


*Alcohol, Tobacco and Illicit Drugs  
Should  
be included.*



**ALCOHOL, TOBACCO AND ILLICIT DRUGS  
IN THE MEDIA MAINSTREAM**

Interim report I

Nov. 21, 1996

by

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**A study of the Cultural Indicators (CI) research project.**

**Supported by the Robert Wood Johnson Foundation**

Prior research supported by

The Center for Substance Abuse Prevention (CSAP) (U.S. Public Health Service) and The Development Services Group (DSG)

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## Highlights of the Report

A new preventive approach to substance abuse calls for tracking the everyday media patterns of images and messages that cultivate health-related conceptions and behaviors.

The research presented in this interim report concentrates on prime time television, with a brief summary of motion picture and music videos results. The study covers data derived from two time periods: a 20 year study (1973-93), and a three-sample update (Spring 1995, Fall 1995, and Spring 1996).

- We found that drinking alcoholic beverages by major characters declined from 35 to 25 percent, and smoking from about 8 to 4 percent. Nevertheless, alcohol, tobacco and illegal drugs are still presented in 7 of 10 programs, and their frequency is not matched by indications of health effects.
- Scenes containing alcohol, tobacco or illicit drugs are present in nearly three-quarters of prime time network dramatic programs. They are seen an average of every 15 minutes. Alcoholic beverages lead with an average of one scene of drinking every 22 minutes, smoking every 57 minutes, and illicit drugs every 112 minutes.
- CBS has the highest percentage of programs in most categories of addictive substance scenes. Overall, almost 9 out of 10 CBS programs contain such scenes. The lowest is ABC with 56.1 percent. The Fox network leads in ATID saturation in its programs with nearly five addictive substance scenes per hour.
- The use of addictive substances is shown as essentially risk-free. More than 9 out of 10 drinkers, more than 8 out of 10 smokers, and even 6 out of 10 illicit drug users are portrayed as experiencing either positive or no health effects at all.

- The use of addictive substances as acts of characterization helps define casts and their fate. Drinkers of alcoholic beverages are more likely to fail and to get hurt than non-drinkers. Women are seen as drinking at an older age than men. Female roles that call for drinking bear the double burden of the generally negative typecasting of both age and drinking: they are more likely to be cast as villains deserving ill fate.
- Smoking cuts quite differently. Despite substantial reductions in smoking on prime time television, young and midlife women who smoke has actually increased their proportion of smokers. Their image appears to be that of young and successful women who run few risks, though the risks they do run may be high.
- Illicit drugs appear mostly in a crime story context. Half of the illicit drug scenes relate to the trade and the law's attempt to control it. For every 3 programs presenting illicit drugs, at least one program shows satisfied users.
- The frequent and relatively risk-free use of addictive substances isolates it from its true consequences and reduces the ever-present reality of addiction to a small and special moral category. The sharp distinction defines addicts as bad characters, evil rather than ill, damned and doomed but distanced from the everyday health risks of the regular use of addictive substances.
- Popular movies extend the prime time pattern. In the sample of 40 titles, only two do not have any portrayal of alcohol, and six do not have any smoking. Illicit drug scenes are present in over one-third of the movies, three times their presence on prime time television.
- Music videos present addictive substances even more frequently. A viewer of MTV sees alcohol use every 14 minutes compared to 17 in the movies and 27 on prime time television. Illicit drugs are seen every 40 minutes compared to 100 in movies and 112 on prime time television. Crime, violence, destruction, and physical sexual interaction are all more prevalent in videos that show addictive substances than in videos that do not.

## **ALCOHOL, TOBACCO AND ILLICIT DRUGS IN THE MEDIA MAINSTREAM**

We have noted in previous reports (Gerbner 1990, 1993, 1995) that the new frontier for health promotion and disease prevention is the cultural frontier. Most of what ails and kills us — such as alcohol, tobacco, and illicit drugs (ATID) — are culturally supported behavior patterns. They are sustained by the images and messages of a media-driven cultural environment.

Efforts to reduce the risk and prevent the abuse of addictive substances are up against the daily flow of “mixed messages” in that environment. This is an interim report of long-range research designed to track the direction and nature of that flow on prime time television, and in feature movies and music videos most popular especially with adolescents.

### **DESIGN OF THE RESEARCH**

The research began in April 1995 and concludes in April 1997. Specific analytical issues to be addressed in the final report include (1) the frequency of portrayals over time, based on available trend data; (2) evaluative (positive, negative, neutral) and other tendencies and contexts of the representations; (3) the geography, demography, and action structure of substance use; (4) images, activities, appeals and other associations found in alcohol commercials; (5) the frequency and content of tobacco and alcohol advertising, product placement, and use visible in television and movies; and (6) the association of alcohol, tobacco and illegal drugs with particularly risky activities (e.g. driving, water activities, violence). This interim report focuses mostly on the first three objectives.

The Cultural Indicators (CI) database provides information about general trends on some items relevant to this investigation. An extended instrument of analysis was developed for this study. It includes many aspects of addictive substances presentation and characterization.

### **Research Methodology**

Cultural Indicators research consists of two interrelated parts: (1) message system analysis, monitoring the content of the world of network television dramatic programs and (2) cultivation analysis, determining the contributions of television to viewer conceptions of reality.

Message system analysis is the systematic, reliable, and cumulative investigation of the unambiguous and commonly understood facts of media portrayal. The analysis has been performed on annual samples of network dramatic (fictional) programs by trained analysts who observe and code various aspects of content.

The current phase of the study employs message system analysis, dealing only with media content. Cultivation analysis will assess the consequences of exposure in the next phase of the research.

### **Samples**

The media samples used in this report are prime time television, movies, and music videos. The prime time sample of 264 programs (199 hours) consists of three weeks of dramatic programs aired on four major broadcast networks (ABC, CBS, NBC, FOX) from 7 p.m. to 11 p.m. The first week was sampled in April 1995, the second week in November 1995, and the third week in April 1996.

The movie sample consists of the 40 most successful titles (80 hours) commercially released in theaters in 1994 and 1995. Most of these titles were also named as the favorites in two teenage surveys of motion picture popularity.

The music video sample consists of 57% and 36% of all the music video runs during the three weeks of the prime time sampling in MTV and BET respectively. In order to capture what is most frequently seen, the videos that were repeated 5 or more times were analyzed, resulting in 1,080 runs in MTV and 653 in BET. In addition, a 10 percent random sample of the least frequent (never repeated) videos was collected.

### **Units of Analysis**

The three basic units of analysis are (1) the program (story) as a whole; (2) the scene of the presentation of alcohol, tobacco and/or illicit drugs; and (3) the character (all speaking parts).

The characters are coded as major and minor parts. Major characters are those portraying roles essential to the plot; minor characters are all other characters having speaking parts. Because minor characters are less developed, only a subset of the recording

instrument is coded for them. This report deals mostly with major characters. However, all characters are presented in the Tables.

The scene of alcohol, tobacco or illicit drugs (ATID) may involve a visual representation of multiple substances, the using of them, and/or a verbal reference. A scene may contain "use" of substance by someone who is not counted as a character in the story. Hence, our definition of character in terms of speaking parts, by design, tends to under-represent the number of substance users actually depicted or referred to on screen.

### **Recording Instrument and Training of Coders**

The recording instrument consists of definitions and category schemes relating to the three units and the purposes of the analysis. It deals in some detail with many aspects of the presentation of drugs, and with the demography and fate of characters.

Coders are trained to record a specialized kind of observation. They must focus only upon what is explicitly presented in the material. Their task is to generate the data for the subsequent analysis that will permit interpretation of the common message elements and structures available to a public of diverse viewers.

The training period requires from two to four weeks of instruction, practice, and testing. The data generated by the coders in the training programs is subjected to reliability analysis. On the basis of these results, instructions and items to be coded will be further discussed and, if necessary, revised, and coder trainees evaluated. The coders who survive this testing process will proceed to analyze the final sample of programming.

During both the training and data-collection phases of the project, the coders can monitor the assigned videotape of the program as often as necessary. During the coding stage, experienced supervisors are available to further clarify instructions and interpretation as needed, and check all data for internal consistency after the initial coding is completed.

## DRUGS IN PRIME TIME

Programs aired during prime time were analyzed for presentations of addictive substances in scenes and in connection with the casts of characters. This section of the report deals with drinking, smoking and illicit drugs as scenes and as aspects of characterizations.

### The Scene

A scene starts when the substance appears or is mentioned, and ends when it is no longer mentioned or shown. (The same scene may include several different substances.) Scenes containing addictive substances occur in nearly three-quarters (70.1 percent) of prime time network dramatic programs (Table 1).

Alcohol scenes, the most frequent, occur in 63.3 percent of the programs; smoking scenes in 29.5 percent; and illicit drug scenes in 12.1 percent.

Addictive substance (ATID) scenes are seen an average of 3.9 times per hour. Alcohol scenes lead at the rate of 2.7 per hour, smoking scenes once an hour, and illicit drug scenes about once every two hours. More precisely, some addictive substance is seen on the average every 15 minutes, alcoholic beverage every 22 minutes, smoking every 57 minutes, and illicit drugs every 112 minutes.

CBS has the highest percentage of programs in most categories of ATID scenes. Overall, almost 9 out of 10 CBS programs contain ATID scenes. The lowest is ABC with 56.1 percent. The Fox network is the leader in hourly scenes with 4.7 ATID scenes per hour. The lowest is again ABC with 3.1 ATID scenes per hour. Nine episodes of two prime time satirical cartoons lead the genres, with 8.2 ATID scenes per hour.

CBS also leads in the percent of programs in which alcohol and tobacco are significant aspects of the scenes, are shown on screen, and are actually used in the programs (Table 2). ABC is again the lowest on all those representations.

### Casting

Drinking, smoking, and other drug-taking in fiction and drama are acts of characterization. They help define, motivate, and animate over one-fourth (27.4 percent) of

major characters. One in four drinks alcoholic beverages; one in 27 uses tobacco products, and one in 166 is addicted to illicit drugs (Table 3). White male characters generally use more addictive substances than females or characters of color.

## **Drinking**

The one out of four major characters drinking alcoholic beverages in the 1995-96 sample (Table 3) represents a reduction of 10 percent from the 1973 sample, but an increase of 5 percent from the 1993 sample.

Young men (18-44), the largest group of characters, are more likely to be portrayed drinking than women of the same age by a ratio of about 3 to 2. However, older women (over 45) drink almost twice as much as older men.

In general, non-drinkers are more likely than drinkers to be cast in positive and successful roles, and are less likely to fall victim of violence (Table 4). CI data show that as characters age, they are more likely to play the role of villain. As midlife and older women drink more than men, they bear a double burden.

Male characters drink mostly when young. The proportion of villains among them is the same regardless of whether they drink or not. Female characters drink mostly in midlife and later. Their double burden of drinking and age tips the scales of evaluation against them. Women who drink are twice as likely to play the villain as women who don't drink.

Although all drinkers are more likely to fail and to get hurt than non-drinkers, women are seen as drinking at an older age and are more likely to be cast as villains, apparently deserving their fate.

## **Smoking**

Smoking is part of the characterizations of 3.7 percent of major characters (Table 3), a proportion that dropped from 7.8 in the first study period.

Smoking as a character trait also increases the likelihood of being cast as villains, losers, and victims of violence. But the age and gender gaps cut differently from drinking.

Women are more likely to be seen smoking than men (4.9 to 3.1 percent). Furthermore, more women smoke in the younger age groups. Underage smoking is confined to girls only. Young women (18-44) are one- and-a-half times more likely to be seen smoking than men of the same age. Young and midlife women are the only groups in which smoking actually increased since the 1978-92 sample.

The contrast with drinking is even more striking when it comes to the fate of characters. As smoking becomes less socially acceptable, it is increasingly used to define and polarize the male character population (Table 5). Males cast in roles that call for smoking are more likely to play both heroes and villains than non-smokers. But they are also more likely to fail and to be involved in violence.

Women, on the other hand, despite smoking more than men, and at a younger age, are less clearly defined. Women who smoke on screen play few hero parts and no villains. But their rate of success is higher than both non-smoking women and men. For 10 male smokers who succeed, 10 fail; but for 10 female smokers who succeed, only one fails.

Smoking women's involvement in violence is half as likely as the men's. But if and when involved, the risk of victimization is two-and-a-half times higher. For every 10 male smokers committing violence, there are 8 victims. But for every 10 female smokers committing violence, there are 20 victims. The image of female smokers appears to be that of young and successful women who run few risks, though the risks they do run may be high.

### **Illicit drugs**

There are 23 illicit drug users, 22 drug dealers, and 6 characters who are both in the prime time sample (Table 6). The illicit drug users are twice as likely to be villains as heroes and three times as likely to fail as to succeed. They commit more violence and are involved in more killing than other substance users.

The 5 female users are more positively presented but, as female smokers, are also more vulnerable; 4 of them fall victim of violence.

## Health Risks and Other Consequences

Consequences, if any, are related more to character than to health. The use of addictive substances on television is relatively free of health risks. Only 2.2 percent of casual ATID users and 17.2 percent of regular users show any negative health effects; the rest exhibit no effects, positive effects, or mixed consequences (Table 7).

Alcohol is shown, as we have seen, in 63.3 percent of the programs. One-fourth of them have drunkenness scenes. Instant relief is the consequence shown most often (Table 8).

Only 3.2 percent of all characters who drink alcoholic beverages, and 5.9 percent of "regular drinkers," show any negative health effects (Table 7). Smoking is more likely to be seen as harmful, but still less than one in 10 users, and 5.9 percent "regular users" note or exhibit any ill effect.

Illicit drugs are presented in 12.1 percent of programs, shown as intoxicants in 3.4 percent of programs, and provide quick relief in 1.1 percent of programs. In other words, although one-third of users show negative consequences, for every 3 programs presenting illicit drugs, at least one program shows satisfied users.

### The addicts

These general indications change for a small group of ATID users identified as addicts. Of course, any use of addictive substances carries the risk of addiction. But only one in five characters identified as frequent users are recognized as addicted.

The labels "addict" or "alcoholic" are not applied to obvious dependency but to character type. They isolate, define, and condemn a special group of characters (Table 9). Fewer than half of all "addicts" and only about 6 out of 10 alcoholics suffer clearly negative health consequences.

The moral implications are more severe. Addicts are not cast for positive roles. They are villains more than twice as often as are the "regular users." They are twice as likely to fall victim of violence, and their rate of failure is also double that of regular users. The sharp distinction defines addicts as bad characters, evil rather than ill, damned and

doomed but distanced from the everyday health risks of the regular use of addictive substances.

### **MOVIES AND MUSIC VIDEOS**

Although the dynamics of casting and consequences are similar, the amount and frequency of exposure to ATID are much greater in movies and music videos than on prime time television. This interim report will only note these differences. A full analysis of movies and music videos will be presented in the final report.

Of the 40 commercially most successful movies distributed in 1994 and 1995, only one does not have scenes of alcohol, tobacco, and/or illegal drugs. Two titles do not have any portrayal of alcohol, and 6 titles do not have any smoking. Illicit drug scenes are present in over one-third of the movies, three times their presence on prime time television (Table 10).

Addictive substances are portrayed over six times per hour (about one-and-one-half times more than prime time). Unlike prime time programs, however, movies show smoking almost as often as drinking. The movie-goer would see a drinking scene an average of every 17 minutes, smoking every 18 minutes, and illicit drugs every 100 minutes — much more frequently than on television.

More than half of all major movie characters use alcohol, twice that of prime time characters. Almost a third use tobacco, about 8 times that of prime time characters.

Music videos present addictive substances even more frequently than movies. About half of all music videos on MTV and BET channels contain some ATID (Table 10). This proportion is constant throughout different time slots and during the entire week in both channels. Since the fast-paced flow of the music video can not be divided into distinct scenes, the total video is equivalent to a scene in a movie or television program. As a result, the frequency of multiple substance use within the same music video is much higher than those of the scenes in movies and television programs. Therefore the measures based on equating total videos with individual scenes in movies and television programs underestimates the relative frequency and range of ATID in music videos.

Music videos present alcohol more than movies or television, and illicit drugs three times more often than movies or television. Alcohol is the addictive substance of choice on both channels with almost three-fourths of the ATID videos presenting its use. A viewer of MTV sees alcohol use every 14 minutes compared to 17 in the movies and 22 on prime time television. Illicit drugs are seen every 40 minutes, more than twice as often as in the movies and prime time television. Crime, violence, destruction, and sexual interaction are all more prevalent in ATID videos than in videos with no ATID.

**TABLE 1: SUMMARY OF SUBSTANCE USE  
IN PRIME TIME DRAMATIC PROGRAMS, 1995-96**

	ABC	CBS	NBC	FOX	All Networks
<b>PROGRAMS</b>					
Number of Programs (100%)	66	49	67	82	264
Total duration of programs (Hours)	47.5	47.5	50.0	54.0	199
<b>SCENES</b>					
Number of SCENES (100%) of					
ATID*	147	208	172	252	779
Alcohol	111	143	111	180	545
Tobacco	44	62	60	42	208
Illicit Drugs	10	30	18	49	107
<b>DISTRIBUTION OF SCENES INTO PROGRAMS</b>					
Percent of programs with scenes of	%	%	%	%	%
ATID	56.1	87.8	67.2	73.2	70.1
Alcohol	48.5	83.7	61.2	64.6	63.3
Tobacco	28.8	42.9	23.9	26.8	29.5
Illicit Drugs	10.6	18.4	9.0	12.2	12.1
<b>DISTRIBUTION OF SCENES IN TIME</b>					
Scenes PER HOUR					
ATID	3.1	4.4	3.4	4.7	3.9
Alcohol	2.3	3.0	2.2	3.3	2.7
Tobacco	0.9	1.3	1.2	0.8	1.0
Illicit Drugs	0.2	0.6	0.4	0.9	0.5
Average TIME (in minutes)					
BETWEEN EVERY REPETITION of a scene with					
ATID	19	14	17	13	15
Alcohol	26	20	27	18	22
Tobacco	65	46	50	77	57
Illicit Drugs	285	95	167	66	112
<b>CHARACTERS</b>					
Number of Major characters	158	128	171	214	671
% using ATID	19.6	39.8	23.4	29.0	27.4
Number of Minor characters	803	684	899	1,088	3,474
% using ATID	6.8	11.5	8.0	10.9	9.4
Number of All characters (Major+Minor)	961	812	1,070	1,302	4,145
% using ATID	8.9	16.0	10.5	13.9	12.3

**TABLE 2: ATID IN PRIME TIME  
SIGNIFICANCE, SETTING, AND THE NATURE OF DEPICTION**

	ALCOHOL	TOBACCO	ILLICIT DRUGS	Total Number of Programs
<b>Percent of Programs</b>				
in which substance is presented				
<b>All networks</b>	63.3	29.5	12.1	264
<b>ABC</b>	48.5	28.8	10.6	66
<b>CBS</b>	83.7	42.9	18.4	49
<b>NBC</b>	61.2	23.9	9.0	67
<b>FOX</b>	64.6	26.8	12.2	82
<b>Percent of Programs</b>				
in which substance is SIGNIFICANT				
<b>All networks</b>	29.9	13.3	6.4	264
<b>ABC</b>	22.7	6.1	3.0	66
<b>CBS</b>	42.9	24.5	10.2	49
<b>NBC</b>	25.4	13.4	6.0	67
<b>FOX</b>	31.7	12.2	7.3	82
<b>Percent of Programs</b>				
in which substance is SHOWN				
<b>All networks</b>	50.8	25.0	3.4	264
<b>ABC</b>	37.9	24.2	0.0	66
<b>CBS</b>	65.3	36.7	4.1	49
<b>NBC</b>	44.8	17.9	4.5	67
<b>FOX</b>	57.3	24.4	4.9	82
<b>Percent of Programs</b>				
in which substance is USED (drunk, smoked, injected)				
<b>All networks</b>	37.9	22.0	1.9	264
<b>ABC</b>	33.3	21.2	0.0	66
<b>CBS</b>	46.9	34.7	2.0	49
<b>NBC</b>	34.3	14.9	1.5	67
<b>FOX</b>	39.0	20.7	3.7	82

**TABLE 3: ALCOHOL, TOBACCO, AND ILLICIT DRUG USERS  
IN PRIME TIME, 1995-96**

	MAJOR CHARACTERS			ALL CHARACTERS				
	N	Male	Female	Total	Male	Female		
Total characters	N 671	422	247	4,145	2,681	1,447		
	% 100.0	62.9	36.8	100.0	64.7	34.9		
White characters	N 549	342	207	3,261	2,105	1,156		
	% 84.3	62.3	37.7	80.7	64.6	35.4		
Hisp.&People of color	N 102	66	36	778	504	274		
	% 15.7	64.7	35.3	19.3	64.8	35.2		
	N	Percent using		N	Percent using			
		Total %	M %	F %	Total %	M %	F %	
<b>ALCOHOL</b>								
<b>Total</b>	671	25.0	26.1	23.5	4,145	10.1	10.4	9.7
<b>AGE</b>								
Under 18	56	3.6	3.6	3.6	476	1.7	1.9	1.3
18 - 44	467	28.1	30.3	24.7	2,673	12.4	13.4	10.9
45 - 64	96	28.1	25.0	40.0	752	7.3	6.5	9.7
65 & over	12	16.7	12.5	25.0	102	13.7	18.0	7.3
<b>RACE</b>								
White	549	27.3	29.5	23.7	3,261	11.5	11.8	10.9
Hisp.&People of color	102	15.7	12.1	22.2	778	5.0	5.2	4.7
<b>TOBACCO</b>								
<b>Total</b>	671	3.7	3.1	4.9	4,145	2.4	2.6	2.0
<b>AGE</b>								
Under 18	56	1.8	0.0	3.6	476	0.8	0.9	0.6
18 - 44	467	3.9	3.2	4.9	2,673	2.6	2.8	2.2
45 - 64	96	5.2	3.9	10.0	752	3.2	3.4	2.7
65 & over	12	8.3	12.5	0.0	102	1.0	1.6	0.0
<b>RACE</b>								
White	549	3.8	2.6	5.8	3,261	2.7	2.9	2.4
Hisp.&People of color	102	3.9	6.1	0.0	778	1.4	2.0	0.4
<b>ILLICIT DRUGS</b>								
<b>Total</b>					4,145	0.6	0.7	0.3
<b>AGE</b>								
Under 18		There are only 5 major characters who use illicit drugs.			473	0.6	0.9	0.0
18 - 44		Therefore they are accounted for only in the right-hand side portion of the table.			2,656	0.6	0.7	0.5
45 - 64					750	0.3	0.4	0.0
65 & over					102	0.0	0.0	0.0
<b>RACE</b>								
White					3,246	0.5	0.5	0.4
Hisp.&People of color					770	1.0	1.6	0.0

TABLE 4: FATE OF ALCOHOL USERS, PRIME TIME, 1995-96

HEROES & VILLAINS				FAILURES AND SUCCESSES				VIOLENTS & VICTIMS			
	Non-Drinker		Drinker		Non-Drinker		Drinker		Non-Drinker		Drinker
<b>Major Characters</b>	N	503	168	N	503	168	N	503	168		
% Heroes	22.9	18.5		% Successful	50.1	43.5	% Perpetrators	28.1	28.5		
% Villains	6.2	7.1		% Failure	16.9	23.2	% Victims	31.2	36.9		
Villains per 10 Heroes	3	4		Failures per 10 Success	3	5	% Involved in Viol	40.4	40.5		
							% Involved in Killing	8.2	11.9		
							Victims per 10 Violents	11	13		
<b>All Characters</b>	N	3,727	418	N	3,727	418	N	3,727	418		
% Heroes	6.7	8.9		% Successful	31.1	32.5	% Perpetrators	11.8	20.8		
% Villains	4.8	7.7		% Failure	15.4	20.6	% Victims	15.5	23.7		
Villains per 10 Heroes	7	9		Failures per 10 Success	5	6	% Involved in Viol	20.4	29.7		
							% Involved in Killing	4.2	8.6		
							Victims per 10 Violents	13	11		
<b>GENDER DIFFERENCES</b>											
<b>Major Characters</b>	<b>MALE</b>			<b>MALE</b>			<b>MALE</b>				
N	312	110		N	312	110	N	312	110		
% Heroes	20.8	17.3		% Successful	48.4	40.0	% Perpetrators	33.7	33.6		
% Villains	9.0	9.1		% Failure	18.3	28.2	% Victims	35.9	41.9		
Villains per 10 Heroes	4	5		Failures per 10 Success	4	7	% Involved in Viol	44.9	46.4		
							% Involved in Killing	9.9	15.5		
							Victims per 10 Violents	11	12		
	<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>				
N	189	58		N	189	58	N	189	58		
% Heroes	26.5	20.7		% Successful	53.4	50.0	% Perpetrators	19.0	18.9		
% Villains	1.6	3.4		% Failure	14.3	13.8	% Victims	23.3	27.6		
Villains per 10 Heroes	1	2		Failures per 10 Success	3	3	% Involved in Viol	32.8	29.3		
							% Involved in Killing	5.3	5.2		
							Victims per 10 Violents	12	15		
<b>All Characters</b>	<b>MALE</b>			<b>MALE</b>			<b>MALE</b>				
N	2,403	278		N	2,403	278	N	2,403	278		
% Heroes	6.2	7.9		% Successful	30.5	29.9	% Perpetrators	14.3	23.7		
% Villains	6.4	9.7		% Failure	17.2	22.7	% Victims	18.0	27.0		
Villains per 10 Heroes	10	12		Failures per 10 Success	6	8	% Involved in Viol	23.3	32.7		
							% Involved in Killing	5.3	10.8		
							Victims per 10 Violents	13	11		
	<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>				
N	1,307	140		N	1,307	140	N	1,307	140		
% Heroes	7.6	10.7		% Successful	32.4	37.9	% Perpetrators	7.1	15.0		
% Villains	1.8	3.6		% Failure	12.2	16.4	% Victims	10.9	17.1		
Villains per 10 Heroes	2	3		Failures per 10 Success	4	4	% Involved in Viol	15.3	23.6		
							% Involved in Killing	2.3	4.3		
							Victims per 10 Violents	15	11		

TABLE 5: FATE OF SMOKERS, PRIME TIME, 1995-96

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	Non-Smoker	Smoker		Non-Smoker	Smoker		Non-Smoker	Smoker
<b>Major Characters</b>								
N	646	25	N	646	25	N	646	25
% Heroes	21.7	24.0	% Successful	48.5	48.0	% Perpetrators	28.0	32.0
% Villains	6.2	12.0	% Failure	18.3	24.0	% Victims	32.5	36.0
Villains per 10 Heroes	3	5	Failures per 10 Success	4	5	% Involved in Viol	40.1	48.0
						% Involved in Killing	9.1	8.0
						Victims per 10 Violents	12	11
<b>All Characters</b>								
N	4,045	100	N	4,045	100	N	4,045	100
% Heroes	6.9	7.0	% Successful	31.3	29.0	% Perpetrators	12.4	25.0
% Villains	4.8	14.0	% Failure	15.9	19.0	% Victims	16.2	23.0
Villains per 10 Heroes	7	20	Failures per 10 Success	5	7	% Involved in Viol	21.1	34.0
						% Involved in Killing	4.5	10.0
						Victims per 10 Violents	13	9

GENDER DIFFERENCES

Major Characters			Major Characters			Major Characters		
MALE			MALE			MALE		
N	409	13	N	409	13	N	409	13
% Heroes	19.3	38.5	% Successful	46.5	38.5	% Perpetrators	33.3	46.2
% Villains	8.6	23.1	% Failure	20.3	38.5	% Victims	37.4	38.5
Villains per 10 Heroes	4	6	Failures per 10 Success	4	10	% Involved in Viol	44.7	61.5
						% Involved in Killing	11.2	15.4
						Victims per 10 Violents	11	8
FEMALE			FEMALE			FEMALE		
N	235	12	N	235	12	N	235	12
% Heroes	26.0	8.3	% Successful	52.3	58.3	% Perpetrators	19.1	16.7
% Villains	2.1	0.0	% Failure	14.5	8.3	% Victims	23.8	33.3
Villains per 10 Heroes	1 heroes only		Failures per 10 Success	3	1	% Involved in Viol	31.9	33.3
						% Involved in Killing	5.5	0.0
						Victims per 10 Violents	12	20
All Characters			All Characters			All Characters		
MALE			MALE			MALE		
N	2,610	71	N	2,610	71	N	2,610	71
% Heroes	6.3	8.5	% Successful	30.7	23.9	% Perpetrators	14.9	29.5
% Villains	6.4	19.7	% Failure	17.7	19.7	% Victims	18.8	24.0
Villains per 10 Heroes	10	23	Failures per 10 Success	6	8	% Involved in Viol	23.9	36.6
						% Involved in Killing	5.7	12.7
						Victims per 10 Violents	13	8
FEMALE			FEMALE			FEMALE		
N	1,418	29	N	1,418	29	N	1,418	29
% Heroes	8.0	3.4	% Successful	32.7	41.4	% Perpetrators	7.8	13.8
% Villains	2.0	0.0	% Failure	12.6	17.2	% Victims	11.4	20.6
Villains per 10 Heroes	3 heroes only		Failures per 10 Success	4	4	% Involved in Viol	15.9	27.6
						% Involved in Killing	2.5	3.4
						Victims per 10 Violents	15	15

**TABLE 6: FATE OF ILLICIT DRUG USERS, PRIME TIME, 1995-1996**

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS			
	Non-User	User		Non-User	User		Non-User	User	
<b>All Characters</b>	N	4,122	23	N	4,122	23	N	4,122	23
% Heroes	6.9	4.3		% Successful	31.3	21.7	% Perpetrators	12.6	39.1
% Villains	5.0	8.7		% Failure	15.8	47.8	% Victims	16.1	75.2
Villains per 10 Heroes	7	20	Failures per 10 Success	5	22		% Involved in Viol	21.1	73.9
							% Involved in Killing	4.5	30.4
							Victims per 10 Violents	13	19

**GENDER DIFFERENCES**

All Characters			All Characters			All Characters		
MALE			MALE			MALE		
N	2,663	18	N	2,663	18	N	2,663	18
% Heroes	6.4	5.6	% Successful	30.5	22.2	% Perpetrators	15.1	44.4
% Villains	6.7	11.1	% Failure	17.5	55.6	% Victims	18.6	61.1
Villains per 10 Heroes	10	20	Failures per 10 Success	6	25	% Involved in Viol	23.9	72.2
						% Involved in Killing	5.7	27.8
						Victims per 10 Violents	12	14
FEMALE			FEMALE			FEMALE		
N	1,442	5	N	1,442	5	N	1,442	5
% Heroes	7.9	0.0	% Successful	32.9	20.0	% Perpetrators	7.9	20.0
% Villains	2.0	0.0	% Failure	12.6	20.0	% Victims	11.3	80.0
Villains per 10 Heroes	3	No clear hero or vill.	Failures per 10 Success	4	10	% Involved in Viol	15.9	80.0
						% Involved in Killing	2.4	40.0
						Victims per 10 Violents	14	40

**TABLE 7: HEALTH CONSEQUENCES OF ADDICTIVE SUBSTANCES  
FOR CASUAL, REGULAR AND ADDICTED USERS, PRIME TIME, ALL CHARACTERS**

<b>OBSERVED HEALTH CONSEQUENCE FOR USERS</b>	<b>CASUAL USER</b>	<b>REGULAR USER</b>	<b>ADDICTED USER</b>	<b>ALL USERS</b>
<b>ATID</b>				
N*	418	58	14	490
%	%	%	%	%
Negative	2.2	17.2	42.9	5.1
<b>ALCOHOL</b>				
N*	362	34	8	404
%	%	%	%	%
Negative	1.7	5.9	62.5	3.2
<b>SMOKING</b>				
N*	52	19	2	73
%	%	%	%	%
Negative	3.8	26.3	0.0	9.6
<b>ILLCIT DRUGS</b>				
N*	4	6	3	13
%	%	%	%	%
Negative	25.0	50.0	33.3	38.5

\* N's are smaller than the overall frequencies reported in other tables. Health consequences were coded selectively when the character was a user of more than one substance.

**TABLE 8: ATID IN PRIME TIME  
INTOXICATION and RELIEF**

	ALCOHOL	TOBACCO	ILLICIT DRUGS	Total Number of Programs
<b>Percent of Programs in which INTOXICATION by substance is present</b>				
Percentage of ALL programs	15.5	1.1	3.4	264
Percentage of programs that present the substance	24.6	3.8	28.1	-
<b>Percent of Programs in which INSTANT RELIEF by substance is present</b>				
Percentage of ALL programs	8.3	3.0	1.1	264
Percentage of programs that present the substance	13.2	10.3	9.4	-
<b>Both INTOXICATION and INSTANT RELIEF present (PROGRAMS)</b>				
Percentage of ALL programs	4.9	0.4	0.8	264
Percentage of programs that present the substance	7.8	1.3	6.3	-
<b>Number of SCENES*</b>				
<b>where substance is present</b>	<b>545</b>	<b>208</b>	<b>107</b>	
<b>Percent of SCENES in which INTOXICATION by substance is present</b>				
Percent of scenes with the substance	12.1	1.4	14.0	
<b>Percent of SCENES in which INSTANT RELIEF by substance is present</b>				
Percent of scenes with the substance	5.1	4.8	2.8	
<b>Both INTOXICATION and INSTANT RELIEF present (SCENES)</b>				
Percent of scenes with the substance	2.6	0.5	0.9	

\* The number of ATID scenes with the particular substance indicated at the top of the column. Percentages below this line are based on the total number of scenes, rather than the programs, where the substance is present.

**TABLE 9: FATE OF CASUAL, REGULAR, AND EXCESSIVE USERS (ADDICTS)  
OF ATID, PRIME TIME, 1995-1996**

<u>HEROES &amp; VILLAINS</u>		<u>FAILURES AND SUCCESSES</u>		<u>VIOLENTS &amp; VICTIMS</u>	
<b>"CASUAL" USERS OF ATID</b>					
N	432	N	432	N	432
% Heroes	8.8	% Successful	32.2	% Perpetrators	21.6
% Villains	8.3	% Failure	20.6	% Victims	23.4
Villains per 10 Heroes	9	Failures per 10 Success	6	% Involved in Viol	30.1
				% Involved in Killing	9.0
				Victims per 10 Violents	11
<b>"REGULAR" USERS OF ATID</b>					
N	62	N	62	N	62
% Heroes	8.1	% Successful	25.8	% Perpetrators	22.5
% Villains	8.1	% Failure	24.2	% Victims	27.5
Villains per 10 Heroes	10	Failures per 10 Success	9	% Involved in Viol	38.7
				% Involved in Killing	9.7
				Victims per 10 Violents	12
<b>"ADDICTED" USERS OF ATID</b>					
N	15	N	15	N	15
% Heroes	0.0	% Successful	20.0	% Perpetrators	20.0
% Villains	6.7	% Failure	33.3	% Victims	40.0
Villains per 10 Heroes	Villains only	Failures per 10 Success	17	% Involved in Viol	40.0
				% Involved in Killing	6.7
				Victims per 10 Violents	20

**TABLE 10: SUMMARY COMPARISON OF SUBSTANCE USE  
IN PRIME TIME DRAMA, MOVIES,\* AND MUSIC VIDEOS**

	PRIME TIME		MUSIC VIDEOS	
	DRAMATIC SHOWS	MOVIES	MTV**	BET**
<b>PROGRAMS</b>				
Number of Programs (100%)	264	40	1,080	653
Total duration (Hours)	199	80	54 (102)	33 (66)
<b>SCENES**</b>				
Number of SCENES (100%) of				
ATID*	779	505	566	314
Alcohol	545	280	424	240
Tobacco	208	263	240	127
Illicit Drugs	107	48	152	75
<b>DISTRIBUTION OF SCENES INTO PROGRAMS</b>				
Percent of programs with scenes of	%	%	%	%
ATID	70.1	97.5	52.4	48.1
Alcohol	63.3	95.0	39.3	36.8
Tobacco	29.5	85.0	22.2	19.4
Illicit Drugs	12.1	35.0	14.1	11.5
<b>DISTRIBUTION OF SCENES IN TIME</b>				
Scenes PER HOUR <sup>***</sup>				
ATID	3.9	6.3	5.6	4.7
Alcohol	2.7	3.5	4.2	3.6
Tobacco	1.0	3.3	2.4	1.9
Illicit Drugs	0.5	0.6	1.5	1.1
Average TIME (in minutes)				
BETWEEN EVERY REPETITION of a scene with				
ATID	15	10	11	13
Alcohol	22	17	14	17
Tobacco	57	18	25	31
Illicit Drugs	112	100	40	53
<b>CHARACTERS</b>				
Number of Major characters	671	131	3,363	2,133
% using ATID	27.4	61.1	15.5	12.0
Number of Minor characters	3,474	1,622		
% using ATID	9.4	11.2		
Number of All characters (Major+Minor)	4,145	1,753		
% using ATID	12.3	14.9		

\* MOVIES: Top 20 box office hits released during 1994 and 1995 each.

\*\* The figures that measure time distribution and concentration of ATID in music videos are based on the programming hours that correspond to the video runs analyzed (102 hours and 66 hours)

\*\*\* Entire music video is counted as a scene.