

A TELEVISION AND RADIO STUDY WITH NURSERY
SCHOOL AND KINDERGARTEN CHILDREN

A THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF ARTS IN CHILD DEVELOPMENT
IN THE GRADUATE DIVISION OF THE
TEXAS STATE COLLEGE FOR WOMEN

COLLEGE OF HOUSEHOLD ARTS AND SCIENCES

BY

LURA LOVE PARNELL, B. S.

DENTON, TEXAS

AUGUST, 1953

A C K N O W L E D G M E N T S

The investigator wishes to express sincere appreciation to Dr. Joe Sherrill for his constructive guidance and invaluable assistance in the completion of this thesis.

Grateful acknowledgment is made to Dr. Pauline Beery Mack for her assistance and interest in the completion of this problem and to Dr. Murry L. Richards for his untiring aid in the statistical analysis of this study.

The investigator also wishes to thank Miss Betty Jane Blazier, director of the thesis, and Mrs. Veneta O. Young and Miss Ruth Fehr Steidinger, members of her thesis committee.

Grateful appreciation is extended to the parents of the participating subjects for their co-operation in recording the data which made this study possible.

TABLE OF CONTENTS

	Page
INTRODUCTION.	1
OBJECTIVES OF THE STUDY	1
REVIEW OF LITERATURE	2
PLAN OF PROCEDURE	11
SUBJECTS OF THE STUDY	11
SEX AND AGE DISTRIBUTION	11
SIZE OF FAMILIES OF SUBJECTS	14
FAMILY OCCUPATIONAL STATUS OF SUBJECTS	14
FAMILY EDUCATIONAL STATUS OF SUBJECTS	32
EDUCATIONAL CLASSIFICATION FOR INDIVIDUALS	33
EDUCATIONAL CLASSIFICATION FOR FAMILIES	34
GENERAL PROCEDURE FOR COLLECTING DATA.	45
INFORMATION SHEET	47
TELEVISION CHECK SHEET	50
RADIO CHECK SHEET	52

	Page
P R E S E N T A T I O N A N D I N T E R P R E - T A T I O N O F D A T A . .	54
TIME DEVOTED TO TELEVISION AND RADIO BY CHILD SUBJECTS . . .	55
DISTRIBUTION OF VIEWING AND LISTENING TIME OVER THE HOURS OF THE DAY BY CHILD SUBJECTS . . .	62
CONCENTRATIONAL ASPECTS OF CHILD SUBJECTS 	81
TYPES OF TELEVISION AND RADIO PROGRAMS SELECTED BY CHILD SUBJECTS . .	98
SPECIFIC TELEVISION AND RADIO PROGRAMS PREFERRED BY CHILD SUBJECTS. .	116
OTHER OBSERVATIONS DERIVED FROM INFOR- MATION GATHERED FROM SUPPLEMENTARY DATA SHEETS 	122
S U M M A R Y. 	124
B I B L I O G R A P H Y 	129

LIST OF TABLES

	Page
TABLE I. Sex and Age of Experimental Child Subjects	13
TABLE II. Number of Experimental Child Subjects in Different Sizes of Families Ac- cording to the Age and Sex of the Subjects.	15
TABLE III. Occupational Status of Parents of In- dividual Child Subjects	18
TABLE IV. Family Occupation of Experimental Child Subjects.	25
TABLE V. Occupations of Parents of Participating Child Subjects.	30
TABLE VI. Occupations of Parents of Participating Child Subjects.	31
TABLE VII. Educational Status of Parents of Indi- vidual Subjects.	36
TABLE VIII. Education of Parents of Participating Child Subjects.	41
TABLE IX. Education of Parents of Participating Child Subjects.	44
TABLE X. Time Devoted to Television and Radio in Relationship to Age and Sex of Child Subjects.	57
TABLE XI. Time Devoted to Television and Radio by Child Subjects in Relationship to Occupational Status of Chief Wage Earner in Family	58

	Page
TABIE XII. Time Devoted to Television and Radio by Child Subjects in Relationship to Educational Status of Families.	60
TABIE XIII. Distribution of Viewing and Listen- ing Time During the Day According to Age and Sex of Child Subjects .	64
TABIE XIV. Distribution of Television Viewing Time During the Day According to Occupational Status of the Chief Wage Earner	65
TABIE XV. Distribution of Radio Listening Time During the Day According to Occu- pational Status of the Chief Wage Earner	69
TABIE XVI. Distribution of Television Viewing Time During the Day According to Educational Status of Families .	73
TABIE XVII. Distribution of Radio Listening Time During the Day According to Educational Status of Families .	77
TABIE XVIII. Concentrational Aspects According to Age and Sex of Child Subjects .	83
TABIE XIX. Concentrational Aspects of Child Subjects with Respect to Tele- vision Viewing According to Occupational Status of Chief Wage Earner	84
TABIE XX. Concentrational Aspects of Child Sub- jects with Respect to Radio Lis- tening According to Occupational Status of Chief Wage Earner. .	86

	Page
TABIE XXI. Concentrational Aspects of Child Subjects with Respect to Tele- vision Viewing According to Educational Status of Families .	88
TABIE XXII. Concentrational Aspects of Child Subjects with Respect to Radio Listening in Relationship to Educational Status of Families .	92
TABIE XXIII. Number of Television and Radio Programs Viewed and Heard in Relationship to Age and Sex of Child Subjects.	97
TABIE XXIV. Types of Television and Radio Programs Selected According to Age and Sex of Child Subjects .	102
TABIE XXV. Types of Television Programs Viewed by Child Subjects Ac- cording to Occupation of Chief Wage Earner	104
TABIE XXVI. Types of Radio Programs Heard by Child Subjects According to Occupation of Chief Wage Earner	106
TABIE XXVII. Types of Television Programs Viewed by Child Subjects Ac- cording to Educational Status of Families	108
TABIE XXVIII. Types of Radio Programs Heard by Child Subjects According to Educational Status of Families.	112
TABIE XXIX. Specific Television Program Preferences in Relationship to Age and Sex of Child Subjects.	118

TABLE XXX. Specific Radio Program Preferences in Relationship to Age and Sex of Child Subjects	120
--	-----

I N T R O D U C T I O N

The extent to which pre-school children constitute an audience for radio and television programs, and the types of programs preferred and other related factors, open up a relatively new field of investigation. Few research projects or surveys have been undertaken in this combined field for the very young child, although some studies of a similar character have been conducted with pre-school and older children. Moreover, some investigations have been made on the possible effects of radio and television on family life.

O B J E C T I V E S O F T H E S T U D Y

The study covered in this report deals with the impact which radio and television exert on the lives of pre-school children. The plan of the investigation was so established that the following objectives could be realized for the subjects of the study:

(A) To obtain information concerning —

(1) The time spent by typical pre-school children on television and radio programs:

(2) Times of day when television and radio programs are watched and heard by this

- age range of children;
- (3) Length of interval spent with television and radio;
- (4) Activities of children while listening to and observing programs;
- (5) Name, type, and other factors concerning the programs themselves.
- (B) To relate the information obtained above to the sex and age of the child, and to certain family characteristics, such as educational and occupational family classifications.

REVIEW OF LITERATURE

Television is a new invader of children's time, according to Witty and Bricker (19). Between 1945 and the beginning of 1952, these investigators show that the number of television receivers in the United States sky-rocketed from 10,000 to 15,000,000. More than one half of the families in many cities own sets.

The Federal Communications Commission, through a letter to the author, stated that there was no official count available to the exact number of television sets

used in this country, but that the industry estimated that 21,250,000 sets were in use by January, 1953.

A study made by the Broadcast Measurement Bureau and reported by Chester and Garrison (3) revealed that 94.2 per cent of all families had at least one radio in working order.

Dr. Paul Witty of Northwestern University has done extensive studies and surveys concerning television as used by children. Witty and Bricker (19) have found that five and six year olds are among the heaviest tele-viewers. Four or more hours a day often are spent watching television, according to these authorities. These research workers viewed all television programs transmitted to the air by the seven stations in New York City during one week. Of the 564 hours covered by the investigated programs, children's programs filled 70 hours, or 12.4 per cent of the total. Only one station had a program for pre-school children, covering one-half hour a day.

In Chicago, the Parent-Teachers Association began a revolt against the content of children's programs, as reported by a Christian Century editorial (4). Thirty

sets of parents worked in relays to monitor children's day-time programs on the four Chicago television stations. During the last week of 1952, 295 crimes included 93 murders, 78 shootings, nine kidnappings, nine robberies, 44 gunfights, 33 sluggings, two knifings, three whiplashings, two poisonings, and two bombings. The child audience on which this terror was unleashed, using the words of the editorial, ranged predominantly from pre-school age through the first three grades.

According to Emanuel and Green (6), the latter author—a child psychiatrist—answered letters written in horror over the free play of guns and firearms in television shows, with statements of which the following are examples.

"Emotionally healthy children past the age of four always distinguish between make-believe murder in their play and real destruction.....Emotionally healthy children who are old enough to take part in group play, are rarely known deliberately to inflict unprovoked harm on each other in spite of the violent ideas they express in their games."

Shayon (12), in his book Television and Our Children, has quoted a letter from Mrs. Leland H. Merrill,

a nursery school supervisor of Melrose, Massachusetts, at some length. This quotation is as follows:

Since 1927 I have maintained a private school for children of three to six years. About the middle of November (1950), my assistants began to observe a change. The children "got" television.

Any toy that has any possible resemblance to a gun becomes one in the free play time. A group armed to the teeth gallops up and attacks them. For several days I found drawings, all done by the same artist and complementing some conversation which we had heard about "the clutching claw."

The children are tired nervously, physically, emotionally, and mentally; they show the effects of eye strain; they have acquired erroneous ideas; and their minds are so completely engrossed by television that they have no capacity for learning.

They have no sense of values, no feeling of wonder, no sustained interest. Their shallowness of thought and feeling is markedly apparent; and they display a lack of co-operation and inability to finish a task. Could this be the result of passively sitting and watching? Or are minds and bodies alike, too tired?

The comments of Shayon (13) in response to this letter contained the contention that television was the newest "battleground" of controversy over mass media and that the controversy was far from ended.

Shayon (14) further states: "Actually what

effect do mass media have on a child's emotional well being and taste? After years of patient research, the experts can tell us little that is definitive, one way or another."

A survey reported by Koch (7) was conducted in Franklin County, Ohio, for the White House Conference on Children and Youth by the Cultural Development Section of the Radio Sub-committee of the conference. This revealed the fact that 55 pre-school children, by the show of hands, rated "The Lone Ranger" as their favorite radio program. The programs which they wanted to hear more often were stories, music (record time), piano music, and a variety of topics covering toys, animals, and nursery rhymes.

Jennie Martha Krudys (9), in her Master's Thesis on "Some Aspects of the Social Impact of Television on the Family," included one section covering children from two to 11 years of age. The average time spent in viewing television was approximately four hours per day. Sixty-three per cent of the children spent less time on outdoor activities. Moreover, 47 per cent of rural families and 55 per cent of urban families included in this study used television as a means of control over their children. The programs viewed by children in 75 urban and all rural

families in the study were selected by the children themselves. Children in 73 per cent of the rural and 43 per cent of the urban families retired later since purchase of television.

Martha Elizabeth Rutland (11), in her thesis on the "Use of Movies and Radio by Nursery School Children," shows that the average amount of listening time for radio per child per week for her subjects was 2.29 hours, with boys listening for longer periods than girls. No relationship was found between age and listening time. Five and eight o'clock, respectively, in the late afternoon and early evening were the times showing the highest frequency of listening.

In 1942 Witty (16) found that the average child in the elementary school spent more than two hours daily listening to the radio. "Since the advent of television," says this authority, "the amount of time devoted to the radio has decreased. Young children now show a stronger attraction to television than to radio, since 90 per cent of first and second grade children stated that they prefer television to radio, as compared to 50 per cent of seventh and eighth grade students. About 65 per cent of high school students indicate their preference for television over the

radio. These data indicate clearly that television has replaced, for many children, the strong interest previously shown in the radio."

In recent studies including kindergarten to high school students of Evanston, Illinois, Witty (18) surveyed children's interest in television. In 1950 43 per cent had a television set at home, as compared to 68 per cent in 1951. Twenty-one hours per week was spent viewing television in 1950 as compared to 19 hours per week in 1951, according to this investigation. Primary children continued to be most avid and enthusiastic viewers.

A third report concerning children's reactions to television was given in 1952 by Witty (17). Eighty-eight per cent of the homes then had television, according to his finding, with children listening 23 hours per week, on the average. Most viewing was done in the evening, when adult programs chiefly were offered.

Investigations conducted in Stamford (Connecticut), Homewood (Illinois), and Baltimore (Maryland), and reported by Bernbaum (2), revealed the fact that one half of the children in the television service area spend an average of four hours daily in televiewing, and that many children spend as much time per week in televiewing as they do

facing teachers in the classroom.

Jane Marshall and Louise Frazier (10), graduate students at the Ohio State University, have completed a study on homemakers' views of television. Since they found that children influenced what daytime programs were watched, these investigators suggested that demonstration programs include ideas of interest to children.

Margaret Aleen King (8), in a Master's Thesis on "A Survey of Homemakers' Opinion on the Effect of Television on Family Living," shows that the children of her study averaged three and one-half hours viewing television per day. Forty-three per cent spent three to four hours viewing programs. Mothers in the study tended to rate children's programs as good.

Several surveys and studies have been reported by Barclay (1) on high school students as ardent television fans. Of 4,821 boys and girls enrolled in high schools at Maplewood and Orange, New Jersey, 88 per cent answered questions in a survey. This study revealed the fact that the largest amount of leisure time of these older children was spent watching television.

John T. Curtin (5), in a Master's Thesis on

"Television Interest and Viewing Habits on High School Students," shows that, on the average, 20 hours per week were spent viewing television, with this time devoted mostly to light entertainment. In comparing groups, there were no appreciable differences.

"Radio and movies have suffered from the impact of television," according to the findings of this investigator.

P L A N O F P R O C E D U R E

SUBJECTS OF THE STUDY

The children selected for this study were 35 of those enrolled in a Nursery School and 15 of those enrolled at the Kindergarten of the Texas State College for Women. Also included in this study were six children enrolled in the Craft Play School, Denton, Texas. A total of 56 children, therefore, were studied.

SEX AND AGE DISTRIBUTION

There were 10 boys and 10 girls with radio, only, in their homes. Eighteen boys and 18 girls had both radio and television in their homes.

These children ranged in age from 30 months (two and one-half years) to 78 months (six and one-half years). For comparison, the children were divided into two age groups.

One age group ranged from 30 months to 54 months, or two and one-half years to four and one-half years. The

second age group ranged from 54~~4~~ months to 78 months, or four and one-half plus to six and one-half years.

The age of each child was based on his age on February 1, 1953. The age was calculated according to the method set up by Rachel Stutsman (15), the plan of which is the following:

If the child's age in months has a fraction of over one-half a month, the fraction is considered as one month; e. g., 29 months, 16 days is called 30 months. If the age in months has a fraction of less than one-half a month, the fraction is disregarded.

Table I gives, according to age and sex, the distribution of individual children enrolled in this study.

Of the television viewers, eight males and six females, a total of 14 subjects, were in the 30 to 54 month age group. Twenty-two subjects, 10 males and 12 females were in the 54 to 78 month group. The total number of television viewers was 36.

There was a total of 10 subjects—six males and four females—in the 30 to 54 month age group of radio listeners. Four females and six males, a total of 10 subjects, made up the 54 to 78 month age group. A total of 20 subjects constituted the radio listening group.

TABLE I

SEX AND AGE OF EXPERIMENTAL CHILD SUBJECTSPART A. NUMBER VIEWING TELEVISION

Age	Sex of Children		Total
	Male	Female	
30 to 54 months (2.5 to 4.5 years)	8	6	14
54 + to 78 months (4.5 + to 6.5 years)	10	12	22
Total	18	18	36

PART B. NUMBER LISTENING TO RADIO

Age	Sex of Children		Total
	Male	Female	
30 to 54 months (2.5 to 4.5 years)	6	4	10
54 + to 78 months (4.5 + to 6.5 years)	4	6	10
Total	10	10	20

SIZES OF FAMILIES OF SUBJECTS

Table II shows the different sizes of families of the subjects having television and radio, as to the number of children in each family. Thirty-one families have two children; 14 families have three children; 9 families have one child; and 2 families have four children.

FAMILY OCCUPATIONAL STATUS OF SUBJECTS

Data found in Table III are based on the occupation class of fathers, mothers, and families, with the children listed by individual case numbers.

The occupational classifications used in this study were taken from those employed in various studies in the College of Household Arts and Sciences, Texas State College for Women, insofar as these were applicable in this study. These included professional personnel, semi-professional personnel, business owners and managers, skilled laborers, semi-skilled laborers, and homemakers. Certain occupational groups in the entire classification were omitted because the parents of no children in this study fell in these groups. These were farm owners and managers, unskilled laborers, retired workers, and those on relief.

T A B L E I I

NUMBER OF EXPERIMENTAL CHILD SUBJECTS IN
DIFFERENT SIZES OF FAMILIES ACCORDING
TO THE AGE AND SEX OF THE SUBJECTS

PART A. TELEVISION

Age Range of Children (Months)	Sex of Children	Number of Children in Different Sizes of Families			
		Family of One Child	Family of Two Children	Family of Three Children	Family of Four Children
30 to 54	Male	2	4	2	0
	Female	0	4	2	0
54 to 78	Male	1	5	4	0
	Female	4	5	2	1
Total		7	18	10	1

TABLE II — CONTINUED

PART B. RADIO

Age Range of Children (Months)	Sex of Children	Number of Children in Different Sizes of Families			
		Family of One Child	Family of Two Children	Family of Three Children	Family of Four Children
30 to 54	Male	0	4	2	0
	Female	0	2	1	1
54 to 78	Male	0	4	0	0
	Female	2	3	1	0
Total		2	13	4	1

Seventeen fathers were business owners or managers; 14 were professional persons, 11 were skilled laborers, nine were semi-professional persons, and five were semi-skilled laborers, giving a total of 56 fathers in five groups.

The mothers appeared in four occupational classifications with the majority being classed as homemakers. Thirty-nine mothers were in this last classification; 12

mothers were employed in semi-professional occupations; three were employed as skilled laborers; and two mothers fell in the business group, as managers or owners. None was classified in the professional or semi-skilled labor groups.

In all cases, the father was the chief wage earner; his occupational class, therefore, determined the family occupation classification.

In summary, 15 different occupational groupings of individual combinations within families were shown. Twelve fathers were professional workers, with the mothers serving as homemakers; 11 fathers were in business, with the mothers classed as homemakers; six fathers were skilled laborers, with the mothers as homemakers; five fathers were semi-professional workers, with the mothers as homemakers; four fathers were semi-skilled laborers, with the mothers as homemakers; three fathers were skilled laborers, with the mothers as semi-professional workers; three fathers had semi-professional occupations, with the mothers as semi-professional workers; two fathers were in business, with the mothers working as skilled laborers; and two fathers were in professional occupations, with the mothers in semi-professional occupations. There was one case each

TABLE IIIOCCUPATIONAL STATUS OF PARENTS OF INDIVIDUAL
CHILD SUBJECTS

Case Number	Father's Occupation	Mother's Occupation	Family's Occupational Classification (Based on Chief Income Earner)
(1)	Business for self	Semi-professional	Business owner and manager
(2)	Business	Housewife	Business
(3)	Professional	Housewife	Professional
(4)	Semi-skilled laborer	Housewife	Semi-skilled laborer
(5)	Business owner	Housewife	Business owner
(6)	Professional	Housewife	Professional
(7)	Business owner	Semi-professional	Business
(8)	Professional	Housewife	Professional
(9)	Skilled laborer	Housewife	Skilled laborer
(10)	Skilled laborer	Housewife	Skilled laborer
(11)	Business	Housewife	Business
(12)	Business	Housewife	Business
(13)	Skilled laborer	Housewife	Skilled laborer

TABLE III — CONTINUED

Case Number	Father's Occupation	Mother's Occupation	Family's Occupational Classification (Based on Chief Income Earner)
(14)	Business owner	Skilled laborer	Business
(15)	Skilled laborer	Semi-professional	Skilled laborer
(16)	Semi-skilled laborer	Housewife	Semi-skilled laborer
(17)	Business	Housewife	Business
(18)	Professional	Housewife	Professional
(19)	Business owner	Skilled laborer	Business
(20)	Skilled laborer	Housewife	Skilled laborer
(21)	Business owner	Business owner	Business owner and manager
(22)	Business manager	Housewife	Business manager
(23)	Semi-professional	Housewife	Semi-professional
(24)	Skilled laborer	Semi-professional	Skilled laborer
(25)	Skilled laborer	Skilled laborer	Skilled laborer
(26)	Business manager	Housewife	Business

TABLE III -- CONTINUED

Case Number	Father's Occupation	Mother's Occupation	Family's Occupational Classification (Based on Chief Income Earner)
(27)	Professional	Housewife	Professional
(28)	Skilled laborer	Housewife	Skilled laborer
(29)	Professional	Housewife	Professional
(30)	Semi-professional	Housewife	Semi-professional
(31)	Skilled laborer	Housewife	Skilled laborer
(32)	Semi-skilled laborer	Housewife	Semi-skilled laborer
(33)	Skilled laborer	Housewife	Skilled laborer
(34)	Business	Housewife	Business
(35)	Professional	Housewife	Professional
(36)	Semi-Professional	Business manager	Semi-professional
(37)	Professional	Housewife	Professional
(38)	Semi-professional	Semi-professional	Semi-professional
(39)	Professional	Semi-professional	Professional
(40)	Business owner	Housewife	Business

TABLE III — CONTINUED

Case Number	Father's Occupation	Mother's Occupation	Family's Occupational Classification (Based on Chief Income Earner)
(41)	Semi-professional	Semi-professional	Semi-professional
(42)	Semi-professional	Housewife	Semi-professional
(43)	Professional	Housewife	Professional
(44)	Business	Semi-professional	Business
(45)	Professional	Housewife	Professional
(46)	Professional	Housewife	Professional
(47)	Semi-professional	Housewife	Semi-professional
(48)	Business	Housewife	Business
(49)	Semi-skilled laborer	Housewife	Semi-skilled laborer
(50)	Semi-skilled laborer	Semi-professional	Semi-skilled laborer
(51)	Professional	Housewife	Professional
(52)	Semi-professional	Semi-professional	Semi-professional
(53)	Professional	Semi-professional	Professional

T A B L E I I I — CONTINUED

Case Number	Father's Occupation	Mother's Occupation	Family's Occupational Classification (Based on Chief Income Earner)
(54)	Semi-professional	Housewife	Semi-professional
(55)	Business	Housewife	Business
(56)	Skilled laborer	Semi-professional	Skilled laborer

in the following five groups: the father in business with the mother employed in a semi-professional occupation; the father and mother both were in business; the father and mother both were skilled laborers; the father was in a semi-professional occupation, and the mother was in business; the father was a semi-skilled laborer, and the mother was in a semi-professional occupation.

A scrutiny of Table III and of the discussion given above will show that the children in the study came from urban families of moderate to better than moderate economic status, with 39 of the mothers not employed outside of the home.

Table IV presents the family occupation of television viewers and radio listeners, according to age and sex of the child subjects. The following combinations were used in this table: father employed with mother a homemaker; father and mother both employed; and father employed and mother a part-time student.

Of the 14 television subjects (Table IV, Part A) in the 30 to 54 month age group, eight males and two females had fathers who worked, with mothers serving as homemakers, while three females had both parents employed, as well as one female with the father employed and the mother a part-time student.

In the 54- to 78 month old children, five males and nine females had fathers who worked and mothers who were homemakers; four males and three females had both parents employed; and one male had a father who worked and a mother who was a part-time student, thus making a total of 22 subjects.

Of the 10 radio listeners (Table IV, Part B) in the 30 to 54 month group, four males and three females had fathers who worked and mothers who served as homemakers, while two males and one female had fathers who worked and mothers who were part-time students.

Of the 10 subjects in the 54~~7~~ to 78 month group, two males and four females had fathers who worked and mothers who were homemakers; two males and one female had both parents who were employed, and one female had a father who worked and a mother who was a part-time student.

Table IV, Part C, includes a combination of the family occupation of 56 television and radio subjects. Of the 24 subjects in the 30 to 54 age group, 12 males and five females had fathers who worked and mothers who were not employed outside of the home; three females had both parents employed; and two males and two females had fathers who worked and mothers who served as part-time students.

Thirty-two subjects of the 54~~7~~ to 78 month age group were distributed as follows: seven males and 13 females had fathers who worked and mothers who served as homemakers; six males and four females had both parents employed; and one male and one female had fathers who worked and mothers who were part-time students.

TABLE IVFAMILY OCCUPATION OF EXPERIMENTAL CHILD SUBJECTSPART A. FAMILY OCCUPATION OF
TELEVISION VIEWERS

Age Range of Chil- dren (Months)	Sex of Children	Father Em- ployed and Mother Homemaker	Father and Mother Both Employed	Father Em- ployed, Mother Part-time Student
30 to 54	Male	8	0	0
	Female	2	3	1
54 4 to 78	Male	5	4	1
	Female	9	3	0
Total		24	10	2

T A B L E I V --CONTINUEDPART B. FAMILY OCCUPATION OF
RADIO LISTENERS

Age Range of Chil- dren (Months)	Sex of Children	Father Em- ployed and Mother Homemaker	Father and Mother Both Employed	Father Em- ployed, Mother Part-time Student
30 to 54	Male	4	0	2
	Female	3	0	1
54- 7 to 78	Male	2	2	0
	Female	4	1	1
Total		13	3	4

TABLE IV — CONTINUED

PART C. FAMILY OCCUPATION OF
TELEVISION VIEWERS AND
RADIO LISTENERS.
COMBINED

Age Range of Chil- dren (Months)	Sex of Children	Father Em- ployed and Mother Homemaker	Father and Mother Both Employed	Father Em- ployed, Mother Part-time Student
30 to 54	Male	12	0	2
	Female	5	3	2
54 to 78	Male	7	6	1
	Female	13	4	1
Total		37	13	6

Summarizing this table, the majority of the families, 39 in number, were those with the fathers working and the mothers serving as homemakers. In 13 families, both parents were employed; and in six families, the father worked and the mother was a part-time student.

The data presented in Table V show the fathers' and mothers' occupation according to the age and sex of the television participating subjects.

In the 30 to 54 month age group, one male and one female have fathers classed as professional personnel; one male had a father classed as a semi-professional worker three males and three females had fathers classed as business owners and managers; two males and two females had fathers classed as skilled laborers; and one male had a father classed as a semi-skilled laborer, giving a total of 14 subjects included in the 30 to 54 month age group.

Of the 22 subjects in the 54⁺ to 78 month age group, two males and three females had fathers that were classed as professional; one male had a father who was a semi-professional worker; two males and five females had fathers who had semi-professional occupations; two males and five females had fathers in business; four males and two females had fathers who were skilled laborers; two

females had fathers who were semi-skilled laborers.

In the classification of the mothers of television subjects, all eight males of the 30 to 54 month age group had mothers classified as homemakers, while the females had four mothers classified as homemakers, one mother as a skilled laborer, and one mother as semi-professional personnel.

In the 54~~7~~ to 78 month age group, three females had mothers classified as semi-professional personnel; and nine females had mothers who were not employed outside the home. The males, on the other hand, had one mother with semi-professional occupation, two mothers in business, two mothers working as skilled laborers, and five mothers not employed outside of the home.

Table VI gives the occupation of fathers and mothers of radio subjects according to the age and sex of the children. In the 30 to 54 month age group, five males and one female had fathers who were employed in professional occupations; one male and one female had fathers who had semi-professional occupations; one female had a father who was in business; and one female had a father working as a skilled laborer, making a total of 10 subjects.

T A B L E V

OCCUPATIONS OF PARENTS OF PARTICIPATING
CHILD SUBJECTS

TELEVISION

Occupations of Parents	Father				Mother				T o t a l
	Age (Months)				Age (Months)				
	30 to 54		54 to 78		30 to 54		54 to 78		
	Sex		Sex		Sex		Sex		
	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male	
Professional	1	1	2	3	0	0	0	0	7
Semi-profes- sional	1	0	2	0	0	1	1	2	8
Business	3	3	2	5	0	0	2	0	15
Skilled laborer	2	2	4	2	0	1	2	0	13
Semi-skilled laborer	1	0	0	2	0	0	0	0	3
Homemaker	0	0	0	0	8	4	5	9	26
Total	8	6	10	12	8	6	10	12	72

T A B L E V I

OCCUPATIONS OF PARENTS OF PARTICIPATING
CHILD SUBJECTS

RADIO.

Occupations of Parents	Father				Mother				T o t a l
	Age (Months)				Age (Months)				
	30 to 54		54 to 78		30 to 54		54 to 78		
	Sex		Sex		Sex		Sex		
	Male	Fe- Male	Male	Fe- male	Male	Fe- male	Male	Fe- Male	
Professional	5	1	0	1	0	0	0	0	7
Semi-profes- sional	1	1	2	2	2	2	2	2	14
Business	0	1	2	1	0	0	0	0	4
Skilled laborer	0	1	0	0	0	0	0	0	1
Semi-skilled laborer	0	0	0	2	0	0	0	0	2
Homemaker	0	0	0	0	4	2	2	4	12
Total	6	4	4	6	6	4	4	6	40

In the age group ranging from 54~~7~~ to 78 months, one female had a father who had a professional occupation; two males and two females had fathers who had semi-professional occupations; two males and one female had fathers who were in business, either as owners or managers; two females had fathers who were semi-skilled laborers.

Of the 30 to 54 month age group, two males and two females had mothers employed in semi-professional occupations; and four males and two females had mothers classed as homemakers.

Two males and two females of the 54~~7~~ to 78 month age group had mothers classed as employed in semi-professional occupations; and two males and four females had mothers classed as homemakers.

FAMILY EDUCATIONAL STATUS OF FAMILIES

Table VII gives the data concerning the educational classes of fathers, mothers, and families as to individual case numbers of all children in the study, using the general educational classes employed in studies in the College of Household Arts and Sciences at the Texas State College for Women. The schemes for classifying individual parents, and for classifying the full family, respectively, on the basis of educational status, follow:

EDUCATIONAL CLASSIFICATION FOR INDIVIDUALS

Class A. Recipient of an M.D., Ph.D., Sc.D., Ed.D., or other doctor's degree, or a master's degree.

Class B. Recipient of a bachelor's degree and at least two years of college or other specialized formal training beyond the bachelor's status.

Class C. High School graduate with no further post-high school formal training.

Class D. High school attendant, but did not graduate, but had some special training or apprenticeship.

Class E. High school attendant, but did not graduate or receive any special additional training.

Note: In the Texas State College for Women classifications, provision is made for those with less formal training than is listed above. In this study, however, none of the parents fell below Class E.

EDUCATIONAL CLASSIFICATION FOR FAMILIES

Class A. Those families in which all adults are university or college graduates, or recipients of specialized training beyond high school equivalent to that embodied in bachelor's degree training.

Class B. Those families in which one member is a college graduate.

Class C. Those families in which all adults are high school graduates, with no formal training beyond high school.

Class D. Those families with only one member of the family a high school graduate.

Class E. Those families in which no adults have graduated from high school.

In the families of the child subjects participating in this investigation, no individual fell in Class D as outlined above, and no family fell below Class D in the Educational Classification for Families.

Thirty-four of the 56 fathers were in Education Class B, indicating that they had had two years of college training, or that they were college graduates. Fourteen

fathers were in Class A, indicating the acquisition of advanced degrees. Seven fathers fell in Class C, or the class who had completed high school, with no special subsequent training; and one father fell in Class E, indicating that he did not graduate from high school.

Forty-eight fathers were in the first two classes, indicating that the majority had had college training.

Of the 56 mothers, 45 fell in Education Class B, indicating that they had some college training, or were college graduates. Eight were in Class C, denoting that they were high school graduates, but with no special training beyond high school. Three were in Class A, showing that they had received advanced degrees.

Family education of the 56 subjects revealed that 23 fell in Class B, indicating that one member of the family was a college graduate. Seventeen were in Class A, or the class in which both father and mother were college graduates. Fifteen were in Class C, indicating that both father and mother were high school graduates. One family had Class D status, with one family member a high school graduate.

In summarizing Table VII, one finds 28 of the

TABLE VII

EDUCATIONAL STATUS OF PARENTS OF INDIVIDUAL SUBJECTS

Case Number	Father's Education		Mother's Education		Family Education
	Extent of Education	Class	Extent of Education	Class	Class
(1)	B. A.	B	M. A.	A	A
(2)	B. A.	B	High School	C	B
(3)	B. A.	B	B. S.	B	A
(4)	High School	B	High School	C	C
(5)	B. A.	B	B. A.	B	A
(6)	M. D.	A	High School	C	B
(7)	High School	C	B. S.	B	B
(8)	B. S.	B	B. S.	B	A
(9)	Two years in high school	E	High School	C	D
(10)	High School	C	High School	B	B
(11)	High School	C	High School	C	C
(12)	B. S.	B	B. A.	B	A
(13)	High School	C	High School	B	C
(14)	B. B. A.	B	High School	B	B
(15)	High School	B	High School	B	C

TABLE VII, CONTINUED

Case Number	Father's Education		Mother's Education		Family Education
	Extent of Education	Class	Extent of Education	Class	Class
(16)	High School /	B	High School	B	C
(17)	High School /	B	High School	C	C
(18)	M. A.	A	B. A.	B	A
(19)	B. B. A.	B	High School /	C	B
(20)	High School /	B	B. S.	B	B
(21)	High School /	B	B. S.	B	B
(22)	High School	C	High School /	B	C
(23)	Four years at chiropractic school	A	High School /	B	B
(24)	High School	C	High School /	B	C
(25)	High School /	B	High School	C	C
(26)	High School /	B	High School	B	C
(27)	Ph. D.	A	B. A.	B	A
(28)	High School /	B	B. S.	B.	B
(29)	M. D.	A	High School /	B	B
(30)	B. A.	B	High School /	B	B
(31)	High School /	B	B. S.	B	B

TABLE VII - CONTINUED

Case Number	Father's Education		Mother's Education		Family Education
	Extent of Education	Class	Extent of Education	Class	Class
(32)	High School /	B	High School /	B	C
(33)	High School /	B	High School	B	C
(34)	B. S.	B	B. S.	B	A
(35)	Ph. D.	A	High School /	B	B
(36)	B. S.	B	High School /	B	B
(37)	C. A.	B	High School /	B	B
(38)	L. L. B.	A	B. A.	B	A
(39)	Ph. D.	A	B. A.	B	A
(40)	High school /	B	High School /	B	C
(41)	B. B. A.	B	B. S.	B	A
(42)	B. A.	B	High School /	B	B
(43)	L. L. P.	A	High School /	B	B
(44)	High School /	B	High School /	B	C
(45)	Ph. D.	A	B. F. A.	B	A
(46)	M. A.	A	M. A.	A	A
(47)	B. S.	B	B. M.	B	A
(48)	B. A.	B	High School /	B	B

T A B L E V I I - C O N T I N U E D

Case Num- ber	Father's Education		Mother's Education		Family Education
	Extent of Education	Class	Extent of Education	Class	Class
(49)	High School✓	B	B. S.	B	B
(50)	High School	B	B. S.	B	B
(51)	M. F. A.	A	B. S.	B	A
(52)	B. B. A.	B	B. S.	B	A
(53)	B. D.	A	M. A.	A	A
(54)	M. A.	A	High School✓	B	B
(55)	High School✓	B	B. S.	B	B
(56)	High School	C	High School✓	B	C

families with both members being college graduates, or having some college training; 11 families with fathers who had an advanced degree and mothers who had received a college degree or some college training; six families with fathers who were high school graduates and mothers with college degrees or some college training; four families with fathers who had college degrees or some college training and mothers who were high school graduates; two

families with fathers who had college degrees or some college training and mothers who had received advanced degrees; two families with both parents having advanced degrees. One family had a father with an advanced degree and a mother with complete high school training. One family had a father who had attended high school, but had not graduated, and a mother who was a high school graduate. One family had both parents as high school graduates. On the basis of education, therefore, the families surpassed the population as a whole.

Table VIII shows the education of parents according to age and sex of participating subjects who viewed television.

In the 30 to 54 month age group one male and one female had fathers with Master's degrees; two males and two females had fathers with Bachelor's degrees; four males and one female had fathers with high school diplomas and with some subsequent training; one male and one female had fathers with high school diplomas; one female had a father who attended high school, but who did not graduate.

Of the 54 to 78 month age group, two males had fathers with Doctor's degrees; one female had a father with a Master's degree; three males and five females had fathers who were graduates with Bachelor's degrees; four males and

TABLE VIII

EDUCATION OF PARENTS OF PARTICIPATING CHILD SUBJECTSTELEVISION

Education of Parents	Father				Mother			
	Age (Months)				Age (Months)			
	30 to 54		54½ to 78		30 to 54		54½ to 78	
	Sex		Sex		Sex		Sex	
	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
M.D., Ph. D.	0	0	2	0	0	0	0	0
M. A., M. S.	1	1	0	1	0	0	0	1
B. A., B. S.	2	2	3	5	3	1	2	5
High school and some college	4	1	4	4	5	2	6	3
High school but no further training	1	1	1	2	0	3	1	3
Attended high school; not a graduate; no further train- ing	0	1	0	0	0	0	0	0
Total	8	6	10	12	8	6	10	12

four females had fathers with some college training; one one male and two females had fathers with high school diplomas.

The mothers' educational status in the 30 to 54 month age group contained three males and one female who had mothers who were college graduates; five males and two females had mothers with some college training; three females had mothers who are high school graduates.

In the 54 to 78 month age group, one female had a mother with a Master's degree; three males and five females had mothers who were college graduates; six males and three females had mothers who had some college training; and one male and three females had mothers who were high school graduates.

In summarizing Table VIII, the majority of fathers and mothers of television viewers were college graduates or had had some college training. Only one parent had not graduated from high school. Therefore, the children in the study had parents who were considerably better educated than the population as a whole.

Table IX shows the education of fathers and mothers of subjects listening to radio.

In the 30 to 54 month age group of subjects who listened to radio, three males and one female had fathers with doctor's degrees; one male had a father with a master's

degree; two males and one female had fathers with a college bachelor's degree; one female had a father with some college training; one female had a father who had attended high school.

The 54⁺ to 78 month age group included one male who had a father with a doctor's degree; two females had fathers with master's degrees; one male and two females had fathers with some college training; and one female had a father who was a high school graduate.

Radio subjects in the age group ranging from 30 to 54 months included one male and one female who had mothers with master's degrees; there were three males and two females who had mothers with college bachelor's degrees; two males and one female had mothers with some college training.

Of the 54⁺ to 78 month age group, one male and four females had mothers who were college graduates. Three males and two females had mothers with some college training.

In summarizing the family educational status of the children in this study, the great majority of the parents were college graduates, or had had some college training. The group therefore surpassed the population as a whole with respect to family education.

TABLE IX

EDUCATION OF PARENTS OF PARTICIPATING CHILD SUBJECTSRADIO

Education of Parents	Father				Mother			
	Age (Months)				Age (Months)			
	30 to 54		54 to 78		30 to 54		54 to 78	
	Sex		Sex		Sex		Sex	
	Male	Fe- male	Male	Fe- male	Male	Fe- male	Male	Fe- male
M. D., Ph. D.	3	1	1	0	0	0	0	0
M. A., M. S.	1	0	0	2	1	1	0	0
B. A., B. S.	2	1	1	2	3	2	1	4
High school graduate and some college	0	1	2	1	2	1	3	2
High school graduate; no further train- ing	0	1	0	1	0	0	0	0
Total	6	4	4	6	6	4	4	6

GENERAL PROCEDURE FOR
COLLECTING DATA

The survey method was used in making this study. Contact was made with each mother by telephone; and she was asked to participate in the survey. Later, again by telephone, an appointment was made to visit in the home of each child included in the survey. These home visits were begun on Friday, February 20, and ended Friday, February 27, 1953.

Family information was gathered by the investigator during the home visits. A folder was given to the mother, containing the radio and the television-radio check sheets. The child's name, the day, and the date were written on each separate page for the two-week study. Extra check sheets were available in the folder in case they should be needed. Necessary explanations in filling out these check sheets were given to the mothers.

The ten boys and ten girls with radio, but not television, in their homes were given the radio check sheets, only; the 18 boys and 18 girls with both television and radio in their homes were given both television and radio check sheets. Both types of check sheets, television

and radio, were recorded at the same time, but intermittently, in one-week intervals, which gave a total of two weeks of accumulated data. The check sheets were kept from Monday, March 2, to Sunday, March 8, 1953. The first set of data was returned to the Nursery School on Monday, March 9, by the Nursery School parents. The Kindergarten and Craft Play School children's data were collected from their individual homes on Monday afternoon, March 9, by the investigator.

The second week of the survey began Monday, March 23, and ended Sunday, March, 1953. The same procedure of collecting the data was followed the second week. Sample forms of the information sheet and the radio and television check sheets follow.

6. Education of mother (underscore highest grade

reached in school or college)

Grade: 1 2 3 4 5 6 7 8

High school: 1 2 3 4 College: 1 2 3 4

Graduate work: 1 2 3 4

Training school _____

Diploma or degrees held _____

7. List others living in the family.

(1) _____

(2) _____

(3) _____

(4) _____

II. Radio

1. Do you have a radio in your home? _____ How many? _____

Location

Most often used

(1) _____

(2) _____

(3) _____

(4) _____

2. Does child select own program? Never Seldom

Occasionally Often Always

3. Child's favorite radio program _____

Second favorite program _____

4. Any other comments:

III. Television

1. Do you own a television set? _____
2. Location of set _____
3. If you have no television, how often does child
see television? Never Seldom Occasionally
Often Always
Where? _____
4. Child's favorite television program _____

Second favorite program _____
5. Any other comments:

CHECK SHEET

Day _____

Date _____

Remarks During Program	Who Selected Program	Later Reference
"She's cute. I like her dancing." "There's Captain Bob."	Self	Imitated Child dancing and talked of children on the program.

CHECK SHEET

Day _____

Date _____

Remarks During Program	Who Selected Program	Later References
"Jane, what are they doing in the jungle?" "Sparky got lost."	Jane (older sister)	"Sparky got lost today, Daddy."

P R E S E N T A T I O N A N D
I N T E R P R E T A T I O N O F
D A T A

The data accumulated during the course of this work have been summarized into 21 tables which are grouped and discussed in this section. The information on the interview sheets has been subjected to statistical treatment, consisting of coding of raw data, punching the information into cards, proofing and sorting the cards, and tabulating the results on International Business Machines.

The results have been grouped according to three broad schemes, as follows:

1. According to age and sex of child subjects.
2. According to the occupational status of the chief wage earner of the family.
3. According to the educational status of the father, the mother, and the family.

The discussions of the data and the conclusions to be drawn are given in the paragraphs which follow.

TIME DEVOTED TO TELEVISION AND
RADIO BY CHILD SUBJECTS

The data on time devoted by the 56 pre-school boys and girls participating in this study are grouped in accordance with the three classifications listed above in Tables X, XI, and XII.

Examination of Table X reveals several interesting points. With respect to the data on television, it will be noted that in both age groups, that is to say, in both the 30 to 54 and the 54~~4~~ to 78 month age groups, more viewing time is given by males than by females. This difference between males and females does not persist in the case of radio listening time. Here there appears to be no marked difference between boys and girls.

A further observation from the data in the table concerns the fact that the older children spend more time viewing television than those in the younger age groups. This possibly is related to the increase of attention span with increasing age.

The outstanding feature of these data is undoubtedly the heavy overbalance of television to radio in terms of time devoted by the children to each of these media.

Generally speaking, about four times as much attention is given television than radio in this instance. It should be obvious that television inherently has far greater possibilities as a medium of education and entertainment, especially for young people, than does radio. The use of the term "inherent" should be marked—as a medium of public service, television has, in a considerable measure, failed to fulfill its obligation.

The figures shown in Table XI summarize time devoted to these media in relationship to the occupational status of the chief wage earner of the family. Examination of these data indicates no apparent trend in viewing and listening time with respect to occupational status.

A glance at the figures shown in Table XII, which relates to viewing and listening time for television and radio, respectively, indicates trends similar to those pointed out for Table X. There does not appear to be any definite relationship of viewing and listening time to the educational status of the parents.

T A B L E X

TIME DEVOTED TO TELEVISION AND RADIO IN RELATIONSHIPTO AGE AND SEX OF CHILD SUBJECTS

Age	30 to 54 months		54 ⁺ to 78 months	
Sex	Male	Female	Male	Female
Television				
Average view- ing time, minutes:				
Daily	42.9	33.2	139.3	93.0
Weekly	300	232	975	651
Radio				
Average lis- tening time, minutes:				
Daily	8.7	42.5	37.6	31.8
Weekly	61	278	263	220

TABLE XI

TIME DEVOTED TO TELEVISION AND RADIO BY CHILD SUBJECTS
IN RELATIONSHIP TO OCCUPATIONAL STATUS
OF CHIEF WAGE EARNER IN FAMILY

Occupational Status	Average	Television Viewing Time, Minutes			
		30 to 54 Months		54 ⁺ to 78 Months	
		Males	Females	Males	Females
Professional	Daily	53.6	20.4	100.3	97
	Weekly	375	113	702	679
Semi-professional	Daily	57.5	0	88	0
	Weekly	403	0	616	0
Business, owner or manager	Daily	33.3	40.9	138	103.3
	Weekly	233	286	966	723
Skilled laborer	Daily	53	94.8	4.6	55.5
	Weekly	371	664	32	389
Semi-skilled laborer	Daily	26.4	0	0	99.3
	Weekly	185	0	0	685

TABLE XI — CONTINUED

Radio Listening Time, Minutes			
30 to 54 Months		54 4 to 78 Months	
Males	Females	Males	Females
6.6	25.6	0	10.0
46	179	0	70
19.4	1.0	3.2	28.7
136	7	22	201
0	23.6	71.9	24.6
0	165	503	172
0	120	0	0
0	840	0	0
0	0	0	48.4
0	0	0	259

TABLE XII

TIME DEVOTED TO TELEVISION AND RADIO BY CHILD
SUBJECTS IN RELATIONSHIP TO EDUCATIONAL
STATUS OF FAMILIES

Educa- tional Status*	Average	Television Viewing Time, Minutes			
		30 to 54 Months		54 ⁺ to 78 Months	
		Males	Females	Males	Females
Father					
Class A	Daily	53.6	20.4	100.3	54.4
	Weekly	382	143	702	360
Class B	Daily	41.2	40.4	82.3	93.5
	Weekly	288	283	576	655
Class C	Daily	42.5	97.9	72.1	110.7
	Weekly	298	685	505	775
Mother					
Class A	Daily	0	0	0	25.7
	Weekly	0	0	0	180
Class B	Daily	40.7	55.8	88.8	93.4
	Weekly	285	391	622	654
Class C	Daily	0	55.5	46.1	105.5
	Weekly	0	389	323	739
Families					
Class A	Daily	27.9	11.4	47.1	94.6
	Weekly	195	80	330	662
Class B	Daily	43.4	39.3	147.2	81.0
	Weekly	304	275	1,030	567
Class C	Daily	32.8	50.3	38.1	99.8
	Weekly	230	352	267	699

*See pp. 33-34 for description of classes of educational status.

TABLE XII — CONTINUED

Radio Listening Time, Minutes			
30 to 54 Months		54 7 to 78 Months	
Males	Females	Males	Females
3.9	25.6	0	14.6
27	179	0	102
18.9	12.3	50.1	40.8
132	86	351	286
0	120.0	0	36.4
0	840	0	255
1.9	25.6	0	0
13	179	0	0
10.1	44.8	37.6	23.5
71	324	263	165
0	0	0	0
0	0	0	0
8.3	13.3	0	20.6
58	93	0	144
9.6	23.6	6.4	35.1
67	162	45	246
0	120	76.9	0
0	840	538	0

DISTRIBUTION OF VIEWING AND LISTENING TIME
OVER THE HOURS OF THE DAY BY
CHILD SUBJECTS

The data summarizing the distribution of viewing and listening time of child subjects are found in Tables XIII, XIV, XV, XVI, and XVII.

Examination of Table XIII reveals several points of interest. As regards television, both age groups spent more time viewing from 4:00 to 4:59 p. m. About 23 per cent of the males of the 30 to 54 month age group viewed television from 9:00 a. m. to 11:59 a. m., and 17 per cent viewed from 4:00 to 4:59 p. m. The females of the same age group showed 24 per cent viewing from 4:00 to 4:59 p. m. and 16 per cent viewing from 5:00 to 5:59 p. m. In the 54/ to 78 month age group, 18 per cent of the males viewed from 4:00 to 4:59 p. m. and 16 per cent viewed from 5:00 to 5:59 p. m. The females of the same age group had 19 per cent viewing from 4:00 to 4:59 p. m. and 18 per cent viewing from 7:00 to 7:59 p. m. It will be noted that the late afternoon appears to be the time when a large portion of pre-school children are viewing television.

There is more variation in radio listening time

between the two age groups than in television viewing, according to the findings of this study. The males of the younger age group listened to radio between 8:00 and 8:59 a. m. and between 6:00 to 6:59 p. m. The females of the same age group listened before 8:00 a. m. The males of the 54⁺ to 78 month age group listened before 8:00 a. m.; the females of the same age group listened between 6:00 p. m. and 8:00 p. m. The time spent in listening to the radio by the greater percentage of subjects participating is early in the morning and early in the evening. Generally speaking, this time coincides with meal time. This trend is not noted from the data on television.

Tables XIV and XV present the data showing television viewing and radio listening time of subjects during the day in relationship to the occupational status of the chief wage earner of the family. The data indicate that there is no apparent trend in viewing and listening time with respect to occupational status.

The figures shown in Table XVI and XVII summarize the viewing and listening time during the day in relationship to educational status of the families. There appears to be no notable trend with regard to time of day for viewing and listening with respect to the educational status of the parents.

TABLE XIII

DISTRIBUTION OF VIEWING AND LISTENING TIME DURING THE
DAY ACCORDING TO AGE AND SEX OF CHILD SUBJECTS

Daily Periods	Television				Radio			
	30-54 Months		54-78 Months		30-54 Months		54-78 Months	
	Males	Fe- males	Males	Fe- males	Males	Fe- males	Males	Fe- males
Per Cent of Total								
Up to 8 a. m.	1	1	12	5	7	27	26	8
8-8:59 a. m.	3	5	3	5	23	14	18	5
9-11:59 a. m.	23	14	12	7	5	16	20	9
12-3:59 p. m.	8	10	7	11	14	3	4	8
4-4:59 p. m.	17	24	18	19	9	3	4	2
5-5:59 p. m.	14	16	16	16	5	12	6	8
6-6:59 p. m.	5	10	7	7	19	10	15	24
7-7:59 p. m.	16	10	10	18	16	15	7	27
After 8 p. m.	13	10	9	12	2	0	2	9

TABLE XIV

DISTRIBUTION OF TELEVISION VIEWED TIME DURING
THE DAY ACCORDING TO OCCUPATIONAL STATUS
OF THE CHIEF WAGE EARNER

Occupational Status	Age of Subjects, Months	Sex		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.
Professional	30 to 54	Male	0	0
		Female	0	0
	54 7 to 78	Male	0	6
		Female	2	0
Semi-professional	30 to 54	Male	0	0
		Female	0	0
	54 7 to 78	Male	47	4
		Female	0	0
Business, owner or manager	30 to 54	Male	0	2
		Female	0	5

TABLE XIV -- CONTINUED

Daily Periods						
9:00 to 11:59 a. m.	12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p.m.
Per Cent of Total						
50	29	7	14	0	0	0
0	8	92	0	0	0	0
20	16	13	22	8	10	5
3	13	26	20	6	20	10
21	7	4	14	4	25	25
0	0	0	0	0	0	0
0	2	13	14	5	10	5
0	0	0	0	0	0	0
17	13	15	26	8	12	7
15	6	24	15	13	13	9

TABLE XIV — CONTINUED

Occupational Status	Age of Subject, Months	Sex		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.
Business (continued)	54 7 to 78	Male	6	3
		Female	8	11
Skilled laborer	30 to 54	Male	3	9
		Female	2	7
	54 7 to 78	Male	0	0
		Female	4	2
Semi-skilled laborer	30 to 54	Male	0	0
		Female	0	0
	54 7 to 78	Male	0	0
		Female	0	1

TABLE XIV — CONTINUED

Daily Periods						
9:00 to 11:59 a. m.	12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p. m.
Per Cent of Total						
11	22	18	10	7	9	14
2	16	14	11	7	16	16
3	15	31	7	4	15	17
7	20	16	19	9	8	12
0	6	30	25	10	14	17
0	27	20	20	4	13	11
9	0	0	0	9	64	18
0	0	0	0	0	0	0
0	0	0	0	0	0	0
11	4	20	21	11	27	7

TABLE XV

DISTRIBUTION OF RADIO LISTENING TIME DURING THE DAY
ACCORDING TO OCCUPATIONAL STATUS OF
THE CHIEF WAGE EARNER

Occupational Status	Age of Subjects, Months	Sex		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.
Professional	30 to 54	Male	7	23
		Female	0	14
	54 to 78	Male	0	0
		Female	0	0
Semi-professional	30 to 54	Male	8	23
		Female	0	50
	54 to 78	Male	0	0
		Female	3	8
Business, owner or manager	30 to 54	Male	0	0
		Female	0	36

TABLE XV -- CONTINUED

Daily Periods						
9:00 to 9:59 a. m.	12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p. m.
Per Cent of Total						
3	21	8	8	18	18	0
21	0	8	21	0	36	0
0	0	0	0	0	0	0
10	0	0	10	60	20	0
8	0	15	0	23	15	8
50	0	0	0	0	0	0
17	33	0	17	33	0	0
3	3	3	3	42	25	10
0	0	0	0	0	0	0
50	14	0	0	0	0	0

TABLE XV — CONTINUED

Occupational Status	Age of Subjects, Months	Sex		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.
Business (continued)	54 7 to 78	Male	29	21
		Female	0	8
Skilled laborer	30 to 54	Male	0	0
		Female	47	5
	54 7 to 78	Male	0	0
		Female	0	0
Semi-skilled laborer	30 to 54	Male	0	0
		Female	0	0
	54 7 to 78	Male	0	0
		Female	15	4

TABLE XV -- CONTINUED

Daily Periods						
9:00 to 9:59 a. m.	12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p. m.
Per Cent of Total						
20	0	4	4	12	8	2
0	13	0	46	0	33	0
0	0	0	0	0	0	0
2	0	2	14	16	14	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
15	12	2	0	11	28	13

TABLE XVI

DISTRIBUTION OF TELEVISION VIEWING TIME DURING THE
DAY ACCORDING TO EDUCATIONAL STATUS OF FAMILIES

Educational Status	Age of Subjects, Months	Sex	Daily Periods		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.	9:00 to 11:59 a. m.
			Per Cent of Total		
Fathers Class A	30 to 54	Male	0	0	50
		Female	0	0	0
	54 to 78	Male	0	6	20
		Female	11	0	0
Class B	30 to 54	Male	1	4	9
		Female	0	5	15
	54 to 78	Male	18	3	5
		Female	5	2	4
Class C	30 to 54	Male	0	0	24
		Female	4	14	0
	54 to 78	Male	0	0	0
		Female	14	18	2
Mothers Class A	30 to 54	Male	0	0	0
		Female	0	0	0
	54 to 78	Male	0	0	0
		Female	0	0	0

TABLE XVI -- CONTINUED

Daily Periods					
12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p. m.
Per Cent of Total					
29 8	7 92	14 0	0 0	0 0	0 0
16 5	13 42	22 5	8 5	10 32	5 0
14 6	17 24	13 15	6 13	20 13	16 9
12 15	17 21	15 19	6 7	10 17	14 12
0 13	24 5	21 14	7 11	14 14	10 25
47 14	22 7	14 8	17 5	0 17	0 16
0 0	0 0	0 0	0 0	0 0	0 0
0 0	0 23	0 53	0 8	0 8	0 8

TABLE XVI -- CONTINUED

Educational Status*	Age of Subjects, Months	Sex	Daily Periods		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.	9:00 to 11:59 a. m.
			Per Cent of Total		
Mothers Class B	30 to 54	Male	1	3	17
		Female	2	7	9
	54 to 78	Male	13	3	9
		Female	2	2	4
Class C	30 to 54	Male	0	0	0
		Female	0	4	11
	54 to 78	Male	0	0	0
		Female	10	14	2
Families Class A	30 to 54	Male	0	0	0
		Female	0	0	0
	54 to 78	Male	0	0	14
		Female	2	2	3
	30 to 54	Male	2	3	18
		Female	0	0	16
	54 to 78	Male	16	4	9
		Female	0	0	0
Class C	30 to 54	Male	0	2	20
		Female	3	12	4
	54 to 78	Male	0	0	0
		Female	9	12	6

*For a description of classes of educational status see pp. 33-34.

TABLE XVI -- CONTINUED

Daily Periods					
12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p. m.
Per Cent of Total					
14 9	17 18	14 11	5 9	16 17	13 18
13 18	17 21	15 16	7 7	12 19	11 11
0 18	0 30	0 21	0 12	0 2	0 2
0 8	40 14	44 14	8 5	4 18	4 15
15 0	15 0	31 0	8 0	23 86	8 14
0 17	32 25	23 18	9 6	4 18	18 9
16 4	19 56	10 7	3 5	14 5	15 7
15 19	14 23	14 15	7 8	12 14	9 21
10 12	12 7	19 18	9 16	19 10	9 18
5 10	35 10	27 15	9 10	12 20	12 10

TABLE XVII

DISTRIBUTION OF RADIO LISTENING TIME DURING THE DAY
ACCORDING TO EDUCATIONAL STATUS OF FAMILIES

Educational Status	Age of Subjects, Months	Sex	Daily Periods		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.	9:00 to 11:59 a. m.
			Per Cent of Total		
Fathers Class A	30 to 54	Male	5	27	0
		Female	0	14	21
	54 7 to 78	Male	0	0	0
		Female	0	0	5
Class B	30 to 54	Male	10	19	10
		Female	0	38	50
	54 7 to 78	Male	25	18	19
		Female	12	7	11
Class C	30 to 54	Male	0	0	0
		Female	47	5	2
	54 7 to 78	Male	0	0	0
		Female	0	0	0
Mothers Class A	30 to 54	Male	8	17	0
		Female	0	14	21
	54 7 to 78	Male	0	0	0
		Female	0	0	0

TABLE XVII -- CONTINUED

Daily Periods					
12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p. m.
Per Cent of Total					
26	9	5	14	14	0
0	7	22	0	36	0
0	0	0	0	0	0
0	0	10	32	37	16
0	10	5	24	19	5
12	0	0	0	0	0
4	4	6	15	7	2
13	3	9	22	19	4
0	2	0	0	0	0
0	2	14	17	14	0
0	0	0	0	0	0
0	0	0	25	50	25
33	17	0	8	17	0
0	7	22	0	36	0
0	0	0	0	0	0
0	0	0	0	0	0

TABLE XVII -- CONTINUED

Educational Status*	Age of Subjects, Months	Sex	Daily Periods		
			Up to 8:00 a. m.	8:00 to 8:59 a. m.	9:00 to 11:59 a. m.
			Per Cent of Total		
Mothers Class B	30 to 54	Male	6	27	6
		Female	34	14	15
	54 1/2 to 78	Male	26	18	20
		Female	8	5	8
Class C	30 to 54	Male	0	0	0
		Female	0	0	0
	54 1/2 to 78	Male	0	0	0
		Female	0	0	0
Families Class A	30 to 54	Male	6	24	3
		Female	0	19	25
	54 1/2 to 78	Male	0	0	17
		Female	3	7	5
Class B	30 to 54	Male	11	23	11
		Female	0	36	50
	54 1/2 to 78	Male	29	21	20
		Female	10	4	10
Class C	30 to 54	Male	0	0	0
		Female	0	0	0
	54 1/2 to 78	Male	0	0	0
		Female	0	0	0

*For a description of classes of educational status, see pp. 33-34.

TABLE XVII -- CONTINUED

Daily Periods					
12:00 to 3:59 p. m.	4:00 to 4:59 p. m.	5:00 to 5:59 p. m.	6:00 to 6:59 p. m.	7:00 to 7:59 p. m.	After 8:00 p. m.
Per Cent of Total					
6 3	6 2	6 10	24 12	16 10	3 0
3 8	3 2	6 8	15 24	7 28	2 9
0 0	0 0	0 0	0 0	0 0	0 0
0 0	0 0	0 0	0 0	0 0	0 0
17 0	12 6	3 19	18 0	15 31	3 0
33 3	0 3	17 3	33 56	0 18	0 3
0 14	0 0	11 0	22 0	22 0	0 0
0 12	4 1	4 10	12 8	8 32	2 13
0 0	0 0	0 0	0 0	0 0	0 0
0 0	0 0	0 0	0 0	0 0	0 0

CONCENTRATIONAL ASPECTS OF
CHILD SUBJECTS

The concentrational aspects of child subjects were grouped into five categories, as follows: full attention; less than full attention; partial attention; very little attention; and no information. These degrees of concentration, together with the numbers of subjects falling into each class, are found in Tables XVIII, XIX, XX, XXI, and XXII.

The figures shown in Table XVIII present the concentrational aspects of child subjects according to age and sex of children. Examination of these data discloses an average of 40 per cent of those participating gave full attention and 33 per cent gave less than full attention to television programs. There was no marked difference between boys and girls with regard to concentration aspects. About 74 per cent of the child subjects gave full attention to radio. It should be noted that one can give full attention to radio more easily than to television. These figures imply and substantiate this contention.

Tables XIX and XX summarize the concentrational aspects of television and radio, respectively, for the

child subjects according to the occupational status of the chief wage earner. The subjects in families of the professional and semi-skilled laborer classifications had a greater percentage giving less than full attention to television programs. Subjects from families of the semi-professional, business owner or manager, and skilled laborer classifications had more subjects giving full attention to television programs. All classifications had a majority giving full attention to radio programs except the skilled laborer group, which had the majority of subjects giving very little attention. The majority of subjects for both radio and television gave full attention or less than full attention to television and radio programs.

Tables XXI and XXII present concentrational aspects of child subjects with respect to television and radio listening, respectively, according to educational status of families. In each classification of father, mother, and family educational status the majority of subjects gave full attention to television and radio programs with less than full attention being next in point of predominance.

TABLE XVIII

CONCENTRATIONAL ASPECTS ACCORDING TO
AGE AND SEX OF CHILD SUBJECTS

Age	30 to 54 Months		54 4 to 78 Months	
Sex	Males	Females	Males	Females
Concentrational Aspects	Television: Per Cent of Total			
Full attention	42	40	37	46
Less than full attention	45	35	28	25
Partial attention	5	12	5	16
Very little attention	7	3	5	5
No information	3	10	25	8
Concentrational Aspects	Radio: Per Cent of Total			
Full attention	93	44	80	80
Less than full attention	0	16	7	15
Partial attention	7	8	9	0
Very little attention	0	32	4	3
No information	0	0	0	2

TABLE XIX

CONCENTRATIONAL ASPECTS OF CHILD SUBJECTS WITH RESPECT
TO TELEVISION VIEWING ACCORDING TO OCCUPATIONAL
STATUS OF CHIEF WAGE EARNER

Occupational Status	Age of Subjects, Months	Sex	Full Attention
Professional	30 to 54	Male	25
		Female	42
	54 7 to 78	Male	24
		Female	58
Semi-professional	30 to 54	Male	50
		Female	0
	54 7 to 78	Male	24
		Female	0
Business, owner or manager	30 to 54	Male	48
		Female	36
	54 7 to 78	Male	39
		Female	38
Skilled laborer	30 to 54	Male	41
		Female	43
	54 7 to 78	Male	60
		Female	42
Semi-skilled laborer	30 to 54	Male	27
		Female	0
	54 7 to 78	Male	0
		Female	52

TABLE XIX -- CONTINUED

Concentrational Aspects			
Less Than Full Attention	Partial Attention	Very Little Attention	No Information
Per Cent of Total			
57 50	0 8	11 0	7 0
46 20	1 9	10 9	19 4
39 0	11 0	0 0	0 0
12 0	0 0	6 0	58 0
38 25	7 25	2 9	5 5
28 20	14 26	0 3	19 15
43 39	3 2	13 0	0 16
28 26	1 16	4 14	7 2
73 0	0 0	0 0	0 0
0 48	0 0	0 0	0 0

T A B L E X X

CONCENTRATIONAL ASPECTS OF CHILD SUBJECTS WITH
RESPECT TO RADIO LISTENING ACCORDING TO OCCUPATIONAL
STATUS OF CHIEF WAGE EARNER

Occupational Status	Age of Subjects, Months	Sex	Full Attention
Professional	30 to 54	Male	93
		Female	71
	54 to 78	Male	0
		Female	80
Semi-professional	30 to 54	Male	92
		Female	100
	54 to 78	Male	100
		Female	90
Business, owner or manager	30 to 54	Male	0
		Female	100
	54 to 78	Male	78
		Female	87
Skilled laborer	30 to 54	Male	0
		Female	14
	54 to 78	Male	0
		Female	0
Semi-skilled laborer	30 to 54	Male	0
		Female	0
	54 to 78	Male	0
		Female	72

TABLE XX -- CONTINUED

Concentrational Aspects			
Less Than Full Attention	Partial Attention	Very Little Attention	No Information
Per Cent of Total			
0	7	0	0
29	0	0	0
0	0	0	0
20	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	5	5
0	0	0	0
0	0	0	0
8	10	4	0
0	4	0	0
0	0	0	0
19	14	53	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
28	0	0	0

TABLE XXI

CONCENTRATIONAL ASPECTS OF CHILD SUBJECTS WITH RESPECT
TO TELEVISION VIEWING ACCORDING TO EDUCATIONAL
STATUS OF FAMILIES

Educational Status*		Age of Subject, Months	Sex	Full Attention
Fathers	Class A	30 to 54	Male	25
			Female	42
		54 7 to 78	Male	24
			Female	84
	Class B	30 to 54	Male	40
			Female	36
		54 7 to 78	Male	38
			Female	48
	Class C	30 to 54	Male	62
			Female	41
		54 7 to 78	Male	61
			Female	34
Mothers	Class A	30 to 54	Male	0
			Female	0
		54 7 to 78	Male	0
			Female	100

TABLE XXI -- CONTINUED

Concentrational Aspects			
Less Than Full Attention	Partial Attention	Very Little Attention	No Information
Per Cent of Total			
57	0	11	7
50	8	0	0
46	1	10	19
0	11	0	5
49	4	7	0
25	25	9	5
22	7	3	30
27	12	4	9
17	14	0	7
36	0	0	23
25	3	8	3
22	30	10	4
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0

TABLE XXI -- CONTINUED

Educational Status*		Age of Subject, Months	Sex	Full Attention
Mothers	Class B	30 to 54	Male	42
			Female	37
		54 $\frac{1}{2}$ to 78	Male	37
			Female	50
	Class C	30 to 54	Male	0
			Female	43
		54 $\frac{1}{2}$ to 78	Male	36
			Female	33
Families	Class A	30 to 54	Male	46
			Female	29
		54 $\frac{1}{2}$ to 78	Male	27
			Female	58
	Class B	30 to 54	Male	39
			Female	35
		54 $\frac{1}{2}$ to 78	Male	33
			Female	32
	Class C	30 to 54	Male	45
			Female	41
		54 $\frac{1}{2}$ to 78	Male	56
			Female	40

*For a description of classes of educational status, see pp. 33-34.

T A B L E X X I -- CONTINUED

Concentrational Aspects			
Less Than Full Attention	Partial Attention	Very Little Attention	No Information
Per Cent of Total			
45 25	4 15	7 7	2 16
27 27	5 15	5 6	26 2
0 43	0 9	0 0	0 5
44 23	0 20	0 2	20 22
46 0	0 43	8 14	0 14
9 17	0 17	4 6	60 2
46 26	4 23	10 12	1 4
29 23	6 9	5 8	27 28
43 38	7 7	2 0	3 14
31 36	1 18	4 3	8 3

TABLE XXII

CONCENTRATIONAL ASPECTS OF CHILD SUBJECTS WITH
RESPECT TO RADIO LISTENING IN RELATIONSHIP TO
EDUCATIONAL STATUS OF FAMILIES

Educational Status*		Age of Subjects, Months	Sex	Full Attention
Fathers	Class A	30 to 54	Male	91
			Female	71
		54 4 to 78	Male	0
			Female	79
	Class B	30 to 54	Male	95
			Female	100
		54 4 to 78	Male	80
			Female	27
Mothers	Class C	30 to 54	Male	0
			Female	14
		54 4 to 78	Male	0
			Female	100
	Class A	30 to 54	Male	100
			Female	71
		54 4 to 78	Male	0
			Female	0

TABLE XXII -- CONTINUED

Concentrational Aspects			
Less Than Full Attention	Partial Attention	Very Little Attention	No Information
Per Cent of Total			
0	9	0	0
29	0	0	0
0	0	0	0
11	0	0	0
0	5	0	0
0	0	0	0
7	9	4	0
49	19	0	5
0	0	0	0
19	14	53	0
0	0	0	0
0	0	0	0
0	0	0	0
29	0	0	0
0	0	0	0
0	0	0	0

TABLE XXII -- CONTINUED

Educational Status*		Age of Subjects, Months	Sex	Full Attention
Mothers	Class B	30 to 54	Male	90
			Female	37
		54 to 78	Male	80
			Female	80
	Class C	30 to 54	Male	0
			Female	0
Families	Class A	30 to 54	Male	91
			Female	76
		54 to 78	Male	0
			Female	90
	Class B	30 to 54	Male	100
			Female	100
		54 to 78	Male	100
			Female	75
	Class C	30 to 54	Male	0
			Female	14
		54 to 78	Male	76
			Female	0

*For a description of classes of educational status, see pp. 33-34.

TABLE XXI -- CONTINUED

Concentrational Aspects			
Less Than Full Attention	Partial Attention	Very Little Attention	No Information
Per Cent of Total			
0	10	0	0
14	10	39	0
7	9	4	0
15	0	3	2
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	9	0	0
24	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
19	0	3	3
0	0	0	0
19	14	53	0
0	0	0	0
9	11	4	0

Table XXIII presents a summary of the number of television and radio programs viewed and heard according to the age and sex of 56 pre-school children. The data indicate a difference in average number of programs viewed daily and weekly with respect to age and sex of children. There was a slight difference in average number of programs viewed between the males and females of each age group. The outstanding difference appears to be that the older age group viewed more programs daily than the younger age group.

The females of both age groups listened to more radio programs than did the boys. There was, however, no difference between the two age groups in this respect.

From these data it would appear that an average of three programs are viewed on television to one heard on radio. This would indicate that television is very definitely occupying more of the child's time than is radio.

TABLE XXIII

NUMBER OF TELEVISION AND RADIO PROGRAMS VIEWED
AND HEARD IN RELATIONSHIP TO AGE
AND SEX OF CHILD SUBJECTS

Age:	30 to 54 Months		54 ⁺ to 78 Months	
Sex:	Male	Female	Male	Female
Television				
Number of programs viewed:				
Daily	1.7	1.1	4.6	3.0
Weekly	11.9	7.7	32.2	21.0
Radio				
Number of programs heard:				
Daily	0.5	1.3	0.9	1.4
Weekly	3.5	9.1	6.3	9.8

TYPES OF TELEVISION AND RADIO PROGRAMS
SELECTED BY CHILD SUBJECTS

The data pertaining to types of programs viewed and heard by child subjects are found in Tables XXIV, XXV, XXVI, XXVII, and XXVIII.

A scrutiny of Table XXIV gives an overview of types of programs these subjects actually viewed and heard during the course of this work by sex and age of child subjects. There is little difference in the type programs the males and females viewed. The same types of programs were viewed by both age groups; the younger age group viewed more children's programs than did the older age group. However, the older age group viewed children's programs more often than any other types of programs. The older age group had a slightly larger per cent viewing each type of television program except children's programs. Western and musical programs were the next most popular types of programs viewed by these child subjects.

The subjects listening to radio showed a preference for music, comedy and music, news and comedy. There was a slightly different percentage in each sex and age group, but these four types of programs were dominant among all radio programs heard by the child subjects.

The outstanding feature of this table is that television is offering more children's programs and that the subjects participating in this study prefer children's programs above other types.

Tables XXV and XXVI show the types of television and radio programs, respectively, viewed and heard by child subjects according to the occupational status of chief wage earners. In each occupational classification, more child subjects viewed children's programs than other types except the males of the 30 to 54 month age group of the semi-professional and semi-skilled laborer classification groups. These children viewed westerns most often.

With respect to radio listening, the child subjects of each occupational classification heard different types of programs. The subjects whose families were in the professional classification listened predominantly to music; those from families in the semi-professional classification listened to comedy; those from business owner or manager classifications listened to comedy and music; those from families of skilled laborers listened to news; and those from families of semi-skilled laborers listened to suspense, music, and

comedy and music. Therefore, occupational status of the chief wage earner showed a decided difference in the types of radio programs heard. There appears to be no distinct reason for this variation.

Tables XXVII and XXVIII give the types of television and radio programs, respectively, viewed and heard by child subjects according to the educational status of the families. There are no special trends other than the fact that children's programs of television were viewed most often. The only exceptions to the previous statement are to be found in Class C of educational status of fathers, in which females of the 54⁺ to 78 month age group viewed musical programs most often; in Class A of the educational status of families, the females of the 30 to 54 month age group viewed comedy programs most frequently.

In each educational classification for fathers, mothers, and families, subjects shown in Classes A and B heard musical programs most often on the radio. In Class C of the father and family classifications, there was more variety in types of programs heard. In Class C of the fathers' classification, suspense ranked first with news and comedy next in order. There were none in Class

C of the mothers' classification. With respect to the family classification, Class C, comedy and music, and news were the types of programs heard most often.

There was a considerable variety in the types of programs these subjects heard when considered according to educational status. The television viewers, on the other hand, saw mostly children's programs, westerns, and musical programs.

TABLE XXIV

TYPES OF TELEVISION AND RADIO PROGRAMS SELECTED
ACCORDING TO AGE AND SEX OF CHILD SUBJECTS

Types of Programs	Age and Sex of Child Subjects			
	30 to 54 Months		54 4 to 78 Months	
	Male	Female	Male	Female
Television: Per Cent of Total				
Children's programs	39	48	34	35
Western	12	8	15	11
Suspense	7	3	6	5
Comedy	7	9	9	13
Story	5	3	7	6
Music	12	15	7	9
Music and comedy	11	9	13	11
News	3	2	6	6
Quiz	4	3	3	3
Religious	0	0	0	1

T A B L E X X I V -- CONTINUED

Types of Programs	Age and Sex of Child Subjects			
	30 to 54 Months		54 4 to 78 Months	
	Male	Female	Male	Female
Radio: Per Cent of Total				
Children's programs	0	4	2	10
Western	0	11	4	4
Suspense	0	1	2	10
Comedy	16	3	11	27
Story	0	4	3	7
Music	72	24	11	18
Comedy and music	12	25	53	10
News	0	23	14	8
Quiz	0	6	0	4
Religious	0	3	0	2

T A B L E X X V

TYPES OF TELEVISION PROGRAMS VIEWED BY CHILD
SUBJECTS ACCORDING TO OCCUPATION
OF CHIEF WAGE EARNER

Occupational Status	Age of Subjects, Months	Sex		
			Children's Programs	Western
Professional	30 to 54	Male	53	4
		Female	100	0
	54 to 78	Male	34	18
		Female	46	8
Semi-profes- sional	30 to 54	Male	14	21
		Female	0	0
	54 to 78	Male	32	14
		Female	0	0
Business, owner or manager	30 to 54	Male	47	11
		Female	46	9
	54 to 78	Male	28	12
		Female	23	11
Skilled laborer	30 to 54	Male	41	7
		Female	42	8
	54 to 78	Male	47	15
		Female	43	16
Semi-skilled laborer	30 to 54	Male	19	36
		Female	0	0
	54 to 78	Male	0	0
		Female	45	12

TABLE XXV -- CONTINUED

Types of Programs							
Suspense	Comedy	Story	Music	Music and Comedy	News	Quiz	Religious
Per Cent of Total							
4 0	0 0	11 0	7 0	7 0	0 0	14 0	0 0
4 4	10 12	10 3	10 8	8 11	2 3	3 5	1 0
11 0	21 0	11 0	11 0	4 0	0 0	7 0	0 0
2 0	4 0	5 0	14 0	15 0	14 0	0 0	0 0
5 3	2 9	3 9	15 5	13 12	2 2	0 3	2 2
2 8	12 13	7 10	5 11	21 10	3 11	5 3	5 0
9 1	9 10	4 1	10 24	15 8	4 3	1 3	0 0
13 4	9 7	7 2	0 2	3 20	6 2	0 2	0 2
0 0	0 0	0 0	18 0	18 0	0 0	9 0	0 0
0 0	0 18	0 4	0 7	0 8	0 0	0 4	0 2

TABLE XXVI

TYPES OF RADIO PROGRAMS HEARD BY CHILD SUBJECTSACCORDING TO OCCUPATION OF CHIEFWAGE EARNER

Occupational Status	Age of Subjects, Months	Sex		
			Children's Programs	Western
Professional	30 to 54	Male	0	0
		Female	7	7
	54/ to 78	Male	0	0
		Female	10	0
Semi-professional	30 to 54	Male	0	0
		Female	0	0
	54/ to 78	Male	17	17
		Female	5	3
Business, owner or manager	30 to 54	Male	0	0
		Female	15	0
	54/ to 78	Male	0	2
		Female	54	20
Skilled laborer	30 to 54	Male	0	0
		Female	0	16
	54/ to 78	Male	0	0
		Female	0	0
Semi-skilled	30 to 54	Male	0	0
		Female	0	0
	54/ to 78	Male	0	0
		Female	4	2

TABLE XXVI -- CONTINUED

Types of Programs							
Suspense	Comedy	Story	Music	Music and Comedy	News	Quiz	Religious
Per Cent of Total							
0	13	0	80	7	0	0	0
7	7	7	58	7	0	0	0
0	0	0	0	0	0	0	0
0	10	0	30	0	50	0	0
0	23	0	54	23	0	0	0
0	0	0	50	0	0	0	50
0	32	17	0	17	0	0	0
5	54	3	19	8	3	0	0
0	0	0	0	0	0	0	0
0	0	14	7	50	0	14	0
2	8	2	12	57	17	0	0
0	13	0	13	0	0	0	0
0	0	0	0	0	0	0	0
0	2	0	19	16	40	5	2
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
18	15	12	17	17	6	7	2

T A B L E X X V I I

TYPES OF TELEVISION PROGRAMS VIEWED BY CHILD SUBJECTS
ACCORDING TO EDUCATIONAL STATUS OF FAMILIES

Educational Status*	Age of Subjects, Months	Sex			
			Children's Programs	Western	
Fathers	Class A	30 to 54	Male Female	54 100	4 0
		54 to 78	Male Female	34 43	19 32
	Class B	30 to 54	Male Female	33 47	12 9
		54 to 78	Male Female	33 40	13 9
	Class C	30 to 54	Male Female	52 23	17 12
		54 to 78	Male Female	53 17	19 12
	Class A	30 to 54	Male Female	0 0	0 0
		54 to 78	Male Female	0 54	0 23

TABLE XXVII -- CONTINUED

Types of Programs							
Suspense	Comedy	Story	Music	Music and Comedy	News	Quiz	Religious
Per Cent of Total							
3 0	0 0	11 0	7 0	7 0	0 0	14 0	0 0
4 0	10 5	9 5	10 5	8 0	2 11	3 0	1 0
7 3	9 9	5 9	13 4	15 12	3 2	3 3	0 2
6 5	9 15	6 6	7 6	15 12	8 2	3 4	0 1
7 2	3 18	7 2	10 20	3 11	0 5	0 7	0 0
6 6	8 10	6 6	0 18	8 11	0 17	0 2	0 1
0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
0 0	0 23	0 0	0 0	0 0	0 0	0 0	0 0

TABLE XXVII -- CONTINUED

Educational Status*	Age of Subjects, Months	Sex		
			Children's Programs	Western
Mothers Class B	30 to 54	Male	38	12
		Female	36	12
	54 ⁺ to 78	Male	32	17
		Female	37	13
Class C	30 to 54	Male	0	0
		Female	58	4
	54 ⁺ to 78	Male	84	0
		Female	29	4
Families Class A	30 to 54	Male	46	8
		Female	0	17
	54 ⁺ to 78	Male	46	18
		Female	42	9
	Class B 30 to 54	Male	37	10
		Female	72	9
	54 ⁺ to 78	Male	29	15
		Female	35	17
	Class C 30 to 54	Male	40	18
		Female	30	8
	54 ⁺ to 78	Male	53	12
		Female	27	9

*For a description of educational status classifications, see pp. 33-34.

TABLE XXVII -- CONTINUED

Types of Programs							
Suspense	Comedy	Story	Music	Music and Comedy	News	Quiz	Religious
Per Cent of Total							
7 4	7 15	6 5	12 13	12 7	2 4	4 4	0 0
3 4	10 13	8 5	8 6	14 13	5 3	3 5	0 1
0 0	0 4	0 4	0 14	0 11	0 1	0 2	0 1
12 16	4 14	0 0	0 15	0 8	0 13	0 0	0 1
8 0	0 32	0 0	8 17	22 17	8 17	0 0	0 0
17 3	9 14	0 3	0 8	5 11	0 4	5 6	0 0
8 5	10 5	7 7	10 2	10 0	2 0	6 0	0 0
4 11	10 13	8 12	9 0	16 10	6 1	3 1	0 0
3 1	2 14	3 6	18 14	12 16	0 3	2 7	2 1
10 3	7 13	8 6	0 15	4 11	8 12	0 2	0 2

TABLE XXVIII

TYPES OF RADIO PROGRAMS HEARD BY CHILD SUBJECTS
ACCORDING TO EDUCATIONAL STATUS OF FAMILIES

Educational Status*	Age of Subjects, Months	Sex		
			Children's Programs	Western
Father	Class A	30 to 54	Male	0
			Female	7
		54 to 78	Male	0
			Female	11
	Class B	30 to 54	Male	0
			Female	13
		54 to 78	Male	2
			Female	15
	Class C	30 to 54	Male	0
			Female	0
		54 to 78	Male	0
			Female	0
Mother	Class A	30 to 54	Male	0
			Female	7
		54 to 78	Male	0
			Female	0

TABLE XXVIII -- CONTINUED

Types of Programs							
Suspense	Comedy	Story	Music	Music and Comedy	News	Quiz	Religious
Per Cent of Total							
0	18	0	13	9	0	0	0
7	7	7	58	7	0	0	0
0	0	0	0	0	0	0	0
11	21	5	21	5	26	0	0
0	14	0	72	14	0	0	0
0	0	13	13	43	0	13	5
2	11	3	11	52	15	0	0
0	29	5	21	14	5	5	1
0	0	0	0	0	0	0	0
0	2	0	19	16	40	5	2
0	0	0	0	0	0	0	0
50	25	15	5	0	0	0	0
0	8	0	75	17	0	0	0
7	7	7	58	7	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0

TABLE XXVII -- CONTINUED

Educational Status*	Age of Subjects, Months	Sex		
			Children's Programs	Western
Mother Class B	30 to 54	Male	0	0
		Female	3	12
	54 4 to 78	Male	2	4
		Female	11	4
Class C	30 to 54	Male	0	0
		Female	0	0
	54 4 to 78	Male	0	0
		Female	0	0
Families Class A	30 to 54	Male	0	0
		Female	6	6
	54 4 to 78	Male	0	0
		Female	5	3
Class B	30 to 54	Male	0	0
		Female	14	0
	54 4 to 78	Male	17	17
		Female	14	5
Class C	30 to 54	Male	0	0
		Female	0	16
	54 4 to 78	Male	0	2
		Female	0	0

*For a description of the educational status classes, see pp. 33-34.

TABLE XXVIII -- CONTINUED

Types of Programs							
Suspense	Comedy	Story	Music	Music and Comedy	News	Quiz	Religious
Per Cent of Total							
0	19	0	71	10	0	0	0
0	2	3	17	24	29	7	3
2	11	4	11	52	14	0	0
10	28	7	18	10	8	3	1
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0
0	20	0	65	15	0	0	0
6	6	6	58	6	0	0	0
0	0	0	0	0	0	0	0
0	48	0	25	5	17	0	0
0	0	0	100	0	0	0	0
0	0	14	8	50	0	14	0
0	32	17	0	17	0	0	0
15	17	10	15	13	4	5	1
0	0	0	0	0	0	0	0
0	2	0	19	16	40	5	2
2	9	2	12	57	16	0	0
0	0	0	0	0	0	0	0

SPECIFIC TELEVISION AND RADIO PROGRAM
PREFERENCES OF CHILD SUBJECTS

The specific television and radio programs seen and heard by child subjects are presented in Tables XXIX and XXX.

An inspection of Table XXIX discloses the specific television programs viewed most often by the group participating in this study and the programs these children avowed to be their preferences. "Howdy Doody" was the favorite of the largest percentage of the entire group. "Kiddie Karnival" and "Ding Dong School" follow in order of preference. "Howdy Doody," "Westerns," and "Kiddie Karnival" are the programs in their order of stated preference for television programs.

An interesting feature of Table XXIX is that "Howdy Doody" was the specific television program viewed and avowed as the child subjects' favorite television program.

Table XXX denotes the specific preferences as heard and avowed by radio-listening child subjects. The younger males and the older females preferred musical

programs. The females of the younger age group preferred news programs and the males of the older age group preferred the "Early Birds" and "Breakfast Club."

The avowed specific radio preferences were of a large variety. Of the 30 to 54 month age group, 50 per cent avowed no favorite radio program. The older age group had different preferences, none of which predominated.

T A B L E X X I X

SPECIFIC TELEVISION PROGRAM PREFERENCES IN
RELATIONSHIP TO AGE AND SEX OF
CHILD SUBJECTS

Program	Age and Sex of Child Subjects			
	30 to 54 Months		54 ⁺ to 78 Months	
	Males	Females	Males	Females
Per Cent of Total as Determined from Data				
Howdy Doody	26	23	24	22
Kiddie Karnival	17	23	19	16
Party Time	9	7	14	10
Bobby Peters	14	9	10	4
Time for Bennie	3	4	8	10
Kate Smith	0	13	0	12
I Love Lucy	8	4	7	7
Ding Dong School	20	6	7	2
Kitty Playhouse	3	10	4	7
Farm Edition	0	1	7	10

TABLE XXIX -- CONTINUED

Program	Age and Sex of Child Subjects			
	30 to 54 Months		54 ⁺ to 78 Months	
	Males	Females	Males	Females
Per Cent of Total Avowed by Interviewees				
Howdy Doody	37	32	30	33
Roy Rogers	24	0	20	8
Westerns	13	16	30	0
Kiddie Karnival	0	16	0	25
Ding Dong School	13	0	10	8
I Love Lucy	0	0	0	18
Cartoons	13	16	0	0
Bobby Peters	0	16	0	0
Lone Ranger	0	0	10	0
Cartoon Time	0	0	0	8

T A B L E X X X

SPECIFIC RADIO PROGRAM PREFERENCES IN RELATIONSHIP
TO AGE AND SEX OF CHILD SUBJECTS

Program	Age and Sex of Child Subjects			
	30 to 54 Months		54 ⁺ to 78 Months	
	Males	Females	Males	Females
Per Cent of Total as Determined from Data				
Music	76	27	6	20
Early Birds	3	15	25	14
News	0	38	14	3
Beulah	7	0	6	19
Breakfast Club	0	12	25	0
Hill Billy Hit Parade	15	0	3	7
Arthur Godfrey	0	4	21	0
Junior Miss	0	0	0	15
Big John and Sparkie	0	0	0	15
Double or Nothing	0	4	0	7

TABLE XXX -- CONTINUED

Program	Age and Sex of Child Subjects			
	30 to 54 Months		54 4 to 78 Months	
	Males	Females	Males	Females
Per Cent of Total Avowed by Interviewees				
Let's Pretend	0	25	25	17
Archie Andrews	0	25	0	17
Music	33	0	0	0
Gene Autry	17	0	0	17
Tarzan	0	0	25	0
Arthur Godfrey	0	0	25	0
Mr. and Mrs. North	0	0	0	17
Beulah	0	0	0	16
Father Knows Best	0	0	0	16
No favorite program	50	50	25	0

OTHER OBSERVATIONS DERIVED FROM INFORMATION
GATHERED FROM SUPPLEMENTARY
DATA SHEETS

The data reveal several additional points of interest concerning selection of programs, remarks made by subjects during programs, and later references to programs.

In selecting television programs, 55 per cent of the child subjects selected their own programs; mothers selected programs in 13 per cent of the cases. The females of both age groups selected their own programs more often than the males of each age group.

On the other hand, radio programs were selected more often by the mothers (34 per cent of the programs were selected by mothers); 26 per cent were selected by the child subjects. The results are just the opposite for television than for radio, the child subjects predominantly selecting their own programs for television and mothers selecting the programs for radio.

Data concerning the remarks of child subjects during television and radio programs were similar. In

70 per cent of the instances, the child subjects made no remarks during the television programs; 27 per cent remarked about the programs. About 56 per cent made no remarks concerning radio programs; 38 per cent commented on radio programs. Results concerning these media are similar in that the majority of subjects in each case offered no remarks.

Pertaining to references child subjects were known to make concerning television and radio programs, child subjects in general made no references to past programs in terms of their artistic content. In conversation with parents, the advertisements were the usual form of reference made to past programs (mainly television programs). Many products that were advertised would "show up" in mother's market basket, if the children were present during the shopping tour. There was a definite carry over from advertising to purchasing products advertised for this group of pre-school children.

S U M M A R Y

The study covered in this report deals with the impact which radio and television exert on the lives of pre-school children.

The children selected for this study were 35 of those enrolled in the Nursery School and 15 of those enrolled at the Kindergarten of the Texas State College for Women. Also included in this study were six children enrolled in the Craft Play School, Denton, Texas. A total of 56 children, therefore, were studied.

The survey method was used in making this study. Arrangements were made with each mother by telephone; she was asked to permit her youngster to participate in the survey. Later, again by telephone, an appointment was made to visit the home of each child included in the survey. These home visits were begun on Friday, February 20, and ended Friday, February 27, 1953.

Family information was gathered by the investigator during the home visits. A folder was given to the

mother, containing the radio and the television-radio check sheets. The child's name, the day, and the date were written on each separate page for the two-week study. Extra check sheets were available in the folder in the event that they might be needed. Necessary explanations for completing these check sheets were given to the mothers.

The check sheets were kept from Monday, March 2, to Sunday, March 8, 1953—the first week. The second week of the survey began Monday, March 23, and ended on Sunday, March 29, 1953.

The majority of the families, 39 in number, were those with the fathers working and the mothers serving as homemakers. In 13 families, both parents were employed; in six families, the father worked and the mother was a part-time student.

In summarizing the family educational status of the children participating in this study, the great majority of the parents were college graduates, or had had some college training. The group, therefore, was of superior status to the population as a whole with respect to family education.

The data revealed several outstanding features pertaining to television viewing and radio listening with respect to these pre-school children. About four times as much attention was given television as radio in this instance. The males of the older age group averaged two hours 19 minutes daily viewing television; the females of the same age group averaged one hour 33 minutes daily viewing television. The younger age group average 38 minutes daily viewing television. The child subjects averaged 30 minutes daily listening to radio.

In general, these child subjects viewed television in the late afternoon and listened to the radio in the early morning and early evening hours.

The concentrational aspects of child subjects showed that 40 per cent of those viewing television gave full attention to programs, as compared to 74 per cent of the child subjects who gave full attention to radio.

From these data it appears that an average of three programs are viewed on television to one heard on radio.

The types of television programs viewed by the subjects in order of preference were: children's programs,

"westerns," and musical programs. The subjects listening to radio preferred musical programs, comedy and music programs, news, and comedy programs.

The favorite television programs as tabulated from check sheets revealed "Howdy Doody," "Kiddie Karnival," and "Ding Dong School" as first, second, and third choices, respectively. "Howdy Doody," "westerns," and "Kiddie Karnival" were avowed favorites at the time of interview.

The favorite radio programs of these subjects as indicated by the data, in order of preference, were: music, news, "Early Birds," and "Breakfast Club." The younger age group avowed no favorite radio programs; the older age group had different preferences, none of which predominated.

In selecting television programs, 55 per cent of the child subjects selected their own programs; on the other hand, 33 per cent of the radio programs were selected by the mothers.

The majority of the subjects participating made no remarks during the television and radio programs.

The child subjects, generally speaking, made no references to past television or radio programs.

In no case were there distinct correlations between viewing and listening time, time of day of viewing and listening, concentrational aspects, types of programs viewed and heard, and specific program preferences in relationship to occupational or educational status of family members.

B I B L I O G R A P H Y

- (1) Barclay, D., Calmer Attitudes Toward Television, New York Times Magazine, page 50 (November 2, 1952).
- (2) Bernbaum, Eliot, T. V. Programs Worthy of Our Children, American Teacher, Volume 35, pages 6-7 (March, 1951).
- (3) Chester, Giraud, and Garrison, Garnet R., Radio and Television, New York, Appleton-Century-Crofts, Inc., page 5 (1950).
- (4) Christian Century Editorial, Parents Revolt Against T. V., The Christian Century, Volume 70, pages 36-37 (January 14, 1953).
- (5) Curtin, John T., Television Interest and Viewing Habits of High School Students, Master's Thesis, Department of Education, University of Detroit Library (1952).
- (6) Emanuel, Vera, and Green, Sidney, Are We Making Gunmen of Our Children? Parents' Magazine, Volume 27, pages 48-50 (May, 1952).
- (7) Koch, Mrs. Melvin C., What Do Children Want in Radio?, Education Digest, Volume 17, pages 43-44 (October, 1951).
- (8) King, Margaret Aleene, A Survey of Homemakers' Opinion on the Effect of Television on Family Living, Master's Thesis, Graduate Division, Department of Home Economics, Texas State College for Women (1951).
- (9) Krudys, Jennie Martha, Some Aspects of the Social Impact of Television on the Family, Master's Thesis, Graduate Division, Department of Sociology, Texas State College for Women (1952).

- (10) Marshall, Jane, and Frazier, Louise, The Homemaker's View of T. V., Practical Home Economics, Volume 31, pages 14-15 (October, 1952).
- (11) Rutland, Martha Elizabeth, Use of Movies and Radio by Nursery School Children, Master's Thesis, Graduate Division, Department of Home Economics, Texas State College for Women (June, 1952).
- (12) Shayon, Robert Lewis, Television and Our Children, New York, Longmans, Green and Company, pages 20-21 (1951).
- (13) Ibid., page 22.
- (14) Ibid., page 23.
- (15) Stutman, Rachel, Mental Measurement of Preschool Children, New York, World Book Company, page 144 (1931).
- (16) Witty, Paul, Children's Interest in Comics, Radio, Motion Pictures, and T. V., Educational Administration and Supervision, Volume 38, pages 138-147 (March, 1952)
- (17) Witty, Paul, Children's Reaction to T. V. - A Third Report, Elementary English, Volume 29, pages 469-473 (December, 1952).
- (18) Witty, Paul, Two Studies of Children's Interest in T. V., Elementary English, Volume 29, pages 251-257 (May, 1952).
- (19) Witty, Paul, and Bricker, Emory, Your Child and T. V., Parents' Magazine, pages 36-37, 74, 76, 78 (December, 1952).