

LIBRARY USE ONLY

VIOLENCE PROFILE NO. 10

Trends in network television drama and
viewer conceptions of social reality
1967-1978

by

George Gerbner, Larry Gross
Nancy Signorielli, Michael Morgan
and Marilyn Jackson-Beeck

The Annenberg School of Communications
University of Pennsylvania
Philadelphia 19104

April 1979

Copies of this report including all Tables
are available for \$17.50 each (checks to be
made payable to the Trustees of the University
of Pennsylvania)

This research is a part of the Cultural Indicators
study of trends in television content and effects
conducted under grants from the American Medical
al Institute of Mental
d Larry Gross, Co-Prin-
Signorielli, Research

INTRODUCTION AND BIBLIOGRAPHY OF RELEVANT PUBLICATIONS

The Violence Profile is part of the Cultural Indicators Project, a broad study of television content and viewer conceptions of social reality.

Violence Profiles are cumulative. Each report summarizes the methodology and significant findings of the previous studies in this series and presents trends for all years studied. The most recent report supersedes previous Violence Profiles.

Violence Profile No. 10 reports trends in network television drama from 1967 through 1978. The content data are drawn from the Cultural Indicators archive of observations based on the analysis of 1548 programs and 4404 major dramatic characters. The viewer response data are drawn from the Cultural Indicators archive of cultivation analysis responses.

Cultural Indicators is a data bank, research project, and service that relates televised images and messages to conceptions of social reality and to actions based on those conceptions. Cultural Indicators is designed to investigate television's contribution (by itself as well as in combination with other demographic and media use characteristics) to viewers' assumptions about and responses to a large number of issues and topics.

This research began in 1967-68 with a study for the National Commission on the Causes and Prevention of Violence. It continued under the sponsorship of (the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, the White House Office of Telecommunications Policy, the American Medical Association, and other agencies. Although violence-related findings and indicators have been published most widely, the approach was broadly based from the beginning to collect observations on the role and functions of many aspects of life presented in television drama.

The research consists of two interrelated parts: (1) Message System Analysis monitoring of the world network television drama and (2) Cultivation Analysis determining the conceptions of social reality that television programming tends to cultivate in different groups of viewers. The analyses provide information about the geography, demography, character profiles, and action structure of the world of television, and focus these images and lessons upon specific issues, policies, and topics.

The annual Violence Index and Profile (7, 8, 10) has made an impact upon national policy in television programming. But the Cultural Indicators project is also generating an increasing variety of studies in other areas. Theoretical papers have presented and discussed methodological issues (3, 4, 5, 7). Others examined the importance of applying the Cultural Indicators paradigm to the study of television news (11) and to the assessment of televisions' impact upon children and adolescents (12, 13, 14). One study examined personal and social characteristics of the non-viewers of television

(15). Message Analysis data have been used to isolate the image of the elderly (25). Several analyses of cultivation data have revealed that heavy television viewing by school children is consistently and negatively related to IQ and school achievement scores, especially reading comprehension (22, 23, 24). Cultural Indicators researchers have also investigated how children's conceptions of occupations are related to television portrayal of occupations (18,19) and how television viewing is related to educational aspirations and sexist attitudes among adolescents (13, 24).

Several studies related television viewing to political interest, knowledge, and activity (14, 16) as well as conceptions of sex-roles (26) and aging (27).

Current plans call for extending the research in the areas of aging, health, family life, occupational choices, and education; for incorporating the analysis of news and commercials; for conducting the research cross-culturally; and for applying the method to other issues of governmental and corporate interest. In each case, the focus of the investigation is the contribution of television programming to viewer conceptions and actions.

Section I of this report presents the highlights of the findings. Section II summarizes the methodologies and results of the Message System and Cultivation Analyses. Section III contains detailed tabulations of the findings.

BIBLIOGRAPHY

1. Gerbner, George. "Dimensions of Violence in Television Drama." In Robert K. Baker and Sandra J. Ball (Eds.) Violence in the Media Staff report to the National Commission on the Causes and Prevention of Violence, U.S. Government Printing Office, 1969.
2. Gerbner, George. "Towards 'Cultural Indicators': The Analysis of Mass Mediated Message Systems." AV Communication Review 17, Summer 1969, pp. 137-148. Also in George Gerbner, Ole R. Holsti, Klaus Krippendorff, William H. Paisley, and Philip J. Stone (Eds.) The Analysis of Communication Content. Chapter 5. New York: John Wiley, 1969.
3. Gerbner, George. "Violence in Television Drama: Trends and Symbolic Functions." In G.A. Comstock and E. A. Rubinstein (Eds.) Television and Social Behavior, Vol. 1. Content and Control. Washington: U.S. Government Printing Office, 1972.
4. Gerbner, George. "Communication and Social Environment." Scientific American, September 1972. Reprinted in Communication: A Scientific American Book, San Francisco, CA.: W.H. Freeman and Company, 1972.
5. Gerbner, George. "Cultural Indicators: The Third Voice," in Communication Technology and Social Policy, New York: John Wiley, 1973.
6. Gerbner, George and Larry Gross. "The Scary World of TV's Heavy Viewer," Psychology Today, April, 1976.
7. Gerbner, George and Larry Gross. "Living with Television: The Violence Profile." Journal of Communication, Spring, 1976.
8. Gerbner, George, Larry Gross, Michael Eleey, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox, and Nancy Signorielli. "TV Violence Profile No. 8: The Highlights." Journal of Communication, Spring, 1977.
9. Gerbner, George, Larry Gross, Michael Eleey, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox, and Nancy Signorielli. "The Gerbner Violence Profile an Analysis of the CBS Report." Journal of Broadcasting, Summer, 1978.
10. Gerbner, George, Larry Gross, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox, and Nancy Signorielli. "Cultural Indicators: Violence Profile No. 9." Journal of Communication, Summer, 1978.
11. Gerbner, George and Nancy Signorielli. "The World of Television News." in Adam and F. Scriebman (Eds.) Television News Archives: A Guide to Research. Washington, D.C.: George Washington University, 1978.

12. Gross, Larry. "Television as a Trojan Horse." School-Media Quarterly, Spring, 1977.
13. Gross, Larry and Suzanne Jeffries-Fox. "What Do You Want to Be When You Grow Up, Little Girl?" In G. Tuchman, A.K. Daniels, and J. Benet (eds.) Hearth and Home: Images of Women in the Mass Media, New York: Oxford, 1978.
14. Jackson-Beeck, Marilyn. "Interpersonal and Mass Communication in Children's Political Socialization," Journalism Quarterly, Spring, 1979
15. Jackson-Beeck, Marilyn. "The Non-Viewers: Who are They?" Journal of Communication, Summer, 1977.
16. Jackson-Beeck, Marilyn. "Television's Impact on Children: An Assessment of Current Research." Paper presented at International Communication Association Conference, Berlin, West Germany, June, 1977.
17. Jackson-Beeck, Marilyn. "Political Implication of Heavy Television Viewing." Paper presented to Association for Education in Journalism, College Park, Maryland, August, 1976.
18. Jeffries-Fox, Suzanne. "Television's Contribution to Young People's Conceptions about Occupations." Unpublished PhD Dissertation, University of Pennsylvania, 1978.
19. Jeffries-Fox, Suzanne and Nancy Signorielli. "Television and Children's Conceptions about Occupations." Paper presented at the Sixth Annual Telecommunications Policy Research Conference, Airlie, Virginia, May, 1978.
20. Krippendorff, Klaus. "Bivariate Agreement Coefficients for the Reliability of Data." In E.F. Borgatta and G.A. Bohrstedt (Eds.) Sociological Methodology, San Francisco: Jossey-Bass, 1970.
21. Krippendorff, Klaus. "A Computer Program for Agreement Analysis of Reliability of Data, Version 4." Annenberg School of Communications, University of Pennsylvania, July, 1973.
22. Morgan, Michael. "Readin' Writin', and Watchin': Pattern of Television Viewing, Aptitude, and Academic Achievement Among Adolescents." Unpublished M.A. Thesis, Annenberg School of Communications, University of Pennsylvania, 1977.
23. Morgan, Michael and Larry Gross. "Reading, Writing, and Watching: Television Viewing, Aptitude, and Academic Achievement." Annenberg School of Communications, University of Pennsylvania, 1978.
24. Morgan, Michael and Nancy Rothschild. "Television and Children at a New York Private School." Working paper, Annenberg School of Communications, University of Pennsylvania, 1978.
25. Signorielli, Nancy, and George Gerbner. "Images of the Elderly in Prime Time Network Television Drama," Annenberg School of Communications, University of Pennsylvania, 1977.

26. Signorielli, Nancy. "Television's Contribution to Sex Role Socialization," Paper presented at the Seventh Annual Telecommunications Policy Research Conference, Skytop Penna., April, 1979
27. Signorielli, Nancy. "Aging and Television: Portrayals in Prime-Time Drama and Conceptions of Social Reality," Paper presented at the 34th Annual AAPOR Conference, Buckhill Falls, Penna., June 1979.

Acknowledgements

We would like to express our thanks to the following people:

Jack Daly, Debra Giffen, Mark Gonzalez, Heather Harr-
Mazer, Ann-Marie Milczarski, Kendall Whitehouse and
Wendy Wolfenson for their assistance in data collection,
preparation and processing;

Susan Luciano, Susie Katz and Margot Hillman for
report preparation.

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION AND BIBLIOGRAPHY OF RELEVANT PUBLICATION	i
ACKNOWLEDGEMENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	xii
 SECTION I: HIGHLIGHTS OF VIOLENCE PROFILE No. 10	 1
 SECTION II: SUMMARY OF METHODS AND FINDINGS	 29
Message System Analysis	29
Definition of Violence	30
Units of Analysis	31
Samples of Programming	31
Coding and Training Procedures	33
Assessment of Reliability	34
Violence Indicators	36
Message System Findings	37
Portrayal of Violence	40
Cultivation Analysis	48
Development of Questions	49
Samples of Respondents	50
Dimensions of Analysis	52
Cultivation Analysis Findings	53

LIST OF TABLES

SECTION I

<u>Table</u>	<u>Title</u>	<u>Page</u>
1	Violence Index Components (1967-1978)	10
2	Violence Index Components for 1977 and 1978 by Network	11
3	Summary of Violence Index (1967-1978)	12
4	Rate of Violent Actions per Hour of Programming (1967-1978)	13
5	RISK RATIOS: Major Characters in All Programs (1969-1978)	14
6	RISK RATIOS: Major Characters in All Programs, 1978	15
7	RISK RATIOS: Major Characters in All Programs, 1977	16
8	Percent of Schoolchildren Overestimating the Proportion of People Involved in Violence in Any Given Year	17
9	Percent of Adolescents Overestimating the Proportion of People Involved in Violence Every Week	18
10	Percent of Adolescents Overestimating the Number of Criminals	19
11	Percent of Adolescents who Consider Walking Alone in the City at Night Dangerous	20
12	Percent of Adolescents who Said They Fear Walking Alone in the City at Night	21
13	Percent of Schoolchildren Who Would Be Afraid to Walk Alone in a City at Night	22
14	Percent of Schoolchildren who are Afraid to Walk Alone in Their Own Neighborhood at Night	23
15	Percent of Adolescents Overestimating the Frequency with which Police Find it Necessary to Use Force	24

LIST OF TABLES CONTINUED

<u>Table</u>	<u>Title</u>	<u>Page</u>
16	Percent of Schoolchildren Overestimating the Number of Times a Policeman Has to Draw His Gun on an Average Day	25
17	Percent of Adolescents Overestimating the Frequency with which Policemen Shoot Fleeing Suspects	26
18	Percent of Adolescents Saying that "You Can't Be Too Careful in Dealing with People"	27
19	Percent of Adolescents who Say that People in General are More Selfish than Helpful	28

LIST OF TABLES CONTINUED

Section II

<u>Table</u>	<u>Title</u>	<u>Page</u>
1	Reliability Coefficients	35
2	Violence Index Components (1967-1978)	42
3	Violence Index Components for 1977 and 1978 by Network	43
4	Summary of Violence Index (1967-1978)	44
5	Rate of Violent Actions per Hour of Programming (1967-1978)	45
6	RISK RATIOS: Major Characters in Weekend- Daytime Programs (1969-1978)	46
7	RISK RATIOS: Major Characters in Prime-Time Programs (1969-1978)	47
8	Percent of Schoolchildren Overestimating the Proportion of People Involved in Violence in Any Given Year	56
9	Percent of Adolescents Overestimating the Proportion of People Involved in Violence Every Week	57
10	Percent of Adolescents Overestimating the Number of Criminals	58
11	Percent of Adolescents Who Consider Walking Alone in the City at Night Dangerous	59
12	Percent of Adolescents Who Said They Fear Walking Alone in the City at Night	60
13	Percent of Schoolchildren Who Would Be Afraid to Walk Alone in a City at Night	61
14	Percent of Schoolchildren Who Are Afraid to Walk Alone in Their Own Neighborhood at Night	62
15	Percent of Adolescents Overestimating the Frequency with which Police Find it Necessary to Use Force	63

LIST OF TABLES CONTINUED

<u>Table</u>	<u>Title</u>	<u>Page</u>
16	Percent of Schoolchildren Overestimating the Number of Times a Policeman Has to Draw His Gun on an Average Day	64
17	Percent of Adolescents Overestimating the Frequency with which Policemen Shoot Fleeing Suspects	65
18	Percent of Adolescents Saying that "You Can't Be Too Careful in Dealing With People"	66
19	Percent of Adolescents who Say that People in General are More Selfish than Helpful	67

LIST OF FIGURES

<u>Figure</u>	<u>Title</u>	<u>Page</u>
1	Changes in Violence Index by Network and Program Time, 1977-1978	6
2	Changes in Violence Index Components by Network and Program Time, 1977-1978	7
3	Violence Index in Children's and Prime Time Programming, 1967-1978	8
4	Violence Index by Network and Program Time, 1967-1978	9
5	Data Bases Used in Cultivation Ananalysis	51

SECTION 1

HIGHLIGHTS OF VIOLENCE PROFILE NO. 10

Violence in weekend children's and late evening programming rose to near record levels in the fall of 1978. All three major networks programmed more violence during weekend-daytime (children's) hours than last year. The new findings also continue to show that young people who watch more television are more apprehensive about their own safety and are more likely to think that people are mean and selfish.

The Violence Profile is part of Cultural Indicators, a continuing research project, studying trends in network television drama and the conceptions of social reality that viewing tends to cultivate in the minds of viewers. The Profile is a set of multi-dimensional indicators consisting of the Violence Index which measures the prevalence and rate of violence in network television drama, and Cultivation Analysis, which isolates viewer conceptions by comparing the responses of light and heavy viewers in the same general population groups.

The tenth annual Violence Profile focuses upon fall 1978 network dramatic prime-time and weekend-daytime (children's) programming. The definition used in this research is that of unambiguous physical violence -- hurting or killing a person or the credible threat of hurting and killing, in any context.

This update, incorporating the analysis of network dramatic programming from 1967 through 1978, shows an increase of violence over last season's weekend children's and late evening programming (9-11 p.m. EST), but a decrease in the prevalence and rate of violence in the former "family

hour" (8-9 p.m. EST).

New children's programs jumped 52 points over last year's Index for new children's shows, the largest increase in this analysis. Continuing children's programs became more violent by 31 points. By contrast, continuing prime-time programs remained at about the same level and new prime-time programs decreased in violence by 21 points.

The Violence Index is made up of specific components measuring the prevalence and rate of violent actions and violent characterizations.* The overall level of weekend-daytime (children's) programs containing violence climbed to nearly 100 percent. The rate of violent incidents in children's programs zoomed from 15.6 per hour in 1977 to a near record level of 25.0 per hour in 1978 (more than five times the prime-time rate). Both ABC and CBS boosted the violence saturation of children's programs to 26.3 and 26.8 incidents per hour, respectively -- a record high for both networks. NBC's rate went up to 20.6, its third highest level. Characters involved in violence in children's programs climbed from nearly eight to almost nine out of ten.

The late evening (9-11 p.m. EST) increase in violence was due primarily to NBC's increase in violent programming, followed by ABC, but not CBS. However, NBC also led in reducing early evening prime-time (8-9 p.m. EST) violence by 116 Index points, to its lowest level on record; CBS followed with a 30-point reduction, also to its lowest level in that time period. Unlike the other networks, ABC increased its violent

* The formula for the Index is: percent of programs containing any violence plus twice the rate of violent incidents per program plus twice the rate of violent incidents per hour plus the percent of characters involved in any violence plus the percent of characters involved in killing.

programming in the former "family hour," as well as the late evening and weekend-daytime hours.

As a scenario of social relationships and power, violence on television drama continues to demonstrate a pattern of unequal relative risks among different age, sex and social groups. For the past ten years certain groups of dramatic characters consistently suffer victimization more than inflict violence, compared to other groups in the fictional population. These include women of all ages, but especially young adult and elderly women, as well as young boys, non-whites, foreigners, and both lower and upper (but not middle) class members. In 1978, the relative risks of female victimization increased dramatically. In 1977 there were 1.05 male and 1.13 female victims for every male or female violent. In 1978, the male ratio of risk rose to 1.21 but the female to 2.14. The highest rise of female victimization occurred in weekend-daytime (children's) programming: from 1.09 in 1977 to 2.80 in 1978.

The findings of Cultivation Analysis continue to show strong and stable associations between patterns of network dramatic content and conceptions of social reality among children and adolescents. Previous Violence Profiles have reported that heavy viewers tend to respond to many questions more in terms of the world of television than do light viewers in the same demographic groups. We have found that television cultivates an exaggerated sense of danger and mistrust in heavy viewers compared to similar groups of light viewers. When asked about chances of encountering violence, about the percentage of men employed in law enforcement and crime detection, and about the percentage of crimes that are violent, significantly more heavy viewers than light viewers respond in terms more characteristic of the television world than of the real world. Mistrust is also reflected in

responses suggesting that heavy viewers believe that most people just look out for themselves, take advantage of others, and cannot be trusted.

Last year's results extended these findings in important new directions. When samples of junior high school students were asked, "how often is it all right to hit someone if you are mad at them?", a significantly higher proportion of heavy than of light viewers answered, "almost always." Both child and adult heavy viewers also reported being more afraid to walk alone in the city at night than light viewers in the same groups.

The current results further extend and refine, as well as replicate, these findings. Two samples of schoolchildren reflect the fact that heavy viewing is associated with greater apprehension of walking alone at night in the city in general and even in their own neighborhoods. Heavy viewers greatly overestimate the proportion of people involved in violence, the danger of walking alone at night, and the number of criminals, compared to similar groups of light viewers. Schoolchildren who watch more television are also more likely to believe that the police frequently use force and that the average policeman will often use his gun as well as shoot fleeing suspects. Finally, children and adolescents who watch more television are more likely to mistrust people and believe that they "mostly just look out for themselves." These findings provide new support for previous conclusions of this research that one correlate of television viewing, possibly reflecting its violence-laden programming, is a heightened and unequal sense of danger and risk in a mean and selfish world.

The Figures and Tables that follow immediately present these highlights in greater detail. Tables 1 through 4 present the components of the Violence Index for weekend-daytime and prime-time (including early and

late evening hours) programs; a comparison of these findings from 1977 and 1978 for the three networks; the yearly violence index; and rate of violent actions per hour for a number of different types of programs. Tables 5 through 7 present risk ratios for selected groups of characters; they present the total number of characters, the percent involved in violence, the violent-victim and killer-killed ratios.

Finally, Tables 8 through 19 present all relevant cultivation findings. These tables include the percentage of respondents who gave the "television answer," overall and within each demographic subgroup, and (in parentheses) the number of respondents in that cell; the percentages (and cell N's) of those who gave "television answers," divided into groups of light and heavy viewers; the Cultivation Differential (CD) -- the percent of heavy viewers minus the percent of light viewers giving the "television answer" within that group; and the gamma (with statistical significance indicated by asterisks). Each row represents a different subgroup, and the last column gives the Total N, all respondents, on which the analysis for that group is based.

The full Technical Report of this research includes two additional sections. Section II contains a discussion of the methodology and a description of some of the findings. Section III contains all relevant Message System Analysis Tables.

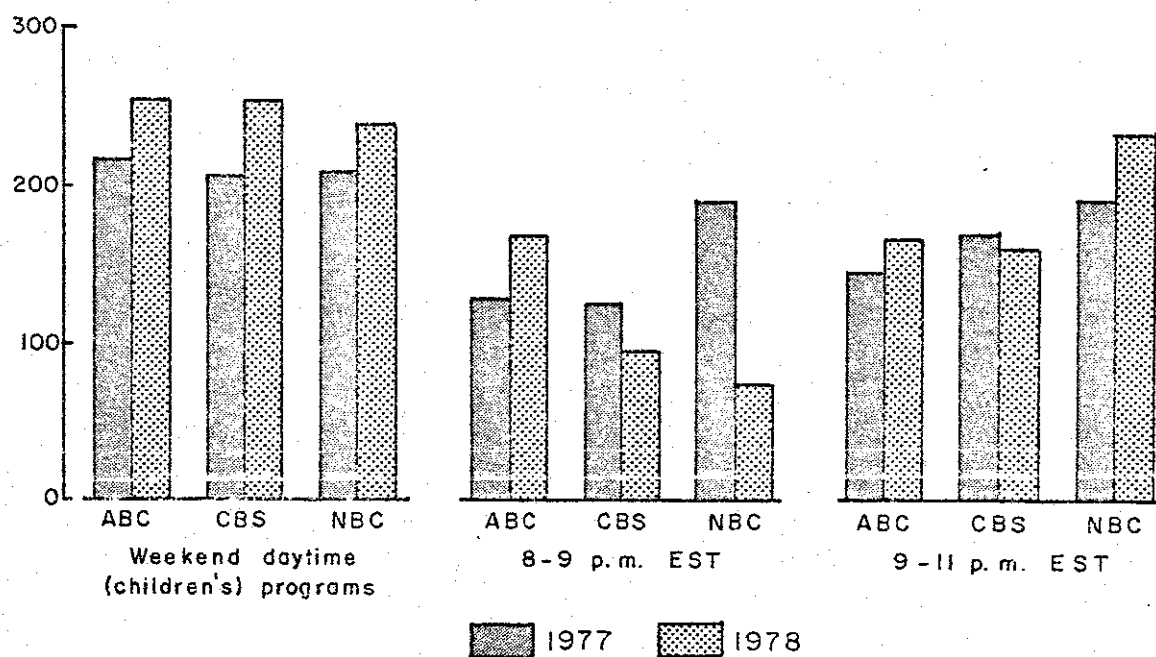


FIGURE I: CHANGES IN VIOLENCE INDEX BY NETWORK AND PROGRAM TIME 1977-1978

Violence measures for weekend daytime (children's) programs

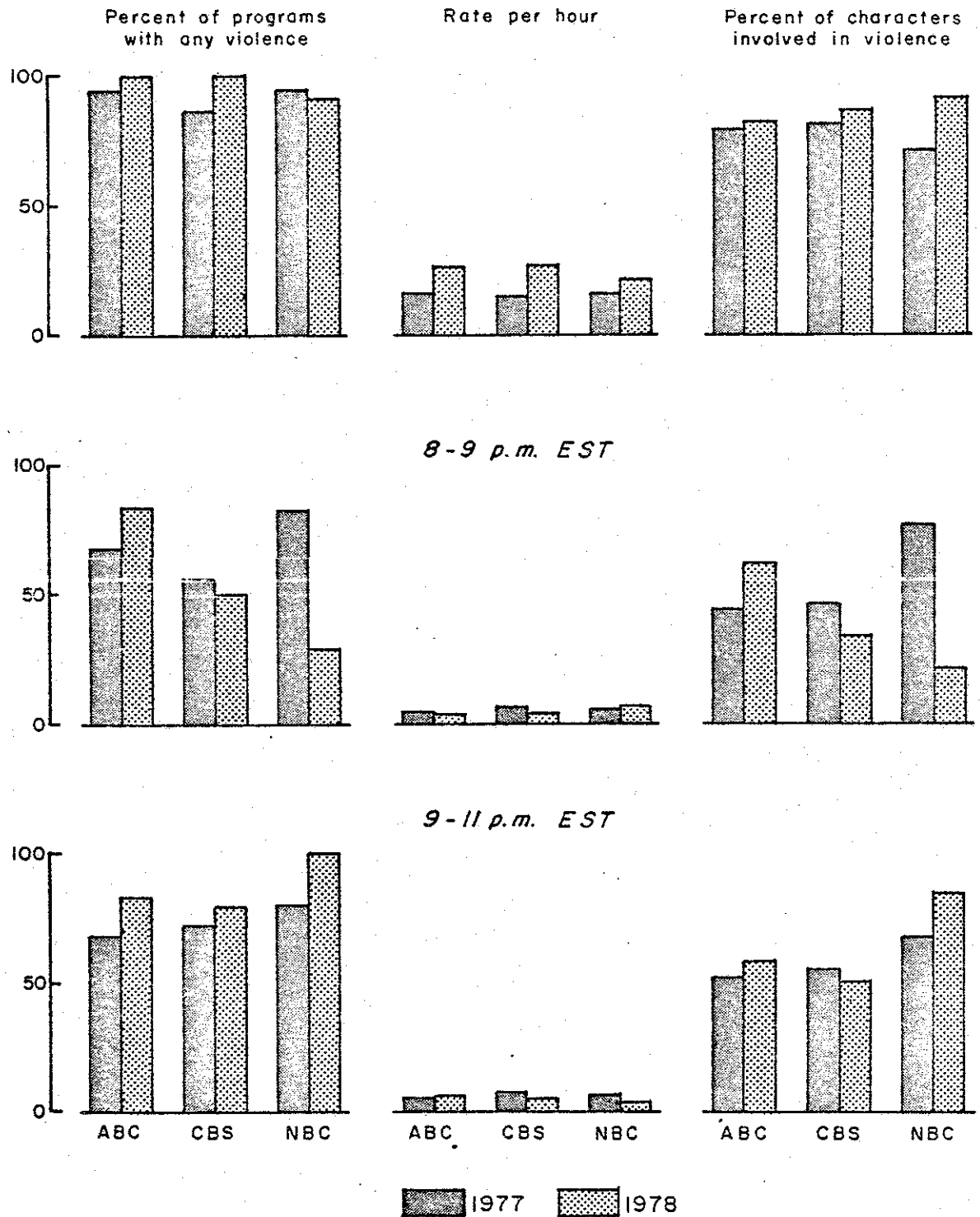


FIGURE 2: CHANGES IN VIOLENCE INDEX COMPONENTS BY NETWORK AND PROGRAM TIME 1977-1978

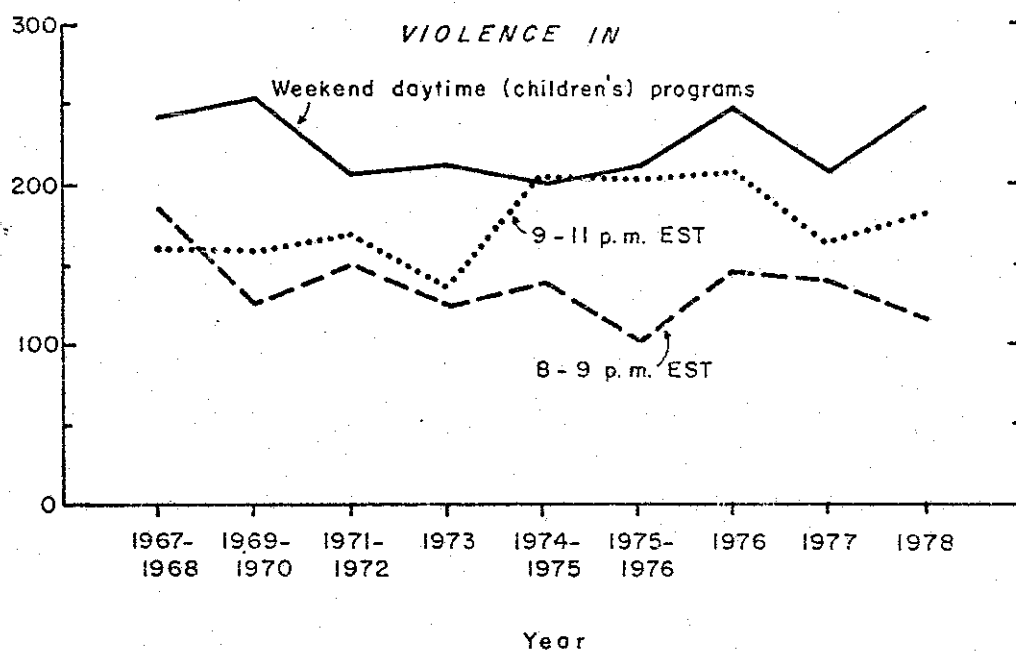


FIGURE 3: VIOLENCE INDEX IN CHILDREN'S AND PRIME TIME PROGRAMING, 1967-1978

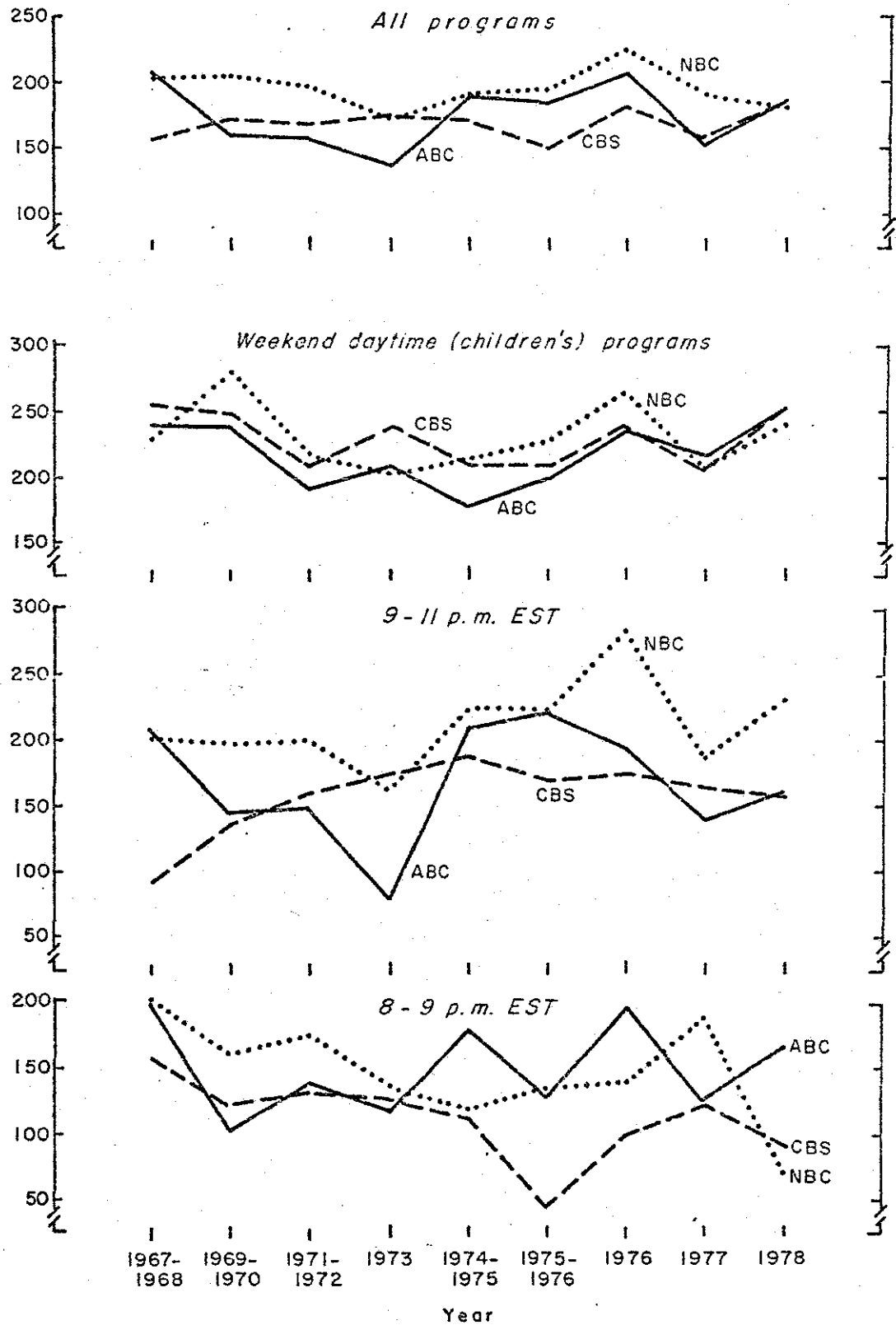


FIGURE 4: VIOLENCE INDEX BY NETWORK AND PROGRAM TIME
1967-1978

Table 1

Violence Index Components
(1967-1978)

	<u>67-68</u> ¹	<u>69-70</u> ¹	<u>71-72</u> ¹	<u>1973</u>	<u>74-75</u> ²	<u>75-76</u> ²	<u>1976</u>	<u>1977</u> ³	<u>1978</u>	<u>Total</u> <u>67-78</u>
<u>All Programs</u>										
% Programs w/violence	81.4	80.6	79.8	72.7	80.7	77.4	89.1	75.5	84.7	79.9
Rate per program	4.8	4.9	5.0	5.3	5.4	5.2	6.2	5.0	5.8	5.2
Rate per hour	7.2	8.1	7.2	7.0	6.9	7.7	9.5	6.7	8.3	7.5
% Characters involved in violence	69.5	65.1	58.8	55.7	64.6	64.2	74.8	60.9	64.8	64.0
Violence Index	190	178	174	160	183	177	204	166	183	178
<u>Weekend-Daytime</u>										
% Programs w/violence	93.5	97.2	88.9	94.6	93.5	90.2	100.0	90.6	97.9	93.7
Rate per program	5.2	6.5	6.0	6.7	5.1	5.1	6.9	4.9	7.5	5.9
Rate per hour	22.3	25.5	16.0	13.2	12.2	14.2	22.4	15.6	25.0	17.7
% Characters involved in violence	84.3	89.7	73.5	77.2	71.7	81.1	85.6	77.2	86.0	80.3
Violence Index	242	253	208	212	201	211	247	209	249	223
<u>Prime-Time</u>										
% Programs w/violence	75.2	66.4	73.8	59.7	72.2	68.7	80.3	69.8	74.6	71.0
Rate per program	4.5	3.5	4.4	4.5	5.6	5.3	5.6	5.0	4.5	4.8
Rate per hour	5.2	3.9	4.8	4.9	5.4	6.0	6.1	5.5	4.5	5.1
% Characters involved in violence	64.4	49.4	53.9	41.1	60.5	55.0	67.4	55.5	52.9	55.7
Violence Index	176	140	159	132	174	160	183	154	153	159
<u>8-9 P.M. EST</u>										
% Programs w/violence	77.0	60.3	74.5	56.3	63.0	52.5	72.0	66.2	59.3	65.0
Rate per program	4.9	2.8	4.2	4.6	3.6	2.7	3.8	4.2	3.0	3.8
Rate per hour	6.4	3.9	4.8	5.1	3.9	4.1	4.7	5.3	4.0	4.7
% Characters involved in violence	66.3	46.1	50.0	40.9	46.2	37.0	55.1	53.2	39.2	49.0
Violence Index	186	127	150	126	138	104	145	140	116	139
<u>9-11 P.M. EST</u>										
% Programs w/violence	72.3	75.0	73.1	63.3	80.3	82.2	86.1	73.0	86.1	76.9
Rate per program	4.0	4.3	4.5	4.3	7.4	7.6	6.9	5.8	5.6	5.7
Rate per hour	3.8	3.9	4.8	4.7	6.6	6.9	6.8	5.7	4.8	5.4
% Characters involved in violence	61.5	54.2	57.1	41.3	72.8	68.4	75.7	57.1	62.5	61.8
Violence Index	162	158	167	137	205	203	209	165	180	178

¹ These figures are based upon two samples collected in the fall of each of these years.² These figures are based upon two samples -- one from the fall and one from the spring.³ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning sample of network dramatic programs.

Table 2

Violence Index Components for 1977 and 1978 by Network

	<u>All Networks</u>		<u>ABC</u>		<u>CBS</u>		<u>NBC</u>	
	<u>1977¹</u>	<u>1978</u>	<u>1977¹</u>	<u>1978</u>	<u>1977¹</u>	<u>1978</u>	<u>1977¹</u>	<u>1978</u>
<u>All Programs</u>								
% Programs w/violence	75.5	84.7	74.6	88.6	70.0	85.4	84.9	78.6
Rate per program	5.0	5.8	4.3	5.7	5.0	5.5	5.7	6.5
Rate per hour	6.7	8.3	6.0	8.1	7.4	9.8	6.4	6.9
% Characters involved in violence	60.9	64.8	55.8	66.3	58.0	63.9	70.7	64.3
Violence Index	166	183	154	186	159	183	190	179
<u>Weekend-Daytime</u>								
% Programs w/violence	90.6	97.9	93.8	100.0	85.7	100.0	93.8	90.9
Rate per program	4.9	7.5	5.4	9.5	4.5	6.7	4.8	7.2
Rate per hour	15.6	25.0	16.0	26.3	15.2	26.8	15.7	20.6
% Characters involved in violence	77.2	86.0	79.2	81.5	80.8	86.0	71.1	91.3
Violence Index	209	249	216	253	206	253	206	238
<u>Prime-Time</u>								
% Programs w/violence	69.8	74.6	67.4	83.3	64.4	68.2	81.1	70.6
Rate per program	5.0	4.5	3.9	3.9	5.2	4.0	6.1	6.0
Rate per hour	5.5	4.5	4.5	4.6	6.4	4.4	5.3	4.6
% Characters involved in violence	55.5	52.9	48.3	60.0	51.2	44.6	70.6	54.1
Violence Index	154	153	136	165	146	136	188	159
<u>8-9 P.M. EST</u>								
% Programs w/violence	66.2	59.3	66.7	83.3	55.6	50.0	82.4	28.6
Rate per program	4.2	3.0	3.1	2.3	4.0	2.0	5.8	5.6
Rate per hour	5.3	4.0	4.5	3.4	5.9	2.9	5.4	5.6
% Characters involved in violence	53.2	39.2	44.3	62.1	46.2	33.3	76.6	20.7
Violence Index	140	116	126	167	123	93	188	72
<u>9-11 P.M. EST</u>								
% Programs w/violence	73.0	86.1	68.2	83.3	71.9	78.6	80.0	100.0
Rate per program	5.8	5.6	4.6	5.6	6.2	5.2	6.3	6.3
Rate per hour	5.7	4.8	4.6	5.4	6.8	4.9	5.3	4.1
% Characters involved in violence	57.1	62.5	51.1	58.3	55.3	50.0	66.7	84.4
Violence Index	165	180	143	164	166	158	188	230

¹ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning sample of network dramatic programs.

Table 3

Summary of Violence Index
(1967-1978)

	67-68 ¹	69-70 ¹	71-72 ¹	1973	74-75 ²	75-76 ²	1976	1977 ³	1978	Change 1977 to 1978
All Programs	190	178	174	160	183	177	204	166	183	+17
Prime-Time	176	140	159	132	174	160	183	154	153	- 1
Weekend-Morning	242	253	208	212	202	211	247	209	249	+40
8-9 P.M. EST Programs	186	127	150	126	138	104	145	140	116	-24
9-11 P.M. EST Programs	162	158	167	137	205	203	209	165	180	+15
Cartoons	246	254	224	218	207	228	273	228	252	+24
TV Plays	173	137	140	122	157	149	185	137	137	0
Movies	211	198	226	186	258	252	220	265	248	-17
Comic Tone Programs	144	183	144	149	171	162	227	151	203	+52
Prime-Time	108	72	76	43	54	70	133	99	119	+20
Weekend A.M.	222	265	202	225	226	229	270	241	274	+33
Serious Tone Programs	-	187	208	197	211	206	216	203	192	-11
Prime-Time	-	187	210	200	217	211	214	209	183	-26
Weekend A.M.	-	207	167	178	168	183	228	181	230	+49
Continued Programs	182	173	175	159	183	181	197	174	190	+16
Prime-Time	171	149	155	135	170	168	180	166	169	+ 3
Weekend A.M.	231	251	217	222	209	207	244	215	246	+31
New Programs	201	188	172	163	181	168	216	154	165	+11
Prime-Time	184	119	166	124	188	145	192	134	112	-22
Weekend A.M.	253	256	192	202	169	221	250	203	255	+52
Action Programs	236	226	220	212	224	213	231	214	207	- 7
Prime-Time	237	221	223	213	237	220	234	219	185	-34
Weekend A.M.	256	254	225	218	201	206	230	209	239	+30
ABC Programs	210	162	159	138	188	186	207	154	186	+32
CBS Programs	159	173	170	174	173	153	182	159	183	+24
NBC Programs	204	204	195	172	189	194	224	190	179	-11
Prime-Time Programs										
ABC	203	119	146	101	196	180	196	136	165	+29
CBS	128	129	150	152	152	122	150	146	136	-10
NBC	201	176	187	147	178	182	212	188	159	-29
8-9 P.M. EST Programs										
ABC	200	105	140	120	181	129	197	126	167	+41
CBS	157	123	132	127	112	46	102	123	93	-30
NBC	201	161	175	136	119	133	139	188	72	-116
9-11 P.M. EST Programs										
ABC	209	146	150	79	210	222	196	143	164	+21
CBS	92	137	161	174	187	171	175	166	158	- 8
NBC	201	196	200	161	224	222	282	188	230	+42
Action Programs										
ABC	241	223	225	196	232	211	251	208	230	+22
CBS	234	238	230	238	235	224	206	231	192	-39
NBC	235	221	209	211	209	207	234	204	202	- 2
Weekend A.M. Programs										
ABC	242	239	192	208	178	200	237	216	253	+37
CBS	257	250	210	238	213	210	239	206	253	+47
NBC	229	278	220	202	213	227	264	206	238	+32
Cartoon Programs										
ABC	242	239	226	208	178	202	239	217	253	+36
CBS	257	252	219	238	219	240	263	243	260	+17
NBC	237	280	231	215	233	258	333	219	238	+19

¹ These figures are based upon two samples collected in the fall of each of these years.² These figures are based upon two samples -- one from the fall and one from the spring.³ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning of network dramatic programs.

Table 4

Rate of Violent Actions per Hour of Programming
(1967-1978)

	67-68 ¹	69-70 ¹	71-72 ¹	1973	74-75 ²	75-76 ²	1976	1977 ³	1978	Change 1977 to 1978
All Programs	7.2	8.1	7.2	7.0	6.9	7.7	9.5	6.7	8.3	+1.6
Prime-Time	5.2	3.9	4.8	4.9	5.4	6.0	6.1	5.5	4.5	-1.0
Weekend-Morning	22.3	25.5	16.0	13.2	12.2	14.2	22.4	15.6	25.0	+9.4
8-9 P.M. EST Programs	6.4	3.9	4.8	5.1	3.9	4.1	4.7	5.3	4.0	-1.3
9-11 P.M. EST Programs	3.8	3.9	4.8	4.7	6.6	6.9	6.8	5.7	4.8	-0.9
Cartoons	22.5	26.3	18.2	14.7	14.5	18.7	34.0	19.8	26.2	+6.4
TV Plays	5.9	4.3	4.8	4.7	4.9	5.5	6.7	4.4	3.8	-0.6
Movies	3.4	3.4	5.0	5.3	6.5	7.3	6.2	8.3	6.5	-1.8
Comic-Tone Programs	6.3	13.5	9.7	9.3	11.4	11.0	20.3	9.1	17.9	+8.8
Prime-Time	3.2	2.0	2.1	1.1	3.2	3.1	4.0	4.3	6.3	+2.0
Weekend A.M.	19.9	28.4	17.2	15.7	18.1	19.4	31.8	25.1	35.7	+10.6
Serious-Tone Programs	-	5.4	5.4	6.8	6.2	7.1	7.3	6.9	5.3	-1.6
Prime-Time	-	4.7	5.4	6.7	6.3	6.9	6.8	6.7	4.2	-2.5
Weekend A.M.	-	17.4	4.5	8.0	5.2	8.6	12.2	9.2	14.4	+5.2
Continued Programs	6.8	6.6	8.1	6.5	6.9	8.1	9.1	6.9	8.5	+1.6
Prime-Time	5.3	4.1	4.9	5.0	5.1	6.3	6.3	6.0	5.2	-0.8
Weekend A.M.	20.5	24.4	19.6	13.6	13.0	14.0	23.1	17.2	24.3	+7.1
New Programs	7.8	11.1	5.8	8.0	6.8	7.0	10.4	6.3	7.9	+1.6
Prime-Time	5.0	3.4	4.6	4.5	6.4	5.3	5.5	4.5	2.2	-2.3
Weekend A.M.	23.8	26.4	10.2	12.8	8.5	15.1	21.7	14.3	26.5	+12.2
Action Programs	9.1	11.1	8.7	9.1	7.5	8.2	9.2	8.4	9.5	+1.1
Prime-Time	6.7	5.8	6.2	7.3	6.9	7.2	8.1	7.5	5.2	-2.3
Weekend A.M.	24.4	27.1	18.7	14.0	10.7	12.1	14.8	13.9	19.4	+5.5
ABC Programs	7.7	7.8	6.9	6.1	7.1	8.4	8.9	6.0	8.1	+2.1
CBS Programs	6.3	8.0	7.7	7.8	7.2	6.4	8.3	7.4	9.8	+2.4
NBC Programs	7.7	8.5	7.0	7.1	6.5	8.4	11.1	6.4	6.9	+0.5
Prime-Time Programs										
ABC	6.0	3.7	4.8	3.9	6.0	7.2	6.5	4.5	4.6	+0.1
CBS	3.7	3.4	4.7	5.7	5.7	4.5	4.7	6.4	4.4	-2.0
NBC	5.8	4.5	4.8	5.2	4.6	6.1	6.9	5.3	4.6	-0.7
8-9 P.M. EST Programs										
ABC	7.5	3.3	4.8	4.7	5.6	5.1	7.0	4.5	3.4	-1.1
CBS	5.3	3.9	4.7	5.9	3.9	2.1	2.2	5.9	2.9	-3.0
NBC	6.3	4.6	4.9	4.9	2.2	4.6	4.8	5.4	5.6	+0.2
9-11 P.M. EST Programs										
ABC	4.3	4.1	4.8	2.4	6.4	8.5	6.3	4.6	5.4	+0.8
CBS	2.1	3.0	4.7	5.6	6.7	5.5	5.6	6.8	4.9	-1.9
NBC	5.2	4.5	4.8	5.4	6.7	6.8	8.7	5.3	4.1	-1.2
Action Programs										
ABC	8.7	11.8	8.7	8.2	7.7	9.4	11.7	9.0	11.8	+2.8
CBS	10.8	12.5	10.2	10.7	8.8	7.9	7.5	9.5	7.5	-2.0
NBC	8.5	9.7	7.5	8.7	6.2	7.3	8.7	7.1	10.2	+3.1
Weekend A.M. Programs										
ABC	21.3	24.6	14.7	12.4	10.8	13.0	19.0	16.0	26.3	+10.3
CBS	24.2	22.6	17.4	17.7	11.9	12.2	19.2	15.2	26.8	+11.6
NBC	21.2	31.6	15.6	11.5	14.1	18.0	29.4	15.7	20.6	+4.9
Cartoon Programs										
ABC	21.3	24.6	17.5	12.9	11.6	13.9	21.5	18.5	26.3	+7.8
CBS	24.2	24.0	19.6	17.7	14.2	19.9	29.7	21.5	30.2	+8.7
NBC	21.7	32.6	17.1	14.3	19.7	24.5	59.5	18.7	20.6	+1.9

¹ These figures are based upon two samples collected in the fall of each of these years.

² These figures are based upon two samples -- one from the fall and one from the spring.

³ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning of network dramatic programs.

Table 5
RISK RATIOS
Major Characters in All Programs
(1969-1978)

	All Characters				Male Characters				Female Characters			
	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio
<u>All Characters</u>	3949	63.3	-1.20	+1.90	2938	68.4	-1.18	+2.02	956	46.1	-1.34	+1.20
<u>Social Age</u>												
Children-Adolescents	415	60.5	-1.60	+3.00	297	65.0	-1.69	+3.00	116	49.1	-1.33	0.00
Young Adults	813	64.5	-1.36	+2.00	539	69.6	-1.23	+2.17	270	53.7	-1.82	+1.33
Settled Adults	2212	59.8	-1.12	+2.07	1698	65.7	-1.12	+2.13	513	40.0	-1.12	+1.60
Elderly	106	47.2	-1.15	-1.75	80	50.0	+1.07	1.00	26	38.5	-3.33	-0.00
<u>Marital Status</u>												
Not Married	1873	65.6	-1.23	+1.90	1374	69.7	-1.18	+2.02	491	53.8	-1.44	+1.30
Married	987	45.5	-1.27	+1.67	626	52.9	-1.27	+1.82	361	32.7	-1.25	+1.11
<u>Class</u>												
Clearly Upper	269	59.5	-1.38	+1.50	182	67.6	-1.26	+1.57	87	42.5	-2.00	+1.25
Mixed	3549	63.4	-1.19	+2.07	2650	68.3	-1.17	+2.20	844	46.3	-1.29	+1.20
Clearly Lower	131	69.5	-1.25	-1.11	106	73.6	-1.20	-1.13	25	52.0	-1.71	1.00
<u>Race</u>												
White	3087	60.1	-1.19	+1.97	2235	65.1	-1.16	+2.11	852	46.9	-1.31	+1.26
Other	360	55.0	-1.33	+1.69	280	61.1	-1.27	+1.69	77	31.2	-1.83	0.00
<u>Character Type</u>												
"Good"	2304	58.4	-1.29	+2.93	1659	63.7	-1.24	+3.85	622	43.2	-1.51	-1.60
Mixed	1093	61.4	-1.22	+1.33	807	65.8	-1.21	+1.27	262	44.7	-1.31	+1.50
"Bad"	550	88.0	1.00	+1.84	471	89.4	-1.01	+1.86	71	77.5	+1.15	+1.67
<u>Nationality</u>												
U.S.	3100	58.1	-1.20	+2.06	2263	63.2	-1.16	+2.23	827	43.9	-1.38	+1.18
Other	264	73.5	-1.31	+1.31	203	80.8	-1.29	+1.27	61	49.2	-1.47	+2.00

¹ Risk Ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates that there are more violent or killers than victims or killed and a minus sign indicates that there are more victims or killed than violent or killers. A ratio of 0.00 means that there were no victims or killers or violent or killed. A +0.00 ratio means that there were some violent or killers but no victims or killed; a -0.00 ratio means that there were victims or killed but no violent or killers.

Table 6
RISK RATIOS¹
Major Characters in All Programs
1978

	All Characters				Male Characters				Female Characters			
	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio
<u>All Characters</u>	298	64.8	-1.36	+1.50	198	67.2	-1.21	+1.50	91	56.0	-2.14	+1.50
<u>Social Age</u>												
Children-Adolescents	29	62.1	-1.78	-0.00	21	66.7	-1.63	-0.00	7	42.9	-0.00	0.00
Young Adults	56	57.1	-1.88	0.00	27	59.3	-1.36	0.00	29	55.2	-3.00	0.00
Settled Adults	182	62.6	-1.23	+2.33	130	65.4	-1.17	+2.00	51	54.9	-1.53	+3.00
Elderly	7	71.4	1.00	+2.00	6	66.7	+1.50	+0.00	1	100.0	-0.00	-0.00
<u>Marital Status</u>												
Not Married	145	63.4	-1.39	+1.50	91	68.1	-1.23	1.00	53	54.7	-2.08	+0.00
Married	72	51.4	-1.65	1.00	44	52.3	-1.33	1.00	28	50.0	-2.60	1.00
<u>Class</u>												
Clearly Upper	19	47.4	-1.60	0.00	11	54.5	1.00	0.00	8	37.5	-0.00	0.00
Mixed	272	67.3	-1.35	+1.50	181	69.6	-1.23	+1.50	82	58.5	-2.00	+1.50
Clearly Lower	7	14.3	1.00	0.00	6	16.7	1.00	0.00	1	0.0	0.00	0.00
<u>Race</u>												
White	241	61.0	-1.35	+1.80	157	63.7	-1.16	+2.00	84	56.0	-2.05	+1.50
Other	17	41.2	-1.50	-0.00	12	41.7	-1.33	-0.00	5	40.0	-2.00	0.00
<u>Character Type</u>												
"Good"	175	61.7	-1.67	-1.33	106	63.2	-1.43	1.00	65	56.9	-2.57	-2.00
Mixed	90	63.3	-1.26	+1.50	63	65.1	-1.23	-2.00	23	52.2	-1.60	+0.00
"Bad"	33	84.8	+1.29	+0.00	29	86.2	+1.26	+0.00	3	66.7	+2.00	0.00
<u>Nationality</u>												
U.S.	252	60.3	-1.43	1.00	165	63.6	-1.26	1.00	87	54.0	-2.05	1.00
Other	0	0.0	0.00	0.00	0	0.0	0.00	0.00	0	0.0	0.00	0.00

¹ Risk Ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates that there are more violent or killers than victims or killed and a minus sign indicates that there are more victims or killed than violent or killers. A ratio of 0.00 means that there were no victims or killers or violent or killed. A +0.00 ratio means that there were some violent or killers but no victims or killed; a -0.00 ratio means that there were victims or killed but no violent or killers.

Table 7
RISK RATIOS¹
Major Characters in All Programs
1977

	All Characters				Male Characters				Female Characters			
	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio
<u>All Characters</u>	585	60.9	-1.06	+3.00	413	66.3	-1.05	+2.80	168	47.0	-1.13	+0.00
<u>Social Age</u>												
Children-Adolescents	79	62.0	-1.18	+0.00	57	70.2	-1.31	+0.00	22	40.9	+1.40	0.00
Young Adults	114	68.4	-1.10	+4.00	75	73.3	-1.06	+3.00	39	59.0	-1.19	+0.00
Settled Adults	345	56.2	-1.03	+2.25	242	62.0	+1.02	+2.25	103	42.7	-1.20	0.00
Elderly	12	50.0	1.00	0.00	11	54.5	1.00	0.00	1	0.0	0.00	0.00
<u>Marital Status</u>												
Not Married	272	63.6	-1.06	+2.60	180	70.0	-1.07	+2.40	92	51.1	-1.03	+0.00
Married	123	40.7	-1.11	+8.00	72	47.2	-1.08	+7.00	51	31.4	-1.18	+0.00
<u>Class</u>												
Clearly Upper	23	60.9	-1.18	+2.00	13	76.9	1.00	+2.00	10	40.0	-2.00	0.00
Mixed	543	59.9	-1.05	+3.25	385	64.9	-1.04	+3.13	154	46.8	-1.10	+0.00
Clearly Lower	19	89.5	-1.13	+2.00	15	93.3	-1.17	1.00	4	75.0	1.00	+0.00
<u>Race</u>												
White	463	60.3	-1.04	+2.70	322	65.8	-1.02	+2.50	141	47.5	-1.10	+0.00
Other	62	45.2	+1.11	+0.00	41	51.2	+1.14	+0.00	21	33.3	1.00	0.00
<u>Character Type</u>												
"Good"	371	54.4	-1.16	+7.00	244	59.4	-1.16	+7.00	124	44.4	-1.22	0.00
Mixed	151	61.6	+1.12	+5.00	115	67.0	+1.13	+5.00	35	42.9	+1.09	0.00
"Bad"	63	96.8	1.00	+1.86	54	96.3	1.00	+1.57	9	100.0	1.00	+0.00
<u>Nationality</u>												
U.S.	464	56.5	-1.01	+2.70	319	61.8	-1.01	+2.60	145	44.8	-1.04	+0.00
Other	20	60.0	1.00	+0.00	14	78.6	+1.13	+0.00	6	16.7	-0.00	0.00

¹ Risk Ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates that there are more violent or killers than victims or killed and a minus sign indicates that there are more victims or killed than violent or killers. A ratio of 0.00 means that there were no victims or killers or violent or killed. A +0.00 ratio means that there were some violent or killers but no victims or killed; a -0.00 ratio means that there were victims or killed but no violent or killers.

Table 8

Percent of Schoolchildren Overestimating the
Proportion of People Involved in Violence in Any Given Year¹

	<u>Giving Television Answer</u>						CD (% Heavy- % Light)	<u>gamma</u>	Total N
	Total		<u>Television Viewing²</u>						
	%	N	%	N	%	N			
<u>Overall</u>	72	(89)	62	(39)	83	(50)	+21	.51**	123
controlling for:									
<u>Sex</u>									
Male	72	(46)	58	(19)	87	(27)	+29	.57**	64
Female	73	(43)	67	(20)	79	(23)	+12	.31	59
<u>Grade in School</u>									
Grades 5-8	81	(52)	71	(17)	88	(35)	+17	.48*	64
Grades 9-12	63	(37)	56	(22)	75	(15)	+19	.40	59
<u>Socio-Economic Status</u> ³									
Low	80	(31)	71	(17)	93	(14)	+22	.70*	39
High	54	(19)	47	(9)	62	(10)	+15	.30	35
<u>Achievement</u>									
Low	79	(33)	67	(16)	94	(17)	+27	.79*	42
Medium	64	(25)	50	(9)	76	(16)	+26	.52*	39
High	69	(24)	61	(11)	76	(13)	+15	.35	35
<u>Experience as Victim</u>									
Yes	78	(68)	70	(33)	88	(35)	+18	.50*	87
No	56	(19)	29	(4)	75	(15)	+46	.76**	34

¹ Thirty percent of all prime-time television characters (1969-76) were involved in violence; in real life, .41 violent crimes occur per hundred people (Statistical Abstracts of the United States, 1974).

² "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

³ A median split measured by the Hollingshead scale of occupational and educational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New York School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (CHCSVIOL): "Think about the number of people who are involved in some kind of violence each year. Do you think that 3 percent of all people are involved in some kind of violence in any given year, or is it closer to 10 percent?"

Table 9

Percent of Adolescents Overestimating the
Proportion of People Involved in Violence Every Week¹

	Giving Television Answer ²						CD		Total
	Total		Television Viewing		Heavy		(% Heavy- % Light)	gamma	N
	%	N	%	N	%	N			
Overall	68	(291)	62	(114)	73	(177)	+11	.26**	425
controlling for:									
Sex									
Male	66	(126)	64	(57)	68	(69)	+ 4	.10	190
Female	70	(165)	60	(57)	77	(108)	+17	.38**	235
Grade in School									
7th	75	(150)	68	(52)	80	(98)	+12	.29*	199
8th	62	(141)	57	(62)	67	(79)	+10	.20	226
Ethnic Group ³									
Ethnic	66	(70)	58	(28)	72	(42)	+14	.30	106
Non-Ethnic	68	(195)	60	(68)	74	(127)	+14	.30**	285
Newspaper Reading									
Everyday	65	(106)	57	(47)	73	(59)	+16	.33*	163
Sometimes	71	(184)	66	(66)	74	(118)	+ 8	.19	259
Network News Watching									
Almost Daily	69	(68)	53	(20)	79	(48)	+26	.54**	99
Once in a While	69	(128)	67	(56)	71	(72)	+ 4	.09	186
Hardly Ever	68	(92)	61	(36)	74	(56)	+13	.28	135
Father's Education									
No College	73	(135)	65	(45)	77	(90)	+12	.28*	186
Some College	62	(120)	58	(55)	66	(65)	+ 8	.16	194

¹ Thirty percent of all prime-time television characters (1969-76) were involved in violence; in real life, .41 violent crimes occur per hundred people (Statistical Abstracts of the United States, 1974).

² "Altogether, about how many hours a day do you usually spend watching TV -- including morning, a afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours and more

³ Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CHCSVI3B): "Think about the number of people who are involved in some kind of violence each week. Do you think that one person out of every 100 is involved in some kind of violence in any given week, or is it closer to 10 people out of every 100?"

Table 10

Percent of Adolescents Overestimating the Number of Criminals¹

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ²						
			Light		Heavy				
	%	N	%	N	%	N			
<u>Overall</u>	82	(332)	77	(136)	85	(196)	+ 8	.26*	406
controlling for:									
<u>Sex</u>									
Male	77	(143)	76	(66)	78	(77)	+ 2	.05	186
Female	86	(189)	79	(70)	91	(119)	+12	.46**	220
<u>Grade in School</u>									
7th	82	(155)	81	(60)	83	(95)	+ 2	.08	188
8th	81	(177)	74	(76)	87	(101)	+13	.39**	218
<u>Ethnic Group</u> ³									
Ethnic	81	(82)	72	(33)	89	(49)	+17	.53**	101
Non-Ethnic	82	(222)	80	(86)	83	(136)	+ 3	.11	272
<u>Newspaper Reading</u>									
Everyday	80	(129)	79	(64)	81	(65)	+ 2	.07	161
Sometimes	83	(201)	75	(70)	87	(131)	+12	.39**	243
<u>Network News Watching</u>									
Almost Daily	85	(82)	78	(29)	90	(53)	+12	.42	96
Once in a While	79	(142)	77	(63)	81	(79)	+ 4	.14	179
Hardly Ever	82	(104)	76	(42)	86	(62)	+10	.31	127
<u>Father's Education</u>									
No College	83	(148)	84	(57)	83	(91)	- 1	-.04	178
Some College	80	(147)	75	(67)	84	(80)	+ 9	.27	184

¹ In prime-time television programs (1969-1978), 17.5 percent of all major characters committed a criminal act (a crime is an action recognized as such in the program or a gross criminal act such as murder, rape and kidnapping); in real life, about one percent of the population commits serious crimes (like murder, rape, burglary, etc.) (Statistical Abstracts of the United States, 1974).

² "Altogether, about how many hours a day do you usually spend watching TV. -- including morning, afternoon, and evening?"
 Light: less than 4 hours
 Heavy: 4 hours and more

³ Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CRIM13): "About what percent of all people commit serious crimes -- is it closer to 3 percent or 12 percent?"

Table 11
Percent of Adolescents who Consider
Walking Alone in the City at Night Dangerous

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
			Light		Heavy				
	%	N	%	N	%	N			
<u>Overall</u>	83	(339)	79	(139)	86	(200)	+ 7	.24*	407
controlling for:									
<u>Sex</u>									
Male	78	(140)	76	(62)	80	(78)	+ 4	.14	179
Female	87	(199)	83	(77)	90	(122)	+ 7	.32*	228
<u>Grade in School</u>									
7th	81	(153)	75	(53)	85	(100)	+10	.31*	189
8th	85	(186)	83	(86)	88	(100)	+ 5	.20	218
<u>Ethnic Group²</u>									
Ethnic	84	(84)	82	(37)	86	(47)	+ 4	.12	100
Non-Ethnic	83	(228)	79	(85)	86	(143)	+ 7	.25*	274
<u>Newspaper Reading</u>									
Everyday	81	(126)	80	(62)	82	(64)	+ 2	.05	155
Sometimes	84	(211)	79	(75)	82	(135)	+10	.36*	250
<u>Network News Watching</u>									
Almost Daily	87	(81)	83	(29)	90	(52)	+ 7	.28	93
Once in a While	83	(147)	81	(64)	85	(83)	+ 4	.13	177
Hardly Ever	83	(110)	76	(45)	88	(65)	+12	.38*	133
<u>Father's Education</u>									
No College	83	(147)	77	(51)	86	(96)	+ 9	.28	178
Some College	83	(153)	79	(70)	87	(83)	+ 8	.30	184

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours and more

² Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

Data Source: New Jersey School
Interview Date: December 1976; May 1977
Method: Self-Administered Questionnaire
Question (WLKRSK3B): "Is it dangerous to walk alone in a city at night?"

Table 12

Percent of Adolescents who Said They
Fear Walking Alone in the City at Night

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	Light N	%	Heavy N			
<u>Overall</u>	70	(289)	64	(116)	74	(173)	+10	.24**	414
controlling for:									
<u>Sex</u>									
Male	53	(96)	45	(38)	60	(58)	+15	.31*	181
Female	83	(193)	81	(78)	84	(115)	+ 3	.09	233
<u>Grade in School</u>									
7th	69	(135)	59	(44)	76	(91)	+17	.38**	195
8th	70	(154)	68	(72)	73	(82)	+ 5	.11	219
<u>Ethnic Group²</u>									
Ethnic	70	(73)	65	(31)	74	(42)	+ 9	.21	105
Non-Ethnic	70	(191)	62	(68)	74	(123)	+12	.28*	274
<u>Newspaper Reading</u>									
Everyday	65	(102)	61	(43)	68	(54)	+ 7	.16	158
Sometimes	73	(185)	66	(66)	78	(119)	+12	.29*	253
<u>Network News Watching</u>									
Almost Daily	72	(68)	65	(24)	76	(44)	+11	.26	95
Once in a While	66	(118)	60	(49)	70	(69)	+10	.22	179
Hardly Ever	75	(101)	68	(41)	80	(60)	+12	.30	135
<u>Father's Education</u>									
No College	67	(121)	60	(40)	71	(81)	+11	.25	181
Some College	71	(132)	64	(59)	77	(73)	+13	.30*	187

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"

Light: less than 4 hours

Heavy: 4 hours and more

² Those who perceive themselves as members of a special group of Americans -- such as Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (FEARWK3B): "Would you be afraid to walk alone in a city at night?"

Table 13

Percent of Schoolchildren Who Would
Be Afraid to Walk Alone in a City at Night

	Giving Television Answer						CD (% Heavy- % Light)	γ	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
<u>Overall</u>	49	(60)	46	(27)	52	(33)	+ 6	.13	122
controlling for:									
<u>Sex</u>									
Male	34	(22)	41	(13)	28	(9)	-13	-.27	64
Female	66	(38)	52	(14)	77	(24)	+25	.52*	58
<u>Grade in School</u>									
Grades 5-8	61	(40)	59	(13)	61	(27)	+ 2	.05	66
Grades 9-12	36	(20)	38	(14)	32	(6)	- 6	-.14	56
<u>Socio-Economic Status²</u>									
Low	38	(15)	29	(7)	53	(8)	+24	-.47	39
High	42	(14)	62	(10)	24	(4)	-38	-.69**	33
<u>Achievement</u>									
Low	46	(19)	32	(7)	63	(12)	+31	.57*	41
Medium	49	(19)	65	(11)	36	(8)	-29	-.52*	39
High	50	(17)	47	(8)	53	(9)	+ 6	.12	34
<u>Experience as Victim</u>									
Yes	49	(42)	51	(23)	48	(19)	- 3	-.07	85
No	47	(17)	23	(3)	61	(14)	+38	.68*	36

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

² A median split measured by the Hollingshead scale of occupational and educational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New York-School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (FEARWALK): "Would you be afraid to walk alone in a city at night?"

Table 14

Percent of Schoolchildren who are Afraid to
Walk Alone in Their Own Neighborhood at Night

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
<u>Overall</u>	22	(29)	13	(9)	32	(20)	+19	.50**	130
controlling for:									
<u>Sex</u>									
Male	9	(6)	6	(2)	12	(4)	+6	.36	66
Female	36	(23)	21	(7)	53	(16)	+32	.63**	64
<u>Grade in School</u>									
Grades 5-8	29	(20)	16	(4)	36	(16)	+20	.49*	70
Grades 9-12	15	(9)	12	(5)	22	(4)	+10	.36	60
<u>Socio-Economic Status</u> ²									
Low	17	(7)	11	(3)	29	(4)	+18	.52	41
High	13	(5)	20	(4)	6	(1)	-14	-.62	38
<u>Achievement</u>									
Low	17	(7)	4	(1)	32	(6)	+28	.82**	42
Medium	20	(8)	16	(3)	23	(5)	+7	.22	41
High	26	(10)	14	(3)	41	(7)	+27	.62*	38
<u>Experience as Victim</u>									
Yes	21	(19)	14	(7)	31	(12)	+17	.47*	90
No	24	(9)	7	(1)	33	(8)	+26	.73*	38

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

² A median split measured by the Hollingshead scale of occupational and educational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New York School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (FEARNBHD): "Are you afraid to walk alone in your own neighborhood at night?"

Table 15

Percent of Adolescents Overestimating the
Frequency with which Police Find it Necessary to Use Force

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
<u>Overall</u>	51	(214)	45	(82)	56	(132)	+11	.21*	419
controlling for:									
<u>Sex</u>									
Male	46	(87)	44	(38)	49	(49)	+ 5	.11	187
Female	55	(127)	46	(44)	61	(83)	+15	.28*	232
<u>Grade in School</u>									
7th	54	(106)	45	(33)	60	(73)	+15	.31*	195
8th	48	(108)	45	(49)	51	(59)	+ 6	.11	224
<u>Ethnic Group</u>									
Ethnic	56	(58)	52	(25)	60	(33)	+ 8	.16	103
Non-Ethnic	49	(138)	42	(46)	54	(92)	+12	.24*	281
<u>Newspaper Reading</u>									
Everyday	47	(75)	42	(34)	51	(41)	+ 9	.17	160
Sometimes	54	(138)	47	(47)	58	(91)	+11	.22*	256
<u>Network News watching</u>									
Almost Daily	57	(55)	47	(17)	63	(38)	+16	.32	96
Once in a While	46	(85)	43	(36)	48	(49)	+ 5	.10	184
Hardly Ever	52	(70)	43	(26)	60	(44)	+17	.31*	134
<u>Father's Education</u>									
No College	57	(105)	47	(32)	64	(73)	+17	.32*	183
Some College	44	(83)	41	(38)	46	(45)	+ 5	.09	190

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours or more

² Those who perceive themselves as members of a special group of Americans -- such as Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (POLVI3B): "When police arrive at a scene of violence, how much of the time do they have to use force and violence -- most of the time or some of the time?"

Table 16

Percent of Schoolchildren Overestimating the Number of
Times a Policeman Has to Draw His Gun on an Average Day

	<u>Giving Television Answer</u>								
	<u>Total</u>		<u>Television Viewing¹</u>				<u>CD</u>		<u>Total</u>
	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>(% Heavy- % Light)</u>	<u>gamma</u>	<u>N</u>
<u>Overall</u>	12	(14)	6	(4)	18	(10)	+12	.52*	121
controlling for:									
<u>Sex</u>									
Male	5	(3)	0	(0)	10	(3)	+10	1.00*	64
Female	19	(11)	13	(4)	26	(7)	+13	.39	57
<u>Grade in School</u>									
Grades 5-8	18	(11)	9	(2)	22	(9)	+13	.51	63
Grades 9-12	5	(3)	5	(2)	6	(1)	+ 1	.10	58
<u>Socio-Economic Status²</u>									
Low	13	(5)	8	(2)	23	(3)	+15	.55	38
High	3	(1)	0	(0)	6	(1)	+ 6	1.00	37
<u>Achievement</u>									
Low	12	(5)	8	(2)	19	(3)	+11	.43	40
Medium	10	(4)	0	(0)	19	(4)	+19	1.00*	40
High	12	(4)	6	(1)	20	(3)	+14	.62	33
<u>Experience as Victim</u>									
Yes	11	(9)	6	(3)	16	(6)	+10	.49	85
No	14	(5)	7	(1)	20	(4)	+13	.56	35

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

² A median split measured by the Hollingshead scale of occupational and educational status for the father.

* $p \leq .05$ (tau)

Data Source: New York School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (PULLGUN): "On an average day, how many times does a policeman usually pull out his gun -- less than once a day or more than five times a day?"

Table 17

Percent of Adolescents Overestimating the
Frequency with which Policemen Shoot Fleeing Suspects

	<u>Giving Television Answer</u> ¹						CD (% Heavy- % Light)	<u>gamma</u>	Total N
	Total		Television Viewing						
	%	N	%	N	%	N			
<u>Overall</u>	59	(249)	53	(97)	64	(152)	+11	.22**	423
controlling for:									
<u>Sex</u>									
Male	61	(116)	59	(53)	64	(63)	+ 5	.10	189
Female	57	(133)	47	(44)	64	(89)	+17	.33**	234
<u>Grade in School</u>									
7th	58	(115)	50	(38)	64	(77)	+14	.27*	197
8th	59	(134)	55	(59)	64	(75)	+ 9	.18	226
<u>Ethnic Group</u> ²									
Ethnic	62	(64)	56	(26)	66	(38)	+10	.19	104
Non-Ethnic	57	(162)	50	(57)	62	(105)	+12	.24*	284
<u>Newspaper Reading</u>									
Everyday	61	(98)	56	(46)	66	(52)	+10	.20	161
Sometimes	58	(150)	51	(51)	62	(99)	+11	.23*	259
<u>Network News Watching</u>									
Almost Daily	59	(58)	55	(21)	61	(37)	+ 6	.11	99
Once in a While	58	(107)	51	(42)	65	(65)	+14	.29*	183
Hardly Ever	60	(81)	55	(33)	63	(48)	+ 8	.17	136
<u>Father's Education</u>									
No College	66	(124)	65	(46)	67	(78)	+ 2	.05	137
Some College	50	(95)	43	(40)	56	(55)	+13	.26*	191

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours or more

² Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CPSHOT3B): "How often do you think policemen who shoot at running persons actually hit them?"

Table 18

Percent of Adolescents Saying that
"You Can't Be Too Careful in Dealing with People"

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
Overall	58	(243)	52	(97)	62	(146)	+10	.21*	420
controlling for:									
Sex									
Male	61	(116)	56	(51)	66	(65)	+10	.21	189
Female	55	(127)	48	(46)	60	(81)	+12	.22*	231
Grade in School									
7th	59	(117)	49	(38)	65	(79)	+16	.32**	198
8th	57	(126)	54	(59)	59	(67)	+ 5	.10	222
Ethnic Group ²									
Ethnic	61	(64)	62	(29)	60	(35)	- 2	-.03	105
Non-Ethnic	57	(159)	48	(56)	62	(103)	+14	.28**	281
Newspaper Reading									
Everyday	56	(92)	49	(41)	65	(51)	+16	.31*	163
Sometimes	59	(149)	55	(55)	61	(94)	+ 6	.12	254
Network News Watching									
Almost Daily	60	(58)	53	(20)	66	(38)	+13	.26	96
Once in a While	57	(105)	53	(45)	61	(60)	+ 8	.16	184
Hardly Ever	56	(75)	48	(29)	61	(46)	+13	.26	135
Father's Education									
No College	63	(117)	56	(40)	68	(77)	+12	.23	185
Some College	52	(99)	48	(45)	56	(54)	+ 8	.17	190

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours and more

² Those who perceive themselves as members of a special group of Americans -- such as Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CAREFL3B): "Can most people be trusted, or do you think that you can't be too careful in dealing with people?"

Table 19

Percent of Adolescents who Say that People
in General are More Selfish than Helpful

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
Overall	60	(249)	56	(101)	64	(148)	+ 8	.17*	413
controlling for:									
Sex									
Male	63	(117)	62	(54)	64	(63)	+ 2	.05	185
Female	58	(132)	50	(47)	63	(85)	+13	.27*	228
Grade in School									
7th	58	(112)	56	(42)	59	(70)	+ 3	.06	194
8th	63	(137)	56	(59)	69	(78)	+13	.28*	219
Ethnic Group ²									
Ethnic	64	(66)	60	(27)	67	(39)	+ 7	.16	103
Non-Ethnic	58	(161)	53	(60)	62	(101)	+ 9	.19	277
Newspaper Reading									
Everyday	61	(97)	59	(47)	63	(50)	+ 4	.10	159
Sometimes	61	(152)	54	(54)	64	(98)	+10	.20	251
Network News Watching									
Almost Daily	57	(55)	57	(21)	57	(34)	0	-.00	97
Once in a While	60	(106)	57	(46)	62	(60)	+ 5	.12	177
Hardly Ever	62	(84)	52	(32)	70	(52)	+18	.36*	135
Father's Education									
No College	63	(114)	60	(41)	65	(73)	+ 5	.10	180
Some College	55	(104)	54	(50)	57	(54)	+ 3	.06	188

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 4 hours
Heavy: four hours and more

² Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (HELPU3B): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

SECTION II

SUMMARY OF METHODS AND FINDINGS

The Violence Profile consists of indicators of (1) the program context in which dramatic violence occurs, (2) the prevalence, rate, and roles of violence that make up the Violence Index, (3) the structure of power in the world of television drama as indicated by the risks of violence and victimization for different groups of characters in the fictional population, and (4) the extent to which (and ways in which) television cultivates its own view of facts and aspects of social reality in the conceptions of its audiences.

The first three measures of the Violence Profile reflect trends in the content of network television drama. They come from Message System Analysis, our comprehensive and periodic study of that content. The fourth measure comes from Cultivation Analysis -- our study of viewer conceptions cultivated by that content. The methods and results of our Message System and Cultivation Analyses are summarized in this section. The detailed tabulations presenting the relevant findings of Message System Analysis and of Cultivation Analysis appear in Section III of this report.

Message System Analysis

Television is the chief creator of synthetic cultural patterns (entertainment and information) for the most heterogeneous mass publics in history, including large groups that have never before shared in any common public message systems. The repetitive pattern of television's mass-produced messages and images forms the mainstream of the common symbolic environment that cultivates the most widely shared conceptions of reality. We live in terms of the stories we tell -- stories about what things exist, stories about how things work, and stories about what to do -- and television tells them all through news, drama, and advertising to almost everybody most of the time.

Television drama is the heart of that process because it offers the most diverse audience of viewers a common and stable pattern of "facts" about life and the world. No member of society escapes the lessons of almost universally enjoyed entertainment, and many millions of viewers seek little other information.

Cultural Indicators research begins with Message System Analysis, a flexible tool for making orderly, reliable, and cumulative observations of programming content. The technique allows us to identify almost any aspect of the television world, so that we can then test its contribution to viewers' conceptions of the real world.

Large and representative aggregates of television output (rather than individual selections from it) are the system of messages to which total communities are exposed. Message System Analysis focuses on the gross, unambiguous, and commonly understood patterns of portrayal in such systems of messages. These are the patterns that can be expected to provide bases for interaction, and common assumptions and definitions (though not necessarily agreement), among large and heterogeneous mass publics.

Definition of Violence

The purpose of the analysis is to provide systematic, cumulative, and reliable observations. The analysis identifies many different aspects of program content. The findings reported here focus primarily upon the portrayal of violence defined as the overt expression of physical force, with or without a weapon, against self or other, compelling action against one's will on pain of being hurt or killed, or actually killing or hurting.

A rigorous three- to four-week training period assures that coders isolate only clear, unambiguous, overt physical violence. To be recorded at all, a violent incident must be plausible and credible. It must be directed against human or human-like beings, and it must hurt or kill, or threaten to do so, as part of the script's plot. No idle threats, verbal abuse, or gestures without credible violent consequences are included. However, once an unmistakably violent incident is observed, it is recorded whether the script calls for murder, "natural" catastrophes, or "accidents." (Although accidents are very rare in fiction, they are neither "natural" nor "accidental." "Accidents" written into scripts victimize characters who fall prey to them, and the message of victimization is one significant aspect of exposure to violence.)

Violence in a realistic or "serious" context is recorded along with violence in a fantasy or "humorous" context (the tone of each incident is also coded so that trends can be examined both separately and together). Clear-cut violence in any context is coded because the social lessons of such violence can be demonstrated -- and learned -- in any context. There is evidence* to suggest, for example, that exposure to fantasy or "humorous" violence is effective in conveying some lessons of violence. Therefore, its exclusion, or that of "accidents" and "catastrophes" would be analytically

*See, for example, Albert Bandura, Dorothea Ross and Sheila Ross, "Transmission of Aggression through Imitation of Aggressive Models," Journal of Abnormal and Social Psychology, 1967, 63, pp. 575-582; Albert Bandura, Dorothea Ross and Sheila Ross, "Imitation of Film-Mediated Aggression Models," Journal of Abnormal and Social Psychology, 1963, 66, pp. 3-11; Glenn Thomas Ellis and Francis Sekura III, "The Effect of Aggressive Cartoons on the Behavior of First Grade Children," Journal of Psychology, 1972, 81, pp. 7-43; O.I. Lovas, "Effect of Exposure to Symbolic Aggression on Aggressive Behavior," Child Development, 1961, 32, pp. 37-44.

unacceptable.*

Of course, we recognize that not all violence is alike. Striking out against brutality and injustice is not the same as perpetrating them. But, this study deals with violence mostly as an industrial ingredient injected wholesale into formula plays. The overall patterns of violence as demonstrations of social power are little affected by exceptions to the rule and by subtle differences in "meaning." Victimization denotes vulnerability whether desired or not. Plots may add different "meanings" to standard fates assigned to different social types, but these do no change the calculus of risks implicit in these fates.

Units of Analysis

Observations are recorded in three types of units: the program as a whole, each specific violent action (if any) in the program, and each dramatic character appearing in the program.

Program means a single fictional story presented in dramatic form. This may be a play produced for television, a feature film telecast during the sample period, or a cartoon story (of which there may be one or more in a single program). Each of these is analyzed separately and recorded as a "program." All such programs telecast during the study periods were analyzed whether or not they contained violence.

A violent episode as a unit of analysis means a scene of some violence confined to the same participants. If a scene is interrupted by flashback or shifts to another scene, but continues in "real time," it is still the same episode. Any change in the cast of characters -- such as a new agent of violence entering the scene -- starts another episode.

Characters analyzed in all programs are of two types -- major characters are the principal roles essential to the story; minor characters include all other speaking roles and are subject to less detailed analysis. The findings summarized in this report include the analysis of major characters only and include data collected from 1964 through 1978. The character portion of the recording instrument underwent extensive changes and additions prior to collection of 1969 data. Therefore, when focusing upon attributes of characterization, it is more parsimonious to exclude data collected in 1967 and 1968.

Samples of programming

Because nationally distributed programs provide the most broadly shared television fare, network dramatic programs transmitted in evening

*George Gerbner, Larry Gross, Michael Eleey, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox, and Nancy Signorielli, "The Gerbner Violence Profile -- An Analysis of the CBS Report," Journal of Broadcasting, Summer 1977, pp. 280-286.

prime-time (8 p.m. to 11 p.m. each day), and network children's dramatic programs transmitted weekend mornings (Saturday and Sunday between 8 a.m. and 2 p.m.) comprise the analytical source material.*

Our sample of programs is videotaped and consists of all dramatic programs broadcast during one week, usually in the fall, of each year.** When an episode of a regularly scheduled program is pre-empted by a non-dramatic special during the selected week, the next available episode of that series is videotaped. If the special is dramatic, it is included in the sample. This replacement procedure is also used for those rare occasions when video-recorder failure results in the loss of a program during the scheduled sample week.

Although the sheer numbers involved prohibit estimation of sampling error for all of the dimensions in the recording instrument, the solid-week sample is at least as generalizable to a year's programming as larger randomly drawn samples for the four basic sample dimensions -- network, program format (TV play, cartoon, feature film), type (action, etc.), and tone (humorous, serious). In a sampling experiment executed in connection with the 1967-68 study, a sample of 365 programs was constructed according to the parameters of the 1967-68 project's sample, except that it was drawn according to a one-program-per-day random selection procedure, for a calendar year that approximately bridged the interval between the 1967 and 1968 one-week samples.*** There was no significant difference between the experimental and solid-week samples in the distribution of programs by network, format, type and tone (as defined for the 1967-68 project).

Two further sampling experiments were conducted in the spring of 1975 and 1976. First, a week's sample from each spring's programming was analyzed and compared with the fall samples for differences in the violence measures and indices. Few differences were found and these did not seem to warrant continuing the spring sampling. Another test of our sample, using a seven-week period as its base, was conducted in 1977. The test focused only upon violence-related content items and found no significant differences for the

* In 1967 and 1968, the hours included were 7:30 to 10 p.m. Monday through Saturday, 7 to 10 p.m. Sunday, and children's programs 8 a.m. to noon Saturday. Beginning in 1969, these hours were expanded to 11 p.m. each evening and from 8 a.m. to 2:30 p.m. Saturday and Sunday. As of 1971, however, network evening programming has been reduced by the FCC's prime-time access rule. The effective evening parameters since 1971 are therefore 8 to 11 p.m. Monday through Saturday and 7 to 11 p.m. Sunday.

** Programs broadcast during one week in the spring of 1975 and 1976 were videotaped and analyzed as part of our on-going research on sampling.

*** Eleey, Michael F., "Variations in Generalizability Resulting from Sampling Characteristics of Content Analysis Data: A Case Study," The Annenberg School of Communications, University of Pennsylvania, 1969.

items that are used to calculate the measures included in the Violence Profile.*

The 1977 sample included an additional week of prime-time programs so as to continue our sampling study. Thus, it consisted of two weeks of network dramatic programs broadcast during prime-time (8-11 p.m. EST, Monday - Saturday and 7-11 p.m. EST, Sunday) and one weekend morning (8 a.m. - 2 p.m. EST Saturday and Sunday) of network dramatic children's programs. The present sample, 1978, reverts back to a one week sample defined by the time parameters described above.

The analysis conducted for this report combines some of the yearly samples to simplify the presentation of a large amount of information. Data from the 1967 and 1968 fall seasons are combined, as are data from the fall of 1969 and 1970, and the fall of 1971 and 1972. Data from the fall of 1973 are reported separately. The fall 1974 and spring 1975 samples are combined to reflect findings for the 1974-75 television season, and similarly, data from fall 1975 and spring 1976 are presented together and represent the 1975-76 season. Data from the fall of 1976, 1977 and 1978 are reported separately.

Coding and training procedures

For the analysis of a full week sample of programs, a staff of between 12 and 16 coders is recruited. The entire training period requires about four weeks of instruction and testing. Several introductory sessions are devoted to item-by-item discussion of the recording instrument. The trainee group is subsequently split into randomly assigned coding teams of two each, and all pairs then view and code three selected programs that have previously been coded by the entire Message System Analysis staff. Each coder-pair works independently of all other pairs, and returns one joint coding for each program. In the next general meeting, the entire staff discusses difficulties encountered in the three-program exercise. When these problems have been resolved, the coder-pairs return to code seven additional programs (previously coded by the staff) selected from the video-tape archive for this training purpose. Coder-pairs also meet with staff members throughout training to discuss and resolve their specific coding problems.

The data generated by the coder-pairs on the ten training programs are keypunched and subjected to computerized agreement analysis. On the basis of these results, instructions are further discussed and perhaps revised, and idiosyncratic coder pairs are dismissed. Coder-pairs who survive this testing process proceed to analyze the season's videotaped program sample.

* George Gerbner, Larry Gross, Michael F. Eleey, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox, and Nancy Signorielli, "The Gerbner Violence Profile -- An Analysis of the CBS Report," Journal of Broadcasting, Fall 1977, 21:3, pp. 280-286.

During both the training and data-collection phases, coder pairs monitor their assigned videotaped programs as often as necessary, re-screening portions as needed. All programs in the sample are recorded independently by two separate coder-pairs to provide double-coded reliability comparisons. (For budgetary reasons, only 30 percent of the programs in the 1967-1968 analysis were coded a second time.)

A final data set for subsequent analysis is compiled from the full data base by randomly selecting one of the two codings for each program. As a last check against deviant coding, reliability measures are computed for each pair before the final selection. This procedure identifies problem coders who may not have been screened out in the training and pre-test phase. In such an instance, the data recorded by the questionable pair would be excluded from the selection, and the alternative coding used. (Over the course of this study, only two such cases have been encountered.)

Assessment of reliability

The purpose of reliability measures in content analysis is to ascertain the degree to which the recorded data are consistently representative of the material being studied, rather than a reflection of observer bias or instrument ambiguity. Theoretically both types of contamination can be corrected by refining the instrument and/or by intensifying coder training, or, as a last resort, by eliminating the unsalvageable variable or dismissing the incorrigible coders. Thus, measures of reliability may serve two functions: (1) as diagnostic tools in the confirmation of the recording instrument, and (2) as arbiters of the replicability of the procedure, assuring confidence in the final data. In this project, they serve both: during the preliminary period of instrument revision and coder training, they identify problem areas in the recording process; the final measures computed on the study's entire corpus of double-coded data determine the acceptability of information for analysis, and provide guidelines for its interpretation.

Agreement due merely to chance gives no indication that the data truly reflect the phenomena under observation. Simple percent-agreement measures are, therefore, inadequate indicators of reliability, since they fail to account for the amount of agreement expected by chance. Reliability measures in the form of agreement coefficients, however, indicate the degree to which agreement among independent observers is above chance. In general then,

$$\text{Coefficient of Agreement} = 1 - \frac{\text{observed disagreement}}{\text{expected disagreement}}$$

Values for coefficients of this form will range from plus one when agreement is perfect, to zero when agreement is purely accidental (or perfectly random), to negative values when agreement is less than that expected due to chance. These coefficients will generally give more conservative estimates of reliability than will simple percent-agreement measures.

Table I

Reliability Coefficients

<u>Program Items</u>	<u>1969 - 1976</u>	<u>1977</u>	<u>1978</u>
Number of Violent Actions	.746 (I)	.860 (I)	.857 (I)
Program Tone (comic-serious)	.831 (O)	.876 (O)	.840 (O)
Place of Major Action	.717 (N)	.638 (N)	.796 (N)
Date of Major Action	.686 (N)	.659 (N)	.785 (N)
Setting of Major Action	.574 (N)	.658 (N)	.656 (N)
Violence-Significance	.781 (O)	.740 (O)	.813 (O)
Violence-Seriousness	.798 (O)	.784 (O)	.803 (O)
<u>Characterization Items</u>			
Sex	.930 (N)	.912 (N)	.922 (N)
Social Age	.640 (N)	.720 (N)	.612 (N)
Race	.888 (N)	.936 (N)	.965 (N)
Nationality	.728 (N)	.737 (N)	.734 (N)
Socio-Economic Status	.567 (O)	.525 (O)	.651 (O)
Marital Status	.694 (N)	.712 (N)	.716 (N)
Type of character ("good" - "bad")	.773 (O)	.791 (O)	.688 (O)
Committing Violence	.704 (N)	.734 (N)	.657 (N)
Victimization	.673 (N)	.691 (N)	.767 (N)

Five computational formulas are available for calculating the agreement coefficient.* The variations are distinguished by different formulations of the disagreement function -- depending on whether the variable is considered to constitute a nominal, ordinal, interval, bipolar or ratio scale. The project's double-coded sample of data is analyzed for agreement via these coefficients, with the aid of a computer program.** The results of the reliability analyses govern the reporting of the findings. Table I presents reliability coefficients for the content items included in this report for 1969-76, 1977 and 1978 samples. Items such as network program format duration, time of broadcast, etc. are administratively coded items and are not subject to reliability analysis.

Violence Indicators

Message System Analysis contributes three types of information to the Violence Profile. The first is the program context of which any dramatic element, such as violence, is an integral part. The second consists of the specific indicators of violence in various program categories, and the composite Violence Index. The third type of information is in the form of risk ratios and scores which show how the pattern of violence and victimization works for different kinds of people that populate the world of television drama.

The Violence Index is composed of three sets of direct observational data. They show the extent to which violence occurred at all in the program samples, the frequency and rate of violent episodes, and the number of roles calling for characterization as violent, victims, or both. These data sets are called prevalence, rate, and role, respectively.

Prevalence is the percent of programs containing any violence in a particular program sample. Prevalence is calculated both as percent of programs (%P) and as percent of program hours containing violence. Only %P is part of the Index.

Rate expresses the frequency of these acts in units of programming and in units of time. The acts themselves are called "violent episodes." The number of such episodes divided by the total number of programs (violent or not) yields the rate per program (R/P). The rate per hour (R/H) is the number of episodes divided by the number of program hours in the sample. The latter measures the concentration or saturation of violence in time, and compensates for the difference in rates between a long program unit, such as a movie, and a short one, such as a 10-minute cartoon.

Role is defined as the portrayal of characters as violent (committing violence) or victims (subjected to violence), or both, and yields several measures. They are: percent of violent out of all characters in a

*For a formal discussion of part of this family of coefficients, see Klaus Krippendorff, "Bivariate Agreement Coefficients for the Reliability of Data," in E.F. Borgatta and G.W. Bohrnstedt (eds.), Sociological Methodology, 1970, (San Francisco: Jossey-Bass, Inc.).

**Klaus Krippendorff, "A Computer Program for Agreement Analysis of Reliability Data, Version 4," Philadelphia: The Annenberg School of Communications, July 1973 (mimeo).

sample; percent of victims out of all characters in a sample; all those involved as violentists or as victims or both (%V); percent killers (those committing fatal violence); percent of killed (victims of lethal violence); and all those involved in killing, either as killers, killed, or both (K%).

Findings from these data are combined to form an Index. The Index itself is not a statistical finding but serves to illustrate trends and to facilitate gross comparisons.

Prevalence (%P), rate per program (R/P), and rate per hour (R/H) are reflected in the program score (PS) which is computed as follows:

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

Roles involving characters in any violent act, weighted by roles involved in killing, are expressed in the character score (CS). The formula $CS = (%V) + (%K)$ represents the percent of all leading characters committing violence, suffering violence, or both (%V), with added weight given to the percent of those involved in killing as killers, as fatal victims, or both (%K).

The Violence Index is obtained by adding the program score to the character score. Prevalence, rate, and role are thus reflected in the Index, giving it a multidimensional quality sensitive to a variety of measures of violent portrayals and lending it a certain stability not easily altered or manipulated by superficial script changes.

Message System Findings

The analysis of the Fall 1978 sample of prime-time and weekend-daytime network dramatic programming indicates that violence increased in both weekend-daytime (children's) and late evening (9-11 p.m. EST) programming, but decreased in early evening broadcasting (8-9 p.m. EST; see Table 2). The increase in children's programming is especially important and noticeable because violence in this genre of programming is at the highest level it has ever been. Moreover, violence in children's programming has increased considerably from 1977. The percent of weekend-daytime programs with violence went from 90.6 percent in 1977 to 97.9 percent in 1978. The rate of violent actions increased from 4.9 per program and 15.6 per hour to the extremely high rates of 7.5 per program and 25.0 per hour. The percent of characters involved in violence also increased considerably -- from 77.2 percent in 1977 to 86.0 percent in 1978. Finally, the Violence Index is at its second highest level (249). Overall, violence in children's programming has reverted to the extremely high levels isolated in 1969, 1970 and 1976.

Violence in the late evening hours (9-11 p.m. EST) has also increased but not in all measures. The percent of programs with violence increased from 73.0 percent in 1977 to 86.1 percent in 1978; but the two measures of violence saturation -- rate per program and rate per hour -- have decreased. The rate per program dropped slightly from 5.8 in 1977 to 5.6 in 1978, and the rate per hour went from 5.7 to 4.8. The percent of characters involved

in violence increased from 57.1 percent in 1977 to 62.5 percent in 1978. The overall Index increased 15 points -- from 165 in 1977 to the present level of 180. The overall level remains at about the 12-year norm for late evening programs.

The only major group of programs in which violence declined was in programs broadcast in the early evening hours. In this case, the Violence Index components show an across-the-board drop. Violence in early evening programs is at its second lowest level -- the only time it was lower was in the 1975-76 season when the networks, especially CBS, were publicly discussing the concept of a "Family Viewing" hour.

Because of the differences between the amount of violence in early and late evening programming, the overall level of violence in prime-time programs is about the same as it was in 1977. If anything, the pattern is similar to that discussed for late evening programming -- the percent of programs with violence is up and the rates are down. The basic difference is that there are slightly fewer characters involved in violence and the overall Violence Index is down by one point -- from 154 to 153.

For the most part, findings presented in Table 3 reveal that the increase in violence is an industry-wide phenomenon. All three networks show increases in the amount of violence in children's programming. Although NBC has the lowest level of violence overall, even its Index increased from 206 in 1977 to 238 in 1978. ABC and CBS have similar scores of 253; ABC is up from 216 in 1977 and CBS gained 47 points (206 to 253).

Children's programming on all three networks is also heavily saturated with violence. For each network the rates of violent actions per program and per hour are some of the highest we have encountered in our 12 years of conducting this research.

When we examine all prime-time programming, only ABC exhibits an increase, due primarily to an increase in the percent of programs with violence and in the percent of characters who are involved in violence. When we further divide the prime-time sample into programs broadcast in the early evening (8-9 p.m. EST) and late evening (9-11 p.m. EST), we find differences between the networks. ABC increased the amount of violence in early and late evening programming over 1977, while CBS reduced violence in both time slots. NBC considerably reduced early evening violence (the Violence Index for NBC went from 188 in 1977 to 72 in 1978), but this network sharply increased violence in late evening hours (from 188 to 230).

Table 4 presents a 12 year summary of the Violence Index for a large number of different types of programs. The analysis also includes separate scores for different types of programming broadcast by each individual network and by the three networks combined (i.e., the entire sample). The last column shows the increase (+) or decrease (-) in the Violence Index from 1977 to 1978.

The largest increases were found for all comic tone programs and new weekend-daytime, serious weekend-daytime and CBS weekend-daytime programs. NBC's late evening line-up and ABC's early evening programs also increased by more than 40 points. The five program types having the largest reductions were CBS action programs, all prime-time programs, CBS early evening programs, NBC early evening programs and serious prime-time programs.

In the 1978 sample the least violent programs were NBC and CBS early evening programs, new prime-time programs, all family-hour programs and prime-time comic-tone programs. All but one of the ten most violent types of programs were children's programs, including cartoon and comic-tone programs. Only movies are as violent as most programs aired specifically for children. It is especially noticeable that every type of weekend-daytime programming described in this analysis has a Violence Index of 230 or greater.

Similar findings are revealed in Table 5, a summary table presenting a measure of violence saturation -- the rate of violent actions per hour of programming. The change column also reveals that a large number of the different types of programs -- almost two thirds -- have increases in this measure. Moreover, the amount of increase is substantial in many cases. Cartoon and weekend-daytime programs (ABC and CBS in particular) have extremely large increases. In the 1978 sample, comic-tone programs, broadcast during weekend-daytime are especially saturated with violence -- 35.7 violent actions per hour of programming. CBS cartoons are also extremely high, at the rate of 30.2 acts per hour of programming.

Portrayal of Violence

Violence is not a simple one-dimensional act. Its frequency alone is not very illuminating. Violence is a complex social scenario involving victims as well as violents, and as such, continues to demonstrate patterns of unequal risks among characters in different groups.

As discussed above, we measure violence in terms of characters' involvement in violence and their risk of being hurt or killed.

Involvement occurs in a scene of overt physical force, and an "involved" character may commit or suffer violence, or both. For example, a victimized character is clearly hurt, killed, or compelled to act under a credible threat of pain or death. A violent perpetrates these actions, and both characters' choices are written into the script as part of the plot and characterization.

Hurting and killing represent different symbolic (and, we might add, human) functions. Hurting controls behavior (typically against the injured party's will); killing terminates the role. Therefore, while hurting usually signifies contest, killing typically signals fate. Dramatic contest and fate both demonstrate the encounter of different human types and the causes they embody.

In the world of television, "involvement" means entry into the arena of power. Involvement in any violence places characters in the ring, while involvement in killing thrusts them into the inner circle.

Risk ratio, on the other hand, signifies a character's chances for positive or negative outcome once involved in violence. It indicates the burden of risk with which each dramatic and social type enters the arena. The violent-victim ratio denotes chances for being a violent or a victim. The killer-killed ratio marks the risk of killing or being killed. Both ratios are calculated within each dramatic and social category.

Involvement in violence and killing may range from 0 to 100 percent of a particular group. Risk ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates more violents and killers, a minus sign more victims and killed. A ratio of 1.00 means that they are even; a ratio of 0.00 means that there are none. When there are only violents or only killers shown, the ratio will read +0.00. Conversely, when there are only victims or only killed, the ratio will read -0.00. The number of characters, the percent of characters involved in violence and killing, and risk ratios for characters in weekend-daytime and prim-time programs are presented in Tables 6 and 7.

Involvement in violence -- either committing violence, being victimized, or both -- is an important aspect of characterization in weekend-daytime programs. Table 6 reveals that 79.9 percent of major characters (81.5 percent of the males and 68.6 percent of the females) are involved in violence. In prime-time programming involvement in violence is slightly less pervasive. In this case, 54.5 percent of these major characters

(60.4 percent of the men and 39.9 percent of the women) either commit violence, are victimized, or both.

In both prime-time and weekend-daytime programs the outcome of involvement is usually negative. That is, characters who are victims of violence usually outnumber those who commit violence, meaning that the violent-victim ratio is negative.

In weekend-daytime programs the violent-victim ratio for our ten year study (1969-1978) is -1.34, meaning that 1.34 characters are hurt for every character who hurts other characters. The ratio for male characters is similar (-1.33) but the ratio for females is larger. The -1.52 ratio for women means that for each woman who commits violence 1.52 are victimized.

The violent-victim ratios are somewhat smaller in prime-time programs. In this case, victims outnumber violent by a ratio of -1.11; for every major character who commits violence, there are 1.11 major characters who are victimized. The violent-victim ratio for male characters is slightly smaller (-1.07) while the ratio for females is slightly larger (-1.27). That is, 1.27 women are victimized for each woman who commits violence.

While almost any character can (and most do) get hurt in the world of television, the risks of getting killed vary according to whether programs are broadcast during weekend-daytime or prime-time hours.

Our ten year analysis reveals (Table 6) that the basic killer-killed ratio is -1.11. For every killer, 1.11 characters are killed. Male characters who are killed also outnumber the males who kill (killer-killed ratio = -1.14). However, an equal number of female characters are killers and are killed; the ratio is 1.00. The portrayal of killing in children's programming may, however, be changing. Our analysis of programs broadcast in the past two seasons has revealed that no major characters in weekend-daytime programs are involved in killing -- there are no killers nor any characters who are killed (see Table 47, Section III).

Finally, the risks of getting killed in prime-time programming are quite different from those in weekend-daytime programming -- killers outnumber those who are killed by a ratio of +1.98. Thus for every major character who is killed there are two characters who kill. Male characters are more likely than female characters to be portrayed as killers -- there are 2.10 male killers for every male who is killed and 1.22 female killers for every female who suffers lethal violence.

Table 2

Violence Index Components
(1967-1978)

	<u>67-68</u> ¹	<u>69-70</u> ¹	<u>71-72</u> ¹	<u>1973</u>	<u>74-75</u> ²	<u>75-76</u> ²	<u>1976</u>	<u>1977</u> ³	<u>1978</u>	<u>Total</u> <u>67-78</u>
<u>All Programs</u>										
% Programs w/violence	81.4	80.6	79.8	72.7	80.7	77.4	89.1	75.5	84.7	79.9
Rate per program	4.8	4.9	5.0	5.3	5.4	5.2	6.2	5.0	5.8	5.2
Rate per hour	7.2	8.1	7.2	7.0	6.9	7.7	9.5	6.7	8.3	7.5
% Characters involved in violence	69.5	65.1	58.8	55.7	64.6	64.2	74.8	60.9	64.8	64.0
Violence Index	190	178	174	160	183	177	204	166	183	178
<u>Weekend-Daytime</u>										
% Programs w/violence	93.5	97.2	88.9	94.6	93.5	90.2	100.0	90.6	97.9	93.7
Rate per program	5.2	6.5	6.0	6.7	5.1	5.1	6.9	4.9	7.5	5.9
Rate per hour	22.3	25.5	16.0	13.2	12.2	14.2	22.4	15.6	25.0	17.7
% Characters involved in violence	84.3	89.7	73.5	77.2	71.7	81.1	85.6	77.2	86.0	80.3
Violence Index	242	253	208	212	201	211	247	209	249	223
<u>Prime-Time</u>										
% Programs w/violence	75.2	66.4	73.8	59.7	72.2	68.7	80.3	69.8	74.6	71.0
Rate per program	4.5	3.5	4.4	4.5	5.6	5.3	5.6	5.0	4.5	4.8
Rate per hour	5.2	3.9	4.8	4.9	5.4	6.0	6.1	5.5	4.5	5.1
% Characters involved in violence	64.4	49.4	53.9	41.1	60.5	55.0	67.4	55.5	52.9	55.7
Violence Index	176	140	159	132	174	160	183	154	153	159
<u>8-9 P.M. EST</u>										
% Programs w/violence	77.0	60.3	74.5	56.3	63.0	52.5	72.0	66.2	59.3	65.0
Rate per program	4.9	2.8	4.2	4.6	3.6	2.7	3.8	4.2	3.0	3.8
Rate per hour	6.4	3.9	4.8	5.1	3.9	4.1	4.7	5.3	4.0	4.7
% Characters involved in violence	66.3	46.1	50.0	40.9	46.2	37.0	55.1	53.2	39.2	49.0
Violence Index	186	127	150	126	138	104	145	140	116	139
<u>9-11 P.M. EST</u>										
% Programs w/violence	72.3	75.0	73.1	63.3	80.3	82.2	86.1	73.0	86.1	76.9
Rate per program	4.0	4.3	4.5	4.3	7.4	7.6	6.9	5.8	5.6	5.7
Rate per hour	3.8	3.9	4.8	4.7	6.6	6.9	6.8	5.7	4.8	5.4
% Characters involved in violence	61.5	54.2	57.1	41.3	72.8	68.4	75.7	57.1	62.5	61.8
Violence Index	162	158	167	137	205	203	209	165	180	178

¹ These figures are based upon two samples collected in the fall of each of these years.² These figures are based upon two samples -- one from the fall and one from the spring.³ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning sample of network dramatic programs.

Table 3

Violence Index Components for 1977 and 1978 by Network

	<u>All Networks</u>		<u>ABC</u>		<u>CBS</u>		<u>NBC</u>	
	<u>1977¹</u>	<u>1978</u>	<u>1977¹</u>	<u>1978</u>	<u>1977¹</u>	<u>1978</u>	<u>1977¹</u>	<u>1978</u>
<u>All Programs</u>								
% Programs w/violence	75.5	84.7	74.6	88.6	70.0	85.4	84.9	78.6
Rate per program	5.0	5.8	4.3	5.7	5.0	5.5	5.7	6.5
Rate per hour	6.7	8.3	6.0	8.1	7.4	9.8	6.4	6.9
% Characters involved in violence	60.9	64.8	55.8	66.3	58.0	63.9	70.7	64.3
Violence Index	166	183	154	186	159	183	190	179
<u>Weekend-Daytime</u>								
% Programs w/violence	90.6	97.9	93.8	100.0	85.7	100.0	93.8	90.9
Rate per program	4.9	7.5	5.4	9.5	4.5	6.7	4.8	7.2
Rate per hour	15.6	25.0	16.0	26.3	15.2	26.8	15.7	20.6
% Characters involved in violence	77.2	86.0	79.2	81.5	80.8	86.0	71.1	91.3
Violence Index	209	249	216	253	206	253	206	238
<u>Prime-Time</u>								
% Programs w/violence	69.8	74.6	67.4	83.3	64.4	68.2	81.1	70.6
Rate per program	5.0	4.5	5.9	3.9	5.2	4.0	6.1	6.0
Rate per hour	5.5	4.5	4.5	4.6	6.4	4.4	5.3	4.6
% Characters involved in violence	55.5	52.9	48.3	60.0	51.2	44.6	70.6	54.1
Violence Index	154	153	136	165	146	136	188	159
<u>8-9 P.M. EST</u>								
% Programs w/violence	66.2	59.3	66.7	83.3	55.6	50.0	82.4	28.6
Rate per program	4.2	3.0	3.1	2.3	4.0	2.0	5.8	5.6
Rate per hour	5.3	4.0	4.5	3.4	5.9	2.9	5.4	5.6
% Characters involved in violence	53.2	39.2	44.3	62.1	46.2	33.3	76.6	20.7
Violence Index	140	116	126	167	123	93	188	72
<u>9-11 P.M. EST</u>								
% Programs w/violence	73.0	86.1	68.2	83.3	71.9	78.6	80.0	100.0
Rate per program	5.8	5.6	4.6	5.6	6.2	5.2	6.3	6.3
Rate per hour	5.7	4.8	4.6	5.4	6.8	4.9	5.3	4.1
% Characters involved in violence	57.1	62.5	51.1	58.3	55.3	50.0	66.7	84.4
Violence Index	165	180	143	164	166	158	188	230

¹ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning sample of network dramatic programs.

Table 4
Summary of Violence Index
(1967-1978)

	67-68 ¹	69-70 ¹	71-72 ¹	1973	74-75 ²	75-76 ²	1976	1977 ³	1978	Change 1977 to 1978
All Programs	190	178	174	160	183	177	204	166	183	+17
Prime-Time	176	140	159	132	174	160	183	154	153	- 1
Weekend-Morning	242	253	208	212	202	211	247	209	249	+40
8-9 P.M. EST Programs	186	127	150	126	138	104	145	140	116	-24
9-11 P.M. EST Programs	162	158	167	137	205	203	209	165	180	+15
Cartoons	246	254	224	218	207	228	273	228	252	+24
TV Plays	173	137	140	122	157	149	185	127	137	0
Movies	211	198	226	186	258	252	220	265	248	-17
Comic Tone Programs	144	183	144	149	171	162	227	151	203	+52
Prime-Time	108	72	76	43	54	70	133	99	119	+20
Weekend A.M.	222	265	202	225	226	229	270	241	274	+33
Serious Tone Programs	-	187	208	197	211	206	216	203	192	-11
Prime-Time	-	187	210	200	217	211	214	209	183	-26
Weekend A.M.	-	207	167	178	168	183	228	181	230	+49
Continued Programs	182	173	175	159	183	181	197	174	190	+16
Prime-Time	171	149	155	135	170	168	180	166	169	+ 3
Weekend A.M.	231	251	217	222	209	207	244	215	246	+31
New Programs	201	188	172	163	181	168	216	154	165	+11
Prime-Time	184	119	166	124	188	145	192	134	112	-22
Weekend A.M.	253	256	192	202	169	221	250	203	255	+52
Action Programs	236	226	220	212	224	213	231	214	207	- 7
Prime-Time	237	221	223	213	237	220	234	219	185	-34
Weekend A.M.	256	254	225	218	201	206	236	209	239	+30
ABC Programs	210	162	159	138	188	186	207	154	186	+32
CBS Programs	159	173	170	174	173	153	182	159	183	+24
NBC Programs	204	204	195	172	189	194	224	190	179	-11
Prime-Time Programs										
ABC	203	119	146	101	196	180	196	136	165	+29
CBS	128	129	150	152	152	122	150	146	136	-10
NBC	201	176	187	147	178	182	212	188	159	-29
8-9 P.M. EST Programs										
ABC	200	105	140	120	181	129	197	126	167	+41
CBS	157	123	132	127	112	46	102	123	93	-30
NBC	201	161	175	136	119	133	139	188	72	-116
9-11 P.M. EST Programs										
ABC	209	146	150	79	210	222	196	143	164	+21
CBS	92	137	161	174	187	171	175	166	158	- 8
NBC	201	196	200	161	224	222	282	188	230	+42
Action Programs										
ABC	241	223	225	196	232	211	251	208	230	+22
CBS	234	238	230	238	235	224	206	231	192	-39
NBC	235	221	209	211	209	207	234	204	202	- 2
Weekend A.M. Programs										
ABC	242	239	192	208	178	200	237	216	253	+37
CBS	257	250	210	238	213	210	239	206	253	+47
NBC	229	278	220	202	213	227	264	206	238	+32
Cartoon Programs										
ABC	242	239	226	208	178	202	239	217	253	+36
CBS	257	252	219	238	219	240	263	243	260	+17
NBC	237	280	231	215	233	258	333	219	238	+19

¹ These figures are based upon two samples collected in the fall of each of these years.

² These figures are based upon two samples -- one from the fall and one from the spring.

³ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning of network dramatic programs.

Rate of Violent Actions per Hour of Programming
(1967-1978)

	67-68 ¹	69-70 ¹	71-72 ¹	1973	74-75 ²	75-76 ²	1976	1977 ³	1978	Change 1977 to 1978
All Programs	7.2	8.1	7.2	7.0	6.9	7.7	9.5	6.7	8.3	+1.6
Prime-Time	5.2	3.9	4.8	4.9	5.4	6.0	6.1	5.5	4.5	-1.0
Weekend-Morning	22.3	25.5	16.0	13.2	12.2	14.2	22.4	15.6	25.0	+9.4
8-9 P.M. EST Programs	6.4	3.9	4.8	5.1	3.9	4.1	4.7	5.3	4.0	-1.3
9-11 P.M. EST Programs	3.8	3.9	4.8	4.7	6.6	6.9	6.8	5.7	4.8	-0.9
Cartoons	22.5	26.3	18.2	14.7	14.5	18.7	34.0	19.8	26.2	+6.4
TV Plays	5.9	4.3	4.8	4.7	4.9	5.5	6.7	4.4	3.8	-0.6
Movies	3.4	3.4	5.0	5.3	6.5	7.3	6.2	8.3	6.5	-1.8
Comic-Tone Programs	6.3	13.5	9.7	9.3	11.4	11.0	20.3	9.1	17.9	+8.8
Prime-Time	3.2	2.0	2.1	1.1	3.2	3.1	4.0	4.3	6.3	+2.0
Weekend A.M.	19.9	28.4	17.2	15.7	18.1	19.4	31.8	25.1	35.7	+10.6
Serious-Tone Programs	-	5.4	5.4	6.8	6.2	7.1	7.3	6.9	5.3	-1.6
Prime-Time	-	4.7	5.4	6.7	6.3	6.9	6.8	6.7	4.2	-2.5
Weekend A.M.	-	17.4	4.5	8.0	5.2	8.6	12.2	9.2	14.4	+5.2
Continued Programs	6.8	6.6	8.1	6.5	6.9	8.1	9.1	6.9	8.5	+1.6
Prime-Time	5.3	4.1	4.9	5.0	5.1	6.3	6.3	6.0	5.2	-0.8
Weekend A.M.	20.5	24.4	19.6	13.6	13.0	14.0	23.1	17.2	24.3	+7.1
New Programs	7.8	11.1	5.8	8.0	6.8	7.0	10.4	6.3	7.9	+1.6
Prime-Time	5.0	3.4	4.6	4.5	6.4	5.3	5.5	4.5	2.2	-2.3
Weekend A.M.	23.8	26.4	10.2	12.8	8.5	15.1	21.7	14.3	26.5	+12.2
Action Programs	9.1	11.1	8.7	9.1	7.5	8.2	9.2	8.4	9.5	+1.1
Prime-Time	6.7	5.8	6.2	7.3	6.9	7.2	8.1	7.5	5.2	-2.3
Weekend A.M.	24.4	27.1	18.7	14.0	10.7	12.1	14.8	13.9	19.4	+5.5
ABC Programs	7.7	7.8	6.9	6.1	7.1	8.4	8.9	6.0	8.1	+2.1
CBS Programs	6.3	8.0	7.7	7.8	7.2	6.4	8.3	7.4	9.8	+2.4
NBC Programs	7.7	8.5	7.0	7.1	6.5	8.4	11.1	6.4	6.9	+0.5
Prime-Time Programs										
ABC	6.0	3.7	4.8	3.9	6.0	7.2	6.5	4.5	4.6	+0.1
CBS	3.7	3.4	4.7	5.7	5.7	4.5	4.7	6.4	4.4	-2.0
NBC	5.8	4.5	4.8	5.2	4.6	6.1	6.9	5.3	4.6	-0.7
8-9 P.M. EST Programs										
ABC	7.5	3.3	4.8	4.7	5.6	5.1	7.0	4.5	3.4	-1.1
CBS	5.3	3.9	4.7	5.9	3.9	2.1	2.2	5.9	2.9	-3.0
NBC	6.3	4.6	4.9	4.9	2.2	4.6	4.8	5.4	5.6	+0.2
9-11 P.M. EST Programs										
ABC	4.3	4.1	4.8	2.4	6.4	8.5	6.3	4.6	5.4	+0.8
CBS	2.1	3.0	4.7	5.6	6.7	5.5	5.6	6.8	4.9	-1.9
NBC	5.2	4.5	4.8	5.4	6.7	6.8	8.7	5.3	4.1	-1.2
Action Programs										
ABC	8.7	11.8	8.7	8.2	7.7	9.4	11.7	9.0	11.8	+2.8
CBS	10.8	12.5	10.2	10.7	8.8	7.9	7.5	9.5	7.5	-2.0
NBC	8.5	9.7	7.5	8.7	6.2	7.3	8.7	7.1	10.2	+3.1
Weekend A.M. Programs										
ABC	21.3	24.6	14.7	12.4	10.8	13.0	19.0	16.0	26.3	+10.3
CBS	24.2	22.6	17.4	17.7	11.9	12.2	19.2	15.2	26.8	+11.6
NBC	21.2	31.6	15.6	11.5	14.1	18.0	29.4	15.7	20.6	+4.9
Cartoon Programs										
ABC	21.3	24.6	17.5	12.9	11.6	13.9	21.5	18.5	26.3	+7.8
CBS	24.2	24.0	19.6	17.7	14.2	19.9	29.7	21.5	30.2	+8.7
NBC	21.7	32.6	17.1	14.3	19.7	24.5	59.5	18.7	20.6	+1.9

¹ These figures are based upon two samples collected in the fall of each of these years.

² These figures are based upon two samples -- one from the fall and one from the spring.

³ The Fall 1977 sample consists of two weeks of prime-time and one weekend-morning of network dramatic programs.

Table 6

RISK RATIOS¹
Major Characters in Weekend-Daytime Programs
(1969-1978)

	All Characters				Male Characters				Female Characters			
	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio
<u>All Characters</u>	1370	79.9	-1.34	-1.11	1110	81.5	-1.33	-1.14	207	68.6	-1.52	1.00
<u>Social Age</u>												
Children-Adolescents	244	70.9	-1.76	0.00	183	73.8	-1.87	0.00	59	62.7	-1.44	0.00
Young Adults	247	78.1	-1.73	-0.00	179	79.3	-1.57	-0.00	64	73.4	-2.39	-0.00
Settled Adults	501	79.0	-1.30	+1.67	441	81.0	-1.30	+1.50	59	64.4	-1.36	+2.00
Elderly	25	68.0	-1.23	0.00	19	63.2	-1.10	0.00	6	83.3	-1.67	0.00
<u>Marital Status</u>												
Not Married	691	76.4	-1.42	1.00	537	78.6	-1.39	-2.00	146	67.8	-1.59	+0.00
Married	97	61.9	-1.66	1.00	73	65.8	-1.76	+0.00	24	50.0	-1.29	-0.00
<u>Class</u>												
Clearly Upper	48	72.9	-1.57	0.00	35	74.3	-1.73	0.00	13	69.2	-1.17	0.00
Mixed	1293	80.0	-1.33	-1.11	1047	81.5	-1.32	-1.14	193	68.9	-1.55	1.00
Clearly Lower	29	89.7	-1.25	0.00	28	92.9	-1.25	0.00	1	0.0	0.00	0.00
<u>Race</u>												
White	797	74.4	-1.44	1.00	625	76.0	-1.43	-1.33	172	68.6	-1.48	+2.00
Other	102	79.4	-1.71	0.00	84	79.8	-1.68	0.00	15	73.3	-2.00	0.00
<u>Character Type</u>												
"Good"	805	74.0	-1.54	+0.00	626	76.0	-1.53	+0.00	156	64.7	-1.69	+0.00
Mixed	322	84.8	-1.26	-0.00	273	85.0	-1.27	-0.00	27	74.1	-1.67	-0.00
"Bad"	242	93.0	-1.06	-1.67	210	93.3	-1.07	-1.33	24	87.5	1.00	-0.00
<u>Nationality</u>												
U.S.	725	73.7	-1.50	+1.33	578	75.3	-1.46	1.00	137	66.4	-1.79	+2.00
Other	125	80.0	-1.40	-0.00	105	83.8	-1.36	-0.00	20	60.0	-1.83	0.00

¹ Risk ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates that there are more violent or killers than victims or killed; and a minus sign indicates that there are more victims or killed than violent or killers. A ratio of 0.00 means that there were no victims or killers or violent or killed. A +0.00 ratio means that there were some violent or killers but not victims or killed; a -0.00 ratio means there were victims or killed but no violent or killers.

Table 7
RISK RATIOS¹
Major Characters in Prime-Time Programs
(1969-1978)

	All Characters				Male Characters				Female Characters			
	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio	N	Involved in Violence	Violent- Victim Ratio	Killer- Killed Ratio
<u>All Characters</u>	2579	54.5	-1.11	+1.98	1828	60.4	-1.07	+2.10	749	39.9	-1.27	+1.22
<u>Social Age</u>												
Children-Adolescents	171	45.6	-1.33	+3.00	114	50.9	-1.38	+3.00	57	35.1	-1.17	0.00
Young Adults	566	58.5	-1.21	+2.23	360	64.7	-1.09	+2.38	206	47.6	-1.62	+1.60
Settled Adults	1711	54.1	-1.05	+2.08	1257	60.4	-1.05	+2.15	454	36.8	-1.07	+1.56
Elderly	81	40.7	-1.10	-1.75	61	45.9	+1.17	1.00	20	25.0	-0.00	-0.00
<u>Marital Status</u>												
Not Married	1182	59.3	-1.11	+1.96	837	64.0	-1.05	+2.15	345	47.8	-1.36	+1.10
Married	890	43.7	-1.22	+1.68	553	51.2	-1.21	+1.79	337	31.5	-1.25	+1.25
<u>Class</u>												
Clearly Upper	221	56.6	-1.33	+1.50	147	66.0	-1.16	+1.57	74	37.8	-2.50	+1.25
Mixed	2256	53.9	-1.08	+2.19	1603	59.6	-1.06	+2.32	651	39.6	-1.18	+1.23
Clearly Lower	102	63.7	-1.26	-1.11	78	66.7	-1.17	-1.13	24	54.2	-1.71	1.00
<u>Race</u>												
White	2290	55.2	-1.10	+2.02	1610	60.9	-1.06	+2.17	680	41.5	-1.26	+1.22
Other	258	45.3	-1.13	+1.69	196	53.1	-1.09	+1.69	62	21.0	-1.71	0.00
<u>Character Type</u>												
"Good"	1499	50.0	-1.13	+2.71	1033	56.2	-1.07	+3.65	466	36.1	-1.43	-2.67
Mixed	771	51.6	-1.19	+1.50	534	56.0	-1.17	+1.42	235	41.3	-1.26	+1.80
"Bad"	308	84.1	+1.05	+1.95	261	86.2	+1.03	+1.94	47	72.3	+1.26	+2.00
<u>Nationality</u>												
U.S.	2375	53.4	-1.10	+2.09	1685	59.1	-1.06	+2.26	690	39.4	-1.28	+1.13
Other	139	67.6	-1.23	+1.40	98	77.6	-1.22	+1.36	41	43.9	-1.27	+2.00

¹ Risk ratios are obtained by dividing the more numerous of these two roles by the less numerous within each group. A plus sign indicates that there are more violent or killers than victims or killed and a minus sign indicates that there are more victims or killed than violent or killers. A ratio of 0.00 means that there were no victims or killers or violent or killed. A +0.00 ratio means that there were some violent or killers but no victims or killed; a -0.00 ratio means there were victims or killed but no violent or killers.

Cultivation Analysis

Cultivation Analysis is the study of what is usually called effects or impact. We consider the latter terms inappropriate to the study of broad cultural influences. The "effects" of a pervasive medium upon the composition and structure of the symbolic environment are subtle, complex and mingled with other influences. Also, the concept of causation, borrowed from simpler experimental studies in the physical and biological sciences, is not fully applicable to the steady flow of images and messages that make up much of contemporary popular culture.

People are born into a culture that cultivates their needs as well as their satisfactions. Culture affects assumptions about facts as well as responses to facts. In modern cultures demand is manufactured, as well as supply. Social and psychological characteristics draw individuals to select certain types of content which, in turn, nourish and cultivate those characteristics. Innumerable facts (and values) outside of personal experience can only be learned -- and related values derived -- from the mass media; or from others who have learned them from the mass media. Increasingly, media-cultivated facts and values become standards by which we judge personal experience and family and community behavior. The general stability of, rather than any specific change in, these patterns is the principal contribution of mass media to the ideas, behavior and values of a society. The persistent exposure to messages that cultivate perspectives need not result in a major "shift" in personal attitude and behavior to have profound consequences. A barely perceptible change of a few degrees average temperature can lead to an ice age or make the desert bloom. A slight but pervasive tilt in the cultural climate can have major social and public policy implications. The closer a vote, a decision, or a public policy issue, the smaller the shift needed for change, and the more rigid the forces of stability might be. This is one reason why we prefer to speak of the contribution of television to the cultivation of common perspectives rather than in terms of achieving any specific or preconceived goals, impact, or effects.

Cultivation Analysis begins with the patterns found in the "world" of television drama. The message system composing that world presents coherent images of life and society. How are these images reflected in the assumptions and values held by audiences? How are the "lessons" of symbolic behavior which are presented in fictional forms applied to conceptions about real life?

The problem of studying television's "effects" is compounded by the fact that nearly everyone "lives" to some extent in the world of television.* Without control groups of non-viewers it is difficult to isolate television's impact. Experiments do not solve the problem, for they are not comparable to people's day-to-day television viewing, either in content or context. Our approach reflects the hypothesis that heavier viewers of television, those more exposed than lighter viewers to its messages, are more likely

*Jackson-Beeck, Marilyn. "The Nonviewers: Who Are They?" Journal of Communication, 48, 1977, pp 65-72.

to understand social reality in terms of the "facts of life" they see on television. To investigate this idea we partition the population and our samples according to television exposure. By contrasting light and heavy viewers, some of the "difference" television makes in people's conception of social reality can be examined. Of course, factors other than television viewing account for some of these differences. We, and others, have found that both heavy television viewing and certain outlooks are part and parcel of a complex syndrome which also includes lower education, lower mobility, lower aspirations, higher anxieties, and other class-, age-, and sex-related characteristics. Accordingly, analyses are designed with statistical controls for these and other demographic and descriptive variables. These characteristics are held constant by comparing responses of heavy and light viewers within relatively homogeneous groups. For example, college-educated respondents may answer differently than non-college respondents. Therefore, we examine heavy and light viewing respondents within the college and non-college groups as well as between them.

Development of Questions

The investigation of television's effects upon conceptions of social reality begins with systematic analysis of the world of television drama. Message System Analysis reveals how certain "facts" and aspects of social reality are presented in television drama; these "facts" are then compared with other conceptions of the same "facts" and aspects derived from direct and independent observations, such as U.S. Census figures. For example, in prime-time television drama aired from 1969-76, 64 percent of major characters and 30 percent of all characters (major and minor*) were involved in violence as either perpetrators or victims or both. According to the 1970 Census, there were only .32 violent crimes per 100 persons.** In the world of television, therefore, one has between a 30 and 64 percent chance of being involved in violence, but, in the real world, only a one-third of one percent chance.**

Next, we determine what heavy and light viewers (both children and adults) believe to be the facts. To the extent that patterns of life presented in dramatic television programs cultivate distinct conceptions of social reality, heavy viewers are expected to be more likely than light viewers to choose answers that reflect television perspectives. Our research strategy, instrumentation, and samples are designed to establish the extent to which and the ways in which television cultivates such patterned responses.

*This report presents findings for major characters only.

**Additional data on personal violent crime victimization range from .41 per 100 (based on 1973 Police reported figures which include homicide) to 3.3 per 100 persons over 12 (based on 1974 probability sample which doesn't include homicide).

***Although these are regional variations in real-world victimization, the television rates are certainly greater than one finds in any reasonably large geographic area.

Once the "television view" and the "real world" or some other view of selected facts and aspects of social reality have been determined, we construct questions dealing with these facts and aspects of life. Each question has an inferred or objectively determined "television response" reflecting the "television view" of the fact as well as a "non-television answer." For example, one cultivation question asks: "During any given week, what are your chances of being involved in some kind of violence? About one in ten? About one in a hundred?" The first answer -- "about one in ten" -- more closely reflects the world of television and is used as the "television answer," while the "one in a hundred" more closely matches U.S. Census data and reflects the real-life circumstances of most Americans.

Samples of Respondents

To test our hypothesis we continually gather data reflecting television viewers' beliefs and behaviors. These data have been collected from samples diverse in characteristics such as age, location, and institutional affiliation.* Within each sample, television viewers' responses are further analyzed in terms of age, education, sex, and other social and personal characteristics.

The present analyses focus on data collected from two samples of adolescents -- the third wave of respondents in a New Jersey rural-suburban school and respondents in a New York City private school. These two samples are described in Figure 5.

The NEW JERSEY SCHOOL sample represents a cross-sectional sample from our three-year study which includes six questionnaires and a personal interview with students, and questionnaires completed by their parents. The 447 children from a suburban-rural school district were in the seventh and eighth grades in 1976-77 when the questionnaire items reported here were administered. Questionnaires were completed at the school under group administration conditions. The New Jersey sample is mostly white and includes slightly more girls than boys. About half the respondents' fathers attended college. Less than a quarter of the students report watching as little as two hours of television on the average day, while almost 40 percent claim to watch television for six or more hours daily. Most students reported reading a newspaper, at least occasionally.

The NEW YORK SCHOOL sample is a cross-sectional data base of 140 fifth through twelfth graders attending a private school in New York City. This sample offers an opportunity to study middle and upperclass adolescents who are considered either extremely light viewers or too sophisticated and intelligent to be "affected" by television. Questionnaires were administered in classrooms in 1977. Students are mostly white and are almost evenly divided between boys and girls. These students, however, report watching much less television; about half watch up to two hours a day and only ten percent watch over six. Most of the respondents' fathers attended college or

*A full description of these samples may be found in the technical report of Violence Profile No. 9; Gerbner *et al.*, "Cultural Indicators: Violence Profile No. 9, Journal of Communication, Summer, 1978.

	<u>New Jersey School Children</u>		<u>New York School Children</u>	
<u>Date</u>	Dec. 76; May 77		June 77	
<u>Location</u>	Rural/suburban New Jersey		New York City	
<u>Sampling</u>	Student population of a public middle school		Population of year olds at a New York private school	
<u>Number of respondents</u>	447		140	
<u>Collecting organization</u>	Cultural Indicators		Cultural Indicators	
<u>Method of collection</u>	Self-administered questionnaire		Self-administered questionnaire	
<u>Demographic characteristics</u>		%		%
Sex	boys	45.9	boys	51.4
	girls	54.1	girls	48.6
Grade in School	seventh	47.7	5-8	51.4
	eighth	52.3	9-12	49.6
Age	\bar{X} = 13.09 years		\bar{X} = 14.1	
Perceived Ethnicity	American	76.4	American	69.1
	Italian	7.2	Italian	0.7
	Black, Afro	0.8	Black, Afro	8.8
	Jewish	4.1	Jewish	6.6
	German	1.3	German	1.5
	Irish	1.5	Irish	0.7
	Other	8.7	Other	12.6
Parents' Education	Neither went to college	42.0	Neither went to college	10.8
	Father or both went to college	58.0	Father or both went to college	89.2
<u>TV viewing</u>				
light	up to 4 hrs/day	43.6	2 hrs/day or less	51.5
	4 hrs & up/day	56.4	Over 2 hrs/day	49.5
<u>Newspaper reading</u>				
light	almost never	15.0	almost never	14.3
medium	once in a while	46.1	once in a while	46.4
heavy	almost daily	38.9	almost daily	39.3

Figure 5

Adolescent Data Bases Used in Cultivation Analysis

graduate school. The distribution for newspaper reading is almost identical in both samples.

Dimensions of Analysis

The proportion of respondents who give the television answer to cultivation questions are tabulated on the basis of repeated daily television exposure, controlling for personal and social characteristics. Our analysis divides respondents into "heavy" and "light" television viewers, and then compares groups of viewers. The comparison is made in terms of gamma and what we call the "Cultivation Differential" (CD). The "Cultivation Differential" is the difference between the percent of heavy viewers who give television answers and the percent of light viewers who give these answers. A positive CD in our view expresses the difference heavy viewing makes with respect to a particular concept.

The tables include the following information. The first two columns report the percentage of respondents who gave the "television answer" (the answer reflecting the television view of the world), overall and within each each demographic subgroup, and (in parentheses) the number of respondents in that cell. The next four columns present the percentages (and cell N's) of those who gave "television answers", divided into groups of light and heavy viewers. The next two columns provide the Cultivation Differential (CD), (with statistical significance indicated by asterisks). Each row represents a different subgroup, and the final column gives the total N (all respondents), on which the analysis for that group is based.

The present report focusses on the two aspects of perceived social reality among adolescent viewers: (1) perceived danger and (2) mistrust and alienation. Perceived danger is tapped by the following items (TV Answer underscored) constructed by the Cultural Indicators staff:

Think about the number of people who are involved in violence each week. Do you think that one person out of every 100 is involved in some kind of violence in any given week, or is it closer to 10 people out of every 100?

About what percent of all people commit serious crimes -- is it closer to 3 percent or 12 percent?

We also examined conceptions of danger and violence by asking about the activities of the police.

When police arrive at the scene of violence, how much of the time do they have to use force and violence -- most of the time or some of the time?

On an average day, how many times does a policeman usually pull out his gun -- less than once a day or more than five times a day?

How often do you think policemen who shoot at running persons actually hit them?" Almost always, most of the time, or not too often.

Other implications of violence-laden programming have been studied by examining adolescents' fear of walking alone, at night. The two most general versions of this question are:

Would you be afraid to walk alone in a city at night? Yes. No.

Are you afraid to walk alone in your own neighborhood at night? Yes. No

The dimension of "mistrust and alienation" is measured by existing indicators that have been tested and constructed by other researchers. New Jersey respondents were asked two of Rosenberg's (1957)* "faith in people" index items:

Can most people be trusted, or do you think that you can't be too careful in dealing with people?

Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?

Cultivation Analysis Findings

The findings of Cultivation Analysis continue to show strong and stable associations between patterns of viewing and conceptions of social reality among children and adolescents. Previous reports of this research** have demonstrated that heavy viewers respond to many questions more in terms of the world of television than do light viewers in the same demographic groups. We have found that television cultivates an exaggerated sense of danger and mistrust among heavy viewers compared to similar groups of light viewers. When asked about chances of encountering violence, about the percentage of men employed in law enforcement and crime detection, and about the percentage of crimes that are violent, significantly more heavy viewers than light viewers respond in terms more characteristic of the television world than of the real world. Mistrust is also reflected in responses suggesting that heavy viewers believe that most people just look out for themselves, take advantage of others, and cannot be trusted.

*Rosenberg, Morris. Occupations and Values (Glencoe, Illinois: Free Press, 1967), pp. 25-35.

**Gerbner, George, Larry Gross, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox and Nancy Signorielli. "Cultural Indicators: Violence Profile No. 9," Journal of Communication, 1978, 28, 3, 176-207, and Gerbner, George, and Larry Gross. "Living with Television," Journal of Communication, 1976, 26.2, 172-199.

Last year's results extended these findings in important new directions. When samples of junior high school students were asked, "how often is it all right to hit someone if you are mad at them?", a significantly higher proportion of heavy than of light viewers answered, "almost always." Both child and adult heavy viewers also reported being more afraid to walk alone in the city at night than light viewers in the same groups.

The current results further extend and refine, as well as replicate, these findings.

Heavy viewers in the New York (Table 8) and New Jersey (Table 9) school samples were more likely than light viewers to overestimate the number of people involved in violence and the proportion of people who commit serious crimes. In the New York School sample, the finding is especially strong for boys, those of lower socio-economic status, those who have not had a personal or family experience as a victim and those with middle or low achievement test scores. In the New Jersey sample, the relationship is stronger among girls, frequent newspaper readers and heavy TV-news viewers, as well as those whose fathers did not attend college. Despite these variations, the association remains consistently positive for each comparison group; heavy viewers in every case are more likely than are light viewers to believe that a greater number of people are regularly involved in violence.

Similarly, heavy viewers in the New Jersey sample are generally more likely to overestimate how many people commit serious crimes (table 10). The relationship is the strongest among females and occasional newspaper readers.

Most New Jersey students (about 80%) feel that it is dangerous to walk alone in a city at night (Table 11). Yet, within every comparison group, heavy viewers are more likely than are light viewers to express this opinion. This pattern is most evident among girls, occasional newspaper readers, and infrequent viewers of network news.

Although most consider it dangerous, there is a fair degree of variation in acknowledging personal fearfulness of walking alone in a city at night. Interestingly, the New Jersey students are more afraid than the New York students (Table 13); in both samples and again, especially in New York, females are considerably more afraid. Yet among New Jersey Students, heavy viewers are always more likely than are light viewers to express this fear. The association is strongest for boys, infrequent newspaper readers, and students whose fathers attended college.

This pattern is not as consistent in the New York sample, although it persists notably for females, those of lower SES, low achievers, and those who have not been victims of crime. Despite this difference, there is a strong and consistent relationship between amount of viewing and the tendency to report being afraid to walk alone at night in the respondents' own neighborhoods (Table 14). Females and younger students are more afraid overall, they also manifest the strongest relationships between amount of television viewing and the expression of fear in their own neighborhoods.

Television viewing also seems to make a contribution to students' images and assumptions about law enforcement procedures and activities. For example, in New Jersey, more heavy than light viewers in every subgroup believe that police must often use force and violence at a scene of violence (Table 15).

In New York, there is a consistent positive relationship between amount of viewing and the perception of how many times a day a policeman usually pulls out his gun (Table 16). Finally, adolescents in New Jersey show a positive relationship across-the-board between amount of viewing and the tendency to believe that policemen who shoot at running persons actually hit them (Table 17).

Thus adolescent heavy viewers see the world as more violent and fearful than do light viewers, from a variety of perspectives ranging from the number of people involved in violence, to perceived danger, to assumptions about the use of violence by the police.

Adolescent heavy viewers also tend to express mistrust in people and the belief that people are selfish (Table 17). Although the differences are not as pronounced as they were for the previous questions, the patterns are stable across most groups. Those who watch more television remain more likely to say that people "are mostly just looking out for themselves" (rather than trying to be helpful) and that one "can't be too careful in dealing with people" (rather than that they can be trusted). (Table 18).

These findings provide considerable support for the conclusion that heavy viewers perceive social reality differently from light viewers even with other factors held constant. There is considerable variation between groups in the scope and magnitude of these patterns: the extent of television's contribution is mediated, enhanced, or diminished by powerful social, personal, and cultural variables, as well as other information sources. Yet, most importantly, the relationships remain positive in almost every single case. Amount of viewing makes a consistent difference among these adolescents, even for the "more sophisticates," "less impressionable" New Yorkers; heavy viewers are more likely than are light viewers to report expressions of fear and interpersonal mistrust, assumptions about the chances of encountering violence, and images of police activities that can be traced to television portrayals.

Table 8

Percent of Schoolchildren Overestimating the
Proportion of People Involved in Violence in Any Given Year¹

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ²						
	%	N	%	N	%	N			
Overall	72	(89)	62	(39)	83	(50)	+21	.51**	123
controlling for:									
Sex									
Male	72	(46)	58	(19)	87	(27)	+29	.67**	64
Female	73	(43)	67	(20)	79	(23)	+12	.31	59
Grade in School									
Grades 5-8	81	(52)	71	(17)	88	(35)	+17	.48*	64
Grades 9-12	63	(37)	56	(22)	75	(15)	+19	.40	59
Socio-Economic Status ³									
Low	80	(31)	71	(17)	93	(14)	+22	.70*	39
High	54	(19)	47	(9)	62	(10)	+15	.30	35
Achievement									
Low	79	(33)	67	(16)	94	(17)	+27	.79*	42
Medium	64	(25)	50	(9)	76	(16)	+26	.52*	39
High	69	(24)	61	(11)	76	(13)	+15	.35	35
Experience as Victim									
Yes	78	(68)	70	(33)	88	(35)	+18	.50*	87
No	56	(19)	29	(4)	75	(15)	+46	.76**	34

¹ Thirty percent of all prime-time television characters (1969-76) were involved in violence; in real life, .41 violent crimes occur per hundred people (Statistical Abstracts of the United States, 1974).

² "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

³ A median split measured by the Hollingshead scale of occupational and educational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New York School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (CHCSVIOL): "Think about the number of people who are involved in some kind of violence each year. Do you think that 3 percent of all people are involved in some kind of violence in any given year, or is it closer to 10 percent?"

Table 9

Percent of Adolescents Overestimating the
Proportion of People Involved in Violence Every Week¹

	Giving Television Answer ²						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing						
	%	N	%	N	%	N			
Overall	68	(291)	62	(114)	73	(177)	+11	.26**	425
controlling for:									
Sex									
Male	66	(126)	64	(57)	68	(69)	+ 4	.10	190
Female	70	(165)	60	(57)	77	(108)	+17	.38**	235
Grade in School									
7th	75	(150)	68	(52)	80	(98)	+12	.29*	199
8th	62	(141)	57	(62)	67	(79)	+10	.20	226
Ethnic Group ³									
Ethnic	66	(70)	58	(28)	72	(42)	+14	.30	106
Non-Ethnic	68	(195)	60	(68)	74	(127)	+14	.30**	285
Newspaper Reading									
Everyday	65	(106)	57	(47)	73	(59)	+16	.33*	163
Sometimes	71	(184)	66	(66)	74	(118)	+ 8	.19	259
Network News Watching									
Almost Daily	69	(68)	53	(20)	79	(48)	+26	.54**	99
Once in a While	69	(128)	67	(56)	71	(72)	+ 4	.09	186
Hardly Ever	68	(92)	61	(36)	74	(56)	+13	.28	135
Father's Education									
No College	73	(135)	65	(45)	77	(90)	+12	.28*	186
Some College	62	(120)	58	(55)	66	(65)	+ 8	.16	194

¹ Thirty percent of all prime-time television characters (1969-76) were involved in violence; in real life, .41 violent crimes occur per hundred people (Statistical Abstracts of the United States, 1974).

² "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours and more

³ Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CHCSVI3B): "Think about the number of people who are involved in some kind of violence each week. Do you think that one person out of every 100 is involved in some kind of violence in any given week, or is it closer to 10 people out of every 100?"

Table 10

Percent of Adolescents Overestimating the Number of Criminals¹

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ²						
	%	N	%	N	%	N			
Overall	82	(332)	77	(136)	85	(196)	+ 8	.26*	406
controlling for:									
Sex									
Male	77	(143)	76	(66)	78	(77)	+ 2	.05	186
Female	86	(189)	79	(70)	91	(119)	+12	.46**	220
Grade in School									
7th	82	(155)	81	(60)	83	(95)	+ 2	.08	188
8th	81	(177)	74	(76)	87	(101)	+13	.39**	218
Ethnic Group ³									
Ethnic	81	(82)	72	(33)	89	(49)	+17	.53**	101
Non-Ethnic	82	(222)	80	(86)	83	(136)	+ 3	.11	272
Newspaper Reading									
Everyday	80	(129)	79	(64)	81	(65)	+ 2	.07	161
Sometimes	83	(201)	75	(70)	87	(131)	+12	.39**	243
Network News Watching									
Almost Daily	85	(82)	78	(29)	90	(53)	+12	.42	96
Once in a While	79	(142)	77	(63)	81	(79)	+ 4	.14	179
Hardly Ever	82	(104)	76	(42)	86	(62)	+10	.31	127
Father's Education									
No College	83	(148)	84	(57)	83	(91)	- 1	-.04	178
Some College	80	(147)	75	(67)	84	(80)	+ 9	.27	184

¹ In prime-time television programs (1969-1978), 17.5 percent of all major characters committed a criminal act (a crime is an action recognized as such in the program or a gross criminal act such as murder, rape and kidnapping); in real life, about one percent of the population commits serious crimes (like murder, rape, burglary, etc.) (Statistical Abstracts of the United States, 1974).

² "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours and more

³ Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CRIMNL3): "About what percent of all people commit serious crimes -- is it closer to 3 percent or 12 percent?"

Table 11

Percent of Adolescents who Consider
Walking Alone in the City at Night Dangerous

Giving Television Answer									
	Total		Television Viewing ¹				CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Heavy				
			%	N	%	N			
<u>Overall</u>	83	(339)	79	(139)	86	(200)	+ 7	.24*	407
controlling for:									
<u>Sex</u>									
Male	78	(140)	76	(62)	80	(78)	+ 4	.14	179
Female	87	(199)	83	(77)	90	(122)	+ 7	.32*	228
<u>Grade in School</u>									
7th	81	(153)	75	(53)	85	(100)	+10	.31*	189
8th	85	(186)	83	(86)	88	(100)	+ 5	.20	218
<u>Ethnic Group²</u>									
Ethnic	84	(84)	82	(37)	86	(47)	+ 4	.12	100
Non-Ethnic	83	(228)	79	(85)	86	(143)	+ 7	.25*	274
<u>Newspaper Reading</u>									
Everyday	81	(126)	80	(62)	82	(64)	+ 2	.05	155
Sometimes	84	(211)	78	(75)	88	(136)	+10	.36*	250
<u>Network News Watching</u>									
Almost Daily	87	(81)	83	(29)	90	(52)	+ 7	.28	93
Once in a While	83	(147)	81	(64)	85	(83)	+ 4	.13	177
Hardly Ever	83	(110)	76	(45)	88	(65)	+12	.38*	133
<u>Father's Education</u>									
No College	83	(147)	77	(51)	86	(96)	+ 9	.28	178
Some College	83	(153)	79	(70)	87	(83)	+ 8	.30	184

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours and more

² Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (WLKRSK3B): "Is it dangerous to walk alone in a city at night?"

Table 12

Percent of Adolescents who Said They
Fear Walking Alone in the City at Night

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
Overall	70	(289)	64	(116)	74	(173)	+10	.24**	414
controlling for:									
Sex									
Male	53	(96)	45	(38)	60	(58)	+15	.31*	181
Female	83	(193)	81	(78)	84	(115)	+ 3	.09	233
Grade in School									
7th	69	(135)	59	(44)	76	(91)	+17	.38**	195
8th	70	(154)	68	(72)	73	(82)	+ 5	.11	219
Ethnic Group ²									
Ethnic	70	(73)	65	(31)	74	(42)	+ 9	.21	105
Non-Ethnic	70	(191)	62	(68)	74	(123)	+12	.28*	274
Newspaper Reading									
Everyday	65	(102)	61	(48)	68	(54)	+ 7	.16	158
Sometimes	73	(185)	66	(66)	78	(119)	+12	.29*	253
Network News Watching									
Almost Daily	72	(68)	65	(24)	76	(44)	+11	.26	95
Once in a While	66	(118)	60	(49)	70	(69)	+10	.22	179
Hardly Ever	75	(101)	68	(41)	80	(60)	+12	.30	135
Father's Education									
No College	67	(121)	60	(40)	71	(81)	+11	.25	181
Some College	71	(132)	64	(59)	77	(73)	+13	.30*	187

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours and more

² Those who perceive themselves as members of a special group of Americans -- such as Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (FEARWK3B): "Would you be afraid to walk alone in a city at night?"

Table 13

Percent of Schoolchildren Who Would
Be Afraid to Walk Alone in a City at Night

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
Overall	49	(60)	46	(27)	52	(33)	+ 6	.13	122
controlling for:									
Sex									
Male	34	(22)	41	(13)	28	(9)	-13	-.27	64
Female	66	(38)	52	(14)	77	(24)	+25	.52*	58
Grade in School									
Grades 5-8	61	(40)	59	(13)	61	(27)	+ 2	.05	66
Grades 9-12	36	(20)	38	(14)	32	(6)	- 6	-.14	56
Socio-Economic Status ²									
Low	38	(15)	29	(7)	53	(8)	+24	-.47	39
High	42	(14)	62	(10)	24	(4)	-38	-.69**	33
Achievement									
Low	46	(19)	32	(7)	63	(12)	+31	.57*	41
Medium	49	(19)	65	(11)	36	(8)	-29	-.52*	39
High	50	(17)	47	(8)	53	(9)	+ 6	.12	34
Experience as Victim									
Yes	49	(42)	51	(23)	48	(19)	- 3	-.07	85
No	47	(17)	23	(3)	61	(14)	+38	.68**	36

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

² A median split measured by the Hollingshead scale of occupational and educational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New York School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (FEARWALK): "Would you be afraid to walk alone in a city at night?"

Table 14

Percent of Schoolchildren who are Afraid to
Walk Alone in Their Own Neighborhood at Night

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
<u>Overall</u>	22	(29)	13	(9)	32	(20)	+19	.50**	130
controlling for:									
<u>Sex</u>									
Male	9	(6)	6	(2)	12	(4)	+6	.36	66
Female	36	(23)	21	(7)	53	(16)	+32	.63**	64
<u>Grade in School</u>									
Grades 5-8	29	(20)	16	(4)	36	(16)	+20	.49*	70
Grades 9-12	15	(9)	12	(5)	22	(4)	+10	.36	60
<u>Socio-Economic Status</u> ²									
Low	17	(7)	11	(3)	29	(4)	+18	.52	41
High	13	(5)	20	(4)	6	(1)	-14	-.62	38
<u>Achievement</u>									
Low	17	(7)	4	(1)	32	(5)	+28	.82**	42
Medium	26	(8)	16	(3)	23	(5)	+7	.22	41
High	26	(10)	14	(3)	41	(7)	+27	.62*	38
<u>Experience as Victim</u>									
Yes	21	(19)	14	(7)	31	(12)	+17	.47*	90
No	24	(9)	7	(1)	33	(8)	+26	.73*	38

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

² A median split measured by the Hollingshead scale of occupational and educational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New York School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (FEARNBHD): "Are you afraid to walk alone in your own neighborhood at night?"

Table 16

Percent of Schoolchildren Overestimating the Number of
Times a Policeman Has to Draw His Gun on an Average Day

	<u>Giving Television Answer</u>								
	<u>Total</u>		<u>Television Viewing¹</u>				CD		<u>Total</u>
	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>Light</u>	<u>Heavy</u>	<u>(% Heavy- % Light)</u>	<u>gamma</u>	<u>N</u>
<u>Overall</u>	12	(14)	6	(4)	18	(10)	+12	.52*	121
controlling for:									
<u>Sex</u>									
Male	5	(3)	0	(0)	10	(3)	+10	1.00*	64
Female	19	(11)	13	(4)	26	(7)	+13	.39	57
<u>Grade in School</u>									
Grades 5-8	18	(11)	9	(2)	22	(9)	+13	.51	63
Grades 9-12	5	(3)	5	(2)	6	(1)	+ 1	.10	58
<u>Socio-Economic Status²</u>									
Low	13	(5)	8	(2)	23	(3)	+15	.55	38
High	3	(1)	0	(0)	6	(1)	+ 6	1.00	37
<u>Achievement</u>									
Low	12	(5)	8	(2)	19	(3)	+11	.43	40
Medium	10	(4)	0	(0)	19	(4)	+19	1.00*	40
High	12	(4)	6	(1)	20	(3)	+14	.62	33
<u>Experience as Victim</u>									
Yes	11	(9)	6	(3)	16	(6)	+10	.49	85
No	14	(5)	7	(1)	20	(4)	+13	.56	35

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: 2 hours or less
Heavy: more than 2 hours

² A median split measured by the Hollingshead scale of occupational and educational status for the father.

* $p \leq .05$ (tau)

Data Source: New York School

Interview Date: June 1977

Method: Self-Administered Questionnaire

Question (PULLGUN): "On an average day, how many times does a policeman usually pull out his gun -- less than once a day or more than five times a day?"

Table 17

Percent of Adolescents Overestimating the
Frequency with which Policemen Shoot Fleeing Suspects

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
Overall	59	(249)	53	(97)	64	(152)	+11	.22**	423
controlling for:									
<u>Sex</u>									
Male	61	(116)	59	(53)	64	(63)	+ 5	.10	189
Female	57	(133)	47	(44)	64	(89)	+17	.33**	234
<u>Grade in School</u>									
7th	58	(115)	50	(38)	64	(77)	+14	.27*	197
8th	59	(134)	55	(59)	64	(75)	+ 9	.18	226
<u>Ethnic Group²</u>									
Ethnic	62	(64)	56	(26)	66	(38)	+10	.19	104
Non-Ethnic	57	(162)	50	(57)	62	(105)	+12	.24*	284
<u>Newspaper Reading</u>									
Everyday	61	(98)	56	(46)	66	(52)	+10	.20	161
Sometimes	58	(150)	51	(51)	62	(99)	+11	.23*	259
<u>Network News Watching</u>									
Almost Daily	59	(58)	55	(21)	61	(37)	+ 6	.11	99
Once in a While	58	(107)	51	(42)	65	(65)	+14	.29*	183
Hardly Ever	60	(81)	55	(33)	63	(48)	+ 8	.17	136
<u>Father's Education</u>									
No College	66	(124)	65	(46)	67	(78)	+ 2	.05	187
Some College	50	(95)	43	(40)	56	(55)	+13	.26*	191

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"
Light: less than 4 hours
Heavy: 4 hours or more

² Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CPSHOT3B): "How often do you think policemen who shoot at running persons actually hit them?"

Table 18

Percent of Adolescents Saying that
"You Can't Be Too Careful in Dealing with People"

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	Light N	%	Heavy N			
Overall	58	(243)	52	(97)	62	(146)	+10	.21*	420
controlling for:									
Sex									
Male	61	(116)	56	(51)	66	(65)	+10	.21	189
Female	55	(127)	48	(46)	60	(81)	+12	.22*	231
Grade in School									
7th	59	(117)	49	(38)	65	(79)	+16	.32**	198
8th	57	(126)	54	(59)	59	(67)	+ 5	.10	222
Ethnic Group ²									
Ethnic	61	(64)	62	(29)	60	(35)	- 2	-.03	105
Non-Ethnic	57	(159)	48	(56)	62	(103)	+14	.28**	281
Newspaper Reading									
Everyday	56	(92)	49	(41)	65	(51)	+16	.31*	163
Sometimes	59	(149)	55	(55)	61	(94)	+ 6	.12	254
Network News Watching									
Almost Daily	60	(58)	53	(20)	66	(38)	+13	.26	96
Once in a While	57	(105)	53	(45)	61	(60)	+ 8	.16	184
Hardly Ever	56	(75)	48	(29)	61	(46)	+13	.26	135
Father's Education									
No College	63	(117)	56	(40)	68	(77)	+12	.23	185
Some College	52	(99)	48	(45)	56	(54)	+ 8	.17	190

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon, and evening?"

Light: less than 4 hours

Heavy: 4 hours and more

² Those who perceive themselves as members of a special group of Americans -- such as Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (CAREFL3B): "Can most people be trusted, or do you think that you can't be too careful in dealing with people?"

Table 19

Percent of Adolescents who Say that People
in General are More Selfish than Helpful

	Giving Television Answer						CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing ¹						
	%	N	%	N	%	N			
<u>Overall</u>	60	(249)	56	(101)	64	(148)	+ 8	.17*	413
controlling for:									
<u>Sex</u>									
Male	63	(117)	62	(54)	64	(63)	+ 2	.05	185
Female	58	(132)	50	(47)	63	(85)	+13	.27*	228
<u>Grade in School</u>									
7th	58	(112)	56	(42)	59	(70)	+ 3	.06	194
8th	63	(137)	56	(59)	69	(78)	+13	.28*	219
<u>Ethnic Group</u> ²									
Ethnic	64	(66)	60	(27)	67	(39)	+ 7	.16	103
Non-Ethnic	58	(161)	53	(60)	62	(101)	+ 9	.19	277
<u>Newspaper Reading</u>									
Everyday	61	(97)	59	(47)	63	(50)	+ 4	.10	159
Sometimes	61	(152)	54	(54)	64	(98)	+10	.20	251
<u>Network News Watching</u>									
Almost Daily	57	(55)	57	(21)	57	(34)	0	-.00	97
Once in a While	60	(106)	57	(46)	62	(60)	+ 5	.12	177
Hardly Ever	62	(84)	52	(32)	70	(52)	+18	.36*	135
<u>Father's Education</u>									
No College	63	(114)	60	(41)	65	(73)	+ 5	.10	180
Some College	55	(104)	54	(50)	57	(54)	+ 3	.06	188

¹ "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"

Light: less than 4 hours

Heavy: four hours and more

² Those who perceive themselves as members of a special group of Americans -- such as, Italian-Americans, Chinese-Americans, Afro-Americans, etc.

* $p \leq .05$ (tau)

Data Source: New Jersey School

Interview Date: December 1976; May 1977

Method: Self-Administered Questionnaire

Question (HELPU3B): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

SECTION III

MESSAGE SYSTEM ANALYSIS TABULATIONS

Section III

<u>Table</u>	<u>Title</u>
A	Network of Program
B	Time of Broadcast
C	New or Old Program
D	Format of Program
E	Tone of Program
F	Type of Program
G	Date of Program
H	Place of Program
I	Setting of Program
1	All Programs, All Networks
2	Prime-Time Programs
3	Programs Aired 8-9 p.m. E.S.T.
4	Programs Aired 9-11 p.m. E.S.T.
5	Weekend Morning Programs
6	Television Plays
7	Movies (Feature and For-TV)
8	Cartoons
9	All Action Programs
10	Prime-Time Action Programs
11	Weekend Morning Action Programs
12	All Comic Tone Programs
13	Prime-Time Comic Tone Programs
14	Weekend Morning Comic Tone Programs
15	All Serious Programs
16	Prime-Time Serious Tone Programs
17	Weekend Morning Serious Tone Programs
18	All Programs Continued from the Previous Year
19	All New Programs
20	Prime-Time Programs Continued from the Previous Year
21	New Prime-Time Programs
22	Weekend Morning Programs Continued from the Previous Year
23	New Weekend Morning Programs
24	All ABC Programs
25	ABC Prime-Time Programs
26	ABC Programs Aired 8-9 p.m. E.S.T.
27	ABC Programs Aired 9-11 p.m. E.S.T.
28	ABC Weekend Morning Programs
29	ABC Cartoon Programs
30	ABC Action Programs
31	All CBS Programs
32	CBS Prime-Time Programs
33	CBS Programs Aired 8-9 p.m. E.S.T.

Section III (continued):

34	CBS Programs Aired 9-11 p.m. E.S.T.
35	CBS Weekend Morning Programs
36	CBS Cartoon Programs
37	CBS Action Programs
38	All NBC Programs
39	NBC Prime-Time Programs
40	NBC Programs Aired 8-9 p.m. E.S.T.
41	NBC Programs Aired 9-11 p.m. E.S.T.
42	NBC Weekend Morning Programs
43	NBC Cartoon Programs
44	NBC Action Programs
45	Risk Ratios - Characters in All Programs
46	Risk Ratios - Characters in Prime-Time Programs
47	Risk Ratios - Characters in Weekend Morning Programs
48	Risk Ratios - Social Age - Characters in All Programs
49	Risk Ratios - Social Age - Men in All Programs
50	Risk Ratios - Social Age - Women in All Programs
51	Risk Ratios - Marital Status - All Characters in All Programs
52	Risk Ratios - Marital Status - Men in All Programs
53	Risk Ratios - Marital Status - Women in All Programs
54	Risk Ratios - Social Class - All Characters in All Programs
55	Risk Ratios - Social Class - Men in All Programs
56	Risk Ratios - Social Class - Women in All Programs
57	Risk Ratios - Race - All Characters in All Programs
58	Risk Ratios - Race - Men in All Programs
59	Risk Ratios - Race - Women in All Programs
60	Risk Ratios - Type - All Characters in All Programs
61	Risk Ratios - Type - Men in All Programs
62	Risk Ratios - Type - Women in All Programs
63	Risk Ratios - Nationality - All Characters in All Programs
64	Risk Ratios - Nationality - Men in All Programs
65	Risk Ratios - Nationality - Women in All Programs

TABLE A: NETWORK OF PROGRAM

NETWORK	COUNT CCL PCT	YEAR									ROW TOTAL
		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
ABC	1	57	80	64	36	64	77	32	59	35	504
		31.1	34.5	31.5	36.4	33.3	34.1	29.1	30.7	31.5	32.6
CBS	2	67	85	78	29	66	80	41	80	48	574
		36.6	36.6	38.4	29.3	34.4	35.4	37.3	41.7	43.2	37.1
NBC	3	59	67	61	34	62	69	37	53	28	470
		32.2	28.9	30.0	34.3	32.3	30.5	33.6	27.6	25.2	30.4
COLUMN TOTAL		183	232	203	99	192	226	110	192	111	1548
		11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE B: TIME OF BROADCAST

TIME	COUNT CCL PCT	YEAR									ROW TOTAL
		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
WEEKEND DAYTIME	0	62	107	81	37	77	92	49	53	48	606
		33.9	46.1	39.9	37.4	40.1	40.7	44.5	27.6	43.2	39.1
8-9 PM EST	1	74	73	55	32	54	61	25	65	27	466
		40.4	31.5	27.1	32.3	28.1	27.0	22.7	33.9	24.3	30.1
9-11 PM EST	2	47	52	67	30	61	73	36	74	36	476
		25.7	22.4	33.0	30.3	31.8	32.3	32.7	38.5	32.4	30.7
COLUMN TOTAL		183	232	203	99	192	226	110	192	111	1548
		11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE C: NEW OR OLD PROGRAM

	COUNT COL PCT	YEAR									ROW TOTAL
		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
NEWOLD		-----	-----	-----	-----	-----	-----	-----	-----	-----	
	0	80	100	72	35	46	70	41	80	34	558
NEW	PROGRAM	43.7	43.1	35.5	35.4	24.0	31.0	37.3	41.7	30.6	36.0
		-----	-----	-----	-----	-----	-----	-----	-----	-----	
	1	103	132	131	64	146	156	69	112	77	990
CONTINUE	PROGRAM	56.3	56.9	64.5	64.6	76.0	69.0	62.7	58.3	69.4	64.0
		-----	-----	-----	-----	-----	-----	-----	-----	-----	
	COLUMN	183	232	203	99	192	226	110	192	111	1548
	TOTAL	11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE D: FORMAT OF PROGRAM

FORMAT	COUNT COL PCT	YEAR									ROW TOTAL
		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
		-----	-----	-----	-----	-----	-----	-----	-----	-----	
	1	57	103	70	32	64	77	34	48	45	530
CARTOON		31.1	44.4	34.5	32.3	33.3	34.1	30.9	25.0	40.5	34.2
		-----	-----	-----	-----	-----	-----	-----	-----	-----	
	2	113	115	110	54	107	135	67	131	96	888
TV PLAY		61.7	49.6	54.2	54.5	55.7	59.7	60.9	68.2	50.5	57.4
		-----	-----	-----	-----	-----	-----	-----	-----	-----	
	3	13	14	23	13	21	14	9	13	10	130
MOVIE		7.1	6.0	11.3	13.1	10.9	6.2	8.2	6.8	9.0	8.4
		-----	-----	-----	-----	-----	-----	-----	-----	-----	
	COLUMN	183	232	203	99	192	226	110	192	111	1548
	TOTAL	11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE E: TONE OF PROGRAM

TONE	COUNT COL PCT	YEAR									ROW TOTAL
		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
COMIC	1	86	120	88	46	61	94	43	68	46	652
		47.0	51.7	43.3	46.5	31.8	41.6	39.1	35.4	41.4	42.1
MIXED	2	97	37	38	15	41	34	21	56	22	361
		53.0	15.9	18.7	15.2	21.4	15.0	19.1	29.2	19.8	23.3
SERIOUS	3	0	75	77	38	90	98	46	68	43	535
		0.0	32.3	37.9	38.4	46.9	43.4	41.8	35.4	38.7	34.6
COLUMN TOTAL		183	232	203	99	192	226	110	192	111	1548
		11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE F: TYPE OF PROGRAM

PGMTYPE	COUNT COL PCT	YEAR									ROW TOTAL
		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
CRIME	1	18	28	41	28	46	51	19	43	14	288
		9.8	12.1	20.2	28.3	24.0	22.6	17.3	22.4	12.6	18.6
WESTERN	2	20	12	8	3	9	6	3	6	1	68
		10.9	5.2	3.9	3.0	4.7	2.7	2.7	3.1	0.9	4.4
ACTION-ADV	3	80	85	56	20	56	65	20	35	29	446
		43.7	36.6	27.6	20.2	29.2	28.8	18.2	18.2	26.1	28.8
OTHER	4	65	107	98	48	81	104	68	108	67	746
		35.5	46.1	48.3	48.5	42.2	46.0	61.8	56.3	60.4	48.2
COLUMN TOTAL		183	232	203	99	192	226	110	192	111	1548
		11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE G: DATE OF PROGRAM

DATE	COUNT COL PCT	YEAR									RCW TOTAL
		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
PAST	1	38	34	33	11	29	36	15	27	13	236
		20.8	14.7	16.3	11.1	15.1	15.9	13.6	14.1	11.7	15.2
PRESENT	2	113	170	152	81	147	172	84	156	92	1167
		61.7	73.3	74.9	81.8	76.6	76.1	76.4	81.3	82.9	75.4
FUTURE	3	13	6	5	5	8	4	2	6	5	54
		7.1	2.6	2.5	5.1	4.2	1.8	1.8	3.1	4.5	3.5
OTHER	4	19	22	13	2	8	14	9	3	1	91
		10.4	9.5	6.4	2.0	4.2	6.2	8.2	1.6	0.9	5.9
COLUMN TOTAL		183	232	203	99	192	226	110	192	111	1548
		11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE H: PLACE OF PROGRAM

		YEAR										ROW TOTAL
COUNT		167-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978		
COL PCT		1	2	3	4	5	6	7	8	9		
PLACE		1	2	3	4	5	6	7	8	9		
CANNOT	0	0	17	12	3	3	4	10	5	4	58	
	CCDE	0.0	7.3	5.9	3.0	1.6	1.8	9.1	2.6	3.6	3.7	
U.S.	1	121	157	149	80	150	183	82	160	86	1168	
	ONLY	66.1	67.7	73.4	80.8	78.1	81.0	74.5	83.3	77.5	75.5	
U.S. AND	2	0	12	15	5	14	6	4	8	5	69	
	OTHER	0.0	5.2	7.4	5.1	7.3	2.7	3.6	4.2	4.5	4.5	
ONLY	3	62	46	27	11	25	33	14	19	16	253	
	OTHER	33.9	19.8	13.3	11.1	13.0	14.6	12.7	9.9	14.4	16.3	
C COLUMN		183	232	203	99	192	226	110	192	111	1548	
TOTAL		11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0	

TABLE I: SETTING OF PROGRAM

SETTING	COUNT CCL PCT	YEAR									RCW TOTAL
		1967-68	69-70	71-72	1973	74-75	75-76	1976	1977	1978	
		1	2	3	4	5	6	7	8	9	
CANNCT	0	1	3	4	2	0	3	1	2	1	16
	CODE	0.0	1.3	2.0	2.0	0.0	1.3	0.9	1.0	0.9	1.0
URBAN	1	61	80	51	45	82	115	53	104	50	681
	SUBURBAN	33.3	34.5	44.8	45.5	42.7	50.9	48.2	54.2	45.0	44.0
SMALL TOWN	2	50	46	34	21	34	32	27	40	33	317
		27.3	19.8	16.7	21.2	17.7	14.2	24.5	20.8	29.7	20.5
UNINHAB-MOBILE	3	33	18	16	8	21	35	15	26	10	182
		18.0	7.8	7.9	8.1	10.9	15.5	13.6	13.5	9.0	11.8
MIXED	4	39	85	58	23	55	41	14	20	17	352
		21.3	36.6	28.6	23.2	28.6	18.1	12.7	10.4	15.3	22.7
C COLUMN		183	232	203	99	192	226	110	192	111	1548
TOTAL		11.8	15.0	13.1	6.4	12.4	14.6	7.1	12.4	7.2	100.0

TABLE 1: ALL PROGRAMS, ALL NETWORKS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	183	232	203	99	192	226	110	192	111	1548
Program Hours Analyzed	120.5	138.9	142.3	75.2	150.5	153.0	71.6	143.7	77.3	1073.0
Leading characters analyzed	455	573	552	359	628	664	290	585	298	4404
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	81.4	80.6	79.8	72.7	80.7	77.4	89.1	75.5	84.7	79.9
Program hours containing violence	85.1	80.8	85.7	79.7	84.4	81.8	89.5	79.7	85.6	83.3
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	872	1128	1022	524	1038	1185	680	959	643	8051
(R/P) Rate per all programs (plays)	4.8	4.9	5.0	5.3	5.4	5.2	6.2	5.0	5.8	5.2
(R/H) Rate per all hours	7.2	8.1	7.2	7.0	6.9	7.7	9.5	6.7	8.3	7.5
Duration of Violent Episodes (hrs)	--	--	--	3.2	7.6	6.8	4.4	5.6	2.8	27.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	52.7	49.7	42.4	34.5	43.3	43.8	60.7	47.2	42.3	46.0
Victims (subjected to violence)	60.4	58.1	50.2	48.2	55.7	54.1	64.8	49.9	57.4	54.9
(%V) Any involvement in violence	69.5	65.1	59.8	55.7	64.6	64.2	74.8	60.9	64.8	64.0
Killers (committing fatal violence)	11.6	4.7	8.2	5.8	10.0	6.5	6.6	5.1	3.0	7.0
Killed (victims of lethal violence)	5.5	3.0	4.0	3.3	5.4	3.8	3.1	1.7	2.0	3.6
(%K) Any involvement in killing	15.4	6.6	9.8	7.5	12.9	9.2	8.3	5.8	5.0	9.2
Violents : Victims Ratio	- 1.15	- 1.17	- 1.18	- 1.40	- 1.29	- 1.23	- 1.07	- 1.06	- 1.36	- 1.19
Killers : Killed Ratio	+ 2.12	+ 1.59	+ 2.05	+ 1.75	+ 1.85	+ 1.72	+ 2.11	+ 3.00	+ 1.50	+ 1.94
INDICATORS OF VIOLENCE										
Program Score: $PS = (\%P) + 2(R/P) + 2(R/H)$	105.4	106.6	104.2	97.3	105.3	103.4	120.5	98.9	112.9	105.3
Character V-Score: $CS = (\%V) + (\%K)$	84.8	71.7	69.6	63.2	77.5	73.3	83.1	66.7	69.8	73.1
Violence Index: $VI = PS + CS$	190.3	178.3	173.8	160.5	182.9	176.8	203.6	165.5	182.7	178.5

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 2: PRIME-TIME PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	121	125	122	62	115	134	61	139	63	942
Program Hours Analyzed	106.0	111.8	111.8	56.5	118.0	120.1	56.5	127.2	63.0	870.8
Leading characters analyzed	340	350	386	214	395	431	172	440	191	2919
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	75.2	66.4	73.8	59.7	72.2	68.7	80.3	69.8	74.6	71.0
Program hours containing violence	84.0	77.0	84.4	74.8	82.2	80.0	86.7	78.4	82.5	81.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	549	434	533	277	642	716	342	701	285	4479
(R/P) Rate per all programs (plays)	4.5	3.5	4.4	4.5	5.6	5.3	5.6	5.0	4.5	4.8
(R/H) Rate per all hours	5.2	3.9	4.8	4.9	5.4	6.0	6.1	5.5	4.5	5.1
Duration of Violent Episodes (hrs)	--	--	--	2.2	5.8	4.8	3.2	4.5	1.5	19.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	47.6	36.6	39.1	30.8	46.1	40.1	56.4	44.8	33.5	41.8
Victims (subjected to violence)	53.8	42.9	43.5	35.0	52.4	45.5	54.7	44.5	44.5	46.4
(%V) Any involvement in violence	64.4	49.4	53.9	41.1	60.5	55.0	67.4	55.5	52.9	55.7
Killers (committing fatal violence)	14.1	6.9	11.4	9.3	15.4	10.0	9.9	6.8	4.7	10.1
Killed (victims of lethal violence)	5.6	4.0	5.2	5.6	8.1	5.3	4.7	2.3	3.1	4.9
(%K) Any involvement in killing	17.4	9.4	13.5	12.1	19.5	13.7	12.2	7.7	7.9	12.9
Violents : Victims Ratio	- 1.13	- 1.17	- 1.11	- 1.14	- 1.14	- 1.13	+ 1.03	+ 1.01	- 1.33	- 1.11
Killers : Killed Ratio	+ 2.53	+ 1.71	+ 2.20	+ 1.67	+ 1.91	+ 1.87	+ 2.13	+ 3.00	+ 1.50	+ 2.06
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	94.6	81.1	92.0	78.4	94.2	91.3	103.6	90.9	92.7	90.8
Character V-Score: $CS = (%V) + (%K)$	81.8	58.9	67.4	53.3	80.0	68.7	79.7	63.2	60.7	68.6
Violence Index: $VI = PS + CS$	176.4	140.0	159.4	131.7	174.2	159.9	183.3	154.1	153.4	159.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 3: PROGRAMS AIRED 8-9 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	74	73	55	32	54	61	25	65	27	466
Program Hours Analyzed	57.0	53.3	48.5	29.0	50.0	40.3	20.0	51.5	20.5	370.1
Leading characters analyzed	205	206	176	110	182	184	69	186	79	1397
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	77.0	60.3	74.5	56.3	63.0	52.5	72.0	66.2	59.3	65.0
Program hours containing violence	85.1	70.9	85.6	70.7	73.0	60.3	77.5	74.8	63.4	74.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	363	208	232	147	193	164	94	273	82	1756
(R/P) Rate per all programs (plays)	4.9	2.8	4.2	4.6	3.6	2.7	3.8	4.2	3.0	3.8
(R/H) Rate per all hours	6.4	3.9	4.8	5.1	3.9	4.1	4.7	5.3	4.0	4.7
Duration of Violent Episodes (hrs)	--	--	--	0.9	1.6	1.1	0.7	1.9	0.3	5.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	48.8	35.0	37.5	29.1	31.9	21.2	42.0	39.8	22.8	34.9
Victims (subjected to violence)	57.6	40.3	39.8	33.6	39.0	27.2	43.5	44.1	34.2	40.7
(%V) Any involvement in violence	66.3	46.1	50.0	40.9	46.2	37.0	55.1	53.2	39.2	49.0
Killers (committing fatal violence)	16.6	5.3	6.2	6.4	11.0	1.1	1.4	2.2	3.8	6.7
Killed (victims of lethal violence)	6.3	2.4	2.8	4.5	5.5	0.0	0.0	0.5	0.0	2.8
(%K) Any involvement in killing	20.5	7.3	7.4	10.0	13.7	1.1	1.4	2.2	3.8	8.3
Violents : Victims Ratio	- 1.18	- 1.15	- 1.06	- 1.16	- 1.22	- 1.28	- 1.03	- 1.11	- 1.50	- 1.16
Killers : Killed Ratio	+ 2.62	+ 2.20	+ 2.20	+ 1.40	+ 2.00	+ 0.00	+ 0.00	+ 4.00	+ 0.00	+ 2.38
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	99.6	73.8	92.5	75.6	77.8	66.0	88.9	85.2	73.3	82.0
Character V-Score: $CS = (%V) + (%K)$	86.8	53.4	57.4	50.9	59.9	38.0	56.5	55.4	43.0	57.3
Violence Index: $VI = PS + CS$	186.4	127.2	149.9	126.5	137.7	104.0	145.4	140.5	116.4	139.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 4: PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	47	52	67	30	61	73	36	74	36	476
Program Hours Analyzed	49.0	58.5	63.3	27.5	68.0	79.8	36.5	75.7	42.5	500.7
Leading characters analyzed	135	144	210	104	213	247	103	254	112	1522
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	72.3	75.0	73.1	63.3	80.3	82.2	86.1	73.0	86.1	76.9
Program hours containing violence	82.7	82.5	83.5	79.1	89.0	90.0	91.8	80.8	91.8	85.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	186	226	301	130	449	552	248	428	203	2723
(R/P) Rate per all programs (plays)	4.0	4.3	4.5	4.3	7.4	7.6	6.9	5.8	5.6	5.7
(R/H) Rate per all hours	3.8	3.9	4.8	4.7	6.6	6.9	6.8	5.7	4.8	5.4
Duration of Violent Episodes (hrs)	--	--	--	1.3	4.1	3.7	2.5	2.6	1.2	14.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	45.9	38.9	40.5	32.7	58.2	54.3	66.0	48.4	41.1	48.1
Victims (subjected to violence)	48.1	46.5	46.7	36.5	63.8	59.1	62.1	44.9	51.8	51.6
(%V) Any involvement in violence	61.5	54.2	57.1	41.3	72.8	68.4	75.7	57.1	62.5	61.8
Killers (committing fatal violence)	10.4	9.0	15.7	12.5	19.2	16.6	15.5	10.2	5.4	13.3
Killed (victims of lethal violence)	4.4	6.2	7.1	6.7	10.3	9.3	7.8	3.5	5.4	6.9
(%K) Any involvement in killing	12.6	12.5	18.6	14.4	24.4	23.1	19.4	11.8	10.7	17.1
Violents : Victims Ratio	- 1.05	- 1.20	- 1.15	- 1.12	- 1.10	- 1.09	+ 1.06	+ 1.08	- 1.26	- 1.07
Killers : Killed Ratio	+ 2.33	+ 1.44	+ 2.20	+ 1.86	+ 1.86	+ 1.78	+ 2.00	+ 2.89	1.00	+ 1.93
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	87.8	91.4	91.6	81.5	108.3	111.2	113.5	95.9	106.9	99.2
Character V-Score: $CS = (%V) + (%K)$	74.1	66.7	75.7	55.8	97.2	91.5	95.1	68.9	73.2	78.9
Violence Index: $VI = PS + CS$	161.9	158.1	167.4	137.2	205.4	202.7	208.6	164.8	180.2	178.1

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 5: WEEKEND MORNING PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	62	107	81	37	77	92	49	53	48	606
Program Hours Analyzed	14.5	27.2	30.5	18.7	32.5	32.9	15.1	16.5	14.3	202.3
Leading characters analyzed	115	223	166	145	233	233	118	145	107	1485
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.5	97.2	88.9	94.6	93.5	90.2	100.0	90.6	97.9	93.7
Program hours containing violence	93.1	96.6	90.4	94.6	92.3	88.4	100.0	89.9	98.8	93.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	323	694	489	247	396	469	338	258	358	3572
(R/P) Rate per all programs (plays)	5.2	6.5	6.0	6.7	5.1	5.1	6.9	4.9	7.5	5.9
(R/H) Rate per all hours	22.3	25.5	16.0	13.2	12.2	14.2	22.4	15.6	25.0	17.7
Duration of Violent Episodes (hrs)	--	--	--	1.0	1.8	1.9	1.2	1.1	1.3	7.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	67.8	70.4	50.0	40.0	38.6	50.6	66.9	54.5	57.9	54.1
Victims (subjected to violence)	80.0	82.1	65.7	67.6	61.4	70.0	79.7	66.2	80.4	71.6
(%V) Any involvement in violence	84.3	89.7	73.5	77.2	71.7	81.1	85.6	77.2	86.0	80.3
Killers (committing fatal violence)	4.3	1.3	0.6	0.7	0.9	0.0	1.7	0.0	0.0	0.9
Killed (victims of lethal violence)	5.2	1.3	1.2	0.0	0.9	0.9	0.8	0.0	0.0	1.1
(%K) Any involvement in killing	9.6	2.2	1.2	0.7	1.7	0.9	2.5	0.0	0.0	1.9
Violents : Victims Ratio	- 1.18	- 1.17	- 1.31	- 1.69	- 1.59	- 1.38	- 1.19	- 1.22	- 1.39	- 1.32
Killers : Killed Ratio	- 1.20	1.00	- 2.00	+ 0.00	1.00	- 0.00	+ 2.00	0.00	0.00	- 1.14
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	148.5	161.3	133.0	134.4	128.2	128.9	158.7	131.5	162.8	140.8
Character V-Score: $CS = (%V) + (%K)$	93.9	91.9	74.7	77.9	73.4	82.0	88.1	77.2	86.0	82.2
Violence Index: $VI = PS + CS$	242.4	253.2	207.7	212.3	201.6	210.9	246.8	208.8	248.8	223.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 6: TELEVISION PLAYS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	113	115	110	54	107	135	67	131	56	888
Program Hours Analyzed	79.1	84.6	79.0	37.5	87.0	103.5	46.8	102.7	44.2	664.4
Leading characters analyzed	304	321	328	175	355	430	181	397	164	2655
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	73.5	64.3	68.2	53.7	71.0	65.9	82.1	66.4	71.4	69.5
Program hours containing violence	80.9	72.2	78.0	64.7	77.6	74.9	84.0	72.6	75.1	75.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	466	363	380	178	425	566	312	455	168	3313
(R/P) Rate per all programs (plays)	4.1	3.2	3.5	3.3	4.0	4.2	4.7	3.5	3.0	3.7
(R/H) Rate per all hours	5.9	4.3	4.8	4.7	4.9	5.5	6.7	4.4	3.8	5.0
Duration of Violent Episodes (hrs)	--	--	--	1.2	3.5	3.8	2.3	3.0	1.1	13.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	45.4	35.8	34.8	30.3	39.7	36.5	54.7	39.0	29.9	38.5
Victims (subjected to violence)	53.3	42.7	37.5	34.3	45.4	43.5	58.0	38.3	37.2	43.2
(%V) Any involvement in violence	62.5	48.9	47.0	42.3	55.8	52.8	71.3	50.4	46.3	52.9
Killers (committing fatal violence)	13.5	6.2	7.9	6.9	10.1	7.4	7.2	3.5	4.3	7.6
Killed (victims of lethal violence)	5.3	3.4	2.4	4.0	3.9	4.2	2.8	1.0	1.2	3.2
(%K) Any involvement in killing	16.8	8.4	8.5	9.7	12.1	10.7	8.8	4.0	5.5	9.5
Violents : Victims Ratio	- 1.17	- 1.19	- 1.08	- 1.13	- 1.14	- 1.19	- 1.06	+ 1.02	- 1.24	- 1.12
Killers : Killed Ratio	+ 2.56	+ 1.82	+ 3.25	+ 1.71	+ 2.57	+ 1.78	+ 2.60	+ 3.50	+ 3.50	+ 2.36
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	93.5	79.2	84.7	69.8	88.7	85.2	104.7	82.2	85.0	85.9
Character V-Score: $CS = (%V) + (%K)$	79.3	57.3	55.5	52.0	67.9	63.5	80.1	54.4	51.8	62.4
Violence Index: $VI = PS + CS$	172.8	136.6	140.2	121.8	156.6	148.7	184.8	136.6	136.9	148.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 7: MOVIES (FEATURE AND FOR-TV)

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	13	14	23	13	21	14	9	13	10	130
Program Hours Analyzed	27.5	29.0	38.8	22.0	38.5	26.8	17.0	26.8	20.0	246.3
Leading characters analyzed	42	43	85	55	82	52	32	57	34	482
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	92.3	92.9	95.7	92.3	95.2	100.0	100.0	100.0	100.0	96.2
Program hours containing violence	92.7	92.2	94.8	93.2	96.1	100.0	100.0	100.0	100.0	96.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	93	99	195	116	251	194	105	221	131	1405
(R/P) Rate per all programs (plays)	7.2	7.1	8.5	8.9	12.0	13.9	11.7	17.0	13.1	10.8
(R/H) Rate per all hours	3.4	3.4	5.0	5.3	6.5	7.3	6.2	8.3	6.5	5.7
Duration of Violent Episodes (hrs)	--	--	--	1.1	2.7	1.3	1.3	1.5	0.5	7.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	61.9	51.2	51.8	34.5	68.3	73.1	53.1	71.9	55.9	58.5
Victims (subjected to violence)	59.5	62.8	64.7	41.8	78.0	65.4	59.4	75.4	85.3	66.2
(%V) Any involvement in violence	78.6	69.8	75.3	49.1	84.1	84.6	59.4	82.5	91.2	75.5
Killers (committing fatal violence)	16.7	9.3	21.2	14.5	30.5	21.2	18.8	28.1	5.9	20.1
Killed (victims of lethal violence)	7.1	7.0	14.1	9.1	22.0	9.6	12.5	10.5	11.8	12.4
(%K) Any involvement in killing	19.0	14.0	28.2	16.4	41.5	25.0	25.0	31.6	17.6	26.1
Violents : Victims Ratio	+ 1.04	- 1.23	- 1.25	- 1.21	- 1.14	+ 1.12	- 1.12	- 1.05	- 1.53	- 1.13
Killers : Killed Ratio	+ 2.33	+ 1.33	+ 1.50	+ 1.60	+ 1.39	+ 2.20	+ 1.50	+ 2.67	- 2.00	+ 1.62
INDICATORS OF VIOLENCE										
Program Score: $PS = (\%P) + 2(R/P) + 2(R/H)$	113.4	113.8	122.7	120.7	132.2	142.2	135.7	150.5	139.3	129.2
Character V-Score: $CS = (\%V) + (\%K)$	97.6	83.7	103.5	65.5	125.6	109.6	84.4	114.0	108.8	101.7
Violence Index: $VI = PS + CS$	211.0	197.5	226.2	186.2	257.8	251.8	220.1	264.6	248.1	230.8

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 8: CARTOONS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	57	103	70	32	64	77	34	48	45	530
Program Hours Analyzed	13.9	25.3	24.5	15.7	25.0	22.8	7.7	14.3	13.1	162.4
Leading characters analyzed	109	209	139	129	191	182	77	131	100	1267
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	94.7	97.1	92.9	96.9	92.2	93.5	100.0	93.8	97.8	95.1
Program hours containing violence	93.4	96.4	96.2	96.8	90.0	91.9	100.0	93.0	98.7	94.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	313	666	447	230	362	425	263	283	344	3333
(R/P) Rate per all programs (plays)	5.5	6.5	6.4	7.2	5.7	5.5	7.7	5.9	7.6	6.3
(R/H) Rate per all hours	22.5	26.3	18.2	14.7	14.5	18.7	34.0	19.8	26.2	20.5
Duration of Violent Episodes (hrs)	--	--	--	1.0	1.4	1.6	0.9	1.2	1.3	6.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	69.7	70.8	54.7	40.3	39.3	52.7	77.9	61.1	58.0	56.9
Victims (subjected to violence)	80.7	80.9	71.2	69.8	65.4	75.8	83.1	74.0	81.0	75.1
(%V) Any involvement in violence	85.3	89.0	80.6	76.7	72.8	85.2	89.6	83.2	86.0	82.7
Killers (committing fatal violence)	4.6	1.4	0.7	0.8	1.0	0.0	0.0	0.0	0.0	0.9
Killed (victims of lethal violence)	5.5	1.4	1.4	0.0	1.0	1.1	0.0	0.0	0.0	1.2
(%K) Any involvement in killing	10.1	2.4	1.4	0.8	2.1	1.1	0.0	0.0	0.0	2.0
Violents : Victims Ratio	- 1.16	- 1.14	- 1.30	- 1.73	- 1.67	- 1.44	- 1.07	- 1.21	- 1.40	- 1.32
Killers : Killed Ratio	- 1.20	1.00	- 2.00	+ 0.00	1.00	- 0.00	0.00	0.00	0.00	- 1.25
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	150.7	162.6	142.1	140.6	132.5	141.9	183.5	145.2	165.5	148.7
Character V-Score: CS = (%V) + (%K)	95.4	91.4	82.0	77.5	74.9	86.3	89.6	83.2	86.0	84.7
Violence Index: VI = PS + CS	246.1	254.0	224.1	218.1	207.3	228.1	273.1	228.4	251.5	233.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 9: ALL ACTION PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	118	125	105	51	111	122	42	84	44	802
Program Hours Analyzed	83.4	73.5	86.6	46.1	105.5	101.7	37.7	75.3	32.0	641.7
Leading characters analyzed	299	328	296	208	388	375	133	282	133	2442
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	96.6	96.8	95.2	96.1	94.6	92.6	95.2	91.7	95.5	94.9
Program hours containing violence	96.5	97.2	98.0	94.6	95.3	94.1	94.7	93.8	93.8	95.5
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	760	819	757	418	790	831	347	633	305	5560
(R/P) Rate per all programs (plays)	6.4	6.6	7.2	8.2	7.1	6.8	8.3	7.5	6.9	7.1
(R/H) Rate per all hours	9.1	11.1	8.7	9.1	7.5	8.2	9.2	8.4	9.5	8.8
Duration of Violent Episodes (hrs)	--	--	--	2.6	6.7	5.4	3.0	4.4	1.8	21.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	69.6	65.5	59.1	43.3	57.2	56.0	71.4	65.2	48.1	59.9
Victims (subjected to violence)	77.3	76.8	66.9	63.5	68.6	63.5	72.2	67.4	64.7	69.2
(%V) Any involvement in violence	86.0	84.8	77.7	69.2	80.2	75.2	85.0	78.0	72.2	79.1
Killers (committing fatal violence)	17.4	6.7	13.2	9.6	16.0	11.2	12.8	10.6	6.0	12.0
Killed (victims of lethal violence)	7.7	3.7	5.4	5.8	8.2	5.9	5.3	3.5	0.0	5.5
(%K) Any involvement in killing	22.7	9.5	15.2	12.5	20.1	15.2	15.8	12.1	6.0	15.1
Violents : Victims Ratio	- 1.11	- 1.17	- 1.13	- 1.47	- 1.20	- 1.13	- 1.01	- 1.03	- 1.34	- 1.15
Killers : Killed Ratio	+ 2.26	+ 1.83	+ 2.44	+ 1.67	+ 1.94	+ 1.91	+ 2.43	+ 3.00	+ 0.00	+ 2.18
INDICATORS OF VIOLENCE										
Program Score: $PS = (\%P) + 2(R/P) + 2(R/H)$	127.7	132.2	127.1	130.6	123.8	122.6	130.2	123.6	128.4	126.6
Character V-Score: $CS = (\%V) + (\%K)$	108.7	94.2	92.9	81.7	100.3	90.4	100.8	90.1	78.2	94.1
Violence Index: $VI = PS + CS$	236.4	226.4	220.0	212.3	224.1	213.0	230.9	213.6	206.6	220.8

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 10: PRIME-TIME ACTION PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	69	49	59	28	72	74	28	54	20	453
Program Hours Analyzed	72.0	55.3	68.8	34.0	88.5	82.0	31.5	64.7	22.3	518.9
Leading characters analyzed	206	142	200	109	260	254	92	195	70	1528
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	97.1	95.9	98.3	92.9	94.4	94.6	92.9	90.7	90.0	94.7
Program hours containing violence	96.5	97.3	99.3	92.6	95.5	95.7	93.7	93.8	91.0	95.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	481	323	424	249	608	593	256	486	116	3536
(R/P) Rate per all programs (plays)	7.0	6.6	7.2	8.9	8.4	8.0	9.1	9.0	5.8	7.8
(R/H) Rate per all hours	6.7	5.8	6.2	7.3	6.9	7.2	8.1	7.5	5.2	6.8
Duration of Violent Episodes (hrs)	--	--	--	2.0	5.7	4.2	2.6	3.6	0.9	17.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	67.0	64.1	59.5	49.5	65.8	57.5	78.3	69.2	44.3	62.6
Victims (subjected to violence)	73.8	70.4	62.5	57.8	71.9	59.8	70.7	67.2	52.9	66.2
(%V) Any involvement in violence	85.0	80.3	76.0	65.1	82.7	72.4	87.0	77.9	61.4	77.6
Killers (committing fatal violence)	22.8	14.8	19.0	17.4	23.5	16.5	16.3	15.4	11.4	18.4
Killed (victims of lethal violence)	8.3	7.0	7.5	11.0	12.3	8.3	6.5	5.1	0.0	8.0
(%K) Any involvement in killing	27.7	19.7	22.0	22.9	29.6	22.0	19.6	17.4	11.4	22.7
Violents : Victims Ratio	- 1.10	- 1.10	- 1.05	- 1.17	- 1.09	- 1.04	+ 1.11	+ 1.03	- 1.19	- 1.06
Killers : Killed Ratio	+ 2.76	+ 2.10	+ 2.53	+ 1.58	+ 1.91	+ 2.00	+ 2.50	+ 3.00	+ 0.00	+ 2.28
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	124.4	120.8	125.0	125.3	125.1	125.1	127.4	123.8	112.0	123.9
Character V-Score: $CS = (%V) + (%K)$	112.6	100.0	98.0	88.1	112.3	94.5	106.5	95.4	72.9	100.3
Violence Index: $VI = PS + CS$	237.0	220.8	223.0	213.4	237.4	219.6	233.9	219.2	184.9	224.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 11: WEEKEND MORNING ACTION PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	49	76	46	23	39	48	14	30	24	349
Program Hours Analyzed	11.4	18.3	17.8	12.1	17.0	19.7	6.2	10.6	9.8	122.8
Leading characters analyzed	93	186	96	99	128	121	41	87	63	914
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	95.9	97.4	91.3	100.0	94.9	89.6	100.0	93.3	100.0	95.1
Program hours containing violence	96.4	96.8	93.2	100.0	94.1	87.3	100.0	93.7	100.0	94.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	279	496	333	169	182	238	91	147	189	2124
(R/P) Rate per all programs (plays)	5.7	6.5	7.2	7.3	4.7	5.0	6.5	4.9	7.9	6.1
(R/H) Rate per all hours	24.4	27.1	18.7	14.0	10.7	12.1	14.8	13.9	19.4	17.3
Duration of Violent Episodes (hrs)	--	--	--	0.6	1.1	1.2	0.4	0.8	0.9	4.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	75.3	66.7	58.3	36.4	39.8	52.9	56.1	56.3	52.4	55.4
Victims (subjected to violence)	84.9	81.7	76.0	69.7	61.7	71.1	75.6	67.8	77.8	74.1
(%V) Any involvement in violence	88.2	88.2	81.3	73.7	75.0	81.0	80.5	78.2	84.1	81.5
Killers (committing fatal violence)	5.4	0.5	1.0	1.0	0.8	0.0	4.9	0.0	0.0	1.2
Killed (victims of lethal violence)	6.5	1.1	1.0	0.0	0.0	0.8	2.4	0.0	0.0	1.2
(%K) Any involvement in killing	11.8	1.6	1.0	1.0	0.8	0.8	7.3	0.0	0.0	2.3
Violents : Victims Ratio	- 1.13	- 1.23	- 1.30	- 1.92	- 1.55	- 1.34	- 1.35	- 1.20	- 1.48	- 1.34
Killers : Killed Ratio	- 1.20	- 2.00	1.00	+ 0.00	+ 0.00	- 0.00	+ 2.00	0.00	0.00	1.00
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	156.2	164.6	143.1	142.7	125.6	123.7	142.5	130.9	154.5	141.9
Character V-Score: CS = (%V) + (%K)	100.0	89.8	82.3	74.7	75.8	81.8	87.8	78.2	84.1	83.8
Violence Index: VI = PS + CS	256.2	254.4	225.4	217.5	201.4	205.5	230.3	209.0	238.6	225.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 12: ALL COMIC TONE PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	86	120	88	46	61	94	43	68	46	652
Program Hours Analyzed	40.5	43.1	34.2	20.9	24.6	33.9	13.2	28.2	16.5	255.2
Leading characters analyzed	189	258	196	159	165	247	96	173	98	1581
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	66.3	79.2	69.3	65.2	73.8	69.1	90.7	70.6	82.6	73.3
Program hours containing violence	61.1	67.7	67.1	64.2	67.5	58.3	84.9	62.7	74.7	65.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	255	584	333	194	281	374	268	257	295	2841
(R/P) Rate per all programs (plays)	3.0	4.9	3.8	4.2	4.6	4.0	6.2	3.8	6.4	4.4
(R/H) Rate per all hours	6.3	13.5	9.7	9.3	11.4	11.0	20.3	9.1	17.9	11.1
Duration of Violent Episodes (hrs)	--	--	--	0.8	1.4	1.4	0.8	1.0	1.0	5.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	37.6	52.7	31.1	32.7	36.4	39.3	68.7	38.2	50.0	41.6
Victims (subjected to violence)	45.0	59.7	38.3	46.5	53.3	52.2	72.9	42.8	65.3	51.4
(%V) Any involvement in violence	54.0	65.5	46.4	56.6	62.4	61.9	83.3	54.9	71.4	60.3
Killers (committing fatal violence)	4.2	0.8	0.5	0.6	1.2	0.0	0.0	0.0	0.0	0.9
Killed (victims of lethal violence)	0.5	0.8	1.0	0.0	1.2	0.8	0.0	0.0	0.0	0.6
(%K) Any involvement in killing	4.8	1.2	1.0	0.6	2.4	0.8	0.0	0.0	0.0	1.3
Violents : Victims Ratio	- 1.20	- 1.13	- 1.23	- 1.42	- 1.47	- 1.33	- 1.06	- 1.12	- 1.31	- 1.24
Killers : Killed Ratio	+ 8.00	1.00	- 2.00	+ 0.00	1.00	- 0.00	0.00	0.00	0.00	+ 1.56
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	84.8	116.0	96.3	92.2	105.8	99.1	143.7	96.4	131.2	104.3
Character V-Score: $CS = (%V) + (%K)$	58.7	66.7	47.4	57.2	64.8	62.8	83.3	54.9	71.4	61.6
Violence Index: $VI = PS + CS$	143.5	182.7	143.8	149.4	170.7	161.9	227.0	151.3	202.6	165.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 13: PRIME-TIME COMIC TONE PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	51	41	35	20	19	37	11	39	16	269
Program Hours Analyzed	33.0	24.3	16.9	9.3	11.0	17.5	5.5	21.7	10.0	149.1
Leading characters analyzed	131	104	100	60	46	100	21	100	38	700
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	49.0	43.9	45.7	25.0	26.3	32.4	63.6	53.8	56.3	43.9
Program hours containing violence	54.5	45.4	47.8	24.3	36.4	28.6	63.6	53.8	60.0	46.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	106	48	35	10	35	55	22	94	63	468
(R/P) Rate per all programs (plays)	2.1	1.2	1.0	0.5	1.8	1.5	2.0	2.4	3.9	1.7
(R/H) Rate per all hours	3.2	2.0	2.1	1.1	3.2	3.1	4.0	4.3	6.3	3.1
Duration of Violent Episodes (hrs)	--	--	--	0.0	0.4	0.3	0.0	0.5	0.3	1.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	29.8	12.5	11.0	11.7	10.9	11.0	47.6	21.0	26.3	18.1
Victims (subjected to violence)	32.8	18.3	15.0	10.0	13.0	24.0	42.9	21.0	34.2	22.3
(%V) Any involvement in violence	42.7	22.1	23.0	15.0	17.4	28.0	57.1	32.0	42.1	29.6
Killers (committing fatal violence)	4.6	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Killed (victims of lethal violence)	0.8	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
(%K) Any involvement in killing	5.3	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Violents : Victims Ratio	- 1.10	- 1.46	- 1.36	+ 1.17	- 1.20	- 2.18	+ 1.11	1.00	- 1.30	- 1.23
Killers : Killed Ratio	+ 6.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	+ 3.50
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	59.6	50.2	51.9	28.2	36.4	41.7	75.6	67.3	76.7	53.6
Character V-Score: $CS = (%V) + (%K)$	48.1	22.1	24.0	15.0	17.4	28.0	57.1	32.0	42.1	30.7
Violence Index: $VI = PS + CS$	107.7	72.3	75.9	43.2	53.8	69.7	132.8	99.3	118.8	84.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 14: WEEKEND MORNING COMIC TONE PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	35	79	53	26	42	57	32	29	30	383
Program Hours Analyzed	7.5	18.9	17.3	11.7	13.6	16.4	7.7	6.5	6.5	106.1
Leading characters analyzed	58	154	96	99	119	147	75	73	60	881
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	91.4	97.5	84.9	96.2	95.2	93.0	100.0	93.1	96.7	94.0
Program hours containing violence	90.0	96.5	85.9	95.7	92.6	89.9	100.0	92.3	97.4	92.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	149	536	298	184	246	319	246	163	232	2373
(R/P) Rate per all programs (plays)	4.3	6.8	5.6	7.1	5.9	5.6	7.7	5.6	7.7	6.2
(R/H) Rate per all hours	19.9	28.4	17.2	15.7	18.1	19.4	31.8	25.1	35.7	22.4
Duration of Violent Episodes (hrs)	--	--	--	0.8	1.0	1.1	0.8	0.5	0.7	4.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	55.2	79.9	52.1	45.5	46.2	58.5	74.7	61.6	65.0	60.3
Victims (subjected to violence)	72.4	87.7	62.5	68.7	68.9	71.4	81.3	72.6	85.0	74.6
(%V) Any involvement in violence	79.3	94.8	70.8	81.8	79.8	85.0	90.7	86.3	90.0	84.7
Killers (committing fatal violence)	3.4	1.3	0.0	1.0	1.7	0.0	0.0	0.0	0.0	0.8
Killed (victims of lethal violence)	0.0	1.3	1.0	0.0	1.7	1.4	0.0	0.0	0.0	0.8
(%K) Any involvement in killing	3.4	1.9	1.0	1.0	3.4	1.4	0.0	0.0	0.0	1.5
Violents : Victims Ratio	- 1.31	- 1.10	- 1.20	- 1.51	- 1.49	- 1.22	- 1.09	- 1.18	- 1.31	- 1.24
Killers : Killed Ratio	+ 0.00	1.00	- 0.00	+ 0.00	1.00	- 0.00	0.00	0.00	0.00	1.00
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	139.7	167.9	130.6	141.8	143.2	143.0	179.0	154.5	183.5	151.1
Character V-Score: $CS = (%V) + (%K)$	82.8	96.8	71.9	82.8	83.2	86.4	90.7	86.3	90.0	86.2
Violence Index: $VI = PS + CS$	222.4	264.6	202.4	224.6	226.4	229.4	269.7	240.8	273.5	237.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 15 ALL SERIOUS PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	0	75	77	38	90	98	46	68	43	535
Program Hours Analyzed	0.0	74.2	88.3	42.5	99.0	99.0	48.2	73.9	45.0	570.1
Leading characters analyzed	0	214	260	147	320	320	141	234	131	1767
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	0.0	84.0	96.1	89.5	90.0	89.8	93.5	88.2	90.7	90.1
Program hours containing violence	0.0	88.2	95.5	90.6	91.4	92.4	93.8	91.0	92.2	91.9
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	0	399	474	289	611	703	351	511	239	3577
(R/P) Rate per all programs (plays)	0.0	5.3	6.2	7.6	6.8	7.2	7.6	7.5	5.6	6.7
(R/H) Rate per all hours	0.0	5.4	5.4	6.8	6.2	7.1	7.3	6.9	5.3	6.3
Duration of Violent Episodes (hrs)	--	--	--	2.3	5.6	5.1	3.4	3.2	1.4	18.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	0.0	50.5	51.9	41.5	53.7	51.6	63.1	60.3	45.0	52.6
Victims (subjected to violence)	0.0	56.5	57.7	55.1	63.4	60.3	66.7	62.0	59.5	60.3
(%V) Any involvement in violence	100.0	66.4	69.6	61.2	72.5	70.0	75.9	72.6	67.9	69.9
Killers (committing fatal violence)	0.0	11.2	15.8	13.6	17.5	13.1	13.5	12.0	6.9	13.5
Killed (victims of lethal violence)	0.0	6.5	7.7	8.2	9.4	7.2	6.4	4.3	4.6	7.0
(%K) Any involvement in killing	0.0	15.4	18.8	17.7	22.2	18.1	17.0	13.7	11.5	17.4
Violents : Victims Ratio	0.00	- 1.12	- 1.11	- 1.33	- 1.18	- 1.17	- 1.06	- 1.03	- 1.32	- 1.15
Killers : Killed Ratio	0.00	+ 1.71	+ 2.05	+ 1.67	+ 1.87	+ 1.83	+ 2.11	+ 2.80	+ 1.50	+ 1.93
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	0.0	105.4	119.1	118.3	115.9	118.3	123.3	117.1	112.4	116.0
Character V-Score: $CS = (%V) + (%K)$	100.0	81.8	88.5	78.9	94.7	88.1	92.9	86.3	79.4	87.3
Violence Index: $VI = PS + CS$	100.0	187.2	207.6	197.2	210.6	206.5	216.2	203.4	191.8	203.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 16: PRIME-TIME SERIOUS TONE PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	0	61	71	33	76	79	36	54	31	441
Program Hours Analyzed	0.0	70.3	85.3	39.5	91.5	89.0	43.5	68.2	40.0	527.2
Leading characters analyzed	0	174	245	129	281	272	114	195	104	1514
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	0.0	82.0	95.8	90.9	90.8	91.1	91.7	88.9	87.1	90.0
Program hours containing violence	0.0	87.9	95.3	91.1	91.8	93.3	93.1	91.2	91.2	92.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	0	331	460	265	572	617	294	458	167	3164
(R/P) Rate per all programs (plays)	0.0	5.4	6.5	8.0	7.5	7.8	8.2	8.5	5.4	7.2
(R/H) Rate per all hours	0.0	4.7	5.4	6.7	6.3	6.9	6.8	6.7	4.2	6.0
Duration of Violent Episodes (hrs)	--	--	--	2.2	5.2	4.4	3.1	2.9	1.1	16.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	0.0	51.7	53.5	45.0	56.9	54.4	64.9	62.6	42.3	54.6
Victims (subjected to violence)	0.0	57.5	58.4	52.7	65.1	58.8	63.2	62.1	53.8	59.6
(%V) Any involvement in violence	100.0	66.7	71.0	59.7	73.3	69.5	74.6	73.3	62.5	69.7
Killers (committing fatal violence)	0.0	13.2	16.3	15.5	19.9	15.4	14.9	14.4	8.7	15.5
Killed (victims of lethal violence)	0.0	7.5	7.8	9.3	10.7	8.5	7.0	5.1	5.8	8.0
(%K) Any involvement in killing	0.0	17.8	19.6	20.2	25.3	21.3	18.4	16.4	14.4	19.9
Violents : Victims Ratio	0.00	- 1.11	- 1.09	- 1.17	- 1.14	- 1.08	+ 1.03	+ 1.01	- 1.27	- 1.09
Killers : Killed Ratio	0.00	+ 1.77	+ 2.11	+ 1.67	+ 1.87	+ 1.83	+ 2.13	+ 2.80	+ 1.50	+ 1.94
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	0.0	102.2	119.5	120.4	118.3	120.6	121.5	119.3	106.2	116.4
Character V-Score: $CS = (%V) + (%K)$	100.0	84.5	90.6	79.8	98.6	90.8	93.0	89.7	76.9	89.6
Violence Index: $VI = PS + CS$	100.0	186.7	210.1	200.2	216.9	211.4	214.5	209.0	183.1	206.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 17: WEEKEND MORNING SERIOUS TONE PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	0	14	6	5	14	19	10	14	12	94
Program Hours Analyzed	0.0	3.9	3.1	3.0	7.5	10.0	4.7	5.8	5.0	43.0
Leading characters analyzed	0	40	15	18	39	48	27	39	27	253
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	0.0	92.9	100.0	80.0	85.7	84.2	100.0	85.7	100.0	90.4
Program hours containing violence	0.0	93.6	100.0	83.3	86.7	85.0	100.0	88.5	100.0	90.9
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	0	68	14	24	39	86	57	53	72	413
(R/P) Rate per all programs (plays)	0.0	4.9	2.3	4.8	2.8	4.5	5.7	3.8	6.0	4.4
(R/H) Rate per all hours	0.0	17.4	4.5	8.0	5.2	8.6	12.2	9.2	14.4	9.6
Duration of Violent Episodes (hrs)	--	--	--	0.1	0.4	0.7	0.3	0.3	0.3	2.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	0.0	45.0	26.7	16.7	30.8	35.4	55.6	48.7	55.6	40.7
Victims (subjected to violence)	0.0	52.5	46.7	72.2	51.3	68.8	81.5	61.5	81.5	64.0
(%V) Any involvement in violence	100.0	65.0	46.7	72.2	66.7	72.9	81.5	69.2	88.9	71.1
Killers (committing fatal violence)	0.0	2.5	6.7	0.0	0.0	0.0	7.4	0.0	0.0	1.6
Killed (victims of lethal violence)	0.0	2.5	6.7	0.0	0.0	0.0	3.7	0.0	0.0	1.2
(%K) Any involvement in killing	0.0	5.0	6.7	0.0	0.0	0.0	11.1	0.0	0.0	2.4
Violents : Victims Ratio	0.00	- 1.17	- 1.75	- 4.33	- 1.67	- 1.94	- 1.47	- 1.26	- 1.47	- 1.57
Killers : Killed Ratio	0.00	1.00	1.00	0.00	0.00	0.00	+ 2.00	0.00	0.00	+ 1.33
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	0.0	137.3	113.7	105.6	101.7	110.5	135.8	111.6	140.8	118.4
Character V-Score: $CS = (%V) + (%K)$	100.0	70.0	53.3	72.2	66.7	72.9	92.6	69.2	88.9	73.5
Violence Index: $VI = PS + CS$	100.0	207.3	167.0	177.8	168.4	183.4	228.4	180.8	229.7	192.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 18: ALL PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	103	132	131	64	146	156	69	112	77	990
Program Hours Analyzed	66.5	92.7	87.7	52.2	115.0	105.6	48.0	92.5	58.4	718.6
Leading characters analyzed	261	326	349	223	485	448	185	342	214	2833
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	77.7	78.8	76.3	75.0	80.8	77.6	87.0	76.8	89.6	79.4
Program hours containing violence	80.2	82.4	82.5	83.2	83.9	81.4	89.6	83.5	89.7	83.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	450	614	708	341	797	854	436	637	494	5331
(R/P) Rate per all programs (plays)	4.4	4.7	5.4	5.3	5.5	5.5	6.3	5.7	6.4	5.4
(R/H) Rate per all hours	6.8	6.6	8.1	6.5	6.9	8.1	9.1	6.9	8.5	7.4
Duration of Violent Episodes (hrs)	--	--	--	2.1	6.1	4.9	2.8	4.0	2.2	20.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	50.6	48.5	45.6	34.5	44.5	45.3	55.7	51.5	43.9	46.5
Victims (subjected to violence)	58.2	55.8	53.0	44.4	56.7	58.7	62.2	52.9	58.4	55.7
(%V) Any involvement in violence	67.4	62.6	61.6	52.5	65.8	65.8	71.4	62.9	65.9	64.0
Killers (committing fatal violence)	11.9	6.1	8.0	6.3	8.5	7.4	5.4	7.9	2.3	7.4
Killed (victims of lethal violence)	3.8	3.7	4.6	3.6	5.6	4.2	3.8	2.6	2.8	4.0
(%K) Any involvement in killing	14.6	8.9	10.0	7.6	12.0	10.5	7.6	8.8	5.1	9.8
Violents : Victims Ratio	- 1.15	- 1.15	- 1.16	- 1.29	- 1.27	- 1.30	- 1.12	- 1.03	- 1.33	- 1.20
Killers : Killed Ratio	+ 3.10	+ 1.67	+ 1.75	+ 1.75	+ 1.52	+ 1.74	+ 1.43	+ 3.00	- 1.20	+ 1.83
INDICATORS OF VIOLENCE										
Program Score: $PS = (\%P) + 2(R/P) + 2(R/H)$	99.9	101.3	103.3	98.7	105.6	104.7	117.8	101.9	119.4	105.0
Character V-Score: $CS = (\%V) + (\%K)$	82.0	71.5	71.6	60.1	77.7	76.3	78.9	71.6	71.0	73.9
Violence Index: $VI = PS + CS$	181.9	172.8	174.9	158.8	183.3	181.0	196.7	173.6	190.4	178.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 19: ALL NEW PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	80	100	72	35	46	70	41	80	34	558
Program Hours Analyzed	54.0	46.3	54.6	23.0	35.5	47.4	23.6	51.1	18.9	354.4
Leading characters analyzed	194	247	203	136	143	216	105	243	84	1571
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	86.2	83.0	86.1	68.6	80.4	77.1	92.7	73.7	73.5	80.8
Program hours containing violence	91.0	77.7	90.8	71.7	85.9	82.8	89.4	72.8	72.7	82.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	422	514	314	183	241	331	244	322	149	2720
(R/P) Rate per all programs (plays)	5.3	5.1	4.4	5.2	5.2	4.7	6.0	4.0	4.4	4.9
(R/H) Rate per all hours	7.8	11.1	5.8	8.0	6.8	7.0	10.4	6.3	7.9	7.7
Duration of Violent Episodes (hrs)	--	--	--	1.2	1.5	1.8	1.6	1.6	0.7	7.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	55.7	51.4	36.9	34.6	39.2	40.7	69.5	41.2	38.1	44.9
Victims (subjected to violence)	63.4	61.1	45.3	54.4	52.4	44.4	69.5	45.7	54.8	53.5
(%V) Any involvement in violence	72.2	68.4	56.7	61.0	60.8	60.6	81.0	58.0	61.9	63.8
Killers (committing fatal violence)	11.3	2.8	8.4	5.1	15.4	4.6	8.6	1.2	4.8	6.4
Killed (victims of lethal violence)	7.7	2.0	3.0	2.9	4.9	2.8	1.9	0.4	0.0	2.9
(%K) Any involvement in killing	16.5	3.6	9.4	7.4	16.1	6.5	9.5	1.6	4.8	8.0
Violents : Victims Ratio	- 1.14	- 1.19	- 1.23	- 1.57	- 1.34	- 1.09	1.00	- 1.11	- 1.44	- 1.19
Killers : Killed Ratio	+ 1.47	+ 1.40	+ 2.83	+ 1.75	+ 3.14	+ 1.67	+ 4.50	+ 3.00	+ 0.00	+ 2.20
INDICATORS OF VIOLENCE										
Program Score: $PS = (\%P) + 2(R/P) + 2(R/H)$	112.4	115.5	106.3	94.9	104.5	100.6	125.3	94.4	98.0	105.9
Character V-Score: $CS = (\%V) + (\%K)$	88.7	72.1	66.0	68.4	76.9	67.1	90.5	59.7	66.7	71.8
Violence Index: $VI = PS + CS$	201.1	187.6	172.4	163.3	181.4	167.7	215.8	154.1	164.7	177.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 20: PRIME-TIME PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	74	85	73	45	84	90	43	87	45	626
Program Hours Analyzed	60.0	81.0	68.8	43.0	88.5	80.8	40.0	85.2	48.5	595.8
Leading characters analyzed	205	244	236	156	295	286	123	276	140	1961
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	71.6	69.4	67.1	64.4	70.2	68.9	79.1	72.4	82.2	71.1
Program hours containing violence	79.2	80.6	80.5	79.7	80.8	79.6	87.5	83.0	87.6	81.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	317	329	337	216	452	508	251	510	253	3173
(R/P) Rate per all programs (plays)	4.3	3.9	4.6	4.8	5.4	5.6	5.8	5.9	5.6	5.1
(R/H) Rate per all hours	5.3	4.1	4.9	5.0	5.1	6.3	6.3	6.0	5.2	5.3
Duration of Violent Episodes (hrs)	--	--	--	1.6	4.6	3.6	2.2	3.3	1.3	15.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	46.8	40.6	39.4	29.5	46.8	43.0	52.8	48.6	35.7	43.0
Victims (subjected to violence)	53.2	45.1	45.8	33.3	52.2	51.4	53.7	48.6	48.6	48.3
(%V) Any involvement in violence	62.9	52.9	54.7	40.4	60.0	58.7	65.0	59.1	57.1	57.0
Killers (committing fatal violence)	14.1	7.8	11.9	8.3	13.2	11.5	8.1	9.8	3.6	10.4
Killed (victims of lethal violence)	4.9	4.5	6.4	5.1	8.5	6.3	5.7	3.3	4.3	5.6
(%K) Any involvement in killing	17.6	11.1	14.4	10.3	18.3	16.1	11.4	10.9	7.9	13.7
Violents : Victims Ratio	- 1.14	- 1.11	- 1.16	- 1.13	- 1.12	- 1.20	- 1.02	1.00	- 1.36	- 1.12
Killens : Killed Ratio	+ 2.90	+ 1.73	+ 1.87	+ 1.63	+ 1.56	+ 1.83	+ 1.43	+ 3.00	- 1.20	+ 1.86
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	90.8	85.3	86.2	84.1	91.2	92.7	103.3	96.1	103.9	91.9
Character V-Score: $CS = (%V) + (%K)$	80.5	63.9	69.1	50.6	78.3	74.8	76.4	69.9	65.0	70.7
Violence Index: $VI = PS + CS$	171.2	149.2	155.2	134.7	169.5	167.6	179.7	166.0	168.9	162.6

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 21: NEW PRIME-TIME PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	47	40	49	17	31	44	18	52	18	316
Program Hours Analyzed	46.0	30.8	43.0	13.5	29.5	39.3	16.5	42.0	14.5	275.0
Leading characters analyzed	135	106	150	58	100	145	49	164	51	958
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	80.9	60.0	83.7	47.1	77.4	68.2	83.3	65.4	55.6	70.9
Program hours containing violence	90.2	67.5	90.7	59.3	86.4	80.9	84.8	69.0	65.5	79.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	232	105	196	61	190	208	91	191	32	1306
(R/P) Rate per all programs (plays)	4.9	2.6	4.0	3.6	6.1	4.7	5.1	3.7	1.8	4.1
(R/H) Rate per all hours	5.0	3.4	4.6	4.5	6.4	5.3	5.5	4.5	2.2	4.7
Duration of Violent Episodes (hrs)	--	--	--	0.6	1.1	1.2	1.0	1.2	0.2	4.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	48.9	27.4	38.7	34.5	44.0	34.5	65.3	38.4	27.5	39.2
Victims (subjected to violence)	54.8	37.7	40.0	39.7	53.0	33.8	57.1	37.8	33.3	42.4
(%V) Any involvement in violence	66.7	41.5	52.7	43.1	62.0	47.6	73.5	49.4	41.2	52.9
Killers (committing fatal violence)	14.1	4.7	10.7	12.1	22.0	6.9	14.3	1.8	7.8	9.7
Killed (victims of lethal violence)	6.7	2.8	3.3	6.9	7.0	3.4	2.0	0.6	0.0	3.7
(%K) Any involvement in killing	17.0	5.7	12.0	17.2	23.0	9.0	14.3	2.4	7.8	11.3
Violents : Victims Ratio	- 1.12	- 1.38	- 1.03	- 1.15	- 1.20	+ 1.02	+ 1.14	+ 1.02	- 1.21	- 1.08
Killers : Killed Ratio	+ 2.11	+ 1.67	+ 3.20	+ 1.75	+ 3.14	+ 2.00	+ 7.00	+ 3.00	+ 0.00	+ 2.66
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	100.8	72.1	100.8	63.3	102.6	88.2	104.5	81.8	63.5	88.7
Character V-Score: $CS = (%V) + (%K)$	83.7	47.2	64.7	60.3	85.0	56.6	87.8	51.8	49.0	64.2
Violence Index: $VI = PS + CS$	184.5	119.2	165.5	123.6	187.6	144.8	192.2	133.7	112.5	152.8

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 22: WEEKEND MORNING PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	29	47	58	19	62	66	26	25	32	364
Program Hours Analyzed	6.5	11.7	19.0	9.2	26.5	24.8	8.0	7.4	9.9	122.9
Leading characters analyzed	56	82	113	67	190	162	62	66	74	872
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.1	95.7	87.9	100.0	95.2	89.4	100.0	92.0	100.0	93.7
Program hours containing violence	89.7	95.0	89.8	100.0	94.3	87.2	100.0	89.8	100.0	93.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	133	285	371	125	345	346	185	127	241	2158
(R/P) Rate per all programs (plays)	4.6	6.1	6.4	6.6	5.6	5.2	7.1	5.1	7.5	5.9
(R/H) Rate per all hours	20.5	24.4	19.6	13.6	13.0	14.0	23.1	17.2	24.3	17.6
Duration of Violent Episodes (hrs)	--	--	--	0.5	1.5	1.4	0.6	0.6	0.9	4.9
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	64.3	72.0	58.4	46.3	41.1	49.4	61.3	63.6	59.5	54.4
Victims (subjected to violence)	76.8	87.8	68.1	70.1	63.7	71.6	79.0	71.2	77.0	72.1
(%V) Any involvement in violence	83.9	91.5	76.1	80.6	74.7	78.4	83.9	78.8	82.4	79.8
Killers (committing fatal violence)	3.6	1.2	0.0	1.5	1.1	0.0	0.0	0.0	0.0	0.7
Killed (victims of lethal violence)	0.0	1.2	0.9	0.0	1.1	0.6	0.0	0.0	0.0	0.6
(%K) Any involvement in killing	3.6	2.4	0.9	1.5	2.1	0.6	0.0	0.0	0.0	1.3
Violents : Victims Ratio	- 1.19	- 1.22	- 1.17	- 1.52	- 1.55	- 1.45	- 1.29	- 1.12	- 1.30	- 1.33
Killers : Killed Ratio	+ 0.00	1.00	- 0.00	+ 0.00	1.00	- 0.00	0.00	0.00	0.00	+ 1.20
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	143.2	156.7	139.8	140.4	132.3	127.8	160.5	136.6	163.7	140.7
Character V-Score: $CS = (%V) + (%K)$	87.5	93.9	77.0	82.1	76.8	79.0	83.9	78.8	82.4	81.1
Violence Index: $VI = PS + CS$	230.7	250.6	216.8	222.5	209.2	206.8	244.4	215.3	246.1	221.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 23: NEW WEEKEND MORNING PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	33	60	23	18	15	26	23	28	16	242
Program Hours Analyzed	8.0	15.5	11.6	9.5	6.0	8.2	7.1	9.1	4.4	79.4
Leading characters analyzed	59	141	53	78	43	71	56	79	33	613
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.9	98.3	91.3	88.9	86.7	92.3	100.0	89.3	93.8	93.8
Program hours containing violence	95.8	97.8	91.4	89.5	83.3	91.8	100.0	90.0	96.2	93.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	190	409	118	122	51	123	153	131	117	1414
(R/P) Rate per all programs (plays)	5.8	6.8	5.1	6.8	3.4	4.7	6.7	4.7	7.3	5.8
(R/H) Rate per all hours	23.8	26.4	10.2	12.8	8.5	15.1	21.7	14.3	26.5	17.8
Duration of Violent Episodes (hrs)	--	--	--	0.5	0.3	0.6	0.6	0.5	0.5	2.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	71.2	69.5	32.1	34.6	27.9	53.5	73.2	46.8	54.5	53.8
Victims (subjected to violence)	83.1	78.7	60.4	65.4	51.2	66.2	80.4	62.0	87.9	71.0
(%V) Any involvement in violence	84.7	88.7	67.9	74.4	58.1	87.3	87.5	75.9	93.9	80.9
Killers (committing fatal violence)	5.1	1.4	1.9	0.0	0.0	0.0	3.6	0.0	0.0	1.3
Killed (victims of lethal violence)	10.2	1.4	1.9	0.0	0.0	1.4	1.8	0.0	0.0	1.8
(%K) Any involvement in killing	15.3	2.1	1.9	0.0	0.0	1.4	5.4	0.0	0.0	2.8
Violents : Victims Ratio	- 1.17	- 1.13	- 1.88	- 1.89	- 1.83	- 1.24	- 1.10	- 1.32	- 1.61	- 1.32
Killers : Killed Ratio	- 2.00	1.00	1.00	0.00	0.00	- 0.00	+ 2.00	0.00	0.00	- 1.38
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	153.0	164.7	122.0	128.1	110.5	131.9	156.6	127.3	161.4	141.1
Character V-Score: $CS = (%V) + (%K)$	100.0	90.8	69.8	74.4	58.1	88.7	92.9	75.9	93.9	83.7
Violence Index: $VI = PS + CS$	253.0	255.5	191.8	202.5	168.6	220.6	249.5	203.2	255.3	224.8

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 24: ALL ABC PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	57	80	64	36	64	77	32	59	35	504
Program Hours Analyzed	39.5	43.7	46.4	26.3	51.0	50.5	21.2	42.1	24.5	345.2
Leading characters analyzed	149	203	192	126	200	225	97	197	92	1481
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	89.5	75.0	73.4	63.9	82.8	79.2	93.8	74.6	88.6	79.4
Program hours containing violence	92.4	69.1	84.0	70.6	86.3	82.5	92.9	78.0	89.8	82.4
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	306	341	318	161	360	426	189	253	199	2553
(R/P) Rate per all programs (plays)	5.4	4.3	5.0	4.5	5.6	5.5	5.9	4.3	5.7	5.1
(R/H) Rate per all hours	7.7	7.8	6.9	6.1	7.1	8.4	8.9	6.0	8.1	7.4
Duration of Violent Episodes (hrs)	--	--	--	0.7	2.9	2.3	1.4	1.7	1.1	9.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	59.7	43.8	34.4	34.1	45.0	47.1	61.9	41.1	43.5	44.8
Victims (subjected to violence)	65.8	50.2	42.7	40.5	62.5	59.1	64.9	45.2	59.8	53.9
(%V) Any involvement in violence	75.8	58.1	51.0	49.2	64.5	71.1	76.3	55.8	66.3	62.5
Killers (committing fatal violence)	13.4	3.4	8.9	2.4	13.0	4.4	4.1	2.0	3.3	6.3
Killed (victims of lethal violence)	5.4	2.0	5.7	1.6	6.0	3.6	3.1	1.5	0.0	3.4
(%K) Any involvement in killing	18.1	4.9	10.9	4.0	15.5	7.6	7.2	2.5	3.3	8.5
Violents : Victims Ratio	- 1.10	- 1.15	- 1.24	- 1.19	- 1.39	- 1.25	- 1.05	- 1.10	- 1.38	- 1.20
Killers : Killed Ratio	+ 2.50	+ 1.75	+ 1.55	+ 1.50	+ 2.17	+ 1.25	+ 1.33	+ 1.33	+ 0.00	+ 1.84
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	115.7	99.1	97.1	85.1	108.2	107.2	123.4	95.2	116.2	104.3
Character V-Score: $CS = (%V) + (%K)$	94.0	63.1	62.0	53.2	80.0	78.7	83.5	58.4	69.6	71.0
Violence Index: $VI = PS + CS$	209.7	162.2	159.1	138.2	188.2	185.8	206.9	153.5	185.8	175.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 25: ABC PRIME-TIME PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	40	42	43	23	38	41	19	43	24	313
Program Hours Analyzed	35.0	35.0	36.8	19.5	40.0	40.0	17.0	36.8	20.5	280.5
Leading characters analyzed	115	123	148	80	127	136	60	149	65	1003
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	85.0	54.8	65.1	47.8	78.9	73.2	89.5	67.4	83.3	70.9
Program hours containing violence	91.4	62.1	82.5	62.8	86.2	82.5	91.2	75.5	87.8	80.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	210	128	176	76	241	289	110	167	94	1491
(R/P) Rate per all programs (plays)	5.3	3.0	4.1	3.3	6.3	7.0	5.8	3.9	3.9	4.8
(R/H) Rate per all hours	6.0	3.7	4.8	3.9	6.0	7.2	6.5	4.5	4.6	5.3
Duration of Violent Episodes (hrs)	--	--	--	0.3	2.4	1.9	1.1	1.3	0.6	7.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	60.0	32.5	33.8	27.5	53.5	49.3	63.3	36.9	32.3	42.9
Victims (subjected to violence)	62.6	37.4	39.9	25.0	67.7	54.4	61.7	36.9	50.8	48.1
(%V) Any involvement in violence	73.9	43.1	49.3	33.8	69.3	66.2	75.0	48.3	60.0	57.0
Killers (committing fatal violence)	16.5	5.7	10.8	2.5	19.7	7.4	3.3	2.7	4.6	8.8
Killed (victims of lethal violence)	6.1	3.3	6.8	2.5	8.7	5.1	3.3	2.0	0.0	4.6
(%K) Any involvement in killing	21.7	8.1	13.5	5.0	22.8	11.8	6.7	3.4	4.6	11.6
Violents : Victims Ratio	- 1.04	- 1.15	- 1.18	+ 1.10	- 1.26	- 1.10	+ 1.03	1.00	- 1.57	- 1.12
Killers : Killed Ratio	+ 2.71	+ 1.75	+ 1.60	1.00	+ 2.27	+ 1.43	1.00	+ 1.33	+ 0.00	+ 1.91
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	107.5	68.2	82.9	62.2	103.7	101.7	114.0	84.3	100.3	91.1
Character V-Score: $CS = (%V) + (%K)$	95.7	51.2	62.8	38.8	92.1	77.9	81.7	51.7	64.6	68.6
Violence Index: $VI = PS + CS$	203.2	119.4	145.7	101.0	195.8	179.7	195.7	136.0	165.0	159.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 26: ABC PROGRAMS AIRED 8-9 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	24	27	19	12	19	20	8	21	12	162
Program Hours Analyzed	18.5	19.3	17.0	12.5	18.0	15.0	5.0	14.5	8.0	127.8
Leading characters analyzed	67	82	68	45	63	60	22	61	29	497
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	79.2	44.4	63.2	58.3	73.7	60.0	87.5	66.7	83.3	66.0
Program hours containing violence	86.5	55.8	79.4	72.0	80.6	73.3	90.0	75.9	87.5	76.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	139	64	81	59	100	76	35	65	27	646
(R/P) Rate per all programs (plays)	5.8	2.4	4.3	4.9	5.3	3.8	4.4	3.1	2.3	4.0
(R/H) Rate per all hours	7.5	3.3	4.8	4.7	5.6	5.1	7.0	4.5	3.4	5.1
Duration of Violent Episodes (hrs)	--	--	--	0.2	1.2	0.7	0.2	0.3	0.3	2.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.2	31.7	36.8	26.7	47.6	33.3	68.2	29.5	34.5	39.2
Victims (subjected to violence)	65.7	34.1	42.6	26.7	63.5	38.3	72.7	36.1	51.7	46.1
(%V) Any involvement in violence	70.1	40.2	50.0	35.6	63.5	51.7	86.4	44.3	62.1	53.3
Killers (committing fatal violence)	17.9	6.1	5.9	2.2	20.6	0.0	0.0	0.0	10.3	7.6
Killed (victims of lethal violence)	6.0	2.4	5.9	4.4	6.3	0.0	0.0	0.0	0.0	3.2
(%K) Any involvement in killing	23.9	8.5	8.8	6.7	22.2	0.0	0.0	0.0	10.3	9.9
Violents : Victims Ratio	- 1.13	- 1.08	- 1.16	- 1.00	- 1.33	- 1.15	- 1.07	- 1.22	- 1.50	- 1.17
Killers : Killed Ratio	+ 3.00	+ 2.50	1.00	- 2.00	+ 3.25	0.00	0.00	0.00	+ 0.00	+ 2.38
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	105.8	55.8	81.2	77.6	95.3	77.7	110.3	81.8	94.6	84.1
Character V-Score: $CS = (%V) + (%K)$	94.0	48.8	58.8	42.2	85.7	51.7	86.4	44.3	72.4	63.2
Violence Index: $VI = PS + CS$	199.8	104.6	140.0	119.8	181.0	129.4	196.6	126.1	167.0	147.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 27: ABC PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	16	15	24	11	19	21	11	22	12	151
Program Hours Analyzed	16.5	15.8	19.8	7.0	22.0	25.0	12.0	22.3	12.5	152.8
Leading characters analyzed	48	41	80	35	64	76	38	88	36	506
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.8	73.3	66.7	36.4	84.2	85.7	90.9	68.2	83.3	76.2
Program hours containing violence	97.0	69.8	85.2	46.4	90.9	88.0	91.7	75.3	88.0	83.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	71	64	95	17	141	213	75	102	67	845
(R/P) Rate per all programs (plays)	4.4	4.3	4.0	1.5	7.4	10.1	6.8	4.6	5.6	5.6
(R/H) Rate per all hours	4.3	4.1	4.8	2.4	6.4	8.5	6.3	4.6	5.4	5.5
Duration of Violent Episodes (hrs)	--	--	--	0.1	1.2	1.2	0.9	1.0	0.3	4.7
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	62.5	34.1	31.2	28.6	59.4	61.8	60.5	42.0	30.6	46.4
Victims (subjected to violence)	58.3	43.9	37.5	22.9	71.9	67.1	55.3	37.5	50.0	50.0
(%V) Any involvement in violence	79.2	48.8	48.8	31.4	75.0	77.6	68.4	51.1	58.3	60.7
Killers (committing fatal violence)	14.6	4.9	15.0	2.9	18.8	13.2	5.3	4.5	0.0	9.9
Killed (victims of lethal violence)	6.2	4.9	7.5	0.0	10.9	9.2	5.3	3.4	0.0	5.9
(%K) Any involvement in killing	18.7	7.3	17.5	2.9	23.4	21.1	10.5	5.7	0.0	13.2
Violents : Victims Ratio	+ 1.07	- 1.29	- 1.20	+ 1.25	- 1.21	- 1.09	+ 1.10	+ 1.12	- 1.64	- 1.08
Killers : Killed Ratio	+ 2.33	1.00	+ 2.00	+ 0.00	+ 1.71	+ 1.43	1.00	+ 1.33	0.00	+ 1.67
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	111.2	90.0	84.2	44.3	111.9	123.0	117.0	86.6	105.2	98.4
Character V-Score: $CS = (%V) + (%K)$	97.9	56.1	66.3	34.3	98.4	98.7	78.9	56.8	58.3	73.9
Violence Index: $VI = PS + CS$	209.1	146.1	150.5	78.6	210.3	221.7	196.0	143.4	163.6	172.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 28: ABC WEEKEND MORNING PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	17	38	21	13	26	36	13	16	11	191
Program Hours Analyzed	4.5	8.7	9.7	6.8	11.0	10.5	4.2	5.4	4.0	64.7
Leading characters analyzed	34	80	44	46	73	89	37	48	27	478
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	97.4	90.5	92.3	88.5	86.1	100.0	93.8	100.0	93.2
Program hours containing violence	100.0	97.1	89.7	92.7	86.4	82.5	100.0	95.3	100.0	91.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	96	213	142	85	119	137	79	86	105	1062
(R/P) Rate per all programs (plays)	5.6	5.6	6.8	6.5	4.6	3.8	6.1	5.4	9.5	5.6
(R/H) Rate per all hours	21.3	24.6	14.7	12.4	10.8	13.0	19.0	16.0	26.3	16.4
Duration of Violent Episodes (hrs)	--	--	--	0.4	0.5	0.4	0.3	0.4	0.5	2.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.8	61.2	36.4	45.7	30.1	43.8	59.5	54.2	70.4	49.0
Victims (subjected to violence)	76.5	70.0	52.3	67.4	53.4	66.3	70.3	70.8	81.5	66.1
(%V) Any involvement in violence	82.4	81.3	56.8	76.1	56.2	78.7	78.4	79.2	81.5	73.8
Killers (committing fatal violence)	2.9	0.0	2.3	2.2	1.4	0.0	5.4	0.0	0.0	1.3
Killed (victims of lethal violence)	2.9	0.0	2.3	0.0	1.4	1.1	2.7	0.0	0.0	1.0
(%K) Any involvement in killing	5.9	0.0	2.3	2.2	2.7	1.1	8.1	0.0	0.0	2.1
Violents : Victims Ratio	- 1.30	- 1.14	- 1.44	- 1.48	- 1.77	- 1.51	- 1.18	- 1.31	- 1.16	- 1.35
Killers : Killed Ratio	1.00	0.00	1.00	+ 0.00	1.00	- 0.00	+ 2.00	0.00	0.00	+ 1.20
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	154.0	157.7	133.4	130.3	119.3	119.8	150.1	136.5	171.6	137.1
Character V-Score: $CS = (%V) + (%K)$	88.2	81.3	59.1	78.3	58.9	79.8	86.5	79.2	81.5	75.9
Violence Index: $VI = PS + CS$	242.2	239.0	192.5	208.5	178.2	199.6	236.6	215.7	253.1	213.1

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 29: ABC CARTOON PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	17	38	15	12	24	34	9	13	11	173
Program Hours Analyzed	4.5	8.7	6.7	6.3	10.0	9.5	2.8	4.1	4.0	56.6
Leading characters analyzed	34	80	24	43	69	83	23	38	27	421
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	97.4	100.0	91.7	87.5	85.3	100.0	92.3	100.0	93.6
Program hours containing violence	100.0	97.1	100.0	92.1	85.0	80.7	100.0	93.9	100.0	92.3
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	96	213	117	82	116	132	61	76	105	998
(R/P) Rate per all programs (plays)	5.6	5.6	7.8	6.8	4.8	3.9	6.8	5.8	9.5	5.8
(R/H) Rate per all hours	21.3	24.6	17.5	12.9	11.6	13.9	21.5	18.5	26.3	17.6
Duration of Violent Episodes (hrs)	--	--	--	0.4	0.4	0.4	0.2	0.4	0.5	1.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.8	61.2	37.5	44.2	31.9	44.6	65.2	55.3	70.4	50.1
Victims (subjected to violence)	76.5	70.0	66.7	67.4	52.2	68.7	73.9	76.3	81.5	68.4
(%V) Any involvement in violence	82.4	81.3	70.8	74.4	55.1	79.5	82.6	76.3	81.5	75.1
Killers (committing fatal violence)	2.9	0.0	4.2	2.3	1.4	0.0	0.0	0.0	0.0	1.0
Killed (victims of lethal violence)	2.9	0.0	4.2	0.0	1.4	1.2	0.0	0.0	0.0	1.0
(%K) Any involvement in killing	5.9	0.0	4.2	2.3	2.9	1.2	0.0	0.0	0.0	1.7
Violents : Victims Ratio	- 1.30	- 1.14	- 1.78	- 1.53	- 1.64	- 1.54	- 1.13	- 1.38	- 1.16	- 1.36
Killers : Killed Ratio	1.00	0.00	1.00	+ 0.00	1.00	- 0.00	0.00	0.00	0.00	1.00
INDICATORS OF VIOLENCE .										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	154.0	157.7	150.7	131.2	120.4	120.8	156.6	140.9	171.6	140.4
Character V-Score: $CS = (%V) + (%K)$	88.2	81.3	75.0	76.7	58.0	80.7	82.6	76.3	81.5	76.7
Violence Index: $VI = PS + CS$	242.2	239.0	225.7	208.0	178.3	201.6	239.2	217.2	253.1	217.2

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 30: ABC ACTION PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	41	47	28	20	35	45	14	27	14	271
Program Hours Analyzed	30.8	23.5	26.4	17.8	35.0	35.2	11.5	19.4	9.5	209.1
Leading characters analyzed	110	124	91	72	115	140	49	94	41	836
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	97.9	96.4	90.0	94.3	88.9	100.0	92.6	100.0	95.2
Program hours containing violence	100.0	98.9	98.1	86.0	97.1	90.0	100.0	94.8	100.0	95.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	269	277	230	147	271	330	134	175	112	1945
(R/P) Rate per all programs (plays)	6.6	5.9	8.2	7.3	7.7	7.3	9.6	6.5	8.0	7.2
(R/H) Rate per all hours	8.7	11.8	8.7	8.2	7.7	9.4	11.7	9.0	11.8	9.3
Duration of Violent Episodes (hrs)	--	--	--	0.6	2.6	2.0	1.3	1.5	0.7	8.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	70.0	62.9	56.0	50.0	65.2	60.7	81.6	62.8	56.1	62.7
Victims (subjected to violence)	78.2	72.6	62.6	56.9	79.1	62.9	83.7	67.0	80.5	70.6
(%V) Any involvement in violence	86.4	81.5	74.7	68.1	81.7	77.9	93.9	78.7	82.9	80.1
Killers (committing fatal violence)	17.3	5.6	17.6	4.2	21.7	7.1	8.2	4.3	7.3	10.9
Killed (victims of lethal violence)	6.4	3.2	8.8	2.8	9.6	4.3	6.1	3.2	0.0	5.3
(%K) Any involvement in killing	23.6	8.1	19.8	6.9	25.2	10.7	14.3	5.3	7.3	14.1
Violents : Victims Ratio	- 1.12	- 1.15	- 1.12	- 1.14	- 1.21	- 1.04	- 1.02	- 1.07	- 1.43	- 1.13
Killers : Killed Ratio	+ 2.71	+ 1.75	+ 2.00	+ 1.50	+ 2.27	+ 1.67	+ 1.33	+ 1.33	+ 0.00	+ 2.07
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	130.6	133.2	130.3	121.2	125.3	122.3	142.4	123.6	139.6	128.2
Character V-Score: $CS = (%V) + (%K)$	110.0	89.5	94.5	75.0	107.0	88.6	108.2	84.0	90.2	94.3
Violence Index: $VI = PS + CS$	240.6	222.7	224.8	196.2	232.2	210.9	250.6	207.7	229.8	222.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 31: ALL CBS PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	67	85	78	29	66	80	41	80	48	574
Program Hours Analyzed	39.5	48.0	49.0	23.1	50.0	50.2	24.0	54.2	26.7	364.7
Leading characters analyzed	152	198	189	107	229	232	101	224	122	1554
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	71.6	77.6	74.4	75.9	74.2	67.5	82.9	70.0	85.4	74.6
Program hours containing violence	75.3	79.9	79.7	82.7	80.0	72.1	83.3	75.2	83.2	78.3
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	248	384	376	181	358	320	199	403	263	2732
(R/P) Rate per all programs (plays)	3.7	4.5	4.8	6.2	5.4	4.0	4.9	5.0	5.5	4.8
(R/H) Rate per all hours	6.3	8.0	7.7	7.8	7.2	6.4	8.3	7.4	9.8	7.5
Duration of Violent Episodes (hrs)	--	--	--	1.2	2.3	1.9	1.0	1.7	1.1	7.9
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	40.1	51.0	42.9	33.6	41.5	39.2	50.5	48.7	41.8	43.5
Victims (subjected to violence)	49.3	56.6	51.9	52.3	50.2	47.8	56.4	47.3	56.6	51.4
(%V) Any involvement in violence	56.6	63.6	60.3	57.0	61.6	55.6	67.3	58.0	63.9	60.0
Killers (committing fatal violence)	7.9	4.0	9.5	9.3	8.3	6.0	5.0	5.4	2.5	6.5
Killed (victims of lethal violence)	5.3	3.0	2.6	7.5	5.2	4.3	1.0	0.9	0.8	3.4
(%K) Any involvement in killing	11.2	6.6	10.1	13.1	11.8	9.1	5.0	5.8	3.3	8.6
Violents : Victims Ratio	- 1.23	- 1.11	- 1.21	- 1.56	- 1.21	- 1.22	- 1.12	+ 1.03	- 1.35	- 1.18
Killers : Killed Ratio	+ 1.50	+ 1.33	+ 3.60	+ 1.25	+ 1.58	+ 1.40	+ 5.00	+ 6.00	+ 3.00	+ 1.91
INDICATORS OF VIOLENCE										
Program Score: $PS = (\%P) + 2(R/P) + 2(R/H)$	91.6	102.7	99.4	104.0	99.4	88.3	109.2	95.0	116.0	99.1
Character V-Score: $CS = (\%V) + (\%K)$	67.8	70.2	70.4	70.1	73.4	64.7	72.3	63.8	67.2	68.6
Violence Index: $VI = PS + CS$	159.4	172.9	169.7	174.1	172.8	152.9	181.5	158.8	183.3	167.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 32: CBS PRIME-TIME PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	44	46	42	21	42	48	24	59	22	348
Program Hours Analyzed	34.5	36.5	37.5	19.0	38.0	37.8	18.0	47.9	20.3	289.4
Leading characters analyzed	113	122	123	75	144	153	61	172	65	1028
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	59.1	63.0	66.7	66.7	61.9	50.0	70.8	64.4	68.2	62.4
Program hours containing violence	72.5	75.3	77.3	78.9	75.0	65.6	77.8	73.9	77.8	74.3
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	127	124	176	108	215	168	84	308	89	1399
(R/P) Rate per all programs (plays)	2.9	2.7	4.2	5.1	5.1	3.5	3.5	5.2	4.0	4.0
(R/H) Rate per all hours	3.7	3.4	4.7	5.7	5.7	4.5	4.7	6.4	4.4	4.8
Duration of Violent Episodes (hrs)	--	--	--	0.9	1.7	1.1	0.4	1.4	0.5	5.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	27.4	33.6	37.4	30.7	38.2	30.7	42.6	44.2	33.8	35.7
Victims (subjected to violence)	36.3	38.5	42.3	41.3	43.7	36.6	37.7	41.3	36.9	39.7
(%V) Any involvement in violence	45.1	45.1	49.6	45.3	50.7	42.5	54.1	51.2	44.6	47.6
Killers (committing fatal violence)	8.8	5.7	14.6	13.3	12.5	9.2	8.2	7.0	4.6	9.4
Killed (victims of lethal violence)	4.4	4.1	4.1	10.7	8.3	5.9	1.6	1.2	1.5	4.7
(%K) Any involvement in killing	10.6	9.0	15.4	18.7	18.1	13.1	8.2	7.6	6.2	12.1
Violents : Victims Ratio	- 1.32	- 1.15	- 1.13	- 1.35	- 1.15	- 1.19	+ 1.13	+ 1.07	- 1.09	- 1.11
Killers : Killed Ratio	+ 2.00	+ 1.40	+ 3.60	+ 1.25	+ 1.50	+ 1.56	+ 5.00	+ 6.00	+ 3.00	+ 2.02
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	72.2	75.2	84.4	88.3	83.5	65.9	87.2	87.7	85.1	80.1
Character V-Score: $CS = (%V) + (%K)$	55.8	54.1	65.0	64.0	68.7	55.6	62.3	58.7	50.8	59.6
Violence Index: $VI = PS + CS$	128.0	129.3	149.5	152.3	152.2	121.5	149.5	146.4	135.8	139.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 33: CBS PROGRAMS AIRED 8-9 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	24	25	17	10	18	19	8	27	8	156
Program Hours Analyzed	17.5	16.0	13.5	7.5	14.0	11.5	5.0	18.5	5.5	109.0
Leading characters analyzed	64	64	49	30	70	62	22	78	21	460
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	66.7	60.0	64.7	50.0	55.6	21.1	62.5	55.6	50.0	54.5
Program hours containing violence	77.1	68.8	77.8	60.0	64.3	26.1	60.0	59.5	54.5	62.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	92	62	63	44	54	24	11	109	16	475
(R/P) Rate per all programs (plays)	3.8	2.5	3.7	4.4	3.0	1.3	1.4	4.0	2.0	3.0
(R/H) Rate per all hours	5.3	3.9	4.7	5.9	3.9	2.1	2.2	5.9	2.9	4.4
Duration of Violent Episodes (hrs)	--	--	--	0.2	0.2	0.2	0.1	0.5	0.0	1.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	35.9	31.3	30.6	20.0	21.4	4.8	18.2	42.3	23.8	27.0
Victims (subjected to violence)	46.9	40.6	34.7	40.0	27.1	16.1	27.3	37.2	28.6	33.7
(%V) Any involvement in violence	54.7	43.8	40.8	43.3	35.7	17.7	31.8	46.2	33.3	39.6
Killers (committing fatal violence)	15.6	3.1	10.2	6.7	4.3	0.0	0.0	1.3	0.0	5.0
Killed (victims of lethal violence)	6.3	3.1	2.0	10.0	4.3	0.0	0.0	0.0	0.0	2.8
(%K) Any involvement in killing	17.2	6.3	10.2	13.3	7.1	0.0	0.0	1.3	0.0	6.5
Violents : Victims Ratio	- 1.30	- 1.30	- 1.13	- 2.00	- 1.27	- 3.33	- 1.50	+ 1.14	- 1.20	- 1.25
Killers : Killed Ratio	+ 2.50	1.00	+ 5.00	- 1.50	1.00	0.00	0.00	+ 0.00	0.00	+ 1.77
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	84.8	72.7	81.5	70.5	69.3	27.8	69.6	75.4	59.8	69.3
Character V-Score: $CS = (%V) + (%K)$	71.9	50.0	51.0	56.7	42.9	17.7	31.8	47.4	33.3	46.1
Violence Index: $VI = PS + CS$	156.7	122.7	132.5	127.2	112.1	45.5	101.5	122.8	93.2	115.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 34: CBS PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	20	21	25	11	24	29	16	32	14	192
Program Hours Analyzed	17.0	20.5	24.0	11.5	24.0	26.3	13.0	29.4	14.8	180.4
Leading characters analyzed	49	58	74	45	74	91	39	94	44	568
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	50.0	66.7	68.0	81.8	66.7	69.0	75.0	71.9	78.6	68.8
Program hours containing violence	67.6	80.5	77.1	91.3	81.3	82.9	84.6	83.0	86.4	81.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	35	62	113	64	161	144	73	199	73	924
(R/P) Rate per all programs (plays)	1.8	3.0	4.5	5.8	6.7	5.0	4.6	6.2	5.2	4.8
(R/H) Rate per all hours	2.1	3.0	4.7	5.6	6.7	5.5	5.6	6.8	4.9	5.1
Duration of Violent Episodes (hrs)	--	--	--	0.7	1.5	0.9	0.4	1.0	0.5	4.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	16.3	36.2	41.9	37.8	54.1	48.4	56.4	45.7	38.6	42.8
Victims (subjected to violence)	22.4	36.2	47.3	42.2	59.5	50.5	43.6	44.7	40.9	44.5
(%V) Any involvement in violence	32.7	46.6	55.4	46.7	64.9	59.3	66.7	55.3	50.0	54.0
Killers (committing fatal violence)	0.0	8.6	17.6	17.8	20.3	15.4	12.8	11.7	6.8	13.0
Killed (victims of lethal violence)	2.0	5.2	5.4	11.1	12.2	9.9	2.6	2.1	2.3	6.2
(%K) Any involvement in killing	2.0	12.1	18.9	22.2	28.4	22.0	12.8	12.8	9.1	16.5
Violents : Victims Ratio	- 1.38	1.00	- 1.13	- 1.12	- 1.10	- 1.05	+ 1.29	+ 1.02	- 1.06	- 1.04
Killers : Killed Ratio	- 0.00	+ 1.67	+ 3.25	+ 1.60	+ 1.67	+ 1.56	+ 5.00	+ 5.50	+ 3.00	+ 2.11
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	57.6	78.6	86.5	104.6	93.5	89.9	95.4	97.8	98.9	88.6
Character V-Score: $CS = (%V) + (%K)$	34.7	58.6	74.3	68.9	93.2	81.3	79.5	68.1	59.1	70.6
Violence Index: $VI = PS + CS$	92.3	137.2	160.8	173.5	186.7	171.2	174.8	165.9	158.0	159.2

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 35: CBS WEEKEND MORNING PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	23	39	36	8	24	32	17	21	26	226
Program Hours Analyzed	5.0	11.5	11.5	4.1	12.0	12.4	6.0	6.3	6.5	75.3
Leading characters analyzed	39	76	66	32	85	79	40	52	57	526
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	95.7	94.9	83.3	100.0	95.8	93.8	100.0	85.7	100.0	93.4
Program hours containing violence	95.0	94.2	87.5	100.0	95.8	92.0	100.0	85.4	100.0	93.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	121	260	200	73	143	152	115	95	174	1333
(R/P) Rate per all programs (plays)	5.3	6.7	5.6	9.1	6.0	4.8	6.8	4.5	6.7	5.9
(R/H) Rate per all hours	24.2	22.6	17.4	17.7	11.9	12.2	19.2	15.2	26.8	17.7
Duration of Violent Episodes (hrs)	--	--	--	0.3	0.5	0.7	0.5	0.3	0.5	2.7
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	76.9	78.9	53.0	40.6	47.1	55.7	62.5	63.5	50.9	58.7
Victims (subjected to violence)	87.2	85.5	69.7	78.1	61.2	69.6	85.0	67.3	78.9	74.3
(%V) Any involvement in violence	89.7	93.4	80.3	84.4	80.0	81.0	87.5	80.8	86.0	84.4
Killers (committing fatal violence)	5.1	1.3	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.8
Killed (victims of lethal violence)	7.7	1.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.0
(%K) Any involvement in killing	12.8	2.6	0.0	0.0	1.2	1.3	0.0	0.0	0.0	1.7
Violents : Victims Ratio	- 1.13	- 1.08	- 1.31	- 1.92	- 1.30	- 1.25	- 1.36	- 1.06	- 1.55	- 1.27
Killers : Killed Ratio	- 1.50	1.00	0.00	0.00	+ 0.00	- 0.00	0.00	0.00	0.00	- 1.25
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	154.6	153.4	129.3	153.7	131.6	127.7	151.9	125.1	166.9	140.6
Character V-Score: $CS = (%V) + (%K)$	102.6	96.1	80.3	84.4	81.2	82.3	87.5	80.8	86.0	86.1
Violence Index: $VI = PS + CS$	257.1	249.5	209.6	238.1	212.8	210.0	239.4	205.9	252.9	226.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 36: CBS CARTOON PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	23	37	33	8	20	23	12	20	23	199
Program Hours Analyzed	5.0	10.5	9.5	4.1	9.0	6.9	3.0	6.1	5.3	59.4
Leading characters analyzed	39	70	61	32	69	53	26	51	50	451
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	95.7	94.6	84.8	100.0	95.0	100.0	100.0	95.0	100.0	95.0
Program hours containing violence	95.0	93.7	90.1	100.0	94.4	100.0	100.0	95.9	100.0	95.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	121	252	186	73	128	138	89	131	160	1278
(R/P) Rate per all programs (plays)	5.3	6.8	5.6	9.1	6.4	6.0	7.4	6.5	7.0	6.4
(R/H) Rate per all hours	24.2	24.0	19.6	17.7	14.2	19.9	29.7	21.5	30.2	21.5
Duration of Violent Episodes (hrs)	--	--	--	0.3	0.5	0.7	0.4	0.4	0.5	2.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	76.9	77.1	54.1	40.6	43.5	64.2	76.9	76.5	50.0	61.6
Victims (subjected to violence)	87.2	84.3	72.1	78.1	66.7	77.4	84.6	78.4	80.0	77.8
(%V) Any involvement in violence	89.7	92.9	83.6	84.4	81.2	86.8	88.5	92.2	86.0	87.1
Killers (committing fatal violence)	5.1	1.4	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.9
Killed (victims of lethal violence)	7.7	1.4	0.0	0.0	0.0	1.9	0.0	0.0	0.0	1.1
(%K) Any involvement in killing	12.8	2.9	0.0	0.0	1.4	1.9	0.0	0.0	0.0	2.0
Violents : Victims Ratio	- 1.13	- 1.09	- 1.33	- 1.92	- 1.53	- 1.21	- 1.10	- 1.03	- 1.60	- 1.26
Killers : Killed Ratio	- 1.50	1.00	0.00	0.00	+ 0.00	- 0.00	0.00	0.00	0.00	- 1.25
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	154.6	156.2	135.4	153.7	136.2	151.8	174.2	151.1	174.3	150.8
Character V-Score: $CS = (%V) + (%K)$	102.6	95.7	83.6	84.4	82.6	88.7	88.5	92.2	86.0	89.1
Violence Index: $VI = PS + CS$	257.1	251.9	219.0	238.1	218.9	240.5	262.6	243.2	260.3	240.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 37: CBS ACTION PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	36	36	37	12	34	38	13	27	16	249
Program Hours Analyzed	19.0	20.2	27.5	12.5	31.0	28.0	11.5	25.3	13.3	188.2
Leading characters analyzed	75	96	88	55	128	105	40	88	52	727
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	94.4	97.2	89.2	100.0	97.1	97.4	92.3	96.3	93.8	95.2
Program hours containing violence	96.1	98.3	95.6	100.0	96.8	98.2	91.3	99.3	92.5	96.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	206	253	281	134	274	220	86	240	99	1793
(R/P) Rate per all programs (plays)	5.7	7.0	7.6	11.2	8.1	5.8	6.6	8.9	6.2	7.2
(R/H) Rate per all hours	10.8	12.5	10.2	10.7	8.8	7.9	7.5	9.5	7.5	9.5
Duration of Violent Episodes (hrs)	--	--	--	1.0	2.1	1.5	0.5	1.4	0.6	6.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	66.7	72.9	67.0	40.0	58.6	59.0	60.0	72.7	46.2	61.9
Victims (subjected to violence)	80.0	82.3	79.5	69.1	69.5	69.5	55.0	72.7	55.8	72.1
(%V) Any involvement in violence	85.3	89.6	86.4	69.1	82.8	79.0	72.5	83.0	65.4	81.0
Killers (committing fatal violence)	16.0	8.3	18.2	18.2	14.8	13.3	12.5	13.6	5.8	13.6
Killed (victims of lethal violence)	9.3	5.2	5.7	14.5	9.4	9.5	2.5	2.3	0.0	6.9
(%K) Any involvement in killing	21.3	12.5	19.3	25.5	21.1	20.0	12.5	14.8	5.8	17.6
Violents : Victims Ratio	- 1.20	- 1.13	- 1.19	- 1.73	- 1.19	- 1.18	+ 1.09	1.00	- 1.21	- 1.16
Killers : Killed Ratio	+ 1.71	+ 1.60	+ 3.20	+ 1.25	+ 1.58	+ 1.40	+ 5.00	+ 6.00	+ 0.00	+ 1.98
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	127.6	136.4	124.8	143.8	130.9	124.7	120.5	133.1	121.1	128.6
Character V-Score: $CS = (%V) + (%K)$	106.7	102.1	105.7	94.5	103.9	99.0	85.0	97.7	71.2	98.6
Violence Index: $VI = PS + CS$	234.2	238.5	230.5	238.3	234.8	223.7	205.5	230.8	192.2	227.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 38: ALL NBC PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	59	67	61	34	62	69	37	53	28	470
Program Hours Analyzed	41.5	47.2	46.9	25.7	49.5	52.3	26.4	47.4	26.1	363.1
Leading characters analyzed	154	172	171	126	199	207	92	164	84	1369
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	84.7	91.0	93.4	79.4	85.5	87.0	91.9	84.9	78.6	87.0
Program hours containing violence	87.3	92.6	93.6	86.4	86.9	90.4	92.4	86.3	84.0	89.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	318	403	328	182	320	439	292	303	181	2766
(R/P) Rate per all programs (plays)	5.4	6.0	5.4	5.4	5.2	6.4	7.9	5.7	6.5	5.9
(R/H) Rate per all hours	7.7	8.5	7.0	7.1	6.5	8.4	11.1	6.4	6.9	7.6
Duration of Violent Episodes (hrs)	--	--	--	1.3	2.4	2.6	2.1	2.1	0.7	9.9
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.4	55.2	50.9	35.7	43.7	45.4	70.7	52.4	41.7	50.0
Victims (subjected to violence)	66.2	69.2	56.7	52.4	55.3	55.6	73.9	59.1	56.0	60.0
(%V) Any involvement in violence	76.0	75.0	69.0	61.1	68.3	66.2	81.5	70.7	64.3	70.1
Killers (committing fatal violence)	13.6	7.0	5.8	6.3	9.0	9.2	10.9	8.5	3.6	8.4
Killed (victims of lethal violence)	5.8	4.1	3.5	1.6	5.0	3.4	5.4	3.0	6.0	4.1
(%K) Any involvement in killing	16.9	8.7	8.2	6.3	11.6	11.1	13.0	9.8	9.5	10.6
Violents : Victims Ratio	- 1.13	- 1.25	- 1.11	- 1.47	- 1.26	- 1.22	- 1.05	- 1.13	- 1.34	- 1.20
Killers : Killed Ratio	+ 2.33	+ 1.71	+ 1.67	+ 4.00	+ 1.80	+ 2.71	+ 2.00	+ 2.80	- 1.67	+ 2.05
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	110.9	120.1	118.2	104.3	108.7	116.5	129.8	109.1	105.4	114.0
Character V-Score: $CS = (%V) + (%K)$	92.9	83.7	77.2	67.5	79.9	77.3	94.6	80.5	73.8	80.6
Violence Index: $VI = PS + CS$	203.7	203.9	195.4	171.7	188.6	193.8	224.4	189.6	179.2	194.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 39: NBC PRIME-TIME PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	37	37	37	18	35	45	18	37	17	281
Program Hours Analyzed	36.5	40.3	37.5	18.0	40.0	42.3	21.5	42.5	22.3	300.8
Leading characters analyzed	112	105	115	59	124	142	51	119	61	888
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	83.8	83.8	91.9	66.7	77.1	84.4	83.3	81.1	70.6	81.9
Program hours containing violence	87.7	91.3	93.3	83.3	85.0	90.6	90.7	85.9	82.0	88.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	212	182	181	93	186	259	148	226	102	1589
(R/P) Rate per all programs (plays)	5.7	4.9	4.9	5.2	5.3	5.8	8.2	6.1	6.0	5.7
(R/H) Rate per all hours	5.8	4.5	4.8	5.2	4.6	6.1	6.9	5.3	4.6	5.3
Duration of Violent Episodes (hrs)	--	--	--	1.0	1.7	1.8	1.6	1.8	0.4	7.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	55.4	44.8	47.8	35.6	47.6	41.5	64.7	55.5	34.4	47.6
Victims (subjected to violence)	62.5	54.3	49.6	40.7	46.8	46.5	66.7	58.8	45.9	52.3
(%V) Any involvement in violence	74.1	61.9	64.3	45.8	62.9	57.7	74.5	70.6	54.1	63.5
Killers (committing fatal violence)	17.0	9.5	8.7	13.6	14.5	13.4	19.6	11.8	4.9	12.5
Killed (victims of lethal violence)	6.2	4.8	4.3	3.4	7.3	4.9	9.8	4.2	8.2	5.6
(%K) Any involvement in killing	19.6	11.4	11.3	13.6	17.7	16.2	23.5	13.4	13.1	15.3
Violents : Victims Ratio	- 1.13	- 1.21	- 1.04	- 1.14	+ 1.02	- 1.12	- 1.03	- 1.06	- 1.33	- 1.10
Killers : Killed Ratio	+ 2.71	+ 2.00	+ 2.00	+ 4.00	+ 2.00	+ 2.71	+ 2.00	+ 2.80	- 1.67	+ 2.22
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	106.9	102.7	111.3	87.3	97.1	108.2	113.5	103.9	91.8	103.7
Character V-Score: $CS = (%V) + (%K)$	93.7	73.3	75.7	59.3	80.6	73.9	98.0	84.0	67.2	78.8
Violence Index: $VI = PS + CS$	200.6	176.0	187.0	146.7	177.7	182.1	211.6	188.0	159.0	182.6

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 40: NBC PROGRAMS AIRED 8-9 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	26	21	19	10	17	22	9	17	7	148
Program Hours Analyzed	21.0	18.0	18.0	9.0	18.0	13.8	10.0	18.5	7.0	133.3
Leading characters analyzed	74	60	59	35	49	62	25	47	29	440
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	84.6	81.0	94.7	60.0	58.8	72.7	66.7	82.4	28.6	75.0
Program hours containing violence	90.5	88.9	97.2	77.8	72.2	74.7	80.0	89.2	42.9	82.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	132	82	88	44	39	64	48	99	39	635
(R/P) Rate per all programs (plays)	5.1	3.9	4.6	4.4	2.3	2.9	5.3	5.8	5.6	4.3
(R/H) Rate per all hours	6.3	4.6	4.9	4.9	2.2	4.6	4.8	5.4	5.6	4.8
Duration of Violent Episodes (hrs)	--	--	--	0.5	0.3	0.3	0.4	1.1	0.0	2.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	51.4	43.3	44.1	40.0	26.5	25.8	40.0	48.9	10.3	38.4
Victims (subjected to violence)	59.5	48.3	40.7	37.1	24.5	27.4	32.0	66.0	20.7	41.8
(%V) Any involvement in violence	73.0	56.7	57.6	45.7	38.8	41.9	48.0	76.6	20.7	53.9
Killers (committing fatal violence)	16.2	6.7	3.4	11.4	8.2	3.2	4.0	6.4	0.0	7.3
Killed (victims of lethal violence)	6.8	1.7	0.0	0.0	6.1	0.0	0.0	2.1	0.0	2.3
(%K) Any involvement in killing	20.3	6.7	3.4	11.4	12.2	3.2	4.0	6.4	0.0	8.4
Violents : Victims Ratio	- 1.16	- 1.12	+ 1.08	+ 1.08	+ 1.08	- 1.06	+ 1.25	- 1.35	- 2.00	- 1.09
Killers : Killed Ratio	+ 2.40	+ 4.00	+ 0.00	+ 0.00	+ 1.33	+ 0.00	+ 0.00	+ 3.00	0.00	+ 3.20
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	107.3	97.9	113.8	78.6	67.7	87.8	86.9	104.7	50.9	93.1
Character V-Score: $CS = (%V) + (%K)$	93.2	63.3	61.0	57.1	51.0	45.2	52.0	83.0	20.7	62.3
Violence Index: $VI = PS + CS$	200.6	161.2	174.8	135.7	118.8	133.0	138.9	187.7	71.5	155.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 41: NBC PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	11	16	18	8	18	23	9	20	10	133
Program Hours Analyzed	15.5	22.3	19.5	9.0	22.0	28.5	11.5	24.0	15.3	167.5
Leading characters analyzed	38	45	56	24	75	80	26	72	32	448
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	81.8	87.5	88.9	75.0	94.4	95.7	100.0	80.0	100.0	89.5
Program hours containing violence	83.9	93.3	89.7	88.9	95.5	98.2	100.0	83.3	100.0	92.5
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	80	100	93	49	147	195	100	127	63	954
(R/P) Rate per all programs (plays)	7.3	6.3	5.2	6.1	8.2	8.5	11.1	6.3	6.3	7.2
(R/H) Rate per all hours	5.2	4.5	4.8	5.4	6.7	6.8	8.7	5.3	4.1	5.7
Duration of Violent Episodes (hrs)	--	--	--	0.5	1.5	1.5	1.2	0.6	0.4	5.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	63.2	46.7	51.8	29.2	61.3	53.7	88.5	59.7	56.3	56.7
Victims (subjected to violence)	68.4	62.2	58.9	45.8	61.3	61.2	100.0	54.2	68.8	62.5
(%V) Any involvement in violence	76.3	68.9	71.4	45.8	78.7	70.0	100.0	66.7	84.4	73.0
Killers (committing fatal violence)	18.4	13.3	14.3	16.7	18.7	21.2	34.6	15.3	9.4	17.6
Killed (victims of lethal violence)	5.3	8.9	8.9	8.3	8.0	8.7	19.2	5.6	15.6	8.9
(%K) Any involvement in killing	18.4	17.8	19.6	16.7	21.3	26.2	42.3	18.1	25.0	22.1
Violents : Victims Ratio	- 1.08	- 1.33	- 1.14	- 1.57	1.00	- 1.14	- 1.13	+ 1.10	- 1.22	- 1.10
Killers : Killed Ratio	+ 3.50	+ 1.50	+ 1.60	+ 2.00	+ 2.33	+ 2.43	+ 1.80	+ 2.75	- 1.67	+ 1.97
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	106.7	109.0	108.8	98.1	124.1	126.3	139.6	103.3	120.9	115.2
Character V-Score: CS = (%V) + (%K)	94.7	86.7	91.1	62.5	100.0	96.2	142.3	84.7	109.4	95.1
Violence Index: VI = PS + CS	201.4	195.7	199.8	160.6	224.1	222.5	281.9	188.0	230.2	210.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 42: NBC WEEKEND MORNING PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	22	30	24	16	27	24	19	16	11	189
Program Hours Analyzed	5.0	7.0	9.4	7.7	9.5	10.0	4.9	4.9	3.8	62.3
Leading characters analyzed	42	67	56	67	75	65	41	45	23	481
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	86.4	100.0	95.8	93.8	96.3	91.7	100.0	93.8	90.9	94.7
Program hours containing violence	85.0	100.0	94.7	93.5	94.7	90.0	100.0	89.8	95.7	93.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	106	221	147	89	134	180	144	77	79	1177
(R/P) Rate per all programs (plays)	4.8	7.4	6.1	5.6	5.0	7.5	7.6	4.8	7.2	6.2
(R/H) Rate per all hours	21.2	31.6	15.6	11.5	14.1	18.0	29.4	15.7	20.6	18.9
Duration of Violent Episodes (hrs)	--	--	--	0.4	0.7	0.8	0.4	0.4	0.3	2.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	66.7	71.6	57.1	35.8	37.3	53.8	78.0	44.4	60.9	54.3
Victims (subjected to violence)	76.2	92.5	71.4	62.7	69.3	75.4	82.9	60.0	82.6	74.2
(%V) Any involvement in violence	81.0	95.5	78.6	74.6	77.3	84.6	90.2	71.1	91.3	82.1
Killers (committing fatal violence)	4.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Killed (victims of lethal violence)	4.8	3.0	1.8	0.0	1.3	0.0	0.0	0.0	0.0	1.2
(%K) Any involvement in killing	9.5	4.5	1.8	0.0	1.3	0.0	0.0	0.0	0.0	1.9
Violents : Victims Ratio	- 1.14	- 1.29	- 1.25	- 1.75	- 1.86	- 1.40	- 1.06	- 1.35	- 1.36	- 1.37
Killers : Killed Ratio	1.00	1.00	- 0.00	0.00	- 0.00	0.00	0.00	0.00	0.00	- 1.50
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	138.4	177.9	139.4	127.9	134.4	142.7	173.9	134.8	146.5	145.0
Character V-Score: $CS = (%V) + (%K)$	90.5	100.0	80.4	74.6	78.7	84.6	90.2	71.1	91.3	84.0
Violence Index: $VI = PS + CS$	228.9	277.9	219.7	202.5	213.1	227.3	264.2	205.9	237.8	229.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 43: NBC CARTOON PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	17	28	22	12	20	20	13	15	11	158
Program Hours Analyzed	4.4	6.2	8.4	5.2	6.0	6.3	1.9	4.1	3.8	46.3
Leading characters analyzed	36	59	54	54	53	46	28	42	23	395
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	88.2	100.0	100.0	100.0	95.0	100.0	100.0	93.3	90.9	96.8
Program hours containing violence	84.9	100.0	100.0	100.0	91.7	100.0	100.0	87.7	95.7	96.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	96	201	144	75	118	155	113	76	79	1057
(R/P) Rate per all programs (plays)	5.6	7.2	6.5	6.3	5.9	7.8	8.7	5.1	7.2	6.7
(R/H) Rate per all hours	21.7	32.6	17.1	14.3	19.7	24.5	59.5	18.7	20.6	22.8
Duration of Violent Episodes (hrs)	--	--	--	0.3	0.5	0.6	0.3	0.4	0.3	2.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	72.2	76.3	63.0	37.0	43.4	54.3	89.3	47.6	60.9	58.7
Victims (subjected to violence)	77.8	91.5	72.2	66.7	81.1	87.0	89.3	66.7	82.6	79.0
(%V) Any involvement in violence	83.3	94.9	81.5	74.1	84.9	93.5	96.4	78.6	91.3	85.8
Killers (committing fatal violence)	5.6	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Killed (victims of lethal violence)	5.6	3.4	1.9	0.0	1.9	0.0	0.0	0.0	0.0	1.5
(%K) Any involvement in killing	11.1	5.1	1.9	0.0	1.9	0.0	0.0	0.0	0.0	2.3
Violents : Victims Ratio	- 1.08	- 1.20	- 1.15	- 1.80	- 1.87	- 1.60	1.00	- 1.40	- 1.36	- 1.34
Killers : Killed Ratio	1.00	1.00	- 0.00	0.00	- 0.00	0.00	0.00	0.00	0.00	- 1.50
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	143.0	179.5	147.4	141.2	146.1	164.4	236.3	140.8	146.5	155.8
Character V-Score: $CS = (%V) + (%K)$	94.4	100.0	83.3	74.1	86.8	93.5	96.4	78.6	91.3	88.1
Violence Index: $VI = PS + CS$	237.4	279.5	230.7	215.2	232.9	257.9	332.8	219.4	237.8	243.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 44: NBC ACTION PROGRAMS

	67-68	69-70	71-72	1973	74-75*	75-76*	1976	1977**	1978	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	41	42	40	19	42	39	15	30	14	282
Program Hours Analyzed	33.7	29.8	32.6	15.7	39.5	38.5	14.7	30.6	9.3	244.4
Leading characters analyzed	114	108	117	81	145	130	44	100	40	879
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	95.1	95.2	100.0	100.0	92.9	92.3	93.3	86.7	92.9	94.3
Program hours containing violence	93.6	95.0	100.0	100.0	92.4	94.8	93.2	88.6	89.2	94.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	285	289	246	137	245	281	127	218	94	1922
(R/P) Rate per all programs (plays)	7.0	6.9	6.1	7.2	5.8	7.2	8.5	7.3	6.7	6.8
(R/H) Rate per all hours	8.5	9.7	7.5	8.7	6.2	7.3	8.7	7.1	10.2	7.9
Duration of Violent Episodes (hrs)	--	--	--	1.1	2.1	1.9	1.3	1.5	0.5	7.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	71.1	62.0	55.6	39.5	49.7	48.5	70.5	61.0	42.5	55.6
Victims (subjected to violence)	74.6	76.9	60.7	65.4	59.3	59.2	75.0	63.0	60.0	65.4
(%V) Any involvement in violence	86.0	84.3	73.5	70.4	76.6	69.2	86.4	73.0	70.0	76.5
Killers (committing fatal violence)	18.4	6.5	6.0	8.6	12.4	13.8	18.2	14.0	5.0	11.6
Killed (victims of lethal violence)	7.9	2.8	2.6	2.5	6.2	4.6	6.8	5.0	0.0	4.6
(%K) Any involvement in killing	22.8	8.3	8.5	8.6	15.2	16.2	20.5	16.0	5.0	13.9
Violents : Victims Ratio	- 1.05	- 1.24	- 1.09	- 1.66	- 1.19	- 1.22	- 1.06	- 1.03	- 1.41	- 1.18
Killers : Killed Ratio	+ 2.33	+ 2.33	+ 2.33	+ 3.50	+ 2.00	+ 3.00	+ 2.67	+ 2.80	+ 0.00	+ 2.55
INDICATORS OF VIOLENCE										
Program Score: $PS = (%P) + 2(R/P) + 2(R/H)$	126.0	128.4	127.4	131.8	116.9	121.3	127.6	115.4	126.6	123.7
Character V-Score: $CS = (%V) + (%K)$	108.8	92.6	82.1	79.0	91.7	85.4	106.8	89.0	75.0	90.3
Violence Index: $VI = PS + CS$	234.7	221.0	209.4	210.8	208.7	206.7	234.4	204.4	201.6	214.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 45: RISK RATIOS - CHARACTERS IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
ALL CHARACTERS																		
Total	573	100.0	552	100.0	359	100.0	628	100.0	664	100.0	290	100.0	585	100.0	298	100.0	3949	100.0
Violents	285	49.7	234	42.4	124	34.5	272	43.3	291	43.8	176	60.7	276	47.2	126	42.3	1784	45.2
Victims	333	58.1	277	50.2	173	48.2	350	55.7	359	54.1	188	64.8	292	49.9	171	57.4	2143	54.3
Involved In Violence	373	65.1	330	59.8	200	55.7	406	64.6	426	64.2	217	74.8	356	60.9	193	64.8	2501	63.3
Killers	27	4.7	45	8.2	21	5.8	63	10.0	43	6.5	19	6.6	30	5.1	9	3.0	257	6.5
Killed	17	3.0	22	4.0	12	3.3	34	5.4	25	3.8	9	3.1	10	1.7	6	2.0	135	3.4
Involved In Killing	38	6.6	54	9.8	27	7.5	81	12.9	61	9.2	24	8.3	34	5.8	15	5.0	334	8.5
Character V-Score		71.7		69.6		63.2		77.5		73.3		83.1		66.7		69.8		71.8
Violents : Victims	-	1.17	-	1.18	-	1.40	-	1.29	-	1.23	-	1.07	-	1.06	-	1.36	-	1.20
Killers : Killed	+	1.59	+	2.05	+	1.75	+	1.85	+	1.72	+	2.11	+	3.00	+	1.50	+	1.90
MEN																		
Total	441	100.0	405	100.0	260	100.0	481	100.0	522	100.0	218	100.0	413	100.0	198	100.0	2938	100.0
Violents	244	55.3	200	49.4	101	38.8	233	48.4	248	47.5	141	64.7	217	52.5	98	49.5	1482	50.4
Victims	281	63.7	227	56.0	139	53.5	292	60.7	309	59.2	152	69.7	227	55.0	119	60.1	1746	59.4
Involved In Violence	311	70.5	268	66.2	157	60.4	335	69.6	358	68.6	174	79.8	274	66.3	133	67.2	2010	68.4
Killers	26	5.9	43	10.6	21	8.1	54	11.2	39	7.5	15	6.9	28	6.8	6	3.0	232	7.9
Killed	13	2.9	20	4.9	9	3.5	30	6.2	23	4.4	6	2.8	10	2.4	4	2.0	115	3.9
Involved In Killing	34	7.7	50	12.3	24	9.2	69	14.3	55	10.5	17	7.8	32	7.7	10	5.1	291	9.9
Character V-Score		78.2		78.5		69.6		84.0		79.1		87.6		74.1		72.2		78.3
Violents : Victims	-	1.15	-	1.13	-	1.38	-	1.25	-	1.25	-	1.08	-	1.05	-	1.21	-	1.18
Killers : Killed	+	2.00	+	2.15	+	2.33	+	1.80	+	1.70	+	2.50	+	2.80	+	1.50	+	2.02
WOMEN																		
Total	123	100.0	138	100.0	97	100.0	143	100.0	129	100.0	67	100.0	168	100.0	91	100.0	956	100.0
Violents	35	28.5	27	19.6	21	21.6	38	26.6	33	25.6	30	44.8	56	33.3	21	23.1	261	27.3
Victims	44	35.8	42	30.4	32	33.0	55	38.5	39	30.2	31	46.3	63	37.5	45	49.5	351	36.7
Involved In Violence	54	43.9	54	39.1	41	42.3	68	47.6	56	43.4	38	56.7	79	47.0	51	56.0	441	46.1
Killers	1	0.8	1	0.7	0	0.0	9	6.3	4	3.1	4	6.0	2	1.2	3	3.3	24	2.5
Killed	4	3.3	2	1.4	3	3.1	4	2.8	2	1.6	3	4.5	0	0.0	2	2.2	20	2.1
Involved In Killing	4	3.3	3	2.2	3	3.1	12	8.4	6	4.7	7	10.4	2	1.2	5	5.5	42	4.4
Character V-Score		47.2		41.3		45.4		55.9		48.1		67.2		48.2		61.5		50.5
Violents : Victims	-	1.26	-	1.56	-	1.52	-	1.45	-	1.18	-	1.03	-	1.13	-	2.14	-	1.34
Killers : Killed	-	4.00	-	2.00	-	0.00	+	2.25	+	2.00	+	1.33	+	0.00	+	1.50	+	1.20

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 46: RISK RATIOS - CHARACTERS IN PRIME-TIME PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
ALL CHARACTERS																		
Total	350	100.0	386	100.0	214	100.0	395	100.0	431	100.0	172	100.0	440	100.0	191	100.0	2579	100.0
Violents	128	36.6	151	39.1	66	30.8	182	46.1	173	40.1	97	56.4	197	44.8	64	33.5	1058	41.0
Victims	150	42.9	168	43.5	75	35.0	207	52.4	196	45.5	94	54.7	196	44.5	85	44.5	1171	45.4
Involved In Violence	173	49.4	208	53.9	88	41.1	239	60.5	237	55.0	116	67.4	244	55.5	101	52.9	1406	54.5
Killers	24	6.9	44	11.4	20	9.3	61	15.4	43	10.0	17	9.9	30	6.8	9	4.7	248	9.6
Killed	14	4.0	20	5.2	12	5.6	32	8.1	23	5.3	8	4.7	10	2.3	6	3.1	125	4.8
Involved In Killing	33	9.4	52	13.5	26	12.1	77	19.5	59	13.7	21	12.2	34	7.7	15	7.9	317	12.3
Character V-Score	58.9		67.4		53.3		80.0		68.7		79.7		63.2		60.7		66.8	
Violents : Victims	- 1.17		- 1.11		- 1.14		- 1.14		- 1.13		+ 1.03		+ 1.01		- 1.33		- 1.11	
Killers : Killed	+ 1.71		+ 2.20		+ 1.67		+ 1.91		+ 1.87		+ 2.13		+ 3.00		+ 1.50		+ 1.98	
MEN																		
Total	249	100.0	276	100.0	150	100.0	291	100.0	324	100.0	119	100.0	299	100.0	120	100.0	1828	100.0
Violents	107	43.0	130	47.1	57	38.0	154	52.9	151	46.6	72	60.5	151	50.5	48	40.0	870	47.6
Victims	122	49.0	138	50.0	63	42.0	172	59.1	168	51.9	71	59.7	144	48.2	54	45.0	932	51.0
Involved In Violence	139	55.8	168	60.9	72	48.0	195	67.0	199	61.4	86	72.3	180	60.2	66	55.0	1105	60.4
Killers	23	9.2	42	15.2	20	13.3	52	17.9	39	12.0	15	12.6	28	9.4	6	5.0	225	12.3
Killed	10	4.0	18	6.5	9	6.0	28	9.6	22	6.8	6	5.0	10	3.3	4	3.3	107	5.9
Involved In Killing	29	11.6	48	17.4	23	15.3	65	22.3	54	16.7	17	14.3	32	10.7	10	8.3	278	15.2
Character V-Score	67.5		78.3		63.3		89.3		78.1		86.6		70.9		63.3		75.7	
Violents : Victims	- 1.14		- 1.06		- 1.11		- 1.12		- 1.11		+ 1.01		+ 1.05		- 1.13		- 1.07	
Killers : Killed	+ 2.30		+ 2.33		+ 2.22		+ 1.86		+ 1.77		+ 2.50		+ 2.80		+ 1.50		+ 2.10	
WOMEN																		
Total	101	100.0	109	100.0	64	100.0	104	100.0	107	100.0	53	100.0	140	100.0	71	100.0	749	100.0
Violents	21	20.8	20	18.3	9	14.1	28	26.9	22	20.6	25	47.2	45	32.1	16	22.5	186	24.8
Victims	28	27.7	29	26.6	12	18.8	35	33.7	28	26.2	23	43.4	51	36.4	31	43.7	237	31.6
Involved In Violence	34	33.7	39	35.8	16	25.0	44	42.3	38	35.5	30	56.6	63	45.0	35	49.3	299	39.9
Killers	1	1.0	1	0.9	0	0.0	9	8.7	4	3.7	2	3.8	2	1.4	3	4.2	22	2.9
Killed	4	4.0	2	1.8	3	4.7	4	3.8	1	0.9	2	3.8	0	0.0	2	2.8	18	2.4
Involved In Killing	4	4.0	3	2.8	3	4.7	12	11.5	5	4.7	4	7.5	2	1.4	5	7.0	38	5.1
Character V-Score	37.6		38.5		29.7		53.8		40.2		64.2		46.4		56.3		45.0	
Violents : Victims	- 1.33		- 1.45		- 1.33		- 1.25		- 1.27		+ 1.09		- 1.13		- 1.94		- 1.27	
Killers : Killed	- 4.00		- 2.00		- 0.00		+ 2.25		+ 4.00		1.00		+ 0.00		+ 1.50		+ 1.22	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 47: RISK RATIOS - CHARACTERS IN WEEKEND MORNING PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
ALL CHARACTERS																		
Total	223	100.0	166	100.0	145	100.0	233	100.0	233	100.0	118	100.0	145	100.0	107	100.0	1370	100.0
Violents	157	70.4	83	50.0	58	40.0	90	38.6	118	50.6	79	66.9	79	54.5	62	57.9	726	53.0
Victims	183	82.1	109	65.7	98	67.6	143	61.4	163	70.0	94	79.7	96	66.2	86	80.4	972	70.9
Involved In Violence	200	89.7	122	73.5	112	77.2	167	71.7	189	81.1	101	85.6	112	77.2	92	86.0	1095	79.9
Killers	3	1.3	1	0.6	1	0.7	2	0.9	0	0.0	2	1.7	0	0.0	0	0.0	9	0.7
Killed	3	1.3	2	1.2	0	0.0	2	0.9	2	0.9	1	0.8	0	0.0	0	0.0	10	0.7
Involved In Killing	5	2.2	2	1.2	1	0.7	4	1.7	2	0.9	3	2.5	0	0.0	0	0.0	17	1.2
Character V-Score	91.9		74.7		77.9		73.4		82.0		88.1		77.2		86.0		81.2	
Violents : Victims	- 1.17		- 1.31		- 1.69		- 1.59		- 1.38		- 1.19		- 1.22		- 1.39		- 1.34	
Killers : Killed	1.00		- 2.00		+ 0.00		1.00		- 0.00		+ 2.00		0.00		0.00		- 1.11	
MEN																		
Total	192	100.0	129	100.0	110	100.0	190	100.0	198	100.0	99	100.0	114	100.0	78	100.0	1110	100.0
Violents	137	71.4	70	54.3	44	40.0	79	41.6	97	49.0	69	69.7	66	57.9	50	64.1	612	55.1
Victims	159	82.8	89	69.0	76	69.1	120	63.2	141	71.2	81	81.8	83	72.8	65	83.3	814	73.3
Involved In Violence	172	89.6	100	77.5	85	77.3	140	73.7	159	80.3	88	88.9	94	82.5	67	85.9	905	81.5
Killers	3	1.6	1	0.8	1	0.9	2	1.1	0	0.0	0	0.0	0	0.0	0	0.0	7	0.6
Killed	3	1.6	2	1.6	0	0.0	2	1.1	1	0.5	0	0.0	0	0.0	0	0.0	8	0.7
Involved In Killing	5	2.6	2	1.6	1	0.9	4	2.1	1	0.5	0	0.0	0	0.0	0	0.0	13	1.2
Character V-Score	92.2		79.1		78.2		75.8		80.8		88.9		82.5		85.9		82.7	
Violents : Victims	- 1.16		- 1.27		- 1.73		- 1.52		- 1.45		- 1.17		- 1.26		- 1.30		- 1.33	
Killers : Killed	1.00		- 2.00		+ 0.00		1.00		- 0.00		0.00		0.00		0.00		- 1.14	
WOMEN																		
Total	22	100.0	29	100.0	33	100.0	39	100.0	22	100.0	14	100.0	28	100.0	20	100.0	207	100.0
Violents	14	63.6	7	24.1	12	36.4	10	25.6	11	50.0	5	35.7	11	39.3	5	25.0	75	36.2
Victims	16	72.7	13	44.8	20	60.6	20	51.3	11	50.0	8	57.1	12	42.9	14	70.0	114	55.1
Involved In Violence	20	90.9	15	51.7	25	75.8	24	61.5	18	81.8	8	57.1	16	57.1	16	80.0	142	68.6
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	14.3	0	0.0	0	0.0	2	1.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	1	7.1	0	0.0	0	0.0	2	1.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	3	21.4	0	0.0	0	0.0	4	1.9
Character V-Score	90.9		51.7		75.8		61.5		86.4		78.6		57.1		80.0		70.5	
Violents : Victims	- 1.14		- 1.86		- 1.67		- 2.00		1.00		- 1.60		- 1.09		- 2.80		- 1.52	
Killers : Killed	0.00		0.00		0.00		0.00		- 0.00		+ 2.00		0.00		0.00		1.00	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 4B: RISK RATIOS - SOCIAL AGE - CHARACTERS IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CHILD-ADOLESCENT																		
Total	44	100.0	49	100.0	59	100.0	79	100.0	59	100.0	17	100.0	79	100.0	29	100.0	415	100.0
Violents	15	34.1	16	32.7	14	23.7	17	21.5	18	30.5	9	52.9	33	41.8	9	31.0	131	31.6
Victims	20	45.5	19	38.8	34	57.6	37	46.8	35	59.3	9	52.9	39	49.4	16	55.2	209	50.4
Involved In Violence	23	52.3	25	51.0	42	71.2	41	51.9	40	67.8	13	76.5	49	62.0	18	62.1	251	60.5
Killers	0	0.0	1	2.0	0	0.0	0	0.0	0	0.0	0	0.0	2	2.5	0	0.0	3	0.7
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	3.4	1	0.2
Involved In Killing	0	0.0	1	2.0	0	0.0	0	0.0	0	0.0	0	0.0	2	2.5	1	3.4	4	1.0
Character V-Score	52.3		53.1		71.2		51.9		67.8		76.5		64.6		65.5		61.4	
Violents : Victims	- 1.33		- 1.19		- 2.43		- 2.18		- 1.94		1.00		- 1.18		- 1.78		- 1.60	
Killers : Killed	0.00		+ 0.00		0.00		0.00		0.00		0.00		+ 0.00		- 0.00		+ 3.00	
YOUNG ADULT																		
Total	142	100.0	110	100.0	84	100.0	138	100.0	139	100.0	30	100.0	114	100.0	56	100.0	813	100.0
Violents	63	44.4	55	50.0	23	27.4	50	36.2	62	44.6	11	36.7	63	55.3	16	28.6	343	42.2
Victims	84	59.2	64	58.2	38	45.2	79	57.2	85	61.2	17	56.7	69	60.5	30	53.6	466	57.3
Involved In Violence	95	66.9	73	66.4	41	48.8	88	63.8	99	71.2	18	60.0	78	68.4	32	57.1	524	64.5
Killers	5	3.5	10	9.1	6	7.1	12	8.7	13	9.4	4	13.3	8	7.0	0	0.0	58	7.1
Killed	4	2.8	3	2.7	3	3.6	4	2.9	11	7.9	2	6.7	2	1.8	0	0.0	29	3.6
Involved In Killing	8	5.6	13	11.8	8	9.5	14	10.1	19	13.7	5	16.7	8	7.0	0	0.0	75	9.2
Character V-Score	72.5		78.2		58.3		73.9		84.9		76.7		75.4		57.1		73.7	
Violents : Victims	- 1.33		- 1.16		- 1.65		- 1.58		- 1.37		- 1.55		- 1.10		- 1.88		- 1.36	
Killers : Killed	+ 1.25		+ 3.33		+ 2.00		+ 3.00		+ 1.18		+ 2.00		+ 4.00		0.00		+ 2.00	
SETTLED ADULT																		
Total	266	100.0	299	100.0	178	100.0	346	100.0	396	100.0	200	100.0	345	100.0	182	100.0	2212	100.0
Violents	119	44.7	117	39.1	64	36.0	167	48.3	171	43.2	121	60.5	150	43.5	81	44.5	990	44.8
Victims	130	48.9	138	46.2	77	43.3	194	56.1	191	48.2	126	63.0	154	44.6	100	54.9	1110	50.2
Involved In Violence	148	55.6	169	56.5	90	50.6	228	65.9	234	59.1	145	72.5	194	56.2	114	62.6	1322	59.8
Killers	19	7.1	28	9.4	14	7.9	50	14.5	30	7.6	14	7.0	18	5.2	7	3.8	180	8.1
Killed	11	4.1	12	4.0	8	4.5	26	7.5	12	3.0	7	3.5	8	2.3	3	1.6	87	3.9
Involved In Killing	26	9.8	31	10.4	17	9.6	62	17.9	40	10.1	18	9.0	22	6.4	10	5.5	226	10.2
Character V-Score	65.4		66.9		60.1		83.8		69.2		81.5		62.6		68.1		70.0	
Violents : Victims	- 1.09		- 1.18		- 1.20		- 1.16		- 1.12		- 1.04		- 1.03		- 1.23		- 1.12	
Killers : Killed	+ 1.73		+ 2.33		+ 1.75		+ 1.92		+ 2.50		+ 2.00		+ 2.25		+ 2.33		+ 2.07	

TABLE 48: RISK RATIOS - SOCIAL AGE - CHARACTERS IN ALL PROGRAMS

CONTINUED

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
OLD																		
Total	17	100.0	26	100.0	8	100.0	19	100.0	17	100.0	0	0.0	12	100.0	7	100.0	106	100.0
Violents	7	41.2	6	23.1	2	25.0	6	31.6	5	29.4	0	0.0	5	41.7	3	42.9	34	32.1
Victims	10	58.8	6	23.1	2	25.0	9	47.4	4	23.5	0	0.0	5	41.7	3	42.9	39	36.8
Involved In Violence	11	64.7	9	34.6	3	37.5	11	57.9	5	29.4	0	0.0	6	50.0	5	71.4	50	47.2
Killers	1	5.9	1	3.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	28.6	4	3.8
Killed	1	5.9	2	7.7	0	0.0	2	10.5	1	5.9	0	0.0	0	0.0	1	14.3	7	6.6
Involved In Killing	2	11.8	2	7.7	0	0.0	2	10.5	1	5.9	0	0.0	0	0.0	3	42.9	10	9.4
Character V-Score		76.5		42.3		37.5		68.4		35.3		0.0		50.0		114.3		56.6
Violents : Victims	-	1.43		1.00		1.00	-	1.50	+	1.25		0.00		1.00		1.00	-	1.15
Killers : Killed		1.00		- 2.00		0.00		0.00		0.00		0.00		0.00	+	2.00		- 1.75
CANNOT CODE SOCIAL AGE																		
Total	104	100.0	68	100.0	30	100.0	46	100.0	53	100.0	43	100.0	35	100.0	24	100.0	403	100.0
Violents	81	77.9	40	58.8	21	70.0	32	69.6	35	66.0	35	81.4	25	71.4	17	70.8	286	71.0
Victims	89	85.6	50	73.5	22	73.3	31	67.4	44	83.0	36	83.7	25	71.4	22	91.7	319	79.2
Involved In Violence	96	92.3	54	79.4	24	80.0	38	82.6	48	90.6	41	95.3	29	82.9	24	100.0	354	87.8
Killers	2	1.9	5	7.4	1	3.3	1	2.2	0	0.0	1	2.3	2	5.7	0	0.0	12	3.0
Killed	1	1.0	5	7.4	1	3.3	2	4.3	1	1.9	0	0.0	0	0.0	1	4.2	11	2.7
Involved In Killing	2	1.9	7	10.3	2	6.7	3	6.5	1	1.9	1	2.3	2	5.7	1	4.2	19	4.7
Character V-Score		94.2		89.7		86.7		89.1		92.5		97.7		88.6		104.2		92.6
Violents : Victims	-	1.10	-	1.25	-	1.05	+	1.03	-	1.26	-	1.03		1.00	-	1.29	-	1.12
Killers : Killed	+	2.00		1.00		1.00	-	2.00	-	0.00	+	0.00	+	0.00	-	0.00	+	1.09

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 49: RISK RATIOS - SOCIAL AGE - MEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CHILD-ADOLESCENT																		
Total	32	100.0	34	100.0	38	100.0	58	100.0	44	100.0	13	100.0	57	100.0	21	100.0	297	100.0
Violents	12	37.5	12	35.3	8	21.1	13	22.4	15	34.1	6	46.2	26	45.6	8	38.1	100	33.7
Victims	17	53.1	16	47.1	23	60.5	30	51.7	28	63.6	8	61.5	34	59.6	13	61.9	169	56.9
Involved In Violence	19	59.4	19	55.9	27	71.1	33	56.9	31	70.5	10	76.9	40	70.2	14	66.7	193	65.0
Killers	0	0.0	1	2.9	0	0.0	0	0.0	0	0.0	0	0.0	2	3.5	0	0.0	3	1.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	4.8	1	0.3
Involved In Killing	0	0.0	1	2.9	0	0.0	0	0.0	0	0.0	0	0.0	2	3.5	1	4.8	4	1.3
Character V-Score	59.4		58.8		71.1		56.9		70.5		76.9		73.7		71.4		66.3	
Violents : Victims	- 1.42		- 1.33		- 2.88		- 2.31		- 1.87		- 1.33		- 1.31		- 1.63		- 1.69	
Killers : Killed	0.00		+ 0.00		0.00		0.00		0.00		0.00		+ 0.00		- 0.00		+ 3.00	
YOUNG ADULT																		
Total	89	100.0	73	100.0	53	100.0	99	100.0	102	100.0	21	100.0	75	100.0	27	100.0	539	100.0
Violents	47	52.8	45	61.6	17	32.1	42	42.4	51	50.0	10	47.6	47	62.7	11	40.7	270	50.1
Victims	60	67.4	48	65.8	24	45.3	59	59.6	65	63.7	12	57.1	50	66.7	15	55.6	333	61.8
Involved In Violence	66	74.2	55	75.3	26	49.1	67	67.7	77	75.5	13	61.9	55	73.3	16	59.3	375	69.6
Killers	5	5.6	9	12.3	6	11.3	9	9.1	11	10.8	4	19.0	6	8.0	0	0.0	50	9.3
Killed	2	2.2	2	2.7	1	1.9	4	4.0	10	9.8	2	9.5	2	2.7	0	0.0	23	4.3
Involved In Killing	6	6.7	11	15.1	6	11.3	11	11.1	16	15.7	5	23.8	6	8.0	0	0.0	61	11.3
Character V-Score	80.9		90.4		60.4		78.8		91.2		85.7		81.3		59.3		80.9	
Violents : Victims	- 1.28		- 1.07		- 1.41		- 1.40		- 1.27		- 1.20		- 1.06		- 1.36		- 1.23	
Killers : Killed	+ 2.50		+ 4.50		+ 6.00		+ 2.25		+ 1.10		+ 2.00		+ 3.00		0.00		+ 2.17	
SETTLED ADULT																		
Total	219	100.0	229	100.0	138	100.0	271	100.0	323	100.0	146	100.0	242	100.0	130	100.0	1698	100.0
Violents	110	50.2	106	46.3	59	42.8	144	53.1	153	47.4	95	65.1	120	49.6	65	50.0	852	50.2
Victims	120	54.8	121	52.8	74	53.6	168	62.0	178	55.1	101	69.2	118	48.8	76	58.5	956	56.3
Involved In Violence	135	61.6	145	63.3	84	60.9	193	71.2	209	64.7	115	78.8	150	62.0	85	65.4	1116	65.7
Killers	18	8.2	28	12.2	14	10.1	44	16.2	28	8.7	10	6.8	18	7.4	4	3.1	164	9.7
Killed	9	4.1	12	5.2	8	5.8	23	8.5	11	3.4	4	2.7	8	3.3	2	1.5	77	4.5
Involved In Killing	24	11.0	31	13.5	17	12.3	54	19.9	37	11.5	11	7.5	22	9.1	6	4.6	202	11.9
Character V-Score	72.6		76.9		73.2		91.1		76.2		86.3		71.1		70.0		77.6	
Violents : Victims	- 1.09		- 1.14		- 1.25		- 1.17		- 1.16		- 1.06		+ 1.02		- 1.17		- 1.12	
Killers : Killed	+ 2.00		+ 2.33		+ 1.75		+ 1.91		+ 2.55		+ 2.50		+ 2.25		+ 2.00		+ 2.13	

TABLE 49: RISK RATIOS - SOCIAL AGE - MEN IN ALL PROGRAMS

CONTINUED

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
OLD																		
Total	13	100.0	18	100.0	6	100.0	14	100.0	12	100.0	0	0.0	11	100.0	6	100.0	80	100.0
Violents	6	46.2	6	33.3	1	16.7	5	35.7	5	41.7	0	0.0	5	45.5	3	50.0	31	38.7
Victims	8	61.5	4	22.2	0	0.0	6	42.9	4	33.3	0	0.0	5	45.5	2	33.3	29	36.2
Involved In Violence	9	69.2	7	38.9	1	16.7	8	57.1	5	41.7	0	0.0	6	54.5	4	66.7	40	50.0
Killers	1	7.7	1	5.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	33.3	4	5.0
Killed	1	7.7	1	5.6	0	0.0	1	7.1	1	8.3	0	0.0	0	0.0	0	0.0	4	5.0
Involved In Killing	2	15.4	1	5.6	0	0.0	1	7.1	1	8.3	0	0.0	0	0.0	2	33.3	7	8.7
Character V-Score		84.6		44.4		16.7		64.3		50.0		0.0		54.5		100.0		58.7
Violents : Victims	-	1.33	+	1.50	+	0.00	-	1.20	+	1.25		0.00		1.00	+	1.50	+	1.07
Killers : Killed		1.00		1.00		0.00	-	0.00	-	0.00		0.00		0.00	+	0.00		1.00
CANNOT CODE SOCIAL AGE																		
Total	88	100.0	51	100.0	25	100.0	39	100.0	41	100.0	38	100.0	28	100.0	14	100.0	324	100.0
Violents	69	78.4	31	60.8	16	64.0	29	74.4	24	58.5	30	78.9	19	67.9	11	78.6	229	70.7
Victims	76	86.4	38	74.5	18	72.0	29	74.4	34	82.9	31	81.6	20	71.4	13	92.9	259	79.9
Involved In Violence	82	93.2	42	82.4	19	76.0	34	87.2	36	87.8	36	94.7	23	82.1	14	100.0	286	88.3
Killers	2	2.3	4	7.8	1	4.0	1	2.6	0	0.0	1	2.6	2	7.1	0	0.0	11	3.4
Killed	1	1.1	5	9.8	0	0.0	2	5.1	1	2.4	0	0.0	0	0.0	1	7.1	10	3.1
Involved In Killing	2	2.3	6	11.8	1	4.0	3	7.7	1	2.4	1	2.6	2	7.1	1	7.1	17	5.2
Character V-Score		95.5		94.1		80.0		94.9		90.2		97.4		89.3		107.1		93.5
Violents : Victims	-	1.10	-	1.22	-	1.13		1.00	-	1.42	-	1.03	-	1.05	-	1.18	-	1.13
Killers : Killed	+	2.00	-	1.25	+	0.00	-	2.00	-	0.00	+	0.00	+	0.00	-	0.00	+	1.10

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 50: RISK RATIOS - SOCIAL AGE - WOMEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CHILD-ADOLESCENT																		
Total	12	100.0	15	100.0	21	100.0	21	100.0	14	100.0	4	100.0	22	100.0	7	100.0	116	100.0
Violents	3	25.0	4	26.7	6	28.6	4	19.0	3	21.4	3	75.0	7	31.8	0	0.0	30	25.9
Victims	3	25.0	3	20.0	11	52.4	7	33.3	7	50.0	1	25.0	5	22.7	3	42.9	40	34.5
Involved In Violence	4	33.3	6	40.0	15	71.4	8	38.1	9	64.3	3	75.0	9	40.9	3	42.9	57	49.1
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score	33.3		40.0		71.4		38.1		64.3		75.0		40.9		42.9		49.1	
Violents : Victims	1.00		+ 1.33		- 1.83		- 1.75		- 2.33		+ 3.00		+ 1.40		- 0.00		- 1.33	
Killers : Killed	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
YOUNG ADULT																		
Total	53	100.0	36	100.0	31	100.0	38	100.0	35	100.0	9	100.0	39	100.0	29	100.0	270	100.0
Violents	16	30.2	9	25.0	6	19.4	8	21.1	10	28.6	1	11.1	16	41.0	5	17.2	71	26.3
Victims	24	45.3	15	41.7	14	45.2	19	50.0	18	51.4	5	55.6	19	48.7	15	51.7	129	47.8
Involved In Violence	29	54.7	17	47.2	15	48.4	20	52.6	20	57.1	5	55.6	23	59.0	16	55.2	145	53.7
Killers	0	0.0	1	2.8	0	0.0	3	7.9	2	5.7	0	0.0	2	5.1	0	0.0	8	3.0
Killed	2	3.8	1	2.8	2	6.5	0	0.0	1	2.9	0	0.0	0	0.0	0	0.0	6	2.2
Involved In Killing	2	3.8	2	5.6	2	6.5	3	7.9	3	8.6	0	0.0	2	5.1	0	0.0	14	5.2
Character V-Score	58.5		52.8		54.8		60.5		65.7		55.6		64.1		55.2		58.9	
Violents : Victims	- 1.50		- 1.67		- 2.33		- 2.38		- 1.80		- 5.00		- 1.19		- 3.00		- 1.82	
Killers : Killed	- 0.00		1.00		- 0.00		+ 0.00		+ 2.00		0.00		+ 0.00		0.00		+ 1.33	
SETTLED ADULT																		
Total	47	100.0	70	100.0	40	100.0	75	100.0	73	100.0	54	100.0	103	100.0	51	100.0	513	100.0
Violents	9	19.1	11	15.7	5	12.5	23	30.7	18	24.7	26	48.1	30	29.1	15	29.4	137	26.7
Victims	10	21.3	17	24.3	3	7.5	26	34.7	13	17.8	25	46.3	36	35.0	23	45.1	153	29.8
Involved In Violence	13	27.7	24	34.3	6	15.0	35	46.7	25	34.2	30	55.6	44	42.7	28	54.9	205	40.0
Killers	1	2.1	0	0.0	0	0.0	6	8.0	2	2.7	4	7.4	0	0.0	3	5.9	16	3.1
Killed	2	4.3	0	0.0	0	0.0	3	4.0	1	1.4	3	5.6	0	0.0	1	2.0	10	1.9
Involved In Killing	2	4.3	0	0.0	0	0.0	8	10.7	3	4.1	7	13.0	0	0.0	4	7.8	24	4.7
Character V-Score	31.9		34.3		15.0		57.3		38.4		68.5		42.7		62.7		44.6	
Violents : Victims	- 1.11		- 1.55		+ 1.67		- 1.13		+ 1.38		+ 1.04		- 1.20		- 1.53		- 1.12	
Killers : Killed	- 2.00		0.00		0.00		+ 2.00		+ 2.00		+ 1.33		0.00		+ 3.00		+ 1.60	

TABLE 50: RISK RATIOS - SOCIAL AGE - WOMEN IN ALL PROGRAMS

CONTINUED

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
OLD																		
Total	4	100.0	8	100.0	2	100.0	5	100.0	5	100.0	0	0.0	1	100.0	1	100.0	26	100.0
Violents	1	25.0	0	0.0	1	50.0	1	20.0	0	0.0	0	0.0	0	0.0	0	0.0	3	11.5
Victims	2	50.0	2	25.0	2	100.0	3	60.0	0	0.0	0	0.0	0	0.0	1	100.0	10	38.5
Involved In Violence	2	50.0	2	25.0	2	100.0	3	60.0	0	0.0	0	0.0	0	0.0	1	100.0	10	38.5
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	1	12.5	0	0.0	1	20.0	0	0.0	0	0.0	0	0.0	1	100.0	3	11.5
Involved In Killing	0	0.0	1	12.5	0	0.0	1	20.0	0	0.0	0	0.0	0	0.0	1	100.0	3	11.5
Character V-Score	50.0		37.5		100.0		80.0		0.0		0.0		0.0		200.0		50.0	
Violents : Victims	- 2.00		- 0.00		- 2.00		- 3.00		0.00		0.00		0.00		- 0.00		- 3.33	
Killers : Killed	0.00		- 0.00		0.00		- 0.00		0.00		0.00		0.00		- 0.00		- 0.00	
CANNOT CODE SOCIAL AGE																		
Total	7	100.0	9	100.0	3	100.0	4	100.0	2	100.0	0	0.0	3	100.0	3	100.0	31	100.0
Violents	6	85.7	3	33.3	3	100.0	2	50.0	2	100.0	0	0.0	3	100.0	1	33.3	20	64.5
Victims	5	71.4	5	55.6	2	66.7	0	0.0	1	50.0	0	0.0	3	100.0	3	100.0	19	61.3
Involved In Violence	6	85.7	5	55.6	3	100.0	2	50.0	2	100.0	0	0.0	3	100.0	3	100.0	24	77.4
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	1	33.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	3.2
Involved In Killing	0	0.0	0	0.0	1	33.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	3.2
Character V-Score	85.7		55.6		133.3		50.0		100.0		0.0		100.0		100.0		80.6	
Violents : Victims	+ 1.20		- 1.67		+ 1.50		+ 0.00		+ 2.00		0.00		1.00		- 3.00		+ 1.05	
Killers : Killed	0.00		0.00		- 0.00		0.00		0.00		0.00		0.00		0.00		- 0.00	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 51: RISK RATIOS - MARITAL STATUS - ALL CHARACTERS IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UNMARRIED, UNKNOWN																		
Total	365	100.0	313	100.0	124	100.0	276	100.0	235	100.0	143	100.0	272	100.0	145	100.0	1873	100.0
Violents	191	52.3	148	47.3	38	30.6	109	39.5	96	40.9	85	59.4	133	48.9	57	39.3	857	45.8
Victims	220	60.3	169	54.0	61	49.2	154	55.8	134	57.0	94	65.7	141	51.8	79	54.5	1052	56.2
Involved In Violence	251	68.8	202	64.5	73	58.9	174	63.0	156	66.4	108	75.5	173	63.6	92	63.4	1229	65.6
Killers	19	5.2	25	8.0	4	3.2	26	9.4	16	6.8	10	7.0	13	4.8	3	2.1	116	6.2
Killed	14	3.8	10	3.2	4	3.2	10	3.6	9	3.8	7	4.9	5	1.8	2	1.4	61	3.3
Involved In Killing	30	8.2	29	9.3	7	5.6	30	10.9	21	8.9	14	9.8	15	5.5	5	3.4	151	8.1
Character V-Score	77.0		73.8		64.5		73.9		75.3		85.3		69.1		66.9		73.7	
Violents : Victims	- 1.15		- 1.14		- 1.61		- 1.41		- 1.40		- 1.11		- 1.06		- 1.39		- 1.23	
Killers : Killed	+ 1.36		+ 2.50		1.00		+ 2.60		+ 1.78		+ 1.43		+ 2.60		+ 1.50		+ 1.90	
MARRIED																		
Total	149	100.0	165	100.0	106	100.0	152	100.0	157	100.0	63	100.0	123	100.0	72	100.0	987	100.0
Violents	47	31.5	41	24.8	22	20.8	61	40.1	43	27.4	28	44.4	36	29.3	20	27.8	298	30.2
Victims	62	41.6	59	35.8	32	30.2	68	44.7	53	33.8	30	47.6	40	32.5	33	45.8	377	38.2
Involved In Violence	68	45.6	71	43.0	38	35.8	84	55.3	64	40.8	37	58.7	50	40.7	37	51.4	449	45.5
Killers	8	5.4	12	7.3	4	3.8	17	11.2	11	7.0	6	9.5	8	6.5	4	5.6	70	7.1
Killed	3	2.0	7	4.2	3	2.8	14	9.2	10	6.4	0	0.0	1	0.8	4	5.6	42	4.3
Involved In Killing	8	5.4	16	9.7	6	5.7	26	17.1	18	11.5	6	9.5	9	7.3	8	11.1	97	9.8
Character V-Score	51.0		52.7		41.5		72.4		52.2		68.3		48.0		62.5		55.3	
Violents : Victims	- 1.32		- 1.44		- 1.45		- 1.11		- 1.23		- 1.07		- 1.11		- 1.65		- 1.27	
Killers : Killed	+ 2.67		+ 1.71		+ 1.33		+ 1.21		+ 1.10		+ 0.00		+ 8.00		1.00		+ 1.67	
CANNOT CODE MARITAL STATUS																		
Total	59	100.0	74	100.0	129	100.0	200	100.0	272	100.0	84	100.0	190	100.0	81	100.0	1089	100.0
Violents	47	79.7	45	60.8	64	49.6	102	51.0	152	55.9	63	75.0	107	56.3	49	60.5	629	57.8
Victims	51	86.4	49	66.2	80	62.0	128	64.0	172	63.2	64	76.2	111	58.4	59	72.8	714	65.6
Involved In Violence	54	91.5	57	77.0	89	69.0	148	74.0	206	75.7	72	85.7	133	70.0	64	79.0	823	75.6
Killers	0	0.0	8	10.8	13	10.1	20	10.0	16	5.9	3	3.6	9	4.7	2	2.5	71	6.5
Killed	0	0.0	5	6.8	5	3.9	10	5.0	6	2.2	2	2.4	4	2.1	0	0.0	32	2.9
Involved In Killing	0	0.0	9	12.2	14	10.9	25	12.5	22	8.1	4	4.8	10	5.3	2	2.5	86	7.9
Character V-Score	91.5		89.2		79.8		86.5		83.8		90.5		75.3		81.5		83.5	
Violents : Victims	- 1.09		- 1.09		- 1.25		- 1.25		- 1.13		- 1.02		- 1.04		- 1.20		- 1.14	
Killers : Killed	0.00		+ 1.60		+ 2.60		+ 2.00		+ 2.67		+ 1.50		+ 2.25		+ 0.00		+ 2.22	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 52: RISK RATIOS - MARITAL STATUS - MEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UNMARRIED, UNKNOWN																		
Total	298	100.0	242	100.0	83	100.0	204	100.0	176	100.0	100	100.0	180	100.0	91	100.0	1374	100.0
Violents	170	57.0	129	53.3	26	31.3	90	44.1	82	46.6	63	63.0	99	55.0	44	48.4	703	51.2
Victims	192	64.4	138	57.0	44	53.0	121	59.3	108	61.4	69	69.0	106	58.9	54	59.3	832	60.6
Involved In Violence	216	72.5	165	68.2	49	59.0	136	66.7	125	71.0	79	79.0	126	70.0	62	68.1	958	69.7
Killers	19	6.4	24	9.9	4	4.8	22	10.8	13	7.4	7	7.0	12	6.7	2	2.2	103	7.5
Killed	11	3.7	8	3.3	2	2.4	9	4.4	9	5.1	5	5.0	5	2.8	2	2.2	51	3.7
Involved In Killing	27	9.1	26	10.7	5	6.0	26	12.7	18	10.2	9	9.0	14	7.8	4	4.4	129	9.4
Character V-Score	81.5		78.9		65.1		79.4		81.2		88.0		77.8		72.5		79.1	
Violents : Victims	- 1.13		- 1.07		- 1.69		- 1.34		- 1.32		- 1.10		- 1.07		- 1.23		- 1.18	
Killers : Killed	+ 1.73		+ 3.00		+ 2.00		+ 2.44		+ 1.44		+ 1.40		+ 2.40		1.00		+ 2.02	
MARRIED																		
Total	95	100.0	104	100.0	65	100.0	98	100.0	106	100.0	42	100.0	72	100.0	44	100.0	626	100.0
Violents	35	36.8	33	31.7	17	26.2	47	48.0	34	32.1	21	50.0	25	34.7	15	34.1	227	36.3
Victims	47	49.5	48	46.2	24	36.9	53	54.1	44	41.5	25	59.5	27	37.5	20	45.5	288	46.0
Involved In Violence	50	52.6	55	52.9	28	43.1	62	63.3	50	47.2	29	69.0	34	47.2	23	52.3	331	52.9
Killers	7	7.4	12	11.5	4	6.2	12	12.2	11	10.4	5	11.9	7	9.7	2	4.5	60	9.6
Killed	2	2.1	7	6.7	2	3.1	11	11.2	8	7.5	0	0.0	1	1.4	2	4.5	33	5.3
Involved In Killing	7	7.4	16	15.4	5	7.7	18	18.4	16	15.1	5	11.9	8	11.1	4	9.1	79	12.6
Character V-Score	60.0		68.3		50.8		81.6		62.3		81.0		58.3		61.4		65.5	
Violents : Victims	- 1.34		- 1.45		- 1.41		- 1.13		- 1.29		- 1.19		- 1.08		- 1.33		- 1.27	
Killers : Killed	+ 3.50		+ 1.71		+ 2.00		+ 1.09		+ 1.38		+ 0.00		+ 7.00		1.00		+ 1.82	
CANNOT CODE MARITAL STATUS																		
Total	48	100.0	59	100.0	112	100.0	179	100.0	240	100.0	76	100.0	161	100.0	63	100.0	938	100.0
Violents	39	81.3	38	64.4	58	51.8	96	53.6	132	55.0	57	75.0	93	57.8	39	61.9	552	58.8
Victims	42	87.5	41	69.5	71	63.4	118	65.9	157	65.4	58	76.3	94	58.4	45	71.4	626	66.7
Involved In Violence	45	93.8	48	81.4	80	71.4	137	76.5	183	76.2	66	86.8	114	70.8	48	76.2	721	76.9
Killers	0	0.0	7	11.9	13	11.6	20	11.2	15	6.2	3	3.9	9	5.6	2	3.2	69	7.4
Killed	0	0.0	5	8.5	5	4.5	10	5.6	6	2.5	1	1.3	4	2.5	0	0.0	31	3.3
Involved In Killing	0	0.0	8	13.6	14	12.5	25	14.0	21	8.7	3	3.9	10	6.2	2	3.2	83	8.8
Character V-Score	93.8		94.9		83.9		90.5		85.0		90.8		77.0		79.4		85.7	
Violents : Victims	- 1.08		- 1.08		- 1.22		- 1.23		- 1.19		- 1.02		- 1.01		- 1.15		- 1.13	
Killers : Killed	0.00		+ 1.40		+ 2.60		+ 2.00		+ 2.50		+ 3.00		+ 2.25		+ 0.00		+ 2.23	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 53: RISK RATIOS - MARITAL STATUS - WOMEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UNMARRIED, UNKNOWN																		
Total	66	100.0	70	100.0	41	100.0	71	100.0	56	100.0	42	100.0	92	100.0	53	100.0	491	100.0
Violents	21	31.8	18	25.7	12	29.3	19	26.8	12	21.4	21	50.0	34	37.0	12	22.6	149	30.3
Victims	27	40.9	30	42.9	17	41.5	32	45.1	24	42.9	24	57.1	35	38.0	25	47.2	214	43.6
Involved In Violence	34	51.5	36	51.4	24	58.5	37	52.1	29	51.8	28	66.7	47	51.1	29	54.7	264	53.8
Killers	0	0.0	1	1.4	0	0.0	4	5.6	3	5.4	3	7.1	1	1.1	1	1.9	13	2.6
Killed	3	4.5	2	2.9	2	4.9	1	1.4	0	0.0	2	4.8	0	0.0	0	0.0	10	2.0
Involved In Killing	3	4.5	3	4.3	2	4.9	4	5.6	3	5.4	5	11.9	1	1.1	1	1.9	22	4.5
Character V-Score	56.1		55.7		63.4		57.7		57.1		78.6		52.2		56.6		58.2	
Violents : Victims	- 1.29		- 1.67		- 1.42		- 1.68		- 2.00		- 1.14		- 1.03		- 2.08		- 1.44	
Killers : Killed	- 0.00		- 2.00		- 0.00		+ 4.00		+ 0.00		+ 1.50		+ 0.00		+ 0.00		+ 1.30	
MARRIED																		
Total	54	100.0	61	100.0	41	100.0	54	100.0	51	100.0	21	100.0	51	100.0	28	100.0	361	100.0
Violents	12	22.2	8	13.1	5	12.2	14	25.9	9	17.6	7	33.3	11	21.6	5	17.9	71	19.7
Victims	15	27.8	11	18.0	8	19.5	15	27.8	9	17.6	5	23.8	13	25.5	13	46.4	89	24.7
Involved In Violence	18	33.3	16	26.2	10	24.4	22	40.7	14	27.5	8	38.1	16	31.4	14	50.0	118	32.7
Killers	1	1.9	0	0.0	0	0.0	5	9.3	0	0.0	1	4.8	1	2.0	2	7.1	10	2.8
Killed	1	1.9	0	0.0	1	2.4	3	5.6	2	3.9	0	0.0	0	0.0	2	7.1	9	2.5
Involved In Killing	1	1.9	0	0.0	1	2.4	8	14.8	2	3.9	1	4.8	1	2.0	4	14.3	18	5.0
Character V-Score	35.2		26.2		26.8		55.6		31.4		42.9		33.3		64.3		37.7	
Violents : Victims	- 1.25		- 1.38		- 1.60		- 1.07		1.00		+ 1.40		- 1.18		- 2.60		- 1.25	
Killers : Killed	1.00		0.00		- 0.00		+ 1.67		- 0.00		+ 0.00		+ 0.00		1.00		+ 1.11	
CANNOT CODE MARITAL STATUS																		
Total	3	100.0	7	100.0	15	100.0	18	100.0	22	100.0	4	100.0	25	100.0	10	100.0	104	100.0
Violents	2	66.7	1	14.3	4	26.7	5	27.8	12	54.5	2	50.0	11	44.0	4	40.0	41	39.4
Victims	2	66.7	1	14.3	7	46.7	8	44.4	6	27.3	2	50.0	15	60.0	7	70.0	48	46.2
Involved In Violence	2	66.7	2	28.6	7	46.7	9	50.0	13	59.1	2	50.0	16	64.0	8	80.0	59	56.7
Killers	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	0	0.0	0	0.0	0	0.0	1	1.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	25.0	0	0.0	0	0.0	1	1.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	1	25.0	0	0.0	0	0.0	2	1.9
Character V-Score	66.7		28.6		46.7		50.0		63.6		75.0		64.0		80.0		58.7	
Violents : Victims	1.00		1.00		- 1.75		- 1.60		+ 2.00		1.00		- 1.36		- 1.75		- 1.17	
Killers : Killed	0.00		0.00		0.00		0.00		+ 0.00		- 0.00		0.00		0.00		1.00	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 54: RISK RATIOS - SOCIAL CLASS - ALL CHARACTERS IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UPPER CLASS																		
Total	54	100.0	48	100.0	22	100.0	48	100.0	45	100.0	10	100.0	23	100.0	19	100.0	269	100.0
Violents	16	29.6	20	41.7	7	31.8	19	39.6	21	46.7	5	50.0	11	47.8	5	26.3	104	38.7
Victims	27	50.0	23	47.9	9	40.9	30	62.5	28	62.2	5	50.0	13	56.5	8	42.1	143	53.2
Involved In Violence	29	53.7	28	58.3	11	50.0	33	68.7	30	66.7	6	60.0	14	60.9	9	47.4	160	59.5
Killers	4	7.4	3	6.2	2	9.1	9	18.7	5	11.1	2	20.0	2	8.7	0	0.0	27	10.0
Killed	4	7.4	4	8.3	1	4.5	4	8.3	4	8.9	0	0.0	1	4.3	0	0.0	18	6.7
Involved In Killing	5	9.3	5	10.4	3	13.6	10	20.8	9	20.0	2	20.0	3	13.0	0	0.0	37	13.8
Character V-Score	63.0		68.7		63.6		89.6		86.7		80.0		73.9		47.4		73.2	
Violents : Victims	- 1.69		- 1.15		- 1.29		- 1.58		- 1.33		1.00		- 1.18		- 1.60		- 1.38	
Killers : Killed	1.00		- 1.33		+ 2.00		+ 2.25		+ 1.25		+ 0.00		+ 2.00		0.00		+ 1.50	
MIXED CLASS																		
Total	508	100.0	494	100.0	323	100.0	551	100.0	589	100.0	269	100.0	543	100.0	272	100.0	3549	100.0
Violents	262	51.6	207	41.9	110	34.1	244	44.3	257	43.6	163	60.6	250	46.0	120	44.1	1613	45.4
Victims	298	58.7	248	50.2	154	47.7	306	55.5	312	53.0	174	64.7	262	48.3	162	59.6	1916	54.0
Involved In Violence	335	65.9	293	59.3	179	55.4	358	65.0	376	63.8	201	74.7	325	59.9	183	67.3	2250	63.4
Killers	23	4.5	41	8.3	17	5.3	54	9.8	37	6.3	14	5.2	26	4.8	9	3.3	221	6.2
Killed	11	2.2	17	3.4	10	3.1	29	5.3	18	3.1	8	3.0	8	1.5	6	2.2	107	3.0
Involved In Killing	31	6.1	48	9.7	22	6.8	70	12.7	49	8.3	19	7.1	29	5.3	15	5.5	283	8.0
Character V-Score	72.0		69.0		62.2		77.7		72.2		81.8		65.2		72.8		71.4	
Violents : Victims	- 1.14		- 1.20		- 1.40		- 1.25		- 1.21		- 1.07		- 1.05		- 1.35		- 1.19	
Killers : Killed	+ 2.09		+ 2.41		+ 1.70		+ 1.86		+ 2.06		+ 1.75		+ 3.25		+ 1.50		+ 2.07	
LOWER CLASS																		
Total	11	100.0	10	100.0	14	100.0	29	100.0	30	100.0	11	100.0	19	100.0	7	100.0	131	100.0
Violents	7	63.6	7	70.0	7	50.0	9	31.0	13	43.3	8	72.7	15	78.9	1	14.3	67	51.1
Victims	8	72.7	6	60.0	10	71.4	14	48.3	19	63.3	9	81.8	17	89.5	1	14.3	84	64.1
Involved In Violence	9	81.8	9	90.0	10	71.4	15	51.7	20	66.7	10	90.9	17	89.5	1	14.3	91	69.5
Killers	0	0.0	1	10.0	2	14.3	0	0.0	1	3.3	3	27.3	2	10.5	0	0.0	9	6.9
Killed	2	18.2	1	10.0	1	7.1	1	3.4	3	10.0	1	9.1	1	5.3	0	0.0	10	7.6
Involved In Killing	2	18.2	1	10.0	2	14.3	1	3.4	3	10.0	3	27.3	2	10.5	0	0.0	14	10.7
Character V-Score	100.0		100.0		85.7		55.2		76.7		118.2		100.0		14.3		80.2	
Violents : Victims	- 1.14		+ 1.17		- 1.43		- 1.56		- 1.46		- 1.13		- 1.13		1.00		- 1.25	
Killers : Killed	- 0.00		1.00		+ 2.00		- 0.00		- 3.00		+ 3.00		+ 2.00		0.00		- 1.11	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 55: RISK RATIOS - SOCIAL CLASS - MEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UPPER CLASS																		
Total	38	100.0	36	100.0	15	100.0	29	100.0	33	100.0	7	100.0	13	100.0	11	100.0	182	100.0
Violents	14	36.8	19	52.8	6	40.0	14	48.3	17	51.5	4	57.1	9	69.2	5	45.5	88	48.4
Victims	21	55.3	19	52.8	8	53.3	23	79.3	23	69.7	3	42.9	9	69.2	5	45.5	111	61.0
Involved In Violence	23	60.5	23	63.9	10	66.7	23	79.3	24	72.7	4	57.1	10	76.9	6	54.5	123	67.6
Killers	3	7.9	3	8.3	2	13.3	7	24.1	4	12.1	1	14.3	2	15.4	0	0.0	22	12.1
Killed	2	5.2	3	8.3	1	6.7	3	10.3	4	12.1	0	0.0	1	7.7	0	0.0	14	7.7
Involved In Killing	3	7.9	4	11.1	3	20.0	7	24.1	8	24.2	1	14.3	3	23.1	0	0.0	29	15.9
Character V-Score	68.4		75.0		86.7		103.4		97.0		71.4		100.0		54.5		83.5	
Violents : Victims	- 1.50		1.00		- 1.33		- 1.64		- 1.35		+ 1.33		1.00		1.00		- 1.26	
Killers : Killed	+ 1.50		1.00		+ 2.00		+ 2.33		1.00		+ 0.00		+ 2.00		0.00		+ 1.57	
MIXED CLASS																		
Total	394	100.0	363	100.0	231	100.0	432	100.0	463	100.0	201	100.0	385	100.0	181	100.0	2650	100.0
Violents	223	56.6	175	48.2	88	38.1	212	49.1	219	47.3	129	64.2	196	50.9	92	50.8	1334	50.3
Victims	253	64.2	205	56.5	121	52.4	258	59.7	269	58.1	140	69.7	204	53.0	113	62.4	1563	59.0
Involved In Violence	280	71.1	239	65.8	137	59.3	300	69.4	317	68.5	160	79.6	250	64.9	126	69.6	1809	68.3
Killers	23	5.8	39	10.7	17	7.4	47	10.9	34	7.3	11	5.5	25	6.5	6	3.3	202	7.6
Killed	10	2.5	16	4.4	7	3.0	26	6.0	16	3.5	5	2.5	8	2.1	4	2.2	92	3.5
Involved In Killing	30	7.6	45	12.4	19	8.2	61	14.1	44	9.5	13	6.5	28	7.3	10	5.5	250	9.4
Character V-Score	78.7		78.2		67.5		83.6		78.0		86.1		72.2		75.1		77.7	
Violents : Victims	- 1.13		- 1.17		- 1.38		- 1.22		- 1.23		- 1.09		- 1.04		- 1.23		- 1.17	
Killers : Killed	+ 2.30		+ 2.44		+ 2.43		+ 1.81		+ 2.13		+ 2.20		+ 3.13		+ 1.50		+ 2.20	
LOWER CLASS																		
Total	9	100.0	6	100.0	14	100.0	20	100.0	26	100.0	10	100.0	15	100.0	6	100.0	106	100.0
Violents	7	77.8	6	100.0	7	50.0	7	35.0	12	46.2	8	80.0	12	80.0	1	16.7	60	56.6
Victims	7	77.8	3	50.0	10	71.4	11	55.0	17	65.4	9	90.0	14	93.3	1	16.7	72	67.9
Involved In Violence	8	88.9	6	100.0	10	71.4	12	60.0	17	65.4	10	100.0	14	93.3	1	16.7	78	73.6
Killers	0	0.0	1	16.7	2	14.3	0	0.0	1	3.8	3	30.0	1	6.7	0	0.0	8	7.5
Killed	1	11.1	1	16.7	1	7.1	1	5.0	3	11.5	1	10.0	1	6.7	0	0.0	9	8.5
Involved In Killing	1	11.1	1	16.7	2	14.3	1	5.0	3	11.5	3	30.0	1	6.7	0	0.0	12	11.3
Character V-Score	100.0		116.7		85.7		65.0		76.9		130.0		100.0		16.7		84.9	
Violents : Victims	1.00		+ 2.00		- 1.43		- 1.57		- 1.42		- 1.13		- 1.17		1.00		- 1.20	
Killers : Killed	- 0.00		1.00		+ 2.00		- 0.00		- 3.00		+ 3.00		1.00		0.00		- 1.13	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 56: RISK RATIOS - SOCIAL CLASS - WOMEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UPPER CLASS																		
Total	16	100.0	12	100.0	7	100.0	19	100.0	12	100.0	3	100.0	10	100.0	8	100.0	97	100.0
Violents	2	12.5	1	8.3	1	14.3	5	26.3	4	33.3	1	33.3	2	20.0	0	0.0	16	18.4
Victims	6	37.5	4	33.3	1	14.3	7	36.8	5	41.7	2	66.7	4	40.0	3	37.5	32	36.8
Involved In Violence	6	37.5	5	41.7	1	14.3	10	52.6	6	50.0	2	66.7	4	40.0	3	37.5	37	42.5
Killers	1	6.3	0	0.0	0	0.0	2	10.5	1	8.3	1	33.3	0	0.0	0	0.0	5	5.7
Killed	2	12.5	1	8.3	0	0.0	1	5.3	0	0.0	0	0.0	0	0.0	0	0.0	4	4.6
Involved In Killing	2	12.5	1	8.3	0	0.0	3	15.8	1	8.3	1	33.3	0	0.0	0	0.0	8	9.2
Character V-Score	50.0		50.0		14.3		68.4		58.3		100.0		40.0		37.5		51.7	
Violents : Victims	- 3.00		- 4.00		1.00		- 1.40		- 1.25		- 2.00		- 2.00		- 0.00		- 2.00	
Killers : Killed	- 2.00		- 0.00		0.00		+ 2.00		+ 0.00		+ 0.00		0.00		0.00		+ 1.25	
MIXED CLASS																		
Total	105	100.0	122	100.0	90	100.0	115	100.0	113	100.0	63	100.0	154	100.0	82	100.0	844	100.0
Violents	33	31.4	25	20.5	20	22.2	31	27.0	28	24.8	29	46.0	51	33.1	21	25.6	238	28.2
Victims	37	35.2	35	28.7	31	34.4	45	39.1	32	28.3	29	46.0	56	36.4	42	51.2	307	36.4
Involved In Violence	47	44.8	46	37.7	40	44.4	55	47.8	47	41.6	36	57.1	72	46.8	48	58.5	391	46.3
Killers	0	0.0	1	0.8	0	0.0	7	6.1	3	2.7	3	4.8	1	0.6	3	3.7	18	2.1
Killed	1	1.0	1	0.8	3	3.3	3	2.6	2	1.8	3	4.8	0	0.0	2	2.4	15	1.8
Involved In Killing	1	1.0	2	1.6	3	3.3	9	7.8	5	4.4	6	9.5	1	0.6	5	6.1	32	3.8
Character V-Score	45.7		39.3		47.8		55.7		46.0		66.7		47.4		64.6		50.1	
Violents : Victims	- 1.12		- 1.40		- 1.55		- 1.45		- 1.14		1.00		- 1.10		- 2.00		- 1.29	
Killers : Killed	- 0.00		1.00		- 0.00		+ 2.33		+ 1.50		1.00		+ 0.00		+ 1.50		+ 1.20	
LOWER CLASS																		
Total	2	100.0	4	100.0	0	0.0	9	100.0	4	100.0	1	100.0	4	100.0	1	100.0	25	100.0
Violents	0	0.0	1	25.0	0	0.0	2	22.2	1	25.0	0	0.0	3	75.0	0	0.0	7	28.0
Victims	1	50.0	3	75.0	0	0.0	3	33.3	2	50.0	0	0.0	3	75.0	0	0.0	12	48.0
Involved In Violence	1	50.0	3	75.0	0	0.0	3	33.3	3	75.0	0	0.0	3	75.0	0	0.0	13	52.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	25.0	0	0.0	1	4.0
Killed	1	50.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	4.0
Involved In Killing	1	50.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	25.0	0	0.0	2	8.0
Character V-Score	100.0		75.0		0.0		33.3		75.0		0.0		100.0		0.0		60.0	
Violents : Victims	- 0.00		- 3.00		0.00		- 1.50		- 2.00		0.00		1.00		0.00		- 1.71	
Killers : Killed	- 0.00		0.00		0.00		0.00		0.00		0.00		+ 0.00		0.00		1.00	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 57: RISK RATIOS - RACE - ALL CHARACTERS IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WHITE RACE																		
Total	428	100.0	451	100.0	294	100.0	506	100.0	494	100.0	210	100.0	463	100.0	241	100.0	3087	100.0
Violents	188	43.9	177	39.2	94	32.0	210	41.5	208	42.1	120	57.1	220	47.5	95	39.4	1312	42.5
Victims	219	51.2	207	45.9	133	45.2	274	54.2	250	50.6	124	59.0	229	49.5	128	53.1	1564	50.7
Involved In Violence	252	58.9	252	55.9	156	53.1	322	63.6	302	61.1	146	69.5	279	60.3	147	61.0	1856	60.1
Killers	23	5.4	37	8.2	16	5.4	59	11.7	41	8.3	17	8.1	27	5.8	9	3.7	229	7.4
Killed	16	3.7	15	3.3	11	3.7	32	6.3	22	4.5	5	2.4	10	2.2	5	2.1	116	3.8
Involved In Killing	34	7.9	43	9.5	22	7.5	75	14.8	57	11.5	20	9.5	31	6.7	14	5.8	296	9.6
Character V-Score	66.8		65.4		60.5		78.5		72.7		79.0		67.0		66.8		69.7	
Violents : Victims	- 1.16		- 1.17		- 1.41		- 1.30		- 1.20		- 1.03		- 1.04		- 1.35		- 1.19	
Killers : Killed	+ 1.44		+ 2.47		+ 1.45		+ 1.84		+ 1.86		+ 3.40		+ 2.70		+ 1.80		+ 1.97	
OTHER RACE																		
Total	65	100.0	41	100.0	35	100.0	60	100.0	62	100.0	18	100.0	62	100.0	17	100.0	360	100.0
Violents	33	50.8	18	43.9	11	31.4	23	38.3	17	27.4	7	38.9	21	33.9	4	23.5	134	37.2
Victims	46	70.8	21	51.2	21	60.0	28	46.7	26	41.9	11	61.1	19	30.6	6	35.3	178	49.4
Involved In Violence	46	70.8	26	63.4	22	62.9	30	50.0	27	43.5	12	66.7	28	45.2	7	41.2	198	55.0
Killers	2	3.1	7	17.1	3	8.6	3	5.0	2	3.2	2	11.1	3	4.8	0	0.0	22	6.1
Killed	0	0.0	7	17.1	0	0.0	0	0.0	2	3.2	3	16.7	0	0.0	1	5.9	13	3.6
Involved In Killing	2	3.1	10	24.4	3	8.6	3	5.0	3	4.8	3	16.7	3	4.8	1	5.9	28	7.8
Character V-Score	73.8		87.8		71.4		55.0		48.4		83.3		50.0		47.1		62.8	
Violents : Victims	- 1.39		- 1.17		- 1.91		- 1.22		- 1.53		- 1.57		+ 1.11		- 1.50		- 1.33	
Killers : Killed	+ 0.00		1.00		+ 0.00		+ 0.00		1.00		- 1.50		+ 0.00		- 0.00		+ 1.69	
CANNOT CODE RACE																		
Total	80	100.0	60	100.0	30	100.0	62	100.0	108	100.0	62	100.0	60	100.0	40	100.0	502	100.0
Violents	64	80.0	39	65.0	19	63.3	39	62.9	66	61.1	49	79.0	35	58.3	27	67.5	338	67.3
Victims	68	85.0	49	81.7	19	63.3	48	77.4	83	76.9	53	85.5	44	73.3	37	92.5	401	79.9
Involved In Violence	75	93.7	52	86.7	22	73.3	54	87.1	97	89.8	59	95.2	49	81.7	39	97.5	447	89.0
Killers	2	2.5	1	1.7	2	6.7	1	1.6	0	0.0	0	0.0	0	0.0	0	0.0	6	1.2
Killed	1	1.2	0	0.0	1	3.3	2	3.2	1	0.9	1	1.6	0	0.0	0	0.0	6	1.2
Involved In Killing	2	2.5	1	1.7	2	6.7	3	4.8	1	0.9	1	1.6	0	0.0	0	0.0	10	2.0
Character V-Score	96.2		88.3		80.0		91.9		90.7		96.8		81.7		97.5		91.0	
Violents : Victims	- 1.06		- 1.26		1.00		- 1.23		- 1.26		- 1.08		- 1.26		- 1.37		- 1.19	
Killers : Killed	+ 2.00		+ 0.00		+ 2.00		- 2.00		- 0.00		- 0.00		0.00		0.00		1.00	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 58: RISK RATIOS - RACE - MEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WHITE RACE																		
Total	320	100.0	321	100.0	201	100.0	382	100.0	385	100.0	147	100.0	322	100.0	157	100.0	2235	100.0
Violents	160	50.0	151	47.0	74	36.8	174	45.5	176	45.7	91	61.9	172	53.4	75	47.8	1073	48.0
Victims	183	57.2	168	52.3	103	51.2	224	58.6	214	55.6	95	64.6	176	54.7	87	55.4	1250	55.9
Involved In Violence	207	64.7	201	62.6	117	58.2	259	67.8	250	64.9	110	74.8	212	65.8	100	63.7	1456	65.1
Killers	22	6.9	36	11.2	16	8.0	50	13.1	37	9.6	13	8.8	25	7.8	6	3.8	205	9.2
Killed	12	3.7	13	4.0	8	4.0	28	7.3	20	5.2	3	2.0	10	3.1	3	1.9	97	4.3
Involved In Killing	30	9.4	40	12.5	19	9.5	63	16.5	51	13.2	14	9.5	29	9.0	9	5.7	255	11.4
Character V-Score	74.1		75.1		67.7		84.3		78.2		84.4		74.8		69.4		76.6	
Violents : Victims	- 1.14		- 1.11		- 1.39		- 1.29		- 1.22		- 1.04		- 1.02		- 1.16		- 1.16	
Killers : Killed	+ 1.83		+ 2.77		+ 2.00		+ 1.79		+ 1.85		+ 4.33		+ 2.50		+ 2.00		+ 2.11	
OTHER RACE																		
Total	52	100.0	38	100.0	32	100.0	43	100.0	45	100.0	17	100.0	41	100.0	12	100.0	280	100.0
Violents	28	53.8	18	47.4	10	31.3	21	48.8	17	37.8	7	41.2	16	39.0	3	25.0	120	42.9
Victims	38	73.1	20	52.6	19	59.4	23	53.5	24	53.3	11	64.7	14	34.1	4	33.3	153	54.6
Involved In Violence	38	73.1	25	65.8	20	62.5	25	58.1	25	55.6	12	70.6	21	51.2	5	41.7	171	61.1
Killers	2	3.8	7	18.4	3	9.4	3	7.0	2	4.4	2	11.8	3	7.3	0	0.0	22	7.9
Killed	0	0.0	7	18.4	0	0.0	0	0.0	2	4.4	3	17.6	0	0.0	1	8.3	13	4.6
Involved In Killing	2	3.8	10	26.3	3	9.4	3	7.0	3	6.7	3	17.6	3	7.3	1	8.3	28	10.0
Character V-Score	76.9		92.1		71.9		65.1		62.2		88.2		58.5		50.0		71.1	
Violents : Victims	- 1.36		- 1.11		- 1.90		- 1.10		- 1.41		- 1.57		+ 1.14		- 1.33		- 1.27	
Killers : Killed	+ 0.00		1.00		+ 0.00		+ 0.00		1.00		- 1.50		+ 0.00		- 0.00		+ 1.69	
CANNOT CODE RACE																		
Total	69	100.0	46	100.0	27	100.0	56	100.0	92	100.0	54	100.0	50	100.0	29	100.0	423	100.0
Violents	56	81.2	31	67.4	17	63.0	38	67.9	55	59.8	43	79.6	29	58.0	20	69.0	289	68.3
Victims	60	87.0	39	84.8	17	63.0	45	80.4	71	77.2	46	85.2	37	74.0	28	96.6	343	81.1
Involved In Violence	66	95.7	42	91.3	20	74.1	51	91.1	83	90.2	52	96.3	41	82.0	28	96.6	383	90.5
Killers	2	2.9	0	0.0	2	7.4	1	1.8	0	0.0	0	0.0	0	0.0	0	0.0	5	1.2
Killed	1	1.4	0	0.0	1	3.7	2	3.6	1	1.1	0	0.0	0	0.0	0	0.0	5	1.2
Involved In Killing	2	2.9	0	0.0	2	7.4	3	5.4	1	1.1	0	0.0	0	0.0	0	0.0	8	1.9
Character V-Score	98.6		91.3		81.5		96.4		91.3		96.3		82.0		96.6		92.4	
Violents : Victims	- 1.07		- 1.26		1.00		- 1.18		- 1.29		- 1.07		- 1.28		- 1.40		- 1.19	
Killers : Killed	+ 2.00		0.00		+ 2.00		- 2.00		- 0.00		0.00		0.00		0.00		1.00	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 59: RISK RATIOS - RACE - WOMEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WHITE RACE																		
Total	108	100.0	130	100.0	93	100.0	124	100.0	109	100.0	63	100.0	141	100.0	84	100.0	852	100.0
Violents	28	25.9	26	20.0	20	21.5	36	29.0	32	29.4	29	46.0	48	34.0	20	23.8	239	28.1
Victims	36	33.3	39	30.0	30	32.3	50	40.3	36	33.0	29	46.0	53	37.6	41	48.8	314	36.9
Involved In Violence	45	41.7	51	39.2	39	41.9	63	50.8	52	47.7	36	57.1	67	47.5	47	56.0	400	46.9
Killers	1	0.9	1	0.8	0	0.0	9	7.3	4	3.7	4	6.3	2	1.4	3	3.6	24	2.8
Killed	4	3.7	2	1.5	3	3.2	4	3.2	2	1.8	2	3.2	0	0.0	2	2.4	19	2.2
Involved In Killing	4	3.7	3	2.3	3	3.2	12	9.7	6	5.5	6	9.5	2	1.4	5	6.0	41	4.8
Character V-Score	45.4		41.5		45.2		60.5		53.2		66.7		48.9		61.9		51.8	
Violents : Victims	- 1.29		- 1.50		- 1.50		- 1.39		- 1.13		1.00		- 1.10		- 2.05		- 1.31	
Killers : Killed	- 4.00		- 2.00		- 0.00		+ 2.25		+ 2.00		+ 2.00		+ 0.00		+ 1.50		+ 1.26	
OTHER RACE																		
Total	10	100.0	3	100.0	3	100.0	17	100.0	17	100.0	1	100.0	21	100.0	5	100.0	77	100.0
Violents	3	30.0	0	0.0	1	33.3	2	11.8	0	0.0	0	0.0	5	23.8	1	20.0	12	15.6
Victims	5	50.0	1	33.3	2	66.7	5	29.4	2	11.8	0	0.0	5	23.8	2	40.0	22	28.6
Involved In Violence	5	50.0	1	33.3	2	66.7	5	29.4	2	11.8	0	0.0	7	33.3	2	40.0	24	31.2
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score	50.0		33.3		66.7		29.4		11.8		0.0		33.3		40.0		31.2	
Violents : Victims	- 1.67		- 0.00		- 2.00		- 2.50		- 0.00		0.00		1.00		- 2.00		- 1.83	
Killers : Killed	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
CANNOT CODE RACE																		
Total	5	100.0	5	100.0	1	100.0	2	100.0	3	100.0	3	100.0	6	100.0	2	100.0	27	100.0
Violents	4	80.0	1	20.0	0	0.0	0	0.0	1	33.3	1	33.3	3	50.0	0	0.0	10	37.0
Victims	3	60.0	2	40.0	0	0.0	0	0.0	1	33.3	2	66.7	5	83.3	2	100.0	15	55.6
Involved In Violence	4	80.0	2	40.0	0	0.0	0	0.0	2	66.7	2	66.7	5	83.3	2	100.0	17	63.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	33.3	0	0.0	0	0.0	1	3.7
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	33.3	0	0.0	0	0.0	1	3.7
Character V-Score	80.0		40.0		0.0		0.0		66.7		100.0		83.3		100.0		66.7	
Violents : Victims	+ 1.33		- 2.00		0.00		0.00		1.00		- 2.00		- 1.67		- 0.00		- 1.50	
Killers : Killed	0.00		0.00		0.00		0.00		0.00		- 0.00		0.00		0.00		- 0.00	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 60: RISK RATIOS - TYPE - ALL CHARACTERS IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
'GOOD' (HEROES)																		
Total	323	100.0	305	100.0	223	100.0	375	100.0	360	100.0	172	100.0	371	100.0	175	100.0	2304	100.0
Violents	136	42.1	114	37.4	67	30.0	137	36.5	136	37.8	91	52.9	147	39.6	61	34.9	889	38.6
Victims	168	52.0	146	47.9	102	45.7	189	50.4	172	47.8	96	55.8	171	46.1	102	58.3	1146	49.7
Involved In Violence	192	59.4	176	57.7	117	52.5	222	59.2	212	58.9	116	67.4	202	54.4	108	61.7	1345	58.4
Killers	9	2.8	11	3.6	9	4.0	27	7.2	10	2.8	6	3.5	7	1.9	3	1.7	82	3.6
Killed	2	0.6	5	1.6	5	2.2	7	1.9	2	0.6	2	1.2	1	0.3	4	2.3	28	1.2
Involved In Killing	10	3.1	16	5.2	11	4.9	32	8.5	12	3.3	8	4.7	8	2.2	7	4.0	104	4.5
Character V-Score	62.5		63.0		57.4		67.7		62.2		72.1		56.6		65.7		62.9	
Violents : Victims	- 1.24		- 1.28		- 1.52		- 1.38		- 1.26		- 1.05		- 1.16		- 1.67		- 1.29	
Killers : Killed	+ 4.50		+ 2.20		+ 1.80		+ 3.86		+ 5.00		+ 3.00		+ 7.00		- 1.33		+ 2.93	
MIXED TYPE																		
Total	163	100.0	157	100.0	67	100.0	168	100.0	222	100.0	75	100.0	151	100.0	90	100.0	1093	100.0
Violents	72	44.2	55	35.0	14	20.9	78	46.4	86	38.7	51	68.0	76	50.3	38	42.2	470	43.0
Victims	94	57.7	64	40.8	25	37.3	96	57.1	119	53.6	59	78.7	68	45.0	48	53.3	573	52.4
Involved In Violence	103	63.2	78	49.7	29	43.3	111	66.1	137	61.7	63	84.0	93	61.6	57	63.3	671	61.4
Killers	8	4.9	12	7.6	0	0.0	10	6.0	8	3.6	6	8.0	10	6.6	3	3.3	57	5.2
Killed	6	3.7	8	5.1	1	1.5	11	6.5	11	5.0	2	2.7	2	1.3	2	2.2	43	3.9
Involved In Killing	12	7.4	15	9.6	1	1.5	18	10.7	16	7.2	7	9.3	11	7.3	5	5.6	85	7.8
Character V-Score	70.6		59.2		44.8		76.8		68.9		93.3		68.9		68.9		69.2	
Violents : Victims	- 1.31		- 1.16		- 1.79		- 1.23		- 1.38		- 1.16		+ 1.12		- 1.26		- 1.22	
Killers : Killed	+ 1.33		+ 1.50		- 0.00		- 1.10		- 1.38		+ 3.00		+ 5.00		+ 1.50		+ 1.33	
'BAD' (VILLAINS)																		
Total	87	100.0	90	100.0	68	100.0	84	100.0	82	100.0	43	100.0	63	100.0	33	100.0	550	100.0
Violents	77	88.5	65	72.2	43	63.2	56	66.7	69	84.1	34	79.1	53	84.1	27	81.8	424	77.1
Victims	71	81.6	67	74.4	46	67.6	65	77.4	68	82.9	33	76.7	53	84.1	21	63.6	424	77.1
Involved In Violence	78	89.7	76	84.4	54	79.4	72	85.7	77	93.9	38	88.4	61	96.8	28	84.8	484	88.0
Killers	10	11.5	22	24.4	12	17.6	26	31.0	25	30.5	7	16.3	13	20.6	3	9.1	118	21.5
Killed	9	10.3	9	10.0	6	8.8	16	19.0	12	14.6	5	11.6	7	11.1	0	0.0	64	11.6
Involved In Killing	16	18.4	23	25.6	15	22.1	31	36.9	33	40.2	9	20.9	15	23.8	3	9.1	145	26.4
Character V-Score	108.0		110.0		101.5		122.6		134.1		109.3		120.6		93.9		114.4	
Violents : Victims	+ 1.08		- 1.03		- 1.07		- 1.16		+ 1.01		+ 1.03		1.00		+ 1.29		1.00	
Killers : Killed	+ 1.11		+ 2.44		+ 2.00		+ 1.63		+ 2.08		+ 1.40		+ 1.86		+ 0.00		+ 1.84	

TABLE 60: RISK RATIOS - TYPE - ALL CHARACTERS IN ALL PROGRAMS

CONTINUED

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CANNOT CODE TYPE																		
Total	0	0.0	0	0.0	1	100.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	2	100.0
Violents	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1	50.0
Victims	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Violence	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1	50.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		0.0		0.0		0.0		100.0		0.0		0.0		0.0		0.0		50.0
Violents : Victims		0.00		0.00		0.00		+ 0.00		0.00		0.00		0.00		0.00		+ 0.00
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 61: RISK RATIOS - TYPE - MEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
'GOOD' (HEROES)																		
Total	240	100.0	216	100.0	160	100.0	280	100.0	282	100.0	131	100.0	244	100.0	106	100.0	1659	100.0
Violents	115	47.9	97	44.9	55	34.4	120	42.9	118	41.8	74	56.5	109	44.7	44	41.5	732	44.1
Victims	139	57.9	115	53.2	77	48.1	157	56.1	153	54.3	81	61.8	126	51.6	63	59.4	911	54.9
Involved In Violence	156	65.0	139	64.4	88	55.0	183	65.4	181	64.2	98	74.8	145	59.4	67	63.2	1057	63.7
Killers	9	3.7	11	5.1	9	5.6	26	9.3	10	3.5	3	2.3	7	2.9	2	1.9	77	4.6
Killed	1	0.4	3	1.4	3	1.9	6	2.1	2	0.7	2	1.5	1	0.4	2	1.9	20	1.2
Involved In Killing	9	3.7	14	6.5	9	5.6	30	10.7	12	4.3	5	3.8	8	3.3	4	3.8	91	5.5
Character V-Score	68.7		70.8		60.6		76.1		68.4		78.6		62.7		67.0		69.2	
Violents : Victims	- 1.21		- 1.19		- 1.40		- 1.31		- 1.30		- 1.09		- 1.16		- 1.43		- 1.24	
Killers : Killed	+ 9.00		+ 3.67		+ 3.00		+ 4.33		+ 5.00		+ 1.50		+ 7.00		1.00		+ 3.85	
MIXED TYPE																		
Total	121	100.0	110	100.0	47	100.0	130	100.0	169	100.0	52	100.0	115	100.0	63	100.0	807	100.0
Violents	59	48.8	45	40.9	9	19.1	65	50.0	70	41.4	38	73.1	63	54.8	30	47.6	379	47.0
Victims	77	63.6	52	47.3	21	44.7	79	60.8	95	56.2	43	82.7	56	48.7	37	58.7	460	57.0
Involved In Violence	84	69.4	62	56.4	22	46.8	91	70.0	109	64.5	45	86.5	77	67.0	41	65.1	531	65.8
Killers	7	5.8	11	10.0	0	0.0	8	6.2	5	3.0	5	9.6	10	8.7	1	1.6	47	5.8
Killed	3	2.5	8	7.3	1	2.1	10	7.7	10	5.9	1	1.9	2	1.7	2	3.2	37	4.6
Involved In Killing	9	7.4	14	12.7	1	2.1	15	11.5	12	7.1	5	9.6	11	9.6	3	4.8	70	8.7
Character V-Score	76.9		69.1		48.9		81.5		71.6		96.2		76.5		69.8		74.5	
Violents : Victims	- 1.31		- 1.16		- 2.33		- 1.22		- 1.36		- 1.13		+ 1.13		- 1.23		- 1.21	
Killers : Killed	+ 2.33		+ 1.38		- 0.00		- 1.25		- 2.00		+ 5.00		+ 5.00		- 2.00		+ 1.27	
'BAD' (VILLAINS)																		
Total	80	100.0	79	100.0	53	100.0	70	100.0	71	100.0	35	100.0	54	100.0	29	100.0	471	100.0
Violents	70	87.5	58	73.4	37	69.8	47	67.1	60	84.5	29	82.9	45	83.3	24	82.8	370	78.6
Victims	65	81.2	60	75.9	41	77.4	56	80.0	61	85.9	28	80.0	45	83.3	19	65.5	375	79.6
Involved In Violence	71	88.7	67	84.8	47	88.7	60	85.7	68	95.8	31	88.6	52	96.3	25	86.2	421	89.4
Killers	10	12.5	21	26.6	12	22.6	20	28.6	24	33.8	7	20.0	11	20.4	3	10.3	108	22.9
Killed	9	11.2	9	11.4	5	9.4	14	20.0	11	15.5	3	8.6	7	13.0	0	0.0	58	12.3
Involved In Killing	16	20.0	22	27.8	14	26.4	24	34.3	31	43.7	7	20.0	13	24.1	3	10.3	130	27.6
Character V-Score	108.7		112.7		115.1		120.0		139.4		108.6		120.4		96.6		117.0	
Violents : Victims	+ 1.08		- 1.03		- 1.11		- 1.19		- 1.02		+ 1.04		1.00		+ 1.26		- 1.01	
Killers : Killed	+ 1.11		+ 2.33		+ 2.40		+ 1.43		+ 2.18		+ 2.33		+ 1.57		+ 0.00		+ 1.86	

TABLE 61: RISK RATIOS - TYPE - MEN IN ALL PROGRAMS

CONTINUED

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CANNOT CODE TYPE																		
Total	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0
Violents	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0
Victims	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Violence	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		0.0		0.0		0.0		100.0		0.0		0.0		0.0		0.0		100.0
Violents : Victims		0.00		0.00		0.00		+ 0.00		0.00		0.00		0.00		0.00		+ 0.00
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 62: RISK RATIOS - TYPE - WOMEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
'GOOD' (HEROES)																		
Total	79	100.0	85	100.0	62	100.0	92	100.0	74	100.0	41	100.0	124	100.0	65	100.0	622	100.0
Violents	20	25.3	14	16.5	11	17.7	16	17.4	16	21.6	17	41.5	36	29.0	14	21.5	144	23.2
Victims	26	32.9	28	32.9	24	38.7	29	31.5	16	21.6	15	36.6	44	35.5	36	55.4	218	35.0
Involved In Violence	33	41.8	34	40.0	28	45.2	36	39.1	28	37.8	18	43.9	55	44.4	37	56.9	269	43.2
Killers	0	0.0	0	0.0	0	0.0	1	1.1	0	0.0	3	7.3	0	0.0	1	1.5	5	0.8
Killed	1	1.3	2	2.4	2	3.2	1	1.1	0	0.0	0	0.0	0	0.0	2	3.1	8	1.3
Involved In Killing	1	1.3	2	2.4	2	3.2	2	2.2	0	0.0	3	7.3	0	0.0	3	4.6	13	2.1
Character V-Score	43.0		42.4		48.4		41.3		37.8		51.2		44.4		61.5		45.3	
Violents : Victims	- 1.30		- 2.00		- 2.18		- 1.81		1.00		+ 1.13		- 1.22		- 2.57		- 1.51	
Killers : Killed	- 0.00		- 0.00		- 0.00		1.00		0.00		+ 0.00		0.00		- 2.00		- 1.60	
MIXED TYPE																		
Total	38	100.0	45	100.0	20	100.0	37	100.0	45	100.0	19	100.0	35	100.0	23	100.0	262	100.0
Violents	9	23.7	8	17.8	5	25.0	13	35.1	9	20.0	9	47.4	12	34.3	5	21.7	70	26.7
Victims	13	34.2	10	22.2	4	20.0	17	45.9	17	37.8	12	63.2	11	31.4	8	34.8	92	35.1
Involved In Violence	15	39.5	14	31.1	7	35.0	20	54.1	20	44.4	14	73.7	15	42.9	12	52.2	117	44.7
Killers	1	2.6	0	0.0	0	0.0	2	5.4	3	6.7	1	5.3	0	0.0	2	8.7	9	3.4
Killed	3	7.9	0	0.0	0	0.0	1	2.7	1	2.2	1	5.3	0	0.0	0	0.0	6	2.3
Involved In Killing	3	7.9	0	0.0	0	0.0	3	8.1	4	8.9	2	10.5	0	0.0	2	8.7	14	5.3
Character V-Score	47.4		31.1		35.0		62.2		53.3		84.2		42.9		60.9		50.0	
Violents : Victims	- 1.44		- 1.25		+ 1.25		- 1.31		- 1.89		- 1.33		+ 1.09		- 1.60		- 1.31	
Killers : Killed	- 3.00		0.00		0.00		+ 2.00		+ 3.00		1.00		0.00		+ 0.00		+ 1.50	
'BAD' (VILLAINS)																		
Total	6	100.0	8	100.0	14	100.0	14	100.0	10	100.0	7	100.0	9	100.0	3	100.0	71	100.0
Violents	6	100.0	5	62.5	5	35.7	9	64.3	8	80.0	4	57.1	8	88.9	2	66.7	47	66.2
Victims	5	83.3	4	50.0	4	28.6	9	64.3	6	60.0	4	57.1	8	88.9	1	33.3	41	57.7
Involved In Violence	6	100.0	6	75.0	6	42.9	12	85.7	8	80.0	6	85.7	9	100.0	2	66.7	55	77.5
Killers	0	0.0	1	12.5	0	0.0	6	42.9	1	10.0	0	0.0	2	22.2	0	0.0	10	14.1
Killed	0	0.0	0	0.0	1	7.1	2	14.3	1	10.0	2	28.6	0	0.0	0	0.0	6	8.5
Involved In Killing	0	0.0	1	12.5	1	7.1	7	50.0	2	20.0	2	28.6	2	22.2	0	0.0	15	21.1
Character V-Score	100.0		87.5		50.0		135.7		100.0		114.3		122.2		66.7		98.6	
Violents : Victims	+ 1.20		+ 1.25		+ 1.25		1.00		+ 1.33		1.00		1.00		+ 2.00		+ 1.15	
Killers : Killed	0.00		+ 0.00		- 0.00		+ 3.00		1.00		- 0.00		+ 0.00		0.00		+ 1.67	

TABLE 62: RISK RATIOS - TYPE - WOMEN IN ALL PROGRAMS

CONTINUED

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CANNOT CODE TYPE																		
Total	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0
Violents	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Victims	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Violence	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0
Violents : Victims		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 63: RISK RATIOS - NATIONALITY - ALL CHARACTERS IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
U.S. NATIONALITY																		
Total	391	100.0	428	100.0	296	100.0	531	100.0	529	100.0	209	100.0	464	100.0	252	100.0	3100	100.0
Violents	158	40.4	169	39.5	88	29.7	221	41.6	222	42.0	114	54.5	206	44.4	94	37.3	1272	41.0
Victims	186	47.6	195	45.6	129	43.6	291	54.8	265	50.1	118	56.5	209	45.0	134	53.2	1527	49.3
Involved In Violence	215	55.0	236	55.1	148	50.0	333	62.7	315	59.5	141	67.5	262	56.5	152	60.3	1802	58.1
Killers	18	4.6	35	8.2	19	6.4	58	10.9	43	8.1	17	8.1	27	5.8	6	2.4	223	7.2
Killed	10	2.6	13	3.0	10	3.4	30	5.6	24	4.5	5	2.4	10	2.2	6	2.4	108	3.5
Involved In Killing	26	6.6	41	9.6	24	8.1	73	13.7	60	11.3	20	9.6	31	6.7	12	4.8	287	9.3
Character V-Score	61.6		64.7		58.1		76.5		70.9		77.0		63.1		65.1		67.4	
Violents : Victims	- 1.18		- 1.15		- 1.47		- 1.32		- 1.19		- 1.04		- 1.01		- 1.43		- 1.20	
Killers : Killed	+ 1.80		+ 2.69		+ 1.90		+ 1.93		+ 1.79		+ 3.40		+ 2.70		1.00		+ 2.06	
OTHER NATIONALITY																		
Total	92	100.0	58	100.0	13	100.0	37	100.0	33	100.0	11	100.0	20	100.0	0	0.0	264	100.0
Violents	56	60.9	24	41.4	7	53.8	18	48.6	11	33.3	6	54.5	9	45.0	0	0.0	131	49.6
Victims	72	78.3	33	56.9	12	92.3	17	45.9	19	57.6	10	90.9	9	45.0	0	0.0	172	65.2
Involved In Violence	75	81.5	39	67.2	12	92.3	24	64.9	22	66.7	10	90.9	12	60.0	0	0.0	194	73.5
Killers	7	7.6	7	12.1	0	0.0	3	8.1	0	0.0	2	18.2	2	10.0	0	0.0	21	8.0
Killed	5	5.4	7	12.1	0	0.0	1	2.7	0	0.0	3	27.3	0	0.0	0	0.0	16	6.1
Involved In Killing	9	9.8	10	17.2	0	0.0	4	10.8	0	0.0	3	27.3	2	10.0	0	0.0	28	10.6
Character V-Score	91.3		84.5		92.3		75.7		66.7		118.2		70.0		0.0		84.1	
Violents : Victims	- 1.29		- 1.38		- 1.71		+ 1.06		- 1.73		- 1.67		1.00		0.00		- 1.31	
Killers : Killed	+ 1.40		1.00		0.00		+ 3.00		0.00		- 1.50		+ 0.00		0.00		+ 1.31	
CANNOT CODE NATIONALITY																		
Total	90	100.0	66	100.0	50	100.0	60	100.0	102	100.0	70	100.0	101	100.0	46	100.0	585	100.0
Violents	71	78.9	41	62.1	29	58.0	33	55.0	58	56.9	56	80.0	61	60.4	32	69.6	381	65.1
Victims	75	83.3	49	74.2	32	64.0	42	70.0	75	73.5	60	85.7	74	73.3	37	80.4	444	75.9
Involved In Violence	83	92.2	55	83.3	40	80.0	49	81.7	89	87.3	66	94.3	82	81.2	41	89.1	505	86.3
Killers	2	2.2	3	4.5	2	4.0	2	3.3	0	0.0	0	0.0	1	1.0	3	6.5	13	2.2
Killed	2	2.2	2	3.0	2	4.0	3	5.0	1	1.0	1	1.4	0	0.0	0	0.0	11	1.9
Involved In Killing	3	3.3	3	4.5	3	6.0	4	6.7	1	1.0	1	1.4	1	1.0	3	6.5	19	3.2
Character V-Score	95.6		87.9		86.0		88.3		88.2		95.7		82.2		95.7		89.6	
Violents : Victims	- 1.06		- 1.20		- 1.10		- 1.27		- 1.29		- 1.07		- 1.21		- 1.16		- 1.17	
Killers : Killed	1.00		+ 1.50		1.00		- 1.50		- 0.00		- 0.00		+ 0.00		+ 0.00		+ 1.18	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 64: RISK RATIOS - NATIONALITY - MEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
U.S. NATIONALITY																		
Total	293	100.0	309	100.0	210	100.0	406	100.0	413	100.0	148	100.0	319	100.0	165	100.0	2263	100.0
Violents	135	46.1	146	47.2	74	35.2	188	46.3	195	47.2	86	58.1	159	49.8	74	44.8	1057	46.7
Victims	155	52.9	160	51.8	103	49.0	239	58.9	229	55.4	91	61.5	160	50.2	93	56.4	1230	54.4
Involved In Violence	177	60.4	190	61.5	116	55.2	272	67.0	267	64.6	107	72.3	197	61.8	105	63.6	1431	63.2
Killers	18	6.1	34	11.0	19	9.0	50	12.3	39	9.4	13	8.8	26	8.2	4	2.4	203	9.0
Killed	7	2.4	11	3.6	8	3.8	26	6.4	22	5.3	3	2.0	10	3.1	4	2.4	91	4.0
Involved In Killing	23	7.8	38	12.3	22	10.5	62	15.3	54	13.1	14	9.5	30	9.4	8	4.8	251	11.1
Character V-Score	68.3		73.8		65.7		82.3		77.7		81.8		71.2		68.5		74.3	
Violents : Victims	- 1.15		- 1.10		- 1.39		- 1.27		- 1.17		- 1.06		- 1.01		- 1.26		- 1.16	
Killers : Killed	+ 2.57		+ 3.09		+ 2.38		+ 1.92		+ 1.77		+ 4.33		+ 2.60		1.00		+ 2.23	
OTHER NATIONALITY																		
Total	72	100.0	47	100.0	9	100.0	28	100.0	24	100.0	9	100.0	14	100.0	0	0.0	203	100.0
Violents	48	66.7	22	46.8	6	66.7	15	53.6	8	33.3	6	66.7	9	64.3	0	0.0	114	56.2
Victims	60	83.3	30	63.8	9	100.0	15	53.6	16	66.7	9	100.0	8	57.1	0	0.0	147	72.4
Involved In Violence	62	86.1	35	74.5	9	100.0	20	71.4	18	75.0	9	100.0	11	78.6	0	0.0	164	80.8
Killers	6	8.3	7	14.9	0	0.0	2	7.1	0	0.0	2	22.2	2	14.3	0	0.0	19	9.4
Killed	4	5.6	7	14.9	0	0.0	1	3.6	0	0.0	3	33.3	0	0.0	0	0.0	15	7.4
Involved In Killing	8	11.1	10	21.3	0	0.0	3	10.7	0	0.0	3	33.3	2	14.3	0	0.0	26	12.8
Character V-Score	97.2		95.7		100.0		82.1		75.0		133.3		92.9		0.0		93.6	
Violents : Victims	- 1.25		- 1.36		- 1.50		1.00		- 2.00		- 1.50		+ 1.13		0.00		- 1.29	
Killers : Killed	+ 1.50		1.00		0.00		+ 2.00		0.00		- 1.50		+ 0.00		0.00		+ 1.27	
CANNOT CODE NATIONALITY																		
Total	76	100.0	49	100.0	41	100.0	47	100.0	85	100.0	61	100.0	80	100.0	33	100.0	472	100.0
Violents	61	80.3	32	65.3	21	51.2	30	63.8	45	52.9	49	80.3	49	61.2	24	72.7	311	65.9
Victims	66	86.8	37	75.5	27	65.9	38	80.9	64	75.3	52	85.2	59	73.7	26	78.8	369	78.2
Involved In Violence	72	94.7	43	87.8	32	78.0	43	91.5	73	85.9	58	95.1	66	82.5	28	84.8	415	87.9
Killers	2	2.6	2	4.1	2	4.9	2	4.3	0	0.0	0	0.0	0	0.0	2	6.1	10	2.1
Killed	2	2.6	2	4.1	1	2.4	3	6.4	1	1.2	0	0.0	0	0.0	0	0.0	9	1.9
Involved In Killing	3	3.9	2	4.1	2	4.9	4	8.5	1	1.2	0	0.0	0	0.0	2	6.1	14	3.0
Character V-Score	98.7		91.8		82.9		100.0		87.1		95.1		82.5		90.9		90.9	
Violents : Victims	- 1.08		- 1.16		- 1.29		- 1.27		- 1.42		- 1.06		- 1.20		- 1.08		- 1.19	
Killers : Killed	1.00		1.00		+ 2.00		- 1.50		- 0.00		0.00		0.00		+ 0.00		+ 1.11	

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 65: RISK RATIOS - NATIONALITY - WOMEN IN ALL PROGRAMS

	69-70		71-72		1973		74-75*		75-76*		1976		1977**		1978		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
U.S. NATIONALITY																		
Total	95	100.0	118	100.0	86	100.0	124	100.0	111	100.0	61	100.0	145	100.0	87	100.0	827	100.0
Violents	21	22.1	22	18.6	14	16.3	33	26.6	24	21.6	28	45.9	47	32.4	20	23.0	209	25.3
Victims	28	29.5	34	28.8	26	30.2	52	41.9	32	28.8	27	44.3	49	33.8	41	47.1	289	34.9
Involved In Violence	35	36.8	45	38.1	32	37.2	61	49.2	44	39.6	34	55.7	65	44.8	47	54.0	363	43.9
Killers	0	0.0	1	0.8	0	0.0	8	6.5	4	3.6	4	6.6	1	0.7	2	2.3	20	2.4
Killed	3	3.2	2	1.7	2	2.3	4	3.2	2	1.8	2	3.3	0	0.0	2	2.3	17	2.1
Involved In Killing	3	3.2	3	2.5	2	2.3	11	8.9	6	5.4	6	9.8	1	0.7	4	4.6	36	4.4
Character V-Score		40.0		40.7		39.5		58.1		45.0		65.6		45.5		58.6		48.2
Violents : Victims		- 1.33		- 1.55		- 1.86		- 1.58		- 1.33		+ 1.04		- 1.04		- 2.05		- 1.38
Killers : Killed		- 0.00		- 2.00		- 0.00		+ 2.00		+ 2.00		+ 2.00		+ 0.00		1.00		+ 1.18
OTHER NATIONALITY																		
Total	20	100.0	11	100.0	4	100.0	9	100.0	9	100.0	2	100.0	6	100.0	0	0.0	61	100.0
Violents	8	40.0	2	18.2	1	25.0	3	33.3	3	33.3	0	0.0	0	0.0	0	0.0	17	27.9
Victims	12	60.0	3	27.3	3	75.0	2	22.2	3	33.3	1	50.0	1	16.7	0	0.0	25	41.0
Involved In Violence	13	65.0	4	36.4	3	75.0	4	44.4	4	44.4	1	50.0	1	16.7	0	0.0	30	49.2
Killers	1	5.0	0	0.0	0	0.0	1	11.1	0	0.0	0	0.0	0	0.0	0	0.0	2	3.3
Killed	1	5.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	1.6
Involved In Killing	1	5.0	0	0.0	0	0.0	1	11.1	0	0.0	0	0.0	0	0.0	0	0.0	2	3.3
Character V-Score		70.0		36.4		75.0		55.6		44.4		50.0		16.7		0.0		52.5
Violents : Victims		- 1.50		- 1.50		- 3.00		+ 1.50		1.00		- 0.00		- 0.00		0.00		- 1.47
Killers : Killed		1.00		0.00		0.00		+ 0.00		0.00		0.00		0.00		0.00		+ 2.00
CANNOT CODE NATIONALITY																		
Total	8	100.0	9	100.0	7	100.0	10	100.0	9	100.0	4	100.0	17	100.0	4	100.0	68	100.0
Violents	6	75.0	3	33.3	6	85.7	2	20.0	6	66.7	2	50.0	9	52.9	1	25.0	35	51.5
Victims	4	50.0	5	55.6	3	42.9	1	10.0	4	44.4	3	75.0	13	76.5	4	100.0	37	54.4
Involved In Violence	6	75.0	5	55.6	6	85.7	3	30.0	8	88.9	3	75.0	13	76.5	4	100.0	48	70.6
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	5.9	1	25.0	2	2.9
Killed	0	0.0	0	0.0	1	14.3	0	0.0	0	0.0	1	25.0	0	0.0	0	0.0	2	2.9
Involved In Killing	0	0.0	0	0.0	1	14.3	0	0.0	0	0.0	1	25.0	1	5.9	1	25.0	4	5.9
Character V-Score		75.0		55.6		100.0		30.0		88.9		100.0		82.4		125.0		76.5
Violents : Victims		+ 1.50		- 1.67		+ 2.00		+ 2.00		+ 1.50		- 1.50		- 1.44		- 4.00		- 1.06
Killers : Killed		0.00		0.00		- 0.00		0.00		0.00		- 0.00		+ 0.00		+ 0.00		1.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.

** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.