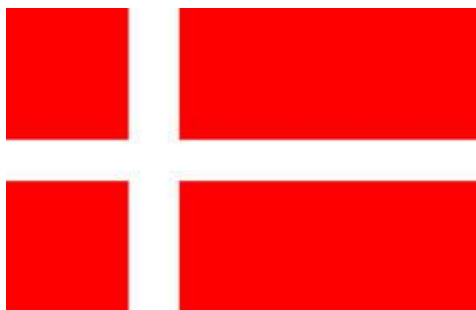


# Have and Show Emotions

## Research report



## Denmark

Scientific project management

Dr. Maya Götz

Implementation in Denmark

Frederik Hansen

Analysis and report

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# Abstract

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To gain a better understanding of their emotional experience and expression during everyday life and while watching television, 5,190 children and preteens from 17 countries were examined in a study. Moreover, it was of interest how the social expectations are assessed. The Danish sample comprised 93 questionnaires and induced the following results:

- In Denmark as well as in other countries joy is the emotion most frequently experienced.
- Fear is the second most frequent emotion felt by children in Denmark.
- Danish children often experience sadness, anger and are more envious in comparison with children from other countries.
- In comparison, Danish children are really proud.
- Danish girls show their feelings of joy and fear more often and cry more often than Danish boys.
- Danish children demand emotional honesty from TV characters Compared with the children's own experience and expression of emotions, TV characters should openly display their emotions.
- Especially girls demand more emotions of TV characters.

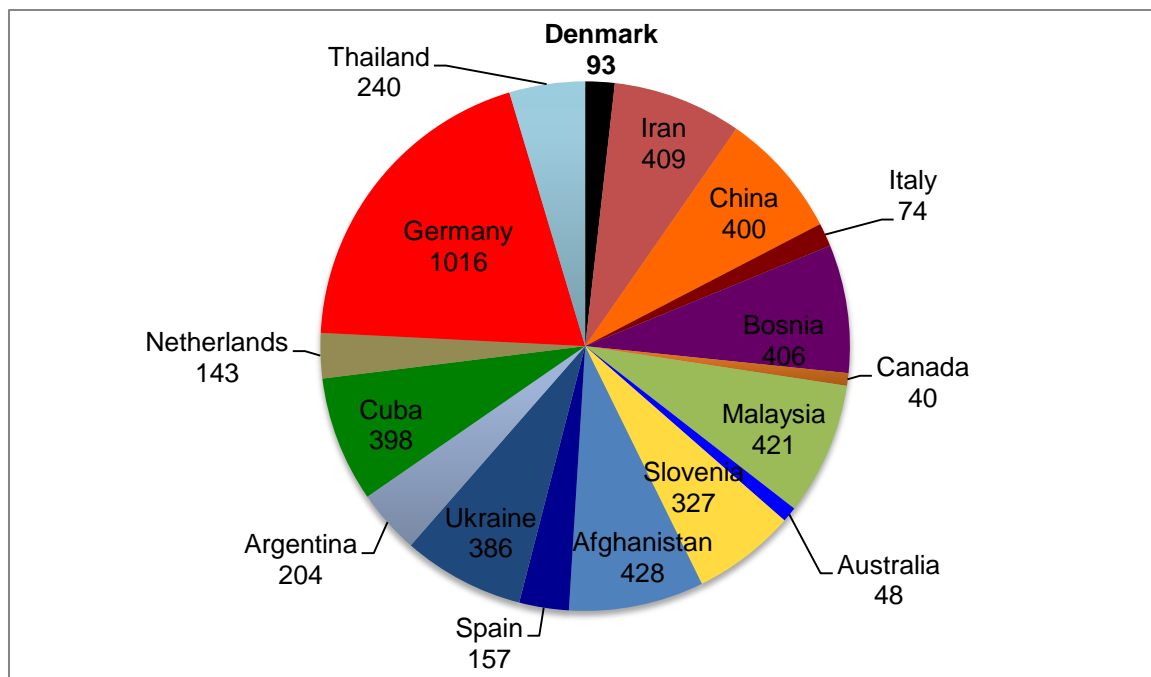
## **1. Objective and sample**

The objective of the international study „Have and Show Emotions“ was to get a better understanding of children's and preteens' experience of emotions.

In cooperation with international colleagues, 5,190 children and preteens between 6 and 15 years of age were surveyed using the same questionnaire. The questionnaire centered on the children's self-evaluation of the emotions they had recently experienced, how often they had felt certain emotions within the past seven days and to what extent they had shown these emotions to others.

In addition, respondents were asked to self-evaluate how their parents react to the demonstration of particular emotions, which emotions they feel while watching television, and to what extent they think TV characters should honestly show how they feel.

The central emotions were joy, fear, anger, sadness, pride and envy. The country-specific sample varied from  $n = 40$  in Canada to  $n = 1,016$  in Germany. In this regard, it is not possible to formulate representative statements for most of the countries. Only the results of the German sample can be considered as representative for the Federal Republic of Germany. Based on the wider age distribution, however, a greater reliability of the results can be expected in countries with more than 300 respondents.



III. 1: Distribution of the total sample by countries

In Denmark, 93 children and preteens participated in the study, assembled from 70 girls and 23 boys.<sup>1</sup>

Age category	Boys (n=)	Girls (n=205)
<b>6 – 9 years</b>	%	%
(n=)	(n=)	(n=)
<b>10 – 12 years</b>	%	%
(n=)	(n=)	(n=)
<b>13 – 15 years</b>	%	%
(n=)	(n=)	(n=)

III. 2: Sampling distribution – Denmark

<sup>1</sup> Due to the small number of cases the shown figures are necessarily approximate. This must be taken into account in the interpretation of the results.

## 2. Results<sup>2</sup>

### 2.1 Emotion “joy”

The first emphasis of the questionnaire was put on the emotion joy. All items in the questionnaire were rated on a 4-point Likert scale. Participating children and preteens were asked about their recent experiences of joy: *“How often did you feel really happy in the past 7 days?”* and *“Was there a moment when you really had to laugh out loud?”* We also wanted to know how they deal with their emotions. Thus we asked: *“How much did you show others that you feel really happy?”* As a next step the children were asked to self-evaluate how their parents would assess the expression of this emotion by answering the question *“How do your parents like it when you show them that you feel really happy?”* In line with the research interest of the International Central Institute for Youth and Educational Television (IZI) the last question was: *“Are you getting really happy from time to time from something you see on TV?”*<sup>3</sup>

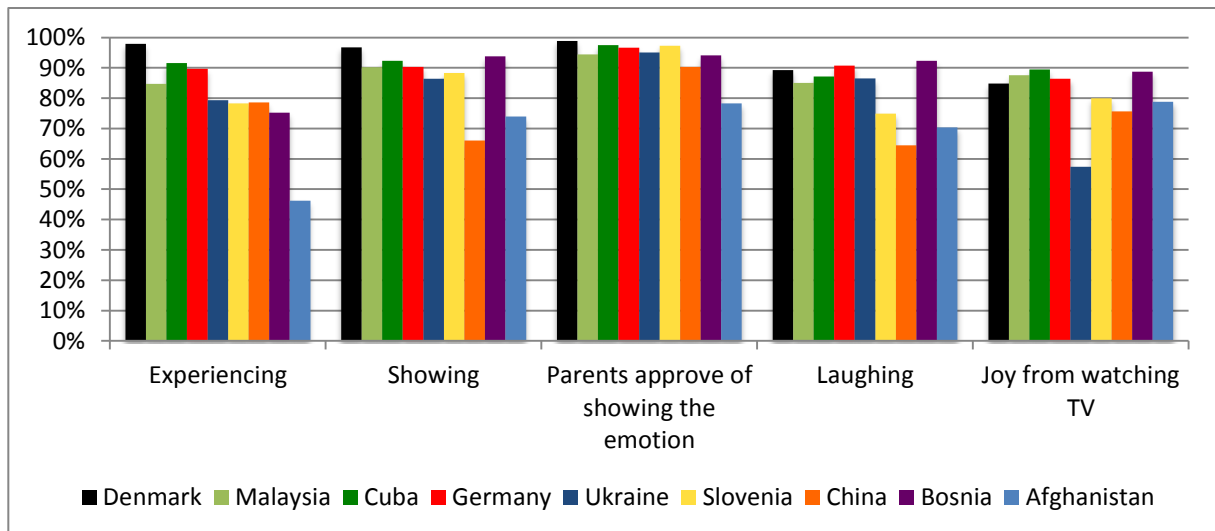
#### **Danish children are the happiest**

With respect to the emotion “joy”, the international comparison shows that Danish children and preteens rank in the upper range in terms of all categories. This means that the Danish respondents often answer that they do experience and show joy. No other country attains higher values in the categories experiencing and showing joy. On top of that, the Danish children assume that their parents would approve the expression of joy. More than 80% of the Danish children and preteens state that TV has triggered feelings of joy at least once.

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<sup>2</sup> In the following, the results of the Danish sample will be analyzed in terms of an international country comparison as well as separated by gender. In each case the top-two items of the four-point Likert-Scale will be represented. Significant differences will be specified by using asterisks (\*).

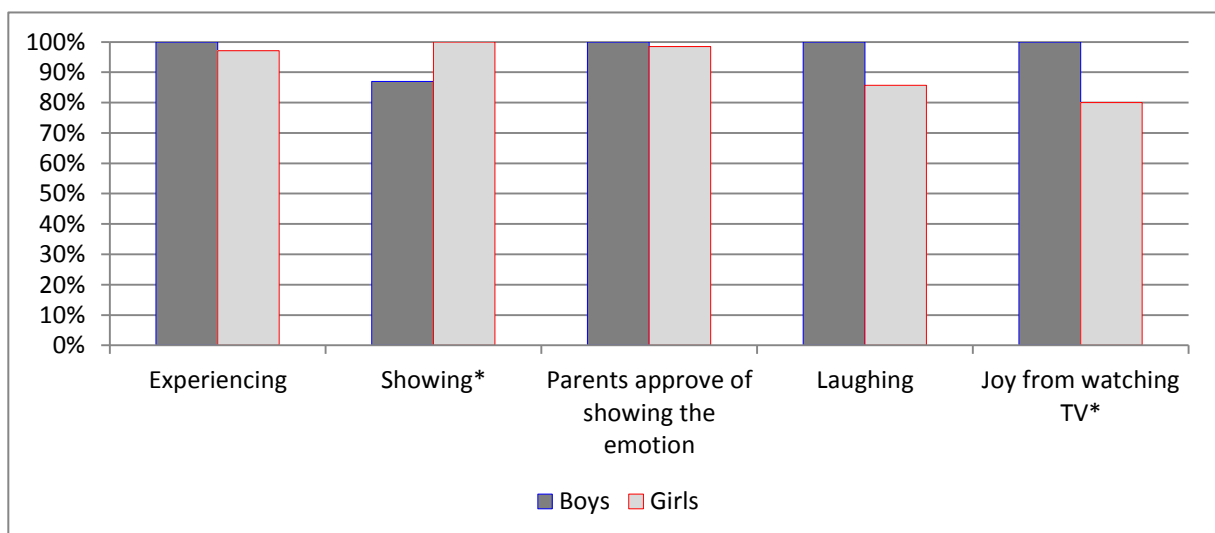
<sup>3</sup> The detailed questionnaire can be found in the appendix.



III. 3: Differences in terms of showing and experiencing the emotion “joy” by countries (n > 300) – agreement

### Girls show more joy but boys laugh more often

A gender comparison reveals that by tendency, girls express joy more frequently than boys, although boys experience joy more often than girls. Moreover, all boys laughed out loud at least once during the last seven days. TV caused much more fun among boys than among girls.



III. 4: Differences in terms of showing and experiencing the emotion “joy” by gender – agreement

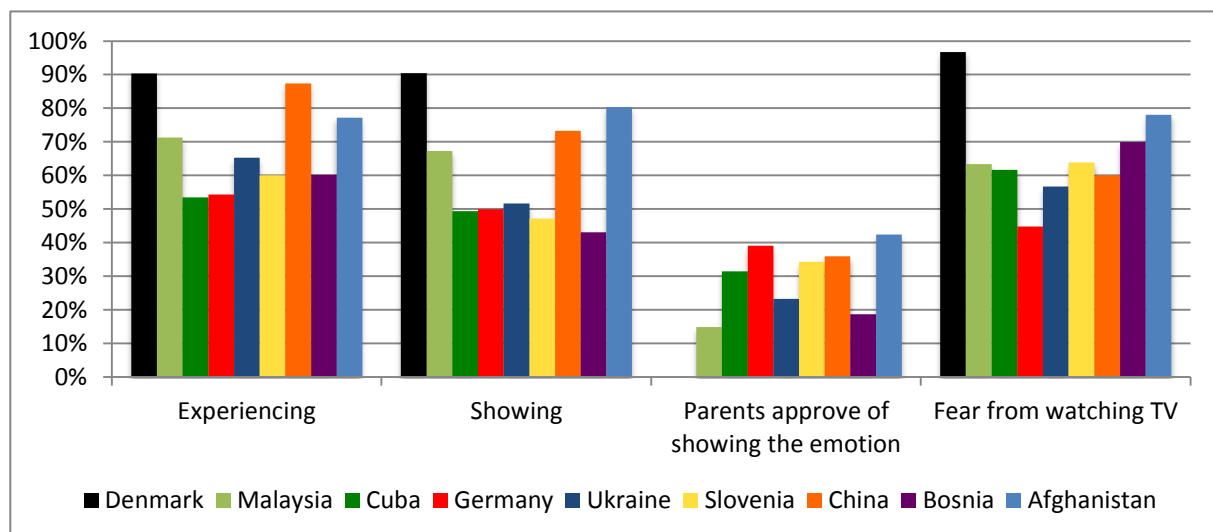
## 2.2 Emotion “fear”

The next set of questions focused on the emotion fear. All items in the questionnaire were rated on a 4-point Likert scale. Participating children and preteens were asked about their recent experiences of fear: “*How often did you feel anxious in the past 7 days?*” We also wanted to know how they deal with their emotions. Thus we asked

*“How much did you show others that you feel anxious?”* As a next step the children were asked self-evaluate how their parents would assess the expression of this emotion by answering the question *“How do your parents like it when you show them that you feel anxious?”* The last questions were: *“Are you getting anxious from time to time from something you see on TV?”* and *“Do you sometimes get nightmares from something you saw on TV?”*

### **Danish children experience fear most of all**

The country comparison reveals that Danish children experience fear more frequently than the respondents of any other country.<sup>4</sup> Similar to the emotion “joy”, the Danish respondents show their fear as often as they do actually experience it. However, no Danish child thinks that their parents would approve the expression of this emotion. On top of that, more than 90% of the Danish respondents have already experienced fear as a consequence of watching TV. No other country attains a higher result in this category.

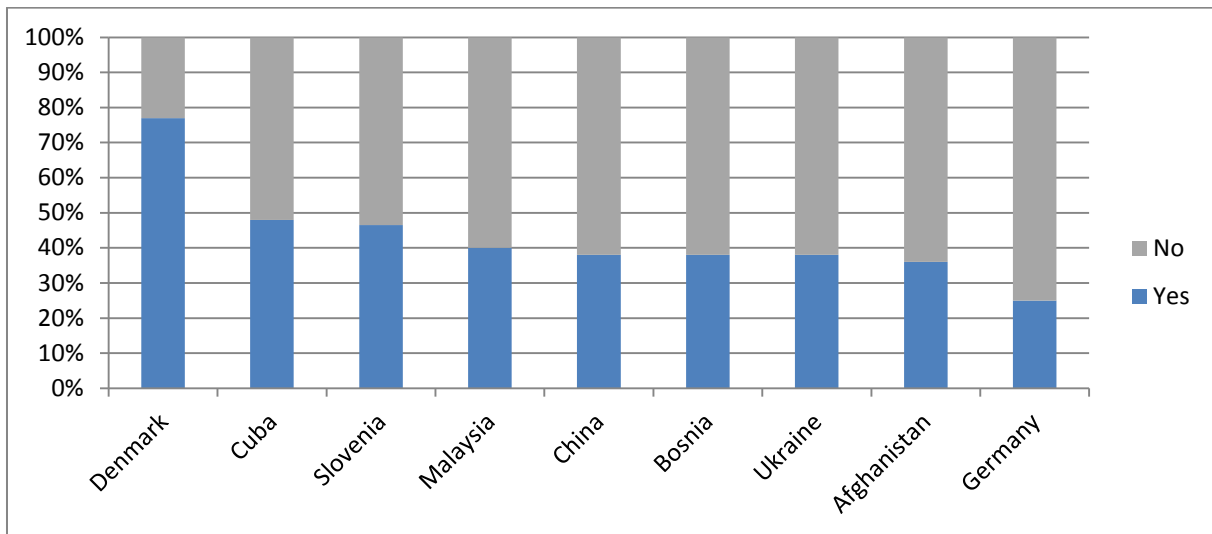


III. 5: Differences in terms of experiencing and showing the emotion “fear” by countries (n > 300) – agreement

Beyond that, more than seven out of 10 children state that they had had a nightmare from watching something on TV at least once. With this result, Denmark ranks on first place in the international comparison. 18 children and preteens answered the

<sup>4</sup> Only the evaluation of fear uses the top-three items of the four-point Likert-Scale.

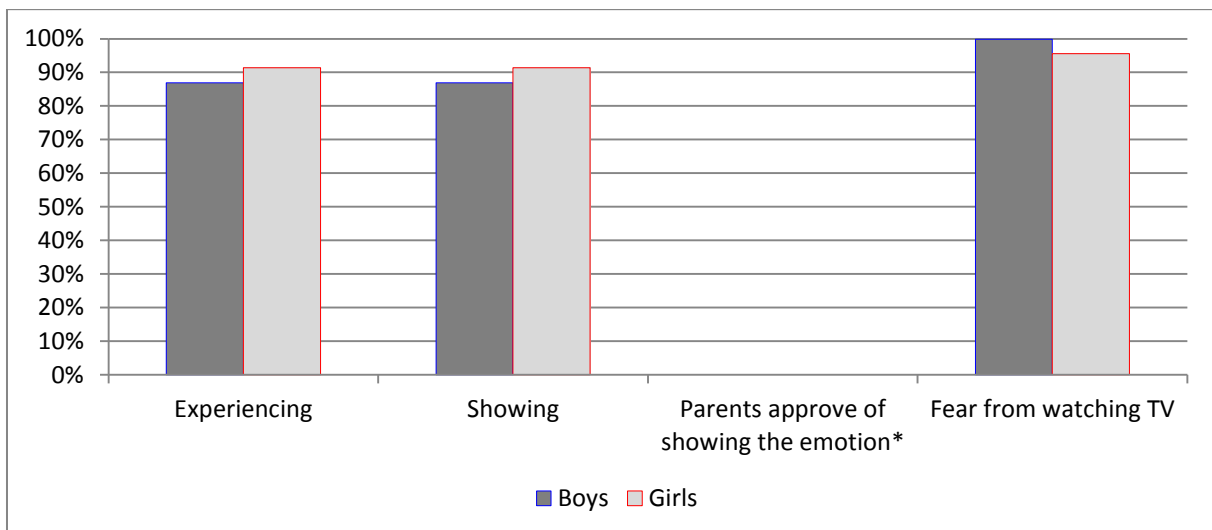
question which show or movie made them feel anxious. Only *News* (n=2) were mentioned more than once.<sup>5</sup>



III. 6: Overview of "Nightmares from watching TV"

### Girls show fear more often

The gender comparison reveals that girls experience and show fear more often than boys. But boys experience fear from watching TV more frequently than girls. Boys and girls think that showing fear is not approved by their parents.



III. 7: Differences in terms of experiencing and showing the emotion "fear" by gender – agreement

<sup>5</sup> Some children wrote down more than one show/movie. But for the analysis only the first mention was taken into account.

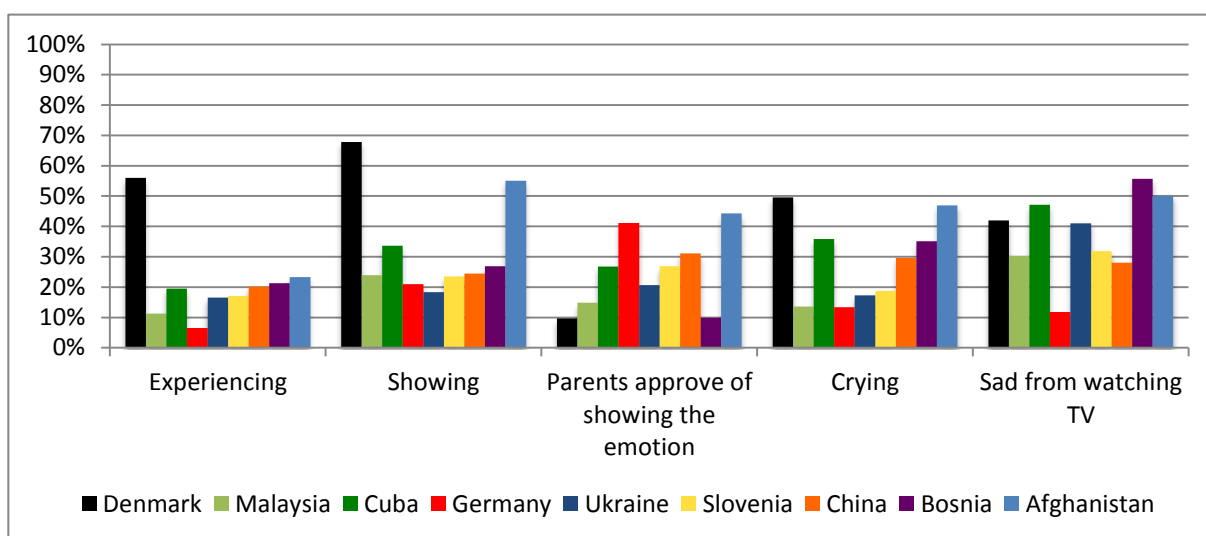


## 2.3 Emotion “sadness”

This section dealt with recent experiences of sadness: “*How often did you feel really sad in the past 7 days?*” and “*Did you have to cry in the last 7 days?*” Additionally we wanted to know the reasons for crying by offering the categories *pain, anger, sorrow, fun, and fear* as answer options. We also wanted to know how they would show their sadness. Thus we asked: “*How much did you show others that you feel really sad?*” As a next step the children were asked to self-evaluate how their parents would assess the expression of this emotion by answering the question “*How do your parents like it when you show them that you feel really sad?*” In line with the research interest of the International Central Institute for Youth and Educational Television (IZI) we then asked: “*Are you getting really sad from time to time from something you see on TV?*” Again all items in the questionnaire were rated on a 4-point Likert scale, except the additional question for this section.

### Danish children are the saddest

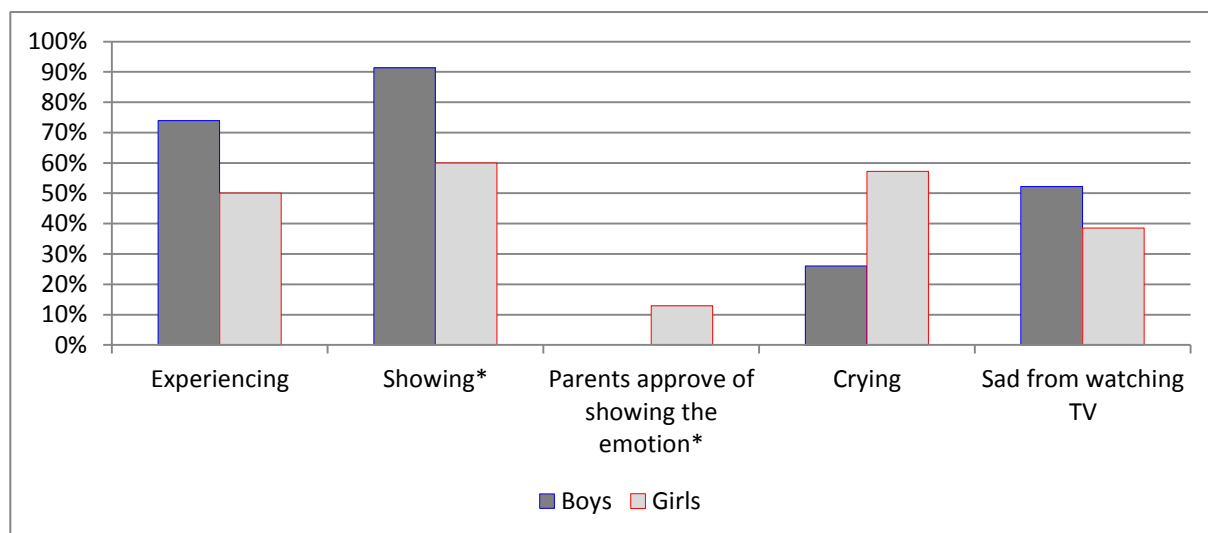
The international comparison demonstrates that Danish children and preteens experience and show sadness more often than the respondents from any other country. In contrast, Danish children and preteens assume that the expression of sadness is not approved by their parents. However, every second Danish participant states they had cried in the past seven days. In this context, Danish respondents name mostly grief as reason for this emotional outburst, followed by pain and anger.



III. 8: Differences in terms of experiencing and showing the emotion “sadness” by countries (n > 300) – agreement

### Boys experience and show sadness more often

The gender comparison reveals that boys experience and show feelings of sadness more often than girls. Girls, however, cry more frequently than boys. Moreover, girls assume more often than boys that their parents approve the expression of this emotion. Previous TV events triggered feelings of sadness more often among boys than among girls.



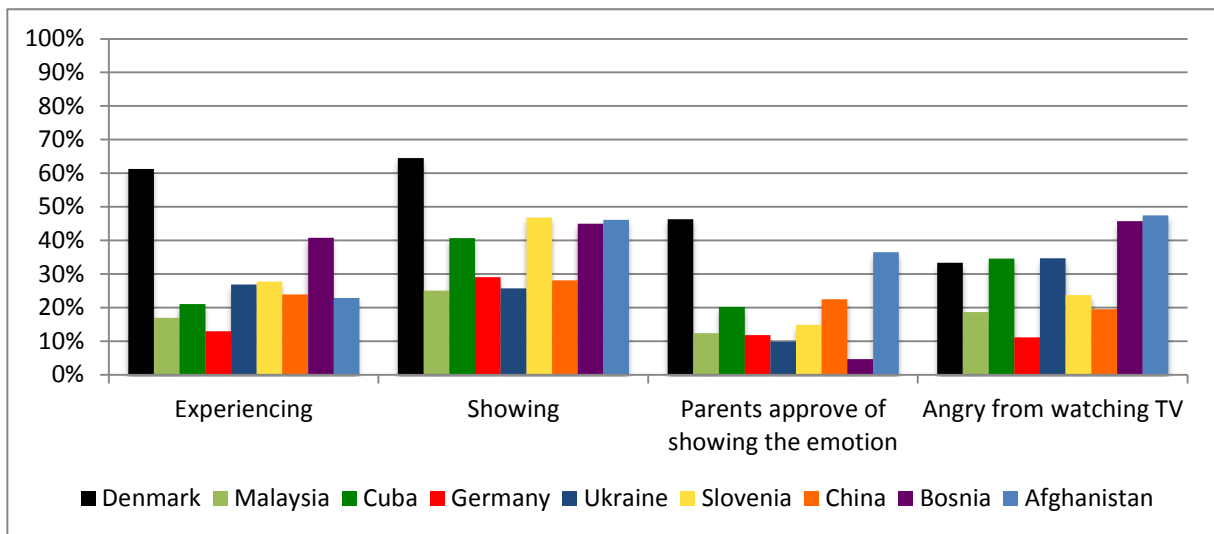
III. 9: Differences in terms of experiencing and showing the emotion “sadness” by gender – agreement

### 2.4 Emotion “anger”

The next set of questions dealt with anger. We wanted to know more about the recent experiences of the participants: “*How often did you feel really angry in the past 7 days?*” We also wanted to know to what extent they showed their anger. Thus we asked: “*How much did you show others that you feel really angry?*” As a next step the children were asked to self-evaluate how their parents would assess the expression of this emotion by answering the question “*How do your parents like it when you show them that you feel really angry?*” In line with the research interest of the International Central Institute for Youth and Educational Television (IZI) we asked: “*Are you getting really angry from time to time from something you see on TV?*”

### Danish children are often angry

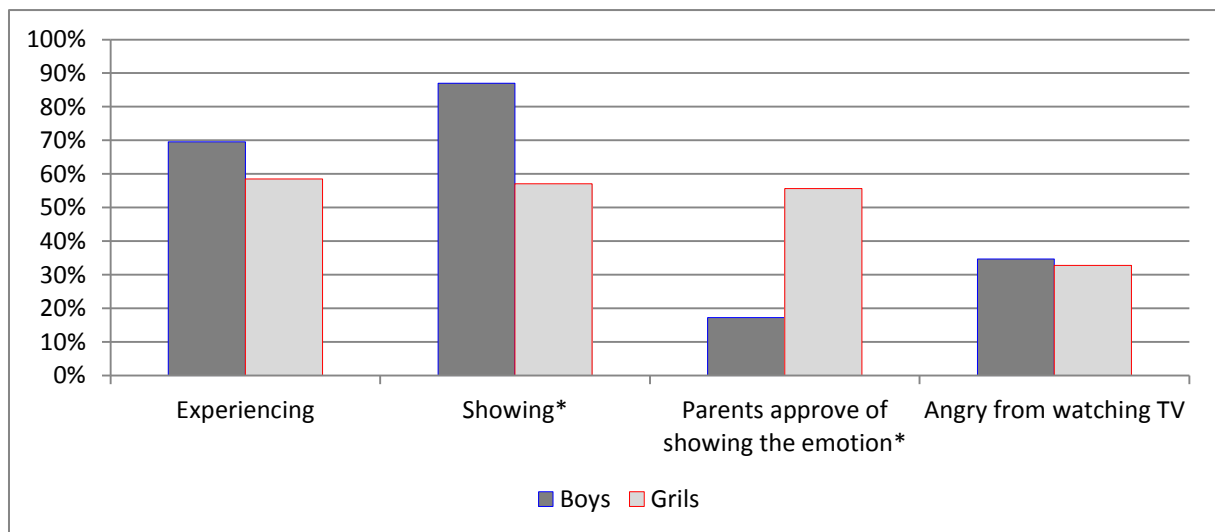
Similar to the emotion “sadness”, the Danish children and preteens experience anger more often than the respondents from other countries. This applies also to the expression of the emotion where the Danish participants rank at the top. The parents’ approval of showing this emotion is also considered very high.



III. 10: Differences in terms of experiencing and showing the emotion “anger” by countries (n > 300) – agreement

### Boys are angrier than girls

The gender comparison shows that boys experience and express anger more often than girls, although more girls than boys assume that their parents would approve showing anger.



III. 11: Differences in terms of experiencing and showing the emotion “anger” by gender – agreement

### 2.5 Emotion “pride”

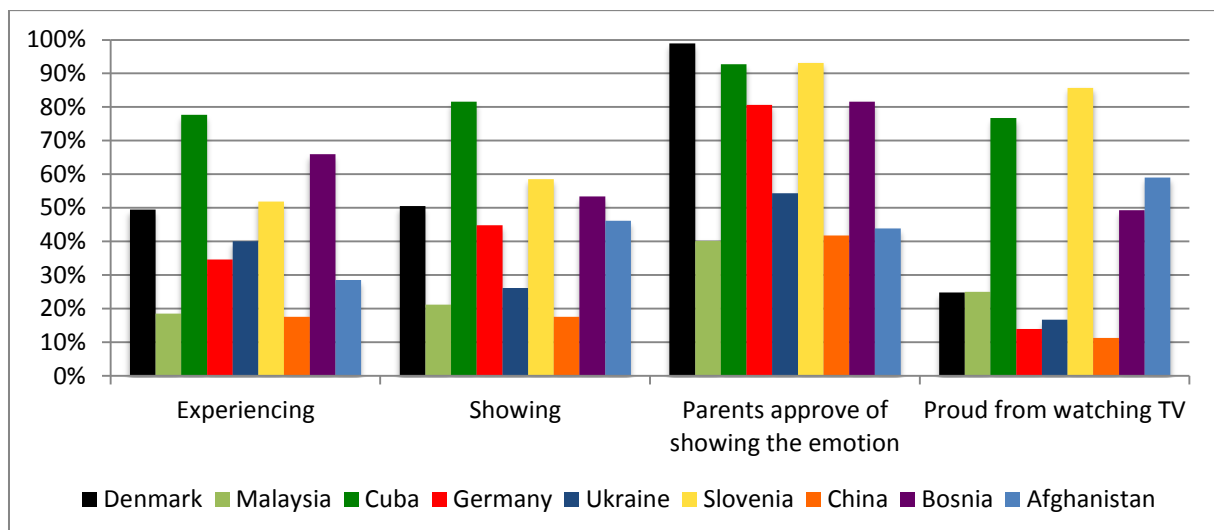
The next set of questions focused on the emotion pride. All items in the questionnaire were rated on a 4-point Likert scale. Participating children and preteens were asked about their recent experiences of pride: “How often did you feel really proud in the past 7 days?”. We also wanted to know how they deal with their emotions. Thus we

asked: *“How much did you show others that you feel really proud?”* As a next step the children were asked to self-evaluate how their parents would assess the expression of this emotion by answering the question *“How do your parents like it when you show them that you feel really proud?”* In line with the research interest of the International Central Institute for Youth and Educational Television (IZI) we asked *“Are you getting really proud of yourself from time to time from something you see on TV?”* *“What were you proud of?”* was the last question in this section. With this open question we wanted to learn more about the children’s reasons for feeling pride.

### Danish children are proud

Regarding the frequency of experiencing and showing pride, Danish children and preteens rank above the international average. Just Cuba, Bosnia and Slovenia attain higher results. If the Danish participants experience pride, the emotion is related to their talents or their abilities.

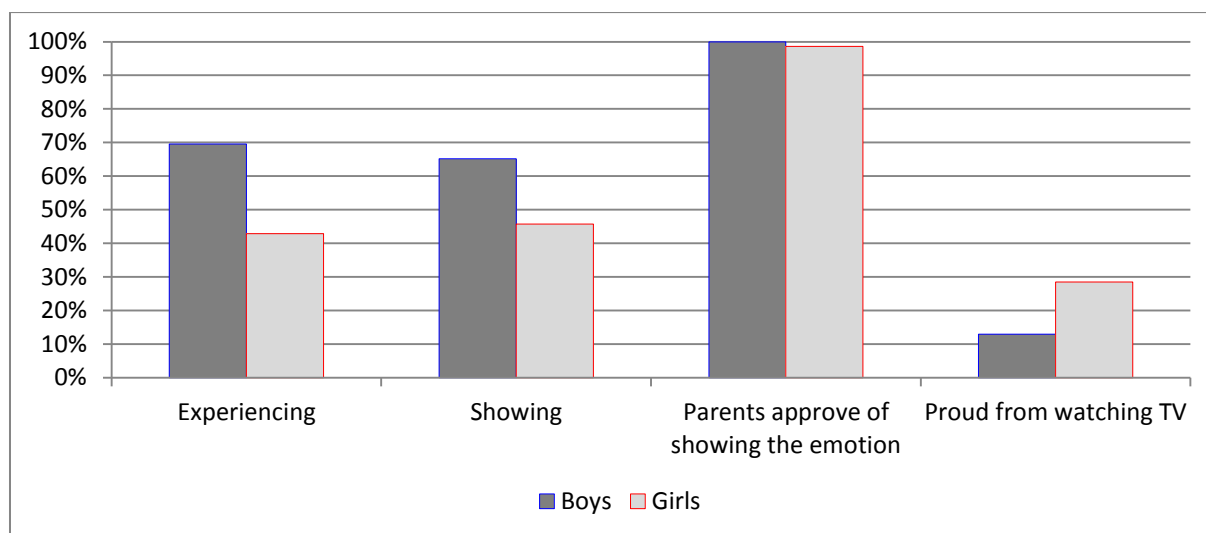
Beyond that, nearly all the Danish participants state that their parents would approve or very much approve showing pride. No other country attains such a high result. In contrast, only a quarter of the participants state that previous TV events triggered feelings of pride.



III. 12: Differences in terms of experiencing and showing the emotion “pride” by countries (n > 300) – agreement

### Boys are prouder than girls

The gender differences become especially significant in the categories “experiencing” and “showing” pride. Boys state that they experience and express their feelings of pride more often than girls. Girls, however, state more often that past TV experiences had triggered feelings of pride..



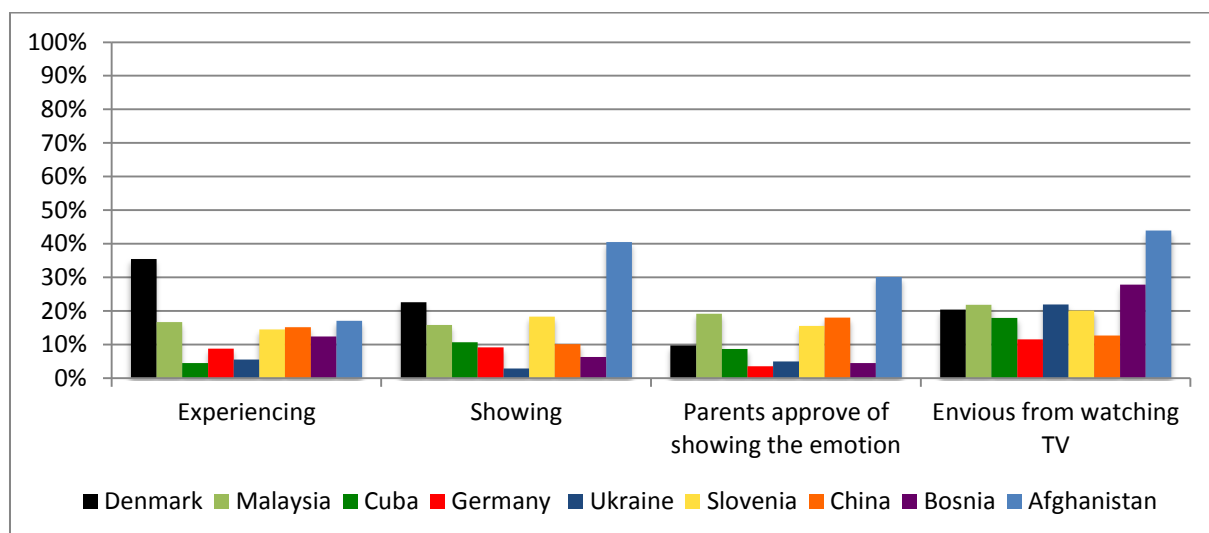
III. 13: Differences in terms of experiencing and showing the emotion “pride” by gender – agreement

## 2.6 Emotion “envy”

The last set of questions focused on the children’s emotion envy. All items in the questionnaire were rated on a 4-point Likert scale. Participating children and preteens were asked about their recent experiences of envy: “*How often did you feel really envious of others in the past 7 days?*” We also wanted to know how they deal with their emotions. Thus we asked “*How much did you show others that you feel really envious of others?*” As a next step the children were asked to self-evaluate how their parents would assess the expression of this emotion by answering the question “*How do your parents like it when you show them that you feel really envious of others?*” In line with the research interest of the International Central Institute for Youth and Educational Television (IZI) we asked: “*Are you getting really envious of others from time to time from something you see on TV?*” “*What did you envy?*” was the last question in this section. With this open ended question we wanted to get answers about the children’s reasons for feeling envious.

### Danish children are often envious

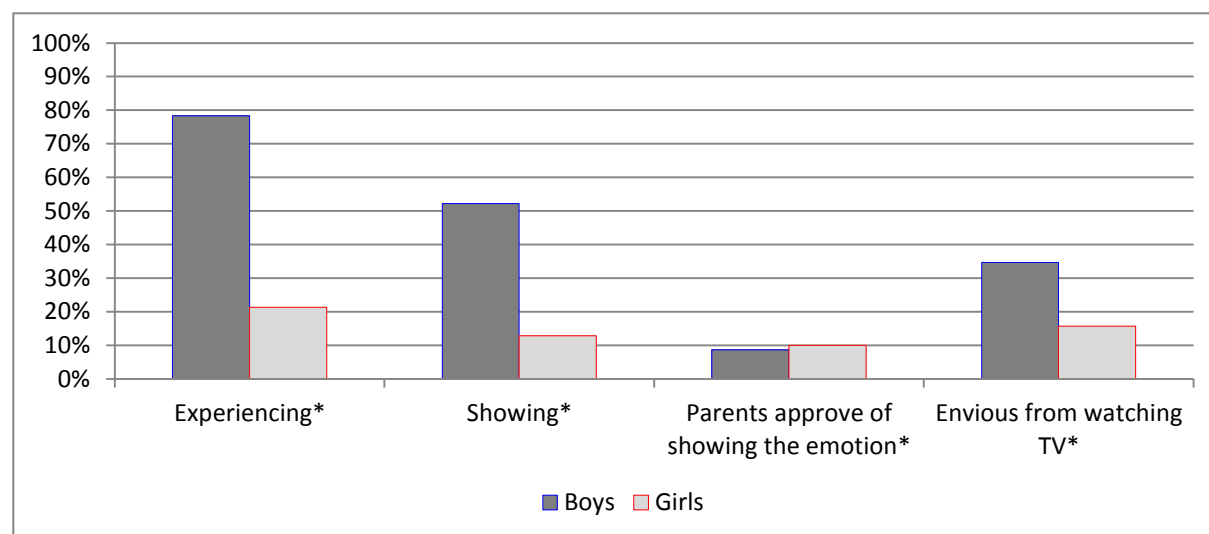
The international country comparison reveals that the Danish children and preteens experience envy more often than the respondents of other countries. Regarding the frequency of showing envy, the Danish participants also rank in the upper range, only Afghanistan has a higher result in this category. Danish children especially envy other people's material possessions.



III. 14: Differences in terms of experiencing and showing the emotion "envy" by country (n > 300) – agreement

### Boys experience and show envy more often

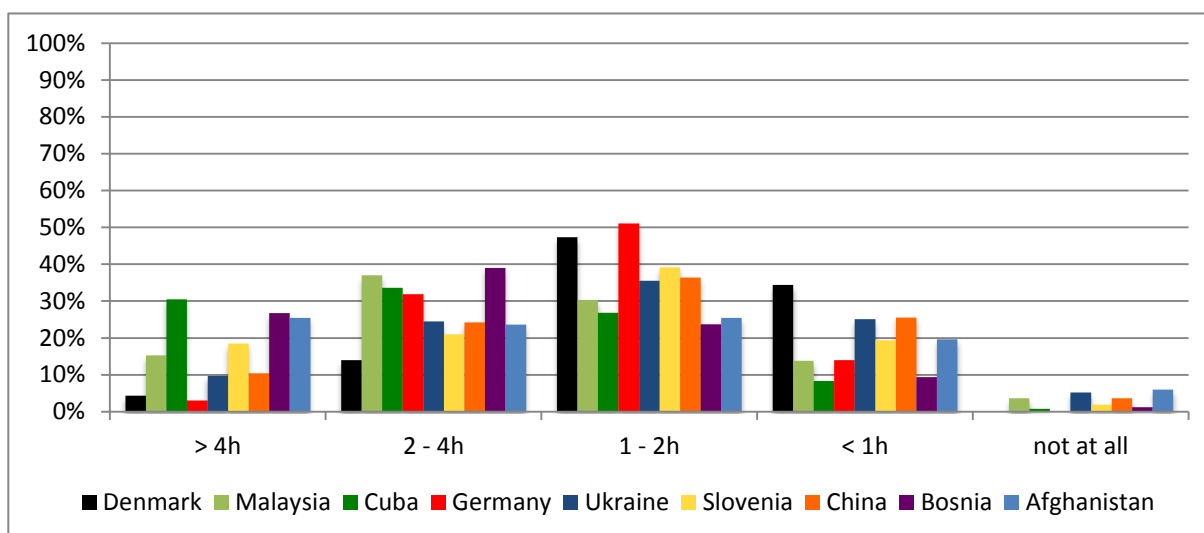
The gender comparison reveals that boys experience feelings of envy more often and show this emotion more frequently than girls.



III. 15: Differences in terms of experiencing and showing the emotion "envy" by gender – agreement

## 2.7 TV viewing behavior and emotions on TV

The last part of the questionnaire focused on TV viewing behavior. First we wanted to know how often children and preteens of different countries watch TV. Thus we asked: “*How often do you watch TV?*”; and offered the following answer options: *daily, several times a week, once a week, rarely, or not at all*. More than half of the Danish children and preteens states that they watch TV every day. In the next step we wanted to know more concretely “*How many hours per day do you watch TV?*” The children and preteens were offered the following categories: *more than 4 hours, 2 to 4 hours, 1 to 2 hours, less than 1 hour, and not at all*. The major part spends one to two hours a day in front of the TV. Therewith, Denmark ranks in the lower mid-range.

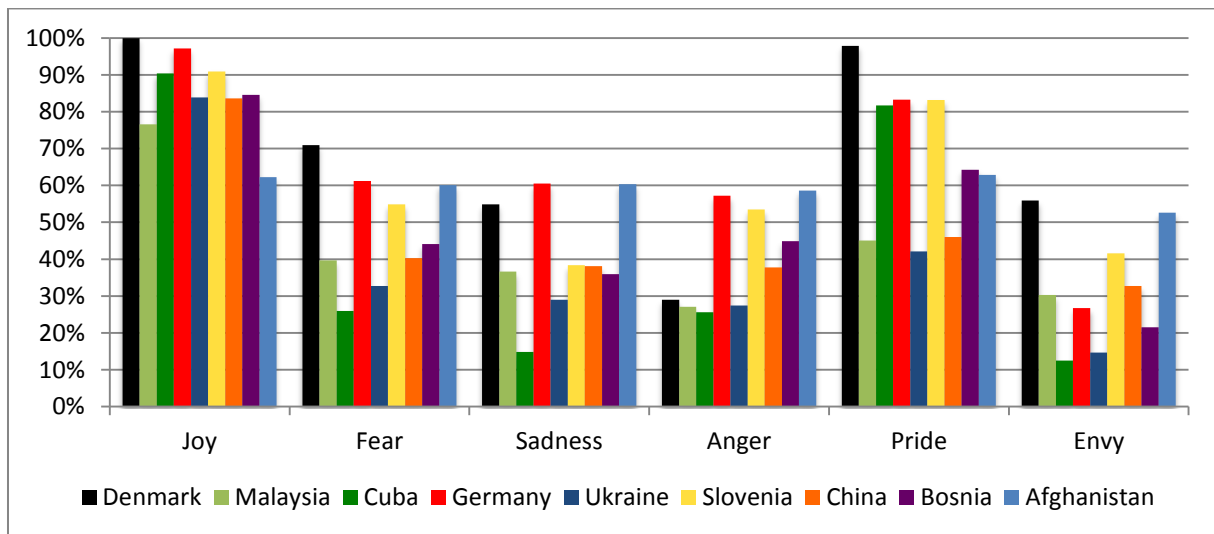


III. 16: Daily viewing time by country (n > 300) – agreement

### TV characters should show their emotions

The last part of the questionnaire dealt with TV characters showing emotions. The children were asked “*How do you like it when the characters show honestly that they feel really happy?*” The same question was asked with respect to the other emotions: fear, sadness, anger, pride and envy. Again all items were rated on a 4-point Likert scale.

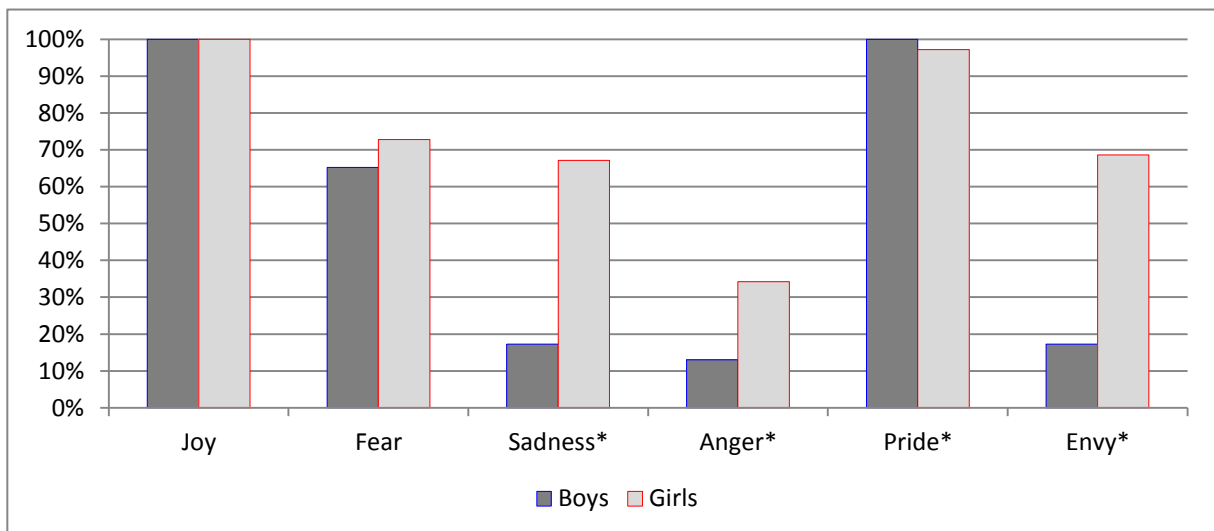
Joy is the emotion which the respondents in Denmark and in other countries of the international comparison wish to experience through TV characters. Second ranks the wish to experience pride, followed by the emotions fear and envy. Despite marked differences in levels between the countries, this ranking is similar to other countries like Germany, Ukraine or Slovenia.



III. 17: TV characters and emotions by country (n > 300) – agreement

### Girls want TV characters to show more emotions

The gender comparison reveals that especially girls wish to see TV characters who show their emotions openly. In particular they prefer the depiction of sadness, anger and envy.



III. 18: TV characters and emotions by gender – agreement

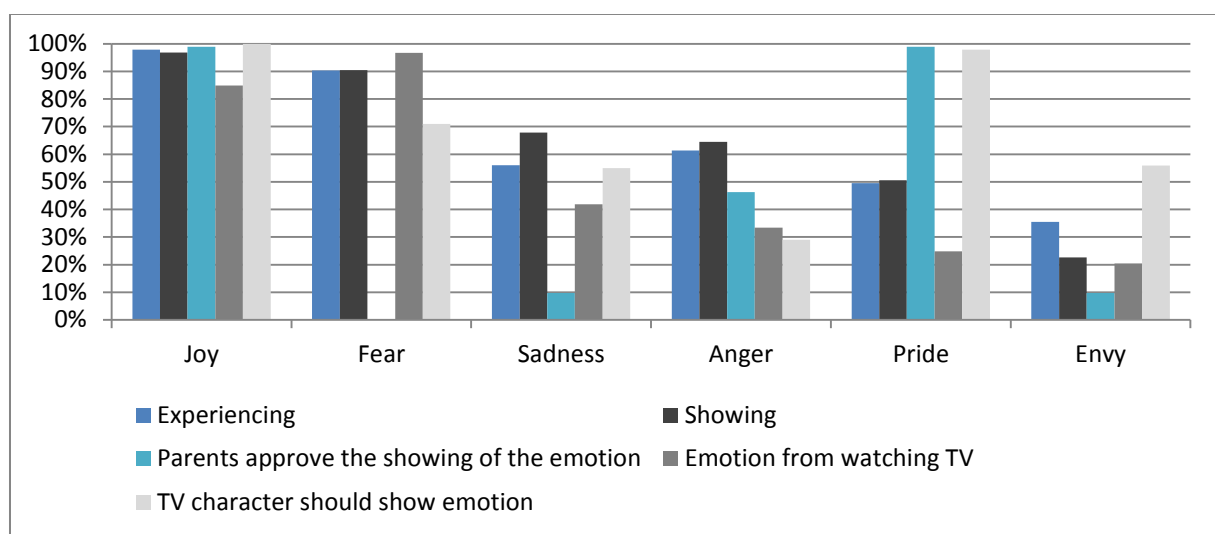


### 3. Summary

5,190 children and preteens from 17 countries were surveyed with the aim of getting a better understanding of how emotions are experienced and shown in everyday life and while watching TV. The focus was on the emotions joy, fear, anger, sadness, pride and envy. The Danish sample comprised 93 questionnaires completed by 70 girls and 23 boys. Again it shall be pointed out that due to the small number of cases the shown figures are necessarily approximate.

The results showed that joy is the emotion most frequently experienced by Danish children and preteens. This emotion is also among the emotions most frequently experienced by the respondents from the other countries. Fear is the second most frequent emotion felt by children in Denmark. The country comparison also revealed that Danish children experience problematic emotions like sadness, anger or envy more often than the participants from other countries. Beyond that, they were also proud of themselves. With respect to the expression of emotions, the Danish sample demonstrated that have a higher willingness than boys to show joy and fear and cry more often. However, boys are more often sad, angry and prouder than girls.

For Danish children and preteens, TV is related to a feeling of fear. Seven out of 10 children from Denmark can refer to a nightmare caused by a TV event. Yet they also experience that TV can cause feelings of joy. In addition, Danish participants by tendency wish that their TV characters would show more emotions than they themselves experience or express. Especially girls want TV characters who show more emotions.



III. 19: Overview of „Having and Showing Emotions“ – Denmark

## Questionnaire on the experience with and showing of emotions

On the following pages we will ask you questions about certain feelings and about TV. Please consider carefully how often you experience certain feelings. No matter if at home, at school or in dealing with parents and friends – the important thing is that you are honest!

Let's talk about you first: I am a girl ☐ a boy ☐ and I am \_\_\_\_\_ years old.

### Happiness

How often did you feel really happy in the past 7 days?

Never	rather rarely	fairly often	permanently
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much did you show others that you feel really happy?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do your parents like it that you show them when you feel really happy?

Don't like it at all	rather don't like it	rather like it	like it very
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please think of the past 7 days: Was there a moment when you really had to laugh out loud?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you getting really happy from time to time from something you see on TV?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Fear

How often did you feel anxious in the past 7 days?

Never	rather rarely	fairly often	permanently
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much did you show others that you feel anxious?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do your parents like it that you show them when you feel anxious?

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you getting anxious from time to time from something you see on TV?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which show or movie made you feel anxious?

Title: \_\_\_\_\_

Do you sometimes get nightmares from something you saw on TV?

☐ Yes ☐ No

## Sadness

How often did you feel really sad in the past 7 days?

Never	rather rarely	fairly often	permanently
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much did you show others that you feel really sad?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do your parents like it that you show them when you feel really sad?

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you have to cry in the last 7 days?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why did you have to cry? Because of ... pain ☐ anger ☐ sorrow ☐ fun ☐ fear ☐

Are you getting really sad from time to time from something you see on TV?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Anger

How often did you feel really angry in the past 7 days?

Never	rather rarely	fairly often	permanently
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much did you show others that you feel really angry?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do your parents like it that you show them when you feel really angry?

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you getting really angry from time to time from something you see on TV?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Pride

How often did you feel really proud in the past 7 days?

Never	rather rarely	fairly often	permanently
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much did you show others that you feel really proud?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do your parents like it that you show them when you feel really proud?

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you getting really proud of yourself from time to time from something you see on TV?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What were you proud of?

I was proud of \_\_\_\_\_

## Envy

How often did you feel really envious of others in the past 7 days?

Never	rather rarely	fairly often	permanently
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much did you show others that you feel really envious of others?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do your parents like it that you show them when you feel really envious of others?

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you getting really envious of others from time to time from something you see on TV?

Not at all	scarcely	a little bit	very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you envy?

I envied \_\_\_\_\_

Now we want to find out some things about your TV consumption.

**How often do you watch TV?**

Daily	several times a week	once a week	rarely	not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How many hours per day do you watch TV?**

More than 4 hours	2 to 4 hours	1 to 2 hours	less than 1 hour	not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please think of your favorite TV show and all other shows you watch.

**How do you like it when the characters show honestly that they feel really happy?**

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you like it when the characters show honestly that they feel really anxious?**

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you like it when the characters show honestly that they feel really sad?**

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you like it when the characters show honestly that they feel really angry?**

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you like it when the characters show honestly that they feel really proud of themselves?**

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you like it when the characters show honestly that they feel really envious of others?**

Don't like it at all	rather don't like it	rather like it	like it very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Thank you for your participation!!! ☺**