

CULTURAL INDICATORS

Symposium and Workshop, May 2,3,4, 1979, Philadelphia

Cultural Indicators is a research approach, project, and methodology designed to trace trends in television content and viewer conceptions of social reality. The project and its cumulative data archives have generated a large number of studies focusing on issues such as images of occupations, conceptions of aging, political socialization, violence and victimization, values in commercials, television's relationship to reading and the acquisition of other skills, and the roles of women, children, and minorities. Researchers in several countries are launching Cultural Indicators studies and linking up with U.S. investigators in a cross-cultural comparative project. George Gerbner, Larry Gross, and Nancy Signorielli of the Annenberg School of Communications at the University of Pennsylvania are heading the project and will participate with other investigators in the symposium and the workshop.

SYMPOSIUM, Wednesday, May 2, 2:30-5:30 p.m. Poor Richard Room A, Benjamin Franklin Hotel, Chestnut at Ninth Street, Phila. PA., 19105.

This symposium is a part of the 1979 Conference of the International Communication Association (ICA) conference registration (obtainable at the hotel) is necessary for admission. An overview and representative findings will be presented by researchers in the U.S. and abroad.

WORKSHOP A, Thursday, May 3, 8:30 a.m. to 5 p.m., The Annenberg School of Communications, 3620 Walnut Street, University of Pennsylvania, 215-243-7041.

The workshop will demonstrate the methodology of Cultural Indicators research and will provide some training and information for those who wish to undertake related studies. Workshop A is given in collaboration with the ICA (\$40 fee) and to invited participants from other countries. (The international participants will also attend Workshop B the next day.)

- 8:00 a.m. Continental breakfast, Annenberg School lobby
- 8:30 a.m. Conceptual overview
- 9:15 a.m. Message System Analysis: units, instrument, coding
- 10:30 a.m. Coffee break
- 11:00 a.m. Coding exercise
- 12:30 p.m. Working lunch (provided); measures of reliability; coder training
- 2:30 p.m. Cultivation Analysis review
- 2:45 p.m. Survey results and discussion; tabulation; graphic presentation; secondary analysis
- 5:00 p.m. Adjournment of Workshop A
- 5:30 p.m. Informal reception, wine and cheese
- 7:30 p.m. Dinner for invited international participants, Faculty Club.

WORKSHOP B, Friday, May 4, The Annenberg School of Communications. A continuation for invited participants from abroad only.

- 8:30 a.m. Continental breakfast in the Annenberg School lobby
- 9:00 a.m. Viewing and coding exercise
- 11:00 a.m. Cultivation Analysis review
- 12:30 p.m. Lunch, Faculty Club. Reports from participants about the status and prospects of projects in their home countries
- 2:30 p.m. Reports of findings and discussion of methodological issues. Plans for further collaboration in Cross-Cultural Comparative Indicators research.
- 3:30 p.m. Adjournment of Workshop B.