The omnipresence of (social) media in today’s youth livelihood raises important questions as to how continuous media availability and use may affect them. One of those questions concerns the role contemporary media may have in affecting youngsters’ moral development, particularly in view of antisocial media content and phenomena like cyber bullying. I will present some of our latest research findings as collected among a large number of adolescents from the perspective of media psychology. In my presentation, I will apply an open format to discuss various theoretical and methodological approaches.