Request #: 653 - HDFS - Thesis

If You're Happy and You Know It: A Content Analysis of Emotion Language and Displays Presented in Preschool Children's Television

Sarah Austin [A02245665] - Masters Student (w/Sarah Tulane)

March 02, 2023

Background

This will be a content analysis (qualitative approach) on how emotions are portrayed in educational vs entertainment-focused preschool children's television. It will also look at the influence of the gender of main cast of characters on what types of emotions are expressed.

Sample

I plan to collect the frequencies of emotion language and emotion expressions (vocalizations and body language) within an episode of a TV show. I will want to compare the frequencies of educational shows vs non-educational shows. I also want to see the relationship between the types of emotions (happiness, sadness, anger, or fear related emotions) and the gender of the main cast of characters

Hypothesis

1. Are there any differences between how educational- and entertainment-focused preschool television shows use emotion-related vocabulary?
2. Are there any similarities or differences between how educational- and entertainment-focused preschool television shows display emotion-related expressions (i.e., vocalizations and non-verbal body language displays)?
3. Does the gender of lead characters in the main cast influence the types of emotion-related vocabulary and expressions depicted within preschool television shows?

a. If there is an influence, does this influence of gender of lead characters in the main cast differ between educational- and entertainment-focused shows? It is hypothesized that educational-focused preschool television shows will use greater emotion-related vocabulary than entertainment-focused shows. However, it is also hypothesized that entertainment-focused preschool television shows will display greater emotion-related expressions than educational-focused shows. Lastly, it is hypothesized that the gender of lead characters of the main cast will influence the types of emotion-related vocabulary and expressions depicted within preschool television shows. It is further hypothesized that this influence will be greater for entertainment-focused shows than educational-focused shows.

Variables: Emotion language (1 = present, 0 = not present) - happiness-related vocabulary - sadness-related vocabulary - anger-related vocabulary - fear-related vocabulary Emotion expressions (1 = present, 0 = not present) - happiness-related expressions - sadness-related expressions - anger-related expressions - fear-related expressions Prominence of Male and Female Lead Characters - mostly male lead characters (male-led) - mostly female lead characters (female-led) - balanced (mixed)

Progress

Still in planning process

Request

Planning analyses and designing study

Timeline

Planning to propose study in second half of April