

FIGURE 5: RATINGS AND SHARES COMPARISONS BETWEEN NON-VIOLENT, MIXED, AND VIOLENT PROGRAMS

investigated was that controlling costs rather than increasing ratings may be an economic driving force behind violent programming.

Cost, genre, importance

Data compiled from the trade papers *Variety* and *Channels* (now defunct) show that the cost-control assumption is false. In fact, violent programming is very costly; the special effects used to enhance the shock value makes it expensive. The average cost of non-violent programs is \$702,000, of occasionally violent programs is \$801,000, and of consistently violent programs is \$1,208,000.

The paradox of the persistence of violent programming despite low ratings and high cost required further investigation. Program preferences are affected by genre. It is possible that the programs' genre rather than the presence or absence of violence accounts for differences in viewership. Ratings vary also by time period, as audience flow depends on the time programs are aired. That could be another factor confounding the ratings and share comparisons. Finally, whether violence is incidental, significant, or the main focus of the program, rather than its consistency and frequency, might also affect viewing.

However, none of these potentially confounding conditions changes the results (App. Table II-3). The ratings gap favors non-violent programs both before and

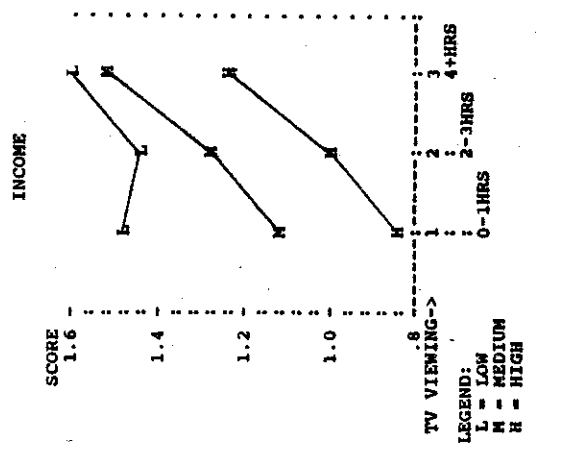
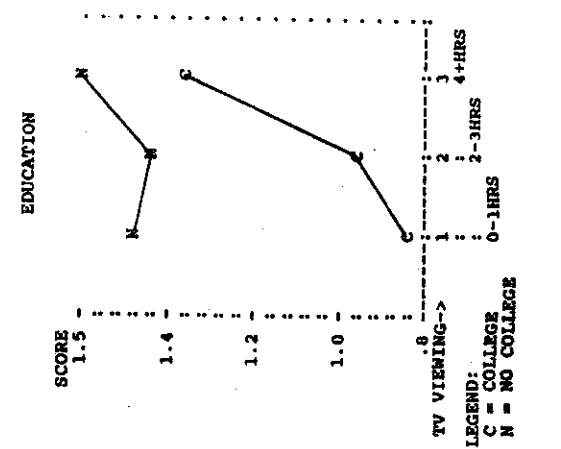
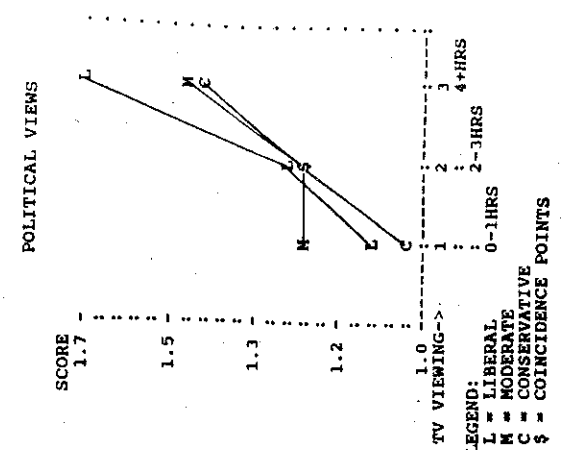
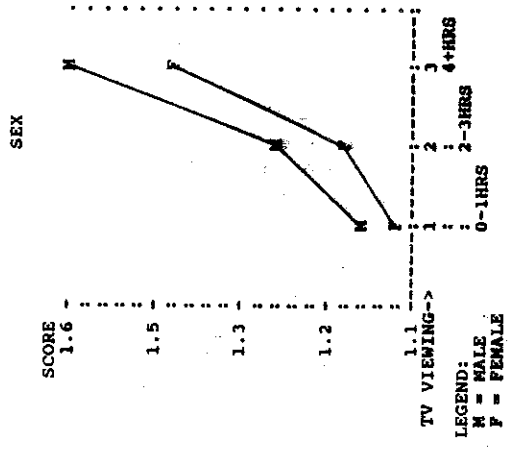
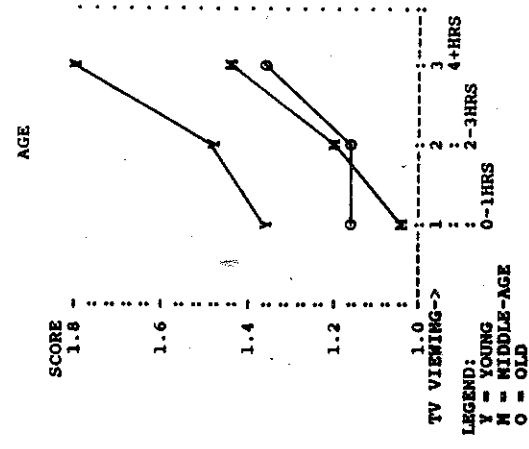
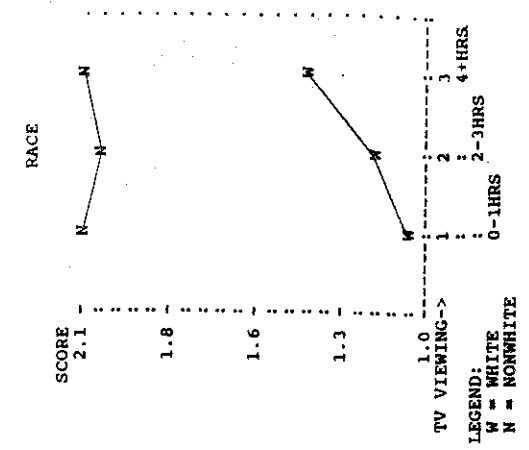


FIGURE 1: SCORES ON THE "MEAN WORLD INDEX" FOR SIX SUBGROUPS

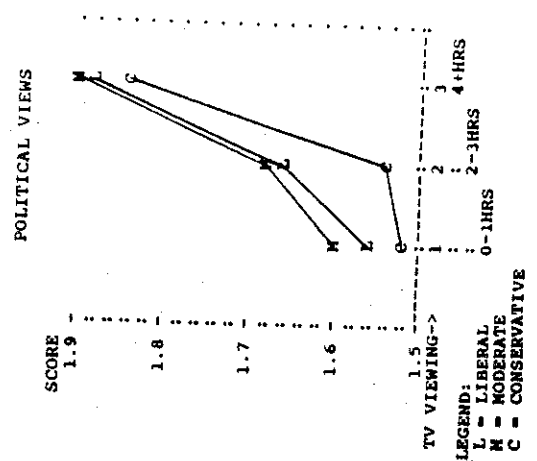
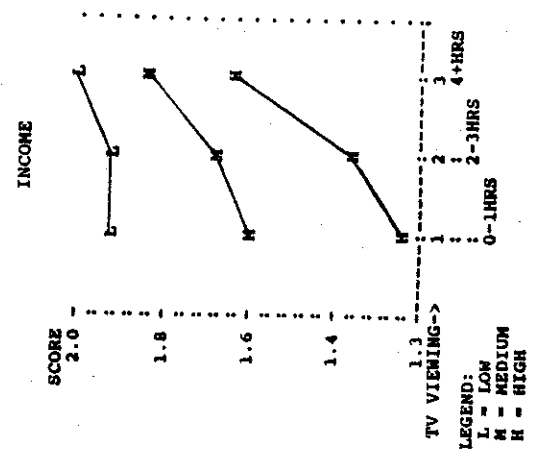
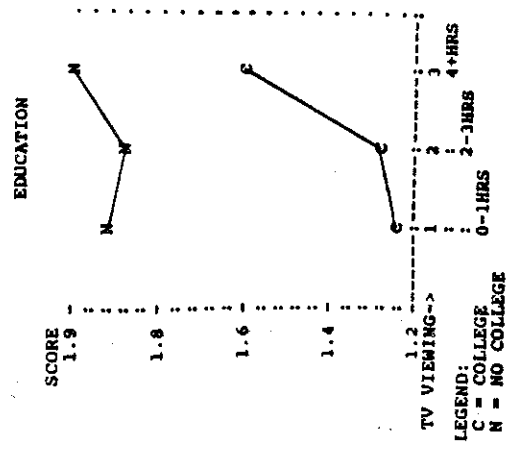
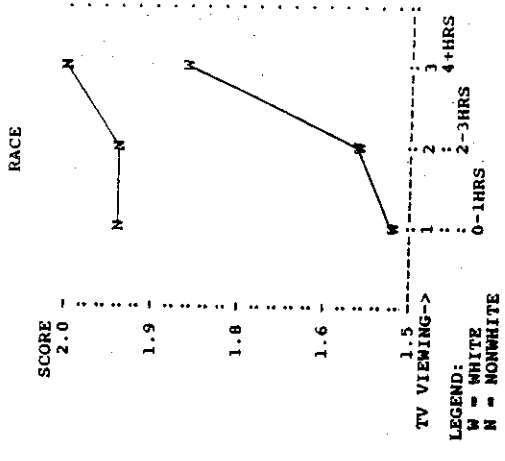
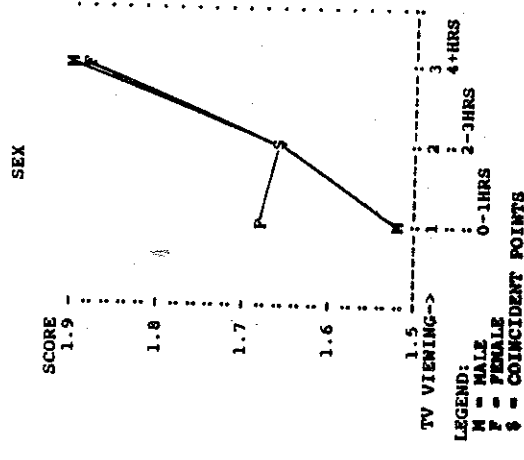
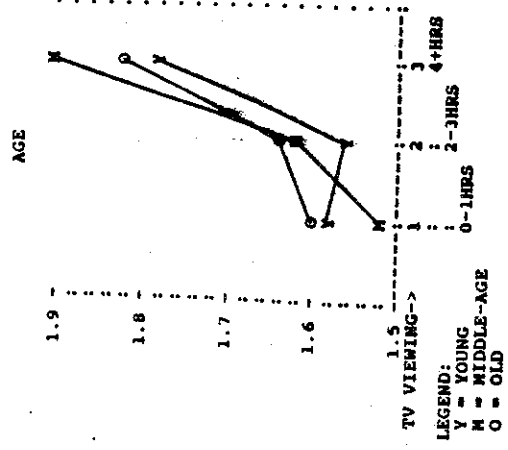


FIGURE 2: SCORES ON THE "GLOOM AND DOOM" INDEX FOR SIX SUBGROUPS

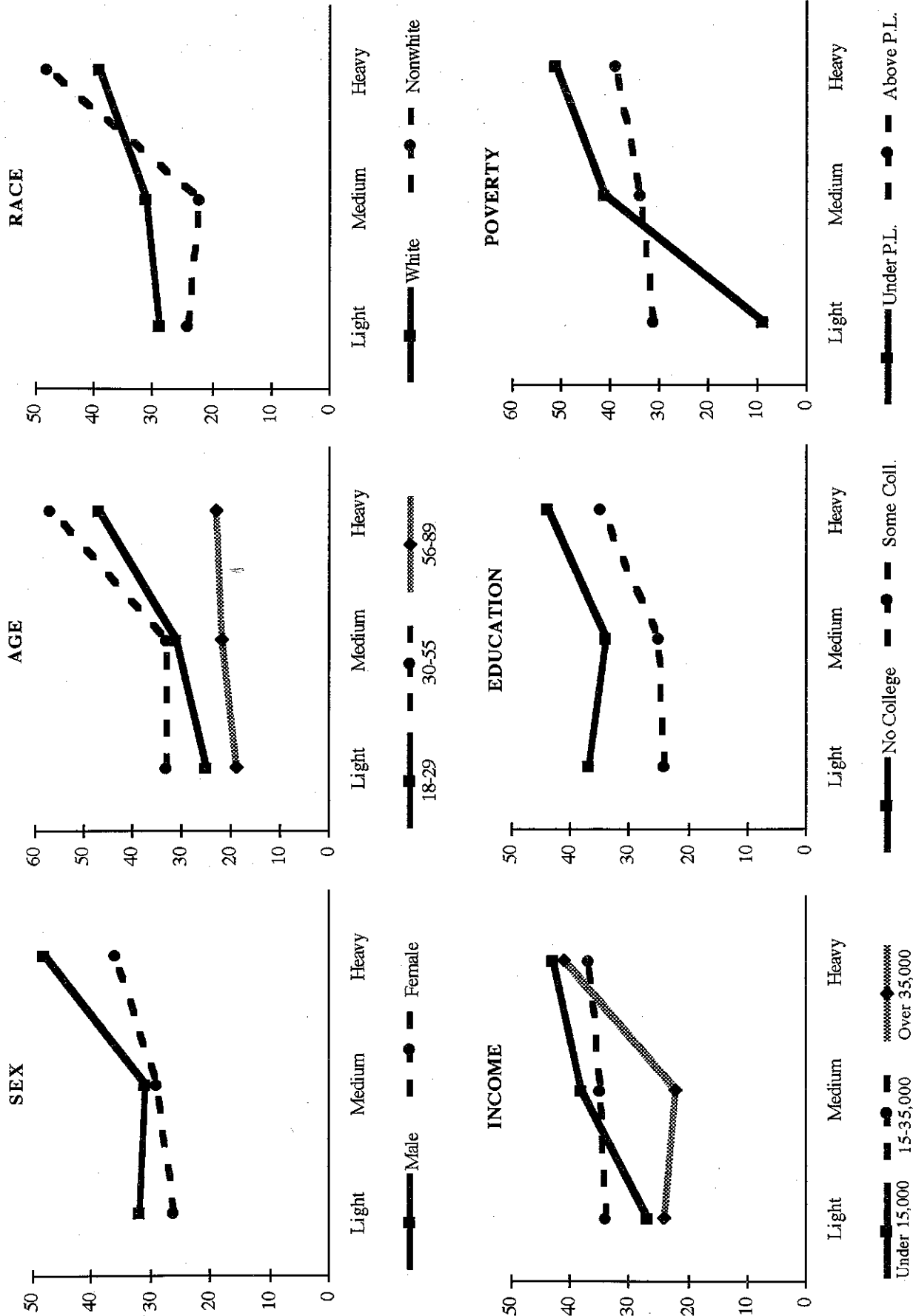


FIGURE 3: ASSOCIATIONS BETWEEN VIEWING AND SMOKING

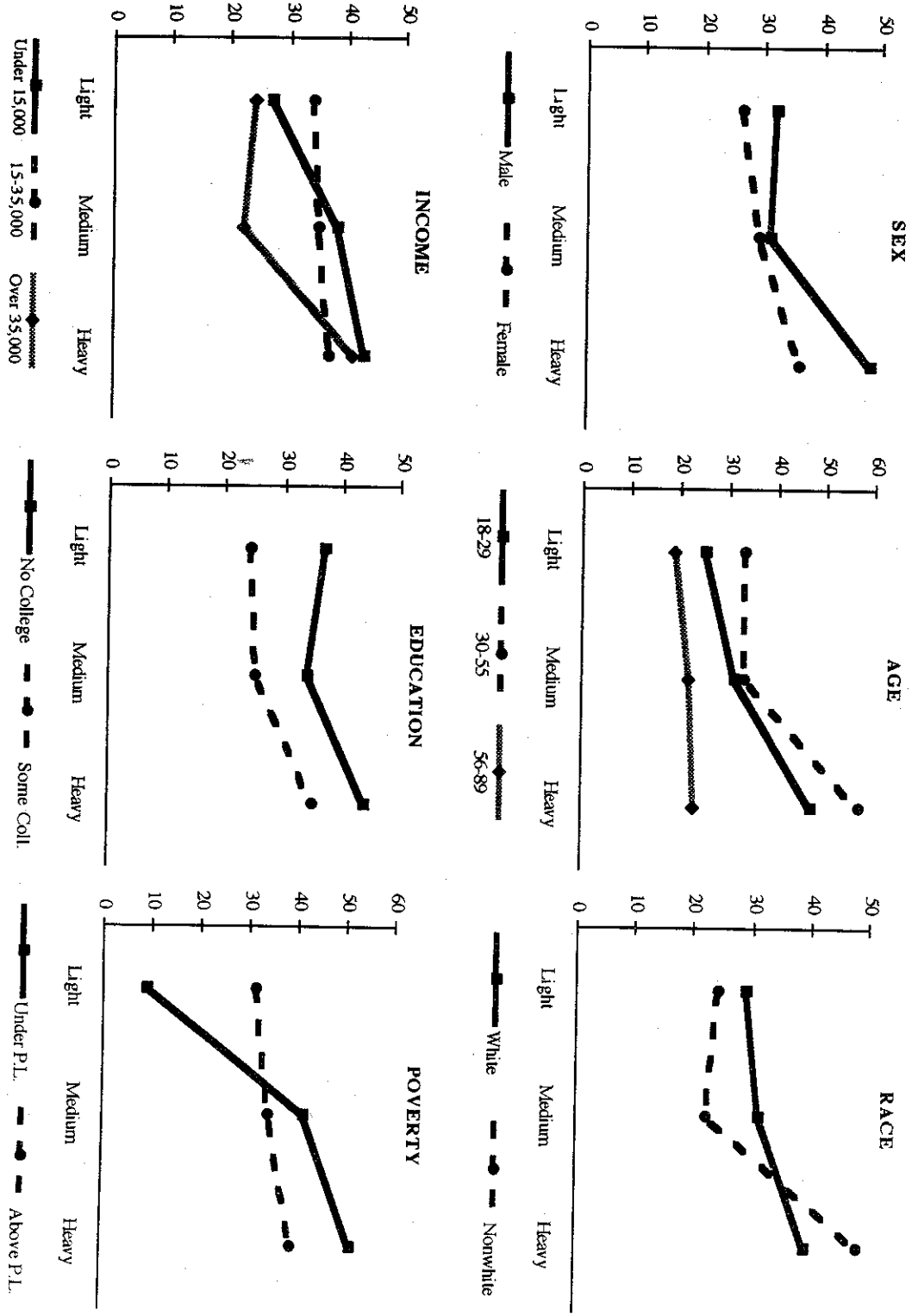


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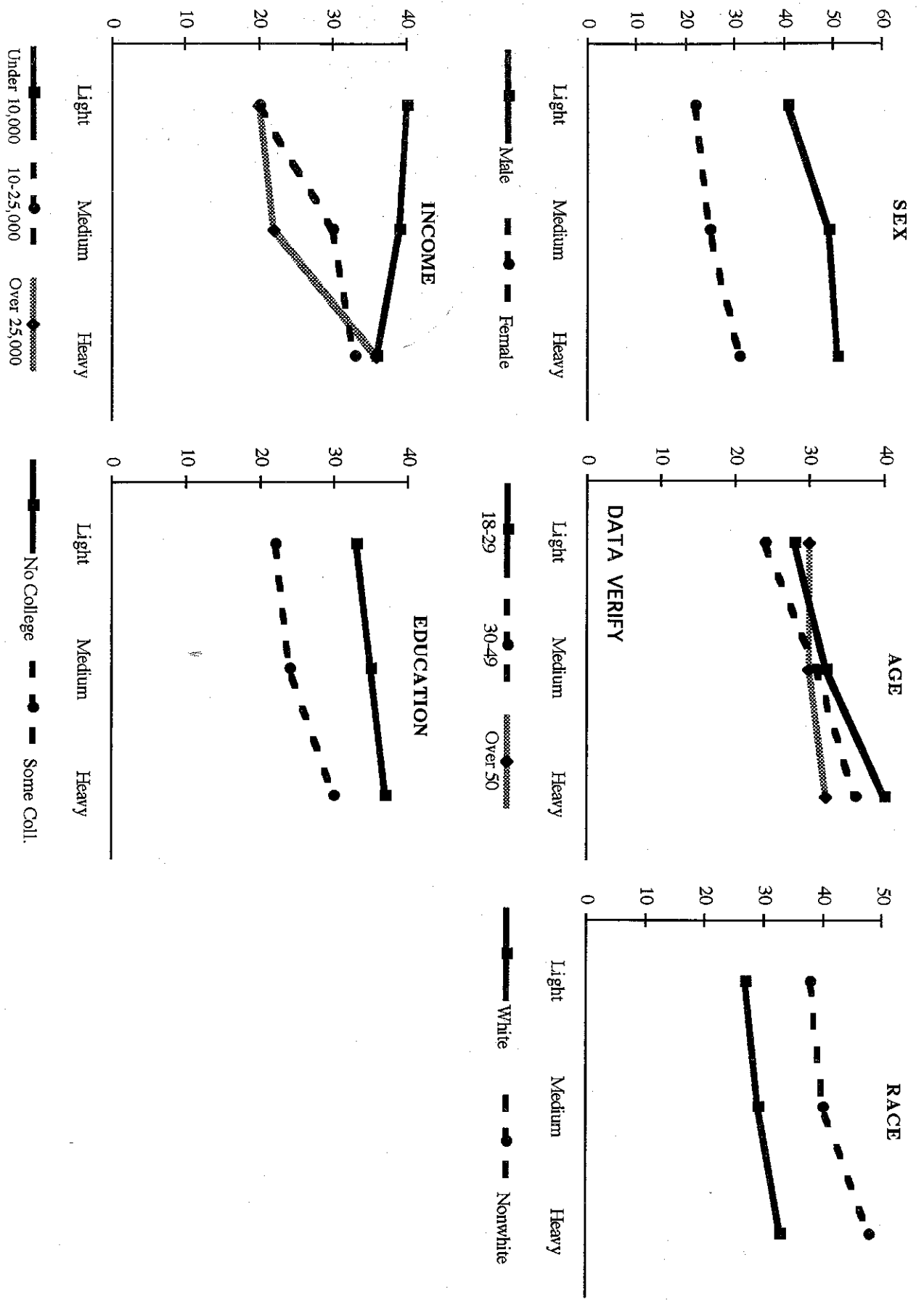


FIGURE 4: ASSOCIATIONS BETWEEN VIEWING AND NUTRITIONAL COMPLACENCY

TABLE I-C-10: ASSOCIATIONS BETWEEN AMOUNTS OF VIEWING AND DERIVING "VERY GREAT" OR "GREAT" SATISFACTION FROM THEIR HEALTH AND PHYSICAL CONDITION

	Television Viewing								cd ¹	Gamma	Base N
	Total		Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall	60	(2712)	66	(719)	61	(1267)	54	(724)	-12	-.15***	(4519)
<i>Controlling for:</i>											
<i>Sex:</i>											
Male	64	(1264)	68	(367)	65	(618)	57	(279)	-11	-.15***	(1992)
Female	57	(1448)	64	(352)	58	(651)	52	(445)	-12	-.14***	(2527)
<i>Education:</i>											
No College	57	(1773)	61	(372)	59	(822)	53	(579)	-9	-.11***	(3107)
Some College	67	(935)	72	(345)	66	(447)	59	(143)	-13	-.16***	(1396)
<i>Race:</i>											
White	61	(2415)	67	(661)	62	(1153)	53	(601)	-14	-.16***	(3994)
Nonwhite	57	(277)	60	(50)	57	(108)	55	(119)	-5	-.07	(490)
<i>Income:</i>											
Under \$10,000	51	(836)	57	(189)	52	(347)	47	(300)	-10	-.11***	(1647)
\$10-20,000	66	(1014)	71	(265)	66	(493)	61	(256)	-10	-.12***	(1543)
Over \$20,000	68	(776)	71	(248)	67	(389)	64	(139)	-7	-.09*	(1144)
<i>Present Health:</i>											
Excellent/Good	76	(1658)	77	(417)	78	(807)	73	(434)	-4	-.08*	(2170)
Fair/Poor	19	(154)	21	(31)	18	(62)	18	(61)	-3	-.10*	(826)
<i>Age:</i>											
18-29	67	(791)	78	(192)	64	(323)	65	(276)	-13	-.13**	(1174)
30-64	61	(1585)	66	(461)	63	(795)	52	(329)	-14	-.17***	(2597)
Over 65	44	(322)	44	(59)	48	(147)	40	(116)	-4	-.05	(730)

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

Data Source: NORC General Social Surveys 1975, 1977, 1978.
¹ cd=Cultivation Differential; % heavy viewers minus % light viewers.

TABLE II-3: NIELSEN RATINGS, SHARE, AND COST OF REPEATEDLY VIOLENT, MIXED, AND NON-VIOLENT PRIME TIME PROGRAMS CONTROLLED BY TIME-SLOT, PROGRAM GENRE, TONE, AND SIGNIFICANCE OF VIOLENCE 1988-93

	Non-violent (N=39) ¹			Mixed (N=56)			Violent (N=40) ²		
	Rating	Share	Cost	Rating	Share	Cost	Rating	Share	Cost
TOTAL:	17.2	28	702	12.9	22	801	11.8	20	1208
TIME SLOT³									
Before									
9:00	17.0	28 (N=9)	665	12.2	20 (N=25)	746	9.5	16 (N=7)	1261
After									
9:00 &	17.0	27 (N=22)	775	12.8	22 (N=23)	925	10.9	19 (N=21)	1227
GENRE									
Crime,									
Action	-	- (N=0)	-	11.9	20 (N=3)	1233	12.0	20 (N=23)	1238
Sitcoms	17.5	28 (N=37)	680	13.7	23 (N=40)	635	12.4	21 (N=2)	588
Others	10.7	21 (N=2)	1100	10.8	19 (N=13)	1212	11.5	20 (N=15)	1251
TONE									
Humorous	18.0	29 (N=23)	621	13.9	24 (N=23)	624	13.7	22 (N=3)	588
Mixed	16.8	27 (N=14)	776	12.3	21 (N=19)	758	10.0	16 (N=3)	1263
Serious	10.7	21 (N=2)	1100	12.0	20 (N=14)	1149	11.8	20 (N=34)	1241
SIGNIFICANCE OF VIOLENCE									
No Viol.	17.2	28 (N=39)	702	13.7	23 (N=27)	749	-	- (N=0)	-
Incid.	-	- (N=0)	-	12.3	21 (N=19)	743	13.1	21 (N=8)	1092
Signif.	-	- (N=0)	-	10.8	21 (N=5)	1025	12.0	20 (N=20)	1215
Major Focus	-	- (N=0)	-	12.9	21 (N=5)	1075	10.7	19 (N=12)	1255

¹ Only two shows were reported to have large "negative deficit" (i.e. that made profit on the domestic market). They were The Cosby Show and Cheers in 1991. They are excluded lest they confound the figures.

² N is 38 for the cost column of violent programs, due to the absence of cost information for two CBS specials.

³ No time-slot information for '88 sample, therefore, total N is 107 for time-slot section of the table.

distinctions among groups of different demographic and other characteristics in the process of homogenization or "mainstreaming."

Mainstreaming

Mainstreaming is the tendency for viewing to blur distinctions between groups, to bring heavy viewers of otherwise different groups closer together in the television "mainstream." Viewing may also leave some groups, already in the "mainstream" for reasons other than television, relatively unaffected, while other groups are extremely susceptible to television cultivation.

Heavy viewers in most subgroups are more likely to express a sense of danger, mistrust, gloom and alienation than the light viewers in the same groups, and these patterns remain stable in surveys over time. For example, light viewing men are less likely to express feelings of gloom than light viewing women, while about the same percent of men and women who are heavy viewers have a high score on the "Gloom and Doom Index." In other words, heavy viewing members of the genders are closer together than light viewers of the two groups. Similar patterns hold when the associations are controlled for education and income. In short, heavy viewers seem to be constitute more homogeneous groups than their light viewing counterparts.

A somewhat different pattern of mainstreaming is apparent among low, medium, and high income groups expressing complacency about weight and nutrition. This pattern is shown in Figure 4. It indicates that the association between viewing and nutritional complacency is strongest among high and medium income respondents who light viewers are the least complacent. Low income respondents are the least concerned about weight and nutrition even as light viewers. In fact, heavier viewing even decreases their complacency and brings them closer to the majority of heavy viewers in the television mainstream.

An unequal sense of danger, vulnerability and mistrust, a generally lower degree of concern about smoking, health, and nutrition, and the homogenization of outlooks are the deeper problems of violence-laden and marketing-driven television. These are not only simple policy issues. They are structural problems that any health-promotion and substance abuse prevention program has to confront.

five years, covering the 1988-89 through the 1992-93 seasons. Violent programs were defined as those that contained at least 10 seconds of overt physical violence per hour. Non-violent programs had none. After eliminating titles that aired more than once within the same season's sample (in order to avoid undue emphasis on such programs), each sample ended up with 101 programs.

The second comparison eliminated programs that were only occasionally violent, i.e., programs that did not have violence in each annual sample. That comparison tests the ratings of repeatedly and consistently violent, occasionally violent, and non-violent programs.

Comparisons of Nielsen ratings

The first comparison tests the general viewership of the total violent and non-violent program samples (App. Table II-1). It shows that the overall average rating of the non-violent sample is 13.9 and the rating of the violent sample is 11.2. The shares of the non-violent and violent samples are 22.5 and 18.92, respectively. Furthermore, the non-violent sample is more highly rated than the violent sample for each of the five seasons tested.

The second method tests if there is a further difference between the viewership of repeatedly and consistently violent vs. only occasionally violent programs. Programs with some episodes that were violent and others non-violent are in a "mixed" category. The remaining two categories contain consistently violent and always non-violent programs (App. Table II-2).

This most rigorous test of the violence formula, seen on Figure 5, further demonstrates the relative unpopularity

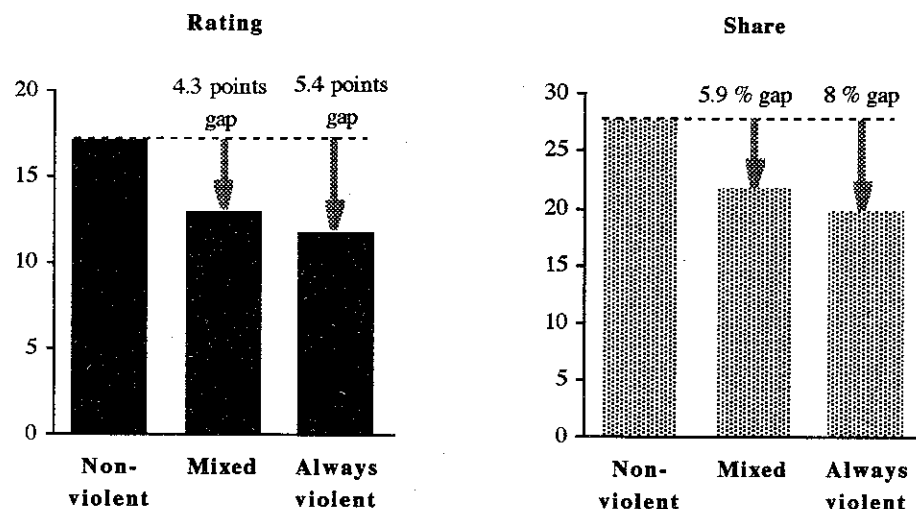


FIGURE 5: RATINGS AND SHARES COMPARISONS BETWEEN NON-VIOLENT, MIXED, AND VIOLENT PROGRAMS

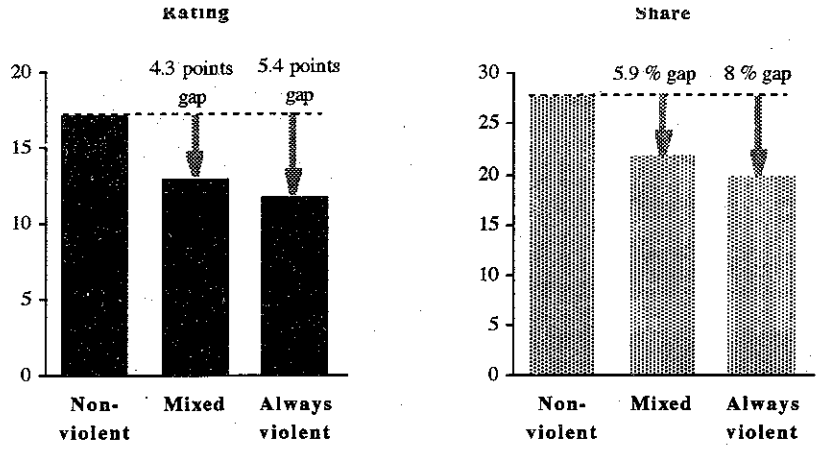


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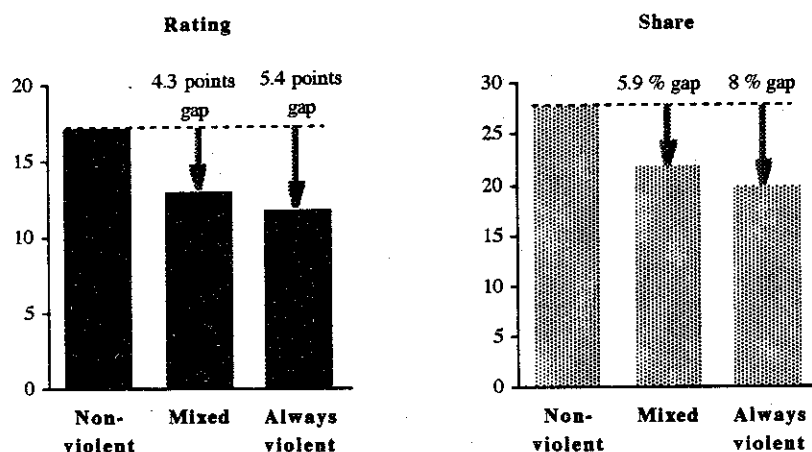


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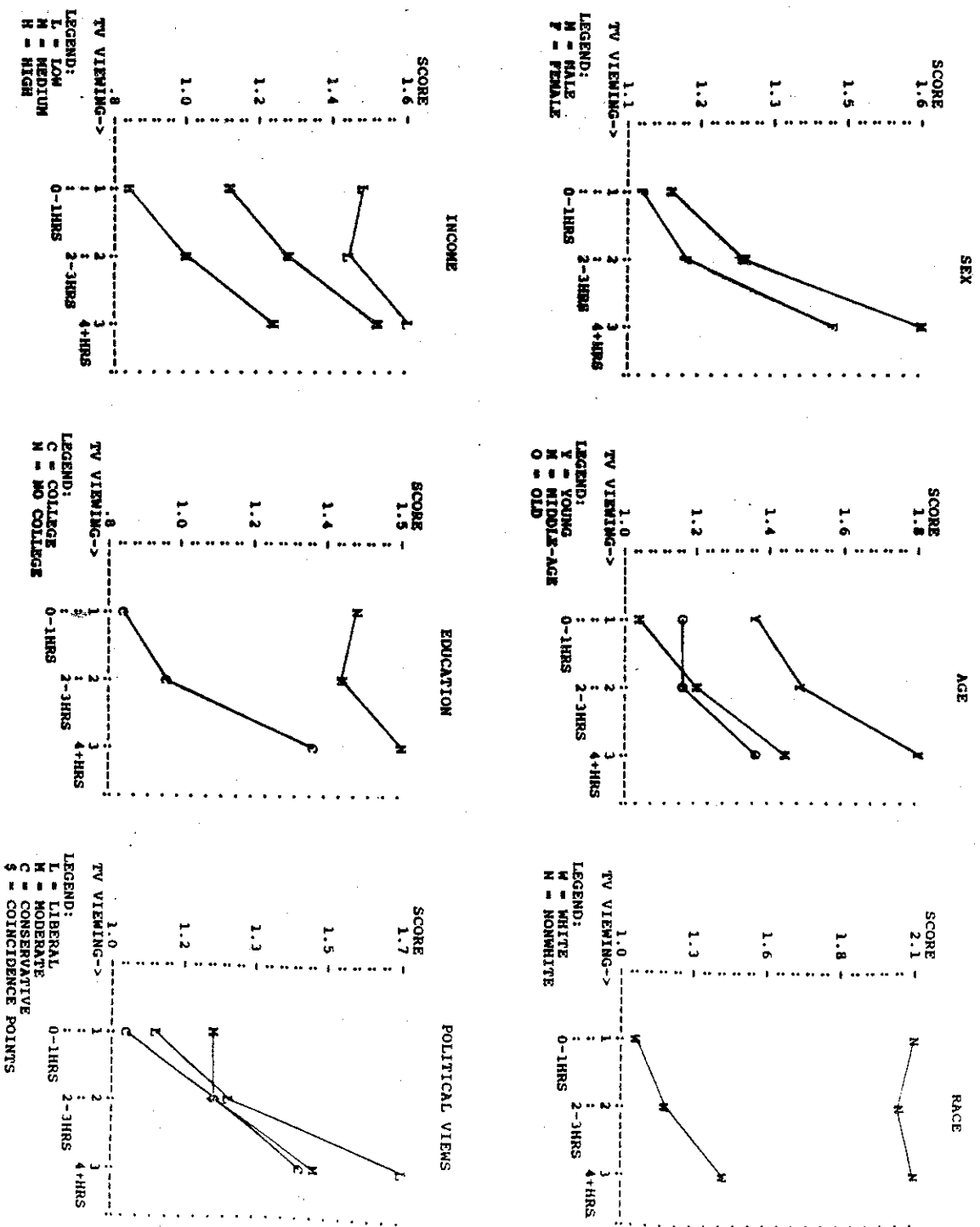


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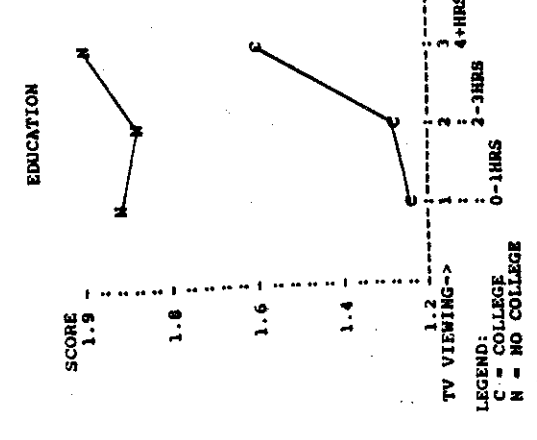
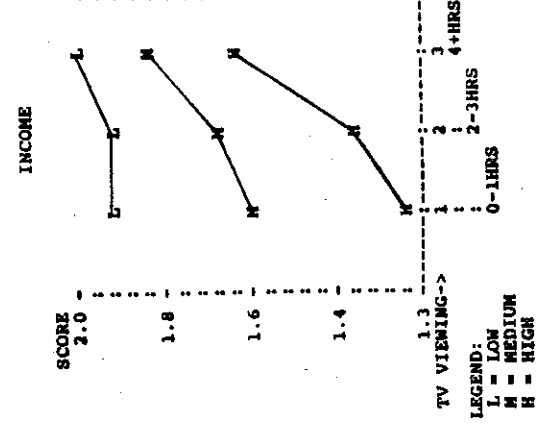
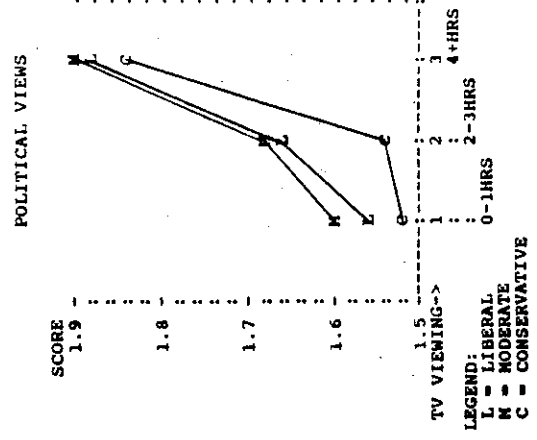
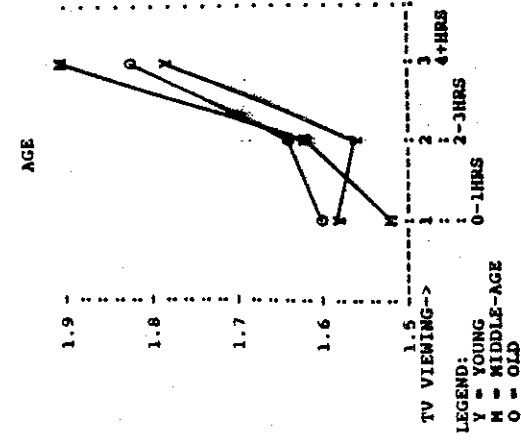
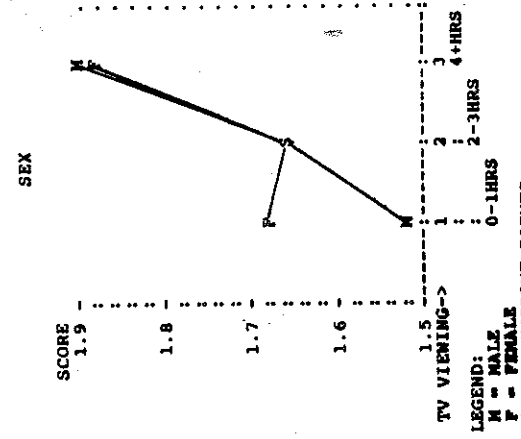
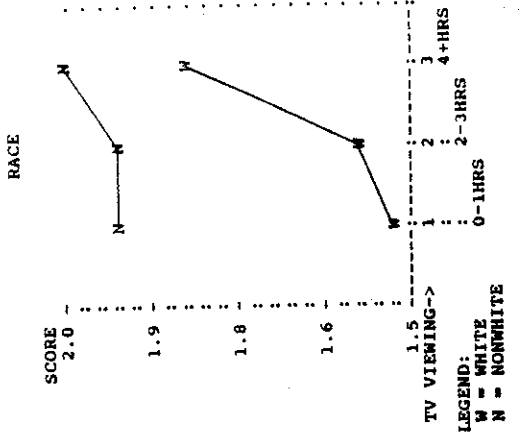


FIGURE 2: SCORES ON THE "GLOOM AND DOOM" INDEX FOR SIX SUBGROUPS

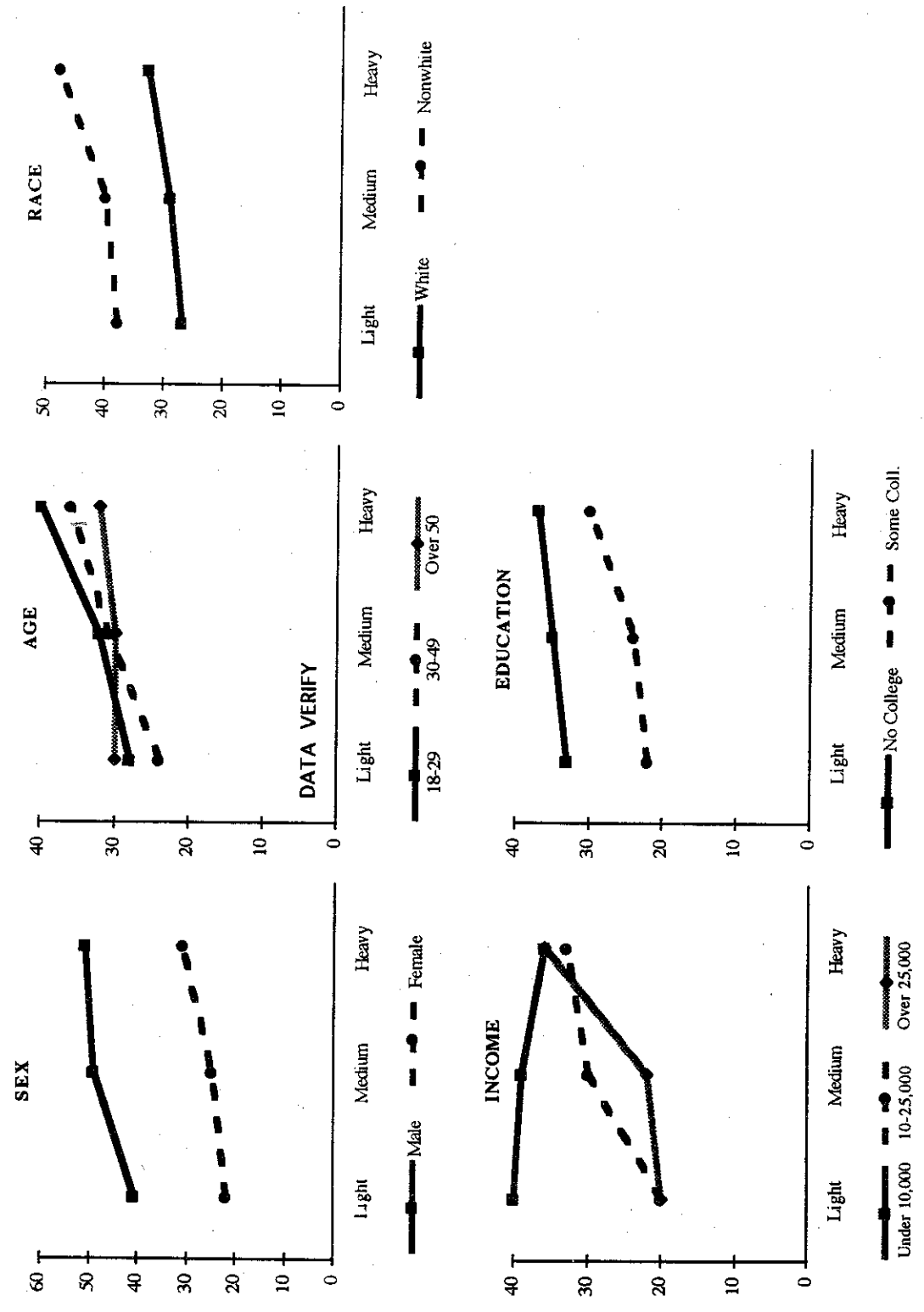


FIGURE 4: ASSOCIATIONS BETWEEN VIEWING AND NUTRITIONAL COMPLACENCY

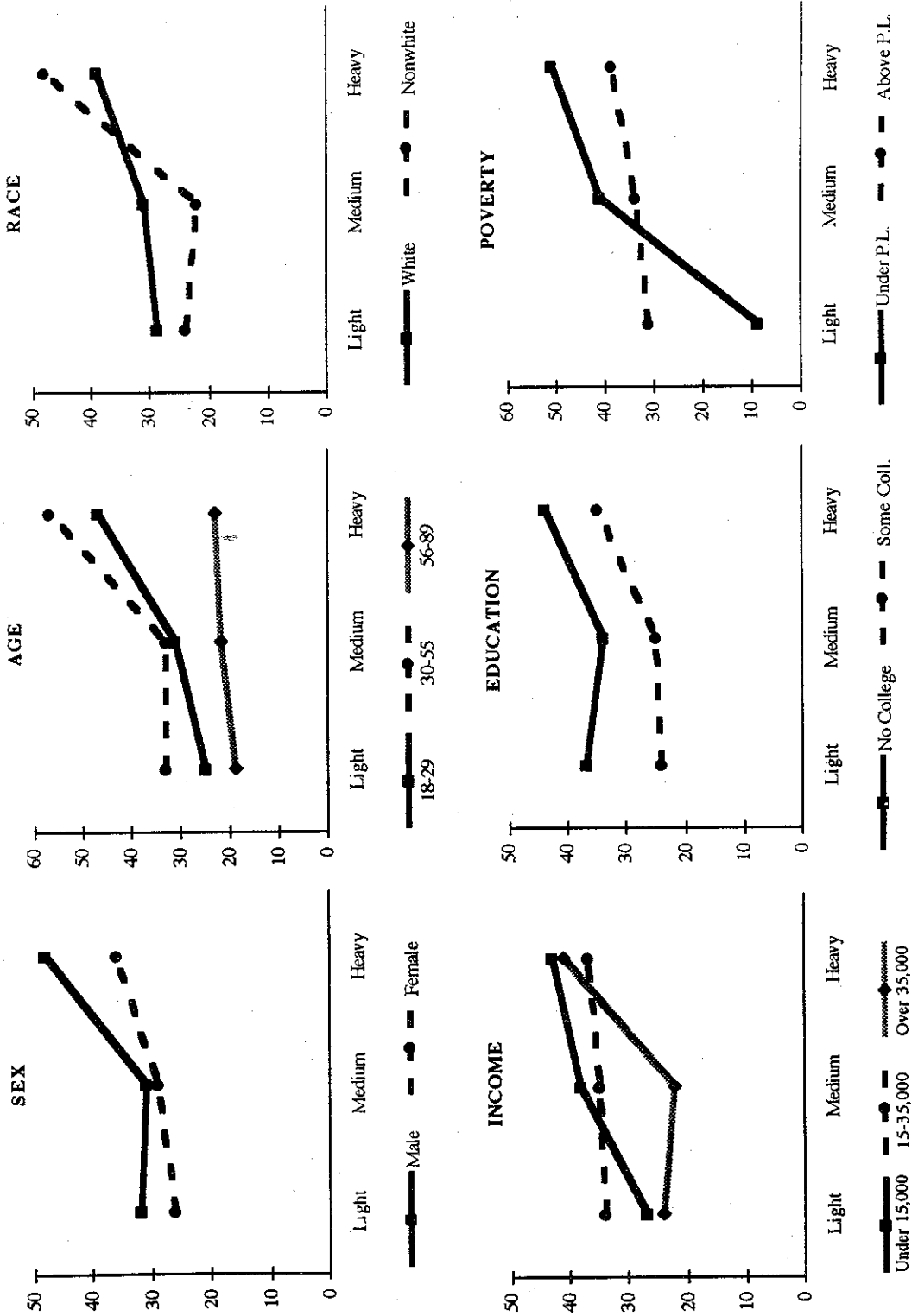
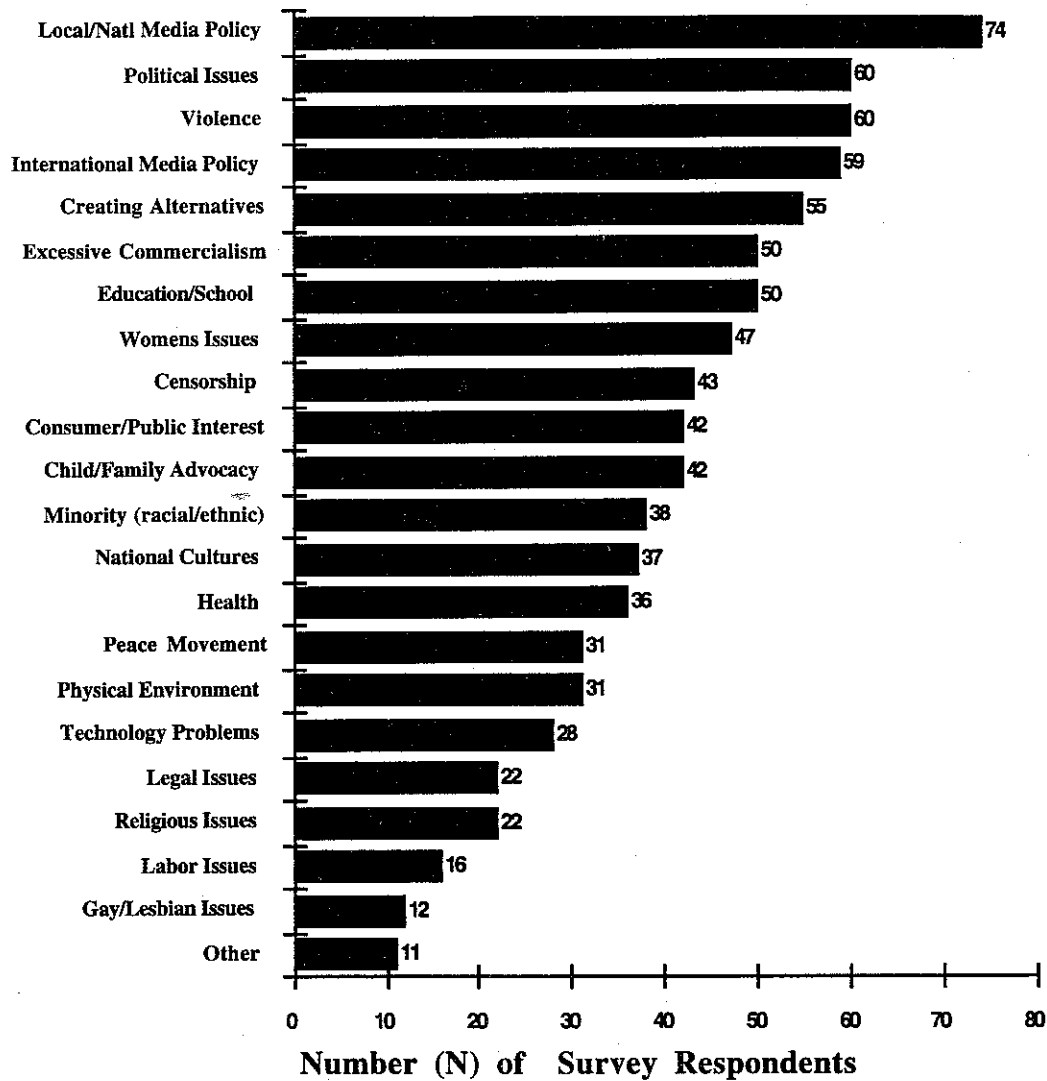


FIGURE 3: ASSOCIATIONS BETWEEN VIEWING AND SMOKING



**FIGURE 6: ISSUES OF INTEREST INDICATED IN THE SURVEY RESULTS
(PERCENTS)**

TABLE I-C-7: NUMBER AND PERCENT OF RESPONDENTS WHO HAVE HIGH SCORES ON THE "GLOOM AND DOOM INDEX"

	Television Viewing								CD (%Heavy- %Light)	Gamma	Total N
	Total		Light		Medium		Heavy				
	N	%	N	%	N	%	N	%			
<u>Overall</u>	3334	58	740	53	1425	55	1169	65	12	+ .158***	5790
<u>Sex</u>											
Men	1453	56	346	49	685	55	422	64	15	+ .185***	2601
Women	1881	59	394	56	740	55	747	65	9	+ .131***	3189
<u>Age</u>											
Under 30	830	57	183	54	316	53	331	63	9	+ .137**	1459
30 to 54	1442	57	372	51	663	55	407	68	17	+ .203***	2537
Over 55	1045	59	179	56	439	57	427	63	7	+ .110**	1766
<u>Education</u>											
No College	2456	65	460	66	1033	63	963	68	2	+ .050	3758
Some College	888	43	279	40	387	42	202	52	12	+ .139***	2020
<u>Race</u>											
White	2678	55	624	50	1170	53	884	63	13	+ .157***	4858
Non-White	656	70	116	72	255	68	285	72	0	+ .033	932
<u>Income</u>											
Under \$10,000	1059	69	195	68	389	67	475	70	2	+ .037	1542
\$10,000 to \$20,000	980	60	204	56	431	59	345	66	10	+ .132**	1626
Over \$20,000	1040	47	279	42	501	46	260	57	13	+ .173***	2204
<u>Political Views</u>											
Conservative	984	53	242	50	428	51	314	61	11	+ .145***	1842
Moderate	1307	59	253	53	554	57	500	66	13	+ .174***	2202
Liberal	899	58	207	53	385	56	307	66	13	+ .164***	1548

Data Source: NORC General Social Surveys for 1977, 1980, and 1985

* p <= .05; ** p <= .01; *** p <= .001

Note: Viewing was measured by the following question: "On the average day, about how many hours do you personally watch television?" Light: under 2 hours; Medium: 2 to 4 hours; Heavy: over 4 hours.

The Index of Alienation and Gloom was measured by three of Srole's Anomie items: the lot of the average man is getting worse, it is hardly fair to bring a child into the world, and most public officials are not interested in the lot of the average man.

**TABLE I-C-8: ASSOCIATIONS BETWEEN AMOUNTS OF VIEWING AND SMOKING¹
1977 AND 1978**

	Television Viewing								C ²	p ³	Base N
	Total		Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall	41	(1248)	38	(297)	39	(546)	47	(405)	+ 9	.01**	(3750)
<i>Controlling for:</i>											
Sex:											
Male	48	(550)	44	(172)	48	(308)	57	(173)	+ 13	.15**	(1002)
Female	35	(598)	32	(125)	32	(241)	41	(232)	+ 10	.15**	(1718)
Education:											
No College	44	(912)	42	(183)	41	(389)	49	(340)	+ 7	.10**	(2083)
Some College	35	(331)	33	(113)	35	(154)	40	(64)	+ 7	.09	(2758)
Race:											
White	41	(1108)	38	(271)	39	(488)	48	(351)	+ 13	.14***	(2887)
Nonwhite	40	(131)	37	(22)	42	(56)	38	(53)	+ 3	.00	(332)
Income:											
Under \$10,000	40	(411)	40	(85)	35	(150)	43	(173)	+ 5	.10*	(1630)
\$10-20,000	45	(450)	39	(104)	44	(208)	52	(140)	+ 13	.15***	(1005)
Over \$20,000	38	(333)	34	(93)	39	(169)	46	(71)	+ 12	.14**	(869)
Present Health:											
Excellent/Good	42	(459)	40	(118)	38	(195)	49	(144)	+ 11	.11*	(1107)
Fair/Poor	40	(186)	52	(44)	39	(67)	48	(75)	+ 13	.15**	(414)
Age:											
18-24	44	(343)	39	(68)	41	(139)	51	(138)	+ 11	.15**	(775)
25-34	44	(784)	40	(210)	43	(366)	53	(208)	+ 13	.15**	(1786)
35-44	24	(118)	21	(18)	21	(40)	29	(58)	+ 8	.15**	(431)

Derived from NORC General Social Surveys 1977 and 1978.

¹ C² = % variation differential; % heavy viewers who smoke minus % light viewers who smoke.

TABLE I-C-9: ASSOCIATIONS BETWEEN AMOUNTS OF VIEWING AND SMOKING¹
1988 AND 1989

	Television Viewing								CD ²	Gamma	BaseN
	Total		Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall	33	(930)	29	(62)	30	(136)	41	(132)	+12	-.18***	(997)
Controlling for:											
Age:											
18 - 29	35	(88)	25	(13)	31	(35)	47	(40)	+22	-.30**	(251)
30 - 55	39	(78)	33	(40)	33	(75)	57	(63)	+24	-.28***	(458)
56 - 89	22	(63)	19	(8)	22	(26)	23	(29)	+ 4	-.06	(286)
Education:											
No College	38	(212)	37	(28)	34	(83)	44	(19)	+ 7	-.14*	(555)
College	27	(118)	24	(34)	25	(53)	35	(31)	+11	-.14+	(441)
Sex:											
Male	36	(162)	32	(31)	31	(68)	48	(63)	+16	-.23**	(448)
Female	31	(168)	26	(31)	29	(68)	36	(69)	+10	-.15*	(549)
Race:											
White	33	(281)	29	(57)	31	(123)	39	(101)	+10	-.14*	(854)
Non-White	34	(49)	24	(5)	22	(13)	48	(31)	+24	-.44**	(143)
Income:											
Under \$ 15,000	38	(106)	27	(11)	38	(39)	43	(56)	+16	-.19*	(275)
\$ 15 - 35,000	35	(120)	34	(24)	35	(55)	37	(41)	+ 3	-.03	(340)
Over \$ 35,000	26	(75)	24	(20)	22	(36)	41	(19)	+17	-.19 ^{ns}	(290)
Poverty Line:											
Under Poverty Line	41	(31)	9	(1)	41	(11)	51	(19)	+42	-.44*	(75)
Above Poverty Line	35	(149)	31	(29)	34	(64)	39	(56)	+ 8	-.12+	(424)
Satisfaction From Health:											
V.G.Deal/G.Deal	29	(161)	28	(35)	26	(68)	36	(58)	+ 8	-.14*	(552)
Quite a Bit/None	37	(164)	29	(25)	35	(67)	46	(72)	+17	-.23**	(438)
Sex & Income:											
Male & < \$15,000	44	(40)	9	(1)	42	(18)	57	(21)	+48	-.47**	(91)
Female & > \$35,000	24	(31)	17	(7)	23	(15)	37	(9)	+20	-.31*	(131)
Education & Income:											
No college & < \$15,000	40	(82)	32	(7)	35	(25)	45	(50)	+13	-.21*	(205)

+ =< .1; * =< .05; ** =< .01; *** =< .001

¹ Dichotomized as "yes" or "no"

² Cultivation Differential; % Heavy Viewer minus % Light Viewers

Data Source: NORC General Social Surveys 1988 and 1989

TABLE I-C-11: ASSOCIATIONS BETWEEN VIEWING AND NUTRITIONAL COMPLACENCY

	Television Viewing								CD ²	Gamma	BaseN
	Total		Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall	56	(552)	59	(126)	58	(268)	50	(160)	- 9	.12**	(991)
Controlling for:											
Age:											
18 - 29	64	(161)	61	(31)	68	(78)	61	(52)	0	.04	(251)
30 - 55	55	(250)	60	(71)	56	(127)	47	(52)	-13	.15*	(456)
56 - 89	50	(140)	55	(23)	51	(61)	46	(56)	- 9	.11	(282)
Sex:											
Male	56	(247)	61	(59)	56	(124)	50	(64)	-11	.13+	(445)
Female	56	(305)	57	(67)	60	(142)	50	(96)	- 7	.11+	(546)
Education:											
No College	52	(286)	57	(42)	55	(137)	47	(107)	-10	.15*	(551)
College	61	(266)	60	(84)	61	(129)	60	(53)	0	-.007	(439)
Race:											
White	57	(480)	59	(114)	59	(236)	51	(130)	- 8	.11*	(849)
Non-White	51	(72)	57	(12)	52	(30)	48	(30)	- 9	.11	(144)
Income:											
Under \$ 15,000	49	(134)	50	(20)	53	(55)	46	(59)	- 4	.09	(272)
\$ 15 - 35,000	56	(190)	59	(41)	54	(85)	57	(64)	- 2	.00	(340)
Over \$ 35,000	63	(182)	64	(54)	64	(102)	58	(26)	- 6	.05	(290)
Smoking:											
Yes	49	(161)	58	(35)	50	(68)	45	(58)	-13	.16*	(325)
No	59	(391)	59	(91)	61	(198)	54	(102)	- 5	.07	(665)
Drinking:											
Yes	58	(392)	60	(90)	59	(191)	53	(111)	- 7	.09+	(680)
No	52	(160)	57	(36)	55	(75)	44	(49)	-13	.17*	(309)
Smoking and Drinking:											
Smoke but not Drink	47	(32)	80	(8)	52	(15)	31	(9)	-49	.53**	(68)
Drink but not Smoke	62	(263)	63	(63)	64	(138)	58	(62)	- 5	.07	(423)
Smoke and Drink	50	(129)	54	(27)	50	(53)	48	(49)	- 6	.06	(257)

+ =< .1; * =< .05; ** =< .01; *** =< .001

¹ Dichotomized as "Very Great Deal/Great Deal", or "Quite a Bit/None"

² Cultivation Differential; ‡ Heavy Viewer minus ‡ Light Viewers

Data Source: NORC General Social Surveys 1988 and 1989

TABLE I-C-12: HEALTH VALUES, BEHAVIORS, AND INFORMATION FOR THOSE WHO DO AND DO NOT SELECT TELEVISION AS ONE OF TWO OR THREE "MAIN SOURCES OF INFORMATION," FROM A LIST OF 16 SOURCES

	% Who Are Complacent			% With Old Health Values			% Who Are Nonexercisers			% Who Are Poorly Informed			Base N (±5)
	TV not Chosen	TV Chosen	gamma	TV not Chosen	TV Chosen	gamma	TV not Chosen	TV Chosen	gamma	TV not Chosen	TV Chosen	gamma	
Social Class:													
Lower	63	70	.14	7	11	.24	62	60	-.04	24	48	.49***	(380)
Middle	69	76	.17**	14	18	.14*	55	73	.38***	18	29	.30***	(1207)
Upper	70	80	.27**	7	14	.34**	50	60	.21**	13	24	.36***	(539)
Residence:													
Central City ...	70	72	.04	10	30	.57***	60	68	.18*	22	43	.46***	(704)
Urban	68	77	.22***	15	16	.02	54	65	.22***	16	26	.28***	(978)
Rural	66	76	.22**	8	4	-.37*	56	73	.36***	13	21	.30***	(702)
Sex:													
Male	73	72	-.04	13	20	.24***	51	59	.36***	23	33	.25***	(1026)
Female	64	78	.32***	11	13	.12	60	68	.16***	13	26	.42***	(1359)

* p < .05.

** p < .01.

*** p < .001.

Data Source: General Mills/Yankeovich, Skelley, and White 1979.

TABLE I-C-4: NUMBER AND PERCENT OF RESPONDENTS WHO HAVE HIGH SCORE ON THE "MEAN WORLD INDEX"

	Television Viewing								CD (%Heavy- %Light)	Gamma	Total N
	Total		Light		Medium		Heavy				
	N	%	N	%	N	%	N	%			
<u>Overall</u>	2214	42	454	36	969	40	791	49	13	+.168***	5300
<u>Sex</u>											
Men	1024	44	220	37	482	43	322	53	16	+.194***	2316
Women	1190	40	234	35	487	37	469	47	12	+.160***	2984
<u>Age</u>											
Under 30	739	52	136	44	298	49	305	61	17	+.218***	1413
30 to 54	878	38	205	32	413	37	260	46	14	+.176***	2295
55 and Older	592	38	113	36	255	36	224	41	5	+.075	1576
<u>Education</u>											
No College	1669	48	301	46	721	46	647	50	4	+.066*	3510
Some College	538	30	151	25	245	29	142	44	19	+.223***	1779
<u>Race</u>											
White	1801	38	380	33	809	36	612	45	12	+.155***	4739
Non-White	413	74	74	73	160	73	179	74	1	+.013	561
<u>Income</u>											
Under \$10,000	819	50	161	49	313	47	345	53	4	+.060	1643
\$10,000 to \$20,000	697	43	120	34	321	41	256	52	18	+.226***	1626
Over \$20,000	552	32	140	28	273	32	139	40	12	+.153***	1707
<u>Political Views</u>											
Conservative	558	39	127	32	267	39	164	45	13	+.172***	1441
Moderate	752	43	144	42	315	39	293	48	6	+.093*	1755
Liberal	538	44	113	36	219	41	206	57	21	+.270***	1208

Data Source: NORC General Social Surveys from 1975, 1978, 1980, and 1983.

* p <= .05; ** p <= .01; *** p <= .001

Note: Viewing was measured by the following question: "On the average day, about how many hours do you personally watch television?" Light: under 2 hours; Medium: 2 to 4 hours; Heavy: over 4 hours.

The Mean World Index measures the degree to which respondents agree that most people are just looking out for themselves, that you can't be too careful in dealing with people, and that most people would take advantage of you if they got a chance.

TABLE I-C-3: PERCENT OF RESPONDENTS WHO SAY CHANCES OF INVOLVEMENT IN VIOLENCE IN A WEEK ARE 10 IN 100 RATHER THAN 1 IN 100

	Giving Television Answer								CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹								
	%	N	Light		Medium		Heavy				
		%	N	%	N	%	N				
<u>Overall</u>	73	(3992)	71	(1206)	69	(1603)	81	(1183)	+10	.14***	5490
controlling for:											
<u>Age</u>											
18-29	81	(1377)	76	(405)	77	(532)	90	(440)	+14	.14 [#]	
30-54	69	(1549)	68	(492)	65	(657)	77	(400)	+9	.28***	1706
over 55	70	(1066)	71	(309)	65	(414)	75	(343)	+4	.11**	2256
										.07	1528
<u>Education</u>											
No College	76	(2914)	76	(807)	71	(1133)	83	(973)	+7	.12 [#]	
Some College	65	(1067)	63	(393)	65	(467)	72	(207)	+9	.13***	3844
										.10**	1630
<u>Newspaper Reading</u>											
Sometimes	80	(1566)	75	(490)	76	(599)	89	(478)	+14	.13 [#]	
Everyday	69	(2421)	69	(714)	65	(1004)	76	(702)	+7	.25***	1971
										.10***	3514
<u>Race</u>											
White	70	(3421)	69	(1042)	66	(1385)	79	(993)	+10	.13 [#]	
Non-White	90	(572)	86	(164)	90	(218)	93	(189)	+7	.13***	4854
										.25**	636
<u>Urban Proximity</u>											
City over 250,000	70	(680)	69	(200)	64	(267)	79	(213)	+10	.15 [#]	
City under 250,000	73	(448)	74	(125)	70	(182)	76	(141)	+3	.13**	974
Suburban	70	(1496)	67	(456)	68	(614)	80	(426)	+13	.05	614
Non-Metropolitan	77	(1369)	77	(426)	72	(540)	85	(402)	+13	.18***	2122
										.13**	1780
<u>Family Income</u>											
under \$10,000	81	(1567)	84	(431)	75	(539)	84	(597)	0	.10 [#]	
\$10,000 - \$25,000	71	(1703)	68	(483)	70	(777)	76	(443)	+8	.04	1937
over \$25,000	63	(723)	62	(293)	57	(287)	80	(143)	+18	.12***	2402
										.13**	1152
<u>Sex</u>											
Male	66	(1719)	67	(581)	61	(698)	76	(439)	+8	.12 [#]	
Female	78	(2274)	76	(625)	76	(905)	84	(743)	+8	.09**	2589
										.15***	2901

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

First-order partial gamma

* $p \leq .05$ (tau)

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

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

Data Source: Opinion Research Corporation

Figure 1: Violence Index of Television Networks Prime Time and Saturday Morning Dramatic Programs (1973 – 1993)

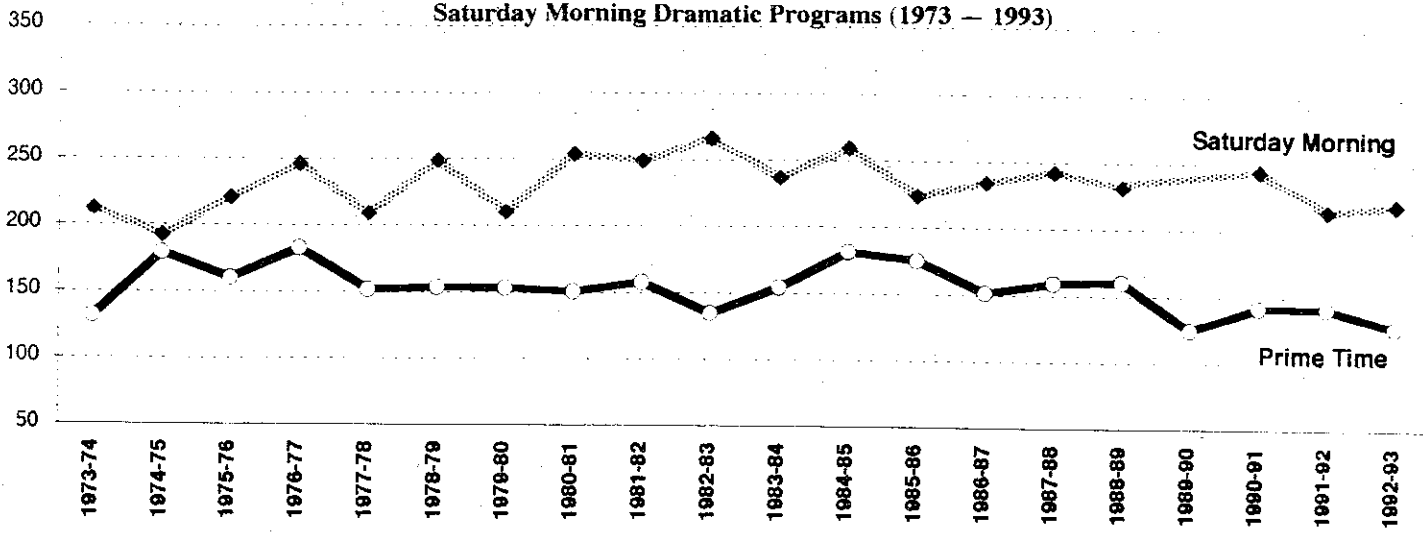


Figure 2: Violence Index of Three Television Networks Prime Time and Saturday Morning Programs (1973 — 1993)

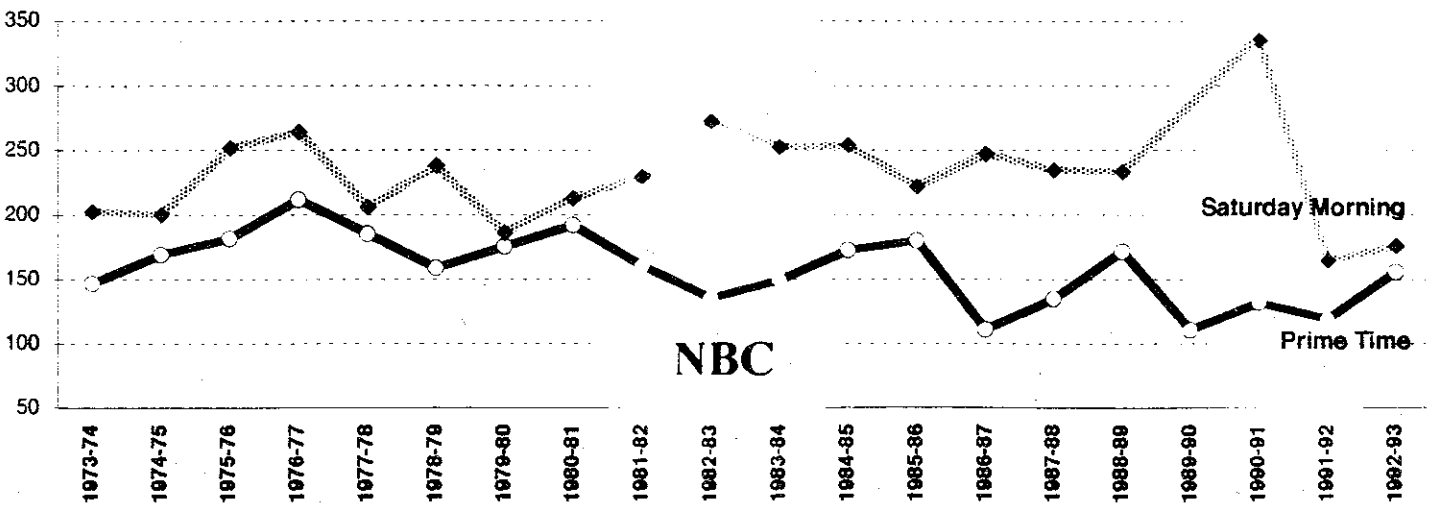
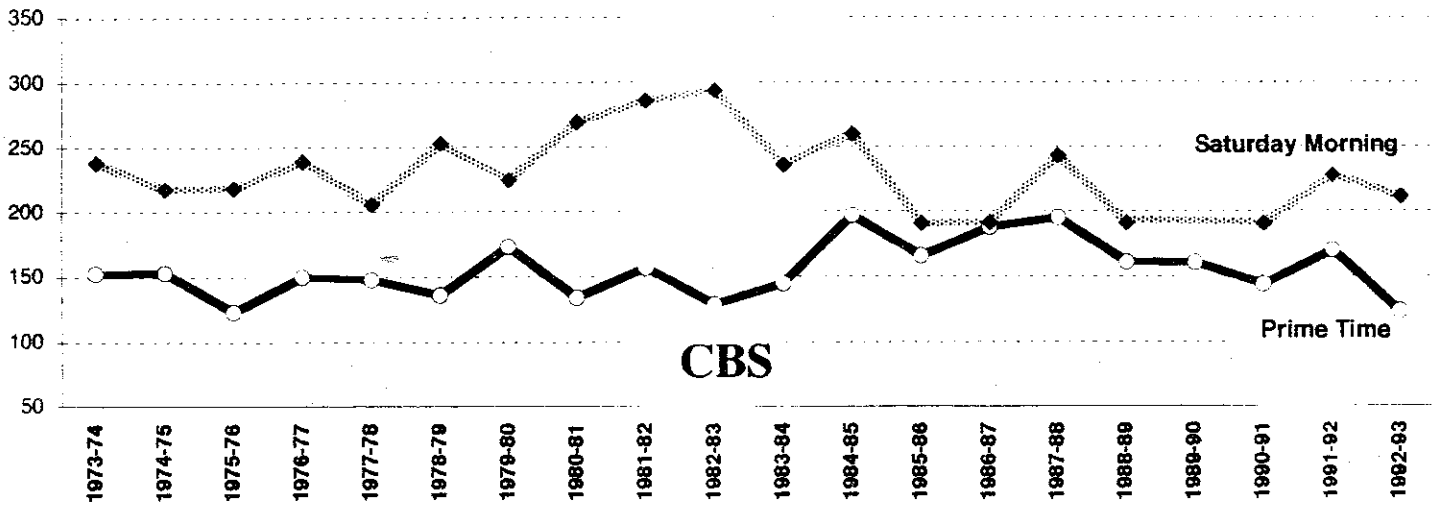
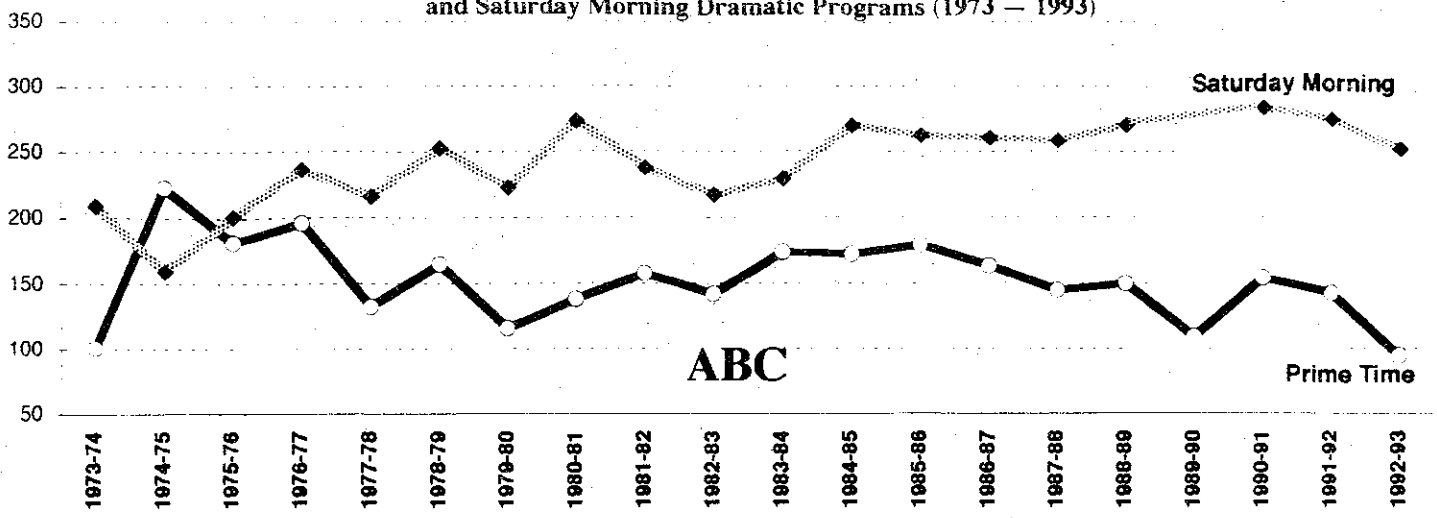


FIGURE 5: ISSUES OF INTEREST INDICATED IN THE SURVEY RESULTS
(PERCENTS)

7
6

CUTLE IS IN THE COPY,

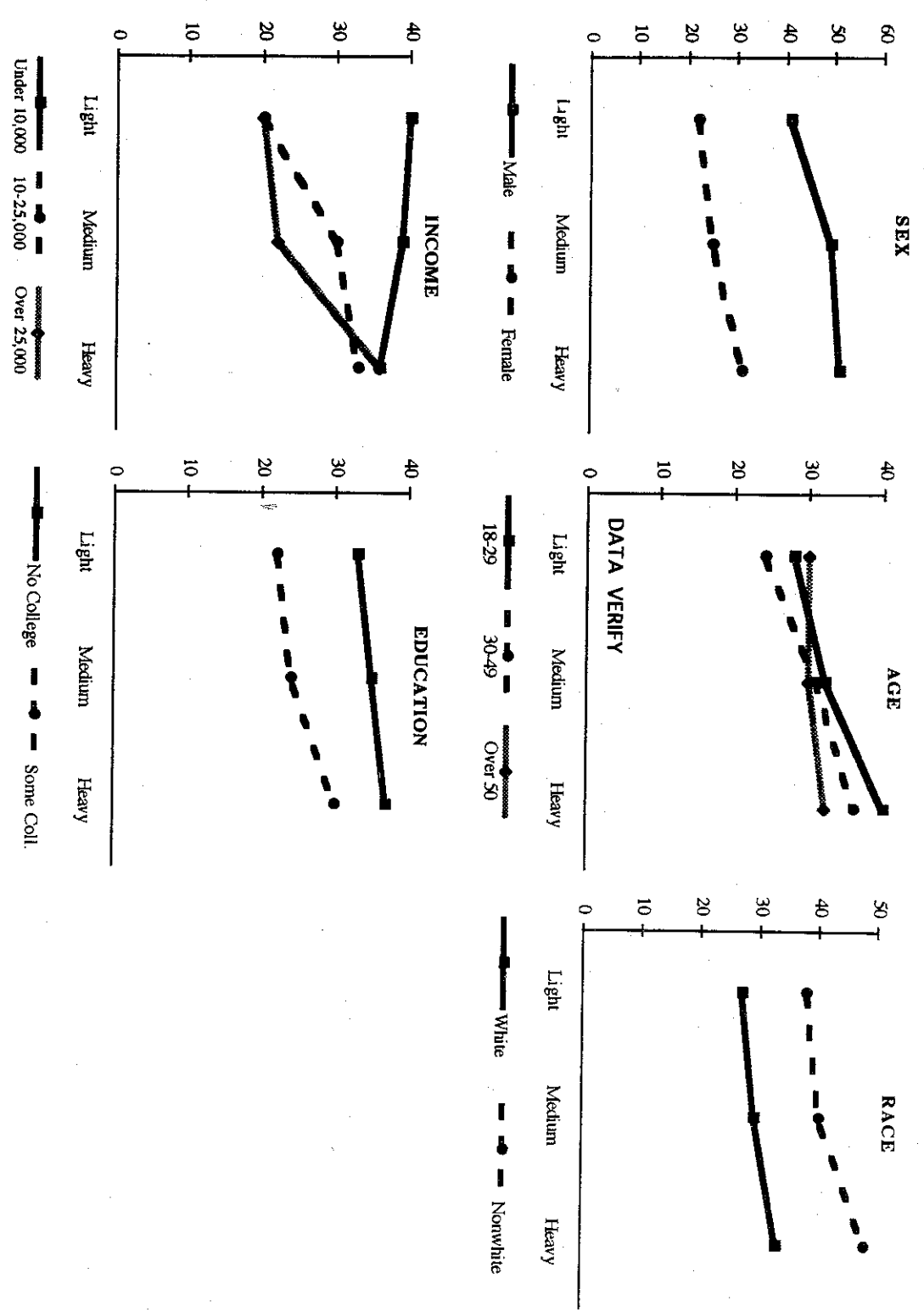


FIGURE 4: ASSOCIATIONS BETWEEN VIEWING AND NUTRITIONAL COMPLACENCY

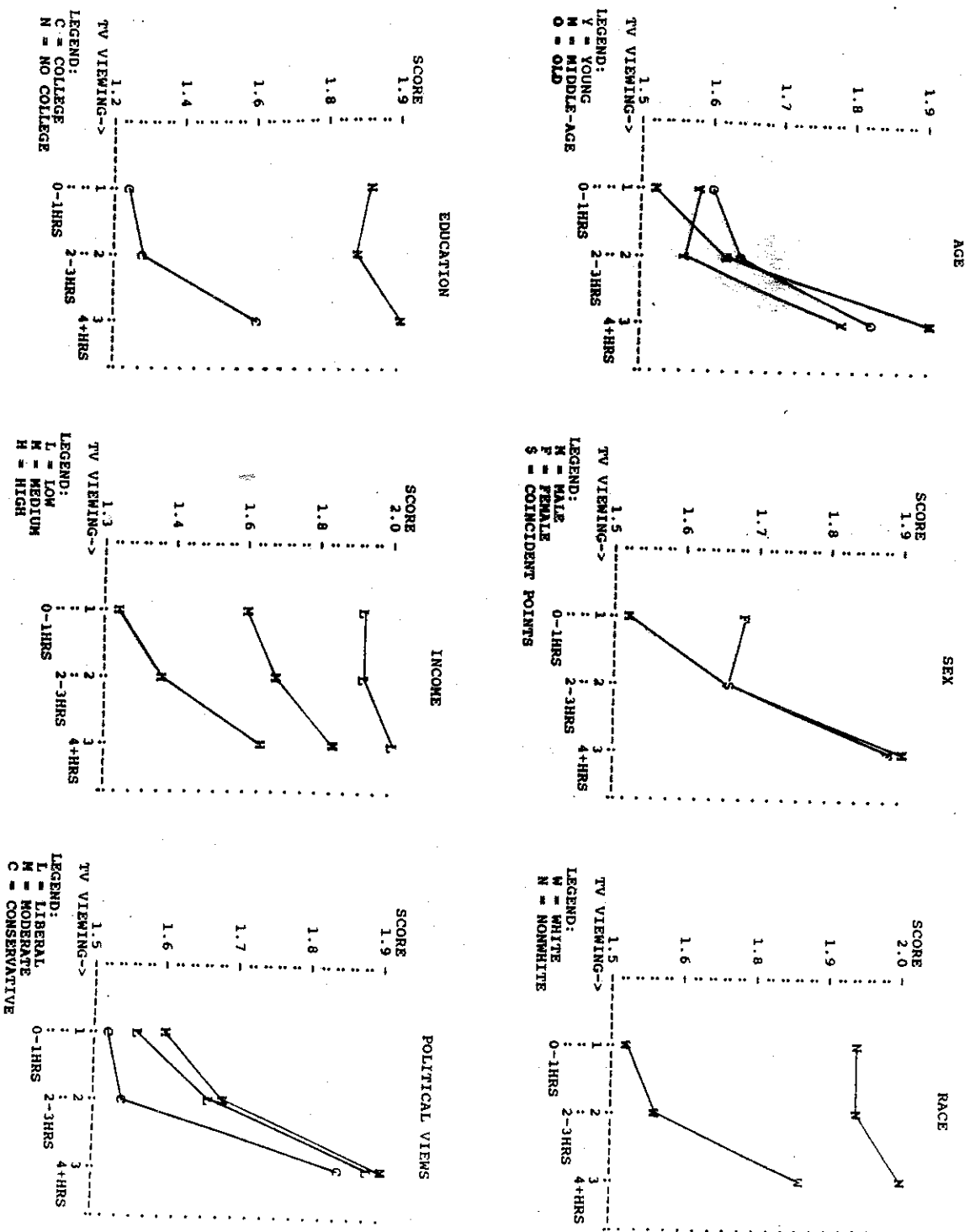


FIGURE 2: SCORES ON THE "GLOOM AND DOOM" INDEX FOR SIX SUBGROUPS