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A STUDY OF PERCEPTION ABOUT SOCIAL VALUES BEING PROJECTED IN TELEVISION ADVERTISEMENTS OF TEACHERS IN HARYANA



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Abstract :

This study originates from the need to study perception about social values being projected in Television Advertisements of Teachers in the schools of Haryana. The study was conducted in four schools ofnamely GGSSS, GGSS, HINDU School and VDI School. The researcher applied Percentage and Chi-square test. The study revealed that there is significant difference between age group of teachers regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values. There is association between gender and Perception about Social Values Being Projected in Television Advertisements of Teachers. It reveals from the table that there is significant difference between age group of teachers regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values.

Keywords:

Advertisement, Social Values, Value Truth, Association.

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INTRODUCTION**Conceptual Framework**

Advertising has been a significant topic in society for the past four decades. Increasing media consumption leads to increased exposure to advertising. Traditional gender roles have been perpetuated in society and in the media despite changing gender roles within the population. With the structure of family in the United States changing to include diverse family types, we must wonder whether or not families are also portrayed in a stereotypical manner and how children perceive family via media and advertising. Despite the legacy of diversity, however, media images and mainstream theories of how families exist and develop over time still privilege the view that families are composed of a husband, a wife, and their biological children; that the activities that occur within the families are individually, rationally, uniquely, and independently devised; and that the resulting patterns of family structure, composition, and activities are functional for society. (Allen and Walker, 2000) Advertising in the modern age has established itself as the most important selling idea. (Khalid, 1990). This study seeks to understand how advertising may be influencing teacher's perceptions through data collection from various schools of Existing literature on this topic is presented in the following section.

REVIEW OF LITERATURE

The structure of families in the United States is clearly changing and evolving. The forms of family vary widely and the definition of family may no longer be based on structural relationships but instead through a sense of a support system. Consequences of these changes for consumers also vary and include the changing influence of children on family purchase decisions (Flurry 2007), consumption patterns of nontraditional families (Allen and Walker 2000), and reflections of family in the media (Prinsloo 2006).

During the 1970s, advertising to children became a hot topic that led to debate in society and research in academia (Adler 1977). Research during the decade led to the establishment of the Children's Advertising Review Unit (CARU) in 1974, which is part of a partnership among the four primary advertising associations and is also a part of the National Advertising Review Unit (NARU) (CARU 2008). CARU reviews both advertising directed to children and online privacy practices related to children. Since its founding, the organization has created and periodically updated guidelines for firms advertising to children. In 1978, the Federal Trade Commission (FTC) proposed a ban on advertising to children younger than eight. The research regarding parental attitudes toward a ban on children's advertising is inconclusive with mixed findings, that most parents want regulation as well as that most parents do not want regulation. One study indicated that 64% of mothers agreed with taking television commercials targeting children off the air (Cosmas and Yannopoulos 1981) while an earlier study indicated that 65% of parents agreed that regulation in some form was needed (Feldman, Wolf, and Warmouth 1977). Atkin (1975), however, found that over 50% of mothers were opposed to and less than 30% of mothers were in favor of banning commercials during Saturday morning cartoon programming. An advertising campaign by the FTC to help develop the knowledge of child consumers was suggested as an alternative solution to regulation (Enis, Spencer, and Don 1980). The eventual defeat of the proposal, however, did not dampen the appeal of the topic, and researchers as well as parents remain interested in advertising targeted toward children.

OBJECTIVES OF THE STUDY

The present study is taken up to achieve the following research objectives:

Research Objective 1: To study the association between age and Perception about Social Values Being Projected in Television Advertisements of Teachers.

Research Objective 2: To study the association between gender and Perception about Social Values Being Projected in Television Advertisements of Teachers.

RESEARCH HYPOTHESIS

Ho_{1,1}: There is no association between age and Value Truth of Teachers

Ho_{1,2}: There is no association between age and Honesty of Teachers

Ho_{1,3}: There is no association between age and Honesty of Teachers

Ho_{1,4}: There is no association between age and Respect of Teachers

Ho_{1,5}: There is no association between age and Brotherhood of Teachers

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Ho_{1,6}: There is no association between age and Hypothetical Values of Teachers

Ho_{1,7}: There is no association between age and Perception about Social Values Being Projected in Television Advertisements of Teachers

Ho_{2,1}: There is no association between gender and Value Truth of Teachers

Ho_{2,2}: There is no association between gender and Honesty of Teachers

Ho_{2,3}: There is no association between gender and Honesty of Teachers

Ho_{2,4}: There is no association between gender and Respect of Teachers

Ho_{2,5}: There is no association between gender and Brotherhood of Teacher

Ho_{2,6}: There is no association between gender and Hypothetical Values of Teachers

Ho_{2,7}: There is no association between gender and Perception about Social Values Being Projected in Television Advertisements of Teachers

RESEARCH METHODOLOGY

This study originates from the need to study perception about social values being projected in Television Advertisements of Teachers in the schools of Haryana. The study was conducted in four schools ofnamely GGSSS, GGSS, HINDU School and VDI School. The researcher applied Percentage and Chi-square test.

DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of Respondents

School of respondent		Gender of respondent		Total	
		Male	Female		
GGSSS	age of respondent	25-35	1	7	8
		35-45	4	5	9
		45&above	2	2	4
	Total		7	14	21
"GSSS"	age of respondent	25-35	11	5	16
		35-45	8	1	9
		45&above	15	1	16
	Total		34	7	41
"HINDU School"	age of respondent	25-35	6	7	13
		35-45	4	6	10
		45&above	1	2	3
	Total		11	15	26
"VDI school"	age of respondent	25-35	2	3	5
		35-45	1	2	3
		45&above	2	2	4
	Total		5	7	12

Table 1 shows school, age and gender of teacher respondents.

Research Objective 1: To study the association between age and Perception about Social Values Being Projected in Television Advertisements of Teachers.

1.1: To study the association between age and Value Truth of Teachers

Ho_{1,1}: There is no association between age and Value Truth of Teachers

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Table 2
Result of Chi-square analysis between age and Value Truth of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Rational	.276	Irrational
2	Materialistic	.003	Unearthly
3	Knowledgeable	.303	Non-Informative
4	Fearful	.000	Daring
5	Cheating	.158	Honest
6	Confident	.486	Timid
7	Reasonable	.061	Intuitive
8	Clarity	.115	Confusion
9	Immorality	.000	Moral
10	Gentlemanliness	.115	Fishiness

Table 2 indicates chi square value of age and Value Truth of Teachers. It shows that teachers has highest association between age and materialistic. It reveals from table that teachers has highest association Materialistic (Chi –square Value=.003), Fearful (Chi –square Value=.000), Immorality (Chi –square Value=.000). Table depict that there is no significant difference between age group of teachers regarding Rational (Chi –square Value=.276), Knowledgeable (Chi –square Value=.303), Cheating (Chi –square Value=.158), Confident (Chi –square Value=.486) Reasonable (Chi –square Value=.061), Clarity (Chi –square Value=.115), Gentlemanliness (Chi –square Value=.115)

1.2: To study the association between age and Non Violence Value of Teachers.

Ho_{1,2}: There is no association between age and Honesty of Teachers

Table 3
Result of Chi-square analysis between age and Non Violence Value of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Constructive	.000	Destructive
2	Obedient	.229	Rebel
3	Impatient	.914	Tolrent
4	Violent	.010	Sober
5	Rudeness	.004	Descent
6	Harmful	.021	Safe
7	Vulgarity	.308	Civilized
8	Demanding	.203	Unconcern
9	Energetic	.463	Sickness

Table 3 indicates chi square value of age and Non Violence Value of Teachers. It reveals from table that teachers has highest association Constructive (Chi –square Value= .000), Violent(Chi –square Value=.010), Rudeness(Chi –square Value= .004), Harmful(Chi –square Value=.021). It reveals from the table that there is no significant difference between age group of teachers regarding Obedient (Chi –square Value=.229), Impatient(Chi –square Value= .914), Vulgarity (Chi –square Value=.308), Demanding (Chi –square Value=.203), Energetic(Chi –square Value=.463).

1.3: To study the association between age and Honesty of Teachers.

Ho_{1,3}: There is no association between age and Honesty of Teachers

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Table 4
Result of Chi-square analysis between age and Honesty of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Artificial	.015	Natural
2	Inspiration	.001	Useless Gossip
3	Innovativeness	.258	Stereotype
4	Innocent	.000	Naughty
5	Imagination	.152	Reality
6	Hygiene	.714	UN-Cleanliness
7	Double Meaning	.605	Straight Forward
8	Focused	.178	Vague
9	Accountable	.146	Watch & Forget
10	Equality	.454	Discriminating
11	Smart	.902	Dumpy

Table 4 indicates Comparison of chi square value of Honesty among different age group of teachers. It reveals from table that teachers has highest association regarding Artificial (Chi-square Value= .015) Inspiration (Chi-square Value= .001) Innocent (Chi-square Value=.000). It reveals from the table that there is no significant difference between age group of teachers regarding Innovativeness (Chi-square Value= .258), Imagination (Chi-square Value=.152), Hygiene (Chi-square Value=.714), Double Meaning (Chi-square Value=.605), Focused (Chi-square Value=.178), Accountable (Chi-square Value= .146), Equality (Chi-square Value=.454) and Smart (Chi-square Value=.902).

1.4: To study the association between age and Respect of Teachers.

Ho_{1.4}: There is no association between age and Respect of Teachers

Table 5
Result of Chi-square analysis between age and Respect of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Strong	.028	Fragile
2	Good manners	.962	Comic
3	Blaming	.050	Honeywords
4	Elegant	.213	Ungaceful
5	Care for Elders	.400	Showing Disrespect
6	Bad Language	.077	Good Language
7	Respectfulness	.322	Moody
8	Willfulness	.013	Compulsive
9	Intelligence	.565	Foolishness
10	Innocent	.035	Naughty
11	Adaptiveness	.005	Indifferent
12	Independent	.028	Dependence

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Table 5 indicates comparison of chi square value of respect among different age group of teachers. It reveals from table that teachers has association regarding strong (chi-square value=.028), blaming (chi-square value=.050), willfulness (chi-square value=.013), innocent (chi-square value=.035),adaptiveness (chi-square value=.005) and independent(chi-square value=.028). It reveals from the table that there is no significant difference between age group of teachers regarding good manners (chi-square value=.962), elegant (chi-square value=.213),care for elders (chi-square value=.400),bad language (chi-square value=.077),respectfulness (chi-square value=.322)and intelligence(chi-square value=.565).

1.5: To study the association between age and Brotherhood of Teachers

Ho_{1.5}: There is no association between age and Brotherhood of Teachers

Table 6
Result of Chi-square analysis between age and Brotherhood of Teachers

Sr. No.	Positive Qualities	Chi -square Value	Negative Qualities
1	Loyal Friends	.340	Time Pass Friend
2	Selfish	.000	Sacrificing
3	Motivation	.064	Unwillingness
4	Teasing	.010	Fellow-Feeling
5	Affection	.004	Neglect
6	Jealousy	.743	Acceptability
7	Cooperative	.246	Uncooperative
8	Humorous	.000	Serious
9	Sensitive to other's Need	.093	Uncaring towards other's Need
10	Monopoly	.002	Sharing
11	Togetherness	.057	Aloofness
12	Happiness	.594	Dis appointment
13	Selfish	.004	Sacrificing
14	Provocation	.051	Supportive
15	Possessiveness	.279	Uncaring
16	Caring	.047	Hateful
17	Suggestive	.485	Ignorant
18	Leader	.423	Uninfluential

Table 6 indicates comparison of chi square value of brotherhood among different age group of teachers. It reveals from table that teachers has association regarding selfish(chi-square value=.000),teasing (chi-square value=.010)affection(chi-square value=.004),humorous(chi-square value=.000),monopoly (chi-square value=.002),togetherness (chi-square value=.057),selfish (chi-square value=.004),provocation (chi-square value=.051)and caring(chi-square value=.047). It reveals from the table that there is no significant difference between age group of teachers regarding loyal friends (chi-square value=.340), jealousy (chi-square value=.743)cooperative (chi-square value=.246) sensitive to other's need (chi-square value=.093),happiness(chi-square value=.594),possessiveness,(chi-square value=.279),suggestive (chi-square value=.485)and leader(chi-square value=.423)

1.6: To study the association between age and Hypothetical Values of Teachers

Ho_{1.6}: There is no association between age and Hypothetical Values of Teachers

Table 7

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Result of Chi-square analysis between age and Hypothetical Values of Teachers

Sr. No.	Positive Qualities	Chi-square Value	Negative Qualities
1	Questioning Motherhood	.670	Respect For Mothers
2	Tall Claims	.043	Ground Reality
3	Winning Spirit	.450	Half-Hearted
4	Social	.006	Secluded
5	Mockery of Rules	.153	Rules Followers
6	Liking Fast Food	.358	Healthy Food Liking
7	Achiever	.071	Pigeon- hearted
8	Showing Girls as showpiece	.044	Respect For Girls
9	Advertisement Portrays Sexual Image	.056	Advertisement does not portrays Sexuality
10	Spoiling child's innocence	.000	To protect child's innocence

Table 7 indicates comparison of chi square value of hypothetical values among different age group of teachers. It reveals from table that teachers has association regarding tall claims (chi-square value=.043), mockery of rules (chi-square value=.153), showing girls as showpiece (chi-square value=.044), advertisement portrays sexual image (chi-square value=.056) and spoiling child's innocence (chi-square value=.000). It reveals from the table that there is no significant difference between age group of teachers regarding Questioning Motherhood (chi-square value=.670), Winning Spirit (chi-square value=.450) and Liking Fast Food (chi-square value=.358).

Research Objective1: Association between age and Perception about Social Values Being Projected in Television Advertisements of Teachers

Ho_{1,6}: There is no association between age and Hypothetical Values of Teachers

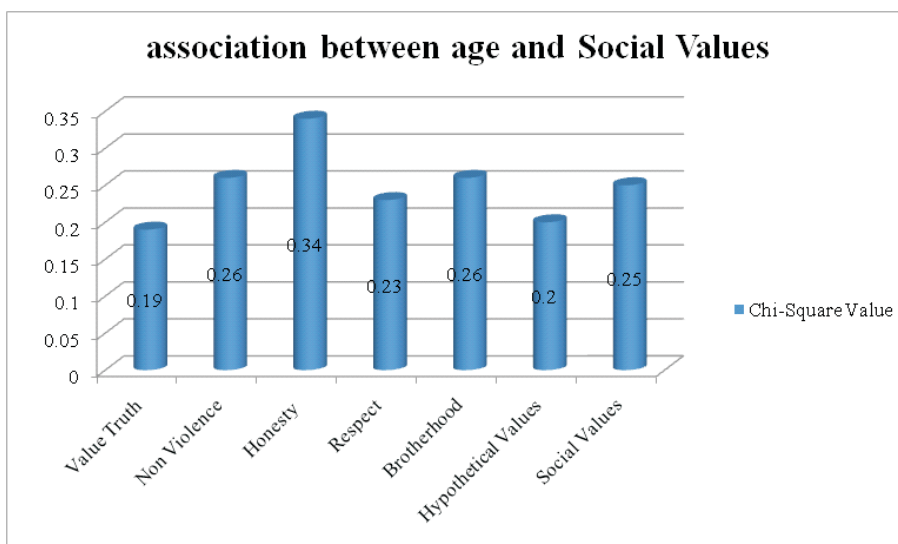


Table 8 shows association between age and Perception about Social Values Being Projected in Television Advertisements of Teachers. It reveals from the table that there is significant difference between age group of teachers regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values.

Research Objective 2: To study the association between gender and Perception about Social Values Being Projected in Television Advertisements of Teachers

Ho_{2,1}: There is no association between gender and Value Truth of Teachers

Table 9

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Result of Chi-square analysis between gender and Value Truth of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Rational	.001	Irrational
2	Materialistic	.023	Unearthly
3	Knowledgeable	.042	Non-Informative
4	Fearful	.477	Daring
5	Cheating	.000	Honest
6	Confident	.002	Timid
7	Reasonable	.102	Intuitive
8	Clarity	.000	Confusion
9	Immorality	.623	Moral
10	Gentlemanliness	.117	Fishiness

Table 9 indicates chi square value of gender and Value Truth of Teachers. It reveals from table that teachers has association between gender and Rational (Chi –square Value=.001), Knowledgeable (Chi –square Value=.042), Cheating (Chi –square Value=.000), Confident (Chi –square Value=.002) Clarity (Chi –square Value= .000).Table depict that there is no significant difference between age group of teachers regarding Fearful (Chi –square Value=.477), Immorality (Chi –square Value=.623), Gentlemanliness (Chi –square Value=.117) Reasonable (Chi –square Value=.102).

Ho_{2,2}: There is no association between gender and Honesty of Teachers

Table 10
Result of Chi-square analysis between gender and Non Violence Value of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Constructive	.895	Destructive
2	Obedient	.001	Rebel
3	Impatient	.037	Tolerant
4	Violent	.124	Sober
5	Rudeness	.045	Descent
6	Harmful	.138	Safe
7	Vulgarity	.867	Civilized
8	Demanding	.069	Unconcern
9	Energetic	.004	Sickness

Table 10 indicates chi square value of gender and Non Violence Value of Teachers. It reveals from table that teachers has association between gender and regarding Obedient (Chi –square Value=.001), Impatient(Chi –square Value=.037) Energetic(Chi –square Value=.004.),Rudeness(Chi –square Value= .045)It reveals from the table that there is no significant difference between age group of teachers regarding Vulgarity (Chi –square Value=.867),Demanding (Chi –square Value=.069), Constructive (Chi –square Value= .895),Violent(Chi –square Value=.124),Harmful(Chi –square Value=.138).

Ho_{2,3}: There is no association between gender and Honesty of Teachers

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Table 11
Result of Chi-square analysis between age and Honesty of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Artificial	.195	Natural
2	Inspiration	.108	Useless Gossip
3	Innovativeness	.539	Stereotype
4	Innocent	.007	Naughty
5	Imagination	.022	Reality
6	Hygiene	.581	UN-Cleanliness
7	Double Meaning	.200	Straight Forward
8	Focused	.027	Vague
9	Accountable	.061	Watch & Forget
10	Equality	.010	Discriminating
11	Smart	.243	Dumpy

Table 11 indicates Comparison of chi square value of Honesty among gender of teachers. It reveals from table that teachers has association regarding Innocent (Chi –square Value=.007) Imagination (Chi–square Value=.022), Equality (Chi–square Value=.010) and Focused (Chi–square Value=.027). It reveals from the table that there is no significant difference between age group of teachers regarding Innovativeness (Chi–square Value=.539), Hygiene (Chi–square Value=.581), Double Meaning (Chi–square Value=.200), Accountable (Chi–square Value= .061), and Smart (Chi–square Value=.243) Artificial (Chi–square Value= .195) and Inspiration (Chi –square Value= .108)

Ho_{2,4}: There is no association between gender and Respect of Teachers

Table 12
Result of Chi-square analysis between gender and Respect of Teachers

Sr. No.	Positive Qualities	Chi –square Value	Negative Qualities
1	Strong	.822	Fragile
2	Good manners	.240	Comic
3	Blaming	.168	Honeywords
4	Elegant	.534	Ungaceful
5	Care for Elders	.165	Showing Disrespect
6	Bad Language	.244	Good Language
7	Respectfulness	.100	Moody
8	Willfulness	.021	Compulsive
9	Intelligence	.008	Foolishness
10	Innocent	.004	Naughty
11	Adaptiveness	.024	Indifferent
12	Independent	.144	Dependence

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Table 12 indicates comparison of chi square value of respect among gender of teachers. It reveals from table that teachers has association regarding respectfulness (chi-square value=.100), willfulness (chi-square value=.021), innocent (chi-square value=.004), intelligence (chi-square value=.008) and adaptiveness (chi-square value=.024). It reveals from the table that there is no significant difference between gender of teachers regarding good manners (chi-square value=.240), elegant (chi-square value=.534), care for elders (chi-square value=.165), bad language (chi-square value=.244), strong (chi-square value=.822), blaming (chi-square value=.168) and independent (chi-square value=.144).

Ho_{2.5}: There is no association between gender and Brotherhood of Teacher

Table 13 Result of Chi-square analysis between gender and Brotherhood of Teachers

Sr. No.	Positive Qualities	Chi-square Value	Negative Qualities
1	Loyal Friends	.077	Time Pass Friend
2	Selfish	.04	Sacrificing
3	Motivation	.604	Unwillingness
4	Teasing	.968	Fellow-Feeling
5	Affection	.300	Neglect
6	Jealousy	.751	Acceptability
7	Cooperative	.000	Uncooperative
8	Humorous	.000	Serious
9	Sensitive to other's Need	.110	Uncaring towards other's Need
10	Monopoly	.612	Sharing
11	Togetherness	.790	Allofness
12	Happiness	.038	Disappointment
13	Selfish	.062	Sacrificing
14	Provocation	.084	Supportive
15	Possessiveness	.497	Uncaring
16	Caring	.001	Hateful
17	Suggestive	.001	Ignorant
18	Leader	.886	Uninfluential

Table 13 indicates comparison of chi square value of brotherhood among gender of teachers. It reveals from table that teachers has association regarding selfish (chi-square value=.04), cooperative (chi-square value=.000) humorous (chi-square value=.000), happiness (chi-square value=.038), caring (chi-square value=.001) and suggestive (chi-square value=.001). It reveals from the table that there is no significant difference between age group of teachers regarding loyal friends (chi-square value=.077), jealousy (chi-square value=.751), sensitive to other's need (chi-square value=.110), possessiveness (chi-square value=.497), and leader (chi-square value=.886) teasing (chi-square value=.968), affection (chi-square value=.300), monopoly (chi-square value=.612), togetherness (chi-square value=.790), selfish (chi-square value=.062), provocation (chi-square value=.084).

Ho_{2.6}: There is no association between gender and Hypothetical Values of Teachers

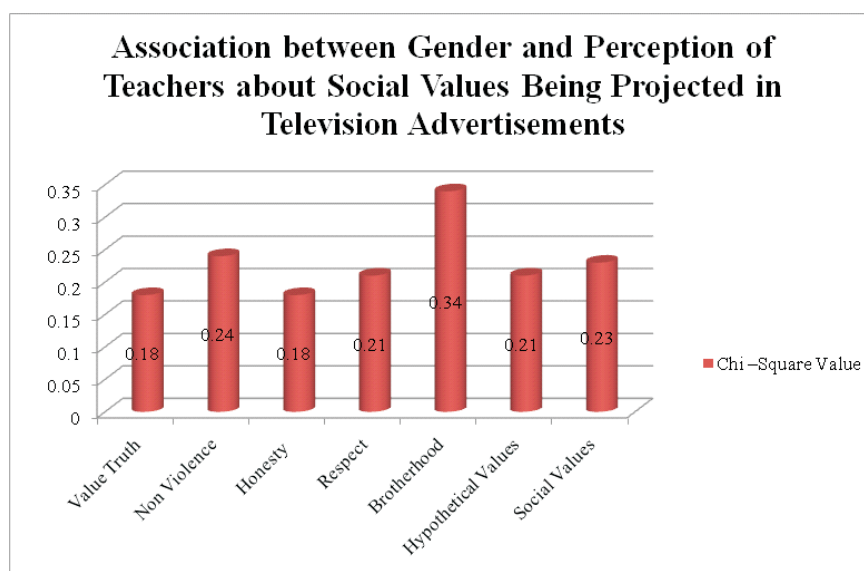
**Table 14
Result of Chi-square analysis between gender and Hypothetical Values of Teachers**

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Sr. No.	Positive Qualities	Chi-square Value	Negative Qualities
1	Questioning Motherhood	.182	Respect For Mothers
2	Tall Claims	.051	Ground Reality
3	Winning Spirit	.000	Half-Hearten
4	Social	.000	Secluded
5	Mockery of Rules	.268	Rules Followers
6	Liking Fast Food	.049	Healthy Food Liking
7	Achiever	.680	Pigeon- hearted
8	Showing Girls as showpiece	.055	Respect For Girls
9	Advertisement Portrays Sexual Image	.188	Advertisement does not portrays Sexuality
10	Spoiling child's innocence	.171	To protect child's innocence

Table 14 indicates comparison of chi square value of hypothetical values among gender of teachers. It reveals from table that teachers has association regarding tall claims (chi-square value=.051), Winning Spirit (chi-square value=.000) showing girls as showpiece (chi-square value=.055), and social (chi-square value=.000). It reveals from the table that there is no significant difference between gender of teachers regarding Questioning Motherhood (chi-square value=.182), and Liking Fast Food (chi-square value=.049) mockery of rules (chi-square value=.268), advertisement portrays sexual image (chi-square value=.188) and spoiling child's innocence (chi-square value=.171).

Ho_{2.7}: There is no association between gender and Perception about Social Values Being Projected in Television Advertisements of Teachers



Graph 2 shows association between gender and Perception about Social Values Being Projected in Television Advertisements of Teachers. It reveals from the table that there is significant difference between age group of teachers regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values.

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