Kärtchen

1:

Opener:

People like to watch TV, kids obviously like to watch TV! Maybe you like to watch TV yourself. Have you ever thought about how the TV shows of your childhood might have influenced you in your present thinking on certain topics or your motives?

Well, we know from social-cognitive theory, that among other things we learn from observation. Observation of our role models and the consequences they have to expect from their behavior. Albert Bandura, who is known as the founder of social-cognitive theory, already showed in the 60ies that these principles of social learning are also true when the observation happens through media. He and others stated that this might influence gender role development and condensation of stereotypes.

In this explorative research study we wanted to investigate the occurrence of gender specific properties in popular animated series for kids by analysing the corresponding transcripts of the top 10 shows with high demand (Parrot, demand) just by using computational techniques.

Different Motives: Scripts and Transcripts are quite interesting peaces of text, they follow motives, the conversations in them do not just happen, someone decided them to be that way – for whatever reason, to be successful, to transport a certain question and so on. - so there is a lot of information expected in them, see if its possible to!

Hyotheses: three gender related hypothesis on the characteristics of statements and dialogs.

A – differences in sentiment scores of statements by characters depending on their own gender or the gender of the addressee.

B – differences in sentiment scores of role modes (central characters) show a different sentiment depending on the gender of the conversation partner

C – differences in Speech Prompts, Questions and Line-Length depending on a characters gender and the gender of the addressee.

So, how did we investigate that? Here we see Fig. 1, this one shows our process workflow! We went through a lot of pain there!!

Methods: so what is a “good” series to analyse – Parrot – high demand, top 15

We had to deal with very different transcripts and digital architecture behind them.

We ended up with analzing one series:

Miraculous: Tales of Ladybug & Cat Noir is a French-Japanese-Korean computer-animated magical girl superhero children's television series. The series focuses on two Parisian teenagers, Marinette and Adrien, who transform into the superheroes Ladybug and Cat Noir, respectively, to protect the city from supervillains.

104 Episides analysed – 4 seasons, 26 each

Gender overall: female: 171 zu male: 200

Lines per gender: Females overall more lines than males (sign. 10981, 8914)

Mittelwerte der ANOVA TWA1, TWA4 (r)

H3.1: zusätzlich

Lines per gender over seasons:

all groups differ: sign. Diff. in frequencys of spoken lines between genders in all seasons (1-4)