

THE AMPLIFIER

MEDIA PSYCHOLOGY

DIVISION 46 OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION



SPRING 2004

Photography as Media Psychology

By Alan D. Entin, PhD



Alan Entin, PhD

Photography is visual media. The use of photography to produce psychological experiences is one way I am a media psychologist. As a media psychologist, I am a family systems psychotherapist who engages people in dialogues about their families to understand their family processes, which operate and shape their ideals, values, character, and traditions. The conversion of emotional processes and relationships

into a visual or pictorial image in space challenges me as a media psychologist and as a family systems therapist as well as an artist. (continued on p. 6)

Guest Article from International Experts: How Psychology in the Media Affects the Work of A Minister of Health and the Health Sector in Uganda

By Hon. Capt Mike Mukula and Dr. Fred Kigozi

Introduction

The term Media connotes the various means used to disseminate information to the public. The common Media in Uganda are Print Media (newspapers and magazines), Electronic Media (TV, radio, cinema etc), and the Internet lately. The Media audience is largely rural, as nearly 80% of the population is of a peasantry background, hence susceptible to manipulation or misinformation especially with unethical journalism. The Minister of Health has a duty to advocate for sound Primary Health Care policies, which emphasize promotion, prevention and treatment for better health outcome, (continued on p. 7)



Capt. Mike Mukula

Virtual Reality Debuts at National Institutes of Health

By Brenda Wiederhold, PhD, MBA, BCIA, and Mark D. Wiederhold, MD, PhD, FACP



Brenda Wiederhold

The National Institute on Drug Abuse (NIDA), at the National Institutes of Health, sponsored a one-day symposium entitled "Virtual Reality: Opportunities for the National Institutes of Health" on February 24, 2004, featuring eight of the leading experts who are using virtual reality (VR) in healthcare.

(continued on p. 8)

The Media Watch Committee: Our History

Keri L. Heitner, PhD, and Chair Harriet T Schultz, PhD

Under the leadership of our late colleague, Shirley Glass, the Media Watch Committee was formed in the winter of 1998 in reaction to the portrayal of psychologists in film and television. Shirley was our first chair, and served in this capacity until 2000, when Harriet Schultz took over this role. Shirley served as Vice Chair until 2003, when she became Chair Emeritus. In summer of 1999, a core group of Committee members, with

Shirley at the helm, crafted a set of goals to guide our mission. The following goals continue to set a frame for our work:

- Monitor portrayals of psychologists and other therapists in the media for trends and characterizations, with particular attention to the ethical/professional behavior of therapists.
- Heighten awareness among psychologists of the nature and potential impact of media depictions of therapists by research and conceptual presentations through *Amplifier*, *Monitor*, *Listserve*, conferences, and professional journals. (continued on p. 5)



Keri L. Heitner, PhD



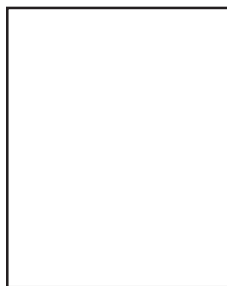
Alan Entin's photograph, from the series *Where Magic Interferes With Reality*. "Les Chevaux et la Tour"

Presidential Message

By Louis A. Perrott, PhD

Just As An Ocean Liner Slowly Turns, . . .

Many past Division 46 years have featured twelve-month agendas. As one of my major themes this year, I'd like to emphasize CONTINUITY.



Louis A. Perrott, PhD

But, first of all, special recognition goes out to Past President Betsy Carll. You will remember that she stepped in early to fulfill presidential duties while she was still President-Elect, pinch-hitting for then-President Rhoda Fisher who was attending to health issues. During the presidency year just concluded, Betsy formulated a great many new ideas and initiatives that have started the Division turning in new and important directions. She aimed at expanding and redefining our vision of what "Media Psychology" encompasses. She developed new awards, to highlight contributors to the field. She was instrumental in drawing attention to media's close interconnections with technology developments. She created a Student Committee, now chaired by June Wilson, to interface with graduate students and young professionals. A very hearty "Thank You, Betsy" for your vision, time, and energy, your dedication, and multiple past contributions to Division 46!

What Betsy has started, I would like to continue and extend. In doing so this year, what I hope is that future presidents will continue this trend and join in with existing projects, and/or start some new projects having life spans of greater than one year. Betsy initiated the Long Range Planning Committee, chaired by past president Lilli Friedland, who has graciously agreed to continue on with this role for at least another year. This committee consists of an assembly of people charged with the task of taking a 5-year perspective on the division and calling attention to matters needing attention sooner, based on this longer range outlook. Its recommendations will be an important means of keeping "big picture" issues in the forefront, as well as encouraging continuity.

Looking shorter term, I have begun and will continue discussions with President-Elect Peter Sheras aimed at projects the Division has under-

way that will extend into his presidency year. One of these, Peter is initiating, in collaboration with Kate Wachs, whom I have appointed to chair this year's Ethics Committee. This promising project has to do with media ethics. Now that the revised APA Code of Ethics has come out, it is timely for our division to be attentive to specific ethical issues pertinent to media psychology. The most recent document that we have related to this matter is the "Suggestions for Psychologists Working with the Media," formulated by Kate Wachs and her committee at the conclusion of a 4-year journey ending in 1998. Kate and Peter will work together toward both presenting a program at the 2004 APA convention on this topic. In addition, they will work toward beginning the work of developing an ethics casebook, in collaboration with APA. This project will not be concluded until into 2005 and will be featured in Peter Sheras's presidential year.

I want the second major emphasis for this year to be STRENGTHENING THE DIVISIONAL INFRASTRUCTURE. The recent all-day Division 46 Board meeting on February 19 covered a great many issues and topics touching upon current divisional issues, organization, and operations. The appointments of Pauline Wallin, as Secretary, and Alan Entin, as Treasurer, were approved, replacing Sarah Benolken and Gloria Gottsegen, respectively, who had resigned. One of the recommendations of the Long-Range Planning Committee was to review and revise the By-Laws. Although in early 2003, the membership had voted to amend our bylaws in one area (length of terms of the members-at-large), the Board concurred that now is an opportune moment for a broader review of the divisional bylaws. I have appointed and will work with an Ad Hoc Committee, chaired by Charles Spielberger, to complete this project in a timely fashion.

The upgrade of the divisional website (<http://www.apaDiv46.org>), begun last year, will be continued and expanded. Richard Bedrosian has accepted the charge of being the division's new Website Administrator. One goal will be for our website to become more of a resource and depository for information about media psychology, both for our own members and for website visitors. As our conception of "Media Psychology" grows beyond print, radio, and television, into applications the new technologies make possible, it is very important for our website to reflect these changes in its appearance, format, and content. Alterations will be forthcoming.

Clicking on <http://www.apaDiv46.org> is also one important way for non-divisional members to acquire information about media psychology in general, about specific education and training opportunities in media psychology, about specialized topics of interest—such as telehealth—and also about contributions of people in our division to the evolution of the field. Putting this kind of information on the Div 46 website allows for broader dissemination of media psychology communications, thereby getting the word out, and also provides a means for prospective members to know about the division and perhaps an inspiration to join us.

Another aim will be for the website to become an additional means of communicating divisional information—which will be posted in the "For Members Only" section. There, we will aim to have more extensive divisional reports and information available, which might only be synopsisized in the Amplifier, and/or referenced briefly on the divisional

For the Summer *Amplifier*, Eve Whitmore, PhD, will honor her mother, the late Rhoda Fisher, who was a Division 46 Past President. In addition, members' memories of Rhoda and an article by Past President Elizabeth Carll will be included in the commemoration.

Rhoda Fisher, PhD

listserv. And, by the way, if you are not already subscribed to the divisional listserv, you may do so by sending an e-mail to listserv@lists.apa.org.

I have appointed Helen Friedman to chair the Editorial Policies and Guidelines Committee. As its name implies, the mission of this committee will be to monitor and oversee policy applications and practices relevant to our division-sponsored communications, including the website, listserv, and *Amplifier*.

Meredith Cary has agreed to chair the Telehealth and New Technologies Committee. Her interest and expertise in media and web-based applications of healthcare information has resulted in innovative thinking about linking consumers with healthcare information, so they can more actively participate in decision-making and their own treatment. Ways that Division 46 might relate to these efforts are under consideration. Information pertinent to these activities will eventually be placed on the website.

Thanks to Harriet Schultz for agreeing to stay on as Chair and continue providing leadership for the Media Watch Committee. They have completed a longitudinal compilation of their own history, which Harriet recently submitted as one part of her report to the Board. This history may be viewed by going to our website.

Another big thanks goes out to past president Florence Kaslow for staying on again as the Publication Board Chair. Florrie has been tireless in her efforts to add to our divisional publications, beyond what now stands at two volumes. Information about purchasing these (Volume One is *Perspectives on Psychology and the Media* and Volume Two is *Psychology and the Media: A Second Look*) appears elsewhere in this *Amplifier* issue. Owning these volumes is an excellent means for students and young professionals, as well as anyone wishing to learn more about the field, to become acquainted with prominent issues in Media psychology, in addition to supporting the Division.

In the next *Amplifier* issue, you will be hearing more about the exciting divisional programs being planned for the 2004 APA Convention in Hawaii, July 28–August 1. Chair James Bray and Co-Chair Jean Cirillo have been hard at work making preparations. Two of these presentations involve collaborations with other divisions with whom we share common ground.

The third major emphasis for this year will be EXPANDING MEMBER BENEFITS. By doing this, we will be giving our current members good reasons for continuing to pay their annual dues, good reasons for members currently in arrears to pay their annual dues, and good reasons for prospective members to “take the plunge” and pay their first year’s dues. Rochelle Balter has agreed to stay on as Membership Chair and is developing a series of initiatives in these areas. I will be actively working with Rochelle throughout the year, as these important efforts aimed at attracting and retaining members are implemented.

The fourth and final 2004 emphasis will be upon Division 46’s INFLUENCE with APA psychologists and with APA, itself. The division slowly continues to change its image beyond the fairly exclusive past

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*Printed partially online. See URL at the end of the article.

focus upon psychologists making media appearances. This still represents one small but significant slice of the total Media Psychology pie.

What other psychologists’ attitudes are towards media and how extensive is their knowledge of media effects will directly influence how much they attend to involving media and communication technologies in their planned work projects. Research findings about psychology in media can only be used, if they are known to psychologists and are deemed relevant and useful. The Division will look for ways to assist psychologists to better plan for media involvement—and especially new technologies—for advancing their agendas. Being active and resourceful about recognizing and promulgating important research findings about psychology and media will be one important means of doing this. Involving our existing divisional members strategically with ongoing or new psychology projects that have significant media components is another way of doing this.

There is a season . . . Turn, Turn, Turn. . . .

President-Elect Paragraphs

Peter Sheras, PhD



Peter Sheras, PhD

I am honored to begin my term serving as the President-Elect of the Division of Media Psychology. Many of you know and realize that the time we spend in office is very short and the chance to accomplish useful initiatives may be brief. I was asked to speak a little in each edition of the *Amplifier* about ideas and initiatives I see for the coming two to three years. Today I want to speak about two major areas I would like to have the Division address: media ethics and collaborations with other divisions.

Since the inception of the Division 46 in 1987, the Division's mission has included enhancing the roles of psychologists in all aspects of research and practice in the media. The need to provide guidelines for psychologists' behaviors in interacting with the media or evaluating it has always been present. With the recent explosion of old and new forms of media the need to address the issue seems more pressing. The desire to create "ethical standards" has been under discussion for many decades in the Division and at APA with little real lasting progress. With the publication of the new APA "Ethical Principles of Psychologists and Code of Conduct" in 2002, the move away from strict requirements toward guidance and community standards is evident. Creating a strict ethics code for those working in matters related to the media continues to be difficult and hard to describe.

Given the increase in the need for guidance and the continuing reticence to publish a strict ethical code, I believe that it would be useful to provide at least some coherent information to psychologists who work regularly or even occasionally with media to inform the novice and guide the veteran. Toward that end, it is my hope that in the next year the Division will produce a publication that captures the common experiences and dilemmas facing psychologists working with the media and provide some meaningful suggestions and models for behavior. Such a volume would be a collection of cases from members of our Division and others, along with commentary from experienced media psychologists, the APA Ethics office, and the APA Office of Public Communications. Plans to create this volume are underway, and you will be solicited for ideas and contributions on the Division Listserv and elsewhere soon.

This Project will provide an opportunity for increased collaboration with other APA divisions who have an interest in the media as well. Three other divisions are considering participation already, and more will be invited. It is clear that as a small division with many overlapping members, cooperation is essential to creating a useful document and disseminating it widely. Hopefully our partnership with other divisions will give rise to additional joint initiatives. In this way Division 46 will be seen as a contributing player with other divisions, providing our particular expertise to them and finding additional ways to be of service. We will draw from others' strengths and contribute our own experience. It is my hope that these initiatives will be enlivening to the Division and add to the many exciting projects ongoing at the moment. Please let me know your comments and suggestions for other projects.

Editor's Column

The Amplifier NEWS

Mary Banks (Jasnoski) Gregerson, PhD, Editor

Media is about communication, connection between people. Communication is about merging thoughts and images into a shared vision. The vision of *The Amplifier* will be "messaged" this year as an experimental medium. Pioneering modes and formats will creatively convey the substance, people, and activities of APA Division 46 Media Psy-

chology. Let us know for future issues what you think about the new format, about the multi-media aspect, and about the style.

By taking literally Marshall McLuhan's phrase "the medium is the message," the very format of *The Amplifier* as a medium will convey messages. For this year, format changes in style and content. We go multi-media.

If future shock were *The Amplifier* reality, a robot would be delivering this newsletter, or at least turning its pages or clicking the mouse for you. Or, your computer would respond to your voice rather than your fingers. As it is, we must settle for tastes of the future by fostering a multi-media experience for readers and creating a new format amenable to connect Internet and hard copy.

A continuation format of the articles connect hard and Internet copies of *The Amplifier*. In the hard copy *Amplifier* delivered via snail mail, the front page features introductory paragraphs, almost like abstracts, of a variety of media psychologists' articles and columns. These features conclude elsewhere in the hard copy *Amplifier* and are printed in one locale online. The hard copy is like *Cliff's Notes* to the Internet unabridged edition. Even some articles will appear as a two part series like a cliffhanger *Perils of Pauline* episode to be continued later. Definitely we want readers to return.

In subsequent pages of this Spring *Amplifier* other aspects like **Board Columns** appear in the hard copy while the succinct **Board Paragraphs** appear entirely online. Because of their import, the President, President-Elect, and Editor's contributions appears *en toto* in the hard copy

Besides multiple modes and an innovative sequence to convey our messages, the messages themselves have changed. Each issue this year will sample from the wide range of specialties that Div. 46 Media Psychology encompasses. This issue focuses upon visual media, both still and moving. Do bring to our attention a worthy topic or professional you would like to see featured. Please make *The Amplifier* your clarion to others.



Mary Gregerson, PhD

Continue to let us know about your activities as well as media events and activities important and interesting for others to know. The impressive **Member News** in this issue serves as an outreach clarion to prospective members. Certainly Division 46 Media Psychology is a varied group doing a variety of media related activities. Each issue will feature columns from selected Division Committees so that members may consider how to become involved further.

The Amplifier is our high fidelity town crier. In addition to Division 46 Media Psychology news, invited articles from outside experts provide a context for our own activities. So, *The Amplifier* connects us to each other and to those outside our circle. Let us know the satisfactions of your experience as well as the static to this new, shared vision called *The Amplifier*.

Board Committee Columns

Media Watch

(continued from p.1)

- Educate the public about what psychologists properly do, with particular attention to ethical issues.
- Advise Hollywood and TV producers and writers how to portray therapists as competent and ethical without sacrificing dramatic impact.
- Develop resources for disseminating information to professionals and the public concerning media depictions of therapists and professional standards and behaviors.

Next, we developed a Rating System for the portrayal of fictional mental health professionals in film, TV, and books. Committee members suggest films, TV episodes, or books that might be award-worthy, and we rate the practitioner's professional/ethical behaviors (e.g., competence, respect for boundaries, confidentiality.) We also rate the show's producers for Responsible Portrayal of Professional Standards.

This led to the creation of the Golden Psi Award, given to producers who exhibit excellence in the responsible portrayal of professional standards; either they show highly appropriate professional/ethical behavior or, if the behavior is inappropriate, it is clearly labeled as such. The Golden Psi is presented at the APA Convention when the committee finds a work that demonstrates our standards of excellence.

The first awards were given in 1999 for specific television episodes of "Chicago Hope" and the "Sopranos." In 2001 the award went to episodes of the television shows "Law & Order" and "Once and Again." The mental health professionals portrayed had either excellent boundaries or if they didn't, this was pointed out. "Once and Again" featured a warm, competent therapist, the type who might encourage the public to seek help. The 2002 recipient was psychologist Dr. Stephen White for two of his mystery novels in which the main character is a psychologist who struggles with ethical complexities. No award was given in 2000 or 2003. A French film was a strong contender in 2003, and, thanks to a major effort by a Committee member, was shown at the Convention; however, after much debate, the committee decided not to give the award because the therapist, while conducting a very successful treatment with a teenager, had not sought the required parental consent. We are in the process of determining whether a suitable candidate exists for a 2004 Golden Psi Award. (continued online at <http://www.apa.org/divisions/div46/amp041.html#mediawatch>)

Schmooze or You Lose in Telehealth

Meredith Cary, PsyD

Chair, Telehealth and New Technologies Committee

"The train has left the station and we're in a cab chasing it," said Peter Sheras punctuating the end of my report to the Division's Board in February. It was unanimous. This year's top issue is to help position psychologists to thrive in the *business* of telehealth¹ vis-à-vis an exploding home telehealth market (accelerated by Medicare coverage of cardiac home telehealth). The Board, however, did not discuss *how* to do it. This is my take on (1) telehealth now, (2) our problem, (3) a

proposed solution, and (4) Telehealth and New Technologies (TNT) goals.

Telehealth Now

On the Hill, when the Department of Commerce rolled out its report, *Innovation, Demand, and Investment in Telehealth* (2004),² its principal author declared, "Americans will expect and demand access to telehealth for quality care—just like they do now with ATMs for banking." Globally, the market for our world-class healthcare via telehealth is vast. And, the UK is investing \$93 billion over the next 10 years.

No longer is telehealth just for the military, rural, or underserved. You can walk into the 15-bed Nantucket Cottage Hospital for a teleconsult with Harvard specialists. A host of health systems offer teleconsults—more frequently than not—with a psychiatrist.

No longer is home telehealth just monitoring vital signs. Using a TV or a computer monitor, it's patient-provider teleconferencing. If you do *therapy, assessments, or consulting - this means you!* The VA will cover 30,000 with home telehealth. Currently, psychologists aren't positioned to compete for those contracts. Nurses are.

Where are *we* in telehealth? Some research its efficacy. And, as Betsy Carll points out, many get buried in interdisciplinary teams—rather than lead them. A few hundred intrepid ones are entrepreneurs. But, by and large, their interactive health communication³ (IHC) products aren't exactly household words yet.



Meredith Carey, PsyD

Physicians get it—it's the *business* of telehealth. The American Telemedicine Association, for one, is open to all stakeholders to collaborate. And schmooze they do. The physicians and nurses have made fast friends with the leaders of the Telecom and Telehealth industries and the DoD. By the way, in 2004 the DoD doled out \$9 billion in telehealth contracts. DoD leaders not only sponsor several American Telehealth (ATA) meetings, they line the Board. (continued online at <http://www.apa.org/divisions/div46/amp041.html#telehealth>)

¹Telehealth is "the use of telecommunications and information technologies to provide health care services at a distance, to include diagnosis, treatment, public health, consumer health information, and health professions education." (Office for the Advancement of Telehealth [2002]. 2001 Report to Congress on Telemedicine.)

²Principal Authors/Project Managers: David Brantley, Technology Policy Analyst, Office of Technology Competitiveness; Karen Laney-Cummings, Chief, Office of Technology Competitiveness; Dr. Richard Spivack, Economist, Advanced Technology Program, National Institute of Standards and Technology.

³Interactive Health Communication is the interaction of an individual (consumer, patient, caregiver, or professional) with or through an electronic device or communication technology to access or transmit health information or to receive or provide guidance and support on a health-related issue (as used by the Science Panel on Interactive Communication & Health, 1999)

Awards Committee: Call for Nominations

Elizabeth Carll, PhD, Chair

The Awards Committee has been soliciting nominations for the 2004 APA Division 46 Annual Awards. As the Division has many distinguished members, recognition of the contributions to the diverse field of media psychology of our members is an important function. The Awards Committee is composed of two committees, one for the evaluation of the nominations for the member recognition awards and the other for the evaluation of dissertations submitted for the student award.



Elizabeth Carll, PhD

Distinguished Lifetime Contribution to Media Psychology—for a sustained body of work, in developing, refining, and/or implementing applications, procedures, and methods, that have had a major impact on the public and the profession of media psychology. A letter of nomination highlighting the nominee's contributions should be submitted along with the nominee's vita.

Distinguished Scientific Contributions to Media Psychology—for outstanding empirical and/or theoretical contributions to the field of media psychology. Individual must be ten or more years post doctorate. A letter of nomination highlighting the nominee's research, publications, teaching, training, leadership, and other relevant information should be submitted along with the nominee's vita.

The Distinguished Scientific Contributions to Media Psychology alternates annually with the Distinguished Professional Contributions to Media Psychology, which will be awarded in 2005.

Student Dissertation/Research Award—for research relating to any form of media including Internet, radio, TV, or print research/applications; multimedia telecommunications; virtual reality; distance learning; telehealth/telepsychology services; and product development. The award includes a \$200 stipend and one year of free membership in the Division. Applicants must be graduating from a doctoral program and have completed the dissertation between January 2003 and March 2004. Applicants are not required to be Div. 46 members. The Student Dissertation Award Committee will evaluate submissions through blind review.

The Committee developed the following criteria for evaluation of dissertations to be rated on a 5-point Likert-type scale:

1. Relevance and contribution to Media Psychology
2. Originality/Innovation
3. Clarity of Writing
4. Quality of Methodology/Research Design
5. Overall Evaluation

The deadline for application for the awards was April 15, 2004, and the recipients will be announced at the APA Convention in Hawaii. It's not too early to start thinking about nominations for next year. For more information contact Dr. Elizabeth Carll at ecarll@optonline.net.

Photography as Media Psychology

(continued from p. 1)

I have been interested in photography since my childhood. In the beginning there was photography. Images. Lots of images. Photographs of my family, people I have never met, people whose existence preceded mine, people I only know through stories and photographs. Next came pictures of me, and then pictures of my brother and me. Then I began to take pictures, pictures of my family, images that would be passed down as heirlooms, precious icons of the family, and would one day be seen by generations whose existence I preceded. I donned the mantle of family historian in preserving the visual archives through the family photo album and its oral equivalent, the family genogram.

From there, in retrospect, it was only a short step to exploring the use of photographs in family therapy as a technique for facilitating, understanding and mapping the relationship patterns of individuals and their families. Finally, I began to wonder how these photographs were related to my being as a family psychologist, and how my being as a family psychologist informs my photographic interests and activities.

My professional and personal interests merged in the evolving field of Phototherapy—the use of any and all photographic materials, techniques, and activities in psychotherapy (Entin, 1980, 1982, 1983, 1985). In addition to being a psychotherapist using media in clinical work, I also began speaking professionally on the topic. In 1979 I presented an illustrated paper “The Differentiated Eye: The Use of Photographs in Family Psychotherapy.” This presentation operationalized Bowenian concepts such as triangles, differentiation of self, and emotional cut-offs in the family and presented them visually.

I have used photographs to study self-concept, eating disorders and obesity within the context of the family, and how one's self image and feelings of sexuality change as a concomitant to this process. Photographs can be used in the treatment of marital sexual conflicts and sexual dysfunction. In such cases, the size and prominence and whereabouts of family pictures and portraits might function to inhibit sexual activity. Favorite pictures of one's self, spouse, children, and parents are significant in helping to understand their view of the emotional processes operating at the time within the self and family. In contrast “hated” pictures probably function in the same way. And photographs, like all art and creative processes, I believe, are autobiographical, which is another aspect of the processes that I have been engaged in studying for many years.

Another important marker in my career was a story that appeared on the front page of the Science Times of the *New York Times* in July 1984, entitled “Photos Speak Volumes about Relationships.” The article led to many other stories in most of the major newspapers and magazines, and to radio and television interviews about photographs and family relationships. This popular field of endeavor also burgeoned into my involvement with psychology and the media, which I have found to be a wonderful outlet for my creative impulses, and which is especially welcome as a counterpoint to the rhythm of a psychotherapy session.

What is striking to me is the translation of a theoretical framework into a visual representation. More generally, understanding the relation-

ship between psychology and art as a medium of expression, theory and pictorial form, drawings and photographs is important for me to maintain my professional balance.

Photography serves as my source of balance. I usually carry my camera with me, taking pictures for professional newsletters and archives and personal expression. I am primarily interested in the expressive potential and the evocative qualities of the photographs, not the technical aspects of photography.

With encouragement and support from artist friends, I started entering juried competitions about a decade ago, and to my delight was accepted into shows, such as the 2nd APA Exhibit of Psychologists' Work in 1995, and won best in show in a small works show the following year. Throughout, I did not want to be burdened by lots of equipment and often used simple point and shoot cameras.

I am interested in psychological photography, exploring the interior world of the photographer and the expressive potential and evocative qualities of photographs.

I now mostly use a Holga Camera, a plastic, toy camera, which enables me to create dreamlike, magical, and impressionistic images that reflect my vision. Creativity is unlocked with this approach: Being able to produce multiple exposures allows me to create in-camera photographic collages, or photomontages, layered images that can be read many times and in many ways to reveal the wealth of information they contain. Thus I am able to break free from dependence on technology, precision, and sharpness to explore my inner world.

Photographs portraying a psychological landscape relate to the dynamic creative structure and psychological mindedness of the photographer. I want my photographs to have a sense of mystery and be open for interpretation, initiating a dialogue with the audience, raising questions, communicating an impression of infinite possibilities, and pushing the boundaries of their thinking.

After using a Holga camera on a trip to Paris the resulting photographs were magical. I returned to again photograph Paris and subsequently I have had 4 solo exhibitions of my photographs in the past few years. I have been included in a number of juried exhibitions, for which my photographs have also been recognized with various awards. This fall and spring I have been invited to participate in a number of different exhibitions. One of my photographs was recently selected for the cover of a psychology book (Roberts & Ilardi, 2003), and another has been chosen for a national print biennial.

I hope to communicate an impression of infinite possibilities through my photographs. If my photographs, and this article, inspire interest and push the boundaries of your thinking, then my goals will have been met.

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Media Psychology in Uganda

(continued from p. 1)

with information, education, and communication (IEC), usually through the Media. Consequently Media Psychology can impact either positively or negatively on the outcome of the health sector.

Role of Media

The Health sector expects the Media as a partner to:

1. Disseminate information on policies and programs thereby raising public awareness and concern,
2. Put sector issues/challenges on the agenda for policymaking,
3. Give sector issues visibility and prominence among the population and key decision makers,
4. Promote community involvement and participation,
5. Promote demand and utilization of services,
6. Provide feedback about the community's satisfaction/dissatisfaction, and
7. Mobilize both local and international support for the sector.

Impact of Media Psychology

The Media in Uganda is widely trusted and effective in reaching the majority of the population. The Ministry's challenge is the unpredictable but expected behavioral change from Media input, which must occur within the individuals despite the cultural values and peer influence within the communities.

In spite of these challenges, the health sector has been able to register substantial progress using the Media. Notable examples are in the area of HIV/AIDS, where Uganda has made tremendous progress in the journey to substantially reduce the prevalence of HIV/AIDS. Usually referred to as a success story, HIV/AIDS decreased from a very high countrywide prevalence of about 20% a decade ago to the current 5% (UNAIDS 2000–2002). Also a success story is the successful immunization campaigns, especially against polio and measles (Annual Health Report, 2003, MoH) and for mobilization for extra funding with key stakeholders.



Dr. Fred Kigozi

Aggressive Media coverage of the improved health care services resulted in high utilization rates for the health units. Subsequently the Ministry has been rated the best performing sector in 2003 among all Government Ministries in Uganda.

Negative Media Psychology Aspect

The Media has been at times an obstacle to getting some programs implemented as planned due to either irresponsible journalism or media coverage of distorted views. Because of the powerful peer influence on behavior and other responses in the communities by the Media, the public sometimes reacts negatively and with mistrust. During the Mass Immunization Campaign two years ago, an FM Radio Station (Radio West) alluded to the fact that immunization was a conspiracy to depopulate the area. The rural community naturally believed this view. The net effect was that the immunization coverage for the area fell far below the National average.

My Ministry had to devise strategies such as positive engagement with the journalists from that particular FM Radio, who allowed live evidence-based debates on the same radio station to counter the misinformation. The panelists included politicians, scientists, and health workers, as well as some influential community leaders in the locality.

Other negative Media influences have been in the area of pornography, tobacco, and alcohol advertisements, as well as campaigns favoring population growth.

Conclusion

Over all, there have been regular positive engagements with the Media houses as our partners in the information, education, and communication strategy to the public about health issues. The Ministry of Health has also been able to respond to the concerns of the public by offering appropriate advice and services. Hence this two-way communication in media and the resultant positive effects in Media Psychology offered the opportunity for checks and balances that made the Ministry of Health highest rated performer in the Uganda Government, again through the Media.

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VR Debuts at NIH

(continued from p. 1)

After an opening introduction by Dr. Nora Volkow, Director of NIDA, several specialty areas of VR applications were presented. Specific topic areas included treatment and evaluation of anxiety disorders, posttraumatic stress disorder (PTSD), obesity and eating disorders, cue exposure for drug treatment, distraction during painful medical procedures, and explorations for using VR in neurorehabilitation and physical therapy. The conference then concluded with a discussion of potential new uses for VR, current technical issues and limitations, and



*Mark Wiederhold, PhD,
MD, FACP*

potential new targets for funding by the institutes.

This NIH conference followed the 3-day CyberTherapy 2004 Conference (www.vrphobia.com) held January 10-12 in San Diego, CA. The conference, organized by the Interactive Media Institute (IMI), began with a 1-day series of workshops covering basic aspects of clinical VR applications and an introductory workshop that focused on currently available equipment and technical issues. Over 100 speakers from 15 coun-

tries presented controlled clinical trials on using VR for mental health care treatment and training healthcare providers, and showcased many cutting edge applications including VR for schizophrenia, autism, HIV counseling, and prevention. In addition other technologies were represented, including shared virtual worlds, personal robotics, adaptive displays, and VR delivery over the Internet. The conference brought together entrepreneurs and funding agencies including NIDA, National Cancer Institute, Defense Advanced Research Projects Agency, and the Army's Telemedicine and Advanced Technology Research Center. An overview of the CyberTherapy Conference can be found at www.vrphobia.com. The 10th Annual CyberTherapy Conference will be held next year, June 2005, in Switzerland and will feature special sessions on using VR for training, education, preventive healthcare, healthcare delivery over the Internet, and many other exciting topics.

(Editor's note: Drs. Wiederhold more extensively report on their virtual reality work in the Summer Amplifier.)

Guest Article from APA Public Communications: Successful Promotion of the Children and Advertising Task Force Report

Pam Willenz, APA Manager of Public Affairs

Rhea Farberman, APA Executive Director of Public and Member Communications

The Report of the APA Task Force on Children and Advertising got excellent media coverage. Why? First, a sound media strategy was developed to highlight the report's empirical findings. Second, the association's adopting the report's findings as official APA policy further strengthened the report's news value. Third, the two members of the task force were chosen as spokespersons and were involved in the formulation of media strategy and were fully prepared for media interviews. Finally, the timing of the report was carefully planned to involve key journalists and allow enough time for preparation but not too much time for a possible embargo break. Having no major catastrophe in the world that day also helped us secure news space in newspapers and air spots on radio and television. *(continued on back cover)*



Pam Willenz

Member News

Presentations and Interviews

Robert E. Thayer, PhD, reports that descriptions of his book, *Calm Energy: How People Regulate Mood With Food and Exercise*, and his ideas from it have now appeared in dozens of articles in national woman's, health, and psychology magazines like *Shape* (3 issues), *Weight Watchers* (2 issues), *Lifetime*, *Natural Health*, *Self*, *Ladies' Home Journal*, *Woman's Day*, *Fitness*, *Allure*, *Psychologie Heute* (German *Psych Today*), *USA Weekend* (cover story on "Energy"), *Cosmopolitan*, *MSFocus*, *Cooking Light*, *Real Simple Magazine*, and *Oprah*.

Elizabeth Carll, PhD, 2003 president of Division 46, was interviewed recently by various news outlets including the *New York Times*, Associated Press, *Newsday*, and the "CBS Early Show" on various topics including the impact of new technologies in retail stores on the public, post traumatic stress and soldiers returning from Iraq, stress and marriage, and violence in the media.

Drs. Jerry and Dorothy Singer were invited to present two lectures in March 20–21, 2004, one on violence and electronic media and one on play and imagination, at a medical seminar in Hanoi and Ho Chi Minh, Vietnam.

On April 16, 2004, in Roanoke, Virginia, Div 46 President Louis Perrott, PhD, served as Chair for a symposium, Media Psychology Meets the 21st Century, with participants Alan Entin, PhD, Past President, Division 46; Peter Sheras, PhD, President-Elect, Division 46; and Mary Gregerson, PhD, *Amplifier* Newsletter Editor.

On November 3, 2003, Irene Dietch, PhD, served as Cable TV producer and host for *Making Connections* on the topic of "Cancer Research: Possibilities and Promise" for the Professional Education Committee of Eastern Division of American Cancer Society. She was an Invited Presenter on November 15, 2003, speaking on "Empowerment 101," for World of Women Annual Conference at Wagner College. On November 25, 2003, Irene video-taped: "What's on Your Mind?" for *Cable TV-Group of Older Adults*. On December 12, 2003, for the American Red Cross, Staten Island Division, she was the Group Facilitator for Survivors of 9/11 (PTSD). On December 15, 2003, Binghamton Press interviewed Irene on "Pet-Assisted Psychotherapy." In January 2004, Irene was certified in Thanatology: Death, Dying, Bereavement, and Death Education by the Association for Death Education and Counseling. Then in March 2004 she served as Moderator for a Patient Services Panel at the Eastern Division of the American Cancer Society.

Linda Sapadin, PhD, will be presenting seminars and book signings on her book, entitled *Master Your Fears*, at Hofstra University, Hempstead, NY, on March 28, 2004, and at the Smithsonian Institution Resident Associate Program (<http://residentassociates.org/com/fears.asp>) in Washington, DC, on May 15, 2004.

On January 9–12, 2004 in San Diego, California, Brenda Wiederhold, PhD, chaired the 9th Annual CyberTherapy 2004: Interactive Media in Training and Therapeutic Interventions Conference in addition to appearing on ABC, NBC, CBS, and FOX news to promote the conference and the 501c3 non-profit, Interactive Media Institute, which organized

the conference. In February 2004 the National Institutes of Health invited her to speak on Anxiety Disorders and VR. On March 13, 2004, she also presented a symposium "VR: Is it Ready for Prime Time?" and had a book signing (see below **Books** section of this column) at the Anxiety Disorders Association of America Conference in Miami, Florida. Finally, MSNBC interviewed her on Monday, March 15, 2004, for "VR for Phobias."

Helen Friedman, PhD, presented a workshop entitled "Advancing Psychology Via the Media: Media Interview Do's and Don'ts" at the 2003 Annual Convention of the Missouri Psychological Association. She presented on a panel entitled "Using Media to Promote and Protect Healthy Sexuality" at the 2003 National Conference of the National Council on Sexual Addiction and Compulsivity (NCSAC; she is the Midwest media liaison and on the Advisory Board of the NCSAC). She recently was interviewed on the K-Love Radio Network (with stations in 37 states) on the topic of compulsive sexual behavior and on the local CBS affiliate television station on priest abuse.

Doug Gentile, PhD, has had numerous print, radio, and TV interviews mostly about the *Journal of Adolescence* study cited below in the Research section of this column.

Kate M. Wachs, PhD, continues to be interviewed by a wide variety of online and offline publications—those mentioned in the last *Amplifier*, as well as the *Wall Street Journal*, *Chicago Sun-Times*, *Chicago Tribune*, *In Touch*, *Cosmo*, *Twist*, *Ladies' Home Journal*, *Mademoiselle*, *Lifetime*, *AARP Magazine*, *Us*, and *Woman's Day*. Kate does 3–5 interviews a week, and is happy to report that she has survived yet another, busier Valentine's Day—anyone know a good clipping service?!

Curricula

*Bernard Luskin, PhD, Director of the Media Psychology Program at Fielding Graduate Institute reports its second group of students into the PhD Media Psychology program has matriculated. There are now fourteen PhD students enrolled, in addition to a number of clinical students taking courses in media psychology. This is the first Media Psychology PhD program in a school of psychology, and was launched in September 2003.

Mary Gregerson, PhD, in her Introductory Psychology at Northern Virginia Community College, has adopted for the first time a media approach, using such films as "What About Bob?" "CopyCat," and "Chariots of Fire."

Rich Bedrosian, PhD, and Nanci Pradas, PhD, of MySelfHelp.com will be releasing "Take Control of Bulimia" and "Hope for HIV and Depression, the latest additions to their series of self-help Internet programs. "Help for Compulsive Buying" and "Overcoming Guilt and Shame" will soon follow. Psychologists who are interested in examining their programs for no charge can send them e-mails at infor@myselfhelp.com.

*Barry Gordon, PhD, has developed a series of LIVE online CE courses, using state-of-the-art video webcast technology. The first 6-hour course

**See online Amplifier for expanded commentary.*

on CA Laws, Ethics, and Regulations was presented live online over three consecutive Saturdays in March 2004. Each module offers 2 hours APA CE credits, and may be taken separately or together. Additional course information, demonstration videos, and online registration may be seen at http://www.iahb.org/html/ethics_online.html.

Jina Carvalho, PhD, Director of Communication for the Glendon Association, announces that the THE GLENDON ASSOCIATION is offering *Challenging Critical Inner Voices: Applications of Voice Therapy in Your Clinical Practice*, for the third time in Santa Barbara, CA, on May 21–23, 2004. Continuing education credits will be offered by Fielding Graduate Institute—instructors Lisa Firestone, PhD, and Joyce Catlett, MD. Further details can be found at *The Amplifier* website or at www.Glendon.org.

Chapters and Books

Robert E. Thayer, PhD, had Oxford University Press publish the 2003 paperback edition of his book, *Calm Energy: How People Regulate Mood With Food and Exercise*. The subtitle best describes the content of the book, which is written for general audiences but mainly deals with the best scientific evidence of how and why people regulate mood with food (a kind of emotional eating), and how different levels of exercise represent preferable substitutes for mood regulation under various circumstances.

Kate M. Wachs, PhD, is pleased to announce that her book *Relationships for Dummies* was also featured in a lively John Wiley and Sons promotion.

Michael Fenichel, PhD, has written “Online Behavior, Communication, and Experience,” which Elsevier Academic Press published in winter 2003 in Drs. Ron Kraus, Jason Zack, and George Stricker’s book *Online Counseling: A Handbook for Mental Health Professionals*. See http://www.elsevier.com/wps/find/bookdescription.cws_home/699601/description#description

Drs. Dorothy and Jerry Singer have just finished their new book for Harvard University press, called *Imagination and Play in the Electronic Age*.

Linda Sapadin, PhD, has a new book, *Master Your Fears*, published through John Wiley, which presents new treatment approaches for the five fearful lifestyles: *shy, hypervigilant, compliant, macho, and controlling*. Her other two books, *Beat Procrastination And Make The Grade: The Six Styles of Procrastination and How Students Can Overcome Them*, in 1999, and, in 1996, *It’s About Time! The Six Styles of Procrastination and How To Overcome Them* were published by Penguin and Viking/Penguin, respectively.

Florence Kaslow, PhD, has co-edited with Lita Linzer Schwartz, PhD, a new book, *Welcome Home! An International and Nontraditional Adoption Reader*, which Haworth Press published.

Doug Gentile, PhD, edited a 2003 book produced by Praeger Publishing on Media violence and children in the series *Advances in Applied Developmental Psychology*, which I. Sigel edited. See http://www.greenwood.com/books/BookDetail.asp?dept_id=1&sku=C7956

Linda De Villers, PhD, is pleased to announce that her book, *Love Skills: A Fun, Upbeat Guide to Sex-cessful Relationships* (Rev Ed.), has just completed its 3rd printing by Aphrodite Media press.

Lenore Walker, PhD, and her colleagues Drs. Dorothy Cantor, Carol Goodheart, Sandra Haber, Ellen McGrath, Alice Rubinstein, Lenore Walker, & Karen Zager with Andrea Thompson have published with John Wiley & Sons a (2004) book, *Finding Your Voice: A Women’s Guide to Using Self-Talk for Fulfilling Relationships, Work, and Life*, for adjunctive use with therapy as well as by individuals wanting to move past unproductive, blameful thoughts and unrealistic expectations by using the self-talk process.

Brenda K. Wiederhold, PhD, has published *Expose Yourself!™ San Diego*, which is a tool to help those who are attempting to overcome specific phobias with self-guided exposure therapy and Conquering Panic, Anxiety, and Phobias: Achieving Success Through Virtual Reality and Cognitive-Behavioral Therapy, a resource to enable those suffering from anxiety to take control of their lives and become an active participant in their own recovery.

Research

Drs. Jerry and Dorothy Singer are continuing their research project with parents, teachers, and home care providers of inner city children, training them to play imaginative games. Embedded in these games are the skills needed for kindergarten entry.

Mary Gregerson, PhD, has published an article “Media and Psychology Can Partner to Counter Terrorism,” in a 2003 special edition on terrorism of the *Journal of Social Distress and the Homeless*, 12(4), 279–306.

Doug Gentile, PhD, and colleagues Drs. P. J. Lynch, J. R. Linder, and D.A. Walsh have published an article “The effects of violent video game habits on adolescent aggressive attitudes and behaviors,” (2004). *Journal of Adolescence*, 27, 5–22.

Honors

Rochelle Balter, PhD, JD, was sworn in for the First Department in New York on January 20, 2004. She was also appointed to the NYSPA Program Committee.

Business Ventures

Kate M. Wachs, PhD, is pleased to announce that she’s been appointed “Romance Expert” for Doubletree Hotels, a division of the Hilton Hotel chain. Besides consulting with them to design an improved romance package, her “Romance Reminders” (tips for improving emotional and physical intimacy) are given out to guests, along with discounted rates on her book, *Relationships for Dummies*. In addition, Kate’s suggestions were sent out electronically over the PR newswire, and the story was picked up in many cities.

Helen Friedman, PhD was appointed to the Advisory Board of *CosmoGir!l*, a national magazine for teenage girls. She serves as a professional advisor for the magazine’s advice column, as an expert in adolescent psychology, and appears on their masthead. (continued online at <http://www.apa.org/divisions/div46/amp041.html#members>)

Insert APA IT Ad here

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Media Psychology Book Series

Perspectives on Psychology and the Media is the title of the first book of this series. Edited by Sam and Diane Kirschner, this 1997 book has chapters on current research and practice issues in media psychology, as well as an epilogue pointing to future directions.

The second volume, *Psychology and the Media: A Second Look*, was edited by Linzer Schwartz and published in 1999. A third volume, with the proposed title, *Media Psychology: New and Future Technologies*, is underway and being edited by Harvard Professor Larry Kutner. Past Division 46 President Florence Kaslow is consultant for the book series.

This book series is a significant outlet for sharing media psychology research and increasing awareness of these issues to

others. Purchasing these volumes is an excellent means of staying current with the prevalent thinking in the field.

To order, call 1-800-374-2721 and press 1.

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Publication and Submission Guidelines

The Amplifier is the official newsletter of APA Division 46, Media Psychology, and is published three times each year (Spring, Summer, and Fall). 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, and September 1 for the Winter double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

Successful Promotion

continued from p. 8

In 2000, the APA Council of Representatives created a task force to study and make recommendations regarding the impact of advertising on children. At the beginning of 2004, the task force report was completed and the Public Affairs Office was asked to promote its findings and recommendations to the media. A press release was prepared, along with talking points. The report and media materials were also posted on the web to give reporters easy access to them. The press release emphasized the report's examination of 40 years of research as

the news angle. This angle served to clarify that the association's recommendation to restrict television advertising to children under the age of eight years was based on science. (continued online at <http://www.apa.org/divisions/div46/amp041.html#success>)

(Editor's Note: This APA media strategy of February 24–27, 2004, is complimented by Health Behavior News Service Science Writer Aaron Levin's March 17, 2004, article "Video Games, Not TV, Linked To Obesity In Kids" [<http://www.cfah.org/hbns/news/video03-17-04.cfm>] published by the Center for the Advancement of Health [<http://www.cfah.org/>]. CFAH has given permission for the online Amplifier to reprint this article [<http://www.apa.org/divisions/div46/amp041.html#success>].



Rhea Farberman

The online Amplifier also gives directions for subscription to the CFAH online newsletter HABIT [<http://www.cfah.org/habit>] as well as to the Health Behavior News Service. Finally, for the Summer Amplifier CFAH President Dr. Jessie C. Gruman and Health Behavior News Service Editor Ian Allen will be writing a guest article on the media and health policy development.

Div 46 members who participate in the APA Media Referral Service may find themselves included in such media strategies [Contact APA David Partenheimer, APA Public Affairs Associate Manager, at dpartenheimer@apa.org for an application].)



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