

# Children's Television Worldwide: Gender Representation

in



## Kenya

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# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television

### General information about the Children's Television in Kenya

In television in Kenya (both public and commercial) is not much regard for children's programming, in terms of airtime, budgets and participation of children. Most stations find it easier to invest in foreign programmes instead of injecting funds in production of local programmes.

All the local programmes produced in the four stations apart from family TV are based in the capital city (Nairobi) and do not represent children outside of the city. All the presenters and most of the actresses, actors are drawn from the city and its environs.

### Sample selection:

The sample is based on the following Kenyan television networks: Kenya Television Network, Nation TV, Citizen TV, KBC Television and Family TV. 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: 11.06.2007 – 15.07.2007

The sample analysed here consists of 68 hours of explicit children's television, 36 hours of fictional shows, 207 programmes (149 fictional shows), 780 characters (fiction) and 601 human characters.

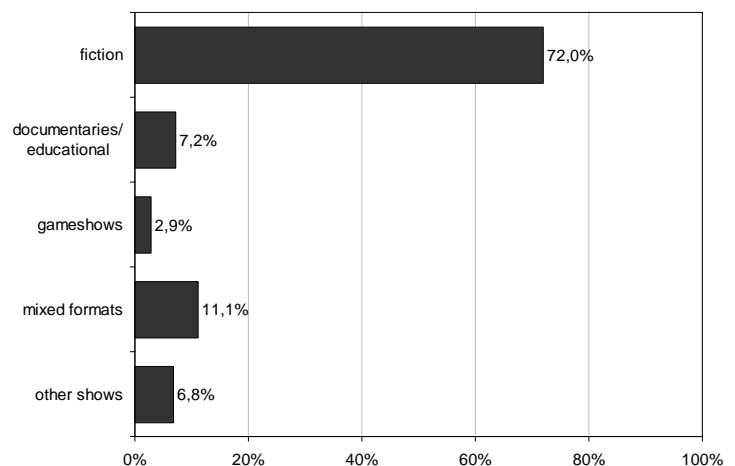
### What is offered to children - Results at show level:

#### More fictional or a more non-fictional programmes?

We coded every show/piece of programme of our sample. Advertisements and trailers are coded in block (e.g. 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 207

Differentiation between fiction and non-fiction

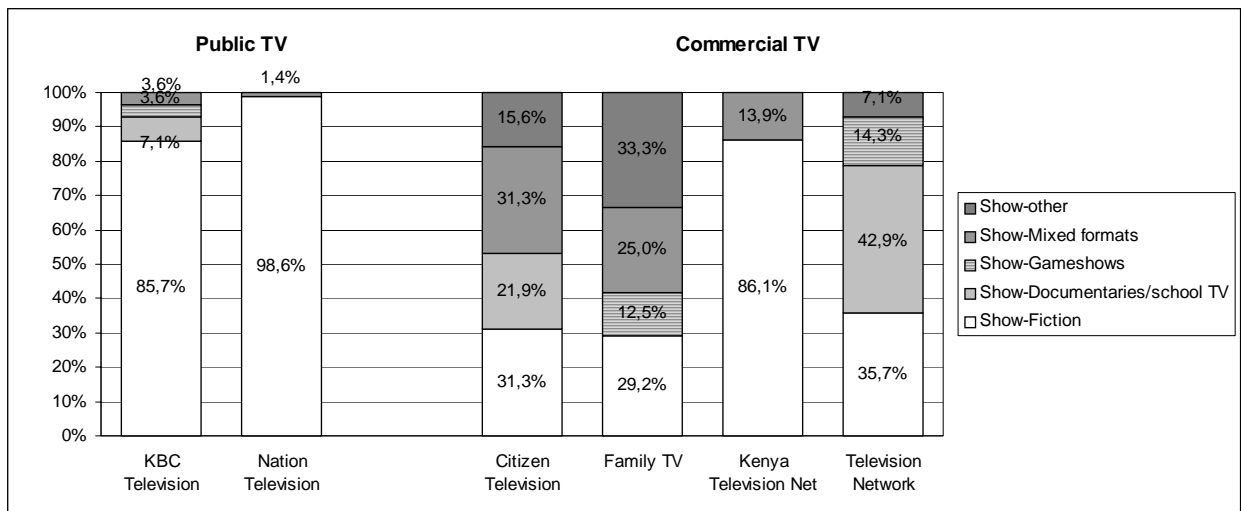


IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme

## Children's Television Worldwide: Gender Representation in Kenyan Children's Television

shows that can be categorized into different programme types. 149 shows or 72% can be referred to as fiction, 15 shows (7.2%) were documentaries, 6 were game shows (0.9%) and 23 mixed formats (11.1%).

Of interest for the further analysis of the children's programmes are only the 149 fictional shows that were coded. Those are in 90.6% of the cases animation shows and in 8.1% of the cases shows with real people (n=12). Then there is a puppet show and a mixed format each with 0.7%.



On both public channels in Kenya the most frequently broadcast format is Show-Fiction, with a proportion of 85.7% on KBC Television and 98.6% on the Nation Television.

On three of the four commercial TV channels the range of Show-Fiction formats differs from 29.2% on Family TV to 86.1% on Kenya Television Net.

# Children's Television Worldwide:

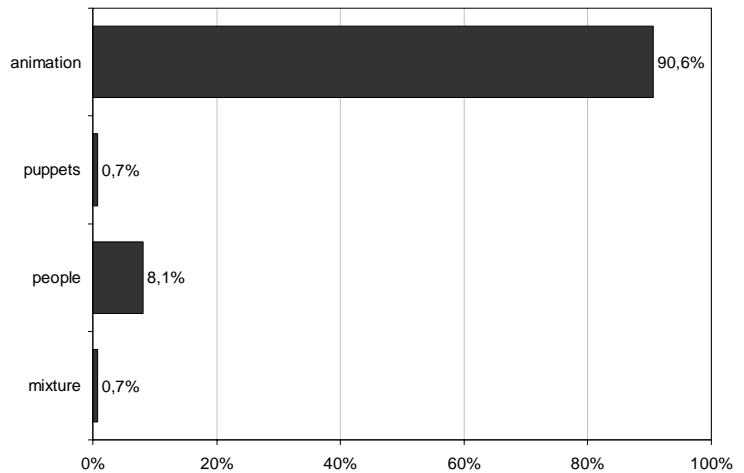
## Gender Representation in Kenyan Children's Television

### 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 149 recorded fiction shows were 135 (90.6%) animation shows; in 12 shows (8.1%) real people are the actors/actresses and 1 (0.7%) was a puppet show. One show (0.7%) was a mix of several of these categories.

Differentiation between fictional shows



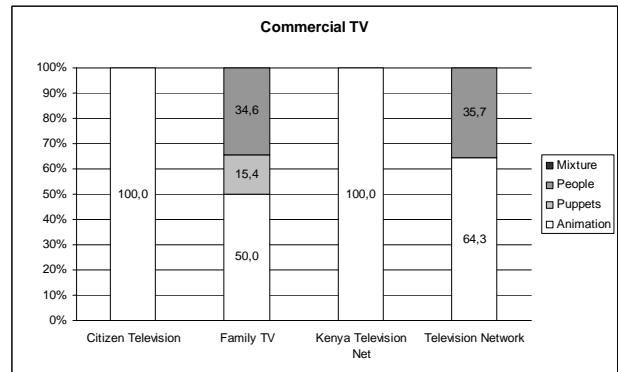
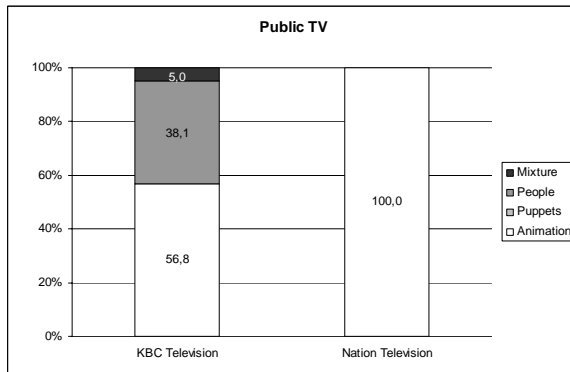
IZI – Children's Television Worldwide 2007; basis: Kenya, n=36 h children's fict. programme

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

90.6% of the characters represented in Kenya's children's TV are animation characters. Here Kenya ranks in the first third and is a little over the international average. Real people characters are far behind with 8.1%.

# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television



On the public channel Nation Television, 100% of the characters are Animation, while KBC Television represents three different types of characters.

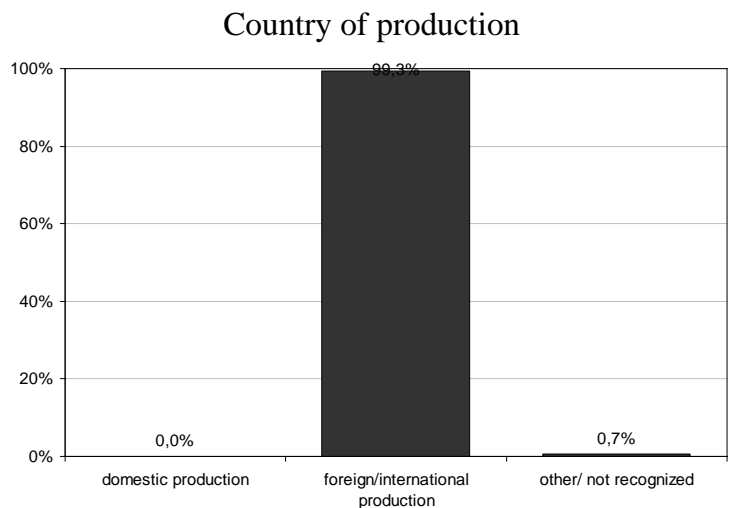
Two of the commercial channels merely present Animation. Television Network presents animation and people characters, and Family TV is the only of all channels that presents puppets.

### 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 an international co-production?

The fiction shows are in 99.3% of the cases productions of another country (n=148). 1 show could not be classified into any category.

There was no show produced in the country itself.



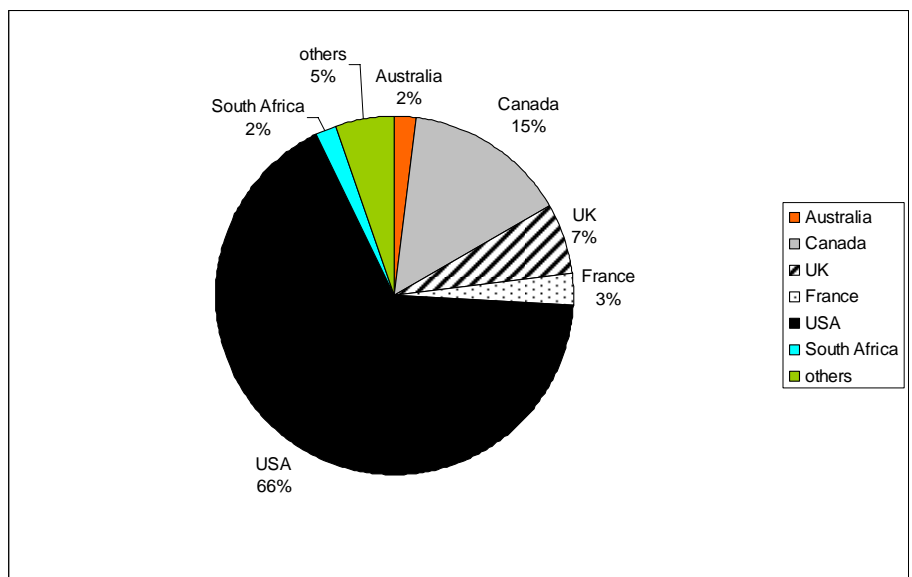
IZI – Children's Television Worldwide 2007; basis: Kenya, n=36 h children's fict. programme

## Children's Television Worldwide: Gender Representation in Kenyan Children's Television

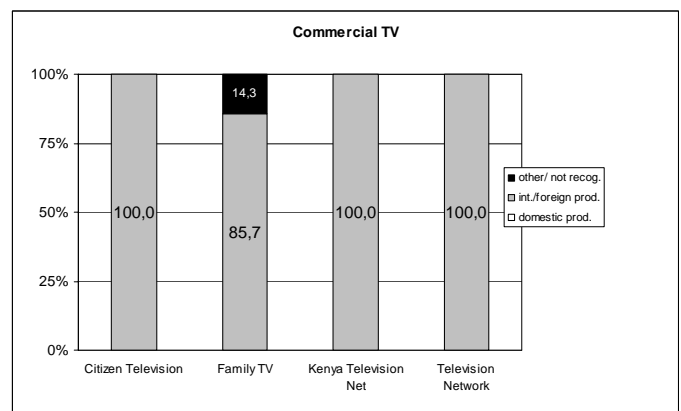
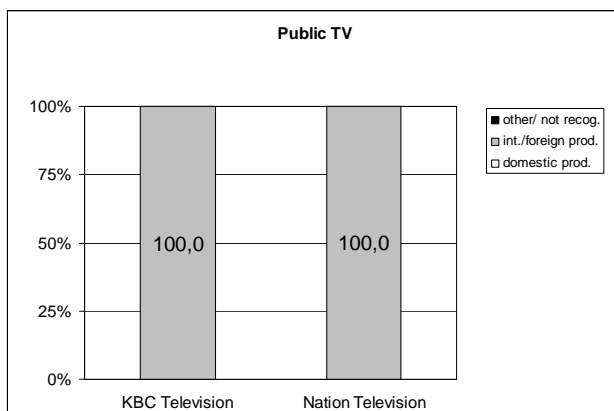
domestic prod.	
Malaysia	82,8%
USA	82,7%
UK	67,7%
China	53,4%
Canada	44,2%
Belgium	39,8%
Germany	17,3%
India	15,8%
Hungary	13,2%
Israel	13,1%
Australia	11,1%
Norway	9,0%
Egypt	8,9%
Netherlands	7,3%
South Africa	6,4%
Brazil	6,3%
Argentina	5,9%
Cuba	5,5%
Syria	3,2%
Slovenia	2,3%
Austria	0,8%
Hong Kong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

Kenya does not have any domestically produced programs on children's TV. Here it holds the very last place of all countries and is way below the international average.

More domestic productions are needed where children can see themselves and their everyday life in the real diversity of gender, faces, shapes, ethnicity, social status etc.



66% of Kenya's children's TV is produced in the USA, 15% in Canada, 7% in the UK and 2% in Australia. So more than three quarters of Kenyan children's TV is originally produced in Northern America.



On both of the Public TV channels 100% of the productions for children's TV are international or foreign. Three of the four channels broadcast children's TV which is exclusively internationally or foreign produced.

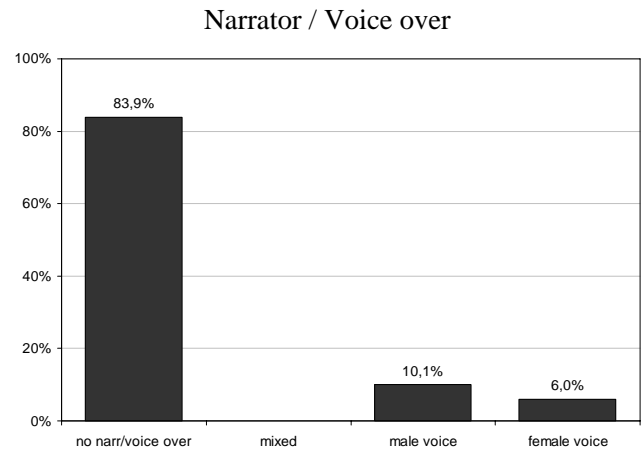
# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television

### Who speaks? Narrator / Voice over

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 125 (83.9%) fiction shows there was no narrator, in 9 shows (6.0%) there was a female narrator, and in 15 shows (10.1%) a male narrator.



IZI – Children's Television Worldwide 2007; basis: Kenya, n=36 h children's fict. programme

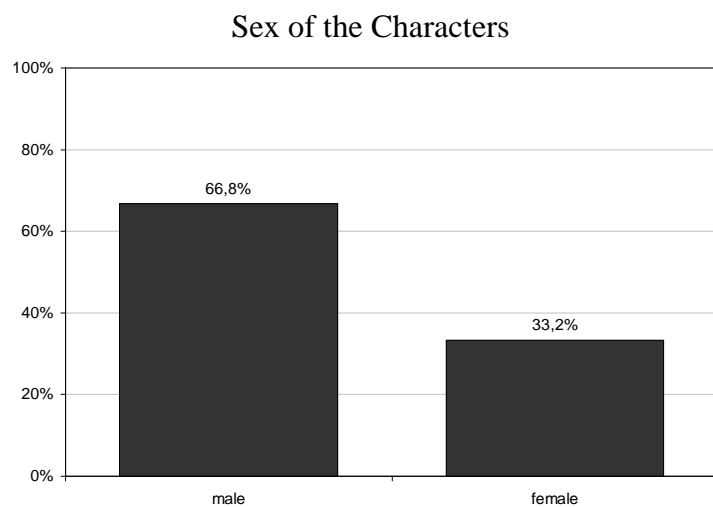
### **Who are the main characters? Results at character level<sup>1</sup>**

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 gender characteristics.

In terms of characters, in the 149 fiction shows 780 were identified as main characters.

### **Gender perspective: Twice as many male characters**

The characters of the fictional shows in Kenyan children's television were in 33.2% of the cases female and in 66.8% male.



IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=780 fict. characters

<sup>1</sup> 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.

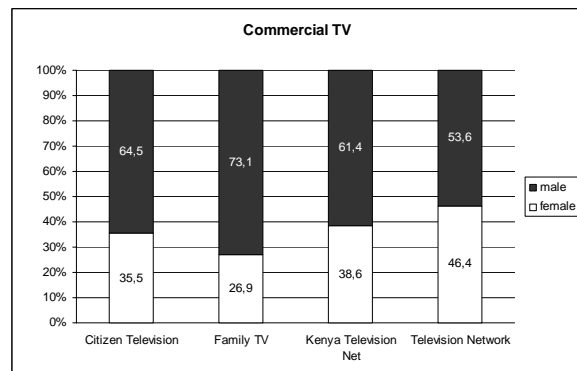
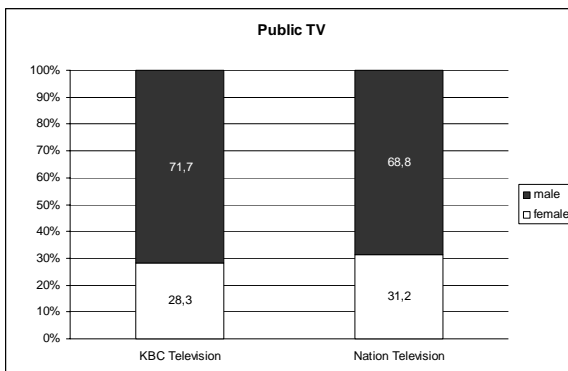
## Children's Television Worldwide: Gender Representation in Kenyan Children's Television

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%
<b>Kenya</b>	<b>33,2%</b>	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%	<b>Kenya</b>	<b>66,8%</b>
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%
<b>total</b>	<b>32,1%</b>	<b>total</b>	<b>67,9%</b>

33.2% of the represented characters in Kenyan children's TV are female. So here, Kenya is at the top of the middle field and slightly above the international average. Correspondingly, with 66.8% of represented male characters the country is slightly above the average.

On Public TV channels, more than two thirds of the characters represented in children's TV are male. Around 30% of the characters are female.

Apart from Family TV, where 26.9% of the characters are female, the percentage of female characters in children's TV is higher on commercial channels than on the public ones, e.g. 46.4% on Television Network.





# Children's Television Worldwide: Gender Representation in Kenyan Children's Television

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

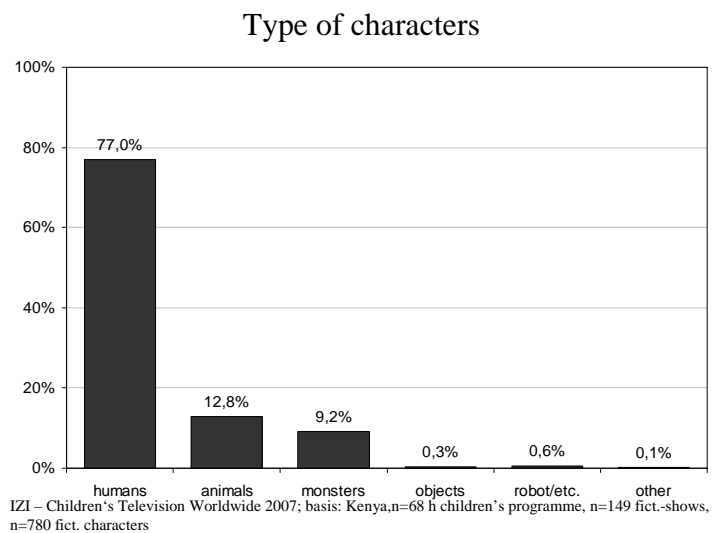
We coded generally what the nature of the character is. Is it a human, an animal, an object or a machine etc.?

100 characters of the recorded were animals, which accords to a percentage of 12.8%. Part of this group is, for example, Jake the monkey of *My Gym Partner's a Monkey*. 601 of the characters (77.0%) are humans. The monsters and mythical creatures appear as the third largest group. 72 characters (9.2%) can be assigned to this group, i.e. Bloo of *Foster's Home for Imaginary Friends*. Furthermore, 2 plants (0.3%), 5 robots or machines (0.6%), and one other character (0.1%) were recorded.

Of the animals 22 (22.0%) were female and 74 (74.0%) male. For 4 (4.0%) characters the gender was not identifiable. Of the humans 201 (33.4%) were female and 400 (66.6%) were male.

Among the plants, one was male

(50.0%) and one neutral (50.0%). Of the machines and robots which were counted, 3 (60.0%) were male and two were not identifiable (40.0%). The gender of the one other character was neutral. Among the monsters and mythical creature, 32 were female (45.1%), 35 male (49.3%), and 4 neutral (5.6%).



## Children's Television Worldwide: Gender Representation in Kenyan Children's Television

	Animal	Human	Monster/ etc.	Plant/ Object	Robot/ etc.	other
<b>Kenya</b>	12,8%	<b>77,0%</b>	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%
<b>total</b>	<b>26,3%</b>	<b>59,1%</b>	<b>5,0%</b>	<b>3,5%</b>	<b>3,1%</b>	<b>3,1%</b>

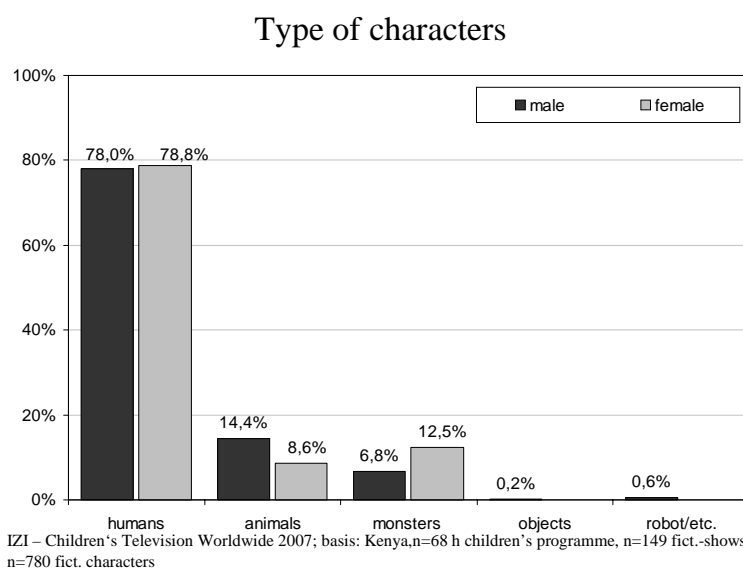
77.0% of all characters in Kenyan children's TV are human. Here Kenya holds the very first place of all countries compared. Far behind are animal characters with 12.8%.

Kenya likes to tell its stories on children's TV with humans.

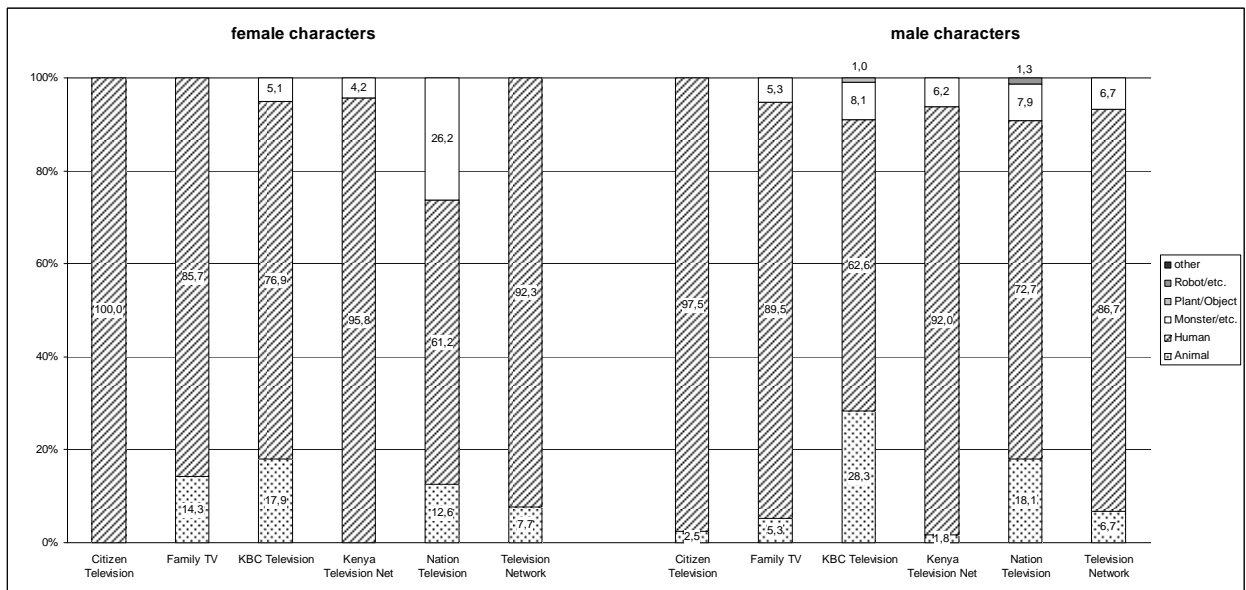
### Gender Perspective: More male animals and more female monsters

Of the female characters 201 (78.8%) were humans and 32 (12.5%) as monsters or mythical creatures and 22 female characters (8.6%) are animals.

The male characters are represented in 400 cases (78.0%) as humans and in 74 (14.4%) cases as animals. Monsters and mythical creatures with male gender were found in 35 characters (6.8%), 3 (0.6%) were part of the plot as robots, and 1 male plant (0.2%) could be counted.



# Children's Television Worldwide: Gender Representation in Kenyan Children's Television



More than three quarters of all the female characters represented on Kenyan children's TV are human, followed by animals and lastly by Monsters/etc. Citizen Television presents human females only. Concerning the male characters, the proportions are almost the same, but the representation of humans is only at 97.5%.

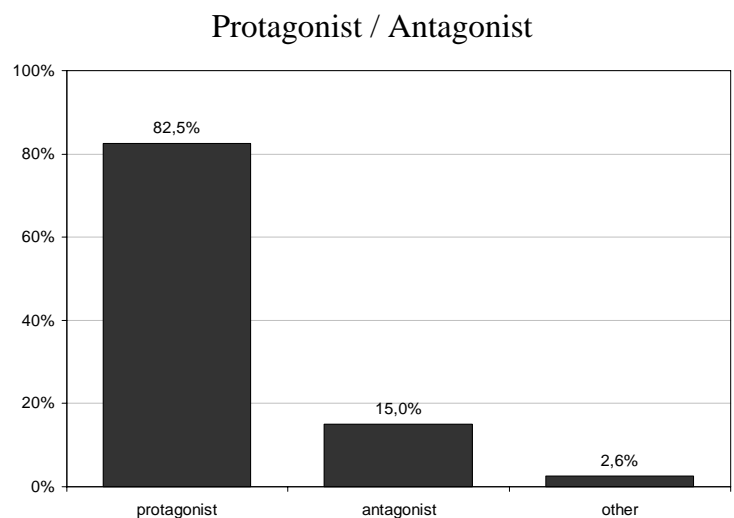
## What is the general role in the story: Protagonist or Antagonist?

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?

644 of the characters in Kenyan children's television were identified as protagonists. This corresponds to a relative part of 82.5%. On the other hand, there are 117 antagonists that constitute 15.0% of the characters. 20 characters could be ascribed to neither type (2.6%).

Of the protagonists counted, 226 (35.1%) are female and 416 (64.6%)

male. 2 characters (0.3%) could not be identified. Among the antagonists there are 25 (21.6%) female characters and 82 (70.7%) male characters. 9 characters (7.8%) are not identifiable. The



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## Children's Television Worldwide:

### Gender Representation in Kenyan Children's Television

20 characters that can be classified as neither protagonist nor antagonist can be split up as follows: 4 (20.0%) of the characters are female, 15 (75.0%) are male, and one character (5.0%) was not identifiable.

	<b>Antagonist</b>
UK	28,8%
Australia	27,3%
South Africa	23,5%
Cuba	21,4%
China	18,8%
Malaysia	17,9%
Brazil	15,9%
Norway	15,7%
Argentina	15,5%
Netherlands	15,4%
India	15,3%
Egypt	15,0%
<b>Kenya</b>	<b>15,0%</b>
Syria	14,9%
Hungary	13,6%
Slovenia	12,8%
Canada	11,9%
New Zealand	11,7%
USA	10,3%
Austria	9,5%
Germany	8,8%
Hong Kong	6,5%
Belgium	6,4%
Israel	4,5%
<b>total</b>	<b>13,7%</b>

15% of all characters presented on Kenyan children's TV are described as antagonists. Here Kenya is in the international middle field and slightly above the average.

# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television

### Gender Perspective: Men and boys are mainly the bad guys

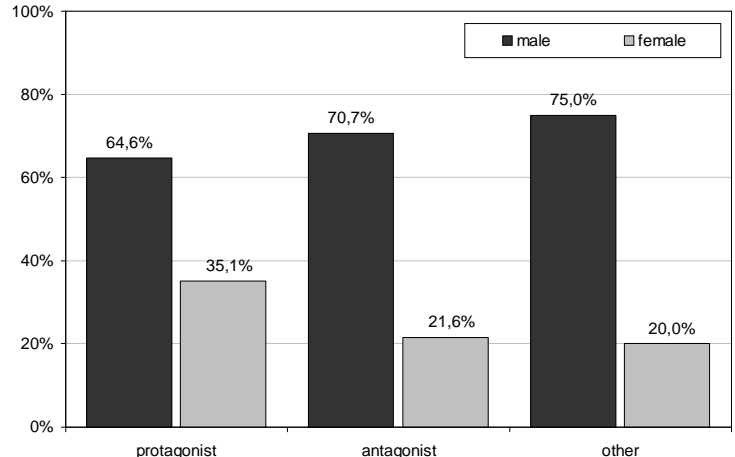
644 of the characters in Kenyan children's television were identified as protagonists. This corresponds to a relative part of 82.5%. On the other hand there are 117 antagonists, making up 15.0% of the characters. 20 characters could not be classified as either of the two types (2.6%).

Of the protagonists counted, 226 (35.1%) are female and 416 (64.6%) male. 2 characters (0.3%) could not be identified as either. Among the antagonists there are 25 (21.6%) female characters and 82 (70.7%) male characters.

Among the female characters, 226 (88.6%) appear as protagonists. 25 (9.8%) of the female characters are antagonists. 4 (1.6%) were not identifiable.

With regard to boys' or men's characters, there are 416 (81.1%) protagonists. 82 (16.0%) men characters appear as antagonists, while 15 (2.9%) of the total cannot be identified.

Protagonist / Antagonist



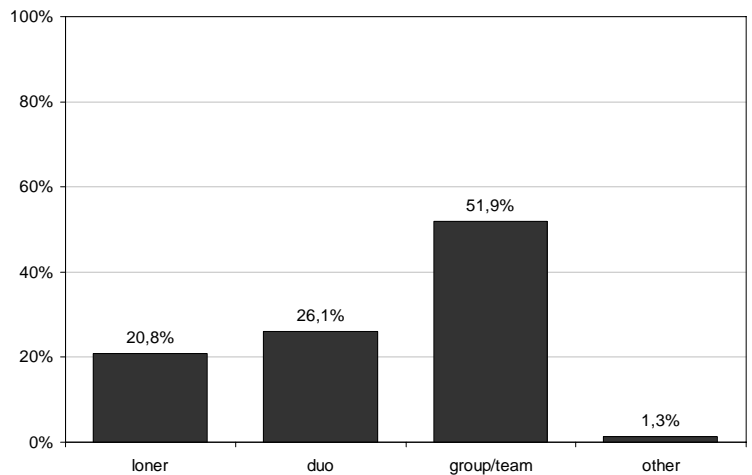
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### In what kind of relation is the character?

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

162 of the characters (20.8%) are integrated into the plot as loners. 203 of the coded characters in this category are part of a duo (26.1%). 404 (51.9%) and thus the majority of the characters are part of a group or a team, respectively. 1.3% could not be grouped into any of the categories.

Relation of the characters



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## Children's Television Worldwide: Gender Representation in Kenyan Children's Television

	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%
<b>Kenya</b>	20,8%	26,1%	<b>51,9%</b>
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%
<b>total</b>	<b>20,3%</b>	<b>21,1%</b>	<b>56,5%</b>

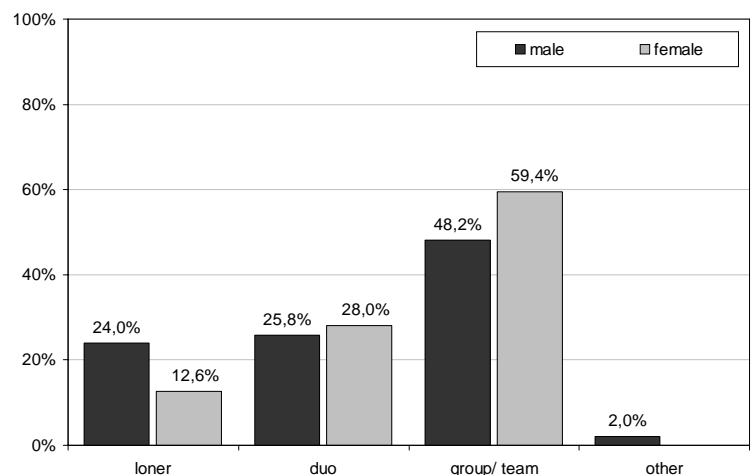
51.9% of characters in Kenyan children's TV act in groups or teams. Here Kenya is below the international average, but still ranks amongst the middle field.

### Gender Perspective: Male characters are more often loners, female characters more often in duos and in groups

Of the female characters 32 (12.6%) are loners, 71 (28.0%) are in duos and 151 (59.4%) are a part of a group.

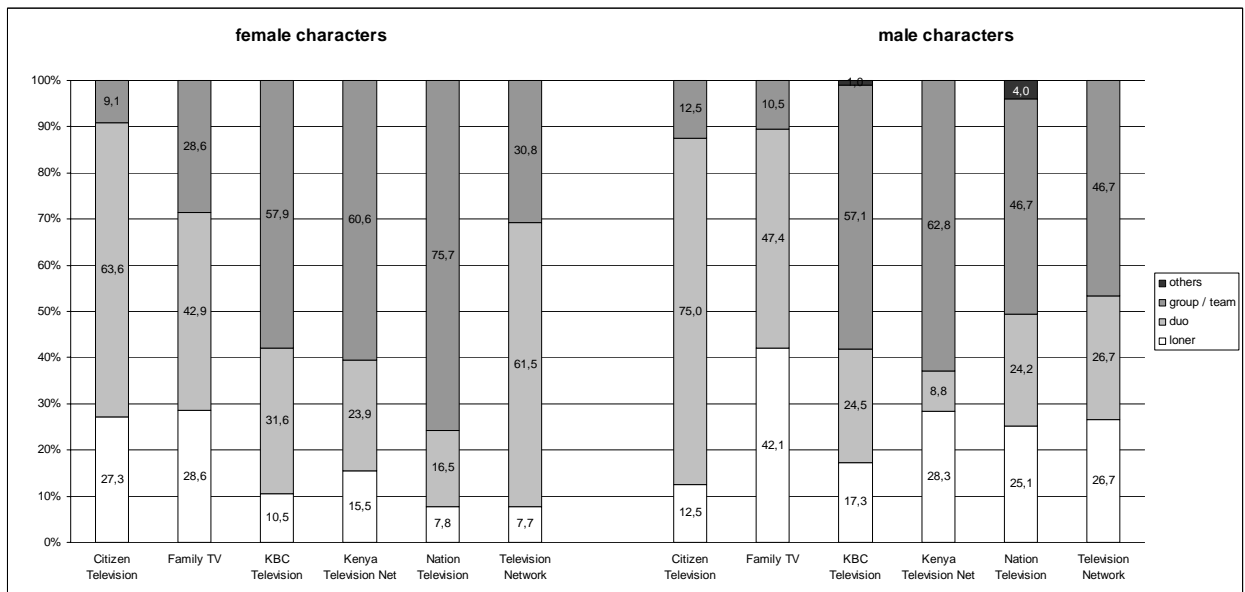
The male characters are with 123 (24.0%) loners, 132 (25.8%) duos and with 247 (48.2%) a part of a group.

Relation of the characters



IZI – Children's Television Worldwide 2007; basis: Kenya, 36 h fict. children's prog.; 149 fict. shows; 780 human characters

# Children's Television Worldwide: Gender Representation in Kenyan Children's Television



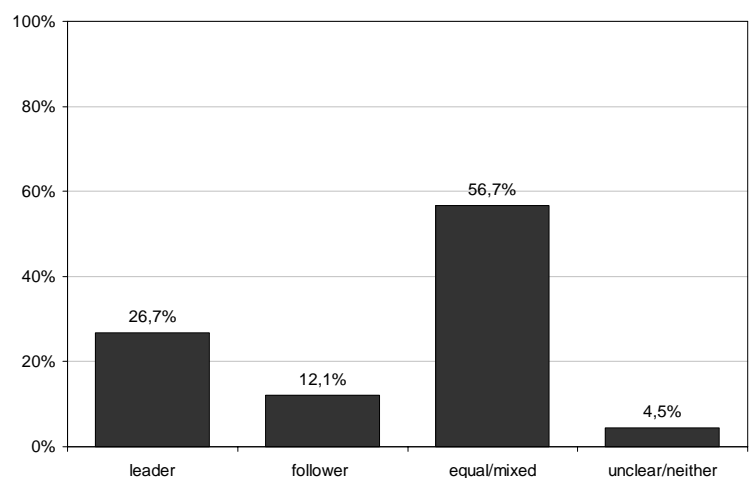
Most of the female characters in Kenyan children's TV are presented in duos or as part of a group. Female loner characters are on the third place are. Correspondingly, the majority of male characters is presented either in duos or as part of a group, but there are more loners amongst them than amongst the females.

## 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?

442 (56.7%) of the characters appear as equals regarding hierarchical positions. 208 (26.7%) are leaders. 94 (12.1%) are part of a following, and for 35 (4.5%) characters the position was not clearly identifiable.

Hierarchical position of the characters



IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=780 fict. characters

## Children's Television Worldwide: Gender Representation in Kenyan 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%
<b>total</b>	<b>20,5%</b>	<b>total</b>	<b>15,5%</b>	<b>total</b>	<b>47,7%</b>

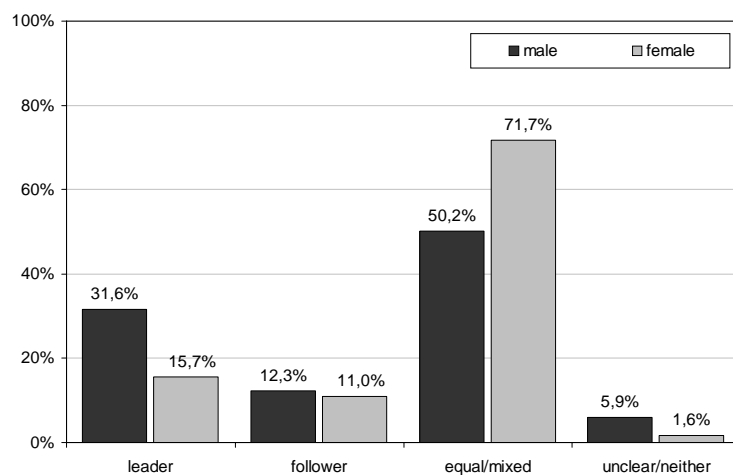
When it comes to the hierarchical position, 56.7% of the characters presented in Kenyan children's TV are equal or mixed. Leaders take the second place with 26.7% and followers take the third with 12.1%.

### Gender Perspective: Males are leaders and followers, females are mostly equal

The female characters are in 182 (71.7%) of the cases equal or mixed. 40 female characters (15.7%) appear as leaders and 28 (11.0%) as followers. For 4 characters (1.6%) the constellation was not identifiable.

Among the boy and man characters 257 (50.2%) are equal or mixed and in 162 (31.6%) cases leader of a group. 63 (12.3%) are part of the following and for 30 characters (5.9%) the classification was not possible.

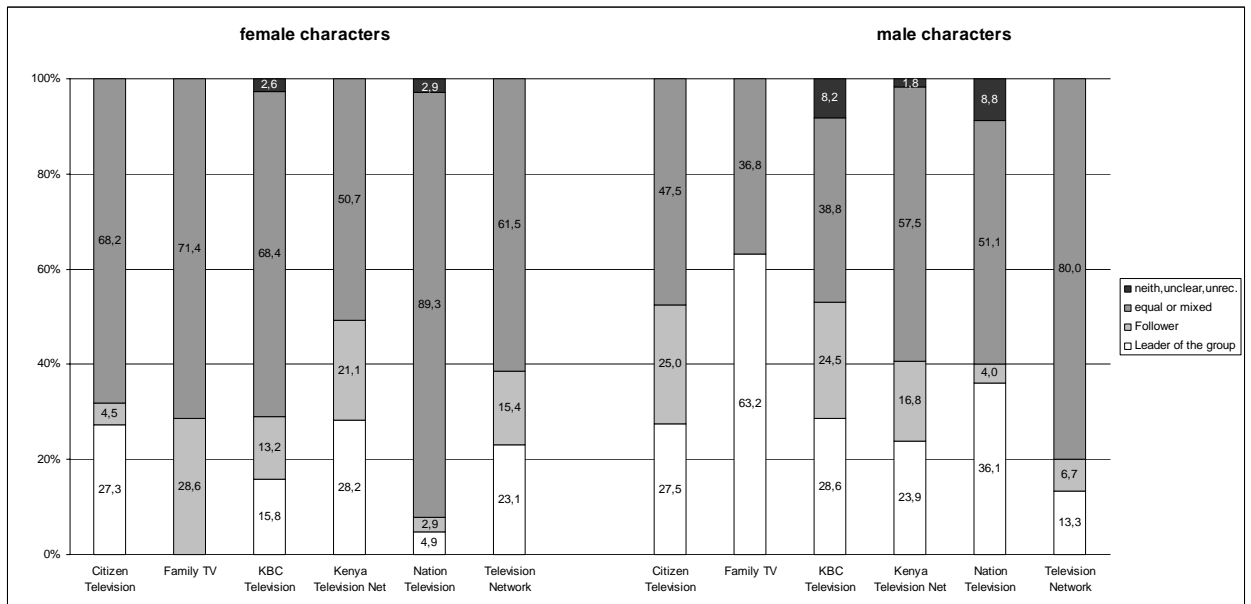
Hierarchical position of the characters



IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=780 fict. characters



# Children's Television Worldwide: Gender Representation in Kenyan Children's Television



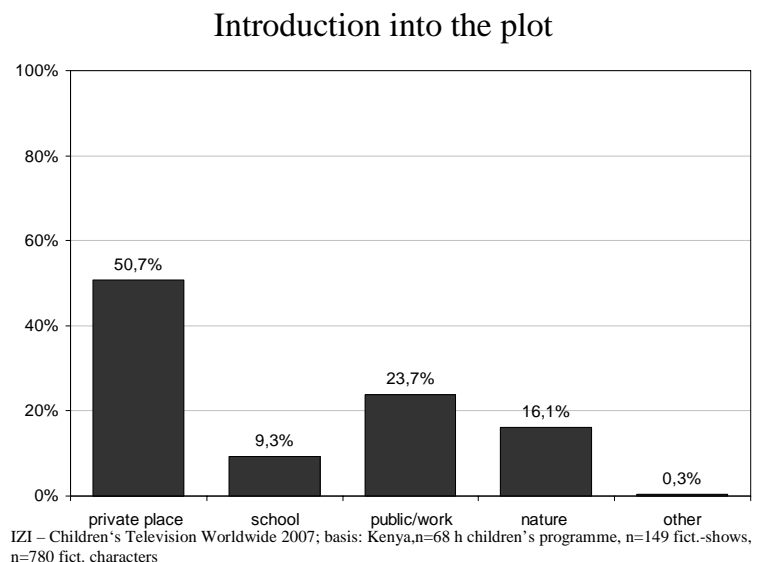
The majority of female characters are in an equal or mixed position, while the proportion of leaders and followers is quite balanced. Different to that, most of the male characters are either leaders of the group or have an equal or mixed position in the hierarchy.

## 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. 394 (50.7%) of the recorded characters of this category appear here for the first time. Public spaces or work, respectively, rank second. Here, 184 characters (23.7%) of the characters are introduced for the first time.

125 characters are in nature in their introduction scene (16.1%), 72 characters (9.3%) are in school, and 2 at other locations.

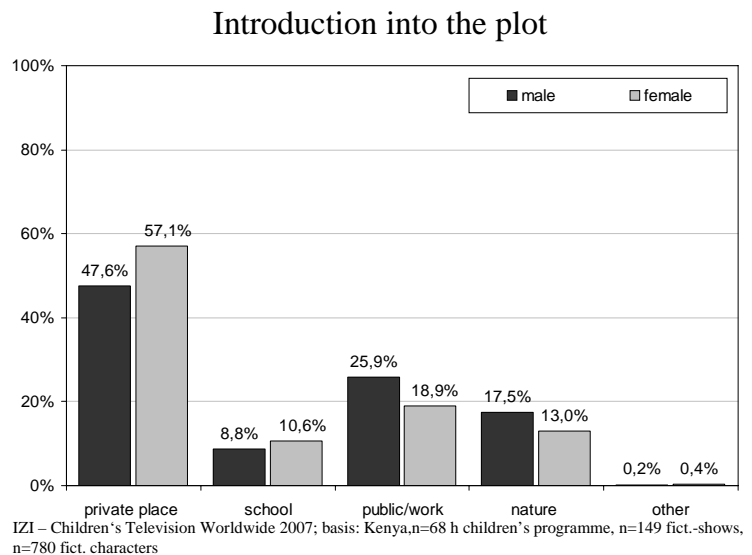


## Children's Television Worldwide: Gender Representation in Kenyan Children's Television

**Gender Perspective: Males appear more often in public/work sphere and nature, females more often at private places and at school**

145 (57.1%) of the female characters in the sample are introduced into the plot in private settings. 48 (18.9%) of the characters are introduced in public spaces or at work. 33 (13.0%) characters appear for the first time in nature. 27 (10.6%) are introduced to the viewer in school and 0.4%, thus 1 character, at locations other than these categories.

243 (47.6%) of the male characters are first introduced in private settings. 132 (25.9%) are presented in public or at work. At third position are nature locations with 89 characters (17.5%) and finally school where 45 characters (8.8%) are introduced.



# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television

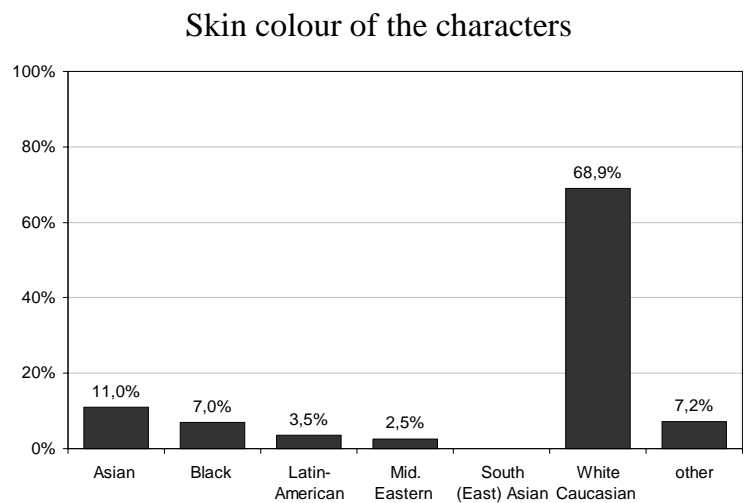
### The analysis of the Human Characters

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 eventually 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.

66 (11.0%) of the human characters have shown Asian physical traits. Black characters were found in 42 (7.0%) characters of the sample. 21 (3.5%) were classified as Latin-American and 15 (2.5%) as Arab. The majority, with 414 characters (68.9%), were white Caucasian. All in all, 43 characters were classified as Other or were not identifiable.



IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=601 human characters

## Children's Television Worldwide: Gender Representation in Kenyan Children's Television

Asian		Black		Latin-American		White Caucasian	
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%
<b>Kenya</b>	<b>11,0%</b>	South Africa	8,7%	Syria	3,6%	Canada	80,0%
USA	10,2%	Syria	8,3%	<b>Kenya</b>	<b>3,5%</b>	Netherlands	78,5%
Germany	9,2%	Brazil	7,9%	Canada	3,4%	Brazil	78,3%
Austria	9,0%	<b>Kenya</b>	<b>7,0%</b>	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%	<b>Kenya</b>	<b>68,9%</b>
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%
<b>total</b>	<b>11,7%</b>	<b>total</b>	<b>6,4%</b>	<b>total</b>	<b>2,6%</b>	<b>total</b>	<b>72,2%</b>

68.9% of all characters presented in Kenyan children's TV are white Caucasian. Here Kenya ranks in the lower third and is a little below the international average. 11.0% of the characters are Asians, and 7.0% are blacks.

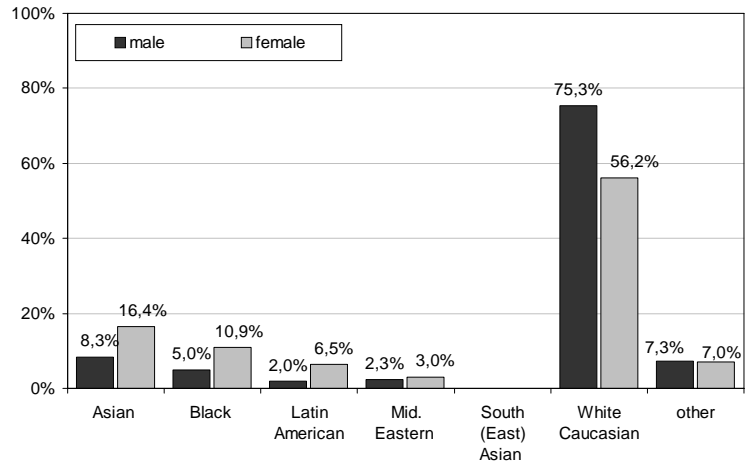
# Children's Television Worldwide: Gender Representation in Kenyan Children's Television

## Gender Perspective: Females are more often Asians, Blacks and Latin-Americans

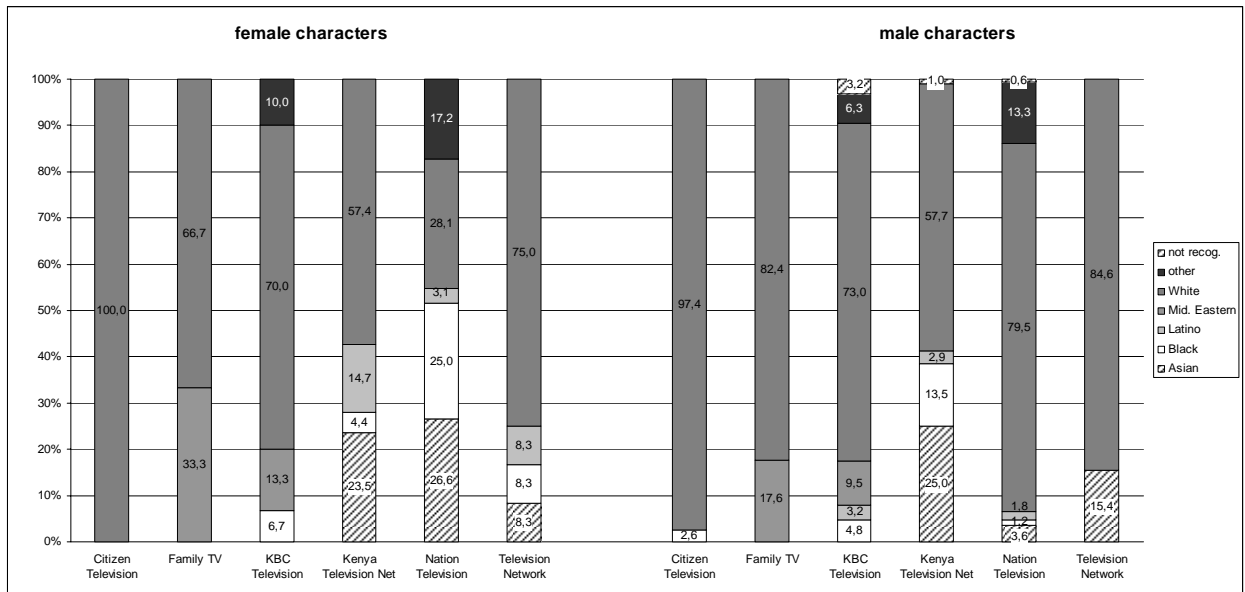
Out of the female characters 113 (56.2%) are white Caucasians, 33 (16.4%) Asians, 22 (10.9%) Blacks and 13 (6.5%) Latin-Americans and 6 (3.0%) with typical traits of the Middle East are a part of a group.

The male characters are with 301 (75.3%) white Caucasians, 33 (8.3%) Asians, 20 (5.0%) Blacks, 8 (2.0%) Latin-Americans and with 9 (2.3%) Middle East.

Skin colour of the characters



IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=601 human characters



On Citizen Television, all represented female characters are white Caucasian, while on the other channels the proportion is a little more levelled off. Correspondingly, the same can be said about the representation of male characters, with the difference that on Citizen Television there are 2.6% blacks next to 97.4% white Caucasian instead of 100% Caucasian characters.

# Children's Television Worldwide:

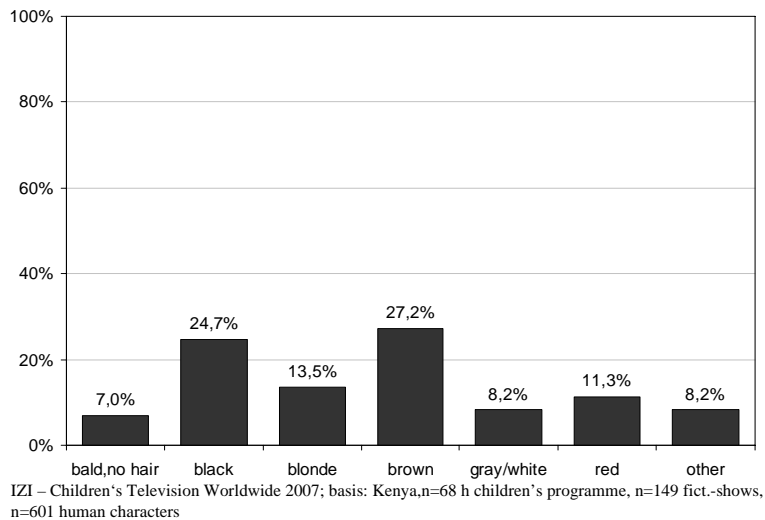
## Gender Representation in Kenyan Children's Television

### Hair colour of protagonists

We coded what the hair looks mostly look like.

42 (7.0%) characters did not have any hair, 148 (24.7%) characters had black hair and 163 (27.2%) characters had brown hair. 81 characters were blonde (13.5%), the hair of 49 people was grey or white (8.2%), and that of 68 red (11.3%). 49 people were categorized in the category Other (8.2%).

Hair colour of the characters

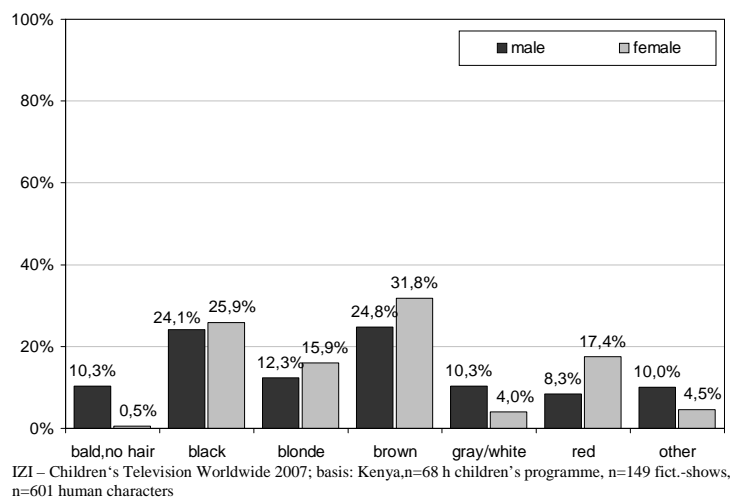


### **Gender Perspective: Males are more often bald or gray-haired, females more often red-haired and blonde**

Out of the female characters 1 (0.5%) has no hair, 52 (25.9%) have black hair, 32 (15.9%) blonde hair, 64 (31.8%) have brown hair, 8 (4.0%) have gray or white hair and 35 (17.4%) have red hair.

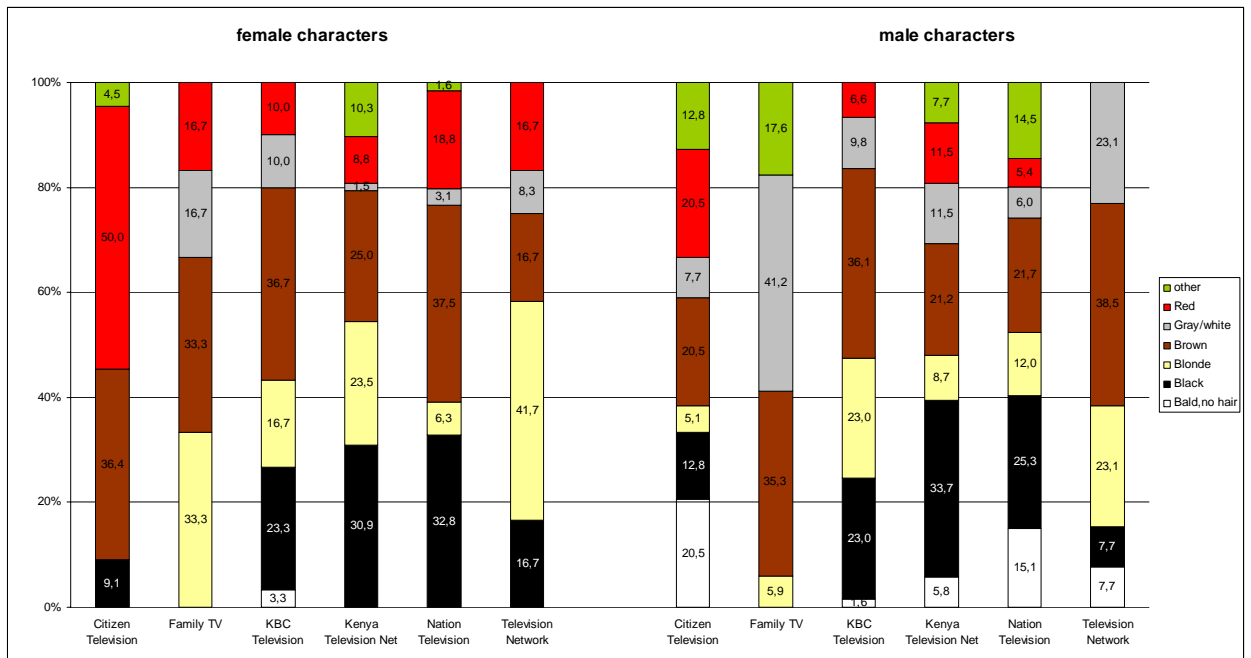
The male characters are with 41 (10.3%) without hair, 96 (24.1%) black-haired, 49 (12.3%) blonde, 99 (24.8%) have brown hair, 41 (10.3%) have gray or white hair and 33 (8.3%) have red hair.

Hair colour of the characters



# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television



Despite the fact that most female characters on Kenyan children's TV are white, most of them have black, brown or red hair. Only on Television Network a majority of 41.7% is blonde. When it comes to boys, there are even less blonde characters and a few have no hair at all.

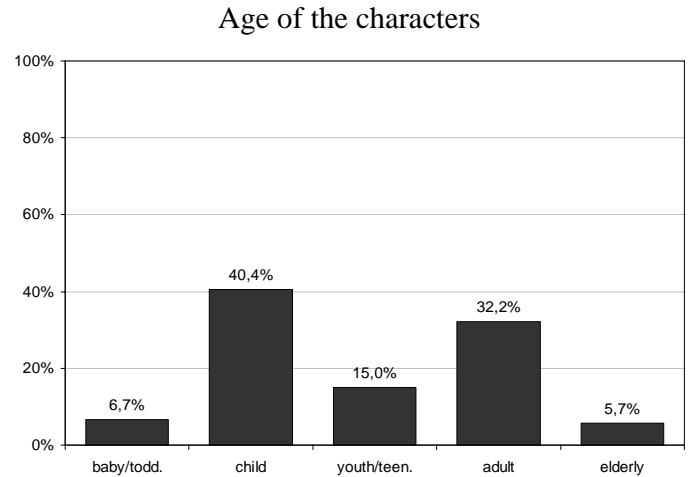
# Children's Television Worldwide: Gender Representation in Kenyan Children's Television

## What age are the protagonists?

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: 242 (40.4%) are children and 193 (32.2%) are adults. Only 40 (6.7%) are babies, 90 (15.0%) teenagers, and 34 (5.7%) seniors.



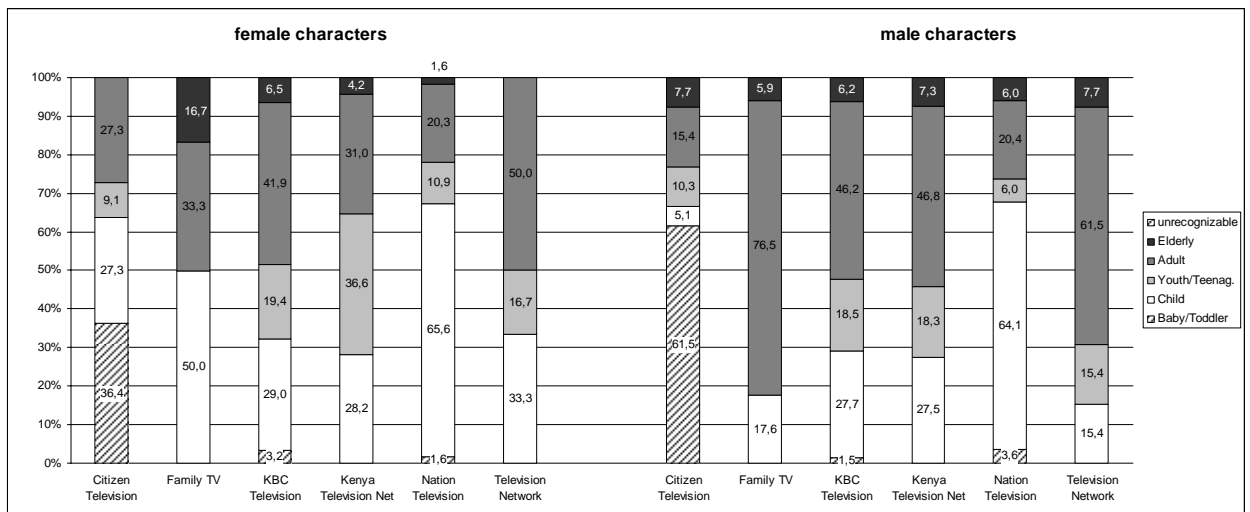
IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=601 human characters

Baby/ Toddler		Child		Youth/ Teenager		Adult		Elderly	
Egypt	8,7%	Malaysia	64,3%	Hungary	58,1%	Argentina	62,0%	Argentina	12,0%
<b>Kenya</b>	<b>6,7%</b>	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%	<b>Kenya</b>	<b>5,7%</b>
Israel	1,6%	<b>Kenya</b>	<b>40,4%</b>	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%	<b>Kenya</b>	<b>32,2%</b>	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%	<b>Kenya</b>	<b>15,0%</b>	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%
<b>total</b>	<b>1,6%</b>	<b>total</b>	<b>33,9%</b>	<b>total</b>	<b>29,3%</b>	<b>total</b>	<b>30,6%</b>	<b>total</b>	<b>4,1%</b>



# Children's Television Worldwide: Gender Representation in Kenyan Children's Television

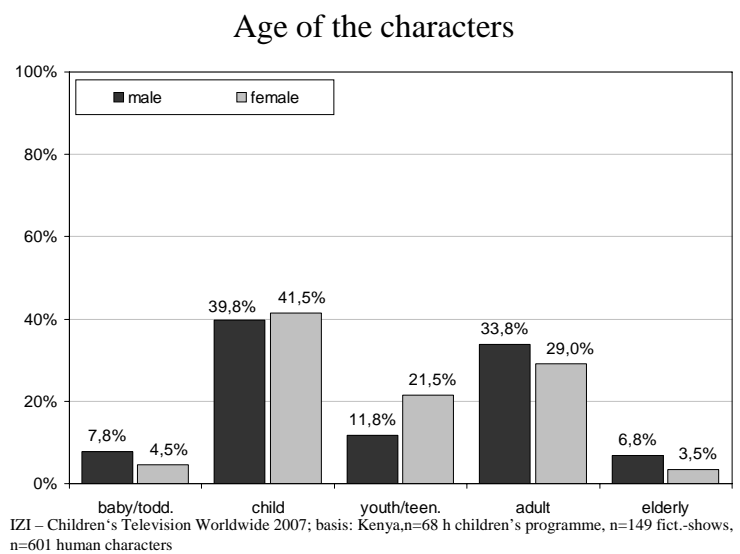
With a proportion of 40.4% children take the first place amongst the characters represented in Kenyan children's TV. Here Kenya is amongst the upper third and over the international average. Adults take the second place with 32.2%, and teenagers the third place with 15.0%.



A majority of the female characters represented are children, closely followed by adults. Amongst the male characters there are more adults than amongst the females. The most babies and toddlers are shown on Citizen Television (36.4% among females and 61.5% among males).

## Gender Perspective: Babies and elderly are mostly male, teenagers are mostly female

Out of the female characters 9 (4.5%) are Babies or Toddler, 83 (41.5%) are children, 43 (21.5%) teens, 58 (29.0%) adults and 7 (3.5%) seniors. 31 male characters (7.8%) are Babies or Toddler, 159 (39.8%) are children, 47 (11.8%) teens, 135 (33.8%) adults and 27 (6.8%) seniors.



# Children's Television Worldwide:

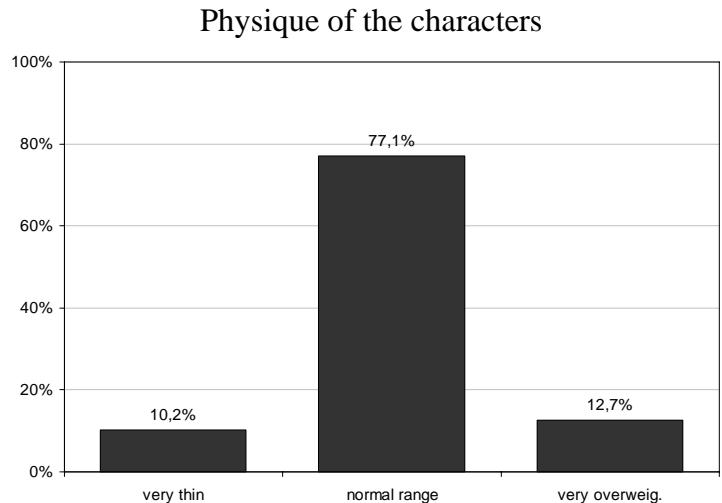
## Gender Representation in Kenyan Children's Television

### Physique of characters

#### What weight or shape does the main character have? More overweight than thin characters

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.

476 (77.1%) of the sample are of average weight. 64 (10.2%) of the characters were very thin, and 77 (12.7%) very overweight.



IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=601 human characters

very thin		normal range		very overweight	
Australia	27,5%	Israel	97,7%	Argentina	14,0%
UK	27,4%	Hong Kong	97,1%	<b>Kenya</b>	<b>12,7%</b>
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%
<b>Kenya</b>	<b>10,2%</b>	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%	<b>Kenya</b>	<b>77,1%</b>	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%
<b>total</b>	<b>9,1%</b>	<b>total</b>	<b>84,1%</b>	<b>total</b>	<b>6,8%</b>

# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television

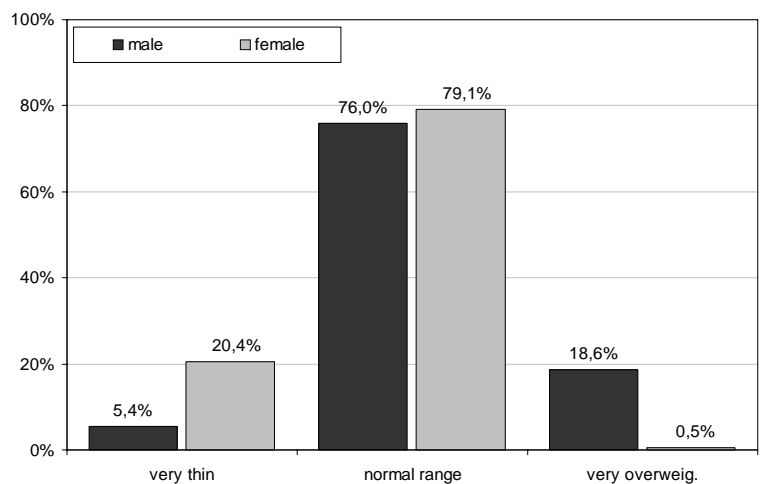
77.1% of all characters in Kenyan children's TV are of a normal body range. Here Kenya ranks the last third and is below the international average. 12.7% of the characters are overweight, so here Kenya takes the second place of all countries compared. With a proportion of 10.2% very thin characters Kenya ranks amongst the middle field.

### Gender Perspective: Thin girls and overweight boys

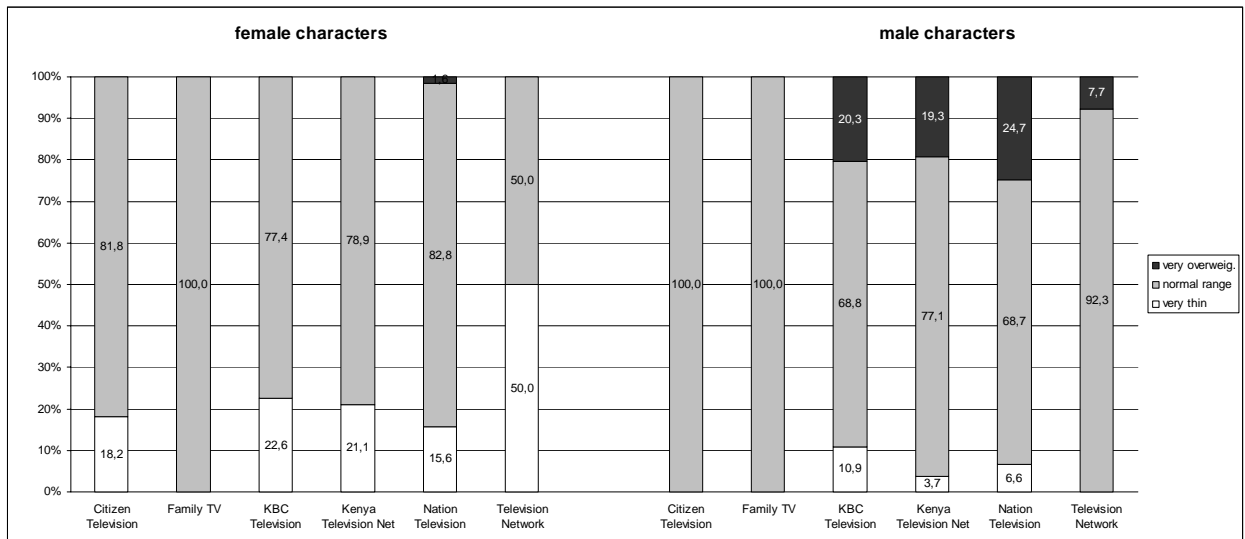
Out of the female characters 163 (79.1%) are in the normal range, 42 (20.4%) are very thin and 1 (0.5%) are very overweight.

The male characters (76.0%) are in the normal range, 22 (5.4%) are very thin and 76 (18.6%) are very overweight.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Kenya, n=68 h children's programme, n=149 fict.-shows, n=601 human characters



On Family TV all characters are of a normal body range, female or male. On Citizen Television all male characters are of a normal body range and 81.8% of the females. Whereas there are more very thin characters amongst the females than amongst the males, there are more overweight males than females.

## **Children's Television Worldwide: Gender Representation in Kenyan 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 story of character construction.

1 disabled character is among the recorded and coded characters of the Kenyan sample. And this disabled person is female. 99.8% of all characters are without any recognizable disability.

# Children's Television Worldwide:

## Gender Representation in Kenyan Children's Television

### GENERAL CONSIDERATIONS

The sample analysed here consists of 68 hours of explicit children's television, 36 hours of fictional shows, 207 programmes (149 fictional shows), 780 characters (fiction) and 601 human characters.

In international comparison a lot of tendencies in Kenyan Television are close to the average of the other 23 analysed countries, e.g. with a very high percentage of animation, the integration of the main character in the plot and social context etc. At some points the Kenyan children's television was outstanding in international comparison; hence we want to highlight some of the results to promote quality.

- Kenya does **not have any domestically produced programs** on children's TV. Here it holds the very last place of all countries and is way below the international average. Kids deserve to see their own culture on CTV.
- 77.0% of all characters in Kenyan children's TV are **human**. Here Kenya holds the very **first place** of all countries compared. Far behind are animal characters with 12.8%.
- With its Babies, Kenya is on 2nd place but it tells stories with only half as many teens as the international average
- 77.1% of all characters in Kenyan children's TV are of a normal body range. Here Kenya ranks the last third and is below the international average. **12.7% of the characters are overweight, so here Kenya takes the second place of all countries compared.** With a proportion of 10.2% very thin characters Kenya ranks amongst the middle field. The highest percentage of the thins are female, the overweights are mostly male.

### Conclusion:

Quality TV's programming for children is mandatory in countries where we have basic social goals to improve. Quality and quantity is necessary, policies also.

More domestic productions are needed where children can see themselves and their everyday life in the real diversity of gender, faces, shapes, ethnicity, social status etc.

Kids are deeply touched by images that make them feel discrimination, social needs and hard differences. The Global Media, produced mainly in the United States, have to take in consideration the places and people that are globally watching the shows.