

# Parents Rate the TV Ratings

Prepared by:

Douglas A. Gentile, Ph.D.

*National Institute*  
*on* MEDIA  
*and the* FAMILY<sup>®</sup>



Final Report  
May 1, 1998

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# Parents Rate the TV Ratings

## EXECUTIVE SUMMARY

### Comparison of television industry ratings and parents' evaluations using KidScore™

#### ❖ Expected findings:

- ♦ When a show is given the TV-M rating (mature audiences), parents agree that the show is inappropriate for children of all ages (giving it a “red light” on KidScore).

#### ❖ Unexpected findings:

- ♦ Parents rated whether they felt shows are appropriate for 3- to 7-year-olds. We would expect that almost all parents would give a “green light” to shows rated TV-Y (“designed to be appropriate for all children”) and to shows rated TV-G (“suitable for all ages”).
  - ♦ Only about two-thirds (69%) of shows given a TV-Y rating were given a green light by parents for 3- to 7-year-olds.
  - ♦ Less than half (40%) of shows given a TV-G rating were given a green light by parents for 3- to 7-year-olds.
- ♦ Parents rated whether they felt shows are appropriate for 8- to 12-year-olds. We would expect that almost all parents would give a “green light” to shows rated TV-Y7 and to shows rated TV-PG (“may be unsuitable for younger children”).
  - ♦ Less than half (48%) of shows given a TV-Y7 rating were given a green light by parents for 8- to 12-year-olds.
  - ♦ Only about one-quarter (27%) of shows given a TV-PG rating were given a green light by parents for 8- to 12-year-olds.
- ♦ Parents also rated whether they felt shows are appropriate for 13- to 17-year-olds. We would expect that almost all parents would give a “green light” to shows rated TV-PG and to shows rated TV-14 (“may contain some material...unsuitable for children under 14”).
  - ♦ About three-quarters (74%) of shows given a TV-PG rating were given a green light by parents for 13- to 17-year-olds.
  - ♦ Only about one in ten (12%) shows given a TV-14 rating were given a green light by parents for 13- to 17-year-olds.

*Conclusions:* Parents tend to agree that a show given a TV-M rating is inappropriate for children. However, a majority of parents disagree with the ratings that are most relevant to particular age groups (e.g., TV-G for young children, TV-Y7 and TV-PG for middle childhood, and TV-14 for teenagers). Surprisingly, TV-Y7 shows are given a green light much less frequently than shows with a TV-G rating. This is surprising because the TV-Y7 rating is given to shows specifically designed for children whereas the TV-G rating is given to shows designed to hold the interest of both children and adults.

## For what types of shows do parents disagree with the industry ratings?

- ❖ When parents disagree with the industry ratings for 3- to 7-year-olds, they are most likely to disagree with:
  - ◆ Shows rated TV-G (40% of shows for which parents disagreed; 34% TV-Y7; 26% TV-Y).
  - ◆ The ratings given to cartoons (43% of shows for which parents disagreed), sitcoms (19%), or educational programs (19%).
- ❖ When parents disagree with the industry ratings for 8- to 12-year-olds, they are most likely to disagree with:
  - ◆ Shows rated TV-PG (77% of shows for which parents disagreed).
  - ◆ The ratings given to sitcoms (40% of shows for which parents disagreed), dramas and docudramas (34%), or cartoons (18%).
- ❖ When parents disagree with the industry ratings for 13- to 17-year-olds, they are most likely to disagree with:
  - ◆ Shows rated TV-PG (51% of shows for which parents disagreed) or TV-14 (38%).
  - ◆ The ratings given to sitcoms (42% of shows for which parents disagreed), or dramas and docudramas (42%).

## What accounts for parents' disagreement with the industry ratings?

- ❖ When parents disagree with the industry ratings for 3- to 7-year-olds, it is partly because the show contains violence that is glamorized.
- ❖ When parents disagree with the industry ratings for 8 to 12-year-olds, it is partly because the show contains offensive language and portrays illegal or harmful behaviors.
- ❖ When parents disagree with the industry ratings for 13- to 17-year-olds, it is partly because the show portrays illegal or harmful behaviors and contains offensive language.

## What types of shows are better or worse for children on the whole?

- ❖ We compared the ratings parents gave four types of programs children are likely to watch: cartoons, sitcoms, dramas/docudramas, and educational programs. We found that certain types of programs are rated statistically significantly differently from other types.
  - ◆ Cartoons have significantly **more** violence when compared to other types of shows, but significantly **less** offensive language.
    - ◆ Cartoons that are rated TV-Y7, TV-PG, or TV-M are especially likely to be considered inappropriate for children.
  - ◆ Sitcoms have significantly **less** violence and fear-producing elements when compared to other types of shows, but significantly **more** offensive language and sexual content.
    - ◆ Sitcoms that are rated TV-PG or TV-14 are especially likely to be considered inappropriate for children.
  - ◆ Dramas and docudramas have significantly **more** violence, fear-producing elements, illegal or harmful behavior, offensive language, and sexual content than other types of shows. Consequently, parents rate them as significantly **less appropriate** than other types of shows for children of **all ages**.
    - ◆ Dramas and docudramas that are rated TV-14 or TV-M are especially likely to be considered inappropriate for children.

- ♦ Educational programs have significantly **less** violence, fear-producing elements, illegal or harmful behavior, offensive language, nudity, and sexual content than other types of shows. Not surprisingly, parents rate them as significantly **more appropriate** than other types of shows for children of **all ages**.



## BACKGROUND AND METHOD

The National Institute on Media and the Family conducted a study in which panels of parents and caregivers viewed 210 television shows and evaluated them using the KidScore™ evaluation system. The shows were aired during the 1997-1998 season. The shows were selected because they were either (1) popular shows, (2) shows marketed as children's programs, or (3) shows likely to be watched by children.


A pool of parents and caregivers was trained in the use of KidScore evaluations. Panels of parents or caregivers selected from this pool watched each program and rated it using KidScore. Parents independently rated each show for:

- ◆ The amount of violent content
- ◆ The portrayal of violence
- ◆ The extent to which the show may cause fear in children
- ◆ The amount of illegal or harmful behavior displayed
- ◆ The amount of offensive language
- ◆ The amount of nudity
- ◆ The amount of sexual content
- ◆ The appropriateness of the show for viewers aged 3 to 7
- ◆ The appropriateness of the show for viewers aged 8 to 12
- ◆ The appropriateness of the show for viewers aged 13 to 17

Participants were recruited through advertisements in the newspaper. Parents and caregivers were trained to use the KidScore evaluation system. The participants were paid an hourly rate for their participation on the panels. KidScore evaluations were generated by creating mean ratings for the parents and caregivers on each panel. This procedure allows for diversity in opinions, but does not rate any show based on idiosyncratic opinions.

The pool of trained parents and caregivers (hereafter referred to as parents) included (1) single parents as well as parents from two-parent families, (2) parents of children of all ages including adult children, (3) parents of different socioeconomic backgrounds, and (4) parents of different racial or ethnic backgrounds. The size and diversity of the pool of trained panelists reduced the risk that shows were evaluated by homogenous panels, thereby allowing greater generalizability of the data.

The National Institute on Media and the Family is a non-profit, non-partisan, non-sectarian organization that develops educational materials and conducts research on media's effects on children. We are dedicated to informing parents and other caring adults about the impact of media, so they can make wiser choices for the children who depend on their guidance and protection. Major funding for this research was provided by AAL.

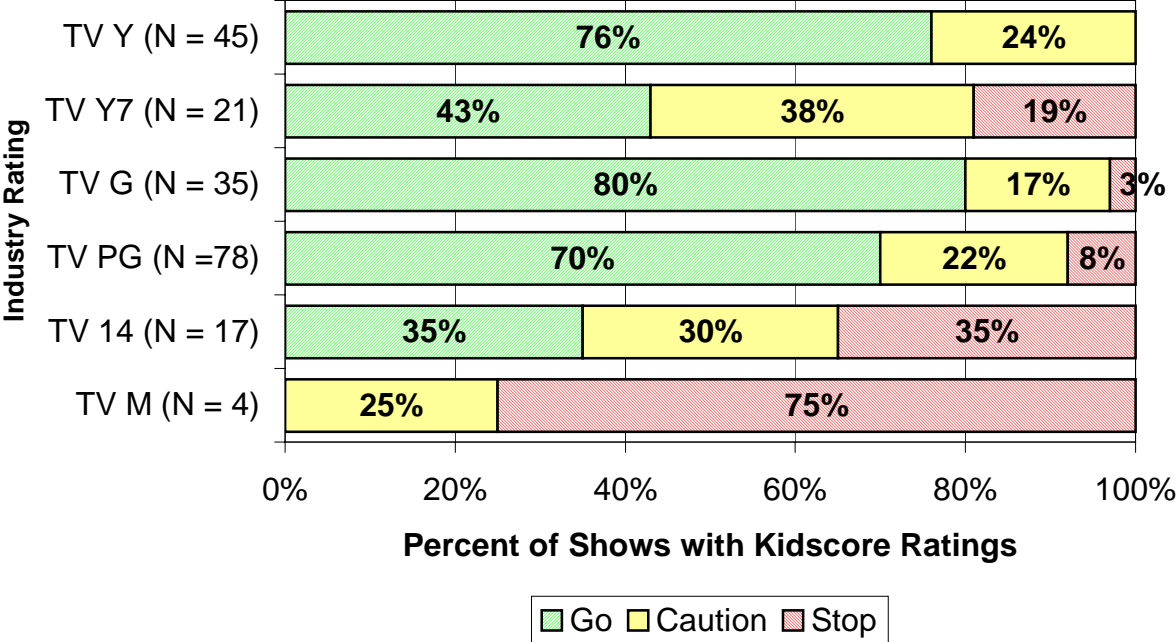


# SUMMARY OF FINDINGS

## COMPARISON OF TELEVISION INDUSTRY RATINGS WITH KIDSCORE™ EVALUATIONS

### Amount of Violence

Comparison of Industry Ratings with KidScore™ Evaluations

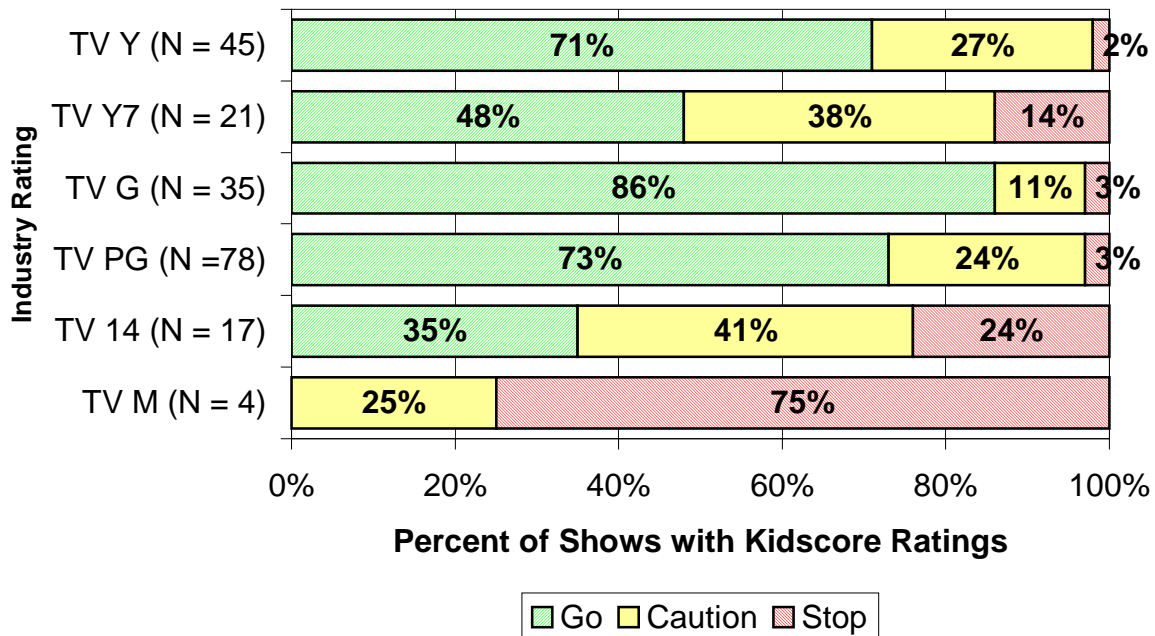


- ❖ In general, the industry ratings are correlated with the amount of violence as measured by KidScore evaluations (N = 210).
  - ◆ Over three-quarters of shows rated TV-Y or TV-G were given the green light for amount of violence.
  - ◆ Surprisingly, only 43 percent of TV-Y7 shows were given a green light for amount of violence. This result is likely due to the fact that over half (52%) of TV-Y7 shows rated are cartoons and include a great deal of fantasy violence.
  - ◆ All TV-M shows contained too much violence to receive a green light, and three-quarters received a red light.



## Portrayal of Violence

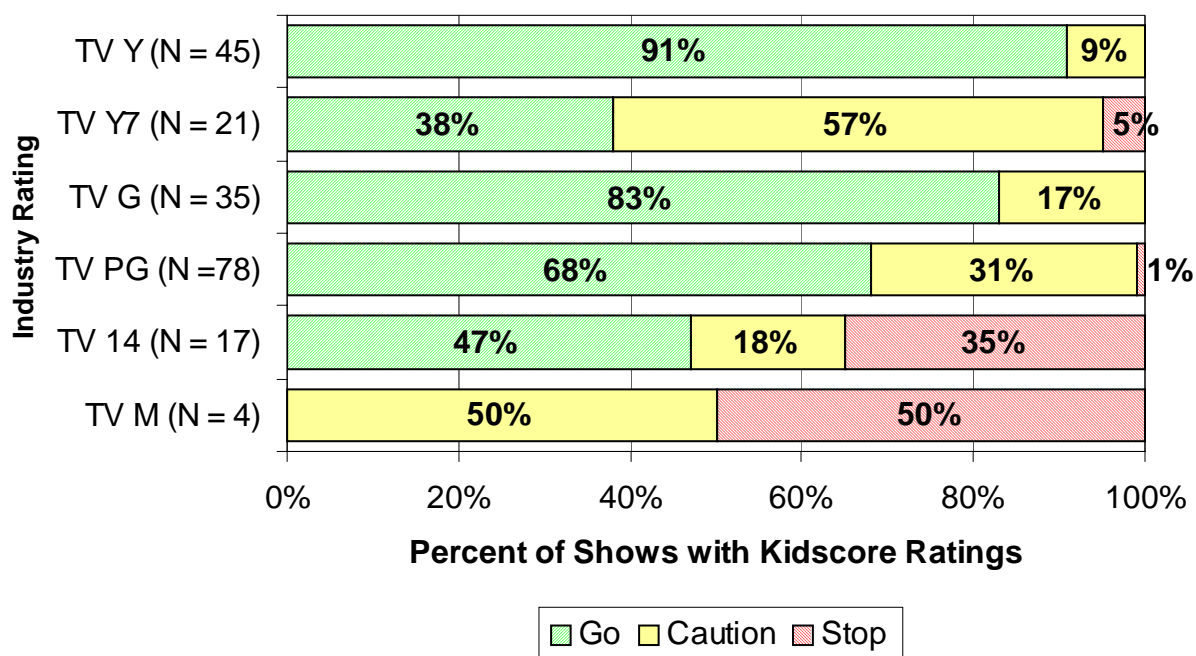
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, the industry ratings are correlated with the portrayal of violence as measured by KidScore evaluations ( $N = 210$ ).
  - ◆ Over two-thirds of shows rated TV-G (86%), TV-PG (73%), or TV-Y (71%) were given a green light for portrayal of violence.
  - ◆ Less than half (48%) of shows rated TV-Y7 and about one-third (35%) of shows rated TV-14 were given a green light.
  - ◆ No TV-M shows were given a green light for portrayal of violence, suggesting that they portray violence in a graphic or glamorized manner.

## Fear

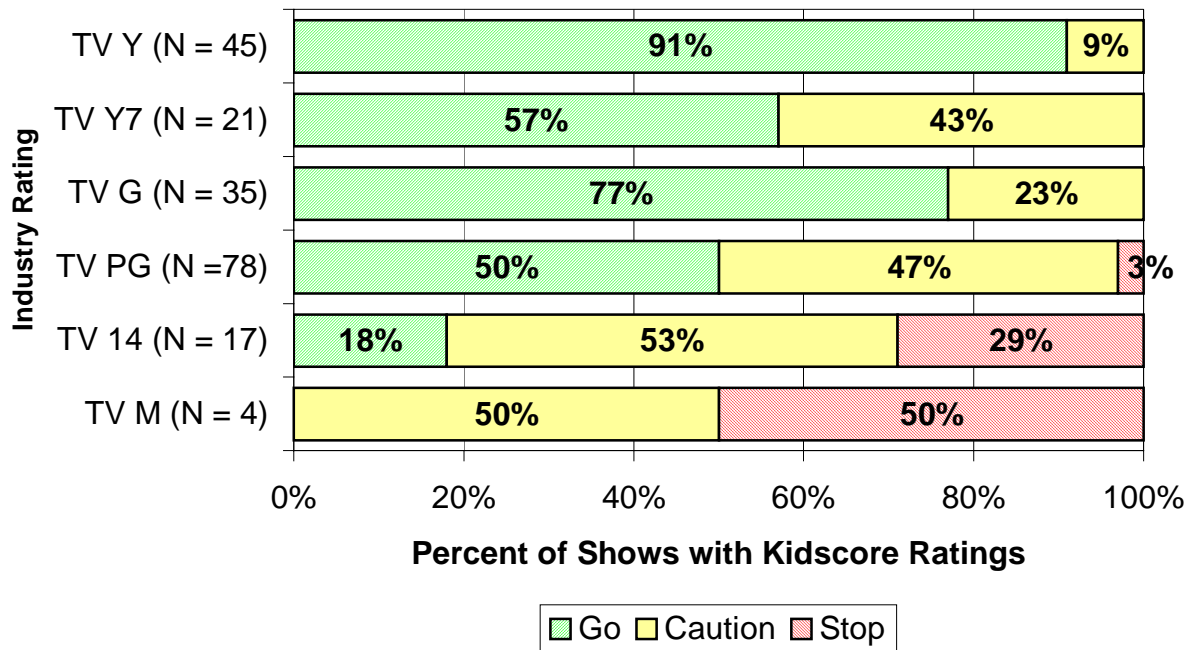
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, the industry ratings are correlated with how much fear they may cause as measured by KidScore evaluations ( $N = 210$ ).
  - ◆ Most TV-Y and TV-G shows are not likely to cause fear in children.
  - ◆ However, only slightly more than one-third (38%) of shows rated TV-Y7 were given a green light, which is lower than the percentage of shows rated TV-PG (68%) or TV-14 (47%).
  - ◆ No TV-M shows were given a green light for fear.

## Illegal or Harmful Behavior

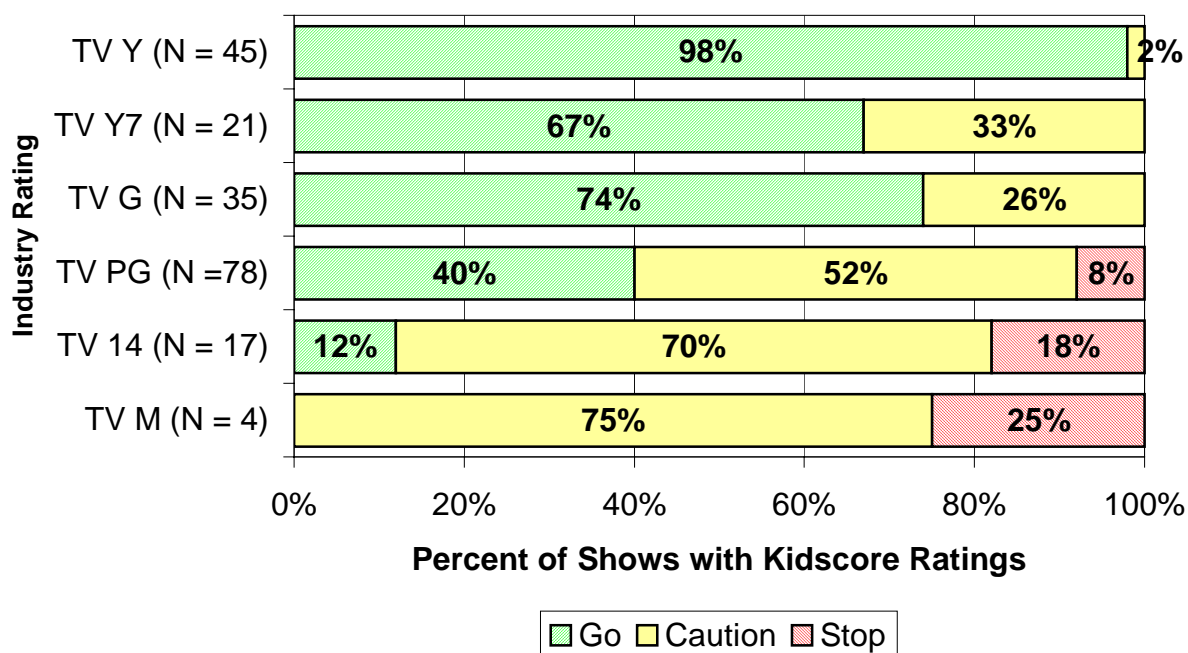
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, the industry ratings are correlated with the amount of illegal or harmful behavior portrayed as measured by KidScore evaluations ( $N = 210$ ).
  - ◆ About three-quarters (77%) of TV-G shows were given green lights for their portrayal of illegal or harmful behaviors.
  - ◆ Only about half of shows rated TV-Y7 (57%) or TV-PG (50%) were given green lights for their portrayal of illegal or harmful behavior.
  - ◆ No TV-M shows received green lights for their portrayal of illegal or harmful behavior.

## Language

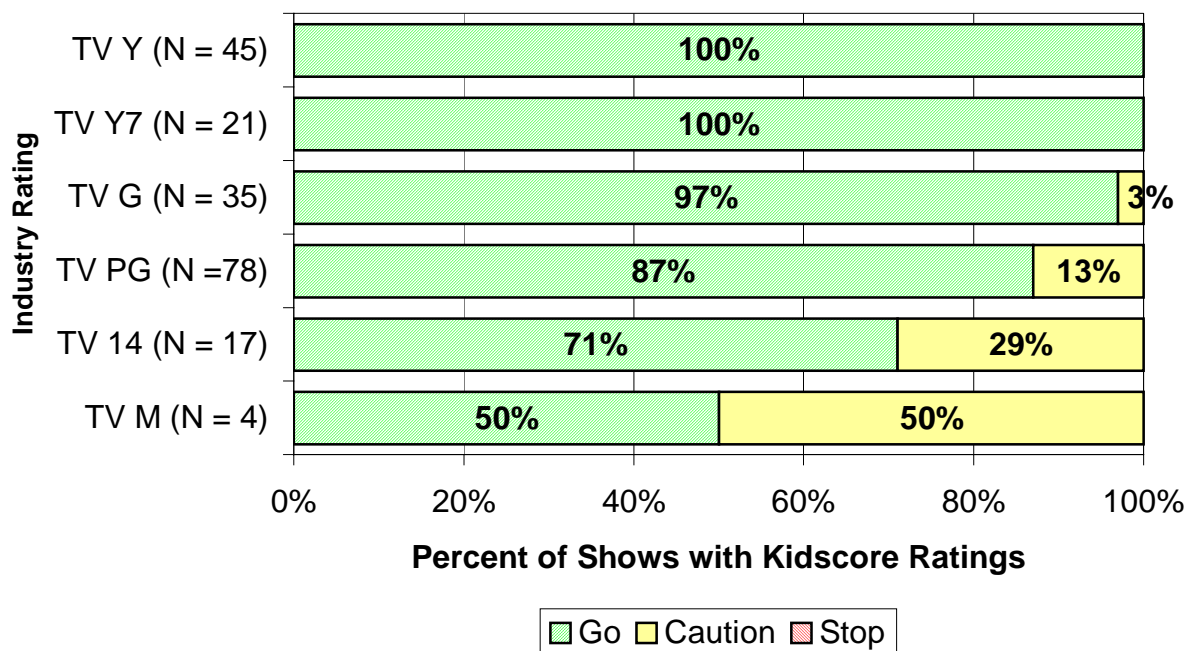
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, the industry ratings are correlated with the amount of offensive language as measured by KidScore evaluations ( $N = 210$ ).
  - ◆ Almost all (98%) of the shows rated TV-Y received green lights for language.
  - ◆ However, only about three-quarters (74%) of TV-G and two-thirds (67%) of TV-Y7 shows received green lights for language.
  - ◆ No TV-M shows received green lights for language.

## Nudity

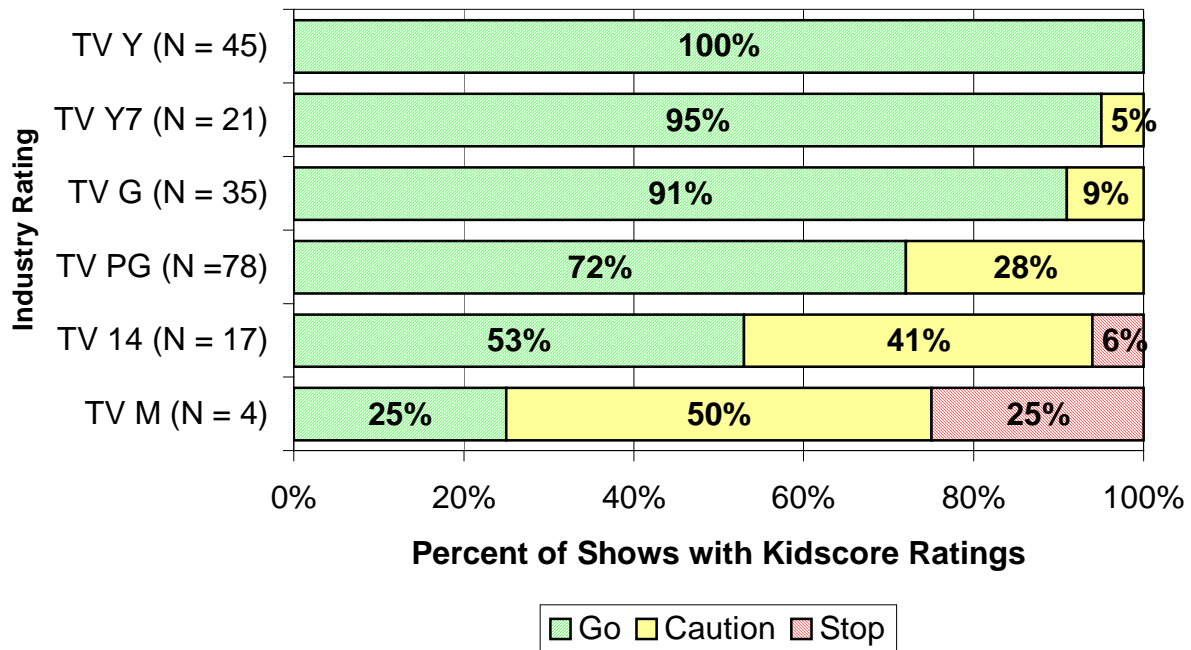
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, there is little nudity on television. No shows received red lights for nudity. However, fewer than three-quarters of TV-14 shows (71%) and only half of TV-M shows received green lights.

## Sexual Content

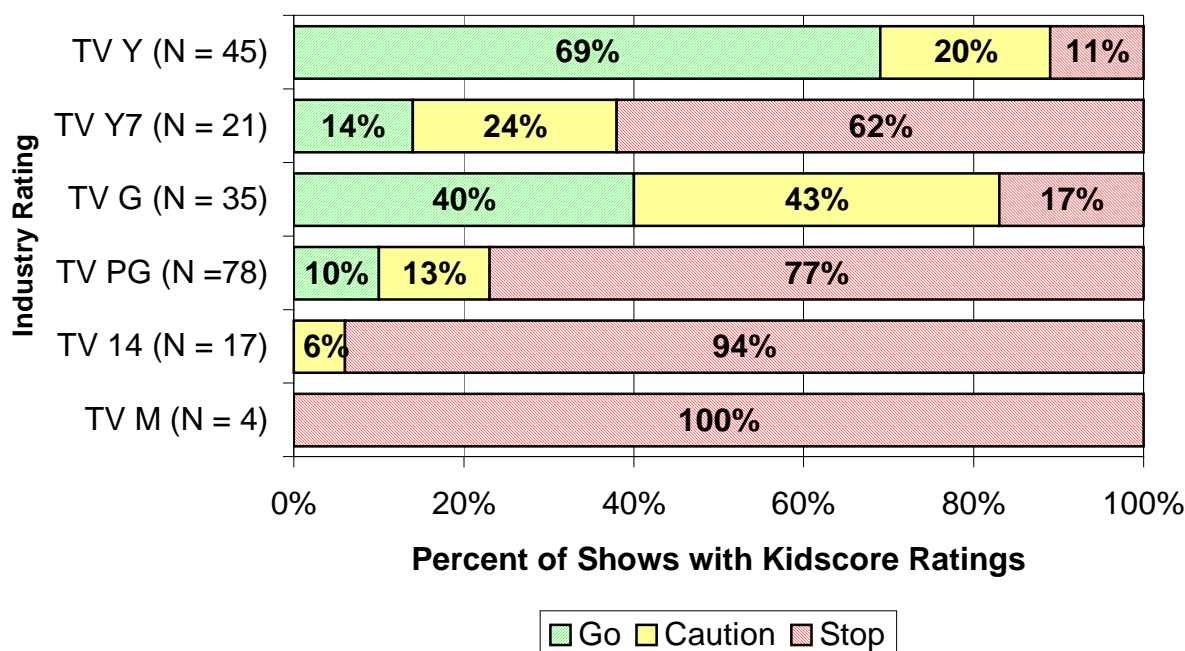
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, the industry ratings are correlated with the amount of sexual content as measured by KidScore evaluations ( $N = 210$ ).
  - ◆ Almost all shows designed specifically for children (TV-Y and TV-Y7) received green lights for sexual content.
  - ◆ Less than three-quarters (72%) of TV-PG shows received green lights.
  - ◆ About half of TV-14 shows (53%) and one-quarter of TV-M shows received green lights for sexual content.

## Appropriateness for 3- to 7-Year-Olds

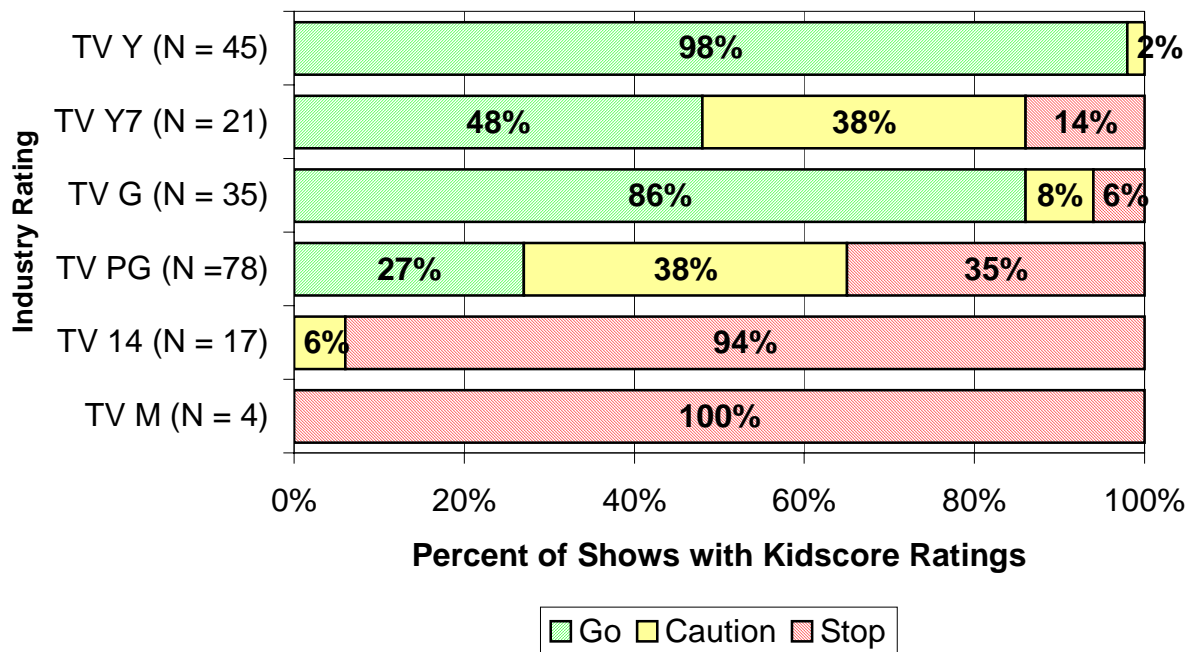
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, parents can only count on about two-thirds (69%) of TV-Y shows being appropriate for 3- to 7-year-olds.
- ❖ We would expect that almost all parents would give a green light to shows rated TV-Y (“designed to be appropriate for all children”) and to shows rated TV-G (“suitable for all ages”).
  - ◆ Only about two-thirds (69%) of shows given a TV-Y rating were given a green light by parents for 3- to 7-year-olds.
  - ◆ Fewer than half (40%) of shows given a TV-G rating were given a green light by parents for 3- to 7-year-olds.
- ❖ We might expect that many parents would give a green light to shows rated TV-Y7 (“designed for children age 7 and above”).
  - ◆ Only 14 percent of shows given a TV-Y7 rating were given a green light by parents for 3- to 7-year-olds.
- ❖ As we would expect, no parents gave a green light to shows rated TV-14 or TV-M for 3- to 7-year-olds.

## Appropriateness for 8- to 12-Year-Olds

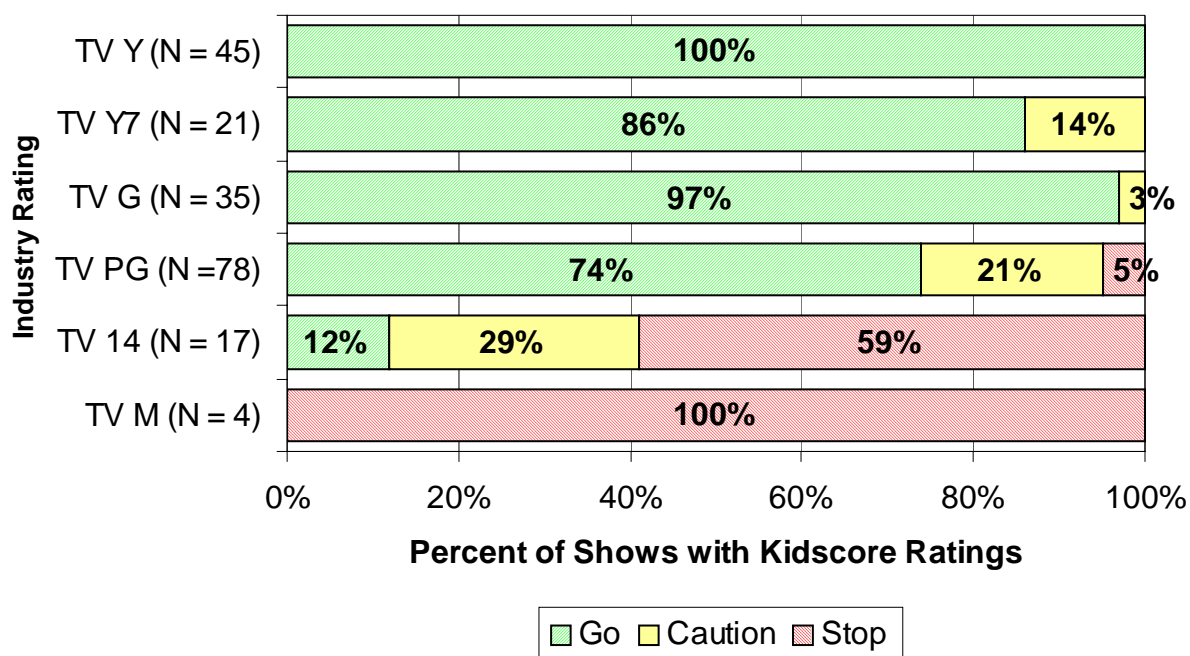
### Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, parents can only count on TV-Y or TV-G shows being appropriate for 8- to 12-year-olds.
- ❖ We would expect that almost all parents would give a “green light” to shows rated TV-Y7 and to shows rated TV-PG (“may be unsuitable for younger children”).
  - ◆ Less than half (48%) of shows given a TV-Y7 rating were given a green light by parents for 8- to 12-year-olds.
  - ◆ Only about one-quarter (27%) of shows given a TV-PG rating were given a green light by parents for 8- to 12-year-olds.
- ❖ As we would expect, no parents gave a green light to shows rated TV-14 or TV-M.



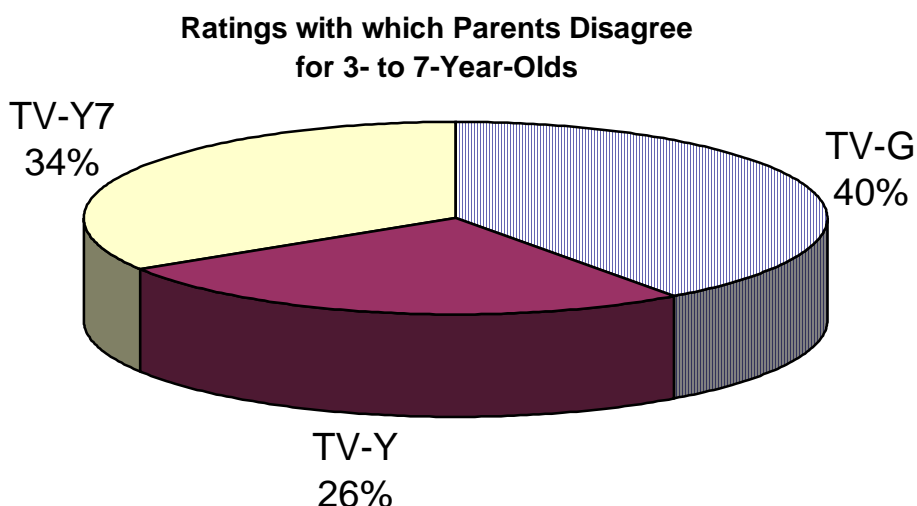
## Appropriateness for 13- to 17-Year-Olds Comparison of Industry Ratings with KidScore™ Evaluations



- ❖ In general, parents can count on most TV-Y, TV-Y7, TV-G, and TV-PG shows being appropriate for 13- to 17-year-olds.
- ❖ We would expect that almost all parents would give a “green light” to shows rated TV-PG and to shows rated TV-14 (“may contain some material...unsuitable for children under 14”).
  - ◆ About three-quarters (74%) of shows given a TV-PG rating were given a green light by parents for 13- to 17-year-olds.
  - ◆ Only about one in ten (12%) shows given a TV-14 rating were given a green light by parents for 13- to 17-year-olds.
- ❖ As we would expect, no parents gave a green light to shows rated TV-14 or TV-M.

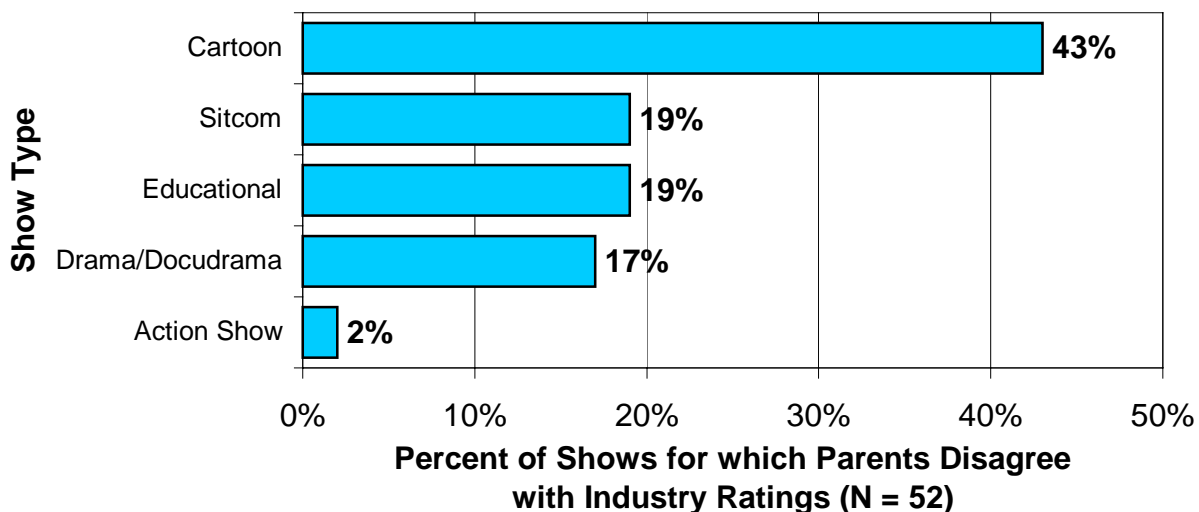
# DETAILED ANALYSIS OF WHEN PARENTS DISAGREE WITH THE TELEVISION INDUSTRY RATINGS

Shows for Which Parents Disagree with the Industry Ratings for 3- to 7-year-olds



- ❖ When parents disagree with the industry ratings for 3- to 7-year-olds, they are most likely to disagree with the TV-G rating (total  $N = 53$ ).

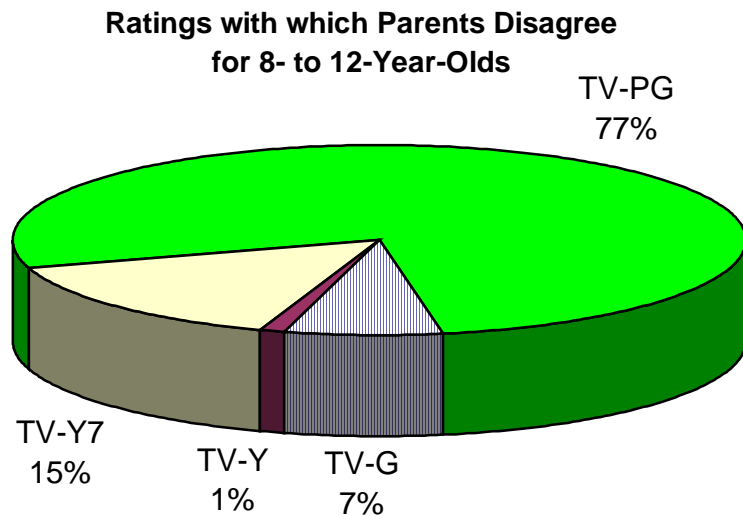
## Types of Shows for which Parents Disagree with the Industry Ratings for 3- to 7-Year-Olds



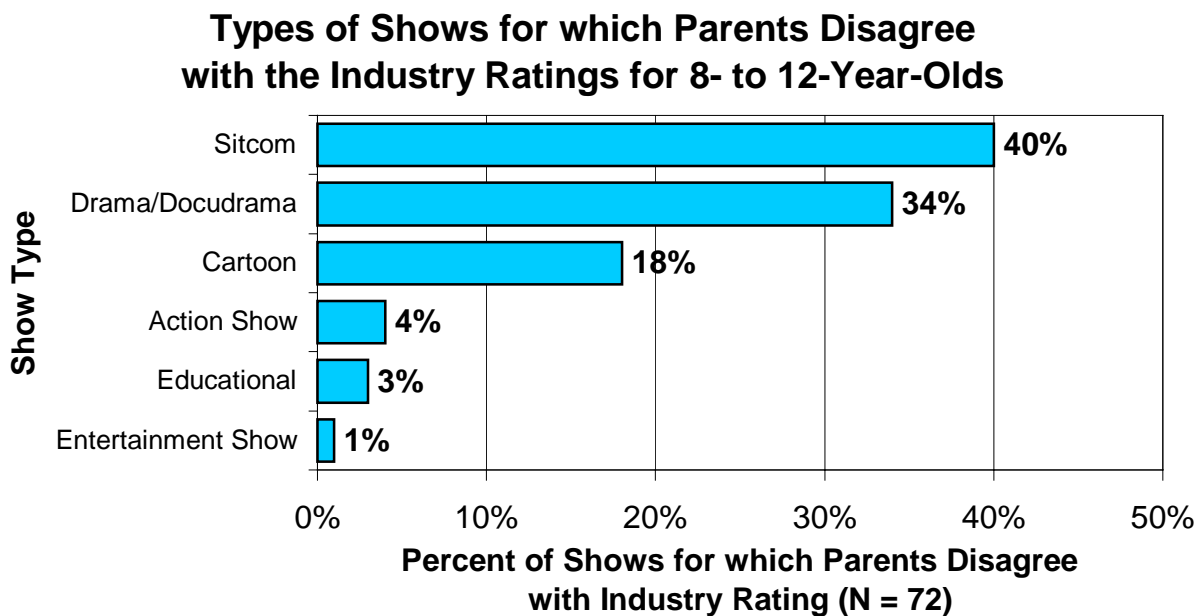
- ❖ When parents disagree with the industry ratings for 3- to 7-year-olds, they are most likely to disagree with the ratings given to cartoons, which comprise 43 percent of the shows for which parents disagree.

## Shows for Which Parents Disagree with the Industry Ratings for 8- to 12-year-olds

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- ❖ When parents disagree with the industry ratings for 8- to 12-year-olds, over three-quarters of the shows for which they disagree carry the TV-PG rating (total  $N = 74$ ).

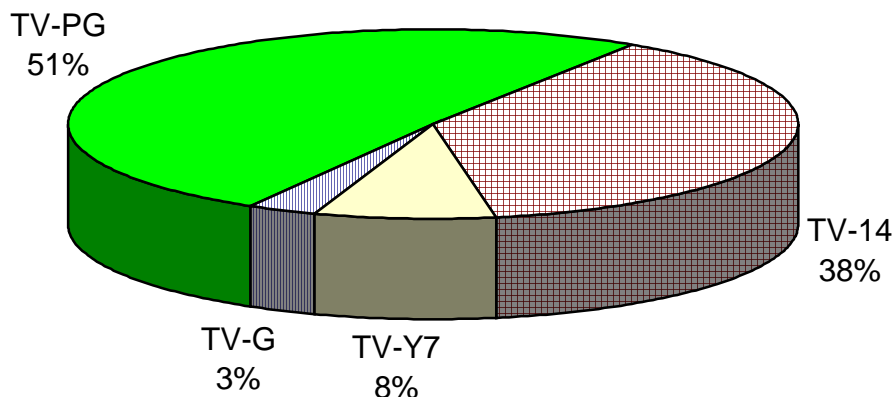


- ❖ When parents disagree with the industry ratings for 8- to 12-year-olds, they are most likely to disagree with the ratings given to sitcoms or dramas, which comprise 74 percent of the shows for which parents disagree.

## Shows for Which Parents Disagree with the Industry Ratings for 13- to 17-year-olds

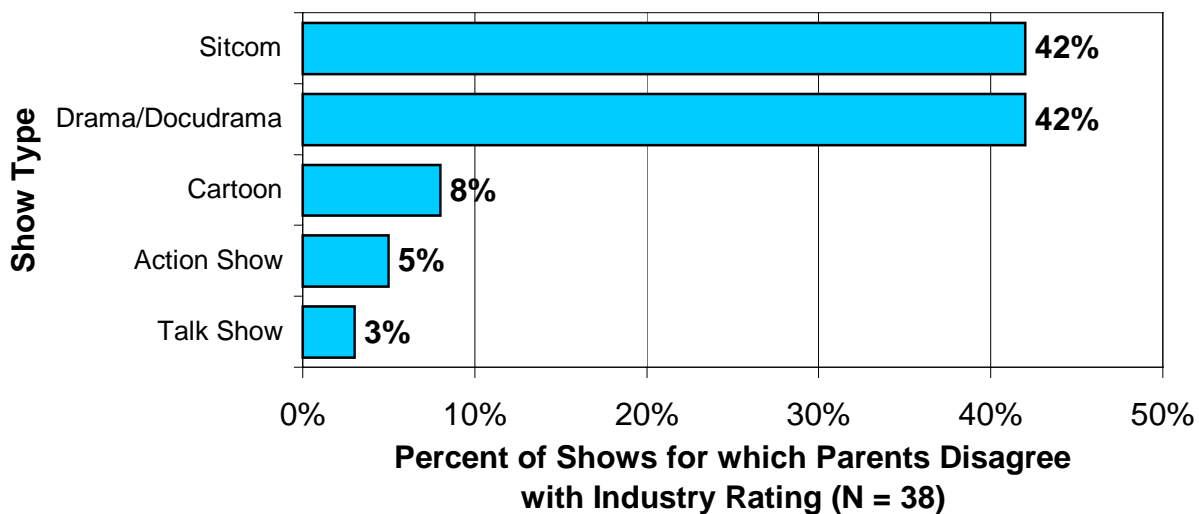
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**Ratings with which Parents Disagree  
for 13- to 17-Year-Olds**



- ❖ When parents disagree with the industry ratings for teenagers, over half (51%) of the shows for which they disagree carry the TV-PG rating, and over one-third (38%) carry the TV-14 rating (total  $N = 39$ ).

**Types of Shows for which Parents Disagree  
with the Industry Ratings for 13- to 17-Year-Olds**



- ❖ When parents disagree with the industry ratings for 13- to 17-year-olds, they are most likely to disagree with the ratings given to sitcoms or dramas, which comprise 84 percent of the shows for which they disagree.

## PREDICTORS OF PARENTS' JUDGMENTS ABOUT TV SHOWS

Stepwise regressions were conducted to determine which of the KidScore elements predict whether parents feel television shows are appropriate for 3- to 7-year-olds, 8- to 12-year-olds, and 13- to 17-year-olds. The significant predictors are shown below for each age group.

Predictors of Appropriateness for 3- to 7-Year-Olds		
Step	KidScore Attribute	Variance Explained (R <sup>2</sup> )
1	Illegal or Harmful Behavior	.37
2	Offensive Language	.10
3	Fear	.02
Total Explained Variance		.49

Predictors of Appropriateness for 8- to 12-Year-Olds		
Step	KidScore Attribute	Variance Explained (R <sup>2</sup> )
1	Illegal or Harmful Behavior	.49
2	Offensive Language	.15
3	Fear	.04
4	Sexual Content	.03
5	Amount of Violence	.01
Total Explained Variance		.72

Predictors of Appropriateness for 13- to 17-Year-Olds		
Step	KidScore Attribute	Variance Explained (R <sup>2</sup> )
1	Illegal or Harmful Behavior	.40
2	Offensive Language	.10
3	Fear	.03
4	Sexual Content	.03
Total Explained Variance		.56

## PREDICTORS OF PARENTS' DISAGREEMENT WITH TELEVISION INDUSTRY RATINGS

Logistic regressions and discriminant analyses were conducted to determine the significant predictors of when parents **disagree** with the industry ratings.

For 3- to 7-year-olds, parents tended to disagree with the industry ratings more often when the violence was portrayed in a graphic or glamorized manner.

For 8- to 12-year-olds, parents tended to disagree with the industry ratings more often when the language was offensive and when illegal or harmful behaviors were shown.

For 13- to 17-year-olds, parents tended to disagree with the industry ratings more often when illegal or harmful behaviors were shown and when the language was offensive.

## TITLES OF SHOWS FOR WHICH PARENTS DISAGREE WITH THE INDUSTRY RATING

The following is a list of titles of shows for which parents disagreed with the industry ratings. They are separated by age group.

<b>3- to 7-Year-Olds</b>
AAAHH! Real Monsters
ACME Hour
Animaniacs
Beakman's World
Beast Wars
Boy Meets World
Breaker High
Built to Last
Captain Planet
Cartoon Planet: Attack of the Cute Little Pups
City Guys
Clueless
Dr. Quinn Medicine Woman
Enchanted Tales
Extreme Dinosaurs
Extreme Ghost Busters
Fangs!
The Flash
Gargoyles
Ghost Writer Mysteries
Goosebumps
The Gregory Hines Show
Hang Time
The Incredible Hulk
Jumanji
M.A.N.T.I.S.
Men in Black: The Series
Moesha
Nick Freno: Licensed Teacher
One Saturday Morning
Oscars Orchestra
Pinky and the Brain
Power Rangers Turbo
Raging Planet
Rugrats
Sam and Max
Sightings
The Simpsons
Sonic the Hedgehog
Space Goofs
Step By Step
The Swamp Critters
Sweet Valley High
Teen Angel
The Tony Danza Show
Tiny Toon Adventures
Touched by an Angel
Van-Pires
The Wacky World of Tex Avery

Wayne Head
The Weird Al Show
X-Men

<b>8- to 12-Year-Olds</b>
3rd Rock from the Sun
Ally McBeal
Alright Already
America's Most Wanted
Ask Harriet
Beast Wars
Beavis and Butthead
Beyond Belief
The Big Easy
Boy Meets World
Buffalo Soldiers
Caroline in the City
Cartoon Planet: Attack of the Cute Little Pups
Chicago Hope
Clueless
Cops
Cybil
Dellaventura
Dharma and Greg
The Drew Carey Show
Ellen
ER
Extreme Dinosaurs
Extreme Ghost Busters
Four Corners
Frasier
Friends
FX: The Series
Gargoyles
Hercules
The Incredible Hulk
In the House
In the Mix
Jenny
Just Shoot Me
King of the Hill
M.A.N.T.I.S.
Malcolm & Eddie
Men Behaving Badly
Men in Black: The Series
Millennium
Naked Truth
The New Batman/ Superman Adventures
Pacific Blue

The Parent Hood  
 Party of Five  
 Players  
 Power Rangers Turbo  
 The Practice  
 The Pretender  
 Promised Land  
 Real TV  
 Road Rules  
 Seinfeld  
 The Sentinel  
 The Simpsons  
 Soldier of Fortune Inc.  
 Spin City  
 Star Trek: Deep Space Nine  
 The Steve Harvey Show  
 Style and Substance  
 Suddenly Susan  
 Sweet Valley High  
 Timecop  
 Unhappily Ever After  
 Union Square  
 Van-Pires  
 Veronica's Closet  
 The Wacky World of Tex Avery  
 The Wayans Brothers  
 The Weird Al Show  
 Witness to an Execution  
 Working  
 Xena: Warrior Princess

**13- to 17-Year-Olds**

413 Hope Street  
 America's Most Wanted  
 Ask Harriet  
 Beast Wars  
 Beavis and Butthead  
 Beverly Hills 90210  
 Boy Meets World  
 Buffalo Soldiers  
 Cops  
 Cracker  
 Cybil  
 Dellaventura  
 Dharma and Greg  
 The Drew Carey Show  
 Ellen  
 Friends  
 Head Over Heels  
 Hitz  
 Homicide  
 Just Shoot Me  
 Loveline  
 Men Behaving Badly  
 Millenium  
 The New Batman/ Superman Adventures  
 New York Undercover  
 NYPD Blue  
 Police Academy "The Series"  
 Power Rangers Turbo  
 Prey  
 The Profiler  
 Seinfeld  
 The Steve Harvey Show  
 Tales From The Crypt  
 Unhappily Ever After  
 Veronica's Closet  
 Walker Texas Ranger  
 Witness to an Execution  
 X-Files  
 Xena: Warrior Princess

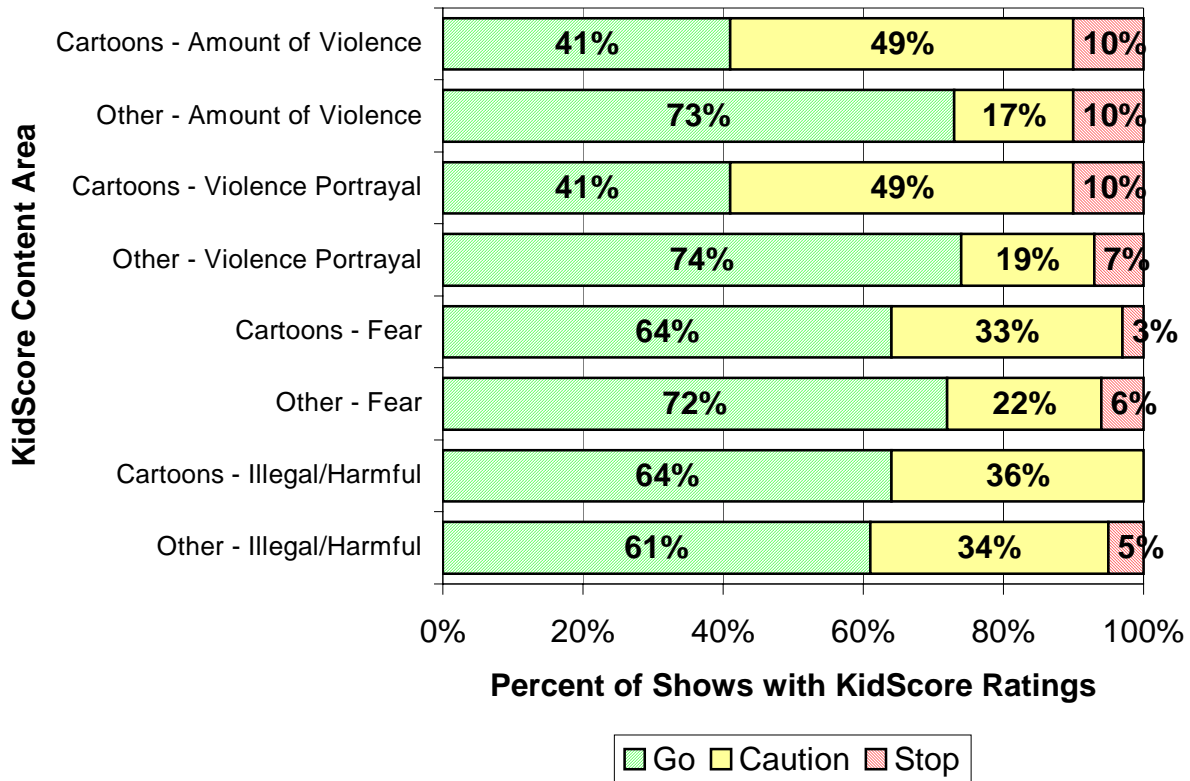




# COMPARISON OF TYPES OF TELEVISION SHOWS

## CARTOONS

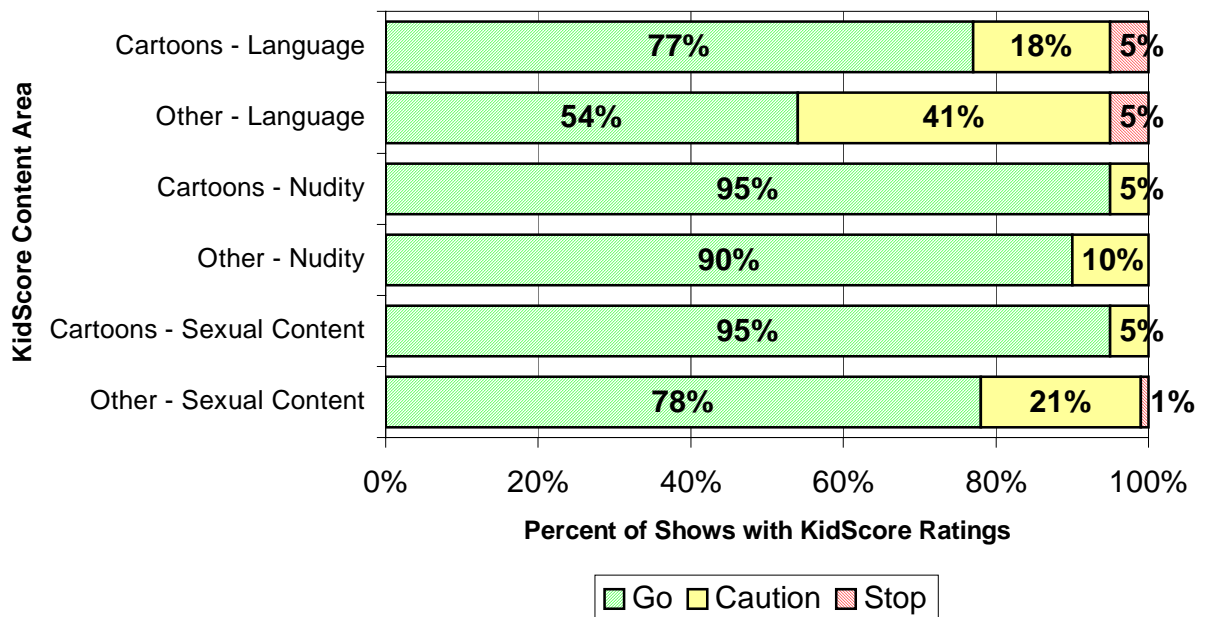
### Comparison of Cartoon Content with Other Shows: Violence, Fear, and Illegal/Harmful Behavior



(Cartoons  $N = 39$ ; Others  $N = 165$ )

- ❖ Parents' ratings using KidScore were used to compare cartoons with other television shows. The types of shows represented include dramas, docudramas, educational shows, situation comedies, talk shows, entertainment shows, game shows, and action shows. Cartoons, when compared to all other types of television shows, have significantly **more**:
  - ◆ Violence (both amount and portrayal)
- ❖ Cartoons and other shows are not significantly different with respect to fear or illegal/harmful behavior ratings on KidScore.

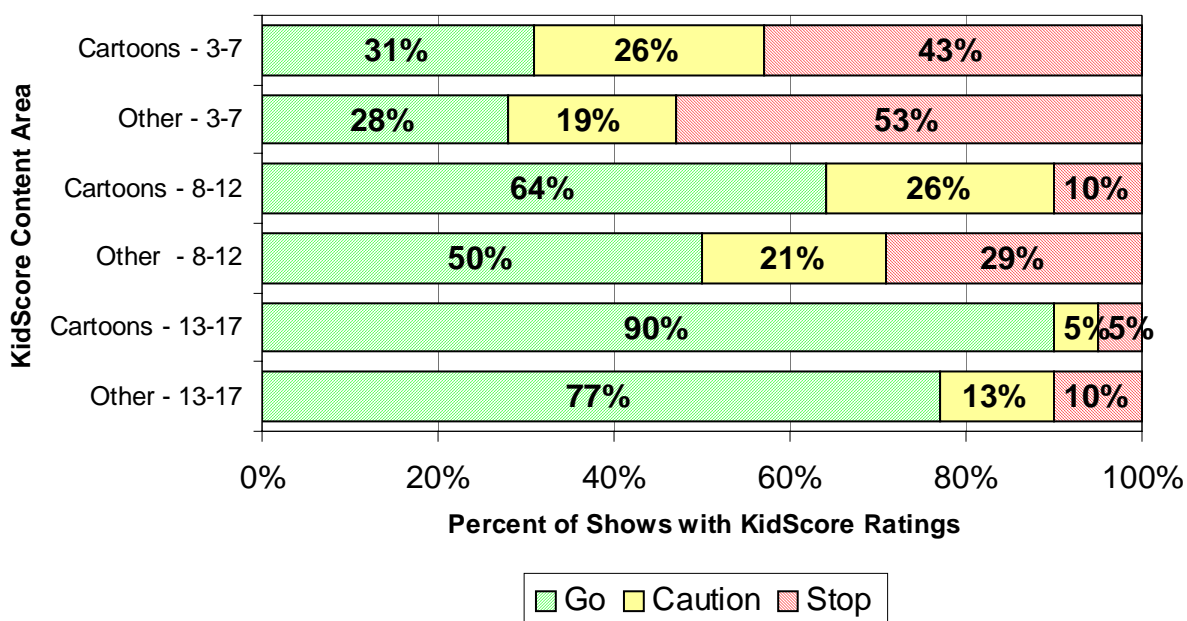
## Comparison of Cartoon Content with Other Shows: Offensive Language, Nudity, and Sexual Content



(Cartoons  $N = 39$ ; Others  $N = 165$ )

- ❖ Cartoons, when compared to all other types of television shows, have significantly **less**:
  - ◆ Offensive language
  
- ❖ Cartoons have marginally significantly **less**:
  - ◆ Sexual content ( $p = .069$ )
  
- ❖ Cartoons and other shows are not significantly different with respect to nudity ratings on KidScore.

## Comparison of Cartoon Content with Other Shows: Appropriateness for Age Ranges

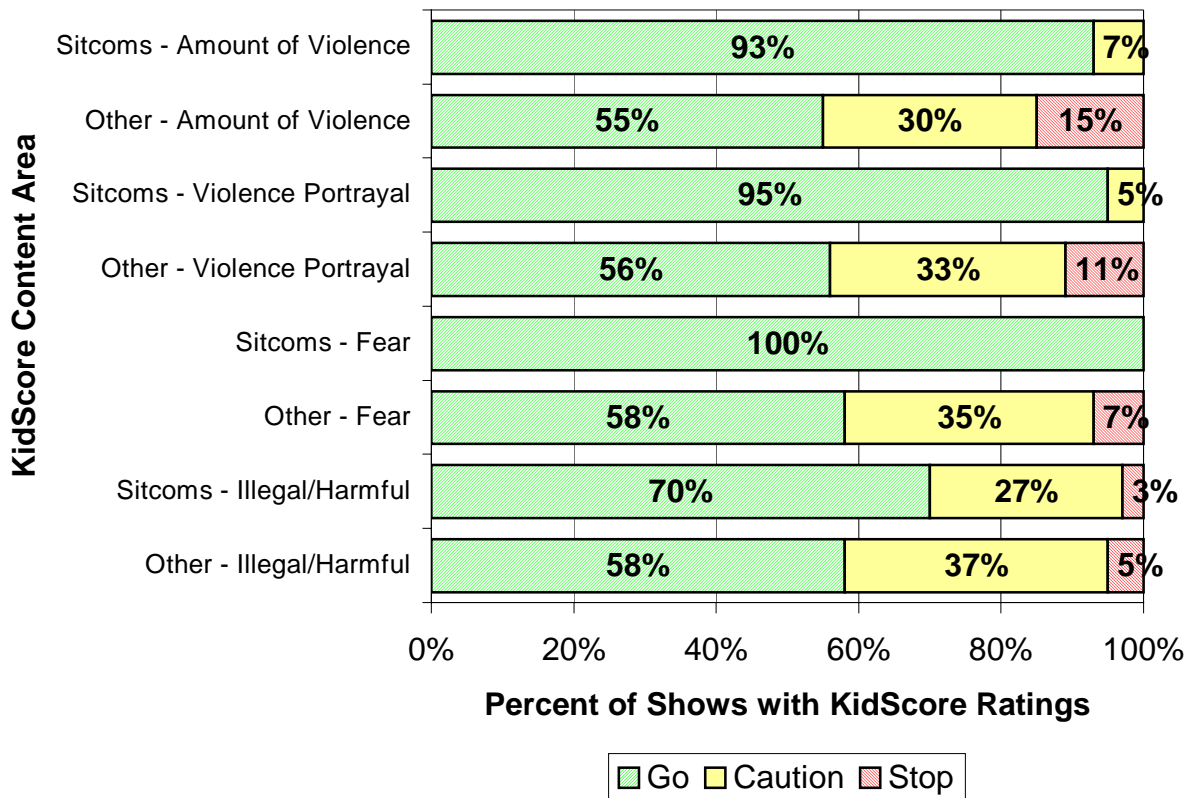


(Cartoons  $N = 39$ ; Others  $N = 165$ )

- ❖ Cartoons, when compared to all other types of television shows, are marginally significantly **more appropriate** for:
  - ♦ 8- to 12-year-olds ( $p = .056$ )
  
- ❖ Cartoons and other shows are not significantly different with respect to appropriateness for 3- to 7-year-olds or 13- to 17-year-olds.

## SITCOMS

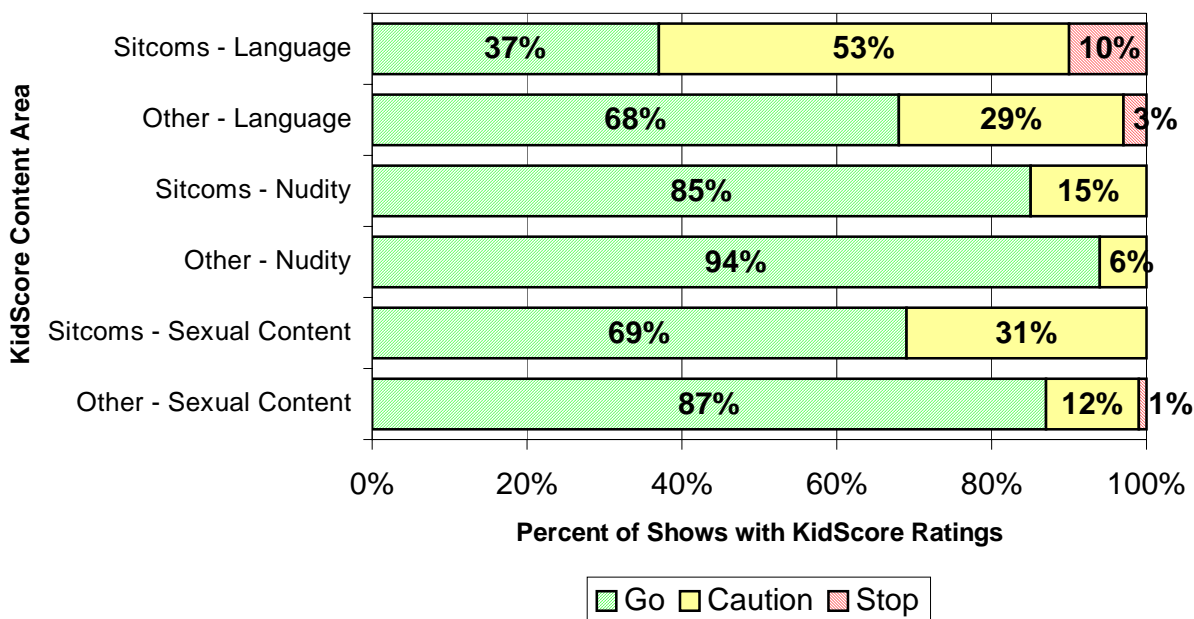
### Comparison of Sitcom Content with Other Shows: Violence, Fear, and Illegal/Harmful Behavior



(Sitcoms  $N = 62$ ; Others  $N = 142$ )

- ❖ Parents' ratings using KidScore were used to compare situation comedies (sitcoms) with other television shows. Sitcoms, when compared to all other types of television shows, have significantly **less**:
  - ♦ Violence (both amount and portrayal)
  - ♦ Fear
  
- ❖ Sitcoms and other shows are not significantly different with respect to illegal or harmful behavior ratings on KidScore.

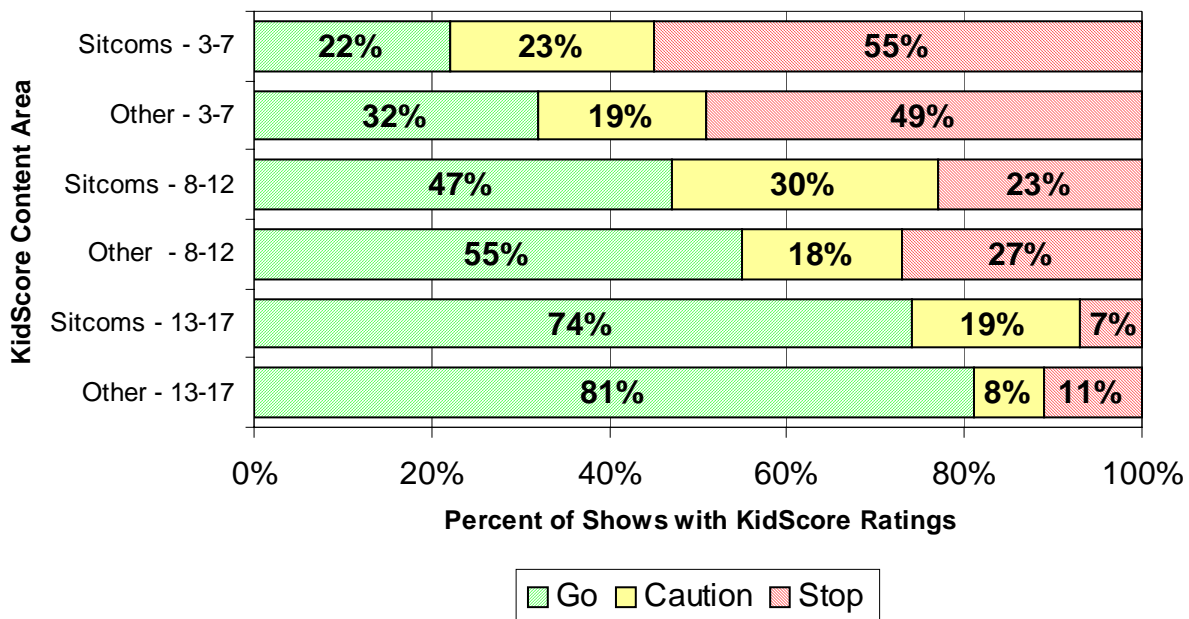
## Comparison of Sitcom Content with Other Shows: Offensive Language, Nudity, and Sexual Content



(Sitcoms  $N = 62$ ; Others  $N = 142$ )

- ❖ Sitcoms, when compared to all other types of shows, have significantly **more**:
  - ◆ Offensive language
  - ◆ Sexual content
  
- ❖ Sitcoms have marginally significantly **more**:
  - ◆ Nudity ( $p = .066$ )

## Comparison of Sitcom Content with Other Shows: Appropriateness for Age Ranges



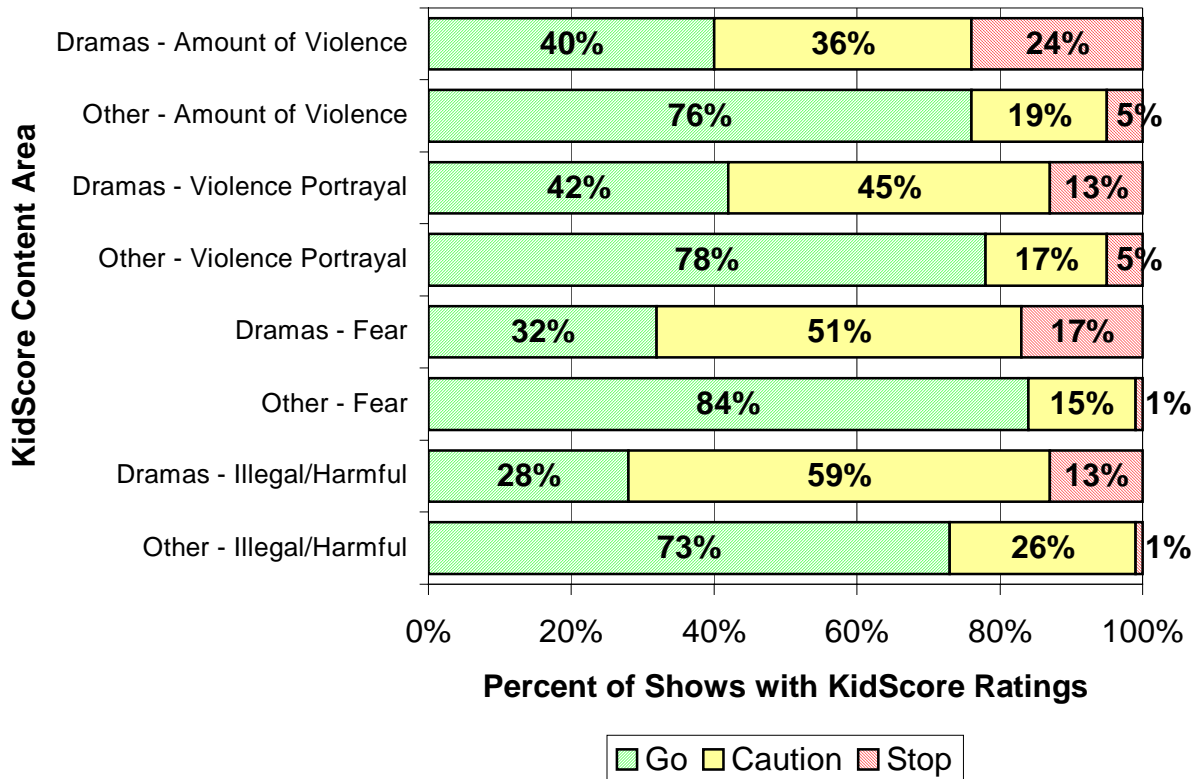
(Sitcoms  $N = 62$ ; Others  $N = 142$ )

- ❖ Sitcoms and other shows are not significantly different with respect to how appropriate they are for children.



## DRAMAS/DOCUDRAMAS

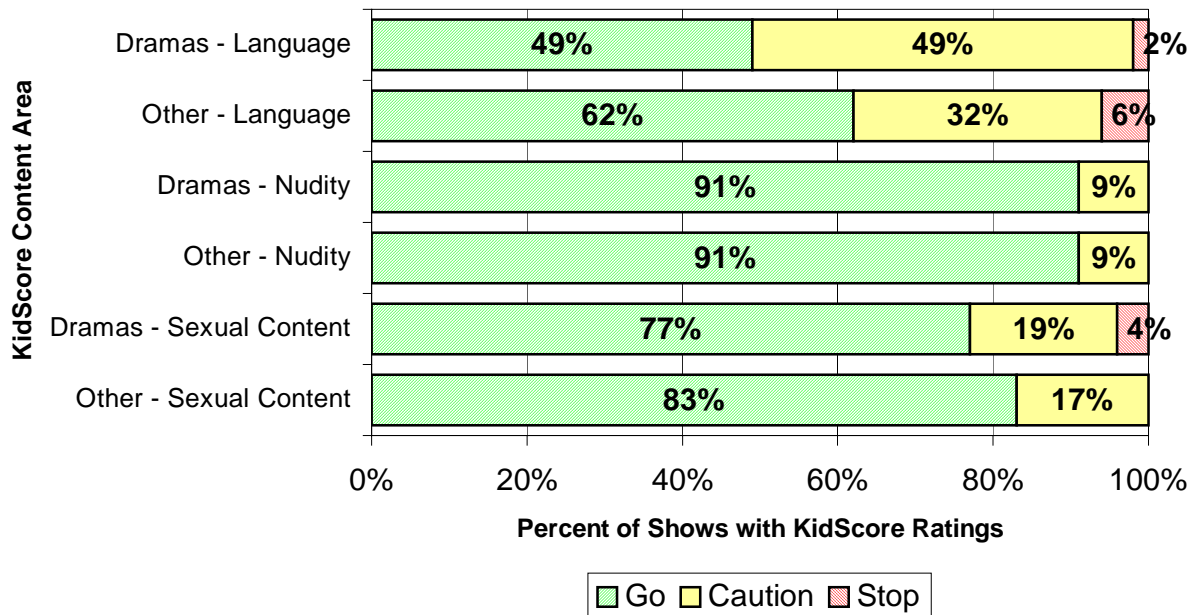
### Comparison of Drama/Docudrama Show Content with Other Shows: Violence, Fear, and Illegal/Harmful Behavior



(Dramas  $N = 53$ ; Others  $N = 151$ )

- ❖ Parents' ratings using KidScore were used to compare dramas and docudramas with other television shows. Dramas and docudramas, when compared to all other types of television shows, have significantly **more**:
  - ◆ Violence (both amount and portrayal)
  - ◆ Fear
  - ◆ Illegal or harmful behavior

## Comparison of Drama/Docudrama Content with Other Shows: Offensive Language, Nudity, and Sexual Content

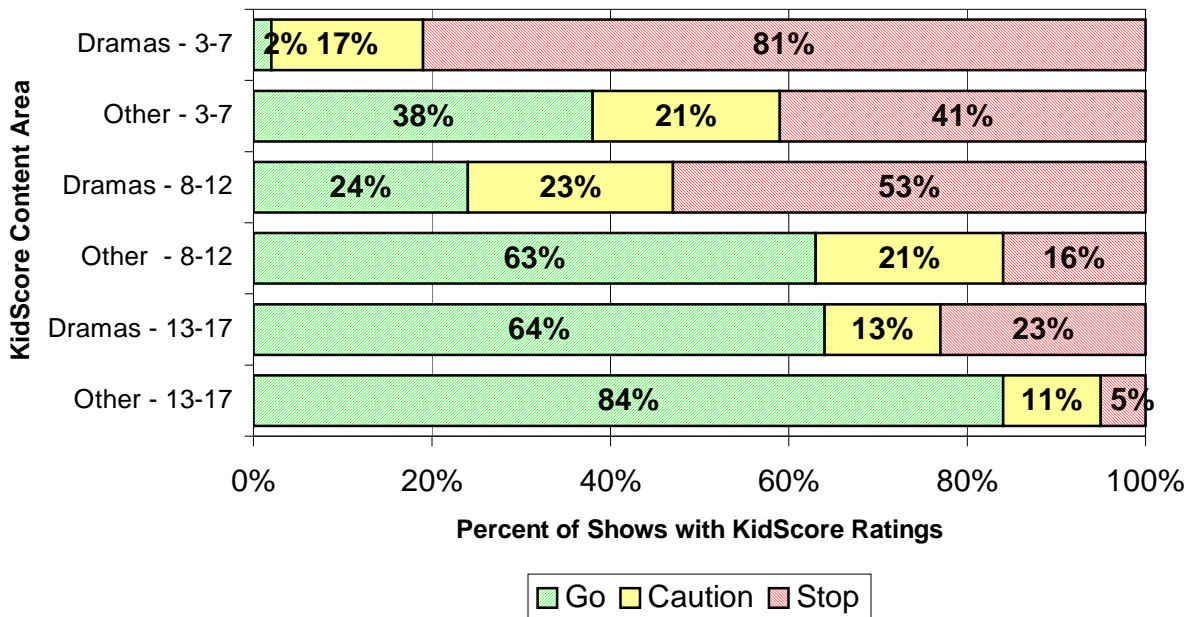


(Dramas  $N = 53$ ; Others  $N = 151$ )

- ❖ Dramas and docudramas, when compared to all other types of television shows, have marginally significantly **more**:
  - ◆ Offensive language (marginally significant at  $p = .054$ )
  - ◆ Sexual content ( $p = .09$ )
  
- ❖ Dramas and other shows are not significantly different with respect to nudity ratings on KidScore.



## Comparison of Drama/Docudrama Content with Other Shows: Appropriateness for Age Ranges

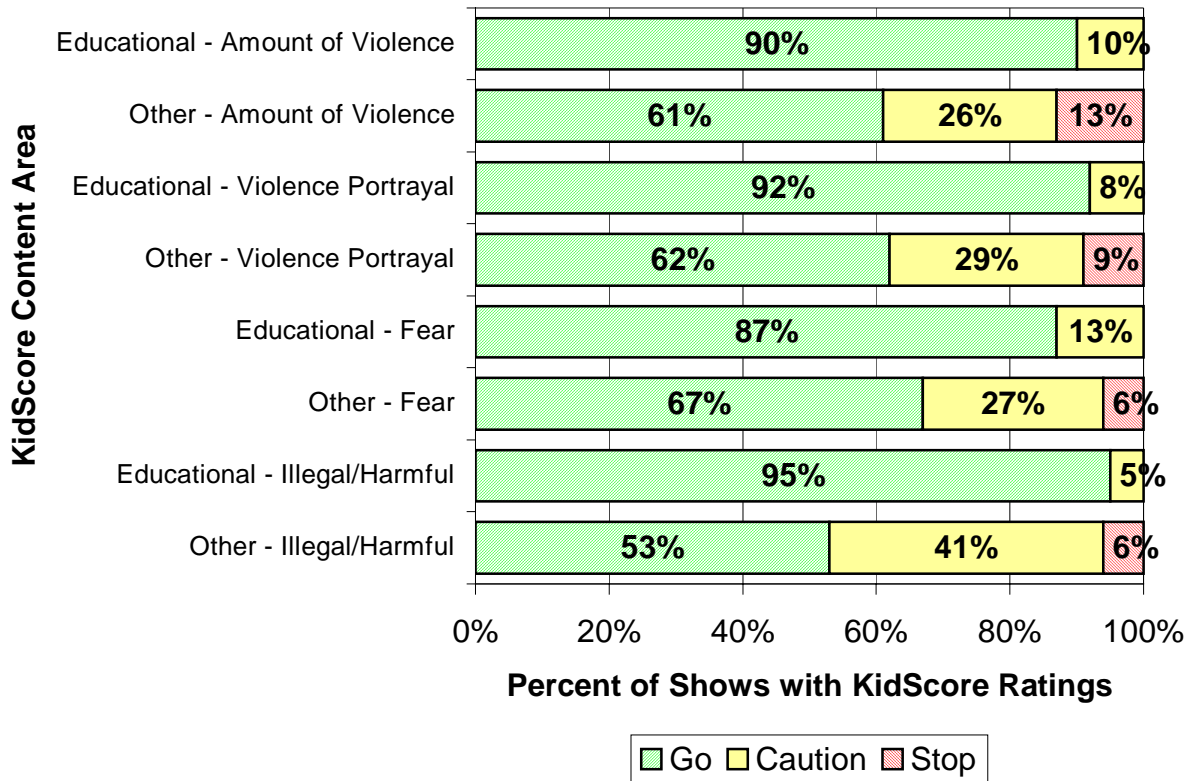


(Dramas  $N = 53$ ; Others  $N = 151$ )

- ❖ Dramas and docudramas, when compared to all other types of television shows, are significantly **less appropriate** for:
  - ♦ 3- to 7-year-olds
  - ♦ 8- to 12-year-olds
  - ♦ 13- to 17-year-olds

## EDUCATIONAL PROGRAMS

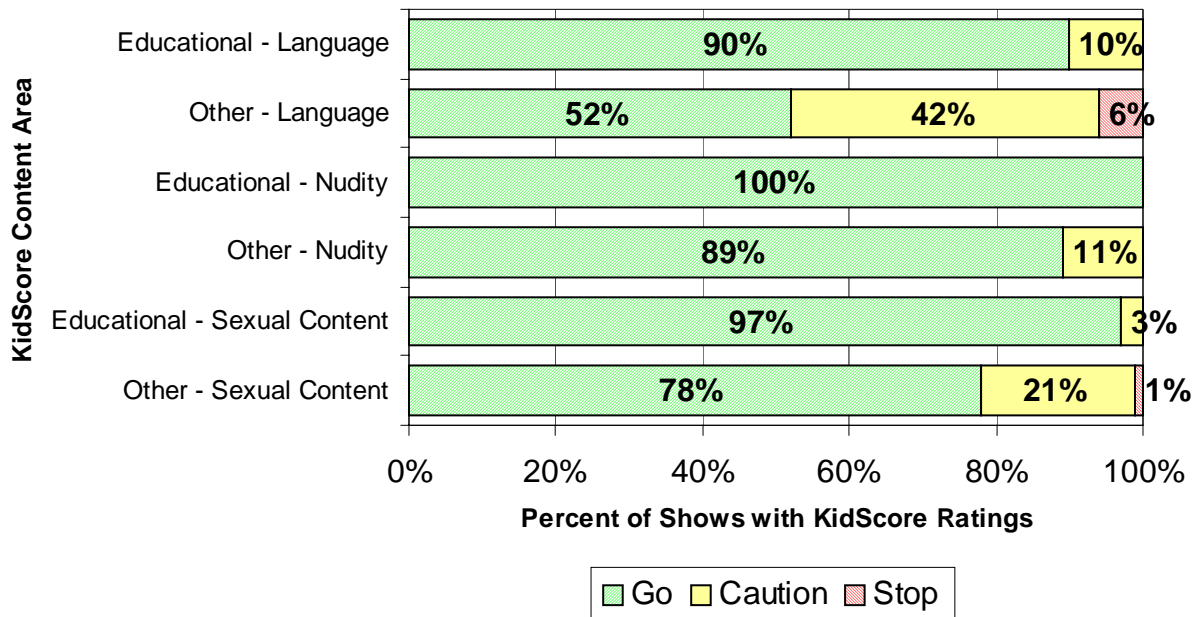
### Comparison of Educational Program Content with Other Shows: Violence, Fear, and Illegal/Harmful Behavior



(Educational Programs *N* = 39; Others *N* = 165)

- ❖ Parents' ratings using KidScore were used to compare educational programs with other television shows. Educational programs, when compared to all other types of television shows, have significantly **less**:
  - ◆ Violence (both amount and portrayal)
  - ◆ Fear
  - ◆ Illegal or harmful behavior

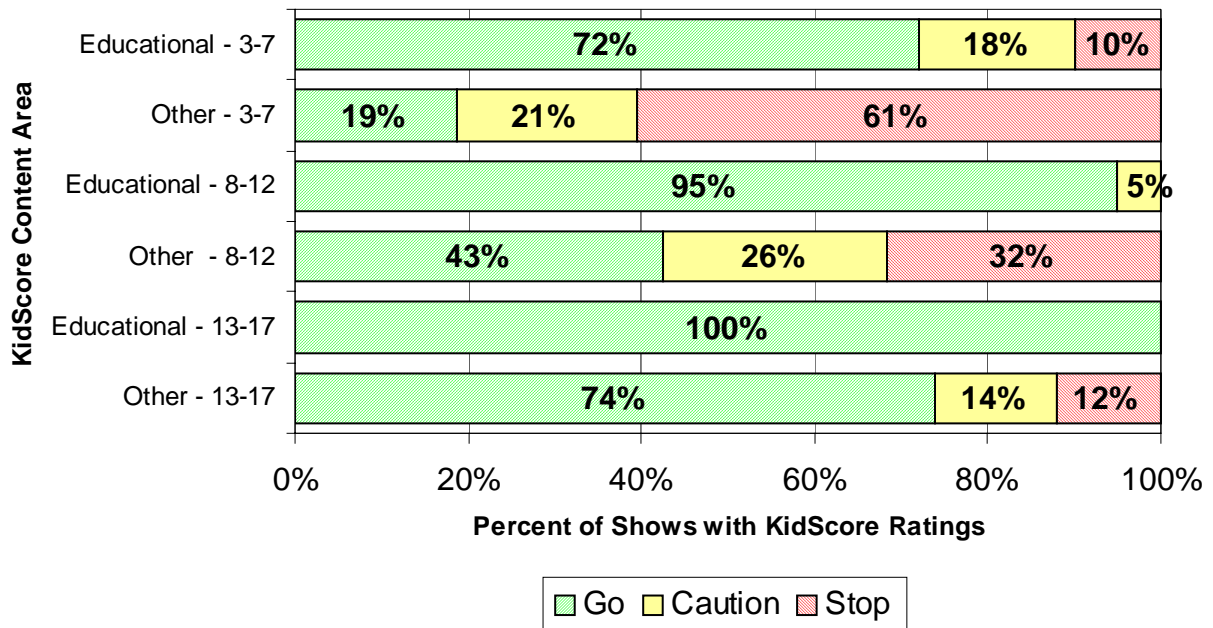
## Comparison of Educational Program Content with Other Shows: Offensive Language, Nudity, and Sexual Content



(Educational Programs  $N = 39$ ; Others  $N = 165$ )

- ❖ Educational programs, when compared to all other types of television shows, have significantly **less**:
  - ◆ Offensive language
  - ◆ Nudity
  - ◆ Sexual content

## Comparison of Educational Program Content with Other Shows: Appropriateness for Age Ranges



(Educational Programs  $N = 39$ ; Others  $N = 165$ )

- ❖ Educational programs, when compared to all other types of television shows, are significantly **more appropriate** for:
  - ♦ 3- to 7-year-olds
  - ♦ 8- to 12-year-olds
  - ♦ 13- to 17-year-olds



## COMPARISONS OF KIDSCORE EVALUATIONS AND INDUSTRY RATINGS WITHIN PROGRAM TYPE

This section describes statistical tests comparing parents' ratings with the television industry ratings for four types of programs. Only statistically significant findings are described below.

### Cartoons

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- ❖ Cartoons that are rated TV-Y are **more** likely to get a **green** light for amount of violence, and cartoons that are rated TV-Y7 are **more** likely to get a **yellow** or **red** light for amount of violence.
- ❖ Cartoons that are rated TV-Y are **more** likely to get a **green** light for fear, and cartoons that are rated TV-Y7 are **more** likely to get a **yellow** or **red** light for fear.
- ❖ Cartoons that are rated TV-Y are **more** likely to get a **green** light for displaying illegal or harmful behavior, and cartoons that are rated TV-Y7 are **more** likely to get a **yellow** light for illegal or harmful behavior.
- ❖ Cartoons that are rated TV-Y are **more** likely to get a **green** light for offensive language than cartoons with other ratings. Cartoons that are rated TV-Y7 are **more** likely to get a **yellow** light for offensive language, whereas cartoons that are rated TV-PG or TV-M are **more** likely to get a **red** light.
- ❖ While no cartoon in this study was rated to have much sexual content, cartoons that are rated TV-PG or TV-M are **more** likely to get a **yellow** light than cartoons with other ratings.
- ❖ Cartoons that are rated TV-G are **more** likely to get a **green** light for appropriateness for 3- to 7-year-olds than cartoons with other ratings. Cartoons that are rated TV-Y are **more** likely to get a **green** or **yellow** light, whereas cartoons that are rated TV-Y7, TV-PG, or TV-M are **more** likely to get a **red** light for appropriateness for 3- to 7-year-olds.
- ❖ Cartoons that are rated TV-Y or TV-G are **more** likely to get a **green** light for appropriateness for 8- to 12-year-olds than cartoons with other ratings. Cartoons that are rated TV-Y7 are **more** likely to get a **yellow** or **red** light, whereas cartoons that are rated TV-PG or TV-M are **more** likely to get a **red** light for appropriateness for 8- to 12-year-olds.
- ❖ Cartoons that are rated TV-PG or TV-M are **more** likely to get a **red** light for appropriateness for 13- to 17-year-olds than cartoons with other ratings.

### Sitcoms

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- ❖ While no sitcom in this study was rated to have much nudity, sitcoms that are rated TV-G are **more** likely to get a **green** light, whereas those that are rated TV-14 are more likely to get a **yellow** light.
- ❖ Sitcoms that are rated TV-G are **more** likely to get a **green** light for sexual content, whereas sitcoms that are rated TV-14 are **more** likely to get a **yellow** light.
- ❖ Sitcoms that are rated TV-Y are **more** likely to get a **green** light for appropriateness for 3- to 7-year-olds than sitcoms with other ratings. Sitcoms that are rated TV-G are **more** likely to get a **green** or **yellow** light, whereas sitcoms that are rated TV-PG or TV-14 are **more** likely to get a **red** light for appropriateness for 3- to 7-year-olds.
- ❖ Sitcoms that are rated TV-Y or TV-G are **more** likely to get a **green** light for appropriateness for 8- to 12-year-olds than sitcoms with other ratings. Sitcoms that are rated TV-PG are

**more** likely to get a **yellow** light, whereas sitcoms that are rated TV-14 are **more** likely to get a **red** light for appropriateness for 8- to 12-year-olds.

## Dramas/Docudramas

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- ❖ Dramas and docudramas that are rated TV-PG are **more** likely to get a **green** or **yellow** light for portrayal of violence, whereas dramas that are rated TV-14 or TV-M are **more** likely to get a **red** light for portrayal of violence.
- ❖ Dramas and docudramas that are rated TV-G are **more** likely to get a **green** light for fear than dramas with other ratings. Dramas that are rated TV-PG are **more** likely to get a **yellow** light for fear, whereas dramas that are rated TV-14 or TV-M are **more** likely to get a **red** light.
- ❖ Dramas and docudramas that are rated TV-G are **more** likely to get a **green** light for illegal or harmful behavior than dramas with other ratings. Dramas that are rated TV-PG are **more** likely to get a **yellow** light for illegal or harmful behavior, whereas dramas that are rated TV-14 or TV-M are **more** likely to get a **red** light.
- ❖ Dramas and docudramas that are rated TV-G are **more** likely to get a **green** light for appropriateness for 8- to 12-year-olds than dramas with other ratings. Dramas that are rated TV-PG are **more** likely to get a **yellow** light, whereas dramas that are rated TV-14 or TV-M are **more** likely to get a **red** light for appropriateness for 8- to 12-year-olds.
- ❖ Dramas and docudramas that are rated TV-G or TV-PG are **more** likely to get a **green** light for appropriateness for 13- to 17-year-olds than dramas with other ratings. Dramas that are rated TV-14 or TV-M are **more** likely to get a **red** light for appropriateness for 13- to 17-year-olds.

## Educational Programs

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- ❖ While no educational program in this study was rated to cause much fear, educational programs that are rated TV-G are **more** likely to get a **yellow** light than those that are rated TV-Y.