Introduction:

In Albert Banduras Social-Cognitive Theory children are learning social behaviour through observation of behaviour of others and the social consequences associated with it. These implications are also true when children are observing behaviour through a television program (Bandura, 1965) 3. It is strongly suggested, that social contexts (also media) provide a wide variety of learning opportunities for young children in terms of gender role development as one key factor (Bussey & Bandura, 1999).

The occurrence of gender biases in mass media, especially on tv have been well documented over the last decades throughout different fields of research.

Gender stereotypes are widely spread in media in general, as well as in TV shows for children.

Often male characters outnumber female characters by 2:1 (Aubrey & Harrison, 2004), they appear on screen more often, speak more words, ask more questions and have more questions directed towards them compared to female characters (Biddle 2017).

Study Aim:

The aim of the study was to investigate the occurrence of gender bias in popular cartoon series by analyzing the related transcripts.

LITERATURE

[1] Aubrey, J. S., & Harrison, K. (2004). The Gender-Role Content of Children's Favorite Television Programs and Its Links to Their Gender-Related Perceptions. Media Psychology, 6(2), 111–146. [https://doi.org/10.1207/s1532785xmep0602\_1](https://psycnet.apa.org/doi/10.1207/s1532785xmep0602_1)

[2] Baker, K., & Raney, A. A. (2007). Equally super?: Gender-role stereotyping of superheroes in children’s animated programs. Mass Communication & Society, 10(1), 25-41. DOI: [10.1080/15205430709337003](https://doi.org/10.1080/15205430709337003)

[3] Bandura, A. (1965). Influence of models' reinforcement contingencies on the acquisition of imitative responses. Journal of Personality and Social Psychology, 1(6), 589–595. [https://doi.org/10.1037/h0022070](https://psycnet.apa.org/doi/10.1037/h0022070)

[4] Biddle, A. M. (2017). Gender Stereotypes within TV shows for Preschoolers and their Effects on Children's Stereotypes, ProQuest Dissertations Publishing. http://hdl.handle.net/10125/62738

[5] Bussey, K., & Bandura, A. (1999). Social cognitive theory of gender development and  
differentiation. Psychological Review, 106, 676-713.

Presentation

Introduction

Without a doubt, television programs have a high identifying influence on children. E.g. according to the Washington Post, it was observed that american children began to speak with a British accent, during the pandemic, because Peppa Pig was highly demanded and so watched by the age group in preschool children