

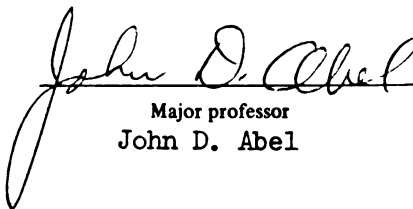
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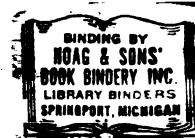
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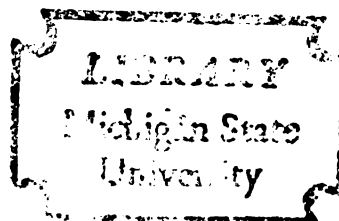
has been accepted towards fulfillment
of the requirements for

Ph.D. degree in Communication Arts and
Sciences - Mass Media


Major professor
John D. Abel

Date August 13, 1976





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Lee Richard

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ABSTRACT

A CORRELATION STUDY OF THE RELATIONSHIP BETWEEN HUMAN VALUES AND BROADCAST TELEVISION

By

Lee Richard Thornton

The purpose of this research was to explore the relationship between human value structure and broadcast television viewing. The study relies on Milton Rokeach's concepts and measurement of values.¹ The study examines the notion that the motivation for viewing television is related to an individual's values and value system priorities. Control variables include respondent's television viewing hours per week, attitude toward television, self-esteem, education, and sex.

The rationale for the hypotheses emerged from the theoretical concepts of "belief congruence" and "institutional socialization." Defining television as a societal institution, the notion was developed that television may play an important role as a value socializing agent. "Belief congruence" interacts with the socialization perspective by suggesting that belief systems are valued to the extent they are consistent with one's own belief system. An individual whose value system has been influenced by and is consistent with television's perceived value system, would therefore, be strongly attracted to television as an agent reinforcing that value system. Thus, television may be considered as a source,

reinforcer, and product of the values of a social system.

The author's concern for this topic arises from the general area of media "uses and gratifications." This area of research is important because it considers the social and psychological state of the individuals who are receiving the media message. It was thought that value processing may represent an important psychological use of television, and that the reinforcement aspect may represent an important psychological gratification.

The study utilizes Rokeach's 18-item Instrumental and Terminal Value Surveys to measure the independent variables. Respondents were instructed to rank order the list of 18 values "...in order of importance to YOU as guiding principles in YOUR life."

Respondents also ranked a list of 18 television programs according to viewing preference. Television's institutional values were measured by having the respondents rank Rokeach's Terminal Value Survey in order of the most important values they felt television promoted.

In addition to the testing of specific hypotheses, frequency distributions for the value surveys and program preferences were compiled. These distributions were then cross-tabulated by the control variables, and Median Tests were computed to determine whether the ranking of a value by one group was significantly different from the ranking of the other group.

A probability sample of 200 respondents was systematically

Lee Richard Thornton

selected from the greater Lansing area for personal interviews. Respondents were sent a cover letter, but interviewers called on the respondent's home without a scheduled appointment.

The major findings of the study are:

1) There are more positive correlations between respondents' ranking of their personal terminal values and the values they perceive to be promoted by television among the high television viewers, those with a favorable attitude toward television, and those having a low amount of education.

2) Respondents with similar values view similar television programs. Additional analysis raised the question of whether the program preference survey sufficiently discriminated between those with similar and dissimilar values.

3) A negative relationship exists between television viewing and self-esteem.

4) A positive relationship exists between the amount of television viewing and attitude toward television.

5) Two different respondent groups emerge from the study. The first may be described as having low education, viewing a high number of television hours per week, having low self-esteem with a favorable attitude toward television. This group ranked values such as "a comfortable life," "family security," "national security," "a world at peace," "cleanliness," "politeness," and "forgiveness" higher than the second group. As a group they rank detective and game shows higher than the second one.

The second group may be described as having higher education, viewing a low number of television hours per week, having high self-esteem and an unfavorable attitude toward television. They ranked values such as "imaginative," "true friendship," and "self-respect" significantly higher than the first group. They also ranked news shows and programs like "Mary Tyler Moore," and "M*A*S*H" higher than the first group of respondents.

6) Nearly all the respondents agree that the most important values that television promotes are "pleasure," "an exciting life," "a comfortable life," and "social recognition."

¹Milton Rokeach, The Nature of Human Values, New York: Free Press, 1973.

A CORRELATION STUDY
OF THE RELATIONSHIP BETWEEN
HUMAN VALUES AND BROADCAST TELEVISION

By

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I.

INTRODUCTION

The purpose of this research is to explore the relationship between human value structure and the viewing of broadcast television. The study relies on Milton Rokeach's (1973) concepts and measurement of values. The study examines the notion that the motivation for viewing television is related to an individual's values and value system priorities.

Utilizing a probability sample, personal interviews will be conducted to gather data for exploring the nature of the "television-value" relationships. Also, relying on the theoretical concepts of "belief congruence" and "institutional socialization" a rationale will be developed for the testing of specific hypotheses.

The theory suggests that an interdependence exists between human values and television viewing. First, defining television as a social institution, the greater the amount of time an individual spends viewing television, the more likely television will have some impact on the viewer's values (television as an institution will be discussed later in this chapter.) Secondly, operating from the notion of "belief congruence" via selective exposure and selective perception, an individual's personal value structure affects his television viewing behavior.

Values then, may be examined as both independent or dependent variables. However, the primary purpose of this research is not to test the direction of "value-television" relationship, but to test the nature of the relationship.

The introduction is divided into four sections. Section A, Rokeach On Values, reviews Rokeach's definitions and operationalization of values. Section B, Uses and Gratifications Literature, describes the general category of mass media study from which this research emerges. Section C provides the "Theoretical Rationale" for the study. Part I, relying on the "consistency principles" discusses the concept of "belief congruence." Part II uses the sociologist's socialization perspective to discuss the idea that man is a social product" whose values are influenced by society's institutions. Section C concludes with the major theoretical hypothesis. Section D "Research Hypotheses and Rationale," highlights the most important concepts previously discussed and provides further support for the research hypotheses.

The concern for this topic arises from a general interest in media "uses and gratifications" research. Uses and gratification research portrays the media consumer as an active, purposive participant in the mass media process.

While this type of research is intrinsically interesting, its major value is in the role it plays as an intervening variable in the more traditional media effects research. It highlights the importance of considering both the social and psychological context in which the message has been received.

Glaser (1965) observes:

Since users approach the media with a variety of needs and predispositions...any precise identification of the effects of television watching...must identify the various types of viewers.

Unfortunately, as Blumler and Katz (1974) point out:

The study of mass media use suffers at present from the absence of a relevant theory of social and psychological needs...Thus far, gratifications research has stayed close to what we have been calling media related needs (in the sense that the media have been observed to satisfy them at least in part)...(p.24).

The proposed research suggests that television viewers, identified as viewing a high number of hours per week, use television both as a source for value identification and value system prioritization, as well as a reinforcer of that value system. This value processing may represent an important psychological use of television. The reinforcement aspect may represent an important psychological gratification.

ROKEACH ON VALUES

The author's interest in human values is generated from a theory of values offered by Rokeach (1973). It is Rokeach's theory and research perspective on values that provide the foundation for this research project.

The first task is to review for the reader Rokeach's perspective on values. Taken largely from his book, The Nature of Human Values, it will include definitions of the terms value and value system, an explanation of the difference between values and attitudes, identification of value functions, explanation of Rokeach's operationalization of the

value system, the differentiation between higher and lower order values, and a report on values research.

Rokeach states: "...values occupy a more central position than attitudes within one's personality makeup and cognitive systems, and they are therefore determinants of attitudes and behavior (p.18)." Values then, precede attitude and behavior. Rokeach outlines five assumptions that underpin his theory:

- 1) the total number of values that a person possesses is relatively small,
- 2) all men everywhere possess the same values to different degrees,
- 3) values are organized into value systems,
- 4) the antecedents of human values can be traced to culture, society, and its institutions, and personality, and
- 5) the consequences of human values will be manifested in virtually all the phenomena that social scientists might consider worth investigating and understanding (p.3).

Further, Rokeach argues that the value concept occupies a central position across all the social sciences, and shows promise of being able to unify the diverse interests of all sciences concerned with human behavior. At this point, it is important to remind the reader that Rokeach's value theory is not a theory of value acquisition or development. Rather, it is a theory of value organization.

Value is defined as "...an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence. (p.5)." Significantly more

research has been completed on the theory and measurement of attitudes than with values. Rokeach attributes this to the rapid development of attitude measurement tools, and the lack of clarity in distinguishing between and functionally relating attitudes and values. Therefore, an understanding of why values are more useful than attitudes for predicting behavior is in part contingent upon understanding the differences between values and attitudes.

According to Rokeach:

An attitude differs from a value in that an attitude refers to an organization of several beliefs around a specific object of situation. A value on the other hand, refers to a single belief of a very specific kind. It concerns a desirable mode of behavior or end-state that has a transcendental quality to it, guiding actions, attitudes, judgments, and comparisons across specific objects and situations and beyond immediate goals to more ultimate goals (p.18).

Based upon that definition Rokeach further articulates important value attitude differences:

- 1) whereas a value is a single belief, an attitude refers to an organization of several beliefs that are all focused on a given object or situation. A Likert scale, for example, consists of a representative sample of beliefs all of which concern the same object or situation. When summed, it provides a single index of a person's favorable or unfavorable attitude toward an object or situation.
- 2) a value transcends objects and situations whereas an attitude is focused on some object or situation.
- 3) a value is a standard but an attitude is not a standard. Favorable or unfavorable evaluations of numerous attitude objects and situations may be based upon a relatively small number of values serving as standards.
- 4) a person has as many values as he has learned beliefs concerning desirable modes of conduct and end-states of existence, and as many attitudes as direct or indirect encounters he has had with

specific objects or situations. It is thus estimated that values only number in the dozens, whereas attitudes number in the thousands.

- 5) values occupy a more central position than attitudes within one's personality makeup and cognitive system, and they are therefore determinants of attitudes as well as of behavior.
- 6) value is a more dynamic concept than attitude, having a more immediate link to motivation.
- 7) the substantive content of a value may directly concern adjustive, ego defense, knowledge or self-actualization functions while the content of an attitude is related to such functions only inferentially, (p.18).

An individual's values are then organized into a priority system of values. Rokeach defines this value system, "...as an enduring organization of beliefs concerning preferable modes of conduct or end-states of existence along a continuum or relative importance (p.5)." As will be detailed later, this definition is operationalized into two value systems: 1) preferable modes of conduct or instrumental values and 2) end-states of existence or terminal values.

One approach to understanding values and their usefulness in research is to examine the functions of values and value systems. Rokeach suggests three functions:

- 1) values are standards that guide on-going activities.
- 2) value systems are employed as general plans to resolve conflicts and to make decisions.
- 3) values give expression to human needs (p.13).

He lists a variety of examples of how values provide standards for behavior. Values lead us to positions on

social issues. They help us evaluate and judge ourselves and others. They tell us which beliefs, attitudes, values, and actions are worth challenging, protesting and arguing about. One particularly interesting notion is that values tell us how to psychoanalytically rationalize beliefs, attitudes, and actions personally and socially unacceptable, so that we will end up with personal feelings of morality and competence. Rokeach states that both of these ingredients are indispensable for the maintenance and enhancement of self-esteem. He provides the following examples: an unkind remark made to a friend may be rationalized as an honest communication; an inhibited sex life may be rationalized as a life guided by self-control; and an act of aggression by a nation may be rationalized as in the interest of national security.

The second function of values identified by Rokeach was the employment of values as general plans to resolve conflict and make decisions. Here, he suggests that when situations activate several values, it is unlikely the individual will be able to act in a compatible manner with each value. Based upon the individual's priority ranking of values, the individual will choose between the alternatives and solve the problem.

The third function identified was the role values play in giving expression to human needs. These are expressed in terms of long range needs.

Values also have a strong motivational component. "If we behave in all the ways prescribed by our instrumental values, we will be rewarded with all the end-states specified by our terminal values (p.14)." Another aspect of value motivation

is that individual values are the "conceptual tools and weapons" we use to maintain and enhance self-esteem.

Rokeach's solution to the problem of measuring values was the result of considering a number of approaches. The approach of drawing inferences about a person's values from his behavior was rejected because it was too time consuming and expensive, couldn't be employed with a large sample, was difficult to quantify, and subject to observer bias. The self-report approach was rejected because of the unlikelihood of an individual being able or willing to report honestly. Avoiding these limitations, Rokeach constructed a list of instrumental and a list of terminal values to be rank ordered by the respondent in terms of "importance to YOU as guiding principles in YOUR life." The ranking method assumes that it is not the absolute presence or absence of value that is of interest, but their relative ordering (p.27).

Rokeach describes the ranking task as highly projective, and that the respondent must rely on his own internalized system of values to tell him how to complete the ranking.

While a number of versions of the value scale have been developed, the final (Form D) version presents the respondent with a list of 18 instrumental and 18 terminal values:

Terminal Values

- A comfortable life
(a prosperous life)
- An exciting life
(a stimulating, active life)
- A sense of accomplishment
(lasting contribution)

A world at peace
(free of war and conflict)

A world of beauty
(beauty of nature and the arts)

Equality
(brotherhood, equal opportunity for all)

Family security
(taking care of loved ones)

Freedom
(independence, free choice)

Happiness
(contentedness)

Inner Harmony
(freedom from inner conflict)

Mature love
(sexual and spiritual intimacy)

National security
(protection from attack)

Pleasure
(an enjoyable, leisurely life)

Salvation
(saved, eternal life)

Self-respect
(self-esteem)

Social recognition
(respect, admiration)

True friendship
(close, companionship)

Wisdom
(a mature understanding of life)

Instrumental Values

Ambitious
(hard-working, aspiring)

Broadminded
(open-minded)

Capable
 (competent, effective)

Cheerful
 (lighthearted, joyful)

Clean
 (neat, tidy)

Courageous
 (standing up for your beliefs)

Forgiving
 (willing to pardon others)

Helpful
 (working for the welfare of others)

Honest
 (sincere, truthful)

Imaginative
 (daring, creative)

Independent
 (self-reliant, self sufficient)

Intellectual
 (intelligent, reflective)

Logical
 (consistent, rational)

Loving
 (affectionate, tender)

Obedient
 (dutiful, respectful)

Polite
 (courteous, well mannered)

Responsible
 (dependable, reliable)

Self-controlled
 (restrained, self-disciplined)

The values were selected from large lists of values compiled through extensive literature reviews and personal interviews. The process of list reduction for the terminal values

was based on a number of criteria: values were eliminated when 1) they were judged to be more or less synonymous with one another (e.g. freedom and liberty), 2) they were empirically known to be more or less synonymous (e.g. the correlation between rankings of salvation and unity with God was over .80), 3) they overlapped (e.g. religion and salvation), or 4) they did not represent end-states of existence (e.g. wisdom is an end-state but education is not, (p.29).

The major source for the list of original instrumental values was Anderson's (1968) list of 555 personality trait words. The eighteen instrumental values were selected by retaining only one value from a group of synonyms or near synonyms (e.g. helpful, kind, kindhearted), by retaining those judged to represent the most important values in American society, by retaining those deemed to be maximally discriminating across social status, sex, race age, religion, politics, etc., by retaining those judged to be meaningful values in all cultures, and by retaining those one could readily admit to without appearing immodest or vain (p.29-30).

In 1968 Rokeach conducted a major research project using his value survey. In April of that year, the National Opinion Research Center administered the value survey to a national sample of adults over twenty-one. Other data obtained in the survey included demographics, reactions to the assassination of Dr. Martin Luther King, attitudes toward civil rights, the poor, Vietnam, student protest, church involvement toward the

political and social affairs of society, and preferences for 1968 presidential candidates. Rokeach observes: "These findings provide us with perhaps the first descriptive data of a systematic nature on the distribution of values in a cross section of adult American society, and they may be regarded as one important indicator of the quality of life in America (p.56)."

The data analysis examined values both as dependent and independent variables. As a dependent variable, terminal and instrumental values differentiated significantly between cultures and a variety of demographic characteristics.

As a determinant of attitudes, a large number of significant relationships were determined between values and attitudes. As Rokeach points out, many of the relationships make intuitive sense, others are not explainable. Of all thirty-six values, equality was reported the value best predicting reactions to the assassination of Dr. King, attitude toward Blacks, poor people, Vietnam, student protest, and church activism. Salvation was the value most related to perceived importance of religion, differences in religious orientations, and anticommunist attitudes. Salvation and obedient were values most associated with the attitude dogmatism (p.120). Some expected relationships did not materialize. The value, world at peace, did not distinguish hawks and doves; national security, did not discriminate between those expressing attitudes for and against communism, and broadmindedness did not discriminate between those who were gleeful and fearful after

Dr. King's assassination and those who were saddened, angered, or ashamed (p.120).

In examining values and behavior, equality was the best predictor of interracial behavior such as joining the NAACP, participating in civil rights demonstrations, and partisan political activity. Salvation was the best predictor of church going; and the value, world of beauty, best differentiated between artists and other professional groups. The best predictors of education as a profession were the values imaginative, intellectual, and logical (p.159).

A comparison between the attitude and behavior data reveals that the values comfortable life, equality, and salvation, are significantly related to more than half of all the behaviors measured, as well as to most of the attitudes. Rokeach suggests that socioeconomic, political, and religious values are the most powerful determinants of attitudes and behaviors. The values clean, polite, and obedient predict attitudes more than behavior. Values such as an exciting life, world at peace, mature love, pleasure, being capable, forgiving, helpful, honest, and self-control predict behavior more than attitudes. Self respect and true friendship are the least discriminating values (p.159).

USES AND GRATIFICATION LITERATURE

The review of Rokeach's perspective on values should provide the reader with an understanding of how values in this study are defined and operationalized. As previously mentioned, this study is designed to explore an individual's values and

value system as they relate to motivation for viewing television. "The advantage of the motivational approach is that it is conceptually closer to the 'why' of media usage." (McLeod and O'Keefe, 1972, p.125) Studies of viewer motivation assume that the viewer in the mass media process is an active participant (Klapper, 1960; Mendohlson, 1964; Schramm, Lyle, and Parker, 1961). The general category of research that assumes this position has been labeled "uses and gratifications" research. It seeks to answer the question, why do people spend so much of their time consuming media?

Some of the best known early studies were Cantril's (1942) analysis of quiz programs and Herzog's (1944) examination of why women listened to soap operas. Waples et al. (1940) and Berleson (1949) looked at uses of the newspaper. Bereleson's classic study asked people what they missed during a newspaper strike. Weiss (1969) in his review of the "uses and gratifications" literature suggests that most "uses and gratification" studies can be categorized into a few general categories without doing particular injustice to their specific qualities. Providing numerous citations for each category, he lists the following headings: 1) time filling, 2) relaxation or diversion, 3) social, and 4) personal.

A similar categorization procedure occurs with the various "functional" explanations of the media. For example, the four "functions" of the media was initially proposed by Lasswell (1948) and later by Wright (1960). They suggested that the media serve the functions of surveillance, correlation,

entertainment, and cultural transmission. McQuail, Blumler, and Brown (1972) suggest further categorization, diversion (including escape from the constraints of routine and the burdens of problems, and emotional release); personal relationships (including substitute companionship as well as social utility); personal identity (including personal reference, reality exploration, and value reinforcement); and surveillance.

While "uses and gratifications" studies emerging from these various categories have been valuable and interesting, they have primarily dealt with motivations from the point of view of audience expectations. For example, I am motivated to watch television in order to relax, to be informed, to pass the time, etc. Such studies often include the highly tentative assumption that many of the goals of mass media use can be derived from self-report. This assumes that individuals are sufficiently self-aware to report the reasons why they consume media. The obvious methodological problem with this approach is the difficulty it poses in "exploring the links between gratifications detected and the psychological and sociological origin of the needs that were so satisfied." (Katz, Blumler, Gurevitch, 1974, p. 20)

According to Rokeach (1973), values even go beyond needs to combine the sociological and psychological forces acting upon an individual:

Values are the cognitive representation not only of individual needs but also of societal and institutional demands. They are the joint results of sociological as well as psychological forces acting upon the individual--sociological because society

and its institutions socialize the individual for the common good to internalize shared conception of the desirable; psychological because individual motivations require cognitive expression, justification, and indeed exhortation in socially desirable terms (p. 20).

It would seem, therefore, that value identification may be the needed "link" between gratifications detected and the psychological and sociological origin of the needs satisfied.

THEORETICAL RATIONALE

The theoretical base for the current study combines the notion of "belief congruence," and socialization, i.e., an individual is a "social product" whose value structure is ultimately a reflection of society's institutions. Both of these ideas are elaborated in this section.

Part I

The notion of "belief congruence" (Rokeach and Rothman, 1965) asserts the general principle that people value a belief system to the extent it is similar with their own:

The principle of belief congruence asserts that we tend to value a given belief, subsystem, or systems of beliefs in proportion to their degree of congruence with our own belief system and, further, that we tend to value people in proportion to the degree to which they exhibit beliefs, subsystems, or systems of belief congruent with our own (p.129).

This study views the institution of television as representative of a particular belief system.

Rokeach identifies values as being one of three types of beliefs: 1) true or false beliefs, 2) evaluative beliefs judged to be either good or bad, and 3) beliefs that some means or end actions are either desirable or undesirable.

Values, he suggests, are of the third type (1973, p.6-7). Belief congruence is then considered to be closely related to value congruence.

"Belief congruence" is similar in nature to the basic consistency theories found in the social psychological literature. Emerging basically from the work of Fritz Heider (1944, 1946, 1958) they include principally the model of congruity (Osgood, Suci, Tannenbaum, 1957), the balance model (Newcomb, 1953; Cartwright and Harary, 1956; Abelson and Rosenberg, 1960) and Festinger's (1957) dissonance theory. The element that ties all three theories together is the principle that human nature abhors incongruity, dissonance, or imbalance (Zajonc, 1960).

Secord and Backman (1964) state that an individual needs the support of others to maintain his attitudes and beliefs. Sullivan (1947) refers to the attempt to validate ones attitudes through agreement with others, consensual validation. Newcomb (1961) postulated that individuals attempt to achieve balance in attitudes as part of a general strain towards symmetry.

A number of studies have provided support for the general principle of belief congruence. Rokeach, in separate experiments with Smith and Evans (1960) and Mezei (1966) found that belief similarity was of greater importance than religion or race in determining personal preferences. Measuring social distance and feelings of friendliness as dependent variables, Stein, Hardyck, and Smith (1965) found that the independent variable belief congruence, explained more of the variance

than race. Other studies, Byrne (1966), Byrne and Wong (1962) provide additional support.

The belief congruence position is supported in mass media research by the notion that people tend to expose themselves to mass communications which are consistent with their existing attitudes and interests (Klapper, 1960, p. 19). If they are exposed to materials inconsistent with their existing views they will utilize the self-protective exercises known as selective exposure, selective perception, and selective retention.

Predominantly, research literature supports the idea that individuals are more likely to expose themselves to communication experiences consistent with their attitudes, values, and beliefs, than communication experiences inconsistent with their attitudes, values, and beliefs.

Part II

The second theoretical notion of interest is the notion that the individual is a social product of society's institutions.

An institution is defined as

an enduring organization of some aspect of collective life (social, political, economic, religious) controlled by rules, customs, rituals, or laws. While the organization consists of persons, the pattern of their relationship is such a way as to be relatively independent of the individual (English and English, 1958, p. 266).

Often, mass media such as radio, newspapers, and television are referred to as institutions. Defleur (1966) adds clarity to this reference defining institutionalization as the stabilizing of widespread patterns of actions related to some cultural trait or combination of traits. In this sense,

Defleur explains, institutionalization is the end-product of innovation and represents equilibrium in a system rather than change. If behavior patterns related to a particular item have been institutionalized, it can be postulated that such an item fulfills some functional need in the social system in question. Thus, the concept of institution encompasses not only the social organization, but behavior patterns.

Rokeach (1973) in discussing a systematic method for classifying values suggests that it is just as meaningful to speak of institutional values as of individual values (p.24). English and English (1958) note, "These abstract concepts (values) of worth are usually not the result of the individual's own valuing; they are social products that have been imposed upon him and slowly internalized, i.e., accepted and used as his own criteria of worth" (p.576). Rokeach adds that each human value has been preserved and passed on by institutions, which he defines as social organizations. Social organizations specialize in the transmission of selected values from generation to generation. The identification of institutional values, then should provide insight to societal values.

This position emerges from the field of socialization. "In its broadest conception, socialization refers to the sum total of past experiences an individual has, that in turn, may be expected to play some role in shaping his future behavior (Inkeles, 1969, p.615). Socialization has its roots in psychology, anthropology, and sociology. "From the sociological point of view, socialization refers to the process whereby

individuals acquire the personal system properties--the knowledge, skills, attitudes, values, needs and motivations, cognitive, affective, and conative patterns, which shape their adaption to the physical and sociocultural setting in which they live." (Ibid.)

Inkeles (p.618) adopts the conventional division of life cycle into infancy and childhood, youth and adolescence, adults and old age to compare and contrast four main elements in the socialization matrix:

- 1) the main socialization issue that is, the typical life condition or social demand which dominates the attention of the socializee and the socializers and becomes the characteristic or defining aspect of any given stage of individual bio-social development.
- 2) the agents of socializations, these individuals and social units or organizations which typically play the greatest role in the socialization process in the several stages of development.
- 3) the objectives which these agents set as goals for successful socialization in each period, that is, the qualities they wish to inculcate and the conditions under which they prefer to train the socializee.
- 4) the main task facing the socializee, that is the problem to be solved or the skill learned as it confronts the socializee from his internal perspective.

The dimensions of the social structure from which this socialization matrix is examined are ecology (concerns population), economics and politics (concerns institutions), and system of values (concerns culture).

A number of observations reported by Inkeles provide support and are of interest to the proposed theoretical notion:

- 1) Despite the massive importance of the earliest years in

the development of the individual, socialization is a process that goes on continuously through life. New socialization problems arise during the life cycles forcing the individual to alter concepts and values. 2) Recognizing the life long continuity of socialization requires us to acknowledge the importance of social units other than the nuclear family as socializing agents. 3) The integration of the individual as a psychic or personality system and the integration of society as a social system set limits on the variability of socialization within any given sociocultural system. If the socialization demands of different parts of the social system are too disparate, individuals may be subject to unendurable pressure or conflict. This is certainly one element contributing to what anthropologists have noted as the "strain toward symmetry." 4) Effective socialization is a pre-condition of organized social life. Every social organization must be prepared to do some socialization of its constituent members, partly to teach ways of acting distinctive to its needs, and partly to reinforce established patterns, thus insuring minimal drift away from expectations and norms. Every social organization is therefore, to some degree an agent or producer of socialization.

English and English (1958) have referred to a "social organization" as an "institution." Institutions, then can also be described, to some degree, as agents or producers of socialization. Carrying the syllogistic logic one step further, television, possessing the institutional characteristics described

by Defleur (1966) can also be described, to some degree, as an agent or producer of socialization.

The extent to which television, as a socializing agent, affects each individual is situation dependent. Research has provided general support for the socializing aspects of television.*

As reported above, socialization is a continuing life-long process. Television viewing is a popular activity of all ages. Considering the life-long continuity of socialization, television would seem a logical choice as an influential socializing agent for high television viewers.

The final point is the interesting notion that television, as a social organization, must, by the definition of its role, socialize its constituents. This occurs, as Inkeles pointed out, partly to teach its constituents ways of acting to its distinctive needs (buying of advertized products), and partly to reinforce established patterns and insuring minimal drift away from expectations and norms (habitual television viewing).

The interaction of the two theoretical notions of "belief congruence" and man as a social product provides the impetus for the major research hypotheses of this study:

The personal value system of an individual and his perception of the institution of television's value system is more likely to be similar among high television viewers than low television viewers.

*Since the classic works of Himmelweit, Oppenheim, and Vince (1958) and Schramm, Lyle, and Parker (1961), there has been great interest in the broad area of television's socializing effects. Research conducted by such individuals as Bandura (1965), Ward (1972), Eron, et al., (1972), Feshbach and Singer (1971), and Friedrich and Stein (1973) have examined both the anti and prosocial effects of television from a variety of viewpoints.

HYPOTHESES AND RATIONALE

Thus far, it has been suggested that values are determinants of attitudes and behavior, and occupy a more central position than attitudes within one's personality makeup and cognitive system. Values are beliefs concerning preferable modes of conduct (instrumental values) and end-states of existence (terminal values). Values are internally ranked or ordered by an individual along a continuum of relative importance, creating a value system. Similar value rankings by individuals or groups may reliably predict certain types of behaviors or attitudes of those individuals or groups. Rokeach has operationalized this continuum in his "value survey."

An attitude differs from a value in that an attitude refers to an organization of several beliefs (values) around a specific object or situation. A value refers to a single belief of a very specific kind.

The relationship between an individual's values and his value system priorities, and television viewing behavior is established through the interaction of two theoretical notions--"belief congruence" and that man is a "social product" whose values and priorities are influenced by society's institutions.

Television is a social organization. It is an institution which plays an important role in the continuing life-long socialization process of man. Television is a socializing agent which must continually "socialize" its audience to insure its own stability. Television, as an institution, is representative of certain values which as part of the

socializing process are seen to be adopted or learned by the viewer. High television viewer's value systems would logically then, be more consistent with perceived values of television than a low television viewer.

Television viewing may represent in society, what Alex Inkeles reported as, the "strain toward symmetry." This idea is supported by the sociological consistency principles. "Belief congruence" theory suggests that we tend to value a belief system in proportion to its consistency with our own belief system. Consequently, an individual whose value system has been influenced by and is consistent with television's perceived value system, would be strongly attracted to television as an agent reinforcing that value system. Thus, television may be considered as a source, reinforcer, and product of the values of a social system.

It is therefore hypothesized:

The positive correlation between a respondent's ranking of their personal terminal values and their ranking of the institution of television's terminal values will be significantly higher among high television viewers than among low television viewers.

The major source for an individual's perceived values of television would be the programing viewed. It would be likely then, that individuals with similar values will view similar programs.

It is therefore hypothesized:

Respondents with similar values view similar television programs.

Rokeach states that there is a functional relationship between attitudes and values. One view of the nature of that

functional relationship is hypothesized by Woodruff and Divesta (1948). They propose:

An individual's attitude toward any object, proposition, or circumstance will be favorable if, according to his concepts, that object seems to favor the achievement of his strong positive values. Conversely, one's attitude toward any object, proposition or circumstance will be unfavorable if, according to his concepts, the object seems to threaten his strong positive values (p.648).

One would expect that if an individual's values are related to his perception of television values, they would demonstrate a favorable attitude toward television. Conversely, inconsistency of value relations should predict an unfavorable attitude toward television.

It is therefore hypothesized:

The higher the respondent's hours of television viewed per week the more favorable the respondent's attitude toward television.

The positive correlation between a respondent's ranking of their personal terminal values and their ranking of the institution of television's terminal values will be significantly higher among those who have a favorable attitude toward television than those who have an unfavorable attitude toward television.

A limited number of media studies have dealt with personality factors and television viewing. Anast (1966) reported support for the hypothesis that television viewers and movie goers fit Jung's sensation-oriented personality type, and readers of novels tended to be intuitive. Gutman (1973) found women's perception of themselves and what would constitute an ideal self differed for heavy and light television viewers. Perrow's (1968) study of television viewers and certain television roles regularly viewed, found that personality traits of viewers tended to be correlated more

positively with the perceived personality traits of liked television characters than with traits of less liked television characters. Edgar (1973) studied social and personality factors influencing learning from film and television. He found that both males and females with low self-esteem were related with high television viewing and greater movie attendance. Low self-esteem males and females read fewer books, and listened to radio more often than high self-esteem individuals.

Self-esteem has been selected as a control variable for this study because previous research has indicated that low self-esteem individuals may be among the high television viewers.

The self-esteem variable also provides interest when one examines Mossman and Ziller's (1968) concept of self-esteem in light of Inkele's previous comments regarding the consequences of highly disparate socialization demands on individuals (see p. 24).

Mossman and Ziller (1968) view self-concept as a mediating agent between the organism and the social environment, and that self-esteem is that component of the self-system which is associated with the organism's consistency of social responses. Self-esteem, then, regulates the extent to which the self-system is maintained under conditions of strain, such as during the processing of new information. Persons with low self-esteem do not possess well developed conceptual buffers for evaluative stimuli (p. 363-367).

The highly disparate socialization demands placed on individuals by different parts of social system may in some cases provide the motivation for low self-esteem individuals to turn to television as a medium more likely to reinforce existing values and attitudes than challenge them. The medium of television may provide ideal stimuli for those viewers, who as Inkeles describe, "strain towards consistency."

This study presents the opportunity to explore the relationship between self-esteem, television viewing, and personal values. The following hypotheses will be tested:

The higher the respondent's television viewing hours per week, the lower the respondent's self-esteem score.

The positive correlation between a respondent's ranking of their personal terminal values and their ranking of the institution of television's terminal values will be significantly higher among low self-esteem respondents.

II.

METHOD

The method utilized in this study was a field survey. The purpose of this section is to explain the procedures employed to test the hypotheses advanced in Chapter I. The section is subdivided into A) Sample, B) Interviewers, C) Interview procedure, D) Operationalization, E) Hypothesis testing, and F) Frequency distributions and median testing.

SAMPLE

The Lansing (including East Lansing, Haslett, and Okemos) telephone directory and the Lansing City and Suburban directories were the two sampling frames considered as sources for the sample selection. Each sampling frame has both advantages and disadvantages.

The primary advantage of the telephone directory is its convenience. The entire greater Lansing area is listed in one, easily accessible frame. This aids considerably in a systematic random sample selection.

The primary disadvantage is that the telephone directory is not a complete listing of the universe of households. Individuals with unlisted numbers, as well as households without telephones, may represent a population subgroup unlike the telephone directory population.

In a discussion with a Michigan Bell representative, he stated there was approximately a 98% penetration of telephones in the greater Lansing area, but that approximately 12% of the numbers were unlisted.

The problem with the data collected from a telephone sample is that it is only generalizable back to the telephone directory population. This can be alleviated, to some extent, by comparing the telephone sample population demographics with the latest census data. If the sample is representative of the census demographics, you would have more confidence in the generalizability of the findings to the entire universe.

The primary advantage of the city directory is that between 97%-98% of the universe of households is represented. The disadvantage of the city directory is that in the case of the greater Lansing area, two separate books must be consulted. This necessitates a proportional draw from each book based upon the total population represented by each book.

The final consideration in the selection is the date of the frame's publication. This is important in the Lansing/East Lansing area because of the high rate of occupancy change. In an interview with the R.L. Polk Co., publishers of the city directories, they reported during 1974-75 a 36.75% change of occupancy for Lansing and 40.01% for East Lansing.

The sampling frame with the most recent data was the telephone directory compiled in the Fall of 1975. The Lansing city directory was compiled in the Spring of 1975, and the

suburban directory in the Summer of 1974.

In consideration of the high rate of occupancy change in the greater Lansing area, along with the easy accessibility of the telephone directory, the more up-to-date telephone directory was selected as the sampling frame.

A systematic random sample of 400 respondents was selected. From the list of 400 respondents, 200 respondents were randomly selected for personal interviews. The remaining 200 respondents were used as replacements for the original sample.

Each respondent received a letter from the Department of Telecommunication introducing the study and seeking the respondent's cooperation. The respondent was informed that within the next few weeks a student from the Telecommunication Department would be calling on them at their home to ask them questions about television. Initial contact with the respondent was made without appointment.

The addresses of all respondents were pinpointed on a city map to define logical geographical clusters. The clusters were then assigned to interviewers. The assignments were based primarily on the interviewer's availability of transportation, and in some cases, interviewers with beards were not assigned to established working class neighborhoods. The primary purpose of the assignment technique was to cluster the respondents in order to save travel time and expense.

It should be noted, however, that the non-random nature of the interview assignments increases the likelihood of

interview bias against a particular socioeconomic group located within a geographical cluster affecting the study results. Whereas, a randomly composed group of respondents assigned to interviewers would likely represent a variety of socioeconomic groups; therefore, lessening the likelihood of interview bias affecting the study results.

INTERVIEWERS

Seven Michigan State University graduate students and two senior undergraduate students from the Department of Telecommunication served as personal interviewers. Each interviewer was required to attend a two-hour, group training session and a one hour individual training session to become familiar with the nature of the study, interview requirements, and techniques of personal interviewing. Interviewers received either course credit or cash payment for their participation.

INTERVIEW PROCEDURE

A questionnaire packet was prepared for each respondent. The packet consisted of an index card with the respondent's name, address, phone number, and code number, a gang-typed cover letter on Telecommunication Department letterhead (See Appendix A), and an envelope with a commemorative stamp. The interviewer then, hand addressed each respondent envelope. Also included in the packet were the value index cards for sorting by the respondent, television attitude questionnaire, self-esteem measure, and forms for recording value ordering,

hours of television per week, and the educational level, sex and occupation of the respondent (See Appendix B).

The interviewers staggered the mailing of the cover letters to narrow the time period between the respondent's reception of the cover letter and the interviewer's calling on the respondent. Interviewers called on respondents at a variety of times during the morning, afternoon, and evening attempting to maximize the likelihood of the respondent being home. If, after repeated visits to the respondent's home no contact could be made, the interviewer attempted to reach the respondent by phone (See Appendix C for interviewer's instruction sheet).

If, for some reason, the interviewer could not complete an interview with an originally assigned respondent, the respondent was replaced by randomly selecting another respondent from the 200 available replacements.

OPERATIONALIZATION OF VARIABLES

This subheading describes how the following variables were operationalized: 1) general attitudes toward television, 2) respondent's values, 3) respondent's perception of television's values, 4) television program preferences, 5) self-esteem measure, 6) control variables.

General Attitudes Toward Television

General attitudes toward television was operationalized by using a semantic differential developed by Steiner (1963) in his nationwide study of television viewing. Seventeen bipolar adjectives were given to the respondent with

instructions to, "Read each pair quickly and put a check mark someplace between them, wherever you think it belongs to describe television." Steiner reports that the scale discriminated between higher and lower educational and income groups. For this study, a total attitude score was computed for each respondent. Components of the scale include:

Exciting 1 2 3 4 5 6 Dull

In Good Taste - In Bad Taste
 Wonderful - Terrible
 Important - Unimportant
 Nobody Cares Much - On Everyone's Mind
 Generally Bad - Generally Excellent
 For Me - Not for Me
 Lots of Variety - All the Same
 Getting Better - Getting Worse
 Upsetting - Relaxing
 Informative - Not Informative
 Interesting - Uninteresting
 Lots of Fun - Not Much Fun
 Wonderful - Terrible
 Imaginative - No Imagination

Respondent's Values

The interviewers instructed the respondent to rank order Rokeach's eighteen instrumental and terminal values. Each value for the instrumental and terminal group was typed on a 3x5 index card and presented to the respondent in alphabetical order. A brief definition of the value was provided on the card. The respondent was instructed to lay the value cards out on the table and sort them in order of importance to YOU as guiding principles in YOUR life (Rokeach, 1973, p. 27).

Reliability estimates for Rokeach's value survey for test-retest after a seven week period was reported in the .70's (Rokeach, 1973, p. 33). The validity issue of Rokeach's

survey is discussed in terms of predictive validity in Robinson and Shaver (1973). Robinson and Shaver report the rank order of the terminal value salvation highly predicts church attendance. The relationship between the average relative position of the values "equality" and "freedom" differentiated between those who are sympathetic and unsympathetic to civil rights demonstrations. Those sympathetic to civil rights demonstrations ranked freedom #1 and equality #3. Those unsympathetic ranked freedom #2 and equality #11 (p. 547).

Respondent's Perception of Television Values

The operationalization of the respondent's perception of the institution of television's values required the respondent to think about television in holistic terms. It was hoped that an individual would be able to apply Rokeach's 18 terminal values to the multidimensional nature of television. Pretest results indicated that respondents were able to complete the task, although in some cases, the interviewer had to urge the respondent to complete the ranking of values.

Interviewer instructions for the completion of this task were:

Here again is the deck of 18 (terminal) values. Now, this time instead of putting these values in order according to how important they are to you personally...I would like you to think for a moment about your overall impression of television...bringing together your thoughts on the good things about television and the things you might not like about television...So, basically, your overall impression, or point of view about television. Now, based upon this overall impression of television, what do you think is the most important value that television promotes? (See Appendix C)

The word "promote" was selected instead of "represent" because it was felt that "promote" was an easier instruction for the respondent, and was suggestive of an image of television that went beyond value association with programming, i.e., the image of television the "institution."

Television Program Preferences

A complete list of network commercial and public television offerings was compiled and presented to a group of twenty judges. The judges were asked to place each program in one of six categories (Chaffee, McLeod, and Atkin, 1970). The categories were news, crime-detective, adventure-drama, comedy-variety, situation comedy and game shows. The game shows category was a replacement for the original westerns category. Programs categorized in agreement by all judges were retained. From this list, the three highest viewer rated programs within each of the six categories were used to create an eighteen item list of television programs (See Appendix D for complete program list).

Each program was typed on a 3x5 index card and presented to the respondent in alphabetical order. The interviewer instructed the respondent, "On these eighteen cards are eighteen different television programs. Imagine you have a TV set with eighteen different channels. Each of these programs is on at the same time. Which program would be your first choice to watch? Which would be your second choice, etc.?" The respondent then sorts the program cards into preference order.

Self-Esteem Measure

The self-esteem variable was operationalized by utilizing Charles Berger's (1966) factor analyzed self-esteem measure (See Appendix B). Berger developed this measure by factor analyzing Janis-Fielding's Feeling of Inadequacy Personality Questionnaire. He then added some original items to comprise the eighty item self-esteem measure. Defining self-esteem as the "overall evaluation a person places on himself," five factors emerged measuring various dimensions of self-evaluation.

For the purpose of this research, a shortened version of Berger's scale was created by selecting the five highest loaded items from each of the first four factors, and the three highest loaded items from the fifth factor. Each item is measured on a five point scale.

Control Variables

The most crucial control variable in this study was the number of hours per week the respondent spends watching television (this is often referred to in the study as high and low television viewing). The data were collected by breaking the television viewing day into day-parts. These include the time period from 6:00 AM to 12:00 noon, 12:00 noon to 6:00 PM, and 6:00 PM to 2:00 AM.

To maximize the respondent's recall, each was asked to report average viewing for Monday through Thursday, and Friday, Saturday, and Sunday separately.

Other control variables were the previously operationalized self-esteem and attitudes toward television. In

addition the educational level and sex of the respondent were reported.

HYPOTHESIS TESTING

H_1 The positive correlation between a respondent's ranking of their personal terminal values and their ranking of the institution of television's terminal values will be significantly higher among high television viewers than among low television viewers.

H_0 There is no significant difference in the correlations among high and low television viewers.

Variables - 1) Respondent's personal terminal value survey.
 2) Respondent's terminal value survey for the institution of television.
 3) Respondent's television viewing hours per week.

Level of measurement - ordinal

Statistics - 1) Spearman rank correlation coefficient: r_s (Siegel, 1956).

2) Mann-Whitney U Test (Siegel, 1956).

Procedure - Spearman rank correlation coefficient was computed between each respondent's personal terminal value survey and the terminal television value survey. The coefficients of all respondents were then ranked and ordered with the highest negative correlation receiving the rank of No. 1 and highest positive correlation receiving the rank of No. 200. Each respondent was then identified as a high or low television viewer by dividing the distribution of hours viewed at the

median. The ranks were summed for the high and low groups and the Mann-Whitney U Test was employed to compare them. The Mann-Whitney U Test is the nonparametric version of the t-test. It tests whether the difference attributed to the two groups could have happened by chance. (See Appendix H for rhos and ranks.)

H_2 The positive correlation between a respondent's ranking of their personal terminal values and their ranking of the institution of television's terminal values will be significantly higher among those who have a favorable attitude toward television than those who have an unfavorable attitude toward television.

H_0 There is no significant difference in the correlations among viewers with favorable and unfavorable attitudes toward television.

Variables - 1) Respondent's personal terminal value survey.
 2) Respondent's terminal value survey for the institution of television.
 3) Respondent's general television attitude scale (Steiner, 1963).

Level of measurement - ordinal

Statistics - 1) Spearman rank correlation coefficient: r_s
 2) Mann-Whitney U Test

Procedure - The procedure for Testing H_2 is similar to the testing of H_1 with the exception that each respondent was identified as a viewer with favorable or unfavorable attitudes towards television. This was established by dividing

the distribution of attitude scores at the median. Those respondents above the median were labeled as favorable, and those below the median as unfavorable. The ranks based on the previously established Spearman rank correlation coefficients were summed for the favorable and unfavorable attitude groups. The Mann-Whitney U Test was then employed to test whether the difference between the two groups could have occurred by chance.

H_3 The positive correlation between a respondent's ranking of their personal terminal values and their ranking of the institution of television's terminal values will be significantly higher among low self-esteem respondents than among high self-esteem respondents.

H_0 There is no significant difference in the correlations among high and low self-esteem respondents.

Variables - 1) Respondent's personal terminal value survey.

2) Respondent's terminal value survey for the institution of television.

3) Self-esteem scale (Berger, 1966).

Level of measurement - ordinal

Statistics - 1) Spearman rank correlation coefficient: r_s

2) Mann-Whitney U Test

Procedure - The procedure for test H_3 is similar to the testing of H_1 and H_2 with the exception that each respondent was identified as a viewer with a high or low self-esteem level by again dividing the distribution of scores at the median. The ranks based on the previously established Spearman rank

correlation coefficients were summed for the high and low self-esteem groups. The Mann-Whitney U Test was then employed to test whether the difference between the two groups could have occurred by chance. See Table 1 for summary of hypotheses 1, 2, and 3.

Table 1. Summary of Hypotheses 1, 2, and 3 Predictions.

		<u>Sum of the Ranks.</u> Ranks are assigned to each respondent based upon the magnitude of the correlation between the respondent's personal terminal value survey and his television terminal value survey. The greater the positive correlation the higher the rank.	
		<u>Low Sum of Ranks</u>	<u>High Sum of Ranks</u>
H ₄	Low TV Viewing		
	Unfavorable TV Attitudes	X	
	High Self-Esteem		
H ₅	High TV Viewing		
	Favorable TV Attitudes		X
	Low Self-Esteem		
H ₆	Respondents with similar personal terminal values will view similar television programs.		
H ₅	Respondents with similar personal instrumental values will view similar television programs.		
H ₆	Respondents with similar television terminal values will view similar television programs.		
H ₀	There is no similarity in television programs viewed by respondents with similar values.		

- Variables - 1) Respondent's personal terminal value survey.
2) Respondent's instrumental value survey.
3) Respondent's television terminal value survey.
4) Respondent's program preferences.

Level of measurement - ordinal

Statistics - Kendall coefficient of concordance, W (Siegel, 1956)

Procedure - A technique was needed by which respondents with similar values could be identified from the sample. Based upon the combined rankings for all respondents on each value survey, an overall median rank order was established for the personal terminal, instrumental, and television terminal values. For each survey taken separately, respondents with similar values were defined as those having ranked five of the highest ranked values within their first seven values.* Next the program preferences of the selected respondents were evaluated by using Kendall's coefficient of concordance, W, to determine the extent their program preferences were similar. This was completed separately for each of the three value survey groups identified. Kendall's coefficient of concordance, W, measures the extent to which there is agreement between the rankings on any number of variables.

H₇ The higher the respondent's television viewing hours per week the lower the respondent's self-esteem score.

*The criteria for selecting five of the first seven values was arbitrarily chosen in the attempt to identify at least the minimum number of similar respondents required by the statistic to test the hypotheses. If this criteria had not identified a sufficient number of respondents, a different criteria would have been established.

Variables - 1) Respondent's television viewing hours per week.
 2) Respondent's self-esteem score.

Level of measurement - the equal appearing intervals in the self-esteem measure is assumed to be interval level.

Statistics - 1) Pearson Product-moment correlation (Blalock, 1972).

Procedure - The Pearson Product-moment correlation is a measure of association. The hours of television viewing per week will be correlated with the self-esteem scores.

H_0 The higher the respondent's television viewing hours per week the more favorable the respondent's attitude toward television.

Variables - 1) Respondent's television viewing hours per week.
 2) Respondent's general television attitude score.

Level of measurement - the equal appearing intervals of the television attitude measure is assumed to be interval level.

Statistics - Pearson Product-moment correlation.

Procedure - The number of hours of television viewing per week will be correlated with the general television attitude scores.

FREQUENCY DISTRIBUTIONS AND MEDIAN TESTING

Complete frequency distributions for all variables were determined. For the personal terminal, instrumental, and television terminal value surveys, and the program preferences, median rankings for all 200 respondents, on each item, were compiled. Frequency distributions for the entire sample were

also cross-tabulated by high and low television viewing, high and low self-esteem, favorable and unfavorable television attitudes, high and low education, and by the sex of the respondent. Median Tests (Siegel, 1956) were computed to determine whether the ranking of a value by one group was significantly different from the ranking of the other group. For example, do high television viewers rank the personal terminal value "national security" significantly lower than the low television viewers? Or, do the low television viewers rank the television program "60 Minutes" higher than the high television viewers? The Median Test determines whether the differences between the two medians are attributable to differences between the groups, or are due to chance (See Appendix E for complete list of tables).

III.

RESULTS

Results section will include 1) completion rate, 2) description of sample population, 3) results of hypotheses testing, 4) frequency distributions and median testing, and 5) other findings.

COMPLETION RATES

The data were collected by personal interview from the cities of Lansing, East Lansing, Okemos, and Haslett, Michigan. Two hundred interviews were completed. Fifty-six of the original 200 sample were replaced for a variety of reasons: 31 respondents had either moved, could not be located, or were never home after repeated attempts to contact; three respondents were deceased; two respondents could not complete interviews because of age; twenty refused to cooperate. The primary reason offered for the non-cooperating group was, "I don't have the time."

Overall, 256 respondents were selected, 7.8% refused, 13.3% could not be contacted or were deceased, and .8% were unusable. This resulted in an overall completion rate of 78.1%.

DESCRIPTION OF SAMPLE

Measures of central tendency computed on the various data distributions collected, indicated the sample population was

"normally" distributed (See Appendix F).

Education of the respondents ranged from eight to twenty years. The mean was 14.3 years, the median was 14.3 years, and the mode was 16 years. The sample was composed of 94 males and 106 females. Both of these findings compare favorably with 1970 census data for the greater Lansing area. The census reports that the average years of education completed for Lansing is 12.2 years and the average years of education for East Lansing is 16.4 years. With this study's sample composed of respondents from both Lansing and East Lansing, the reported average of 14.3 years indicates a normal education distribution.

Respondent's television viewing hours ranged from 0 to 69 hours per week. The mean was 22.8 viewing hours per week, the median was 19.1 viewing hours per week, and the mode was 18 hours per week.

Respondent's attitude towards television ranged on a scale from 24, the most unfavorable attitude, to 84, the most favorable attitude. The mean attitude was 49.7, the median was 48.1, and the mode was 47.

Respondent's self-esteem measure ranged from a low of 40 to a high of 105. The mean was 79.4, the median was 80.8 and the mode was 77. The complete frequency distributions for education, television viewing hours, attitudes toward television, and self-esteem can be found in Appendix F. Table 2 summarizes the sample description:

Table 2. Description of Sample Population.

<u>Variable</u>	<u>Data Range</u>	<u>Mean</u>	<u>Median</u>	<u>Mode</u>	<u>Scale Range</u>
Education	8 - 20 years	14.3	14.3	16	0 - 20 years
TV Viewing Hours	0 - 69	22.8	19.1	18	0 - 126 hours (approx.)
TV Attitudes	24 - 84	49.7	48.1	47	14 - 84
Self-Esteem	40 - 105	79.4	80.8	77	23 - 115

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RESULTS OF HYPOTHESES TESTING

Testing of hypotheses 1, 2, and 3 first required the computation of Spearman rank correlation coefficients between each respondent's personal terminal values and television terminal values. Personal terminal values were operationalized by the respondent rank ordering Rokeach's terminal value survey in "order of importance to YOU as guiding principles in YOUR life." The television terminal values used the same value survey, but asked the respondent to rank order the values in terms of "What is the most important value that television promotes?" The result was 200 Spearman rho, r_s , correlations that ranged from $-.80$ to $+.94$ (See Appendix H for complete distribution). Rank orders were then assigned to each respondent on the basis of the magnitude of their Spearman rho correlation. The largest negative correlation received the rank of 1. The largest positive correlation received the rank of 200.

With the computed correlation coefficients and the ranks assigned, hypotheses 1, 2, and 3 were analyzed using the Mann-Whitney U Test.

Hypothesis One

Hypothesis one predicts that the correlation between the respondent's personal terminal values and the ranking of their television terminal values will be higher among high television viewers than low television viewers.

The distribution of television viewing was divided at the median, with those respondents viewing 19 hours or less

per week, designated as low television viewers (n=105). Those above 19 hours per week were designated as high television viewers (n=95). Table 3 presents the statistical analysis for hypothesis 1.

Table 3. Sum of the Ranks of the Rank Order Correlations between Personal Terminal Values and Television Terminal Values for High and Low Television Viewers. Mann-Whitney U Test.

sum of the ranks for low television viewing respondents, n=105	9517.5
sum of the ranks for high television viewing respondents, n=95	. 10582.5
U = 3952.5	
z = -2.5323	
P is less than .01	

Table 3 provides support for the rejection of the null hypothesis. Examination of the sum of ranks reveals that the high TV viewing group has the highest sum of ranks. Thus, the predicted relationship is in the correct direction and the difference is statistically significant.

While the data analysis supports hypothesis 1, it would be misleading not to report that the median Spearman rank correlation coefficients for the high television viewing group was small. The median Spearman rho for the high group was +.03. For the low television viewing group, the median Spearman rho was -.12.

Another measure for expressing the general relationship between the personal terminal values and television terminal values of the high and low television viewers, was determined by calculating a Spearman rank correlation coefficient on

the overall composite rank order of the median values for the personal terminal and television terminal values of the high and low television viewing group separately (See Appendix I for the distribution). This resulted in a Spearman rho for the high viewing group of $-.17$, and a Spearman rho for the low viewing group of $-.39$.

The impact of the negative Spearman rhos will be discussed in Chapter IV.

Hypothesis Two

Hypothesis 2 predicts that the correlation between a respondent's ranking of their personal terminal values and television terminal values will be higher among those with a favorable attitude toward television.

The distribution of respondents' television attitudes was divided at the median. Those respondents with an attitude ranging from 24 to 41 are designated as having an unfavorable attitude toward television ($n=104$). Those respondents with an attitude ranging from 42 to 84 are designated as having a favorable attitude toward television ($n=96$).

Table 4 presents the statistical analysis for hypothesis 2.

Table 4. Sum of the Ranks of the Rank Order Correlations between Personal Terminal Values and Television Terminal Values for Favorable and Unfavorable Attitudes Toward Television. Mann-Whitney U Test.

sum of the ranks for respondents with unfavorable attitudes toward television	9650.5
---	--------

sum of the ranks for respondents with favorable attitudes toward television	10449.5
---	---------

$U = 4190$

$z = -1.9601$

P is less than .05

Table 4 provides support for the rejection of the null hypothesis. The sum of ranks for the two groups are different. The largest sum of ranks occurs in the favorable attitude group and is statistically significant.

Hypothesis Three

Hypothesis 3 predicts that the correlation between a respondent's ranking of their personal terminal values and the ranking of their television terminal values will be higher among low self-esteem respondents than high self-esteem respondents.

The distribution of the respondent's self-esteem scores was divided at the median. Those respondents with a self-esteem score ranging from 40 to 80 are designated low self-esteem respondents (n=98).

Those respondents with a self-esteem score ranging from 81 to 105 are designated as high self-esteem respondents (n=102).

Table 5 presents the statistical analysis for hypothesis 3.

Table 5. Sum of the Ranks of the Rank Order Correlations between Personal Terminal Values and Televised Terminal Values for Low and High Self-Esteem Respondents. Mann-Whitney U Test.

sum of the ranks for respondents with low self-esteem, n=98	9788.0
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sum of the ranks for respondents with high self-esteem, n=102	10312.0
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U = 4937.0

z = -.1491

P greater than .05

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With P greater than .05, the null hypothesis cannot be rejected. There is no significant difference between the correlations of the personal terminal and television terminal values for low and high self-esteem respondents.

Hypotheses 4, 5, and 6 examine the notion that respondents with similar values will select similar television programs to view. The criterion for determining which respondents have similar values was devised. Based upon the combined ranking of all respondents for each value survey taken separately, personal terminal values, personal instrumental values, and television terminal values, three overall composite rank orders of median values were established. Respondents with similar values were defined as those respondents who had ranked the five highest median values among their first seven.

Hypothesis Four

Hypothesis 4 predicts that respondents with similar personal terminal values will view similar television programs. Using the procedure explained above, nine respondents were identified as having ranked the five highest median personal terminal values among their first seven. Next, the program preferences of those respondents were analyzed using Kendall's coefficient of concordance, W . Kendall's W is a measure of the relation among k rankings of N objects or individuals (Siegel, 1956, p. 229). The value of W ranges from 0 to 1.

The coefficient of concordance computed for hypothesis 4 was $W = .295$ ($p < .001$).

Hypothesis Five

Hypothesis 5 predicts that respondents with similar personal instrumental values will view similar television programs. Sixteen respondents were identified as having ranked the five highest personal terminal median values among their first seven. The coefficient of concordance computed for hypothesis 5 was $W = .46$ ($p < .001$).

Hypothesis Six

Hypothesis 6 predicts that respondents with similar television terminal values will view similar television programs. Thirty-five respondents were identified as having ranked the five highest television terminal median values among their first seven. The coefficient of concordance computed for hypothesis 6 was $W = .325$ ($p < .001$).

In all three conditions, personal terminal, personal instrumental, and television terminal values, the W was highly significant. However, the magnitude of the concordance is moderate, with the personal instrumental group having the highest, $W = .46$.

To establish a base for comparing those with similar values to those with dissimilar values, a coefficient of concordance was computed on the program preferences of all 200 respondents. Table 6 presents that statistic and a summary of the W 's from hypotheses 4, 5, and 6.

The similarity of the highly significant W 's reported in Table 6 raises the question of the ability of the program preferences to discriminate between respondent groups. This issue will be discussed in Chapter IV.

Table 6. Kendall Coefficient of Concordance of Program Preferences for Those Respondents with Similar Personal Terminal Values, Personal Instrumental Values, Television Terminal Values, and for all Respondents.

	number of cases	W	P
personal terminal values	9	.295	.001
personal instrumental values	16	.46	.001
television terminal values	35	.325	.001
all respondents	200	.219	.001

Hypothesis Seven

Hypothesis 7 predicts that the higher the respondent's television viewing the lower the respondent's self-esteem score. Two statistical analyses, Pearson Product-moment correlation and the difference of proportions test, examined this prediction. Correlating TV viewing hours with self-esteem scores resulted in an $r = -.215$ ($p = .001$). The difference of proportions test revealed that 55.1% of the high television viewing group are categorized as having low self-esteem, and 40.1% of the high television viewing group are categorized as having high self-esteem ($t = 2.88$, $p < .01$).

Hypothesis Eight

Hypothesis 8 predicts that the higher the respondent's television viewing hours, the more favorable the respondent's attitude toward television. As in hypothesis 7, the Pearson Product-moment correlation and differences of proportions test are used to test this hypothesis. Correlating TV viewing hours with attitudes toward television resulted in an $r = +.37$ with P less than .001. The difference of proportions test revealed that 34.6% of the high television viewers are

categorized as having unfavorable attitudes toward television, and 61.5% of the high television viewers are categorized as having favorable attitudes toward television ($t = 5.095$, $p < .001$).

Statistical analyses performed on hypotheses 7 and 8 provide moderate support for the predictions. While both correlations are significant and in the predicted direction, the magnitude of the correlations, $-.215$ and $-.37$, inhibit unqualified support. Both hypotheses received unqualified support with the difference of proportions test. This illustrates the sensitivity of the more powerful interval level Pearson Product-moment correlation.

FREQUENCY DISTRIBUTIONS AND MEDIAN TESTING

Frequency distributions for each value survey, personal terminal, personal instrumental, and television terminal values, and program preferences were compiled for all 200 respondents. Tables 7, 8, and 9 present the median values and composite rank of those surveys.*

Frequency distributions for the three value surveys, program preferences, sex, and educational variables were compiled for the following cross tabulations: male-female,

*It should be noted that respondents rank-ordered the program preferences immediately prior to the rank-ordering of their perception of the values that television promotes. Since there were no public television programs among the eighteen to be ranked, the respondent's television terminal values, likely reflect a definition of television that would include only commercial broadcast programming.

Table 7. Median Values and Composite Ranks of Personal Terminal Values for all 200 Respondents.

<u>Rank</u>	<u>Value</u>	<u>Median</u>
1	Family security	5.4
2	Self-respect	5.7
3	Happiness	5.96
4	Inner harmony	6.5
5	Freedom	6.55
6	True friendship	6.86
7	Wisdom	7.5
8	Mature love	8.5
9	A sense of accomplishment	8.63
10	A world at peace	9.8
11	Equality	10.07
12	A world of beauty	12.3
13	A comfortable life	12.65
14	Pleasure	12.75
15	An exciting life	13.2
16	Salvation	13.5
17	National security	13.67
18	Social recognition	15.1

Table 8. Median Values and Composite Ranks of Personal Instrumental Values on all 200 Respondents.

<u>Rank</u>	<u>Value</u>	<u>Median</u>
1	Honest	3.0
2	Loving	5.3
3	Responsible	6.05
4	Forgiving	8.13
5	Broadminded	8.3
6	Capable	8.5
7	Independent	8.5
8	Helpful	8.75
9	Ambitious	9.2
10	Cheeful	9.6
11	Courageous	9.75
12	Self-controlled	10.19
13	Logical	11.0
14	Intellectual	11.9
15	Polite	12.36
16	Clean	12.4
17	Imaginative	12.55
18	Obedient	15.9

Table 9. Median Values and Composite Ranks of Television Terminal Values for all 200 Respondents (values that television promotes).

<u>Rank</u>	<u>Value</u>	<u>Median</u>
1	Pleasure	3.46
2	An exciting life	4.26
3	A comfortable life	4.46
4	Social recognition	6.3
5	Happiness	7.5
6	Freedom	7.9
7	Equality	8.16
8	Family security	8.5
9	A world of beauty	9.28
10	A sense of accomplishment	9.88
11	National security	10.07
12	Self-respect	11.0
13	Wisdom	11.09
14	True friendship	11.16
15	Inner harmony	12.86
16	A world at peace	12.9
17	Mature love	12.96
18	Salvation	16.59

Table 10. Median Values and Composite Ranks of Program Preferences for all 200 Respondents.

<u>Rank</u>	<u>Program</u>	<u>Median</u>
1	60 Minutes	2.67
2	CBS News	3.16
3	M*A*S*H	5.5
4	11 PM local news	6.7
5	All in the Family	6.87
6	Waltons	7.2
7	Mary Tyler Moore	8.5
8	Johnny Carson	9.0
9	Hawaii Five O	9.35
10	Kojak	9.4
11	Medical Center	10.79
12	Carol Burnett	10.89
13	Adam-12	11.3
14	Sonny and Cher	12.2
15	Hollywood Squares	12.5
16	Star Trek	12.7
17	Price Is Right	13.96
18	Let's Make a Deal	14.0

favorable-unfavorable attitude towards television, high-low self-esteem, and high-low viewing hours. Median tests were computed on the median values from each group to determine if the value ranking from one group discriminated from the value ranking of the other group. The tables presented below summarize the statistically significant findings. Complete frequency distributions broken down in group categories can be found in Appendix G.

OTHER FINDINGS

Analysis of unhypothesized variable relationships revealed that the Spearman rho correlations between a respondent's personal terminal and television terminal values were more positive and of greater magnitude among low education respondents than high education respondents (sum of the ranks for the low education group, $n=105$, equals 11,210. Sum of the ranks for the high education group, $n=95$, equals 8890. $U = 4330$, $z = 1.6078$ with $P = .05$).

Other relationships examined by the difference of proportions test were education and attitude towards television, education and self-esteem, and education and number of television hours viewed per week. The results of the analysis are found in Table 15.

Table 11. Personal Terminal Value Medians.

Variable: Sex

Value	<u>Male</u>	<u>Female</u>	<u>P</u>
A world at peace	11.0	8.2	.05
A world of beauty	13.1	10.5	.01
Pleasure	11.7	13.6	.05

Variable: Education

	<u>Low</u>	<u>High</u>	<u>P</u>
A comfortable life	12.0	13.8	.01
An exciting life	14.4	12.1	.01
Family security	4.6	6.6	.05
National security	13.0	14.6	.05
Salvation	9.8	16.5	.01
Self-respect	6.9	4.2	.01
True friendship	8.0	6.4	.001

Variable: Attitude Toward Television

	<u>Low</u>	<u>High</u>	<u>P</u>
A comfortable life	13.8	11.9	.01
Pleasure	13.8	12.0	.01

Variable: TV Viewing Hours

	<u>Low</u>	<u>High</u>	<u>P</u>
A comfortable life	13.9	11.8	.01
A world at peace	11.0	8.6	.01
Family security	6.3	4.8	.05
Happiness	7.0	4.9	.01
True friendship	6.4	7.4	.05
Wisdom	6.4	8.2	.05

Variable: Self Esteem

	<u>Low</u>	<u>High</u>	<u>P</u>
A world at peace	11.6	13.8	.05
A comfortable life	8.8	10.8	.05
National security	13.0	14.5	.05

Table 12. Personal Instrumental Values Medians

Variable: Sex

	<u>Male</u>	<u>Female</u>	<u>P</u>
Cheerful	10.8	7.9	.01
Logical	9.2	13.1	.001

Variable: Education

	<u>Low</u>	<u>High</u>	<u>P</u>
Capable	10.2	7.2	.001
Clean	10.0	15.1	.001
Forgiving	7.2	9.0	.05
Imaginative	14.3	10.4	.001
Intellectual	14.2	9.1	.001
Logical	12.4	9.7	.05
Obedient	14.6	16.9	.001
Polite	10.3	13.8	.001
Responsible	6.8	5.5	.05

Variable: Attitude Toward Television

	<u>Low</u>	<u>High</u>	<u>P</u>
Imaginative	11.4	13.7	.01

Variable: TV Viewing Hours

	<u>Low</u>	<u>High</u>	<u>P</u>
Cheerful	10.5	8.6	.05
Clean	13.6	10.6	.05
Imaginative	11.8	13.4	.05
Polite	13.5	11.0	.01

Variable: Self Esteem

	<u>Low</u>	<u>High</u>	<u>P</u>
Clean	11.7	13.6	.05
Forgiving	6.9	9.0	.05
Honest	2.7	3.5	.05

Table 13. Television Terminal Values Medians.

Variable: Sex

	<u>Male</u>	<u>Female</u>	<u>P</u>
Happiness	6.3	8.9	.01

Variable: Education

	<u>Low</u>	<u>High</u>	<u>P</u>
A comfortable life	5.6	3.8	.05
An exciting life	5.7	3.2	.05

Variable: Attitude Toward Television

	<u>Low</u>	<u>High</u>	<u>P</u>
Equality	9.0	6.9	.05
Wisdom	12.7	10.2	.01

Variable: TV Viewing Hours

no significant differences

Variable: Self Esteem

	<u>Low</u>	<u>High</u>	<u>P</u>
National security	9.1	11.7	.05
Self-respect	12.3	10.1	.05

Table 14. Program Preferences Medians.

Variable: Sex

	<u>Male</u>	<u>Female</u>	<u>P</u>
All in the Family	6.1	8.1	.05
Medical Center	12.4	9.5	.001
60 Minutes	2.3	3.1	.01
Waltons	9.3	6.7	.01

Variable: Education

	<u>Low</u>	<u>High</u>	<u>P</u>
Adam-12	9.3	13.6	.001
11 PM local news	8.1	5.3	.01
Johnny Carson	10.3	8.5	.05
Price Is Right	11.4	15.3	.001
60 Minutes	3.1	2.2	.01
Star Trek	13.7	11.3	.05
Waltons	6.6	8.7	.05

Variable: Attitude Toward Television

	<u>Low</u>	<u>High</u>	<u>P</u>
Hawaii Five O	10.0	8.5	.05
Mary Tyler Moore	7.6	10.7	.05
M*A*S*H	4.3	7.2	.05
Medical Center	11.7	9.4	.05
60 Minutes	2.6	2.8	.05

Variable: TV Viewing Hours

	<u>Low</u>	<u>High</u>	<u>P</u>
Adam-12	13.0	10.1	.01
Carol Burnett	10.2	11.7	.05
CBS News Cronkite	2.7	3.9	.05
11 PM local news	4.9	8.5	.01
Mary Tyler Moore	6.9	9.8	.05
Price Is Right	14.9	12.6	.05

Variable: Self Esteem

	<u>Low</u>	<u>High</u>	<u>P</u>
Hawaii Five O	8.8	9.8	.05
Hollywood Squares	11.7	13.8	.01
60 Minutes	3.3	2.4	.01

Table 15. Difference of Proportions Test on Unhypothesized Relationships.

	High Education n=95	Low Education n=105	t	P
favorable attitude toward television	35%	61%	3.59	.001
high self-esteem	60%	43%	3.45	.001
high TV viewing	36.8%	57.1%	3.82	.001

IV.

DISCUSSION

This chapter will include a review of the findings, discussion and implications of the findings, suggestions for future research, and study limitations.

REVIEW OF FINDINGS

1) Upon assigning ranks to respondents based upon the magnitude of the correlation between the rankings of their personal terminal values and television terminal values, it was determined that the highest sum of ranks occurred among those respondents categorized as high hourly viewers of television per week, as having a favorable attitude toward television, and as being in the low education group.

2) It was predicted that the highest sum of ranks would also occur among the low esteem respondents; however, this prediction was not supported.

3) It was determined that while the data supported the notion that respondents with similar values view similar television programs, additional analysis raised the question of whether the program preference survey sufficiently discriminated between those with similar and dissimilar values.

4) It was determined that there was a negative relationship between the amount of television viewing and the

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respondent's self-esteem scores ($r = -.215$, $P < .001$).

5) It was determined that there was a positive relationship between the amount of television viewing and attitudes toward television ($r = +.37$, $P < .001$).

6) Respondents with favorable attitudes toward television were found to be in greater proportion among the low education group. High self-esteem respondents were found to be in greater proportion among the high education group and males. High hourly viewers of television were found to be in greater proportions among the low education group.

DISCUSSION AND IMPLICATIONS OF FINDINGS

The broad purpose of this study was to examine the relationship between human value structure and the viewing of broadcast television. More specifically, it was hoped that a study of values would provide some insight into the issue of motivation for television viewing, and determine to what extent television is used as a source for value identification and ordering, or in some situations, as a reinforcer of previously held values.

The rationale for the hypotheses in this study were based upon the theoretical notions of "belief congruence" and "institutional socialization."

The frequency distributions compiled on the value surveys help provide an overall picture of the respondents. Based upon the median rankings of the entire sample, respondents reported that the most important values they use as guiding principles in their lives were the values: family security,

self-respect, happiness, inner harmony, freedom, honesty, loving, responsibility, forgiveness, and broadmindedness. They perceived television as promoting the following values: pleasure, an exciting life, a comfortable life, and social recognition. Their favorite television programs were "60 Minutes," "CBS News," "M*A*S*H," "Local News," and "All in the Family."

Refinement of the respondent picture was undertaken by cross tabulating the frequency distributions by the variables sex, high and low education, high and low hours of television viewing per week, favorable and unfavorable attitudes toward television, and high and low self-esteem scores.

Cross tabulations on sex and education were compared with the findings of Rokeach's 1968 nation-wide study of values. While the findings reflect consistency between the two studies, Rokeach's larger sample (n=1404) and more refined educational breakdown (seven separate educational categories) identified a larger number of values that discriminated between males and females and the various educational levels (Rokeach, 1973, pp. 57-58, 64-65).

An examination of the various combinations of variable relationships established in this study reveals a picture of two highly different respondents. The first respondent may be described as being within the low educated group, viewing a high number of hours of television per week, having low self-esteem with a favorable attitude toward television. The second respondent is within the high education group. Viewing

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a low number of hours of television per week, this respondent is among those categorized as having high self-esteem and an unfavorable attitude towards television.

These two respondent groups differed in the way each ranked a number of values and television program preferences. The first respondent group ranked what Rokeach refers to as more "conventional" values significantly higher than the second group. These include the values "a comfortable life," "family security," "national security," "a world at peace," "cleanliness," "politeness," and "forgiveness." As a group they rank detective shows and game shows higher than the second group.

The second group ranks values such as "imaginative," "true friendship," and "self-respect," significantly higher than the first group. They rank news shows and programs like "Mary Tyler Moore," and "M*A*S*H" higher than the first group of respondents.

Hypotheses 6, 7, and 8 predicted that viewers with similar values would watch similar television programs. Using the Kendall coefficient of concordance, significant coefficients were computed between individuals with similar personal terminal, instrumental, and television terminal values. A coefficient of concordance was also computed on the entire sample which resulted in a lower, but significant coefficient. Thus, no difference was established between individuals with similar and dissimilar values.

The inability of the program preferences to discriminate

between the two groups, may in part, be a function of the type of programs that were selected for ranking, and the instructions given to the respondent.

The programs were selected according to six predetermined categories. Two of the categories were highly skewed--the game shows ranked very low by all respondents and the news shows ranked very high by all respondents. Also, the respondents were asked to rank their program preferences which may be different from the programs they actually watch.

A more productive procedure might have been to fill the program categories with the highest rated 18 programs in the Lansing area. Then, instead of asking for program preference, the respondent would be instructed to rank the programs according to actual viewing rate.

This technique should discriminate between program preferences of high and low television viewers, and thus, be more likely to discriminate between individuals with similar and dissimilar values.

This technique also would provide a reliability measure to determine the extent of "socially desirable" rankings. Frequency distributions of the collected data could be compared with the actual program rating.

While values and programs have been reported that discriminate between individual respondents, one of the more interesting results was the high respondent agreement on the values that television promotes. Regardless of the respondent category, high education-low education, favorable attitudes

toward television-unfavorable attitudes toward television, etc., the four values of "pleasure," "an exciting life," "a comfortable life," and "social recognition" were consistently ranked as the most important values that television promotes. Comparing these values to the respondent's ranking of their personal terminal values (values they use as guiding principles in their lives), "pleasure" ranked 14th, "an exciting life" ranked 15th, "a comfortable life" ranked 13th, and "social recognition" 18th.

Hypothesis one's prediction was predicated on the notion that the correlations between respondents' personal terminal values and television terminal values would be more positively correlated among the high television viewers than the low television viewers. The statistical analysis supported the hypothesis. However, it was discovered that the overall correlation of the group of high television viewers was negative, $r_s = -.17$ (less negative, however, than the overall correlation of the low television viewing group, $r_s = -.39$). Therefore, the correlation between the personal terminal and television terminal values for the entire sample was $-.23$.

A major reason for the negative correlations between value surveys is the inconsistency in the ranking of the values "pleasure," "an exciting life," "a comfortable life," and "social recognition." In a secondary analysis, the personal terminal and television terminal value relationships were examined by eliminating the four above-named values and by computing a Spearman rho on the fourteen remaining values.

The correlation between the personal terminal and television terminal values for the entire sample changed from $r_s = -.23$ to $r_s = +.279$. For the low television viewing group, the correlation changed from $r_s = -.39$ to $r_s = .01$. For the high television viewing group, the correlation increased from $r_s = -.17$ to $r_s = +.428$ (this correlation is approaching significance at the .05 level. For a fourteen item correlation to be significant at .05, r_s must equal .456).

The secondary analysis revealed that by eliminating the four dominant television terminal values from the value survey, there is less inconsistency in the way high TV viewing respondents order their personal values and the values they perceive television as promoting.

However, little more can be said without inserting the values "pleasure," "an exciting life," "a comfortable life," and "social recognition" back into the discussion. The secondary analysis emphasizes the importance of the four variables in describing the nature of the inconsistency between the two value surveys.

The identification of this subset of television terminal values may be the most important discovery of the study. Rokeach (1973, p. 327) states that different social institutions can be conceptualized as specializing in the enhancement of different subsets of values. His research indicates, for example:

The effects of Christian institutions are reflected mainly as variations in salvation and forgiving, and the effects of political institutions are reflected mainly as variations in equality and freedom.

Similarly, the effects of educational, economic, and law enforcement institutions are reflected as variations in yet another subset of values. Thus a person's total value system may be an end result, at least in large part, of all the institutional forces or influences that have acted upon him.

It is consistent with the study results to conclude that television specializes in the enhancement of the values "pleasure," "an exciting life," "a comfortable life," and "social recognition."

While this study has established that disparity exists between the respondent's ranking of their personal and television terminal values, the reader should be reminded that the disparities between personal terminal values and the perceived values of other leisure time activities have not been established. Therefore, it is possible that television may represent the least incompatible of a number of other leisure time activities.

Nevertheless, in light of the number of hours an individual spends watching television per week (22.8 hours per week according to this study), the disparity between the rankings of the personal and television value surveys is an interesting problem.

Consistency theories, such as the balance model, would predict that the lack of balance between an individual's own values and values perceived to be promoted by television should result in a change of attitude of behavior towards television, i.e., reduction in total viewing time, viewing of only programs that would support their strong positive values, or by taking citizen action to alter or change the

nature of the institution.

The inconsistency between value surveys is also curious in light of the relationship hypothesized by Woodruff and Divesta (1948). As mentioned in Chapter I, they hypothesized that an individual's attitude toward any object or circumstance would be favorable, if, according to his concepts, the object or circumstance seemed to favor the achievement of an individual's positive values. Yet, even among those study respondents with favorable attitudes toward television, inconsistency exists in the value surveys.

The author believes that a number of explanations of why more individuals do not "act" to balance value inconsistencies are possible. These include: social desirability of rankings, respondents are not aware of the inconsistencies, respondents are aware of the inconsistencies but tolerate them for a variety of reasons, or the inconsistencies are merely a result of the nature of the rank ordering procedure.

One possibility may be because respondents ordered their personal terminal values in a socially desirable manner. It would, for example, be more socially desirable to rank the value "family security" as more important than "pleasure."

While socially desirable responses are a possibility with all obtrusive measures, Kelly, Silverman, and Cochrane (1972) have encouraging results from their research on the social desirability of responses to Rokeach's terminal value survey. They asked respondents to rank the terminal value survey under standard instructions, and then later asked them

to rank the survey in a manner that would make them appear more favorably in the experimenter's eyes. The correlation between the two sets of rankings was $r_s = -.09$. The higher the correlation, the more likely the respondent had ordered his personal values in a socially desirable manner. Rokeach (1973, p. 42) suggests that the $-.09$ correlation indicates there was "...no significant relationship between the tendency to respond in a socially desirable manner and the ranking of the value survey under standard instruction."

It is realistic for the researcher to remain aware that socially desirable responses are possible at any time. In this particular situation, it is not an adequate explanation because it does not account for the respondents' near unanimous ranking of the values "pleasure," "an exciting life," "a comfortable life," and "social recognition" at the top of the terminal value survey.

Balance theory suggests another possible explanation for why the inconsistencies between personal values and perceived values of television have not resulted in an attitude or behavior change that would resolve those inconsistencies.

The imbalanced situation is not sufficient, by itself, to generate change. There must be some thought by the individual concerning the relationships involved. The individual must realize that inconsistencies exist before motivation for change will occur. Are television viewers cognizant of the discrepancies between their personal values and the values they perceive television to promote?

1
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 5

Evidence from this research suggests that those categorized as being among the highly educated are aware of the value inconsistencies and as a group are different from the low educated: 1) they have more unfavorable attitudes toward television, 2) are among the low television viewing group, and view more public television (Bower, 1973, p. 52). It is also safe to assume that the majority of individuals involved in community actions against broadcast stations are among the more highly educated.

For those who watch a high number of television hours per week, one might speculate as to the nature of the conflict endured by individuals who respond to the demands of society in the ordering of their personal values, but who, on the other hand, are regularly exposed to stimuli that promote values likely to be considered appealing, yet contrary to societal demands.

Another explanation for the value ordering inconsistencies suggests that respondents are cognizant of the inconsistencies, but tolerate them for a variety of reasons. These include: amount of physical effort involved, the concept of psychic mobility and respondent's self-esteem level.

As a leisure time activity, television viewing consumes 40% of the average U.S. citizen's available time (Robinson and Converse, 1972, p. 211). There are few activities, other than sleeping, that require less effort on the part of the individual than watching television. Is the amount of "effort" expended a critical factor in determining what leisure time

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activities individuals will engage? Is an individual willing to tolerate value inconsistencies as a tradeoff for the "effortlessness" of this leisure time activity?

For many individuals television might provide what Daniel Lerner (1958) describes as "psychic mobility." Lerner states that television exposes the viewer to the vicarious universe. In comparing the television viewer to the traveler, Lerner suggests that while the traveler may become bewildered by the strange sights and sounds of his travels, the media consumer is "likely to be enjoying a composed and orchestrated version of the new reality. He has the benefit of a more facile perception of the new experience as a whole with the concomitant advantage (which is sometimes illusory) of facile comprehension. The stimuli of perception, which shapes understanding, have been simplified." (p. 53)

In another dimension of the concept "effort," television not only requires a minimal effort to engage in the activity, but requires minimal mental effort to understand the message. Lerner comments: "Instead of the complexities that attend a 'natural' environment, mediated experiences exhibit the simplicity of 'artificial' settings contrived by the creative communicator." (p. 53)

This line of reasoning is compatible with research findings that indicate that individuals with low self-esteem are among the high television viewers. In this study self-esteem was defined as that element of the self-concept which

regulates the extent to which the self-system is maintained under strain, in, for example, the processing of new information. Low self-esteem individuals are more threatened by the prospect of processing new information than high self-esteem individuals. The findings from this study--that an inverse relationship exists between the level of self-esteem and the number of hours per week spent watching television--support previous research findings.

Television's characteristically, non-controversial, escapist programming provides little new information to be processed by the viewer. The popular escapist fare "exhibits the simplicity of artificial settings contrived by the creative communicator," posing little threat to a viewer's previously held beliefs.

Three variables have been proposed that might, to some extent, account for the variance observed between the respondent's personal terminal values and his perception of the values that television promotes. These have been the minimal nature of the physical "effort" required to engage oneself in the activity, the concept of "psychic mobility" and television's ability to simplify reality, and the appeal of the less threatening nature of the television message. Each of these conditions might well provide the rationalization necessary to mediate the inconsistencies between an individual's personal values and the values perceived as being promoted by television.

Other conditions can be identified that might well

explain the viewers' willingness to tolerate the inconsistencies measured between their value surveys. The various functional analyses mentioned in Chapter I suggest that needs such as surveillance of the environment, cultural transmission, substitute companionship, correlation of information, and other more utilitarian uses of the media, may provide the necessary rationalization to cope with value discrepancies.

It is possible that the inconsistencies between the value surveys are a result of the value rank ordering procedure, and are really not inconsistencies at all. It would be reasonable to expect that personal values like "family security" and "self-respect" would be of greater importance than values like "pleasure" and "social recognition." Such values may have a place of importance in an individual's life, but are proportionately less important than "family security." The largest single time allocation made by an individual is for work; with this activity used for pursuit of family or personal security. Therefore, it would seem consistent that family security would be the most important personal value.

The divergence between the rank orderings of the two surveys may be the result of television's function--as has been demonstrated by this study's data--as a major source of leisure time activity, one that individuals perceive to be as a separate activity in itself.

The final explanation offered as to why more individuals may not "act" to balance the inconsistencies between their value surveys is the notion that what the respondents were

ordering in their television terminal value survey were not the values that television promotes, but rather a description of the "images" that television represents. As Daniel Boorstin (1961) writes, television is the medium of the pseudo-event* and "...what the pseudo-event is in the world of fact, the image is in the world of value." (p. 185)

While coverage of news events is the major focus of Boorstin's book, it would be accurate to describe the vast majority of all television programs as a continuous array of pseudo-events designed to capture the largest possible audience.

The operation of a television station is governed primarily by profit motive which depends upon the mass appeal of its programs. The measure of a station's success is a high return on investment and financial stability. An integral part in the maintenance of that financial stability is the presentation of what Melvin Defleur describes as "low taste content." Defleur contends that it is the "low taste content" of programming which "...provides entertainment content of a type that will satisfy and motivate the largest number to carry out their roles with the needs of the system (mass media system). Such content will, in other words, maintain the stability of the system" (Defleur and Rokeach,

*Boorstin describes the pseudo-event as being a non-spontaneous event, but coming about because someone has planned, planted, or incited it. Its relation to the underlying reality of the situation is ambiguous. Typically, it is not an actual train wreck, or an earthquake, but an interview gathered second hand (p. 11).

1975, p. 177). Examples of "low taste content" according to Defleur, are programs widely distributed and attended by a mass audience. These would include TV crime dramas that emphasize violence, or other content considered to contribute to a lowering of taste, disruption of morals, or stimulation toward socially unacceptable content (Defleur and Rokeach, 1975, p. 171).

Within the context of this explanation, the values "pleasure," "an exciting life," "a comfortable life," and "social recognition" are the respondent's perception of the images projected by television programming.

STUDY LIMITATIONS AND FUTURE RESEARCH

These two sections have been combined because future research suggestions are in part, contingent upon the resolution of the study's major limitation.

The operationalization of values is the major limitation of this study, and a major limitation for future value research. Rokeach has defined values as a single belief whose influence in any situation is dependent upon the relative ordering of that value within a hierarchy of values. This limits the analysis of the data collected to ordinal level statistics and prohibits the development of multivariate predictive models which depend on a higher level of measurement to examine values simultaneously with other intervening variables.

Values are a difficult concept to operationalize. Rokeach's value operationalization is consistent with his

theory of values. However, research needs to be undertaken on the development of a higher level of measurement. This would necessitate careful consideration of a value theory that would include the notion that values vary in intensity from situation to situation, and that distances between an individual's value priorities can be measured.

A higher level of value measurement would have permitted a factor analytic approach to the testing of hypotheses 6, 7, and 8. In the attempt to identify respondents with similar values, the matrix of 200 respondents could have been factor analyzed to determine if certain respondents were grouped together on a particular value dimension. Program preferences could then have been analyzed within the dimension as a measure of similarity and compared across dimensions as a measure of dissimilarity.

A higher level of measurement would also permit the design of a multiple regression model that could provide insight into the interaction of television viewing and an individual's value structure.

VALUE CONGRUENCE \longleftrightarrow TELEVISION VIEWING

This would enable television viewing and value congruence to be treated as either dependent or independent variables in separate regression models.

It is important to emphasize that the use of multivariate analysis is dependent on a higher level of measurement than Rokeach's value survey represents. Can a theory of values and a measuring tool be developed that would permit

interval or ratio level measurement? This question should set the agenda for future research.

A completely different approach to future research is suggested by Rokeach's theory of attitude and behavior change. In Chapter 8 of The Nature of Human Values (1973), Rokeach explains that the major function served by a person's values is the maintenance and enhancement of one's total conception of himself. He suggests that an effective way to bring about an attitudinal or behavioral change is to induce dissatisfaction in the individual by presenting the individual information about their values in comparison to the values of other people. If, an individual can be made aware of the inconsistency, and the inconsistency is evaluated as a threat to the individual's self-conception, it is likely some cognitive change will occur (pp. 224-234).

As was pointed out in the Discussion section of this chapter, a possible reason why more respondents have not taken action to "balance" the inconsistencies measured between their personal and television terminal values is because they are unaware the inconsistencies exist. If they were made aware of the inconsistencies between their values and their perception of television's values would this result in an attitude or behavior change?

Rokeach's attitude and behavior change theory suggests an experiment where the value inconsistencies are explained to the respondent.

One would predict, that by explaining to the respondent

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the nature of the inconsistencies in the manner they ranked their personal values--representing the respondent's concept of self--and the way they ranked their perception of the values (or image) television promotes, a state of dissatisfaction should then result in a measurable change in attitude and behavior. For example, respondents may change from a favorable to an unfavorable attitude towards television, they may reduce the number of television viewing hours per week, or they may join a community action group to try and influence television to conform to their own personal values.

The technique of explaining to the television viewer the inconsistencies that exist between their personal and television terminal values would be an interesting approach to teaching younger viewers to be more conscious of television program content and hopefully, to be more selective television viewers. This approach might be enhanced by conducting studies of the relationship between personal values and other discretionary time activities. Value congruence could then be compared and contrasted across a range of such activities.

The final suggestion deals with a practical implication of this research. Of what value would it be to a broadcast television programmer to know that (within the context of Rokeach's value survey) the majority of respondents surveyed in this study perceive television as promoting the values "pleasure," "a comfortable life," "an exciting life," and "social recognition"?

One method for finding out suggests a study where the

personal and television terminal value surveys would be administered to broadcast television programmers. In a personal interview, the programmer's rankings could be discussed and individually compared with other programmers and respondents from the general population.

A number of research questions could be suggested regarding the television programmer and values. Among these are: 1) does the programmer perceive television as having a relationship to personal values, 2) does the programmer perceive that particular television programs affect particular individual values, and 3) do the values of the programmer affect his program decision-making.

APPENDIX A
Cover Letter

MICHIGAN STATE UNIVERSITY

Department of Telecommunication . Union Building

East Lansing . Michigan . 48824

What are the reasons why you do or do not watch television? The answer to that question is one of the most interesting and talked about topics of the day. It is often discussed on TV talk shows and is the subject of books, magazines, and newspaper articles.

Your name has been picked at random from the Lansing/ East Lansing telephone directory to help us answer some questions we have about people who watch television, and people who do not watch television.

Within the next few weeks a student from the Telecommunication Department at Michigan State University will call at your home to talk with any adult member of your household. The interviewer will have a copy of this letter to show you that he is connected with this study.

To be a part of this study does not require any special knowledge about television. Rather, all that is needed is just a willingness to help us for about thirty minutes to find out what people think about the values of television. There are no wrong or right answers to the questions that will be asked. We just want to know your opinions.

I believe that you will find the questions and tasks the interviewer asks you to complete to be interesting and fun. Let me assure you that your answers will be held in the strictest confidence. Information from the study will be reported only as part of the entire group of 200 citizens who will be answering questions.

Let me also assure you we are not selling or promoting any products. This is an authorized television research project. If you have any questions about the project, please call the Telecommunication Department at 355-8372.

Yours truly,

Lee R. Thornton
Project Supervisor

P.S. Results of the research project will be available to all those taking part.

APPENDIX B

Attitude Toward TV Measure

Self-Esteem Measure

Personal Terminal Value Survey

Personal Instrumental Value Survey

Program Preferences

Television Terminal Value Survey

Other Control Variables

PUT A CHECK BETWEEN EACH PAIR - WHEREVER
YOU THINK IT BELONGS - TO DESCRIBE TELEVISION:

EXCITING	—	—	—	—	—	DULL
IN GOOD TASTE	—	—	—	—	—	IN BAD TASTE
IMPORTANT	—	—	—	—	—	UNIMPORTANT
GENERALLY BAD	—	—	—	—	—	GENERALLY EXCELLENT
LOTS OF VARIETY	—	—	—	—	—	ALL THE SAME
UPSETTING	—	—	—	—	—	RELAXING
INTERESTING	—	—	—	—	—	UNINTERESTING
WONDERFUL	—	—	—	—	—	TERRIBLE
NOBODY CARES MUCH	—	—	—	—	—	ON EVERYONE'S MIND
FOR ME	—	—	—	—	—	NOT FOR ME
GETTING BETTER	—	—	—	—	—	GETTING WORSE
INFORMATIVE	—	—	—	—	—	NOT INFORMATIVE
LOTS OF FUN	—	—	—	—	—	NOT MUCH FUN
IMAGINATIVE	—	—	—	—	—	NO IMAGINATION

Put a check between each pair - wherever you think
it belongs - to best describe yourself:

1. How often are you troubled with shyness?
very often _ _ _ _ _ practically never
2. Do you find it hard to make talk when you meet new people?
very often _ _ _ _ _ practically never
3. When in a group of people, how often do you have trouble
thinking of the right things to talk about?
very often _ _ _ _ _ practically never
4. How comfortable are you when starting conversation with
people with whom you don't know?
very comfortable _ _ _ _ _ not at all comfortable
5. When you have to talk in front of a group of people, how
afraid or worried do you feel?
very worried _ _ _ _ _ never worry
6. How often do you feel worried or bothered about what
other people think of you?
very often _ _ _ _ _ practically never
7. When you think of the possibility that some of your
friends or acquaintances might not have a good opinion
of you, how concerned or worried do you feel about it?
very concerned _ _ _ _ _ not concerned
8. How much do you worry about how well you get along with
other people?
very much _ _ _ _ _ not at all

9. How often do you worry about whether other people like to be with you?

very often _ _ _ _ _ not very often

10. When you are trying to convince other people who disagree with your ideas, how worried do you usually feel about making the impression you are making?

very worried _ _ _ _ _ not worried

11. Do you ever think you are a worthless individual?

very often _ _ _ _ _ practically never

12. Do you ever feel so discouraged with yourself that you wonder whether anything is worthwhile?

very often _ _ _ _ _ practically never

13. How often do you feel that you dislike yourself?

very often _ _ _ _ _ practically never

14. How often do you have the feeling that there is nothing you can do well?

very often _ _ _ _ _ practically never

15. How often do you feel free of self criticism?

very often _ _ _ _ _ practically never

16. How often do you feel superior to most of the people you know?

very often _ _ _ _ _ not very often

17. How often do you have the feeling that you can do everything well?

very often _ _ _ _ _ not very often

18. Do you ever feel so pleased with yourself that you think you could succeed at any undertaking?

very often _ _ _ _ _ practically never

19. How often do you feel proud of yourself?
very often _ _ _ _ _ not very often
20. In general, how confident do you feel about your abilities?
very confident _ _ _ _ _ not confident at all
21. How sure are you that other people like you?
very sure _ _ _ _ _ not sure at all
22. How sure are you that you get along with other people?
very sure _ _ _ _ _ not sure at all
23. How confident do you feel that some day people you know will look up to you and respect you?
very confident _ _ _ _ _ not at all confident

PERSONAL TERMINAL VALUES

<u>A comfortable life</u>	<u>1</u>
<u>An exciting life</u>	<u>2</u>
<u>A sense of accomplishment</u>	<u>3</u>
<u>A world at peace</u>	<u>4</u>
<u>A world of beauty</u>	<u>5</u>
<u>Equality</u>	<u>6</u>
<u>Family security</u>	<u>7</u>
<u>Freedom</u>	<u>8</u>
<u>Happiness</u>	<u>9</u>
<u>Inner harmony</u>	<u>10</u>
<u>Mature love</u>	<u>11</u>
<u>National security</u>	<u>12</u>
<u>Pleasure</u>	<u>13</u>
<u>Salvation</u>	<u>14</u>
<u>Self-respect</u>	<u>15</u>
<u>Social recognition</u>	<u>16</u>
<u>True friendship</u>	<u>17</u>
<u>Wisdom</u>	<u>18</u>

INSTRUMENTAL VALUES

<u>Ambitious</u>	<u>1</u>
<u>Broadminded</u>	<u>2</u>
<u>Capable</u>	<u>3</u>
<u>Cheerful</u>	<u>4</u>
<u>Clean</u>	<u>5</u>
<u>Courageous</u>	<u>6</u>
<u>Forgiving</u>	<u>7</u>
<u>Helpful</u>	<u>8</u>
<u>Honest</u>	<u>9</u>
<u>Imaginative</u>	<u>10</u>
<u>Independent</u>	<u>11</u>
<u>Intellectual</u>	<u>12</u>
<u>Logical</u>	<u>13</u>
<u>Loving</u>	<u>14</u>
<u>Obedient</u>	<u>15</u>
<u>Polite</u>	<u>16</u>
<u>Responsible</u>	<u>17</u>
<u>Self-controlled</u>	<u>18</u>

TELEVISION PROGRAM PREFERENCE

<u>Adam-12</u>	<u>1</u>
<u>All in the Family</u>	<u>2</u>
<u>Carol Burnett</u>	<u>3</u>
<u>CBS News Walter Cronkite</u>	<u>4</u>
<u>11 PM local news</u>	<u>5</u>
<u>Hawaii Five O</u>	<u>6</u>
<u>Johnny Carson</u>	<u>7</u>
<u>Hollywood Squares</u>	<u>8</u>
<u>Kojak</u>	<u>9</u>
<u>Let's Make a Deal</u>	<u>10</u>
<u>Mary Tyler Moore Show</u>	<u>11</u>
<u>M*A*S*H</u>	<u>12</u>
<u>Medical Center</u>	<u>13</u>
<u>Price Is Right</u>	<u>14</u>
<u>60 Minutes</u>	<u>15</u>
<u>Sonny and Cher</u>	<u>16</u>
<u>Star Trek</u>	<u>17</u>
<u>Waltons</u>	<u>18</u>

TELEVISION TERMINAL VALUES

<u>A comfortable life</u>	<u>1</u>
<u>An exciting life</u>	<u>2</u>
<u>A sense of accomplishment</u>	<u>3</u>
<u>A world at peace</u>	<u>4</u>
<u>A world of beauty</u>	<u>5</u>
<u>Equality</u>	<u>6</u>
<u>Family security</u>	<u>7</u>
<u>Freedom</u>	<u>8</u>
<u>Happiness</u>	<u>9</u>
<u>Inner harmony</u>	<u>10</u>
<u>Mature love</u>	<u>11</u>
<u>National security</u>	<u>12</u>
<u>Pleasure</u>	<u>13</u>
<u>Salvation</u>	<u>14</u>
<u>Self-respect</u>	<u>15</u>
<u>Social recognition</u>	<u>16</u>
<u>True friendship</u>	<u>17</u>
<u>Wisdom</u>	<u>18</u>

CONTROL VARIABLES

Average weekly viewing time for Monday through Thursday

6:00 A.M. - 12 Noon _____

12 Noon - 6:00 P.M. _____

6:00 P.M. - 2:00 A.M. _____

Average viewing time for Friday, Saturday, and Sunday taken separately:

	Friday	Saturday	Sunday
6:00 A.M. - 12 Noon	_____	_____	_____
12 Noon - 6:00 P.M.	_____	_____	_____
6:00 P.M. - 2:00 A.M.	_____	_____	_____

Average hours per week _____

Highest level of education _____

Occupation _____

Sex _____

APPENDIX C

Interviewer's Instructions

Hi, my name is _____ from Michigan State University. A few days ago you received in the mail this letter...I would really appreciate talking with you for a few moments...

IF THEY CANNOT TALK WITH YOU

1. SET UP A DEFINITE TIME THAT YOU CAN RETURN
2. EMPHASIZE THE IMPORTANCE OF THEIR POINT OF VIEW
3. THEY ARE ONE OF JUST 200 CITIZENS PARTICIPATING IN THIS STUDY
4. THEIR RESPONSES ARE CONFIDENTIAL
5. WE ARE NOT SELLING OR PROMOTING ANYTHING
6. ONE VISIT ONLY * WE WILL NOT BE BACK FOR MORE INFORMATION LATER
7. THEIR NAME AND ADDRESS WILL NOT APPEAR IN PRINT
8. FLATTER THEM - THEY ARE IMPORTANT...ESPECIALLY IF THEY ARE LOW TV VIEWERS
9. TELL THEM WE WILL SEND THEM A STUDY REPORT IF THEY WISH

IF POSSIBLE, FIND A PLACE TO SIT AT A TABLE. WHEN YOU ENTER THE HOUSE SIZE THE PLACE UP FOR THE BEST PLACE TO SIT. THEN START WALKING SLOWLY IN THAT DIRECTION AND ASK IF "WE" CAN SIT HERE.

AT ALL TIMES USE YOUR BEST JUDGEMENT. IF THE PERSON GIVES YOU LIP...DO NOT RESPOND JUST WALK AWAY. BE COURTEOUS.

KEEP CONTROL OF THE INTERVIEW. IF THE RESPONDENT WANTS TO TALK ABOUT DENNY STOLZ WITH YOU, WAIT UNTIL THE INTERVIEW IS FINISHED.

ANSWER THE RESPONDENT'S QUESTIONS AS HONESTLY AS POSSIBLE. THERE IS NOTHING TO HIDE IN THIS STUDY. SO, DO NOT ATTEMPT TO DECEIVE THE RESPONDENT.

MAKE SURE THERE IS NO MISSING DATA.

RETURN COMPLETED INTERVIEWS AS SOON AS POSSIBLE.

ALL INTERVIEWS WILL BE VALIDATED.

ANY QUESTIONS * CALL ME DAY OR NITE
HOME: 485-2135
OFFICE: 353-9150
TC OFFICE: 355-8372 (LEAVE MESSAGE)

BEGIN THE INTERVIEW BY EXPLAINING THAT THIS IS A STUDY ABOUT HOW PEOPLE FEEL ABOUT TELEVISION AND WHAT VALUES THEY ATTRIBUTE TO TELEVISION. THERE ARE NO RIGHT OR WRONG ANSWERS... WE ARE STRICTLY INTERESTED IN OPINIONS. YOU MIGHT MENTION TO THEM THAT THEY ARE EXPERTS WHEN IT COMES TO TV...

1) WARM UP QUESTION (5 minutes or less)

"If I asked you to describe television in one word, what would be the first word that popped into your mind?" Why? JOT DOWN RESPONSES ON BACK OF CONTROL VARIABLE SHEET. SHOW ENTHUSIASM WITH THEIR ANSWER * BE INTERESTED * POSITIVE FEEDBACK.

2) PERSONAL TERMINAL VALUES (pink sheet) A Comfortable Life, etc.

"Here are 18 cards...on each card is a value with a short definition. Look through the cards and lay them out on the table...Now, which value is the most important one to YOU as a guiding principle in YOUR life. Which is the second most important value...pick them one at a time in the order of importance to you. The last value picked should be the one you feel is least important. Feel free to change them around until you are satisfied with the order.

AFTER COMPLETION OF THE TASK

Please read the numbers off the card in the order you have arranged them. RECORD THE NUMBERS ON THE SHEET. PUT THE CARDS BACK IN ORDER WHILE THE RESPONDENT COMPLETES THE NEXT TASK.

3) TELEVISION ATTITUDES (green)

"Put a check between each pair - wherever you think it belongs to describe television." HAVE THEM RUN THROUGH THESE QUICKLY.

4) INSTRUMENTAL VALUES (blue) Ambitious

USE THE SAME INSTRUCTIONS AS FOR THE TERMINAL VALUES

5) SELF ESTEEM MEASURE (yellow)

"Put a check between each pair - wherever you think it belongs - to describe yourself."

6) RANKING PROGRAM PREFERENCES

"On these 18 cards there are 18 different television programs. Imagine you have a TV set with 18 different channels. Each of these programs is on at the same time. Which program would be your first choice to watch? Which one would be your second choice? Select the programs in the order of your viewing choice. HAVE THE RESPONDENT READ BACK THE NUMBERS AS BEFORE. IF THEY HAVE NEVER HEARD OF THE PROGRAM RANK IT LAST.

7) TELEVISION TERMINAL VALUES (A Comfortable Life)

"Here again is the deck of 18 values. Now, this time instead of putting these values in order according to how important they are to you personally...I would like you to think for a moment about your overall impression of television...bringing together your thoughts on the good things about television and the things you might not like about television. So basically, an overall impression or point of view about television. Now, based upon this overall impression of television, what do you think is the most important value that television promotes? What is the second most important value? Continue selecting values in their order of importance.

HAVE THEM READ BACK NUMBERS TO YOU. URGE THEM ALONG IF NECESSARY * THEY MUST COMPLETE THE RANKINGS.

8) Now just a couple more questions. COMPLETE CONTROL VARIABLE SHEET

GOOD LUCK ** GOOD EXPERIENCE

APPENDIX D

List of Television Programs

- | | |
|---------------------------|----------------------------|
| (1) News | (4) Comedy-Variety |
| (2) Crime-Detective | (5) Situation-Comedy |
| (3) Adventure-Drama | (6) Westerns |
| | |
| () Don Adams Screen Test | () Soundstage |
| () David Niven's World | () Green Acres |
| () Black Journal | () Saturday Night |
| () CBS News | () Star Trek |
| () NBC News | () 60 Minutes |
| () ABC News | () World of Disney |
| () Lawrence Welk | () Swiss Family Robinson |
| () Perspectives in Black | () Adams Chronicles |
| () Hee Haw | () Sonny and Cher |
| () Gilligan's Island | () Ellery Queen |
| () Consumer Survival Kit | () Six Million Dollar Man |
| () Hot Dog | () Nova |
| () Name That Tune | () Kojak |
| () The Way It Was | () McCloud |
| () Jeffersons | () Masterpiece Theatre |
| () Emergency | () Bronk |
| () Almost Anything Goes | () Bill Moyer's Journal |
| () Doc | () Bold Ones |
| () Mary Tyler Moore Show | () Decades of Decision |
| () S.W.A.T. | () Tele-Revista |
| () Bob Newhart | () Big Valley |
| () Carol Burnett | () Wide World of Sports |

- | | |
|-------------------------|---------------------------------|
| (1) News | (4) Comedy-Variety |
| (2) Crime-Detective | (5) Situation-Comedy |
| (3) Adventure-Drama | (6) Westerns |
| | |
| () Hogan's Heroes | () M*A*S*H |
| () Adam-12 | () Police Woman |
| () Brady Bunch | () One Day at a Time |
| () Price is Right | () Switch |
| () Let's Make a Deal | () City of Angels |
| () Hollywood Squares | () Family |
| () Rhoda | () Wild Wild West |
| () Rich Little | () Mystery of the Week |
| () On the Rocks | () \$25,000 Pyramid |
| () Phyllis | () Tony Orlando and Dawn |
| () All in the Family | () Little House on the Prairie |
| () Joe Forrester | () Bionic Woman |
| () Maude | () Cannon |
| () Medical Center | () Baretta |
| () Jigsaw John | () Blue Knight |
| () Johnny Carson | () Starsky and Hutch |
| () Tomorrow | () Michigan Outdoors |
| () Bewitched | () Wild Kingdom |
| () Good Times | () Waltons |
| () Movin' On | () Mac Davis |
| () Happy Days | () Welcome Back Kotter |
| () Laverne and Shirley | () Barney Miller |

- | | | | |
|-------|-----------------|-------|------------------|
| (1) | News | (4) | Comedy-Variety |
| (2) | Crime-Detective | (5) | Situation-Comedy |
| (3) | Adventure-Drama | (6) | Westerns |

- () Streets of San Francisco
- () Barnaby Jones
- () High Chapparral
- () Mannix
- () Gunsmoke
- () 30 Minutes
- () Candid Camera
- () Sara
- () Sanford and Son
- () Donny and Marie
- () Washington Week in Review
- () The Practice
- () Wall Street Week
- () Rockford Files
- () Police Story
- () Midnight Special
- () Don Kirshner's Rock Concert

APPENDIX E

Complete Frequency Distributions

Personal Terminal Value Frequencies for all Respondents

<u>N = 200</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life	7	6	7	5	8	6	8	7	9	11	8	16	13	20	24	17	18	10	12.654
An exciting life	6	7	3	6	5	8	6	7	6	9	12	10	20	12	26	20	19	18	13.250
A sense of accomplishment	11	8	14	4	24	6	14	17	15	13	13	12	10	14	12	3	7	3	8.633
A world at peace	4	16	5	14	12	11	10	13	11	13	14	11	13	11	16	13	9	4	9.808 ⁹⁸
A world of beauty	2	4	4	0	7	6	13	8	12	23	13	10	22	19	15	21	10	11	12.3
Equality	6	4	2	10	14	10	12	17	17	14	17	17	13	13	13	7	10	4	10.07
Family security	26	14	22	20	20	17	10	13	13	1	9	8	4	5	9	6	3	0	5.4
Freedom	15	27	10	17	16	14	19	13	10	13	14	9	8	6	4	3	2	0	6.55
Happiness	30	14	17	21	12	13	18	12	9	10	2	16	8	6	6	4	2	0	5.962

<u>N = 200</u>		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Inner harmony	18	21	14	18	14	15	11	9	17	10	7	8	5	7	5	10	4	7	6.5	
Mature love	1	19	21	12	14	16	8	9	7	14	10	18	3	13	10	11	7	7	8.5	
National security	2	2	6	3	4	5	3	6	7	11	14	13	21	17	12	22	25	27	13.676	
Pleasure	2	2	3	7	6	5	7	8	13	11	13	19	16	20	19	24	16	9	12.75	
Salvation	37	8	7	6	3	5	3	6	2	5	6	5	7	7	5	6	26	56	13.5	
Self-respect	11	22	27	23	13	17	17	13	10	8	10	6	8	4	5	3	1	2	5.735	
Social recognition	2	1	1	3	1	7	5	7	8	11	11	6	13	15	14	22	36	37	15.143	
True friendship	2	10	22	20	19	18	25	13	20	15	15	6	4	4	1	3	1	2	6.860	
Wisdom	18	15	15	12	7	21	11	22	13	9	13	10	12	5	4	5	4	4	7.545	

Personal Instrumental Value Frequencies for all Respondents

N = 200

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Ambitious	20	16	8	8	11	8	5	10	18	10	10	11	9	7	14	15	16	4	9.278
Broadminded	9	10	13	15	14	14	10	18	8	12	12	10	10	8	15	9	5	8	8.333
Capable	9	4	10	10	12	16	22	17	18	7	8	13	4	13	17	10	5	5	8.5
Cheerful	6	12	10	13	14	13	10	10	10	15	22	14	10	12	6	9	8	6	9.633
Clean	6	3	6	5	5	9	8	8	9	16	12	14	10	14	16	13	19	27	12.429
Courageous	6	6	8	14	19	10	11	11	11	16	9	9	13	19	13	10	8	7	9.75
Forgiving	6	16	16	10	13	14	15	16	21	9	11	16	10	8	6	3	5	5	8.125
Helpful	6	10	13	18	8	16	15	12	8	12	18	8	12	16	10	7	8	3	8.75
Honest	61	25	28	19	16	10	13	2	8	1	4	5	2	3	1	1	0	1	3.0

<u>N = 200</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Imaginative	2	4	2	10	9	5	11	8	7	12	13	16	17	12	10	15	25	22	12.559
Independent	15	20	12	11	10	12	9	11	12	9	7	12	20	8	11	8	7	6	8.5
Intellectual	1	2	10	5	11	9	13	13	7	10	14	12	14	15	14	13	18	19	11.917
Logical	3	5	9	4	7	14	9	10	15	17	13	12	12	10	14	26	10	10	11.038
Loving	32	24	22	11	13	9	9	7	9	8	13	7	6	4	5	9	4	8	5.346
Obedient	1	7	1	5	2	7	2	11	5	7	7	2	10	12	14	16	33	58	15.938
Polite	1	4	5	10	10	7	5	10	10	17	8	15	18	18	18	28	12	4	12.367
Responsible	12	17	21	22	17	20	18	13	12	9	6	12	9	4	5	0	2	1	6.05
Self-controlled	4	15	9	10	9	6	13	13	12	13	13	12	14	17	11	8	16	5	10.192

Television Terminal Value Frequencies for all Respondents

<u>N = 200</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life	22	27	26	26	14	7	11	8	6	6	10	6	4	9	4	5	5	4	4.462
An exciting life	38	23	26	17	12	10	6	7	8	9	4	1	10	5	8	5	5	6	4.265
A sense of accomplishment	3	9	4	12	10	16	15	14	9	21	18	9	13	15	9	10	10	3	9.881
A world at peace	2	6	7	7	5	10	8	5	11	8	8	17	15	13	12	25	20	21	12.9
A world of beauty	5	13	8	16	13	9	10	15	14	13	6	15	20	10	10	6	12	5	9.286
Equality	13	10	10	7	16	22	14	12	15	12	12	10	9	4	12	11	6	5	8.167
Family security	8	4	11	10	16	12	22	17	14	14	18	15	4	11	9	5	8	2	8.5
Freedom	13	10	12	12	15	14	17	17	7	17	13	11	9	6	9	5	7	6	7.912
Happiness	10	18	15	16	16	7	18	14	12	12	9	10	9	12	10	5	4	3	7.5

<u>N = 200</u>		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Inner harmony	1	4	5	5	3	2	4	8	11	14	9	13	18	22	23	18	19	19	7	12.864
Mature love	0	2	4	4	8	5	15	10	10	12	9	14	5	13	15	28	13	22	15	12.962
National security	8	9	9	11	11	8	9	9	15	16	7	10	9	17	8	8	17	15	13	10.071
Pleasure	44	26	31	15	15	7	7	7	6	8	8	3	7	6	4	3	3	3	4	3.468
Salvation	4	1	1	0	3	5	4	4	6	11	4	4	12	5	10	14	14	22	80	16.591
Self-respect	3	4	5	4	6	12	10	10	22	12	14	16	15	8	21	11	21	9	7	11.0
Social recognition	10	17	15	23	21	17	14	7	7	10	7	8	15	8	6	11	2	4	5	6.324
True friendship	1	4	2	7	13	12	12	12	9	14	18	12	18	14	14	11	21	13	5	11.167
Wisdom	15	11	8	6	7	11	4	5	7	13	22	7	16	7	16	13	14	13	12	11.091

Program Preference Frequencies for all Respondents

<u>N = 200</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Adam-12	3	6	6	5	5	11	10	16	15	10	16	10	11	24	19	11	13	9	11.313
All in the Family	10	12	21	15	20	19	8	19	8	8	5	6	11	7	8	5	7	11	6.875
Carol Burnett	4	8	2	13	12	10	7	11	12	14	19	16	17	12	13	12	12	6	10.868
CBS News	53	31	24	20	16	8	6	6	10	5	2	2	2	2	2	5	4	2	3.167
Walter Cronkite	9	23	26	19	13	7	14	9	15	9	9	11	7	2	6	7	9	5	6.714
11 PM Local News	4	3	9	11	14	14	14	13	21	24	9	16	15	12	7	4	4	6	9.357
Hawaii Five O	3	7	2	12	15	19	19	13	20	6	10	9	7	11	13	10	7	17	9.0
Johnny Carson	3	2	4	4	4	7	10	13	6	13	13	21	14	17	12	28	13	16	12.5
Hollywood Squares	6	5	10	10	9	12	16	17	16	13	17	16	13	9	8	9	7	7	9.438
Kojak																			

N = 200

Let's Make a
Deal

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
1	3	1	7	4	2	8	7	16	7	10	11	12	22	17	18	19	35	14.0

Mary Tyler
Moore

7	9	12	13	18	13	16	12	9	11	13	13	14	11	12	5	7	5	8.5
---	---	----	----	----	----	----	----	---	----	----	----	----	----	----	---	---	---	-----

M*A*S*H

17	26	20	21	16	13	9	17	3	7	8	5	12	7	6	4	6	3	5.5
----	----	----	----	----	----	---	----	---	---	---	---	----	---	---	---	---	---	-----

Medical Center

2	3	2	10	15	8	11	14	14	17	14	17	16	11	11	15	10	10	10.786
---	---	---	----	----	---	----	----	----	----	----	----	----	----	----	----	----	----	--------

Price Is Right

0	1	6	5	8	4	7	10	7	13	13	10	10	13	21	22	39	11	13.962
---	---	---	---	---	---	---	----	---	----	----	----	----	----	----	----	----	----	--------

60 Minutes

55	39	34	14	4	13	4	5	2	7	3	1	2	2	4	5	3	3	2.676
----	----	----	----	---	----	---	---	---	---	---	---	---	---	---	---	---	---	-------

Sonny and Cher

0	2	4	4	6	8	10	6	11	16	19	19	14	15	17	14	14	21	12.237
---	---	---	---	---	---	----	---	----	----	----	----	----	----	----	----	----	----	--------

Star Trek

7	6	5	7	12	12	4	8	3	11	14	7	16	14	15	19	18	22	12.75
---	---	---	---	----	----	---	---	---	----	----	---	----	----	----	----	----	----	-------

Waltons

15	14	13	11	9	18	27	4	12	9	6	10	7	9	9	8	8	11	7.241
----	----	----	----	---	----	----	---	----	---	---	----	---	---	---	---	---	----	-------

Frequencies for Personal Terminal Values by Low and High TV Viewing Hours

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
low hours	3	2	1	2	1	4	4	5	5	5	6	4	5	13	18	10	11	6	13.923
high hours	4	4	6	3	7	2	4	2	4	6	2	12	8	7	6	7	7	4	11.792
An exciting life																			
low hours	3	4	2	5	3	5	3	5	3	4	5	8	11	4	15	10	6	9	12.727
high hours	3	3	1	1	2	6	3	2	3	5	7	2	9	8	11	10	13	9	13.938
A sense of accomplishment																			
low hours	6	5	12	2	17	1	4	4	5	9	6	7	7	7	6	1	5	1	8.80
high hours	5	3	2	2	7	5	10	13	10	4	7	5	3	7	6	2	2	2	8.550
A world at peace																			
low hours	2	6	0	6	5	6	7	6	4	5	12	8	6	6	8	8	6	4	10.958
high hours	2	10	5	8	7	5	3	7	7	8	2	3	7	5	8	5	3	0	8.571
A world of beauty																			
low hours	2	3	1	0	3	4	8	3	5	12	6	4	16	11	6	12	4	5	12.594
high hours	0	1	3	0	4	2	5	5	7	11	7	6	6	8	9	9	6	6	11.917
Equality																			
low hours	3	2	1	5	6	7	4	11	9	9	10	8	7	4	8	4	5	2	10.0
high hours	3	2	1	5	8	3	8	6	8	5	7	9	6	9	5	3	5	2	10.20

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security																			
low hours	10	6	12	11	7	8	7	10	9	1	3	5	2	3	4	5	2	0	6.313
high hours	16	8	10	9	13	9	3	3	4	0	6	3	2	2	5	1	1	0	4.846
Freedom																			
low hours	5	13	6	11	10	9	9	8	8	8	6	2	6	1	3	0	0	0	6.333
high hours	10	14	4	6	6	5	10	5	2	5	8	7	2	5	1	3	2	0	6.750
Happiness																			
low hours	16	5	8	9	3	5	13	7	5	5	2	11	5	6	1	2	2	0	7.0
high hours	14	9	9	12	9	8	5	5	4	5	0	5	3	0	5	2	0	0	4.889
Inner harmony																			
low hours	12	14	7	10	9	5	5	4	9	6	5	3	3	3	3	5	0	2	5.60
high hours	6	7	7	8	5	10	6	5	8	4	2	5	2	4	2	5	4	5	7.250
Mature love																			
low hours	1	11	11	8	8	0	5	5	4	9	6	0	0	7	3	4	4	3	7.400
high hours	0	8	10	4	6	7	0	4	3	5	4	11	0	6	7	7	3	4	10.0
National security																			
low hours	1	1	2	0	3	0	3	2	4	6	5	9	11	8	7	13	16	14	14.188
high hours	1	1	4	3	1	5	0	4	3	5	9	4	10	9	5	9	9	13	13.250

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure																			
low hours	2	0	1	2	2	3	6	5	6	6	4	11	7	13	12	12	9	4	13.143
high hours	0	2	2	5	4	2	1	3	7	5	9	8	9	7	7	12	7	5	12.438
Salvation																			
low hours	22	3	3	4	0	4	2	3	0	3	3	2	5	5	1	4	12	29	13.20
high hours	15	5	4	2	3	1	1	3	2	2	3	3	2	2	4	2	14	27	14.240
Self-respect																			
low hours	5	17	13	13	6	9	6	6	7	2	6	6	3	2	2	0	1	1	5.250
high hours	6	5	14	10	7	8	11	7	3	6	4	0	5	2	3	3	0	1	6.188
Social																			
recognition																			
low hours	1	0	0	1	1	4	1	3	5	7	4	3	5	8	7	11	21	23	15.727
high hours	1	1	1	2	0	3	4	4	3	4	7	3	5	7	7	11	15	14	14.429
True friend-																			
ship																			
low hours	1	4	14	9	15	11	14	5	8	7	10	2	0	2	0	1	0	2	6.364
high hours	1	6	8	11	4	7	11	8	12	8	5	4	4	2	1	2	1	0	7.455
Wisdom																			
low hours	10	9	11	7	6	11	4	13	9	1	6	5	6	2	0	3	1	0	6.364
high hours	8	6	4	5	1	10	7	9	4	8	7	5	6	3	3	2	3	4	8.222

Frequencies for Personal Terminal Values by Self-Esteem Score

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
low S.E.	4	5	3	3	3	3	6	5	4	9	3	8	7	8	9	7	7	4	11.625
high S.E.	3	1	4	2	5	3	2	2	5	2	5	8	6	12	15	10	11	6	13.750
An exciting life																			
low S.E.	3	2	1	1	2	0	2	2	4	6	7	6	9	10	11	12	10	10	13.90
high S.E.	3	5	2	5	3	8	4	5	2	3	5	4	11	2	15	8	9	8	12.682
A sense of accomplishment																			
low S.E.	4	5	8	2	11	1	7	9	6	8	5	4	6	9	5	2	4	2	8.833
high S.E.	7	3	6	2	13	5	7	8	9	5	8	8	4	5	7	1	3	1	8.50
A world at peace																			
low S.E.	3	10	3	7	5	6	5	8	8	6	3	4	5	6	9	3	5	2	8.750
high S.E.	1	6	2	7	7	5	5	5	3	7	11	7	8	5	7	10	4	2	10.773
A world of beauty																			
low S.E.	1	2	3	0	6	2	4	3	5	11	5	9	9	9	8	12	4	5	12.278
high S.E.	1	2	1	0	1	4	9	5	7	12	8	1	13	10	7	9	6	6	12.50
Equality																			
low S.E.	4	2	0	5	6	7	8	9	7	2	7	11	8	5	4	4	7	2	10.0
high S.E.	2	2	2	5	8	3	4	8	10	12	10	6	5	8	9	3	3	2	10.83

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security																			
low S.E.	13	8	12	7	11	7	6	6	7	0	4	4	2	2	5	2	2	0	5.318
high S.E.	13	6	10	13	9	10	4	7		1	5	4	2	3	4	4	1	0	5.50
Freedom																			
low S.E.	2	14	2	12	6	9	10	8	4	7	7	4	4	4	2	2	1	0	6.90
high S.E.	13	13	8	5	10	5	9	5	6	6	7	5	4	2	2	1	1	0	5.90
Happiness																			
low S.E.	17	7	8	7	8	10	6	4	5	4	1	6	4	4	5	2	0	0	5.70
high S.E.	13	7	9	14	4	3	12	8	4	6	1	10	4	2	1	2	2	0	6.583
Inner harmony																			
low S.E.	9	11	8	7	8	11	5	3	5	4	4	6	0	3	3	5	2	4	6.045
high S.E.	9	10	6	11	6	4	6	6	12	6	3	2	5	4	2	5	2	3	7.333
Mature love																			
low S.E.	1	8	12	4	0	0	3	3	2	8	0	0	2	7	8	4	0	0	9.625
high S.E.	0	11	9	8	5	0	0	6	5	6	5	0	0	6	2	7	2	0	8.0
National security																			
low S.E.	2	2	4	2	2	4	0	4	7	4	8	5	11	8	5	8	11	11	12.955
high S.E.	0	0	2	1	2	1	3	2	0	7	6	8	10	9	7	14	14	16	14.50

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure																			
low S.E.	1	0	2	5	3	3	5	2	6	7	7	6	11	10	7	12	5	6	12.682
high S.E.	1	2	1	2	3	2	2	6	7	4	6	13	5	10	12	12	11	3	12.90
Salvation																			
low S.E.	19	3	3	5	1	1	1	4	1	2	3	3	4	3	3	2	13	27	13.250
high S.E.	18	5	4	1	2	4	2	2	1	3	3	2	3	4	2	4	13	29	13.750
Self-respect																			
low S.E.	5	11	13	11	6	6	12	6	5	3	6	3	4	2	2	2	0	1	6.0
high S.E.	6	11	14	12	7	11	5	7	5	5	4	3	4	2	3	1	1	1	5.591
Social																			
recognition																			
low S.E.	1	0	1	1	1	3	3	2	3	6	7	1	5	4	10	14	19	17	15.571
high S.E.	1	1	0	2	0	4	2	5	5	5	4	5	8	11	4	8	17	20	14.318
True friend-																			
ship																			
low S.E.	1	4	10	12	7	9	9	6	13	6	9	3	3	2	1	2	0	1	7.167
high S.E.	1	6	12	8	12	9	16	7	7	9	6	3	1	2	0	1	1	1	6.688
Wisdom																			
low S.E.	8	4	5	7	2	10	6	14	6	6	7	8	4	2	1	3	3	2	8.0
high S.E.	10	11	10	5	5	11	5	8	7	3	6	2	8	3	3	2	1	2	6.409

Frequencies for Personal Terminal Values By Low and High TV Attitudes

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life	3	3	3	3	2	3	2	2	6	7	4	5	5	13	14	11	14	4	13.808
low att.	4	3	4	2	6	3	6	5	3	4	4	11	8	7	10	6	4	6	11.864
high att.																			
An exciting life	3	2	2	5	4	3	2	4	2	6	6	10	11	3	15	11	9	6	12.773
low att.	3	5	1	1	1	5	4	3	4	3	6	0	9	9	11	9	10	12	13.833
high att.																			
A sense of accomplishment	6	4	7	3	15	3	8	8	5	6	7	7	8	8	6	1	1	1	8.250
low att.	5	4	7	1	9	3	6	9	10	7	6	5	2	6	6	2	6	2	8.9
high att.																			
A world at peace	1	7	4	5	3	7	5	6	6	8	6	6	7	7	9	7	7	3	10.5
low att.	3	9	1	9	9	4	5	7	5	5	8	5	6	4	7	6	2	1	8.7
high att.																			
A world of beauty	1	3	2	0	4	4	8	3	6	11	8	5	13	11	7	9	5	4	11.9
low att.	1	1	2	0	3	2	5	5	6	12	5	5	9	8	8	12	5	7	12.611
high att.																			
Equality	1	4	1	5	6	5	6	11	9	7	10	8	5	6	10	1	7	2	10.071
low att.	5	0	1	5	8	5	6	6	8	7	7	9	8	7	3	6	3	2	10.071
high att.																			

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security																			
low att.	11	7	8	10	11	9	7	7	8	1	5	4	4	2	5	3	2	0	6.056
high att.	15	7	14	10	9	8	3	6	5	0	4	4	0	3	4	3	1	0	4.722
Freedom																			
low att.	8	12	5	11	10	9	11	9	5	5	6	3	6	2	1	1	0	0	6.167
high att.	7	15	5	6	5	5	8	4	5	8	3	6	2	4	3	2	2	0	7.0
Happiness																			
low att.	17	8	11	11	7	0	6	7	5	5	1	0	3	4	3	1	1	0	5.214
high att.	13	6	6	10	5	7	12	5	4	5	1	8	5	2	3	3	1	0	6.583
Inner harmony																			
low att.	12	12	9	11	7	5	2	5	9	8	3	7	3	2	1	5	0	3	5.70
high att.	6	9	5	7	7	10	9	4	8	2	4	1	2	5	4	5	4	4	6.944
Mature love																			
low att.	0	10	11	9	5	9	6	6	2	7	7	9	2	7	2	5	3	0	7.833
high att.	1	9	10	3	9	7	2	3	5	7	3	9	1	6	8	6	4	3	9.30
National security																			
low att.	2	1	1	1	0	3	3	1	5	6	5	8	12	8	8	12	13	15	14.0
high att.	0	1	5	2	4	2	0	5	2	5	9	5	9	9	4	10	12	12	13.389

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure																			
low att.	1	1	0	3	2	1	4	3	7	6	6	9	5	13	12	17	9	5	13.808
high att.	1	1	3	4	4	4	3	5	6	5	7	10	11	7	7	7	7	4	12.0
Salvation																			
low att.	21	4	4	4	0	3	1	1	0	4	1	1	4	2	1	2	14	37	16.0
high att.	16	4	3	2	3	2	2	5	2	1	5	4	3	5	4	4	12	19	12.250
Self-respect																			
low att.	6	11	18	11	11	7	9	7	6	3	7	2	2	2	1	0	0	1	5.045
high att.	5	11	9	12	2	10	8	6	4	5	3	4	6	2	4	3	1	1	6.40
Social																			
recognition																			
low att.	1	0	0	1	1	2	2	3	6	6	8	4	4	8	7	16	18	17	15.357
high att.	1	1	1	2	0	5	3	4	2	5	3	2	9	7	7	6	18	20	14.929
True friend-																			
ship																			
low att.	2	3	9	7	9	14	18	10	11	4	9	3	1	3	0	1	0	0	6.944
high att.	0	7	13	13	10	4	7	3	9	11	6	3	3	1	1	2	1	2	6.643
Wisdom																			
low att.	8	12	9	4	6	11	4	11	6	5	5	5	9	3	2	1	1	2	7.0
high att.	10	3	6	8	1	10	7	11	7	4	8	5	3	2	2	4	3	2	7.773

Frequencies for Personal Terminal Values by Sex

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
male	5	4	6	2	5	3	3	3	6	4	4	8	2	12	9	7	6	5	11.75
female	2	2	1	3	3	3	5	4	3	7	4	8	11	8	15	10	12	5	13.227
An exciting life																			
male	1	4	2	2	3	4	4	2	2	2	6	7	13	6	14	6	10	6	13.115
female	5	3	1	4	2	4	2	5	4	7	6	3	7	6	12	14	9	12	13.5
A sense of accomplishment																			
male	9	4	8	2	10	3	7	9	8	4	6	4	3	7	2	0	6	2	7.944
female	2	4	6	2	14	3	7	8	7	9	7	8	7	7	10	3	1	1	9.5
A world at peace																			
male	1	7	1	5	5	3	4	4	6	7	7	7	5	5	9	9	5	4	11.071
female	3	9	4	9	7	8	6	9	5	6	7	4	8	6	7	4	4	0	8.278
A world of beauty																			
male	0	1	1	0	2	3	5	3	4	7	9	3	14	9	7	12	7	7	13.143
female	2	3	3	0	5	3	8	5	8	16	4	7	8	10	8	9	3	4	10.5
Equality																			
male	2	0	0	6	6	2	6	12	9	7	6	9	6	6	8	2	5	2	10.071
female	4	4	2	4	8	8	6	5	8	7	11	8	7	7	5	5	5	2	10.071

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security																			
male	10	8	7	8	11	13	5	5	7	1	6	3	2	1	3	3	1	0	5.731
female	16	6	15	12	9	4	5	8	6	0	3	5	2	4	6	3	2	0	4.944
Freedom																			
male	13	12	3	7	8	5	9	6	3	7	7	4	4	3	0	2	1	0	6.3
female	2	15	7	10	8	9	10	7	7	6	7	5	4	3	4	1	1	0	6.7
Happiness																			
male	14	10	9	10	3	7	7	7	2	4	1	7	3	2	3	4	1	0	5.643
female	16	4	8	11	9	6	11	5	7	6	1	9	5	4	3	0	1	0	6.333
Inner harmony																			
male	8	10	6	8	9	5	5	3	10	3	4	2	2	1	2	9	2	5	6.70
female	10	11	8	10	5	10	6	6	7	7	3	6	3	6	3	1	2	2	6.40
Mature love																			
male	0	8	9	8	4	10	6	4	9	6	5	8	0	9	1	5	2	5	8.0
female	1	11	12	4	10	6	2	5	3	8	5	10	3	4	9	6	5	2	9.167
National security																			
male	0	0	3	1	1	1	0	4	2	7	7	7	11	9	8	13	12	8	13.833
female	2	2	3	2	3	4	3	2	5	4	7	6	10	8	4	9	13	19	13.50

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure male	2	2	2	5	2	2	4	6	7	8	5	11	4	5	10	7	9	3	11.682
female	0	0	1	2	4	3	3	2	6	3	8	8	12	15	9	17	7	6	13.567
Salvation male	15	6	3	1	2	5	1	0	0	1	2	3	5	5	4	2	10	29	14.10
female	22	2	4	5	1	0	2	6	2	4	4	2	2	2	1	4	16	27	12.00
Self-respect male	5	7	15	10	6	8	6	9	5	4	2	4	6	4	2	0	1	0	6.0
female	6	15	12	13	7	9	11	4	5	4	8	2	2	0	3	3	0	2	5.5
Social recognition male	1	1	0	3	0	1	2	5	3	8	8	2	6	6	9	9	15	15	14.611
female	1	0	1	0	1	6	3	2	5	3	3	4	7	9	5	13	21	22	15.731
True friend- ship male	0	5	8	9	11	9	16	2	11	10	4	2	2	2	0	1	1	1	6.813
female	2	5	14	11	8	9	9	11	9	5	11	4	2	2	1	2	0	1	6.944
Wisdom male	8	5	11	8	5	10	4	10	4	5	6	3	6	0	3	3	0	2	6.5
female	10	10	4	4	2	11	7	12	9	4	7	7	6	4	1	2	4	2	7.917

Frequencies for Personal Terminal Values by Education

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life low ed high ed	6	2	3	3	6	2	6	6	3	5	5	11	9	9	11	6	6	6	12.0
	1	4	4	2	2	4	2	1	6	6	3	5	4	11	13	11	12	4	13.818
An exciting life low ed high ed	4	4	1	0	1	3	2	2	5	5	5	3	9	9	17	10	15	10	14.444
	2	4	2	6	4	5	4	5	1	4	7	7	11	3	9	10	4	8	12.143
A sense of accomplishment low ed high ed	4	4	5	1	11	4	4	12	8	9	8	7	7	8	4	3	5	1	9.438
	7	4	9	3	13	2	10	5	7	4	5	5	3	6	8	0	2	2	7.450
A world at peace low ed high ed	3	12	2	9	8	4	7	7	4	5	5	5	9	8	5	6	3	3	8.65
	1	4	3	5	4	7	3	6	7	8	9	6	4	3	11	7	6	1	10.438
A world of beauty low ed high ed	2	1	1	0	3	3	5	5	8	8	6	6	8	10	13	13	6	7	13.063
	0	3	3	0	4	3	8	3	4	15	7	4	14	9	2	8	4	4	11.143
Equality low ed high ed	2	2	1	5	6	7	9	10	5	5	9	12	8	8	4	3	7	2	10.556
	4	2	1	5	8	3	3	7	12	9	8	5	5	5	9	4	3	2	9.778

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security low ed high ed	14 12	10 4	14 8	13 7	11 9	10 7	6 4	7 6	7 6	0 1	3 6	3 5	1 3	1 4	1 8	2 4	2 1	0 0	4.636 6.625
Freedom low ed high ed	8 7	14 13	8 2	7 10	7 9	9 5	11 8	4 9	4 6	7 6	6 8	7 2	5 3	3 3	1 3	2 1	2 0	0 0	6.444 6.688
Happiness low ed high ed	14 16	8 6	12 5	13 8	7 5	8 5	10 8	5 7	4 5	5 5	1 1	9 7	3 5	1 5	3 3	2 2	0 2	0 0	5.286 6.813
Inner harmony low ed high ed	4 14	13 8	6 8	9 9	6 8	11 4	5 6	3 6	11 6	6 4	5 2	4 4	2 3	4 3	3 2	4 6	4 0	5 2	7.20 5.265
Mature love low ed high ed	1 0	6 13	10 11	3 9	9 5	5 11	7 1	6 3	4 3	9 5	3 7	11 7	3 0	6 7	8 2	6 5	3 4	5 2	9.667 6.364
National security low ed high ed	0 2	2 0	6 0	3 0	4 0	4 1	2 1	3 3	4 3	5 6	8 6	6 7	11 10	9 8	6 6	11 11	10 15	11 16	13.0 14.583

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure																			
low ed	1	1	2	7	6	3	4	3	6	5	8	8	7	11	8	13	5	7	12.313
high ed	1	1	1	0	0	2	3	5	7	6	5	11	9	9	11	11	11	2	13.111
Salvation																			
low ed	27	5	5	4	3	0	2	5	1	2	4	2	2	1	5	3	13	21	9.750
high ed	10	3	2	2	0	5	1	1	1	3	2	3	5	6	0	3	13	35	16.538
Self-respect																			
low ed	3	4	12	14	5	10	11	5	7	7	7	3	5	4	5	2	0	1	6.909
high ed	8	18	15	9	8	7	6	8	3	1	3	3	3	0	0	1	1	1	4.222
Social																			
recognition																			
low ed	1	1	1	2	0	4	3	3	2	6	6	1	6	7	8	12	21	21	15.625
high ed	1	0	0	1	1	3	2	4	6	5	5	5	7	8	6	10	15	16	14.438
True friend-																			
ship																			
low ed	2	7	10	6	9	8	6	9	14	11	10	3	2	2	1	2	1	2	8.0
high ed	0	3	12	14	10	10	19	4	6	4	5	3	2	2	0	1	0	0	6.350
Wisdom																			
low ed	9	9	6	7	2	10	5	10	7	6	7	4	8	3	2	5	2	3	7.950
high ed	9	6	9	5	5	11	6	12	6	3	6	6	4	2	2	0	2	1	6.917

Frequencies for Personal Instrumental Values by Low and High TV Viewing Hours

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Ambitious low hours	8	10	5	4	6	4	1	3	14	3	5	6	4	5	8	7	11	1	9.321
high hours	12	6	3	4	5	4	4	7	4	7	5	5	5	2	6	8	5	3	9.125
Broadminded low hours	5	3	3	12	7	4	6	11	5	7	8	5	7	3	6	6	3	4	8.80
high hours	4	7	10	3	7	10	4	7	3	5	4	5	3	5	9	3	2	4	7.857
Capable low hours	6	2	4	4	6	12	8	13	8	3	8	5	2	4	9	6	2	3	8.308
high hours	3	2	6	6	6	4	14	4	10	4	0	8	2	9	8	4	3	2	8.750
Cheerful low hours	4	7	3	3	5	9	6	4	5	6	12	8	7	8	4	5	5	4	10.542
high hours	2	5	7	10	9	4	4	6	5	9	10	6	3	4	2	4	3	2	8.60
Clean low hours	1	0	2	2	3	5	4	4	4	3	7	10	7	8	5	6	12	22	13.563
high hours	5	3	4	3	2	4	4	4	5	13	5	4	3	6	11	7	7	5	10.600
Courageous low hours	5	5	7	8	8	6	6	6	5	8	5	4	6	11	7	4	1	3	8.800
high hours	1	1	1	6	11	4	5	5	6	8	4	5	7	8	6	6	7	4	10.438

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Forgiving low hours	4	9	8	7	7	6	4	7	14	2	5	12	5	4	4	1	3	3	8.536
high hours	2	7	8	3	6	8	11	9	7	7	6	4	5	4	2	2	2	2	7.778
Helpful low hours	0	7	10	8	6	9	9	6	2	7	9	4	7	7	6	5	3	0	8.083
high hours	6	3	3	10	2	7	6	6	6	5	9	4	5	9	4	2	5	3	9.250
Honest low hours	35	13	15	14	3	4	7	2	3	0	3	3	0	2	0	1	0	0	2.80
high hours	26	12	13	5	13	6	6	0	5	1	1	2	2	1	1	0	0	1	3.231
Imaginative low hours	2	3	1	5	8	3	8	2	3	8	7	9	9	6	4	7	11	9	11.778
high hours	0	1	1	5	1	2	3	6	4	4	6	7	8	6	6	8	14	13	13.438
Independent low hours	6	11	7	5	5	5	6	7	9	6	1	7	11	3	4	3	4	5	8.556
high hours	9	9	5	6	5	7	3	4	3	3	6	5	9	5	7	5	3	1	8.375
Intellectual low hours	0	2	8	4	7	4	8	6	4	8	9	2	5	10	5	7	7	9	10.667
high hours	1	0	2	1	4	5	5	7	3	2	5	10	9	5	9	6	11	10	12.778

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Logical low hours	1	2	5	2	3	9	5	3	8	12	6	9	5	4	10	7	8	6	10.917
high hours	2	3	4	2	4	5	4	7	7	5	7	3	7	5	4	19	2	4	11.143
Loving low hours	19	13	12	5	5	4	6	4	6	4	6	4	1	2	3	6	1	4	5.20
high hours	13	11	10	6	8	5	3	3	3	4	7	3	5	2	2	3	3	4	5.438
Obedient low hours	1	4	0	3	1	3	1	6	4	5	3	0	5	5	7	9	19	29	16.0
high hours	0	3	1	2	1	4	1	5	1	2	4	2	5	7	7	7	14	29	15.587
Polite low hours	1	1	3	1	7	3	2	3	3	10	3	6	10	12	14	19	6	1	13.450
high hours	0	3	2	9	3	4	3	7	7	7	5	9	8	6	4	9	6	3	11.0
Responsible low hours	6	8	9	13	13	9	11	10	5	6	2	4	5	2	0	0	1	1	5.889
high hours	6	9	12	9	4	11	7	3	7	3	4	8	4	2	5	0	1	0	6.182
Self-controlled low hours	1	6	4	5	5	5	5	8	3	7	6	7	9	9	9	6	9	1	11.083
high hours	3	9	5	5	4	1	8	5	9	6	7	5	5	8	2	2	7	4	9.333

Frequencies for Personal Instrumental Values by Self Esteem Score

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Ambitious																			
low S.E.	10	7	5	4	7	5	4	4	8	3	5	4	5	3	7	7	7	3	8.875
high S.E.	10	9	3	4	4	3	1	6	10	7	5	7	4	4	7	8	9	1	9.643
Broadminded																			
low S.E.	5	6	6	8	7	4	6	8	2	6	5	6	5	5	9	6	0	4	8.375
high S.E.	4	4	7	7	7	10	4	10	6	6	7	4	5	3	6	3	5	4	8.300
Capable																			
low S.E.	6	2	5	6	6	6	12	9	10	3	3	7	4	3	7	4	4	1	8.167
high S.E.	3	2	5	4	6	10	10	8	8	4	5	6	0	10	10	6	1	4	8.875
Cheerful																			
low S.E.	4	2	4	7	8	6	4	7	6	8	6	6	6	6	2	7	5	4	9.625
high S.E.	2	10	6	6	6	7	6	3	4	7	16	8	4	6	4	2	3	2	9.643
Clean																			
low S.E.	2	2	3	4	1	6	3	3	5	10	8	10	4	4	8	8	9	8	11.70
high S.E.	4	1	3	1	4	3	5	5	4	6	4	4	6	10	8	5	10	19	13.60
Courageous																			
low S.E.	2	2	3	6	8	5	4	6	4	8	5	6	6	11	8	6	4	4	10.70
high S.E.	4	4	5	8	11	5	7	5	7	8	4	3	7	8	5	4	4	3	8.786

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Forgiving low S.E. high S.E.	3	13	10	6	5	9	7	7	10	6	3	5	5	3	3	0	1	2	6.929
	3	3	6	4	8	5	8	9	11	3	8	11	5	5	3	3	4	3	8.955
Helpful low S.E. high S.E.	4	3	6	13	6	4	7	5	4	6	7	3	8	10	4	2	4	2	8.750
	2	7	7	5	2	12	8	7	4	6	11	5	4	6	6	5	4	1	8.750
Honest low S.E. high S.E.	31	15	17	4	9	7	2	0	5	0	1	3	1	1	1	1	0	0	2.676
	30	10	11	15	7	3	11	2	3	1	3	2	1	2	0	0	0	1	3.50
Imaginative low S.E. high S.E.	1	1	1	4	2	3	5	2	4	6	11	9	7	6	5	6	15	10	12.50
	1	3	1	6	7	2	6	6	3	6	2	7	10	6	5	9	10	12	12.60
Independent low S.E. high S.E.	9	9	2	7	6	7	4	5	7	3	4	6	7	2	8	4	2	6	8.50
	6	11	10	4	4	5	5	6	5	6	3	6	13	6	3	4	5	0	8.50
Intellectual low S.E. high S.E.	0	0	5	2	5	3	7	6	3	5	10	5	8	8	5	7	10	9	12.10
	1	2	5	3	6	6	6	7	4	5	4	7	6	7	9	6	8	10	11.786

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Logical low S.E. high S.E.	2 1	2 3	5 4	3 1	2 5	8 6	4 5	4 6	8 7	10 7	6 7	4 8	5 7	6 4	7 7	12 14	4 6	6 4	10.667 11.357
Loving low S.E. high S.E.	9 23	11 13	12 10	7 4	9 4	3 6	4 5	4 3	2 7	6 2	7 6	5 2	4 2	1 3	3 2	5 4	2 2	4 4	5.833 4.750
Obedient low S.E. high S.E.	1 0	4 3	0 1	3 2	0 2	4 3	0 2	7 4	1 4	4 3	4 3	1 1	5 5	5 7	8 6	6 10	14 19	31 27	15.833 16.0
Polite low S.E. high S.E.	1 0	1 3	0 5	3 7	5 5	2 5	4 1	8 2	7 3	6 11	4 4	9 6	8 10	11 7	7 11	13 15	6 6	3 1	12.389 12.333
Responsible low S.E. high S.E.	5 7	9 8	13 8	9 13	7 10	12 8	10 8	9 4	6 6	1 8	3 3	6 6	3 6	1 3	2 3	0 0	2 0	0 1	6.0 6.125
Self-controlled low S.E. high S.E.	3 1	9 6	3 6	2 8	5 4	4 2	9 4	4 9	6 6	7 6	6 7	3 9	7 7	12 5	4 7	4 4	9 7	1 4	10.071 10.333

Frequencies for Personal Instrumental Values by Low and High TV Attitudes

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Ambitious low att. high att.	6 14	9 7	4 4	3 5	6 5	3 5	3 2	5 5	11 7	5 5	7 3	5 6	2 7	3 4	10 4	9 6	10 6	3 1	9.90 8.643
Broadminded low att. high att.	5 4	3 7	5 8	6 9	11 3	9 5	4 6	8 10	4 4	6 6	7 5	7 3	6 4	5 3	5 10	7 2	1 4	5 3	8.750 8.100
Capable low att. high att.	6 3	4 0	2 8	5 5	5 7	8 8	15 7	11 6	11 7	3 4	7 1	5 8	3 1	9 4	4 13	4 6	1 4	1 4	8.136 9.071
Cheerful low att. high att.	5 1	5 7	4 6	7 6	3 11	8 5	6 4	6 4	5 5	7 8	11 11	7 7	4 6	5 7	4 2	7 2	5 3	5 1	9.929 9.30
Clean low att. high att.	2 4	1 2	3 3	3 2	2 3	5 4	3 5	4 4	4 5	6 10	7 5	8 6	6 4	8 6	8 8	9 4	8 11	17 10	13.167 11.667
Courageous low att. high att.	3 3	4 2	3 5	11 3	10 9	8 2	6 5	3 8	5 6	11 5	3 6	3 6	6 7	12 7	3 10	5 5	5 3	3 4	9.3 10.5

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Forgiving																			
low att.	3	9	12	4	6	4	9	9	12	3	5	8	5	5	2	16	3	3	8.056
high att.	3	7	4	6	7	10	6	7	9	6	6	8	5	3	4	1	2	2	8.214
Helpful																			
low att.	3	6	8	13	7	7	5	6	4	8	8	3	5	4	7	4	5	1	8.0
high att.	3	4	5	5	1	9	10	6	4	4	10	5	7	12	3	3	3	2	9.75
Honest																			
low att.	29	14	14	13	6	5	7	0	4	1	4	3	1	1	1	1	0	0	3.143
high att.	32	11	14	6	10	5	6	2	4	0	0	2	1	2	0	0	0	1	2.857
Imaginative																			
low att.	2	2	2	5	6	4	8	3	4	7	10	8	9	2	6	6	10	10	11.4
high att.	0	2	0	5	3	1	3	5	3	5	3	8	8	10	4	9	15	12	13.7
Independent																			
low att.	7	11	8	6	5	3	2	4	10	6	5	7	13	2	6	4	4	1	9.1
high att.	8	9	4	5	5	9	7	7	2	3	2	5	7	6	5	4	3	5	7.643
Intellectual																			
low att.	0	1	5	2	7	4	6	10	3	5	6	5	8	9	7	10	8	8	12.1
high att.	1	1	5	3	4	5	7	3	4	5	8	7	6	6	7	3	10	11	11.786

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Logical																			
low att.	1	3	5	3	4	8	5	3	8	9	6	10	7	5	9	5	6	7	11.0
high att.	2	2	4	1	3	6	4	7	7	8	7	2	5	5	5	21	4	3	11.071
Loving																			
low att.	20	11	12	6	4	4	5	5	5	2	3	7	3	3	4	4	2	4	5.25
high att.	12	13	10	5	9	5	4	2	4	6	10	0	3	1	1	5	2	4	5.389
Obedient																			
low att.	1	4	0	1	0	4	1	8	2	3	3	1	3	6	8	7	19	33	16.50
high att.	0	3	1	4	2	3	1	3	3	4	4	1	7	6	6	9	14	25	15.5
Polite																			
low att.	1	1	4	3	4	4	4	3	4	11	2	8	10	10	13	15	6	1	12.8
high att.	0	3	1	7	6	3	1	7	6	6	6	7	8	8	5	13	6	3	11.786
Responsible																			
low att.	8	9	11	7	14	11	10	7	5	5	5	1	5	3	1	0	1	1	5.773
high att.	4	8	10	15	3	9	8	6	7	4	1	11	4	1	4	0	1	0	6.389
Self-controlled																			
low att.	2	7	3	6	4	4	4	9	3	6	5	8	8	12	6	5	11	1	11.3
high att.	2	8	6	4	5	2	9	4	9	7	8	4	6	5	5	3	5	4	9.389

Frequencies for Personal Instrumental Values by Sex

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Ambitious																			
male	8	11	4	4	8	3	2	5	9	5	7	4	3	1	3	6	7	4	8.722
female	12	5	4	4	3	5	3	5	9	5	3	7	6	6	11	9	9	0	10.10
Broadminded																			
male	4	2	6	8	9	5	5	7	5	6	7	5	4	4	8	4	4	1	8.70
female	5	8	7	7	5	9	5	11	3	6	5	5	6	4	7	5	1	7	8.136
Capable																			
male	6	2	6	5	4	9	10	6	7	4	3	7	1	6	8	5	2	3	8.333
female	3	2	4	5	8	7	12	11	11	3	5	6	3	7	9	5	3	2	8.591
Cheerful																			
male	3	6	2	6	4	4	4	1	7	6	12	7	4	8	5	5	5	5	10.833
female	3	6	8	7	10	9	6	9	3	9	10	7	6	4	1	4	3	1	7.944
Clean																			
male	2	1	2	1	4	5	5	3	3	10	4	7	5	7	8	6	6	15	12.5
female	4	2	4	4	1	4	3	5	6	6	8	7	5	7	8	7	13	12	12.357
Courageous																			
male	5	2	5	7	10	4	7	5	6	6	2	2	5	8	7	6	4	3	8.833
female	1	4	3	7	9	6	4	6	5	10	7	7	8	11	6	4	4	4	10.30

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>	
Forgiving male	3	9	9	9	4	5	6	7	9	5	3	8	7	4	4	2	2	5	3	8.833
	3	7	7	9	9	9	9	9	12	4	8	8	3	4	2	1	0	2	2	7.5
Helpful male	4	6	5	6	3	5	5	5	5	8	9	4	6	6	6	4	4	4	3	9.875
	2	4	8	12	5	11	10	7	3	4	9	4	6	10	4	3	4	0	0	7.643
Honest male	26	12	12	10	6	5	4	2	5	1	3	4	1	0	1	1	0	1	1	3.250
	35	13	16	9	10	5	9	0	3	0	1	1	3	0	0	0	0	0	0	2.813
Imaginative male	1	1	0	7	4	5	7	3	4	3	5	9	8	8	5	4	11	9	9	12.278
	1	3	2	3	5	0	4	5	3	9	8	7	9	4	5	11	14	13	13	12.833
Independent male	11	9	6	4	4	7	4	5	3	3	4	4	11	4	3	6	2	4	4	7.90
	4	11	6	7	6	5	5	6	9	6	3	8	9	4	8	2	5	2	2	8.833
Intellectual male	0	2	6	3	7	4	4	7	3	5	5	5	9	7	5	6	7	9	9	11.70
	1	0	4	2	4	5	9	6	4	5	9	7	5	8	9	7	11	10	10	12.071

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Logical male	3	4	6	2	6	8	6	5	9	10	5	4	7	2	5	7	2	3	9.278
female	0	1	3	2	1	6	3	5	6	7	8	8	5	8	9	19	8	7	13.10
Loving male	13	8	9	5	6	4	3	5	3	1	10	4	5	4	3	5	4	2	7.167
female	19	16	13	6	7	5	6	2	6	7	3	3	1	0	2	4	0	6	4.333
Obedient male	0	3	1	2	0	5	2	6	4	1	2	2	2	9	6	6	19	23	15.667
female	1	4	0	3	0	2	0	5	1	6	5	0	8	3	8	10	14	35	16.100
Polite male	0	3	3	6	4	2	4	4	3	6	3	7	6	10	9	17	5	2	12.833
female	1	1	2	4	6	5	1	6	7	11	5	8	12	8	9	11	7	2	12.0
Responsible male	3	5	9	14	7	11	8	9	4	6	3	4	4	2	3	0	1	1	6.318
female	9	12	12	8	10	6	10	8	8	3	3	8	5	5	2	0	1	0	5.722
Self-controlled male	2	8	5	3	3	3	7	9	5	8	7	7	6	4	5	4	6	2	9.750
female	2	7	4	7	6	3	6	4	7	5	6	5	8	13	6	4	10	3	10.833

Frequencies for Personal Instrumental Values by Education

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Ambitious low ed high ed	16 4	6 10	4 4	4 4	5 6	5 3	2 3	7 3	9 9	7 3	7 3	7 4	7 2	3 4	3 11	6 9	6 10	0 3	8.889 10.0
Broadminded low ed high ed	1 8	6 4	7 6	7 8	8 6	6 8	6 4	8 10	2 6	6 6	5 7	5 5	8 2	5 3	10 5	6 3	3 2	6 2	9.750 7.850
Capable low ed high ed	1 8	0 4	4 6	2 8	5 7	9 7	11 11	5 12	12 6	5 2	1 7	9 4	4 0	10 3	13 4	6 4	4 1	4 1	10.20 7.182
Cheerful low ed high ed	1 5	5 7	8 2	8 5	9 5	6 7	7 3	7 3	4 6	7 8	11 11	7 7	7 3	5 7	3 3	3 6	3 5	4 2	8.875 10.063
Clearn low ed high ed	6 0	3 0	6 0	3 2	4 1	8 1	5 3	7 1	5 4	11 5	6 6	10 4	4 6	5 9	6 10	6 7	4 15	6 21	10.0 15.050
Courageous low ed high ed	4 2	2 4	4 4	7 7	12 7	5 5	6 5	5 6	4 7	6 10	5 4	4 5	8 5	11 8	8 5	5 5	6 2	3 4	10.083 9.550

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Forgiving																			
low ed	5	11	9	5	7	9	10	7	12	3	6	4	7	3	2	0	2	3	7.150
high ed	1	5	7	5	6	5	5	9	9	6	5	12	3	5	4	3	3	2	9.0
Helpful																			
low ed	3	4	9	10	3	10	9	6	5	5	11	3	5	9	5	2	4	2	8.250
high ed	3	6	4	8	5	6	6	6	3	7	7	5	7	7	5	5	4	1	9.571
Honest																			
low ed	35	13	13	10	11	6	8	0	3	0	1	2	0	1	0	1	0	1	2.846
high ed	26	12	15	9	5	4	5	2	5	1	3	3	2	2	1	0	0	0	3.133
Imaginative																			
low ed	1	1	0	5	1	0	4	4	2	4	6	7	10	9	4	14	18	15	14.333
high ed	1	3	2	5	8	5	7	4	5	8	7	9	7	3	6	1	7	7	10.438
Independent																			
low ed	9	7	8	4	5	8	8	6	5	3	2	5	8	5	8	4	4	5	8.083
high ed	6	13	4	7	5	4	1	5	7	6	4	7	12	3	3	4	3	1	8.857
Intellectual																			
low ed	0	0	0	3	3	3	5	5	3	4	4	8	8	10	10	8	15	16	14.150
high ed	1	2	10	2	8	6	8	8	4	6	10	4	6	5	4	5	3	3	9.124

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Logical low ed high ed	1 2	2 3	4 5	1 3	3 4	5 9	3 6	6 4	5 10	10 7	7 6	6 6	5 7	6 4	10 4	17 9	7 3	7 3	12.417 9.714
Loving low ed high ed	12 20	15 9	12 10	7 4	8 5	6 3	3 6	4 3	5 4	7 1	10 3	3 4	2 4	1 3	0 5	4 5	1 3	5 3	5.313 5.400
Obedient low ed high ed	1 0	7 0	1 0	4 1	1 1	6 1	0 2	6 5	3 2	7 0	6 1	2 0	4 6	4 8	9 5	9 7	12 21	23 35	14.556 16.905
Polite low ed high ed	1 0	3 1	3 2	7 3	8 2	5 2	3 2	7 3	8 2	9 8	6 2	7 8	9 9	7 11	7 11	9 19	5 7	0 3	10.333 13.818
Responsible low ed high ed	5 7	11 6	7 14	11 11	7 10	8 12	12 6	9 4	9 3	3 6	4 2	10 2	1 8	2 2	5 0	0 0	1 1	0 1	6.792 5.450
Self-controlled low ed high ed	3 1	9 6	7 2	7 3	5 4	6 6	3 10	6 7	9 3	8 5	6 7	6 6	8 6	9 8	2 9	5 3	10 6	2 3	9.938 10.571

Frequencies for Television Terminal Values by Low and High TV Viewing

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
low hours	12	16	15	13	7	3	7	5	4	3	2	0	2	8	1	4	2	1	4.231
high hours	10	11	11	13	7	4	4	3	2	3	8	6	2	1	3	1	3	3	4.857
An exciting life																			
low hours	21	12	13	8	5	7	3	2	5	5	2	0	6	2	7	2	3	2	4.313
high hours	17	11	13	9	7	3	3	5	3	4	2	1	4	3	1	3	2	4	4.222
A sense of accomplishment																			
low hours	2	7	0	7	5	7	7	8	5	9	10	6	7	10	4	4	4	3	10.0
high hours	1	2	4	5	5	9	8	6	4	12	8	3	6	5	5	6	6	0	9.792
A world at peace																			
low hours	0	3	4	5	3	5	5	1	3	5	5	12	11	4	3	15	11	10	12.636
high hours	2	3	3	2	2	5	3	4	8	3	3	5	4	9	9	10	9	11	13.556
A world of beauty																			
low hours	3	10	7	7	6	6	5	4	9	6	5	8	11	4	5	1	5	3	9.0
high hours	2	3	1	9	7	3	5	11	5	7	1	7	9	6	5	5	7	2	9.714
Equality																			
low hours	5	5	4	3	11	12	8	6	9	8	7	3	5	3	7	5	3	1	8.250
high hours	8	5	6	4	5	10	6	6	6	4	5	7	4	1	5	6	3	4	9.083

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security																			
low hours	5	2	4	3	8	5	10	13	8	6	11	10	1	6	5	4	3	1	8.813
high hours	3	2	7	7	8	7	12	4	6	8	7	5	3	5	4	1	5	1	7.875
Freedom																			
low hours	1	4	6	6	10	6	7	14	3	8	8	8	6	2	5	2	4	5	8.393
high hours	12	6	6	6	5	8	10	3	4	9	5	3	3	4	4	3	3	1	6.950
Happiness																			
low hours	2	8	9	13	8	3	8	6	6	7	5	8	5	5	6	2	3	1	7.750
high hours	8	10	6	3	8	4	10	8	6	5	4	2	4	7	4	3	1	2	7.350
Inner harmony																			
low hours	0	1	3	2	1	2	3	7	5	5	7	8	9	13	11	12	11	5	13.444
high hours	1	3	2	1	1	2	5	4	9	4	6	10	13	10	7	7	8	2	12.450
Mature love																			
low hours	0	1	2	4	3	8	7	4	6	6	6	2	6	9	16	5	12	8	13.083
high hours	0	1	2	4	2	7	3	6	7	3	8	3	7	6	12	8	10	7	12.857
National security																			
low hours	6	4	6	5	6	2	7	7	9	3	7	5	7	5	6	6	9	5	9.667
high hours	2	5	3	6	5	6	2	8	7	4	3	4	10	3	2	11	6	8	10.375

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure																			
low hours	29	13	17	8	8	3	3	1	3	2	1	4	1	2	3	3	3	1	3.118
high hours	15	13	14	7	7	4	4	5	5	6	2	3	5	2	0	0	0	3	4.286
Salvation																			
low hours	3	0	0	0	1	3	2	5	9	3	3	7	2	6	3	6	11	41	16.417
high hours	1	1	1	0	2	2	2	1	2	1	1	5	3	4	11	8	11	39	16.727
Self-respect																			
low hours	1	2	3	1	3	8	7	12	3	8	6	7	5	10	6	13	3	7	11.250
high hours	2	2	2	3	3	4	3	10	9	6	10	8	3	11	5	8	6	0	10.850
Social																			
recognition																			
low hours	7	11	5	13	10	12	4	4	5	4	5	6	5	3	5	1	1	4	6.042
high hours	3	6	10	10	11	5	10	3	5	3	3	9	3	3	6	1	3	1	6.750
True friend-																			
ship																			
low hours	0	0	2	4	7	6	10	3	10	11	7	7	6	8	4	11	6	3	10.455
high hours	1	4	0	3	6	6	2	6	4	7	5	11	8	6	7	10	7	2	11.818
Wisdom																			
low hours	8	4	5	3	3	7	1	3	3	7	8	4	11	4	8	9	11	6	11.625
high hours	7	7	3	3	4	4	3	2	4	6	14	3	5	9	6	4	5	6	10.821

Frequencies for Television Terminal Values by Self Esteem Score

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
low S.E.	10	11	14	12	6	3	6	5	3	4	8	3	2	2	3	2	2	2	4.833
high S.E.	12	16	12	14	8	4	5	3	3	2	2	3	2	7	1	3	3	2	4.286
An exciting life																			
low S.E.	17	12	10	12	6	4	3	3	5	5	1	1	5	2	1	3	4	4	4.333
high S.E.	21	11	16	5	6	6	3	4	3	4	3	0	5	3	7	2	1	2	4.10
A sense of accomplishment																			
low S.E.	2	5	3	5	6	7	6	5	5	15	6	4	4	8	5	4	6	2	9.833
high S.E.	1	4	1	7	4	9	9	9	4	6	12	5	9	7	4	6	4	1	10.0
A world at peace																			
low S.E.	2	2	3	4	3	8	5	3	6	3	6	9	6	6	6	8	8	10	11.944
high S.E.	0	4	4	3	2	2	3	2	5	5	2	8	9	7	6	17	12	11	13.786
A world of beauty																			
low S.E.	3	4	4	11	5	5	6	10	6	7	2	8	7	5	6	3	4	2	8.667
high S.E.	2	9	4	5	8	4	4	5	8	6	4	7	13	5	4	3	8	3	9.833
Equality																			
low S.E.	6	4	3	5	7	7	6	8	8	7	7	8	5	2	6	6	2	1	8.875
high S.E.	7	6	7	2	9	15	8	4	7	5	5	2	4	2	6	5	4	4	7.125

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security																			
low S.E.	4	4	7	1	11	6	11	8	7	8	7	8	1	5	3	2	4	1	8.125
high S.E.	4	0	4	9	5	6	11	9	7	6	11	7	3	6	6	3	4	1	8.929
Freedom																			
low S.E.	9	6	4	6	8	9	6	5	6	9	7	3	3	5	4	2	3	3	7.0
high S.E.	4	4	8	6	7	5	11	12	1	8	6	8	6	1	5	3	4	3	8.0
Happiness																			
low S.E.	4	12	4	6	5	4	10	9	3	5	4	5	5	8	5	4	3	2	7.944
high S.E.	6	6	11	10	11	3	8	5	9	7	5	5	4	4	5	1	1	1	7.00
Inner harmony																			
low S.E.	1	3	3	1	2	1	3	6	8	5	9	6	12	9	9	7	11	2	12.583
high S.E.	0	1	2	2	0	3	5	5	6	4	4	12	10	14	9	12	8	5	13.20
Mature love																			
low S.E.	0	1	3	3	3	9	6	5	5	2	6	3	6	7	10	7	12	10	13.00
high S.E.	0	1	1	5	2	6	4	5	7	7	8	2	7	8	18	6	10	5	12.929
National security																			
low S.E.	1	5	4	7	7	6	5	8	10	5	5	4	6	3	3	6	6	7	9.10
high S.E.	7	4	5	4	4	2	4	7	6	2	5	5	11	5	5	11	9	6	11.70

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure																			
low S.E.	20	13	18	5	9	4	4	4	1	2	3	3	5	1	1	2	1	2	3.389
high S.E.	24	13	13	10	6	3	3	2	7	6	0	4	1	3	2	1	2	2	3.600
Salvation																			
low S.E.	2	1	1	0	1	2	1	3	4	2	2	6	4	5	7	10	10	37	16.30
high S.E.	2	0	0	0	2	3	3	3	7	2	2	6	1	5	7	4	12	43	16.833
Self-respect																			
low S.E.	2	1	3	1	2	2	5	9	7	5	8	5	6	11	10	12	5	4	12.30
high S.E.	1	3	2	3	4	10	5	13	5	9	8	10	2	10	1	9	4	3	10.056
Social																			
recognition																			
low S.E.	5	7	7	14	5	8	6	3	5	3	4	10	8	2	7	1	1	2	7.0
high S.E.	5	10	8	9	16	9	8	4	5	4	4	5	0	4	4	1	3	3	5.833
True friend-																			
ship																			
low S.E.	1	2	1	2	9	8	4	3	6	9	4	6	7	7	7	12	7	3	11.5
high S.E.	0	2	1	5	4	4	8	6	8	9	8	12	7	7	4	9	6	2	11.0
Wisdom																			
low S.E.	9	5	5	3	3	5	4	1	4	2	9	6	6	9	6	7	9	5	11.389
high S.E.	6	6	3	3	4	6	0	4	3	11	13	1	10	4	8	6	7	7	10.885

Frequencies for Television Terminal Values by Low and High TV Attitudes

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
low att.	16	15	15	13	4	3	4	5	3	2	5	1	3	4	2	5	2	2	3.962
high att.	6	12	11	13	10	4	7	3	3	4	5	5	1	5	2	0	3	2	5.1
An exciting life																			
low att.	19	15	12	10	3	5	4	3	6	4	1	1	4	3	4	4	4	2	4.1
high att.	19	8	14	7	9	5	2	4	2	5	3	0	6	2	4	1	1	4	4.5
A sense of accomplishment																			
low att.	3	6	1	4	6	9	8	8	2	10	12	3	4	11	7	3	7	0	10.0
high att.	0	3	3	8	4	7	7	6	7	11	6	6	9	4	2	7	3	3	9.773
A world at peace																			
low att.	0	3	2	4	1	7	4	1	5	6	6	7	10	6	4	12	14	12	13.1
high att.	2	3	5	3	4	3	4	4	6	2	2	10	5	7	8	13	6	9	12.5
A world of beauty																			
low att.	3	7	6	7	4	4	6	5	10	7	1	9	9	6	7	3	7	3	9.50
high att.	2	6	2	9	9	5	4	10	4	6	5	6	11	4	3	3	5	2	8.75
Equality																			
low att.	6	4	6	3	8	6	7	6	11	7	8	5	7	2	7	6	3	2	9.045
high att.	7	6	4	4	8	16	7	6	4	5	4	5	2	2	5	5	3	3	6.929

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security																			
low att.	5	3	4	4	6	8	10	12	4	8	11	13	1	6	4	2	2	1	8.5
high att.	3	1	7	6	10	4	12	5	10	6	7	2	3	5	5	3	6	1	8.5
Freedom																			
low att.	8	3	6	6	9	6	7	8	2	11	8	7	5	4	6	3	1	4	8.375
high att.	5	7	6	6	6	8	10	9	5	6	5	4	4	2	3	2	6	2	7.5
Happiness																			
low att.	2	10	4	8	10	4	11	9	6	6	5	6	5	5	7	1	4	1	7.833
high att.	8	8	11	8	6	3	7	5	6	6	4	4	4	7	3	4	0	2	7.071
Inner harmony																			
low att.	0	1	2	2	2	2	3	6	7	6	6	11	15	11	10	8	8	4	12.767
high att.	1	3	3	1	0	2	5	5	7	3	7	7	7	12	8	11	11	3	13.071
Mature love																			
low att.	0	1	4	5	3	8	6	3	9	5	8	2	6	7	15	3	12	7	11.5
high att.	0	1	0	3	2	7	4	7	3	4	6	3	7	8	13	10	10	8	13.625
National security																			
low att.	4	5	6	4	6	5	5	9	10	4	6	3	9	3	3	9	7	6	9.3
high att.	4	4	3	7	5	3	4	6	6	3	4	6	8	5	5	8	8	7	11.25

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure																			
low att.	22	15	20	9	9	2	3	2	3	3	0	4	3	2	1	2	2	2	3.25
high att.	22	11	11	6	6	5	4	4	5	5	3	3	3	2	2	1	1	2	4.167
Salvation																			
low att.	3	0	0	0	1	3	1	5	3	3	2	10	1	7	5	8	9	43	16.5
high att.	1	1	1	0	2	2	3	1	8	1	2	2	4	3	9	6	13	37	16.654
Self-respect																			
low att.	1	3	3	1	6	9	5	12	5	9	7	8	4	6	5	12	4	4	10.278
high att.	2	1	2	3	0	3	5	10	7	5	9	7	4	15	6	9	5	3	11.643
Social																			
recognition																			
low att.	5	7	11	18	14	9	7	2	4	0	4	5	4	5	5	1	1	2	5.286
high att.	5	10	4	5	7	8	7	5	6	7	4	10	4	1	6	1	3	3	7.9
True friend-																			
ship																			
low att.	1	1	1	3	7	8	11	6	10	8	5	5	6	6	5	14	6	1	10.0
high att.	0	3	1	4	6	4	1	3	4	10	7	13	8	8	6	7	7	4	11.885
Wisdom																			
low att.	6	3	1	3	5	6	1	2	4	6	9	4	9	9	7	8	11	10	12.722
high att.	9	8	7	3	2	5	3	3	3	7	13	3	7	4	7	5	5	2	10.214

Frequencies for Television Terminal Values by Sex

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
male	10	15	12	13	7	2	5	5	3	4	6	1	0	5	1	0	2	3	4.269
female	12	12	14	13	7	6	6	3	3	2	4	5	4	4	3	5	3	1	4.786
An exciting life																			
male	20	10	9	10	9	5	3	3	4	5	1	0	5	0	3	3	3	1	4.30
female	18	13	17	7	3	5	3	4	4	4	3	1	5	5	5	2	2	5	4.214
A sense of accomplishment																			
male	2	4	2	6	4	8	9	5	1	9	7	5	7	6	7	5	7	0	10.167
female	1	5	2	6	6	8	6	9	8	12	11	4	6	9	2	5	3	3	9.667
A world at peace																			
male	0	2	2	2	0	7	4	3	7	3	4	6	12	9	3	13	6	11	13.083
female	2	4	5	5	5	3	4	2	4	5	4	11	3	4	9	12	14	10	12.409
A world of beauty																			
male	2	5	3	7	7	6	2	9	7	6	5	8	8	3	6	4	5	1	9.357
female	3	8	5	9	6	3	8	6	7	7	1	7	12	7	4	2	7	4	9.214
Equality																			
male	5	3	6	4	7	14	5	6	6	4	7	3	6	1	8	6	1	2	8.0
female	8	7	4	3	9	8	9	6	9	8	5	7	3	3	4	5	5	3	8.333

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security male	2	3	3	3	7	4	13	6	7	7	9	0	2	7	5	2	3	2	9.357
female	6	1	8	7	9	8	9	11	7	7	9	6	2	4	4	3	5	0	7.955
Freedom male	7	3	5	3	8	6	8	10	1	13	6	5	5	1	4	3	4	2	8.20
female	6	7	7	9	7	8	9	7	6	4	7	6	4	5	5	2	3	4	7.500
Happiness male	6	12	11	8	7	4	10	6	4	3	3	2	5	7	3	1	1	1	6.250
female	4	6	4	8	9	3	8	8	8	9	6	8	4	5	7	4	3	2	8.875
Inner harmony male	0	3	2	1	0	2	5	5	9	2	6	11	6	11	9	8	9	5	12.67
female	1	1	3	2	2	2	3	6	5	7	7	7	16	12	9	11	10	2	12.938
Mature love male	0	1	2	3	0	7	6	5	3	6	6	3	8	9	12	5	11	7	13.125
female	0	1	2	5	5	8	4	5	9	3	8	2	5	6	16	8	11	8	12.70
National security male	2	1	5	4	3	4	6	5	9	4	6	4	6	6	6	8	8	7	11.67
female	6	8	4	7	8	4	3	10	7	3	4	5	11	2	2	9	7	6	8.929

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure male	27	11	16	9	7	1	2	2	5	3	1	1	3	2	1	1	1	1	3.063
female	17	15	15	6	8	6	5	4	3	5	2	6	3	2	2	2	2	3	4.50
Salvation male	0	0	0	0	3	2	3	3	7	2	0	9	0	5	6	4	12	38	16.750
female	4	1	1	0	0	3	1	3	4	2	4	3	5	5	8	10	10	42	16.40
Self-respect male	2	2	2	3	2	4	5	11	6	9	9	10	5	3	5	9	4	3	10.611
female	1	2	3	1	4	8	5	11	6	5	7	5	3	18	6	12	5	4	11.50
Social recognition male	4	10	8	11	11	6	5	2	6	1	6	8	2	4	5	1	3	1	6.0
female	6	7	7	12	10	11	9	5	4	6	2	7	6	2	6	1	1	4	6.50
True friend- ship male	1	1	2	4	8	5	1	6	5	6	5	8	9	7	4	13	7	2	11.875
female	0	3	0	3	5	7	11	3	9	12	7	10	5	7	7	8	6	3	10.50
Wisdom male	4	6	4	3	3	5	2	2	3	8	7	1	7	9	6	8	7	9	11.5
female	11	5	4	3	4	6	2	3	4	5	15	6	9	4	8	5	9	3	10.90

Frequencies for Television Terminal Values by Education

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
A comfortable life																			
low ed	7	12	13	13	7	6	5	5	6	4	6	6	1	5	1	3	2	3	5.583
high ed	15	15	15	13	7	1	6	3	0	2	4	0	3	4	3	2	3	1	3.846
An exciting life																			
low ed	16	9	9	12	6	3	5	6	3	7	2	0	10	4	4	3	2	4	5.667
high ed	22	14	17	5	6	7	1	1	5	2	2	1	0	1	4	2	3	2	3.176
A sense of accomplishment																			
low ed	3	3	4	3	6	9	11	7	4	11	8	6	6	9	2	6	6	1	9.727
high ed	0	6	0	9	4	7	4	7	5	10	10	3	7	6	7	4	4	2	10.050
A world at peace																			
low ed	0	4	4	6	3	4	6	3	8	4	3	5	8	9	7	12	8	11	12.813
high ed	2	2	3	1	2	6	2	2	3	4	5	12	7	4	5	13	12	10	13.0
A world of beauty																			
low ed	1	5	3	7	12	6	6	8	5	8	5	10	10	4	2	4	7	2	9.40
high ed	4	8	5	9	1	3	4	7	9	5	1	5	10	6	8	2	5	3	9.22
Equality																			
low ed	7	8	4	2	9	13	10	5	7	5	5	7	5	1	7	5	3	2	7.450
high ed	6	2	6	5	7	9	4	7	8	7	7	3	4	3	5	6	3	3	8.688

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Family security low ed high ed	5 3	4 0	7 4	5 5	10 6	7 5	9 13	6 11	7 7	6 8	8 1-	8 7	1 3	5 6	6 3	4 1	6 2	0 1	8.417 8.571
Freedom low ed high ed	10 3	7 3	8 4	7 5	8 7	5 9	9 8	10 7	4 3	6 11	8 5	5 6	2 7	3 3	4 5	3 2	4 3	2 4	7.333 9.0
Happiness low ed high ed	6 4	10 8	8 7	7 9	6 10	5 2	4 14	6 8	6 6	9 3	5 4	6 4	6 3	8 4	5 5	3 2	2 2	3 0	8.583 7.036
Inner harmony low ed high ed	1 0	4 0	4 1	2 1	1 1	0 4	5 3	5 6	9 5	6 3	7 6	8 10	12 10	11 12	8 10	10 9	9 10	3 4	12.542 13.250
Mature love low ed high ed	0 0	1 1	3 1	5 3	3 2	6 9	5 5	7 3	4 8	3 6	7 7	2 3	6 7	8 7	15 13	7 6	10 12	13 2	13.563 12.333
National security low ed high ed	5 3	3 6	5 4	7 4	6 5	4 4	4 5	8 7	8 8	5 2	4 6	4 5	10 7	5 3	4 4	9 8	7 8	7 6	10.0 10.250

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Pleasure low ed high ed	24 20	13 13	12 19	5 10	6 9	4 3	2 5	6 0	6 2	6 2	3 0	4 3	5 1	2 2	2 1	2 1	1 2	2 2	4.20 3.263
Salvation low ed high ed	2 2	1 0	1 0	0 0	1 2	3 2	2 2	3 3	6 5	2 2	3 1	2 10	3 2	4 6	9 5	7 7	16 6	40 40	16.719 16.286
Self-respect low ed high ed	3 0	2 2	2 3	3 1	4 2	6 6	6 4	12 10	8 4	6 8	11 5	5 10	3 5	14 7	6 5	8 13	4 5	2 5	10.545 11.750
Social recognition low ed high ed	5 5	7 10	8 7	13 10	7 14	8 9	9 5	2 5	5 5	4 3	3 5	11 4	3 5	2 4	9 2	2 0	4 0	3 2	7.0 5.667
True friend- ship low ed high ed	0 1	2 2	1 1	3 4	7 6	9 3	5 7	4 5	7 7	8 10	6 6	13 5	6 8	4 10	6 5	11 10	9 4	4 1	11.538 10.750
Wisdom low ed high ed	10 5	10 1	8 0	5 1	3 4	6 5	2 2	2 3	2 5	5 8	10 12	3 4	8 8	7 6	9 5	6 7	5 11	4 8	10.40 11.875

Frequencies for Program Preference by Low and High TV Viewers

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Adam-12																			
low viewers	1	4	1	2	3	3	3	8	8	4	7	6	5	15	13	8	9	5	13.0
high viewers	2	2	5	3	2	8	7	8	7	6	9	4	6	9	6	3	4	4	10.083
All in the Family																			
low viewers	5	4	12	10	16	10	4	11	3	5	3	2	5	2	3	3	3	4	6.050
high viewers	5	8	9	5	4	9	4	8	5	3	2	4	6	5	5	2	4	7	7.938
Carol Burnett																			
low viewers	0	5	1	6	7	8	4	8	8	8	11	8	7	7	6	6	3	2	10.188
high viewers	4	3	1	7	5	2	3	3	4	6	8	8	10	5	7	6	9	4	11.688
CBS News																			
Walter Cronkite																			
low viewers	36	13	15	11	7	5	4	2	4	1	1	0	0	0	1	1	3	1	2.733
high viewers	17	18	9	9	9	3	2	4	6	4	1	2	2	2	1	4	1	1	3.889
11 PM																			
local news																			
low viewers	6	17	13	14	7	4	8	4	4	7	2	4	4	0	3	3	2	3	4.857
high viewers	3	6	13	5	6	3	6	5	11	2	7	7	3	2	3	4	7	2	8.545
Hawaii Five O																			
low viewers	3	2	2	3	6	4	7	9	14	13	6	10	10	7	5	1	2	1	9.692
high viewers	1	1	7	8	8	10	7	4	7	11	3	6	5	5	2	3	2	5	8.714

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Johnny Carson																			
low viewers	2	5	0	2	10	12	11	6	9	4	7	5	4	5	6	9	5	3	9.0
high viewers	1	2	2	10	5	7	8	7	11	2	3	4	3	6	7	1	2	14	9.0
Hollywood																			
Squares																			
low viewers	0	1	2	2	1	4	5	7	2	9	7	11	5	9	7	14	7	12	12.80
high viewers	3	1	2	2	3	3	5	6	4	4	6	10	9	8	5	14	5	4	12.350
Kojak																			
low viewers	2	2	5	6	4	3	10	8	7	9	11	9	7	5	6	5	2	4	10.111
high viewers	4	3	5	4	5	9	6	9	9	4	6	7	6	4	2	4	5	3	8.778
Let's Make a																			
Deal																			
low viewers	0	0	1	1	1	2	4	2	12	4	4	7	6	9	8	11	10	23	14.444
high viewers	1	3	0	6	3	0	4	5	4	3	6	4	6	13	9	7	9	12	13.692
Mary Tyler Moore																			
low viewers	5	9	6	9	13	8	6	4	4	4	8	6	5	5	7	0	4	2	6.917
high viewers	2	0	6	4	5	5	10	8	5	7	5	7	9	6	5	5	3	3	9.857
M*A*S*H																			
low viewers	8	10	10	12	7	9	6	9	2	3	1	1	11	4	3	3	3	3	6.111
high viewers	9	16	10	9	9	4	3	8	0	4	7	4	1	3	3	1	3	0	4.889

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Medical Center																			
low viewers	1	0	1	5	9	5	3	7	8	8	6	7	11	7	4	11	6	6	11.417
high viewers	1	3	1	5	6	3	8	7	6	9	8	10	5	4	7	4	4	4	10.333
Price Is Right																			
low viewers	0	0	1	2	0	2	4	7	2	7	7	5	3	9	11	12	27	6	14.818
high viewers	0	1	5	3	8	2	3	3	5	6	6	5	7	4	10	10	12	5	12.571
60 Minutes																			
low viewers	24	21	25	9	2	6	4	0	1	2	3	0	0	1	1	4	1	1	2.80
high viewers	31	18	9	5	2	7	0	5	1	5	0	1	2	1	3	1	2	2	2.417
Sonny and Cher																			
low viewers	7	2	3	2	3	4	4	5	7	8	10	11	4	8	8	3	9	14	11.909
high viewers	0	0	1	2	3	4	6	1	4	8	9	8	10	7	9	11	5	7	12.650
Star Trek																			
low viewers	3	4	3	5	5	5	3	5	2	4	9	4	12	8	9	7	6	11	12.542
high viewers	4	2	2	2	7	7	1	3	1	7	5	3	4	6	6	12	12	11	13.375
Waltons																			
low viewers	8	5	5	4	4	11	15	3	9	5	2	9	6	4	4	4	3	4	7.667
high viewers	7	9	8	7	5	7	12	1	3	4	4	1	1	5	5	4	5	7	6.875

Frequencies of Program Preferences by Self Esteem Score

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Adam-12																			
low S.E.	2	1	4	3	2	9	6	10	6	4	9	1	4	11	10	7	6	3	10.722
high S.E.	1	5	2	2	3	2	4	6	9	6	7	9	7	13	9	4	7	6	11.944
All in the Family																			
low S.E.	6	7	9	5	10	6	5	11	3	6	3	3	3	5	4	3	3	6	7.591
high S.E.	4	5	12	10	10	13	3	8	5	2	2	3	8	2	4	2	4	5	6.269
Carol Burnett																			
low S.E.	4	4	2	7	6	4	1	6	7	7	8	5	6	6	7	8	7	3	10.625
high S.E.	0	4	0	6	6	6	6	5	5	7	11	11	11	6	6	4	5	3	11.045
CBS News																			154
Walter Cronkite																			
low S.E.	25	15	12	10	9	3	2	4	5	3	0	0	1	1	1	2	3	2	3.250
high S.E.	28	16	12	10	7	5	4	2	5	2	2	2	1	1	1	3	1	0	3.083
11 PM																			
local news																			
low S.E.	4	11	11	8	7	4	6	5	7	5	6	8	3	2	3	4	3	1	7.167
high S.E.	5	12	15	11	6	3	8	4	8	4	3	3	4	0	3	3	6	4	6.167
Hawaii Five O																			
low S.E.	3	2	4	5	8	6	9	8	13	8	6	2	9	5	4	1	3	2	8.808
high S.E.	1	1	5	6	6	8	5	5	8	16	3	14	6	7	3	3	1	4	9.875

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Johnny Carson																			
low S.E.	2	2	1	6	4	10	9	6	9	3	5	5	4	8	7	7	2	8	9.50
high S.E.	1	5	1	6	11	9	10	7	11	3	5	4	3	3	6	3	5	9	8.591
Hollywood																			
Squares																			
low S.E.	1	2	3	3	4	3	7	3	4	9	7	14	7	4	4	11	7	5	11.714
high S.E.	2	0	1	1	0	4	3	10	2	4	6	7	7	13	8	17	6	11	13.808
Kojak																			
low S.E.	6	2	6	4	4	7	5	9	8	5	7	10	9	3	3	5	1	4	9.250
high S.E.	0	3	4	6	5	5	11	8	8	8	10	6	4	6	5	4	6	3	9.625
Let's Make a																			
Deal																			
low S.E.	1	2	1	2	3	1	3	4	6	5	3	5	8	11	8	6	10	19	13.995
high S.E.	0	1	0	5	1	1	5	3	10	2	7	6	4	11	9	12	9	16	14.045
Mary Tyler Moore																			
low S.E.	3	3	8	6	8	4	10	6	3	6	4	6	10	7	6	2	4	2	8.833
high S.E.	4	6	4	7	10	9	6	6	6	5	9	7	4	4	6	3	3	3	8.333
M*A*S*H																			
low S.E.	8	17	6	9	8	4	3	7	2	4	2	4	6	5	5	2	5	1	5.750
high S.E.	9	9	14	12	8	9	6	10	1	3	6	1	6	2	1	2	1	2	5.375

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Medical Center																			
low S.E.	0	1	2	4	8	6	5	5	9	9	9	9	9	4	6	5	6	0	10.50
high S.E.	2	2	0	6	7	2	6	9	5	8	5	8	7	7	5	10	4	9	11.30
Price Is Right																			
low S.E.	0	0	5	3	4	2	4	4	3	3	10	3	6	9	10	10	15	7	13.722
high S.E.	0	1	1	2	4	2	3	6	4	10	3	7	4	4	11	12	24	4	14.500
60 Minutes																			
low S.E.	22	18	12	1	2	9	3	4	0	5	2	1	0	1	2	2	2	2	3.250
high S.E.	33	21	22	3	2	4	1	1	2	2	1	0	2	1	2	3	1	1	2.357
Sonny and Cher																			
low S.E.	0	2	1	1	3	4	7	2	5	7	8	11	3	7	8	7	8	14	12.318
high S.E.	0	0	3	3	3	4	3	4	6	9	11	8	11	8	9	7	6	7	12.125
Star Trek																			
low S.E.	5	2	3	4	6	6	2	3	1	5	7	4	7	4	7	12	9	11	12.643
high S.E.	2	4	2	3	6	6	2	5	2	6	7	3	9	10	8	7	9	11	12.833
Waltons																			
low S.E.	6	8	8	8	2	10	11	0	6	4	2	7	3	5	3	4	4	7	7.136
high S.E.	9	6	5	3	7	8	16	4	6	5	4	3	4	4	6	4	4	4	7.313

Frequencies for Program Preferences by High and Low TV Attitudes

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Adam-12																			
low att.	2	2	3	2	4	4	4	9	7	7	9	4	1	12	15	5	9	5	11.389
high att.	1	4	3	3	1	7	6	7	8	3	7	6	10	12	4	6	4	4	11.214
All in the																			
Family																			
low att.	5	4	10	7	13	10	6	12	3	3	3	4	4	2	5	4	4	5	7.0
high att.	5	8	11	8	7	9	2	7	5	5	2	2	7	5	3	1	3	6	6.5
Carol Burnett																			
low att.	0	4	2	5	6	6	5	9	5	11	11	8	5	5	8	5	6	3	10.409
high att.	4	4	0	8	6	4	2	2	7	3	8	8	12	7	5	7	6	3	11.5
CBS News																			
Walter Cronkite																			
low att.	30	16	12	12	9	5	3	2	4	2	1	0	1	2	1	1	2	1	3.0
high att.	23	15	12	8	7	3	3	4	6	3	1	2	1	0	1	4	2	1	3.333
11 PM																			
local news																			
low att.	4	14	13	12	8	3	9	4	8	5	5	5	4	0	4	2	4	0	5.833
high att.	5	9	13	7	5	4	5	5	7	4	4	6	3	2	2	5	5	5	7.5
Hawaii Five O																			
low att.	2	0	3	4	7	7	8	4	10	13	5	11	11	7	3	2	2	5	10.038
high att.	2	3	6	7	7	7	6	9	11	11	4	5	4	5	4	2	2	1	8.591

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Johnny Carson																			
low att.	0	4	1	3	11	14	11	6	8	3	7	5	5	6	6	7	3	4	8.750
high att.	3	3	1	9	4	5	8	7	12	3	3	4	2	5	7	3	4	13	9.167
Hollywood																			
Squares																			
low att.	0	1	1	0	1	3	3	8	6	9	7	14	8	7	6	16	6	8	12.429
high att.	3	1	3	4	3	4	7	5	0	4	6	7	6	10	6	12	7	8	12.667
Kojak																			
low att.	4	3	3	4	3	6	11	7	12	7	10	9	5	5	4	5	4	2	9.417
high att.	2	2	7	6	6	6	5	10	4	6	7	7	8	4	4	4	3	5	9.5
Let's Make a																			
Deal																			
low att.	1	2	0	3	2	0	2	2	8	4	3	7	6	13	8	12	7	24	14.423
high att.	0	1	1	4	2	2	6	5	8	3	7	4	6	9	9	6	12	11	13.333
Mary Tyler Moore																			
low att.	3	6	8	8	10	7	9	9	5	8	7	5	6	3	4	2	3	1	7.611
high att.	4	3	4	5	8	6	7	3	4	3	6	8	8	8	8	3	4	4	10.667
M*A*S*H																			
low att.	11	16	11	17	5	9	3	8	1	0	2	3	7	3	1	2	2	3	4.324
high att.	6	10	9	4	11	4	6	9	2	7	6	2	5	4	5	2	4	0	7.167

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Medical Center low att. high att.	0 2	1 2	0 2	6 4	10 5	3 5	1 10	5 9	4 10	10 7	10 4	10 7	13 3	5 6	6 5	8 7	4 6	8 2	11.7 9.4
Price Is Right low att. high att.	0 0	1 0	3 3	4 1	1 7	2 2	3 4	4 6	2 5	3 10	8 5	4 6	7 3	7 6	12 9	10 12	28 11	5 6	14.75 12.333
60 Minutes low att. high att.	30 25	19 20	25 9	6 8	3 1	5 8	3 1	3 2	1 1	2 5	1 2	0 1	1 1	0 2	0 4	2 3	2 1	1 2	2.620 2.833
Sonny and Cher low att. high att.	0 0	2 0	3 1	2 2	1 5	4 4	5 5	4 2	9 2	11 5	8 11	6 13	4 10	9 6	10 7	5 9	8 6	13 8	12.0 12.346
Star Trek low att. high att.	4 3	5 1	2 3	3 4	6 6	6 6	2 2	5 3	3 0	3 8	6 6	4 3	13 3	11 3	6 9	10 9	6 12	9 13	12.731 12.823
Waltons low att. high att.	7 8	5 9	4 9	7 4	4 5	10 8	7 11	8 2	9 4	10 6	11 5	12 5	3 4	7 2	5 4	6 2	4 4	7 4	7.438 6.955

Frequencies for Program Preferences by Sex

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Adam-12																			
male	3	3	4	3	2	6	3	6	11	3	9	6	8	10	6	1	6	4	10.833
female	0	3	2	2	3	5	7	10	4	7	7	4	3	14	13	10	7	5	12.250
All in the																			
Family																			
male	5	7	11	9	8	11	6	11	3	4	1	0	2	3	4	3	2	4	6.136
female	5	5	10	6	12	8	2	8	5	4	4	6	9	4	4	2	5	7	8.125
Carol Burnett																			
male	0	2	1	3	8	5	3	3	10	7	13	7	7	6	6	4	6	3	10.885
female	4	6	1	10	4	5	4	8	2	7	6	9	10	6	7	8	6	3	10.833
CBS News																			
Walter Cronkite																			
male	28	17	10	11	6	2	2	3	3	2	1	1	0	0	1	3	3	1	2.70
female	25	14	14	9	10	6	4	3	7	3	1	1	2	2	1	2	1	1	3.50
11 PM																			
local news																			
male	1	10	19	10	4	3	6	2	6	4	6	7	5	0	2	3	4	2	6.50
female	8	13	7	9	9	4	8	7	9	4	3	4	2	2	4	4	5	3	6.875
Hawaii Five O																			
male	2	3	3	7	8	7	8	7	4	13	3	8	5	6	4	3	1	2	9.0
female	2	0	6	4	6	7	6	6	17	11	6	8	10	6	3	1	3	4	9.441

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Johnny Carson																			
male	0	3	1	8	9	9	7	7	12	1	5	3	5	5	6	4	3	6	8.750
female	3	4	1	4	6	10	12	6	8	5	5	6	2	6	7	6	4	11	9.375
Hollywood Squares																			
male	1	0	1	2	1	1	5	6	1	8	4	10	8	10	8	15	5	8	13.375
female	2	2	3	2	3	6	5	7	5	5	9	11	6	7	4	13	8	8	11.864
Kojak																			
male	4	3	5	4	4	6	8	6	12	8	9	6	4	4	1	4	4	2	9.083
female	2	2	5	6	5	6	8	11	4	5	8	10	9	5	7	5	3	5	10.30
Let's Make a Deal																			
male	0	1	0	4	1	2	3	2	7	3	3	8	7	14	8	9	7	15	13.929
female	1	2	1	3	3	0	5	5	9	4	7	3	5	8	9	9	12	20	14.125
Mary Tyler Moore																			
male	2	4	1	4	12	8	7	7	6	5	7	3	6	4	6	2	5	5	8.833
female	5	5	11	9	6	5	9	5	3	6	6	10	8	7	6	3	2	0	8.100
M*A*S*H																			
male	9	9	10	12	7	5	8	9	0	4	5	3	5	2	2	2	1	1	5.50
female	8	17	10	9	9	8	1	8	3	3	3	2	7	5	4	2	5	2	5.50

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Medical Center																			
male	1	1	0	2	3	2	3	9	5	6	6	10	12	5	6	8	7	8	12.40
female	1	2	2	8	12	6	8	5	9	11	8	7	4	6	5	7	3	2	9.50
Price Is Right																			
male	0	0	2	1	3	2	5	4	2	4	5	5	6	5	12	14	20	4	14.750
female	0	1	4	4	5	2	2	6	5	9	8	5	4	8	9	8	19	7	13.0
60 Minutes																			
male	30	22	17	5	2	4	1	2	1	2	0	0	1	2	2	0	1	2	2.273
female	25	17	17	9	2	9	3	3	1	5	3	1	1	0	2	5	2	1	3.147
Sonny and Cher																			
male	0	1	2	3	5	5	6	3	3	9	7	9	4	7	9	6	6	9	11.833
female	0	1	2	0	1	3	4	3	8	7	12	10	10	8	8	8	8	12	12.60
Star Trek																			
male	4	4	1	4	8	7	3	4	1	5	7	3	5	5	7	7	8	11	11.357
female	3	2	4	3	4	5	1	4	2	6	7	4	11	9	8	12	10	11	13.227
Waltons																			
male	4	5	6	3	3	9	10	2	6	6	3	5	4	6	4	6	5	7	9.333
female	11	9	7	8	6	9	17	2	6	3	3	5	3	3	5	2	3	4	6.676

Frequencies for Program Preferences by Education

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Adam-12 low ed high ed	3 0	5 1	5 1	3 2	3 2	8 3	8 2	12 4	7 8	7 3	8 8	3 7	6 5	10 14	5 14	5 6	4 9	3 6	9.286 13.607
All in the Family low ed high ed	5 5	9 3	10 11	9 6	8 12	7 12	4 4	12 7	4 4	4 4	3 2	3 3	6 5	3 4	4 4	2 3	6 1	6 5	7.542 6.375
Carol Burnett low ed high ed	3 1	4 4	2 0	7 6	6 6	4 6	4 3	4 7	5 7	9 5	9 10	11 5	7 10	7 5	8 5	6 6	8 4	1 5	11.0 10.750
CBS News Walter Cronkite low ed high ed	23 30	17 14	11 13	11 9	6 10	2 6	3 3	3 3	9 1	4 1	2 0	1 1	2 0	1 1	1 1	5 0	3 1	1 1	3.636 2.769
11 PM local news low ed high ed	6 3	10 13	8 18	11 8	6 7	2 5	6 8	6 3	9 6	5 4	7 2	5 6	3 4	2 0	3 3	5 2	7 2	4 1	8.083 5.286
Hawaii Five O low ed high ed	3 1	3 0	6 3	5 6	9 5	6 8	7 7	5 8	12 9	14 10	3 6	8 8	6 9	7 5	1 6	1 3	3 1	6 0	9.208 9.550

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Johnny Carson																			
low ed	0	4	1	5	8	10	9	6	7	3	3	4	3	9	10	6	3	14	10.333
high ed	3	3	1	7	7	9	10	7	13	3	7	5	4	2	3	4	4	3	8.538
Hollywood Squares																			
low ed	3	2	1	4	4	3	6	5	4	6	6	14	10	5	6	10	10	6	12.107
high ed	0	0	3	0	0	4	4	8	2	7	7	7	4	12	6	18	3	10	13.625
Kojak																			
low ed	4	2	8	6	5	8	4	8	9	6	4	7	11	5	5	5	4	4	9.333
high ed	2	3	2	4	4	4	12	9	7	7	13	9	2	4	3	4	3	3	9.571
Let's Make a Deal																			
low ed	1	3	1	5	3	2	6	5	9	4	5	6	5	10	10	11	7	12	13.0
high ed	0	0	0	2	1	0	2	2	7	3	5	5	7	12	7	7	12	23	14.714
Mary Tyler Moore																			
low ed	3	3	7	5	5	7	9	8	3	4	5	9	10	9	10	2	3	3	10.125
high ed	4	6	5	8	13	6	7	4	6	7	8	4	4	2	2	3	4	2	7.286
M*A*S*H																			
low ed	8	10	8	11	9	5	6	8	2	3	6	3	6	6	4	4	4	2	6.750
high ed	9	16	12	10	7	8	3	9	1	4	2	2	6	1	2	0	2	1	4.571

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>Median</u>
Medical Center																			
low ed	1	3	1	6	11	8	4	6	7	9	8	9	5	4	5	7	4	7	10.111
high ed	1	0	1	4	4	0	7	8	7	8	6	8	11	7	6	8	6	3	11.688
Price Is Right																			
low ed	0	1	5	4	7	1	4	8	5	8	10	5	7	6	7	10	13	4	11.450
high ed	0	0	1	1	1	3	3	2	2	5	3	5	3	7	14	12	26	7	15.321
60 Minutes																			
low ed	26	15	17	5	2	8	4	3	1	6	3	1	1	2	4	4	2	1	3.176
high ed	29	24	17	9	2	5	0	2	1	1	0	0	1	0	0	1	1	2	2.271
Sonny and Cher																			
low ed	0	1	3	1	5	4	5	3	6	4	12	10	7	6	9	9	7	13	12.350
high ed	0	1	1	3	1	4	5	3	5	12	7	9	7	9	8	5	7	8	12.111
Star Trek																			
low ed	3	1	3	4	6	6	3	2	1	5	6	3	8	10	8	11	13	12	13.650
high ed	4	5	2	3	6	6	1	6	2	6	8	4	8	4	7	8	5	10	11.313
Waltons																			
low ed	12	12	8	4	2	13	13	1	5	4	5	3	2	3	5	3	4	6	6.615
high ed	3	2	5	7	7	5	14	3	7	5	1	7	5	6	4	5	4	5	8.714

APPENDIX F

Other Frequency Distributions

Frequencies on TV Viewing Hours for all Respondents

Range=0-69 hours Mean=22.8 Median=19.083 Mode=18

<u>Hours</u>	<u>Frequency</u>	<u>Hours</u>	<u>Frequency</u>
0	1	48	1
1	1	50	1
2	4	53	1
3	2	55	1
4	4	59	2
5	2	60	1
6	4	62	1
7	5	64	1
8	5	68	1
9	7	69	1
10	5		
11	3		
12	8		
13	6		
14	7		
15	5		
16	5		
17	6		
18	13		
19	12		
20	5		
21	5		
22	6		
24	2		
25	6		
26	1		
27	4		
28	8		
29	2		
30	3		
31	5		
32	3		
34	3		
35	2		
36	3		
37	6		
38	4		
39	1		
40	3		
41	3		
42	3		
43	1		
44	1		
45	1		
46	2		
47	1		

Frequencies Television Attitudes on all Respondents

Range=24-84

Mean=49.695

Median=48.1

Mode=47

<u>Score</u>	<u>Frequency</u>	<u>Score</u>	<u>Frequency</u>
24	1	74	2
25	1	75	1
26	2	76	1
27	2	78	2
28	2	81	2
29	2	84	1
30	2		
31	2		
32	1		
33	2		
34	2		
35	2		
36	6		
37	4		
38	4		
39	6		
40	3		
41	7		
42	5		
43	6		
44	6		
45	7		
46	8		
47	11		
48	10		
49	5		
50	4		
51	4		
52	7		
53	6		
54	4		
55	3		
56	1		
57	7		
58	10		
59	7		
60	4		
61	4		
63	2		
64	2		
65	1		
66	2		
68	3		
69	2		
70	2		
72	2		
73	1		

Frequencies on Self Esteem Measure on all Respondents

Range=40-105

Mean=79.355

Median=80.75

Mode=77

<u>Score</u>	<u>Frequency</u>	<u>Score</u>	<u>Frequency</u>
40	1	100	1
45	1	102	3
49	3	103	1
51	1	105	2
53	1		
54	1		
57	3		
58	2		
59	1		
60	1		
61	2		
62	8		
63	2		
65	2		
66	4		
67	3		
68	5		
69	4		
70	2		
71	3		
72	9		
73	3		
74	5		
75	2		
76	4		
77	12		
78	3		
79	4		
80	6		
81	8		
82	8		
83	4		
84	9		
85	8		
86	5		
87	7		
88	6		
89	3		
91	4		
92	5		
93	5		
94	6		
95	5		
96	1		
97	7		
98	2		
99	2		

Frequencies on Highest Grade Completed (Education)

Range=8-20 Mean=14.3 Median=14.315 Mode=16

<u>Grade</u>	<u>Frequency</u>
8	1
9	1
10	8
11	4
12	49
13	15
14	27
15	11
16	53
17	20
18	5
19	5
20	1

APPENDIX G

Median Rankings for Value

Surveys and Program Preferences

Cross Tabulated by Control Variables

Personal Terminal Values Medians and Composite Ranks
for Low and High TV Viewers

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
A comfortable life	13.9	(16)	11.8	(12)	.01
An exciting life	12.7	(13)	13.9	(16)	
A sense of accomplishment	8.8	(9)	8.6	(8.5)	
A world at peace	11.0	(11)	8.6	(8.5)	.01
A world of beauty	12.6	(12)	11.9	(13)	
Equality	10.0	(10)	10.2	(11)	
Family security	6.3	(3.5)	4.8	(1)	
Freedom	6.3	(3.5)	6.6	(4)	
Happiness	7.0	(7)	4.9	(2)	.01
Inner harmony	5.6	(2)	7.3	(5)	
Mature love	7.4	(8)	10.0	(10)	
National security	14.2	(17)	13.3	(15)	
Pleasure	13.1	(14)	12.4	(14)	
Salvation	13.2	(15)	14.3	(17)	
Self-respect	5.3	(1)	6.2	(3)	
Social recognition	15.7	(18)	14.4	(18)	
True friendship	6.4	(5.5)	7.4	(6)	.05
Wisdom	6.4	(5.5)	8.2	(7)	.05

*Median test - significance is less than or equal to p

Personal Terminal Values Medians and Composite Ranks
for Low and High Self Esteem

<u>N=200</u>	<u>Low</u>	<u>n=98</u>	<u>High</u>	<u>n=102</u>	<u>p*</u>
A comfortable life	11.6	(13)	13.8	(15.5)	.05
An exciting life	13.9	(17)	12.7	(13)	
A sense of accomplishment	8.8	(8.5)	10.8	(10)	
A world at peace	8.8	(8.5)	10.8	(10)	.05
A world of beauty	12.3	(12)	12.5	(12)	
Equality	10.0	(11)	10.8	(10)	
Family security	5.3	(1)	5.5	(1)	
Freedom	6.9	(5)	5.9	(3)	
Happiness	5.7	(2)	6.6	(5)	
Inner harmony	6.0	(3.5)	7.3	(7)	
Mature love	9.6	(10)	8.0	(8)	
National security	13.0	(15)	14.5	(18)	.05
Pleasure	12.7	(14)	12.9	(14)	
Salvation	13.3	(16)	13.8	(15.5)	
Self-respect	6.0	(3.5)	5.6	(2)	
Social recognition	15.6	(18)	14.3	(17)	
True friendship	7.2	(6)	6.7	(6)	
Wisdom	8.0	(7)	6.4	(4)	

*Median test - significance is less than or equal to p

Personal Terminal Values Medians and Composite Ranks
for Low and High TV Attitudes

<u>N=200</u>	<u>Low</u>	<u>n=104</u>	<u>High</u>	<u>n=96</u>	<u>p*</u>
A comfortable life	13.8	(14.5)	11.9	(12)	.01
An exciting life	12.8	(13)	13.8	(17)	
A sense of accomplishment	8.3	(9)	8.9	(9)	
A world at peace	10.5	(11)	8.7	(8)	
A world of beauty	11.9	(12)	12.6	(15)	
Equality	10.1	(10)	10.1	(11)	
Family security	6.1	(4)	4.7	(1)	
Freedom	6.2	(5)	7.0	(6)	
Happiness	5.2	(2)	6.6	(3.5)	
Inner harmony	5.7	(3)	6.9	(5)	
Mature love	7.8	(8)	9.3	(10)	
National security	14.0	(16)	13.4	(16)	
Pleasure	13.8	(14.5)	12.0	(13)	.01
Salvation	16.0	(18)	12.3	(14)	
Self-respect	5.0	(1)	6.4	(2)	
Social recognition	15.4	(17)	15.0	(18)	
True friendship	6.9	(6)	6.6	(3.5)	
Wisdom	7.0	(7)	7.8	(7)	

*Median test - significance is less than or equal to p

Personal Terminal Values Medians and Composite Ranks
for Males and Females

<u>N=200</u>	<u>Males</u>	<u>n=94</u>	<u>Females</u>	<u>n=106</u>	<u>p*</u>
A comfortable life	11.6	(12)	13.2	(14)	
An exciting life	13.1	(14.5)	13.5	(15.5)	
A sense of accomplishment	7.9	(8)	9.5	(10)	
A world at peace	11.0	(11)	8.2	(8)	.05
A world of beauty	13.1	(14.5)	10.5	(12)	.01
Equality	10.1	(10)	10.1	(11)	
Family security	5.7	(2)	4.9	(1)	
Freedom	6.3	(4)	6.7	(5)	
Happiness	5.6	(1)	6.3	(3)	
Inner harmony	6.7	(6)	6.4	(4)	
Mature love	8.0	(9)	9.2	(9)	
National security	13.8	(16)	13.5	(15.5)	
Pleasure	11.7	(13)	13.6	(17)	.05
Salvation	14.1	(17)	12.0	(13)	
Self-respect	6.0	(3)	5.5	(2)	
Social recognition	14.6	(18)	15.7	(18)	
True friendship	6.8	(7)	6.9	(6)	
Wisdom	6.5	(5)	7.9	(7)	

*Median test - significance less than or equal to p

Personal Terminal Values Medians and Composite Ranks
for Low and High Education

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
A comfortable life	12.0	(13)	13.8	(15)	.01
An exciting life	14.4	(17)	12.1	(13)	.01
A sense of accomplishment	9.4	(9)	7.5	(9)	
A world at peace	8.7	(8)	10.4	(11)	
A world of beauty	13.1	(16)	11.1	(12)	
Equality	10.6	(12)	9.8	(10)	
Family security	4.6	(1)	6.6	(5)	.05
Freedom	6.4	(3)	6.7	(6)	
Happiness	5.3	(2)	6.8	(7)	
Inner harmony	7.2	(5)	5.3	(2)	
Mature love	9.7	(10)	6.4	(3.5)	
National security	13.0	(15)	14.6	(17)	.05
Pleasure	12.3	(14)	13.1	(14)	
Salvation	9.8	(11)	16.5	(18)	.01
Self-respect	6.9	(4)	4.2	(1)	.01
Social recognition	15.6	(18)	14.4	(16)	
True friendship	8.0	(6.5)	6.4	(3.5)	.001
Wisdom	8.0	(6.5)	6.9	(8)	

*Median test - significance is less than or equal to p

Personal Instrumental Value Medians and Composite Ranks
for Low and High TV Viewing

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
Ambitious	9.3	(10)	9.1	(9)	
Broadminded	8.8	(8.5)	7.9	(5)	
Capable	8.3	(5)	8.8	(8)	
Cheerful	10.5	(11)	8.6	(7)	.05
Clean	13.6	(17)	10.6	(13)	.05
Courageous	8.8	(8.5)	10.4	(12)	
Forgiving	8.5	(6)	7.8	(4)	
Helpful	8.4	(4)	9.3	(10.5)	
Honest	2.8	(1)	3.2	(1)	
Imaginative	11.8	(15)	13.4	(17)	.05
Independent	8.6	(7)	8.3	(6)	
Intellectual	10.7	(12)	12.8	(16)	
Logical	10.9	(13)	11.1	(15)	
Loving	5.2	(2)	5.4	(2)	
Obedient	16.0	(18)	15.9	(18)	
Polite	13.5	(16)	11.0	(14)	.01
Responsible	5.9	(3)	6.2	(3)	
Self-controlled	11.1	(14)	9.3	(10.5)	

*Median test - significance is less than or equal to p

Personal Instrumental Value Medians and Composite Ranks
for Low and High Self Esteem

<u>N=200</u>	<u>Low</u>	<u>n=98</u>	<u>High</u>	<u>n=102</u>	<u>p*</u>
Ambitious	8.9	(9)	9.6	(10.5)	
Broadminded	8.4	(6)	8.3	(4)	
Capable	8.2	(5)	8.9	(8)	
Cheerful	9.6	(10)	9.6	(10.5)	
Clean	11.7	(14)	13.6	(17)	.05
Courageous	10.7	(12.5)	8.8	(6.5)	
Forgiving	6.9	(4)	9.0	(9)	.05
Helpful	8.8	(8)	8.8	(6.5)	
Honest	2.7	(1)	3.5	(1)	.05
Imaginative	12.5	(17)	12.6	(16)	
Independent	8.5	(7)	8.5	(5)	
Intellectual	12.1	(15)	11.8	(14)	
Logical	10.7	(12.5)	11.4	(13)	
Loving	5.8	(2)	4.8	(2)	
Obedient	15.8	(18)	16.0	(18)	
Polite	12.4	(16)	12.3	(15)	
Responsible	6.0	(3)	6.1	(3)	
Self-controlled	10.1	(11)	10.3	(12)	

*Median test - significance less than or equal to p

Personal Instrumental Value Medians and Composite Ranks
for Low and High TV Attitudes

<u>N=200</u>	<u>Low</u>	<u>n=104</u>	<u>High</u>	<u>n=96</u>	<u>p*</u>
Ambitious	9.9	(10.5)	8.6	(7)	
Broadminded	8.6	(7)	8.1	(5)	
Capable	8.1	(5.5)	9.1	(8)	
Cheerful	9.9	(10.5)	9.3	(9.5)	
Clean	13.2	(17)	11.7	(14)	
Courageous	9.3	(9)	10.5	(12)	
Forgiving	8.1	(5.5)	8.2	(6)	
Helpful	8.0	(4)	9.8	(11)	
Honest	3.1	(1)	2.9	(1)	
Imaginative	11.4	(14)	13.7	(17)	.01
Independent	9.1	(8)	7.6	(4)	
Intellectual	12.1	(15)	11.8	(15.5)	
Logical	11.0	(12)	11.1	(13)	
Loving	5.3	(2)	5.4	(2)	
Obedient	16.5	(18)	15.5	(18)	
Polite	12.8	(16)	11.8	(15.5)	
Responsible	5.8	(3)	6.4	(3)	
Self-controlled	11.3	(13)	9.3	(9.5)	

*Median test - significance is less than or equal to p

Personal Instrumental Value Medians and Composite Ranks
for Males and Females

<u>N=200</u>	<u>Male</u>	<u>n=105</u>	<u>Female</u>	<u>n=95</u>	<u>p*</u>
Ambitious	8.7	(6.5)	10.1	(10)	
Broadminded	8.7	(6.5)	8.1	(7)	
Capable	8.3	(5)	8.6	(8)	
Cheerful	10.8	(13)	7.9	(6)	.01
Clean	12.5	(16)	12.4	(15)	
Courageous	8.8	(8.5)	10.3	(11)	
Forgiving	8.8	(8.5)	7.5	(4)	
Helpful	9.9	(12)	7.6	(5)	
Honest	3.3	(1)	2.8	(1)	
Imaginative	12.3	(15)	12.8	(16)	
Independent	7.9	(4)	8.8	(9)	
Intellectual	11.7	(14)	12.1	(14)	
Logical	9.2	(10)	13.1	(17)	.001
Loving	7.2	(3)	4.3	(2)	
Obedient	15.7	(18)	16.1	(18)	
Polite	12.8	(17)	12.0	(13)	
Responsible	6.3	(2)	5.7	(3)	
Self-controlled	9.8	(11)	10.8	(12)	

*Median test - significance is less than or equal to p

Personal Instrumental Value Medians and Composite Ranks
for Low and High Education

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
Ambitious	8.9	(7.5)	10.0	(12)	
Broadminded	9.8	(9)	7.9	(5)	
Capable	10.2	(13)	7.2	(4)	.001
Cheerful	8.9	(7.5)	10.1	(13)	
Clean	10.0	(11)	15.1	(17)	.001
Courageous	10.1	(12)	9.6	(9.5)	
Forgiving	7.2	(4)	9.0	(7)	.05
Helpful	8.3	(4)	9.6	(9.5)	
Honest	2.8	(1)	3.1	(1)	
Imaginative	14.3	(17)	10.4	(14)	.001
Independent	8.1	(5)	8.9	(6)	
Intellectual	14.2	(16)	9.1	(8)	.001
Logical	12.4	(15)	9.7	(11)	.05
Loving	5.3	(2)	5.4	(2)	
Obedient	14.6	(18)	16.9	(18)	.001
Polite	10.3	(14)	13.8	(16)	.001
Responsible	6.8	(3)	5.5	(3)	.05
Self-controlled	9.9	(10)	10.6	(15)	

*Median test - significance less than or equal to p

Television Terminal Values Medians and Composite Ranks
for Low and High Self Esteem

<u>N=200</u>	<u>Low</u>	<u>n=98</u>	<u>High</u>	<u>n=102</u>	<u>p*</u>
A comfortable life	4.8	(3)	4.3	(3)	
An exciting life	4.3	(2)	4.1	(2)	
A sense of accomplishment	9.8	(11)	10.10	(10)	
A world at peace	11.9	(14)	13.8	(17)	
A world of beauty	8.7	(8)	9.8	(8.5)	
Equality	8.9	(9)	9.8	(8.5)	
Family security	8.1	(7)	8.9	(7)	
Freedom	7.0	(4.5)	8.0	(6)	
Happiness	7.9	(6)	7.0	(5)	
Inner harmony	12.6	(16)	13.2	(16)	
Mature love	13.0	(17)	12.9	(15)	
National security	9.1	(10)	11.7	(14)	.05
Pleasure	3.4	(1)	3.6	(1)	
Salvation	16.3	(18)	16.9	(18)	
Self-respect	12.3	(15)	10.1	(11)	.05
Social recognition	7.0	(4.5)	5.8)	(4)	
True friendship	11.5	(13)	11.0	(13)	
Wisdom	11.4	(12)	10.9	(12)	

*Median test - significance less than or equal to p

Television Terminal Values Medians and Composite Ranks
for Low and High Television Viewing

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
A comfortable life	4.2	(2)	4.9	(3)	
An exciting life	4.3	(3)	4.2	(1)	
A sense of accomplishment	10.0	(11)	9.8	(10)	
A world at peace	12.6	(15)	13.6	(17)	
A world of beauty	9.0	(9)	9.7	(9)	
Equality	8.3	(6)	8.1	(8)	
Family security	8.8	(8)	7.9	(7)	
Freedom	8.4	(7)	7.0	(5)	
Happiness	7.8	(5)	7.4	(6)	
Inner harmony	13.4	(17)	12.5	(15)	
Mature love	13.1	(16)	12.9	(16)	
National security	9.7	(10)	10.4	(11)	
Pleasure	3.1	(1)	4.3	(2)	
Salvation	16.4	(18)	16.7	(18)	
Self-respect	11.3	(13)	10.9	(13)	
Social recognition	6.0	(4)	6.8	(4)	
True friendship	10.5	(12)	11.8	(14)	
Wisdom	11.6	(14)	10.8	(12)	

*Median test - significance is less than or equal to p

Television Terminal Values Medians and Composite Ranks
for Low and High Television Attitudes

<u>N=200</u>	<u>Low</u>	<u>n=104</u>	<u>High</u>	<u>n=96</u>	<u>p*</u>
A comfortable life	4.0	(2)	5.1	(3)	
An exciting life	4.1	(3)	4.5	(2)	
A sense of accomplishment	10.0	(11.5)	9.8	(10)	
A world at peace	13.1	(17)	12.5	(15)	
A world of beauty	9.5	(10)	8.8	(9)	
Equality	9.0	(8)	6.9	(4)	.05
Family security	8.5	(7)	8.5	(8)	
Freedom	8.4	(6)	7.5	(6)	
Happiness	7.8	(5)	7.1	(5)	
Inner harmony	12.8	(16)	13.1	(16)	
Mature love	11.5	(14)	13.6	(17)	
National security	9.3	(9)	11.3	(12)	
Pleasure	3.3	(1)	4.2	(1)	
Salvation	16.5	(18)	16.7	(18)	
Self-respect	10.3	(13)	11.6	(13)	
Social recognition	5.3	(4)	7.9	(7)	
True friendship	10.0	(11.5)	11.9	(14)	
Wisdom	12.7	(15)	10.2	(11)	.01

*Median test - significance less than or equal to p

Television Terminal Values Medians and Composite Ranks
for Males and Females

<u>N=200</u>	<u>Male</u>	<u>n=94</u>	<u>Female</u>	<u>n=106</u>	<u>p*</u>
A comfortable life	4.3	(2.5)	4.8	(3)	
An exciting life	4.3	(2.5)	4.2	(1)	
A sense of accomplishment	10.2	(10)	9.7		
A world at peace	13.1	(16.5)	12.4	(15)	
A world of beauty	9.3	(8)	9.2	(10)	
Equality	8.0	(6)	8.3	(7)	
Family security	9.4	(9)	8.0	(6)	
Freedom	8.2	(7)	7.5	(5)	
Happiness	6.3	(5)	8.9	(8)	.01
Inner harmony	12.7	(15)	12.9	(17)	
Mature love	13.1	(16.5)	12.7	(16)	
National security	11.2	(12)	8.9	(9)	
Pleasure	3.1	(1)	4.5	(2)	
Salvation	16.6	(18)	16.4	(18)	
Self-respect	10.6	(11)	11.5	(14)	
Social recognition	6.0	(4)	6.5	(4)	
True friendship	11.9	(14)	10.5	(12)	
Wisdom	11.5	(13)	10.9	(13)	

*Median test - significance is less than or equal to p

Television Terminal Values Medians and Composite Ranks
for Low and High Education

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
A comfortable life	5.6	(2)	3.8	(3)	.05
An exciting life	5.7	(3)	3.2	(1)	.05
A sense of accomplishment	9.7	(10)	10.1	(10)	
A world at peace	12.8	(16)	13.0	(16)	
A world of beauty	9.4	(9)	9.2	(9)	
Equality	7.5	(6)	8.7	(7)	
Family security	8.4	(7)	8.6	(6)	
Freedom	7.3	(5)	9.0	(8)	
Happiness	8.6	(8)	7.0	(5)	
Inner harmony	12.5	(15)	13.3	(17)	
Mature love	13.6	(17)	12.3	(15)	
National security	10.0	(11)	10.3	(11)	
Pleasure	4.2	(1)	3.3	(2)	
Salvation	16.7	(18)	16.3	(18)	
Self-respect	10.5	(13)	11.8	(13)	
Social recognition	7.0	(4)	5.7	(4)	
True friendship	11.5	(14)	10.8	(12)	
Wisdom	10.4	(12)	11.9	(14)	

*Median test - significance less than or equal to p

Program Preferences Medians and Composite Ranks
for Low and High TV Viewers

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
Adam-12	13.0	(16)	10.1	(11)	.01
All in the Family	6.1	(4.5)	7.9	(5)	
Carol Burnett	10.2	(11)	11.7	(13)	.05
CBS News					
Walter Cronkite	2.7	(1)	3.9	(2)	.05
11 PM local news	4.9	(3)	8.5	(6)	.01
Hawaii Five O	9.7	(9)	8.7	(7)	
Johnny Carson	9.0	(8)	9.0	(9)	
Hollywood Squares	12.8	(15)	12.4	(14)	
Kojak	10.1	(10)	8.8	(8)	
Let's Make a Deal	14.4	(17)	13.7	(18)	
Mary Tyler Moore	6.9	(6)	9.8	(10)	.05
M*A*S*H	6.1	(4.5)	4.9	(3)	
Medical Center	11.4	(12)	10.3	(12)	
Price Is Right	14.9	(18)	12.6	(15)	.05
60 Minutes	2.8	(2)	2.4	(1)	
Sonny and Cher	11.9	(13)	12.7	(16)	
Star Trek	12.5	(14)	13.3	(17)	
Waltons	7.7	(7)	6.9	(4)	

*Median test - significance less than or equal to p

Program Preferences Medians and Composite Ranks
for Low and High Self Esteem

<u>N=200</u>	<u>Low</u>	<u>n=98</u>	<u>High</u>	<u>n=102</u>	<u>p*</u>
Adam-12	10.7	(13)	11.9	(13)	
All in the Family	7.6	(6)	6.3	(5)	
Carol Burnett	10.6	(12)	11.0	(11)	
CBS News Walter Cronkite	3.2	(1)	3.1	(2)	
11 PM local news	7.1	(4.5)	6.1	(4)	
Hawaii Five O	8.8	(7.5)	9.8	(10)	.05
Johnny Carson	9.5	(10)	8.6	(8)	
Hollywood Squares	11.7	(14)	13.8	(16)	.01
Kojak	9.2	(9)	9.6	(9)	
Let's Make a Deal	14.0	(18)	14.1	(17)	
Mary Tyler Moore	8.8	(7.5)	8.3	(7)	
M*A*S*H	5.6	(3)	5.4	(3)	
Medical Center	10.5	(11)	11.3	(12)	
Price Is Right	13.7	(17)	14.5	(18)	
60 Minutes	3.3	(2)	2.4	(1)	.01
Sonny and Cher	12.3	(15)	12.1	(14)	
Star Trek	12.6	(16)	12.8	(15)	
Waltons	7.1	(4.5)	7.3	(6)	

*Median test - significance less than or equal to p

Program Preferences Medians and Composite Ranks
for Low and High TV Attitudes

<u>N=200</u>	<u>Low</u>	<u>n=104</u>	<u>High</u>	<u>n=96</u>	<u>p*</u>
Adam-12	11.4	(12)	11.2	(12)	
All in the Family	7.0	(5)	6.5	(3)	
Carol Burnett	10.4	(11)	11.5	(13)	
CBS News					
Walter Cronkite	3.0	(2)	3.3	(2)	
11 PM local news	5.8	(4)	7.5	(6)	
Hawaii Five O	10.10	(10)	8.5	(7)	.05
Johnny Carson	8.7	(8)	9.1	(8)	
Hollywood Squares	12.4	(15)	12.6	(16)	
Kojak	9.4	(9)	9.5	(10)	
Let's Make a Deal	14.4	(17)	13.3	(18)	
Mary Tyler Moore	7.6	(7)	10.7	(11)	.05
M*A*S*H	4.3	(3)	7.2	(5)	.05
Medical Center	11.7	(13)	9.4	(9)	.05
Price Is Right	14.8	(18)	12.3	(14.5)	
60 Minutes	2.6	(1)	2.8	(1)	.05
Sonny and Cher	12.0	(14)	12.3	(14.5)	
Star Trek	12.7	(16)	12.8	(17)	
Waltons	7.4	(6)	7.0	(4)	

*Median test - significance less than or equal to p

Program Preferences Medians and Composite Ranks
for Males and Females

<u>N=200</u>	<u>Males</u>	<u>n=94</u>	<u>Females</u>	<u>n=106</u>	<u>p*</u>
Adam-12	10.8	(11)	12.3	(14)	
All in the Family	6.1	(4)	8.1	(6.5)	.05
Carol Burnett	10.9	(12)	10.8	(12)	
CBS News					
Walter Cronkite	2.7	(2)	3.5	(2)	
11 PM local news	6.5	(5)	6.8	(5)	
Hawaii Five O	9.0	(8)	9.4	(9)	
Johnny Carson	8.7	(6)	9.3	(8)	
Hollywood Squares	13.3	(16)	11.8	(13)	
Kojak	9.1	(9)	10.3	(11)	
Let's Make a Deal	13.9	(17)	14.1	(18)	
Mary Tyler Moore	8.8	(7)	8.1	(6.5)	
M*A*S*H	5.5	(3)	5.5	(3)	
Medical Center	12.4	(15)	9.5	(10)	.001
Price Is Right	14.7	(18)	13.0	(16)	
60 Minutes	2.3	(1)	3.1	(1)	.01
Sonny and Cher	11.8	(14)	12.6	(15)	
Star Trek	11.4	(13)	13.2	(17)	
Waltons	9.3	(10)	6.7	(4)	.01

*Median test - significance less than or equal to p

Program Preferences Medians and Composite Ranks
for Low and High Education

<u>N=200</u>	<u>Low</u>	<u>n=105</u>	<u>High</u>	<u>n=95</u>	<u>p*</u>
Adam-12	9.3	(8.5)	13.6	(15.5)	.001
All in the Family	7.5	(5)	6.4	(5)	
Carol Burnett	11.0	(13)	10.8	(11)	
CBS News Walter Cronkite	3.6	(2)	2.8	(2)	
11 PM local news	8.1	(6)	5.3	(4)	.01
Hawaii Five O	9.2	(7)	9.6	(9.5)	
Johnny Carson	10.3	(12)	8.5	(7)	.05
Hollywood Squares	12.1	(15)	13.6	(15.5)	
Kojak	9.3	(8.5)	9.6	(9.5)	
Let's Make a Deal	13.0	(17)	14.8	(17)	
Mary Tyler Moore	10.1	(10.5)	7.3	(6)	
M*A*S*H	6.8	(4)	4.6	(3)	
Medical Center	10.1	(10.5)	11.7	(13)	
Price Is Right	11.4	(14)	15.3	(18)	.001
60 Minutes	3.1	(1)	2.2	(1)	.01
Sonny and Cher	12.4	(16)	12.1	(14)	
Star Trek	13.7	(18)	11.3	(12)	.05
Waltons	6.6	(3)	8.7	(8)	.05

*Median test - significance less than or equal to p

APPENDIX H
Spearman rho's
Between Personal
Terminal and Television Terminal
Values for all Respondants

Spearman Rank Correlation Coefficient
between Personal and Television Terminal Values

<u>Rho</u>	<u>Rank</u>	<u>Rho</u>	<u>Rank</u>	<u>Rho</u>	<u>Rank</u>
-.80	1	-.36	53	-.07	100
-.79	2.5	-.36	53	-.06	102
-.79	2.5	-.36	53	-.06	102
-.76	4	-.36	53	-.06	102
-.73	6	-.36	53	-.05	105.5
-.73	6	-.34	56	-.05	105.5
-.73	6	-.33	57.5	-.05	105.5
-.71	8.5	-.33	57.5	-.05	105.5
-.71	8.5	-.31	59	-.04	109.5
-.68	10	-.30	60	-.04	109.5
-.67	11	-.30	60	-.04	109.5
-.66	12	-.28	63.5	-.04	109.5
-.65	13	-.28	63.5	-.03	112
-.64	14	-.28	63.5	-.02	113
-.63	15	-.28	63.5	-.01	114
-.62	16	-.27	66	.00	115
-.60	17	-.26	67.5	.02	116.5
-.59	18	-.26	67.5	.02	116.5
-.58	20	-.25	69	.03	118.5
-.58	20	-.24	72	.03	118.5
-.58	20	-.24	72	.04	120.5
-.57	23	-.24	72	.04	120.5
-.57	23	-.24	72	.05	122.5
-.56	25.5	-.24	72	.05	122.5
-.56	25.5	-.23	75.5	.06	124
-.55	27.5	-.23	75.5	.07	125
-.55	27.5	-.22	78.5	.08	126.5
-.54	29	-.22	78.5	.08	126.5
-.53	30	-.22	78.5	.09	128
-.51	31	-.22	78.5	.10	130.5
-.50	32.5	-.21	81	.10	130.5
-.50	32.5	-.19	82	.10	130.5
-.49	34.5	-.17	83	.10	130.5
-.49	34.5	-.16	84	.11	133.5
-.47	36	-.15	85	.11	133.5
-.46	37.5	-.14	86.5	.12	136
-.46	37.5	-.14	86.5	.12	136
-.44	39	-.12	89.5	.13	139
-.43	41	-.12	89.5	.13	139
-.43	41	-.12	89.5	.13	139
-.43	41	-.12	89.5	.15	142.5
-.42	43	-.11	92	.15	142.5
-.41	44	-.09	94.5	.15	142.5
-.40	45	-.09	94.5	.15	142.5
-.39	46	-.09	94.5	.17	146
-.38	47.5	-.09	94.5	.17	146
-.38	47.5	-.08	98	.17	146
-.37	49.5	-.08	98	.18	148
-.37	49.5	-.08	98	.19	149

<u>Rho</u>	<u>Rank</u>
.21	150.5
.21	150.5
.22	152
.23	153
.24	154
.27	156
.27	156
.27	156
.29	158
.30	159.5
.30	159.5
.32	161
.33	162
.34	163
.35	164.5
.35	164.5
.37	166.5
.37	166.5
.38	168
.39	169.5
.39	169.5
.40	172
.40	172
.40	172
.41	175
.41	175
.41	175
.42	178
.42	178
.42	178
.46	180
.47	182
.47	182
.47	182
.49	184
.50	185.5
.50	185.5
.51	187.5
.51	187.5
.55	189
.56	190
.57	191
.60	192.5
.60	192.5
.64	194
.68	195
.70	196
.75	197
.78	189
.85	199
.94	200

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