

MEDIA INFLUENCE ON YOUNG ADULTS
SEXUAL ATTITUDES AND BEHAVIORS

by

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ABSTRACT

Research has shown that sexual content is prevalent in television programming and that this content can have an effect on the viewer's attitudes about sex. This study examined this relationship within the theoretical framework of cultivation and social cognitive theories. This study used a survey to examine these relationships in young students at a large southeastern university. The researchers targeted freshmen, many in their first semester, for this study to get the best measure of attitudes, before they were influenced by college life. In addition to examining the effects of television viewing, the researcher looked at the effects of exposure to other media that may contain sexual content, such as magazines, Internet, DVD's, video games, and music. The study did not find significant relationships between television viewing and students' sexual attitudes and behaviors, but it did find several strong relationships among sexual attitudes and behaviors and students' exposure to other forms of media that may contain sexual content, including music, films, video games, and DVDs.

For Mom, Dad, Heidi, and Grandma. Thanks for your support the past two years.

I couldn't have done it without your help.

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CHAPTER ONE: INTRODUCTION

The amount of sexual activity reported among adolescents and young adults is increasing. Surveys of young males ages 15 to 19 conducted in 1988 and in 1995 found a significant increase in the percentage of males who reported having been masturbated by a female, from 40% in 1988 to 53% in 1995 (Parenthood, 2004). Reports also show that the average age at which an individual will first engage in sexual activities, including masturbation from the opposite sex and oral sex, is 14.8 years old for both boys and girls (Parenthood, 2004). One study of 10th grade students found that 40% said that they had participated in oral sex (Prinstein, Meade, & Cohen, 2003). It is also estimated that one third of middle school girls have performed oral sex on boys (Schneider, 2004). Planned Parenthood (2004) also states that in 1999, 38.6% of high school freshmen and 64.9% of high school seniors had engaged in sexual intercourse. This is a slight decrease from the early 1990s but shows that a large portion of high school students are sexually active. Another study has shown that by the time students reach their senior year of high school, 1 in 5 sexually active teens have had sex with four or more partners (Aratani, 2005).

Even more frightening are the consequences of this sexual activity. Almost one third of females in America become pregnant before they are 20 years old, and 4 million teens contract a sexually transmitted disease each year (*U.S. Teen Sexual Activity, 2005*). Additionally, teens are the most likely group to contract sexually transmitted diseases and the least likely to have adequate access to the necessary health care for treatment of these diseases (Denizet-Lewis, 2004; *U.S. Teen Sexual Activity, 2005*). One study found that 14% of college students become infected with the human papillomavirus (HPV) every year. This virus causes genital warts and can lead to cervical, penile, and anal cancer (*Tracking to Hidden Epidemics, 2000*). Even scarier

is that about 5% of the new HIV cases diagnosed in 2003 were in people ages 13 to 24 (*Divisions of HIV/AIDS Prevention, 2003*). It often takes close to 10 years before HIV turns into AIDS, but it is still a serious threat to the health of adolescents and young adults engaging in unsafe sexual practices (Escobar-Chaves et al., 2005).

In addition to engaging in sexual behavior, teens are often participating in these activities with partners who are little more than friends. It seems the trend among high school students is away from the traditional boyfriend/girlfriend relationship and toward “hooking up” or having “friends with benefits” (Denizet-Lewis, 2004). A survey in 2001 found that 60% of the teens who were sexually active had engaged in sexual intercourse with someone who was just a friend (Denizet-Lewis, 2004). Researchers also believe this percentage would be significantly higher if they asked a similar question about oral sex. Even teens who pledge to be virgins until marriage are not safe from sexually transmitted diseases and other consequences related to sexual activity. A recent study found that teens who pledge virginity are more likely to engage in oral and anal sex and less likely to use condoms than their peers who did not make the pledge (Bruckner & Bearman, 2005). Reports show that many teens believe sex means vaginal intercourse, but even oral sex puts teens at serious risk for sexually transmitted diseases and has a significant emotional impact (Schneider, 2004).

Media

The increasing number of young people exploring their sexuality at younger and younger ages may be related to the constant bombardment of sexual messages in the media (Collins et al., 2004). Television, films, magazines, video games, and the Internet all contain large amounts of sexual content (Pardun, L’Engle, & Brown, 2005). Television is one of the most common places to find sexual content. Sexual messages are common in television programming and have been

for a long time (Farrar et al., 2003; Fisher et al., 2004; Franzblau, Sprafkin, & Rubinstein 1977; Kunkel et al., 2003). Over the years television has become more and more sexually explicit. In the 1950s it was the low-cut necklines of the starlets on variety shows, and in the 2000s it is the bare breasts and butts on shows such as “NYPD Blue” and “Sex in the City” (Chunovic, 2000). The television show “I Love Lucy” was considered to be cutting edge because it was the first to show a married pregnant woman on television; now teen pregnancy is not even cutting edge. A legislative and social storm during the late 1990s forced the creation of the television rating code to help protect children from the sex and violence common in television programming. In the 2 years after the act’s 1997 passage, the amount of nudity, profanity, and violence on television rose by almost 31% (Chunovic, 2000).

The ease of access and the frankness of content make television an attractive information source for the answers to questions that people are often too embarrassed to otherwise ask (Greenberg, Linsangan, & Soderman, 1993). It is especially attractive to young people who may not be comfortable enough with parents or peers to talk about sex (Baran, 1976; Courtright & Baran, 1980). Television has always contained some sexual content, but the amount is increasing and the content is becoming more and more graphic (Kunkel et al., 2003). Although advertisers and legislators have opposed this increasing amount of sexual content it continues to be prevalent on television (Chunovic, 2000). Shows such as “The Real World” and “Nip/Tuck” have become staples of mainstream cable television, while network television is populated with shows such as “Desperate Housewives” and “The OC,” which contain large amounts of sexual content.

Teens spend a large amount of time with various media sources. It is reported that teens spend an average of 6 to 7 hours a day with some form of media (Mayden, 2005). Many teens have computers and televisions with cable access in their bedrooms, where they can view

programs and Internet content away from the watchful eyes of parents. Teens who watch just three to five hours of television a day will view about 2,000 sex acts each year (Mayden, 2005). Teens are likely to turn to the media for answers to their questions about what is sexually acceptable (Ward, 2002). Their questions may be answered by television programs that promote an environment that is sexually open and has few consequences. For example, in the hit show “Friends,” all of the characters have had sex with at least one of the others, but no one contracted a sexually transmitted disease and only one ended up with an unwanted pregnancy (Stepp, 2003). Another example is the HBO show “Sex in the City,” which is about single women and their romantic encounters. All of the women on that show have engaged with sex with a large number of men. One character even calculates that she has had sex with forty-two men. Only one character, however, caught a sexually transmitted disease, and only one got pregnant (Chunovic, 2000). Even teens themselves cannot find many positive role models for sexual decision making on television (*Teens, Sex and TV, 2002*). Additionally, parents are often hesitant to talk to their teens about sex, because they do not want to believe that their kids are having sex (Aratani, 2005).

In addition to lacking positive role models, television may give teens and adults a skewed view of the sexual lives of other teens. Defense attorneys in an Orange County, California, gang-rape trial contended that graphic media portrayals of sex were the motive behind the teens’ behavior (Luna & Yoshino, 2004). Besides trying to prove that the sex was consensual, the attorneys tried to show that group sex was not uncommon among teens. According to a witness in the case, it was not uncommon for teens she knew, both boys and girls, to engage in group sex or make sex tapes. Teens may get ideas for these escapades from shows such as “The O.C.,” in which one episode showed a New Year’s Eve key party, at which keys were dropped in a bowl

and the party guests went home with the person whose keys they draw out (Luna & Yoshino, 2004).

A recent nationally representative survey of teens ages 15-17 found that many of them (72%) believe that the sexual messages on television influence the behaviors of teens their age; however, only 22% believe the messages influence their personal behavior (*Teens, Sex and TV, 2002*). Teens also say their peers are often the second source they turn to when looking for advice about sex; therefore, if the media affect the attitudes of their peers, the media may indirectly also affect their attitude (Andre, Frevert, & Schuchmann, 1989). Additionally, only about a third of those surveyed said that television with sexual content can act as a catalyst for conversations about sex between parents and teens (*Teens, Sex and TV, 2002*).

With the amount of sexual content on television and the amount of time teens spend watching, it is essential to further explore the relationship between viewing sexual messages on television and engaging in sexual activities. Additionally, research needs to look at the impact of other forms of media that contain sexual content and their effect on young adults. A better understanding of the effects of sexual media is essential because it can be used as a tool to help parents, educators, and media networks understand what is needed to create ways to educate young adults about unwanted pregnancy and sexually transmitted diseases. This research study is just a step in this understanding; it will further examine the relationship among television viewing and sexual attitudes and behaviors. In addition this study will begin the examination of the relationship among other forms of media, such as music, film, video games, DVDs, and the Internet, their influence sexual attitudes and behaviors. This study is also the first to use these scales to look at sexual attitudes in relation to media use. The scales the researcher used had been used to look at sexual attitudes, condom attitudes, and sexual behaviors, but not with relation to

media consumption. The researcher chose these scales because they were the most well rounded and specific measures of the attitudes being examined.

CHAPTER TWO: LITERATURE REVIEW

Adolescent and Young Adult Sexuality

Many young people begin to explore the world of the opposite sex during adolescence. Researchers have examined many of the factors that influence young people's behaviors during their adolescent years. One study of 522 Australian teens asked about the behaviors they felt were appropriate at certain ages (Rosenthal & Smith, 1997). The researchers found that most of the students said they felt it was appropriate for girls and boys to begin kissing and kissing with tongue between the ages of 12 and 14. Also, the study found the students said they felt that 15 to 17 years of age was the appropriate age to begin other sexual behaviors such as touching breasts, touching between the legs underneath clothing, touching genitals underneath clothing, having sexual intercourse, and engaging in oral sex. The researchers found the more sexually explicit the behavior, the lower the percentage of the participants that found it appropriate for the 15-to-17-year-old age group; however, the majority of the sample said they felt that 15 to 17 was the appropriate time frame to begin having sexual intercourse (Rosenthal & Smith, 1997). This study also suggested little difference in the acceptance of behaviors at a particular age between males and females.

Another study found that teens may be more likely to participate in oral sex than in sexual intercourse, and they may be doing it to gain popularity among peers (Prinstein, Meade, & Cohen, 2003). Researchers surveyed 10th grade students about their sexual behavior and the sexual behavior of their best friend. They found that 40.4% of the students surveyed reported participating in oral sex, and 29.8% reported having sexual intercourse. Many of the students

reported they did not use protection when engaging in oral sex, putting themselves at risk for STDs. Additionally, it was found that students whose best friends had oral sex were more likely to have oral sex themselves. Students who engaged in oral sex were also reported as more popular by both their male and female peers (Prinstein, Meade, & Cohen, 2003).

Several factors have been found to influence adolescent and young adult sexual attitudes and activity. Research has shown that religiosity and spirituality have an impact on sexual attitudes (Beckwith & Morrow, 2005). College students were surveyed about their views on religion and spirituality as well as their attitudes about sex. The researchers found that both religiosity and spirituality were related to having less permissive attitudes about sex (Beckwith & Morrow, 2005). Other research has shown that teens who had more autonomy from their parents thought that greater amounts of sexual behavior were more acceptable at younger ages (Rosenthal & Smith, 1997). Adolescent drug and alcohol use has also been found to be related to greater amounts of sexual behavior (Metzler, Noell, & Biglan, 1992; Rosenthal & Smith, 1997). Large surveys of teens ages 14 to 17 found that adolescents who smoked marijuana, drank, or smoked cigarettes or who had friends who engaged in these activities were more likely to participate in sexually risky behaviors (Metzler, Noell, & Biglan, 1992). Alcohol and drugs are also prevalent in the “hookups” that frequently occur on college campuses. One study found that alcohol and drugs are present in 58% of the “hookups” students reported (Paul & Hayes, 2002). Paul and Hayes conducted a qualitative study of college students’ “hookup” experiences, exploring those of 187 college students. The authors defined a “hookup” as a casual sexual encounter, which may include sexual intercourse. The authors also reported that 41% of the students interviewed said they expected a “hookup” to involve sexual intercourse, and that 70% of those interviewed said they had engaged in at least one “hookup” themselves.

The amount of time spent dating a particular partner is often related to the amount of sexual activity that young people say they feel is appropriate. Researchers examined which activities students feel are appropriate at various stages of dating (Roche & Ramsbey, 1993). The researchers reported a significant difference between males and females regarding the behaviors they thought were appropriate. The researchers divided dating into five stages: dating with no particular affection, dating with affection but not love, dating and being in love, dating one person only and being in love, and engaged. For example, at the third stage of dating, dating and being in love, 44% of males felt that sexual intercourse was appropriate, but only 15% of females felt this way. The researchers also found that students' behaviors often did not match up with what they thought was appropriate. During the first stage of dating a small percentage, up to 1%, of both males and females thought that it was appropriate to give or receive oral sex, but 21% of males reported giving and 37% of males reported receiving oral sex. It was also found that during the second stage of dating, defined by the researchers' as dating with affection but not love, 17% of males and 1% of females felt that intercourse was acceptable, but 33% of males and 7% of females reported engaging in these activities. It seems that although some young adults may have more conservative attitudes toward sex, those attitudes are not reflected in their behavior (Roche & Ramsbey, 1993). Some of this disconnect may be due to the hookup culture prevalent on many college campuses, or there may be other reasons (Paul & Hayes, 2002). One study reported that students engage in an average of 10 hookups during their college career.

Research has shown that many people begin their sexual development during their teen and early adult years (Metzler, Noell, & Biglan, 1992; Prinstein, Meade, & Cohen 2003; Rosenthal & Smith, 1997). During this time these young people are exposed to a variety of information sources about sex: schools, parents, siblings, friends, medical professionals, and the

media (Sutton et al., 2002). This media influence, especially the impact of television, could have a significant influence on the developing attitudes and behaviors of young people.

Content Analyses

Television

Researchers began to examine the amount of sex in television during the mid-1970s. At that time the three major networks were feeling pressure from their audiences to show more family appropriate programming. Television programs aired between 8-11 pm the week of October 11, 1975, were coded for 13 categories of physical intimacy (Franzblau, Sprafkin, & Rubinstein, 1977). The behaviors coded included kissing, embracing, heterosexual intercourse, homosexual behavior, rape and other sex crimes, touching–aggressive, touching–non-aggressive, flirting and seductiveness, innuendo (with canned laughter), innuendo (no canned laughter), atypical sex roles, and partner seeking. Researchers found there was a considerable amount of sexual content, about 97.2 behaviors per hour, in programming aired during primetime. This early content analysis used a broad definition of what was considered sexual behavior, with the most risqué of the behaviors, kissing and intercourse, making up only 3.74 and 0.04 behaviors per hour respectively of the amount of sexual behaviors shown each hour. The researchers also found that different types of programs, such as situation comedies or crime adventure programs, contained different amounts of sexual content. Situation comedies with canned laughter contained more kissing, embracing, non-aggressive touching, and innuendoes than any other type of programming.

Soap operas are often thought of as containing large amounts of sexual content. A content analysis conducted in 1979 of the soap operas aired on ABC, CBS, and NBC found 6.6 sexual

behaviors were broadcast per hour (Lowry, Love, & Kirby, 1981). This may seem like a dramatic decrease from Franzblau et al.'s (1977) findings, especially since sex is seemingly common on soap operas, but Lowry defined sexual behavior in a much narrower context, including only erotic touching, intercourse, and other explicitly sexual behaviors such as prostitution, incest, or exhibitionism. Additionally, the researchers chose not to code innuendoes, only direct sex talk, as references to sexual intercourse. By 1987, when this study was revisited, the number of sexual behaviors per hour had increased to 7.4 (Lowry & Towles, 1989); however, more of the characters engaging in the sexual activities were unmarried partners, with no discussion of pregnancy prevention or sexually transmitted diseases. Between the 1979 and the 1987 studies, the ratio of sexual behaviors shown between unmarried and married partners jumped from 3.2:1 to 23.7:1. This trend of unmarried characters engaging in more and more of the sexual behaviors shown on television has continued and remains prevalent (Farrar et al., 2003).

Several content analyses have looked at the changing demographics of who is having sex on television. Researchers conducted content analyses of prime-time programming aired during the 1997-98, 1999-2000, and 2001-02 seasons to examine whether the amount and types of sexual content on television were changing. They found that during prime-time viewing hours, on the four major networks (ABC, CBS, NBC, and FOX), the percent of sexual intercourse involving teen characters (ages 13-17) had increased from 0% in 1998 to 9% in 2002, of the total amount of intercourse shown (Farrar et al., 2003). Although the characters having sex on television are getting younger, they are also more likely to have an established relationship. In 1998 only 55% of the characters shown having sexual intercourse on prime-time television were in some sort of established relationship; by 2002 this percentage had increased to 65%. Just

because they are in a relationship does not mean that they are married; sex is often shown among people who are just friends or have been dating a short time, which the researchers considered relationships. A broader content analysis of programs aired on both network and cable channels between 3:00 p.m. and 11:00 p.m., when adolescents and young adults are likely to be watching, found that only 17.4% of the instances of sexual intercourse were between spouses. Additionally, 58.7% of the sexual intercourse shown was between couples with no previously established romantic relationship (Fisher et al., 2004). This content analysis was one of the few that examined networks other than the major four networks. In addition to ABC, NBC, CBS, and FOX, Fisher's study examined the content on UPN, WB, BET, Cinemax, HBO, MTV, and Showtime. The researchers found that there was a significantly higher amount of sexual behavior on cable television, 89.7% of cable programming contained sexual content while 62.4% of network television contained similar content.

Not only is a large amount of sexual content shown on television during the times teens are likely to be watching, but sexual content is also frequent in the shows they watch most. Content analyses conducted by the Kaiser Family Foundation examined the sexual content of prime-time television programming on ABC, NBC, CBS, Fox, PBS, KTLA, Lifetime, TNT, USA, and HBO as well as the sexual content of the 20 shows most frequently watched by teens according to A.C. Nielson Company. Researchers found that while 71% of prime-time television contained sexual content, 83% of the programs most popular with teens contained sexual content (Kunkel et al., 2003). Television provides not only visual depictions of sex but also a large amount of talk about sex or talk that is obviously leading toward sex. The amount of sexual talk shown on both prime-time television and the shows popular with teens was about the same, with 5.8 scenes per hour containing sexual talk on prime-time and 6.0 scenes per hour containing

sexual talk on the programs that are popular with teens; however, the amount of sexual behavior was much higher. The programs popular with teens showed almost 1 more scene per hour containing sexual behaviors, 3.1 scenes per hour on popular teen programming and 2.3 scenes per hour on prime-time television. Passionate kissing made up the majority of these behaviors (59%), but 20% of the shows contained portrayals of intercourse. This is substantially higher than the 12% of network prime-time shows that contained instances of intercourse. A less-detailed previous content analysis found a similar pattern. Researchers examined the content of the 15 most popular teen shows according to A.C. Nielson during the 1996 season (Cope-Farrar & Kunkel, 2002). It was found that 82% of the shows analyzed contained sexual content and 79% of the behaviors occurred between unmarried partners. They also found that much of the behavior shown tends to be modest in nature, showing things such as romantic touching or kissing. This study found that only 3.6% of all the behaviors shown were intercourse either depicted or implied.

Researchers have found that some television genres contain more sexual content than others (Kunkel et al., 2003). Looking at network television, researchers found that prime-time comedy and drama series contained the largest amounts of sexual content. Comedy series contained sexual content in 89% of their programs and showed an average of 9.5 scenes each hour containing sexual content. Drama series followed close behind, with 73% of drama programs containing sexual content and showing an average of 6.1 scenes per hour that contain sexual content. Much of the sexual content in comedy and drama series is relatively mild, showing passionate kissing and physical flirting most often. Many of the shows popular with teens fall into the comedy and drama genres, with “Malcom in the Middle,” “Simpsons,” “Bernie Mac,” and “Friends,” all comedies, as the four most popular shows. Drama shows such as “CSI”

and “Boston Public” also made the list. This may be part of the reason that this programming contained a larger amount of sexual content than the general prime-time lineup.

The lack of messages about sexual risk and responsibility is even more concerning than the sheer amount of sexual content on television. Fisher et al.’s (2004) study found that only 5.2% of shows that contained sexual content also contained messages about sexual patience or precaution. Additionally, another study found that only 2% of prime-time programs containing sexual content also contain sexually responsible program themes (Farrar et al., 2003). To examine responsibility messages, messages about sexually transmitted diseases, and messages about pregnancy on television researchers looked at television shows aired during prime-time on ABC, NBC, CBS, and Fox aired between October 6 and November 2, 1991. This study found that only 4% of the 3.26 instances of sexual intercourse shown per hour also contained messages about pregnancy, and only 4.9% contained messages about sexually transmitted diseases (Lowry & Shidler, 1993). Some research has shown that the trend is slowly improving. Researchers found that only 4% of scenes showing sexual content also contained messages of sexual risk and responsibilities during the 1997-98 television season; by the 2001-02 season this number had jumped to 6%, a statistically significant increase (Kunkel et al., 2003). Unfortunately, the shows containing messages about sexual responsibility and restraint are not popular with teens. Of the shows popular with teens during the 2001-02 season, only 4% of shows containing sexual scenes also contained messages of sexual responsibility. Other research has shown that in the few instances when consequences arise from a sexual act they are often shown to be positive (Cope-Farrar & Kunkel, 2002). Although most soap operas contain large amounts of sexual content and are more graphic in nature, they seem to be leading the way with messages about responsibility (Heintz-Knowles, 1996). A content analysis of the 10 nationally televised daytime soap operas

found that they averaged 6.12 sexual behaviors per hour, with almost one third of these behaviors being intercourse either depicted or implied. The researchers found that most of the sexual activities shown on soap operas are more serious than those shown during prime-time. Additionally, most of these encounters occurred between characters in an established romantic relationship, and 44% of the discussions about sex included topics of planning or responsibility (Heintz-Knowles, 1996). It is obvious from the content analyses that sexual content is prevalent in much of the television that teens and young adults consume, and research seems to indicate that this content has a profound effect on the attitudes and behaviors of young adults (Brown & Newcomer, 1991; Collins et al., 2004; Pardun, L'Engle, & Brown, 2005; Peterson, Moore, & Furstenberg, 1991).

Other Media

Television is not the only medium that contains sexual content. Magazines are one popular form of media that often contains sexual content. The content of magazines has been explored by several studies (Durham, 1998; Kim & Ward, 2004; Treise & Gotthoffer, 2002; Walsh-Childers, Gotthoffer, & Lepre, 2002). Researchers examined the content, both visual images and text, of the teen magazines *Seventeen* and *YM*. They found much of the content was focused on girls' appearance as sexy yet also promoted the message that sexual thoughts should not be acted upon (Durham, 1998). Another study looked at the changes in magazine content from 1986 to 1996. These researchers found that the non-health-related sexual content in teen magazines such as *Seventeen* and *YM* increased by 80% during the time frame examined. Health-related sexual content in these magazines rose by only 6% during that time period (Walsh-Childers, Gotthoffer, & Lepre, 2002). In women's magazines such as *Cosmopolitan*, *Glamour*, and *Mademoiselle*, non-health-related sexual content rose by 26% and health-related sexual

content rose by 15% during the 1986 to 1996 time period. This study did find some mention of sexual safety in 30% of the non-health sexual content. There has been little research on the content of men's magazines or their influence on male sexual attitudes.

Movies, video games, music, and the Internet all contain some type of sexual content. The diversity of these media types makes it difficult to measure any themes that maybe a constant in most interactions with these media. Additionally, people have more specific choices in the content they view when interacting with these forms of media.

Sexual Behavior and the Media

Television

Content analyses have shown that there is a large amount of sexually explicit content present in television programming (Cope-Farrar & Kunkel, 2002; Farrar et al., 2003; Fisher et al., 2004; Franzblau, Sprafkin, & Rubinstein, 1977; Kunkel et al., 2003). Several researchers have concluded that viewing large amounts of sexual content is related to increases in sexual activity among teens (Brown & Newcomer, 1991; Collins et al., 2004; Pardun, L'Engle, & Brown, 2005; Peterson, Moore, & Furstenberg, 1991). Researchers have used a variety of approaches when examining the relationship among television viewing and sexual attitudes and behaviors. One study used a longitudinal telephone survey of adolescents ages 12 to 17 (Collins et al., 2004). The participants were surveyed in the spring of 2001 and again in the spring of 2002. The researchers retained 88% of the initial sample for the follow-up. They asked about television viewing habits and sexual activities, from things such as kissing someone of the opposite sex to engaging in sexual intercourse. Prior to the conducting the survey, the researchers examined the 23 most-watched programs for the projected demographics of the survey and

coded the shows according to their amount of sexual content. Respondents' self-reported viewing frequency for each show was then weighted by the amount of sexual content contained in the show to create a measure of sexual television viewing. The researchers found that adolescents who watched large amounts of sexual television behaved sexually like adolescents 9 months older who watched an average amount of sexual television. The respondents who reported watching large amounts of sexual television were more likely to have initiated breast or genital touching and intercourse. A television diet high in sexual content was found to be a strong predictor of sexual initiation among respondents who were virgins at their first interview, even after controlling for more than a dozen other variables. A recent study examined the idea that teens use a variety of media and these all may have an impact on their attitudes and behaviors (Pardun, L'Engle, & Brown, 2005). The researchers used a mail survey to determine media consumption of seventh and eighth grade students, and then recruited a sub-sample of the survey respondents to participate in an in-home health and sexuality interview. The interviews were private and the teens were asked about their sexual behaviors as well as future sexual intentions (Pardun, L'Engle, & Brown, 2005). This study suggested that exposure to movies, television, music, and magazines explained the majority of the difference in sexual behavior and intentions. The data also indicated that television viewing had the strongest influence on participants' future intentions to have sex. Additionally, the data from this study indicated exposure to media in general was more important than exposure to specific content.

Researchers have found that adolescents often use the media to obtain information about sex (Courtright & Baran, 1980; Greenberg, Linsangan, & Soderman, 1993). To determine how teens and young adults learn about sex, researchers surveyed high school and undergraduate students. Students were asked about their sexual satisfaction, their feelings about virginity, and

the amount of sexual information they received from peers and family. The researchers found that teens often turn to the media and their peers to figure out what they should and should not be doing sexually (Courtright & Baran, 1980). Media perceptions of sexual behavior have been found to impact teens' satisfaction with their own sexual status. Courtright and Baran (1980) found that the media played a significant role in determining young adults' satisfaction with their sexual status. They also found that students who were sexually active found media portrayals of sex to be less realistic and believe the characters had less pleasure and prowess than those students who were not sexually active. This is related to the idea that people often turn to the media for information about situations in which they have little or no experience and to be more likely to view media portrayals as realistic. Another study surveyed undergraduate students about how they felt sex was portrayed on television and in film (Baran, 1976). This study found that students who viewed television and film portrayals of sexual intercourse as realistic were more likely to be dissatisfied with being virgins. It was also found that students who perceived characters' portrayals of sex as more realistic were more likely to be dissatisfied with their own initial sexual experiences.

Research indicates that television viewing trends differ among ethnic groups as well as by gender. One research study examined the entire population of junior high school students in an urban area of North Carolina (Brown & Newcomer, 1991). The students completed questionnaires at three times: the fall of 1978, the fall of 1979, and the spring of 1981. The researchers were able to retain 78% of the students for all three surveys. Brown and Newcomer found that African Americans were more likely to watch a higher proportion of sexual television than their Caucasian peers. This same study found that teens, both African American and Caucasian, who watched large amounts of sexual television were more likely to engage in sexual

behavior. The study discovered that African American males felt that television was more encouraging of sexual behavior than their friends. Other researchers have also suggested differences in media use and media effects based on gender (Aubrey et al., 2003). A survey of undergraduate students at a large Midwestern University found differences in media use and effects between males and females. Females reported watching more television than males, and males reported viewing television to learn about the world more frequently than females. This study also determined that females who viewed sexual television expected sexual acts to occur earlier in a relationship. Additionally, the researchers found that males who watched more sexual television were more likely to expect a greater variety of sex acts, even after controlling for relationship status, length of relationship, time spent with partner, and relationship satisfaction.

Instead of just surveying undergraduate students, Ward and Rivadeneyra (1999) showed students clips from current television shows that portrayed relationship issues of jealousy and insecurity, lust, misunderstandings, infidelity, and temptations. Pre-testing had shown that these themes are common in shows popular with young adults. This study found that women who watched more prime-time television were more likely to have a recreational attitude toward sex. Watching more television comedies and dramas was related to attitudes and experiences close to those typically shown on television. It was also found that females who viewed large amounts of soap operas and television comedies were more likely to have more relationships, both dating and sexual. Previous research has shown that males say they feel media present more sexually responsible models of behavior than females (Fabes & Strouse, 1987).

The reasons behind a person's viewing choices have been shown to influence the media's effects. Some research has shown that males who view a large amount of sexual programming and use television as a medium to learn about the world expect a greater variety of sexual acts in

relationships (Aubrey et al., 2003). Additionally, watching television to learn about the world has been found to be associated with more recreational attitudes about sex (Ward & Rivadeneyra, 1999). In addition to a person's motivation for viewing, his or her involvement with a program is often significantly related to his or her sexual attitudes, expectations, and behavior. Participants who were more involved in the programs had sexual attitudes more in line with those shown on television. A strong relationship was found between participants' identification with the characters they see on television and their own sexual attitudes and experiences. The more a subject identified with a character, the more likely he or she was to have sexual attitudes similar to those shown in television programs. One study showed participants, who were undergraduate students, television clips that contained many of the themes found in television programming, such as men are sex-driven creatures, dating is a game or recreational sport, and women are sex objects (Ward, 2002). A control group viewed a clip containing no sexual content. The participants were then asked about their typical television viewing habits, viewer involvement, attitudes about sexuality and gender roles, perceptions of peers' sexual experiences, and their own sexual experiences. This study found that greater viewer involvement was related to the acceptance of the sexual stereotypes often found on television, such as men are sex-driven creatures, dating is a game or recreational sport, and women are sexual objects.

In addition to viewer involvement, the perceived reality of the programming impacts its effects. Another study showed students video clips containing sexual content, as well as ones without, and then asked the students to fill out a questionnaire containing questions about their television viewing habits, their perceived reality of the clips they saw, and their sexual attitudes and behaviors (Taylor, 2005). This study found that participants who perceived television content as realistic and viewed sexual television programs had more permissive sexual attitudes

than those who did not feel television was as realistic. Although perceived reality has been shown to influence attitudes in general, it has also been shown to affect expectations about sexual timing in relationships, or the variety of sexual acts expected (Aubrey et al., 2003).

Other research has examined the effects of watching music videos on networks such as MTV, MTV2, and VH1. Music videos often contain large amounts of sexual content, either through song lyrics, or the images depicted in the videos (Smith, 2005). While much of this content is not explicit, it still seems to have an impact on viewers. Greeson and Williams (1986) conducted a content analysis to determine the themes that are constant in many of the videos on MTV. The themes they found were parental influence, premarital sex, violence, drug use, and the influence of MTV on teens. Researchers then showed the subjects video clips, chosen either for specific thematic content or randomly, to seventh- and tenth-grade students. The researchers found that 47% of MTV programming contained sexual references. They also found increased approval of premarital sex and increased conformity of attitudes among peer groups exposed to MTV (Greeson & Williams, 1986). Another study looks at the impact of MTV viewing on older teens (Strouse & Buerkel-Rothfuss, 1987). The researchers surveyed undergraduate students enrolled in introductory speech classes about their media usage, sexual behavior, demographic information, and a self-evaluation that looked at ideas of self-esteem and self-concept. This study found that exposure to MTV was a powerful predictor of sexual attitudes and behaviors.

Although strong in both men and women, MTV viewing was found to be the most powerful predictor of the number of sexual partners and more permissive sexual attitudes among women in this study which examined the influences of family, peers, and other television genres.

Researchers have found that people who watch large amounts of music videos are more likely to hold stereotypical views on gender roles, as well as to be more likely to view dating as a game or

sport (Ward, 2002). An additional study looking at the effects of music videos was conducted by Kalof (1999). Students were randomly assigned to view a ten-minute clip of music videos containing either traditional gender role models or non-traditional gender roles. The study found that subjects who viewed the video containing traditional gender roles were more accepting of sex role stereotypes and rape myths among men, and more accepting of interpersonal violence among women (Kalof, 1999). The researchers also found that exposure to the traditional sexual imagery found in many music videos created a significant increase in the acceptance of adversarial sexual beliefs among both men and women (Kalof, 1999). Even though MTV does not show as many videos as it used to, channels such as MTV2, VH1, BET, and CMT show music videos. The effect of music videos may be especially important as music videos become more accessible via the Internet and video-on-demand systems.

In addition to examining television viewing's impact on attitudes about sex, some researchers have examined views about the responsibility level of the sexual messages presented on television. Research examining the differences in responsibility levels of the sexual messages from the media and peers found that the media accounted for 90% of sexually irresponsible models, but only 60% of sexually responsible examples (Fabes & Strouse, 1987). The researchers asked students enrolled in a family and marital relations class to fill out a two-page questionnaire that asked students to identify both responsible and irresponsible sexual role models, as well as questions about their own sexual behavior. This study also found that subjects who felt the media were presenting sexually responsible model had more permissive sexual attitudes, higher rates of sexual intercourse, more sexual partners, and lower contraceptive use than those that felt the media presented sexually irresponsible models. Other research, however, indicates that increasing the responsibility of the messages presented on television may have a

positive impact on viewers. Researchers asked teens ages 12 to 17 about their viewing habits of the television show *Friends* as part of a larger phone survey (Collins et al., 2003). The survey was conducted within four weeks of the airing of an episode in which one of the characters learns that she is pregnant despite using a condom when she had sex with another character. Students were asked whether they had seen the episode being examined, how often they watched the show in general, their views on condoms, and some demographic questions. The researchers found that 17% of self-reported viewers learned something new about condoms from viewing the episode. Additionally, about 40% of the teens surveyed reported that their attitudes about condom efficacy changed because of viewing the *Friends* episode. The findings suggest that more messages like these could be an effective way to educate teens about sex and contraception.

Studies have shown television programming containing large amounts of sexual content has an impact on those who view it, but some studies have shown that adolescents feel it has a much stronger effect on the behaviors of their peers than it does on them. One study examined the perceptions of the effect of sex in the media by both parents and adolescents through the use of focus group discussions (Werner-Wilson, Fitzharris, & Morrissey, 2004). Adolescents rarely suggested media as a factor in determining their attitudes about sex, but the parents felt that their children were passive recipients of the messages on television and were just being shown the fun parts of sex. It seems that parents may perceive the media differently from their children. Other researchers have found that television viewing is related to the amount of sex that young adults feel their peers are having, although it does not have as great an impact on their own behavior (Ward, 2002). Although it seems that adolescents and young adults feel that media portrayals of sex affect their peers more than themselves, other studies have found that many adolescents turn to their peers for sexual information before their parents or schools (Andre, Frevert &

Schuchmann, 1989). As part of a larger study, undergraduate students were asked about the sources of their sexual education. School was often the place that students learned about the reproductive anatomy and sexually transmitted diseases, but were more likely to learn about birth control and sexual behaviors from peers. It also seems that viewing television with parents moderates its effects. Researchers used data from the 1976 and the 1981 national survey of children to examine the effects of television viewing and sexual behavior (Peterson, Moore, & Furstenberg, 1991). During the 1981 survey the children were between the ages of 11 and 16. The researchers found that the heaviest television viewers had the highest levels of sexual experience in general, but sexual experience was six times more prevalent among heavy televisions viewers who viewed television separate from their parents. Another study found that watching television with sexual content or sexual themes can open up lines of communication between parents and adolescents with regards to sexual issues (Collins et al., 2003).

Other Media

Television is not the only media source that contains sexual content. Although some research has been done on the relationship between watching movies and sexual attitudes and behaviors much of the research is older and scarcer. Baran (1976) measured film and television exposure and found similar effects on sexual attitudes for both. Other research has not found a significant relationship (Pardun, L'Engle, & Brown, 2005). This may be due to the fact that movies tend to target a more specific audience than television.

Researchers have found that women, especially young women, often turn to magazines for information about topics that they do not feel comfortable talking about with friends, family, or medical professionals (Treise & Gotthoffer, 2002). One research study used focus groups to discuss the types of media young women used frequently. The researchers found that females

were more likely to use magazines as an information source, but males were more likely to turn to electronic media for information. Females said magazines are a particularly attractive source for information when an adult is not available or they desire confidentiality. Additional research has shown that the type of women's magazines people read is related to the sexual models that they accept (Kim & Ward, 2004). Researchers surveyed female undergraduate students about their magazine readership and their attitudes about female sexuality. The researchers broke women's magazines into two categories, those that are teen-focused such as *Seventeen* or *YM*, and those that are adult-focused such as *Cosmopolitan*, *Glamour*, or *Marie Claire*. The researchers found that women who read the adult-focused magazines were more likely to accept a sexually assertive female role. Women who frequently read the teen-focused magazines were more likely to choose a more submissive female sex role. The researchers also found that the more frequent women read the magazines the more likely they were to adopt the views on sex roles discussed above (Kim & Ward, 2004).

Adolescents and young adults interact with a variety of media each day. There seems to be a relationship between the content of the media they contact and the sexual attitudes they adopt. Communication theories present a possible means of explanation for the relationship between media exposure and attitude.

Theoretical Background

Sexual content is prevalent in the media that young adults encounter on a daily basis. Research has shown that there is a relationship between viewing sexual content on television and sexual attitudes. Several theoretical models could explain the relationship among television viewing and sexual attitudes and behaviors. This study examines these relationships within the context of cultivation theory and social cognitive theory.

Cultivation Theory

Gerbner's (1970) cultivation theory has long been used to explain the relationship between viewing violent media and engaging in violent behavior. This theory proposes that the consistent messages in television programming become ingrained into the viewer's pictures of the world. As viewing increases so does the number of images encountered. The increased exposure eventually leads to a change in the viewers perceptions about the real world, and this could possibly lead to a change in attitude (Gerbner, 1970). In examining cultivation theory, viewers are divided into *high*, *moderate*, and *low viewers* depending on the amount of total television they watch. Cultivation studies have shown that *high television viewers* tend to have shared beliefs about the world regardless of demographic or cultural differences (Gerbner et al., 2002).

Cultivation theory was developed by Gerbner (1970), while working on the Cultural Indicators Project, as an explanation for the effects that media seem to have on the population. The Cultural Indicators Project was an examination of the themes common in the media to determine which ones were being adopted by the public. The prevalence of a theme in the media, such as violence, sex, or gender roles, is examined. It is thought that the more prevalent a theme, the more likely it is that a large portion of the viewing public will view media containing that theme. The common themes are then ranked by their prevalence in the media, and examined to determine if they have positive or negative qualities. Researchers then observe the extent to which people have adopted these media themes into their views of the real world. Themes that are continuously common in the media for long periods of time are the themes most likely to be adopted. Content analyses have shown that television consistently shows a world in which sex is common and carries little risk or consequence; so the cultivation model would predict that

frequent viewers would incorporate these characteristics into their views about sex (Farrar et al., 2003; Fisher et al., 2004; Franzblau, Sprafkin, & Rubinstein, 1977).

Cultivation research examines effects in two different ways. Researchers first measure a person's perceptions about the world around him or her. These are considered first-level effects and are often measured by asking about the number of people who engage in a certain activity. Researchers then measure respondents' attitudes and beliefs. These are the second level of cultivation effects. If second-level effects are found it means that the viewer has adopted the attitudes of television programming into his or her own attitudes about the world (Gerbner et al., 2002). An important concept in the cultivation effect is the idea of mainstreaming. Mainstreaming is the idea that *high television viewing* overrides differences in views about the world and behaviors that would ordinarily come from other sources such as family, age, political affiliation, race, culture, or other demographic differences (Gerbner et al., 2002). This means that *high television viewers* are more likely to have more homogeneous views than their lighter viewing counterparts.

Most of the current cultivation research, with regard to sexual themes and attitudes, has examined soap opera viewing. Soap operas often contain situations and characters that are not consistent with the real world. These findings are especially relevant given the large amounts of sex contained in most soap operas (Heintz-Knowles, 1996; Lowry & Towles, 1989). Carveth and Alexander (1985) found that increased exposure to soap operas, looking at both the amount of time spent watching in a week and the number of years of regular viewing, was associated with a version of the real world that contained many of the themes portrayed in soap operas than those who watched little or no soap operas. Soap opera viewers were significantly more likely to provide higher estimates for the number of divorced males and females and the number of people

with illegitimate children. These relationships held true even after controlling for demographic variables such as age, gender, and other daily television viewing. This study surveyed college students enrolled in a communications course. It is possible they would have seen an even greater influence had they surveyed adults who had been regularly watching soap operas for longer periods of time. Some research has indicated that a person's reasons for viewing a program may have an impact on the strength of the cultivation effect (Perse, 1986). In a survey of college students enrolled in undergraduate courses in a variety of majors, Perse found that although people who were *high soap opera viewers* held a view of the world that was more like what was seen in soap operas, with large numbers of female doctors and lawyers, large numbers of illegitimate children and divorced couples, and higher numbers of people who have committed serious crimes. The cultivation effect was stronger in those subjects who watched soap operas for excitement, entertainment, information or escape even after controlling for demographic factors. The researcher also found that the more realistic viewers thought the soap operas were, the stronger the cultivation effect. This study suggests that cultivation may be more likely to occur when the viewers intentions are more goal oriented.

Cultivation theory would support the idea that *high television viewers* would be more likely to have views about sex similar to those shown on television (Buerkel-Rothfuss & Strouse, 1993). Researchers examined the viewing habits and sexual attitudes of undergraduate students enrolled in speech communication classes. Students were asked about the types of shows they regularly watch both during the day and at night. This study found that *high television viewers* gave higher estimates when asked about the amount of sex people typically engage in. *High viewing* is also related to more positive attitudes about engaging in sex without love. The researchers also discovered the number of years a person had spent watching soap operas and the

amount of television sitcoms he or she viewed were both related to the likelihood that he or she would not admit virginity. Years of soap opera viewing and viewing of action adventure shows was found to be related to not being a virgin at time of marriage. Other research has shown heavy television viewing is related to negative attitudes about remaining a virgin (Courtright & Baran, 1980).

Gerbner's cultivation theory depends on the idea that themes are consistent throughout all television programming, which means that the genre of programming a person watched was unimportant (Gerbner, 1970). More current research suggests that themes about sex or violence seem to be more consistent when looking within a particular genre than looking at programming as a whole (Kunkel et al., 2003). Television comedies were shown to contain larger amounts of sexual content than reality or news shows (Kunkel et al., 2003).

Additionally, cultivation research seems to indicate that these varying themes are related to the cultivation of different ideas. International students often watch television to help them learn English. Researchers examined the relationship between viewing daytime talk shows, which often contain topics about infidelity, abuse, and other negative personal relationships, and international students' views about marriage and other relationships among people in the United States (Woo & Dominick, 2003). Students were recruited from various areas throughout the campus of a large southeastern university. They were asked about their total television viewing time, the amount of time that they spent watching talk shows, and their views on interpersonal relationships among people in the United States. The interpersonal relationship scale measured the students' beliefs about relationships among families, married couples, romantic relationships, and friends. This study found that students who were high viewers of daytime talk shows thought that infidelity was more prevalent in the real world than it actually is and scored considerably

more negative than low viewers on an interpersonal relationship scale. The international students who were *high talk show viewers* felt that interpersonal relationships were more disloyal, dishonest, untruthful, aggressive, superficial, selfish, and unstable than students who were low talk show viewers.

Another study asked participants, students in grades 8-12, to rank the top three themes shown on television from a list of seven themes often present in television programming such as “good wins over evil” or “hard work yields rewards” (Potter, 1990). The participants’ rankings were then examined with relation to their total television viewing and their television viewing by genre. While increasing television exposure was related to choosing prevalent and persistent television themes, the researchers also found that the theme participants selected most often varied by the genre of televising they viewed most (Potter, 1990). For example, students who were *high viewers* of prime-time and day time soap operas were more likely to agree with the idea that “truth always wins out; honesty is the best policy,” while students who were *high viewers* of sports were more likely to choose “hard work yields rewards” (Potter, 1990). A study of Israeli youth who experienced going from a single, state-run, television channel to access to cable television including many American channels found differences in the ideas cultivated based on the genre of television the teens watched most frequently (Cohen & Weimann, 2000). The researchers found that subjects who watched more soap operas felt that there was a stronger police presence and were less trusting of people, but people who spent more time watching comedies felt that the police presence was less and were more trusting of people. This study also found that the cultivation effect of some genres was stronger among females, while other genres found no difference between the sexes (Cohen & Weimann, 2000). This finding suggests that the type of television a person views may be more important than just viewing television in general.

Gerbner's original cultivation hypothesis looked at television as a whole, but as the number of channels available increases and content becomes more specific, it becomes more important to examine the possibility that cultivation can occur within specific genres.

Social Cognitive Theory

An alternative explanation for the effect of sexual television on viewers is Bandura's social cognitive theory. This theory was derived from his earlier social learning theory, which suggests that people learn to model the behavior of those around them (Bandura, 1973). Social cognitive theory explains that people have the capability of learning from the various social interactions they engage in their day to day lives. This includes interactions with other people, such as parents, friends, etc., as well as interactions with characters and models found in various media, such as music, magazines, and television. The experiences of others often serve as behavior models for unfamiliar situations. People use situations that they have experienced in the past, both real and in the media, as a basis for the actions they choose to take. This is especially true in the sexual arena, because there are few non-media opportunities for young adults to learn what behaviors are appropriate or acceptable (Sutton et al., 2002).

Bandura (1973) says that there are four steps required for a behavior to become integrated into a person's cognitive map so that it can be used for reference. First, the events must be observed and retained. Then, the viewer must conceptualize the events and create models that will be stored in their memory. The observer must then compare the new model to similar models already stored in their memory. Last, the behavior is performed; however, not all learned behaviors will eventually be performed.

Social cognitive theory states that individuals have four capabilities - symbolizing, self-reflective, self-regulatory, and vicarious - that they use in order to learn and interact with their

environment. Through their symbolizing capability, individuals are able to transform day to day interactions into cognitive models that help to guide future behavior. This capability allows for a person to assign meaning to their environment and the events that occur within that environment. The symbols that are created stand for abstract concepts such as success or popularity (Bandura, 2001). For example, television commercials often show beautiful, desirable people in the advertisements because they hope the audience will transfer the concept of being desirable to the product they are advertising.

Individuals are able to guide their behavior through their self-regulatory capability. This capability allows people to set goals and then use their resources to achieve those goals. People like to view their behaviors as in-line with their goals, so they tend to adapt their behavior so it corresponds to fit their goals. Additionally, the self-regulatory capability allows people to adopt moral standards and ensure their behavior fits within their moral structure. This means that people do not change what they think is right or wrong from week to week, so they are able to change their behavior so it fits within their views of what is acceptable (Bandura, 2001). For example, if a student sets the goal of getting straight A's during a given semester, the self-regulatory capability is what keeps him or her from going out partying the night before a big test.

The self-reflective capability allows people to distinguish between accurate and faulty thinking. People want to verify that their views are correct. They can verify their views either by comparing them to the views of others (social verification) or by examining them for logical flaws (logical verification). However, social verification can sometimes cause faulty thinking, because shared misconceptions are used as the basis of verification (Bandura, 2001). For example, if television constantly sends the message that only the beautiful are successful, it may

be used as a basis for social verification and create the misconception that the only way someone will be successful is if he or she is beautiful.

The vicarious capability allows for almost all types of learning to occur through the observation of the actions of others, both intentionally and unintentionally. People are able to model the behaviors they see, and use these as their basis for comparison for their self-regulatory and self-reflective capabilities. Several factors control the amount of observational learning that occurs. For a model to be adopted, the viewer must pay attention to and identify with the model. Additionally, the behaviors will only be reproduced if the behavior is perceived as rewarding (Bandura, 2001). For example, if a woman is shown on television wearing a revealing outfit and this leads to her getting attention from men, a viewer may learn that this is a means of attracting attention. Then she may put this information to use the next time she is getting dressed to go out if she is looking for attention that night.

Although models can be acquired from a variety of sources, performance of learned behavior can be moderated by a variety of motivational factors including the perceived consequences of the actions and an individual's self-efficacy (Bandura, 2001). If someone has seen negative consequences associated with an action, he or she is less likely to engage in the action himself or herself. The behavioral model is devalued when people observe a punishment for the action. Self-efficacy is another important determinate in the replication of modeled behaviors. If a person feels that he or she is unable to replicate a modeled behavior with the desired results he or she will be unlikely to attempt the behavior. If he or she feels he or has the ability to achieve his or her desired result, behaviors will be more likely to be attempted.

Often the experiences of characters on television are integrated into the viewer's behavioral models, especially in situations where they have little or no personal experience

(Bandura, 2001). Television opens up a world to the viewer that they may have little or no personal experience with, but it allows them to learn both acceptable and unacceptable behaviors that they may be able to reference if they are ever in a similar situation. Behaviors with positive outcomes are more likely to be duplicated, so situations where the characters' behaviors are rewarded or valued are more likely to be integrated into the viewer's cognitive map of appropriate behavior. An early social learning study conducted by Bandura, Grusec, and Menlove (1966) had children view adults engaging in novel activities and then replicate the activities they remembered. One of the groups was told they would receive a small treat for each behavior that they remembered correctly. The researchers found that the group that received the treat remembered more actions than those that did not have an incentive. Sexual experience and satisfaction can serve as a large incentive, or reward, for young adults to attempt to duplicate the behavior they see modeled on television. Content analyses have found that a large proportion of the sex show on television is shown in a carefree fun manner with little risk of negative consequences (Kunkel et al., 2003; Lowery & Towles, 1989). Additionally, the greater the exposure to a particular behavior model the more likely that it will be integrated into the viewer's cognitive model. This means that if a viewer sees a similar pattern in all the television shows they watch they will be more likely to adopt the behaviors shown as an accepted form of behavior in the real world. The theory also proposes that modeling and integration is more likely to occur when the viewer feels that the characters they see are attractive, or they believe that they are similar to themselves (Bandura, 2001). Like cultivation theory, this theory has often been used as an explanation for the effects of viewing violent television, but Bandura himself suggests that "sexual viewing fosters more permissive attitudes toward erotic depictions" (pg. 154, Bandura, 1973).

In addition to integrating the behaviors shown on television into their own behavior patterns, people use those televised behaviors as a tool to measure their behaviors against. The models often shown on television are distorted, so using these models as a basis of measure can result in faulty comparison (Bandura, 2001). Researchers have examined the relationship between the perceived reality of the situations shown on television and sexual satisfaction. One study found a correlation between students who felt the sexual situations shown on television were realistic, and a greater satisfaction during both their initial and their subsequent sexual encounters (Baran, 1976). Another study found that those who felt television portrayals were close to the real world expected sex sooner in a relationship and expected a greater variety of sexual acts (Aubrey et al., 2003). Character identification has also been linked to more recreational views on sex among young adults (Ward & Rivadeneyra, 1999). This may be due to their limited personal experience with sexual activities. Additionally, if a viewer sees themselves as similar to a character they will be more likely to adopt the behaviors of the character, because if it works for the character they feel it should work for them. This can be seen in research that has shown that children are more likely to model the choices of same sex models. In an experiment, children were shown eight adults, four males and four females, choosing one of two gender neutral items. The children were then asked to choose between the same sets of items. Researchers found that increased gender continuity among the viewed models choices, increased the likelihood that a subject would make choices similar to the model that was the same sex as the child (Perry & Bussey, 1979). Television provides children and young adults with relatively homogenous depictions of male and female behavior (Kunkel et al., 2003). Women are often shown as being desired by men, and not being overly sexually assertive (Kunkel et al., 2003).

The integration of these television gender models could have an influence on the behaviors of adolescents as they begin their sexual development.

Television can be used as a learning tool. Researchers assigned ninth and tenth grade students to watch one of two videos (Greenberg, Linsangan, & Soderman, 1993). Both videos contained scenes taken from popular television shows. One tape contained scenes related to prostitution and sex between married characters, and the second tape contained scenes related to homosexuality and sex between unmarried characters. The students were then asked to determine how much they had learned from the clips that they saw. Students who watched the tape containing the prostitution were significantly more likely to know what “solicitation” and “freebie” meant with regards to prostitution. Additionally, the group that watched the tape containing the scenes with homosexuality were more likely to know what the term “gay” and the phrase “he thinks I’m coming on to him” meant.

As the research indicates, it is important to understand the relationship between exposure to sexual content on television and sexual attitudes and behaviors. This study examines this relationship within the context of the cultivation and social cognitive models with the hopes of gaining a better understanding of relationships between viewing sexual messages and changes in sexual beliefs, attitudes, and behaviors among college students.

Hypotheses

The first section of this study explores the idea that television exposure cultivates consistent attitudes about sex through repeated exposure to sexual content on television (Gerber et al., 2002). This means that there should be significant differences in the sexual beliefs, attitudes, and behaviors of students considered high television viewers compared to those who are low television viewers. In addition to measuring student’s television viewing habits, a series

of questions will examine their sexual beliefs, attitudes, and behaviors. This information will be used to evaluate the following hypotheses:

H₁: The amount of sexual activity that students feel their peers are engaging in will be greater for high television viewers than low television viewers.

H₂: The number of partners students believe their peers have had sexual intercourse with will be greater for high television viewers than low television viewers.

H₃: Students who are high television viewers will view condoms as less beneficial than students who are low television viewers.

H₄: Students who are high television viewers will have an attitude that is more permissive of sexual behavior than students who are low television viewers.

H₅: Students who are high television viewers will engage in more sexual activity than students who are low television viewers.

H₆: Students who are high television viewers will be more likely to engage in risky sexual behaviors than students who are low television viewers.

The traditional cultivation model suggests that exposure to television in general is what creates the effect (Gerbner 1970). However, some research has shown that there are significant differences in the degree of the cultivation effect when cultivation is examined by genre (Buerkel-Rothfuss & Strouse, 1993; Kalof, 1999; Potter, 1990). In addition to examining the student's television viewing habits as a whole, their viewing habits by genre will also be examined and used to evaluate the following research question:

RQ₁: Do cultivation effects emerge within different television genres?

An alternative explanation for the impact of television viewing on beliefs, attitudes, and behaviors is social cognitive theory. This theory suggests that the more exposure a person has to

a particular model, such as the sexually permissive ones shown on television, the more likely they are to draw upon that information when creating their own behavioral models (Bandura, 1973). Using social cognitive theory the researcher would expect to find significant correlations between the amount of television the participant viewed and their sexual beliefs, attitudes, and behaviors. The researcher will examine the following hypotheses to examine this relationship:

H₇: The more students watch television the more they will believe that their peers are engaging in sexual activities.

H₈: The more students watch television the larger the number of partners they feel their peers will have engaged in sexual activity with.

H₉: The more students watch television the more likely they will be to have a negative perception of condoms.

H₁₀: The more students watch television the more likely they will have an attitude that is more permissive of sexual behavior.

H₁₁: The more students watch television the more likely they will be to engage in sexual activities.

H₁₂: The more students watch television the more likely they will be to engage in risky sexual behaviors.

Television is not the only form of media that young people come in contact with each day. Many of them spend large amounts of time reading magazines, listening to music, watching movies and surfing the Internet (Pardun, L'Engle, & Brown, 2005). This exposure to media with sexual content could have an effect similar to that found for television on students' sexual attitudes and behaviors. To address the influence of each of these media sources would be

beyond the scope of this research project, but the researcher will be examining the following research questions with relation to media other than television:

RQ₂: Is there a relationship between women reading women's magazines and their sexual attitudes and behaviors?

RQ₃: Is there a relationship between men reading men's magazines and their sexual attitudes and behaviors?

RQ₄: Is there a relationship between reading magazines aimed at the opposite gender and sexual attitudes and behaviors?

RQ₅: Is there a relationship between Internet exposure and sexual attitudes and behaviors?

RQ₆: Is there a relationship between viewing non-pornographic movies that contain nudity or adult content and sexual attitudes and behavior?

RQ₇: Is there a relationship between exposure to music containing sexually explicit lyrics and sexual attitudes and behaviors?

RQ₈: Is there a relationship between viewing non-pornographic DVDs that contain nudity or adult content and sexual attitudes and behaviors?

RQ₉: Is there a relationship between exposure to video games that contain nudity and adult content and sexual attitudes and behaviors?

RQ₁₀: Is there a relationship between exposure to pornography, both movies and Internet, and sexual attitudes and behaviors?

CHAPTER THREE: METHODOLOGY

The hypotheses were examined by a survey given to undergraduate students at a large southeastern university. The researcher distributed surveys to twenty classes that each had approximately thirty students enrolled in them, for a total of 578 surveys. Students were solicited from introductory speech classes, SPC1600 and SPC1016. These classes were used, because it is required that each student complete one of these courses in order to graduate from the university. Additionally, students often take this course in their first or second semester at the university, so the students will be younger and presumably have less personal sexual experience than their older peers. They were also less likely to have their attitudes about sex influenced by the college experience. Students were offered a small amount of extra credit as compensation for completing and returning the survey. To increase the sample size and expedite data collection the researcher used a survey that is a combination of the questions needed to complete this research, as well as the questions of another researcher examining a related, but different, topic.

Students were asked basic demographic questions such as their age, gender, race, year in school, major, and sexual orientation. Students were also asked about their television viewing habits. To examine viewing habits, students were asked “In a typical day, how much time do you spend watching television (in minutes and hours)?” They were then asked to divide that time into the time spent watching the following genres of television: situation comedies (sitcoms), action adventure series, prime time soap operas, daytime soap operas, local or national news, television movies, talk shows, music videos, game shows, cartoons, and reality television. Students were given examples of current television programs that would fit into each genre, for example *The OC* and *One Tree Hill* were given as examples of a prime time soap opera. To determine the

students' viewing habits as children they were asked about how many days a week they watched prime-time television as children.

Hypotheses 1 through 6 and research question one all look at the cultivation effect. To examine this effect television viewing time was divided into thirds. The upper third is considered high television viewers, the lower third is considered low television viewers, and the middle third is considered moderate television viewers. A similar calculation was done for each of the television genres to determine high, low, and moderate viewers for each. Additionally, Internet time was divided into thirds, to determine high, low, and moderate Internet exposure.

Hypothesis 1 examines the relationship between cultivation and the amount of sex students believe their peers are engaging in. The independent variable is television viewing and that will be measured through the process described above. To examine the dependent variable of how much sex students thought others were engaging in students were asked: "what percentage, out of 100%, of your peers do you think have engaged in sexual activity?" They were asked to write in their answer to this question.

Hypothesis 2 looks for a cultivation effect with relation to the number of sexual partners students believe their peers have had. To measure this dependent variable the students were asked: "On average, how many sexual partners do you think your peers have had?"

The 3rd hypothesis looks for a cultivation effect with regard to student attitudes on condom use. To measure student's attitudes about condoms, the dependent variable, questions about the benefits of condoms will be used. These items were taken from the adolescent and young adult condom perception scale (Hanna 1999). Students were asked to circle their agreement with the following on a 5-point likert scale [strongly agree (0), agree(1), neutral (2), disagree (3), strongly disagree (4)]: "condoms are a good way to help stop AIDS and other

sexually transmitted diseases,” “condoms are safe to use, using condoms is the responsible thing to do,” “by using condoms, I and my partner are less likely to get AIDS or other sexually transmitted diseases,” “using a condom shows you care about yourself and your partner,” “if I used condoms, my partner would respect me.” The answers to these questions will be added together to create a condom perception scale. This scale was previously tested by other researchers and had a Cronbach’s alpha of .77 (Hanna 1999). These items were reverse coded, so that for the final scale the higher the score, the more approving a student’s attitude toward condom use. The Cronbach’s alpha for the scale in this study was a .84.

Hypothesis 4 looks for a cultivation effect with regard to their attitude about sex. To determine the students overall attitudes about sex, the dependent variable, they were asked to rate their attitudes about a series of statements taken from Hudson et al.’s (1983) scale to measure liberal versus conservative orientation towards sexuality. Students were asked to circle their agreement with the following ten statements on a 5-point likert scale [strongly agree (0), agree(1), neutral (2), disagree (3), strongly disagree (4)]: “I think there is too much sexual freedom given to adults these days,” “extramarital sex is never excusable,” “I think there is not enough sexual restraint among young people,” “I think that people indulge in sex too much,” “I think that sex should be reserved for marriage,” “there is too much sex on television,” “people should not masturbate,” “heavy sexual petting should be discouraged,” “people should not discuss their sexual affairs or business with others,” “what two consenting adults do together sexually is their own business.” The responses to these items will be combined to create a sexual attitude scale. The higher the score on the sexual attitude scale the more permissive a respondent’s attitude toward sex. Previous testing of this scale found it had a Cronbach’s alpha of .80. The Cronbach’s alpha for this study is .84.

Both hypotheses 5 and 6 look for a cultivation effect with regard to students' sexual behavior. Student sexual behavior, the dependent variable, was measured using an adaptation of the scale of sexual risk taking developed by Metzler, Noell, & Biglan (1992). Students were asked to give yes or no answers to the following items: "have you ever had sexual intercourse with someone of the opposite sex," "have you had sex in the past year with a partner who you knew was having sex with other people," "have you ever had a sexually transmitted disease such as gonorrhea (clap), syphilis, or Chlamydia," "have you ever had anal sex." They were also asked to give a number as an answer to the following questions: "how many times in the last year have you had intercourse with someone of the opposite sex," "altogether during the past year, how many different people of the opposite sex have you had as sexual partners," "how many times have you had sex in the past year with a partner you knew was having sex with other people." Students were asked to circle the answer that best applies [never (0), once (1), twice (2), at least 3 times (3)] to the following questions: "in the past 12 months, how many times have you had intercourse with someone you didn't know very well," "have you had sex in the last year with someone who injects drugs." Students were then asked to circle the best answer to [(never (0), occasionally (1), half the time (2), often (3), always (4)] the following statements: "generally, in the past year, how often has alcohol been part of your sexual activities," "generally, in the past year, how often have marijuana or drugs other than alcohol been part of your sexual activities." The last questions of the scale asked students to circle the answer that best represents their behaviors associated [(never (0), sometimes (1), about half (2), most times (3), every time (4)] with the following statements: "when you have heterosexual sex (sex with someone of the opposite sex), how often do you use some kind of birth control," "when you have sexual intercourse, how often do you or your partner(s) wear a condom." In addition to the scale

items the students were asked about their age at first intercourse and the number of sexual partners they have had in their lifetime. Previous research has shown this scale to have a Cronbach's alpha of between .75 and .90 (Metzler, Noell, & Biglan, 1992).

The sexual behavior scale used in this analysis used the following questions from Metzler, Noell, and Biglan's (1992) scale: "have you ever had sexual intercourse with someone of the opposite sex," "have you had sex in the past year with a partner who you knew was having sex with other people," "in the past 12 months, how many times have you had intercourse with someone you didn't know very well," "generally, in the past year, how often has alcohol been part of your sexual activities," "generally, in the past year, how often have marijuana or drugs other than alcohol been part of your sexual activities," "how many times in the last year have you had intercourse with someone of the opposite sex," "altogether during the past year, how many different people of the opposite sex have you had as sexual partners," and "how many times have you had sex in the past year with a partner you knew was having sex with other people." These items were recoded so that 0 represented no risk and 1 represented at least some risk. The total possible scores for this scale range from zero to eight. The higher the score on the sexual behavior scale the more risky sexual behavior a respondent has participated in. The Cronbach's alpha for this scale is .85.

Hypotheses 7 through 12 look for an effect caused by social cognition. The independent variable for these hypotheses is the amount of television that students viewed. The study measures students' television viewing in hours and minutes (as described for hypothesis one). The data will be turned into viewing minutes for statistical analysis. Correlation tests were used to examine the relationship between viewing time and the dependent measures described above. Hypothesis 7 looks for a correlation between the amount of television viewed and the amount of

sex that students believe their peers are having (as described for hypothesis 1). The 8th hypothesis is looking for a correlation between the independent variable of television viewing and the number of sexual partners they believe that their peers have had (as described for hypothesis 2). Hypothesis 9 will examine the correlation between television viewing amounts and the condom attitudes of respondents. This hypothesis will use the same condom scale described for hypothesis 3. The 10th hypothesis looks at the relationship between the independent variable of television viewing and students' sexual attitudes. The sexual attitudes will be measured by the same scale used by hypothesis 4. The final two hypotheses, 11 and 12, will look for correlations between students television viewing behaviors and their sexual behaviors. The sexual behavior measures will be the same scale of sexual risk taking used in hypotheses 5 and 6.

In addition to their exposure to television students were asked about their exposure to various other media to explore research questions 2 through 9. Students were also asked about the magazines that they read. They were asked to estimate the number of issues they read each year of the following magazines: *Cosmopolitan*, *Marie Claire*, *Glamour*, *Seventeen*, *YM*, *Vogue*, *Maxim*, *Playboy*, *FHM*, *Details*, *Penthouse*, and *Stuff*. The first 6 magazines listed are considered women's magazines and the final 6 listed are considered men's magazines. The subjects were also asked to report the amount of time they spent on the Internet, in hours and minutes. Exposure to films that contain nudity or sexual content, but are not pornography, exposure to music with sexually explicit lyrics, exposure to DVDs that contain nudity or sexual content, exposure to videogames that contain nudity or sexual content, and exposure to pornography (both videos and Internet) were measured using a likert scale. Students were asked to circle how often they are exposed to these items using the following scale: very frequently (1) frequently (2), sometimes (3), infrequently (4), never (5). Correlation statistics will be calculated to

determine if any potential relationships exist. These 5 items will also be added together to create a scale to measure the effect of other media in general. The greater the score on the other media score the more likely a student is to encounter sexual media other than television. The other media scale has a Cronbach's alpha of .70.

CHAPTER FOUR: RESULTS

Students returned a total of 417 usable surveys, for a response rate of 72.1%. Females made up 54.81% of the sample (table 1). The male to female ratio of respondents is highly representative of undergraduate enrollment which reports 54.99% of students as female (*University of Central Florida, 2005b*). Students ranged in age from 18 to 43 (Mean = 18.66), but 94.93% of the sample was 20 years old or younger. As expected a large amount of respondents, 61.15%, were 18 years old. Freshmen made up 68.99% of the surveys returned, sophomores made up 20.43% of the returned surveys, and juniors, seniors, and other students made up the remaining 10.58%. Students reported a variety of majors (table 2) with business management (14.67%), engineering (9.05%), undecided (7.82%), biology (7.33%), and finance (4.40%) being the most popular majors. Many of the students were enrolled in either the College of Arts and Sciences (31.73%) or the College of Business Management (27.66%) (table 1). This is relatively representative of the school as a whole, which reports 33.16% and 20.38% of undergraduate students enrolled in the College of Arts and Sciences and the College of Business Management respectively (*University of Central Florida, 2005c*). Only 5.74% of the respondents were enrolled in the Burnett Honors College. Students self-reported their race as the following; 69.42% Caucasian/Non-Hispanic decent, 13.59% Caucasian/Hispanic decent, 6.55% Black/Non-Hispanic decent, 5.34% Asian/Asian American, 3.40% Mixed race, 0.73% American Indian, 0.49% Black/Hispanic decent, and 0.49% other. The racial and ethnic make up of the sample is similar to the make up of the school as a whole (*University of Central Florida, 2005a*).

Students reported watching between 0 and 840 minutes (14 hours) of television during a typical day. The mean for student viewing of television in general was 137.08 minutes (S.D. =

107.02 minutes) (table 3). Students also reported the amount of time they spent watching various television genres. The mean viewing for the most popular of the various genres examined is as follows: television movies = 98.76 minutes (S.D. = 186.25 minutes), situation comedies (sitcoms) = 84.00 minutes (S.D. = 108.73 minutes), reality television = 69.36 minutes (S.D. = 100.24 minutes), cartoons = 58.23 minutes (S.D. = 125.50 minutes), music videos = 57.75 minutes (S.D. = 119.00 minutes), and action adventure = 45.24 minutes (S.D. = 86.95 minutes).

In order to perform cultivation research, television viewing times for television in general and for the various genres were broken up into thirds based on the viewing amounts reported by students to determine high, moderate, and low viewers. A large amount of respondents reported not viewing certain television genres, such as daytime soap operas, cartoons, and talk shows, so these were divided into two groups: low or non-viewers and high viewers. For television viewing in general low viewers were those who reported watching 90 minutes or less of television in an average day (table 4). High television viewers were those who watched 180 minutes or more of television in an average day. A similar process was followed for each of the genres being explored. High sitcom viewers are those that watch more than 90 minutes of sitcoms, and low sitcom viewers are those that watch less than 25 minutes of sitcoms. Low viewers of news, both national and local, are those that reported watching less than 9 minutes and high viewers are those that reported watching more than 60 minutes of news. High reality television viewers were those that watch more than 60 minutes of reality television and low viewers are those that watch no reality television. Viewing of action adventure shows, talk shows, and soap operas only have two viewing levels, high viewers watched 10 minutes or more and low viewers watched less than 10 minutes of each type of show. Students who reported watching 60 minutes or more of movies on television are considered high viewers of this genre and those who did not watch movies on

television were considered low or non-viewers. High viewers of music videos are those that watched 60 min or more and low viewers did not report watching music videos. Game show viewing was also split into only two categories, high viewers watched more than 15 minutes of game shows on television and low views not watching any game shows. High cartoon viewers were those that watched 5 minutes or more of cartoons, and low viewers did not report watching cartoons. This genre was also split into only two categories.

The survey also asked the students about their exposure to other forms of media. Students reported spending between 0 and 1,200 minutes (20 hours) on the Internet for non-school or work purposes in an average day. The mean for student Internet use was 177.60 minutes (S.D. = 157.47 minutes) (table 5). Students also reported their likelihood to encounter other forms of media that may contain sexual content, such as films, music, DVDs, and video games, as well as the likelihood that they would view pornography. Students reported that they were most likely to encounter music with sexually explicit lyrics and non-pornographic films that contain nudity or adult content (table 6). The questions about exposure to other media with sexual content were added together to create a scale that looks at exposure to other media as a whole. Possible scores for this scale range from 0 to 20, and the mean of respondent scores was 7.87 (S.D. = 4.43) (table 5). Both Internet time and the other media scale were divided into thirds to facilitate cultivation analysis. Students who reported spending 120 minutes or less on the Internet were considered to have low Internet exposure (table 7). Those students that reported spending 183 minutes or more on the Internet were considered to have high Internet exposure. The other media scale was also divided into thirds, and student who scored less than 6 on this scale were considered to have low exposure to sexual media and those that scored a 10 or higher on the scale were considered to have high exposure.

Students did not report reading a large amount of magazines. Of the twelve, both women's and men's, magazines that were asked about students reported reading an average of 7.77 (S.D. = 11.02) magazines a year (table 8). Females reported reading more magazines than males. Females reported reading an average of 9.22 (S.D. = 10.03) women's magazines in the past year, and males reported reading an average of 4.25 (S.D. = 7.89) men's magazines in the past year. Of the magazines examined, students read *Cosmopolitan* (mean = 2.17, S.D. = 3.53) the most followed by *Seventeen* (mean = 1.24, S.D. = 2.78). In addition to examining student readership of magazines targeted at their sex, the researcher looked at readership of magazines aimed at the opposite sex. Females reported reading more men's magazines (mean = 1.11, S.D. = 4.73) than men reading women's magazines (mean = .05, S.D. = 1.77).

Students were then asked about their perceptions of what their peers were doing sexually. A large amount of students, 82.49%, felt that 70% or more of their peers were sexually active (table 9). They also felt that 87.20% of their peers had five or fewer sexual partners during their life, and 61.59% of respondents believed that their peers had three partners or less during their lifetime.

Students were also asked questions to determine their attitude about condoms. A large portion of students, 82.74%, agreed that condoms were an effective way to prevent AIDS and other sexually transmitted diseases (table 10). Additionally, a large amount of students, 88.86%, felt that condoms were safe to use. They also agree that condoms were the responsible this to do if engaging in sexual intercourse. However, a smaller number of students, 63.40%, felt that their partner would respect them if they used condoms. The items from this scale were combined and possible scale scores ranged between 0 and 24. The mean score for this scale was 18.95 (S.D. = 4.11) (table 13).

Students sexual attitudes were measured through a series of questions about what they felt was appropriate and inappropriate sexually. Over half of the respondents, 52.03%, felt that there was not enough sexual restraint among young people, and 26.73% of respondents felt that sex should be reserved for marriage (table 11). Additionally, only 31.43% felt that there was too much sex on television. Over half of the respondents, 65.32%, felt that masturbation was acceptable, and 55.05% felt heavy sexual petting was appropriate. These questions were combined with others to create a scale that measured student sexual attitudes. The possible scores for this scale range between 0 and 40. The mean for this scale was 22.00 (S.D. = 6.64) (table 13).

Respondents were also asked questions about their own sexual orientation and behaviors. Heterosexuals made up 94.72% of the sample (table 12). Additionally, 67.06% of the sample had engaged in sexual intercourse. Of those who were sexually active, they began having intercourse between the ages of 4 and 25. The mean age of first sexual intercourse was 16.51 (S.D. = 1.70). The number of sexual partners, of those who were sexually active, over the course of their life ranged from 1 to 40. Half of the students who were sexually active had between one and four sexual partners during their life, and the mean for the sample was 3.18 (S.D. = 4.96). Students were also asked about sexual behaviors other than vaginal intercourse, approximately three-quarters, 75.36%, of the sample reported participating in oral sex, 15.99% of the students reported participating in anal sex, and 1.43% of the sample said they had contracted a sexually transmitted disease at some point in their life. Eight of the questions about sexual behavior were added together to create a scale of sexual behavior, and the possible scores for this scale range between 0 and 8. The mean for this scale is 3.33 (S.D. = 2.46) (table 13).

To determine if differences existed in the sexual attitudes and behaviors of high versus low television viewers, as Cultivation theory would suggest, the researcher conducted independent samples t-tests. These tests looked for differences in both the sexual attitude and behavior variables with relation to high and low television viewing (table 14). The only variable with significance was the percentage of peers students felt were sexually active, and low television viewers felt that a higher portion of their peers were sexually active than high television viewers. The researcher then conducted independent samples t-tests to determine if differences in sexual attitude and behavior existed between men and women (table 15). Significant differences were found for two variables, the percentage of their peers they felt were sexually active and the sexual attitude scale. Females felt that a greater portion of their peers were sexually active, and males were found to have a more permissive sexual attitude than females. These differences between males and females meant that the hypotheses should be examined looking at the sample as a whole as well as by gender.

The researcher conducted independent samples t-test for the sexual attitude and behavior variables with relation to high and low television viewing for both genders. The t-test show that there was no significant differences in sexual attitude or behavior for male high and low television viewers (table 16). A significant difference in the percentage of their peers they felt were sexually active was found for female viewers (table 17). Low female television viewers felt that there a greater percentage of their peers were sexually active, 82.36% for low viewers versus 75.90% for low viewers. This relation is opposite to the expect relationship as proposed by cultivation theory.

Social cognitive theory suggests that as exposure to a behavior model increases so does the likelihood that a person with integrate that model into their own behavior. To determine if a

relationship between television viewing and the adoption of the attitudes and behaviors often shown on television, Pearson Correlations were run. The correlations were run with relation to the sample as a whole and then by each gender. Two significant correlations were found with relation to television viewing and the sexual attitude and behavior variables (table 18). Increased television viewing was weakly correlated with a view that fewer of their peers were sexually active. It was also weakly correlated with a lower score on the sexual behavior scale. As would be expected several of the sexual attitude and behavior variables were correlated with one another. A relatively strong correlation was found between respondent's scores on the sexual attitude scale and their scores on the sexual behavior scale. No significant correlations were found between male's television viewing and their views on sex (table 19). Female television viewing was found to be inversely related to the amount of their peers they believed were sexually active, and their age at first intercourse (table 20).

Cultivation theory as discussed by Gerbner (1970), suggests the type of television viewed should not have an impact on whether or not a cultivation effect is noticed. As programming has become more and more diverse and specialized, this may not hold true for today's programming. Research question one looks for differences in the cultivation effect, based on high and low viewing of various genres. The genres students were asked about ask discussed above include: situation comedies, news (national and local), reality television, action adventure, prime-time soap operas, soap operas, television movies, talk shows, music videos, game shows, and cartoons. Students' sexual attitude and behavior with regard to high and low television viewing was examined for the total sample as well as by gender.

No significant differences were found between high and low sitcom (situation comedies) viewers' ideas about what their peers are doing sexually (table 21). It also did predict their

personal attitudes about sex and sexual behaviors. Reality television viewing did have a significant relationship with students' perceptions of their peers' activities (table 22). A significant difference in sexual behaviors was found between high and low reality television viewers. For the total population the mean score on the sexual behavior scale was 2.95 for low viewers and 3.51 for high viewers, which was significant at the .05 level. Looking at the data by gender shows that this difference was driven by the responses of females in the sample. A significant difference was not found for males, but it was found for females. No significant differences were found between high and low viewers of television news (table 23). Additionally, significant differences were not found between high and low viewers of action adventure programming (table 24). Differences in sexual attitudes and behaviors between high and low viewers of prime time soap operas was not found for the group as a whole (table 25), however significant differences were found when examining the data by gender. Males who reported being high viewers of primetime soap operas felt that a greater portion of their peers were sexually active (mean = 82.69% of peers sexually active), than those that reported being low viewers (mean = 75.58% of peers sexually active) (table 25). No differences were found between high and low female viewers. A similar result was also found when examining soap opera viewing. No significant differences were found between high and low soap opera viewers as a whole (table 26), but differences were found when looking at the data by gender. A significant difference was found on the sexual behavior scale between high and low male soap opera viewers. The mean score for low soap opera viewers was 3.45, while the mean score for high viewers was 5.57 (table 26). Again differences were not found between high and low female soap opera viewers. Television movie viewing also seems to have a greater predictive relationship for males than females. While significant differences between high and low

television movie viewers were found for the number of sexual partners of their peers and the students' sexual attitude, they are driven by the male respondents (table 27). High male viewers of television movies felt that their peers had sexual intercourse with more partners (mean = 4.07) than low viewers (mean = 2.96). Additionally, high male viewers reported a more liberal sexual attitude than their low viewing peers. They also reported having a higher number of sexual partners, and had a higher score on the sexual behavior scale. No differences were found for females. Significant differences were not found for viewers of television talk shows (table 28). Music video viewing did have a significant relationship with the respondents' sexual attitudes and behaviors, as well as their views about what their peers are doing sexually. Significant differences were found between high and low viewers in their perceptions about the number of partners their peers have had and their own sexual behavior scale scores (table 29). Again these differences in the general sample are driven by differences in the responses of the males in the sample. Significant differences were found for males in four of the seven sexual attitude and behavior measures, but no significant differences were found for females. High male music video viewers thought that their peers had a greater number of sexual partners than low viewers (mean = 3.91 versus mean = 3.06). They also reported a significantly higher number of sexual partners for themselves (mean 5.23), than their lower viewing peers (mean = 2.35). High male music video viewers were also more likely to have a more liberal sexual attitude and engage in more risky sexual behaviors than low viewers. High and low game show viewing did find one significant difference in sexual behaviors (table 30). Low game show viewers reported being significantly younger when they first had sexual intercourse. Low viewers were about half a year younger than high television viewers. Only one significant difference was found in the sexual

attitudes and behaviors of high and low cartoon viewers (table 31). High cartoon viewers reported a more liberal sexual attitude than low cartoon viewers.

Research questions two through four examine the relationship between magazine readership and sexual attitudes and behaviors. Research question two wants to find out if there is a relationship between females reading women's magazines and their sexual attitudes and behaviors. Correlation analysis was done to look for relationships (table 32). A small, but significant relationship was found between reading the magazines and students engagement in risky sexual behaviors as measured by the sexual behavior scale. The third research question looks for a relationship between male reading men's magazines and their sexual attitudes and behaviors. Again correlation analysis was done to look for possible relationships. Significant correlations were found between men's magazine readership and sexual attitude and behaviors (table 33). The greater the readership of men's magazines the more likely the subject was to report a more liberal sexual attitude and the more likely they are to engage in risky sexual behaviors. Research question four looks for relationships between reading magazines aimed at the opposite gender and sexual attitudes and behaviors. To examine these relationships correlations were done between females and men's magazine readership, and males and women's magazine readership. Significant positive correlations were found between females who read men's magazines and their sexual attitudes and behaviors (table 34). Females who read men's magazines thought that their peers had engaged in sexual activity with a greater number of partners. They also reported a more liberal sexual attitude, a greater number of sexual partners for themselves, and an increased amount of risky sexual behaviors as reported through the sexual behavior scale. No significant correlations were found when examining male readership of women's magazines with their sexual attitudes and behaviors (table 35).

Research question five examines the relationship between Internet exposure and students' sexual attitudes and behaviors. To examine this relationship the researcher looked for effects both through cultivation, differences between those with high and low exposure to Internet content, and correlations between Internet exposure and the sexual measures used to examine hypotheses one through twelve. First Internet exposure was divided into thirds to create groups of high, medium, and low Internet exposure as described above. Significant differences were found for those with high Internet exposure (table 36). High Internet exposure students felt that a smaller percentage of their peers were sexually active, they also reported having fewer sexual partners, and a lower score on the sexual behavior scale. While significant for the total population, these differences are driven by differences in the responses of male students, because no significant differences were found in the attitudes and behaviors of high and low exposure females. Correlations were also done to examine the relationship between Internet exposure and sexual attitudes and behaviors. Small but significant relationships were found between Internet exposure and the number of sexual partners of the respondent, as well as, the amount of risky behavior students reported engaging in (table 37). The Pearson correlation coefficient for each of these relationships was negative indicating that the more time a student spends on the Internet for personal and entertainment reasons the fewer sexual partners they were likely to have and the fewer risky behaviors they were likely to engage in.

Research questions six through ten look at the various forms of media that young people may encounter in their day to day lives. Correlation statistics were run to determine which of these media may have an impact on their sexual attitudes and behaviors. Research question six is looking for a relationship between viewing non-pornographic films that contain adult content or nudity and sexual attitudes and behaviors. Significant positive correlations were found between

students' likelihood of exposure to films with sexual content and several of the sexual measures (table 38). This indicates increases in the amount of their peers they felt were sexually active, the number of sexual partners they believed their peers had, a more liberal sexual attitude, an increased number of sexual partners reported for themselves, and engaging in a larger number of risky sexual activities themselves as likelihood of viewing increased. The strongest relationship was found between likelihood of viewing and the students sexual attitude ($r = .297, p < .01$). Similar relationships were found with regard to the sexual measures and exposure to music with sexually explicit lyrics (table 39), which is examined by research question seven. Again the strongest relationship was between the likelihood of listening to music with sexually explicit lyrics and the respondents sexual attitude ($r = .246, p < .01$).

Research question eight looks at exposure to DVD's that are not pornographic, but contain adult or sexual content. This could be anything from films to television series that are in DVD format. Significant and positive, but somewhat small correlations were found between likelihood of exposure and the sexual measures (table 40). The correlations show that as likelihood of exposure to DVDs that contain adult or sexual content increases, the percentage of peers a student believes is sexually active and the number of partner's students feel their peers have had sexual intercourse with both increase. Additionally, students' attitude about sex becomes more liberal, and the number of risky sexual behaviors they engage in also increases.

The likelihood of playing video games that contain sexual content or nudity and its relationship to students' sexual attitudes and behaviors is examined by research question nine. Video game exposure was only weakly, but significantly correlated with the students' engagement in risky sexual behaviors (table 41). Research question ten examines the relationship between viewing pornography and students' sexual attitudes and behaviors.

Significant and positive correlations were found between the likelihood of viewing pornography and students sexual attitude scale score, their sexual behavior scale score, and their condom attitude score (table 42). This means that as exposure to pornography increases, the students' attitude about sex becomes more liberal and they are more likely to engaging in risky sexual activities. It was also found that as exposure to pornography increases, the student's perceptions of condoms become more positive.

In addition to looking at the relationship between the exposure to the various forms of media that may contain sexual content examined in research questions six through ten individually, the researcher also created the other media scale to examine the combined effect of exposure to media other than television. This effect was examined through both cultivation and social learning analysis. To look for a cultivation effect with other media the researcher divided the other media scores into thirds as described above to create groups of high, moderate, and low exposure to other media. Significant differences were found between high and low exposure groups for all of the measurements, except for respondent's age at first intercourse (table 43). Males and females reported significant differences for some different variables. Males with high exposure to other media were more likely to feel that their peers had engaged in sexual intercourse with a greater number of partners, as well as, reporting a greater number of sexual partners for themselves. Additionally, high exposure males reported a more liberal sexual attitude and engaged in a greater number of risky sexual behaviors. Female who had high exposure to other media felt that a greater percentage of their peers were sexually active, and their peers had sexual intercourse with a greater number of people. They also reported a more liberal sexual attitude and had engaged in a greater number of risky sexual behaviors. High exposure females also reported a more positive attitude toward condoms than their low exposure

peers. In addition to t-tests, the researcher conducted correlation testing to look for a relationship between other media exposure as a whole and students' attitudes and behaviors. Significant correlations were found between the other media scale and all of the sexual attitude and behavior measures, except for age at first intercourse (table 44). The strongest of these correlations were found between other media exposure and students sexual attitude ($r = .432, p < .01$), and other media exposure and sexual behavior ($r = .373, p < .01$).

After initial data examination, the researcher examined the relationship between exposure to sexual media and sexual attitudes and behaviors for students who reported not having had intercourse. Similar relationships to the ones found for the sample as a whole were found for students who were virgins. Television viewing did not show a significant relationship with attitudes, but other media had a strong relationship with the sexual attitude measure, especially for females in the sample (tables 47-51). For male virgins, the correlation between other media exposure and their attitude about sex was stronger than that of males who were not virgins, ($r = .474, p < .01$) versus ($r = .389, p < .01$). The correlation between female virgins other media exposure and their attitudes about sex was almost as strong as that for female non-virgins, ($r = .492, p < .01$) versus ($r = .467, p < .01$). These were some of the strongest correlations found in this study.

Table 1 Demographic Information

Demographic Information			
Age			
18	61.15%	College	College of Arts and Sciences 31.73%
19	25.42%		Burnett College of Biomedical Sciences 4.57%
20	8.39%		College of Business Administration 27.66%
21	3.12%		College of Education 4.31%
22	1.20%		College of Engineering and Computer Science 14.97%
25	0.24%		College of Health and Public Affairs 10.91%
26	0.24%		Rosen College of Hospitality Management 3.05%
43	0.24%		College of Optics and Photonics 0.00%
	100.00%		Other 2.79%
	(N=417)		100.00%
	Mean = 18.66		(N=394)
	S.D. = 1.55		
Gender		Students enrolled in the Burnett Honors College	
Male	45.19%	Yes	5.74%
Female	54.81%	No	94.26%
	100.00%		100.00%
	(N=416)		(N=418)
Year			
Freshman	68.99%		
Sophomore	20.43%		
Junior	7.69%		
Senior	2.64%		
Other	0.24%		
	100.00%		
	(N=416)		
Race			
American Indian	0.73%		
Asian/Asian American	5.34%		
Black/African American Hispanic decent	0.49%		
Black/African American Non-Hispanic decent	6.55%		
Caucasian/Hispanic decent	13.59%		
Caucasian/Non-Hispanic decent	69.42%		
Mixed Race	3.40%		
Other	0.49%		
	100.00%		
	(N=412)		

Table 2 Student Major

Student Majors	
Accounting	2.93%
Actuarial Science	0.24%
Ad/PR	3.18%
Animation	0.24%
Anthropology	0.24%
Architecture	0.24%
Art	0.73%
Athletic Training	0.98%
Biology	7.33%
Business Administration	14.67%
Cardiopulmonary Sciences	0.24%
Cinema Studies	0.49%
Communicative Disorders	0.73%
Communication	1.71%
Computer Science	3.18%
Criminal Justice	3.91%
Digital Media	0.98%
Digital Music	0.24%
Economics	0.73%
Education	3.91%
EET&CIT	0.24%
Engineering	9.05%
English	0.98%
Film	2.44%
Finance	4.40%
Forensic Science	1.96%
Health Services Administration	0.49%
History	0.49%
Hospitality Management	2.69%
Humanities	0.24%
Information Technology	0.98%
Innovation Technologies	0.24%
International Relations	0.24%
Journalism	0.24%
Liberal Studies	0.49%
Management	0.24%
Marketing	2.93%
MIS	0.49%
Music	0.73%
Nursing	1.96%
Philosophy	0.24%
Physical Therapy	0.24%
Political Science	3.42%
Pre-Law	0.73%
Pre-med	0.49%
Psychology	4.89%
Public Administration	0.24%
Radio/TV	2.20%
Sports Management	0.24%
Theater	0.98%
Undecided	7.82%
	100.00%

Table 3 Television Viewing

Television Viewing			
Variable	Mean	S.D.	N
In a typical day, How much time do you spend watching television (in minutes and hours)?*	137.08	107.02	419
How much time do you spend watching the following types of television programming (in minutes and hours)?*			
Situation Comedies	84.00	108.73	417
Action Adventure	45.24	86.95	417
Primetime Soap Operas	33.00	67.48	417
Daytime Soap Operas	14.07	67.90	417
News - Local or National	51.27	87.43	417
Television Movies	98.76	186.25	417
Talk Shows	32.12	105.03	417
Music Videos	57.75	119.00	417
Game Shows	23.68	111.47	417
Cartoons	58.23	125.50	417
Reality Television	69.36	100.24	417

*Recorded in to minutes for statistical analysis

Table 4 Television Cultivation Measures

Television Cultivation Measures	
Television - General	
Low Viewing - Less than 90min	32.70%
Moderate Viewing - 90 to 179min	33.65%
<u>High Viewing - 180 Min or more</u>	<u>33.65%</u>
	100.00%
	(N=419)
Television - Sitcoms	
Low Viewing - Less than 25 Min	27.82%
Moderate Viewing - 30 to 89 Min	35.49%
<u>High Viewing - 90 Min or more</u>	<u>36.69%</u>
	100.00%
	(N=417)
Television - TV Movies	
Low Viewing - 0 Min	40.29%
Moderate Viewing - 2 to 59 Min	19.42%
<u>High Viewing - 60 Min or more</u>	<u>40.29%</u>
	100.00%
	(N=417)
Television - News	
Low Viewing - Less than 9 Min	32.61%
Moderate Viewing - 10 to 59 Min	32.37%
<u>High Viewing - 60 Min or more</u>	<u>35.01%</u>
	100.00%
	(N=417)
Television - Talk Shows	
Low Viewing - 0 Min	68.82%
<u>High Viewing - 10 Min or more</u>	<u>31.18%</u>
	100.00%
	(N=417)
Television - Reality Television	
Low Viewing - 0 Min	38.61%
Moderate Viewing - 5 to 59 Min	11.51%
<u>High Viewing - 60 Min or more</u>	<u>49.88%</u>
	100.00%
	(N=417)
Television - Music Videos	
Low Viewing - 0 Min	44.60%
Moderate Viewing - 3 to 59 Min	21.34%
<u>High Viewing - 60 Min or more</u>	<u>34.05%</u>
	100.00%
	(N=417)
Television - Action	
Low Viewing - 0 Min	56.59%
<u>High Viewing - 10 Min or more</u>	<u>43.41%</u>
	100.00%
	(N=417)
Television - Game Shows	
Low Viewing - 0 Min	72.90%
<u>High Viewing - 15 Min or more</u>	<u>27.10%</u>
	100.00%
	(N=417)
Television - Soap Opera	
Low Viewing - 0 Min	68.59%
<u>High Viewing - 10 Min or more</u>	<u>31.41%</u>
	100.00%
	(N=417)
Television - Cartoons	
Low Viewing - 0 Min	57.21%
<u>High Viewing - 5 Min or more</u>	<u>42.79%</u>
	100.00%
	(N=416)

Table 5 Other Media

Other Media			
Variable	Mean	S.D.	N
In a typical day, How much time do you spend using the internet for non-school or work purposes (in minutes and hours)?*	177.60	157.47	416
Other Sexual Media Exposure Scale**	7.87	4.43	241

*Recoded in to minutes for statistical analysis

**The 5 questions in Table 6 were recoded to the values 0 through 4, for a total score of between 0 and 20. The higher the score on this scale the more likely the person is to use media other than television and the internet that contains sexual content or porn. The lower the scale on this scale the less likely the person is to use media with sexual content.

Table 6 Other Media Exposure

Other Media Exposure

In a given week how likely are you to watch films that contain nudity or adult content, but are not pornography?

1 - Unlikely	24.17%
2	18.33%
3	24.44%
4	17.78%
<u>5 - Likely</u>	<u>15.28%</u>
	100.00%
	(N=360)

In a given week how likely are you to listen to music with sexually explicit lyrics?

1 - Unlikely	13.41%
2	14.80%
3	24.02%
4	20.11%
<u>5 - Likely</u>	<u>27.65%</u>
	100.00%
	(N=358)

In a given week how likely are you to watch DVD's that contain nudity or sexual content that are not pornography?

1 - Unlikely	25.82%
2	21.15%
3	25.27%
4	17.58%
<u>5 - Likely</u>	<u>10.16%</u>
	100.00%
	(N=364)

In a given week how likely are you to play video games that contain nudity or sexual content?

1 - Unlikely	70.57%
2	12.83%
3	10.19%
4	2.64%
<u>5 - Likely</u>	<u>3.77%</u>
	100.00%
	(N=265)

In a given week how likely are you to view pornography?

1 - Unlikely	55.09%
2	15.44%
3	12.98%
4	8.77%
<u>5 - Likely</u>	<u>7.72%</u>
	100.00%
	(N=285)

Table 7 Other Media Cultivation Measures

Other Media Cultivation Measures	
Internet Cultivation	
Low Exposure - Less than 120 Min	32.93%
Moderate Exposure - 120 to 182 Min	36.78%
High Exposure - 183 Min or more	30.29%
	100.00%
	(N=416)
Other Media Cultivation	
Low Exposure - Score of less than 6	31.12%
Moderate Exposure - Score of 6 to9	32.78%
High Exposure - Score of 10 or more	36.10%
	100.00%
	(N=241)

Table 8 Magazine Readership

Magazine Readership			
Variable	Mean	S.D.	N
Of the following magazines, how many issues have you read in the past year?			
Cosmopolitan	2.17	3.53	417
Marie Claire	0.26	1.22	417
Glamor	0.64	2.00	417
Seventeen	1.24	2.78	417
YM	0.34	1.45	417
Details	0.07	0.80	417
Vougue	0.65	2.10	417
Maxim	0.95	2.32	417
Playboy	0.52	1.72	417
FHM	0.44	1.68	417
Stuff	0.39	1.65	417
Penthouse	0.15	1.00	417
Total Magazine Readership	7.77	11.02	415
Total Male Readership of Male Magazines	4.25	7.89	186
Total Female Readership of Female Magazines	9.22	10.03	226
Opposite Gender Magazine Readership			
Total Male Readership of Female Magazines	0.50	1.77	187
Total Female Readership of Male Magazines	1.11	4.73	227

Table 9 Sexual Perception Variables

Sexual Perception Variables

What percentage, out of 100%, of your peers do you think have engaged in sexual activity?

Under 10%	1.44%
10% to 19.9%	0.48%
20% to 29.9%	0.72%
30% to 39.9%	1.68%
40% to 49.9%	1.68%
50% to 59.9%	4.08%
60% to 69.9%	7.43%
70% to 79.9%	16.07%
80% to 89.9%	27.10%
90% to 99.9%	30.94%
100%	8.39%
	100.00%
	(N=417)
Mean =	79.41
S.D. =	18.90

On average, how many sexual partners do you think your peers have had?

0	0.72%
1	3.86%
2	26.81%
3	30.19%
4	12.56%
5	13.04%
6	4.11%
7	1.69%
8	1.69%
9	0.24%
10	2.17%
More than 10	2.90%
	100.00%
	(N=414)
Mean =	3.83
S.D. =	3.08

Table 10 Condom Attitude Scale Measures

Condom Attitude Scale Measures	
Condoms are a good way to help stop AIDS and other sexually transmitted diseases	
Strongly Disagree	4.73%
Disagree	7.09%
Neutral	5.44%
Agree	31.21%
<u>Strongly Agree</u>	<u>51.54%</u>
	100.00%
	(N=423)
Condoms are safe to use	
Strongly Disagree	0.95%
Disagree	2.37%
Neutral	7.82%
Agree	45.73%
<u>Strongly Agree</u>	<u>43.13%</u>
	100.00%
	(N=422)
Using condoms is the responsible thing to do	
Strongly Disagree	1.42%
Disagree	1.42%
Neutral	4.02%
Agree	34.75%
<u>Strongly Agree</u>	<u>58.39%</u>
	100.00%
	(N=423)
By using condoms, I and my partner are less likely to get AIDS or other sexually transmitted diseases	
Strongly Disagree	3.33%
Disagree	6.43%
Neutral	5.00%
Agree	39.29%
<u>Strongly Agree</u>	<u>45.95%</u>
	100.00%
	(N=420)
Using a condom shows you care about yourself and your partner	
Strongly Disagree	1.20%
Disagree	5.26%
Neutral	14.35%
Agree	44.02%
<u>Strongly Agree</u>	<u>35.17%</u>
	100.00%
	(N=418)
If I used condoms, my partner would respect me	
Strongly Disagree	3.11%
Disagree	5.50%
Neutral	27.99%
Agree	42.58%
<u>Strongly Agree</u>	<u>20.81%</u>
	100.00%
	(N=418)

Table 11 Sexual Attitude Scale Measures

Sexual Attitudes Scale Measures		
I think there is too much sexual freedom given to adults these days		
Strongly Agree	9.00%	
Agree	22.27%	
Neutral	33.41%	
Disagree	26.78%	
Strongly Disagree	8.53%	
	100.00%	
	(N=422)	
There is too much sex on television		
Strongly Agree	7.86%	
Agree	23.57%	
Neutral	32.86%	
Disagree	27.38%	
Strongly Disagree	8.33%	
	100.00%	
	(N=420)	
Extramarital sex is never excusable		
Strongly Agree	29.81%	
Agree	25.72%	
Neutral	25.24%	
Disagree	14.42%	
Strongly Disagree	4.81%	
	100.00%	
	(N=416)	
People should not masturbate		
Strongly Agree	2.61%	
Agree	6.18%	
Neutral	25.89%	
Disagree	35.15%	
Strongly Disagree	30.17%	
	100.00%	
	(N=421)	
I think there is not enough sexual restraint among young people		
Strongly Agree	14.32%	
Agree	37.71%	
Neutral	30.55%	
Disagree	15.04%	
Strongly Disagree	2.39%	
	100.00%	
	(N=419)	
Heavy sexual petting should be discouraged		
Strongly Agree	2.88%	
Agree	8.17%	
Neutral	33.89%	
Disagree	37.50%	
Strongly Disagree	17.55%	
	100.00%	
	(N=416)	
I think that people indulge in sex too much		
Strongly Agree	10.00%	
Agree	30.24%	
Neutral	29.05%	
Disagree	26.67%	
Strongly Disagree	4.05%	
	100.00%	
	(N=420)	
People should not discuss their sexual affairs or business with others		
Strongly Agree	3.58%	
Agree	18.62%	
Neutral	33.89%	
Disagree	36.75%	
Strongly Disagree	7.16%	
	100.00%	
	(N=419)	
I think that sex should be reserved for marriage		
Strongly Agree	14.32%	
Agree	12.41%	
Neutral	22.91%	
Disagree	36.99%	
Strongly Disagree	13.37%	
	100.00%	
	(N=419)	
What two consenting adults do together sexually is their own business*		
Strongly Agree	31.35%	
Agree	55.11%	
Neutral	11.64%	
Disagree	1.66%	
Strongly Disagree	0.24%	
	100.00%	
	(N=421)	

*Items recoded to create scale

Table 12 Sexual Behavior Risk Measures

Sexual Behavior and Risk Measures

What best describes your sexual orientation?

Heterosexual	94.72%
Homosexual	2.88%
<u>Bisexual</u>	<u>2.40%</u>
	100.00%
	(N=417)

Have you ever had sexual intercourse with someone of the opposite sex?*

Yes	67.06%
<u>No</u>	<u>32.94%</u>
	100.00%
	(N=422)

If you have had sex, how old were you when you first engaged in sexual intercourse?

Under 15	8.24%
15	13.98%
16	23.66%
17	27.96%
18	21.86%
19	2.87%
<u>20 or older</u>	<u>1.43%</u>
	100.00%
	(N=279)
Mean =	16.51
S.D. =	1.70

In the past 12 months, how many times have you had intercourse with someone you didn't know very well?*

Never	76.50%
Once	13.91%
Twice	6.47%
<u>At least 3 times</u>	<u>3.12%</u>
	100.00%
	(N=417)

Have you had sex in the past year with a partner you knew was having sex with other people?*

Yes	18.31%
<u>No</u>	<u>81.69%</u>
	100.00%
	(N=415)

Generally, in the past year, how often has alcohol been part of your sexual activities?*

Never	56.35%
Occasionally	32.13%
Half the time	4.80%
Often	6.00%
<u>Always</u>	<u>0.72%</u>
	100.00%
	(N=417)

*Item included in the sexual behavior scale

Sexual Behavior and Risk Measures (continued)

Generally, in the past year, how often has marijuana or drugs other than alcohol been part of your sexual activities?*

Never	81.58%
Occasionally	13.64%
Half the time	2.87%
Often	1.67%
Always	0.24%
	<hr/>
	100.00%
	(N=418)

Have you had sex in the past year with someone who injects drugs?

Never	98.09%
Once	1.43%
Twice	0.24%
At least 3 times	0.24%
	<hr/>
	100.00%
	(N=419)

When you have heterosexual sex (sex with someone of the opposite sex), how often do you use some kind of birth control?

Never	17.67%
Sometimes	4.59%
About half	3.89%
Most times	14.49%
Every time	59.36%
	<hr/>
	100.00%
	(N=283)

When you have sexual intercourse, how often do you or your partner(s) wear a condom?

Never	19.08%
Sometimes	15.90%
About half	6.71%
Most times	22.97%
Every time	35.34%
	<hr/>
	100.00%
	(N=283)

How many times in the last year have you had intercourse with someone of the opposite sex?*

0	34.59%
Less than 10	17.54%
Between 10 and 20	13.53%
Between 21 and 40	10.03%
Between 41 and 80	8.52%
Between 81 and 160	8.02%
More than 161	7.77%
	<hr/>
	100.00%
	(N=399)
Mean =	47.31
S.D. =	111.77

Altogether during the past year, how many different people of the opposite sex have you had as sexual partners?*

0	30.23%
1	35.01%
2	16.37%
3	8.82%
4	2.77%
5	2.52%
6	1.51%
7	0.76%
8	0.76%
9	0.25%
10	0.25%
12	0.25%
15	0.25%
16	0.25%
	<hr/>
	100.00%
	(N=397)
Mean =	1.54
S.D. =	1.99

*Item included in the sexual behavior scale

Sexual Behavior and Risk Measures (continued)

How many times have you had sex in the past year with a partner you knew was having sex with other people?*

0	80.46%
1	8.12%
2	4.06%
3	2.79%
4	0.76%
5	1.02%
6	0.25%
8	0.25%
10	0.51%
<u>More than 10</u>	<u>1.78%</u>
	100.00%
	(N=394)
Mean =	1.01
S.D. =	6.00

In your entire life, how many people of the opposite sex have you had as sexual partners?

0	29.19%
1	22.08%
2	14.97%
3	8.12%
4	4.82%
5	3.05%
6	2.79%
7	1.27%
8	2.54%
9	2.03%
10	1.78%
<u>More than 10</u>	<u>7.36%</u>
	100.00%
	(N=394)
Mean =	3.18
S.D. =	4.96

Have you ever had a sexually transmitted disease such as gonorrhea (clap), syphilis, or Chlamydia?

Yes	1.43%
<u>No</u>	<u>98.57%</u>
	100.00%
	(N=419)

Have you ever had anal sex?

Yes	15.99%
<u>No</u>	<u>84.01%</u>
	100.00%
	(N=419)

Have you ever had oral sex?

Yes	75.36%
<u>No</u>	<u>24.64%</u>
	100.00%
	(N=418)

*Item included in the sexual behavior scale

Table 13 Sexual Scales

Sexual Scales	Mean	S.D.	N
Sexual Attitude Scale*	22.00	6.64	402
Condom Attitude Scale**	18.95	4.11	415
Sexual Behavior Scale***	3.33	2.46	364

*Scale consisted of 10 questions coded strongly agree (0) to strongly disagree (4), scores range between 0 and 40. The lower the score the more conservative the students attitude towards sex. The higher the score the more liberal the students attitude towards sex.

**Scale consisted of 6 questions coded strongly disagree (0) to strongly agree (4), scores range between 0 and 24. The lower the score the less beneficial student perceive condom use. The higher the score the more benefits students feel are associated with condom use.

***Scale consisted of 8 questions about student sexual behavior, behaviors that had no risk were coded as a 0, and behaviors that had any risk were coded as 1, scores can range from 0 to 8. The lower the score the fewer sexually risky behaviors the student engaged in. The higher the score the more sexually behaviors the students engaged in.

Table 14 T-tests for Sexual Attitude & Perceptions by High & Low TV Viewing

Independent t-tests for Sexual Attitude and Perceptions by High and Low Television Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	75.02	81.69	2.82	272	0.005
On average, how many sexual partners do you think your peers have had?	3.82	3.84	0.04	267	ns
Condom Attitude Scale	18.86	18.93	0.14	272	ns
Sexual Attitude Scale	21.62	21.84	0.27	262	ns
How old were you when you first engaged in sexual intercourse?	16.44	16.38	-0.23	182	ns
In your entire life, how many different people have you had as sexual partners?	3.00	3.50	0.78	264	ns
Sexual Behavior Scale	2.94	3.48	1.68	246	ns

Table 15 T-tests for Sexual Attitude & Perceptions by Gender

Independent t-tests for Sexual Attitude and Perceptions by Gender					
Variables	Males	Females	t-value	df	Sig
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	77.23	80.97	-1.99	408	0.047
On average, how many sexual partners do you think your peers have had?	3.56	4.00	-1.43	405	ns
Condom Attitude Scale	18.95	18.94	0.03	408	ns
Sexual Attitude Scale	23.23	20.93	3.49	394	0.001
How old were you when you first engaged in sexual intercourse?	16.44	16.58	-0.69	274	ns
In your entire life, how many different people have you had as sexual partners?	3.59	2.77	1.65	387	ns
Sexual Behavior Scale	3.54	3.16	1.43	358	ns

Table 16 T-tests for Sexual Attitude & Perceptions by High & Low TV Viewing (Male)

Independent t-tests for Sexual Attitude and Perceptions by High and Low Television Viewing (Male)					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	73.94	80.51	1.7	117	ns
On average, how many sexual partners do you think your peers have had?	3.49	3.25	-0.52	112	ns
Condom Attitude Scale	18.27	19.28	1.35	117	ns
Sexual Attitude Scale	22.32	23.41	0.92	116	ns
How old were you when you first engaged in sexual intercourse?	16.20	16.29	0.174	75	ns
In your entire life, how many different people have you had as sexual partners?	3.77	3.59	-0.19	114	ns
Sexual Behavior Scale	2.95	3.76	1.59	106	ns

Table 17 T-tests for Sexual Attitude & Perceptions by High & Low TV Viewing (Female)

Independent t-tests for Sexual Attitude and Perceptions by High and Low Television Viewing (Female)					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	75.90	82.36	2.15	151	0.033
On average, how many sexual partners do you think your peers have had?	4.07	4.23	0.29	151	ns
Condom Attitude Scale	19.33	18.73	-0.95	151	ns
Sexual Attitude Scale	21.04	20.59	-0.40	142	ns
How old were you when you first engaged in sexual intercourse?	16.61	16.46	-0.56	104	ns
In your entire life, how many different people have you had as sexual partners?	2.38	3.42	1.21	146	ns
Sexual Behavior Scale	2.94	3.28	0.84	136	ns

Table 18 Correlation Coefficients for TV Viewing & Sexual Attitude & Behavior Variables

Pearson Correlation Coefficients for Television Viewing and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Television Exposure	-.109* (413)	.002 (410)	-.022 (413)	.019 (399)	.081 (277)	-.045 (392)	-.106* (363)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	0.266** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?	---	---	-.004 (407)	.138** (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale	---	---	---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale	---	---	---	---	-.150* (268)	.309** (376)	.456** (348)
(6) How old were you when you first engaged in sexual intercourse?	---	---	---	---	---	-.417** (273)	.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?	---	---	---	---	---	---	.585** (361)
(8) Sexual Behavior Scale	---	---	---	---	---	---	---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 19 Correlation Coefficients for TV Viewing & Sexual Attitudes & Behavior Variables

(Male)

Pearson Correlation Coefficients for Television Viewing and Sexual Attitude and Behavior Variables (Male)							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Television Exposure	-.083 (186)	.060 (181)	-.108 (185)	-.021 (182)	-.037 (122)	.015 (174)	-.114 (164)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.211** (181)	.240** (184)	.316** (180)	-.126 (121)	.117 (172)	.237** (163)
(3) On average, how many sexual partners do you think your peers have had?		---	.003 (179)	.194* (175)	-.247** (120)	.319** (168)	.236** (160)
(4) Condom Attitude Scale			---	.151* (180)	.101 (122)	.058 (172)	.235** (163)
(5) Sexual Attitude Scale				---	-.134 (119)	.307** (169)	.424** (159)
(6) How old were you when you first engaged in sexual intercourse?					---	-.416** (119)	-.226* (113)
(7) In your entire life, how many different people have you had as sexual partners?						---	.659** (163)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 20 Correlation Coefficients for TV & Sexual Attitude & Behavior Variables (Female)

Pearson Correlation Coefficients for Television Viewing and Sexual Attitude and Behavior Variables (Female)							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Television Exposure	-.138* (224)	-.033 (226)	.036 (225)	.063 (214)	.183* (154)	-.079 (215)	-.101 (196)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.270** (223)	.214** (221)	.240** (211)	-.070 (152)	.188** (212)	.383** (193)
(3) On average, how many sexual partners do you think your peers have had?		---	-.016 (223)	.123 (214)	-.257** (152)	.563** (213)	.229** (195)
(4) Condom Attitude Scale			---	.354** (211)	.113 (154)	.036 (212)	.252** (194)
(5) Sexual Attitude Scale				---	-.148 (146)	.277** (202)	.475** (185)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (151)	-.241** (139)
(7) In your entire life, how many different people have you had as sexual partners?						---	.512** (194)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 21 T-tests for Sexual Attitudes & Perceptions by High & Low Situation Comedy Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Situation Comedy (sitcom) Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.19	78.85	-0.57	262	ns
On average, how many sexual partners do you think your peers have had?	3.68	3.92	0.69	260	ns
Condom Attitude Scale	19.12	19.18	0.13	264	ns
Sexual Attitude Scale	23.08	21.58	-1.86	254	ns
How old were you when you first engaged in sexual intercourse?	16.74	16.45	-1.32	185	ns
In your entire life, how many different people have you had as sexual partners?	3.12	3.32	0.35	252	ns
Sexual Behavior Scale	3.34	3.69	1.08	234	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	77.68	76.50	-0.32	120	ns
On average, how many sexual partners do you think your peers have had?	3.34	3.47	0.28	116	ns
Condom Attitude Scale	19.34	19.05	-0.07	120	ns
Sexual Attitude Scale	24.27	22.10	-2.08	118	ns
How old were you when you first engaged in sexual intercourse?	16.63	16.60	-0.37	80	ns
In your entire life, how many different people have you had as sexual partners?	4.25	3.24	-1.81	112	ns
Sexual Behavior Scale	3.40	4.00	1.15	105	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	81.94	81.15	-0.26	139	ns
On average, how many sexual partners do you think your peers have had?	3.91	4.37	0.92	141	ns
Condom Attitude Scale	18.97	19.31	0.53	141	ns
Sexual Attitude Scale	22.28	20.71	-1.43	133	ns
How old were you when you first engaged in sexual intercourse?	16.81	16.31	-1.67	102	ns
In your entire life, how many different people have you had as sexual partners?	2.34	3.32	1.27	137	ns
Sexual Behavior Scale	3.30	3.31	0.03	126	ns

Table 22 T-tests for Sexual Attitudes & Perceptions by High & Low Reality Television Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Reality Television Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	79.56	78.52	-0.50	362	ns
On average, how many sexual partners do you think your peers have had?	4.00	3.63	-1.15	360	ns
Condom Attitude Scale	19.25	18.69	-1.26	361	ns
Sexual Attitude Scale	22.33	21.71	-0.85	350	ns
How old were you when you first engaged in sexual intercourse?	16.71	16.38	-1.40	240	ns
In your entire life, how many different people have you had as sexual partners?	3.28	2.81	-0.90	344	ns
Sexual Behavior Scale	3.51	2.95	-2.02	318	0.044
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	75.79	78.30	0.74	161	ns
On average, how many sexual partners do you think your peers have had?	3.88	3.23	-1.54	157	ns
Condom Attitude Scale	19.53	18.77	-1.12	159	ns
Sexual Attitude Scale	23.74	22.78	-0.92	157	ns
How old were you when you first engaged in sexual intercourse?	16.87	16.14	-1.82	103	ns
In your entire life, how many different people have you had as sexual partners?	4.14	2.94	-1.55	149	ns
Sexual Behavior Scale	3.69	3.22	-1.02	141	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	81.90	78.48	-1.34	197	ns
On average, how many sexual partners do you think your peers have had?	4.07	4.02	-0.10	199	ns
Condom Attitude Scale	19.07	18.59	-0.79	198	ns
Sexual Attitude Scale	21.43	20.31	-1.06	189	ns
How old were you when you first engaged in sexual intercourse?	16.63	16.69	0.22	134	ns
In your entire life, how many different people have you had as sexual partners?	4.07	4.02	-0.31	191	ns
Sexual Behavior Scale	3.42	2.59	-2.41	173	0.017

Table 23 T-tests for Sexual Attitudes & Perceptions by High & Low Television News Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Television News Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	77.60	81.02	1.49	275	ns
On average, how many sexual partners do you think your peers have had?	3.74	3.60	-0.43	273	ns
Condom Attitude Scale	18.71	19.27	1.14	277	ns
Sexual Attitude Scale	21.68	21.79	0.138	263	ns
How old were you when you first engaged in sexual intercourse?	16.48	16.82	1.37	190	ns
In your entire life, how many different people have you had as sexual partners?	3.55	2.52	-1.91	265	ns
Sexual Behavior Scale	3.29	3.47	0.59	246	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	74.15	78.00	1.03	126	ns
On average, how many sexual partners do you think your peers have had?	3.08	3.26	0.46	122	ns
Condom Attitude Scale	18.77	19.52	1.04	124	ns
Sexual Attitude Scale	22.76	22.51	-0.21	121	ns
How old were you when you first engaged in sexual intercourse?	16.43	16.82	0.83	80	ns
In your entire life, how many different people have you had as sexual partners?	4.23	2.66	-1.78	120	ns
Sexual Behavior Scale	3.50	3.55	0.09	111	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.93	83.41	1.06	145	ns
On average, how many sexual partners do you think your peers have had?	4.25	3.85	-0.85	147	ns
Condom Attitude Scale	18.65	19.04	0.58	149	ns
Sexual Attitude Scale	20.81	20.94	0.12	138	ns
How old were you when you first engaged in sexual intercourse?	16.52	16.83	1.26	107	ns
In your entire life, how many different people have you had as sexual partners?	3.04	2.32	-1.10	141	ns
Sexual Behavior Scale	3.15	3.37	0.60	131	ns

Table 24 T-tests for Sexual Attitudes & Perceptions by High & Low Action Adventure Program Viewing

Variables	Television Viewers		t-value	df	Sig
	High	Low			
Independent t-tests for Sexual Attitudes and Perceptions by High and Low Viewing of Action Adventure Programming					
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	77.15	80.93	1.95	409	ns
On average, how many sexual partners do you think your peers have had?	4.01	3.68	-1.07	406	ns
Condom Attitude Scale	18.62	19.19	1.40	409	ns
Sexual Attitude Scale	16.61	16.46	0.76	395	ns
How old were you when you first engaged in sexual intercourse?	16.61	16.46	-0.71	275	ns
In your entire life, how many different people have you had as sexual partners?	3.43	2.93	-0.95	388	ns
Sexual Behavior Scale	3.21	3.43	0.87	359	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	74.57	80.13	1.82	184	ns
On average, how many sexual partners do you think your peers have had?	3.69	3.43	-0.60	179	ns
Condom Attitude Scale	18.61	19.33	1.15	183	ns
Sexual Attitude Scale	22.59	23.89	1.39	180	ns
How old were you when you first engaged in sexual intercourse?	16.52	16.37	-0.39	120	ns
In your entire life, how many different people have you had as sexual partners?	3.64	3.53	-0.14	172	ns
Sexual Behavior Scale	3.40	3.68	0.67	162	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.15	81.29	0.48	221	ns
On average, how many sexual partners do you think your peers have had?	4.36	3.81	-1.07	223	ns
Condom Attitude Scale	18.62	19.10	0.86	222	ns
Sexual Attitude Scale	20.64	21.08	0.45	211	ns
How old were you when you first engaged in sexual intercourse?	16.52	16.71	-0.81	152	ns
In your entire life, how many different people have you had as sexual partners?	3.24	2.51	-0.93	212	ns
Sexual Behavior Scale	3.01	3.25	0.71	193	ns

Table 25 T-tests for Sexual Attitudes & Perceptions by High & Low Prime Time Soap Opera Viewing

Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.62	78.69	-1.04	409	ns
On average, how many sexual partners do you think your peers have had?	3.76	3.85	0.27	406	ns
Condom Attitude Scale	18.86	18.98	0.25	409	ns
Sexual Attitude Scale	21.50	22.24	1.03	395	ns
How old were you when you first engaged in sexual intercourse?	16.49	16.53	0.17	275	ns
In your entire life, how many different people have you had as sexual partners?	2.67	3.38	1.35	388	ns
Sexual Behavior Scale	3.20	3.40	0.71	359	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	82.69	75.78	-2.36	184	0.02
On average, how many sexual partners do you think your peers have had?	3.76	3.51	-0.80	179	ns
Condom Attitude Scale	19.03	18.93	0.31	183	ns
Sexual Attitude Scale	24.53	22.90	0.69	180	ns
How old were you when you first engaged in sexual intercourse?	16.34	16.47	-0.12	120	ns
In your entire life, how many different people have you had as sexual partners?	3.11	3.72	-1.38	172	ns
Sexual Behavior Scale	3.84	3.45	-0.77	162	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	79.62	81.74	0.91	221	ns
On average, how many sexual partners do you think your peers have had?	3.75	4.19	1.00	223	ns
Condom Attitude Scale	18.78	19.02	0.45	222	ns
Sexual Attitude Scale	20.24	21.40	1.24	211	ns
How old were you when you first engaged in sexual intercourse?	16.57	16.59	0.11	152	ns
In your entire life, how many different people have you had as sexual partners?	2.52	2.97	0.67	212	ns
Sexual Behavior Scale	2.92	3.32	1.20	193	ns

Table 26 T-tests for Sexual Attitudes & Perceptions by High & Low Soap Opera Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Soap Opera Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	79.40	79.29	-0.04	409	ns
On average, how many sexual partners do you think your peers have had?	4.60	3.72	-1.82	406	ns
Condom Attitude Scale	19.16	18.92	-0.37	409	ns
Sexual Attitude Scale	20.72	22.17	1.76	395	ns
How old were you when you first engaged in sexual intercourse?	16.16	16.57	0.84	275	ns
In your entire life, how many different people have you had as sexual partners?	3.33	3.12	-0.27	388	ns
Sexual Behavior Scale	3.44	3.32	-0.29	359	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	77.35	74.63	0.36	184	ns
On average, how many sexual partners do you think your peers have had?	5.13	3.49	-1.59	179	ns
Condom Attitude Scale	18.50	18.97	0.31	183	ns
Sexual Attitude Scale	22.67	23.24	0.53	180	ns
How old were you when you first engaged in sexual intercourse?	15.14	16.52	0.67	120	ns
In your entire life, how many different people have you had as sexual partners?	6.63	3.44	-1.81	172	ns
Sexual Behavior Scale	5.57	3.45	-2.06	162	0.041
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.17	81.03	0.28	221	ns
On average, how many sexual partners do you think your peers have had?	4.47	3.92	-0.95	223	ns
Condom Attitude Scale	19.28	18.86	-0.58	222	ns
Sexual Attitude Scale	20.36	21.04	0.55	211	ns
How old were you when you first engaged in sexual intercourse?	16.44	16.61	0.57	152	ns
In your entire life, how many different people have you had as sexual partners?	2.70	2.80	0.11	212	ns
Sexual Behavior Scale	3.06	3.18	0.28	193	ns

Table 27 T-tests for Sexual Attitudes & Perceptions by High & Low Television Movie Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Television Movie Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	78.07	78.13	0.03	328	ns
On average, how many sexual partners do you think your peers have had?	4.13	3.48	-1.98	325	0.049
Condom Attitude Scale	19.04	18.90	-0.29	329	ns
Sexual Attitude Scale	22.78	21.12	-2.22	314	0.027
How old were you when you first engaged in sexual intercourse?	16.50	16.38	-0.53	217	ns
In your entire life, how many different people have you had as sexual partners?	3.58	2.94	-1.11	311	ns
Sexual Behavior Scale	3.48	3.10	-1.33	288	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	75.32	75.60	0.08	139	ns
On average, how many sexual partners do you think your peers have had?	4.07	2.96	-2.77	134	0.006
Condom Attitude Scale	19.29	18.32	-1.26	139	ns
Sexual Attitude Scale	24.70	21.38	-3.13	135	0.002
How old were you when you first engaged in sexual intercourse?	16.46	16.16	-0.69	87	ns
In your entire life, how many different people have you had as sexual partners?	4.70	2.82	-2.15	130	0.034
Sexual Behavior Scale	4.09	2.86	-2.53	121	0.013
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.27	79.68	-0.23	186	ns
On average, how many sexual partners do you think your peers have had?	4.16	3.81	0.75	188	ns
Condom Attitude Scale	18.84	19.30	0.80	187	ns
Sexual Attitude Scale	21.24	20.80	-0.43	176	ns
How old were you when you first engaged in sexual intercourse?	16.52	16.51	-0.04	188	ns
In your entire life, how many different people have you had as sexual partners?	2.73	2.97	0.31	178	ns
Sexual Behavior Scale	3.00	3.23	0.66	164	ns

Table 28 T-tests for Sexual Attitudes & Perceptions by High & Low Talk Show Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Talk Show Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.09	78.94	-0.57	409	ns
On average, how many sexual partners do you think your peers have had?	3.90	3.79	-0.34	406	ns
Condom Attitude Scale	18.63	19.08	1.05	409	ns
Sexual Attitude Scale	21.73	22.13	0.56	395	ns
How old were you when you first engaged in sexual intercourse?	16.73	16.43	-1.61	275	ns
In your entire life, how many different people have you had as sexual partners?	3.04	3.20	0.29	388	ns
Sexual Behavior Scale	3.35	3.33	-0.07	359	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	81.19	79.41	-1.57	184	ns
On average, how many sexual partners do you think your peers have had?	3.67	3.54	-0.24	179	ns
Condom Attitude Scale	18.32	19.08	0.9	183	ns
Sexual Attitude Scale	23.86	23.10	-0.59	180	ns
How old were you when you first engaged in sexual intercourse?	16.95	16.35	-1.19	120	ns
In your entire life, how many different people have you had as sexual partners?	4.29	3.43	-0.89	172	ns
Sexual Behavior Scale	3.70	3.50	-0.37	162	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	79.62	81.83	0.90	221	ns
On average, how many sexual partners do you think your peers have had?	3.96	4.05	0.20	223	ns
Condom Attitude Scale	18.71	19.09	0.70	222	ns
Sexual Attitude Scale	21.05	20.83	-0.25	211	ns
How old were you when you first engaged in sexual intercourse?	16.67	16.52	-0.69	152	ns
In your entire life, how many different people have you had as sexual partners?	2.65	2.88	0.34	212	ns
Sexual Behavior Scale	3.24	3.10	-0.45	193	ns

Table 29 T-tests for Sexual Attitudes & Perceptions by High & Low Music Video Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Music Video Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	79.72	78.29	-0.59	321	ns
On average, how many sexual partners do you think your peers have had?	4.17	3.46	-2.13	320	0.034
Condom Attitude Scale	19.12	18.91	-0.46	321	ns
Sexual Attitude Scale	22.68	21.59	-1.44	308	ns
How old were you when you first engaged in sexual intercourse?	16.65	16.51	-0.62	217	ns
In your entire life, how many different people have you had as sexual partners?	3.60	2.82	-1.36	304	ns
Sexual Behavior Scale	3.86	2.85	-3.57	284	0.000
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	75.05	77.54	0.70	142	ns
On average, how many sexual partners do you think your peers have had?	3.91	3.06	-2.15	139	0.033
Condom Attitude Scale	19.54	18.53	-1.42	140	ns
Sexual Attitude Scale	24.30	21.74	-2.34	137	0.021
How old were you when you first engaged in sexual intercourse?	16.46	16.48	-0.05	91	ns
In your entire life, how many different people have you had as sexual partners?	5.23	2.35	-3.32	133	0.001
Sexual Behavior Scale	4.55	2.63	-4.28	125	0.000
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	83.57	79.02	-1.91	175	ns
On average, how many sexual partners do you think your peers have had?	4.37	3.73	-1.26	177	ns
Condom Attitude Scale	18.77	19.20	0.72	177	ns
Sexual Attitude Scale	21.36	21.35	-0.02	167	ns
How old were you when you first engaged in sexual intercourse?	16.80	16.56	-0.96	123	ns
In your entire life, how many different people have you had as sexual partners?	2.39	3.15	0.95	167	ns
Sexual Behavior Scale	3.33	2.99	-0.97	155	ns

Table 30 T-tests for Sexual Attitudes & Perceptions by High & Low Game Show Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Game Show Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	78.34	79.66	0.62	409	ns
On average, how many sexual partners do you think your peers have had?	3.70	3.86	0.47	406	ns
Condom Attitude Scale	18.36	19.16	1.75	409	ns
Sexual Attitude Scale	22.39	21.87	-0.70	395	ns
How old were you when you first engaged in sexual intercourse?	16.87	16.39	-2.12	275	0.035
In your entire life, how many different people have you had as sexual partners?	2.98	3.21	0.42	388	ns
Sexual Behavior Scale	3.38	3.32	-0.21	359	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	76.60	77.52	0.28	184	ns
On average, how many sexual partners do you think your peers have had?	3.28	3.69	0.88	179	ns
Condom Attitude Scale	18.05	19.35	1.93	183	ns
Sexual Attitude Scale	23.42	23.14	-0.26	180	ns
How old were you when you first engaged in sexual intercourse?	16.92	16.24	-1.73	120	ns
In your entire life, how many different people have you had as sexual partners?	3.28	3.74	0.58	172	ns
Sexual Behavior Scale	3.55	3.53	-0.03	162	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	80.06	81.14	0.40	221	ns
On average, how many sexual partners do you think your peers have had?	4.11	3.98	-0.27	223	ns
Condom Attitude Scale	18.66	19.01	0.55	222	ns
Sexual Attitude Scale	21.27	20.81	-0.43	211	ns
How old were you when you first engaged in sexual intercourse?	16.82	16.50	-1.23	152	ns
In your entire life, how many different people have you had as sexual partners?	2.71	2.80	0.12	212	ns
Sexual Behavior Scale	3.22	3.15	0.19	193	ns

Table 31 T-tests for Sexual Attitudes & Perceptions by High & Low Cartoon Viewing

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Cartoon Viewing					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	78.05	80.37	1.23	408	ns
On average, how many sexual partners do you think your peers have had?	3.61	3.98	1.22	405	ns
Condom Attitude Scale	18.81	19.05	0.59	408	ns
Sexual Attitude Scale	22.96	21.30	-2.48	394	0.013
How old were you when you first engaged in sexual intercourse?	16.50	16.53	0.17	275	ns
In your entire life, how many different people have you had as sexual partners?	3.28	3.06	-0.45	387	ns
Sexual Behavior Scale	3.53	3.20	-1.25	358	ns
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	77.45	76.99	-0.15	184	ns
On average, how many sexual partners do you think your peers have had?	3.36	3.78	0.99	179	ns
Condom Attitude Scale	18.84	19.07	0.36	183	ns
Sexual Attitude Scale	23.93	22.44	-1.59	180	ns
How old were you when you first engaged in sexual intercourse?	16.48	16.41	-0.19	120	ns
In your entire life, how many different people have you had as sexual partners?	3.70	3.46	-0.33	172	ns
Sexual Behavior Scale	3.81	3.25	-1.33	162	ns
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	78.65	82.29	1.35	220	ns
On average, how many sexual partners do you think your peers have had?	3.88	4.08	0.43	222	ns
Condom Attitude Scale	18.74	19.03	0.50	221	ns
Sexual Attitude Scale	21.72	20.51	-1.25	210	ns
How old were you when you first engaged in sexual intercourse?	16.53	16.61	0.36	152	ns
In your entire life, how many different people have you had as sexual partners?	2.81	2.78	-0.04	211	ns
Sexual Behavior Scale	3.22	3.14	-0.22	192	ns

Table 32 Correlation Coefficients for Women's Magazine Readership & Sexual Attitude & Behavior Variables (Female Respondents)

Pearson Correlation Coefficients for Women's Magazine Readership and Sexual Attitude and Behavior Variables (Female Respondents Only)							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Women's Magazine Readership	.070 (222)	.098 (224)	.037 (223)	.028 (212)	-.100 (153)	.048 (213)	-.145* (194)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.270** (223)	.214** (221)	.240** (211)	-.070 (152)	.188** (212)	.383** (193)
(3) On average, how many sexual partners do you think your peers have had?		---	-.016 (223)	.123 (214)	-.257** (152)	.563** (213)	.229** (195)
(4) Condom Attitude Scale			---	.354** (211)	.113 (154)	.036 (212)	.252** (194)
(5) Sexual Attitude Scale				---	-.148 (146)	.277** (202)	.475** (185)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (151)	-.241** (139)
(7) In your entire life, how many different people have you had as sexual partners?						---	.512** (194)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 33 Correlation Coefficients for Men’s Magazine Readership & Sexual Attitude & Behavior Variables (Male Respondents)

Pearson Correlation Coefficients for Men's Magazine Readership and Sexual Attitude and Behavior Variables (Male Respondents Only)							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Men's Magazine Readership	.016 (184)	.058 (179)	-.006 (183)	.150* (180)	.033 (121)	.105 (172)	.310** (162)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.211** (181)	.240** (184)	.316** (180)	-.126 (121)	.117 (172)	.237** (163)
(3) On average, how many sexual partners do you think your peers have had?		---	.003 (179)	.194* (175)	-.247** (120)	.319** (168)	.236** (160)
(4) Condom Attitude Scale			---	.151* (180)	.101 (122)	.058 (172)	.235** (163)
(5) Sexual Attitude Scale				---	-.134 (119)	.307** (169)	.424** (159)
(6) How old were you when you first engaged in sexual intercourse?					---	-.416** (119)	-.226** (113)
(7) In your entire life, how many different people have you had as sexual partners?						---	.659** (163)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 34 Correlation Coefficients for Men's Magazine Readership & Sexual Attitude & Behavior Variables (Female Respondents)

Pearson Correlation Coefficients for Men's Magazine Readership and Sexual Attitude and Behavior Variables (Female Respondents Only)							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Men's Magazine Readership	.106 (223)	.310** (225)	.020 (224)	.156* (213)	-.051 (154)	.238** (214)	.246** (195)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.270** (223)	.214** (221)	.240** (211)	-.070 (152)	.188** (212)	.383** (193)
(3) On average, how many sexual partners do you think your peers have had?		---	-.016 (223)	.123 (214)	-.257** (152)	.563** (213)	.229** (195)
(4) Condom Attitude Scale			---	.354** (211)	.113 (154)	.036 (212)	.252** (194)
(5) Sexual Attitude Scale				---	-.148 (146)	.277** (202)	.475** (185)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (151)	-.241** (139)
(7) In your entire life, how many different people have you had as sexual partners?						---	.512** (194)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level
 ** Correlation is significant at .01 level

Table 35 Correlation Coefficients for Women's Magazine Readership & Sexual Attitude & Behavior Variables (Male Respondents)

Pearson Correlation Coefficients for Women's Magazine Readership and Sexual Attitude and Behavior Variables (Male Respondents Only)							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Women's Magazine Readership	-.016 (185)	.004 (180)	.083 (184)	.123 (181)	-.020 (121)	-.037 (173)	.028 (163)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.211** (181)	.240** (184)	.316** (180)	-.126 (121)	.117 (172)	.237** (163)
(3) On average, how many sexual partners do you think your peers have had?		---	.003 (179)	-.194* (175)	-.247** (120)	.319** (168)	.236** (160)
(4) Condom Attitude Scale			---	.151* (180)	.101 (122)	.058 (172)	.235** (163)
(5) Sexual Attitude Scale				---	-.134 (119)	.307** (169)	.424** (159)
(6) How old were you when you first engaged in sexual intercourse?					---	-.416** (119)	-.226* (113)
(7) In your entire life, how many different people have you had as sexual partners?						---	.659** (163)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 36 T-tests for Sexual Attitudes & Perceptions by High & Low Internet Exposure

Independent t-tests for Sexual Attitudes and Perceptions by High and Low Internet Exposure					
Variables	Internet Exposure		t-value	df	Sig
	High	Low			
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	75.89	81.14	2.06	256	0.040
On average, how many sexual partners do you think your peers have had?	3.53	3.97	1.12	254	ns
Condom Attitude Scale	18.94	18.85	-0.19	257	ns
Sexual Attitude Scale	21.84	21.81	-0.05	250	ns
How old were you when you first engaged in sexual intercourse?	16.34	16.43	0.34	170	ns
In your entire life, how many different people have you had as sexual partners?	2.40	3.83	2.18	245	0.030
Sexual Behavior Scale	2.73	3.68	2.97	229	0.003
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	71.03	81.94	2.76	115	0.007
On average, how many sexual partners do you think your peers have had?	3.19	3.90	1.26	112	ns
Condom Attitude Scale	18.81	18.80	-0.02	115	ns
Sexual Attitude Scale	22.57	23.94	1.18	113	ns
How old were you when you first engaged in sexual intercourse?	16.38	16.31	-0.14	72	ns
In your entire life, how many different people have you had as sexual partners?	2.27	4.67	2.55	109	0.013
Sexual Behavior Scale	2.65	4.34	3.16	102	0.002
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	81.07	80.25	-0.26	137	ns
On average, how many sexual partners do you think your peers have had?	3.88	3.96	0.16	138	ns
Condom Attitude Scale	19.08	18.85	-0.36	138	ns
Sexual Attitude Scale	21.07	20.21	-0.76	133	ns
How old were you when you first engaged in sexual intercourse?	16.30	16.52	0.72	95	ns
In your entire life, how many different people have you had as sexual partners?	2.53	3.26	0.76	132	ns
Sexual Behavior Scale	2.81	3.25	1.14	123	ns

Table 37 Correlation Coefficients for Internet Exposure & Sexual Attitude & Behavior Variables

Pearson Correlation Coefficients for Internet Exposure and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Internet Exposure	-.061 (410)	-.041 (408)	.054 (410)	.019 (396)	.007 (276)	-.100* (389)	-.141** (360)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	.226** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?	---	---	-.004 (407)	.138** (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale	---	---	---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale	---	---	---	---	-.150* (268)	.309** (376)	.456** (348)
(6) How old were you when you first engaged in sexual intercourse?	---	---	---	---	---	-.417** (273)	.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?	---	---	---	---	---	---	.585** (361)
(8) Sexual Behavior Scale	---	---	---	---	---	---	---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 38 Correlation Coefficients for Film Viewing & Sexual Attitude & Behavior Variables

Pearson Correlation Coefficients for Film Viewing and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Likelihood of viewing a non-pornographic film with adult or sexual content	.108* (355)	.122* (353)	.089 (355)	.297** (344)	-.020 (242)	.113* (336)	.158** (314)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	.226** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?		---	-.004 (407)	.138 (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale			---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale				---	-.150* (268)	.309** (376)	-.456** (348)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (273)	-.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?						---	.585** (361)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 39 Correlation Coefficients for Music Listening & Sexual Attitude & Behavior Variables

Pearson Correlation Coefficients for Music Listening and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Likelihood of listening to music that contains sexually explicit lyrics	.110* (353)	.160** (351)	.129* (354)	.246** (340)	-.072 (239)	.124* (334)	.248** (311)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	.226** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?		---	-.004 (407)	.138** (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale			---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale				---	-.150* (268)	.309** (376)	.456** (348)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (273)	.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?						---	.585** (361)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 40 Correlation Coefficients for DVD & Sexual Attitude & Behavior Variables

Pearson Correlation Coefficients for DVD Viewing and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Likelihood of viewing DVD's that contain adult or sexual content, but are not pornography	.189** (359)	.168** (357)	.151** (360)	.327** (347)	.022 (243)	.091 (339)	.209** (318)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	.226** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?		---	-.004 (407)	.138** (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale			---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale				---	-.150* (268)	.309** (376)	.456** (348)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (273)	.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?						---	.585** (361)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 41 Correlation Coefficients for Video Game Exposure & Sexual Attitude & Behavior

Variables

Pearson Correlation Coefficients for Video Game Exposure and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Likelihood of playing video games that contain nudity or sexual content	.048 (262)	.032 (261)	.097 (262)	.118 (252)	.050 (177)	.098 (246)	.164* (233)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	.226** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?		---	-.004 (407)	.138** (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale			---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale				---	-.150* (268)	.309** (376)	.456** (348)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (273)	.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?						---	.585** (361)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 42 Correlation Coefficients for Pornography Viewing & Sexual Attitude & Behavior

Variables

Pearson Correlation Coefficients for Pornography Viewing and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Likelihood of viewing pornography	-.059 (280)	.009 (280)	.139* (281)	.247** (270)	-.027 (196)	.103 (266)	.200** (252)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	.226** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?		---	-.004 (407)	.138** (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale			---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale				---	-.150* (268)	.309** (376)	.456** (348)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (273)	.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?						---	.585** (361)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 43 T-tests for Sexual Attitudes & Perceptions by High & Low Exposure to Other Media

Variables	Other Media Exposure		t-value	df	Sig
	High	Low			
Independent t-tests for Sexual Attitudes and Perceptions by High and Low Exposure to Other Media					
Total Population					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	81.46	74.88	-2.23	158	0.027
On average, how many sexual partners do you think your peers have had?	4.31	3.17	-2.84	158	0.005
Condom Attitude Scale	20.06	18.51	-2.82	158	0.005
Sexual Attitude Scale	25.33	18.40	6.80	154	0.000
How old were you when you first engaged in sexual intercourse?	16.41	16.60	0.59	103	ns
In your entire life, how many different people have you had as sexual partners?	3.98	1.90	-2.51	149	0.013
Sexual Behavior Scale	4.01	2.10	-5.20	144	0.000
Males					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	78.49	69.00	-1.88	74	ns
On average, how many sexual partners do you think your peers have had?	4.05	2.82	-2.31	72	0.024
Condom Attitude Scale	19.86	18.60	-1.49	73	ns
Sexual Attitude Scale	25.26	18.52	-4.58	73	0.000
How old were you when you first engaged in sexual intercourse?	16.34	16.65	0.49	46	ns
In your entire life, how many different people have you had as sexual partners?	4.81	0.83	-4.37	69	0.000
Sexual Behavior Scale	4.17	1.43	-4.61	67	0.000
Females					
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	85.91	77.82	-2.28	82	0.025
On average, how many sexual partners do you think your peers have had?	4.65	3.35	-2.46	84	0.016
Condom Attitude Scale	18.47	10.33	-2.43	83	0.017
Sexual Attitude Scale	25.42	18.33	-4.93	79	0.000
How old were you when you first engaged in sexual intercourse?	16.50	16.59	0.22	55	ns
In your entire life, how many different people have you had as sexual partners?	2.79	2.43	-0.32	78	ns
Sexual Behavior Scale	3.77	2.43	-2.85	75	0.006

Table 44 Correlation Coefficients for the Other Media Scale & Sexual Attitudes & Behavior

Variables

Pearson Correlation Coefficients for the Other Media Scale and Sexual Attitude and Behavior Variables							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Other Media Scale	.162* (238)	.181** (237)	.175** (238)	.432** (228)	-.027 (161)	.199** (225)	.373** (214)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.248** (411)	.226** (410)	.255** (397)	-.101 (276)	.146** (389)	.288** (360)
(3) On average, how many sexual partners do you think your peers have had?		---	-.004 (407)	.138** (395)	-.240** (275)	.448** (386)	.226** (359)
(4) Condom Attitude Scale			---	.263** (396)	.106 (278)	.047 (388)	.246** (361)
(5) Sexual Attitude Scale				---	-.150* (268)	.309** (376)	.456** (348)
(6) How old were you when you first engaged in sexual intercourse?					---	-.417** (273)	.232** (254)
(7) In your entire life, how many different people have you had as sexual partners?						---	.585** (361)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 45 Correlation Coefficients for the Other Media Scale & Sexual Attitudes & Behavior

Variables - Males

Pearson Correlation Coefficients for the Other Media Scale and Sexual Attitude and Behavior Variables - Males							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Other Media Scale	.161 (113)	.192* (110)	.160 (112)	.389** (110)	.017 (73)	.272** (105)	.418** (101)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.211** (181)	.240** (184)	.316** (180)	-.126 (121)	.117 (172)	.237** (163)
(3) On average, how many sexual partners do you think your peers have had?		---	.003 (179)	.194* (175)	-.247** (120)	.319** (168)	.236** (160)
(4) Condom Attitude Scale			---	.151* (180)	.101 (122)	.058 (172)	.235** (163)
(5) Sexual Attitude Scale				---	-.134 (119)	.307** (169)	.424** (159)
(6) How old were you when you first engaged in sexual intercourse?					---	-.416** (119)	-.226* (113)
(7) In your entire life, how many different people have you had as sexual partners?						---	.659** (163)
(8) Sexual Behavior Scale							---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 46 Correlation Coefficients for the Other Media Scale & Sexual Attitudes & Behavior

Variables - Females

Pearson Correlation Coefficients for the Other Media Scale and Sexual Attitude and Behavior Variables - Females							
Variables	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Other Media Scale	.262** (125)	.213* (127)	.239* (126)	.467** (118)	-.049 (88)	.064 (120)	.316** (113)
(2) What percentage, out of 100% of your peers do you think have engaged in sexual activity?	---	.270** (223)	.214** (221)	.240** (211)	-.070 (152)	.188** (212)	.383** (193)
(3) On average, how many sexual partners do you think your peers have had?	---	---	-.016 (223)	.123 (214)	-.257** (152)	.563** (213)	.229** (195)
(4) Condom Attitude Scale	---	---	---	.354** (211)	.113 (154)	.036 (212)	.252** (194)
(5) Sexual Attitude Scale	---	---	---	---	-.148 (146)	.277** (202)	.475** (185)
(6) How old were you when you first engaged in sexual intercourse?	---	---	---	---	---	-.417** (151)	-.241** (139)
(7) In your entire life, how many different people have you had as sexual partners?	---	---	---	---	---	---	.512** (194)
(8) Sexual Behavior Scale	---	---	---	---	---	---	---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

Table 47 T-tests for Sexual Attitude & Perceptions by High & Low TV Viewing – Male Virgins

Independent t-tests for Sexual Attitude and Perceptions by High and Low Television Viewing - Male Virgins					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	69.37	73.47	0.62	40	ns
On average, how many sexual partners do you think your peers have had?	3.12	2.62	-0.47	37	ns
Condom Attitude Scale	17.46	17.13	-0.21	39	ns
Sexual Attitude Scale	20.35	17.69	-1.27	37	ns

Table 48 Correlation Coefficients for TV Viewing and Sexual Attitude & Behavior Variables –
Male Virgins

Pearson Correlation Coefficients for Television Viewing and Sexual Attitude and Behavior Variables - Male Virgins					
Variables	(2)	(3)	(4)	(5)	(6)
(1) Television Exposure	.289 (37)	.052 (65)	.148 (62)	-.37 (63)	.159 (63)
(2) Other Media Exposure	---	.284 (37)	.065 (36)	.210 (36)	.474** (36)
(3) What percentage, out of 100% of your peers do you think have engaged in sexual activity?		---	.205 (62)	.385** (63)	.452** (62)
(4) On average, how many sexual partners do you think your peers have had?			---	-.081 (60)	.207 (59)
(5) Condom Attitude Scale				---	.333** (61)
(6) Sexual Attitude Scale					---

* Correlation is significant at .05 level
** Correlation is significant at .01 level

Table 49 T-tests for Sexual Attitude & Perceptions by High & Low TV Viewing – Female
Virgins

Independent t-tests for Sexual Attitude and Perceptions by High and Low Television Viewing - Female Virgins					
Variables	Television Viewers		t-value	df	Sig
	High	Low			
What percentage, out of 100% of your peers do you think have engaged in sexual activity?	67.11	70.00	0.48	45	ns
On average, how many sexual partners do you think your peers have had?	3.82	3.70	-0.13	46	ns
Condom Attitude Scale	18.50	14.89	-2.29	44	0.03
Sexual Attitude Scale	18.56	15.29	-1.38	40	ns

Table 50 Correlation Coefficients for TV Viewing and Sexual Attitude & Behavior Variables –
Female Virgins

Pearson Correlation Coefficients for Television Viewing and Sexual Attitude and Behavior Variables - Female Virgins					
Variables	(2)	(3)	(4)	(5)	(6)
(1) Television Exposure	.194 (39)	-.159 (69)	-.027 (70)	.236 (67)	0.242 (64)
(2) Other Media Exposure	---	.235 (38)_	.265 (39)	.263 (37)	.516** (34)
(3) What percentage, out of 100% of your peers do you think have engaged in sexual activity?		---	.386** (69)	.321** (66)	.200 (63)
(4) On average, how many sexual partners do you think your peers have had?			---	.492** (61)	.131 (54)
(5) Condom Attitude Scale				---	.492** (61)
(6) Sexual Attitude Scale					---

* Correlation is significant at .05 level

** Correlation is significant at .01 level

CHAPTER FIVE: DISCUSSION

Sexual content is prevalent in television programming (Cope-Farrar & Kunkel, 2002; Farrar et al., 2003; Fisher et al., 2004; Franzblau, Sprafkin, & Rubinstein, 1977; Kunkel et al., 2003). The viewing of this content has been found to be related to more permissive sexual attitudes and participate in more sexual behaviors (Brown & Newcomer, 1991; Collins et al., 2004; Pardun, L'Engle, & Brown, 2005; Peterson, Moore, & Furstenberg, 1991). The researcher looked for these relationships within the theoretical framework of cultivation and social learning theories (Gerbner, 1970; Bandura, 1973). This study hoped to expand the existing literature by using new tools to measure attitudes and behaviors, and looking media forms other than television. It also used a slightly older group of subjects than some previous research. Additionally, the researcher examined the possibility that cultivation effects may be more prevalent with *high viewers* of specific television genres and other forms of media rather than just television in general. This study used a survey (N = 417) to examine these relationships in young students at a large southeastern university. This study targeted freshmen, many in their first semester of college, to get the best measure of attitudes before they were changed by college life. In addition to examining the effects of television viewing, the researcher looked at the effects of exposure to other media that may contain sexual content, such as magazines, Internet, DVD's, video games, and music.

This study gives insight into how changes in media consumption may be changing the effects of the media. Although no significant relationships were found for the hypotheses examined, the significant relationships found for the research questions offer new and important areas that need to be explored more. Hypotheses 1 through 6 looked for t-test relationships

between television viewing and students' sexual attitudes and behaviors within the context of cultivation theory (tables 14-17). Hypotheses 7 through 12 looked for a similar relationship, but within the context of social cognitive theory (tables 18-20). The research questions this study examined looked at relationships among media other than television and students' sexual attitudes and behaviors. This is an important area to examine because media content is becoming more diverse and accessible, and the preliminary evidence found in this study suggests that increased exposure may have an impact on young people.

One of the most important findings of this study is the relationship found between exposure to media other than television and its relationship with attitudes and behaviors. Although the correlations may not have been very strong, a large number of significant relationships were found between increases in the likelihood of viewing other media forms that contain sexual content and increasingly liberal sexual attitudes and increases in the amount of sexual behavior that students engaged in. Students' sexual attitudes were found to be strongly related to their consumption of all other forms of media except Internet use and magazine readership. While not always the case, attitudes often lead to behaving in a certain way. Many of the students surveyed were young, and almost 33% of them said they had not had sexual intercourse. It may be that the behavior correlations would be stronger if they had more opportunities. The relationships found when looking at the impact of other media in general are especially important. When looking at exposure to other media within the context of cultivation, the high exposure group scored significantly higher, or more sexual, than their low exposure peers. Additionally, some of the strongest correlations found by this study were among other media exposure and sexual attitudes and sexual behaviors, with Pearson correlation coefficients of .432 ($p < .01$) and .373 ($p < .01$), respectively.

The findings of a relationship between sexual attitudes and exposure to other media held, even when examining the answers of respondents who said they had never had sex. This suggests that the students' attitudes have been influenced by their exposure to various forms of media, and not entirely by personal experiences. Like some of the other findings in this study, differences were found between males and females. The correlation between exposure to other media and sexual attitude for male virgins was stronger than that for the total sample of males. The opposite was true for females. This may imply that males who are not sexually active are more likely to be influenced by sexual content in media, but females may turn not turn to the media until after their first sexual encounter. Further exploration into both the gender differences and the differences between virgins and non-virgins found in this research would be good areas for research.

The other media evaluated by the scale had a significant correlation with the respondents' sexual attitude and behaviors. Internet exposure and magazine readership did not have as strong of relationships. Small correlations between male subjects who read male magazines, and their sexual attitude and sexual behavior measures were found, but similar results were not found for females. More interesting are the relationships that were found between female readership of men's magazines, and female's sexual attitudes and behaviors; small, but significant correlations were found. This would be an area where content analysis could give some insight into what is going on. There has been little research into the content of men's magazines. The Internet is another area where content analysis of what the respondents are viewing may give insight into what is happening. Cultivation analysis of Internet time found that males who reported high Internet exposure did not have a significantly different attitude than from low exposure peers, but they did report significantly fewer partners and a significantly lower score on the sexual behavior

scale. They also said they felt that a significantly lower portion of their peers were sexually active. The lower amount of personal experience may mean that they have had fewer opportunities for intercourse, because they are busy on the Internet, and feel that their peers are in a similar situation. In further research, it would be a good idea to develop a measure of the content that they are viewing on the internet and look for relationships between content and attitude. Intuitively, it would make sense that those who spend a lot of time on the Internet with content that is not sexual in nature would have a more conservative view about sex.

The hypotheses used in this study were similar to those examined previously, but the researcher used different tools to examine these hypotheses. Differences in measurements and the scales used may be why support for previous research was not found. The age of respondents may have been a factor as well since previously the strongest findings have been found for subjects who are younger than those in this study. Even though support for previous research was not found, the relationships discovered by the research questions and the insight into the sexual attitudes and behaviors of young adults provided by this study are both important.

This study actually found a significant relationship inverse to what is predicted by cultivation. *High female viewers* thought that a significantly smaller portion of their peers are sexually active than *low television viewers*. Cultivation theory and previous research would predict the opposite: that the more television a person views the more of their peers they would believe to be sexually active. This may be because they shut themselves off from others by watching television, to the point that they do not have a sense for what others are doing. Additionally, they do not have the opportunity to engage in sex themselves, so they do not feel that other people their age are having sex. It may also be that low viewers are people that do not

watch television because they are busy having sex, so they feel that others are doing the same thing. This finding should be further evaluated.

One of the biggest differences between this study and previous research is the tools that were used to measure attitudes. This was the first time that these scales had been used for this type of research. They had been tested in studies related to other aspects of behavior, but not media use. All of the questions related to students' sexual attitudes and behaviors were located in one part of the survey. This may have allowed some students to guess what the study was measuring. One of the other differences between this study and the previous research is that this study was done with college age students. While the students in this sample were relatively young, previous research that has found the strongest relationships between television viewing and sexual attitudes and behaviors has used students who are even younger. These students are often in middle school or high school. It may be that by the time students have entered college their attitudes are shaped more by their personal experiences, and the attitudes of their friends and family instead of the content they see on television. This study did use similar means as previous research to assess students' television viewing as well as to analyze the data to look for cultivation and social learning.

The traditional view of cultivation theory is that there will be significant differences in the views of *high* and *low* viewers of television no matter what content they are viewing (Gerbner, 1970). Previous research has also suggested that it is not the content of the programs being watched, but the amount of television a person views that has a relationship with the viewers attitudes about sex (Pardun, L'Engle, & Brown, 2005). The results of this study do not support this idea; however, the results do suggest that it may be better to look for cultivation effects that are genre-specific. Male students who were *high viewers* of prime-time soap operas,

soap operas, movies on television, music videos, and reality had views on sex that were reflective of the sexual scenarios often portrayed in that type of programming. Significantly more liberal attitudes were found for males who watched movies on television, music videos, soap operas, and prime time soaps. The strongest of these effects was found for males who were *high viewers* of movies on television and music videos. Of the seven measures used to determine sexual attitudes and behaviors, significant differences in four of these measures was found for both genres. It suggests that males may be more likely to turn to television when developing their attitudes about sex. Females reported no differences between *high* and *low viewers* for these genres. *High female viewers* of reality television did report engaging in more risky sexual behaviors than *low female viewers*. The idea that genre specific cultivation may occur is something that researchers need to continue to explore and program diversification increases. It seems that cultivation may occur on both a genre specific and gender specific level. It may also be that female students' views are shaped by factors other than the media at this age. Females may be more likely to talk about sex with others such as friends and family and this discussion have a greater influence on their attitudes about sex than their television viewing.

Research should closely examine the possibility of genre-specific cultivation effects. This has been explored by a few researchers, but research is needed to determine the strength of these effects (Buerkel-Rothfuss & Strouse, 1993; Kalof, 1999; Potter, 1990). This study suggests that some are present, but a more precise measurement of the amount of each genre viewed would be good for research. The genre-specific cultivation factors may become more important as more and more television shows become available for view at home either via DVD or a Web-based distribution service.

One of the most important areas for genre-specific research would be music videos. This genre seemed to have the greatest amount of influence on beliefs of male subjects in this study about the world around them and their own attitudes and behaviors. Previous research has also shown that MTV viewing was related to increased approval of premarital sex and has been shown to be a powerful predictor of attitudes about sex (Greeson & Williams, 1986; Strouse & Buerkel-Rothfuss, 1987). Additionally, music videos are one of the fastest growing and easily accessible forms of media that are available through various sources other than television including the Internet, personal media players (such as the iPod), and cellular phones. In further research it will be important to determine whether it is the content, the means of delivery, or some other factor that is driving these possible effects.

The scales used to measure subjects' perceptions of condoms, their sexual attitudes, and their sexual behaviors, have been previously used to do research in fields other than media effects. The information gained from these questions gives insight into the sexual lives of young college students. One of the most interesting findings is that students on average thought that about 80% of their peers were sexually active, while in reality only 67% of students reported having sexual intercourse. This is still almost two-thirds of those surveyed, but it is substantially less than the students thought. The average age at first intercourse for this study was 16.51, which is the same as the national average of 16.51 (Planned Parenthood, 2004). The research also shows that students have a very favorable attitude toward condoms. The mean score for the condom-attitude scale was 18.95 out of a possible 24. With the prevalence of sexually transmitted diseases, this is an important attitude to measure, because it is hoped that a positive attitude toward condoms will lead to using them. The fact that less than 1.5% of the students

surveyed said they had contracted a sexually transmitted disease may be related to their positive attitude toward condoms.

One of the biggest limitations of this study is that it is a survey and there is no way that causation can be found. Although several correlations between viewing sexual media and sexual attitudes and behaviors were found, it is not possible to say that the media are the cause of the attitude or behavior. It may be that people with more sexual experience seek out media that reinforce their current beliefs. This does, however, show that the possibility of causation exists, and it is worth investing the time needed to create an experiment that could further the research. Additionally, analysis of the data collected from students who reported never engaging in sexual intercourse, still shows a significant relationship between increasing amounts of exposure to sexual media and increasingly liberal sexual attitudes. It is only a preliminary analysis but suggests that the correlation between media exposure and sexual attitude is not because of the viewer seeking out sexual media because they are sexually active. This finding could be furthered by an experiment that incorporates viewing of media containing sexual content and its effects on both virgins and non-virgins attitudes about sex.

Another limitation to the study is the measurement used for other media. It seems that this may be an area where a large amount of relationships may reside, but the few questions used to determine exposure to movies, DVDs, music, video games, and porn, needs to be expanded to better measure this exposure. The questions were also worded to ask about the likelihood of exposure as opposed to actual exposure. Research needs to find a way to more precisely quantify the amount of actual exposure to these media forms to more adequately explore the relationships. Although it is only preliminary, this is an extremely valuable area of this study because many of the areas of other media that the researcher looked at are expanding rapidly in today's media

landscape. What was traditionally thought of as television content is now available through a variety of sources, as well as a large amount of new content that is emerging from new media sources. Content that is available through these new sources needs to be evaluated to find out what messages it contains and then more precise studies looking at the possible effects of this content need to be developed.

Although the scale to measure sexual behavior was reliable, it could use some improvement. After the data were collected, it was discovered that all the questions originally intended for the scale could not be used reliably. The researcher had to use the scale in a different manner from previous researchers. It ended up with only 8 items, as opposed to the 12 that were originally intended to be included. Research should pretest the reliability and feasibility of the scales that will be used.

As this study shows, it is essential that research move from examining the relationship between television and its effect on sexual attitudes and behaviors to looking at the effects of other media on young adults. Preliminary examination shows that relationships between media, other than television, that contain sexual content may have an even greater effect on attitudes and behaviors than television exposure.

Research should be sure to include experiments. This is the only way that causation can be established. Experimental research would be especially good to use to further explore the effects of media other than television. It would allow researchers to both better quantify the amount of exposure a subject has, and enable them to work towards establishing a better understanding of how the relationship between sexual attitudes and behaviors and media exposure works.

This study is just the beginning of what needs to be done to better understand the relationships between the media and sexual attitudes and behaviors. Research into the possible causal relationships described here, as well as, greater insight in to how these relationships come to be are the next steps for research on this topic. The research in this study is just one step in the process of understanding the relationships between media content and viewers' attitudes. Understanding this process is the first step in creating a tool to help young people to evaluate and understand the media that surround them.

APPENDIX A: SURVEY

Survey Instructions

Thank you for participating in the study. In the survey you will find a series of different types of questions. Please read the instructions for each section carefully. Also, this survey will need to be completed on your own time away from the classroom. Note, some questions are personal; therefore, please complete the survey in a private place where no one can see your answers.

Before you complete the survey, please read and sign the consent form, which you will find on the back of this page. Once signed, place it in the white envelope and seal it. Please fill out the survey as completely as possible. After finishing the survey, please place it separately in the manila envelope and seal it. Sign over the seal once the envelope is closed.

Please return the manila envelope and white envelope separately to the researchers, who will collect them at the start of your next class meeting. The envelopes will be opened separately from one another to ensure confidentiality.

Note that this project has been designed solely for research purposes, and no one except the research team will have access to your responses. Surveys will be identifiable by a random number only; there will be no way to identify the respondent.

Again thank you for participating.

Sincerely,

Heather Hackbarth

Brianne Straub

September 27, 2005

Dear Student,

Our names are Heather Hackbarth and Brianne Straub, and we are graduate students in the Nicholson School of Communication working under the supervision of faculty member, Dr. Steve Collins. We would like to invite you to participate in research to look at your opinions on a variety of topics. This project has been designed solely for research purposes, and no one except the research team will have access to your responses. Your identity will be kept confidential by a numbering system. Additionally, this consent form will be returned in a separate envelope from your survey. This survey should take approximately 15 minutes, outside of class time, to complete.

Your participation in this project is voluntary. You do not have to answer any question(s) that you do not feel comfortable answering. Please be advised that you may choose not to participate in this research, in which case you do not need to take the survey. Non-participation in this survey will not affect your grade. There is no compensation for participating in this research project, but you will be helping fellow students to further their academic careers. There are no anticipated risks associated with participation in this research. As a participant of this study, you have the right to withdraw consent at any time without consequence.

If you have any questions or comments about this research, please contact Heather Hackbarth or Brianne Straub, or their faculty supervisor, Dr. Steve Collins, Nicholson School of Communication, Orlando, FL, (407) 823- 6236, Scollins@mail.ucf.edu.

Sincerely,

Heather Hackbarth and Brianne Straub

_____ I have read the procedure described above.

_____ I voluntarily agree to participate in the survey

Participant (Printed Name)

Date

Participant (Signature)

SPC1600 or SPC 1016 Instructor

Please circle your answers to the following questions.

Section I

Please indicate the importance of each of the following as it is related to a romantic relationship. For the purpose of this study, a romantic relationship is defined as relationship that includes a commitment, connection and an emotional bond to another person.

- Successfully resolving conflicts (not going to bed angry)

Very Unimportant Unimportant Neutral Important Very important

- Spending as much time together as possible

Very Unimportant Unimportant Neutral Important Very important

- Being physically intimate as often as possible

Very Unimportant Unimportant Neutral Important Very important

- Having a positive relationship with your partner's family

Very Unimportant Unimportant Neutral Important Very important

- The ability to openly communicate about anything

Very Unimportant Unimportant Neutral Important Very important

- The ability to consider your partner as your best friend

Very Unimportant Unimportant Neutral Important Very important

Section II

Please circle the answer that best fits your personal opinion. Please remember for the purpose of this study, a romantic relationship is defined as relationship that includes a commitment, connection and an emotional bond to another person.

- In a romantic relationship you should have a feeling of mutual understanding.

Strongly agree Agree Neutral Disagree Strongly Disagree

- I think my wedding day will be the happiest day of my life.

Strongly agree Agree Neutral Disagree Strongly Disagree

I'm married

- In a romantic relationship you should be interested in each others problems.

Strongly agree Agree Neutral Disagree Strongly Disagree

- If a man/woman had all the other qualities you desired, would you marry this person if you were not in love with him/her?

Yes No Undecided I'm married

- If love has completely disappeared from a marriage, I think it is probably best for the couple to make a clean break from each other and start new lives.

Strongly agree Agree Neutral Disagree Strongly Disagree

- I often catch myself thinking about how nice it would be to be married.

Strongly agree Agree Neutral Disagree Strongly Disagree

I'm married

- Marriage is an institution intended to last a lifetime.

Strongly agree Agree Neutral Disagree Strongly Disagree

- I often find myself talking about romantic relationships.

Strongly agree Agree Neutral Disagree Strongly Disagree

- In my opinion, the disappearance of love is not a sufficient reason for ending a marriage, and should not be viewed as such.

Strongly agree Agree Neutral Disagree Strongly Disagree

- In a romantic relationship you should be able to trust your partner completely.

Strongly agree Agree Neutral Disagree Strongly Disagree

- In a romantic relationship you should know your partner's innermost feelings.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Casual sex/hookup can lead to a romantic relationship.

Strongly agree Agree Neutral Disagree Strongly Disagree

• How many times have you been in love? _____

• Are you in love now?

Yes No Undecided

• Are your parents still married to one another?

Yes No My parents never married

• Do you want to get married one day?

Yes No Undecided I'm married

• Do you think you will find the person you will married at UCF?

Yes No Undecided I'm married

Section III

Some of the items refer to a specific love relationship, while others refer to general attitudes and beliefs about love. Whenever possible, answer the questions with your current romantic partner in mind. If you are not currently dating anyone, answer the questions with your most recent romantic partner in mind. If you have never been in love, answer in terms of what you think your responses would most likely be.

• My partner fits my ideal standards of physical beauty/handsomeness.

Strongly agree Agree Neutral Disagree Strongly Disagree

• I have sometimes had to keep my partner from finding out about other lovers.

Strongly agree Agree Neutral Disagree Strongly Disagree

• When my partner doesn't pay attention to me I feel sick all over.

Strongly agree Agree Neutral Disagree Strongly Disagree

• I feel that my partner and I were meant for each other.

Strongly agree Agree Neutral Disagree Strongly Disagree

- **I cannot relax if I suspect that my partner is with someone else.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **I enjoy playing the 'game of love' with a number of different partners.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **One consideration in choosing my partner was how he/she would reflect on my career.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **Our love is the best kind because it grew out of a long friendship.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **My partner and I have the right physical 'chemistry'.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **Our friendship merged gradually into love over time.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **I would endure all things for the sake of my partner.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **A main consideration in choosing my partner was how he/she would reflect on my family.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **I would rather suffer myself than let my partner suffer.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **An important factor in choosing my partner was whether he/she would be a good parent.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **It is hard to say exactly where friendship ends and love begins.**
Strongly agree Agree Neutral Disagree Strongly Disagree

- Sometimes I get so excited about being in love that I can't sleep.

Strongly agree Agree Neutral Disagree Strongly Disagree

- I believe that what my partner doesn't know about me won't hurt him/her.

Strongly agree Agree Neutral Disagree Strongly Disagree

- I cannot be happy unless I place my partner's happiness before my own.

Strongly agree Agree Neutral Disagree Strongly Disagree

Section IV

Please choose the answer that best reflects your opinion.

- What percentage, out of 100%, of your peers do you think have engaged in sexual activity?

_____ %

- On average, how many sexual partners do you think your peers have had?

_____ (partners)

Please circle the answer that best reflects your opinions and behaviors

- Condoms are a good way to help stop AIDS and other sexually transmitted diseases.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Condoms are safe to use.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Using condoms is the responsible thing to do.

Strongly agree Agree Neutral Disagree Strongly Disagree

- I would feel guilty if I had sex with someone I just met.

Strongly agree Agree Neutral Disagree Strongly Disagree

- By using condoms, I and my partner are less likely to get AIDS or other sexually transmitted diseases.

Strongly agree Agree Neutral Disagree Strongly Disagree

- If I just met someone appealing and I wanted to have sex, I believe I should have sex.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Casual sex is okay for someone my age and gender.

Strongly agree Agree Neutral Disagree Strongly Disagree

- It would be against my personal beliefs or standards to have sex with someone I have just met.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Using a condom shows you care about yourself and your partner.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Growing up, how often did you talk to your parents about sex?

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- Currently, how often do you talk to your parents about sex?

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- Currently, how often do you drink alcohol?

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- Currently, how often do you use illegal drugs, including but not limited to marijuana, ecstasy, cocaine, etc.?

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- In high school, how often did you drink alcohol?

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- In high school, how often did you use illegal drugs, including but not limited to marijuana, ecstasy, cocaine, etc.?

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- **If I used condoms, my partner would respect me.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **I think there is too much sexual freedom given to adults these days.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **Extramarital sex is never excusable.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **I think there is not enough sexual restraint among young people.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **I think that people indulge in sex too much.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **I think that sex should be reserved for marriage.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **There is too much sex on television.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **People should not masturbate.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **Heavy sexual petting should be discouraged.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **People should not discuss their sexual affairs or business with others.**
Strongly agree Agree Neutral Disagree Strongly Disagree
- **What two consenting adults do together sexually is their own business.**
Strongly agree Agree Neutral Disagree Strongly Disagree

- Have you ever had sexual intercourse with someone of the opposite sex?

Yes No

- What best describes your sexual orientation? *(please circle one)*

Heterosexual Homosexual Bisexual

- How many times in the last year have you had intercourse with someone of the opposite sex? If you cannot remember exactly, please estimate as carefully as possible.

_____ *(instances of sexual intercourse)*

- If you have had sex, how old were you when you first engaged in sexual intercourse?

_____ *(years old)*

- Altogether during the past year, how many different people of the opposite sex have you had as sexual partners?

_____ *(partners)*

- In your entire life, how many different people of the opposite sex have you had as sexual partners?

_____ *(partners)*

- In the past 12 months, how many times have you had intercourse with someone you didn't know very well?

Never Once Twice At least 3 times

- Have you had sex in the past year with a partner who you knew was having sex with other people?

Yes No

- How many times have you had sex in the past year with a partner you knew was having sex with other people?

_____ *(instances of sexual intercourse)*

- Generally, in the past year, how often has alcohol been part of your sexual activities?

Never Occasionally Half the time Often Always

- Generally, in the past year, how often has marijuana or drugs other than alcohol been part of your sexual activities?

Never Occasionally Half the time Often Always

- Have you had sex in the past year with someone who injects drugs?

Never Once Twice At least 3 times

- When you have heterosexual sex (sex with someone of the opposite sex), how often do you use some kind of birth control?

Never Sometimes About half Most times Every time N/A

- When you have sexual intercourse, how often do you or your partner(s) wear a condom?

Never Sometimes About half Most times Every time N/A

- Have you ever had a sexually transmitted disease such as gonorrhoea (clap), syphilis, or Chlamydia?

Yes No

- Have you ever had anal sex?

Yes No

- Have you ever had oral sex?

Yes No

Section V

Please indicate how often you watch the following types of programs.

- Romantic Comedies

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- Soap operas

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- Daytime talk shows

Very Frequently Frequently Sometimes Infrequently Very Infrequently

- Reality-based shows about relationships (i.e. TLC's The Wedding Story or The Bachelor/Bachelorette)

Very Frequently Frequently Sometimes Infrequently Very Infrequently

Please mark below the television shows that you have watched in the past week:

- | | |
|--|--|
| <input type="checkbox"/> Bachelor/Bachelorette | <input type="checkbox"/> Desperate Housewives |
| <input type="checkbox"/> Sex in the City | <input type="checkbox"/> MTV's The Real World |
| <input type="checkbox"/> Lifetime Movies | <input type="checkbox"/> TLC's The Wedding Story |
| <input type="checkbox"/> Friends | <input type="checkbox"/> Wife Swap |
| <input type="checkbox"/> Daytime Soap Operas | <input type="checkbox"/> The King of Queens |

Please circle the choice that best represents your opinion

- Television shows life as it really is.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Television lets me see how other people live their lives.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Television characters show how interactions between people really are.

Strongly agree Agree Neutral Disagree Strongly Disagree

- Romantic interactions between male and females on television imitate an ideal relationship.

Strongly agree Agree Neutral Disagree Strongly Disagree

In a typical day, how much time do you spend watching television (in minutes and hours)?

_____ hours _____ minutes

Approximately how much time to spend using the Internet for NON-school or work purposes (in hours and minutes)?

_____ hours _____ minutes

Think back to when you were growing up, how many days per week did you watch prime-time television? (Please circle the number of days 0-7)

0 1 2 3 4 5 6 7

Of the amount of time listed in the question above, how much time do you watch the following types of television programming (In minutes and hours)?

- Situation Comedies (ex. *Friends*, *Scrubs*, *Will and Grace*, etc.) _____ hours _____ mins
- Action Adventure (ex. *24*, *NYPD Blue*, etc.) _____ hours _____ mins
- Primetime Soap Operas (ex. *The OC*, *One Tree Hill*, etc.) _____ hours _____ mins
- Daytime Soap Operas (ex. *All My Children*, *Passions*, etc.) _____ hours _____ mins
- News – Local or National _____ hours _____ mins
- Television Movies _____ hours _____ mins
- Talk Shows (ex. *Oprah*, *Ellen*, etc.) _____ hours _____ mins
- Music Videos _____ hours _____ mins
- Game Shows _____ hours _____ mins
- Cartoons _____ hours _____ mins
- Reality Television (ex. *Real World*, *Survivor*, *Bachelor*) _____ hours _____ mins

Of the following magazines, how many issues have you read in the past year (approximately 0-12)?

- | | |
|----------------------|-------------------|
| • Cosmopolitan _____ | • Vogue _____ |
| • Marie Claire _____ | • Maxim _____ |
| • Glamour _____ | • Playboy _____ |
| • Seventeen _____ | • FHM _____ |
| • YM _____ | • Stuff _____ |
| • Details _____ | • Penthouse _____ |

Please circle the number that best indicates how likely you are to do the following.

- In a given week how likely are you to watch films that contain nudity or adult content, but are not pornography? (Please circle a number 1-5. If you are not likely to do it, circle a low number. If you are not likely to do it, circle a high number.)

Unlikely 1 2 3 4 5 Likely

- Please circle the college related to your major (please circle one):

College of Arts and Sciences

College of Engineering and Computer Science

Burnett College of Biomedical Sciences

College of Health and Public Affairs

College of Business Administration

Rosen College of Hospitality Management

College of Education

College of Optics and Photonics

Other, please specify _____

- Are you enrolled in the Burnett Honors College?

Yes

No

- How often do you attend religious services or meetings?

Never

Once a year

A few times a year

A few times a month

Once a week

More than once a week

- How often do you spend time in private religious activities, such as pray, meditation, or bible study?

Never

Once a year

A few times a year

A few times a month

Once a week

More than once a week

You're finished!

We appreciate that you took the time to complete our survey. Please place the survey in the manila envelop then seal it. Then place your consent form inside the white envelop and seal it. DO NOT put your consent form inside the manila envelop with your survey. Please return your survey and consent form to your SPC1600 or SPC1016 instructor during your next class meeting

Thank you!

APPENDIX B: IRB APPROVAL



Office of Research & Commercialization

September 22, 2005

Heather Hackbarth and Brianne Straub
c/o Dr. Steven Collins
University of Central Florida
Nicholson School of Communication
COMM 260
Orlando, FL 32816-1344

Dear Ms. Hackbarth and Ms. Straub:

With reference to your protocol #05-2831 entitled, "**Television media's impact on attitudes about romantic and sexual relationships**" I am enclosing for your records the approved, expedited document of the UCFIRB Form you had submitted to our office. **This study was approved on 9/18/05 and the expiration date will be 9/17/06.** Should there be a need to extend this study, a Continuing Review form must be submitted to the IRB Office for review by the Chairman or full IRB at least one month prior to the expiration date. This is the responsibility of the investigator. **Please notify the IRB office when you have completed this research study.**

Please be advised that this approval is given for one year. Should there be any addendums or administrative changes to the already approved protocol, they must also be submitted to the Board through use of the Addendum/Modification Request form. Changes should not be initiated until written IRB approval is received. Adverse events should be reported to the IRB as they occur.

Should you have any questions, please do not hesitate to call me at 407-823-2901.

Please accept our best wishes for the success of your endeavors.

Cordially,

Barbara Ward

Barbara Ward, CIM
UCF IRB Coordinator
(FWA00000351, IRB00001138)

Copies: IRB File
Steven Collins, Ph.D.

BW:jm

12443 Research Parkway • Suite 302 • Orlando, FL 32826-3252 • 407-823-3778 • Fax 407-823-3299

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THE UNIVERSITY OF CENTRAL FLORIDA
INSTITUTIONAL REVIEW BOARD (IRB)

IRB Committee Approval Form

PRINCIPAL INVESTIGATOR(S): Heather Hackbarth and IRB #: 05-2831
Brianne Straub;
Steve Collins, Ph.D. (Supervisor)

PROJECT TITLE: Television media's impact on attitudes about romantic and sexual relationships

- New project submission
- Continuing review of lapsed project # _____
- Study expires
- Initial submission was approved by full board review but continuing review can be expedited
- Suspension of enrollment email sent to PI, entered on spreadsheet, administration notified _____
- Resubmission of lapsed project # _____
- Continuing review of # _____
- Initial submission was approved by expedited review

Chair

Expedited Approval
Dated: 9/18/2005
Cite how qualifies for expedited review: minimal risk and #7

IRB Co-Chairs:

Signed:
Dr. Sophia Dziegielewski

Exempt
Dated: _____
Cite how qualifies for exempt status: minimal risk and _____

Signed: _____
Dr. Jacqueline Byers

Expiration
Date: 9/17/2006

Complete reverse side of expedited or exempt form

- Waiver of documentation of consent approved
- Waiver of consent approved
- Waiver of HIPAA Authorization approved

NOTES FROM IRB CHAIR (IF APPLICABLE): First review, sensitive information. Clarifications need. [Signature]
9/3/2003

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