

**GRATUITOUS VIOLENCE AND EXPLOITIVE SEX: WHAT ARE THE LESSONS?
(Including Violence Profile No. 13)**

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I appear in the capacity of an individual researcher and not as a representative of our School, University, or any organization. The research I am reporting comes from our ongoing project called Cultural Indicators designed to investigate the nature of television programming and its relationships to viewer conceptions of social reality.

We have conducted the longest-running and still only comprehensive and cumulative research on what it means to grow up and live with television. The project originated in 1967. It has been supported by funds from the President's Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, the White House Office of Telecommunications Policy, The American Medical Association, the Administration on Aging, and the National Science Foundation. It is a team effort conducted by my colleagues Drs. Larry Gross, Michael Morgan, Nancy Signorielli and myself.

In this report I will highlight our Violence Profile No. 13, summarize our research on viewer conceptions of relevant aspects of reality, and discuss findings related to sexual portrayals and conceptions. Detailed tabulations, figures, and bibliographies can be found at the end of the report.

Violence Profile No. 13

Our measures of violence are based on the reliable observation of clear-cut and unambiguous episodes of physical violence (in any context) on network dramatic programs aired in prime time and during weekend daytime (children's) program hours. These measures include the prevalence of violence in the programs, the rate of violence per program and per hour, and the involvement of major characters in various types of violence as violentists or victims (or both). The measures are combined into composite indicators of violence and a Violence Index to facilitate comparisons over time and across programming hours and networks. The Violence Index meets the statistical and empirical requirements of an Index. The separate measures and indicators that compose the Index are also included in the tabulations attached to the report so that they may be examined separately. The findings since 1967 are reported in Appendix Tables 1-15 and illustrated on Figures 1-4. These results include new data for the 1982-83 and 1983-84 seasons, and comprise Violence Profile No. 13.

The overall Violence Index for the last two seasons remained close to the average of our monitoring results since 1967. However, while

prime time violence fell slightly below the 17-year average, weekend daytime (children's programs) violence rose far above it, including a record high in 1982-83. The three major networks tended to converge; differences for the last two seasons are negligible.

The relatively lower level of violence during the prime time "family hour" that persisted during the '70s vanished in the '80s. In fact, the "family hour" when most children are in the audience, became more violent. For example, the rate of violent incidents on programs aired 8-9 p.m. was 5.4 and 6.0 for the last two seasons, respectively, while comparable figures for 9-11 p.m. were 4.1 and 4.2 (See Tables 1-5 and Figures 1-4).

Violence in children's weekend programs reached a record high in 1982-83 and remained above the 17-year level in 1983-84. The rate during the first period was 30.3 violent incidents per hour. The rate for the second period was 25.5 per hour. The 17-year average is 20 violent incidents per hour.

The saturation of children's programs with violence (consistently 5 to 7 times higher than in prime time) comes at a time when the regulatory mechanisms of public participation and public interest are being dismantled and funding for public television -- the remaining source of quality programming for children -- is severely cut.

Television certainly did not invent violence; it just put it on the assembly line. Only television reaches virtually all homes with the same pattern of images and messages. Unlike other media,

television is used relatively non-selectively. It is a ritual, a common symbolic environment into which children are born and whose inescapable messages help shape and maintain common conceptions of life, society, and the world.

Video mayhem pervades the typical American home in which the television set is on an average of 7 hours a day. Cable seems only to increase the penetration of its patterns into everyday life (Morgan and Rothschild, 1983). For the past 17 years, at least, our children grew up and we all lived with a steady diet of about 16 entertaining acts of violence (2 of them lethal) in prime time alone every night, and probably dozens if not hundreds more for our children every weekend. We have been immersed in a tide of violent representations that is historically unprecedented and shows no real sign of receding.

What are the lessons?

The Social Role of Violence

Even more significant than the sheer amount of televised violence is its role on television and in the lives of viewers. Defining that role as only or primarily related to inciting aggression and potential threats to law and order has been the great media game that tended to make most violence studies, reports, and hearings the social and political dead ends they have been. We have concentrated our studies of the past few years on exploring all the potential lessons that might be related to exposure to violence-laden television and have come to conclusions very different from the conventional concerns.

Our research suggests lessons more far-reaching than the instigation of occasional acts of violence, no matter how disruptive and tragic they might be. We have concluded that violence is one means of distributing power in the symbolic (and real) world. While the convergence of research on the subject indicates that exposure to violence does occasionally incite and often desensitize, our findings indicate that for most viewers television's mean and violent world tends to demonstrate and cultivate a pattern of inequality and domination.

Humans threaten to hurt or kill, and actually do so, mostly to scare, terrorize, and impose their will upon others. Symbolic violence carries the same message. It is a show of force and demonstration of power. It is the quickest and most dramatic demonstration of who can get away with what against whom.

Violence as a scenario of social relationships reflects the structure of power in society and tends to cultivate acceptance of that structure. If we take a particular social group and divide the number of those who fall victim of violence by the number who victimize others, we can obtain a relative indicator of risk and vulnerability for that group. For example, for every 10 American men characters who commit violence on television, 11 American men and 12 foreign men fall victim to it. But for every 10 American women whose roles call for inflicting violence on others, 13 American women and 23 foreign women suffer violence. A fuller indication of the reverse pecking order of the world of prime time drama (the groups whose ratio of victimization

to violence is lightest on television) can be seen in the following list:

For every 10 violent acts in each of these groups, the number of victims in the same group is:

Foreign women	23
Nonwhite women	22
Older women	19
Girls	19
Young women	18
White women	16
Older men	15
Boys	14

It is clear that women, young and old people, and some minorities rank as the most vulnerable to victimization on television. We have also found that symbolic victimization on television and real world fear among women and minorities, even if contrary to the facts, are highly related (Morgan, 1983).

Heavy viewers are most likely to express the feeling of living in that self-reinforcing cycle of the "mean world." Our analysis of large scale surveys (reported in detail in the articles cited in the bibliography) indicates how the cycle works. Responses to questions about chances of encountering violence, safety of neighborhoods, fear of crime, etc., have been combined into an Index of Images of Violence. Table 16 and Figure 5 show that most heavy viewers in every education, age, income, sex, newspaper reading and neighborhood category express

a greater sense of insecurity and apprehension than do light viewers in the same groups. (Previous results also show that heavy viewers are more likely to acquire new locks, watchdogs and guns "for protection.")

The data show sizable group differences, reflecting inequalities of risk and power. Even though most heavy viewers feel more at risk than light viewers, the most vulnerable to the "mean world" syndrome are women, older people, those with lower education and income, those who do not read newspapers regularly, and those who live in large cities.

However, on some questions some groups respond differently. Television viewing may blur some distinctions and bring groups closer together into what we call the television "mainstream." Viewing may also leave some groups relatively unaffected while making others extremely responsive to the television image.

Figure 6 shows the "mainstreaming" implications of viewing. Those who live in suburbs and non-metropolitan areas are so convinced that "crime is rising" that television adds little or nothing to that perception. But those who live in cities (small and large) express an equally near-unanimous belief in the rising crime rate only if they are heavy viewers.

Similarly, high and medium income (but not low income) respondents over-estimate their chances of becoming involved in violence if they are heavy viewers. The more affluent heavy viewers share the violent "mainstream" with lower income respondents.

These group differences illustrate the complex interplay of demographic and real world factors and television viewing. On the whole, the most general and prevalent association with television viewing is a heightened sense of living in a "mean world" of violence and danger.

I believe that an unequal and corrosive sense of insecurity and mistrust invites not only aggression but also exploitation and repression. Fearful people are more dependent, more easily manipulated and controlled, more susceptible to deceptively simple, strong, tough measures and hard-line postures --- both political and religious. They may accept and even welcome repression if it promises to relieve their insecurities. That is the deeper problem of violence-laden television.

Exploitive Sex

It should come as no surprise, at this point, that sex, as much as violence, is an expression of a social relationship. Although they are opposites in that violence is conflict while sex is (or should be) cooperative, they are similar in their demonstration of either inequality or the struggle toward equity and mutuality.

Our own monitoring and studies by others (see "Journal of Communication Articles on Sex in Violence" in the bibliography) show that more explicit and more permissive sexual references (and occasional portrayals) have increased since the mid 70's. However, while television may have become more sexy, it has not become

significantly less sexist. The combination of the two trends makes for exploitive sex as a nightly staple of prime time entertainment.

Most nudity and other forms of explicit vulnerability depicted on television is female; most assertion of power is male. Although the proportion of female leads has increased, men still outnumber women 3 to 1 in prime time television drama, and most women are still cast in more restricted and dependent roles than in real life.

The lessons? We have constructed a "Sexism Index" from responses to National Opinion Research Center General Social Surveys that indicate a sexist orientation. These express beliefs that women are not suited to politics, should not work outside the home if their husbands can support them, and should take care of running their home but leave running the country to men. Those who subscribed to all these propositions were grouped into demographically matched low, medium, and high television viewing groups. The results are given in Table 17 and Figure 7.

The more television viewers watch the more sexist their orientation. In the typical "mainstreaming" fashion, the least sexist groups (young people and those who call themselves liberals) exhibit the greatest differences between heavy and light viewers. Furthermore, while most viewers become more sexist, one group of low-income viewers, the most traditional and sexist as light viewers, approach the television mainstream from the opposite direction: the heavy viewers among them are less sexist than their light viewing counterparts. So while self-styled liberals and moderates join the more sexist

television mainstream, for the most traditional and bigoted viewers television seems to be a relatively "liberalizing" experience.

The Politics of Exploitive Violence and Sex

The television experience blurs many traditional distinctions, cultivates a relatively insecure and anxious attitude toward others and the world, and tends to maintain or even enhance feelings of inequality of place and power. The mechanisms of representation and cultivation are resistant to substantial and lasting change (and tend to cultivate similar resistance to change) because they work well for the institutions producing it and because television is relatively insulated from public participation by either the ballot box or the box office.

The dramatic ingredients of mechanical violence and exploitive sex are produced on the cultural assembly line for great corporations. The conventional construction of the issue is both ironic and deceptive. It asks only if media violence and sex are the CAUSE of aggression or immorality. Of course, while complex behavior is not "caused" by a simple exposure, frequent and massive doses to media violence and brutal pornography can desensitize and incite. But that is only the tip of an iceberg of different complexion.

Exploitive symbolic violence and sex may not be threats to the social order as much as mechanisms of existing inequalities and of social control. The research shows both incitation of the few and integration of the many into the prevailing hierarchy of powers. That

explains why conservative industries keep producing it despite protests and pressures, and why any attempt to explore existing economic constraints and to channel the flow into a freer and more humane direction meets furious political resistance.

About eight years ago, the networks successfully defeated the efforts of legislators, citizens, and public organization to look into the structural causes of their manufacturing of violence as a cheap but effective industrial ingredient of mass-cultural production. The full story of that counterattack has never been told.

Briefly, congressional investigations in the late 50's and early 60's resulted in the first round of network promises, but no action. The National Commission of the Causes and Prevention of Violence in the late 60's, which sponsored the first of our violence profiles, came to the same conclusion as investigations before and since, and with the then existing evidence behind it. The Surgeon General's Scientific Advisory Committee launched the most ambitious program of media studies ever undertaken, and confirmed the same verdict, providing ample scientific support for a broad movement of citizens' organizations. That movement led to a series of congressional hearings, first in the Senate under the leadership of John Pastore, and then in the House under the guidance first of Torbert Macdonald and then Lionel Van Deerlin. Finally, in 1977, after many years of investigations and hearings, all pointing in the same direction, the House subcommittee on communications drafted a report which instructed its staff "to explore fully the structure of the broadcasting industry in order to enable the Subcommittee to better evaluate (a) whether the present system of

commercial network broadcasting which dominates viewing habits arbitrarily restricts program choice or is in any way primarily responsible for the high levels of violence on television, and (b) whether consideration should be given to altering the structure of the broadcast industry by legislation designed to increase competition and, perhaps, choice."

Needless to say, when that draft was leaked all hell broke loose. Members of the subcommittee told me that they had never before been subjected to such relentless lobbying and pressure. Major campaign contributors were also contacted. The report was delayed for months. The Subcommittee staffer who wrote the draft was forced out -- fired. The day before the final vote was to be taken, a new version drafted by broadcast lobbyists was substituted. It ignored the evidence of the hearings and gutted the report, shifting the burden from network structure to the families of America. When the network-dictated draft came to a vote, members of the parent committee who had never attended hearings were mobilized, and the watered down version passed by one vote.

The movement to reduce violence and sexism on the airways has not yet recovered from the defeat, and both continue at a high level. The conventional definition of the problem insulates sex and violence from their full symbolic and social functions and narrows the issues to an easily refutable single-cause model. By focusing on the tip of the iceberg rather than its base, on the symptoms rather than the underlying social pathology, this framing of the issue invites its own

refutation. It also adds to public paranoia and strengthens powerful repressive mechanisms expressed every day throughout our culture.

Commercialized violence and exploitive sex are but the most overt manifestations of a pattern of inequities and exploitations of the weaker and more vulnerable groups of our population. The pattern is endemic in the structure of our institutions and is not easily changed -- nor impermeable. Focusing on the most overt manifestations alone may simply channel energies into more repression and harassment and distracts attention from the larger symbolic world in which men have most of the values and power, in which both young and old suffer from symbolic deprivation or annihilation; in which women and minorities have less than their share of values and dignity but more than their share of risk, ridicule, and victimization.

We need an effective mobilization of parents, educators, religious and political leaders, and other citizens for liberation, not just to combat symbolic violence and exploitive sex as such but the larger structure of inequity and injustice behind it. We need an environmental movement to address a pervasive discharge into the mainstream of the common environment most vital to our humanity -- the environment of symbols -- that constrains and hurts too many of us.

Censorship is not the issue as the market for television production is not free in any sense of the word. A handful of production companies create the bulk of the programs and sell them to broadcasters, not to viewers. The cheapest and least offensive programming is the most profitable.

The system operates on a lucrative but restrictive basis of advertising moneys. The law that makes these advertising expenditures a tax-deductable business expense is the foundation of the television industry. The cost of advertising is included in the price of the products we buy. Unlike other business costs, but like taxation (without representation, to be sure), the cost must be paid by all whether or not they use the service. According to a report compiled by Broadcasting magazine (August 10, 1981, pp. 50-52), the television levy per household in 1980 ranged from about \$90 in Atlanta to \$29 in Wilkes-Barre--Scranton, Pa. In my city of Philadelphia it was \$59.39. That is what the average Philadelphia household paid for television, included in the price of products they bought, whether or not they watched. You pay when you wash, not when you watch....

The only way to reduce exploitive television content and, more importantly, the price we pay for its saturation of the life space of most Americans, is to allocate these and perhaps even addition resources to that end. In other words, it is to extend the legal and economic support for a broader view of the social and cultural mission of television. Such a move would not infringe on First Amendment rights. On the contrary, it would extend the First Amendment's prohibition of abridgement of the cultural marketplace to also cover corporate restrictions of control, purpose, and function.

Clearly, such institutional adjustments will take time and study, as well as determined effort. Those who would want to move television toward a more open system should know what they are up against.

Nevertheless, the effort is in the long-run interest of the industry as well as of our society. The rigid imperatives of television production will have to give way to a freer marketplace of ideas, problems, conflicts, and their resolutions. Freedom, time, and talent are needed to create a greater diversity of human scenarios and thus reduce exploitive violence and sex to legitimate and equitable dramatic functions. The resource base for television will have to be broadened to liberate the institution from total dependence on advertising monies, purposes, and ratings.

The Study Committee should recommend a mechanism that will finance a freer commercial system, one that can afford to present a fairer, more peaceful, and more democratic world of television. That is the only legitimate and effective way to reduce, if not eliminate, exploitive sex and violence. The mechanism should also help protect creative TV professionals from both governmental and corporate dictation. Only then will they be free to produce the diversified and entertaining fare they know how to create but cannot under existing constraints and controls.

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Table 1: All Programs, All Networks

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100X)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	183	232	203	291	226	110	121	111	126	130	134	121	117	2105
Program hours analyzed	120.5	138.9	142.3	225.7	153.0	71.6	79.0	77.3	77.2	74.2	71.2	70.1	72.5	1374.1
Leading characters analyzed	455	573	552	987	664	290	355	298	381	394	402	367	337	6055
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	81.4	80.6	79.8	78.0	77.4	89.1	76.9	84.7	81.0	85.4	85.8	76.0	82.1	80.8
Program hours with violence	85.1	80.8	85.7	82.8	81.8	89.5	78.3	85.6	78.0	84.6	89.2	77.6	83.4	83.2
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	872	1128	1022	1562	1185	680	629	643	628	743	761	584	630	11,067
Rate per program (R/P)	4.8	4.9	5.0	5.4	5.2	6.2	5.2	5.8	5.0	5.2	5.7	4.8	5.4	5.3
Rate per hour (R/H)	7.2	8.1	7.2	6.9	7.7	9.5	8.0	8.3	8.1	10.0	10.7	8.3	8.7	8.1
Duration-violent acts (hrs)	--	--	--	10.8	6.8	4.4	3.4	2.8	3.6	3.7	3.8	3.3	4.2	46.8
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	52.7	49.7	42.4	40.1	43.8	60.7	48.2	42.3	49.3	48.7	50.0	51.5	44.5	46.9
Victims (are hurt)	60.4	58.1	50.2	53.0	54.1	64.8	52.4	57.4	52.5	56.3	54.2	55.3	56.7	55.3
Involved in violence (XV)	69.5	65.1	59.8	61.4	64.2	74.8	63.4	64.8	62.7	67.0	65.7	62.9	64.7	64.4
Killers	11.6	4.7	8.2	8.5	6.5	6.6	5.1	3.0	3.1	2.8	2.5	3.5	5.0	6.0
Killed	5.5	3.0	4.0	4.7	3.8	3.1	1.1	2.0	1.3	1.5	1.2	1.9	.9	3.0
Involved in killing (XK)	15.4	6.6	9.8	10.9	9.2	8.3	5.4	5.0	3.9	3.3	3.0	4.6	5.6	7.7
Violent : Victim Ratio	-1.15	-1.17	-1.18	-1.32	-1.23	-1.07	-1.08	-1.36	-1.06	-1.16	-1.08	-1.07	-1.27	-1.18
Killer : Killed Ratio	+2.12	+1.59	+2.05	+1.83	+1.72	+2.11	+4.50	+1.50	+2.40	+1.83	+2.00	+1.56	+5.67	+2.01
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	105.4	106.6	104.2	102.6	103.4	120.5	103.3	112.9	107.2	116.8	118.6	102.2	110.3	107.6
Character V-Score: CS = (XV) + (XK)	84.8	71.7	69.6	72.3	73.3	83.1	68.8	69.8	66.7	70.3	68.7	67.5	70.3	72.1
Violence Index: VI = PS + CS	190.3	178.3	173.8	174.9	176.8	203.6	172.1	182.7	173.9	187.1	187.3	169.7	180.6	179.7

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

Table 2: Prime-Time Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100X)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	121	125	122	177	134	61	68	63	64	64	65	77	63	1204
Program hours analyzed	106.0	111.8	111.8	174.5	120.1	56.5	62.4	63.0	60.7	59.2	57.8	60.6	58.8	1103
Leading characters analyzed	340	350	386	609	431	172	210	191	218	229	216	247	195	3794
PREVALENCE	X	%	%	%	%	%	%	%	%	%	%	%	%	X
Programs with violence (XP)	75.2	66.4	73.8	67.8	68.7	80.3	66.2	74.6	70.3	73.4	80.0	63.6	73.0	71.1
Program hours with violence	84.0	77.0	84.4	79.8	80.0	86.7	75.2	82.5	75.3	81.4	88.7	74.2	81.3	80.7
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	549	434	533	919	716	342	371	285	344	336	343	278	280	5730
Rate per program (R/P)	4.5	3.5	4.4	5.2	5.3	5.6	5.5	4.5	5.4	5.2	5.3	3.6	4.4	4.8
Rate per hour (R/H)	5.2	3.9	4.8	5.3	6.0	6.1	5.8	4.5	5.7	5.7	5.9	4.6	4.8	5.2
Duration-violent acts (hrs)	--	--	--	8.0	4.8	3.2	2.3	1.5	2.6	2.5	2.4	2.3	2.8	32.5
ROLES (% LEADING CHARACTERS)	X	%	%	%	%	%	%	%	%	%	%	%	%	X
Violents (hurt others)	47.6	36.6	39.1	40.7	40.1	56.4	43.8	33.5	45.0	38.5	39.4	39.3	37.4	41.0
Victims (are hurt)	53.8	42.9	43.5	46.3	45.5	54.7	42.9	44.5	46.3	40.2	39.3	40.9	43.0	45.1
Involved in violence (XV)	64.4	49.4	53.9	53.7	55.0	67.4	53.8	52.9	53.7	50.7	50.0	48.2	53.3	54.2
Killers	14.1	6.9	11.4	13.3	10.0	9.9	8.6	4.7	5.5	4.4	4.6	4.9	8.7	9.1
Killed	5.6	4.0	5.2	7.2	5.3	4.7	1.9	3.1	2.3	2.2	2.3	2.8	1.5	4.3
Involved in killing (XK)	17.4	9.4	13.5	16.9	13.7	12.2	9.0	7.9	6.9	4.8	5.6	6.5	9.7	11.4
Violent : Victim Ratio	-1.13	-1.17	-1.11	-1.14	-1.13	+1.03	+1.02	-1.33	-1.03	-1.05	1.00	-1.04	-1.15	-1.10
Killer : Killed Ratio	+2.53	+1.71	+2.20	+1.84	+1.87	+2.13	+4.51	+1.50	+2.40	+2.00	+2.00	+1.71	+5.67	+2.12
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	94.6	81.1	92.0	88.7	91.3	103.6	88.8	92.7	92.4	95.2	102.4	80.0	91.4	91.1
Character V-Score: CB = (XV) + (XK)	81.8	58.9	67.4	70.6	68.7	79.7	62.8	60.7	60.6	55.5	55.6	54.7	63.0	65.6
Violence Index: VI = PS + CB	176.4	140.0	159.4	159.3	159.9	183.3	151.6	153.4	153.0	150.7	158.0	134.7	154.4	156.7

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

Table 3: Programs Aired 8-9 P. M. EST

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	74	73	55	86	61	25	32	27	31	29	26	35	25	579
Program hours analyzed	57.0	53.3	48.5	79.0	40.3	20.0	26.0	20.5	27.7	24.7	18.0	21.4	19.0	455.3
Leading characters analyzed	205	206	176	292	184	69	87	79	96	105	76	96	69	1740
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence <u>(XP)</u>	77.0	60.3	74.5	60.5	52.5	72.0	65.6	59.3	71.0	72.4	80.8	71.4	72.0	67.0
Program hours with violence	85.1	70.9	85.6	72.2	60.3	77.5	75.0	63.4	74.7	79.7	86.1	80.5	81.6	75.9
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	363	208	232	340	164	94	156	82	174	157	99	115	114	2298
Rate per program <u>(R/P)</u>	4.9	2.8	4.2	4.0	2.7	3.8	4.8	3.0	5.6	5.4	3.8	3.3	4.6	3.9
Rate per hour <u>(R/H)</u>	6.4	3.9	4.8	4.3	4.1	4.7	6.0	4.0	6.3	6.4	5.5	5.4	6.0	5.1
Duration-violent acts (hrs)	--	--	--	2.6	1.1	0.7	1.1	0.3	0.8	0.9	0.6	0.9	1.2	10.3
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	48.8	35.0	37.5	30.8	21.2	42.0	46.0	22.8	41.7	40.0	42.1	45.8	36.2	36.6
Victims (are hurt)	57.6	40.3	39.8	37.0	27.2	43.5	47.1	34.2	43.7	40.0	48.7	50.0	47.8	41.9
Involved in violence <u>(XV)</u>	66.3	46.1	50.0	44.2	37.0	55.1	57.5	39.2	53.1	52.4	57.9	58.3	56.5	50.6
Killers	16.6	5.3	6.2	9.2	1.1	1.4	4.6	3.8	5.2	4.8	0.0	3.1	7.2	6.4
Killed	6.3	2.4	2.8	5.1	0.0	0.0	1.1	0.0	5.2	2.9	2.6	4.2	0.0	3.0
Involved in killing <u>(XK)</u>	20.9	7.3	7.4	12.3	1.1	1.4	4.6	3.8	8.3	4.8	2.6	6.3	7.2	8.2
Violent : Victim Ratio	-1.18	-1.15	-1.06	-1.20	-1.28	-1.03	-1.02	-1.50	-1.05	1.00	-1.16	-1.09	-1.32	-1.14
Killer : Killed Ratio	+2.62	+2.20	+2.20	+1.80	+0.00	+0.00	+4.00	+0.00	1.00	+1.67	-0.00	-1.33	+0.00	+2.09
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	99.6	73.8	92.5	77.0	66.0	88.9	87.2	73.3	94.8	96.0	99.4	88.8	93.2	85.0
Character V-Score: CB = (XV) + (XK)	86.8	53.4	57.4	56.5	38.0	56.5	62.1	43.0	61.5	57.2	60.5	64.6	63.7	58.8
Violence Index: VI + PS + CB	186.4	127.2	149.9	133.5	104.0	145.4	149.3	116.4	156.2	153.2	159.9	153.4	156.9	143.8

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

Table 4: Programs Aired 9-11 P.M. EST

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	47	52	67	91	73	36	36	36	33	35	39	42	38	625
Program hours analyzed	49.0	58.5	63.3	95.5	79.8	36.5	36.4	42.5	33.0	34.5	39.7	39.2	39.7	647.7
Leading characters analyzed	135	144	210	317	247	103	123	112	122	124	140	151	126	2054
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	72.3	75.0	73.1	74.7	82.2	86.1	66.7	86.1	69.7	74.3	79.5	57.1	73.7	74.9
Program hours with violence	82.7	82.5	83.5	86.1	90.0	91.8	75.3	91.8	75.8	82.6	89.9	70.7	81.1	84.1
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	186	226	301	579	552	248	215	203	170	179	244	163	166	3432
Rate per program (R/P)	4.0	4.3	4.5	6.4	7.6	6.9	5.9	5.6	5.2	5.1	6.2	3.9	4.4	5.5
Rate per hour (R/H)	3.8	3.9	4.8	6.1	6.9	6.8	5.9	4.8	5.2	5.2	6.1	4.1	4.2	5.3
Duration-violent acts (hrs)	--	--	--	5.4	3.7	2.5	1.2	1.2	1.8	1.6	1.8	1.4	1.6	22.2
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	45.9	38.9	40.5	49.8	54.3	66.0	42.3	41.1	47.5	37.1	37.9	35.1	38.1	44.7
Victims (are hurt)	48.1	46.5	46.7	54.9	59.1	62.1	39.8	51.8	48.4	40.3	34.3	35.1	40.5	47.8
Involved in violence (XV)	61.5	54.2	57.1	62.5	68.4	75.7	51.2	62.5	54.1	49.2	45.7	41.7	51.6	57.4
Killers	10.4	9.0	15.7	17.0	16.6	15.5	11.4	5.4	5.7	4.0	7.1	6.0	9.5	11.4
Killed	4.4	6.2	7.1	9.1	9.3	7.8	2.4	5.4	0.0	1.6	2.1	2.0	2.4	5.4
Involved in killing (XK)	12.6	12.5	18.6	21.1	23.1	19.4	12.2	10.7	5.7	4.8	7.1	6.6	11.1	14.2
Violent : Victim Ratio	-1.05	-1.20	-1.15	-1.10	-1.09	+1.06	+1.06	-1.26	-1.02	-1.09	+1.10	1.00	-1.06	-1.07
Killer : Killed Ratio	+2.33	+1.44	+2.20	+1.86	+1.78	+2.00	+4.67	1.00	+0.00	+2.50	+3.33	+3.00	+4.00	+2.13
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	87.8	91.4	91.6	99.6	111.2	113.5	90.3	106.9	90.3	94.9	104.1	73.1	90.9	96.5
Character V-Score: CS = (XV) + (XK)	74.1	66.7	75.7	83.6	91.5	95.1	63.4	73.2	59.8	54.0	52.8	48.3	62.7	71.6
Violence Index: VI + PS + CS	161.9	158.1	167.4	183.2	202.7	208.6	153.7	180.2	150.1	148.9	156.9	121.4	153.6	168.1

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

Table 5: Weekend-Daytime (Children's) Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	62	107	81	114	92	49	53	48	62	66	69	44	54	901
Program hours analyzed	14.5	27.2	30.5	51.2	32.9	15.1	16.5	14.3	16.5	15.1	13.0	10.1	13.7	271.2
Leading characters analyzed	115	223	166	378	233	118	145	107	163	165	186	120	142	2261
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	93.3	97.2	88.9	93.9	90.2	100.0	90.6	97.9	91.9	97.0	91.3	97.7	92.6	93.8
Program hours with violence	93.1	96.6	90.4	93.2	88.4	100.0	89.9	98.8	87.9	97.2	91.4	98.3	92.7	93.1
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	323	694	489	643	469	338	258	358	284	407	418	306	350	5337
Rate per program (R/P)	5.2	6.5	6.0	5.6	5.1	6.9	4.8	7.5	4.6	6.2	6.1	6.9	6.5	5.9
Rate per hour (R/H)	22.3	25.5	16.0	12.6	14.2	22.4	15.6	25.0	17.2	26.9	30.9	30.3	25.5	19.6
Duration-violent acts (hrs)	--	--	--	2.8	1.9	1.2	1.1	1.3	0.9	1.2	1.4	0.9	1.4	14.3
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	67.8	70.4	50.0	39.2	50.6	66.9	54.5	57.9	55.2	63.0	62.4	76.7	54.2	56.7
Victims (are hurt)	80.0	82.1	65.7	63.8	70.0	79.7	66.2	80.4	60.7	78.8	71.5	85.0	75.4	72.3
Involved in violence (XV)	84.3	89.7	73.5	73.8	81.1	85.6	77.2	86.0	74.8	89.7	83.9	93.3	80.3	81.6
Killers	4.3	1.3	0.6	0.8	0.0	1.7	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.7
Killed	5.2	1.3	1.2	0.5	0.9	0.8	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.8
Involved in killing (XK)	9.6	2.2	1.2	1.3	0.9	2.5	0.0	0.0	0.0	1.2	0.0	0.8	0.0	1.4
Violent : Victim Ratio	-1.18	-1.17	-1.31	-1.63	-1.38	-1.19	-1.21	-1.39	-1.10	-1.25	-1.15	-1.11	-1.39	-1.27
Killer : Killed Ratio	-1.20	1.00	-2.00	+1.50	-0.00	+2.00	0.00	0.00	0.00	1.00	0.00	+0.00	0.00	-1.06
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	148.5	161.3	133.0	130.3	128.9	158.7	131.4	162.8	135.4	163.2	165.3	172.1	156.6	144.8
Character V-Score: CS = (XV) + (XK)	93.9	91.9	74.7	75.1	82.0	88.1	77.2	86.0	74.8	90.9	83.9	94.1	80.3	83.0
Violence Index: VI + PS + CS	242.4	253.2	207.7	205.4	210.9	246.8	208.6	248.8	210.3	254.1	249.2	266.2	236.9	227.8

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

Table 6: Cartoons

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	57	103	70	96	77	34	45	45	63	68	69	49	53	829
Program hours analyzed	13.9	25.3	24.5	40.7	22.8	7.7	13.1	13.1	17.3	16.5	13.5	10.4	13.2	232.2
Leading characters analyzed	109	209	139	320	182	77	125	100	167	174	186	128	137	2053
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	94.7	97.1	92.9	93.8	93.5	100.0	93.3	97.8	98.4	97.1	91.3	95.9	92.5	95.1
Program hours with violence	93.4	96.4	96.2	92.6	91.9	100.0	92.4	98.7	98.6	97.4	91.3	97.6	92.4	94.9
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	313	666	447	592	425	263	263	344	322	456	418	313	345	5167
Rate per program (R/P)	5.5	6.5	6.4	6.2	5.5	7.7	5.8	7.6	5.1	6.7	6.1	6.4	6.5	6.2
Rate per hour (R/H)	22.5	26.3	18.2	14.6	18.7	34.0	20.1	26.2	18.6	27.6	30.9	30.0	26.1	22.2
Duration-violent acts (hrs)	--	--	--	2.4	1.6	0.9	1.1	1.3	1.0	1.3	1.3	1.1	1.3	13.4
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	69.7	70.8	54.7	39.7	52.7	77.9	61.6	58.0	58.7	63.8	62.4	75.0	54.0	59.1
Victims (are hurt)	80.7	80.9	71.2	67.2	75.8	83.1	73.6	81.0	64.1	78.2	71.5	83.6	75.9	74.7
Involved in violence (XV)	85.3	89.0	80.6	74.4	85.2	89.6	82.4	86.0	79.6	89.1	83.9	92.2	80.3	83.5
Killers	4.6	1.4	0.7	0.9	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.7
Killed	5.5	1.4	1.4	0.6	1.1	0.0	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.8
Involved in killing (XK)	10.1	2.4	1.4	1.6	1.1	0.0	0.0	0.0	0.0	1.1	0.0	1.6	0.0	1.4
Violent : Victim Ratio	-1.16	-1.14	-1.30	-1.69	-1.44	-1.07	-1.19	-1.40	-1.09	-1.22	-1.15	-1.11	-1.40	-1.26
Killer : Killed Ratio	-1.20	1.00	-2.00	+1.50	-0.00	0.00	0.00	0.00	0.00	1.00	0.00	1.00	0.00	-1.21
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	150.7	162.6	142.1	135.2	141.9	183.5	145.1	165.5	145.9	165.7	165.3	168.7	157.7	151.9
Character V-Score: CS = (XV) + (XK)	95.4	91.4	82.0	75.9	86.3	89.6	82.4	86.0	79.6	90.2	83.9	93.8	80.3	84.9
Violence Index: VI = PS + CS	246.1	254.0	224.1	211.1	228.1	273.1	227.5	251.5	225.5	255.9	249.2	262.5	238.0	236.8

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

Table 7: All ABC Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100X)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	57	80	64	100	77	32	37	35	34	43	41	32	29	661
Program hours analyzed	39.5	43.7	46.4	77.3	50.5	21.2	23.4	24.5	23.5	24.2	22.1	21.5	20.6	438.4
Leading characters analyzed	149	203	192	326	225	97	114	92	113	147	123	102	98	1981
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (<u>%P</u>)	89.5	75.0	73.4	76.0	79.2	93.8	78.4	88.6	70.6	81.4	85.4	71.9	89.7	79.9
Program hours with violence	92.4	69.1	84.0	80.9	82.5	92.9	79.7	89.8	74.5	79.4	89.8	78.3	92.7	82.7
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	306	341	318	521	426	189	176	199	151	247	193	132	181	3380
Rate per program (<u>R/P</u>)	5.4	4.3	5.0	5.2	5.5	5.9	4.8	5.7	4.4	5.7	4.7	4.1	6.2	5.1
Rate per hour (<u>R/H</u>)	7.7	7.8	6.9	6.7	8.4	8.9	7.5	8.1	6.4	10.2	8.7	6.1	8.7	7.7
Duration-violent acts (hrs)	--	--	--	3.6	2.3	1.4	1.1	1.1	1.1	0.9	1.0	1.1	1.6	15.2
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	59.7	43.8	34.4	40.8	47.1	61.9	42.1	43.5	44.2	43.5	49.6	46.1	40.8	45.1
Victims (are hurt)	65.8	50.2	42.7	54.0	59.1	64.9	50.0	59.8	46.0	53.7	52.8	52.9	50.0	53.8
Involved in violence (<u>%V</u>)	75.8	58.1	51.0	58.6	71.1	76.3	60.5	66.3	52.2	64.6	65.8	58.8	59.2	62.4
Killers	13.4	3.4	8.9	8.9	4.4	4.1	0.0	3.3	0.9	1.4	1.6	4.9	8.2	5.4
Killed	5.4	2.0	5.7	4.3	3.6	3.1	0.0	0.0	0.0	0.7	0.8	2.9	2.0	2.8
Involved in killing (<u>%K</u>)	18.1	4.9	10.9	11.0	7.6	7.2	0.0	3.3	0.9	2.0	2.4	5.9	9.2	7.2
Violent : Victim Ratio	-1.10	-1.15	-1.24	-1.32	-1.25	-1.05	-1.19	-1.38	-1.04	-1.23	-1.06	-1.15	-1.22	-1.20
Killer : Killed Ratio	+2.50	+1.75	+1.55	+2.07	+1.25	+1.33	0.00	+0.00	+0.00	+2.00	+2.00	+1.67	+4.00	+1.96
INDICATORS OF VIOLENCE														
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	115.7	99.1	97.1	99.9	107.2	123.4	103.0	116.2	92.3	113.2	112.2	92.3	119.5	105.5
Character V-Score: CS = (%V) + (%K)	94.0	63.1	62.0	69.6	78.7	83.5	60.5	69.6	53.1	66.6	68.2	64.7	68.4	69.6
Violence Index: VI + PS + CS	209.7	162.2	159.1	169.5	185.8	206.9	163.5	185.8	145.4	179.8	180.4	157.0	187.9	175.1

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

Table B: ABC Prime-Time Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	40	42	43	61	41	19	21	24	23	24	24	22	18	402
Program hours analyzed	35.0	35.0	36.8	59.5	40.0	17.0	18.0	20.5	19.0	19.9	18.2	19.2	16.7	354.9
Leading characters analyzed	115	123	148	207	136	60	66	65	81	96	75	79	64	1315
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	85.0	54.8	65.1	67.2	73.2	89.5	66.7	83.3	60.9	66.7	83.3	63.6	83.3	71.1
Program hours with violence	91.4	62.1	82.5	78.6	82.5	91.2	75.0	87.8	71.1	74.9	89.0	76.6	91.0	80.4
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	210	128	176	317	289	110	90	94	80	115	101	84	108	1902
Rate per program (R/P)	5.3	3.0	4.1	5.2	7.0	5.8	4.3	3.9	3.5	4.8	4.2	3.8	6.0	4.7
Rate per hour (R/H)	6.0	3.7	4.8	5.3	7.5	6.5	5.0	4.6	4.2	5.8	5.5	4.4	6.4	5.3
Duration-violent acts (hrs)	--	--	--	2.7	1.9	1.1	0.7	0.6	0.7	0.5	0.6	0.8	1.3	10.9
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	60.0	32.5	33.8	43.5	49.3	63.3	33.3	32.3	30.9	35.4	37.3	43.0	35.9	41.1
Victims (are hurt)	62.6	37.4	39.9	51.2	54.4	61.7	34.8	50.8	33.3	35.4	37.3	46.8	40.6	45.8
Involved in violence (XV)	73.9	43.1	49.3	55.6	66.2	75.0	47.0	60.0	38.3	46.9	50.7	54.4	51.6	54.8
Killers	16.5	5.7	10.8	13.0	7.4	3.3	0.0	4.6	1.2	2.1	2.7	6.3	12.5	7.8
Killed	6.1	3.3	6.8	6.3	5.1	3.3	0.0	0.0	0.0	1.0	1.3	3.8	3.1	3.8
Involved in killing (XK)	21.7	8.1	13.5	15.9	11.8	6.7	0.0	4.6	1.2	3.1	4.0	7.6	14.1	10.1
Violent : Victim Ratio	-1.04	-1.15	-1.18	-1.18	-1.10	+1.03	-1.04	-1.57	-1.08	1.00	1.00	-1.09	-1.13	-1.11
Killer : Killed Ratio	+2.71	+1.75	+1.60	+2.08	+1.43	1.00	0.00	+0.00	+0.00	+2.00	+2.00	+1.67	+4.00	+2.04
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	107.5	68.2	82.9	88.3	101.7	114.0	85.3	100.3	76.2	87.9	102.7	80.0	108.1	91.1
Character V-Score: CS = (XV) + (XK)	95.7	51.2	62.8	71.5	77.9	81.7	47.0	64.6	39.5	50.0	54.7	62.0	65.7	64.9
Violence Index: VI = PS + CS	203.2	119.4	145.7	159.8	179.7	195.7	132.3	165.0	115.8	137.9	157.4	142.0	173.8	156.0

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

Table 9: ABC Weekend-Daytime (Children's) Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	17	38	21	39	36	13	16	11	11	19	17	10	11	259
Program hours analyzed	4.5	8.7	9.7	17.8	10.5	4.2	5.4	4.0	4.5	4.3	3.8	2.2	3.9	835
Leading characters analyzed	34	80	44	119	89	37	48	27	32	51	48	23	34	666
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence <u>(%P)</u>	100.0	97.4	90.5	89.7	86.1	100.0	93.8	100.0	90.9	100.0	88.2	90.0	100.0	93.4
Program hours with violence	100.0	97.1	89.7	88.8	82.5	100.0	95.3	100.0	88.9	100.0	93.6	92.6	100.0	92.5
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	96	213	142	204	137	79	86	105	71	132	92	48	73	1478
Rate per program <u>(R/P)</u>	5.6	5.6	6.8	5.2	3.8	6.1	5.4	9.5	6.5	6.9	5.4	4.8	6.6	5.7
Rate per hour <u>(R/H)</u>	21.3	24.6	14.7	11.4	13.0	19.0	16.0	26.3	15.8	30.5	24.0	21.3	18.8	17.7
Duration-violent acts (hrs)	--	--	--	0.9	0.4	0.3	0.4	0.5	0.3	0.5	0.4	0.3	0.3	4.3
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	58.8	61.2	36.4	36.1	43.8	59.5	54.2	70.4	78.1	58.8	68.8	56.5	50.0	52.9
Victims (are hurt)	76.5	70.0	52.3	58.8	66.3	70.3	70.8	81.5	78.1	88.2	77.1	73.9	67.6	69.5
Involved in violence <u>(%V)</u>	82.4	81.2	56.8	63.9	78.7	78.4	79.2	81.5	87.5	98.0	89.6	73.9	78.5	77.5
Killers	2.9	0.0	2.3	1.7	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Killed	2.9	0.0	2.3	0.8	1.1	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Involved in killing <u>(%K)</u>	5.9	0.0	2.3	2.5	1.1	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Violent : Victim Ratio	-1.30	-1.14	-1.44	-1.63	-1.51	-1.18	-1.31	-1.16	1.00	-1.50	-1.12	-1.31	-1.35	-1.31
Killer : Killed Ratio	1.00	0.00	1.00	+2.00	-0.00	+2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	+1.20
INDICATORS OF VIOLENCE														
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	154.0	157.7	133.4	123.1	119.8	150.1	136.6	171.6	135.4	174.8	147.0	142.2	150.8	140.2
Character V-Score: CS = (%V) + (%K)	88.2	81.2	59.1	66.4	79.8	86.5	79.2	81.5	87.5	98.0	89.6	73.9	73.5	79.0
Violence Index: VI + PS + CS	242.2	239.0	192.5	189.5	199.6	236.6	215.8	253.1	222.9	272.8	236.6	216.1	224.3	219.2

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

Table 10: All CBS Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	67	85	78	95	80	41	52	48	56	51	50	49	48	800
Program hours analyzed	39.3	48.0	49.0	73.1	50.2	24.0	32.2	26.8	28.5	26.5	25.7	24.9	27.2	475.6
Leading characters analyzed	152	198	189	336	232	101	143	122	152	149	145	138	124	2181
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	71.6	77.6	74.4	74.7	67.5	82.9	71.2	85.4	87.5	84.3	86.0	75.5	77.1	77.2
Program hours with violence	75.3	79.9	79.7	80.9	72.1	83.3	73.8	83.2	81.6	80.8	88.3	73.2	73.4	78.6
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	248	384	376	539	320	199	268	263	284	282	339	228	228	3958
Rate per program (R/P)	3.7	4.5	4.8	5.7	4.0	4.9	5.1	5.5	5.1	5.5	6.8	4.6	4.7	4.9
Rate per hour (R/H)	6.3	8.0	7.7	7.4	6.4	8.3	8.3	9.8	9.9	10.6	13.2	9.2	8.4	8.3
Duration-violent acts (hrs)	--	--	--	3.5	1.9	1.0	1.1	1.1	1.5	1.2	1.2	1.3	0.9	14.6
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	40.1	51.0	42.9	39.0	39.2	50.5	49.6	41.8	53.9	52.3	57.9	52.2	44.3	46.3
Victims (are hurt)	49.3	56.6	51.9	50.9	47.8	56.4	49.6	56.6	57.9	58.4	54.5	52.2	55.6	53.1
Involved in violence (XV)	56.6	63.6	60.3	60.1	55.6	67.3	60.8	63.9	69.1	67.8	66.9	61.6	65.3	62.3
Killers	7.9	4.0	9.5	8.6	6.0	5.0	7.7	2.5	3.3	3.4	0.7	0.7	4.8	5.4
Killed	5.3	3.0	2.6	6.0	4.3	1.0	0.7	0.8	0.7	2.0	0.7	1.4	0.8	2.7
Involved in killing (XK)	11.2	6.6	10.1	12.2	9.1	5.0	7.7	3.3	3.3	3.4	0.7	2.2	5.6	7.0
Violent : Victim Ratio	-1.23	-1.11	-1.21	-1.31	-1.22	-1.12	1.00	-1.35	-1.07	-1.11	+1.06	1.00	-1.25	-1.15
Killer : Killed Ratio	+1.50	+1.33	+3.60	+1.45	+1.40	+5.00	+11.00	+3.00	+5.00	+1.67	+1.00	-2.00	+6.00	+1.97
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	91.6	102.7	99.4	100.8	88.3	109.2	98.0	116.0	117.5	116.5	126.0	103.1	103.3	103.6
Character V-Score: CS = (XV) + (XK)	67.8	70.2	70.4	72.3	64.7	72.3	68.5	67.2	72.4	71.2	67.6	63.8	70.9	69.3
Violence Index: VI + PS + CS	159.4	172.9	169.7	173.1	152.9	181.5	166.5	183.3	189.9	187.7	193.6	166.9	174.2	172.9

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

Table 11: CBS Prime-Time Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	44	46	42	63	48	24	31	22	24	22	24	33	22	445
Program hours analyzed	34.5	36.5	37.5	57.0	37.8	18.0	25.9	20.3	22.0	20.2	21.5	21.9	22.0	375.0
Leading characters analyzed	113	122	123	219	153	61	91	65	73	78	80	95	63	1336
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	59.1	63.0	66.7	63.5	50.0	70.8	61.3	68.2	79.2	68.2	79.2	63.6	63.6	64.3
Program hours with violence	72.5	75.3	77.3	76.3	65.6	77.8	71.0	77.8	79.5	75.3	88.4	69.5	70.4	74.7
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	127	124	176	323	168	84	173	89	129	82	148	107	68	1798
Rate per program (R/P)	2.9	2.7	4.2	5.1	3.5	3.5	5.6	4.0	5.4	3.7	6.2	3.2	3.1	4.0
Rate per hour (R/H)	3.7	3.4	4.7	5.7	4.5	4.7	6.7	4.4	5.9	4.0	6.9	4.9	3.1	4.8
Duration-violent acts (hrs)	--	--	--	2.6	1.1	0.4	0.8	0.5	1.1	0.6	0.6	0.9	0.5	9.3
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	27.4	33.6	37.4	35.6	30.7	42.6	41.8	33.8	50.7	34.6	40.0	36.8	34.9	36.1
Victims (are hurt)	36.3	38.5	42.3	42.9	36.6	37.7	39.6	36.9	53.4	35.9	38.7	36.8	42.9	39.9
Involved in violence (XV)	45.1	45.1	49.6	48.9	42.5	54.1	49.4	44.6	64.4	44.9	50.0	45.3	57.1	48.4
Killers	8.8	5.7	14.6	12.8	9.2	8.2	12.1	4.6	6.8	5.1	1.2	1.0	9.5	8.5
Killed	4.4	4.1	4.1	9.1	5.9	1.6	1.1	1.5	1.4	3.8	1.2	2.1	1.6	4.1
Involved in killing (XK)	10.6	9.0	15.4	18.3	13.1	8.2	12.1	6.2	6.8	5.1	1.2	3.2	11.1	10.6
Violent : Victim Ratio	-1.32	-1.15	-1.13	-1.21	-1.19	+1.13	+1.05	-1.09	-1.05	-1.04	+1.03	1.00	-1.23	-1.11
Killer : Killed Ratio	+2.00	+1.40	+3.60	+1.40	+1.56	+5.00	+11.00	+3.00	+5.00	+1.33	1.00	-2.00	+6.00	+2.05
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	72.2	75.2	84.4	85.1	65.9	87.2	85.9	85.1	101.6	83.6	105.4	79.8	76.0	81.9
Character V-Score: CS = (XV) + (XK)	55.8	54.1	65.0	67.1	55.6	62.3	61.5	50.8	71.2	50.0	51.2	48.5	68.2	59.0
Violence Index: VI = PS + CS	128.0	129.3	149.5	152.2	121.5	149.5	147.4	135.8	172.9	133.6	156.6	128.3	144.2	140.9

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

Table 12: CBS Weekend-Daytime (Children's) Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	23	39	36	32	32	17	21	26	32	29	26	16	26	355
Program hours analyzed	5.0	11.5	11.5	16.1	12.4	6.0	6.3	6.5	6.5	6.2	4.2	3.0	5.2	100.6
Leading characters analyzed	39	76	66	117	79	40	52	57	79	71	65	43	61	845
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	95.7	94.9	83.3	96.9	93.8	100.0	85.7	100.0	93.8	96.6	92.3	100.0	88.5	93.5
Program hours with violence	95.0	94.2	87.5	96.9	92.0	100.0	85.5	100.0	88.5	98.6	88.2	100.0	85.7	93.2
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	121	260	200	216	152	115	95	174	155	200	191	121	160	2160
Rate per program (R/P)	5.3	6.7	5.6	6.8	4.8	6.8	4.5	6.7	4.8	6.9	7.3	7.6	6.1	6.1
Rate per hour (R/H)	24.2	22.6	17.4	13.4	12.2	19.2	15.2	26.8	23.7	32.0	44.9	40.3	30.5	21.5
Duration-violent acts (hrs)	--	--	--	0.8	0.7	0.5	0.3	0.5	0.4	0.5	0.7	0.3	0.5	5.3
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	76.9	78.9	53.0	45.3	55.7	62.5	63.5	50.9	57.0	71.8	80.0	86.0	54.1	62.4
Victims (are hurt)	87.2	85.5	69.7	65.8	69.6	85.0	67.3	78.9	62.0	83.1	73.8	86.0	68.9	74.1
Involved in violence (XV)	89.7	93.4	80.3	81.2	81.0	87.5	80.8	86.0	73.4	93.0	87.7	97.7	73.8	84.3
Killers	5.1	1.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.6
Killed	7.7	1.3	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Involved in killing (XK)	12.8	2.6	0.0	0.9	1.3	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.2
Violent : Victim Ratio	-1.13	-1.08	-1.31	-1.45	-1.25	-1.36	-1.06	-1.55	-1.09	-1.16	+1.08	1.00	-1.27	-1.19
Killer : Killed Ratio	-1.50	1.00	0.00	+0.00	-0.00	0.00	0.00	0.00	0.00	+0.00	0.00	0.00	0.00	+1.20
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	154.6	153.4	129.3	137.2	127.7	151.9	130.7	166.9	150.8	174.4	196.7	195.8	161.7	148.7
Character V-Score: CS = (XV) + (XK)	102.6	96.1	80.3	82.1	82.3	87.5	80.8	86.0	73.4	94.4	87.7	97.7	73.8	85.5
Violence Index: VI + PS + CS	257.1	249.5	209.6	219.2	210.0	239.4	211.5	252.9	224.2	268.8	284.4	293.5	235.5	234.2

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

Table 13: All NBC Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	59	67	61	96	69	37	32	28	36	36	43	40	40	644
Program hours analyzed	41.5	47.3	46.9	75.2	52.3	26.4	23.4	26.1	25.2	23.5	23.4	24.3	24.6	460.1
Leading characters analyzed	154	172	171	325	207	92	98	84	116	98	134	127	115	1893
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	84.7	91.0	93.4	83.3	87.0	91.9	84.4	78.6	80.6	91.7	86.0	80.0	82.5	86.2
Program hours with violence	87.3	92.6	93.6	86.7	90.4	92.4	82.9	84.0	77.2	94.3	89.6	81.6	86.8	88.2
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	318	403	328	502	439	292	185	181	193	214	229	224	221	3729
Rate per program (R/P)	5.4	6.0	5.4	5.2	6.4	7.9	5.8	6.5	5.4	5.9	5.3	5.6	5.5	5.8
Rate per hour (R/H)	7.7	8.5	7.0	6.7	8.4	11.1	7.9	6.9	7.7	9.1	9.8	9.2	8.9	8.1
Duration-violent acts (hrs)	--	--	--	3.8	2.6	2.1	1.2	0.7	1.0	1.5	1.5	0.9	1.5	16.9
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	58.4	55.2	50.9	40.6	45.4	70.7	53.1	41.7	48.3	51.0	41.8	55.1	47.8	49.5
Victims (are hurt)	66.2	69.2	56.7	54.2	55.6	73.9	59.2	56.0	51.7	57.1	55.2	60.6	63.5	59.3
Involved in violence (XV)	76.0	75.0	69.0	65.5	66.2	81.5	70.4	64.3	64.7	69.4	64.2	67.7	68.7	68.9
Killers	13.6	7.0	5.8	8.0	9.2	10.9	7.1	3.6	5.2	4.1	5.2	5.5	2.6	7.1
Killed	5.8	4.1	3.5	3.7	3.4	5.4	3.1	6.0	3.4	2.0	2.2	1.6	0.0	3.4
Involved in killing (XK)	16.9	8.7	8.2	9.5	11.1	13.0	8.2	9.5	7.8	5.1	5.9	6.3	2.6	8.9
Violent : Victim Ratio	-1.13	-1.25	-1.11	-1.33	-1.22	-1.05	-1.11	-1.34	-1.07	-1.09	-1.32	-1.10	-1.33	-1.19
Killer : Killed Ratio	+2.33	+1.71	+1.67	+2.17	+2.71	+2.00	+2.33	-1.67	+1.50	+2.00	+2.33	+3.50	+0.00	+2.08
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	110.9	120.1	119.2	107.1	116.5	129.8	111.8	105.4	106.6	121.7	116.2	109.6	111.3	114.0
Character V-Score: CS = (XV) + (XK)	92.9	83.7	77.2	75.1	77.3	94.6	78.6	73.8	72.4	74.5	70.1	74.0	71.3	77.8
Violence Index: VI + PS + CS	203.7	203.9	195.4	182.2	193.8	224.4	190.4	179.2	179.0	196.2	186.3	183.6	182.6	191.8

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

Table 14: NBC Prime-Time Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	37	37	37	53	45	18	16	17	17	18	17	22	23	357
Program hours analyzed	36.5	40.3	37.5	58.0	42.3	21.5	18.5	22.3	19.7	19.0	18.0	19.5	20.0	373.0
Leading characters analyzed	112	105	115	183	142	51	53	61	64	55	61	73	68	1143
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	83.8	83.8	91.9	73.6	84.4	83.3	75.0	70.6	70.6	88.9	76.5	63.6	73.9	79.6
Program hours with violence	87.7	91.3	93.3	84.5	90.6	90.7	81.1	82.0	74.6	94.7	88.9	76.9	85.0	86.9
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	212	182	181	279	259	148	108	102	135	139	94	87	104	2030
Rate per program (R/P)	5.7	4.9	4.9	5.3	5.8	8.2	6.7	6.0	7.9	7.7	5.5	3.9	4.5	5.7
Rate per hour (R/H)	5.8	4.5	4.8	4.8	6.1	6.9	5.8	4.6	6.9	7.3	5.2	4.5	5.2	5.4
Duration-violent acts (hrs)	--	--	--	2.7	1.8	1.6	0.9	0.4	0.8	1.3	1.2	0.5	1.0	12.2
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	55.4	44.8	47.8	43.7	41.5	64.7	60.4	34.4	56.3	49.1	40.9	38.4	41.2	46.6
Victims (are hurt)	62.5	54.3	49.6	44.8	46.5	66.7	58.4	45.9	54.7	54.5	42.6	39.7	45.6	50.4
Involved in violence (XV)	74.1	61.9	64.3	57.4	57.7	74.5	69.8	54.1	60.9	65.4	49.2	45.2	51.5	60.4
Killers	17.0	9.5	8.7	14.2	13.4	19.6	13.2	4.9	9.4	7.3	11.5	8.2	4.4	11.4
Killed	6.2	4.8	4.3	6.0	4.9	9.8	5.7	8.2	6.3	1.8	4.9	2.7	0.0	5.1
Involved in killing (XK)	19.6	11.4	11.3	16.4	16.2	23.5	15.1	13.1	14.1	7.3	13.1	9.6	4.4	13.9
Violent : Victim Ratio	-1.13	-1.21	-1.04	-1.02	-1.12	-1.03	+1.03	-1.33	+1.03	-1.07	-1.04	-1.04	-1.11	-1.08
Killer : Killed Ratio	+2.71	+2.00	+2.00	+2.36	+2.71	+2.00	+2.33	-1.67	+1.50	+4.00	+2.33	+3.00	+0.00	+2.24
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	106.9	102.7	111.3	93.7	108.2	113.5	100.0	91.8	100.2	118.9	97.9	80.4	93.3	101.8
Character V-Score: CS = (XV) + (XK)	93.7	73.3	75.7	73.8	73.9	98.0	84.9	67.2	75.0	72.7	62.3	54.8	55.9	74.3
Violence Index: VI = PS + CS	200.6	176.0	187.0	167.5	182.1	211.6	184.9	159.0	175.2	191.6	160.2	135.2	149.2	176.1

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

Table 15: NBC Weekend-Daytime (Children's) Programs

	67-68	69-70	71-72	73-73*	1975*	1976	1977	1978	1979	1980	1981	1982	1983	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Programs analyzed	22	30	24	43	24	19	16	11	19	18	26	18	17	287
Program hours analyzed	5.0	7.0	9.4	17.2	10.0	4.9	4.9	3.8	5.5	4.5	5.4	4.8	4.6	87.1
Leading characters analyzed	42	67	56	142	65	41	45	23	52	43	73	54	47	750
PREVALENCE	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Programs with violence (XP)	86.4	100.0	95.8	95.3	91.7	100.0	93.8	90.9	89.5	94.4	92.3	100.0	94.1	94.4
Program hours with violence	85.0	100.0	94.7	94.2	90.0	100.0	89.8	95.7	86.4	92.6	92.3	100.0	94.5	93.5
RATE	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Number of violent acts	106	221	147	223	180	144	77	79	58	75	135	137	117	1699
Rate per program (R/P)	4.8	7.4	6.1	5.2	7.5	7.6	4.8	7.2	3.1	4.2	5.2	7.6	6.9	5.9
Rate per hour (R/H)	21.2	31.6	15.6	12.9	18.0	29.4	15.7	20.6	10.5	16.7	24.9	28.4	25.5	19.5
Duration-violent acts (hrs)	--	--	--	1.1	0.8	0.4	0.3	0.3	0.3	0.2	0.3	0.4	0.5	4.7
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Violents (hurt others)	66.7	71.6	57.1	36.6	53.8	78.0	44.4	60.9	38.5	53.5	42.5	77.8	57.4	53.9
Victims (are hurt)	76.2	92.5	71.4	66.2	75.4	82.9	60.0	82.6	48.1	60.5	65.8	88.9	89.4	72.8
Involved in violence (XV)	81.0	95.5	78.6	76.1	84.6	90.2	71.1	91.3	69.2	74.4	76.7	98.1	93.6	82.1
Killers	4.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.7
Killed	4.8	3.0	1.8	0.7	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.9
Involved in killing (XK)	9.5	4.5	1.8	0.7	0.0	0.0	0.0	0.0	0.0	2.3	0.0	1.9	0.0	1.5
Violent : Victim Ratio	-1.14	-1.29	-1.25	-1.81	-1.40	-1.06	-1.35	-1.36	-1.25	-1.13	-1.55	-1.14	-1.55	-1.35
Killer : Killed Ratio	1.00	1.00	-0.00	-0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	+0.00	0.00	-1.40
INDICATORS OF VIOLENCE														
Program Score: PS = (XP) + 2(R/P) + 2(R/H)	138.4	177.9	139.4	131.6	142.7	173.9	134.8	146.5	116.7	136.2	152.5	172.0	158.9	145.2
Character V-Score: CS = (XV) + (XK)	90.5	100.0	80.4	76.8	84.6	90.2	71.1	91.3	69.2	76.7	76.7	100.0	93.6	83.6
Violence Index: VI + PS + CS	228.9	277.9	219.7	208.4	227.3	264.2	205.9	237.8	185.9	212.9	229.2	272.0	252.5	228.8

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

Table 16

Components of Images of Violence Index

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

1 "On the average weekday, about how many hours do you personally watch television?"
 Light: under 2 hours
 Medium: 2 - 4 hours
 Heavy: over 4 hours

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

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

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

Data Source: Opinion Research Corporation

Table 17: Percent who are High Scorers on an Index of Sexism

	Total		Television Viewing						CD (%Heavy- %Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall	34	(2160)	31	(477)	33	(948)	38	(733)	+ 7	.098***	(6309)
controlling for:											
Age											
18 - 29	22	(358)	20	(71)	20	(139)	25	(148)	+ 5	.100*	(1659)
30 - 54	29	(816)	27	(211)	30	(393)	33	(212)	+ 6	.087**	(2772)
55 and over	52	(976)	51	(192)	51	(412)	55	(372)	+ 4	.061	(1860)
Sex											
Male	34	(933)	30	(219)	33	(444)	37	(270)	+ 7	.099**	(2786)
Female	35	(1227)	32	(258)	33	(504)	39	(465)	+ 7	.095***	(3523)
Race											
White	33	(1816)	29	(404)	32	(810)	39	(602)	+10	.138***	(5440)
Non-white	40	(344)	51	(73)	40	(138)	34	(133)	-17	-.193***	(869)
Education											
No college	42	(1763)	45	(359)	41	(758)	42	(646)	- 3	-.025	(4163)
Some college	18	(389)	16	(116)	18	(187)	22	(86)	+ 6	.120*	(2130)
Income											
under \$10,000	47	(931)	50	(191)	47	(374)	45	(366)	- 5	-.052	(1990)
\$10,000-\$19,999	34	(659)	31	(142)	33	(306)	37	(211)	+ 6	.077	(1958)
over \$20,000	21	(397)	19	(114)	20	(195)	23	(88)	+ 4	.069	(1927)
Political Orientation											
Conservative	40	(686)	38	(178)	38	(302)	48	(206)	+10	.111**	(1693)
Moderate	34	(716)	31	(130)	34	(323)	37	(263)	+ 6	.073	(2077)
Liberal	28	(434)	21	(89)	28	(190)	33	(155)	+12	.183***	(1572)

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

Data Source: NORC 1975, 1977, 1978, 1982, and 1983 General Social Surveys
 Television Viewing: Light -- under 2 hours; medium -- 2 to 4 hours; heavy -- over 4 hours.

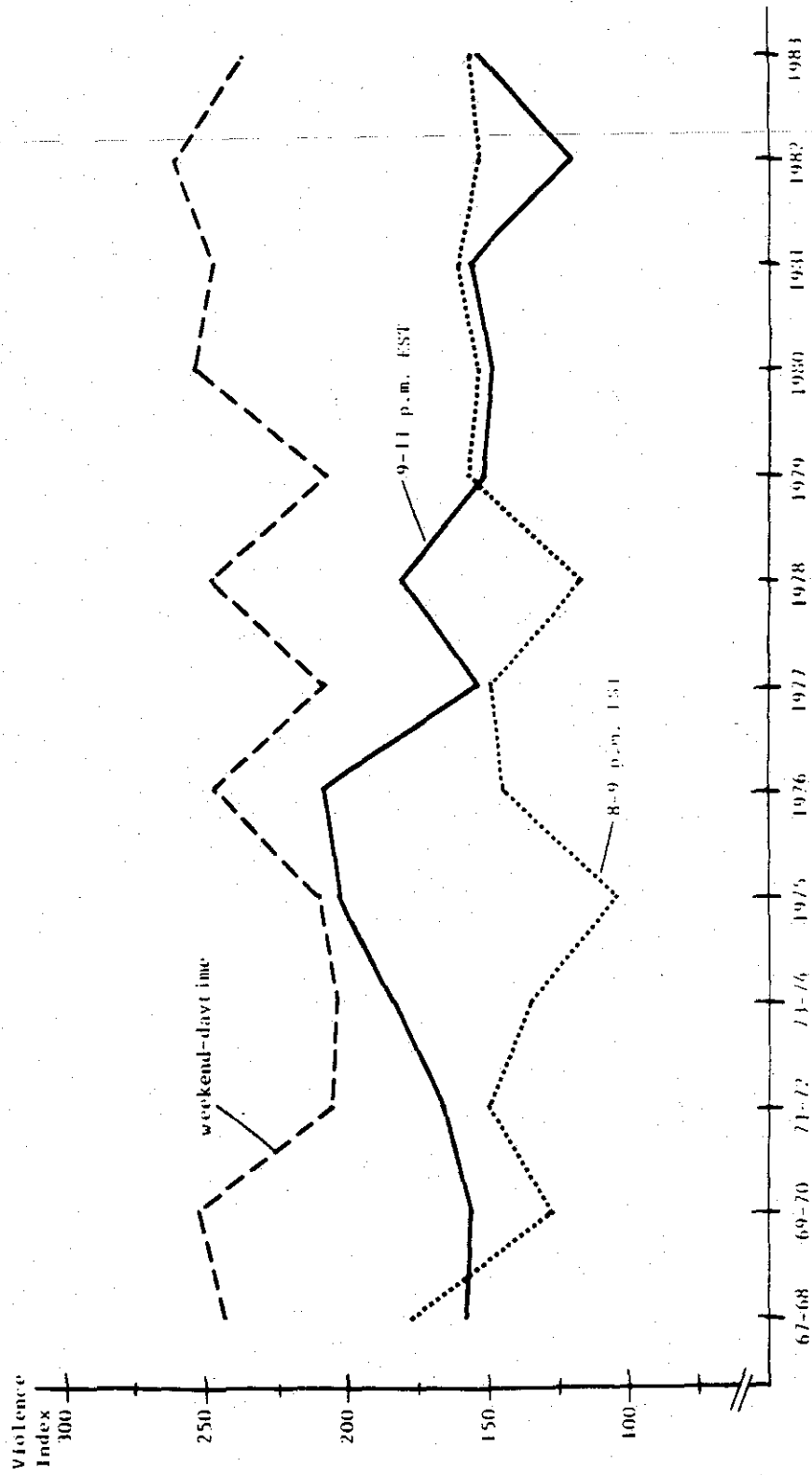


Figure 1: Violence Index in Children's and Prime-Time Programming (1967-1983)

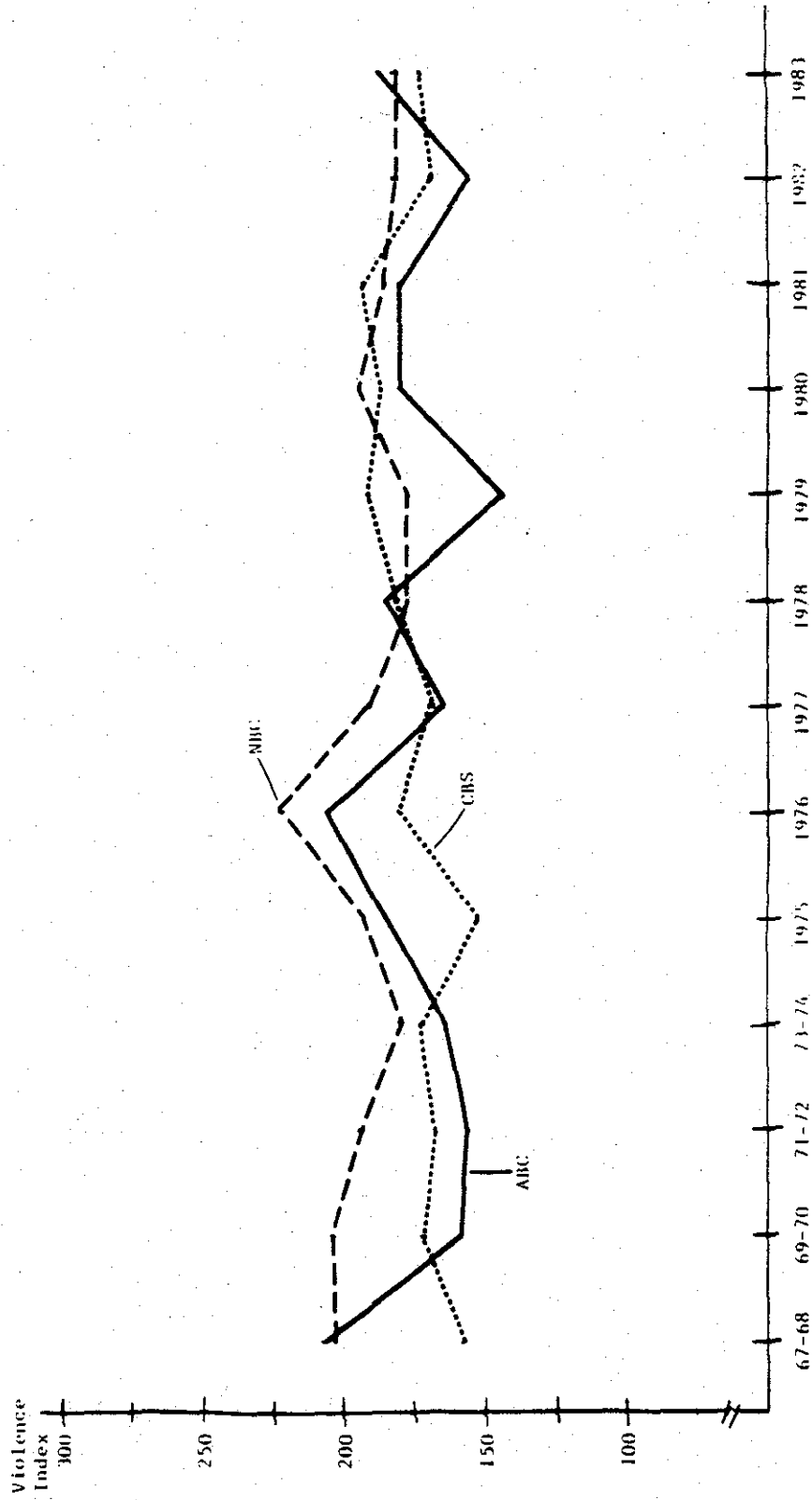


Figure 2: Violence Index by Network (1967-1983)

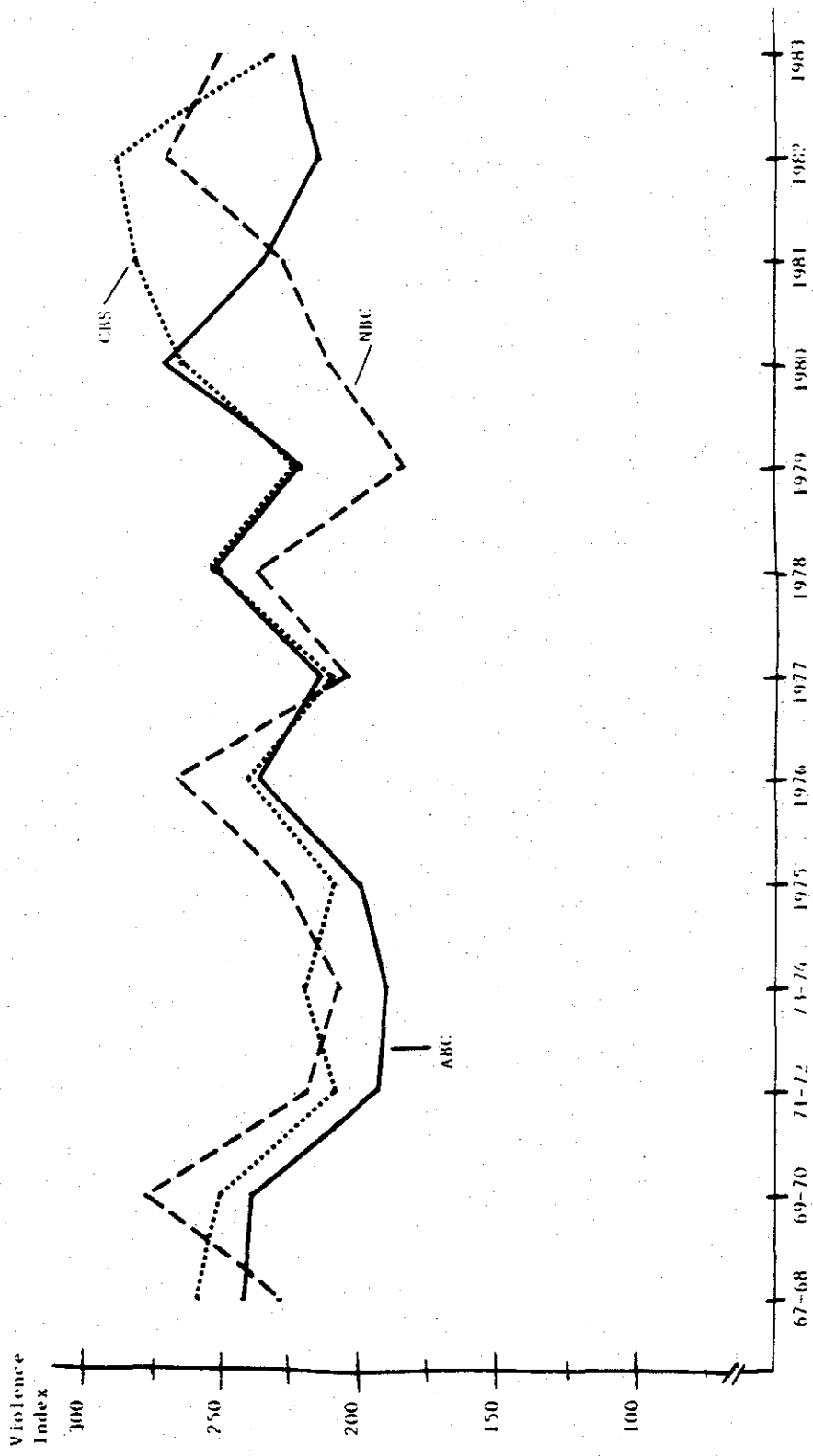


Figure 3: Violence Index in Weekend-Daytime (Children's) Programming by Network (1967-1983)

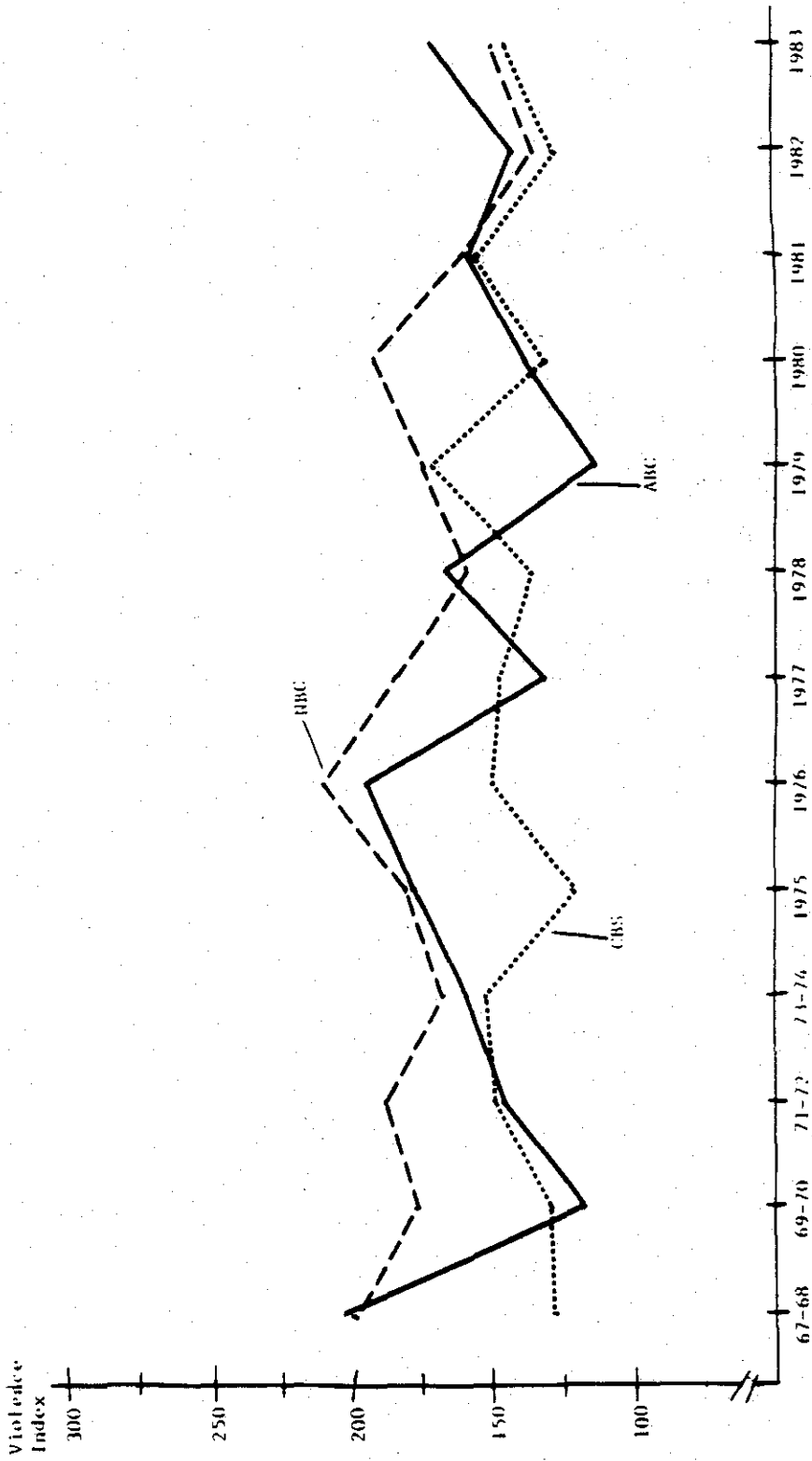


Figure 4: Violence Index in Prime-Time Programming by Network (1967-1983)

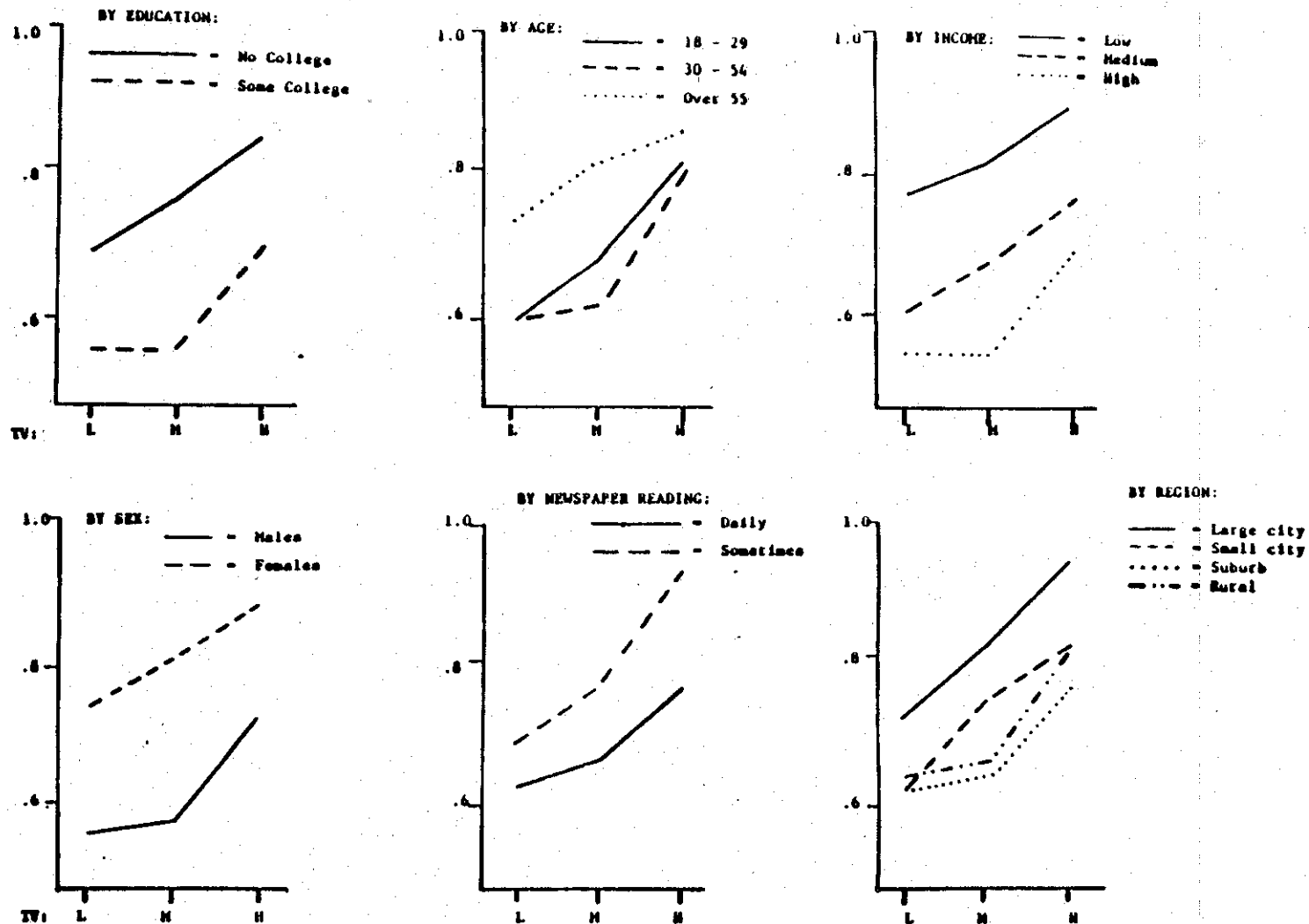


Figure 5

Relationship between Amount of Television Viewing and an Index of Images of Violence, within Major Demographic Subgroups