I would like to write about the effect of media on teen pregnancy rates. I was inspired by Peggy Drexler’s article, The *Juno Effect -- Media, Teens and Pregnancy*. She points out how the progression of the way media has portrayed teenage pregnancy and the link to the increase of teen pregnancy. While she doesn’t point out exactly how media has changed perception of teenagers regarding sex, she mentions how sex is much more glorified than it ever used to be in the past. Teenagers watch movies like *Juno* filled with happy endings and don’t comprehend the realities of a teen pregnancy.

Rand Corporation’s research has revealed that teenagers exposed to sexual content on television are twice as likely to become pregnant before the age of 20. I’d like to explore the various explanations for such a link. Underlying the effect of media is society’s view on sex as well as teenage pregnancy and how it has changed over time. Much of media is based on what society likes to see and dependent on ratings to survive. So, why is it that shows like *Teen Mom* premiere season after season with high ratings? How does society outlook on teenage pregnancies differ now that it did in the past? What are the reasons for such a change in view?

Sex in media not only encourages teenagers to become sexually active at an earlier age but also promotes inconsistent use of birth control. Furthermore, it is not just limited to a television set in today’s world but rather accessible anytime, anywhere. The U.S. has one the highest percentage of teenage mothers amongst all the countries. No definitive cause has been provided but the plausibility of the difference in media and societal outlook has been proposed.

I don’t believe the answers are quite straightforward but rather a mingling of various factors. By exploring such factors, I hope to also propose suggestions on how the link between media and teenage pregnancy can be weakened.