

ity. NIMH staff informs me that, in the scientific community, there is a high level of interest in submitting proposals relevant to the development of the TV profile. One piece of needed research is already underway involving an analysis of prime-time network television drama, including the extent of some of the characteristics of violent actions.

Upon development of the profile, it would be disseminated periodically to the Congress, the Federal Communications Commission, this Department, and other interested organizations, thus helping government and industry to fulfill their responsibilities to the American people.

With best regards,

Sincerely,

ELLIOT L. RICHARDSON,
Secretary.

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THE VIOLENCE PROFILE

Some indicators of trends in and the
symbolic structure of network
television drama
1967-1971

July 1972

by

George Gerbner
with the assistance of
Michael F. Eleey and Nancy Tedesco

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INTRODUCTION

This is the fourth in a series of reports on televised dramatic violence. The continuing research from which this report is drawn has investigated the extent, nature, and symbolic functions of violence in network television drama since 1967.

The research was initiated under contract with the National Commission on the Causes and Prevention of Violence. The 1967-68 findings were published in the report of the Commission's Mass Media Task Force (Violence and the Media by Robert K. Baker and Sandra J. Ball, U.S. Government Printing Office, Washington, D. C., 1969). The 1969 and 1970 research was conducted under the sponsorship of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior. The 1967-69 findings, including a discussion of the symbolic functions of television violence in demonstrating the structure of social power, appeared under the title "Violence in Television Drama: Trends and Symbolic Functions" in Volume 1 of the report to that Committee (Television and Social Behavior: Media Content and Control, edited by George A. Comstock and Eli A. Rubinstein, U. S. Government Printing Office, Washington, D.C., 1972). The "Violence Index" combining several dimensions of violent representations in a single measure was developed for and first appeared in that report.

In March, 1972 we released a report including the findings of measures of televised dramatic violence through 1970. The present report contains the annual results through 1971.

The title of the report has been changed to "Violence Profile" in order to emphasize the greater range of measures and dimensions reflected in it. Although we shall continue to report the summary Violence Index (based on terms described in the Appendix and assumptions discussed in the Comstock and Rubinstein volume), we want to stress that any single "rating" necessarily oversimplifies and

potentially distorts the human and social significance of a complex activity such as violence. The Index should not be treated as a statistical finding but as a convenient illustrator facilitating certain gross comparisons. In making such comparisons, the behavior of the individual component indicators should also be observed.

Future reports in this series will increasingly rely on a variety of measures in order to place the trends in the amount of TV violence in a meaningful perspective. The frequency of violent acts is, of course, not without significance. The amount of repetitive, ritualistic, standardized video violence can be measured by tracking its prevalence, rate, and roles. The Surgeon General's report has provided reason and evidence for considering such mass-mediated mayhem a public health problem. But the nature and functions of violence in cultivating conceptions about life and society may be more closely related to the symbolic context of violence than to its sheer frequency. Who does what to whom and with what effects are aspects of symbolic violence that cannot be separated from the "how often" without losing some of the significance of the lessons it demonstrates. Illustrating these structural aspects of violence in this report are findings that deal with the distributions of those inflicting and suffering violence. Ratios of victimization help delineate the relative powers of men and women and of whites and nonwhites in the world of television drama.

The definition of dramatic violence in this study was "the overt expression of physical force, compelling action against one's will on pain of being hurt or killed, or actually hurting or killing."

A summary of the findings, and the account of measures of violence and of selected indicators of its social structure follow. The Appendix contains an explanation of analytical procedures and the terms used in the Violence Index. The tabular and graphic presentation of the measures and indicators composing the Index by program types, networks, and other categories from 1967 through 1971 concludes the report.

SUMMARY OF THE 1971 FINDINGS

The 4-year trend toward lower levels and less lethal violence was reversed in 1971. Only cartoons continued to moderate what is still the highest dose of violence on television. CBS programs, traditionally the least violent, became the most violent of the three major networks, and ABC the least violent. Feature films and new programs in 1971 spearheaded the trend toward more lethal violence by depicting record high proportions of screen killers.

The social structure of dramatic violence continued to demonstrate the unequal distribution of power in the fictional world of television. The disproportionate victimization of women characters increased in time. The differential calculus of dramatic risks also favored whites over nonwhites.

Measures of Violence

The Violence Index rose slightly for the first time since 1967 when the measurement of television violence began on a systematic and continuous basis. The overall rise was due mostly to the increase of violence in TV plays (still the least violent dramatic fare) above 1969 levels. Violent characterizations fell to about 6 out of every 10 major characters from their previous high of about 7 out of 10. The proportion of killers, however, rose to nearly 9 percent of major characters, more than double the 1969 figure.

Cartoons and feature films, still the most violent dramatic material on television, dropped in violence in 1971. In a sharp reversal of historic standings, CBS emerged as the most violent network with an Index of 194.5. NBC was second with 189.1 and ABC the least violent with 141.7. Both ABC and NBC reduced

dramatic violence from their 1970 figures, while violence on CBS increased to the highest level for that network.

ABC's overall mayhem was down, especially in cartoons, but killing rose above the 1969 level. CBS boosted violence in all categories, including cartoons, and its killings rose sharply to an all-time high, involving 16 percent of major characters as killers or killed, or both. NBC's reductions affected most categories of violence, especially cartoons, and included a substantial cut in killers and killed.

New non-cartoon programs were, on the whole, more violent than programs continued from the previous season. The boost was especially marked in what became the characteristic new feature of the 1971 season -- the increase in dramatic killers on the TV screen.

Selected Indicators of Symbolic Structure

Violence-victim ratio

If we take all those who are shown to inflict injury or death (violents) and all those who are shown absorbing some such punishment (victims) we get largely but not completely overlapping groups of dramatic characters. Out of all 762 leading characters analyzed from 1967 to 1969, 383 were violents and 452 were victims. (Only 322 were in both groups.) If we divide the larger number (victims) by the smaller (violents), we get a power ratio of 1.18:1 for the years 1967 to 1969. That means that for every violent there were 1.18 victims. The ability to absorb punishment may indicate different individual power positions, depending upon who strikes the final blow. But in a general sense the group which has fewer victims per violent (or more violents per victim) can be considered as endowed with greater powers of violent initiative or resistance, or both.

The violence-victim ratio for all major characters indicates a slight decline of power imbalance:

For every violent, there were 1.18 victims 1967-69

1.21 victims in 1969

1.09 victims in 1970

1.10 victims in 1971

If, however, we compare male and female characters, we find that the power imbalance among females has not declined, and, with the exception of 1970, the ratio was favorable to males:

For every male violent,

there were 1.17 male victims 1967-69

1.17 male victims in 1969

1.12 male victims in 1970

1.06 male victims in 1971

For every female violent,

there were 1.24 female victims 1967-69

1.45 female victims in 1969

1.08 female victims in 1970

1.43 female victims in 1971

In 1971 the men of the dramatic population provided only slightly more victims than violents, while the women suffered almost $1\frac{1}{2}$ victims for every violent, and, if anything, the imbalance has increased in time.

The symbolic balance of power between the white population of the world of television drama and the other characters of that world shows a similar inequity:

For every white violent,

there were 1.15 white victims 1967-69

1.19 white victims in 1969

1.10 white victims in 1970

1.08 white victims in 1971

For every nonwhite violent,

there were 1.24 nonwhite victims 1967-69

1.26 nonwhite victims in 1969

1.07 nonwhite victims in 1970

1.17 nonwhite victims in 1971

Again with the exception of 1970, nonwhites paid a higher price for violence in terms of the victimization of their numbers. Although sex breakdowns are not

shown here, the relative power status of males and females within both white and nonwhite groups followed closely that of all characters.

The killer-killed ratio

A morbid but telling indicator of power is the ratio of killed to killers. The figures show that the imbalance of killers and killed dipped and then rose with the increase in male killers:

For every character killed,	For every <u>male</u> character killed,
there were 2.03 killers 1967-69	there were 2.11 male killers 1967-69
1.75 killers in 1969	2.00 male killers in 1969
1.44 killers in 1970	2.00 male killers in 1970
2.75 killers in 1971	3.00 male killers in 1971

We can see that the male killer-killed ratio was consistently more "favorable" (to killers) than the all-character ratio. The number of females involved in killing is too low to compute by year. The overall ratios for the two time periods, however, show not only the lethal power imbalance favoring the males, but a striking increase in the fatal victimization of females. For every male character killed, there were 2.11 male killers 1967-69, and 2.35 male killers 1969-71. For every female character killed, there were 1.50 female killers 1967-69. But in 1969-71, there were 5 females killed for only 1 female killer. Women reversed the ratio and were portrayed as fatal victims of assault five times as often as they were shown to inflict lethal punishment.

The pattern of lethal power among nonwhite major characters shows them deprived if we consider all years studied. With a grand total of only 23 nonwhite major characters involved in fatal violence, the findings are inconclusive. For the years 1967-71, for every white killed there were 2.1 white killers, but for every nonwhite killed there were only 1.5 nonwhite killers.

APPENDIX

ANALYTICAL PROCEDURES

Sampling

The analysis was performed on annual sample-weeks of network dramatic programs broadcast in evening prime-time and Saturday daytime in the fall of each year since 1967. In 1967 and 1968, the hours included were 7:30 to 10 p.m. Monday through Saturday, 7 to 10 p.m. Sunday, and children's programs 8 a.m. to noon Saturday. Beginning in 1969, however, these hours were expanded until 11 p.m. each evening and from 7 a.m. to 2:30 p.m. Saturday. To allow comparisons under this sampling departure, figures for the transitional year 1969 are presented separately for (1) that portion of the 1969 week that conforms with the 1967-68 samples, and (2) the entire 1969 week commensurate with the enlarged samples.

The solid-week sample has been demonstrated to be at least as generalizable to a year's programming as larger randomly-selected samples. In a sampling experiment executed in connection with the 1967-68 study, a sample of 365 programs was constructed along the same time intervals as the project's 1967-68 samples, except that it was drawn according to a one-program-per-day random selection procedure, for a calendar year that approximately bridged the interval between the 1967 and 1968 samples. (See Michael F. Eleey, "Variations in Generalizability Resulting from Sampling Characteristics of Content Analysis Data: A Case Study," The Annenberg School of Communications, University of Pennsylvania, 1969.) There proved to be no significant differences in proportions along the dimensions of program style, format, type and tone between the experimental and solid-week samples.

Data Collection

Each year a group of coders is recruited and trained in the use of the coding instrument. They are pretested for reliability by a statistical analysis of

inter-coder agreement. (See Klaus Krippendorff, "Bivariate Agreement Coefficients for Reliability of Data," in E. F. Borgatta and G. W. Bohrnstedt, eds., Sociological Methodology: 1970, San Francisco: Jossey-Bass, Inc., 1970.)

All analysis is done by monitoring the videotaped programs as many times as necessary, and playing back selected portions as needed. In the final gathering of data, coders work in independent pairs, and all programs are coded by two such pairs. This set of double-coded data is then subjected to a final reliability analysis. On the basis of the reliability findings, a final set of codings is selected from the reliable coder pairs, and reliability results are tabulated by variable to guide the final interpretations. Variables failing to achieve a final reliability coefficient above .66 are eliminated from further analysis.

Recording Units

The recording units on which these findings are based are of three main types: (1) the television program as a whole (i.e. a dramatic plot-entity); (2) individual violent actions appearing in the programs; and (3) the dramatic characters appearing in the programs. The latter unit is further divided into two sub-types; major characters, representing the principal character-types essential to the plot of the program, and minor characters, comprising all other speaking characters. The figures on role and characterization in this report are based on the major characters only. The analysis of minor characters for those years for which they were recorded (1969, 1970, 1971) is in process.

Measures and Indicators Composing the Violence Index

The amount of violence in TV drama is measured in several ways. Some of these ways show the extent to which there was any violence in the program samples. Others note the frequency of violence. Still others show the proportion of leading

characters involved in violence. These measures we shall call prevalence, rate, and role, respectively.

The prevalence of violence in the program samples is expressed as the percent of plays, program hours, or both, containing any violence at all. This shows the likelihood of encountering (or chances of avoiding) violence in the course of non-selective viewing.

The rates of violence express the frequency and concentration of violent action in the samples. They are based on scenes of violence between the same opponents, called violent episodes. The number of violent episodes divided by the total number of plays (whether violent or not) yields the rate per all programs; the same number divided by the total number of program hours gives the rate per all hours.

Roles related to violence are those of leading characters committing violence, falling victim to it, or both. Each of these roles is separately computed, as is the percent of those involved in lethal violence and fatal victimization.

These measures of violence are based directly on analysts' observations. They are combined to form indicators expressing several of the qualities measured in single summary figures. They are not statistical findings in themselves, and should not be treated as such. Rather they serve as convenient illustrators of the basic findings and facilitate gross comparisons.

We will use three kinds of indicators. Two are based on selected measures showing qualities of programs and of characterizations, respectively. The third and most general index is the sum of the first two.

The two intermediate indicators are called scores. Prevalence, rate per play, and rate per hour are reflected in the program score (PS). This is computed as follows:

$$PS = (\%P) + 2(R/P) + 2(R/H)$$

In this formula, (%P) is the percent of programs containing violence, (R/P) is the rate of violent episodes per play, and (R/H) is the rate per hour. The rates are doubled in order to raise their relatively low numerical value to the importance that the concepts of frequency and saturation deserve. The rate per hour is included to reflect the concentration or diffusion of violent action in time. The formula, then, gives the greatest weight to the extent to which violence prevails at all in the programs. Secondary but substantial weight is given to the frequency of violence and the saturation of the programs with violent action.

Roles involving characters in some violence, weighted by roles involved in killing, are expressed in the character score (CS). The formula

$$CS = (\%V) + (\%K)$$

represents the percent of all leading characters committing violence, suffering violence or both (%V), with added weight given to the percent of those involved in killing either as killers or as victims, or both (%K).

Finally, the violence index is obtained by adding the program score to the character score. Prevalence, rate, and role are thus reflected in the index, with program information weighing usually slightly more heavily in the balance than information derived from character analysis. Of course, all these indices are additive: if all components change in the same direction, the index accumulates the changes; if they go counter to one another, the index balances them out.

TABLES AND FIGURES

TABLE 1: MEASURES AND INDICATORS: ALL NETWORKS, ALL PROGRAMS

		One week's prime time and Saturday morning programs in Enlarged sample					
SAMPLES (100%)		1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed		96	87	98	121	111	103
Program hours analyzed		62.00	58.50	61.75	71.75	67.17	70.29
Leading characters analyzed		240	215	307	377	196	252
MEASURES OF VIOLENCE							
<u>Prevalence</u>		%	%	%	%	%	%
(%P)	Programs containing violence	81.2	81.6	80.6	83.5	77.5	80.6
	Program hours containing violence	83.2	87.0	82.0	83.2	78.3	87.2
<u>Rate</u>		N	N	N	N	N	N
	Number of violent episodes	478	394	483	630	498	483
(R/P)	Rate per all programs (plays)	5.0	4.5	4.9	5.2	4.5	4.7
(R/H)	Rate per all hours	7.7	6.7	7.8	8.8	7.4	6.9
<u>Roles (% of leading characters)</u>		%	%	%	%	%	%
	Violents (committing violence)	55.8	49.3	46.6	48.5	52.0	46.0
	Victims (subjected to violence)	64.6	55.8	57.7	58.9	56.6	50.8
(%V)	All those involved in violence either as violents or as victims or both	73.3	65.1	64.2	66.3	62.8	61.5
	Killers (committing fatal violence)	12.5	10.7	3.3	3.7	6.6	8.7
	Killed (victims of lethal violence)	7.1	3.7	2.0	2.1	4.6	3.2
(%K)	All those involved in killing either as killers or as killed or both	18.8	11.6	5.3	5.5	8.7	9.9
INDICATORS OF VIOLENCE							
Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$		106.6	104.0	106.0	111.5	101.3	103.7
Character score: $CS = (\%V) + (\%K)$		92.1	76.7	69.5	71.8	71.5	71.4
Violence index: $VI = PS + CS$		198.7	180.7	175.5	183.3	172.8	175.1

**FIGURE 1: MEASURES AND INDICATORS
ALL NETWORKS, ALL PROGRAMS**

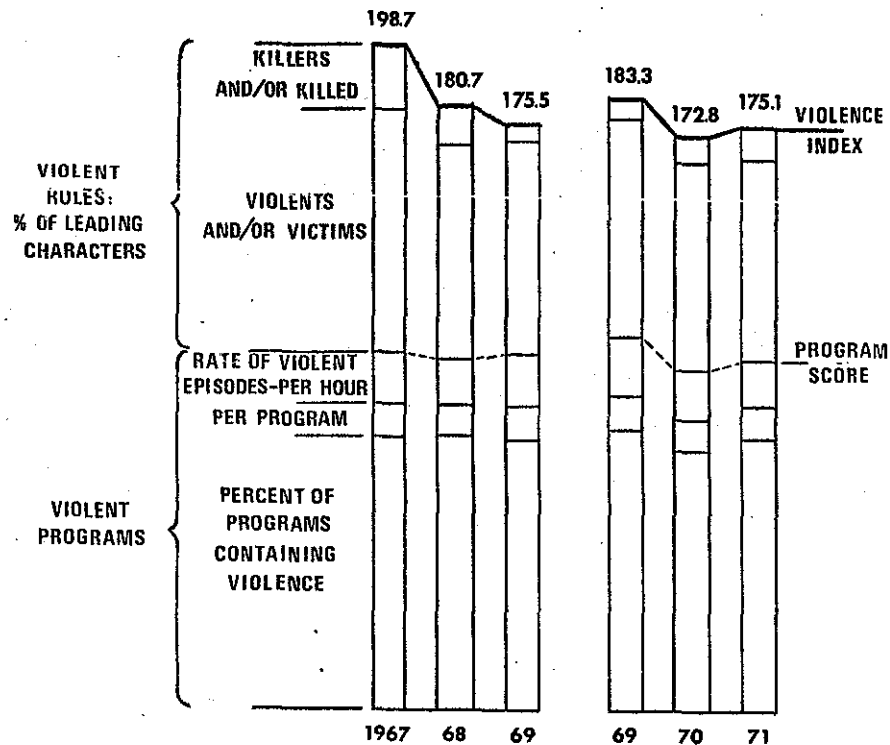


TABLE 2: MEASURES AND INDICATORS: CARTOONS, ALL NETWORKS

One week's prime time and Saturday morning programs in

SAMPLES (100%)	Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	32	25	38	53	50	33
Program hours analyzed	7.00	6.92	8.67	12.17	13.17	11.04
Leading characters analyzed	62	47	102	146	63	64

MEASURES OF VIOLENCE

Prevalence		%	%	%	%	%	%
(ZP)	Programs containing violence	93.7	96.0	97.4	98.1	96.0	93.9
	Program hours containing violence	94.3	92.8	96.1	97.2	95.6	97.9
Rate		N	N	N	N	N	N
	Number of violent episodes	151	162	254	370	296	216
(R/P)	Rate per all programs (plays)	4.7	6.5	6.7	7.0	5.9	6.6
(R/H)	Rate per all hours	21.6	23.4	29.3	30.4	22.5	19.6
Roles (% of leading characters)		%	%	%	%	%	%
	Violents (committing violence)	72.6	66.0	70.6	67.1	79.4	67.2
	Victims (subjected to violence)	83.9	76.6	85.3	80.1	82.5	73.4
(ZV)	All those involved in violence either as violents or as victims or both	90.3	78.7	90.2	87.0	93.7	84.4
	Killers (committing fatal violence)	4.8	4.3	0.0	0.7	3.2	1.6
	Killed (victims of lethal violence)	9.7	0.0	1.0	1.4	1.6	1.6
(ZK)	All those involved in killing either as killers or as killed or both	14.5	4.3	1.0	2.1	3.2	1.6

INDICATORS OF VIOLENCE

Program score: $PS = (ZP) + 2(R/P) + 2(R/H)$	146.3	155.8	169.4	172.9	153.0	146.2
Character score: $CS = (ZV) + (ZK)$	104.8	83.0	91.2	89.1	96.9	85.9
Violence index: $VI = PS + CS$	251.1	238.8	260.6	262.0	249.9	232.1

**FIGURE 2: MEASURES AND INDICATORS
CARTOONS, ALL NETWORKS**

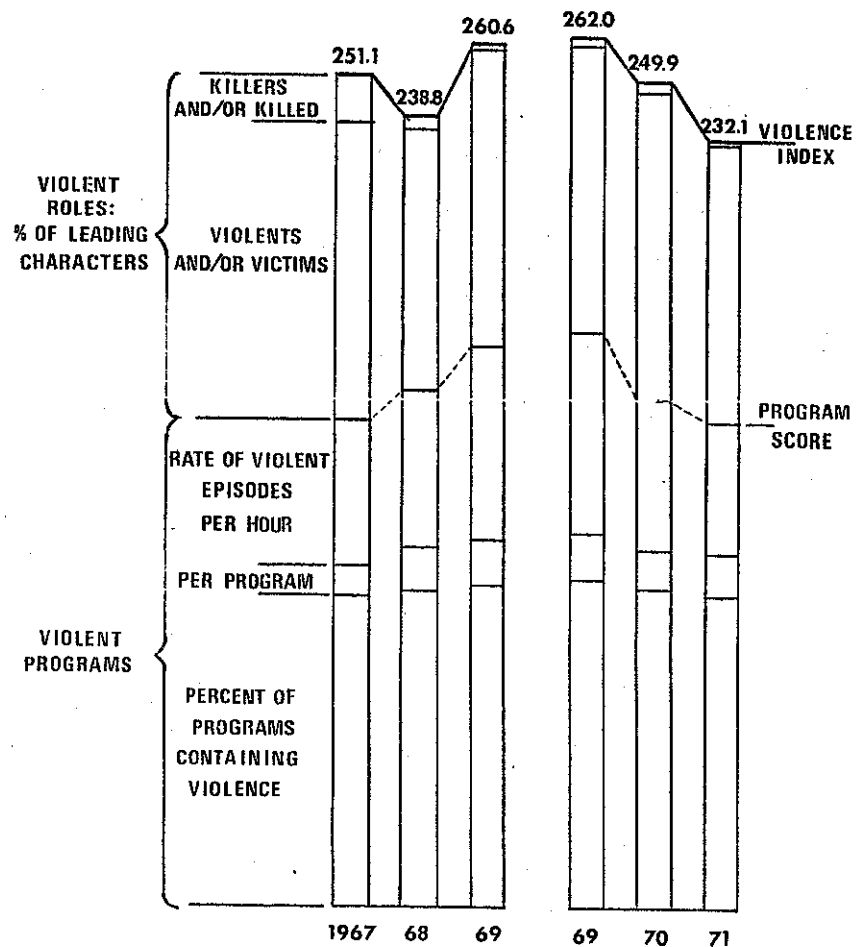


TABLE 3: MEASURES AND INDICATORS: TV PLAYS, ALL NETWORKS

One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	58	55	52	60	55	59
Program hours analyzed	42.50	36.58	36.58	43.08	41.50	41.00
Leading characters analyzed	159	145	176	202	119	155

MEASURES OF VIOLENCE						
<u>Prevalence</u>		%	%	%	%	%
(%P) Programs containing violence		74.1	72.7	67.3	70.0	58.2
Program hours containing violence		81.2	80.6	76.8	77.0	66.3
<u>Rate</u>		N	N	N	N	N
Number of violent episodes		298	168	187	218	145
(R/P) Rate per all programs (plays)		5.1	3.1	3.6	3.6	2.6
(R/H) Rate per all hours		7.0	4.6	5.1	5.1	3.5
<u>Roles (% of leading characters)</u>		%	%	%	%	%
Violents (committing violence)		49.7	40.7	34.7	37.1	33.6
Victims (subjected to violence)		59.1	46.9	42.6	44.6	39.5
(%V) All those involved in violence either as violents or as victims or both		67.3	57.2	50.0	52.5	42.9
Killers (committing fatal violence)		15.7	11.0	5.1	5.9	6.7
Killed (victims of lethal violence)		6.3	4.1	2.3	2.5	5.0
(%K) All those involved in killing either as killers or as killed or both		20.7	12.4	7.4	7.9	9.2

INDICATORS OF VIOLENCE						
Program score: PS = (%P) + 2(R/P) + 2(R/H)		98.3	88.1	84.7	87.4	70.4
Character score: CS = (%V) + (%K)		88.0	69.6	57.4	60.4	52.1
Violence index: VI = PS + CS		186.3	157.7	142.1	147.8	122.5

**FIGURE 3: MEASURES AND INDICATORS
T V PLAYS, ALL NETWORKS**

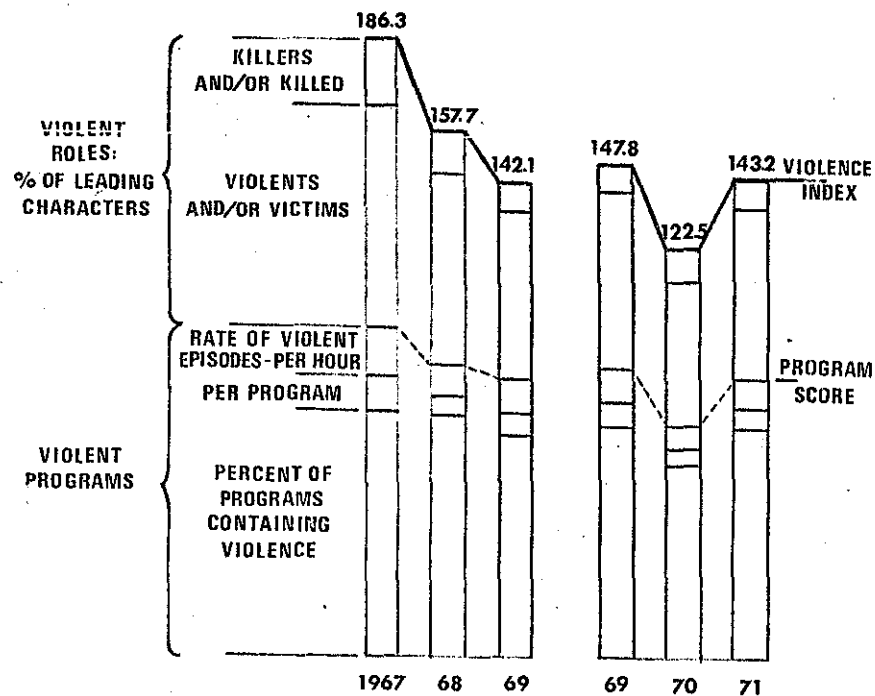


TABLE 4: MEASURES AND INDICATORS: FEATURE FILMS, ALL NETWORKS

One week's prime time and Saturday morning programs in Enlarged sample						
SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	6	7	8	8	6	11
Program hours analyzed	12.50	15.00	16.50	16.50	12.50	18.25
Leading characters analyzed	19	23	29	29	14	33

MEASURES OF VIOLENCE						
Prevalence		%	%	%	%	%
(%P)	Programs containing violence	83.3	100.0	87.5	87.5	100.0
	Program hours containing violence	84.0	100.0	86.4	86.4	100.0
Rate		N	N	N	N	N
	Number of violent episodes	29	64	42	42	57
(R/P)	Rate per all programs (plays)	4.8	9.1	5.3	5.3	9.5
(R/H)	Rate per all hours	2.3	4.3	2.5	2.5	4.6
Roles (% of leading characters)		%	%	%	%	%
	Violents (committing violence)	52.6	69.6	34.5	34.5	85.7
	Victims (subjected to violence)	47.4	69.6	51.7	51.7	85.7
(%V)	All those involved in violence either as violents or as victims or both	68.4	87.0	58.6	58.6	92.9
	Killers (committing fatal violence)	10.5	21.7	3.4	3.4	21.4
	Killed (victims of lethal violence)	5.3	8.7	3.4	3.4	14.3
(%K)	All those involved in killing either as killers or as killed or both	15.8	21.7	6.9	6.9	28.6

INDICATORS OF VIOLENCE						
	Program score: PS=(%P)+2(R/P)+2(R/H)	97.5	126.8	103.1	103.1	128.1
	Character score: CS = (%V)+(%K)	84.2	108.7	65.5	65.5	121.5
	Violence index: VI = PS+CS	181.7	235.5	168.6	168.6	249.6

**FIGURE 4: MEASURES AND INDICATORS
FEATURE FILMS, ALL NETWORKS**

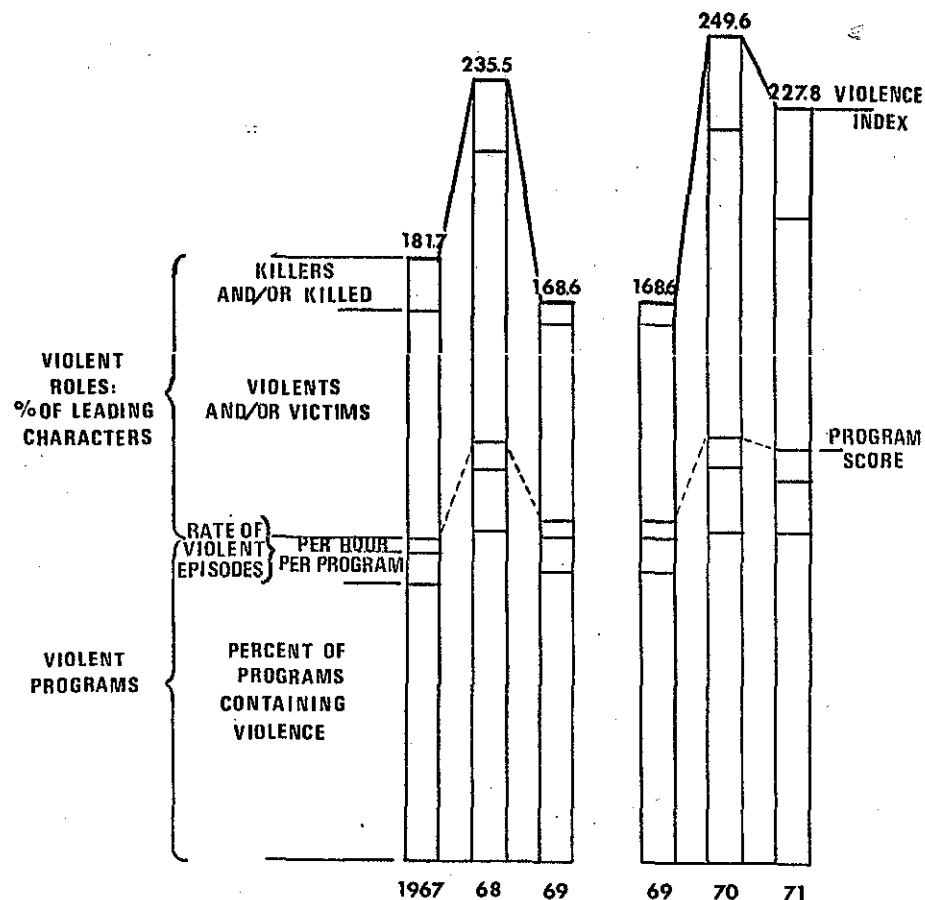


TABLE 5: MEASURES AND INDICATORS: CRIME, WESTERN, ACTION-ADVENTURE

One week's prime time and Saturday morning programs in

SAMPLES (100%)	Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	64	54	63	82	43	59
Program hours analyzed	44.25	39.17	33.25	40.25	33.30	45.39
Leading characters analyzed	164	135	190	248	80	145

MEASURES OF VIOLENCE

<u>Prevalence</u>		%	%	%	%	%	%
(%P)	Programs containing violence	95.3	98.2	96.8	97.6	95.4	94.9
	Program hours containing violence	94.5	98.7	96.5	97.1	96.2	97.5
<u>Rate</u>		N	N	N	N	N	N
	Number of violent episodes	419	341	418	559	260	397
(R/P)	Rate per all programs (plays)	6.6	6.3	6.6	6.8	6.1	6.7
(R/H)	Rate per all hours	9.5	8.7	12.6	13.9	7.8	8.8
<u>Roles (% of leading characters)</u>		%	%	%	%	%	%
	Violents (committing violence)	72.6	65.9	64.2	63.7	71.2	62.1
	Victims (subjected to violence)	80.5	73.3	77.4	75.4	81.2	67.6
(%V)	All those involved in violence either as violents or as victims or both	89.0	82.2	85.3	84.3	86.2	77.9
	Killers (committing fatal violence)	18.3	16.3	4.7	5.2	11.2	13.1
	Killed (victims of lethal violence)	9.8	5.2	3.2	3.2	5.0	4.1
(%K)	All those involved in killing either as killers or as killed or both	26.8	17.8	7.9	8.1	13.7	14.5

INDICATORS OF VIOLENCE

Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$	127.3	128.2	135.2	139.0	123.1	125.9
Character score: $CS = (\%V) + (\%K)$	115.8	100.0	93.2	92.4	99.9	92.4
Violence index: $VI = PS + CS$	243.1	228.1	228.4	231.4	223.0	218.3

**FIGURE 5: MEASURES AND INDICATORS
CRIME, WESTERN, ACTION-ADVENTURE,
ALL NETWORKS**

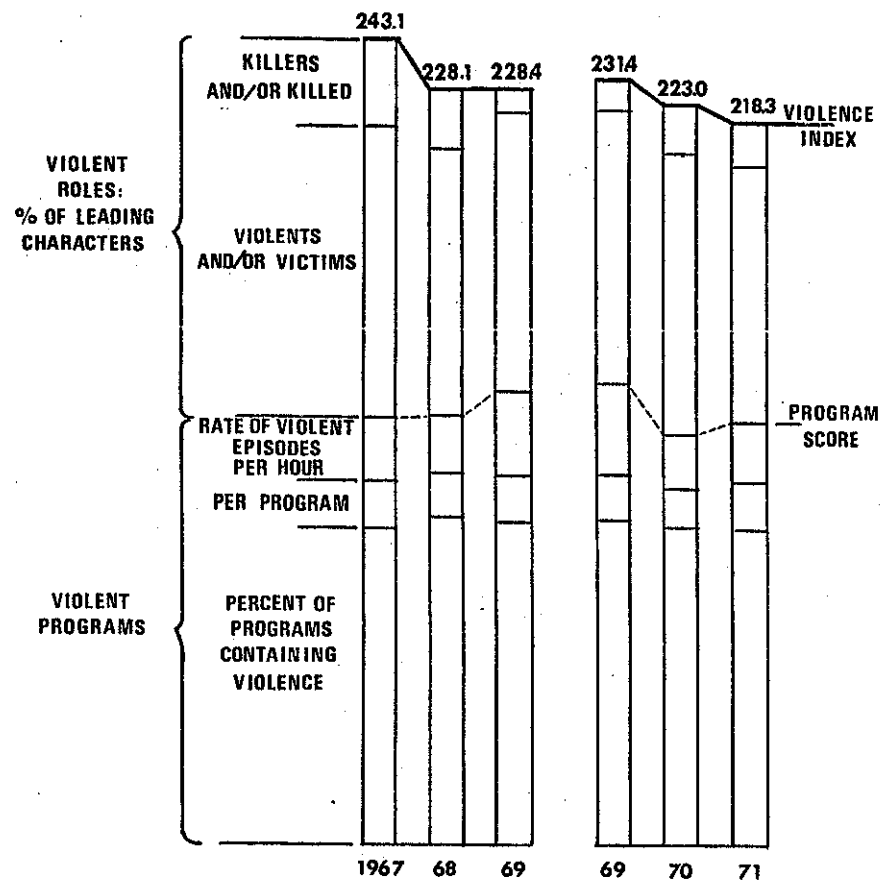


TABLE 6: MEASURES AND INDICATORS: COMEDY, ALL NETWORKS

One week's prime time and Saturday morning programs in

SAMPLES (100%)	1967 N	1968 N	1969 N	1969 N	Enlarged sample 1970 N	1971 N
Programs (plays) analyzed	44	42	48	60	60	43
Program hours analyzed	21.75	18.75	19.07	22.32	20.80	17.17
Leading characters analyzed	107	81	82	101	74	61

MEASURES OF VIOLENCE

<u>Prevalence</u>		%	%	%	%	%	%
(%P)	Programs containing violence	65.9	66.7	70.8	76.7	81.7	76.7
	Program hours containing violence	57.8	64.9	55.0	61.5	74.4	78.2
<u>Rate</u>		N	N	N	N	N	N
	Number of violent episodes	121	134	216	307	277	186
(R/P)	Rate per all programs (plays)	2.8	3.2	4.5	5.1	4.6	4.3
(R/H)	Rate per all hours	5.6	7.2	11.3	13.8	13.3	10.8
<u>Roles (% of leading characters)</u>		%	%	%	%	%	%
	Violents (committing violence)	37.4	38.3	40.2	47.5	63.5	50.8
	Victims (subjected to violence)	46.7	43.2	61.0	68.3	66.2	55.7
(%V)	All those involved in violence either as violents or as victims or both	55.1	53.1	63.4	70.3	75.7	63.9
	Killers (committing fatal violence)	3.7	4.9	0.0	0.0	2.7	1.6
	Killed (victims of lethal violence)	0.9	0.0	0.0	0.0	1.4	0.0
(%K)	All those involved in killing either as killers or as killed or both	4.7	4.9	0.0	0.0	2.7	1.6

INDICATORS OF VIOLENCE

Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$	82.5	87.3	102.5	114.4	117.5	107.1
Character score: $CS = (\%V) + (\%K)$	59.8	58.0	63.4	70.3	78.4	65.6
Violence index: $VI = PS + CS$	142.3	145.3	165.9	184.7	195.9	172.7

**FIGURE 6: MEASURES AND INDICATORS
COMEDY, ALL NETWORKS**

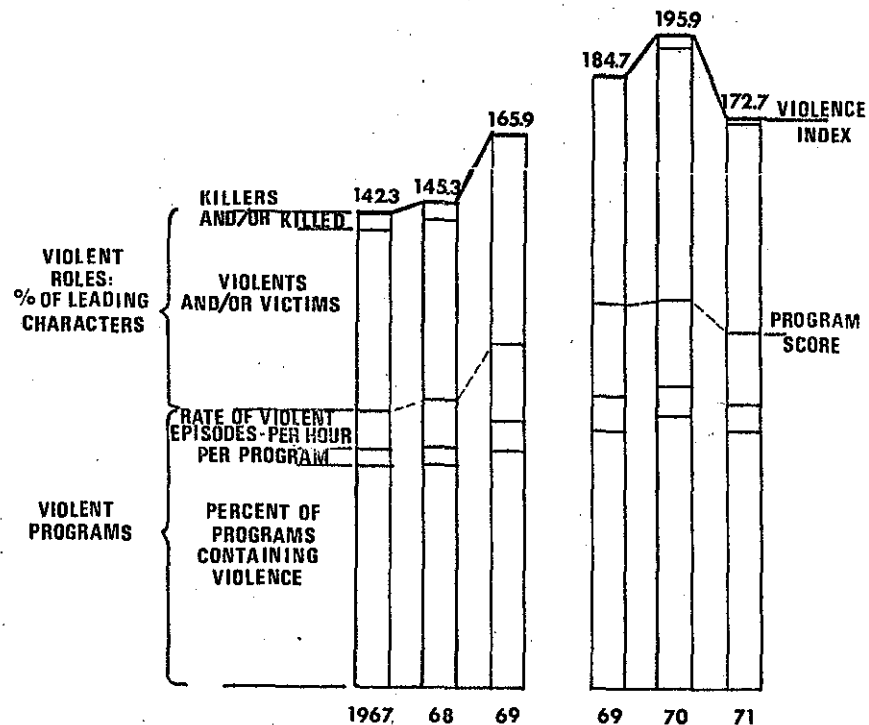


TABLE 7: MEASURES AND INDICATORS: ABC, ALL PROGRAMS

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	35	22	34	39	41	31
Program hours analyzed	22.00	17.50	20.00	22.50	21.17	22.42
Leading characters analyzed	86	63	109	127	76	88

MEASURES OF VIOLENCE

<u>Prevalence</u>		%	%	%	%	%	%
(ZP)	Programs containing violence	88.6	90.9	76.5	76.9	73.2	71.0
	Program hours containing violence	90.9	94.3	71.3	70.0	68.1	83.3
<u>Rate</u>		N	N	N	N	N	N
	Number of violent episodes	195	111	161	168	173	113
(R/P)	Rate per all programs (plays)	5.6	5.0	4.7	4.3	4.2	3.6
(R/H)	Rate per all hours	8.9	6.3	8.1	7.5	8.2	5.0
<u>Roles (% of leading characters)</u>		%	%	%	%	%	%
	Violents (committing violence)	62.8	55.6	44.0	41.7	47.4	34.1
	Victims (subjected to violence)	72.1	57.1	53.2	48.8	52.6	40.9
(ZV)	All those involved in violence either as violents or as victims or both	82.6	66.7	61.5	57.5	59.2	46.6
	Killers (committing fatal violence)	14.0	12.7	3.7	3.1	3.9	5.7
	Killed (victims of lethal violence)	8.1	1.6	2.7	2.4	1.3	2.3
(ZK)	All those involved in killing either as killers or as killed or both	22.1	12.7	6.4	5.5	3.9	6.8

INDICATORS OF VIOLENCE

Program score: $PS = (ZP) + 2(R/P) + 2(R/H)$	117.6	113.5	102.1	100.5	98.0	88.3
Character score: $CS = (ZV) + (ZK)$	104.7	79.4	67.9	63.0	63.1	53.4
Violence index: $VI = PS + CS$	222.3	192.9	170.0	163.5	161.1	141.7

**FIGURE 7: MEASURES AND INDICATORS
A B C, ALL PROGRAMS**

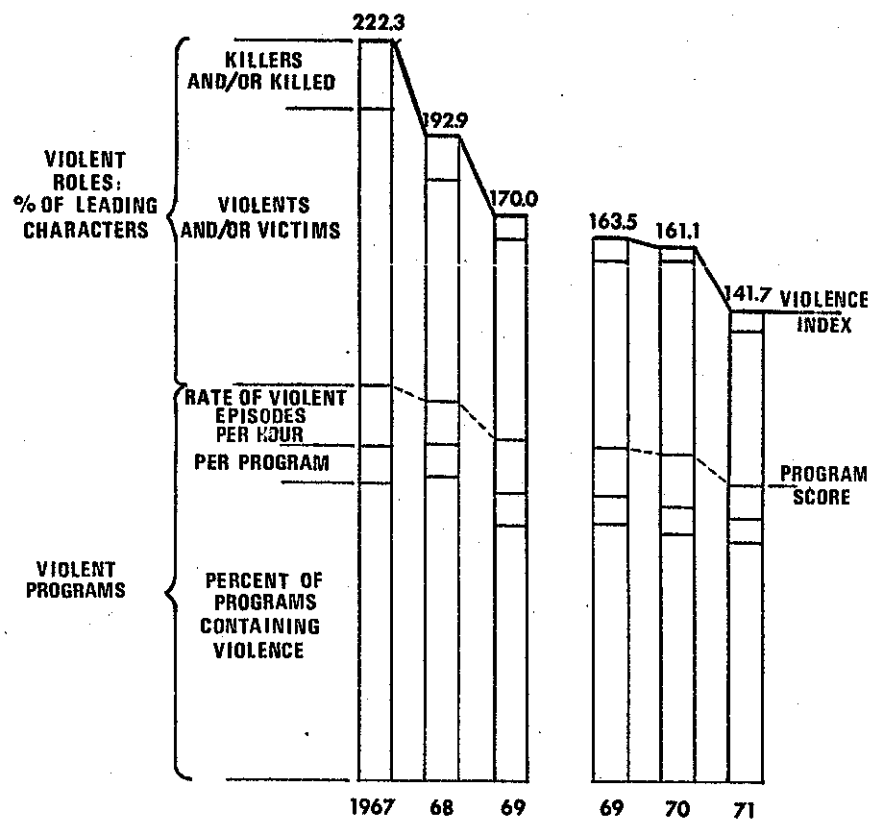


TABLE 8: SELECTED MEASURES, ABC CARTOONS

		One week's prime time and Saturday morning programs in Enlarged sample					
SAMPLES (100%)		1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed		13	4	16	18	20	6
Program hours analyzed		3.00	1.50	3.50	4.00	4.67	2.67
<u>Prevalence</u>		%	%	%	%	%	%
(%P)	Programs containing violence	100.0	100.0	100.0	100.0	95.0	100.0
	Program hours containing violence	100.0	100.0	100.0	100.0	94.6	100.0
<u>Rate</u>		N	N	N	N	N	N
	Number of violent episodes	70	26	95	99	114	35
(R/P)	Rate per all programs (plays)	5.4	6.5	5.9	5.5	5.7	5.8
(R/H)	Rate per all hours	23.3	17.3	27.1	24.8	24.4	13.1
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)		157.4	147.6	166.0	160.6	155.3	137.9

**FIGURE 8: SELECTED MEASURES
ABC CARTOONS**

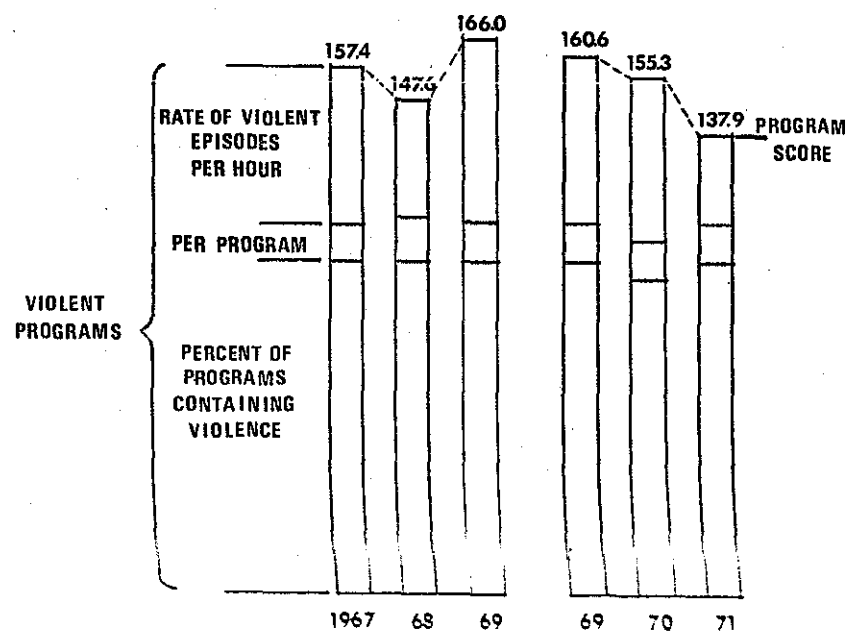


TABLE 9: SELECTED MEASURES, ABC NON-CARTOON PROGRAMS

SAMPLES (100%)	One week's prime time and Saturday morning programs in					
	1967 N	1968 N	1969 N	1969 N	Enlarged sample 1970 N	1971 N
Programs (plays) analyzed	22	18	18	21	21	25
Program hours analyzed	19.00	16.00	16.50	18.50	16.50	19.75
<u>Prevalence</u>	%	%	%	%	%	%
(%P) Programs containing violence	81.8	88.9	55.6	57.1	52.4	64.0
Program hours containing violence	89.5	93.8	65.2	63.5	60.6	81.0
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	125	85	66	69	59	78
(R/P) Rate per all programs (plays)	5.7	4.7	3.7	3.3	2.8	3.1
(R/H) Rate per all hours	6.6	5.3	4.0	3.7	3.6	4.0
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)	106.4	108.9	71.0	71.1	65.2	78.1

FIGURE 9: SELECTED MEASURES
ABC NON-CARTOON, ALL PROGRAMS

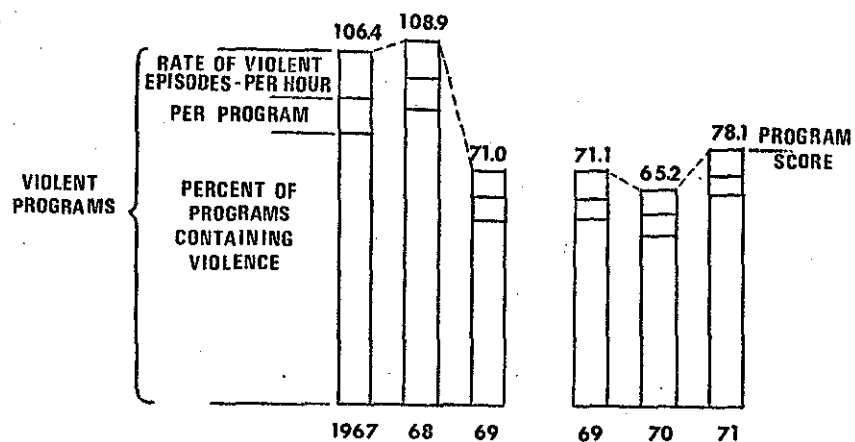


TABLE 10: SELECTED MEASURES, ABC CRIME, WESTERN, ACTION-ADVENTURE

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	25	16	24	26	21	14
Program hours analyzed	18.25	12.50	12.25	12.75	10.80	12.92
<u>Prevalence</u>	%	%	%	%	%	%
(%P) Programs containing violence	100.0	100.0	100.0	100.0	95.2	92.9
Program hours containing violence	100.0	100.0	100.0	100.0	97.7	96.1
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	170	99	154	158	119	97
(R/P) Rate per all programs (plays)	6.8	6.2	6.4	6.1	5.7	6.9
(R/H) Rate per all hours	9.3	7.9	12.6	12.4	11.0	7.5
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)	132.2	128.2	138.0	137.0	128.6	121.7

**FIGURE 10: SELECTED MEASURES
A B C, CRIME, WESTERN, ACTION-ADVENTURE**

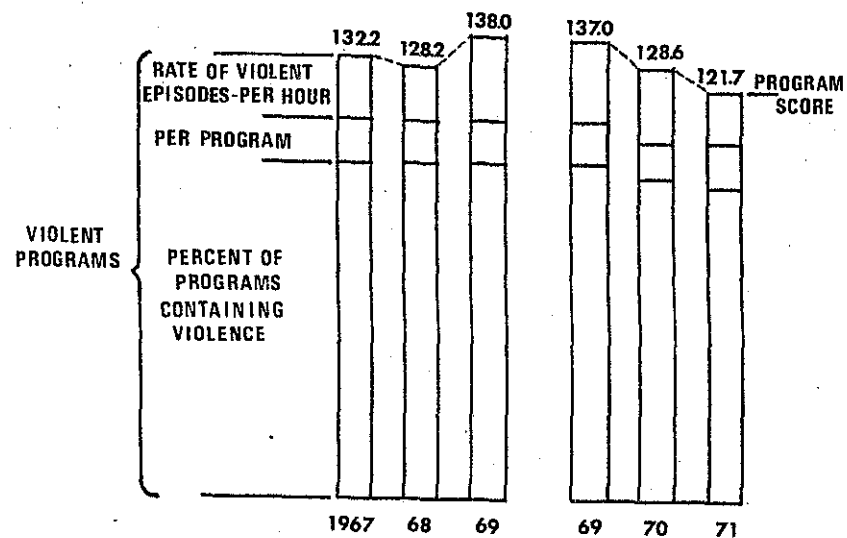


TABLE 11: SELECTED MEASURES, ABC COMEDY

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	13	6	16	18	21	10
Program hours analyzed	4.00	6.00	7.85	8.85	6.97	3.92
<u>Prevalence</u>						
(%P) Programs containing violence	76.9	100.0	62.5	66.7	81.0	70.0
Program hours containing violence	62.5	100.0	39.5	46.3	71.3	74.5
<u>Rate</u>						
	N	N	N	N	N	N
Number of violent episodes	45	32	57	60	101	28
(R/P) Rate per all programs (plays)	3.5	5.3	3.6	3.3	4.8	2.8
(R/H) Rate per all hours	11.2	5.3	7.3	6.8	14.5	7.2
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)	106.4	121.3	84.3	86.9	119.6	89.9

**FIGURE 11: SELECTED MEASURES
A B C, COMEDY**

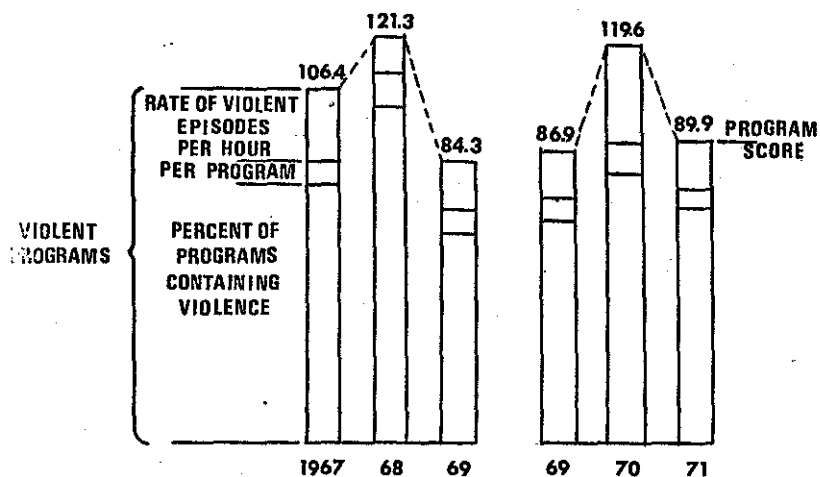


TABLE 12: MEASURES AND INDICATORS: CBS, ALL PROGRAMS

One week's prime time and Saturday morning programs in						
SAMPLES (100%)	1967	1968	1969	Enlarged sample		1971
	N	N	N	1969	1970	N
Programs (plays) analyzed	32	35	29	44	41	37
Program hours analyzed	19.50	20.00	18.00	24.00	24.00	24.47
Leading characters analyzed	73	79	93	135	63	81
MEASURES OF VIOLENCE						
<u>Prevalence</u>	%	%	%	%	%	%
(%P) Programs containing violence	65.6	77.1	72.4	81.8	73.2	78.4
Program hours containing violence	70.5	80.0	78.7	84.0	75.7	86.8
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	111	137	113	232	152	209
(R/P) Rate per all programs (plays)	3.5	3.9	3.9	5.3	3.7	5.6
(R/H) Rate per all hours	5.7	6.9	6.3	9.7	6.3	8.5
<u>Roles (% of leading characters)</u>	%	%	%	%	%	%
Violents (committing violence)	39.7	40.5	38.7	49.6	54.0	54.3
Victims (subjected to violence)	46.6	51.9	47.3	57.8	54.0	61.7
(%V) All those involved in violence either as violents or as victims or both	53.4	59.5	52.7	65.2	60.3	71.6
Killers (committing fatal violence)	8.2	7.6	1.1	3.7	4.8	14.8
Killed (victims of lethal violence)	6.8	3.8	2.2	3.0	3.2	4.9
(%K) All those involved in killing either as killers or as killed or both	13.7	8.9	3.2	5.9	7.9	16.0
INDICATORS OF VIOLENCE						
Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$	84.0	98.7	92.8	111.8	93.2	106.8
Character score: $CS = (\%V) + (\%K)$	67.0	68.4	55.9	71.1	68.2	87.7
Violence index: $VI = PS + CS$	151.0	167.1	148.7	182.9	161.4	194.5

**FIGURE 12: MEASURES AND INDICATORS
CBS, ALL PROGRAMS**

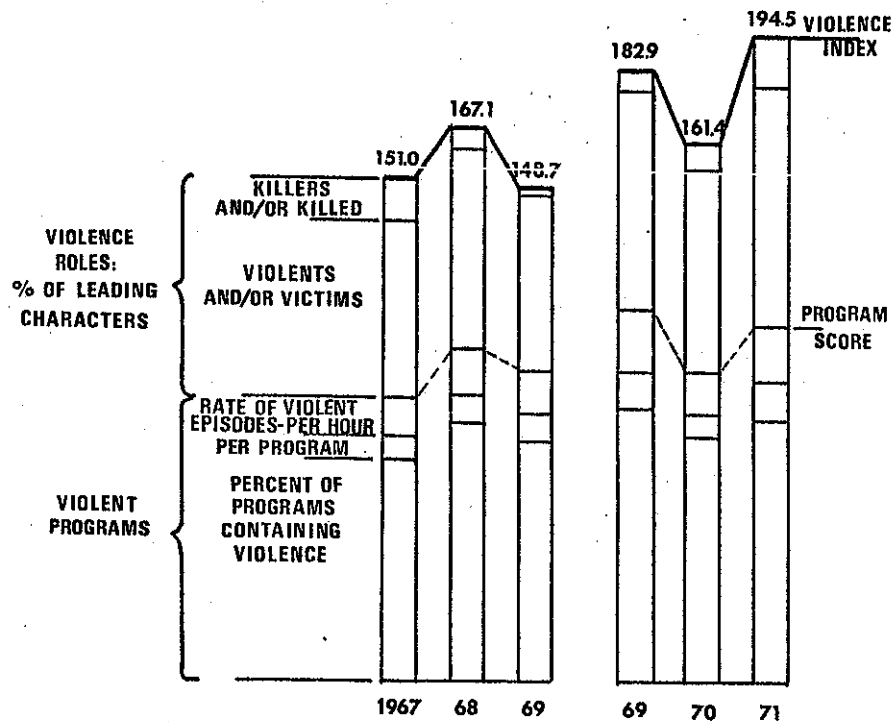


TABLE 13: SELECTED MEASURES, CBS CARTOONS

One week's prime time and Saturday morning programs in						
SAMPLES (100%)	1967	1968	1969	Enlarged sample		
	N	N	N	1969	1970	1971
Programs (plays) analyzed	10	13	9	20	17	14
Program hours analyzed	2.00	3.00	3.00	5.50	5.00	3.97
<u>Prevalence</u>	%	%	%	%	%	%
(%P) Programs containing violence	90.0	100.0	88.9	95.0	94.1	85.7
Program hours containing violence	90.0	100.0	88.7	94.0	93.3	94.1
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	44	77	66	160	92	92
(R/P) Rate per all programs (plays)	4.4	5.9	7.3	8.0	5.4	6.6
(R/H) Rate per all hours	22.0	25.7	22.0	29.1	18.4	23.2
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)	142.8	163.2	147.5	169.2	141.7	145.2

**FIGURE 13: SELECTED MEASURES
CBS, CARTOONS**

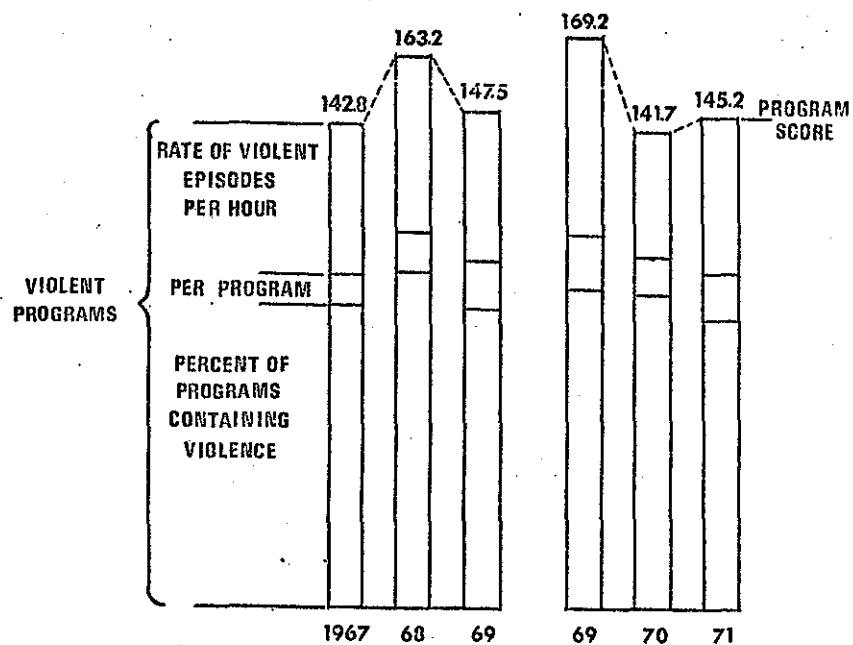


TABLE 14: SELECTED MEASURES, CBS NON-CARTOON PROGRAMS

		One week's prime time and Saturday morning programs in Enlarged sample					
SAMPLES (100%)		1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed		22	22	20	24	24	23
Program hours analyzed		17.50	17.00	15.00	18.50	19.00	20.50
<u>Prevalence</u>		%	%	%	%	%	%
(%P)	Programs containing violence	54.5	63.6	65.0	70.8	58.3	73.9
	Program hours containing violence	68.6	76.5	76.7	81.1	71.0	85.4
<u>Rate</u>		N	N	N	N	N	N
	Number of violent episodes	67	60	47	72	60	117
(R/P)	Rate per all programs (plays)	3.0	2.7	2.4	3.0	2.5	5.1
(R/H)	Rate per all hours	3.8	3.5	3.1	3.9	3.2	5.7
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)		68.1	76.0	76.0	84.6	69.6	95.5

**FIGURE 14: SELECTED MEASURES
CBS, NON-CARTOON PROGRAMS**

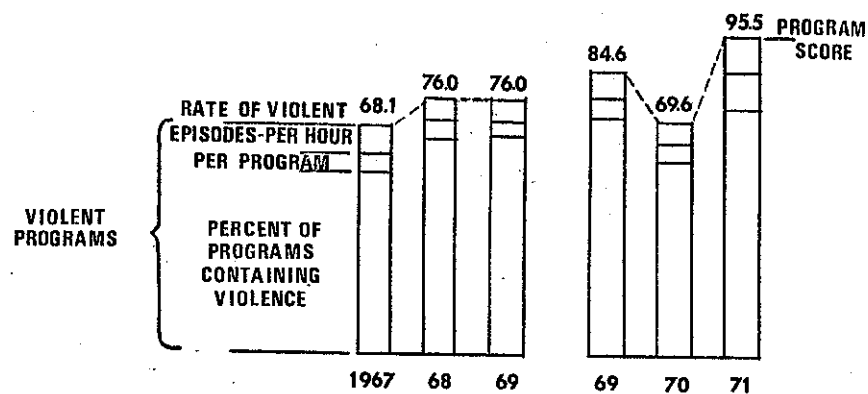


TABLE 15: SELECTED MEASURES, CBS CRIME, WESTERN, ACTION-ADVENTURE

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	18	18	12	27	9	21
Program hours analyzed	10.00	9.00	5.50	11.50	8.67	15.35
<u>Prevalence</u>						
	%	%	%	%	%	%
(%P) Programs containing violence	94.4	94.4	91.6	96.3	100.0	90.5
Program hours containing violence	97.5	94.4	87.8	94.2	100.0	96.0
<u>Rate</u>						
	N	N	N	N	N	N
Number of violent episodes	99	107	76	195	58	166
(R/P) Rate per all programs (plays)	5.5	5.9	6.3	7.2	6.4	7.9
(R/H) Rate per all hours	9.0	11.9	13.8	17.0	6.7	10.8
<u>Program score</u> $FS = (\%P) + 2(R/P) + 2(R/H)$						
	125.2	130.1	131.8	144.7	126.3	127.9

FIGURE 15: SELECTED MEASURES
C B S, CRIME, WESTERN, ACTION-ADVENTURE

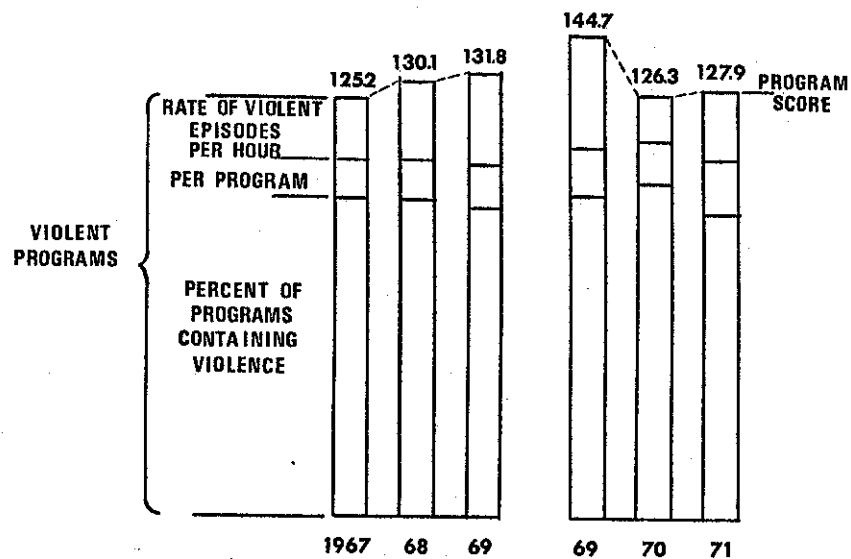


TABLE 16: SELECTED MEASURES, CBS COMEDY

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	16	21	17	26	26	17
Program hours analyzed	8.00	7.92	7.50	9.50	9.50	6.52
<u>Prevalence</u>	%	%	%	%	%	%
(%P) Programs containing violence	43.8	61.9	64.7	76.9	76.9	70.6
Program hours containing violence	37.5	49.5	62.7	70.2	70.2	73.4
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	16	61	66	143	95	76
(R/P) Rate per all programs (plays)	1.0	2.9	3.9	5.5	3.7	4.5
(R/H) Rate per all hours	2.0	7.7	8.8	15.0	10.0	11.7
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)	49.8	83.1	90.1	118.0	104.3	102.8

**FIGURE 16: SELECTED MEASURES
CBS, COMEDY**

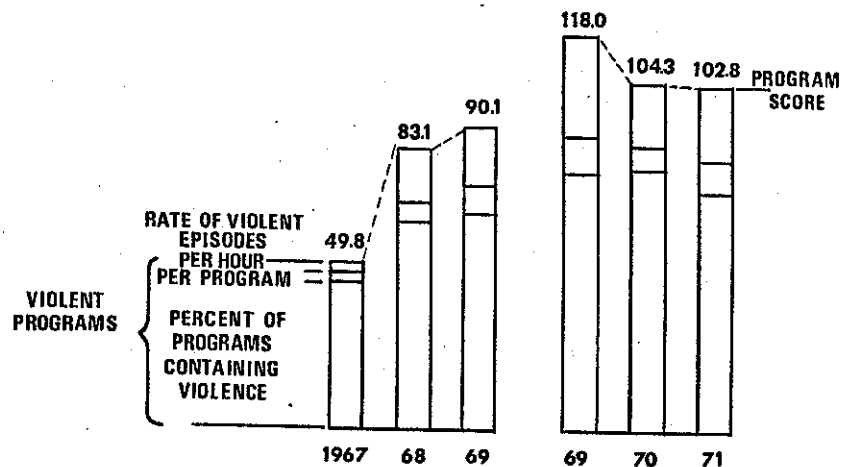


TABLE 17: MEASURES AND INDICATORS: NBC, ALL PROGRAMS

		One week's prime time and Saturday morning programs in					
SAMPLES (100%)		1967	1968	1969	1969	Enlarged sample	
		N	N	N	N	1970	1971
	Programs (plays) analyzed	29	30	35	38	29	35
	Program hours analyzed	20.50	21.00	23.75	25.25	22.00	23.40
	Leading characters analyzed	81	73	105	115	57	83
MEASURES OF VIOLENCE							
<u>Prevalence</u>							
		%	%	%	%	%	%
(%P)	Programs containing violence	89.7	80.0	91.4	92.1	89.7	91.4
	Program hours containing violence	87.0	87.7	93.7	94.1	90.9	91.4
<u>Rate</u>							
		N	N	N	N	N	N
	Number of violent episodes	172	146	209	230	173	161
(R/P)	Rate per all programs (plays)	5.9	4.9	6.0	6.1	6.0	4.6
(R/H)	Rate per all hours	8.4	7.0	8.8	9.1	7.9	6.9
<u>Roles (% of leading characters)</u>							
		%	%	%	%	%	%
	Violents (committing violence)	63.0	53.4	56.2	54.8	56.1	50.6
	Victims (subjected to violence)	72.8	58.9	71.4	71.3	64.9	50.6
(%V)	All those involved in violence either as violents or as victims or both	81.5	69.9	77.1	77.4	70.2	67.5
	Killers (committing fatal violence)	14.8	12.3	4.8	4.3	12.3	6.0
	Killed (victims of lethal violence)	6.2	5.5	1.0	0.9	10.5	2.4
(%K)	All those involved in killing either as killers or as killed or both	19.8	13.7	5.7	5.2	15.8	7.2
INDICATORS OF VIOLENCE							
	Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$	118.3	103.8	121.0	122.5	117.3	114.4
	Character score: $CS = (\%V) + (\%K)$	101.3	83.5	82.8	82.6	86.0	74.7
	Violence index: $VI = PS + CS$	219.6	187.3	203.8	205.1	203.3	189.1

**FIGURE 17: MEASURES AND INDICATORS
NBC, ALL PROGRAMS**

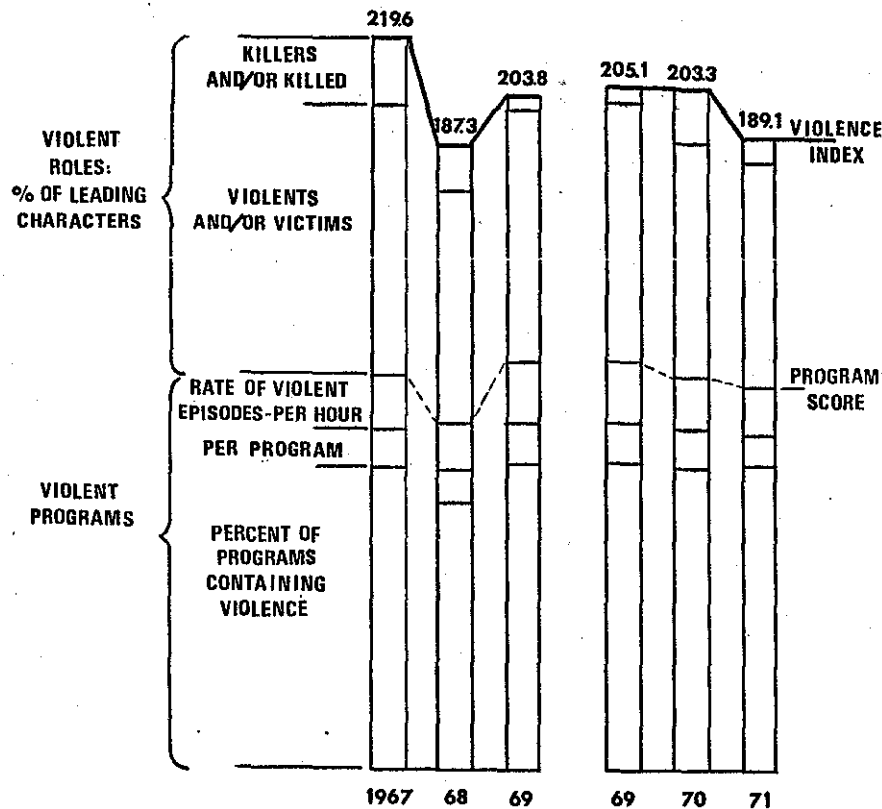


TABLE 18: SELECTED MEASURES, NBC CARTOONS

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967	1968	1969	1969	1970	1971
	N	N	N	N	N	N
Programs (plays) analyzed	9	8	13	15	13	13
Program hours analyzed	2.00	2.42	2.17	2.67	3.50	4.40
<u>Prevalence</u>	%	%	%	%	%	%
(%P) Programs containing violence	88.9	87.5	100.0	100.0	100.0	100.0
Program hours containing violence	90.0	79.2	100.0	100.0	100.0	100.0
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	37	59	93	111	90	89
(R/P) Rate per all programs (plays)	4.1	7.4	7.2	7.4	6.9	6.8
(R/H) Rate per all hours	18.5	24.4	42.9	41.6	25.7	20.2
<u>Program score</u>	PS=(%P)+2(R/P)+2(R/H)					
	134.1	151.1	200.2	198.0	165.3	154.2

**FIGURE 18: SELECTED MEASURES
NBC, CARTOONS**

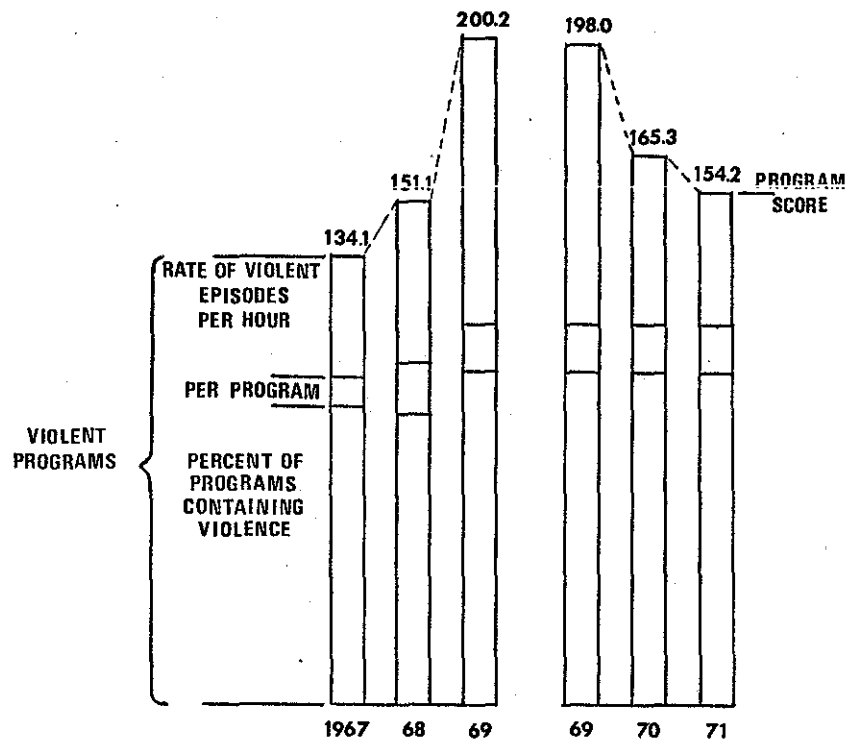


TABLE 19: SELECTED MEASURES, NBC NON-CARTOON PROGRAMS

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	20	22	22	23	16	22
Program hours analyzed	18.50	18.58	21.58	22.58	18.5	19.00
Prevalence						
	%	%	%	%	%	%
(%P) Programs containing violence	90.0	77.3	86.4	87.0	81.2	86.4
Program hours containing violence	86.5	88.8	93.0	93.4	89.2	89.5
Rate						
	N	N	N	N	N	N
Number of violent episodes	135	87	116	119	83	72
(R/P) Rate per all programs (plays)	6.8	4.0	5.3	5.2	5.2	3.3
(R/H) Rate per all hours	7.3	4.7	5.4	5.3	4.5	3.8
Program score $PS = (\%P) + 2(R/P) + 2(R/H)$	118.2	94.7	107.8	108.0	100.6	100.5

FIGURE 19: SELECTED MEASURES
NBC, NON-CARTOON PROGRAMS

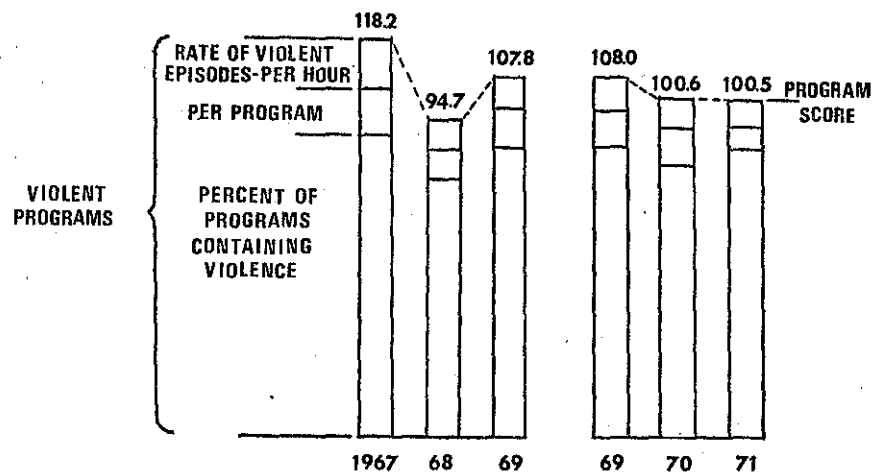


TABLE 20: SELECTED MEASURES, NBC CRIME, WESTERN, ACTION-ADVENTURE

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	21	20	27	29	13	24
Program hours analyzed	16.00	17.67	15.50	16.00	13.83	17.12
<u>Prevalence</u>	%	%	%	%	%	%
(ZP) Programs containing violence	90.5	100.0	96.3	96.5	92.3	100.0
Program hours containing violence	86.5	100.0	97.0	97.0	92.8	100.0
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	150	135	188	206	83	134
(R/P) Rate per all programs (plays)	7.1	6.8	7.0	7.1	6.4	5.6
(R/H) Rate per all hours	9.4	7.6	12.1	12.9	6.0	7.8
<u>Program score</u> PS=(ZP)+2(R/P)+2(R/H)	123.5	128.8	134.5	136.5	117.1	126.8

FIGURE 20: SELECTED MEASURES
NBC, CRIME, WESTERN, ACTION-ADVENTURE

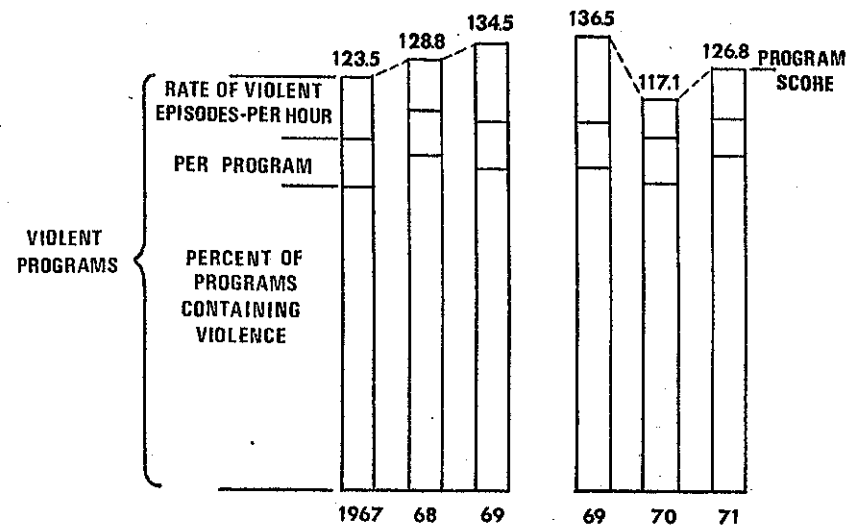


TABLE 21: SELECTED MEASURES, NBC CONEDY

SAMPLES (100%)	One week's prime time and Saturday morning programs in					
				Enlarged sample		
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	15	15	15	16	13	16
Program hours analyzed	9.75	4.83	3.72	3.97	4.33	6.73
<u>Prevalence</u>						
(%P) Programs containing violence	80.0	60.0	86.0	87.5	92.3	87.5
Program hours containing violence	72.6	46.6	72.9	74.8	88.5	85.2
<u>Rate</u>						
N	N	N	N	N	N	N
Number of violent episodes	60	41	93	104	81	82
(R/P) Rate per all programs (plays)	4.0	2.7	6.2	6.5	6.2	5.1
(R/H) Rate per all hours	6.2	8.5	25.0	26.2	18.7	12.2
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)	100.3	82.4	148.4	152.9	142.2	122.1

**FIGURE 21: SELECTED MEASURES
NBC, COMEDY**

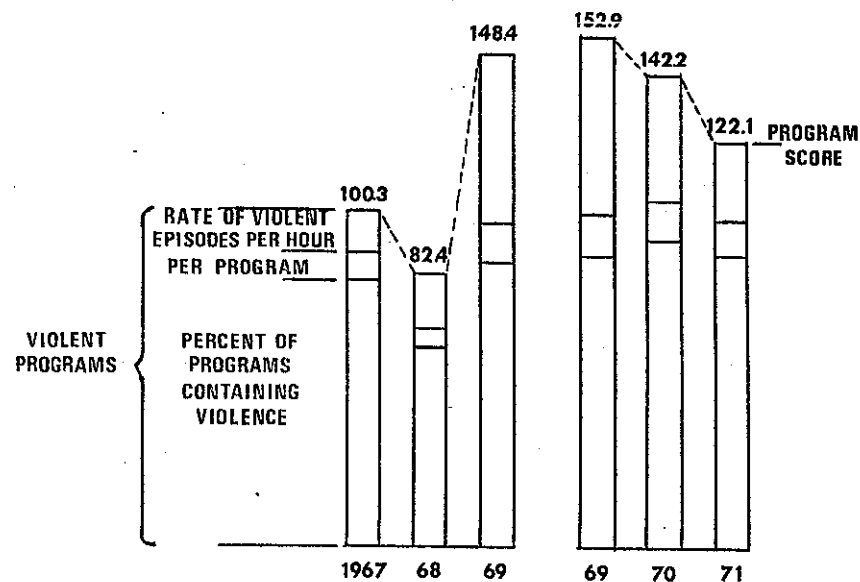


TABLE 22: MEASURES AND INDICATORS: PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	64	39	51	65	67	61
Program hours analyzed	44.00	22.50	43.50	49.00	43.67	37.72
Leading characters analyzed	164	97	170	208	118	148
MEASURES OF VIOLENCE						
<u>Prevalence</u>						
(ZP) Programs containing violence	%	%	%	%	%	%
Program hours containing violence	79.7	74.4	76.5	81.5	76.1	73.8
	81.4	77.8	82.6	84.5	80.0	81.5
<u>Rate</u>						
Number of violent episodes	N	N	N	N	N	N
(R/P) Rate per all programs (plays)	306	144	233	348	266	311
(R/H) Rate per all hours	4.8	3.7	4.6	5.4	4.0	5.1
	7.0	6.4	5.4	7.1	6.1	8.2
<u>Roles (% of leading characters)</u>						
Violents (committing violence)	%	%	%	%	%	%
Victims (subjected to violence)	52.4	47.4	44.1	49.0	47.5	46.6
(ZV) All those involved in violence either as violents or as victims or both	60.4	54.6	52.4	57.2	53.4	48.0
	70.1	62.9	59.4	65.4	57.6	58.1
Killers (committing fatal violence)	12.8	10.3	4.7	5.8	6.8	6.8
Killed (victims of lethal violence)	4.3	3.1	2.9	3.4	4.2	2.7
(ZK) All those involved in killing either as killers or as killed or both	16.5	11.3	7.6	8.7	9.3	8.1
INDICATORS OF VIOLENCE						
Program score: PS=(ZP)+2(R/P)+2(R/H)	103.2	94.5	96.3	106.4	96.3	100.5
Character score: CS=(ZV)+(ZK)	86.6	74.2	67.0	74.1	66.9	66.2
Violence index: VI=PS+CS	189.8	168.7	163.3	180.5	163.2	166.7

**FIGURE 22: MEASURES AND INDICATORS
ALL PROGRAMS CONTINUED
FROM THE PREVIOUS YEAR**

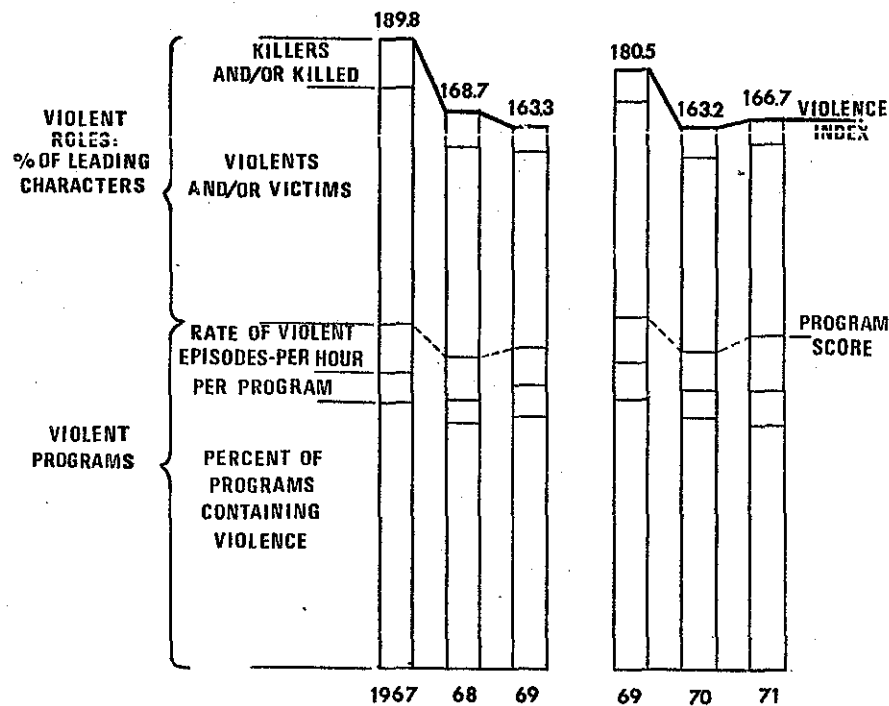


TABLE 23: SELECTED MEASURES: CARTOON PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	20	9	9	20	25	23
Program hours analyzed	4.00	2.50	2.67	5.17	5.67	6.47
<u>Prevalence</u>	%	%	%	%	%	%
(XP) Programs containing violence	95.0	88.9	88.9	95.0	96.0	91.3
Program hours containing violence	95.8	80.0	87.5	93.6	95.6	96.4
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	83	50	50	144	128	164
(R/P)Rate per all programs (plays)	4.2	5.6	5.6	7.2	5.1	7.1
(R/H)Rate per all hours	20.8	20.0	18.8	27.9	22.6	25.4
<u>Program score</u>	144.8	140.0	137.5	165.1	151.4	156.3

**FIGURE 23: SELECTED MEASURES
CARTOON PROGRAMS, CONTINUED
FROM THE PREVIOUS YEAR**

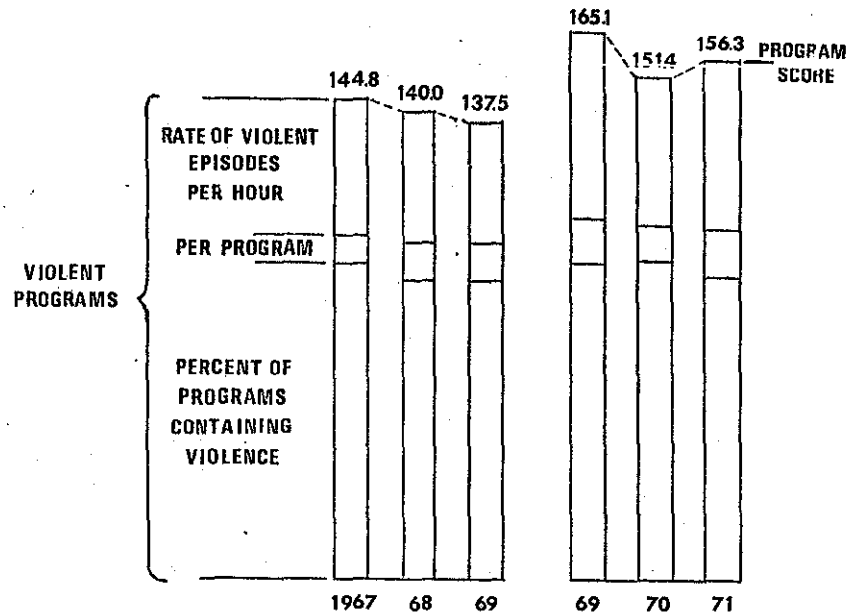


TABLE 24: SELECTED MEASURES: NON-CARTOON PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

SAMPLES (100%)	One week's prime time and Saturday morning programs in					
	1967 N	1968 N	1969 N	1969 N	Enlarged sample 1970 N	1971 N
Programs (plays) analyzed	44	30	42	45	42	38
Program hours analyzed	40.00	20.00	40.83	43.83	38.00	31.25
<u>Prevalence</u>	%	%	%	%	%	%
(5P) Programs containing violence	72.7	70.0	73.8	75.6	64.3	63.2
Program hours containing violence	80.0	77.5	82.2	83.5	77.6	78.4
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	223	94	183	204	138	147
(R/P) Rate per all programs (plays)	5.1	3.1	4.4	4.5	3.3	3.9
(R/H) Rate per all hours	5.6	4.7	4.5	4.6	3.6	4.7
<u>Program Score</u> $PS = (\%P) + 2(R/P) + 2(R/H)$	94.0	85.7	91.5	93.9	78.1	80.3

**FIGURE 24: SELECTED MEASURES
NON-CARTOON PROGRAMS CONTINUED
FROM THE PREVIOUS YEAR**

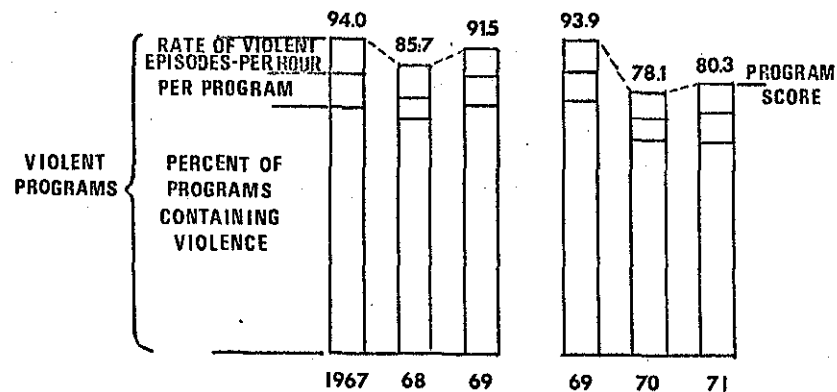


TABLE 25: SELECTED MEASURES:

CRIME WESTERN ACTION ADVENTURE PROGRAMS FROM THE PREVIOUS YEAR

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	41	23	28	42	25	35
Programs hours analyzed	31.25	14.50	22.50	28.00	23.50	24.10
MEASURES OF VIOLENCE						
<u>Prevalence</u>						
(%P) Programs containing violence	95.1	95.6	92.9	95.2	96.0	91.4
Program hours containing violence	93.1	96.6	96.3	97.0	98.9	95.4
<u>Rate</u>						
Number of violent episodes	256	123	179	294	157	274
(R/P) Rate per all programs (plays)	6.2	5.4	6.4	7.0	6.3	7.8
(R/H) Rate per all hours	8.2	8.5	8.0	10.5	6.7	11.4
INDICATORS OF VIOLENCE						
Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$	124.0	123.3	121.6	130.2	121.9	129.8

FIGURE 25: SELECTED MEASURES
CRIME, WESTERN, ACTION-ADVENTURE PROGRAMS
CONTINUED FROM THE PREVIOUS YEAR

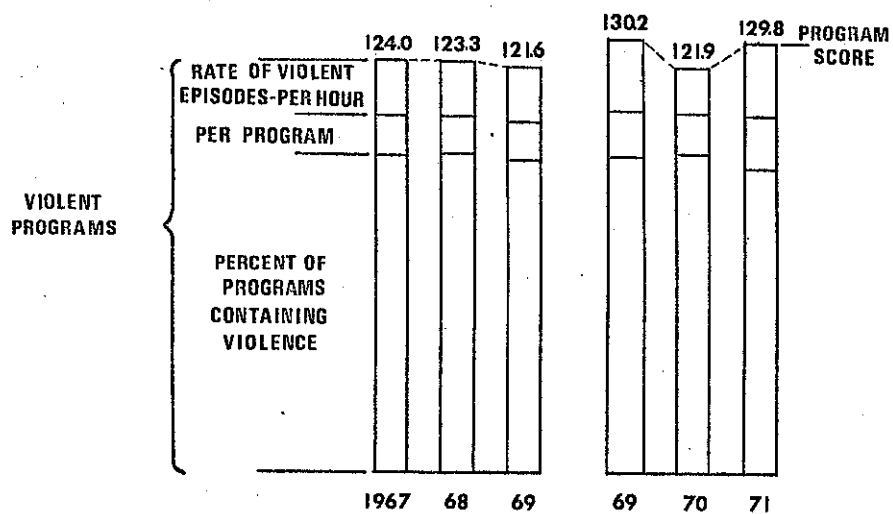


TABLE 26: SELECTED MEASURES:

COMEDY PROGRAMS FROM PREVIOUS YEAR

SAMPLES (100%)	One week's prime time and Saturday morning programs in					
	Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	34	19	20	28	30	29
Program hours analyzed	16.50	8.25	10.58	12.08	10.50	10.27
MEASURES OF VIOLENCE						
<u>Prevalence</u>						
(5P) Programs containing violence	67.6	57.9	50.0	64.3	80.0	79.3
Program hours containing violence	56.6	51.5	37.8	45.5	71.4	83.1
<u>Rate</u>						
Number of violent episodes	106	45	49	122	109	147
(R/P) Rate per all programs (plays)	3.1	2.4	2.4	4.4	3.6	5.1
(R/H) Rate per all hours	6.4	5.4	4.6	10.1	10.4	14.3
Program score: $PS = (ZP) + 2(R/P) + 2(R/H)$	86.7	73.5	64.2	93.2	108.0	118.1

**FIGURE 26: SELECTED MEASURES
COMEDY PROGRAMS, CONTINUED
FROM THE PREVIOUS YEAR**

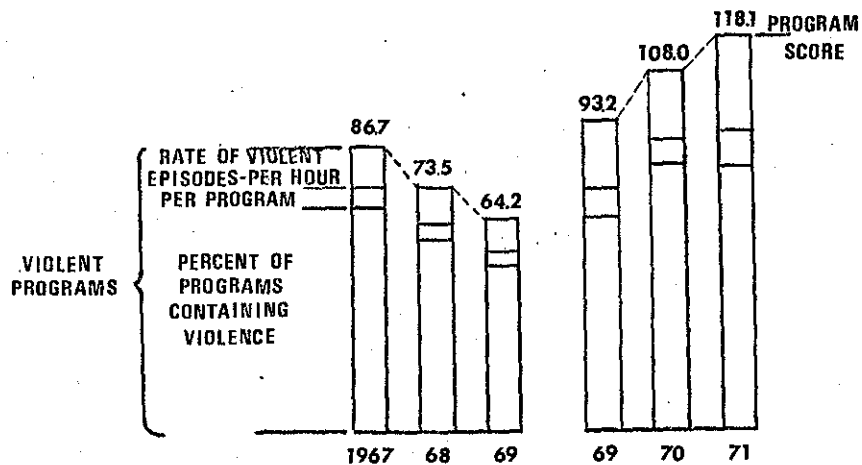


TABLE 27: MEASURES AND INDICATORS: NEW PROGRAMS

SAMPLES (100%)	One week's prime time and Saturday morning programs in					
				Enlarged sample		
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	32	48	47	56	44	42
Program hours analyzed	18.00	36.00	18.25	22.75	23.50	32.57
Leading characters analyzed	76	118	137	169	78	104
MEASURES OF VIOLENCE						
<u>Prevalence</u>	X	X	X	X	X	X
(ZP) Programs containing violence	84.4	87.5	85.1	85.7	79.6	90.5
Program hours containing violence	87.5	92.8	80.8	80.2	75.2	93.9
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	172	250	250	282	232	172
(R/P) Rate per all programs (plays)	5.4	5.2	5.3	5.0	5.3	4.1
(R/H) Rate per all hours	9.6	6.9	13.7	12.4	9.9	5.3
<u>Roles (% of leading characters)</u>	%	%	%	%	%	%
Violents (committing violence)	63.2	50.8	49.6	47.9	59.0	45.2
Victims (subjected to violence)	73.7	56.8	64.2	60.9	61.5	54.8
(ZV) All those involved in violence either as violents or as victims or both	80.3	66.9	70.1	67.5	70.5	66.3
Killers (committing fatal violence)	11.8	11.0	1.5	1.2	6.4	11.5
Killed (victims of lethal violence)	13.2	4.2	0.7	0.6	5.1	3.8
(ZK) All those involved in killing either as killers or as killed or both	23.7	11.9	2.2	1.8	7.7	12.5
INDICATORS OF VIOLENCE						
Program score: $PS = (ZP) + 2(R/P) + 2(R/H)$	114.2	111.8	123.1	120.6	109.8	109.2
Character score: $CS = (ZV) + (ZK)$	104.0	78.8	72.3	69.3	78.2	78.8
Violence index: $VI = PS + CS$	218.2	190.6	195.4	189.9	188.0	188.0

**FIGURE 27: MEASURES AND INDICATORS
ALL NEW PROGRAMS**

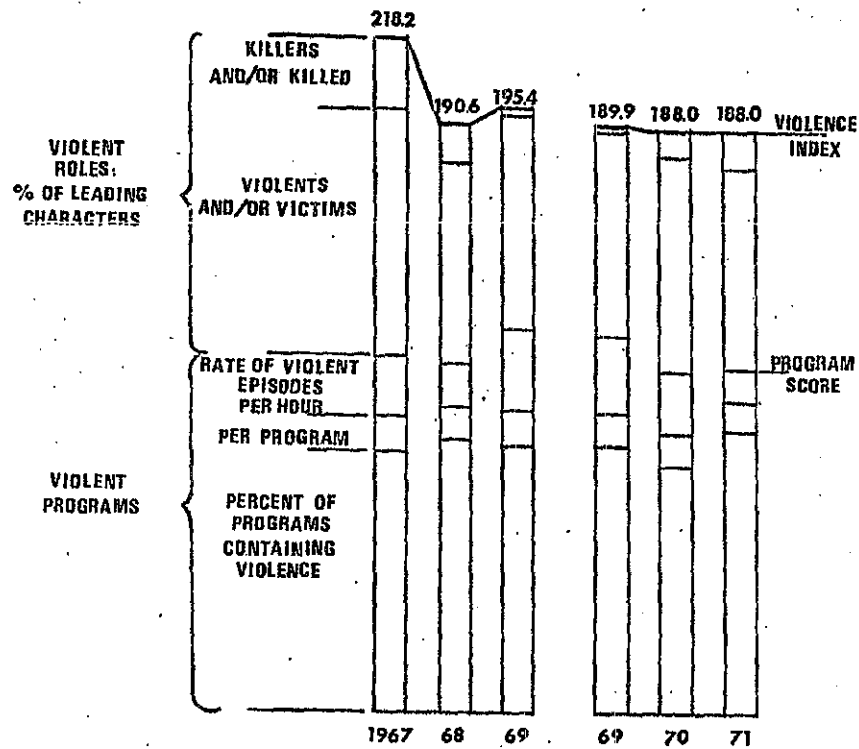


TABLE 28: SELECTED MEASURES: NEW CARTOON PROGRAMS

SAMPLES (100%)	One week's prime time and Saturday morning programs in Enlarged sample					
	1967 N	1968 N	1969 N	1969 N	1970 N	1971 N
Programs (plays) analyzed	12	16	29	33	25	10
Program hours analyzed	3.0	4.42	6.00	7.00	7.50	4.51
<u>Prevalence</u>	X	X	X	X	X	X
(X/P) Programs containing violence	91.7	100.0	100.0	100.0	96.0	100.0
Program hours containing violence	91.7	100.0	100.0	100.0	95.6	100.0
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	68	112	204	226	168	52
(R/P) Rate per all programs (plays)	5.7	7.0	7.0	6.8	6.7	5.2
(R/H) Rate per all hours	22.7	25.4	34.0	32.3	22.4	11.4
<u>Program Score</u> $PS = (X/P) + 2(R/P) + 2(R/H)$	148.3	164.7	182.1	178.3	154.2	133.2

**FIGURE 28: SELECTED MEASURES
NEW CARTOON PROGRAMS**

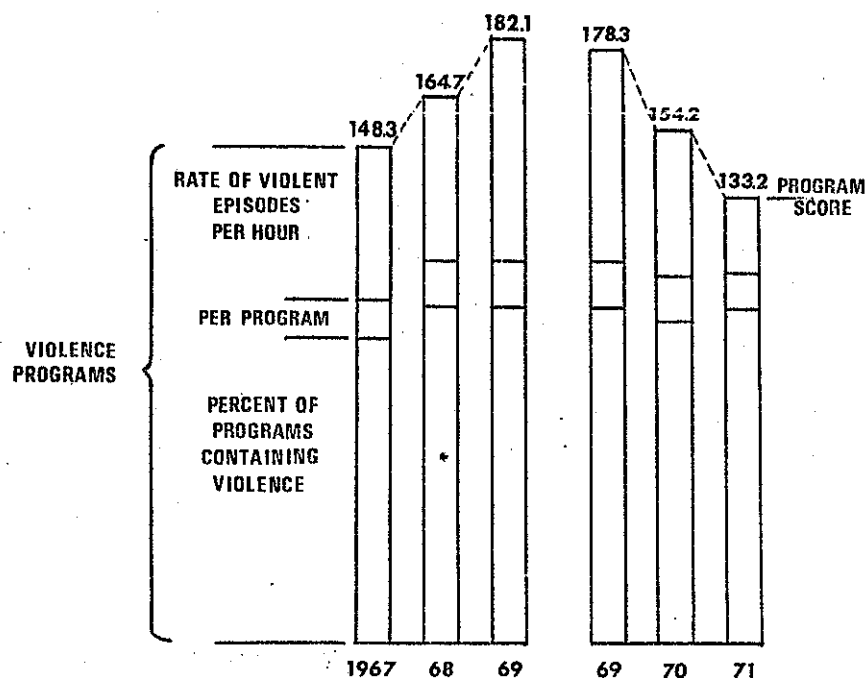


TABLE 29: SELECTED MEASURES: NEW NON-CARTOON PROGRAMS

One week's prime time and Saturday morning programs in

SAMPLES (100%)	1967	1968	1969	Enlarged sample		
	N	N	N	1969	1970	1971
Programs (plays) analyzed	20	32	18	23	19	32
Program hours analyzed	15.00	31.58	12.25	15.75	16.00	28.00
<u>Prevalence</u>	%	%	%	%	%	%
(%P) Programs containing violence	80.0	81.2	61.1	65.2	57.9	87.5
Program hours containing violence	86.7	91.8	71.4	71.4	65.6	92.9
<u>Rate</u>	N	N	N	N	N	N
Number of violent episodes	104	138	46	56	64	120
(R/P) Rate per all programs (plays)	5.2	4.3	2.6	2.4	3.4	3.8
(R/H) Rate per all hours	6.9	4.4	3.8	3.6	4.0	4.3
<u>Program score</u> PS=(%P)+2(R/P)+2(R/H)	104.3	98.6	73.7	77.2	72.6	103.6

**FIGURE 29: SELECTED MEASURES
NEW NON-CARTOON PROGRAMS**

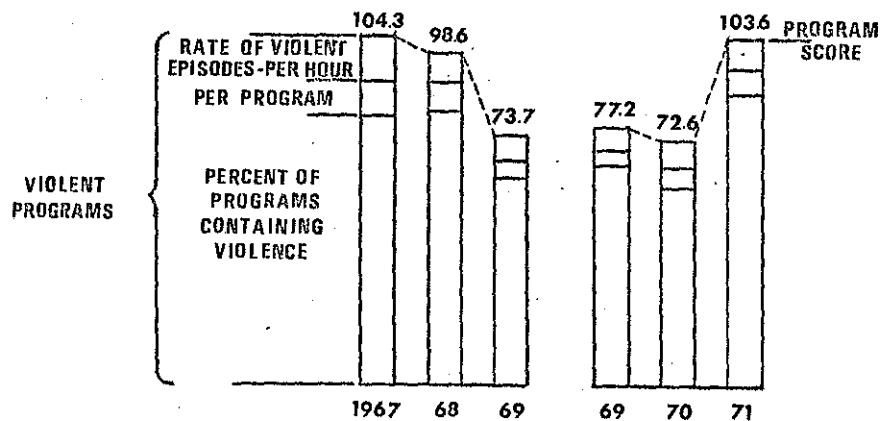


TABLE 30: SELECTED MEASURES: CRIME, WESTERN, ACTION ADVENTURE NEW PROGRAM

SAMPLES (100%)	One week's prime time and Saturday morning programs in					
	1967 N	1968 N	1969 N	Enlarged sample 1969 N	1970 N	1971 N
Program (plays) analyzed	23	31	35	40	18	24
Program hours analyzed	13.00	24.67	10.75	12.25	9.80	21.29
MEASURES OF VIOLENCE						
<u>Prevalence</u>						
(%P) Programs containing violence	95.6	100.0	100.0	100.0	94.4	100.0
Program hours containing violence	98.1	100.0	100.0	100.0	89.8	100.0
<u>Rate</u>						
Number of violent episodes	163	218	239	265	103	123
(R/P) Rate per all programs (plays)	7.1	7.0	6.8	6.6	5.7	5.1
(R/H) Rate per all hours	12.5	8.8	22.2	21.6	10.5	5.8
Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$	134.9	131.7	158.1	156.5	126.9	121.8

**FIGURE 30: SELECTED MEASURES
CRIME, WESTERN, ACTION-ADVENTURE,
NEW PROGRAMS**

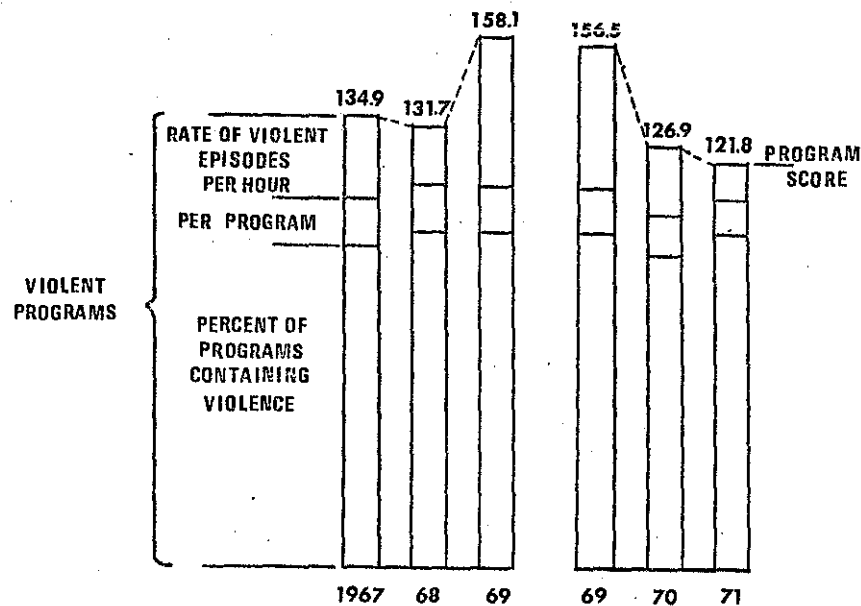


TABLE 31: SELECTED MEASURES

COMEDY, NEW PROGRAMS

SAMPLES (100%)	One week's prime time and Saturday morning programs in					
	1967 N	1968 N	1969 N	Enlarged sample		1971 N
Programs (plays) analyzed	10	23	28	32	30	14
Program hours analyzed	5.25	10.50	8.48	10.23	10.3	6.90
MEASURES OF VIOLENCE						
<u>Prevalence</u>						
(%P)Programs containing violence	60.0	73.9	85.7	87.5	83.3	71.4
Program hours containing violence	61.9	75.4	76.4	80.5	77.4	71.0
<u>Rate</u>						
N	N	N	N	N	N	N
Number of violent episodes	15	89	167	185	168	39
(R/P)Rate per all programs	1.5	3.9	6.0	5.8	5.6	2.8
(R/H)Rate per all hours	2.9	8.5	19.7	18.1	16.3	5.6
Program score: $PS = (\%P) + 2(R/P) + 2(R/H)$	68.7	98.6	117.0	135.2	127.2	88.3

**FIGURE 31: SELECTED MEASURES
COMEDY, NEW PROGRAMS**

