Digital media allow information sharing across a variety of media formats, including text, photographs, video, and audio. Today's video games, for example, often represent a merging of both traditional and social media, as users can virtually “inhabit” impressively produced worlds and interact with other users in remote locations. Video game participants can even work collaboratively to cocreate virtual worlds. Thus, digital media can provide an engaging experience in which the media experiences of children and teenagers become highly personalized. Media Use Estimates. How Are Media Usage Patt