

WFU professor probes people who tune out TV

CHRONICLE STAFF REPORT

Americans are tuning out to television and Marina Krcmar (pronounced "Krutchmar") knows why.

The Wake Forest University associate professor of communication's new book, "Living without the Screen," is an in-depth study of American families and individuals who choose not to watch television.

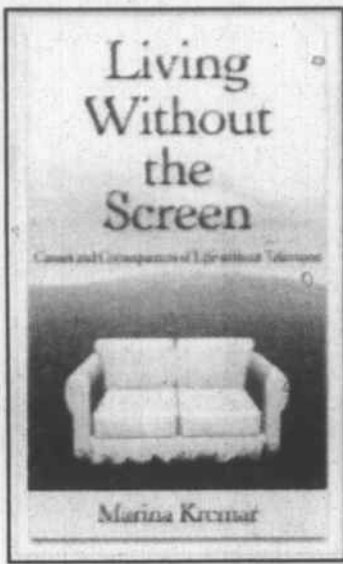
Slated to be published today (Aug. 28) by Routledge, the book states various reasons why people are not watching the tube. They include the desire to shield children from sex and violence, to avoid commercials and to find extra time for other activities.

"Non-viewers perceive television to have power," said Krcmar, who notes that the average American watches three hours of television per day. "They believe it can steal time, can affect consumer behavior and can influence how autonomous children are."

Krcmar interviewed 120 adults and children from 62 different households who do not watch television. Some filled out a survey or completed diaries documenting how they spent their time. She visited the homes of 15 participants and conducted extensive interviews with the adults and children in the household.

Some in the study never owned a TV, others did not replace one when it broke or did not have a television due to financial considerations. Some owned a TV, but kept it hidden away and occasionally pulled it out to watch a movie on DVD. To allow her to make comparisons, Krcmar also interviewed 92 participants from 35 households who do watch television.

"Based on the interviews, the surveys and the time-use diaries, it appears that those who do not watch television not only reject television in



Krcmar

order to keep sex, violence, shallow news coverage and consumerism out of their lives, but also to encourage family interaction, their children's independence and creativity, and a wise use of their time," Krcmar said.

Those with very liberal or very conservative political views are among those most likely to say "no" to television, she said. Although more than half of the non-viewing study participants fell into politically opposite categories, others fell across the demographic spectrum.

A common characteristic among non-viewers was that, compared to viewers, they had "very strong opinions not only about television but also about those issues they saw as being associated with it such as politics and couple-interaction," Krcmar said. "In other words, they are zealous and idealistic."

Krcmar's research has focused largely on children, adolescents and the media, and her most recent work has examined the effect of violent video games on adolescents and the role of media consumption in adolescent risk-taking.

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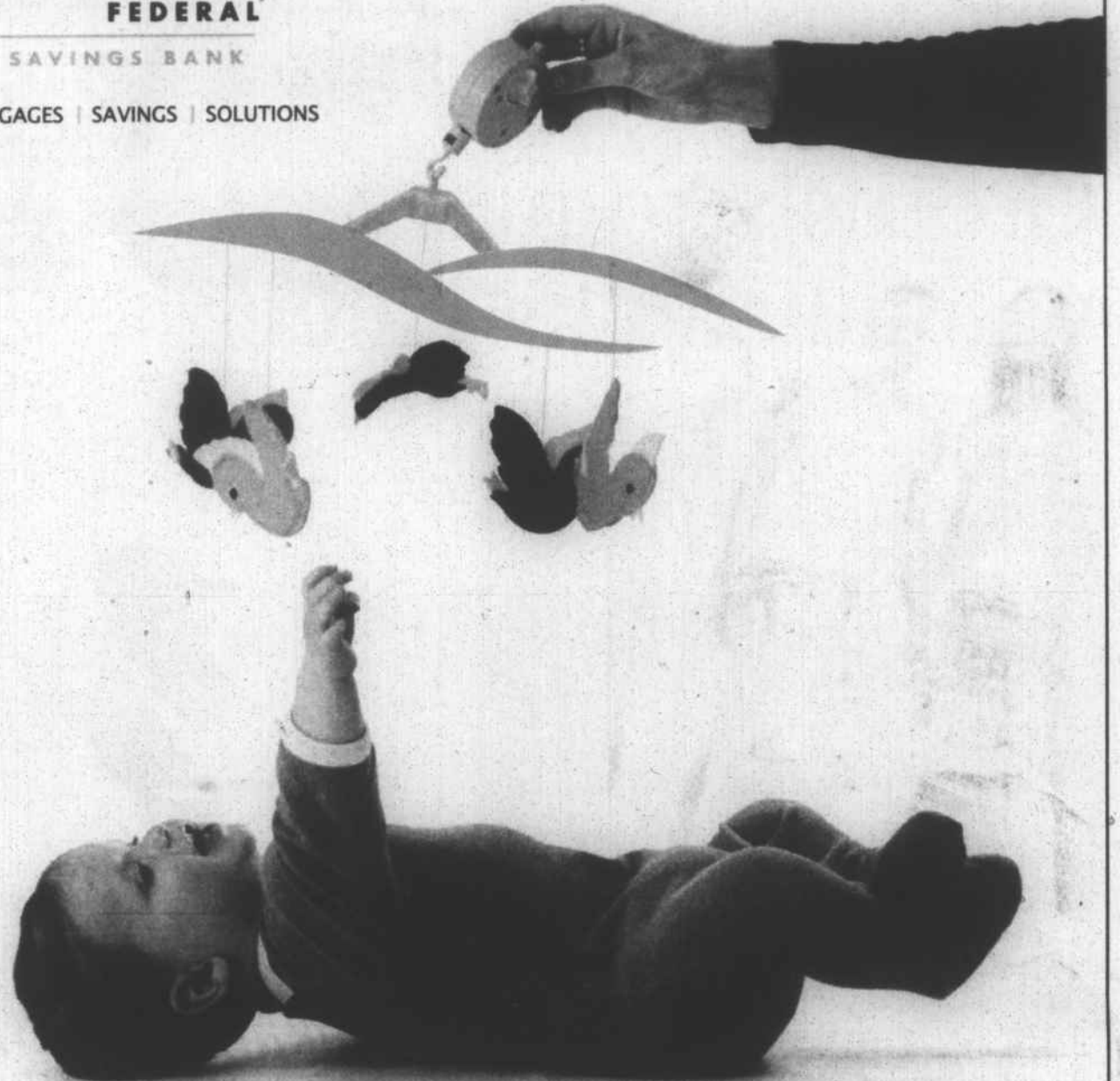
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Mayor Allen Joines

Mayor to issue voting proclamation

SPECIAL TO THE CHRONICLE

On Sunday, Aug. 31 at 3:30 p.m., Mayor Allen Joines, will present a proclamation designating the month of September as "Voter Awareness Month."

The event will be held during the Winston-Salem District A.M.E. Zion Church 5th Sunday Fellowship and Candidates Meet and Greet at Goler Memorial A.M.E. Zion Church, 630 N. Patterson Ave. Candidates confirmed to attend include Elaine Marshall, June Atkinson, Roy Carter, Wayne Goodwin, Karen Gordon, Dan Bennett, Mel Watt and Tyrus Cobb.

The public is encouraged to attend to assist the mayor in promoting one of the goals of the city: to encourage and to increase the number of citizens who actively and regularly participate in the democratic process.

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31	1	2				

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BUY FOUR (4) 12-PACKS AND GET TWO (2) 2-LITER BOTTLES FREE of selected Pepsi-Cola products.

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