

Get Real!

The Girls Scout Research Institute recently conducted a study of the effects of Reality TV on the girls who watch it. Not surprisingly it concluded that girls who regularly view Reality TV are significantly influenced to believe and behave differently to their peers who don't.

Half the girls who watch reality shows believe they are "mainly real and unscripted."

The specific areas of belief and behavior most affected are gossip, self-image, lying, meanness, time spent focusing on their appearance, and having a boyfriend.

72% of Reality TV viewers say they spend a lot of time on their appearance vs. 42% of non-viewers.

Among girls who watch reality TV the study found significantly higher rates in beliefs such as "You have to lie to get what you want" and "Gossiping is a normal part of girls' relationships" in comparison to girls who don't. Regular Reality TV viewers also accept and expect a higher level

She Knows Reality TV Magazine is devoted simply to Reality TV shows. It's covers **200** reality shows **currently being broadcast.**



They Swear. They Fight. They Gossip. They Lie and They Affect the Behavior of the Girls Who Watch.

of drama, aggression, and bullying in their daily lives.

63% of Reality TV viewers say it is hard to trust other girls vs. 42% of non-viewers.

Reality TV shows, such as *Keeping up with the Kardashians*, *America's Next Top Model*, *Jersey Shore*, and *Bad Girls Club*, promote types of behavior that are destructive to both the individual and society, but they are posed as real, normal, and cool.

Girls find "answers" to their questions about how relationships work, how to succeed, how to be happy and accepted, and what is expected of them in relationships.

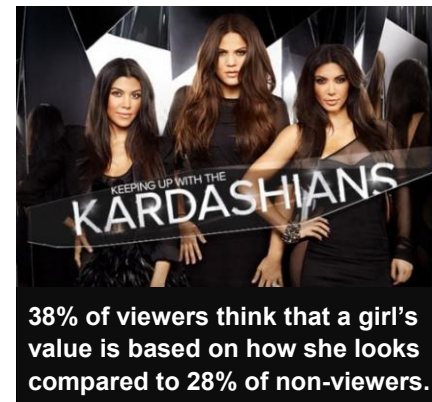
Most Reality TV shows are created to produce drama in order to attract

There are over 700 links to individual reality shows listed on www.realityworld.com. Reality TV is a cheap way to make shows.

viewers, and thus to make money. Watch the progression from one season of *America's Next Top Model* to the next and you will see that the show adds elements that create newer and bigger drama every season. They have to keep the show exciting, to keep people coming back, to keep viewers hooked.

At the same time, regular Reality TV viewers are more self-assured than non-viewers. More of them are likely to aspire to leading (46% vs. 27%) and to thinking they are currently seen as a leader (75% vs. 63%). In addition, they are more likely to see themselves as role models for other girls (75% vs. 61%). Reality will probably surprise them!

Girls need help knowing what is real and what is not real in post-modern



culture. They also need to know that Hollywood can make anything look cool. That's its job. It is good at it. Hollywood succeeded with youth in the past and wants to succeed with today's as well.

~ Molly Annala

Girls say their parents don't approve of them watching reality TV in 41% of their cases, but 71% do it anyway. How? At a friend's

house, on their smart phone, or a friend's, online at Hulu.com or another site. You don't need a TV to watch TV!

It's Still a Barbie World!

Mattel (the owner of the Barbie doll) had a six percent rise in sales during the third quarter of 2011. This rise was driven mainly by Barbie and Cars2 toys.

Hey Mom, there is a new Barbie doll for sale – the Tokidoki Barbie and she is tattooed – seriously tattooed, not just "cute ankle" tattooed. Most moms who read this newsletter aren't going to rush out and buy one. That doesn't mean their little girls won't see one and want one.

Tattoo Barbie also wears leopard skin leggings and a skull and cross-bones t-shirt. (She also has a cactus on a leash.) The funky fashionista has poutier lips giving her a perma-duck-face.

"In 2011, nobody with a brain still located on earth seriously believes a doll with tattoos is an issue." ~[The Daily Mail](#)

Most news articles slam any critique of the new Barbie saying, "She's always been controversial, what's new?" and "The doll isn't intended to appeal to young girls, much less influence



them," and "Barbie dolls are mainly bought by 40-year-old women."

The average pre-teen American girl has more than three Barbie dolls. Few of them buy their own \$50 toys. Mom's do.

Mom's can use Tattoo Barbie to teach their girls about tattoos and the right self-image to have. As always the best defense is one that is in place before the attack.

Do You Tattoo?

Judeo-Christian culture has traditionally been against tattoos. There were two main reasons for this.

The first was the Bible. Leviticus 19:28 says, *You shall not make any cuttings in your flesh on account of the dead or tattoo any marks upon you: I am the LORD* (RSV). The statement occurs in a section of the Bible that explains the ten commandments. The most *standard* interpretation of this was that it applied to Christians, but Christians have not held that every law in that section applies to us (e.g. not trimming your beard).

The second reason was that tattooing was often encountered in the most pagan, violent and immoral cultures. Even in the Roman Empire it mainly was used to identify slaves and criminals. Christian cultures tended to eliminate tattooing but not completely.

Most churches today say very little about tattoos beyond: be careful to avoid the health risks, don't overdo it, and remember it is permanent.

Western culture is shifting on how it views tattoos. Those in their eighties probably knew people with



You think this is bad? What will he look like when he is 80?

tattoos when they were young – but not many – and going to the circus to see the tattooed lady was intriguing. *Life Magazine* estimated in 1936 that only 6% of the American population had a tattoo.

A 2003 Harris Poll estimated that the number had risen to 16%. According to a 2006 survey by the Pew Research Center, 36% of those aged 18 to 25, and 40% of those aged 26 to 40, had a tattoo. The poll also found that 17% of tattooed Americans regretted it.

Tattoos that cost a few hundred dollars could require several thousand dollars and many laser sessions to remove.

A secret poll at a recent conference of professionals asked whether they would hire a person with a tattoo. [Ninety-two percent](#) said no.

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