

# 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

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### 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