

TELEVISION VIEWING PRACTICES OF FOUR AND
YOUNG FIVE YEAR OLDS

By

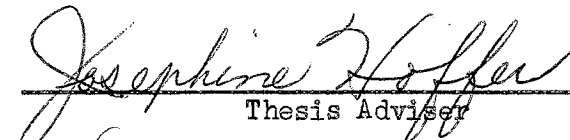
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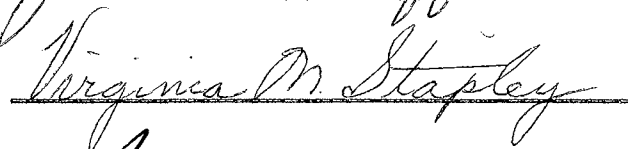
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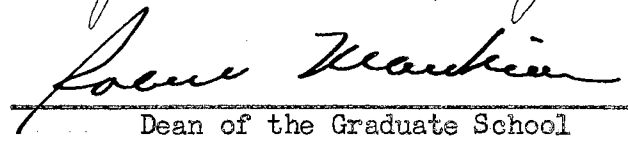
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TELEVISION VIEWING PRACTICES OF FOUR AND
YOUNG FIVE YEAR OLDS

Thesis Approved:


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JAN 2 1962

To

My Mother and Father

Vivian and Preston Keely

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PREFACE

There has been little research conducted on the television viewing practices of young children. The purpose of this investigation is to determine what are the television viewing practices of four and young five year old children.

The investigator wishes to acknowledge her indebtedness to the mothers who made this investigation possible; to Dr. Josephine Hoffer, Adviser, for her interest, guidance, and assistance which made this investigation an interesting challenge; to Dr. Virginia Messenger Stapley for her critical reading and her encouragement throughout the writer's graduate study; and to Dr. Elizabeth Starkweather for her assistance in construction of the interview schedule.

Special thanks go to my parents for their encouragement and help, and to my brothers, George and John for their interest and cooperation.

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CHAPTER I

THE PROBLEM

The television viewing practices of individuals of all ages have been the subject of much interest and concern to those persons working in the areas of human development. Television, as a mass media, is available to all age groups, and thus a study of the viewing practices of any one of these groups should be of value. This investigator is particularly interested in young children, and since it is apparent that individuals begin viewing television at an early age, the findings of this study should contribute some answers to the question: What are the television viewing practices of four and young five year old children?

Needs for the Investigation

The relative newness of television as a mass media has been a contributing factor to the lack of comprehensive research in the area of telecommunications. Carpenter (6) emphasized the need for filling this gap when he wrote:

Such a widespread and growing technological social phenomenon in our culture should challenge the research interests of psychologists. Television is most certainly restructuring the configurations of our society and culture and is both directly and indirectly influencing the behavior of millions of people. Thus psychologists, along with other behavioral scientists, have both personal and professional responsibilities for research related to telecommunications. (p. 606)

Himmelweit (13), in her research concerned with the effects of television viewing on school children in England (1958), implied the needs for

basic research in all aspects of telecommunications to form a basis for further study and investigation.

Needs for Research with Young Children. Research related to the television viewing practices of preschool children has been conspicuous by its absence. Himmelweit (13) stated that, "Research is needed to examine the effects of television on the country child, the very young child, and the disturbed child." (p. xv) She further emphasized this need in relation to the television viewing practices of young children when she wrote:

We should like to see more studies of other age groups, especially of young children. The mothers' observations on the under-sevens, which we collected, suggest that young children learn much from television, and are also especially responsive to the leads offered by children's programmes. It would be interesting to see whether with this age group the programmes specifically designed for them make less impact than those aimed at older children; this would be in line with our findings for the two older age groups, with whom adult programmes were more popular than children's programmes. (p. 407)

Seagoe (25), in developing criteria for children's television programs stated that, "The consensus is that no new codes are needed, but that much greater understanding of children and what they want and how they react is needed." (p. 236)

Needs for Research Related to Children's Viewing Practices of Crime and Violence on Television. The need for knowing what young children are viewing on television is further substantiated by the concern of parents and educators over the influence of televised crime and violence on the child audience.

A United States Senate Subcommittee (14), established (1956) under the leadership of Senator Estes Kefauver, investigated many of the possible influences in the society which might be responsible for the increase of juvenile delinquency in the United States. One aspect of this investigation was: "to determine the negative effects, if any, resulting from

the increased exposure, and in dramatic form, of boys and girl to presentations of crime and violence via television." (p. 2)

The United States Senate Subcommittee (14), in its investigation of juvenile delinquency emphasized the fact that there was a lack of research producing conclusive evidence on the effects of crime and violence presentations on children. This committee pointed out, however, that many qualified persons expressed fears regarding the influence of these programs on young children.

The National Association for Better Radio and Television compiled the opinions of psychologists, psychiatrists, and individuals working with young children on the effects of television crime and violence, and this compilation was published as a part of the United States Senate Subcommittee Report (14). Arthur R. Timme, a psychiatrist, stated, "My experience as a child psychiatrist over a period of years, leads me to the conclusion that television crime programs have a very deleterious effect on the minds of growing children." (p. 73) Dr. A. Jenov, another psychiatrist, stated, "In my practice with children, it is certainly evident that crime programs are a contributing factor to childhood neurosis." (p. 79)

In this same publication Dr. M. J. Freeman, a psychologist, supported this view concerning delinquency related to television viewing:

Television programs whether of a criminal or noncriminal content which stimulate fearful reactions in children are definitely harmful to the formative personality structure. In view of the fact that television appears as a daily activity, it can and does exert a very great influence in the establishment of emotional maladjustment. (p. 75)

Dr. Charlotte Buhler, a psychologist, further stated:

It is a well established fact that audio-visual learning is one of our finest tools in education. To have television defeat this purpose by presenting to the children the sordid negativistic attitudes some people have toward life and presenting this in dramatic form cannot help but have its repercussions, particularly with those children who are already hostile to society and can be so easily led into delinquency roles. (p. 73)

The United States Senate Subcommittee (14) also received reports from members of the Medical Correctional Association and the Academy of Forensic Sciences in the form of letters to the Subcommittee. Dr. Irving J. Sands, M. D., Brooklyn, N. Y., reported to the Subcommittee: "I believe that there is a definite relationship between these presentations and the increasing extent of juvenile delinquency." (p. 116)

H. M. Janney, Medical Director of the Bureau of Prisons, Washington, D. C., reported in a letter to the Subcommittee: "I am certain that many of our programs constitute a grave hazard to the proper development of our young citizenry." (p. 105)

Joseph Hughes, a Professor of Psychiatry at the Woman's Medical College, Philadelphia, Penn., wrote: "It is my clinical experience that delinquency and behavior disorders can and may be precipitated by radio and television programs on crime and violence." (p. 104)

Some of the letters to the Senate Subcommittee expressed disagreement over the influence of television presentations on children. One example of this disagreement was found in the letter to the Subcommittee from Gilbert J. Rich, Director of the Roanoke Guidance Center, Roanoke, Va.. Dr. Rich stated, "My opinion, based on many years of experience, is that the harm done by the various mass media is greatly overrated." (p. 110)

The various reports to the United States Senate Subcommittee (14) were summarized as follows:

First....violence materials are anxiety and tension producing. The well-adjusted child may well be able to tolerate added tension that would be acquired through viewing television, but the emotionally crippled or damaged youngster may have very little tolerance for this added tension that has been introduced into his life through the television set in the front room.....(p. 33)

The second possible detrimental effect....is that materials presented in scenes of crime and violence may well teach techniques of crime. (p. 34)

The third contention was that acts of crime and violence may provide both suggestions and a kind of support for the hostile child, leading him to imitate these acts in expression of his own aggression. (p. 34)

Fourth, it was also feared by some that repeated exposures to scenes of crime and violence may well blunt and callous human sensitivity to, and sympathy for, human suffering and distress. (p. 34)

The (Senate) subcommittee would like to reiterate: this is not positive proof that television programs are harmful; that there does exist a controversy among professional people in the field; that there is enough professional opinion to warrant the inauguration of long-range research; and that it is expedient that measures be taken at the present time. (p. 35)

Himmelweit (13), in her study of the effects of television on children in England, found evidence to support the Senate Subcommittee report on the influence of crime and violence programs on children:

We have not proved any causal relationship between seeing the programmes and behaving undesirably; but what relationship exists we have shown to be more likely to be harmful than desirable. We find little evidence that these programmes [containing crime and violence] are desirable as a means of discharging tension (they often increase it), but do find evidence that they may retard children's awareness of the serious consequences of violence in real life and may teach a greater acceptance of aggression as the normal, manly solution of conflict. The main negative or harmful effects of these programmes lie in preventing, by taking up so much time, the development of alternative, more worth-while programmes. (p. 220)

Himmelweit (13) felt that the findings of her research were sufficient to warrant:

(1) a reduction in the number of crime and violence programmes shown at times when children are likely to view;

(2) far more supervision of the vicious, though often short, episodes of violence and aggression in these programmes, and

(3) research, not merely into whether these programmes really do harm—this we think has been sufficiently explored—but into the more important question of how to devise programmes which incorporate the successful ingredients of crime, detection, and Western programmes and yet present themes and characterizations which are morally and socially more worthwhile. (p. 220)

Needs to Determine the Scope and Frequency of Television Viewing of Young Children. The frequency with which crime programs are watched is of utmost importance; since it is likely that children who view these

programs once or twice would not be affected in the same way as children who view these programs regularly.

The United States Senate Subcommittee (14) emphasized the need for knowing the content of programs, particularly those containing crime and violence, viewed by children. Himmelweit (13) stated, "It is important not to concentrate too exclusively on the effects of programmes containing violence, but instead to focus on the whole range of programmes that present a view of life to the child." (p. 44) This implies the value of knowing "the whole range of programmes" the child is viewing and how frequently he is viewing them.

Needs for Finding Children's Reasons for Viewing Television. Seagoe (24) stated that, "There remains the question.....whether children see these programs regularly because they really enjoy them or because the shows happen to come at times when the radio or television set is on anyway." (p. 151) Seagoe (24) further stated that, "There is the suggestion that frequency of listening or viewing is different from intensity of enjoyment." (p. 152) This same point of view was given by Himmelweit (13) when she stated that, "Children gave much of their time to television, but far less of their interest." (p. 220) The findings of both Himmelweit (13) and Seagoe (24) imply that there may be other reasons for children viewing television than just liking the program. This supports the need for knowing the reasons for children viewing television programs.

The importance of knowing why children are viewing certain programs in itself is not enough; it is just as important to know why they are not viewing certain programs. Himmelweit (13) stated that, "Viewing seemed to become a habit on which the child fell back when nothing more interesting was available." (p. 12) This implies that the presence of interesting activities may provide a reason for not viewing television.

The concern felt by parents, and those persons working with young children, over the influence of television crime and violence on young children makes it imperative to investigate the scope and frequency of children's television viewing as well as their reasons for viewing or not viewing. The review of literature related to young children and their television viewing practices revealed a need for further research in this area.

Purposes of the Investigation

Based on the foregoing needs the overall purpose of this investigation is to determine the television viewing practices of four and young five year old children as reported by mothers. Specifically the purposes of this investigation are:

- (1) to determine the relative frequency with which the various types of programs are viewed by four and young five year old children.
- (2) to determine the reasons stated for children viewing or not viewing the various types of television programs.

CHAPTER II

REVIEW OF THE LITERATURE

Research related to any aspect of the television viewing practices of children is limited. One extensive research project has been conducted in England by Himmelweit (13) with financial support from the Nuffield Foundation. Himmelweit (13) studied the television viewing practices of school children in England.

Research and opinion publications related to the television viewing practices of children can be divided into five major areas: (1) time spent in viewing; (2) negative aspects of children's television viewings; (3) positive aspects of children's television viewing; (4) television viewing preferences of children; and (5) parents' role in children's television viewing.

With the exception of the research done by Himmelweit in England, the foregoing areas have been investigated in small and unrelated studies supplemented by many articles based on opinion.

Time Spent in Television Viewing

Due to the concern felt by parents and educators about the amount of time spent by children in viewing all types of television programs, much of the research has dealt with the amount of time spent viewing television.

Frances Horwich (7) stated:

Too much television is just as bad for a child as too much candy or too much loneliness or too much domination or freedom. Each of these leaves the child without enough of other important things he needs in his life. (p. 4)

Witty (33) conducted a series of yearly studies on the television viewing of school children. One factor studied was the time spent by elementary school children in viewing television: "From these studies it is clear that televiewing is a favorite leisure activity of elementary school pupils who persist in spending upwards of 20 hours per week in this activity." (p. 470)

Lazarus (15) in a study with school children supported Witty's findings when he wrote:

Median televiewing time for elementary pupils is 20 hours a week--- with a low of 13 hours in homes of high cultural levels to a high of 24 hours in homes of lowest socioeconomic areas. Secondary students spend about 20% less time than do elementary pupils. Girls on both levels spend about 10% more time than boys. (p. 241)

Himmelweit (13) found that English "viewers in both age groups [10-11 and 13-14 year olds] watched television for an average of 11-13 hours a week, or just under two hours a day." (p. 11)

Seagoe (24) found that: "In television time the average for all children is more than two hours daily, increasing slightly with age and decreasing slightly with socioeconomic status." (p. 146)

Himmelweit (13) found that:

It would appear that the amount a child views depends in the first instance on his intelligence, secondly on his personality and on how full and active a life he had led before television came on the scene, and thirdly on parental example. (p. 13)

Himmelweit (13) further stated that, "Consciously or unconsciously, children exercise choice in how much they view, and in the way they make time for viewing." (p. 3)

There is no evidence that the research findings on elementary school

children concerning the time spent in viewing would be applicable to preschool children. Abrams (1) stated: "There is.....some evidence that the younger children finish their viewing after an hour or two of watching adult programs." (p. 37) Sears, Maccoby, and Levin (26), although somewhat skeptical about their findings wrote that, "The reported average [as reported by mothers of kindergarten children] was an hour and a half. We are inclined to think this an underestimate." (p. 288)

Frances Horwich (7) stated that, "Preschool youngsters are television's most loyal viewers. Even the very restless ones will give their undivided attention to favorite TV programs." (p. 4)

Negative Aspects of Children's Television Viewing

At first the concern was for the amount of time spent by children in viewing television. Later this concern was supplemented by other concerns. Bogart (5) stated, "The five major fears about the mass media in relation to children might be called time, crime, passivity, adult material, and taste." (p. 26) Sears, Maccoby, and Levin (26) reported some of the fears of mothers related to their children's television viewing when they studied child rearing practices.

The dangers were thought of as twofold: TV kept the child indoors, and prevented him from doing the active, creative, or more educational things he might otherwise be doing; and second, the TV programs themselves were considered to be too full of fighting, murder, and harrowing interpersonal scenes. (p. 289)

Witty wrote, "One criticism of TV was repeatedly set forth by the parents and teachers---namely, the inferior quality of many TV programs for children." (33, p. 473)

The Senate Subcommittee (14) investigating juvenile delinquency expressed concern for the influence of television viewing on the preschool

child:

Young children may be termed a unique group. For them television is not intruding upon already established patterns. Because they can watch television long before they are old enough to read the printed word, and before they are old enough to go to the movies unescorted by their parents, they are apt to undergo heavy exposure to television in preschool days. (p. 7)

Evidence for the concern felt over the content of programs viewed by young children is supported by Maccoby's (16) findings:

It is interesting.....that at all age levels children seemed to do a majority of their TV watching during hours which are not exclusively devoted to children's programs, so that their exposure to a variety of adult programs must be considerable. (p. 424)

Positive Aspects of Children's Television Viewing

Horwich (7) stated, "Good television programs can truly enrich the life of young children, bringing them new experiences, new encounters with the world." (p. 4)

Witty (36) supported the positive values of television for children when he wrote:

By guiding children to choose programs with greater discrimination and by associating this strong interest with other desirable activities, we may discover that TV can play a positive role in children's development and welfare. (p. 289)

The mothers interviewed by Sears, Maccoby, and Levin (26) reported other advantages of television viewing: "Quite a few had found that viewing served as a soporific. It kept the child quiet and out of mischief." (p. 239) "Most of them felt TV did little or no harm, and it did help keep him out of mischief. It also had a further virtue in that depriving the child of seeing his favorite program could be an easy and effective form of discipline." (p. 291)

Albert (2) pointed out the possibility of other conditions influencing the effects of television viewing:

Mass media may be a positive and negative factor. Which of the two ways a particular mass media product may affect the audience exposed to it should depend upon the conditions of interaction between the media content and the consumer. (p. 228)

Himmelweit (13) also emphasized this "interaction": "Essentially the effects of television can best be seen as an interplay between the medium and the viewer." (p. 4) Himmelweit (13) later summarized her findings: "Whether television is good or bad for children depends on the programmes, the amount the child views, the type of child, the type of effects to be examined, and the context in which viewing takes place." (p. 41)

Television Viewing Preferences of Children

Maccoby (16) pointed out that children watch a considerable amount of adult entertainment on television. Himmelweit (13) found that they also seem to prefer adult programs:

Three-quarters of the votes for the most favoured programme went to adult programmes, particularly to crime thrillers and, to a lesser extent, to comedies, variety programmes, and family serials. Westerns were much favoured by the younger children. Other types of programmes, such as puppets, nature and animal programmes, and how-to-make programmes were not especially popular. (p. 13)

Abrams (1) supported the findings of Himmelweit: "A survey made among children from 8 to 15 in Great Britain shows that youthful TV viewers prefer adult fare to children's programs." (p. 35)

Segee (24) found that, "Children show distinct preferences for certain programs, especially adventure, family programs, and comedy." (p. 153) Witty (35) stated that, "The favorite programs, both of parents and children, are mainly of value for entertainment." (p. 355) Mahoney (18) supported Witty's findings: "The favorite programs seem to be chosen, in most cases, because they are amusing." (p. 239)

Parents' Role in Children's Television Viewing

Throughout both the scientific and opinionated literature there is emphasis placed on the parent's role in their children's television viewing practices. Witty (36) wrote, "Let us remember that TV is a problem mainly in homes where parents allow it to become and remain a problem." (p. 289) In another publication Witty (7) stated, "It is apparent that TV may be an asset when intelligent parents and teachers, working together, provide effective guidance and direction." (p. 5)

Himmelweit (13), on the basis of her findings on the viewing practices of English children, wrote:

It follows that parents and teachers should inform themselves about the programmes which are being shown, not only to prevent the child from seeing what is harmful, but—more important—to encourage him to view some of the worth-while programmes. (p. 47)

This suggestion is further supported by Himmelweit's (13) finding that, "When children are brought inadvertently into contact with programmes which do not, 'in anticipation', interest them, they often like them and may later even seek them out again." (p. 38)

Rainsberry (22) wrote: "Parents should monitor programs for children, for if we use television only as a baby-sitter, we must expect that negative influences on our children will pass unexamined and unchallenged." (p. 23)

Seagee (25) supported this point of view when she wrote, "The problem is not one of added limitations, but of studying the child audience and its reactions to television, of improving the shows now offered for children, and of using television wisely." (p. 232)

CHAPTER III

PROCEDURE

It should be recalled that the purposes of this investigation were twofold: (1) to determine the relative frequency with which the various types of programs are viewed by four and young five year old children; and (2) to determine the reasons stated by mothers for their children viewing or not viewing the various types of television programs.

Three important steps in general procedure were followed: (1) the development of the interview schedule; (2) the selection of the subjects; and (3) the analysis of the mothers' responses. A discussion of the steps in the development of the interview schedule and a description of the subjects will be presented in this chapter. The analysis of the mothers' responses will be found in Chapter IV.

Development of the Interview Schedule

The investigator assumed that four and young five year old children watch television and that mothers of four and young five year old children are aware of their children's activities and can report them accurately. These assumptions were basic to the development of the interview schedule.

Limited material was available to aid in the construction of an interview schedule which could be used for investigating the television viewing practices of young children. Reported research, concerned with

television viewing practices dealt with the school age child and young adolescent, and the researchers, having older children as subjects, were able to administer questionnaires in which the children could complete their own answers. This method is impossible to use with preschool children. The value of a direct interview with four and young five year old children leaves much to be desired. Yarrow (37) reports:

There has been a general reluctance to use the interview with children under 6 years of age because of the assumption that the preschool child's language comprehension, his language facility, and his lack of motivation to communicate preclude effective use of the interview. (p. 563)

Himmelweit (13), in a small pilot study prior to her extensive research project in England, asked mothers to keep a diary. She wrote:

A study was carried out in which a group of twenty-two mothers was asked to keep a week's record for their own and their children's viewing. They also recorded what they observed of their children's reactions and gave their own views about the manner in which television entered into their children's lives. (p. 33)

This investigator questioned Himmelweit's (13) method because the instrument in itself could have some influence on what the mothers would permit their children to view during the recording period, thus not giving a normal report of the viewing practices of the children.

First Trial Schedule. The interview schedule to be used in this investigation was developed in an exploratory manner. The investigator first talked informally with parents of young children concerning their children's television viewing practices and then discussed with the children some of their television viewing practices to obtain ideas and information on which to develop the interview schedule.

The information gained from interviews with parents and children, along with descriptions from research, and further discussions with faculty and students, was used to aid the investigator in designing the

interview schedule which was used to collect the data for this investigation.

The following steps were taken in constructing the first interview schedule:

(1) A face sheet was developed to obtain the pertinent information concerning the child such as: the child's name, age, and address; the parents' names and occupations; and the names, ages and family positions of other persons in the home.

Included on the face sheet were several general questions about the viewing practices of the child. These questions, related to the limitations placed on the child's television viewing, were developed to determine some of the reasons for children not watching television.

(2) The program schedule for three Oklahoma City, Oklahoma, television channels was taken from the Sunday Oklahoman (30) for the week of November 13, 1960, and pasted on 5" x 8" cards to facilitate the handling of the program schedule by the mothers.

(3) A checksheet was devised so that the mother, using the program schedule cards, could indicate in the appropriate space on this checksheet whether her child viewed each program regularly, frequently, occasionally, seldom, or never. When the mother had responded with regularly, frequently, occasionally, seldom, or never for the program, she was then asked to indicate (yes or no) whether the child had actually viewed that program the previous week. This was included to determine whether this method of obtaining a response on the viewing practices of the previous week would obtain the information as accurately as a general check of frequency of viewing.

(4) A blank paper was included for the investigator to record:
(1) the mother's responses of the reasons for her child viewing television;
and (2) the child's responses of all of the programs he most liked to
watch.

(5) This first interview schedule required the mother to complete
all of the responses in writing for her child's television viewing
practices. The investigator gave only verbal instructions and asked the
final interview questions concerning the reasons for the child viewing
television, and the child's favorite programs.

Evaluation. This first schedule was administered to six mothers of
preschool children for the purpose of identifying any weaknesses in the
initial schedule. An evaluation of this first schedule was based on
the ease and accuracy with which the mothers were able to respond.

The following revisions were made on the basis of the weaknesses
found:

(1) The mothers seemed to have difficulty in reading the programs
from the schedule cards and checking their responses accurately on the
checksheet.

To eliminate the difficulty mothers had in reading the programs and
recording their responses, the revised schedule permitted the investigator
to assume these responsibilities. The mothers according to this revision,
were only to complete in writing the face sheet and give verbal responses
to the interviewer on their children's television viewing practices.

(2) The questions on the face sheet did not evoke the reasons for
children not viewing television. The mothers did not interpret the
questions as the investigator had intended.

To help the mother understand the questions which were used to

obtain the reasons for her child not viewing television, the revised schedule permitted the investigator to read and interpret the questions to the mother and then record her responses.

(3) The mothers could not always remember whether their children had actually viewed each program the previous week, or they would explain that some special activity had prevented this viewing.

To facilitate the use of the interview schedule the mother was not asked to indicate whether the child watched the program the week prior to the interview, since the investigator felt that the mother's responses did not contribute to the overall purpose of the investigation.

(4) It was difficult for the mothers to give all of the reasons for their children viewing television in general, because of the fact that there were different reasons for their children viewing each of the different programs. They reported certain programs were viewed for certain reasons while other programs were viewed for other reasons.

To provide a more efficient method for determining reasons for viewing, the responses to the questions that asked why children viewed television were classified into eight reasons for viewing. This list of reasons was placed on a card and was used as a guide for the mother as she reported the reason for her child viewing each program regularly, frequently, or occasionally. No reason was required for those programs viewed seldom or never.

Second Trial Schedule. A revision of the first schedule was administered to three mothers of preschool children for the purpose of further identifying weaknesses in the interview schedule. The following revisions were made on the basis of the weaknesses found:

(1) The questions aimed at determining the reasons for the child

not viewing television were still not being interpreted as the investigator had intended.

The ease with which the mother reported the reasons for her child viewing (regularly, frequently, or occasionally) each program led the investigator to use this same procedure to determine the reasons for not viewing those programs viewed seldom or never. Thus a list of nine "reasons for not viewing television" was compiled from mothers' responses in the first schedule and placed on a card for the mother to use as a guide in the third trial schedule.

(2) The checksheet form, in physical structure, did not correspond with the program schedule cards. This made it difficult for the interviewer to record the mothers' responses accurately.

A complete revision of the checksheet form was made. The use of legal size paper permitted the investigator to be able to include the responses on frequency of viewing and reasons for viewing of one mother for all of the programs on one sheet of paper, rather than having five sheets as in the trial checksheet.

(3) When the investigator asked the children their favorite programs she found that some children were reporting all of the programs they could remember rather than those they especially liked. Yarrow (37) found this to be true with young children:

Although the young child may be negativistic, he may at the same time be highly suggestible, and special care must be exercised by the interviewer to avoid influencing the child to give the response he thinks will win adult approval. (p. 565)

The investigator, on the basis stated and her own experience in the first and second trial, eliminated the interviews with the children. The programs liked by the child were indicated by the mother in her response

of the reason for the child viewing: "The child likes to watch the program."

(4) The list of programs included only the programs presented for one particular week as reported by the Sunday Oklahoman Newspaper (30). This listing was not an accurate listing of all regular programs presented on the three Oklahoma City channels accessible to this area.

The investigator constructed a more comprehensive listing from the TV Guide magazine (31) and the Oklahoma City newspapers. This comprehensive listing of programs consisted of all those regular programs that were televised daily or weekly on the three Oklahoma City television channels. These programs were listed on cards to correspond with the appropriate spaces for recording responses on the checksheet.

(5) There was no record to indicate the child's viewing of specials and spectaculars which also formed a part of his viewing practices.

To determine children's practices of viewing specials and spectaculars a special area on the checksheet was made for recording the mothers' responses of Yes, No, or Don't Know to the question of whether or not the child had actually viewed each special program of the previous month.

(6) There seemed to be some value in knowing the number of television sets in the home as well as the activities of the child (Nursery School, Private Lessons, etc.) which might regularly limit the child's television viewing.

Two additional questions were included on the face sheet which would obtain information related to the number and the location of television sets in the home, and the regular outside activities (Nursery School, Private Lessons, etc.) which would regularly limit the child's television viewing.

Third Trial Schedule. The third interview schedule developed according to the previous evaluation and revisions was administered to five mothers of preschool children. Additional reasons for children viewing or not viewing television were included, and some of the previously used reasons were combined to make a total of ten positive reasons and nine negative reasons.

Final Interview Schedule

The final interview schedule consisted of five parts:

(1) The list of regular programs (Appendix A) consisted of those programs carried daily or weekly on the three Oklahoma City television channels. The list did not include those programs presented monthly or specials and spectaculars presented only once. Two hundred eighty-six programs were listed on four cards with lines that matched the lines on the checksheet. The change of programs near the first of the year created new problems in listing the programs. A decision was made to include only the new programs which could have been viewed at least three times before this investigation was to begin. Otherwise the old program was included on the list.

The three Oklahoma City, Oklahoma, television channels consisted of Channel 4 which was a National Broadcasting Company subsidiary; Channel 5 which was connected with the American Broadcasting Company; and Channel 9 which was associated with the Columbia Broadcasting Company. The three Tulsa television channels and other state channels were not included because most of the programs televised on these stations were the duplication of those presented on the Oklahoma City stations.

(2) All special and spectacular shows (Appendix E) carried on the three Oklahoma City, Oklahoma, television channels between the dates of December 11, 1960, and January 11, 1961, were included in the final schedule. Only one exception was made in these dates: "Peter Pan" which was televised a few days prior to December 11, 1960, was included, since it was felt the mothers would be able to remember this showing even though it was presented more than a month previous to the investigation and also because it was one of the few special programs designed for children's viewing.

The particular dates were used because it was felt that a month interval would be an adequate length of time and that the mothers would be able to remember the programs and whether their children had viewed them. The list of programs included 53 specials and spectaculars. An example of the card listing can be found in Appendix A.

(3) The face sheet (Appendix A) included questions about the child which the investigator felt necessary to obtain a picture of the sample studied.

(4) The checksheet (Appendix A) included spaces for the researcher to indicate the response made by the mother. The spaces were made to correspond to the list of programs so that the record would be accurate. All responses for one mother were to be recorded on one checksheet. There were 300 lines including five spaces for a possible response of regularly, frequently, occasionally, seldom, or never. The number of the reason for the child viewing or not viewing was placed in one of the five spaces depending on the response. Seventy-five lines were included on the checksheet for responses on the viewing of specials or spectaculars. Three spaces on each line with responses of yes, no, or don't know were

included for checking of the mothers' responses.

(5) Two instruction cards (Appendix A) were made: one gave definitions for the three possible positive responses and the possible reasons for the child viewing the program; and one gave definitions for the two possible negative responses and the possible reasons for the child not viewing the program.

The Interview

The interview appointment was established by telephone contact, and the actual interview was made in the subject's home. The investigator gave verbal instructions, and the mother completed the information about her child on the face sheet. The mother was then given the two written instruction cards to use as a guide for her responses. The investigator named each program and the mother responded with regularly, frequently, occasionally, seldom, or never depending upon the frequency with which she believed her child viewed the program. The mother could respond with one of the statements or with a letter symbol used for each response. (Appendix A)

A positive response of regularly, frequently, or occasionally, required that the mother give the reason for the child viewing the program. Ten reasons were listed on the card including one which merely said, "other reasons". The mother could give one of the first nine reasons listed or she could give another reason not included on the list. These reasons were numbered, so that it was possible for the mother to give a response of "A-2" (regularly: the child likes to watch the program), or "B-1" (frequently: the whole family likes to watch the program), etcetera. The investigator wrote in on the checksheet any reason given

by the mother other than those listed on the card.

If the mother gave a negative response (seldom or never) to the program named, she then was instructed to give the reason for the child not viewing the program. Nine negative reasons were provided as a guide, including the "other reasons" response. The mother could give a response of "D-5" (seldom: the child does not like the program), or "E-1" (never: the child is in bed), etcetera. Thus for each program named there was a response for the regularity of viewing and also a response of the reason for viewing or not viewing each of the 286 programs.

The investigator named each of the 53 special and spectacular programs, and the mother indicated (yes, no, or don't know) whether the child had actually viewed each of the programs.

The time taken to complete the interview schedule was from 30 to 45 minutes. The forty-eight interviews were conducted within a time interval of eighteen days. A response from the forty-eight mothers on their children's frequency of viewing and the reasons for this frequency of viewing was obtained for each of the 286 regular programs. A response on the actual viewing was obtained for 53 special programs.

The Subjects

Setting for the Investigation. This investigation of the viewing practices of four and young five year old children was made in a mid-western university city of approximately 24,000 population (Stillwater, Oklahoma). To provide opportunity for a representative sample, this small city was divided into four approximate sized areas so that the sample could be drawn from all socioeconomic levels. An elementary school principal who had worked on several school district survey

committees, and who had been a school administrator in the city for more than fifteen years furnished the information and advice for establishing the boundary lines for the four areas.

Selection of the Possible Subjects. The sample for this investigation was drawn from a total of 454 children whose ages ranged from four years to five years two months as recorded in the 1960 school census of Stillwater, Oklahoma. All children whose birth dates fell between November 1, 1955, and January 1, 1957, were included as possible subjects. This age group was not old enough to be enrolled in a kindergarten program, and by selecting mainly four year olds the group was felt to be more homogeneous. Bogart (5) stated, "By 4 the child is turning the set on by himself. He is now (within the bounds set by parental controls) a free agent exercising free choice as a consumer of entertainment and information." (p. 260)

Selection of the Final Subjects. The names of the 454 children were placed into one of the four designated areas according to their addresses. These four groups were further divided into boys and girls so that the final sample would have an equal distribution of boys and girls and be equally selected from each of the four areas.

A total sample of forty-eight children was obtained by drawing at random six boys and six girls from each of the four areas. Since no telephone numbers were included in the information from the school census, it was necessary to obtain the telephone number when a subject was drawn. A subject not listed in the Fall, 1960, telephone directory of this small city was eliminated and replaced by another subject drawn from the same area and the same sex group.

When a telephone number had been obtained for the subject, the

mother was contacted. The investigator asked the mother questions which were designed to determine if there were a television set in the home, and if the mother would be able and willing to give the information on her child's television viewing practices in a personal interview.

A total of 106 subjects were drawn to obtain the final sample of forty-eight. Of those drawn, forty-two were eliminated because they were not listed in the telephone directory; twelve were eliminated because the mothers were not able to participate (working, lack of time, or not interested); and four were eliminated because there was no television set in the home.

Description of the Sample. The final sample consisted of twenty-three boys and twenty-five girls making the total of forty-eight four and young five year old children. The difference in the total number of boys and girls was due to an error in determining the gender of the name "Billie". The name was placed in the group of boys, but was found to be the name of a girl. Since no comparisons were to be made between boys and girls, and since the division had been made merely to obtain a representative group, no adjustment was made to equalize the number of boys and girls.

The median age of the sample of forty-eight children was four years and eight months, and the mean age was four years and seven months. The oldest child in the group was born November 22, 1955, and the youngest child was born December 26, 1956. The age range was from four years to five years and one month as of January 1, 1961.

The position of the child within the family seemed important since one of the reasons for viewing television was, "the child's brothers and/or sisters like to watch the program." The only child and the

TABLE I
DESCRIPTION OF THE SUBJECTS AND THEIR FAMILIES

Characteristic	Classification	Number
Occupation	Professional*	17
	Business	2
	White Collar	6
	Blue Collar	4
	Service	14
	Students	<u>5</u>
TOTAL		48
Number of children in family	One	2
	Two	22
	Three	9
	Four	9
	Five or more	<u>6</u>
TOTAL		48
Ordinal position of subject	Oldest	9
	Youngest	22
	Middle	15
	Only	<u>2</u>
TOTAL		48
Number of television sets	One	45
	Two	<u>3</u>
TOTAL		48
Outside activities of subjects	Nursery School	10**
	Private Lessons	3 (1)
	None	<u>37</u>
TOTAL		48

* The families were classified according to the McGuire White Socio-economic Status Scale (19)

** Two children had both nursery school and private lessons which interfered with their television viewing.

oldest child would not likely use this reason for viewing television programs. Nine of the subjects were the oldest child in the family, and two were only children. Twenty-three were the youngest in their families, and fourteen were middle children. (Table I)

The size of the families ranged from a family of three (one child) to a family of nine (seven children). See Table I for a description of the subjects and their families.

CHAPTER IV

ANALYSIS OF THE DATA

The data obtained from the interview schedule concerning the television viewing practices of four and young five year old children were analyzed to achieve the two overall purposes set forth for this investigation. These purposes were: (1) to determine the relative frequency with which the various types of programs were viewed; and (2) to determine the reasons stated for children viewing or not viewing the various types of programs.

Before the data on the viewing practices of four and young five year old children could be analyzed it was necessary to classify the programs by type and to assign a numerical weight to each of the five different responses (regularly, frequently, occasionally, seldom, and never) for viewing so that the scores could be used for comparisons.

Classification of Programs

To determine the various types of programs available for the child's viewing, different methods of classification were attempted until a usable categorization was established. The final classification was divided into four main categories: (1) children's programs, (2) family programs, (3) adult programs, and (4) teen-age programs. These four overall types of programs were separated into more specific types so that a final listing of twenty types of programs was defined.

The twenty specific types of programs (Appendix B) were derived from a review of the literature, including descriptions of programs in the current TV Guide magazine (32) and articles in the newspapers, and from general ideas of the investigator gleaned from the review of literature on the classification of programs.

The investigator and another person trained in family relations and child development, working independently, classified the total listing of programs used in this investigation into the twenty types according to definitions of each program type. (Appendix B) The percentage of agreement of these two raters was computed by the following formula:

$$\frac{\text{Number of agreements}}{\text{Number of agreements plus number of disagreements}}$$

The inter rater reliability, as calculated by the above method, was .98. There were only seven disagreements in the classification of the 286 programs.

Frequency Scores

The five categories of responses for viewing (regularly, frequently, occasionally, seldom, and never) were arbitrarily weighted by the investigator. "Regularly" was assigned a numerical value of 3; "frequently" a numerical value of 2; "occasionally" a numerical value of 1; "seldom" a negative numerical value of -1; and "never" a negative numerical value of -2.* The raw score in each of the five categories (regularly, frequently, occasionally, seldom, and never) was totaled and then weighted for each program. Hereafter, the weighted score will be called, the "frequency score" for the program.

*There is a greater difference between a positive and a negative response than there is among the positive responses or between the negative responses.

ILLUSTRATION I

METHOD FOR DETERMINING FREQUENCY SCORE

Name of Program	Number of Responses				
	Regularly	Frequently	Occasionally	Seldom	Never
Cheyenne	8	7	11	7	15
Score Value	3	2	1	-1	-2
Weighted Score	24	14	11	-7	-30

Frequency Score for "Cheyenne" = 12

Each program had a frequency score which could fall between a positive 144 (48 X 3) and a negative 96 (48 X -2).

Relative Frequency of Television Viewing

The reader will recall that the first purpose of this investigation was to determine the relative frequency with which the various types of television programs were viewed by four and young five year old children. The data pertaining to this first purpose was organized in four areas: (1) data pertaining to the viewing of all programs; (2) data pertaining to the thirty most frequently viewed programs; (3) data pertaining to the various types of programs; and (4) data pertinent to the special and spectacular programs.

All Programs. The mothers' responses to the frequency (regularly, frequently, occasionally, seldom, and never) with which their children viewed each program were tabulated, and the frequency score established. The data sheets for these tabulations may be found in Appendix C.

No program was consistently viewed by all children and even the top

ranking program according to the frequency scores, had four responses of "never". There were many programs which were reported to be never viewed by any of the children.

TABLE II
NUMBER OF RESPONSES FOR DIFFERENT DEGREES OF VIEWING

48 Subjects 286 Programs
13,728 Responses

Frequency of Viewing	Number of Responses	Percent of Responses
Regularly	1040	7.6
Frequently	718	5.2
Occasionally	1209	8.8
TOTAL POSITIVE	2967	21.6
Seldom	998	7.3
Never	9763	71.1
TOTAL NEGATIVE	10761	78.4

Table II reveals that approximately 71 percent of the total responses for all programs were responses of "never", while only approximately 8 percent of the total responses were of "regularly".

Most Viewed Programs. The thirty programs with the highest frequency scores were identified so that these programs could be compared with the various types of programs. (Table III)

Table III reveals that the top thirty most frequently viewed programs, according to the classification for this investigation, consisted of twenty-three children's programs, five family programs, and two adult

programs. The two adult programs were both classified as adult western programs ("Wagon Train" and "Rifleman").

A further examination of Table III shows that the first thirteen ranking programs were children's programs and the first six ranking programs were children's cartoon shows.

TABLE III
TOP THIRTY RANKING TELEVISION PROGRAMS

Name of Program	Frequency Score	Type of Program	Rank
Matty's Funday Funnies (Fri)*	110	Children's Cartoon	1
Bugs Bunny (Daily)*	108	Children's Cartoon	2
Huckleberry Hound	101	Children's Cartoon	3
Flintstones	98	Children's Cartoon	4.5
Woody Woodpecker	98	Children's Cartoon	4.5
Quick Draw McGraw	96	Children's Cartoon	6
Captain Kangaroo (Daily)*	95	Children's Variety	7
Foreman Scotty	89	Children's Variety	8
Matty's Funday Funnies (Sun)*	83	Children's Cartoon	9
Popeye Theater	81	Children's Cartoon	10
Captain Kangaroo (Sat)*	79	Children's Variety	11
Bugs Bunny (Tues)*	71	Children's Cartoon	12
Three Stooges (Daily)*	68	Children's Comedy	13
Real McCoys	65	Family	14
Laurel and Hardy	62	Children's Comedy	15
Mighty Mouse	53	Children's Cartoon	16
Jungle Jim	46	Children's Western	17
Wagon Train	43	Adult Western	18
Rifleman	42	Adult Western	20
Cartoons (Sat)*	42	Children's Cartoon	20
Walt Disney	42	Children's Drama	20
Lone Ranger	41	Children's Western	22
Lassie	37	Family	23
Three Stooges (Sat)*	36	Children's Comedy	24.5
Donna Reed	36	Family	24.5
Storyland	33	Children's Story	26
Dennis the Menace	32	Family	27
Fury	30	Children's Western	28
Leave It to Beaver	24	Family	29.5
Shirley Temple	24	Children's Drama	29.5

* These programs are identified by day of presentation because they have the same title as another program but are not in the same program series.

The top ranking program, "Matty's Funday Funnies", was viewed regularly by 38 of the 48 children in this investigation, but it should also be noted that four of the 48 subjects never viewed this program. (Appendix D)

Table IV shows that over 75 percent of the total responses concerning the top thirty programs were positive (regularly, frequently, or occasionally) responses; however, 17.9 percent of the responses were "never". Even the most viewed programs were never viewed by some of the children.

TABLE IV
RESPONSES FOR THE TOP THIRTY MOST FREQUENTLY
VIEWED PROGRAMS

Frequency of Viewing	Number of Responses	Percent of Responses
Regularly	545	37.8
Frequently	289	20.1
Occasionally	<u>258</u>	<u>17.9</u>
TOTAL POSITIVE	1092	75.8
Seldom	90	6.3
Never	<u>258</u>	<u>17.9</u>
TOTAL NEGATIVE	348	24.2

Types of Programs. All of the programs were designated as belonging to a specific type of program. Approximately 75 percent of all programs in this investigation were adult programs, and only approximately 15 percent were classified as children's programs. Table V shows that of the twenty specific types of programs the highest percentages fell in the adult news and information (17.0 percent), adult crime, mystery, and

adventure (12.9 percent), adult western and adventure (10.5 percent), and family programs (9.4 percent).

TABLE V
NUMBER OF PROGRAMS IN THE VARIOUS TYPES

Type of Program	Total Number	Percent
Children's Programs		
Variety Shows	6	2.1
Western and Adventure Shows	9	3.2
Information Shows	2	0.7
Story Telling Shows	3	1.0
Comedy Shows	3	1.0
Other Drama	2	0.7
Cartoon Shows	19	6.7
TOTAL	<u>44</u>	<u>15.4</u>
Family Programs	<u>27</u>	<u>9.4</u>
TOTAL	27	9.4
Adult Programs		
Variety Shows	13	4.5
Western and Adventure Shows	30	10.5
Crime, Mystery, Adventure Shows	37	12.9
Varied Drama	21	7.4
Drama Serials	14	4.9
Religious Shows	18	6.3
Quiz, Contest, and Panel Shows	21	7.4
Women's Shows	2	0.7
Human Interest Shows	7	2.4
Sports Shows	11	3.5
News and Information Shows	<u>39</u>	<u>14.0</u>
TOTAL	213	74.5
Teen Age Programs	<u>2</u>	<u>0.7</u>
TOTAL	2	0.7
TOTAL	286	100.0

A contrast can be seen in regard to the viewing practices of the four main types of programs. Table VI shows that over half of the responses for children's programs were positive responses (regularly, frequently, or occasionally). Over 40 percent of the responses for family programs were positive. The responses to adult programs and teen age programs were much lower with only 12 percent and 8.3 percent of the responses being positive.

TABLE VI
POSITIVE AND NEGATIVE RESPONSES FOR THE FOUR
MAIN TYPES OF PROGRAMS

Frequency of Viewing	Children's		Family		Adult		Teen Age	
	No.	%	No.	%	No.	%	No.	%
Regularly	553	26.2	192	14.8	293	2.9	2	2.1
Frequently	309	14.6	136	10.5	272	2.7	1	1.0
Occasionally	<u>350</u>	<u>16.6</u>	<u>199</u>	<u>15.4</u>	<u>655</u>	<u>6.4</u>	<u>5</u>	<u>5.2</u>
TOTAL POSITIVE	1212	57.4	527	40.7	1220	12.0	8	8.3
Seldom	180	8.5	130	10.0	678	6.6	10	10.4
Never	<u>720</u>	<u>34.1</u>	<u>639</u>	<u>49.3</u>	<u>8326</u>	<u>81.4</u>	<u>78</u>	<u>81.3</u>
TOTAL NEGATIVE	900	42.6	769	59.3	9004	88.0	88	91.7
TOTAL	2112	100.0	1296	100.0	10224	100.0	96	100.0

Table VII shows that children's comedy type programs received the highest percentage (73.7) of the positive responses (regularly, frequently, and occasionally) for any specific program type. It should be noted, however, that both children's cartoon shows and children's variety shows had higher percentages of "regularly" responses than did children's

TABLE VII
 FREQUENCY OF VIEWING VARIOUS TYPES OF PROGRAMS

Type of Program	No. Pro.	48 Subjects			286 Programs			Total Negative
		Reg.	Fre.	Occ.	Total Positive	Sel.	Nev.	
<u>Children's</u>								
Variety	6	31.6	19.8	12.5	63.9	6.9	29.2	36.1
Western	9	14.3	10.9	24.8	50.0	14.1	35.9	50.0
Information	2		3.1	17.7	20.8	18.8	60.4	79.2
Stories	3	9.0	7.7	11.8	28.5	9.7	61.8	71.5
Comedy	3	29.9	25.7	18.1	73.7	6.2	20.1	26.3
Drama	2	16.7	24.0	26.0	66.7	9.3	24.0	33.3
Cartoons	12	35.9	14.4	13.4	63.7	5.4	30.9	36.3
<u>Family</u>	27	14.8	10.5	15.4	40.7	10.0	49.3	59.3
<u>Adult</u>								
Variety	13	5.9	4.2	15.7	25.8	11.5	62.7	74.2
Western	30	8.6	7.1	12.9	28.6	11.5	59.9	71.4
Crime	37	3.0	2.4	6.5	11.9	8.5	79.6	89.1
Varied Drama	21	0.7	1.4	3.1	5.2	4.1	90.7	94.8
Drama Serials	14	1.3	2.4	3.0	6.7	8.9	84.4	93.3
Religion	18	0.2		0.5	0.7	0.2	99.1	99.3
Contests	21	2.6	3.2	7.4	13.2	7.9	78.9	86.8
Women's	2	6.2	13.5	16.7	36.4	4.2	59.4	63.6
Human Interest	7	1.5	2.7	3.9	8.1	3.8	88.1	91.9
News	39	1.1	0.8	4.0	5.9	4.1	90.0	94.1
Sports	11	0.6	0.6	4.1	5.3	2.3	92.4	94.7
<u>Teen Age</u>	2	2.1	1.0	5.2	8.3	10.4	81.3	91.7

comedy shows. Approximately 99 percent of the responses for religious shows were "never". Approximately 80 percent of the responses for crime, mystery, and adventure programs were responses of "never".

The ranking of the various types of programs (Table VIII) according to their mean frequency scores placed five of the various types of children's programs at the top of the list with family programs ranking sixth. The top adult program which ranked seventh, was the women's type program with adult western and adventure programs ranking eighth. Adult crime ranked thirteenth in frequency of viewing with adult religious shows ranking lowest in frequency of viewing as reported by this group of mothers.

TABLE VIII
VARIOUS TYPES OF PROGRAMS RANKED ACCORDING TO
RELATIVE FREQUENCY OF VIEWING

Type of Program	Number of Programs	Frequency Score	Percent Positive	Percent Negative
Children's Comedy	3	53.8	73.7	26.3
Children's Cartoons	19	39.9	63.7	36.3
Children's Variety	6	39.3	63.9	36.1
Children's Drama	2	32.0	66.7	33.3
Children's Westerns	9	1.8	50.0	50.0
Family Programs	27	-13.5	40.7	59.3
Adult Women's	2	-29.0	36.4	63.6
Adult Westerns	30	-37.8	28.6	71.4
Children's Stories	3	-38.3	28.5	71.5
Adult Variety	13	-45.5	25.8	74.2
Children's Information	2	-55.5	20.8	79.2
Adult Contests	21	-69.4	13.2	86.8
Adult Crime	37	-70.7	11.9	89.1
Teen Age Programs	2	-76.5	8.3	91.7
Adult Serials	14	-79.7	6.7	93.3
Adult Human Interest	7	-79.7	8.1	91.9
Adult News	39	-84.2	5.9	94.1
Adult Varied Drama	21	-85.2	5.2	84.8
Adult Sports	11	-86.3	5.3	94.7
Adult Religion	18	-94.8	0.7	99.3

TABLE IX

RESPONSES FOR VIEWING OF SPECIALS AND SPECTACULARS

53 Programs

48 Children

Name of Program	Yes	No	Don't Know
Tournament of Roses Parade	40	8	
Peter Pan	34	13	1
Wizard of Oz	34	14	
Coming of Christ	12	34	2
Bob Hope (1-11-61)	12	34	2
Harvey	10	35	3
Bob Hope (12-12-60)	9	34	5
Orange Bowl	9	39	
Young People's Concert	9	39	
Winter Night (Sounds of Christmas)	8	37	3
Enchanted Christmas Tree	8	37	3
Rose Bowl	8	40	
Rose Bowl Preview	7	39	2
Cotton Bowl	7	41	
Sugar Bowl	6	40	2
Orange Bowl Regatta	6	41	1
Tribute to a Patriot	6	41	1
Christmas Startime	5	39	4
Christmas at Big Nine	5	40	3
Blue Grey Football	5	43	
Victory at Sea	4	42	2
A Star Shall Rise	4	43	1
Senior Bowl	4	43	1
Playoff Bowl	4	44	
Liberty Bowl	3	43	2
Sports Highlights of 1960	3	43	2
Gator Bowl	3	43	2
Golden Child	3	44	1
Blubonnet Bowl	3	44	1
East West Shrine Game	3	45	
AFL Championship	3	45	
Will to Victory	3	45	
New Year's Night	3	45	
The Twisted Cross	3	45	
O'Conner's Ocean	2	44	2
The Gift Song	2	44	2
Great Holiday Massacre	2	44	2
Years of Crisis	2	44	2
Projection '61	2	45	1
Night People	2	45	1
Amahl and the Night Visitors	2	45	1
The Joyful Hour	2	45	1
College Basketball	2	46	
Deseret	2	46	

TABLE IX (continued)

Name of Program	Yes	No	Don't Know
A Mid-Winter Night's Dream	2	46	
Christmas Carols	1	44	3
Meet the New Senators	1	45	2
Sit-In (NBC White Paper)	1	46	1
Inventory: 60	1	47	
Red Roses in December		46	2
Spirit of Channukah		46	2
The Renegade		47	1
Church Service		48	

Specials and Spectaculars. The responses of the children's viewing practices of the specials and the spectaculars were analyzed in terms of the total number of children who actually viewed each program. These specials and spectaculars were then ranked, as shown in Table IX, according to the number of children who viewed them.

Three programs were viewed by over half of the children in this investigation. The "Tournament of Roses Parade" was the most viewed special program with forty of the forty-eight children actually viewing it. "Peter Pan" and "The Wizard of Oz" ranked next with thirty-four of the forty-eight children viewing each of these. Only one of the fifty-three special and spectacular programs listed was definitely not viewed by any of the children. Four of the programs had no "Yes" responses. (Table IX)

A summary of the findings related to this first objective will be found in Chapter V.

Reasons for Viewing and Not Viewing

The second purpose of this investigation was to determine the reasons for children viewing or not viewing the various types of programs. The reader may recall that ten reasons for viewing television and nine reasons for not viewing television were listed on cards as guides for mothers to use in making their responses. (Appendix A) The mothers could give responses other than those reasons listed on the cards, and these other reasons were written in by the investigator. (Appendix F)

To aid in interpretation of the data the investigator combined the reasons for viewing into three general classifications and the reasons for not viewing into four general classifications. (Appendix F)

Analysis of the data related to the reasons for viewing and not viewing the various types of programs can be divided into four main areas: (1) reasons for viewing regularly, frequently, occasionally, seldom, and never; (2) reasons for viewing and not viewing the top thirty most frequently viewed programs; (3) reasons for viewing and not viewing the various types of programs; and (4) number of mothers using each of the reasons.

Reasons for Viewing Regularly, Frequently, Occasionally, Seldom, and Never. Table X shows that 58.5 percent of the reasons for viewing "regularly" were that the "child likes to watch the program". Approximately 53 percent of the reasons for viewing "frequently" were that "the child likes to watch the program". As the viewing frequency increased, the child tended more to view programs because he liked them. As the frequency of viewing decreased the child tended to view more because other family members liked the program or for other reasons than

that he liked the program.

Table X further shows that 20.5 percent of the reasons for occasionally viewing television programs were: (1) the television is on at this time and this is the best program available; and (2) the child has nothing else to do. The reasons reported for viewing became more varied as the viewing frequency decreased. Of those programs viewed occasionally, approximately 34 percent were viewed because the child or the family liked the program, 34 percent because other family members liked to watch the program, and 32 percent for other reasons.

TABLE X
REASONS FOR VIEWING REGULARLY, FREQUENTLY, AND
OCCASIONALLY REPORTED BY PERCENTAGES

Reasons for Viewing	48 Mothers		2965 Responses					
	No.	%	Regularly No.	%	Frequently No.	%	Occasionally No.	%
A. Child or family likes the program.	926	89.0	485	67.7	408	33.7		
1. Family likes the program.	318	30.5	107	14.9	112	9.2		
2. Child likes the program.	608	58.5	379	52.8	296	24.5		
B. Other family members like the program.	111	10.7	151	21.0	415	34.3		
3. Parents like the program.	71	6.9	83	11.5	242	20.0		
4. Siblings like the program.	40	3.8	68	9.5	173	14.3		
C. Other reasons.	3	0.3	81	11.3	386	32.0		
5. Parents encourage.	2	0.2	3	0.4	14	1.2		
6. Habit.	1	0.1	5	0.7	16	1.3		
7. Best program at the time.			30	4.2	119	9.9		
8. If show is liked.			22	3.1	96	7.9		
9. If nothing else to do.			18	2.5	128	10.6		
10. Other reasons.			3	0.4	13	1.1		
TOTAL			1040	100.0	718	100.0	1209	100.0

TABLE XI

REASONS FOR POSITIVE RESPONSES OF VIEWING FREQUENCY

Reasons for Viewing	Positive Responses	
	Number	Percent
A. Child or family likes to watch the program.	1820	61.4
1. Family likes to watch the program.	537	18.0
2. Child likes to watch the program.	1283	43.4
B. Other family members like to watch the program.	677	22.8
3. Parents like the program.	396	13.4
4. Siblings like the program.	281	9.4
C. Other reasons.	470	15.8
5. Parents encourage child to view.	19	0.6
6. Child or family has a habit.	22	0.7
7. Best program available at the time.	149	5.0
8. Watched if show is liked.	118	4.0
9. Watched if child has nothing else to do.	146	4.9
10. Other reasons.	16	0.6
TOTAL	2967	100.0

Table XI reveals that 61.4 percent of all reasons given for children viewing television were either the child or the family (including the child) like the program. Forty-three percent of the reasons were specifically: "the child likes to watch the program."

The percent of responses for viewing television seldom and never (Table XII) were distributed mainly among three reasons: (1) the child is in bed; (2) the child is engaged in other activities; and (3) the child watches another program.

Table XII shows that approximately 32 percent of the responses of "never" that were reported were that "the child is in bed." Yet,

only approximately 9 percent of the reasons for viewing "seldom" were because the "child is in bed."

Table XII further reveals that 13.8 percent of the reasons for viewing "seldom" were because of negative feelings toward the program, and 6.1 percent of the reasons for the child "never" viewing were because of these negative feelings.

TABLE XII
REASONS FOR VIEWING SELDOM AND NEVER
10,761 Negative Responses

Reasons for Not Viewing	Seldom		Never	
	Number	Percent	Number	Percent
A. Child is doing something else.	531	53.2	6995	71.7
1. Child is in bed.	86	8.6	3071	31.5
2. Child's mealtime.	43	4.3	199	2.0
3. Child is engaged in other activities.	402	40.3	3725	38.2
B. Child watches another program.	288	28.9	1538	15.8
4. Child watches another program.	288	28.9	1538	15.8
C. Negative feelings toward the program.	138	13.8	596	6.1
5. Child does not like the program.	63	6.3	205	2.1
6. Family does not like the program.	51	5.1	217	2.2
7. Parents discourage child from viewing.	24	2.4	174	1.8
D. Other reasons.	41	4.1	634	6.4
8. Child isn't familiar with program.	29	2.9	487	4.9
9. Other reasons.	12	1.2	147	1.5
TOTAL	998	100.0	9763	100.0

TABLE XIII
REASONS FOR NEGATIVE RESPONSES OF
VIEWING FREQUENCY

10,761 Negative Responses

Reasons for Not Viewing	Negative Responses	
	Number	Percent
A. Child is doing something else.	7526	69.8
1. Child is in bed.	3157	29.3
2. Child's mealtime.	242	2.2
3. Child is engaged in other activities.	4127	38.3
B. Child watches another program.	1826	17.0
4. Child watches another program.	1826	17.0
C. Negative feelings toward the program.	734	6.9
5. Child does not like the program.	268	2.5
6. Family does not like the program.	268	2.5
7. Parents discourage child from viewing the program.	198	1.9
D. Other reasons.	675	6.3
8. Child isn't familiar with the program.	516	4.8
9. Other reasons.	159	1.5
TOTAL	10761	100.0

Table XIII reveals that 69.8 percent of the reasons given for children not viewing television were that they were doing something else. Approximately seven percent of the reasons were because of negative feelings toward the programs.

Top Thirty Programs. Table XIV shows that 80 percent of the reasons for viewing the top thirty programs were that the child or the whole family liked the program.

TABLE XIV

REASONS FOR VIEWING THE TOP THIRTY MOST
FREQUENTLY VIEWED PROGRAMS

Reasons for Viewing	Positive Responses	
	Number	Percent
A. Child or family likes the program.	873	80.0
1. Family likes the program.	120	11.0
2. Child likes the program.	753	69.0
B. Other family members like the program.	137	12.6
3. Parents like the program.	29	2.7
4. Siblings like the program.	108	9.9
C. Other reasons.	81	7.4
5. Parents encourage child to view program.	3	0.3
6. Child or family has a habit of viewing program.	5	0.5
7. Best program available at the time.	18	1.7
8. Program is watched if show is liked.	17	1.4
9. Program watched if child has nothing else to do.	31	2.8
10. Other reasons.	7	0.7
TOTAL	1091	100.0

Table XV reveals that 45.3 percent of the reasons for not viewing the most frequently viewed programs were because of other activities, and that 33.8 percent of the reasons for not viewing were that the child was viewing another program.

TABLE XV

REASONS FOR NOT VIEWING THE TOP THIRTY
MOST FREQUENTLY VIEWED PROGRAMS

Reasons for Not Viewing	Negative Responses	
	Number	Percent
A. Child is doing something else.	158	45.3
1. Child is in bed.	26	7.5
2. Child's mealtime.	15	4.3
3. Child is engaged in other activities.	117	33.5
B. Child watches another program.	118	33.8
4. Child watches another program.	118	33.8
C. Negative feelings toward the program.	32	9.2
5. Child does not like the program.	8	2.3
6. Family does not like the program.	6	1.7
7. Parents discourage child from viewing the program.	18	5.2
D. Other reasons.	41	11.7
8. Child isn't familiar with the program.	21	6.0
9. Other reasons.	20	5.7
TOTAL	349	100.0

Various Types of Programs. The reasons reported for viewing the four main types of programs (children's programs, family programs, adult programs, and teen-age programs) are presented in Table XVI.

The reader will recall that there were 44 children's programs, 27 family programs, 213 adult programs, and two teen age programs available for children's viewing.

The reason most often reported for children's programs and family programs was: "the child likes to watch the program." (Table XVI) The reasons most often reported for children viewing adult programs were: (1) the parents like to watch the program, and (2) the whole family likes

to watch the program. (Table XVI)

Table XVI shows that approximately 80 percent of the reasons for children viewing children's programs were that either the child or the family liked to watch the programs. Approximately 70 percent of the reasons for viewing family programs were that the child or the family liked the programs. Only 38 percent of the responses for children viewing adult programs were that the child or family liked to watch the programs. The same 38 percent of responses for viewing adult programs were for: other family members like to watch the program. Twenty-five percent of the responses for children viewing adult programs were for other reasons.

TABLE XVI

REASONS FOR VIEWING THE FOUR MAIN TYPES OF PROGRAMS

Children's - 1212 Responses Adult - 1220 Responses
Family - 527 Responses Teen - 8 Responses

Reasons for Viewing	Percent of Positive Reasons			
	Child	Family	Adult	Teen
A. Child or family likes program.	79.4	69.9	37.9	50.0
1. Family likes the program.	4.9	31.9	24.2	12.5
2. Child likes the program.	74.5	38.0	13.7	37.5
B. Other family members like program.	10.7	17.1	38.3	37.5
3. Parents like program.	0.6	7.4	29.3	12.5
4. Siblings like program.	10.1	9.7	9.0	25.0
C. Other reasons.	9.9	13.0	23.8	12.5
5. Parents encourage child to view program.	0.5	0.9	0.7	
6. Child or family has a habit of viewing program.	0.2	1.1	1.2	
7. Best program available at time.	2.4	4.7	8.0	12.5
8. Watched if show is liked.	2.2	2.5	6.6	
9. Watched if child has nothing else to do.	3.7	3.2	7.0	
10. Other reasons.	0.9	0.6	0.3	
TOTAL	100.0	100.0	100.0	100.0

TABLE XVII

REASONS FOR NOT VIEWING THE FOUR MAIN TYPES OF PROGRAMS

Children's - 2112 Responses Adult - 10224 Responses
 Family - 1296 Responses Teen - 96 Responses

Reasons for Not Viewing	Percent of Negative Reasons			
	Child	Family	Adult	Teen
A. Child is doing something else.	49.9	56.9	73.3	64.8
1. Child is in bed.	5.5	25.1	32.4	9.1
2. Child's mealtime.	4.2	1.8	2.1	
3. Child is engaged in other activities.	40.2	30.0	38.8	55.7
B. Child watches another program.	33.7	26.9	14.3	22.7
4. Child watches another program.	33.7	26.9	14.3	22.7
C. Negative feelings toward program.	5.3	7.6	6.8	7.9
5. Child does not like program.	2.5	2.2	2.5	3.4
6. Family does not like program.	0.6	5.2	2.4	3.4
7. Parents discourage child from viewing program.	2.2	0.2	1.9	1.1
D. Other reasons.	11.1	8.6	5.6	4.6
8. Child isn't familiar with program.	8.4	6.5	4.3	4.6
9. Other reasons.	2.7	2.1	1.3	
TOTAL	100.0	100.0	100.0	100.0

Reasons for not viewing television are presented in Table XVII. Approximately five percent of the reasons reported for not viewing children's programs were because of negative feelings toward the programs. Approximately eight percent of the reasons reported for not viewing family programs were because of negative feelings toward the programs. Approximately seven percent of the reasons for not viewing adult programs were because of negative feelings.

Seventy-three percent of the reasons reported by mothers for their children not viewing adult programs were because the child was doing

something else.

Table XVII reveals that approximately half of the reasons for not viewing children's programs were because the child was doing something else. One third of the responses were that the child viewed another program at that time.

There were only two teen age programs presented for viewing in this area, which limited the responses to only 96. This included responses of both viewing and not viewing. Eighty-eight of these responses were negative, leaving only eight as positive responses. Percentages in this program type were based on too limited response to warrant interpretation, but they are presented in Tables XVI and XVII.

TABLE XVIII

REASONS FOR VIEWING THE TWENTY TYPES OF PROGRAMS
(Ranked According to Frequency Scores)
(Percentages)

Type of Program	Number of Programs	Frequency Score	Child Likes Program	Others Like Program	Other Reasons
Children's Comedy	3	53.8	71.6	20.2	8.2
Children's Cartoon	19	39.9	87.5	6.5	6.0
Children's Variety	6	39.3	84.8	8.2	7.0
Children's Drama	2	32.0	56.3	3.1	40.6
Children's Western	9	1.8	67.6	20.9	11.5
Family Programs	27	-13.5	69.9	17.1	13.0
Adult Women's	2	-29.0	25.7	51.4	22.9
Adult Western	30	-37.8	51.8	33.0	15.2
Children's Story	3	-38.3	80.5	7.3	12.2
Adult Variety	13	-45.5	44.6	29.5	25.9
Children's Information	2	-55.3	25.0	45.0	30.0
Adult Contest	21	-69.4	34.6	28.6	36.8
Adult Crime	37	-70.7	38.6	38.6	22.8
Teen Age Programs	2	-76.5	50.0	37.5	12.5
Adult Serial	14	-79.7	4.4	77.8	17.8
Adult Human Interest	7	-79.7	40.7	26.0	33.3
Adult News	39	-84.2	9.1	60.9	30.0
Adult Varied Drama	21	-85.2	23.5	27.5	51.1
Adult Sports	11	-86.3	17.8	64.3	17.9
Adult Religion	18	-94.8	33.3	50.0	16.7

Table XVIII presents all twenty types of programs and the reasons for children viewing them in percentages. Mothers' responses to reasons for their children viewing the various types of children's programs (variety, western, information, stories, comedy, drama, and cartoons) indicate that these programs were viewed usually because the child liked them.

The types of programs are presented in Tables XVIII and XIX according to their frequency scores because the percentages are more meaningful when they are interpreted in relation to the frequency with which the programs were viewed.

TABLE XIX

REASONS FOR NOT VIEWING THE TWENTY TYPES OF PROGRAMS
(Ranked According to Frequency Scores)
(Percentages)

Type of Program	Number of Programs	Other Activities	Another Program	Negative Feelings	Other Reasons
Children's Comedy	3	64.3	21.4	10.0	4.3
Children's Cartoon	19	53.2	32.0	10.9	13.9
Children's Variety	6	51.9	33.7	4.8	9.6
Children's Drama	2	28.1	37.5	15.6	18.8
Children's Western	30	45.4	34.7	9.7	10.2
Family Programs	27	56.9	26.9	7.6	8.6
Adult Women's	2	55.7	29.5	8.2	6.6
Adult Western	30	52.9	25.7	13.7	7.7
Children's Story	3	58.3	32.0	2.9	6.8
Adult Variety	13	82.4	18.8	4.9	3.9
Children's Information	2	30.3	50.0	6.6	13.1
Adult Contests	21	69.0	20.2	5.1	5.7
Adult Crime	37	59.5	21.5	11.7	7.3
Teen Age	2	64.8	22.7	7.9	4.6
Adult Serials	14	76.8	6.2	9.4	7.6
Adult Human Interest	7	88.0	7.8	1.6	2.6
Adult News	39	81.8	8.5	4.7	5.0
Adult Varied Drama	21	80.7	13.0	2.7	3.7
Adult Sports	11	82.4	4.0	8.0	5.6
Adult Religion	18	89.9	5.4	1.2	3.5

TABLE XX
 NUMBER OF MOTHERS USING EACH OF THE POSITIVE REASONS
 (48 Mothers)

Reasons for Viewing	Number of Mothers
1. The whole family likes to watch the program.	44
2. The child likes to watch the program.	47
3. The parents like to watch the program.	43
4. The child's brothers and/or sisters like to watch the program.	32
5. The parents encourage the child to watch the program.	11
6. The child or family has a habit of viewing the program.	11
7. The television is on at this time and this is the best program available.	34
8. The program is watched if the particular show is liked.	32
9. The program is watched if the child has nothing else to do.	33
10. Other reasons.	8

The tabulations of mothers' responses in Table XX indicate that of the forty-eight mothers only one did not report that her child watched any program because he liked it.

Most of the mothers reported that the child viewed some programs either because he or the family liked the programs.

Thirty-three of the mothers reported that the child watched some programs because he had nothing else to do.

Even though opportunity was provided for mothers to give other reasons than those listed on the cards, only eight added reasons for their children viewing the 286 programs. (Appendix F)

All forty-eight mothers, as indicated in Table XXI, reported that their children seldom or never viewed some programs because they were in bed, engaged in other activities, or watched another program.

Thirty mothers reported that mealtime would be a reason for the child not viewing some programs.

Thirty mothers reported that the parents discouraged the child from viewing some of the programs.

Only eight mothers responded with any other reasons for their children not viewing television than those listed on the cards.

(Appendix F)

TABLE XXI

NUMBER OF MOTHERS USING EACH OF THE NEGATIVE REASONS
(48 Mothers)

Reasons for Not Viewing	Number of Mothers
1. The child is in bed at this time.	48
2. This program is on during the child's mealtime.	30
3. The child is engaged in other activities.	48
4. The child watches another program at this time.	48
5. The child does not like to watch this program.	34
6. The family does not like to watch this program.	28
7. The parents discourage the child from viewing this program.	30
8. The child has never watched this program - he isn't familiar with it.	27
9. Other reasons.	8

CHAPTER V

SUMMARY, FINDINGS, AND IMPLICATIONS

This investigation was concerned with the problem of ascertaining the television viewing practices of four and young five year old children.

The need for this investigation has been supported by the recommendations of persons engaged in research on the television viewing practices of older children, and by groups such as the United States Senate Subcommittee (14) which was concerned with the influences of television viewing on children in relation to juvenile delinquency.

The two general overall purposes of this investigation were: (1) to determine the relative frequency with which the various types of television programs were viewed by four and young five year old children; and (2) to determine the reasons stated for children viewing or not viewing the various types of television programs.

The design of the investigation was based on the assumptions that four and young five year old children watch television, and that mothers are aware of the activities of their children and can report them accurately.

The forty-eight subjects were selected at random equally from four socioeconomic areas of a midwestern university city of 24,000 population. The subjects, consisting of twenty-three boys and twenty-five girls, ranged in ages from four years to five years one month.

The mothers of the forty-eight children were asked to respond to an interview schedule which was administered by the investigator. Each mother indicated her child's frequency of viewing each television program and the reason for the child viewing or not viewing each program of the three Oklahoma City, Oklahoma, television channels.

Findings

The findings of this investigation which were to determine the relative frequency with which the various types of programs were viewed by four and young five year old children are as follows:

(1) No program or program type was consistently viewed by all of the children in the investigation. An example of this was that the most frequently viewed program, "Matty's Funday Funnies," was never viewed by four children.

(2) Twenty-two percent of all of the responses for frequency of viewing were for "regularly", "frequently", and "occasionally". Seventy-one percent of the responses for all programs were responses of "never". The remaining seven percent were responses of "seldom". Thirty-nine of the 286 programs were never viewed by any of the children.

(3) The top thirty most frequently viewed programs consisted of twenty-three children's programs, five family programs, and two adult programs. The first thirteen ranking programs were children's programs and the first six ranking programs, according to viewing frequency, were children's cartoon shows.

(4) Seventy-five percent of all programs in this investigation were adult programs. Fifteen percent of all programs in this investigation were classified as children's programs.

(5) Eighty percent of the responses for frequency of viewing crime, mystery, and adventure programs were responses of "never".

(6) The top ranking type of program was children's comedy, with children's cartoons, children's variety, children's drama, and children's westerns ranking in this order. Family programs were ranked sixth. Adult women's programs and adult westerns ranked seventh and eighth in frequency of viewing as reported by the mothers. Adult crime programs ranked thirteenth in frequency of viewing in the twenty types of programs. The most viewed crime program in this investigation ("Surfside Six") ranked only fifty-fourth in relation to all television programs. (Appendix B)

(7) Specials and spectaculars were not regularly viewed by the children in this investigation. The "Tournament of Roses Parade", "Peter Pan", and "The Wizard of Oz" were the only special and spectacular programs viewed by more than half of the subjects.

The findings of this investigation which determine the reasons for children viewing or not viewing the various types of programs are as follows:

(1) As the child's frequency of viewing increased, there was also an increase in percentage of responses that indicated that the child liked to watch the programs. As the frequency of viewing decreased, the reasons for viewing became varied.

(2) There were three reasons given for the child not viewing television: (1) the child is in bed; (2) the child is engaged in other activities; and (3) the child is watching another program. Approximately seven percent of the reasons for not viewing television were: (1) the child does not like to watch the program; (2) the family does not like to watch the program; and (3) the parents discourage the child from

viewing the program.

(3) Eighty percent of the reasons for viewing the top thirty most frequently viewed programs were that the child or the whole family liked the program.

(4) The reason most often reported for viewing children's programs and family programs was that the child liked to watch the program. The reasons most often reported for children viewing adult programs were that the parents liked to watch the program or that the whole family liked to watch the program.

(5) Seventy-three percent of the responses by mothers for children not viewing adult program was the reason: the child is doing something else.

(6) No one reason for viewing was given by all forty-eight mothers. Three of the reasons for not viewing were given by all forty-eight mothers for their children not viewing television. These three reasons were: (1) the child is in bed; (2) the child is engaged in other activities; and (3) the child is watching another program.

(7) Thirty mothers indicated that mealtime was sometimes a reason for the child not viewing television.

(8) Only eight mothers added any positive reasons other than those listed on the cards for their children viewing television, and only eight mothers added any reasons for their children not viewing television other than those reasons listed on the cards.

Implications

Young children are watching programs that are planned and designed for the child audience and they are watching these programs because they

like to watch them.

The children in this investigation are not watching crime and violence programs which may indicate parental guidance or even that four and young five year old children are not interested in this type of program.

The programs consistently viewed in the evening were early evening programs. (Appendix E) There was no evidence that these children stayed up to watch television beyond a reasonable bedtime.

There were very few negative feelings reported toward children's television viewing. This may reflect good relationships among family members in regard to television viewing, or that the interests of four and young five year old children are such that no negative feelings were aroused.

There was some evidence that the presence of interesting activities other than television viewing had an influence on the frequency of children's television viewing. Children viewed some television programs because they had nothing else to do and they did not view many programs because they were engaged in other activities.

Weaknesses of this Investigation

There are weaknesses in this investigation which prohibit generalizations from being made:

- (1) The sample was small although the investigator employed sound procedures for the selection of the subjects.
- (2) Research in the field of human development often employs retrospective measures since sometimes this is the best method available.

The investigator realizes that the mothers' reports may not always reflect accurately the viewing practices of their children.

(3) The interview schedule was long and complicated; however, the mothers did not complain, and some remarked that they enjoyed it.

(4) The results for one midwestern university city can not be generalized to all populations. This sample was representative of this city, but not a true parameter.

Recommendations

There is a broad field of opportunity for research in all areas of telecommunications. The following suggestions can be made on the basis of the findings of this investigation:

(1) Longitudinal studies are needed to obtain information on the changes in viewing practices at different age levels. It would be interesting to see this same investigation repeated on these subjects when they are older.

(2) Research needs to be conducted to determine ways in which parents can encourage the positive values of television in their children's television viewing.

(3) Research is needed to determine the influence of television on the young child.

(4) The findings from other research in which the sample was more representative could be correlated with the findings of this investigation to add to the needed knowledge concerning television viewing practices of four and young five year old children.

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APPENDIX A

Face Sheet

Child's Name _____ Age _____ Birth Date _____

Mother's Name _____ Occupation _____

Father's Name _____ Occupation _____

Other Family Members:

Name	Age	Relationship to Child

Address _____ Phone _____

Number of television sets in the home _____

In what rooms? _____

Does the child have a television set of his own? _____

Is the child engaged in any regular activities (private lessons, nursery school, etcetera) which would limit his television viewing? _____

At what times? _____

Sample of Program Listing Cards

CARD I*	
Monday - Friday Evenings	
6:30m	Riverboat (4)
7:30	Tales of Wells Fargo
8:00	Klondike
8:30	Dante
9:00	Barbara Stanwyck
9:30	Dangerous Robin
6:30t	Laramie
7:30	Alfred Hitchcock
8:00	Thriller
6:30w	Wagon Train
7:30	Price Is Right
8:00	Perry Como
9:00	Peter Loves Mary
9:30	Sea Hunt
6:30t	Outlaws
7:30	U. S. Marshall
8:00	Bachelor Father
8:30	Tennessee Ernie Ford
9:00	Coronado 9
9:30	Death Valley Days
6:30f	Dan Raven
7:30	Sheriff of Cochise
8:00	Telephone Hour
9:00	Tombstone Territory
9:30	Manhunt
6:30m	Cheyenne (5)
7:30	Surf Side 6
8:30	Adventures in Paradise
9:30	Peter Gunn
6:30t	Bugs Bunny
7:00	Rifleman
7:30	Wyatt Earp
8:00	Stage Coach West

CARD IV*	
Sunday, (Continued)	
10:00	Now Showing
11:30	Cartoons
12:30	Oklahoma Bowling
1:30	Movie
4:00	Celebrity Golf
5:00	Meet the Press
5:30	People Are Funny
6:00	Shirley Temple
7:00	National Velvet
7:30	Tab Hunter
8:00	Chevy Show
9:00	Loretta Young
9:30	This Is Your Life
10:30	Movie
9:30	Oral Roberts (5)
10:00	Christian Science
10:15	Agriculture on Parade
11:15	Movie
12:30	Country Parson
1:00	Calvary Temple
1:30	Lifeline
2:00	Men with a Mission
2:30	This Is the Life
3:00	Championship Bridge
3:30	Hawkeye
4:00	Paul Winchell
4:30	Rocky and His Friends
5:00	Funday Funnies
5:30	Walt Disney
6:30	Maverick
7:30	Lawman
8:00	The Rebel
8:30	The Islanders

* These are samples of two of the four program listing cards.

Sample of Program Listing of
Specials and Spectaculars

CARD V Specials and Spectaculars	
12-11-60	
9:00	Red Roses in December - Christmas Sermon
4:00	Omnibus - Night People - New York City after Dark
5:00	Movie - The Wizard of Oz
12-12-60	
8:30	Bob Hope Show
12-13-60	
7:30	DuPont Show of the Month - Harvey - Art Carney
9:00	O'Conner's Ocean - Pacific Coast Films
12-16-60	
7:30	Hallmark Hall of Fame - Opera - Golden Child
12-17-60	
11:45	Liberty Bowl - Oregon vs. Penn State
12:45	Bluebonnet Bowl - Alabama vs. Texas
12-18-60	
10:30	Spirit of Chanukah - Meaning of Jewish Holiday
9:30	Winter Night - Music for Christmas
12-20-60	
9:00	NBC White Paper - Negro Sit Ins
12-21-60	
7:30	Project 20 - The Coming of Christ
12-24-60	
1:30	Enchanted Christmas Tree - Ballet
8:30	Church Service - Episcopal
9:00	Sports Highlights of 1960
9:45	Christmas Carols - St. Johns Cathedral
12-25-60	
10:00	Joyful Hour - Drama about Christmas
11:00	A Star Shall Rise - Drama about the Wise Men

Instruction Card I

(A) REGULARLY(B) FREQUENTLY(C) OCCASIONALLY

The program is nearly always viewed by the child.

The child usually watches the program but sometimes misses it.

The child sometimes watches this program.

REASONS FOR THE CHILD VIEWING THE PROGRAM

1. The whole family likes to watch the program.
2. The child likes to watch the program.
3. The parents like to watch the program.
4. The child's brothers and/or sisters like to watch the program.
5. The parents encourage the child to watch the program.
6. The child or the family has a habit of watching the program.
7. The television is usually on at this time and this program is the best available.
8. This program is watched if the particular show is liked.
9. This program is watched only if the child has nothing else to do.
10. Other reasons.

Instruction Card II

(D) SELDOM

The child has seen this program
but usually does not watch it.

(E) NEVER

The child never watches this
program.

REASONS FOR THE CHILD NOT VIEWING THE PROGRAM.

1. The child is in bed at this time.
2. This program is on during the child's mealtime.
3. The child is engaged in other activities.
4. The child watches another program at this time.
5. The child does not like to watch this program.
6. The family does not like to watch this program.
7. The parents discourage the child from viewing this program.
8. The child has never watched this program - he isn't familiar with it.
9. Other reasons.

APPENDIX B

Definitions and Descriptions of the Categories for
Various Types of Television Programs

- A. Children's Programs. Those programs specifically designed for the child's interests and level of maturity. The time scheduling would usually be daytime or early evening.
1. Variety Shows. Those programs which include a wide variety of program content. Included may be some of the types of entertainment listed in other groups (music, puppets, information, cartoons, etcetera).
 2. Western and Adventure Drama. Any adventure drama with a simple theme. This includes only those shows which have always been aimed at the child audience. These are usually daytime shows.
 3. Information and Instruction Shows. Those shows concerned with teaching a skill or providing the child with some information. Included in this group would be contests for children.
 4. Story Telling Shows. Those programs which involve mainly the reading or telling of stories for children. This would also include the religious centered programs of this type.
 5. Comedy Shows. Those slapstick comedy shows during the day for children.
 6. Other Drama. All types of children's drama which are not included in the "Western and Adventure Drama".
 7. Cartoon Shows. All caricature film shows. The themes may be more suited to adult interests.
- B. Family Programs. All domestic and comedy drama shows which are designed for the interests of the whole family.
- C. Adult Programs. Those programs specifically designed for the adult's interests and level of maturity.
1. Variety Shows. Those shows containing a variety of types of entertainment. They may be comedy or music centered, but they usually contain both of these elements.
 2. Western and Adventure Drama. All adult drama shows which have western or historical adventure themes.
 3. Crime, Mystery, and Adventure Drama. All drama which includes either crime, mystery, or present day adventure. This would include those drama shows with law themes.
 4. Varied Drama. Play series and movies where there may be different types of drama shown at different times.

5. Drama Serials. Daytime drama where the story is extended over a period of time longer than just one program allotment.
 6. Religious Shows. Drama, worship services, and speeches which are religious centered. This does not include children's programs which have religious content.
 7. Quiz, Contest, and Panel Shows. All shows where prizes are given or where the center of the program is set around a game or contest theme.
 8. Women's Shows. Daytime shows aimed at women's personal interests. These are mainly physical exercise shows.
 9. Human Interest Shows. Interviews and informal visits with interesting people not for news or information necessarily. The purpose of these programs is mainly to entertain and not to extend factual information.
 10. Sports Shows. Actual sports events or sports films. This group does not include any sports news programs.
 11. News and Information Shows. All kinds of news (farm, weather, and sports), and all true adult information programs. The main purpose of this type of program is to present factual information.
- D. Teen Age Programs. Those programs specifically designed for teen age interests and level of maturity.

Descriptions and Ranking of Children's Programs

Program	Channel	Time	Day	Length of Time per Program	Time per Week	Rank
<u>Variety Shows</u>					<u>9:00</u>	<u>3</u>
Captain Kangaroo	9	8:15 am	MTWTF	30	2:30	7
Foreman Scotty	4	4:30 pm	MTWTF	30	3:00	8
Captain Kangaroo	9	9:00 am	Saturday	60	1:00	11
Shari Lewis	4	9:00 am	Saturday	30	30	45.4
Foreman Scotty	4	7:30 am	Saturday	90	1:30	48
Magic Land	9	12:00 pm	Saturday	30	30	63
<u>Western and Adventure Drama</u>					<u>4:30</u>	<u>5</u>
Jungle Jim	4	5:00 pm	Friday	30	30	17
Lone Ranger	4	10:30 am	Saturday	30	30	22
Fury	4	10:00 am	Saturday	30	30	28
Roy Rogers	9	11:30 am	Saturday	30	30	32
Sky King	9	11:00 am	Saturday	30	30	34
Rin Tin Tin	5	5:30 pm	Tuesday	30	30	40
Lone Ranger	5	5:30 pm	Wednesday	30	30	45.5
Captain Gallant	5	5:30 pm	Monday	30	30	141.5
Captain Gallant	4	4:00 pm	Saturday	30	30	149.5
<u>Information and Instruction Shows</u>					<u>1:00</u>	<u>11</u>
Junior Auction	9	10:30 am	Saturday	30	30	96
Creative Crafts	4	11:00 am	Saturday	30	30	105
<u>Story Telling Shows</u>					<u>2:40</u>	<u>9</u>
Storyland	9	7:50 am	MTWTF	25	1:40	26
Little Red Door	5	10:00 am	Saturday	30	30	144.5
Sunday School	4	9:30 am	Sunday	30	30	172
<u>Comedy Shows.</u>					<u>5:30</u>	<u>1</u>
Three Stooges	9	4:00 pm	MTWTF	30	2:30	13
Laurel and Hardy	4	5:30 pm	MTWTF	30	2:30	15
Three Stooges	9	10:00 am	Saturday	30	30	24.5
<u>Other Drama</u>					<u>2:00</u>	<u>4</u>
Walt Disney	5	5:30 pm	Sunday	60	1:00	20
Shirley Temple	4	6:00 pm	Sunday	60	1:00	29.5

Descriptions and Ranking of Children's Programs (Continued)

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>Cartoon Shows</u>					13:40	2
Funday Funnies	5	6:30 pm	Friday	30	30	1
Bugs Bunny	5	6:30 pm	Tuesday	30	30	2
Huckleberry Hound	4	5:00 pm	Thursday	30	30	3
Flintstones	5	7:30 pm	Friday	30	30	4.5
Woody Woodpecker	4	5:00 pm	Monday	30	30	4.5
Quick Draw McGraw	4	5:00 pm	Tuesday	30	30	6
Funday Funnies	5	5:00 pm	Sunday	30	30	9
Popeye Theater	5	6:00 pm	MWTF	25	1:40	10
Bugs Bunny	5	9:00 am	MTWTF	30	2:30	12
Mighty Mouse	9	8:30 am	Saturday	30	30	16
Cartoons	4	11:30 am	Saturday	30	30	20
Rocky and Friends	5	5:30 pm	Thursday	30	30	37.5
Cartoons	9	7:30 am	Saturday	45	45	49.5
Cartoons	4	11:30 am	Sunday	60	1:00	49.5
King Leonardo	4	9:30 am	Saturday	30	30	58.5
Rocky and Friends	5	4:30 pm	Sunday	30	30	61.5
Soupy Sales	5	12:00 pm	Saturday	30	30	67
Otto fr. Outer Sp.	9	8:15 am	Saturday	15	15	92.5
Tip Top House	5	11:00 am	Saturday	60	1:00	165.5

Descriptions and Ranking of Family Programs

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>Family Programs</u>					<u>21:00</u>	<u>6</u>
Real McCoys	5	7:30 pm	Thursday	30	30	14
Lassie	9	6:00 pm	Sunday	30	30	23
Donna Reed	5	7:00 pm	Thursday	30	30	24.5
Dennis the Menace	9	6:30 pm	Sunday	30	30	27
Leave It to Beaver	5	7:30 pm	Saturday	30	30	29.5
Father Knows Best	9	7:00 pm	Tuesday	30	30	31
Ozzie and Harriet	5	7:30 pm	Wednesday	30	30	33
Dobie Gillis	9	7:30 pm	Tuesday	30	30	37.5
I Love Lucy	9	10:00 am	MTWTF	30	2:30	40
Guestward Ho	5	6:30 pm	Thursday	30	30	42.5
Danny Thomas	9	8:00 pm	Monday	30	30	42.5
National Velvet	4	7:30 pm	Sunday	30	30	44
Andy Griffith	9	8:30 pm	Monday	30	30	47
Bachelor Father	4	8:00 pm	Thursday	30	30	52
Pete and Gladys	9	7:00 pm	Monday	30	30	53
My Three Sons	5	8:00 pm	Thursday	30	30	55
Tom Ewell	9	8:00 pm	Tuesday	30	30	69
December Bride	9	9:00 am	MTWTF	30	2:30	73.5
Bob Cummings	5	11:30 am	MTWTF	30	2:30	92.5
Ann Sothorn	9	6:30 pm	Thursday	30	30	96
Tab Hunter	4	7:30 pm	Sunday	30	30	96
Hennessy	9	9:00 pm	Monday	30	30	99
Make Room for Dad.	4	3:00 pm	MTWTF	30	2:30	113.5
Peter Loves Mary	4	9:00 pm	Wednesday	30	30	120
My Sister Eileen	9	8:00 pm	Wednesday	30	30	120
Bringing Up Buddy	9	5:00 pm	Sunday	30	30	172

Descriptions and Ranking of Adult Programs

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>Variety Shows</u>					<u>9:15</u>	<u>10</u>
Perry Como	4	8:00 pm	Wednesday	60	1:00	56.5
Red Skelton	9	8:30 pm	Tuesday	30	30	56.5
Tenn. Ernie Ford	4	8:30 pm	Thursday	30	30	69
Lawrence Welk	5	8:00 pm	Saturday	60	1:00	76
Ed Sullivan	9	7:00 pm	Sunday	60	1:00	77
Chevy Show	4	8:00 pm	Sunday	60	1:00	78
Jack Benny	9	8:30 pm	Sunday	30	30	79
Polka Parade	9	6:00 pm	Saturday	30	30	105
Telephone Hour	4	8:00 pm	Friday	60	1:00	109.5
Wired Serenaders	9	5:00 pm	Saturday	30	30	109.5
Paul Winchell	5	4:00 pm	Sunday	30	30	113.5
Gary Moore	9	9:00 pm	Tuesday	60	1:00	126.5
Jamboree	4	12:45 pm	Saturday	15	15	236.5
<u>Western and Adventure Drama</u>					<u>25:30</u>	<u>8</u>
Wagon Train	4	6:30 pm	Wednesday	60	1:00	18
Rifleman	5	7:00 pm	Tuesday	30	30	20
Bonanza	4	6:30 pm	Saturday	60	1:00	35
Cheyenne	5	6:30 pm	Monday	60	1:00	36
Have Gun Will Trav	9	8:30 pm	Saturday	30	30	51
Rawhide	9	6:30 pm	Friday	60	1:00	58.5
Deputy	4	8:00 pm	Saturday	30	30	60
Gunsmoke	9	9:00 pm	Saturday	30	30	61.5
Lawman	5	7:30 pm	Sunday	30	30	64
Wyatt Earp	5	7:30 pm	Tuesday	30	30	65.5
Maverick	5	6:30 pm	Sunday	60	1:00	69
Wells Fargo	4	7:30 pm	Monday	30	30	72
The Rebel	5	8:00 pm	Sunday	30	30	73.5
Zane Grey	9	7:30 pm	Thursday	30	30	80
Laramie	4	6:30 pm	Tuesday	60	1:00	81
U. S. Marshall	4	7:30 pm	Thursday	30	30	82.5
Shotgun Slade	9	7:30 pm	Monday	30	30	84
Dead or Alive	9	7:30 pm	Wednesday	30	30	85
Tall Man	4	7:30 pm	Saturday	30	30	88
Tombstone Terr.	4	9:00 pm	Friday	30	30	105
Stage Coach West	5	8:00 pm	Tuesday	60	1:00	113.5
Riverboat	4	6:30 pm	Monday	60	1:00	120
Outlaws	4	6:30 pm	Thursday	60	1:00	126.5
The Texan	5	12:00 pm	MTWTF	30	2:30	137.5

Descriptions and Ranking of Adult Programs (Continued)

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>Western, (Continued)</u>						
26 Men	5	10:30 am	MTWTF	30	2:30	154.5
Death Valley Days	4	9:30 pm	Thursday	30	30	159.5
Californians	5	1:30 pm	MTWTF	30	2:30	165.5
Klondike	4	8:00 pm	Monday	30	30	172
Hawkeye	5	3:30 pm	Sunday	30	30	186.5
26 Men	5	10:00 pm	Saturday	30	30	228
<u>Crime, Mystery, and Adventure Drama</u>					28:30	13
Surfside Six	5	7:30 pm	Monday	60	1:00	54
Harrigan and Son	5	7:00 pm	Friday	30	30	65.5
77 Sunset Strip	5	8:00 pm	Friday	60	1:00	71
Hawaiian Eye	5	8:00 pm	Wednesday	60	1:00	82.5
Aquanauts	9	6:30 pm	Wednesday	60	1:00	88
Advent. in Paradise	5	8:30 pm	Monday	60	1:00	90.5
Route 66	9	7:30 pm	Friday	60	1:00	94
Roaring 20's	5	6:30 pm	Saturday	60	1:00	99
Sheriff of Cochise	4	7:30 pm	Friday	30	30	101.5
Perry Mason	9	6:30 pm	Saturday	60	1:00	105
Checkmate	9	7:30 pm	Saturday	60	1:00	123
Blue Angels	9	7:00 pm	Thursday	30	30	126
Sea Hunt	4	9:30 pm	Wednesday	30	30	137.5
Highway Patrol	4	4:00 pm	MTWTF	30	2:30	137.5
Brothers Brannagan	9	9:30 pm	Saturday	30	30	141.5
Islanders	5	8:30 pm	Sunday	60	1:00	144.5
Alfred Hitchcock	4	7:30 pm	Tuesday	30	30	149.5
Naked City	5	9:00 pm	Wednesday	60	1:00	149.5
Untouchables	5	8:30 pm	Thursday	60	1:00	149.5
Hong Kong	5	6:30 pm	Wednesday	60	1:00	154.5
Soldiers of Fort.	5	6:00 pm	Saturday	30	30	154.5
Twilight Zone	9	9:00 pm	Friday	30	30	157
Detectives	5	9:00 pm	Friday	30	30	180.5
Peter Gunn	5	9:30 pm	Monday	30	30	183.5
Mr. & Mrs. North	4	12:00 pm	Saturday	30	30	192.5
City Detective	4	4:30 pm	Saturday	30	30	198.5
African Patrol	9	4:30 pm	Saturday	30	30	202.5
Law and Mr. Jones	5	9:30 pm	Friday	30	30	202.5
The Witness	9	8:00 pm	Thursday	60	1:00	207
Johnny Midnight	9	8:30 pm	Friday	30	30	207
Coronado	9	9:00 pm	Thursday	30	30	212
Thriller	4	8:00 pm	Tuesday	60	1:00	217.5
Manhunt	4	9:30 pm	Friday	30	30	223.
Dan Raven	4	6:30 pm	Friday	60	1:00	244.5
Dante	4	8:30 pm	Monday	30	30	244.5
Dangerous Robin	4	9:30 pm	Monday	30	30	267.5
Garlund Touch	9	10:30 pm	Monday	30	30	267.5

Descriptions and Ranking of Adult Programs (Continued)

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>Varied Drama</u>					<u>53:00</u>	<u>18</u>
Millionaire	9	2:00 pm	MTWTF	30	2:30	109.5
G. E. Theater	9	8:00 pm	Sunday	30	30	113.5
Loretta Young	4	1:30 pm	MTWTF	30	2:30	133.
Early Show	9	4:30 pm	MTWTF	75	6:15	162
Alcoa Theater	5	9:00 pm	Tuesday	30	30	172
U. S. Steel Hour	9	9:00 pm	Wednesday	60	1:00	179
June Allyson	9	9:30 pm	Monday	30	30	186.5
Loretta Young	4	9:00 pm	Sunday	30	30	192.5
Early Show	5	12:30 pm	Saturday	270	4:30	212
Now Showing	4	10:00 am	Sunday	90	1:30	217.5
Movie	4	1:30 pm	Sunday	150	2:30	217.5
Playhouse 9	9	6:30 pm	Tuesday	30	30	223
Barbara Stanwyck	4	9:00 pm	Monday	30	30	232
Movie	9	2:00 pm	Saturday	150	2:30	240.5
Movie	5	11:15 am	Sunday	75	1:15	244.5
Movie	9	11:15 am	Sunday	75	1:15	244.5
Movie	5	10:15 pm	MTWTF	105	8:45	267.5
Movie	9	10:30 pm	SMTWTFS	90	10:30	267.5
Downtown Theatre	5	10:30 pm	Saturday	90	1:30	267.5
Movie	4	10:30 pm	Sunday	90	1:30	267.5
Sunday Night Movie	5	10:00 pm	Sunday	120	2:00	267.5
<u>Drama Serials</u>					<u>28:45</u>	<u>16</u>
As the World Turns	9	12:30 pm	MTWTF	30	2:30	146
Brighter Day	9	3:00 pm	MTWTF	15	1:15	158.5
Edge of Night	9	3:30 pm	MTWTF	15	1:15	162
Morning Court	5	11:00 am	MTWTF	30	2:30	162
Clear Horizon	9	10:30 am	MTWTF	30	2:30	162
Secret Storm	9	3:15 pm	MTWTF	15	1:15	165.5
Day in Court	5	2:00 pm	MTWTF	30	2:30	172
Verdict Is Yours	9	2:30 pm	MTWTF	30	2:30	172
Love of Life	9	11:00 am	MTWTF	30	2:30	180.5
Search for Tomor.	9	11:30 am	MTWTF	15	1:15	180.5
Guiding Light	9	11:45 am	MTWTF	15	1:15	192.5
Young Dr. Malone	4	2:00 pm	MTWTF	30	2:30	202.5
Road to Reality	5	2:30 pm	MTWTF	30	2:30	202.5
From These Roots	4	2:30 pm	MTWTF	30	2:30	207
<u>Religious Shows</u>					<u>9:40</u>	<u>20</u>
This Is the Life	4	8:00 am	Sunday	30	30	207
The Answer	4	8:30 am	Sunday	30	30	228
Church Services	4	9:00 am	Sunday	30	30	232

Descriptions and Ranking of Adult Programs (Continued)

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>Religious (Continued)</u>						
Oral Roberts	5	9:30 am	Sunday	30	30	236.5
Willard Stark	5	10:30 am	Saturday	30	30	244.5
Daily Word	4	6:40 am	MTWTF	10	50	267.5
Devotions	9	6:45 am	MTWTF	10	50	267.5
Christian Science	5	10:00 am	Sunday	30	30	267.5
Country Parson	5	12:30 pm	Sunday	30	30	267.5
Calvary Temple	5	1:00 pm	Sunday	30	30	267.5
Lifeline	5	1:30 pm	Sunday	30	30	267.5
Men with a Mission	5	2:00 pm	Sunday	30	30	267.5
This Is the Life	5	2:30 pm	Sunday	30	30	267.5
Faith for Today	9	8:00 am	Sunday	30	30	267.5
Herald of Truth	9	8:30 am	Sunday	30	30	267.5
Lamp Unto My Feet	9	9:00 am	Sunday	30	30	267.5
Morning Worship	9	9:30 am	Sunday	30	30	267.5
Dr. Waldo Stevens	9	10:00 am	Sunday	30	30	267.5
<u>Quiz, Contest, and Panel Shows</u>					<u>34:30</u>	<u>12</u>
To Tell the Truth	9	6:30 pm	Monday	30	30	75
Price Is Right	4	7:30 pm	Wednesday	30	30	79
Video Village	9	9:30 am	MTWTF	30	2:30	88
Price Is Right	4	10:00 am	MTWTF	30	2:30	90.5
Concentration	4	10:30 am	MTWTF	30	2:30	117
Truth or Consequ.	4	11:00 am	MTWTF	30	2:30	117
Queen for a Day	5	3:00 pm	MTWTF	30	2:30	120
It Could Be You	4	11:30 am	MTWTF	30	2:30	123
Beat the Clock	5	12:30 pm	MTWTF	30	2:30	130
I've Got a Secret	9	8:30 pm	Wednesday	30	30	133
Play Your Hunch	4	9:30 am	MTWTF	30	2:30	137.5
Jan Murray	4	1:00 pm	MTWTF	30	2:30	153.5
Who Do You Trust	5	3:30 pm	MTWTF	30	2:30	165.5
Groucho Marx	4	9:30 pm	Saturday	30	30	177.5
People Are Funny	4	5:30 pm	Sunday	30	30	192.5
G. E. College Bowl	9	4:30 pm	Sunday	30	30	192.5
Amateur Hour	9	4:00 pm	Sunday	30	30	192.5
About Faces	5	1:00 pm	MTWTF	30	2:30	198.5
What's My Line	9	9:30 pm	Sunday	30	30	217.5
Ernie Kovac	5	9:30 pm	Thursday	30	30	223
Say When	4	9:00 am	MTWTF	30	2:30	267.5
<u>Women's Shows</u>					<u>5:00</u>	<u>7</u>
Jack LaLanne	5	9:30 am	MTWTF	30	2:30	40
Ida B. Show	5	10:00 am	MTWTF	30	2:30	141.5

Descriptions and Ranking of Adult Programs (Continued)

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>Human Interest Shows</u>					<u>16:55</u>	<u>15.5</u>
Tom Paxton Show	4	12:25 pm	MTWTF	35	2:55	105
House Party	9	1:30 pm	MTWTF	30	2:30	109.5
Candid Camera	9	9:00 pm	Sunday	30	30	162
Here's Hollywood	4	3:30 pm	MTWTF	30	2:30	198.5
This Is Your Life	4	9:30 pm	Sunday	30	30	228
Jack Paar	4	10:30 pm	MTWTF	90	7:30	267.5
Person to Person	9	10:30 pm	Sunday	30	30	267.5
<u>Sports Shows</u>					<u>12:00</u>	<u>19</u>
Bowling Stars	4	3:30 pm	Saturday	30	30	172
Pro Football	9	12:45 pm	Sunday	195	3:15	172
Oklahoma Bowling	4	12:30 pm	Sunday	60	1:00	177.5
All Star Golf	5	5:00 pm	Saturday	60	1:00	186.5
Pro Basketball	4	1:00 pm	Saturday	150	2:30	198.5
Wrestling	4	10:30 pm	Saturday	60	1:00	212
Celebrity Golf	4	4:00 pm	Sunday	60	1:00	212
Sports Thrills	9	12:30 pm	Sunday	15	15	212
Fight of the Week	5	9:00 pm	Saturday	45	45	232
Champion. Bridge	5	3:00 pm	Sunday	30	30	236.5
Make that Spare	5	9:45 pm	Saturday	15	15	267.5
<u>News and Information Shows</u>					<u>51:50</u>	<u>17</u>
Expedition	5	6:00 pm	Tuesday	30	30	86
News, Weather	4	12:00 pm	MTWTF	25	2:05	101.5
News, Weather	9	8:45 am	MTWTF	15	1:15	117
News, Weather	4	6:00 pm	MTWTF	30	2:30	123
Your Horoscope	5	8:55 am	MTWTF	5	25	126.5
News, Weather	5	6:25 pm	MTWTF	5	25	133
News, Weather	9	12:00 pm	MTWTF	30	2:30	133
News, Weather	4	6:00 pm	Saturday	30	30	133
News, Weather, Spt	9	5:30 pm	Saturday	30	30	141.5
Twentieth Century	9	5:30 pm	Sunday	30	30	149.5
Huntley Brinkley	4	5:30 pm	MTWTF	15	1:15	158.5
Four Star Report	9	5:45 pm	MTWTF	45	3:45	180.5
Industry on Parade	4	12:30 pm	Saturday	30	30	183.5
Dave Garroway	4	7:00 am	MTWTF	120	10:00	192.5
Football	4	5:30 pm	Saturday	30	30	207
News, Markets	9	7:30 am	MTWTF	10	50	217.5
Meet the Press	4	5:00 pm	Sunday	30	30	217.5
Big Picture	9	1:00 pm	Saturday	30	30	223
C.B.S. Reports	9	9:00 pm	Thursday	60	1:00	223
Eyewitness to Hist	9	9:30 pm	Friday	30	30	228

Descriptions and Ranking of Adult Programs (Continued)

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
<u>News, (Continued)</u>						
Nation's Future	4	8:30 pm	Saturday	60	1:00	228
News	9	10:55 am	Sunday	5	5	236.5
You Name It	9	7:00 am	MTWTF	30	2:30	236.5
Farm Show	9	12:30 pm	Saturday	30	30	240.5
Point of View	4	5:00 pm	Saturday	30	30	244.5
Continental Class.	4	6:00 am	MTWTF	30	2:30	267.5
Markets	4	6:30 am	MTWTF	10	50	267.5
Farm News & Weath.	4	6:45 am	MTWTF	15	1:15	267.5
News, Weather, Spt	4	10:00 pm	SMTWTFS	30	3:30	267.5
News, Weather	5	12:20 am	MTWTF	10	50	267.5
News, Weather, Spt	9	10:00 pm	SMTWTFS	30	3:30	267.5
News, Boyle	5	10:00 pm	MTWTF	15	1:15	267.5
FBI Report	5	12:20 am	MTWTF	5	25	267.5
Weather	9	6:55 am	MTWTF	5	25	267.5
On the Farm	4	7:00 am	Saturday	30	30	267.5
Agriculture on Par	5	10:15 am	Sunday	30	30	267.5
Winston Churchill	5	9:30 pm	Sunday	30	30	267.5
Camera III	9	10:30 am	Sunday	30	30	267.5
Full Count	9	11:00 am	Sunday	15	15	267.5

Descriptions and Ranking of Teen Age Programs

Program	Channel	Time	Day	Length of Program	Time Per Week	Rank
<u>Teen Age Programs</u>					8:00	14
American Bandstand	5	4:00 pm	MTWTF	90	7:30	105
High School Beat	9	1:30 pm	Saturday	30	30	267.5

APPENDIX C

Raw Scores for Frequency of Viewing All Programs

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency Score	Type*
Riverboat	2		6	7	33	-63	C-2
Tales of Wells Fargo	2	5	7	15	19	-30	C-2
Klondike	2		1	4	41	-79	C-2
Dante				1	47	-95	C-3
Barbara Stanwyck			1	1	46	-92	C-4
Dangerous Robin					48	-96	C-3
Laramie	2		12	8	26	-42	C-2
Alfred Hitchcock		1	4	8	35	-72	C-3
Thriller			1	4	43	-89	C-3
Wagon Train	12	12	9	4	11	43	C-2
Price Is Right	4	3	7	4	30	-39	C-7
Perry Como	3	4	13	12	16	-14	C-1
Peter Loves Mary	2	4	2	3	37	-61	B
Sea Hunt	1	2	5	1	39	-67	C-3
Outlaws	3		5	3	37	-63	C-2
U. S. Marshall	2	3	8	7	28	-43	C-2
Bachelor Father	6	6	8	8	20	-10	B
Tennessee Ernie Ford	3	3	13	4	25	-26	C-1
Coronado 9			2	2	44	-88	C-3
Death Valley Days	3		2	3	40	-72	C-2
Dan Raven				1	47	-95	C-3
Sheriff of Cochise	2	1	5	11	29	-56	C-3
Telephone Hour	1		9	6	32	-58	C-1
Tombstone Territory	2	1	7	4	34	-57	C-2
Manhunt	1			1	46	-90	C-3
Cheyenne	8	7	11	7	15	12	C-2
Surf Side 6	5	7	4	9	23	-12	C-3
Adventures in Paradise	4	3	2	5	34	-50	C-3
Peter Gunn	1		2	3	42	-82	C-3
Bugs Bunny	34	6	3	1	4	108	A-7
Rifleman	13	12	8	1	14	42	C-2
Wyatt Earp	4	6	7	7	24	-24	C-2
Stage Coach West	3	2	3	5	35	-59	C-2
Alcoa Theater	1	1	2	3	41	-78	C-4
Hong Kong	2	1	2	3	40	-73	C-3
Ozzie and Harriett	10	7	10	5	16	17	B
Hawaiian Eye	5	1	5	9	28	-43	C-3
Naked City	3	1	1	2	41	-72	C-3
Guestward Ho	13	3	7	2	23	4	B
Real McCoys	17	9	12	4	6	65	B
Donna Reed	14	6	10	8	10	36	B
My Three Sons	10	3	6	3	26	-11	B
Untouchables	3		2	3	40	-72	C-3
Ernie Kovac	1			1	46	-90	C-7
Funday Funnies	38	2	2	2	4	110	A-7

Raw Scores, (Continued)

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency Score	Type*
Harrigan and Son	4	4	10	6	24	-24	C-3
Flintstone	31	6	5		6	98	A-7
77 Sunset Strip	6	1	8	11	22	-27	C-3
Detectives			2	2	43	-81	C-3
Law and Mr. Jones	1		1	2	44	-86	C-3
To Tell the Truth	6	1	7	7	27	-34	C-7
Pete and Gladys	8	5	5	10	20	-11	B
Shotgun Slade	2	3	9	3	31	-44	C-2
Danny Thomas	8	7	10	2	21	4	B
Andy Griffith	12	3	5	4	24	-5	B
Hennessy	4	2	3	4	35	-55	B
June Allyson	1	1	1	1	44	-83	C-4
Playhouse 9			1	3	44	-90	C-4
Father Knows Best	9	6	14	6	13	21	B
Dobie Gillis	10	9	6	3	20	11	B
Tom Ewell	7	3	7	2	29	-26	B
Red Skelton	10	3	5	5	25	-14	C-1
Gary Moore	5		1	5	37	-63	C-1
Aquanauts	1	4	6	9	28	-48	C-3
Wanted Dead or Alive	2	1	10	7	28	-45	C-2
My Sister Eileen	2	2	3	5	36	-64	B
I've Got a Secret	2	2	2	6	36	-64	C-7
U. S. Steel Hour	1	2	1	1	43	-79	C-4
Ann Sothern	2	2	7	3	34	-54	B
Blue Angels	1	1	7	3	36	-63	C-3
Zane Grey	1	2	12	7	26	-40	C-2
Witness				3	45	-87	C-3
CBS Reports			1	3	44	-90	C-11
Rawhide	5	6	8	8	21	-15	C-2
Route 66	3	3	3	7	32	-53	C-3
Johnny Midnight			2	3	43	-87	C-3
Twilight Zone		2	4	2	40	-74	C-3
Eyewitness to History	1				47	-91	C-11
Continental Classroom					48	-96	C-11
Markets					48	-96	C-11
Daily Word					48	-96	C-6
Farm News and Weather					48	-96	C-11
Dave Garroway		1	2	2	43	-84	C-11
Say When					48	-96	C-7
Play Your Hunch	3	1	1	7	36	-67	C-7
Price Is Right	3	1	8	3	33	-50	C-7
Concentration	2	4	2	4	36	-60	C-7
Truth or Consequences	1	1	7	6	33	-60	C-7
It Could Be You		1	8	6	33	-62	C-7

Raw Scores, (Continued)

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency Score	Type*
News, Weather	2	1	7	5	33	-56	C-11
Tom Paxton Show	2	3	5	2	36	-57	C-9
Jan Murray	1	3	1	3	40	-73	C-7
Loretta Young	1	2	5	2	38	-66	C-4
Young Dr. Malone	1			5	42	-86	C-5
From These Roots		1		5	42	-87	C-5
Make Room for Daddy	1	3	6	2	36	-59	B
Here's Hollywood		1	1	4	42	-85	C-9
Highway Patrol		1	6	7	34	-67	C-3
Foreman Scotty	23	12	7	1	5	89	A-1
Woody Woodpecker	28	9	6		5	98	A-7
Quick Draw McGraw	28	7	8		5	96	A-7
Huckleberry Hound	30	8	5		5	101	A-7
Jungle Jim	14	8	12	4	10	46	A-2
Laural and Hardy	13	15	10	3	7	60	A-5
Huntley Brinkley	1		3	7	37	-75	C-11
News and Weather	2		6	6	34	-62	C-11
News, Weather, Sports					48	-96	C-11
Jack Paar					48	-96	C-9
Your Horoscope	2	2	5		39	-63	C-11
Bugs Bunny	25	7	4	2	10	71	A-7
Jack LaLanne	5	11	12	1	19	10	C-8
Ida B. Show	1	2	4	3	38	-68	C-8
26 Men	1	1	3	5	38	-73	C-2
Morning Court	1	2	1	4	40	-76	C-5
Bob Cummings	3	3	3	9	30	-51	B
The Texan	3	1	2	4	38	-67	C-2
Beat the Clock		4	2	9	33	-65	C-7
About Faces		1	1	4	42	-85	C-7
Californians	1	2		5	40	-78	C-2
Day in Court	1	2	1	1	43	-86	C-5
Road to Reality		1	1	3	43	-86	C-5
Queen for a Day		3	6	5	34	-61	C-5
Who Do You Trust			5	3	40	-78	C-5
American Bandstand	2	1	5	10	30	-57	D
Captain Gallant	1	4	1	4	38	-68	A-2
Rin Tin Tin	5	3	20	9	11	10	A-2
Lone Ranger	4	5	14	10	15	-4	A-2
Rocky and His Friends	8	8	12	7	13	11	A-7
Popeye Theater	24	9	6	5	4	81	A-7
Expedition	2	3	7	6	30	-47	C-11
News, Weather	1	1	5	6	35	-66	C-11
News According to Boyle					48	-96	C-11
Movie					48	-96	C-11
FBI Report					48	-96	C-11
News, Weather					48	-96	C-11

Raw Scores, (Continued)

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency Score	Type*
Devotions					48	-96	C-6
Weather					48	-96	C-11
You Name It			1		47	-93	C-11
News, Markets		1	1		46	-89	C-11
Miss Fran	11	9	11	5	12	33	A-4
Captain Kangaroo	24	11	9		4	95	A-1
News, Weather	2	1	5	7	33	-60	C-11
December Bride	2	6	7	9	24	-38	B
Video Village	2	4	5	7	30	-48	C-7
I Love Lucy	9	8	8	5	18	10	B
Clear Horizon	1		4	3	40	-76	C-5
Love of Life		1	2	5	40	-81	C-5
Search for Tomorrow		1	2	5	40	-81	C-5
Guiding Light		1	1	5	41	-84	C-5
News, Weather	2	1	4	4	37	-66	C-11
As the World Turns	1	1	4	4	38	-71	C-5
Life of Riley	5	2	4	4	33	-47	B
Millionaire	1	3	6	3	35	-58	C-4
House Party	1	3	6	3	35	-58	C-9
Verdict Is Yours	1		2	6	39	-79	C-5
Brighter Day	1	2	1	5	39	-75	C-5
Secret Storm	1	2		5	40	-78	C-5
Edge of Night	1	2	1	4	40	-76	C-5
Three Stooges	19	10	9	2	8	68	A-5
Early Show			4	8	36	-76	C-4
Four Star Report			4	3	41	-81	C-11
News, Weather, Sports Movie					48	-96	C-4
Garlund Touch					48	-96	C-3
Person to Person					48	-96	C-9
On the Farm					48	-96	C-11
Foreman Scotty	7	7	6	8	20	-7	A-1
Shari Lewis	10	8	2	4	24	-4	A-1
King Leonardo	12	2	3	4	27	-15	A-7
Fury	12	9	8	6	13	30	A-2
Lone Ranger	12	7	14	7	8	40	A-2
Creative Crafts		2	8	7	31	-57	A-3
Cartoons	10	14	10	2	12	42	A-7
Mr. and Mrs. North	1		1	4	42	-84	C-3
Industry on Parade			4	2	42	-82	C-11
Jamboree			1		47	-93	C-1
Pro Basketball			3	2	43	-85	C-10
Bowling Stars		1	4	1	42	-79	C-10
Captain Gallant	1	1	4	3	39	-72	A-2
City Detective			3	2	43	-85	C-3

Raw Scores, (Continued)

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency Score	Type*
Point of View				1	47	-95	C-11
Football			2	3	43	-87	C-11
News, Weather	2	1	4	4	37	-66	C-11
Bonanza	8	10	8	6	16	14	C-2
Tall Man	4	1	6	6	31	-48	C-2
Deputy	3	6	11	5	23	-19	C-2
Nation's Future			1	2	45	-91	C-11
Groucho Marx	1	2		3	42	-80	C-7
Wrestling	1			3	44	-88	C-10
Little Red Door	1	1	3	8	35	-70	A-4
Willard Stark				1	47	-95	C-6
Tip Top House	1	1	2	3	41	-78	A-7
Soupy Sales	2	3	14	7	22	-25	A-7
Early Show			1	5	42	-88	C-4
All Star Golf			4	1	43	-83	C-10
Soldiers of Fortune	1		5	3	39	-73	C-2
Roaring 20's	2	2	7	2	35	-55	C-3
Leave It to Beaver	10	9	11	1	17	24	B
Lawrence Welk	3	2	10	5	28	-36	C-1
Fight of the Week			1	1	46	-92	C-10
Make that Spare					48	-96	C-10
26 Men	1				47	-91	C-2
Downtown Theater					48	-96	C-4
Cartoons	6	8	7	5	22	-8	A-7
Otto from Outer Space	5	2	2	6	33	-51	A-7
Mighty Mouse	13	15	7	3	10	60	A-7
Captain Kangaroo	20	14	5	4	5	79	A-1
Three Stooges	11	12	9	2	14	36	A-5
Junior Auction		1	9	11	27	-54	A-3
Sky King	5	5	19	9	10	15	A-2
Roy Rogers	8	5	15	9	11	18	A-2
Magic Land	7	5	5	5	26	-21	A-1
Farm Show				2	46	-94	C-11
Big Picture	1			1	46	-90	C-11
High School Beat					48	-96	D
Movie				2	46	-94	C-4
African Patrol			2	4	42	-86	C-2
Wirehand Serenaders		2	8	6	32	-58	C-1
News, Weather, Sports	1	3	3	2	39	-68	C-11
Polka Parade	2		7	8	31	-57	C-1
Perry Mason		3	5	12	28	-57	C-3
Checkmate	3	1	4	3	37	-62	C-3
Have Gun Will Travel	9	6	4	6	23	-9	C-2
Gunsmoke	10	2	5	3	28	-20	C-2
Brothers Brannagan	2		2		44	-68	C-3

Raw Scores, (Continued)

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency Score	Type*
This Is the Life	1		1	1	45	-68	C-6
The Answer	1				47	-91	C-6
Church Services			1	1	46	-92	C-6
Miss Jane Sunday School	1	1	2	2	42	-79	A-4
Now Showing	1			2	45	-89	C-4
Cartoons	5	7	11	2	23	-8	A-7
Oklahoma Bowling Movie	1		1	2	44	-89	C-4
Celebrity Golf		1	1	1	45	-88	C-10
Meet the Press			2	1	45	-89	C-11
People Are Funny			3	3	42	-84	C-7
Shirley Temple	6	10	15	5	12	24	A-6
National Velvet	5	9	10	4	20	-1	B
Tab Hunter	3		6	9	30	-54	B
Chevy Show	3	1	11	6	27	-38	C-1
Loretta Young		1	2	2	43	-84	C-4
This Is Your Life Movie		1		1	46	-91	C-9
Oral Roberts			1		48	-96	C-4
Christian Science					47	-93	C-6
Agriculture on Parade Movie				1	48	-96	C-6
Country Parson					48	-96	C-11
Galvary Temple					48	-96	C-4
Lifeline					48	-96	C-6
Men with a Mission					48	-96	C-6
This Is the Life					48	-96	C-6
Championship Bridge			1		47	-93	C-6
Hawkeye	1		2	2	43	-83	C-10
Paul Winchell	1		9	5	33	-59	C-2
Rocky and His Friends	4	8	8		28	-20	C-1
Funday Funnies	24	9	7		8	81	A-7
Walt Disney	10	13	11	3	11	42	A-6
Maverick	3	5	9	8	23	-26	C-2
Lawman	6	5	5	9	23	-26	C-2
The Rebel	6	3	5	7	27	-32	C-2
The Islanders	2	1	3	3	39	-70	C-3
Winston Churchill					48	-96	C-3
Sunday Night Movie					48	-96	C-11
Faith for Today					48	-96	C-4
Herald of Truth					48	-96	C-6
Lamp Unto My Feet					48	-96	C-6
Morning Worship					48	-96	C-6
Dr. Waldo Stephens					48	-96	C-6
Camera III					48	-96	C-6

Raw Scores, (Continued)

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency	Type*
						Score	
News			1		47	-93	C-11
Full Count					48	-96	C-11
Movie				1	47	-95	C-4
Sports Thrills	1		1		46	-88	C-10
Pro Football	1		4		43	-79	C-10
Amateur Hour			4		44	-84	C-7
G. E. College Bowl			4		44	-84	C-7
Bringing Up Buddy	1		4		43	-79	B
Twentieth Century	1		6	1	40	-72	C-11
Lassie	10	8	14	9	7	37	B
Dennis the Menace	9	11	11	6	11	32	B
Ed Sullivan	1	5	9	7	26	-37	C-1
G. E. Theater		4	5	6	33	-59	C-4
Jack Benny	2	3	5	4	34	-55	C-1
Candid Camera	2	1	1	3	41	-76	C-9
What's My Line		1	1		46	-89	C-7

* Each type of program is indicated by a letter symbol. For the meaning of the letter symbol see Appendix B.

APPENDIX D

Raw Scores of the Top Thirty Programs

Program	Reg.	Fre.	Occ.	Sel.	Nev.	Frequency Score	Type*
Matty's Funday Funnies	38	2	2	2	4	110	A-7
Bugs Bunny	34	6	3	1	4	108	A-7
Huckleberry Hound	30	8	5		5	101	A-7
Flintstones	31	6	5		6	98	A-7
Woody Woodpecker	28	9	6		5	98	A-7
Quick Draw McGraw	28	7	8		5	96	A-7
Captain Kangaroo	24	11	9		4	95	A-1
Foreman Scotty	23	12	7	1	5	89	A-1
Popeye Theater	24	9	6	5	4	83	A-7
Matty's Funday Funnies	24	9	7		8	81	A-7
Captain Kangaroo	20	14	5	4	5	79	A-1
Bugs Bunny	25	7	4	2	10	71	A-7
Three Stooges	19	10	9	2	8	68	A-5
Real McCoys	17	9	12	4	6	65	B
Laurel and Hardy	13	15	10	3	7	62	A-5
Mighty Mouse	13	15	7	3	10	53	A-7
Jungle Jim	14	8	12	4	10	46	A-2
Wagon Train	12	12	9	4	11	43	C-2
Rifleman	13	12	8	1	14	42	C-2
Cartoons	10	14	10	2	12	42	A-7
Walt Disney	10	13	11	3	11	42	A-6
Lone Ranger	12	7	14	7	8	41	A-2
Lassie	10	8	14	9	7	37	B
Three Stooges	11	12	9	2	14	36	A-5
Donna Reed	14	6	10	8	10	36	B
Miss Fran	11	9	11	5	12	33	A-4
Dennis the Menace	9	11	11	6	11	32	B
Fury	12	9	8	6	13	30	A-2
Leave It to Beaver	10	9	11	1	17	24	B
Shirley Temple	6	10	15	5	12	24	A-6

* Each type of program is indicated by a letter symbol. For the meaning of the letter symbol see Appendix B.

Descriptions and Ranking of The Top Thirty Programs

Program	Channel	Time	Day	Length of Program	Time per Week	Rank
Funday Funnies	5	6:30 pm	Friday	30	30	1
Bugs Bunny	5	5:30 pm	Tuesday	30	30	2
Huckleberry Hound	4	5:00 pm	Thursday	30	30	3
Flintstones	5	7:30 pm	Friday	30	30	4.5
Woody Woodpecker	4	5:00 pm	Monday	30	30	4.5
Quick Draw McGraw	4	5:00 pm	Tuesday	30	30	6
Captain Kangaroo	9	8:15 am	MTWTF	30	2:30	7
Foreman Scotty	4	4:30 pm	MTWTF	30	3:00	8
Popeye Theater	5	6:00 pm	MWTF	30	2:00	9
Funday Funnies	5	5:00 pm	Sunday	30	30	10
Captain Kangaroo	9	9:00 am	Saturday	60	1:00	11
Bugs Bunny	5	9:00 am	MTWTF	30	2:30	12
Three Stooges	9	4:00 pm	MTWTF	30	2:30	13
Real McCoys	5	7:30 pm	Thursday	30	30	14
Laurel and Hardy	4	5:30 pm	MTWTF	30	2:30	15
Mighty Mouse	9	8:30 am	Saturday	30	30	16
Jungle Jim	4	5:00 pm	Friday	30	30	17
Wagon Train	4	6:30 pm	Wednesday	60	1:00	18
Rifleman	5	6:30 pm	Tuesday	30	30	20
Cartoons	4	11:30 am	Saturday	30	30	20
Walt Disney	5	5:30 pm	Sunday	60	1:00	20
Lone Ranger	4	10:30 am	Saturday	30	30	22
Lassie	9	6:00 pm	Sunday	30	30	23
Three Stooges	9	10:00 am	Saturday	30	30	24.5
Donna Reed	5	7:00 pm	Thursday	30	30	24.5
Miss Fran	9	7:50 am	MTWTF	25	2:05	26
Dennis the Menace	9	6:30 pm	Sunday	30	30	27
Fury	4	10:00 am	Saturday	30	30	28
Leave It to Beaver	5	7:30 pm	Saturday	30	30	29.5
Shirley Temple	4	6:00 pm	Sunday	60	1:00	29.5

APPENDIX E

Descriptions of the Specials and Spectaculars

Date	Program	Time
12-8-60	Peter Pan	6:30 pm
12-11-60	Red Roses in December - Christmas Sermon	9:00 am
	Omnibus - Night People - New York City after Dark	4:00 pm
	Movie - The Wizard of Oz	5:00 pm
12-12-60	Bob Hope Show	8:30 pm
12-13-60	DuPont Show of the Month - Harvey - Art Carney	7:30 pm
	O'Conner's Ocean - Pacific Coast Films	9:00 pm
12-16-60	Hallmark Hall of Fame - Opera - Golden Child	7:30 pm
12-17-60	Liberty Bowl - Oregon vs. Penn State	11:45 am
	Bluebonnet Bowl - Alabama vs. Texas	12:45 pm
12-18-60	Spirit of Channukah - Meaning of Jewish holiday	10:30 am
	Winter Night - Music for Christmas	9:30 pm
12-20-60	NBC White Paper - Negro Sit In's	9:00 pm
12-21-60	Project 20 - The Coming of Christ	7:30 pm
12-24-60	Enchanted Christmas Tree - Ballet	1:30 pm
	Church Service - Episcopal	8:30 pm
	Sports Highlights of 1960	9:00 pm
	Christmas Carols - St. Johns Cathedral	9:45 pm
12-25-60	Joyful Hour - Drama about Christmas	10:00 am
	A Star Shall Rise - Drama about the Wise Men	11:00 am
	NBC Opera Co. - Amahl and the Night Visitors	3:00 pm
	Christmas at Big 9 - Personnel and Families	3:30 pm
	Christmas Startime - Leonard Bernstein	4:00 pm
	Christmas Night - The Gift Song - Music	9:30 pm
12-26-60	GBS Reports - The Great Holiday Massacre	7:00 pm
12-27-60	Renegade - British Seaman and the Civil War	9:00 pm
12-29-60	Project 20 - Victory at Sea	8:30 pm
	Years of Crisis - News Analysis	9:00 pm
12-30-60	Projection 61 - NBC Newsmen - coming year	8:00 pm
	Inventory: 60 - Major events of the year in Okla.	10:30 pm
12-31-60	Blue-Grey Game - Football	12:45 pm
	Gator Bowl - Baylor vs. Florida	1:00 pm
	East-West Shrine Game - Football	3:45 pm
	College Basketball Tournament - Madison Sq. Garden	9:00 pm
1-1-61	Orange Bowl Regatta - Boat Races	12:00 pm
	NBC Opera Company - Deseret	2:00 pm
	AFL Championship Football	2:30 pm
	Omnibus - Music - Drama - Lincoln Center	4:00 pm
	Will to Victory - World War II - Churchill	8:30 pm
	New Year's Night - Young Performers - Music	9:30 pm
1-2-61	Tournament of Roses Parade	10:30 am
	Orange Bowl - Navy vs. Missouri	11:45 am
	Sugar Bowl - Rice vs. Mississippi	12:45 pm
	Cotton Bowl - Duke vs. Arkansas	2:30 pm
	Rose Bowl Preview	3:30 pm
	Rose Bowl - Minnesota vs. Washington	3:45 pm

Descriptions, (Continued)

Date	Program	Time
1-3-61	Project 20 - The Twisted Cross - Hitler Playoff Bowl - Browns vs. Lions	9:00 pm 1:00 pm
1-7-61	Senior Bowl - All Star Game	2:15 pm
1-8-61	Meet the New Senators - U. S. Senate Young People's Concert - Leonard Bernstein	11:00 am 3:00 pm
1-10-61	Tribute to a Patriot - President Eisenhower	9:00 pm
1-11-61	Bob Hope - Christmas Show to the Troops	8:00 pm

APPENDIX F

Compilation of Reasons for Viewing Television

- A. The child or family likes the program.
1. The whole family likes to watch the program.
 2. The child likes to watch the program.
- B. Other family members like to watch the program.
3. The parents like to watch the program.
 4. The child's brothers and/or sisters like to watch the program.
- C. Other reasons.
5. The parents encourage the child to watch the program.
 6. The child or family has a habit of watching the program.
 7. The television is on at this time and this is the best program available.
 8. This program is watched if the particular show is liked.
 9. This program is watched if the child has nothing else to do.
 10. Other reasons. (Provided by the mothers)

Compilation of Reasons for Not Viewing Television

- A. The child is doing something else.
 - 1. The child is in bed at the time for this program.
 - 2. The child is eating his meal at the time for this program.
 - 3. The child is engaged in other activities.
- B. The child watches another program at this time.
 - 4. The child watches another program at this time.
- C. Negative feelings toward the program.
 - 5. The child does not like the program.
 - 6. The family does not like the program.
 - 7. The parents discourage the child from viewing the program.
- D. Other reasons.
 - 8. The child isn't familiar with the program.
 - 9. Other reasons. (Provided by the mothers)

Reasons Added by the Mothers

Positive Reasons:

1. The program is watched if the father is not home.
2. The program is watched if the television is already tuned to that channel.
3. The program is watched if the child's sister is not present.
4. The program is watched if the television is on at that time.
5. The program is watched if the family is not eating.
6. The child watches the program if he is reminded of the time.
7. The program is watched if the particular show on the other channel at the time is not liked.

Negative Reasons:

1. The television is turned off at this time.
2. The children practice the piano at this time.
3. The parents watch another program at this time.
4. The family listens to the radio.
5. The family doesn't watch programs on this channel.

VITA

Suzann Keely

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Master of Science

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