

General Information

Please wear your nametag at all times and carry your registration packet with you. You will need it for all sessions.

Restrooms are located on the east side of the building on each floor.

Please pick up your box lunch on Thursday at the registration desk at 12:30 p.m.

Smoking is NOT permitted during the sessions. Smoking is permitted in the lobby area only.

Should you have difficulties, please see Mary McNamee in the main office. She will be able to answer your questions concerning hotels and public transportation.

The Annenberg Library will be open during the reception Thursday evening should you wish to use it.

There is a public telephone located at the top of the center staircase in the main lobby.

Should you have baggage with you please leave it with Ms. McNamee at the registration desk in the morning. Anything she is keeping for you must be picked up no later than 15 minutes after the end of the day's session.

^{People}
People wearing nametags with a red stripe are Annenberg School staff members. Please feel free to ask their assistance should you need it.

LIST OF WORKSHOP STAFF

Jack Daly, Ph.D. Candidate

Karl Eschbach, special assistant

George Gerbner, professor and dean of communications

Debra Giffen, information systems technician

Mark Gonzalez, M.A. candidate

Larry Gross, associate professor of communications

Heather Harr-Mazer, M.A. candidate

Marilyn Jackson-Beeck, assistant professor (Cleveland State)

Elvira Lankford, administrative services manageres

Susan Luciano, data control clerk

Mary McNamee, secretary

Michael Morgan, Ph.D. candidate

Nancy Signorielli, Research coordinator

Kendall Whitehouse, special assistant

Wendy Wolfenson, M.A. candidate

LIST OF PARTICIPANTS

Cultural Indicators Workshop

Rina

Rina Alcalay, U.S.A.
Elena Androunas, Moscow University, U.S.S.R.
Douglas Baer, University of Windsor, Canada
Charles R. Bantz, University of Minnesota, U.S.A.
S. Bashiruddin, Osmania University, Japan
Bill Blume, International Communication Agency, U.S.A.
Gabriele Bock, Technische Universitat Berlin, West Germany
James A. Capo, Fordham University, U.S.A.
D.P. Conradie, Human Science Research Council, South Africa
Nelly de Camargo, University of Sao Paulo, Brazil
Manfred Eisenbeis, Hochschule Fur Gestaltung, West Germany
Janina Frentzel-Zagorska, Institute of Culture, Poland
Rebecca Zaidman Gloe, University of Zurich, Switzerland
Tomasz Goban-Klas, Press Research Center, Poland
Gary Granzberg, University of Winnipeg, Canada
Michael Hachenberg, Johannes Gutenberg Universitat, West Germany
Noreene Janus, Latin American Institute of Transnational Studies,
Mexico
Hella Kellner, Zweites Deutsches Fernsehen, West Germany
Hans M. Kepplinger, Johannes Gutenberg Universitat, West Germany
Barry Kiefl, Canadian Broadcasting Company, Canada
Sally Valeate Kiester, Foothill College, U.S.A.
James Lewis, U.S.A.
Esteban Lopez-Escobar, Universidad de Navarra, Spain
Bernadette McGuire, Public Broadcasting Service, U.S.A.
Annie Mear, Canada
Jill Merrick, U.S.A.
Stephen Mugford, Australian National University, Australia
Dennis Murphy, Concordia University, Canada
Carina Nilssen, Sveriges Radio, Sweden
Augustine Nolan, U.S.A.
Leena Paldan, Finland
Deanna M. Robinson, University of Oregon, U.S.A.
Keith R. Sanders, U.S.A.
Wolfgang Seeger, Unesco, France
K.S. Sitaram, Northwestern University, U.S.A.
James Stappers, Katholieke Universiteit, Netherlands
Harsono Suwardi, Universitas Indonesia, Indonesia
Larry D. Theye, Kearney State College, U.S.A.
Luk Van Poecke, Katholieke Universiteit Leuven, Belgium
Robert A. White, England
Doréenne Wilson-Smilli, Columbia Broadcasting System, Canada
Marion R. Young, National PTA TV Action Center, U.S.A.
Frank Ugboajah, University of Lagos, Nigeria

Thursday, May 3, 1979

TO ALL WORKSHOP PARTICIPANTS:

Welcome to the Cultural Indicators Workshop at the Annenberg School.

We would like you to take a few minutes to fill in the following information.

Name: _____

Address: _____

Title: _____

Institutional
Affiliation: _____

Have you ever designed or conducted a content analysis? ☐ yes ☐ no

If you have, what did you analyze?

Have you ever designed or conducted a survey, or analyzed survey data?

☐ yes ☐ no

If you have, what did you focus upon?

How familiar would you say you are with computer programs for data analysis, such as SPSS?

☐ very familiar ☐ somewhat familiar ☐ not familiar at all

How familiar would you say you are with the Cultural Indicators Project (published reports, methodology, findings, etc.)?

☐ very familiar ☐ somewhat familiar ☐ not familiar at all

Thank you very much!

Revised Schedule
Cultural Indicators Workshop

Thursday, May 3

8:00 A.M.	Registration and continental breakfast, Annenberg School lobby
8:30 A.M.	Conceptual overview and administration of survey, Room G-39
9:15 A.M.	Message System Analysis: discussion of units, instrument, and coding, Room G-39
10:30 A.M.	Coffee break, lobby
11:00 A.M.	Coding exercise, Rooms 124, 126, 128, G-12, and G-19
12:30 P.M.	Working lunch (pick up box lunch at registration desk in lobby, bring to Room G-39): discussion of coding exercise and reliability
2:30 P.M.	Coffee break, lobby
2:45 P.M.	Cultivation Analysis overview, Room G-39
3:00 P.M.	Introduction to Cultivation Analysis, Room G-39
3:45 P.M.	Survey results and discussion, Room G-39
4:15 P.M.	Longitudinal Cultivation Analysis, Room G-39
5:00 P.M.	Adjournment of workshop
5:30 P.M.	Informal reception, wine and cheese, Annenberg School lobby
7:30 P.M.	Dinner for invited international participants and staff, Faculty Club, Room 2

Friday, May 4

8:30 A.M.	Continental breakfast, Annenberg School lobby
9:00 A.M.	Message Analysis introduction, Room G-39
9:15 A.M.	Coding exercise, Rooms 124, 126, 128, G-12, and G-19
10:45 A.M.	Coffee break, lobby
11:00 A.M.	Discussion of coding exercise, Room G-39
11:45 A.M.	Technical and Methodological Questions and Answers, Room G-39
12:30 P.M.	Lunch, reports from participants about the status and prospects of projects in their home countries, Faculty Club
2:30 P.M.	Reports of findings and discussion of methodological issues, plans for further collaboration in Cross-Cultural Comparative Indicators research, Room G-39
3:30 P.M.	Adjournment of workshop

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There will be a dinner for
international participants and staff

at the

Faculty Club, Room 2

7:30 P.M.

Thursday, May 3, 1979

The Faculty Club is adjacent to the
Annenberg School, on the east side,
and can be reached by crossing the
parking lot between the two buildings.

KNOWLEDGE AND ATTITUDE SURVEY

Please check just one answer to each of the following questions.
If you are not sure of an answer, just take your best guess.

1. What percent of men have jobs in law enforcement and crime detection?
Is it closer to 1% or closer to 15%?

☐ closer to 1%

☐ closer to 15%

2. What percent of married women have jobs outside the home? Is it about 30% or about 45%?

☐ about 30%

☐ about 45%

3. Do you think that most people would take advantage of you if they got the chance, or would they try to be fair?

☐ most would take advantage

☐ most would try to be fair

4. Does most killing take place between strangers, or between people who know each other well?

☐ between strangers

☐ people who know each other well

5. In general, do you think that most people can be trusted, or that you can't be too careful in dealing with people?

☐ most can be trusted

☐ can't be too careful

6. Do you more or less agree, or more or less disagree with this statement:
It's much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family.

☐ agree

☐ disagree

7. Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her?

☐ approve

☐ disapprove

8. Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?

☐ they try to be helpful

☐ just looking out for themselves

9. During any given week, what are your chances of being involved in some type of violence -- about 1 chance in 10, or about 1 chance in 100?

☐ about 1 in 10

☐ about 1 in 100

10. About how often do you read a daily newspaper? Almost every day, once in a while, or hardly every?

☐ almost every day ☐ once in a while ☐ hardly ever

11. Altogether, about how many hours do you personally spend watching television on the average weekday?

_____ Hours of TV a day

12. Sex: ☐ Male ☐ Female

Thank you very much!