

DOCUMENT RESUME

ED 409 082

PS 025 013

TITLE The Family Hour Focus Groups: Children's Responses to Sexual Content on TV and Their Parents' Reactions.

INSTITUTION Children Now, Oakland, CA.; Kaiser Foundation, Oakland, Calif.

PUB DATE 11 Dec 96

NOTE 19p.; For related documents, see PS 025 011-014.

PUB TYPE Reports - Research (143)

EDRS PRICE MF01/PC01 Plus Postage.

DESCRIPTORS *Childhood Attitudes; Children; Focus Groups; Mass Media Effects; Parent Attitudes; *Programming (Broadcast); *Sexuality; *Television; Television Research; Television Viewing

IDENTIFIERS *Family Hour (Television); Television Networks

ABSTRACT

With regard to sexual content, an argument is often made that sexual jokes, innuendoes, and behavior on television "go over kids' heads." To address this issue, focus groups were conducted with children between the ages of 8 and 13. Children viewed a tape of a selection of clips containing sexual content from programs aired in 1996 during the family hour. The children were separated by gender and age groups. In some instances, parents watched their child's focus group and participated in a focus group of their own. Results showed that: (1) children generally understood sexual content in the show excerpts; (2) they understood and said they liked best the shows that communicated clear, prosocial messages about sexual issues; (3) shows with mixed messages about sexual issues often left the children with confused messages themselves; (4) children took away messages about sex even from shows which were not purposely projecting messages about sexual behaviors, but which included sexual references or depictions; (5) children bring different understandings and attitudes about sexual issues to their viewing which may cause different interpretations; (6) most of the children, especially the younger ones, were made most obviously uncomfortable with the visual portrayals of sexual scenes; (7) some parents were unaware of how much sexual content there was on television their children watched, and how much their children understood; (8) parents expressed concern about some of the sexual messages on television (9) some parents say television helps them broach important issues, like sex, with their children; and (10) parents say they realize that they need to find out more about what their children are watching, and make sure they are talking with them about what they see on television. (EV)

 * Reproductions supplied by EDRS are the best that can be made *
 * from the original document. *

PS

ED 409 082

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

This document has been reproduced as received from the person or organization originating it.

Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.



The Family Hour Focus Groups: Children's Responses to Sexual Content on TV And Their Parents' Reactions

A report by The Kaiser Family Foundation and Children Now

Focus groups conducted by:
Fairbank, Maslin, Maullin & Associates

PERMISSION TO REPRODUCE AND
DISSEMINATE THIS MATERIAL
HAS BEEN GRANTED BY

Amy Dominguez-
Arms

December 11, 1996

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)

PS 025013



FAMILY HOUR FOCUS GROUP REPORT:
Children's Response to the Sexual Content on Family Hour Television,
And Their Parents' Reactions

According to the Nielsen television ratings, on any given evening more than 6 million children under the age of 11 are watching shows on the four major networks during the so-called "family hour," the first hour of prime time programming -- shows such as *Beverly Hills 90210*, *Roseanne*, *The Nanny* and *Friends*. More children watch TV during this time period than on Saturday mornings or weekday afternoons, and in fact, seventeen of the top twenty-five programs watched by children ages 2-11 are broadcast during prime time, when sexual content is more likely to be aired.

Concern about what children see on television has prompted policymakers to pass legislation requiring that a "v-chip" is included in all new TV sets manufactured in the U.S. so that parents who desire to can restrict their children's television viewing. For use with the v-chip, the television industry agreed to develop and implement a ratings system. Now some legislators are calling for the networks to agree to broadcast only programs that are appropriate for all ages during the early evening hours. At the center of this debate lie unresolved questions about how and to what extent children respond to and are affected by the messages they see on TV. With regard to sexual content, an argument is often made that sexual jokes, innuendos, and behavior on TV "go over kids' heads." To address this issue, the Kaiser Family Foundation and Children Now conducted focus groups with children between the ages of 8-13 years old, in an attempt to examine to what extent children understand the sexual content they see on television and what messages they take away from it.

The children in the focus groups viewed a tape of a selection of clips containing sexual content from programs aired in 1996 during the family hour. (Brief descriptions of the excerpts the children saw are included at the end of this summary of findings.) The children were separated by gender and age group (8-10 year olds and 11-13 year olds). In some instances, parents watched their child's focus group through closed circuit TV and afterwards, participated in a focus group of their own.

All of the children who participated in the focus groups reported in a pre-survey that they watched at least some of the shows excerpted on the tapes they saw in their focus groups. The clips on the focus group tapes were all from shows that, according to the Niensens, are popular among children of these ages. In fact, during the focus groups, most of the children appeared to be familiar with many of the shows featured on the tape they saw. The children commented, "I love this show," and "I saw that episode, you want to know what happened?" when many of the segments were being shown to them. They also identified several of the shows appearing on the tape as among their "favorites," most often naming *Ellen*, *Fresh Prince of Bel-Air*, and *Friends*. Many of the children also appeared to be already familiar with some of the characters on the clips they saw, referring to them by name and discussing their relationships with other characters -- as well as past storylines.

A slightly different sampling of family hour shows was shown to the 8-10 year olds than was shown to the 11-13 year olds, although the content chosen for both tapes was representative of the type of sexual content in shows that air during the time period. The programs chosen were by no means either the most graphic in their depiction of sexual behavior or the most sexually explicit in their dialogue. In fact, the tapes contained an over-sampling of clips from shows emphasizing a socially-responsible message about sexual issues, such as a piece about the consequences of teen pregnancy.

The children generally understood sexual content in the show excerpts they watched during the focus groups.

When the moderator asked a focus group of 8-10 year old girls what the clips they had seen had in common, the girls chorused “Sex,” “Sex!” and “Intimacy.” In response to the moderator’s query after each clip, “What was this clip about?” children in all of the focus groups often simply responded, “Sex,” although some were more hesitant about using the word “sex.” For example, one 8-10 year old girl said the clips were about “you know ... six with an ‘e’,” and other children said they were about, “S-E-X,” spelling rather than saying the word. But, once at least one child actually said the word “sex,” most of the others in the group would begin to discuss more openly the sexual nature and context of the clips.

Even when the clips were of a less overtly sexual nature, the children understood the underlying sexual issues being dealt with. For example, in *Boy Meets World*, in which two younger teens are kissing on their first date at a coffee shop, the kids understood that the girl didn’t want another date with him because he was “too into kissing” and not interested in doing other things with her of a non-sexual nature, like going on a picnic. An 8-10 year old girl explained that the girl left “because all he wanted to do was kiss her and stuff... and she wanted to know more about him, and ... talk and for him to listen to what she had to say. And he didn’t want to.”

Even when the subject matter was less apparent -- such as jokes or innuendos about sex -- most of the older children and at least some of the youngest still “got” what they were watching.

Although, without doubt, some sexual content “went over the heads” of some of the children, a significant number, including some of the youngest, did “get” even the sexual jokes and innuendos. Although at least one 8-10 year old boy took a joke in *The Nanny* about someone losing her “virgin ... airlines ticket” to be indicating “that she couldn’t get another [ticket] for free, she had to buy another one.” Others in the same age range understood the clip, which was shown only to 8-10 year olds, to be about her “virginity.”

While some of the younger children were less likely to get other sexual references, most of the older group were very well aware of what was happening. About a reference to whipped cream in the bedroom on *The Jeff Foxworthy Show*, one 8-10 year old boy, said the scene implied that “[the couple was] going to re-enact their wedding and feed each other the cake.” Yet, on the other hand, at least some of the 8-10 year olds -- and almost all of the older groups of children -- said they understood that the joke about whipped cream in *The Jeff Foxworthy Show* to be about a man intending to “squirt whipped cream all over [his wife] and lick it off.”

The children understood and said they liked best the shows that communicated clear, pro-social messages about sexual issues.

Two of the clips the children watched were from shows that had devoted entire episodes to addressing a topic of the risks or responsibilities related to sex. Both present teenage characters dealing with sexual situations. One was a segment of *Malibu Shores*, a show about a group of high school students, in which one of the main characters faces the possibility that she may be unintentionally pregnant and considers the consequences she would face as a teen mother if she were. The other clip, from an episode of *The Fresh Prince of Bel-Air*, also deals with teen sexuality. In this show a high school age girl contemplates becoming sexual activity for the first time. After talking it over with her boyfriend, she ultimately decides she is not ready now to begin a sexual relationship.

About the *Malibu Shores* storyline, the children said the message they got was that, “If you’re worried about your future, you shouldn’t have sex” (11-13 year old girl) and “Even condoms aren’t 100%,” repeating almost verbatim some of the lines in the show. Some of the older boys commented that they took the show’s message to wait to have a baby until you “finish college” was a good one, especially since most shows don’t have socially responsible storylines -- “[they are] just entertainment mostly” (11-13 year old boys). After viewing the clip from *The Fresh Prince of Bel-Air*, they said the character’s older brother was worried about her because “she was too young to have sex,” and was concerned about her “getting sexually transmitted diseases” or

“getting pregnant,” two issues that were mentioned on the program. They also said the show was about “not having sex until you’re ready.”

Also noteworthy is the fact that many of the children mentioned these particular clips, especially the one from *The Fresh Prince of Bel-Air*, as their favorites because “[the shows] taught me something,” or because “[the character in *Fresh Prince*], like, stood up for what she believed in. She wasn’t ready to have sex and she told him” (11-13 year old girls). One of the girls said the *Fresh Prince of Bel-Air* clip was her favorite clip because “it was more realistic and it showed a positive side of a relationship. Instead of the man trying to take control, he understood where his girlfriend was coming from...[when she decided not to have sex]. He said, ‘That’s okay, I understand’” (11-13 year old girl).

Many of the children, particularly older groups, said they thought television could play a role in communicating positive messages about sexual matters to its younger audiences. One 11-13 year old boy said some shows can successfully “teach you something” and still be funny, like an episode of *Friends* he saw at home in which, as he described it, the characters had only one condom for two couples who wanted to have sex, so “one of those groups didn’t have sex. So that -- it was like, funny and they were, like, arguing over it and stuff. ...[But it’s teaching you] they’re making a wise choice by not sleeping together.”

On the other hand, shows with mixed messages about sexual issues often left the children with confused messages themselves.

About one clip from *Melrose Place*, in which a man successfully seduces his female business partner even though she initially tells him she’s not interested, some children said they thought the female character really wanted to be seduced by the man, explaining “She said no... but see -- when she got all into it at the -- like [after] a second or something, she was like, ‘Well, let’s go with it’” (11-13 year old girl). Another 11-13 year old girl said she thought the scene was about the man trying to dominate or take advantage of the woman: “I think the man’s trying to take

control in this situation. Like what they show on TV and talk shows and stuff. They show that the men try to be the boss.” Yet another young girl was concerned that boys watching this show might think it’s okay to force girls to have sex with them: “It’s on at 7:00 p.m. on Mondays [in Chicago] ... and that’s when usually most kids watch TV and you’re showing kids that. If some boy was watching and sees that like, you could just do that to a woman and you can just keep doing this...!” A couple of the older boys thought the message of the clip was that girls say “‘No,’ but you know, they really mean ‘Yes’” (11-13 year old boy).

The episode from *Beverly Hills 90210* that was excerpted for the tape proved to be a unique case because while on one level the show appeared to be intending to project a positive, socially proactive message about abstinence, in reality, it sent kids a mixed message about how “difficult” it is to not have sex even for 24 hours. The clip shows a group of college students participating in a 24-hour “sex out” to raise awareness about abstinence and AIDS. Much of the episode, however, is about one of the female characters trying to get her boyfriend to break his 24-hour vow of celibacy. The children understood that the show was about “abstinence” and “not having sex,” but noted that “it still sounded like they all wanted to have sex” (11-13 year old girl). One 11-13 year old boy, when asked what the message of the show was said, “They were saying not to have sex is hard, but it’s still ... they weren’t saying anything, really.” Although at least one older girl said, “I think [the episode] is pretty good because they’re trying not to have people have sex,” the others pointed out, “[The women are] like, in slut clothes.”

The children took away messages about sex even from shows which were not purposely projecting messages about sexual behaviors, but which included sexual references or depictions.

The children knew that, in the clip from *Ellen*, Ellen’s roommate, Spence, had slept with a woman as a “one night stand” and that Ellen was very upset with Spence for sleeping with someone he had earlier called an “idiot.” Some of the other younger children outright stated they were confused by the scene: “He just brought her into the house because he wanted to have fun and he didn’t really like her?? That’s weird” (8-10 year old girl). However, other children’s perceptions

about why Spence slept with a woman he doesn't like varied widely. Many of the younger boys and girls thought the message was "he didn't want to be with her because she was goofy" (8-10 year old boy) or because "she was kind of like corny" (8-10 year old girl). Other kids knew that Spence had sex with the woman only because "he liked her body" (an 8-10 year old girl). Some of the older children were more likely to understand why Ellen was upset with her roommate, such as one 11-13 year old boy who said she was mad "because she thought he shouldn't be using [the woman] just to sleep with her if he really don't like her."

Children were also confused by what the point was of a scene from *Dr. Quinn, Medicine Woman* in which Dr. Quinn and her husband are passionately kissing and undressing each other in their bedroom when their son, Brian, knocks at the door, and asks his mother for help on his essay. Dr. Quinn tells her son she can't help him until the next morning. Kids in both ages groups were upset that the clip showed Dr. Quinn ignoring her son's request for help in favor of her husband's advances: "She didn't care what Brian wanted... because they were going to do nasty things," said one 8-10 year old boy. One girl said the *Dr. Quinn* clip was her least favorite because "they just wanted to have sex instead of helping their children. They were thinking of themselves more than their kids" (11-13 year old girl).

What kids bring to their TV viewing: how their different interpretations of scenes may reflect different understandings of and attitudes about sexual issues.

The children in the focus groups clearly brought their own experiences and different levels of knowledge and awareness to their television viewing. For example, when asked what a "sexually-transmitted disease" was, after the term was mentioned on *The Fresh Prince of Bel-Air*, many of the children said "AIDS." One 8-10 year old girl told the group she gets her information about sex from her sisters, "cuz when they get their period, my mom gives them this book, um, about the body hair and why you have your period and stuff."

When talking about one clip in which a condom is mentioned, most of the children said they had heard of condoms before seeing the show, and several said they knew that a condom was something a man puts over his “thing” to prevent pregnancy or “AIDS.” Some of the younger children, however, were less familiar with the concept, like one 8-10 year old girl who when asked what a condom is said, “I know what a condo is... It’s a small house!” A couple of the more knowledgeable 11-13 year old boys and girls talked about girls they knew who had been pregnant and miscarried or had a baby when they discussed how realistic some of the shows were.

The children also often cited TV itself as one of their sources of information about sexual matters, referring to past shows and episodes as where they first heard or saw a particular sexual term, joke, or behavior. For example, one of the 11-13 year old girls thought it was “realistic” that the male and female characters in *Friends* talked about sex in public with another because “I’ve seen that on *Seinfeld*.” Another 11-13 year old girl said she knew that the reference to whipped cream on the *Jeff Foxworthy Show* meant the character was going to “spray it all over the girl’s body.. and then... lick it off” because she had seen it on TV before: “I have cable and... they always give you previews of what it’s about and they show you pictures and so I just seen them and sometimes they do the whipped cream...” When the older group of girls discussed how the boyfriend reacted to his girlfriend’s decision to not have sex yet in the *Fresh Prince of Bel-Air*, one girl volunteered that “sometimes [boys] will make you. They’ll rape you if you don’t,” a topic that was not mentioned or implied in the clip of that show. At that point, another girl added that she also knew about rape, from a made-for-TV movie she saw at home: “I watched the movie, ‘She Cried No,’ and it said at the end that most rapes are in freshman year of college.”

Many of the children, especially the younger ones, were made most obviously uncomfortable with the visual portrayals of sexual scenes.

The children, especially the younger ones, appeared to be made the most uncomfortable by visually portrayals of sexual behavior, as compared to scenes in which sex was talked or joked about. For example, the 8-10 year olds expressed the most distaste and discomfort with the *Dr.*

Quinn, Medicine Woman clip in which Dr. Quinn and her husband are seen kissing and fondling one another on a bed. All of the girls joined in squealing, “Eeeewww!” “Grossssss!” “Make it stop!” and “Change the channel now!” Some girls covered their eyes with their hands, while one girl chanted with her eyes closed, “I’m not looking, I AM NOT LOOKING, I AM NOT LOOKING...” Later, two of the girls made these comments about the segment: “It was inappropriate,” and “I think it’s more for people who like to watch romantic scenes and things. But not for children.” Some of the younger boys also found the more visual clips distasteful or “gross.” One 8-10 year old boy thought all of the clips aired were offensive: “I think all those special episodes [the clips] are disgusting and stupid... because it doesn’t make sense to do that [sex] on television at least... because like, kids be watching that.” The *Dr. Quinn, Medicine Woman* clip was the least favorite clip of the 8-10 year old boys, who called it “boring.”

Some of the oldest children were also uncomfortable when the sexual behavior was more visually explicit, such as in the *Dr. Quinn* segment, saying it was “gross,” “stupid,” and “I usually change the channel” (11-13 year old girls).

What Were Parents’ Reactions to The Sexual Content on TV?

Some parents were unaware of how much sexual content there was on the television their children watched, and how much their children understood.

Many of the parents were surprised and even shocked at how much sexual content is broadcast during the family hour. “...I’m surprised so much [sexual content] is in the shows at that time. I still think, to me, 8:00 is still ‘family hour,’ and you know, sometimes I kind of sit there and cringe, you know. I’m like, ‘Oh! I wonder if [the children are] getting it!’” (mother of an 8-10 year old boy).

Some of the parents were also surprised to find out how much of the sexual innuendos, jokes, and behavior their children understood. “I was quite surprised by how [the child] was commenting on

the programs she saw. She knows a lot more about intimacy and sex than I thought she did,” one mother of an 8-10 year old girl commented. But she pointed out, “But I don’t see it as being a bad thing -- at least she knows what she would and wouldn’t do.” Another mother of an 8-10 year old girl said she knew her daughter “knew about the AIDS part [but] as far as the condom part, I didn’t even know she knew it until this discussion because it’s never been brought up, you know? I know it flew by the TV a few times, but she’s never asked me, ‘What is that?’”

Parents expressed concern about some of the sexual messages on television their children were exposed to.

A few parents felt that, judging from the clips shown in the focus group, the programs aired during the family hour are “not age-appropriate, you know. That’s the time that kids that age -- they’re 9 years old -- that’s the time that those kids are awake. I can’t see why those shows can’t be on just a little bit later... At 9 years old, I just don’t think it’s necessary to display some of the sexual connotations that are in there” (mother of an 8-10 year old girl).

Some parents appeared frustrated that television was encouraging their children to grow up too soon. One mother of an 8-10 year old boy commented, “What I found interesting about so many shows having a sexual nature -- is it that society now is trying to grow our kids up before we want them to?” She added later, “You do want to be able to wash the dishes for a second or so and not worry about him learning about sex before you want him to.”

Parents also worried that so much sexual content on the shows their children watched was bound to have an impact on them, possibly negative. One mother explained, “By being bombarded with so much of it, eventually something’s going to have to click.” These parents also worried about the power the medium of television has over children: “What seemed to be kind of scary -- and this is where the TV comes in -- if they present the subject matter with people that the children think are cool, the children are gonna latch onto it as something that’s OK to do...” (father of an 8-10 year old girl).

Some of the parents worried that their children might pick up incorrect information or undesirable messages about sex from TV if they watch it without parental supervision: “Sometimes I’ve heard my daughter -- sometimes when she doesn’t know I’m in the kitchen or whatever -- and she’ll watch something and then her and her friends will start discussing it, and the whole topic just gets blown out of proportion” (mother of an 8-10 year old girl), and “Well, I think they take advantage of the mother doing the dishes in the kitchen ... I’ll say, ‘What are you watching in there?!’ I’ll say, ‘Turn that channel,’ but I don’t think they turn the channel. They just turn the volume down and read the lips -- that must be what they do!” (mother of an 8-10 year old boy).

Some parents say TV helps them broach important issues, like sex, with their children.

Many parents seemed to feel that television could sometimes be a useful ally in helping them bring up important subjects with their children. One parent commented that TV shows “teach my daughter something. She gets to see different ways of handling situations, and I think that’s a good thing” (parent of an 8-10 year old girl). Another parent of a child the same general age noted, “It’s a good thing, when the topics do come up. I know for my daughter, that’s when she’ll ask a question.”

One of the fathers of the 8-10 year old girls also commented that while he agreed that a lot of family hour shows air inappropriate material for children, “it depends” on the show, because “the *Fresh Prince* segment had a positive message: ‘You can say ‘No’ in that kind of intimate situation.’”

Parents say they realize that they need to find out more about what their children are watching, and make sure they are talking with them about what they see on television.

Some parents felt that they should start watching the family hour shows with their children more often, rather than use the time when their children are watching television to do chores. One mother of an 8-10 year old girl said she will continue to let her daughter watch family hour

programs, but now “maybe [I’ll] sit down with her and watch the program a bit so I could explain [it] to her.” Usually, she said, “I hardly even watch TV during like, 7:00 to 9:00, [because] I’m like, doing the dishes [and other chores].”

Another mother said she’s also going to continue to allow her 8-10 year old daughter watch shows broadcast during the family hour, but now she plans to talk to her daughter more often about the subject matter being presented on the shows: “If she’s gonna watch TV then, you know, we need to talk more about what’s being seen on TV. I need to realize she knows more than I thought she knew!”

Methodology

The focus groups were conducted for the Kaiser Family Foundation and Children Now by the public opinion research firm, Fairbank, Maslin, Maullin and Associates. A total of eight focus groups were conducted among children 8-13 years old in Chicago, Illinois and San Jose, California. The children were separated by gender and age group (8-10 year olds and 11-13 year olds). The children and parents represented a mix of ethnic backgrounds and were from suburban and urban communities. The parents of the younger groups in Chicago and all of the groups in San Jose watched their children through closed circuit TV and participated in a focus group of their own afterwards.

During the focus groups, the children viewed a videotape of clips from programs that aired in 1996 during the family hour. The content shown to the children reflected the range of approaches to sexual content found during the family hour programs. The shows chosen were by no means either the most graphic in their depiction of sexual behavior or the most sexually explicit in their dialogue. The tape included an over-representation of programs that raised issues regarding sexual risks or responsibilities. Each of the clips came from shows with more than a million viewers under the age of 11.

APPENDIX:

SUMMARY OF CLIPS SHOWN TO FOCUS GROUPS

Shown to 8-10 year olds:

Boy Meets World

As the show opens a young teenage couple are sitting in a booth at a coffee shop kissing across the table. It is their first date. They talk about kissing and she comments that he seems to be a “real expert.” She suggests things they can do on their second date -- volunteer at a blood drive, go on a picnic -- but he only wants to kiss. She tells him he’s too into kissing and leaves. He sits in the booth confused about “what just happened here?”

The Nanny (not shown to children in San Jose)

The nanny, Fran, is in the kitchen with the children she cares for. She makes a remark about being reminded about the time she “told [her] mother I lost my virgin...um, airlines ticket,” clearly altering the end of her statement when she notices the children. The youngest child asks, “Wouldn’t they give you another one?” and Fran says, “No, honey. When you lose that ticket, it’s non-refundable.”

Dr. Quinn, Medicine Woman (not shown to children in San Jose)

Dr. Quinn’s husband is undressing her while she tells him that she doesn’t think her teenage daughter is ready to date. He runs his hands under her skirt and up her thigh, kisses her toes, and unbuttons her blouse. He is not wearing a shirt. The couple begin kissing and excessively fondling one another, when Dr. Quinn’s son knocks on the door asking for help with his homework. His mother replies that she’ll help him tomorrow and her husband commends that decision.

Friends

One of the young 20-something characters on the show, Phoebe, is complaining to her friends at the coffee shop that her date “won’t put out.” One friend suggests that he may “drive on the

other side of the road,” and after some confusion about whether he is British, Phoebe assures them he isn’t “gay.” She further explains to them that when they were dancing she looked into his eyes and she could feel he was attracted to her. Another friend says, “Yeah, but what can you tell from a look?” Phoebe says she “felt it on [her] hip.”

Ellen

Ellen is making breakfast with her male roommate, Spence, when an attractive blonde woman walks unexpectedly out of his bedroom combing her hair. She chats with Ellen and Spence for a few moments, and then heads for the door. After fumbling with the knob she eventually gets the door open and leaves. Ellen says to Spence once the woman is gone, “You slept with her!” When he admits he has, she says, “But you said she was an idiot,” and he says, “I know, but it won’t happen again.” Ellen asks him if he told her that and he says, “Not in so many words.”

The Jeff Foxworthy Show

A couple is celebrating their anniversary and the grandparents are taking care of their son. The wife says to her husband as she is walking upstairs to go to bed, “Get the cake,” and continues on in a suggestive manner. As the husband opens the refrigerator, she yells, “No whipped cream!” He looks mischievously at the camera, grabs the honey instead and heads up the staircase.

Fresh Prince of Bel-Air

A high school age girl, Ashley, is talking to her girlfriends about whether or not she is going to “make love” to her boyfriend that night and lose her virginity. She explains that her boyfriend is going away to college the next day and she may not see him for quite some time. Ashley’s brother and cousin overhear her conversation and panic, talking to one another about their worries that Ashley will be risking pregnancy and sexually transmitted diseases if she has sex that night. Later, Ashley and her boyfriend talk about whether to begin a sexual relationship and, ultimately, she decides she is not ready to have sex now. Her boyfriend is very understanding about her decision.

Shown to 11-13 year olds

Dr. Quinn, Medicine Woman (not shown to children in San Jose)

Friends

Ellen

The Jeff Foxworthy Show

Fresh Prince of Bel-Air

Melrose Place

A man and a woman are discussing a business deal in an apartment. She is explaining she is angry with him for having “used her” and stealing her idea. He moves to the couch and leans over her saying, “You like the danger. You can’t resist me.” He then climbs on top of her, unbuttons her blouse, and kisses her. She says, “No,” but does not resist his advances.

Malibu Shores

A high school girl tells her friend that she might be pregnant. She only slept with the guy once and she used protection, but her period is five days late. Later she gets a home pregnancy test and goes to her girlfriend’s house to take it. They talk about what life would be like if she were pregnant -- can she finish school, go to college, have a career? It turns out she is not pregnant.

Beverly Hills 90210

A group of college students announce a Valentine’s Day sorority party that includes a 24-hour “sex out” to raise awareness about AIDS and abstinence. One of the male characters signs the pledge. However, his girlfriend, who does not sign it, bets him that she can entice him to have sex with her before the 24 hours are up. She dresses up in sexy black lingerie, showing lots of cleavage, and attempts to woo him.

96-1465-04



U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement (OERI)
Educational Resources Information Center (ERIC)



NOTICE

REPRODUCTION BASIS



This document is covered by a signed "Reproduction Release (Blanket)" form (on file within the ERIC system), encompassing all or classes of documents from its source organization and, therefore, does not require a "Specific Document" Release form.



This document is Federally-funded, or carries its own permission to reproduce, or is otherwise in the public domain and, therefore, may be reproduced by ERIC without a signed Reproduction Release form (either "Specific Document" or "Blanket").