

# Making Sexual Media Better

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*How Social Norms & Film Contribute to the Sexual Activity among Teenagers*

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**12/11/2012**

## **Introduction**

A quick definition of the social norms theory by Rentner (2008) is the understanding of a person's perception of reality, not their actual reality. What is then done with that perception is the behavior that is enforced by social norms.

Two assumptions can be made when it comes to the Social Norms Theory: social norms have a huge effect on two different portions on your life and three of the biggest health choices of your life may be made from your surrounding peers. The first assumption about social norms is that students are heavily influenced by their surrounding social norms during their high school and college years. The second assumption is that the health choices which adolescents interpret about smoking, drinking, and sexual activity can affect their health and lives during their most susceptible years.

I decided to do some research on the social factors that surround sexual activity during the high school years, and then examine how Hollywood tackles sexual activity at a young age for films aimed toward young adults. I believe that the media has a huge impact on the lives and decisions of young adults. I decided to look at how films portray the behaviors happening around youths because of perceived social norms and how often these films provide information on Sexually Transmitted Infections (STIs), teenage pregnancy, and the use of contraceptives. The films studied by me are *10 Things I Hate About You* (1999), *American Pie* (1999), *Superbad* (2007), *Easy A* (2010), and *The Virginity Hit* (2010). At the end of this paper I will have suggestions as to how Hollywood films could contribute to the sexual education of young adults through film and product placement.

## **Studies Previously Done**

Finding studies that focused on: influential social factors, sexual activity of young adults, and the media content that is consumed by subjects is an improbable feat. The studies that were available to me included a mix and match for every two out of three subjects, but I could not find a study which contained all three of my focuses. The first relevant study is based on the personal and social factors that contribute to sexual intercourse.

### **Personal and social factors influence age at first sexual intercourse (1999)**

This study done by Rosenthal, Smith, and de Visser (1999) found useful results about adolescents and their first encounters of sexual activity. It was found that young adults with less traditional views on gender roles integrate behaviors of sexual activity earlier than peers with traditional views. Interestingly enough, the relationship between the subjects lack of restraint and expectations of earlier independence contributed to early initiation of sex. Rosenthal, Smith, and Visser also found that earlier sexual initiation occurred among males or females that: matured faster than their peers, used uncommon drugs more often, and were independent earlier than peers.

In Hollywood movies, sexual activity between two teenagers is usually shown at an unsupervised party where drinking and doing drugs may be a common scene. The finding from the Rosenthal et al. study about early sexual initiation happening because a subject is more independent than their peers can be altered and applied here. When young adults are alone making their own decisions about drinking, drugs, and sex, they may take their new found freedom and purposely make unhealthy choices. They also rely on the social norms that are surrounding them and make inferences from what their peers are doing.

### **Early initiation of sexual activity (1998)**

All I was able to find on Kinsman, Romer, Furstenberg, and Schwarz's (1998) study of Early Initiation of Sexual Activity: The Role of Peer Norms was just an abstract; it still contained useful information. The most useful result produced in their study of 11-12 year old students was that the students whom were already sexually active thought that their friends were also sexually active, and that other sexually active students had more respect and more friends than non-sexually active students.

For male characters in Hollywood this seems like an accurate portrayal. The fact that sexual activity seems to be heavily influence by the amount of peers who are sexually active is worth pointing out as well. The amount of sexual activity by one student can then contribute to the number of sexually active peers surrounding them. This is social norms at its best, and can be described easily enough as a "ripple effect."

### **Sexy Media Matter (2012)**

Brown, L'Engle, Pardun, Guo, Kenneavy, and Jackson (2006) examine the sexual media diet (SMD) of young adults between the ages of 10 and 16. They found a clear trend between the amount of SMD and the reporting of first sexual intercourse. It was found that 12 to 14 year old Caucasians with higher SMDs were more likely to participate in sexual activity than participants with lighter SMDs.

Brown et al. (2006) found that one of strongest predictors of the early initiation of sexual activity for both Caucasians and African American students is the perception that surrounding peers are already having sex already. Although this was not the focus of the study, it still demonstrates how influential social norms affect the behaviors of young adults.

### **Sex in top 200 movies (2005)**

Gunasekera, Chapman, and Campbell (2005) examined the Internet Movie Database's top 200 films on a list. Looking at only the films from the past 20 years (post-AIDS discovery) they examined how often sex and drugs were mentioned, and if there was any talk or presentation of contraceptives used during the sex scenes. Out of the 87 movies that were reviewed from the top 200 list; there were 53 sex scenes out of 28 movies that included a sexual activity. Gunasekera, Chapman, and Campbell found that in these top-rated films there was only an 11% representation of consequences from unprotected sex (e.g. unwanted pregnancies, STIs, or HIV), and there was only one scene that suggested condom use.

They had also found that immoral behavior was overvalued and celibacy was made fun of in these films. The only time that the spread of STIs or unwanted pregnancies were addressed; it was as a punch line.

### **Teen films that revolve around sexual activities and social norms**

Even though the previously mentioned study does not relate to the social norms theory; it does show how these highly reviewed films contain no substantial educational information when it comes to sexual activity. While the five films I examined and deconstructed actually addressed the scary consequences of young adults participating in sexual activity. All five films mention condoms, whether it is as a sarcastic joke from a girl toward her father, or the actual use of one during a sex scene—four out of five films promote condoms prominently in at least one scene. One film addresses the possibilities of STIs head on in a scene, and the two films that have a female central character (*10 Things I Hate About You* and *Easy A*) refer to birth control in one form or another.

It relieves me that movies meant for teenagers are addressing consequences of sexual activity and including forms of contraceptives in their scenes; bearing in mind that SMDs can correlate to when a young adult may begin participating in sexual activities (Brown, et al., 2006). The actions that happen in movies with high school plots may be perceived as a social norm for teenagers watching; so these young adults may observe the behaviors of these characters on screen as normal. Thus, viewers might base their own decisions on sexual activity off of what they are viewing on film.

Adolescents can extract more information from a Hollywood movie than most writers and directors think. Youths may make their own decisions about sexual activity from the inferences they make on a character from a movie. Films can be a big part of adolescence for some: groups of friends go to the cinemas, the movies are also a common date place, and for others it is an escape from their own confusing reality. So it is easy to assume that while teenagers are learning about themselves and their behaviors they might find that films are a helpful guide. Certain scenes, storylines, characters, and relationships might hit home for them; they may adapt a screen character's personality and choices because they were impressed by them and want their happy ending.

Teenagers can take many different bits of information away from a movie, and it is a possibility that these films portray a kind of social norm to them. That is why I focused so much of my time on what I believe are five influential films—from two different periods of time—that may still be watched today by teenagers. These five films were also picked because their storylines rely heavily on dating, sexual activities, and/or perceptions of peers around the main character(s).

### ***10 Things I Hate About You (1999)***

In 1999 a cult classic for teenagers was released, *10 Things I Hate About You*, featuring Julia Stiles and Heath Ledger as the main focus (Lazar & Junger, 1999). The premise of the movie is based around a rule about dating changing in a house hold of two teenage girls and their single father. Bianca (the young, pretty, people-pleaser, shallow sister) can date when her older sister Kat can. After this change is made, a boy who wants to date Bianca tries to find a date for Kat by looking at some “extreme” guys. All the guys respond differently but one thing is common: ‘hell no’ they won’t date her. It is a perceived social norm at this school that this girl is a “heinous bitch” (Lazar & Junger, 1999). Everyone is afraid of her because she does not follow the norms of high school. The only guy crazy enough to date such an abnormal girl is an even more perceived abnormal guy; thought to have been to jail, sold his own liver, and is pigeonholed as the most extreme bad boy to ever strut a high school hallway in a film script. This is just a quick synopsis of this romantic comedy, but even just this setup is an example of social norms and the assumptions made about particular people because of what others think at a school.

Although the movie does not outright focus on sex and sexual health as the following movies in this paper does; it does focus on numerous different social norms, dating decisions, and the responsibilities that can come because of the decisions you make. Many life lessons come out of the wood-work thanks to Bianca and Kat’s father. He is an OB/GYN and always uses scare tactics as advice about dating. Once he tells his daughters about a 15 year-old girl that delivered twins. Another time, when Kat finally decides to go to a party so her sister can go, the father has her wear “the belly” as a form of birth control. Wearing a nine-month pregnancy prosthetic to make her weigh the decisions she will be making at the party. Showing her what

one night of doing what may appear like the norm among teenagers to be a disastrous life-changing event. These scare tactics are the only forms of birth control mentioned in the pre-millennium film.

The next two scenes described are the last that are really heavy on laying social norms down to the viewer. The first is earlier in the film, when Bianca is frustrated because her sister insists on being so different. Bianca scoffs that Kat is from “Planet Loser” because she won’t date other guys from school, and Kat retorts back that Bianca is from “Planet Look at Me, Look at Me” because she is not allowed to date. Although to an untrained eye, one may look over this as just a catty quarrel, but the girls, in the first 15 minutes of the movie, set up what is the social norm of high school when it comes to dating. Bianca thinks that dating is normal in high school, you date the guys at your school, and since she is a sophomore and a senior is hitting on her she is the most wanted girl in school. While Kat intentionally sets out to be different than everyone else and refuses to date the “miscreants” at school.

Kat’s radical rebellion toward the high school social norm is actually stemmed off of an experience she had while in ninth grade. She divulges to Bianca that when she was “super popular” she dated Joey Donner; the same senior that is interested in dating Bianca now. Kat reveals that after a month of dating she and Joey have intercourse; Kat did it because their mother had just left and “everyone else was doing it.” Afterwards she told Joey that she was not ready and did not want to do it anymore; so he dumped her. That is when Kat vowed to never do anything that anyone expected or wanted her to do when she did not want to do said act. Bianca reacts to her sister’s story with anger and resentment because her sister did not give her the chance to make her own decisions. This scene happens near the end of the film; before it is revealed that Joey Donner only wanted to date Bianca to take her virginity at prom.

This movie is chock full of social norms when it comes to dating, perceptions of people, sex, and drinking, and it is easily disguised and perceived as a teen romantic comedy. Although, it can be easily assumed that any movie made for teenagers has some form of social norms throughout them. *10 Things I Hate About You* does a great job of digging into the universal social norms of high school, but the following movies focus more on sexual activity than this one actually had.

### ***American Pie (1999)***

A few months after *10 Things I Hate About You* ran in theaters, *American Pie* was released. This movie's entire basis is around sexual activity, so much that the plot is around four senior guys making a pact to lose their virginity by senior prom (Moore & Wietz, 1999). Although short, that is all the background needed to apply social norms to this very shallow high school comedy.

This movie uses every cliché in the book when it comes to high school sex. The film writers portray what they believe to be the social norms among high school students when it comes down to the dirty deeds that take place. For example, two best girl friends in the film talk about first times and whether it will be painful. The virgin out of the two asks details as to not be completely incompetent when it comes to her first time. The virgin also builds up the first time she has sex to be this monumental mind-blowing moment; while throwing the "I love you" phrase around willy-nilly. Her boyfriend has the opposite view, he withholds the "I love you" and wants the sex. This one couple represents the norms of couples in high schools around the nation. The boys always wanting to "just have sex" while the girls romanticizing about their first time and using the word "love" all the time. Both boys and girls are not realizing how important each step is in a healthy relationship because of the way they perceive their peers actions.

Since all of the boys expect each other to have sex by prom night the rest of the movie is about the decisions they are making; all of which are based off of the idea that everyone around them is already having sex. The pact is made after the teens perceive that one of the dorkiest guys in school was laid; when in actuality he just had a conversation with a girl throughout the night. The entire premise of the movie is made off of a false assumption because of the social norms that surround sex in high school.

Although, this film for teens does take a step in the right direction; all four main male characters purchase condoms and take them along with them when they believe they are going to get lucky.

A father takes it upon himself to teach his son about dirty magazines and masturbation; which may be a typical route for men. While the girls talk about masturbation to one another instead of their mothers. These can be perceived as usual occurrences for high school adolescents that do not know what to do with their new found libido yet.

Everything that the friends and father do in this film is a part of the social behavior that Bandura's theory claims. Rentner (2008) describes Bandura's claim as the following: "social behavior is learned by observing others' behaviors and by reinforcing specific behaviors. Individuals learn of these behaviors through both direct and indirect experiences with their environment" (p. 196). *American Pie* is a great example of this happening with sexual activity.

### ***Superbad (2007)***

Fast-forward a few years and we have a new breed of teen films. They are no longer tongue-in-cheek comedies about high school norms and sexual activity. *Superbad* which debuted in 2007, directly talks about pornography, sexual activity, and drinking without any hesitation;

the two main characters, Seth and Evan, show no embarrassment while talking to one another about these topics (Apatow & Mottola, 2007).

In the opening scene the two are talking about what pornographic sites they are going to subscribe to while away at college. In just the next scene the boys are looking at dirty magazines and talking about how it is unfair that women can openly displays their private areas, while any time they get an erection in public it has to be hidden. This conversation in the film is a display of what is observed as social norms in itself. Seth and Evan point out how it is okay to show big breasts in public; be it a low cut shirt, bikini, or other, these women are not frowned upon by most observers. But if a man were to walk around with an erection it is an embarrassment for everyone and offensive to others. Social norms put breasts on a pedestal and the male genitalia in the sewer.

Seth and Evan constantly talk about their crushes and the film revolves around their attempt to have sex with them at a big, boozy party. Only one character, Evan, actually thinks in advance and brings a condom and some spermicide lube. Seth actually becomes outraged by this small gesture because he did not think about it, but he claims to just be “offended.”

When the boys finally make it to the party, the girl that Evan is interested in is trashed. The dialogue that happens between Evan and the girl’s friend (Gabby) perfectly displays how a social norm directly affects Evan’s social behavior. Evan is confused as to why he needs to go make a move on Becca (the crush) while she is drunk and he is still sober. Gabby explains that it is okay to have some sort of sexual relations with Becca if he too is drunk. Evan then goes to the bathroom to get thoroughly smashed before talking to Becca. Not only does this display of social behavior perfectly represent what teenagers will do to fit in and get laid, but it sets a terrible

example for teenagers watching the film. Becca and Evan only gain enough courage to preform sexual acts if they are both drunk; thankfully, while Becca is trying to seduce Evan he realizes that he did not want his first time to be while both of them are drunk.

These social norms indicate that it is okay to have sex with someone when you are both drunk, but not if one of you are drunk and the other is not. This is the wrong message to send to teenagers whose brains are not even fully developed yet. I am glad that they talked about condoms and spermicidal products but this assumed behavior about drinking and sex is terrible. Not only does it happen between Evan and Becca, but also Seth and the girl he is interested in—the host of the party, Jewels.

Fortunately, Jewels sets a better example than Becca did 10 minutes before. After Seth gets smashed at the party and has enough courage to talk to Jewels alone; he goes in for the kiss. Jewels dodges the kiss and tells him “not while you’re drunk.” Seth than complains that tonight was going to be the night he made Jewels his girlfriend. Jewels then asked why it has to be tonight. She is then offended by his explanation that the only way she would sleep with a guy like Seth was if she was drunk. She explains that she is not even drunk to begin with; she wanted the booze at the party for her guests, and that her—nor Seth—would have to be drunk for Seth to get with her.

Although this movie does reference health class once, unlike any of the other movies, it is done for an awkward joke. This movie is a great example of how perceived social norms can directly affect the behavior of teenagers in a school and party setting.

### ***Easy A (2010)***

Probably the best example of social behavior paired with social norms is portrayed in the 2010 romantic comedy *Easy A* (Devine & Gluck, 2010). This film for teenagers displays how quickly lies can spread and ruin a person's reputation while in a high school setting when it is about sexual activity. It is loosely based off of *The Scarlet Letter* and even addresses the book as the reading for an English class.

The plot begins when Olive lies to her best friend about sleeping with a college guy just to shut her and her pestering questions about Olive's weekend up. When this lie is overheard by the Jesus enthusiast of the school the rumor spreads like wild fire. That is when Olive goes from being a nobody to the somebody everyone is talking about. People cannot stop staring at her or talking about her supposed lustful tryst with an older man. Even though it is a lie that is getting her the attention, she does not care, she likes being a blip on peoples radar for once.

Although the rumors begin to escalate and soon enough everyone thinks that she has turned into the town whore. The following quote which perfectly portrays how social norms in high school are perceived: "That's the thing about being a girl in high school--people hear that you have had sex once, and bam you're a bimbo," is declaimed by Olive. This one quote and what happens next in the film is an example of Likenbach's (2002) assumption that "misperceptions for norms reinforce negative behavior" (Rentner, p. 197).

Olive realizes a groundbreaking solution on how to make it through high school: you have to act a certain way (your behaviors must be a social norm) to make it through the day. This discovery is why Olive decides to help Brandon (a perceived gay at the school) and act like she "slept" with him at a party. What follows next in the film then explains the Attribution Theory perfectly. Rentner (2008) from our text describes the Attribution Theory as "the need to explain,

to predict, and to protect oneself and one's social identity. That is, a person in a social situation observes another individual's behavior, and based on that observation; the person infers motivation and intentions" (p. 196). So thanks to the assumption that Olive is the new town tart with the aid of moaning and some jumping around on a bed; the entire party then believe that Olive and Brandon have had sex.

After Olive's best friend claims that everyone, including herself, thinks that Olive is a "dirty skank" Olive decides to play the role. She buys numerous corsets and decides to sew a red "A" on the chest of all of them; similar to Hester Prynne in *The Scarlet Letter*. Her behavior is an outcome of what the kids at school perceive her to be. The next chapter in Olive's degeneracy was the rumor that she was giving sexual acts out for gift cards; this happened because she had pitied another boy whom was overweight and was having an equally difficult high school experience as Brandon. All the losers, nerds, and geeks follow suit after these two incidents, and thanks to word of mouth these exaggerated, unhealthy rumors of physical contact become the social norm at school. Everyone wants a fake piece of Olive.

All of the public believing these lies about Olive then lands a few people into trouble. A 21 year old senior at the high school gets chlamydia and blames it on Olive. His behavior is an outcome of the perceived social norm around Olive's social behavior. Everyone believes this statement; even though it was the school's guidance counselor he was sleeping with that gave him chlamydia. Olive decides to take the heat so that the guidance counselor won't lose her job or wreck her marriage to Olive's favorite teacher.

When Olive finally wants to fix her life and tell everyone the truth no one will help her say they were all lies. The boys at school tell her "no" because girls are now paying attention to

them because of the rumor that these boys are now experienced. A social norm has been created for the boys who have claimed to have had sexual activity with Olive because of her perceived behavior. Girls now realize the potential these boys have because of Olive's supposed past.

In the end, when Olive comes clean and stops conforming to the rumors surrounding her she is finally happy again. She gets the guy she has had a crush on for the majority of her life, and it is all thanks to changing her social behavior. Unfortunately, since there is no sequel and Hollywood movies like to end on a happy note, there is no scene showing how the high school will be affected by the truth and what new social norms will come of her confession.

Regrettably, this teen flick based around a girl's sexual activity (or lack thereof) only includes only two scenes about the prevention of unwanted pregnancies and STIs. When compared to *American Pie*, *Superbad*, or *The Virginity Hit*—films based around the sexual conquests of males—condoms have an entire scene dedicated to them in a very blunt matter. The only time contraception's are mentioned in *Easy A* is when Olive visits the guidance counselor's office and she gives her condoms so that this "phase" Olive is going through does not "define" her entire life. The guidance counselor also tells her that the pill is not 100% effective. This scene happens so quickly and so underhandedly that I did not even realized that it existed until I watched it again for this paper, the fourth time viewing this film. This scene may seem sneaky because of the American social stigma that surrounds and crucifies any girls who carry their own condoms on them. Thankfully, Olive does show awareness of STIs when the topic of chlamydia comes up.

### ***The Virginity Hit (2010)***

*The Virginity Hit* was released in 2010 is a chronicling of one teenage boy losing his virginity after his three best friends lost theirs. This film that was shot for the majority by the cast

members with cell phones and video cameras is a quirky, nail-biting film that looks at losing your virginity with the whole world watching (Ferrell, Botoko & Gurlan, 2010). Matt is the main character and even though he has had a girlfriend for two years he seems the most inexperienced.

Fortunately, Matt is shown buying condoms for the big night, but he soon hears a rumor that his girlfriend, Nicole, has cheated on him with a college fraternity boy. His friends then convince him that he should still go out on their romantic date, have sex with Nicole, and then break up with her. The friends insist on wiring the bedroom with microphones to make Nicole's humiliation public. All their friends listen in the room next door in anticipation of the big event. Needless to say this plan backfires, somehow Nicole figures out that the room is wired and that a bunch of their friends are in the next room.

More chaos ensues for the rest of the movie about Matt trying to lose his virginity with two other, older women, all at his friend's persistence. These plans backfire, and one maliciously ruins Matt's life. This all keeps happening because Matt thinks it is so important to lose his virginity as his best friends have. His surroundings kept telling him to do things that he believed were in his best interest because sex is so important at that age. The final resolution is around the best realization that Matt could have. Matt finally makes a decision about his sex life without consulting his friends and he acts on impulse to go after his ex-girlfriend Nicole. This one pure action is what actually works for him. He finally gets laid and gets back together with his girlfriend after realizing that the past can be forgiven if appropriate. The one time he does not let his environments affect his behavior he finally finds happiness.

## How to Apply Product Placement for the Greater Good

What I am about to describe may not be an easy feat, or a feat that I am even capable of doing in my current position, I believe that with strategic product placement and specific dialogue Hollywood can do an even better job at educating teenagers about contraceptives, forms of protection, and consequences of sexual activities.

I have a few of my own suggestions for these entertaining and educational scenes that could raise webpage views or sales for some businesses. For instance, what if Trojan condoms became the condom of choice for Hollywood? Anytime a film that contained a sex scene the brand Trojan could be: brought up before the scene while shopping for one, or during the scene while grabbing one in the bedroom (both of which could be done comically), or just shooting the scene from a different angle with the open box in the background on a table stand. This could be free press for the company, or the films could be making deals with the Trojan company to feature them. If films took an extra step at just featuring condom use in dialogue or in a scene more teenagers would be exposed to this healthy decision. Teens would then associate condom use during sexual activity as a social norm because of what they are viewing on screen.

Another great way that Hollywood could address contraceptives is by having just two girls talking to one another about birth control. Only one film mentions the pill and it just so happened to be a subtle joke in *Easy A*. I do not understand why *American Pie* could not include a scene with the two girl friends talking about protection the same way they spoke about first times and orgasms. In future films, writers should include a scene where they can enlighten female viewers. Addressing different types of birth control in films specifically for females can start a conversation between friends that can lead to better decision making; thus increasing sales in different pill contraceptives.

Of the five teen films I watched not a single character actually contracted an STI. Although Olive from *Easy A* claimed she contracted one, there were no real consequences portrayed in the film about her health or remedies. If these hypothetical movies included a character that already has, or will contract an STI during the run time of the film I believe that teenagers will better grasp the sincerity of what unprotected sex can lead to and how it can radically change their lives. If Hollywood movies portrayed more real life consequences teenagers will stop thinking that they are immune and “that will never happen to me.” This could gain press for the world AIDS foundation or something similar in that sense.

### **Non-traditional PR and advertising tactics for films**

If movies did the above suggestions then the marketing and PR department of the film could send pamphlets with information, posters, and other hype-generating items to public schools across the country. The pamphlets would be for the principals, guidance counselors, and health teachers of the schools to inform them why this upcoming film is a great representation of sexual activity among teenagers because they tackle all the hard subjects. This could lead to the posters being put up in school, extra credit given to students who go see the film opening weekend and report back what risky and healthy decisions were made by the characters, and the movie being a topic of discussion in health classes. Not only would this lead to a rise in ticket sales, but the possibility that this movie could be shown in classrooms after a DVD and Blu-ray release would raise many as well.

Instead of going the traditional advertising route for new films (e.g. numerous TV spots, thousands of magazine ads, and numerous trailers tied to semi-similar movies); this hypothetical film could gain publicity by sharing with the public schools of America that they are portraying sexual activities with smart lessons and healthy choices through characters that teenagers can

relate to while the film is still entertaining. By taking this radically different approach of advertising this film has the chance to become a trending topic and possibly get free press by local news stations and national late-night talk shows. So now would they not only gain an interest for the movie among high school staff and students, but also viewers of the news and talk shows like adults, parents, and college students.

This hypothetical movie will of course have a very active social media life as well; having an awesome Facebook page and an easy twitter handle will come in handy. After people hear about this film with an outrageously different advertising tactic they will want to visit these pages. Social media can then plug the movie even more and it may also engage future ticket buyers.

## **Conclusion**

When it comes down to the social norms theory and sexually active youth the easiest and most informative route will be through movies. Young adults are ever consuming entertainment, and if a Hollywood film takes the extra few steps to portray healthy real life decision making when paired with a sexual activity they could plug the movie in a new and creative way. If that movie is successful in the box office and DVD/Blu-ray sales than I would think the PR and advertising team did a great job which and it leaves the opportunity for more movies to do the same.

It can be easily assumed that perceived social norms contribute to the decisions made by high school youths every day. Many of the choices taken by youths are based around life style choices like smoking, drinking, and sexual activity. Teenagers are not just influenced by their

peers; they are also looking at entertainment facets for answers on what is cool and if these features portray openness around healthy choices for sexual activities.

Changing the way of Hollywood may seem ambitious, but it could bring some radical positives to the youths of today. Examining previous teen movies has made me realize how little some films portray good decision making skills. If Hollywood films applied the social norms theory with good PR practices they could improve the influential material teenagers consume and raise ticket sales while creating positive social and decision making skills by youth who watch the film.

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