

THE INFLUENCE OF PARENTS AND THE MEDIA

ABOUT THE PROJECT

The *Influence of Parents and the Media* project will examine the influence of social media on young people's moral functioning and the role that parents play in mediating these effects. By 'moral functioning' we are referring to young people's ability to reason about moral issues, experience moral emotions (such as empathy) and develop a moral identity where specific moral traits are seen as an important part of who they are.

The project will work to answer the following research questions:

- *How prevalent are moral messages on social media?*
- *How is social media use related to moral functioning?*
- *How might parents mediate the relationship between young people's social media use and moral functioning?*
- *How might parents influence their children's formation of a moral identity over time?*

Throughout this project there will be a focus on three virtues in particular; empathy (an important moral emotion); gratitude (as conceived as comprising cognitions, emotion, attitude and behaviour); and honesty (which is particularly relevant to the online environment). Alongside these aims, the research will examine the relationship between implicit and explicit measures of gratitude and morality. The goal here is to investigate how (or whether) we can objectively measure attitudes to virtue and whether implicit/explicit measurements can predict actual behaviour.

This research will involve a mixed-methods approach including the use of surveys, focus groups, parent-child dyads and a comparison of implicit measures of gratitude and morality with explicit tests of moral functioning (moral reasoning, emotions and identity).

We are looking for parent and child dyads to take part in this research; if you have a child aged between 13 and 17 years and would like to be involved please contact the Principal Investigator, Dr Blaire Morgan: b.e.morgan@bham.ac.uk

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FOR MORE INFORMATION ABOUT THE PROJECT PLEASE GO TO

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