5-2006

Cultivation in female college students

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CULTIVATION IN FEMALE COLLEGE STUDENTS

A Thesis

By

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Submitted to the Graduate School of The University of Texas-Pan American in Partial fulfillment of the requirements for the degree of

MASTER OF ARTS IN COMMUNICATION

May 2006

Major Subject: Communication

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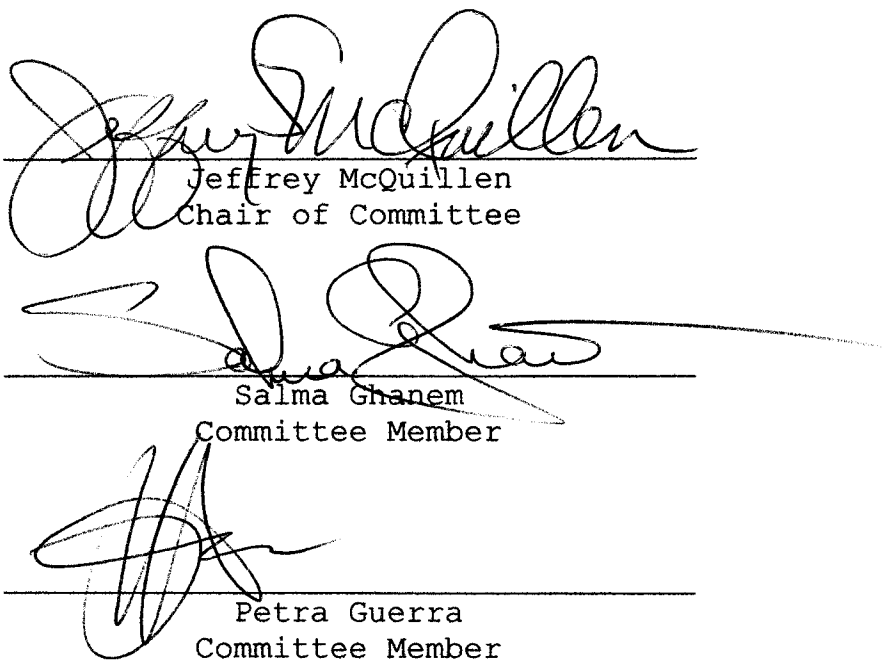
Approved as to style and content by:



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May 2006

ABSTRACT

García, Veronica, Cultivation in Female College Students. Master of Arts in Communication (MA) May 2006, 55 pp., 25 tables, references, 25 titles.

This study examines the cultivation effects based on the sex of the subject and the amount of television watched. Specifically, this study examines the effect of television viewing on female and male college students in order to understand what affect television viewing may have on the consumer. A modified version of the Cultivation Index Scale was administered to 157 college students. A series of ANOVA's were performed on these data. Results indicate that men and women differ significantly in terms of cultivation effects. The statistical tests also revealed that subjects who watch larger amounts of television displayed more cultivation effects than those who watch less television.

DEDICATION

I would like to thank my parents who have instilled in me such a great pride in my heritage and who have always taught me the value of education. Thank you for your support and all the pushes you gave me to keep me going. I would also like to thank my sister who set the standards in education so high that I had to work twice as hard. Rebecca, I finally did something first.

I would also like to thank my husband, George Michael, for giving me a soft place to land when things got too chaotic for me. Thank you for listening. Thank you for understanding. Most of all, thank you for having faith in me.

Finally, I would like to thank my small group of friends who were always willing to format my papers, read my drafts and make me laugh to the point that I forgot how stressed I was. You make life just that much better.

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CHAPTER 1

INTRODUCTION

The effect of the amount of television viewed by the consumer has been a subject of controversy for many years. Media effects research has focused mainly on the effects of media violence (Bandura, Ross, & Ross, 1963; Gerbner & Gross, 1976; Gunter, 1994). Researchers have proposed that the media influence people's perceptions of reality. This research supports the view that television has a powerful affect on the viewer and the creation of his/her reality. According to the cultivation theory, television has the power to create societal norms. Prior research has shown that television portrays society in a stereotyped and repetitive way (Cohen & Weimann, 2000). The results of cultivation analysis may support the need for a stronger television content monitoring system.

Although cultivation effects have been studied over the past 30 years, there have been numerous failures to replicate findings (Morgan & Shanahan, 1995). Some previous studies have found that television effects are gender specific; however, other cultivation research has dismissed

sex as an important factor in determining cultivation effects (Potter, 1994; Cohen & Welmann, 2000).

Previous studies have also found that cultivation effects are more apparent in teenagers rather than other viewers (Cohen & Welmann, 2000).

CHAPTER 2

REVIEW OF LITERATURE

Numerous scholars investigate the effect that television has on its viewers (Gerbner, 1974; Gerbner & Gross, 1976; Gerbner, Gross, Morgan & Singnorielli, 1980; Gunter, 1994). One of the earliest views regarding television effects is George Gerbner's cultivation theory.

Gerbner and Gross (1976) introduced the concept of cultivation theory in the 1970's. The cultivation theory states that television has the power to influence thought, perception and emotion (Gerbner & Gross, 1976). Gerbner and Gross (1976) started with the assumption that "television has become a key member of the family, the one who tells most of the stories most of the time" (p.174). This claim, he argued, gives television great influence in society by cultivating common world-views, values and roles (Gerbner & Gross, 1976). Gerbner, Gross, Morgan, and Signorielli (1980) state that television cultivates the viewer's perceptions of reality by repeatedly displaying the same images and over time this tactic shapes reality and the perception of culture for those who are heavy television viewers. In turn television then becomes a

teacher that provides the audience with information that may influence the audience's development of attitudes and values about the world around them.

In order to examine the effects of television, Gerbner focused his initial study on violence on television. Gerbner and his colleagues recorded week-long samples of U.S. network television. Gerbner recorded over 26,000 characters and over 2,300 programs during the first two decades of his investigation (Gerbner, 1998). These programs were then coded in order to determine features and trends in the world that television presents to its viewers (Gerbner, 1998). The violence index was developed after Gerbner conducted an extensive content analysis of television programming (Gerbner, 1974).

This newly developed Cultivation Index was designed to measure the difference between social reality (the society or community in which one lives) and the reality that is displayed through television between heavy and light television viewers. The Cultivation Index contains 29 questions that address crime, marital discord, vices, occupational prevalence and affluence. These categories have been shown to be consistently overrepresented on television relative to their real world incidence (Gerbner

et al., 1980; Lichter & Rothman, 1994; O'Guinn & Shrum, 1997).

Gerbner discovered that the "most pervasive patterns common to many different types of programs but characteristic of the system of programming hold the potential lessons that television cultivates" (Gerbner, 1998, p. 179). These overrepresented categories were then utilized to develop the violence index.

After creating the violence index, Gerbner conducted extensive surveys of heavy and light television viewers to test if cultivation effects were more prevalent among heavy television users. Light television viewers are viewers who watch two hours or less of television a day, moderate television viewers watched three to five hours of television a day, while heavy television viewers watch six or more hours of television a day (Gerbner, Gross, Jackson-Beeck, Jeffries-Fox & Signorielli, 1978).

Gerbner and Gross (1976) found that when comparing heavy television viewers to light television viewers, heavy viewers were more likely to perceive the world as it was portrayed on television.

This perceived world based on messages created by television includes having misconceptions of real-world violence, personal crime, personal crime in New York City,

occupational prevalence, marital discord, vice and affluence. Gerbner argued that these effects were stronger if: "you are a woman, if you are non-white, if you are not native born, if you are very young or very old or any combination of these- your risk (of experiencing cultivation effects) goes up" (Gerbner, 1976, p. 98). This increased risk could be due to the fact that certain demographic groups shown on television are more likely to be portrayed as victims (Cohen & Welmann, 2000). In fact, Gerbner (1976) found that heavy television viewers actually perceived the world to be a "meaner" place.

Gerbner argued that because television programming displays a stereotyped and misleading view of the world, people who watch more television would misconstrue these distorted images as being real (Gerbner, 1976). This distortion of reality cultivates world-views that are false (Gerbner, 1976).

Cultivation research has focused on specific themes that are prevalent in the television world. Some themes that were found in television include: the overrepresentation of male characters to female characters (Taylor & Dozier, 1983), the impression that acts of physical violence are committed by strangers (Greenberg,

1982) and the distortion of the causes and effects of violent crimes in society (Boemer, 1984).

Hawkins and Pingree (1980) support Gerbner's position that television viewing contributes to the viewer's perception of reality. They examined the relationship of cultivation under social and psychological controls (Hawkins & Pingree, 1980). They examined cultivation in relation to the income of the subject, the sex and age of the subject and psychological issues such as depression. Although these initial findings supported the cultivation theory, the theory has been challenged by other communication scholars.

The success of cultivation theory was challenged as researchers established various controls that had to be examined before the cultivation effect could be measured (Potter, 1994). Hughes (1980) found that the controls of sex, age, income and hours worked per week needed to be added to accurately test cultivation theory. Hughes's (1980) study focused on those controls in order to determine whether it was television exposure or personal experiences that amplified cultivation effects in television viewers. While Hughes's findings did not fully support previous cultivation research, he did maintain the

need for further research to determine the long-term effects of heavy media exposure.

The theory of cultivation has been criticized by researchers for not examining the role of control variables (Kwak, Zinkhan & Dominick, 2002). Critics stated that when variables such as gender, depression and education were included in cultivation research, the relationship was the same or smaller than the relationship without the controls (Kwak, Zinkhan & Dominick, 2002). In response to the growing criticism of the cultivation theory, Gerbner introduced the concepts of mainstreaming and resonance (Infante, et al., 1997).

Mainstreaming defines the creation of uniform messages to appeal to a wide audience (Cohen & Weimann, 2000). According to Cohen and Weimann (2000), mainstreaming is the process by which television viewers learn about the real world through observing the world of television. Gerbner, et al., (1980) stated that high television viewing leads to a common view of the world among members of differing groups, but this view is not always shared with light television viewers.

Resonance refers to the comparison between mainstream views and the viewer's real life experiences (Cohen & Weimann, 2000). Cohen and Weimann (2000) argued that the

cultivation effect is higher for different members of the population (e.g., male vs. females, urban area vs. suburb dwellers). Kwak et al., (2002) argued that perceptions of danger were low among low-income audiences and were stronger among high-income audiences. Gerbner (1976) also found that certain cultivation issues, such as crime, actually resonate with certain people more. These differing effects were the results of other variables such as sex and age (Severin & Tankard, 2001).

By developing the principles of mainstreaming and resonance, Gerbner and his colleagues expanded on the effects that television was thought to have on viewers. Gerbner now argued that television does not have a universal affect on viewers, but rather had varying effects (Gerbner et al., 1980). These varying effects are dependant on resonance variables such as sex (Kwak et al., 2002).

Sex may have a strong influence on the impact of consuming high amounts of television and cultivation effects. Hughes and Peterson (1980) found that the relationship between sex and television viewing was strong until controls such as hours worked per week were added. When conducting a survey, Hughes and Peterson (1980) found that women might watch more television because they were

less likely to be working outside the home. Because women spent more time at home watching television, they may display higher levels of cultivation (Hughes & Peterson, 1980). Therefore, conducting a study using college males and females as subjects may be more beneficial because both sexes are spending time outside of the home.

The age of the subject is also a strong indicator of the effects that heavy television viewing may have. Krosnick and Alwin (1989) found that cultivation might be more prevalent among children and adolescents who may be more susceptible to media influence. These findings may be due to the fact that younger children are less able to evaluate television content critically (Cohen & Welmann, 2000). Rosengren and Windahl (1989) also found that television is an important medium in the lives of adolescents despite the fact that adolescents watch less television than adults. Cohen and Welmann (2002) found that television impacted the attitudes of teenagers 16 and older more than it did younger teenagers.

Another study of American college students found that heavy soap opera viewers were more likely than light viewers to overestimate the number of real-life married people who have affairs or who have been divorced (Dominick, 1990). Dominick's findings support previous

studies that demonstrated that the age of the viewer is related to cultivation effects. These previous findings indicate a need to further examine what affects television viewing may have on older teenagers such as college students.

Cultivation literature contains numerous failures to replicate findings. The most common premise is that television makes a small but significant contribution to beliefs about the world (Morgan & Shanahan, 1995). Based on previous findings that argued that cultivation effects are dependant on the sex and age of the subject, the focus of this study is to replicate and extend prior studies in order to determine cultivation affects. Previous studies supported the hypothesis that women and men will differ in their cultivation levels and found that women who consume more television will display higher levels of cultivation (Cohen & Welmann, 2000). This present study examined the relationships between sex, amount of television watched and cultivation effects. Accordingly, the objective of the present study is to address the following hypotheses:

H1: Heavy television viewers will display greater cultivation effects than light television viewers.

H2: Female college students who watch high amounts of television will display greater amounts of cultivation

effects than college males who watch high levels of television.

H3: Female college students who watch high amounts of television will display greater amounts of cultivation effects than college females who watch low amounts of television.

H4: Female college students who watch high amounts of television will display greater amounts of cultivation than college males who watch low amounts of television.

CHAPTER 3

METHODS

Subjects

A convenient sample taken from students currently enrolled in undergraduate communication classes at a large South Western was used for this study. The subjects were chosen from undergraduate classes because students of all majors were enrolled in the classes. One hundred and fifty-six college students were surveyed. Of these, 59 were male and 63 were female.

Design

The study consists of two independent variables; each contains two levels resulting in a 2 X 3 factorial design, creating six conditions. The fist variable, sex, has two values: male and female. The second variable, amount of television viewing, has three values: high, moderate & low. For purposes of this study, only high and low categories were analyzed. Those in the moderate group were discarded to maximize the variance between these categories. The dependent variable is cultivation effects. The amount of television viewing will be classified into three levels: high, moderate and low.

Independent variables

The independent variable, amount of television watched, was categorized into high, low and moderate categories. These categories were operationalized using mean scores provided through the survey instrument. The response to the question "on an average day how much television, in hours, do you watch" determined the level of television viewing. Subjects were then grouped into the categories of high, moderate and low television viewers which resulted in 50 subjects in the high category, 35 in the moderate and 72 in the low.

Dependent variable

The dependent variable, cultivation, was operationalized using a modified version of the Cultivation Index (see Appendix A). The cultivation items addressed on the scale were changed from open ended questions into a Likert scale in order to enable further analysis. The scores ranged from a possible total of 140-28. The intervals were determined by calculating the mean score for the subject's responses to the Cultivation Index.

The Cultivation Index addresses five general constructs for measurement: crime, marital discord, vices, affluence and occupational prevalence. These constructs have been shown to be consistently overrepresented on

television relative to their real world incidence (Gerbner et al., 1980; Litchter, Lichter, & Rothman, 1994; O'Guinn & Shrum, 1997). Also, the general crime construct was also broken down into three separate crime constructs: personal crime, societal crime and person crime outside of one's general area (Shrum & Bischak, 2001). Prior research has shown that cultivation effects are usually evident for judgments of societal crime but not for personal crime (Tyler, 1980; Tyler & Cook, 1984). Therefore, cultivation effects would be expected for all dependant variables except personal crime.

Materials/Instruments

A modified version of the Cultivation Index (see Appendix A) survey instrument designed by Gerbner and Gross (1976) was used to determine the level of cultivation. The instrument was chosen because it is generally accepted and is a reliable measure of cultivation. The Cultivation Index consists of 29 questions with two responses for each question. Hawkins and Pingree (1981) found a significant correlation between the cultivation index and total television viewing. The instrument had an alpha reliability of .578. The modified version of this instrument consists of a Likert scale that related to the social reality that television creates.

The instrument consists of questions about crime, marital discord, vices, occupational prevalence (doctors, lawyers, police officers) and affluence. The responses for the Likert scale range from strongly agree to strongly disagree. The instrument also asked for the amount of television each student watched on a daily basis and basic demographic information such as age and sex.

Procedures

In order to obtain the data, subjects were given the Informed Consent Form (see Appendix B) and the Cultivation Index in a classroom and directed, by a proctor, to answer all questions on the page. Once the subjects had provided official written consent, the subjects were then told that they had 10 minutes to complete the questionnaire. The subjects were also told to return the questionnaires to the proctor once they were finished.

The proctor then informed the subjects that they were to complete the survey for a graduate student completing his/her graduate thesis. The subjects were not told what the scope of the study is.

The results of the survey were coded based on the television answers provide by Gerbner and Gross (1976). These answers were modified to fit into a Likert scale. The Likert scale ranged from strongly agree to strongly

disagree and was coded by assigning numerical values ranging from 1 through 5 (5=Strongly agree, 4=Agree, 3=Undecided, 2=Disagree and 1=Strongly disagree). Questions 4, 6, 11, 18, 21 and 26 were reverse coded in order to ensure reliability. A high average score indicate high cultivation effects.

Based on the categories created by Gerbner, Gross, Jackson-Beeck, Jeffries-Fox and Signorielli (1978), the subjects were also grouped into categories of high, low and moderate television viewers. The subjects were considered high television viewers if they watched 4-5 hours of television a day, moderate television viewers if they watched 3 hours of television a day and a low television viewer if they watched 1 to 2 hours of television a day. Those subjects that fell into the moderate category were discarded in an attempt to maximize variance between the high and low categories. This modification resulted in number of subjects to be reduced to 122 (72 low & 50 high).

CHAPTER 4

RESULTS

In order to determine the relationship between the variables, the data was first analyzed in regards to the entire model: sex, amount of television watched and cultivation effects. Following that analysis, individual ANOVA's were then conducted on the five general constructs for measurement.

To examine the impact of the amount of television watched had on cultivation effects, a comparison of means and a univeriate analysis of variance was conducted (See Tables I,II,III & IV). Significant differences were found between the amount of television watched and cultivation effects [$F=(1,122)=15.101, p<.05$]. Low televisions viewers differed significantly from high television viewers in their cultivation effects ($M=2.529$, $M=2.903$). Significant differences were also observed between sex and cultivation effects [$F=(1,122)=6.340, p<.05$]. Women tested also had higher mean cultivation scores than men ($M=2.830$, $M=2.570$).

The data was also grouped and analyzed by the five general constructs for measurement: crime, marital discord, vices and affluence. When analyzing the score for vice, sex

and amount of television watched, considerable differences were observed [F=(1,122)=6.549,p<.05] (See Tables V & VI). High television viewers had higher mean scores (M=3.020) than low television viewers (M=2.614) (See Table VII). Women also had higher mean scores than men (M=2.862, M=2.585) (See Table VIII).

Significant differences were also observed in comparing the amount of television watched and occupational prevalence [F=(1,122)=5.621,p<.05] (See Tables IX & X). High television viewers had higher mean scores (M=2.623) than low television viewers (M=2.213) (See Table XI). Significant differences were also observed when comparing sex and occupational prevalence (F=(1,122)=9.795,p<.05] with women scoring significantly higher (M=2.580) than men (M=2.203)(See Tables X & XII).

When analyzing societal crime and television viewing, significant results were observed [F=(1,122)=25.233,p<.05) (See Tables XIII & XIV) with high television viewers scoring higher (M=3.157) than low television viewers (M=2.575)(See Table XV). When comparing sex and societal crime, significant results were also observed [F=(1,122)=6.678,P<.05] with women scoring higher than men (M=3.002,M=2.697)(See Tables XIV & XVI).

When analyzing affluence and amount of television watched, no significant differences were observed [F=(1,122)=3.300,p>.05] (See Tables XVII & XVIII). However, when analyzing sex and affluence significant differences were observed [F=(1,122)=4.426,p<.05] with women scoring significantly higher (M=2.275) than men (M=1.858) (See Table XIX).

When analyzing personal crime, sex and amount of television watched no significant differences were observed [F=(1,122)=1.445,p>.05](See Tables XX & XXI). There were also no significant differences when analyzing personal crime in New York City [F=(1,122)=.129,p>.05] and marital discord [F=(1,122)=.019,p>.05] (See Tables XXII, XXIII, XXIV & XXV).

CHAPTER 5

DISCUSSION

This study aimed to examine the relationship between television viewing, sex and cultivation effects. The results of this study indicate that there is a relationship between the amount of television watched, the sex of the subject and cultivation effects. These results are consistent with previous studies that support the Cultivation Theory (Gerbner et al., 1980; Hawkins & Pingree, 1980).

Significant differences were also found when the data were grouped and analyzed according to the five general constructs for measurement: crime, marital discord, vices and affluence. Significant differences were found when analyzing sex, amount of television watched and the following general constructs: vice, occupational prevalence and societal crime. In each of these cases, women had higher mean scores than men indicating that cultivation effects were more prevalent among women. These results are consistent with prior research that found that cultivation effects were more common among women (Hughes & Paterson, 1980). However, previous studies estimated that women

would have higher cultivation effects because they were less likely to work outside the home (Hughes & Peterson, 1980). This study surveyed women and men that were students at a large South Western university in an attempt to minimize those differences. Despite these adjustments, women were still found to have higher cultivation effects.

In analyzing the constructs of marital discord, personal crime and personal crime in New York City, there were no significant differences observed. These results were also consistent with prior research that found that cultivation effects were usually evident for societal crime but not for personal crime (Tyler, 1980; Tyler & Cook, 1984). However, when looking at marital discord and personal crime, women had slightly higher mean scores than men. Though the differences were not significant, this observed tendency that women had higher mean scores than men in 6 of the 7 general constructs is interesting to note.

The results of this study indicate that cultivation effects are more evident in women who watch more television than for any other group. These results support the claims of prior research that television can have powerful effects on the viewer.

Limitations

Limitations to this study include discrepancies in prior research as to what constitutes a heavy and a light television viewer. Researchers are allowed to create their own definitions for what heavy and light television viewers are, and therefore, there is no uniform measure. This makes comparing results among studies relatively impossible.

Another limitation to this study is the sample size. Although the results do indicate a relationship between sex, amount of television watched and cultivation effects, a larger sample would have provided more information to further analyze cultivation effects.

Future Research

Because cultivation is not an immediate effect of consuming television, a more accurate measure would be to analyze subjects throughout their lifetimes. A longitudinal study would enable researchers to more precisely measure cultivation effects and chart changes in subject's views of the world.

There have been many changes in programming types since the creation of the Cultivation Index. A new index is needed to accurately measure the types of programming that are now more common in television (i.e. reality

television). The development of a modern Cultivation Index would allow researchers to better examine cultivation effects.

The results of this study indicate that cultivation effects are indeed present in television viewers. This study should serve as a starting point for future cultivation research.

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TABLES

Table I
Compare Means on Amount of TV, Sex and Cultivation Averages

TV Hours	sex of subject	Mean	N	Std. Deviation
Low TV	Male	2.4640	40	.47138
	Female	2.6105	32	.47000
	Total	2.5291	72	.47315
High TV	Male	2.7274	19	.39756
	Female	3.0115	31	.45038
	Total	2.9036	50	.44905
Total	Male	2.5442	59	.44500
	Female	2.8181	63	.48904
	Total	2.6868	122	.48661

Table II
ANOVA Test on Amount of TV, Sex and Cultivation Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.470	3	1.823	8.801	*.000
SEX	1.313	1	1.313	6.340	*.013
Hours	3.128	1	3.128	15.101	*.000
SEX * Hours	.134	1	.134	.648	.423
Total	907.856	122			
Corrected Total	29.913	121			

*Significant at the .05 level

Table III

Contrast Test on Amount of TV watched and Cultivation Averages

(I) Hours	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Low TV	-.1792	.10565	.241	-.4406	.0822
	*-.3745	.08251	.000	-.5786	-.1703
High TV	*.3745	.08251	.000	.1703	.5786
	.1952	.11131	.218	-.0802	.4706

Based on observed means.

* The mean difference is significant at the .05 level.

Table IV

Mean Cultivation Scores in Men and Women

sex of subject	Mean	N	Std. Deviation
male	2.5489	59	.46246
female	2.8078	63	.49944
Total	2.6826	122	.49721

Table V
Compare Means on Amount of TV, Sex and Vice Averages

TV Hours	Sex of subject	Mean	N	Std. Deviation
High TV	Male	2.6875	40	.98434
	Female	2.5208	32	.68228
	Total	2.6134	72	.86164
Low TV	Male	2.6140	19	.84811
	Female	3.2688	31	.83630
	Total	3.0200	50	.89191
Total	Male	2.6310	59	.92683
	Female	2.8728	63	.80915
	Total	2.7568	122	.87299

Table VI
ANOVA Test on Amount of TV, Sex and Vice Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.422	3	3.474	4.759	*.004
SEX	1.688	1	1.688	2.312	.131
Hours	3.224	1	3.224	4.415	*.038
SEX * Hours	4.781	1	4.781	6.549	*.012
Total	1039.472	122			
Corrected Total	96.570	121			

*Significant at the .05 level

Table VII
Contrast Test on Vice Averages and Amount of TV

(I) Hours	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Low TV	-.0255	.19820	.992	-.5158	.4649
	*-.4066	.15480	.034	-.7896	-.0236
High TV	*.4066	.15480	.034	.0236	.7896
	.3811	.20882	.193	-.1355	.8978

Based on observed means.
* The mean difference is significant at the .05 level.

Table VIII
Mean Vice Scores in Men and Women

sex of subject	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	2.585	.115	2.358	2.813
Female	2.862	.105	2.654	3.069

Table IX
Compare Means on Amount of TV, Sex and Occupational Averages

TV Hours	sex of subject	Mean	N	Std. Deviation
Low TV	Male	2.0167	40	.70388
	Female	2.4583	32	.74174
	Total	2.2130	72	.74914
High TV	Male	2.3509	19	.78939
	Female	2.7957	31	.80589
	Total	2.6267	50	.82104
Total	Male	2.1429	59	.73023
	Female	2.6009	63	.76016
	Total	2.3813	122	.77804

Table X
ANOVA Test on Amount of TV, Sex and Occupational Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.849	3	3.616	6.362	*.000
SEX	5.568	1	5.568	9.795	*.002
Hours	3.196	1	3.196	5.621	*.019
SEX * Hours	7.053E-05	1	7.053E-05	.000	.991
Total	770.444	122			
Corrected Total	77.927	121			

*Significant at the .05 level

Table XI

Contrast Test on Amount of TV and Occupational Averages

(I) Hours	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Low TV	-.1620	.17431	.650	-.5933	.2692
	*-.4137	.13614	.011	-.7505	-.0769
High TV	*.4137	.13614	.011	.0769	.7505
	.2517	.18365	.393	-.2027	.7060

Based on observed means.

* The mean difference is significant at the .05 level.

Table XII

Mean Occupational Scores in Men and Women

sex of subject	Mean	Std. Error	95% Confidence Interval Lower Bound	Upper Bound
Male	2.203	.101	2.003	2.403
Female	2.580	.092	2.398	2.763

Table XIII
Compare Means on Amount of TV, Sex and Societal Crime Averages

TV Hours	sex of subject	Mean	N	Std. Deviation
Low TV	Male	2.4893	40	.57951
	Female	2.6830	32	.63343
	Total	2.5754	72	.60750
High TV	Male	2.9398	19	.57403
	Female	3.2903	31	.43250
	Total	3.1571	50	.51488
Total	Male	2.6388	59	.57951
	Female	2.9906	63	.61736
	Total	2.8219	122	.62294

Table XIV
ANOVA Test on Amount of TV, Sex and Societal Crime Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.101	3	4.034	12.837	*.000
SEX	2.098	1	2.098	6.678	*.011
Hours	7.929	1	7.929	25.233	*.000
SEX * Hours	.174	1	.174	.554	.458
Total	1015.122	122			
Corrected Total	49.179	121			

*Significant at the .05 level

Table XV

Contrast on Amount of TV and Societal Crime Averages

(I) Hours	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Low TV	-.2877	.13108	.094	-.6120	.0366
	*-.5817	.10238	.000	-.8350	-.3284
High TV	*.5817	.10238	.000	.3284	.8350
	.2940	.13810	.107	-.0476	.6357

Based on observed means.

* The mean difference is significant at the .05 level.

Table XVI

Mean Societal Crime Scores in Men and Women

sex of subject	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	2.697	.076	2.547	2.848
Female	3.002	.069	2.865	3.139

Table XVII
Compare Means on Amount of TV, Sex and Affluence Averages

TV Hours	sex of subject	Mean	N	Std. Deviation
Low TV	Male	1.8208	40	.56031
	Female	2.1042	32	.55155
	Total	1.9468	72	.57041
High TV	Male	2.0702	19	.64625
	Female	2.2849	31	.76762
	Total	2.2033	50	.72476
Total	Male	1.8667	59	.59426
	Female	2.2346	63	.69292
	Total	2.0582	122	.67113

Table XVIII
ANOVA test on Amount of TV, Sex and Affluence Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.913	3	1.304	3.284	*.023
SEX	1.758	1	1.758	4.426	*.038
Hours	1.311	1	1.311	3.300	.072
SEX * Hours	3.331E-02	1	3.331E-02	.084	.773
Total	564.444	122			
Corrected Total	50.782	121			

*Significant at the .05 level

Table XIX
Mean Affluence Score in Men and Women

sex of subject	Mean	Std. Error	95% Confidence Interval Lower Bound	Upper Bound
Male	1.858	.088	1.683	2.032
Female	2.275	.080	2.116	2.434

Table XX
Compare Means on Amount of TV, Sex and Personal Crime Averages

TV Hours	sex of subject	Mean	N	Std. Deviation
Low TV	Male	2.3333	40	.78082
	Female	2.3125	32	.71310
	Total	2.3241	72	.74635
High TV	Male	2.4386	19	.81689
	Female	2.7634	31	.76591
	Total	2.6400	50	.79351
Total	Male	2.3857	59	.77944
	Female	2.5219	63	.77045
	Total	2.4566	122	.77510

Table XXI
ANOVA Test on Amount of TV, Sex and Personal Crime Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.196	3	1.399	2.387	.073
SEX	.655	1	.655	1.117	.293
Hours	2.192	1	2.192	3.740	.056
SEX * Hours	.847	1	.847	1.445	.232
Total	807.778	122			
Corrected Total	73.348	121			

Table XXII
Compare Means on Amount of TV, Sex and Crime in NYC Averages

TV Hours	sex of subject	Mean	N	Std. Deviation
Low TV	Male	3.0833	40	.72304
	Female	3.1458	32	.68228
	Total	3.1111	72	.70099
High TV	Male	3.3684	19	.36675
	Female	3.3441	31	.61755
	Total	3.3533	50	.53201
Total	Male	3.1905	59	.62315
	Female	3.2412	63	.62681
	Total	3.2169	122	.62342

Table XXIII
ANOVA Test on Amount of TV, Sex and Crime in NYC Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.808	3	.603	1.461	.229
SEX	1.032E-02	1	1.032E-02	.025	.875
Hours	1.655	1	1.655	4.012	.047
SEX * Hours	5.342E-02	1	5.342E-02	.129	.720
Total	1307.889	122			
Corrected Total	50.489	121			

Table XXIV
Compare Means on Amount of TV, Sex and Marital Discord Averages

TV Hours	sex of subject	Mean	N	Std. Deviation
Low TV	Male	3.4167	40	.73088
	Female	3.4583	32	.76082
	Total	3.4352	72	.73932
High TV	Male	3.6842	19	.70688
	Female	3.6882	31	.66631
	Total	3.6867	50	.67481
Total	Male	3.5000	59	.73939
	Female	3.6184	63	.72970
	Total	3.5616	122	.73422

Table XXV
ANOVA Test on Amount of TV, Sex and Marital Discord Averages

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.897	3	.632	1.222	.305
SEX	1.475E-02	1	1.475E-02	.028	.866
Hours	1.753	1	1.753	3.386	.068
SEX * Hours	1.007E-02	1	1.007E-02	.019	.889
Total	1590.333	122			
Corrected Total	62.988	121			

APPENDIX A

Age:_____

Sex (Please circle one): Male Female

Ethnicity (Please circle one):

American Indian Asian African American Hispanic

Anglo Other _____

Education: Freshman Sophomore Junior Senior

Instructions: Please read each question and circle the response that best reflects your own feelings. Please circle SA for Strongly Agree, A for Agree, N for Neutral, D for Disagree and SD for Strongly Disagree.

1. On an average day how much television, in hours, do you watch? _____
2. Most **(80%-100%)** Americans have been victims of violent crimes.
   SA A N D SD
3. Most **(80%-100%)** police draw their guns at least once in an average day.
   SA A N D SD
4. A small percentage **(5%-30%)** of women will be raped at least once in their lifetime.
   SA A N D SD
5. Most **(80%-100%)** people will be victims of a gun shot in their lives.
   SA A N D SD
6. Only a small **(5%-30%)** group of Americans own a gun.
   SA A N D SD

7. Most **(80%-100%)** crimes are violent crimes (murder, rape, robbery and aggravated assault).

SA A N D SD

8. A woman riding a subway alone in New York City has a high **(80%-100%)** chance that she will be the victim of a violent crime.

SA A N D SD

9. Your house has a great **(80%100%)** chance of being broken into this year.

SA A N D SD

10. Your odds of being the victim of an attack within this year are great **(80%-100%)**.

SA A N D SD

11. Your chances of being the victim of an assault during the next year are minimal **(5%-30%)**.

SA A N D SD

12. If you were jogging after dark in Central Park in New York City, your chances of being the victim of a violent crime are high **(80%100%)** .

SA A N D SD

13. Your chances of being involved in a violent crime if you spent a month in New York City are small **(5%-30%)**.

SA A N D SD

14. It is likely **(80%100%)** that you would witness a violent crime if you spent a year in New York City.

SA A N D SD

15. Over half in the U.S. work force is lawyers.

SA A N D SD

16. Over half of the U.S. work force is doctors.

SA A N D SD

17. Most **(80%100%)** of the U.S. work force have jobs in law enforcement and crime detection (police, sheriffs or detectives).

SA A N D SD

18. Less than 2% of Americans get divorced.

SA A N D SD

19. Most **(80%100%)** executives have affairs with their secretaries.

SA A N D SD

20. Most **(80%100%)** Americans have had an extramarital affair.

SA A N D SD

21. Only a small number **(5%-30%)** of Americans have used the services of a prostitute.

SA A N D SD

22. Most **(80%100%)** Americans are addicted to cocaine.

SA A N D SD

23. Most **(80%100%)** Americans gamble illegally.

SA A N D SD

24. Over 50% of Americans attend charity balls.

SA A N D SD

25. Most **(80%100%)** Americans have a private tennis court.

SA A N D SD

26. Very few **(5%-30%)** American households have maids or servants.

SA A N D SD

27. Most **(80%100%)** American households have a swimming pool.

SA A N D SD

28. Most **(80%100%)** Americans belong to a country club.

SA A N D SD

29. A high **(80%100%)** number of Americans are millionaires.

SA A N D SD

APPENDIX B

The University of Texas Pan-American
Study Title: Cultivation in College Students

INFORMED CONSENT FORM

Background

This is a survey designed to investigate the effects that heavy television viewing may have on college students. Approximately 150 subjects will be asked to volunteer for this research project.

Procedures and Duration

The survey will be distributed by a proctor. You will be instructed to complete the survey and return it to the proctor. You are also instructed not to put your name on the survey. You will be asked to complete the survey to the best of your ability. It is estimated to take approximately 5 minutes to complete this study.

Risks/Benefits

There are no foreseeable risks associated with your participation in this research. There are no direct benefits for your participation in this research.

Confidentiality Statement

The information gathered from this research will be kept confidential. The data will be securely stored in a locked file cabinet in the researcher's office and access to the data will not be given to anyone who is not actively participating in this study without the expressed written consent of principle investigator.

Compensation

You will receive no money or other compensation for your participation in this study.

Who to Contact Regarding Your Rights as a Participant:

If you have any questions about your rights as a participant, or if you feel that your rights as a participant were not adequately met by the researcher, contact the Institutional Review Board for Human Subjects Protection at 956-384-5004.

Voluntary Participation

Participation in this survey is voluntary and you may withdraw at any time without penalty. Your refusal to participate or desire to discontinue your participation at any time will involve no penalty or loss benefits you are otherwise entitled. You may discontinue taking the survey at any time without any penalty.

Signatures:

By signing below, you indicate what you are voluntarily agreeing to participate in this study and that the procedures involved have been described to your satisfaction. The researcher will provide you with a copy of this form for your own reference. In order to participate, you must be at least 18 years of age. If you are under 18, please inform the researcher.

Subject's Name (Print) _____

Signature of Subject _____ Date _____

VITA

Veronica García graduated from The University of Texas-Pan American with a Bachelor of Arts degree in Journalism. She worked as a teaching assistant and research assistant from 2001-2006. During that time, she was the instructor of record and taught three different undergraduate communication courses. She also presented a paper for the Southwest Education Council for Journalism and Mass Communication at the University of Northern Colorado in Greeley, Colorado. She was born in New Jersey and now resides in McAllen, Texas, with her husband, George Michael, and their wonderful dog Billie Joel.