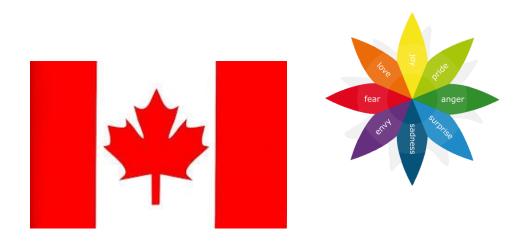
Have and Show Emotions

Research report



Canada

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Abstract

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 Canadian sample comprised 40 questionnaires and induced the following results:

- In Canada as well as in other countries joy is the emotion most frequently experienced.
- Canadian children are rarely sad or angry, but they often experience fear and are more envious in comparison with children from other countries.
- In comparison, Canadian children are really proud.
- Canadian girls show their feelings of joy, fear, envy or pride more often than Canadian boys.
- Canadian 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.

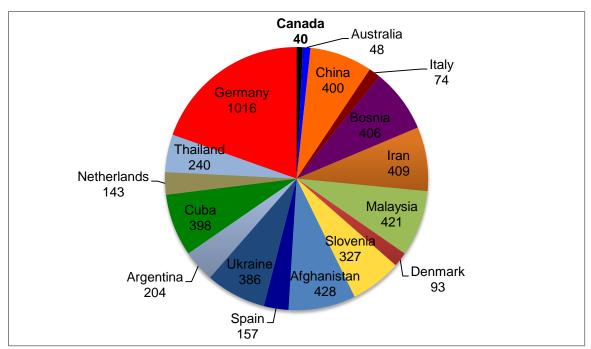
1. Objective and sample

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 Canada, 40 children and preteens, 16 girls and 24 boys, participated in the study. Because of the small sample, age differences won't be taken into account.

Age category	Boys	Girls
	(n=24)	(n=16)
6 - 9 years	15%	18%
(n=13)	(n=6)	(n=7)
10 – 12 years	30%	10%
(n=16)	(n=12)	(n=4)
13 – 15 years	15%	13%
(n=11)	(n=6)	(n=5)

III. 2: Sampling distribution - Canada

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¹ 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. Results²

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?"³

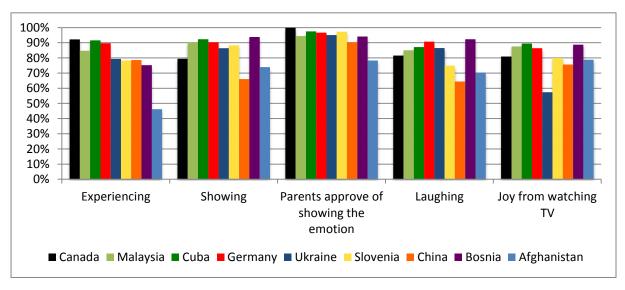
Canadian children are very joyful

With respect to the emotion "joy" the international comparison shows that Canadian children and preteens rank in the upper range in most of the categories. This means that the Canadian respondents often answer that they do experience and show joy. On top of that, all of the children assume that their parents would approve their showing of joy. About 80% of the Canadian children and preteens state that TV has triggered feelings of joy at least once.

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² In the following, the results of the Canadian 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 (*).

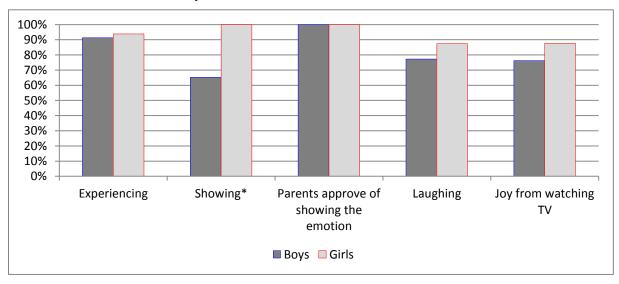
³ The detailed questionnaire can be found in the appendix.



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

Girls show more joy

A gender comparison reveals that by tendency girls express joy more frequently than boys. Moreover, girls laugh slightly more often and refer to emotionally charged TV events more often than boys.



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

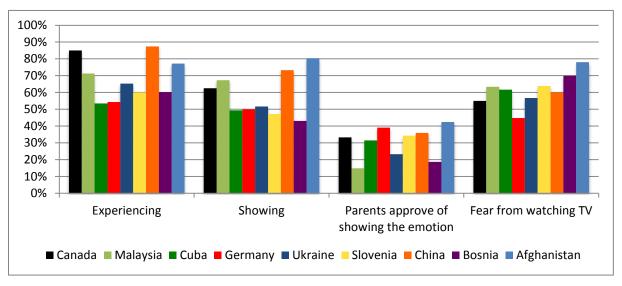
2.2 Emotion "fear"

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?"

Canadian children often experience fear

The country comparison reveals that Canadian children experience fear more frequently than the respondents of other countries. Only China attains higher results in this category. Similar to the emotion "joy", the Canadian respondents show their fear less frequently than they do actually experience it. One third of the children think that their parents would approve the expression of this emotion. On top of that, more than half of of the Canadian respondents have already experienced fear as a consequence of watching TV.



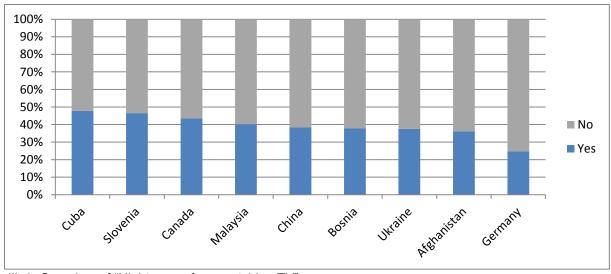
III. 5: Differences in terms of experiencing and showing the emotion "fear" by countries (n > 300) – agreement

Beyond that, four out of 10 children state that they had had a nightmare from watching something on TV at least once. With this result, Canada ranks on third place in the international comparison. 22 children and preteens answered the question which show or movie made them feel anxious. In this context *Degrassi* (n=3) was most often mentioned followed by *Paranormal Activity* (n=2), and *The Hunger Games* (n=2).⁴

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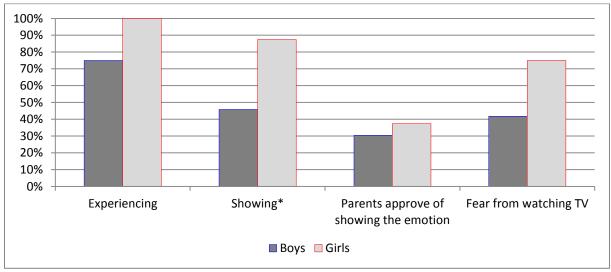
⁴ Some children wrote down more than one show/movie. But for the analysis only the first mention was taken into account.



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

Girls experience show fear more often

The gender comparison reveals that girls experience and show fear more often than boys. Beyond that, girls experience fear from watching TV more frequently than boys.



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

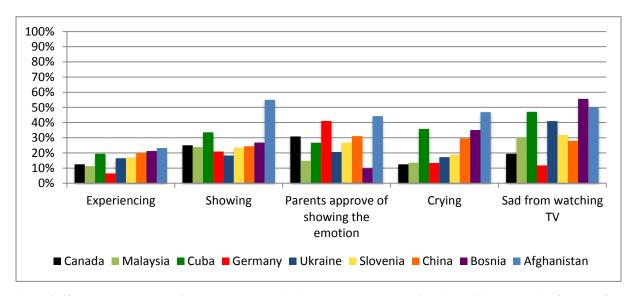
2.3 Emotion "sadness"

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.

Canadian children are seldom sad and cry rarely

The international comparison demonstrates that Canadian children and preteens experience sadness less often than the most respondents from other countries. The willingness to show this emotion to others, however, ranks in the upper mid-range. Beyond that three out of ten of the Canadian children and preteens assume that the expression of sadness is approved by their parents. However, only about 10% of the Canadian respondents state that they had cried in the past seven days. In this context, Canadian respondents name mostly grief, pain, and anger as reasons for this emotional outburst.

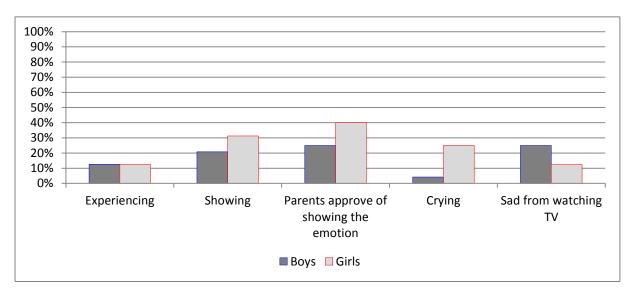


III. 8: Differences in terms of experiencing and showing the emotion "sadness" by countries (n > 300) – agreement

Girls cry more often

The gender comparison reveals that there is no gender difference with respect to the frequency of experiencing sadness. Yet girls assume more often than boys that their parents approve showing this emotion. However, girls cry more often whereas previous TV events triggered feelings of sadness more often among boys than

among girls. The reasons why girls cry are feelings of grief and anger whereas boys cry because of pain and anger.



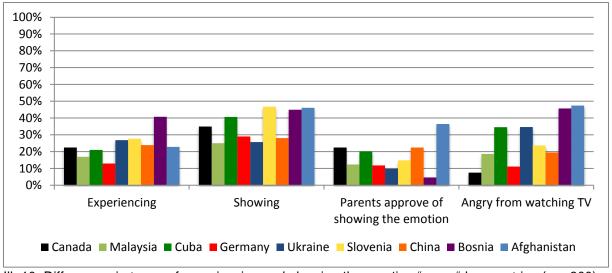
III. 9: Differences in terms of experiencing and showing the emotion "sadness" by gtender – agreement

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?"

Canadian children experience anger rather rarely

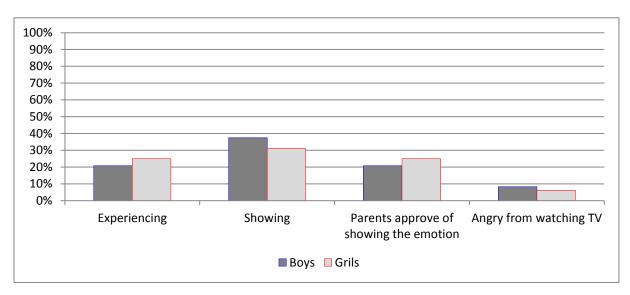
Similar to the emotion "sadness", the Canadian children and preteens experience anger less often than most respondents from other countries. This applies not to the expression of the emotion where the Canadian participants rank in upper mid-range. The parents' approval of showing this emotion is considered very high. Just Afghanistan attains a higher result in this category.



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

Boys show more anger

The gender comparison reveals that girls experience anger more often than boys. Boys, however, show anger more often although more girls than boys think that their parents would approve the expression of this emotion.



III. 11: Differences in terms of experiencing and showing the emotion "anger" by gender- agreement

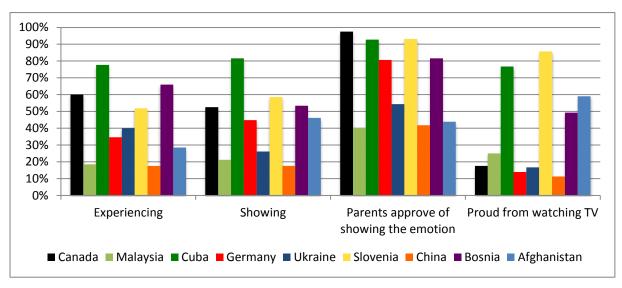
2.5 Emotion "pride"

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.

Canadian children are proud

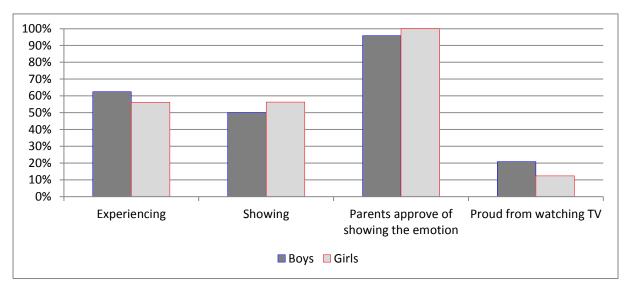
Regarding the frequency of experiencing pride, Canadian children and preteens rank above the international average. Six out of 10 Canadian respondents experience pride often or permanently, only Cuba and Bosnia attain higher results in this category. If the Canadian participants experience pride, the emotion is related to their abilities or their talents. The country comparison also reveals that Canadian children and preteens show their pride less often than they experience it. On top of that, nearly all of the Canadian participants state that their parents would approve or very much approve showing this emotion. No other country attains a higher result in this category.



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

Girls show more pride

The gender comparison reveals that girls show their feelings of pride more often although more boys than girls experience feelings of pride. Moreover, boys state more often than girls that they experience feelings of pride from watching TV.



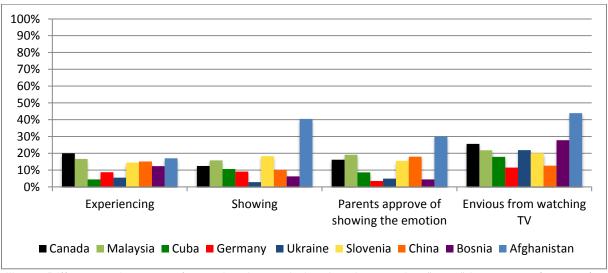
III. 13: Differences in terms of experiencing and showing the emotion "pride" by gender – agreement

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.

Canadian children are often envious

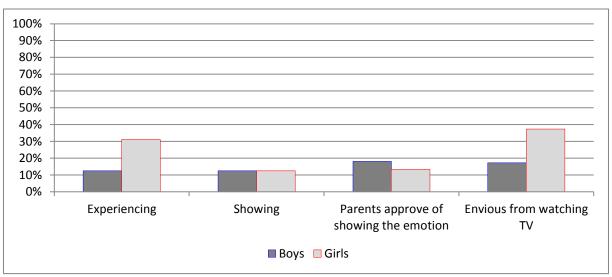
The international country comparison reveals that Canadian children and preteens experience envy more often than the respondents of other countries. Regarding the frequency of showing envy, the Canadian participants rank in the upper mid-range. Canadian children especially envy other people's abilities or material possessions.



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

Girls are more envious

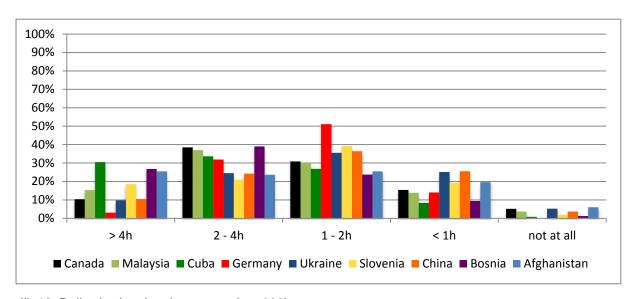
The gender comparison reveals that girls experience feelings of envy more often than boys whereas boy and girls show their feelings in the same manner.



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. About half of the Canadian children and preteens state 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 two to four hours a day in front of the TV. Therewith, Canada ranks in the upper range.

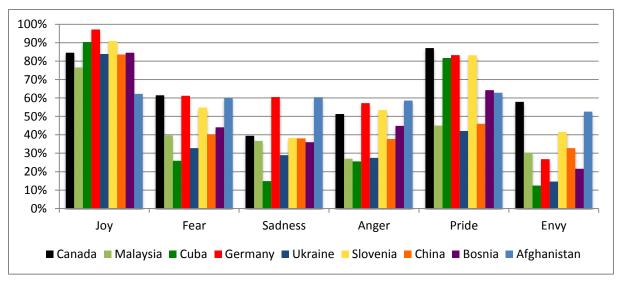


III. 16: Daily viewing time by country (n > 300) – agreement

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.

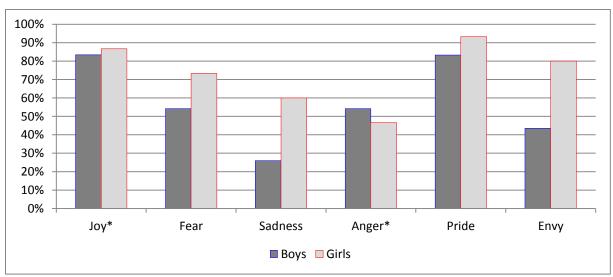
In contrast to other countries in Canada not joy but pride is the emotion which the respondents wish to experience through TV characters. Second ranks the wish to experience joy, followed by the emotions fear and envy.



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, envy, and fear.



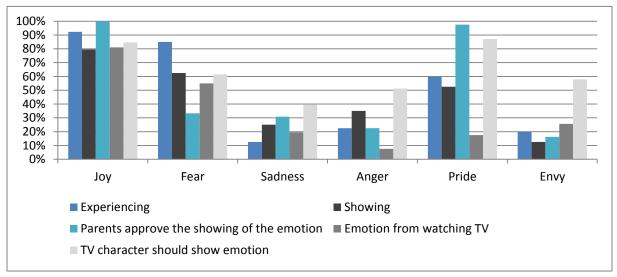
III. 18: TV characters and emotions by gender - agreement

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 Canadian sample comprised 40 questionnaires filled in by 16 girls and 24 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 Canadian children and preteens. This emotion is also among the emotions most frequently experienced by the respondents from other countries. Fear is the second most frequent emotion felt by children in Canada. In comparison, Canadian children often experience feelings of fear. The country comparison also revealed that the Canadian children experience problematic emotions like sadness or anger less often than the participants from other countries. Beyond that, they were really proud of themselves. With respect to the expression of emotions, the Canadian sample demonstrated that girls have a higher willingness than boys to show joy, fear, envy or pride.

For Canadian children and preteens, TV is firstly related to a feeling of joy. Yet they also experience that TV can cause fear. Four out of 10 children from Canada can refer to a nightmare caused by a TV event. In addition Canadian participants by tendency wish that their TV characters would show more emotions than they themselves experience or express, with the exception of joy and fear.



III. 19: Overview of "Having and Showing Emotions" – Canada



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 y	/ou first: I am a girl □	a boy □	and I am	years old.
Happiness				
How often did you feel really <u>happy</u> in the past 7 days?				
Never	rather rarely		fairly often	permanently
0	0		0	0
How much did you	show others that you fe	el really <u>hap</u>	py?	_
Not at all	scarcely		a little bit	very much
0	0		0	0
How do your parer	nts like it that you show t	hem when y	ou feel really <u>hap</u>	<u>py</u> ?
Don't like it at all	rather don't like it		rather like it	like it very
0	0		0	0
Please think of the	past 7 days: Was there	a moment w	hen you really ha	d to laugh out loud?
Not at all	scarcely		a little bit	very much
0	0		0	0
Are you getting rea	ally <u>happy</u> from time to ti	me from sor	nething you see o	on TV?
Not at all	scarcely		a little bit	very much
0	0		0	0
Foor				
Fear				
	feel <u>anxious</u> in the past	7 days?		
	feel <u>anxious</u> in the past rather rarely	7 days?	fairly often	permanently
How often did you		7 days?	fairly often	permanently
How often did you Never	rather rarely			
How often did you Never	rather rarely			
Never How much did you	rather rarely Show others that you fe		0	0
Never How much did you Not at all	rather rarely show others that you fe	el <u>anxious</u> ?	a little bit	very much
Never How much did you Not at all	rather rarely show others that you fe	el <u>anxious</u> ? them when y	a little bit	very much
How often did you Never How much did you Not at all How do your parer	rather rarely show others that you fees carcely outs like it that you show to	el <u>anxious</u> ? them when y	a little bit ou feel <u>anxious</u> ?	very much
How often did you Never How much did you Not at all How do your parer Don't like it at all	rather rarely show others that you fe scarcely outs like it that you show the rather don't like it	el <u>anxious</u> ?	a little bit ou feel anxious? rather like it	very much
How often did you Never How much did you Not at all How do your parer Don't like it at all	rather rarely show others that you fees scarcely outs like it that you show the rather don't like it	el <u>anxious</u> ?	a little bit ou feel anxious? rather like it	very much
How often did you Never How much did you Not at all How do your parer Don't like it at all Are you getting an	rather rarely show others that you fees scarcely outs like it that you show to rather don't like it contact the state of t	el <u>anxious</u> ?	a little bit ou feel anxious? rather like it ing you see on T	very much like it very much V?
How often did you Never How much did you Not at all How do your parer Don't like it at all Are you getting an Not at all	rather rarely show others that you fees scarcely outs like it that you show to rather don't like it outsious from time to time to scarcely	them when y	a little bit ou feel anxious? rather like it oing you see on TV	very much like it very much very much very much
How often did you Never How much did you Not at all How do your parer Don't like it at all Are you getting an Not at all Which show or mo	rather rarely show others that you fees scarcely nts like it that you show to rather don't like it xious from time to time to scarcely	them when y	a little bit ou feel anxious? rather like it oing you see on TV	very much like it very much very much very much
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Sadness						
How often did you feel really <u>sad</u> in the past 7 days?						
Never	rather rarely	fairly often	permanently			
0	0	0	0			
How much did you sl	How much did you show others that you feel really sad?					
Not at all	scarcely	a little bit	very much			
0	0	0	0			
How do your parents	like it that you show them wh	nen you feel really <u>sad</u> ?				
Don't like it at all	rather don't like it	rather like it	like it very much			
0	0	0	0			
Did you have to cry i	Did you have to cry in the last 7 days?					
Not at all	scarcely	a little bit	very much			
0	0	0	0			
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			
0	0	0	0			
Anger How often did you feel really <u>angry</u> in the past 7 days?						
Never	rather rarely	fairly often	permanently			
O		O	О			
How much did you show others that you feel really <u>angry</u> ?						
Not at all	scarcely	a little bit	very much			
0	0	0	0			
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			
0	0	0	0			
Are you getting really angry from time to time from something you see on TV?						
Not at all	scarcely	a little bit	very much			
0	0	0	0			

How often did vou fee			
, , , , , , , , , , , , , , , , , , ,	I really <u>proud</u> in the past 7 dag	ys?	
Never	rather rarely	fairly often	permanently
0	0	0	0
How much did you sh	ow others that you feel really	proud?	
Not at all	scarcely	a little bit	very much
0	0	0	0
How do your parents !	like it that you show them who	en you feel really <u>proud</u>	?
Don't like it at all	rather don't like it	rather like it	like it very muc
0	0	0	0
Not at all	proud of yourself from time to scarcely	a little bit	very much
0	0	0	0
was proud of			
Envy	I really <u>envious of others</u> in th	no nast 7 days?	
now often did you lee	i really <u>envious or others</u> in th		
Novor	rather rarely		normanonth
Never	rather rarely	fairly often	permanently
0	rather rarely O ow others that you feel really	fairly often	
0	0	fairly often	0
O How much did you sh	ow others that you feel really	fairly often O envious of others?	0
O How much did you sho Not at all	ow others that you feel really	fairly often output envious of others? a little bit	very much
O How much did you sho Not at all O How do your parents I	ow others that you feel really scarcely	fairly often output envious of others? a little bit	very much
O How much did you sho Not at all O How do your parents I	ow others that you feel really scarcely Olike it that you show them who	fairly often cenvious of others? a little bit cen you feel really envious	very much
How much did you show the state of the state	ow others that you feel really scarcely like it that you show them who	fairly often output envious of others? a little bit output en you feel really envious rather like it	very much
How much did you show the state of the state	ow others that you feel really scarcely like it that you show them whe	fairly often output envious of others? a little bit output en you feel really envious rather like it	very much ous of others? like it very much
How much did you show the Not at all How do your parents In Don't like it at all Are you getting really	ow others that you feel really scarcely like it that you show them who rather don't like it envious of others from time t	fairly often envious of others? a little bit en you feel really enviourather like it otime from something	very much

Now we want to find out some things about your TV consumption.				
How often do you watch TV?				
Daily s	everal times a week	once a week	rarely	not at all
0	0	0	0	0
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
0	0	0	0	0

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		
0	0	0	0		
How do you like it w	hen the characters show hone	stly that they feel really	anxious?		
Don't like it at all	rather don't like it	rather like it	like it very much		
0	0	0	0		
11 1 P1 26		ada da da da sa fa al sa alla	10		
How do you like it w	hen the characters show hone	stly that they feel really	<u>sad</u> ?		
Don't like it at all	rather don't like it	rather like it	like it very much		
0	0	0	0		
How do you like it w	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		
0	0	0	0		
How do you like it w	hen the characters show hone	stly 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		
0	0	0	0		
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		
0	0	0	0		

Thank you for your participation!!! ©