

# Children's Television Worldwide: Gender Representation

in



## Slovenia

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# Children's Television Worldwide:

## Gender Representation in Slovenian Children's Television

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

Children in Slovenia watch mostly children's programmes on TVS 1, the first channel of the Slovenian national broadcasting network RTV Slovenija. Among private (commercial) stations the most watched children's programmes are on two channels of Pro Plus – POP TV and Kanal A and on station TV3. Programmes for children on all this channels are in Slovenian language, originally, dubbed or subtitled. Among foreign channels (cable and satellite) the most popular channel for Slovenian children is Cartoon Network, which has no programmes (neither dubbed, nor subtitled) in Slovenian language.

#### Sample selection:

The sample is based on the following Slovenian television networks: Cartoon Network, Kanal A, POP TV, TV Slovenia 1 and TV3. 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: 23.05.2007 – 29.05.2007.

The sample analysed here consists of 123 hours of explicit children's television, 107 hours of fictional shows, 589 programmes (566 fictional shows), 2147 characters (fiction) and 1520 human characters.

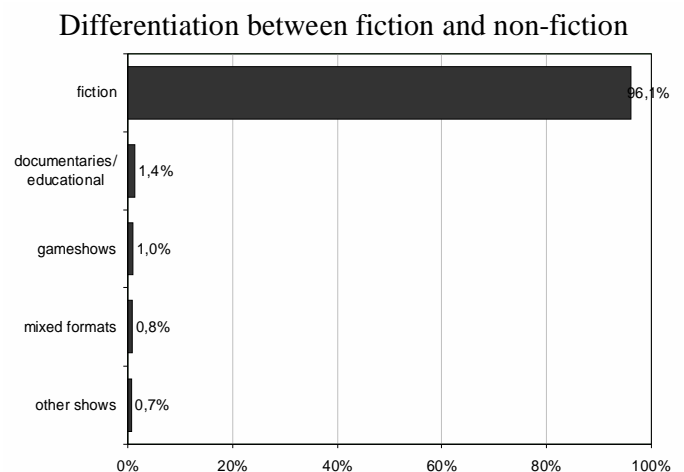
### What is offered to children - Results at show level:

#### More fictional or a more non-fictional programmes? A lot more fiction

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).

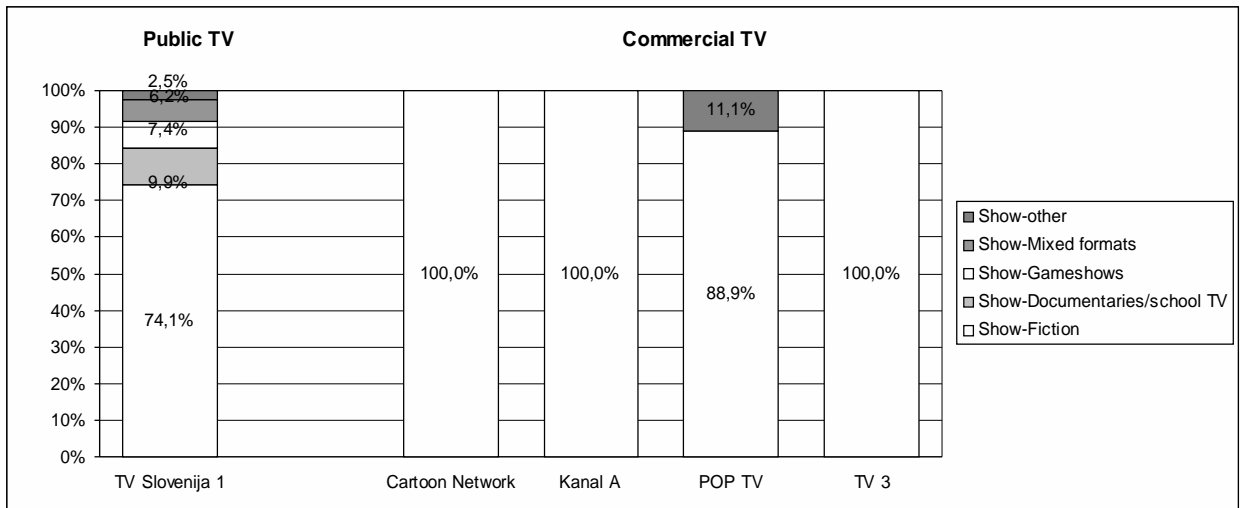
The sample comprises altogether 589 shows that can be categorised into different programme types. 566 shows or 96.1% can

be referred to as fiction, 8 shows (1.4%) were documentaries, 6 were game shows (1.0%) and 5 mixed formats (0.8%).



IZI – Children's Television Worldwide 2007; basis: Slovenia, n = 123 h children's programme

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

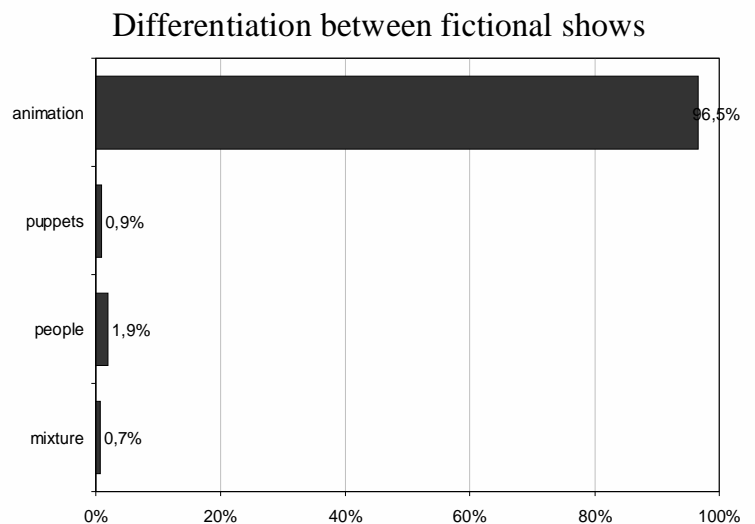


The only public TV station TV Slovenija 1 has 74.1% fictional shows in its children's TV. The fictional shows on the commercial shows range from 88.9% on POP TV, to a 100% each on Cartoon Network, Kanal A and TV3.

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

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

Among the 566 recorded fiction shows were 546 (96.5%) animation shows; in 11 shows (1.9%) real people are the actors/actresses, 5 shows (0.9%) were puppet shows and 4 (0.7%) were a mix of several categories.



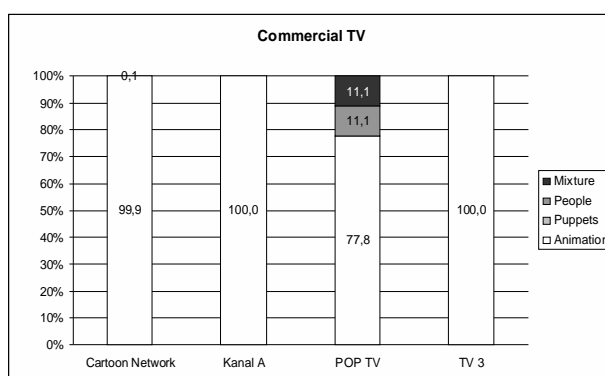
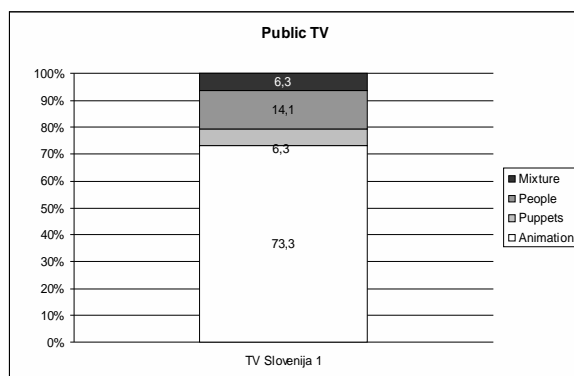
IZI – Children's Television Worldwide 2007; basis: Slovenia, n = 107 h fict. children's programme

## Children's Television Worldwide:

### Gender Representation in Slovenian Children's Television

	Animation	Puppets	People	Mixture	other
<b>Slovenia</b>	<b>96,5%</b>	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%
Kenya	90,6%	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>

With a proportion of 96.5% animated program, Slovenia leads the international ranking. Slovenia likes to tell animated stories.



On the public channel 73.3% of the programs are animated, while the commercial channels show animated program exclusively, except for POP TV showing also 11.1% people and 11.1% puppets.

## Children's Television Worldwide:

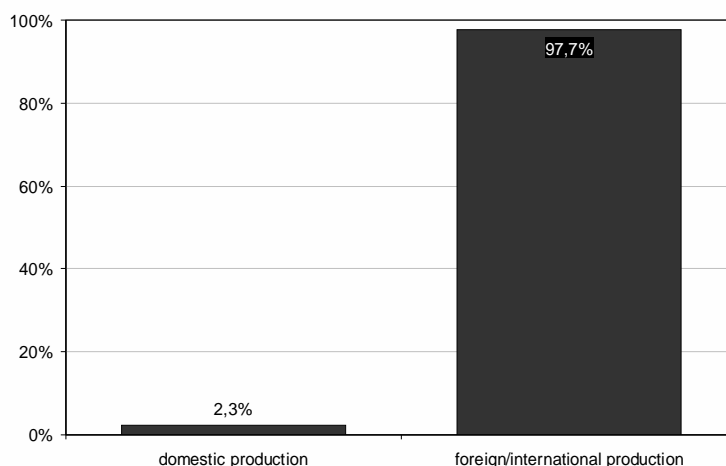
### Gender Representation in Slovenian Children's Television

#### 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 97.7% of the cases productions of another country (n=552) and in 2.3% produced in their own country (n=14).

Country of production

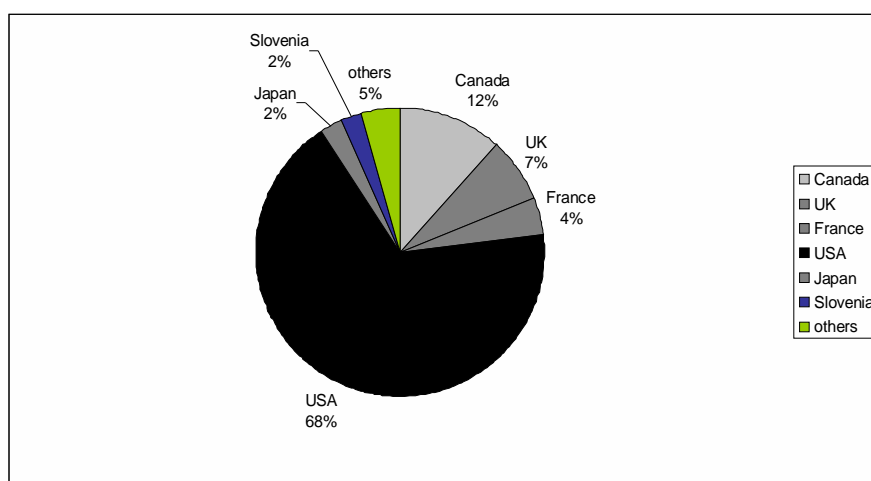


IZI – Children's Television Worldwide 2007; basis: Slovenia, n = 107 h fict. children's programme

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%
<b>Slovenia</b>	<b>2,3%</b>
Austria	0,8%
Hong Kong	0,6%
New Zealand	0,5%
Kenya	0,0%
<b>total</b>	<b>22,6%</b>

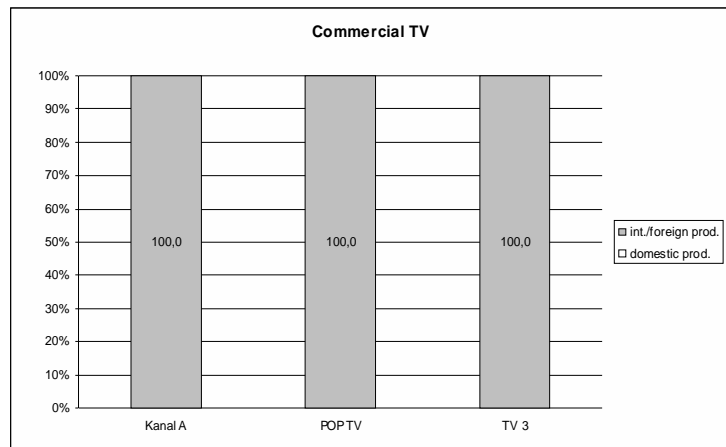
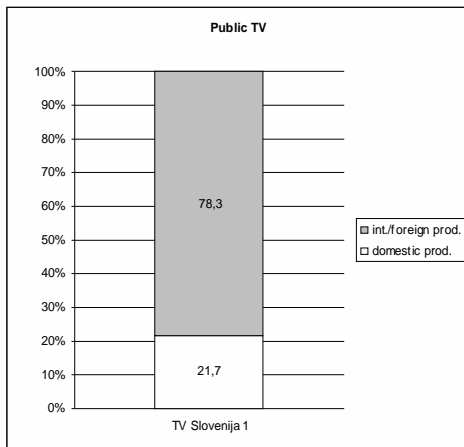
With a proportion of 2.3% domestically produced shows, Slovenia is in the lower field and way below the international average.

Children's TV in Slovenia is mainly produced in the USA (68%) and Canada (12%). Only about 2% are domestically produced.



# Children's Television Worldwide:

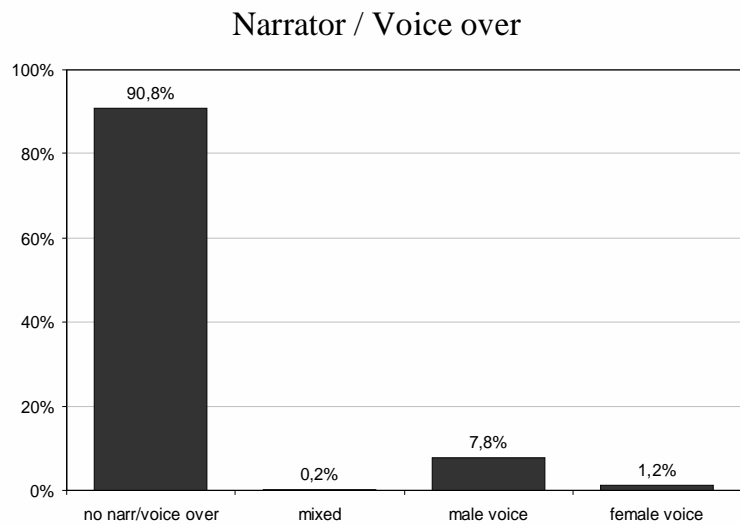
## Gender Representation in Slovenian Children's Television



The only station with domestically produced program is the public station TV Slovenija 1, while the commercial stations show exclusively international productions.

### 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 512 (90.8%) fiction shows there was no narrator, in 44 shows (7.8%) a male narrator and in 7 shows (1.2%) there was a female narrator. In one show (0.2%) both genders relate.



IZI – Children's Television Worldwide 2007; basis: Slovenia, n = 107 h fict. children's programme

# Children's Television Worldwide:

## Gender Representation in Slovenian Children's Television

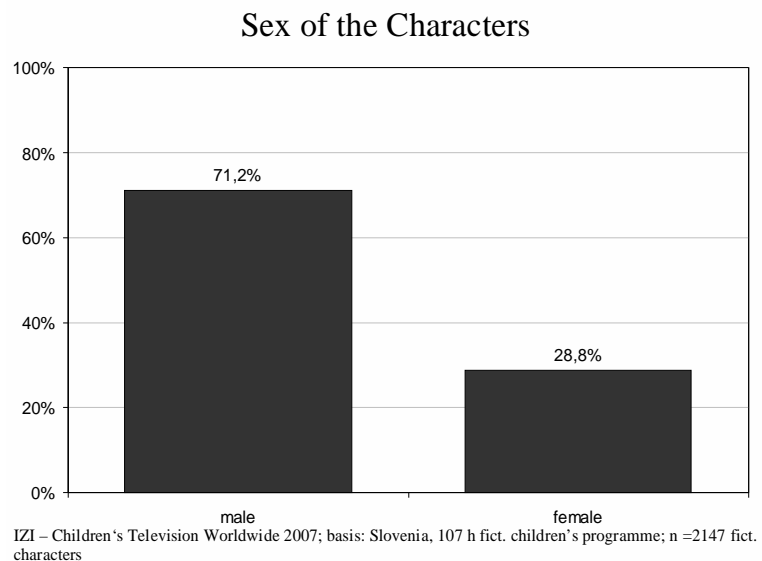
### Who are the main characters? Results at character level<sup>1</sup>

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 duration of the episode. In the first step we analysed which sex it is, based on grammatical terms, name of character, voice and easily identifiable sexual characteristics.

From the 566 shows in Slovenian fiction shows 2147 characters were identified as main character.

### Gender perspective

The characters of the fictional shows in Slovenian children's television were in 28.8% of the cases female and in 71.2% male.



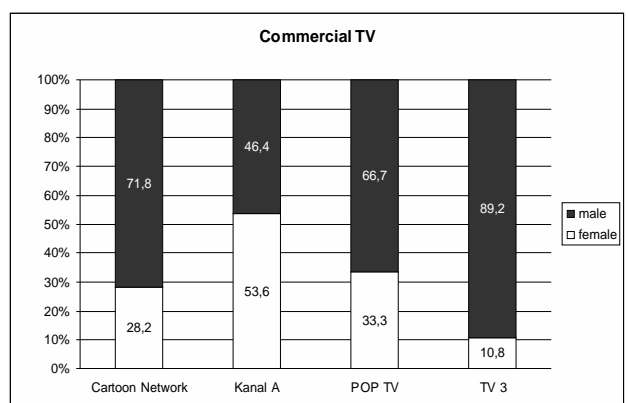
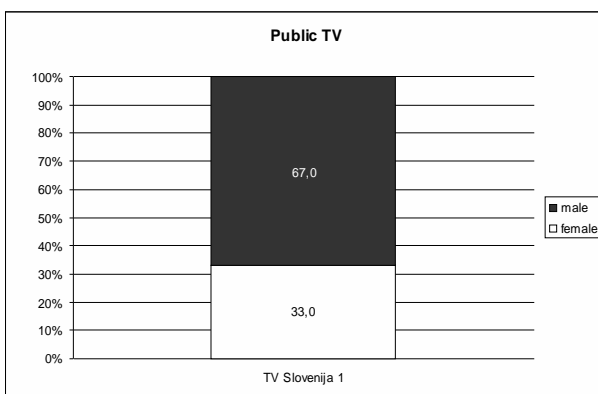
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<sup>1</sup> Please note: The quantity of cases varies because of a different number of missings. In the gloss the max. number of cases is accounted.

## Children's Television Worldwide: Gender Representation in Slovenian 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%	<b>Slovenia</b>	<b>71,2%</b>
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%
<b>Slovenia</b>	<b>28,8%</b>	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>

With a proportion of 28.8% female characters in CTV, Slovenia is 5<sup>th</sup> to last and below the international average.



33% of the characters on public TV are female. The highest percentage of females in commercial TV can be found on Kanal A (53.6%), the lowest on TV 3 (10.8%).



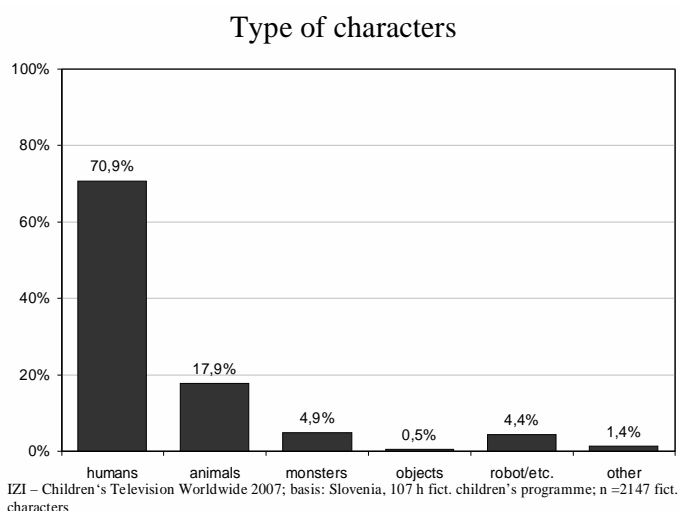
## Children's Television Worldwide:

### Gender Representation in Slovenian 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, a machine etc.?

1520 characters of the recorded were human, which accords to a percentage of 70.9%. 384 of the characters (17.9%) were animals. Part of this group is, for example, Šef of *Grdi racek Tine*. The monsters and mythical creatures appear as the third largest group. 105 characters (4.9%) can be assigned to this group, i.e. Velvet Vic of *Courage The Cowardly Dog*. Furthermore, 95 other characters (4.4%) in the group of



robots and machines were recorded. 29 could not be assigned to any group (1.4%) and 11 characters are part of the plants and objects group (0.5%).

Of the animals 114 (30.0%) were female and 266 (70.0%) male. Of the humans 495 (32.6%) were female and 1025 (67.4%) were male. Among the plants and objects, 3 were female (27.3%) and 8 male (72.7%). Of the machines and robots which were counted, 2 (2.1%) were female and 93 were not identifiable (97.9%). The gender of the one other character was not identifiable. Of the monsters which were counted, 1 (1.0%) was female, 104 (99.0%) were male.

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

	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%
<b>Slovenia</b>	17,9%	<b>70,9%</b>	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>

With a proportion of 70.9% human characters, Slovenia is on 4<sup>th</sup> place and way above the international average.

## Children's Television Worldwide:

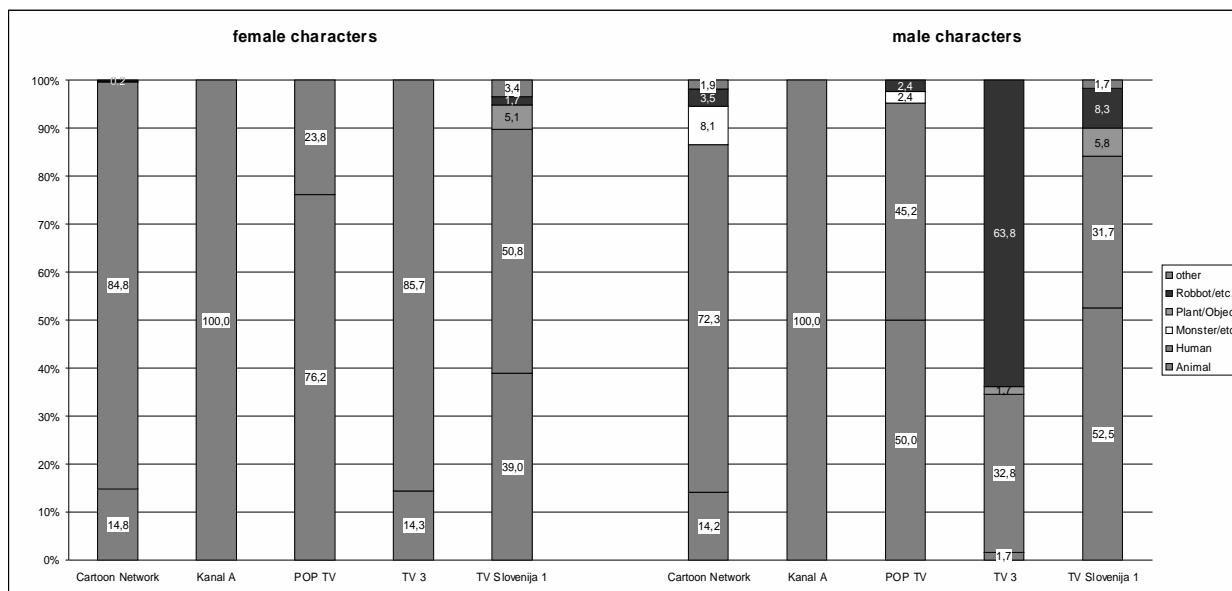
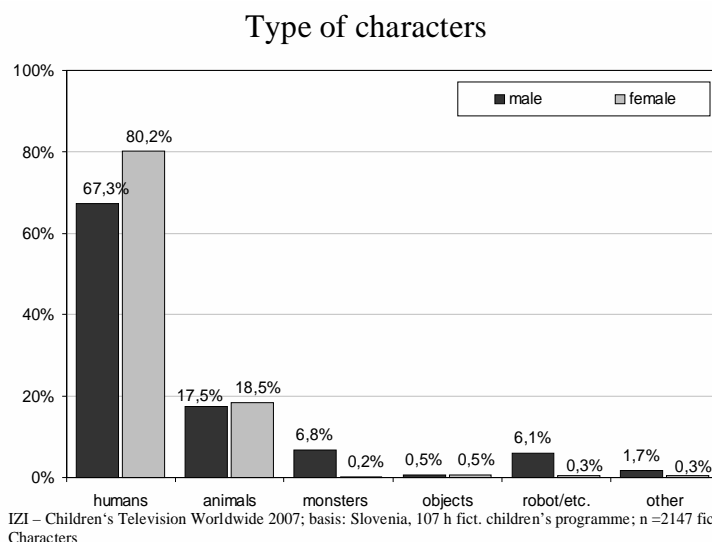
### Gender Representation in Slovenian Children's Television

#### Gender Perspective: Monsters are animals are almost only male

Of the female characters 495 (80.2%) were humans, 114 (18.5%) animals and 3 (0.5%) were plants or objects. Furthermore 2 (0.3%) of the female characters were robots or machines, 2 (0.3%) were grouped into the others category and 1 (0.2%) can be counted into the group of monsters and mythical creatures.

The male characters are represented in 1025 cases (67.3%) as humans and in 266 (17.5%) cases as animals. Monsters and mythical creatures with male gender were found in 104 characters (6.8%), 93 (6.1%) were

part of the plot as robots, 26 (1.7%) other characters were found and 8 male plants (0.5%) could be counted.



Female Humans are shown for a 100% by Kanal A. The highest percentage of female Animals was found on POP TV (76.2%), and the highest share of female Plants/Objects had TV Slovenija 1 (5.1%). Also among the male characters a 100% of them were Human on Kanal A. But different to the females, there was a share of 63.8% of Robots on TV3. And the highest percentage of male Animals was found on TV Slovenija 1 (52.5%) and on POP TV (50.0%).

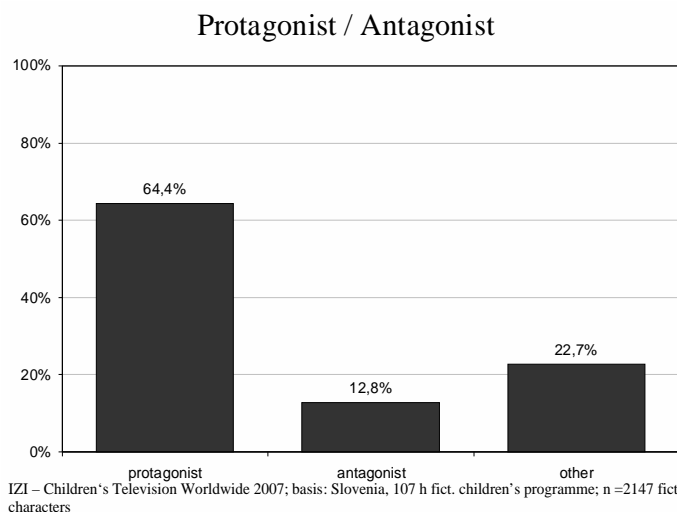
## Children's Television Worldwide:

### Gender Representation in Slovenian Children's Television

#### 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?

1392 of the characters in Slovenian children's television were identified as protagonists. This corresponds to a relative part of 64.4%. 489 were assigned to the others group (22.7%). At last there are 275 antagonists that constitute 12.8% of the characters.



Of the protagonists counted, 422 (30.4%) are female and 966 (69.6%) male. Among the antagonists there are 35 (13.0%) female characters and 235 (87.0%) male characters. The characters that can be classified as neither protagonist nor antagonist can be split up as follows: 162 (33.1%) of the characters are female and 327 (66.9%) are male.

	Protagonist	Antagonist	other
UK	38,6%	28,8%	32,6%
Australia	61,5%	27,3%	11,3%
South Africa	74,5%	23,5%	2,0%
Cuba	77,8%	21,4%	0,8%
China	81,1%	18,8%	0,1%
Malaysia	82,1%	17,9%	0,0%
Brazil	34,3%	15,9%	49,8%
Norway	78,6%	15,7%	5,8%
Argentina	83,6%	15,5%	0,9%
Netherlands	83,1%	15,4%	1,5%
India	80,6%	15,3%	4,1%
Egypt	83,7%	15,0%	1,3%
Kenya	82,5%	15,0%	2,6%
Syria	85,1%	14,9%	0,0%
Hungary	85,7%	13,6%	0,7%
<b>Slovenia</b>	<b>64,6%</b>	<b>12,8%</b>	<b>22,7%</b>
Canada	35,1%	11,9%	53,0%
New Zealand	88,1%	11,7%	0,2%
USA	78,6%	10,3%	11,2%
Austria	87,1%	9,5%	3,4%
Germany	87,9%	8,8%	3,3%
Hong Kong	93,5%	6,5%	0,0%
Belgium	93,6%	6,4%	0,0%
Israel	95,5%	4,5%	0,0%
<b>total</b>	<b>77,0%</b>	<b>13,7%</b>	<b>9,3%</b>

With a proportion of 12.8% antagonists in its CTV, Slovenia is slightly below the international average.

## Children's Television Worldwide:

### Gender Representation in Slovenian Children's Television

#### Gender Perspective: Boys and men are the bad guys

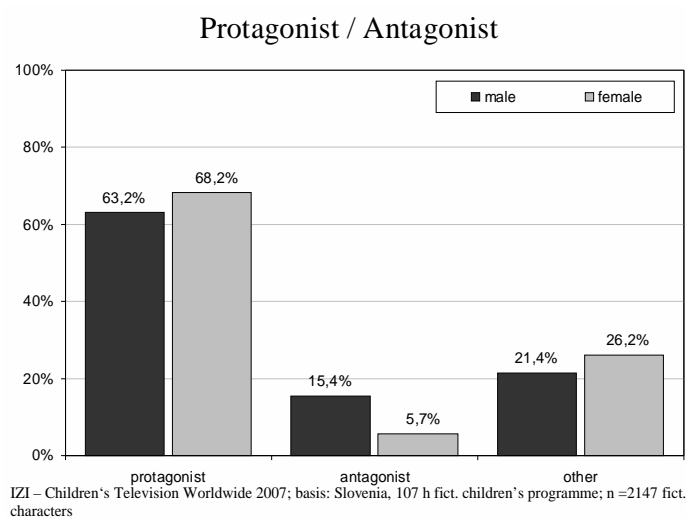
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Of the protagonists counted, 422 (30.4%) are female and 966 (69.6%) are male.

Among the antagonists there are 35 (13.0%) female characters and 235 (87.0%) male characters.

Among the female characters, 422 (68.2%) appear as protagonists, 162 (26.2%) were not identifiable and 35 (5.7%) are antagonists.

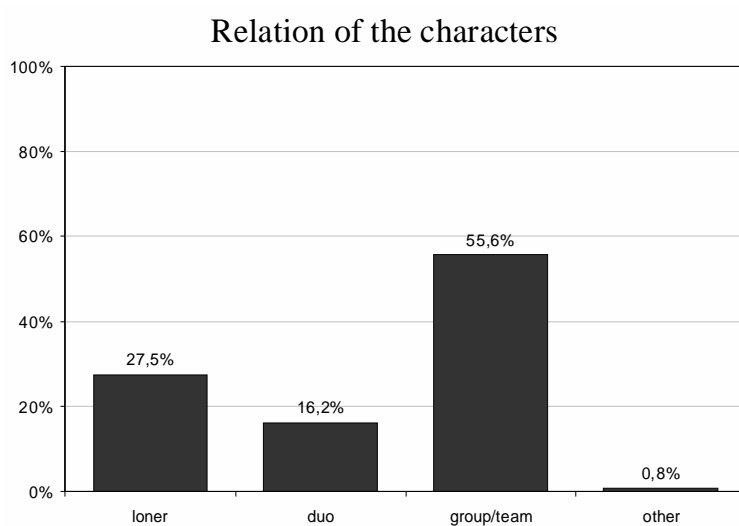
With regard to boys' or men's characters, there are 966 (63.2%) protagonists, 327 (21.4%) men characters cannot be identified and 235 (15.4%) are antagonists.



#### 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?

1196 of the characters (55.6%) are part of a group or a team. 591 are integrated into the plot as loners (27.5%). 348 of the coded characters in this category are part of a duo (16.2%). 0.8% could not be grouped into any of the categories (n=17).



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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%
<b>Slovenia</b>	<b>27,5%</b>	<b>16,2%</b>	<b>55,6%</b>
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%
<b>total</b>	<b>20,3%</b>	<b>21,1%</b>	<b>56,5%</b>

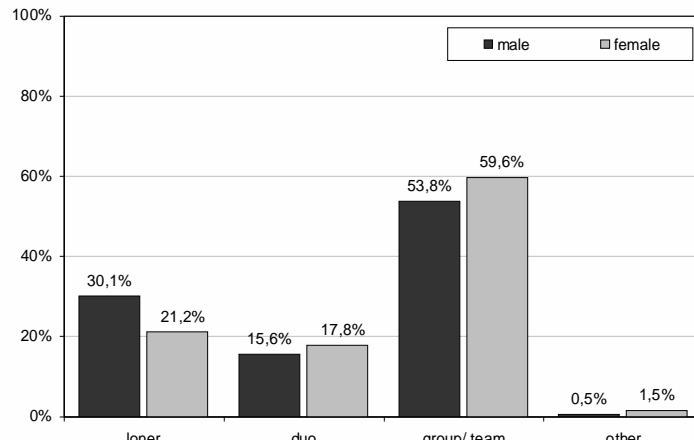
With a proportion of 55.6% characters appearing as part of a group, Slovenia is a tiny bit below the international average.

#### Gender Perspective: Males appear more often as loners, females more often in groups

Of the female characters 369 (59.6%) are part of a group, 131 (21.2%) are loners, 110 (17.8%) are duos and 9 (1.5%) could not be grouped into any of the categories.

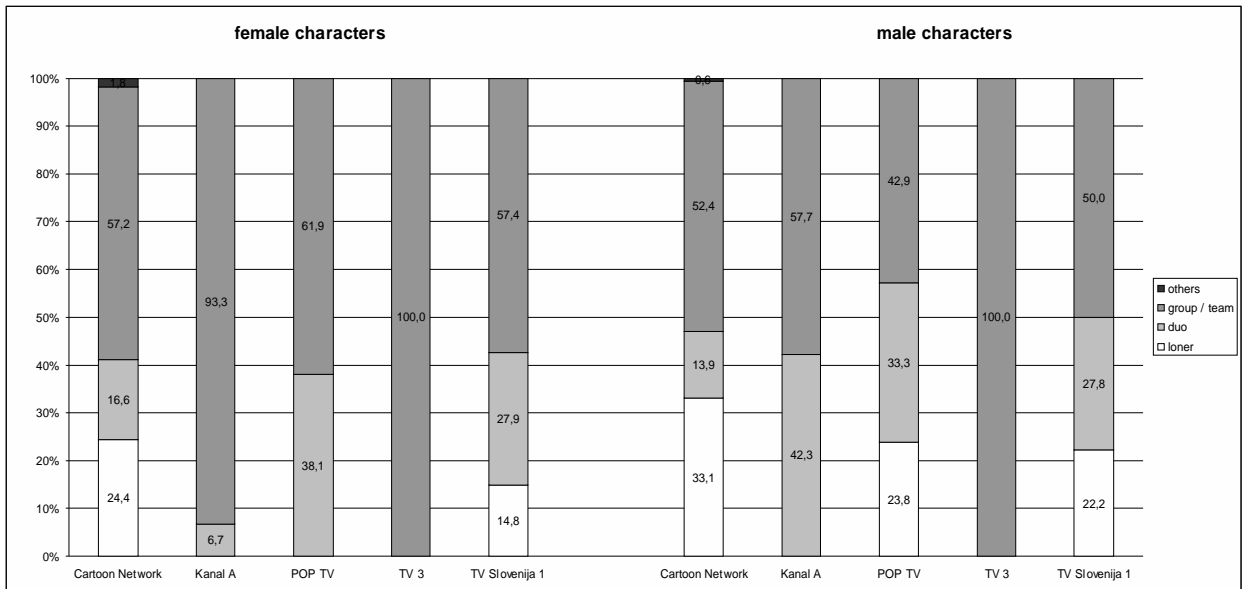
The male characters are with 822 (53.8%) part of a group, with 460 (30.1%) loners, with 238 (15.6%) duos and with 8 (0.5%) not part of any of the categories above.

Relation of the characters



IZI – Children's Television Worldwide 2007; basis: Slovenia, 107 h fict. children's prog.; 565 fict. shows; 2156 human characters

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



Female loners were found on Cartoon Network (24.4%) and on TV Slovenija 1 (14.8%). The highest percentage of females in duos appeared on POP TV (38.1%), while the highest percentage of female characters in groups appeared on TV3 (100%).

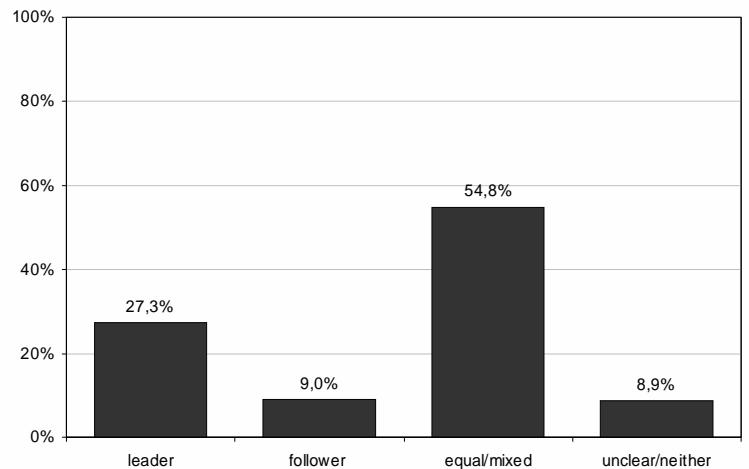
The highest percentage of male loners was found on Cartoon Network (33.1%), while the highest percentage of male duos appeared on Kanal A (42.3%) and the highest percentage of males as part of a group on TV 3 (100%).

### 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?

1178 (54.8%) of the characters appear as equals regarding hierarchical positions. 588 (27.3%) are leaders. 194 (9.0%) are part of a following, and for 191 (8.9%) characters the position was not clearly identifiable.

Hierarchical position of the characters



IZI – Children's Television Worldwide 2007; basis: Slovenia, 107 h fict. children's programme; n =2147 fict. characters

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

	Leader		Follower		equal or mixed		neither, unclear
Argentina	47,3%	Australia	34,6%	Malaysia	67,1%	Canada	48,9%
Cuba	42,1%	New Zealand	32,7%	Belgium	65,9%	Netherlands	37,5%
India	40,2%	UK	30,1%	Brazil	62,9%	Hong Kong	32,9%
China	30,8%	India	26,9%	Hungary	61,4%	Israel	30,7%
Norway	28,4%	Egypt	20,7%	USA	61,2%	New Zealand	22,9%
Syria	28,2%	Norway	19,8%	Kenya	56,7%	Egypt	15,9%
South Africa	28,2%	South Africa	19,5%	Slovenia	54,8%	China	15,6%
Slovenia	27,3%	Syria	16,8%	Hong Kong	53,5%	USA	15,6%
Australia	27,1%	Hungary	16,6%	Syria	53,4%	UK	15,5%
Kenya	26,7%	Canada	15,0%	Germany	47,9%	Norway	15,3%
UK	26,1%	Malaysia	14,1%	Austria	47,7%	Austria	14,8%
Germany	24,0%	Germany	14,0%	Cuba	46,1%	Brazil	14,5%
Austria	23,8%	Argentina	13,6%	Netherlands	45,9%	Belgium	14,1%
Egypt	23,3%	Austria	13,6%	Israel	45,5%	Germany	14,1%
Hungary	18,5%	Kenya	12,1%	China	45,0%	Malaysia	10,6%
Brazil	13,8%	Israel	10,3%	South Africa	42,9%	South Africa	9,4%
Israel	13,5%	Cuba	10,3%	Egypt	40,2%	Australia	8,9%
USA	13,0%	USA	10,2%	Argentina	39,1%	Slovenia	8,9%
Belgium	11,4%	Netherlands	10,1%	Norway	36,5%	Kenya	4,5%
New Zealand	11,0%	Slovenia	9,0%	New Zealand	33,5%	Hungary	3,5%
Canada	9,9%	Brazil	8,8%	India	30,7%	India	2,2%
Malaysia	8,2%	China	8,6%	Australia	29,4%	Cuba	1,6%
Hong Kong	6,7%	Belgium	8,6%	UK	28,3%	Syria	1,5%
Netherlands	6,4%	Hong Kong	6,9%	Canada	26,3%	Argentina	0,0%
<b>total</b>	<b>20,5%</b>	<b>total</b>	<b>15,5%</b>	<b>total</b>	<b>47,7%</b>	<b>total</b>	<b>16,3%</b>

Slovenia has more leaders and more equal characters in its CTV, than the international average, but it is below average regarding the characters acting as followers.



## Children's Television Worldwide:

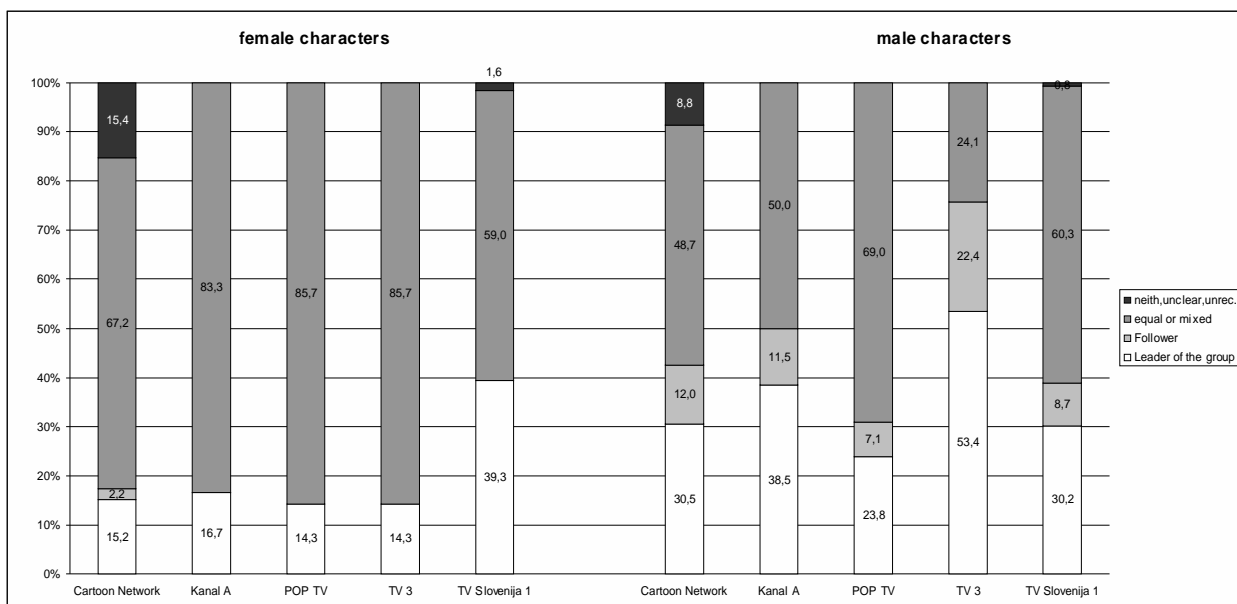
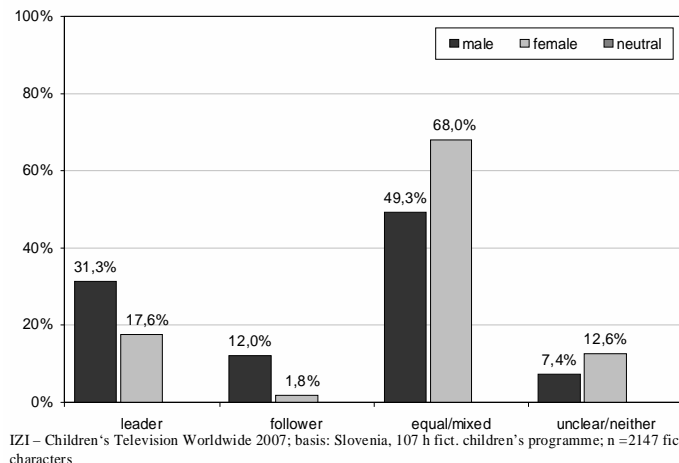
### Gender Representation in Slovenian Children's Television

#### Gender Perspective: Males are mostly leader and followers, females mostly equals

The female characters are in 421 (68.0%) of the cases equal or mixed. 109 female characters (17.6%) appear as leaders and for 78 characters (12.6%) the constellation was not identifiable. At last 11 females are part of a following (1.8%).

Among the boy and man characters 754 (49.3%) are equal or mixed and in 478 (31.3%) cases leader of a group. 183 (12.0%) are part of the following and for 113 characters (7.4%) the classification was not possible.

Hierarchical position of the characters



The highest share of female leaders appeared on TV Slovenija 1 (39.3%), while the only female followers were found on Cartoon Network (2.2%) and the highest percentage of equal female characters was on POP TV and TV 3 (85.7% each).

The highest percentage of male leaders was found on TV 3 (53.4%), while the highest percentage of male followers could be found on TV 3 (22.4%) and the highest percentage of male equals was on POP TV (69.0%).

## Children's Television Worldwide:

### Gender Representation in Slovenian Children's Television

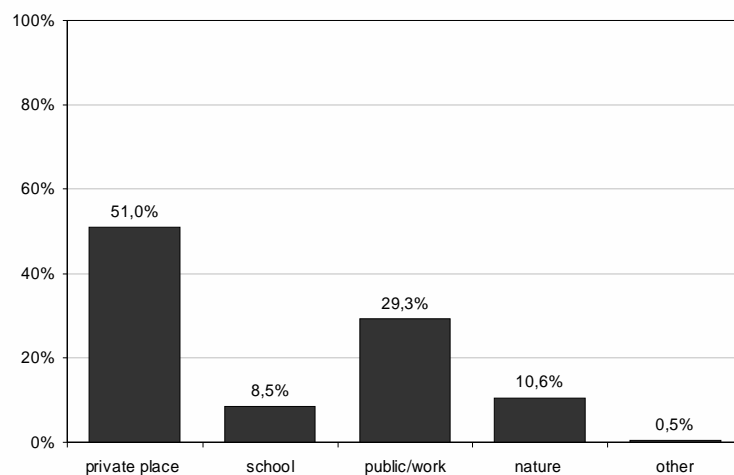
#### At which location is the character introduced into the plot?

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. 1097 (51.0%) of the recorded characters of this category appear here for the first time. Public spaces or work, respectively, rank second. Here, 631 characters (29.3%) are introduced for the first time. 229 characters are in nature in their introduction scene

(10.6%), 183 characters (8.5%) are in school, and 11 at other locations (0.5%).

Introduction into the plot



IZI – Children's Television Worldwide 2007; basis: Slovenia, 107 h fict. children's programme; n =2147 fict. characters

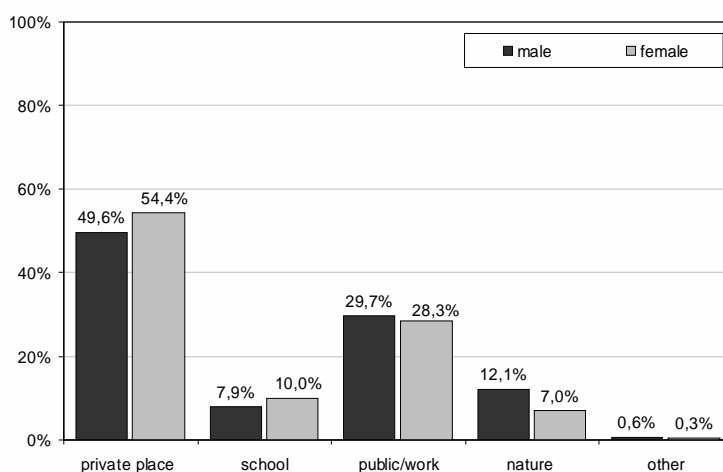
#### **Gender Perspective: Males appear more often in public/work sphere and in nature, females more often in private place and at school**

336 (54.4%) of the female characters in the sample are introduced into the plot in private settings. 175 (28.3%) of the characters are introduced in public spaces or at work. 62 (10.0%) are introduced to the viewer in school and 43 (7.0%) characters appear for the first time in nature.

756 (49.6%) of the male characters are first introduced in private

settings. 453 (29.7%) are presented in public or at work. At third position are nature locations with 185 characters (12.1%) and finally school where 121 male characters (7.9%) are introduced.

Introduction into the plot



IZI – Children's Television Worldwide 2007; basis: Slovenia, 107 h fict. children's programme; n =2147 fict. Characters

# Children's Television Worldwide:

## Gender Representation in Slovenian Children's Television

### The analysis of the Human Characters

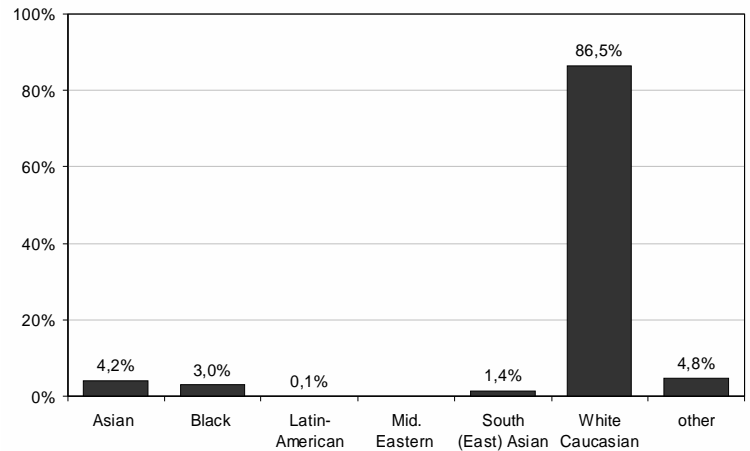
The characters which were coded as humans were furthermore coded according to their skin colour, hair colour, their age, and their physique as well as eventually existing disabilities.

#### What skin colour or general ethnic affiliation can we see?

We coded 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.

1312 (86.5%) of the human characters were classified as Caucasians. All in all, 73 characters were classified as Other or were not identifiable (4.8%). Asian characters were found in 64 (4.2%) characters of the sample. 45 (3.0%) were Blacks and 21 (1.4%) were South (East) Asians. The minority with 2 characters consists of Latin-Americans (0.1%).

Skin colour of the characters



IZI – Children's Television Worldwide 2007; basis: Slovenia, 107 h fict. children's programme; n =1523 fict. human characters

## Children's Television Worldwide:

### Gender Representation in Slovenian 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%	<b>Slovenia</b>	<b>86,5%</b>
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%	<b>Slovenia</b>	<b>3,0%</b>	Germany	1,4%	Kenya	68,9%
<b>Slovenia</b>	<b>4,2%</b>	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%	<b>Slovenia</b>	<b>0,1%</b>	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>

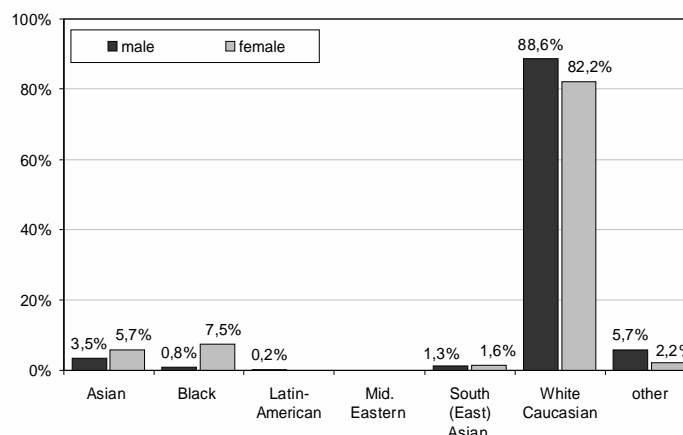
Regarding the Asian, Black and Latin-American characters, Slovenia is above the international average. Considering white characters it is on 4<sup>th</sup> place (86.5%) on an international scale.

#### Gender Perspective: Asians and Blacks are mostly female

Out of the female characters 407 (82.2%) are white Caucasians, 28 (5.7%) Asians and 37 (7.5%) Blacks. 1.6% of the females are South (East) Asians (n=8).

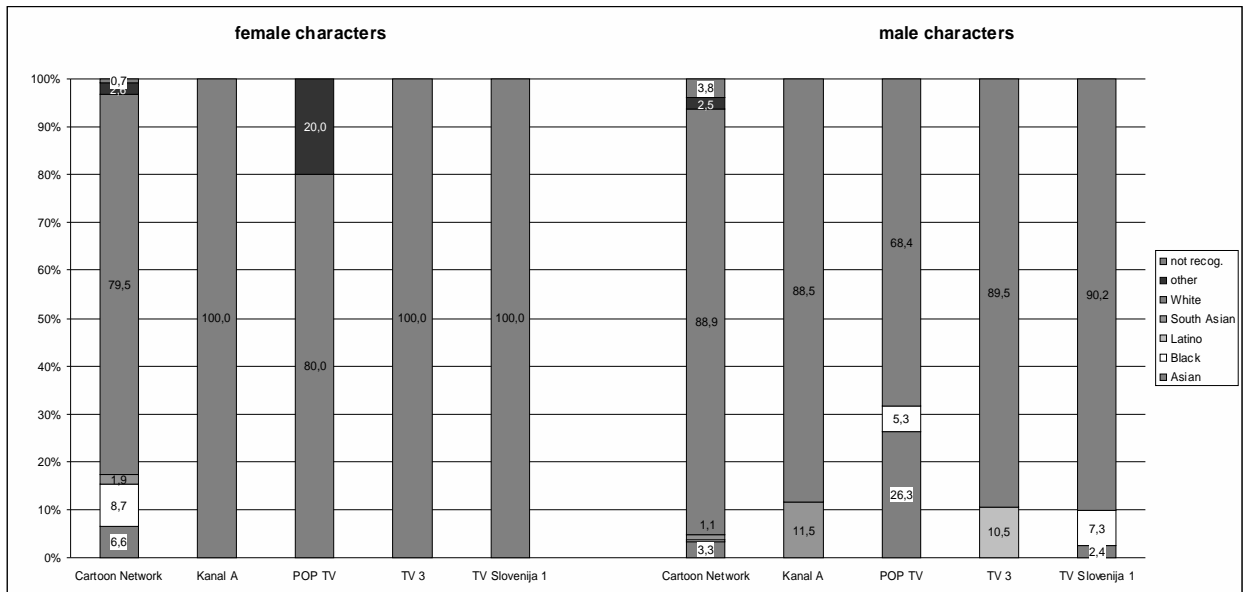
The male characters are with 905 (88.6%) white Caucasians, 3.5% Asians, 0.8% Blacks, 2 (0.2%) Latin-Americans and with 13 (1.3%) South (East) Asians.

Skin colour of the characters



IZI - Children's Television Worldwide 2007; basis: Slovenia, 107 h fict. children's programme; n =1523 fict. human characters

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



The only Asian (6.6%), Black (8.7%) and Latin-American (1.9%) female characters were found on Cartoon Network, while the other stations almost only have white Caucasian females.

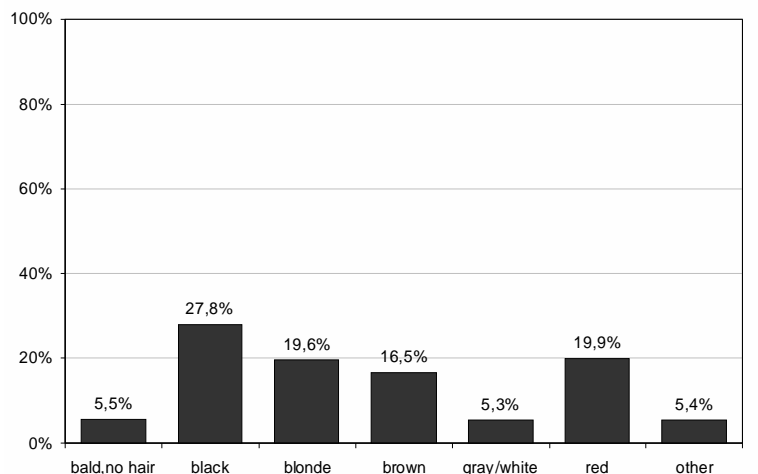
The highest percentage of male Asians was found on POP TV (26.3%), while the most Blacks appeared on TV Slovenija 1 (7.3%) and the highest percentage of male Latin-Americans was on Kanal A (11.5%). The highest percentage of white Caucasian males was found on TV Slovenija 1 (90.2%).

## Hair colour of protagonists

We coded what the hair mostly look like.

421 (27.8%) characters had black hair and 302 (19.9%) characters had red hair. 298 characters were blonde (19.6%) and the hair of 254 people was brown (16.5%). 84 people had no hair at all (5.5%). 82 characters were categorised in the category Other (5.4%) and 81 had gray or white hair (5.3%).

## Hair colour of the characters



IZI – Children's Television Worldwide 2007; basis: Slovenia, 107 h fict. children's programme; n = 1523 fict. human characters

## Children's Television Worldwide:

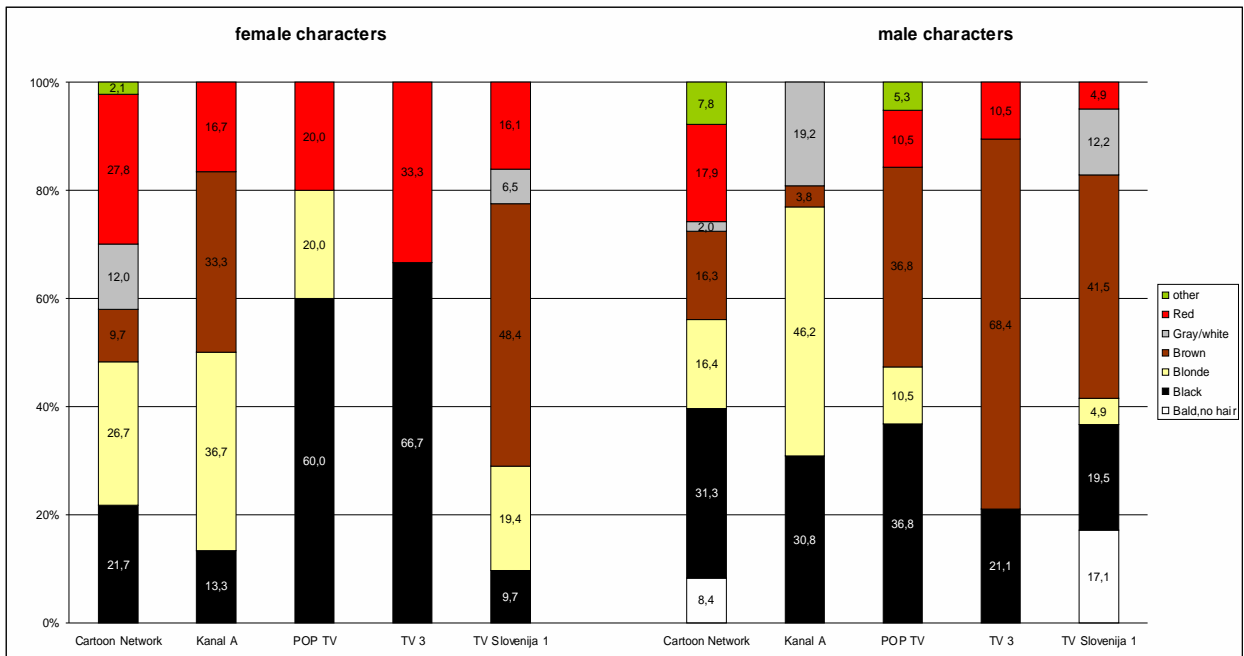
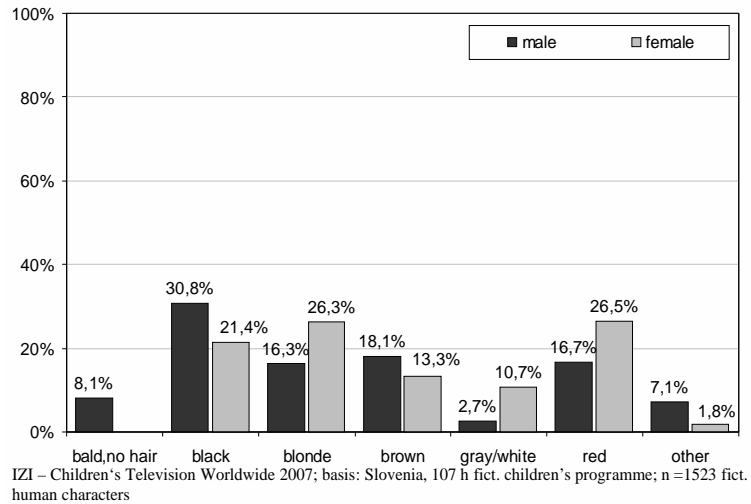
### Gender Representation in Slovenian Children's Television

**Gender Perspective: Only males are bold and mostly black-haired, females are more often blonde, gray- and red-haired**

Out of the female characters 106 (21.4%) have black hair, 130 (26.3%) blonde hair, 66 (13.3%) have brown hair, 53 (10.7%) have grey or white hair and 131 (26.5%) have red hair.

The male characters are with 83 (8.1%) without hair, 315 (30.8%) black haired, 167 (16.3%) blonde, 185 (18.1%) have brown hair, 28 (2.7%) have gray or white hair and 171 (16.7%) have red hair.

Hair colour of the characters



There are no bold females. The highest share of black-haired females appeared on TV 3 (66.7%), also of red-haired (33.3%) females. The highest percentage of blonde females was on Kanal A (36.7%), while the highest share of brown-haired was found on TV Slovenija 1 (48.4%).

The highest percentage of bold men was found on TV Slovenija 1 (17.1%), while the highest percentage of black-haired males was found on POP TV (36.8%). The highest share of brown-

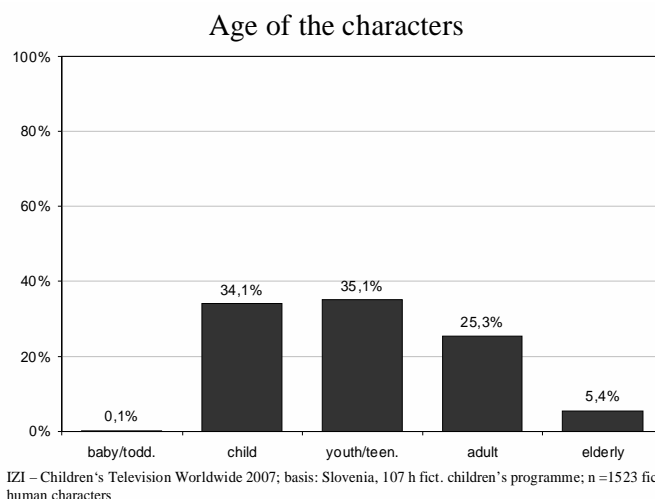
## Children's Television Worldwide:

### Gender Representation in Slovenian Children's Television

haired males appeared on TV 3 (68.4%) and the most grey-haired on Kanal A (19.2%). The highest percentage of red-haired men was found on Cartoon Network (17.9%).

#### 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: 532 (35.1%) are teenagers and 518 (34.1%) are children. 384 (25.3%) are adults, 82 (5.4%) seniors, and only one (0.1%) baby.



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%	<b>Slovenia 5,4%</b>
Germany 1,1%	Syria 36,1%	<b>Slovenia 35,1%</b>	India 37,1%	Egypt 5,0%
Austria 1,1%	<b>Slovenia 34,1%</b>	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%
<b>Slovenia 0,1%</b>	Belgium 26,6%	Brazil 19,6%	New Zealand 25,9%	Australia 3,1%
Argentina 0,0%	Australia 26,0%	Canada 19,2%	<b>Slovenia 25,3%</b>	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%
<b>total 1,6%</b>	<b>total 33,9%</b>	<b>total 29,3%</b>	<b>total 30,6%</b>	<b>total 4,1%</b>

# Children's Television Worldwide:

## Gender Representation in Slovenian Children's Television

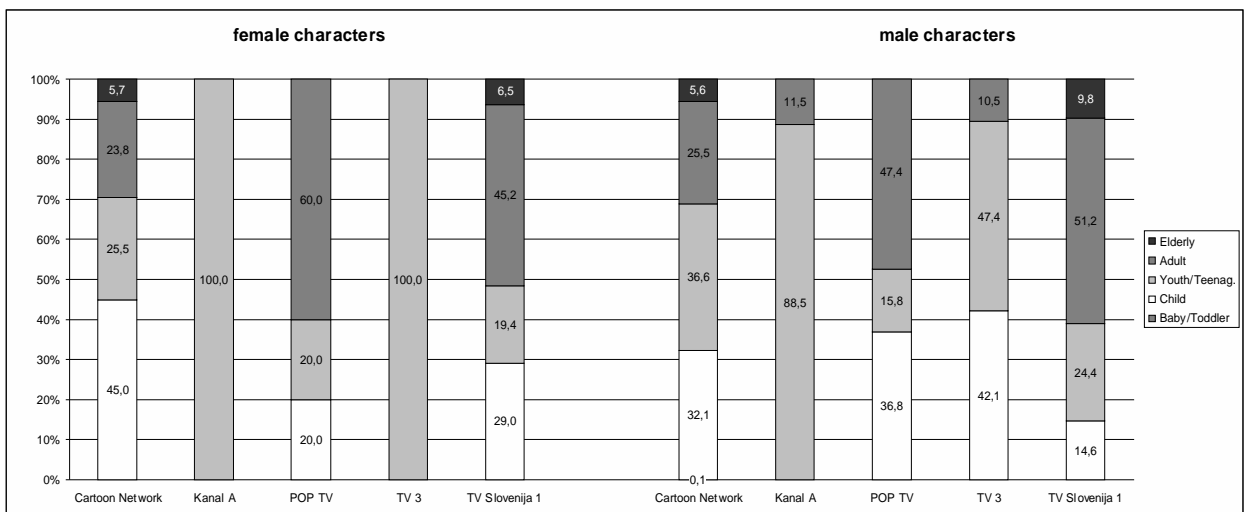
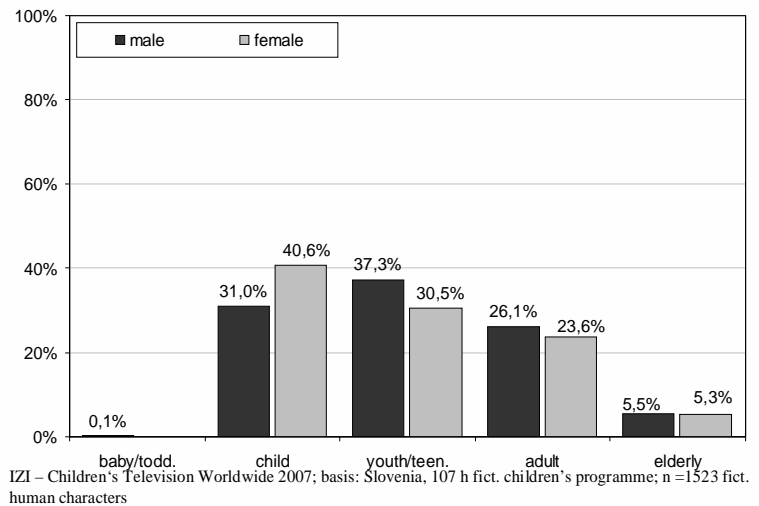
Slovenia is below the international average considering the percentage of babies and adults, but below average regarding children, teens and elderly people.

### Gender Perspective: Males are teens and adults, females are children

Out of the female characters 201 (40.6%) are children, 151 (30.5%) teens, 117 (23.6%) adults and 26 (5.3%) seniors.

The male characters one (0.1%) is a Baby or Toddler, 317 (31.0%) are children, 381 (37.3%) teens, 267 (26.1%) adults and 56 (5.5%) seniors.

Age of the characters



There are no female babies. The highest percentage of female children was found on Cartoon Network (45%) and the highest percentage of female teens on Kanal A and TV 3 (100% each). The highest percentage of female adults was found on POP TV (60%) and the highest share of elderly females was counted on TV Slovenija 1 (6.5%).

Only 0.1% male babies were found on Cartoon Network, while the highest percentage of male children appeared on TV 3 (42.1%). The highest percentage of teens was found on Kanal A



# Children's Television Worldwide:

## Gender Representation in Slovenian Children's Television

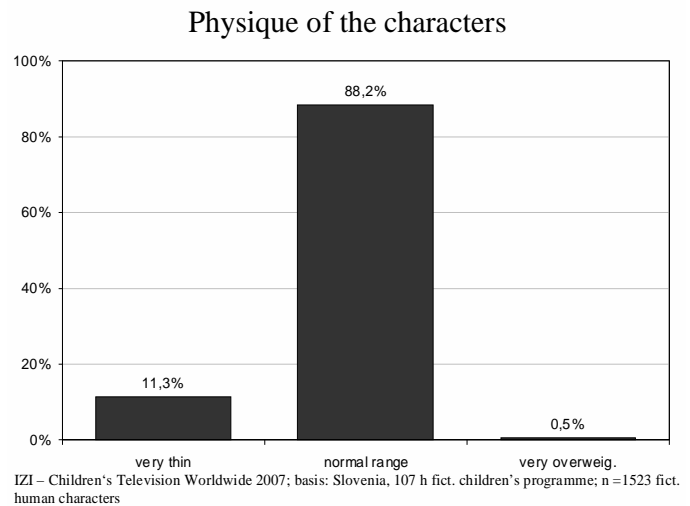
(100%), while the highest share of male adults appeared on TV Slovenija 1 (51.2%). The highest percentage of elderly males was counted on TV Slovenija 1 (9.8%).

### 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 point out clearly that here is an overweight or very thin body.

1343 (88.2%) characters of the sample are of average weight. 172 (11.3%) of the characters were very thin, and 7 (0.5%) very overweight.



## Children's Television Worldwide:

### Gender Representation in Slovenian Children's Television

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%
<b>Slovenia</b>	<b>11,3%</b>	Cuba	88,9%	Norway	7,4%
Kenya	10,2%	India	88,8%	Malaysia	7,1%
China	8,1%	<b>Slovenia</b>	<b>88,2%</b>	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%	<b>Slovenia</b>	<b>0,5%</b>
<b>total</b>	<b>9,1%</b>	<b>total</b>	<b>84,1%</b>	<b>total</b>	<b>6,8%</b>

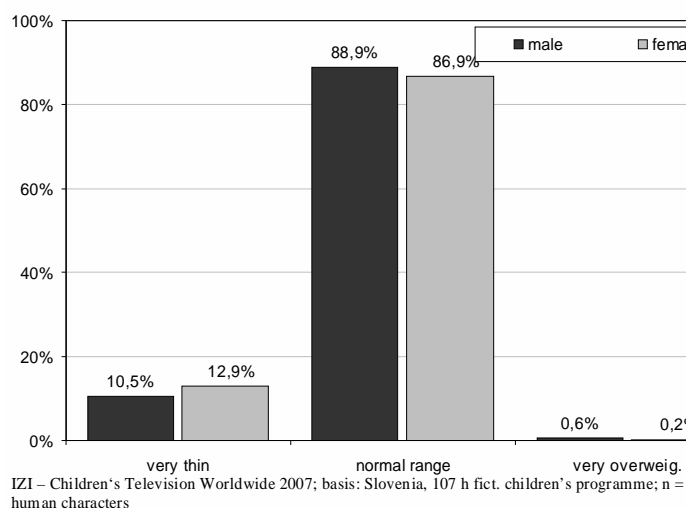
Slovenia is above the international average regarding very thin characters and on the last place regarding overweight characters.

#### Gender Perspective: A little bit more thins are female

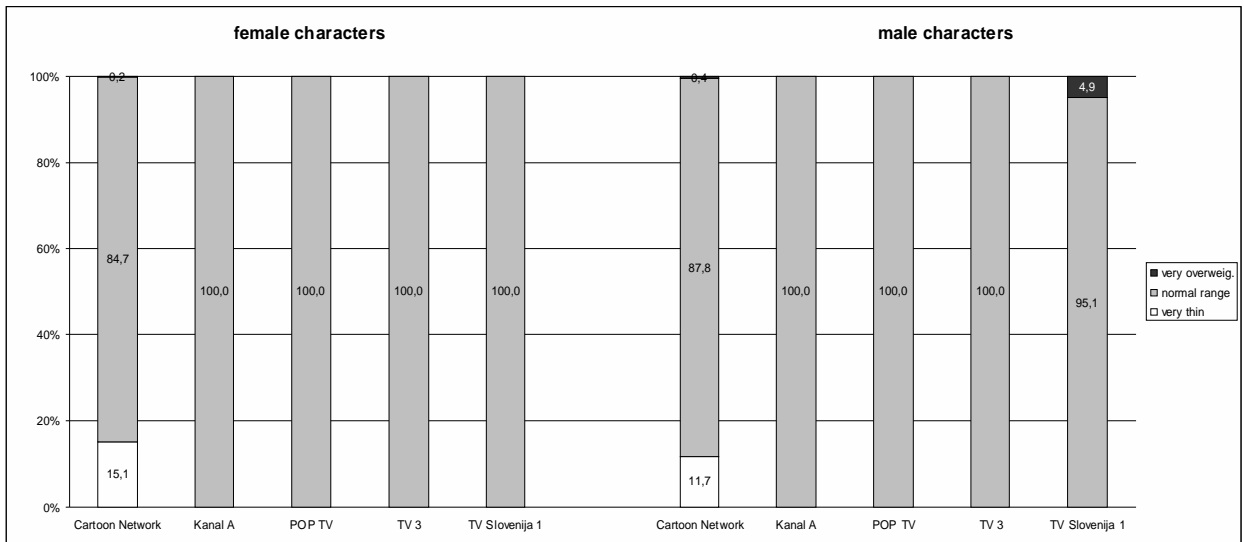
Out of the female characters 431 (86.9%) are in the normal range, 64 (12.9%) are very thin and one (0.2%) is very overweight.

Out of the male characters 912 (88.9%) are in the normal range, 108 (10.5%) are very thin and 6 (0.6%) are very overweight.

#### Physique of the characters



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



The only thin females appeared on Cartoon Network (15.1%), also the only thin males (11.7%). The other stations exclusively show normal ranged characters, except TV Slovenija 1, which shows a proportion of 4.9% overweight males.

### **Disabilities of main characters: Nearly not there!**

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

One disabled character is among the recorded and coded characters of the Slovenian sample. And this disabled person is male. 99.9% of all characters are without any recognizable disability.

# **Children's Television Worldwide:**

## **Gender Representation in Slovenian Children's Television**

### **Summary**

The sample we analysed here consists of 123 hours of explicit children's television, 107 hours of fictional shows, 589 programmes (566 fictional shows), 2147 characters (fiction) and 1520 human characters.

In international comparison a lot of tendencies in Slovenian 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 Slovenian children's television was outstanding in international comparison; hence we want to highlight some of the results to promote quality.

- Highest percentage of animated children's program in Slovenian Television (96.5%) in international comparison
- Only about 2% of the program is domestically produced, 68% is produced in the United States, in international comparison 5<sup>th</sup> to the last
- With a proportion of 28.8% female characters in CTV, Slovenia is 5<sup>th</sup> to last and below the international average
- Main characters are mostly humans (70.9%)
- Only 12.8% antagonists (bit below international average), three times more male antagonists
- Asian, Blacks and Latin-Americans are underrepresented, Whites are overrepresented, comparing the international average
- Babies are underrepresented (Slovenia is with 0.1% second to last in the international average)

### **Conclusion:**

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