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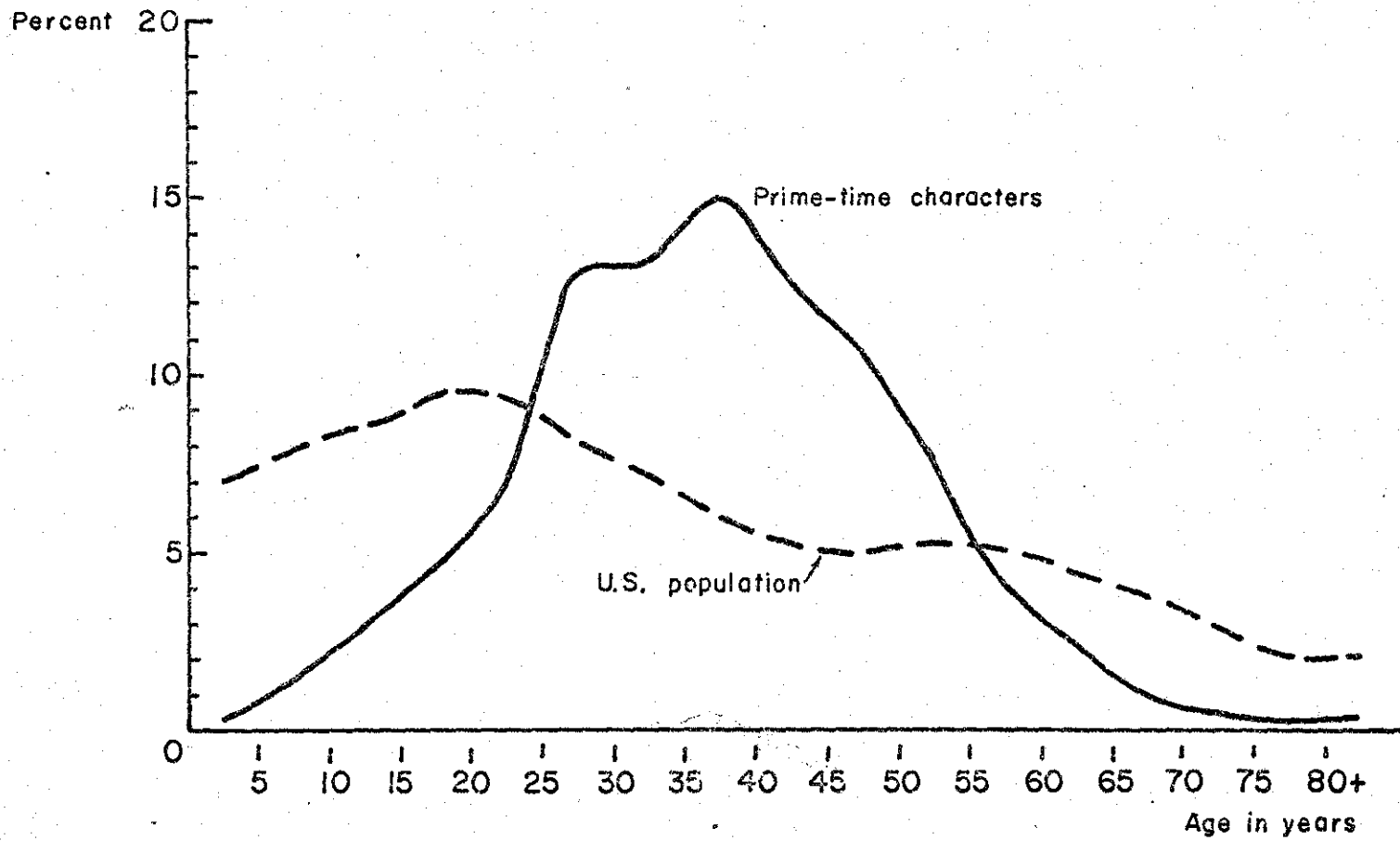


Figure 1: Age Distribution of U.S. Population and Prime-Time Television Population

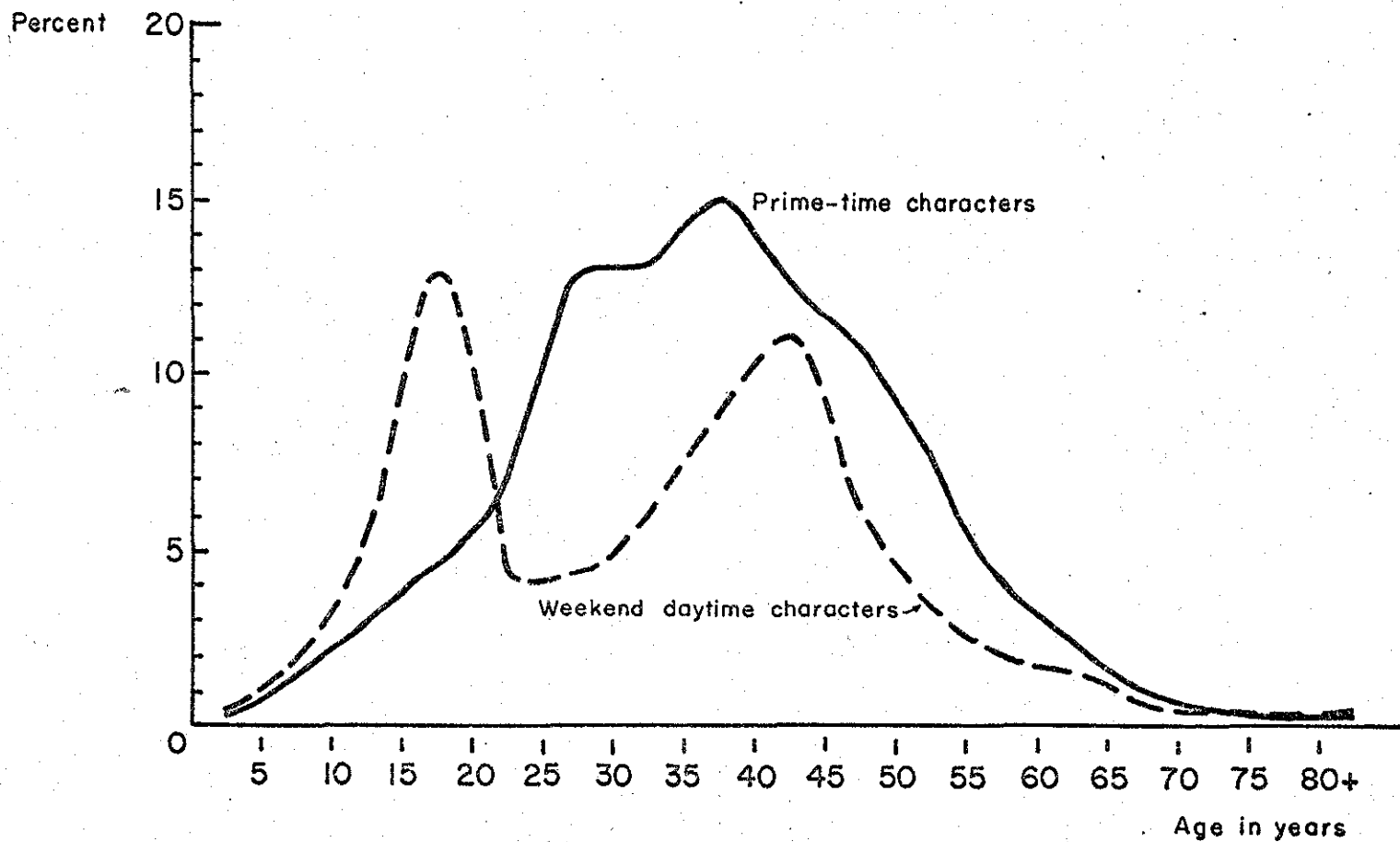


Figure 21. Age Distribution of Prime-Time and Weekend-Daytime Television Population

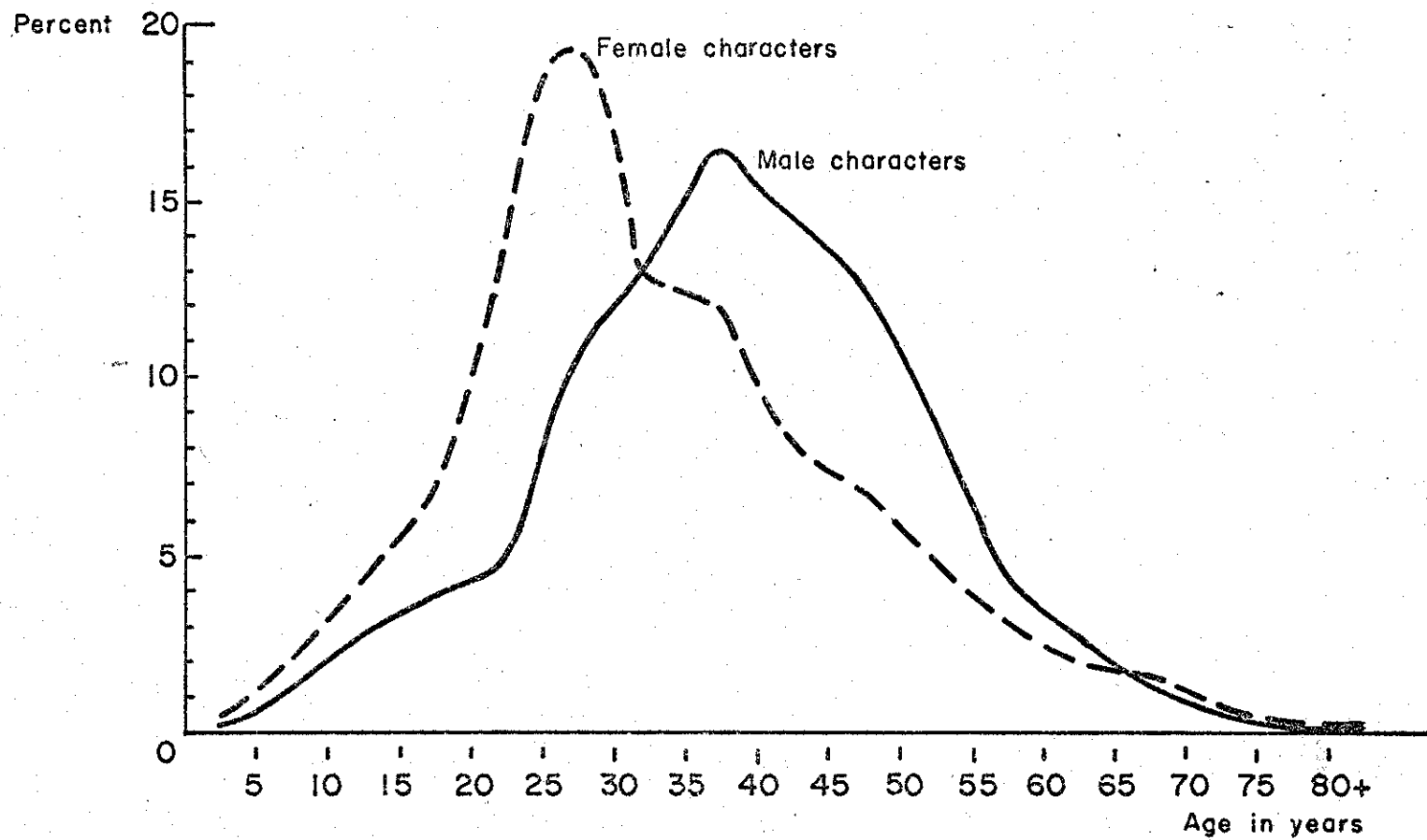


Figure 3: Age Distribution of Male and Female Characters in Prime-Time Drama

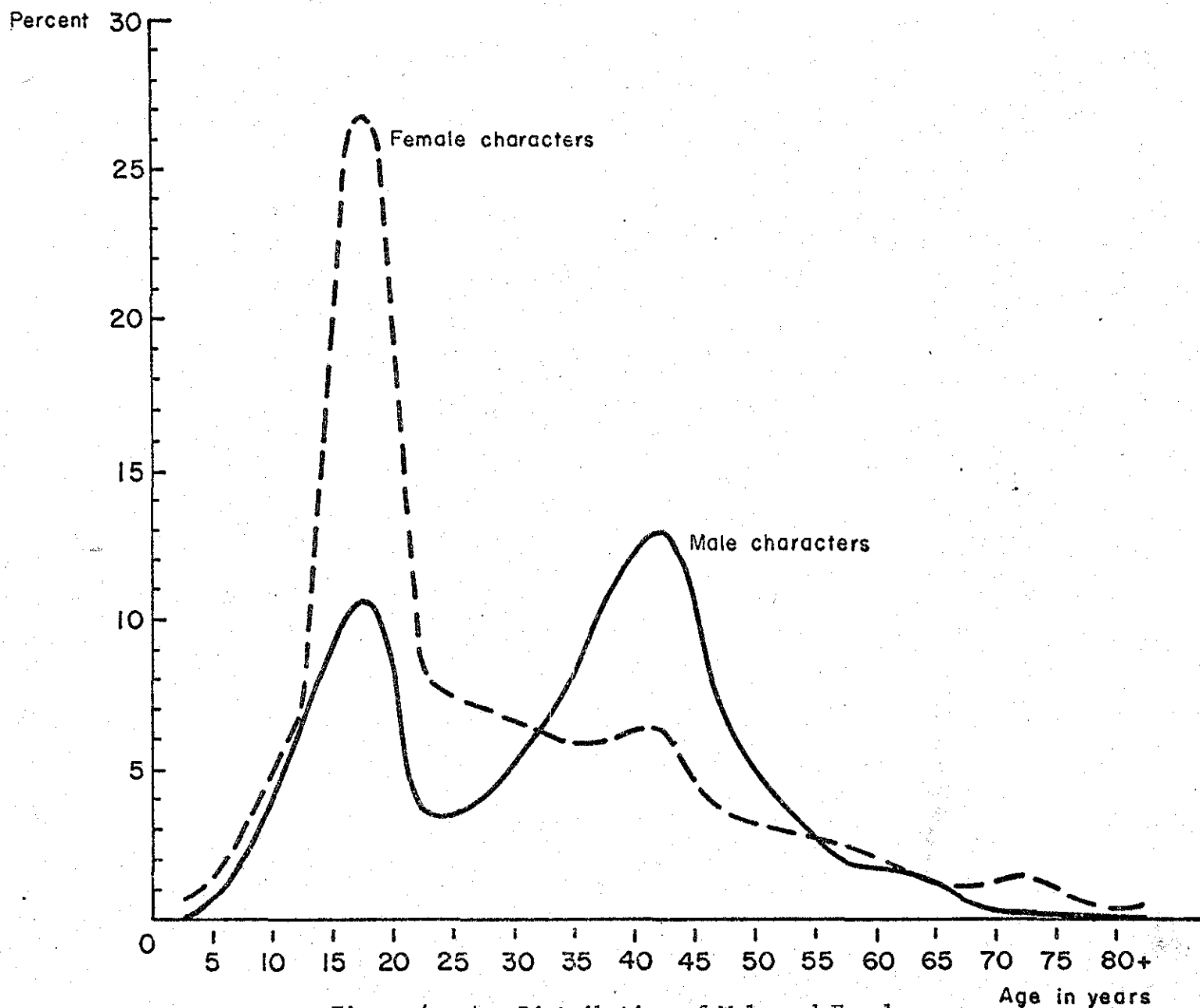


Figure 4: Age Distribution of Male and Female Characters in Weekend-Daytime Drama

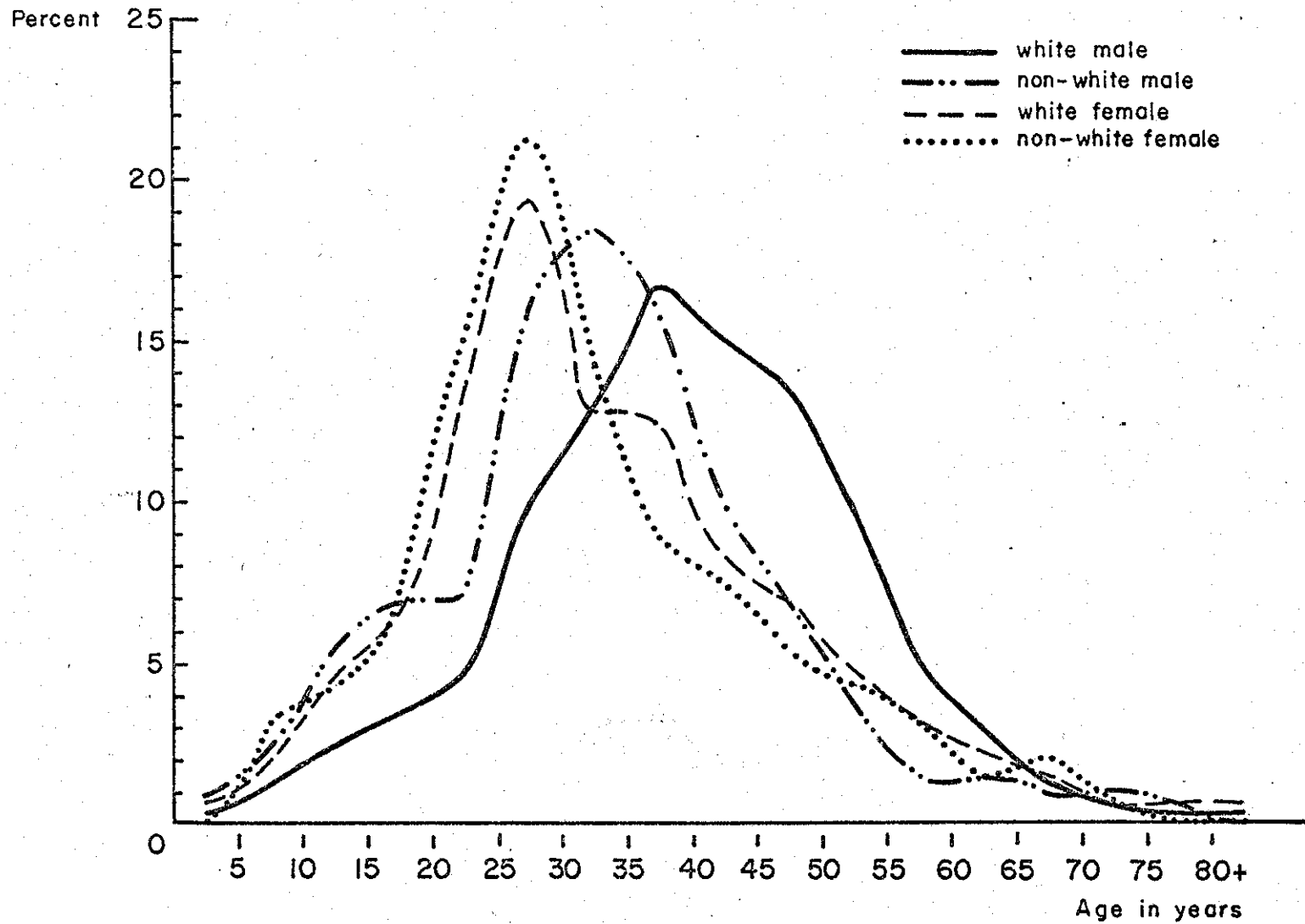


Figure 5: Age Distribution of White and Non-White Male and Female Characters in Prime-Time Drama

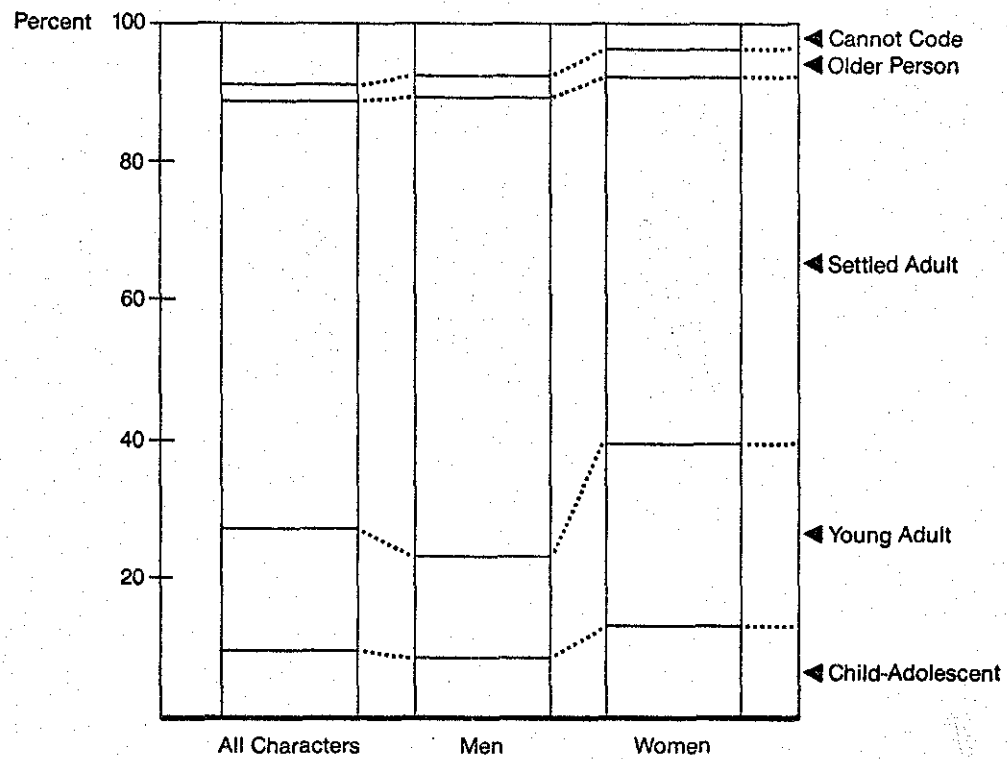


Figure 6: Social Age of Characters in All Programs

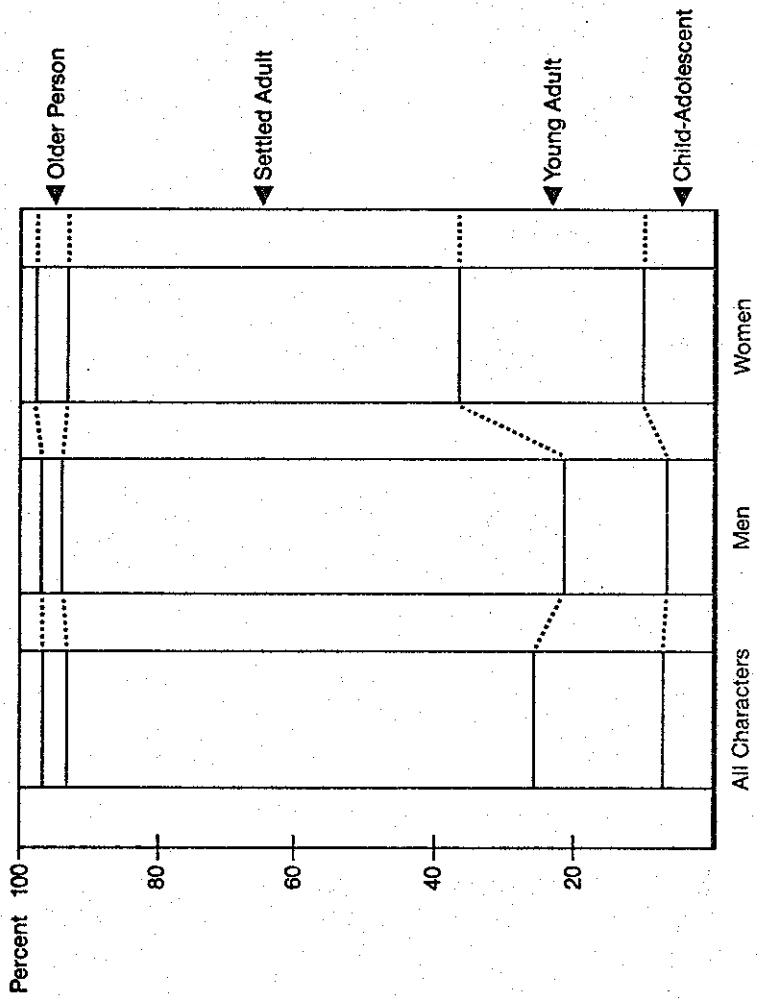


Figure 7: Social Age of Characters in Prime-Time Programs

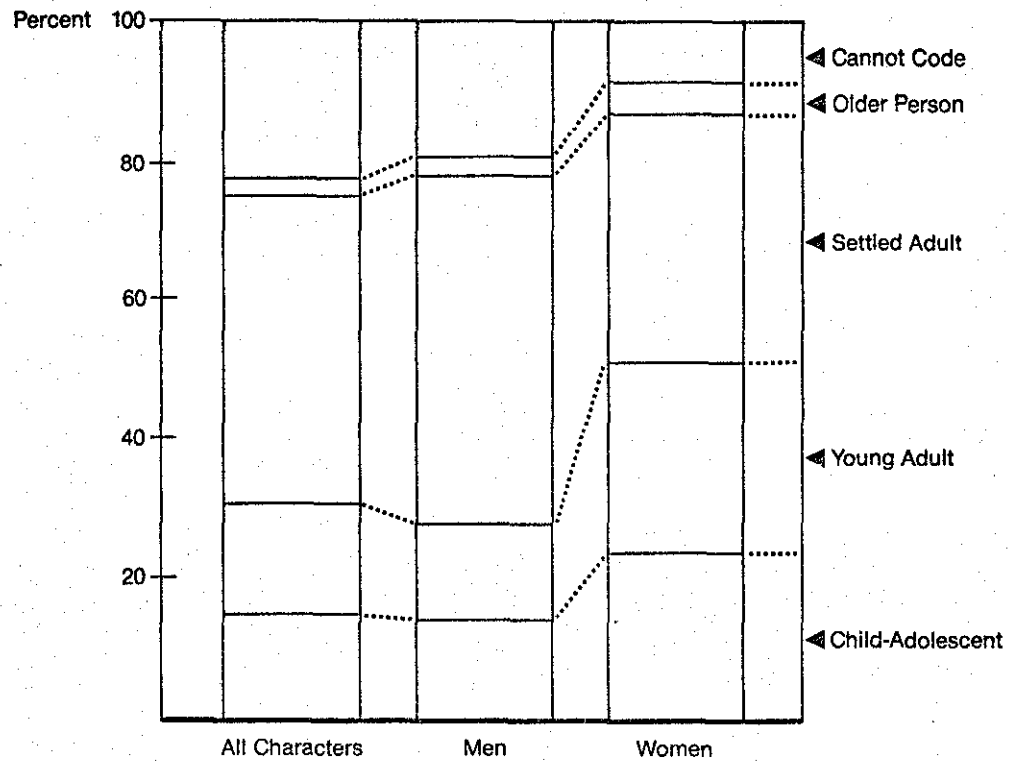


Figure 8 : Social Age of Characters in Weekend-Daytime Programs

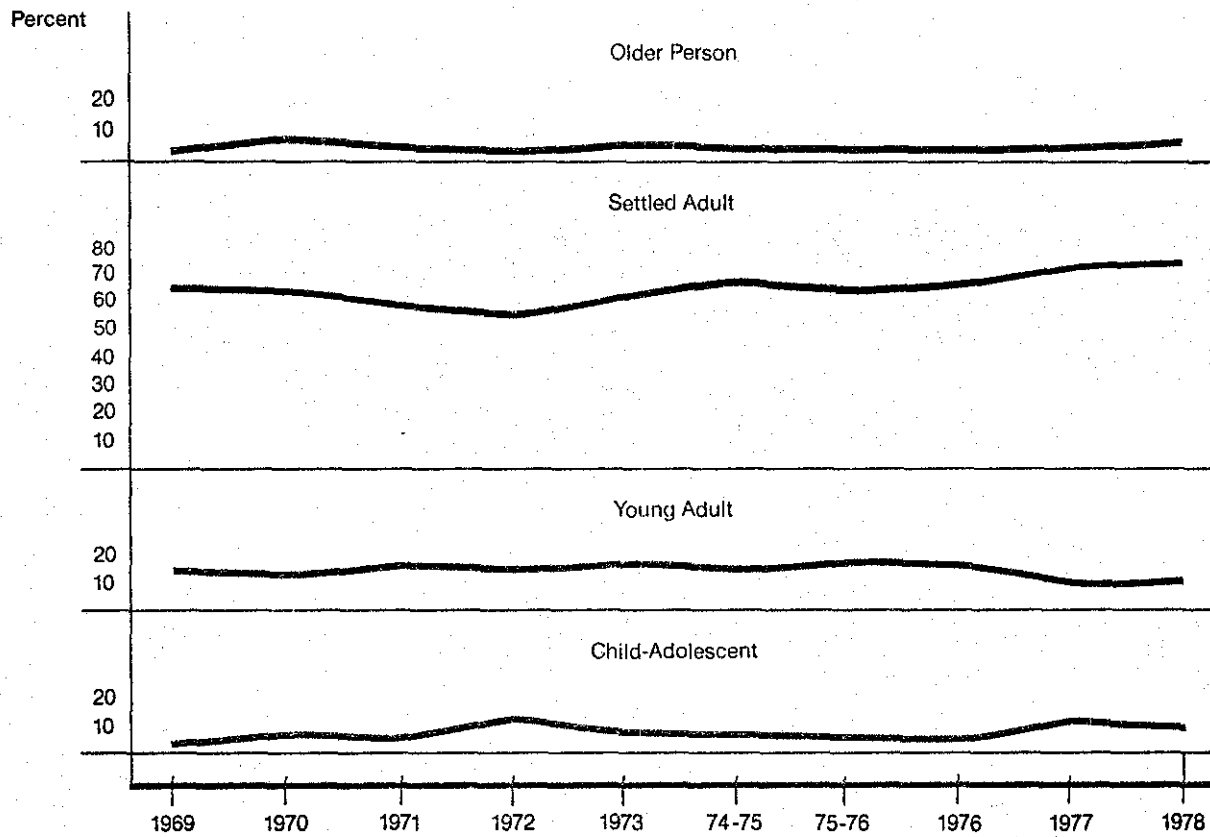
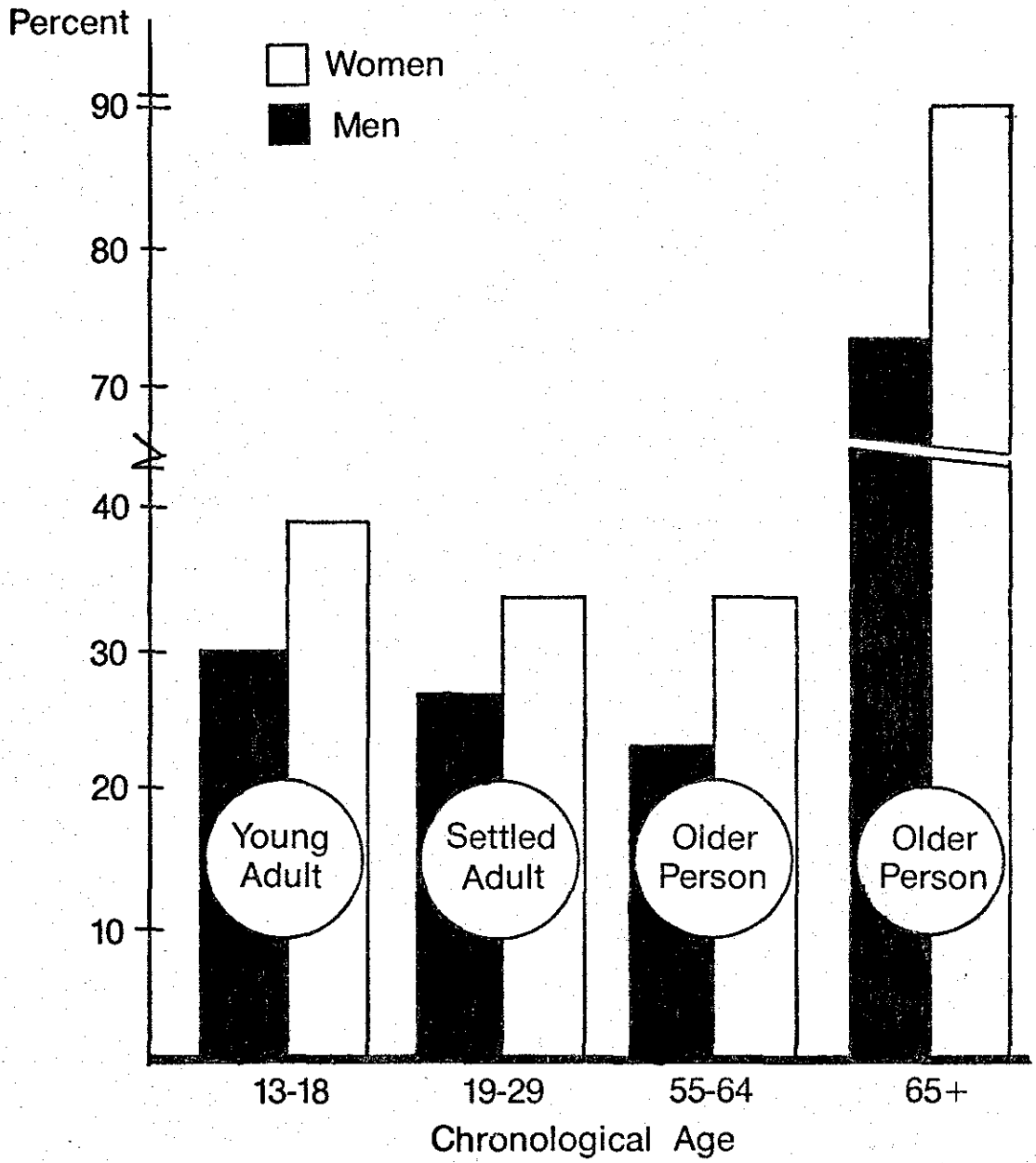


Figure 9: Social Age, Trends, Men in All Programs



Figure 10: Social Age, Trends, Women in All Programs



**Figure 11: Age-role Casting for Men and Women
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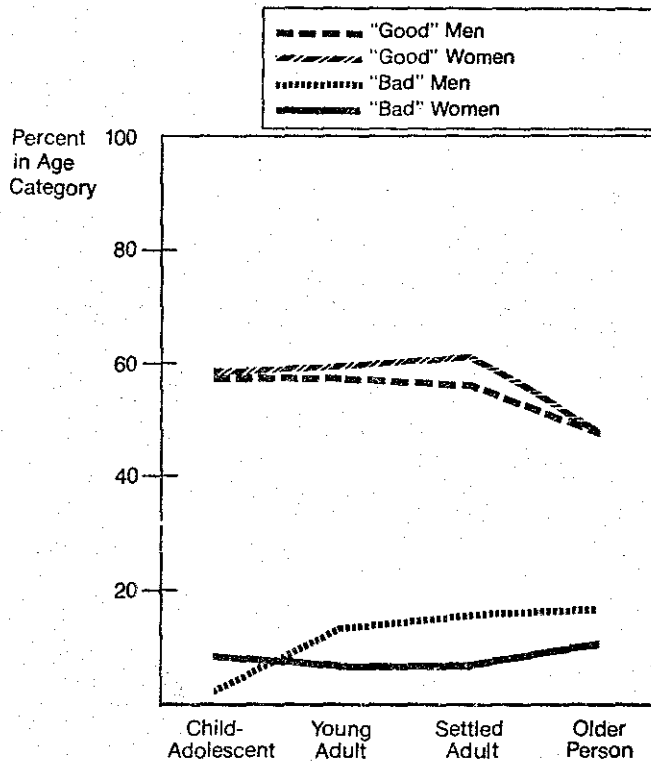


Figure 12: Percentage of "Good" and "Bad" Men and Women Major Characters in Social Age Categories (Prime-Time)

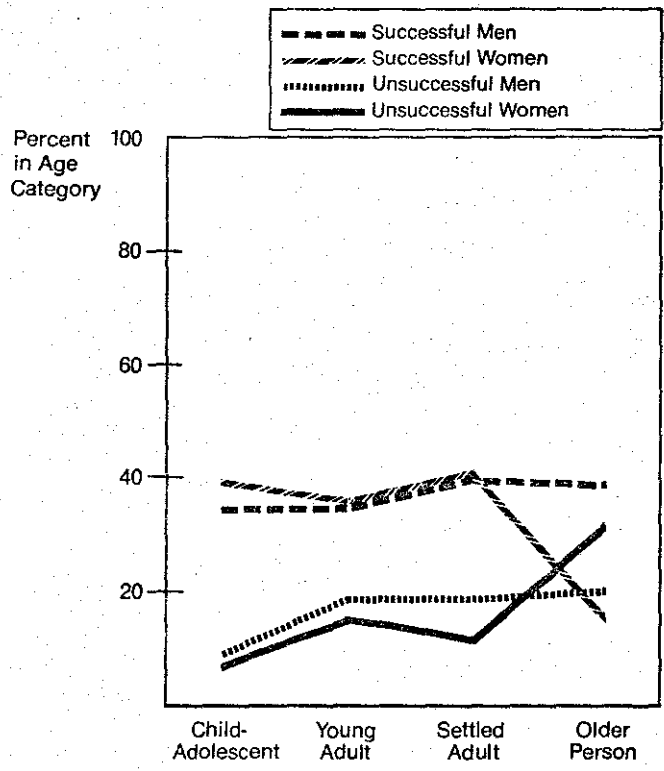


Figure 13: Percentage of Successful and Unsuccessful Men and Women Major Characters in Social Age Categories (prime-time)

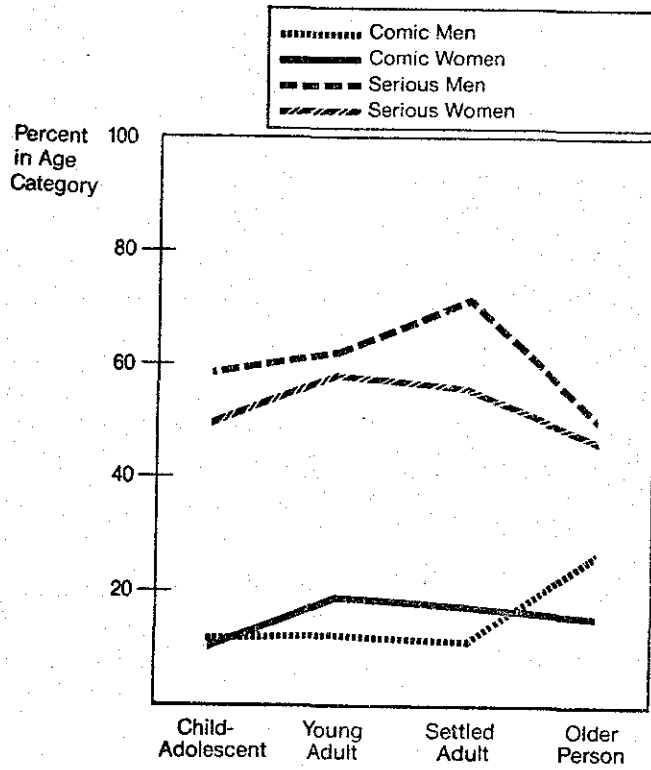


Figure 14: Percentage of Comic and Serious Men and Women Major Characters in Social Age Categories (prime-time)

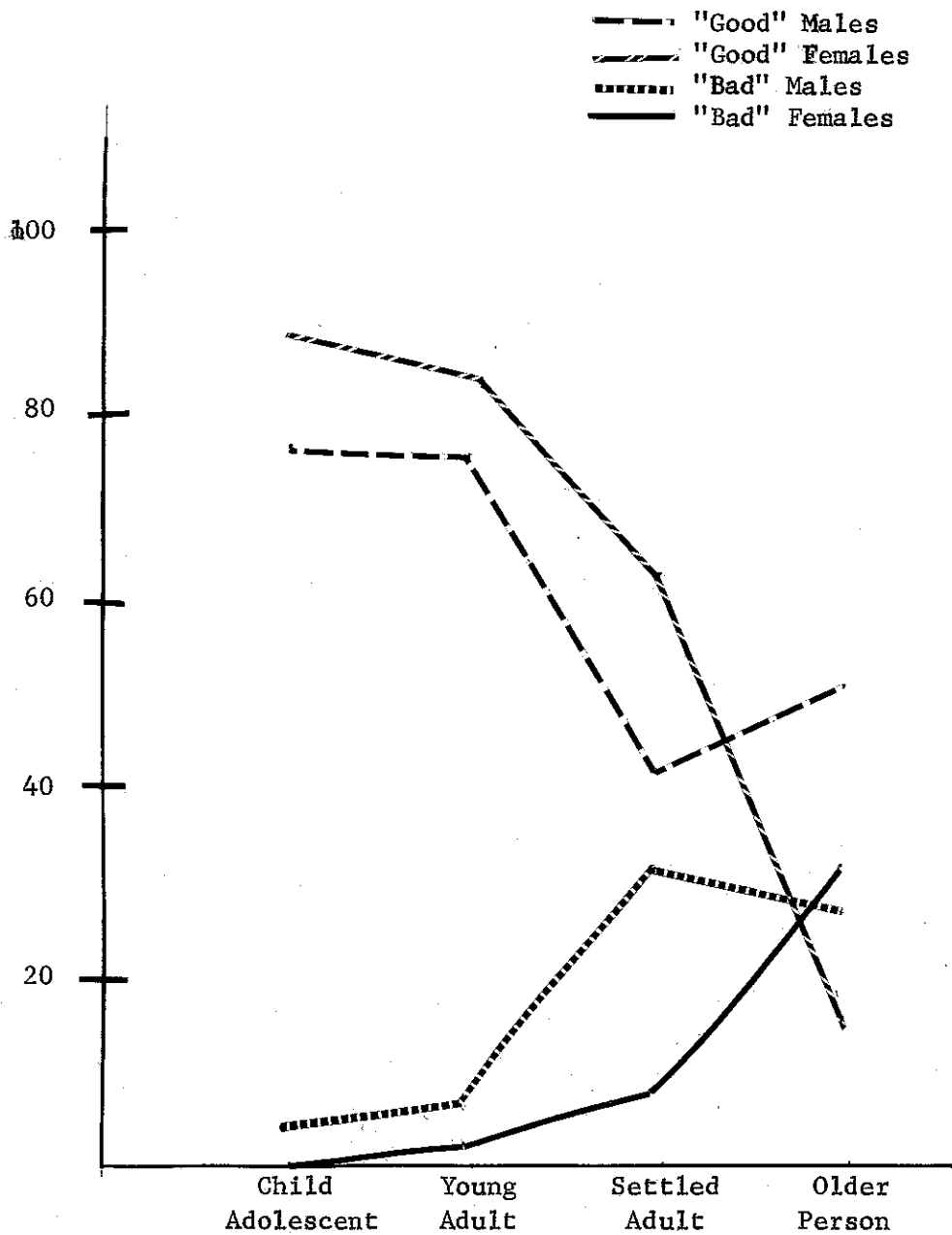


Figure 15: Percentage of "Good" and "Bad" Male and Female Major Characters in Social Age Categories (Weekend-Daytime)

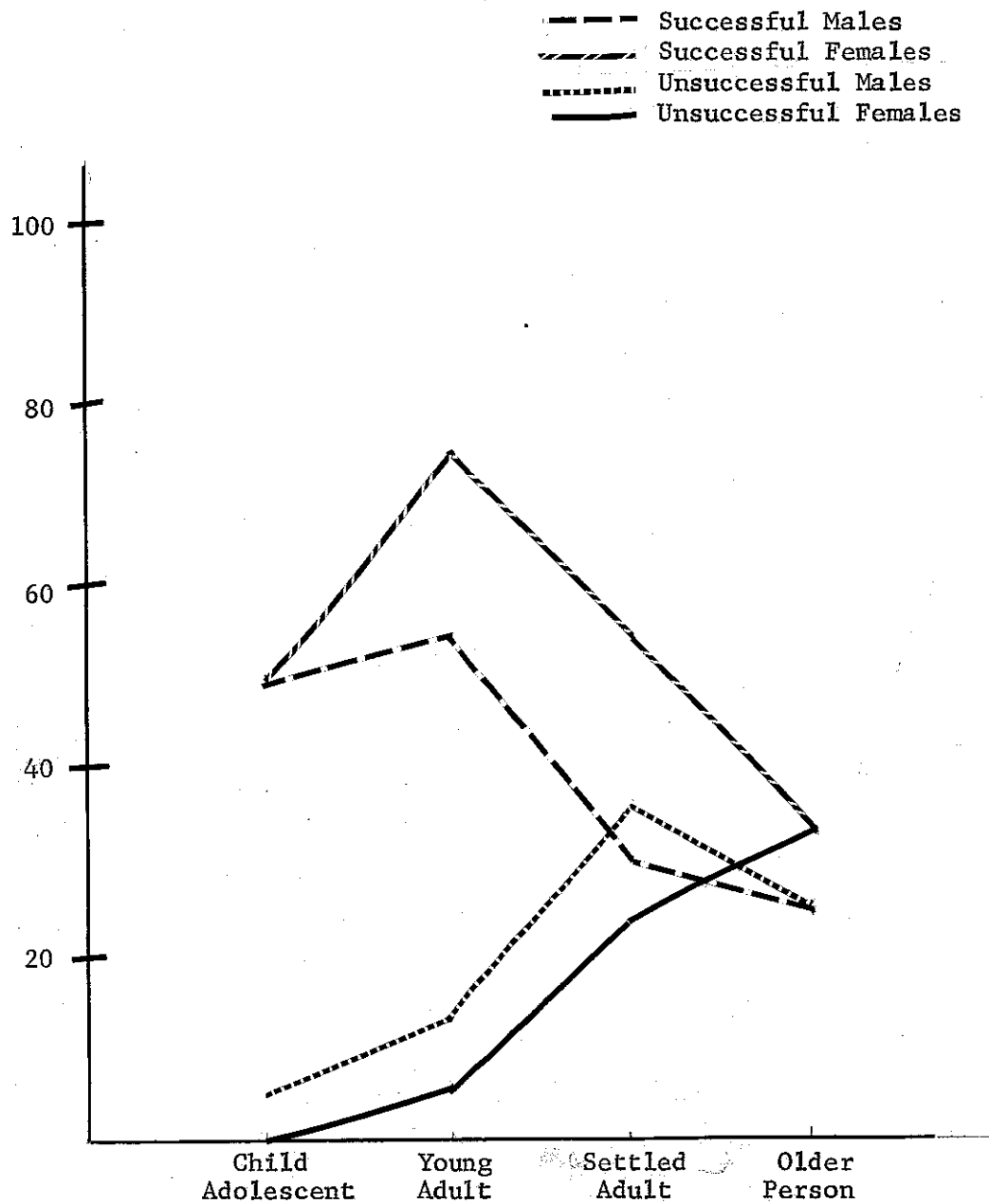


Figure 16: Percentage of Successful and Unsuccessful Male and Female Major Characters in Social Age Categories (Weekend/Daytime)

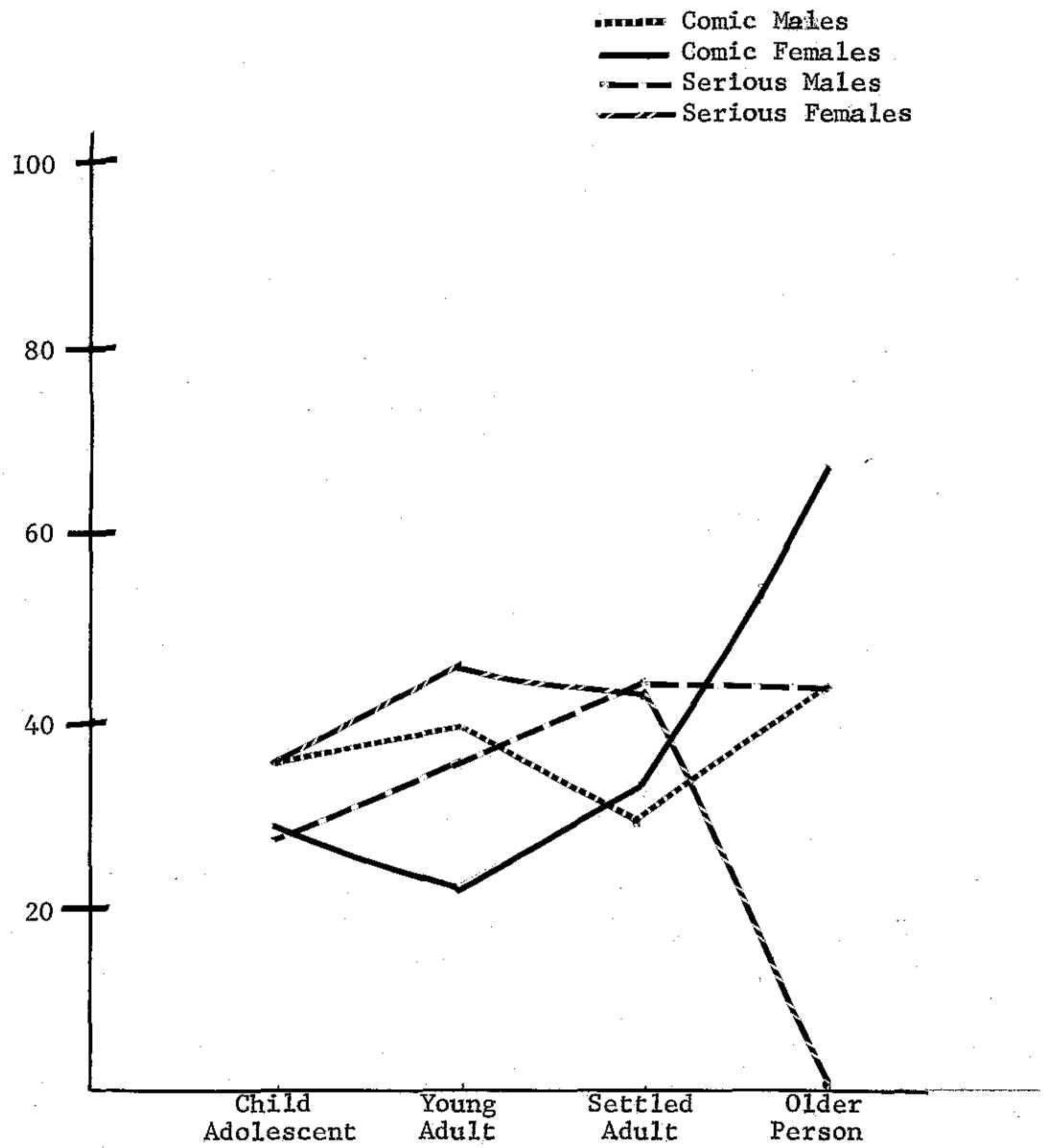


Figure 17: Percentage of Comic and Serious Male and Female Major Characters in Social Age Categories (Weekend-Daytime)

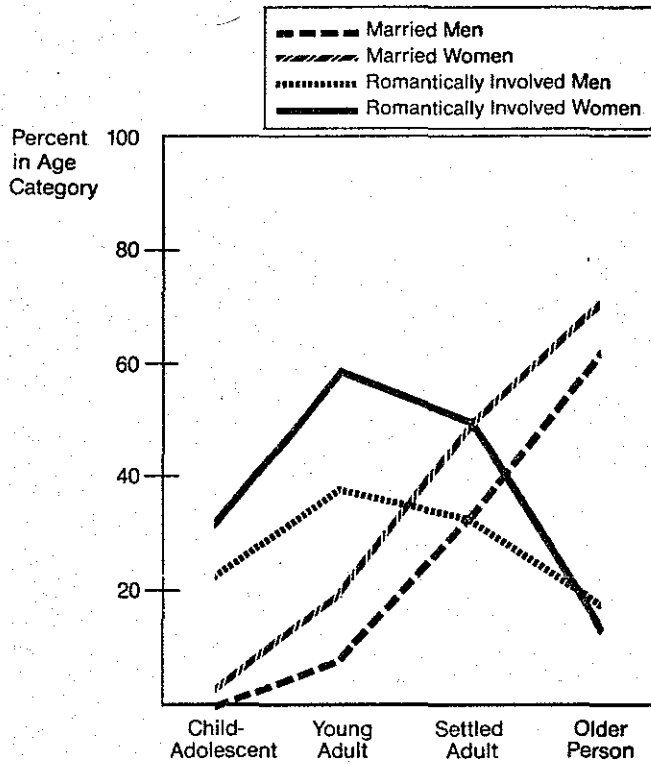


Figure 18. Percentage of Married and Romantically Involved Men and Women Major Characters in Social Age Categories (prime-time)

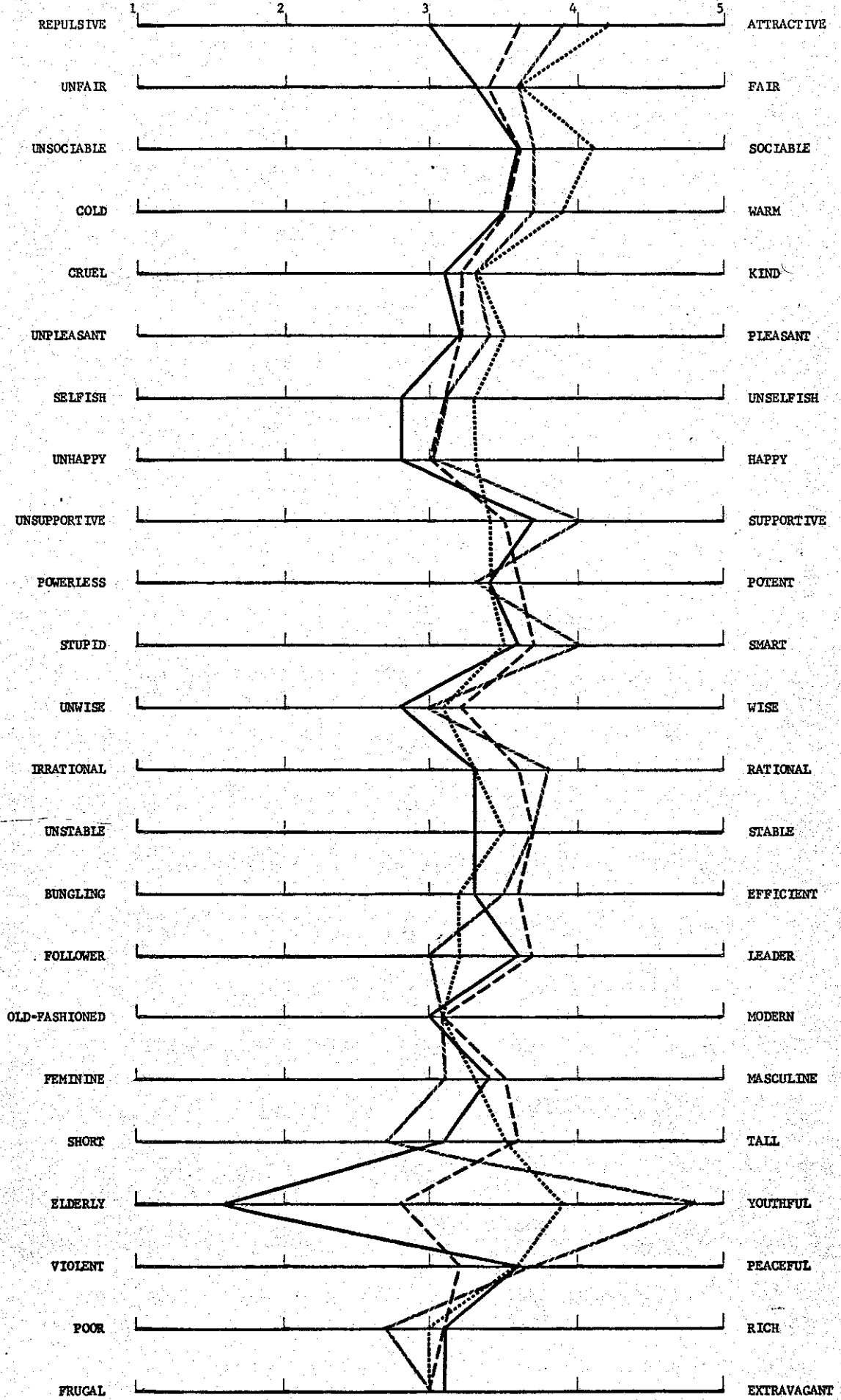


FIGURE 19: PERSONALITY TRAIT PROFILE OF ALL CHARACTERS IN PRIME-TIME PROGRAMS

LEGEND: — children/adolescents young adults - - - settled adults - - - older adults

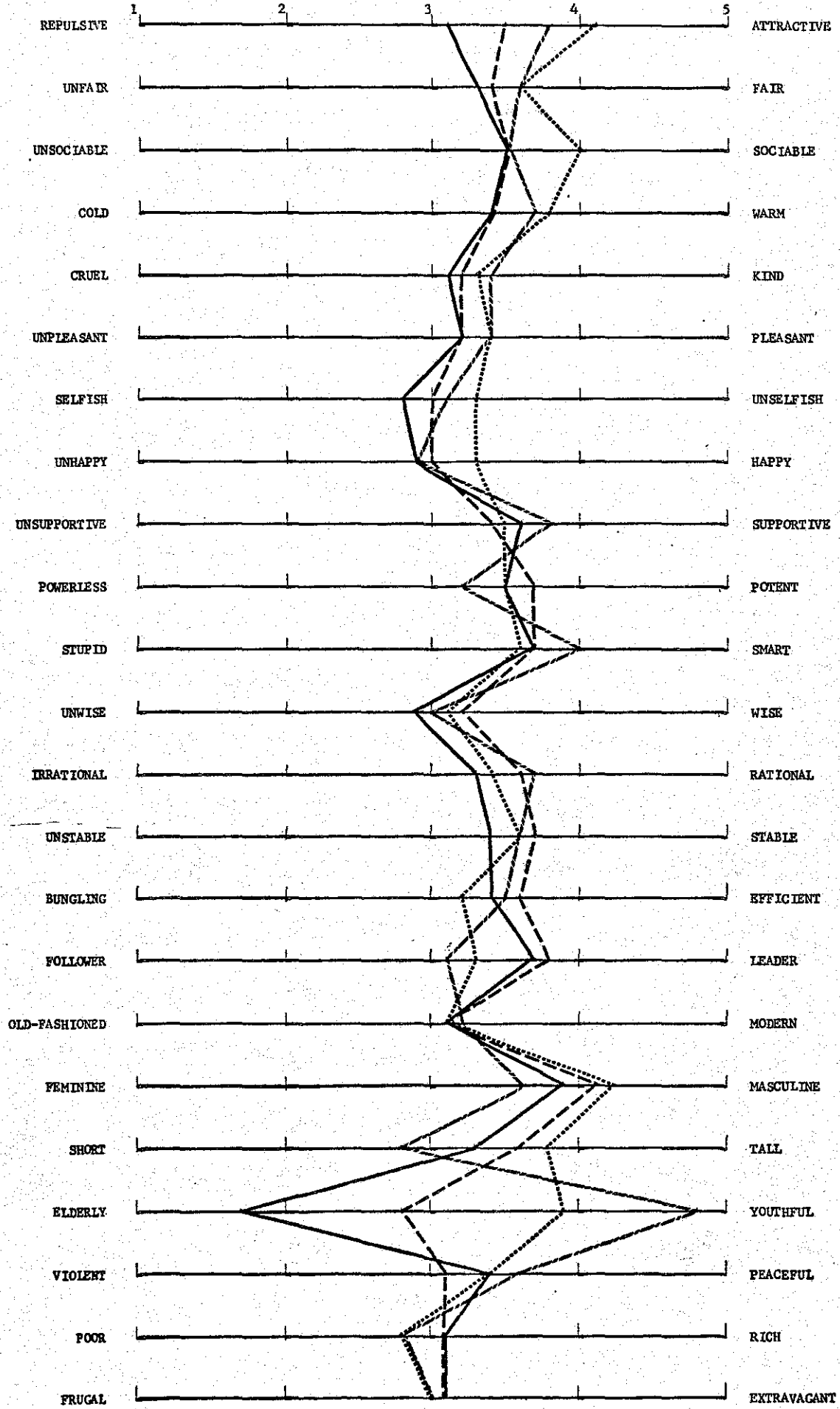


FIGURE 20: PERSONALITY TRAIT PROFILE OF MALE CHARACTERS IN PRIME-TIME PROGRAMS

LEGEND: --- children/adolescents young adults -.-.- settled adults _____ older adults

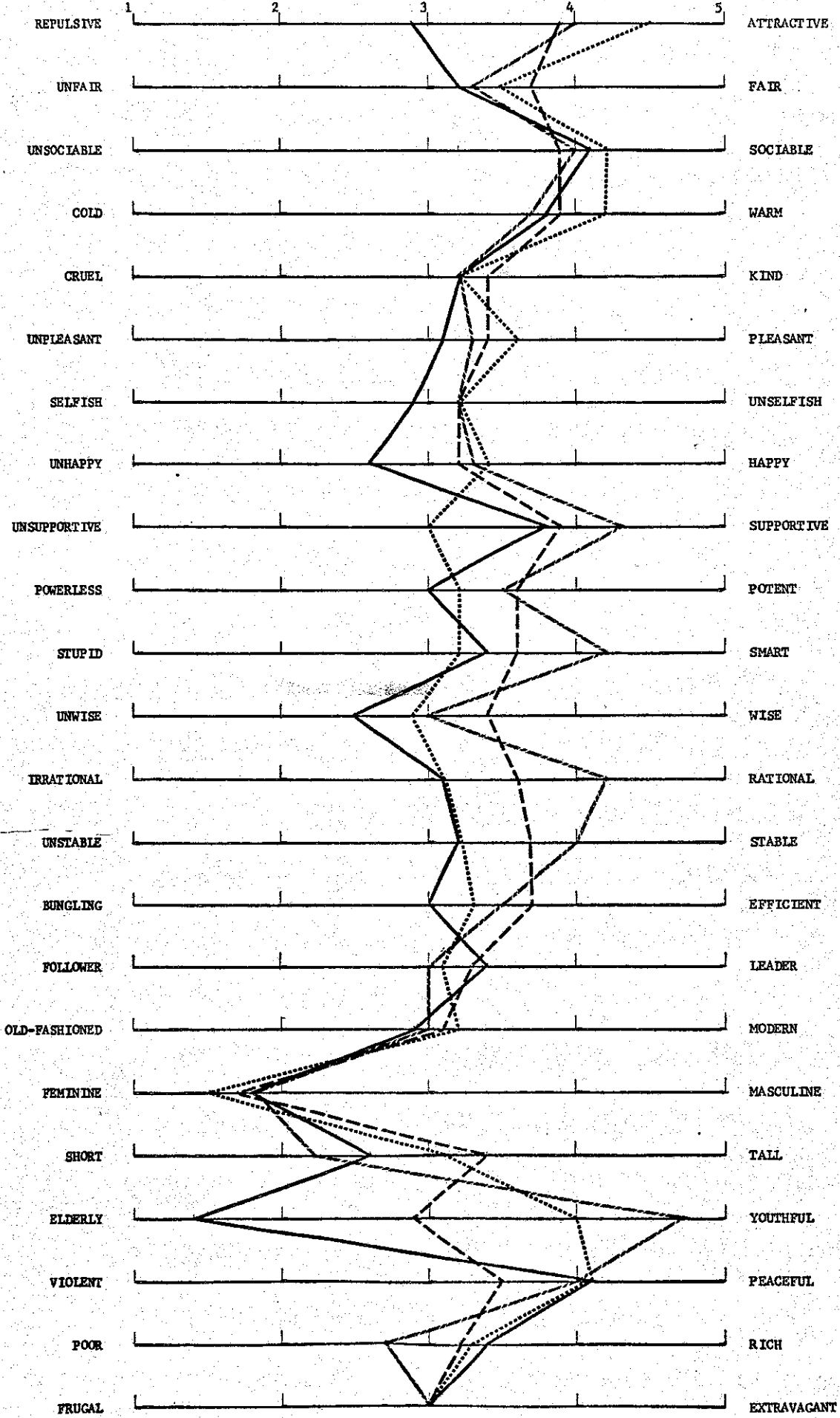


FIGURE 21: PERSONALITY TRAIT PROFILE OF FEMALE CHARACTERS IN PRIME-TIME PROGRAMS

LEGEND: children/adolescents young adults -.-.- settled adults ——— older adults

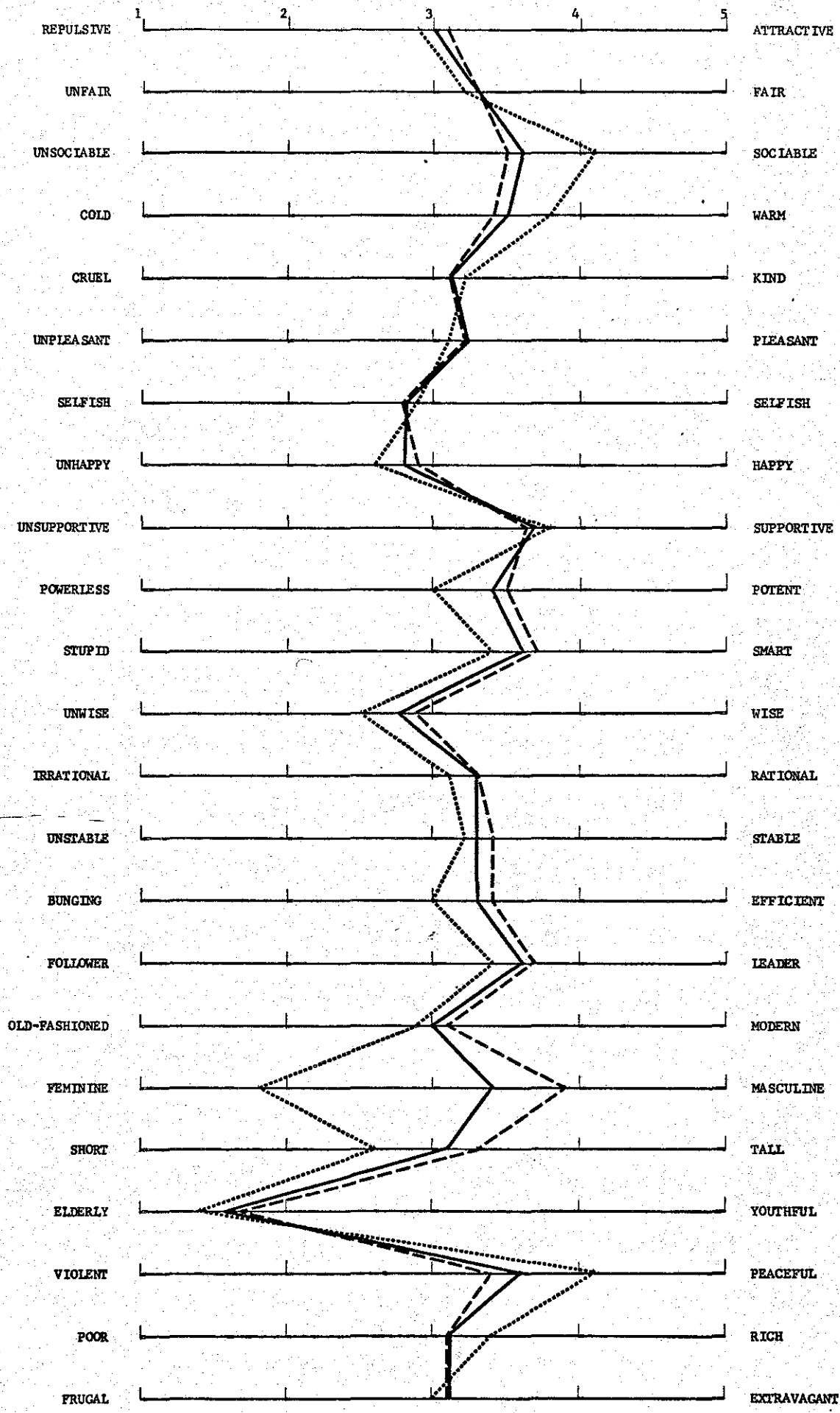


FIGURE 22: PERSONALITY TRAIT PROFILE OF ELDERLY CHARACTERS IN PRIME-TIME PROGRAMS

LEGEND: — all characters - - - males females

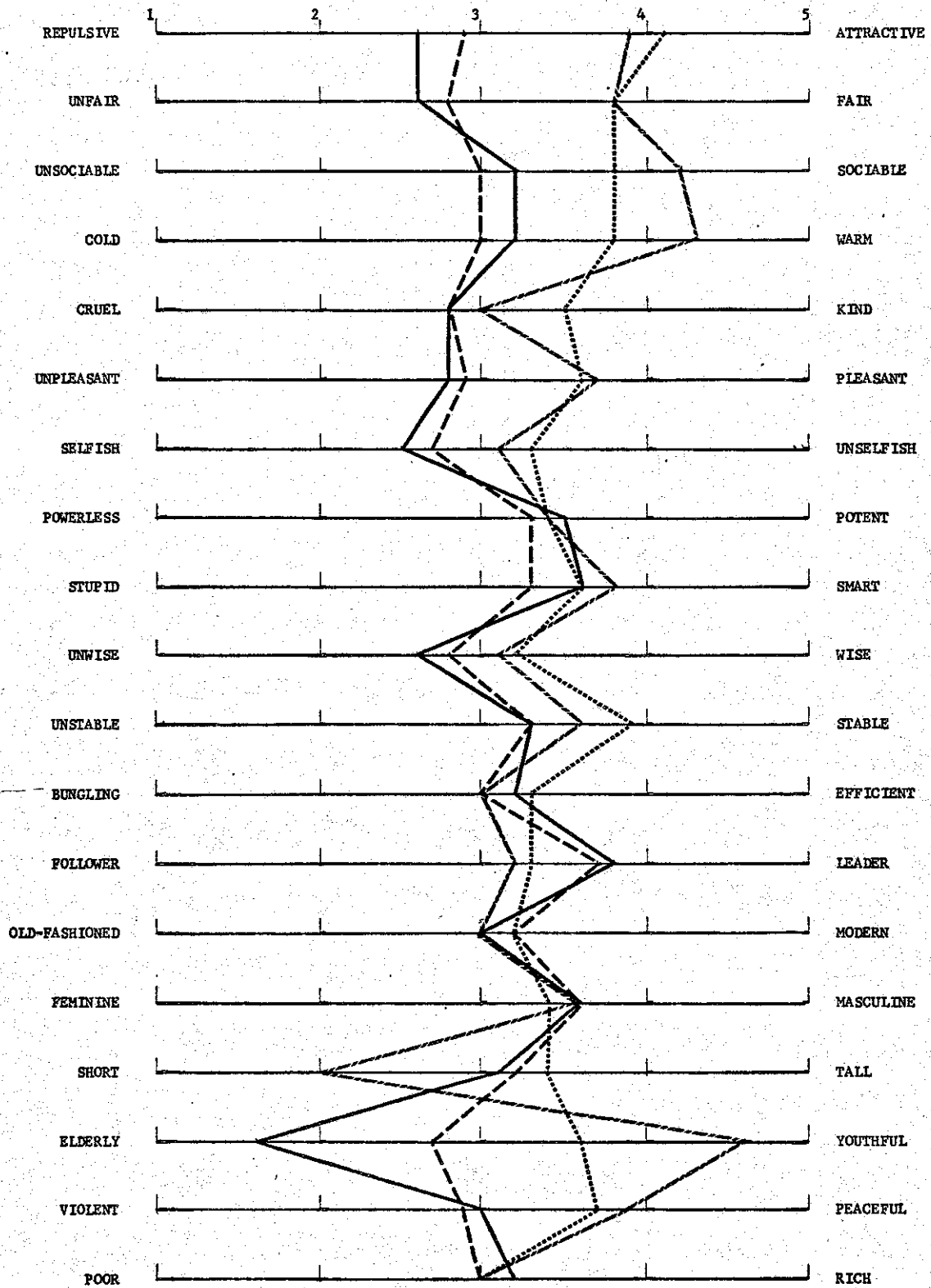


FIGURE 23: PERSONALITY TRAIT PROFILE OF ALL CHARACTERS IN WEEKEND-DAYTIME PROGRAMS

LEGEND: — children/adolescents young adults - - - settled adults - - - - - older adults

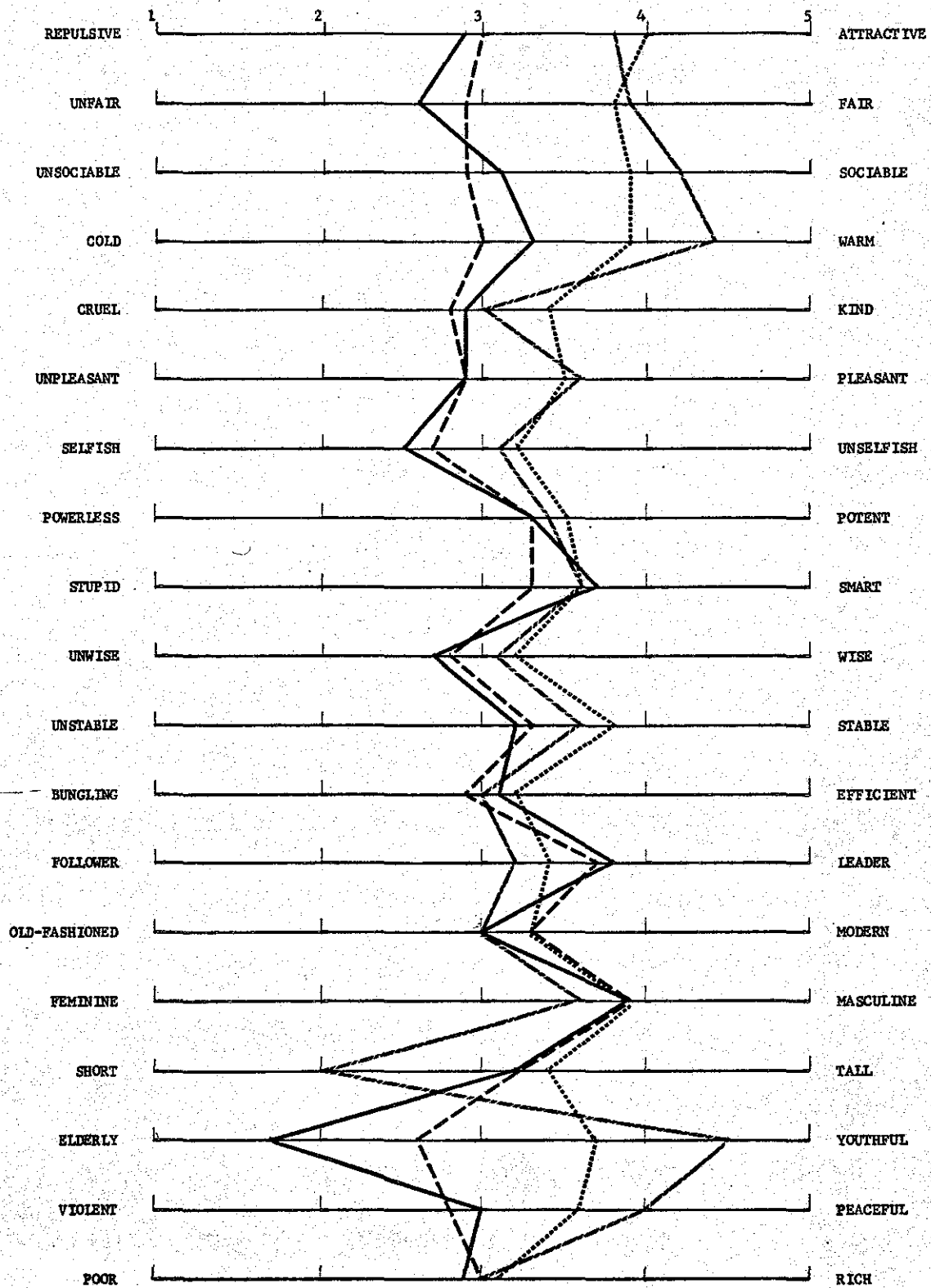


FIGURE 24: PERSONALITY TRAIT PROFILE OF MALE CHARACTERS IN WEEKEND-DAYTIME PROGRAMS

LEGEND: — children/adolescents young adults - - - settled adults - · - · - older adults

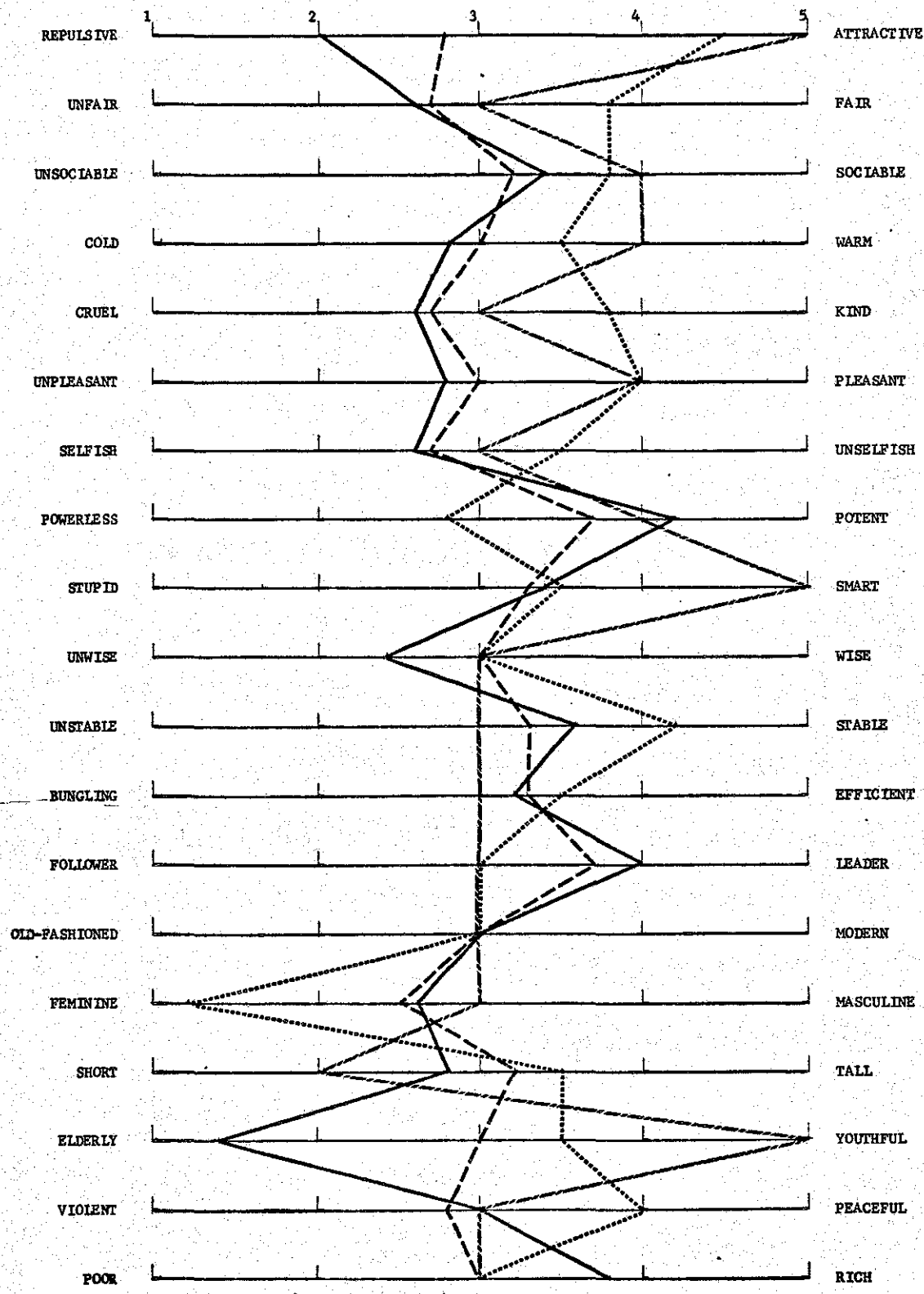


FIGURE 25: PERSONALITY TRAIT PROFILE OF FEMALE CHARACTERS IN WEEKEND-DAYTIME PROGRAMS

LEGEND: --- children/adolescents young adults - - - settled adults ——— older adults

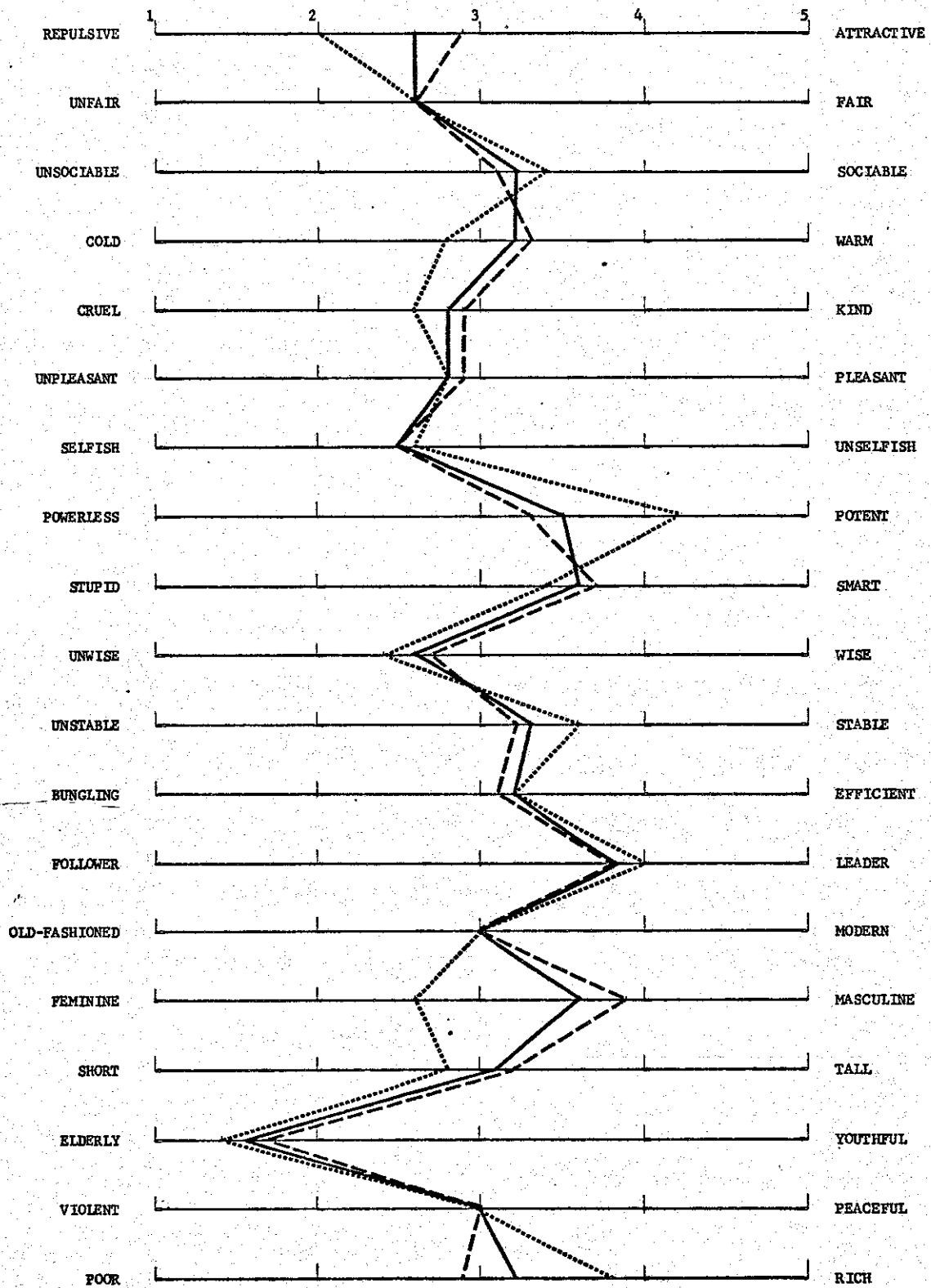


FIGURE 26: PERSONALITY TRAIT PROFILE OF ELDERLY CHARACTERS IN WEEKEND-DAYTIME PROGRAMS

LEGEND: — all characters - - - males females

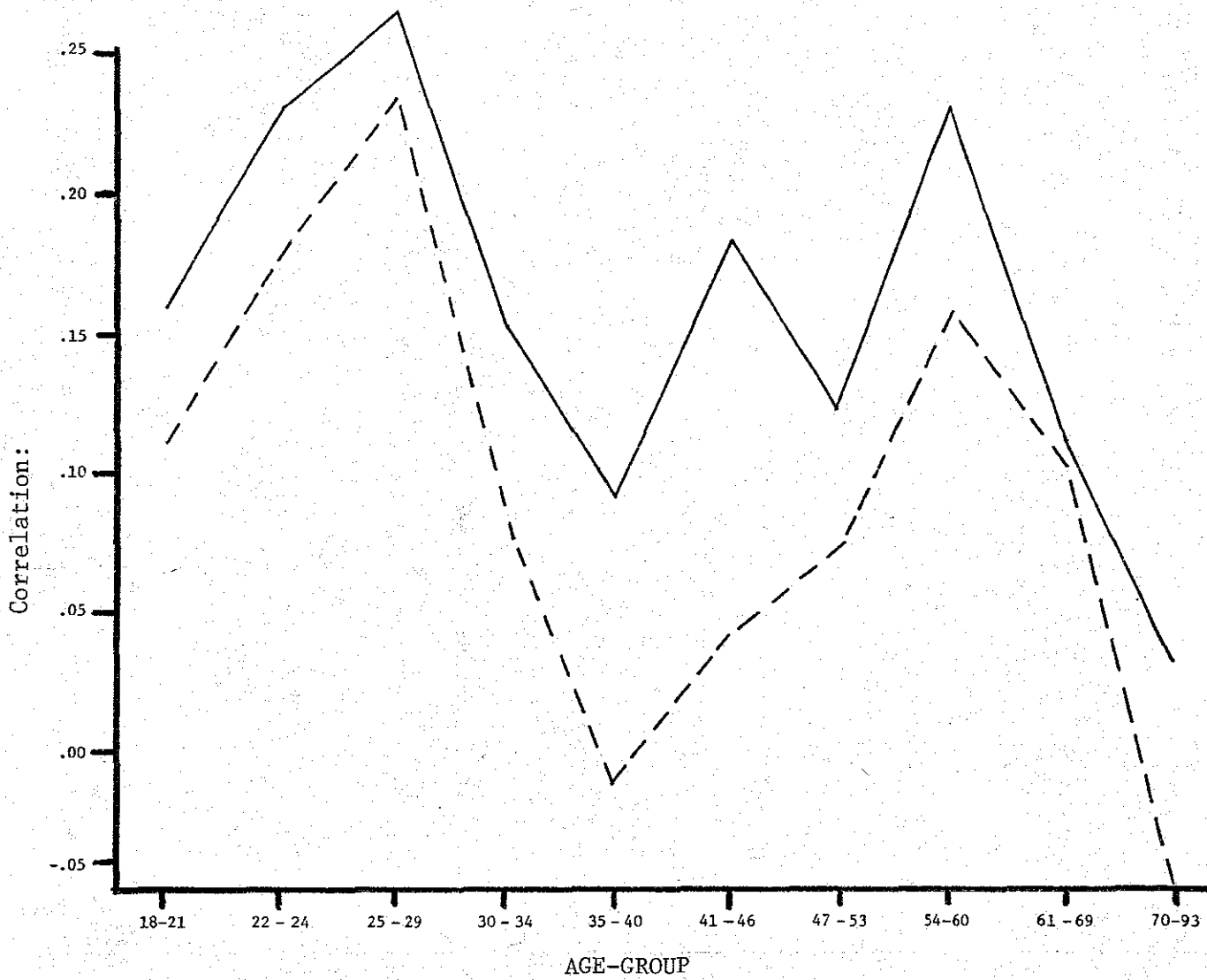


Figure 28

Simple and Partial Correlations of Amount of Television Viewing and Violence Index Scores for Ten Age Groups

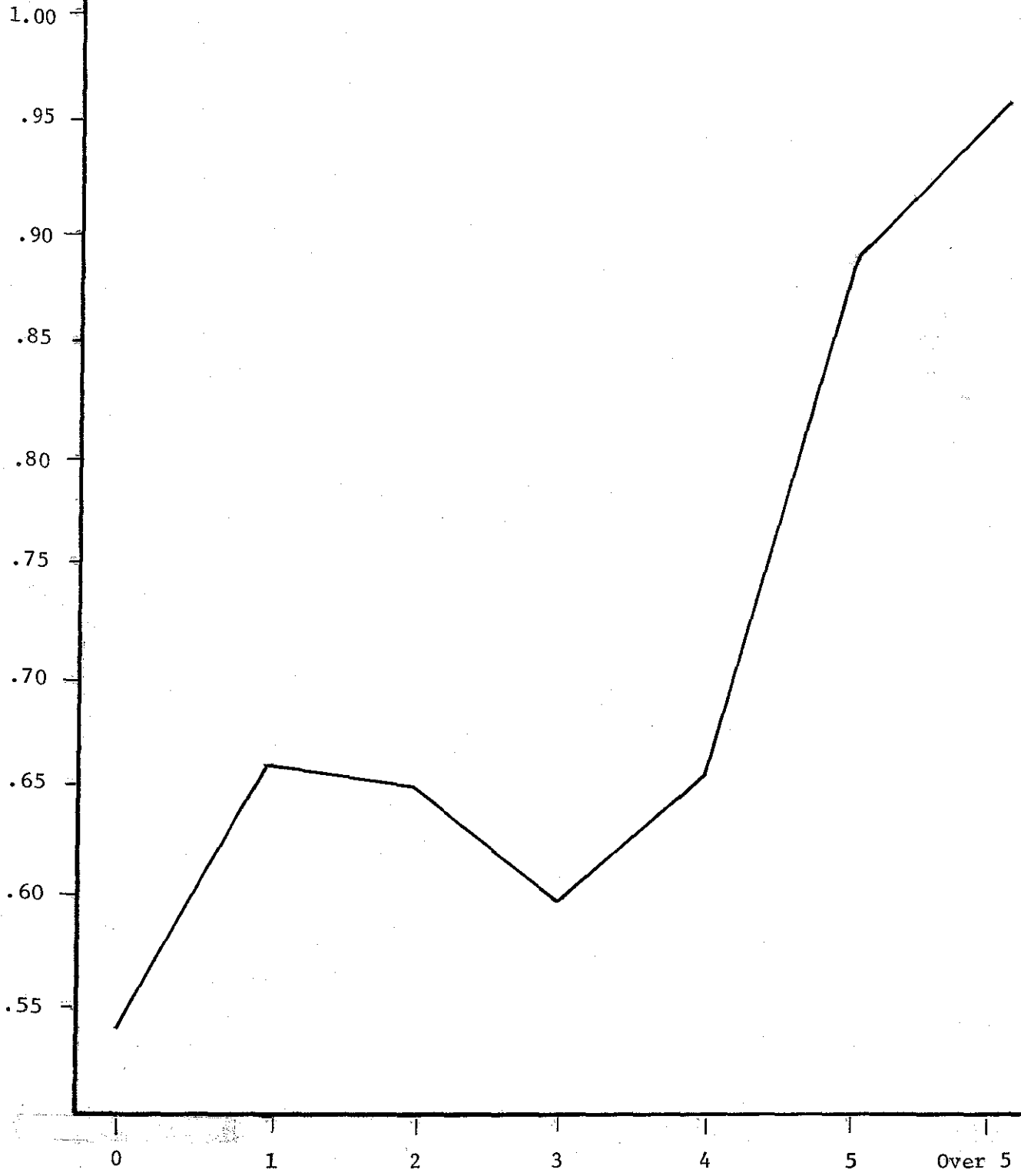
———— = simple correlation

----- = partial correlation, controlling for Sex, Race, Income, Education, Newspaper Reading, and Urban Proximity (all at once)

Figure 29

Scale
scores:

Functional Form of the Relationship between Amount
of Viewing and the Belief that Older People are Disappearing



TELEVISION VIEWING

Reported hours watched "yesterday"



APPENDIX B: Tables

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TABLE 1

NUMBER OF CHARACTERS AND PROGRAMS ANALYZED IN PRIME-TIME
AND WEEKEND-DAYTIME TELEVISION DRAMA, 1969-1978

	<u>All</u> N	<u>Prime-Time</u> N	<u>Daytime</u> N
Number of Programs	1365	821	544
<u>Major Characters</u>			
All	3719	2349	1370
Male	2783	1673	1110
Female	881	674	207
<u>Minor Characters</u>			
All	12969	9405	3564
Male	9487	6869	2618
Female	3185	2490	695
<u>All Characters</u>			
All	16688	11754	4934
Male	12270	8542	3728
Female	4066	3164	902

Table 2

RELIABILITY OF VARIABLES
1969-1976F

Variable	Recoding	All Programs	Weekend Daytime	Prime Time
Employment Status	original	.678 N	.626 N	.686 N
Source of Income	original	.632 N	.493 N	.664 N
Place of Residence	original	.759 N	.698 N	.776 N
Institutional Setting	original	.802 N	.811 N	.801 N
Short-Term Stay	original	.790 N	0.0 N	.787 N
Death of Character	original	.912 N	0.0 N	.911 N
Cause of Death	original	.825 N	0.0 N	.823 N
Pain Suffered in Death	original	.825 N	0.0 N	.823 N
Place of Death	original	.877 N	0.0 N	.875 N
Reference to Character's Death	original (0)(1)(2,3,4)	.600 N .737 N	.490 N .676 N	.605 N .736 N
Reference to Death of Others	original	.682 N	.374 N	.699 N
Life-Support Machinery	original	0.0 N	0.0 N	0.0 N
Loss of Contact w/Reality	original (0)(1)(2,3,4,5) (0,1)(2,3,4,5)	.636 N .770 N .868 N	.475 N .647 N .656 N	.694 N .813 N .919 N
Symptoms	original (0)(1)(2,3,4,5)	.430 N .606 N	.376 N .786 N	.438 N .574 N
Paranoid*	original	0.0 N	0.0 N	0.0 N
Senile	original	1.000 N	0.0 N	1.000 N
Schizophrenic*	original	0.0 N	0.0 N	0.0 N
Psychotic*	original	0.0 N	0.0 N	0.0 N
Neurotic*	original	0.0 N	0.0 N	0.0 N
Other	original	.576 N	.638 N	.563 N
Cancer *	original	0.0 N	0.0 N	0.0 N
Heart Disease	original	.694 N	0.0 N	.690 N
High Blood Pressure	original	.664 N	0.0 N	.664 N

*No cases appeared; reliability indeterminant

Table 2 continued

RELIABILITY OF VARIABLES (continued)

<u>Variable</u>	<u>Recoding</u>	<u>All Programs</u>	<u>Weekend Daytime</u>	<u>Prime Time</u>
Stroke	original	1.000 N	0.0 N	1.000 N
Diabetes*	original	0.0 N	0.0 N	0.0 N
Infectious Diseases*	original	0.0 N	0.0 N	0.0 N
Pneumonia*	original	0.0 N	0.0 N	0.0 N
Obesity	original (0,1) (2)	.496 N .664 N	0.0 N 0.0 N	.495 N .664 N
Skin Diseases*	original	0.0 N	0.0 N	0.0 N
Broken Bones*	original	0.0 N	0.0 N	0.0 N
Amputations*	original	0.0 N	0.0 N	0.0 N
Back Problems	original	.855 N	0.0 N	.854 N
Other	original	.668 N	.842 N	.636 N
Sight Impairment	original	.869 N	.846 N	.876 N
Restricted Mobility	original	.680 N .731 O	-.008 N .016 O	.714 N .764 O
Character's Smoking	original	.814 N .689 O	.496 N -.969 O	.845 N .847 O
Character's Drinking	original	.851 N .909 O	1.000 N 1.000 O	.828 N .901 O
Watching Television	original	.893 N	0.0 N	.924 N
Going Out to Visit	original	.648 N	.820 N	.609 N
Being Visited	original	.641 N	.347 N	.685 N
Reading and/or Writing	original (0,1) (2)	.596 N .617 N	.533 N .596 N	.591 N .604 N
Driving/Riding in Car	original	.729 N	.832 N	.704 N
Public Transportation	original	.710 N	1.000 N	.648 N
Participation in Sports	original	.648 N	.248 N	.829 N
Restaurant/Night Club/Bar	original	.842 N	.276 N	.890 N
Serious Religious Activity	original	.802 N	1.000 N	.784 N
Travel	original	.757 N	.427 N	.853 N
Working at Occupation	original	.691 N	.622 N	.711 N
Treated with Disrespect	original	.537 O	.614 O	.514 O
Treated with Pity	original	.583 O	.109 O	.637 O
Portrayed as Useful	original	.635 O	.702 O	.572 O
Portrayed as Lonely	original	.653 O	.439 O	.696 O

*No cases appeared; reliability indeterminant

Table 2 continued

RELIABILITY OF VARIABLES (continued)

<u>Variable</u>	<u>Recoding</u>	<u>All Programs</u>	<u>Weekend Daytime</u>	<u>Prime Time</u>
Portrayed as Nuisance	original	.728 0	.710 0	.707 0
Portrayed as Stubborn	original	.510 0	.329 0	.571 0
Portrayed as Eccentric	original	.611 0	.669 0	.559 0
Portrayed in Foolish Manner	original	.747 0	.703 0	.749 0
Leadership	original	.623 I	.589 I	.633 I
Pleasantness	original	.755 I	.835 I	.709 I
Extravagance	original	.549 I	.276 I	.566 I
Modern	original	.533 I	.629 I	.490 I
Kindness	original	.682 I	.576 I	.700 I
Unselfishness	original	.657 I	.639 I	.655 I

Table 3

Age Distribution of U.S. Population Estimates*
(July 1, 1978)

	U.S. Population - Total (In thousands, except percent)					
	. All People		Male		Female	
	N**	%+	N**	%+	N**	%+
<u>Total</u>	218,548	100.0	106,502	100.0	112,046	100.0
0- 4 Yrs.	15,361	7.0	7,855	7.4	7,507	6.7
5- 9	16,885	7.7	8,617	8.1	8,268	7.4
10-14	18,577	8.5	9,473	8.9	9,105	8.1
15-19	21,057	9.6	10,695	10.0	10,362	9.2
20-24	20,441	9.4	10,291	9.7	10,150	9.1
25-29	18,041	8.2	8,983	8.4	9,058	8.1
30-34	15,895	7.3	7,879	7.4	8,016	7.2
35-39	13,065	6.0	6,390	6.0	6,675	6.0
40-44	11,319	5.2	5,519	5.2	5,800	5.2
45-49	11,359	5.2	5,540	5.2	5,819	5.2
50-54	11,825	5.4	5,699	5.4	6,126	5.5
55-59	11,236	5.1	5,364	5.0	5,872	5.2
60-64	9,432	4.3	4,418	4.1	5,014	4.5
65-69	8,575	3.9	3,803	3.6	4,771	4.2
70-74	6,359	2.9	2,684	2.5	3,675	3.3
75-79	4,168	1.9	1,628	1.5	2,540	2.3
80 and older	4,952	2.3	1,662	1.6	3,289	2.9

*Source of N's - U.S. Bureau of the Census Current Population Reports
Population Estimates and Projections. Series P-25 #800 Washington,
D.C. April, 1979.

**"Each figure in this report has been rounded independently to the nearest
thousand from figures computed to the last digit; hence, the sum of parts
may differ from the totals shown."

+Percentages are derived from the rounded figures.

Table 4

Age Distribution of the Prime-Time and Weekend-Daytime
Dramatic Television Population
(1969- 1978)

PRIME-TIME PROGRAMS

	All Characters						Major Characters						Minor Characters					
	All		Male		Female		All		Male		Female		All		Male		Female	
	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%
Total	(11754)	100.0	(8542)	100.0	(3164)	100.0	(2349)	100.0	(1673)	100.0	(674)	100.0	(9405)	100.0	(6896)	100.0	(2490)	100.0
Cannot Code	(249)	2.1	(155)	1.8	(53)	1.7	(52)	2.2	(36)	2.2	(14)	2.1	(197)	2.1	(119)	1.7	(39)	1.6
Under 5 Yrs.	(22)	0.2	(11)	0.1	(8)	0.3	(0)	0.0	(0)	0.0	(0)	0.0	(22)	0.2	(11)	0.2	(8)	0.3
5- 9	(170)	1.4	(107)	1.3	(63)	2.0	(29)	0.9	(14)	0.8	(6)	0.9	(150)	1.6	(93)	1.3	(57)	2.3
10-14	(372)	3.2	(235)	2.8	(137)	4.3	(71)	3.0	(48)	2.9	(23)	3.4	(301)	3.2	(187)	2.7	(114)	4.6
15-19	(537)	4.6	(326)	3.8	(211)	6.7	(105)	4.5	(66)	3.9	(39)	5.8	(432)	4.6	(260)	3.8	(172)	6.9
20-24	(835)	7.1	(410)	4.8	(424)	13.4	(186)	7.9	(85)	5.1	(101)	15.0	(649)	6.9	(325)	4.7	(323)	13.0
25-29	(1521)	12.9	(904)	10.6	(615)	19.4	(320)	13.6	(190)	11.4	(130)	19.3	(1201)	12.8	(714)	10.4	(485)	19.5
30-34	(1546)	13.2	(1140)	13.3	(405)	12.8	(320)	13.6	(224)	13.4	(96)	14.2	(1226)	13.0	(916)	13.3	(309)	12.4
35-39	(1789)	15.2	(1410)	16.5	(379)	12.0	(388)	16.5	(277)	16.6	(111)	16.5	(1401)	14.9	(1133)	16.4	(268)	10.8
40-44	(1482)	12.6	(1227)	14.4	(255)	8.1	(268)	11.4	(228)	13.6	(40)	5.9	(1214)	12.9	(999)	14.5	(215)	8.6
45-49	(1292)	11.0	(1076)	12.6	(216)	6.8	(256)	10.9	(210)	12.6	(46)	6.8	(1036)	11.0	(866)	12.6	(170)	6.8
50-54	(907)	7.7	(756)	8.9	(151)	4.8	(149)	6.3	(118)	7.0	(31)	4.6	(758)	8.1	(638)	9.3	(120)	4.8
55-59	(469)	4.0	(368)	4.3	(101)	3.2	(92)	3.9	(76)	4.5	(16)	2.4	(377)	4.0	(292)	4.2	(85)	3.4
60-64	(301)	2.6	(238)	2.8	(63)	2.0	(76)	3.2	(65)	3.9	(11)	1.6	(225)	2.4	(173)	2.5	(52)	2.1
65-69	(159)	1.4	(109)	1.3	(50)	1.6	(29)	1.2	(23)	1.4	(6)	0.9	(130)	1.4	(86)	1.2	(44)	1.8
70-74	(75)	0.6	(54)	0.6	(21)	0.7	(15)	0.6	(12)	0.7	(3)	0.4	(60)	0.6	(42)	0.6	(18)	0.7
75-79	(17)	0.1	(10)	0.1	(7)	0.2	(1)	0.0	(1)	0.1	(0)	0.0	(16)	0.2	(9)	0.1	(7)	0.3
80 and older	(11)	0.1	(6)	0.1	(5)	0.2	(1)	0.0	(0)	0.0	(1)	0.1	(10)	0.1	(6)	0.1	(4)	0.2

WEEKEND-DAYTIME PROGRAMS

	All Characters						Major Characters						Minor Characters					
	All		Male		Female		All		Male		Female		All		Male		Female	
	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%
Total	(4934)	100.0	(3728)	100.0	(902)	100.0	(1570)	100.0	(1110)	100.0	(207)	100.0	(3564)	100.0	(2618)	100.0	(695)	100.0
Cannot Code	(1466)	29.7	(1041)	27.9	(130)	14.4	(521)	38.0	(440)	39.6	(32)	15.5	(945)	26.5	(601)	23.0	(98)	14.1
Under 5 Yrs.	(10)	0.2	(4)	0.1	(3)	0.3	(4)	0.3	(3)	0.3	(0)	0.0	(6)	0.2	(1)	0.0	(3)	0.4
5- 9	(89)	1.8	(63)	1.7	(25)	2.8	(22)	1.6	(20)	1.8	(2)	1.0	(67)	1.9	(43)	1.6	(23)	3.3
10-14	(281)	5.7	(210)	5.6	(68)	7.5	(87)	6.4	(66)	5.9	(18)	8.7	(194)	5.4	(144)	5.5	(50)	7.2
15-19	(643)	13.0	(396)	10.6	(245)	27.2	(213)	15.5	(136)	12.3	(77)	37.2	(430)	12.1	(260)	9.9	(168)	24.2
20-24	(206)	4.2	(131)	3.5	(75)	8.3	(58)	4.2	(43)	3.9	(15)	7.2	(148)	4.2	(88)	3.4	(60)	8.6
25-29	(215)	4.4	(151)	4.1	(64)	7.1	(60)	4.4	(40)	3.6	(20)	9.7	(155)	4.3	(111)	4.2	(44)	6.3
30-34	(302)	6.1	(248)	6.7	(54)	6.0	(56)	4.1	(47)	4.2	(9)	4.3	(246)	6.9	(201)	7.7	(45)	6.5
35-39	(448)	9.1	(395)	10.6	(53)	5.9	(83)	6.1	(70)	6.3	(13)	6.3	(365)	10.2	(325)	12.4	(40)	5.8
40-44	(549)	11.1	(491)	13.2	(58)	6.4	(111)	8.1	(105)	9.5	(6)	2.9	(438)	12.3	(386)	14.7	(52)	7.5
45-49	(306)	6.2	(274)	7.3	(32)	3.5	(70)	5.1	(69)	6.2	(1)	0.5	(236)	6.6	(205)	7.8	(31)	4.5
50-54	(170)	3.4	(143)	3.8	(27)	3.0	(36)	2.6	(32)	2.9	(4)	1.9	(134)	3.8	(111)	4.2	(23)	3.3
55-59	(92)	1.9	(68)	1.8	(24)	2.7	(14)	1.0	(10)	0.9	(4)	1.9	(78)	2.2	(58)	2.2	(20)	2.9
60-64	(85)	1.7	(71)	1.9	(14)	1.6	(22)	1.6	(19)	1.7	(3)	1.4	(63)	1.8	(52)	2.0	(11)	1.6
65-69	(35)	0.7	(24)	0.6	(11)	1.2	(8)	0.6	(6)	0.5	(2)	1.0	(27)	0.8	(18)	0.7	(9)	1.3
70-74	(26)	0.5	(12)	0.3	(14)	1.6	(4)	0.3	(3)	0.3	(1)	0.5	(22)	0.6	(9)	0.3	(13)	1.9
75-79	(9)	0.2	(5)	0.1	(4)	0.4	(1)	0.1	(1)	0.1	(0)	0.0	(8)	0.2	(4)	0.2	(4)	0.6
80 and older	(2)	0.0	(1)	0.0	(1)	0.1	(0)	0.0	(0)	0.0	(0)	0.0	(2)	0.1	(1)	0.0	(1)	0.1

Table 5

Age Distribution of the Prime-Time and Weekend-Daytime
Dramatic Television White and Non-White Population
(1969-1978)

All Characters in Weekend-Daytime Programs

	White						Non-White					
	All		Male		Female		All		Male		Female	
	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%
Total	(3,165)	100.0	(2,436)	100.0	(727)	100.0	(440)	100.0	(352)	100.0	(70)	100.0
Cannot Code	(141)	4.4	(111)	4.6	(28)	3.9	(95)	21.6	(66)	18.8	(12)	17.1
Under 5 Yrs.	(4)	0.1	(1)	0.0	(3)	0.4	(1)	0.2	(1)	0.3	(0)	0.0
5- 9	(71)	2.2	(52)	2.1	(19)	2.6	(15)	3.4	(9)	2.6	(5)	7.1
10-14	(169)	5.3	(114)	4.7	(55)	7.6	(103)	23.4	(90)	25.6	(13)	18.6
15-19	(562)	17.8	(335)	13.8	(227)	31.2	(64)	14.5	(50)	14.2	(14)	20.0
20-24	(184)	5.8	(117)	4.8	(67)	9.2	(12)	2.7	(5)	1.4	(7)	10.0
25-29	(186)	5.9	(126)	5.2	(60)	8.3	(20)	4.5	(18)	5.1	(2)	2.9
30-34	(251)	7.9	(205)	8.4	(46)	6.3	(43)	9.8	(35)	9.9	(8)	11.4
35-39	(414)	13.1	(364)	14.9	(50)	6.9	(29)	6.6	(27)	7.7	(2)	2.9
40-44	(499)	15.8	(449)	18.4	(50)	6.9	(35)	8.0	(31)	8.8	(4)	5.7
45-49	(286)	9.0	(256)	10.5	(30)	4.1	(12)	2.7	(11)	3.1	(1)	1.4
50-54	(163)	5.2	(137)	5.6	(26)	3.6	(3)	0.7	(2)	0.6	(1)	1.4
55-59	(90)	2.8	(66)	2.7	(24)	3.3	(2)	0.5	(2)	0.6	(0)	0.0
60-64	(79)	2.5	(65)	2.7	(14)	1.9	(2)	0.5	(2)	0.6	(0)	0.0
65-69	(32)	1.0	(22)	0.9	(10)	1.4	(2)	0.5	(2)	0.6	(0)	0.0
70-74	(24)	0.8	(11)	0.5	(13)	1.8	(2)	0.5	(1)	0.3	(1)	1.4
75-79	(9)	0.3	(5)	0.2	(4)	0.6	(0)	0.0	(0)	0.0	(0)	0.0
80+	(1)	0.0	(0)	0.0	(1)	0.1	(0)	0.0	(0)	0.0	(0)	0.0

All Characters in Prime-Time Programs

	White						Non-White					
	All		Male		Female		All		Male		Female	
	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%
Total	(10,222)	100.0	(7,431)	100.0	(2,786)	100.0	(1,384)	100.0	(1,034)	100.0	(348)	100.0
Cannot Code	(92)	0.9	(66)	0.9	(26)	0.9	(24)	1.7	(20)	1.9	(4)	1.1
Under 5 yrs.	(13)	0.1	(5)	0.1	(6)	0.2	(7)	0.5	(6)	0.6	(0)	0.0
5- 9	(135)	1.3	(84)	1.1	(51)	1.8	(34)	2.5	(23)	2.2	(11)	3.2
10-14	(300)	2.9	(178)	2.4	(122)	4.4	(71)	5.1	(56)	5.4	(15)	4.3
15-19	(437)	4.3	(252)	3.4	(185)	6.6	(98)	7.1	(73)	7.1	(25)	7.2
20-24	(708)	6.9	(337)	4.5	(371)	13.3	(127)	9.2	(73)	7.1	(53)	15.2
25-29	(1,282)	12.5	(739)	9.9	(541)	19.4	(239)	17.3	(165)	16.0	(74)	21.3
30-34	(1,304)	12.8	(948)	12.8	(355)	12.7	(241)	17.4	(191)	18.5	(50)	14.4
35-39	(1,592)	15.6	(1,245)	16.8	(347)	12.5	(194)	14.0	(163)	15.8	(31)	8.9
40-44	(1,353)	13.2	(1,125)	15.1	(228)	8.2	(128)	9.2	(102)	9.9	(26)	7.5
45-49	(1,199)	11.7	(1,003)	13.5	(196)	7.0	(91)	6.6	(72)	7.0	(19)	5.5
50-54	(855)	8.4	(719)	9.7	(136)	4.9	(52)	3.8	(37)	3.6	(15)	4.3
55-59	(444)	4.3	(354)	4.8	(90)	3.2	(25)	1.8	(14)	1.4	(11)	3.2
60-64	(279)	2.7	(221)	3.0	(58)	2.1	(20)	1.4	(15)	1.5	(5)	1.4
65-69	(142)	1.4	(99)	1.3	(43)	1.5	(17)	1.2	(10)	1.0	(7)	2.0
70-74	(62)	0.6	(43)	0.6	(19)	0.7	(13)	0.9	(11)	1.1	(2)	0.6
75-79	(14)	0.1	(7)	0.1	(7)	0.3	(3)	0.2	(3)	0.3	(0)	0.0
80+	(11)	0.1	(6)	0.1	(5)	0.2	(0)	0.0	(0)	0.0	(0)	0.0

Table 6

SOCIAL AGE OF CHARACTERS IN
PRIME-TIME AND WEEKEND-DAYTIME TELEVISION DRAMA, 1969-1978

	All Programs																	
	All Characters						Major Characters						Minor Characters					
	All		Male		Female		All		Male		Female		All		Male	Female		
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%		
<u>Total</u>	16688	100.0	12270	100.0	4066	100.0	3719	100.0	2783	100.0	881	100.0	12969	100.0	9487	100.0	3185	100.0
Cannot Code	1426	8.5	959	7.8	144	3.5	401	10.8	322	11.6	31	3.5	1025	7.9	637	6.7	113	3.5
Child-Adolescent	1602	9.6	1056	8.6	531	13.1	386	10.4	279	10.0	105	11.9	1216	9.4	777	8.2	426	13.4
Young Adult	2885	17.3	1792	14.6	1086	26.7	761	20.5	501	18.0	256	29.1	2124	16.4	1291	13.6	830	26.1
Settled Adult	10245	61.4	8106	66.1	2133	52.5	2068	55.6	1603	57.6	464	52.7	8177	63.1	6503	68.5	1669	52.4
Older Adult	530	3.2	357	2.9	172	4.2	103	2.8	78	2.8	25	2.8	427	3.3	279	2.9	147	4.6
	Primetype Programs																	
	All Characters						Major Characters						Minor Characters					
	All		Male		Female		All		Male		Female		All		Male	Female		
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
<u>Total</u>	11754	100.0	8542	100.0	3164	100.0	2349	100.0	1673	100.0	674	100.0	9405	100.0	6869	100.0	2490	100.0
Cannot Code	339	2.9	229	2.7	68	2.1	48	2.0	34	2.0	12	1.8	291	3.1	195	2.8	56	2.2
Child-Adolescent	851	7.2	528	6.2	320	10.1	142	6.0	96	5.7	46	6.8	709	7.5	432	6.3	274	11.0
Young Adult	2139	18.2	1298	15.2	838	26.5	514	21.9	322	19.2	192	28.5	1625	17.3	976	14.2	646	25.9
Settled Adult	8025	68.3	6218	72.8	1807	57.1	1567	66.7	1162	69.5	405	60.1	6458	68.7	5056	73.6	1402	56.3
Older Adult	400	3.4	269	3.1	131	4.1	78	3.3	59	3.5	19	2.8	322	3.4	210	3.1	112	4.5
	Weekend-Daytime Programs																	
	All Characters						Major Characters						Minor Characters					
	All		Male		Female		All		Male		Female		All		Male	Female		
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
<u>Total</u>	4934	100.0	3728	100.0	902	100.0	1370	100.0	1110	100.0	207	100.0	3564	100.0	2618	100.0	695	100.0
Cannot Code	1087	22.0	730	19.6	76	8.4	353	25.8	288	25.9	19	9.2	734	20.6	442	16.9	57	8.2
Child-Adolescent	751	15.2	528	14.2	211	23.4	244	17.8	183	16.5	59	28.5	507	14.2	345	13.2	152	21.9
Young Adult	746	15.1	494	13.3	248	27.5	247	18.0	179	16.1	64	30.9	499	14.0	315	12.0	184	26.5
Settled Adult	2220	45.0	1888	50.6	326	36.1	501	36.6	441	39.7	59	28.5	1719	48.2	1447	55.3	267	38.4
Older Adult	130	2.6	88	2.4	41	4.5	25	1.8	19	1.7	6	2.9	105	2.9	69	2.6	35	5.0

Table 7
SOCIAL AGE TRENDS[†] FOR
ALL CHARACTERS IN ALL PROGRAMS, 1969-1978 *

	1969		1970		1971		1972		1973		74-75		75-76		1976		1977		1978		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
<u>All Characters</u>	1357	100.0	1252	100.0	1356	100.0	1370	100.0	1365	100.0	2661	100.0	2844	100.0	1290	100.0	1617	100.0	1576	100.0	16688	100.0
Males	1021	100.0	926	100.0	1004	100.0	984	100.0	1006	100.0	2013	100.0	2058	100.0	960	100.0	1152	100.0	1146	100.0	12270	100.0
Females	300	100.0	285	100.0	320	100.0	343	100.0	323	100.0	621	100.0	729	100.0	319	100.0	442	100.0	384	100.0	4066	100.0
<u>Child-Adolescent</u>	79	5.8	114	9.1	109	8.0	162	11.8	162	11.9	291	10.9	229	8.1	92	7.1	201	12.4	163	10.3	1602	9.6
Males	58	5.7	78	8.4	70	7.0	116	11.8	99	9.8	185	9.2	153	7.4	58	6.0	126	10.9	113	9.9	1056	8.6
Females	21	7.0	36	12.6	37	11.6	45	13.1	61	18.9	101	16.3	75	10.3	34	10.7	74	16.7	47	12.2	531	13.1
<u>Young Adult</u>	248	18.3	225	18.0	253	18.7	223	16.3	256	18.8	456	17.1	577	20.3	246	19.1	204	12.6	197	12.5	2885	17.3
Males	150	14.7	129	13.9	164	16.3	141	14.3	166	16.5	288	14.3	365	17.7	159	16.6	115	10.0	115	10.0	1792	14.6
Females	98	32.7	95	33.3	87	27.2	82	23.9	89	27.6	167	26.9	210	28.8	87	27.3	89	20.1	82	21.4	1086	26.7
<u>Settled Adult</u>	807	59.5	715	57.1	759	56.0	740	54.0	761	55.8	1682	63.2	1791	63.0	840	65.1	1076	66.5	1074	68.1	10245	61.4
Males	655	64.2	584	63.1	601	59.9	569	57.8	618	61.4	1376	68.4	1395	67.8	653	68.0	821	71.3	834	72.8	8106	66.1
Females	152	50.7	131	46.0	158	49.4	171	49.9	143	44.3	306	49.3	395	54.2	187	58.6	255	57.7	235	61.2	2133	52.5
<u>Older Adult</u>	52	3.8	61	4.9	54	4.0	43	3.1	48	3.5	86	3.2	78	2.7	27	2.1	39	2.4	42	2.7	530	3.2
Males	37	3.6	50	5.4	38	3.8	26	2.6	32	3.2	55	2.7	47	2.3	20	2.1	25	2.2	27	2.4	357	2.9
Females	15	5.0	11	3.9	16	5.0	17	5.0	15	4.6	31	5.0	31	4.3	7	2.2	14	3.2	15	3.9	172	4.2

† The entire sample is made up of 12 weeks of prime-time (8 - 11 p.m. E.S.T.) and weekend-daytime (8 a.m. - 2 p.m. E.S.T.) children's dramatic programs for each of the three networks. The figures for each year come from the sample of programs broadcast in the fall of that year. The 74-75 and 75-76 figures come from two one-week samples of programs -- one broadcast in the fall and the other in the spring.

* Numbers indicated on this table do not include the "Cannot Code" category, for entire sample refer to Table 1 or Table 5.

Table 8

Social and Chronological Age of Characters
In Prime-Time Dramatic Programs, 1969-1978
(as Percent of Chronological Age)

	Child-Adolescent						Young Adult						Settled Adult						Older Adult						All Characters					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
All Characters																														
Total	851	7.2	528	6.2	320	10.1	2139	18.2	1298	15.2	838	26.5	8025	68.3	6218	72.8	1807	57.1	400	3.4	269	3.1	131	4.1	11754	100.0	8542	100.0	3164	100.0
Cannot Code	7	2.8	4	2.6	3	5.7	8	3.2	5	3.2	2	3.8	45	18.1	37	23.9	8	15.1	4	1.6	3	1.9	1	1.9	249	100.0	155	100.0	53	100.0
1-12 Yrs.	460	99.8	300	99.7	157	100.0																			461	100.0	301	100.0	157	100.0
13-18	377	67.7	218	67.1	159	68.5	178	32.0	105	32.3	73	31.5	2	0.4	2	0.6									557	100.0	325	100.0	232	100.0
19-29	7	0.3	6	0.4	1	0.1	1577	64.7	898	65.7	678	63.4	804	33.0	430	31.5	374	35.0							2439	100.0	1367	100.0	1069	100.0
30-44							375	7.8	289	7.7	85	8.2	4356	90.4	3413	90.4	943	90.8							4817	100.0	3777	100.0	1039	100.0
45-54							1	0.0	1	0.1			2170	98.7	1807	98.6	363	98.9	13	0.6	11	0.6	2	0.5	2199	100.0	1832	100.0	367	100.0
55-64													608	79.0	497	82.0	111	67.7	161	20.9	108	17.8	53	32.3	770	100.0	606	100.0	164	100.0
65+													40	15.3	32	17.9	8	9.6	222	84.7	147	82.1	75	90.4	262	100.0	179	100.0	83	100.0

	Child-Adolescent						Young Adult						Settled Adult						Older Adult						All Characters					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Major Characters																														
Total	142	6.0	96	5.7	46	6.8	514	21.9	322	19.2	192	28.5	1567	66.7	1162	69.5	405	60.1	78	3.3	59	3.5	19	2.8	2349	100.0	1673	100.0	674	100.0
Cannot Code	0	0.0	0	0.0	0	0.0	2	3.8	1	2.8	1	7.1	13	25.0	10	27.8	3	21.4	1	5.8	1	2.8	0	0.0	52	100.0	36	100.0	14	100.0
1-12 Yrs.	69	100.0	47	100.0	22	100.0																			69	100.0	47	100.0	22	100.0
13-18	73	67.0	49	70.0	24	61.5	36	33.0	21	30.0	15	38.5	153	29.2	74	25.9	79	33.2							109	100.0	70	100.0	39	100.0
19-29							367	70.0	210	73.4	157	66.0	862	88.3	634	87.0	228	92.3							524	100.0	286	100.0	238	100.0
30-44							108	11.1	89	12.2	19	7.7	400	98.8	324	98.8	76	98.7							976	100.0	729	100.0	247	100.0
45-54							1	0.2	1	0.3			128	76.2	110	78.0	18	66.7	2	0.5	1	0.3	1	1.3	405	100.0	328	100.0	77	100.0
55-64													11	23.9	10	27.8	1	10.0	40	23.8	31	22.0	9	33.3	168	100.0	141	100.0	27	100.0
65+																			35	76.1	26	72.2	9	90.0	46	100.0	36	100.0	10	100.0

	Child-Adolescent						Young Adult						Settled Adult						Older Adult						All Characters					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Minor Characters																														
Total	709	7.5	432	6.3	274	11.0	1625	17.3	976	14.2	646	25.9	6458	68.7	5056	73.6	1402	56.3	322	3.4	210	3.1	112	4.5	9405	100.0	6869	100.0	2490	100.0
Cannot Code	7	3.6	4	3.4	3	7.7	6	3.0	4	3.4	1	2.6	32	16.2	27	22.7	5	12.8	3	1.5	2	1.6	1	2.6	197	100.0	119	100.0	39	100.0
1-12 Yrs.	391	99.7	253	99.6	135	100.0																			392	100.0	254	100.0	135	100.0
13-18	304	67.9	169	66.3	135	69.9	142	31.7	84	32.9	58	30.1	2	0.4	2	0.8									448	100.0	255	100.0	193	100.0
19-29	7	0.4	6	0.6	1	0.1	1210	63.2	688	63.6	521	62.7	651	34.0	356	32.9	295	35.5							1915	100.0	1081	100.0	831	100.0
30-44							267	7.0	200	6.6	66	8.3	3494	91.0	2779	91.2	715	90.3							3841	100.0	3048	100.0	792	100.0
45-54													1770	98.7	1483	98.6	287	99.0	11	0.6	10	0.7	1	0.3	1794	100.0	1504	100.0	290	100.0
55-64													480	79.7	387	83.2	93	67.9	121	20.1	77	16.6	44	32.1	602	100.0	465	100.0	137	100.0
65+													29	13.4	22	15.4	7	9.6	187	86.6	121	84.6	66	90.4	216	100.0	143	100.0	73	100.0

Table 9
RISK RATIOS¹
Major Characters in Prime-Time Programs
(1969-1978)

	All Characters				Male Characters				Female Characters			
	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio
<u>All Characters</u>	2579	54.5	-1.11	+1.98	1828	60.4	-1.07	+2.10	749	39.9	-1.27	+1.22
<u>Social Age</u>												
Children-Adolescents	171	45.6	-1.33	+3.00	114	50.9	-1.38	+3.00	57	35.1	-1.17	0.00
Young Adults	566	58.5	-1.21	+2.23	360	64.7	-1.09	+2.38	206	47.6	-1.62	+1.60
Settled Adults	1711	54.4	-1.05	+2.08	1257	60.4	-1.05	+2.15	454	36.8	-1.07	+1.56
Elderly	81	40.7	-1.10	-1.75	61	45.9	+1.17	1.00	20	25.0	-0.00	-0.00
<u>Marital Status</u>												
Not Married	1182	59.3	-1.11	+1.96	837	64.0	-1.05	+2.15	345	47.8	-1.36	+1.10
Married	890	43.7	-1.22	+1.68	553	51.2	-1.21	+1.79	337	31.5	-1.25	+1.25
<u>Class</u>												
Clearly Upper	221	56.6	-1.33	+1.50	147	66.0	-1.16	+1.57	74	37.8	-2.50	+1.25
Mixed	2256	53.9	-1.08	+2.19	1603	59.6	-1.06	+2.32	651	39.6	-1.18	+1.23
Clearly Lower	102	63.7	-1.26	-1.11	78	66.7	-1.17	-1.13	24	54.2	-1.71	1.00
<u>Race</u>												
White	2290	55.2	-1.10	+2.02	1610	60.9	-1.06	+2.17	680	41.5	-1.26	+1.22
Other	258	45.3	-1.13	+1.69	196	53.4	-1.09	+1.69	62	21.0	-1.71	0.00
<u>Character Type</u>												
"Good"	1499	50.0	-1.13	+2.71	1033	56.2	-1.07	+3.65	466	36.1	-1.43	-2.67
Mixed	771	51.6	-1.19	+1.50	534	56.0	-1.17	+1.42	235	41.3	-1.26	+1.80
"Bad"	308	84.1	+1.05	+1.95	261	86.2	+1.03	+1.94	47	72.3	+1.26	+2.00
<u>Nationality</u>												
U.S.	2375	53.4	-1.10	+2.09	1685	59.1	-1.06	+2.26	690	39.4	-1.28	+1.13
Other	139	67.6	-1.23	+1.40	98	77.6	-1.22	+1.36	41	43.9	-1.27	+2.00

¹ Risk ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates that there are more violents or killers than victims or killed and a minus sign indicates that there are more victims or killed than violents or killers. A ratio of 0.00 means that there were no victims or killers or violents or killed. A +0.00 ratio means that there were some violents or killers but no victims or killed; a -0.00 ratio means there were victims or killed but no violents or killers.

Table 10

RISK RATIOS¹
Major Characters in Weekend-Daytime Programs
(1969-1978)

	All Characters				Male Characters				Female Characters			
	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio
<u>All Characters</u>	1370	79.9	-1.34	-1.11	1110	81.5	-1.33	-1.14	207	68.6	-1.52	1.00
<u>Social Age</u>												
Children-Adolescents	244	70.9	-1.76	0.00	183	73.8	-1.87	0.00	59	62.7	-1.44	0.00
Young Adults	247	78.1	-1.73	-0.00	179	79.3	-1.57	-0.00	64	73.4	-2.39	-0.00
Settled Adults	501	79.0	-1.30	+1.67	441	81.0	-1.30	+1.50	59	64.4	-1.36	+2.00
Elderly	25	68.0	-1.23	0.00	19	63.2	-1.10	0.00	6	83.3	-1.67	0.00
<u>Marital Status</u>												
Not Married	691	76.4	-1.42	1.00	537	78.6	-1.39	-2.00	146	67.8	-1.59	+0.00
Married	97	61.9	-1.66	1.00	73	65.8	-1.76	+0.00	24	50.0	-1.29	-0.00
<u>Class</u>												
Clearly Upper	48	72.9	-1.57	0.00	35	74.3	-1.73	0.00	13	69.2	-1.17	0.00
Mixed	1293	80.0	-1.33	-1.11	1047	81.5	-1.32	-1.14	193	68.9	-1.55	1.00
Clearly Lower	29	89.7	-1.25	0.00	28	92.9	-1.25	0.00	1	0.0	0.00	0.00
<u>Race</u>												
White	797	74.4	-1.44	1.00	625	76.0	-1.43	-1.33	172	68.6	-1.48	+2.00
Other	102	79.4	-1.71	0.00	84	79.8	-1.68	0.00	15	73.3	-2.00	0.00
<u>Character Type</u>												
"Good"	805	74.0	-1.54	+0.00	626	76.0	-1.53	+0.00	156	64.7	-1.69	+0.00
Mixed	322	84.8	-1.26	-0.00	273	85.0	-1.27	-0.00	27	74.1	-1.67	-0.00
"Bad"	242	93.0	-1.06	-1.67	210	93.3	-1.07	-1.33	24	87.5	1.00	-0.00
<u>Nationality</u>												
U.S.	725	73.7	-1.50	+1.33	578	75.3	-1.46	1.00	137	66.4	-1.79	+2.00
Other	125	80.0	-1.40	-0.00	105	83.8	-1.36	-0.00	20	60.0	-1.83	0.00

¹ Risk ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates that there are more violent or killers than victims or killed, and a minus sign indicates that there are more victims or killed than violent or killers. A ratio of 0.00 means that there were no victims or killers or violent or killed. A +0.00 ratio means that there were some violent or killers but not victims or killed; a -0.00 ratio means there were victims or killed but no violent or killers.

Table 11
 Role and Evaluation Content Items
 For Major and Minor Characters in Prime-Time Drama
 1969-1978

	Child-Adolescent						Young Adult						Settled Adult						Older Adult					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Major Characters																								
Total	142	100%	96	100%	46	100%	514	100%	322	100%	192	100%	1567	100%	1162	100%	405	100%	78	100%	59	100%	19	100%
Character Type																								
Cannot Code	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.1	0	0.0	1	0.2	0	0.0	0	0.0	0	0
"Good"	83	58.5	56	58.3	27	58.7	300	58.4	185	57.5	115	59.9	916	58.5	665	57.2	251	62.0	37	47.4	28	47.5	9	47.4
Mixed Type	52	36.6	37	38.5	15	32.6	157	30.5	93	28.9	64	33.3	440	28.1	314	27.0	126	31.1	29	37.2	21	35.6	8	42.1
"Bad"	7	4.9	3	3.1	4	8.7	57	11.1	44	13.7	13	6.8	210	13.4	183	15.7	27	6.7	12	15.4	10	16.9	2	10.5
Success																								
Cannot Code	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3	0.2	2	0.2	0	0.0	0	0.0	0	0.0	0	0
Successful	52	36.6	34	35.4	18	39.1	180	35.0	113	35.1	67	34.9	623	39.8	461	39.7	162	40.0	26	33.3	23	39.0	3	15.8
Mixed	77	54.2	53	55.2	24	52.2	245	47.7	148	46.0	97	50.5	670	42.8	476	41.0	194	47.9	34	43.6	24	40.7	10	52.6
Unsuccessful	13	9.2	9	9.4	4	8.7	89	17.3	61	18.9	28	14.6	271	17.3	223	19.2	48	11.9	18	23.1	12	20.3	6	31.6
Role																								
Cannot Code	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0
Comic	16	11.3	11	11.5	5	10.9	78	15.2	42	13.0	36	18.8	208	13.3	134	11.5	74	18.3	19	24.4	16	27.1	3	15.8
Mixed	46	32.4	28	29.2	18	39.1	121	23.5	77	23.9	44	22.9	291	18.6	188	16.2	103	25.4	20	25.6	13	22.0	7	36.8
Serious	80	56.3	57	59.4	23	50.0	315	61.3	203	63.0	112	58.3	1068	68.2	840	72.3	228	56.3	39	50.0	30	50.8	9	47.4
Minor Characters																								
Total	709	100%	432	100%	274	100%	1625	100%	976	100%	646	100%	6458	100%	5056	100%	1402	100%	322	100%	210	100%	112	100%
Character Type																								
Cannot Code	136	19.2	78	18.1	57	20.8	330	20.3	184	18.9	146	22.6	1091	16.9	877	17.3	214	15.3	57	17.7	38	18.1	19	17.0
"Good"	293	41.3	178	41.2	113	41.2	512	31.5	290	29.7	221	34.2	1984	30.7	1459	28.9	525	37.4	133	41.3	92	43.8	41	36.6
Mixed	250	35.3	155	35.9	95	34.7	591	36.4	342	35.0	248	38.4	2670	41.3	2066	40.9	604	43.1	112	34.8	65	31.0	47	42.0
"Bad"	30	4.2	21	4.9	9	3.3	192	11.8	160	16.4	31	4.8	713	11.0	654	12.9	59	4.2	20	6.2	15	7.1	5	4.5
Success																								
Cannot Code	201	28.3	123	28.5	77	28.1	439	27.0	241	24.7	198	30.7	1489	23.1	1172	23.2	317	22.6	91	28.3	58	27.6	33	29.5
Successful	168	23.7	104	24.1	64	23.4	303	18.6	173	17.7	129	20.0	1353	21.0	1054	20.8	299	21.3	67	20.8	43	20.5	24	21.4
Mixed	280	39.5	165	38.2	114	41.6	588	36.2	341	34.9	246	38.1	2525	39.1	1909	37.8	616	43.9	120	37.3	77	36.7	43	38.4
Unsuccessful	60	8.5	40	9.3	19	6.9	295	18.2	221	22.6	73	11.3	1091	16.9	921	18.2	170	12.1	44	13.7	32	15.2	12	10.7

Table 12
 Role and Evaluation Content Items
 For Major and Minor Characters in Weekend-Daytime Drama
 1969-1978

	Child-Adolescent						Young Adult						Settled Adult						Older Adult					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Major Characters																								
Total	244	100%	183	100%	59	100%	247	100%	179	100%	64	100%	501	100%	441	100%	59	100%	25	100%	19	100%	6	100%
Character Type																								
Cannot Code	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.2	1	0.2	0	0.0	0	0.0	0	0.0	0	0.0
"Good"	195	79.9	141	77.0	52	88.1	193	78.1	136	76.0	54	84.4	224	44.7	186	42.2	37	62.7	11	44.0	10	52.6	1	16.7
Mixed	41	16.8	34	18.6	7	11.9	41	16.6	31	17.3	9	14.1	118	23.6	112	25.4	6	10.2	7	28.0	4	21.1	3	50.0
"Bad"	8	3.3	8	4.4	0	0.0	13	5.3	12	6.7	1	1.6	158	31.5	142	32.2	16	7.7	7	28.0	5	26.3	2	33.3
Success																								
Cannot Code	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.2	1	0.2	0	0.0	0	0.0	0	0.0	0	0.0
Successful	122	50.0	90	49.2	30	50.8	150	60.7	101	56.4	48	75.0	173	34.5	140	31.7	33	55.9	7	28.0	5	26.3	2	33.3
Mixed	112	45.9	83	45.4	29	49.2	69	27.9	54	30.2	12	18.8	147	29.3	134	30.4	12	20.3	11	44.0	9	47.4	2	33.3
Unsuccessful	10	4.1	10	5.5	0	0.0	28	11.3	24	13.4	4	6.3	180	35.9	166	37.6	14	23.7	7	28.0	5	26.3	2	33.3
Role																								
Comic	83	34.0	64	35.0	17	28.8	86	34.8	69	38.5	14	21.9	148	29.5	127	28.8	20	33.9	12	48.0	8	42.1	4	66.7
Mixed	93	38.1	72	39.3	21	35.6	68	27.5	46	25.7	21	32.8	137	27.3	123	27.9	14	23.7	5	20.0	3	15.8	2	33.3
Serious	68	27.9	47	25.7	21	35.6	93	37.7	64	35.8	29	45.3	216	43.1	191	43.3	25	42.4	8	32.0	8	42.1	0	0.0
Minor Characters																								
Total	507	100%	345	100%	152	100%	499	100%	315	100%	184	100%	1719	100%	1447	100%	267	100%	105	100%	69	100%	35	100%
Character Type																								
Cannot Code	42	8.3	28	8.1	12	7.9	35	7.0	20	6.3	15	8.2	249	14.5	210	14.5	38	14.2	12	11.4	9	13.0	3	8.6
"Good"	322	63.5	207	60.0	114	75.0	303	60.7	175	55.6	128	69.6	585	34.0	463	32.0	120	44.9	50	47.6	31	44.9	18	51.4
Mixed	118	23.3	95	27.5	21	13.8	95	19.0	59	18.7	36	19.6	557	32.4	467	32.3	90	33.7	32	30.5	22	31.9	10	28.6
"Bad"	25	4.9	15	4.3	5	3.3	66	13.2	61	19.4	5	2.7	328	19.1	307	21.2	19	7.1	11	10.5	7	10.1	4	11.4
Success																								
Cannot Code	97	19.1	60	17.4	35	23.0	61	12.2	35	11.1	26	14.1	317	18.4	258	17.8	58	21.7	17	16.2	11	15.9	6	17.1
Successful	179	35.3	114	33.0	64	42.1	231	46.3	138	43.8	93	50.5	431	25.1	350	24.2	79	29.6	35	33.3	24	34.8	11	31.4
Mixed	199	39.3	150	43.5	47	30.9	133	26.7	79	25.1	54	29.3	578	33.6	476	32.9	102	38.2	41	39.0	23	33.3	17	48.6
Unsuccessful	32	6.3	21	6.1	6	3.9	74	14.8	63	20.0	11	6.0	393	22.9	363	25.1	28	10.5	12	11.4	11	15.9	1	2.9

Table 13
Home and Family Items
Major Characters in Prime-Time Drama
1969-1978

	Child Adolescent						Young Adult						Settled Adult						Older Adult					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Totals	113	100.0	77	100.0	36	100.0	379	100.0	242	100.0	137	100.0	1250	100.0	916	100.0	334	100.0	54	100.0	40	100.0	14	100.0
<u>Marital Status</u>																								
Cannot Code	2	1.8	2	2.6	0	0.0	51	13.5	43	17.8	8	5.8	365	29.2	319	34.8	46	13.8	10	18.5	9	22.5	1	7.1
Not Married	110	97.3	75	97.4	35	97.2	278	73.4	178	73.6	100	73.0	353	28.2	259	28.3	94	28.1	7	13.0	4	10.0	3	21.4
Married	1	0.9	0	0.0	1	2.8	48	12.7	20	8.3	28	20.4	471	37.7	304	33.2	167	50.0	35	64.8	25	62.5	10	71.4
Formerly Married	0	0.0	0	0.0	0	0.0	2	0.5	1	0.4	1	0.7	61	4.9	34	3.7	27	8.1	2	3.7	2	5.0	0	0.0
<u>Homemaking</u>																								
Not Shown	107	94.7	73	94.8	34	94.4	356	93.9	236	97.5	120	87.6	1096	87.7	877	95.7	219	65.6	47	87.0	37	92.5	10	71.4
Shown	6	5.3	4	5.2	2	5.6	23	6.1	6	2.5	17	12.4	154	12.3	39	4.3	115	34.4	7	13.0	3	7.5	4	28.6
<u>Minor Children</u>																								
No Children	113	100.0	77	100.0	36	100.0	373	98.4	240	99.2	133	97.1	1011	80.9	772	84.3	239	71.6	43	79.6	32	80.0	11	78.6
Cares for Children	0	0.0	0	0.0	0	0.0	6	1.6	2	0.8	4	2.9	239	19.1	144	15.7	95	28.4	11	20.4	8	20.0	3	21.4
Totals	70		51		19		214		134		80		847		616		231		24		17		7	
<u>Natural Children</u>																								
No Children	70	100.0	51	100.0	19	100.0	209	97.7	132	98.5	77	96.3	632	74.6	476	77.3	156	67.5	13	54.2	10	58.8	3	42.9
Has Children	0	0.0	0	0.0	0	0.0	5	2.3	2	1.5	3	3.8	215	25.4	140	22.7	75	32.5	11	45.8	7	41.2	4	57.1
<u>Romantic Involvement</u>																								
Cannot Code	1	1.4	0	0.0	1	5.3	3	1.4	3	2.2	0	0.0	15	1.8	9	1.5	6	2.6	1	4.2	1	5.9	0	0.0
Not Involved	51	72.9	39	76.5	12	63.2	113	52.8	80	59.7	33	41.3	511	60.3	401	65.1	110	47.6	19	79.2	13	76.5	6	85.7
Involved	18	25.7	12	23.5	6	31.6	98	45.8	51	38.1	47	58.8	321	37.9	206	33.4	115	49.8	4	16.7	3	17.6	1	14.3
<u>Family Life</u>																								
Cannot Code	13	18.6	9	17.6	4	21.1	102	47.7	67	50.0	35	43.8	403	47.6	331	53.7	72	31.2	7	29.2	7	41.2	0	0.0
Important	53	75.7	39	76.5	14	73.7	92	43.0	54	40.3	38	47.5	362	42.7	219	35.6	143	61.9	15	62.5	9	52.9	6	85.7
Not Important	4	5.7	3	5.9	1	5.3	20	9.3	13	9.7	7	8.8	82	9.7	66	10.7	16	6.9	2	8.3	1	5.9	1	14.3

Table 14

Personality Traits of Major Characters
in Prime-Time Programs

	Child-Adolescent						Young Adult						Settled Adult						Older Adult					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s
Attractiveness	3.9	0.69	3.8	0.64	4.0	0.89	4.2	0.88	4.1	0.87	4.5	0.88	3.6	0.84	3.5	0.81	3.9	0.88	3.0	0.84	3.1	0.83	2.9	0.89
Fairness	3.6	1.08	3.6	1.00	3.3	1.37	3.6	1.03	3.6	1.08	3.5	0.94	3.4	1.19	3.4	1.22	3.7	1.08	3.3	1.14	3.3	1.16	3.2	1.13
Socialibility	3.7	0.83	3.5	0.80	4.0	0.89	4.1	0.83	4.0	0.84	4.2	0.81	3.6	0.93	3.5	0.95	3.9	0.81	3.6	1.07	3.5	1.07	4.1	0.96
Warmth	3.7	0.97	3.7	0.92	3.7	1.21	3.9	0.85	3.8	0.82	4.2	0.88	3.5	1.03	3.4	1.02	3.9	0.95	3.5	1.14	3.4	1.17	3.8	1.05
Strength	3.7	0.88	3.2	0.90	3.7	0.82	3.6	0.83	3.7	0.83	3.2	0.73	3.7	0.87	3.7	0.91	3.7	0.74	3.3	0.98	3.3	0.85	3.3	1.35
Power	3.7	1.10	3.2	1.13	3.5	1.05	3.4	0.89	3.5	0.92	3.2	0.81	3.6	0.91	3.7	0.94	3.6	0.81	3.4	0.95	3.5	0.86	3.0	1.15
Stature	2.1	1.03	2.8	1.07	2.2	0.75	3.5	0.81	3.8	0.85	3.1	0.43	3.6	0.75	3.6	0.78	3.4	0.65	3.1	0.73	3.3	0.70	2.6	0.62
Smartness	4.0	0.71	4.0	0.71	4.2	0.75	3.5	0.88	3.6	0.89	3.2	0.83	3.7	0.75	3.7	0.77	3.6	0.70	3.6	0.83	3.7	0.79	3.4	0.96
Rationality	3.8	0.72	3.7	0.69	4.2	0.75	3.3	0.86	3.4	0.83	3.1	0.90	3.6	0.89	3.6	0.90	3.6	0.87	3.3	1.09	3.3	1.06	3.1	1.24
Stability	3.7	0.81	3.6	0.79	4.0	0.89	3.5	0.83	3.6	0.83	3.2	0.83	3.7	0.99	3.7	1.03	3.7	0.86	3.3	0.98	3.4	0.99	3.2	0.98
Efficiency	3.5	0.90	3.5	0.94	3.5	0.84	3.2	0.98	3.2	0.98	3.3	0.99	3.6	0.90	3.6	0.93	3.7	0.80	3.3	0.93	3.4	0.93	3.0	0.89
Sex Appeal	3.1	1.01	3.6	0.62	1.8	0.75	3.3	1.38	4.2	0.59	1.5	0.51	3.5	1.18	4.1	0.61	1.7	0.64	3.4	1.08	3.9	0.59	1.8	0.75
Youthfulness	4.8	0.42	4.8	0.39	4.7	0.52	3.9	0.42	3.9	0.39	4.0	0.50	2.8	0.67	2.8	0.68	2.9	0.64	1.6	0.49	1.7	0.47	1.4	0.50
Happiness	3.0	1.00	2.9	0.86	3.3	1.37	3.3	0.80	3.3	0.81	3.4	0.79	3.0	0.79	3.0	0.76	3.2	0.87	2.8	0.89	2.9	0.90	2.6	0.81
Affluence	2.7	0.45	2.8	0.44	2.7	0.52	3.0	0.87	2.8	0.89	3.3	0.77	3.1	0.74	3.1	0.76	3.2	0.69	3.1	0.93	3.1	0.91	3.4	0.96
Cleanliness	3.7	0.76	3.6	0.71	4.0	0.89	3.7	0.91	3.7	0.96	3.8	0.81	3.6	0.82	3.5	0.80	3.8	0.86	3.4	0.92	3.2	0.83	4.0	0.97
Violence	3.7	0.86	3.6	0.86	4.0	0.89	3.6	1.17	3.4	1.17	4.1	1.03	3.2	1.08	3.1	1.07	3.5	1.06	3.6	1.16	3.4	1.18	4.1	0.89
Supportiveness	4.0	0.71	3.8	0.41	4.3	1.15	3.4	1.17	3.5	1.06	3.0	1.83	3.5	0.98	3.4	1.02	3.9	0.74	3.7	1.17	3.6	1.15	3.8	1.33
Leadership	3.0	0.47	3.1	0.43	3.0	0.63	3.2	0.63	3.3	0.60	3.1	0.70	3.7	0.63	3.8	0.62	3.3	0.51	3.6	0.80	3.7	0.78	3.4	0.89
Pleasantness	3.4	0.78	3.4	0.80	3.3	0.82	3.5	0.69	3.4	0.68	3.6	0.71	3.2	0.79	3.2	0.79	3.4	0.74	3.2	0.91	3.2	0.88	3.1	1.02
Extravagance	3.0	0.30	3.0	0.35	3.0	0.00	3.0	0.00	3.0	0.00	3.0	0.00	3.0	0.41	3.1	0.41	3.0	0.41	3.1	0.58	3.1	0.66	3.0	0.00
Energy	3.8	0.60	3.8	0.64	3.7	0.52	3.8	0.48	3.9	0.41	3.7	0.59	3.7	0.52	3.7	0.54	3.7	0.47	3.5	0.69	3.5	0.66	3.5	0.82
Modern	3.1	0.34	3.2	0.39	3.0	0.00	3.1	0.36	3.1	0.31	3.2	0.44	3.1	0.48	3.1	0.47	3.1	0.50	3.0	0.63	3.1	0.59	2.9	0.77
Kindness	3.3	0.78	3.4	0.87	3.2	0.41	3.3	0.63	3.3	0.66	3.2	0.56	3.2	0.79	3.2	0.79	3.4	0.76	3.1	0.82	3.1	0.83	3.2	0.83
Wisdom	3.0	0.67	3.0	0.61	3.0	0.89	3.1	0.86	3.1	0.88	2.9	0.83	3.2	0.70	3.2	0.72	3.4	0.60	2.8	0.84	2.9	0.80	2.5	0.89
Selfishness	3.1	0.79	3.1	0.83	3.2	0.75	3.3	0.62	3.3	0.65	3.2	0.53	3.1	0.76	3.0	0.80	3.2	0.64	2.8	0.89	2.8	0.88	2.9	0.93

Table 15

Personality Traits of Major Characters
in Weekend-Daytime Programs

	Child-Adolescent						Young Adult						Settled Adult						Older Adult					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s	\bar{X}	s
Attractiveness	3.9	0.60	3.8	0.46	5.0	0.00	4.1	0.85	4.0	0.89	4.5	0.58	2.9	0.88	3.0	0.77	2.8	1.32	2.6	0.99	2.9	0.92	2.0	1.00
Fairness	3.8	0.83	3.9	0.83	3.0	0.00	3.8	0.79	3.8	0.86	3.8	0.50	2.8	1.14	2.9	1.10	2.7	1.37	2.6	1.19	2.6	1.24	2.6	1.14
Socialibility	4.2	0.44	4.2	0.46	4.0	0.00	3.8	0.81	3.9	0.89	3.8	0.50	3.0	0.94	2.9	1.00	3.2	0.75	3.2	1.20	3.1	1.13	3.4	1.52
Warmth	4.3	0.50	4.4	0.52	4.0	0.00	3.8	0.59	3.9	0.57	3.5	0.58	3.0	1.01	3.0	1.02	3.0	1.10	3.2	1.06	3.3	1.05	2.8	1.10
Strength	3.3	0.50	3.4	0.52	3.0	0.00	3.6	0.88	3.6	0.96	3.5	0.58	3.4	0.63	3.4	0.66	3.5	0.55	3.4	0.88	3.2	0.77	4.0	1.00
Power	3.4	0.72	3.4	0.74	4.0	0.00	3.4	0.88	3.5	0.89	2.8	0.50	3.3	0.81	3.3	0.86	3.7	0.52	3.5	1.00	3.3	0.88	4.2	1.10
Stature	2.0	0.71	2.0	0.76	2.0	0.00	3.4	1.05	3.4	1.15	3.5	0.58	3.2	0.82	3.2	0.90	3.2	0.41	3.1	1.12	3.2	1.26	2.8	0.45
Smartness	3.8	0.67	3.6	0.52	5.0	0.00	3.6	0.69	3.6	0.73	3.5	0.58	3.3	0.67	3.3	0.71	3.3	0.52	3.6	0.88	3.7	0.96	3.4	0.55
Rationality	3.6	0.73	3.5	0.76	4.0	0.00	3.8	0.78	3.8	0.77	4.0	0.82	3.0	0.68	2.9	0.73	3.2	0.41	3.2	0.83	3.3	0.88	3.0	0.71
Stability	3.6	0.53	3.6	0.52	3.0	0.00	3.9	0.79	3.8	0.75	4.2	0.96	3.3	0.55	3.3	0.57	3.3	0.52	3.3	0.80	3.2	0.86	3.6	0.55
Efficiency	3.0	0.87	3.0	0.93	3.0	0.00	3.3	1.22	3.2	1.34	3.5	0.58	3.0	0.80	2.9	0.85	3.3	0.52	3.2	0.93	3.1	0.83	3.2	1.30
Sex Appeal	3.6	0.53	3.6	0.52	3.0	0.00	3.4	1.50	3.9	1.15	1.2	0.50	3.6	0.78	3.9	0.34	2.5	1.05	3.6	0.76	3.9	0.52	2.6	0.55
Youthfulness	4.6	0.73	4.5	0.76	5.0	0.00	3.6	0.59	3.7	0.48	3.5	1.00	2.7	0.60	2.6	0.58	3.0	0.63	1.6	0.49	1.7	0.46	1.4	0.55
Happiness	3.5	0.76	3.6	0.79	3.0	0.00	3.1	1.21	3.2	1.22	2.8	1.26	3.0	0.82	2.9	0.87	3.3	0.52	3.2	1.12	3.0	1.07	4.0	1.00
Affluence	3.0	0.00	3.0	0.00	3.0	0.00	3.0	0.69	3.1	0.77	3.0	0.00	3.0	0.19	3.0	0.21	3.0	0.00	3.2	0.59	2.9	0.26	3.8	0.84
Cleanliness	3.4	0.53	3.5	0.53	3.0	0.00	3.8	0.89	3.6	0.89	4.5	0.58	3.2	0.54	3.2	0.52	3.0	0.63	3.4	0.81	3.4	0.91	3.2	0.45
Violence	3.9	0.93	4.0	0.93	3.0	0.00	3.7	0.86	3.6	0.89	4.0	0.82	2.9	0.95	2.9	1.01	2.8	0.75	3.0	1.08	3.0	1.20	3.0	0.71
Supportiveness	4.2	0.45	4.2	0.45	3.0	0.00	3.9	1.14	3.7	1.12	5.0	0.00	3.1	1.15	3.2	1.15	2.8	1.26	3.2	1.03	3.0	0.87	5.0	0.00
Leadership	3.2	0.44	3.2	0.46	3.0	0.00	3.3	0.47	3.4	0.50	3.0	0.00	3.7	0.75	3.7	0.75	3.7	0.82	3.8	0.75	3.8	0.77	4.0	0.71
Pleasantness	3.7	0.50	3.6	0.52	4.0	0.00	3.6	0.60	3.5	0.63	4.0	0.00	2.9	0.94	2.9	0.87	3.0	1.26	2.8	1.14	2.9	1.13	2.8	1.30
Extravagance	3.0	0.00	3.0	0.00	3.0	0.00	3.0	0.22	2.9	0.25	3.0	0.00	3.0	0.19	3.0	0.21	3.0	0.00	3.1	0.31	3.1	0.26	3.2	0.45
Energy	4.0	0.00	4.0	0.00	4.0	0.00	4.0	0.32	4.0	0.37	4.0	0.00	3.9	0.44	3.9	0.46	3.8	0.41	3.8	0.55	3.7	0.49	4.0	0.71
Modern	3.0	0.00	3.0	0.00	3.0	0.00	3.2	0.44	3.3	0.48	3.0	0.00	3.2	0.49	3.3	0.54	3.0	0.00	3.0	0.73	3.0	0.76	3.0	0.71
Kindness	3.0	0.00	3.0	0.00	3.0	0.00	3.5	0.61	3.4	0.63	3.8	0.50	2.8	0.79	2.8	0.74	2.7	1.03	2.8	1.10	2.9	1.13	2.6	1.14
Wisdom	3.1	0.33	3.1	0.35	3.0	0.00	3.2	0.49	3.2	0.54	3.0	0.00	2.8	0.71	2.8	0.67	3.0	0.89	2.6	0.69	2.7	0.72	2.4	0.55
Selfishness	3.1	0.33	3.1	0.35	3.0	0.00	3.3	0.66	3.2	0.68	3.5	0.58	2.7	0.85	2.7	0.82	2.7	1.03	2.5	1.05	2.5	0.99	2.6	1.34

Table 16
 Evaluation Attributes for Major Characters
 in the AoA Sample of Prime-Time Programs
 1969-1977

	N	Treated With Disrespect			Treated With Pity			Portrayed As Lonely			Portrayed As A Nuisance		
		%	X	S	%	X	S	%	X	S	%	X	S
Child-Adolescent	23	31.9	1.4	.59	60.9	1.8	.74	4.3	1.1	.42	52.2	1.7	.82
Male	17	41.2	1.5	.62	64.7	1.8	.73	5.9	1.1	.49	52.9	1.7	.85
Female	6	33.3	1.3	.52	50.0	1.7	.82	0	1.0	0.00	50.0	1.7	.82
Young Adult	55	47.3	1.6	.69	30.9	1.3	.56	3.6	1.1	.42	56.4	1.8	.81
Male	38	52.6	1.7	.71	23.7	1.3	.50	0	1.0	0.00	63.2	1.9	.81
Female	17	35.3	1.4	.62	47.1	1.5	.62	11.8	1.2	.75	41.2	1.6	.80
Settled Adult	201	53.9	1.8	.80	27.5	1.3	.58	8.3	1.1	.47	60.3	2.0	.92
Male	153	56.1	1.8	.82	26.5	1.3	.59	9.0	1.1	.50	64.5	2.1	.95
Female	48	47.0	1.6	.73	30.6	1.3	.56	6.1	1.1	.34	46.9	1.6	.73
Older Adult	71	73.2	2.1	.84	46.5	1.7	.84	21.1	1.4	.97	73.2	2.5	1.18
Male	55	70.9	2.1	.84	45.5	1.7	.82	21.8	1.5	1.00	76.4	2.5	1.14
Female	16	81.2	2.2	.86	50.0	1.8	.91	18.7	1.4	.89	62.5	2.4	1.36
F			5.396			6.447			4.422			6.392	
P			.0003			.0001			.0017			.0001	

	N	Portrayed As Stubborn			Portrayed As Eccentric			Portrayed As Foolish			Portrayed As Useful		
		%	X	S	%	X	S	%	X	S	%	X	S
Child-Adolescent	23	73.9	2.0	.88	0	1.0	.00	13.0	1.1	.34	82.6	2.1	.79
Male	17	76.5	2.1	.93	0	1.0	.00	17.8	1.1	.33	88.2	2.1	.70
Female	6	66.9	1.8	.75	0	1.0	.00	16.7	1.2	.41	66.7	2.0	1.10
Young Adult	55	63.6	1.9	.84	25.5	1.4	.81	29.1	1.4	.81	61.8	2.0	.99
Male	38	68.4	1.9	.84	26.3	1.4	.79	34.2	1.5	.89	68.4	2.1	.97
Female	17	52.9	1.8	.88	23.5	1.4	.87	17.6	1.2	.56	47.1	1.8	1.03
Settled Adult	201	65.2	2.1	.99	20.1	1.4	.90	27.0	1.4	.82	77.4	2.4	.95
Male	153	67.8	2.2	.99	21.9	1.5	.95	26.5	1.4	.83	78.8	2.4	.96
Female	48	57.1	1.8	.94	14.3	1.3	.73	28.6	1.4	.79	73.5	2.2	.90
Older Adult	71	69.0	2.4	1.22	53.5	2.2	1.34	56.3	2.2	1.18	74.7	2.6	1.14
Male	55	69.1	2.5	1.24	49.1	2.1	1.38	52.7	2.1	1.10	70.9	2.6	1.24
Female	16	68.7	2.2	1.17	68.7	2.4	1.20	68.7	2.7	1.35	87.5	2.4	.72
F			2.305			11.382			12.238			3.081	
P			.0581			.0000			.0000			.0163	

Table 17
 Evaluation Attributes for Major Characters
 in the AoA Sample of Weekend-Daytime Programs
 1969-1977

	N	Treated With Disrespect			Treated With Pity			Portrayed As Useful			Portrayed As Lonely		
		%	X	S	%	X	S	%	X	S	%	X	S
Child-Adolescent	9	27.2	1.3	.71	60.9	1.4	.53	44.4	1.7	.87	0.0	1.0	0
Male	8	12.5	1.2	.71	50.0	1.5	.53	50.0	1.8	.89	0.0	1.0	0
Female	1	100.0	2.0	0.0	0.0	1.0	0.0	0.0	1.0	0.0	0.0	1.0	0
Young Adult	20	0.0	1.0	0	30.9	1.1	.31	90.0	2.6	.75	0.0	1.0	0
Male	16	0.0	1.0	0	12.5	1.1	.34	87.5	2.6	.81	0.0	1.0	0
Female	4	0.0	1.0	0	0.0	1.0	0	100.0	2.8	.50	0.0	1.0	0
Settled Adult	29	44.8	1.8	.95	27.5	1.1	.44	44.8	1.8	1.04	6.9	1.1	.26
Male	23	47.8	1.9	1.01	13.0	1.2	.49	39.1	1.7	1.05	8.7	1.1	.29
Female	6	33.3	1.3	.52	0.0	1.0	0.0	86.7	2.2	.98	0.0	1.0	0
Elderly	20	60.0	2.1	1.02	46.5	1.4	.69	55.0	2.0	1.08	20.0	1.4	1.00
Male	15	66.7	2.2	1.01	33.3	1.4	.63	46.7	1.9	1.16	13.3	1.3	.90
Female	5	40.0	1.8	1.10	40.0	1.6	.89	80.0	2.2	.84	40.0	1.8	1.30
F			5.284			2.618			2.492			2.464	
P			.0008			.0409			.0495			.0516	

	N	Portrayed As A Nuisance			Portrayed As Stubborn			Portrayed As Eccentric			Portrayed As Foolish		
		%	X	S	%	X	S	%	X	S	%	X	S
Child-Adolescent	9	66.7	1.8	.67	33.3	1.4	.73	0.0	1.0		44.4	1.8	1.09
Male	8	75.0	1.9	.64	37.5	1.5	.76	0.0	1.0		50.0	1.9	1.13
Female	1	0.0	1.0	0.0	0.0	1.0	0.0	0.0	1.0		0.0	1.0	0
Young Adult	20	40.0	1.6	.82	15.0	1.3	.80	10.0	1.2	.49	33.5	2.0	1.36
Male	16	50.0	1.8	.86	12.5	1.3	.87	12.5	1.2	.55	44.0	2.2	1.42
Female	4	0.0	1.0	0.0	25.0	1.2	.50	0.0	1.0	0.0	0.0	1.0	0
Settled Adult	29	62.1	2.5	1.40	41.4	2.0	1.40	37.9	1.9	1.40	62.1	2.2	1.09
Male	23	60.9	2.5	1.38	39.1	2.1	1.52	34.8	1.7	1.21	65.2	2.3	1.01
Female	6	66.7	2.5	1.64	50.0	1.7	.82	50.0	2.5	1.97	50.0	2.0	1.10
Older Adult	20	80.0	3.2	1.36	55.0	2.2	1.29	95.0	4.0	1.12	65.0	2.4	1.39
Male	15	80.0	3.1	1.36	40.0	1.9	1.33	93.3	3.8	1.15	53.3	2.1	1.22
Female	5	80.0	3.4	1.52	100.0	3.2	.45	100.0	4.6	.89	100.0	3.6	1.34
F			5.180			3.286			27.163			NS	
P			.0009			.0151			.0000				

Table 18

Physical Correlates of
Health for Major Characters
In Prime-time Programs with Elderly Characters

	Child-Adolescent						Young Adult						Settled Adult						Older Adult					
	All		Male		Female		All		Male		Female		All		Male		Female		All		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
TOTAL	28	100.0	17	100.0	6	100.0	55	100.0	38	100.0	17	100.0	204	100.0	155	100.0	49	100.0	71	100.0	55	100.0	16	100.0
<u>Smoking</u>																								
Cannot Code	1	4.3	1	5.9	0	0.0	0	0.0	0	0.0	0	0.0	1	0.5	1	0.6	0	0.0	1	1.4	1	1.8	0	0.0
No Reference	20	87.0	15	88.2	5	83.3	51	92.7	34	89.5	17	100.0	184	90.2	137	88.4	47	95.9	66	93.0	50	90.9	16	100.0
Smokes	2	8.7	1	5.9	1	16.7	4	7.3	4	10.5	0	0.0	19	9.3	17	11.0	2	4.1	4	5.6	4	7.3	0	0.0
Smokes Excessively	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
<u>Drinking</u>																								
Cannot Code	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3	1.5	2	1.3	1	2.0	3	4.2	2	3.6	1	6.3
No Reference	22	95.7	16	94.1	6	100.0	36	65.5	23	60.5	13	76.5	125	61.3	91	58.7	34	69.4	37	52.1	31	56.4	6	37.5
Drinks	1	4.3	1	5.9	0	0.0	19	34.5	15	39.5	4	23.5	75	36.8	61	39.4	14	28.6	29	40.8	20	36.4	9	56.3
Appears Alcoholic	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	1.4	1	1.8	0	0.0
Is Alcoholic	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.5	1	0.6	0	0.0	1	1.4	1	1.8	0	0.0
<u>Sight Impairment</u>																								
Cannot Code	0	0.0	0	0.0	0	0.0	1	1.8	1	2.6	0	0.0	2	1.0	2	1.3	0	0.0	2	2.8	2	3.6	0	0.0
Not Afflicted	22	95.7	16	94.1	6	100.0	48	87.3	32	84.2	16	94.1	178	87.3	130	83.9	48	98.0	52	73.2	40	72.7	12	75.0
Slightly Afflicted	1	4.3	1	5.9	0	0.0	6	10.9	5	13.2	1	5.9	23	11.3	22	14.2	1	2.0	16	22.5	12	21.8	4	25.0
Moderately Afflicted	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	1.4	1	1.8	0	0.0
Severely Afflicted	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.5	1	0.6	0	0.0	0	0.0	0	0.0	0	0.0
<u>Restricted Mobility</u>																								
Cannot Code	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.5	1	0.6	0	0.0	2	2.8	1	1.8	1	6.3
Unrestricted	21	91.3	15	88.2	6	100.0	55	100.0	38	100.0	17	100.0	195	95.6	147	94.8	48	98.0	53	74.6	40	72.7	13	81.3
Slightly Restricted	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	5	2.5	5	3.2	0	0.0	7	9.9	6	10.9	1	6.3
Somewhat Restricted	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.5	1	0.6	0	0.0	6	8.5	6	10.9	0	0.0
Moderately Restricted	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Severely Restricted	1	4.3	1	5.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	2.8	1	1.8	1	6.3
Completely Restricted	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.5	1	0.6	0	0.0	0	0.0	0	0.0	0	0.0
Other, Mixed	1	4.3	1	5.9	0	0.0	0	0.0	0	0.0	0	0.0	1	0.5	0	0.0	1	2.0	1	1.4	1	1.8	0	0.0

Table 19
Significant Agreement Coefficients

Variable	Associated with	Agreement Coefficient	Variable	Associated with	Agreement Coefficient
Male	Commit Violence	.185*	Older-Adult	Relatives	.170**
	Home Activities	-.100*		Lonely	.138*
				Eccentric	.251**
Other Race	Comic Role	.187**		Foolish	.149*
	Has Family	.126*	Failure	"good"	-.226**
	Has Children	.177**		"bad"	.568**
	Visited	.138*		Commits crime	.269**
	Foolish	.121*		Commits violence	.148*
	Non-action program	.161**		Victim	.156*
				Useful	-.128*
Comic Role	Non-Whites	.187**		Non-action program	-.136*
	Older Adult	.167**	Commits-Crime	Serious role	.136*
	Victim	-.112*		"good"	-.173**
	Eccentric	.248**		"bad"	.318**
	Foolish	.260**		Young Adult	.113*
	Non-Action program	.204**		Failure	.269**
				Commits violence	.303**
Serious Role	Commit crime	.136*		Victim	.291**
	Commit violence	.247**		Smokes	.120*
	Victim	.248**		Family	-.139*
	Eccentric	-.201**		Restaurant	.173**
	Foolish	-.425**		Travel	.122*
	Non-Action program	-.450**		Non-action program	-.271**
	Driving-Riding	.185*			
"Good"	Success	.303**	Commits-Violence	Male	.185*
	Failure	-.226**		Serious Role	.247**
	Commit crime	-.173**		"bad"	.184**
	Useful	.219*		Failure	.148*
				Commits crime	.303**
"Bad"	Success	-.170**		Victim	.525**
	Failure	.568**		Family	-.200*
	Commit crime	.318**		Visited	-.234**
	Commit violence	.184**		Drives/Rides	.254**
	Victim	.115*		Nuisance	.245**
	Mentally ill	.097*		Non-action program	-.462**
	Visited	-.118*			
	Pitied	-.146**	Victim	Comic role	-.112*
	Non-Action program	-.151**		Serious role	.248*
				"bad"	.115*
Child-Adolescent	Drinking	-.107*		failure	.156*
	Family	.107**		Commits crime	.291**
	Married	-.118**		Commits violence	.525**
	Parents Seen	.101**		Physical illness	.089*
	Do Sports	.232**		Family	-.189*
	Eccentric	-.109*		Married	-.170*
				Visited	-.161*
Young Adult	Commits Crime	.113*		Drives/rides	.215*
	Married	-.233**		Restaurant	.179*
	Has children	-.179**		Travel	.196*
	Cares for children	-.162*		Disrespect	.179*
				Nuisance	.209*
				Non-action program	-.454**
Settled-Adult	Parents	-.272**	Handicap	Physical Illness	.150**
	Has Children	.135*		Sight Impairment	.084*
	Relatives	-.235*		Restricted Mobility	.384**
				Pity	.044*
Older-Adult	Sight-impairment	.163**	Physical-Illness	Victim	.084*
	Restricted - mobility	.152**		Handicap	.150**
	Married	.180**		Restricted Mobility	.276**
	Parents	.119*			

*p .02
**p .001

Table 19 continued

		Significant Agreement Coefficients			
Variable	Associated with	Agreement Coefficient	Variable	Associated with	Agreement Coefficient
Physical-Illness	Pity	.173**	Married	Visited	.195*
				Work at Occupation-	.213*
				Lonely	.124*
Mental-Illness	"bad"	.097*		Non-action program	.260**
	Restricted - mobility	.156**			
Drug-Addiction	Sight impairment	.030*	Homemaking-activities	Family	.132**
				Married	.189**
				Children	.237**
Alcoholism	Drinks	.042*		Cares for children	.275**
	Pity	.042*		Visited	.132*
				Religious-activities	.111*
Sight-Impairment	OlderAdult	.163**		non-action program	.112*
	Handicap	.084*			
	Drug Addiction	.030*	Parents--seen/referenced	Child-Adolescent	.101**
	Read-Write	.124*		Settled Adult	-.272**
	Eccentric	.188**		Older Adult	.119*
Restricted-Mobility	Older Adult	.152**		Family	.292**
	Handicap	.384**		Children	-.194**
	Physical Illness	.276**		Relatives	.609**
	Pity	.066*		Family life	.451**
Smoking	Commits crime	.120*		Romance	.438**
	Drinks	.098*		Sports	.102*
	Public transportation	.118*	Children	Other Race	.177**
	Restaurant	.104*		Young Adult	-.179**
	Travel	.109*		Settled Adult	.135*
Drinks	Alcoholism	.042*		Family	.300**
	Smoking	.098*		Married	.466**
	Restaurants	.358*		Homemaking-activities	.237**
	Religious-Activities	.121*		Cares for children	.569**
	Travel	.189*		Visited	.130*
Family	Other Race	.126*		Restaurant	-.119*
	Child-Adolescent	.107**		Religious-Activities	.153*
	Commits crime	-.139*		Non-action program	.123*
	Commits violence	-2.00*	Cares for children	Young Adult	-.162*
	Victim	-.189*		Family	.242**
	Married	.535**		Married	.389**
	Home Making	.132**		Homemaking-activities	.237**
	Parents	.292**		Family life	.095*
	Children	.300**		Visited	.112*
	Care for children	.242**		Religious-activities	.147*
	Relatives	.351**		Non-action program	.148*
	Family life	.403**	Relatives	Family life	.467**
	Visited	.273**		Romance	.400**
	Religious-activities	.086*		Non-action program	.176*
	Work	.068*		Older Adult	.170**
	Non-action program	.320**		Family	.351**
Married	Child-Adolescent	-.118**		Married	.190**
	Young Adult	-.233**		Parents seen/referenced	.609**
	Older Adult	.180**	Family Life	Romance	.281**
	Victim	-.170*		Visited	.198**
	Family	.535**		Family	.403**
	Homemaking-activities	.189**		Married	.260**
	Children	.466**		Parents/seen/referenced	.451**
	Cares for children	.389**			
	Relatives	.190*			
	Family Life	.260*			

*p .02
**p. 001

Table 19 continued

		Significant Agreement Coefficients			
<u>Variable</u>	<u>Associated with</u>	<u>Agreement Coefficient</u>	<u>Variable</u>	<u>Associated with</u>	<u>Agreement Coefficient</u>
Family Life	Cares for children	.095*	Travel	Public Transportation	.315**
	Relatives	.467**		Restaurant	.163**
Visiting	Sports	.107*		Sports	.111*
	Travel	.218**		Religious-activities	.204**
Visited	Sports	.102*	Work	Family	.068**
	Pity	.171**		Married	-.213**
	Lonely	.105*		Read-Write	.175**
	Non-action program	.308**	Disrespect	Nuisance	.283**
	Other Race	.138**		Stubborn	.249**
	"Bad"	-.118**		Eccentric	.181**
	Commits Violence	-.234**		Foolish	.231**
	Victim	-.161*		Victim	.179*
	Family	.273**	Pity	Lonely	.205**
	Married	.195**		"bad"	-.146**
	Homemaking-activities	.132**		Physical Illness	.173**
	Children	.130**		Alcoholism	.042**
	Cares for children	.112*		Restricted Mobility	.066*
	Family life	.198**		Visited	.171*
Read-Write	Work	.175**		Public Transportation	.114*
	Sight-Impairment	.124**	Lonely	Eccentric	.174**
Driving-Riding	Restaurant	.153*		Pity	.205**
	Serious role	.185*		"bad"	-.146**
	Commits violence	.254**		Physical Illness	.173**
	Victim	.215**		Alcoholism	.042**
	Non-action program	-.231*		Restricted Mobility	.066*
				Visited	.171**
Public-transportation	Restaurant	.191**	Nuisance	Public Transportation	.114*
	Religious-activities	.160**		Stubborn	.365**
	Travel	.315**		Foolish	.162*
	Pity	.114*		Non-action program	-.217**
	Smoking	.118*		Commits violence	.245**
Sports	Travel	.111*		Victim	.209**
	Child-Adolescent	.232**		Disrespect	.283**
	Parents seen/referenced	.102**	Eccentric	Foolish	.430**
	Visiting	.107*		Serious Role	-.201**
	Visited	.102*		Comic Role	.248**
Restaurant	Travel	.163**		Child Adolescent	-.109**
	Non-action program	-.149*		Older Adult	.251**
	Commits crime	.173**		Disrespect	.181**
	Victim	.179**		Lonely	.174**
	Smoking	.104*	Foolish	Non-action program	.247**
	Drinks	.358**		Other Race	.121**
	Children	-.119*		Comic Role	.260**
	Public Transportation	.191**		Serious Role	-.425**
Religious-activities	Travel	.204**		Older Adult	.149**
	Drinks	.121**		Disrespect	.231**
	Homemaking-activities	.111*		Nuisance	.162**
	Children	.153**		Eccentric	.430**
	Cares for children	.147**			
	Public Transportation	.160**			
Travel	Commits crime	-.122*			
	Victim	.196*			
	Smoking	-.109*			
	Drinks	.189**			
	Visiting	.218**			

*p .02

**p .001

Table 20

Partial Correlations between Amount of Viewing and Violence Index*

	<u>r</u>	<u>d.f.</u>
Simple r	.16	(5732)
<u>Controlling for:</u>		
Age in years	.16	(5729)
Education ¹	.13	(5711)
Newspaper ₂ Reading	.16	(5728)
Family Income	.13	(5561)
Sex	.15	(5729)
Race ³	.15	(5729)
Urban Proximity ⁴	.16	(5729)
All Seven	.10	(5555)

¹Education = Years of schooling

²Newspaper reading = 3 point scale from "Every Day" to "Almost Never"

³Race = white/nonwhite dichotomy

⁴Urban proximity = 4 point scale from "City, population over 250,000" to "Non-metropolitan"

*All correlations significant at PL.001

Table 21

Partial Correlations Between Amount of Viewing and Violence Index
for Three Age-Groups

	YOUNGER (18-29)	MIDDLE (30-54)	OLDER (over 55)
Simple r	.21	.15	.10
<u>Controlling for:</u>			
Age	.21	.15	.10
Education	.17	.11	.11
Newspaper Reading	.20	.15	.11
Family Income	.20	.11	.07 ¹
Sex	.20	.14	.08
Race	.19	.13	.11
Urban Proximity	.23	.14	.09
All Seven	.17	.06 ¹	.06 ¹
Range of d.f.	(1698- 1736)	(2271- 2342)	(1555- 1653)

*All correlations significant at $p < .001$ unless otherwise noted

¹ $p < .01$

Table 22

Coefficients from Primary Canonical Correlations of Violence Index Components with Television and Demographic Controls, for Three Age-Groups

<u>OUTCOME SET:</u>	<u>Overall</u>	<u>Younger (18-29)</u>	<u>Middle (30-54)</u>	<u>Older (Over 55)</u>
Overestimation of chance of involvement in violence	.23	.30	.29	.41
Fear of walking alone at night in own neighborhood	.71	.76	.69	.50
Belief that crime is rising	.06	.01	.13	.05
Fear of crime is a serious personal problem	.46	.39	.42	.55
Women are more likely to be victimized	.05	.03	.12	.12
<u>PREDICTOR SET:</u>				
Television Viewing:	.17	.32	.10	.07
Age in years	.14	.00	.01	-.11
Education	-.32	-.27	-.35	-.43
Family Income	-.30	-.35	-.29	-.25
Urban Proximity ¹	-.35	-.37	-.28	-.40
Sex ²	.54	.63	.63	.36
Race ³	.30	.23	.32	.30
Newspaper Reading ⁴	.07	.10	-.10	.25
Eigenvalue	.25	.23	.23	.26
Canonical correlation	.50*	.48*	.48*	.51*

¹Positive = closer to city, negative = further from city

²Positive = female, negative = male

³Positive = non-white, negative = white

⁴Positive = less newspaper reading, negative = more frequent newspaper reading

*p / .001

Table 23

Coefficients for Secondary Canonical Correlations of
Violence Index Components with Television and Demographic
Controls, for Three Age-Groups

	Overall *	Younger* (18-29)	Middle* (30-54)	Older** (Over 55)
<u>Outcome set</u>				
Overestimation of chances of involvement in violence	.92	.80	.65	.79
Fear of walking alone at night in own neighborhood	-.42	-.61	-.45	-.57
Belief that crime is rising	.19	.13	.57	.35
Fear of crime is a serious personal problem	-.06	.31	-.23	-.22
Women are more likely to be victimized	-.09	-.02	.25	.07
<u>PREDICTOR SET:</u>				
Television Viewing	.11	.18	.19	-.07
Age in years	-.78	-.30	-.25	.16
Education	-.34	-.51	-.16	-.28
Family Income	-.30	-.12	-.29	-.34
Urban Proximity ¹	.56	.47	.82	.71
Sex ²	-.03	-.40	.17	-.27
Race ³	.16	.32	-.30	.05
Newspaper Reading ⁴	.04	-.09	-.10	-.07
<hr/>				
Eigenvalue	.08	.08	.07	.06
Canonical Correlation	.28#	.28#	.26#	.25#

* = Second variate pair

** = Third variate pair

¹ Positive = closer to city; negative = further from city² Positive = female

negative = male

³ Positive = non-white

negative = white

⁴ Positive = less newspaper reading

negative = more frequent newspaper reading

= p/.001

Table 24

Relationship (as Measured by Gamma) between Television
Viewing and Violence Index Items for Subgroups over Age 55

	<u>Overestimation of chances of violence</u>	<u>Fear in own Neighborhood</u>	<u>Crime is Rising</u>	<u>Crime is Personal Problem</u>	<u>Women are more Likely to Be Victims</u>
Overall	.07	.06*	.38**	-.01	.22**
SEX					
Male	.08	.16**	.31*	-.07	.22**
Female	.01	-.14**	.44**	.07*	.21**
EDUCATION					
No College	.09*	.01	.45**	.01	.24**
Some College	-.09	.14*	.26	.16*	.03
NEWSPAPER READING					
High	.13**	.17**	.41**	.07	.05
Low	-.06	-.18**	.26	-.08	.50**
RACE					
White	.11*	.06*	.37**	.00	.20**
Non-White	-.24	.15	.49	.14	.32*
URBAN PROXIMITY					
City over 250,000	.17	.20**	.17	.25**	-.15
City under 250,000	.28*	.04	.64*	-.11	.64**
Suburban	.13*	.26**	.47*	.04	.16
Non-metropolitan	-.06	-.23**	-.11	-.08	.11
INCOME					
Low	-.10	-.06	.27	.37**	-.13
Medium	.18*	.03	.70**	.18**	.11
High	.02	.29**	.06	.16	.50**

*p/ .05

**p/ .01

Table 25

Percent Agreeing that the Elderly are More Likely to be Victims of Violent Crimes, within Age-Groups

	YOUNGER(18-29)			MIDDLE(30-54)			OLDER(Over 55)		
	% ¹	CD ²	Gamma	%L	CD	Gamma	%	CD	Gamma
OVERALL	71	-3	-.04	74	+4	.06	75	+13	.27***
<u>Controlling for:</u>									
SEX									
Male	75	-5	-.08	73	+1	.03	64	+24	.41***
Female	66	0	-.01	75	+5	.08	91	-2	-.01
EDUCATION									
No College	74	-8	-.11*	75	+2	.04	74	+14	.31***
Some College	67	+4	.14*	73	+5	.06	81	-4	.06
NEWSPAPER READING									
High	73	-12	-.17**	78	-1	-.01	81	+5	.10
Low	68	+7	.09	67	+14	.16*	64	+29	.56***
RACE									
White	69	-2	-.02	73	+7	.10**	76	+13	.27***
Non-White	89	-20	-.36**	85	-17	-.34**	71	+14	.34**
URBAN PROXIMITY									
City over 250,000	82	-5	-.11	79	+8	.16	84	+8	.21
City under 250,000	55	+8	.08	77	-23	-.33***	80	+18	.51**
Suburban	65	+12	.17**	78	-2	-.02	84	-2	-.03
Non-metropolitan	70	-14	-.21**	66	+19	.26***	65	+24	.41***
INCOME									
Low	71	-4	-.07	86	-4	-.08	69	+19	.34***
Medium	69	-5	-.07	74	+2	.06	83	+9	.21*
High	75	+10	.22*	70	+3	.02	78	+12	.08

*p/.05 **p/.01 ***p/.001 (tau)

¹%L = percent of light viewers giving "television answer"

²CD = Cultivation Differential; percent heavy viewers minus percent light viewers giving television answer

Table 26

Partial Correlations Between Amount of Viewing and
Various Images of Older People

	<u>Controlling for</u>					
	<u>Overall</u>	<u>Age</u>	<u>Education</u>	<u>Income</u>	<u>Sex</u>	
There are fewer older people today	.10	.11	.07	.09	.10	(all $p < .001$)
Older people are worse off financially today	.05	.05	.04	.04	.04	(all $p < .01$)
More older people live alone today	.08	.08	.08	.07	.08	(all $p < .001$)
Older people are not sexually active	.05	.06	.05	.05	.05	(all $p < .01$)

DATA SOURCE: National Council on Aging, "Myth and Reality of Aging"
INTERVIEW DATE: Spring 1974

Table 27

Correlations Between Amount of Viewing and Various
Images of Old People, within Age-Groups

	<u>Age-Group</u>			
	<u>Overall</u>	<u>Young</u>	<u>Middle</u>	<u>Old</u>
Older people are disappearing	.10***	.20***	.05**	-.04
Older people are worse off financially	.05**	.19**	.02*	-.07*
More older people live alone today	.08***	.11***	.08**	.02
Older people are not sexually active	.05**	.01	.09**	.04

*p < .05
**p < .01
***p < .001

DATA SOURCE: National Council on Aging, "Myth and Reality of Aging"
INTERVIEW DATE: Spring 1974

Table 28

Mean Scores on Standardized Residual Variables Representing Beliefs That The Elderly are Disappearing, Are Worse off Financially, and Live Alone More (With Income and Education Removed)

	There are fewer older people			Older people are worse off financially now			More old people live alone now		
	<u>Television Viewing</u>			<u>Television Viewing</u>			<u>Television Viewing</u>		
	<u>Light</u>	<u>Medium</u>	<u>Heavy</u>	<u>Light</u>	<u>Medium</u>	<u>Heavy</u>	<u>Light</u>	<u>Medium</u>	<u>Heavy</u>
Overall	-.10	.01	.18***	-.06	-.02	.04**	-.06	-.00	.06***
Young	-.19	-.04	.51***	-.17	-.01	.18***	-.06	-.01	.12***
Middle	-.07	.00	.11*	.02	-.03	.11**	-.07	.00	.06**
Old	.05	.00	-.09	-.04	.01	-.15**	-.03	.00	.01

* Row means significantly different at $p < .05$

** Row means significantly different at $p < .01$

*** Row means significantly different at $p < .001$

DATA SOURCE: National Council on Aging, "Myth and Reality of Aging"
INTERVIEW DATE: Spring 1974

Table 29
 Mean Ages at Which Adolescents Believe Men and Women Become Old

	Age at which men become old			Age at which women become old		
	<u>Television Viewing</u>			<u>Television Viewing</u>		
	<u>Light</u>	<u>Medium</u>	<u>Heavy</u>	<u>Light</u>	<u>Medium</u>	<u>Heavy</u>
Overall	57.3	56.1	51.2	56.8	55.8	50.9
<u>Sex</u>						
Male	55.4	55.3	50.1	55.1	54.6	49.8
Female	59.6	56.8	51.9	58.9	56.8	51.7
<u>IQ</u>						
Low	56.8	55.5	49.8	55.4	55.1	48.9
Medium	54.1	56.4	51.4	55.4	55.8	51.6
High	59.6	57.1	53.4	59.5	57.0	54.3

DATA SOURCE: Cultural Indicators Survey of Adolescents in a suburban/rural
 New Jersey Public School (N=649)
 INTERVIEW DATE: December 1976/May 1977

Table 30

Adolescents' Correlations Between Amount of Viewing and
Cited Age at Which Men and Women Become Old

	<u>Age at which men become old</u>	<u>Age at which women become old</u>
Overall	-.21	-.20
Controlled for:		
Sex	-.21	-.20
SES	-.19	-.18
Age	-.19	-.19
IQ	-.17	-.16

(all $p < .01$)

DATA SOURCE: Cultural Indicators Survey of Adolescents in a suburban/rural
New Jersey Public School (N=649)
INTERVIEW DATE: December 1976/May 1977

Table 31

Relationship Between Viewing and Questions about Personal Characteristics of Old People, for Those Who Do and Do Not Find Television's Image of Old People Negative

Television Image of Old People³ is:

% saying	Overall			Not negative			Negative		
	¹ %L	² CD	gamma	%L	CD	gamma	%L	CD	gamma
Old people are not adaptable or open minded	79	-1	.02	74	+5	.08*	84	-5	-.11*
are not good at getting things done	61	+5	.07*	56	+9	.13***	65	+1	.02
are not bright and alert	71	+1	.02	66	+6	.10**	75	-2	-.04
are disappearing	31	+2	.04	25	+7	.13***	36	-1	-.03

¹%L = percent of light viewers giving the "Television Answer"

²CD = Cultivation Differential; percent of heavy viewers minus the percent of light viewers giving the "Television Answer"

³ Respondents are divided into "Not negative" and "Negative" groups based on scores from a ten-item index (alpha=.83) of agree-disagree statements like "Television usually makes old people look sick and helpless" and "Television usually makes old people look pushy and meddling into their family's business."

*p < .05

**p < .01

***p < .001

DATA SOURCE: National Council on Aging, "Myth and Reality of Aging"