Presidential Message
Peter Sheras, PhD
University of Virginia
pls@virginia.edu

Is Youth Really Wasted on the Young?

Shortly before I began my term as President of the Division, I had the opportunity to speak to 50 young scholars, gifted teenagers from around the Washington, DC area. They had been invited by the APA Education Directorate to attend the Third Annual Young Scholars Social Science Summit. I was asked to prepare a presentation on violence and the media and to lead a discussion about the influence of media images on adolescent behaviors and values. By deconstructing and analyzing a few television programs, my hope was to demonstrate the power of not only the content of the programs, but the process and production values as well. I had intended to speak about how the

(continued on p. 2)

Using Space-Based New Media Technologies Data in Homeland Security Operations: Legal Issues

Harold C. “Woody” Davis, MD, JD
Transportation Security Administration
Department of Homeland Security

Existing international and domestic law lag behind events that are ever changing with new technology and the willingness to use that technology. The holding of the high ground has always been viewed as a necessity to a successful military campaign. With the advent of the competition in Outer Space, “the high ground” concept had new meaning for both military and legal leaders. New media technologies have a central role in this re-definition.

Outer Space

Traditionally international efforts to attempt to regulate the Outer Space competition emerged

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Center Promotes a Multidisciplinary Approach to Media Psychology

Lawrence Kutner, PhD
Co-Director, Harvard Medical School Center for Mental Health and Media
lkutner@hms.harvard.edu

A key element of the Harvard Medical School Center for Mental Health and Media, which is a division of the psychiatry department at Massachusetts General Hospital, is that we’re intentionally and intensely multidisciplinary. By approaching our research and outreach activities from several perspectives, we’ve been able to analyze and work with media in new and powerful ways.

The backgrounds of the co-directors of the center reflect that approach. Cheryl K. Olson, MPH, SD is a public health professional who’s also an award-winning writer and video producer with expertise in using mass and targeted media to change health-related behaviors.

(continued on p. 3)

Join TNT in Washington, DC

Meredith Cary, PsyD
Uniformed Services University for the Health Services
DrCary@selfcarenetwork.org

The Telehealth and New Technologies (TNT) Committee of the APA Division of Media Psychology will present a Plenary at the 2005 APA convention—Leveraging Media and Technology to Become Key Partners in Healthcare. It will inform psychologists how to best position themselves to fulfill their

(continued on p. 5)
President-Elect Paragraphs
Charles D. Spielberger, PhD, ABPP
spielber@chuma1.cas.usf.edu

Looking Ahead

The mission and goals of Division 46 have become a major priority in Ron Levant’s presidential initiative of making psychology a household word. Ron’s initiative has been incorporated as a primary focus of the new mind-body public education campaign of the Practice Directorate, which will include making training sessions for working with the media available to State Public Education Coordinators and other APA members.

To move forward in making psychology a household word, the Practice Directorate will expand its public education programs by making information “tool kits” available in major areas of public concern, such as warning signs of violence, and in preparing APA members to speak to the news media on issues involving their areas of expertise. Those who have mastered the training programs will also be asked to help in training other members in their states, provinces, and divisions.

Credit for initiating concern with applications of psychology in the public interest should also be given to Past-President George Miller, an experimental psychologist who recognized the importance of utilizing psychological knowledge to help people in dealing with problems of daily life, as well as in the diagnosis and treatment of the mentally ill. Division 46 can play an important and unique role in giving psychology away and making psychology a household word in developing its programs and activities. I plan to make, as my major priority, disseminating information to Division members regarding how we can contribute to improving communication with the media and helping to make psychology a household word.

Past President’s Reflections

Somewhere ‘Twixt 2004 and 2005
Louis A. Perrott, PhD
loupero@infionline.net

You are now reading the very first “Past President’s Reflections.” Prior to 2004, you could only find the Presidential Message in The Amplifier. Elsewhere in this issue, you can read both the Presidential Message and the President-Elect’s Paragraphs.

It is fairly easy to view divisional presidencies as an unconnected series of one-year programs. One of the themes I have emphasized during this past year while I served as President has been building CONTINUITY. Our Division stands to
gain a great deal through viewing each presidency, essentially, as three-year interconnected programs. The Amplifier will begin to cover this longitudinal perspective. Members can read the President-Elect’s Paragraphs, in order to be appraised of what is being planned for the coming two years. The President’s Message usually discusses issues related to what is already underway. Beginning with this issue, the Past President’s Reflections will update members on projects completed, as well as what remains to be finished up.

The first major revision of the Division’s Bylaws since 1997 has been underway since mid-2004. Our Board members’ past experiences with governing Division 46 have surfaced a number of needs for clarifying certain ambiguities in the existing bylaws, and, especially, the need to fill in omissions.

The Ad Hoc Bylaws Revision Committee that I appointed in 2004 expects to finalize a draft of revised bylaws that will soon be reviewed by the Board. It will then be submitted for ratification to the membership—hopefully, toward the end of this calendar year. So, this is one of the projects ‘twixt ‘04 and ‘05.

**Center Promotes a Multidisciplinary Approach to Media Psychology**

*(continued from p. 1)*

Eugene V. Beresin, MD, is the director of child and adolescent psychiatry training at the joint Massachusetts General Hospital/McLean Hospital residency program. He has worked as a consultant to children’s programming on HBO as well as to several prime-time network programs (e.g., ER, Law & Order: Special Victims Unit), and is a professional musician.

Although I’m a clinical psychologist by training, I’ve also worked for the past 25 years as a television news reporter and documentary producer, a New York Times columnist, a magazine columnist and a radio talk show host.

Our projects make use of our diverse backgrounds as well as those of our research staff, which includes an evolutionary biologist and a developmental psychologist. For example:

We’re looking at the potential influence of violent electronic games on young adolescents in the United States. This involves a range of approaches, including focus groups, multi-state written surveys of both parents and teens, and even measuring changes in brain waves (event-related potentials).

We’re developing an educational website for the parents of children who were born through the use of Assisted Reproductive Technology such as egg donation and surrogate pregnancy.

We will be producing a series of television news stories each year for four years on topics related to neuroscience. The first year will consist of ten stories related to stress, including what stress does to our brains and bodies, and both constructive and destructive ways of coping with stress. These will be distributed to local television stations throughout the United States. We will also create continuing education programs for journalists that will be offered in conjunction with the National Press Foundation.

We have written grant proposals to develop a program to help train pediatrics residents to diagnose and treat depression among children, and to develop a model program on teen depression for use in high schools.

We have been approached by and are in negotiations with a major cable network on the creation of brief broadcast programs on key mental health issues that would be linked to interactive, streaming video programs and other materials on the Web.

One area in which we hope to expand our work is in the production of broadcast documentary programming for PBS and cable on the topics of mental health and child development.

* Join the Membership Committee!

Are you creative? Do you enjoy reaching out to touch someone? Do you like networking with both old and new friends? If so, we want you. The membership committee needs creative “people” persons. The time commitment will be minimal, but the pleasures will be great. Get involved. Our division needs you. Contact me at 917-783-6877 or RBalt@aol.com.

Rochelle Balter, Membership Chair
Using Space-Based New Media Technologies Data in Homeland Security Operations

(continued from p. 1)

in the form of the international Outer Space Treaty and four other treaties. Also, the difficulty and cost of space operations effectively controlled the initial competition to a few national governments, specifically the US and the USSR. Yet in the past 30 years, the private development of the space industry has enabled proliferation of space launch vehicles, satellite manufacturing, satellite communications, satellite based navigation, and satellite multi-spectral sensing and its associated ground-based services throughout the world.

The space treaties call for the peaceful shared use of space by all mankind. The reality is that these proliferating space industry developments make mankind more vulnerable to damage from individuals or groups with particular motivations as well as isolated national governments with access to outer space. Industrialized nations that depend on new media information technology and automated systems are particularly vulnerable to man-made and natural disasters if the data routed via outer space is disrupted.

The United States has long had as a national objective the need to assure access to as well as use of outer space, for peaceful national security purposes. The long-standing US position is that “peaceful” means “non-aggressive” and as such, international law has developed consistent with a non-aggressive military use of space. This development mirrors another long-standing US position that if outer space is used as a medium for aggressive acts against the US, the US can defend itself under the provisions of Article 51 of the United Nations Charter.

The fact that aggressive acts can originate or be facilitated from space means that defense no longer starts at a land border. As space travelers have long observed, there are no borders from outer space. The concept of “Homeland Security” embraces this notion: there are no borders in the defense of the US. The holding of the high ground is vital to that end, and the meaning of “the high ground” has changed.

Homeland Security

Prior to 9/11, the idea of Homeland defense focused on protecting US borders from armed military attack by other governments. This was true despite a history of individuals and groups’ carrying out aggressive acts from inside and outside our own borders. The rise of terrorism, especially by foreign-based entities, operating on US soil, is a specific type of aggressive act defined in the US Code (Title 22, Section 2656f(d)) as “premeditated, politically motivated violence perpetrated against noncombatant targets by subnational groups or clandestine agents, usually intended to influence an audience.”

As terrorism increased in the 1990s, the US government’s view of homeland security shifted to a split approach that included counter-terrorism, defense against terrorist deployed weapons of mass destruction, and the defense of critical infrastructure from individual terrorist attack (e.g. cyber attack). Prevention as well as mitigation and recovery became important.

Then events of 9/11 drove home rather dramatically the limitations of a split approach to responding to terrorism, and cemented a new approach to aggressive acts by individuals and groups. The passage of several pieces of legislation was designed to implement a consolidated approach to the threat of terrorism. The Homeland Security Act implements this consolidated approach by establishing the goals of preventing terrorism by the sharing of intelligence and similar resources within the Homeland Security community. The evolution of this community combined with the growing threat and promise of space-based activities creates a stage for the development, deployment and operation of space-based new media technologies capabilities to support US Department of Homeland Security (DHS) operations.

Next Steps

While Congress wants DHS to benefit from and coordinate available resources (including intelligence), Congress has not addressed the more fundamental questions of who provides these resources. Current DHS operations rely mainly on national security sources like commercial satellites and their operators for communication/navigation/observation capabilities that, in times of crisis, could be restricted, unavailable, or compromised. While efforts are underway to leverage joint military operations such as the Navy-Coast Guard maritime tracking and surveillance network that would minimize reliance on national security assets, the existence of specialized space-based assets such as GPS, high resolution imagery, and communication intercept capabilities are unlikely to be replicated or be prohibitively expensive for DHS even if critical to DHS operations. Congress must decide how and when resources will be acquired and/or shared and by whom, so that all agencies can make best use of their new media technologies resources to accomplish their Congressionally directed missions.

Conclusion

These are but a few of the myriad issues, only some of which are legal in nature, that exist in the application of space-based data to Homeland Security operations. Many of these issues have been addressed but many remain. Ultimately these issues are likely to be decided not by analysis but by events. The holding of and willingness to use the high ground of space may well decide the ultimate success of Homeland Defense. As DHS evolves and new media technology advances, that chilling possibility must be kept firmly in mind.

NOTE: The views expressed in this article are those of the author and do not reflect the official policy or position of the Transportation Security Administration, Department of Homeland Security, or the U.S. Government.

1Referring to that space at or above the Karman Line. This is an internationally designated altitude commonly used to define outer space. According to definitions by the Fédération Aéronautique Internationale, the Karman or Kármán line lies at a height of 100 km (about 62 miles) above Earth’s surface (i.e. 100 km above mean sea level). It was named after Theodore von Karman. Around this altitude the Earth’s atmosphere becomes negligible for
aeronautical purposes, and there is an abrupt increase in atmospheric temperature and interaction with solar radiation.

3Jeffrey D. Simon, The Terrorist Trap, America’s Experience With Terrorism, Bloomington, Ind. Univ. Press, 1994
5Christopher M. Petras, “Military use of International Space Station and the concept of peaceful purposes” Air Force Law Review, Spring, 2002
8US Congress, House Subcommittee on Terrorism and Homeland Security, Report to the Speaker of the House and Minority Leader from the Subcommittee on Terrorism and Homeland Security House Per meant Select Committee on Intelligence, July 17, 2002

Join TNT in Washington, DC
(continued from p. 1)

potential to become a leading force in the future of interconnected healthcare.

Increasingly, consumers and providers are connecting for health information and services. And, on the Web, anyone can spread information. However, in the face of epidemics like obesity, depression, HIV/AIDS and others, where behavior contributes to countless preventable deaths, psychologists can have a huge impact. Clearly, Bandura has shown how health behavior of entire populations can change via entertainment media followed by education.

If psychologists don’t take the lead in sharing their expertise in self care and behavior change, others in the health industry less qualified to do so, surely will. TNT offers this APA-wide dialogue to bring together those who want to lead, not follow. Our goal is to enable psychologists to leverage technology, media, and entertainment both for the greater good as well as for professional gain. Using social enterprise, psychologists can fulfill the promise of bringing science-based prevention to all – effectively, efficiently, and safely.

One speaker will show how ANY expertly qualified psychologist can take the lead of a health community (like for depression or obesity) to empower consumers to make healthier choices, such as finding (1) providers who use science-based treatments, (2) research-based community programs, (3) empirically supported self care techniques, tools, and services, and (4) positive social support from others using science-based strategies. The other three speakers, from academe, business, and a foundation, will present ways to integrate psychological services via web portals, games, and home telehealth.

Leigh Jerome, PhD, Director, Extramural Research and Development, Pacific Telehealth and Technology Initiative, will present: Emerging web portals for chronic care and opportunities for psychologists (http://www.hetinitiative.org/).
2. Pam Kato, PhD, EVP of HopeLab will present: Video games and chronically ill kids: A psychologist-developer’s perspective (http://www.hopelab.org/index.html).
3. Lisa Roberts, PhD, of Bayer/Panasonic’s Viterion TeleHealthcare, will present: Home Telehealth: Opportunities to integrate psychologists into coordinated care (http://www.viterion.com/).
4. Meredith Cary, PsyD, Chair of the APA Div 46 TNT Committee will present: SelfCareNetwork: Consumers find providers who use evidence-based practices.

We’re looking forward to meeting you in DC. And, we invite all interested APA members to join the work of the TNT Committee.

Call for Division 46 Fellow Nominations

The Fellows Committee invites you to apply for initial Fellow status if you:

• have held a doctoral degree in psychology for at least five years,
• have been a member of the Division for at least one year,
• have made an outstanding and documented contribution to the science, teaching and/or research of media psychology, and are endorsed by three APA Fellows, including two Fellows within the Division if possible.

Current Fellows, who are already Fellows in other divisions, and who seek Fellow status in Division 46 should submit a statement outlining their involvement in media psychology.

Please send for your application forms early since the process is a lengthy one. The deadline for final submission of materials for 2005-2006 is December 1, 2005.

Requests for application forms should be sent to:

Gloria B. Gottsegen, PhD
Chair, Fellows Committee, Division 46
22701 Meridiana Drive
Boca Raton, FL 33433
561/393-1266 Fax: 561/393-2823
E-mail: GGottsegen@aol.com

Join TNT in Washington, DC
(continued from p. 1)
**Presentations and Interviews**

Irene Deitch, PhD, July-Aug, 2004 was the chair and moderator: “So You Want To Become A Media Maven;” “Producing And Hosting;” “Making Connections , Cable TV” at the APA Annual Convention, Honolulu, Hawaii.

Kimberly S. Young, PsyD, Director of the Center for Online Addiction, was interviewed by Cleo magazine and by the Folha de S.Paulo (both Brazilian newspapers) for stories on eBay addiction. She also appeared in the December issue of Ebony magazine for a story on children hooked on the Internet and in the November issue of ESPN magazine for a story on sports fantasy gaming addiction.

Dorothy G. Singer, EdD, presented a paper at NAEYC in October 2004 in Anaheim, CA as well as at a Berlin conference on Intergenerational Play on November 8, 2004. Dr. D. Singer presented “Television and its impact on the young child” as well as the positives of the media in a symposium on Psychology and New Media Technologies at the Eastern Psychological Association on March 12, 2005. Moreover, she will present a paper at a 10–11 June 2005 Yale University conference on “Play-Learning” supported by Fisher-Price, Inc. Also, Dr. D. Singer has been interviewed by USA Today, Med Online, and numerous others.

Jerome L. Singer, PhD, also presented a paper at NAEYC in October 2004 in Anaheim, CA as well as at a Berlin conference on Intergenerational Play on November 8, 2004. Dr. J. Singer presented “Videos and computers: The educational potential and possible hazards of video games and computer play” as well as the positives of the media in a symposium on Psychology and New Media Technologies at the Eastern Psychological Association on March 12, 2005. Furthermore, he will present a paper at a 10–11 June 2005 Yale University conference on “Play-Learning” supported by Fisher-Price, Inc.

Linda Sapadin, PhD, at Barnes & Noble, Long Island branch, will present on her book Master Your Fears. In addition, she has had print interviews with the Australian magazine chik on “Overcoming Procrastination” and with Jewish Woman on “Resilient Women” as well as a television interview on “Master Your Fears” for the “God Squad” program.

Florence Kaslow, PhD, during 2005 presented three workshops on Family Business Consultation in Spain, and made several presentations at the International Family Therapy Association Congress in Turkey. Some of her other travels took her to do a workshop for the Michigan Psychological Association, as well as to present at grand rounds at Regent University in Virginia.

Mary Gregerson, PhD, was the discussant for a symposium Psychology and New Media Technologies for the Eastern Psychological Association in Boston, MA in March 2005.

**Curriculum**

Brenda Shoshanna (Lukeman), PhD, is presently teaching online at Barnes and Noble University “Zen Miracles in Your Life,” based upon her book Zen Miracles (Finding Peace in an Insane World), Wiley which integrates Zen and psychology into new ways to handle stress, loneliness, and confusion as well as bring a new sense of meaning to life. In addition, she is working in the area of spirituality and psychology, and presenting workshops and new curriculum for Interfaith Seminaries.

Kimberly S. Young, PsyD, Director of the Center for Online Addiction, had a six-hour distance education course, “Internet Addiction: Evaluation and Treatment” published through the Distance Learning Center for Addiction Studies (www.dlcs.com). The home-study course is approved for 6 hours of CEUs by such governing bodies as the American Psychological Association, the National Association of Social Work Boards, and the National Board of Certified Counselors.

Linda Sapadin, PhD, taught on 6 March 2005 two seminars at Hofstra University’s Sunday College: “How to Become More Resilient” and “Journey to the Wonderful World of Dreams and Fantasies.”

Douglas A. Gentile, PhD, presented in December 2004 an invited lecture “The Psychology of Successful Video Game Initiatives” at the Video Games/Entertainment Industry Technology and Medicine Conference, Marina Del Rey, CA, where he also presented with P.J. Lynch an invited lecture “The Physiological and Psychological Effects of Video Games.” Moreover, Dr. Gentile provided interviews usually on video games and youth for Newsweek, NBC, MSNBC, ABC, BBC, Washington Post, USA Today, LA Times, NY Times, and Newsday, among others.

**Chapters and Books**

Brenda Shoshanna (Lukeman), PhD, just released a new ebook and program entitled Living By Zen (Timeless Truths For Everyday Life), which is available at www.livingbyzen.com.


Florence Kaslow, PhD, during 2004 had the four (4) Comprehensive Handbooks of Psychotherapy, for which she was co-editor, re-issued in paperback in addition to the hardback edition. In addition, Family Therapy Around the World: A Festschrift for Florence W. Kaslow was edited by William C. Nichols, EdD, and published by Haworth Press in both soft and hardback editions; a festschrift issue is a great honor for anyone to whom it is dedicated, and Florrie was just delighted with this.
Lawrence Balter, PhD, and his co-editor, C. Tamis-LeMonda had Taylor & Francis/ Psychology publish in 2005 the second edition of Child Psychology: A Handbook of Contemporary Issues.


Research

Dorothy G. Singer, EdD, just completed for HIT entertainment a study and final report on Barney & Friends, which is a review of the 900 and 900UK series on TV. In addition, she is working now in five states on our project “My Magic Story Car,” which is a series of 5 imaginative games to help ready preschoolers for kindergarten entry.


Honors
Brenda K. Wiederhold, PhD, Chief Executive Officer of the Interactive Media Institute in San Diego, CA was awarded for her continuous effort to further the application of advanced technologies and Virtual Reality (VR) for patient care the 11th Annual Satava Award at the 2005 Medicine Meets Virtual Reality (MMVR) conference, which serves as an international forum for physicians, computer scientists and educators to present research on data-centered solutions to health care problems.

Douglas A. Gentile, PhD, was named Research Fellow, Institute of Science and Society, Iowa State University in 2004.

Business Ventures
Roger Klein, PhD, continues to produce 5 to 10 minute psychology videos that appear on CD Roms that accompany textbooks published by Wadsworth. In the latest round he traveled to California to feature the work of Claude Steele, PhD (stereotype threat), and Jeanne Tsai, PhD (effect of culture upon emotion), both at Stanford, Elizabeth Loftus, PhD (reconstructive memory), at UC Irvine, Gregory Herek, PhD (sexual prejudice), at UC Davis, and Rodolfo Mendoza-Denton, PhD (affect regulation), at UC Berkeley.

Advocacy
Irene Deitch, PhD, in November 2004 trained with the APA Public Policy Office and the APA Office of Aging as a Legislative Advocate, and she visited with Legislative Officers like Senators Hillary Clinton and Charles Schumer as well as Congressman Vito Fossella. In addition in 2004 when Dr. Deitch served on the Public Relations Committee of NYSPA President Sharon Brennan for the project, Taking Psychology to New York Communities, she helped to develop and review media scripts designed to market and promote psychology for statewide distribution of four radio and television public service announcements. She was invited to serve as Media Ambassador to radio and television stations, and will participate in Staten Island and Brooklyn.

Call for Nominations: 2005 News Media Recognition Award

Elizabeth Carll, PhD, Chair
News Media, Public Education, Public Policy Committee

The News Media Recognition Award was developed to recognize excellence in the reporting of psychological information and research. Last year’s award was unique, as the News Media, Public Education, Public Policy Committee’s emphasis was on selecting a journalist who demonstrated excellence and a track record in the reporting of psychological information with a focus on connecting it with public policy change. Such a focus is not easy to find and nominations in this area are especially welcome. However, journalists from any form of media (print, broadcast, internet) with a track record of excellence in reporting psychological information are eligible for nomination.

Reporting can be more than information dissemination and can be combined with the goal of creating positive social change. Therefore such a consistent mental health focus influencing policy may not be feasible at the national level and is why the 2004 News Media Recognition Award went to a journalist from a rural regional newspaper.

The News Media Recognition Award’s previous recipients have included Marilyn Elias from USA Today, Andi Gitow from NBC News, Peggy Girshman from NPR and Patricia Bellinghausen from the Billings Gazette, a regional newspaper with a remarkable track record of social activism focusing on mental health issues. The recipients have represented a diversity of media from print, TV, and radio, from Los Angeles, New York, Washington DC, and Montana.

Please contact Elizabeth Carll, PhD, at ecarll@optonline.net or 631-754-2424 with recommendations for nominations. Selection of the recipient will be determined by the News Media, Public Education, Public Policy Committee.
I. APA’s Activities

APA has a surplus financially since 2003, primarily due to revenues generated from electronic publishing. He reported that APA receives only 16% of our operating expenses from dues.


APA’s Convention had over 13,000 on-site registrations in Hawaii.

II. Council Actions

Council will hold break-out groups during the February meetings to review and update its priorities. Follow-up and feedback will be given at future Council meetings.

Interdivisional Grant Programs for divisions, state, provincial/territorial associations. Grants available at $2,500/project.

Resolution on Bullying among Children and Youth was accepted by Council. This general statement speaking of the distress that bullying fosters will be included in the APA Policy Manual, posted on the website, and distributed.

The Report on Same-Sex Families and Relationships was adopted by Council.

The report from the APA representatives who went to World Conference Against Racism, Racial Discrimination, Xenophobia and Related Intolerance (WCAR) held in Durban, South Africa was postponed until the Feb. 2005 meeting. A Task Force was established, chaired by Sandra Shullman, and whose members were appointed by President Diane Halperin to report to Council in Feb. regarding concerns raised by Council members regarding the anti-Jewish and anti-Semitic statements made at the conference. It was noted that the United States, Israel, and a number of NGO (non-governmental organizations) left the Conference in protest of these statements.

III. APA Media Activities (Division 46’s participation from the outset of these projects has not requested unless specifically noted.)

The Executive Directors of the Practice and Science Directorates will identify opportunities to work within the Public Education Campaign.

Public Education Campaign Assessment: Russ Newman reported that the Practice Directorate periodically conducts public opinion research replicating the study a few years later. Russ suggested the original “snapshots in time” did not evaluate the public education campaign: they did not measure impact. These studies measured ‘reach’ – the numbers of brochures taken, the number of people who heard the message, etc. Based on the latest public opinion polling, the Practice Directorate is in the process of revising its “Talk to Someone Who can Help” campaign, in particular, messages are being developed to be relatively more direct and aggressive attempting to specifically focus on psychology rather than the broader concept of mental health. Russ explained at the campaign’s outset, poll data and focus group testing indicated the public’s level of awareness to be such that the broader focus on mental health services (including psychological services) was believed to be a prerequisite to focusing more directly on psychological services.

Task force on Advertising and Children and the APA Resolution on Children’s Mental Health - Public Interest Directorate

Council rejected the establishment of a task force to investigate the feasibility of developing endorsement of children’s products. Council accepted the Report of the Task Force on Psychology’s Agenda for Child and Adolescent Mental Health

APA boards and committees will draft APA Resolution on Violence in Video Games and Interactive Media (Division 46 is a principal author) at the March, 2005 Consolidated meetings.

“Increase Media Staff in Science Writing” will be on the Council agenda for the Feb. 2005 meeting.

The third edition of the ACT media messages (ACT- Adults and Children Together Against Violence) is being developed. APA is working with the advertising firm, Chemistrì—the lead advertising and marketing firm for General Motors. Chemistrì is working free of charge on the new ACT radio and print advertising. The Advertising Council will distribute these new ads to the media this spring. Funding for this new wave comes primarily from the MetLife Foundation with some supplemental funding from APA. APA staff has made reports to Division 46 of progress on the project.
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Dr. Nordal is Chair of APA’s Committee for the Advancement of Professional Practice (CAPP), former member of the APA Board of Directors, Fellow of APA and the Mississippi Psychological Association (MPA), past president MPA, and Finance Chair of APA’s Division 42 (Independent Practice).

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2005 Convention Activities in Washington, DC

Save the Date: Division 47 Exercise and Sport Psychology presents The 27th Annual Running Psychologists’ APA 5K “Ray’s Race and Walk” on Saturday, August 20, 2005, at 7 am. Bus transportation from APA hotels will be provided. If you would like a registration form, please contact Amplifier Editor Mary Gregerson, PhD, at oltowne@aol.com, or (703) 391-8661.

APA Division 46 – Media Psychology: Membership Application Form

Date: ______ Name and Degree: ________________________________________ Occupation: __________________________________

Home Phone: ______________________ Work Phone: ______________________
Fax: _____________________________ Email: ____________________________
Address: ___________________________________________________________________________________________________
City: __________________________________________________________________ State & Zip Code: _____________

Are you an APA Member?
☐ Yes
☐ No

If yes, current APA membership status:
☐ Member
☐ Associate
☐ Fellow
☐ Student

APA Membership Number: _______________

Membership Status Desired in Division 46:
Member (must be APA Member or Fellow)
Associate (must be APA Associate Member)
Professional Affiliate (no membership in APA)
Student (must be enrolled in a full-time graduate or undergraduate university/college program)

Dues:
☐ $25 Member, Associate, or Professional Affiliate Dues Amount Enclosed: __________
☐ $15 Student

MAKE CHECK OR MONEY ORDER PAYABLE TO Division 46, Media Psychology and mail to:
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MEDIA PSYCHOLOGY • 2005 BOARD DIRECTORY
THE AMPLIFIER

Psychology and New Technologies
Symposium for the Annual Conference of the Eastern Psychological Association, Boston, Massachusetts, March 12, 2005

Co-chairs:
Judy Kuriansky, PhD, Columbia University Teachers College, New York Daily News columnist, radio call-in advice host, and co-founder, The Association of Media Psychology; “Overall Symposium Introduction and Research on Media Psychology.” The ubiquitous role of technology and the media is the central point for this symposium. Presentations cover the prolific range of media psychology activities including both print and electronic media, the impact of “giving psychology away to the public,” as well as the most recent reports from experts in the field, and data on the emerging use of the internet and clinical models of e-advice (e.g., the Reassure Model).

Ellen Langer, PhD, Harvard University: “Introduction to Creativity and Media.” Given that children watch television and are not likely to stop doing so, the questions become, “Is there perhaps a better way to watch TV? Can children/adults be taught mindful televiewing?”

Participants:
Dorothy G. Singer, EdD, Yale University: “Television and its impact on the young child.” Young children today watch three to four hours of television daily. Poorer children watch even more. Children watching violent TV programs like action/detective shows or specific kinds of cartoons are more aggressive than children watching more benign fare. TV also produces fear responses in children exposed to programs with frightening elements. When parents control their children’s televiewing (kind of program, number of hours, and content discussion), TV may less negatively influence a child. Research will be discussed for both the negative and the positive influences of television.

Jerome L. Singer, PhD, Yale University: “Videos and computers: The educational potential and possible hazards of video games and computer play.” Substantial evidence shows children and early teens who heavily play violent content video games likely show increases in overt aggression and social disobedience. Also other types of play situations have potential to foster education, general knowledge, and imagination. New computer play situations like the Sim series may both stimulate the young to explore personal identity and to experience identity confusions. Current research on video games and computers will address these issues.

Lawrence Kutner, PhD, Harvard Medical School: “Videogame violence: Are we worried about the right things?” The current outcry over violence in today’s electronic games, and the suggested remedies for it, are better understood when compared with similar responses by earlier generations to the new media of their times, such as comic books and motion pictures. Most studies of electronic game violence are flawed or insufficient as a basis for public policy decisions. We need different types of studies, and must avoid simplistic conclusions about complex behaviors.

Louis Mora, BA, St. John’s University, “Effects of framing upon perceptions of Internet therapy.” Traditionally psychotherapy has been face-to-face, however, throughout the past few years Internet therapy has been a burgeoning field. The present study with two experiments explores perceptions of Internet therapy by manipulating the framing techniques used on simulated Internet therapy site home pages. In experiment 1 participants were predicted to be naïve to the disadvantages of Internet therapy vis-à-vis face-to-face. In experiment 2 participants were expected to rate higher positively framed Web pages. Overall, participants in both experiments rated Internet therapy low, which has implications for future research.

Discussant:
Mary Banks Gregerson, PhD, Family Therapy Institute of Alexandria, “Psychology and media can make life better.” The challenge psychology researchers, practitioners, consultants, and policy makers have is how new technologies can benefit individuals and our culture rather than undermine the quality of life.

Editor’s Notes
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Imagine a day without a telephone, without a television, without a newspaper, without books to read, without mail to receive or send, without movies to see, without telegrams to send, without compact discs to play music, without talk radio to debate, without the Internet to surf…. Would such a day be more or less manageable? Do new technologies help or hinder quality of life? Does the remoteness of attention induced by media impede or enhance our immediate experience?

How would we communicate without our message media? Historically, even Native Americans were known to send smoke signals across the expanse of land separating tribes. Yet today even impoverished households in Third World countries have televisions. In industrialized nations, digital video recorders (DVR) increase by 5-6 hours per week the average of 3 hours/day of televiewing, according to the December 7, 2004, Los Angeles Times. Like the voting for the American talent show winner of “American Idol,” first in the Netherlands, then Portugal, Switzerland, and Turkey, fund-raising for the 2004 tsunami relief could be done by telephone transfer. Business people term their Blackberries and cell phones “white collar leashes” which keep them tethered to the work base no matter how far they roam. In all these instances, time and space have been challenges to overcome in weaving together experiences of
our past, present, and future as well as in weaving us together in community.

Non-reflexively, we send thoughts, images, and sounds to ease the separate existential angst of our common solitude. What if we only had the person(s) right before us to bridge this existential conundrum? Do our remote media actually interfere with face-to-face communication and/or facilitate or impede a sense of connectedness? In our modern world, as Marshall McLuhan has stated, this technology has also become the basic societal medium or activity, replacing mechanization. Information technology (IT) is changing the way we conduct business, provide services, and inform the public. For us, psychology research, practice, and education have fundamentally changed with the advent of new technologies. As a matter of fact, the number one revenue source for APA is electronic publishing. The presence of digitized communication is deemed so fundamental—almost a right rather than a luxury—to education that some schools issue a personal computer along with books to each student at the beginning of a semester.

A challenge faced by a multi-media Amplifier, which was the 2004 mandate, is equity across the digital divide. Yes, a number of you, dear readers, can imagine a day without the Internet or at least the APA Division 46 Media Psychology Listserv since only 144 of the ~540 Div 46 members belong to the ListServ. For those of you who are members of this networking mechanism, this new technology delivers information more immediately than snail mail, more facetiously than newspapers, less intrusively than telephones, and more interactively than books. Yet we have no numbers of how many Div 46 members with Internet access do not belong to the Division ListServ. If you aren’t a member of the listserv, consider signing up at http://www.apa.org/divisions/div46/listserv.html.

Those not “hooked up” should not be penalized, though, so this year we will publish every article entirely in the print AMPLIFIER. The Internet will be used for special features like the Winter 2004 feature with online streaming audio for Dr. Roger Klein’s “The Psychology Minute.” This “sound bite” is certainly worth a special trip, if you do not have a personal computer, to an academic or public library or to a commercial establishment like an Internet café or Kinko’s Xerox Services. Watch out, though, because the computer phobic or computer challenged can become computer addicted!

Also, since we want everyone to know by when to submit Amplifier articles, in the spirit of digital equity we resorted to snail mail to announce new submission deadlines. No matter how state-of-the-art electronic media delivery of The Amplifier may become, Div 46 members still seem to prefer paper and ink. The typeset page seems to carry such importance whether the articles are peer reviewed, or not.

Responses to new technologies are varied, as seen in the Eastern Psychological Association symposium presentations found in this issue’s two-page New Technologies “tear out.” Feel free to tear out and keep for handy reference this page, which also contains these Editor’s Notes detailing the new “buzz words” in new technologies. These phrases become the shorthand denoting insiders and facilitating their communication. On 16 February 2005 the District of Columbia Chapter of the Association of Women in Communication presented the program: “Hot or Not: Buzz-worthy Internet Communications Technology for 2005: An Interactive Discussion with Shabbir Safdar, CTO of Mindshare Interactive Campaigns.” What follows is a selected glossary of new concepts that Mr. Safdar presented:

**Advergames:** Serious video games

**RSS:** Really Simple Syndication: feed alerts to homepage content, which may be accessed conveniently (like TIVO)

**Homepage:** Main clearinghouse screen for a website

**Landing page:** Link determined by RSS feed

**Ringtone:** Melody of bells signaling incoming communication

**Wallpaper:** Image on back of phone

**Text messaging:** Abbreviated text (like U R OK) that reduces to the 160 characters on a phone.

**Smart phone:** Unit that merges PDA and phone functions

**Wikipedia:** Free Internet encyclopedia

**Wikimedia:** Foundation to foster free, public, open-content, wiki-based projects in many languages

**Wiktionary:** Free dictionary and thesaurus

**Wikiquote:** Free encyclopedia of quotations

**Wikibooks:** E-book resources collection especially for students

**Wikinews:** Free content news service

Just like this new tech buzz can facilitate involvement in the field, this entire Spring issue and the Summer issue, too, will provide information about the Division 46 Media Psychology Program for the 2005 American Psychological Association Convention in Washington, DC. Then the Winter issue reports in full on the presentations.

Furthermore, these Editor’s Notes also encourage Div 46 members to tune in, join up, and be heard in the myriad of Division activities. For instance, FYI, in the Summer 2005 issue the Board Directory now found on page 11 of this issue will contain 1–2 sentence annotations about what each committee is doing. Do find something of interest, do contact the chair, and get ready for a stimulating, fun, exciting experience. Division 46 Media Psychology is far more than meets the eye. Come find out what I mean.
The Amplifier is the official newsletter of APA Division 46, Media Psychology, and is published four times this year (Spring, Summer, Fall, and Winter). Unsolicited contributions from members are welcomed and encouraged. Articles must be relevant to media psychology and should not have been published elsewhere. All submissions should be sent to the Editor by e-mail at oltowne@aol.com. Submissions must be received by March 1 for Spring issue, April 15 for the Summer issue, July 15 for the Fall issue, and September 15 for the Winter double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.