

HIGHLIGHTS

of

VIOLENCE PROFILE NO. 11

Trends in network television drama and
viewer conceptions of social reality

1967 - 1979

by

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Michael Morgan, and Nancy Signorielli

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April 1980

Copies of the full technical report, including
all Tables are available for \$17.50 each (checks
to be made payable to the Trustees of the
University of Pennsylvania)

This research is a part of the Cultural Indicators
study of trends in television content and effects,
conducted under grants from the American Medical
Association and the National Institute of Mental
Health; George Gerbner and Larry Gross, Co-Principal
investigators, Nancy Signorielli, Research Coordinator.



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Television's relatively violence-free "family hour" is dead. Violence rose sharply in a sample of fall 1979 early evening network television while declining after 9 p.m. Both early and late evening programs in the sample contained equal amounts of violence. In contrast, all three networks reduced violence in their weekend-daytime children's programs with NBC leading the way. Our findings also support the theory that viewer conceptions of social reality tend toward a conventional "mainstream" view of life and that the presence or absence of specific real-world circumstances may "resonate" with relevant aspects of the television world and significantly enhance cultivation.

The Violence Profile is part of Cultural Indicators, a continuing research project,* studying trends in network television drama and the conceptions of social reality that viewing tends to cultivate in the minds of viewers. The Profile is a set of multi-dimensional indicators consisting of the Violence Index -- a measure of the prevalence and rate of violence in network television drama, and Cultivation Analysis -- determining the contribution television makes to viewers' conceptions of social reality.

The eleventh annual Violence Profile focuses upon a sample of fall 1979 network dramatic prime-time and weekend-daytime (children's) programming. It isolates only clear, unambiguous, overt physical violence -- hurting or

* This research has been conducted under grants from the American Medical Association, The National Institute of Mental Health, and other agencies.

killing a person or the credible threat of hurting and/or killing in any context.

This update, incorporating the analysis of network dramatic programming from 1967 through 1979, reveals that the basic structure of themes, characterizations, action and fate in the world of dramatic television is remarkably stable from year to year. The overall prevalence, rates, and roles represented in our 1979 Violence Index (174) show some decline over 1978 (183) and the 13-year average (178). However, violence rose in the 1979 "family viewing" time (8:00 to 9:00 p.m. EST) from 116 to 156 and dropped in late evening prime-time (9:00 to 11:00 p.m. EST) from 180 to 150. Also declining, although still way above the level of prime-time, was violence in weekend-daytime children's programming from 249 in 1978 to 210 in 1979.

The biggest increase in violence in our 1979 sample was in new prime-time programs, especially in the former "family hour," and particularly on NBC. Overall, including both prime-time and weekend-daytime, CBS leads the violence score with NBC close behind and ABC a fairly distant third.

Violence is not a simple act. Its assessment involves much more than counting. Violence is written into plots to attract attention, to create tension and excitement and to eliminate or otherwise incapacitate characters. It demonstrates power and risk and creates a scenario of social relationships.

Violence in the portrayal of characters is isolated by two measures -- the percent of characters who are involved in violence and risk-ratios. Characters who are involved in violence may commit and/or suffer violence; our measure notes the percent of a particular group of characters. Risk-ratios, on the other hand, reveal how different types of characters fare once involved in violence -- whether certain groups are more likely to be

victimized or to commit violence.*

Overall, the percent of characters involved in violence has remained fairly steady for the past 11 years. We find that more males than females are involved: about two-thirds of the men and less than half of the women. However, when involved, female characters are much more likely than male characters to be the victims of violence. When we rank the violent-victim ratios, we find that there is only one group of male characters -- young boys -- among the ten groups who are most likely to be victimized. Women cast in minority roles (old women, upper class women, non-white women, young women and lower class women) are especially prone to relative victimization. Finally, only two groups of characters -- old men and "bad" women -- are more likely to hurt others than to be hurt themselves.

Findings of Cultivation Analysis reveal that television viewing seems to cultivate homogeneous outlooks and orientations -- especially in regard to expressions of fear, interpersonal mistrust and alienation. Heavy viewing may serve to bring into the mainstream of beliefs those disparate and divergent groups who would otherwise be apart from it. For example, as a group, non-whites are more likely to be mistrustful but we have found that non-whites who watch more television express less mistrust. Whites, on the other hand, are less mistrustful, but whites who watch more television express more mistrust.

We also found that cultivation will often be most pronounced when other aspects of one's social environment are congruent with (and thereby "resonate" with) television's messages. For example, we have found that those who live in relatively high crime areas are even more susceptible to television's

* Risk-ratios are calculated by dividing the more numerous of the violence roles by the less numerous within each group of characters.

message of a mean and a dangerous world than are other viewers in the same demographic categories. And, the elderly, although generally less susceptible to the effects of television, are more influenced by images concerning their own personal safety and vulnerability. The more television they watch the more they feel, contrary to fact, that older people are most likely to be victims of crime.

Finally, new analyses have revealed that television heightens apprehension in adolescents. Students who watch a lot of television will, when asked similar questions a year later, show a marked rise in their beliefs about the amount of violence in the world and the importance of knowing self-defense.

The figures and tables that follow present these highlights in greater detail. Tables 1 through 4 present the components of the Violence Index for weekend-daytime, prime-time (including early and late evening) programs; a comparison of these findings for 1978 and 1979 for the three networks; and the yearly violence index and rate of violent actions per hour for a number of different types of programs. Table 5 presents risk ratios for selected groups of characters -- it gives the total number of characters, the percent involved in violence, and the violent-victim and killer-killed ratios.

Finally, Tables 6 through 9 present relevant cultivation findings. Tables 7 and 9 are summary tables of a simple cross-tabular analysis which consists of partitioning our samples according to television exposure. These tables present the percent of respondents, who are light viewers, who give the "television answer" overall and within each demographic subgroup; the Cultivation Differential (CD) -- the percent of heavy viewers minus the percent of light viewers giving the "television answer" within each group; and the gamma (with statistical significance indicated by

asterisks).

Since crosstabular analyses do not fully guard against the possibility of spuriousness within any given demographic group, we calculate partial correlations for respondents within specific demographic classifications while simultaneously implementing relevant controls. For example, we examine non-white respondents while simultaneously controlling for their sex, age, education, income, newspaper reading, and so on. On Tables 6 and 8, each column includes data for a specified subgroup. The first row of coefficients contains the simple correlation between amount of viewing (in continuous form) and the dependent variable. Subsequent rows contain partial correlations controlling for the specified "third variables," one at a time. The final row of coefficients presents the partial correlation obtained by controlling for these other variables all at once. The last row shows the appropriate degrees of freedom; and, as on other tables, significance is denoted by asterisks.

A full Technical Report of this research includes a full discussion of the methodology and a more detailed description of the findings. The appendix of the Technical Report contains all relevant message system analysis tables.

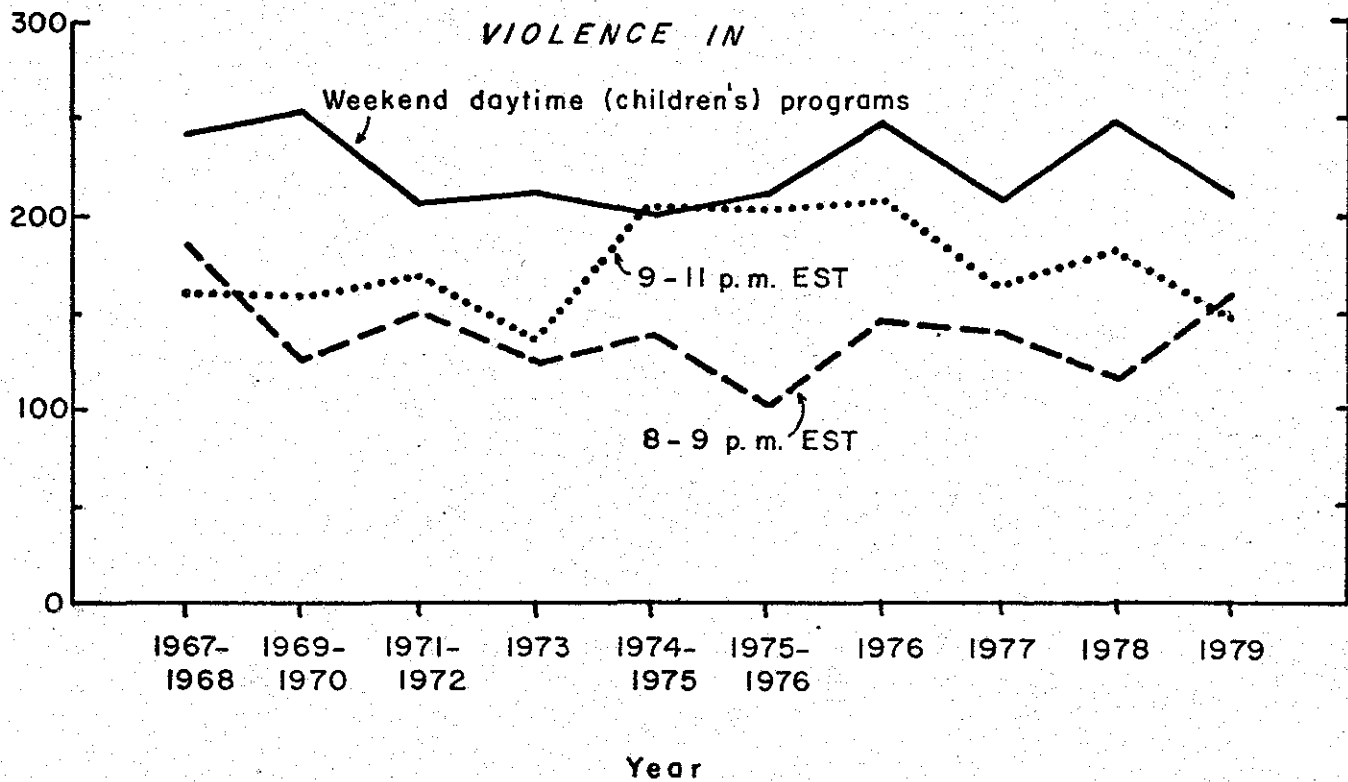


FIGURE 1: VIOLENCE INDEX IN CHILDREN'S AND PRIME TIME PROGRAMING, 1967-1979

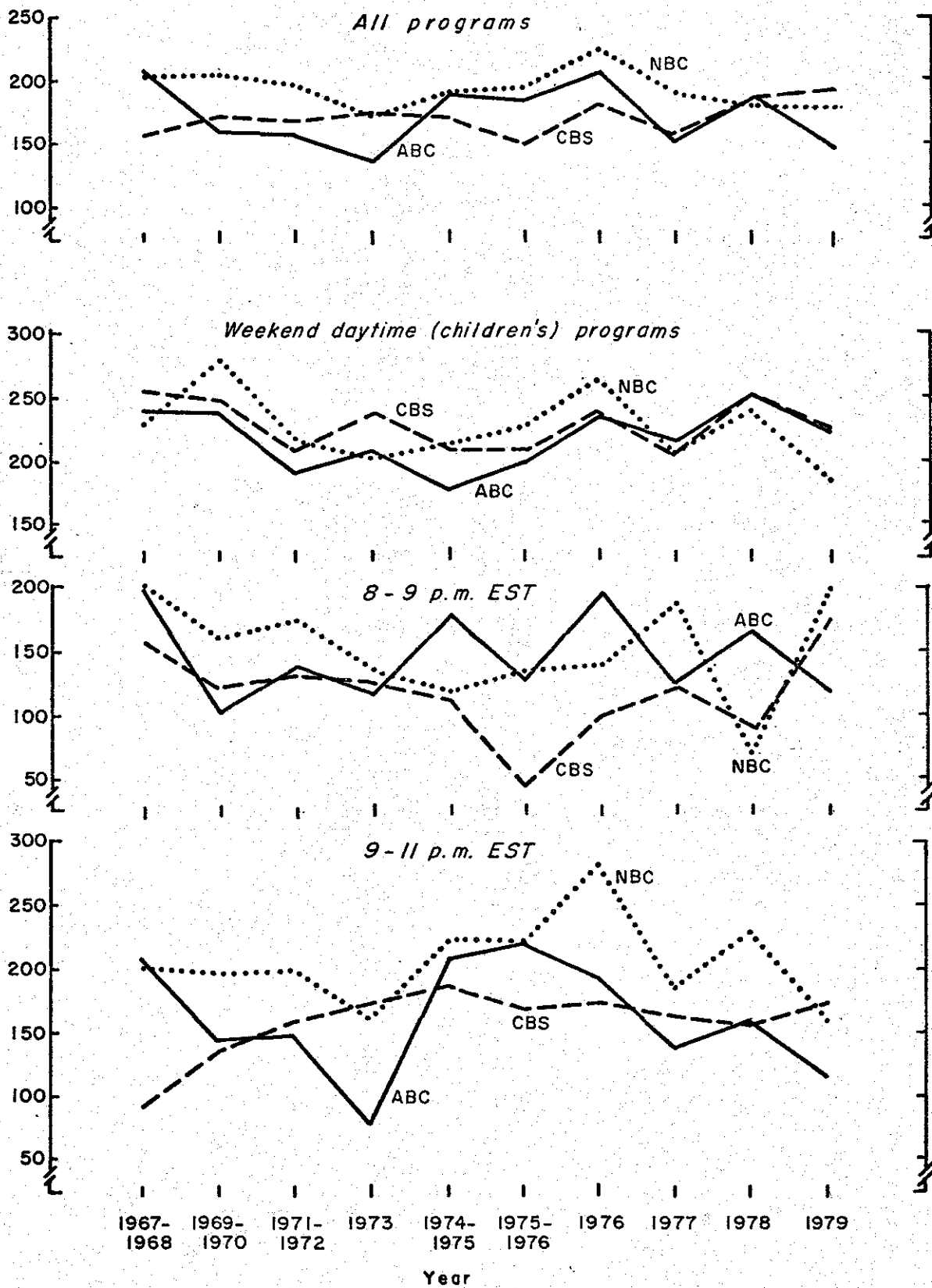


FIGURE 2: VIOLENCE INDEX BY NETWORK AND PROGRAM TIME 1967-1979

Table 1

Violence Index Components
(1967-1979)

| | 1 | 1 | 1 | 2 | 2 | | 3 | | | Total |
|-----------------------------------|--------|--------|--------|--------|------|-------|------|------|------|-------|
| | 67, 68 | 69, 70 | 71, 72 | 73, 74 | 1975 | 1976 | 1977 | 1978 | 1979 | 67-79 |
| <u>All Programs</u> N= | 183 | 232 | 203 | 291 | 226 | 110 | 192 | 111 | 126 | 1674 |
| % Programs w/violence | 81.4 | 80.6 | 79.8 | 78.0 | 77.4 | 89.1 | 75.5 | 84.7 | 81.0 | 80.0 |
| Rate per program | 4.8 | 4.9 | 5.0 | 5.4 | 5.2 | 6.2 | 5.0 | 5.8 | 5.0 | 5.2 |
| Rate per hour | 7.2 | 8.1 | 7.2 | 6.9 | 7.7 | 9.5 | 6.7 | 8.3 | 8.1 | 7.5 |
| % Characters involved in violence | 69.5 | 65.1 | 59.8 | 61.4 | 64.2 | 74.8 | 60.9 | 64.8 | 62.7 | 63.9 |
| Violence Index | 190 | 178 | 174 | 175 | 177 | 204 | 166 | 183 | 174 | 178 |
| <u>Weekend-Daytime</u> N= | 62 | 107 | 81 | 114 | 92 | 49 | 53 | 48 | 62 | 668 |
| % Programs w/violence | 93.5 | 97.2 | 88.9 | 93.9 | 90.2 | 100.0 | 90.6 | 97.9 | 91.9 | 93.6 |
| Rate per program | 5.2 | 6.5 | 6.0 | 5.6 | 5.1 | 6.9 | 4.9 | 7.5 | 4.6 | 5.8 |
| Rate per hour | 22.3 | 25.5 | 16.0 | 12.6 | 14.2 | 22.4 | 15.6 | 25.0 | 17.2 | 17.6 |
| % Characters involved in violence | 84.3 | 89.7 | 73.5 | 73.8 | 81.1 | 85.6 | 77.2 | 86.0 | 74.8 | 79.7 |
| Violence Index | 242 | 253 | 208 | 205 | 211 | 247 | 209 | 249 | 210 | 222 |
| <u>Prime-Time</u> N= | 121 | 125 | 122 | 177 | 134 | 61 | 139 | 63 | 64 | 1006 |
| % Programs w/violence | 75.2 | 66.4 | 73.8 | 67.8 | 68.7 | 80.3 | 69.8 | 74.6 | 70.3 | 71.0 |
| Rate per program | 4.5 | 3.5 | 4.4 | 5.2 | 5.3 | 5.6 | 5.0 | 4.5 | 5.4 | 4.8 |
| Rate per hour | 5.2 | 3.9 | 4.8 | 5.3 | 6.0 | 6.1 | 5.5 | 4.5 | 5.7 | 5.2 |
| % Characters involved in violence | 64.4 | 49.4 | 53.9 | 53.7 | 55.0 | 67.4 | 55.5 | 52.9 | 53.7 | 55.5 |
| Violence Index | 176 | 140 | 159 | 159 | 160 | 183 | 154 | 153 | 153 | 159 |
| <u>8-9 P.M. EST</u> N= | 74 | 73 | 55 | 86 | 61 | 25 | 65 | 27 | 31 | 497 |
| % Programs w/violence | 77.0 | 60.3 | 74.5 | 60.5 | 52.5 | 72.0 | 66.2 | 59.3 | 71.0 | 65.4 |
| Rate per program | 4.9 | 2.8 | 4.2 | 4.0 | 2.7 | 3.8 | 4.2 | 3.0 | 5.6 | 3.9 |
| Rate per hour | 6.4 | 3.9 | 4.8 | 4.3 | 4.1 | 4.7 | 5.3 | 4.0 | 6.3 | 4.9 |
| % Characters involved in violence | 66.3 | 46.1 | 50.0 | 44.2 | 37.0 | 55.1 | 53.2 | 39.2 | 53.1 | 49.2 |
| Violence Index | 186 | 127 | 150 | 134 | 104 | 145 | 140 | 116 | 156 | 140 |
| <u>9-11 P.M. EST</u> N= | 47 | 52 | 67 | 91 | 73 | 36 | 74 | 36 | 33 | 509 |
| % Programs w/violence | 72.3 | 75.0 | 73.1 | 74.7 | 82.2 | 86.1 | 73.0 | 86.1 | 69.7 | 76.4 |
| Rate per program | 4.0 | 4.3 | 4.5 | 6.4 | 7.6 | 6.9 | 5.8 | 5.6 | 5.2 | 5.7 |
| Rate per hour | 3.8 | 3.9 | 4.8 | 6.1 | 6.9 | 6.8 | 5.7 | 4.8 | 5.2 | 5.4 |
| % Characters involved in violence | 61.5 | 54.2 | 57.1 | 62.5 | 68.4 | 75.7 | 57.1 | 62.5 | 54.1 | 61.3 |
| Violence Index | 162 | 158 | 167 | 183 | 203 | 209 | 165 | 180 | 150 | 176 |

1

These figures are based upon two samples collected in the fall of each of these years.

2

The figures for 1973-74 include a spring 1975 sample and those for 1975 include a spring 1976 sample.

3

The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning sample of network dramatic programs.

Table 2

Violence Index Components
for 1978 and 1979 by Network

| | <u>All Networks</u> | | <u>ABC</u> | | <u>CBS</u> | | <u>NBC</u> | |
|-----------------------------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | <u>1978</u> | <u>1979</u> | <u>1978</u> | <u>1979</u> | <u>1978</u> | <u>1979</u> | <u>1978</u> | <u>1979</u> |
| <u>All Programs</u> N = | 111 | 126 | 35 | 34 | 48 | 56 | 28 | 36 |
| % Programs w/violence | 84.7 | 81.0 | 88.6 | 70.6 | 85.4 | 87.5 | 78.6 | 80.6 |
| Rate per program | 5.8 | 5.0 | 5.7 | 4.4 | 5.5 | 5.1 | 6.5 | 5.4 |
| Rate per hour | 8.3 | 8.1 | 8.1 | 6.4 | 9.8 | 9.9 | 6.9 | 7.7 |
| % Characters involved in violence | 64.8 | 62.7 | 66.3 | 52.2 | 63.9 | 69.1 | 64.3 | 64.7 |
| Violence Index | 183 | 174 | 186 | 145 | 183 | 190 | 179 | 179 |
| | | | | | | | | |
| <u>Weekend-Daytime</u> N = | 48 | 62 | 11 | 11 | 26 | 32 | 11 | 19 |
| % Programs w/violence | 97.9 | 91.9 | 100.0 | 90.9 | 100.0 | 93.8 | 90.9 | 89.5 |
| Rate per program | 7.5 | 4.6 | 9.5 | 6.5 | 6.7 | 4.8 | 7.2 | 3.1 |
| Rate per hour | 25.0 | 17.2 | 26.3 | 15.8 | 26.8 | 23.7 | 20.6 | 10.5 |
| % Characters involved in violence | 86.0 | 74.8 | 81.5 | 87.5 | 86.0 | 73.4 | 91.3 | 69.2 |
| Violence Index | 249 | 210 | 253 | 223 | 253 | 224 | 238 | 186 |
| | | | | | | | | |
| <u>Prime-Time</u> N = | 63 | 64 | 24 | 23 | 22 | 24 | 17 | 17 |
| % Programs w/violence | 74.6 | 70.3 | 83.3 | 60.9 | 68.2 | 79.2 | 70.6 | 70.6 |
| Rate per program | 4.5 | 5.4 | 3.9 | 3.5 | 4.0 | 5.4 | 6.0 | 7.9 |
| Rate per hour | 4.5 | 5.7 | 4.6 | 4.2 | 4.4 | 5.9 | 4.6 | 6.9 |
| % Characters involved in violence | 52.9 | 53.7 | 60.0 | 38.3 | 44.6 | 64.4 | 54.1 | 60.9 |
| Violence Index | 153 | 153 | 165 | 116 | 136 | 173 | 159 | 175 |
| | | | | | | | | |
| <u>8-9 P.M. EST</u> N = | 27 | 31 | 12 | 13 | 8 | 11 | 7 | 7 |
| % Programs w/violence | 59.3 | 71.0 | 83.3 | 61.5 | 50.0 | 81.8 | 28.6 | 71.4 |
| Rate per program | 3.0 | 5.6 | 2.3 | 3.5 | 2.0 | 5.5 | 5.6 | 9.6 |
| Rate per hour | 4.0 | 6.3 | 3.4 | 4.6 | 2.9 | 6.8 | 5.6 | 7.7 |
| % Characters involved in violence | 39.2 | 53.1 | 62.1 | 35.9 | 33.3 | 59.4 | 20.7 | 72.0 |
| Violence Index | 116 | 156 | 167 | 116 | 93 | 172 | 72 | 198 |
| | | | | | | | | |
| <u>9-11 P.M. EST</u> N = | 36 | 33 | 12 | 10 | 14 | 13 | 10 | 10 |
| % Programs w/violence | 86.1 | 69.7 | 83.3 | 60.0 | 78.6 | 76.9 | 100.0 | 70.0 |
| Rate per program | 5.6 | 5.2 | 5.6 | 3.4 | 5.2 | 5.2 | 6.3 | 6.8 |
| Rate per hour | 4.8 | 5.2 | 5.4 | 3.8 | 4.9 | 5.2 | 4.1 | 6.2 |
| % Characters involved in violence | 62.5 | 54.1 | 58.3 | 40.5 | 50.0 | 68.3 | 84.4 | 53.8 |
| Violence Index | 180 | 150 | 164 | 115 | 158 | 174 | 230 | 160 |

Table 3
Summary of Violence Index
(1967-1979)

| | 1 | | 1 | | 2 | | 3 | | | Change |
|------------------------|-------|-------|-------|-------|------|------|------|------|------|--------------|
| | 67,68 | 69,70 | 71,72 | 73,74 | 1975 | 1976 | 1977 | 1978 | 1979 | 1978 to 1979 |
| All Programs | 190 | 178 | 174 | 175 | 177 | 204 | 166 | 183 | 174 | -9 |
| Prime-Time | 176 | 140 | 159 | 159 | 160 | 183 | 154 | 153 | 153 | 0 |
| Weekend-Morning | 242 | 253 | 208 | 205 | 211 | 247 | 209 | 249 | 210 | -39 |
| 8-9 P.M. EST Programs | 186 | 127 | 150 | 134 | 104 | 145 | 140 | 116 | 156 | +40 |
| 9-11 P.M. EST Programs | 162 | 158 | 167 | 183 | 203 | 209 | 165 | 180 | 150 | -30 |
| Cartoons | 246 | 254 | 224 | 211 | 228 | 273 | 228 | 252 | 226 | -26 |
| TV Plays | 173 | 137 | 140 | 145 | 149 | 185 | 137 | 137 | 129 | -8 |
| Movies | 211 | 198 | 226 | 229 | 252 | 220 | 265 | 248 | 207 | -41 |
| Comic Tone Programs | 144 | 183 | 144 | 161 | 162 | 227 | 151 | 203 | 187 | -16 |
| Prime-Time | 108 | 72 | 76 | 48 | 70 | 133 | 99 | 119 | 144 | +25 |
| Weekend A.M. | 222 | 265 | 202 | 225 | 229 | 270 | 241 | 274 | 226 | -48 |
| Serious Tone Programs | - | 187 | 208 | 206 | 206 | 216 | 203 | 192 | 189 | -3 |
| Prime-Time | - | 187 | 210 | 212 | 211 | 214 | 209 | 183 | 187 | +4 |
| Weekend A.M. | - | 207 | 167 | 171 | 183 | 228 | 181 | 230 | 200 | -30 |
| Continued Programs | 182 | 173 | 175 | 176 | 181 | 197 | 174 | 190 | 153 | -37 |
| Prime-Time | 171 | 149 | 155 | 158 | 168 | 180 | 166 | 169 | 136 | -33 |
| Weekend A.M. | 231 | 251 | 217 | 212 | 207 | 244 | 215 | 246 | 203 | -43 |
| New Programs | 201 | 188 | 172 | 173 | 168 | 216 | 154 | 165 | 200 | +35 |
| Prime-Time | 184 | 119 | 166 | 165 | 145 | 192 | 134 | 112 | 188 | +76 |
| Weekend A.M. | 253 | 256 | 192 | 189 | 221 | 250 | 203 | 255 | 214 | -41 |
| Actions Programs | 236 | 226 | 220 | 220 | 213 | 231 | 214 | 207 | 207 | 0 |
| Prime-Time | 237 | 221 | 223 | 230 | 220 | 234 | 219 | 185 | 226 | +41 |
| Weekend A.M. | 256 | 254 | 225 | 208 | 206 | 230 | 209 | 239 | 198 | -41 |
| ABC Programs | 210 | 162 | 159 | 170 | 186 | 207 | 154 | 186 | 145 | -41 |
| CBS Programs | 159 | 173 | 170 | 173 | 153 | 182 | 159 | 183 | 190 | +7 |
| NBC Programs | 204 | 204 | 195 | 182 | 194 | 224 | 190 | 179 | 179 | 0 |
| Prime-Time Programs | | | | | | | | | | |
| ABC | 203 | 119 | 146 | 160 | 180 | 196 | 136 | 165 | 116 | -49 |
| CBS | 128 | 129 | 150 | 152 | 122 | 150 | 146 | 136 | 173 | +37 |
| NBC | 201 | 176 | 187 | 168 | 182 | 212 | 188 | 159 | 175 | +16 |
| 8-9 P.M. EST Programs | | | | | | | | | | |
| ABC | 200 | 105 | 140 | 156 | 129 | 197 | 126 | 167 | 116 | -51 |
| CBS | 157 | 123 | 132 | 117 | 46 | 102 | 123 | 93 | 172 | +79 |
| NBC | 201 | 161 | 175 | 125 | 133 | 139 | 188 | 72 | 198 | +126 |
| 9-11 P.M. EST Programs | | | | | | | | | | |
| ABC | 209 | 146 | 150 | 164 | 222 | 196 | 143 | 164 | 115 | -49 |
| CBS | 92 | 137 | 161 | 181 | 171 | 175 | 166 | 158 | 174 | +16 |
| NBC | 201 | 196 | 200 | 207 | 222 | 282 | 188 | 230 | 160 | -70 |
| Action Programs | | | | | | | | | | |
| ABC | 241 | 223 | 225 | 218 | 211 | 251 | 208 | 230 | 213 | -17 |
| CBS | 234 | 238 | 230 | 235 | 224 | 206 | 231 | 192 | 194 | +2 |
| NBC | 235 | 221 | 209 | 209 | 207 | 234 | 204 | 202 | 214 | +12 |
| Weekend A.M. Programs | | | | | | | | | | |
| ABC | 242 | 239 | 192 | 190 | 200 | 237 | 216 | 253 | 223 | -30 |
| CBS | 257 | 250 | 210 | 219 | 210 | 239 | 206 | 253 | 224 | -29 |
| NBC | 229 | 278 | 220 | 208 | 227 | 264 | 206 | 238 | 186 | -52 |
| Cartoon Programs | | | | | | | | | | |
| ABC | 242 | 239 | 226 | 189 | 202 | 239 | 217 | 253 | 238 | -15 |
| CBS | 257 | 252 | 219 | 225 | 240 | 263 | 243 | 260 | 238 | -22 |
| NBC | 237 | 280 | 231 | 224 | 258 | 333 | 219 | 238 | 198 | -40 |

1

These figures are based upon two samples collected in the fall of each of these years.

2

The figures for 1973-74 include a spring 1975 sample and those for 1975 include a spring 1976 sample.

3

The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning of network dramatic programs.

Table 4

Rate of Violent Actions per Hour of Programming
(1967-1979)

| | 1 | | 1 | | 2 | | 3 | | 1979 | Change 1978 to 1979 |
|------------------------|--------|--------|--------|--------|------|------|------|------|------|------------------------|
| | 67, 68 | 69, 70 | 71, 72 | 73, 74 | 1975 | 1976 | 1977 | 1978 | | |
| All Programs | 7.2 | 8.1 | 7.2 | 6.9 | 7.7 | 9.5 | 6.7 | 8.3 | 8.1 | - .2 |
| Prime-Time | 5.2 | 3.9 | 4.8 | 5.3 | 6.0 | 6.1 | 5.5 | 4.5 | 5.7 | +1.2 |
| Weekend-Morning | 22.3 | 25.5 | 16.0 | 12.6 | 14.2 | 22.4 | 15.6 | 25.0 | 17.2 | -8.8 |
| 8-9 P.M. EST Programs | 6.4 | 3.9 | 4.8 | 4.3 | 4.1 | 4.7 | 5.3 | 4.0 | 6.3 | +2.3 |
| 9-11 P.M. EST Programs | 3.8 | 3.9 | 4.8 | 6.1 | 6.9 | 6.8 | 5.7 | 4.8 | 5.2 | + .4 |
| Cartoons | 22.5 | 26.3 | 18.2 | 14.6 | 18.7 | 34.0 | 19.8 | 26.2 | 18.6 | -7.6 |
| TV Plays | 5.9 | 4.3 | 4.8 | 4.8 | 5.5 | 6.7 | 4.4 | 3.8 | 5.2 | +1.4 |
| Movies | 3.4 | 3.4 | 5.0 | 6.1 | 7.3 | 6.2 | 8.3 | 6.5 | 4.9 | -1.6 |
| Comic-Tone Programs | 6.3 | 13.5 | 9.7 | 10.4 | 11.0 | 20.3 | 9.1 | 17.9 | 14.1 | -3.8 |
| Prime-Time | 3.2 | 2.0 | 2.1 | 2.2 | 3.1 | 4.0 | 4.3 | 6.3 | 8.9 | +2.6 |
| Weekend A.M. | 19.9 | 28.4 | 17.1 | 17.0 | 19.4 | 31.8 | 25.1 | 35.7 | 23.5 | -12.2 |
| Serious-Tone Programs | - | 5.4 | 5.4 | 6.4 | 7.1 | 7.3 | 6.9 | 5.3 | 6.4 | +1.1 |
| Prime-Time | - | 4.7 | 5.4 | 6.4 | 6.9 | 6.8 | 6.7 | 4.2 | 5.8 | +1.6 |
| Weekend A.M. | - | 17.4 | 4.5 | 6.0 | 8.6 | 12.2 | 9.2 | 14.4 | 12.0 | -2.4 |
| Continued Programs | 6.8 | 6.6 | 8.1 | 6.8 | 8.1 | 9.1 | 6.9 | 8.5 | 6.5 | -2.0 |
| Prime-Time | 5.3 | 4.1 | 4.9 | 5.1 | 6.3 | 6.3 | 6.0 | 5.2 | 4.8 | - .4 |
| Weekend A.M. | 20.5 | 24.4 | 19.6 | 13.2 | 14.0 | 23.1 | 17.2 | 24.3 | 17.9 | -6.4 |
| New Programs | 7.8 | 11.1 | 5.8 | 7.2 | 7.0 | 10.4 | 6.3 | 7.9 | 11.2 | +3.3 |
| Prime-Time | 5.0 | 3.4 | 4.6 | 5.8 | 5.3 | 5.5 | 4.5 | 2.2 | 7.9 | +5.7 |
| Weekend A.M. | 23.8 | 26.4 | 10.2 | 11.2 | 15.1 | 21.7 | 14.3 | 26.5 | 16.7 | -9.8 |
| Action Programs | 9.1 | 11.1 | 8.7 | 8.0 | 8.2 | 9.2 | 8.4 | 9.5 | 9.0 | - .5 |
| Prime-Time | 6.7 | 5.8 | 6.2 | 7.0 | 7.2 | 8.1 | 7.5 | 5.2 | 7.0 | +1.8 |
| Weekend A.M. | 24.4 | 27.1 | 18.7 | 12.1 | 12.1 | 14.8 | 13.9 | 19.4 | 13.9 | -5.5 |
| ABC Programs | 7.7 | 7.8 | 6.9 | 6.7 | 8.4 | 8.9 | 6.0 | 8.1 | 6.4 | -1.7 |
| CBS Programs | 6.3 | 8.0 | 7.7 | 7.4 | 6.4 | 8.3 | 7.4 | 9.8 | 9.9 | + .1 |
| NBC Programs | 7.7 | 8.5 | 7.0 | 6.7 | 8.4 | 11.1 | 6.4 | 6.9 | 7.7 | + .8 |
| Prime-Time Programs | | | | | | | | | | |
| ABC | 6.0 | 3.7 | 4.8 | 5.3 | 7.2 | 6.5 | 4.5 | 4.6 | 4.2 | - .4 |
| CBS | 3.7 | 3.4 | 4.7 | 5.7 | 4.5 | 4.7 | 6.4 | 4.4 | 5.9 | +1.5 |
| NBC | 5.8 | 4.5 | 4.8 | 4.8 | 6.1 | 6.9 | 5.3 | 4.6 | 6.9 | +2.3 |
| 8-9 P.M. EST Programs | | | | | | | | | | |
| ABC | 7.5 | 3.3 | 4.8 | 5.2 | 5.1 | 7.0 | 4.5 | 3.4 | 4.6 | +1.2 |
| CBS | 5.3 | 3.9 | 4.7 | 4.6 | 2.1 | 2.2 | 5.9 | 2.9 | 6.8 | +3.9 |
| NBC | 6.3 | 4.6 | 4.9 | 3.1 | 4.6 | 4.8 | 5.4 | 5.6 | 7.7 | +2.1 |
| 9-11 P.M. EST Programs | | | | | | | | | | |
| ABC | 4.3 | 4.1 | 4.8 | 5.4 | 8.5 | 6.3 | 4.6 | 5.4 | 3.8 | -1.6 |
| CBS | 2.1 | 3.0 | 4.7 | 6.3 | 5.5 | 5.6 | 6.8 | 4.9 | 5.2 | + .3 |
| NBC | 5.2 | 4.5 | 4.8 | 6.3 | 6.8 | 8.7 | 5.3 | 4.1 | 6.2 | +2.1 |
| Action Programs | | | | | | | | | | |
| ABC | 8.7 | 11.8 | 8.7 | 7.9 | 9.4 | 11.7 | 9.0 | 11.8 | 9.3 | -2.5 |
| CBS | 10.8 | 12.5 | 10.2 | 9.4 | 7.9 | 7.5 | 9.5 | 7.5 | 8.6 | +1.1 |
| NBC | 8.5 | 9.7 | 7.5 | 6.9 | 7.3 | 8.7 | 7.1 | 10.2 | 9.1 | -1.1 |
| Weekend A.M. Programs | | | | | | | | | | |
| ABC | 21.3 | 24.6 | 14.7 | 11.4 | 13.0 | 19.0 | 16.0 | 26.3 | 15.8 | -10.5 |
| CBS | 24.2 | 22.6 | 17.4 | 13.4 | 12.2 | 19.2 | 15.2 | 26.8 | 23.7 | -3.1 |
| NBC | 21.2 | 31.6 | 15.6 | 12.9 | 18.0 | 29.4 | 15.7 | 20.6 | 10.5 | -10.1 |
| Cartoon Programs | | | | | | | | | | |
| ABC | 21.3 | 24.6 | 17.5 | 12.1 | 13.9 | 21.5 | 18.5 | 26.3 | 16.7 | -9.6 |
| CBS | 24.2 | 24.0 | 19.6 | 15.3 | 19.9 | 29.7 | 21.5 | 30.2 | 24.2 | -6.0 |
| NBC | 21.7 | 32.6 | 17.1 | 17.2 | 24.5 | 59.5 | 18.7 | 20.6 | 11.6 | -9.0 |

1

These figures are based upon two samples collected in the fall of each of these years.

2

The figures for 1973-74 include a spring 1975 sample and those for 1975 include a spring 1976 sample.

3

The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning of network dramatic programs.

Table 5

1

RISK RATIOS
Major Characters in All Programs
(1969-1979)

| | 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> | 4330 | 63.3 | -1.19 | +1.92 | 3222 | 68.3 | -1.17 | +2.04 | 1040 | 45.9 | -1.32 | +1.19 |
| <u>Social Age</u> | | | | | | | | | | | | |
| Children-Adolescents | 438 | 60.0 | -1.57 | +4.00 | 314 | 65.0 | -1.67 | +4.00 | 122 | 47.5 | -1.29 | 0.00 |
| Young Adults | 887 | 63.8 | -1.34 | +1.94 | 587 | 69.3 | -1.23 | +2.08 | 296 | 52.4 | -1.72 | +1.33 |
| Settled Adults | 2426 | 59.9 | -1.12 | +2.07 | 1867 | 65.7 | -1.12 | +2.14 | 558 | 40.5 | -1.13 | +1.55 |
| Older Adults | 115 | 55.7 | -1.14 | -1.40 | 86 | 48.8 | +1.06 | +1.25 | 29 | 37.9 | -2.75 | -0.00 |
| <u>Marital Status</u> | | | | | | | | | | | | |
| Not Married | 2051 | 65.6 | -1.20 | +1.91 | 1503 | 70.1 | -1.17 | +2.02 | 536 | 52.8 | -1.39 | +1.30 |
| Married | 1055 | 45.6 | -1.25 | +1.61 | 669 | 52.9 | -1.24 | +1.79 | 386 | 32.9 | -1.27 | 1.00 |
| <u>Social Class</u> | | | | | | | | | | | | |
| Clearly Upper | 283 | 60.1 | -1.34 | +1.56 | 194 | 68.0 | -1.24 | +1.64 | 89 | 42.7 | -1.94 | +1.25 |
| Mixed | 3912 | 63.3 | -1.18 | +2.07 | 2918 | 68.2 | -1.17 | +2.21 | 926 | 46.0 | -1.27 | +1.19 |
| Clearly Lower | 135 | 69.6 | -1.24 | -1.11 | 110 | 73.6 | -1.19 | -1.13 | 25 | 52.0 | -1.71 | 1.00 |
| <u>Race</u> | | | | | | | | | | | | |
| White | 3373 | 59.9 | -1.18 | +1.98 | 2442 | 65.0 | -1.16 | +2.13 | 931 | 46.3 | -1.29 | +1.25 |
| Other | 383 | 56.1 | -1.33 | +1.77 | 302 | 61.9 | -1.27 | +1.77 | 78 | 32.1 | -1.92 | 0.00 |
| <u>Character Type</u> | | | | | | | | | | | | |
| "Good" | 2501 | 58.6 | -1.27 | +2.87 | 1798 | 64.0 | -1.23 | +3.68 | 673 | 43.1 | -1.50 | -1.60 |
| Mixed | 1215 | 60.6 | -1.22 | +1.36 | 895 | 64.9 | -1.22 | +1.32 | 290 | 43.8 | -1.25 | +1.50 |
| "Bad" | 612 | 87.9 | +1.00 | +1.86 | 528 | 89.0 | -1.01 | +1.90 | 76 | 78.9 | +1.16 | +1.57 |
| <u>Nationality</u> | | | | | | | | | | | | |
| U.S. | 3374 | 57.9 | -1.19 | +2.11 | 2465 | 63.0 | -1.16 | +2.27 | 899 | 43.4 | -1.35 | +1.24 |
| Other | 272 | 73.9 | -1.31 | +1.31 | 209 | 81.3 | -1.29 | +1.27 | 63 | 49.2 | -1.44 | +2.00 |

1
Risk Ratios are obtained by dividing the more numerous of these 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 no victims or killed; a -0.00 ratio means that there were victims or killed but no violent or killers.

Table 6

Within-Group Partial Correlations between Amount of Television Viewing
and an Index of Interpersonal Mistrust

| | Overall | Education | | Income | | | Race | |
|--------------------------------|---------|---------------|-----------------|--------|--------|-------|--------|-----------|
| | | No College | Some College | Low | Medium | High | White | Non-White |
| <u>Simple r</u> | .12*** | .06** | .14*** | .03 | .16*** | .08 | .12*** | -.08 |
| controlling for: | | | | | | | | |
| <u>Sex</u> | .12*** | .06** | .15*** | .03 | .17*** | .09* | .12*** | -.07 |
| <u>Age</u> | .12*** | .06** | .14*** | .02 | .16*** | .08 | .12*** | -.08 |
| <u>Newspaper Reading</u> | .11*** | .06** | .14*** | .03 | .16*** | .08 | .12*** | -.08 |
| <u>Subjective Social Class</u> | .10*** | .05** | .13*** | .02 | .15*** | .07 | .10*** | -.07 |
| <u>Education</u> | .07*** | .06** | .12*** | .01 | .12*** | .04 | .07*** | -.08 |
| <u>Income</u> | .09*** | .04* | .12** | - | - | - | .09*** | -.11* |
| <u>Race</u> | .09*** | .04 | .10** | -.01 | .15*** | .08 | - | - |
| <u>Occupational Prestige</u> | .08*** | .04* | .13*** | .01 | .13*** | .04 | .08*** | -.08 |
| <u>All Controls</u> | .04* | .02 | .08** | -.02 | .11*** | .04 | .06** | -.10* |
| Final d.f. (8th order) | (2727) | (1853) | (861) | (1090) | (1290) | (317) | (2431) | (288) |

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$

Data Source: 1975 and 1978 NORC General Social Surveys

Table 7

Summary of Analyses of Questions Relating to
Fear and Violence in the 1979 ORC Survey

| | Percent Overestimating Chances of Involvement in Violence | | | Percent Agreeing that Women are More likely to Be Victims Of Crime | | | Percent Saying Their Neighborhoods are Only Somewhat Safe or not Safe at all | | | Percent Saying that Fear of Crime Is a very Serious Problem | | | Percent Agreeing that Crime is Rising | | |
|--------------------------|---|-----------------|--------|--|-----------------|--------|--|-----------------|--------|---|-----------------|--------|---------------------------------------|-----------------|--------|
| | Percent Light Viewers ² | CD ³ | gamma | Percent Light Viewers ² | CD ³ | gamma | Percent Light Viewers ² | CD ³ | gamma | Percent Light Viewers ² | CD ³ | gamma | Percent Light Viewers ² | CD ³ | gamma |
| Overall | 71 | +10 | .14*** | 72 | +10 | .18*** | 55 | +11 | .10*** | 20 | +9 | .12*** | 94 | +4 | .30*** |
| controlling for: | | | | | | | | | | | | | | | |
| Age | | | | | | | | | | | | | | | |
| 18-29 | 76 | +14 | .28*** | 73 | +6 | .11** | 49 | +11 | .09** | 16 | +11 | .21*** | 93 | +4 | .27*** |
| 30-54 | 68 | +9 | .11** | 70 | +10 | .18*** | 53 | +12 | .09*** | 17 | +11 | .12*** | 96 | +3 | .27** |
| over 55 | 71 | +4 | .07* | 77 | +10 | .22*** | 65 | +9 | .06* | 31 | +1 | -.01 | 94 | +4 | .38*** |
| Education | | | | | | | | | | | | | | | |
| No College | 76 | +7 | .13*** | 70 | +12 | .20*** | 58 | +10 | .07*** | 24 | +8 | .11*** | 96 | +3 | .28*** |
| Some College | 63 | +9 | .10* | 76 | +7 | .06 | 49 | +9 | .07* | 13 | +5 | .09* | 91 | +5 | .22** |
| Newspaper Reading | | | | | | | | | | | | | | | |
| Sometimes | 75 | +14 | .25*** | 70 | +15 | .26*** | 58 | +17 | .10*** | 23 | +11 | .14*** | 94 | +4 | .27*** |
| Everyday | 69 | +7 | .10*** | 74 | +17 | .13*** | 53 | +8 | .09*** | 18 | +8 | .11*** | 95 | +4 | .36*** |
| Race | | | | | | | | | | | | | | | |
| White | 69 | +10 | .13*** | 73 | +9 | .17*** | 53 | +10 | .09*** | 17 | +10 | .14*** | 94 | +4 | .29*** |
| Non-White | 86 | +7 | .25** | 70 | +12 | .21** | 72 | +16 | .09* | 46 | -6 | -.07 | 95 | +4 | .37** |
| Urban Proximity | | | | | | | | | | | | | | | |
| City over 250,000 | 69 | +10 | .13** | 77 | 0 | -.00 | 71 | +14 | .19*** | 26 | +20 | .19*** | 88 | +10 | .52*** |
| City under 250,000 | 74 | +3 | .05 | 64 | +24 | .42*** | 59 | +8 | .04 | 22 | +5 | .09* | 89 | .11 | .57*** |
| Suburban | 67 | +13 | .18*** | 75 | .10 | .19*** | 50 | +13 | .13*** | 19 | +10 | .12*** | 96 | +2 | .13 |
| Non-Metropolitan | 77 | +8 | .13** | 70 | +9 | .17*** | 51 | +7 | .01 | 18 | +2 | .08** | 98 | 0 | .10 |
| Income | | | | | | | | | | | | | | | |
| under \$10,000 | 84 | 0 | .04 | 67 | +18 | .32*** | 61 | +14 | .10*** | 35 | -2 | -.00 | 96 | +4 | .51*** |
| \$10,000 - \$25,000 | 68 | +8 | .12*** | 74 | +6 | .12*** | 55 | +6 | .04 | 16 | +9 | .16*** | 93 | +5 | .35*** |
| over \$25,000 | 62 | +18 | .13** | 76 | 0 | -.03 | 49 | +1 | -.01 | 10 | +16 | .11** | 96 | -1 | -.13 |
| Sex | | | | | | | | | | | | | | | |
| Male | 68 | +8 | .09** | 68 | +10 | .20*** | 38 | +16 | .16*** | 21 | +4 | .07** | 95 | +2 | .07 |
| Female | 76 | +8 | .15*** | 78 | +6 | .14*** | 73 | +1 | -.01 | 20 | +12 | .14*** | 94 | +5 | .55*** |

1

"On the average weekday, about how many hours do you personally watch television?"

Light: under 2 hours

Medium: 2 - 4 hours

Heavy: over 4 hours

2

Percent Light Viewers = percent of light viewers giving the "Television Answer"

3

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

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

*** $p \leq .001$ (tau)

Data Source: Opinion Research Corporation

Table 8

Within-Group Partial Correlations between Amount of Viewing and an Index of Images of Violence

| | Overall | Education | | Income | | | Race | | Residence and Income | | | |
|---------------------------|---------|------------|--------------|--------|--------|--------|--------|-----------|----------------------|-------------|----------------------------|-------------|
| | | No College | Some College | Low | Medium | High | White | Non-White | City | | Suburban, Non-Metropolitan | |
| | | | | | | | | | Low Income | High Income | Low Income | High Income |
| <u>Simple r</u> | .16*** | .15*** | .10*** | .17*** | .11*** | .11*** | .15*** | .12*** | .26*** | .05 | .10*** | .20*** |
| controlling for: | | | | | | | | | | | | |
| <u>Sex</u> | .15*** | .15*** | .10*** | .16*** | .10*** | .10*** | .14*** | .12*** | .27*** | .05 | .01*** | .16*** |
| <u>Age</u> | .16*** | .15*** | .10*** | .16*** | .11*** | .12*** | .15*** | .13*** | .24*** | .05 | .09*** | .20*** |
| <u>Income</u> | .13*** | .13*** | .08*** | .17*** | .10*** | .11*** | .13*** | .07* | .26*** | .02 | .10*** | .18*** |
| <u>Newspaper Reading</u> | .16*** | .16*** | .11*** | .17*** | .11*** | .12*** | .16*** | .13*** | .26*** | .04 | .10*** | .20*** |
| <u>Education</u> | .13*** | .16*** | .08*** | .15*** | .08*** | .09*** | .12*** | .11*** | .14*** | .02 | .11*** | .15*** |
| <u>Race</u> | .15*** | .14*** | .10*** | .15*** | .10*** | .12*** | - | - | .21*** | .03 | .11*** | .20*** |
| <u>Urban Proximity</u> | .16*** | .14*** | .11*** | .16*** | .12*** | .11*** | .16*** | .08* | - | -- | - | - |
| <u>All Controls</u> | .10*** | .12*** | .06** | .13*** | .08*** | .07* | .11*** | .03 | .13*** | .00 | .10*** | .12*** |
| Final d.f. (7th order) | (3555) | (3879) | (1648) | (2018) | (2475) | (1024) | (4887) | (661) | (969) | (656) | (2017) | (1866) |

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$

Data Source: Opinion Research Corporation, March 1979

Table 9

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) | | |
|-------------------------|-----------------|-----------------|--------|----------------|-----|---------|-----------------|-----|--------|
| | %L 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