

Television Programing and Adolescents' Principles around Sexuality

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ABSTRACT

Numerous studies testified confirmatory associations between evolving adults' television programing and expectations around peer sexual practices and sexual labels. In our study, these associations are re-examined in a younger mockup. Additionally, the regulating impact of sexual involvement is tested: does existent sexual involvement strengthen the outcome of television disclosure, or does it make the anticipated associations vanish? Respondents from a mockup of 15 to 17 years described their programing diet, assessed the occurrence of given sexual happenings, and assessed labels about males as being thoughtful of sex, males as leading sexual associations, and sex as a virtuously physical action. Findings revealed relations with reference to television programing and sexual principles. More precisely, greater disclosure to early evening amusement series, action series, soap theatricals and nightfall exploit series were recurrently related to sexual approaches. Additional examination revealed that some of these associations become tougher as sexual involvement levels advance.

KEYWORDS: *Television Programing, Adolescents', Principles, Around, Sexuality Cameroon*

INTRODUCTION

In the views of Christopher, (2001) hypothetical simulations on sexual resolution making and studies on sexual commencement have specified that adolescents' awareness of peer sexual activities as well as their approval of conventional approaches about intimate interactions play a fundamental part in sexual maturity procedures. With respect to conventional approaches, for instance, tougher confirmation of certain sexuality-linked principles are related with having more dangerous sexual involvements (e.g. Pieck, Sonenstein, & Ku, 1993). Regarding expectations about peer sexual involvements, the goal of initiating sexual action was established by the conviction that most friends have previously had sexual contact (Kinsman, Romer, Schwarz, 1998). Similarly, adolescent girls categorized the supposition of sexual action in friends as a binding motive for their own sexual introduction (Rosenthal, Von Ranson, Cotton, Biro, Mills, & Succop, 2001).

Scholars who have termed how adolescents come to cultivate these expectations and approaches often have incorporated an interpretation of adolescents' television programing. Some authors have cautioned that television models of friendly affiliations might have an influence on several sexuality-linked expectations and principles. These forewarnings frequently rest on proof about how television carries pictures of desire, courting and sex (e.g., Haferkamp, 1999; Shapiro & Kroeger, 1991). Content investigates have come up with two main assumptions. Firstly, the studies have specified that sexuality is an everyday element of television amusement. Kunkel, Cope-Farrar, Biely, Farinola, & Donner stein (2001), for example, have testified that

approximately six in nine television series contain sexual memoranda. Heintz-Knowles (1996) considered an average of 9 situations to sexual contact per every two hours in soap operas, and Ward (1995) predicted an average of 25 occurrences per hour in agendas most desired by young persons. The second most common judgements across content investigates is that television memoranda often are misleading and stereotypical. More precisely, some authors have haggard consideration to a set of consistent labels that seem to frequently feature all through television programming. There are suggestions, for example, that televised representations of courting and sexual affiliations often carry the image of sex-determined males. Imaginary entertainment articulates a label of males as being thoughtful of sexual contact. Ward (1995), stated that male characters are always rational about sex and are constantly ready and enthusiastic. More so, television has a propensity to portray males as proactively chasing as much sex as conceivable (Aubrey, 2004, Kunkel et al., 2001; Ward, 1995; Gow, 1996). Finally, it is perceived as a shared exercise in television entertainment to portray sex on television as free of implications. Kunkel, Cope-Farrar, Biely, Farinola, & Donne stein (2003) equally indicated that only 25% of the sexually inclined scenes on television exposed threats or liabilities. So far such findings have steered numerous authors to the conclusion that televised sexual associations are for leisure, shallow, and negligible. Similarly, according to Ward (1995), the playful appearance of televised sexuality is stressed even more by the depiction of women as sexual entities or subjugates, principally loved for their physical looks (see Gow, 1996).

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Some of these conclusions have encouraged studies to examine the part of television in adolescents' sexual interest and behaviors. On the one hand, numerous studies have sought to discover whether television's recurrent positions to sexuality makes sexual action seem more extensive. More precisely, Buerkel-Rothfuss and Strouse (1993), Ward (2002), and Ward and Rivadeneyra (1999), got concerned with the affiliation between television disclosure and anticipations about the level of sexual movement between peers. They have established the fact that heavy watchers of televised series are more inclined to overvalue the incidence of sexual action in real-life (Buerkel-Rothfuss & Strouse, 1993), and that more recurrent TV disclosure is linked to greater anticipations of peer sexual involvements (Ward, 2002). Ward (2002), indicated that television seems to generate the feeling that "everyone is doing the same thing" (p. 238). Additionally, a number of studies have connected television programing to the recognition of labels that are in line with TV's view of sexual affairs. By so doing, greater TV disclosure and greater viewing participation have been connected, for example, to solid backing for leisure approaches (Ward & Rivadeneyra, 1999), and approval of labels such as "men are sex-obsessed" and "women are sexual entities" (Ward, 2002).

However, these studies have been restricted by their use of participants within the age range of 18-23. Consequently, the main goal of this study was to control if the hypothesized affiliations vary by age. Specifically, we were fascinated in whether the affiliation concerning TV disclosure and expectations about peer sexual action as well as the affiliation between television programing and the recognition of sexual labels would occur in a model of adolescents who are remarkably younger than Ward and Rivadeneyra (1999) students. Incase such associations arose; it would mean that the part played by television programing in adolescents' sexual pronouncement starts at a prior age than characteristically expected.

The research literature includes differing declarations about what to anticipate from the part of age in sexuality-linked television effects. On the one hand, it is presumptuous that younger audiences are less expected to be affected by sexual situations in entertainment television, since they may be less associated to sexually focused contents. Silverman-Watkins and Sprafkin (1983), for instance, have testified that 13-year-olds, more than grown-up adolescents, encounter difficulties in accepting sexual insinuation in television displays. Brown, White, and Nikopoulou (1993) equally suggested that preadolescent girls responded air-mindedly or surprised to sexual media content, while older girls were often fascinated. Furthermore, Ward (2002) has presumed that for younger adolescents impacts from their parents may be of more significance, while needs for sexual intimacy and lasting obligations may be of less prominence. Additionally, some authors have called for research in younger age groups, as they suppose that television effects might be resilient among audiences who lack the cognitive ability to adequately process the pictures depicted (Chapin, 2000). In Ward (2003) investigations, he mentioned the distinctive conviction in television effects research that younger audiences most undoubtedly are less knowledgeable and have less primary involvement in the area and consequently would be additionally affected.

Assuming this unresolved description of the issue, we sought to address some research questions which stated as follows:

RQ1: Does the relationship between disclosure to television and expectations about the sexual involvements of peers also occur in a sample of 15- to 17-year olds?

RQ2: Do the relationship between disclosure to television and principles about males as architects of sexual relations, principles about males as being preoccupied with sex, and principles about sex as an entertaining, purely physical doing also occur in a sample of 15- to 17-year olds?

RQ3: Is experience with television related with expectations about the sexual involvements of matured peers?

RQ4: Does existent-life sexual involvement strengthen the effect of television disclosure, or does it make the anticipated affiliations vanish?

With regard to the first research question, our decision to select a younger sample may have particular significance for the content of the imagined association. Naturally, it is presumed that television programing is linked to anticipations about the sexual action level of same-aged peers. This is a conceivable postulation for the study of emerging adults (19-25), as content investigators have testified that when intercourse is portrayed, it typically comprises adult characters (Kunkel et al., 2001). In the works of Heintz-Knowles (1996), for instance, they detailed that half of the sexual partakers on television are between the ages of 19-34, while adolescents (age <19) made up only 7% of the sexual partakers. This suggests that television predominantly denotes sexual engagements of characters that are at slightly a couple of years older than the partakers in our research. We therefore included an additional indication of the idea that "everyone is doing it" and asked participants in the study how they would rate the sexual experience level of people that are a couple of years older than they are.

Those young adolescents might not pick up from television what their same-aged peers are undertaking, but what individuals who are a bit mature are doing may be similarly or even more essential, as it has been found that views of older peers can have an impact on younger adolescents' growth. More so, Kinsman et al. (1998) have wondered on young adolescents' aspiration to seem older and their assuming of older adolescents' comportments to seem developed. Such a progression may be strengthened or accelerated by plentiful depictions of developing adults who are sexually prosperous.

The role of existent-life involvements

Diligently linked to the question of age in sexuality-associated television research is the concern of first-hand sexual involvements. It also is a topic of contradictory expectations. Several authors on the one hand, have validated the awareness that television's influence must be tougher among adolescents with little sexual involvement. Peterson, Moore, and Furstenberg (1991), for instance, clearly pointed at "adolescents' inadequate admittance to countervailing opinions" and emphasized that children, with less involvement than adults, are more probable to be affected by televised characters. In the same light, Ward and Rivadeneyra (1999) who depended on a general postulation recurrently referred to in the ground of media effects: that television's influence is thought to be tougher in areas in which audiences have the least personal involvement. By so doing, Segrin and Nabi (2002) proceeded with an equivalent view, when they presumed that a negative association

between age and uncompromising marriage anticipations may be best clarified by supposing that older respondents have more affiliative involvements and, consequently, hold less uncompromising principles about marriage.

According to other researchers, nonetheless, it would be a restricted investigation of television's role to take responsibility that audiences are only affected when they have little or none existent-life involvements. For example, in summarizing research findings on models of college students, Ward (2002) has established "that undergraduates are neither too cynical nor too knowledgeable to be affected". Furthermore, she stated that skillful male students were more probable than inexperienced male students to admit labels about sexual affiliations. Similarly, Rehkof (2004) has established that respondents in a dedicated affiliation were more likely to recognize televised depictions as truthful.

Disclosure to sexually focused content

The majority of the studies in the area of romance- and sexuality-associated television effects have often depended on cultivation theory (e.g., Segrin & Nabi, 2002; Ward & Rivadeneyra, 1999; Ward, 2002). "The cultivation hypothesis recommends that over time, heavy audiences of television cultivate opinions of the world comparable to what they perceive on television" (Bryant & Thompson, 2002, p.100). Enquiries piloted in this tradition habitually has likened the principles and views of light and heavy audiences. The cultivation hypothesis was reinforced when substantial differences amongst light and heavy audiences were established and when the outsets of these heavy audiences mirrored televised authenticity.

Hawkins and Pingree (1982), however, have dared the common idea that audiences digest a lasting, uninterrupted abundance of rather identical messages through most television varieties. They have specified that it is not the unadulterated amount of general television programing, regardless of disclosure to different brands of content, that disturbs reality outsets. As an alternative, they have reasoned on diverse cultivation effects of dissimilar brands of television content. Weaver and Wakshlag (1986) have described outcomes that maintain this proposal for crime-linked cultivation effects. More so, Porter and Chang (1990) also found out that disclosure to precise kinds of programs was an enhanced forecaster of cultivation processes than global television programing.

Researchers in the field of sexuality- and relationship-related effects of television have adopted this approach and employed various operationalizations of content-specific exposure. Segrin and Nabi (2002) and Rehkoff (2004), for instance, asked how often undergraduate students watched soap operas, daytime talk shows, reality shows about relationships, and romantic comedies and regarded the sum of these frequencies as an indication of their romantically-themed television viewing. In Peterson et al.'s (1991) study participants were invited to list their favorite programs. These favorite programs were classified into four categories, ranging from "with a relatively high level of sexual content" to "with little or none sexual content", and processed into a single index.

Ward and Rivadeneyra (1999) and Ward (2002), on the other hand, rejected the use of favorite programs and provided a list of all network comedies and dramas that had aired regularly on one of the six major networks during the previous school term. They asked respondents to indicate

how often they had viewed each of these programs, summed these frequencies and multiplied them by the length of the program, thus resulting in indices of their monthly hours of prime time viewing, their monthly hours of soap opera viewing, and their monthly total of viewing hours. Similarly, Brown and Newcomer's (1991) sexy television viewing measure was represented by the product of three variables: the viewing frequencies of 67 current prime-time and afternoon television shows, their length, and their sexual content level, which was based on ratings of a sample of college students. In the same way, Aubrey, Harrison, Kramer, and Yellin (2003) provided a list of 55 current and recent primetime and daytime television programs and asked to specify how often respondents watched each program. After that, an independent sample comparable to the sample of the actual study rated each program; these ratings were used as weights in the sum of each respondent's frequencies.

With the exception of Aubrey et al.'s (2003) approach, which used an equivalent sample to rate the sexual content of the programs listed, these operationalizations are strongly based upon a researcher-centered definition of sexuality- or relationship-oriented content. The measures include programs or genres of which the researchers themselves (or their students for that matter) believed that they are sexually oriented or romantically themed. This is remarkable, since most studies in the field have emphasized the viewers' perceptions of the portrayals and their connections with the material as noteworthy factors in the socialization process. Ward and Rivadeneyra (1999), Aubrey et al. (2003), Ward (2002) and a good number of other authors in the field have included in their research designs several dimensions of what is referred to as viewer involvement (e.g., perceived realism, viewing to learn, identification, viewing motivations). They have done this to draw attention to the importance of "a constructivist perspective that highlights the active, sense-making role of the viewer" (Ward, 2002, p. 2).

In this study, we included measurements of viewer involvement as well, but went one step further. An additional goal of the study was to create content-specific exposure measures that more closely follow the "constructivist perspective" on television viewing. Two arguments have inspired this approach. First, it has been indicated that the concept of genres as it is defined by researchers may not capture the real-life television diets of adolescent viewers. Various studies have questioned the notion of genre loyalty and concluded that viewers of one program are no more likely to watch another program of the same type or genre (Goodhardt, Andrew, Ehrenberg, & Martin, 1987; Webster & Lichty, 1991), unless it is preceded by a show of the same genre on the same channel (Walker, 1988). This means that when researchers who included a list of programs in their questionnaire would have factor analyzed these programs (i.e. identify groups of shows that tend to be viewed by the same viewers), the emerging factors most likely would not have corresponded unequivocally with traditional genres, such as soap operas or reality television. According to Cohen (2002), a more likely result is that program clusters would have emerged that reflect viewers' actual television diets as these result from content preferences and channel loyalty and are shaped by inheritance effects. A second argument is that qualitative accounts of the relationship between television content and adolescents' sexual maturity (Steele, 1999) have drawn attention to teenagers' particular

interpretations of television content. In this respect, Ward (2002) have emphasized that “researchers need to acknowledge that their perceptions of specific sexual content may differ from those of other viewers” (p. 118). This implies that relationships may occur between sexual beliefs and exposure to content that is not sexually oriented in the view of adult researchers. We therefore chose to break television exposure into the program clusters as they emerge from adolescents’ actual television viewing patterns and hoped this would better document television’s reach and impact.

The universal aim of this study was to offer a fact-finding re-examination of affiliations already described in previous studies. More precisely, the affiliations between television disclosure and expectations about peer sexual involvements as well as certain sexual labels were examined with particular consideration for the role of age, first-hand involvements and ‘constructivist’ content actions.

Method

This exploration was a cross-section of the longitudinal study among all form five and year 1 university students attending 5 schools within the Buea Municipality of the South West Region of Cameroun. To ensure the illustration of different schooling levels, we targeted schools located within the Buea Municipality that provide different types of schooling (General Education, Technical Education and Higher Education). Partaking students completed a regulated, pencil-and-paper questionnaire in a habitually scheduled lecture hall or classroom period. The study was presented as an omnibus study on the leisure habits of youngsters. Trained undergraduate students were present to answer any questions, and respondents were guaranteed that all responses would be treated confidentially.

Total mockup size was 1070, but erroneous information from the schools, sickness, malingering, and refusal to collaborate led to a final sample size of 920 adolescents. 58.6 percent of the mockup were form five students. In form five the average age was 15.79 years (SD=.53); in year 1 university the average age was 17.85 years (SD.68). 57.5 percent were boys.

Measurement

Television programing. The questionnaire was comprised of a list of 50 programs that were transmitted outside school hours on the five main channels during the period of 8 weeks before the data was assembled. Respondents were asked to account on their frequency of observing these programs, on a 4-point scale (ranging from ‘never’ to ‘regularly’), On the basis of these occurrences and the interval of the programs an average of total weekly programing amounts was well calculated.

More so, participants’ engagement in television programing was measured by a group of five measures. One measure requested respondents to specify whether they watch television for entertaining reasons by rating five items (e.g., ‘I watch television because it pleases me’) using a 5-point scale (from ‘strongly disagree’ to ‘strongly agree’). The second viewer participation measure surveyed participants’ learning inspirations. Agreement with four items modified from Rubin’s television programing intentions scale (1981) was rated using a 5- point scale (from strongly disagree’ to ‘strongly agree’). Further, centered on the programing for learning scale, a freshly constructed scale was used to evaluate adolescents’ programing for gaining knowledge

about sexuality. Participants specified their agreement with five items about whether they view television to find out how to be able to handle intimate and dating situations (e.g., ‘When I watch television, I sometimes believe to learn about affiliations with men/women’). The last viewer participation measure tested whether television content may stimulate sexually focused judgements. Participants rated four items (e.g., ‘When I ponder on sex, I sometimes visualize something I saw on television’) by using a five-point scale (from ‘strongly agree’ to strongly disagree’).

These rankings were averaged to determine four participation measures for each person. Dependability analyses for these calculations included the procurement of alphas and performance factor analyses. The main constituent analyses run on the rankings of these measures all produced conceptually logical factors with Eigen values greater than 1.1. Alphas ranged from .75 to .82.

Sexual labels

Labels of males as being thoughtful of sex, of males as being the chief architects of sexual relations and of sex as a purely physical action were evaluated with partakers’ ratings on 10 items, several of which were stirred by The Labels about Male Sexuality Scale (Snell, 1998). The items included: ‘Most boys are prepared for sex at any time’, ‘A “real” man is one who can acquire any girl to have sex with him’, ‘It’s okay for a boy to be a little vigorous to get sex’ and ‘It is acceptable to have sex outside a loving affiliation. The principal components analysis run on the 5-point rankings of these items produced three practically coherent factors with Eigen values greater than 1.1. The first factor could be branded ‘men are sex-driven’, the second ‘men initiate sexual unions’ and the third ‘sex is a purely physical action. As the alphas ranged from .70 to .85, the ratings were summed to yield three distinct indices.

Expectations about sexual involvements

Respondents assessed the occurrence of four sexual happenings among both peers and people who are some few years older. Measured on a 5-point balance (5. very often, 4. often, 3. now and then, 2. Seldom, 1. never). they were questioned how often same-aged and older-aged peers (1) have been stark-naked with their boy- or girlfriend, (2) have had full contact, (3) have had sex with several partners. and (4) have had sex in open places. A major constituent analysis revealed that these indicators burdened on single factors (Alpha: .74 and .72). These variables were summed to acquire an estimated adolescents’ awareness of peer sexual involvements as well as an estimated adolescents’ awareness of sexual activities among people who are slightly older.

Sexual involvement

The partakers reported which of eight sexual performances they had practiced, ranging from French kissing over caressing to coitus (coded no is 0 and yes = 1). Since summing these scores would have been unsuccessful to spot the actual impact of each of these activities, we executed a procedure to achieve for each activity a weight that articulates its apparent significance. More precisely, we plotted these items in a Multidimensional Scaling Analysis; however, obliging it to produce only one measurement. This analysis plotted each performance on a certain space from every other performance. ‘To caress each other over his/her clothes’ was positioned at one extreme of the scale and was assigned the weight of 1.5. Full contact was placed at the other extreme and, replicating the actual spaces that

developed from the multidimensional scaling analysis, got a weight of 3.8. 'French kissing' and 'your breasts being touched/ touching her breasts' were given weights between 2 and 3, whereas '/your genitals being touched/ touching his/her genitals' and 'you being seen fully naked/ seeing him/her fully naked' received weights between 1. and 2.5. The weighted sum of these items revealed participants' sexual involvement level.

Socio demographic variables

Socio-demographic variables incorporated respondents' age, family make-up, the educational level of both their mother and father using a 4-point scale from 'no degree' to 'university degree', and respondents' schooling level. Within the Buea Municipality of the South West Region of Cameroon, a peculiarity is made between three levels of education: general education, technical education and higher education. Because these levels are symbolic of job forecasts and entrance to higher learning can be considered at three levels of education with higher education as the highest and technical education as the lowest. Classes were chosen in such a way that 40 percent of the sample consists of higher education students and 30 percent each of so-called general education and technical education students.

Results

Introductory results

Table 1 presents the means of the variables in the analyses and reports on the mean differences between boys and girls. This indicates that every variable in the model significantly differs with respect to gender. Boys more strongly accepted the stereotype of sex as a purely physical activity and males as dominators of sexual relations and rated the sexual experience level of same-aged and older-aged peers higher. Boys also reported higher levels of sexual experience. Girls, on the other hand, indicated stronger endorsement of the label that males are thoughtful with sex. With regard to television viewing, boys showed greater exposure and more involvement. Girls' television viewing was less motivated by entertainment or learning intentions and their sexually oriented thoughts were not as frequently inspired by television content. Due to these differences, we have decided to perform separate analyses for both gender groups.

Program analysis

To determine program clusters as they emerge from adolescents' actual viewing diets a principal components analysis with oblimin rotation was run on the viewing

frequencies of 50 listed programs (see Cohen, 2002). This analysis produced groups of programs that are viewed at similar frequencies by individual viewers (See Table 2). A scree plot was used to determine that an eleven-factor solution was optimal and that additional factors would add only small amounts of explained variance. Together these factors explained 44% of the total variance in viewing frequency. All factors had Eigen values over 1.7.

Interpretation of the solution indicated that the programs could be classified according to three distinctive attributes. Table 2 presents an overview of the factors that emerged from the analysis and indicated its structure within each of these attributes. A first attribute is the hour at which the program is broadcast. When we spilt an evening of television viewing in three blocks of time, i.e. during prime time, before prime time, and after prime time, there seems to be some support for inheritance effects. The chance of a program being watched appears to increase when it follows another program watched. Six of the eleven factors are exclusively composed of programs that are broadcast in the same block of time and another three factors only hold one exception to this rule. A second attribute that comes into view as an important attribute is the channel on which programs are broadcast. The concept of channel loyalty showed through participants' viewing patterns, since seven of the eleven factors are homogeneous with respect to the channel and another three factors only hold one exception to this. Finally, a third element that appears to have an impact on adolescents' programing diets is the concept of varieties. The principal components analyses produced seven factors that were identical with regard to common content features usually referred to as 'television varieties' and another two factors held only one exclusion. We recognized action series (Tallest), soap operas (e.g., Days of Agony), situation comedies (e.g., The Lovers, Enemies), drama series (e.g., Party of Four), and action series (e.g., 'Busty', The Vampire king', 'Small City'). Replicating the content of each factor as it substantiates from the proportion within each of these elements we branded the factors as follows: After primetime action series, Before primetime comedy (CH40), Primetime series on CH30, Before primetime comedy (CR50), Before primetime youth action series (CH 40), Before primetime programs on CH2, Primetime series on CH1, Before primetime action series on CH50, Before primetime action series on CH40, Before primetime series on CH30, Before primetime soap operas.

Table 1 Leading figures for the variables on the analysis

	Mean	Std. Dev	Minimum	Maximum	T-value
'sex is a purely physical action'	5,1351	2,01473	3,00	13,00	13,74***
'males dominate sexual relations'	8,4088	1,78338	4,00	15,00	10,72***
'males are thoughtful of sex'	11,6653	3,24649	5,00	20,00	-3,72***
Expectations about same-aged peers' sex exp	15,8344	3,39182	4,00	30,00	4,91***
Expectations about older-aged peers sex . exp	7,0879	2,60574	3,00	17,00	3,57***
Total weekly amount of Programming hours	28,53	11,47	12,63	42,52	2,047*
Programming for entertainment	8,6967	2,91930	4,00	20,00	2,76**
Programming for learning	11,3140	2,77207	5,00	20,00	2,17*
Programming for learning about relationships	10,3172	2,73722	4,00	16,00	4,80***
Sexual feelings inspired by television content	8,0211	1,95752	3,00	12,00	14,21***
Sexual involvements	5,3380	7,3775	0	22,59	5,381***

* $P < .05$ ** $p < .01$; *** $p < .001$

Generally, this analysis provides support for the argument that variety is an important but not the only element that distinguishes programs. The question now is whether these program groups, which presumably more adequately than

researcher defined genre classifications reflect viewers' television diet, meaningfully can predict the sexual expectations and labels. The frequencies of the programs in each factor therefore were summed and multiplied by their length to produce eleven specific television programing measures.

Regression and correlation analyses

The primary goal of this study was to determine whether television disclosure and viewing involvement are both associated with young adolescents' beliefs and assumptions about sexual relations. Correlational analyses were carried out examining relationships between four programing association and 12 disclosure measures and five sexual result measures.

With respect to the disclosure measures, every major correlation points in the same direction. Greater disclosure always is related to more support for sexual labels and higher expectations about peer sexual involvements. The most consistent disclosure measure is programing after primetime action series with five major correlations. Before primetime comedy (CH40) is four times related to sexual outcome measures and before primetime youth action series (CH 40) and before primetime soap operas are three times connected to the sexuality linked principles. Before primetime series on CH30, before primetime comedy (CH50), and overall disclosure show two major correlations. Before primetime programs on CH20, primetime series on Channel 10 and before primetime action series on Channel 50 are not or hardly related to any of the outcome measures.

The programing involvement measures more consistently were related to sexual labels or expectations. Precisely, the involvement measures that concentrated on affiliations, such as motives for learning about relations and having sexual feelings that are stimulated by television content, exposed very consistent results, equated to four major correlations for general learning motives and two correlations for overall entertainment motives.

Table 1. Outline of the program groups: number of programs per group in each classification of the three elements: point in time, channel and variety

Pointin time				Channel					VarietyLabel					
	Before	Prime-time	After	Ch10	Ch20	Ch30	Ch40	Ch50	Action	Soap operas	Comedy	Youth drama	Youth action	
Factor1			5/5				2/5	4/5	5/5					After primetime action series
(5 programs) Factor2	4/4						4/4				4/4			Before primetime comedy (CH40)
(4 programs) Factor3		6/6		1/6		6/6			1/6	2/6	4/6			Primetime series on CH30
(6 programs) Factor4	9/9						1/9	8/9			9/9			Before primetime comedy (CH50)
(9 programs) Factor5	4/5		2/5				5/5						4/5	Before primetime action
(5 series (CH40) programs) Factor6	4/4				4/4						2/4	2/4		Before primetime programs (CH20)
(4 programs) Factor7		3/3		3/3					2/3	1/3				Primetime series on CH10
(3 programs) Factor8	5/6		2/6					6/6	6/6					Before primetime action series on
(6 programs) Factor9	4/5		1/5				5/5		5/5					CH50 Before primetime action series on
(5 programs) Factor10	4/4		1/4			4/4			2/4		3/4			CH40 Before primetime series on CH30
(4 programs) Factor11	4/5			3/5		2/5				5/5				Before primetime soap operas
(5 programs)														

The labels are based on the elements for which the factor are most identical

Finally, as a more solid test of connections between television viewing and sexual attitudes or assumptions, a hierarchic regression analysis was run for each of the sexual outcome measures. In a first step, the regression models simultaneously included the background variables and television measures that had correlated meaningfully with that sexual outcome variable. In the next step, we examined the role of adolescents' sexual involvement level by entering the interface effects of the sexual involvement measure and the disclosure measures, represented by their product terms.

Discussion

The principal goal of this part was to reinvestigate affiliations that by this time have existed in prior studies, but never were verified in a mockup of 15- to 17- year-olds. We were interested in whether such relations might happen in younger adolescents.

The discoveries of this study specify that some important relations exist among television programing and young adolescents' principles and expectations about sexual relationships. Both disclosure and participation processes played a part. With respect to programing participation, for instance, a substantial number of important affiliations appeared. These variables were rather reliable forecasters of young adolescents' labels and expectations. More predominantly, the study recognized the significance of particular participation variables. Whereas earlier studies mostly engaged participation measures that concerned television programing in general, our study also used precise, sexuality-linked measures and established that these were better forecasters. By so doing, to watch television for learning about affiliations more reliably anticipated sexual principles than general learning intentions did. More so, having sexual dogmas that were fortified by television made a strong influence to young adolescents' sexual principles. This result may designate an arbitrating procedure within the association between television programing and the incidence of certain sexual principles. The opinion that a good number of young adolescents uses pictures and impersonations from what they have seen on television as 'input' for their sexual principles recommends that they are very much involved in their television programing, but also that they may relate what they saw in future thinking. It can be postulated then that television offers adolescents an outline to evaluate existent sexual emotional states and circumstances. The tough relationship between having television-encouraged sexual judgements and sexual labels or expectations seems to offer some cautious support for this contention. Further research should address this issue.

In the light of television disclosure, four program groups substantially were linked to one or more outcome processes in the male mockup and five program clusters were linked to at least one of the sexual principles in the female mockup. These discoveries hold two significant conclusions. Firstly, the configuration of sex alterations found in our study points in an opposite way to what Ward (2002) has described about undergraduate learners. Ward (2002), equally sited more and stronger affiliations in the female mockup, although this study found the most comprehensible results in the male mockup. This may propose that age-related transformations exist between boys and girls. Additionally, it may also be a matter of the aftermath measures that were evaluated here. These measures gave out topics that exclusively may subjugate boys in early adolescence, while other aftermath measures might have fashioned a reverse design (Treise & Gotthoffer, 2002). To finish, it cannot be lined out that cultural differences between Africa, the Philippines and the United States are responsible for the unforeseen conclusions.

An additional deduction communicates the kinds of content that fashioned important relations. Usually, studies have dedicated consideration to genres that noticeably prompt ideas about affiliations and sexuality, such as soap theatricals and circumstance comedies. The results here, nonetheless, specify that this method may be too narrow, as in the male mockup four out of six important program groups and in the female mockup four out of six important program groups reveal content that usually is overlooked. The influence of television was wider than the influence of soap theatricals or circumstance comedies. In detail, one of the focal findings is that disclosure to youth action series is a constant forecaster of sexually oriented principles. This is an astonishing deduction, since most research works so far have overlooked the likelihood of a relationship with youth action series. Then again, it is not amazing, since youth action series have been revealed to feature male supremacy and masculinity and to exemplify women as pleasurable recompense or susceptible targets. Scharer (2001 a), for example, has recognized manly depictions of male characters on television, label led overactive machismo as a representative feature in action series and programs, and established an affiliation between the virility of male action champions and their heartlessness concerning female characters. The labels of males as being concerned with sex, as leading sexual relationships, and of sex as a purely physical action seem to be in track with the assessment that is portrayed in youth action series.

A final aim of this study was to explore the moderating impact of sexual experience on the relationship between television exposure and sexual beliefs. The conflicting assumptions about this position in the literature served as a background for this research question. The findings of this study seem to have provided an answer that is situated between both oppositions. On the one hand, the significant associations between television viewing and sexual outcome measures in a sample of young adolescents indicated that people who are not experienced in the sexual field for years and years still could be affected. The idea that one needs to understand fully the sexual messages to be affected is not entirely supported. On the other hand, this study does suggest that the impact of television becomes stronger when the level of experience rises. This study therefore points to a slow developmental process in which television and sexual experience gradually interact towards a more enduring sexual belief system.

To conclude, numerous studies conveyed positive associations between emerging adults' television programing and expectations about peer sexual involvements and sexual labels. In the present study, these affiliations are re-examined in a younger mockup. Furthermore, the regulating impact of sexual involvement is surveyed: does existent sexual involvement strengthen the effect of television disclosure, or does it make the predictable affiliations vanish? Respondents from a mockup of 15- to 17-year-olds testified on their programing diet, estimated the occurrence of given sexual actions, and rated

labels about males as being thoughtful of sex, males as leading sexual relations, and sex as a purely physical action. Results established links between television programming and sexual principles. More specifically, greater disclosure to early evening series, action series, soap operas and late evening action series were recurrently related to sexual approaches. Furthermore, exploration disclosed that some of these affiliations become stronger as sexual involvement levels evolves.

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