

TABLE 1

**AMOUNT OF TELEVISION VIEWING AND ATTITUDES TOWARD
SEX ROLES, FAMILY, AND SOCIAL VALUES**

	Percent Who Agree with SEX ROLES				Gamma
	LTV	MTV	HTV	CD	
Overall (1169)	35.6	31.2	28.5	-7.1	-.10*
Controlling for:					
<u>Sex:</u>					
Male (582)	15.2	14.8	14.4	-.8	.00
Female (587)	51.6	49.2	41.1	-10.5	-.19***
<u>Grade:</u>					
8th (588)	24.1	26.0	25.7	+1.6	-.03
11th (581)	39.7	28.1	35.5	-4.2	-.06
<u>Religion</u>					
Christian (523)	36.8	28.2	26.6	-10.2	-.12*
Buddhist (133)	29.6	16.7	15.5	-14.1	-.20*
<u>Self-support School Performance</u>					
Bad (335)	32.9	25.8	25.6	-7.3	-.18**
Average (498)	40.9	31.6	30.2	-10.7	-.13**
Good (304)	30.0	25.6	28.0	-2.0	.00

1. Percent of respondents who agree with the following questions for "Sex Roles" Index:
 - a. Husbands should do some household chores like cooking, cleaning house and washing dishes.
 - b. Marriages are better when the husband works and the wife runs the home and cares for the children (coding reversed).
 - c. It is OK if my mother works outside the home like my father. (Answer categories: 1 = Strongly Agree, 2 = Agree, 3 = No Opinion, 4 = Disagree, 5 = Strongly Disagree)
2. CS = Cultivation Differential: % of heavy viewers giving response minus percent of light viewers giving responses.

* p < .05 (tau) ** p < .01 (tau) *** p < .001 (tau)

LTV = Light TV, under 1 hour/day; MTV = Medium TV, over 1 and under 3 hours/day;
HTV = Heavy TV, over 3 hours/day

Percent Who Agree with FAMILY

		LTV	MTV	HTV	CD	Gamma
Overall (1169)		28.8	29.6	33.6	+4.8	-.07*
Controlling for:						
<u>Sex:</u>	Male (582)	30.0	32.8	38.4	+8.4	.10*
	Female (587)	27.8	28.4	29.4	+1.6	.04***
<u>Grade:</u>	8th (588)	30.3	29.7	35.2	+4.9	.06
	11th (581)	28.2	28.7	29.7	+1.5	.11*
<u>Religion</u>	Christian (523)	31.3	31.4	29.7	-1.6	.00
	Buddhist (133)	34.6	35.1	33.9	-.7	.10
<u>Self-support School Performance</u>						
	Bad (335)	39.8	46.7	34.2	-5.6	-.04
	Average (498)	28.1	35.7	37.4	+9.3	.10*
	Good (304)	23.0	30.2	25.7	+2.7	.03

2. Percent of respondents who agree with the following questions for "Family" Index:

- Unrestricted dating is immoral. (Coding reversed).
- It is right for people to assert that marriage is mainly their own concern.
- I want a love marriage? (Answer categories: 1 = Strongly Agree, 2 = Agree, 3 = No Opinion, 4 = Disagree, 5 = Strongly Disagree)

Percent Who Agree with SOCIAL VALUES

		LTV	MTV	HTV	CD	Gamma
Overall (1169)		22.4	26.6	32.2	+9.8	.17***
Controlling for:						
<u>Sex:</u>	Male (582)	17.9	25.6	25.7	+7.8	.14**
	Female (587)	25.8	30.6	38.0	+12.2	.21***
<u>Grade:</u>	8th (588)	31.9	34.2	37.6	+5.7	.13**
	11th (581)	18.8	22.4	18.6	-.02	.04
<u>Religion</u>	Christian (523)	20.5	30.7	32.8	+12.3	.14**
	Buddhist (133)	22.2	35.1	37.9	+15.7	.238
<u>Self-support School Performance</u>						
	Bad (335)	20.8	21.7	19.4	-1.4	.05
	Average (498)	17.3	27.8	34.6	+17.3	.27***
	Good (304)	29.4	32.2	38.1	+8.7	.19***

2. Percent of respondents who agree with the following questions for "Social Values" Index:

- Do you think the number of Korean people who drink Western wine is closer to 1 in 100 or is it closer to 1 in 1000?
- Do you think the number of divorced people in our society is closer to 1 in 100 or is it closer to 5 in 100?
- Do you think the number of females who smoke is closer to 1 in 10 or is it closer to 1 in 100? (Answer categories: 1 = Strongly Agree, 2 = Agree, 3 = No Opinion, 4 = Disagree, 5 = Strongly Disagree)