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IDENTIFIERS *Audience Response

ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 18 titles deal with the following topics: design characteristics of "Sesame Street" and the visual attention of preschool children; content, intent, and audience response to black-directed, black-oriented feature films; documentary television programs; the effects of film aggression on children; foreign students and television and newspaper uses; the effect of adult mediation of television programing and peer pressure on children; communications administration, policy, and program development for public broadcasting; styles of parent-child interaction as a factor in children's learning from television; consumer socialization; career awareness and television; the development of a graduate program in mass communication; broadcasting and presidential popularity; media sensitization; media and nonmedia and the needs of the elderly; a reevaluation of the effects of television violence; programing strategies and program popularity for children; consumer information acquisition; and political news on television. (FI)

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DESIGN ATTRIBUTES OF SESAME STREET AND THE VISUAL ATTENTION OF PRESCHOOL CHILDREN

Order No. 7811115

BERNSTEIN, Lewis Jay, Ph.D. Columbia University, 1978. 267pp.

This study examined the relationships between selected program characteristics or attributes of Sesame Street program segments and preschool children's visual attention.

The stimulus materials were 33 segments from Sesame Street, an educational television program for preschool children. The subjects were 125 preschool children ranging in age from 4 to 6. Four measures of visual attention to the Sesame Street segments, collected by two different research groups, were used. They were: the toy distractor, no-toy distraction, the slide distractor, and group observations. A comparison of attention results from these four different indices was performed.

Design attributes of Sesame Street program segments were identified and defined. Instruments to obtain ratings of these attributes were developed. Four raters were trained to use these instruments and were then assigned to rate the design attributes in the stimulus materials. Inter-rater agreement was measured, and attribute ratings across the four raters were subsequently averaged.

A series of multiple regression analyses were then performed to relate attribute predictors to the four criterion measures of attention.

Results from these analyses showed that between 62 and 81 percent of the variance in preschool children's visual attention to Sesame Street segments was explained by the combined influence of the program attribute predictors. The program attributes which best explained variance in preschool visual attention were the kinds of storylines used and the following audio track characteristics: puns, who the speakers were, whether speakers were on screen, and verbal rhythm and rhyme.

An additional series of multiple regression analyses showed that the context of the segment, defined in terms of preschoolers' attention to previous program segments, was also substantially correlated with viewer attention.

Implications for theory, research, and the production of children's television were discussed.

PLURALISTIC PERSPECTIVES ON THE BLACK-DIRECTED, BLACK-ORIENTED FEATURE FILM: A STUDY OF CONTENT, INTENT AND AUDIENCE RESPONSE. (VOLUMES I AND II) Order No. 7813380

BIRTHA, Rachel Roxanne, Ph.D. University of Minnesota, 1977. 628pp.

This research theoretically and empirically explores the role of ethnicity in the creation, realization, and appreciation of feature films with an ethnic character. It concentrates on films made by the members of a given non-mainstream cultural group for members of that group, in view of the increasing Afro-American, other minority and Third World participation in media production.

An exploratory survey of the actual reactions of Black, Native American Indian and white adolescent viewers to a specific Black-directed, Black-oriented film makes it possible to relate specific elements of film content and expressed filmmaker intent directly to the cultural characteristics of the target and non-target audiences. The following questions form the framework for the present discussion: Film Content: --Which elements are suitable focal points for analyzing a culture's imprint on movie content? --How can bias be evaluated in the movie image of an ethnic group? Filmmaker's Intent: --What kinds of statements do non-mainstream, ethnically oriented filmmakers feel are appropriate and worthwhile to make via feature films? --To whom do they feel responsible? --What role does culture play in their selection

of content? Viewer's Response: --Are there measurable differences in the way Blacks, whites and Native Americans respond to the content of a Black-directed, Black-oriented feature film? --Is there any similarity between the intents and ideals expressed by the filmmaker and the actual expectations and impressions expressed by their audiences? --To what extent does Black-oriented film have a multiracial, multicultural appeal?

Content: Following an interdisciplinary review of previous cinema research the thesis includes an historical overview of Blacks in American films. A depth analysis of two silent films introduces the idea that Blacks and non-Blacks differ in the way they represent Blacks on film. A detailed cultural analysis of Black Girl (1972) demonstrates the ethnographic accuracy of the film with regard to background and setting, story and theme, characters, and verbal and non-verbal communication patterns.

Intent: Interviews with Black-oriented filmmakers J.E. Franklin (playwright) and Ossie Davis (director) reveal a shared attitude that insights about life should be combined with entertainment in filmmaking. Both are committed to expressing themselves on film in an idiom which their own people will understand and appreciate.

Response: Multiple choice questionnaires were administered to low-income bracket adolescent viewers in Minneapolis and St. Paul immediately after showing Black Girl. Chi square analysis proved significant in many cases. Emphasis in discussing the results was exploratory rather than statistical. Supplementary data from tape-recorded, semi-focused depth interviews with the multicultural audience at a later date aided in the interpretation of viewer response.

Three hypotheses and several sub-hypotheses were confirmed, producing in part the following findings:

--The Black target audience was most enthusiastic about the film, had the least difficulty with comprehension and expressed greater affinity for the characters and communication patterns on the screen. Indians were similar to Blacks in enthusiasm and affect, despite certain verbal comprehension problems. Whites were least enthusiastic about the film, and least likely to identify with characters.

--Whites responded with less warmth than Indians and Blacks to the idea of seeing familiar poverty level living conditions in the movie.

--Some Black ambivalence regarding language and physical appearances in the movie was associated with conflicting attitudes toward ethnicity and upward mobility.

--Blacks and Indians but not whites shared the filmmakers' appreciation for the educational dimension in feature films.

--Whites, unlike the two minorities were reluctant to discuss the filmmakers' identity and film content in ethnic terms. In sum, selective perception and retention related to cultural factors seemed to account for differing interpretations of the film.

The dissertation concludes with a discussion of the international implications of the findings with regard to media production and audience research.

FACTUAL TELEVISION IN AMERICA: AN ANALYSIS OF NETWORK TELEVISION DOCUMENTARY PROGRAMS, 1948-1975 Order No. 7806413

CARROLL, Raymond Lee, Ph.D. The University of Wisconsin-Madison, 1978. 645pp. Supervisor: Professor Lawrence W. Lichty

This study analyzed all television documentaries broadcast on ABC, CBS and NBC. An objective was to compile a listing of all such programs. A second purpose was to provide a chronological account of the development of the television documentary. The third objective was to identify and assess trends observed in the data compiled in a content analysis of television documentaries.

Data for documentaries broadcast on the three networks were comprised of (1) scheduling categories, including the date, day and time period of the broadcast; (2) format categories, which included instant special, magazine or regular documentaries; (3) production categories, including the geographic site of the documentary production, the narrator, producer and network on which it was broadcast; and (4) content categories of length, institutional orientation of content and relation to two indices: the Gallup Opinion Index, a measure of the public's perception of topic importance based on the percentage of responses to the Gallup Opinion Index question on "the most important problem facing the United States today"; and a news importance index based on the Associated Press and United Press International "top ten stories" for each year.

The first important network-produced documentary series was *See It Now*, on CBS. That series, through the influence of Edward R. Murrow and Fred Friendly, was instrumental in establishing the journalistic standards for the television documentary.

Probably the most important occurrences to influence the frequency of network television documentary presentation were the quiz program and payola scandals. They appear to have motivated the marked increase in documentary broadcasts that reached the highest peak for any season included in the analysis during the 1961-62 season.

Each network commenced production of a "prestige" documentary series during the 1960-61 season. *Bell & Howell Close-Up!* was ABC's counterpart to *CBS Reports* and *NBC's White Paper*. These or other "prestige" series have continued in addition to other documentary broadcasts.

CBS and NBC broadcast a similar number of documentaries and were very close in the number of hours broadcast. Until recent seasons, ABC lagged far behind.

The most frequent topics of all documentaries broadcast had been general history and animals.

Of all network-produced documentaries and magazine program segments, the greatest number were about some aspect of the Vietnam war. The data show clearly that, as far as documentaries are concerned, Vietnam was television's "first war."

The content of the greatest proportion of documentaries was oriented to the political institution. Lower percentages were oriented to the military, followed by the economic institution.

Each network employed a "star system" where a small number of correspondents narrated the majority of their documentaries. A similarly small number of individuals produced the majority of each network's documentaries.

More network-produced documentaries were scheduled during prime time (7:30-11:00 p.m.) than any other time period.

Two measures of documentary "relevance"--Gallup Opinion and news importance indices--were related to about 20% of all documentaries. They were related to a higher percentage of magazine program segments and documentaries broadcast during more recent seasons. Over half of all instant specials were related to the indices.

Magazine program segments treated contemporary topics much more often than their regular documentary counterparts. Content focused on more specific aspects of their subjects than did regular documentaries. Magazine programs have taken the place of a number of regular documentaries. During the most recent seasons included in the analysis, magazine program broadcasts have increased as the number of regular documentary broadcasts has declined.

Instant specials report on recent news developments, fluctuating in number during each season depending on the "news" events occurring. Most were reports on political situations or events.

EFFECT ON SUBSEQUENT BEHAVIOR OF SEVEN YEAR OLDS AFTER OBSERVED FILM AGGRESSION WITH SANCTIONING ADULTS
Order No. 7816563

EISENBERG, Gilbert John, Ph.D. Fordham University, 1978. 101pp. Mentor: Francis J. Crowley

This study examined the effects of presence and sanction of adult co-observers on the modeling of aggression by young children from filmed aggressive models. Specifically, the problem investigated was whether adult presence, sex of adult, sex of subject, and type of sanction given by the adult (positive, negative, neutral, control) during television viewing of seven year old Caucasian children, would have an effect on subsequent aggressive behavior.

A 4 X 2 X 2 factorial design was used including male and female subjects. The subjects were assigned to positive sanction, negative sanction, neutral, and control groups. Half of the male subjects in the treatment groups were assigned to a male adult co-observer, and the other half were assigned to a female co-observer; half of the female subjects in the treatment groups were assigned to a male adult co-observer, and the other half were assigned to a female co-observer. Three separate three-way analyses of variance were performed on the data for the purposes of determining the effects of treatment (positive, negative, neutral, control), sex of subject, sex of adult co-observer, and any interactions between these variables on the amount and direction of aggression.

The results of this investigation indicated that children in the positive sanction group (where the adult co-observer expressed approval of the filmed violence) showed higher levels of outward aggression than subjects in the other treatment groups; children in the negative sanction group (where the adult co-observer expressed disapproval of the filmed violence) showed higher levels of aggression turned inward than children in the other treatment groups; and children in the negative, neutral, and control groups showed higher levels of aggression avoided or evaded than children in the positive sanction group. Levels of aggression were inferred from responses to the Rosenzweig Picture-Frustration Study, Children's Form. Adult presence had no significant effect on the subject's subsequent aggressive behavior. Interaction effects between sex of subject and sex of adult co-observer were found on the E factor (outward aggression) and the M factor (aggression avoided or evaded): where the female subjects scored higher levels of outward aggression when observing with the female co-observers, and the male subjects scored higher levels of outward aggression when observing with the male co-observers; and on the M factor (aggression avoided or evaded) where the female subjects scored higher levels of aggression avoided when observing with the male co-observers, and the male subjects scored higher levels of aggression avoided when observing with the female co-observers. It was concluded that, while adult presence had no significant effect on subsequent aggressive behavior, adult sanction did have a significant effect on the expression of subsequent aggression.

No significant differences between sexes were found on levels of aggression: this was explained in terms of women's changing roles in society. The treatment effects were explained in terms of identification theory and the social power theory. Observational data suggested that the children seemed to be tuning out the dialogue and ongoing content of the program, and selectively attending to the more violent sequences.

A recommendation was made that studies looking at the relationship between children's viewing of violent television and parent sanction be undertaken, using children of different age levels and from different socio-economic groups. A recommendation was also made to develop a pre-school and elementary school curriculum geared at educating children to be more selective and helping them develop a more critical attitude toward what they view on television.

TELEVISION AND NEWSPAPER USES AND GRATIFICATIONS OF FOREIGN GRADUATE STUDENTS AT THE UNIVERSITY OF PITTSBURGH: SOME CORRELATES
Order No. 7816830

ERDOGAN, Irfan, Ph.D. University of Pittsburgh, 1977.
164pp.

This investigation focused on television and newspaper uses and gratifications among foreign graduate students at the University of Pittsburgh. This focus was drawn from the uses and gratifications approach to the mass communication research. The study primarily aimed at studying interrelationships among (1) relative importance of need-goals, (2) extent of media uses for certain reasons, (3) extent of satisfaction derived from the uses; (4) extent of uses of media and media content, and (5) extent of interaction with others.

After reviewing related literature and conducting a pilot study with open-ended questions, eleven reasons for watching television and reading newspapers were chosen for the investigation. These reasons were grouped under two categories. The first category, supplementary reasons, includes (a) to get information about what is going on in the world, (b) to get something to talk about with other people, (c) to keep up with the times, (d) to improve my English, (e) to get information about commodities. The second category, complementary reasons, includes (a) to get away from the boredom of everyday life, (b) to pass time, (c) to overcome loneliness, (d) for fun, (e) for no special reason, I just watch/read it, (f) to relax and release tension.

In choosing media content types, similar procedures were followed. Media content types were grouped in three categories: (1) Factual-informative content which includes news, documentaries, and editorials, (2) Factual-expressive content which includes sports, talk shows, money and game shows, and advertisements, (3) Fictitious-expressive content which includes police and crime drama, family and situation comedies, movies, and comic strips.

To collect the necessary data, a self-administered survey questionnaire was sent to the entire foreign graduate student population at the time of the study.

Six hypotheses were tested by utilizing Pearson product moment correlations and "t" test wherever appropriate.

The following results were obtained: (1) The students use television and newspapers for supplementary reasons more than for complementary ones. (2) Newspapers are used for supplementary reasons more than television, and conversely television is used for complementary reasons more than newspapers. (3) There are positive relationships among (a) importance of need-goals, (b) extent of media uses for certain reasons, (c) extent of satisfaction derived from the uses, (d) extent of using certain media content. (4) There is a positive relationship between the extent of social interaction and (a) extent of newspaper use and (b) factual-informative television and newspaper content.

The results suggest that (a) newspapers answer to a narrower span of needs and gratifications than television; (b) there is a functional division of labor among media content, and this functional division seems largely due to the specific attributes of each medium and to the distinct structure of need-goals; (c) different need-goals seem to result in different media uses and gratifications, and there is a strong relationship between gratifications-sought and gratifications-obtained; however television and newspapers fall short in adequately meeting these need-goals; (d) newspapers function as a supplementary alternative to social interaction much more than television does; (e) television functions as a complementary alternative to the situation in which there is limited social interaction and less opportunities to fulfill some need-goals.

PARENT AND ADULT MEDIATION OF TELEVISION PROGRAMMING AND PEER PRESENCE: THEIR EFFECTS ON CHILDREN
Order No. 7810048

FONTES, Brian Frederick, Ph.D. Michigan State University, 1977. 235pp.

BACKGROUND

Research has shown that comments made by experimenters before and during the viewing of anti-social television programming can reduce post-viewing aggression and can also increase the amount of information gained from educational programming. Media campaigns emphasize that parents can effectively mediate television programming by talking with their children about what is occurring in TV programming. This study examines the effect of mother and adult comments and peer presence on children's ability to (a) recall pictorial content, (b) recall consequences of violent behavior, (c) recall verbal content, (d) perceive violence as inappropriate, and (e) demonstrate post-viewing cooperation.

METHOD

An experimental post-test only control group design was employed. Subjects were randomly assigned to one of the following conditions: (1) mother providing comments about TV programming while viewing with her child, (2) mother viewing with her child but providing no comments, (3) a female adult providing comments about TV programming while viewing with a child, (4) a female adult viewing with a child but providing no comments, (5) a child viewing with a peer, with no comments provided, and (6) a child viewing alone.

Comments were made before, during, and after the viewing of the stimulus. Comments described what occurred in the stimulus and condemned violence.

The stimulus depicted shooting scenes taken from two movies shown on network television during 1976-77.

Children (N=132) 6-8 years of age participated in the experiment. Each treatment condition contained 11 males and 11 females.

After viewing the stimulus each subject played a game in which he/she could either help or not help someone. A post-viewing cooperation measure of duration and frequency for helping and non-helping behavior was obtained. Subjects were then interviewed to determine how much of the stimulus could be recalled and if they perceived violence occurring in the stimulus as inappropriate.

One-way ANOVA was used to test each dependent measure. Where F ratios were significant, post hoc comparisons determined which condition(s) contributed to their significance.

RESULTS

Subjects participating in the parent, adult or combined parent/adult "comment" conditions are able to recall more: (1) pictorial content, (2) consequences of violent behavior, and (3) verbal content than those subjects participating in the "no comment," "peer," and "alone" conditions. Those subjects participating in the combined parent/adult "comment" conditions perceive more violent behavior as inappropriate than those in the "no comment" conditions. There are no differences between parent and adult "comment" conditions and parent and adult "no comment," "peer," and "alone" conditions for the dependent measures of perceived inappropriateness of violent behavior. There are no differences between treatment conditions or combinations of treatment conditions for the dependent measure of post-viewing cooperation.

Subjects participating in the parent and combined parent/adult "comment" conditions are able to recall more: (1) pictorial content, (2) consequences of violent behavior, and (3) verbal content than those subjects participating in the parent and combined parent/adult "no comment" conditions.

There are no differences between treatment conditions or combinations of treatment conditions for the dependent measure of post-viewing cooperation when controlling for sex.

CONCLUSIONS

Findings of this study support previous research indicating that comments can increase the amount of information children can recall from television programming. They do not, however, support research demonstrating that comments are effective in mediating post-viewing behavior. Comments did not increase the amount of children's post-viewing cooperation. Because the measure of post-viewing cooperation differs from measures used in previous research, the extent to which this research can support previous research on the effects of comments on post-viewing behavior is limited.

COMMUNICATIONS ADMINISTRATION, POLICY, AND PROGRAM DEVELOPMENT FOR PUBLIC BROADCASTING

Order No. 7816557

JOHNSON, Russell Warren, Ph.D. Union Graduate School (Ohio), 1977. 285pp.

STATEMENT OF THE PROBLEM

The research project involved an analysis of public broadcasting's administration, policy, and program development, specifically with regard as to how these areas have excluded minority and women's participation. The major focus was to see if the system's operation inadvertently (through a dysfunctional inept methodological process) excluded significant inputs by women and minorities or were intentional elimination designs instituted.

PROCEDURES

A careful look was taken at the five in-house public broadcasting studies charged with seeking a method by which women and minorities could gain increased access and programming materials.

1. Essentials for Effective Minority Programming, 1974, Corporation for Public Broadcasting (CPB).
2. Report on the Women's Task Force in Public Broadcasting, 1975, Corporation for Public Broadcasting (CPB).
3. Special Interest Program Project (SIP Project), 1975, National Public Radio (NPR).
4. Yankelvic Study in Public Participation, 1977, Corporation for Public Broadcasting (CPB).
5. Assessment, Evaluation, and Planning for Public Broadcasting, 1977, Corporation for Public Broadcasting (CPB).

All of these reports state categorically that public broadcasting is not working and of all the studies, the ones that attack the root cause of the problem is found in the SIP Project Report and the paper, Assessment, Evaluation and Planning for Public Broadcasting.

This dissertation went on to develop six areas of analysis before providing detailed recommendations and suggestions.

1. An assessment was done on the current organizational and institutional issues in public radio.
2. The problems encountered were traced back to the beginnings of the public broadcasting institution (Carnegie Commission I, 1967).
3. The Special Interest Programs Project findings were

placed into the overall potentials and limitations of the public radio system.

4. A review and analysis which grew out of the SIP Project of the organizational development (OD) effort of NPR was completed.
5. An analysis of the public radio system was accomplished, with consideration of all of the above activities of assessment and evaluation.
6. Finally, a series of recommendations and suggestions were made as to how public radio can better serve the needs, interests, convenience, and necessities of all the people who support public broadcasting through tax dollars.

METHODOLOGIES

Methodologies used in the review, assessment, analysis, and recommendation phases were:

1. General systems or grand design theoretical model of analysis for qualitative research. a. This is the traditional scientific approach of freezing, information, deciding on a model, and forcing collected facts to fit into the parameters.
2. Grounded theoretical approach (Glaser and Strauss) which places its maximum value on the uses of analytical methodologies for the assessment stage of the study, and tries to understand the workings and interrelationships of the subject under study as it makes itself apparent to the social scientist. Since the correct positive analysis of minority and women's roles and cultures have been misunderstood by traditional scientific methodological approaches. This theoretical frame of reference is more apt to present a truer picture of their culture. This provides a more relevant basis when proposing recommendations and suggestions for helping institutions and organizations address themselves to the exclusionary process inherent in those structures.
3. Participant/Observer methodology which is closely tied to the grounded theoretical approach, was also used in the development and analysis of the SIP project.
4. The descriptive monitoring phase was the last methodological approach used in the study. It allowed me to analyze and understand changes as they went into the overall scheme of systems change and adoption.

In the final section on recommendations and suggestions, it is concluded that a change must be instituted at the system-wide level (not just allocation of money to train and hire a number of women and minorities) but there must be instituted an effective planning, action, and evaluation function that deals with the dysfunctional aspects of public broadcasting. A number of solutions are offered that will impact on the institutional/policy, organizational, professional, and personal levels of development which will, if adhered to, begin to service the needs, interest, convenience, and necessity of all of the listening public.

KORZENNY, Felipe, Ph.D. Michigan State University, 1977. 165pp.

The present study dealt with the role of different modes of parent-child interaction as mediators of children's modeling of antisocial television portrayals, i.e., physical and verbal aggression, theft, and deceit.

More specifically, two main orientations of parent-child interactions with regard to social situations have been identified, namely, an internal and an external orientation. The main difference between the two types of orientations is that internally oriented parents are said to provide children with the necessary cognitive structure for evaluating their social behaviors. Externally oriented parents do not provide cognitive resources upon which the child can rely when social decisions have to be made.

Six hypotheses were tested in this study. Three hypotheses dealt with the main effects expected from the internal and external orientations of parents and children and exposure to antisocial television portrayals. The fourth hypothesis predicted the relative magnitude of antisocial predispositions in children for different subsamples defined by the internal and external orientations and antisocial television exposure. The last two hypotheses were concerned with the contingent relationships between exposure to antisocial television exposure and the child's antisocial predispositions at different intersections of the internal and external orientations of parents and children.

Two hundred and twenty-seven mothers and their children in the fifth, seventh and ninth grades were tested.

The results of this study were as follows: 1. Exposure to antisocial television portrayals had a significant direct independent effect on the children's antisocial predispositions, as reported by both mothers and children. 2. The external orientation of parents had a significant direct independent effect on physical and verbal aggression and deceit, based on the mothers' report of the child's behavior. However, with the children's data the external orientation of children had a negligible effect on the children's antisocial predispositions. 3. The children's internal orientation was found to be the most powerful negative predictor of antisocial predispositions. The mothers' data, on the other hand, did not show an appreciable relationship between the parental internal orientation and the children's negative predispositions. 4. With both sets of data, from parents and children, it was consistently found that highly internally oriented children, who watch small amounts of antisocial television, and whose parents and themselves are low in their external orientation displayed the least amount of antisocial predispositions. Also, the children highest in antisocial predispositions were those lowest in the internal orientation and high in antisocial television exposure and the external orientation. 5. Those highly internally oriented parents who were low in their external orientation had children for whom the correlation between exposure to antisocial behaviors on television and their display of antisocial predispositions was the lowest when compared with all the children and with other subsamples. The children who showed the highest correlation between exposure and predispositions were those whose parents were highly externally oriented and low in their internal orientation. With the children's orientations the pattern of findings was the opposite to the hypothesized expectations. Few of these contingent correlation comparisons were found to be statistically significant.

One of the main conclusions of this study was that television remains a contributing source of socialization independently of parental practices and the children's internalization of moral values. The results were discussed taking in consideration the research literature dealing with the internalization of moral standards in children.

Order No. 7811278

REID, Leonard Noyd, Ph.D. University of Illinois at Urbana-Champaign, 1977. 236pp.

The Problem

A great deal of research effort has been directed toward studying the effects of television advertising on children. Yet, relatively little is known about the impact of family group interaction on children's understanding of television advertising. Using the symbolic interactionist perspective, a naturalistic study was conducted for the purpose of contributing to consumer socialization research by examining, in the natural family group viewing context, the interactional character of the child/television advertising relationship.

Method

Rather than attempting to measure direct effects of television commercials, the impact of a particular family group's consumer teaching orientation and other interactive aspects of the family group viewing context on a child's understanding of television advertising were observed. Two methods were used to gather data: (1) personal interviews were conducted to determine a family group's consumer teaching orientation and (2) participant observation was used to study the interactional influence of television advertising in family group life.

Thirty family groups were initially interviewed concerning their (1) television viewing habits and patterns and (2) consumer teaching goals and modes. The interview data were then given to expert judges who rated the consumer teaching orientation of each family group. Based on the ratings, nine families were selected and assigned to cells in a 3 X 3 observational design. Three families represented each of three consumer teaching orientation cells (CTO): (1) low, (2) moderate, and (3) high. Of the three families assigned to the CTO cells, each family had a child representing one of three specific age groups: (1) three to five years of age, (2) six to eight years of age, and (3) nine to eleven years of age. Observational periods were scheduled and behavior specimens were used to record the observational data.

Findings

The overall picture suggested by the observations does not support the models so often assumed in research. The observations do support the view that the child/television advertising relationship is an interactive process. Five specific findings were reported: 1. A child's ability to understand television advertising is a product of family group interaction concerning consumer-related skills and those experiences that he brings to the viewing situation, not biologically determined age-graded stages of cognitive development. 2. A child's previous experience with the medium of television and past parent-child interaction concerning television advertising provide a better index of his level of viewing sophistication and his understanding of television commercials than does his chronological age. 3. Rather than being directly affected by commercial stimuli, a child is capable of initiating, manipulating, and controlling social interaction with others in the family group viewing situation by developing and carrying out lines of planned social action in relation to television commercials. 4. Rather than television commercials dictating the viewing experience and causing particular types of behavioral effects, a child acts toward commercials in relation to those events, activities, viewing rules, and patterns of parent-child interaction which surround a particular family group's viewing environment. 5. Television commercials should not be treated as separate and homogeneous stimuli with predetermined effects but as heterogeneous content objects that a child defines, interprets, and acts toward in relation to past social experiences and patterns of parent-child interaction concerning television advertising.

Conclusions and Implications

The reported observations call for a view of the child not in relation to stages of chronological age but in relation to various sociological characteristics of the child/television advertising relationship, including parent-child interaction. The study recommends that the potential impact of parent-child interaction on children's understanding of television be recognized and incorporated into public policy decisions. It was also recommended that all concerned regulatory bodies direct their energies toward involving parents in children's consumer development. In addition, more naturalistic studies of children's consumer learning were suggested.

CAREER AWARENESS AND TELEVISION: TEACHER PERCEPTIONS OF THE CHOICES OF PROGRAMS AND OCCUPATIONS BY PRESCHOOL CHILDREN Order No. 7812295

SHECHTMAN, Stephen Allen, Ed.D. Temple University, 1977. 128pp.

Using a sample of 120 preschool boys and girls (3-5 years of age) and their 12 teachers, this study's major purposes were to determine whether career awareness in children is fostered by television viewing and to explore the perceptions of teachers with regard to 1) Children's program choices 2) Children's occupational choices and 3) Role portrayals of television characters. Additionally, status levels of portrayed occupations were investigated as well as identification with parent occupation. The results of the children's survey indicate that there is a strong relationship between the occupational choice prestige levels of boys and girls with the occupational prestige level of their favorite television character's occupation. The results of the teacher survey show that teachers tend not to be aware of their children's favorite television shows or occupational choice. The results suggest that teachers should make greater use of their children's television viewing in terms of career awareness. Implications for future research are discussed.

GUIDELINES FOR THE DEVELOPMENT OF A GRADUATE PROGRAM AT THE MASTER'S LEVEL IN MASS COMMUNICATION AT FOUR YEAR COLLEGES AND UNIVERSITIES Order No. 7814029

SHIPMAN, Irene Kathryn, Ph.D. University of Maryland, 1977. 287pp. Supervisor: Dr. John C. Carr

The purpose of this dissertation was to establish guidelines for the development of a graduate program at the master's level in mass communication at four year colleges and universities. In addition to the general guidelines, a specific proposal and programs in Radio-Television-Film, Journalism, and Communicology were developed. These particular recommendations were established for consideration and use at Towson State University, Maryland.

In the process of developing these guidelines, surveys were conducted (1) to examine the related literature; (2) to examine graduate schools to determine departmental names, areas of concentration, and the types of degrees conferred; (3) to examine required courses, determination of requirements, sequences of courses, academic requirements, optional diversities, faculty data, preferred departmental nomenclature, and the employment data of alumni; and (4) to examine the input from professionals associated with higher education.

The results were: (1) The review of the literature generally addressed the need for change, the vital role of mass communication in today's society, and the necessity to prepare students for professional careers, but did not specifically offer guidelines for the development of graduate programs.

(2) The survey using the 1976-1977 Directory of Graduate Programs in the Communication Arts and Sciences of 287 departments within 207 institutions in 49 states was divided into four geographical areas. These sectors were the Central, Eastern, Southern and Western states. The areas showed speech as the most frequently named department, speech communication general and theatre as the highest area of concentration, and that the degree most conferred is the Master of Arts.

(3) Additional information solicited from 100 randomly selected institutions provided data within each geographical sector. The highest frequencies concerning program design in the four geographical areas were: programs required a research course determined by the graduate faculty; required courses were to be completed early in a student's program; the maintenance of a "B" average was mandatory; and students were given the option of a thesis or non-thesis program. Information relating to institutional data was: the majority of the graduate faculty held the earned doctorate; the preferred departmental name was communication arts; and the majority of institutions did not have information concerning the employment of alumni.

(4) Professional opinions were obtained from selected interviewees who advocated internships, interdisciplinary programs, and courses which would attract enrollment of professionals. Interviewees associated with network personnel departments indicated that preference was given to prospective employees who possessed graduate degrees.

Based on the research findings, guidelines for the development of a graduate program at the master's level in mass communication in four year colleges and universities include general and specific recommendations. General guidelines refer to the following areas: student needs; faculty composition; departmental nomenclature; geographical considerations; resources; marketability; curriculum; articulation; evaluation; and additional considerations. A specific proposal includes the following areas: need establishment; sample questionnaires; budgetary considerations; course offerings; areas of concentration; types of degrees; program and academic requirements; optional diversities; sample program proposals; and additional recommendations.

THE ROLE OF BROADCASTING IN PRESIDENTIAL POPULARITY: AN EXPLORATION IN PRESIDENTIAL POWER Order No. 7815382

SINGLETON, Donald Leon, Ph.D. The University of Oklahoma, 1977. 108pp. Chairperson: Professor Lynda L. Kaid

This dissertation is a study of the relationship between the coverage the president receives in the network evening newscasts and presidential popularity. The presidential relationship to televised news coverage is viewed in the theoretical framework of a schema derived from Richard Neustadt's Presidential Power. The study tests five hypotheses: 1) presidential popularity is a parabolic function of the intensity of presidential coverage; 2) presidential popularity is a parabolic function of the prominence of presidential coverage; 3) presidential popularity is a parabolic function of the number of spokesmen for presidential positions; 4) high presidential popularity is accompanied by high positive news coverage of the president and low negative coverage; and 5) low presidential popularity is accompanied by high negative coverage and low positive coverage.

All CBS Evening Newscasts from January 1, 1972, to July 1, 1976, were content-analyzed in a two-stage process. Trained coders were utilized to conduct both stages of the content analysis and both intra-rater and inter-rater reliability checks were employed. "The Television News Index and Abstracts" published by Vanderbilt University were utilized

for the first stage. Stories which could not be coded from the published abstracts were compiled onto audio tape by the Vanderbilt Library staff for direct examination. A team of coders analyzed these tapes and all differences were adjudicated to form the final data base. The categories employed were the intensity of positive coverage, the prominence of coverage, the amount of positive coverage, the amount of negative coverage, and the number of spokesmen for presidential positions. All categories were expressed as units of time except the spokesmen category, which was a simple count. Categories were summed for all news days between polls and a mean score taken for each poll period.

The descriptive data gathered for the period of the study indicates that the preponderance of news coverage during the Nixon period was negative while the preponderance of coverage during the Ford period was positive. A combination of zero order correlations and multiple regression analyses were utilized to examine the relationships between presidential popularity and five independent variables. Four of the variables, prominence, intensity, negative, and spokesmen, correlated significantly with presidential popularity during the Nixon term. The hypothesized curvilinear relationship between presidential popularity and three of these independent variables (prominence, intensity, and spokesmen) was not found during the Nixon period. For the Ford period, three of the five variables (intensity, positive, and spokesmen) were significantly correlated with presidential popularity. The hypothesized curvilinear relationship was found only for the spokesmen variable.

Multiple regression analyses were performed for both periods independently in an attempt to predict presidential popularity. The best predictor of presidential popularity during the Nixon term was the prominence of coverage, followed by intensity, spokesmen, positive, and negative. Only the prominence variable reached significance. The best single predictor of the Ford period was positive coverage, followed by prominence, amount, and spokesmen. Only positive coverage reached significance. The tolerance levels for the equation excluded the negative coverage variable for the Ford period. The multiple regression analysis for the Nixon period explained 24 percent of the variance. The equation for the Ford period explained 63 percent of the variance.

The findings of the study are consonant with the Neustadt presidential power schema. From a policy perspective the study provides support for those who have argued that some balance for presidential utilization of the media, particularly television, needs to be insured.

MEDIA SENSITIZATION: THE IMPACT OF TELEVISED PUBLIC SERVICE ANNOUNCEMENTS ABOUT HEART DISEASE PREVENTION ON SALIENCE, UNCERTAINTY, AND INFORMATION SEEKING Order No. 7814211

SOLOMON, Douglas Scott, Ph.D. Stanford University, 1978. 218pp.

PROBLEM AREA-

Advocates of public health, environmental and other social issues are increasingly turning toward the use of mass media in their efforts. However, studies of mass media campaign effectiveness have often been disappointing. Even with perfect effectiveness, a mass medium such as television demands very short messages that will be shown in a highly cluttered context. Yet issues of social concern are generally much too complex to be communicated in 20 or 30 seconds. This study looks at a promising effect of the mass media, that of sensitizing a person to seek information on his/her own. Therefore, the goal of communication campaigns becomes not one of teaching and persuading but rather one of agenda-setting; of making an issue or idea more salient, and increasing the chance that individuals will seek out or notice information about it in media that are able to convey a great deal of content, such as the media.

This study deals with the topic of heart disease prevention and looks at whether sensitization and information seeking occur as an effect of exposure to short television messages (30-second spots) on that subject. In addition, an examination of the roles of salience and subjective uncertainty in the information seeking process is made.

PROCEDURES-

The study was conducted in two phases: 1) a laboratory study with 166 subjects was conducted to test hypotheses concerning the effects of message exposure on the salience of an issue and the effects of various types of messages on increasing subjective uncertainty on the topic of heart disease prevention. 2) A field study was conducted with 303 subjects to determine the effects of exposure to rhetorical question television spots (messages that increase subjective uncertainty and salience), statement spots (messages that increase salience without increasing subjective uncertainty), and a set of control spots on subsequent sensitization and information seeking.

RESULTS-

Results indicated that it is possible to increase the salience of an issue through exposure to short, low informational mass media messages. In addition, it was possible to increase significantly subjective uncertainty felt by the subjects about their ability to deal with heart disease by exposure to messages which simply asked them questions about heart disease prevention (rhetorical spots). In the field study situation, those exposed to spots on heart disease were more highly sensitized to the topic and sought more information than those exposed to a set of control messages. However, the hypothesis that those exposed to spots which increased subjective uncertainty would subsequently seek the most information was not confirmed. The sensitization function of mass media was confirmed. Some reasons why additional research is needed to continue the study of the underlying processes of sensitization that lead to increased information seeking behavior in field situations are discussed.

THE NEEDS OF THE ELDERLY: MEDIA AND NON-MEDIA SOURCES OF GRATIFICATION Order No. 7810391

SWANK, Constance, Ph.D. The University of Iowa, 1977. 471pp. Supervisors: Professor Samuel L. Becker, Professor John Waite Bowers

This study examines the functions media and non-media activities serve in meeting the psychological needs of the elderly. A uses-and-gratifications model in mass communication proposed by Katz, Blumler, and Gurevitch provides the theoretical basis for the investigation. According to this model, the social and psychological origins of needs within the individual lead to expectations of gratification from media and non-media sources and subsequent behavior patterns intended to gratify those needs. Unlike previous research, which has focused on isolated elements of the model, this study explores the individual components and the linkages between them and also tests the validity of the total paradigm.

Data were gathered by interviews. Demographic information and a measure of interaction potential defined the respondent's social environment. The Personality Research Form (PRF) developed by Jackson assessed fourteen psychological needs. A need-source instrument constructed for this study measured the perceived usefulness of media (television, radio, magazines, books, newspapers) and non-media (job, social activity, solitary activity) sources to gratify each PRF need. Questions concerning media exposure and content preferences, activity, interaction, and job situation tapped behavior patterns. A modification of Bradburn's Affect Balance Scale measured life satisfaction, or need gratification.

The study contributes to the uses-and-gratifications literature through the development of a source-dependence construct. This measure weights a source's usefulness to gratify a need by the salience of that need for the individual. The construct permits a more accurate assessment of an activity's impact on the life satisfaction of the individual.

Data from seventy-four respondents (aged 65 to 94) living in Cedar Rapids, Iowa, were included in the analysis. Participants reported somewhat higher income, education, and mobility levels and were in better health overall than the U.S. population in the sixty-five-and-older age group.

Generally, respondents depended more on non-media sources, especially jobs, than on media sources for gratification of their psychological needs. Media help to gratify two needs--play and understanding--more than other needs. Correlations of needs with the perceived usefulness of sources to gratify them suggest that need levels may trigger varying perceptions of source utility. Higher need levels may not only result in greater perceptions of the usefulness of many activities for gratification but also in more selective utilization of sources.

Analyses relating media source dependence to life situation, activity, interaction, and life satisfaction indicate that the elderly use newspapers, books, magazines, and radio to facilitate rather than to substitute for contact with the surrounding world. Results for television are ambiguous.

Using television as a test medium, the study investigated the relationship of exposure (amount, situational context, content) to need gratification. Results are inconclusive.

Analyses confirm that the ordering of elements in the Katz et al., model explains the gratification process better than any other linear configuration of the same elements. Results suggest, however, that respondents' expectations of a source to gratify their needs and their involvement with that source are linked in a continuous cycle.

Results support Clark and Anderson's developmental theory of aging. This theory postulates that successful aging necessitates a redefinition of life-space, reassessment of needs and goals, and substitution of available sources of gratification for unavailable ones. The study confirms the need for adequate transportation systems insuring the mobility of the elderly, evaluation of mandatory retirement policies, and development of meaningful programs whereby older persons can maintain their involvement in the world around them.

TELEVISION VIOLENCE "EFFECTS" REEVALUATED:
USE OF A TWO-FACTOR THEORY OF EMOTION AND
PERSONALITY TRAITS TO PREDICT ADOLESCENTS'
AGGRESSIVE RESPONSES IN A CLASSROOM SETTING

Order No. 7812004

UPTON, Charles Colmore, Ph.D. Ohio University, 1978. 169pp.
Director of Dissertation: Associate Professor Drewery O.
McDaniel

The major purpose of this experiment was to test three sets of variables as predictors of adolescent aggressive behavior and to evaluate a paradigm which was designed to approximate "real life" conditions. The paradigm involved test taking activities in a classroom setting, with a criterion measure based on covert sabotage of the test answers as retaliation against the experimenter.

The hypothesis tested was that varying levels of aggression would be obtained by manipulating the arousal and cue components of emotion, and would be mediated by 11 personality traits with increased retaliation predicted for subjects who (1) were aroused (viewed violent/exciting television), (2) were cognitively cued by verbal attack, and (3) were characterized by relatively lower scores on the 11 selected personality traits.

High school students (n = 177) tested in a classroom setting completed the California Psychological Inventory (measuring personality traits); a lengthy series of questions to provide a ruse that the study concerned television viewing habits and

program preferences, and to tire the subjects of test taking; and the School Morale Scale (to permit pre-post test comparisons). A television segment (very violent, violent, nonviolent) was shown (to provide arousal/excitation) but viewing was interrupted on the pretext that the School Morale Scale answer forms were incorrectly completed. The morale instrument was administered again, either with blame (verbal attack) for cuing anger, or with apology to cue cooperation. Subjects were debriefed and given the Mood Adjectival Checklist to validate an assumption that cuing was as intended; and a television evaluation instrument to validate assumptions that the violence content and excitement content were as intended. Analysis of variance, multiple regression and the test for significant correlation of Z score differences were used to test the assumptions, the hypotheses, and the predictiveness of nonhypothesized variables.

The findings of the experiment were: 1. That from among a variety of aggressive-cooperative responses, there exists a means of selectively eliciting retaliatory aggressive behavior by varying the arousal and cuing components of emotion in adolescent subjects tested in a classroom setting. 2. The violence and excitement content of a television segment provided sufficient arousal intensity to interact with environmental cues and to elicit aggressive behavior from adolescent subjects tested in a classroom setting. 3. Verbal attack provided sufficient cue properties to interact with heightened arousal and to elicit aggressive behavior from adolescent subjects tested in a classroom setting. 4. Three personality traits mediated the elicitation of retaliatory aggressive behavior from properly excited and cued adolescents in a classroom setting. Those subjects who had low scores on Socialization, Self-Control, and Communitary were most likely to be retaliators. 5. Aggressive behavior in general (as opposed to the special arousal and cue conditions of retaliation) was identified with adolescent subjects scoring lower on Communitary, Intellectual Efficiency, Psychological Mindedness, and Responsibility, when tested in a classroom setting. 6. Grand Sum (total) scores from the School Morale Scale were predictors of general aggressive behavior (as opposed to retaliation) in adolescent subjects tested in a school setting; however, this difference was also explainable by personality trait differences.

Limitations of this study included the lack of an acceptable violence content measure; the artificial conditions imposed by the experimental treatments, and the problem of generalizing to everyday behavior; the use of brief television segments, taken out of context; and the lack of control for long term effects. Additionally there was an uneven sex distribution in the sample, and the sex variable was confounded with the school system. There was no assurance that the sample was generally representative of adolescents, and testing groups of students prevented random assignment of individual subjects to treatment combinations.

PROGRAMMING STRATEGIES AND TELEVISION PROGRAM
POPULARITY FOR CHILDREN

Order No. 7810130

WAKSHLAG, Jacob Joseph, Ph.D. Michigan State University,
1977. 141pp.

This research addressed children's television viewing by focusing on stability and instability in television program popularity. Of central concern was the relationship between programming strategies and the popularity of Prime Time and Saturday morning programs for children.

TV viewing data were collected from approximately 300 fourth, sixth and eighth graders in the Fall, Winter and Spring of the '75-'76 television season. These data were converted to provide popularity scores for programs. Program popularity was the dependent variable in this study. Estimates of reliability and stability for program popularity were generated. Several independent variables were assessed regarding their ability to affect program popularity. These variables fell into three categories: audience characteristics, programming strategies and program attributes.

Multiple regression and Analysis of Variance techniques were used to assess the relationship between program popularity and these variables. Results of the analyses as well as post hoc analyses indicated a problem with the typology employed to describe programs. Some variables, however, were found to be significant predictors of program popularity. These variables were: sex of lead character, (matching sex of respondent), time of broadcast (Prime Time only), and in the Fall, whether a program was returning or new. Counterprogramming did not emerge as a viable programming strategy. Block programming received partial support. Inheritance effects did not emerge. Saturday morning program popularity was negatively related to age of respondent. Only Sports emerged as a program type which was significantly more popular among one sex (boys) than another.

Reliability of the program popularity measure was quite high. Stability in program popularity was found to increase over time, more so for younger respondents. This suggested that program popularity is more stable for these viewers and that it takes longer for them to acclimate to the television season.

A discussion of program types as they relate to program preferences and actual viewing suggested that other factors must be considered before types emerge which have predictive value for viewing. These other factors include viewer characteristics, programming strategies, program attributes and their interaction.

CONSUMER INFORMATION ACQUISITION IN A DIFFICULT MEDIA ENVIRONMENT: THE CASE OF TELEVISION CLUTTER
Order No. 7814219

WEBB, Peter Hayden. Ph.D. Stanford University, 1978. 470pp.

The proliferation of non-program material, including product commercials, program credits, promotional and public service announcements has become one of the most pressing problems facing the television industry. "Clutter" is a problem for advertisers, due to decreasing effectiveness of commercial messages in a crowded environment; for television broadcasters, due to increasing operating costs and pressures from advertising agencies and government to decrease amounts of non-program material; and for viewers, due to frustration generated by frequent and lengthy program interruptions.

To study the effects of clutter, two laboratory studies were conducted, each involving about 200 subjects. Having been told they were participating in a study of humor and violence on television (first study), or a program rating project (second study), subjects viewed video-tape presentations on closed circuit television in small groups. Attention to the presentations was observed using a one-way mirror. Other response effects were measured using a post-test questionnaire administered immediately following the video-taped presentation.

The primary purpose of the first study was to determine the effects of the amount of non-program material, the position of commercials within strings of consecutive commercials, and the level of involvement with specific commercials on multiple levels of advertising response. Subjects viewed portions of two network programs (one humorous, the other violent) separated by a simulated station break containing credits, a station identification, and zero, four, or eight 30 second commercials in either of two orders of presentation.

Of commercial position and amount of clutter, commercial position produced the stronger effects. Specifically, when occupying early positions in strings of two or four consecutive

commercials, commercials were better attended to, better recalled, and had a slightly more positive impact on attitudes and purchase intentions than when the same commercials appeared in later positions. When the amount of clutter was high, response on all dependent measures was reduced in comparison with low clutter. The effects of both clutter level and position were strongly mediated by involvement. Decrements in attention and recall due to high clutter or poor position were substantially greater for low involvement than for high involvement commercials. Finally, thoughts viewers had while watching commercials (cognitive responses) were more negative when the clutter level was high.

The major objectives of the second study were to assess the effects of different commercial schedules and types of programming on advertising response. Subjects viewed one of two half-hour network programs: a prime-time situation comedy or a daytime serial. Twelve 30 second commercials were edited into the programs in one of three different schedules: six breaks containing two commercials each; three breaks containing four commercials each; or two breaks containing six commercials each.

The major finding in this study was both unanticipated and unrelated to the hypothesized effects. Although it was assumed that viewers would have some expectations of commercial scheduling patterns from past experience, the precision of such expectations was much stronger than anticipated. Behavior during sessions in which commercial schedules were significantly different from the actual patterns was strongly influenced by the discrepancy. Attention to, and subsequently recall of commercials was uniformly higher in the unusual scheduling conditions.

Other findings included higher commercial recall rates and more positive cognitive responses among those subjects viewing the daytime program than those viewing the prime-time program. This might be due to a greater acceptance of commercials on daytime television.

The most important implications of this research are: 1) High levels of clutter and interior positions within strings of commercials produce decrements in commercial effectiveness which are not currently accounted for in television advertising rate structures; 2) High clutter environments should be avoided by advertisers whose messages are relatively uninvolved; 3) Attempts to increase attention to commercials by increasing the number of program interruptions will probably fail if the timing of such interruptions is systematic; and 4) Cognitive response measures may be used to assess the effects of commercial environment on commercial effectiveness.

WENNER, Lawrence Arnold, Ph.D. The University of Iowa, 1977. 255pp. Supervisors: Professor Samuel L. Becker, Assistant Professor Robert Pepper

This study was an attempt to systematically determine and explain the range of use and avoidance orientations that people have to presidential campaign coverage on television network evening news programs.

The measures which provided the basic data are of two types: 1) political television news use and avoidance orientations, and 2) social and psychological characteristics used to predict and distinguish among the orientations. The political television news orientation scale was developed especially for this study. It contained 51 statements defining 17 categories of use and avoidance orientations. The categories of social and psychological variables are: 1) political interest (degree of interest in the campaign, concern for the outcome of the election, strength of partisanship, strength of leaning towards a presidential candidate, and liberal/conservative strength), 2) communication exposure (television, television news, radio news, newspapers, newsmagazines, and interpersonal discussion), 3) demographics (education, occupation, socio-economic neighborhood, and age), 4) psychological involvement (political efficacy and cynicism), and 5) political activity.

The data were collected on September 11, 1976 from a random sample of 225 persons of voting age in Cedar Rapids, Iowa.

Six primary orientations to political television news were found: 1) Avoidance--preferring relaxation to viewing political news, 2) Conversation--using the political coverage as a topic for discussion or as a source of evidence in persuasive arguments, 3) Para-Social Interaction--seeking vote guidance through psychological involvement with the presidential candidates, 4) Surveillance--seeking vote guidance through attention to the issue coverage on television news, 5) Entertainment--finding the viewing of the presidential candidates amusing and laughable, and 6) Selectivity--maintaining consistency through avoiding or distorting conflicting information about a preferred presidential candidate.

When respondents who ranked high on each of these orientations were categorized into groups, a number of conclusions about each group were drawn: 1. Avoiders are distinct from other groups in that they are markedly lower in interest in the campaign, lack concern over the election's outcome, participate in few political activities or discussions about politics, tend to be high in political cynicism, but low in education, newspaper and newsmagazine reading, and socio-economic level of neighborhood. 2. Conversationalists differ from other groups in that they are more politically active and talk about politics more frequently. They tend to be highly interested in the campaign, extremely concerned about the election's outcome, live in a higher socio-economic neighborhood, have more education, and are frequent readers of newspapers and news magazines. 3. Para-Social Interaction seekers can be distinguished most clearly from the other groups by their relatively low amount of political cynicism. They tend to be highly interested in the election campaign, live in a lower socio-economic neighborhood, have less education, and read few newspapers or newsmagazines. 4. Surveillance seekers are best distinguished from the other groups by their high feelings of political efficacy. They can also be characterized by their relatively high newspaper reading and a tendency to be lower in political cynicism. 5. Entertainment seekers are most distinct from other group members in that they are extremely low in their feelings of political efficacy. They tend to be high in political cynicism, socio-economic neighborhood, level of education, and newsmagazine reading. 6. Respondents who ranked highest on Selectivity were the most difficult to distinguish from the other groups. These selective viewers can be characterized only by their high concern over the outcome of the election coupled with their relatively low feelings of political efficacy.

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