

Children's Television Worldwide: Gender Representation

in



Germany

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Children's Television Worldwide:

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Children's Television in Germany

In Germany there is children's programming in all of the public broadcasting channels as well as in commercial channels that offer programming on free-TV and pay-TV. Channels with exclusive programming for children are the public broadcasting outlet KI.KA. and the commercial channels Nick and SuperRTL. Three more children's television channels are available on pay-TV: Disney channel, Playhouse Disney and Jetix.

Sample selection:

The sample is based on the following German television networks: ARD, KI.KA, NICK, RTL2, Super RTL and ZDF. For these channels the children's programme of the country was recorded in the agreed upon time frame and subsequently categorized and measured.

Dates of recording: 31.05.2007 – 14.06.2007.

The sample analysed here consists of 154 hours of explicit children's television, 99 hours of fictional shows, 580 programmes (457 fictional shows), 2011 characters (fiction) and 1101 human characters.

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What is offered to children - Results at show level:

More fictional or a more non-fictional programs?

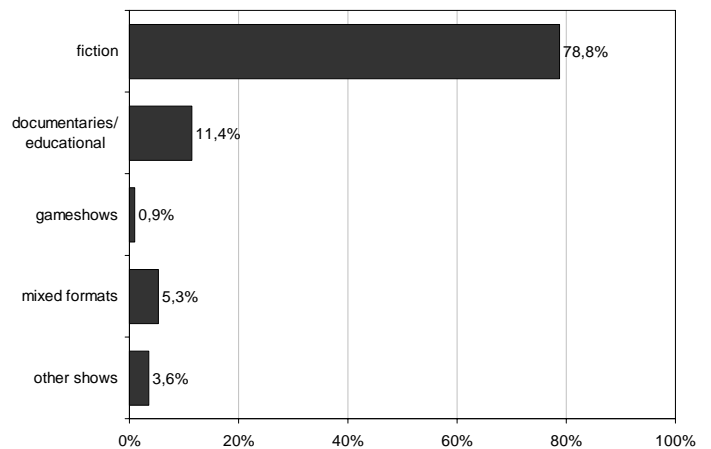
We coded every show/piece of programme of our sample. Advertisements and trailers are coded in block (e.g. when there are 6 different commercials between two shows they are coded as one block). A show begins with the opening and normally ends with the credits (it might be that one show consists of 2 episodes like in SpongeBob but they are still one show).

The sample comprises altogether 580 shows that can be categorized into different programme types. 457 shows or 78.8% can be referred to as fiction, 66 shows (11.4%) were documentaries, 5 were game shows (0.9%) and 31 mixed formats (5.3%).

Of interest for the further analysis of the children's programmes are only the 457 fictional shows that were coded. Those

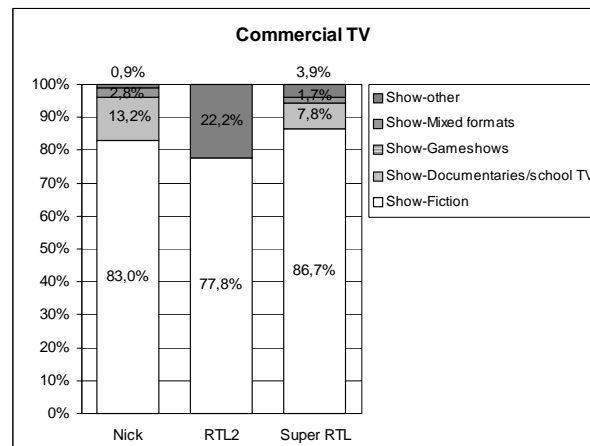
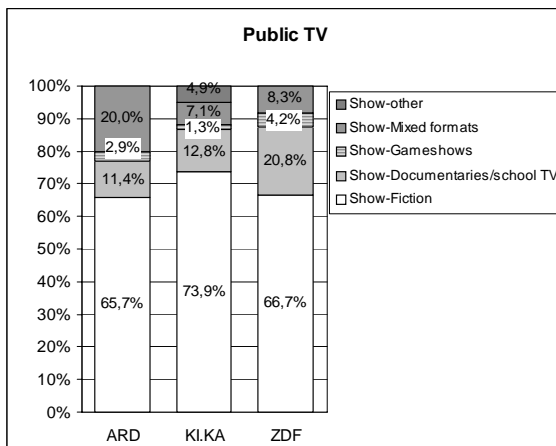
are in 88.8% of the cases animation shows and in 7% of the cases shows with real people (n=32). Then there is a puppet show with 1.8% and a mixed format with 2.4%.

Differentiation between fiction and non-fiction



IZI – Children's Television Worldwide 2007; basis: Germany, 154 h children's programme

On all three of the German Public TV channels more than two thirds of the children's programs are Show-Fiction. Similarly to Public TV, Show-Fiction dominates also on Commercial TV, but with a higher percentage. So on Nick, e.g., Show-Fiction forms 83.0% of the program.



Children's Television Worldwide:

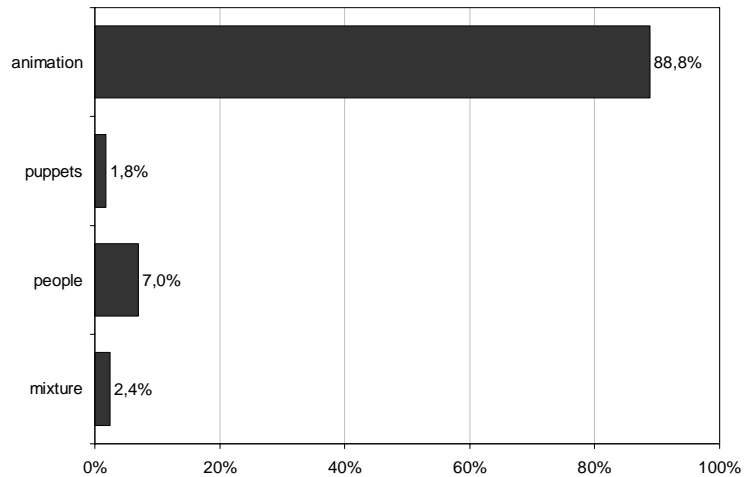
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What type of fictional programme could be found? A lot of animation!

We coded the general type/genre of show. Is it an animation or a puppet show? Or mixed?

Among the 457 recorded fiction shows were 406 (88.8%) animation shows; in 32 shows (7%) real people are the actors/actresses, and 8 (1.8%) were puppet shows. 11 shows (2.4%) were a mix of several of these categories.

Differentiation between fictional shows



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme

	Animation	Puppets	People	Mixture
Slovenia	96,5%	0,9%	1,9%	0,7%
China	96,4%	0,7%	2,9%	0,0%
Canada	95,9%	0,7%	0,7%	2,0%
Egypt	95,3%	0,0%	2,6%	2,1%
Cuba	94,5%	0,3%	2,8%	2,4%
Syria	93,5%	0,0%	3,2%	0,0%
Kenya	90,6%	0,7%	8,1%	0,7%
Netherlands	90,0%	0,8%	9,2%	0,0%
Germany	88,8%	1,8%	7,0%	2,4%
Austria	88,3%	2,6%	6,4%	2,6%
Hong Kong	85,8%	3,6%	8,9%	1,8%
Hungary	85,8%	12,1%	0,7%	1,4%
South Africa	85,3%	3,9%	8,3%	2,5%
USA	84,8%	1,3%	8,5%	5,5%
Norway	84,6%	2,6%	10,3%	2,6%
Brazil	84,2%	1,1%	12,6%	2,1%
India	81,0%	0,0%	19,0%	0,0%
New Zealand	80,6%	0,0%	13,9%	5,5%
Australia	80,4%	1,1%	11,0%	2,8%
Israel	74,7%	0,8%	21,4%	3,1%
Malaysia	72,4%	0,0%	13,8%	13,8%
Argentina	58,8%	17,6%	17,6%	5,9%
UK	55,0%	10,8%	12,3%	20,8%
Belgium	54,8%	4,3%	18,7%	21,8%
total	83,9%	2,4%	8,9%	4,5%

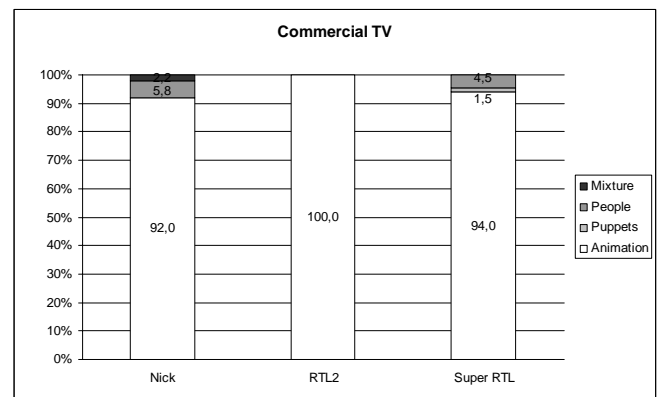
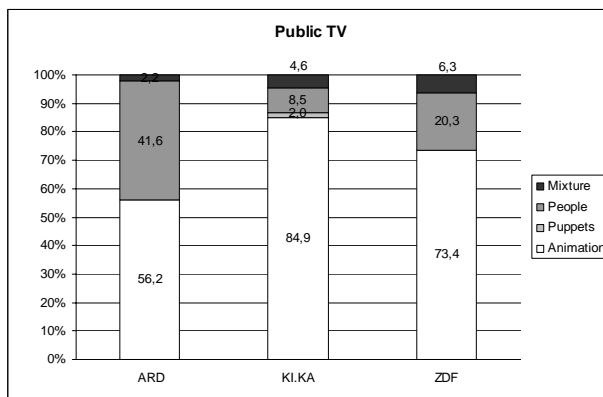
With a percentage of 88.8 % of animation on children's television Germany comes ninth in the international comparison and is above the average. A little bit behind, with 7%, are shows with real people that form the second largest group. 2.4% of the characters are mixtures and 1.8% puppets.

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On ARD and ZDF 56.2% and respectively 73.4% of the program is Animation, while on the specific children's Channel KI.KA 84.9% of the formats are Animation. Most real people can be seen in the children's television of the ARD (41.6%). On all the three channels mixtures are the third largest group. ARD is among the channels with the highest percentage of shows with real people in children's TV world wide.

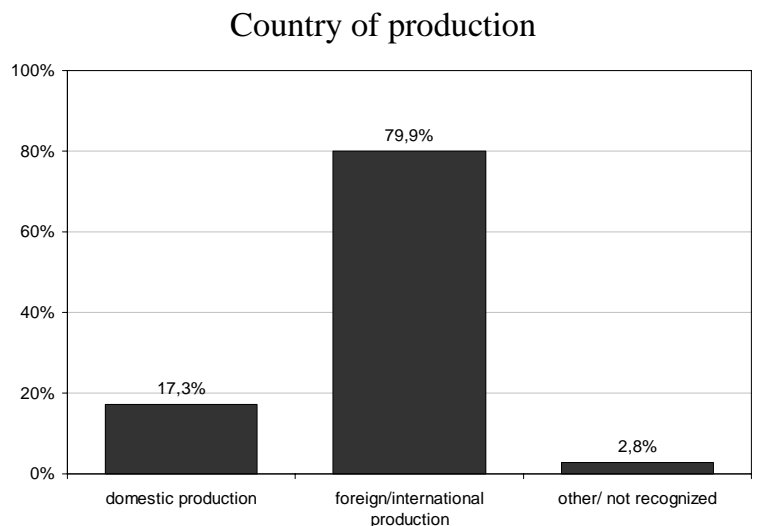
Regarding Commercial TV, on all three channels animation clearly dominates up to 100%. There are no shows with real people at all on RTL2, and only 5.8% respectively 4.5% on Nick and on Super RTL. Puppets and mixtures form very little minorities.



Where are the shows produced?

We coded where/by which company the show is produced (as far as can be seen from credits, programme magazine or other sources). Is it a company or broadcaster from one's own country or from a foreign country, or is it an international co-production?

The fiction shows are in 79.9% of the cases productions of another country (n=375) and in 17.3% produced in their own country (n=69). 13 shows could not be classified into any category.



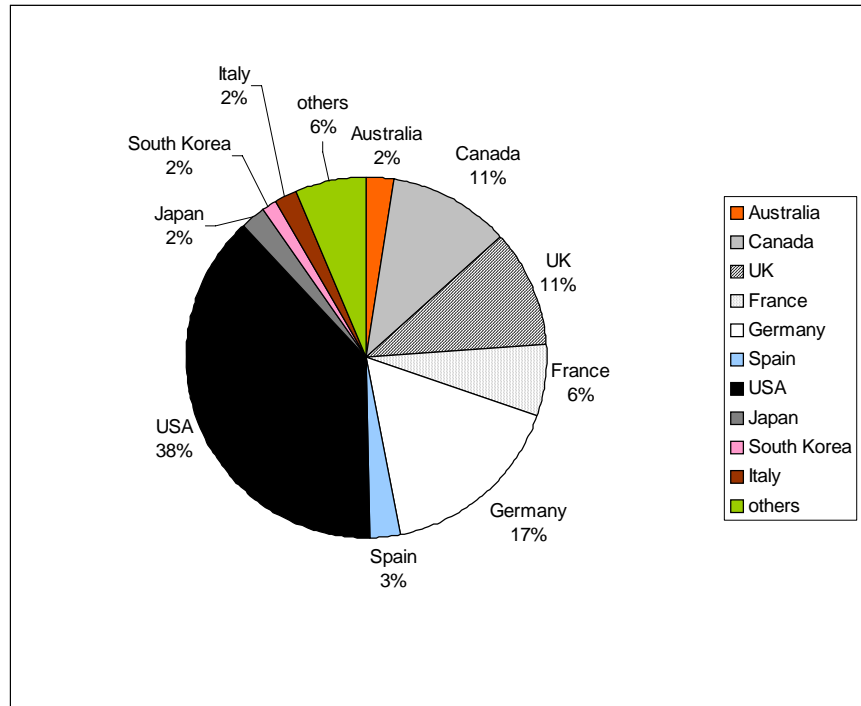
IZI – Children's Television Worldwide 2007; basis: Germany, 154 h children's programme; n =99 fict. children's programme

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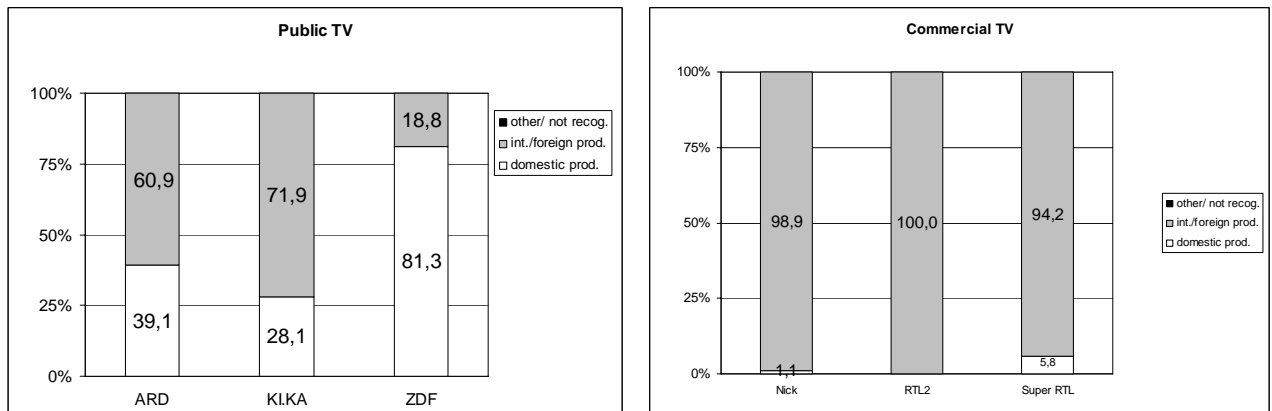
domestic prod.	
Malaysia	82,8%
USA	82,7%
UK	67,7%
China	53,4%
Canada	44,2%
Belgium	39,8%
Germany	17,3%
India	15,8%
Hungary	13,2%
Israel	13,1%
Australia	11,1%
Norway	9,0%
Egypt	8,9%
Netherlands	7,3%
South Africa	6,4%
Brazil	6,3%
Argentina	5,9%
Cuba	5,5%
Syria	3,2%
Slovenia	2,3%
Austria	0,8%
Hong Kong	0,6%
New Zealand	0,5%
Kenya	0,0%
total	22,6%

Of all programs shown in German children's television, 79.9% are international or foreign productions, while only 17.3% are domestic. Germany takes the seventh place in domestic productions and is yet slightly under the international average.



38% of the programs are produced in the USA, followed by 17.3% produced in Germany. Another 11% are produced in Canada. That means that almost 50% of all the programs broadcast were originally produced in Northern America.

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The proportion of international or foreign children's TV productions on German Public TV is 60.9% on the ARD and 71.9% on KI.KA, but only 18.8% on ZDF that broadcasts 81.3% of domestic productions instead. ZDF is among the channels with the highest percentage of domestic productions in children's TV world wide.

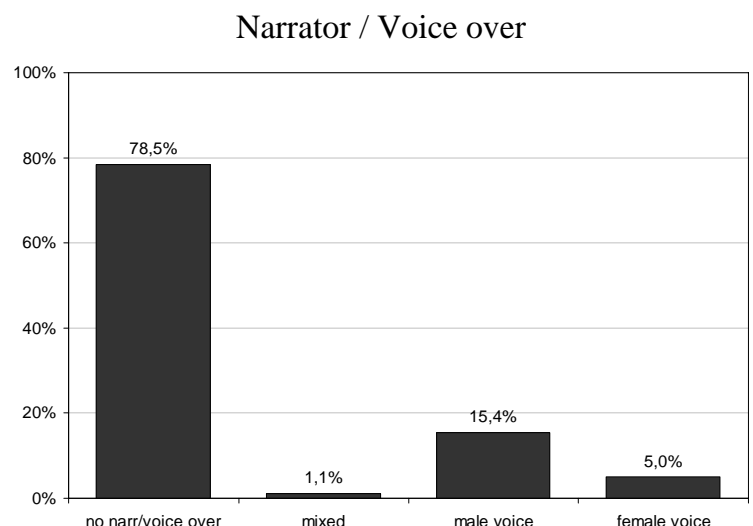
Clearly different to public TV, German commercial TV channels broadcast children's TV that is internationally or foreign produced in almost 100% of the cases. Only NICK (1.1%) and Super RTL (5.8%) broadcast domestic productions.

Who speaks? Narrator / Voice over are overrepresented male!

We coded if there is a narrator or voice over (which means you can hear a voice but do not necessarily see the person) - is it a male or a female voice?

In 358 (78.5%) fiction shows there was no narrator, in 23 shows (5.0%) there was a female narrator, in 70 shows (15.4%) a male narrator and in 5 shows (1.1%) a mixed narrator.

So there are three times more male narrators.



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme

Children's Television Worldwide:

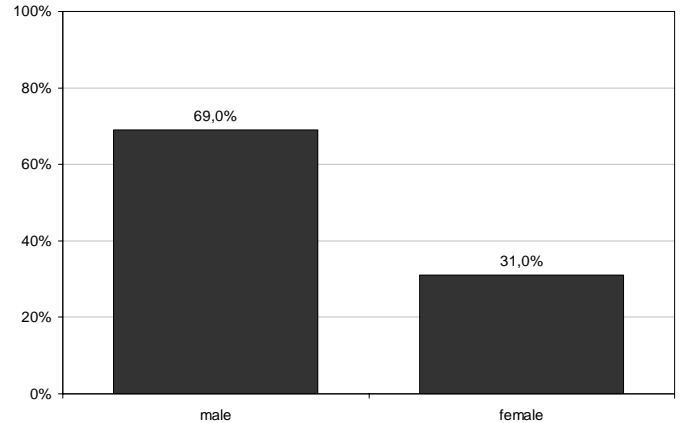
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Who are the main characters? Results at character level¹

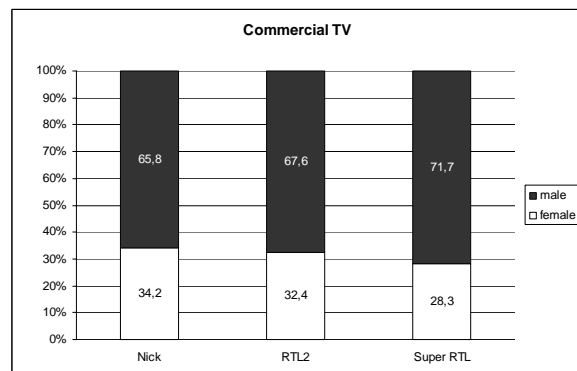
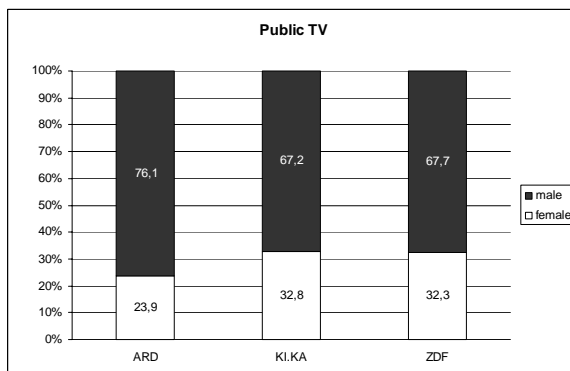
In this study we focused on the main characters of the show, which we defined as the characters that can be seen on screen at least 50% of the time of the duration of the episode. In the first step we analysed which sex it is, based on grammatical terms, name of character, voice, easily identifiable sexual characteristics.

In terms of characters, in the 457 fiction shows 2011 were identified as main characters.

Sex of the Characters



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme; n =2005 fict. characters



On all three Public TV channels, more than two thirds of the shown characters in children's TV were male. On ARD even 76.1% of the characters were male. With a percentage of 32.8% KI.KA presented the most female protagonists. ARD is among the channels with the highest misrepresentation of female characters.

Also on all three Commercial TV channels more than two thirds of the shown characters in children's TV were male. With 34.2%, Nick presented the most female characters of all six channels.

¹ Please note: The quantity of cases varies because of a different number of the missing. In the glossary the maximum number of cases is accounted.

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Gender perspective: Female characters are clearly underrepresented

The characters of the fictional shows in German children's television were in 31.0% of the cases female and in 69.0% male.

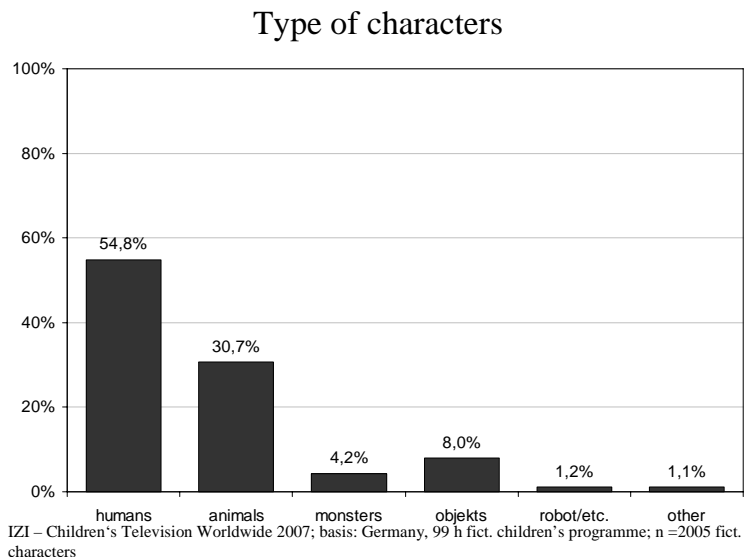
female		male	
Norway	41,6%	Argentina	81,5%
Syria	38,9%	Cuba	79,9%
Israel	37,4%	Malaysia	77,2%
UK	37,3%	Egypt	71,4%
India	36,1%	Slovenia	71,2%
New Zealand	35,2%	South Africa	70,3%
Canada	35,1%	Austria	69,4%
Hong Kong	34,9%	China	69,1%
Belgium	34,5%	Germany	69,0%
Kenya	33,2%	Australia	68,5%
USA	33,1%	Brazil	68,5%
Hungary	32,6%	Netherlands	68,4%
Netherlands	31,6%	Hungary	67,4%
Brazil	31,5%	USA	66,9%
Australia	31,5%	Kenya	66,8%
Germany	31,0%	Belgium	65,5%
China	30,9%	Hong Kong	65,1%
Austria	30,6%	Canada	64,9%
South Africa	29,7%	New Zealand	64,8%
Slovenia	28,8%	India	63,9%
Egypt	28,6%	UK	62,7%
Malaysia	22,8%	Israel	62,6%
Cuba	20,1%	Syria	61,1%
Argentina	18,5%	Norway	58,4%
total	32,1%	total	67,9%

69% of all characters presented in German children's TV were male, 31.0% were female. When it comes to the representation of male protagonists, German children's TV ranks among the top ten on an international scale, while with the representation of females the country ranks at the very end of the second third. In both cases this is close to the international average. But in a modern European country like Germany the gender balance should be much better in children's TV!

Is the main character a human - animal – monster – object – machine etc.?

We coded generally what the nature of the character is. Is it a human, an animal, an object, a machine etc.?

615 characters of the recorded were animals, which accords to a percentage of 30.7%. Part of this group is, for example, Biene Maja. 1011 of the characters (54.8%) are humans. The plants and objects appear as the third largest group. 161



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characters (8.0%) can be assigned to this group. Furthermore, 84 monsters or mythical creatures (4.2%), for example, Pikachu of *Pokémon*, 24 robots or machines (1.2%), and 22 other characters (1.1%) were recorded.

Of the animals 154 (25.0%) were female and 439 (71.4%) male. For 22 (3.6%) characters the gender was not identifiable. Of the humans 424 (38.6%) were female and 674 (61.3%) were male. 1 (0.1%) character could not be identified. Among the plants, 11 were female (6.8%), 140 were male (87.0%) and 10 neutral (6.2%). Of the machines and robots which were counted, 20 (83.3%) were male, 3 were female (12.5%) and one was gender-neutral (4.2%). Among the monsters or mythical creatures, 12 were female (14.3%), 70 were male (83.3%) and 2 neutral (2.4%). The gender of the other characters was with 2 characters neutral (9.1%), with 17 male (77.3%) and with 3 characters female (13.6%).

	Animal	Human	Monster/ etc.	Plant/ Object	Robot/ etc.	other
Kenya	12,8%	77,0%	9,2%	0,3%	0,6%	0,1%
South Africa	12,6%	74,3%	1,5%	0,1%	11,1%	0,5%
Malaysia	6,4%	72,8%	4,6%	16,2%	0,0%	0,0%
Slovenia	17,9%	70,9%	4,9%	0,5%	4,4%	1,4%
Egypt	21,7%	70,0%	3,2%	0,3%	4,3%	0,4%
Israel	26,8%	66,9%	3,1%	1,6%	1,5%	0,1%
Netherlands	19,7%	65,2%	10,4%	3,7%	1,0%	0,0%
New Zealand	23,5%	64,5%	4,1%	4,1%	2,8%	1,1%
Syria	23,1%	62,7%	11,9%	0,0%	0,0%	2,2%
Hong Kong	22,8%	62,0%	8,5%	0,4%	2,0%	4,3%
Canada	26,7%	60,5%	5,8%	0,8%	2,4%	3,8%
Norway	25,8%	60,1%	2,8%	5,5%	2,8%	3,0%
China	32,7%	59,2%	0,4%	1,6%	4,5%	1,6%
Brazil	22,8%	59,0%	6,2%	6,1%	1,0%	4,9%
Australia	26,0%	58,8%	4,1%	5,4%	5,7%	0,0%
Belgium	20,2%	57,8%	8,9%	2,3%	4,8%	6,0%
Hungary	35,2%	54,9%	3,8%	2,2%	2,7%	1,1%
Germany	30,7%	54,8%	4,2%	8,0%	1,2%	1,1%
UK	27,8%	54,3%	0,8%	0,0%	6,0%	11,2%
Austria	31,7%	53,6%	4,7%	7,7%	1,2%	1,1%
India	22,2%	50,6%	1,5%	8,9%	2,5%	14,3%
USA	34,2%	47,3%	6,0%	3,7%	2,2%	6,6%
Argentina	30,0%	45,5%	10,0%	13,6%	0,9%	0,0%
Cuba	55,5%	29,4%	7,3%	2,1%	2,3%	3,5%
total	26,3%	59,1%	5,0%	3,5%	3,1%	3,1%

54.8% of the protagonists in German children's TV were human. 30.7% were animals.

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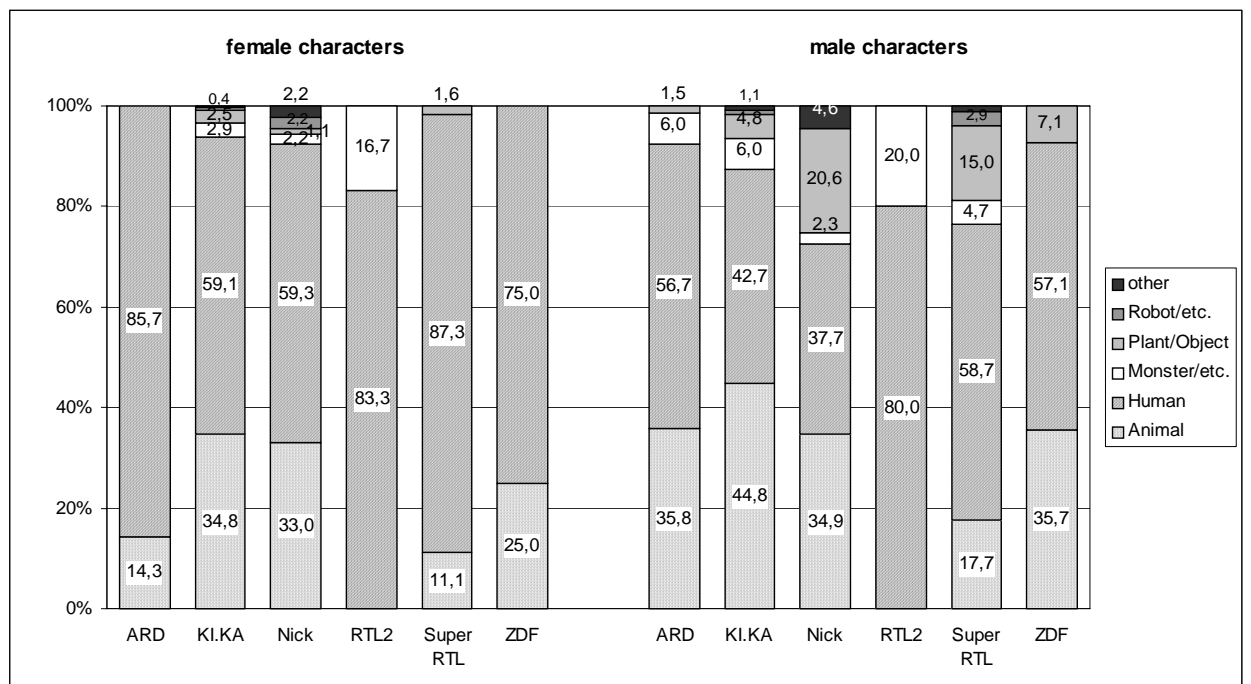
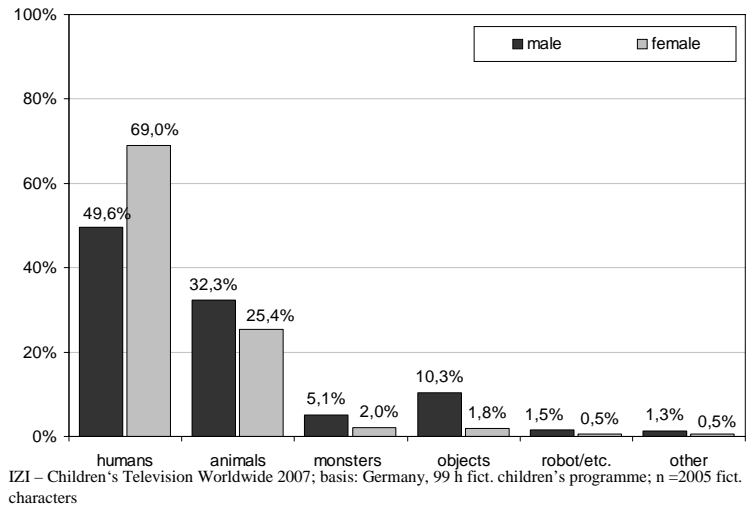
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Gender Perspective: Females are more often humans, males more often animals, monsters and objects

Of the female characters 424 (69.0%) were humans and 12 (2.0%) were monsters or mythical creatures, and 154 female characters (25.4%) are animals.

The male characters are represented in 674 cases (49.6%) as humans and in 439 (32.3%) cases as animals. Monsters and mythical creatures with male gender were found in 70 characters (5.1%), 20 (1.5%) were part of the plot as robots, and 140 male plants (10.3%) could be counted.

Type of characters



The highest percentage of female human characters were represented on the Commercial channel Super RTL (87.3%), closely followed by Public channel ARD (85.7%) and the Commercial RTL2 (83.3%). The highest share of male humans was also represented on the commercial RTL2 (80.0%).

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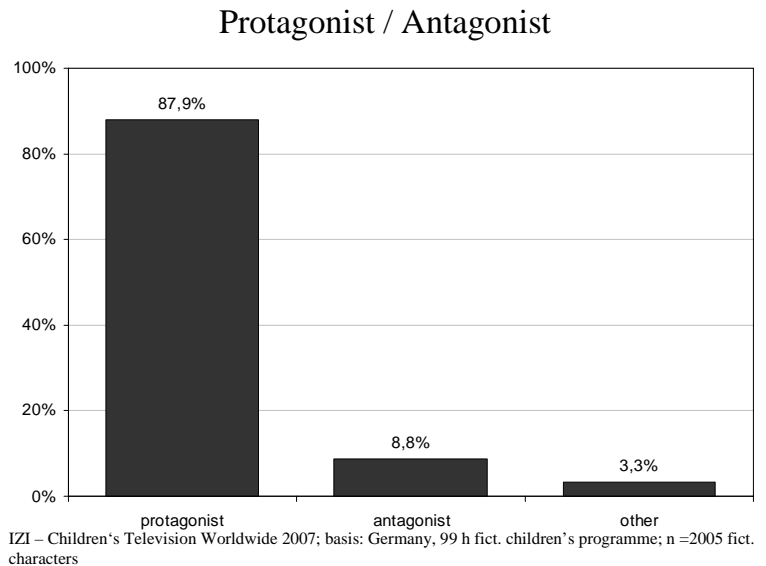
What is the general role in the story: Protagonist or Antagonist?

We coded the “general part” of the character in the narration of the story – is it the good main character or the bad and evil guy/girl?

1763 of the characters in German children's television were identified as protagonists. This corresponds to a relative part of 87.9%. On the other hand, there are 176 antagonists that constitute 8.8% of the characters. 66 characters could be ascribed to neither type (3.3%).

Of the protagonists counted, 579 (32.9%) are female and 1154 (65.5%) male. 29 characters (1.6%)

could not be identified. Among the antagonists there are 21 (11.9%) female characters and 150 (85.2%) male characters. 5 characters (2.8%) are not identifiable. The characters that can be classified as neither protagonist nor antagonist can be split up as follows: 9 (13.6%) of the characters are female, 53 (80.3%) are male and 4 characters (6.1%) were not identifiable.



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	Protagonist	Antagonist
UK	38,6%	28,8%
Australia	61,5%	27,3%
South Africa	74,5%	23,5%
Cuba	77,8%	21,4%
China	81,1%	18,8%
Malaysia	82,1%	17,9%
Brazil	34,3%	15,9%
Norway	78,6%	15,7%
Argentina	83,6%	15,5%
Netherlands	83,1%	15,4%
India	80,6%	15,3%
Egypt	83,7%	15,0%
Kenya	82,5%	15,0%
Syria	85,1%	14,9%
Hungary	85,7%	13,6%
Slovenia	64,6%	12,8%
Canada	35,1%	11,9%
New Zealand	88,1%	11,7%
USA	78,6%	10,3%
Austria	87,1%	9,5%
Germany	87,9%	8,8%
Hong Kong	93,5%	6,5%
Belgium	93,6%	6,4%
Israel	95,5%	4,5%
total	77,0%	13,7%

With a percentage of 8.8% of antagonists in children's TV, Germany ranks among the last third in the international comparison and is 4.9% below the average. It seems Germany does not like to tell its stories with too much antagonists.

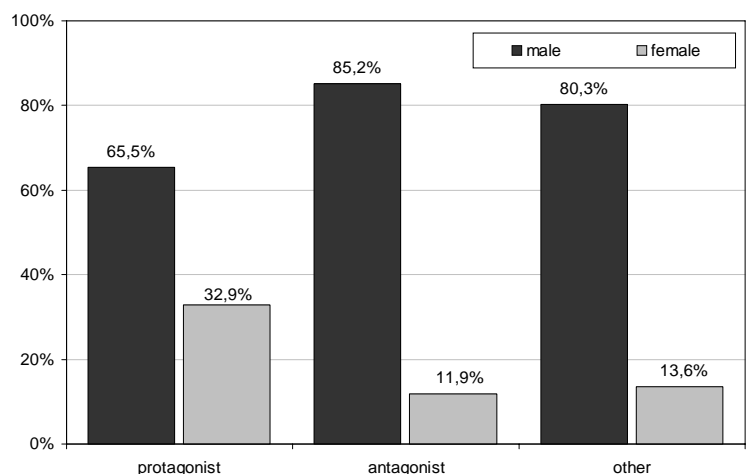
Gender Perspective: Men and boys are the bad guys.

1763 of the characters in German children's television were identified as protagonists. This corresponds to a relative part of 87.9%. On the other hand there are 176 antagonists, making up 8.8% of the characters. 66 characters could not be classified as either of the two types (3.3%).

Of the protagonists counted, 579 (32.9%) are female and 1154 (65.5%) male. 29 characters (1.6%) could not be identified as either. Among the antagonists there are 21 (11.9%) female characters and 150 (85.2%) male characters.

Among the female characters, 579 (95.1%) appear as protagonists. 21 (3.4%) of the female characters are

Protagonist / Antagonist



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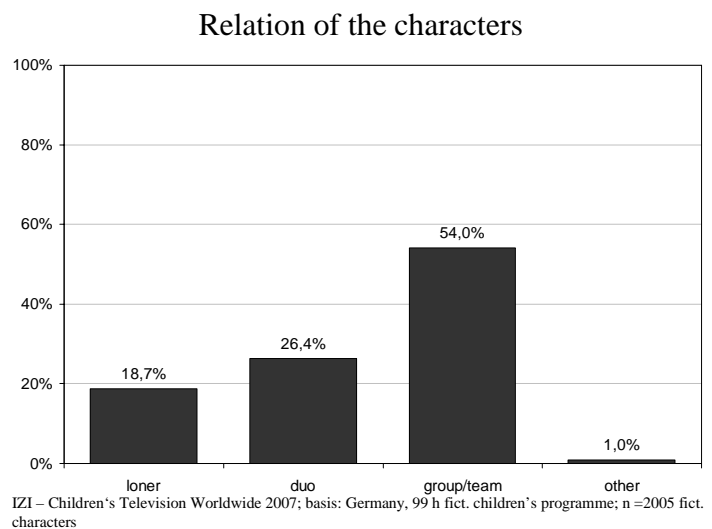
antagonists. 9 (1.5%) were not identifiable.

With regard to boys' or men's characters, there are 1154 (85%) protagonists. 150 (11.1%) men characters appear as antagonists, while 53 (3.9%) of the total cannot be identified. So there are four times more male than female antagonists.

In what kind of relation is the character?

We coded in what kind of constellation the main character is acting. Does he/she work alone, in a group or a duo?

374 of the characters (18.7%) are integrated into the plot as loners. 530 of the coded characters in this category are part of a duo (26.4%). 1083 (54%) and thus the majority of the characters are part of a group or a team, respectively. 1% could not be grouped into any of the categories.



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	loner	duo	group / team
China	14,3%	10,1%	75,7%
USA	9,4%	14,1%	74,5%
Belgium	7,6%	7,2%	72,8%
Syria	15,7%	14,2%	70,1%
Canada	9,1%	24,8%	65,3%
Malaysia	9,2%	25,4%	64,7%
South Africa	17,5%	20,3%	59,5%
Australia	14,2%	25,6%	58,3%
Egypt	16,8%	24,6%	57,6%
New Zealand	19,0%	20,9%	56,5%
UK	17,9%	22,7%	56,4%
Slovenia	27,5%	16,2%	55,6%
India	31,3%	14,4%	54,2%
Germany	18,7%	26,4%	54,0%
Austria	19,3%	26,4%	53,3%
Kenya	20,8%	26,1%	51,9%
Norway	20,6%	24,2%	50,1%
Cuba	24,8%	26,7%	48,6%
Hong Kong	25,1%	27,1%	46,8%
Hungary	22,4%	32,3%	45,2%
Israel	23,9%	31,4%	44,0%
Argentina	30,0%	29,1%	40,9%
Netherlands	34,8%	27,2%	37,8%
Brazil	67,9%	6,5%	25,0%
total	20,3%	21,1%	56,5%

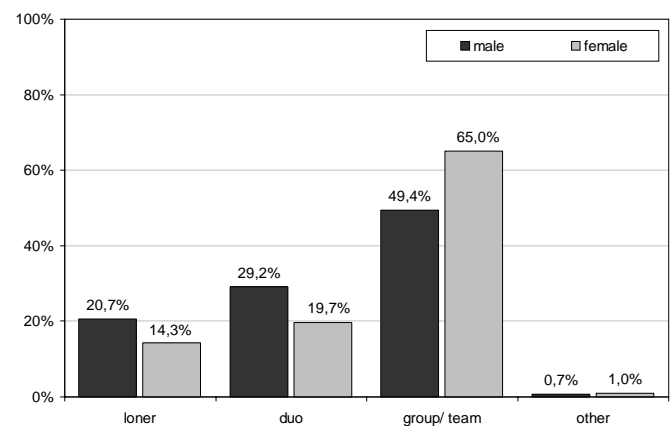
54% of the main characters in German children's TV are presented as part of a group or a team. On an international scale Germany is in the middle field and slightly below the average.

Gender Perspective: Males are loners and in duos, females are in groups

Of the female characters 87 (14.3%) are loners, 120 (19.7%) are duos and 396 (65.0%) are a part of a group.

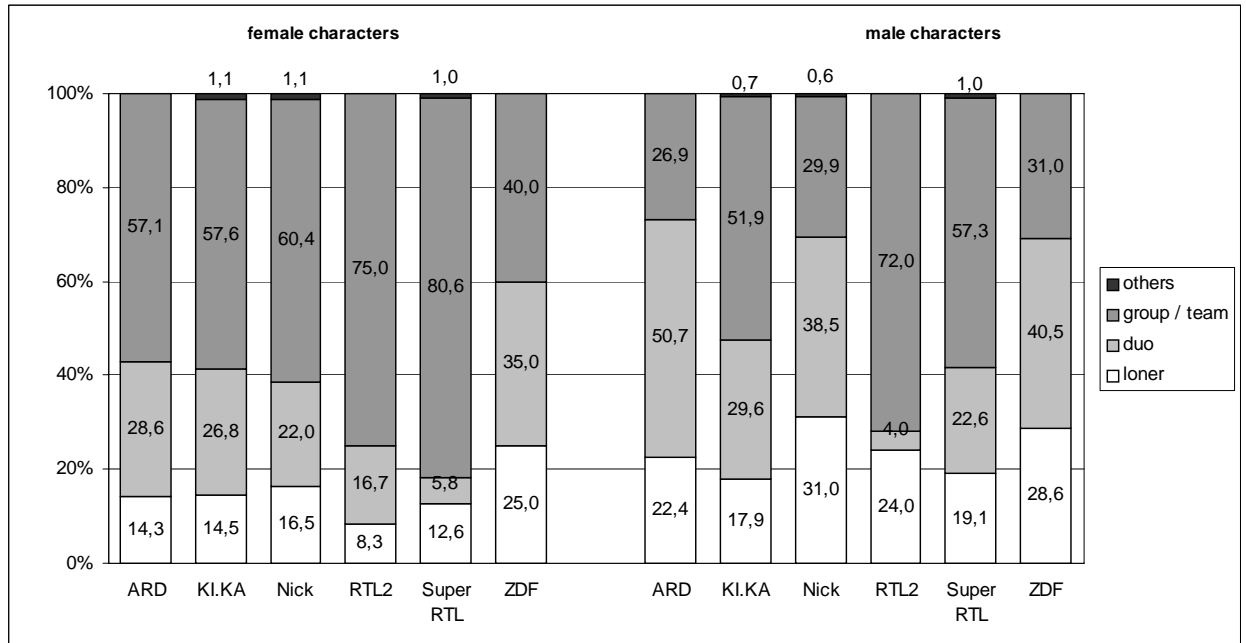
The male characters are with 281 (20.7%) loners, 396 (29.2%) duos and with 672 (49.4%) part of a group.

Relation of the characters



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's prog.; 457 fict. shows; 2011 human characters

Children's Television Worldwide: Gender Representation in Germanys Children's Television



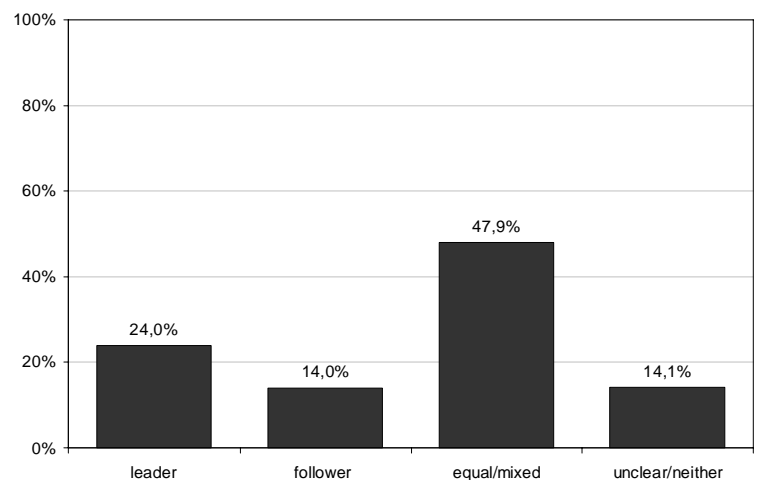
The broadcaster with the highest percentage of female loners is ZDF (25.0%), but still there are more male loners, especially on Nick (31.0%) and RTL2 (24.0%) And the question could be asked: Why do boys and men have to be loners so often?

Which hierarchical position does the character assume in the show?

We coded the role in the social context. Who is dominant in the relationship and solution of the problem? Is there a clear leading character?

961 (47.9%) of the characters appear as equals regarding hierarchical positions. 482 (24.0%) are leaders. 281 (14.0%) are part of a following, and for 282 (14.1%) characters the position was not clearly identifiable.

Hierarchical position of the characters



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme; n =2005 fict. characters

Children's Television Worldwide:

Gender Representation in Germanys Children's Television

	Leader		Follower		equal or mixed
Argentina	47,3%	Australia	34,6%	Malaysia	67,1%
Cuba	42,1%	New Zealand	32,7%	Belgium	65,9%
India	40,2%	UK	30,1%	Brazil	62,9%
China	30,8%	India	26,9%	Hungary	61,4%
Norway	28,4%	Egypt	20,7%	USA	61,2%
Syria	28,2%	Norway	19,8%	Kenya	56,7%
South Africa	28,2%	South Africa	19,5%	Slovenia	54,8%
Slovenia	27,3%	Syria	16,8%	Hong Kong	53,5%
Australia	27,1%	Hungary	16,6%	Syria	53,4%
Kenya	26,7%	Canada	15,0%	Germany	47,9%
UK	26,1%	Malaysia	14,1%	Austria	47,7%
Germany	24,0%	Germany	14,0%	Cuba	46,1%
Austria	23,8%	Argentina	13,6%	Netherlands	45,9%
Egypt	23,3%	Austria	13,6%	Israel	45,5%
Hungary	18,5%	Kenya	12,1%	China	45,0%
Brazil	13,8%	Israel	10,3%	South Africa	42,9%
Israel	13,5%	Cuba	10,3%	Egypt	40,2%
USA	13,0%	USA	10,2%	Argentina	39,1%
Belgium	11,4%	Netherlands	10,1%	Norway	36,5%
New Zealand	11,0%	Slovenia	9,0%	New Zealand	33,5%
Canada	9,9%	Brazil	8,8%	India	30,7%
Malaysia	8,2%	China	8,6%	Australia	29,4%
Hong Kong	6,7%	Belgium	8,6%	UK	28,3%
Netherlands	6,4%	Hong Kong	6,9%	Canada	26,3%
total	20,5%	total	15,5%	total	47,7%

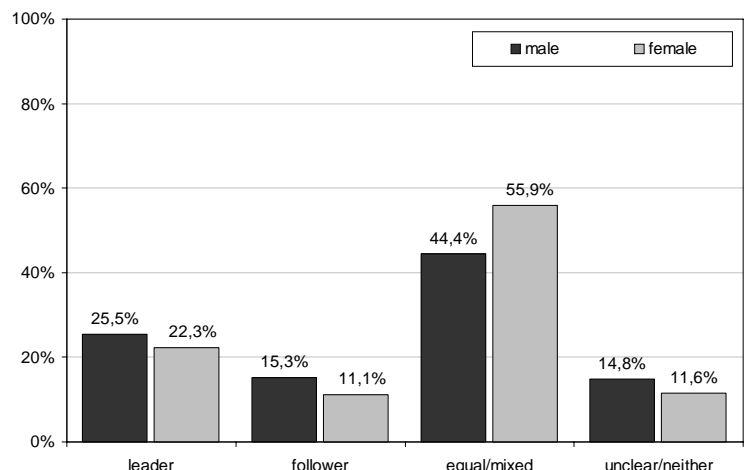
In 24.0% of the cases the main character is the leader of the group. In 14.0% of the cases the character is a follower, and in 47.9% his or her hierarchical position is equal or mixed.

Gender Perspective: Males are leaders and followers, females more often equals.

The female characters are in 335 (55.9%) of the cases equal or mixed. 136 female characters (22.3%) appear as leaders and 68 (11.1%) as followers. For 71 characters (11.6%) the constellation was not identifiable.

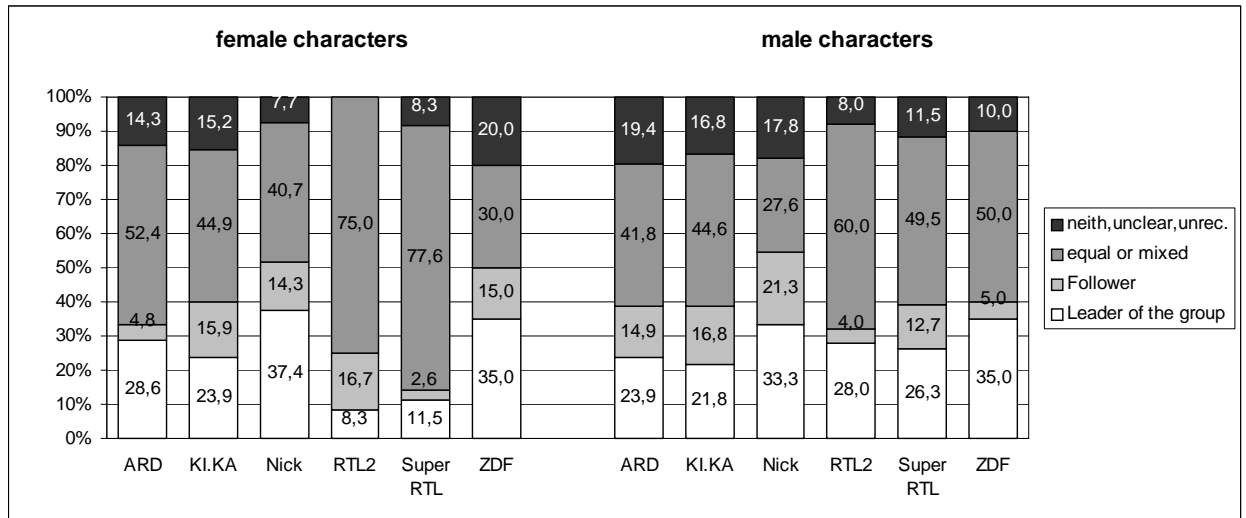
Among the boy and man characters 603 (44.4%) are equal or mixed and in 346 (25.5%) cases leader of a group. 207 (15.3%) are part of the following, and for 201 characters (14.8%) the classification was not possible.

Hierarchical position of the characters



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme; n =2005 fict. characters

Children's Television Worldwide: Gender Representation in Germanys Children's Television



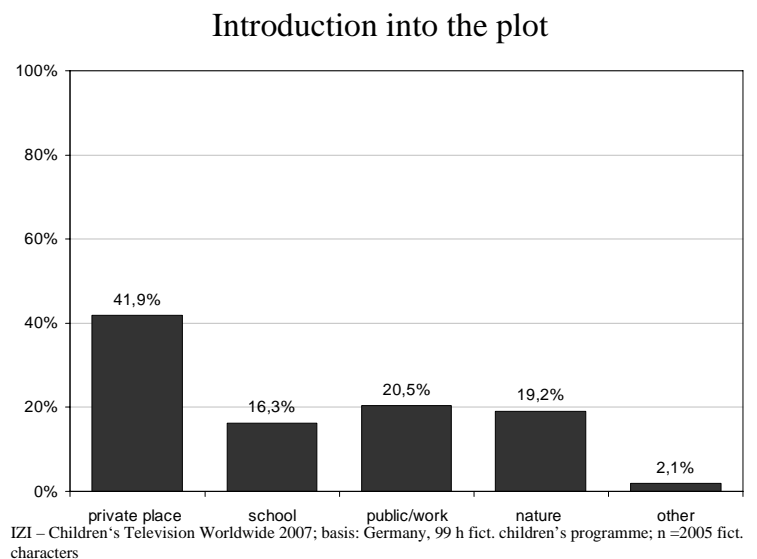
The broadcasters with the highest percentage of female leaders are Nick (37.4%), ZDF (35.0%), the ARD (28.6%) and KI.KA (23.9%). Here, the share of these female leaders is always higher than the one of male leaders. It could be asked whether this is according to German reality or does pay tribute to political correctness. A higher percentage of male leaders was represented on RTL2 (28.0%) and on SuperRTL (26.3%).

At which location is the character introduced into the plot?

We coded where the character is located in its first appearance in the show (not the opening song).

The most common location at which the character is introduced into the plot is the private space. 837 (41.9%) of the recorded characters of this category appear here for the first time. Public spaces or work, respectively, rank second. Here, 409 (20.5%) of all the characters are introduced for the first time.

384 characters are in nature in their introduction scene (19.2%), 326 characters (16.3%) are in school, and 42 at other locations.



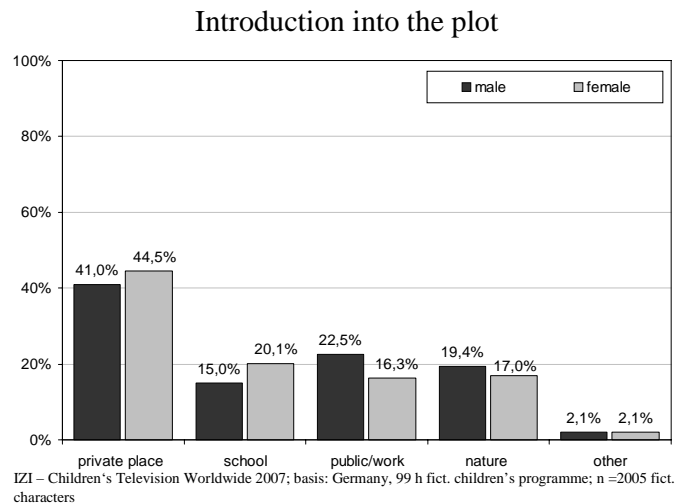
Children's Television Worldwide:

Gender Representation in Germanys Children's Television

Gender Perspective: Females appear more often in privates places and in school, males more often in public/work place and in nature

270 (44.5%) of the female characters in the sample are introduced into the plot in private settings. 99 (16.3%) of the characters are introduced in public spaces or at work. 103 (17.0%) characters appear for the first time in nature. 122 (20.1%) are introduced to the viewer in school and 2.1%, thus 13 characters, at locations other than these categories.

555 (41.0%) of the male characters are first introduced in private settings. 305 (22.5%) are presented in public or at work. At third position are nature locations with 262 characters (19.4%), and finally school where 203 characters (15.0%) are introduced.



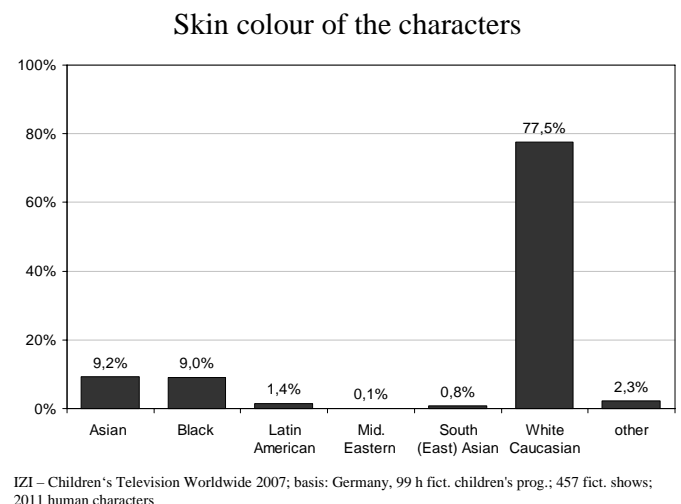
The analysis of the Human Characters

The characters which were coded as humans were furthermore coded according to their skin colour, hair colour, their age and their physique as well as to possibly existing disabilities.

What skin colour or general ethnic affiliation can we see?

We code as far as possible the skin colour or ethnicity of the main human characters and distinguished by shape of eyes, by dark or tanned skin etc.

101 (9.2%) of the human characters have shown Asian physical traits. Black characters were found in 98 (9.0%) characters of the sample. 15 (1.4%) were classified as Latin-American, 1 (0.1%) as Arab or Middle East and 9 (0.8%) as South (East) Asian. The majority, with 848 characters (77.5%), were Caucasian. All in all, 21 characters were classified as Other or were not identifiable.



Children's Television Worldwide: Gender Representation in Germanys Children's Television

Asian		Black		Latin-American		White	
Hong Kong	65,0%	UK	15,1%	Australia	10,6%	Cuba	91,5%
China	64,4%	USA	12,2%	USA	7,1%	Argentina	90,0%
Egypt	41,5%	New Zealand	10,6%	Israel	4,6%	Belgium	86,7%
Syria	26,2%	Germany	9,0%	Brazil	4,4%	Slovenia	86,5%
Hungary	18,6%	Austria	8,8%	Hong Kong	4,0%	South Africa	80,8%
Kenya	11,0%	South Africa	8,7%	Syria	3,6%	Canada	80,0%
USA	10,2%	Syria	8,3%	Kenya	3,5%	Netherlands	78,5%
Germany	9,2%	Brazil	7,9%	Canada	3,4%	Brazil	78,3%
Austria	9,0%	Kenya	7,0%	Netherlands	3,1%	Hungary	78,2%
Israel	7,5%	Belgium	6,6%	New Zealand	2,9%	Germany	77,5%
Netherlands	6,4%	Canada	6,6%	South Africa	2,7%	Austria	77,5%
New Zealand	6,3%	Argentina	6,0%	UK	1,9%	Norway	76,7%
India	6,3%	Israel	5,1%	Cuba	1,7%	Israel	76,4%
Brazil	5,9%	Australia	4,2%	Egypt	1,4%	Australia	74,9%
South Africa	5,7%	Netherlands	4,2%	Austria	1,4%	UK	72,8%
Canada	4,8%	Norway	3,7%	India	1,4%	New Zealand	72,6%
Belgium	4,3%	Slovenia	3,0%	Germany	1,4%	Kenya	68,9%
Slovenia	4,2%	Egypt	2,6%	Norway	0,9%	USA	67,8%
Norway	4,2%	China	2,0%	Belgium	0,9%	India	60,3%
Australia	3,2%	Cuba	1,7%	Hungary	0,9%	Syria	52,4%
UK	1,9%	India	1,6%	China	0,2%	Egypt	45,4%
Cuba	0,9%	Hungary	1,5%	Slovenia	0,1%	Hong Kong	30,3%
Argentina	0,0%	Hong Kong	0,4%	Argentina	0,0%	China	14,8%
Malaysia	0,0%	Malaysia	0,0%	Malaysia	0,0%	Malaysia	12,7%
total	11,7%	total	6,4%	total	2,6%	total	72,2%

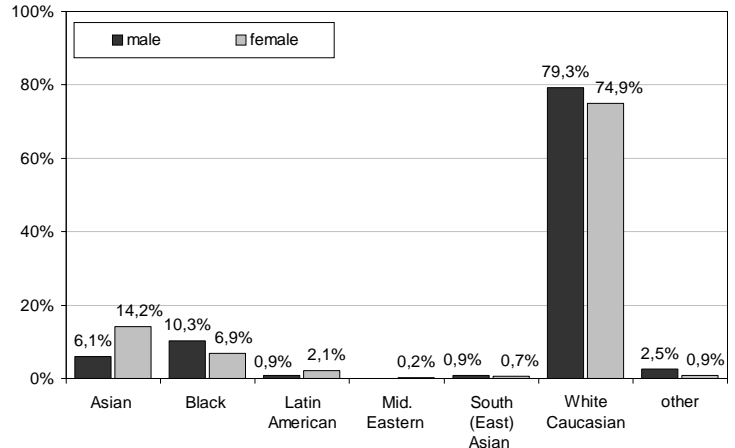
77.5% of the characters presented in German children's TV are white Caucasians, 9.2% are Asians, 9.0% are Blacks and 1.4% Latin-Americans. On an international scale, the representation of white Caucasian and black main characters in German children's TV is slightly above the average.

Children's Television Worldwide: Gender Representation in Germany's Children's Television

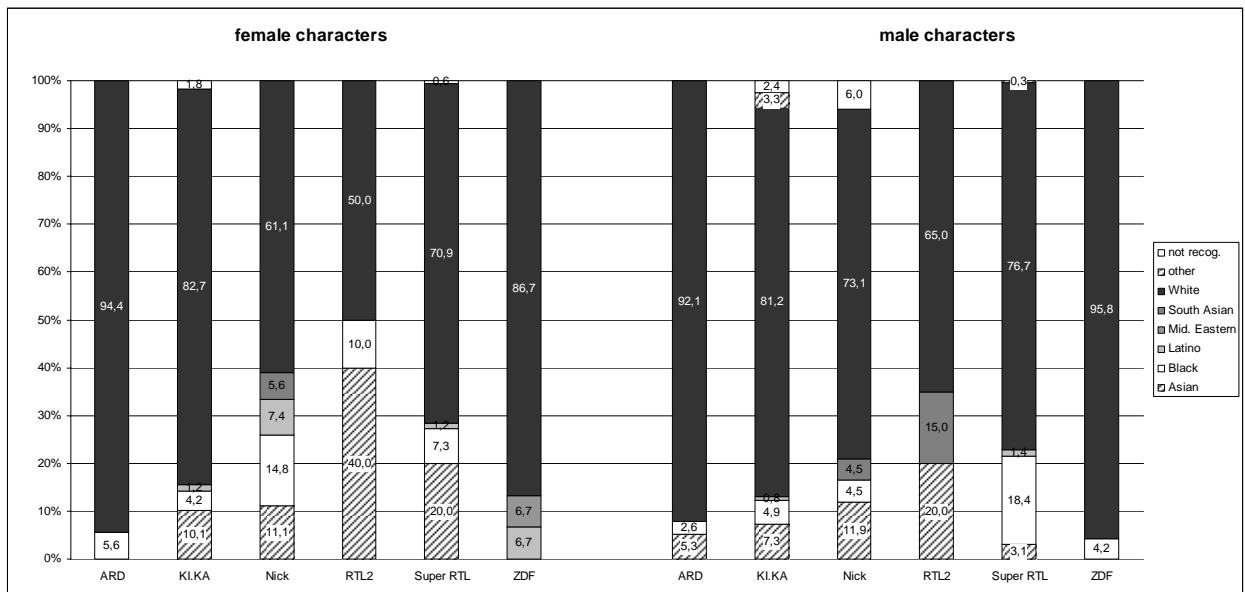
Gender Perspective: Asians are twice as often females

Out of the female characters 317 (74.9%) are white Caucasians, 60 (14.2%) Asians, 29 (6.9%) Blacks and 9 (2.1%) Latin-American, 1 (0.2%) with typical traits of the Middle East, and 3 (0.7%) South (East) Asians are a part of a group. The male characters are with 531 (79.3%) white Caucasians, 41 (6.1%) Asians, 69 (10.3%) Blacks, 6 (0.9%) Latin-Americans and with 6 (0.9%) South (East) Asian.

Skin colour of the characters



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme; n =1099 fict. human characters



Among female characters, a dominant majority in German children's TV is Caucasian. Female Asians take the second, female blacks the third place.

Regarding male characters, the dominance of white Caucasian is even bigger. Again, Asians take the second and Blacks the third place. The broadcaster with the highest percentage of female Asian main characters (40%) is RTL2, followed by SuperRTL (29%). The broadcaster showing the broadest variety regarding skin colour/Ethnicity is Nick.

Children's Television Worldwide:

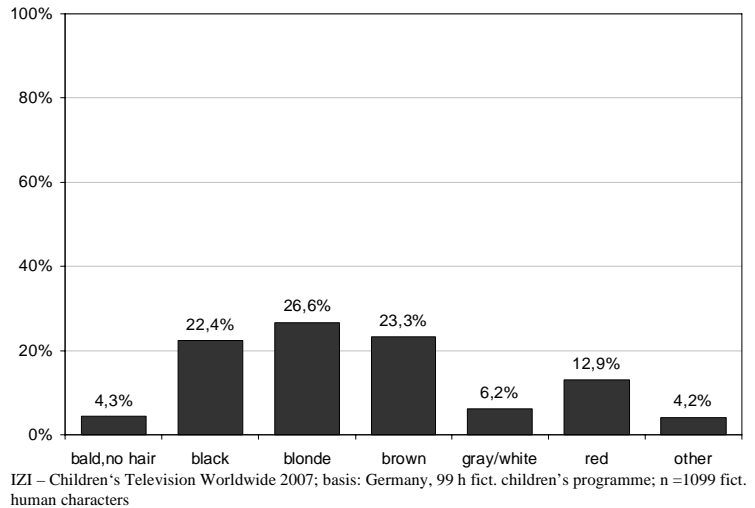
Gender Representation in Germanys Children's Television

Hair colour of protagonists

We coded what the hair mostly look like.

47 (4.3%) characters did not have any hair, 245 (22.4%) characters had black hair and 255 (23.3%) characters had brown hair. 291 characters were blonde (26.6%), the hair of 68 people was grey or white (6.2%), and that of 141 red (12.9%). 46 people were categorized in the category Other (4.2%).

Hair colour of the characters



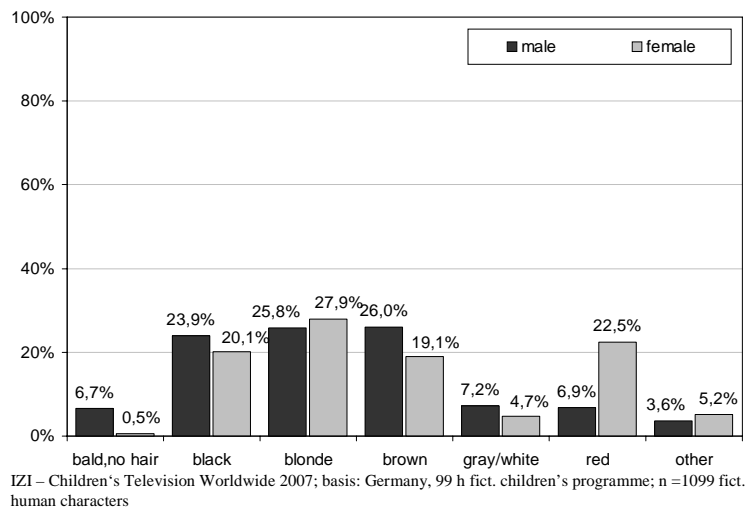
Gender Perspective: Three times as many red-haired females!

Out of the female characters 2 (0.5%) have no hair, 85 (20.1%) have black hair, 118 (27.9%) blonde hair, 81 (19.1%) have brown hair, 20 (4.7%) have gray or white hair and 95 (22.5%) have red hair.

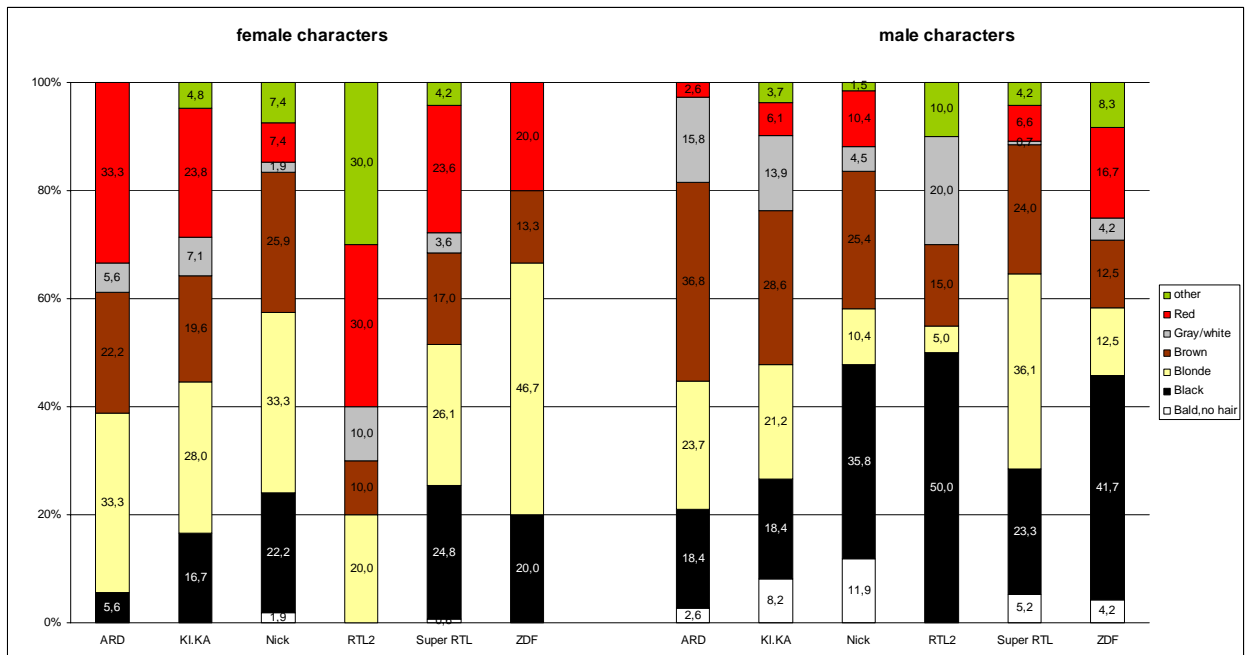
The male characters are with 45 (6.7%) without hair, 160 (23.9%) black haired, 173 (25.8%) blonde hair, 174 (26.0%) have brown hair, 48 (7.2%) have gray or white hair, and 46 (6.9%) have red hair.

So, German children's TV shows three times as many red-haired females than males which is way above the international average.

Hair colour of the characters



Children's Television Worldwide: Gender Representation in Germanys Children's Television

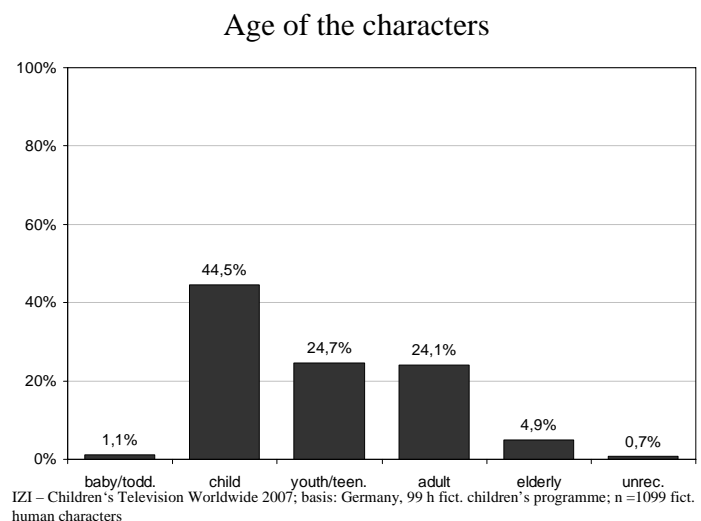


Concerning hair colour, there is no absolute dominance amongst any of the two sexes. Nevertheless a slight majority of the female characters is blonde, while a slight majority of the male characters is black- or brown-haired. The broadcaster with a lot of stories around black-haired males is RTL2 and ZDF; the “blonde-girls” broadcasters are ZDF, Nick and ARD. The overrepresentation of red-haired females could be found in ARD (33%), RTL2 (30%), Nick (26%) and KI.KA (24%), while in German reality only 1 in 100 women is naturally red-haired.²

What age are the protagonists? Young!

We coded the age as far as visible or clear from the content. Adult if they have the recognisable characteristics such as acquisition of earnings, role of mother/father etc., or elderly if there are recognisable traits such as role of grandma/grandpa, walks with cane etc.

In terms of age, two larger groups could be found in the sample: 485 (44.5%) are children and 270 (24.7%) are teens. Only 12 (1.1%) are babies,



² Source: Henkel KGaA, Corporate Communications, Germany

Children's Television Worldwide: Gender Representation in Germanys Children's Television

264 (24.1%) adults, and 54 (4.9%) seniors. Germany's children's TV tells a lot of stories where children are playing the main parts.

Baby/ Toddler		Child		Youth/ Teenager		Adult		Elderly	
Egypt	8,7%	Malaysia	64,3%	Hungary	58,1%	Argentina	62,0%	Argentina	12,0%
Kenya	6,7%	China	52,5%	Netherlands	42,9%	Brazil	54,9%	Norway	9,3%
Netherlands	6,1%	New Zealand	49,2%	Israel	41,6%	Cuba	48,6%	Brazil	8,8%
Cuba	4,1%	Germany	44,5%	Australia	40,3%	Egypt	47,7%	Canada	7,1%
UK	3,0%	Austria	44,1%	USA	37,8%	UK	46,7%	Syria	6,0%
China	1,8%	Hong Kong	43,7%	South Africa	36,7%	Belgium	42,9%	Kenya	5,7%
Israel	1,6%	Kenya	40,4%	India	36,4%	Canada	42,8%	Slovenia	5,4%
Germany	1,1%	Syria	36,1%	Slovenia	35,1%	India	37,1%	Egypt	5,0%
Austria	1,1%	Slovenia	34,1%	Hong Kong	31,8%	Norway	34,0%	Germany	4,9%
Canada	1,0%	Netherlands	32,2%	Norway	27,9%	Kenya	32,2%	Austria	4,9%
New Zealand	0,5%	USA	31,2%	Syria	26,5%	Syria	31,3%	South Africa	4,5%
South Africa	0,5%	Canada	29,8%	Belgium	24,9%	Australia	30,4%	China	4,2%
Norway	0,5%	UK	29,5%	Germany	24,7%	Malaysia	30,2%	Belgium	4,2%
USA	0,3%	South Africa	29,5%	Austria	24,6%	South Africa	28,7%	Cuba	3,7%
Brazil	0,2%	Norway	27,0%	New Zealand	24,0%	USA	28,4%	Hungary	3,4%
Belgium	0,1%	Israel	26,8%	China	22,1%	Israel	25,9%	Malaysia	3,2%
Slovenia	0,1%	Belgium	26,6%	Brazil	19,6%	New Zealand	25,9%	Australia	3,1%
Argentina	0,0%	Australia	26,0%	Canada	19,2%	Slovenia	25,3%	Netherlands	3,1%
Australia	0,0%	Egypt	25,5%	Cuba	18,9%	Austria	24,6%	Israel	2,8%
Hong Kong	0,0%	Cuba	24,7%	UK	18,5%	Germany	24,1%	India	2,5%
Hungary	0,0%	India	23,9%	Argentina	18,0%	Hungary	23,1%	UK	2,3%
India	0,0%	Brazil	15,9%	Kenya	15,0%	Hong Kong	22,7%	Hong Kong	1,8%
Malaysia	0,0%	Hungary	15,2%	Egypt	13,2%	China	19,3%	USA	1,8%
Syria	0,0%	Argentina	8,0%	Malaysia	2,4%	Netherlands	15,6%	New Zealand	0,4%
total	1,6%	total	33,9%	total	29,3%	total	30,6%	total	4,1%

44.5% of the characters presented in German children's TV are children, i.e. way above the international average. 24.7% are youths or teenagers, 24.1% are adults. 4.9% are elderly people and only 1.1% are babies and toddlers.

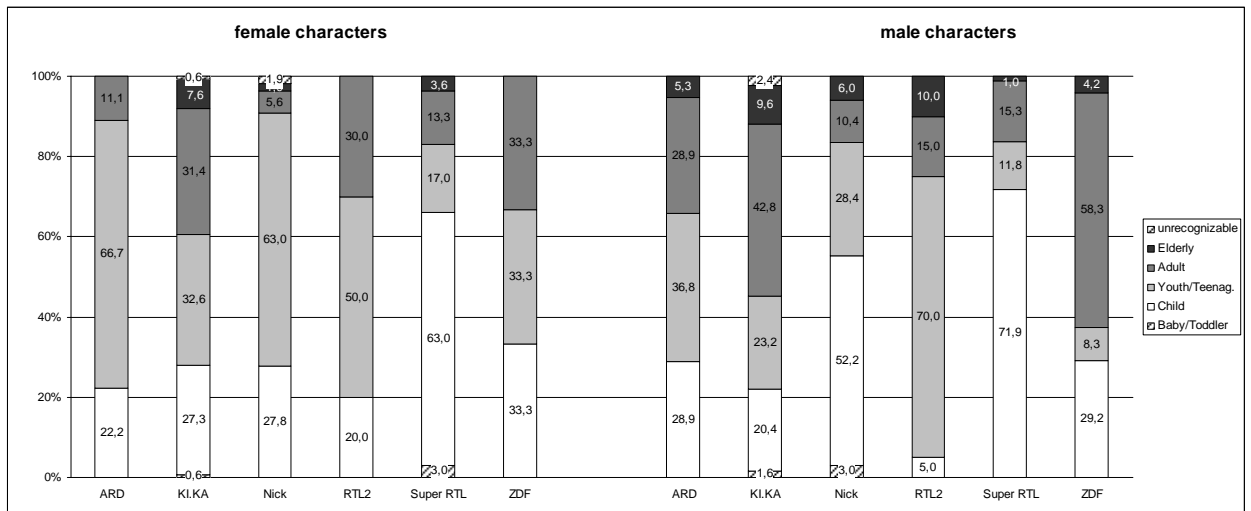
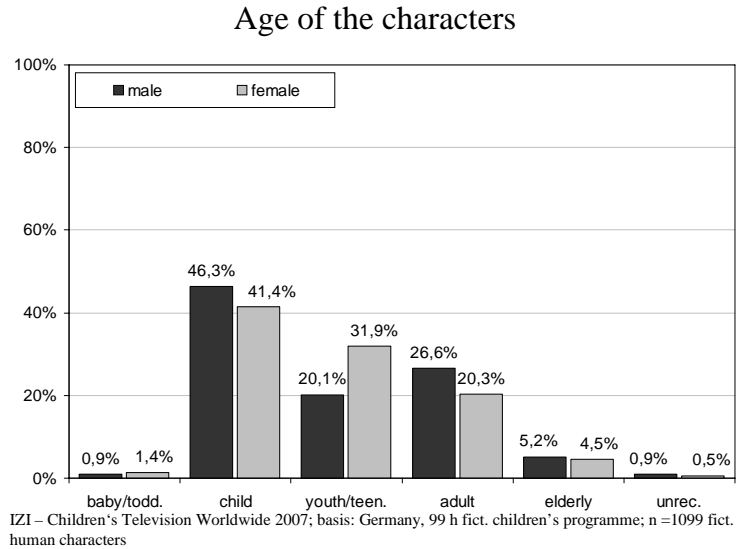
Children's Television Worldwide:

Gender Representation in Germany's Children's Television

Gender Perspective: Girls are more often Teenagers, adults are more often male.

Out of the female characters 6 (1.4%) are Babies or Toddler, 175 (41.4%) are children, 135 (31.9%) teens, 86 (20.3%) adults and 19 (4.5%) seniors.

6 male characters (0.9%) are Babies or Toddler, 310 (46.3%) are children, 135 (20.1%) teens, 178 (26.6%) adults and 35 (5.2%) seniors. In international comparison there are less female children and male teens.



Most of the female characters presented on German children's TV were either youths and teenagers or children. Considering the male characters, the percentage of adults among them is slightly higher than among the females. The broadcaster with the highest share of female children is SuperRTL (63.0%), the one with a high share of teenage girls (67.0%) ARD, and a lot of female adults could be found in the programme of ZDF and KI.KA. The broadcaster with the highest percentage of male children is SuperRTL (72.0%), while RTL2 has with 70.0% the highest share of male Teens.

Children's Television Worldwide:

Gender Representation in Germany's Children's Television

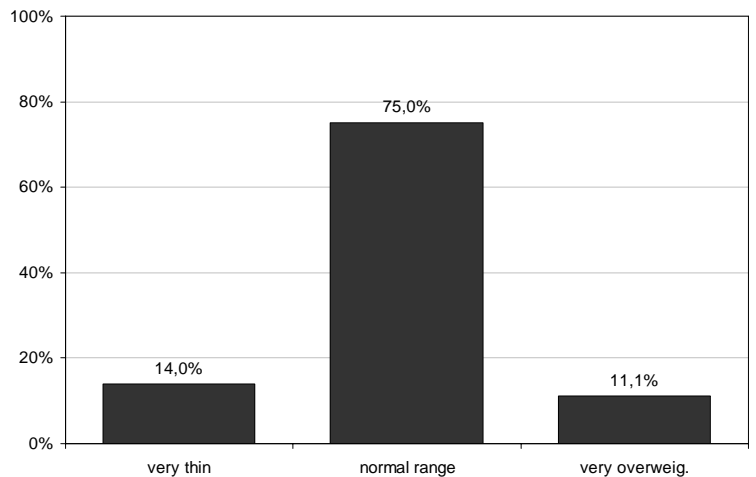
Physique of characters

What weight or shape does the main character have?

We coded, if the body of the main character is in the normal range or the authors want to make clear that here is an overweight or very thin body.

834 (75%) of the sample are of average weight. 155 (14.0%) of the characters were very thin, and 122 (11.1%) very overweight.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme; n = 1099 fict. human characters

very thin		normal range		very overweight	
Australia	27,5%	Israel	97,7%	Argentina	14,0%
UK	27,4%	Hong Kong	97,1%	Kenya	12,7%
Norway	18,6%	Hungary	94,2%	Germany	11,1%
New Zealand	18,1%	South Africa	92,7%	Belgium	10,9%
Syria	17,9%	Netherlands	92,6%	Austria	10,9%
Germany	14,0%	Brazil	91,2%	Canada	10,7%
Austria	13,9%	USA	91,1%	UK	8,9%
Egypt	11,7%	Malaysia	90,5%	China	7,9%
Slovenia	11,3%	Cuba	88,9%	Norway	7,4%
Kenya	10,2%	India	88,8%	Malaysia	7,1%
China	8,1%	Slovenia	88,2%	USA	7,1%
India	6,1%	Canada	86,5%	Egypt	7,1%
Cuba	4,9%	Belgium	86,3%	New Zealand	6,5%
Brazil	4,2%	China	84,1%	Cuba	6,2%
Argentina	4,0%	Argentina	82,0%	Netherlands	5,9%
Canada	2,8%	Egypt	81,2%	South Africa	5,4%
Belgium	2,7%	Syria	78,6%	India	5,1%
Malaysia	2,4%	Kenya	77,1%	Brazil	4,7%
Hungary	2,4%	New Zealand	75,4%	Australia	3,7%
South Africa	2,0%	Austria	75,2%	Syria	3,6%
USA	1,9%	Germany	75,0%	Hungary	3,4%
Netherlands	1,5%	Norway	74,0%	Hong Kong	2,5%
Israel	0,6%	Australia	68,8%	Israel	1,7%
Hong Kong	0,4%	UK	63,7%	Slovenia	0,5%
total	9,1%	total	84,1%	total	6,8%

75.0% of the characters presented on German children's TV are of a normal body size. Nevertheless Germany is below the average and ranks among the last third on an international scale. 14.0% of the characters were very thin and 11.1% were overweight, which means that in these cases Germany is above the international average.

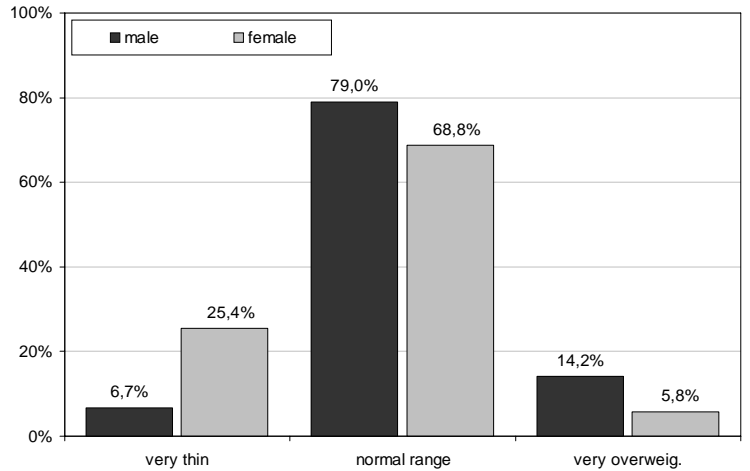
Children's Television Worldwide: Gender Representation in Germanys Children's Television

Gender Perspective: Thin girls and overweight boys

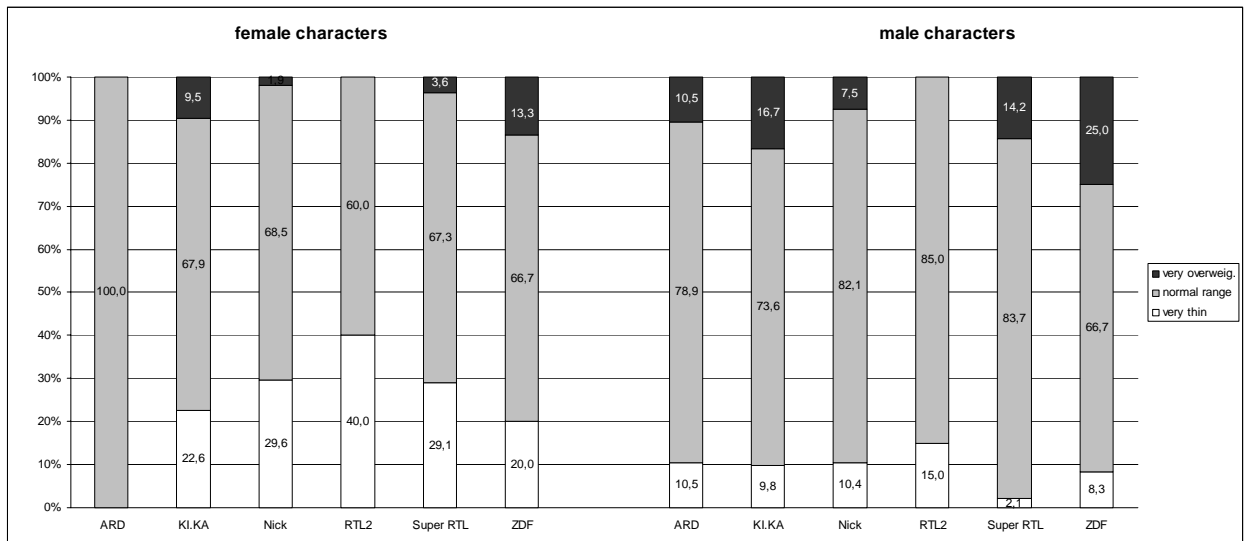
Out of the female characters 295 (68.8%) are in the normal range, 109 (25.4%) are very thin and 25 (5.8%) are very overweight.

The male characters (79.0%) are in the normal range, 46 (6.7%) are very thin and 97 (14.2%) are very overweight.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Germany, 99 h fict. children's programme; n =1099 fict. human characters



More than two thirds of the female characters represented in German children's TV are of a normal body size. More than three quarters of the male characters are of a normal body size. There are more very thin female than male characters ranging from 20% (ZDF) to 40% (RTL2), while there are more overweight male than female characters ranging from 7.5% (Nick) to 25% (ZDF). The broadcaster with the most thin girls is RTL2 (49%) followed by Nick. The broadcaster with one of the best representation of overweight characters world wide is ZDF.

Children's Television Worldwide: Gender Representation in Germanys Children's Television

Disabilities of main characters: Nearly not there!

We coded if the character has a clearly identifiable disability or serious chronicle illness (HIV/AIDS, cancer, diabetes etc.) which can be seen obviously or is an important part of the character construction.

6 disabled characters are among the recorded and coded characters of the German sample. 2 (0.4%) disabled persons are female and 4 (0.5%) are male. This percentage is much too low in comparison to the real life of children. 99.5% of all characters are without any recognizable disability.

Children's Television Worldwide:

Gender Representation in Germanys Children's Television

Summary of the results:

Germanys children's television in international comparison

We analysed here consists of 154 hours of explicit children's television, 99 hours of fictional shows, 580 programmes (457 fictional shows), 2011 characters (fiction) and 1101 human characters.

We found a lot of aspects where the German children's TV is in its tendencies close to the average of other 23 analysed countries. It is a little bit above the average with its high percentage (89 %) of animation, and it is a little bit below the average with domestic productions, but they are nearly only produced by the public broadcasters. Like in other countries there are four times as many male than female narrators/over voices, male antagonists and much more males as loners etc. Regarding the gender representation, Germany lies a little bit under the international average. For a modern European society not an adequate place!

As a whole, depending on the broadcaster's policy Germany's children's TV differs a lot in its gender representation. At some points Germany's children's television was outstanding in the international comparison, out of this results we want to highlight some to promote quality.

- The **ARD** is among the broadcasters with the **highest percentage of domestic productions** world wide. At the same time it is among the ones with the **highest misrepresentation of girls/women** (24%-76%). We would like to stress that quality in children's television means that children are represented, and in real life also Germany has a gender ratio from 51% female to 49 male. A public broadcaster should find ways to balance this misrepresentation, especially if they have such an influence with and on domestic productions.
- Positive is the **high percentage of children** in (the animated) children's TV. Here Germany is among the leading countries.
- Astonishing is the **overrepresentation of red-haired girls/women**. Some broadcasters have a high percentage like ARD (33%), RTL2 (30%), Nick (26%) and KI.KA (24%), while in German reality only 1 in 100 women is naturally red-haired.
- With 25% of **very thin female characters** Germany is among the countries with the "thinnest" TV-main characters. Every fourth female character is "unreachable" thin. From a pedagogy side this overrepresentation of thin (and often also sexualised) female characters in children's television can foster problematic inner pictures. Positively regarding the representation of reality is the relatively **high percentage of overweight characters** – even if most of them are male.