BLACKS EXAMINE THEIR TELEVISION IMAGES

BY

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THESIS

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The Master of Arts Degree proved to be a rugged pursuit for a wife and mother working as a professional in a major American corporation.

The graduate coursework was manageable. I worked part-time and my daughter wasn't born until one year after I completed 30 of the 36 hours of study. To accomplish the Master's Thesis, however, proved to be a laborious task.

I am unable to requite the spurring of my family members and friends. Lest the gravity of their role ever go unknown, I gratefully rise to the occasion of permanently recording my sincere and humble appreciation to them. They made the feat possible. They made it worthwhile.

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Chapter I

Introduction

Man was pulled out of the Middle Ages and plunged into the Renaissance with the invention of printing. Similarly, the emergence of commercial television in 1945 profoundly transformed mankind. Even today its pervasive influence has not been measured.

Garland (1974) provided interesting statistics regarding the spread of television in America. He estimated the number of television stations in this country at 850. He noted that of the 60 million U.S. homes, more than 95 percent had televisions. Indeed, 25 percent of those homes, had two or more televisions.

Garland reported that during television prime time (6:00 to 11:00 p.m.) approximately half of the U.S. population is seated before television sets absorbing a multitude of media messages. Another interesting fact uncovered by Garland is that by the time a child enters school, he had already spent more hours watching television than he will spend earning a college degree.

Like radio, television bypasses literacy and thereby became a true medium of the masses. Because television requires no scholastic or socio-economic accomplishments for its enjoy-
ment, Fife (1974) observed that "from its inception, television spread more quickly to the poor and illiterate (largely black) than to the middle class (largely white)."

Black Americans were especially captivated by television. Researchers have reasoned that one aspect of television's appeal to black Americans is due to the fact that television sheltered them from the humiliating experience of segregation that was intrinsic to most external social activity in which blacks engaged before the Black Power Movement of the 1960's.

The work of Allen (1968) pioneered a succession of studies exploring differences in mass media consumption among black and white Americans. Allen found that the Pittsburg ghetto blacks' heavy use of television for evening news practically served as their only source of current events information. The 100 blacks under study were welfare recipients; however, Allen found that only 5 percent of his sample did not own a television. In fact, 58 percent of his sample had at least one television and 42 percent had two or more television sets.

These findings were confirmed by Greenberg and Dervin (1970). These investigators documented blacks' greater use of television and whites' greater dependence on newspapers for keeping abreast of current events.

A more recent investigation of television use among black and white Americans revealed new and surprising evidence.
Bogart (1972) reported the findings of a 1970 survey of 15,322 people throughout the U.S. in which blacks constituted 90 percent of the non-white sample. These findings revealed that blacks in higher income brackets watched more prime time television than comparable white or low income blacks. It should be noted that this new evidence conflicted with the findings of earlier studies which generally reported that as income and education increased, television viewing decreased. Bogart, however, determined that black women with high incomes were unusually heavy television viewers, and their behavior produced the surprising imbalance in the evidence.

Another interesting finding reported by Bogart was that while blacks viewed slightly less prime time television than whites, they were heavier daytime and fringe time viewers. Thus, overall television exposure time for blacks is significantly higher than for whites.

Research consistently indicates that television programming is a highly consumed commodity in American culture. The reason for its strong appeal, however, is not as straightforward as the figures presented as evidence.

Katz (1973) reviewed and evaluated the "unrefined" body of knowledge concerning the uses and gratifications of the television medium. He intimated that a number of "incomplete
theories and assumptions" related to television viewing have been compiled over the years by a varied corps of persons interested in mass media consumption.

These investigators have come to view audiences as active, goal-directed aggregates that are motivated to watch television because of certain expectations. Since television competes with other sources of gratification, researchers, according to Katz, have attempted to ascertain why or when individuals choose the television medium for need satisfaction over the other available alternatives. The resultant body of survey information reveals that audiences can be gratified by: (a) mass media content, (b) exposure to a specific mass medium or, (c) social context of the exposure.

Katz also reported that researchers have determined that certain mass media (i.e., newspapers, books, radio, films, television) more adequately provide various need gratifications than others. Haas (1973), for example, surveyed Israeli usage of the mass media and found that book reading satisfied needs related to cultivation of the inner self while films and television primarily satisfied the need to experience pleasure. Newspaper exposure, on the other hand, was found to satisfy security and stability needs. Haas therefore concluded that people attend media to satisfy social as well as psychological needs.
Despite the black American's love affair with television, during the 1940s and much of the 1950s, blacks were almost invisible on American household screens. At one time during the 1950s, however, there were as many as ten all-black regular television shows, one of which was broadcast in the South.

The very first black television series permitted to enter American homes was a situation comedy called "Beulah" which starred Ethel Waters as a maid working for a white family. This series ran from 1950 to 1953 without much reaction from either black or white Americans. The same year this show disappeared from television, CBS aired "Amos n' Andy" despite protests from the NAACP that it presented a stereotypic view of black life.

This era of popularity for blacks in television was short-lived and rapidly collapsed as complaints from white viewers reached television programmers, according to Fife (1974). The only exception Fife noted was that "Amos n' Andy" persisted until 1966 when pressure from the Black Protest Movement compelled CBS from syndicating the program or selling it abroad.

For more than five years, except for Rochester on the "Jack Benny Show", blacks were an invisible group. Their absence from television was documented by Maloney (1970) who analyzed the three major networks' programming and found that
blacks were shown on television at a rate of one every two and a half hours. Most of these appearances, moreover, lasted less than three minutes and in half the appearances; blacks were shown either singing or dancing.

Another survey performed in 1962 by the Committee on Integration of the New York Society for Ethical Culture was reported by Fife (1974). The investigators recorded the television appearances of blacks during prime time for two consecutive weeks. Findings revealed that of the 398 half-hour units of television observed, blacks were absent from 309 units. Of the 89 units which did show blacks, 27 units featured them as singers, dancers, or musicians.

The happy/singing/dancing/grinning Negro was an image created earlier by the film industry. When television producers decided, in the late 1950s, to take another chance with blacks, they extended this 'Jazz Man' stereotype which had been promoted for years by Al Jolsen. During the television popularity of this stereotype, blacks primarily appeared as guests on such variety entertainment shows as Arthur Godfrey, Ed Sullivan, and Merv Griffin, according to Colle (1968).

The first black variety entertainment show for television was a 15-minute summer replacement network offering which featured Nat King Cole. On November 5, 1956 the show was aired opposite the highly popular "$64,000 Question".
Despite such fierce competition, it was carried by 77 television stations and enjoyed popularity. However, Colle reports that the reluctance and eventual refusal of white advertisers to sponsor the show brought its demise in December 1957. To sustain this 'blackout', Colle reports that a group called Monitor South was formed in 1961 to encourage citizens to use economic sanctions against sponsors of network programs showing blacks.

Although the suave, cool Nat King Cole significantly diluted the 'Jazz Man' era of blacks in television, it was not until the 1960s that the black image entered a new era in television's delicate social experiment. The intense pressure exerted by the Black Protest Movement of the 1960s provided the impetus for this change.

In 1963 Ossie Davis was shown as a policeman on "Car 54 Where Are You", a comedy. Another major breakthrough came in 1965 when Bill Cosby co-starred in "I Spy", a drama starring Robert Culp. Bill Cosby's success as a "second banana" on this series (he won an Emmy three consecutive years for best supporting actor) prompted networks to begin featuring blacks in a number of new shows as the principal "helpers" of the white heroes starring in these shows.

The "second banana" era of television for blacks introduced such personalities as Clarence Williams, III of "Mod Squad,"
Gregg Morris of "Mission Impossible", Nichelle Rhodes of "Daktari", and Ivan Dixon of "Hogan's Heroes". As secondary characters, these blacks were never fully developed as separate characters possessing their own likes, dislikes, strivings, and goals. Their sole "raison d'etre", reported Peters (1968), "was for the benefit of the white people in the story." Blacks, nevertheless, achieved their greatest television visibility during this era, but it began to fade in the late 1960s.

By 1968 a "black show" called "Julia" hailed the beginning of another television era for blacks. Diahann Carol became the third black female in television history to star in a television comedy. She played a widowed nurse left with an amiable young son to raise. Black critics objected to the show's romanticized portrayal of black life -- a life that they charged involved serious bouts against racial and socio-economic injustice completely ignored in the series. One black author, Fife (1974), wrote concerning the absurdity of the central theme of the show:

"Here was a woman with a highly accepted job, a great wardrobe, and uncommon good looks, following a happy, pleasant life in middle class, integrated America . . . . The program was simply another bit of fluffy TV viewing, more in the tradition of Doris Day than Ralph Bunche."

Blacks also criticized the show because of the absence of a male head of the family which Fife charged served to limit the scope of social examination afforded by the series. Black author, Bond (1975), added another dimension to this
charge, stating that the show perpetuated "the myth of the black matriarchy served up on a sociological platter by Daniel Patrick Moynihan."

At any rate, programs like "Julia", "That's My Momma", "Good Times", "Flip Wilson", and "Sanford and Son" provided program fare for a television era in which blacks were undeniably in vogue. Almost any time Americans tuned in to television, they could be assured of seeing a black face. However, the crucial truth of the matter, wrote Fife (1974), was that the television images of these blacks fell dramatically short of "what blacks visualized when the Kerner Commission called for more positive images in the media."

Significance of the Study

The era of black vogue in television presented unusual problems to the white executive responsible for casting blacks in television roles. Maloney (1968) discussed this dilemma:

"Characterizing TV blacks will not be easy. The alternatives seem to be three in number: you can resort to the old, happy-in-blackface stereotypes, and revive 'Amos n' Andy'; you can cast blacks in essentially white roles and white stories, playing marginally with the fact that they have problems which are not shared by most whites; or you can abandon the ready-made characters and familiar stories, and try to develop quite novel and original ones.

"The first alternative is unthinkable in 1968, and probably won't be adopted . . . . The third calls for a sort of originality and creativity which is rare in any mass medium. . . . This leaves the second
alternative -- the one toward which TV writers and producers have already gravitated.

"Whether whites or blacks will be prepared to tolerate the black-in-whiteface sort of character and story ... is hard to predict."

The 1968-69 season of television offered 14 prime time network shows which starred or co-starred blacks. Dominick and Greenberg (1970) analyzed the television content available to Lansing, Michigan residents for three seasons of network programming -- 1967, 1968 and 1969. Each television network was watched for 45.5 hours for differences in roles portrayed by blacks and whites during daytime and prime time television.

The investigators found little change over the three year period in the number of blacks appearing on daytime dramas which totalled one character per drama. For prime time dramas, the number of blacks significantly rose from 1967 to 1968, but remained unchanged for 1969. For daytime shows, 7 percent of the characters were black in 1967 and for the other two seasons black representation leveled at 10 percent. In 1967, 63 percent of the black roles were coded as major ones. However, in 1968, the number of blacks in major roles declined to 45 percent, and by 1969 only 20 percent of the blacks on television played major roles. Moreover, the number of black background roles in 1969 multiplied the 1968 total by seven. During all three seasons, black male characters outnumbered black female portrayals 2:1. Black vogue in television was undergoing a major decline,
and perhaps a permanent one.

Further analysis revealed that during prime time, a significant number of blacks were portrayed in subordinate relationships vis a vis whites when compared with daytime portrayals. In addition, prime time blacks were three times more likely to take orders from whites than daytime black characters. Another interesting finding was that blacks were most often shown with whites or with members of both races rather than with members of their race alone.

Dominick and Greenberg (1970) determined that the two jobs most often held by blacks during prime time in 1967 were related to the military or law enforcement, with the latter role becoming the principle one portrayed by blacks in 1968 and 1969. (In 1968 the second most popular role for blacks was cowboys and in 1969 education-related occupations ranked second). Interestingly, cowboys, rated second in 1968 were replaced by positions in the field of education in 1969. The investigators also noted that data for the 1967 and 1968 seasons revealed that most blacks "wore 'white' clothes and used 'white' language".

A cursory examination of subsequent research literature addressing black television character portrayals confirm the Bradley and Greenberg findings. Seggar (197[)], for example, analyzed the occupational differences between white and
minority television personalities. He found that white males on television enjoyed higher occupational status than black men in portrayals lasting less than 3 minutes, and that black women held the highest occupational status when compared to white women for portrayals longer than 3 minutes. While occupational distortion was found to exist for all races (when compared to actual census data), blacks and Chicanos were especially misrepresented in the world of work on television. Over 50 percent of the blacks and Chicanos were shown in only five different occupations, the majority of which were service jobs.

Northcott (1971) surveyed the television occupations of blacks and women in 1971 and compared them to similar portrayals in 1973. The findings for portrayals lasting 3 minutes or longer revealed that in 1971, blacks, relative to whites, appeared more often in higher status professions. However, in 1973, while the status of white males remained stable, the percentage of black professionals dropped from 37.5 in 1971 (compared to 30.0 percent for whites) to 6.7 in 1973 (compared to 24.2 percent for whites). On the other hand, the percentage of blacks in service jobs rose from 12.5 in 1971 (compared to 28.7 percent for whites) to a whopping 64.4 in 1973 (compared to 30.8 percent for whites).

Another interesting finding was that the white to black
ratio in television programming jumped from 10:1 in 1971 to 16:1 in 1973. For females, this imbalance was especially pronounced when it catapulted to 25:1 in 1973 from a reasonable 5:1 in 1971.

These findings demonstrated the declining popularity of blacks in television; blacks were being supplanted by white females. This was television's reaction to the growing Women's Liberation Movement; thus, the era of black vogue in television demonstratively came to a close. Northcott (1971) therefore concluded that these data supported charges of tokenism being voiced more frequently by black audiences.

Hinton (1973) explored charges made by the Black Congressional Caucus in a position paper on the mass media that the "social progress of blacks and other minorities was being hindered by the manner in which minorities are portrayed on television." Hinton observed 50 percent of the network programming universe (for comedy and drama shows) during February and March of 1973 between the hours of 5:00 and 11:00 p.m. daily for six weeks. He rated black and white characters on six variables: (a) role significance (operationalized as the amount of screen time allotted the character); (b) industrious (involvement in legitimate activity); (c) competence; (d) attractiveness (physical appearance and personality); (e) hostility; (f) morality (illegal or
immoral acts); and dominance. The findings demonstrated that:

1. Blacks were shown significantly more often than whites in minor roles.

2. Whites were significantly more often than blacks portrayed as hostile and immoral.

3. Blacks tended to be portrayed more often than whites in subordinate roles.

The investigators concluded that the last finding was the only one lending support to "negative stereotyping" while the Black Congressional Caucus charge of "tokenism" was substantiated by the first finding.

A similar study by Donagher (1975) explored the transmission of traditional stereotypic values via television programs aired during prime time between May 29 and July 9, 1974 in which at least one black character was a regular in the series. The behavior of 60 television characters -- 42 whites (29 males and 13 females) and 18 blacks (11 males and 7 females) -- was judged on eight variables with the following results:

1. Aggression - white males were significantly more often shown as the most aggressive of the four groups.

2. Altruism - black males tended to display more helping and sharing gestures than black females; opposite role portrayals were found for white males and females.

3. Control of Aggressive Impulses - no significant
group differences were found.

4. Delay of Gratification/Task Persistence - males were portrayed to possess this quality more significantly than females.

5. Explaining Feelings of Self or Others - blacks engaged in this behavior significantly more often than whites, with black females explaining feelings significantly more than any other group.

6. Reparation for Bad Behavior - black males demonstrated this behavior significantly more than black females while the reverse was true for white males and females.

7. Resistance to Temptation - females significantly outnumbered males in portrayal of this behavior.

8. Sympathy - no significant differences were found among the four groups.

The researchers composite images of the four primary television figures tended to support the charges of the Congressional Black Caucus in that:

1. The white male is portrayed as a "powerful, forceful, rule-breaking, independent; and rather callous individual."

2. The black male, by contrast, is portrayed as a more helpful, cooperative "good guy" who more often than any other group makes up for any wrong doings on his part. While the black male is portrayed as persistent in tasks and capable of delaying gratification, his altruism and lack of aggression
"conspire toward a picture of a person who is neither forceful nor powerful in the traditional ways of our society."

3. The white female is shown as a "virtuous gatekeeper of societal rules . . . and as lacking in the necessary persistence to accomplish a task."

4. The black female is typecast somewhat similarly to the white female, but not nearly as above reproach; however, "the most outstanding aspect of her action is the high frequency with which she uses explanations of feelings and actions in the attempt to increase understanding in others, resolve strife, or reassure others."

Problem

Despite the negative television roles and unfavorable images television has promoted of blacks almost since the inclusion of blacks in television programming, black audiences have been avid consumers of these presumably insulting messages.

The present investigation sought to determine how blacks perceive current television programs featuring black performers and why they watch these black shows (operationalized as a network series in which at least one black stars or co-stars each week).
Chapter II
Procedures

Research Questions

Television's acceptance as a favorite American past-time is evident in the national television ratings performed by A.C. Nielsen at least four times every year. This service measures public response to network television programming. The shows are ranked as a result of these ratings, and very often the lowest rated shows are taken off the air by the major networks. Obviously, careful programming decisions are crucial for the financial well-being of television producers.

During the 1960 decade, national networks began offering the American public "black television programs" (operationalized as a network series in which at least one black stars or co-stars each week). Five of the six black television shows investigated in the current research effort have attracted above average national ratings and as a result have held prime time slots over the last few years. These shows are:

1. Benson
2. The Jeffersons
3. Different Strokes
4. Sanford and Son
5. Tenspeed and Brownshoe

The remaining black television show, "Palmerstown, U.S.A.,"
represented a new network offering that departed from the typical humorous objective, and rather addressed more serious socio-economic aspects of black life in the American south during the first quarter of the 20th century. Unfortunately, this television show was cancelled in the Central Florida region during the time span of this survey because of low ratings.

This occurrence is of special consequence to this research because it squarely asks blacks the question: "Why did a more serious undertaking of black life result in failure when black television viewers claim, throughout the literature, and even in this research, they desire more serious programs?" On the other hand, the fate of "Palmerstown, U.S.A.," may substantiate the charge of many black television critics that the only black shows kept on the air are those with large white audiences that enjoy the comedic behaviors exhibited by black television characters, but find more serious exposes of black life unappealing.

While it, perhaps, may have been fitting to research the motivations of both black and white audiences to determine any differences, it was reasoned that a close examination of the motivations of black television audiences and their reactions to black programs would be most useful to the scientific community. Based on such a conceptualization of this research effort, the five research questions below were formulated:

1. What motivates blacks to watch television programs which regularly star or co-star blacks (i.e. black television
2. What social or psychological needs are satisfied in blacks who regularly watch black television programs?

3. What do blacks generally think about black television programs?

4. How do blacks perceive black television characters?

5. Do blacks regard the content of the black television shows as authentic representations of real black life?

Development of the Research Questions and Survey Application

The research questions were further expanded in the questionnaire developed to elicit answers to the five questions (see Appendix A).

Research Question 1 was explored by Survey Questions 7, 8, 9, 10, and 28. Research Question 2 was explored by Survey Questions 11, 12, 13, 14, 15, and 16. Research Question 3 was addressed by Survey Questions 3, 4, 5, 6, 20, and 21. Research Question 4 was addressed by Survey Questions 17, 18, 19, 25, and 26. Research Question 5 was investigated by Survey Questions 22, 23, 24, and 27. Survey Questions 1 and 2 were general interest type questions included to better interpret the results of the study. Similarly, Survey Questions 29a, 29b, 29c, and 29d elicited demographic data to help categorize the results of the study.
Subject Selection

The majority of college subjects were obtained by approaching potential respondents individually or as a group and asking them to complete the questionnaire. The standard monologue was:

"Hi. I'm doing a survey of people's preferences for various television programs. Would you like to fill out a questionnaire for me? It will take about 15 minutes of your time to check off the answers to the questions."

The high school subjects were cluster sampled by school teachers in Orange County who agreed to support this research after hearing an explanation similar to the monologue above. These teachers were given a total of 100 questionnaires, and they administered them to students in their classes until all 100 were completed.

Another 50 respondents were solicited by mail. All questionnaires had the paragraph below stapled to the top of it to provide general instructions to respondents:

"Thank you for taking part in this survey of people's preferences for various television programs. Please answer each question by checking the answer that most honestly describes how you feel. Be sure to complete each part of the last question when you get to it so that your answers to the survey can be properly categorized."

Respondents were divided into three groups: 100 high school students, 100 college students, and 100 adults. The high school students attended the largely black Jones High School in Orlando, Florida. The college students were randomly chosen from Valencia Community College/West Campus in Orlando, Florida, from Seminole Community College in Sanford, Florida, and from the University
of Central Florida in Orlando, Florida. The adult sample was composed of Orlando, Florida residents living in or near the Washington Shores community, a primarily black residential area. Other adults were Sanford, Florida residents and the 50 persons contacted by mail were members of the Orlando Alumnae Chapter of Delta Sigma Theta Sorority, Inc., the largest black sorority in the country. These latter adults held varied professional positions.

Methodology

All face-to-face contact for collection of the survey data was completed in one week beginning on April 21, 1980 and ending April 26, 1980.

On Monday, April 21, 1980 between 9:00 a.m. and 12:00 noon, surveys were distributed to students on the Valencia Community College/West Campus located in Orlando. This time had been pre-arranged with one of the black college counselors, Mr. Ernest Niblack. Mr. Niblack arranged with school officials to set up a table adjacent to one being used by a University of Central Florida recruiter. The table was situated in the rotunda (the lobby area of a building that housed counselors, the vocational resource center, and other student service type offices). A sign with words "TV SURVEY" was posted on the table being used for data collection. Any black student who approached the recruiting or survey table received the standard monologue to interest them in
completing the questionnaire. In addition, two solicitors stood by to approach black students entering the rotunda area who may not have approached the survey table. In each instance, the same monologue was used.

Later on Monday, April 21, 1980 between 1:00 and 4:00 p.m., a table was set up in the Village Center area of the University of Central Florida in Orlando. Only one solicitor collected survey data by posting a sign with the words "TV SURVEY" on the table. Any black student who approached the table was asked, using the standard monologue, to complete the questionnaires.

On Tuesday, April 22, 1980, Mr. Lonnie Thomas, the black Director of Admissions at Seminole Community College was contacted to help get black students who were between classes to complete the questionnaires. The same prepared monologue was recited to interest students in the survey between the hours of 8:30 a.m. and 12:00 noon.

The adult sample was contacted via the following black business establishments:

1. Dr. Willie B. Sherman, Jr., 217 S. Oak Avenue, Sanford
2. Dr. Willie B. Sherman, Jr., Washington Shores Shopping Center, 3500 Block of Columbia Road, Orlando, Florida
3. Platter Shack, Washington Shores Shopping Center, 3500 Columbia Road, Orlando, Florida
4. Professional Barber Shop, Washington Shores Shopping Center, Orlando, Florida
5. Ruby's Religious Store, Washington Shores Shopping Center, Orlando, Florida
6. Young Blacks in Action, Washington Shores Shopping Center, Orlando, Florida
The surveys were placed in each of these shops and the shopkeepers were instructed to interest their customers in completing the questionnaires by reciting to them a prepared monologue. On Saturday, April 26, 1980, the shopkeepers were asked to return completed surveys to Dr. Willie B. Sherman, Jr. or Ms. Sheila King before 12:00 noon at the Washington Shores Shopping Center.

On Thursday, April 24 and Friday, April 25, 1980, Mrs. Barbara Rogers, a counselor and instructor at Jones High School in Orlando, Florida administered the survey to classes of tenth, eleventh, and twelfth grade students. She too addressed the assembled groups by reciting the standard monologue. The complete questionnaires were returned on Friday evening, April 25, 1980 to the investigator.

After counting the number of survey respondents in the adult sample, it was found that the adult sample did not closely approach the needed number of 100. Consequently, on Sunday, April 27, 1980, 50 more surveys were mailed to members of the Orlando Alumnae Chapter of Delta Sigma Theta Sorority, Inc. All sorority members resided in the Orlando area. The same general instruction page was stapled to the top of the questionnaires and the respondents were asked to return the completed surveys to the investigator promptly.
Questionnaire

A replica of the questionnaire used for this survey is provided in the appendix. It was typed on an IBM selectric typewriter and legal size sheets were used. The questionnaire totaled four pages.
Chapter III

Results

Data from a total of 298 questionnaires were tabulated and analyzed for this survey. A University of Vermont Statistical Package for the Social Sciences Harris/Vulcan, O6A, Version H, Release 8.0) computer program was used for the statistical analyses deemed appropriate to this study. The data were analyzed by the University of Central Florida Computer Center. The computer analyses compared the answers of each survey respondent to the demographic characteristics of the survey population.

Demographic Characteristics

Sex of the Subjects. The variable of sex was not a strictly controlled variable due to the types of data gathering techniques employed for this research. Nevertheless, the stratification of male versus female proved reasonably distributed with 129 males and 171 females (Table 1).
Table 1
Sex of Respondents

<table>
<thead>
<tr>
<th>Sex</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>129</td>
<td>43.3</td>
</tr>
<tr>
<td>Female</td>
<td>171</td>
<td>56.7</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Data from high school subjects were obtained using the technique of cluster sampling. The high school sample totalled 118 students with 57 males and 61 females (Table 2).

Although data were obtained for the college and adult samples by the incidental method, again, the stratification of males and females within these groups proved reasonable. The college sample totalled 113 students with 51 males and 62 females who responded to the questionnaire (Table 2). Analysis of the adult sample revealed that it was primarily composed of three education groups: dropouts, high school graduates, and college graduates. Thus, an examination of Table 2 reveals that adults totaled 68, with 30 males and 48 females.
Table 2
Sex of Respondents by Education Level

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Males</th>
<th>Females</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropouts</td>
<td>2</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>High School Students</td>
<td>57</td>
<td>61</td>
<td>118</td>
</tr>
<tr>
<td>High School Graduates</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>College Students</td>
<td>51</td>
<td>62</td>
<td>113</td>
</tr>
<tr>
<td>College Graduates</td>
<td>15</td>
<td>28</td>
<td>42</td>
</tr>
<tr>
<td>Totals</td>
<td>129</td>
<td>171</td>
<td>299</td>
</tr>
</tbody>
</table>

Age of the Subjects. Six separate age categories were provided on the questionnaire for selection by the subjects. Analysis of the data collected (Table 3) shows that 24% of the subjects were under 28 years of age; 30% were between 18 and 21 years of age; 23% were between 22 and 30 years of age; 18% were between 31 and 45 years of age; 5% were between 46 and 60 years of age; and 0.3% on the subjects fell in the over 60 age category. For computer analysis on the questionnaire the latter three age categories were combined into one category of over 30 years of age which represents 23% of the respondents.
Education of the Subjects. The education levels of the subjects were stratified as follows on the questionnaire: dropout, high school graduate, high school student with four subcategories (first, second, third, or fourth year) and college graduates (Table 4). These 10 categories were collapsed for data analysis into the following five broad categories: 1) dropout; 2) high school graduate; 3) high school student; 4) college students, and 5) college graduate. With this stratification 8% of the respondents were high school dropouts, 4% were high school graduates, 37% were high school students, 36% were college students, and 14% were college graduates. These percentages were derived by adding the percentage of 10th, 11th, and 12th grade respondents and summing the percentages of first, second, third and fourth year college students.

General Information

Responses to Survey Question 1 - "How many televisions do you have in your home that work?" - are shown in Table 5. Subjects (37.9%) most frequently report that they have two televisions in their homes that work. A substantial portion of subjects 35.9% responded that they had three or more televisions. Less than 1.0% of subjects reported they did not have a television.
Table 3
Age of Respondents

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>71</td>
<td>24</td>
</tr>
<tr>
<td>18-21</td>
<td>91</td>
<td>30</td>
</tr>
<tr>
<td>22-30</td>
<td>68</td>
<td>23</td>
</tr>
<tr>
<td>*31-45</td>
<td>53</td>
<td>18</td>
</tr>
<tr>
<td>*46-60</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>*Over 60</td>
<td>2</td>
<td>0.3</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td></td>
</tr>
</tbody>
</table>

*Over 30
<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduate</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>High School Dropout</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>High School Student</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10th Grade Student</td>
<td>33</td>
<td>10</td>
</tr>
<tr>
<td>11th Grade Student</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>12th Grade Student</td>
<td>66</td>
<td>21</td>
</tr>
<tr>
<td>College Student</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st Year Student</td>
<td>45</td>
<td>14</td>
</tr>
<tr>
<td>2nd Year Student</td>
<td>38</td>
<td>12</td>
</tr>
<tr>
<td>3rd Year Student</td>
<td>22</td>
<td>7</td>
</tr>
<tr>
<td>4th Year Student</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>College Graduate</td>
<td>42</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td></td>
</tr>
</tbody>
</table>
Table 5

Overall Response to Survey Question 1

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>2</td>
<td>0.7</td>
</tr>
<tr>
<td>1</td>
<td>76</td>
<td>25.5</td>
</tr>
<tr>
<td>2</td>
<td>113</td>
<td>37.9</td>
</tr>
<tr>
<td>3</td>
<td>107</td>
<td>35.9</td>
</tr>
</tbody>
</table>

M = 3.09

df = 2/298

As shown in Table 6, more females (38.5%) than males (32%) reported having three or more operational televisions. More males (39.1%), on the other hand, reported they have two operational televisions.

Table 6

Response to Survey Question 1 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>0</th>
<th>Number</th>
<th>Percent</th>
<th>1</th>
<th>Number</th>
<th>Percent</th>
<th>2</th>
<th>Number</th>
<th>Percent</th>
<th>3 or more</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>0</td>
<td>0.0</td>
<td>37</td>
<td>28.9</td>
<td>50</td>
<td>39.1</td>
<td>41</td>
<td>32.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>1.2</td>
<td>39</td>
<td>23.1</td>
<td>63</td>
<td>37.3</td>
<td>65</td>
<td>38.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

X² = 3.39, df = 297, p = 0.33, NSD
Responses to Survey Question 1 by age category are shown in Table 7. As shown, more subjects over 30 (42.0%) have three or more televisions. Subjects under 18 (40.8%) also reported that they have three or more operational televisions, while all other groups most frequently reported having two televisions. The response of the under 18 group appears to reflect the ownership rate of subjects over 30 who may in all probability be the parents of younger subjects living at home.
Table 7

Response to Survey Question 1 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>0</th>
<th>Percentage</th>
<th>1</th>
<th>Percentage</th>
<th>2</th>
<th>Percentage</th>
<th>3 or more</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
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<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
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<td>------------</td>
<td>---------</td>
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<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>Under 18</td>
<td>1</td>
<td>1.4</td>
<td>12</td>
<td>16.9</td>
<td>29</td>
<td>40.8</td>
<td>29</td>
<td>40.8</td>
</tr>
<tr>
<td>18 - 21</td>
<td>1</td>
<td>1.1</td>
<td>20</td>
<td>22.0</td>
<td>34</td>
<td>37.4</td>
<td>36</td>
<td>39.6</td>
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<tr>
<td>22 - 30</td>
<td>0</td>
<td>0.0</td>
<td>24</td>
<td>35.8</td>
<td>30</td>
<td>44.8</td>
<td>13</td>
<td>19.4</td>
</tr>
<tr>
<td>Over 30</td>
<td>0</td>
<td>0.0</td>
<td>20</td>
<td>29.0</td>
<td>20</td>
<td>29.0</td>
<td>29</td>
<td>42.0</td>
</tr>
</tbody>
</table>

$X^2 = 16.44, df = 9, p = 0.05$
An analysis of Survey Question 1 by education level is shown in Table 8. Dropouts (50.0%), high school students (41.1%), and high school graduates (50.0%) reported having two operational televisions. College students (34.3%) most often reported they had one operational television. This may be due to the fact that many college students temporarily reside away from home in college dormitories and have been supplied with a television (by parents, most probably) to provide them a diversion from studying. College graduates (50.0%) reported having three or more televisions. As mentioned earlier, college graduates making up this sample were primarily composed of subjects over 30. Consequently, this result tends to reiterate previous results in Table 7 for the over 30 group.
Table 8

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td>0</td>
<td>0.0</td>
<td>3</td>
<td>12.5</td>
<td>12</td>
<td>50.0</td>
</tr>
<tr>
<td>High School</td>
<td>1</td>
<td>0.9</td>
<td>21</td>
<td>18.8</td>
<td>46</td>
<td>41.1</td>
</tr>
<tr>
<td>College Student</td>
<td>0</td>
<td>0.0</td>
<td>4</td>
<td>33.3</td>
<td>6</td>
<td>50.0</td>
</tr>
<tr>
<td>College Graduate</td>
<td>1</td>
<td>0.9</td>
<td>37</td>
<td>37.5</td>
<td>1</td>
<td>0.0</td>
</tr>
<tr>
<td>High School</td>
<td>2</td>
<td>16.7</td>
<td>31</td>
<td>31.0</td>
<td>6</td>
<td>6.0</td>
</tr>
<tr>
<td>High School</td>
<td>3</td>
<td>26.2</td>
<td>44</td>
<td>44.4</td>
<td>21</td>
<td>21.1</td>
</tr>
<tr>
<td>Dropout</td>
<td>0</td>
<td>0.0</td>
<td>9</td>
<td>9.0</td>
<td>12</td>
<td>12.5</td>
</tr>
<tr>
<td>Dropout</td>
<td>3</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 17.32, \text{ DF} = 12, \ p = 0.14 \text{ NSD} \]
Research Question Results

Research Question 1: What motivates blacks to watch television programs which regularly star or co-star blacks (i.e. black television programs)?

The first research question was explored by Survey Questions 7, 8, 9, 10 and 28. The import of this research question arises amid charges, throughout the literature, that American television is designed to serve the needs of white audiences and neglects those of other races. If this charge is true, then why are blacks such high consumers of television programming? The five survey questions formulated to explore this research question attempt to identify a pre-existent condition that is physical, psychological, or social which might lead one to watch a black television show to alter or alleviate the existing condition.

In answer to Survey Question 7 - "How often would you say you really feel like watching a black TV show when you just want to relax?" - the largest percentage of subjects (37%) chose the response "all the time." Another 29% responded "very often," and 22% responded "sometimes." Table 9 shows the distribution of subject responses to Survey Question 7. The mean response to this question was 2.1, indicating that subjects "very often" feel like watching a black TV show when they want to relax.

Age did not produce any significant differences in response to Survey Question 7. As shown in Table 11, the greatest
### Table 9

**Overall Response to Survey Question 7**

<table>
<thead>
<tr>
<th>Response</th>
<th>Number*</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>R</td>
</tr>
<tr>
<td>All the time</td>
<td>112</td>
<td>37</td>
</tr>
<tr>
<td>Very often</td>
<td>87</td>
<td>29</td>
</tr>
<tr>
<td>Sometimes</td>
<td>65</td>
<td>22</td>
</tr>
<tr>
<td>Once in a while</td>
<td>25</td>
<td>8</td>
</tr>
<tr>
<td>Never</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>

M = 2.10

df = 2/298

---

### Table 10

**Response to Survey Question 7 by Sex**

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Males</td>
<td>Females</td>
</tr>
<tr>
<td>All the time</td>
<td>41</td>
<td>71</td>
</tr>
<tr>
<td>Very often</td>
<td>39</td>
<td>48</td>
</tr>
<tr>
<td>Sometimes</td>
<td>31</td>
<td>33</td>
</tr>
<tr>
<td>Once in a while</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Never</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

χ² = 3.34

df = 4

p = 0.50, NSD
Sex of subjects did not influence responses to Survey Question 7. As shown in Table 10, both males and females feel like watching black TV shows just as often, when they want to relax.

Age did not produce any significant differences in response to Survey Question 7. As shown in Table 11, the greatest percentage of subjects under 18 years (47%) selected the response "all the time" to answer Survey Question 7. Similarly, subjects between 18 and 21 years (44%) more often responded "all the time" as did subjects 22 to 30 years (38%). Subjects over 30 (37%) most frequently chose the response "very often."

An analysis of responses to Survey Question 7 by education level revealed differences (Table 12). Overall, high school students (35%) were the only subjects group indicating they watch black TV shows "very often" to relax; all other groups indicated they "sometimes" watch black TV shows to relax. Significant differences emerged between high school graduates versus dropouts and high school students. The percentage of high school graduates (15%) that answered "all the time" significantly differed from the percentage of dropouts (38%) making the same response. Likewise, the percentage of high school graduates (15%) that answered "very often" significantly differed from the percentage of high school students (35%) choosing this response. For the response "sometimes," high school students (23%) significantly differed from high school
Table 11
Response to Survey Question 7 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a while</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>33</td>
<td>47</td>
<td>17</td>
<td>24</td>
<td>15</td>
</tr>
<tr>
<td>18-21</td>
<td>40</td>
<td>44</td>
<td>23</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>22-30</td>
<td>26</td>
<td>38</td>
<td>22</td>
<td>32</td>
<td>15</td>
</tr>
<tr>
<td>Over 30</td>
<td>13</td>
<td>19</td>
<td>25</td>
<td>37</td>
<td>16</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 18.90, \, df = 12, \, p = 0.09 \, \text{NSD} \]
Table 12
Response to Survey Question 7 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>9</td>
<td>38</td>
<td>5</td>
<td>21</td>
<td>10</td>
</tr>
<tr>
<td>High school student</td>
<td>28</td>
<td>25</td>
<td>39</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td>High school graduate</td>
<td>2</td>
<td>15</td>
<td>2</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>College student</td>
<td>24</td>
<td>22</td>
<td>27</td>
<td>25</td>
<td>43</td>
</tr>
<tr>
<td>College graduate</td>
<td>8</td>
<td>21</td>
<td>9</td>
<td>23</td>
<td>12</td>
</tr>
</tbody>
</table>

\[ x^2 = 26.32, \text{ df } = 16, p = 0.05 \]
In answer to Survey Question 8 - "How often would you say you feel uplifted and in a better mood after watching your favorite black TV show?" - the largest percentage of subjects (32.3%) chose the response "sometimes" and 27.3% responded "very often" as shown in Table 13. The mean response to this question was 2.4 (very often).

Sex did not produce significant differences in the way subjects responded to Survey Question 8 (Table 14). The greater percentage of both males (36.0%) and females (31.0%) indicated they "sometimes" feel uplifted after watching their favorite black TV show. The response "very often" was chosen more frequently by males (32.0%) than females (25%), but more females (28.6%) than males (18.4%) chose the response "all the time." Thus, in overall terms, males are slightly more likely to feel uplifted after watching black TV shows than females.

Age did cause significant differences in responses to Survey Question 8 (Table 15). Subjects under 18 years of age (33.8%) chose the response "all the time" significantly more often than over 30 subjects (19.4%). Moreover, a significantly larger percentage of 22-30 year old subjects (45.5%) chose the response "sometimes" compared to the percentage of under 18 year old subjects (19.7%) that chose this response. Overall, subjects under 18 (33.8%) and subjects over 30 (26.9%) chose the response...
Table 13

Overall Response to Survey Question 8

<table>
<thead>
<tr>
<th>Response</th>
<th>Number*</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>71</td>
<td>23.7</td>
</tr>
<tr>
<td>Very often</td>
<td>82</td>
<td>27.3</td>
</tr>
<tr>
<td>Sometimes</td>
<td>97</td>
<td>32.3</td>
</tr>
<tr>
<td>Once in a while</td>
<td>29</td>
<td>9.7</td>
</tr>
<tr>
<td>Never</td>
<td>15</td>
<td>5.0</td>
</tr>
<tr>
<td>Missing cases</td>
<td>6</td>
<td>2.0</td>
</tr>
</tbody>
</table>

m = 2.44

df = 6/294
Table 14
Response to Survey Question 8 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>23</td>
<td>18.4</td>
<td>40</td>
<td>32.0</td>
<td>45</td>
</tr>
<tr>
<td>Female</td>
<td>48</td>
<td>28.6</td>
<td>42</td>
<td>25.0</td>
<td>52</td>
</tr>
</tbody>
</table>

\[ x^2 = 6.83, \text{df} = 4, p = 0.14 = \text{NSD} \]
Table 15

Response to Survey Question 8 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>24</td>
<td>33.8</td>
<td>26</td>
<td>36.6</td>
<td>14</td>
</tr>
<tr>
<td>18-21</td>
<td>19</td>
<td>21.1</td>
<td>24</td>
<td>26.7</td>
<td>36</td>
</tr>
<tr>
<td>22-30</td>
<td>15</td>
<td>22.7</td>
<td>14</td>
<td>21.2</td>
<td>30</td>
</tr>
<tr>
<td>Over 30</td>
<td>13</td>
<td>19.4</td>
<td>18</td>
<td>26.9</td>
<td>17</td>
</tr>
</tbody>
</table>

\[ x^2 = 27.35, \text{ df } = 12, p = 0.01 \]
"very often" while subjects 18-21 (40%) and 22-30 (45.5%) chose the response "sometimes" more frequently.

The education level of subjects revealed that the responses of high school graduates to Survey Question 8 significantly differed from both dropouts and high school students (Table 16). The percentage of high school graduates (15.4%) that chose the response "all the time" significantly differed from the percentage of dropouts (37.5%) that chose the same response. Another significant difference occurred for the percentage of high school graduates (15.4%) that chose the response "very often" versus the percentage of high school students (35.1%) making the same response.

In answer to Survey Question 9 - "How often would you say your favorite black TV show gives you a helpful way of looking at your problems or life in general?" - the largest percentage of subjects (36.7%) chose the response "sometimes" and 7.0% of the subjects chose the response "all the time." The mean response to this question was "sometimes" (3.239) as shown in Table 17.

Table 18 reveals that males and females responded similarly to Survey Question 9, and no significant differences occurred. Both groups chose the response "sometimes" most frequently to answer the question with 45.2% of male subjects making the selection and 32.1% of female subjects making the same response.
Table 16
Response to Survey Question 8 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>9</td>
<td>37.5</td>
<td>5</td>
<td>20.8</td>
<td>10</td>
</tr>
<tr>
<td>High school student</td>
<td>28</td>
<td>25.2</td>
<td>39</td>
<td>35.1</td>
<td>25</td>
</tr>
<tr>
<td>High school graduate</td>
<td>2</td>
<td>15.4</td>
<td>2</td>
<td>15.4</td>
<td>7</td>
</tr>
<tr>
<td>College student</td>
<td>24</td>
<td>22.4</td>
<td>27</td>
<td>25.2</td>
<td>43</td>
</tr>
<tr>
<td>College graduate</td>
<td>8</td>
<td>20.5</td>
<td>9</td>
<td>23.1</td>
<td>12</td>
</tr>
</tbody>
</table>

\[ x^2 = 25.60, \, df = 16, \, p = 0.05 \]
Table 17
Overall Response to Survey Question 9

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
<th>R</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>21</td>
<td>7.0</td>
<td>7.2</td>
<td></td>
</tr>
<tr>
<td>Very often</td>
<td>52</td>
<td>17.3</td>
<td>17.7</td>
<td></td>
</tr>
<tr>
<td>Sometimes</td>
<td>110</td>
<td>36.7</td>
<td>37.5</td>
<td></td>
</tr>
<tr>
<td>Once in a while</td>
<td>56</td>
<td>18.7</td>
<td>19.1</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>54</td>
<td>18.0</td>
<td>18.4</td>
<td></td>
</tr>
<tr>
<td>Missing cases</td>
<td>7</td>
<td>2.3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[ m = 3.24, \text{df} = 7/293 \]
Table 18

Response to Survey Question 9 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>6</td>
<td>4.8</td>
<td>18</td>
<td>14.5</td>
<td>56</td>
</tr>
<tr>
<td>Female</td>
<td>15</td>
<td>8.9</td>
<td>34</td>
<td>20.2</td>
<td>54</td>
</tr>
</tbody>
</table>

\[ x^2 = 6.40, \text{ df } = 4, \text{ p } = 0.17 \text{ NSD } \]
Both groups less frequently selected the response "all the time" with only 4.8% of males and 8.9% of females making this selection.

The highest percentage of each age category responded neutrally to Survey Question 9 answering "sometimes" as shown in Table 19. However, 18-21 year old subjects (23.1%) was the only group to indicate the response "very often" as a second choice, while other groups were more likely to answer "once in a while" or never. The percentage of over 30 subjects (37.3%) that chose the response "never" significantly differed from those under 18 (12.9%), those 18-21 years (15.4%), and 22-30 year old subjects (9.2%). Responses to the other three possible answers to this question were evenly distributed and further significant differences did not emerge.

Response to Survey Question 9 by education level is presented in Table 20. Generally, dropouts and college students answered Survey Question 9 most positively by choosing the responses "all the time" and "very often" more than subjects in other categories. High school and college graduates, on the other hand, responded most negatively by selecting the choices "once in a while" and "never" more frequently. A significant difference was found between the percentage of dropouts (20.8%) that answered "all the time" and percentages of every other education level choosing the same response: high school students (9.9%), high school graduates (0.0%), college students (3.7%), and college graduates (2.6%). Another significant difference was
Table 19
Response to Survey Question 9 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>8</td>
<td>11.4</td>
<td>13</td>
<td>18.6</td>
<td>32</td>
</tr>
<tr>
<td>18-21</td>
<td>7</td>
<td>7.7</td>
<td>21</td>
<td>23.1</td>
<td>28</td>
</tr>
<tr>
<td>22-30</td>
<td>4</td>
<td>6.2</td>
<td>8</td>
<td>12.3</td>
<td>32</td>
</tr>
<tr>
<td>Over 30</td>
<td>2</td>
<td>3.0</td>
<td>10</td>
<td>14.9</td>
<td>18</td>
</tr>
</tbody>
</table>

\[ x^2 = 34.24, \text{ df } = 12, \ p = 0.006 \]
Table 20
Response to Survey Question 9 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>20.8</td>
<td>3</td>
<td>12.5</td>
<td>6</td>
</tr>
<tr>
<td>High school student</td>
<td>11</td>
<td>9.9</td>
<td>20</td>
<td>18.0</td>
<td>42</td>
</tr>
<tr>
<td>High school graduate</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>7.7</td>
<td>5</td>
</tr>
<tr>
<td>College student</td>
<td>4</td>
<td>3.7</td>
<td>22</td>
<td>20.6</td>
<td>48</td>
</tr>
<tr>
<td>College graduate</td>
<td>1</td>
<td>2.6</td>
<td>6</td>
<td>15.8</td>
<td>9</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 26.06, \text{ df} = 16, p = 0.05 \]
found for the percentage of high school graduates that answered "once in a while" (38.5%) and the percentage of college students (15.9%) that chose this response.

In answer to Survey Question 10 - "How often would you say by watching black TV shows you learn something about American society (like its laws, government, resources, or the way it helps/harms citizens) that you didn't know or fully understand before you saw the show?" - the largest percentage of subjects (33.7%) chose the response "sometimes." The response "once in a while" was selected by 21.7% of subjects and 18.7% selected the response "never." Table 21 shows the distribution of responses to this question which generated a mean response of "sometimes" (3.260), indicating that overall subjects feel they learn something about American society by watching black TV shows. Males and females responded similarly to Survey Question 10 as shown in Table 22. Both groups answered the question most frequently by selecting the answer "sometimes" and significant differences did not emerge. A larger percentage of males, however, selected the most positive responses "all the time" (7.9%) and "very often" (19.7%). Females, by contrast, were inclined to choose the negative responses "once in a while" (23.2%) and "never" (18.5%).

The results in Table 23 show that younger subjects credit television with teaching them about American society, while
Table 21

Response to Survey Question 10

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>26</td>
<td>8.7</td>
</tr>
<tr>
<td>Very often</td>
<td>48</td>
<td>16.0</td>
</tr>
<tr>
<td>Sometimes</td>
<td>101</td>
<td>33.7</td>
</tr>
<tr>
<td>Once in a while</td>
<td>65</td>
<td>21.7</td>
</tr>
<tr>
<td>Never</td>
<td>56</td>
<td>18.7</td>
</tr>
<tr>
<td>Missing cases</td>
<td>4</td>
<td>1.3</td>
</tr>
</tbody>
</table>

\( m = 3.26, \, df = 4/296 \)
Table 23
Response to Survey Question 10 by Age

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>5</td>
<td>7.1%</td>
<td>14</td>
<td>20.0%</td>
<td>31</td>
</tr>
<tr>
<td>18-21</td>
<td>14</td>
<td>12.2%</td>
<td>14</td>
<td>15.6%</td>
<td>30</td>
</tr>
<tr>
<td>22-30</td>
<td>3</td>
<td>4.4%</td>
<td>10</td>
<td>14.7%</td>
<td>23</td>
</tr>
<tr>
<td>Over 30</td>
<td>7</td>
<td>10.3%</td>
<td>10</td>
<td>14.7%</td>
<td>17</td>
</tr>
</tbody>
</table>

$\chi^2 = 25.41$, df = 12, p = 0.01
Table 22
Response to Survey Question 10 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>10</td>
<td>25</td>
<td>42</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>Female</td>
<td>16</td>
<td>23</td>
<td>59</td>
<td>39</td>
<td>31</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 2.16, \text{ df} = 4, p = 0.71 \text{ NSD} \]
older subjects progressively indicate they rarely learn from television. Age revealed one significant difference in response to this question. Specifically, the percentage of subjects over 30 (35.3%) choosing the response "never" significantly differed from the percentage of subjects under 18 (10%) who also selected this response. In fact, subjects over 30 overwhelmingly chose the most negative response, while other age groups indicated the response "sometimes."

Table 24 shows that level of education did not significantly affect subject responses to Survey Question 10. The response "sometimes" was more frequently chosen by dropouts (41.7%), high school students (41.3%), and high school graduates (46.2%). College students were divided on this question with 28.7% answering "sometimes" and 25.9% answering "once in a while." College graduates answered most negatively with only 21.4% responding "never." Overall, relatively small percentages of each education level chose the two more positive responses, indicating they seldom learn about American society by watching black TV show.

Survey Question 28 most directly addresses Research Question 1 which seeks to determine what motivates blacks to watch black TV programs. Subjects were asked to rank order the four most important reasons why they watch black TV shows from the eight choices listed:
1. Laugh and release tension
2. Learn what to expect and how to act in case I am ever in a similar situation
3. See if blacks on TV feel the same way I do about the things in life that are important to me
4. Escape from reality
5. Kill time because I have nothing else to do
6. Relive experiences I have had
7. Get helpful information and advice for daily living
8. Get more to talk to my friends about

This question was designed to present subjects with a set of psychological and social needs to see if, in fact, they feel these needs are satisfied by watching black TV shows.

It was found (Table 25) that Response 1 (laugh and release tension) was the reason most frequently chosen (55.4%) for watching black TV shows. Response 3 (see if blacks on TV feel the same way I do about things in life that are important to me) was ranked as the second most important reason for watching black TV shows with 20.3% of subjects making this response. Response 5 (kill time because I have nothing else to do) was ranked third by 17% of subjects. Response 2 (learn what to expect and how to act in case I am ever in a similar situation as the black TV characters) was indicated as the fourth reason
Table 24
Response to Survey Question 10 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>3</td>
<td>12.5</td>
<td>2</td>
<td>8.3</td>
<td>10</td>
</tr>
<tr>
<td>High school student</td>
<td>9</td>
<td>8.3</td>
<td>21</td>
<td>19.3</td>
<td>45</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1</td>
<td>7.7</td>
<td>2</td>
<td>15.4</td>
<td>6</td>
</tr>
<tr>
<td>College student</td>
<td>11</td>
<td>10.2</td>
<td>18</td>
<td>16.7</td>
<td>31</td>
</tr>
<tr>
<td>College graduate</td>
<td>2</td>
<td>4.8</td>
<td>5</td>
<td>11.9</td>
<td>9</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 19.68, \text{ df } = 16, \text{ p } = 0.24 \text{ NSD} \]
Table 25
Overall Response to Survey Question 28

<table>
<thead>
<tr>
<th>Choice</th>
<th>Number</th>
<th>Percent</th>
<th>Rank Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Laugh and release tension</td>
<td>139</td>
<td>55.4</td>
</tr>
<tr>
<td>B</td>
<td>Learn what to expect and how to act in case I am ever in a similar situation as the black characters</td>
<td>19</td>
<td>7.6</td>
</tr>
<tr>
<td>C</td>
<td>See if blacks on TV feel the same way I do about the things in life that are important to me</td>
<td>35</td>
<td>13.9</td>
</tr>
<tr>
<td>D</td>
<td>Escape from reality</td>
<td>10</td>
<td>4.0</td>
</tr>
<tr>
<td>E</td>
<td>Kill time because I have nothing else to do</td>
<td>21</td>
<td>8.4</td>
</tr>
<tr>
<td>F</td>
<td>Re-live experiences I have had</td>
<td>5</td>
<td>2.0</td>
</tr>
<tr>
<td>G</td>
<td>Get helpful information and advice for daily living</td>
<td>19</td>
<td>7.6</td>
</tr>
<tr>
<td>H</td>
<td>Get more to talk to my friends about</td>
<td>3</td>
<td>1.2</td>
</tr>
</tbody>
</table>

M = 2.446, df = 49/251
for watching black TV shows by 18.3% of subjects. These choices indicate that psychological and social needs are, indeed, satisfied by watching black TV shows. Black subjects not only look to black TV shows for relief of discomfort, but also for value reinforcement and to learn behavioral responses.

Sex did not cause significant differences in the way subjects responded to Survey Question 28 (Table 26). Males indicated that their primary reasons for watching television were: 1) to laugh and release tension (Choice A); 2) to see if blacks on TV feel the same way they do about important things (Choice C); 3) to kill time because they have nothing else to do (Choice E); and 4) to get more to talk to their friends about (Choice H).

Females ranked reasons for watching television as follows: 1) to laugh and release tension (Choice A); 2) to see if blacks on TV have similar opinions (Choice C). For a third reason, females again chose Choice C, and in fourth place females indicated they watch television to learn what to expect in case they're in a similar situation (Choice B). These findings indicate that males and females have the same major reasons for watching television, but differ on secondary reasons for watching. In these cases males are more concerned with passing time or gathering information for future conversations. Females, instead, are secondarily interested in seeing if black TV stars share opinions similar to theirs and learning what may happen to them
### Table 26
Response to Survey Question 28 by Sex

<table>
<thead>
<tr>
<th>Choice</th>
<th>Males</th>
<th></th>
<th>Females</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Choice</td>
<td>Number</td>
<td>Percent</td>
<td>Choice</td>
</tr>
<tr>
<td>Reason 1</td>
<td>A</td>
<td>55</td>
<td>54.5</td>
<td>A</td>
</tr>
<tr>
<td>Reason 2</td>
<td>C</td>
<td>20</td>
<td>21.1</td>
<td>C</td>
</tr>
<tr>
<td>Reason 3</td>
<td>E</td>
<td>19</td>
<td>20.9</td>
<td>C</td>
</tr>
<tr>
<td>Reason 4</td>
<td>H</td>
<td>21</td>
<td>22.6</td>
<td>B</td>
</tr>
</tbody>
</table>

Choices:

A  Laugh and release tension
B  Learn what to expect and how to act in case I am ever in a similar situation as the black TV characters
C  See if blacks on TV feel the same way I do about the things in life that are important to me
D  Escape from reality
E  Kill time because I have nothing else to do
F  Relive experiences I have had
G  Get helpful information and advice for daily living
H  Get more to talk to my friends about

Reason 1: $X^2 = 8.67$, df = 7, $p = 0.28$ NSD
Reason 2: $X^2 = 13.84$, df = 7, $p = 0.05$
Reason 3: $X^2 = 10.02$, df = 7, $p = 0.19$ NSD
Reason 4: $X^2 = 894$, df = 7, $p = .25$ NSD
if they're ever confronted with a situation like blacks on TV.

An analysis of responses to Survey Question 28 by age category is shown in Table 27. Subjects in each age group indicated that their foremost reason for watching television was to laugh and release tension (Choice A). The other responses were as follows:

<table>
<thead>
<tr>
<th>Ranked Reason</th>
<th>Choice*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1st</td>
</tr>
<tr>
<td>under 18</td>
<td>A</td>
</tr>
<tr>
<td>18-21</td>
<td>A</td>
</tr>
<tr>
<td>22-30</td>
<td>A</td>
</tr>
<tr>
<td>Over 30</td>
<td>A</td>
</tr>
</tbody>
</table>

*See Table 27 for explanation of choices*
Table 27
Response to Survey Question 28 by Age

<table>
<thead>
<tr>
<th>Rank</th>
<th>Under 18</th>
<th>18-21</th>
<th>22-30</th>
<th>Over 30</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Choice Number Percent</td>
<td>Choice Number Percent</td>
<td>Choice Number Percent</td>
<td>Choice Number Percent</td>
</tr>
<tr>
<td>Reason 1</td>
<td>A 37 59.7</td>
<td>A 37 45.1</td>
<td>A 29 52.7</td>
<td>A 36 69.2</td>
</tr>
<tr>
<td>Reason 2</td>
<td>D 13 22.0</td>
<td>C 17 21.5</td>
<td>B 12 22.6</td>
<td>E 12 24.0</td>
</tr>
<tr>
<td>Reason 3</td>
<td>E 11 19.0</td>
<td>B/C 13 16.9</td>
<td>B 9 19.1</td>
<td>D 9 18.8</td>
</tr>
<tr>
<td>Reason 4</td>
<td>G 5 26.3</td>
<td>B 17 22.1</td>
<td>H 9 18.4</td>
<td>H 9 19.6</td>
</tr>
</tbody>
</table>

Choices:
A Laugh and release tension
B Learn what to expect and how to act in case I am ever in a similar situation as the black TV characters
C See if blacks on TV feel the same way I do about the things in life that are important to me
D Escape from reality
E Kill time because I have nothing else to do
F Relive experiences I have had
G Get helpful information and advice for daily living
H Get more to talk to my friends about

Reason 1: $X^2 = 27.66$, df = 21, p = 0.15 NSD
Reason 2: $X^2 = 24.60$, df = 21, p = 0.27 NSD
Reason 3: $X^2 = 25.22$, df = 21, p = 0.24 NSD
Reason 4: $X^2 = 22.03$, df = 21, p = 0.39 NSD
An analysis of Survey Question 28 by education level is shown in Table 28. As shown, each education group mainly watches television to laugh and release tension (Reason A). However, the other reasons supplied by these groups vividly indicate that each group uses TV for different purposes. The choices of dropouts, i.e., learn what to expect (Reason B), see how TV blacks feel (Reason C), and to get advice (Reason G), reveal that dropouts consume TV largely to acquire socialization cues that could possibly facilitate their interaction with figures of authority (i.e., whites) as well as peers (i.e., blacks). Their indicated need for advice also demonstrates that for dropouts TV is instrumental in attitude formation and a factor influencing action taken by these viewers.

For high school students, TV serves as a filler during time periods that are unclaimed by more important, and perhaps more preferred, activity. Nevertheless, high school students indicate that they use these opportunities to project themselves into the circumstances surrounding the TV characters as if rehearsing in their present spare time, roles that they may very well find themselves having to play in the not to distant future. Thus, like the dropout, high school students use TV as a learning laboratory.

High school graduates use TV to mark time and as a provider of guidance. College students, on the other hand, primarily use TV to monitor what they may perceive as "prevailing" opinion.
Table 28
Response to Survey Question 28 by Education

<table>
<thead>
<tr>
<th>Reason</th>
<th>Choice 1</th>
<th>Choice 2</th>
<th>Choice 3</th>
<th>Choice 4</th>
<th>Choice 5</th>
<th>Choice 6</th>
<th>Choice 7</th>
<th>Choice 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A 8</td>
<td>A 48</td>
<td>A 5</td>
<td>A 57</td>
<td>A 57</td>
<td>A 21</td>
<td>A 21</td>
<td>A 21</td>
</tr>
<tr>
<td>3</td>
<td>A/G 4</td>
<td>E 17</td>
<td>A 2</td>
<td>C 17</td>
<td>D/E 7</td>
<td>D/E 7</td>
<td>D/E 7</td>
<td>D/E 7</td>
</tr>
<tr>
<td>4</td>
<td>B 4</td>
<td>B 18</td>
<td>G 3</td>
<td>B 18</td>
<td>H 8</td>
<td>H 8</td>
<td>H 8</td>
<td>H 8</td>
</tr>
</tbody>
</table>

Choices:
A Laugh and release tension
B Learn what to expect and how to act in case I am ever in a similar situation as the black TV characters
C See if blacks on TV feel the same way I do about the things in life that are important to me
D Escape from reality
E Kill time because I have nothing else to do
F Relive experiences I have had
G Get helpful information and advice for daily living
H Get more to talk to my friends about

Reason 1: $X^2 = 24.92, df = 28, p = 0.63$ NSD
Reason 2: $X^2 = 27.70, df = 28, p = 0.48$ NSD
Reason 3: $X^2 = 24.90, df = 28, p = 0.63$ NSD
Reason 4: $X^2 = 35.04, df = 28, p = 0.17$ NSD
Thus, TV influences attitude formation and the reinforcement of attitudes in college students.

College graduates were the only group to convincingly indicate that they use TV for purely diversionary purposes - to kill time, to escape from reality, and curiously to enhance their repertoire of small talk (Reason G) in the event leisure time is spent in casual conversation.

Research Question 2: What social or psychological needs are satisfied blacks who regularly watch black television programs?

Survey Questions 11, 12, 13, 14, 15, and 16 were formulated to investigate an answer to Research Question 2. Each question is designed to identify a psychological or social need that could be served by watching television. The psychological needs pinpointed by Survey Questions 11, 12, and 15 are self-confirmation, self-guidance, and identification, respectively. The social needs made salient by Survey Questions 13 and 14 is behavior modelling, and for Survey Question 16 social interaction with television characterizations is the need.

In answer to Survey Question 11 - "Do you ever watch black TV shows to see if the characters have opinions similar to yours about things in life that are important to you?" - the largest percentage of subjects (34.5%) responded "sometimes." As shown in Table 29, 21.6% of subjects responded "never," 18.6% responded "once in a while," 16.6% responded "very often," and
Table 29

Overall Response to Survey Question 11

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>26</td>
<td>8.8</td>
</tr>
<tr>
<td>Very often</td>
<td>49</td>
<td>16.6</td>
</tr>
<tr>
<td>Sometimes</td>
<td>102</td>
<td>34.5</td>
</tr>
<tr>
<td>Once in a while</td>
<td>55</td>
<td>18.6</td>
</tr>
<tr>
<td>Never</td>
<td>64</td>
<td>21.6</td>
</tr>
</tbody>
</table>

\[ m = 3.28, df = 4/296 \]
a meager 8.7% responded "all the time." These results yield a mean response of "sometimes" (3.2777) indicating that subjects tend to watch black TV shows to gauge the opinions of TV characters to see if they are similar to theirs.

Males and females answered Survey Question 11 almost identically and significant differences were absent as shown in Table 30. The response "all the time" was chosen by 8.7% of males subjects and 8.9% of female subjects. "Very often" was selected by 16.7% of males and females similarly responded with 16.6%. The response "sometimes" was most frequently selected by both males (34.9%) and females (34.3%). The response "once in a while" was chosen almost as frequently by males (18.3%) as females (18.9%). Both groups behaved similarly for the response "never" with 21.4% of male subjects making this choice and 21.3% of females responding likewise. These results indicate that males and females sometimes watch black TV shows to gauge opinion.

As shown in Table 31, age caused significant differences to emerge in response to Survey Question 11. Subjects in every age category except over 30 most frequently answered "sometimes." Subjects over 30 more frequently chose the response "never" (38.2%) which caused a significant difference compared to the percentage of 18 to 21 year old subjects who chose this response (14.4%). Another significant difference resulted for the percentage of subjects under 18 who chose the response "all the
Table 30
Response to Survey Question 11 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>11</td>
<td>8.7</td>
<td>21</td>
<td>16.7</td>
<td>44</td>
</tr>
<tr>
<td>Female</td>
<td>15</td>
<td>8.9</td>
<td>28</td>
<td>16.6</td>
<td>58</td>
</tr>
</tbody>
</table>

$x^2 = 0.038$, df = 4, p = 0.99 NSD
Table 31

Response to Survey Question 11 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>2</td>
<td>2.9</td>
<td>17</td>
<td>24.3</td>
<td>24</td>
</tr>
<tr>
<td>18-21</td>
<td>12</td>
<td>13.3</td>
<td>11</td>
<td>12.2</td>
<td>35</td>
</tr>
<tr>
<td>22-30</td>
<td>6</td>
<td>8.8</td>
<td>13</td>
<td>19.1</td>
<td>26</td>
</tr>
<tr>
<td>Over 30</td>
<td>6</td>
<td>8.8</td>
<td>8</td>
<td>11.8</td>
<td>17</td>
</tr>
</tbody>
</table>

\[ x^2 = 24.64, \text{df} = 12, p = 0.02 \]
time" (2.9%) and the percentage of 18 to 21 year olds (13.3%) responding likewise. While subjects over 30 responded to the question most negatively, subjects 18 to 21 years old responded most positively, followed by subjects under 18. Thus, younger subjects tend to watch black TV shows to gauge opinion while subjects over 30 infrequently do.

Analyses of responses to Survey Question 11 by education level revealed several significant differences as shown in Table 32. This question was answered "sometimes" by larger percentages of dropouts (41.7%), high school students (35.1%), high school graduates (46.2%), and college students (36.4%); however, only 19.5% of college graduates made this response. College graduates were decidedly most negative on this question with 43.9% making the response "never." This caused a significant difference when college graduates were compared to dropouts (4.2%) responding "never." Another significant difference between the percentage of college students (12.1%) that answered "all the time" and the percentage of college graduates (2.4%) that made the same response was found.

Generally, dropouts were most likely to do so. These tendencies accounted for several differences. Dropouts (29.2%), for instance, sharply contrasted with high school graduates (0.0%) that indicated they watch black TV shows "very often" to see if the characters have opinions similar to theirs. On the other
Table 32
Response to Survey Question 11 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>1</td>
<td>4.2</td>
<td>7</td>
<td>29.2</td>
<td>10</td>
</tr>
<tr>
<td>High school student</td>
<td>10</td>
<td>9.0</td>
<td>18</td>
<td>16.2</td>
<td>39</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1</td>
<td>7.7</td>
<td>0</td>
<td>0.0</td>
<td>6</td>
</tr>
<tr>
<td>College student</td>
<td>13</td>
<td>12.1</td>
<td>16</td>
<td>15.0</td>
<td>39</td>
</tr>
<tr>
<td>College graduate</td>
<td>1</td>
<td>2.4</td>
<td>8</td>
<td>19.5</td>
<td>8</td>
</tr>
</tbody>
</table>

$X^2 = 27.99$, df = 16, $p = 0.03$
hand, college graduates (195%) significantly differed from high school graduates (46.2%) who chose the response "sometimes" more frequently than any other group. These results tend to confirm that less educated groups are more likely, while highly educated groups are less likely to watch black TV shows to gauge black opinion.

In answer to Survey Question 12 -- "By watching black TV shows, how often do you ever get ideas or advice about things in life that are important to you? -- the largest percentage of subjects (31.2%) responded "sometimes." As shown in Table 33, 29.2% of the subjects responded "once in a while," 19.5% responded "very often," and 14.4% responded "never." Fewer subjects (5.7%) chose the response "all the time." The mean for this question was 3.272 indicating that subjects "sometimes" get ideas or advice about life matters by watching black TV shows.

Males answered this question most often with the response "sometimes," while females answered with the response "once in a while" more frequently. Two significant differences emerged as shown in Table 34. The percentage of males (39.4%) was significantly different from the percentage of females (25.3%) that chose the response "sometimes." A significant difference was also found between the percentage of males (22.8%) and females (34.1%) that chose the response "once in a while." While males and females chose the response "all the time"
Table 33
Overall Response to Survey Question 12

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>17</td>
<td>5.7</td>
</tr>
<tr>
<td>Very often</td>
<td>58</td>
<td>19.5</td>
</tr>
<tr>
<td>Sometimes</td>
<td>93</td>
<td>31.2</td>
</tr>
<tr>
<td>Once in a while</td>
<td>87</td>
<td>29.2</td>
</tr>
<tr>
<td>Never</td>
<td>43</td>
<td>14.4</td>
</tr>
</tbody>
</table>

m = 3.27, df = 2/298
Table 34
Response to Survey Question 12 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>8</td>
<td>6.3</td>
<td>28</td>
<td>22.0</td>
<td>50</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>5.3</td>
<td>30</td>
<td>17.6</td>
<td>43</td>
</tr>
</tbody>
</table>

\[ x^2 = 12.06, \text{ df } = 4, \text{ p } = 0.02 \]
almost as frequently, females (17.4%) chose the highly negative response "never" more often than males (9.4%) causing another significant difference. These findings indicate that males, more often than females, feel they get ideas or advice about important things by watching black TV shows.

Age influenced subject responses to this Survey Question 12 and significant difference emerged as shown in Table 35. The response "sometimes" was most frequently chosen by subjects under 18 (42.9%) and subjects 22-30 years old (35.3%). Subjects 18-21 years (30.8%) chose the response "never" most often. The apparent contrast between subjects under 18 and those over 30 caused several important significant differences. Specifically, subjects under 18 (42.9%) who made the response "sometimes" significantly differed from subjects over 30 (17.4%) who responded likewise. Again significance occurred between subjects over 30 (33.3%) who responded never and subjects under 18 (5.7%) making the same response. These results indicate that while subjects under 18 are more prone to get advice from black TV shows, subjects over 30 almost never do.

As shown in Table 36, high school students and high school graduates most often responded to Survey Question 12 with "sometimes" followed by "very often." College students and college graduates, by contrast, most frequently responded "once in a while" and "never." Similar behavior was found for dropouts who most frequently answered "once in a while"
Table 35

Response to Survey Question 12 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>5</td>
<td>7.1</td>
<td>16</td>
<td>22.9</td>
<td>30</td>
</tr>
<tr>
<td>18-21</td>
<td>6</td>
<td>6.6</td>
<td>20</td>
<td>22.0</td>
<td>27</td>
</tr>
<tr>
<td>22-30</td>
<td>3</td>
<td>4.4</td>
<td>13</td>
<td>19.1</td>
<td>24</td>
</tr>
<tr>
<td>Over 30</td>
<td>3</td>
<td>4.3</td>
<td>9</td>
<td>13.0</td>
<td>12</td>
</tr>
</tbody>
</table>

\[X^2 = 35.60, \text{df} = 12, p = 0.004\]
Table 36

Response to Survey Question 12 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td>Dropout</td>
<td>3</td>
<td>12.5</td>
<td>3</td>
<td>12.5</td>
</tr>
<tr>
<td>High school student</td>
<td>8</td>
<td>7.2</td>
<td>30</td>
<td>27.0</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1</td>
<td>7.7</td>
<td>2</td>
<td>15.4</td>
</tr>
<tr>
<td>College student</td>
<td>5</td>
<td>4.6</td>
<td>20</td>
<td>18.5</td>
</tr>
<tr>
<td>College graduate</td>
<td>0</td>
<td>0.0</td>
<td>3</td>
<td>7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>29.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td>33.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>12.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>11</td>
<td>9.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>30.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>7.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>14</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>15</td>
<td>35.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>14</td>
<td>33.3</td>
</tr>
</tbody>
</table>

\[ x^2 = 29.90, \ df = 16, p = 0.02 \]
followed by "sometimes." These contrasts caused significant differences to emerge. For instance, a significant difference was found between the percentage of dropouts (12.5%) that responded "all the time" versus the percentage of college students (4.6%) and college graduates that responded likewise. Another significant difference occurred between the percentage of high school students (27.0%) and college graduates (7.1%) that answered "very often." Moreover, the percentage of college graduates (33.3%) that answered "never" was significantly different from all other groups responding likewise: college students (13.0%), dropouts (12.5%), high school students (9.9%), and high school graduates (7.7%). Overall, high school students and high school graduates are more inclined to get advice about important things in life from black TV shows than dropouts, but college students and college graduates rarely watch black TV shows for advice.

As shown in Table 37, the mean response to Survey Question 13 -- "How often would you say watching black TV shows help you learn how to act in case you ever find yourself in a similar situation?" -- was "sometimes" (3.544). The largest percentage of subjects (33.2%) chose this response followed by the response "once in a while" which was chosen by another large percentage of subjects (29.2%). Summarily, subjects feel that black shows provide them with behavior to model, but they do not strongly hold this view.
Table 37
Overall Response to Survey Question 13

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>15</td>
<td>5.0</td>
</tr>
<tr>
<td>Very often</td>
<td>37</td>
<td>12.4</td>
</tr>
<tr>
<td>Sometimes</td>
<td>82</td>
<td>27.5</td>
</tr>
<tr>
<td>Once in a while</td>
<td>99</td>
<td>33.2</td>
</tr>
<tr>
<td>Never</td>
<td>65</td>
<td>21.8</td>
</tr>
</tbody>
</table>

\[ M = 3.54, \text{df} = 2/298 \]
Table 38 shows how males and females answered this question. Although both groups were just as unlikely to choose the response "all the time," females more frequently chose the response "once in a while" (34.1%) and "never" (22.9%) compared to males who responded "once in a while" (32.3%) and "never" (19.7%) slightly less. No significant differences, however, emerged.

An analysis of responses to Survey Question 13 by age category is shown in Table 39. While subjects under 18 years answered most positively with 29.6% responding sometimes and 22.5% "very often," other age groups tended to answer negatively and a significant differences emerged. A significant difference was found between the percentage of subjects under 18 (22.5%) and those age 22-30 (7.4%) that chose the response "very often." Significance was again reached for 18-21 year old subjects (36.3%) that responded "sometimes" and subjects over 30 (13.2%) that made the same choice. Another significant difference was found between over 30 subjects (39.7%) who chose the response "never" and the 18-21 year old subjects (13.2%) who also chose this response. These findings indicate that younger subjects often model behavior seen on black shows, while subjects over 22 are progressively least likely to do so.

Education level strongly influences subject responses to this question as shown in Table 40. Summarily, high school students were the only subjects who tended to answer Survey Question 13 positively; dropouts and high school graduates tended to vacillate
<table>
<thead>
<tr>
<th>Sex</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5</td>
<td>3.9</td>
<td>17</td>
<td>13.4</td>
<td>39</td>
<td>30.7</td>
</tr>
<tr>
<td>Female</td>
<td>10</td>
<td>5.9</td>
<td>20</td>
<td>11.8</td>
<td>43</td>
<td>25.3</td>
</tr>
</tbody>
</table>

$\chi^2 = 1.90$, df = 4, p = 0.75 NSD
Table 39

Response to Survey Question 13 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>5</td>
<td>7.0</td>
<td>16</td>
<td>22.5</td>
<td>21</td>
</tr>
<tr>
<td>18-21</td>
<td>5</td>
<td>5.5</td>
<td>10</td>
<td>11.0</td>
<td>33</td>
</tr>
<tr>
<td>22-30</td>
<td>3</td>
<td>4.4</td>
<td>5</td>
<td>7.4</td>
<td>19</td>
</tr>
<tr>
<td>Over 30</td>
<td>2</td>
<td>2.9</td>
<td>6</td>
<td>8.8</td>
<td>9</td>
</tr>
</tbody>
</table>

\[ x^2 = 33.38, \text{ df } = 12, \text{ p } = 0.0008 \]
Table 40
Response to Survey Question 13 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometime</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>1 4.2</td>
<td>1 4.2</td>
<td>9 37.5</td>
<td>8 33.3</td>
<td>5 20.8</td>
</tr>
<tr>
<td>High school student</td>
<td>8 7.1</td>
<td>25 22.3</td>
<td>29 25.9</td>
<td>30 26.8</td>
<td>20 17.9</td>
</tr>
<tr>
<td>High school graduate</td>
<td>0 0.0</td>
<td>0 0.0</td>
<td>5 41.7</td>
<td>6 50.0</td>
<td>1 8.3</td>
</tr>
<tr>
<td>College student</td>
<td>6 5.6</td>
<td>10 9.3</td>
<td>35 32.4</td>
<td>38 35.2</td>
<td>19 17.6</td>
</tr>
<tr>
<td>College graduate</td>
<td>0 0.0</td>
<td>1 2.4</td>
<td>4 9.5</td>
<td>17 40.5</td>
<td>20 47.6</td>
</tr>
</tbody>
</table>

$x^2 = 46.18$, df = 16, $p = 0.0001$
degree, high school graduates, are most likely to adopt behavioral responses seen on black TV shows than college students, college graduates, and even dropouts who indicate they seldom if ever do so.

Table 41 shows the distribution of responses to Survey Question 14 --"When a black TV character uses a slang word or funny movement you never heard before, how often would you start using it too, even if it is just to get a laugh?" The largest percentage of subjects (37.4%) chose the response "once in a while." Subjects also tended to choose the response "sometimes" (22.9%) and "never" (21.9%). The mean response "sometimes" (3.572) indicates that subjects are prone to copy novel behaviors exhibited by black TV characters.

When this survey question was analyzed by sex, no significant differences were found between males and females (Table 42). Males and females responded similarly, both favoring the response "once in a while."

Many differences, however, were found between age categories in response to Survey Question 14 as shown in Table 43. The favorable responses of subjects under 18 accounted for most differences. For instance, the percentage of subjects under 18 (11.4%) that chose the response "all the time" significantly differed from the percentage of over 30 subjects (1.4%) that responded likewise. In addition, subjects under 18 (18.6%) chose "very often" significantly more than 22-30
Table 41
Overall Response to Survey Question 14

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>18</td>
<td>6.1</td>
</tr>
<tr>
<td>Very often</td>
<td>35</td>
<td>11.8</td>
</tr>
<tr>
<td>Sometimes</td>
<td>68</td>
<td>22.9</td>
</tr>
<tr>
<td>Once in a while</td>
<td>111</td>
<td>37.4</td>
</tr>
<tr>
<td>Never</td>
<td>65</td>
<td>21.9</td>
</tr>
</tbody>
</table>

$M = 3.57$, $df = 3/297$
Table 42
Response to Survey Question 14 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>9</td>
<td>7.1</td>
<td>13</td>
<td>10.2</td>
<td>50</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>5.3</td>
<td>22</td>
<td>13.0</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>32</td>
<td>25.2</td>
<td>36</td>
<td>21.3</td>
<td>42</td>
</tr>
</tbody>
</table>

$x^2 = 3.12$, df = 4, $p = 0.54$ NSD
### Table 43

Response to Survey Question 14 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>8</td>
<td>11.4</td>
<td>13</td>
<td>18.6</td>
<td>25</td>
</tr>
<tr>
<td>18-21</td>
<td>5</td>
<td>5.5</td>
<td>14</td>
<td>15.4</td>
<td>23</td>
</tr>
<tr>
<td>22-30</td>
<td>4</td>
<td>6.0</td>
<td>4</td>
<td>6.0</td>
<td>10</td>
</tr>
<tr>
<td>Over 30</td>
<td>1</td>
<td>1.4</td>
<td>4</td>
<td>5.8</td>
<td>10</td>
</tr>
</tbody>
</table>

\[ x^2 = 54.68, \text{ df } = 12, p = 0.0001 \]
years (14.9%) and those over 30 years (14.5%). On the other hand, the overwhelming "once in a while" response of subjects 22-30 years (52.2%) significantly differed from subjects under 18 (22.9%) who made this response. Another significant difference occurred between the dominant "never" response made by subjects over 30 (44.9%) when compared to subjects under 18 years (11.4%) and subjects 18-21 years (13.2%). These findings generally indicate that while all ages may adopt behaviors seen on black TV shows, younger subjects do it most often. Moreover, the likelihood of mimicking these novel behaviors rapidly decreases as age increases.

An analysis of responses to Survey Question 14 by education level revealed several significant differences as shown in Table 44. Significant differences resulted between the percentage of high school graduates (15.4%) choosing the response "all the time" when compared to college students (3.7%) and college graduates who did not choose this response at all. High school students (17.1%) responding "very often" significantly differed from dropouts (4.3%) and college graduates (2.4%) also making this response. Significance was again reached when high school students (29.17%) responding "sometimes" were compared to college graduates (95.5%) and dropouts (8.7%) responding likewise. Except for college graduates, each education level chose the response "once in a while" most frequently. However, for the response "never" college graduates (45.2%) were significantly
Table 44
Response to Survey Question 14 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>2</td>
<td>8.7</td>
<td>1</td>
<td>4.3</td>
<td>2</td>
</tr>
<tr>
<td>High school student</td>
<td>10</td>
<td>9.0</td>
<td>19</td>
<td>17.1</td>
<td>33</td>
</tr>
<tr>
<td>High school graduate</td>
<td>2</td>
<td>15.4</td>
<td>1</td>
<td>7.7</td>
<td>3</td>
</tr>
<tr>
<td>College student</td>
<td>4</td>
<td>3.7</td>
<td>13</td>
<td>12.0</td>
<td>26</td>
</tr>
<tr>
<td>College graduate</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>2.4</td>
<td>4</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 41.20, \text{ df} = 16, \ p = 0.005 \]
on the question with large percentages of each group answering "sometimes" or "once in a while." College graduates, by contrast, decidedly indicated they "never" watch black TV shows to acquire appropriate behavioral responses. Surprisingly, a similar inclination can be detected for dropouts also. Several significant differences were evidenced as shown in the table. The percentage of high school students (71%) that responded "all the time" significantly differed from high school and college graduates who did not choose this response at all. Significance was achieved when the percentage of high school students (22.3%) was compared to all other groups that chose the response "very often" with only 9.3% of college students, 4.2% of dropouts, 2.4% of college graduates, and 0.0% of high school graduates choosing this response. Another significant difference was found between the percentage of high school graduates (41.7%) that answered "sometimes" and the percentage of college graduates (9.5%) that responded likewise. High school graduates (50.0%) who overwhelmingly chose the response "once in a while" significantly differed from high school students (26.8%) who chose the same response. For the response "never," significant differences emerged between college graduates (47.6%) who most frequently chose this response and high school students (17.9%), college students (17.6%), plus high school graduates (8.3%), who responded likewise. These results indicate that high school students, and, to a lesser
different from college students (17.6%) and high school students (14.4%) responding similarly.

An interesting pattern is apparent from the results in Table 44. Unexpectedly, dropouts and college graduates behaved similarly for two responses ("very often" and "sometimes"). This may be due to the fact that most dropouts in this survey sample represented older age groups which, as reported previously, minimally chose these two positive responses in answer to Survey Question 14. The fact that age influences responses to Survey Question 14 in the negative direction can again be cited as in the previous analysis of responses to this question by age - to explain the similarity between college graduates and dropouts choosing the response "never." Based on evidence contained in Table 50, it can be concluded that all education groups, except college graduates, may sometimes adopt novel behaviors from black TV characters. College graduates, on the other hand, strongly indicate they seldom adopt such antics.

Table 45 shows responses to Survey Question 15 - "If you were given a chance to play one of the black TV characters, which would you choose?" (a) Why? As shown, subjects (17.8%) equally chose George Jefferson and Fred Sanford. Two black characters, Benson and Tenspeed held second place with subjects (11.6%) indicating these characters equally as often. Subjects wrote in 26 different black characters in response to Survey Question 15.
Table 45
Overall Response to Survey Question 15

<table>
<thead>
<tr>
<th>TV Character</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benson</td>
<td>26</td>
<td>11.6</td>
</tr>
<tr>
<td>George Jefferson</td>
<td>40</td>
<td>17.8</td>
</tr>
<tr>
<td>Fred Sanford</td>
<td>40</td>
<td>17.8</td>
</tr>
<tr>
<td>Tenspeed</td>
<td>26</td>
<td>11.6</td>
</tr>
<tr>
<td>None</td>
<td>29</td>
<td>12.9</td>
</tr>
</tbody>
</table>

M = 3.75, df = 75/225
Because of the large number of categories, therefore resulting, percentages for these categories became so small they were rendered meaningless. Consequently, only the ten most frequently written characters are reported in the table. A list of all characters indicated by subjects, however, is provided in the Appendix. A substantial percentage of subjects (12.9%) indicated they were not interested in playing any black TV character. It is interesting to note that "The Jeffersons" characters were most frequently chosen by subjects.

Table 46 shows the responses of males and females to Survey Question 15. While no significant differences occurred, characters chosen by male subjects did not always coincide with those chosen by females. For instance, the three characters most often chosen by males were Fred Sanford (27.0%), George Jefferson (22.0%), and Tenspeed (17.0%). Females, on the other hand, most often chose Louise Jefferson (14.5%) and Florence, the Jefferson's maid (13.7%). When considering male and female responses to the second part of this question, Survey Question 15a which asks subjects why they would like to play the chosen characters, we learn that both sexes are interested in playing these characters because "they tell it like it is."

Additionally, Table 53 reveals that males equally indicates a desire to portray these black TV characters because they would enjoy acting like them. It is worthy of mention here that more
Table 46
Responses to Survey Question 15 by Sex

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>Benson</th>
<th>George</th>
<th>Fred Sanford</th>
<th>Tenspeed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>Males</td>
<td>11</td>
<td>11.0</td>
<td>10</td>
<td>10.0</td>
<td>22</td>
</tr>
<tr>
<td>Females</td>
<td>17</td>
<td>13.7</td>
<td>16</td>
<td>12.9</td>
<td>18</td>
</tr>
</tbody>
</table>

\[ x^2 = 2.51, \text{ df } = 3, \text{ p } = 0.47 \text{ NSD } \]
females (13.7%) than males (11%) indicated they would not like to play any of the black TV characters.

An analysis of responses to Survey Question 15 by age (Table 47) revealed no significant differences between groups. As shown, however, subjects over 30 (23.9%) indicated, more often than all other groups, that they would not like to play any black character. Subjects under 18 years most often reported they would like to play Fred Sanford (23.1%) followed by George Jefferson (19.2%) and Louise Jefferson (13.5%). Subjects 18-21 years reported they would like to play Fred Sanford (21.1%) followed by George Jefferson (17.1%) and Tenspeed (14.5%). Subjects 22-30 years most often indicated they would like to portray George Jefferson (23.5%) followed by Benson (15.7%) and Fred Sanford (13.7%). Subjects over 30 years indicated a desire to play Benson or Louise Jefferson (15.2%) followed by George Jefferson, Florence (the Jefferson's maid) or Fred Sanford (10.9%), and finally, Tenspeed (8.7%). These results appear to indicate that younger subjects identify more closely with the cantankerous Fred Sanford, young adults prefer the arrogant George Jefferson, while subjects over 30 are most comfortable with the nonchalant Benson and the unassuming Louise Jefferson. Intuitively, each age group seems to embrace the television personality that caricatures the collective social posture of the respective age groups.
Table 47

Responses to Survey Question 15 by Age

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>George</th>
<th>Benson</th>
<th>Jefferson</th>
<th>Fred</th>
<th>Sanford</th>
<th>Tenspeed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>18</td>
<td>19.2</td>
<td>10</td>
<td>23.1</td>
<td>6</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Percent</td>
<td></td>
<td>11.5</td>
<td>11</td>
<td>13.1</td>
<td>11</td>
<td>11.5</td>
<td></td>
</tr>
<tr>
<td>Under</td>
<td>18 - 21</td>
<td>9</td>
<td>9.2</td>
<td>13</td>
<td>17.1</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>9.6</td>
<td>8</td>
<td>15.7</td>
<td>7</td>
<td>13.7</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>23.9</td>
<td>7</td>
<td>15.2</td>
<td>5</td>
<td>10.9</td>
<td>4</td>
</tr>
<tr>
<td>Over</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[ x^2 = 34.85\%, \ df = 27, \ p = 0.14 \text{ NSD} \]
An analysis of responses to Survey Question 15 by education level (Table 48) revealed several interesting significant differences. Dropouts (17.6%) and high school students (25.3%) indicated they would like to play Fred Sanford. High school graduates (50%) and college students (16%) indicated they would like to play George Jefferson. College graduates (27.6%) indicated they would like to play Benson (17.6%). These overall findings caused the following significant differences. First, dropouts (17.6%) and high school students (25.3%) choosing Fred Sanford significantly differed from high school graduates who did not choose this character at all. High school graduates (50%) choosing George Jefferson significantly differed from all other groups: dropouts (11.8%), high school students (22.8%), college students (16.0%), and college graduates (6.9%). High school graduates (16.7%) choosing Lionel Jefferson again significantly differed from all other groups: dropouts (0.0%), high school students (3.8%), college students (1.1%), and college graduates (0.0%). College graduates (27.6%) choosing Benson significantly differed from dropouts (5.9%). These findings tend to reveal that subjects identify and interact with black TV characters who appear to possess a socio-economic status that subjects perceive as similar to theirs. It is interesting to note that college graduates (24.1%), followed by dropouts (23.5%), most often indicated they had no desire to play any black TV
### Table 48
Responses to Survey Question 15 by Education

<table>
<thead>
<tr>
<th>Education</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>4</td>
<td>23.5</td>
<td>1</td>
<td>5.9</td>
<td>2</td>
<td>11.8</td>
<td>3</td>
<td>17.6</td>
<td>1</td>
<td>5.9</td>
</tr>
<tr>
<td>High School Student</td>
<td>5</td>
<td>6.3</td>
<td>5</td>
<td>6.3</td>
<td>18</td>
<td>22.8</td>
<td>20</td>
<td>25.3</td>
<td>9</td>
<td>11.4</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>16.7</td>
<td>3</td>
<td>50.0</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>College Student</td>
<td>13</td>
<td>13.8</td>
<td>11</td>
<td>11.7</td>
<td>15</td>
<td>16.0</td>
<td>12</td>
<td>12.8</td>
<td>15</td>
<td>16.0</td>
</tr>
<tr>
<td>College Graduate</td>
<td>7</td>
<td>24.1</td>
<td>8</td>
<td>27.6</td>
<td>2</td>
<td>6.9</td>
<td>5</td>
<td>17.2</td>
<td>1</td>
<td>3.4</td>
</tr>
</tbody>
</table>

$x^2 = 51.01$, df = 36, p = 0.05
Responses to Survey Question 15a - "If you were given the change to play one of the black TV characters, which one would you choose? (a) Why" - are shown in Table 49. As shown, most subjects (41.8%) indicated they would like to play the part of their named character "because he/she tells it like it is" (Response 4). The other reason most frequently cited by subjects (28.9%) was "because I'd enjoy acting like him/her." The reason least chosen by subjects (8.4%) was "because I already act like him/her" (Response 3). These results indicate that subjects grew fond of black TV characters because of their straightforward and unabashed lifestyles.

As shown in Table 50 both males (33.0%) and females (48.9%) indicated Response 4 as the reason why they'd like to play a chosen black character. Males (33.0%), however, equally indicated they would like to play a particular black TV character because they "would enjoy acting like him/her" (Response 1).

An analysis of responses to Survey Question 15a by age is shown in Table 51. Except for subjects under 18, every age group - subjects 18-21 years (41.5%), 22-30 years (45.8%), and over 30 years (43.4%) - chose Response 4 ("tells it like it is") most often. Subjects under 18 (41.8%) favored Response 1 ("I'd enjoy acting just like him/her"). It appears that older subjects are more interested in the verbal commentary presented
Table 49
Overall Response to Survey Question 15a

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because I'd enjoy acting like him/her</td>
<td>72</td>
<td>28.9</td>
</tr>
<tr>
<td>Because I'd act the way I think he/she should act</td>
<td>28</td>
<td>11.2</td>
</tr>
<tr>
<td>Because I already act like him/her and would feel comfortable doing the job</td>
<td>21</td>
<td>8.3</td>
</tr>
<tr>
<td>Because he/she tells it like it is and I like people who do that</td>
<td>104</td>
<td>41.8</td>
</tr>
</tbody>
</table>

\[ M = 2.47, \text{ df } = 51/249 \]

Table 50
Response to Survey Question 15a by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Because I enjoy acting like him/her</td>
<td></td>
<td>Because I'd act the way I think he/she should act</td>
<td></td>
<td>Because I already act like him/her and would feel comfortable doing the job</td>
<td></td>
<td>Because he/she tells it like it is and I like people who do that</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>36</td>
<td>33.0</td>
<td>16</td>
<td>14.7</td>
<td>11</td>
<td>10.1</td>
<td>36</td>
<td>33.0</td>
</tr>
<tr>
<td>Female</td>
<td>36</td>
<td>25.9</td>
<td>12</td>
<td>8.6</td>
<td>10</td>
<td>7.2</td>
<td>66</td>
<td>48.9</td>
</tr>
</tbody>
</table>

\[ x^2 = 39.07, \text{ df } = 9, \text{ p } = 0.001 \]
Table 51
Response to Survey Question 15a by Age

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>23</td>
<td>41.8</td>
<td>5</td>
<td>9.1</td>
<td>5</td>
<td>9.1</td>
<td>20</td>
<td>36.4</td>
</tr>
<tr>
<td>18-21</td>
<td>21</td>
<td>25.6</td>
<td>10</td>
<td>12.2</td>
<td>11</td>
<td>13.4</td>
<td>34</td>
<td>41.5</td>
</tr>
<tr>
<td>22-30</td>
<td>15</td>
<td>25.4</td>
<td>9</td>
<td>15.3</td>
<td>3</td>
<td>5.1</td>
<td>27</td>
<td>45.8</td>
</tr>
<tr>
<td>Over</td>
<td>13</td>
<td>24.5</td>
<td>4</td>
<td>7.5</td>
<td>2</td>
<td>3.8</td>
<td>23</td>
<td>43.4</td>
</tr>
</tbody>
</table>

\[ X^2 = 25.87, \, df = 15, \, p = 0.04 \]
by black TV characters than younger subjects.

An analysis of Survey Question 15a by education level is shown in Table 52. As shown, dropouts (43.5%), high school students (36.7%), and high school graduates (42.9%) most frequently chose Response 1 ("I'd enjoy acting like him/her"). College students (50.0%), however, chose Response 4 ("he/she tells it like it is") most often.

As shown in Table 53, the mean response to Survey Question 16 -- "How often would you say you discuss what happened on black TV shows with other people you know?" -- was "sometimes." The next most frequently chosen responses were "very often" (26.0%) and "all the time" (17.6%) indicating that subjects quite frequently engage in discussions about episodes on black TV shows.

Table 54 shows the responses of males and females to Survey Question 16. Both groups responded similarly and no significant differences were found. The response "all the time" produced the largest discrepancy between males (13.4%) and females (20.8%); however, both groups tended to respond "sometimes" most frequently.

As shown in Table 55, age category did significantly affect the responses of subjects to Survey Question 16. For the response "very often" 18-21 year old subjects (35.2%) were significantly different from subjects over 30 (14.7%). In addition, subjects over 30 (14.7%) who chose the response "never" significantly
Table 52
Response to Survey Question 15a by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Because I enjoy acting like him/her</td>
<td>10</td>
<td>43.5</td>
</tr>
<tr>
<td>Dropouts</td>
<td>Because I'd act the way I think he/she should act</td>
<td>2</td>
<td>8.7</td>
</tr>
<tr>
<td></td>
<td>Because I already act like him/her and would feel comfortable doing the job</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Because he/she tells it like it is and I like people who do that</td>
<td>9</td>
<td>39.1</td>
</tr>
<tr>
<td>High school student</td>
<td>33</td>
<td>36.7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>10.0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>15.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>33.3</td>
<td></td>
</tr>
<tr>
<td>High school graduate</td>
<td>3</td>
<td>42.9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>14.3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>14.3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>28.6</td>
<td></td>
</tr>
<tr>
<td>College student</td>
<td>21</td>
<td>21.4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>12.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>5.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>49</td>
<td>50.0</td>
<td></td>
</tr>
<tr>
<td>College graduate</td>
<td>5</td>
<td>16.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>12.9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>45.2</td>
<td></td>
</tr>
</tbody>
</table>

\[ x^2 = 33.83, \text{ df } = 20, \text{ p } = 0.03 \]
Table 53
Overall Response to Survey Question 16

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>52</td>
<td>17.6</td>
</tr>
<tr>
<td>Very often</td>
<td>77</td>
<td>23.0</td>
</tr>
<tr>
<td>Sometimes</td>
<td>97</td>
<td>32.8</td>
</tr>
<tr>
<td>Once in a while</td>
<td>51</td>
<td>17.2</td>
</tr>
<tr>
<td>Never</td>
<td>19</td>
<td>6.4</td>
</tr>
</tbody>
</table>

\[ M = 2.69, \text{ df } = 296 \]
### Table 54
Response to Survey Question 16 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>17</td>
<td>13.4</td>
<td>36</td>
<td>28.3</td>
<td>43</td>
</tr>
<tr>
<td>Female</td>
<td>35</td>
<td>20.8</td>
<td>41</td>
<td>24.4</td>
<td>53</td>
</tr>
</tbody>
</table>

\[ x^2 = 2.97, \ df = 4, \ p = 0.56 \text{ NSD} \]
Table 55
Response to Survey Question 16 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>18</td>
<td>25.7</td>
<td>21</td>
<td>30.0</td>
<td>23</td>
<td>32.9</td>
<td>7</td>
<td>10.0</td>
<td>1</td>
<td>1.4</td>
</tr>
<tr>
<td>18-21</td>
<td>14</td>
<td>15.4</td>
<td>32</td>
<td>35.2</td>
<td>29</td>
<td>31.9</td>
<td>15</td>
<td>16.5</td>
<td>1</td>
<td>1.1</td>
</tr>
<tr>
<td>22-30</td>
<td>11</td>
<td>16.4</td>
<td>14</td>
<td>20.9</td>
<td>20</td>
<td>29.9</td>
<td>15</td>
<td>22.4</td>
<td>7</td>
<td>10.4</td>
</tr>
<tr>
<td>Over 30</td>
<td>9</td>
<td>13.2</td>
<td>10</td>
<td>14.7</td>
<td>25</td>
<td>36.8</td>
<td>14</td>
<td>20.6</td>
<td>10</td>
<td>14.7</td>
</tr>
</tbody>
</table>

$x^2 = 30.90$, df = 12, p = 0.002
differed from subjects under 18 years (1.4%) as well as subjects 18-21 years (1.1%) choosing this response. Subjects under 18 indicated a higher frequency of participating in conversations about black TV characters by choosing the response "all the time" more often than any other age group. The results also show that subjects 18-21 discuss black TV shows "very often," while other age groups engage in such discussions only "sometimes." Overall, the findings indicate that all age groups frequently discuss episodes on black TV shows with other people.

As shown in Table 56 the response "sometimes" was chosen most frequently by all education levels to answer Survey Question 16. A significant difference was found between the percentage of high school students (25.2%) and college graduates (9.8%) that answered "all the time." Two other significant differences emerged when college students (31.7%) responding "once in a while" were compared to high school students (9.0%) and dropouts (8.7%) responding likewise. Again significance was reached when the percentage of high school graduates (15.4%) was compared to the percentage of high school students (4.5%) and dropouts (4.3%) that chose the response "never." To summarize, high school students, followed by college students and high school graduates, are most likely to engage in conversation about
Table 56
Response to Survey Question 16 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td>Dropout</td>
<td>3</td>
<td>13.0</td>
<td>6</td>
<td>26.1</td>
<td>11</td>
<td>47.8</td>
</tr>
<tr>
<td>High school student</td>
<td>28</td>
<td>25.2</td>
<td>33</td>
<td>29.7</td>
<td>35</td>
<td>31.5</td>
</tr>
<tr>
<td>High school graduate</td>
<td>2</td>
<td>15.4</td>
<td>2</td>
<td>15.4</td>
<td>5</td>
<td>38.5</td>
</tr>
<tr>
<td>College student</td>
<td>15</td>
<td>13.9</td>
<td>30</td>
<td>27.8</td>
<td>32</td>
<td>29.6</td>
</tr>
<tr>
<td>College graduate</td>
<td>4</td>
<td>9.8</td>
<td>6</td>
<td>14.6</td>
<td>14</td>
<td>34.1</td>
</tr>
</tbody>
</table>

\( \chi^2 = 26.74, \text{df} = 16, p = 0.04 \)
black TV characters. While all subjects indicated they at least "sometimes" discuss black shows, high school graduates more than college graduates indicated a reluctance to do so.

Research Question 3: What do blacks generally think about black television programs?

Survey Questions 3, 4, 5, 6, 20, and 21 were designed to explore an answer to Research Question 3. This research question attempts to determine what opinions blacks have toward the black TV shows they regularly watch that are created largely by white producers.

Overall response to Survey Question 3 -- "How often do you watch the TV shows: 'Benson', 'The Jeffereisons', 'Different Strokes', 'Sanford and Son', 'Tenspeed and Brownshoe', and 'Palmerstown, U.S.A.'?" -- is shown in Table 57. Subjects strongly indicated that they most frequently watch "Sanford and Son" (43.0%), "The Jeffereisons" (30.5%), and "Different Strokes" (20.2%). On the other hand, subjects indicated that they seldom watch "Tenspeed and Brownshoe" (30.2%) and "Benson" (30.0%). "Palmerstown, U.S.A." (a summer replacement program, perhaps in its fourth week at the time subjects were surveyed) was the only show that subjects (31.5%) indicated they "never" watch.

Responses to Survey Question 3 by sex are shown in Table 58. Of the three frequently watched shows, it appears that
Table 57
Overall Response to Survey Question 3

<table>
<thead>
<tr>
<th></th>
<th>Benson</th>
<th>Jeffersons</th>
<th>Diff. Strokes</th>
<th>Sanford &amp; Son</th>
<th>Tensp. &amp; Brown</th>
<th>Palmerstown</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>All the time</td>
<td>27</td>
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<td>30.5</td>
<td>60</td>
<td>20.2</td>
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<tr>
<td>Very often</td>
<td>35</td>
<td>11.8</td>
<td>64</td>
<td>21.5</td>
<td>38</td>
<td>12.8</td>
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<tr>
<td>Sometimes</td>
<td>87</td>
<td>29.3</td>
<td>86</td>
<td>28.9</td>
<td>85</td>
<td>28.6</td>
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<tr>
<td>Once in a while</td>
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<td>30.0</td>
<td>47</td>
<td>15.8</td>
<td>72</td>
<td>24.2</td>
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<tr>
<td>Never</td>
<td>59</td>
<td>19.9</td>
<td>10</td>
<td>3.4</td>
<td>42</td>
<td>14.1</td>
</tr>
</tbody>
</table>

Benson: \( M = 3.40, df = 297 \)
Jeffersons: \( M = 2.40, df = 298 \)
Different Strokes: \( M = 3.00, df = 297 \)
Sanford & Son: \( M = 2.11, df = 298 \)
Tenspeed & Brownshoe: \( M = 3.50, df = 295 \)
Palmerstown, USA: \( M = 3.35, df = 295 \)
Table 58
Response to Survey Question 3 by Sex

<table>
<thead>
<tr>
<th></th>
<th>All the Time</th>
<th></th>
<th>Very Often</th>
<th></th>
<th>Sometimes</th>
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<td>Females</td>
<td>Males</td>
<td>Females</td>
<td>Males</td>
<td>Females</td>
</tr>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Benson</td>
<td>3</td>
<td>2.4</td>
<td>24</td>
<td>14.2</td>
<td>15</td>
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<tr>
<td>The Jeffersons</td>
<td>24</td>
<td>18.9</td>
<td>67</td>
<td>39.4</td>
<td>32</td>
<td>25.2</td>
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<tr>
<td>Different Strokes</td>
<td>15</td>
<td>11.8</td>
<td>45</td>
<td>26.6</td>
<td>15</td>
<td>11.8</td>
</tr>
<tr>
<td>Sanford and Son</td>
<td>52</td>
<td>40.9</td>
<td>75</td>
<td>44.1</td>
<td>30</td>
<td>23.6</td>
</tr>
<tr>
<td>Tenspeed and Brownshoe</td>
<td>13</td>
<td>10.3</td>
<td>18</td>
<td>10.7</td>
<td>17</td>
<td>13.5</td>
</tr>
<tr>
<td>Palmerstown, USA</td>
<td>16</td>
<td>12.7</td>
<td>32</td>
<td>19.0</td>
<td>12</td>
<td>9.5</td>
</tr>
</tbody>
</table>

Benson: $\chi^2 = 13.63$, df = 4, $p = 0.01$

The Jeffersons: $\chi^2 = 18.82$, df = 4, $p = 0.009$

Different Strokes: $\chi^2 = 11.44$, df = 4, $p = 0.02$

Sanford & Son: $\chi^2 = 2.20$, df = 4, $p = 0.70$ NSD

Tenspeed & Brownshoe: $\chi^2 = 3.75$, df = 4, $p = 0.44$ NSD

Palmerstown, U.S.A.: $\chi^2 = 6.23$, df = 5, $p = 0.28$ NSD
Table 58
Response to Survey Question 3 by Sex
Continued

<table>
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<tr>
<th></th>
<th>Once in a While</th>
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</tr>
</thead>
<tbody>
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<td></td>
<td>Males</td>
<td>Females</td>
</tr>
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<td></td>
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</tr>
<tr>
<td>The Jeffersons</td>
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<td>21.3</td>
</tr>
<tr>
<td>Different Strokes</td>
<td>37</td>
<td>29.1</td>
</tr>
<tr>
<td>Sanford &amp; Son</td>
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<td>7.9</td>
</tr>
<tr>
<td>Tenspeed &amp; Brownshoe</td>
<td>34</td>
<td>27.0</td>
</tr>
<tr>
<td>Palmerstown, USA</td>
<td>24</td>
<td>19.0</td>
</tr>
</tbody>
</table>

Benson: \( \chi^2 = 13.63, \text{ df } = 4, \ p = 0.01 \)

The Jeffersons: \( \chi^2 = 18.82, \text{ df } = 4, \ p = 0.009 \)

Different Strokes: \( \chi^2 = 11.44, \text{ df } = 4, \ p = 0.02 \)

Sanford & Son: \( \chi^2 = 2.20, \text{ df } = 4, \ p = 0.70 \ NSD \)

Tenspeed & Brownshoe: \( \chi^2 = 3.75, \text{ df } = 4, \ p = 0.44 \ NSD \)

Palmerstown, U.S.A.: \( \chi^2 = 6.23, \text{ df } = 5, \ p = 0.28 \ NSD \)
almost as many males (40.9%) as females (44.1%) watch Sanford and Son all the time. However, a significantly larger percentage of females (39.4%) than males (18.9%) consistently watch "The Jeffereons". Similarly, more females (26.6%) than males (11.8%) watch "Different Strokes" on a regular basis.

Why females enjoy the Jeffereons is puzzling since males and females indicated, almost with the same frequencies, that they are embarrassed by George Jeffereon (see Table 82). It is possible that females return to the show each week because of thier fondness for the female characters on the show, since females indicated that if they could play a TV character, it would be George's wife, Louise, or the Jeffereon's maid, Florenc (see Table 46).

The finding above that many more females than males watch "Different Strokes" regularly is more readily plausible: this difference may largely be due to the nature of the show. Its principal character is a 10 year old black boy, who along with his 13 year old brother was adopted by a white widower left with a teenage daughter. The set of circumstances are unusual to say the least and may be why males are not impressed by the show since males indicate that the one thing they dislike about black TV shows is their lack of realism (see Table 66).

It is interesting to note that of the three seldom watched shows, significantly fewer males (2.4%) than females (14.2%)
watch the show regularly. This behavior on the part of males may be due to the fact that they object to Benson's servile position as a butler which implies low socio-economic status (see Table 90).

Responses to Survey Question 3 by age are shown in Table 59. Obviously, subjects under 18 (50.7%) and 18-21 years (46.7%), and 22-30 years (45.6%) are the greatest "Sanford and Son" fans. However, subjects under 18 comprise the regular audience for "The Jeffersons" (40.8%) and "Different Strokes" (23.9%).

Responses to Survey Question 3 by education are shown in Table 60. As shown, significantly fewer college graduates (14.3%) than all other education groups watch "Sanford and Son" on a regular basis. A similar trend was found for the show, "The Jeffersons". Curiously, subjects from each education group reported watching "Different Strokes" on a regularly basis except for high school graduates who reported no interest in the show.

In answer to Survey Question 5 -- "Check the main reason why you enjoy the show you rated 1 in Question 4 so much" -- Response 1 ("the star makes the show exceptionally enjoyable") was chosen by 57.8% of the subjects as shown in Table 61. The next most frequently chosen answer was Response 2 ("the stories are so much like real life"), chosen by 21.6% of subjects.
Table 59
Response to Survey Question 3 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometime</th>
<th>Once in While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>BENSON</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 18</td>
<td>10</td>
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<td>20</td>
<td>17</td>
<td>14</td>
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<td>2.9</td>
<td>32.4</td>
<td>32.4</td>
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\[X^2 = 22.86, \text{ df} = 12, p = 0.03\]

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<th>Never</th>
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<td></td>
<td></td>
</tr>
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<td>Under 18</td>
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<td>19</td>
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<td>0</td>
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<tr>
<td></td>
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<td>26.8</td>
<td>22.5</td>
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<td>19.1</td>
<td>32.4</td>
<td>19.1</td>
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<td>Over 30</td>
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<td>19.1</td>
<td>7.4</td>
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</table>

\[X^2 = 16.52, \text{ df} = 12, p = 0.17 \text{ NSD}\]
### Table 59
Continued

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<tr>
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<th>Sometime</th>
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<td>25.4</td>
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<tr>
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<td>23</td>
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\[ x^2 = 16.63, \text{df} = 12, p = 0.16 \text{ NSD} \]

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\[ x^2 = 21.05, \text{df} = 12, p = 0.05 \]
Table 59
Continued

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$X^2 = 11.25, df = 12, p = 0.51$ NSD

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<th>Sometime</th>
<th>Once in While</th>
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$X^2 = 10.14, df = 12, p = 0.60$ NSD
Table 60
Response to Survey Question 3 by Education

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<td></td>
<td>All Time</td>
<td>Very Often</td>
<td>Sometime</td>
<td>Once in While</td>
<td>Never</td>
<td>Drop Out</td>
</tr>
<tr>
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<td>16</td>
<td>33</td>
<td>30</td>
<td>19</td>
</tr>
<tr>
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<td>3</td>
</tr>
<tr>
<td></td>
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<td>34</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>College Grad.</td>
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\[ \chi^2 = 24.67, \text{ df} = 15, \text{ p} = 0.07 \]

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</thead>
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<td>All Time</td>
<td>Very Often</td>
<td>Sometime</td>
<td>Once in While</td>
<td>Never</td>
<td>Drop Out</td>
</tr>
<tr>
<td></td>
<td>H.S. Student</td>
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<td>28</td>
<td>28</td>
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\[ \chi^2 = 19.41, \text{ df} = 16, \text{ p} = 0.06 \]
Table 60
Continued

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\[ x^2 = 33.41, \text{ df } = 16, \ p = 0.006 \]

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\[ x^2 = 38.55, \text{ df } = 16, \ p = 0.001 \]
Table 60
Continued

TEN SPEED AND BROWNSHOE

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$\chi^2 = 22.41$, df = 16, $p = 0.13$ NSD

PALMERTOWN, USA

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$\chi^2 = 12.71$, df = 16, $p = 0.69$ NSD
Table 61

Overall Response to Survey Question 5

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<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>The star makes the show exceptionally enjoyable</td>
<td>163</td>
<td>57.8</td>
</tr>
<tr>
<td>The stories are so much like real life</td>
<td>61</td>
<td>21.6</td>
</tr>
<tr>
<td>The people act sensible</td>
<td>7</td>
<td>2.5</td>
</tr>
<tr>
<td>The stories are interesting even though they aren't likely to happen in real life</td>
<td>36</td>
<td>12.8</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>5.3</td>
</tr>
</tbody>
</table>

M = 2.38, df = 282

Table 62

Response to Survey Question 5 by Sex

<table>
<thead>
<tr>
<th>Response</th>
<th>Male</th>
<th>Percentage</th>
<th>Female</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The star makes the show exceptionally enjoyable</td>
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<td>55.9</td>
<td>97</td>
<td>59.5</td>
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<tr>
<td>The stories are so much like real life</td>
<td>28</td>
<td>23.7</td>
<td>32</td>
<td>19.6</td>
</tr>
<tr>
<td>The people act sensible</td>
<td>2</td>
<td>1.7</td>
<td>5</td>
<td>3.1</td>
</tr>
<tr>
<td>The stories are interesting even though they aren't likely to happen in real life</td>
<td>14</td>
<td>11.9</td>
<td>22</td>
<td>13.5</td>
</tr>
<tr>
<td>Other</td>
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<td>6.8</td>
<td>7</td>
<td>4.3</td>
</tr>
</tbody>
</table>

χ² = 2.14, df = 4, p = 0.71 NSD
Response 3 ("the people act sensible") was chosen by the smallest percentage of subjects (3.5%). The results in Table 61 reveal that the shows chosen by subjects are enjoyed primarily because of the star's talent. While subjects indicate they enjoy their favorite shows because they approximate reality, a small percentage of subjects (12.8%) admit they enjoy their favorite shows despite their lack of realism.

As shown in Table 62, no significant difference emerged between males and females answering Survey Question 5. A majority of both sexes chose Response 1 and large percentages of each chose Response 2 (real life stories). Females favored Response 1 (the star) slightly more than males; however, a higher percentage of males chose Response 2.

As shown in Table 63 age category did not influence the responses of subjects, and no significant differences were found. The overwhelming majority of each age group chose Response 1 to answer the question, and Response 3 was ("people act sensible") the least chosen answer.

Education level did not cause subjects to answer Survey Question 5 significantly different (Table 64). Subjects from each education level strongly indicated Response 1 as the main reason why they enjoy their favorite shows followed by Response 2. High school students (38.%) chose Response 2 more often than college graduates (18.9%) and dropouts (13.6%); however,
Table 63
Response to Survey Question 5 by Age

<table>
<thead>
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<th>18-21</th>
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<th>22-30</th>
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<th>Over 30</th>
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<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
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<tr>
<td>The star makes the show exceptionally enjoyable</td>
<td>41</td>
<td>61.2</td>
<td>52</td>
<td>58.4</td>
<td>39</td>
<td>60.0</td>
<td>31</td>
<td>50.8</td>
</tr>
<tr>
<td>The stories are so much like real life</td>
<td>14</td>
<td>20.9</td>
<td>19</td>
<td>21.3</td>
<td>15</td>
<td>23.1</td>
<td>'13</td>
<td>21.3</td>
</tr>
<tr>
<td>The people act sensible</td>
<td>2</td>
<td>3.0</td>
<td>4</td>
<td>4.5</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>1.6</td>
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<tr>
<td>The stories are interesting even though they aren't likely to happen in real life</td>
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<td>9.0</td>
<td>11</td>
<td>12.4</td>
<td>7</td>
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<td>3.4</td>
<td>4</td>
<td>6.2</td>
<td>4</td>
<td>6.6</td>
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\[ \chi^2 = 8.31, \text{ df} = 12, \text{ p} = 0.76 \text{ NSD} \]
<table>
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</tr>
<tr>
<td></td>
<td>Number</td>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>The star makes the show exceptionally enjoyable</td>
<td>15</td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>The stories are so much like real life</td>
<td>3</td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>The people act sensible</td>
<td>0</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>The stories are interesting even though they aren't likely to happen in real life</td>
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<td></td>
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<tr>
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</table>

\[ x^2 = 12.67, \text{df} = 16, p = 0.70 \text{ NSD} \]
significant differences did not occur.

The findings for Survey Question 5 indicate that the main reason why subjects cite a black TV show as their favorite is because of the stars' exceptional performance. Subjects also indicated that realism adds to the enjoyability of favorite shows. It does not seem to matter to subjects that the characters (i.e., stars) of black TV shows act sensible in view of the marginal choice of Response 3 to answer this question. All "other" reasons given by subjects for enjoying their favorite black TV shows are contained in the appendix. Below are some examples:

1. Educational
2. Black and white relations interest me
3. It shows a friendly relationship between blacks and whites sometimes

Answers to Survey Question 6 -- "Check the main reason why you dislike the show you rated 6 in Question 4 so much" -- are shown in Table 65. Unrealistic stories (Response 1) was most frequently chosen by subjects (23.9%). This choice is consistent with findings for Survey Question 5 where subjects indicated realism as a primary reason for enjoying favorite black TV shows. Stupid and silly character (Response 2) was next most frequently chosen by subjects (22.3%). This response, when compared with responses to Survey Question 5, is unexpected since it was indicated that the "sensibility" of
Table 65
Overall Response to Survey Question 6

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The stories are unrealistic</td>
<td>60</td>
<td>23.9</td>
</tr>
<tr>
<td>The people act too stupid and silly</td>
<td>56</td>
<td>22.3</td>
</tr>
<tr>
<td>The stories show blacks in a negative way</td>
<td>32</td>
<td>12.7</td>
</tr>
<tr>
<td>The people are phoney</td>
<td>36</td>
<td>14.3</td>
</tr>
<tr>
<td>The stories show black life as stereotypes</td>
<td>36</td>
<td>14.3</td>
</tr>
</tbody>
</table>

m = 2.38, df = 251
black TV characters did not influence the enjoyability of favorite black shows. Here, however, subjects indicate they dislike certain black TV shows because characters act too stupid and silly. To explain this seeming inconsistency, it can be offered that while subjects may tolerate some chicanery and foolishness from black TV characters, a limit exists. Once TV characters exceed this boundary, they are likely to be "turned off" by subjects. Indeed, the most frequently written in response to this question was "I never watch the show" cited least liked.

Table 66 shows how males and females responded to Survey Question 6. Generally, males and females ranked reasons for not liking certain black shows differently, but only one significant difference occurred. Specifically, the percentage of males (20.8%) indicating that the black TV characters appear phony (Response 4) significantly differed from the percentage of females (9.7%) choosing this response. Obviously, males view the TV characters on disliked black shows as "phonies", and therefore, unacceptable; however, females perceive them as credible representatives of living black persons. Both groups agreed that they disliked particular black shows because of their perceived unrealistic nature (Response 1). However, females (29.0%) most frequently cited the portrayed silliness of black characters (Response 2) as a main reason for not liking certain black shows. Males (13.2%), by comparison, ranked this
Table 66
Response to Survey Question 6 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>The stories are unrealistic</th>
<th>The people act too stupid and silly</th>
<th>The stories show blacks in a negative way</th>
<th>The people are phony</th>
<th>The stories show black life as stereotypes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>24</td>
<td>22.6</td>
<td>14</td>
<td>13.2</td>
<td>10</td>
</tr>
<tr>
<td>Female</td>
<td>36</td>
<td>24.8</td>
<td>42</td>
<td>29.0</td>
<td>22</td>
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</tbody>
</table>

$\chi^2 = 19.22$, df = 6, p = 0.0038
response fourth. Males (22.6%) cited lack of realism (Response 1) as the major reason for disliking certain black shows versus females (24.8%) who ranked this response second. The contention that disliked shows portray blacks negatively (Response 3) was ranked fifth by males (9.4%) and third by females (15.2%).

These findings tend to indicate that females view the silliness of characters (Response 2) as the major fault with disliked black shows followed by unrealism (Response 1) -- the latter being cited more often by males as a major fault with disliked black shows. The third objection females had to disliked shows was that the characters are portrayed negatively (Response 3) which is consistent with the major fault cited by them (males cited this reason least often). By contrast, males indicated the phoniness of blacks (Response 4) on disliked shows and their silliness (Response 2) as the second and third faults of disliked shows.

By age category, responses to Survey Question 6 were not significantly different (Table 67). Subjects over 30 (26.9%) found the silliness of black characters (Response 2) on disliked shows as most objectionable. All other age groups cited lack of realism (Response 1) as the major fault with disliked black shows. Subjects under 18 (18.6%) indicated the negativism (Response 3) and phoniness (Response 4) of TV characters on disliked black shows just as frequently as reasons for not
Table 67
Response to Survey Question 6 by Age

<table>
<thead>
<tr>
<th>Age Category</th>
<th>The stories are unrealistic</th>
<th>The people act too stupid and silly</th>
<th>The stories show blacks in a negative way</th>
<th>The people are phoney</th>
<th>The stories show black life as stereotypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
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<td>Under 18</td>
<td>1</td>
<td>18.6</td>
<td>9</td>
<td>15.3</td>
<td>11</td>
</tr>
<tr>
<td>18-21</td>
<td>20</td>
<td>24.7</td>
<td>19</td>
<td>23.5</td>
<td>7</td>
</tr>
<tr>
<td>22-30</td>
<td>19</td>
<td>32.2</td>
<td>14</td>
<td>23.7</td>
<td>7</td>
</tr>
<tr>
<td>Over 30</td>
<td>10</td>
<td>19.2</td>
<td>14</td>
<td>26.9</td>
<td>7</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 19.85, \text{df} = 18, p = 0.34 \text{ NSD} \]
enjoying the shows.

Table 68 shows the response to Survey Question 6 by education category. Although significant differences did not emerge, several trends are apparent. Dropouts (38.1%) and college students (30.5%) most frequently cited unrealistic stories (Response 1) as their main reason for not liking certain black TV shows. On the other hand, high school students (22.1%) and college graduates (23.2%) indicated that the characters act too stupid and silly (Response 2) to be enjoyable.

These choices are unexpected. High school graduates felt Responses 1, 2, and 3 were equally objectionable and chose these responses with the same frequency (22.1%). A trend was apparent for the percentage of dropouts (38.1%) whose dominant choice was Response 1 and high school students (14.9%) choosing this response. Another trend was found between high school graduates (22.2%) versus both college students (9.7%) and college graduates (9.7%) choosing Response 2. Similarly, a trend for Response 5 was evident when college graduates (22.6%) were compared to both dropouts (9.5%) and high school graduates who did not choose this response at all.

Table 69 shows the overall distribution of responses to Survey Question 20 - "If you had the chance to make one
Table 68

Response to Survey Question 6 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>The stories are unrealistic</th>
<th>The people act too stupid and silly</th>
<th>The stories show blacks in a negative way</th>
<th>The people are phoney</th>
<th>The stories show black life as stereotypes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>8</td>
<td>38.1</td>
<td>3</td>
<td>14.3</td>
<td>3</td>
</tr>
<tr>
<td>High school student</td>
<td>14</td>
<td>14.7</td>
<td>21</td>
<td>22.1</td>
<td>16</td>
</tr>
<tr>
<td>High school graduate</td>
<td>2</td>
<td>22.2</td>
<td>2</td>
<td>22.2</td>
<td>2</td>
</tr>
<tr>
<td>College student</td>
<td>29</td>
<td>30.5</td>
<td>22</td>
<td>23.2</td>
<td>8</td>
</tr>
<tr>
<td>College graduate</td>
<td>7</td>
<td>22.6</td>
<td>8</td>
<td>25.8</td>
<td>3</td>
</tr>
</tbody>
</table>

$\chi^2 = 33.33$, df = 24, p = 0.10
Table 69
Overall Response to Survey Question 20

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black TV characters should have better jobs on the TV stories</td>
<td>44</td>
<td>15.7</td>
</tr>
<tr>
<td>Black TV characters should act more serious and less humorous regardless of what kind of job they may have</td>
<td>46</td>
<td>16.4</td>
</tr>
<tr>
<td>Black TV characters should be in charge of whites more often</td>
<td>28</td>
<td>10.0</td>
</tr>
<tr>
<td>New black TV shows should be put on TV with black characters who act more like real blacks and get involved in the kinds of situations real blacks do</td>
<td>161</td>
<td>57.5</td>
</tr>
</tbody>
</table>

M = 3.10, df = 280
suggestion to producers of the black TV shows, what would you suggest?" A majority of subjects (57.7%) chose to create new black TV shows with more credible black characters (Response 4) to answer Survey Question 20. Subjects (16.4%) also felt black TV characters should act more serious (Response 2) and almost as many subjects (15.7%) felt black TV characters should have better jobs on the TV stories (Response 1).

An analysis of responses to Survey Question 20 by sex (Table 70) mirrors the findings above. A majority of males (53.3%) and females (61.0%) felt new black shows are needed (Response 4). In summary, more males than females felt blacks should have better jobs and act more seriously. However, a larger percentage of females felt blacks should be in charge of whites (Response 3). Both sexes responded similarly and significant differences did not occur.

Table 71 contains responses to Survey Question 20 analyzed by age category. A majority of all age categories indicated that they would like to see new black TV shows (Response 4). Nevertheless, significant differences were found between the groups for several other responses. A significant difference resulted between subjects under 18 (20.9%) who felt TV blacks should have better jobs (Response 1) and subjects 22-30 years (7.8%) responding likewise. Subjects under 18 (9.0%) who desired more serious black characters (Response 2) again differed from subjects 22-30 years (29.7%) responding similarly.
Table 70
Response to Survey Question 20 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td></td>
<td></td>
<td>Male</td>
<td></td>
<td>Male</td>
<td></td>
<td>Male</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>19.2</td>
<td>22</td>
<td>18.3</td>
<td>10</td>
<td>8.3</td>
<td>64</td>
<td>53.3</td>
</tr>
<tr>
<td>Female</td>
<td>21</td>
<td>13.2</td>
<td>23</td>
<td>14.5</td>
<td>18</td>
<td>11.3</td>
<td>97</td>
<td>61.0</td>
</tr>
</tbody>
</table>

\[X^2 = 4.81, df = 4, p = 0.31\, \text{NSD}\]
Table 71
Response to Survey Question 20 by Age

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Black TV characters should have better jobs on TV stories</th>
<th>Black TV characters should act more serious and less humorous regardless of what kind of job they may have</th>
<th>New black TV shows should be put on TV with black characters who act more like real blacks and get involved in the kinds of situations real blacks do</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>14</td>
<td>20.9</td>
<td>6</td>
</tr>
<tr>
<td>18-21</td>
<td>17</td>
<td>19.5</td>
<td>14</td>
</tr>
<tr>
<td>22-30</td>
<td>5</td>
<td>7.8</td>
<td>19</td>
</tr>
<tr>
<td>Over 30</td>
<td>8</td>
<td>12.9</td>
<td>7</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 28.10, \text{ df } = 12, p = 0.005 \]
A final significant difference occurred between subjects under 18 (17.9%) and subjects 18-21 years (3.4%) who felt blacks on TV should be in charge of whites more often (Response 3).

The results in Table 71 tend to indicate that while subjects under 18 agree with other age categories that they would like to see new black TV shows (Response 4), they depart from other age groups in rank ordering further suggestions for producers of black TV shows. The suggestion rated second by subjects under 18 and subjects 18-21 years was better jobs for TV blacks (Response 1). On the other hand, subjects 22-30 years ranked more serious characters (Response 2) second. Subjects over 30, however, equally favored better jobs for TV blacks (Response 1) and more TV blacks in charge of whites (Response 3) as their second most frequently chosen answer.

As shown in Table 72, trends, but no significant differences, were found between education levels in response to Survey Question 20. As noted in the previous three analyses of this question, a desire for new black shows (Response 4) was indicated most often by all education levels. After Response 4, better jobs (Response 1) was most frequently indicated by high school students (18.7%) and high school graduates (33.3%). However, for dropouts (18.2%), college students (19.4%), and college graduates (16.7%) greater seriousness (Response 2) was chosen most often as a second choice. A trend emerged between high school graduates (33.3%) and college
Table 72
Response to Survey Question 20 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Black TV characters should have better jobs on TV stories</th>
<th>Black TV characters should act more serious and less humorous regardless of what kind of job they may have</th>
<th>Black TV characters should be in charge of whites more often</th>
<th>New black TV shows should be put on TV with black characters who act more like real blacks and get involved in the kinds of situations real blacks do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>13.6</td>
<td>4</td>
<td>18.2</td>
</tr>
<tr>
<td>High school student</td>
<td>20</td>
<td>18.7</td>
<td>15</td>
<td>14.0</td>
</tr>
<tr>
<td>High school graduate</td>
<td>4</td>
<td>33.3</td>
<td>1</td>
<td>8.3</td>
</tr>
<tr>
<td>College student</td>
<td>12</td>
<td>11.7</td>
<td>20</td>
<td>19.4</td>
</tr>
<tr>
<td>College graduate</td>
<td>5</td>
<td>13.9</td>
<td>6</td>
<td>16.7</td>
</tr>
</tbody>
</table>

$x^2 = 16.80$, df = 16, $p = 0.40$
students (11.7%) who chose Response 1. Again, a trend was apparent between the percentage of college students (19.4%) and high school graduates (8.3%) who chose Response 2. A final trend occurred between dropouts (18.2%) and high school students (15.0%) versus high school graduates (0.0%), college students (5.8%), and college graduates (5.6%) who felt blacks on TV should be in charge of whites (Response 3). Clearly, this finding indicates that the "appearance" of superior socio-economic status for blacks (Response 3) is most desired by less educated subjects, while "real" socio-economic advancement is advocated by higher education levels as indicated by their desire to see blacks in better jobs on TV (Response 1).

In answer to Survey Question 21 -- "The one thing I most enjoy about black TV shows is?" -- the largest percentage of subjects (36.7%) admired the humorous, though logical views presented by black TV characters (Response 4). As shown in Table 73, the next most frequently chosen answer to this question was that subjects enjoy seeing that the characters are black (Response 1). The least chosen answer was that the stories are realistic (Response 2). These findings tend to indicate that black subjects benefit from the ingenious slant black TV characters give an otherwise problem-riddled life. In addition, black subjects enjoy seeing their reflections on the
Table 73
Overall Response to Survey Question 21

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The characters are black</td>
<td>72</td>
<td>25.4</td>
</tr>
<tr>
<td>The stories are so much like real life</td>
<td>28</td>
<td>9.9</td>
</tr>
<tr>
<td>The black characters are so funny</td>
<td>37</td>
<td>13.1</td>
</tr>
<tr>
<td>The black characters come up with real</td>
<td>104</td>
<td>36.7</td>
</tr>
<tr>
<td>humorous ways of looking at life that</td>
<td></td>
<td></td>
</tr>
<tr>
<td>make sense when you think about them</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The stories are so unrealistic, they</td>
<td>42</td>
<td>14.8</td>
</tr>
<tr>
<td>help me take my mind off everyday life</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[ M = 3.06, \text{ df } = 283 \]
Table 74 shows how males and females responded to Survey Question 21. Both groups responded similarly and significant differences did not result. Males and females most frequently cited the humorously logical views of black TV characters (Response 4) as reported above; however, females (38.8%) held this view more strongly than males (33.6%). Females (27.5%) also indicated they enjoyed watching "black TV characters" (Response 1) more than males (23.0%). On the other hand, males (15.6%) more than females (11.3%) felt that black TV characters are "very funny" (Response 3). Likewise, more males (11.5%) felt that black TV shows are "realistic" (Response 2). These differences, however, were not significant.

Table 75 shows responses to Survey Question 21 for various age categories. As shown, no significant differences resulted. Except for subjects over 30, every age group -- under 18 (40.3%), 18-21 years (39.8%), 22-30 years (39.1%) -- chose the humorous, but logical views of TV blacks (Response 4) as the most enjoyable aspect of black TV shows. After Response 4, subjects were impressed by the black characters (Response 1) and the fact that the characters are indeed comical (Response 3). Subjects over 30 years (31.3%) most liked the idea of watching black characters (Response 1). This difference may be due to the fact that subjects over 30 grew up rarely seeing a black face on television and
<table>
<thead>
<tr>
<th>Sex</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>28</td>
<td>23.0</td>
<td>14</td>
<td>11.5</td>
<td>19</td>
<td>15.6</td>
<td>41</td>
<td>33.6</td>
</tr>
<tr>
<td>Female</td>
<td>44</td>
<td>27.5</td>
<td>14</td>
<td>8.8</td>
<td>18</td>
<td>11.3</td>
<td>62</td>
<td>38.8</td>
</tr>
</tbody>
</table>

$x^2 = 2.89, \ df = 4, p = 0.58 \text{ NSD}$
Table 75
Response to Survey Question 21 by Age

<table>
<thead>
<tr>
<th>Age Category</th>
<th>The characters are black</th>
<th>The stories are so much like real life</th>
<th>The black characters are so funny</th>
<th>The black characters come up with real humorous ways of looking at life that make sense when you think about them</th>
<th>The stories are so unrealistic, they help me take my mind off everyday life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>13</td>
<td>19.4</td>
<td>7</td>
<td>10.4</td>
<td>12</td>
</tr>
<tr>
<td>18-21</td>
<td>24</td>
<td>27.3</td>
<td>9</td>
<td>10.2</td>
<td>12</td>
</tr>
<tr>
<td>22-30</td>
<td>15</td>
<td>23.4</td>
<td>9</td>
<td>14.1</td>
<td>6</td>
</tr>
<tr>
<td>Over 30</td>
<td>20</td>
<td>31.3</td>
<td>3</td>
<td>4.7</td>
<td>7</td>
</tr>
</tbody>
</table>

\[ x^2 = 17.69, \text{ df } = 12, \text{ p } = 0.13 \text{ NSD} \]
virtually never seeing one on a regular basis. Thus, the mere fact that the characters are black registers as the most appealing aspect of black TV shows for them.

An analysis of responses to Survey Question 21 by education level is provided in Table 76. Unexpectedly, unrealistic stories to take the mind off everyday life (Response 5) was chosen most often by high school graduates (27.3%) as the one thing they most enjoy about black TV shows. Dropouts (26.1%) high school students (39.3%), and college students (42.9%) overwhelmingly chose the humorous, but logical views of black characters (Response 4) most often. College graduates (48.6%), who for this sample are probably over 30 years, cited the black characters themselves (Response 1) more frequently. In all, the findings to Survey Question 21 indicate that the one thing younger black subjects most enjoy is the humorous, yet sensible way TV blacks express their views of life. Subjects over 30, however, are most impressed by the fact that characters are black, although they weren't significantly different from other age groups choosing this response.

**Research Question 4:** Do blacks perceive the black television characters negatively?

Survey Questions 17, 18, 19, 25, and 26 were designed to explore an answer to Research Question 4. These questions attempt to determine how much subjects feel black television characters
Table 76
Response to Survey Question 21 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>The characters are black</th>
<th>The stories are so much like real life</th>
<th>The black characters are so funny</th>
<th>The black characters come up with real humorous ways of looking at life that make sense when you think about them</th>
<th>The stories are so unrealistic, they help me take my mind off everyday life</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>4</td>
<td>17.4</td>
<td>3</td>
<td>13.0</td>
<td>4</td>
</tr>
<tr>
<td>High school student</td>
<td>20</td>
<td>18.7</td>
<td>11</td>
<td>10.3</td>
<td>18</td>
</tr>
<tr>
<td>High school graduate</td>
<td>2</td>
<td>18.2</td>
<td>2</td>
<td>18.2</td>
<td>2</td>
</tr>
<tr>
<td>College student</td>
<td>28</td>
<td>26.7</td>
<td>9</td>
<td>8.6</td>
<td>11</td>
</tr>
<tr>
<td>College graduate</td>
<td>18</td>
<td>48.6</td>
<td>3</td>
<td>8.1</td>
<td>2</td>
</tr>
</tbody>
</table>

\[ x^2 = 24.36, \text{df} = 16, p = 0.08 \]
mirror actual black life styles.

Responses to Survey Question 17 -- "How would you say the black TV characters and the things they do compare with the way real blacks are?" -- are given in Table 77. Response 5 ("real blacks only act like TV blacks sometimes") was most frequently chosen by subjects (26.9%) followed by Response 2 ("black shows give the wrong picture"). Clearly, these results indicate a view that while it is true that real blacks may act like the black TV characters on occasion, the black TV shows tend to present unaware audiences with a distorted view of black life.

Table 78 shows how males and females answered Survey Question 17. Females chose Response 5 (28.7%), Response 2 (23.6%), and Response 1 (21.7%) most often. These findings indicate that males and females "see" black shows differently: males do not share the female view that black shows give a true picture of black life. While significant differences did not emerge, a trend was evident for the percentage of females (21.7%) and males (11.6%) that chose Response 1 ("black shows give a true picture"). Female response here is somewhat surprising in view of the low female response to Survey Question 2 compared to males who felt black shows are realistic.

Responses to Survey Question 17 varied when subjects
Table 77
Overall Response to Survey Question 17

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The black shows give a true picture of the way most real blacks act</td>
<td>48</td>
<td>17.2</td>
</tr>
<tr>
<td>The black shows give the wrong picture of the way most real blacks act</td>
<td>69</td>
<td>24.7</td>
</tr>
<tr>
<td>The black shows give a bad picture of the way most real blacks act</td>
<td>28</td>
<td>10.0</td>
</tr>
<tr>
<td>The black shows give a stereotype picture of the way most real blacks act</td>
<td>59</td>
<td>21.1</td>
</tr>
<tr>
<td>People should realize that most real blacks only act like the blacks on TV sometimes</td>
<td>75</td>
<td>26.9</td>
</tr>
</tbody>
</table>

M = 3.16, df = 279
Table 78

Response to Survey Question 17 by Sex

<table>
<thead>
<tr>
<th>Response</th>
<th>Male</th>
<th></th>
<th>Female</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The black shows the way real blacks act</td>
<td>14 (11.6%)</td>
<td>31 (25.6%)</td>
<td>34 (21.7%)</td>
<td>37 (23.6%)</td>
<td></td>
</tr>
<tr>
<td>The black shows give a wrong picture of the</td>
<td>31 (25.6%)</td>
<td>17 (14.0%)</td>
<td>37 (23.6%)</td>
<td>1 (7.0%)</td>
<td></td>
</tr>
<tr>
<td>way real blacks act</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The black shows give a bad picture of the</td>
<td>29 (24.0%)</td>
<td>30 (24.0%)</td>
<td>45 (28.7%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>way real blacks act</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People should realize that most blacks only</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>act like the blacks on TV sometimes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

$X^2 = 8.65, df = 4, p = 0.07$ NSD
were analyzed by age (Table 79). Subjects under 18 (27.6%) chose Response 1 ("black shows give a true picture") most frequently to answer this question, while Response 5 ("blacks act like TV blacks sometimes") was chosen most often by subjects 18-21 years (27.6%) and 22-30 years (30.3%). Response 2 ("black shows give the wrong picture") was chosen most often by subjects over 30 (39.3%). Few subjects of all ages chose Response 3 ("black shows give a bad picture"). The greatest discrepancy existed between subjects under 18 (25.4%) and subjects over 30 (3.4%) choosing Response 1. To explain this finding, perhaps, the life styles of younger subjects involve more humorous episodes resembling those normally exhibited on black TV shows than older persons who bear greater responsibility. At any rate, this finding confirms earlier research that younger subjects tend to accept television portrayals as truth.

As shown in Table 80, answers to Survey Question 17 analyzed by education level caused a significant differences Response 5 ("real blacks sometimes act like TV blacks") was most frequently chosen by dropouts (33.3%) and high school students (23.4%). Response 2 ("black shows give wrong picture") was chosen by high school graduates (46.2%) most frequently. College students (27.5%) chose Response 4 ("stereotype picture") and Response 5 equally as often. College graduates (38.9%) most frequently
Table 79
Response to Survey Question 17 by Age

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>People should realize that most blacks only act like the blacks on TV sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>17</td>
<td>25.4</td>
<td>12</td>
<td>17.9</td>
<td>8</td>
<td>11.9</td>
<td>14</td>
<td>20.9</td>
<td>16</td>
<td>23.9</td>
<td></td>
</tr>
<tr>
<td>18-21</td>
<td>19</td>
<td>21.8</td>
<td>19</td>
<td>21.8</td>
<td>6</td>
<td>6.9</td>
<td>19</td>
<td>21.8</td>
<td>24</td>
<td>27.6</td>
<td></td>
</tr>
<tr>
<td>22-30</td>
<td>10</td>
<td>15.2</td>
<td>15</td>
<td>22.7</td>
<td>7</td>
<td>10.6</td>
<td>14</td>
<td>21.2</td>
<td>20</td>
<td>30.3</td>
<td></td>
</tr>
<tr>
<td>Over 30</td>
<td>2</td>
<td>3.4</td>
<td>23</td>
<td>39.0</td>
<td>7</td>
<td>11.9</td>
<td>12</td>
<td>20.3</td>
<td>15</td>
<td>25.4</td>
<td></td>
</tr>
</tbody>
</table>

\[ x^2 = 13.83, \text{ df } = 12, \ p = 0.09 \text{ NSD} \]
Table 80
Response to Survey Question 17 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>The black shows real blacks act</th>
<th>The black shows the wrong picture of real blacks act</th>
<th>The black shows a bad picture of real blacks act</th>
<th>The black shows a stereotype picture of real blacks act</th>
<th>People should realize that most blacks only act like the blacks on TV sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>6 28.6</td>
<td>6 28.6</td>
<td>1 4.8</td>
<td>1 4.8</td>
<td>7 33.3</td>
</tr>
<tr>
<td>High school student</td>
<td>23 21.5</td>
<td>24 22.4</td>
<td>16 15.0</td>
<td>19 17.8</td>
<td>25 23.4</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1 7.7</td>
<td>6 46.2</td>
<td>0 0.0</td>
<td>2 15.4</td>
<td>4 30.8</td>
</tr>
<tr>
<td>College student</td>
<td>18 47.6</td>
<td>19 18.6</td>
<td>9 8.8</td>
<td>28 27.5</td>
<td>28 27.5</td>
</tr>
<tr>
<td>College graduate</td>
<td>0 0.0</td>
<td>14 38.9</td>
<td>2 5.6</td>
<td>9 25.0</td>
<td>11 30.6</td>
</tr>
</tbody>
</table>

$X^2 = 28.87$, df = 16, p = 0.02
chose Response 2. No college graduates and few high school graduates (7.7%) felt black shows give a true picture (Response 1) which caused a significant difference when compared to dropouts (28.6%). This finding confirms earlier research findings that less educated persons are prone to believe television portrayals are true depictions of life.

Responses to Survey Question 18 -- "Name one black TV character that embarrasses you by the way he/she acts or responds to others on the show" -- are shown in Table 81. These results show that of the two characters most often named by subjects, Fred Sanford (19.7%) was not as embarrassing as George Jefferson (29.0%). Overall, subjects named 18 different characters that they found embarrassing. Because these characters were marginally named, they are not discussed here; a complete list, however, is provided in the Appendix.

Table 82 shows the responses of males and females to Survey Question 18. Males (27.6%) like females (29.9%) indicated that George Jefferson was most embarrassing. As a second choice, males (17.1%) and females (21.4%) cited Fred Sanford as an embarrassing character. These results reveal that females tend to experience more embarrassment than males when watching two of the most well liked black shows (see Table 66).
Table 81
Overall Response to Survey Question 18

<table>
<thead>
<tr>
<th>TV Character</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Jefferson</td>
<td>56</td>
<td>29.0</td>
</tr>
<tr>
<td>Fred Sanford</td>
<td>38</td>
<td>19.7</td>
</tr>
<tr>
<td>None</td>
<td>24</td>
<td>12.4</td>
</tr>
</tbody>
</table>

\[ M = 5.50, \text{ df} = 193 \]

Table 82
Response to Survey Question 18 by Sex

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>George Jefferson</th>
<th>Fred Sanford</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>13</td>
<td>17.1</td>
<td>21</td>
</tr>
<tr>
<td>Female</td>
<td>11</td>
<td>9.4</td>
<td>35</td>
</tr>
</tbody>
</table>

\[ X^2 = 16.97, \text{ df} = 18, p = 0.39 \text{ NSD} \]
An analysis of responses to Survey Question 18 by age category is shown in Table 83. No significant difference occurred, but several interesting findings emerged. Subjects under 18 years (28.9%) were the only group that felt Fred Sanford was most embarrassing. George Jefferson was cited as the most embarrassing black TV character by all other age groups: 18-21 years (36.7%), 22-30 years (26.6%), and over 30 years (23.3). Closer examination of the results in Table 83 reveal that George Jefferson was found only slightly more embarrassing than Fred Sanford for all age groups except subjects 18-22 years who strongly cited George Jefferson.

An analysis of responses to Survey Question 18 by education level is shown in Table 84. Although significant differences were not found, the various education groups had divided opinions on this issue. Dropouts (38.9%) and high school graduates (50.0%) strongly ranked Fred Sanford as a source of embarrassment for them. On the other hand, high school students (30.3%), college students (29.9%), and college graduates (26.9%) found George Jefferson most embarrassing. It appears that less educated groups find the coarse humor of Fred Sanford unattractive. Yet, higher education groups tend to be more tolerant of the poorly educated character. So we find that higher education groups
Table 83
Response to Survey Question 18 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>George Jefferson</th>
<th>Fred Sanford</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>12</td>
<td>26.7</td>
<td>13</td>
</tr>
<tr>
<td>18-21</td>
<td>22</td>
<td>36.7</td>
<td>6</td>
</tr>
<tr>
<td>22-30</td>
<td>12</td>
<td>26.7</td>
<td>10</td>
</tr>
<tr>
<td>Over 30</td>
<td>10</td>
<td>23.3</td>
<td>9</td>
</tr>
</tbody>
</table>

\[ X^2 = 54.36, \text{ df } = 54, \text{ p } = 0.46 \text{ NSD} \]

Table 84
Response to Survey Question 18 by Education

<table>
<thead>
<tr>
<th>Education</th>
<th>George Jefferson</th>
<th>Fred Sanford</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>5</td>
<td>27.8</td>
<td>7</td>
</tr>
<tr>
<td>High School Student</td>
<td>20</td>
<td>30.3</td>
<td>16</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>1</td>
<td>16.7</td>
<td>3</td>
</tr>
<tr>
<td>College Student</td>
<td>23</td>
<td>29.9</td>
<td>8</td>
</tr>
<tr>
<td>College Graduate</td>
<td>7</td>
<td>26.9</td>
<td>4</td>
</tr>
</tbody>
</table>

\[ X^2 = 71.31, \text{ df } = 72, \text{ p } = 0.50 \text{ NSD} \]
view the brash, successful businessman, George Jefferson as repulsive. Intuitively, it appears that group choices of the most embarrassing character tend to be those characters that could possible be identified with their socio-economic group, but whom they reject or deem as objectionable representatives of their socio-economic group.

Responses to Survey Question 18a -- "Name one black character that embarrasses you by the way he/she acts or responds to others on the show, (a) How often would you say this character embarrasses you?" -- are shown in Table 85. Subjects (36.8%) most often responded "sometimes." This response appears definitive since the frequency rate for all responses averages 15%.

As shown in Table 86, males (31.5%) and females (40.6%) strongly indicate the response "sometimes" to answer the question. Nevertheless, males (15.2%) are less embarrassed by black TV characters than females (10.9%) in view of comparative "never" responses.

Responses to Survey Question 18a by age category are shown in Table 87. The response "sometimes" was chosen most often by subjects in all age groups -- under 18 years (41.2%), 18-21 years (28.6%), 22-30 years (44.2%), and over 30 years (36.2%). Obviously subjects 18-21 years and those over 30 years indicated a lower "sometimes"
Table 85
Overall Response to Survey Question 18a

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>38</td>
<td>17.3</td>
</tr>
<tr>
<td>Very often</td>
<td>37</td>
<td>16.8</td>
</tr>
<tr>
<td>Sometimes</td>
<td>81</td>
<td>36.8</td>
</tr>
<tr>
<td>Once in a while</td>
<td>26</td>
<td>11.8</td>
</tr>
<tr>
<td>Never</td>
<td>28</td>
<td>12.7</td>
</tr>
</tbody>
</table>

M = 2.72, df = 220
Table 86
Response to Survey Question 18a by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>12</td>
<td>13.0</td>
<td>19</td>
<td>20.7</td>
<td>29</td>
</tr>
<tr>
<td>Female</td>
<td>26</td>
<td>20.3</td>
<td>18</td>
<td>14.1</td>
<td>52</td>
</tr>
</tbody>
</table>

$\chi^2 = 5.99, \, df = 5, \, p = 0.31 \, \text{NSD}$
Table 87

Response to Survey Question 18a by Age

<table>
<thead>
<tr>
<th>Age Category</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>9</td>
<td>17.6</td>
<td>8</td>
<td>15.7</td>
<td>21</td>
</tr>
<tr>
<td>18-21</td>
<td>9</td>
<td>12.9</td>
<td>16</td>
<td>22.9</td>
<td>20</td>
</tr>
<tr>
<td>22-30</td>
<td>7</td>
<td>13.5</td>
<td>8</td>
<td>15.4</td>
<td>23</td>
</tr>
<tr>
<td>Over 30</td>
<td>13</td>
<td>27.7</td>
<td>5</td>
<td>10.6</td>
<td>17</td>
</tr>
</tbody>
</table>

\[ x^2 = 14.98, \text{ df} = 15, \text{ p} = 0.45 \text{ NSD} \]
response frequency. Closer examination of the responses reveal that subjects 18-21 years (22.9%) almost as often indicated that black TV characters embarrass them "very often." Similarly, a substantial percentage of subjects over 30 years (27.7%) indicated that black characters embarrass them "all the time." Thus, it appears fair to conclude that overall, the roles played by black TV characters cause black viewers frequent embarrassment.

An analysis of Survey Question 18a by education level is shown in Table 88. These results show that dropouts (52.6%) and high school students (40.7%) are "sometimes" embarrassed by black TV characters. However, high school graduates did not indicate this response at all. Instead, they (71.4%) overwhelmingly decided that they were embarrassed "all the time" which caused a significant difference. College students (31.8%) and college graduates (39.9%) chose the response "sometimes" most often", and almost as many college graduates (32.1%) responded "all the time." Thus, high school graduates are highly embarrassed by roles played by black TV show regulars and college graduates indicate frequent discomfort with black TV roles. College students are divided on this issue between "sometimes" and "often", perhaps due to their tendency to be liberal, open-minded, and basically uncommitted. At any rate, all education groups report frequent embarrassment caused by
### Table 88

Response to Survey Question 18a by Education

| Education Level | Response | All Time | | Very Often | | Sometimes | | Once in a While | | Never  |
|-----------------|----------|----------|-----------|------------|-----------|------------|----------------|--------------|----------|
|                 | Number   | Percentage | Number | Percentage | Number | Percentage | Number | Percentage | Number | Percentage |
| Dropouts        | 3        | 15.8      | 2       | 10.5       | 10      | 52.6       | 2       | 10.5       | 1       | 5.3       |
| High school student | 13 | 16.0      | 12      | 14.8       | 33      | 40.7       | 8       | 9.9       | 14      | 17.3      |
| High school graduate | 5 | 71.4      | 1       | 14.3       | 0       | 0.0        | 1       | 14.3       | 0       | 0.0       |
| College student | 8        | 9.4       | 19      | 22.4       | 27      | 31.8       | 14      | 16.5       | 11      | 12.9      |
| College graduate | 9        | 32.1      | 3       | 10.7       | 11      | 39.3       | 1       | 3.6        | 2       | 7.1       |

\[ \chi^2 = 37.40, \, df = 20, \, p = 0.01 \]
the way black TV characters act on black shows.

Table 89 contains subject responses to Survey Question 19 — "The one thing I most dislike about the black character is . . .?"

As shown, the largest percentage of subjects (36.0%) most disliked black TV characters because they don't act enough like real blacks (Response 4). Other reasons (Response 5) were provided by 21.7% of subjects. Examples of these reasons are: (1) "The kids are too smart mouthed"; (2) "They make black people seem ignorant". Another frequently chosen answer was that black characters act too silly (Response 1).

Male and female responses to Survey Question 19 were similar and significant differences did not emerge (Table 90). Both males (38.3%) and females (34.4%) felt TV blacks don't act like real blacks (Response 4). More females (19.9%) than males (16.7%) objected to black characters because of their silly behavior (Response 1). Similarly, more females (20.5%) than males (13.3%) disliked TV blacks because they don't appear equal to whites (Response 2). However, more males (7.5%) than females (4.6%) disliked the fact that many of the characters are poor (Response 3). As seen in responses to Survey Question 20, males again object to the low socio-economic status of black television characters more so than females.

An analysis of Survey Question 19 by age category did not produce significant differences (Table 91). The objection that
Table 89
Overall Response to Survey Question 19

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>They act too silly and cut up too much</td>
<td>50</td>
<td>18.4</td>
</tr>
<tr>
<td>They don't seem equal to whites</td>
<td>48</td>
<td>17.6</td>
</tr>
<tr>
<td>They are too poor</td>
<td>16</td>
<td>5.9</td>
</tr>
<tr>
<td>They just don't act enough like real black people</td>
<td>98</td>
<td>36.0</td>
</tr>
<tr>
<td>Other</td>
<td>59</td>
<td>21.7</td>
</tr>
</tbody>
</table>

M = 3.27, df = 272
Table 90

Overall Responses to Survey Question 19 by Sex

<table>
<thead>
<tr>
<th>Responses</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>They act too silly and cut up</td>
<td>20 (16.7%)</td>
<td>30 (19.9%)</td>
</tr>
<tr>
<td>They just don't act enough like whites</td>
<td>16 (13.3%)</td>
<td>31 (20.5%)</td>
</tr>
<tr>
<td>They act too poor</td>
<td>9 (7.5%)</td>
<td>7 (4.6%)</td>
</tr>
<tr>
<td>Other</td>
<td>52 (46%)</td>
<td>31 (34.4%)</td>
</tr>
<tr>
<td></td>
<td>28 (23.3%)</td>
<td></td>
</tr>
</tbody>
</table>

\[ \chi^2 = 5.08, \text{ df} = 5, p = 0.41 \text{ NSD} \]
Table 91
Response to Survey Question 19 by Age

<table>
<thead>
<tr>
<th>Response</th>
<th>Age Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>They act too silly and cut up</td>
<td>Under 18</td>
<td>9</td>
<td>13.8</td>
</tr>
<tr>
<td>They don't seem equal to whites</td>
<td>18-21</td>
<td>14</td>
<td>21.5</td>
</tr>
<tr>
<td>They just don't act enough like real black people</td>
<td>22-30</td>
<td>13</td>
<td>22.4</td>
</tr>
<tr>
<td>They are too poor</td>
<td>Over 30</td>
<td>3</td>
<td>5.2</td>
</tr>
</tbody>
</table>

Other percentage: 32.3

$\chi^2 = 18.59, df = 15, p = 0.23$ NSD
TV blacks don't act like real blacks (Response 4) was chosen most often by each age category except subjects under 18 (24.6%) who supplied other reasons (Response 5) for disliking the characters. The reasons given by these subjects are provided in the Appendix. Few subjects indicated that they disliked the characters because they were poor (Response 3).

All education levels most frequently indicated that TV blacks don't act like real blacks (Response 4), as shown in Table 92. The second most frequently chosen answer given by dropouts (26.1%) was that TV blacks don't seem equal to whites (Response 2). Silliness (Response 1) was the second most frequently chosen answer given by college graduates (30.6%). All other education levels supplied other reasons (Response 5) most often as a second choice. The "other" responses given are provided in the Appendix. Some reasons supplied by subjects were:

1. Kids are too smart-mouthed.
2. They make black people seem so silly. They show the black people always looking up to the white man. I can't recall a picture I've seen with the white man looking up to the black man.
3. They get put into roles that require stereotype movements and actions.

Subject responses to Survey Question 25 -- "How often would you say that black TV characters talk and act toward one another
Table 92
Response to Survey Question 19 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>They act too silly and cut up much</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dropout</td>
<td>They don't seem equal to whites</td>
<td>3</td>
<td>13.0</td>
<td>6</td>
<td>26.1</td>
<td>2</td>
<td>8.7</td>
<td>8</td>
<td>34.8</td>
<td>4</td>
<td>17.4</td>
</tr>
<tr>
<td>High school student</td>
<td></td>
<td>17</td>
<td>16.8</td>
<td>22</td>
<td>21.8</td>
<td>7</td>
<td>6.9</td>
<td>28</td>
<td>27.7</td>
<td>27</td>
<td>26.7</td>
</tr>
<tr>
<td>High school graduate</td>
<td></td>
<td>2</td>
<td>16.7</td>
<td>2</td>
<td>16.7</td>
<td>0</td>
<td>0.0</td>
<td>4</td>
<td>33.3</td>
<td>4</td>
<td>33.3</td>
</tr>
<tr>
<td>College student</td>
<td></td>
<td>17</td>
<td>17.0</td>
<td>13</td>
<td>13.0</td>
<td>6</td>
<td>6.0</td>
<td>45</td>
<td>45.0</td>
<td>18</td>
<td>18.0</td>
</tr>
<tr>
<td>College graduate</td>
<td></td>
<td>11</td>
<td>30.6</td>
<td>5</td>
<td>13.9</td>
<td>1</td>
<td>2.8</td>
<td>13</td>
<td>36.1</td>
<td>6</td>
<td>16.7</td>
</tr>
</tbody>
</table>

$x^2 = 17.83$, $df = 20$, $p = 0.60$ NSD
are contained in Table 93. The largest percentage of subjects (35.7%) answered the question "sometimes," the response "once in a while" was ranked second by subjects (30.4%), and subjects (14.7%) answered "very often" as a third choice. Few subjects (2.4%) responded "all the time." The mean response to this question was "sometimes" (mean = 3.444). Subjects, therefore, tend to answer this question negatively.

Male and female responses to Survey Question 25 are shown in Table 94. As shown, both sexes responded similarly and significant differences did not occur. The response "sometimes" was most frequently chosen by males (34.4%) and females (36.9%), followed by "once in a while" which was chosen by the same percentage of males (34.4%), but less females (26.9%). Almost as many males (14.4%) indicated they "very often" act like the black TV characters as there were females (19.4%) who indicated they would "never" act like these characters. Thus, males identify more closely with black TV characters than females.

Responses to Survey Question 25 are analyzed by age category in Table 95. Each age category chose the response "sometimes" most often except for subjects over 30, who most frequently chose the responses "once in a while" and "never." Subjects 18-21 years and subjects over 30 did not select the response "all the time." Subjects 18-21 years (20.0%) and those under 18 (17.4%) primarily chose the response "very often,"
Table 93
Overall Response to Survey Question 25

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>7</td>
<td>2.4</td>
</tr>
<tr>
<td>Very often</td>
<td>42</td>
<td>14.7</td>
</tr>
<tr>
<td>Sometimes</td>
<td>1-2</td>
<td>35.7</td>
</tr>
<tr>
<td>Once in a while</td>
<td>87</td>
<td>30.4</td>
</tr>
<tr>
<td>Never</td>
<td>48</td>
<td>16.8</td>
</tr>
</tbody>
</table>

$M = 3.44, df = 286$
Table 94
Response to Survey Question 25 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a while</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>4</td>
<td>3.2</td>
<td>18</td>
<td>14.4</td>
<td>43</td>
</tr>
<tr>
<td>Female</td>
<td>3</td>
<td>1.9</td>
<td>24</td>
<td>15.0</td>
<td>59</td>
</tr>
</tbody>
</table>

$X^2 = 3.35, df = 4, p = 0.50$ NSD
Table 95
Response to Survey Question 25 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>6</td>
<td>8.7</td>
<td>12</td>
<td>17.4</td>
<td>30</td>
</tr>
<tr>
<td>18-21</td>
<td>0</td>
<td>0.0</td>
<td>18</td>
<td>20.0</td>
<td>34</td>
</tr>
<tr>
<td>'22-30</td>
<td>1</td>
<td>1.5</td>
<td>6</td>
<td>9.2</td>
<td>24</td>
</tr>
<tr>
<td>Over 30</td>
<td>0</td>
<td>0.0</td>
<td>6</td>
<td>9.7</td>
<td>14</td>
</tr>
</tbody>
</table>

\[ x^2 = 41.93, \text{df} = 12, p = 0.0001 \]
while very small percentages of older groups (about 9.0%) made this response. The response "once in a while" and "never" were equally chosen by subjects over 30 (33.3%), indicating their lack of identification with the behaviors of black TV characters. These results tend to indicate that only young adults perceive similarity between themselves and black TV characters. This finding is consistent with the responses of younger subjects to Survey Question 17 where they indicated that the actions of black TV characters are comparable to those of real blacks (see Table 79).

Table 96 contains subject responses to Survey Question 25 by education level. The response "sometimes" was most frequently chosen by dropouts (39.1%), high school students (37.6%), and college students (37.1%). However, the response "once in a while" was most often chosen by high school graduates (33.3%) and college graduates (40%). No dropouts, college students, or college graduates chose the response "all the time." A significant difference for the response "very often" occurred between dropouts (13.0%), high school students (14.7%), high school graduates (11.1%), and college students (20.0%) versus college graduates (2.5%). College graduates, by far, indicated that they, their families, and friends rarely talk or act like TV blacks, while other groups indicated they were more apt to do so.
Table 96
Response to Survey Question 25 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>0</td>
<td>0.0</td>
<td>3</td>
<td>13.0</td>
<td>9</td>
<td>39.1</td>
<td>6</td>
<td>26.1</td>
<td>5</td>
<td>21.7</td>
</tr>
<tr>
<td>High school student</td>
<td>6</td>
<td>5.5</td>
<td>16</td>
<td>14.7</td>
<td>41</td>
<td>37.6</td>
<td>35</td>
<td>32.1</td>
<td>11</td>
<td>10.1</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1</td>
<td>11.1</td>
<td>1</td>
<td>11.1</td>
<td>2</td>
<td>22.2</td>
<td>3</td>
<td>33.3</td>
<td>2</td>
<td>22.2</td>
</tr>
<tr>
<td>College student</td>
<td>0</td>
<td>0.0</td>
<td>21</td>
<td>20.0</td>
<td>39</td>
<td>37.1</td>
<td>27</td>
<td>25.7</td>
<td>18</td>
<td>17.1</td>
</tr>
<tr>
<td>College graduate</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>2.5</td>
<td>11</td>
<td>27.5</td>
<td>16</td>
<td>40.0</td>
<td>12</td>
<td>30.0</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 28.50, \text{ df } = 16, p = 0.03 \]
The response "once in a while" was chosen by the largest percentage of subjects (36.1%) to answer Survey Question 26 - "How often would you say the black TV characters are really embarrassing the black race?" As shown in Table 97, the next most frequently chosen response (29.8%) was "sometimes." The response "all the time" was the response least often chosen by subjects (3.5%) and few subjects (13.3%) responded "very often."

Table 98 contains the responses of males and females to Survey Question 26. Males, more so than females, felt black TV characters were an embarassment to the black race. This was evidenced by the greater percentage of males (34.4%) responding "sometimes" in comparison to females (25.9%) making this response. By contrast, females (40.7%) more frequently responded "once in a while" compared to males (30.3%). The more negative leaning of males is easily accepted here when their responses to Survey Question 17 (see Table 88) are considered. As reported earlier, males evaluated black TV shows as stereotypic and erroneous depictions of black life; this sharply contrasted with a more moderate female view. These findings, taken together, indicate that males have a decidedly negative drift of opinion concerning the imagery of black TV shows and its effect on the black population.

Subject responses to Survey Question 26 by age category are shown in Table 99. Generally, the opinions of all groups
Table 97

Overall Response to Survey Question 26

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All time time</td>
<td>10</td>
<td>3.5</td>
</tr>
<tr>
<td>Very often</td>
<td>38</td>
<td>13.5</td>
</tr>
<tr>
<td>Sometimes</td>
<td>85</td>
<td>29.8</td>
</tr>
<tr>
<td>Once in a while</td>
<td>103</td>
<td>36.1</td>
</tr>
<tr>
<td>Never</td>
<td>49</td>
<td>17.2</td>
</tr>
</tbody>
</table>

\[ M = 3.50, \text{ df } = 285 \]
Table 98
Response to Survey Question 26 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>4</td>
<td>3.3</td>
<td>19</td>
<td>15.6</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>34.4</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30.3</td>
<td>20</td>
</tr>
<tr>
<td>Female</td>
<td>6</td>
<td>3.7</td>
<td>19</td>
<td>11.7</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25.9</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>40.7</td>
<td>29</td>
</tr>
</tbody>
</table>

\( \chi^2 = 4.68, \ df = 4, \ p = 0.32 \) NSD
<table>
<thead>
<tr>
<th>Age Category</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>1</td>
<td>1.5</td>
<td>3</td>
<td>4.4</td>
<td>17</td>
<td>25.0</td>
<td>25</td>
<td>38.2</td>
<td>21</td>
<td>30.9</td>
</tr>
<tr>
<td>18-21</td>
<td>3</td>
<td>3.3</td>
<td>1 1</td>
<td>12.2</td>
<td>32</td>
<td>35.6</td>
<td>33</td>
<td>36.7</td>
<td>11</td>
<td>15.6</td>
</tr>
<tr>
<td>22-30</td>
<td>4</td>
<td>6.3</td>
<td>6</td>
<td>9.4</td>
<td>23</td>
<td>35.9</td>
<td>21</td>
<td>32.8</td>
<td>10</td>
<td>15.6</td>
</tr>
<tr>
<td>Over 30</td>
<td>2</td>
<td>3.2</td>
<td>18</td>
<td>28.6</td>
<td>13</td>
<td>20.6</td>
<td>23</td>
<td>36.5</td>
<td>7</td>
<td>11.1</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 32.62, \text{ df } = 12, \ p = 0.001 \]
were spread somewhat evenly among the three less positive responses. One insignificant variation in this pattern occurred for dropouts (30.9%) who chose the response "never" two to three times more often than other age groups. Otherwise, the response "very often" was given most frequently by each age group: under 18 (38.2%), 18-21 years (36.7%), 22-30 years (32.8%), and over 30 (35%). One significant difference emerged between the high percentage of subjects over 30 (28.6%) who indicated that black TV shows "very often" embarrass the black race and the small percentage of subjects under 18 (4.4%) sharing this view. It is apparent from these results that regardless of education, blacks feel that black TV shows seldom serve to embarrass the black race. However, a closer examination reveals that older segments of the black population are almost as likely to uphold the opposing view.

As shown in Table 100, subject responses to Survey Question 26 by education level varied considerably over all five responses. However, the response "once in a while" was most frequently chosen by all education groups. College graduates (27.5%), who felt more strongly than any other group that black TV shows embarrass the race "very often," significantly differed from dropouts (9.5%) as well as high school students (8.3%). High school students (22.2%), by contrast, felt that black shows "never" embarrass the race more so than any other group.
<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>2</td>
<td>9.5</td>
<td>33.3</td>
<td>14.3</td>
</tr>
<tr>
<td>High school student</td>
<td>5</td>
<td>4.6</td>
<td>8.3</td>
<td>22.2</td>
</tr>
<tr>
<td>High school graduate</td>
<td>0</td>
<td>0.0</td>
<td>11.1</td>
<td>11.1</td>
</tr>
<tr>
<td>College student</td>
<td>3</td>
<td>2.8</td>
<td>14.0</td>
<td>34.6</td>
</tr>
<tr>
<td>College graduate</td>
<td>0</td>
<td>0.0</td>
<td>27.5</td>
<td>32.5</td>
</tr>
</tbody>
</table>

Response to Survey Question 26 by Education

\[ x^2 = 20.59, df = 16, p = 0.18 \text{ NSD} \]
which caused a significant difference when compared to college graduates (7.5%). These results tend to indicate that blacks (especially high school students) find black TV shows innocuous; however, a substantial percentage of highly educated blacks take issue with this view.

**Research Question 5:** Do blacks regard the content of the black television shows as authentic episodes of real black life?

Survey Questions 22, 23, 24, and 27 were formulated to investigate Research Question 5. Each survey question attempts to glean what degree of similarity blacks perceive between their lives themselves and black TV characters.

Answers to Survey Question 22 - "How often would you say the black TV characters do what you, your family members, or friends do to solve problems?" - are provided in Table 101. The largest percentage of subjects (34.1%) answered "sometimes," followed by subjects (31.7%) answering "once in a while." A smaller percentage of subjects (22.2%) answered "never."

The responses of males and females to Survey Question 22 are shown in Table 102. Both groups most frequently chose the response "sometimes." While significant differences did not emerge, females tended to respond slightly more positively than males.

Age category produced two significant differences in the way subjects responded to Survey Question 22 (Table 103).
Table 101
Overall Response to Survey Question 22

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>9</td>
<td>3.1</td>
</tr>
<tr>
<td>Very often</td>
<td>26</td>
<td>8.9</td>
</tr>
<tr>
<td>Sometimes</td>
<td>100</td>
<td>34.1</td>
</tr>
<tr>
<td>Once in a while</td>
<td>93</td>
<td>31.7</td>
</tr>
<tr>
<td>Never</td>
<td>65</td>
<td>22.2</td>
</tr>
</tbody>
</table>

\[ M = 3.61, \text{df} = 293 \]
Table 102

Response to Survey Question 22 by Sex

<table>
<thead>
<tr>
<th>Response</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>All Time</td>
<td>Very Often</td>
<td>Number</td>
</tr>
<tr>
<td>4</td>
<td>3.0</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>3.2</td>
<td>17</td>
</tr>
<tr>
<td>7.3</td>
<td>42</td>
<td>10.1</td>
</tr>
<tr>
<td>33.9</td>
<td>42</td>
<td>50</td>
</tr>
<tr>
<td>3.0</td>
<td>42</td>
<td>34.5</td>
</tr>
<tr>
<td>21.6</td>
<td>27</td>
<td>29.8</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 1.08, \text{ df} = 4, p = 0.90 \text{ NSD} \]
Table 103
Response to Survey Question 22 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>4</td>
<td>5.8</td>
<td>11</td>
<td>15.9</td>
<td>26</td>
</tr>
<tr>
<td>18-21</td>
<td>2</td>
<td>2.2</td>
<td>8</td>
<td>8.9</td>
<td>36</td>
</tr>
<tr>
<td>22-30</td>
<td>1</td>
<td>1.5</td>
<td>4</td>
<td>6.1</td>
<td>23</td>
</tr>
<tr>
<td>Over 30</td>
<td>2</td>
<td>2.9</td>
<td>3</td>
<td>4.4</td>
<td>15</td>
</tr>
</tbody>
</table>

\( \chi^2 = 20.90, \, df = 12, \, p = 0.05 \)
Except for subjects over 30, the most frequently chosen response was "sometimes", followed by "once in a while". Subjects over 30 (36.8%) most frequently chose the response "once in a while", followed by "never". Subjects under 18 (15.9%) significantly differed from subjects over 30 (4.4%) making the response "very often". The findings indicate that only teenage blacks are likely to solve their problems the way TV blacks do. This may be due to the tendency of this age group to get ideas or advice about life by watching TV shows as indicated in responses earlier to Survey Question 12 (see Table 35).

An analysis of responses to Survey Question 22 by education level produced no significant differences (Table 104). The response "sometimes" was most frequently chosen by dropouts (41.7%), high school students (33.9%), and college students (37.4%). High school graduates (33.3%), however, answered "never" most often, while college graduates (46.3%) most frequently responded "once in a while". The frequency of the response "never" and the sparse response of "all the time" for all education levels, it appears that subjects may on occasion solve their problems the way black TV characters do, but normally do not. Surprisingly, high school graduates are the least likely to use solutions used by black TV characters to solve problems.

In answer to Survey Question 23 -- "How often would you
Table 104
Response to Survey Question 22 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>0</td>
<td>3</td>
<td>10</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>High school student</td>
<td>5</td>
<td>16</td>
<td>37</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>High school graduate</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>College student</td>
<td>3</td>
<td>5</td>
<td>40</td>
<td>37</td>
<td>22</td>
</tr>
<tr>
<td>College graduate</td>
<td>1</td>
<td>0</td>
<td>10</td>
<td>19</td>
<td>11</td>
</tr>
</tbody>
</table>

\[ x^2 = 21.32, \text{df} = 16, p = 0.17 \text{ NSD} \]
say you, your family members, or friends act like the black TV characters when you're having fun?" -- the largest percentage of subjects (34.5%) responded "sometimes" (Table 105). The response "once in a while" was chosen by 27.7% of subjects. The mean response "sometimes" (mean = 3.223) indicated a hesitancy on the part of subjects to say they act like TV blacks when having fun.

As shown in Table 106, males (38.9%) and females (31.4%) most frequently answered Survey Question 23 with the response "sometimes". Both groups responded so similarly that significant differences did not occur. The second most frequently chosen response of both groups was the response "once in a while" followed by "very often".

Subject responses to Survey Question 23 are analyzed by age category in Table 107. The response "sometimes" was chosen most frequently to answer the question by age category except subjects over 30 who answered "once in a while" most often. A significant difference occurred between subjects under 18 (15.9%) responding "all the time" and subjects over 30 (1.4%) who chose this response. Subjects over 30 (24.6%) making the response "never" significantly differed from subjects 18-21 years (7.7%) responding likewise. These findings indicate that while all blacks may sometimes behave the way TV blacks do when having fun, teenagers are more apt to do so, and persons
Table 105
Overall Response to Survey Question 23

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>24</td>
<td>8.1</td>
</tr>
<tr>
<td>Very often</td>
<td>48</td>
<td>16.2</td>
</tr>
<tr>
<td>Sometimes</td>
<td>102</td>
<td>34.5</td>
</tr>
<tr>
<td>Once in a while</td>
<td>82</td>
<td>27.7</td>
</tr>
<tr>
<td>Never</td>
<td>40</td>
<td>13.5</td>
</tr>
</tbody>
</table>

M = 3.22; df = 296
Table 106

Response to Survey Question 23 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>7</td>
<td>5.6</td>
<td>20</td>
<td>15.9</td>
<td>49</td>
</tr>
<tr>
<td>Female</td>
<td>17</td>
<td>10.1</td>
<td>28</td>
<td>16.6</td>
<td>53</td>
</tr>
</tbody>
</table>

\[ X^2 = 3.43, \text{df} = 4, \ p = 0.49 \text{ NSD} \]
Table 107

Response to Survey Question 23 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>11</td>
<td>15.9</td>
<td>10</td>
<td>14.5</td>
<td>16</td>
</tr>
<tr>
<td>18-21</td>
<td>8</td>
<td>8.8</td>
<td>21</td>
<td>23.1</td>
<td>21</td>
</tr>
<tr>
<td>22-30</td>
<td>4</td>
<td>6.0</td>
<td>6</td>
<td>9.0</td>
<td>21</td>
</tr>
<tr>
<td>Over 30</td>
<td>1</td>
<td>1.4</td>
<td>11</td>
<td>15.9</td>
<td>16</td>
</tr>
</tbody>
</table>

\[x^2 = 30.38, df = 12, p = 0.002\]
over 30 are least likely.

Education level significantly influenced subject responses to Survey Question 23 (Table 108). The response "sometimes" was favored by all groups except high school and college graduates. High school graduates (33.3%) most frequently responded "very often" which was significantly different from dropouts (4.2%). The overwhelming choice of "once in a while" by college graduates (40.5%) produced a significant difference compared to high school graduates (16.5%). High school students (16.6%) responding "all the time" significantly differed from college students who did not choose this response at all. The response "sometimes" was chosen by a majority of dropouts (58.3%) which caused a significant difference when compared to college students (31.0%) caused significant differences when compared to dropouts (4.2%) and college students (10.2%) making this response. These results indicate that high school graduates are the primary education group to act like TV blacks when having fun. By contrast, college graduates rarely have fun this way. While dropouts and other groups indicate they have fun like TV blacks, only small percentages of these groups admit that they engage in this kind of fun more than occasionally.

As shown in Table 109, the responses "once in awhile" (33.3%) or "never" (29.9%) were most frequently chosen to answer Survey Question 24 -- "How often would you say you, your family members,
Table 108
Response to Survey Question 23 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td>Dropout</td>
<td>2</td>
<td>8.3</td>
<td>1</td>
<td>4.2</td>
<td>14</td>
<td>58.3</td>
</tr>
<tr>
<td>High school student</td>
<td>15</td>
<td>13.6</td>
<td>19</td>
<td>17.3</td>
<td>36</td>
<td>32.7</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1</td>
<td>8.3</td>
<td>4</td>
<td>33.3</td>
<td>3</td>
<td>25.0</td>
</tr>
<tr>
<td>College student</td>
<td>6</td>
<td>5.6</td>
<td>19</td>
<td>17.6</td>
<td>42</td>
<td>38.9</td>
</tr>
<tr>
<td>College graduate</td>
<td>0</td>
<td>0.0</td>
<td>5</td>
<td>11.9</td>
<td>7</td>
<td>16.7</td>
</tr>
</tbody>
</table>

χ² = 37.94, df = 16, p = 0.002
Table 109

Overall Response to Survey Question 24

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>6</td>
<td>2.1</td>
</tr>
<tr>
<td>Very often</td>
<td>21</td>
<td>7.2</td>
</tr>
<tr>
<td>Sometimes</td>
<td>81</td>
<td>27.8</td>
</tr>
<tr>
<td>Once in a while</td>
<td>96</td>
<td>33.0</td>
</tr>
<tr>
<td>Never</td>
<td>87</td>
<td>29.9</td>
</tr>
</tbody>
</table>

\[ M = 3.81, \text{ df } = 291 \]
or friends have problems like the problems faced by the "Jeffersons" or "Sanford and Son". The relatively small percentages of subjects responding "all the time" (2.1%) and "very often" (7.2%) indicate that subjects rarely face problems like those experienced by these TV families.

The responses of both sexes to Survey Question 24 are provided in Table 110. Males (34.7%) most frequently chose the response "sometimes" to answer the question. Females (38.0%), however, chose the response "once in a while" more often. For the response "all the time", the percentage of males (3.2%) significantly differed from the percentage of females (1.2%) making this choice. No other significant differences resulted from comparisons of male and female responses. Overall, females were more negatively positioned in response to this question.

An analysis of Survey Question 24 by age category produced no significant differences as shown in Table 111. Subjects over 30 (41.8%) were decidedly more negative than other age categories in answer to the question, choosing the response "never" most often, followed by the response "once in a while" (34.3%). The response "never" was also more frequently chosen by subjects 18-21 years (31.1%). Subjects under 18 (33.8%) and subjects 22-30 years (36.4%) chose the response "once in a while" most often. Relatively small percentages of each category chose
Table 110
Response to Survey Question 24 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>4</td>
<td>3.2</td>
<td>12</td>
<td>9.7</td>
<td>43</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>1.2</td>
<td>9</td>
<td>5.4</td>
<td>38</td>
</tr>
</tbody>
</table>

$\chi^2 = 10.73$, df = 4, $p = 0.03$
Table 111

Response to Survey Question 24 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>2</td>
<td>2.9</td>
<td>7</td>
<td>10.3</td>
<td>21</td>
</tr>
<tr>
<td>18-21</td>
<td>3</td>
<td>3.3</td>
<td>7</td>
<td>7.8</td>
<td>26</td>
</tr>
<tr>
<td>22-30</td>
<td>1</td>
<td>1.5</td>
<td>6</td>
<td>9.1</td>
<td>19</td>
</tr>
<tr>
<td>Over 30</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>1.5</td>
<td>15</td>
</tr>
</tbody>
</table>

$X^2 = 13.79$, df = 12, p = 0.31 NSD
the responses "all the time" or "very often." Overall, therefore, subjects indicated that they very infrequently face problems like those encountered by the "Jeffersons" or "Sanford and Son".

Table 112 shows responses to Survey Question 24 by education level. Dropouts (30.4%) were the only group to choose the response "sometimes" most often. High school students (36.1%) and college students (33.3%) favored the response "once in a while". High school graduates (40.0%) chose the responses "once in a while" and "never" just as frequently, while college graduates (45.2%) responded "never". A significant difference for the response "all the time" emerged between dropouts (13.0%) and every other education level marginally indicating (between 0% and 2%) this response. The response "very often" also elicited a significant difference, this time between dropouts college graduates (2.4%). Dropouts (30.4%) as well as high school students (30.6%) responding "sometimes" were significantly different from high school graduates (10.0%) making this response. The overall picture drawn from these findings is that dropouts frequently experience problems faced by the "Jeffersons" or "Sanford and Son", while such occurrences appear minimal for all other education groups. Appreciable percentages of all groups, except high school graduates, indicated they sometimes encounter similar problems. High school graduates and college graduates by far indicated the rarity of having problems
Table 112
Response to Survey Question 24 by Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Dropout</td>
<td>3</td>
<td>13.0</td>
<td>3</td>
<td>13.0</td>
<td>7</td>
</tr>
<tr>
<td>High school student</td>
<td>2</td>
<td>1.9</td>
<td>6</td>
<td>5.6</td>
<td>33</td>
</tr>
<tr>
<td>High school graduate</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>10.0</td>
<td>1</td>
</tr>
<tr>
<td>College student</td>
<td>1</td>
<td>0.9</td>
<td>10</td>
<td>9.3</td>
<td>31</td>
</tr>
<tr>
<td>College graduate</td>
<td>0</td>
<td>0.0</td>
<td>1</td>
<td>2.4</td>
<td>9</td>
</tr>
</tbody>
</table>

$X^2 = 27.66$, $df = 16$, $p = 0.04$
similar to those of black TV families.

Subjects (37.8%) most frequently chose the response "sometimes" to answer Survey Question 27 -- "How often would you say your favorite black TV show tells the truth about black life?" Table 113 shows the distribution of responses to this question. As shown, the response "once in a while" was the second most frequently given response (31.8%), indicating a negative slant on this issue.

Table 114 shows that females (43.8%) most frequently chose the response "sometimes", opposing males (30.1%) who more strongly favored the response "once in a while." Males (40.7%) responding "once in a while" significantly differed from females (25.3%) choosing this response. Otherwise, males and females responded similarly to Survey Question 27, indicating that their favorite black TV shows tell the truth about black life at times.

Responses to Survey Question 27 by age category are provided in Table 115. Every age category, except those over 30, most frequently indicated the response "sometimes" to answer this question. Subjects over 30 (47.7%) were more negatively inclined, answering "once in a while" most often. Subjects 18-21 years (10.0%) felt black shows truthfully portray black life "all the time" significantly differed from subjects over 30 (1.5%) responding likewise. Another
Table 113
Overall Response to Survey Question 27

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the time</td>
<td>19</td>
<td>6.6</td>
</tr>
<tr>
<td>Very often</td>
<td>48</td>
<td>16.8</td>
</tr>
<tr>
<td>Sometimes</td>
<td>108</td>
<td>37.8</td>
</tr>
<tr>
<td>Once in a while</td>
<td>91</td>
<td>31.8</td>
</tr>
<tr>
<td>Never</td>
<td>20</td>
<td>7.0</td>
</tr>
</tbody>
</table>

$M = 3.16$, $df = 286$
Table 114
Response to Survey Question 27 by Sex

<table>
<thead>
<tr>
<th>Sex</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Male</td>
<td>9</td>
<td>7.3</td>
<td>20</td>
<td>16.3</td>
<td>37</td>
</tr>
<tr>
<td>Female</td>
<td>10</td>
<td>6.2</td>
<td>28</td>
<td>17.3</td>
<td>71</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 9.13, \text{df} = 4, p = 0.05 \]
Table 115
Response to Survey Question 27 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Once in a While</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
</tr>
<tr>
<td>Under 18</td>
<td>6</td>
<td>8.8</td>
<td>16</td>
<td>23.5</td>
<td>26</td>
</tr>
<tr>
<td>18-21</td>
<td>9</td>
<td>10.0</td>
<td>18</td>
<td>20.0</td>
<td>12</td>
</tr>
<tr>
<td>22-30</td>
<td>3</td>
<td>4.8</td>
<td>9</td>
<td>14.3</td>
<td>29</td>
</tr>
<tr>
<td>Over 30</td>
<td>1</td>
<td>1.5</td>
<td>5</td>
<td>7.7</td>
<td>21</td>
</tr>
</tbody>
</table>

\(X^2 = 21.95, \text{ df } = 12, \text{ p } = 0.04\)
significant difference emerged between subjects under 18 (23.5%) responding "very often" and the small percentage of subjects over 30 (7.7%) indicating this response. Overall, the likelihood of feeling black shows present a true picture of black life gradually diminishes as age progresses; by age 30, the authenticity of black TV shows is sharply refuted.

An analysis of responses to Survey Question 27 by education level is shown in Table 116. A majority of dropouts (52.4%) and an appreciable percentage of college students (42.5%) felt black TV shows "sometimes" portray black life honestly. As a group, high school students were equivocal on this issue. Although high school students (33.9%) most frequently responded "sometimes", 28.4% responded "once in a while" and another 21.1% responded "very often". These results generally indicate subject agreement that black TV shows frequently portray the truth about black life. However, high school graduates and college graduates do not hold this view as strongly as other education groups -- especially dropouts and, to a lesser extent, college students.
Table 116
Response to Survey Question 27 by Education Level

<table>
<thead>
<tr>
<th>Education Level</th>
<th>All Time</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>1</td>
<td>4.8</td>
<td>2</td>
<td>9.5</td>
</tr>
<tr>
<td>High school student</td>
<td>11</td>
<td>10.1</td>
<td>23</td>
<td>21.1</td>
</tr>
<tr>
<td>College student</td>
<td>6</td>
<td>5.7</td>
<td>18</td>
<td>17.0</td>
</tr>
<tr>
<td>College graduate</td>
<td>1</td>
<td>2.4</td>
<td>4</td>
<td>9.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropout</td>
<td>1</td>
<td>4.8</td>
<td>2</td>
<td>9.5</td>
<td>1</td>
<td>4.8</td>
<td>1</td>
<td>4.8</td>
</tr>
<tr>
<td>High school student</td>
<td>11</td>
<td>10.1</td>
<td>23</td>
<td>21.1</td>
<td>31</td>
<td>33.9</td>
<td>37</td>
<td>33.9</td>
</tr>
<tr>
<td>College student</td>
<td>6</td>
<td>5.7</td>
<td>18</td>
<td>17.0</td>
<td>45</td>
<td>42.5</td>
<td>37</td>
<td>37.5</td>
</tr>
<tr>
<td>College graduate</td>
<td>1</td>
<td>2.4</td>
<td>4</td>
<td>9.8</td>
<td>12</td>
<td>29.3</td>
<td>20</td>
<td>48.8</td>
</tr>
</tbody>
</table>

$x^2 = 16.13, \ df = 16, p = 0.44$ NSU
Research Question 1

Survey questions designed to answer Research Question 1 - "What motivates blacks to watch television programs which regularly star or co-star blacks (i.e., black programs)?" - were generally answered as follows:

1. Subjects feel like watching black TV shows to relax "all the time" (Survey Question 7)
2. Subjects "sometimes" feel uplifted and in a better mood after watching black TV shows (Survey Question 8)
3. Subjects feel they "sometimes" get a helpful way of looking at problems by looking at black TV shows (Survey Question 9)
4. Subjects feel they "sometimes" learn something about American society by watching black TV shows (Survey Question 10)
5. They report that their primary reasons for watching black TV shows are to:
   a. Laugh and release tension
   b. See if blacks on TV have similar opinions
c. Do something whenever they have nothing else to do
d. Learn what to expect if they are faced with a similar situation

Major Sex Findings for Research Question 1. Males and females indicate they watch black TV shows "all the time" or "very often" to relax. Males are slightly more likely to feel uplifted after watching black TV shows, but both sexes feel they "sometimes" get a helpful way of looking at life from black shows. While both sexes feel they "sometimes" learn about American society by watching black TV shows, males most positively indicated this response. The results indicate that males and females are motivated to watch black TV shows to release tension and see if TV blacks share their opinions. However, females also indicate that these shows provide them with behavior cues for them should they ever find themselves in situations like those portrayed on TV. In summary, significant differences were not found between males and females for survey questions designed to determine what motivates blacks to watch black TV shows (Research Question 1).

Major Age Findings for Research Question 1. Adolescents, post adolescents, and young adults indicate they watch black TV shows "all the time" to relax (Survey Question 7). However, older adults report a lower frequency ("very often") of watching black
When subjects were asked if they feel uplifted after watching black TV shows (Survey Question 8), adolescents and older adults responded "very often," while post adolescents and young adults responded "sometimes." One significant difference was found when subjects were asked if they get a helpful way of looking at life by watching black TV shows (Survey Question 9): older adults responded "never" significantly differed from all other groups who only minimally indicate this response. Each age group responded "sometimes" most often and responded "once in a while" or "never" as second choices, except for post adolescents who responded "very often" as a second choice.

It was revealed that younger subjects credit television with teaching them about American society, while older subjects progressively indicate they rarely learn from black television shows. Consequently, a significant difference occurred between adolescents and older adults who strongly indicate they "never" learn about American society by watching black TV shows. Except for older adults, however, subjects indicate they "sometimes" learn from black TV shows.

Each age group reports that their foremost reason for watching TV is to laugh and release tension. Secondary reasons for watching TV differ for the groups and reveal that age does influence motivations to watch TV. That is, teenagers report
that they watch TV secondly to escape from reality; young adults indicate they watch to learn behavioral responses; and older adults report that they often watch TV simply to kill time. Obviously, TV plays a potent role in the socialization process of young black Americans.

**Major Education Findings for Research Question 1.** High school students were the only group to report that they watch black TV shows "very often" to relax (Survey Question 7); all other groups indicated they "sometimes" watch to relax. Thus, high school students significantly differ from high school graduates who marginally indicate that they watch black TV shows "very often" to relax.

It was found that dropouts strongly agree that they feel uplifted "all the time" after watching black TV shows (Survey Question 8). This caused them to significantly differ from high school graduates who only marginally indicate this response. While high school students most frequently responded they "very often" are uplifted by black TV shows, all other groups were less affected, responding "sometimes."

Generally dropouts and college students were most positive that they get a helpful way of looking at life by watching black TV shows (Survey Question 9) and several significant differences resulted: 1) dropouts, who substantially responded "all the time," significantly differed from all other groups
which minimally responded likewise. Another significant difference was found between college students and high school graduates who felt black TV shows only provide them with a helpful way of looking at life "once in a while."

Except for college graduates, each education group indicated they "sometimes" learn about American society by watching black TV shows (Survey Question 10). By contrast, an appreciable segment of college graduates feel black shows "never" teach them about American society.

All education groups report that they watch TV mainly to laugh and release tension. However, their secondary reasons for watching TV reveal different motives for the four groups. Dropouts use black TV shows as previews of possible future experiences which they may encounter and they therefore seek to learn from TV. A similar use of TV is apparent for high school students, but not as strong since they often view TV simply to pass time on hand during relatively uneventful periods of the day. College students use TV to spot check opinion, while college graduates report no other use for TV except to entertain; these enjoyable video escapades may later be verbalized to friends (see Table 56) as trivial pieces of conversation.

Research Question 2

Survey questions designed to answer Research Question 2 -
"What social or psychological needs are satisfied by blacks who regularly watch black TV programs?" - were generally answered by subjects as follows:

1. They "sometimes" watch black TV shows to see if the characters have opinions similar to theirs about things in life that are important to them (Survey Question 11).

2. They "sometimes" get ideas or advice about things in life that are important to them (Survey Question 12).

3. They "sometimes" learn by watching black TV shows how to act in case they ever find themselves in a similar situation (Survey Question 13).

4. They use slang words or copy funny movements demonstrated by black TV characters "once in a while" (Survey Question 14).

5. They strongly indicate a desire to play a black character (only 12.9% reported no interest in this opportunity, primarily because they feel the "character tells it like it is and they like people who do that," (Survey Question 15).

6. They discuss what happens on black TV shows with other people "very often" (Survey Question 16).
Major Sex Findings for Research Question 2. Both males and females indicated they "sometimes" watch black TV shows to see if characters have opinions similar to theirs on matters deemed important (Survey Question 11) and no significant differences were found. Unexpectedly, about one-fourth of both groups indicated a substantial "never" response to this question.

When men and women were asked if they get ideas/advice about important things in life (Survey Question 12) they responded differently. Males responding "sometimes" significantly differ from females who preferred the response "once in a while." This negative tendency for females is further evidenced by their "never" response which is made almost twice as often as males. It is therefore concluded that the socialization process of males is greatly aided by television, but not so for females.

Males and females indicated they learn how to act by watching black TV shows (Survey Question 13) "once in a while" and significant differences were not found. Similarly, both males and females indicated they copy slang words or funny movements used by black characters (Survey Question 14) "once in a while."

Both males and females overwhelmingly indicate they would like to play a black TV character role (Survey Question 15). However, more females than males reported no desire to play a black TV character. Nevertheless, the sexes aspired to play different characters: males preferred Fred Sanford first and
George Jefferson second; females expressed an interest in playing Louise Jefferson first, and like males, George Jefferson second. In response to a related question, males and females reported the same reason for wanting to play black TV characters - "because they tell it like it is."

Both males and females indicated they "sometimes" discuss what happens on black TV shows with friends (Survey Question 16). Although not significant, it was found that females discuss black shows more often than males.

**Major Age Findings for Research Question 2.** It was revealed that younger subjects are prone to monitor the opinions of black TV characters to see if they are similar to theirs (Survey Question 11), while older subjects just as often "never" do. Older adults indicated a strong "never" response, causing a significant difference when compared to post adolescents. Another interesting finding, though not statistically significant, was that post adolescents reported greater opinion watching than adolescents. Adolescents reported that they get ideas from black TV shows (Survey Question 12) more often than any other group. Older adults conclusively indicated a negative response to this question. The sharp contrast between these groups caused two significant differences.

Only adolescents reported that they "very often" learn how to act in various situations by watching black TV shows (Survey Question 13); all other groups tended to respond
negatively. This caused adolescents to significantly differ from post adolescents for the responses "very often" and "sometimes." Due to the strong "never" response of older subjects, another significant difference emerged when compared to post adolescents who most frequently responded "once in a while."

On the issue of whether subjects copy verbal or body language from black TV characters (Survey Question 14), the positive responses of adolescents caused three significant differences: the most enlightening difference occurred when the strong "sometimes" response of adolescents was compared to post adolescents and older adults who only marginally chose this response. Generally, adolescents most often responded "sometimes," post adolescents and young adults most often responded "once in a while," and older adults responded "never."

All age groups reported an interest in playing a black TV character (Survey Question 15). Nonetheless, about one-fourth of older adults indicated they were not interested in playing a black role. Adolescents and post adolescents desired to play the roles of Fred Sanford and George Jefferson. Young adults reported great interest in playing George Jefferson, followed by Benson. Older adults equally favor the characters of Benson and Louise Jefferson; this group indicated a desire to play Fred Sanford third and George Jefferson fourth.
Except for adolescents, all age groups indicated that they would like to play the characters because they admired their straightforward manner of expressing themselves. However, adolescents are more interested in playing the characters because they feel they would enjoy acting just like the characters.

It was found that post adolescents discuss black shows with friends (Survey Question 16) "very often" while all other groups reported they "sometimes" do. This difference of opinion produced the most profound differences between groups.

**Major Education Findings for Research Question 2.** It was found that all education groups, except college graduates, "sometimes" monitor the opinions of black TV characters to see if they are similar to theirs (Survey Question 11). In fact, dropouts were found most likely to survey opinion, while college graduates insist they "never" do. These inclinations produced two significant differences.

High school students and high school graduates most frequently reported that they "sometimes" get ideas/advice from black TV shows (Survey Question 12). Other groups indicated a lower frequency of getting advice, favoring the response "once in a while." College graduates reported almost as often that they "never" glean advice from black TV shows. Several significant differences occurred, but the most profound was between highly
positive high school students responding "very often" and college graduates who did not agree.

As to whether black shows help subjects learn how to act in various situations (Survey Question 13), only high school students tended to respond positively. Their "very often" response caused them to significantly differ from all other groups. Otherwise, dropouts indicated a "sometimes" response; high school students, high school graduates, and college students favored the response "once in a while;" and college graduates unquestionably indicated the response "never."

All education groups, except college graduates, most frequently reported that they adopted unusual expressions or movements from black TV characters (Survey Question 14) "once in a while." College graduates who favored the response "never" significantly differed from high school students who were not nearly as adamant at this point.

The various education groups overwhelmingly indicated they would like to play a black character (Survey Question 15). Nevertheless, substantial percentages of dropouts and college graduates reported no interest in playing a black character, sharply contrasted with high school students and high school graduates (the latter group expressed no opposition to the idea at all). It was also found that half the school graduates desired to play George Jefferson which caused them to significantly
differ from all other groups. Most college graduates reported they would like to play George Jefferson. College graduates, however, indicated a desire to play Benson which is significantly different from dropouts and high school students who find this character relatively unappealing. High school students, the only group who favored playing Fred Sanford significantly differed from high school graduates who were not interested in the role at all. Except for college graduates, all education groups were interested in playing their chosen TV characters because they felt the characters "tell it like it is." College graduates, on the other hand, preferred to play Benson because they would "enjoy acting like theat." This was a surprising finding.

It was found that high school students, followed by college students most frequently engaged in conversation about black TV shows (Survey Question 16). While all groups indicate they "sometimes" discuss black shows, high school graduates, more than college graduates, reported a reluctance to do so. This caused a significant difference for the relatively higher "never" response of high school graduates when compared to college graduates.

Research Question 3

Survey questions designed to answer Research Question 3 - "What do blacks generally think about black television programs?" - were answered as follows:
1. They watch the shows below with the frequencies indicated (Survey Question 3):

<table>
<thead>
<tr>
<th>Most Watched</th>
<th>Least Watched</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanford and Son</td>
<td>Palmerstown, U.S.A.</td>
</tr>
<tr>
<td>The Jeffersons</td>
<td>Benson</td>
</tr>
<tr>
<td>Different Strokes</td>
<td>Tenspeed and Brownshoe</td>
</tr>
</tbody>
</table>

2. Survey Question 4 was omitted due to computer malfunction.

3. They indicated that the main reason for enjoying black TV programs was due to the outstanding performance of the show's star (Survey Question 5).

4. They indicated that they disliked certain black TV shows because of their unrealistic nature (Survey Question 6).

5. They reported that they would most like to tell the producers of black TV shows to create new black shows with black characters who act more like real blacks and get involved in the kinds of situations real blacks do (Survey Question 15).

6. They reported that the one thing they most enjoyed about black TV shows was that the black TV characters come up with real humorous ways of looking at life that make sense, when you think about them (Survey Question 5).

**Major Sex Findings for Research Question 3.** Both males and females indicated they enjoyed black shows because of the performance of the show's star and the realistic nature of the shows. Males indicated they disliked certain black shows because
of their lack of realism, while females cite the silliness of characters as most objectionable. However, this difference was not significant. Both groups agree that they would like producers to create new black shows with characters who act more like real blacks. Similarly, males and females feel that the most outstanding feature of black shows is that the black characters provide humorous, but enlightening, commentary on social issues. Due to the high degree of opinion similarity between males and females, no significant differences were found for Research Question 3. It appears that white males and females admit black shows lack a desired degree of realism and relevance, they generally have a positive view of black TV shows which is, for the most part, shaped by the excellent performance of the stars of these shows.

**Major Age Findings for Research Question 3.** When subjects were asked why they enjoy their favorite black shows, age did not cause significant differences. All ages indicated the exceptional performance of the star makes them enjoy their favorite black shows. Subjects also indicated that realism adds to a show's appeal. It is interesting to find that it does not seem to matter to subjects whether or not stars on black shows act sensible.

Subjects over 30 find the silliness of black characters most
objectionable, while all other groups cited lack of realism as the major fault with disliked black shows.

When subjects were asked if they could make a suggestion to producers (Survey Question 20) about black shows, a majority of all age groups felt new shows were needed. However, adolescents, who feel black characters should have better jobs, significantly differed from young adults. Adolescents again differed from young adults who endorsed the position that more serious black characters are needed on TV. Another significant difference occurred between adolescents who felt that blacks should be in charge of whites and post adolescents.

Except for subjects over 30, all age groups indicated that they most enjoyed black shows (Survey Question 21) because of the humorous, but logical views of the black TV characters. As a second highpoint for black TV shows, subjects found enjoyment in the fact that the characters were black; (this response was most frequently chosen by subjects over 30). This difference may be because subjects over 30 grew up rarely seeing a black face on TV, not to mention seeing one on a regular basis. Thus, for them, the mere fact that the characters are black may legitimately be most appealing to them.

Major Education Findings for Research Question 3. Education level did not make a difference in subjects main reason for enjoying favorite black shows (Survey Question 5). All groups
cited the exceptional performance of the star makes them enjoy their favorite black shows. Subjects also indicated that realism adds to a show's appeal. It is interesting to find that it does not seem to matter to subjects whether or not stars on black shows act sensible.

When the major objections of subjects to disliked black shows (Survey Question 6) were analyzed by education level, several unexpected findings were revealed, although not significant. Dropouts and college students cited unrealistic stories as the main reason for disliking certain black shows. High school students and college graduates indicated the silliness of characters as their main objection.

When subjects were asked what suggestion they would most like to give producers of black shows (Survey Question 20), all education groups suggested that new shows be created. As a second choice high school students and high school graduates feel black TV characters should have better jobs; dropouts, college students, and college graduates feel black TV characters should act more serious. These findings clearly indicate that the "appearance" of superior socio-economic status for blacks is most desired by less educated subjects, while "real" socio-economic advancement is advocated by subjects of higher education levels who support better jobs for TV blacks.

Unexpectedly, high school graduates indicated that they
most enjoy black TV shows (Survey Question 21) because the unrealistic nature of these shows takes their minds off everyday life. Dropouts, high school students, and college students indicated that they enjoy black shows because of their humorous, but logical views of life expressed by black TV characters. College graduates (primarily over 30 years of age) were most impressed by the fact that the characters are black.

**Research Question 4**

Survey Questions designed to answer Research Question 4 — "Do blacks perceive the black television characters negatively?" — were generally answered as follows:

1. Subjects feel that, by comparison, real blacks "sometimes" act like the black TV characters (Survey Question 17).
2. Subjects are most embarrassed by the black TV character George Jefferson (Survey Question 18).
3. Subjects most dislike black TV characters "because they don't act enough like real blacks" (Survey Question 19).
4. Subjects feel the black TV characters "sometimes" act like them, their family members, or friends (Survey Question 25).
5. Subjects feel the black TV characters "sometimes" embarrass the black race (Survey Question 26).

**Major Sex Findings for Research Question 4.** When subjects were asked to compare the behavior of black TV characters with
real blacks, it was found that males and females "see" black shows differently. Females acknowledged that blacks sometimes act like TV blacks and feel the characters give a true picture of black life almost as often as the wrong picture. Males, however, feel that even though real blacks may sometimes act like TV blacks, the black TV characters present a stereotype picture of black life almost as often as the wrong picture, and rarely give a true picture.

Males and females most dislike black TV characters because they are not enough like real blacks. Both groups, especially females, also object to the silliness of black characters and are disturbed by the fact that the blacks didn't seem equal to the white characters. But males, more so than females, most disliked the black TV characters because of their poor financial position. It is apparent that males (as found in Survey Question 20) most object to the low socio-economic status of black TV characters.

Both males and females agreed that black TV characters sometimes act like their friends and family members. But it was found that females responded "never" as often as males responded "very often." Thus, it appears that males more closely identify with the - in this case - comic behaviors of black TV characters.

Males feel black shows embarrass the black race more so than females. This negative trend on the part of males is easily understood when considered along with their evaluation
of black TV shows as stereotypes and erroneous depictions of black life (see Survey Question 17). It appears that males consistently object to the negative imagery of black TV shows and its effacing effect on the black race.

Major Age Findings for Research Question 4. Age groups feel differently about how black TV characters compared with real blacks. Adolescents feel the characters portray a true picture, older adults feel the characters portray the wrong idea about real blacks, and the other two age groups find the characters sometimes credible. Few subjects feel the characters give a bad picture of blacks. The greatest difference of opinion was found between adolescents who, as mentioned above, feel black shows give a true picture and older adults who rarely chose this response. Perhaps young subjects enjoy more humor-laden lifestyles (reflective of black sit-coms) than older subjects who bear greater responsibility. This discrepancy of opinion also confirms earlier research findings that younger persons tend to accept TV images as factual. Analysis of Survey Question 19 concerning the one thing subjects most enjoy about black TV characters further supports these findings. All age groups except adolescents, most object to the unrealistic nature of black characters. "Other responses written in by adolescents most often. These responses are recorded in the Appendix."
Curiously, adolescents are the only group to report that Fred Sanford embarrassed them most. All other groups found George Jefferson most embarrassing. This finding is surprising because intuition leads one to believe that Fred's brand of humor would more closely resemble that of adolescents, more so than any other group. Indeed, Fred's indiscriminate threats of aggression and his continual braggadocia put one in mind of school boy whose wise cracks are made all in fun.

Older adults are the only group that feels the black characters rarely act the way their friends or family members do. Clearly older adults have difficulty relating to black TV characters. Because adolescents and post adolescents are the only groups to frequently indicate strong positive responses, it may be appropriate to conclude that these are the only groups that perceive some degree of similarity between themselves and black TV characters. This finding is consistent with the responses of younger subjects to Survey Question 17, where they indicated that real blacks sometimes act like the blacks on TV.

All age groups feel the black TV characters seldom embarrass the black race. Adolescents are most adamant on this issue responding that the characters never embarrass the black race two to three times more often than other groups. About one-fourth of older adults who feel the characters embarrass the race very often significantly differed from the few adolescents who share this view. These findings indicate that regardless
of age, blacks feel that black TV shows infrequently embarrass the black race. But closer examination reveals that almost an equal number of older adults hold the opposing view.

**Major Education Findings for Research Question 4.** The representativeness of black TV shows brought differences of opinion. Dropouts and high school students feel real blacks sometimes act like TV blacks. But high school graduates and college graduates feel TV blacks project the wrong picture of black life. College students feel black TV shows presented a stereotype view. No college graduates and few high school graduates feel the black shows are true, causing a significant difference to occur when compared to dropouts. This finding confirms earlier research that less educated persons believe TV presents truth.

High school graduates (50.0%) strongly rank Fred Sanford as a source of embarrassment for them. On the other hand, high school students (30.3%), college students (29.9%), and college graduates (26.9%) find George Jefferson most embarrassing. It appears that less educated groups find the coarse humor of Fred Sanford unattractive. Yet higher education groups tend to be more tolerant of the poorly educated character. So we find that higher education groups view the brash, successful businessman, George Jefferson, as repulsive. Intuitively, it appears that group choices for the most embarrassing character tend to be those characters whom they could possibly identify
within their socio-economic class, but whom they reject or find objectionable representatives of their socio-economic group.

A majority of all education groups indicated that the one thing they most disliked about black TV characters is that they're not enough like real blacks. Dropouts also objected to the inequality of blacks on TV, while college graduates reported that they most dislike black characters because they are silly. All other groups report other reasons.

High school graduates and college graduates are not as agreeable as other groups concerning how often their family members and friends act like black TV characters. Thus, as significant difference occurred between dropouts, high school students, and college students versus college graduates responding "very often" to Survey Question 25. College graduates, by far, report that their families and friends rarely talk/act like TV blacks, while other groups indicate they are more apt to do so.

College graduates, feel more so than others that black shows embarrass the black race very often. This caused a significant difference between dropouts and high school graduates versus college graduates. High school students feel, more so than others, that black TV shows are never embarrassing causing them to significantly differ from college graduates. In
all, results indicated that blacks (especially high schoolers) find black TV shows innocuous; however, a substantial percentage of highly educated blacks take issue with this view.

Research Question 5

Survey questions designed to answer Research Question 5 - "Do blacks regard the content of black television shows as authentic representations of real black life?" - were generally answered as follows:

1. Subjects feel the black TV characters "sometimes" do what their family members and friends do to solve problems (Survey Question 22).

2. Subjects feel the black TV characters "sometimes" act like their family members and friends when they're having fun (Survey Question 23).

3. Subjects report that their family members and friends almost "never" have problems like those faced by the "Jeffersons" or "Sanford and Son" (Survey Question 24).

4. Subjects feel that black shows "sometimes" tell the truth about black life (Survey Question 27).

Major Sex Findings for Research Question 5. Slightly more females than males felt that black TV characters solve problems the way their family members and friends do. But slightly more males felt black TV characters act like their family members and friends when they're having fun. More males than females
felt their family members and friends have problems like those encountered by the "Jeffersons" and "Sanford and Son." Males of the opinion that black shows tell the truth about black life "once in a while" significantly differed from females who responded "sometimes" more often. These findings tend to suggest that females are more impressed by the authenticity of black shows than males.

All age groups except older adults reported that their family members and friends "sometimes" take similar actions to solve problems as the black TV characters do. Older adults reported that they solve problems as the black TV characters only "once in a while" and the possible positive responses were rarely chosen by them. Consequently, older adults significantly differed from adolescents responding "very often." These findings indicate that only black teenagers are likely to solve problems the way TV blacks do. This may be due to the tendency of this age group to use television characters for behavior models as indicated by Survey Question 12 where adolescents indicated they frequently get ideas or advice about life by watching black TV shows.

Each age group expect older adults feels black TV characters "sometimes" have fun the way their family members and friends do; older adults are less positive, responding "once in a while." The most striking difference occurred between adolescents indicating they enjoy themselves like TV characters "all the time"
and older adults who disagreed. The 25% of older adults responding "never" significantly differed from the small number of post adolescents who felt likewise. These findings indicated that while all blacks may sometimes act like blacks on TV when having fun, teenagers are more apt to do so, and persons over 30 are least likely.

All age groups (especially older adults and post adolescents) strongly felt that they "never" had problems like those faced by the "Jeffersons" and "Sanford and Son." It was found that adolescents of the opinion that black shows "very often" honestly portray black life significantly differed from older adults who are strongly negative on this issue. Overall, the likelihood of feeling black shows present a true picture of black life gradually diminishes as age progresses. By age 30, the authenticity of black TV shows is sharply refuted.

Major Education Findings for Research Question 5. High school and college graduates strongly felt that real blacks hardly ever solve their problems the way TV blacks do; other education groups were more positively inclined on this issue. The frequent "never" response and sparse "all the time" response over all education levels indicated that subjects may, on occasion, solve problems like TV blacks, but normally don't. Surprisingly, high school graduates are least likely to solve problems like blacks.

High school graduates, the group most positive that their
family and friends often act like black TV characters when having fun, significantly differed from dropouts who only marginally shared this view. College graduates held the most negative posture on this issue and significantly differed from high school graduates, dropouts, and college students who were not as negatively polarized.

Dropouts were the only group of the opinion that their family sometimes had problems like those encountered by the "Jeffersons" and "Sanford and Son." Consequently, dropouts significantly differed from all other groups who maintain a negative posture on this issue. These findings indicated that dropouts were the only group likely to encounter problems faced by the "Jeffersons" or "Sanford and Son," while this occurrence seems minimal for all other education groups.
Chapter V
Summary

Research Question 1

In answer to Research Question 1, it appears that blacks are strongly motivated to watch black TV shows as a means of relaxation. For the most part, the black TV shows are comedies that provide audiences the opportunity to laugh and release tension (the major reason subjects give for watching). After watching well-liked black TV shows, subjects also report that they frequently feel uplifted and in a better mood.

In addition, subjects are largely motivated to watch black TV shows to see if the black TV characters have opinions similar to theirs. This phenomenon of confirmation is further supported by the results of two other survey questions designed to answer Research Question 1. First, subjects report they sometimes get a helpful way of looking at life by watching black TV shows. This indicates that the opinions expressed by black TV characters may sometimes be adopted by subjects. Second, subjects believe they learn about American law, society, and civil practices by watching black TV shows. Obviously, subjects take TV watching somewhat seriously: they use it to learn more about the workings of the socio-political super-
structure of the country in which they live, and use TV as a forum for exposure to alternative views of life. Comstock and Cobbey (1979) report that blacks hold definitely favorable attitudes toward TV and these findings support this observation.

It can be concluded that blacks largely use television for diversionary purposes. Television requires no preparation, no cash outlay, and is readily available to subjects in view of the statistics of black TV ownership found in this study. Obviously, TV is a wise choice for groups outside the middle and upper income brackets (i.e., adolescent subjects, who are less financially independent, were the higher TV consumers in this study).

**Research Question 2**

The findings for Research Question 2 indicate that black TV shows meet certain social and psychological needs of blacks. Firstly, blacks indicate that they use television to survey the opinions of other blacks about important issues. Since most black television shows frequently provide commentary on political and civil rights issues, it can be concluded that black TV shows play an important role in the attitude development process of black viewers. Younger subjects and dropouts are most conscientious about keeping abreast of opinions expressed by black TV characters, while college graduates
seem indifferent. It was found that males gain ideas and advice from TV significantly more than females. In addition, high school students and adolescents, in sharp contrast to older adults, report that black shows provide them with advice. These findings add to the weight of evidence suggested by Christiansen (1979) that "television is most likely to be an important socializing agent for lower-class individuals, minorities, younger adolescents, less extensively educated persons . . ."

Males and females report that they seldom learn how to act by watching black TV shows; however, adolescents report that they model the behavior of black TV characters significantly more than other groups which tend to respond negatively. Consequently, high school students, reporting frequent behavior modeling, significantly differed from other education groups.

It was revealed that adolescents copy novel expressions of black TV characters significantly more often than other age groups, and older subjects almost never do. All education groups, except college graduates, report that they copy the novel behaviors of black TV characters also. These findings reveal that black subjects engage in character interaction to the extent that adolescents and all education groups, except college graduates, endeavor to "experience" these characters by adopting behaviors exhibited on black shows.
While substantial percentages of males and females report an interest in playing a black TV character, more females than males indicate no desire to do so. Except for adolescents, each age group indicates a desire to play certain black TV characters because they believe they would enjoy acting like the characters. This may explain why they are most apt to copy their behaviors.

Substantial percentages of dropouts and college graduates report no desire to play a black TV role; however, high school graduates strongly favor the idea of playing a black character, particularly George Jefferson. Dropouts and high school students are interested in playing Fred Sanford; college students chose to play Benson (the only black character that could possibly be identified as somewhat intellectual). It appears that males, adolescents and high school students engage in character interaction to the greatest extent; in effect, they want to "become" the black TV character. These three primary groups, it should be noted, have a deep desire to play (i.e., become) Fred Sanford.

Research Question 3

Research Question 3 attempts to determine what blacks generally think about the black TV shows offered them by largely white producers and story writers. Overall, it seems that blacks do enjoy the shows intended to appeal to them; however, their
favorable acceptance of the shows rests largely with the performance of the stars and not the content of the shows. A large segment of blacks dislike the lack of realism perceived in black shows. They, in fact, feel that television producers would perform a genuine service by creating new black TV shows with black characters that encounter more relevant and realistic episodes. Such discontent has long been voiced by black TV critics. Fine et al. (1979) recognized the existence of such discontent. She writes, "Not all, but much of the criticism of black shows indicates a commitment to a realistic aesthetic even within the situation comedy format."

Since five of the six black programs identified in this survey are comedies, it is worth mentioning that black subjects do not find the sit-com genre offensive as portrayed by black stars; however, they express a desire for more serious treatment on the tube. Overall, it appears safe to conclude that black TV shows have appeal because, if nothing else, blacks can appreciate the fine performances of black actors despite their dissatisfaction with inadequate and largely unrealistic scripts.

**Research Question 4**

Overall, blacks perceive black TV shows somewhat positively.
Few feel the shows embarrass the black race. Thus, it can be assumed that blacks feel white producers have improved the black image since the era of "Amos n' Andy," but blacks expect greater improvements as time progresses.

Subjects feel the characters are still unrepresentative of real blacks, and therefore, desire more believable portrayals. Similar criticism has been recorded in the literature since the Black Movement of the 1960s. Fine et. al. (1979), reminiscent of the 1960s, writes: "Coupled with these demands for increasing the quantity of black representation on television has been a heightened concern for the quality of the characterizations and a growing impatience with stereotyping."

The most prominent finding was that males object to the image of poverty conveyed by many characters (particularly male), and indict the shows as stereotypes. These serious issues have been amply examined in the scientific literature. Media images are considered highly important by communication researchers because evidence suggests that these images influence the individual self-esteem of each viewer. Tan and Tan (1979) reported that "Media stereotypes can shape audience impressions of the stereotyped group." Numerous studies have identified low self-concept indices for heavy TV viewers (i.e., blacks) as a result.

Interestingly, the black males' objection to the poverty-
stricken, unemployed fathers of black welfare families as well as the unskilled laborers and low status characters (i.e., butlers), seems to imply that black males reject this image of themselves. Presumably, these media images interfere with the black male's development of self-esteem.

This study supports the finding that females and adolescents feel black TV shows present a true picture of black life. Evidence that adolescents largely believe what they see on TV has long appeared in the literature (see Greenberg, 1972). If this observation can be generalized to females, it can be implied that females and adolescents, unlike males and older adults, accept these negative poverty-stricken stereotypes of black male heads of households.

It is worthy to note that college graduates were most critical of black TV shows. They are the only group that feels black TV shows embarrass the black race. Moreover, they believe the shows incorrectly represent black life. Perhaps, the gainfully employed college graduate finds little similarity between himself and the struggling black families routinely flashed before millions of Americans who often have no personal contact with blacks to form different perceptions. Jeffries and Hur (1979) report, "The media have been found to be especially influential in creating and disseminating group stereotypes. . . ." Again, a segment of black TV audiences are tasked with fighting against objectionable images of themselves supplied by TV.
Research Question 5

As for the authenticity of black television shows, black subjects are somewhat unimpressed, but not negative. Females appear to take the content of black TV shows more seriously than males. Overall, however, the feeling that black shows present a true picture of black life diminishes as age progresses. By age 30, in fact, the authenticity of black TV shows is sharply refuted.

Black teenagers are the only group (who report solving) their problems like black TV characters. This may be due to the dependency of this group on TV characters for behavior models (see Table 35). While all blacks may sometimes act like TV blacks when having fun, teenagers again, are most apt to do so, and persons over 30 are most unlikely to follow suit.

Education did not appear as strong a factor as age in judging authenticity; however, it was found that high school graduates rarely solve problems like black TV families. Nevertheless, they frequently act like black TV characters when having fun. Dropouts and, particularly high school students admit they engage in sport in a similar fashion to that portrayed by black TV characters.

The findings of Research Question 5 lend support to Comstock and Cobbey (1970) who wrote: "Blacks as a group rather definitely hold more favorable attitudes toward TV than do whites."
Conclusions

For this study, five black television shows -- "The Jeffersons", "Benson", "Good Times", "Different Strokes", and "Tenspeed and Brownshoe" -- were examined by administering a 28-item questionnaire to 300 black dropouts, high school students, college students, and college graduates. The purpose of the survey was to determine:

1. what motivates blacks to watch TV shows that star or co-star black actors (i.e., black TV shows):
2. what social and psychological needs of blacks are satisfied by watching black TV shows;
3. how blacks generally feel toward black TV shows;
4. whether blacks perceive black TV shows negatively; and
5. if blacks value black TV shows as authentic representations of their living experiences.

Although during the Black Movement of the 1960s and since then, black TV viewers have strongly attacked white producers for unfavorable stereotyping in most TV shows involving blacks, black TV audiences remain proportionately larger than whites. The existence of such an inconsistency became the driving force for this study. "Why do blacks watch TV shows that portray them negatively?" was the question before me. The answer provided by this research is multi-
Faceted.

Findings reveal that blacks regularly watch black TV shows primarily to be entertained. But, more important, blacks pay close attention to the opinions expressed by black characters and compare them with their own—sometimes adjusting their opinions and sometimes rejecting the opinions they hear. They report that these shows frequently provide them with advice, ideas, behaviorisms, and insights into the socio-political super-structure of American society. This finding confirms previous research (see Gerson, 1966).

Blacks recognize and appreciate the improvements in black TV images since the "Amos n' Andy" era. Blacks, therefore, consider the five television shows examined for this research as better than earlier ones, but they strongly desire more relevant, more realistic, and more serious programs in the near future. The first two desires are not unlike those reported by whites; however, the blacks' desire for more serious treatment on the tube appears to be a black-specific yearning. Historically, blacks have been portrayed as comic and continue to be. All five black shows investigated for this research are comedies. Never, has a black dramatic network series been carried by public air waves. Even though the most popular show in TV history, "Roots", seriously depicted a segment of the black experience in America, it was
only a mini-series. White producers, therefore, are challenged to provide more serious roles for blacks. Perhaps, the actualization of this goal may come sooner if white producers begin drawing upon the rich printed literature of black authors for serious themes.

Blacks often view popular black TV shows as stereotype and unrepresentative of real black life. Yet, for the most part, blacks do not feel the fine shows in this study embarrass their race (as they did with the "Amos n' Andy" show). Operable here is the strong belief on the part of blacks that black TV shows (even comedies) should attain a respectable degree of realism and authenticity (see Fine et al., 1979). Findings show that blacks are repelled by the phoniness of many current black programs dreamed up, largely, by whites for white audiences (see Collier, 1974). It seems that white producers, faced with the dilemma of casting blacks on TV, opted for the alternative of least effort: they cast blacks in essentially white roles and white stories, only marginally portraying the face that blacks have problems which are not shared by most whites (see Maloney, 1968). Obviously, black viewers can detect this lack of authenticity. Nevertheless, blacks are drawn to watch these shows -- and this is important -- because the performance of the black TV stars are tremendously gratifying for the black viewer. This, then, comprises the dichotomy of the black TV lover. It
is classic approach-avoidance phenomenon. It seems that white producers, faced with the dilemma of casting blacks on TV, opted for the alternative of least effort: they cast blacks in essentially white roles and white stories, only marginally portraying the fact that blacks have problems which are not shared by most whites (Maloney, 1968). Obviously, black viewers can detect this lack of authenticity.

The fine comedies investigated evidently possess some degree of authenticity in that many traits, habits, novel behaviors, opinions, and humorisms of the black culture. Yet, far too many heavily weighted areas of the black experience are completely ignored by the media. The findings suggest that blacks are willing to postpone the gratification that can arise from program content (Katz et al., 1973) until some time in the near future to now benefit from the rewarding experience of regularly seeing black artists unravel their bounty of talents (this confirms earlier research by Collier, 1974). Blacks indicate that they would like white producers to air shows that take more substantive experiences of blacks into account. These shows, they hope, would replace the more stereotypic ones now broadcast. If white producers are interested in high television ratings, perhaps it would do them good to pay closer attention to the tastes of blacks in the area of more serious programming. It may be that white producers are not ignoring these substantive issues of the black experience as much as they are so insufficiently aware of them that they cannot
create black TV shows that blacks judge as authentic.

As previously noted, blacks greatly enjoy the performances of black actors. Consequently, black TV viewers (especially adolescents) experience high character interaction. They often copy novel mannerisms displayed by the characters, and they express a desire to play (i.e., temporarily become) several of these characters. High school graduates show an interest in playing George Jefferson (the arrogant business owner of "The Jeffersons"). Dropouts and high school students desire to play Fred Sanford (a witty junk dealer of "Sanford and Son"). College graduates prefer to play the character of Benson (a shrewdly intelligent butler) if given the opportunity.

Even though black TV viewers admire the black actors they regularly watch, often they find fault with their roles. Sometimes they are even embarrassed by the characters. It is highly interesting that black college students (14%) and college graduates (27%) were the only groups to feel that currently popular black TV shows embarrass the black race. This finding makes an intensely strong point: black college groups are completely unrepresented in the world of black TV. Not one black TV show stars, co-stars, or even alludes to a black character attending college. Why? when one of the most significant accomplishments for blacks since the 1960s was a dramatic increase in the percentage of blacks enrolling in colleges, graduating from them, and taking on a role of professionalism previously unseen in
their history in America. Even dry-cleaner chain owner, George Jefferson, though successful, is not a college grad. Does this glaring omission stand as evidence of discrimination, or at the very least, an undeniable example of the white producer's preference to stick with age old comic stereotypes of black people that don't annoy the white counterpart of the viewing audience (Collier, 1974).

Would not a show surrounding a black college attendee or graduate be realistic for the 1980s? Wouldn't such a show stack up points for white producers amid charges from blacks concerning negative images (providing the black college students are not failing, flunking, or maladjusted)?

Another instance of blacks experiencing embarrassment because of certain black TV characters was uncovered by this research. Black males strongly object to married male characters that are forced to head poverty-stricken households because they cannot find jobs. Females are more disturbed by the silliness of black male characters featured regularly on black TV shows.

That the media influence self-esteem via the images of racial groups that they present is well documented in the research literature (Tan & Tan, 1979). It logically follows that the black males' objection to impoverished male household heads must interfere with the development of self-esteem in the black males. Such an undesirable condition presents a deserving area for
future research.

In closing, this study proved extremely informative. The findings, once and for all, explain a nagging concern of mine and other black communicators -- why blacks enjoy TV programs that they consider stereotypic. Best of all, the study gave blacks the opportunity to provide the answers to this disturbing question.

The findings of this study made two major points. One is that white producers could identify themes for shows that may get high ratings if they investigate what kinds of experiences blacks consider authentic and of high interest. The other is that -- if anything at all -- white producers should realize that the shows presently offered about blacks are apropos only for a season. Blacks, and all TV audiences expect programming improvements.
Appendix A

Survey
PLEASE PUT A CHECK BY YOUR ANSWER:

SURVEY

1. How many televisions do you have in your home that work?
   ___ 0    ___ 2
   ___ 1    ___ 3 or more

2. What is your favorite TV show?

3. How often do you watch the TV shows below?
   (a) Benson
      ___ All the time    ___ Sometimes    ___ Never
      ___ Very often      ___ Once in a while
   (b) The Jeffersons
      ___ All the time    ___ Sometimes    ___ Never
      ___ Very often      ___ Once in a while
   (c) Different Strokes
      ___ All the time    ___ Sometimes    ___ Never
      ___ Very often      ___ Once in a while
   (d) Sanford and Son
      ___ All the time    ___ Sometimes    ___ Never
      ___ Very often      ___ Once in a while
   (e) Tenspeed and Brownshoe
      ___ All the time    ___ Sometimes    ___ Never
      ___ Very often      ___ Once in a while
   (f) Palmerstown, U.S.A.
      ___ All the time    ___ Sometimes    ___ Never
      ___ Very often      ___ Once in a while
4. Rate the six shows below for most enjoyable to least enjoyable (The show you enjoy most would be rated 1 and the show you least enjoy would be rated 6).

____ Benson  ____ Different Strokes  ____ Tenspeed and Brownshoe

____ The Jeffersons  ____ Sanford and Son  ____ Palmers-town, USA

5. Check the main reason why you enjoy the show you rated 1 in Question #4 so much.

____ The star makes the show exceptionally enjoyable.
____ The stories are so much like real life.
____ The people act sensible.
____ The stories are interesting, even though they aren't likely to happen in real life.
____ Other ___________________________

6. Check the main reason why you dislike the show you rated 6 in Question #4 so much

____ The stories are unrealistic.
____ The people act too stupid and silly.
____ The stories show blacks in a negative way.
____ The people are phoney.
____ The stories show black life as stereotypes.

7. How often would you say you really feel like watching a black TV show when you just want to relax?

____ All the time  ____ Sometimes  ____ Never
____ Very often  ____ Once in a while

8. How often would you say you feel uplifted and in a better mood after watching your favorite black TV show?

____ All the time  ____ Sometimes  ____ Never
____ Very often  ____ Once in a while
9. How often would you say your favorite black TV show gives you a helpful way of looking at your problems or life in general?

___ All the time     ___ Sometimes     ___ Never
___ Very often       ___ Once in a while

10. How often would you say by watching black TV shows you learn something about American society (like its laws, government, resources, or the way it helps/harms citizens) that you didn't know or fully understand before you saw the show?

___ All the time     ___ Sometimes     ___ Never
___ Very often       ___ Once in a while

11. Do you ever watch black TV shows to see if the characters have opinions similar to yours about things in life that are important to you?

___ All the time     ___ Sometimes     ___ Never
___ Very often       ___ Once in a while

12. By watching black TV shows, how often do you ever get ideas or advice about things in life that are important to you?

___ All the time     ___ Sometimes     ___ Never
___ Very often       ___ Once in a while

13. How often would you say watching black TV shows helps you learn how to act in case you ever find yourself in a similar situation?

___ All the time     ___ Sometimes     ___ Never
___ Very often       ___ Once in a while

14. When a black TV character uses a slang word or funny movement you never heard or saw before, how often would you say you start using it too, even if it is just to get a laugh?

___ All the time     ___ Sometimes     ___ Never
___ Very often       ___ Once in a while
15. If you were given the chance to play one of the black TV characters, which would you choose? __________________________

Why? (Check an answer below)

___ Because I'd enjoy acting just like him/her.

___ Because I'd act the way I think he/she should act.

___ Because I already act like him/her and would feel comfortable doing the job.

___ Because he/she tells it like it is and I like people who do that.

16. How often would you say, you discuss what happened on the black TV shows with other people you know?

___ All the time  ___ Sometimes  ___ Never

___ Very often  ___ Once in a while

17. How would you say the black TV characters and the things they do compare with the way real blacks are? (Check an answer below)

___ The black shows give a true picture of the way most real blacks act.

___ The black shows give the wrong picture of the way most real blacks act.

___ The black shows give a bad picture of the way most real blacks act.

___ The black shows give a stereotype picture of the way most real blacks act.

___ People should realize that most real blacks only act like the blacks on TV sometimes.

18. Name one black TV character that embarrasses you by the way he/she acts or responds to others on the show. __________________________

How often would you say this character embarrasses you?

___ All the time  ___ Sometimes  ___ Never

___ Very often  ___ Once in a while
19. The one thing I most dislike about the black characters is (Check one answer below)

____ They act too silly and cut up too much
____ They don't seem equal to whites
____ They are too poor
____ They just don't act enough like real black people
____ Other

20. If you had the chance to make one suggestion to producers of the black TV shows, what would you suggest? (Check one)

____ Black TV characters should have better jobs on the TV stories.
____ Black TV characters should act more serious and less humorous regardless of what kind of job they may have.
____ Black TV characters should be in charge of whites more often.
____ New black TV shows should be put on TV with black characters who act more like real blacks and get involved in the kinds of situations real blacks do.

21. The one thing I most enjoy about black TV shows is (check one answer below)

____ The characters are black.
____ The stories are so much like real life.
____ The black characters are so funny.
____ The black characters come up with real humorous ways of looking at life that makes sense when you think about them.

22. How often would you say the black TV characters do what you, your family members, or friends do to solve problems?

____ All the time  ____ Sometime  ____ Never
____ Very often  ____ Once in a while
23. How often would you say you, your family members, or friends act like the black TV characters when you're having fun?

___ All the time       ___ Sometimes       ___ Never
___ Very often         ___ Once in a while

24. How often would you say you, your family members, or friends have problems like the problems faced by the "Jeffersons" or "Sanford and Son"?

___ All the time       ___ Sometimes       ___ Never
___ Very often         ___ Once in a while

25. How often would you say the black TV characters talk and act toward one another the way you, your family members, or friends talk and act toward one another?

___ All the time       ___ Sometimes       ___ Never
___ Very often         ___ Once in a while

26. How often would you say the black TV characters are really embarrassing the black race?

___ All the time       ___ Sometimes       ___ Never
___ Very often         ___ Once in a while

27. How much would you say your favorite black TV show tells the truth about black life?

___ All the time       ___ Sometimes       ___ Never
___ Very often         ___ Once in a while
28. Below 8 reasons for watching TV are listed. Rank order the 4 most important reasons why you watch the black TV shows. This means that you will put a 1 opposite the very most important reason why you watch black TV shows. You will put a 2 opposite your next most important reason, and so on for your 3rd and 4th important reason.

___ Laugh and release tension

___ Learn what to expect and how to act in case I am ever in a similar situation as the black TV characters

___ See if blacks on TV feel the same way I do about the things in life that are important to me

___ Escape from reality

___ Kill time because I have nothing else to do

___ Re-live experiences I have had

___ Get helpful information and advice for daily living

___ Get more to talk to my friends

29. Please provide information below. Check the correct answer.

(a) What is your sex?

___ Male ___ Female

(b) What is your education level?

___ Did not finish high school ___ College student in T 2 3 4 year of school (circle one)

___ High school student in 10 11 12 grade (circle one) ___ Completed 4 or more years of college

(c) What is your age?

___ Under 18 ___ 22-30 ___ 46-60

___ 18-21 ___ 31-45 ___ Over 60

(d) What is your race?

___ White American ___ Black American

____________________ Other (please specify)
Appendix B

Other Responses to Survey Questions
Other Responses to Survey Question 19

The one thing I most dislike about the black characters is (check one answer below)

1. Kids are too smart mouthed.
2. Put into realistic surroundings in some shows.
3. A cut down to the true black person.
4. The degrading roles.
5. She has short, short hair and is ugly.
6. The act is just right.
7. They make black people seem so silly. They show the black people always looking up to the white man. I can't recall a picture I've seen with the white man looking up to the black man.
8. They get put into roles that require stereotype movements and actions.
9. Overacting their parts as minorities.
Check the main reason why you enjoy the show you rated 1 in Question 4 so much.

1. Portrays attitudes that existed in the time frame of Palmerstown, USA. Attitudes of an elite and non-elite to divide and separate those of a different pigmentation.

2. Educational.

3. Because it is funny.

4. Just because.

5. Keep me laughing, take my mind off troubles.

6. It's crazy.

7. Black and white relations interest me.

8. Good acting overall.

9. Inappropriate choices.

10. It shows a friendly relationship between blacks and whites sometimes.
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