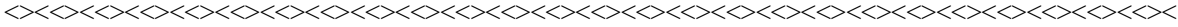


CPYU President Walt Mueller's new book, *Engaging the Soul of Youth Culture: Bridging Teen Worldviews and Christian Truth*, is NOW available! Check out the book's description, along with a growing list of supplemental resources. Order your copy directly from CPYU for \$17, which includes shipping & handling!

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The Center for Parent/Youth Understanding's
Youth Culture e-Update
Edition #86: February 16, 2006

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Youth Culture Stats and Trends:

1) Drug Treatment and First Use Age

The Substance Abuse and Mental Health Services Administration reports that 14% (162,708) of people admitted for drug treatment began using drugs prior to becoming a teenager (up from 12% or 114,462 in 1993), from analysis of the Treatment Episode Data Set.

<http://www.oas.samhsa.gov/2k6/AgeDrugTX/AgeDrugTX.pdf> (4 page pdf file) or

http://www.samhsa.gov/news/newsreleases/060126_teds.htm

See also: Girl substance use

<http://www.mediacampaign.org/newsroom/press06/020906.html>

See also: Parental alcoholism and young adult substance abuse risk

<http://www.apa.org/releases/alcohol0106.html>

See also: Web photos of underage drinking

<http://www.msnbc.msn.com/id/11234450/>

See also: Methamphetamine articles in the Dec/Jan 2006 issue of *Teen Vogue* (pp. 176-179) and the March 2006 issue of *Teen People* (pp. 114-117).

See also: Methamphetamine top illicit drug in emergency room visits

http://www.usatoday.com/printedition/news/20060118/1a_offlede18.art.htm

<http://www.cpyu.org/Page.aspx?id=88844> (CPYU article on meth)

2) 2005 Video Game Sales

The NPD Group reports U.S. video game sales of \$10.5 billion in 2005. The top selling video game for 2005 was Madden NFL 2006.

http://www.npd.com/dynamic/releases/press_060117.html

See also: PC game sales in 2005 were \$953 million, down 14% from \$1.1 billion in 2004

http://www.npd.com/dynamic/releases/press_060117a.html

See also: Top selling video game software as of February 11, 2006

<http://www.gamesasylum.com/showarticle.php?articleID=4701>

See also: 35% of American parents play video games

http://www.theesa.com/archives/2006/01/new_study_shows.php

See also: Embedded ads in video games

<http://www.csmonitor.com/2006/0126/p13s02-stct.html>

See also: Video games influence music sales

<http://abcnews.go.com/Technology/wireStory?id=1544716>

3) Digital Downloads Rising

The IFPI (International Federation of the Phonographic Industry) reports that global digital music sales (internet and cell phones) in 2005 were \$1.1 billion (up from \$380 million in 2004), and accounted for 6% of record company revenue. Overall, 420 million songs were downloaded online.

<http://www.ifpi.org/site-content/press/20060119.html>

<http://www.ifpi.org/site-content/library/digital-music-report-2006.pdf> (24 page pdf file)

See also: iTunes rising

http://www.nielsen-netratings.com/pr/pr_060119.pdf (3 page pdf file)

See also: \$600 million ringtone sales in 2005

http://www.usatoday.com/life/music/news/2006-01-25-ringtones_x.htm

See also: Pop song popularity

<http://www.webmd.com/content/article/118/113043.htm>

See also: Billboard's Hot 100 Lyrics

http://usaweekend.com/06_issues/060115/100chart.html

See also: Teen favored Grammy® nominees

<http://www.harrisinteractive.com/news/allnewsbydate.asp?NewsID=1008>

See also: Actual Grammy® winners!

http://grammy.org/Grammy_Awards/Annual_Show/48_nominees.aspx

4) Internet Use

Gallup reports that the two most common online activities are checking e-mail and news/weather from a December 2005 survey of 1,013 U.S. adults. For young adults (ages 18-29) the next most common online activities were paying bills (45%), instant messaging (45%), shopping (42%), making travel plans (40%), downloading music (35%), playing games (34%), finding medical advice (29%), and reading blogs (28%).

<http://poll.gallup.com/content/default.aspx?ci=21310> (fee to access)

See also: Christians and technology

<http://www.barna.org/FlexPage.aspx?Page=BarnaUpdateNarrow&BarnaUpdateID=217>

See also: *Dateline NBC* story exposing online predators

http://www.usatoday.com/printedition/life/20060215/d_mediaindex15.art.htm

See also: Internet porn 'tidal wave' testing parents

http://www.usatoday.com/tech/news/internetprivacy/2006-01-29-porn-protection_x.htm

See also: MediaWise® parent tutorial for the popular MySpace.com website

<http://www.mediafamily.org/online/index.shtml>

<http://www.cpyu.org/Page.aspx?id=101385> (CPYU article, "Finding teens online")

5) TV Viewing and Physical Activity

The February 2006 Journal of Adolescence has a study showing an inverse relationship between physical activity and the amount of time spent watching TV and playing video games, from analysis of longitudinal data from a survey of 4,594 Minnesota 7th and 8th graders conducted between 1998 and 2000.

<http://dx.doi.org/10.1016/j.adolescence.2005.01.005>

6) Super Bowl Ads

Website traffic spikes following Super Bowl XL advertisements were released in a report by comScore Networks.

<http://www.comscore.com/press/release.asp?press=742>

See also: View all of the Super Bowl XL ads at the following websites

<http://video.google.com/superbowl.html> or

<http://www.ifilm.com/superbowl?htv=12>

See also: Top 10 list of pop culture common denominators

<http://www.csmonitor.com/2006/0203/p11s01-algn.html>

7) Online Dating

The Pew Internet & American Life Project reports the results of its Online Dating Survey conducted in the fall of 2005 on 3,215 U.S. adults. Overall, 43% of adults (87 million) are single with 26% saying they are in a committed relationship (30% men and 23% women). For those singles not in a committed relationship, a majority (55%) were not looking for a dating partner (42% men and 65% women). Where those who are married or in a committed relationship met: 38% at work or school; 34% through family or friends; 13% at nightclub/bar/café or social gathering; 3% through the internet; and 2% at church.

http://www.pewinternet.org/pdfs/PIP_Romance_in_America_feb06.pdf (6 page pdf file report)

See also: Campus sexual harassment

http://www.usatoday.com/printedition/life/20060125/d_newsexcolharass25.art.htm and

http://www.harrisinteractive.com/news/newsletters/k12news/HI_Trends&TudesNews2006_v5_iss02.pdf

See also: Teen dating abuse

<http://abcnews.go.com/GMA/AmericanFamily/story?id=1534203>

See also: Intimate Partner Violence studies review

<http://pediatrics.aappublications.org/cgi/content/abstract/117/2/e278>

8) Teens and the Supernatural

The Barna Group released a report, *Ministry to Mosaics: Teens and the Supernatural*, which explores the extent of exposure to supernatural themes in mass media, and examines teen attitudes, beliefs and involvement with psychic or witchcraft related activities. The study is based upon cumulative data collected from three national surveys of 4,340 teenagers conducted between 2002 and 2005. Overall, 73% of teens said they have been involved with one or more types of psychic or witchcraft activities (Ouija boards, séance, spell casting, palm reading, etc.).

<http://www.barna.org/FlexPage.aspx?Page=BarnaUpdateNarrow&BarnaUpdateID=216>

See also: Protestant megachurch study

http://hrr.hartsem.edu/org/faith_megachurches_research.html

CPYU Resources:

To order resources from CPYU visit our “**Resource Center**” at <https://www.cpyu.org/page.aspx?id=76885> or call 800-807-CPYU (2798).

All suggested donations include shipping and handling.



Newsletter: “*YouthCulture @ Today*” is the Center for Parent/Youth Understanding’s 24-page, ad-free, quarterly newsletter that is full of up-to-date information and in-depth analysis on today’s youth culture. The soon-to-be-released **Spring 2006** edition features analysis of hip-hop artist **Chris Brown** and much more. “*YouthCulture @ Today*” is available for a suggested donation of **\$20** for one year (4 issues).

Please read the **important announcement to all current subscribers** of “YouthCulture @ Today”:
<http://www.cpyu.org/Page.aspx?id=110383>

Seminars: Walt Mueller is available to speak at your church, school or organization. Walt’s “*Understanding Today’s Youth Culture*” seminars are designed for parents, youth workers, teachers and others dealing with the specific challenges associated with understanding the world of pre-teens and adolescents. To book a seminar, go to <https://www.cpyu.org/page.aspx?id=76594> and/or contact CPYU at 800-807-CPYU (2798).

Pop Culture Quotes

“Film reflects society; it doesn’t lead society. I don’t think we’re first responders. It takes us two years always.”

- Actor George Clooney, *Entertainment Weekly*, January 20, 2006, p. 24.

“It wasn’t really about sex between two guys—it was about love between two human beings.”

- Actor Jake Gyllenhaal speaking about the *Brokeback Mountain* movie, *Entertainment Weekly*, February 10, 2006, p. 90.

“Abusing drugs is a mistake. But I’ve never felt that I’ve abused drugs. I’ve always used them. For me, it’s always been an education, and I’ve always had a pen and paper with me whenever I’ve been involved in any kind of drugs. A door in your mind opens, and you may as well write down what you’re experiencing in that state. I think I have the ability to use it as a tool. Some people don’t.”

- Actor Dominic Monaghan (*ABC’s Lost*), *USA Today*, January 25, 2006, D2.

http://www.usatoday.com/printedition/life/20060125/d_cover25.art.htm

“I started at 13—they would serve us drinks. I hung out with an older crowd and I just put on a lot of makeup. I thought I was so adult, but it was out of control. I was out all the time.”

- Reality actress Nicole Richie (*The Simple Life*) answering when she first started going to clubs, *ElleGirl*, March 2006, p. 153.

“I’ve seen so many friends go through eating disorders. It’s so sad, because you feel helpless.”

“I’ve tried [cocaine] too. It was fun for, like, 20 minutes, but the next day, I just didn’t feel good about myself. It’s a dirty drug. I find people who do coke to be very shady.”

- Reality TV actor Kristin Cavallari (*MTV’s Laguna Beach: The Real Orange County*), *Teen People*, March 2006, p. 60.

“You can really take something black and make it white.”

- Freelance reality-show editor Jeff Bartsch, *Time*, February 6, 2006, p. 60.

“I’m 100% happy with my album. I just think it’s funny that all these middle-age guys told me, ‘You don’t know how a pop song needs to sound.’ I’m a 23-year-old girl!”

- Pop singer Kelly Clarkson (inaugural *American Idol* winner), *Time*, February 13, 2006, p. 70.

“The combination of what media were you exposed to and therefore what products you bought.”

- Nielsen Media Research CEO Susan Whiting answering what is the holy grail of ratings, *Time*, February 13, 2006, A18.

“I’m kind of honest all the time. Well, not all the time. I lie quite a bit in my own life.”

- Former child actor and Rilo Kelly band member Jenny Lewis, *Spin*, February 2006, p. 66.

“Working in music videos trained me for the film world. In music videos, it’s all about the visual—what it looks like. In movies, it’s about content and subject.”

- Director Sanaa Hamri, *Vibe*, February 2006, p. 113.

“I can’t even keep up with all the stuff that’s out there now. Music spreads so much more rapidly than it did in ’01, and with things like MySpace, you can start a band on Friday and have tons of fans by the next Friday.”

- Music blogger Laura Young, a.k.a. Miss Modernage, *Spin*, February 2006, p. 55.

“I love [“You’re Beautiful”] as a song. For me, it’s about a magical moment on the underground in London. But playing it at shows around the world, each audience has its own character, so it’s amazing to hear people singing this song all at once. And everyone holding up their cell phones.”

- U.K. singer-songwriter James Blunt, *Rolling Stone*, February 9, 2006, p. 28.

“I wrote about my dad's death. My mom committed suicide. My son had a very bad accident. In each case, I wrote about them more just to get it out of me. I got a lot of letters that said, You should write more serious stuff. My reaction was, I don't want to. I wrote serious things because really bad things happened that forced me to confront them. I don't want to write about really bad things. I want to write about funny things.”

- Humor writer Dave Barry, *Time*, January 16, 2006, p. 8.

“It’s not like I became a songwriter last year and I just wanted to vomit out my feelings on the page. It’s all about a daughter’s perception of her parents and her attempts to continue the relationships with them after they leave. After my dad died, I was looking around for him, and I realized in a very kinesthetic way, not just in my head, but in a really visceral way, that a relationship between a parent and a child does not end with death.”

- Singer/songwriter Roseanne Cash speaking about the death of her father Johnny Cash, *Entertainment Weekly*, January 20, 2006, p. 43.

“I always pined for the guys who didn’t know I existed. Looking back, what mattered the most was the friendships. Relationships will come and go—but friendships are there for life.”

- Actress Alyson Hannigan (*American Pie* movies) answering what her romantic life was like in high school, *Cosmo Girl*, March 2006, p. 54.

“We should tell our kids to just have fun, participate and not get bent on winning or losing. But every coach, when they say that, they say it tongue in cheek, ‘Don't worry about winning’: If you win I'll get you ice cream, but if you lose I'm going to pout in the car.”

- Olympic skier Bode Miller, *Time*, January 23, 2006, p. 52.

“We thought we knew a lot about how the world was just because we’d all traveled as kids. We felt more cultured than other people our age. We had no f----- clue. We had the mentality of ‘Put us on the road for two and a half years. I can do 250 shows. I don’t mind not seeing my family.’ It was just too much.”

- The Strokes guitarist Nick Valensi, *Spin*, February 2006, p. 54.

“It stands as a warning sign to anyone who really wants to be successful in this business. There are many sacrifices you have to make. You have to have your family circle well balanced. You have to keep your family with you because there are so many changes that take place on a day-to-day basis that when you get back home after being gone for three months, you are not the same person and neither is she.”

- Actor Terrence Howard speaking about his impending divorce, *Time*, February 13, 2006, p. 6.

“There are so many parallels between [Charles] Manson and Christ. Both had followers. Jesus never killed anyone, but lots of people killed in his name. Like Manson. So I thought, ‘Let’s make that a comedy!’”

- *Live Freaky! Die Freaky!* writer/director John Roecker, *Spin*, February 2006, p. 40.

“I won’t thank God. Because everybody else is gonna thank God, and I don’t think God cares. We’re a pretty godless band.”

- Weezer drummer Pat Wilson answering who he will thank first if he wins a Grammy, *Rolling Stone*, February 9, 2006, Grammy Preview supplement, p. 20.

“I was asking questions about faith, but one kept evading me. I couldn’t figure out what the last question was.”
- Veteran rocker Neil Young speaking about writing the song, “When God Made Me” (see “Lyrical Expressions” below), *Rolling Stone*, January 26, 2006, p. 66.

“I really let that media stuff affect me. I developed a bitterness, and then I would walk into interviews with a chip on my shoulder. And I started drinking like I never drank before. I might have come across as holier-than-thou, but I was really just a messed-up kid looking for answers who fell back on his faith.”
- Former Creed lead singer Scott Stapp, *Rolling Stone*, January 26, 2006, p. 48

“I feel like I’m here to change people’s hearts and minds, to say something that’s right for a change.”
- Rapper Kanye West, *Entertainment Weekly*, February 3, 2006, p. 27.
See also: February 9, 2006 cover of *Rolling Stone* with Kanye portrayed as Christ.
<http://www.rollingstone.com/artists/kanyewest/photos/collection/imageSize/large/image/33>

“We’ve always been open about our faith ... we’ve never denied it. If anything, in 14 years [as a band] we’ve learned so much, we’ve matured in so many ways. We’re not the same gangsta kids who will die and fight, I mean we will still die for the things that we believe in, we’re not going to battle or fight and we don’t need to battle anyone down if they don’t believe in the things that we do. But we have learned and that’s why the album is called Testify.”
- P.O.D. singer Sonny Sandoval, MTV.com, January 25, 2006
<http://www.mtv.com/news/articles/1521598/20060125/pod.jhtml?headlines=true>

“The insanity of consumption bothers me. Talk about the opiate of the masses. It ain’t religion anymore. It’s stuff.”
- Actress/screenwriter Emma Thompson, *Time*, January 23, 2006, p. 8.

Lyrical Expressions

Me no want no sinsemilla that would only bring me down, burn away my brain no way my brain is to compound
Torah food for my brain let it rain till I drown. Thunder! Let the blessings come down
Strip away the layers and reveal your soul, got to give yourself up and then you become whole
You're a slave to yourself and you don't even know, You want to live the fast life but your brain moves slow
If you're trying to stay high then you're bound to stay low, You want G-d but you can't deflate your ego
If you're already there then there's nowhere to go, If you're cup's already full then its bound to overflow
If you're drowning in the water's and you can't stay afloat, Ask Hashem for mercy and he'll throw you a rope
You're looking for help from G-d you say he couldn't be found
Looking up to the sky and searchin' beneath the ground, Like a King without his Crown
Yes, you keep fallin' down, You really want to live but can't get rid of your frown
Tried to reach unto the heights and wound bound down on the ground
Given up your pride and the you heard a sound, Out of night comes day and out of day comes light
Nullified to the One like sunlight in a ray, Makin' room for his love and a fire gone blaze

- **Like a King Without a Crown** by Matisyahu (Hasidic Jew and reggae singer) from the *Live At Stubb's* album. The song is #8 after 14 weeks on the Billboard Modern Rock™ chart, dated February 18, 2006.

<http://www.azlyrics.com/lyrics/matisyahu/kingwithoutacrown.html>

Watch the song’s video: <http://www.mtv.com/music/#/music/artist/matisyahu/artist.jhtml>

Was he thinkin' about my country or the color of my skin?
Was he thinkin' 'bout my religion and the way I worshipped him?
Did he create just me in his image or every living thing?
When God made me, When God made me
Was he planning only for believers or for those who just have faith?
Did he envision all the wars that were fought in his name?
Did he say there was only one way to be close to him?
Did he give me the gift of love to say who I could choose?
Did he give me the gift of voice so some could silence me?
Did he give me the gift of vision not knowing what I might see?
Did he give me the gift of compassion to help my fellow man?

- **When God Made Me** by Neil Young from the *Prairie Wind* album.

<http://www.azlyrics.com/lyrics/neilyoung/whengodmademe.html>

