Media and Psychology

self-disclosure to the opposite-gender friends. The inconsistent effects exhibit the complex relationship between SNS using and depression, as well as the importance of social support in this relationship.

P2077

The influence of collection and utilization of information related to child-rearing on Japanese mothers' mental health

Ken'ichi Matsumura (1), Naoko W Obanawa (1), Mako Masuda (2) 1. Mukogawa Women's University, Japan; 2. You You Club, Japan

As nuclear families increased and the Internet became popular, Japanese mothers were faced with culling adequate information related to child-rearing from an extraordinary amount of information from various media. In this study, we examined the influence of collection and utilization of information related to child-rearing on Japanese mothers' mental health. Japanese mothers with children under three years old (N = 187) completed a questionnaire concerning the frequency of child-rearing information collection, the sources of information, information literacy (Takahira et al., 2001), Parenting Self-Efficacy Scale (Kanaoka, 2011), and General Health Ouestionnaire 12. The results showed that 63% of mothers were in their 30's, 48% had a single child, and 93% were collecting child-rearing information through friends (79%), the Internet (78%), their parents (68%), and childcare specialists (50%). It was also indicated that the ability to collect and to use the information influenced mothers' mental health via their self-efficacy in child-rearing.

P2078

Mediated effects of intergroup contact via SNS and face to face international communication on attitude toward foreign people. Yumi Matsuo (1), Sachi Tajima (2),

Mizuha Teramoto (3), Akiyo Shoun (3), Mari Aita (3), Kei Shibuya (3), Akira Sakamoto (3) 1. Kanto Junior College, Japan; 2. Tokai University, Japan; 3. Ochanomizu University, Japan

SNS (Social Networking Services) can connect people who have common interests around the world. Communication with foreign people via SNS is expected to promote face to face communication with foreigners and to improve attitudes toward foreigners. The purpose of this study is that to examine whether intergroup contact with foreign users via SNS has the effect of reducing prejudice mediated by face to face international communication. A sample of 1,946 Japanese SNS users completed questionnaires in a three wave survey. Results showed that intergroup contact via SNS (measured at time 1) increased significantly face to face communication with foreigners (measured at time 2). However face to face communication (measured at time 2) did not have a significant effect on the attitudes toward foreigners (measured at time 3). Although the hypothesis is not supported, international face to face communication has partial effects on attitudes toward foreigners mediated by intergroup contact via SNS.

P2079

Psychological Resources and Risks of Internet Using by Teenagers during War

Mykhaylo Naydonov (2), Lyubov A. Naydonova (1), Lyubov M. Naydonova (3), Ivan Naydonov (4) 1. Institute of Social and Political Psychology of the National Academy of Pedagogical Sciences of Ukraine, Ukraine; 2. The Institute of Reflexive Investigation and Specialization, Ukraine; 3. Kostyuk's Institute of Psychology of the National Academy of Pedagogical Sciences of Ukraine, Ukraine; 4. Taras Shevchenko's Kyiv National University, Ukraine

Significant change of the information space during the anti-terrorist operation in eastern Ukraine is the increasing of violence demonstration (shooting and heavy weapons, explosions) in media. Children and young people are under the influence of systematic and repeated traumatic situation and seeing media trauma too. The main goal of our research is to reveal major risks of media impact on children in times of war. Basic line is to protect children in cyberspace. There are 12 focus groups with 12-14 years old teenagers from different regions of Ukraine (N = 150). They compared their own internet practices before and during war. Three new risks of teenagers' internet practices are found: 1) victimization by media violence exposure in news, 2) polarization of communication in social media, 3) anti-political communication blocking, which collapsed citizen development. Also Internet continues be the symbol of peace time for teenagers.

P2080

The Impact of Romantic Media Exposure on Undergraduate Students' Romantic Beliefs: The Effect of Perceived Realism and Social Comparison Orientation

Gengfeng Niu, Zongkui Zhou, Xiaojun Sun, Yuan Tian Central China Normal University, China

The influnces of media on individuals have always been the focus of researchers' attentiom. This research was to investigate the impact of romantic media exposure on romantic beliefs as well as the effect of perceived realism and social comparison. A sample of six hundred and fourteen undergraduate students without romantic experience completed Questionnaire of Romantic Media Exposure, Perceived Realism Scale, Iowa = Netherlands Comparison Orientation Measure and Romantic Beliefs Scale. Results revealed that, Romantic media exposure was positively correlated with perceived realism and romantic beliefs, and perceived realism was also positively correlated with romantic beliefs, and romantic media exposure could affect romantice beliefs through the mediation of perceived realism. Both the direct effect of romantic media exposure on romantic beliefs and the mediation of perceived realism were moderated by social comparison orientation, and both these effects were much stronger among undergraduate students with high social comparison orientation.

CP 2016

843

P2081

Psychological analysis of social advertising impact on the harm of smoking

Lora Omarova (1), Sergei Sochin (2), Assel Stambekova (3), Akbota Umbetova (4), Gulshat Shugayeva (5), Tulesh Akhmetova (6), Gulmira Skabayeva (7), Olga Aymaganbetova (8) 1. Turan University, Kazakhstan; 2. I.Zhansugurov ZhSU, Kazakhstan; 3. I.Zhansugurov ZhSU, Kazakhstan; 4. K. Zhubanov Aktobe Regional University, Kazakhstan; 5. Kh. Dosmukhamedov Atyrau State University, Kazakhstan; 6. Shakarim Semey State University, Kazakhstan; 7. KazNAU, Kazakhstan; 8. al-Farabi KazNU, Kazakhstan

Social advertising is identified more as an "attitude to the world." The study uses the Socrespons methodology. Experimental investigation is carried out on 42 students (18 boys and 24 girls, Me of age is 19.5) of Turan University. As a result of the study we obtain data on 14 bipolar scales. More than 50% of the participants believe that the social advertising of smoking is unpleasant. 66.7% of participants note that harmful smoking advertising is clear. 21% of subjects consider these kinds of advertising as "not interesting", but the majority of 46% consider this advertising is very interesting. However, only 25% of the participants trust social advertising but more than 30% do not feel any confidence. Factor analysis revealed the F1 include the following scales as "heavy", "unpleasant", "insensitive", "uninteresting", at the same time it is "cold" and "energetic"., Factor 2 is identified as "serious", "sharp", "clear" and "angry".

P2082

Social Relationship Preference of Filipino Digital Natives Maria Angelli D Pacamalan (1), Lera Fay Cotiangco (2) 1. Brain Matters, M. & NP.

© 2016 International Union of Psychological Science