

Interviewing

The questionnaires for the expected number of students in the class, plus three extra copies are sent to the school by In-Person Field. A file is set up by In-Person Field for the purposes of linking Sample Point Numbers (of the schools) and ID numbers (of the corresponding students). This file will also include the principal's size-of-place categorization for the school (asked at the consent stage). The file is sent to Data Processing once the study is completed.

QUOTAS:

CONSENTS	QUOTA
Public	89
Private	11
Parochial	5
Total	105
INTERVIEWING	QUOTA
Total	2,000

Note: There are subquotas for consents for the top three U.S. cities (New York, Los Angeles, and Chicago). While there is no target number of consents in each city, each must be represented by no less than one principal consent. Each pack containing schools in these cities will be marked with a red marker.

SAMPLE POINT NUMBER (SCHOOLS):

118

1st Digit

- 3. Third
- 4. Fourth
- 5. Fifth
- 6. Sixth
- 7. Seventh

Grade

- 8. Eighth
- 9. Ninth
- 0. Tenth
- 1. Eleventh
- 2. Twelfth

119

2nd Digit

Type of school

- 1. Public
- 2. Private
- 3. Parochial

120

3rd Digit

LHA region

- 1-8.

(SAMPLE POINT NUMBER, Continued)

121 4th Digit

LHA state
1-9.

122 5th Digit

Area characteristic
(as defined by M.D.R.)
1. Urban
2. Suburban
3. Rural

123-127

6th - 10th Digits

Counting numbers
00001-99999.

WEIGHTING:

The completed interviews are weighted to the average number of students per class; Data Processing gets this information from the data collection.

Additionally, the completed interviews are weighted to the variables of grade, sex, race and region, as necessary. Decisions concerning these stages of weighting are made by the Project Director(s) after comparing the unweighted results to figures provided by Sampling from the National Center for Education Statistics. All decisions about the weighting are double-checked with Marty Frankel, if necessary.

DISPOSITION:

A final disposition of the sample used for the consent portion of the study is done by Barbara Abbott, unless interim ones are required; copies are sent to Joy Sever, Adele O'Grady, David Krane, Paul McGhee, Michele Salomon, Heidi Sutter, Peter Quinones, and Maria Jackson.

codes for kids tv 953004

q.b1a purple c(208,213)

gold c(208,213)

q.c3 & q.c4 purple c(312,315)

gold c(312,315)

- 01-the simpsons
- 02-home improvement
- 03-beverly hills 90210
- 04-saved by the bell
- 05-full house
- 06-sister,sister
- 07-family matters
- 08-martin
- 09-married...with children
- 10-wings
- 11-seinfeld
- 12-er
- 13-lois and clark
- 14-grace under fire
- 15-friends
- 16-baywatch
- 17-fresh prince
- 18-roseanne
- 19-cops
- 20-ellen
- 21-melrose place
- 22-models inc.
- 23-ny undercover
- 24-all that
- 25-beavis & butthead
- 26-ricki lake show
- 27-sportscenter/any sports news shows
- 28-games,sporting events
- 29-my so-called life
- 30-living single
- 31-rescue 911
- 32-saturday night live
- 33-seaquest
- 34-sliders
- 35-step by step
- 36-tales from the crypt
- 37-thunder alley
- 38-the x-files
- 39-x-men
- 40-professional wrestling(monday night raw,wwf,etc.)
- 41-house of buggin'
- 42-power rangers
- 43-blossom
- 44-days of our lives
- 45-party of five
- 46-on our own

47-the nanny
48-the state
49-earth 2
50-animaniacs
51-ren and stimpy
52-rugrats
53-taz-mania
54-music video shows (on mtv,bet,cmt,etc.)
98-all others
99-dk/ref

q.b1b purple c(214,229)
gold c(214,229)

01-it's funny
02-i like the characters
03-subject is of interest to me
04-it's about people like me
05-it's realistic
06-it has good looking women
07-i like the individual star
08-it has a message
09-it's exciting/dramatic/interesting
10-it's cool;i like it (n/s)
11-it has good looking men
12-like the music
13-time or day that it's on
14-whole family can enjoyon
15-can learn from it;educational
98-all others
99-dk/ref

q.b2b purple c(231,232)(1058,1061)
gold c(231,232)(1058,1061)

01-my so called life
02-cosby show
03-south central
04-saved by the bell
05-blossom
06-in living color
07-full house
98-all others
99-dk/ref

q.d1a purple c(408,409)
q.d1 gold c(408,409)

01-will smith
02-martin lawrence
03-jordan catalone (my so-called life)
04-bart simpson
05-dj (full house)
06-stephanie (full house)

07-tia or tamara (sister,sister)
08-angela (my so-called life)
09-jennie garth (kelly on 90210)
10-kramer
11-al bundy
12-clark kent/superman/dean cain
13-tim allen
14-beavis
15-butthead
16-phoebe (friends)
17-ashley (fresh prince)
18-blossom
19-laura winslow (family matters)
20-zack morris (saved by the bell)
21-jonathan taylor thomas (home improvement)
22-ellen
23-sydney (melrose place)
24-grace (brett butler in grace under fire)
25-donna (90210)
26-kelly (saved by the bell)
27-homer simpson
28-steve urkel (family matters)
29-roger (sister,sister)
30-jim carrey (in living color)
31-jerry seinfeld
32-mcgyver
98-all others
99-dk/ref

q.d1b purple c(412,427)

01-funny
02-pretty,attractive
03-interesting
04-honest,straight-forward
05-fun to be around
06-nice person (n/s)
07-caring,compassionate
08-has a lot in common with me;shared interests
09-smart
10-cool
11-dresses well
12-friend you can talk to
13-speaks her/his mind
14-outgoing,friendly
15-he/she is real,down to earth
16-trustworthy,loyal
17-like their attitude
18-popular;has lots of friends
19-gets alot of girls
20-gets alot of guys
21-could learn from him/her
22-rich
98-all others

99-dk/ref

q.d3a job or career:purple c(452,453)

q.d3 job or career:gold c(452,453)

- 01-doctor
- 02-police officer
- 03-fbi agent
- 04-lawyer
- 05-comedian
- 06-actor,actress,tv personality
- 07-journalist,reporter
- 08-teacher
- 09-business executive
- 10-bookstore manager
- 11-lifeguard
- 12-captain of spaceship
- 13-singer/musician
- 14-professional athlete
- 15-shoe salesman
- 16-model
- 98-all others
- 99-dk/ref

q.d3b purple c(454,467)

- 01-that's what i want to be/like to do
- 02-job seems fun
- 03-make lots of money
- 04-help people
- 05-job is interesting,exciting
- 06-it's cool (n/s)
- 07-character is/i'd be sucessful,good at it
- 08-around lots of different people
- 98-all others
- 99-dk/ref

q.d4b purple and gold c(469,480)

- 01-incidences of or shows about racism or prejudice
- 02-bad news/violence/injustice on the news
- 03-annoying talk show guests or topics
- 04-scenes or themes from individual shows
- 05-animals being harmed
- 06-programming complaints
- 07-violence (n/s)
- ***08-o.j.simpson trial
- ***09-sexist things;things degrading to women
- ***10-christianity/god being made fun of
- 98-all others
- 99-dk/ref

q.d6a purple and gold c(509,520)

- 01-violence,crime
- 02-drugs
- 03-peer pressure
- 04-aids
- 05-teen pregnancies
- 06-gangs
- 07-racism,prejudice
- 08-drinking
- 09-smoking
- 10-sex
- 11-tv related responses
- 12-(protecting) the environment
- 13-death/dying/losing someone close
- 14-doing well in school;graduating
- 15-our future-college,employment,etc.
- 16-friends
- 17-fitting in,being popular
- 18-sexually transmitted diseases
- 19-dating,relationships
- 20-money
- 98-all others
- 99-dk/ref

q.d7 purple and gold c(522,533)

- 01-incidences of violence
- 02-nothing;can think of no examples
- 03-examples of how families interact
- 04-examples of how friends interact
- 05-the show "my so-called life"
- 06-other specific show mentions with non-specific examples
- 07-incidences involving drugs
- 08-someone dying
- 09-yes (n/s)
- 98-all others
- 99-dk/ref

q.e8b purple c(628,643)

q.f8b purple c(728,743)

- 01-go for your dreams;you can accomplish anything
- 02-be yourself/don't give in to peer pressure
- 03-never give up/persevere/you can get through anything
- 04-get an education;stay in school
- 05-stay away from drugs
- 06-stay away from gangs
- 98-all others
- 99-dk/ref

q.h5 purple and gold c(956,971)

- 01-tv's great;i like it (n/s)
- 02-too much violence

03-too much sex
04-more shows about/for kids our age
05-tv should be more realistic
06-more shows like... (specific shows mention)
07-more shows about how to solve problems in today's world
08-too much drugs
09-make it more interesting
10-too much bad language
11-too many commercials
12-more educational programs (n/s)
13-more/better representation of non-whites
14-comments on the times/days shows are on
15-"remember children are watching"
98-all others
99-dk/ref

q.11 purple and gold c(1052,1053)(1056,1057)

01-doctor
02-police officer
03-professional athlete
04-lawyer
05-actor,actress,dancer
06-veterinarian
07-artist,illustrator
08-teacher
09-author or journalist
10-singer,musician
11-computer related careers
12-engineering
13-nurse
14-scientist,biologist
15-medical field (n/s)
16-physical therapist
17-psychologist or psychiatrist
18-architect
19-photographer
20-military
21-hair stylist,cosmetologist
22-model
23-business (n/s)
24-accountant
98-all others
99-dk/ref

Notes Re: Kids And TV Survey #953004 (3 Pages)

To: Amy Sutnick Plotch
From: Joy Sever
c.c.: Adele O'Grady
Date: October 12, 1995

*Amy asked that
I forward this on
to you. Please
call if you need
anything. -Att*

Amy:

Here are some notes that should help the people who will be working with the data.

1. Wording differences between Version 36 and Version 712

- A7.#7 Version 36 "I would rather play than watch TV"
Version 712 "I would rather hangout with friends than watch TV"
- B3: Version 36: "What would you rather watch -- a television show that had just boys in it, just girls, or both boys and girls?"
Version 712: "What would you rather watch -- a television show that had just males in it, just females, or both males and females?"
- Sec.E: Version 36: Main character is 12-year old girl
Version 712: Main character is 18-year old female
- E2: Version 36: What is the race and ethnic background of this 12-year old girl?
Version 712: What is the race and ethnic background of this 18-year old female?
- E4a: Version 36: Does this girl have any type of disability?
Version 712: Does she have any type of disability?
- E7: Version 36: What does this girl want to be when she grows up?
Version 712: What does she want to do when she finishes school?
- Sec.F: Version 36: Main character is 12-year old boy
Version 712: Main character is 18-year old male
- F2: Version 36: What is the race and ethnic background of this 12-year old boy?
Version 712: What is the race and ethnic background of this 18-year old male?
- F4a: Version 36: Does this boy have any type of disability?
Version 712: Does he have any type of disability?
- F7: Version 36: What does this boy want to be when she grows up?
Version 712: What does he want to do when he finishes school?
- H4 #5: Version 36: Programs about boys having adventures
Version 712: Programs about men in challenging careers
- H4#6: Version 36: Programs about girls having adventures
Version 712: Programs about women in challenging careers
- I1: Version 36: Are you a boy or a girl?
Version 712: Are you male or female?

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- I11. Version 36: What do you want to be when you grow up?
 Version 712: What job or career to you plan to pursue when you've finished school?

2. Questions that appear in Version 712 but not in Version 36

- B6 Favorite type of television program to watch
D1b Why they chose character as best friend
D2b Why they would like to live life of the person
D3b Why they picked the person and their job or career
E8b If you said the TV show would have a message, what would that message be?
F8b If you said the TV show would have a message, what would that message be?
H2#4 More positive role models for females or males

3. Options that appear in Version 712 but not in Version 36

- 5b. Biology and Chemistry (1014/3 and 1014/4)

4. Other Specify

- B5 Other favorite channels
B6 Other favorite types of TV programs (V.712 only)
C1 Other people who decide what show to watch
C2 Other people who decide what show to watch
EF1 Other type of program
EF2/I3 Other race and ethnic background
EF3 Other personality traits for main character
EF5 Other things important to main character
EF6 Other things that the TV show would be about
EF7 Other things the main character wants to do when finished school
I4 Other people currently living with
I5b Other favorite subjects
I6 Other favorite types of activities and hobbies
I8 Other membership groups

NOTE: #5, #6, and #7 below list all the open-ended questions and listings originally included in the questionnaire. A number of these open-ended questions, however, did not provide meaningful results (e.g., no answers, incomplete answers, wide variability, etc.). All questions marked with an asterisk (*) indicate questions that were not coded, only partially coded, or with high percentages of "no answers."

5. TV Show or Character Listings

- B1a Three favorite TV shows
- B2b Show canceled or taken off air
- *C3 Favorite show to watch with friends
- *C4 Favorite show to talk about with friends
- *D1a Show that best friend character is from/Character
- *D2a Show that character whose life would like to live is from/Character
- *D3a Show that character whose career would like to have is from/Character

6. Open-Ended Questions (Not including TV Show/Character Listings or Other:Specify)

- B1b Why is [show] the favorite show?
- *D1b Why chose person as best friend? (V.712 Only)
- *D2b Why did they chose this person? (V.712 Only)
- *D3b Why did they chose this person and their job or career (V.712 only)
- D4b What is it that upset or made you angry?
- D6a Most important concern that affects you and other kids your age?
- *D7 Something seen on TV that reminded you of your world ...
- *EF8b What message in TV show would be (V.712 only)
- H5 Message to people in charge of TV

7. Other Listings

- D3a Job or Career of TV character
- *EF4b Disability
- I11 Be when grow up/Job or career plan to pursue (See also Q.D3a)