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AUTHOR Corder-Bolz, Charles R.
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ABSTRACT

Eight established methodologies were evaluated and compared in this preliminary study, which was conducted to resolve methodological questions and problems and develop an adequate approach for the collection of valid, generalizable data for an extensive study of family use of television. The study focused on four variables: which family members watch television, what else they do while watching, who talks to whom while watching, and the content of family verbal interactions while watching. Twelve families who volunteered to serve as subjects for a pilot study completed questionnaires and then participated in additional selected phases of the study. These data were used to make final refinements in the procedures and instruments for the methodological study that was initiated in March 1980. Of the 260 families contacted by letter and/or telephone call, 53 completed questionnaires; 9 participated in telephone interviews; 8 completed diaries; 20 were interviewed in person; 4 were videotaped; 5 were audiotaped; 4 were observed by experimenters; and 4 were observed by family members. Comparisons of the data provided by and family reactions to the various approaches led to the tentative conclusion that the telephone interview combined with a questionnaire is the best methodological approach to developing a descriptive database on families' use of television. The questionnaire, interview form, observation form, telephone interview protocol, and extensive statistical results are appended. (LMM)

Evaluation of Eight Methodologies for Study of Family Use of Television

Final Report FY 1980

by
Charles R. Corder-Bolz

Submitted to:

National Institute of Education
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Submitted by:

Southwest Educational Development Laboratory
211 East Seventh Street
Austin, Texas 78701

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INTRODUCTION

Over the past 15 years, over 3,000 research articles have been published on the effects of television and how people use television. Virtually all of this television research was conducted in apparent ignorance of how families actually use home television. In the almost total absence of any descriptiva data, a multitude of presumptions were made, including the idea that people when watching television exclude most if not all other activities, that television viewing behavior is similar across most families, and that television by the fact of its extensive pervasiveness in people's lives has a direct impact upon attitudes and behavior.

Only three limited studies of television viewing behavior have been reported (Bechtel, Achephol, and Akera, 1971; Frazer and Reid; Lull, 1980). Two major contributions were made by these three studies, first, that the major presumptions behind most television research regarding how people view television may be very erroneous, and second, that there appear to be serious limitations and weaknesses in all of the contemporary approaches to studying families' use of home television.

The Southwest Educational Development Laboratory with the support of the National Institute of Education saw a need for a study to develop a descriptive data base regarding how families use home television. However, as plans for the study were being developed, it became apparent that there was no reasonably sound methodology available. All of the methodologies were plagued by serious questions and doubts, and had frequently generated contradictory data.

It was therefore decided that a study evaluating the major possible methodological approaches to studying families' use of home television needed to be

conducted. Eight major methodologies were selected: (1) questionnaire, (2) interview, (3) diary, (4) staff observer, (5) family observer, (6) audio tape observation, (7) video tape observation, and (8) telephone observation. Each of the methodologies had been used in previously reported television research or related research. Where appropriate the same questions and operational definitions were used.

The results were surprising and potentially significant, not only for the field of television research but also other fields of social and behavioral research.

Literature Review

Children watch a lot of television and learn many things from television. While the available evidence is contradictory regarding the impact of television upon children's academic development, nonetheless, there are overwhelming data which indicate that children not only learn from television programming, but also learn a diverse array of things. Postman (1979) argues forceably that TV is a curriculum, is children's first curriculum, and in many ways may be children's most effective curriculum.

Many studies have found that television programming is very effective in a number of specific areas. Regarding children's knowledge of the working world and occupations and children's occupational aspirations, television has proven to be a very effective teacher. DeFleur and DeFleur (1967) reported that "a considerable amount of information about occupational roles is gained from the medium" (p. 785) and that "the influence of television as a learning source was substantial concerning the social rankings of occupations" (p. 787). DeFleur and DeFleur concluded that "television is a more potent source of occupational status knowledge than either personal contact or the general community culture." (1967, p. 787). These findings have been replicated and expanded. Jeffries-Fox and Signorielli (1978) found children's conceptions of occupations to be consistent with televised portrayals. In experimental studies of traditional and non-traditional televised portrayals of occupations, television was found to be an effective teacher (Miller and Reeves, 1975; O'Bryant and Corder-Bolz, 1978a, 1978b). In a large, quasi-experimental study involving two cities in which currently syndicated daily

TV series had not been available in the other city during the last five years, Abel, Fontes, Greenberg and Atkin (1980) found that "being exposed to the programs substantially alters selected perceptions of occupational roles and... exposure definitely affects the child's aspirations for the occupations and their evaluation of the role." (Greenberg, 1980, p. 20). Similarly, Nunnellee and Corder-Bolz (1980) reported that the portrayal of occupations in commercials could directly affect children's knowledge of occupations and their aspirations for the occupations.

In the area of children's attitudes toward the elderly, Gerbner and Signorielli (1979) found that younger viewers and people who watch television more frequently are more likely to believe the common television portrayal of older people as being not alert and not capable. Korzenny and Nevendorf (1979) found analogous results with adults, including the elderly.

Similar results have been found in the area of children's attitudes regarding sex roles. Beuf (1974), McGhee (1974) and Corder-Bolz (1980a) have found that television's modeling of sex-related roles can be a very effective curriculum with children. Similarly again, the developing evidence suggests that television programming effectively teaches to children beliefs and values regarding family structure and family roles. Hines, Greenberg, and Buerkel (1977) found that television portrayal of families may teach viewing children how family members should communicate with each other. Walters (1978) suggests that television portrayals may be altering children's beliefs about how parents and children should behave. Preliminary findings from a project by Buerkel-Rothfuss, Greenberg, and Nevendorf (reported in Greenberg, 1980) provide further evidence that television portrayals of families has a direct impact on children's perceived realities of family behaviors and family roles.

While the above appears to be a lengthy list of areas in which television provides an effective curriculum, in actuality the list is much longer. There is at least limited evidence that children learn about social issues, political issues, about other cultures and other historic and future times, and about geography and animals from television. Indeed, as Corder-Bolz (1980a) asserts, "it is important to realize that there are many issues presented on television ... (in many) cases television may be the sole source of information." (p. 116).

Mis-learning from Television

A disturbing aspect of children's learning via television is that often children do not understand nor realistically interpret what they see and hear on television. In a study using an episode from ALL IN THE FAMILY, Meyer (1976) found that children as old as 12 years failed to understand the major points of the plot. When asked what they saw in a television program, children will report the visually portrayed acts and events rather than the plot or story. While large portions of the story line in television programs are presented by the verbal interactions among characters and events and consequences are implied as the program goes from one scene to the next, children appear to be unaware of the developing story and instead perceive most television programming as a series of discrete, independent "picture" actions.

Further, young children do not understand the motives and consequences of acts portrayed in television programs, (Collins, 1973). Additionally, Collins found that young children will often evaluate television characters in terms of the consequences of their acts, e.g., aggressors were bad because they were sent to jail. Collins and Westby (1975) found that youhg children

would come to "different interpretations of inter-scene relationships than adults would have made themselves or would expect of children." (p. 6). For example in a study using an episode from ADAM-12 in which grade school students playing hookey from school were taken to the police station to wait for their parents, four- and five-year-old children viewing the episode learned about playing hookey from school but failed to learn that it is wrong. Similarly, young children fail to understand television commercials (e.g., Wartella and Ettema, 1977; Ward, 1972; Wartella, 1980). Even adolescents fail to maturely interpret television portrayals. In a study of 13- to 18-year-old girls, Corder-Bolz and Cox (1980) found that 33% of the girls thought of adult heterosexual relationships portrayed in television programs as being similar to real life relationships. Even more disturbing, in a comparable sample of pregnant adolescent (unmarried) girls, 70% regarded the television portrayals as being realistic. Although there are little available data, many parents and educators believe that adolescents may similarly misinterpret television portrayals of drug use, the use of physical force to resolve conflict, and other social behaviors.

Children and youth learn many things from television. As Corder-Bolz (1980b) suggests, for a large proportion of American children, television has become the number one teacher and the number one parent. Television has become our most influential educator. It presents a very wide range of information. Because of its visual format, its use is less restricted by a child's ability to read or to understand a particular language. Children clearly find television more accessible than books, newspapers or magazines. However, an important problem with television as teacher is that many of the

students fail to understand or maturely interpret the curriculum content. Thus two basic questions need to be answered:

1. how can home television be used as an educational resource, and
2. how can families be encouraged to use television for educational objectives?

Educational Uses of Television

There is little literature on current or potential educational uses of television. The few articles and books written in the area contain even less scientific data. In the absence of previous work to build upon, it may be reasonable to propose four categories of educational uses of television.

Viewing education programs. The PBS stations as well as many commercial stations broadcast educational programs as regular series and as special programs. SESAME STREET, ELECTRIC COMPANY, THE BODY HUMAN, the CBS Reading Program, and the NBC Special Treats are well known examples. Some families purposefully watch such programs because of the educational value for their children.

Viewing informative programs. Many commercial television programs such as documentaries, news programs and docu-dramas are perceived by parents as being educational. ROOTS and ELEANOR are the probably best known examples. These programs often present carefully researched information.

Evaluating all TV programming. All television viewers, especially young viewers, can learn more from a television program by evaluating the program content. Television: A Family Focus, published by SEDL under a contract with USOE, is an example of encouraging children and their parents to learn more

from television by asking questions about the programs during and after viewing. Children can learn about life situations by asking questions such as, "Are the characters realistic?", "Is the situation realistic?", "What would I do?" Children can learn about different people and historic time periods by analyzing programs such as LITTLE HOUSE ON THE PRAIRIE. Children can learn about emotions, motives, and values by thinking and talking about almost any dramatic television program.

Special educational uses of TV. As Potter (1976), DeFranco (1980), and others have suggested, there are a multitude of ways in which television can be used to teach specific skills. The various patterns and visuals can be used to teach shapes and colors. The number of commercials, the number of characters, the number of objects, etc., can be used to teach counting skills. Creative and critical thinking can be taught by turning off the sound and asking the students what is being said. Similarly, the video can be turned off and children can be asked to imagine what is happening. Students can practice their grammar lessons by looking for grammatical mistakes in television commercials. As Rosemary Potter says, the potential is limitless.

Families' Educational Use of Television

There is little literature on the issue of families' educational use of television, and even less data. The limited data, however, do permit some insight. For example, apparently families make little use of educational television programs. The 1977 Nielson data indicate that approximately 11 million 2- to 11-year-old children watched prime time television. The average 2- to 5-year-old watched 29 hours per week of television programming, with 24% of

the viewing occurring during prime time, 28% during the afternoon and early evening, and 29% during the day. The average 6- to 11-year-old watched almost 27 hours of television programming, with 35% occurring during the afternoon and early evening, and 29% during prime time. The MUPPETS was the highest ranked program among 2- to 11-year-old children with a 19.8% share of that audience. THE BRADY BUNCH followed with a 18.6% share, WONDERAMA with a 15.5% share, DAKTARI with a 14.5% share, GILLIGAN'S ISLAND with a 13.1% share, MY THREE SONS with a 12.5% share, and BEWITCHED and MIGHTY MOUSE with a 12.0% share.

In a study by LeRoy (1978) in six cities, it was found that of the day-time viewing households with children, approximately 23% viewed only children's programs, approximately 21% viewed only non-children's programs and 16% viewed both kinds of programs. Approximately 41% of the 2- to 6-year-old children and approximately 11% of the 7- to 12-year-old children viewed SESAME STREET at least once during the week of the study. Approximately 22% of the 2- to 6-year-old children and 7% of the 7- to 12-year-old viewed ELECTRIC COMPANY at least once. For MR. ROGERS, 21% of the 2- to 6-year-old children and 6% of the 7- to 12-year-old children viewed at least once. For ZOOM, approximately 12% of the 2- to 6-year-old children and 7% of the 7- to 12-year-old children viewed at least once during the week.

Even more discouraging, in a study of viewership of ESAA television series by Applied Management Sciences (1978), it was found that 3% of 1st graders, 2% of 2nd graders, and 0% of 7th and 10th graders watched CARRASCOLENDAS at least once during the week prior to the study. Similarly, 1% of the 1st graders and 10th graders, and 3% of the 4th and 7th graders watched INFINITY

FACTORY at least once. Five percent of the 1st graders, 3% of the 4th and and 7th graders, and 1% of the 10th graders watched REBOP at least once. Three percent of the 1st graders and 2% of the 4th graders watched VEGETABLE SOUP at least once. In terms of students who "ever" watched any particular series, the viewership percentages generally increased to 15% to 20% points.

Parental Involvement

The limited available data also suggest that parental involvement in children's television viewing is very limited. Greenberg, Ericson and Vlahos (1972) stated that television is generally not accompanied by any significant family interaction toward the television or program content. Bower (1973) found that from 25% to 46% of parents attempted to "control" their children's television viewing, depending upon the education level of the parents. Bower's data further suggests that parental control is not related to the age of the child or children but likely a function of the family's culture as represented by parents' education level. Ward, Wackman and Wartella (1977) found a very low incidence of parent-child discussions about television commercials. Robertson, Rossiter and Gleason (1980) found "moderate" parent-child interactions regarding certain categories of commercials. Mohr (1976) in a large survey study reported, "The vast majority of the students reported no parental guidance on the viewing of each evening television program listed in the questionnaire." (p. 124). Eighty-eight percent of the students reported receiving no parental guidance on 74 of the 86 programs included in the study. The interesting question raised by the Mohr study is that having observed the relatively low incidence of parental guidance, what kinds of program are the object of parental guidance? Students reported receiving positive parental

guidance for programs such as local news, 60 MINUTES, WILD KINGDOM, CAPTAIN & TENNILLE, HAPPY DAYS, LITTLE HOUSE ON THE PRAIRIE, MONDAY NITE FOOTBALL and STARSKY AND HUTCH. Students also reported receiving negative parental guidance for such programs as SYBIL, RICH MAN, POOR MAN II, EXECUTIVE SUITE, FAMILY, MAUDE and SONNY AND CHER. However, there was a positive correspondence between the nature of the parental guidance reported by the students and their preference for programs.

In a study by Corder-Bolz and Marshall (1980) involving 3,321 families, 52% of the parents reported that they "always" or "often" try to limit the amount of their children's viewing. Seventy-nine percent reported that they were able to control television's influence on their children. However, only 54% of the parents reported talking to their children about specific programs. Even these data can be expected to be inflated by the social desirability of the responses being solicited. Interestingly, more Anglos (37%) felt that television influenced their children's values than did blacks (21%) or Mexican-Americans (28%). An unexpected finding is that apparently the parents were much more likely to talk about programs which reflected their own views, rather than to discuss a TV program to overcome negative portrayals.

In a large interview study, Martin and Benson (1970) found "the working class child watches TV more but is less likely to discuss the educational implications of what he sees with his father." (p. 413). Similarly, working class fathers reported the greatest use of parental rules for TV viewing (with upper, middle, and lower class fathers reporting less use of TV rules), but there apparently was a positive linear relationship between the father's education and use of TV rules. The data also indicated a strong positive relationship for social class and parents' education with "parental use of TV as an educational

aid." Seventy-three percent of the upper class fathers and 74% of the upper class mothers reported using television as an educational aid, in contrast to 57% of the fathers and 63% of the mothers in the working class sample reporting such use. Similarly, 81% of the professional fathers in comparison to 50% of the less-than-high-school-educated fathers reported using TV as an educational aid. While these data suggest that parents who already have a demonstrated concern for educational achievement report using television for educational purposes, an alternative interpretation is that the higher educated interviewees were more sensitive or alert to the social desirability of their responses. However, Dervin (1970) also reported that youth from lower income and from black families experienced less parental control of viewing. Further, Bower (1973) reported that college educated parents were more likely to control their children's television viewing than parents with a grade school education.

Parental Mediation

An important issue in families' educational use of television is that several studies have found parents as well as parent surrogates can be very effective in enabling children and youth to better understand and more realistically interpret television content. Perhaps the earliest study to suggest that adult co-viewing with a child can change the impact of television content is one by Hicks (1965) in which an adult's comments (either positive or negative) about a program portraying the use of violence affected the degree of aggression exhibited by children in a post-test situation. Children who viewed the program with an adult who made positive comments about the televised violence showed more aggression than children who heard the adult make a negative evaluation of the televised violence.

Other evidence of the significance of positive impact of family verbal interaction during viewing is found in Bogatz and Ball's (1971) first-year evaluation of SESAME STREET: children who watched and learned more came from homes where the mother watched the program with the child and where the mother talked with the child about the show. Later, Salomon (1974) found that, when mothers were encouraged to watch SESAME STREET with their children for two hours a week, the children (particularly the lower-SES group) developed more of the specific cognitive skills the programs were designed to teach.

The literature further supports the notion that other adults can affect what a child learns and retains from television content. Singer and Singer (1974) included in one of their treatment groups an adult who involved herself with the on-going program and who called the children's attention to specific points. The 3- and 4-year-olds in that group gained significantly more knowledge from the episodes of MISTER ROGERS than did other groups.

In 1976 James Walling reported results of a study in which effects upon first-grade children whose mothers interacted with their child during during routine television viewing were contrasted with effects upon children in a "non-interaction" group whose mothers were present but who did not interact during viewing, and in contrast with effects upon children in a "control" group who did not view television during the experimental period. After the one-week experimental period, children in the interaction and the non-interaction groups had acquired a greater ability to complete social problem-solving tasks. This was interpreted by Walling to indicate an important positive, social learning aspect of television programming. In addition, the gain for the interaction group was substantially greater, which indicates that mothers can successfully

mediate television content. Although the Walling study is important, it suffers from some methodological weaknesses and from a very small sample size, i.e., from seven to nine children in each group.

A study to explore further adult mediation of TV was conducted by Corder-Bolz & O'Bryant (1978). Sixteen boys and sixteen girls who were 4 to 5 years old were randomly assigned in same-sex pairs to one of the two experimental groups. The children watched an episode from the ADAM-12 series and commercials used at the time the show was aired in the early spring of 1976. The ADAM-12 series is considered to be a family-hour program and is notable for its lack of violence and its orientation towards children. The particular show used dealt with children being truant from school and subsequently getting into trouble.

In the first group, pairs of children watched the 30-minute episode with a well-liked preschool teacher who made neutral comments about the program (e.g., "Let's sit here and watch a TV show.") In the second group, pairs of children watched the same ADAM-12 episode with the same preschool teacher who made general explanatory comments (e.g., "Oh, no, that boy is in trouble." "He did not go to school when he was supposed to." "He was playing hookey and that is bad."). The children who watched the program with the preschool teacher who talked about the program content showed a highly significant increase in their knowledge of specific details of the program, an increase in their general knowledge of truancy, a decrease in erroneous knowledge of truancy, and an increase in positive attitudes. These respective increases and decreases were still very much evident on a one-week post-test.

One of the least empirical, but most provocative, studies is by Safran (1976); this is the only study in the literature in which parents made a joint

effort to control the number of hours each day that their children viewed TV. For a four-week period, the parents of a group of 15 preschool-age children limited their child's viewing to just one hour a day. The parents kept diaries on what happened as they curtailed their child's viewing. Positive effects were reported by almost all the families in the study: a once passive small girl became less shy and more outgoing, an over-active and aggressive boy became calmer and less hurtful to his pets, and, for one school-age child in the study, grades improved appreciably once homework was no longer done in front of the TV set. Most importantly, the families experienced an increase in intra-family activities, and found that communication between all members of the family increased and improved.

Chaffee and Tims (1976) reported that higher parental control over their children's televiewing and higher parent emphasis on non-aggressive behavior resulted in lower correlations between viewing televised violence and self-reported aggressiveness. However, parental interpretation of televised violence in one sample (N = 147) raised the correlation, but in a second sample (N - 423) slightly lowered the correlation.

In an early study by Chaffee, McLeod, and Atkin (1971) in which survey and interview data were collected from junior and senior high school students and their parents in 1968, the viewing habits and preferences "of the parent and child (were found to be) related to the values emphasized within families."

Atkin and Greenberg (1977) surveyed 721 children in the 4th, 6th and 8th grades, and additionally conducted interviews of a random subsample of 293 mothers of the children. It is interesting that 49% of the mothers of the 4th-graders reported providing interpretation of televised physical aggression. For the mothers of 6th-graders, parental interpretation dropped to 45% and for

the 8th-graders, parental interpretation declined to 36%. With regard to televised verbal aggression, parental interpretation was reported for 49% of the 4th-graders, 40% of the 6th-graders, and 26% of the 8th-graders. Interestingly, with high parental mediation, the correlation between children's exposure to verbal aggression and the children's self-report of verbal aggression decreased. However, with high parental mediation, the correlation between televised physical aggression and children's self-report aggression increased. For televised pro-social behavior, parental mediation increased the correlation between exposure and behavior. Perhaps most important, higher parent-child co-viewing appeared to significantly lower the correlations of exposure to televised physical aggression and televised verbal aggression with children's aggressive behavior.

Television and Parenting

Finally, there is a limited literature on possible parenting approaches regarding television. Barcus (1969) reported that parents controlled their child's television viewing for the following reasons: (a) that the child may otherwise be prematurely exposed to the adult world; (b) that television is less important than other activities (such as schoolwork and outdoor play); and (c) that they were fearful that their children might imitate behavior in programs with themes of violence.

Rossiter and Robertson (1975) posit four possible areas in which a parent can intervene and control the child's TV viewing:

- amount or number of television exposure;
- amount of viewing supervision (i.e., parental control of content)
- parental co-viewing of the child's television viewing; and
- parent-child interaction, i.e., frequency of intrafamily activities other than TV watching.

Leichter (1980), in a large interview study of families, found television to be a significant component of many families' lives. She further found four different parental approaches to "mediating" the use of the family television: directive, censoring, limiting and scheduling.

Lemon (1976) presented several parenting approaches to teaching critical viewing skills. One major approach is discussion of the many issues related to television content and television viewing. The complex concept of reality as it applies to television content can be discussed with students. The different patterns of stereotyping can be discussed with students. Lemon indicates that "Parent/child co-viewing and mutual discussion is important ... because parents are themselves a primary outside source of information" (p. 3). Exposure to magazines and newspapers, and practice in discussing information from them can further help a student determine the extent of the realism of television programs. Lemon also suggests that parents and children need to learn "more about how and why television programs are produced and broadcast and then discuss what this suggests about the reality of program content" (p. 3).

O'Bryant and Corder-Bolz (1978) outlined six methods parents could use to help their children acquire and use critical TV viewing skills.

> Limited Viewing. Parents can help their children become aware of the role and place of television in their lives by limiting the amount of time they view TV. While television viewing is a legitimate activity, there is also a variety of other activities for all members of the family.
>
> Content Control. Many parental values can be communicated by limiting the kinds of programs children are permitted to view. In some cases, parents may wish to encourage their children to watch a program; in other cases, parents may wish to discourage or not allow the viewing of a program.

Purposeful Viewing. Probably the most difficult viewing skill to learn is purposeful viewing. Because of easy access to TV programming and, in many cases, its constant presence in the home, many children find it "easier" to simply watch television, regardless of what is on, rather than engage in another activity. Since this viewing skill involves the re-formulation of personal habits, it is often the slowest to be acquired.

Direct Mediation. Parents can directly help children in the use of specific viewing skills. By providing explanatory or editorial comments, a parent causes a child to naturally perceive the programming in a larger context.

Indirect Mediation. Parents can model critical viewing skills by discussing and evaluating the program with a spouse or older child in the presence of their children. This unintrusively teaches children not only how to critically view television but more important that television should be viewed critically.

Springboard Technique. There are many applications and implications of television relevant to contemporary and personal situations. Television programming presents a wide range of human situations such as cheating, stealing, drug abuse, and premarital sex. A TV program can be used as a neutral setting for a parent to discuss a sensitive issue. As a consequence, the child or adolescent not only sees television as a source of information and cultural value, but also sees those ideas and values in a larger and more mature context.

Models of Family Use of Television

Based upon the available data, it appears that there are at least ten different models of family use of television. All of these approaches to use of home television are probably further modified by a number of family characteristics. In addition, the ten models are not necessarily mutually exclusive, in that a family may incorporate two or more into their family lifestyle.

Laissez-faire: Parents don't regulate or control children's television viewing. Within the limits of school and bedtime schedules, the children mostly watch what they want to, when they want to. There of course is usually a "negotiation" process to decide which program to watch, though some children do have their own TV.

Strict TV rules: Parents establish and enforce TV viewing time limits and content censorship.

Babysitter: Many parents appear to use television as a convenient babysitter while while they conduct other family activities such as cooking or cleaning.

Tension avoidance: In at least some families, television viewing has been found to be a family method of preventing or avoiding family tensions and hostilities (Rosenblatt and Cunningham, 1976). This may be supported by the conclusion of Chaffee and Tims (1976) that adolescents watched more television if they had troubled interpersonal relationships. Murray (1972) and Bailyn (1959) reported data to support such an interpretation. But other studies have provided contradicting data (e.g., Lyle and Hoffman, 1972; Chaffee and McLeod, 1972).

Background noise: Medrich (1979) reported data which supports the long suspected notion that in many families, television, most of the time, is not watched but merely provides background noise.

Television addiction: With many individuals watching more than 40 hours of television programming per week, it appears that the term "addiction" may be appropriate. Some appear to experience withdrawal symptoms when denied TV (Winn, 1978). It has been reported that on the average, when the home TV is broken, it is fixed or replaced within three days.

Family entertainment: For many families, television provides convenient, inexpensive, and sometimes high quality entertainment.

At home education: From several studies, it is clear that some families use television as a means to supplement a child's formal education.

Family co-viewing: For many families, evening television is one of the few opportunities for a family to be together and to do something together. Along with bowling, camping, and a few other activities, television is seen as something the whole family can enjoy.

No TV or limited TV: A very small percentage of American families has no television. In interviews with parents of families with no television, it is often reported that having no TV in the home was an overt, hostile and desperate decision to live life without television. However, there are also many families who are so busy with community, school, social, and job-related activities that they have little time or interest in television fare.

There is little data on what kinds of family processes are involved in determining family use of television. Chaffee, McLeod, and Atkins (1971) reported that perceived family communication emphasizing social conformity and

self-expression was related to higher viewing of news programs and lower viewing of entertainment programs. Lyle and Hoffman (1972) found 6th-graders' high viewing to be related with reported low frequency of parent-child discussions of current issues. In a large questionnaire study by Corder-Bolz and O'Bryant (1974), three basic family processes were found to determine family usage of television.

Authority pattern: It was generally found that patriarchal families were more likely to control children's viewing time and content but less likely to promote co-viewing or educational use of TV. Matriarchal families were found to promote at least sibling co-viewing. Egalitarian families were generally found to watch the least television but to watch the most educational programming.

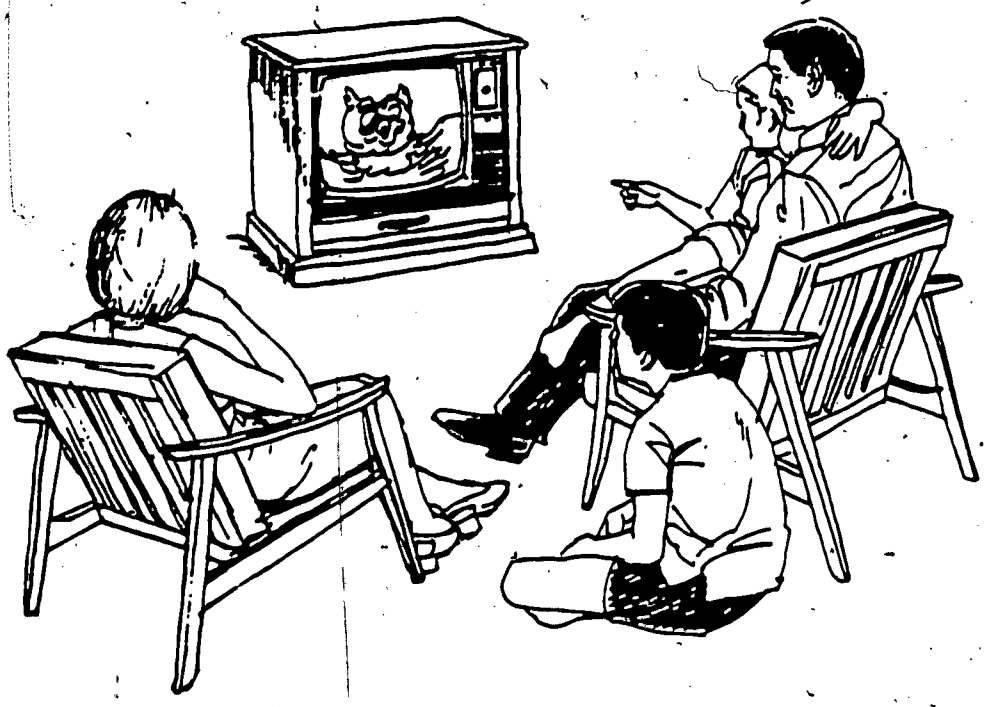
Family organizer: It was found that the family authority figure was not necessarily the family "organizer". In some families, the father had the most authority, and established the family rules, organized family activities and planned family activities. However, in many families, the father may have been the authority but it was the mother who organized the family. Usually it was the family organizer who determined the educational uses, if any, of the family television.

Child rearing: Several child rearing practices were also found to be related to families' use of television. Strict vs. loose discipline practices and encouraging individuality vs. authoritarian child rearing practices were highly related to parental control of the amount and content of children's television viewing.

In addition, there appear several other salient family variables. Family structure probably has a strong influence on home use of television. For example, single-parent families would be likely to use television as a baby-sitter; in contrast, extended families would likely have more co-viewing. In addition, the number of children in a family also would influence the amount of co-viewing and the total time the set is on. There are also some limited data which suggest that family television usage patterns vary as a function of the families' ethnicity, and income, parental education, and type of habitat (i.e., urban, suburban, rural).

FAMILY AS EDUCATOR:

Utilizing TV as an Educational Resource



Family as Educator →	Television as an Educational Resource →	Educational Methods →	Learner →	Educational Objective
Family Structure: a. nuclear b. single parent c. extended Parents' Age Parents' Education Family Values Child Rearing TV Viewing Habits Family Interaction Patterns	Programming: a. news b. drama c. cartoons d. commercials e. comedy f. documentaries g. game shows h. sports i. educational j. adventures Content: a. knowledge b. language c. cultural d. values Form: a. words b. color c. shape	Rules Modeling Content Selection Behavior Shaping Direct Mediation Indirect Mediation Springboard Techniques Life Choices	Cognitive Development Sex Roles Cultural Roles Age Roles	Cognitive: a. information b. language development c. literacy d. critical of information e. cause of/effect of human interaction Affective: a. social norms and values b. social development c. personal development d. life choices Performance: a. academic b. social interaction c. reflective conduct d. behavioral options

Encouraging Families to Use TV Educationally

No major parenting curriculum or parenting program currently includes any information or advice regarding television. This is despite the fact that for most children and most families, television viewing is the most frequent activity and a strong influence on the family lifestyle.

More research is needed before parenting ideas regarding television should be widely disseminated. For example, in an as-yet-unpublished study by Greenberg and his colleagues, it was found that parental recommendation and disrecommendation of selected programs did not work as expected. Children's viewing of programs recommended by their parents appeared to have increased only negligibly. Further, children's viewing of programs disrecommended by their parents appeared to have significantly increased, rather than decreased.

Regarding the effectiveness of public information to help parents learn and use parenting ideas regarding television, there is virtually no information. Television PSAs on general parenting issues have proven to be very effective. The U. S. Office of Education's program on critical television viewing skills provided some direct experience in reaching parents on the issue of television. The SEDL critical viewing skills project which was the most oriented to reaching parents, found it useful and probably essential to utilize existing organizations and community networks to reach parents. The SEDL materials were developed in cooperation with the national PTA, several state PTA's, other parent organizations such as Parents Without Partners, and most of the major youth organizations including Girl Scouts, Camp Fire, Boys Clubs, Girls Clubs, YMCA, YWCA, and 4H. All of these organizations subsequently participated in the dissemination of information and materials by printing

special articles in their national magazines, distributing materials to their national and state leaders at their cost, and in some cases reprinting materials for use by their members. Probably the major failing of the USOE project was that it was not continued long enough. Approximately one year was devoted to the dissemination phase. While a significant impact upon national and state organizations was achieved, more time would have been required to follow up and effectively reach a substantial proportion of families. An important finding of the SEDL dissemination approach was that using existing community organizations and networks, especially neighborhood youth groups and churches, proved to be a particularly effective method of reaching educationally disadvantaged populations.

There is a clear need to develop a greater understanding of how parents are involved in their children's television viewing, how parents can help their children benefit more from television, and how parents' awareness and parenting skills can be increased. Given the complexity of family processes and the wide range of family lifestyles and family uses of television, a series of small studies to assess the utility of different parenting ideas is probably preferable to a single large study. For example, families could be asked to use different methods of explaining program content to young children. These studies would need to accommodate the differences in family structure, and family values which appear to directly influence families' use of television. Indeed, if family use of television is largely determined by family structure and ethnicity, then it may be preferable to assess the utility of parenting programs designed for specific populations, such as single-parent families, low income urban families, and rural families. A greater benefit may ultimately be derived from materials and programs designed to meet the particular needs of identified populations.

A Study of Methodologies

The critical issue regarding parents helping children benefit educationally from television programming appears to be extent and nature of parental involvement, most importantly, parental commentary and mediation of programming content. Several studies have provided strong evidence that parental involvement is the determining factor (e.g., Corder-Bolz and O'Bryant, 1978; Corder-Bolz, 1980; Corder-Bolz, 1981). While the evidence indicates that parents can help their children to learn from TV, very little is known regarding how often and in what ways parents attempt to make their children's TV viewing educational. The few studies suggest that parents are not commonly involved with their children's television viewing (e.g., Mohr, 1978; Corder-Bolz and Marshall, 1980; Bower, 1973; Greenberg, Ericson, Vlahos, 1972).

Television and parental involvement are particularly critical issues for most contemporary families. Television has become a primary educational resource for most students. For a society which relies upon an educated and informed public, it is becoming increasingly imperative that children and families utilize television as an educational resource (Corder-Bolz, 1980). It is now evident that there is an important need to understand how families use television and then to develop strategies for encouraging more educational utilization of television.

Unfortunately, the field of television research continues to lack an accurate description of how different kinds of families use television. A major problem in researching family use of TV is the reliance upon self-report data (Dorr, 1978). Even on such a basic issue of how much TV children watch, reported data vary so widely that one must question the validity of reported

correlations between viewing and other variables. Lo Sciuto (1971) reported a range of 183 minutes per day in response to the question of the family's TV viewing on an "average day", to 105 minutes in response to the question of the family's TV viewing reported in a daily diary. In contrast, Roper (1971) reported 170 minutes and Nielsen (1970) reported 190-220 minutes per day of family TV viewing. In comparing taped in-home observations with diary-reported viewing, Bechtel, Achelpohl, and Akera (1972) found a strong tendency to over-report viewing time in diaries. Lyle (1972) suggested that the question of amount of TV viewing time is perhaps not very important, but it is merely an example of a misleading question that cannot be answered because of the myriad difficulties arising from self-report or parental report of child TV viewing behavior.

There is little question that self-report is a good measure of some phenomena (e.g., attitudes and opinions). However, the kinds of questions that must be asked to understand television viewing in the home do not lend themselves well to self-report. Much of television viewing behavior is out of awareness and not available for accurate recall.

The occurrence of differences between parental perception and child perception of the most basic issues, i.e., what is watched and when, as well as more complex issues such as the nature and frequency of interaction while watching TV is understandable. Greenberg, Ericson, and Vlahos (1971), for instance, reported that mothers claimed more family interaction occurred while watching than did their children. Martin and Benson (1970) found mothers claimed less viewing by their children, stricter rules, and more co-viewing than their children reported. There apparently is even little agree-

ment in individual families as to what television behavior is or means. Self-report, then, of television behavior is of limited use in reporting actual behavior as opposed to perceived behavior.

There is a clear need to conduct in-the-home observational studies of how families use television. However, only three studies (Bechtel, Achelpohl, & Akers, 1971; Frazer & Reid, 1978; Lull, 1980) have attempted to observe in-situ family TV viewing patterns. Bechtel et al. videotaped and then classified family members' behaviors according to the degree of attention paid to the TV set. However, Bechtel defined "watching TV" as eye contact, which oversimplifies the complex act of watching TV. The important contribution of the Bechtel study is the observation that "...watching television is not a behavior in its own right but is a mixture with many threads of which the viewer seems only partially aware. ...Television viewing does not occur in a vacuum, it is always to some degree background to a complex behavior in the home."

Frazer and Reid (1978) took the theoretical position that television is a social object like any other which can be manipulated by the viewer for any number of social ends. In an in-home participant observation study of children's use of TV commercials, they found that children did not generally pay close attention to commercials because of the product or for consumer information-seeking, but used commercials as an opportunity to initiate a desired interaction within the family setting, and in general manipulated TV messages for their own ends, such as singing and playing games. These findings are notably different from laboratory experimental findings regarding the effects of television advertising (e.g., Ward, 1972; Atkins, 1975). While the focus and the sample of Frazer and Reid's study is small, the contextual setting and participant observation methodology suggests a useful approach to understanding family use of TV.

The alternatives to self-report appear to be direct observation and indirect observation (e.g., videotaping). An inescapable problem of an observation methodology is the impact of the observer. In an open social environment such as a street corner and even in a semi-closed social environment, the impact of an observer can be minimized. However, in a home setting, the social environment is a closed setting. When another person is added, the participants respond to and accommodate the addition. By the very presence of another person, the data collected by an observer is unavoidably distorted. Serious questions have to be raised as to the generalizability of the data. Another problem of participant observation has been that replication of findings is difficult, if not impossible, particularly since the data observed at a particular time by a particular observer may not be observed by another observer at another time in quite the same way. Another problem has been that notating behavior is often slow, cumbersome, and intrudes on the observer's participation, causing him or her to miss important items and disturbing interactions. While this problem has been noted (Wright, 1967) and attempts to solve it by elaborate means suggested (Steinglass, 1967), it is not surprising that audiovisual recording devices have increasingly replaced the ethnographer's notebook as a fundamental research tool. Many solutions have been suggested (e.g., hidden cameras, cameras with mirrors to misdirect the lens) which themselves raise questions.

A lack of methodological development has seriously flawed many studies and directly inhibits further growth in the field. Existing data suggest not only that social desirability distorts self-report data via questionnaire, interview, and diary methodologies, but also that people are largely unaware of how much TV they watch and of what they do while watching.

To prepare for an extensive study of how families use television to be conducted by SEDL in FY'81, these methodological questions needed to be resolved. Specifically, an adequate methodological approach needed to be developed to permit the subsequent collection of valid and generalizable information regarding family use of television. To determine the strengths and weaknesses of the several potential approaches, eight established methodologies were comparatively evaluated.

During FY'80, SEDL conducted a methodological study of families' use of television. Eight methodologies were developed and assessed: (1) questionnaire, (2) diary, (3) interview, (4) direct experimenter observation, (5) experimenter observation via telephone, (6) observation by family member, (7) audio recording, and (8) video recording. It was hoped that the data would provide the basis for a comparative evaluation of the nature of the limitations of each methodology, and a determination of which methodologies would be most appropriate to study particular kinds of variables.

Four variables constitued the focus of the study: (1) which family members watch television, (2) what else family members do while watching, (3) who talks to whom while watching, and (4) what is the content of family verbal interactions while watching. The eight methodologies represented all major methodological approaches to collecting data regarding family use of television. Most of the eight methodologies had been used in previously reported television research (e.g., questionnaire, interview, diary, video observation, direct observation). The remaining methodologies were potentially useful applications of methodologies used in other research issues (e.g., audio tape observation and observation by telephone).

A Pilot Study

Beginning in the fall of 1979 and continuing through the early spring of 1980, the eight methodologies were pilot-tested. While the data collected are best viewed as being informal and with little expected generalizability because of the small sample size, the data do provide some initial and fascinating insights into the study of families' processes which involve television.

Subjects. Thirty-one families from an independent suburban school district were contacted by letter. The families were selected to be homogeneous as to SES (upper middle class) and ethnicity (Anglo). Of the 31 families contacted by letter and informed fully as to what participation in each phase of the study would involve on their part, 21 families volunteered to participate. Of the 21 families, 12 returned questionnaires. The remaining 10 who did not return their questionnaires were eliminated from the study. Of the 12 families who returned their questionnaires, 4 families participated additionally in the phone survey; 5 were mailed diaries and 3 returned them completed; 2 were videotaped in the home; 2 were audiotaped; 2 were observed by a family member; 2 were observed by a staff person; 4 were interviewed by phone.

Results. The data collected in the pilot study were used to make the final refinements in the procedures and instruments before the methodological study was initiated. No formal analyses were conducted on the pilot study data. However, these data do reflect the methodology-specific nature of television research data and do provide some ideas for studying family processes.

The questionnaire consisted of demographic questions, items on television equipment and placement, an adjective checklist, and questions about what is watched, how much time is spent watching, and what conversation while watching occurs, as well as an item about concurrent activities. As the study was pri-

marily methodological, several classic versions of the question regarding how much TV is watched were interspersed with others. Additionally, a set of three questions used by Medrich (1978) to classify households as "constant television" were asked. Format was mixed, with generally factual questions in closed, forced-choice form, and opinions in open and semi-open format. Among many other things, five of the eleven families (45%) who completed the questionnaire reported that they talk about a TV program while watching.

Two forms of a TV diary were used. A longer form was adapted from a study by Murray in 1971. Minor modifications were made to suit the focus of the current study. A second version was created of similar questions in a matrix format, with each sheet comprising the viewing record for a single TV program. Two families used the TV diary with a total of 16 programs. Family discussions about a TV program were reported for half (50%) of the programs viewed.

The interview schedule consisted of open-ended questions about general issues as to what is watched, what is liked and disliked about television, and other attitudinal items. Three of the five families (60%) who volunteered reported that the family discussed TV programs being viewed.

Volunteers for the telephone observation methodology were called at randomly-timed intervals during the family viewing hours three times per night for these nights. Each time, the family member who answered the phone was asked about the last conversation before the phone rang. If the television was not in operation, the call was terminated. Each family was called three times on each of three evenings during prime family viewing time. Four families participated in the phone methodology. Of the total of 24 calls made, five times the family was not home and six times the TV was not on. On the remaining 13 calls, only one family (8%) reported a conversation about the TV program being viewed.

A time-activated cassette audio recorder was placed in the family TV viewing room in two families. The recorder taped two hours during early prime time television programming on two consecutive hours at each home. Family conversations occurred during 36% of the time periods. Of the time during which conversations occurred, 19% was used to discuss the program being viewed. Thus, approximately 7% of the total time was devoted to comments about the TV programming being viewed.

To install the video recording equipment, appointments were made with the volunteers. A Quasar 5150 Video Cassette Recorder was installed near the television set, with a camera initially placed behind the TV. Subjects were asked what time they generally began watching and the recorder was set to start at this time and stop recording two hours later. The recorder is not obtrusive in operation; subjects would have to inspect the VCR closely to determine when it is operating.

To ensure subject privacy and a sense of freedom from unwelcome scrutiny, subjects were shown how to stop the recording equipment (a simple matter of depressing the trigger on the camera) and were instructed to do so if they felt that the camera was intruding on private or sensitive family matters at any time. Subjects seemed encouraged by this instruction; however, of the two volunteer families, neither used this option. One evening's two-hour viewing was recorded for two subjects. The following day the equipment was removed and subjects were asked for their feeling about being videotaped. Both subjects reported self-consciousness about the camera, either their own or another family member's. One subject referred to the camera as a "big eye" and felt that it clearly impacted her family's behavior. The remaining subject can be

seen from the videotape to be generally quite aware of the camera's presence, while her child was openly resentful of its presence. While family conversations were intermittent, they were almost continuous. However, less than 10% of the comments were directed at the TV program being viewed. This finding closely correlates with the results of the telephone survey that 8% of the phone calls found a conversation about the TV program being viewed.

Two family observers were trained in their homes in observation protocol. Training required approximately 30 minutes. Both volunteers were the mothers of the families. It was stressed that the family should try not to alter their family's viewing behavior in any way. Observers were advised to code all cards using their own judgment. When they could not determine, for instance, if anyone was encouraging or discouraging talking by fairly clearcut criteria, they were advised to leave the item blank. Similarly, it was left to the judgment of observers whether or not someone was watching; if the observer felt that someone was watching because, for instance, they remained in the viewing room and maintained a thread of attention to the screen, they could be classified as "watching." Amount of attention was measured by the observer in terms of percentage of program viewed.

The two family observers recorded 15 observations of family conversations while viewing television. Family conversations about the program being viewed were observed during five of the conversations (33%).

Staff observers were trained in observation protocol similarly to family observers. Additionally, they were instructed to talk with the families for a short time before coding. Families were told that they should not feel obligated to treat the observer as a guest, although this was the natural tendency. Staff observers suggested to the family that they regard him or her as a repair

person or workman in the home. Observers were also instructed to choose their vantage points with care, such that they did not usurp someone's usual viewing chair. One mother reported that she felt that the children were quite aware of the observer and were interested in what he was doing, although she added that she felt that the observer did an "excellent job" in being unobtrusive. A total of 17 family conversations was observed. None of these conversations (53%) were about the TV program being viewed.

Great caution should be observed in comparing the results generated by the differing methodologies because of the extremely small size. The data, however, does appear to suggest three points:

1. In the self-report methodologies, i.e., questionnaire, diary, and interview, families reported approximately a 50% incidence of family conversations about the TV program. This might suggest the importance that parents attach to parental intervention regarding television content: that half of the non-routine conversations were directed at dealing with the TV program content.

2. In the mechanical obervation methodologies, i.e., video recording, audio recording, and telephone observation, it was found that family comments about the TV programming occurred approximately 10% of the time. This is in contrast to the 50% estimate generated by the self-report methodologies.

3. In the observer methodologies, i.e., staff observer and family observer, from 33% to 53% of the family conversations were directed toward the TV program. These results may suggest that observers may

alter families' interactions during TV viewing, subtly raising the issue of parental comments about TV program content.

Methodological Study

The primary study was initiated in March, 1980. A total of 260 families was contacted by letter and/or telephone call. Fifty-three families completed their questionnaires. Nine families participated in the phone observation. Eleven families volunteered to complete diaries. Twenty families volunteered for personal interviews. Four families volunteered for the video recording. Five families volunteered for the audio recording. Four families volunteered for the staff observation. Four families volunteered for the family observation. Copies of data collection instruments used are in Appendix A, which includes the questionnaire, interview schedule, family diary, telephone interview schedule, observation coding form used by family observers and staff observers, audio tape coding form, and video tape coding form.

Table 1:

Research Methodology Samples

Questionnaire	53 families
Phone Survey	81 calls (9 families)
Diaries	59 programs (8 families)
Interview	20 families
Family Observer	23 programs (4 families)
Video Observation	9 days (4 families)
Audio Observation	11 days (5 families)
Staff Observer	8 days (4 families)

Sample Homogenity. The families who participated in the study were white, middle- to upper-middle-income families with one or more school-age children. While there is considerable need to understand how the many societal groups use television, the purpose of this study was not to generate information regarding how families use television. Instead, the study was designed to generate information regarding how the available methodologies might affect the character of the data collected. Therefore, a highly homogenous sample was needed to minimize differences due to societal groups. Even though the sample was societally homogenous, there proved still to be enormous differences among families regarding family life style and TV viewing habits.

Procedures

The procedures used were very similar to those used in the pilot study. Church and school leaders were asked to recommend families with children who could be contacted. A total of 260 families was recommended and subsequently contacted by letter with a follow-up telephone call. Fifty-three families agreed to participate and were asked to complete questionnaires. The 53 families were then asked to participate in additional parts of the study.

Based upon the outcome of the pilot study changes were made in several of the methodologies. The questionnaire proved to generate the most data and to be the least intrusive. Further, it was realized that it would be useful as a screening device for participation in other methodologies. Therefore, the questionnaire was placed first in each family's participation in the study and every family was asked to complete the questionnaire.

All of the observational methodologies were found to be disruptive and to possibly bias any data collected subsequently. Therefore, families participated in observational methodologies last. It was important to allow each methodology to collect data from families without the family members' behaviors and attitudes being altered by the study itself or by other methodologies. However, in the process of being involved in such methodologies as experimenter observation and video observation, many members of the families in the pilot study become aware of and sensitized to many of the issues being studied. Thus, subsequent self-report data often proved to reflect the families' prior involvement with the more intrusive observational methodologies.

Technical changes were made in the audio observation and video observation methodologies. In the pilot study, the family conversations were often difficult to hear on the audio tapes and frequently the TV audio masked the family conversations. A more sensitive and directional microphone was therefore used. In the pilot study, the video recorder also often failed to pick up the family conversations. Again a better microphone was used. No major changes were made in any of the methodologies as a result of the pilot study, though a multitude of procedural wrinkles were ironed out in the process of conducting the pilot study. Therefore, when the main study was initiated, the staff was fully prepared.

Results

The results are voluminous and are presented in Tables in Appendices B through I. Selected portions of the data are presented to facilitate the evaluation of each methodology.

Questionnaire. Sixty-four percent of the families reported that their family television is on most of the evening. The families reported an average of 2.81 hours of television viewed by the family "yesterday" and 3.17 hours viewed on an "average weekday". However, in response to the question, "Is your family likely to be viewing TV on Monday night?", 66% of the families said "No." Similarly for Tuesday night, 73.6% of the families said "No." For Wednesday night, 77.4% said "No", and for Thursday night, 64.2% said "No." Finally, 84.9% of the families described their TV viewing as being primarily entertaining.

Interview. In response to the question of why their family watches television, 65% said "entertainment" first. Another 15% reported "relaxation" as the first reason. Approximately 30% reported "educational" as the second reason their family watches television. Another 30% reported "information" as their second reason. Approximately 75% of the families did not have a third reason for watching television. Approximately 85% of the families reported family discussion during television viewing, and 75% reported family discussions about the program during television viewing. Finally, in the interviews, 75% of the families reported that they regularly watch television during the evening.

Diary. Approximately 93% of the family diaries reported family discussions while viewing television. Approximately 52% of these conversations were about the program or commercial. And 62% of the conversations involved a child. Thirty-nine percent of the family diaries reported a comedy program being viewed, 23.7% reported a drama program, and 6.8% reported a children's special. Finally, 64.4% of the family diaries reported the family viewing all of the program.

Audio Tape Observation. Using an audio tape recorder activated by a timer to operate during prime time television hours, observations were made of families' television viewing behavior. During an average total of 4,372 seconds (72.9 minutes) of evening viewing, an average total of 637.3 seconds of conversation was observed. Thus approximately 13.7% of families' viewing was accompanied by conversation. An average total of 114.5 seconds of the conversation was about the program, accounting for 23.3% of the conversations and 2.6% of the family viewing time.

Video Tape Observation. Using a small, low-light intensity video camera and recorder activated by a timer to operate during prime television hours, video observations were made of families' television viewing behaviors. During an average total of 14,260 seconds (237.7 minutes) of evening viewing, an average total of 337.4 seconds of conversation was observed. Thus approximately 3.4% of the observed family viewing was accompanied by conversation. An average total of 82.2 seconds of conversation about the program was observed, accounting for an average of 24.9% of the conversations and 0.58% of the family viewing.

Direct Observation. Because of the very small number of families volunteering for the staff observation portion of the study, the data collected by the staff observers was combined with the data collected by the family observers. It was observed that at least one child was viewing 36.04% of the time the television was on, or approximately 85.7 minutes an evening. An average of 3 family conversations was noted during each program. Approximately 42% of the conversations were not related to the programming. Approximately 19% of the conversations were categorized as positive evaluations of the program and another 12.5% were categorized as explanations of the television content.

Telephone Observation. The telephone was used to call randomly selected families to ask about on-going or immediately-past television viewing behavior. The telephone was used as a means of communication and the person answering the telephone acted as an observer. The term "telephone observation" is used to distinguish this methodology from the telephone survey methodology. In telephone surveys, people are asked via telephone questions about attitudes, status items, and historical questions. The telephone is used as a convenient vehicle to collect data that is regarded as equivalent to data collected via other survey vehicles (e.g., mailed questions, door-to-door interviews). In telephone observation, people via telephone are asked to observe on-going behavior and to recall behavior which occurred in the immediate past. It is thought that telephone observation is an extremely low-cost and non-intrusive approach to making observations in families' homes. It was found that the family was watching television 54.9% of the time. Family conversations were observed 11.0% of the time. A child member of the family was speaking immediately prior to the telephone call 21.8% of the observed conversations.

Discussion.

While the data collected do provide some fascinating insights into the family processes involved in television, the most important contribution of the data is the insights provided into the scientific processes of studying families. It was found that each methodology provides a relatively unique perspective of the phenomena being studied. Instead of providing a confirmation of the contemporary belief that some of the methodologies generate data

which are more valid than the data generated by other methodologies, these data strongly suggest that validity is not singular. A particular methodology when appropriately used can provide scientific insights that sometimes may be unique to the methodology. The answers, and even the questions, may be methodology specific. In general the self-report methodologies generated important data regarding families' perception of their television viewing behavior. The observational methodologies generated objective data regarding families' physical and verbal television viewing behavior. Interestingly, the more intrusive observational methodologies such as video observation provided some insight into how families change their television viewing behavior to accommodate outside evaluation.

The primary purpose of the methodological study was to provide the basis for developing a methodology to be used in a subsequent major study of families' educational use of television. Four general conclusions can be drawn from the data and the conduct of the study.

Conclusion 1. Much of a family's TV viewing is out of awareness. Furthermore, for many families, TV viewing is done in a much larger context of the family members' individually and collectively conducting family business. Mother tells her son to take out the trash. Mother and father discuss the arrangements to take the car to the garage to be fixed. The family verbal interactions, while highly intermittent and fragmented, are almost continuous. The television is often a part of the background given occasional attention by most family members. While television "viewing" is a part of many families' life styles, much of the viewing behavior is secondary to other ongoing

activities and thus mostly out of awareness. Therefore, when people are asked about their TV viewing behavior through such methodologies as questionnaire, interview, and even diary, they are being asked about a part of the family interactions which is relatively minor and not given much forethought. These self-report methodologies, in effect, ask the subjects to retrospectively create the events that were not eventful at the time. The data from these methodologies appear not to provide reasonably accurate information regarding what happened. Instead, these methodologies appear to provide data regarding differences between families' opinions and concerns on issues related to television. Thus when a parent is asked about family conversations about the TV program content, the answer is probably a good measure of how important the parent believes it is to talk about TV content. However, as a methodology to develop a descriptive data base on families' use of television, questionnaire, interview, and diary methodologies appear to be inappropriate.

Conclusion 2. Even with the very homogeneous sample, the study found large differences across families as to how families use television. This and other research on family use of TV reflects a finding of the larger field of family research that there is no single concept of family. Along most major dimensions, virtually every family is different. Similarly with television, with each family, one finds another way in which a family uses television. The variance of family use of television appears to extend in many different directions, including family size, family structure, parent employment, parent education, ethnicity and housing patterns, as well as parental attitudes and child-rearing practices. Therefore, a description of how families use televi-

sion must be based upon data gathered from many families and many kinds of families. Insights and generalizations based upon a few families clearly will not accommodate the many ways families use TV.

The inescapable implication is that an ethnographic study of a few families will not provide the necessary data base. Literally, a sample of several hundred families will be needed to generate sufficient data regarding the several dozen major TV viewing styles. If TV viewing were a more stable phenomenon in which observations of one family could be reasonably generalized to other families, then a careful and extended analysis of a family representative of a societal group would be preferable. However, knowledge about how one black, middle-income family uses television offers little information about how other black, middle-income families use television. Therefore, because of the sample size needed to represent the major categories, observational methodologies such as staff observation and video observation, which require a high investment of time and funds, appear not to be reasonable options.

Conclusion 3. The introduction of an observer appears to change the family interaction patterns. A fundamental assumption of observation methodologies is that the observer can, with practice and training, collect data without his or her presence biasing the phenomenon being observed. In open social systems such as street corners, as well as semi-closed social systems such as classrooms, the assumption appears to be reasonable. However, in closed social systems such as a family's home, the data suggest that the assumption is rarely, if ever, true. In a closed social system, every person accommodates every other person present. The introduction of another person, even a non-interested observer, causes a change in the behavior of everyone. Two specific items appeared

in the staff observer part of the study. First, the families always prepared for the arrival of the observer, primarily by cleaning the house, especially the room in which the TV was viewed. Second, parents appeared to be more concerned about making comments to their children about the television, in apparent concern to meet the presumed expectations of the observer. The data generated by the video tape observation similarly appeared to be distorted when compared to audio tapes of the same families. Therefore, the direct observation methodologies may generate data regarding the social expectancies of families rather than descriptive data of the TV viewing habits.

Conclusion 4. Most families proved to be very resistant to the observational methodologies, such as staff observation and video observation. Less than 5% of the people contacted would even consider participating in the staff observation. Therefore, a serious question is raised regarding the generalizability of observational data collected from families who do volunteer for observational studies.

Other technical and procedural problems became apparent. For example, in the audio tape observations, it was often difficult for the person coding the data to determine who was talking, who was listening, and what was being said. The best compromise methodology appears to be the telephone observation. The data generated are very similar to that generated by the audio tape and video tape observation methodologies. Furthermore, the volunteer rate was very high, over 50%. Finally, the telephone observation methodology can economically meet the need for large, even national, samples of families. Therefore, it is tentatively concluded that the telephone observation combined with questionnaire is the best methodological approach to developing a descriptive data base regarding families' use of television.

APPENDIX A

Data Collection Instruments

TV QUESTIONNAIRE

Your age_____ Spouse's age_____

First name of oldest child_____ age_____ sex_____

First name of second child_____ age_____ sex_____

First name of third child_____ age_____ sex_____

First name of fourth child_____ age_____ sex

Other household member(s) first name(s)_____,_____, age(s)_____,_____

sex_____,_____

Your occupation_____ Spouse's occupation_____

Your highest year of school completed____ Spouse's highest year of school completed_____

Our total combined annual gross income is: (check one)

_____ 0 - 10,000
_____ 10,001 - 20,000
_____ 20,001 - 30,000
_____ 30,001 - 40,000
_____ 40,001 - 50,000
_____ 50,001 +

What clubs or organizations does each family member belong to and actively participate in?

Husband_____

Wife_____

Oldest child_____

Second child_____

Third child_____

Fourth child_____

Other household member(s)_____

Would you describe your family as attending church or synagogue regularly? Yes No

If so, which denomination?_____

How many televisions do you have? ___color TV's, ___Black and White TV's

In which room is the TV that you most often watch together as a family?_____

How old is this family TV?_____

About how much did you pay for this family TV? _____

Do you subscribe to cable service?_____To HBO?_____

How many channels do you receive?_____Do you have a roof antenna?_____

Do you own a videotape recorder?_____Yes_____No

How many hours does your family watch TV in an average week?_____

Which nights of the week are you as a family likely to be watching TV together? (Please circle as many answers as apply to you.)

Sunday Monday Tuesday Wednesday Thursday Friday Saturday None regularly

Which word(s) of those below best describe how you feel about you and your family's TV viewing? (Please check as many as apply.)

Entertaining _____	Worthwhile _____	Boring _____
Relaxing _____	Amusing _____	A waste of time _____
Educational _____	Fulfilling _____	Indispensable _____
Stimulating _____	Harmless _____	Harmful _____

Please check off as many of the following statements as apply to your TV set's operation.

____ At my house the TV is on most of the afternoon.

____ At my house the TV is usually on during dinner.

____ At my house the TV is on most of the evening.

Please fill in your answers to the questions below.

How many hours does your family watch TV on an average day?_____

What do you as a family talk about while you are watching TV?_____

_____

_____

_____

_____

Do you and/or other members of your family often do anything other than talk while watching TV? (Mark as many as apply.)

_____Read _____Play games _____Sleep

_____Eat _____Do handwork _____Household chores

_____Personal Grooming (self or others)

_____Other (What?)_____

How many hours did your family watch TV yesterday?_____

How many hours does your family watch TV on an average Saturday or Sunday?

Saturday_____

Sunday_____

How many hours does your family watch TV on an average weekday?_____

The following is a list of commercial prime-time network shows of the current season. Please check off the shows you as a family try to watch together whenever they are broadcast.

MONDAY
____Three's a Crowd (each weeknight)
____Tic Tac Dough (each weeknight)
____Hollywood Squares
____240 Robert
____Little House on the Prarie
____M*A*S*H
____NFL Monday Night Football
____WKRP in Cincinnati
____Lou Grant

TUESDAY
____The Newlywed Game
____Sha Na Na
____California Fever
____Happy Days
____The Adventures of Sheriff Lobo
____Angie
____Three's Company
____Taxi
____CBS Tuesday Night Movie

WEDNESDAY
____The Best of Saturday Night Live
____Family Feud
____Eight is Enough
____Real People
____Charlie's Angels
____Diff'rent Strokes
____Hello Larry
____Vegas
____From Here to Eternity
____CBS Wednesday Night Movie

THURSDAY
____$100,000 Name That Tune
____The Waltons
____Laverne & Shirley
____Buck Rogers in the 25th Century
____Barnaby Jones
____Benson
____Quincy
____Kate Loves a Mystery

FRIDAY
___PM Maqazine
___The Incredible Hulk
___Diff'rent Strokes
___Dukes of Hazzard
___Rockford Files
___Dallas
___Eischied

SATURDAY
___Hee Haw
___The Muppets
___Working Stiffs
___The Ropers
___CHIPS
___The Bad News Bears
___Detective School
___Big Shamus, Little Shamus
___The Love Boat
___BJ & the Bear
___Paris
___Hart to Hart
___A Man Called Sloan

SUNDAY
___A New Kind of Family
___Sixty Minutes
___Out of the Blue
___Disney's Wonderful World
___Archie Bunker's Place
___Mork & Mindy
___One Day at a Time
___Alice
___The Jeffersons
___Trapper John, M.D.
___Primetime Sunday
___ABC Sunday Night Movie

others (what?)_____

_____

_____

_____

Please mark your category below:

___Both husband and wife completed questionnaire.

___Wife completed questionnaire.

___Husband completed questionnaire.

___Another household member completed the questionnaire. (First name?)_____

INTERVIEW

NAME:_____ DATE:_____

1. What are your main reasons for watching television?

2. What shows do you make an effort to watch regularly?

3. What do you like about these shows?

4. Are there any shows you particularly dislike? If so, what do you dislike about them?

5. What shows do your children watch regularly? What do you think the children like about these shows?

6. What do you <u>as a family</u> talk about while watching TV?

7. What other things, if any do you do while watching TV? For instance, do you read, eat, talk?

8. What kind of difference, if any, do you think it would make in your family's life if you did not have a TV?

9. If you were in charge of all television programming, what would you change? Why?

10. Is your television always on in the afternoon?

11. Is your television always on during dinner?

12. Is your television always on during the evening?

GENERAL COMMENTS:

TALK OBSERVATIONS

E_____ PROGRAM_____ CARD #_____

K DURING	WHO SPOKE FIRST	TO WHOM	WHO ELSE SPOKE	WHO + OR - TALK	TOPIC OF TALK	TALK CONTENT (IF PROGRAM OR COMMERCIAL)
MMER.	H	H	H	H___	Program	Eval. of Program, +_____
PROGRAM	W	W	W	W___	Commercial	Eval. of Comm., +_____
	C1	C1	C1	C1___	Other_____	Eval. of Program, -_____
	C2	C2	C2	C2___	_____	Eval. of Comm., -_____
	C3	C3	C3	C3___	_____	Explanation of Content____
	C4	C4	C4	C4___	_____	Questions/Response_____
	01	01	01	01___		Other_____
	02	02	02	02___		_____
						_____

TALK OBSERVATIONS

E_____ PROGRAM_____ CARD #_____

K DURING	WHO SPOKE FIRST	TO WHOM	WHO ELSE SPOKE	WHO + OR - TALK	TOPIC OF TALK	TALK CONTENT (IF PROGRAM OR COMMERCIAL)
OMMER.	H	H	H	H___	Program	Eval. of Program, +_____
PROGRAM	W	W	W	W___	Commercial	Eval. of Comm., +_____
	C1	C1	C1	C1___	Other_____	Eval. of Program,- _____
	C2	C2	C2	C2___	_____	Eval. of Comm.,- _____
	C3	C3	C3	C3___	_____	Explanation of Content____
	C4	C4	C4	C4___	_____	Questions/Response_____
	01	01	01	01___		Other_____
	02	02	02	02___		_____
						_____

AUDIOTAPE AND VIDEOTAPE

SUBJECT PHASE AND CODE NUMBER: ______________

DATE OF TAPE: ______________
TYPE: AUDIO=1, VIDEO=2 ____

TIME: (0 at beginning of TV on)

Start of talk	Stop of talk	DURATION OF TALK PROGRAM	OTHER

APPENDIX B

Results of Questionnaire Methodology

PHONE INTERVIEW

DATE: _____ TIME: _____

NAME OF RESPONDENT: _____

1. What is on TV? _____

2. Who is watching at least part of the program? _____

_____

3. What else is going on? _____

H _____

W _____

C1 _____

C2 _____

C3 _____

C4 _____

O1 _____

O2 _____

4. What was the last thing said by any family member who is watching television?

Program Related	Other
_____	_____
_____	_____
_____	_____

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

RM ROOM WHERE TV IS WATCHED MOST OFTEN

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	2	3.8	3.8	3.8
LIVING ROON	1	18	34.0	34.0	37.7
EN	2	29	54.7	54.7	92.5
DROOM	3	2	3.8	3.8	96.2
ITCHEN	4	2	3.8	3.8	100.0
	TOTAL	53	100.0	100.0	

AN	1.698	STD ERR	.106	MEDIAN	1.724
ODE	2.000	STD DEV	.774	VARIANCE	.599
KURTOSIS	1.807	SKEWNESS	.589	RANGE	4.000
NIMUM	0	MAXIMUM	4.000	SUM	90.000
V. PCT	45.593	.95 C.I.	1.485	TO	1.912

LID CASES 53 MISSING CASES 0

E FAMTVF1 (CREATION DATE = 24 JUL 81)

LIKELY TO BE VIEWING TV ON SUNDAY NIGHT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	29	54.7	54.7	54.7
YES	1	24	45.3	45.3	100.0
	TOTAL	53	100.0	100.0	

AN	.453	STD ERR	.069	MEDIAN	.414
ODE	0	STD DEV	.503	VARIANCE	.253
KURTOSIS	-2.040	SKEWNESS	.195	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	24.000
.V. PCT	110.976	.95 C.I.	.314	TO	.591
LID CASES	53	MISSING CASES	0		

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

N LIKELY TO BE VIEWING TV ON MONDAY NIGHT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	35	66.0	66.0	66.0
YES	1	18	34.0	34.0	100.0
	TOTAL	53	100.0	100.0	

AN	.340	STD ERR	.066	MEDIAN	.257
ODE	0	STD DEV	.478	VARIANCE	.229
RTOSIS	-1.575	SKEWNESS	.697	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	18.000
.V. PCT	140.778	.95 C.I.	.208	TO	.471

LID CASES 53 MISSING CASES 0

E FAMTVF1 (CREATION DATE = 24 JUL 81)

S LIKELY TO BE VIEWING TV ON TUESDAY NIGHT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	39	73.6	73.6	73.6
YES	1	14	26.4	26.4	100.0
	TOTAL	53	100.0	100.0	

AN	.264	STD ERR	.061	MEDIAN	.179
ODE	0	STD DEV	.445	VARIANCE	.198
RTOSIS	-.819	SKEWNESS	1.101	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	14.000
.V. PCT	168.502	.95 C.I.	.141	TO	.387

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL-81)

D LIKELY TO BE VIEWING TV ON WED NIGHT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	41	77.4	77.4	77.4
YES	1	12	22.6	22.6	100.0
	TOTAL	53	100.0	100.0	

AN	.226	STD ERR	.058	MEDIAN	.146
ODE	0	STD DEV	.423	VARIANCE	.179
RTOSIS	-.198	SKEWNESS	1.346	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	12.000
.V. PCT	186.611	.95 C.I.	.110	TO	.343

LID CASES 53 MISSING CASES 0

E FAMTVF1 (CREATION DATE = 24 JUL 81)

R LIKELY TO BE VIEWING TV ON THURSDAY NIGH

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	34	64.2	64.2	64.2
YES	1	19	35.8	35.8	100.0
	TOTAL	53	100.0	100.0	

AN	.358	STD ERR	.067	MEDIAN	.279
MODE	0	STD DEV	.484	VARIANCE	.234
KURTOSIS	-1.696	SKEWNESS	.607	RANGE	1.000
IMUM	0	MAXIMUM	1.000	SUM	19.000
V. PCT	135.051	.95 C.I.	.225	TO	.492

ID CASES 53 MISSING CASES 0

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

FRI LIKELY TO BE VIEWING TV ON FRIDAY NIGHT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	42	79.2	79.2	79.2
YES	1	11	20.8	20.8	100.0
	TOTAL	53	100.0	100.0	

MEAN	.208	STD ERR	.056	MEDIAN	.131
MODE	0	STD DEV	.409	VARIANCE	.168
KURTOSIS	.211	SKEWNESS	1.485	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	11.000
C.V. PCT	197.272	.95 C.I.	.095	TO	.320

VALID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

T LZKELY TO BE VIEWING TV ON SAT NIGHT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	41	77.4	77.4	77.4
YES	1	12	22.6	22.6	100.0
	TOTAL	53	100.0	100.0	

AN	.226	STD ERR	.058	MEDIAN	.146
MODE	0	STD DEV	.423	VARIANCE	.179
RTOSIS	-.198	SKEWNESS	1.346	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	12.000
C.V. PCT	186.611	.95 C.I.	.110	TO	.343

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

TERT DESCRIBE FAMILY TV VIEWING AN ENTERTAINI

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	8	15.1	15.1	15.1
YES	1	45	84.9	84.9	100.0
	TOTAL	53	100.0	100.0	

EAN	.849	STD ERR	.050	MEDIAN	.911
MODE	1.000	STD DEV	.361	VARIANCE	.131
RTOSIS	2.108	SKEWNESS	-2.007	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	45.000
C.V. PCT	42.567	.95 C.I.	.749	TO	.949

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

R DESCRIBE FAMILY TV VIEWING AS BORING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	40	75.5	75.5	75.5
YES	1	13	24.5	24.5	100.0
	TOTAL	53	100.0	100.0	

EAN	.245	STD ERR	.060	MEDIAN	.163
MODE	0	STD DEV	.434	VARIANCE	.189
RTOSIS	-.536	SKEWNESS	1.219	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	13.000
C.V. PCT	177.090	.95 C.I.	.126	TO	.365

LID CASES 53 MISSING CASES 0

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LE FAMTVF1 (CREATION DATE = 24 JUL 81)

LAX DESCRIBE FAMILY TV VIEWING AS RELAXING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	20	37.7	37.7	37.7
YES	1	33	62.3	62.3	100.0
	TOTAL	53	100.0	100.0	

AN	.623	STD ERR	.067	MEDIAN	.697
MODE	1.000	STD DEV	.489	VARIANCE	.239
URTOSIS	-1.798	SKEWNESS	-.521	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	33.000
C.V. PCT	78.595	.95 C.I.	.488	TO	.758

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

ST DESCRIBE FAMILY TV VIEWING AS WASTE OF T

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
O	0	31	58.5	58.5	58.5
YES	1	22	41.5	41.5	100.0
	TOTAL	53	100.0	100.0	

EAN	.415	STD ERR	.068	MEDIAN	.355
MODE	0	STD DEV	.497	VARIANCE	.247
URTOSIS	-1.949	SKEWNESS	.355	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	22.000
V. PCT	119.841	.95 C.I.	.278	TO	.552

ALID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

IM DESCRIBE FAMILY TV VIEWING ASSTIMULATING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	36	67.9	67.9	67.9
YES	1	17	32.1	32.1	100.0
	TOTAL	53	100.0	100.0	

EAN	.321	STD ERR	.065	MEDIAN	.236
MODE	0	STD DEV	.471	VARIANCE	.222
RTOSIS	-1.430	SKEWNESS	.791	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	17.000
C.V. PCT	146.914	.95 C.I.	.191	TO	.451

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

RM DESCRIBE FAMILY TV VIEWING AS HARMLESS

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	42	79.2	79.2	79.2
YES	1	11	20.8	20.8	100.0
	TOTAL	53	100.0	100.0	

EAN	.208	STD ERR	.056	MEDIAN	.131
MODE	0	STD DEV	.409	VARIANCE	.168
RTOSIS	.211	SKEWNESS	1.485	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	11.000
V. PCT	197.272	.95 C.I.	.095	TO	.320

LID CASES 53 MISSING CASES 0

E FAMTVF1 (CREATION DATE = 24 JUL 81)

TH DESCRIBE FAMILY TV VIEWING AS WORTHWILE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	32	60.4	60.4	60.4
YES	1	21	39.6	39.6	100.0
	TOTAL	53	100.0	100.0	

EAN	.396	STD ERR	.068	MEDIAN	.328
MODE	0	STD DEV	.494	VARIANCE	.244
RTOSIS	-1.882	SKEWNESS	.437	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	21.000
V. PCT	124.624	.95 C.I.	.260	TO	.532

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

C DESCRIBE FAMILY TV VIEWING AS NECESSARY

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	52	98.1	98.1	98.1
YES	1	1	1.9	1.9	100.0
	TOTAL	53	100.0	100.0	

AN	.019	STD ERR	.019	MEDIAN	.010
MODE	0	STD DEV	.137	VARIANCE	.019
RTOSIS	53.000	SKEWNESS	7.280	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	1.000
C.V. PCT	728.011	.95 C.I.	-.019	TO	.057

LID CASES 53 MISSING CASES 0

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

HARMF DESCRIBE FAMILY TV VIEWING AS HARMFUL

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	42	79.2	79.2	79.2
YES	1	11	20.8	20.8	100.0
	TOTAL	53	100.0	100.0	

MEAN	.208	STD ERR	.056	MEDIAN	.131
MODE	0	STD DEV	.409	VARIANCE	.168
KURTOSIS	.211	SKEWNESS	1.485	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	11.000
C.V. PCT	197.272	.95 C.I.	.095	TO	.320

VALID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

US DESCRIBE FAMILY TV VIEWING AS AMUSING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	31	58.5	58.5	58.5
YES	1	22	41.5	41.5	100.0
	TOTAL	53	100.0	100.0	

AN	.415	STD ERR	.068	MEDIAN	.355
MODE	0	STD DEV	.497	VARIANCE	.247
RTOSIS	-1.949	SKEWNESS	.355	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	22.000
C.V. PCT	119.841	.95 C.I.	.278	TO	.552

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

UP DESCRIBE FAMILY TV VIEWING AS STUPID

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	43	81.1	81.1	81.1
YES	1	10	18.9	18.9	100.0
	TOTAL	53	100.0	100.0	

EAN	.189	STD ERR	.054	MEDIAN	.116
ODE	0	STD DEV	.395	VARIANCE	.156
RTOSIS	.709	SKEWNESS	1.638	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	10.000
C.V. PCT	209.349	.95 C.I.	.080	TO	.298

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

LFL DESCRIBE FAMILY TV VIEWING AS FULFILLING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	48	90.6	90.6	90.6
YES	1	5	9.4	9.4	100.0
	TOTAL	53	100.0	100.0	

AN	.094	STD ERR	.041	MEDIAN	.052
MODE	0	STD DEV	.295	VARIANCE	.087
RTOSIS	6.404	SKEWNESS	2.857	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	5.000
C.V. PCT	312.804	.95 C.I.	.013	TO	.176

LID CASES 53. MISSING CASES 0

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ILE FAMTVF1 (CREATION DATE = 24 JUL 81)

TN TV IS ON MOST OF THE AFTNERNOON

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
O	0	44	83.0	83.0	83.0
S	1	9	17.0	17.0	100.0
	TOTAL	53	100.0	100.0	

EAN	.170	STD ERR	.052	MEDIAN	.102
ODE	0	STD DEV	.379	VARIANCE	.144
RTOSIS	1.326	SKEWNESS	1.810	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	9.000
V. PCT	223.224	.95 C.I.	.065	TO	.274
ALID CASES	53	MISSING CASES	0		

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

NN TELEVISION IS USUALLY ON DURING DINNER

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	36	67.9	67.9	67.9
YES	1	17	32.1	32.1	100.0
	TOTAL	53	100.0	100.0	

EAN	.321	STD ERR	.065	MEDIAN	.236
MODE	0	STD DEV	.471	VARIANCE	.222
RTOSIS	-1.430	SKEWNESS	.791	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	17.000
C.V. PCT	146.914	.95 C.I.	.191	TO	.451

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

TE TELEVISION IS ON MOST OF THE EVENING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	19	35.8	35.8	35.8
YES	1	34	64.2	64.2	100.0
	TOTAL	53	100.0	100.0	

EAN	.642	STD ERR	.067	MEDIAN	.721
MODE	1.000	STD DEV	.484	VARIANCE	.234
URTOSIS	-1.696	SKEWNESS	-.607	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	34.000
V. PCT	75.470	.95 C.I.	.508	TO	.775

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

SYST HOURS FAMILY WATCHED TELEVISION YESTERDA

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	8	15.1	15.1	15.1
	1	6	11.3	11.3	26.4
	2	18	34.0	34.0	60.4
	3	5	9.4	9.4	69.8
	4	4	7.5	7.5	77.4
	5	7	13.2	13.2	90.6
	7	2	3.8	3.8	94.3
	8	1	1.9	1.9	96.2
	9	1	1.9	1.9	98.1
	10	1	1.9	1.9	100.0
	TOTAL	53	100.0	100.0	

EAN	2.811	STD ERR	.322	MEDIAN	2.194
ODE	2.000	STD DEV	2.346	VARIANCE	5.502
RTOSIS	1.252	SKEWNESS	1.165	RANGE	10.000
NIMUM	0	MAXIMUM	10.000	SUM	149.000
V. PCT	83.437	.95 C.I.	2.165	TO	3.458
LID CASES	53	MISSING CASES	0		

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

SSAT HOURS FAMILY WATCHED TV ON AVERAGE SATUR

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	6	11.3	11.3	11.3
	1	2	3.8	3.8	15.1
	2	9	17.0	17.0	32.1
	3	4	7.5	7.5	39.6
	4	9	17.0	17.0	56.6
	5	8	15.1	15.1	71.7
	6	5	9.4	9.4	81.1
	7	4	7.5	7.5	88.7
	8	3	5.7	5.7	94.3
	9	2	3.8	3.8	98.1
	12	1	1.9	1.9	100.0
	TOTAL	53	100.0	100.0	

MEAN	4.151	STD ERR	.371	MEDIAN	4.111
MODE	2.000	STD DEV	2.699	VARIANCE	7.284
KURTOSIS	.099	SKEWNESS	.431	RANGE	12.000
MINIMUM	0	MAXIMUM	12.000	SUM	220.000
C.V. PCT	65.021	.95 C.I.	3.407	TO	4.895

VALID CASES 53 MISSING CASES 0

E FAMTVF1 (CREATION DATE = 24 JUL 81)

SSUN. HOURS FAMILY WATCHED TV ON AVERAGE SUNDA

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	3	5.7	5.7	5.7
	1	4	7.5	7.5	13.2
	2	13	24.5	24.5	37.7
	3	11	20.8	20.8	58.5
	4	5	9.4	9.4	67.9
	5	5	9.4	9.4	77.4
	6	5	9.4	9.4	86.8
	7	2	3.8	3.8	90.6
	8	4	7.5	7.5	98.1
	9	1	1.9	1.9	100.0
	TOTAL	53	100.0	100.0	

EAN	3.642	STD ERR	.314	MEDIAN	3.091
ODE	2.000	STD DEV	2.288	VARIANCE	5.234
RTOSIS	-.414	SKEWNESS	.601	RANGE	9.000
NIMUM	0	MAXIMUM	9.000	SUM	193.000
.V. PCT	62.828	.95 C.I.	3.011	TO	4.272

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

SWKDA HOURS FAMILY WATCHES TV ON AVERAGE WEEKD

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	6	11.3	11.3	11.3
	1	6	11.3	11.3	22.6
	2	11	20.8	20.8	43.4
	3	12	22.6	22.6	66.0
	4	6	11.3	11.3	77.4
	5	8	15.1	15.1	92.5
	6	1	1.9	1.9	94.3
	7	1	1.9	1.9	96.2
	13	1	1.9	1.9	98.1
	14	1	1.9	1.9	100.0
	TOTAL	53	100.0	100.0	

EAN	3.170	STD ERR	.367	MEDIAN	2.792
ODE	3.000	STD DEV	2.673	VARIANCE	7.144
RTOSIS	7.065	SKEWNESS	2.179	RANGE	14.000
INIMUM	0	MAXIMUM	14.000	SUM	168.000
.V. PCT	84.319	.95 C.I.	2.433	TO	3.907

LID CASES	53	MISSING CASES	0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

NE FAMILY TRIES TO WATCH NO PARTICULAR PROG

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
O	0	51	96.2	96.2	96.2
YES	1	2	3.8	3.8	100.0
	TOTAL	53	100.0	100.0	

EAN	.038	STD ERR	.026	MEDIAN	.020
MODE	0	STD DEV	.192	VARIANCE	.037
RTOSIS	23.841	SKEWNESS	4.994	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	2.000
V. PCT	509.808	.95 C.I.	-.015	TO	.091

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

MED FAMILY TRIES TO WATCH A COMEDY PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	24	45.3	68.6	68.6
YES	1	11	20.8	31.4	100.0
OUT OF RANGE		18	34.0	MISSING	
	TOTAL	53	100.0	100.0	

AN	.314	STD ERR	.080	MEDIAN	.229
DE	0	STD DEV	.471	VARIANCE	.222
KURTOSIS	-1.383	SKEWNESS	.836	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	11.000
V. PCT	149.866	.95 C.I.	.152	TO	.476

VALID CASES 35 MISSING CASES 18

E FAMTVF1 (CREATION DATE = 24 JUL 81)

AM FAMILY TRIES TO WATCH A DRAMATIC PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	23	43.4	71.9	71.9
YES	1	9	17.0	28.1	100.0
OUT OF RANGE		21	39.6	MISSING	
	TOTAL	53	100.0	100.0	

AN	.281	STD ERR	.081	MEDIAN	.196
ODE	0	STD DEV	.457	VARIANCE	.209
KURTOSIS	-1.025	SKEWNESS	1.022	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	9.000
V. PCT	162.419	.95 C.I.	.117	TO	.446

VALID CASES 32 MISSING CASES 21

E FAMTVF1 (CREATION DATE = 24 JUL 81)

ENT FAMILY TRIES TO WATCH SPECIAL ENTERTAINM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	47	88.7	88.7	88.7
YES	1	6	11.3	11.3	100.0
	TOTAL	53	100.0	100.0	

EAN	.113	STD ERR	.044	MEDIAN	.064
MODE	0	STD DEV	.320	VARIANCE	.102
RTOSIS	4.484	SKEWNESS	2.513	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	6.000
C.V. PCT	282.559	.95 C.I.	.025	TO	.201

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

EDRA FAMILY TRIES TO WATCH SPECIAL DRAMA PROG

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	42	79.2	79.2	79.2
YES	1	11	20.8	20.8	100.0
	TOTAL	53	100.0	100.0	

EAN	.208	STD ERR	.056	MEDIAN	.131
MODE	0	STD DEV	.409	VARIANCE	.168
RTOSIS	.211	SKEWNESS	1.485	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	11.000
C.V. PCT	197.272	.95 C.I.	.095	TO	.320

LID CASES 53 MISSING CASES 0

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

ENEW FAMILY TRIES TO WATCH NEWS SPECIALS

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	40	75.5	76.9	76.9
YES	1	12	22.6	23.1	100.0
OUT OF RANGE		1	1.9	MISSING	
	TOTAL	53	100.0	100.0	

MEAN	.231	STD ERR	.059	MEDIAN	.150
MODE	0	STD DEV	.425	VARIANCE	.181
KURTOSIS	-.280	SKEWNESS	1.316	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	12.000
C.V. PCT	184.355	.95 C.I.	.112	TO	.349

VALID CASES 52 MISSING CASES 1

LE FAMTVF1 (CREATION DATE = 24 JUL 81)

ECHL FAMILY TRIES TO WATCH CHILDRENS SPECIALS

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	42	79.2	79.2	79.2
YES	1	11	20.8	20.8	100.0
	TOTAL	53	100.0	100.0	

EAN	.208	STD ERR	.056	MEDIAN	.131
MODE	0	STD DEV	.409	VARIANCE	.168
RTOSIS	-.211	SKEWNESS	1.485	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	11.000
C.V. PCT	197.272	.95 C.I.	.095	TO	.320

LID CASES 53 MISSING CASES 0

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LE FAMTVF1 (CREATION DATE = 24 JUL 81)

S FAMILY TRIES TO WATCH A PBS PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
O	0	47	88.7	92.2	92.2
S	1	4	7.5	7.8	100.0
OUT OF RANGE		2	3.8	MISSING	
	TOTAL	53	100.0	100.0	

AN	.078	STD ERR	.038	MEDIAN	.043
ODE	0	STD DEV	.272	VARIANCE	.074
URTOSIS	8.789	SKEWNESS	3.232	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	4.000
V. PCT	346.194	.95 C.I.	.002	TO	.155

LID CASES 51 MISSING CASES 2

E FAMTVF1 (CREATION DATE = 24 JUL 81)

IE FAMILY TRIES TO WATCH MOVIES ONTV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	41	77.4	80.4	80.4
YES	1	10	18.9	19.6	100.0
OUT OF RANGE		2	3.8	MISSING	
	TOTAL	53	100.0	100.0	

AN	.196	STD ERR	.056	MEDIAN	.122
DE	0	STD DEV	.401	VARIANCE	.161
KURTOSIS	.508	SKEWNESS	1.578	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	10.000
V. PCT	204.499	.95 C.I.	.083	TO	.309

VALID CASES 51 MISSING CASES 2

E - FAMTVF1 (CREATION DATE = 24 JUL 81)

MOVI FAMILY TRIES TO WATCH TV MOVIES

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
[redacted]	0	44	83.0	86.3	86.3
YES	1	7	13.2	13.7	100.0
OUT OF RANGE		2	3.8	MISSING	
	TOTAL	53	100.0	100.0	

AN	.137	STD ERR	.049	MEDIAN	.080
ODE	0	STD DEV	.348	VARIANCE	.121
KURTOSIS	2.830	SKEWNESS	2.173	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	7.000
V. PCT	253.208	.95 C.I.	.040	TO	.235

LID CASES 51 MISSING CASES 2

E FAMTVF1 (CREATION DATE = 24 JUL 81)

D FAMILY TRIES TO WATCH AN HBO PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	51	96.2	96.2	96.2
YES	1	2	3.8	3.8	100.0
	TOTAL	53	100.0	100.0	

EAN	.038	STD ERR	.026	MEDIAN	.020
MODE	0	STD DEV	.192	VARIANCE	.037
RTOSIS	23.841	SKEWNESS	4.994	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	2.000
C.V. PCT	509.808	.95 C.I.	-.015	TO	.091
LID CASES	53	MISSING CASES	0		

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

NEWS FAMILY TRIES TO WATCH A NEWS PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	40	75.5	75.5	75.5
YES	1	13	24.5	24.5	100.0
	TOTAL	53	100.0	100.0	

MEAN	.245	STD ERR	.060	MEDIAN	.163
MODE	0	STD DEV	.434	VARIANCE	.189
KURTOSIS	-.536	SKEWNESS	1.219	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	13.000
C.V. PCT	177.090	.95 C.I.	.126	TO	.365
VALID CASES	53	MISSING CASES	0		

ILE FAMTVF1 (CREATION DATE = 24 JUL 81)

ORT FAMILY TRIES TO WATCH A SPORTS PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
O	0	34	64.2	70.8	70.8
S	1	14	26.4	29.2	100.0
OUT OF RANGE		5	9.4	MISSING	
	TOTAL	53	100.0	100.0	

AN	.292	STD ERR	.066	MEDIAN	.206
ODE	0	STD DEV	.459	VARIANCE	.211
RTOSIS	-1.154	SKEWNESS	.947	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	14.000
.V. PCT	157.488	.95 C.I.	.158	TO	.425

LID CASES 48 ?SING CASES 5

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

NONFIC FAMILY TRIES TO WATCH A NON-FICTION PROG

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	26	49.1	61.9	61.9
YES	1	16	30.2	38.1	100.0
OUT OF RANGE		11	20.8	MISSING	
	TOTAL	53	100.0	100.0	

MEAN	.381	STD ERR	.076	MEDIAN	.308
MODE	0	STD DEV	.492	VARIANCE	.242
KURTOSIS	-1.831	SKEWNESS	.509	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	16.000
C.V. PCT	129.021	.95 C.I.	.228	TO	.534

VALID CASES 42 MISSING CASES 11

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

VARIET FAMILY TRIES TO WATCH A VARIETY PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	42	79.2	84.0	84.0
YES	1	8	15.1	16.0	100.0
OUT OF RANGE		3	5.7	MISSING	
	TOTAL	53	100.0	100.0	

MEAN	.160	STD ERR	.052	MEDIAN	.095
MODE	.0	STD DEV	.370	VARIANCE	.137
KURTOSIS	1.726	SKEWNESS	1.913	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	8.000
C.V. PCT	231.455	.95 C.I.	.055	TO	.265

VALID CASES 50 MISSING CASES 3

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

WILD FAMILY TRIES TO WATCH A CHILDRENS TV PRO

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	45	84.9	86.5	86.5
YES	1	7	13.2	13.5	100.0
OUT OF RANGE		1	1.9	MISSING	
	TOTAL	53	100.0	100.0	

MEAN	.135	STD ERR	.048	MEDIAN	.078
MODE	0	STD DEV	.345	VARIANCE	.119
KURTOSIS	2.976	SKEWNESS	2.205	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	7.000
C.V. PCT	256.020	.95 C.I.	.039	TO	.231

VALID CASES 52 MISSING CASES 1

FILE FAMTVF1 (CREATION DATE = 24 JUL 81)

OTHER FAMILY TRIES TO WATCH AN OTHER PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	50	94.3	96.2	96.2
YES	1	2	3.8	3.8	100.0
OUT OF RANGE		1	1.9	MISSING	
	TOTAL	53	100.0	100.0	

MEAN	.038	STD ERR	.027	MEDIAN	.020
MODE	0	STD DEV	.194	VARIANCE	.038
KURTOSIS	23.338	SKEWNESS	4.944	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	2.000
C.V. PCT	504.878	.95 C.I.	-.016	TO	.093
VALID CASES	52	MISSING CASES	1		

APPENDIX C

Results of Interview Methodology

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

V1 WHY WATCH TV RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
EDUCATIONAL	1	1	5.0	5.0	5.0
INFORMATION	2	1	5.0	5.0	10.0
ENTERTAINMENT	3	13	65.0	65.0	75.0
RELAXATION	4	3	15.0	15.0	90.0
OTHER	7	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	3.400	STD ERR	.311	MEDIAN	3.115
MODE	3.000	STD DEV	1.392	VARIANCE	1.937
KURTOSIS	3.656	SKEWNESS	1.661	RANGE	6.000
MINIMUM	1.000	MAXIMUM	7.000	SUM	68.000
C.V. PCT	40.932	.95 C.I.	2.749	TO	4.051

VALID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

Y2 WHY WATCH TV RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	4	20.0	20.0	20.0
EDUCATIONAL	1	6	30.0	30.0	50.0
INFORMATION	2	6	30.0	30.0	80.0
ENTERTAINMENT	3	2	10.0	10.0	90.0
RELAXATION	4	1	5.0	5.0	95.0
BABYSITTER	6	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	1.700	STD ERR	.333	MEDIAN	1.500
MODE	1.000	STD DEV	1.490	VARIANCE	2.221
KURTOSIS	2.472	SKEWNESS	1.317	RANGE	6.000
MINIMUM	0	MAXIMUM	6.000	SUM	34.000
C.V. PCT	87.666	.95 C.I.	1.003	TO	2.397

VALID CASES 20 MISSING CASES 0

LE FAMTVF2 (CREATION DATE = 31 JUL 81)

W3 WHY WATCH TV RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	15	75.0	75.0	75.0
UCATIONAL	1	3	15.0	15.0	90.0
NTERTAINMENT	3	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

AN	.450	STD ERR	.211	MEDIAN	.167
ODE	0	STD DEV	.945	VARIANCE	.892
URTOSIS	4.217	SKEWNESS	2.241	RANGE	3.000
NIMUM	0	MAXIMUM	3.000	SUM	9.000
V. PCT	209.892	.95 C.I.	.008	TO	.892

LID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

HY4 WHY WATCH TV RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	18	90.0	90.0	90.0
WITH KIDS	5	1	5.0	5.0	95.0
BABYSITTER	6	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

AN	.550	STD ERR	.380	MEDIAN	.056
ODE	0	STD DEV	1.701	VARIANCE	2.892
RTOSIS	7.481	SKEWNESS	2.937	RANGE	6.000
NIMUM	0	MAXIMUM	6.000	SUM	11.000
V. PCT	309.203	.95 C.I.	-.246	TO	1.346
LID CASES	20	MISSING CASES	0		

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

WAT1 SHOWS WATCHED REGULARLY RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
COMEDY	3	3	15.0	15.0	15.0
DRAMA	4	3	15.0	15.0	30.0
NEWS	13	6	30.0	30.0	60.0
SPORTS	14	1	5.0	5.0	65.0
NON-FICTION	15	3	15.0	15.0	80.0
CHILDREN'S SERIES	17	2	10.0	10.0	90.0
OTHER	18	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	11.400	STD ERR	1.243	MEDIAN	13.167
MODE	13.000	STD DEV	5.557	VARIANCE	30.884
KURTOSIS	-1.246	SKEWNESS	-.642	RANGE	15.000
MINIMUM	3.000	MAXIMUM	18.000	SUM	228.000
C.V. PCT	48.749	.95 C.I.	8.799	TO	14.001

VALID CASES 20 MISSING CASES 0

E FAMTVF2 (CREATION DATE = 31 JUL 81)

T2 SHOWS WATCHED REGULARLY RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	1	5.0	5.0	5.0
MEDY	3	6	30.0	30.0	35.0
DRAMA	4	5	25.0	25.0	60.0
RIETY SPECIAL	5	1	5.0	5.0	65.0
DRAMA SPECIAL	6	1	5.0	5.0	70.0
EWS SPECIAL	7	1	5.0	5.0	75.0
S	9	2	10.0	10.0	85.0
NON-FICTION	15	2	10.0	10.0	95.0
HER	18	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

EAN	6.100	STD ERR	1.071	MEDIAN	4.100
DE	3.000	STD DEV	4.789	VARIANCE	22.937
URTOSIS	1.237	SKEWNESS	1.433	RANGE	18.000
INIMUM	0	MAXIMUM	18.000	SUM	122.000
V. PCT	78.512	.95 C.I.	3.859	TO	8.341
ALID CASES	20	MISSING CASES	0		

LE FAMTVF2 (CREATION DATE = 31 JUL 81)

AT3 SHOW WATCHED REGULARLY RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	7	35.0	35.0	35.0
AMA	4	4	20.0	20.0	55.0
EWS SPECIAL	7	4	20.0	20.0	75.0
ULDREN'S SPECIAL	8	2	10.0	10.0	85.0
ORTS	14	1	5.0	5.0	90.0
ON-FICTION	15	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

AN	5.200	STD ERR	1.139	MEDIAN	4.250
ODE	0	STD DEV	5.095	VARIANCE	25.958
URTOSIS	-.351	SKEWNESS	.725	RANGE	15.000
NIMUM	0	MAXIMUM	15.000	SUM	104.000
V. PCT	97.979	.95 C.I.	2.816	TO	7.584

LID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

VAT4 SHOWS WATCHED REGULARLY RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	11	55.0	55.0	55.0
COMEDY	3	1	5.0	5.0	60.0
DRAMA	4	1	5.0	5.0	65.0
CHILDREN'S SPECIAL	8	1	5.0	5.0	70.0
PBS	9	1	5.0	5.0	75.0
MOVIE	10	1	5.0	5.0	80.0
SPORTS	14	1	5.0	5.0	85.0
NON-FICTION	15	2	10.0	10.0	95.0
CHILDREN'S SERIES	17	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	4.750	STD ERR	1.408	MEDIAN	.409
MODE	0	STD DEV	6.298	VARIANCE	39.671
KURTOSIS	-.844	SKEWNESS	.902	RANGE	17.000
MINIMUM	0	MAXIMUM	17.000	SUM	95.000
C.V. PCT	132.600	.95 C.I.	1.802	TO	7.698

VALID CASES 20 MISSING CASES 0

LE FAMTVF2 (CREATION DATE = 31 JUL 81)

AT5 SHOWS WATCHED REGULARLY RANK 5

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	15	75.0	75.0	75.0
EDY	3	1	5.0	5.0	80.0
RAMA	4	1	5.0	5.0	85.0
S	9	1	5.0	5.0	90.0
WS	13	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

EAN	2.100	STD ERR	.968	MEDIAN	.167
ODE	0	STD DEV	4.327	VARIANCE	18.726
RTOSIS	2.806	SKEWNESS	2.011	RANGE	13.000
INIMUM	0	MAXIMUM	13.000	SUM	42.000
V. PCT	206.066	.95 C.I.	.075	TO	4.125
LID CASES	20	MISSING CASES	0		

E FAMTVF2 (CREATION DATE = 31 JUL 81)

E1 REASON FOR LIKING THE SHOWS RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
N SHOW	1	1	5.0	5.0	5.0
REALISTIC	2	1	5.0	5.0	10.0
NFORMATION	5	4	20.0	20.0	30.0
MILY SHOW	6	6	30.0	30.0	60.0
EDUCATIONAL	7	2	10.0	10.0	70.0
CAPE	8	2	10.0	10.0	80.0
LIGHT ENTERTAINMENT	10	2	10.0	10.0	90.0
ISUAL APPEAL	13	1	5.0	5.0	95.0
HER	14	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	6.800	STD ERR	.702	MEDIAN	6.167
DE	6.000	STD DEV	3.139	VARIANCE	9.853
RTOSIS	.990	SKEWNESS	.659	RANGE	13.000
INIMUM	1.000	MAXIMUM	14.000	SUM	136.000
V. PCT	46.160	.95 C.I.	5.331	TO	8.269

ALID CASES 20 MISSING CASES 0

LE FAMTVF2 (CREATION DATE = 31 JUL 81)

RE2 REASON FOR LIKING THE SHOWS RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ON'TKNOW	0	8	40.0	40.0	40.0
W SHOW	1	1	5.0	5.0	45.0
EALISTIC	2	1	5.0	5.0	50.0
MOROUS	4	2	10.0	10.0	60.0
FORMATION	5	1	5.0	5.0	65.0
DUCATIONAL	7	1	5.0	5.0	70.0
OD QUALITY	9	1	5.0	5.0	75.0
IGHT ENTERTAINMENT	10	2	10.0	10.0	85.0
NOFFENSIVE	11	2	10.0	10.0	95.0
N-REALISTIC	12	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

EAN	4.300	STD ERR	1.036	MEDIAN	2.500
ODE	0	STD DEV	4.635	VARIANCE	21.484
RTOSIS	-1.492	SKEWNESS	.510	RANGE	12.000
INIMUM	0	MAXIMUM	12.000	SUM	86.000
V. PCT	107.793	.95 C.I.	2.131	TO	6.469

ALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

LIKE3 REASON FOR LIKING THE SHOWS RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'TKNOW	0	15	75.0	75.0	75.0
EMOTIONAL	3	1	5.0	5.0	80.0
HUMOROUS	4	1	5.0	5.0	85.0
EDUCATIONAL	7	1	5.0	5.0	90.0
ESCAPE	8	1	5.0	5.0	95.0
GOOD QUALITY	9	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	1.550	STD ERR	.671	MEDIAN	.167
MODE	0	STD DEV	3.000	VARIANCE	8.997
KURTOSIS	1.655	SKEWNESS	1.746	RANGE	9.000
MINIMUM	0	MAXIMUM	9.000	SUM	31.000
C.V. PCT	193.520	.95 C.I.	.146	TO	2.954

VALID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

RE4 REASON FOR LIKING THE SHOWS RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ON'T KNOW	0	19	95.0	95.0	95.0
MOROUS	4	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

EAN	.200	STD ERR	.200	MEDIAN	.026
DE	0	STD DEV	.894	VARIANCE	.800
RTOSIS	20.000	SKEWNESS	4.472	RANGE	4.000
INIMUM	0	MAXIMUM	4.000	SUM	4.000
V. PCT	447.214	.95 C.I.	-.219	TO	.619
ALID CASES	20	MISSING CASES	0		

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

VAT1 TV PROGRAMS DISLIKED RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ONE	1	1	5.0	5.0	5.0
COMEDY	3	10	50.0	50.0	55.0
DRAMA	4	4	20.0	20.0	75.0
DRAMA SPECIAL	6	1	5.0	5.0	80.0
NON-FICTION	15	1	5.0	5.0	85.0
OTHER	18	3	15.0	15.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	6.100	STD ERR	1.302	MEDIAN	3.400
MODE	3.000	STD DEV	5.821	VARIANCE	33.884
KURTOSIS	.746	SKEWNESS	1.569	RANGE	17.000
MINIMUM	1.000	MAXIMUM	18.000	SUM	122.000
C.V. PCT	95.426	.95 C.I.	3.376	TO	8.824

VALID CASES 20 MISSING CASES 0

E FAMTVF2 (CREATION DATE = 31 JUL 81)

T2 TV PROGRAMS DISLIKED RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	11	55.0	55.0	55.0
COMEDY	3	4	20.0	20.0	75.0
DRAMA	4	3	15.0	15.0	90.0
HER	18	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	3.000	STD ERR	1.205	MEDIAN	.409
DE	0	STD DEV	5.390	VARIANCE	29.053
RTOSIS	5.203	SKEWNESS	2.411	RANGE	18.000
MINIMUM	0	MAXIMUM	18.000	SUM	60.000
V. PCT	179.668	.95 C.I.	.477	TO	5.523
ALID CASES	20	MISSING CASES	0		

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

AT3 TV PROGRAMS DISLIKED RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	19	95.0	95.0	95.0
RTOONS	19	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

EAN	.950	STD ERR	.950	MEDIAN	.026
DE	0	STD DEV	4.249	VARIANCE	18.050
RTOSIS	20.000	SKEWNESS	4.472	RANGE	19.000
INIMUM	0	MAXIMUM	19.000	SUM	19.000
V. PCT	447.214	.95 C.I.	-1.038 TO		2.938

ALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

VAT4 TV PROGRAMS DISLIKED RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	20	100.0	100.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	0	STD ERR	0	MEDIAN	0
MODE	0	STD DEV	0	VARIANCE	0
KURTOSIS	0	SKEWNESS	0	RANGE	0
MINIMUM	0	MAXIMUM	0	SUM	0
95% C.I.	0	TO	0		
VALID CASES	20	MISSING CASES	0		

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

[redacted]K1 REASON FOR DISLIKING SHOWS RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T KNOW	0	1	5.0	5.0	5.0
[redacted]OLENCE	1	3	15.0	15.0	20.0
SILLY, STUPID	2	8	40.0	40.0	60.0
[redacted]OR TASTE, BAD MORA	5	2	10.0	10.0	70.0
[redacted]NSATIONALISM	6	2	10.0	10.0	80.0
[redacted]ONTINUED	7	1	5.0	5.0	85.0
[redacted]XPLOITATION	10	3	15.0	15.0	100.0
	TOTAL	20	100.0	100.0	

[redacted]EAN	3.900	STD ERR	.729	MEDIAN	2.250
[redacted]DE	2.000	STD DEV	3.259	VARIANCE	10.621
[redacted]RTOSIS	-.443	SKEWNESS	.920	RANGE	10.000
[redacted]INIMUM	0	MAXIMUM	10.000	SUM	78.000
[redacted]V. PCT	83.564	.95 C.I.	2.375	TO	5.425
[redacted]ALID CASES	20	MISSING CASES	0		

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

RK2 REASON FOR DISLIKING SHOWS RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T KNOW	0	7	35.0	35.0	35.0
SILLY, STUPID	2	2	10.0	10.0	45.0
LAUGH TRACK	3	1	5.0	5.0	50.0
ST-COM	4	1	5.0	5.0	55.0
POOR TASTE, BAD MORA	5	3	15.0	15.0	70.0
SENSATIONALISM	6	2	10.0	10.0	80.0
BORING	8	2	10.0	10.0	90.0
POOR QUALITY	9	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	3.600	STD ERR	.745	MEDIAN	3.500
MODE	0	STD DEV	3.331	VARIANCE	11.095
KURTOSIS	-1.358	SKEWNESS	.295	RANGE	9.000
MINIMUM	0	MAXIMUM	9.000	SUM	72.000
C.V. PCT	92.524	.95 C.I.	2.041	TO	5.159

VALID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

IK3 REASON FOR DISLIKING SHOWS RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ON'T KNOW	0	16	80.0	80.0	80.0
LLY, STUPID	2	1	5.0	5.0	85.0
LAUGH TRACK	3	1	5.0	5.0	90.0
OR QUALITY	9	1	5.0	5.0	95.0
XPLOITATION	10	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

EAN	1.200	STD ERR	.659	MEDIAN	.125
ODE	0	STD DEV	2.949	VARIANCE	8.695
RTOSIS	5.770	SKEWNESS	2.588	RANGE	10.000
INIMUM	0	MAXIMUM	10.000	SUM	24.000
.V. PCT	245.724	.95 C.I.	-.180	TO	2.580
LID CASES	20	MISSING CASES	0		

LE FAMTVF2 (CREATION DATE = 31 JUL 81)

K4 REASON FOR DISLIKING SHOWS RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
N'T KNOW	0	19	95.0	95.0	95.0
SENSATIONALISM	6	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

AN	.300	STD ERR	.300	MEDIAN	.026
ODE	0	STD DEV	1.342	VARIANCE	1.800
RTOSIS	20.000	SKEWNESS	4.472	RANGE	6.000
NIMUM	0	MAXIMUM	6.000	SUM	6.000
.V. PCT	447.214	.95 C.I.	-.328 TO		.928

LID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

01 TV SHOWS THE CHILDREN WATCH RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
COMEDY	3	7	35.0	35.0	35.0
DRAMA	4	4	20.0	20.0	55.0
NON-FICTION	15	1	5.0	5.0	60.0
VARIETY SERIES	16	2	10.0	10.0	70.0
CHILDREN'S SERIES	17	5	25.0	25.0	95.0
CARTOONS	19	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	9.400	STD ERR	1.541	MEDIAN	4.250
MODE	3.000	STD DEV	6.893	VARIANCE	47.516
KURTOSIS	-2.096	SKEWNESS	.244	RANGE	16.000
MINIMUM	3.000	MAXIMUM	19.000	SUM	188.000
C.V. PCT	73.332	.95 C.I.	6.174	TO	12.626

VALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

102 TV SHOWS THE CHILDREN WATCH RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
COMEDY	3	8	40.0	40.0	40.0
DRAMA	4	8	40.0	40.0	80.0
NON-FICTION	15	1	5.0	5.0	85.0
VARIETY SERIES	16	1	5.0	5.0	90.0
CHILDREN'S SERIES	17	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	6.050	STD ERR	1.178	MEDIAN	3.750
MODE	3.000	STD DEV	5.266	VARIANCE	27.734
KURTOSIS	.763	SKEWNESS	1.614	RANGE	14.000
MINIMUM	3.000	MAXIMUM	17.000	SUM	121.000
C.V. PCT	87.047	.95 C.I.	3.585	TO	8.515
VALID CASES	20	MISSING CASES	0		

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

03 TV SHOWS THE CHILDREN WATCH RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	10	50.0	50.0	50.0
MEDY	3	3	15.0	15.0	65.0
URAMA	4	1	5.0	5.0	70.0
S	9	1	5.0	5.0	75.0
N-FICTION	15	1	5.0	5.0	80.0
ARIETY SERIES	16	2	10.0	10.0	90.0
ILDREN'S SERIES	17	1	5.0	5.0	95.0
CARTOONS	19	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

EAN	5.250	STD ERR	1.589	MEDIAN	.500
ODE	0	STD DEV	7.107	VARIANCE	50.513
URTOSIS	-.753	SKEWNESS	1.010	RANGE	19.000
INIMUM	0	MAXIMUM	19.000	SUM	105.000
.V. PCT	135.376	.95 C.I.	1.924	TO	8.576

ALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

V4 TV SHOWS THE CHILDREN WATCH RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	-9	18	90.0	90.0	90.0
CARTOONS	19	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	1.900	STD ERR	1.308	MEDIAN	.056
MODE	0	STD DEV	5.848	VARIANCE	34.200
KURTOSIS	7.037	SKEWNESS	2.888	RANGE	19.000
MINIMUM	0	MAXIMUM	19.000	SUM	38.000
C.V. PCT	307.794	.95 C.L.	-.837	TO	4.637

VALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

V1 WHY THE CHILDREN LIKE SHOWS RANK 1.

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T KNOW	0	2	10.0	10.0	10.0
EXCITING	1	1	5.0	5.0	15.0
INTERESTING	3	1	5.0	5.0	20.0
CHARACTERS	4	2	10.0	10.0	30.0
FAST PACE	5	2	10.0	10.0	40.0
BIZARRE	6	1	5.0	5.0	45.0
PEER GROUP	7	1	5.0	5.0	50.0
VIOLENCE	8	1	5.0	5.0	55.0
INTEREST IN TOPIC	9	3	15.0	15.0	70.0
LIKE THE FORMAT	10	2	10.0	10.0	80.0
EASY TO UNDERSTAND	11	2	10.0	10.0	90.0
	12	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	6.800	STD ERR	.872	MEDIAN	7.500
MODE	9.000	STD DEV	3.901	VARIANCE	15.221
KURTOSIS	-1.005	SKEWNESS	-.400	RANGE	12.000
MINIMUM	0	MAXIMUM	12.000	SUM	136.000
C.V. PCT	57.374	.95 C.I.	4.974	TO	8.626
VALID CASES	20	MISSING CASES	0		

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

WY2 WHY THE CHILDREN LIKE SHOWS RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T KNOW	0	6	30.0	30.0	30.0
EXCITING	1	2	10.0	10.0	40.0
EDUCATIONAL	2	1	5.0	5.0	45.0
INTERESTING	3	1	5.0	5.0	50.0
CHARACTERS	4	1	5.0	5.0	55.0
FAST PACE	5	1	5.0	5.0	60.0
BIZARRE	6	2	10.0	10.0	70.0
PEER GROUP	7	1	5.0	5.0	75.0
INTEREST IN TOPIC	9	2	10.0	10.0	85.0
LIKE THE FORMAT	10	2	10.0	10.0	95.0
	12	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	4.250	STD ERR	.920	MEDIAN	3.500
MODE	0	STD DEV	4.115	VARIANCE	16.934
KURTOSIS	-1.248	SKEWNESS	.461	RANGE	12.000
MINIMUM	0	MAXIMUM	12.000	SUM	85.000
C.V. PCT	96.826	.95 C.I.	2.324	TO	6.176
VALID CASES	20	MISSING CASES	0		

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

BY3 WHY THE CHILDREN LIKE SHOWS RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T KNOW	0	15	75.0	75.0	75.0
EDUCATIONAL	2	1	5.0	5.0	80.0
FAST PACE	5	1	5.0	5.0	85.0
LIKE THE FORMAT	10	1	5.0	5.0	90.0
EASY TO UNDERSTAND	11	1	5.0	5.0	95.0
	12	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	2.000	STD ERR	.909	MEDIAN	.167
MODE	0	STD DEV	4.065	VARIANCE	16.526
KURTOSIS	2.009	SKEWNESS	1.870	RANGE	12.000
MINIMUM	0	MAXIMUM	12.000	SUM	40.000
C.V. PCT	203.263	.95 C.I.	.097	TO	3.903

VALID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

WY4 WHY THE CHILDREN LIKE SHOWS RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T KNOW	0	20	100.0	100.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	0	STD ERR	0	MEDIAN	0
MODE	0	STD DEV	0	VARIANCE	0
KURTOSIS	0	SKEWNESS	0	RANGE	0
MINIMUM	0	MAXIMUM	0	SUM	0
95 C.I.	0	TO	0		
VALID CASES	20	MISSING CASES	0		

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

TALK WHAT THE FAMILY TALKS ABOUT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T TALK	0	3	15.0	15.0	15.0
PROGRAM	1	6	30.0	30.0	45.0
OTHER	2	3	15.0	15.0	60.0
BOTH	3	8	40.0	40.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	1.800	STD ERR	.258	MEDIAN	1.833
MODE	3.000	STD DEV	1.152	VARIANCE	1.326
KURTOSIS	-1.464	SKEWNESS	-.257	RANGE	3.000
MINIMUM	0	MAXIMUM	3.000	SUM	36.000
C.V. PCT	63.981	.95 C.I.	1.261	TO	2.339

VALID CASES 20 MISSING CASES 0

E FAMTVF2 (CREATION DATE = 31 JUL 81)

E1 WHAT ELSE DOES THE FAMILY DO RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
AD	1	9	45.0	45.0	45.0
	2	5	25.0	25.0	70.0
ANDWORK	5	4	20.0	20.0	90.0
EWORK	6	1	5.0	5.0	95.0
CHORES	8	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

AN	2.650	STD ERR	.483	MEDIAN	1.700
MODE	1.000	STD DEV	2.159	VARIANCE	4.661
RTOSIS	.235	SKEWNESS	1.167	RANGE	7.000
NIMUM	1.000	MAXIMUM	8.000	SUM	53.000
.V. PCT	81.465	.95 C.I.	1.640	TO	3.660

LID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

WSE2 WHAT ELSE DOES THE FAMILY DO RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NOTHING	0	1	5.0	5.0	5.0
READ	1	3	15.0	15.0	20.0
EAT	2	5	25.0	25.0	45.0
GAMES	4	4	20.0	20.0	65.0
HANDWORK	5	3	15.0	15.0	80.0
HOMEWORK	6	1	5.0	5.0	85.0
SLEEP	7	2	10.0	10.0	95.0
CHORES	8	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	3.600	STD ERR	.515	MEDIAN	3.750
MODE	2.000	STD DEV	2.303	VARIANCE	5.305
KURTOSIS	-.909	SKEWNESS	.317	RANGE	8.000
MINIMUM	0	MAXIMUM	8.000	SUM	72.000
C.V. PCT	63.981	.95 C.I.	2.522	TO	4.678
VALID CASES	20	MISSING CASES	0		

E FAMTVF2 (CREATION DATE = 31 JUL 81)

E3 WHAT ELSE DOES THE FAMILY DO RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
THING	0	7	35.0	35.0	35.0
AD	1	4	20.0	20.0	55.0
GROOM	3	1	5.0	5.0	60.0
ES	4	2	10.0	10.0	70.0
HANDWORK	5	2	10.0	10.0	80.0
HORES	8	4	20.0	20.0	100.0
	TOTAL	20	100.0	100.0	

AN	2.850	STD ERR	.704	MEDIAN	1.250
DE	0	STD DEV	3.150	VARIANCE	9.924
URTOSIS	-1.068	SKEWNESS	.714	RANGE	8.000
NIMUM	0	MAXIMUM	8.000	SUM	57.000
V. PCT	110.533	.95 C.I.	1.376	TO	4.324

VALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

WE4 WHAT ELSE DOES THE FAMILY DO RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NOTHING	0	15	75.0	75.0	75.0
GAMES	4	2	10.0	10.0	85.0
CHORES	8	2	10.0	10.0	95.0
OTHER	9	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	1.650	STD ERR	.701	MEDIAN	.167
MODE	0	STD DEV	3.133	VARIANCE	9.818
KURTOSIS	1.214	SKEWNESS	1.649	RANGE	9.000
MINIMUM	0	MAXIMUM	9.000	SUM	33.000
C.V. PCT	189.905	.95 C.I.	.184	TO	3.116
VALID CASES	20	MISSING CASES	0		

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

TV WHAT IF THERE WAS NO TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
LITTLE DIFFERENCE	1	13	65.0	65.0	65.0
G DIFFERENCE	2	7	35.0	35.0	100.0
	TOTAL	20	100.0	100.0	

EAN	1.350	STD ERR	.109	MEDIAN	1.269
DE	1.000	STD DEV	.489	VARIANCE	.239
RTOSIS	-1.719	SKEWNESS	.681	RANGE	1.000
INIMUM	1.000	MAXIMUM	2.000	SUM	27.000
V. PCT	36.249	.95 C.I.	1.121	TO	1.579

ALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

TYPE WHAT WOULD BE DIFFERENT IF NO TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	2	10.0	12.5	12.5
TALK MORE	1	3	15.0	18.8	31.3
PLAY RECORDS, RADIO	3	1	5.0	6.3	37.5
READ	4	2	10.0	12.5	50.0
SPORTS	5	1	5.0	6.3	56.3
MISS NEWS, SPORTS	6	1	5.0	6.3	62.5
DIETER	7	1	5.0	6.3	68.8
NEGATIVE MOODS, IRRI	9	1	5.0	6.3	75.0
OTHER	10	2	10.0	12.5	87.5
	11	2	10.0	12.5	100.0
OUT OF RANGE		4	20.0	MISSING	
	TOTAL	20	100.0	100.0	

MEAN	5.188	STD ERR	1.013	MEDIAN	4.500
MODE	1.000	STD DEV	4.053	VARIANCE	16.429
KURTOSIS	-1.503	SKEWNESS	.188	RANGE	11.000
MINIMUM	0	MAXIMUM	11.000	SUM	83.000
C.V. PCT	78.136	.95 C.I.	3.028	TO	7.347

VALID CASES 16 MISSING CASES 4

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

ING1 HOW WOULD YOU CHANGE TV RANK 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
MORE EDUCATIONAL	2	3	15.0	15.0	15.0
BETTER QUALITY	3	3	15.0	15.0	30.0
MORE NEWS	4	1	5.0	5.0	35.0
LIMIT TYPES OF COMME	6	3	15.0	15.0	50.0
REDUCE COMMERCIALS	7	1	5.0	5.0	55.0
	8	1	5.0	5.0	60.0
NO SOAPS, GAME SHOWS	9	1	5.0	5.0	65.0
BETTER SCHEDULE	10	2	10.0	10.0	75.0
MORE SPECIALS	11	3	15.0	15.0	90.0
LESS VIOLENCE	12	1	5.0	5.0	95.0
OTHER	14	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	7.000	STD ERR	.858	MEDIAN	6.500
MODE	2.000	STD DEV	3.839	VARIANCE	14.737
KURTOSIS	-1.311	SKEWNESS	.130	RANGE	12.000
MINIMUM	2.000	MAXIMUM	14.000	SUM	140.000
C.V. PCT	54.841	.95 C.I.	5.203	TO	8.797

VALID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

NG2 HOW WOULD YOU CHANGE TV RANK 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ON'T KNOW	0	4	20.0	20.0	20.0
RE EDUCATIONAL	2	3	15.0	15.0	35.0
BETTER QUALITY	3	1	5.0	5.0	40.0
ERUN GOOD SHOWS	5	2	10.0	10.0	50.0
MIT TYPES OF COMME	6	1	5.0	5.0	55.0
EDUCE COMMERCIALS	7	2	10.0	10.0	65.0
SOAPS, GAME SHOWS	9	1	5.0	5.0	70.0
BETTER SCHEDULE	10	2	10.0	10.0	80.0
ORE SPECIALS	11	2	10.0	10.0	90.0
SS SEX	13	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

EAN	5.800	STD ERR	1.017	MEDIAN	5.500
DE	0	STD DEV	4.549	VARIANCE	20.695
RTOSIS	-1.383	SKEWNESS	.152	RANGE	13.000
INIMUM	0	MAXIMUM	13.000	SUM	116.000
V. PCT	78.434	.95 C.I.	3.671	TO	7.929

ALID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

MG3 HOW WOULD YOU CHANGE TV RANK 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ON'T KNOW	0	9	45.0	45.0	45.0
RE EDUCATIONAL	2	3	15.0	15.0	60.0
BETTER QUALITY	3	3	15.0	15.0	75.0
SOAPS, GAME SHOWS	9	1	5.0	5.0	80.0
TTER SCHEDULE	10	1	5.0	5.0	85.0
ORE SPECIALS	11	1	5.0	5.0	90.0
SS VIOLENCE	12	1	5.0	5.0	95.0
LESS SEX	13	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

EAN	3.500	STD ERR	1.037	MEDIAN	1.833
ODE	0	STD DEV	4.640	VARIANCE	21.526
URTOSIS	-.328	SKEWNESS	1.135	RANGE	13.000
INIMUM	0	MAXIMUM	13.000	SUM	70.000
.V. PCT	132.561	.95 C.I.	1.329	TO	5.671

ALID CASES 20 MISSING CASES 0

FILE FAMTVF2 (CREATION DATE = 31 JUL 81)

RNG4 HOW WOULD YOU CHANGE TV RANK 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
DON'T KNOW	0	16	80.0	80.0	80.0
MORE EDUCATIONAL	2	1	5.0	5.0	85.0
BETTER QUALITY	3	1	5.0	5.0	90.0
MORE NEWS	4	1	5.0	5.0	95.0
OTHER	14	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	1.150	STD ERR	.723	MEDIAN	.125
MODE	0	STD DEV	3.233	VARIANCE	10.450
KURTOSIS	14.568	SKEWNESS	3.683	RANGE	14.000
MINIMUM	0	MAXIMUM	14.000	SUM	23.000
C.V. PCT	281.100	.95 C.I.	-.363	TO	2.663
VALID CASES	20	MISSING CASES	0		

LE FAMTVF2 (CREATION DATE = 31 JUL 81)

TN REGULARLY WATCH TV IN AFTERNOON

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	10	50.0	50.0	50.0
YES	1	10	50.0	50.0	100.0
	TOTAL	20	100.0	100.0	

EAN	.500	STD ERR	.115	MEDIAN	.500
MODE	0	STD DEV	.513	VARIANCE	.263
RTOSIS	-2.235	SKEWNESS	0	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	10.000
C.V. PCT	102.598	.95 C.I.	.260	TO	.740

LID CASES 20 MISSING CASES 0

LE FAMTVP2 (CREATION DATE = 31 JUL 81)

HN REGULARLY WATCH TV DURING DINNER

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
0	0	12	60.0	60.0	60.0
S	1	8	40.0	40.0	100.0
	TOTAL	20	100.0	100.0	

EAN	.400	STD ERR	.112	MEDIAN	.333
DE	0	STD DEV	.503	VARIANCE	.253
RTOSIS	-2.018	SKEWNESS	.442	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	8.000
V. PCT	125.656	.95 C.I.	.165	TO	.635

ALID CASES 20 MISSING CASES 0

ILE FAMTVF2 (CREATION DATE = 31 JUL 81)

VAG REGULARLY WATCH TV DURING EVENING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
0	0	5	25.0	25.0	25.0
YES	1	15	75.0	75.0	100.0
	TOTAL	20	100.0	100.0	

MEAN	.750	STD ERR	.099	MEDIAN	.833
MODE	1.000	STD DEV	.444	VARIANCE	.197
KURTOSIS	-.497	SKEWNESS	-1.251	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	15.000
C.V. PCT	59.235	.95 C.I.	.542	TO	.958
VALID CASES	20	MISSING CASES	0		

APPENDIX D

Results of Diary Methodology

FILE FAMTVF3 (CREATION DATE = 04 AUG 81)

DAY DAY OF WEEK

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
SUNDAY	1	9	15.3	15.3	15.3
MONDAY	2	12	20.3	20.3	35.6
TUESDAY	3	6	10.2	10.2	45.8
WEDNESDAY	4	7	11.9	11.9	57.6
THURSDAY	5	10	16.9	16.9	74.6
FRIDAY	6	9	15.3	15.3	89.8
SATURDAY	7	6	10.2	10.2	100.0
	TOTAL	59	100.0	100.0	

MEAN	3.814	STD ERR	.261	MEDIAN	3.857
MODE	2.000	STD DEV	2.004	VARIANCE	4.016
KURTOSIS	-1.336	SKEWNESS	.066	RANGE	6.000
MINIMUM	1.000	MAXIMUM	7.000	SUM	225.000
S.E. MEAN	.261	.95 C.I.	3.291	TO	4.336
VALID CASES	59	MISSING CASES	0		

FILE FAMTVF3 (CREATION DATE = 04 AUG 81)

TIME OF TV VIEWING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	7	27	45.8	45.8	45.8
	8	22	37.3	37.3	83.1
	9	10	16.9	16.9	100.0
	TOTAL	59	100.0	100.0	

MEAN	7.712	STD ERR	.097	MEDIAN	7.614
MODE	7.000	STD DEV	.744	VARIANCE	.553
KURTOSIS	-1.001	SKEWNESS	.527	RANGE	2.000
MINIMUM	7.000	MAXIMUM	9.000	SUM	455.000
C.V. PCT	9.647	.95 C.I.	7.518 TO		7.906
VALID CASES	59	MISSING CASES	0		

FILE FAMTVF3 (CREATION DATE = 04 AUG 81)

VBG KIND OF TV PROGRAM VIEWED

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
COMEDY	3	23	39.0	39.0	39.0
DRAMA	4	14	23.7	23.7	62.7
VARIETY SPECIAL	5	1	1.7	1.7	64.4
DRAMA SPECIAL	6	3	5.1	5.1	69.5
NEWS SPECIAL	7	3	5.1	5.1	74.6
CHILDREN'S SPECIAL	8	4	6.8	6.8	81.4
ADS	9	1	1.7	1.7	83.1
MOVIE	10	1	1.7	1.7	84.7
MADE FOR TV MOVIE	11	3	5.1	5.1	89.8
PBO MOVIE	12	1	1.7	1.7	91.5
SPORTS	14	1	1.7	1.7	93.2
NON-FICTION	15	1	1.7	1.7	94.9
VARIETY SERIES	16	1	1.7	1.7	96.6
GAME SHOW	18	1	1.7	1.7	98.3
CARTOONS	19	1	1.7	1.7	100.0
	TOTAL	59	100.0	100.0	

MEAN	5.881	STD ERR	.534	MEDIAN	3.964
MODE	3.000	STD DEV	4.103	VARIANCE	16.831
KURTOSIS	2.145	SKEWNESS	1.679	RANGE	16.000
MINIMUM	3.000	MAXIMUM	19.000	SUM	347.000
C.V. PCT	69.754	.95 C.I.	4.812	TO	6.950

VALID CASES 59 MISSING CASES 0

E FAMTVF3 (CREATION DATE = 04 AUG 81)

T AMOUNT OF PROGRAM VIEWED

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
RESPONSE	0	1	1.7	1.7	1.7
YES	1	38	64.4	64.4	66.1
NO	2	20	33.9	33.9	100.0
	TOTAL	59	100.0	100.0	

AN	1.322	STD ERR	.066	MEDIAN	1.250
DE	1.000	STD DEV	.507	VARIANCE	.257
KURTOSIS	-.928	SKEWNESS	.364	RANGE	2.000
NIMUM	0	MAXIMUM	2.000	SUM	78.000
V. PCT	38.315	.95 C.I.	1.190	TO	1.454

VALID CASES 59 MISSING CASES 0

ILE FAMTVF3 (CREATION DATE = 04 AUG 81)

WHY THE PROGRAM WAS VIEWED

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
LANNED TO WATCH	1	30	50.8	50.8	50.8
HERS PICKED THE PR	2	15	25.4	25.4	76.3
JUST CAME ON	3	14	23.7	23.7	100.0
	TOTAL	59	100.0	100.0	

AN	1.729	STD ERR	.108	MEDIAN	1.483
ODE	1.000	STD DEV	.827	VARIANCE	.684
URTOSIS	-1.317	SKEWNESS	.551	RANGE	2.000
NIMUM	1.000	MAXIMUM	3.000	SUM	102.000
.V. PCT	47.832	.95 C.I.	1.513	TO	1.944
LID CASES	59	MISSING CASES	0		

E FAMTVF3 (CREATION DATE = 04 AUG 81)

K WAS THERE ANY ANY TALKING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ES	1	55	93.2	93.2	93.2
	2	4	6.8	6.8	100.0
	TOTAL	59	100.0	100.0	

EAN	1.068	STD ERR	.033	MEDIAN	1.036
ODE	1.000	STD DEV	.254	VARIANCE	.064
RTOSIS	10.818	SKEWNESS	3.529	RANGE	1.000
INIMUM	1.000	MAXIMUM	2.000	SUM	63.000
.V. PCT	23.746	.95 C.I.	1.002	TO	1.134

ALID CASES 59 MISSING CASES 0

ILE FAMTVF3 (CREATION DATE = 04 AUG 81)

OUT WHAT DID THE FAMILY TALK ABOUT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
O RESPONSE	0	6	10.2	10.2	10.2
OGRAM	1	14	23.7	23.7	33.9
OTHER	3	22	37.3	37.3	71.2
OGRAM & OTHER	5	16	27.1	27.1	98.3
OGRAM, COMMERCIAL	7	1	1.7	1.7	100.0
	TOTAL	59	100.0	100.0	

EAN	2.831	STD ERR	.235	MEDIAN	2.932
ODE	3.000	STD DEV	1.802	VARIANCE	3.247
RTOSIS	-.987	SKEWNESS	.043	RANGE	7.000
INIMUM	0	MAXIMUM	7.000	SUM	167.000
.V. PCT	63.658	.95 C.I.	2.361	TO	3.300

LID CASES 59 MISSING CASES 0

FILE FAMTVF3 (CREATION DATE = 04 AUG 81)

D WHO TALKED DURING VIEWING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
0 RESPONSE	0	6	10.2	10.2	10.2
SPOUSE	1	7	11.9	11.9	22.0
CHILD	2	12	20.3	20.3	42.4
OTHER	3	9	15.3	15.3	57.6
SPOUSE & CHILD	4	20	33.9	33.9	91.5
CHILD & OTHER	6	2	3.4	3.4	94.9
SPOUSE,CHILD & OTHER	7	3	5.1	5.1	100.0
	TOTAL	59	100.0	100.0	

MEAN	2.898	STD ERR	.229	MEDIAN	3.000
MODE	4.000	STD DEV	1.759	VARIANCE	3.093
KURTOSIS	.008	SKEWNESS	.298	RANGE	7.000
MINIMUM	0	MAXIMUM	7.000	SUM	171.000
C.V. PCT	60.679	95 C.I.	2.440	TO	3.357
VALID CASES	59	MISSING CASES	0		

FILE FAMTVF3 (CREATION DATE = 04 AUG 81)

TABLE OTHER ACTIVITIES DURING VIEWING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	1	47	79.7	79.7	79.7
	2	12	20.3	20.3	100.0
	TOTAL	59	100.0	100.0	

MEAN	1.203	STD ERR	.053	MEDIAN	1.128
MODE	1.000	STD DEV	.406	VARIANCE	.165
KURTOSIS	.297	SKEWNESS	1.512	RANGE	1.000
MINIMUM	1.000	MAXIMUM	2.000	SUM	71.000
C.V. PCT	33.736	.95 C.I.	1.098	TO	1.309

VALID CASES 59 MISSING CASES 0

ILE FAMTVF3 (CREATION DATE = 04 AUG 81)

EEL HOW DID YOU FEEL ABOUT THE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
O RESPONSE	0	1	1.7	1.7	1.7
RTHWHILE	1	21	35.6	35.6	37.3
WASTE OF TIME	2	5	8.5	8.5	45.8
	3	32	54.2	54.2	100.0
	TOTAL	59	100.0	100.0	

EAN	2.153	STD ERR	.127	MEDIAN	2.578
DE	3.000	STD DEV	.979	VARIANCE	.959
URTOSIS	-1.602	SKEWNESS	-.431	RANGE	3.000
INIMUM	0	MAXIMUM	3.000	SUM	127.000
V. PCT	45.496	.95 C.I.	1.897	TO	2.408
ALID CASES	59	MISSING CASES	0		

FILE FAMTVF3 (CREATION DATE = 04 AUG 81)

TITLE WHAT DO YOU LIKE ABOUT THE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO RESPONSE	0	13	22.0	22.0	22.0
TV SHOW	1	2	3.4	3.4	25.4
EMOTIONAL APPEAL	3	3	5.1	5.1	30.5
HUMOROUS	4	16	27.1	27.1	57.6
INFORMATION	5	5	8.5	8.5	66.1
ESCAPE	8	1	1.7	1.7	67.8
GOOD QUALITY	9	6	10.2	10.2	78.0
LIGHT ENTERTAINMENT	10	4	6.8	6.8	84.7
VISUAL ENJOYMENT,OTH	13	8	13.6	13.6	98.3
	14	1	1.7	1.7	100.0
	TOTAL	59	100.0	100.0	

MEAN	5.424	STD ERR	.585	MEDIAN	4.219
MODE	4.000	STD DEV	4.496	VARIANCE	20.214
KURTOSIS	-.975	SKEWNESS	.481	RANGE	14.000
MINIMUM	0	MAXIMUM	14.000	SUM	320.000
C.V. PCT	82.895	.95 C.I.	4.252	TO	6.595
VALID CASES	59	MISSING CASES	0		

FILE FAMTVF3 (CREATION DATE = 04 AUG 81)

WORK WHAT DID YOU DISLIKE ABOUT THE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO RESPONSE	0	21	35.6	35.6	35.6
VIOLENCE	1	1	1.7	1.7	37.3
SILLY, STUPID	2	10	16.9	16.9	54.2
BAD MORAL VALUES	5	1	1.7	1.7	55.9
DISCONTINUATION	7	2	3.4	3.4	59.3
BORING	8	1	1.7	1.7	61.0
POOR QUALITY	9	1	1.7	1.7	62.7
NOTHING	11	14	23.7	23.7	86.4
	12	8	13.6	13.6	100.0
	TOTAL	59	100.0	100.0	

MEAN	5.203	STD ERR	.675	MEDIAN	2.250
MODE	0	STD DEV	5.182	VARIANCE	26.854
KURTOSIS	-1.838	SKEWNESS	.252	RANGE	12.000
MINIMUM	0	MAXIMUM	12.000	SUM	307.000
C.V. PCT	99.591	.95 C.I.	3.853	TO	6.554

VALID CASES 59 MISSING CASES 0

APPENDIX E

Results of Direct Observation Methodology

FAMTVF5 (CREATION DATE = 05 AUG 81)

DAY OF OBSERVATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
[redacted]DAY	1	1	4.2	4.2	4.2
[redacted]DAY	2	4	16.7	16.7	20.8
[redacted]SDAY	3	12	50.0	50.0	70.8
[redacted]ESDAY	4	4	16.7	16.7	87.5
THURSDAY	5	2	8.3	8.3	95.8
[redacted]DAY	6	1	4.2	4.2	100.0
	TOTAL	24	100.0	100.0	

[redacted]N	3.208	STD ERR	.225	MEDIAN	3.083
[redacted]E	3.000	STD DEV	1.103	VARIANCE	1.216
KURTOSIS	.969	SKEWNESS	.613	RANGE	5.000
[redacted]IMUM	1.000	MAXIMUM	6.000	SUM	77.000
[redacted] PCT	34.365	.95 C.I.	2.743	TO	3.674

VALID CASES 24 MISSING CASES 0

[redacted] FAMTVF5 (CREATION DATE = 05 AUG 81)

[redacted] TYPE OF PROGRAM VIEWED

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
[redacted]EDY	3	9	37.5	37.5	37.5
DRAMA	4	6	25.0	25.0	62.5
[redacted] RIETY SPECIAL	5	2	8.3	8.3	70.8
[redacted]S SPECIAL	7	1	4.2	4.2	75.0
PBS	9	1	4.2	4.2	79.2
[redacted]E FOR TV MOVIE	11	3	12.5	12.5	91.7
[redacted]S	13	1	4.2	4.2	95.8
[redacted] IN-FICTION	15	1	4.2	4.2	100.0
	TOTAL	24	100.0	100.0	

[redacted]AN	5.750	STD ERR	.762	MEDIAN	4.000
[redacted]ODE	3.000	STD DEV	3.733	VARIANCE	13.935
KURTOSIS	.359	SKEWNESS	1.297	RANGE	12.000
[redacted]IMUM	3.000	MAXIMUM	15.000	SUM	138.000
[redacted]. PCT	64.921	.95 C.I.	4.174	TO	7.326

[redacted]ID CASES 24 MISSING CASES 0

FAMTVF5 (CREATION DATE = 05 AUG 81)

S DID HUSBAND CHOOSE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	21	87.5	87.5	87.5
YE	1	3	12.5	12.5	100.0
	TOTAL	24	100.0	100.0	

AN	.125	STD ERR	.069	MEDIAN	.071
MODE	0	STD DEV	.338	VARIANCE	.114
TOSIS	4.210	SKEWNESS	2.422	RANGE	1.000
IMUM	0	MAXIMUM	1.000	SUM	3.000
C.V. PCT	270.266	.95 C.I.	-.018	TO	.268
ID CASES	24	MISSING CASES	0		

FAMTVF5 (CREATION DATE = 05 AUG 81)

HOW MUCH DID HUSBAND VIEW

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	13	54.2	54.2	54.2
	1	3	12.5	12.5	66.7
	2	1	4.2	4.2	70.8
	3	1	4.2	4.2	75.0
	4	2	8.3	8.3	83.3
	5	4	16.7	16.7	100.0
	TOTAL	24	100.0	100.0	

MEAN	1.500	STD ERR	.413	MEDIAN	.423
MODE	0	STD DEV	2.022	VARIANCE	4.087
KURTOSIS	-.901	SKEWNESS	.930	RANGE	5.000
MINIMUM	0	MAXIMUM	5.000	SUM	36.000
S. PCT	134.775	.95 C.I.	.646	TO	2.354

VALID CASES 24 MISSING CASES 0

FAMTVF5 (CREATION DATE = 05 AUG 81)

WHAT ELSE DID HUSBAND DO

EGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ING	0	19	79.2	79.2	79.2
EAD	1	3	12.5	12.5	91.7
	2	1	4.2	4.2	95.8
M	3	1	4.2	4.2	100.0
	TOTAL	24	100.0	100.0	

AN	.333	STD ERR	.155	MEDIAN	.132
E	0	STD DEV	.761	VARIANCE	.580
OSIS	6.497	SKEWNESS	2.555	RANGE	3.000
IMUM	0	MAXIMUM	3.000	SUM	8.000
PCT	228.416	.95 C.I.	.012	TO	.655
ID CASES	24	MISSING CASES	0		

FAMTVF5 (CREATION DATE = 05 AUG 81)

DID WIFE CHOSE THE PROGRAM

EGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	17	70.8	70.8	70.8
ES	1	7	29.2	29.2	100.0
	TOTAL	24	100.0	100.0	

	.292	STD ERR	.095	MEDIAN	.206
MODE	0	STD DEV	.464	VARIANCE	.216
U OSIS	-1.145	SKEWNESS	.979	RANGE	1.000
IMUM	0	MAXIMUM	1.000	SUM	7.000
C.V. PCT	159.190	.95 C.I.	.096	TO	.488
D CASES	24	MISSING CASES	0		

FAMTVF5 (CREATION DATE = 05 AUG 81)

N HOW MUCH DID WIFE VIEW

EGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	5	20.8	20.8	20.8
	1	4	16.7	16.7	37.5
	2	1	4.2	4.2	41.7
	3	4	16.7	16.7	58.3
	4	3	12.5	12.5	70.8
	5	7	29.2	29.2	100.0
	TOTAL	24	100.0	100.0	

N	2.708	STD ERR	.406	MEDIAN	3.000
E	5.000	STD DEV	1.989	VARIANCE	3.955
RTOSIS	-1.613	SKEWNESS	-.174	RANGE	5.000
IMUM	0	MAXIMUM	5.000	SUM	65.000
PCT	73.427	.95 C.I.	1.869	TO	3.548
VALID CASES	24	MISSING CASES	0		

FAMTVF5 (CREATION DATE = 05 AUG 81)

E WHAT ELSE DID THE WIFE DO

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
HING	0	10	41.7	41.7	41.7
READ	1	2	8.3	8.3	50.0
	2	3	12.5	12.5	62.5
DWORK	5	1	4.2	4.2	66.7
HOMEWORK	6	1	4.2	4.2	70.8
RES	8	6	25.0	25.0	95.8
OTHER	9	1	4.2	4.2	100.0
	TOTAL	24	100.0	100.0	

AN	3.167	STD ERR	.736	MEDIAN	1.500
MODE	0	STD DEV	3.608	VARIANCE	13.014
RTOSIS	-1.580	SKEWNESS	.568	RANGE	9.000
NIMUM	0	MAXIMUM	9.000	SUM	76.000
C.V. PCT	113.923	.95 C.I.	1.643	TO	4.690

LID CASES 24 MISSING CASES 0

FAMTVF5 (CREATION DATE = 05 AUG 81)

OS DID CHILD 1 CHOOSE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	16	66.7	66.7	66.7
YES	1	8	33.3	33.3	100.0
	TOTAL	24	100.0	100.0	

N	.333	STD ERR	.098	MEDIAN	.250
MODE	0	STD DEV	.482	VARIANCE	.232
KURTOSIS	-1.568	SKEWNESS	.755	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	8.000
C.V. PCT	144.463	.95 C.I.	.130	TO	.537

VALID CASES 24 MISSING CASES 0

E FAMTVF5 (CREATION DATE = 05 AUG 81)

IEW HOW MUCH DID CHILD 1 VIEW

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
%	0	9	37.5	37.5	37.5
%	1	4	16.7	16.7	54.2
25%	2	2	8.3	8.3	62.5
%	3	2	8.3	8.3	70.8
75%	4	3	12.5	12.5	83.3
00%	5	4	16.7	16.7	100.0
	TOTAL	24	100.0	100.0	

AN	1.917	STD ERR	.403	MEDIAN	1.250
DE	0	STD DEV	1.976	VARIANCE	3.906
URTOSIS	-1.418	SKEWNESS	.494	RANGE	5.000
NIMUM	0	MAXIMUM	5.000	SUM	46.000
V. PCT	103.112	.95 C.I.	1.082	TO	2.751

VALID CASES 24 MISSING CASES 0

E FAMTVF5 (CREATION DATE = 05 AUG 81)

LSE WHAT ESLE DID CHILD 1 DO

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
THING	0	18	75.0	75.0	75.0
D	1	3	12.5	12.5	87.5
AT	2	1	4.2	4.2	91.7
YING GAME	4	2	8.3	8.3	100.0
	TOTAL	24	100.0	100.0	

MEAN	.542	STD ERR	.241	MEDIAN	.167
DE	0	STD DEV	1.179	VARIANCE	1.389
RTOSIS	5.113	SKEWNESS	2.411	RANGE	4.000
INIMUM	0	MAXIMUM	4.000	SUM	13.000
V. PCT	217.619	.95 C.I.	.044	TO	1.039
ALID CASES	24	MISSING CASES	0		

FAMTVF5 (CREATION DATE = 05 AUG 81)

2

DID CHILD 2 CHOOSE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NO	0	17	70.8	70.8	70.8
YES	1	7	29.2	29.2	100.0
	TOTAL	24	100.0	100.0	

MEAN	.292	STD ERR	.095	MEDIAN	.206
MODE	0	STD DEV	.464	VARIANCE	.216
KURTOSIS	-1.145	SKEWNESS	.979	RANGE	1.000
MINIMUM	0	MAXIMUM	1.000	SUM	7.000
C.V. PCT	159.190	.95 C.I.	.096	TO	.488

VALID CASES 24 MISSING CASES 0

ILE FAMTVF5 (CREATION DATE = 05 AUG 81)

VIEW HOW MUCH DID CHILD 2 VIEW

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
%	0	14	58.3	58.3	58.3
1%	1	3	12.5	12.5	70.8
2-5%	2	2	8.3	8.3	79.2
0%	5	5	20.8	20.8	100.0
	TOTAL	24	100.0	100.0	

MEAN	1.333	STD ERR	.411	MEDIAN	.357
MODE	0	STD DEV	2.014	VARIANCE	4.058
KURTOSIS	-.183	SKEWNESS	1.240	RANGE	5.000
MINIMUM	0	MAXIMUM	5.000	SUM	32.000
C.V. PCT	151.083	.95 C.I.	.483	TO	2.184

VALID CASES 24 MISSING CASES 0

E FAMTVF5 (CREATION DATE = 05 AUG 81)

LSE WHAT ELSE DID CHILD 2 DO

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
OTHING	0	17	70.8	70.8	70.8
AD	1	1	4.2	4.2	75.0
EAT	2	2	8.3	8.3	83.3
OOM	3	1	4.2	4.2	87.5
PLAYING GAME	4	3	12.5	12.5	100.0
	TOTAL	24	100.0	100.0	

EAN	.833	STD ERR	.299	MEDIAN	.206
MODE	0	STD DEV	1.465	VARIANCE	2.145
RTOSIS	.684	SKEWNESS	1.491	RANGE	4.000
NIMUM	0	MAXIMUM	4.000	SUM	20.000
C.V. PCT	175.747	.95 C.I.	.215	TO	1.452

LID CASES 24 MISSING CASES 0

AMILY LIFE AND TV; OBSERVATION OF VIEWING 05 AUG 81 12.30.08.

E FAMTVF5 (CREATION DATE = 05 AUG 81)

HOS DID CHILD 3 CHOOSE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	23	95.8	95.8	95.8
YES	1	1	4.2	4.2	100.0
	TOTAL	24	100.0	100.0	

AN	.042	STD ERR	.042	MEDIAN	.022
ODE	0	STD DEV	.204	VARIANCE	.042
RTOSIS	24.000	SKEWNESS	4.899	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	1.000
V. PCT	489.898	.95 C.I.	-.045	TO	.128

LID CASES 24 MISSING CASES 0

ILE FAMTVF5 (CREATION DATE = 05 AUG 81)

VIEW HOW MUCH DID CHILD 3 VIEW

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
%	0	22	91.7	91.7	91.7
%	2	1	4.2	4.2	95.8
100%	5	1	4.2	4.2	100.0
	TOTAL	24	100.0	100.0	

AN	.292	STD ERR	.221	MEDIAN	.045
ODE	0	STD DEV	1.083	VARIANCE	1.172
RTOSIS	17.120	SKEWNESS	4.067	RANGE	5.000
NIMUM	0	MAXIMUM	5.000	SUM	7.000
V. PCT	371.190	.95 C.I.	-.165	TO	.749
LID CASES	24	MISSING CASES	0		

ILE FAMTVF5 (CREATION DATE = 05 AUG 81)

ELSE WHAT ELSE DID CHILD 3 DO

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
OTHING	0	23	95.8	95.8	95.8
AD	1	1	4.2	4.2	100.0
	TOTAL	24	100.0	100.0	

EAN	.042	STD ERR	.042	MEDIAN	.022
DE	0	STD DEV	.204	VARIANCE	.042
RTOSIS	24.000	SKEWNESS	4.899	RANGE	1.000
INIMUM	0	MAXIMUM	1.000	SUM	1.000
V. PCT	489.898	.95 C.I.	-.045	TO	.128
LID CASES	24	MISSING CASES	0		

ILE FAMTVF5 (CREATION DATE = 05 AUG 81)

CHOS DID CHILD 4 CHOOSE PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
0	0	24	100.0	100.0	100.0
	TOTAL	24	100.0	100.0	

MEAN	0	STD ERR	0	MEDIAN	0
MODE	0	STD DEV	0	VARIANCE	0
KURTOSIS	0	SKEWNESS	0	RANGE	0
MINIMUM	0	MAXIMUM	0	SUM	0
95% C.I.	0	TO	0		
VALID CASES	24	MISSING CASES	0		

LE FAMTVF5 (CREATION DATE = 05 AUG 81)

IEW HOW MUCH DID CHILD 4 VIEW

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
%	0	24	100.0	100.0	100.0
	TOTAL	24	100.0	100.0	

MEAN	0	STD ERR	0	MEDIAN	0
MODE	0	STD DEV	0	VARIANCE	0
KURTOSIS	0	SKEWNESS	0	RANGE	0
MINIMUM	0	MAXIMUM	0	SUM	0
95% C.I.	0	TO	0		
VALID CASES	24	MISSING CASES	0		

LE FAMTVF5 (CREATION DATE = 05 AUG 81)

ELSE WHAT ELSE DID CHILD 4 DO

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
..OTHING	0	24	100.0	100.0	100.0
	TOTAL	24	100.0	100.0	

MEAN	0	STD ERR	0	MEDIAN	0
MODE	0	STD DEV	0	VARIANCE	0
KURTOSIS	0	SKEWNESS	0	RANGE	0
MINIMUM	0	MAXIMUM	0	SUM	0
95% C.I.	0	TO	0		
VALID CASES	24	MISSING CASES	0		

LE FAMTVF6 (CREATION DATE = 06 AUG 81)

TIME OF OBSERVATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	7	54	75.0	75.0	75.0
	8	15	20.8	20.8	95.8
	10	3	4.2	4.2	100.0
	TOTAL	72	100.0	100.0	

AN	7.333	STD ERR	.082	MEDIAN	7.167
ODE	7.000	STD DEV	.692	VARIANCE	.479
KURTOSIS	7.251	SKEWNESS	2.594	RANGE	3.000
NIMUM	7.000	MAXIMUM	10.000	SUM	528.000
V. PCT	9.436	.95 C.I.	7.171	TO	7.496
L-ID CASES	72	MISSING CASES	0		

LE FAMTVF6 (CREATION DATE = 06 AUG 81)

OG KIND OF TV PROGRAM VIEWED

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
OMEDY	3	15	20.8	20.8	20.8
AMA	4	15	20.8	20.8	41.7
ARIETY SPECIAL	5	4	5.6	5.6	47.2
WS SPECIAL	7	1	1.4	1.4	48.6
BS	9	8	11.1	11.1	59.7
ADE FOR TV MOVIE	11	8	11.1	11.1	70.8
WS	13	3	4.2	4.2	75.0
NON-FICTION	15	18	25.0	25.0	100.0
	TOTAL	72	100.0	100.0	

EAN	8.347	STD ERR	.573	MEDIAN	8.625
ODE	15.000	STD DEV	4.865	VARIANCE	23.666
URTOSIS	-1.621	SKEWNESS	.261	RANGE	12.000
INIMUM	3.000	MAXIMUM	15.000	SUM	601.000
.V. PCT	58.281	.95 C.I.	7.204	TO	9.490

ALID CASES 72 MISSING CASES 0

ILE FAMTVF6 (CREATION DATE = 06 AUG 81)

ALK FAMILY CONVERSATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ONE	0	3	4.2	4.2	4.2
OMMERCIAL	1	14	19.4	19.4	23.6
PROGRAM	2	55	76.4	76.4	100.0
	TOTAL	72	100.0	100.0	

EAN	1.722	STD ERR	.063	MEDIAN	1.845
ODE	2.000	STD DEV	.537	VARIANCE	.288
URTOSIS	2.512	SKEWNESS	-1.821	RANGE	2.000
INIMUM	0	MAXIMUM	2.000	SUM	124.000
.V. PCT	31.158	.95 C.I.	1.596	TO	1.848

ALID CASES 72 MISSING CASES 0

ILE FAMTVF6 (CREATION DATE = 06 AUG 81)

O PERSON INITIATING CONVERSATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	1	1.4	1.4	1.4
SBAND	1	8	11.1	11.1	12.5
WIFE	2	14	19.4	19.4	31.9
ILD	3	49	68.1	68.1	100.0
	TOTAL	72	100.0	100.0	

EAN	2.542	STD ERR	.088	MEDIAN	2.765
DE	3.000	STD DEV	.749	VARIANCE	.562
URTOSIS	1.256	SKEWNESS	-1.488	RANGE	3.000
INIMUM	0	MAXIMUM	3.000	SUM	183.000
V. PCT	29.485	.95 C.I.	2.366	TO	2.718
ALID CASES	72	MISSING CASES	0		

ILE FAMTVF6 (CREATION DATE = 06 AUG 81)

OM PERSON SPOKEN TO

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	6	8.3	8.3	8.3
SBAND	1	19	26.4	26.4	34.7
WIFE	2	29	40.3	40.3	75.0
ILD	3	18	25.0	25.0	100.0
	TOTAL	72	100.0	100.0	

AN	1.819	STD ERR	.107	MEDIAN	1.879
DE	2.000	STD DEV	.909	VARIANCE	.826
URTOSIS	-.676	SKEWNESS	-.324	RANGE	3.000
INIMUM	0	MAXIMUM	3.000	SUM	131.000
V. PCT	49.955	.95 C.I.	1.606	TO	2.033
ALID CASES	72	MISSING CASES	0		

E FAMTVF6 (CREATION DATE = 06 AUG 81)

PIC TOPIC OF CONVERSATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
OGRAM	1	39	54.2	54.2	54.2
MMERCIAL	2	4	5.6	5.6	59.7
THER	3	29	40.3	40.3	100.0
	TOTAL	72	100.0	100.0	

AN	1.861	STD ERR	.114	MEDIAN	1.423
ODE	1.000	STD DEV	.969	VARIANCE	.938
KURTOSIS	-1.908	SKEWNESS	.286	RANGE	2.000
NIMUM	1.000	MAXIMUM	3.000	SUM	134.000
V. PCT	52.044	.95 C.I.	1.634	TO	2.089

LID CASES 72 MISSING CASES 0

LE FAMTVF6 (CREATION DATE = 06 AUG 81)

NT CONTENT OF CONVERSATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ON-TV RELATED	0	30	41.7	41.7	41.7
S EVAL OF PROGRAM	2	14	19.4	19.4	61.1
POS EVAL OF COMM	3	3	4.2	4.2	65.3
G EVAL OF PROGRAM	4	3	4.2	4.2	69.4
NEG EVAL OF COMM	5	1	1.4	1.4	70.8
XPLN OF CONTENT	6	9	12.5	12.5	83.3
ESTION-RESPONSE	7	10	13.9	13.9	97.2
OTHER	8	2	2.8	2.8	100.0
	TOTAL	72	100.0	100.0	

AN	2.694	STD ERR	.335	MEDIAN	1.929
ODE	0	STD DEV	2.846	VARIANCE	8.103
KURTOSIS	-1.329	SKEWNESS	.534	RANGE	8.000
NIMUM	0	MAXIMUM	8.000	SUM	194.000
V. PCT	105.643	.95 C.I.	2.026	TO	3.363
LID CASES	72	MISSING CASES	0		

APPENDIX F

Results of Audio Tape Observation Methodology

E FAMTVF7 (CREATION DATE = 06 AUG 81)

TOTAL ELASPED TIME 'SECS' OF TV ON

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
SECONDS X 10	124	1	9.1	9.1	9.1
	160	1	9.1	9.1	18.2
	326	1	9.1	9.1	27.3
	330	1	9.1	9.1	36.4
	355	1	9.1	9.1	45.5
	360	1	9.1	9.1	54.5
	561	1	9.1	9.1	63.6
	570	1	9.1	9.1	72.7
	604	1	9.1	9.1	81.8
	700	1	9.1	9.1	90.9
	720	1	9.1	9.1	100.0
	TOTAL	11	100.0	100.0	

MEAN	437.273	STD ERR	61.889	MEDIAN	360.000
ODE	124.000	STD DEV	205.264	VARIANCE	42133.218
URTOSIS	-1.236	SKEWNESS	-.086	RANGE	596.000
MINIMUM	124.000	MAXIMUM	720.000	SUM	4810.000
V. PCT	46.942	.95 C.I.	299.375	TO	575.171

VALID CASES 11 MISSING CASES 0

LE FAMTVF7 (CREATION DATE = 06 AUG 81)

K CUMULATIVE TALK TIME IN SECONDS

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	1	9.1	9.1	9.1
SECONDS X 10	1	1	9.1	9.1	18.2
	9	1	9.1	9.1	27.3
	14	1	9.1	9.1	36.4
	18	1	9.1	9.1	45.5
	21	1	9.1	9.1	54.5
	72	1	9.1	9.1	63.6
	76	1	9.1	9.1	72.7
	95	1	9.1	9.1	81.8
	144	1	9.1	9.1	90.9
	251	1	9.1	9.1	100.0
	TOTAL	11	100.0	100.0	

EAN	63.727	STD ERR	23.373	MEDIAN	21.000
ODE	0	STD DEV	77.519	VARIANCE	6009.218
KURTOSIS	2.572	SKEWNESS	1.614	RANGE	251.000
INIMUM	0	MAXIMUM	251.000	SUM	701.000
V. PCT	121.642	.95 C.I.	11.649	TO	115.805

ALID CASES 11 MISSING CASES 0

ILE FAMTVF7 (CREATION DATE = 06 AUG 81)

371 TALK TIME AS % OF TV ON TIME

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
PERCENT	0	1	9.1	9.1	9.1
	1	1	9.1	9.1	18.2
	2	1	9.1	9.1	27.3
	5	1	9.1	9.1	36.4
	6	1	9.1	9.1	45.5
	15	1	9.1	9.1	54.5
	18	1	9.1	9.1	63.6
	20	1	9.1	9.1	72.7
	21	1	9.1	9.1	81.8
	22	1	9.1	9.1	90.9
	41	1	9.1	9.1	100.0
	TOTAL	11	100.0	100.0	

EAN	13.727	STD ERR	3.752	MEDIAN	15.000
ODE	0	STD DEV	12.443	VARIANCE	154.818
URTOSIS	.825	SKEWNESS	.899	RANGE	41.000
NIMUM	0	MAXIMUM	41.000	SUM	151.000
.V. PCT	90.641	.95 C.I.	5.368	TO	22.086

ALID CASES 11 MISSING CASES 0

FILE FAMTVF7 (CREATION DATE = 06 AUG 81)

TAG CUMULATIVE TIME TALKING ABOUT PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
SECONDS X 10	0	5	45.5	45.5	45.5
	6	1	9.1	9.1	54.5
	12	1	9.1	9.1	63.6
	13	1	9.1	9.1	72.7
	21	1	9.1	9.1	81.8
	27	1	9.1	9.1	90.9
	47	1	9.1	9.1	100.0
	TOTAL	11	100.0	100.0	

MEAN	11.455	STD ERR	4.557	MEDIAN	6.000
MODE	0	STD DEV	15.115	VARIANCE	228.473
KURTOSIS	1.980	SKEWNESS	1.482	RANGE	47.000
MINIMUM	0	MAXIMUM	47.000	SUM	126.000
C.V. PCT	131.959	.95 C.I.	1.300	TO	21.609
VALID CASES	11	MISSING CASES	0		

ILE FAMTVF7 (CREATION DATE = 06 AUG 81)

VT2 PROGRAM TALK AS % OF TOTAL TALK TIME

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
PERCENT	0	4	36.4	36.4	36.4
	8	1	9.1	9.1	45.5
	9	1	9.1	9.1	54.5
	11	1	9.1	9.1	63.6
	17	1	9.1	9.1	72.7
	49	1	9.1	9.1	81.8
	67	1	9.1	9.1	90.9
	95	1	9.1	9.1	100.0
	TOTAL	11	100.0	100.0	

EAN	23.273	STD ERR	9.776	MEDIAN	9.000
ODE	0	STD DEV	32.422	VARIANCE	1051.218
RTOSIS	1.118	SKEWNESS	1.473	RANGE	95.000
NIMUM	0	MAXIMUM	95.000	SUM	256.000
V. PCT	139.315	.95 C.I.	1.491	TO	45.054

LID CASES 11 MISSING CASES 0

LE FAMTVF7 (CREATION DATE = 06 AUG 81)

HER CUMULATIVE TIME TALKING ABOUT NON-PROGRA

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	2	18.2	18.2	18.2
	1	1	9.1	9.1	27.3
SECONDS X 10	6	1	9.1	9.1	36.4
	8	1	9.1	9.1	45.5
	21	1	9.1	9.1	54.5
	48	1	9.1	9.1	63.6
	63	1	9.1	9.1	72.7
	66	1	9.1	9.1	81.8
	144	1	9.1	9.1	90.9
	223	1	9.1	9.1	100.0
	TOTAL	11	100.0	100.0	

EAN	52.727	STD ERR	21.544	MEDIAN	21.000
MODE	0	STD DEV	71.452	VARIANCE	5105.418
URTOSIS	2.462	SKEWNESS	1.690	RANGE	223.000
INIMUM	0	MAXIMUM	223.000	SUM	580.000
.V. PCT	135.513	.95 C.I.	4.725	TO	100.730

ALID CASES 11 MISSING CASES 0

LE FAMTVF7 (CREATION DATE = 06 AUG 81)

T3 OTHER TALK TIME AS % OF TOTAL TALK TIME

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
PERCENT	0	1	9.1	9.1	9.1
	4	1	9.1	9.1	18.2
	32	1	9.1	9.1	27.3
	50	1	9.1	9.1	36.4
	82	1	9.1	9.1	45.5
	88	1	9.1	9.1	54.5
	90	1	9.1	9.1	63.6
	91	1	9.1	9.1	72.7
	100	3	27.3	27.3	100.0
	TOTAL	11	100.0	100.0	

MEAN	67.000	STD ERR	11.681	MEDIAN	88.000
ODE	100.000	STD DEV	38.743	VARIANCE	1501.000
URTOSIS	-.757	SKEWNESS	-.950	RANGE	100.000
MINIMUM	0	MAXIMUM	100.000	SUM	737.000
.V. PCT	57.825	.95 C.I.	40.972	TO	93.028
VALID CASES	11	MISSING CASES	0		

APPENDIX G

Results of Video Tape Observation Methodology

E FAMTVF8 (CREATION DATE = 07 AUG 81)

R PARENT TO PARENT PROGRAM DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	5	50.0	50.0	50.0
SECONDS OF	5	1	10.0	10.0	60.0
CONVERSATION	15	1	10.0	10.0	70.0
	22	1	10.0	10.0	80.0
	71	1	10.0	10.0	90.0
	87	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

MEAN	20.000	STD ERR	10.189	MEDIAN	.500
DE	0	STD DEV	32.221	VARIANCE	1038.222
URTOSIS	1.283	SKEWNESS	1.619	RANGE	87.000
MINIMUM	0	MAXIMUM	87.000	SUM	200.000
V. PCT	161.107	.95 C.I.	-3.050	TO	43.050
VALID CASES	10	MISSING CASES	0		

ILE FAMTVF8 (CREATION DATE = 07 AUG 81)

OT PARENT TO PARENT OTHER DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	4	40.0	40.0	40.0
	31	1	10.0	10.0	50.0
SECONDS OF	47	1	10.0	10.0	60.0
CONVERSATION	106	1	10.0	10.0	70.0
	115	1	10.0	10.0	80.0
	188	1	10.0	10.0	90.0
	230	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

MEAN	71.700	STD ERR	26.764	MEDIAN	31.500
ODE	0	STD DEV	84.634	VARIANCE	7162.900
URTOSIS	-.406	SKEWNESS	.940	RANGE	230.000
MINIMUM	0	MAXIMUM	230.000	SUM	717.000
V. PCT	118.039	.95 C.I.	11.157	TO	132.243
ALID CASES	10	MISSING CASES	0		

E FAMTVF8 (CREATION DATE = 07 AUG 81)

R PARENT TO CHILD PROGRAM DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
SECONDS OF CONVERSATION	0	3	30.0	30.0	30.0
	3	1	10.0	10.0	40.0
	5	2	20.0	20.0	60.0
	10	1	10.0	10.0	70.0
	19	1	10.0	10.0	80.0
	20	1	10.0	10.0	90.0
	23	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

MEAN	8.500	STD ERR	2.841	MEDIAN	5.000
MODE	0	STD DEV	8.985	VARIANCE	80.722
KURTOSIS	-1.300	SKEWNESS	.696	RANGE	23.000
MINIMUM	0	MAXIMUM	23.000	SUM	85.000
C.V. PCT	105.701	.95 C.I.	-2.073	TO	14.927
VALID CASES	10	MISSING CASES	0		

E FAMTVF8 (CREATION DATE = 07 AUG 81)

T PARENT TO CHILD OTHER DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
SECONDS OF CONVERSATION	0	1	10.0	10.0	10.0
	2	1	10.0	10.0	20.0
	10	2	20.0	20.0	40.0
	28	1	10.0	10.0	50.0
	64	1	10.0	10.0	60.0
	100	1	10.0	10.0	70.0
	122	1	10.0	10.0	80.0
	124	1	10.0	10.0	90.0
	225	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

MEAN	68.500	STD ERR	23.344	MEDIAN	28.500
DE	10.000	STD DEV	73.821	VARIANCE	5449.611
RTOSIS	.704	SKEWNESS	1.072	RANGE	225.000
MINIMUM	0	MAXIMUM	225.000	SUM	685.000
V. PCT	107.769	.95 C.I.	15.691	TO	121.309

ALID CASES 10 MISSING CASES 0

E FAMTVF8 (CREATION DATE = 07 AUG 81)

R CHILD TO PARENT PROGRAM DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	3	30.0	30.0	30.0
	20	1	10.0	10.0	40.0
SECONDS OF	24	1	10.0	10.0	50.0
CONVERSATION	33	1	10.0	10.0	60.0
	50	1	10.0	10.0	70.0
	61	1	10.0	10.0	80.0
	90	1	10.0	10.0	90.0
	193	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

AN	47.100	STD ERR	18.694	MEDIAN	24.500
DE	0	STD DEV	59.115	VARIANCE	3494.544
KURTOSIS	4.100	SKEWNESS	1.909	RANGE	193.000
INIMUM	0	MAXIMUM	193.000	SUM	471.000
V. PCT	125.509	.95 C.I.	4.812	TO	89.388

VALID CASES 10 MISSING CASES 0

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E FAMTVF8 (CREATION DATE = 07 AUG 81)

T CHILD TO PARENT OTHER DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	1	10.0	10.0	10.0
	5	1	10.0	10.0	20.0
SECONDS OF	12	1	10.0	10.0	30.0
CONVERSATION	64	1	10.0	10.0	40.0
	81	1	10.0	10.0	50.0
	96	1	10.0	10.0	60.0
	100	1	10.0	10.0	70.0
	130	1	10.0	10.0	80.0
	139	1	10.0	10.0	90.0
	331	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

EAN	95.800	STD ERR	30.559	MEDIAN	81.500
MODE	0	STD DEV	96.637	VARIANCE	9338.622
RTOSIS	3.838	SKEWNESS	1.674	RANGE	331.000
NIMUM	0	MAXIMUM	331.000	SUM	958.000
.V. PCT	100.873	.95 C.I.	26.670	TO	164.930

LID CASES 10 MISSING CASES 0

E FAMTVF8 (CREATION DATE = 07 AUG 81)

R CHILD TO CHILD PROGRAM DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	8	80.0	80.0	80.0
SECONDS OF	5	1	10.0	10.0	90.0
CONVERSATION	61	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

AN	6.600	STD ERR	6.065	MEDIAN	.125
ODE	0	STD DEV	19.179	VARIANCE	367.822
KURTOSIS	9.813	SKEWNESS	3.124	RANGE	61.000
NIMUM	0	MAXIMUM	61.000	SUM	66.000
V. PCT	290.586	.95 C.I.	-7.120	TO	20.320

LID CASES 10 MISSING CASES 0

E FAMTVF8 (CREATION DATE = 07 AUG 81)

T CHILD TO CHILD OTHER DISCUSSION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	7	70.0	70.0	70.0
SECONDS OF	32	1	10.0	10.0	80.0
CONVERSATION	78	1	10.0	10.0	90.0
	82	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

MEAN	19.200	STD ERR	10.617	MEDIAN	.214
DE	0	STD DEV	33.575	VARIANCE	1127.289
RTOSIS	.553	SKEWNESS	1.481	RANGE	82.000
MINIMUM	0	MAXIMUM	82.000	SUM	192.000
V. PCT	174.870	.95 C.I.	-4.818	TO	43.218
ALID CASES	10	MISSING CASES	0		

E FAMTVF8 (CREATION DATE = 07 AUG 81)

TOTAL ELAPSED TIME 'SECS' TV ON

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	21	1	10.0	10.0	10.0
	86	2	20.0	20.0	30.0
SECONDS X 100	97	1	10.0	10.0	40.0
	108	1	10.0	10.0	50.0
	111	1	10.0	10.0	60.0
	140	1	10.0	10.0	70.0
	155	1	10.0	10.0	80.0
	190	1	10.0	10.0	90.0
	432	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

MEAN	142.600	STD ERR	35.218	MEDIAN	108.500
DE	86.000	STD DEV	111.369	VARIANCE	12403.156
RTOSIS	5.968	SKEWNESS	2.214	RANGE	411.000
MINIMUM	21.000	MAXIMUM	432.000	SUM	1426.000
V. PCT	78.099	.95 C.I.	62.931	TO	222.269
ALID CASES	10	MISSING CASES	0		

E FAMTVF8 (CREATION DATE = 07 AUG 81)

K CUMULATIVE TALK TIME IN SECONDS

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
SECONDS OF CONVERSATION	14	1	10.0	10.0	10.0
	92	1	10.0	10.0	20.0
	139	1	10.0	10.0	30.0
	153	1	10.0	10.0	40.0
	167	1	10.0	10.0	50.0
	254	1	10.0	10.0	60.0
	509	1	10.0	10.0	70.0
	605	1	10.0	10.0	80.0
	623	1	10.0	10.0	90.0
	818	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

AN	337.400	STD ERR	87.418	MEDIAN	167.500
MODE	14.000	STD DEV	276.439	VARIANCE	76418.489
RTOSIS	-1.194	SKEWNESS	.594	RANGE	804.000
NIMUM	14.000	MAXIMUM	818.000	SUM	3374.000
.V. PCT	81.932	.95 C.I.	139.648	TO	535.152

LID CASES 10 MISSING CASES 0

E FAMTVF8 (CREATION DATE = 07 AUG 81)

1 TALK TIME AS PERCENT OF TV ON TIME

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	1	4	40.0	40.0	40.0
	2	1	10.0	10.0	50.0
PERCENT	3	2	20.0	20.0	70.0
	7	2	20.0	20.0	90.0
	8	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

AN	3.400	STD ERR	.897	MEDIAN	2.500
MODE	1.000	STD DEV	2.836	VARIANCE	8.044
URTOSIS	-1.236	SKEWNESS	.806	RANGE	7.000
NIMUM	1.000	MAXIMUM	8.000	SUM	34.000
.V. PCT	83.420	.95 C.I.	1.371	TO	5.429

LID CASES 10 MISSING CASES 0

E FAMTVF8 (CREATION DATE = 07 AUG 81) .

G CUMULATIVE TIME TALKING ABOUT PROGRAM

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
SECONDS OF CONVERSATION	0	1	10.0	10.0	10.0
	20	1	10.0	10.0	20.0
	29	1	10.0	10.0	30.0
	30	1	10.0	10.0	40.0
	53	1	10.0	10.0	50.0
	61	1	10.0	10.0	60.0
	93	1	10.0	10.0	70.0
	140	1	10.0	10.0	80.0
	171	1	10.0	10.0	90.0
	225	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

AN	82.200	STD ERR	23.385	MEDIAN	53.500
MODE	0	STD DEV	73.950	VARIANCE	5468.622
RTOSIS	-.207	SKEWNESS	.922	RANGE	225.000
NIMUM	0	MAXIMUM	225.000	SUM	822.000
C.V. PCT	89.964	.95 C.I.	29.299	TO	135.101
LID CASES	10	MISSING CASES	0		

E FAMTVF8 (CREATION DATE = 07 AUG 81)

2 PROGRAM TALK AS PERCENT OF TOTAL TALK TIME

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	1	10.0	10.0	10.0
	8	2	20.0	20.0	30.0
PERCENT	19	1	10.0	10.0	40.0
	27	3	30.0	30.0	70.0
	33	1	10.0	10.0	80.0
	44	1	10.0	10.0	90.0
	56	1	10.0	10.0	100.0
	TOTAL	10	100.0	100.0	

EAN	24.900	STD ERR	5.413	MEDIAN	26.833
ODE	27.000	STD DEV	17.117	VARIANCE	292.989
URTOSIS	-.216	SKEWNESS	.341	RANGE	56.000
INIMUM	0	MAXIMUM	56.000	SUM	249.000
C.V. PCT	68.743	.95 C.I.	12.655	TO	37.145

ALID CASES 10 MISSING CASES 0

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APPENDIX H

Results of Telephone Observation Methodology

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	2	1	1.2	1.2	1.2
	7	27	32.9	33.3	34.6
	8	26	31.7	32.1	66.7
	9	27	32.9	33.3	100.0
OUT OF RANGE		1	1.2	MISSING	
	TOTAL	82	100.0	100.0	

MEAN	7.926	STD ERR	.118	MEDIAN	7.981
MODE	7.000	STD DEV	1.058	VARIANCE	1.119
KURTOSIS	10.743	SKEWNESS	-2.122	RANGE	7.000
MINIMUM	2.000	MAXIMUM	9.000	SUM	642.000
C.V. PCT	13.349	.95 C.I.	7.692	TO	8.160
VALID CASES	81	MISSING CASES	1		

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

WHAT - WHAT IS ON TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	1	1.2	1.2	1.2
ANSWER	1	7	8.5	8.6	9.9
TV NOT ON	2	30	36.6	37.0	46.9
MEDY	3	12	14.6	14.8	61.7
DRAMA	4	10	12.2	12.3	74.1
RAMA SPECIAL	6	5	6.1	6.2	80.2
WS SPECIAL	7	1	1.2	1.2	81.5
CHILDREN'S SPECIAL	8	3	3.7	3.7	85.2
S	9	3	3.7	3.7	88.9
MOVIE	10	2	2.4	2.5	91.4
IBO	12	2	2.4	2.5	93.8
PORTS	14	1	1.2	1.2	95.1
NON-FICTION	15	4	4.9	4.9	100.0
UT OF RANGE		1	1.2	MISSING	
	TOTAL	82	100.0	100.0	

MEAN	4.309	STD ERR	.419	MEDIAN	2.708
MODE	2.000	STD DEV	3.774	VARIANCE	14.241
KURTOSIS	1.824	SKEWNESS	1.634	RANGE	15.000
MINIMUM	0	MAXIMUM	15.000	SUM	349.000
C.V. PCT	87.585	.95 C.I.	3.474	TO	5.143

VALID CASES 81 MISSING CASES 1

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

Q1 WHO IS WATCHING THE TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	38	46.3	46.3	46.3
HUSBAND	1	22	26.8	26.8	73.2
WIFE	2	7	8.5	8.5	81.7
CHILD 1	3	13	15.9	15.9	97.6
CHILD 2	4	1	1.2	1.2	98.8
OTHER	7	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

MEAN	1.049	STD ERR	.146	MEDIAN	.636
MODE	0	STD DEV	1.323	VARIANCE	1.751
KURTOSIS	3.698	SKEWNESS	1.613	RANGE	7.000
MINIMUM	0	MAXIMUM	7.000	SUM	86.000
C.V. PCT	126.159	.95 C.I.	.758	TO	1.340

VALID CASES 82 MISSING CASES 0

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E FAMTVF4 (CREATION DATE = 04 AUG 81)

02 WHO IS WATCHING THE TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	49	59.8	59.8	59.8
WIFE	2	21	25.6	25.6	85.4
CHILD 1	3	4	4.9	4.9	90.2
ILD 2	4	6	7.3	7.3	97.6
CHILD 3	5	1	1.2	1.2	98.8
HER	7	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

MEAN	1.098	STD ERR	.170	MEDIAN	.337
DE	0	STD DEV	1.536	VARIANCE	2.361
RTOSIS	1.678	SKEWNESS	1.360	RANGE	7.000
MINIMUM	0	MAXIMUM	7.000	SUM	90.000
V. PCT	139.989	.95 C.I.	.760	TO	1.435

VALID CASES 82 MISSING CASES 0

E FAMTVF4 (CREATION DATE = 04 AUG 81)

3 WHO IS WATCHING THE TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	62	75.6	75.6	75.6
ILD 1	3	11	13.4	13.4	89.0
CHILD 2	4	6	7.3	7.3	96.3
ILD 3	5	2	2.4	2.4	98.8
OTHER	7	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

AN	.902	STD ERR	.185	MEDIAN	.161
MODE	0	STD DEV	1.675	VARIANCE	2.805
KURTOSIS	1.536	SKEWNESS	1.612	RANGE	7.000
NIMUM	0	MAXIMUM	7.000	SUM	74.000
C.V. PCT	185.593	.95 C.I.	.534	TO	1.270

LID CASES 82 MISSING CASES 0

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E FAMTVF4 (CREATION DATE = 04 AUG 81)

04 WHO IS WATCHING THE TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	72	87.8	87.8	87.8
ILD 2	4	8	9.8	9.8	97.6
CHILD 3	5	1	1.2	1.2	98.8
HER	7	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

MEAN	.537	STD ERR	.164	MEDIAN	.069
DE	0	STD DEV	1.484	VARIANCE	2.202
RTOSIS	5.929	SKEWNESS	2.633	RANGE	7.000
MINIMUM	0	MAXIMUM	7.000	SUM	44.000
V. PCT	276.569	.95 C.I.	.211	TO	.863
ALID CASES	82	MISSING CASES	0		

E FAMTVF4 (CREATION DATE = 04 AUG 81)

05 WHO IS WATCHING THE TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	79	96.3	96.3	96.3
ILD 3	5	3	3.7	3.7	100.0
	TOTAL	82	100.0	100.0	

EAN	.183	STD ERR	.104	MEDIAN	.019
MODE	0	STD DEV	.944	VARIANCE	.892
RTOSIS	23.875	SKEWNESS	5.029	RANGE	5.000
NIMUM	0	MAXIMUM	5.000	SUM	15.000
C.V. PCT	516.318	.95 C.I.	-.025	TO	.390

LID CASES 82 MISSING CASES 0

E FAMTVF4 (CREATION DATE = 04 AUG 81)

06 WHO IS WATCHING THE TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	81	98.8	98.8	98.8
USBAND	1	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

AN	.012	STD ERR	.012	MEDIAN	.006
MODE	0	STD DEV	.110	VARIANCE	.012
RTOSIS	82.000	SKEWNESS	9.055	RANGE	1.000
NIMUM	0	MAXIMUM	1.000	SUM	1.000
C.V. PCT	905.539	.95 C.I.	-.012	TO	.036

LID CASES 82 MISSING CASES 0

LE , FAMTVF4 (CREATION DATE = 04 AUG 81)

07 WHO IS WATCHING THE TV

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	81	98.8	98.8	98.8
FE	2	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

EAN	.024	STD ERR	.024	MEDIAN	.006
ODE	0	STD DEV	.221	VARIANCE	.049
RTOSIS	82.000	SKEWNESS	9.055	RANGE	2.000
INIMUM	0	MAXIMUM	2.000	SUM	2.000
V. PCT	905.539	.95 C.I.	-.024	TO	.073

ALID CASES 82 MISSING CASES 0

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

SE1 WHAT OTHER ACTIVITIES-1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	66	80.5	80.5	80.5
READ	1	5	6.1	6.1	86.6
EAT	2	2	2.4	2.4	89.0
PLAYING GAME	4	1	1.2	1.2	90.2
HANDWORK	5	4	4.9	4.9	95.1
HOMEWORK	6	1	1.2	1.2	96.3
CHORES	8	3	3.7	3.7	100.0
	TOTAL	82	100.0	100.0	

MEAN	.768	STD ERR	.216	MEDIAN	.121
MODE	0	STD DEV	1.952	VARIANCE	3.810
KURTOSIS	6.387	SKEWNESS	2.703	RANGE	8.000
MINIMUM	0	MAXIMUM	8.000	SUM	63.000
C.V. PCT	254.055	.95 C.I.	.339	TO	1.197
VALID CASES	82	MISSING CASES	0		

E FAMTVF4 (CREATION DATE = 04 AUG 81)

SE2 WHAT OTHER ACTIVITIES-2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	67	81.7	81.7	81.7
AD	1	4	4.9	4.9	86.6
AT	2	2	2.4	2.4	89.0
AYING GAME	4	1	1.2	1.2	90.2
HANDWORK	5	7	8.5	8.5	98.8
ORES	8	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

EAN	.671	STD ERR	.186	MEDIAN	.112
DE	0	STD DEV	1.685	VARIANCE	2.841
URTOSIS	5.925	SKEWNESS	2.598	RANGE	8.000
INIMUM	0	MAXIMUM	8.000	SUM	55.000
V. PCT	251.291	.95 C.I.	.300	TO	1.041

VALID CASES 82 MISSING CASES 0

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

BASE3 WHAT OTHER ACTIVITIES-3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	77	93.9	93.9	93.9
READ	1	1	1.2	1.2	95.1
EAT	2	2	2.4	2.4	97.6
PLAYING GAME	4	1	1.2	1.2	98.8
CHORES	8	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

MEAN	.207	STD ERR	.113	MEDIAN	.032
MODE	0	STD DEV	1.027	VARIANCE	1.055
KURTOSIS	43.636	SKEWNESS	6.293	RANGE	8.000
MINIMUM	0	MAXIMUM	8.000	SUM	17.000
C.V. PCT	495.500	.95 C.I.	-.018	TO	.433

VALID CASES 82 MISSING CASES 0

E FAMTVF4 (CREATION DATE = 04 AUG 81)

SE4 WHAT OTHER ACTIVITIES-4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	80	97.6	97.6	97.6
T	2	2	2.4	2.4	100.0
	TOTAL	82	100.0	100.0	

MEAN	.049	STD ERR	.034	MEDIAN	.012
MODE	0	STD DEV	.310	VARIANCE	.096
RTOSIS	38.399	SKEWNESS	6.282	RANGE	2.000
NIMUM	0	MAXIMUM	2.000	SUM	4.000
C.V. PCT	636.348	.95 C.I.	-.019	TO	.117

LID CASES 82 MISSING CASES 0

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

BASE5 WHAT OTHER ACTIVITIES-5

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	80	97.6	97.6	97.6
TT	2	2	2.4	2.4	100.0
	TOTAL	82	100.0	100.0	

MEAN	.049	STD ERR	.034	MEDIAN	.012
MODE	0	STD DEV	.310	VARIANCE	.096
KURTOSIS	38.399	SKEWNESS	6.282	RANGE	2.000
MINIMUM	0	MAXIMUM	2.000	SUM	4.000
C.V. PCT	636.348	.95 C.I.	-.019	TO	.117
VALID CASES	82	MISSING CASES	0		

E FAMTVF4 (CREATION DATE = 04 AUG 81)

SE6 WHAT OTHER ACTIVITIES-6

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	82	100.0	100.0	100.0
	TOTAL	82	100.0	100.0	

MEAN	0	STD ERR	0	MEDIAN	0
DE	0	STD DEV	0	VARIANCE	0
URTOSIS	0	SKEWNESS	0	RANGE	0
MINIMUM	0	MAXIMUM	0	SUM	0
5 C.I.	0	TO	0		
VALID CASES	82	MISSING CASES	0		

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

SE7 WHAT OTHER ACTIVITIES-7

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	82	100.0	100.0	100.0
	TOTAL	82	100.0	100.0	

MEAN	0	STD ERR	0	MEDIAN	0
MODE	0	STD DEV	0	VARIANCE	0
KURTOSIS	0	SKEWNESS	0	RANGE	0
MINIMUM	0	MAXIMUM	0	SUM	0
95 C.I.	0	TO	0		
VALID CASES	82	MISSING CASES	0		

FILE FAMTVF4 (CREATION DATE = 04 AUG 81)

VARS WHO TALKED LAST

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	73	89.0	89.0	89.0
HUSBAND	1	1	1.2	1.2	90.2
WIFE	2	6	7.3	7.3	97.6
CHILD 1	3	2	2.4	2.4	100.0
	TOTAL	82	100.0	100.0	

MEAN	.232	STD ERR	.076	MEDIAN	.062
MODE	0	STD DEV	.690	VARIANCE	.477
KURTOSIS	7.230	SKEWNESS	2.891	RANGE	3.000
MINIMUM	0	MAXIMUM	3.000	SUM	19.000
C.V. PCT	297.919	.95 C.I.	.080	TO	.383
VALID CASES	82	MISSING CASES	0		

E FAMTVF4 (CREATION DATE = 04 AUG 81)

ID WHAT WAS LAST THING SAID

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
	0	57	69.5	69.5	69.5
OGRAM RELATED	1	7	8.5	8.5	78.0
POS EVAL OF PROGRAM	2	1	1.2	1.2	79.3
G EVAL OF PROGRAM	4	2	2.4	2.4	81.7
QUESTION,RESPONSE	7	1	1.2	1.2	82.9
THER	8	14	17.1	17.1	100.0
	TOTAL	82	100.0	100.0	

AN	1.659	STD ERR	.339	MEDIAN	.219
DE	0	STD DEV	3.068	VARIANCE	9.413
URTOSIS	.479	SKEWNESS	1.528	RANGE	8.000
INIMUM	0	MAXIMUM	8.000	SUM	136.000
V. PCT	184.984	.95 C.I.	.984	TO	2.333

VALID CASES 82 MISSING CASES 0