter.smith@email.com

