

## Cultural Indicators (CI)

CI is a data base and a series of reports relating recurrent features of the world of television to viewer conceptions of reality. Its cumulative data archive contains observations on over 4,000 programs and 40,000 characters coded according to many thematic, demographic and action categories.

CI research began in 1967-68 with a study for the National Commission on the Causes and Prevention of Violence. It continued under the sponsorship of 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, the National Science Foundation, the W. Alton Jones Foundation, the Screen Actors Guild, the American Federation of Television and Radio Artists, the National Cable Television Association, the U.S. Commission on Civil Rights, the Turner Broadcasting System, the Ark Trust, Inc., the Mental Health Initiatives, Inc., the Women's Initiative of the American Association for Retired Persons, the Center for Substance Abuse Prevention, an agency of the U.S. Public Health Service, the Sloan Foundation, the Ford Foundation, and the Robert Wood Johnson Foundation.

Studies have focused on television's contributions to images of women and minorities; occupations; political orientation; aging; disability; mental illness; violence; death and dying; school achievement and aspirations; health-related issues such as alcohol, tobacco and other drugs, safety, nutrition, and medicine; science and scientists; family life; religion; adoption, portrayals of animals, expressions of anger, and other issues.

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

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