

PERCEPTIONS OF CHILDREN'S
TELEVISION ADVERTISING:
AN EMPIRICAL INVESTIGATION OF
THE BELIEFS AND ATTITUDES
OF CONSUMER, INDUSTRY, AND
GOVERNMENT RESPONDENTS

Dissertation for the Degree of Ph. D.
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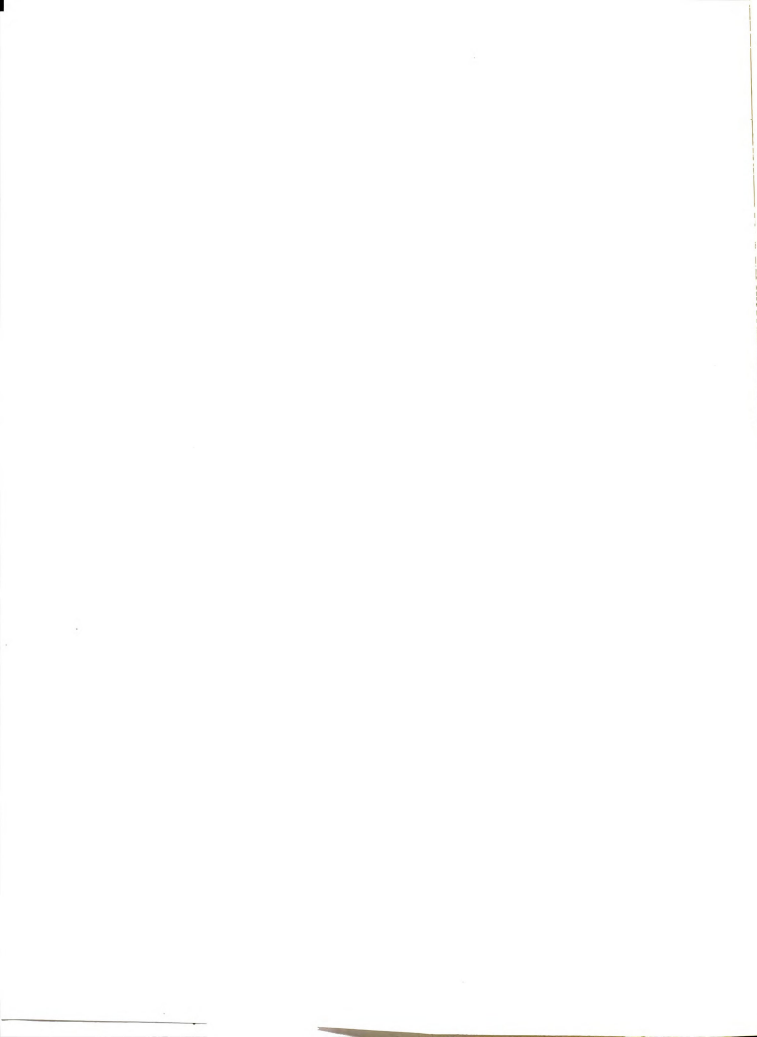
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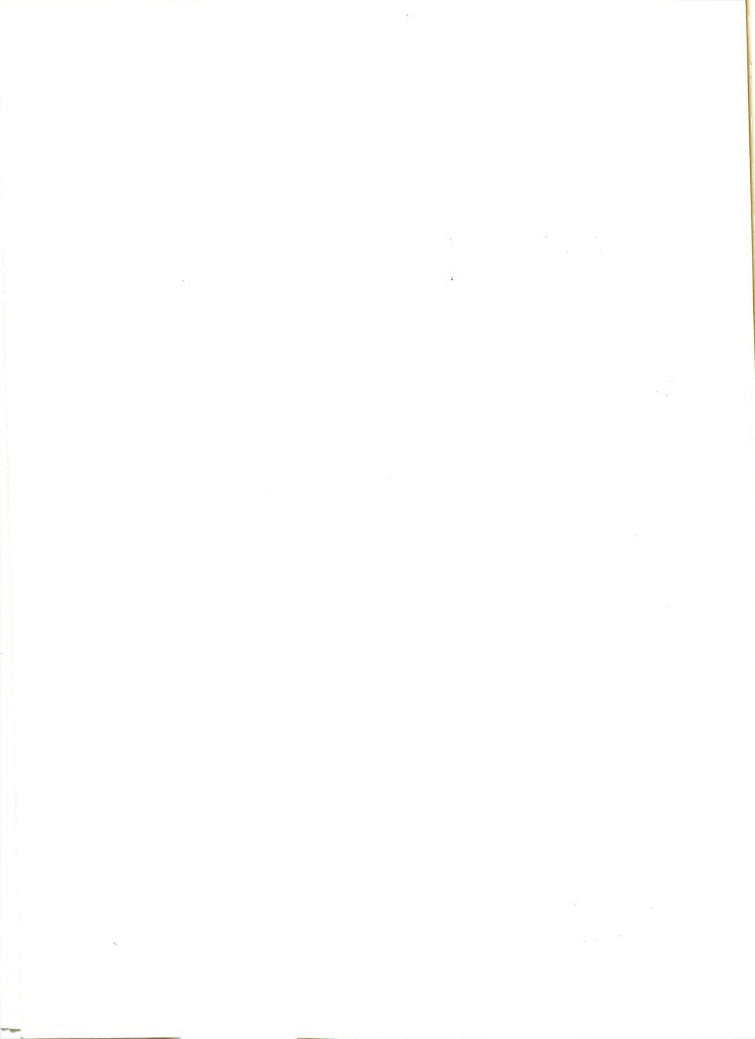
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ABSTRACT

PERCEPTIONS OF CHILDREN'S TELEVISION ADVERTISING: AN EMPIRICAL INVESTIGATION OF THE BELIEFS AND ATTITUDES OF CONSUMER, INDUSTRY, AND GOVERNMENT RESPONDENTS

By

James Donald Culley

Purpose

Much has been written and said about the effects of television advertising on children. From time to time, the opinions of the general public have been gathered on certain aspects of the problem. Prior to this study, however, no comprehensive investigation of the attitudes of individuals actually involved in the creation, production, regulation, and evaluation of children's television advertising had ever been undertaken.

The actual study centered on the attitudes of four specific groups: spokesmen for Action for Children's Television (ACT);¹ the presidents and top executive officers of advertising agencies creating and producing children's television commercials; top executives in companies advertising heavily on children's television programs; and members of the Federal Trade Commission, the Federal Communications Commission, and key members of Congress.

Data Collection and Analysis

A mail questionnaire was used as the major research instrument. The questionnaire was divided into two major sections. The first section contained a number of Likert-type attitudinal items designed to test the variance within and mean difference between the responses of the surveyed groups on major issues regarding children's television advertising. The second section of the questionnaire was designed to measure three relationships between the various respondents: the extent of cognitive overlap, or similarity in attitudes of the respondents; the perceived cognitive overlap or extent to which each respondent thinks his beliefs are the same as others; and the accuracy of the respondents in estimating the position of other respondents on issues involving children's television advertising.

Six general hypotheses and twenty-two research hypotheses were included in the study. All the general hypotheses and seventeen of the research hypotheses concerned the following topics: (1) the need for regulation of children's television advertising; (2) the method of regulating children's television advertising; (3) the effects of television commercials on children; (4) the techniques used in commercials aired on children's television; (5) the products advertised on children's

television; and (6) major proposals regarding the future of children's television advertising. Five research hypotheses concerned the ability of the individuals involved with children's television advertising to interact effectively on the issues involved.

T-tests, analysis of variance tests, and Duncan range tests were the basic statistical tools used in the analyses. Several of the major study findings are summarized below.

Major Findings

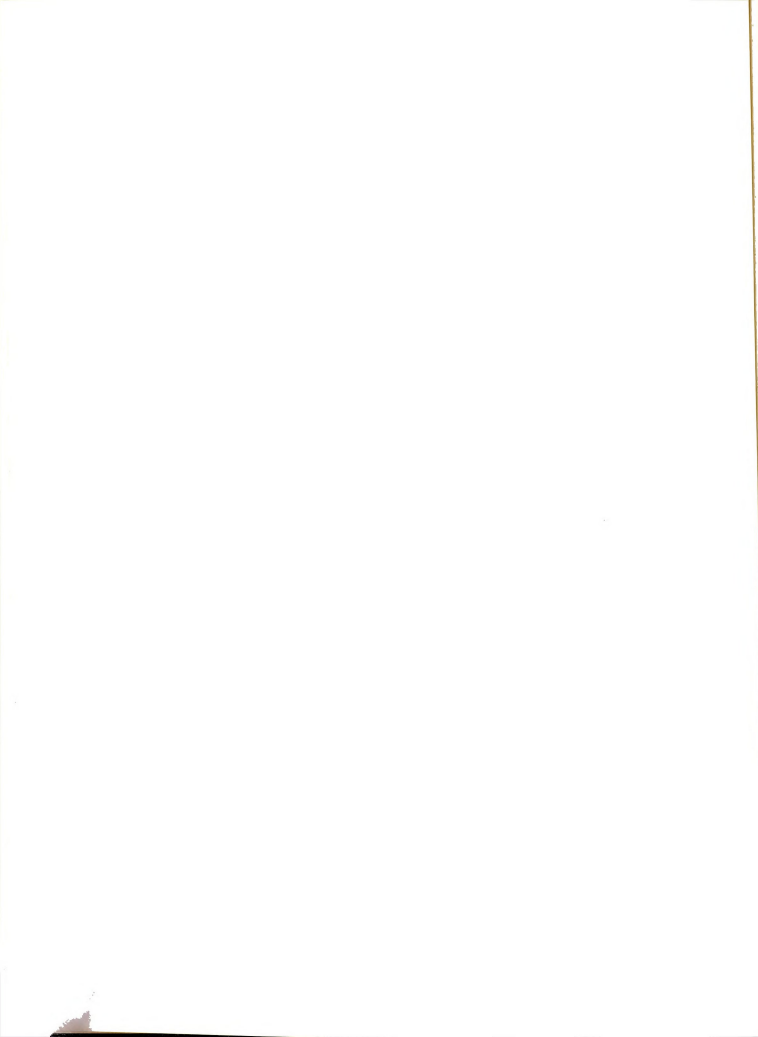
1. Members of the industry, government, and ACT samples agreed that advertising directed at children requires special attention and regulation because of the nature of the viewing audience. The various samples differed, however, in their attitudes towards how children's television advertising should be regulated.

2. The majority of the industry sample felt that children's television advertising helps to develop a child's ability to make good consumer decisions. The majority of the ACT and government samples strongly disagreed. Similar differences in attitude were found on statements relating to the effects of television advertising on children and the techniques that should be allowed on children's television.

3. There was a definite division in attitude between the industry respondents and the ACT and government respondents regarding the truthfulness and taste of commercials directed at children. For example, not one of the ACT respondents and less than twenty percent of the government respondents felt that children's television commercials present a true picture of the products advertised. Nearly seventy percent of the industry respondents felt that they do.

4. All samples were relatively "accurate" in estimating the position of other groups concerned with children's television. The various groups seem to understand each other's positions on most issues related to the subject remarkably well.

¹This Boston based consumer group has had considerable success in petitioning the Federal Communications Commission and the Federal Trade Commission for changes in present policies regarding children's television advertising.



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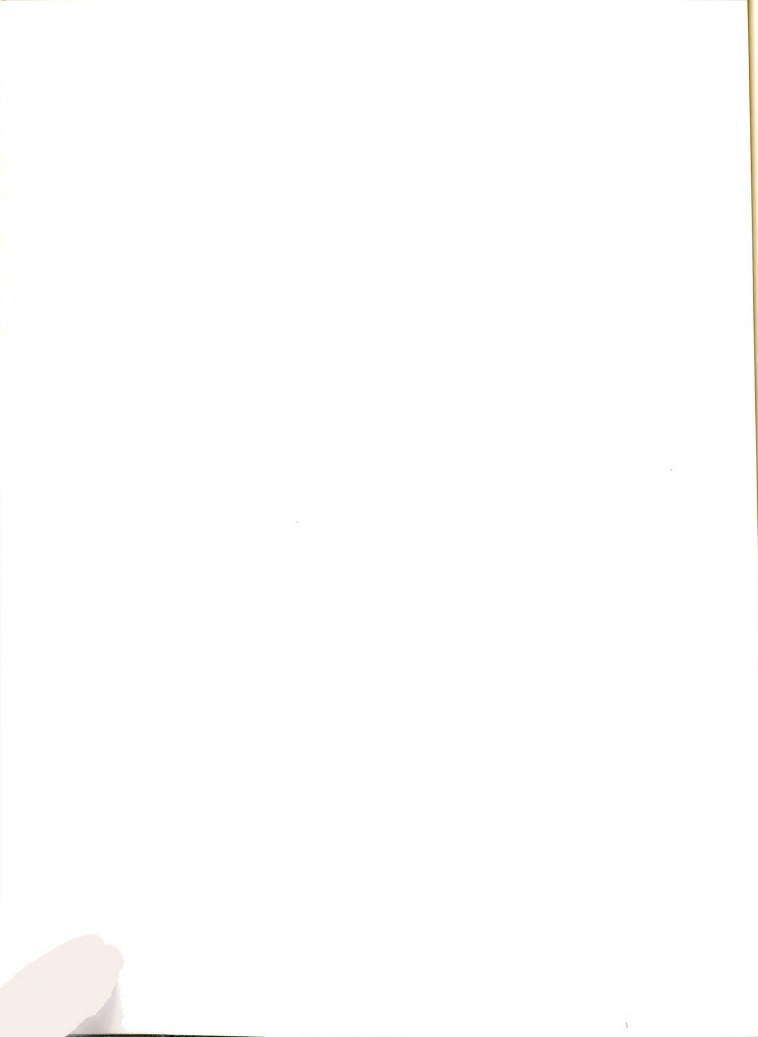
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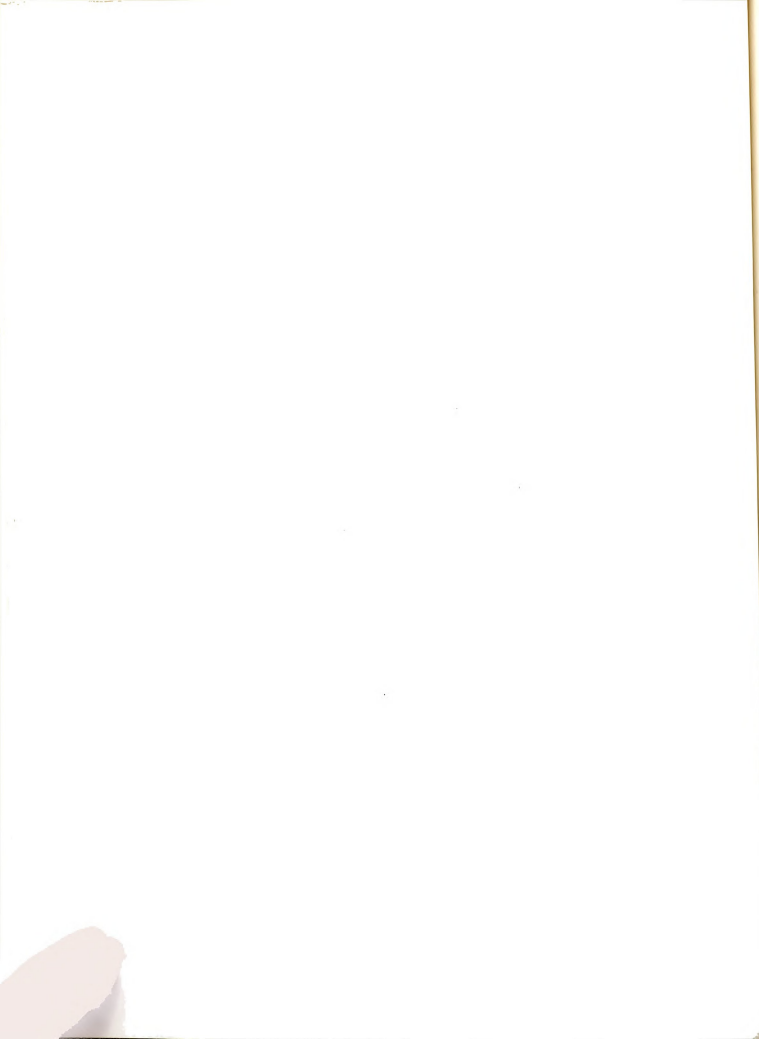
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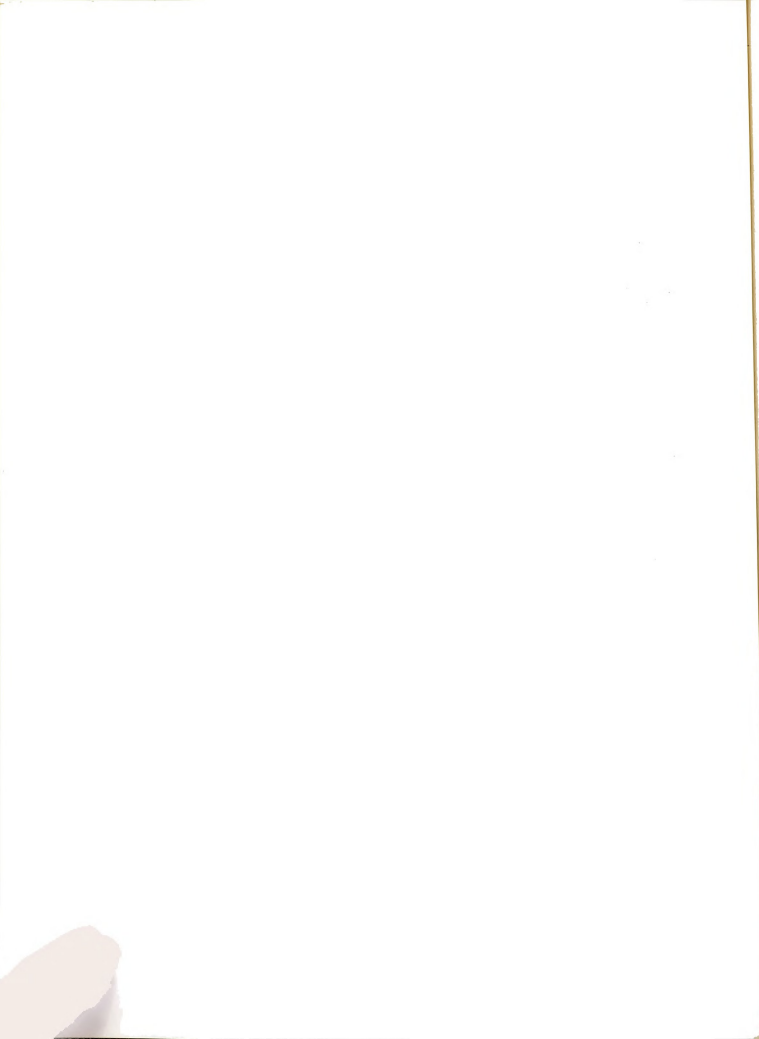
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To my wife, Mary Camille



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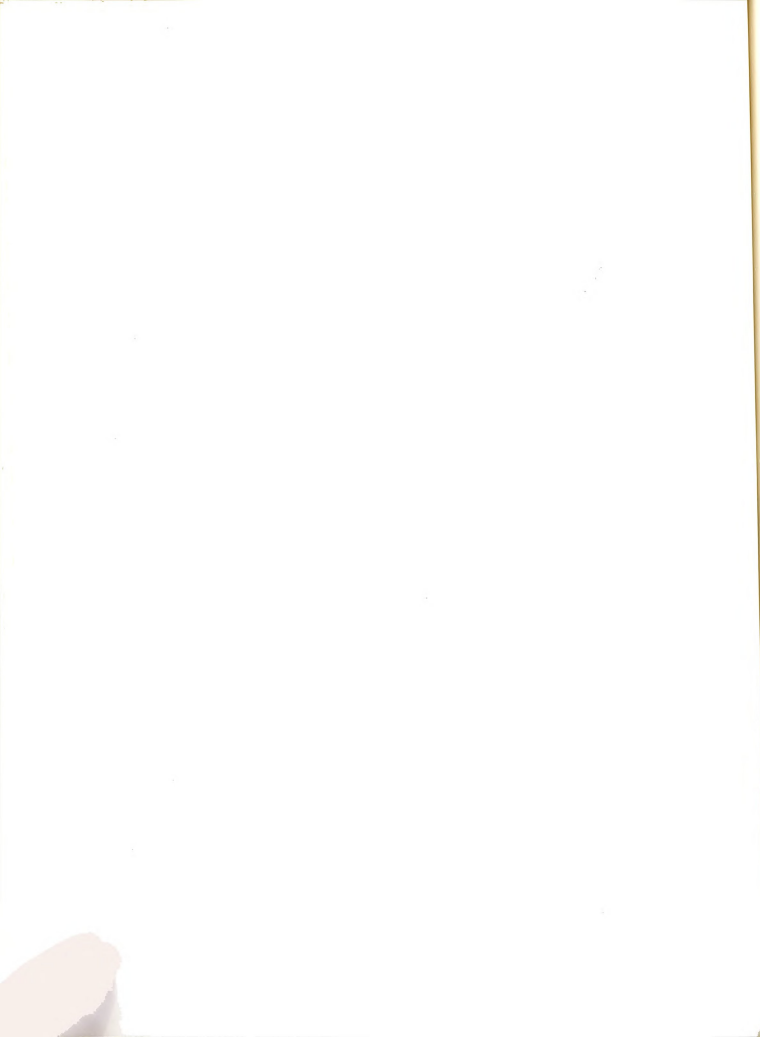


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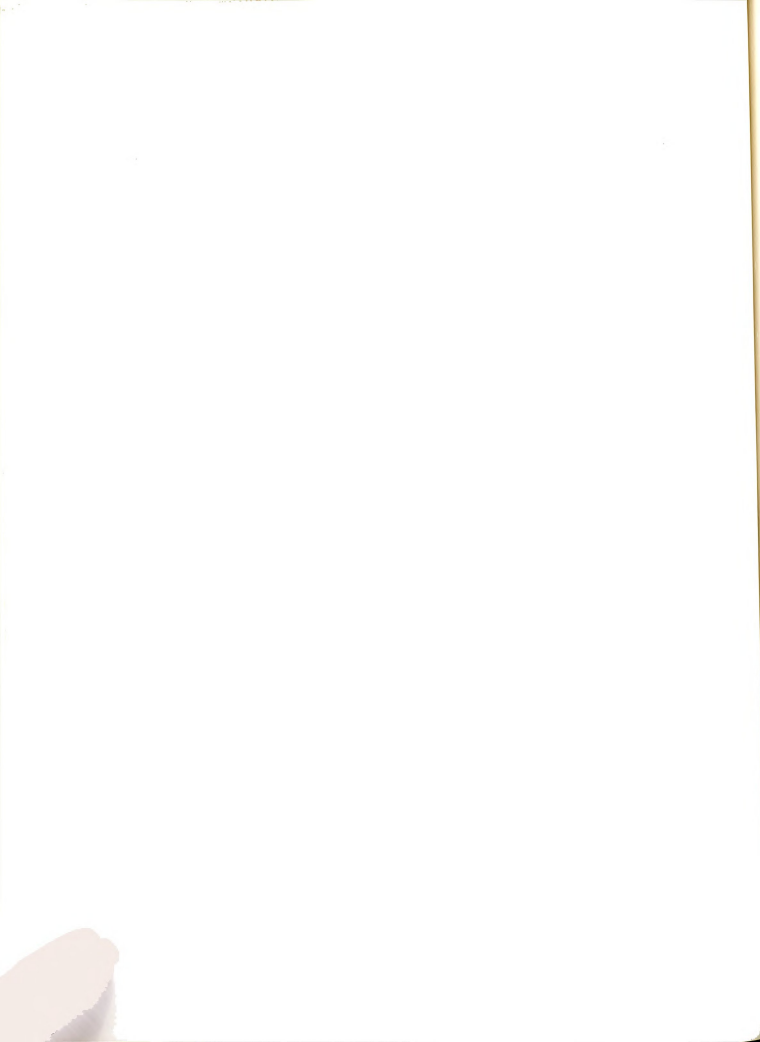
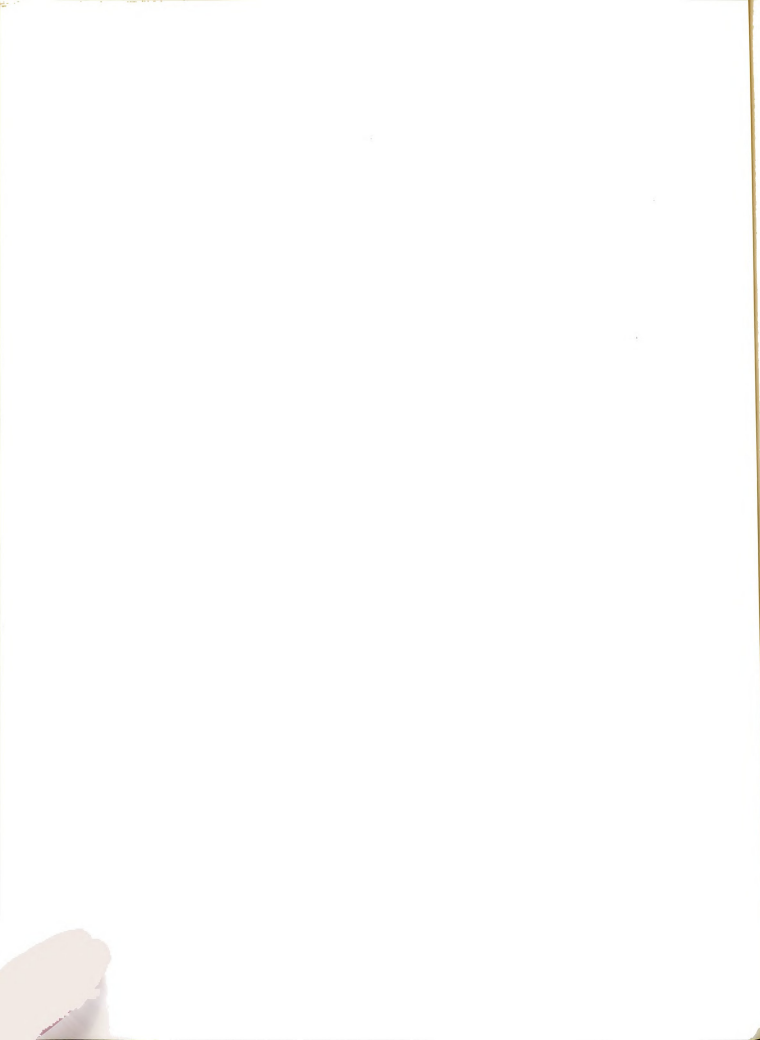


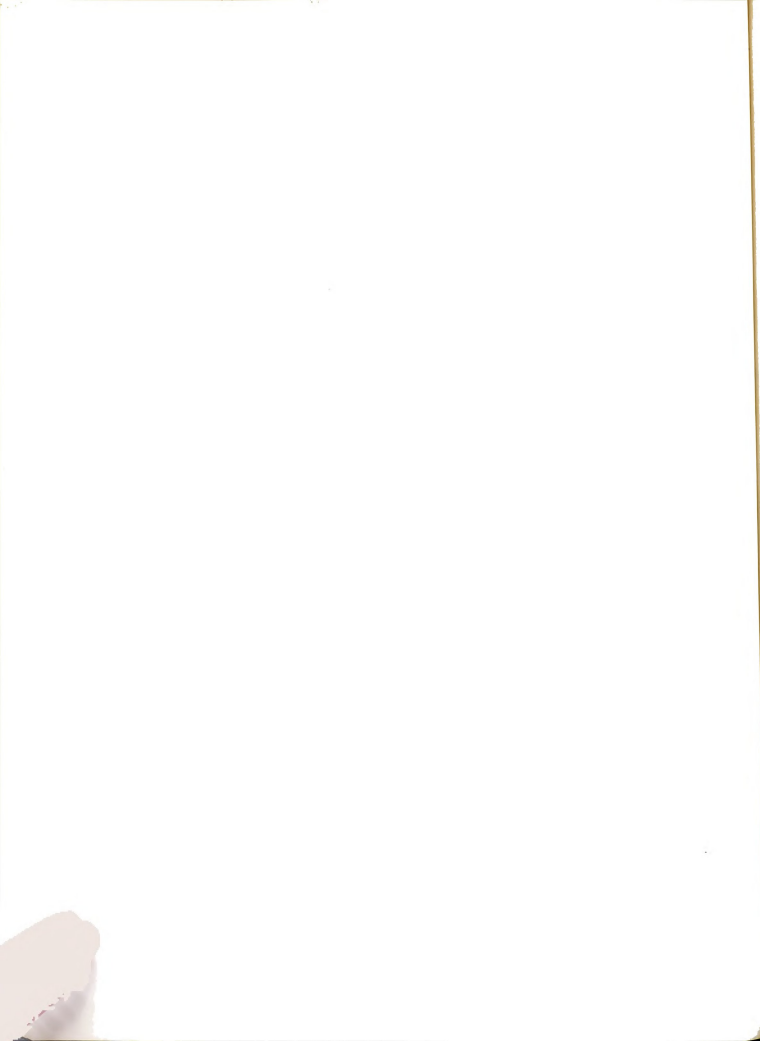
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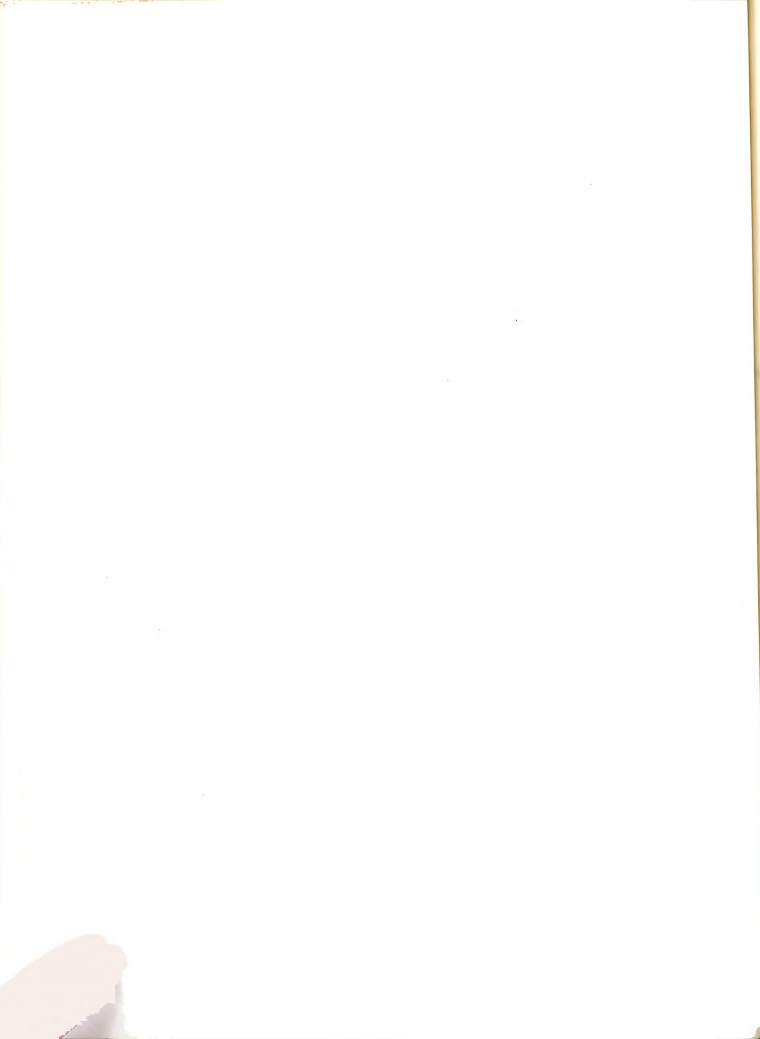
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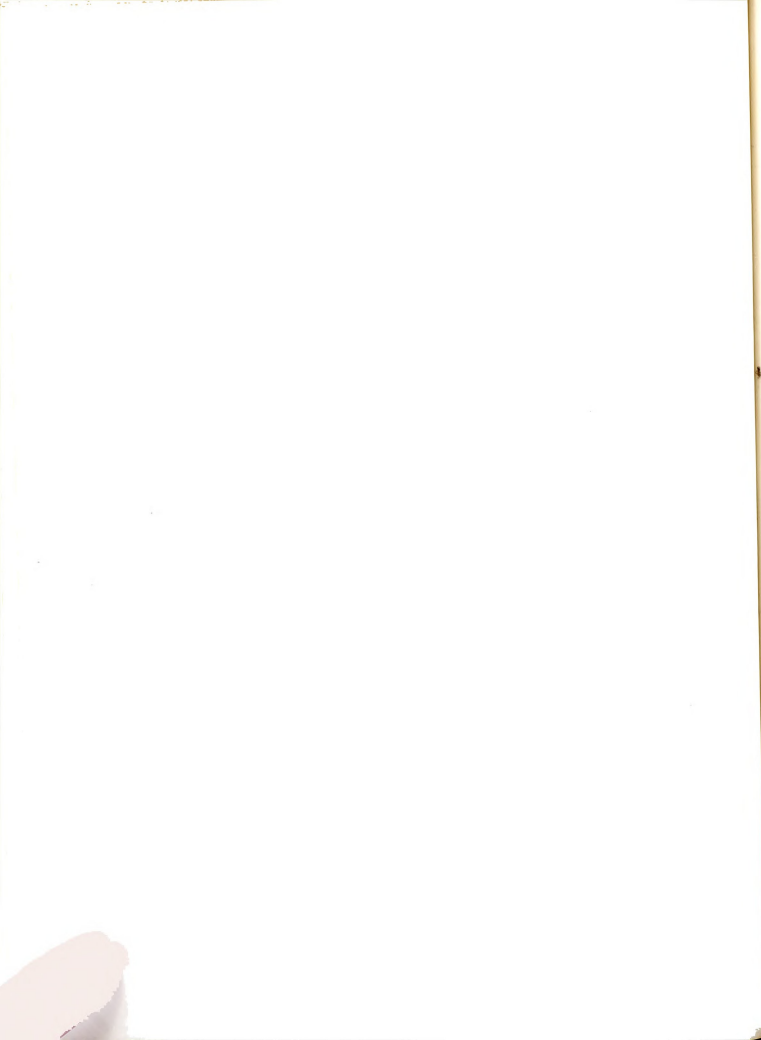
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CHAPTER I

IMPORTANCE, PURPOSE, AND SCOPE OF THE STUDY

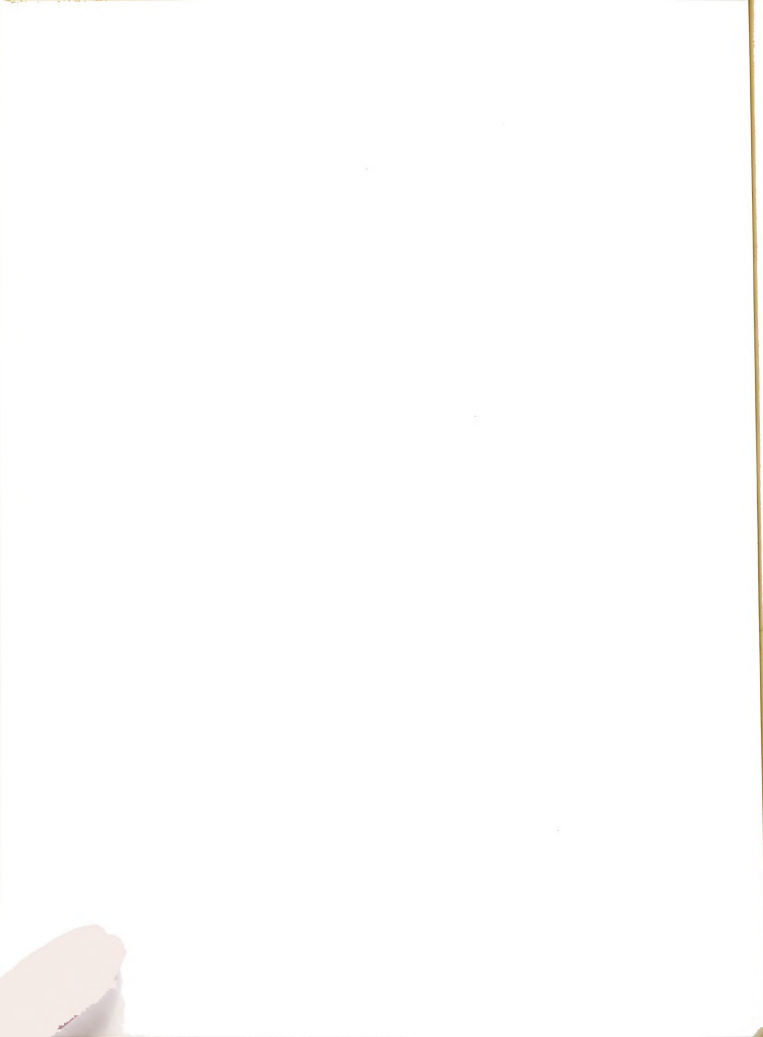
INTRODUCTION

The role of television in the development of children has been one of the most extensively examined areas of mass communications research. A review of the literature for the Surgeon General's Scientific Advisory Committee on Television and Social Behavior yielded reports of hundreds of empirical investigations focusing on television's impact on children.¹ Most of these studies dealt with the harmful effects of programming on children and adolescents, as did the series of investigations commissioned by the Surgeon General's Television and Social Behavior Program.²

Recently, a number of researchers and writers have begun to examine the possible harmful impact of television

¹Charles K. Atkin, John P. Murray and Oguz B. Naymen, editors, Television and Social Behavior: An Annotated Bibliography of Research Focusing on Television's Impact on Children (Rockville, Maryland: National Institute of Mental Health, 1971).

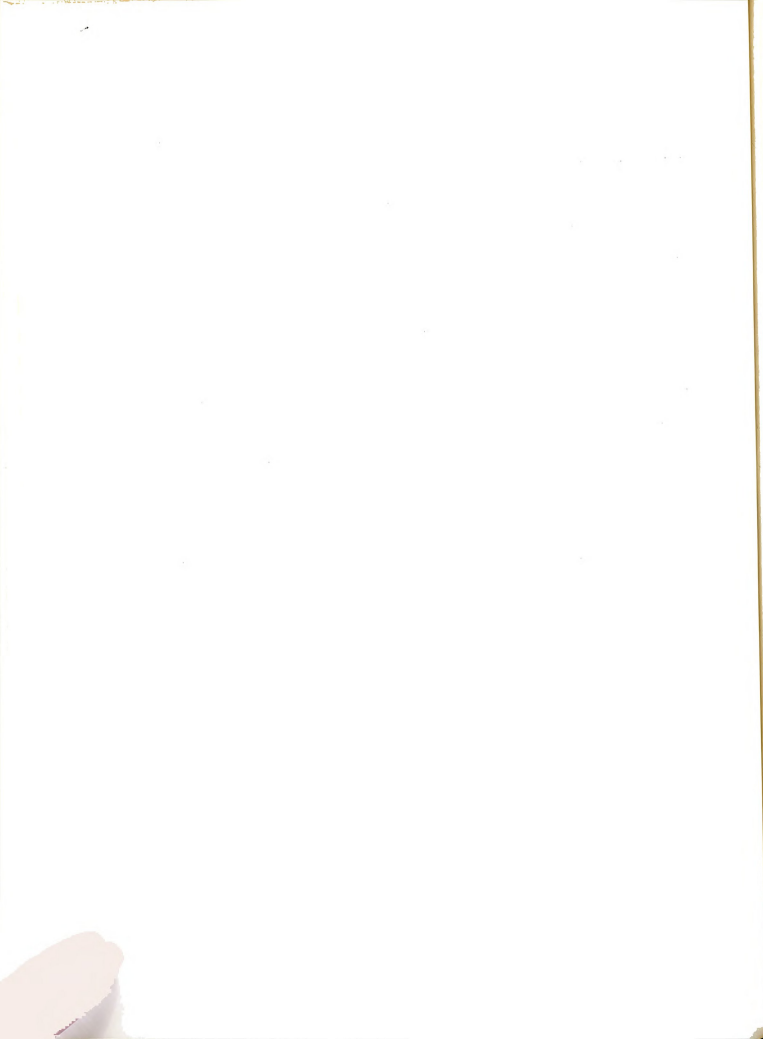
²Surgeon General's Scientific Advisory Committee on Television and Social Behavior, Television and Growing Up: The Impact of Televised Violence (Washington, D.C.: Government Printing Office, 1972), pp. 245-260.



advertising on young viewers. They note, with concern, that before the advent of television it was almost impossible for an advertiser or a salesman to reach a young child without first encountering a protective adult. Door-to-door selling was dealt with by a parent, the salesman was barred from the classroom, and magazine and newspaper ads were beyond the reading ability of most children under the age of nine or ten. Today, however, all this has changed.

Television appeals to small children as no other medium can. Children must be taken to the movies and their admission paid. Comic books cost money and must be acquired from outside the home. Books must be read to the preschool child for him to enjoy them. But the TV set is an experience in independence. It exists in the house, it costs the child nothing, and a toddler learns early to manipulate the dial that starts the whole thing going. While a radio produces only music and talk, television turns on a live world of pictures and sound and, sometimes, color. The preschool child often identifies cues as to when his favorite programs are on the air even before he has learned how to tell time by the clock.¹

¹Clara T. Appell, "Television Viewing and the Preschool Child," Marriage and Family Living, August 1963, 312.



One writer estimates that today's child is exposed to more than 350,000 commercial messages before he graduates from high school.¹ In fact, television commercials represent a significant portion of children's television programming. Up to 16 minutes per hour, or more than 25% of many television programs for children, are devoted to commercially sponsored messages.²

Many recent events testify to the uncomfortable position currently facing advertising managers on the issue of children and television advertising. Consider:

- the 1971 Federal Trade Commission hearings into modern television advertising practices which included a study of "The Impact of Television Advertising on Children."
- the particularly strong statements on children's television advertising before the Senate Subcommittee on Communications in 1971 and 1972 and in the Surgeon General's report released by the Scientific Advisory Committee on Television and Social Behavior in 1972.

¹Gerald Looney, "The Ecology of Childhood," in Action for Children's Television, edited by Evelyn Sarson (New York: Avon Books, 1971), pp. 55-57.

²As of January 1, 1973, stations subscribing to the National Association of Broadcasters' Television Code can devote no more than 12 minutes in any 60-minute period of children's weekend programming to non-program materials. Up until 1973, the limit was 16 minutes of non-program material per 60-minute period. It should be noted, however, that a number of stations do not subscribe to the NAB code. Moreover, the loss of the use of the NAB Seal of Good Practice for exceeding the 12-minute limit is probably not considered a serious threat by most broadcasters.

- the increase in interest in television advertising to children shown by consumer interest groups such as Action for Children's Television (ACT), the Consumer Research Institute (CRI), the Consumers Union, and the Council on Children, Media, and Merchandising.
- the 1970 White House Conference on Children and the 1971 White House Conference on Youth which called for the immediate establishment of a National Children's Media Foundation to try to correct what the White House Conferees called the failure of the media in America to realize their potential for nurturing the healthy growth and development of our nation's children.¹
- the increased funding of special studies in the area such as the work of Atkin and Ward² on the effects of television advertising and news programming on children; the work of Melody³ and Pearce⁴ on the economics of children's television advertising; the work of Buell⁵ on changing practices in the advertising control process; and the work of

¹See Report of the White House Conference on Children (Washington, D.C.: U.S. Government Printing Office, 1970) and Report of the White House Conference on Youth (Washington, D.C.: U.S. Government Printing Office, 1971).

²Charles Atkin, Michigan State University, and Scott Ward, Harvard University, were awarded substantial grants by the Office of Child Development, U.S. Department of Health, Education, and Welfare, in 1972 to study the effects of television advertising and news programming on children.

³William H. Melody, Children's Television: Economics and Public Policy (Boston: Action for Children's Television, December 1972).

⁴Alan Pearce, The Economics of Network Children's Television Programming, Staff report submitted to the Federal Communications Commission, July, 1972.

⁵Victor P. Buell, Changing Practices in Advertising Decision-Making and Control (New York: Association of National Advertisers, 1973). A special section of the study discusses how companies are reacting to public policy issues such as advertising to children.

Barcus¹ and Winick and Winick² in analyzing the content of television commercials directed at children.

In contrast to the plethora of research on television programming, however, there are few empirical studies relating to television advertising and the child. The serious nature of the charges leveled against advertisers on children's television and the kind of recommendations being made point out the need for well-planned research on the project.

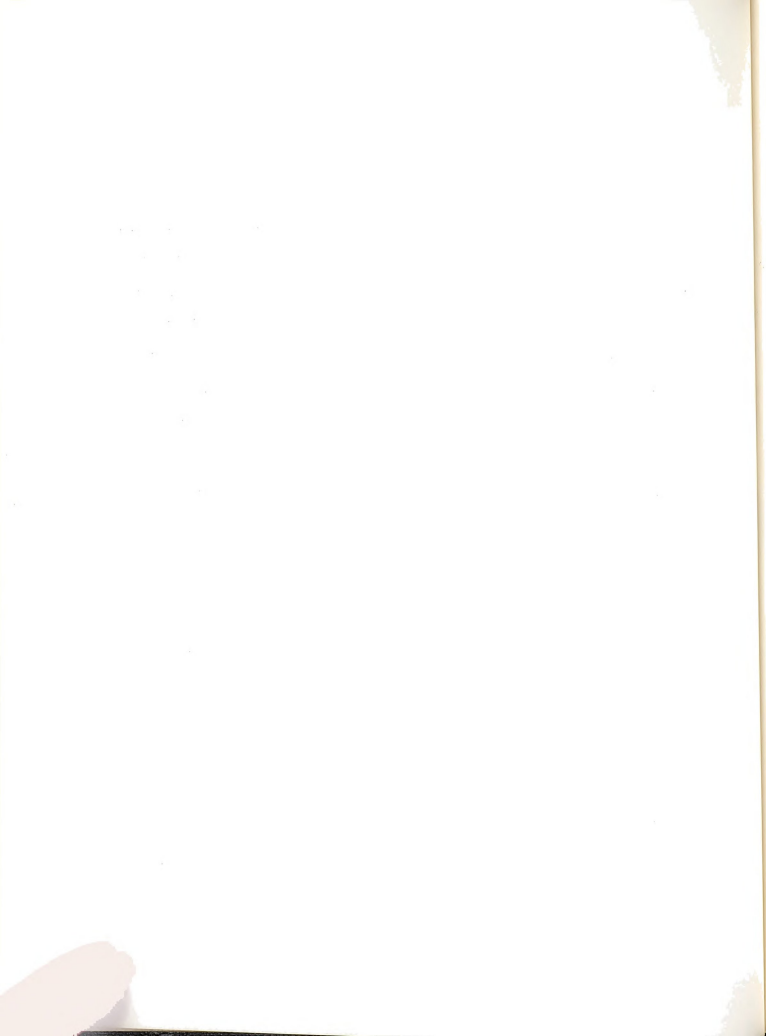
PURPOSE OF THE STUDY

It has been said that much of the current controversy regarding television advertising and its effect on children is the result of ineffective communication between broadcasters, researchers, and critics of television broadcasting.³ Each of these interest groups pursues the subject with markedly different assumptions concerning the issues and with erroneous or incomplete perceptions of how

¹F. Earle Barcus, Saturday Children's Television (Boston: Action for Children's Television, 1971) and F. Earle Barcus, Romper Room: An Analysis (Boston: Action for Children's Television, 1971).

²Charles and Mariann Winick, Content Analysis of Children's Television Advertising. Report available from Praeger Special Studies, 111 Fourth Ave., New York, 10003.

³Scott Ward, "Kids TV-Marketers on Hot Seat," Harvard Business Review, July-August 1972, pp. 16-18+.



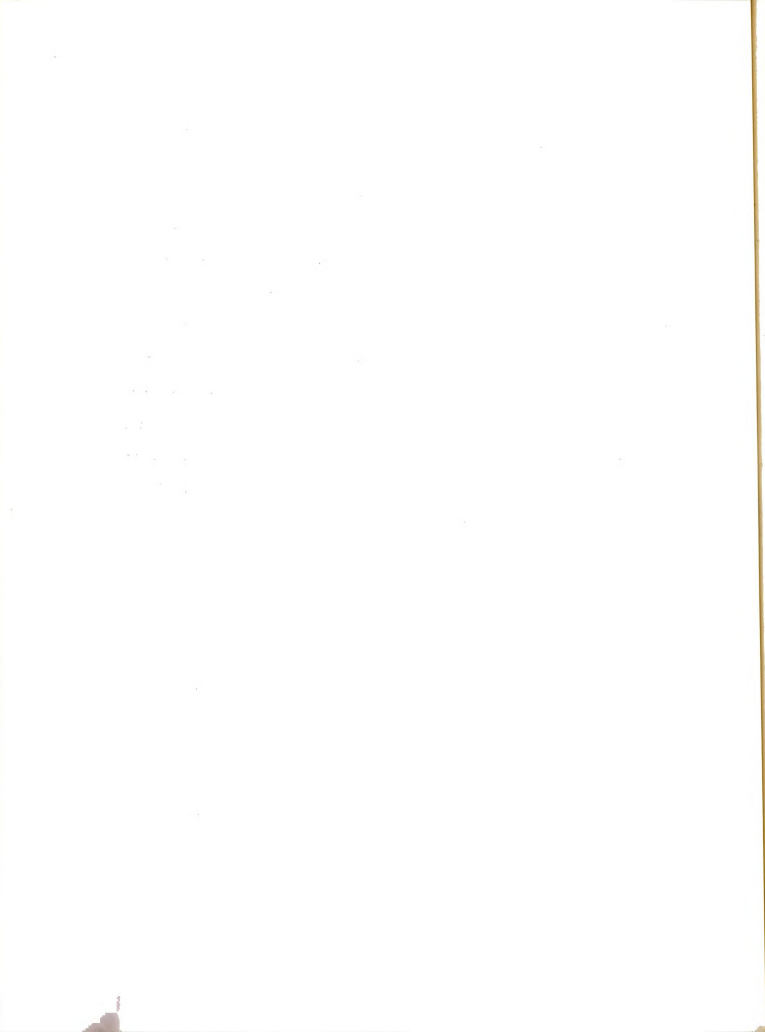
the other parties involved view the same issues. The result is a series of "dialogues that never really happen."¹

Although there exists a large number of studies focusing on the general public's attitudes towards advertising as a marketing tool, in only a few cases has an attempt been made to deal with areas of specific concern to those interested in children's television advertising. Moreover, a survey of the literature revealed practically no attitude studies of the key people involved in the creation, production, research, and evaluation of advertising directed at children.² Yet, these people are the best sources of information on the various issues involved, the ones most likely to influence and to be influenced by policy decisions in the area, and the expert opinion leaders for much of the general public.

The purpose of this report and research study is to present an objective examination of the attitudes and co-orientation ability of five key respondent groups towards the major issues surrounding the subject of children's

¹See Raymond A. Bauer and Stephen A. Greyser, "The Dialogue That Never Happens (Thinking Ahead)," Harvard Business Review, November-December 1967, pp. 2+.

²See Chapter II for a brief review of the major attitude studies in the area.



television advertising.¹ The five groups included in the study are:

1. Action for Children's Television Spokesmen (ACT).

This Boston based consumer group has had considerable success in petitioning the Federal Communications Commission and the Federal Trade Commission for changes in present policies regarding children's television advertising.

ACT has also been successful in raising money for research on the subject of children's television and children's television advertising and in influencing public opinion on the major issues involved with children's television advertising. A judgment sample of sixty ACT spokesmen was selected for the survey by the founders of ACT; eighty-five percent of the sample completed the survey.

2. Advertising Agency Executives. Much of the criticism of children's television advertising has to do with the techniques and the content of commercials aimed at children. In this study, 107 presidents and top executive officers of twenty-four advertising agencies that create, produce, and buy broadcast time on children's television

¹When children's television is referred to in this report, it means regularly scheduled network programs for which children make up the largest percentage of the viewing audience. "Children" designates any individual age 12 or younger. Most network programs on Saturday and Sunday from 8:00 a.m. to 2:00 p.m. and the Captain Kangaroo Show weekdays on CBS would, therefore, be considered children's television shows.

programs were sent copies of the survey. Sixty-six percent completed the questionnaire. In gathering preliminary data for the study, personal interviews were also conducted with the top executives at ten of the twenty-four agencies included in the final survey.

3. Top advertisers. There is a great variety of products advertised on children's television, but most fall into one of four categories: toys, cereals, candies, and other food items. In this study, seventy-five copies of the final questionnaire were mailed to the presidents and top executive officers of thirty firms sponsoring shows, or frequently running commercials, on network children's television. Forty-five percent of the sample mailed back usable questionnaires.

4. Members of the Federal Trade Commission (FTC), the Federal Communications Commission (FCC), and Key Members of Congress. A judgment sample of forty-nine congressmen was included in the government sample. These congressmen were selected because of their expressed interest in and voting record on consumer causes. In addition, fifteen commissioners and top staff officers of the FTC and the FCC were included in the sample. Sixty-six percent of the government sample responded to the survey, but only thirty-four percent of the sample sent back completed questionnaires.

5. Members of the Network Review Boards. Major gatekeepers for all commercials destined for airing on network television are the network review or continuity boards. Though the number of people on these boards is small, the board members hold a major position in determining what is or is not acceptable for showing on the networks. Thirteen review board members from the three major networks were mailed copies of the survey, but only six responded. Due to the small size of the sample group and the low response rate, no statistical analyses using the review board sample were attempted.

THE MAJOR RESEARCH HYPOTHESES

The study is organized around six general hypotheses and twenty-two specific hypotheses. The six general hypotheses and first seventeen specific hypotheses deal with the variance within, and mean difference between, responses of the groups surveyed concerning major issues regarding children's television advertising. The last five specific hypotheses concern the co-orientation abilities of the various respondent groups.¹

¹Co-orientation is also referred to as "role-taking" or "person perception" in the literature.

The model underlying the last five hypotheses suggests that, for a meaningful dialogue to take place, each person involved in the dialogue must have a belief or attitude about the various issues himself and an estimate of what other persons involved in the dialogue believe. Thus, in every dialogue at least three kinds of relationships can be measured.

The first relationship concerns the amount of cognitive overlap, or extent to which each participant's attitudes are alike. In this study, cognitive overlap was measured by comparing the mean response of each surveyed group on nine questionnaire items.

The second relationship is that of perceived cognitive overlap or congruency. That is, the extent to which each participant in a dialogue thinks his beliefs are the same as other participants in the dialogue, or vice versa. In this study, the congruency of the various respondent groups was measured by comparing the difference between the mean response of each group on nine questionnaire items and the mean response of each group's estimate of other participants' attitudes on the same nine items.

Finally, in a dialogue, each participant's estimate of other participants' attitudes may match what other participants really do believe. This relationship is called accuracy. The accuracy of the surveyed groups was measured

by comparing the mean response of each group's estimate of other participants' attitudes on nine survey items and the mean response of the other participants' actual attitudes.

The six general hypotheses and twenty-two specific research hypotheses included in the study are:

H_1 : There are significant differences in the verbalized attitudes of the major respondent groups in regard to the NEED FOR INCREASED REGULATION OF CHILDREN'S TELEVISION COMMERCIALS.

H_{1-1} : ACT and government respondents will be more likely to express strong agreement with the statement "children's television advertising requires special regulation because of the nature of the viewing audience" than will industry respondents (i.e., the advertiser and advertising agency samples). All four respondent groups will agree that special regulation is needed.

H_{1-2} : ACT and government respondents will express the feeling that more regulation of children's television commercials is needed. The industry respondents will not agree.

H_2 : There are significant differences in the verbalized attitudes of the major respondent groups in regard to WHOSE JOB IT SHOULD BE TO REGULATE TELEVISION ADVERTISING DIRECTED AT CHILDREN.

H_{2-1} : ACT and government respondents will favor government regulation of advertising directed at children. Industry respondents will favor self-regulation and

industry guidelines.

H₂₋₂: ACT and government respondents will express the feeling that trade association guidelines have done little to improve the quality of television advertising directed at children. Industry respondents will not agree.

H₃: There are significant differences in the verbalized attitudes of the major respondent groups in regard to the HARMFUL AND BENEFICIAL EFFECTS OF TELEVISION COMMERCIALS ON CHILDREN.

H₃₋₁: ACT and government respondents will express the feeling that commercials directed at children arouse anxieties and feelings of insecurity in children. Industry respondents will not agree.

H₃₋₂: ACT and government respondents will express the belief that television commercials lead to an increase in parent-child conflict. Industry respondents will not agree.

H₃₋₃: ACT and government respondents will not express the beliefs that most children understand what commercials are trying to do and that, in fact, commercials help develop a child's ability to make good consumer decisions. Industry respondents will express these beliefs.

H₄: There are significant differences in the verbalized attitudes of the major respondent groups in regard to THE TECHNIQUES THAT SHOULD BE ALLOWED IN COMMERCIALS DIRECTED AT CHILDREN.

H₄₋₁: ACT and government respondents will not express the belief that most commercials directed at children present a true picture of the product advertised. Industry respondents will express this belief.

H₄₋₂: ACT and government respondents will express the feeling that there is something wrong with allowing performers to sell products on children's television shows. Industry respondents will not express this belief.

H₄₋₃: ACT and government respondents will express the feeling that advertisers purposely disguise children's television commercials to blend in with the program material. Industry respondents will not agree.

H₄₋₄: All four respondent groups will express the belief that there are too many commercials on children's television. However, the ACT and government respondents will be more likely to express strong agreement with the statement, "there are too many commercials on shows children watch," than the industry respondents.

H₄₋₅: ACT and government respondents will express the belief that television commercials aimed at children are usually in bad taste. Industry respondents will not agree.

H₅: There are significant differences in the verbalized attitudes of the major respondent groups in regard to THE TYPE OF PRODUCTS THAT SHOULD BE ADVERTISED ON CHILDREN'S TELEVISION.

H₆: There are significant differences in the verbalized attitudes of the major respondent groups in regard to THE MAJOR PROPOSALS MADE REGARDING ADVERTISING ON CHILDREN'S TELEVISION.

H₆₋₁: ACT and government respondents will express the feeling that all commercials should be eliminated from children's television programs. Industry respondents will not agree.

H₆₋₂: ACT and government respondents will favor an industry-sponsored "Television Broadcast Center" to finance quality children's programs. Industry respondents will be against the idea.

H₆₋₃: All four respondent groups will express the feeling that simulcasts (permitting two or more networks to run the same program) will not help improve the quality of children's television programs. There will be a significant difference, however, in the strength of their disagreement.

H₆₋₄: ACT and government respondents will favor the proposal that commercials on children's television should be preceded by a notice stating that what is to follow is an ad. Industry respondents will be against the idea.

H₆₋₅: ACT and government respondents will express the feeling that "bunching" commercials before or after a program will not significantly lessen the impact of the advertiser's message. Industry respondents will not agree.

The last five research hypotheses refer to the differences in the co-orientation abilities of the four respondent groups.

H₇₋₁: There will be little overlap in the attitude of ACT and industry respondents on major issues concerning children's television advertising. There will be considerable overlap, however, in the attitudes of agency and advertiser respondents on the same issues.

H₇₋₂: The accuracy of all four respondent groups will be relatively low in estimating the position of other groups on issues relating to children's television advertising.

H₇₋₃: There will be little perceived agreement between the advertiser, agency, and government respondents' position on the nine co-orientation items in the study and their perception of the position of ACT spokesmen. There will be little perceived agreement between the position of ACT and government respondents on the nine co-orientation items in the study and their perception of the position of agency and network respondents. There will be considerable perceived agreement between the position of the agency and advertiser respondents and their perception of the position of the network respondents on the nine co-orientation items in the study.

H₇₋₄: There will be significant differences in how ACT, industry, and government respondents perceive the network respondents' position on issues relating to children's television advertising.

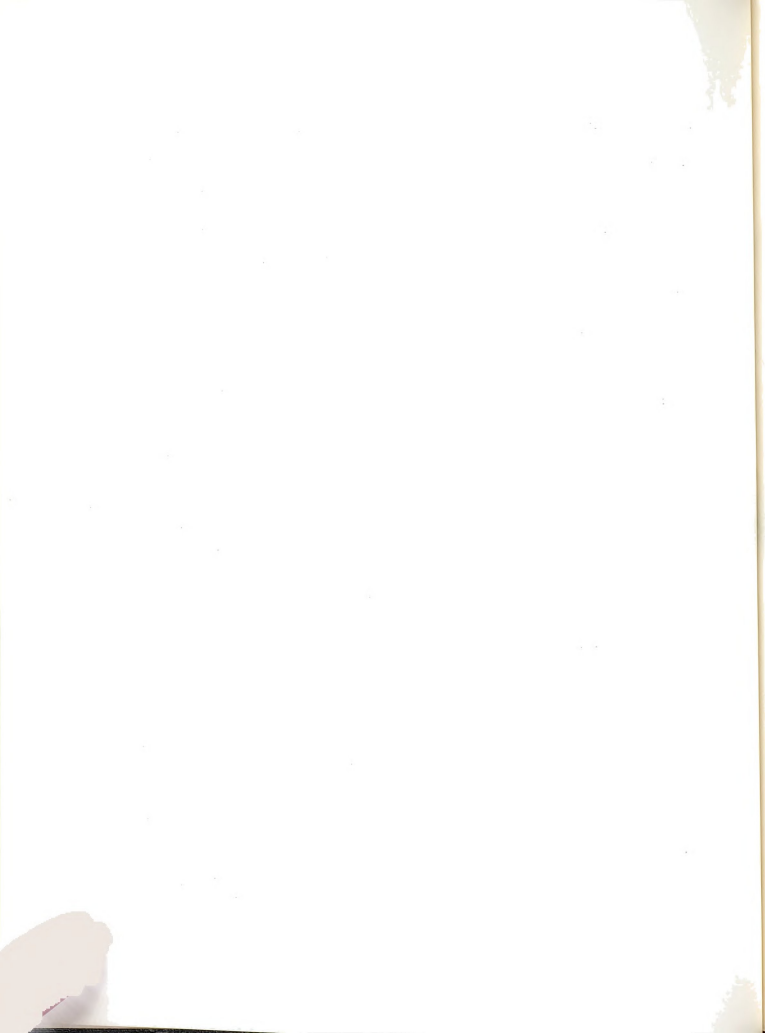
H₇₋₅: The more a respondent reads and hears about the position of others on the subject of children's television advertising, the more accurate the respondent will be in estimating the opinions of others on issues relating to the subject.

RESEARCH METHODOLOGY¹

Before designing the research instrument, the author undertook a review of the literature on television programming and advertising and their effects on children. The source materials included textbooks in marketing and advertising, trade and research journals, published works of advertising practitioners and critics, case studies, personal discussions with practitioners, researchers, and critics, and so forth.

Audits were made of a sample of network children's shows during Summer and Fall, 1972. Records were kept for each advertisement aired during the audited period.

¹See Chapter III for further details on all aspects of the research methodology employed in the study.



Each record included the name of the product advertised, the length of the commercial, and the time the commercial was shown. This information, along with the commercial logs of the Barcus,¹ Pearce,² and Atkin³ studies and the sample of network program logs supplied by Broadcast Advertisers Reports,⁴ was used in compiling a list of the products advertised on children's television.

The Standard Directory of Advertising Agencies,⁵ Standard Directory of Advertisers,⁶ and the account changes published in Advertising Age were used to determine the agencies responsible for the creation of the commercials listed. Letters were written to the presidents of all

¹See Barcus, Saturday Children's Television.

²See Pearce, The Economics of Network Children's Television Programming, pp. 8-10.

³Professor Atkin was video taping a sample of network children's television commercials during this period for his study on the effects of television advertising and news programming on children. His study was funded by the Office of Child Development, U.S. Department of Health, Education and Welfare.

⁴BAR provided the author with program logs for the second Saturday in each month for the six month period from September 1972 to February 1973.

⁵Standard Directory of Advertising Agencies: The Agency Red Book (Skokie, Ill.: National Register Publishing Co., October 1972).

⁶Standard Directory of Advertisers: Classified Edition (Skokie, Ill.: National Register Publishing Co., April 1972).

New York and Chicago agencies involved in the creation and production of children's television commercials. The letters explained the purpose of the study and asked each agency president to submit the names of key individuals within his agency who were presently involved in promoting to the juvenile market.¹

Eighteen agency presidents answered the letter, and personal interviews were arranged and conducted at ten of the eighteen agencies that responded. To structure the personal interviews and insure that all the major issues were covered, an interview guide was used. Tape recordings were made of the interviews where this was permitted.

Data from the literature search and preliminary agency interviews was used to prepare a list of 96 Likert-type attitudinal items. These items related to the six general hypotheses of the study. As a pretest, the 96-item scale was administered to a sample of undergraduate college students majoring in marketing.² The students were asked to indicate the extent of their agreement or disagreement with each item on the list. After completing the survey, the students were asked to comment on any items in the

¹Sample copies of the agency president letter, interview guide, and other correspondence pertaining to the preliminary interviews and final questionnaire will be found in Appendix A.

²Copies of both the pretest and final questionnaires will be found in the Appendix.

survey that they thought vague, misleading, or otherwise questionable. The pretest results were the major input into the final mail questionnaire.

The final questionnaire comprised three sections. The first section contained twenty-nine Likert-type attitudinal items or statements and was designed to test the first six general hypotheses of the study. Twenty-six of the twenty-nine items came from the pretest questionnaire. Three items were added to the final questionnaire to cover recent proposals made regarding children's television advertising.

The second section of the final questionnaire was designed to test if there was a significant difference in the co-orientation ability of the respondent groups. Nine Likert-type items from the first section were repeated in this section, and the various respondent groups were asked to respond to them as they thought the other respondent groups would respond.

The third section of the questionnaire contained several demographic questions and two semantic differential scales. The semantic differential scales were included to test for differences in respondent attitudes towards two concepts germane to the subject: children's television advertising in general and self-regulation in advertising.

Copies of the final questionnaire were sent to a judgment sample of: seventeen United States Senators; thirty-two members of the United States House of Representatives; 107 presidents and top executive officers of advertising agencies involved in creating, producing, and researching commercials for children's television; seventy-five presidents and top executive officers of companies involved in advertising products on children's television; thirteen members of the major network review boards; nine top staff members or commissioners on the Federal Trade Commission; six top staff members or commissioners on the Federal Communications Commission; and fifty-nine spokesmen for Action for Children's Television.

LIMITATIONS OF THE STUDY

The use of a mail survey with multiple-choice questions has many advantages. For example, it eliminates the problem of interviewer bias, is easy to administer and code, and is a very economical instrument for measuring attitudes among widely dispersed populations. However, this research tool also has limitations.

Multiple-choice questions limit the range of answers open to the respondent and possibly introduce semantic difficulties into the test results. With a mail survey, the

respondent is free to go back over his answers and make changes and to consult with others before marking an answer. In face-to-face testing situations, the respondent may be limited to his first choice of an answer and may be kept from consulting with others as to the "correct" response.

However, it is difficult with a mail survey to determine whether the attitudes of non-respondents differ significantly from the attitudes of those that did respond and even whether the person actually completing the questionnaire is the person to whom the survey was addressed.

These limitations are probably not important in this study. Since the study was aimed at identifying the attitudes and beliefs of the various respondents, it did not matter if the respondents changed their answers or went back over test items. In fact, going over the items a second time might add to the accuracy with which the respondents completed the questionnaire. Moreover, the leadership positions of all the respondents, the fact that only a few questionnaires were sent to any one company, the geographic dispersion of the various respondents, and the low variance on questionnaire items within the samples indicates that the usual limitations of a mail survey were probably not that serious.

POTENTIAL CONTRIBUTION OF THE STUDY

The findings of the study should be of use to educators, regulators, broadcasters, critics, and the population at large. The study centered on the beliefs and attitudes of key respondent groups--the groups of people most likely to influence and to be influenced by policy decisions in the area. Any actions taken by these groups regarding the regulation and use of children's television advertising may eventually affect us all.

The final questionnaire was designed to measure respondent attitudes toward six facets of the subject frequently discussed in the literature. The questionnaire was also designed to indicate significant differences in beliefs and attitudes between individuals and respondent groups. Hopefully, the questionnaire will be of use to researchers conducting additional attitude studies on the subject.

The findings may be used in attitudinal models to predict and to explain the reactions of the various respondent groups to proposals made regarding children's television programming and advertising. The findings may be used as a benchmark for future attitude surveys among the same respondent groups. The findings should also be of use to indicate the polarization of attitudes that now exist on the subject. And finally, the findings should act as guides to what must be done by the various groups in order to persuade others to accept new positions on the subject.

ORGANIZATION OF THE REPORT: A PREVIEW
OF SUBSEQUENT CHAPTERS

This thesis consists of six chapters. Chapter II, A Synthesis of the Major Research Findings Regarding Children and Television Advertising, examines many of the limitations of past research in the area and summarizes the major findings of the more recent research on the subject.

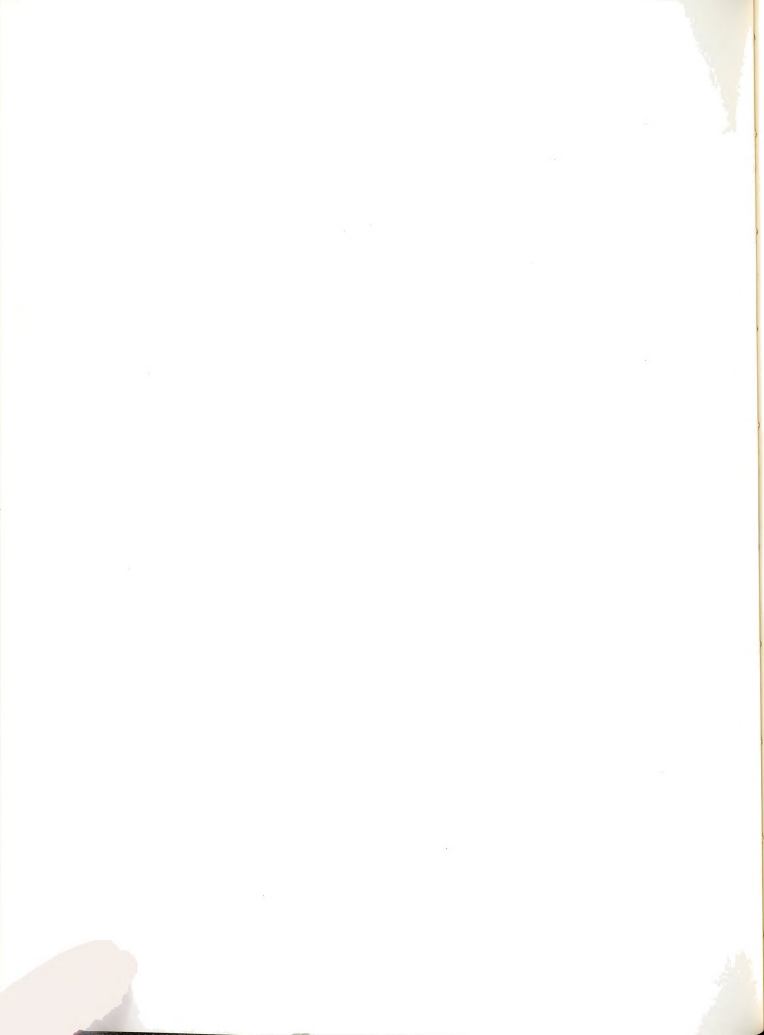
Chapter III is titled Research Methodology. Included in this chapter are details on the preliminary and final research instruments, on the field procedure, and on the data analyses used in the study.

Chapters IV and V, Findings of the Study, report the results of the study in a series of summary tables. Each table is followed by an explanation of the major study findings. Chapter V describes the results of the statistical tests regarding the co-orientation hypotheses.

Chapter VI, Summary, Implications, and Directions for Research, presents a brief summary of the entire research project. It uses the findings of the project to identify those areas where empirical research into the advertising communication process, particularly as it relates to child markets, is most likely to provide operational pay-offs for practitioners and private and

government institutions concerned with the subject of television advertising and children.

The Appendices at the end of the report contain a copy of the final research instrument and reproductions of the data collection materials used in the study.



CHAPTER II

A SYNTHESIS OF THE MAJOR RESEARCH FINDINGS REGARDING CHILDREN AND TELEVISION ADVERTISING

INTRODUCTION

The question that has dominated most research on the subject of television and the child is, what has been television's effect? How have television programs and advertising influenced children? Has it caused them to believe in new ideologies; to purchase or attempt to persuade their parents to purchase particular goods; to learn, alter, or abandon particular cultural tastes; to reduce or strengthen prejudices; to commit acts of delinquency or crime; to lower or raise the standard of sexual morality; to alter patterns of family recreation; to adopt an innovation; or to change patterns of behavior?

The first half of this chapter contains a brief examination of many of the difficulties that have plagued researchers when they attempted to measure the effects of television on the child. The second half of the chapter examines the recent studies on the subject of television and the child. An understanding of the limitations and

types of past research is necessary in order to appreciate the full implications of this research project. Moreover, the lack of definitive research in many of the areas discussed in this chapter helps explain the tremendous variance in attitudes among the various groups included in the study.

THE LIMITATIONS OF PAST RESEARCH

Since the early 1950's, numerous articles have been written about the effects of television programs on the child. Until three or four years ago, however, the subject of the effects of television advertising on the child was almost completely ignored. Schramm, Lyle, and Parker's study of television and children and Tannenbaum and Greenberg's study of recent mass communication research are two cases in point.¹ Both studies are major sources of information for researchers interested in the effects of television on the child. However, neither treats the subject of television commercials and their effects on children.

From twelve to sixteen minutes of every hour of children's television is devoted to commercial messages.

¹Wilbur Schramm, Jack Lyle, and Edwin Parker, Television in the Lives of Our Children (Stanford: Stanford University Press, 1961); Percy H. Tannenbaum and Bradley S. Greenberg, "Mass Communications," The Annual Review of Psychology, 1968, 19, 351-386.

These messages are primarily aimed at selling products rather than entertaining the viewer. Moreover, the commercial sponsorship system largely determines what type of products will be aired on children's television. With so much time devoted to commercial messages and with the commercial sponsorship system so much a part of the present system of children's programming, why have researchers avoided examining the subject of children's television advertising until recently? This section of the thesis attempts to answer this question.

The Longitudinal Problem

Much of the children's television research done in the past has focused on whether some particular effect does or does not occur. In reality the relationship between advertising and human behavior is far more complex.¹ For example, some researchers studying the effects of television on the child have attempted only to measure the immediate behavior of research subjects who have been exposed to a particular ad or series of ads. In almost every case there was little or no follow-up to see what the long-term effects might be.

¹See, for example, the cases listed by Dr. Harry Deane Wolfe, James K. Brown, and G. Clark Thompson in Measuring Advertising Results: Studies in Business Policy, No. 102 (New York: National Industrial Conference Board, 1962).

A research subject who shows an immediate change may be reacting to some prior stimulus, or the impact of a particular stimulus may be only temporary with little or no carry-over into real life. It is also conceivable that, after repeated exposure to the same stimulus, the research subject may show little reaction to the original stimulus.

To test the long-term effects of a television show, series of shows, or television advertising campaign, it might be necessary to study the same subject over a period of years. For example, some psychologists believe that it is necessary to study three generations in order to examine the effects of a specific child-rearing practice, such as toilet training. First, one must study the parents who are carrying out the specific toilet-training technique. Then, one studies the child who has been toilet trained. And finally, one studies how the original child trains his own children and how they develop.¹

Even if it were possible for a researcher to draw a matched sample of research subjects and control the relevant variables available over time, the practical difficulties of conducting such a study would

¹See M. Kessen, "Research Design in the Study of Developmental Problems," in Handbook of Research Methods in Child Development, edited by P. H. Mussen (New York: John Wiley and Sons, 1960), pp. 36-70.

prove virtually insurmountable. For instance, there would be little chance of controlling the TV exposure patterns of the various research subjects effectively.

The Experimental Situation Problem

Many of the studies that have been done on the impact of television in early childhood are based on experiments in special playrooms which are strange to the child. Researchers have found that the things children learn and the ways they behave in such settings are often quite different from learning and behavior patterns occurring in the child's home.¹

To some extent, such variations in background conditions can be reduced by a research design which uses an adequate number of subjects and randomly assigns them to the various treatment conditions. But when experimental studies are extrapolated to real life situations, other factors interfere with the results.² For example, when a young child is feeling strong and confident he is probably not so likely

¹See Albert Bandura's discussion of research on children's imitation and identification with others, in "Social-learning Theory of Identification Processes," Handbook of Socialization Theory and Research, edited by David A. Goslin (Chicago: Rand McNally, 1969), pp. 213-262.

²Carl I. Hovland, "Reconciling Conflicting Results Derived from Experimental and Survey Studies of Attitude Change," The American Psychologist, 146 (January, 1959), 8-17.

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to confuse fantasy with reality. Thus, the preschool child whose mother is in the house may watch a television program or commercial with more detachment or aplomb than when the mother is not present and the child is uncertain that he is being well cared for.

The Problem of Measurement

The problem of recording accurately what television programs and advertising a child has been exposed to is a vexing one. Schramm et al. studied six common ways of estimating a child's television viewing behavior--a general estimate by the parent, a general estimate by the child, a supervised diary, an unsupervised diary, aided recall, and unaided recall. They concluded the unsupervised diary method and parent's estimates for children in the early grades tended to give the most accurate estimates.¹ These authors placed the greatest faith in aided recall interviews, if made the following day, and in whole family interviews. Both methods, however, are quite costly.

In-home camera studies have suggested a reason for such a variety of viewing estimates. Films of subjects' viewing behavior have shown that many subjects count

¹Wilbur Schramm, Jack Lyle and Edwin Parker, Television in the Lives of Our Children (Stanford: Stanford University Press, 1961), pp. 213-218.

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programs they view only sporadically or partially as full-time viewing. What comprises viewing? If a subject is listening to a program, is that viewing? Must the subject's eyes be on the television for the researcher to say the subject was "viewing" the program? (How many times have we found ourselves staring at the television while our minds were far away?)

The Problem of Definition

There is at present no adequate conceptual framework within which to classify the diverse types of effects reported. Besides distinguishing between "long-term" effects and "short-term" effects, some authors distinguish between effects which are "manifest" and those which are "latent."¹ Distinctions are also made among psychological, political, economic, and sociological effects. Engel, Kollat, and Blackwell distinguish between "intended" and "unintended" effects.²

The use of the various methods of classification may seem arbitrary and artificial. It does, however, highlight

¹See Harold H. Kassarian and Thomas S. Robertson, Perspectives in Consumer Behavior, rev. (Glenview, Ill.: Scott, Foresman and Company, 1968), p. 101.

²See James F. Engel; David T. Kollat; and Roger D. Blackwell, Consumer Behavior, 2nd ed. (New York: Holt, Rinehart and Winston, Inc., 1968), p. 309.



the fact that "effects" can only be artificially abstracted from behavior. Thus, one cannot talk about the effects but only about particular sets of responses selected for study. For example, the major networks tend to evaluate the "effectiveness" of their shows in entertainment terms by relying heavily on rating services to describe the size of the audience reached.

The Measurement of Attitudes and Opinions

Some researchers have attempted to circumvent the problems involved in measuring effects directly by interviewing segments of the public familiar with children, such as mothers of small children and teachers.¹ Unfortunately, such research may be unreliable since the subjects tend to be influenced by their own attitudes and are often poor judges of the attitudes of others. For example, Himmelweit et al. found that mothers tended to underestimate the amount of time their children viewed television and were rarely

¹Few such studies contain questions specifically related to the effects of commercials on children. Among those that do are: the Yankelovich (1970) study of mothers' attitudes toward children's television programs and advertising; the Parade magazine study of readers' attitudes towards children's television advertising (see F. Earl Barcus, Concerned Parents Speak Out on Children's Television (Boston: Action for Children's Television, 1973); and the Roper opinion pools conducted for the Television Information Office (see Burns W. Roper, An Extended View of Public Attitudes Toward Television and Other Mass Media: 1959-1971 (New York: Television Information Office, 1971)).

familiar with their children's viewing preferences. They concluded that mothers tended to belittle the effects of television since any changes might reflect adversely on their maternal capabilities. They also found that teachers' reports lacked objectivity. Too often, teachers assessed changes brought about by television in the light of their own overall attitudes toward the subject.¹

Nevertheless, in an economy such as ours, where decisions are frequently based on opinion polls and majority rule, certain types of attitude studies may be immensely useful. For example, to the critic concerned with the extent to which "everybody sees the necessity of increased regulation of children's television advertising," an attitudinal study would indicate whether this concern was at least partly justified.

RECENT RESEARCH ON THE SUBJECT

Research on the subject of television and children can be divided into four categories: studies of children's television viewing patterns, studies of how children react

¹Hilde Himmelweit, A. N. Oppenheim, and Pamela Vince, Television and the Child: An Empirical Study of the Effects of Television on the Young (Oxford: Oxford University Press, 1958). Hereinafter referred to as Television and the Child.

to television, studies of the techniques used in children's programming and advertising, and studies of the effects of television on the child.

Studies of Children's Viewing Patterns

Researchers studying children's viewing patterns attempt to answer such questions as: How much time do children spend watching television? What hours do they watch? What programs do they view?

Studies of this type have been conducted since the earliest years of television in a number of countries and across many different cultures. We now know, for example, that television for the American child takes up almost as much time as school in the first years of life.¹ In fact, many children have become purposeful viewers with regular viewing times and favorite programs long before they start school.² By age 16, Schramm calculated, the average

¹For example, Lyle and Hoffman (1972) reported that over a week-long period, first graders spend the equivalent of just less than one full day watching television, while sixth through tenth graders exceed that level.

²For example, Schramm, Lyle, and Parker (1961) reported that the average American child views 45 minutes of television per day by the time he is three. Murray (1972) reported that total weekly viewing time ranged from 5 to 42 hours among the kindergarten and first grade Negro boys he studied. And Stein and Friedrich (1972) documented an average weekly viewing time of 34.5 hours for boys and 32.4 hours for girls, in their study of nursery school children.

American child can be counted on to have spent from 6,000 to 12,000 hours viewing television--and most of the hours are devoted to commercially sponsored programs.¹

Perhaps the most interesting finding of this type of study has to do with the programs watched by children. Most researchers agree that prime-time (7:30 p.m. to 11:00 p.m.) Monday through Sunday is the time when the preschool child's viewing is the heaviest.² Most regularly scheduled network children's programming is shown, however, in the Saturday/Sunday 8:00 a.m. to 1:00 p.m. time period. Nielsen found this period receives only fourteen percent of the preschool child's total viewing time.³ Clearly, an important consideration in the regulation of advertising seen by children is this variety of viewing patterns.

¹Wilbur Schramm, editor, The Effects of Television on Children and Adolescents (Paris: The United Nations Educational, Scientific and Cultural Organization, 1964), p. 11.

²See, for example, Thomas F. Baldwin and Colby Lewis, Violence in Television: The Industry Looks at Itself (East Lansing, Michigan: Department of Communication and Television and Radio, April 1971), p. 10; Jack Lyle and Heidi Hoffman, "Explorations in Patterns of TV Viewing by Preschool Age Children," in Television in Day-to-Day Life: Patterns of Use, edited by E. A. Rubinstein, G. A. Comstock, and J. P. Murray (Washington, D.C.: Government Printing Office, 1972), 257-273.

³A. C. Nielsen Company, A Review of Audience Trends (Chicago: The A. C. Nielsen Company, Inc., 1971), p. 13.

Children's Reactions to Television

A second category of research on the subject of television and children concerns children's reactions to television programming and advertising. Studies in this category ask such questions as: What programs and commercials does the child like the most? What content does the child believe? What frightens or amuses the child? What programs and commercials attract the most attention from the child?

Examples of this type of research would include the work of:

1. Ward, Reale, and Levinson on children's awareness of television commercials;¹
2. the McNeal study on the perceived credibility of television advertising as a function of age groups;²
3. the Ward, Levinson, and Wackman study on children's

¹Scott Ward, Greg Reale, and David Levinson, "Children's Perceptions, Explanations and Judgments of Television Advertising: A Further Exploration," in Television in Day-to-Day Life: Patterns of Use, ed. by E. A. Rubinstein, G. A. Comstock, and J. P. Murray (Washington, D.C.: Government Printing Office, 1972), 468-490.

²James U. McNeal, "An Exploratory Study of the Consumer Behavior of Children," Dimensions of Consumer Behavior (New York: Meredith Publishing Company, 1965).

attention to child-oriented television;¹

4. the James study of children's attitudes toward television advertising compared to their attitudes toward advertising in other mediums;²
5. the works of Brumbaugh³ and Lyle and Hoffman⁴ on what children remember from television commercials; and
6. the works of Thompson⁵ and Ward and Wackman⁶ on

¹Scott Ward, David Levinson, and Daniel Wackman, "Children's Attention to Television Advertising," in Television in Day-to-Day Life: Patterns of Use, edited by E. A. Rubinstein, G. A. Comstock, and J. P. Murray (Washington, D.C.: Government Printing Office, 1972), 491-515.

²Don L. James, Youth, Media and Advertising, Studies in Marketing No. 15 (Austin, Texas: Bureau of Business Research, Graduate School of Business, University of Texas, 1971).

³F. N. Brumbaugh, "What Effect Does TV Advertising Have on Children," Educational Digest, 1954, 19, 32-33.

⁴Jack Lyle and Heidi Hoffman, "Explorations in Patterns of TV Viewing by Preschool Age Children," in Television in Day-to-Day Life: Patterns of Use, edited by E. A. Rubinstein, G. A. Comstock and J. P. Murray (Washington, D.C.: Government Printing Office, 1972), 257-273.

⁵Glenn W. Thompson, "Children's Acceptance of Television Advertising and the Relation of Televiewing to School Achievement," Journal of Educational Research, 1964, 58, 171-174.

⁶Scott Ward and Daniel Wackman, "Family and Media Influences on Adolescent Consumer Learning," American Behavioral Scientist, January/February 1971, 14, 415-428. Hereinafter referred to as "Family and Media Influences."

factors such as age, IQ, and school achievement as predictors of commercial recall.

The Techniques Used in Selling to Children

A third category of research on the subject of television and children concerns the techniques used in selling to children. Many critics center their arguments on how the message is presented, rather than what is said or what effects the message may be having on the child viewer. Puffery, emphasis on peer group approval, celebrity endorsements, unusual camera angles, the hardsell, repetition, emotional appeals, close-up photography, speeded-up action, elaborate sound tracks, and premium offers have all been used or are being used in attempting to sell products to children on television.

The research on these techniques may be divided into six sub-categories: (1) research on the use and effects of celebrity endorsements, testimonials, and other surrogate indicators in children's television advertising; (2) research on the standards of performance set forth in advertising directed at children; (3) research on the use and effects of various editing techniques in commercials directed at children; (4) research on the use and effects of qualifiers in commercials directed at children; (5) research on the use and effects of ambiguous, misleading, and missing information

in children's television advertising; and (6) research on the use and effects of various types of appeals in commercials aimed at children.

Celebrity Endorsements, Testimonials, and Other Surrogate Indicators

The effect of testimonials and endorsements is known to mass communication theorists as the "source" effect. It is believed that the more trustworthy, credible, or prestigious a communicator is perceived to be, the less manipulative the audience considers his intent and the greater the tendency to accept the communicator's conclusions.¹

Communications attributed to sources of low credibility are considered more biased and unfair than similar communications attributed to sources of high credibility. The audience's perception of the source thus tends to influence both the interpretation and acceptance of the commercial message.²

¹A considerable body of research exists on the source effect in communications. See, for example, Raymond A. Bauer's "Source Effect and Personality: A New Look," Risk Taking and Information Handling in Consumer Behavior, edited by Donald F. Cox (Boston: Harvard University Division of Research, 1967), pp. 559-578; and H. C. Kelman's "Processes of Opinion Change," Public Opinion Quarterly, 25 (1961), 57-58.

²Bernard Berelson and Gary A. Steiner, Human Behavior: An Inventory of Scientific Findings (New York: Harcourt, Brace and World, Inc., 1964), p. 538.

Although the use of testimonials and endorsements in advertising directed at children has provoked a great deal of discussion and research,¹ there has been very little research on the effects of such tactics on the young viewer.²

Standards of Performance

Spokesmen for Action for Children's Television (ACT) have remarked that many commercials aimed at children feature standards of performance and enjoyment which the average child would find difficult or impossible to achieve. For example, children can make cookies, but they cannot decorate them like a master chef; they can play with target games, but not hit the bull's-eye every time; they can manipulate some mechanical toys, but often not as easily as the commercials promise. Unfortunately, no research has been conducted on how extensive this practice is in children's commercials or what effect the practice has on the child.

¹See, for example, F. Earle Barcus, Romper Room: An Analysis (Boston: Action for Children's Television, 1971).

²Besides testimonials and endorsements, the use of surrogate indicators such as colors, symbols, and magnitudes are beginning to be questioned in some circumstances. See Dorothy Cohen, "Surrogate Indicators and Deception in Advertising," Journal of Marketing, 36 (July 1972), 10-15.



Editing Techniques

The ability to separate programs from commercials is alleged to be more difficult for younger children.¹ And yet, a technique used on children's programs is to include the commercial message as an integral part of the overall program through the use of fades and dissolves and through the use of similar sets and characters in both the program and commercial. Morris feels that such a technique blurs the boundary "between the fantasy of the story and the reality of the product commercial. Thus, deliberate advantage is being taken of children who cannot tell where the story line drops off and the commercial begins."²

Barcus reports that Romper Room, a syndicated format program aired locally as a live program, is perhaps best known for its use of this technique. Over the five-day period included in the Barcus study, the Boston version of the program devoted forty-five percent of its program time to commercials, tie-ins, promos, and time spent playing with brand-name toys.³

¹John A. Howard and James Hulbert, Advertising and the Public Interest (Chicago: Crain Communications, 1973), pp. 62-63.

²Norman S. Morris, Television's Child (Boston: Little, Brown and Co., 1971), pp. 54-55.

³Barcus, Romper Room: An Analysis.

Qualifiers

Barcus also drew attention to the heavy use of qualifiers on children's television.¹ Twenty percent of the advertising messages included in the Barcus study contained some form of qualification. These qualifiers were frequently quite brief, and often restricted to one channel--video or audio--of the commercial broadcast. Barcus points out that there is considerable potential for deception in commercials which fail to communicate the conditions by which an offer is constrained. To date, however, no one has studied the effects of such qualifiers on children of different ages.

Ambiguous, Misleading and Missing Information

Some critics hold that commercials directed at children contain outright deceptive claims. For adults the problem is not so bad. Most adults are expected to recognize the meaning of the commercial before relying on it. The matter of ambiguous or misleading statements,

¹The term "qualifier" indicates the use of a phrase, visual or verbal, which modifies or qualifies the meaning of the primary sales message. For example, an advertisement for a retail department store sale which states that the sale "runs Friday and Saturday only," qualifies the primary message. "Batteries not included" is a classic example of the use of a qualifier in a television commercial.

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however, is particularly difficult with regard to advertising directed at children. What may be interpreted as pure fantasy by a third grader may be taken as straight fact by the pre-schooler.¹

A special type of ambiguity exists where an advertisement involves, not a double meaning, but a vague assertion which has little meaning at all, unless explained. For example, the statement that a toy has a "life-time guarantee" has little meaning until the conditions attached to the guarantee are explained.

Some critics argue that it is not the techniques used in advertising to children that are so deceptive, rather it is the information that is omitted in children's television advertising.² Such critics claim additional information is often needed both for the parent who must pay for the toy as well as the child who is learning

¹Much of the literature on child development confirms this belief. See L. Kohlberg, "The Development of Moral Character and Moral Ideology," Child Development, (1964), 415-424; J. Loevenger, Measuring Ego Development (San Francisco: Jossey-Bass, 1970); J. Piaget, The Child's Conception of the World (Towaowa, New Jersey: Littlefield, Adams and Co., 1965); F. L. Ilg and L. B. Ames, Child Behavior (New York: Harper Row, 1966).

²See the testimony of Evelyn Sarson and Peggy Harren, spokesmen for Action for Children's Television, before the FTC's Hearings on Modern Advertising Practices, November 1971.

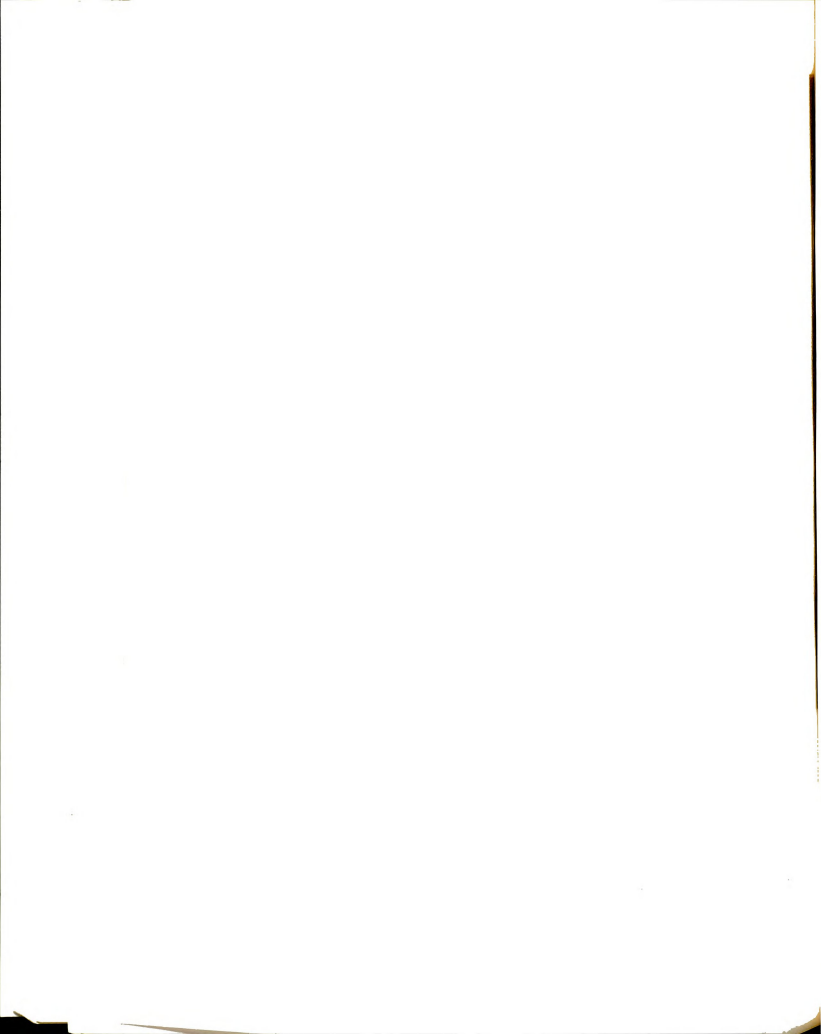
consumer habits by watching commercials on television. Broadcasters point out, however, that no commercial possibly say everything relevant to a purchasing decision and that, beyond a certain point, greater comprehensiveness will interfere with communication of the most important information.

Types of Appeals

A number of critics have complained about the appeals used in advertising directed at children. Many of these complaints center on the technique of using children to pressure their parents into buying things for them.¹ Several prominent physicians and professors have warned of the serious consequences of manipulating children to reach parents.² Dr. John Condry, Professor of Human Development and Psychology, Cornell University, feels, for example, that this technique may seriously interfere with family life by creating conflicts between parents and children, teaching children to be materialistic, and by disrupting

¹See the testimony of Frederick C. Green, Associate Chief, Children's Bureau, U.S. Department of Health, Education and Welfare, before the FTC's Hearings on Modern Advertising Practices, November 1971.

²See the testimony of Dr. Richard Gladstone, Assistant Professor of Psychiatry, Harvard Medical School, and Dr. John Condry, Professor of Human Development and Psychology, Cornell University, before the FTC's Hearings on Modern Advertising Practices, November 1971.



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attempts to teach the child responsibility. In Dr. Condry's view, the dangers posed by television advertising are increased by changes in technology which have broken down the extended family, weakened family life, and led to a mobility which destroys the sense of community and reduces schools to shambles.¹

There is some research evidence to support these allegations. Yankelovich, for example, found that mothers bear a great deal of hostility and resentment toward most commercials on children's programs.² Many mothers complain about misrepresentation of the product, manipulation of the child, and the stresses and strains imposed on low income families by the demands created by children's television commercials.

However, mothers' perceptions may also be caused by the purchase influence attempts of children, rather than by advertising itself. For example, Ward reported that, where restrictions were placed on children's television watching, children were no less inclined to attempt to influence purchases.³ Thus, it could be argued that television

¹Ibid.

²Daniel Yankelovich, Inc., Mother's Attitudes Toward Children's Television Programs and Commercials (Boston: Union for Children's Television, 1970), p. 4.

³Scott Ward, Testimony before the FTC's Hearings on Modern Advertising Practices as reported in Howard and Albert's Advertising and the Public Interest, pp. 65-66.

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atching does not cause a greater number of purchase influence attempts.

The National Association of Broadcasters Television Code directs that commercials avoid "appeals contending that, if a child has a toy, he betters his peers or, lacking it, will invite their contempt or ridicule." Nevertheless, many advertisements appeal to this feeling, either blatantly or subtle ("Get Johnny Lightning cars and jets and have the others wild."). There is no research available, however, on the emotional consequences of such advertising.

The Code guidelines also discourage overselling products through inauthentic dramatization, over-glamorization, exaggeration, and demonstrations implying non-inherent attributes of the product. Nevertheless, the content analysis by Barcus¹ cited numerous instances of misleading techniques involving camera angles and close-up photography. He judged that 25% of the non-animated commercials used visual deception.

Either of these factors may lead the child to become dissatisfied with the actual social and performance value of the purchased product. In addition, negative feelings may be aroused by the constant display of enticing play objects and food that the child cannot obtain.

¹F. Earle Barcus, Romper Room: An Analysis.
 It prepared for Action for Children's Television,
 November 1971.

While the child's reactions may be restricted to disappointment and displeasure, more serious inferences may be derived. The frustration-aggression theory suggests that blockage of goal directed activity may result in aggressive behavior. The inability to possess desired products or the shortcomings of purchased products that do not live up to expectations appear to produce this behavior. Researchers have not explored this aspect of television viewing and aggressive behavior.

Effects of Advertising on Children

The fourth category of research concerns television's effect on the child's values, knowledge, physical and mental health, and social behavior. The research in this category can be divided into three subsections: studies on the development of materialistic attitudes; studies of children's distrust of advertising, generalized cynicism, and skepticism; studies of consumer purchasing behavior in the child.

Development of Materialistic Attitudes

Some critics have voiced the opinion that television programming and advertising promotes the idea that social success can be measured in terms of materialistic acquisitions.¹

¹Norman S. Morris, Television's Child (Boston: Little, Brown and Company, 1971), pp. 56-57.

Ward and Wackman found that a materialistic orientation was unrelated to television viewing time among teenagers, when other factors were controlled.¹ It was, however, related to two reasons for watching commercials: social utility (motivation to watch commercials as a means of gathering information about life styles and behaviors associated with uses of specific consumer products) and vicarious consumption (motivation to watch commercials in order to identify with or vicariously participate in attractive life styles). Thus, the available evidence suggests that youngsters with a materialistic outlook may use commercials selectively to support their orientation, rather than being influenced to become materialistic by the commercials.

Trust of Advertising, Generalized Cynicism, and Skepticism

Because of the characteristic puffery and deception associated with advertising appeals, some critics feel that commercials may be causing youngsters to lose faith in business and society. A few researchers have begun to investigate this question. For example, Ward, Reale, and Johnson recently reported that less than one-third of the elementary school children in their study of children's

¹Ward and Wackman, "Family and Media Influences," 567.

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ceptions agreed that television commercials always tell truth.¹ James found that more than half the nine- to ten-year-olds he was studying felt that television offered the least believable advertising, three times the portion for any other advertising medium.²

Development of Consumer Purchasing Behavior in the Child

The role of advertising and, in particular, children's television advertising is thought by some to have a significant effect on the development of the child's role as consumer.³ Indeed, attitude surveys show that the child attributes considerable power to television advertising in influencing a child's wants and needs.⁴ Some

¹Scott Ward, Greg Reale, and David Levinson, "Children's Perceptions, Explanations and Judgments of Television Advertising: A Further Exploration," in Television in Day-to-Day Life: Patterns of Use, ed. by E. A. Stein, G. A. Comstock, and J. P. Murray (Washington, Government Printing Office, 1972), 468-490.

²Don L. James, Youth, Media and Advertising, Study Marketing No. 15 (Austin, Texas: Bureau of Business Research, Graduate School of Business, University of Texas, 1968), 1-10.

³See, for example, the testimony of Seymour Banks, President of Leo Burnett Company, before the FTC's Hearings on Modern Advertising Practices, October 1971.

⁴See, for example, F. Earle Barcus, Concerned Parents Speak Out on Children's Television (Boston: Action for Children's Television, 1973).

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believe, for example, that excessive advertising of over-the-counter pharmaceuticals is directly linked with the nation's rising drug usage problem among youth.¹

A number of researchers have begun investigating the consumer socialization process of the child. For example, Berey and Pollay,² Ward and Wackman,³ and Wells⁴ have been looking at the part played by the child in the family purchasing process.

Several researchers have examined the link between child's contact with television and his buying behavior. For example, Dickens and Johnson⁵ questioned nine- and

¹See, for example, A. Cheng, "Drug Abuse, Drug Culture, Drug Advertising," Food, Drug, Cosmetics Law Journal, October 1971, 482-486; "Drug Advertising and Drug Abuse," Broadcasting, July 17, 1972, 34-35; "Drugs on TV: Next in Line for Federal Suppression," Broadcasting, July 24, 1972, .

²Lewis A. Berey and Richard W. Pollay, "The Influencing Role of the Child in Family Decision Making," Journal of Marketing Research, 1968, 70-72.

³Scott Ward and Daniel Wackman, "Television Advertising and Intrafamily Influence: Children's Purchase Influence Attempts on Parental Yielding," Television and Social Learning, ed. by J. P. Murray, E. A. Rubinstein and A. Comstock (Washington, D.C.: Government Printing Office, 1972), 516-525.

⁴William D. Wells, "Children as Consumers," Knowing the Consumer, ed. by J. W. Newman (New York: John Wiley and Sons, 1966), pp. 128-145.

⁵Dorothy Dickins and Alvirda Johnston, Children's Influence on Family Food Purchase Decisions, Bulletin 671, Agricultural Experiment Station, Mississippi State University, 1962.

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ear-old students and reported that more than three-
 hs of those who had recently shopped with their
 rs had requested that she purchase food products the
 had seen advertised on television. Thompson¹ inter-
 d third graders and found a moderate positive corre-
 n between the amount of time a child views television
 he usage of products featured on the child's favorite
 ums. McNeal² found that children readily admit that
 sion commercials influence their behavior as con-
 . Ward and Wackman³ reported that mothers who are
 television viewers perceive that television commer-
 have a greater influence on their children's purchase
 ts than do mothers who are light viewers of tele-

SUMMARY

Making allowances for cultural differences and for
 nces in the kind, quality, and amounts of television

¹Glenn W. Thompson, "Children's Acceptance of Tele-
 Advertising and the Relation of Televiewing to School
 ment," Journal of Educational Research, 1964, 58,

²James V. McNeal, "The Child Consumer: A New
 " Journal of Retailing, 1969, 45, 15-22.

³Ward and Wackman, 1971, 523-524.

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able, researchers can now predict with some confidence
most children's viewing patterns are likely to be,
changes the introduction of television will make on a
ly's leisure time, and what reactions to television
grams and commercials children are likely to have.

There are few researchers today who think that
vision has an undesirable effect on a child's health or
believe that television is the sole and sufficient
of asocial behavior such as delinquency or crime.
er, in dealing with many of the more critical questions
ding children and television advertising, there is a
deal of conflict in viewpoint and little hard data.
ision advertising's role in causing asocial behavior,
ontributions to a child's values and knowledge, its
action with the maladjusted and the mentally ill--all
mensely complicated matters far from being completely
stood.

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CHAPTER III

RESEARCH METHODOLOGY

INTRODUCTION

An overview of the research design employed in the was provided in Chapter I. Chapter III covers, in , the various steps in the research methodology.

The chapter is divided into two sections. The section describes the procedure used to generate h statements for the survey, the pretest, and the research instrument. The second section describes mpling procedure used for gathering data for the

Tables presenting important statistics pertaining to pondent groups included in the study are included in ond section.

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SECTION 1: THE RESEARCH INSTRUMENT

The twofold purpose of the study outlined in Chapter 1 is: (1) to determine if executives and spokesmen for governmental, consumer, and industry groups differed significantly in their beliefs and attitudes on the major issues surrounding the subject of children's television advertising; and (2) to measure the co-orientation abilities of the various respondent groups.

Before a research instrument could be constructed to meet the study objectives, it was necessary to select an attitude measurement technique, to generate opinion statements on the major issues to be included in the study, and to specify the research hypotheses to be tested.

Likert-type attitudinal scales were chosen as the primary measurement tool.¹ Likert scales are relatively easy to construct and administer, yet, "the technique stands out remarkably well compared to more sophisticated approaches; and it yields virtually identical results."² The essence of this technique is as follows:

¹The original source of this technique is Rensis Likert, "A Technique for the Measurement of Attitudes," *Archives of Psychology*, No. 140 (1932).

²Bernard S. Phillips, Social Research: Strategy and Methods (New York: The Macmillan Co., 1966), p. 269.

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1. For each scale, or dimension of attitude being tested, a large number of opinion statements are formulated.
2. Statements are classified as "favorable" or "unfavorable", and approximately the same number of each is used.
3. A range of categories of response is listed for each statement. Five categories, "strongly agree", "agree", "undecided", "disagree", and "strongly disagree", are usually used.
4. Scores of 5, 4, 3, 2, and 1 are assigned to the response categories for favorable items, and reversed for unfavorable items.
5. A pre-testing procedure known as "item analysis" is used in constructing the final instrument. A large number of opinion statements--at least twice the number desired for the final scale--are administered to a group reasonably representative of the final sample group to be tested. The highest and lowest scoring subjects within this "judging" group (usually the top and bottom quartiles) are used as comparison groups for the evaluation of each opinion statement. The statements which reflect the greater power in discriminating between the two groups are used to construct the final instrument.

An extensive review of the literature and research on the subject of television advertising and children was

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taken to help identify opinion statements for the survey. The presidents of advertising agencies involved in writing, producing, and researching commercials for children's television were contacted and asked for specific information and assistance on the subject. Personal interviews lasting from one to three hours each were conducted with top executives at ten such agencies. These interviews contributed much information about the position of advertising and advertising agency personnel on the issues involved.¹

Letters were written to academic, government, and other spokesmen, requesting assistance in formulating the research instrument and guidance as to which items they should be included in the questionnaire. A number of individuals contributed suggestions and materials based on requests. Much of this material has been included in Part II.

The end result of the literature search was an excellent list of opinion statements regarding the subject of children's television advertising. The majority of these

¹An interview guide was used in all preliminary interviews. A copy of the guide and cover letters used in the course of the study may be found in Appendix A. Appendix B lists the firms included in the final survey as well as the agencies participating in the initial interviews.

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ements fell into six subject matter categories: need for regulation, responsibility for regulation, effects of commercials on children, techniques used, products advertised, and major proposals in the area. These categories were the focus of the general and specific hypotheses presented in Chapter I.

The opinion statements gathered in the literature were then rewritten to conform to the Likert format. General criteria used in writing the survey items were that they be: (1) relevant; (2) unambiguous; (3) short; (4) complete, and (5) clear.¹ Over two hundred statements were constructed on this model.

Preliminary Instrument

A selection of ninety-six items was made for inclusion in a pretest version of the research instrument from a list of several hundred opinion statements. A number of revisions entered into this selection process.

¹Many investigators have suggested criteria for selecting items for attitude scales. Three classic references on the procedure are: K. A. Wang, "Suggested Criteria for Selecting Attitude Statements," Journal of Social Psychology (August 1932), 367-373; L. L. Thurstone and E. J. Gage, The Measurement of Attitude (Chicago: Chicago University Press, 1929), 28-35; and A. L. Edwards and F. P. Allport, "A Technique for the Construction of Attitude Scales," Journal of Applied Psychology, 32 (1948), 374-394.

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For example, an attempt was made to include a number of statements covering the same topic but varying in intensity of agreement or disagreement with the expressed idea in order to allow the respondent greater freedom in expressing his attitude. Also, an attempt was made to balance positive and negative items, i.e., statements to which agreement would imply favorable attitude, and ones where disagreement would imply unfavorable attitude.

Items pertaining to the six major issues of interest were mixed in the sequence of statements in the preliminary instrument, and positive and negative statements were inter-
 mixed. The general appearance of statements in the preliminary version of the instrument is illustrated by the following:

	Strongly <u>Agree</u>	Somewhat <u>Agree</u>	<u>Uncertain</u>	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>
Commercialism to children should be regulated by ad- vertisers them- selves.					

Although the response categories were valued from one to five for scoring purposes, no numerical values appeared under or adjacent to the response categories.¹

¹The value of the response categories was reversed for negative items.

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format was intended to discourage the development of response pattern based upon scoring categories, i.e., a subject might begin to regard himself as a "4". The presence of scoring values and the alternation of positive and negative items were designed to minimize any automatic scoring patterns. A similar format was carried over into the final research instrument.¹

Pre-testing Procedure

In March 1973, the pre-test was administered to 40 one marketing majors enrolled in three senior level courses at Southern Illinois University, Edwardsville. The preliminary questionnaire was ten pages long and contained general instructions for completing the survey and ninety-five likert-type attitude statements. After the students completed the survey, they were asked to comment on any items in the survey that they thought vague, misleading, or questionable.

The weighting of a number of statements was reversed and the surveys were coded so that a high score on any

¹Perhaps because of the length of the questionnaire and the nature of the technique, several respondents seemed to follow automatic patterns in completing the semantic differential portion of the final survey. The number of changed-out and changed answers in this section pointed to the existence of such patterns. Also, a few respondents noted on their questionnaires that reversing items in this manner was "tricky".

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atement and a high total score indicated a favorable attitude toward the dimension being measured. The completed surveys were then tabulated and analyzed using the Statistical Package for the Social Sciences and BMD: Biomedical Computer Programs.¹ The mean and standard deviation of each of the ninety-six variables was calculated, a histogram was drawn of the responses to each variable, the data was factor analyzed to identify clusters of statements which intercorrelated highly with each other, and the data was item analyzed.

The item analysis was the primary means used to select statements with high discriminating power for the final survey. In doing the item analysis, the total score for each respondent was computed, and the questionnaires of fifteen students with the highest and lowest total scores (the top and bottom quartiles) were removed for analysis.² A computing sheet, such as that illustrated in Table 3-1, was constructed for each of the ninety-six items in the preliminary research instrument. The statements were then ranked

¹See Norman H. Nie, Dale H. Bent, and C. Hadlai Hull, Statistical Package for the Social Sciences (New York: McGraw-Hill Book Company, 1970), and BMD: Biomedical Computer Programs, edited by W. J. Dixon (Los Angeles: Health Sciences Computing Facility, University of California, Los Angeles, Sept. 1, 1965).

²Sometimes deciles are used in lieu of quartiles but the latter are considered to provide more reliable criterion scores. See William J. Goode and Paul K. Hatt, Methods in Social Research (New York: McGraw-Hill, 1952), p. 276.

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order of their discriminating power (DP). The rankings of the ninety-six statements are reproduced in Appendix C.

TABLE 3-1

CALCULATION OF DISCRIMINATORY POWER OF OPINION STATEMENTS

Number 16: In general, commercials do not present a true picture of the product advertised.

Number	Score					Weighted Total (score x number checking that score)	Weighted Mean (weighted total/ number of cases)	D.P. (high weighted mean - low weighted mean)
	1	2	3	4	5			
15	7	7		1		25	1.66	1.40
15		4	6	5		46	3.06	

When using quartiles as criterion groups, it is generally desirable that as many items as possible with a discriminating power of over 1.00 be used, and that few, if any, which drop below .50 be used.¹ It is felt, however, that discriminating power should not be the sole criterion in selecting items for the final instrument. In some instances where two items relate to the same general topic and, thus, quite logically, produce comparable DP values,

¹Goode and Hatt, p. 276.

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lower of the items is usually passed over in favor of item with a still lower DP value, relating to an other-
e uncovered topic within the attitude dimension.

It is desirable that a Likert scale be roughly equal the number of positive and negative statements included. e again, occasional substitutions of lower DP items were e in order to achieve an approximate balance. However, final criterion used in selecting items for the final ey was one of economy. Because of the limited number items that could be included, only items that strictly ained to the five dimensions of concern were selected.¹

The exhibit of ranked statements in Appendix C indi- s those statements selected for the final survey, with above considerations in mind. The average DP value for statements included in the final instrument was .97.²

The preliminary sample was small, and not an exact esentation of any of the populations to be sampled;

¹This procedure for selecting items for the survey used upon the original research of Rundquist and Slotto in the construction of the Minnesota Survey of Opinion. A. Rundquist and R. F. Slotto, Personality in the ssession (Minneapolis: University of Minnesota Press,

²Four of the items selected had DP values less than Three of these items pertained to recent proposals ding children's television advertising. The students in the pretest were probably not familiar with these sals; thus, DP values were probably not good indications e items discriminating value among the groups included e final survey. Excluding the DP values of these three , the average DP ranking for the final items selected .08.

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Nevertheless, valuable results were obtained in the pretest. For example, a number of statements were reworded or eliminated from the final questionnaire as a result of the pretest, and the factor analysis of the pretest data helped confirm the existence of the five dimensions of interest in the study.¹

Research Instrument

The final research instrument was a mail questionnaire of seven or eight pages.² Each questionnaire was divided into three sections. The first and last section were common to all respondents. The second section was different for each respondent group.

The first section contained instructions for using a Likert-type scale, space for a two-digit identification number,³ and twenty-nine Likert-type opinion statements.

¹It is desirable to have a significantly larger number of subjects than variables in conducting a factor analysis. Nevertheless, the data were factor analyzed using a sample of sixty-one subjects, and the statements did cluster on the five dimensions expected. The data from the factor analysis were only a minor input to the item selection process.

²The various respondent groups received different versions of the questionnaire.

³Space was made for only a two-digit identification number, despite the fact that over 300 individuals were surveyed. It was felt that a smaller identification number

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in the second section of the questionnaire, nine of the statements from the first section were repeated either two or three times. Respondents were told at the top of each page in the second section to place themselves in the position of a spokesman for Action for Children's Television, or member of one of the network review boards, or an advertising agency executive involved in creating, producing, and researching commercials for children's television. The respondents were then asked to mark the response that best reflected the view of the person listed at the top of the page.

The respondents in the ACT sample were asked to comment on how they thought people on the network continuity boards and advertising agency executives would feel. The respondents in the industry sample were asked to mark how they felt ACT spokesmen and members of the network continuity boards would feel. The government respondents were asked to mark how they felt ACT spokesmen, members of the network continuity boards, and advertising agency executives would feel. The breakdown of the second section by the various respondent groups is shown in Table 3-2.

... would give the impression of a more limited sample. The various respondent groups were differentiated by the color of the ink used in writing the identification number and the number of pages in the second section of the questionnaire. The questionnaire number was left blank in the second mailing in the hopes of increasing the number of respondents.

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TABLE 3-2

QUESTIONNAIRE COMPOSITION BY RESPONDENT GROUP

	Section 1 Respondent's own attitudes	Section 2 Respondent's perception of the attitudes of			Section 3 Semantic differential scales and personal data
		ACT	Agency	Network	
stry	✓	✓		✓	✓
le	✓		✓	✓	✓
ernment	✓	✓	✓	✓	✓
le	✓	✓	✓	✓	✓
ork	✓	✓	✓		✓
e					

The third section of the questionnaire used ten semantic differential scales with bi-polar adjectives to rate concepts of "children's television advertising" and "self-education in advertising." The adjectives were drawn from a list of the most common adjectives used in semantic differential analysis.¹ A seven-interval scale was used. At the end of the third section, respondents were asked to complete multiple choice items pertaining to their age, marital

¹See Charles E. Osgood, George J. Suci, and Percy E. Tannenbaum, The Measurement of Meaning (Urbana, Ill.: University of Illinois Press, 1957).

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tatus, and educational level. The final questionnaire is reproduced in Appendix D.

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SECTION 2: DATA GATHERING PROCEDURE

The procedure used in selecting respondents for the study varied for each of the respondent groups. Preliminary conversations with the executive director of Action for Children's Television (ACT) arrangements were made to channel all questionnaires to ACT members through the ACT office in Newtonville, Massachusetts. ACT initiated this procedure several years ago to protect its members from unnecessary harassment. Several days before the initial mailing, the president of ACT questioned the necessity of going through this two-step mailing procedure and offered to provide the names and addresses of the ACT respondents. Because the initial procedure was already established, however, no changes were made in the sampling and distribution plans.

Names for the advertising agency and advertiser samples were drawn from the Standard Directory of Advertising Agencies and the Standard Directory of Advertisers, using the preliminary network children's show audits to determine which companies were involved with advertising on children's shows. In the industry samples, an attempt was made to include the top executives of all the major firms involved with children's television advertising. Unfortunately, the employee turnover rate in the advertising

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industry is very high, even among top executives. By the time an individual's name is listed in the trade directories, there is a good chance the individual will have retired, moved to a new position within the company, or moved to an entirely different company.¹

The respondents in the industry samples are broken-down by title and principal product in Table 3-3. Appendix B contains the names of the various companies surveyed.

Respondent names for the network continuity board sample were obtained by contacting the three major networks personally. One network would only provide the name of the vice-president in charge of commercial clearances, not the individual board members. In that one case, the review board members listed for that network in the 1972 edition of the Television Factbook were added to the sample.

The government sample was a judgment sample composed of senators and congressmen thought of as "consumerists" by their colleagues, and the commissioners and top staff members of the FTC and FCC. Congressman Rosenthal's (Democrat, New York) staff helped provide the names of representatives and senators for the sample.

¹Although several of the questionnaires were returned with the notation "retired" or "no longer with company" on the envelope, the media, advertiser, and agency account changes listed in Advertising Age indicate that the turnover problem is probably larger than the returned envelopes indicate.

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TABLE 3-3

COMPOSITION OF THE INDUSTRY SAMPLES

ADVERTISER SAMPLE

Number of Company Executives Surveyed by Title

25	Corporate chairman and presidents
14	Group vice presidents, executive vice presidents, and senior vice presidents
18	Corporate staff vice presidents, managers, and directors
9	Division presidents
5	Division marketing vice presidents, managers, and directors
3	Division advertising vice presidents, managers, and directors
<u>1</u>	Other
75	

Number of Companies Surveyed by Principal Product

1	Beverages
3	Candy
4	Cereals
7	Food (other than beverages, candy and cereals)
8	Toys
<u>4</u>	Vitamins
27	

AGENCY SAMPLE

Number of Agency Executives Surveyed by Title

24	Presidents
22	Senior or executive vice presidents
41	Vice presidents, management supervisors, and account supervisors
10	Account executives
<u>10</u>	Other
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Two mailings of the final questionnaire were made. The initial mailing was made June 12, 1973, and went to 318 individuals drawn from the five populations of interest in the study. The second mailing, sent to all respondents failing or refusing to complete the initial questionnaire, was made between July 12 and July 16, 1973.

A total of eleven different cover letters was used to ensure responses tailored to the situations of the various respondents in the samples. A hand-written note was added to the bottom of many of the follow-up cover letters to add more personal touch and, hopefully, to increase the number of responses.

Samples of the various cover letters are included in appendix A. Table 3-4 breaks down the initial and follow-up mailings for each of the five samples according to the action finally taken by the respondents.

Data Preparation

The returned questionnaires were checked for comments and coded, before the data were punched on standard IBM data cards. The coding and key punching of each questionnaire was double checked to ensure accuracy. The Statistical Package for the Social Sciences (SPSS) programs were used to

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TABLE 3-4

QUESTIONNAIRE RETURN RESULTS

	First Mailing	Second Mailing	Total (percent of sample)
<u>Agency Sample</u>			
Number in mailing	107	48	
Completed survey	56	15	71 (66.4%)
Returned by post office	1	--	
Refused to participate	2	--	
No answer	48	33	
<u>Advertiser Sample</u>			
Number in mailing	75	33	
Completed survey	23	11	34 (45.3%)
Returned by post office	5	--	
Refused to participate	14	1	
No answer	33	21	
<u>ACT Sample</u>			
Number in mailing	59	16	
Completed survey	43	7	50 (84.7%)
Returned by post office	--	--	
Refused to participate	--	--	
No answer	16	9	
<u>Government Sample</u>			
Number in mailing	64	44	
Completed survey	11	11	22 (34.4%)
Returned by post office	--	--	
Refused to participate	9	13	
No answer	44	20	
<u>Network Sample</u>			
Number in mailing	13	10	
Completed survey	2	1	3 (23.1%)
Returned by post office	--	--	
Refused to participate	1	--	
No answer	10	9	

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analyze the data.¹ T-tests, analysis of variance tests, and Duncan range tests were the basic statistical tools used in the analyses.

¹See Norman H. Nie, Dale H. Bent, and C. Hadlai Hull, Statistical Package for the Social Sciences (New York: McGraw-Hill Book Company, 1970).

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CHAPTER IV

FINDINGS OF THE STUDY (PART 1)

INTRODUCTION

The findings of the field investigation phase of the study are presented in this chapter and in chapter V. This chapter summarizes the study findings relating to the variance within and mean difference between responses of the groups surveyed on six major issues regarding children's television advertising. Chapter V summarizes the study findings relating to the orientation portions of the study.

THE GENERAL RESEARCH HYPOTHESES

Need for Regulation of Children's Television Advertising

The first general hypothesis is:

There are significant differences in the verbalized attitudes of the respondent groups in regard to the need for increased regulation of children's television commercials.

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Five items on the final questionnaire referred specifically to this issue.¹ Analysis of variance tests were used to detect significant differences among the sample means of the respondent groups on each item. The test results strongly supported the general hypothesis.² The null hypothesis was rejected at the .01 level in all five tests. Table 4-1 summarizes the findings of the analysis of variance tests.

¹Pearson product-moment correlation coefficients and Spearman rank correlation coefficients were computed between all 29 items on the questionnaire and used to group the test items under the various hypotheses. Only in the discussion of the third general hypothesis was an attempt made to sum the respondent scores for the grouped items to develop an index of respondent performance on that group of items.

All 29 items are individually graphed in the tables following the six general hypotheses in this chapter. However, only a few items were included in the discussion of the findings in order to conserve space. For example, five items seemed to group well under the first general hypothesis. These five items were included in the analysis of variance test run in testing the hypothesis and are individually graphed in Tables 4-1 and -2. Only two of the five items are specifically mentioned in the discussion of the hypothesis.

²In all tests of hypotheses in this dissertation, when the null hypothesis is rejected at $\alpha = .05$, the test results are said to "support" the alternate hypothesis. When the null hypothesis is rejected at $\alpha = .01$, the test results are said to "strongly support" the alternate hypothesis.

TABLE 4-1

SUMMARY OF ANALYSIS OF VARIANCE TESTS ON ITEMS PERTAINING TO THE NEED
FOR REGULATION OF CHILDREN'S TELEVISION ADVERTISING

1-1. Television advertising to children should be more regulated than it already is.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	248.68	82.90	100.09	.00
Within Groups	167	138.31	.83		
Total	170	386.99			

1-15. Children's television advertising requires special regulation because of the nature of the viewing audience.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	78.61	26.20	25.52	.00
Within Groups	167	171.49	1.03		
Total	170	250.10			

1-20. New regulations should restrict the techniques used in advertising toys.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	123.74	41.25	38.52	.00
Within Groups	160	171.35	1.07		
Total	163	295.09			

	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	23.56	7.86	6.83	.00
Within Groups	163	187.43	1.15		
Total	166	210.99			

1-27. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	204.96	68.32	76.28	.00
Within Groups	166	148.66	.90		
Total	169	353.62			

Hypothesis 1-1 states:

ACT and government respondents will be more likely to express strong agreement with the statement "children's television advertising requires special regulation because of the nature of the viewing audience" than will industry respondents (i.e., the advertiser and advertising agency samples). All four respondent groups will agree that special regulation is needed.

Hypothesis 1-1 was strongly supported. Eighty-four percent of the ACT respondents and twenty-seven percent of the government respondents expressed strong agreement with the item. Fourteen percent of the ACT respondents and fifty-nine percent of the government respondents expressed agreement with the statement. While the majority of the agency and advertiser respondents also agreed with the statement, less than ten percent of either sample expressed strong agreement that special regulation was needed.

Hypothesis 1-2 states:

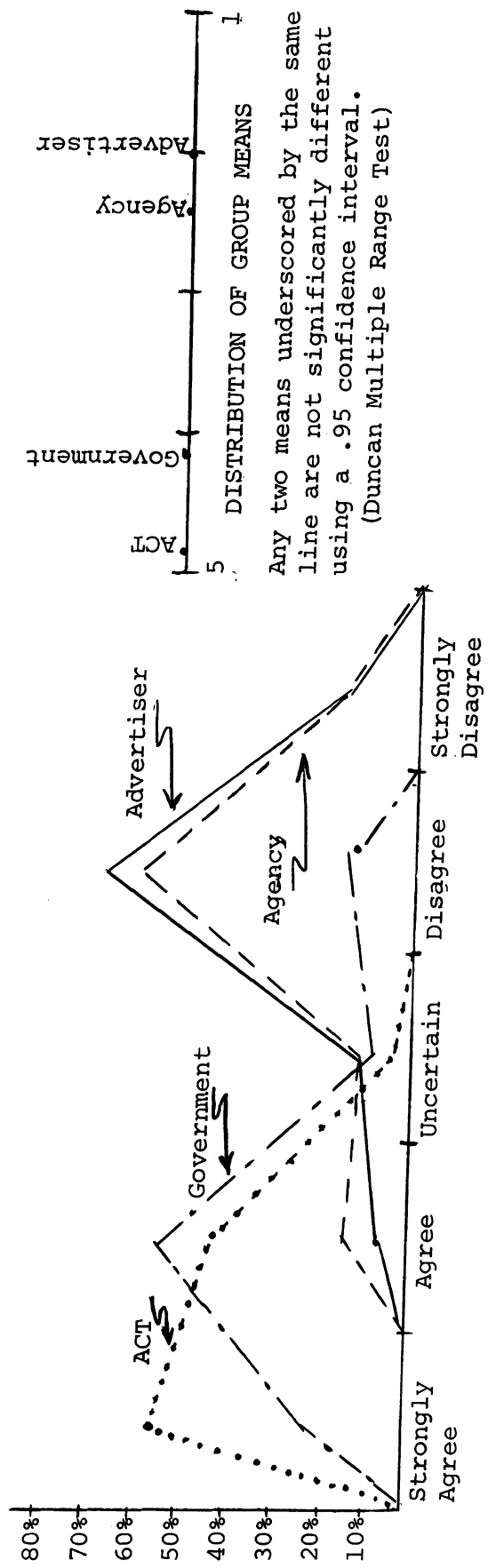
ACT and government respondents will express the feeling that more regulation of children's television commercials is needed. The industry respondents will not agree.

This hypothesis was strongly supported. The issue of whether there should be more regulation of children's television commercials divided the respondents into two distinct groups. All of the ACT respondents and over ninety percent of the government respondents felt that

television advertising to children should be more regulated than it already is. Sixty-six percent of the agency respondents and eighty-five percent of the advertiser respondents disagreed.

Table 4-2 summarizes the results of the statistical tests used in testing the above hypotheses.

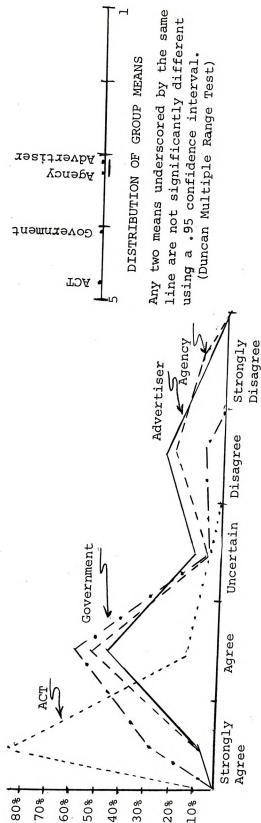
Statement Number 1-1: Television advertising to children should be more regulated than it already is.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS (Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			70	2.40	1.15
Advertiser	.08	---		34	2.00	.92
ACT	.00	.00	---	42	4.90	.30
Government	.00	.00	.00	41	4.24	.89

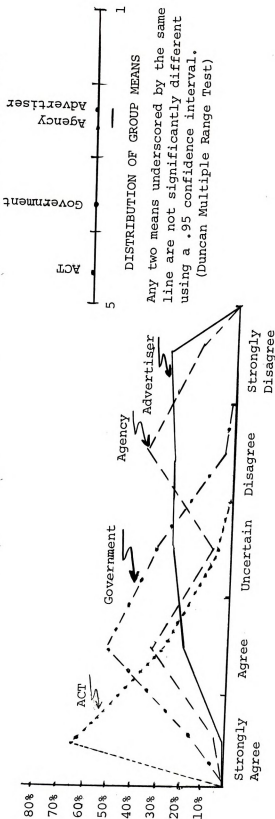
Statement Number 1-15: Children's television advertising requires special regulation because of the nature of the viewing audience.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---	---	70	3.27	1.22
Advertiser	.89	---	34	3.24	1.18
ACT	.00	.00	42	4.81	.46
Government	.01	.01	21	4.05	.87

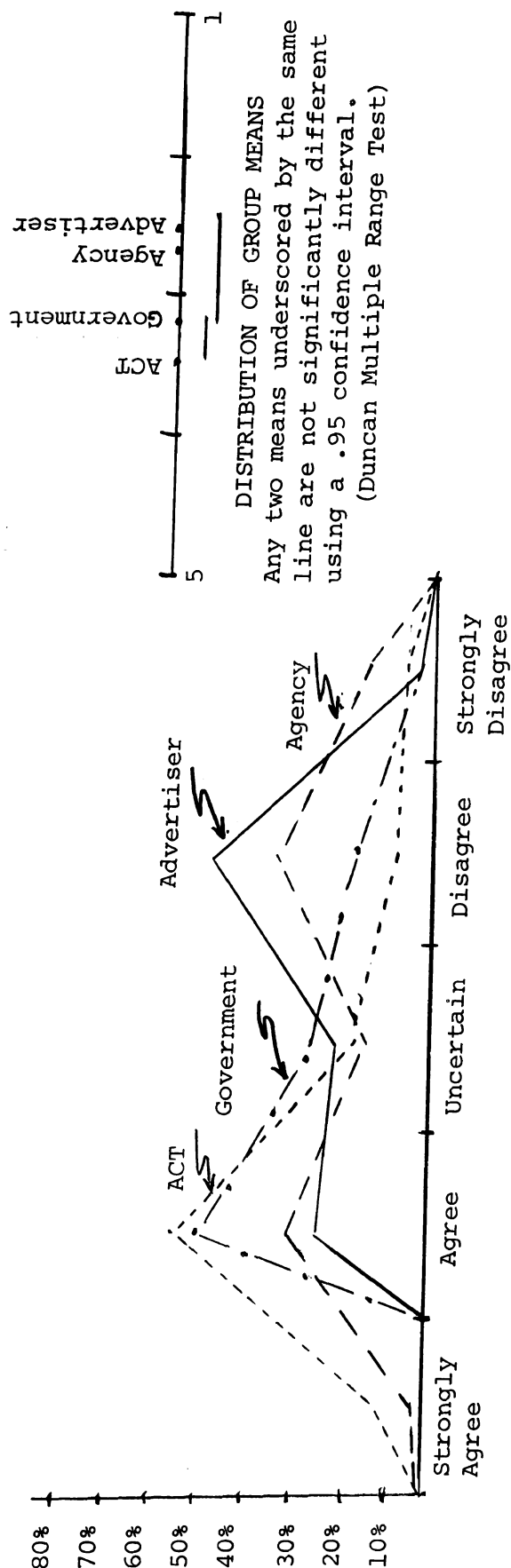
Statement Number 1-20: New regulations should restrict the techniques used in advertising toys.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			66	2.68	1.23
Advertiser	.35	---		32	2.44	1.19
ACT	.00	.00	---	41	4.56	.63
Government	.00	.00	.00	21	3.76	.77

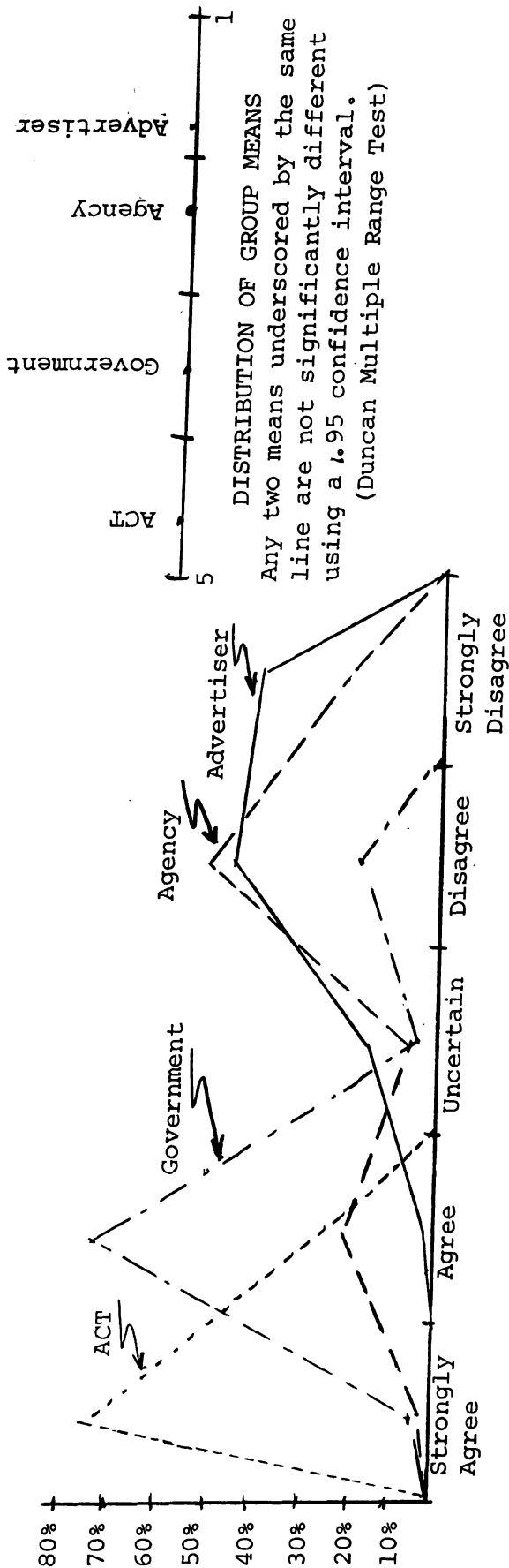
Statement Number 1-21: Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			68	2.74	1.19
Advertiser	.74	---		32	2.66	.94
ACT	.00	.00	---	42	3.52	1.07
Government	.08	.03	.30	21	3.24	.94

Statement Number 1-27: Most advertisers on children's television are not really concerned about kids; they just want to sell their products.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS (Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			69	2.41	1.16
Advertiser	.01	---		34	1.82	.80
ACT	.00	.00	---	42	4.67	.72
Government	.00	.00	.00	21	3.62	.87

The Job of Regulating Children's
Television Advertising

The second general hypothesis is:

There are significant differences in the verbalized attitudes of the respondent groups in regard to whose job it should be to regulate television advertising directed at children.

Five items on the survey referred specifically to this issue. Analysis of variance tests between the sample respondent scores on these items strongly supported the general hypothesis. In all five tests the null hypothesis was rejected at the .01 level. The findings of the analysis of variance tests are summarized in Table 4-3.

Hypothesis 2-1 states:

ACT and government respondents will favor government regulation of advertising directed at children. Industry respondents will favor self-regulation and industry guidelines.

This hypothesis was strongly supported. Over sixty percent of the respondents in the industry samples favored self-regulation, while only fifteen percent of the ACT respondents and twenty-three percent of the government respondents favored this form of regulation.

Over half the government and ACT respondents felt that commercials aimed at children should be regulated by the government. Less than twelve percent of the industry respondents agreed.

TABLE 4-3

SUMMARY OF ANALYSIS OF VARIANCE TESTS ON ITEMS PERTAINING TO WHOSE JOB IT
SHOULD BE TO REGULATE TELEVISION ADVERTISING DIRECTED AT CHILDREN

1-3. The quality of children's television would be better if it were not controlled by advertising dollars.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	272.90	90.97	95.97	.00
Within Groups	165	156.40	.95		
Total	168	429.30			

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1-4. Commercials to children should be more regulated by advertisers themselves.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	108.13	36.04	25.88	.00
Within Groups	165	229.73	1.39		
Total	168	337.86			

1-16. The trade association guidelines in use today have done little to improve the quality of children's television shows.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	231.17	77.06	118.96	.00
Within Groups	167	108.17	.65		
Total	170	339.34			

Within Groups	167	198.50	51.31	43.16	.00
Total	170	352.42	1.19		

1-28. It is up to the parents to regulate children's television viewing behavior.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	24.85	8.28	11.67	.00
Within Groups	165	117.09	.71		
Total	168	141.94			

Eighty-six percent of the ACT respondents and seventy-three percent of the government respondents felt that children's television programs would be of better quality if they were not "controlled by advertising dollars." Seventy-eight percent of the agency respondents and ninety-seven percent of the advertiser respondents did not agree.

One aspect of this issue, not included in a specific hypothesis, is that of parental regulation. A majority of the respondents of all four sample groups agreed that "it is up to the parents to regulate children's television viewing behavior." None of the industry respondents disagreed with the statement; however, eighteen percent of the ACT respondents and twenty-four percent of the government respondents did.

A number of government and ACT respondents commented on the wording of this item. These comments indicate that some respondents disagreeing with the item actually believed that a major responsibility of parents is to regulate their children's viewing behavior. However, many of the respondents felt the regulatory responsibility was also the task of the broadcaster, the advertiser, and the government. For example, one T respondent wrote:

"Ideally I agree, but it doesn't happen and is even impossible in many situations. Although I feel it is my responsibility in my family, I feel a great deal of responsibility lies with broadcasters."

Another member of the ACT sample added:

"What about those parents who can't or won't regulate their kid's viewing behavior? I believe parents should help regulate children's viewing behavior but broadcasters must share the responsibility."

Hypothesis 2-2 states:

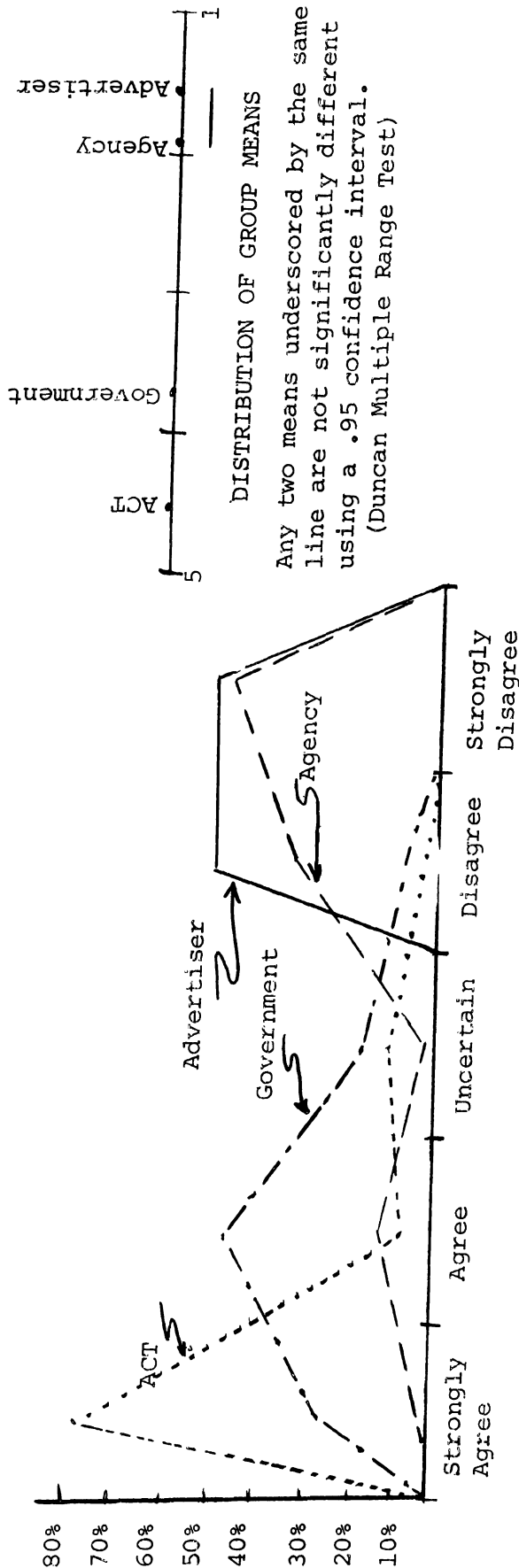
ACT and government respondents will express the feeling that trade association guidelines have done little to improve the quality of children's television advertising. Industry respondents will not agree.

Hypothesis 2-2 was strongly supported. Ninety-eight percent of the ACT respondents (one respondent marked "uncertain") and sixty-four percent of the government respondents felt that the trade association guidelines in use today have done little to improve the quality of commercials on children's shows. Less than sixteen percent of the agency respondents and none of the advertiser respondents agreed.

The test results for the survey items relating to the question of who should regulate television advertising directed at children are summarized in Table 4-4.

WHOSE JOB IS IT TO REGULATE CHILDREN'S TELEVISION ADVERTISING?

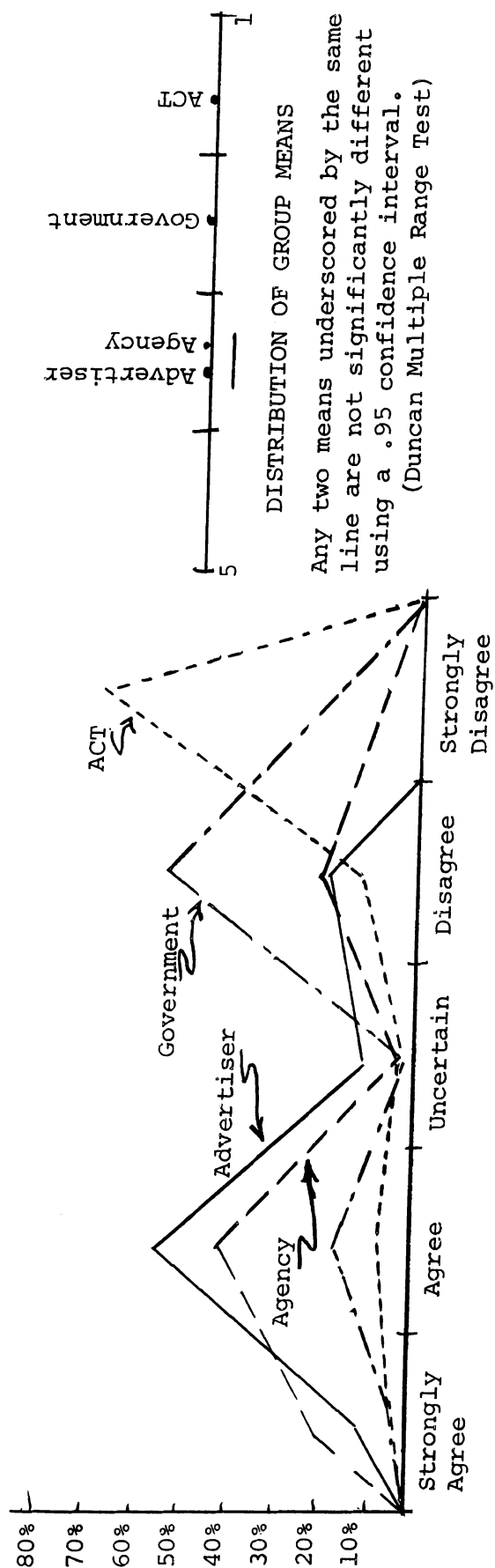
Statement Number 1-3: The quality of children's television would be better if it were not controlled by advertising dollars.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			69	1.97	1.20
Advertiser	.08	---		33	1.58	.66
ACT	.00	.00	---	42	4.60	.80
Government	.00	.00	.00	21	3.86	.91

Statement Number 1-4: Commercials to children should be regulated by advertisers themselves.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

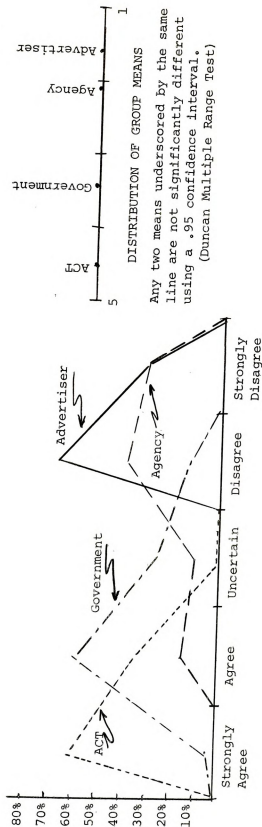
	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency						
Advertiser	.56			68	3.44	1.29
ACT	.00	.00		34	3.59	.96
Government	.00	.00	.03	42	1.71	1.22
				21	2.43	1.12

[U337872]

[~~NRX7573~~
5903]

[~~U339673~~
8710]

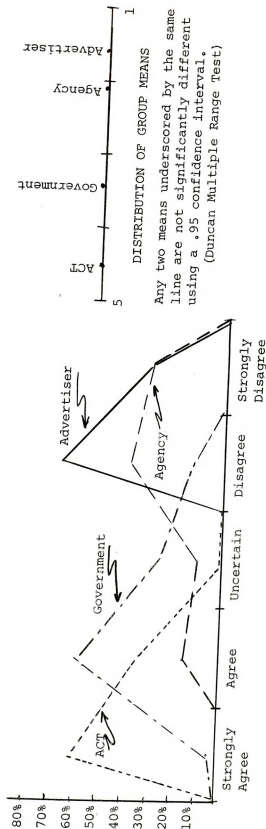
Statement Number 1-16: The trade association guidelines in use today have done little to improve the quality of children's television advertising.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				70	2.10	1.04
Advertiser	.03			34	1.68	.48
ACT	.00	.00		42	4.57	.55
Government	.00	.00	.00	21	3.52	.81

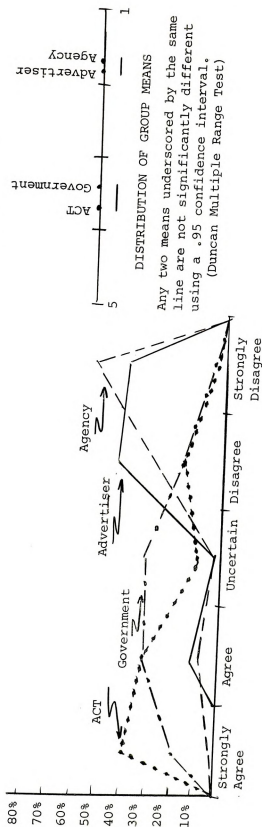
Statement Number 1-16: The trade association guidelines in use today have done little to improve the quality of children's television advertising.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			70	2.10	1.04
Advertiser	.03	---		34	1.68	.48
ACT	.00	.00	---	42	4.57	.55
Government	.00	.00	.00	21	3.52	.81

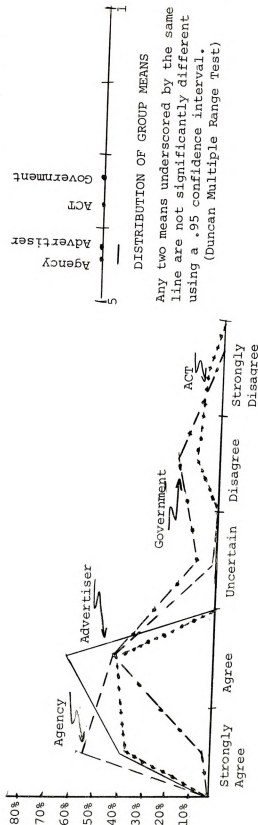
Statement Number 1-18: Commercials to children should be regulated by the government.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

Advertising Agency	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertiser	.66	---	---	70	1.76	1.07
ACT	.00	.00	---	34	1.85	.96
Government	.00	.00	.20	42	3.88	1.19
				21	3.48	1.12

Statement Number 1-28: It is up to the parents to regulate children's television viewing behavior.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	.24			70	4.51	.56
Advertiser	.00	.03		34	4.38	.49
ACT	.00	.00	.14	41	3.88	1.23
Government				20	3.40	1.05

The Perceived Harmful and Beneficial Effects
of Television Commercials on Children

The third general hypothesis is:

There are significant differences in the verbalized beliefs of the respondent groups in regard to the harmful and beneficial effects of television commercials on children.

Six items in the survey referred to specific effects that television commercials have been said to have on children. Analysis of variance tests between the scores of the sample respondents on these six items strongly supported the hypothesis that there are significant differences in the beliefs of the respondent groups.

The null hypothesis was rejected at the .01 level in all six tests. The results of the tests are summarized in Table 4-5.

Four of the six items referred to possible harmful effects. These items were:

1. Commercials often persuade children to want things they do not really need.
2. There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.
3. Television commercials lead to an increase in parent-child conflict.
4. Television commercials often arouse anxieties and feelings of insecurity in children.

TABLE 4-5

SUMMARY OF ANALYSIS OF VARIANCE TESTS ON ITEMS PERTAINING TO THE
EFFECTS OF TELEVISION ADVERTISING ON CHILDREN

1-2. Advertising helps develop a child's ability to make good consumer decisions.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	161.65	53.88	66.49	.00
Within Groups	165	133.71	.81		
Total	168	295.36			

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1-7. Commercials often persuade children to want things they do not really need.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	97.34	32.45	33.44	.00
Within Groups	161	156.24	.97		
Total	164	243.58			

1-13. Most children understand what commercials on children's shows are trying to do.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	197.82	65.94	98.25	.00
Within Groups	165	110.73	.67		
Total	168	308.55			

1-25. Television commercials often arouse anxieties and feelings of insecurity in children.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	194.60	64.87	105.82	.00
Within Groups	165	101.15	.61		
Total	168	295.75			

1-29. There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	98.37	32.79	32.78	.00
Within Groups	166	166.07	1.00		
Total	169	264.44			

The Pearson Product-Moment Correlation Coefficients for the four items ranged from .45 to .80, with an average inter-item correlation coefficient of .62. An index of how strongly the various respondent groups felt about the harmful effects of television commercials on children was developed by summing the mean respondent scores for each sample on all four items.

The lowest score possible on the index was 4 (a belief that television advertising is not harmful to children). The highest possible score was 20 (a belief that television commercials are very harmful to children). The position of the four sample groups on the index points out the great differences in opinion that exist regarding the matter of effects. The index value for the agency sample was 9.7. The advertiser sample index was 8.3. The government sample had an index value of 14.9, and the ACT sample had an index value nearly twice as high as the industry respondents--17.1.

Hypothesis 3-1 states:

ACT and government respondents will express the feeling that commercials directed at children arouse anxieties and feelings of insecurity in children. Industry respondents will not agree.

Seventy-five percent of the ACT respondents agreed that television commercials arouse anxieties and feelings of insecurity in children. Ninety-four percent of the

advertiser respondents, seventy-nine percent of the agency respondents, and less than five percent of the government respondents disagreed. However, more than half the government respondents marked "uncertain" on the item. Because of the high number of government respondents marking "uncertain", the hypothesis could not be supported.

Hypothesis 3-2 states:

ACT and government respondents will express, the belief that television commercials lead to an increase in parent-child conflict. Industry respondents will not agree.

This hypothesis was strongly supported. Ninety-three percent of the ACT respondents and sixty-four percent of the government respondents agreed that commercials lead to an increase in parent-child conflict. Seventy-one percent of the agency respondents and ninety-one percent of the advertiser respondents disagreed.

A number of industry spokesmen have stated the belief that television advertising is beneficial to children. Furthermore, some spokesmen have stated that children old enough to be influenced by commercials understand the purpose of advertising and thus, like adults, are not easily persuaded to accept the advertiser's message. Hypothesis 3-3 concerned these beliefs.

Hypothesis 3-3 states:

ACT and government respondents will not express the beliefs that most children understand what commercials are trying to do and that, in fact, commercials help develop a child's ability to make good consumer decisions. Industry respondents will express these beliefs.

This hypothesis was strongly supported using one-tail T-tests of the differences between the sample means. Over eighty percent of the respondents in both industry samples felt that children understand what commercials on children's television shows are trying to do. Only seven percent of the ACT respondents and five percent of the government respondents felt the same.

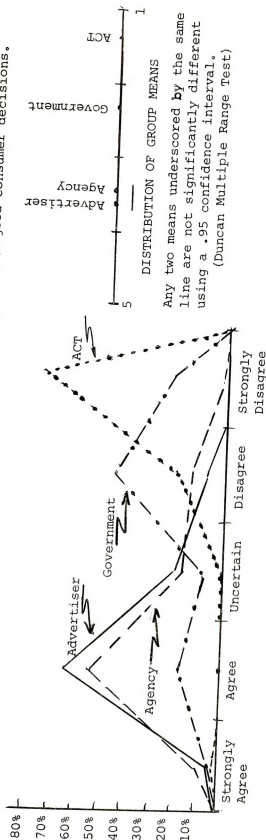
Sixty-five percent of the agency respondents and seventy-one percent of the advertiser respondents felt that commercials help develop a child's ability to make good consumer decisions. Less than three percent of the ACT respondents and twenty-three percent of the government respondents agreed.

The results of the statistical tests used on the items relating to this general hypothesis are summarized in Table 4-6.

TABLE 4-6

WHAT EFFECTS DOES TELEVISION ADVERTISING HAVE ON CHILDREN?

Statement Number 1-2: Advertising helps develop a child's ability to make good consumer decisions.



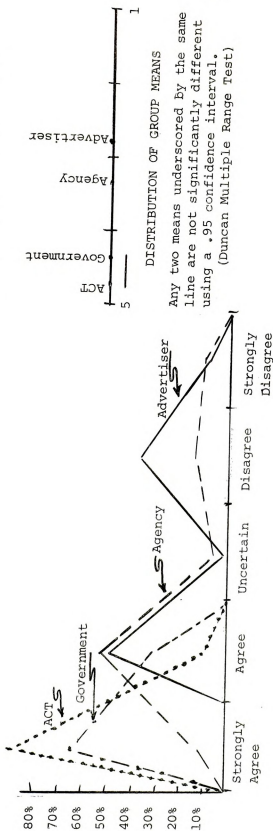
100

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	----			68	3.54	.97
Advertiser	.48	----		34	3.68	.73
ACT	.00	.00	----	42	1.36	.76
Government	.00	.00	.00	21	2.33	1.20

TABLE 4-6--Continued

Statement Number 1-7: Commercials often persuade children to want things they do not really need.

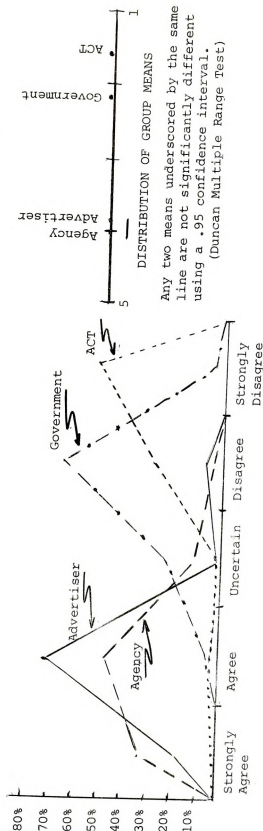


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	----			68	3.41	1.24
Advertiser	.07	----		30	2.93	1.14
ACT	.00	.00	----	42	4.88	.33
Government	.00	.00	.00	21	4.52	.75

TABLE 4-6--Continued

Statement Number 1-13: Most children understand what commercials on children's shows are trying to do.

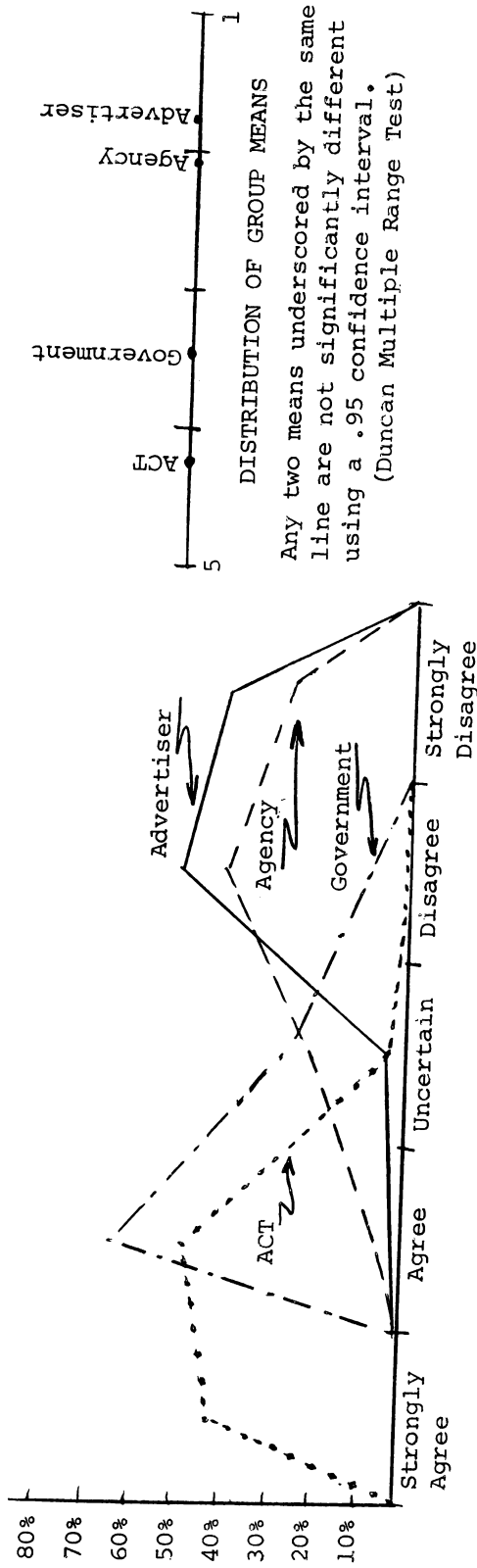


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				69	4.09	.84
Advertiser	.50			34	3.97	.76
ACT	.00	.00		42	1.67	.93
Government	.00	.00	.01	20	2.30	.66

TABLE 4-6--Continued

Statement Number 1-23: Television commercials lead to an increase in parent-child conflict.

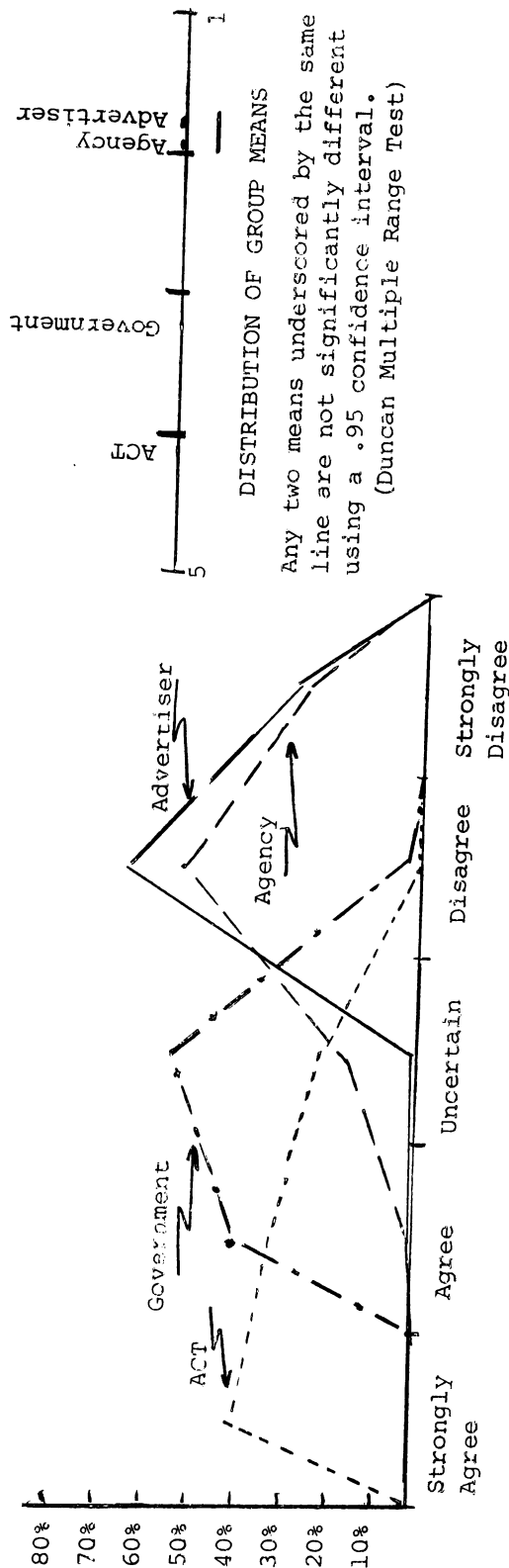


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			68	2.07	.90
Advertiser	.04	---		34	1.71	.72
ACT	.00	.00	---	42	4.33	.69
Government	.00	.00	.00	21	3.52	.68

TABLE 4-6-Continued

Statement Number 1-25: Television commercials often arouse anxieties and feelings of insecurity in children.

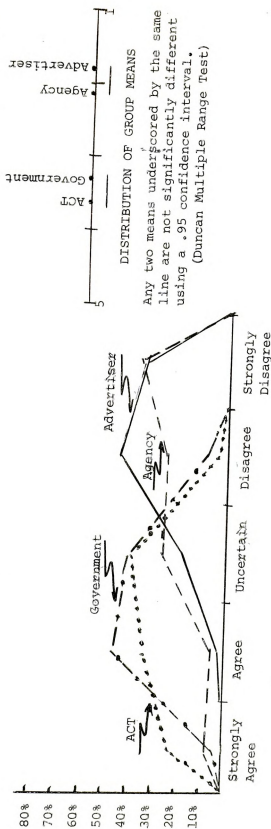


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				68	1.97	.75
Advertiser	.24			34	1.79	.64
ACT	.00	.00		42	4.14	.84
Government	.00	.00	.00	21	3.33	.58

TABLE 4-6--Continued

Statement Number 1-29: There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				69	2.23	1.21
Advertiser	.13			34	1.88	.81
ACT	.00	.00		42	3.74	.86
Government	.00	.00	.24	21	3.48	.75

The Techniques Used in Children's
Television Commercials

The fourth general hypothesis is:

There are significant differences in the verbalized attitudes of the respondent groups in regard to the techniques that should be allowed in commercials directed at children.

Seven items on the survey related to the format, characters, and techniques that should be allowed in children's television commercials. Analysis of variance tests among the mean scores of the four respondent groups on each of the items strongly supported the fourth general hypothesis. The null hypothesis was rejected at the .01 level of all seven tests. The results of the analysis of variance tests used on these items are summarized in Table 4-7.

Hypothesis 4-1 states:

ACT and government respondents will not express the belief that most commercials directed at children present a true picture of the products advertised. Industry respondents will express this belief.

Hypothesis 4-1 was strongly supported. Seventy-five percent of the ACT respondents expressed strong disagreement with the statement. All of the ACT respondents and eighty-two percent of the government respondents expressed at least some disagreement with the statement. Sixty-seven percent of the agency respondents and

TABLE 4-7

SUMMARY OF ANALYSIS OF VARIANCE TESTS ON ITEMS PERTAINING TO THE TECHNIQUES
THAT SHOULD BE ALLOWED IN COMMERCIALS DIRECTED AT CHILDREN

1-6. There are too many commercials on shows children watch.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	120.17	40.06	43.31	.00
Within Groups	163	150.76	.92		
Total	166	270.93			

1-8. Most children's television commercials present a true picture of the product advertised.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	201.73	67.24	109.02	.00
Within Groups	167	103.00	.62		
Total	170	304.73			

1-10. Performers should be allowed to sell products on children's television shows.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	106.28	35.43	34.52	.00
Within Groups	165	169.33	1.03		
Total	168	275.61			

1-11. Television commercials aimed at children are usually in good taste.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	181.31	60.44	95.18	.00
Within Groups	166	105.40	.64		
Total	169	286.71			

1-12. Commercials on children's television programs are often purposely disguised to blend in with the programs.

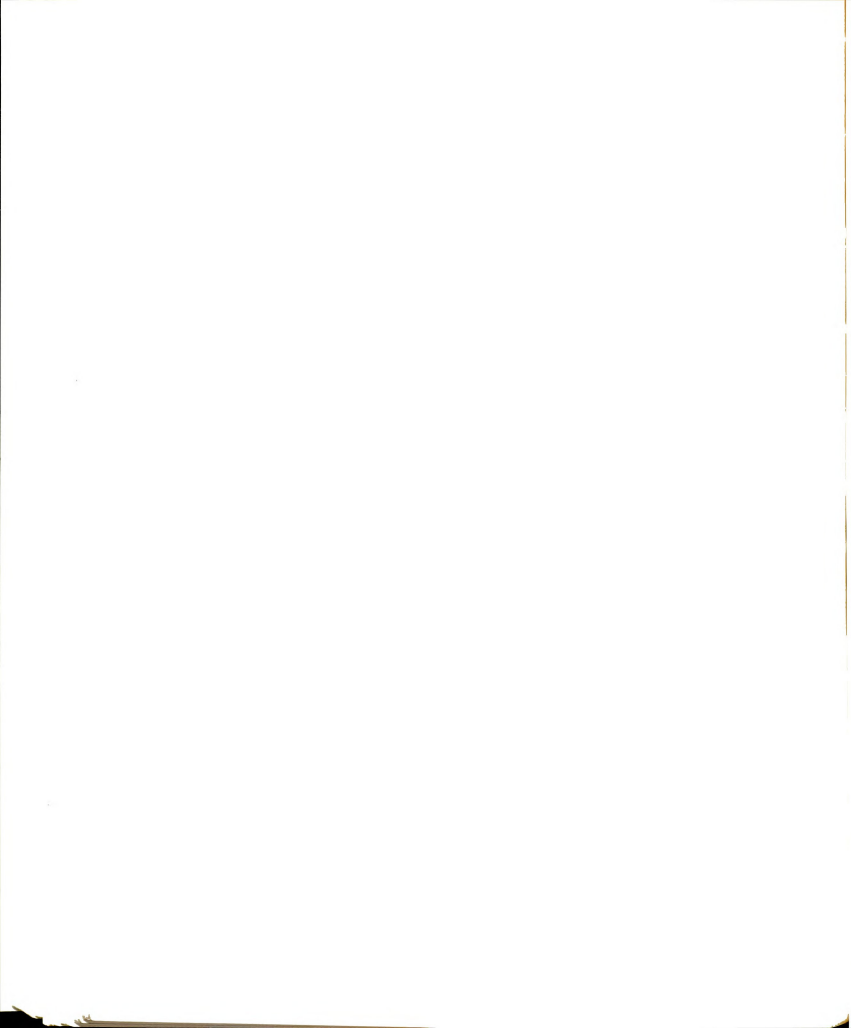
Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	111.54	37.18	36.94	.00
Within Groups	167	168.08	1.01		
Total	170	279.62			

1-19. Most advertisers on children's television make a sincere effort to present their product truthfully.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	223.78	74.59	153.38	.00
Within Groups	167	81.21	.49		
Total	170	304.99			

1-26. Most advertisers are good people trying their best to provide what the public wants.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	199.48	66.49	108.06	.00
Within Groups	165	101.53	.62		
Total	168	301.01			



seventy-seven percent of the advertiser respondents agreed with the item.

Hypothesis 4-2 states:

ACT and government respondents will express the feeling that there is something wrong with allowing performers to sell products on childrens television shows. Industry respondents will not express this feeling.

Hypothesis 4-2 was strongly supported. Forty-one percent of the respondents from the industry samples felt there was nothing wrong with allowing performers to sell products on children's television. Ninety-eight percent of the ACT respondents and eighty-one percent of the government respondents did not agree.

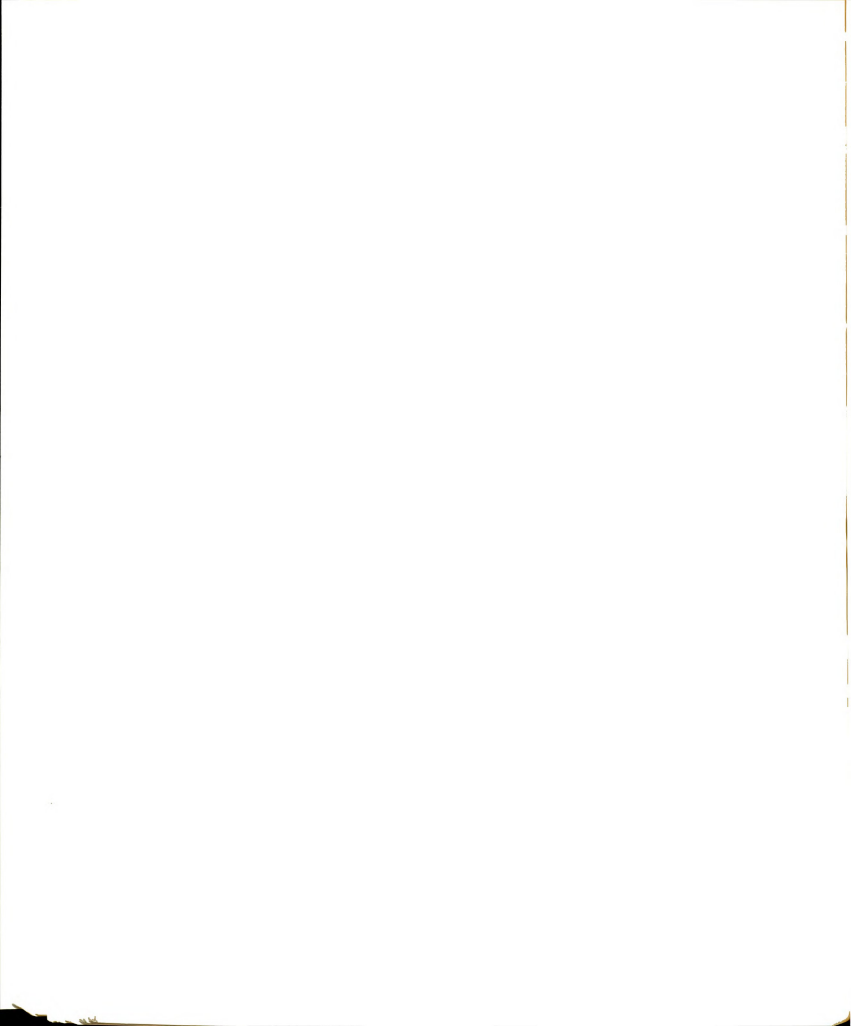
Hypothesis 4-3 states:

ACT and government respondents will express the feeling that advertisers purposely disguise children's television commercials to blend in with the program material. Industry respondents will not agree.

This hypothesis was strongly supported. Ninety-one percent of the ACT respondents and sixty-eight percent of the government respondents agreed with the statement. Over sixty-five percent of the respondents from the two industry samples did not agree.

Hypothesis 4-4 states:

All four respondent groups will express the belief that there are too many commercials on children's television. However, the ACT and government respondents will be more likely to express strong agreement with the statement "There are too many commercials on shows children watch" than the industry respondents.



Hypothesis 4-4 was strongly supported. More than fifty percent of all four respondent groups felt that there are too many commercials on children's television. There were significant differences, however, in the strength of their agreement. Ninety-three percent of the ACT respondents and fifty percent of the government respondents marked "strongly agree" on the item. Only twelve percent of the agency respondents and none of the advertiser respondents did the same. All of the ACT respondents, ninety-six percent of the government respondents, and fifty percent of the agency and advertiser respondents expressed agreement with the item.

Hypothesis 4-5 states:

ACT and government respondents will express the belief that television commercials aimed at children are usually in bad taste. Industry respondents will not agree.

Hypothesis 4-5 was strongly supported. Not one of the ACT respondents and only fourteen percent of the government respondents felt that commercials aimed at children are usually in good taste. Seventy-four percent of the agency respondents and seventy-nine percent of the advertiser respondents, however, felt that they are. Not one of the ACT respondents and only fourteen percent of the government respondents felt that advertisers on children's programs make a sincere effort to present their

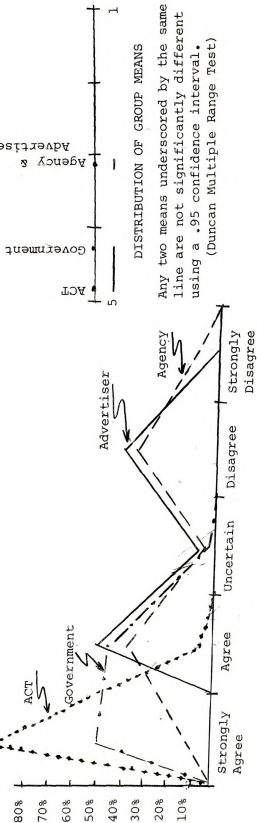
products truthfully. Eighty-four percent of the agency respondents and ninety-four percent of the advertiser respondents felt that they do.

The study findings pertaining to the techniques used in commercials directed at children are summarized in Table 4-8.

TABLE 4-8

WHAT TECHNIQUES SHOULD BE PERMITTED IN COMMERCIALS DIRECTED AT CHILDREN?

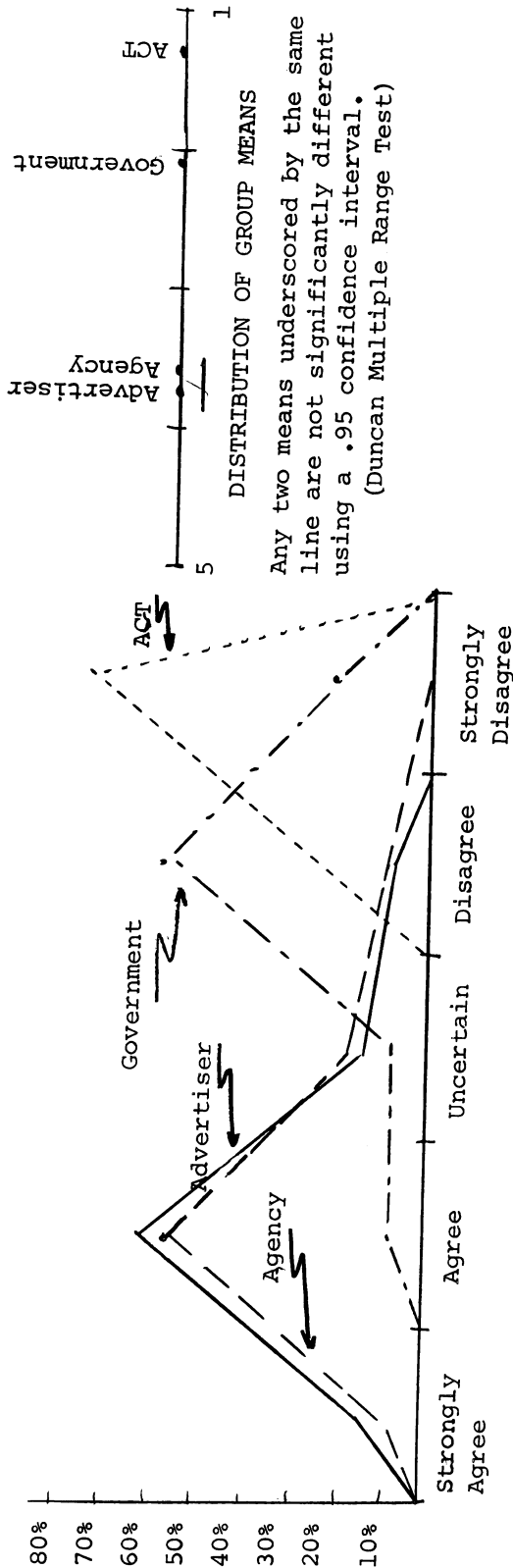
Statement Number 1-6: There are too many commercials on shows children watch.

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				68	3.07	1.27
Advertiser	.97			32	3.06	1.01
ACT	.00	.00		42	4.93	.26
Government	.00	.00	.00	21	4.48	.60

TABLE 4-8--Continued

Statement Number 1-8: Most children's television commercials present a true picture of the product advertised.

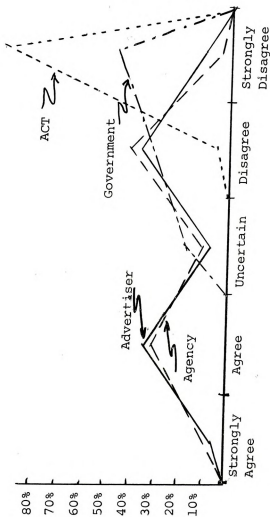


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			70	3.60	.92
Advertiser	.23	---		34	3.82	.80
ACT	.00	.00	---	42	1.26	.45
Government	.00	.00	.00	21	2.05	.87

TABLE 4-8--Continued

Statement Number 1-10: Performers should be allowed to sell products on children's television shows.



DISTRIBUTION OF GROUP MEANS

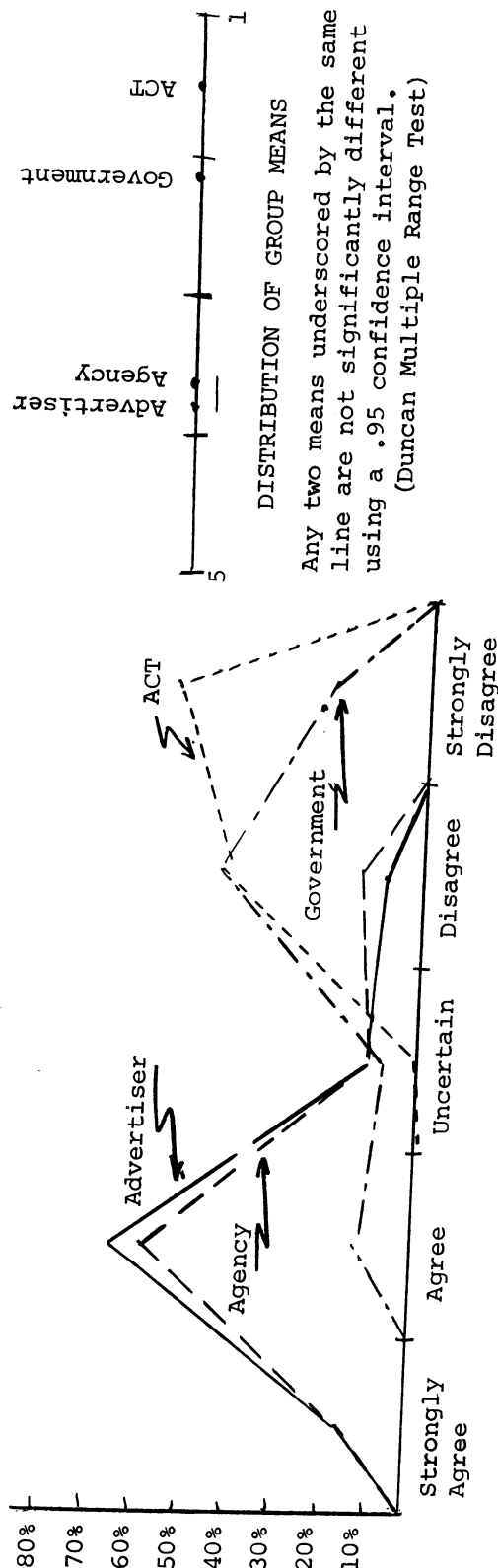
Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Advertising Agency	Advertiser	ACT	Government
Advertising Agency	---	---	---	---
Advertiser	.68	---	---	---
ACT	.00	.00	---	---
Government	.00	.00	.01	---
	n	x	s.d.	
	69	2.95	1.16	
	34	2.85	1.21	
	42	1.17	.66	
	20	1.70	.80	

TABLE 4-8--Continued

Statement Number 1-11: Television commercials aimed at children are usually in good taste.

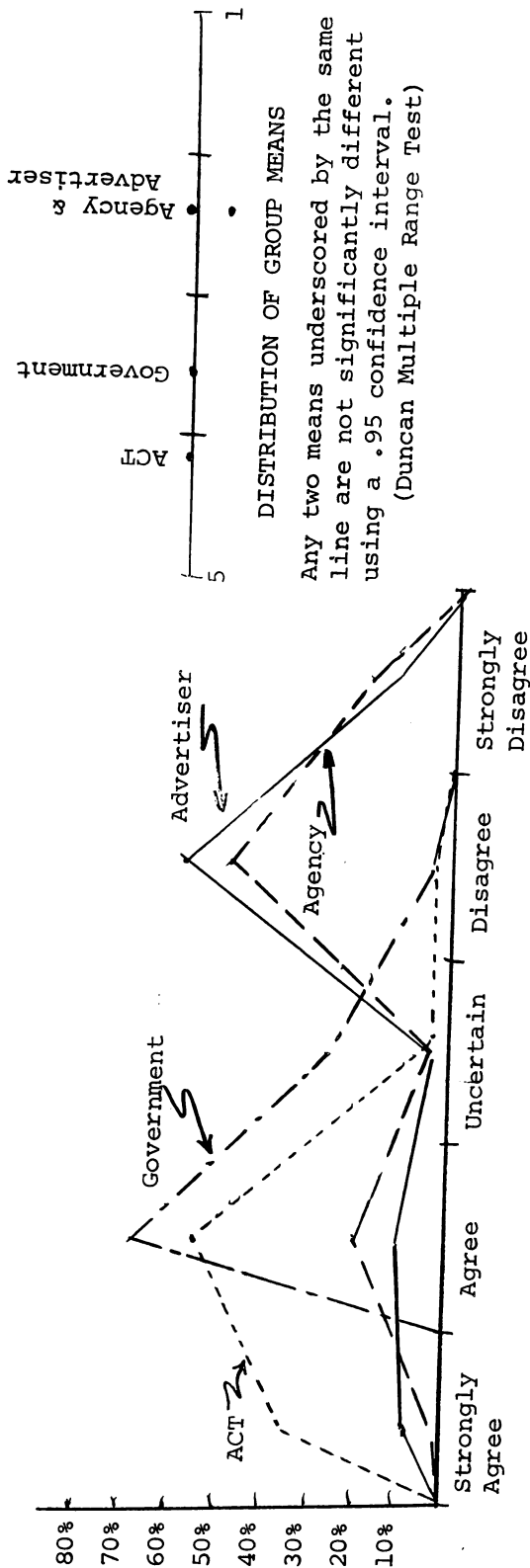


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	----			69	3.74	.89
Advertiser	.53	----		34	3.85	.78
ACT	.00	.00	----	42	1.50	.55
Government	.00	.00	.00	21	2.14	.96

TABLE 4-8--Continued

Statement Number 1-12: Commercials on children's television programs are often purposely disguised to blend in with the programs.

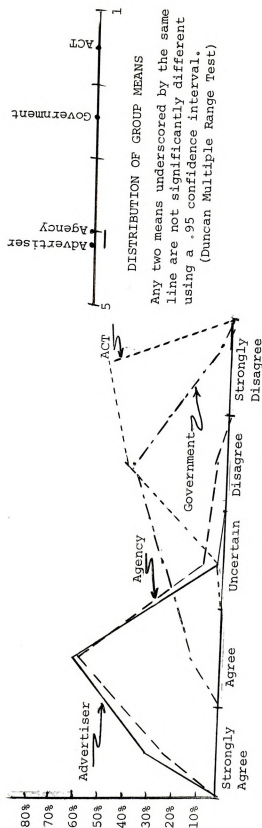


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			70	2.41	1.16
Advertiser	.99	---		34	2.41	1.16
ACT	.00	.00	---	42	4.21	.75
Government	.00	.00	.01	21	3.67	.58

TABLE 4-8--Continued

Statement Number 1-19: Most advertisers on children's television make a sincere effort to present their product truthfully.

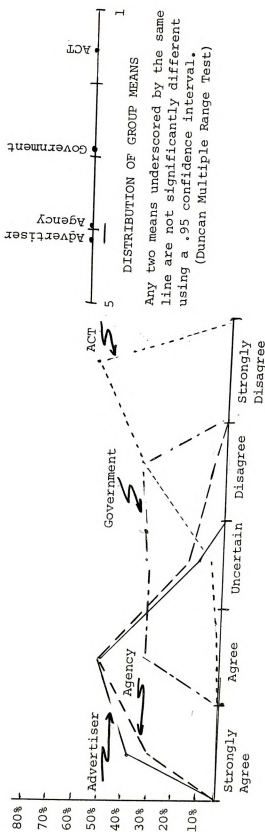


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			70	4.03	.76
Advertiser	.11	---		34	4.26	.57
ACT	.00	.00	---	42	1.52	.59
Government	.00	.00	.00	21	2.43	.87

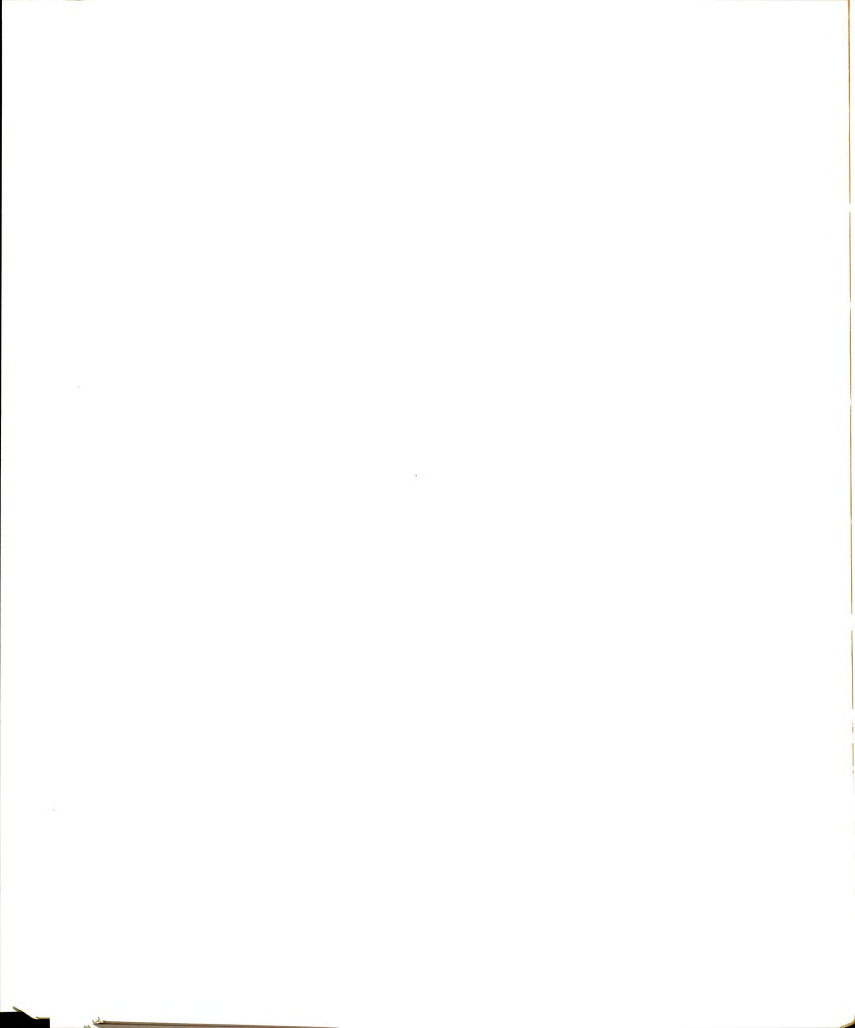
TABLE 4-8--Continued

Statement Number 1-26: Most advertisers are good people trying their best to provide what the public wants.



SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Advertiser	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---	---			48	3.99	.86
Advertiser	.10	---			34	4.26	.67
ACT	.00	.00	---		42	1.60	.73
Government	.00	.00	.00		21	2.95	.87



The Products Advertised on Children's
Television

The fifth general hypothesis is:

There are significant differences in the verbalized attitudes of the respondent groups in regard to the type of products that should be advertised on children's television.

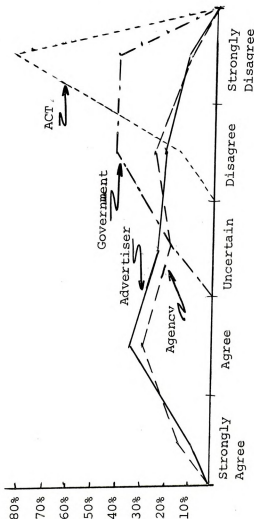
Only one item on the survey specifically related to this issue. The item read: "There is nothing wrong with advertising vitamin tablets on children's television programs." Not one member of the ACT or government samples expressed agreement with the statement. Over forty percent of the industry respondents, however, did agree. The survey data strongly supported the hypothesis that significant differences existed between all but the agency and advertiser groups on this issue.

The test results relating to this hypothesis are summarized in Table 4-9.

TABLE 4-9

WHAT TYPE OF PRODUCTS SHOULD BE ADVERTISED ON CHILDREN'S TELEVISION?

Statement Number 1-5: There is nothing wrong with advertising vitamin tablets on children's television programs.



DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS (Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---			70	3.10	1.26
Advertiser	.96	---		34	3.09	1.19
ACT	.00	.00	---	42	1.17	.38
Government	.00	.00	.00	21	1.81	.75

Proposals Regarding Children's
Television Advertising

The sixth general hypothesis is:

There are significant differences in the verbalized attitudes of the respondent groups in regard to the major proposals made regarding advertising on children's television.

Five items on the survey centered upon specific proposals regarding advertising on children's television. Analysis of variance tests between the means of the four respondent groups on each item strongly supported the sixth general hypothesis. The null hypothesis was rejected at the .01 level in all five tests. The results of the analysis of variance tests are summarized in Table 4-10.

Hypothesis 6-1 states:

ACT respondents will express the feeling that all commercials should be eliminated from children's television programs. Industry respondents will not agree.

Hypothesis 6-1 was strongly supported. Eighty-nine percent of the ACT respondents favored banning commercials from children's television programming. Ninety-four percent of the agency respondents and ninety-seven percent of the advertiser respondents disagreed. Thirty-two percent of the government respondents favored banning commercials, thirty-six percent were opposed to the idea. Thirty-one percent of the government respondents marked "uncertain" on the item.

TABLE 4-10

SUMMARY OF ANALYSIS OF VARIANCE TESTS ON ITEMS PERTAINING TO MAJOR
PROPOSALS REGARDING ADVERTISING ON CHILDREN'S TELEVISION

1-9. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	24.24	8.08	8.11	.00
Within Groups	167	166.50	1.00		
Total	170	190.74			

1-14. Simulcasts (permitting 2 or more networks to run the same program at the same time) would help improve the quality of children's television programming.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	10.63	3.54	4.30	.00
Within Groups	164	135.22	.82		
Total	167	145.85			

1-17. The advertising industry should sponsor a "television Broadcast Center" to finance quality children's programs.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	58.73	19.58	15.80	.00
Within Groups	166	205.65	1.24		
Total	169	264.38			

1-22. Advertising on children's television programs should be banned completely.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	356.38	118.80	199.20	.00
Within Groups	167	99.59	.60		
Total	170	455.97			

1-24. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	139.92	46.64	55.74	.00
Within Groups	167	139.74	.84		
Total	170	279.66			

Hypothesis 6-2 states:

ACT and government respondents will favor an industry-sponsored "Television Broadcast Center" to finance quality children's programs. Industry respondents will be against the idea.

This hypothesis was strongly supported. T-tests between the means of the various groups indicated a significant difference in the mean scores of the industry respondents and the ACT and government respondents. Over sixty percent of the industry respondents completing the survey were opposed to the idea. Fifty-seven percent of the ACT respondents and thirty-six percent of the government respondents agreed with the idea. Fifty percent of the government respondents and thirty percent of the ACT respondents marked "uncertain" on the item.

Hypothesis 6-3 states:

All four respondent groups will express the feeling that simulcasts (permitting two or more networks to run the same program) will not help improve the quality of children's television programs. There will be significant differences, however, in the strength of their disagreement.

Hypothesis 6-3 was not supported. The findings indicated that many respondents from the ACT and government samples were not familiar with the simulcast proposal. Over sixty-five percent of both groups marked "uncertain" on the item. Many respondents added marginal comments to this particular item on their questionnaires. For example, one ACT respondent wrote: "I don't understand

how the simulcast proposal would work. Would commercial channels be permitted to use PBS's Sesame Street?" Several respondents felt the wording of the question was vague or misleading.

However, the findings of the study strongly supported the hypothesis that the industry respondents differ significantly from the ACT and government respondents in their attitudes towards this proposal. Fifty-one percent of the agency respondents and seventy-one percent of the advertiser respondents expressed disagreement with the item.

Hypothesis 6-4 states:

ACT and government respondents will favor the proposal that commercials on children's television should be preceded by a notice stating that what is to follow is an ad. Industry respondents will be against the idea.

This hypothesis was strongly supported. Eighty-one percent of the ACT respondents and fifty-four percent of the government respondents favored the idea. Over seventy percent of the respondents from the industry samples were against the idea. Thirty-six percent of the government respondents marked "uncertain" on the item.

Hypothesis 6-5 states:

ACT and government respondents will express the feeling that "bunching" commercials before or after a program will not significantly lessen the impact of the advertiser's message. Industry respondents will not agree.

This hypothesis was not supported. Thirty-two percent of the ACT respondents, fifty percent of the government respondents, and over twenty percent of the industry respondents expressed uncertainty on the item. Of those respondents with an opinion, the majority of all four samples agreed that "bunching" commercials would significantly lessen the impact of the advertiser's message. An examination of the T-tests between the mean scores of the respondent groups indicates significant differences between the agency and advertiser samples, between the industry and ACT samples, and between the government and industry samples.

The findings of the study regarding the current proposals made on the subject are summarized in Table 4-11.

CONCLUSION

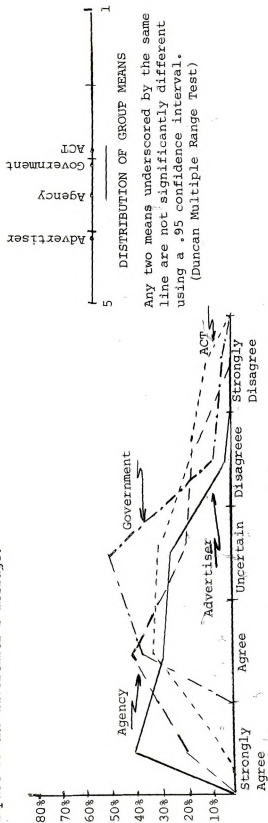
The survey findings regarding the first six general hypotheses and seventeen specific hypotheses were presented in this chapter. All of the general hypotheses were strongly supported. That is, the statistical tests used in testing these hypotheses were significant at the .01 level. Only three of the specific hypotheses were not supported.

In the next chapter the hypotheses regarding the co-orientation portion of the study are presented.

TABLE 4-11

HOW DO THE GROUPS IN THE STUDY VIEW SOME OF THE PROPOSALS MADE ON THE SUBJECT?

Statement Number 1-9: "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.

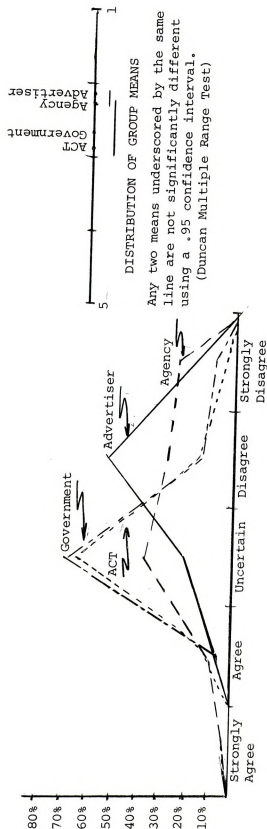


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	N	\bar{x}	s.d.
Advertising Agency	---	---	---	70	3.61	1.04
Advertiser	.03	---	---	34	4.09	.90
ACT	.00	---	---	42	2.95	1.06
Government	.09	.00	.40	21	3.19	.81

TABLE 4-11--Continued

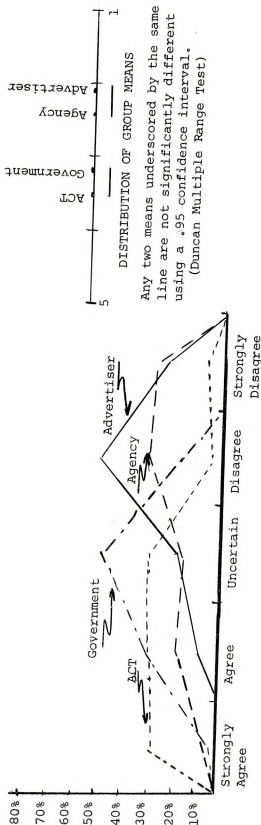
Statement Number 1-14: Simulcasts (permitting 2 or more networks to run the same program at the same time) would help improve the quality of children's television.

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency	---	---	---	68	2.38	1.01
Advertiser	.48	---	---	34	2.24	.92
ACT	.00	.00	---	41	2.95	.74
Government	.05	.01	.63	21	2.86	.66

TABLE 4-11--Continued

Statement Number 1-17: The advertising industry should sponsor a "Television Broadcast Center" to finance quality children's programs.

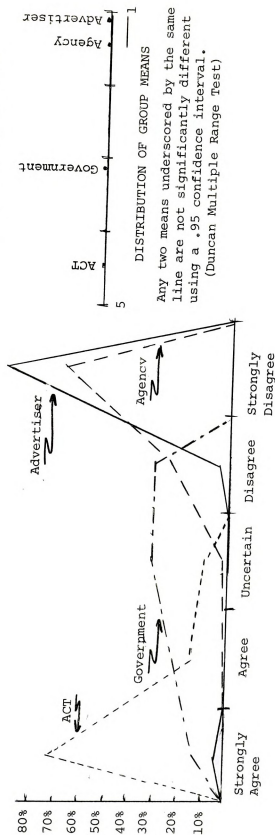


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				69	2.43	1.24
Advertiser	.19			34	2.12	.88
ACT	.00	.00		42	3.64	1.14
Government	.01	.15	.77	21	3.24	.77

TABLE 4-11--Continued

Statement Number 1-22: Advertising on children's television programs should be banned completely.

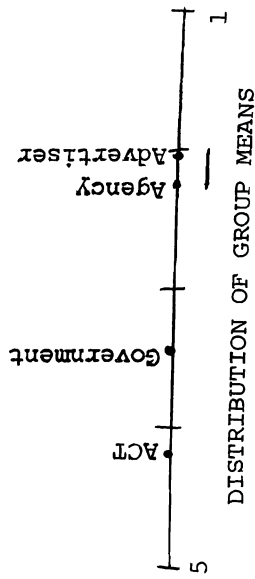
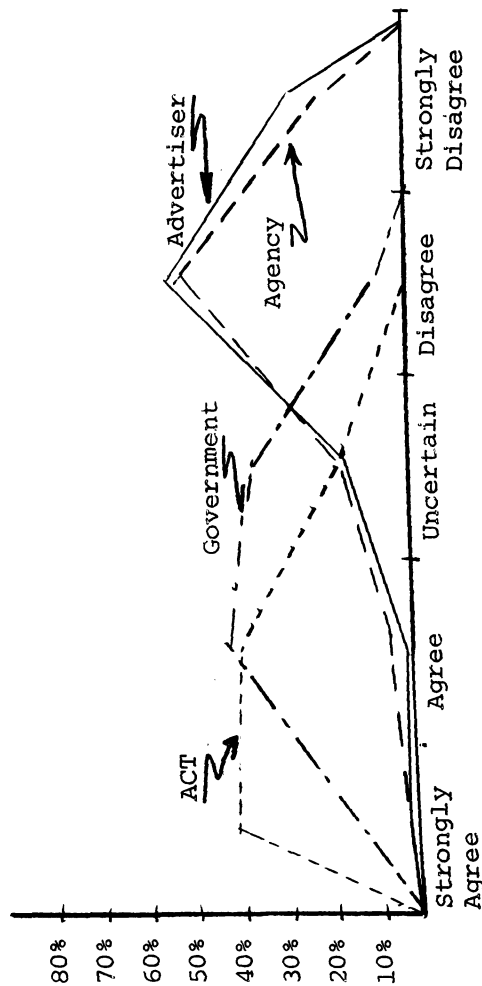


SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				70	1.40	.75
Advertiser	.15			34	1.18	.72
ACT	.00	.00		42	4.62	.70
Government	.00	.00	.00	21	3.14	1.06

TABLE 4-11--Continued

Statement Number 1-24: All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.



Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	\bar{x}	s.d.
Advertising Agency				70	2.24	1.00
Advertiser	.30			34	2.03	.90
ACT	.00	.00		42	4.21	.81
Government	.00	.00	.01	21	3.57	.87

CHAPTER V

FINDINGS OF THE STUDY (PART 2)

INTRODUCTION

This chapter presents the findings regarding the co-orientation abilities of the various respondent groups. The seven specific hypotheses in the chapter center on three measurable relationships: first, the degree of cognitive overlap or extent to which one group's attitudes are similar to the attitudes of another group; second, the accuracy of the various respondent groups in estimating how other respondents will feel about issues relating to children's television advertising; and third, the congruency, or perceived agreement, between the actual position of a respondent group and its perception of the position of other groups on the various issues in the study.

THE RESEARCH HYPOTHESES

Hypothesis 7-1 states:

There will be little overlap in the attitudes of ACT and industry respondents on issues concerning children's television advertising. There will be considerable overlap, however, in the attitudes of agency and advertiser respondents on the same issues.

Hypothesis 7-1 was supported. T-tests between the means of the two industry samples and the ACT sample indicated significant differences in attitude on all twenty-nine Likert items in the survey. On twenty-three of the twenty-nine items there were significant differences both in the expressed strength and the direction of the respondent attitudes. That is, on twenty-three items, whenever the industry respondents agreed with an item, the ACT respondents disagreed, and vice versa. The items in which the direction of the mean scores of the respondent groups was the same are:¹

- 1-6. There are too many commercials on shows children watch. (The agency, advertiser, and ACT respondents agreed.)
- 1-7. Commercials often persuade children to want things they do not really need. (The agency and ACT respondents agreed.)
- 1-10. Performers should be allowed to sell products on children's television shows. (The agency, advertiser, and ACT respondents disagreed.)

¹Nine of the twenty-nine items used in the first section of the survey were repeated in the second, or co-orientation, section of the questionnaire. Respondents were asked in the co-orientation section to respond as if they were someone else. For example, those in the ACT sample were told to respond as if they were spokesmen for firms advertising on network children's television or spokesmen for the major network continuity boards. Whenever an item is referred to that comes from the co-orientation section of the questionnaire, it will begin 2-. If the item comes from the first section of the survey, it will be numbered 1-.

- 1-14. Simulcasts (permitting 2 or more networks to run the same program at the same time) would help improve the quality of children's television programming. (The agency, advertiser, and ACT respondents disagreed. However, nearly seventy percent of the ACT respondents marked "uncertain" on this item. It is doubtful whether the ACT respondents had heard of the simulcast proposal before.)
- 1-15. Children's television advertising requires special regulation because of the nature of the viewing audience. (The agency, advertiser, and ACT respondents agreed.)
- 1-28. It is up to the parents to regulate children's television viewing behavior. (The agency, advertiser, and ACT respondents agreed.)

The advertiser and agency respondents differed significantly in their attitudes on only four of the twenty-nine Likert-type items.¹ In each case the direction of agreement was the same; only the expressed strength of the responses differed. For example, on statement 1-27, "most advertisers on children's television are not really concerned about kids, they just want to sell their products," both the agency and advertiser respondents expressed disagreement. However, while thirty-eight percent of the respondents from the advertiser sample expressed strong disagreement with the item, only twenty percent of the

¹The difference between the means of the two respondent groups was statistically significant using a two-tailed T-test and a ninety-five percent confidence interval on only four of the twenty-nine items in the first part of the questionnaire.

agency respondents did. A two-tailed T-test comparing the sample means of the two groups did not support the hypothesis that the samples were drawn from the same population.

The other three items in which tests of the differences between the mean scores of the industry respondents were significant are:

- 1-9. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message. (The respondents in the advertiser sample expressed stronger agreement than the respondents in the agency sample.)
- 1-16. The trade association guidelines in use today have done little to improve the quality of children's television advertising. (The respondents in the advertiser sample expressed stronger disagreement than the respondents in the agency sample.)
- 1-23. Television commercials lead to an increase in parent-child conflict. (The respondents in the advertiser sample expressed stronger disagreement than the respondents in the agency sample.)

It would appear that there was very little difference in attitude between the two industry samples on issues relating to children's television advertising.

Hypothesis 7-2 states:

The accuracy of all four respondent groups will be relatively low in estimating the position of other groups on issues relating to children's television advertising.

This hypothesis was not supported. There were significant differences in the accuracy of the four groups in estimating the attitudes of other groups in the survey.

Five different data sets were used in testing this hypothesis: the ACT respondents' estimates of the agency position, the government respondents' estimates of the agency position, the agency respondents' estimates of the ACT position, the advertiser respondents' estimates of the ACT position, and the government respondents' estimates of the ACT position. Only the data from the ACT respondents' estimates of the agency position supported the hypothesis.

The estimates of the ACT respondents differed significantly from the actual score of the agency respondents on seven of the nine co-orientation items in the survey. On eight of the nine items, the mean score of the ACT respondent sample was more extreme than the mean score of the agency respondents.

T-tests between the mean scores of the government respondents' estimates of the agency position and the actual position of the agency respondents did not support the hypothesis. There were significant differences between the scores on only four of the nine co-orientation items. However, the mean score of the government respondents' estimate was more extreme than the mean score of the agency respondents on the same eight co-orientation items as the ACT sample.

T-tests between the mean scores of the industry respondents' estimates of the ACT position and the actual

position of the ACT respondents did not support the hypothesis. There were significant differences between the agency and advertiser respondents' estimates of the ACT position and the actual position of the ACT respondents on only two of the nine co-orientation items.

T-tests between the mean scores of the government respondents' estimates of the ACT position and the actual position of the ACT respondents also did not support the hypothesis. There was no significant difference between the estimates of the government respondents and the actual score of the ACT respondents on any one of the nine co-orientation items.

The mean score of the government respondents' estimates of the ACT position was less extreme than the actual position of the ACT respondents on eight of the nine items. The mean score of the agency respondents was more extreme, however, than the mean score of the ACT respondents on six of the nine items, and the mean score of the advertiser respondents was more extreme than the mean score of the ACT respondents on four items.

It would seem that the government respondents tended to underestimate the ACT position while the agency and advertiser respondents tended to overestimate the position of ACT.

Hypothesis 7-3 states:

There will be little perceived agreement between the advertiser, agency, and government respondents' position on the nine co-orientation items in the study and their perception of the position of ACT spokesmen. There will be little perceived agreement between the position of ACT and government respondents on the nine co-orientation items in the study and their perception of the position of agency and network respondents. There will be considerable perceived agreement between the position of the agency and advertiser respondents and their perception of the position of the network respondents on the nine co-orientation items in the study.

Hypothesis 7-3 was supported. The actual position of the agency sample differed significantly from its perception of the ACT position on all nine co-orientation items. But, there was no significant difference between the actual agency position and its perception of the network position on six of the nine items.

The actual position of the advertiser respondents differed significantly from their estimate of the ACT respondents' position on all nine items. There was no significant difference between the agency respondents' position and their perception of the network respondents' position on six of the nine co-orientation items.

The position of the ACT respondents differed significantly from their estimate of the network respondents' and agency respondents' positions on all nine co-orientation items. The position of the government respondents differed significantly from their estimate of the ACT respondents'

position on four of the nine co-orientation items. The position of the government respondents differed significantly from their estimate of the network respondents' and agency respondents' positions on eight of the nine co-orientation items.

The results of the perceived agreement tests are summarized in Tables 5-1 to 5-9. T-tests were run between the respondents' estimates of other groups' positions and the actual position of the other groups. The results of these tests are presented in the column headed "Level of Confidence". The hypothesis that there is a significant difference between the estimate and actual positions of the respondents is supported if the percentage in this column is .05 or less.

Hypothesis 7-4 states:

There will be significant differences in how ACT, industry, and government respondents perceive the network respondents' position on the nine co-orientation items in the study.

This hypothesis was supported. Analysis of variance tests between the means of the four respondent groups on the nine items in the co-orientation section of the survey indicated significant differences between the groups on four items. The items are:

TABLE 5-1

PERCEIVED AGREEMENT TEST: 2-1. Commercials to children should be regulated by advertisers themselves.

	Mean, ¹	Standard Deviation	Level of Confidence
<u>Agency position</u>	3.57	1.22	
Estimate of ACT position	1.41	.78	.00
Estimate of Network position	3.07	1.25	.04
<u>Advertiser position</u>	3.59	.93	
Estimate of ACT position	1.48	1.09	.00
Estimate of Network position	3.39	1.15	.36
<u>ACT position</u>	1.70	1.21	
Estimate of Network position	4.12	.98	.00
Estimate of Agency position	4.74	.44	.00
<u>Government position</u>	2.33	.98	
Estimate of ACT position	1.87	1.06	.00
Estimate of Network position	3.75	1.00	.01
Estimate of Agency position	4.58	.84	.00

¹The mean and standard deviation listed in this table may differ slightly from other tables in the study. The program used to test this hypothesis required equal size samples in running the various statistical tests. Thus, only the scores of those respondents completing both section 1 and section 2 of the survey were used in testing this hypothesis.

TABLE 5-2

PERCEIVED AGREEMENT TEST: 2-2. There is nothing wrong with advertising vitamin tablets on children's television programs.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	3.14	1.22	
Estimate of ACT position	1.17	.60	.00
Estimate of Network position	3.26	1.05	.30
<u>Advertiser position</u>	3.00	1.27	
Estimate of ACT position	1.30	.72	.00
Estimate of Network position	3.52	.96	.15
<u>ACT position</u>	1.16	.37	
Estimate of Network position	4.05	.87	.00
Estimate of Agency position	4.51	.74	.00
<u>Government position</u>	1.73	.80	
Estimate of ACT position	1.27	.59	.01
Estimate of Network position	3.62	.81	.00
Estimate of Agency position	4.21	.98	.00

TABLE 5-3

PERCEIVED AGREEMENT TEST: 2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	3.68	1.02	
Estimate of ACT position	3.12	1.40	.00
Estimate of Network position	3.46	1.03	.24
<u>Advertiser position</u>	4.22	.85	
Estimate of ACT position	2.93	1.52	.00
Estimate of Network position	4.00	.82	.23
<u>ACT position</u>	3.05	1.09	
Estimate of Network position	4.00	.87	.00
Estimate of Agency position	4.21	.94	.00
<u>Government position</u>	3.00	.85	
Estimate of ACT position	3.00	1.13	1.00
Estimate of Network position	3.75	.86	.04
Estimate of Agency position	3.68	1.16	.15

TABLE 5-4

PERCEIVED AGREEMENT TEST: 2-4. Children's television advertising requires special regulation because of the nature of the viewing audience.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	3.22	1.22	
Estimate of ACT position	4.84	.59	.00
Estimate of Network position	3.69	1.03	.02
<u>Advertiser position</u>	3.26	1.20	
Estimate of ACT position	4.67	.83	.00
Estimate of Network position	3.77	.99	.00
<u>ACT position</u>	4.81	.45	
Estimate of Network position	2.35	1.00	.00
Estimate of Agency position	1.91	1.07	.00
<u>Government position</u>	4.00	1.00	
Estimate of ACT position	4.47	1.06	.01
Estimate of Network position	2.94	1.18	.00
Estimate of Agency position	2.84	1.12	.00

TABLE 5-5

PERCEIVED AGREEMENT TEST: 2-5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	1.91	.94	
Estimate of ACT position	4.59	.75	.00
Estimate of Network position	2.24	1.08	.37
<u>Advertiser position</u>	1.59	.50	
Estimate of ACT position	4.26	.81	.00
Estimate of Network position	2.23	.85	.00
<u>ACT position</u>	4.58	.55	
Estimate of Network position	2.09	.90	.00
Estimate of Agency position	1.79	.80	.00
<u>Government position</u>	3.40	.83	
Estimate of ACT position	4.33	.82	.00
Estimate of Network position	1.88	.62	.00
Estimate of Agency position	1.68	.82	.00

TABLE 5-6

PERCEIVED AGREEMENT TEST: 2-6. Commercials to children should be regulated by the government.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	1.61	.88	
Estimate of ACT position	4.70	.60	.00
Estimate of Network position	1.81	1.03	.77
<u>Advertiser position</u>	1.74	.86	
Estimate of ACT position	4.26	.98	.00
Estimate of Network position	1.90	.94	.34
<u>ACT position</u>	3.86	1.23	
Estimate of Network position	1.65	.95	.00
Estimate of Agency position	1.35	.69	.00
<u>Government position</u>	3.67	1.11	
Estimate of ACT position	4.33	.90	.01
Estimate of Network position	1.94	1.00	.00
Estimate of Agency position	1.68	.95	.00

TABLE 5-7

PERCEIVED AGREEMENT TEST: 2-7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	2.73	1.19	
Estimate of ACT position	4.24	1.04	.00
Estimate of Network position	3.39	.96	.00
<u>Advertiser position</u>	2.56	.92	
Estimate of ACT position	4.28	.89	.00
Estimate of Network position	3.28	1.00	.00
<u>ACT position</u>	3.58	1.03	
Estimate of Network position	2.81	1.05	.00
Estimate of Agency position	2.47	1.18	.00
<u>Government position</u>	3.13	.99	
Estimate of ACT position	3.47	1.30	.14
Estimate of Network position	3.25	.93	1.00
Estimate of Agency position	2.58	1.07	.04

TABLE 5-8

PERCEIVED AGREEMENT TEST: 2-8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	2.25	1.00	
Estimate of ACT position	4.29	.85	.00
Estimate of Network position	2.46	.92	.08
<u>Advertiser position</u>	2.04	.85	
Estimate of ACT position	4.19	.92	.00
Estimate of Network position	2.29	.90	.07
<u>ACT position</u>	4.16	.81	
Estimate of Network position	2.19	.82	.00
Estimate of Agency position	1.83	.63	.00
<u>Government position</u>	3.47	.83	
Estimate of ACT position	3.87	1.19	.23
Estimate of Network position	2.19	.98	.00
Estimate of Agency position	2.21	.98	.00

TABLE 5-9

PERCEIVED AGREEMENT TEST: 2-9. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.

	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	2.35	1.16	
Estimate of ACT position	4.53	.78	.00
Estimate of Network position	2.48	1.09	.69
<u>Advertiser position</u>	1.78	.80	
Estimate of ACT position	4.52	.80	.00
Estimate of Network position	2.06	.89	.13
<u>ACT position</u>	4.67	.72	
Estimate of Network position	2.30	1.10	.00
Estimate of Agency position	1.95	1.13	.00
<u>Government position</u>	3.60	.91	
Estimate of ACT position	4.40	.83	.01
Estimate of Network position	2.00	.82	.00
Estimate of Agency position	1.74	.87	.00

- 2-1. Commercials to children should be regulated by advertisers themselves. (All four groups felt the network respondents would agree with the statement. The ACT and government respondents thought the network respondents would express stronger agreement than did the agency or advertiser respondents.)
- 2-2. There is nothing wrong with advertising vitamin tablets on children's television programs. (All four respondent groups felt the network respondents would agree with the statement. The ACT and government samples felt the network respondents would express stronger agreement than did the industry samples.)
- 2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message. (The advertiser and ACT samples felt the networks would express strong agreement. The government and agency samples felt the networks would merely express agreement.)
- 2-4. Children's television advertising requires special regulation because of the nature of the viewing audience. (The industry samples felt the network respondents would agree with the statement, the ACT and government samples felt the network respondents would not agree with the statement.)

The results of the analysis of variance tests are summarized in Table 5-10. The positions of the various groups in estimating the position of the network continuity boards are summarized in Table 5-11.

Hypothesis 7-5 states:

The more a respondent reads and hears about the position of others on the subject of children's television advertising, the more accurate the respondent should be in estimating the opinions of others on issues relating to the subject.

TABLE 5-10
SUMMARY OF ANALYSIS OF VARIANCE TESTS ON GROUP ESTIMATES OF NETWORK POSITION

2-1. Commercials to children should be regulated by advertisers themselves.						
Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability	
Between Groups	3	24.99	8.33	6.15	.00	
Within Groups	150	203.34	1.36			
Total	153	228.33				
2-2. There is nothing wrong with advertising vitamin tablets on children's television.						
Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability	
Between Groups	3	14.75	4.92	5.31	.00	
Within Groups	150	138.81	.93			
Total	153	153.56				
2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.						
Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability	
Between Groups	3	13.42	4.47	5.20	.00	
Within Groups	150	129.13	.86			
Total	153	142.55				
2-4. Children's television advertising requires special regulation because of the nature of the viewing audience.						
Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability	
Between Groups	3	43.47	14.49	12.82	.00	
Within Groups	150	169.52	1.13			
Total	153	212.99				

- 2-5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	.58	.19	.21	.89
Within Groups	150	138.37	.92		
Total	153	138.95			

- 2-6. Commercials to children should be regulated by the government.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	.55	.18	.18	.91
Within Groups	150	149.61	1.00		
Total	153	150.16			

- 2-7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	5.63	1.88	1.75	.16
Within Groups	150	161.31	1.08		
Total	153	166.94			

- 2-8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	1.61	.54	.66	.58
Within Groups	150	122.83	.82		
Total	153	124.44			

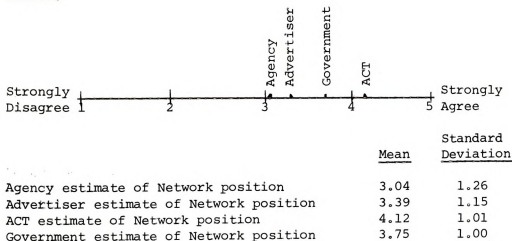
- 2-9. Most advertisers on children's television are not really concerned about kids, they just want to sell their products.

Source	Degrees of Freedom	Sum of Squares	Mean Squares	F. Ratio	Probability
Between Groups	3	4.18	1.39	1.26	.29
Within Groups	150	166.48	1.11		
Total	153	170.66			

TABLE 5-11

RESPONDENT ESTIMATES OF THE ATTITUDES OF NETWORK RESPONDENTS

- 2-1. Commercials to children should be regulated by advertisers themselves.



- 2-2. There is nothing wrong with advertising vitamin tablets on children's television programs.

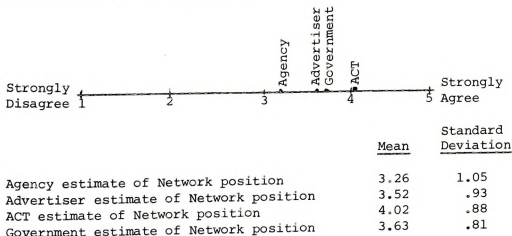
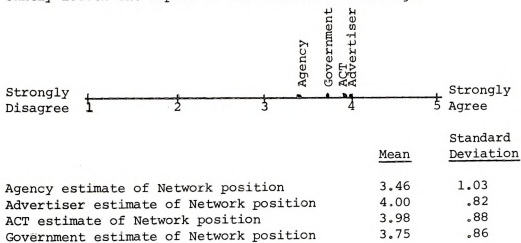


TABLE 5-11--Continued

- 2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.



- 2-4. Children's television advertising requires special regulation because of the nature of the viewing audience.

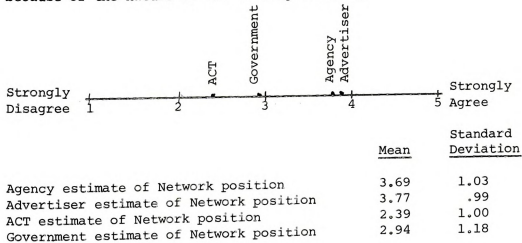
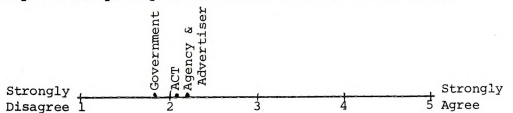


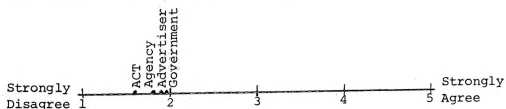
TABLE 5-11--Continued

- 2-5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.



	<u>Mean</u>	<u>Standard Deviation</u>
Agency estimate of Network position	2.24	1.08
Advertiser estimate of Network position	2.23	.85
ACT estimate of Network position	2.12	.90
Government estimate of Network position	1.88	.62

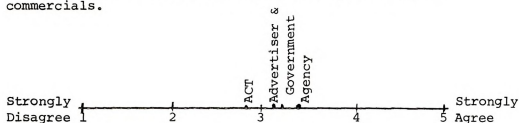
- 2-6. Commercials to children should be regulated by the government.



	<u>Mean</u>	<u>Standard Deviation</u>
Agency estimate of Network position	1.81	1.03
Advertiser estimate of Network position	1.90	.94
ACT estimate of Network position	1.68	.96
Government estimate of Network position	1.94	1.00

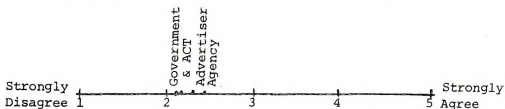
TABLE 5-11--Continued

- 2-7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.



	<u>Mean</u>	<u>Standard Deviation</u>
Agency estimate of Network position	3.40	.98
Advertiser estimate of Network position	3.13	1.12
ACT estimate of Network position	2.85	1.06
Government estimate of Network position	3.20	.63

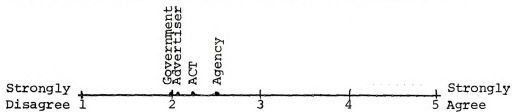
- 2-8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.



	<u>Mean</u>	<u>Standard Deviation</u>
Agency estimate of Network position	2.46	.92
Advertiser estimate of Network position	2.29	.90
ACT estimate of Network position	2.22	.82
Government estimate of Network position	2.19	.98

TABLE 5-11--Continued

- 2-9. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.



	<u>Mean</u>	<u>Standard Deviation</u>
Agency estimate of Network position	2.48	1.09
Advertiser estimate of Network position	2.06	.89
ACT estimate of Network position	2.29	1.08
Government estimate of Network position	2.00	.81

Though no statistical technique was used to test this hypothesis because of the small size of the sub-samples, an examination of the data seems to suggest support for this hypothesis.

In the co-orientation section of the survey, the respondents were asked to estimate the position of others regarding major issues concerning children's television advertising. Respondents were asked to declare how much they knew about other respondent groups. For example, industry respondents were asked, "How much have you heard or read about Action for Children's Television (ACT)?" Three responses were possible: "quite a bit", "some", or "nothing at all". A comparison of those that knew "quite a bit" with those that knew "some" or "nothing at all" was made on the available data. This included an analysis of agency, advertiser, and government respondents' perceptions of ACT respondents' positions on the nine co-orientation items and ACT and government respondents' perceptions of the advertising agency respondents' positions on the same nine items.

Out of forty-five possible cases, the "knowledgeable" respondents came closer to predicting the position of the actual group in fifty-eight percent of the cases.

In most cases, the average deviation of the "knowledgeable" respondents from the actual position of the

group was less than the deviation of the "less knowledgeable" respondents. For example, the average deviation of the "knowledgeable" advertiser respondents in estimating the position of the ACT sample was .28.¹ The "less knowledgeable" advertiser respondents deviated from the ACT sample score an average of .32 points per item. The average deviation of the "knowledgeable" ACT respondents in estimating the position of the agency sample was .63. The "less knowledgeable" ACT respondents deviated from the actual position of the agency sample by an average of .77 points per item.

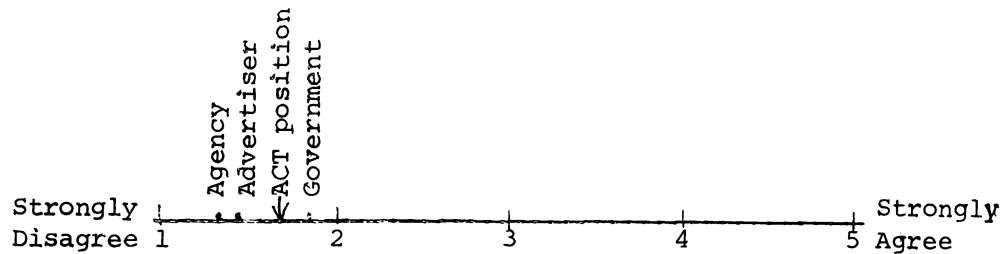
Tables 5-12 and 5-13 contain statistics pertaining to this hypothesis. The study findings pertaining to the agency, advertiser, and government respondents' estimates of the ACT position are summarized in Table 5-12. The study findings pertaining to the government respondents' estimates of the agency position are summarized in Table 5-13.

¹The scales used throughout the survey had five points, ranging from "strongly agree", through "agree", "uncertain", and "disagree", to "strongly disagree". The maximum deviation possible on such a scale is 4.0.

TABLE 5-12

RESPONDENT ACCURACY IN ASSESSING THE ATTITUDES OF ACT RESPONDENTS

- 2-1. Commercials to children should be regulated by advertisers themselves.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	1.71	1.22		
Agency estimate of ACT position				
(w/knowledge)	1.29	.77	+.42	
(no knowledge)	1.60	.75	+.11	
(combined)	1.40	.77	+.31	.15
Advertiser estimate of ACT position				
(w/knowledge)	1.70	1.25	+.01	
(no knowledge)	1.35	1.00	+.36	
(combined)	1.48	1.09	+.23	.48
Government estimate of ACT position				
(w/knowledge)	1.88	1.13	-.17	
(no knowledge)	1.86	1.07	-.15	
(combined)	1.87	1.06	-.16	.60

TABLE 5-12--Continued

2-2. There is nothing wrong with advertising vitamin tablets on children's television programs.

<div> <div> <div>Strongly Disagree</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>Strongly Agree</div> </div> <div> <div>ACT position & Government Advertiser</div> </div> </div>				
	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	1.17	.38		
Agency estimate of ACT position				
(w/knowledge)	1.21	.70	-.04	
(no knowledge)	1.10	.31	+.07	
(combined)	1.17	.60	.00	.90
Advertiser estimate of ACT position				
(w/knowledge)	1.80	1.03	-.63	
(no knowledge)	1.00	.00	+.17	
(combined)	1.30	.72	-.13	.30
Government estimate of ACT position				
(w/knowledge)	1.00	.00	+.17	
(no knowledge)	1.57	.79	-.40	
(combined)	1.27	.59	-.10	.41

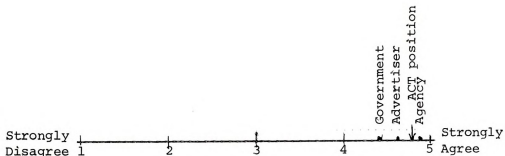
TABLE 5-12--Continued

- 2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.

<div> <div>Strongly Disagree</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>Strongly Agree</div> </div>				
<div> <div>Advertiser</div> <div>Agency</div> <div>Government</div> <div>ACT position</div> </div>				
	Mean	Standard Deviation	Level of Confidence	
ACT position	2.95	1.06		
Agency estimate of ACT position				
(w/knowledge)	3.24	1.44	-.29	
(no knowledge)	2.90	1.33	+.05	
(combined)	3.12	1.40	-.17	.70
Advertiser estimate of ACT position				
(w/knowledge)	2.70	1.34	+.25	
(no knowledge)	3.06	1.64	-.11	
(combined)	2.93	1.52	+.02	.76
Government estimate of ACT position				
(w/knowledge)	3.13	1.13	-.18	
(no knowledge)	2.86	1.22	+.09	
(combined)	3.00	1.13	-.05	.95

TABLE 5-12--Continued

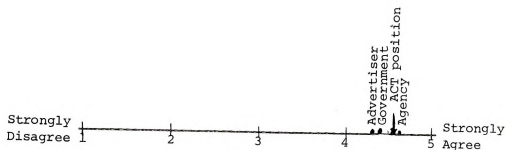
- 2-4. Children's television advertising requires special regulation because of the nature of the viewing audience.



	Standard		Level of	
	Mean	Deviation	Deviation	Confidence
ACT position	4.81	.46		
Agency estimate of ACT position				
(w/knowledge)	4.97	.16	+.16	
(no knowledge)	4.60	.94	-.21	
(combined)	4.85	.59	+.04	.80
Advertiser estimate of ACT position				
(w/knowledge)	4.20	1.23	-.61	
(no knowledge)	4.94	.24	+.13	
(combined)	4.67	.83	-.14	.32
Government estimate of ACT position				
(w/knowledge)	4.75	.46	-.06	
(no knowledge)	4.14	1.46	-.67	
(combined)	4.47	1.06	-.34	.08

TABLE 5-12--Continued

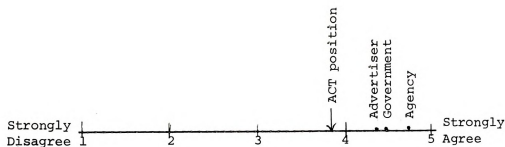
- 2-5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.



	Mean	Standard Deviation	Level of Confidence
ACT position	4.57	.55	
Agency estimate of ACT position			
(w/knowledge)	4.68	.62	+.11
(no knowledge)	4.40	.94	-.17
(combined)	4.59	.75	+.02
			.97
Advertiser estimate of ACT position			
(w/knowledge)	3.80	.92	-.77
(no knowledge)	4.53	.62	-.04
(combined)	4.26	.81	-.31
			.04
Government estimate of ACT position			
(w/knowledge)	4.50	.54	-.07
(no knowledge)	4.14	1.07	-.43
(combined)	4.33	.82	-.24
			.17

TABLE 5-12--Continued

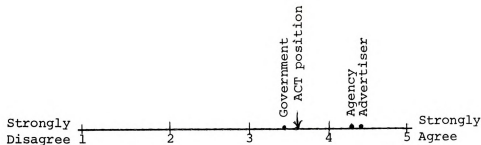
2-6. Commercials to children should be regulated by the government.



	Mean	Standard Deviation	Level of Confidence
ACT position	3.88	1.19	
Agency estimate of ACT position			
(w/knowledge)	4.73	.65	+.85
(no knowledge)	4.65	.49	+.77
(combined)	4.70	.60	+.82
			.00
Advertiser estimate of ACT position			
(w/knowledge)	4.10	1.20	+.22
(no knowledge)	4.35	.86	+.47
(combined)	4.26	.98	+.38
			.16
Government estimate of ACT position			
(w/knowledge)	4.75	.71	+.87
(no knowledge)	3.86	.90	-.02
(combined)	4.33	.90	+.45
			.18

TABLE 5-12--Continued

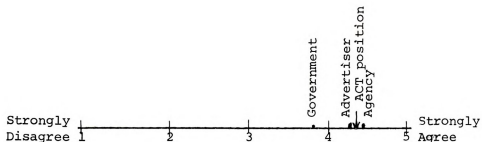
- 2-7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.



	Mean	Standard Deviation	Standard Deviation	Level of Confidence
<u>ACT position</u>	3.52	1.07		
Agency estimate of ACT position				
(w/knowledge)	4.08	1.18	+.56	
(no knowledge)	4.55	.61	+1.03	
(combined)	4.25	1.03	+.73	.00
Advertiser estimate of ACT position				
(w/knowledge)	4.20	.92	+.68	
(no knowledge)	4.42	.87	+.90	
(combined)	4.33	.89	+.81	.00
Government estimate of ACT position				
(w/knowledge)	3.50	1.60	-.02	
(no knowledge)	3.43	.98	-.09	
(combined)	3.47	1.30	-.05	.81

TABLE 5-12--Continued

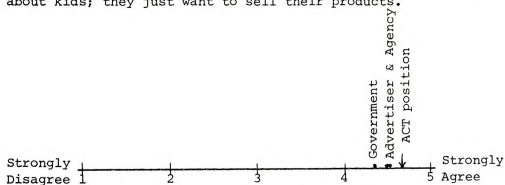
- 2-8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	4.21	.81		
Agency estimate of ACT position				
(w/knowledge)	4.19	.92	-.02	
(no knowledge)	4.45	.69	+.24	
(combined)	4.29	.85	+.08	.54
Advertiser estimate of ACT position				
(w/knowledge)	3.80	1.03	-.41	
(no knowledge)	4.42	.80	+.21	
(combined)	4.19	.92	-.02	.99
Government estimate of ACT position				
(w/knowledge)	3.88	1.25	-.33	
(no knowledge)	3.86	1.22	-.35	
(combined)	3.87	1.19	-.34	.26

TABLE 5-12--Continued

2-9. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.

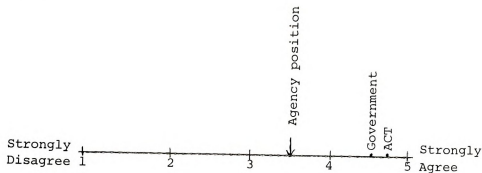


	Mean	Standard Deviation	Standard Deviation	Level of Confidence
ACT position	4.67	.72		
Agency estimate of ACT position				
(w/knowledge)	4.61	.82	-.06	
(no knowledge)	4.40	.68	-.27	
(combined)	4.53	.78	-.14	.85
Advertiser estimate of ACT position				
(w/knowledge)	4.00	1.05	-.67	
(no knowledge)	4.82	.39	+.15	
(combined)	4.52	.80	-.15	.94
Government estimate of ACT position				
(w/knowledge)	4.63	.52	-.04	
(no knowledge)	4.14	1.07	-.53	
(combined)	4.40	.83	-.27	.74

TABLE 5-13

RESPONDENT ACCURACY IN ASSESSING THE ATTITUDES OF AGENCY RESPONDENTS

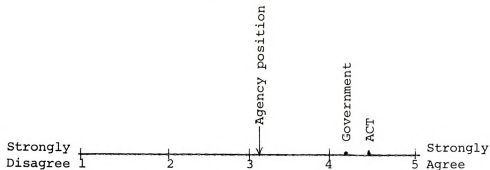
- 2-1. Commercial to children should be regulated by advertisers themselves.



	Mean	Standard Deviation	Level of Confidence
<u>Agency position</u>	3.44	1.29	
ACT estimate of Agency position			
(w/knowledge)	4.69	.54	+1.25
(no knowledge)	4.73	.46	+1.29
(combined)	4.74	.44	+1.30
			.00
Government estimate of Agency position			
(w/knowledge)	4.67	.50	+1.23
(no knowledge)	4.50	1.08	+1.06
(combined)	4.58	.84	+1.14
			.00

TABLE 5-13--Continued

- 2-2. There is nothing wrong with advertising vitamin tablets on childrens television programs.



	Mean	Standard Deviation	Standard Deviation	Level of Confidence
Agency position	3.10	1.26		
ACT estimate of Agency position				
(w/knowledge)	4.41	.95	+1.31	
(no knowledge)	4.47	.83	+1.37	
(combined)	4.43	.74	+1.33	.00
Government estimate of Agency position				
(w/knowledge)	4.11	.93	+1.01	
(no knowledge)	4.30	1.06	+1.20	
(combined)	4.21	.98	+1.11	.00

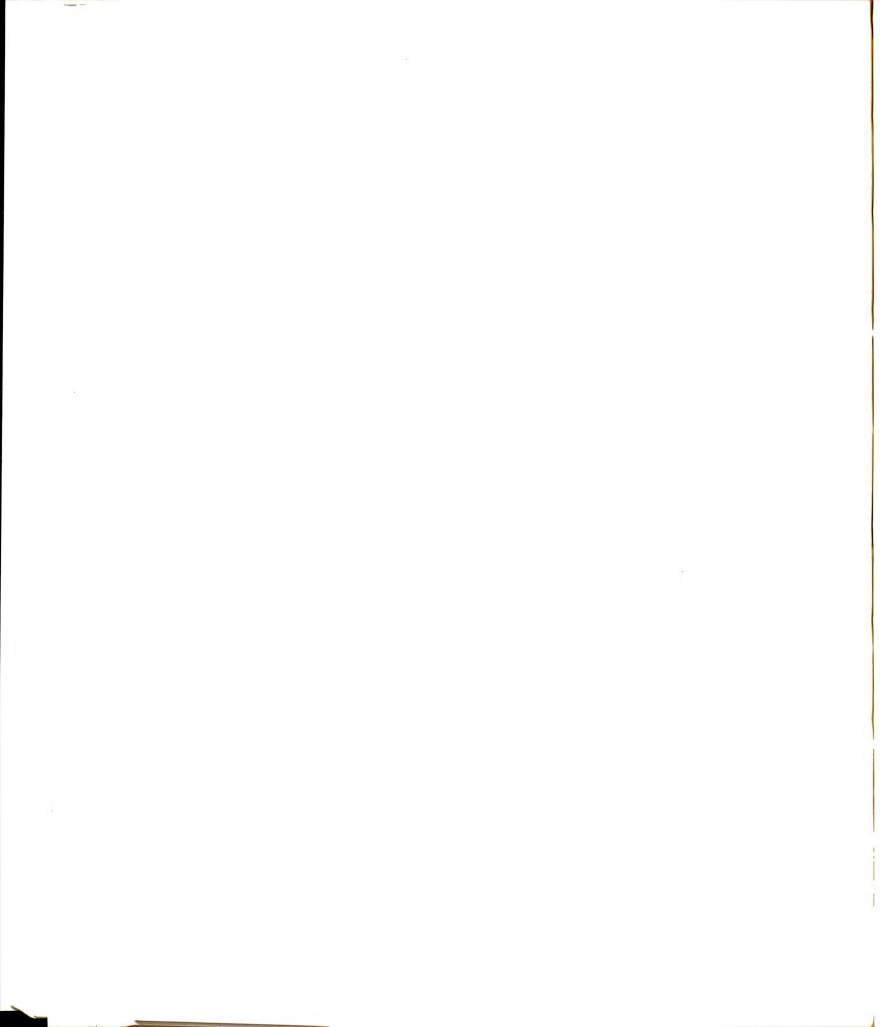
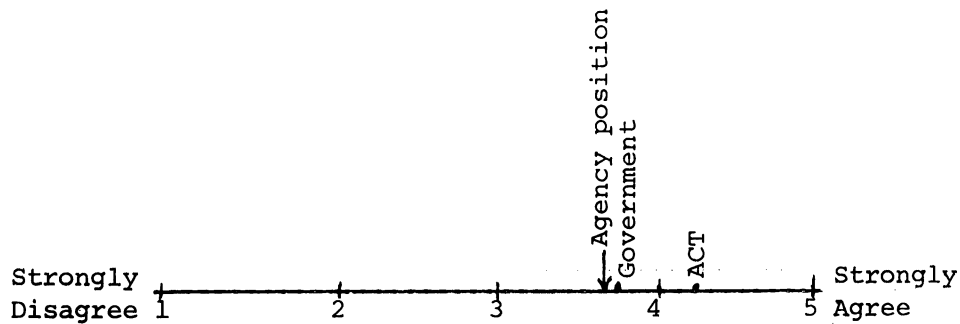


TABLE 5-13--Continued

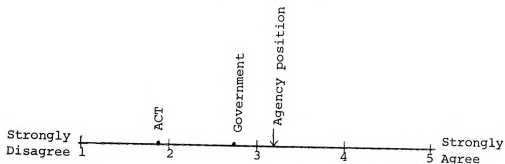
- 2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.



	Mean	Standard Deviation	Level of Confidence
Agency position	3.61	1.04	
ACT estimate of Agency position			
(w/knowledge)	4.17	.76	+.56
(no knowledge)	4.27	1.22	+.66
(combined)	4.21	.94	+.60
Government estimate of Agency position			
(w/knowledge)	4.00	.71	+.39
(no knowledge)	3.40	1.43	-.21
(combined)	3.68	1.16	+.07

TABLE 5-13--Continued

- 2-4. Children's television advertising requires special regulation because of the nature of the viewing audience.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	3.27	1.22		
ACT estimate of Agency position				
(w/knowledge)	2.07	1.16	-1.20	
(no knowledge)	1.80	1.15	-1.47	
(combined)	1.91	1.25	-1.36	.00
Government estimate of Agency position				
(w/knowledge)	3.00	1.00	-.27	
(no knowledge)	2.70	1.25	-.57	
(combined)	2.84	1.19	-.43	.17

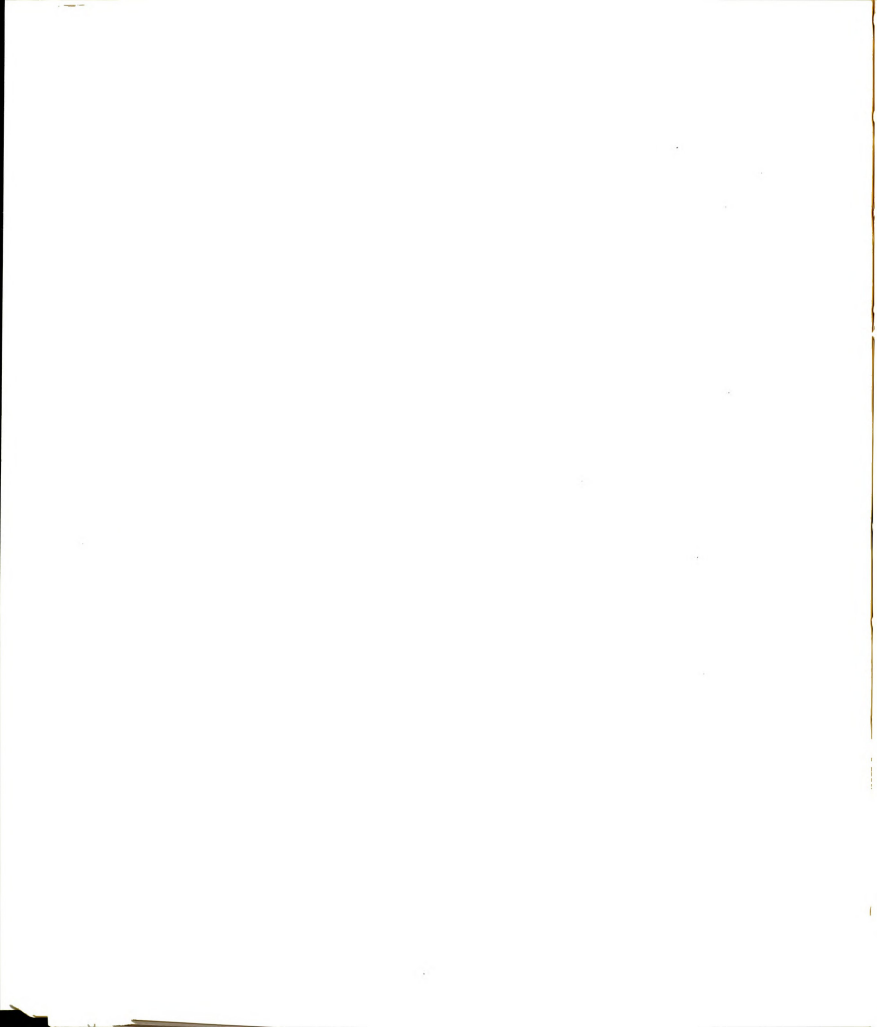
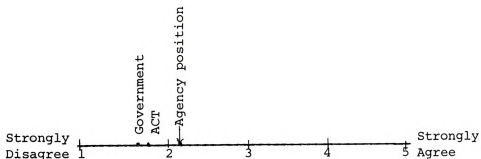


TABLE 5-13--Continued

2-5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.



	Mean	Standard Deviation	Standard Deviation	Level of Confidence
Agency position	2.10	1.04		
ACT estimate of Agency position				
(w/knowledge)	1.76	.83	+.34	
(no knowledge)	2.00	.93	+.10	
(combined)	1.79	.80	+.31	.08
Government estimate of Agency position				
(w/knowledge)	1.56	.53	+.54	
(no knowledge)	1.80	1.03	+.30	
(combined)	1.68	.82	+.42	.11

TABLE 5-13--Continued

2-6. Commercials to children should be regulated by the government.

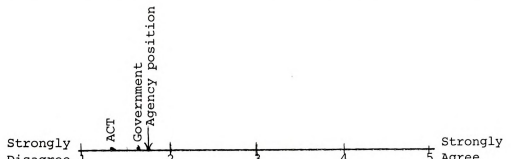
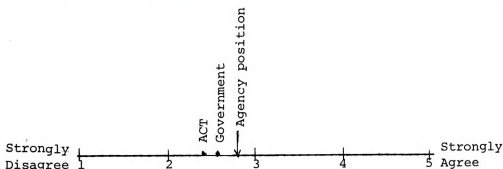
				
	Mean	Standard Deviation	Deviation	Level of Confidence
<u>Agency position</u>	1.76	1.07		
ACT estimate of Agency position				
(w/knowledge)	1.52	.83	+.24	
(no knowledge)	1.13	.35	+.63	
(combined)	1.35	.69	+.41	.02
Government estimate of Agency position				
(w/knowledge)	1.56	.73	+.20	
(no knowledge)	1.80	1.14	-.04	
(combined)	1.68	.95	+.08	.79

TABLE 5-13--Continued

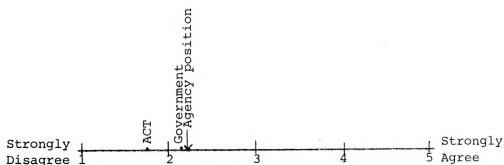
- 2-7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	2.74	1.19		
ACT estimate of Agency position				
(w/knowledge)	2.72	1.30	+.02	
(no knowledge)	2.07	.80	+.67	
(combined)	2.47	1.18	+.27	.25
Government estimate of Agency position				
(w/knowledge)	2.67	1.12	+.07	
(no knowledge)	2.50	1.08	+.24	
(combined)	2.58	1.07	+.16	.61

TABLE 5-13--Continued

- 2-8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.



	Mean	Standard Deviation	Standard Deviation	Level of Confidence
<u>Agency position</u>	2.24	1.00		
ACT estimate of Agency position				
(w/knowledge)	1.93	.80	+.31	
(no knowledge)	1.80	.41	+.44	
(combined)	1.84	.61	+.40	.01
Government estimate of Agency position				
(w/knowledge)	2.22	.83	+.02	
(no knowledge)	2.20	1.14	+.04	
(combined)	2.21	.98	+.03	.90

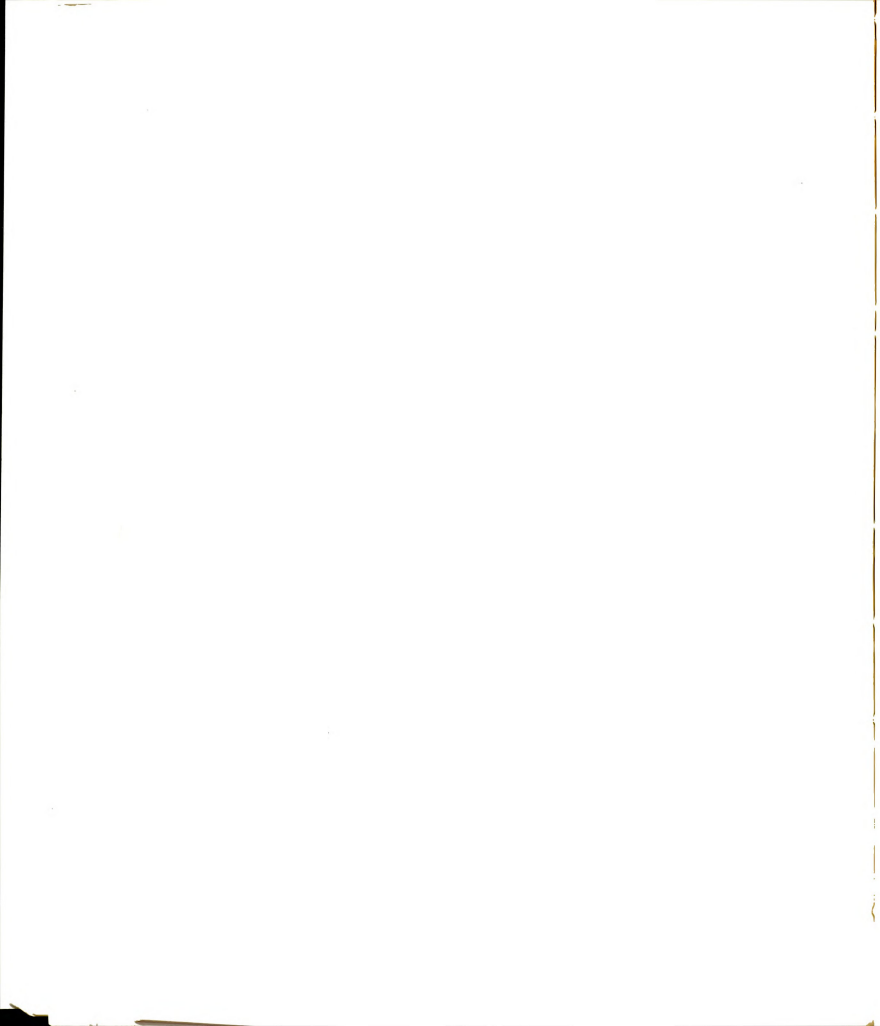
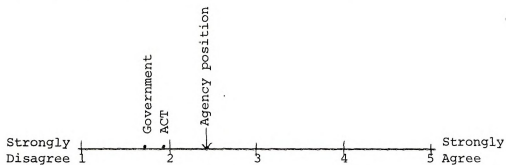


TABLE 5-13--Continued

- 2-9. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	2.41	1.16		
ACT estimate of Agency position				
(w/knowledge)	1.93	1.13	+.48	
(no knowledge)	2.13	1.25	+.28	
(combined)	1.95	1.13	+.46	.04
Government estimate of Agency position				
(w/knowledge)	1.17	.71	+1.24	
(no knowledge)	1.80	1.03	+.61	
(combined)	1.74	.87	+.67	.02

CHAPTER VI

SUMMARY, IMPLICATIONS, AND DIRECTIONS FOR RESEARCH

GENERAL SUMMARY OF THE STUDY

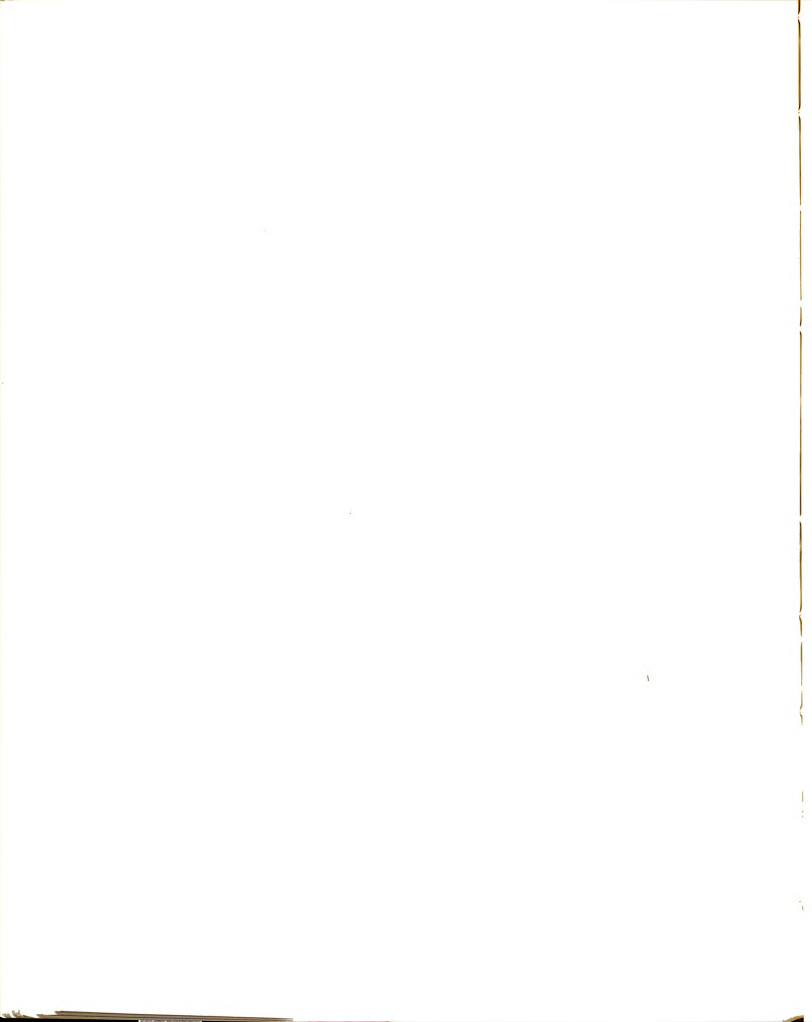
Much has been written and said about the effects of television advertising on children. From time to time, the opinions of the general public have been gathered on certain aspects of the problem. Prior to this study, however, no comprehensive investigation of the attitudes of individuals actually involved in the creation, production, regulation, and evaluation of children's television advertising had ever been undertaken. These people are the best sources of information on the issues involved with children's television advertising. They are the ones most likely to be influenced by and to influence legislation in the area. And they are, in many cases, the expert opinion leaders of others on the subject.

The actual study centered on the attitudes of five specific groups: spokesmen for Action for Children's Television; the presidents and top executive officers of advertising agencies creating and producing children's television commercials; top executives in companies advertising heavily

on children's television programs; members of the Federal Trade Commission, the Federal Communications Commission, and key members of Congress; and members of the major network review boards.¹

A mail questionnaire was used as the major research instrument. The questionnaire was divided into two major sections. The first section contained a number of Likert-type attitudinal items designed to test the variance within and mean difference between the responses of the surveyed groups on major issues regarding children's television advertising. The second section of the questionnaire was designed to measure three relationships between the various respondent groups: the extent of cognitive overlap, or similarity in attitudes of the major respondent groups; the perceived cognitive overlap or congruency among the various groups on issues relating to children's television advertising--that is, how close one respondent group perceived the attitudes and beliefs of another group to be to their own attitudes and beliefs regarding advertising to children; and the accuracy of the various respondent groups in estimating the position of other respondent groups on issues involving children's television advertising.

¹Because of the small number of executives actually involved with the network review boards and the low number of returns from this sample, the network review board sample was not included in the statistical analyses.

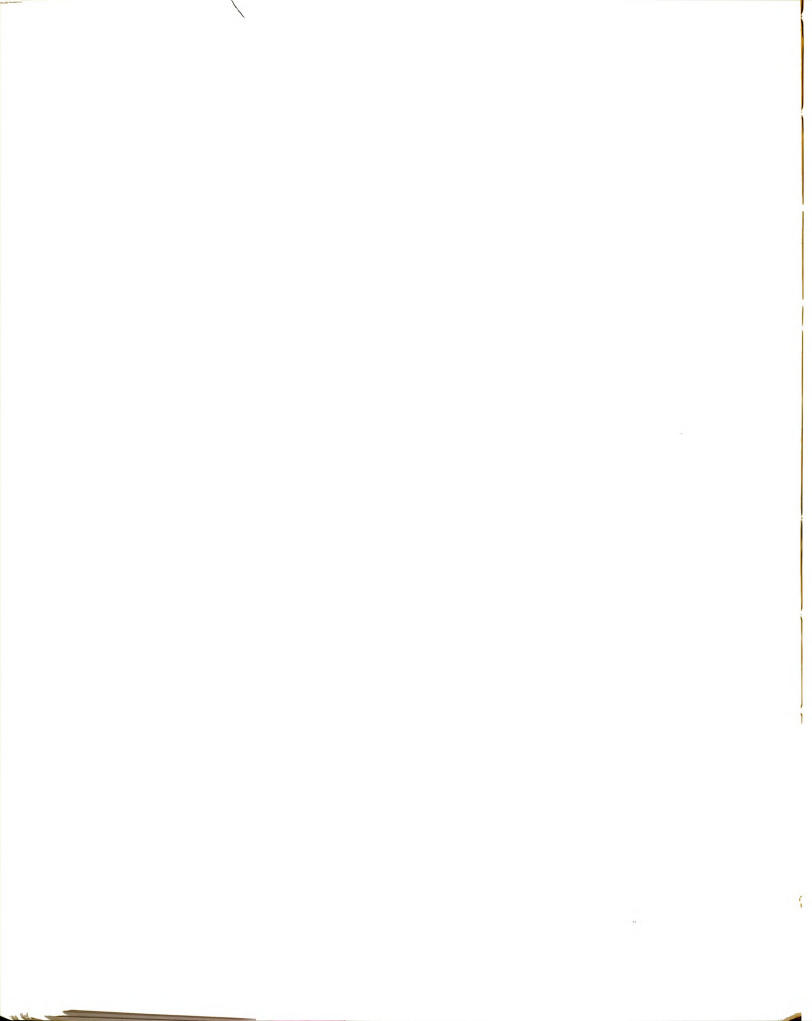


A SUMMARY OF THE FINDINGS

Six general hypotheses and twenty-two research hypotheses were included in the study. All the general hypotheses and the first seventeen research hypotheses concerned the following topics: (1) the need for regulation of children's television advertising; (2) the method of regulating children's television advertising; (3) the effects of television commercials on children; (4) the techniques used in commercials aired on children's television; and (6) major proposals regarding the future of children's television advertising. The five remaining research hypotheses concerned the ability of the individuals directly involved with children's television advertising to interact effectively on the issues involved. The major study findings are summarized below:

The Regulation of Children's Television Advertising.

Members of the industry, government, and Action for Children's Television (ACT) samples agreed that advertising directed at children requires special attention and regulation because of the nature of the viewing audience. Members of the ACT and government samples felt that more regulation was needed and that the job should not be left up to the industry. The industry respondents, however, felt that the existing self-regulatory framework was sufficient to take



care of the problem and should be given more chance to work.

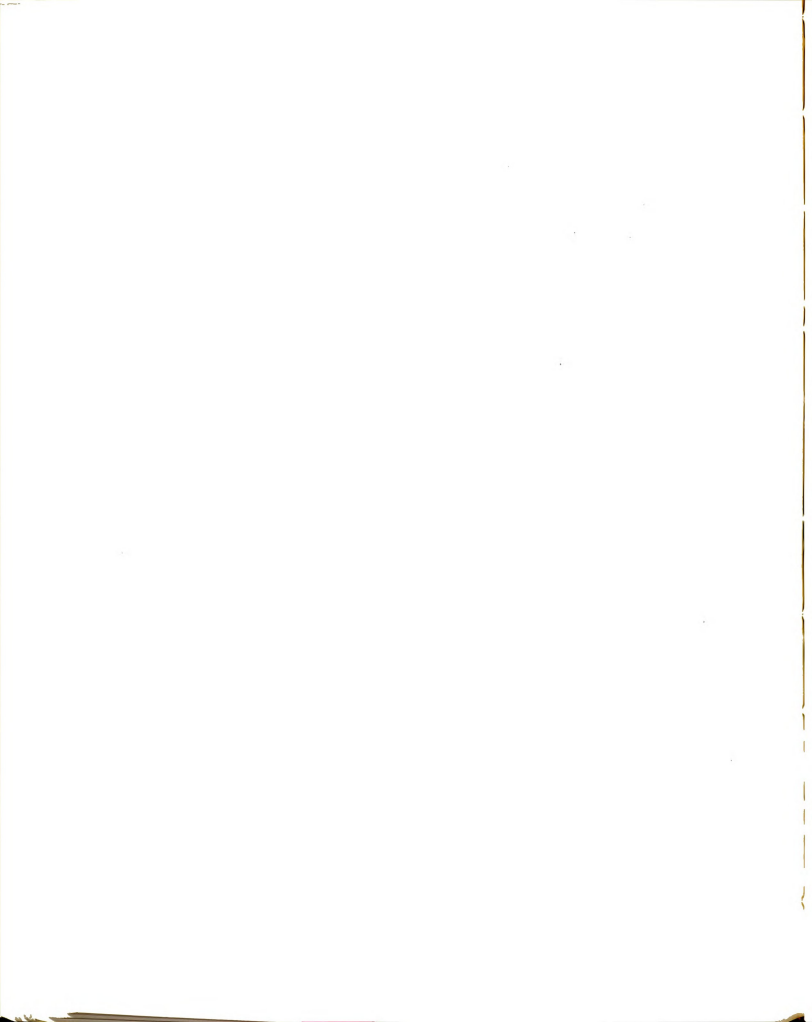
The Effects of Television Commercials on Children.

There were definite differences in how the various groups viewed the effects of television advertising on children. The majority of both industry samples felt that children's television advertising helps to develop a child's ability to make good consumer decisions. The majority of the ACT and government samples strongly disagreed. Similar differences were evident on such questions as: Does advertising lead to an increase in parent-child conflict? Do commercials arouse anxieties and feelings of insecurity in children? Is there a connection between commercials for pharmaceuticals and the nation's rising drug usage problem among children?

The Techniques Used in Advertising to Children.

Several of the statements included in the survey concerned various aspects of the National Association of Broadcasters Television Code. The NAB Television Code specifically prohibits program hosts or primary cartoon characters from delivering messages within or adjacent to the program which features such hosts or cartoon characters.¹ The majority

¹Section X-4 of the Television Code states:
"Children's program hosts or primary cartoon characters shall not be utilized to deliver commercials messages within or adjacent to the programs which feature such hosts or



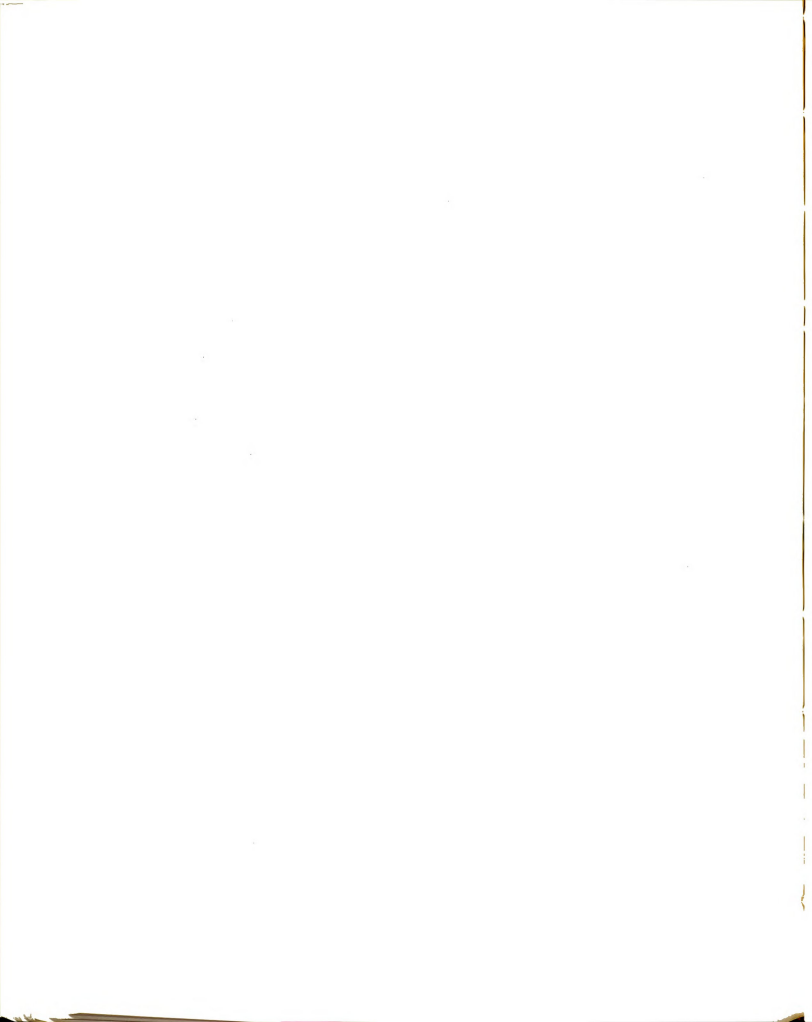
of the industry, government, and ACT respondents agreed with this provision of the code.

As of January 1, 1973, the NAB Television Code permitted no more than twelve minutes of non-program material in any sixty minutes of children's weekend programming.¹ Also, as of that date, the number of program interruptions in children's weekend programs could not exceed two within any thirty minute program or four within any sixty minute program.² The majority of the respondents included in the study felt that this provision of the code was not strong enough. All of the ACT respondents, ninety-six percent of the government respondents, and fifty percent of the industry respondents agreed with the statement: "There are too many commercials on shows children watch." The way the statement is worded, however, does not make it clear whether the respondents objected to the number of commercials being aired on children's programs, the number of commercial interruptions on children's programs, or the amount of time devoted to commercials on children's television.

cartoon characters. This provision shall also apply to lead-ins to commercials when such lead-ins contain sell copy or imply endorsements of the product by the program host or primary cartoon character."

¹Children's weekend programming time is defined as that period of time between the hours of 7:00 AM and 2:00 PM on Saturday and Sunday. See Section XIV-2c of the Television Code.

²See Section XIV-3d of the Television Code.



The Truthfulness and Taste of Children's Television

Commercials. There was a definite division in attitude between the industry respondents and the ACT and government respondents regarding the truthfulness and taste of commercials directed at children. Not one of the ACT respondents and less than twenty percent of the government respondents felt that children's television commercials present a true picture of the products advertised. Nearly seventy percent of the industry respondents felt that they do. Not one of the ACT respondents and only fourteen percent of the government respondents felt that television commercials aimed at children are usually in good taste. Seventy-four percent of the agency respondents and seventy-nine percent of the advertiser respondents felt that they are. Over ninety percent of the ACT respondents and sixty-eight percent of the government respondents felt that children's television commercials are purposely disguised to blend in with the programs. Over sixty-five percent of the industry respondents felt that they are not.

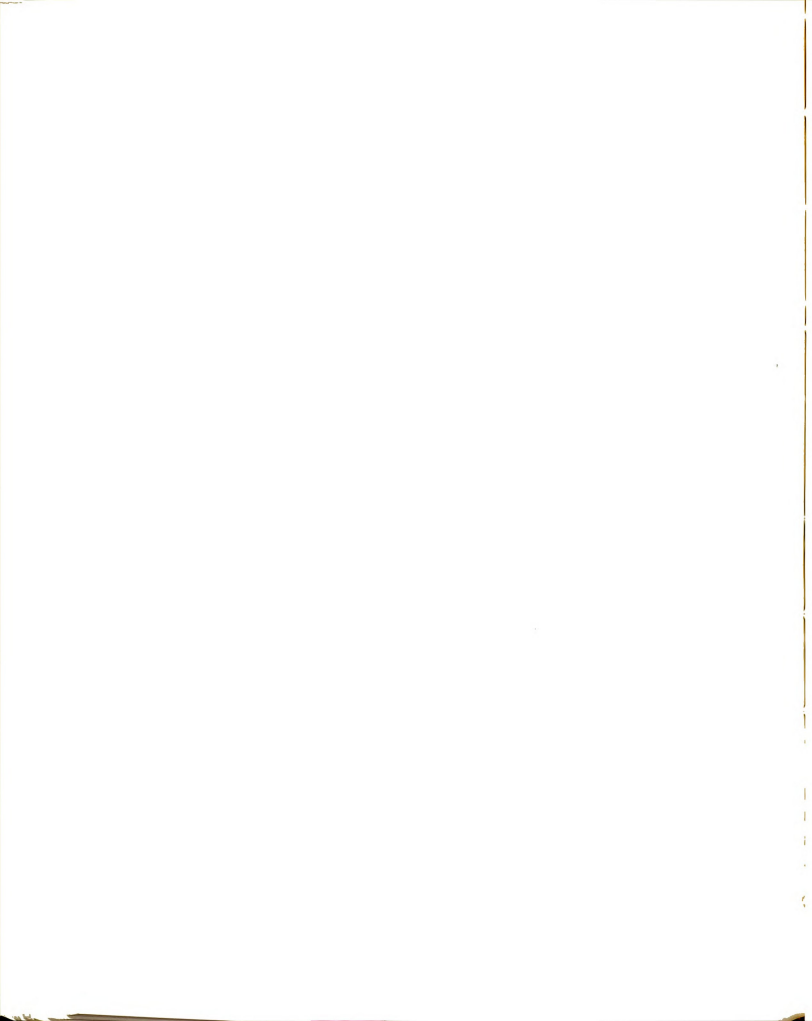
The Advertisers on Children's Television. Many of the ACT and government respondents expressed particularly strong opinions about those in the advertising industry buying and producing commercials directed at children. Over seventy percent of both respondent groups felt that advertisers are not really concerned about children; they just

want to sell their products. Less than five percent of the ACT respondents and less than forty percent of the government respondents agreed with the statement: "Most advertisers are good people trying their best to provide what the public wants." Over eighty percent of the ACT respondents and over seventy percent of the government respondents expressed the feeling that children's television would be better if it were not controlled by "advertising dollars."

Advertising Vitamins on Children's Television.

None of the ACT or government respondents felt that vitamin companies should advertise on children's television, and nearly half of both respondent groups felt there is a definite connection between commercials for pharmaceuticals and the nation's rising drug usage problem among young people. Over forty percent of the industry respondents agreed that vitamin companies should not advertise on children's programs; however, less than twenty percent of them felt there was a direct connection between pharmaceutical advertising and the drug usage problem.

Recent Proposals Regarding Children's Television and Children's Television Advertising. One survey item concerned the use of simulcasts (permitting two or more networks to air the same program) to improve the quality of children's television. The idea behind the proposal was

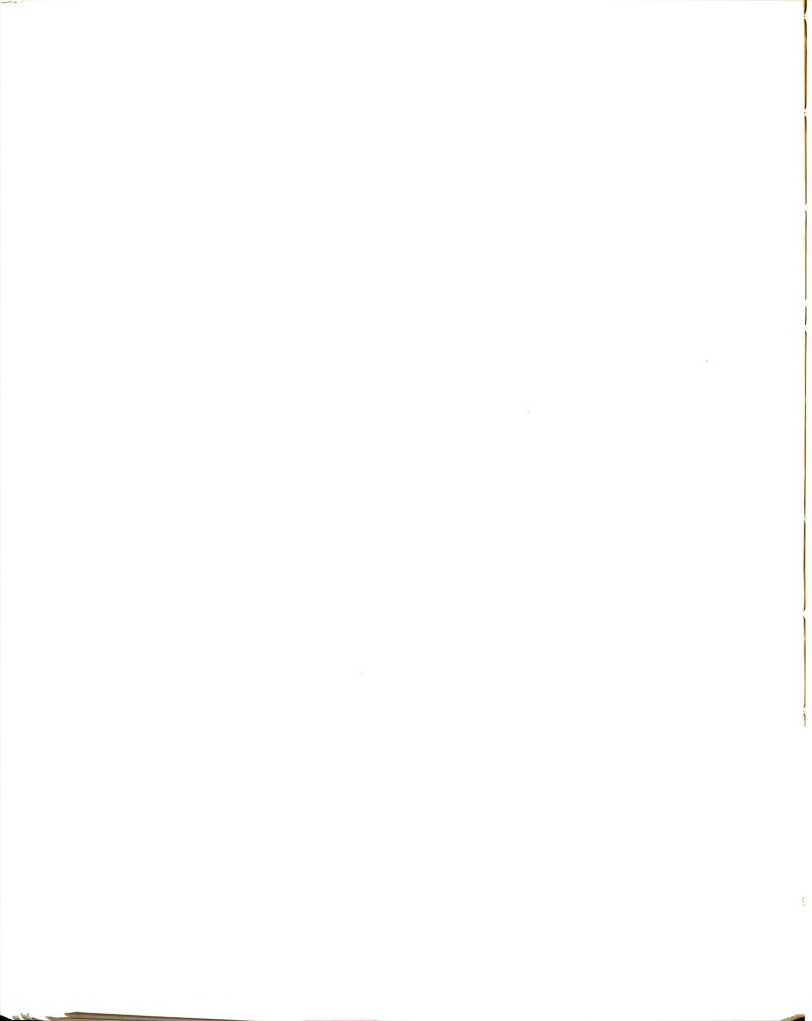


that the networks would not be forced into putting their best programs into competing time periods in order to achieve high ratings and also that fewer programs would mean that the networks could devote more time and money to so-called "quality programs." Among those expressing an opinion of the simulcast proposal, the majority of all four respondent groups felt that simulcasts would not significantly help the quality of children's television.

A number of critics have proposed that commercials on children's programs be "bunched" at the beginning or end of a program or, as is done in many countries of the world, "bunched" during a particular period of the day. Those in the industry have complained that this proposal would significantly decrease the effect of the commercial message. The four samples were asked if they thought "bunching" would lessen the effect of the advertiser's message. The majority of each respondent group expressing an opinion on the item agreed with the industry respondents.

Nearly ninety percent of the ACT respondents favored banning commercials from children's television. Over ninety percent of the industry respondents opposed the idea. The government respondents were almost equally divided on the issue.¹

¹Forty percent of the government respondents marked "uncertain" on this item.



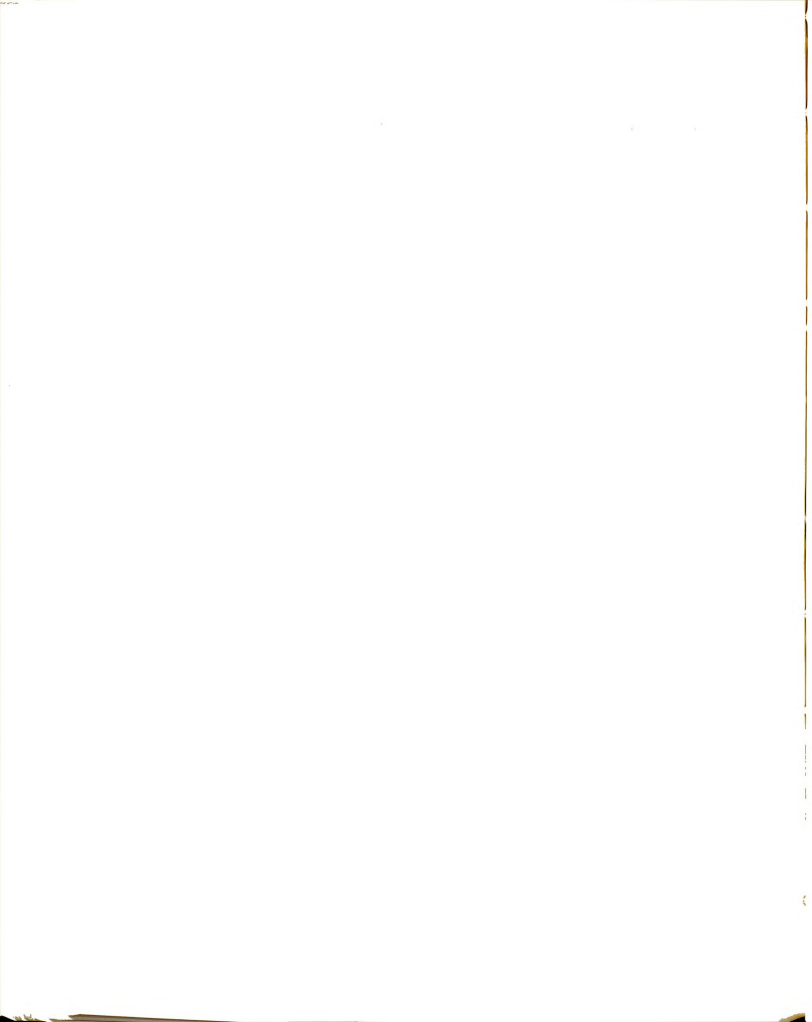
Over eighty percent of the ACT respondents and nearly fifty percent of the government respondents favored the proposal that commercials on children's television be preceded by a notice stating that what was to follow was an ad.¹ Over seventy percent of the industry respondents were opposed to the idea. Many industry respondents commented that they thought the proposal would have little, if any, effect on children, and would be a waste of time.

IMPLICATIONS AND DIRECTIONS FOR RESEARCH

In recent years, government and business spokesmen have advocated a dialogue between key government, industry, and consumer groups to reduce friction and advance the general good. Yet, such a dialogue never happens. Rather, what passes for dialogue in form is only a sequence of monologues in fact, wherein each spokesman merely grants "equal time" to others and pretends to listen while actually preparing his own set of comments.¹

The findings of this study indicate that the lack of effective interaction between government, industry, and

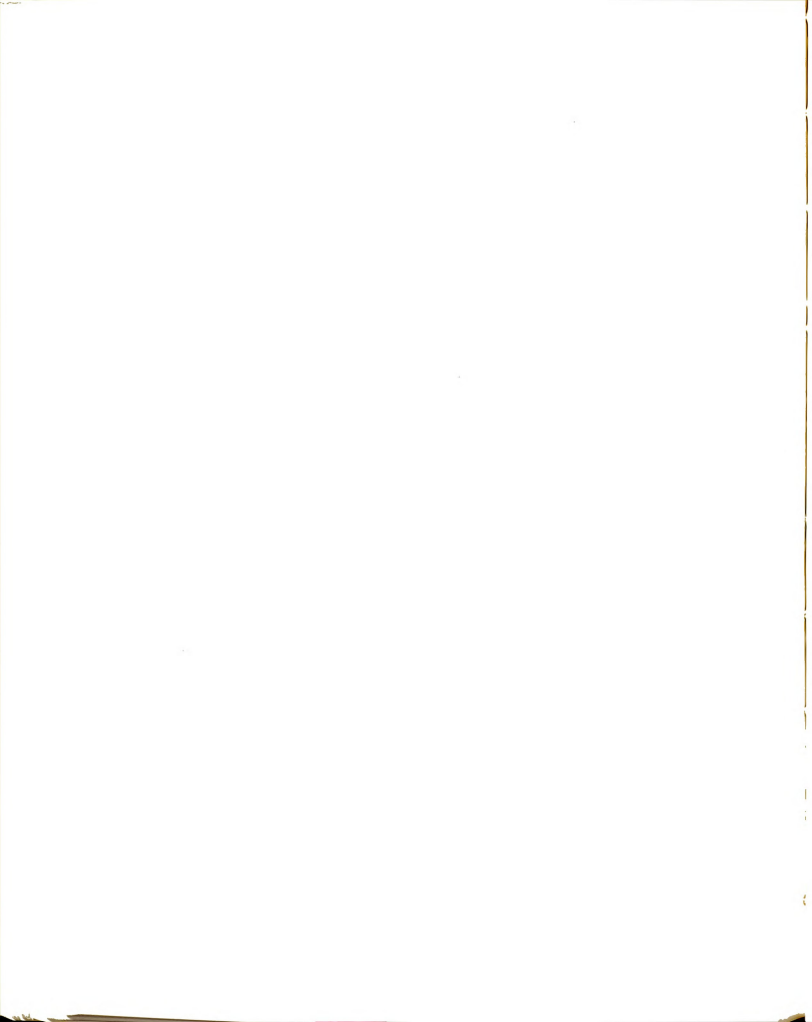
¹See Raymond A. Bauer and Stephen A. Greyser, "Thinking Ahead: The Dialogue That Never Happens," Harvard Business Review, November-December 1967, 2-12, 186-190. Also see Scott Ward, "Kids's TV-Marketers on Hot Seat," Harvard Business Review, July-August 1972, 16-28.



consumer spokesmen, at least regarding children's television advertising, is not due to a lack of understanding. The various groups included in the study do understand each other's positions on most issues remarkably well.

The findings indicate the critical need for industry spokesmen to establish an effective dialogue with government representatives and consumer spokesmen, particularly spokesmen for Action for Children's Television, if they hope to continue operating with the relative freedom they now enjoy. On almost every issue in the survey, the government respondents were on the side of the ACT respondents and not the side of the industry--a fact that has serious implications regarding present public opinion and potential legislation on the subject.

Although the study data supported most of the research hypotheses, the significant differences in attitude between the surveyed groups and the small amount of variance in attitude within the surveyed groups is probably a more significant finding than the fact that the hypotheses were supported. The difference in attitudes between the industry respondents and the ACT and government respondents is so large that no publicity campaign or goodwill effort on the part of the industry is likely to have much effect on either group--at least not in the immediate future.



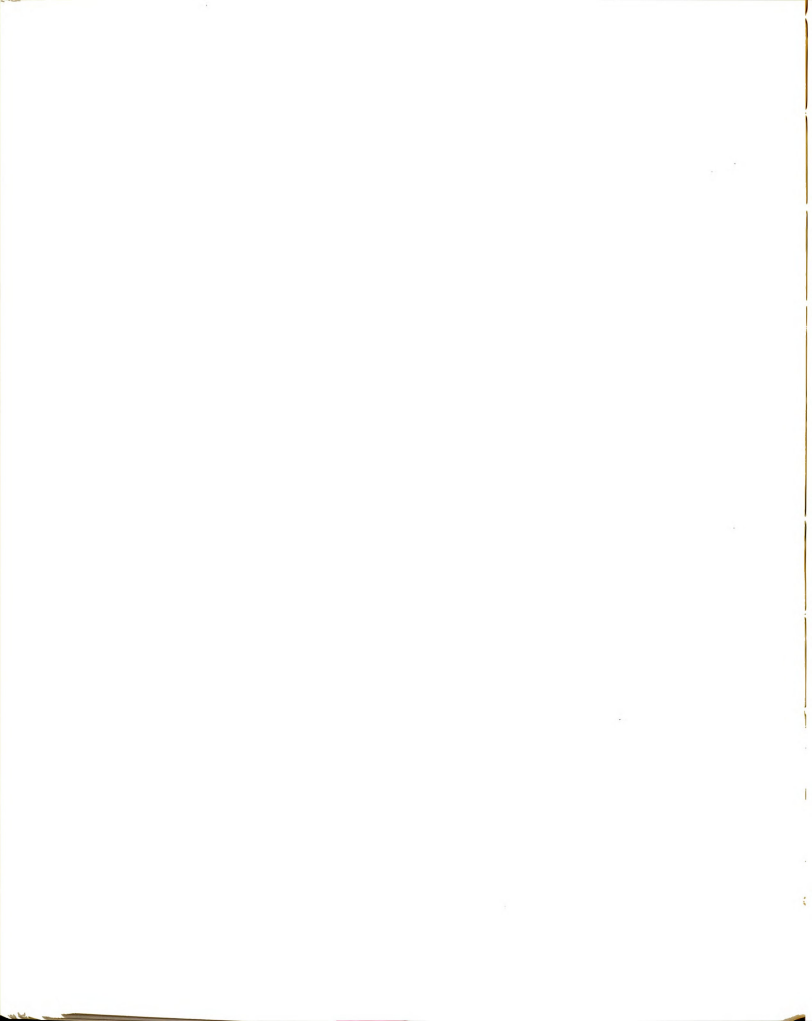
How can effective interaction take place? The people participating in the study indicated several key factors:

- (1) thoughtful business and government leaders and consumer spokesmen willing to listen to opposing points of view;
- (2) individuals who will take the time to consider and to understand (even if they do not agree with) each others' premises and assumptions;
- (3) those who will engage in dialogue oriented to fact finding rather than fault finding;
- (4) those who will address themselves to solving the problems of the real, rather than the presumed, public;
- (5) more and better research on all aspects of the subject.

Most respondents agreed that more research on the effects of television on the child is needed. Because of the tremendous problems encountered in conducting research on the effects of a complex stimulus such as television, however, I feel more research into other areas may be more fruitful at the present time.¹

One area in which very little is known concerns children's programming and advertising in other areas of the world. Although a number of studies have been conducted on broadcasting systems in other countries, more research into the costs, benefits, and problems of such systems is needed

¹Some of the major problems encountered in conducting reliable and valid research in the area were discussed in Chapter II.



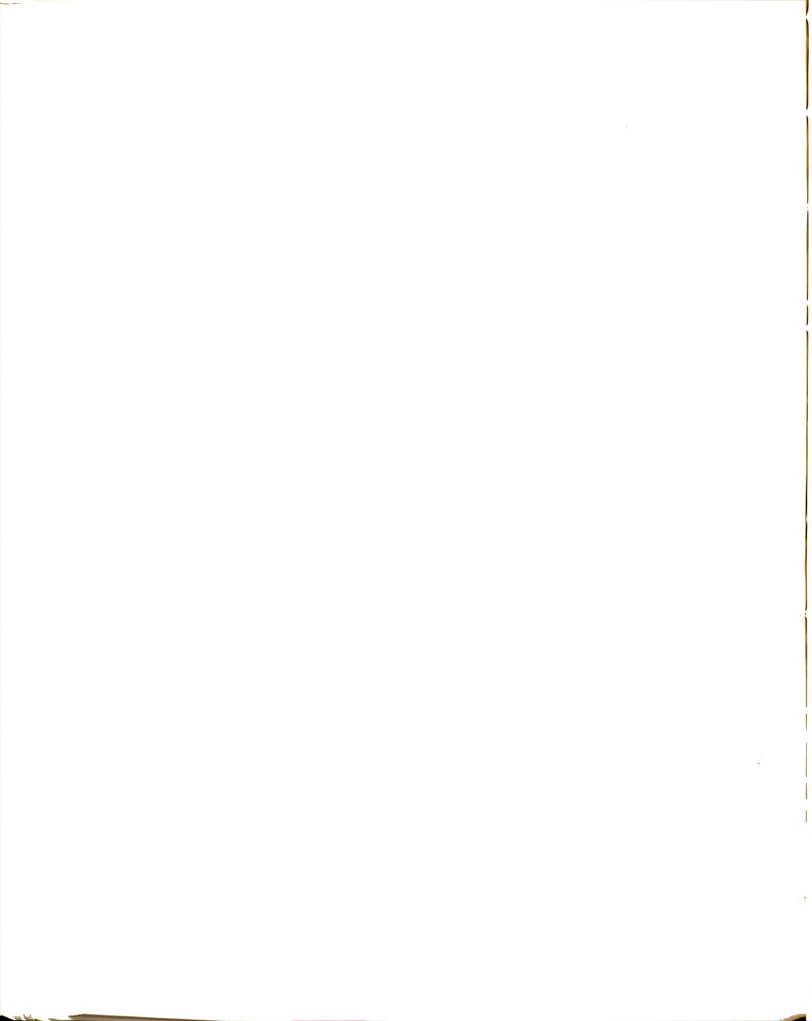
before viable alternatives to our present system of television broadcasting can be discussed.¹

A second area in which more research is needed is in the area of attitudes. This study demonstrated that Likert-type scales and mail questionnaires can be used to measure the attitudes of top executives, senators, congressmen, and consumer spokesmen on complex issues. However, more work in the area is needed.

Critical groups were not included in the present study--groups that will have a major impact on the future of our broadcast system.

For example, a variety of groups are involved on the federal, state, and local levels in drafting and approving

¹Some of the more recent examples of such studies are: David Fleiss and Lillian Ambrosino, An International Comparison of Children's Television Programming (Washington, D.C.: National Citizen's Committee for Broadcasting, July 1971); D. Shinar, "Structure and Content of Television Broadcasting in Israel," Television and Social Behavior: Media Content and Control, edited by G. A. Comstock and E. A. Rubinstein (Washington, D.C.: Government Printing Office, 1972), pp. 493-532; J. D. Halloran and P. Croll, "Television Programs in Great Britain," Television and Social Behavior: Media Content and Control, edited by G. A. Comstock and E. A. Rubinstein (Washington, D.C.: Government Printing Office, 1972), pp. 415-492; P. Dahlgren, "Television in the Socialization Process: Structures and Programming on the Swedish Broadcasting Corporation," Television and Social Behavior: Media Content and Control, edited by G. A. Comstock and E. A. Rubinstein (Washington, D.C.: Government Printing Office, 1972), pp. 533-546; A. Toogood, "New Zealand Broadcasting: A Monopoly in Action," Journal of Broadcasting, 1969, 14, 13-24.

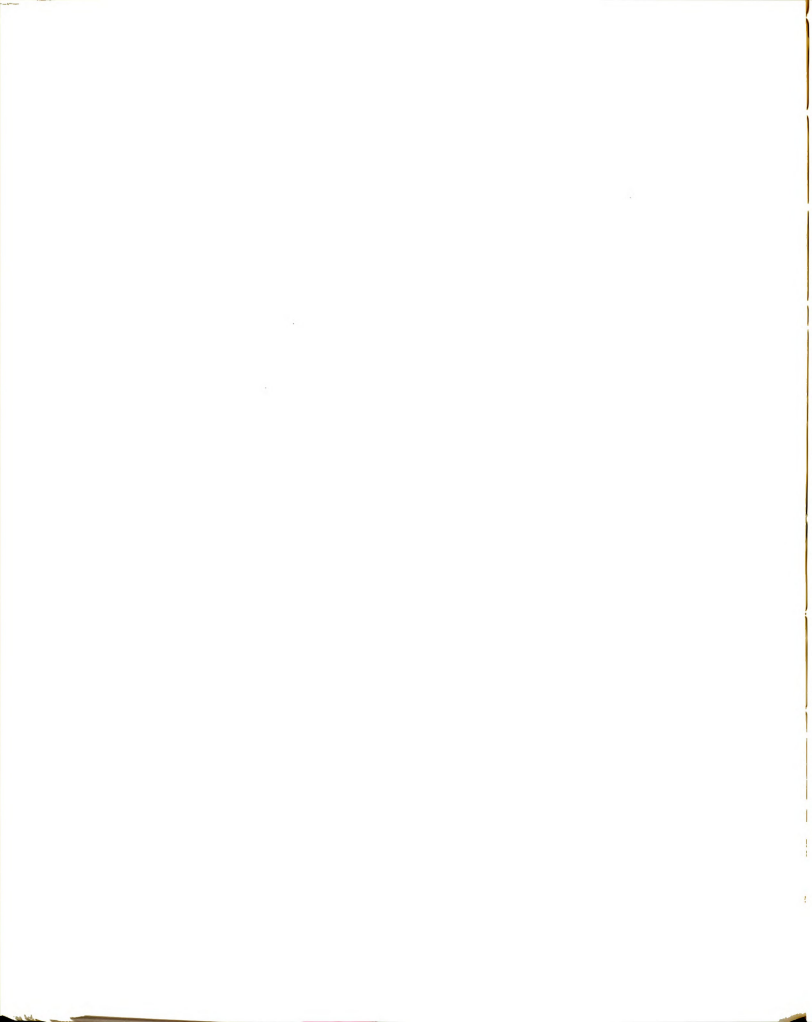


new legislation on the subject of children and television. This study concentrated only on the attitudes of a select sample of federal employees. More research is needed into the attitudes and opinions of other government regulators and politicians. How do such people feel about children's television? Is children's television an area of immediate concern? What is known about research on the subject?

Action for Children's Television is only one of many consumer groups lobbying for public and governmental support for proposals regarding children's television advertising. Only ACT spokesmen were included in this study. Research into the attitudes of spokesmen for such groups as the Council on Children, Media, and Merchandising and the Consumers Union would be useful.

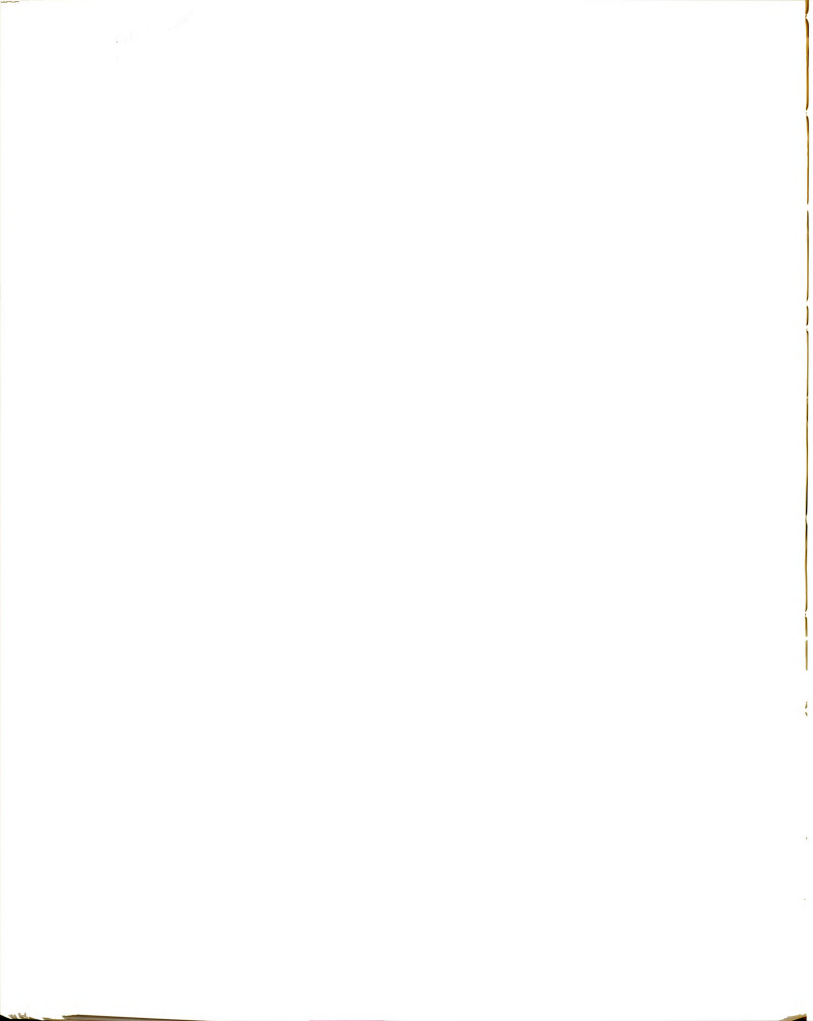
Research is needed into the attitudes of industry executives selling children's products but not advertising on children's television and industry executives not selling products aimed at the child market. Neither group was included in the present study, yet both play a vital role in establishing and enforcing industry self-regulation procedures.

There is also a need for longitudinal attitude data. Such research could answer such questions as: Has the image of executives involved with children's television advertising changed for the better or worse? What new proposals have



been made on the subject of children's television advertising? How do key individuals in the creation, production, regulation, and evaluation process view such proposals? Are there still vast differences in the attitudes of the various interest groups? Is there any new research on the subject of children and television? How much do key individuals know about the findings? What new techniques are being used in commercials on children's television? Which techniques are seen as good and which are seen as bad? Etc.

APPENDICES



APPENDIX A

COVER LETTERS AND INTERVIEW GUIDE

This appendix contains a representative sample of the cover letters used in the study and a copy of the personal interview guide. Included are:

- Agency President Cover Letter
- Initial Industry Cover Letter
- Initial ACT Cover Letter
- Follow-up Industry Cover Letter
- Follow-up ACT Cover Letter
- Interview Guide

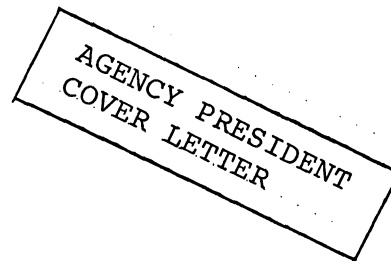
MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING • MICHIGAN • 48824

February 1, 1973

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXX
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Dear Mr. XXXXXX:

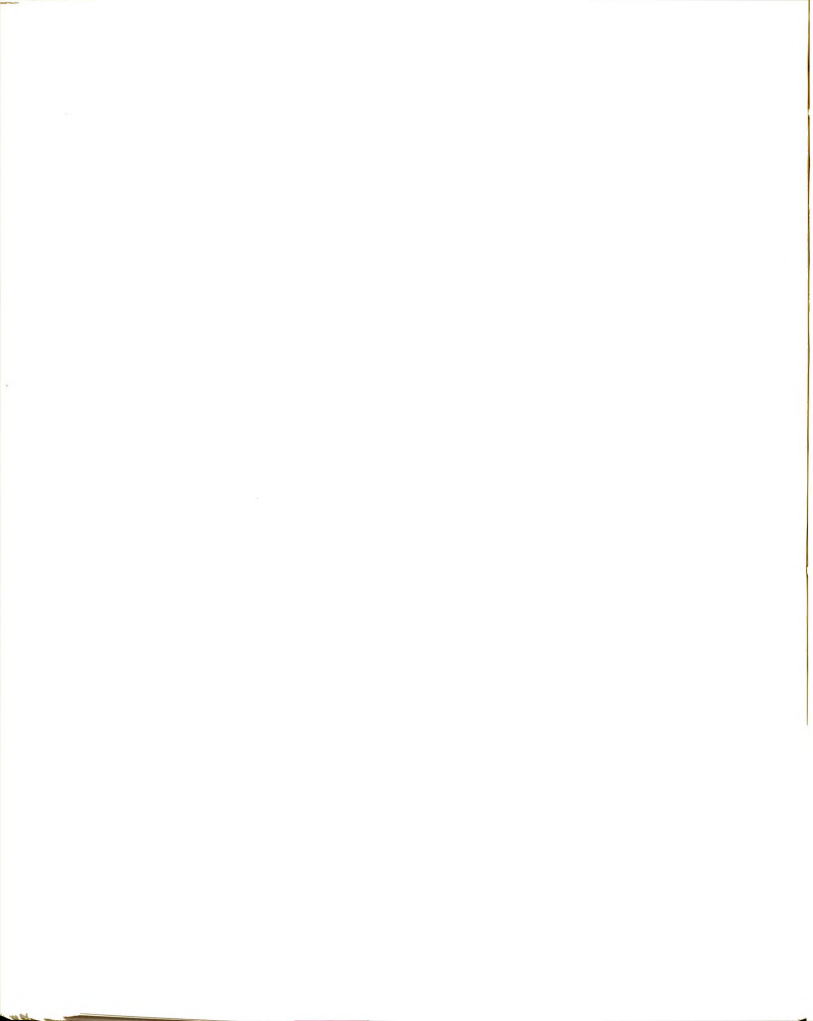
Several members of the faculty of the Colleges of Business and Communication at Michigan State University are in the process of studying the subject of children's television advertising. The study is partially funded by a research grant from the U.S. Department of Health, Education and Welfare.

A major portion of the overall study deals with two areas of direct concern to your agency. The first concerns the television advertising creative process. The second comprises the issues involved.

Much has been written in recent months concerning the people and tasks involved in creating advertising for child markets. Yet, little is known about the actual process. In this study we plan to examine in detail how large advertising agencies create, produce, research and evaluate television commercials aimed at the young market.

Much of the current controversy regarding advertising issues is a result of ineffective communication between broadcasters, researchers and critics. In this study we hope to discover how key agency personnel feel about the current issues facing the advertising world--particularly with regard to advertising to children.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX plays a major role in the creation of network television advertising campaigns and has long been involved in advertising to the child market. We feel, therefore, that interviews with key XXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXX personnel will be vital to obtain a realistic look at the agency side of the picture--a side that has been long ignored.



February 1, 1973
Mr. XXXXXXXXXXXXXXXX
Page 2

In a few days one of our researchers, Mr. James D. Culley, will be in the New York area interviewing agency personnel for this study. Would you be willing to furnish us with the names and titles of XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX personnel (researchers, account executives, media buyers, etc.) currently involved in creating, producing and researching commercials for the child market so that Mr. Culley might arrange to talk to them? A form is enclosed in a self-addressed envelope for this purpose. Personnel working on such accounts as XXXXXXXXXXXXXXXXXXXXXXXXXXXX and XXXXXXXXXXXXXXX XXXXXXX are of particular interest to us.

You may be assured that all interview data will be held in strictest confidence. The names of persons, organizations, actual job titles and specific brand names will be disguised or deleted in the final research report.

Thank you for your cooperation and assistance in supporting this research project.

Yours sincerely,

William Lazer
Professor of Marketing and Transportation

WL:sas

Enclosures

MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING • MICHIGAN • 48824

June 12, 1973

INITIAL INDUSTRY
COVER LETTER

XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX

Dear XXXXXXXXXX:

What do advertisers, television critics, network executives, and government regulators think about television commercials directed at children? We really don't know. But your answers on the enclosed questionnaire will help clear up many of the misconceptions that we believe exist.

The survey is part of a study sponsored by the U.S. Department of Health, Education and Welfare. Similar questionnaires have been sent to a select sample of key people in the advertising field, in government, and to critics of the advertising process. Portions of the survey results will be included in my doctoral dissertation.

Your response to the survey items will be held in strict confidence. Only aggregate responses will be included in the final report. (We have coded each questionnaire to aid us in compiling and analyzing the data.)

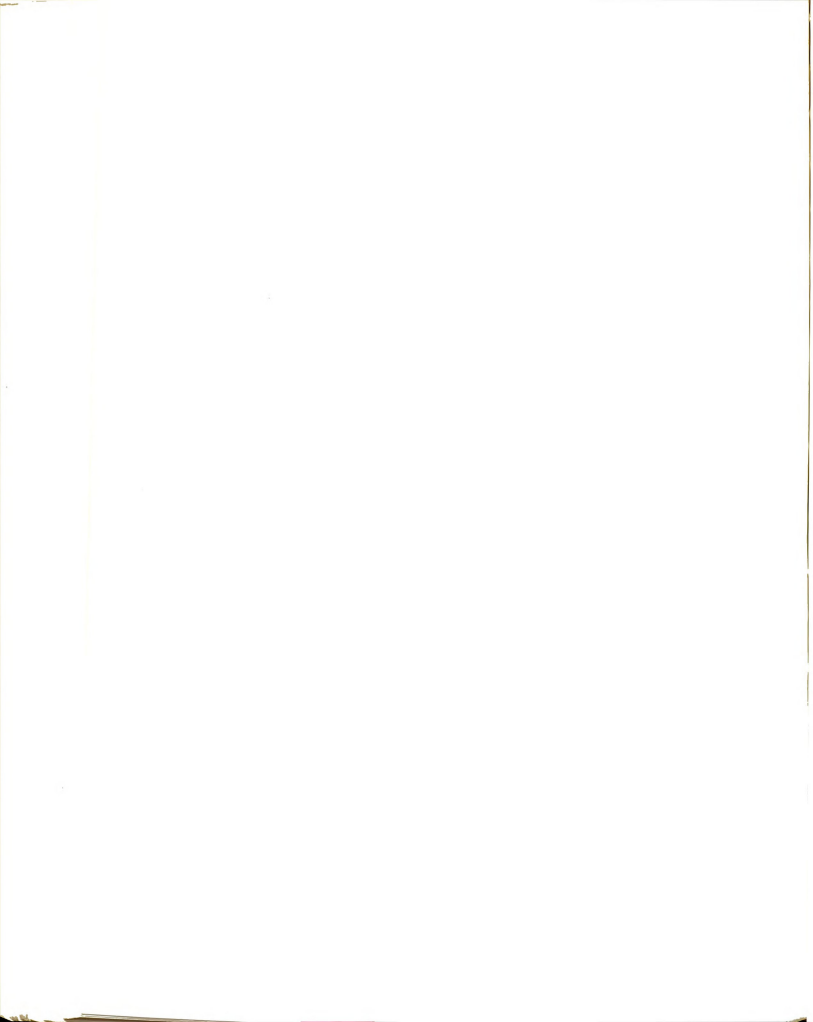
Please take a few minutes of your time to complete the survey and mail it back in the enclosed envelope. If you would like a copy of the summary reports, just enclose a note with your survey. I will be happy to furnish you with one.

Yours sincerely,

James D. Culley
Study Director (517-355-6010)

JDC:cs

Enclosure



GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING • MICHIGAN • 48824

INITIAL ACT
COVER LETTER

June 22, 1973

What do advertisers, television critics, network executives, and government regulators think about television commercials directed at children? We really don't know. But your answers on the enclosed questionnaire will help clear up many of the misconceptions that we believe exist.

Your response to the survey items will be held in strict confidence. Action for Children's Television (ACT) is distributing this particular survey for us. Only ACT will know if you respond to the survey or not. (The code number on the questionnaire will be used by ACT for compiling such data.)

The survey is part of a study of the effects of advertising on children funded by the U.S. Department of Health, Education, and Welfare. Similar questions have been sent to other members of consumer groups, as well as key government officials, advertisers, and members of the major networks.

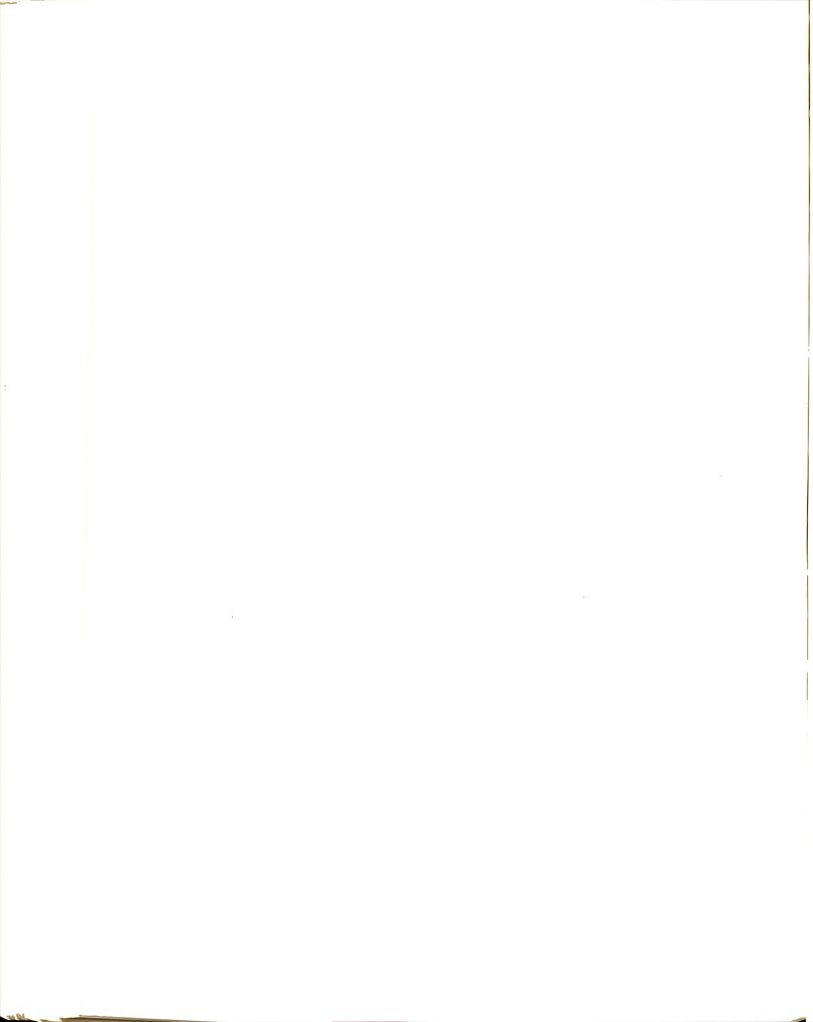
Please take a few minutes of your time to complete the survey and mail it back in the enclosed envelope. If you would like a copy of the summary report, please drop a note to ACT. I will furnish them with copies as soon as they are available.

Yours sincerely,

James D. Culley
Study Director
(517-355-6010)

JDC:sas

Enclosure



MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING • MICHIGAN • 48824

FOLLOW-UP ACT
COVER LETTER

July 16, 1973

Four weeks ago Action for Children's Television mailed you a copy of a questionnaire entitled MICHIGAN STATE UNIVERSITY SURVEY OF ATTITUDES TOWARDS ADVERTISING. Similar questionnaires were sent to 20 members of the United States Senate, 30 members of the House of Representatives, top executives in 30 of our country's leading corporations, 25 of the nation's largest advertising agencies, a select sample of key network executives, and commissioners of the Federal Trade and Federal Communication Commissions.

The initial returns were exceptional. However, I still hope to hear from everyone sampled. Won't you take the 15 minutes the survey requires and help me gather data on a subject of vital concern to all those interested in our present system of broadcast advertising? I'm enclosing a second copy of the survey for your convenience.

Please be assured that I am only interested in the aggregate opinions of the various groups involved. Your responses will be aggregated with those of 50 or more ACT spokesmen and women in computing the "opinions of Action for Children's Television" for the final report and for my dissertation.

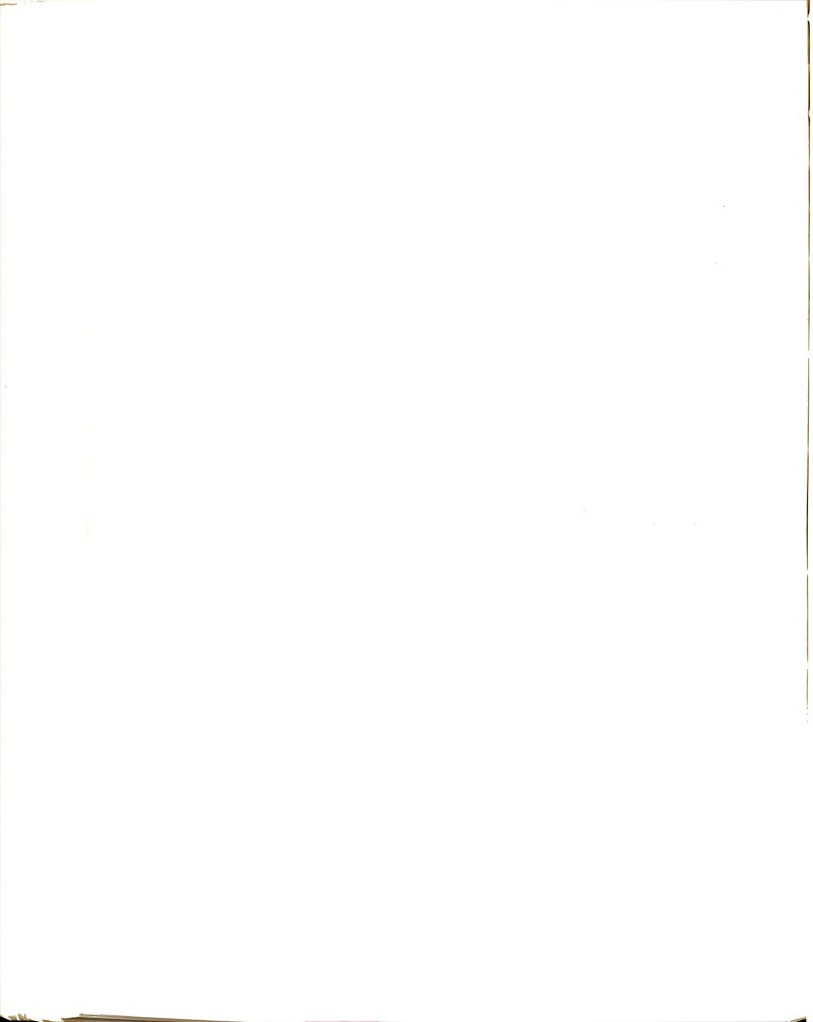
May I count on your help?

Yours sincerely,

James D. Culley
(Telephone: 517-355-6010)

JDC/sm

P.S. If you would like a copy of the summary report, please drop a note to ACT. I will furnish them with copies as soon as they are available.



GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING • MICHIGAN • 48824

July 16, 1973

XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX XXXXXXXX

FOLLOW-UP INDUSTRY
COVER LETTER

Dear XXXXXXXXXX:

Four weeks ago I sent you a copy of a questionnaire entitled MICHIGAN STATE UNIVERSITY SURVEY OF ATTITUDES TOWARDS ADVERTISING. Similar questionnaires were sent to 20 members of the United States Senate, 30 members of the House of Representatives, top executives in 30 of our countries leading corporations, 25 of the nations largest advertising agencies, and a select sample of key network executives, members of the F.C.C. and F.T.C., and spokesmen for consumer interest groups.

The initial returns were exceptional. However, I hope to hear from all those sampled. Won't you take the 15 minutes the survey requires and help me gather data on a subject of vital concern to all those interested in our present system of broadcast advertising? I'm enclosing a second copy of the survey with this letter for your convenience.

Please be assured that I am only interested in the aggregate opinions of the various groups involved. Your responses will be aggregated with those of 50 or more other respondents in computing the "opinions of those in the advertising industry" for the final report and for my dissertation.

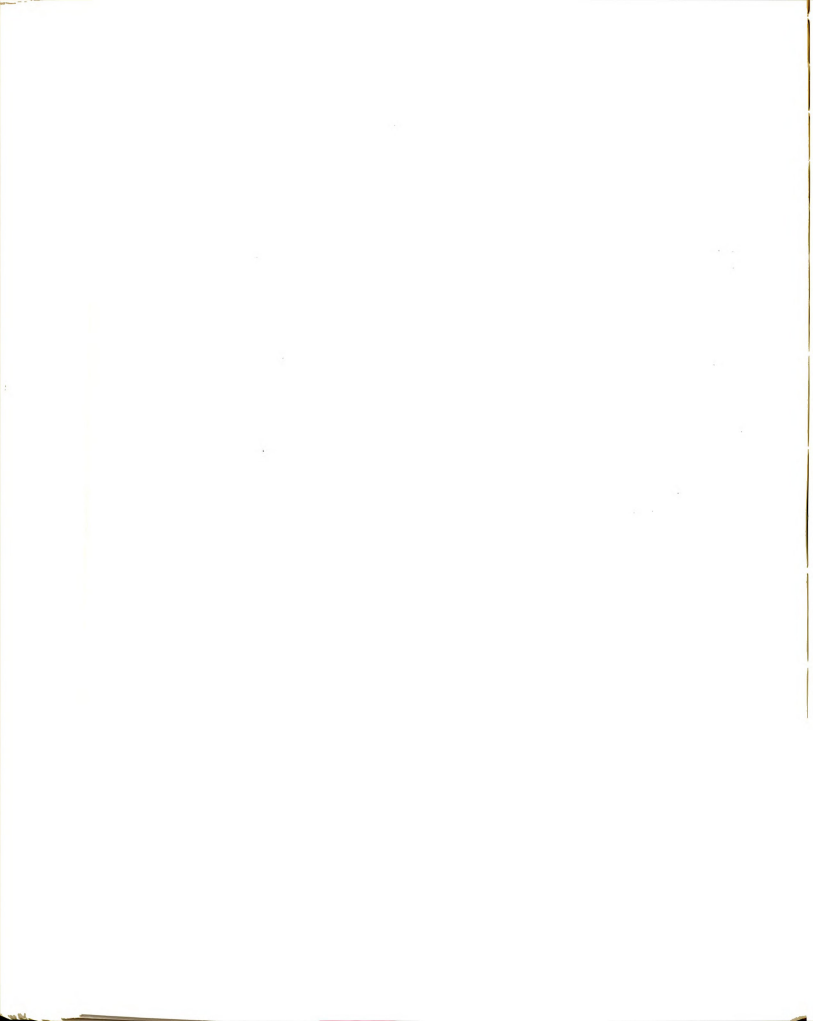
May I count on your help?

Yours sincerely,

James D. Culley
(Telephone: 517-355-6010)

P.S.

If you would like to receive a copy of the summary report and haven't already written for one, please drop me a note. I will happily furnish you with one.



INTERVIEW GUIDE
Survey of Key Advertising Agency Personnel

I am a member of a team of researchers from the Department of Marketing and the Department of Communication at Michigan State University. The research team is studying the subject of children's television advertising under a grant from the U.S. Department of Health, Education and Welfare.

In this study we plan to examine in detail how large advertising agencies create, produce, research and evaluate television commercials aimed at the young market. In addition, we hope to determine how key agency personnel, such as yourself, feel about certain issues recently raised regarding the subject of advertising to children.

You may be assured that all data gathered in this interview will be held in strictest confidence.

If you have no objection, I will tape our interview. I assure you that only members of the research team will have access to the information on the tape.

BACKGROUND DATA

Tape Number:

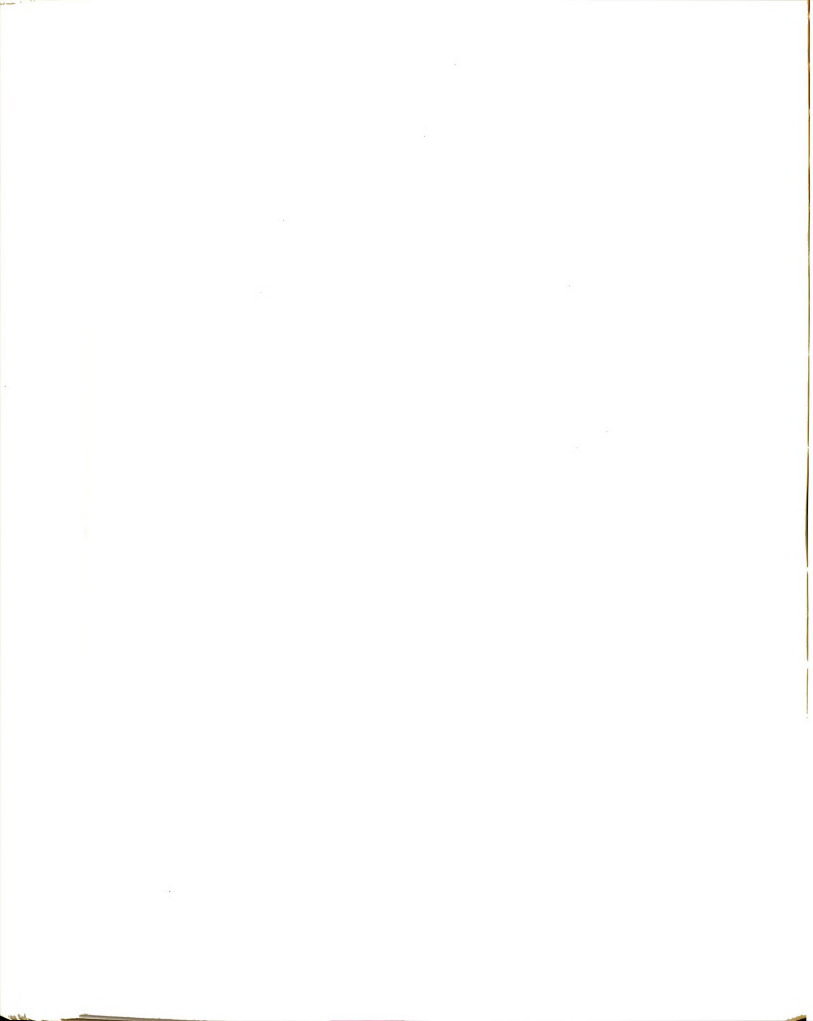
Date of Interview:

Agency:

Respondent's Name:

Please begin by telling me a little about your background. Specifically,

- (1) How long have you been with this agency?
- (2) What are your present duties?
- (3) What proportion (%) of your time is devoted to work on accounts advertising to children?



CREATION, PRODUCTION AND RESEARCH PROCESSES -- Case Study

One goal of our research is to prepare a number of in-depth descriptive studies of the creation, production, research and evaluation behind specific commercials aimed at the young market.

Could you select a recent commercial that you are familiar with that is designed to appeal to the child market, and describe the steps involved in getting that commercial on the air?

(PROBES)

- (1) Where did the idea originate?
- (2) How did your agency organize to prepare the commercial?
- (3) How many key agency people were involved in the process? Did they work full or part time on the account? What were their major tasks?
- (4) What research was done for the commercial? Was the commercial pretested? post tested?
- (5) What does a commercial of this type cost?
- (6) How was the commercial's media strategy determined?
- (7) Who produced the commercial? Where?
- (8) Who made the final decision to air the commercial?
- (9) How long did the entire process take?

What are the names of other key agency people involved in preparing this commercial?

CREATION, PRODUCTION AND RESEARCH PROCESSES -- General
--

A second goal of this study is to examine how the process of creating, producing, researching and evaluating commercials for child markets differs from that of other markets. Specifically:

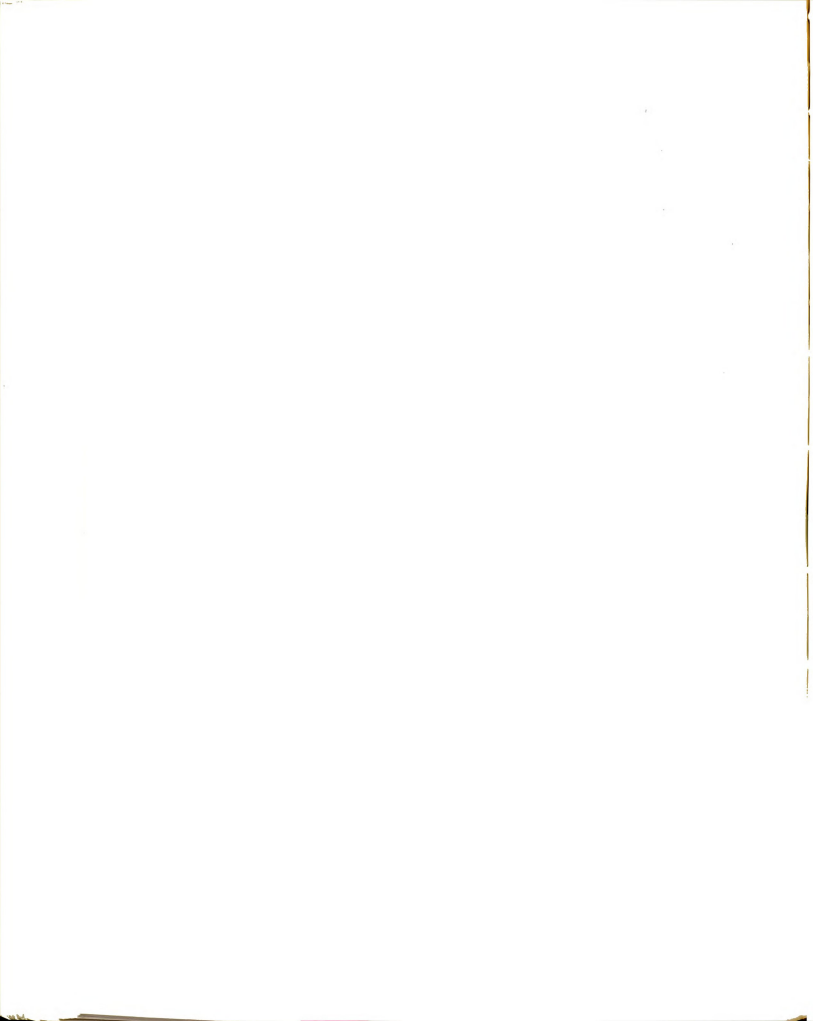
- (1) How do the steps in the process differ...
- (2) How do the duties and backgrounds of the people involved differ...
- (3) How does the amount and type of research differ...
- (4) How does the evaluation procedure differ... (PROBE: It is necessary to clear certain commercials for children with the networks before they can be aired. What effect does this have on how the agency prepares commercials for the child market?) Is there economic pressure not to change once a commercial has gone so far...
- (5) How do the costs of commercials for child markets differ...

GENERAL RESEARCH ... Research Personnel Only
--

- (1) Do you normally pretest your commercials before they are aired? Could you describe the type of pretest you conduct for a commercial aimed at the child market?
- (2) What research services outside your agency (Gallup & Robinson, Nielsen, Simmons, Starch) are used in evaluating children's ads? How are they used?
- (3) Do you test commercials for children on mothers of children as well as children?
- (4) Does your agency engage in any on-going basic research on children? (PROBE: Do you conduct any theoretical studies of consumer learning or basic strategies for persuading children?)
- (5) How does basic research get fed into the creation and production process in your agency?
- (6) How do you feel about releasing agency research information on a specific commercial to the public after a campaign has stopped being used?

GENERAL CLEARANCES & GUIDELINES

- (1) What clearances must be obtained for commercials aimed at children? (PROBE: How does this vary by product type by client?)



- (2) Children's advertising guidelines have been drawn up by various trade associations, networks and government agencies. Which of these guidelines are you familiar with?
- (3) How did you learn about these guidelines?
- (4) Where do problems arise regarding the use of such guidelines?

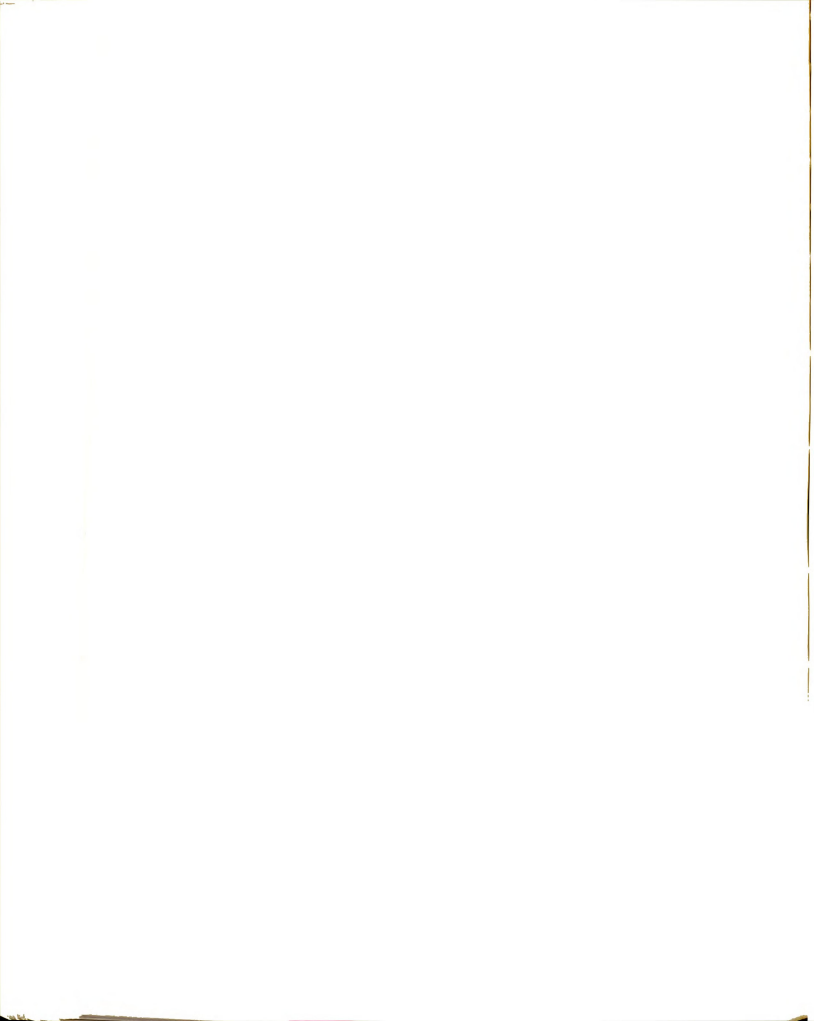
EFFECTS ON CHILDREN ... Researchers & Creative People Only
--

- (1) Do you think children perceive commercials differently than adults? (PROBE: Can they differentiate the commercial message from the rest of the program? Are they more susceptible to certain techniques ... Which ones?)
- (2) What techniques are the most effective in reaching the young market? (PROBE: Animation? Music? Fast action?)
- (3) What good effects do commercials have on children? For example, do you think TV ads help the child to be a better consumer? Why?
- (4) What possible harmful effects might certain commercials have on the child? (PROBE: Do you think commercials cause increased cynicism? A desire for unnecessary products? Parent-child conflict? Unhappiness when the child's parents won't buy what is advertised?)

ISSUES

Has Federal Government imposed any special constraints on children's TV advertising?

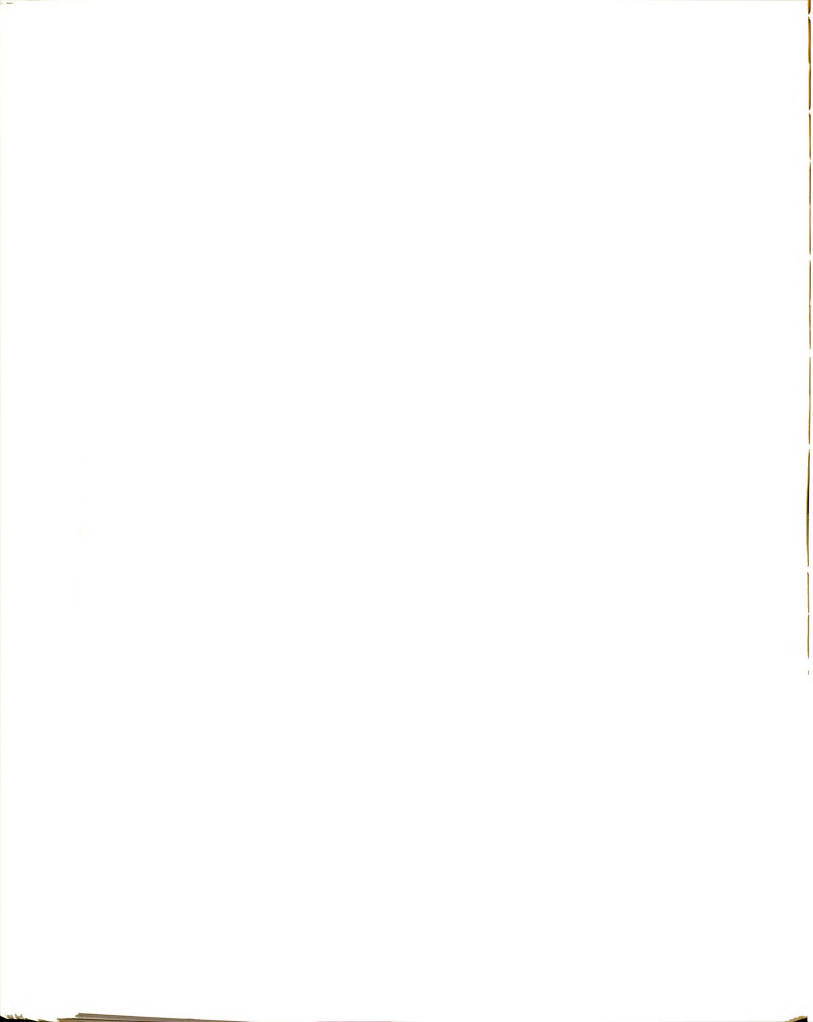
- (1) How do you feel about increased government regulation of children's television ... Why?
- (2) It has been suggested that commercials be banned completely from children's shows. How do you feel about this proposal ... Why?



- (3) Various guidelines state that disclaimers such as "batteries not included" must be presented in certain cases. How do you feel about the use of disclaimers? (PROBE RESEARCHERS ONLY: What effect do you think most disclaimers actually have on children? Do you think stricter regulations regarding the use of disclaimers would be more effective?)
- (4) It has been suggested that commercials be bunched together before and after a show rather than dispersed throughout a show. How do you feel about this proposal? (PROBE RESEARCHERS ONLY: What effect would this proposal have on the impact of the commercial?)
- (5) It has been proposed that commercials on children's shows be preceded by a notice stating that what follows is a paid commercial. What do you think about this proposal? (PROBE RESEARCHERS ONLY: What effect would such a proposal have on the impact of the commercial?)
- (6) It has been proposed that the federal government and industry set-up a children's Television Broadcast Center to finance quality children's programs. The center would be financed through a mandatory tithe on national television advertisers and only institutional credits would be permitted on such programs. What do you think of this proposal?
- (7) How do you feel about setting up a codeboard to establish standards specifically for children's television and television commercials?
- (8) What is (your agency) doing in regard to the nutritional labeling guidelines recently proposed by the government for children's food products? What effect do you think the increased emphasis on nutritional labeling will have on food advertising? How much do you know about nutritional labeling?

RESPONDENT INFORMATION

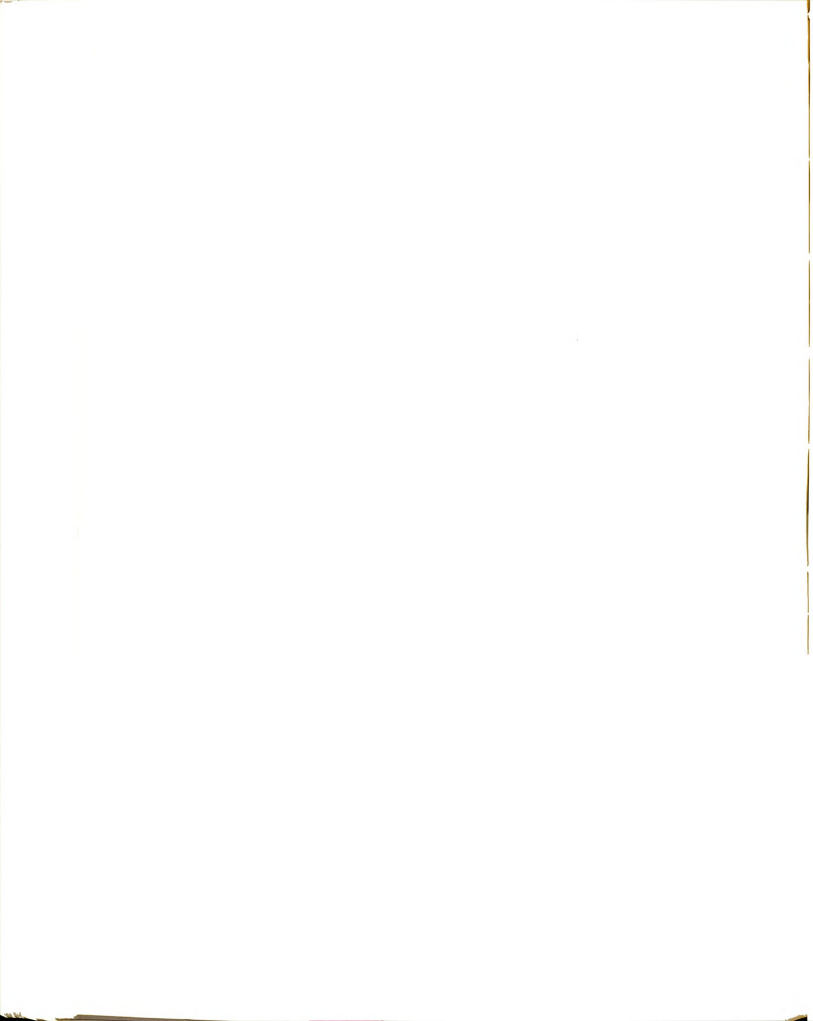
- (1) In an average week, how many hours do you usually watch television?
- (2) Have you watched any children's programs this year? Which ones?



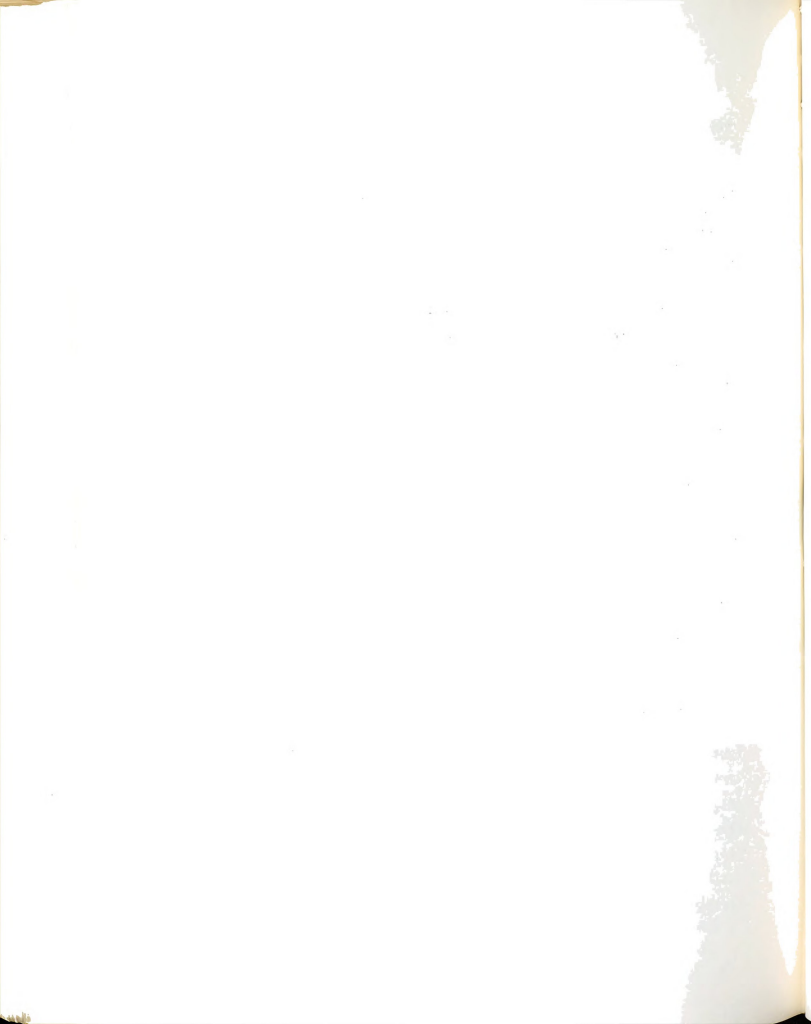
- (3) What is your present marital status? Do you have any children? What are their ages? Do you impose any special viewing constraints on your own children?
- (4) What is your educational background?
- (5) Age: (sight code)
- (6) Race: (sight code)

ADDITIONAL COMMENTS

Is there anything else you would like the public and government to understand concerning the subject of children's television advertising?



APPENDIX B
FIRMS INCLUDED IN THE INDUSTRY SAMPLE



The Advertiser Sample¹

Executives with the twenty-nine corporations listed below were mailed copies of the final research instrument. The number in parentheses indicates how many individuals within the company were contacted.

- (1) AMERICAN HOME PRODUCTS CORPORATION (3)
- (2) BORDEN, INC. FOODS DIVISION (3)
- (3) BRISTOL-MYERS COMPANY (2)
- * (4) FISHER-PRICE TOYS (2)
- (5) GAF CORPORATION (2)
- (6) GENERAL FOODS CORPORATION (4)
- (7) GENERAL MILLS, INC. (7)
- (8) HASBRO INDUSTRIES, INC. (3)
- (9) HUNT-WESSON FOODS, INC. (3)
- (10) IDEAL TOY CORPORATION (5)
- (11) KEEBLER COMPANY (2)
- (12) KELLOGG COMPANY (5)
- (13) KENNER PRODUCTS (3)
- (14) LIBBY, McNEIL & LIBBY (2)
- (15) LOUIS MARX & CO., INC. (1)
- (16) McDONALD'S CORPORATION (3)
- (17) MARS INCORPORATED (3)
- (18) MEAD JOHNSON & COMPANY (3)
- (19) MILES LABORATORIES (2)
- (20) MATTEL TOYS (3)
- (21) MILTON BRADLEY COMPANY (2)
- (22) NABISCO, INC. (2)
- (23) THE NESTLE COMPANY, INC. (3)
- * (24) PEPSICO, INC. (3)
- (25) PLOUGH INC. (2)
- (26) THE QUAKER OATS COMPANY (3)

continued

- (27) REMCO INDUSTRIES, INC. (2)
*(28) SEVEN-UP COMPANY (3)
(29) SHASTA BEVERAGES (2)
-

¹Corporations whose names are preceded by an asterik (*) were included in the sample but not in the data analysis. Such firms were not advertising on children's TV at the time the survey was taken.

The Advertising Agency Sample

Executives with the twenty-four advertising agencies listed below were mailed copies of the final research instrument. The number in parentheses indicates how many individuals within each agency were contacted. An asterick before the agency name indicates that executives within the agency participated in the preliminary interviews as well as the final attitude survey.

Beneath each agency name is an example of the type of children's advertising accounts the agency held at the time the survey was made.

- * (1) ADCOM, INC., Chicago (1)
-Cap'n Crunch, Quisp, Quake and other presweetened Quaker cereals
- (2) BATTEN, BARTON, DURSTINE & OSBORN, INC., New York (9)
-Burger King Drive-in Restaurants, Campbell Curry Noodle Soup
- (3) BENTON & BOWLES, INC., New York (2)
-Post breakfast cereals, Hasbro Industries (toys)
- (4) CAMPBELL MITHUN, INC., Minneapolis (2)
-Schaper Manufacturing Co. (toys), Mr. Bubble Bubble-Bath
- (5) CARSON/ROBERTS DIV. OF OGILVY & MATHER, Los Angeles (4)
-Mattel Inc. (toys)
- * (6) CLINTON E. FRANK, INC., Chicago (8)
-Curtiss candies
- * (7) CUNNINGHAM & WALSH, INC., New York (10)
-Jiffy Pop Popcorn
- (8) DANCER-FITZGERALD-SAMPLE, INC., New York (4)
-Beechnut Life Savers, General Mills cereals
- (9) DANIEL & CHARLES, INC., New York (1)
-GAF Viewmaster
- (10) DOYLE, DANE, BERNBACH, INC., New York (2)
-Quaker Oats non presweetened cereals

- (11) FOOTE, CONE & BELDING COMMUNICATIONS, INC., New York (8)
 - Frito Brand Corn Chips, Kraft Caramels
 - *(12) GILBERT, GRACE & STARK, INC., New York (9)
 - Maypo cereals
 - (13) GREY ADVERTISING, INC., New York (1)
 - Aurora Products (toys), Kool-Aid, JIF Peanut Butter
 - (14) HOEFER, DIETERICH & BROWN, INC., San Francisco (5)
 - Shasta Beverages
 - (15) HUMPHREY, BROWNING, MacDOUGALL, INC., Boston (3)
 - Parker Brothers (toys)
 - *(16) J. WALTER THOMPSON COMPANY, INC., Chicago (2)
 - Aunt Jemima Pancake Mixes
 - *(17) KENYON & ECKHARDT ADVERTISING, INC., Chicago (3)
 - Libbyland Frozen Children's Dinners
 - *(18) LEO BURNETT CO., INC., Chicago (12)
 - Kellogg cereals, Nestle's Quik, Phillisbry children's drink mixes
 - (19) LEONARD M. SIVE & ASSOCIATES, INC., Cincinnati (3)
 - Kenner Products Co. (toys)
 - *(20) NEEDHAM, HARPER & STEERS, INC., Chicago (3)
 - McDonald's Drive-in Restaurants
 - *(21) OGILVY & MATHER, INC., New York (5)
 - Hershey Chocolates
 - *(22) TED BATES & COMPANY, INC., New York (3)
 - M&M/Mars, Louis Marx & Co. (toys), ITT Continental Baking
 - (23) WILLIAM ESTY COMPANY, INC., New York (4)
 - Hawaiian Punch, Nabisco cereals, cookies, snacks and crackers
 - (24) YOUNG & RUBICAN INTERNATIONAL, INC., New York (3)
 - Jello, Chef Boy-Ar-Dee prepared foods, Tang, Milton Bradley (toys)
-
-

APPENDIX C

DISCRIMINATORY POWER RANKINGS OF OPINION STATEMENTS USED IN PRE-TEST

The preliminary research instrument used in the pre-test of this study was composed of the 96 Likert-type statements listed in this appendix. The statements were randomly assigned to a position on the pre-test questionnaire. In this appendix, the statements are listed in descending order based on their discriminatory power ranking. The procedure for calculating this ranking is outlined in Chapter III.

Statements bearing an asterisk (*) were selected for inclusion in the final research instrument. If the statement is followed by a similarly worded statement in brackets, the bracketed version is how the statement appeared in the final questionnaire.

1. 2.07 Many television commercials insult people's intelligence by talking down to them.
2. 1.93 The federal government should have more to say in what techniques are used in advertising to children.
3. 1.93 Much of today's television advertising is an insult to the basic dignity of man.
4. 1.93 Advertising encourages product improvement.
5. 1.87 Most television advertising is boring and repetitious.
6. 1.73 Advertising aids the consumer in buying more easily and efficiently.
7. *1.60 Television commercials aimed at children are usually in good taste.
8. *1.60 The quality of television programming would be better if it were not controlled by advertising dollars.
9. 1.60 Little improvement has been made in improving television programming or shortening the commercial message time.
10. *1.47 Advertising on children's television programs should be banned completely.
11. *1.47 Most business firms make a sincere effort to adjust consumer complaints fairly.
(Most advertisers are good people trying their best to provide what the public wants.)
12. *1.47 Television commercials are a major reason for the increase in parent-child conflict we see today.
(Television commercials lead to an increase in parent-child conflict.)
13. *1.47 Advertising contributes to developing a child's ability to make good consumer decisions.
(Advertising helps develop a child's ability to make good consumer decisions.)
14. 1.47 Businessmen use advertising to make people buy things they do not want.

15. 1.47 Advertising seldom persuades people to buy things they should not buy.
16. *1.40 In general, commercials do not present a true picture of the product advertised.
(Most children's television commercials present a true picture of the product advertised.)
17. 1.40 Television advertisements present a true picture of the product advertised.
18. 1.40 The primary function of commercials is to inform people about products.
19. *1.26 The majority of companies try to be truthful and fair in their advertising.
(Most advertisers on children's television make a sincere effort to present their product truthfully.)
20. *1.26 Commercials to children should be regulated by the government.
21. 1.26 The information needed to become a well-informed consumer is readily available to most people.
22. 1.26 Generally, self-regulation for business can be effective.
23. 1.26 Americans have benefited from television programming that advertising dollars made possible.
24. 1.20 Advertising has helped raise our standard of living.
25. *1.20 Television advertising to children should be more regulated than it already is.
26. *1.20 The trade association guidelines in use today have done little to improve the quality of children's television advertising.
27. 1.20 Television commercials seem to be getting worse all the time.
28. 1.20 Some products should not be allowed to advertise on television.

29. 1.20 A good deal of advertising devotes scarce resources to the consumption and production of frivolous goods.
30. *1.13 There is a connection between commercials for over-the-counter pharmaceuticals and the nation's rising drug usage among children.
(There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.)
31. *1.13 Television advertising requires special governmental regulation because of the nature of the television medium.
(Children's television advertising requires special regulation because of the nature of the viewing audience.)
32. 1.13 Over the years most advertising agencies have steadily "cleaned house" and attempted to raise their moral standards.
33. 1.13 Commercials are a fair price to pay for the entertainment children receive.
34. 1.07 Advertising keeps the price of products down.
35. 1.07 Most advertising diverts demand from one producer to another without any real benefit to the economy as a whole.
36. 1.07 Advertising represents a tremendous waste of resources.
37. 1.07 Advertising serves a useful purpose because it informs the public of differences and improvements in products.
38. 1.07 Advertising results in poorer products for the public.
39. 1.07 The business community if given a free hand, would ruthlessly exploit and destroy our natural resources.
40. 1.07 Some advertising is fun to watch.
41. 1.07 The federal government definitely should pass extensive new laws to help consumers get fair deals for their money.

42. 1.07 I frequently find myself welcoming a commercial break.
43. *1.00 It is up to the parents to regulate children's television viewing behavior.
44. *1.00 Performers should be allowed to sell products on children's television shows.
45. 1.00 Advertising is often criticized when, in fact, the product is bad, not the advertising.
46. 1.00 In general, advertising results in lower prices.
47. 1.00 The government should regulate the advertising, sales and marketing activities of manufacturers.
48. 1.00 Advertising often leads people to buy things they do not need or can not afford.
49. 1.00 Advertising helps you make up your mind on what products to buy.
50. 1.00 Our economy would be better off if advertising money were spent in other areas.
51. 1.00 Advertising is a fair price to pay for mass media entertainment.
52. * .93 Commercials to children should be regulated by advertisers themselves.
53. .93 I dislike the advertising for some brands--so much so that I will not buy those brands.
54. .93 Advertising for some products should not be allowed on television.
55. * .87 Most children understand what commercials on children's shows are trying to do.
56. * .87 I am in favor of an industry sponsored Television Broadcast Center to finance quality children's programs.
(The advertising industry should sponsor a "Television Broadcast Center" to finance quality children's programs.)

57. .87 I sometimes enjoy television commercials more than the shows they appear on.
58. .87 Some television commercials are amusing, I look forward to seeing them.
59. .87 Though some commercials exaggerate, most adults are able to figure out the truth about products before they are bought.
60. .87 The products that are advertised the most are usually the best products.
61. * .80 Advertising often persuades people to buy things they do not need.
(Commercials often persuade children to want things they do not really need.)
62. .80 Over the past 5 years, television commercials have become more truthful, more believable.
63. .80 Advertisers pay for shows so they are entitled to television time.
64. * .73 Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.
65. * .73 There are too many commercials on shows children watch.
66. * .73 Television commercials often arouse anxieties and feelings of insecurity in children.
67. .73 Advertising serves a useful purpose because it informs the public of new products.
68. .73 There is little that can be done about television commercials unless a commercial is blatantly deceptive or illegal.
69. * .67 Most television commercials are prepared by corporate businessmen and advertising agencies untrained or uninterested in that particular market segment.
(Most advertisers on children's television are not really concerned about kids, they just want to sell their products.)

70. .67 Advertisers have no greater understanding about how children perceive than anyone else.
71. .67 Many of the mistakes consumers make in buying products are the result of their own carelessness or ignorance.
72. .60 I dislike long movies on television without the breaks that commercials provide.
73. .60 Advertising is a necessary part of our economic system.
74. .60 Television creates jobs by creating demand for products.
75. .60 Advertising has broadened the horizons of the less educated segments of the population.
76. .50 Advertising creates jobs by creating demand for products.
77. .50 Advertisers yield immense power in determining the basic value pattern of society.
78. .47 Most advertisers try deliberately to make it difficult to separate commercial messages and the story on many children's programs by using cuts instead of fades and by using the show character to advertise the product.
79. .40 Advertising is often made the scapegoat for various other features of modern life.
80. .40 The machinery for self-regulation within the advertising industry, although late in coming, is now established and it ought to be given a chance to work.
81. .40 I do not object to children's advertising per se: what I object to is some of the techniques they use.
82. .27 Children are smarter than television advertisers give them credit for being.
83. .27 I usually can tell before purchasing when the claim made in an advertisement or commercial is misleading.

84. .27 It is unfair to blame the networks for the "television wasteland," since they are trying their best to provide what the public wants.
85. .27 I am ashamed to watch products like girdles and brassieres when they are advertised on television.
86. * .20 "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.
87. .20 The primary function of advertising is to persuade people to buy products.
88. .20 Unadvertised brands are generally not as high quality as nationally advertised brands.
89. .20 Most television advertisers have no greater understanding about how children perceive than anyone else.
90. * .13 Simulcasts (permitting 2 or more of the networks to run the same program at the same time) would help improve the quality of children's television programming.
91. * .13 A notice stating that what was to follow was an advertisement would have little, if any, effect on the impact of commercials aimed at children. (All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.)
92. .13 Information consumers really need about products is rarely on the label or instructions.
93. .07 Commercials often make children want the thing advertised.
94. .07 Advertising is more effective in influencing the consumer than was the case 10 years ago.
95. .07 The shortcomings of advertising are no greater than those of big business in general.
96. * .00 Commercials on children's television programs are often disguised to blend in with the programs. (Commercials on children's television programs are often purposely disguised to blend in with the programs.)

APPENDIX D
SURVEY INSTRUMENT

Questionnaire Number

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MICHIGAN STATE UNIVERSITY SURVEY OF
ATTITUDES TOWARDS ADVERTISING

*J. Culley, Department of Marketing
Eppley Center, Michigan State University, East Lansing, Michigan 48823*

The following pages contain a series of statements concerning advertising, television, government, and consumers. The purpose of this survey is to find out how you feel about each statement.

PLEASE READ EACH ITEM BELOW CAREFULLY AND CIRCLE THE RESPONSE THAT BEST EXPRESSES YOUR FEELING ABOUT THE STATEMENT. Wherever possible, let your own personal experience determine your answer. If in doubt, circle the response that most closely corresponds to your present feeling about the statement.

1. Television advertising to children should be more regulated than it already is.

Strongly agree Agree Uncertain Disagree Strongly disagree

2. Advertising helps develop a child's ability to make good consumer decisions.

Strongly agree Agree Uncertain Disagree Strongly disagree

3. The quality of children's television would be better if it were not controlled by advertising dollars.

Strongly agree Agree Uncertain Disagree Strongly disagree

4. Commercials to children should be regulated by advertisers themselves.

Strongly agree Agree Uncertain Disagree Strongly disagree

5. There is nothing wrong with advertising vitamin tablets on children's television programs.

Strongly agree Agree Uncertain Disagree Strongly disagree

6. There are too many commercials on shows children watch.
Strongly agree Agree Uncertain Disagree Strongly disagree
7. Commercials often persuade children to want things they do not really need.
Strongly agree Agree Uncertain Disagree Strongly disagree
8. Most children's television commercials present a true picture of the product advertised.
Strongly agree Agree Uncertain Disagree Strongly disagree
9. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.
Strongly agree Agree Uncertain Disagree Strongly disagree
10. Performers should be allowed to sell products on children's television shows.
Strongly agree Agree Uncertain Disagree Strongly disagree
11. Television commercials aimed at children are usually in good taste.
Strongly agree Agree Uncertain Disagree Strongly disagree
12. Commercials on children's television programs are often purposely disguised to blend in with the programs.
Strongly agree Agree Uncertain Disagree Strongly disagree
13. Most children understand what commercials on children's shows are trying to do.
Strongly agree Agree Uncertain Disagree Strongly disagree
14. Simulcasts (permitting 2 or more networks to run the same program at the same time) would help improve the quality of children's television programming.
Strongly agree Agree Uncertain Disagree Strongly disagree
15. Children's television advertising requires special regulation because of the nature of the viewing audience.
Strongly agree Agree Uncertain Disagree Strongly disagree

16. The trade association guidelines in use today have done little to improve the quality of children's television advertising.
Strongly agree Agree Uncertain Disagree Strongly disagree
17. The advertising industry should sponsor a "Television Broadcast Center" to finance quality children's programs.
Strongly agree Agree Uncertain Disagree Strongly disagree
18. Commercials to children should be regulated by the government.
Strongly agree Agree Uncertain Disagree Strongly disagree
19. Most advertisers on children's television make a sincere effort to present their product truthfully.
Strongly agree Agree Uncertain Disagree Strongly disagree
20. New regulations should restrict the techniques used in advertising toys.
Strongly agree Agree Uncertain Disagree Strongly disagree
21. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.
Strongly agree Agree Uncertain Disagree Strongly disagree
22. Advertising on children's television programs should be banned completely.
Strongly agree Agree Uncertain Disagree Strongly disagree
23. Television commercials lead to an increase in parent-child conflict.
Strongly agree Agree Uncertain Disagree Strongly disagree
24. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.
Strongly agree Agree Uncertain Disagree Strongly disagree
25. Television commercials often arouse anxieties and feelings of insecurity in children.
Strongly agree Agree Uncertain Disagree Strongly disagree

26. Most advertisers are good people trying their best to provide what the public wants.

Strongly agree Agree Uncertain Disagree Strongly disagree

27. Most advertisers on children's television are not really concerned about kids, they just want to sell their products.

Strongly agree Agree Uncertain Disagree Strongly disagree

28. It is up to the parents to regulate children's television viewing behavior.

Strongly agree Agree Uncertain Disagree Strongly disagree

29. There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.

Strongly agree Agree Uncertain Disagree Strongly disagree

The responses you made above will give us valuable insights on how key people, such as yourself, feel about children's television advertising. In the next section we hope to measure how you perceive the opinions of OTHER PARTIES involved with the subject.

On the next three pages, PLEASE INDICATE HOW YOU THINK THE PARTY LISTED AT THE TOP OF EACH PAGE WOULD RESPOND TO THE STATEMENTS LISTED.

TELEVISION NETWORK CONTINUITY BOARDS

Each of the three major networks has a special group of people assigned to review all commercials before they are put on the air. Please circle the response that you believe most clearly reflects the VIEWS OF THE MEMBERS OF THE NETWORK CONTINUITY BOARDS.

1. Commercials to children should be regulated by advertisers themselves.
Strongly agree Agree Uncertain Disagree Strongly disagree
2. There is nothing wrong with advertising vitamin tablets on children's television programs.
Strongly agree Agree Uncertain Disagree Strongly disagree
3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.
Strongly agree Agree Uncertain Disagree Strongly disagree
4. Children's television advertising requires special regulation because of the nature of the viewing audience.
Strongly agree Agree Uncertain Disagree Strongly disagree
5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.
Strongly agree Agree Uncertain Disagree Strongly disagree
6. Commercials to children should be regulated by the government.
Strongly agree Agree Uncertain Disagree Strongly disagree
7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.
Strongly agree Agree Uncertain Disagree Strongly disagree
8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.
Strongly agree Agree Uncertain Disagree Strongly disagree
9. Most advertisers on children's television are not really concerned about kids, they just want to sell their products.
Strongly agree Agree Uncertain Disagree Strongly disagree

How much have you been exposed to the views of the television network continuity boards?

Quite a bit

Some

Very little

CHILDREN'S ADVERTISING EXECUTIVES

Please circle the response that you believe most closely reflects the views of ADVERTISING AGENCY EXECUTIVES involved in creating, producing, and researching commercials for children's television.

1. Commercials to children should be regulated by advertisers themselves.
Strongly agree Agree Uncertain Disagree Strongly disagree
2. There is nothing wrong with advertising vitamin tablets on children's television programs.
Strongly agree Agree Uncertain Disagree Strongly disagree
3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.
Strongly agree Agree Uncertain Disagree Strongly disagree
4. Children's television advertising requires special regulation because of the nature of the viewing audience.
Strongly agree Agree Uncertain Disagree Strongly disagree
5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.
Strongly agree Agree Uncertain Disagree Strongly disagree
6. Commercials to children should be regulated by the government.
Strongly agree Agree Uncertain Disagree Strongly disagree
7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.
Strongly agree Agree Uncertain Disagree Strongly disagree
8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.
Strongly agree Agree Uncertain Disagree Strongly disagree
9. Most advertisers on children's television are not really concerned about kids, they just want to sell their products.
Strongly agree Agree Uncertain Disagree Strongly disagree

How much have you been exposed to the views of executives involved in buying, creating, researching, or evaluating commercials for children?

Quite a bit

Some

Very little

CHILDREN'S ADVERTISING CRITICS

How much have you heard or read about Action for Children's Television (ACT)?

Quite a bit

Some

Nothing at all

Please skip to the next page of the survey if you know nothing at all about ACT.

Please circle the response that you believe most closely reflects the VIEWS OF CRITICS OF CHILDREN'S TELEVISION ADVERTISING, such as those expressed by Action for Children's Television (ACT).

1. Commercials to children should be regulated by advertisers themselves.
Strongly agree Agree Uncertain Disagree Strongly disagree
2. There is nothing wrong with advertising vitamin tablets on children's television programs.
Strongly agree Agree Uncertain Disagree Strongly disagree
3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.
Strongly agree Agree Uncertain Disagree Strongly disagree
4. Children's television advertising requires special regulation because of the nature of the viewing audience.
Strongly agree Agree Uncertain Disagree Strongly disagree
5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.
Strongly agree Agree Uncertain Disagree Strongly disagree
6. Commercials to children should be regulated by the government.
Strongly agree Agree Uncertain Disagree Strongly disagree
7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.
Strongly agree Agree Uncertain Disagree Strongly disagree
8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.
Strongly agree Agree Uncertain Disagree Strongly disagree
9. Most advertisers on children's television are not really concerned about kids, they just want to sell their product.
Strongly agree Agree Uncertain Disagree Strongly disagree

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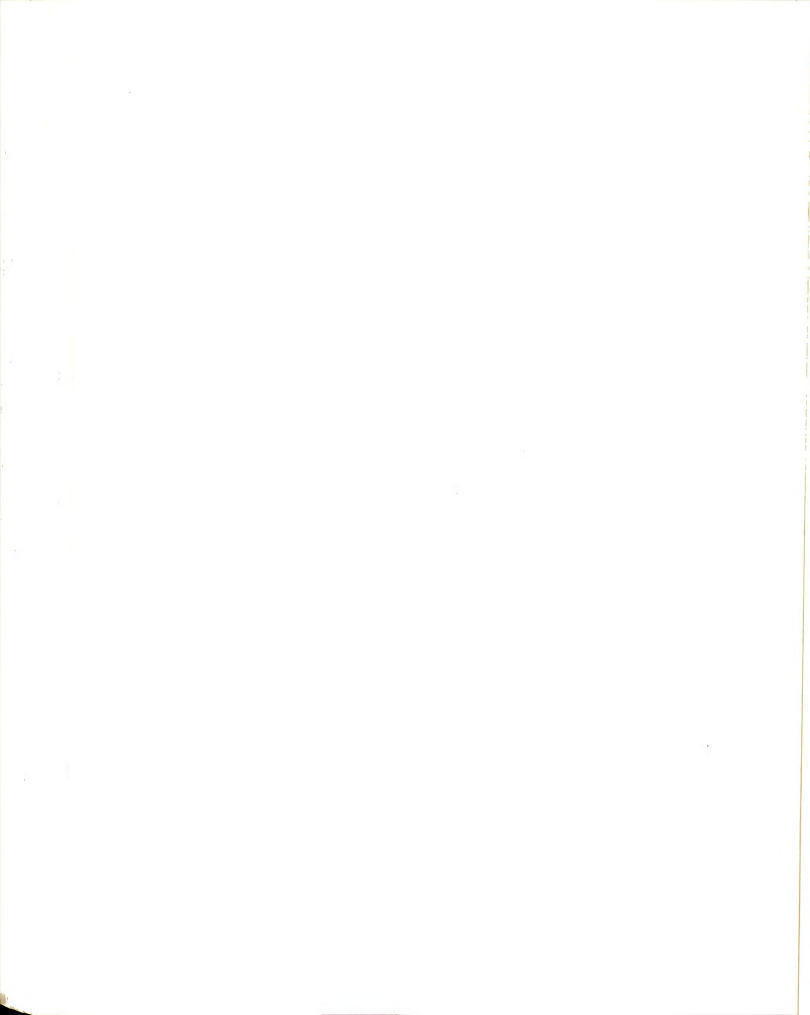
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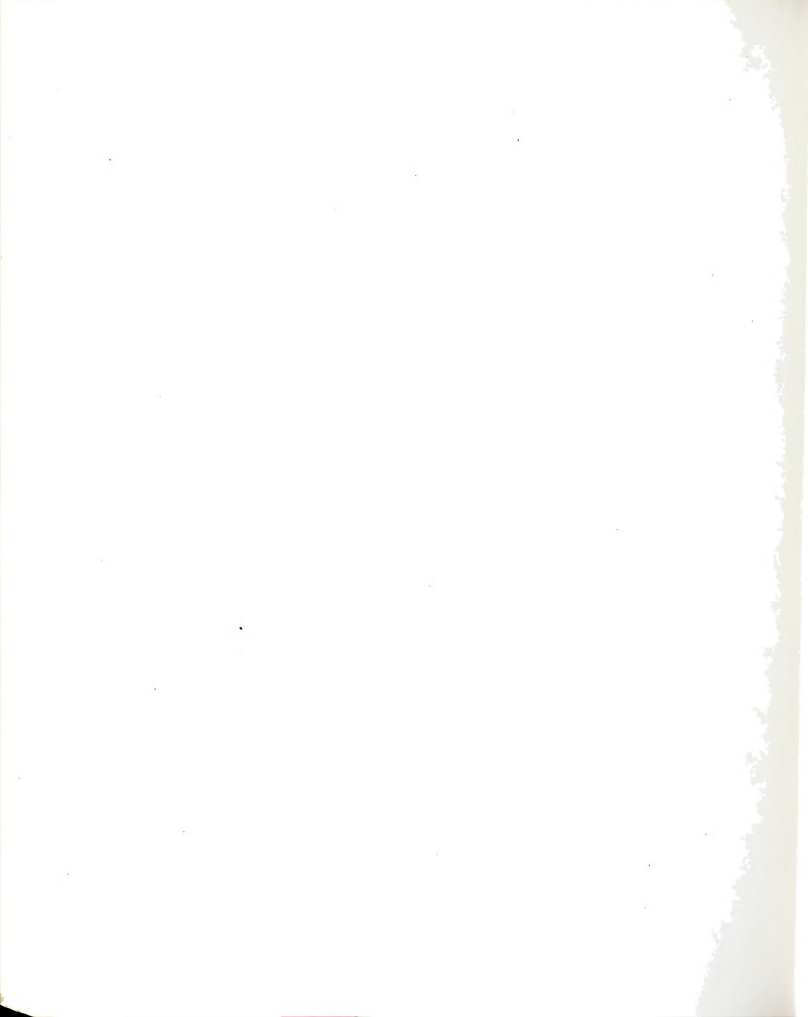
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