

H1. TV Attitudes

These items measure attitudes toward television violence. Respondents are asked to check the response that best corresponds with their beliefs.

1. How much of what kids see on television is fake?

| | | | | |
|--|--------------------------------------|-------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Almost all of it | <input type="checkbox"/> A lot of it | <input type="checkbox"/> Some of it | <input type="checkbox"/> Only a little of it | <input type="checkbox"/> None of it |
|--|--------------------------------------|-------------------------------------|---|-------------------------------------|

2. Are television shows with a lot of hitting and shooting harmful for kids?

| | | | | |
|---|---|--------------------------------|--|--|
| <input type="checkbox"/> They are very harmful | <input type="checkbox"/> They are fairly harmful | <input type="checkbox"/> Maybe | <input type="checkbox"/> They are fairly harmless | <input type="checkbox"/> They are very harmless |
|---|---|--------------------------------|--|--|

3. How many television programs show life just like it really is?

| | | | | |
|--------------------------------------|---|--|--|--|
| <input type="checkbox"/> All of them | <input type="checkbox"/> A lot of them | <input type="checkbox"/> Some of them | <input type="checkbox"/> Only a few of them | <input type="checkbox"/> None of them |
|--------------------------------------|---|--|--|--|

4. How likely is it that watching a lot of violent television shows would make a kid meaner?

| | | | | |
|--------------------------------------|---------------------------------|-----------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Very likely | <input type="checkbox"/> Likely | <input type="checkbox"/> Possible | <input type="checkbox"/> Unlikely | <input type="checkbox"/> Very unlikely |
|--------------------------------------|---------------------------------|-----------------------------------|-----------------------------------|--|

5. How much of a kid's free time should be spent watching television?

| | | | | |
|--|--------------------------------------|-------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Almost all of it | <input type="checkbox"/> A lot of it | <input type="checkbox"/> Some of it | <input type="checkbox"/> Only a little of it | <input type="checkbox"/> None of it |
|--|--------------------------------------|-------------------------------------|---|-------------------------------------|

6. How harmful is it for a kid to watch television all of the time?

| | | | | |
|--|----------------------------------|--|---|--|
| <input type="checkbox"/> Very harmful | <input type="checkbox"/> Harmful | <input type="checkbox"/> Somewhat harmful | <input type="checkbox"/> Only a little harmful | <input type="checkbox"/> Not at all harmful |
|--|----------------------------------|--|---|--|

Scoring and Analysis

Point values for items 2, 3 and 5 are assigned as follows:

- | | | |
|-----------------|---|---|
| First response | = | 1 |
| Second response | = | 2 |
| Third response | = | 3 |
| Fourth response | = | 4 |
| Fifth response | = | 5 |

Items 1, 4 and 6 are reverse coded. The scale score is computed by adding the scores from all six items and dividing by 6. Higher scores indicate a belief that violence shown on TV is realistic and harmless for children.