

CHECKLIST

This is the required last page of the application.

Check the appropriate boxes and provide the information requested.

TYPE OF APPLICATION:

- NEW application (This application is being submitted to the PHS for the first time.)
- COMPETING CONTINUATION of grant number: _____
(This application is to extend a grant beyond its original project period.)
- SUPPLEMENT to grant number: _____
(This application is for additional funds during a funded project period.)
- REVISION of application number: _____
(This application replaces a prior version of a new, competing continuation or supplemental application.)
- Change of Principal Investigator/Program Director.
Name of former Principal Investigator/Program Director: _____

ASSURANCES IN CONNECTION WITH:

Civil Rights	Handicapped Individuals	Sex Discrimination	Human Subjects General Assurance (if applicable)	Laboratory Animals (if applicable)
<input checked="" type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input checked="" type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input checked="" type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input type="checkbox"/> Filed <input type="checkbox"/> Not filed

INDIRECT COSTS:

Indicate the applicant organization's most recent indirect cost rate established with the appropriate DHEW Regional Office. If the applicant organization is in the process of initially developing or renegotiating a rate, or has established a rate with another Federal agency, it should, immediately upon notification that an award will be made, develop a tentative indirect cost rate proposal based on its most recently completed fiscal year in accordance with the principles set forth in the pertinent DHEW Guide for Establishing Indirect Cost Rates, and submit it to the appropriate DHEW Regional Office. Indirect costs will not be paid on foreign grants, construction grants, and grants to individuals, and usually not on grants in support of conferences.

DHEW Agreement Dated: March 3, 1980.

_____ % Salary and Wages or 65 % Total Direct Costs.

Is this an off-site or other special rate, or is more than one rate involved? YES NO

Explanation: _____

DHEW Agreement being negotiated with _____ Regional Office.

No DHEW Agreement, but rate established with _____ Date _____.

No Indirect Costs Requested.

Bio. Pages

removed,

updated,

and used in Science

proposal

OTHER SUPPORT**(USE CONTINUATION PAGES IF NECESSARY)**

For each of the professionals named on page 2, list, in three separate groups: (1) active support; (2) applications pending review and/or funding; (3) applications planned or being prepared for submission. Include all Federal, non-Federal, and institutional grant and contract support. If none, state "NONE." For each item give the source of support, identifying number, project title, name of principal investigator/program director, time or percent of effort on the project by professional named, annual direct costs, and entire period of support. (If part of a larger project, provide the titles of both the parent grant and the subproject and give the annual direct costs for each.) Briefly describe the contents of each item listed. If any of these overlap, duplicate, or are being replaced or supplemented by the present application, justify and delineate the nature and extent of the scientific and budgetary overlaps or boundaries.

PRINCIPAL INVESTIGATOR/PROGRAM DIRECTOR: George Gerbner

(1) ACTIVE SUPPORT:

- NIMH - MH 21196-06A1 - TV and Children's Conceptions of Social Reality --
10 percent of time -- \$46,213 in direct costs -- from 5/1/79 to 12/31/80.
- AoA - 90-AR-2176 - Aging with Television Commercials -- 10 percent of time -
\$118,257 in direct costs -- from 10/1/79 to 3/31/81.

(2) Applications pending review:

- NIMH - TV's Contribution to Images of Marriage and Family - 8 percent of time -
requesting \$311,058 in direct costs over three years - 7/1/81 to 6/30/84.

(3) Applications planned or being prepared for submission:

- NSF - to the Committee on the Public Understanding of Science --
(budget, exact title, etc. are still in planning stage)

Co-Principal Investigator: Larry Gross

(1) Active Support:

- NIMH - MH 21196-06A1 - TV and Children's Conceptions of Social Reality --
20 percent of time -- \$46,213 in direct costs - from 5/1/79 to 12/31/80.
- AoA - 90-AR-2176 - Aging with Television Commercials -- 5 percent of time -
\$118,257 in direct costs -- from 10/1/79 to 3/31/81.

(2) Applications pending review:

- NIMH - TV's Contribution to Images of Marriage and Family - 8.5 percent of time --
requesting \$311,058 in direct costs over three years - 7/1/81 to 6/30/84.

(3) Applications planned or being prepared for submission:

- NSF - to the Committee on the Public Understanding of Science --
(budget, exact title, etc. are still in planning stage)

Other Support Continued

Co-Principal Investigator: Michael Morgan

(1) Active Support:

NIMH - MH 21196-06A1 - TV and Children's Conceptions of Social Reality -
50 percent of time - \$46,213 in direct costs -- 5/1/79 to 12/31/80.

(2) Applications pending review:

NIMH - TV's Contribution to Images of Marriage and Family - 30 percent
requesting \$311,058 in direct costs over three years - 7/1/81 to 6/30/84.

(3) Applications planned or being prepared for submission:

NSF - to the Committee on the Public Understanding of Science
(budget, exact title, etc. are still in planning stage)

Co-Principal Investigator: Nancy Signorielli

(1) Active Support:

AoA - 90-AR-2176 -- Aging with Television Commercials -- 33 percent
\$118,257 direct costs -- 10/1/79 to 3/31/81.

(2) Applications pending review:

NIMH - TV's Contribution to Images of Marriage and Family - 30 percent
requesting \$311,058 in direct costs over three years - 7/1/81 to 6/30/84.

(3) Applications planned or being prepared for submission:

NSF - to the Committee on the Public Understanding of Science
(budget, exact title, etc. are still in planning stage)

This proposal and the other one currently pending review by NIMH propose research that will be conducted in tandem and each project will benefit from the other. The message system analysis data that will be collected in each project are quite different but can be collected at the same time. The coding budgets reflect this dual collection.

RESOURCES AND ENVIRONMENT

FACILITIES: Mark the facilities to be used and briefly indicate their capacities, pertinent capabilities, relative proximity and extent of availability to the project. Use "other" to describe facilities at other performance sites listed in Item 9, page 1, and at sites for field studies. Using continuation pages if necessary, include a description of the nature of any collaboration with other organizations and provide further information in the RESEARCH PLAN.

Laboratory:

Clinical:

Animal:

Computer: facilities provided by Unicoll Corp;, 3400 Market St., Phila., Pa.
IBM - 360/168

Office: In the Annenberg School of Communications the following rooms:
G-6, G-7, G-15, G-18, 1021, 118, 218

Other (_____):
Videotape viewing-recording facilities
videotape archives
computerized data archives

MAJOR EQUIPMENT: List the most important equipment items already available for this project, noting the location, and pertinent capabilities of each.

We have all of the equipment needed to screen programs in our videotape archives and to record future samples. We also have a computer terminal to provide remote access to the IBM 360/168.

ADDITIONAL INFORMATION: Provide any other information describing the environment for the project. Identify support services such as consultants, secretarial, machine shop, and electronics shop, and the extent to which they will be available to the project.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE PUBLIC HEALTH SERVICE GRANT APPLICATION FOLLOW INSTRUCTIONS CAREFULLY	LEAVE BLANK		
	TYPE	ACTIVITY	NUMBER
	REVIEW GROUP		FORMERLY
	COUNCIL/BOARD (Month, year)		DATE RECEIVED

1. TITLE OF APPLICATION (Do not exceed 56 typewriter spaces)
 TV's Contribution to Images of Marriage and Family

2. RESPONSE TO SPECIFIC PROGRAM ANNOUNCEMENT NO YES (If "YES," state RFA number and/or announcement title)

3. PRINCIPAL INVESTIGATOR/PROGRAM DIRECTOR

3a. NAME (Last, first, middle) Gerbner, George	3b. SOCIAL SECURITY NUMBER 560-26-1969
---	---

3c. MAILING ADDRESS (Street, city, state, zip code) Annenberg School of Communications University of Pennsylvania 3620 Walnut St. C5 Philadelphia, Pa. 19104	3d. POSITION TITLE Dean and Professor of Communications
3e. DEPARTMENT, SERVICE, LABORATORY OR EQUIVALENT Annenberg School of Communications	

3f. TELEPHONE (Area code, number and extension) 215-243-7041	3g. MAJOR SUBDIVISION
---	-----------------------

4. HUMAN SUBJECTS, DERIVED MATERIALS OR DATA INVOLVED <input type="checkbox"/> NO <input type="checkbox"/> YES (If "YES," form HEW 596 required)	5. RECOMBINANT DNA RESEARCH SUBJECT TO NIH GUIDELINES <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES
---	--

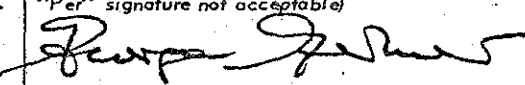
6. DATES OF ENTIRE PROPOSED PROJECT PERIOD (This application) From: 7/81 Through: 6/84	7. TOTAL DIRECT COSTS REQUESTED FOR PROJECT PERIOD (from page 5) \$ 311,058	8. DIRECT COSTS REQUESTED FOR FIRST 12-MONTH BUDGET PERIOD (from page 4) \$ 99,297
---	--	---

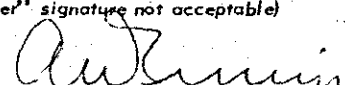
9. PERFORMANCE SITES (Organizations and addresses) Annenberg School of Communications University of Pennsylvania 3620 Walnut St. C5 Philadelphia, Pa. 19104	10. INVENTIONS (Competing continuation application only) Were any inventions conceived or reduced to practice during the course of the project? <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES - Previously reported <input type="checkbox"/> YES - Not previously reported
---	---

12. ORGANIZATIONAL COMPONENT TO RECEIVE CREDIT FOR INSTITUTIONAL GRANT (See instructions) Code <input type="checkbox"/> <input type="checkbox"/> Description:	11. APPLICANT ORGANIZATION (Name, address, and congressional district) Trustees of Univ. of Pennsylvania Office of Research Administration 3451 Walnut St. Philadelphia, Pa. 19104
--	--

13. ENTITY IDENTIFICATION NUMBER 23-1352685	14. TYPE OF ORGANIZATION (See instructions) <input checked="" type="checkbox"/> Private Nonprofit <input type="checkbox"/> Public (Specify Federal, State, Local):
--	--

15. OFFICIAL IN BUSINESS OFFICE TO BE NOTIFIED IF AN AWARD IS MADE (Name, title, address and telephone number.) Anthony Merritt Director Research Administration 3451 Walnut St. Philadelphia, Pa. 19104	16. OFFICIAL SIGNING FOR APPLICANT ORGANIZATION (Name, title, address and telephone number.) A. W. Kinny Assoc. Director Research Administration 3451 Walnut St. Philadelphia, Pa. 19104
---	---

17. PRINCIPAL INVESTIGATOR/PROGRAM DIRECTOR ASSURANCE: I agree to accept responsibility for the scientific conduct of the project and to provide the required progress reports if a grant is awarded as a result of this application.	SIGNATURE OF PERSON NAMED IN 3a (In ink. "Per" signature not acceptable) 	DATE 10/21/80
---	--	------------------

18. CERTIFICATION AND ACCEPTANCE: I certify that the statements herein are true and complete to the best of my knowledge, and accept the obligation to comply with Public Health Service terms and conditions if a grant is awarded as the result of this application. A willfully false certification is a criminal offense. (U.S. Code, Title 18, Section 1001.)	SIGNATURE OF PERSON NAMED IN 16 (In ink. "Per" signature not acceptable) 	DATE 10/28/80
--	--	------------------

ABSTRACT OF RESEARCH PLAN

NAME AND ADDRESS OF APPLICANT ORGANIZATION (Same as Item 11, page 1)

Trustees of Univ. of Pennsylvania, Office of Research Administration
3451 Walnut St. Philadelphia, Pa.

TITLE OF APPLICATION (Same as Item 1, page 1)

TV's Contribution of Images of Marriage and Family

Name, Title and Department of all professional personnel engaged on project, beginning with Principal Investigator/Program Director

George Gerbner, Dean/Professor, Co-Principal Investigator, Annenberg School of Comm.
 Larry Gross, Associate Professor, Co-Principal Investigator, Annenberg School of Comm.
 Michael Morgan, Research Specialist, Co-Principal Invest. Annenberg School of Comm.
 Nancy Signorielli, Research Coordinator, Co-Principal Invest. Annenberg School of Comm.

ABSTRACT OF RESEARCH PLAN: Concisely describe the application's specific aims, methodology and long-term objectives, making reference to the scientific disciplines involved and the health-relatedness of the project. The abstract should be self-contained so that it can serve as a succinct and accurate description of the application when separated from it. **DO NOT EXCEED THE SPACE PROVIDED.**

This research will investigate the representation of marriage and the family on network television programs and commercials and assess the consequences of these portrayals on people's images, assumptions, expectations, and behaviors about family life. This project will extend ongoing work on television's contributions to people's conceptions of social reality into an area of crucial relevance to the context of life in the United States, at a time when the "reality" of the family and our cultural myths about it are becoming increasingly divergent. The content analysis will utilize an existing eleven-year data archive of prime-time and weekend-daytime network television programs, and a three-year sample of the commercials embedded within them; the analysis will also incorporate new samples of daytime serials. The research will illuminate the most persistent, unambiguous message patterns about marriage and family life, and provide a basis for evaluating their consistency and stability across time and genres. Units of analysis will include whole programs, characters (both family and non-family members), and especially the family itself, in terms of structure, interactions, concerns, and relationships. The second phase will determine the extent to which regular, heavy exposure to these images cultivates beliefs, outlooks, and actions which reflect the most common and repetitive themes and values portrayed. Considerable attention will be devoted to examining different consequences associated with heavy exposure among different population subgroups. In particular, two processes will be examined: "mainstreaming," whereby television may absorb and assimilate heavy viewers among groups whose lighter viewers hold contrary views, resulting in a more homogeneous convergence of outlooks; and "resonance," in which other circumstances of life are most congruent with television's portrayals, leading to amplified cultivation patterns. This research will be conducted through secondary analysis of an extremely rich and varied 1979 national probability survey of adults, which includes hundreds of questions about family relationships and roles, expectations of marriage, perceptions of the current and future status of the family, children, and working women and the family.

LABORATORY ANIMALS INVOLVED. Identify by common names. If none, state "none"

TABLE OF CONTENTS

Number pages consecutively at the bottom throughout the application. Do not use suffixes such as 5a, 5b. Type the name of the Principal Investigator/Program Director at the top of each printed page and each continuation page.

SECTION 1. PAGE NUMBERS

Face Page, Abstract, Table of Contents.....	1-3
Detailed Budget for First 12 Month Budget Period	4
Budget Estimates for All Years of Support.....	5
Biographical Sketch-Principal Investigator/Program Director (Not to exceed two pages).....	8
Other Biographical Sketches (Not to exceed two pages for each).....	<u>11</u>
Other Support.....	17
Resources and Environment	<u>19</u>

SECTION 2.

Introduction (<i>Excess pages; revised and supplemental applications</i>)	_____
Research Plan	
A. Specific Aims (<i>Not to exceed one page</i>)	20
B. Significance (<i>Not to exceed three pages</i>).....	<u>21</u>
C. Progress Report/Preliminary Studies (<i>Not to exceed eight pages</i>)	24
D. Methods	<u>28</u>
E. Human Subjects, Derived Materials or Data.....	_____
F. Laboratory Animals	_____
G. Consultants.....	_____
H. Consortium Arrangements or Formalized Collaborative Agreements	_____
I. Literature Cited	<u>48</u>
Checklist	<u>51</u>

SECTION 3. Appendix (*Six sets*) (*No page numbering necessary for Appendix*)

Number of publications: _____ Number of manuscripts: 1

Other items (list):

 II: Recording Instrument for Family Unit of Analysis

 III: Cultural Indicators basic Recording Instrument for Dramatic Programs

 IV: Figures

Application Receipt Record, form PHS 3830
Form HEW 596 if Item 4, page 1, is checked "YES"

SPECIFIC AIMS

We propose to investigate the representation of marriage and the family on television and to assess the consequences of that portrayal on public images and expectations about family life. This research will be a continuation and elaboration of ongoing research and will consist of two inter-related phases (1) message system analysis to isolate images of marriage and family life in samples of prime-time and weekend-daytime network dramatic programs, commercials, and daytime serials and (2) cultivation analysis to assess how these images are related to people's conceptions and expectations of marriage and family life. The research will reveal how families are portrayed in television and will assess the impact of these portrayals on people's beliefs and expectations about family life and behavior.

The proposed work will draw upon existing data bases in our data archives, use other existing data bases (for example, the survey on marriage and family life recently conducted by the Roper Organization for Virginia Slims), and generate new data, in order to uncover television's contribution in this area of crucial relevance to the personal and social context of life in the United States.

The major theoretical thrust of this research will be guided by two important concepts -- "mainstreaming" and "resonance" -- which represent new developments in understanding the contributions television viewing makes to viewer's conceptions of reality (Gerbner, *et al.*, 1980d). One of these processes, "mainstreaming" was first discovered in work relating to television viewers' conceptions of woman's role in society (Signorielli, 1979). Specifically, while most groups show positive relationships between amount of viewing and "sexism," some groups, whose light viewers are extremely "sexist," show negative associations. Thus, cultivation may imply a convergence into a more homogeneous "mainstream." The proposed research will expand and elaborate upon these findings. We will use message system analysis to isolate in much greater detail how families are portrayed and will use these results to assess whether those who spend more time in the television world (the heavy viewers, holding other factors constant) are more likely to have views and expectations about families and family life that reflect these images.

The proposed research will be conducted over a three year period. The first two years will entail the collection of new message system analysis data and the incorporation of the Roper Virginia Slims data into this design. The remainder of the grant period will focus upon data analysis, interpretation, and report writing.

SIGNIFICANCE

We are not born with values, ideas and assumptions about families; they must be learned. Learning takes place in a cultural context. While television is only one of many factors which influence people, it may well be the single most common and pervasive source of certain marriage and family-related conceptions and actions for large segments of the population.

The proposed research is a continuation and extension of our ongoing research project, which has been studying trends in the content of dramatic television programs and viewer conceptions of social reality since 1967-68. Our prior and ongoing studies supported by the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, the American Medical Association, the Administration on Aging, and other agencies, have established a 10-year data base and have demonstrated the feasibility of this type of research.

Families and family life make up an integral part of the world of the mass media. Just as many current social theories of the family are best seen as myths contending for influence over social conduct and social policy, most popular cultural portrayals of the family are best seen as models or norms rather than mere "reflections" of reality. The mass-produced and mass-distributed images are shaped and constrained by other characteristics of the media world, and stem from the institutional needs, interests, and policies of major media. Family images have been examined by researchers in many different media and some critical features of the ways in which families are portrayed seem consistent (Gerbner, et al., 1980a). A detailed description of these images may be found in Appendix I.

From its earliest days television has been the focus of many content analyses, most of which have isolated the more generalized notions of home and family. Two independent studies of television programming of the early 1950's yielded remarkably similar results about basic dimensions of content, including the importance of home and family as dominant program themes (Smythe, 1954 and Head, 1954). Since then, researchers have studied family images in a number of discrete genres, especially family programs.

Katzman (1972), Turow (1974), Downing (1974a, 1974b) and Wander (1972) have found that home and family are especially important features of daytime serials. Wander's qualitative analysis suggests that although the family remains central to most of these series, over the last thirty years, its role has diminished in both size and importance.

In regard to commercials, Courtney and Whipple's (1974) comparative analysis of four studies reveals a striking consistency in the portrayal of women within families: they live in a domestic world as young housewives serving husbands and children concerned excessively with cleanliness and food. On the other hand, men in television commercials are older and authority figures; they are the ones who advise and demonstrate, and are shown in a wider range of settings and roles.

Other studies have focused exclusively upon children's and family programs. Long and Simon (1974) found that most females in these shows are

portrayed as either wives or mothers and that married characters are not otherwise employed. Hashell (1979) found that although the women in prime-time dramatic programs whose principal characters are women (e.g., "Alice," "One Day at a Time," "Charlie's Angels"), hold jobs and support households without male assistance, most of the topics of discussion are "traditionally female," dealing with romance, personal appearances, dating and divorce.

Lemon's (1977) analysis of dominance patterns in two-person interactions in a small sample of prime-time television programming revealed that "the family context in situation comedies provided the most egalitarian patterns of interactions between men and women." In non-family context programming, however, 65 percent of all interactions were between males and only 3 percent between females.

Greenberg and his associates have conducted a number of content analyses of dramatic television fare (Greenberg, 1980). Their analysis of family portrayals focused upon shows which regularly feature families and found that about one-third of these families are comprised of two parents with children, another third feature a single parent with children, and one-fifth are married couples without children. The vast majority of both male and female roles are either wife/husband, mother/father, daughter/son or sister/brother, in about equal proportions. Greenberg also reports that more than 30 other family roles appear too rarely to study further. Moreover, family members on television interact "primarily in affiliative modes," i.e., providing support or information; evasion and withdrawal occur in less than one percent of family interactions.

A study of prime-time network television family series aired between 1947 and 1977 (Butsch and Glennon, 1978) found that 90 percent of these series have been situation comedies and that more than half of all heads of television households have had middle-class occupations. Moreover, these authors note that "the grossest discrepancy between television and reality" is in the representation of the working class. Although working class occupations constitute almost 70 percent of the actual labor force, only 6 percent of the 208 family series included in this study have heads of households employed in such occupations.

Finally, Manes and Melnyk (1974) found that in Canadian prime-time dramatic programming full-time housewives have more successful marriages than working wives. Furthermore, working women, as compared to working men, are more likely to be unmarried. The few successfully married working women often are, however, not independent or "true" workers -- they appear to be ready to quit their jobs or are willing to work for their husbands.

Despite all this research, we still know only bits and pieces of how home and family are portrayed in most mass media, especially in television programs, and even less about their effects on viewers. We do know about special, selected television families, but they may not be representative of the larger continually ongoing stream of messages about families that constitutes daily television fare. We know very little about the prevalent family structures (intact families, one-parent families), especially how each structure is portrayed in the aggregate. We know virtually nothing about family size, or how television children interact with television parents. Moreover, we do not know whether family series portrayals differ from other

genres of programming; or what patterns of family interactions are successful and which are not. Finally, no study, save those conducted under the general rubric of Cultural Indicators research, has examined the relationship between known media images and people's conceptions of the family.

These are only some of the questions that the proposed research will answer. While the small-scale studies of specific families or family programs offer intriguing insights into some of the more prominent aspects of families on television, they do not allow us to identify and assess long-term trends in the larger aggregate patterns. Such trends and patterns must be assessed if we are to understand how and what television contributes to people's notions of an institution that either is, will be, or has been part of their lives.

We need to expand our knowledge of general trends in the cultivation of assumptions about home, family and marriage so we can develop and interpret existing relevant policies. Interpretations of public opinion and of many media and other cultural policy matters require indicators similar to those used to guide economic decisions and to inform social policy-making.

The most general significance of the proposed research, will be, therefore, that of expanding our systematic and reliable surveillance of mass cultural configurations relating to this important aspect of social reality and its symbolic function in our society. Specifically the research will investigate the extent to which mass-distributed television commercials and entertainment programming provide common demonstrations of social relationships, powers, and values that cultivate pervasive public conceptions of home, family and marriage that are integrally related to the personal and societal context in which most people live.

PRELIMINARY STUDIES

Other researchers have examined family images in daytime serials, television commercials, children's programs, programs with leading female characters, family series, and programs about specific families. As noted, however, few studies have looked at the aggregate patterns presented in regular, prime-time drama -- entertainment which is the locus of the symbolic environment most people experience most often and with little conscious selectivity.

Content Studies

Although our ongoing research project, Cultural Indicators, has published only one preliminary analysis of the portrayal of home and family in dramatic programming (Jeffries-Fox and Gerbner, 1977) many of our other analyses include data relevant to this topic.

Echoing the results of many other studies (cf. Busby, 1975) one of the most important findings of our research is that the world of prime-time (and weekend-daytime) network dramatic television programming is predominantly male. Our research also points to a substantial amount of consistency and stability. In the ten-year period from 1969 to 1978, prime-time programs have been populated by approximately three males for every female. Detailed analyses of year-by-year trends reveal that there are basically no changes. Year in and year out, for each female portraying a major role, there are three males similarly cast.

Overall, the notions of home and family as well as close personal relationships between the sexes are the two most frequently appearing themes in prime-time and weekend-daytime network dramatic programming (Gerbner and Signorielli, 1979). Only crime and violence appear as often. A special analysis of our message analysis data archives reveals that these two themes have been among the top three in prime time every year since 1969 (except for 1976, when home and family was fifth). Over the past eleven years, they have appeared in eighty percent of all prime-time programs.

Home, family, and romance are also important aspects of the way characters are portrayed, generally in a traditional and stereotypical direction. For one thing, notions of home, family, and romance are much more developed in female characters. That is, the proportion of females whose marital status cannot be determined tends to be considerably smaller than the corresponding proportion of male characters. On prime-time network dramatic programs from 1969 to 1979, only 9.2 percent of the females could not be coded on marital status; 45.2 percent are classified as not married, and 45.6 percent are married or formerly married. In contrast, one quarter of the male characters (24.3 percent) could not be coded on marital status; 45.3 percent

are not married, and less than a third (30.4 percent) are married.* These are ten-year figures; the year-to-year differences are slight (Signorielli, 1980).

Thus, females are underrepresented but more likely to be explicitly shown as married. Romantic involvement in prime time tells a similar story; about half of the women, but only one-third of the men, are portrayed as being involved in some romantic situation or behavior. These patterns do not vary for male and female characters of different races. Although the themes of home and family appear far less frequently on weekend-daytime programs, there is an important parallel with prime time in the characterization of the sexes: explicit information about marital status is rarely given for males and is often given for females.

We also find in prime time that more than one-quarter of the women but only 4.1 percent of the men are shown performing some type of homemaking activity; proportionately more women than men are portrayed as having children, or as caring for children under 18 years of age. Finally, the concept of family life is portrayed as important for more female characters than male characters; it is important for 59.3 percent of the women as compared to only 38.3 percent of the men.

Home and family are also related to aging. We have examined aging by looking at four age-related groups of television characters: children-adolescents, young adults (few responsibilities), settled adults, and older adults (those past the prime years). These analyses generally revealed that home and family are an important part of characterization in all age-groups except young adults. In each age group, the proportion of married characters remains greater among women; the married include 8 percent of the young men and 20 percent of the young women; 33 percent of middle-aged men as compared to half of the middle-aged women; and 62 percent of the older men as compared to 71 percent of older women (Gerbner, et al., 1980a).

When we look at the relationship between romance and aging, we get a different picture. While home and family are important aspects of the characterization of the older adult, romance is not. Of the four age-groups older people, and especially older women, are the least likely to be portrayed as involved in a romantic relationship -- in our annual samples of programs from 1973 to 1978 only one older woman and three older men had romantic relationships. Thus, we find that marriage in the television world is the domain of older people and generally appears to be almost devoid of romance. Older characters are married but not involved romantically, while the opposite is true for young characters -- they are involved romantically but not married (Gerbner, et al., 1980b).

The results of all these analyses are remarkably similar and offer little more than a rather limited and traditional portrayal of home and

* By comparison, in 1975, among all men, only 26.1 percent were single and 73.8 percent were or had been married; among women, 20.6 percent were single and 79.4 percent were married or formerly married (Statistical Abstracts of The United States, 1978, U.S. Dept. of Commerce, Bureau of the Census, p. 80).

family. Yet, the studies present only a small amount of information about home and family -- information that is usually focused upon the marital and/or romantic status of a character. The picture that emerges is that home and family, marriage and romance are important themes in the media and are usually presented as the domain of the female. In general, proportionately more women than men are portrayed as married, as having children, as being involved romantically, and as interested in family-related issues. Women are not generally presented as able to successfully mix home-making activities with other interests and activities such as succeeding in a job. If anything, the employed woman usually is characterized as unsuccessful on the home front. These conflicts are almost never part of male characterizations -- males are both married and employed and seem to succeed in both. However, married men are somewhat more likely to be portrayed as less important and powerful than their unmarried counterparts. Although these findings slightly expand our knowledge about how home and family are portrayed on television, they clearly do not enable us to refine and assess long term trends in the large aggregate patterns.

Effects Studies

Another body of research has revealed that the media have important and profound effects upon families. In Appendix I we discuss (Gerbner, *et al.*, 1980c) some of this work and call attention to it because it provides an important backdrop to the proposed study. We have also recently begun to examine as part of our longitudinal study of adolescents the kinds of family life expectations television may cultivate. Initial findings strongly suggest that television portrayals contribute to assumptions about families.

Television appears to have an influence upon the development of adolescents' plans and expectations for the kinds of families they will have. Our theoretical premise for this research is that television functions primarily to stabilize and maintain the status quo, rather than to transform or disrupt.

We have seen that television portrayals are unlikely to present radical departures from traditional concepts of the family. The age distributions of characters in the world of television makes it reasonable to assume that messages such as "families are good" and "single is bad" (especially for women, who are less likely to be victimized on television if they are married), and "families are large" may be incorporated by heavy viewers into their own expectations.

The results of these analyses (Morgan and Harr-Mazer, 1980) indeed suggest that television cultivates these outlooks. The correlations between amount of viewing, projected age of marriage and childbirth, and desired family size are all positive and significant, over and above the effects of social class, IQ and other factors. Furthermore, the intensity of these relationships tends to increase as students get older. There are some interesting exceptions; for example, these associations are stronger for girls whose mothers did not go to college, and tend to decrease over time for girls of college educated mothers. The educational attainment of the mother may emerge as a significant factor, negating television's contribution

to family expectations, when the girls themselves begin to plan for education and career.

Overall, however, we find a fairly consistent pattern. Adolescents who watch more television are more likely to be eager to get married and have children at a relatively early age, as well as to express the desire to have more children. More importantly, longitudinal examination of these data reveals that early television viewing has a significant independent influence upon later family expectations, above and beyond the effects of earlier family expectations. This strengthens the possibility of making a causal inference; amount of viewing in early adolescence significantly relates to that part of family expectations in later adolescence which is not explained by early plans, and thus influences "new information" or change in family plans.

Television seems to cultivate attitudes about when to form a family and how many children to have. But we need to know more about the portrayal of family relationships, both in terms of the nature of interactions within the family and the nature and scope of the functions served by family members. In addition, we need to understand the role television may play in cultivating images and expectations regarding continuities and disruptions in family life for other age groups. Beyond its influence on adolescents, the representation of families and family behaviors on television may contribute to adults' conceptions, both as they form families and as their children grow up.

METHODS OF PROCEDURE

As noted above the proposed research consists of two distinct but inter-related phases -- (1) message system analysis -- the content analysis of samples of prime-time and weekend-daytime dramatic programs and commercial messages and (2) cultivation analysis -- determining conceptions of social reality that may be cultivated in groups of viewers.

Message System Analysis

This research paradigm begins with message system analysis, a flexible tool for making orderly, reliable, cumulative observations of programming content. Message system analysis is designed to investigate the aggregate and collective premises defining life in representative samples of mass-produced symbolic material. This analysis rests upon the reliable determination of unambiguously perceived elements of communications. Our existing data base and the data we propose to collect do not reflect what a particular individual sees but what large communities absorb over long periods of time. Moreover, we do not attempt to interpret individual programs, networks, or productions nor draw conclusions about merit or the ability to "sell" products. The analysis isolates the patterns and symbolic structures that exist in the samples. The purpose of this particular message system analysis will be to provide systematic, cumulative, and objective observations of the portrayal of home, family, and marriage in the world of television. The analysis and what it yields is somewhat like the view one gets when flying over one's own neighborhood; the territory is familiar but the patterns are different and are seen in a broader context.

The proposed message system analysis will be conducted on three types of television fare: prime-time and weekend-daytime (children's) dramatic programs, daytime serials, and the commercials embedded in these programs. We will conduct an in-depth analysis of the portrayal of home, family, and marriage in existing samples of dramatic programs aired between 1969 and 1979. The analysis will be conducted on all programs in which the themes home, family, and close personal relationships appear -- approximately 769 prime-time programs (82.2 percent of the sample) and 321 weekend-daytime programs (48.1 percent of the sample). The analysis will focus upon the program as a whole, the characters, and the families who populate these programs. When additional samples (e.g. the 1980 and 1981 seasons) of programming are available, they will be incorporated into the analysis. Because prior research has revealed the significant importance of marriage, home and family in daytime serials, we propose to expand this message system analysis to include these programs. We will conduct an analysis of two annual (1981 and 1982) samples of serials. Each sample will consist of all serial programs broadcast during three consecutive weeks in the fall of each year (Downing, 1974a). Given the current season, this is approximately 10 programs

* A full description of the analytical framework can be found in Gerbner, 1969.

(9½ hours) per day, 50 per week, or 150 in each sample. Since we have never analyzed daytime serials, the message system analysis would be expanded to incorporate variables that have previously been collected for dramatic programs and commercials, such as demography of character population and themes and aspects of life in these programs. Finally, we will also conduct a similar analysis of commercials with home and family-related themes. The commercials will be those aired between 1977 and 1979, those in additional surveys of dramatic programming and those in the sample of daytime serials.

The principal aspects of methodology for this phase of the research are the recording instrument, the sample, units of analysis, the training of coders, the coding procedures, the assessment of the reliability of the observations, and data analysis techniques.

Recording Instrument

The first step of the proposed research will be to finalize and pilot test the recording instrument that will be used to isolate the portrayal of home, family, and marriage. Three instruments will be tested -- one for dramatic programs, one for daytime serials and one for commercials. The instruments will have a core of common items as well as some suited to each source material.

Each instrument will have three sections -- one focusing upon the entire program, serial, or commercial, one for the characters who populate these programs, serials, and commercials, and one focusing upon the family as a whole. The family section will focus upon the overall images of home, family and marriage and will be the most extensive instrument.* Some of its content items will include the type of family constellation (nuclear family, a one-parent household, couple), its structure (open - free access to all family members; closed - traditional authority; or random - individualistic chaotic, impulsive interaction), its life cycle phase, topics discussed by the family (e.g. money, work, school), problems encountered/solved, the presence of conflict, punishment, warmth, love, and the types of interactions between parents and children. The character content items will include the happiness and satisfaction of characters in regard to their marriage and/or family membership, the use of terms of endearment (love, caring), degree of self-disclosure, personal and family-related activities, personality traits such as gentleness, sensitivity, independence, competence. A working version of the family-life instrument is presented as Appendix II.

The recording instrument for daytime serials, especially the family-life section, will be similar to those for dramatic programs and commercials but will include a number of content items in the basic Cultural Indicators Project Message System Analysis Recording Instrument. These items will include basic program dimensions, especially the themes and aspects of life that appear in these programs, and basic character data including demographic (age, race, sex, marital status), descriptive (committing violence, victimization, "good" - "bad," success - failure, etc.) and personality trait profiles. A

* except for serials where the basic dimensions will need to be coded.

copy of the relevant sections of this instrument is presented in Appendix III.

We will use similar items to code all three types of television fare to provide comparability across genres. Thus we will be able to determine if the lessons, rules of life and lifestyles portrayed in commercials and daytime serials are similar to those found in dramatic programming.

Data Collection

All of the new data collected with these instruments will be added to existing data for programs/commercials and characters. The collection phase will entail only collection of data relating specifically to home, marriage and family except for the daytime serial sample.

We will first review and revise these instruments -- that is, make necessary additions and deletions. We will then conduct an extensive pilot test by having our staff code 15 family-oriented programs and 15 commercials. All problems encountered will be discussed, resolved, and the instruments revised accordingly. The pilot testing phase will also include development of the necessary and appropriate training materials. We will then hire and train coders and complete all data collection and reliability testing. This phase should take about 30 months to complete for all three samples of television fare -- the dramatic programs will be coded during the first year of the project while the commercials and serials will be coded during the second year of the proposed research. Finally, the 1981 and 1982 samples of dramatic programming will be coded during the first six months of the third year of this research.

The Samples

The samples will consist of all dramatic programs and commercials in our existing samples in which home, family, marriage, and close personal relationships appear. Dramatic programs date from 1969, commercials from 1977. The time parameters of the samples from which these programs will be selected are as follows. Prime-time programs are those aired Monday through Saturday evenings from 8:00 a.m. to 2:00 p.m. EST. Each program and commercial in the existing sample has been videotaped, logged, and placed in the video-tape archive.

Thirteen samples have been drawn over this 11 year period. Eleven of these samples -- one for each calendar year -- are annual weeks of fall programming. In addition, in 1975 and 1976 (as part of our methodological work on sampling) two week-long spring samples were selected. The new samples (1980, 1981, and 1982) that will be added will follow the same time parameters.*

We are proposing to use all relevant programs in our existing sample so

* The current strike by the Screen Actors Guild may necessitate a Spring rather than Fall 1980 sample.

that we can add to existing trend analyses and make comparisons with other aspects of television content. The size of the yearly sample -- one week of programming -- has been subjected to a number of methodological studies. This work has revealed that the week-long sample is at least as generalizable to a year's programming as larger randomly drawn samples for basic sample dimensions -- network, program format (television play, feature film, or cartoon), program type (action, western, etc.), and tone (humorous, serious) (Eleey, 1969).

Moreover, analyses of variance conducted on violence-related content data collected over seven consecutive weeks of fall 1976 prime-time dramatic programming revealed no significant differences by week for dependent measures such as the number of violent actions, the duration of violence and the significance of violence. There were, however, significant main-effects for program-related variables including network, type of program, time of broadcast, new or continued program and so on; but there were no significant interactions with week of broadcast (Signorielli, in press).

These studies thus indicate that while a larger sample may increase precision, given our operational definitions and multidimensional measures that are sensitive to a variety of significant aspects of television content, the one-week sample yields remarkably stable results with high cost-efficiency.

We will draw two annual samples of afternoon daytime serials. The proposed sample will include all serials broadcast during 3 consecutive weeks in the fall of the first two years of the proposed research. The three week period has been found to be the minimum amount of time needed to understand the plot and sub-plots and "meet" most of the relevant characters (Downing, 1974a). These programs will be videotaped and archived in a fashion similar to the procedures followed for dramatic programs. Given the current season, there will be approximately 150 programs in each annual sample.

Units of Analysis

There are four basic units of analysis that will be examined in this study: individual fictional stories (dramatic and serials), individual commercials, characters, and families.

The fictional story unit may be a play produced for television (including situation comedies), a feature film or a made-for-television movie broadcast during the sample period, a cartoon story (of which there may be one or more in a single program as usually advertised in newspaper and magazine television listings) or a serial. The corresponding unit of analysis for the sample of commercials is an advertisement for a product or a public service announcement. Advertisements by the network for its own programming (that is, promotions of specific programs that will be aired later) are not analyzed. A specific commercial will be double-coded (for the reliability analysis) only once even though it usually is aired more than one time during the sample week. The multiple airings will be measured, however, by calculating the weight factor -- the number of times the commercial is aired during the sample week -- for each commercial. Thus, we will be able to

keep track of the relative importance of each commercial.

The character unit of analysis will be examined in dramatic programs, the serials and commercials. Although we will code more than one episode of each serial, each character will only be coded once. We will look at major characters (those portraying roles essential to the plot) and minor characters (all other speaking roles).

The most important unit in the proposed research is that of the family. We will examine each and every family that appears within a dramatic program or commercial. We must isolate the family as a separate unit because it is quite possible that a program or commercial might feature more than one family -- and these families might be very different. Families for this analysis are defined as groups of at least two people who are related by marriage, birth, or adoption. In addition to traditional families -- nuclear (mother, father, child), one-parent families, or inter-generational families (grandparents, parents, children, etc.) -- we will also examine married couples who do or do not have children. Finally, we will isolate an unmarried couple who are "living together" (with or without children). We will not, however, include roommates such as the threesome on "Three's Company." Naturally, as the television world may be filled with strange configurations, there may be some exceptions. These will be assessed as they appear.

Coding and Training Procedures

In message system analysis coders are trained to do a specialized kind of observation. They must reliably make the discriminations required by the recording instrument and record them in a specific form. Coders must focus only upon what is presented explicitly in the material they are coding and not how it might be judged by a critical viewer. Coders are instructed to be able to point to specific evidence in the program, serial or commercial for each coding decision they make. They cannot fall back on or use their prior knowledge of specific programs or commercials. Their task is to generate the data for the subsequent analysis that will permit interpretation of the common message elements and structures that are available to the public of diverse viewers.

For the full analysis of these samples, a coding staff of between 16 and 20 coders will be recruited and hired to work for a maximum of 20 to 25 hours per week. The training period will require 5 to 6 weeks of instruction and testing. Introductory sessions will be devoted to item-by-item discussions of the recording instruments. The trainee group will be subsequently split into randomly assigned coding teams of two each, and all coder-pairs will begin a training period in which they will view and code ten specially selected commercials and ten dramatic programs that have been viewed and coded by the supervisory staff. Training for programs, serials, and commercials will be conducted separately, but we hope the same coders will be involved in each analysis. Each coder-pair will work independently of all other pairs, and will return a joint coding for each commercial, program, and serial. Coder-pairs will then meet with members of our supervisory

staff and discuss the difficulties encountered in the training exercise. Coders will continue to code training programs and commercials and consult with our staff until all problems are resolved.

The data generated by the coder-pairs on the training programs and commercials will be subjected to extensive reliability analysis. On the basis of these results, instructions and variables will be further discussed and if necessary, revised. Moreover, idiosyncratic coder-pairs will be isolated. The coder-pairs who survive this testing process will proceed to analyze the samples of programs and commercials.

During both the training and data-collection phases of the project, the coder-pairs will be able to monitor the assigned videotape of the program, serial, or commercial as often as necessary. A subsample of the program, commercial, and serial samples will be coded independently by two separate coder-pairs to provide double-coded data for the final reliability analysis.

Assessment of Reliability

Reliability measures are designed to ascertain the degree to which the recorded data reflect the properties of the material being studied and not the contamination of observer bias or of instrument ambiguity. Theoretically, both types of contamination are correctable, either by refining the instrument or intensifying coder training; or, as a last resort, by eliminating the unsalvageable variable or dismissing the incorrigible coder. Measures of reliability thus serve two functions: as diagnostic tools in the confirmation of the recording process, and as final evaluators of the accuracy of a phenomenon's representation in the actual recorded data.

Our reliability assessment requires the calculation of an agreement coefficient for each content item in the recording instrument. Five computational formulae are currently available for calculating these coefficients. The variations are distinguished by a difference function, the form of which depends upon the scale type of the particular variable being analyzed. Except for their respective scale-appropriate sensitivity to deviations from perfect agreement, the coefficients make the same basic assumptions as the prototype for nominal scales devised by Scott (1955). Thus, in the case of the binary variable, all formulae yield identical results (Krippendorff, 1970).

The agreement coefficients range from +1.00 to -1.00, where +1.00 indicates perfect agreement and .00 is agreement due solely to chance. A coefficient of .50 indicates that performance is 50 percent above the level expected by chance. We have defined acceptable levels of reliability as follows. Items with agreement coefficients of .8 or above are considered as unconditionally reliable, items with coefficients between .6 and .8 are conditionally reliable, while items whose coefficients fall between .5 and .6 are used with extreme caution. Any item whose agreement coefficient is less than .5 will be excluded from any subsequent analysis and will be either revised or discarded before the next phase of message analysis data collection.

Reliability is thus ascertained by a statistical procedure that measures the agreement of trained analysts (beyond chance agreement) for each content

item. If one were to substitute the perceptions and impressions of casual observers, no matter how sophisticated, the value of the investigation would be reduced, and its purpose confounded. Only an objective analysis of unambiguous message elements, and their separation from personal impressions left by unidentified clues, can provide the basis for isolating and understanding stable images in symbolic materials.

The present proposal calls for a separate reliability analysis for each of the samples of commercials and dramatic programs. Approximately one-third of the programs and commercials in these samples will be coded by two independent pairs of coders and this double corpus of data will be subjected to the reliability analysis. Only those items meeting the acceptable levels (as stated above) will be included in the final analyses and reports.

The Data and Data Analysis Techniques

The final set of data will be compiled from the double-coded reliability data base by randomly selecting one of the two codings for each program and commercial. As a last check against deviant coding, and before the final data selection, reliability measures will be computed for each coder-pair. This procedure will help identify problem coder-pairs who may not have been screened out in the training and pre-test phases. In such an instance, the data recorded by the questionable pair will be excluded from the final selection.

The final sample of data will be subjected to an extensive data analysis. Statistical techniques will primarily include multi-dimensional cross-tabulations. Association procedures, such as contingency and cluster analysis, will also be used to examine constellations of certain types of content data such as themes and binary characterization attributes. Where possible we will devise multi-dimensional indices composed of a number of content items relating to a particular topic. These measures will enable us to take a number of different aspects of the portrayal of various topics into account; for example, how the topic is portrayed in the program, in characterizations, and so on.

We propose to issue a report of the basic dimensions of the portrayal of home, family, and marriage in commercials and programs.

Cultivation Analysis

Questions about the influence of a broad medium of enculturation are very different from the usual research questions about individual messages, campaigns, or programs. Thus, the traditional procedures used in media effects research must be reconceptualized and modified to be appropriate for the study of television's effects.

First, we cannot presume consequences, as conventional research paradigms often do, without prior investigation of content. Nor can the study of content be limited to isolated elements (such as news, commercials,

particular programs) taken out of context, or to the selections made by individual viewers.

We have noted that the world of television is an aggregate system of stories and images. And only a system-wide analysis of these messages (as achieved through our message analysis) can isolate the symbolic world which structures common assumptions and definitions for viewers and provides the basis for interaction (though not necessarily agreement) among large and heterogeneous communities. The system as a whole plays a major role in setting the agenda of issues that people will agree or disagree about; it shapes the most pervasive norms and cultivates the dominant perspectives of society.

Although a conventional research assumption is that the experiment is the most powerful method, and that change (in attitudes, opinions, likes-dislikes, etc., toward or conveyed by "variable X") is the most significant outcome to measure, experiments are not the best way to study television's long-range effects. In the ideal experiment, subjects are exposed to X and the researcher assesses salient aspects of the receivers both before and after exposure, and compares the change, if any, to data obtained from a control group (identical in all relevant ways to the experimental group) who have not received X. No change or no difference means no effect.

When X is television, however, we must turn this paradigm around: stability (or even resistance to change) may be a significant outcome of viewing. Moreover, if nearly everyone "lives" to some extent in the world of television, clearly we cannot find unexposed (control) groups who would be identical in all important respects to the viewers. Finally, experimental designs are not the most appropriate way to study the effects of television because they are not comparable to people's day-to-day viewing habits, either in content or in context.

Much of the research on media effects has focused on the observation and measurement of behavior which occurs after a viewer has seen a particular program or even isolated scenes from programs. All such studies, no matter how clean the design and clear the results, are of limited value because they ignore a fundamental fact: the world of television drama consists of a complex and integrated system of characters, events, actions, and relationships whose effects cannot be measured with regard to any single element or program seen in isolation.

Neither can we assume that television cultivates conceptions easily distinguishable from those of other major entertainment media. (But we cannot emphasize too strongly the historically novel role of television in standardizing and providing the common norms for what had before been more parochial, local, and selective cultural patterns.) We assume, therefore, that television's standardizing and legitimizing influence comes largely from its ability to streamline, amplify, ritualize, and spread into hitherto isolated or protected subcultures, homes, nooks, and crannies of the land the conventional capsules of mass produced information and entertainment. The effects of television are most likely to be those of the centralization and efficient organization and popularization of those elements of mainstream culture that best support the medium's institutional mission.

Cultivation analysis begins with and builds upon the patterns found in the world of television -- its dramatic programming and its commercial messages. The common message systems composing that world present a coherent image of life and society as well as images of various groups of people. How are these images reflected in the views, expectations, definitions, interpretations, and values held by its audience? Does exposure to the symbolic world of television cultivate conceptions about the real world among viewers?

The basic hypothesis underlying cultivation analysis is that heavier viewers of television, those more exposed than lighter viewers to its messages, are more likely to understand social reality in terms of the "facts of life" presented on television. To investigate this idea we design series of questions about social reality. In these questions we examine a specific topic by juxtaposing the findings of our message system analyses with the findings of independent and/or direct observations, such as U.S. Census figures, about real life.

For example, we have found that television drama grossly underrepresents older people. Those over 65, comprising about 11 percent of the U.S. population (and growing), make up only 2.3 percent of the fictional population. Moreover, more than half of the character population is between 25 and 45 -- a pattern that more accurately reflects the real-life distribution of income by age.

This message of relative invisibility may be the most potent of all television's messages about aging. We examined this concept by constructing an index from responses to statements in the National Council on Aging's "Myth and Reality of Aging" survey (conducted by Louis Harris and Associates in 1974) asserting that the number of older people, the health of older people and the longevity of older people are declining.* A high score on this index reflected the television view of the world -- a generalized belief that older people represent a diminishing rather than a growing segment of American society (Gerbner, et al., 1980b). Our analysis of this index revealed that heavy viewers are significantly more likely than light viewers to believe that older people are a vanishing breed.

Our message analysis also has consistently revealed that women "age" faster than men on television; that is, compared to males of the same chronological age, female characters are more likely to be portrayed as "old." The implication of this finding was examined by analyzing responses to questions (asked of adults in the NCOA survey and teenagers in our New Jersey sample) about when (at what age) a man/woman becomes old. Again, we found that heavy viewers, especially among teenagers, believe that old age -- particularly for women -- begins relatively early in life.

In sample after sample, and on an increasingly wide variety of topics,

* Factor analysis revealed that only a single dimension underlies these variables; they produce a moderate but acceptable alpha of .56 and more than adequately pass a series of validity checks (Gonzalez, 1979).

we find that heavy viewers are significantly more likely to give "television answers" -- responses more congruent with the television image than with the "facts" -- to questions about their conceptions of social reality. We have found substantial evidence that, in addition to conceptions of aging, television cultivates images of fear, danger, mistrust, and alienation (Gerbner, et al., 1978, 1979, 1980d), as well as stereotypes about sex-roles (Signorielli, 1979; Gross and Morgan, in press; Gross and Jeffries-Fox, 1978). The present study seeks to determine the extent to which television cultivates images of marriage and the family.

Variations in Susceptibility

A fundamental premise of cultivation analysis is that what happens to most people, most of the time, is more relevant to social policy than individual or discrete effects. "Small effects" may be satisfactory where a one percent increase in market share may represent millions of dollars in sales. But the study of how to change behavior and attitudes has neglected the steady cultivation of assumptions and perspectives that gives meaning to all issues, ideas, and actions. That is why we emphasize the common, underlying, and aggregate.

As repeatedly stressed, we are seeking to elucidate aggregate patterns and relationships between amount of viewing and audience conceptions of reality. As part of this analysis, we always implement controls for major demographic variables that may threaten our inferences by causing both heavy viewing and the clusters of outlooks revealed in "television answers." These controls have primarily been used to guard against spuriousness; for the most part, the relationships we observe stand up well under such controls.

Recently, however, we have begun to go further. While the variables we hold constant clearly do not explain the associations, the patterns are not identical across subgroups. These conditioning and mediating variables offer considerable theoretical promise for cultivation analysis; by examining between-group differences in terms of factors that may enhance or diminish associations, we can begin to understand which groups, on which issues, are more and less susceptible to the cultivation process, and why.

For example, we have found that younger people are more vulnerable to television's negative portrayals of the elderly, that the negative relationships between television viewing, IQ, and school achievement are stronger for boys, that adult women are more likely than adult men to show evidence of the cultivation of sex-role stereotypes, and that children in less cohesive peer groups (or none at all) show stronger associations between viewing and images of violence.

Our latest published report (Gerbner, et al., 1980d) examines (in some detail) two general processes -- called "mainstreaming" and "resonance" -- which may help explain such variations in cultivation patterns among different groups. Very briefly, "mainstreaming" implies that differences deriving from other influences may tend to disappear among heavy viewers; rather than

absolute, across-the-board cultivation, the impact of viewing may be restricted to those who would not otherwise share a given perspective. "Mainstreaming" thus implies a convergence, a homogenization of viewers' outlooks among "otherwise" disparate groups.

"Resonance," on the other hand, occurs when a given feature of the television world is most congruent with the social circumstances of the viewer. In these cases, heavy viewers receive a "double dosage" of messages, and the interaction "resonates" with and amplifies television's impact. For example, the relationship between television viewing and fear of crime is most pronounced among those who live in high crime urban areas -- where the environment is presumably most parallel with the television image. Recent critiques of our work (Doob and Macdonald, 1979; Hughes, 1980; Hirsch, 1980) have neglected to take these important specifications into account.

One goal of the proposed research is to refine these theoretical developments in the context of the cultivation of notions about marriage and family. Issues related to marriage and family are particularly suited to such analyses. Traditional conceptions of the family are increasingly becoming divergent from actual behavior. The cultivation of "mainstream" beliefs and perspectives should be highly apparent in this area. This study will help clarify the role television plays as an agent of social change or continuity for different social groups.

The Sample

While we will utilize various samples in our data archives, we will primarily be performing a secondary analysis of a recently available data base gathered by The Roper Organization in October 1979 for Virginia Slims. The sample is a nationwide cross-section of 3944 adults, and includes respondents from all 48 contiguous states. Quotas were applied for age, sex, and (for women) employment status. Although the sample is three-fourths female, it still includes 984 males.

The interview schedule features over 500 variables, almost all of which concern various aspects of marriage, family, lifestyles, working women, sex-roles, child-raising, family relations, and much more. It also contains excellent items on media behavior of all kinds (including television, of course), and covers all important demographic controls.

Because the data are already collected and available for analysis (thus providing great savings of time and money), because of the sample's large size and representativeness, and because of the extraordinary depth and range of relevant issues covered, this data base offers a rare opportunity to further our understanding of television's impact on the family.

Dimensions of Analysis

The statistical analyses that will be performed to test our hypotheses

range from the extremely simple to the methodologically sophisticated. Our simplest analysis involves tabulating the proportion of respondents who give the "television answer" to each question on the basis of relative television exposure, while controlling for personal and social characteristics. This analysis divides respondents into "heavy," "medium," and "light" television viewers (using as near to an even three-way split as possible) and then compares groups of viewers using two measures -- gamma and what we call the "Cultivation Differential" (CD). The CD is the difference between the percent of heavy viewers who give the television answer and the percent of light viewers who give this answer. The CD thus represents the difference heavy viewing makes with respect to a particular concept.

Our statistical analysis will begin with examining two- to n-way contingency patterns. This procedure will allow us to assess the general differences in the conceptions and/or behaviors of light, medium, and heavy viewers, overall, and for specific subgroups one at a time. And, we will be able to clarify the extent and pervasiveness of an observed relationship and isolate highly susceptible subgroups, as well as provide important information about baseline differences on both independent and dependent measures.

Since crosstabular analyses do not fully guard against the possibility of spuriousness within any given demographic groups, we also calculate partial correlations for respondents within specific demographic classifications while simultaneously implementing relevant controls. For example, we examine non-white respondents while simultaneously controlling for their sex, age, education, income, newspaper reading, and so on.

We will then turn to statistical analyses that focus on the functional form of the association and tests for linearity. If we find that the relationship(s) does not manifest significant non-linearity (and it usually will not), we will employ more powerful correlational and regression procedures to evaluate television's independent contribution to beliefs, values, and actions. For example, first-order partial correlations will be used to test for spuriousness and hierarchical regression analysis (with amount of viewing entered after all control variables) will provide estimates of television's independent contribution by revealing whether viewing adds a significant increment to total explained variance.

We will also develop and use indices formed by summing responses to questions related to a specific topic. These indices will be tested for reliability (in terms of unidimensionality and internal homogeneity) to insure that each item actually belongs in the index. These indices will then be subjected to the same type of statistical analyses as individual questions.

When multiple indicators of a specific variable are available, we will set up complex structural equation models of television's influence and explicitly test the model's goodness-of-fit. This technique will provide an estimate of the relationship between true (unmeasured) constructs, measurement error, and residual disturbances in the equations. Other techniques we will employ for specialized analyses include canonical correlation, discriminant analysis, and analysis of covariance.

A Sample Analysis

Specific analyses will cover a wide range of cultivation areas, including sex-roles, social morality, sexuality, and working women. The primary emphasis, however, will be on marriage and the family, in terms of norms, behavior, images and relationships.

A full presentation of our cultivation hypotheses requires the completion of the message analysis, so that we may bring content findings to bear on our expectations for cultivation. However, based on both what we already know about the portrayal of marriage and families, and our theories of "mainstreaming" and "resonance," we can discuss some general hypotheses.

Our most basic hypothesis is that those who watch more television will be more likely to endorse "mainstream" or more traditional conceptions of marriage and family life. These relationships may be strongest among those groups of respondents who would not otherwise (i.e., as light viewers) share these views. In addition, certain groups of viewers may be sensitized to certain messages by a high degree of congruence between the television message and their own lives, and this should also amplify cultivation.

In this section, we shall present some preliminary results from the survey we are proposing to analyze which illustrate the concepts of "mainstreaming" and "resonance." This discussion represents only some tentative findings from the early stages of an analysis-in-progress. It is intended to demonstrate empirically these two processes and to point out the necessity for subsequent analysis.

Respondents in the Virginia Slims survey were asked the following question:

In today's society, there are many different lifestyles, and some that are acceptable today that weren't in the past. Regardless of what you may have done or plan to do with your life, and thinking just of what would give you personally the most satisfying and interesting life, which one of these different ways of life do you think would be the best as a way of life?

Table 1 shows the percent of respondents selecting the various options. Clearly, two choices prevail: a traditional marriage, with traditional sex-role division of labor (chosen by 42%) and a more egalitarian arrangement, with a sharing of homemaking and childraising responsibilities (chosen by 51%).

Our expectation is that heavy viewers will be more likely to choose the "traditional" lifestyle. This is indeed what we find, and the relationship is monotonic: 41% of light viewers, 45% of medium viewers, and 51% of heavy viewers report that a traditional marriage would be personally most satisfying ($\gamma = .12$, $p < .001$).

But different subgroups of respondents show systematically different associations between amount of viewing and giving this response, many of which can be explained by either "mainstreaming" or "resonance." For example,

Table 1

Percent selecting various ways of life as most satisfying and interesting

A traditional marriage with the husband assuming the responsibility for providing for the family and the wife running the house and taking care of the children	42.2%
A marriage where the husband and wife share responsibilities more -- both work, both share homemaking and child responsibilities	51.2%
Living with someone of the opposite sex, but not marrying	2.1%
Remaining single and living alone	1.7%
Remaining single and living with others of the same sex	0.2%
Living in a big family of people with similar interests, in which some of the people are married and some are not	1.1%
None of these, don't know	1.5%
	<hr/>
	100.0%
	(N=3939)

there is a basic sex difference, as shown in Figure 1. Males show essentially no overall association between amount of viewing and this outlook, while the relationship is enhanced for females. Specifically, females who do not watch much television are relatively more likely to prefer an egalitarian marriage (38% of female light viewers vs. 48% of male light viewers choose the "traditional" response). Light viewing women are "out" of the "mainstream." Yet, as viewing increases among females, so does the percentage who would prefer a traditional marriage.

Preliminary analyses of the relationship between amount of viewing and responses to this question show many instances of "mainstreaming," in more subtle and interesting forms, beyond this basic sex difference. For example, it seems reasonable to assume that marital status might mediate this association, and differentially for males and females. According to Figure 2, this is indeed the case. While we saw no overall relationship among males, married and unmarried men show quite different patterns. Although neither within-group male comparison is statistically significant, the trend is provocative and consistent with "mainstreaming." The spread between light viewing married men and light viewing unmarried men is 16 percentage points; unmarried male light viewers are relatively unlikely to say that they would prefer a traditional marriage. But among heavy viewers, married and unmarried men are only six points apart. Thus, heavy viewing does not necessarily imply across-the-board increments; it may often signal a convergence of outlooks into a more homogeneous "mainstream."

Among women, the relationship holds regardless of marital status, but cultivation is enhanced among unmarried women. In parallel to the above findings, this is because light viewing unmarried females tend not to prefer a traditional marriage. But unmarried female heavy viewers are as likely as married female heavy viewers to endorse such a lifestyle.

Unfortunately, there are not sufficient numbers of male respondents to break down the "unmarried" category further. But among females, it seems there are substantial differences between single, widowed, and divorced or separated respondents. In short, the positive relationship among unmarried women stems almost entirely from those who are divorced or separated. Single women rarely prefer a traditional marriage, regardless of amount of viewing; about 80% select the "progressive" alternative, in all viewing categories. Similarly, widowed females are highly likely to choose the traditional response; although over 60% do so, there remains a small, monotonic, positive association with viewing.

But divorced and separated women, when light viewers, are extremely unlikely to prefer a traditional marriage. Yet these women show an especially strong relationship between amount of viewing and giving the traditional response: it is offered by 11% of the light viewers, 30% of the medium viewers, and 44% of the heavy viewers ($\gamma = .48, p < .01$). Thus, while single women may be firmly against traditional marriages regardless of viewing, others who are even more opposed to that lifestyle -- divorced and separated women -- show the strongest relationship with viewing of all. The point is not all groups will always show evidence of "mainstreaming;" as in the case of single women, other factors clearly may be more powerful than television viewing. But in other cases, where other factors may determine the outlooks of light viewers (i.e., among formerly married women), there is

strong evidence for the cultivation of "mainstream" perspectives.

We also thought that marital status would further interact with marital happiness in producing differential cultivation patterns. Specifically, happily married women should show stronger associations between amount of viewing and the tendency to prefer a traditional marriage than women who are less happy with their lives and marriage. This would be an example of "resonance." That is, special circumstances may predispose certain groups to television's messages. The congruence between real-life and the television world should "resonate" and amplify television's impact.

We controlled for marital happiness in two ways: first, through subgroups based on reported general life satisfaction; second, in terms of the extent to which married women reported having disagreements with their spouses. (For the latter, respondents were given a list of eight topics and asked which, if any, were a source of disagreements. We dichotomized the sample into those who reported no disagreements and those who reported any.)

The data are consistent with a "resonance" prediction, as seen in Figure 3. Among married women who report no disagreements with their spouses, even light viewers are relatively likely to endorse a traditional marriage; yet this group shows a stronger relationship than married women who report some disagreements. Similarly, the relationship is stronger among married women who are "very satisfied" with their lives in general. In these cases, television's messages "resonate" with predispositions, and cultivation is boosted.

Our preliminary analyses also show that class variables produce systematically differential patterns of association within subgroups. For example, as education level increases, the percentage of light viewers who prefer a traditional marriage steadily drops; yet, as education increases, so does the relationship between amount of viewing and the tendency to give this response. Once again, the strongest evidence for cultivation is found among those groups who are most "out" of the "mainstream" -- in this case, college graduates and those with professional degrees.

Controlling for occupational variables, on the other hand (e.g., whether or not the respondent is working full-time, and occupational prestige), produces some puzzles. When these variables are held constant by themselves, many within-group patterns become zero or non-linear -- and difficult to interpret. Yet, it would be incorrect to conclude that occupational status renders the observed relationship spurious; subsequent levels of controls produce more examples of "mainstreaming," as shown on Figure 4. For example, among younger women, controlling for employment status (working full time or not at all) provides a striking illustration of "mainstreaming." Among young light viewers, employed and not employed women differ by forty points on the desire for a traditional marriage; heavy viewers are only fifteen points apart.

It must be stressed that these specifications and conditional relationships do not "explain" cultivation patterns. Even with marital status, life satisfaction, presence of disagreements, age, and education held constant in a hierarchical regression equation, amount of viewing produces a small but significant increment in the equation's R^2 (beta = .07, $F = 10.00$, $p = .001$).

Thus, amount of viewing makes a small but significant independent overall contribution to the tendency to prefer a traditional marriage.

At the same time, however, we have seen systematic differences among various subgroups. These analyses are only suggestive; they clearly point to the need for both multi-leveled and simultaneous controls before these conclusions can be accepted. Nonetheless, we believe that these kinds of specifications are ultimately more important for scientific theory and policy development than are the presence or absence of overall effects. In addition, we have tried to show the value of the concepts of "mainstreaming" and "resonance" in understanding these divergent patterns, and their general utility in studying the impact of television on images of marriage and the family.

Specific Analyses

This section briefly sketches some of the dependent variables we will analyze in this study, and points to possible dimensions of images, norms, expectations, and assumptions regarding marriage and family life. The list is not exhaustive, and many specific hypotheses must await the completion of the message analysis.

Working Women and the Family. A number of questions concern women's feelings about working, willingness to use day care, whether they would ideally have a career or be a housewife, and whose job would be more important, the husband's or wife's. Some of the items are:

If you were free to do either, would you prefer to have a job outside the home, or would you prefer to stay home and take care of a house and family?

I feel I would be a better wife if I didn't work (true/not true)

I feel I would be a better mother if I didn't work (true/not true)

I feel I am a more interesting person to my husband or mate because I work (true/not true)

When I'm home I try to make up to my family for being away at work and as a result I rarely have any time for myself (true/not true)

Do you favor or oppose the idea of setting up many more day-care centers where mothers could leave their children during the day?

Children. The survey contains various questions about ideal family size, best age to have children, and whether or not a marriage can be happy without children. There are also several questions about abortion.

Current State of Marriage and the Family. Various items measure respondents' perceptions of the present condition of marriage and the family in today's society as well as their impressions about what will happen in the future. Some questions are:

Compared to ten years ago, do you think the institution of marriage is stronger, weaker, or about the same as it was then?

(Concerning the "new morality" and sexual freedom:)

It will make for better, more successful marriage (agree/disagree)

More people will decide to stay single (agree/disagree)

Couples will have more honest relationships with each other (agree/disagree)

The country's morals will break down (agree/disagree)

The institution of marriage will be weakened (agree/disagree)

People will make better choices of marriage partners (agree/disagree)

Society could survive just as well without the institution of marriage (agree/disagree)

(In the year 2000, how likely is it that:)

The idea of marriage to the same person for life will disappear

It will be accepted for a man to keep house and raise children while the woman earns an income

Almost all women who can will be working

Family Relationships. Several questions attempt to tap the closeness of family members, the quality of their relationships, and the nature of family interactions. Some questions are:

(How concerned are you about) How well you and your children get along?

(How concerned are you about) How well you and your spouse get along?

Which of these things, if any, do you find you and your wife or mate frequently disagree on these days? (what to do with leisure time, how to spend money, how to deal with the children, sexual relations, how

to spend vacations, in-laws, watching television, politics)

(Would you find it acceptable, or accept it and be unhappy about it, or not accept it and have your relationship with your daughter be very much strained as a result if she did each of the following:

Moving out and living away from home

Marrying someone of another religion

Marrying someone of another race

Living with someone outside of marriage

Having a child outside of marriage

Having a homosexual relationship

Using marijuana

Using hard drugs

Expectations of Marriage. These questions deal with perceptions of what is important to a good marriage, and most important reasons for marrying. There are thirteen qualities offered that may or may not make a good marriage to respondents, such as romance, having children, sexual fidelity, financial security, having similar backgrounds, and sharing interests. For each one, respondents indicate whether it is very, fairly, not too, or not at all important. Also, respondents choose the two or three most important reasons for getting married, from a list of ten, such as to have children, for a satisfactory sexual relationship, because married people have a better social life than single people, for economic reasons, and so on.

Family Roles. Various questions ask about who performs various household tasks, how often men perform these tasks, and whether boys and/or girls should do them. These include: wash or dry the dishes, carry out the garbage, do laundry, keep room clean, help take care of the children, mow the lawn, make the bed, and so on.

In addition to each of these being dependent areas in their own right, many of these topics will be used as mediating variables in the analysis of cultivation patterns. For example, we should find "mainstreaming" or "resonance" in the cultivation of images about the current state of marriage depending on the quality of family relations; in the cultivation of images of working women depending on the family role situation; and in the cultivation of expectations of marriage depending on family relations, images of children, and assumptions about working women.

For all analyses, initial specifications will be examined in light of important demographic controls, such as sex, age, education, occupational status, marital status, number of children, etc. Following that, we will investigate the independent contribution of television viewing to these issues

through richer, multidimensional profiles of conditioning influences which enhance or diminish cultivation through "mainstreaming" and "resonance."

I. LITERATURE CITED

- Busby, L.J. "Sex-role Research in the Mass Media," Journal of Communication, 1975, 25(4), 107-131.
- Butsch, R. and L.M. Glennon. "The Portrayal of Social Class in Television Family Series 1947-1977." Unpublished manuscript, 1978.
- Courtney, A.E. and T.W. Whipple. "Women in TV Commercials," Journal of Communication, 1974, 24(2), 110-118.
- Downing, M.H. "Heroine of the Daytime Serial," Journal of Communication, 1974b, 24(2), 130-137.
- Downing, M.H. - "The World of Daytime Serial Drama," Ph.D. Dissertation, University of Pennsylvania, Philadelphia, Pennsylvania, 1974a.
- Eleey, M.F. "Variations in Generalizability Resulting from Sampling Characteristics of Content Data: A Case Study, the Annenberg School of Communications, University of Pennsylvania, 1969.
- Gerbner, George. "Toward Cultural Indicators: The Analysis of Mass Mediated Public Message Systems" in G. Gerbner, et al., (eds.) The Analysis of Communication Content: Development in Scientific Theories and Computer Techniques, New York: Wiley, 1969.
- Gerbner, George, Larry Gross, Nancy Signorielli, and Michael Morgan. "Aging with Television: Images on Television Drama and Conceptions of Social Reality," Journal of Communication, 1980a, 30(1), 37-47.
- Gerbner, George, Larry Gross, Nancy Signorielli, and Michael Morgan. "Aging with Television: The Final Report," The Annenberg School of Communications, University of Pennsylvania, 1980b.
- Gerbner, George, Larry Gross, Nancy Signorielli, and Michael Morgan. "Media and the Family: Images and Impact," Paper prepared for the National Research Forum on Family Issues, White House Conference on Families, Washington, D.C., April, 1980c.
- Gerbner, George, Larry Gross, Nancy Signorielli, and Michael Morgan. "The 'Mainstreaming of America: Violence Profile No. 11,'" Journal of Communication, 1980d, 30(3), 10-29.
- Gerbner, George, Larry Gross, M. Jackson-Beeck, S. Jeffries-Fox, and Nancy Signorielli. "Cultural Indicators: Violence Profile No. 9," Journal of Communication, 1978, 28(3), 176-207.
- Gerbner, George, Larry Gross, Nancy Signorielli, Michael Morgan, and M. Jackson-Beeck. "The Demonstration of Power: Violence Profile No. 10," Journal of Communication, 1979, 29(3), 177-196.
- Gerbner, George and Nancy Signorielli, "Women and Minorities in Television Drama: 1969-1978," The Annenberg School of Communications, University of Pennsylvania, 1979.

- Glennon, L.M. and R.J. Butsch. "The Devaluation of Working Class Lifestyles in Television Family Series, 1947-1977," Unpublished Research Report, 1978.
- Gonzalez, M. "Television and People's Images of Old Age," M.A. Thesis, The Annenberg School of Communications, University of Pennsylvania, 1979.
- Greenberg, B.S. Life on Television: Content Analysis of U.S. TV Drama: Norwood, New Jersey: Ablex, 1980.
- Gross, Larry and S. Jeffries-Fox, "What Do You Want To Be When You Grow Up, Little Girl?" in G. Tuchman, et al., (eds.), Hearth and Home: Images of Women in the Mass Media. New York: Oxford University Press, 1978.
- Gross, Larry and Michael Morgan. "Television and Enculturation," in J.R. Dominick and J. Fletcher, (eds.), Broadcasting Research Methods: A Reader. Boston: Allyn and Bacon, in press.
- Hashell, D. "The Depiction of Women in Leading Roles in Prime-Time Television," Journal of Broadcasting, 1979, 23(2), 191-196.
- Head, S.W. "Content Analysis of Television Drama Programs," Quarterly of Film, Radio and TV, 1954, 9, 175-194.
- Jeffries-Fox, S. and George Gerbner. "Television and the Family," Fernsehen und Bildung, 1977, 11(3), 222-234.
- Katzman, N. "Television Soap Operas: What's Been Going on Anyway?" Public Opinion Quarterly, 1972, 32, 200-213.
- Krippendorff, K. "Bivariate Agreement Coefficients for the Reliability of Data" in E.F. Brigatta, (ed.), Sociological Methodology: 1970, San Francisco: Jossey Bass, 1970.
- Lemon, J. "Women and Blacks on Prime-Time Television," Journal of Communication, 1977, 27(4), 70-79.
- Lewis, J.M., U.R. Beavers, J.T. Gossett, and V.A. Phillips, No Single Thread's Psychological Health in Family Systems, New York: Brunner/Mazel, 1976.
- Long, M.J. and R.J. Simon. "The Roles and Statuses of Women on Children and Family TV Programs," Journalism Quarterly, 1974, 51(1), 107-110.
- Manes, A.L. and P. Melnyk. "Televised Models of Female Achievement," Journal of Applied Social Psychology, 1974, 4(4), 365-374.
- Morgan, Michael and Heather Harr-Mazer. "Television and Adolescents' Family Life Expectations." Manuscript, The Annenberg School of Communications, University of Pennsylvania, 1980.

Signorielli, Nancy. "Marital Status in TV Drama: A Case of Reduced Options"
Paper presented at the Annual Meeting of the International Communications
Association, Acapulco, Mexico, May, 1980.

Signorielli, Nancy. "The Measurement of Violence in Television Programming:
Violence Indices" in J.R. Dominick and J. Fletcher, (eds.), Broadcast
Research Methods: A Reader, Boston: Allyn and Bacon, Inc. (in press).

Signorielli, Nancy. "Television's Contribution to Sex-Role Socialization"
Paper printed at the Seventh Annual Telecommunications Policy Research
Conference, Skytop, Pa., 1979.

Smythe, D.W. "Reality as Presented on Television," Public Opinion Quarterly,
1954, 18, 143-156.

Turow, J. "Advising and Ordering: Daytime, Prime Time," Journal of Communi-
cation, 1974, 24(2), 138-141.

Wander, P. "The Angst of the Upper Class," Journal of Communication, 1979,
29(4), 85-88.

Wander, P. "'The Waltons': How Sweet it Was," Journal of Communication,
1976, 26(4), 148-154.

Appendix I

Media and the Family: Images and Impact

George Gerbner
Larry Gross
Michael Morgan
Nancy Signorielli

Appendix II

Recording Instrument for Family Unit of Analysis

Appendix II

Family Life Recording Instrument

- 1A. Number of people in family
- 1B. List all family members
- 1C. Family Structure
- (0) cannot code
 - (1) nuclear family (mother, father, children)
 - (2) mother-children
 - (3) father-children
 - (4) married couple - no children
 - (5) other, explain
- 1D. Children
- (0) cannot code
 - (1) no children
 - (2) male children only
(give number)
 - (3) female children only
(give number)
 - (4) both male and female children (give number)
- 1E. Age of children
- (0) cannot code
 - (1) no children
 - (2) all under 12
 - (3) all adolescents - 13 to 18
 - (4) all grown
 - (5) children and adolescents
 - (6) all ages
- 1F. Presence of family members --
code as follows:
- (0) cannot code
 - (1) do not appear
 - (2) appear
- grandparents
 - other relatives (in-laws, aunts-uncles, etc.)
- 2A. How is the family presented overall?
- (0) cannot code
 - (1) haven, island of security, warm hearth
 - (2) predominantly pleasant, security
 - (3) mixed in regard to pleasantness, security
 - (4) an insecure, basically unpleasant place

2B. State of marriage

- (0) cannot code
- (1) stable, intact
- (2) separated
- (3) separated, divorce in progress
- (4) divorced
- (5) widow/widowed
- (6) other, explain

3. Life Cycle

note: 2/11 means 2 years, 11 months

- (0) cannot code
- (1) beginning families (couples - 0 to 5 years, no kids)
- (2) childbearing families (oldest child - birth to 2/11)
- (3) families with preschool (oldest 3 to 5/11)
- (4) families with school age (oldest 6 to 12/11)
- (5) families with teenagers (oldest 13 to 20/11)
- (6) families as launching centers (time first child leaves home to time last one leaves)
- (7) families in middle years (empty nest) to retirement
- (8) aging families (retirement to death of first spouse)

4. Nature of the marriage

- (0) cannot code
- (1) one-parent household - male
- (2) one-parent household - female
- (3) egalitarian
- (4) 2 parents - male dominated
- (5) 2 parents - female dominated

5. Work patterns in family

- (0) cannot code
- (1) only father works
- (2) only mother works
- (3) both parents work

6. Work patterns of children

- (0) cannot code
- (1) no children
- (2) children do not have any job
- (3) children have a job, describe

7. Are there any problems in the marriage because of work patterns?

- (0) cannot code
- (1) no apparent work-related problems
- (2) problems in marriage, because of husband's work
- (3) problems in marriage, because wife's work

8. Success of marriage
- (0) cannot code
 - (1) one-parent household
 - (2) marriage appears successful
 - (3) marriage has some problems, minor, describe
 - (4) marriage has severe problems, describe
9. Romance in marriage
- (0) cannot code
 - (1) one-parent household
 - (2) no romance
 - (3) marriage has some romance
 - (4) marriage is very romantic
10. Financial realities of day-to-day existence
- (0) cannot code
 - (1) no apparent financial problems, no one works
 - (2) no apparent financial problems, only father works
 - (3) no apparent financial problems, only mother works
 - (4) no apparent financial problems, both work
 - (5) money is a problem - discussed, no one works
 - (6) money is a problem - discussed, only father works
 - (7) money is a problem - discussed, only mother works
 - (8) money is a problem - discussed, both work
 - (9) other, discuss
11. Children and schooling
- (0) cannot code
 - (1) no children
 - (2) children, no mention of school
 - (3) children, school is mentioned, no problems
 - (4) children, school is mentioned, problems mentioned, describe
12. Are children punished?
- (0) cannot code
 - (1) not punished
 - (2) punished - treat withheld
 - (3) punished - sent to room
 - (4) punished - spanked
 - (5) punished - other, describe
13. Role of woman in family
- (0) cannot code
 - (1) traditional - housekeeping, no employment
 - (2) ambivalent
 - (3) non-traditional - employment, part-time
 - (4) non-traditional - full-time employment

14. Role of man in family

- (0) cannot code
- (1) traditional - provides financial support, no household tasks
- (2) ambivalent
- (3) non-traditional - financial support, but considerable household work

14A. Who does the following tasks? code as follows:

- (0) cannot code
- (1) task is never done
- (2) father does
- (3) mother does
- (4) both parents do
- (5) male children do
- (6) female children do
- (7) male and female children do
- (8) all family members do

- wash/dry the dishes
- carry out the garbage
- laundry
- cook
- keep room clean
- cleaning
- help care for young children
- mow the lawn
- make beds
- drive the car
- care for pet

15. Respect for individual views within the family

- (0) cannot code
- (1) no respect
- (2) some respect
- (3) considerable respect

16. Do family members express negative views, feelings, and disagreements?

- (0) cannot code
- (1) no
- (2) yes, very uncomfortable
- (3) yes, sometimes uncomfortable
- (4) yes, always uncomfortable

17. Problem solving of family: seeking options/solutions, describe problem

- (0) cannot code
- (1) no problem to solve
- (2) solution immediate - no need to seek
- (3) seek options

18. Problem solving of family: negotiation

- (0) cannot code
- (1) no problems
- (2) no negotiation
- (3) some negotiation
- (4) considerable negotiation

19. Problem solving of family: involvement of children
- (0) cannot code
 - (1) no problems
 - (2) problems - no children
 - (3) children not involved
 - (4) children slightly involved
 - (5) children very involved, dominate
20. Involvement in external activities - outside home, in community
- (0) cannot code
 - (1) no one is involved
 - (2) mother involved
 - (3) father involved
 - (4) both parents involved
 - (5) children involved
 - (6) children and parent(s) involved
21. Does marriage appear to meet most needs of the partners?
- (0) cannot code
 - (1) one-parent household
 - (2) needs of both met
 - (3) needs of only wife met
 - (4) needs of only husband met
22. Portrayal of family
- (0) cannot code
 - (1) focus is on kids rather than parents
 - (2) focus is on parents rather than kids
 - (3) focus is upon both parents and kids
23. Leadership in family
-
- (0) cannot code
 - (1) one-parent household
 - (2) leadership shared
 - (3) male in charge
 - (4) female in charge
 - (5) children in charge
24. Discipline
- (0) cannot code
 - (1) no discipline needed
 - (2) parents work as a team
 - (3) only mother disciplines
 - (4) only father disciplines
25. Conflict: resolved
- (0) cannot code
 - (1) no conflict
 - (2) not resolved
 - (3) partially resolved
 - (4) fully resolved
26. Presence of long-term conflicts
- (0) cannot code
 - (1) no conflict
 - (2) only short-term conflicts - resolved
 - (3) unresolved conflicts exist

27. Disagreements among family members, code as follows:
- how to spend leisure time
 - how to spend money
 - about the children in general
 - about how to discipline the children
 - sexual relations
 - politics
28. Does the family have a pet?
29. Topics discussed by family (generate list)
30. Problems encountered/solved by family (generate list)
- (0) cannot code
(1) no disagreements
(2) minor disagreements
(3) major disagreements
- (0) cannot code
(1) no
(2) yes, dog
(3) yes, cat
(4) yes, dog and cat
(5) yes, other pet, name
(6) yes, assortment of other pets, name

31.

FAMILY CHARACTERISTICS INVENTORY

The following statements fit some television families better than others. Code each statement according to the following scale. Choose the number that best describes how well each statement fits the family portrayed in the program.

Cannot code	Does not fit the family at all		Fits the family some		Fits the family very well
0	1	2	3	4	5

- Live in a good neighborhood
 - Family talks things out
 - Family has a sense of humor
 - There is an opportunity for each member to express him/herself in their own way
 - The family is seen doing activities together
 - Family members respect each other's feelings
 - In this home everyone feels loved
-
- Discipline is moderate and consistent
 - Educational goals are important
 - There is a sense of belonging in this family
 - Family members express appreciation for what they do for one another
 - The family makes plans for the future
 - The family shares experiences
 - There is enough money for special things

Appendix III

Cultural Indicators Basic Recording Instrument
for Dramatic Programs

Appendix IV

Figures

Figure 1

Relationship between Amount of Television Viewing and Choosing A Traditional Marriage as Best Lifestyle, by Sex

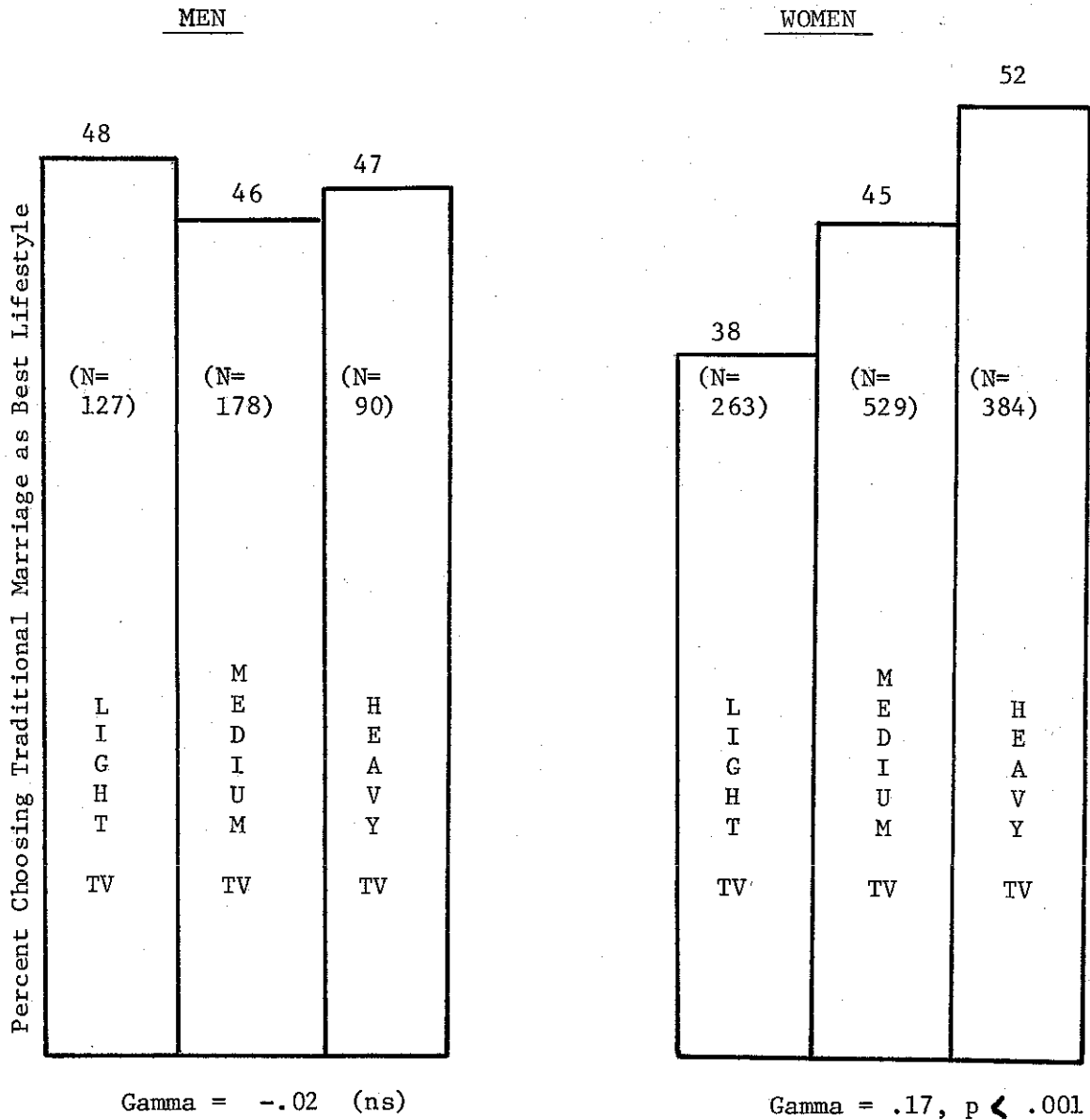
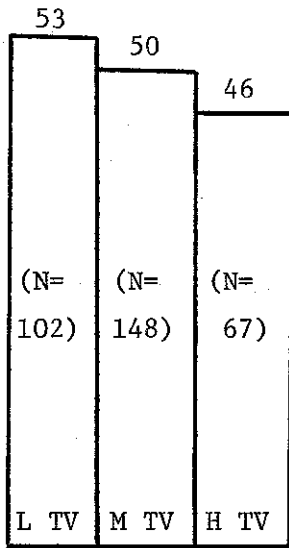


Figure 2

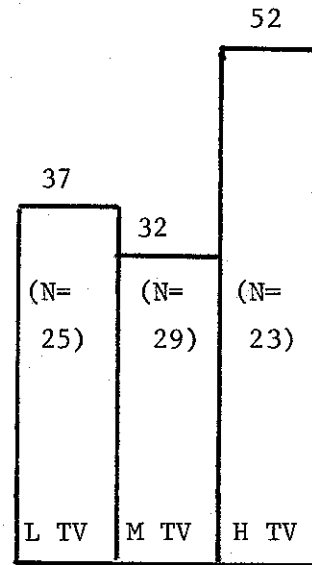
Relationship between Amount of Viewing and Choosing A Traditional Marriage as Best Lifestyle, by Sex and Marital Status

MARRIED MEN (N=639)



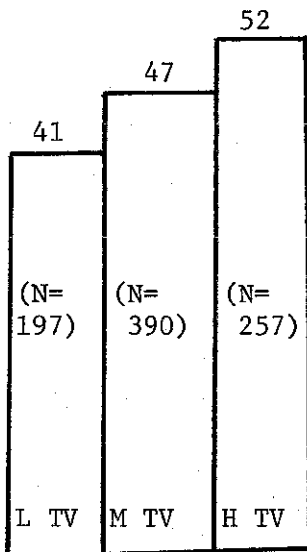
Gamma = $-.08$
p = $.11$

UNMARRIED MEN (N=203)



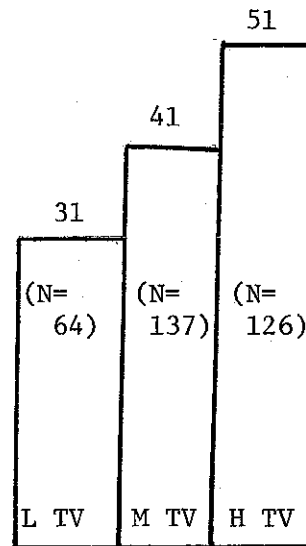
Gamma = $.15$
p = $.09$

MARRIED WOMEN (N=1814)



Gamma = $.13$
p < $.001$

UNMARRIED WOMEN (N=790)



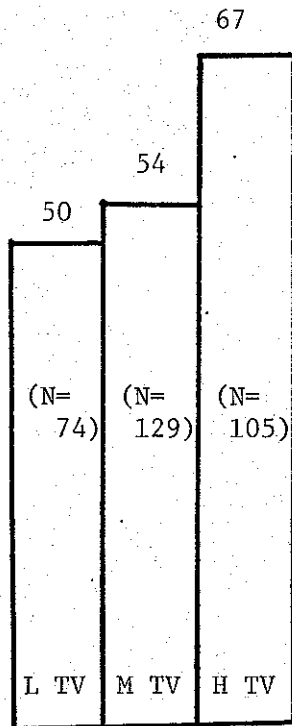
Gamma = $.27$
p < $.001$

Figure 3

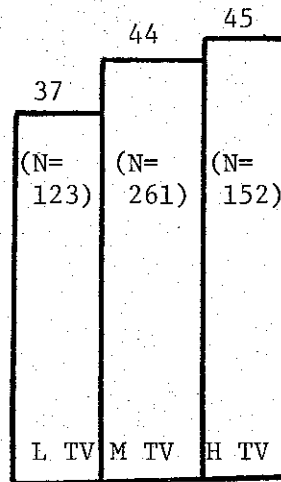
Relationship between Amount of Viewing and Choosing a Traditional Marriage as Best Lifestyle, among Married Women, by Amount of Disagreements with Spouse and General Life Satisfaction

NO DISAGREEMENTS (N=545)

SOME DISAGREEMENTS (N=1269)



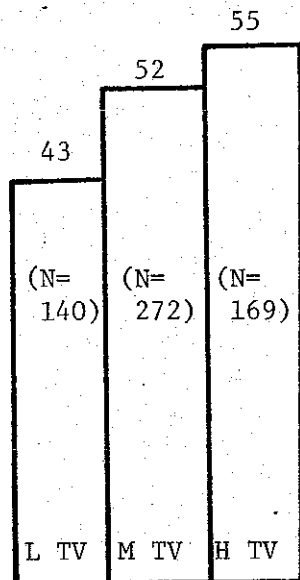
Gamma = .22
p < .001



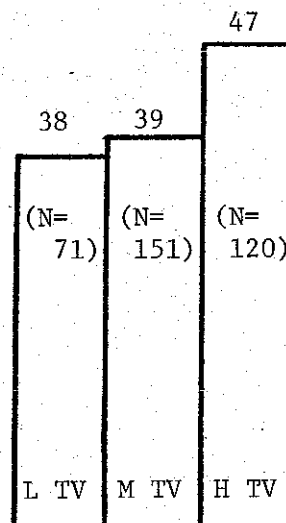
Gamma = .09
p < .05

VERY SATISFIED WITH LIFE (N=1152)

SOMEWHAT, SLIGHTLY, AND NOT AT ALL SATISFIED WITH LIFE (N=824)



Gamma = .15
p < .001

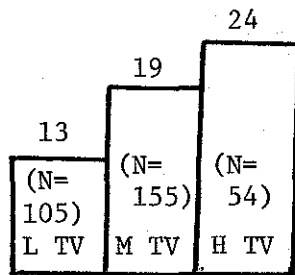


Gamma = .12
p < .05

Figure 4

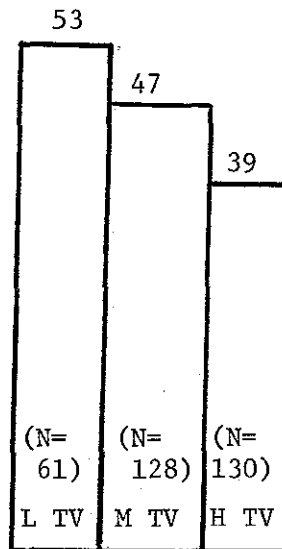
Relationship between Amount of Viewing and Choosing A Traditional Marriage as Best Lifestyle, for Women Aged 18-29, by Employment Status

EMPLOYED FULL-TIME



Gamma = .22
p < .05

NOT EMPLOYED



Gamma = -.18
p < .05