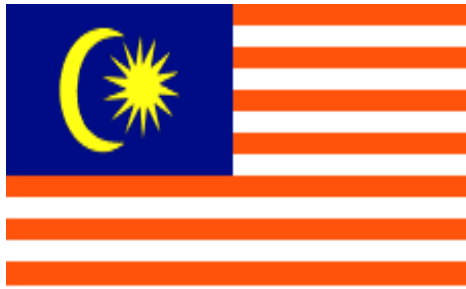


Children's Television Worldwide: Gender Representation

in



Malaysia

Scientific director:

Prof. Hans-Bernd Brosius
Ludwig-Maximilians-Universität München

Sampling by:

Mohd Nor Mohd Amin M.A.

Analysis and report by:

Dr. Maya Götz, Dr. Ole Hofmann,
Stefan Dobler MA, Sebastian Scherr BA,
Dipl.-Soz. Christine Bulla,
Matthias Schreiner MA

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

General information about the Children's Television in Malaysia

Television in Malaysia was introduced in 1963. There are currently 6 free-to-air television stations in Malaysia and 3 Pay-To-View based television networks. Children's TV programmes could be found mainly aired over government (RTM 1 and RTM 2), private-owned (TV3, 8TV, NTV7 and TV9) and pay-TV (Astro Ceria). The local production of children's TV programmes has seen a positive growth in content, quality and quantity in these past couple of years. Efforts are being made by the respective stations to further raise the standard of their children's TV programmes in order to inspire the younger generation here.

Sample selection:

The sample is based on the following Malaysian television networks: Astro Ceria, RTM TV1, RTM TV2 and TV9. For these channels the children's programme of the country was recorded in the agreed upon time frame and subsequently categorized and measured.

Date of recording: 01.05. - 1.06.2007

The sample analysed here consists of 13 hours of explicit children's television, 4 hours of fictional shows, 49 programmes (29 fictional shows), 173 characters (fiction) and 126 human characters. It represents the range of children's programme available in a week and the weekend 2007.

Please keep in mind: The sample is one of the smallest in the whole study. In the broader interpretation especially in the international comparison this always has to be kept in mind.

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

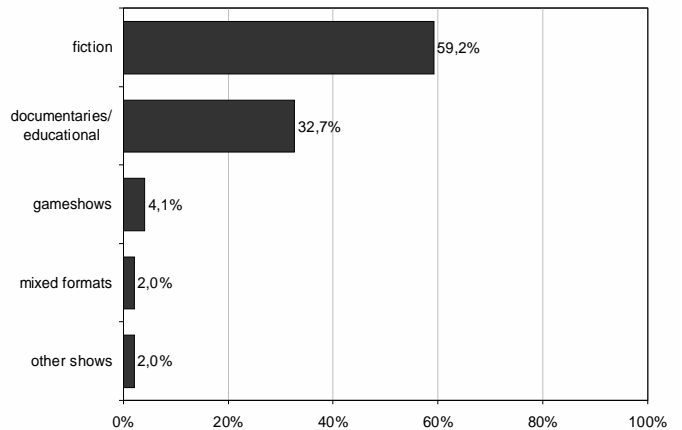
What is offered to children - Results at show level:

More fictional or more non-fictional programs? Almost half of the analysed program is fictional.

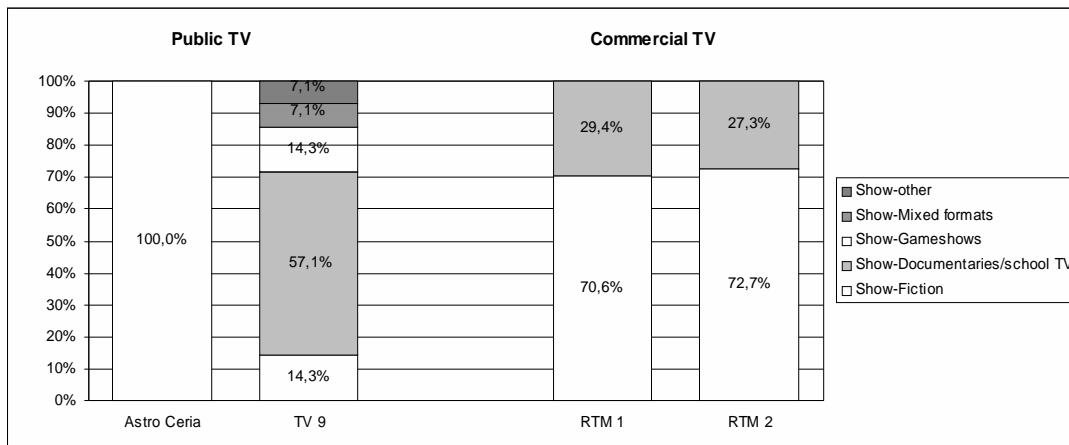
We coded every show/piece of programme of our sample. Advertisements and trailers are coded in block (e.g. when there are 6 different commercials between two shows they are coded as one block). A show begins with the opening and normally ends with the credits (it might be that one show consists of 2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

The sample comprises altogether 49 shows that can be categorised into different programme types. 29 shows or 59.2% can be referred to as fiction, 16 shows (32.7%) were documentaries, 2 were game shows (4.1%) and one mixed formats (2.0%).

Differentiation between fiction and non-fiction



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 13 h children's programme



On Malaysian Public TV the range of fictional shows differs from 14.3% on TV 9 to a 100% on Astro Ceria. On Commercial TV the share is about 70% for each stations.

Children's Television Worldwide:

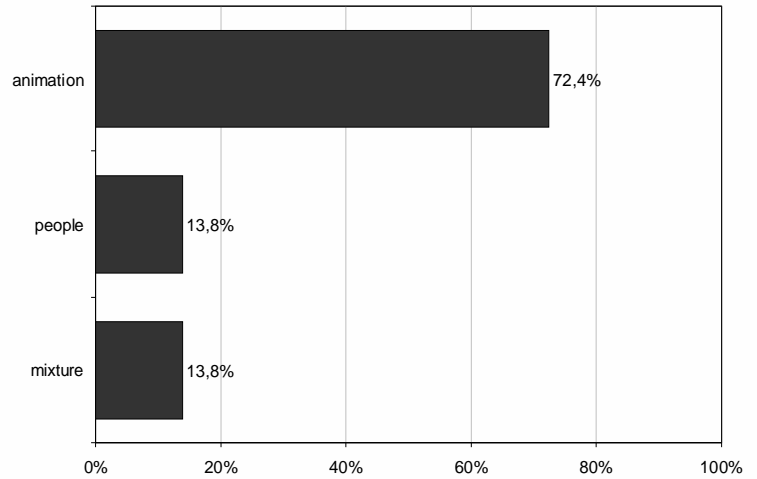
Gender Representation in Malaysian Children's Television

What type of fictional programme could be found? Half of them are animation!

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

Among the 29 recorded fiction shows were 21 (72.4%) animation shows; in 4 shows (13.8%) real people are the actors/actresses and 4 (13.8%) were mixtures of several of these categories.

Differentiation between fictional shows



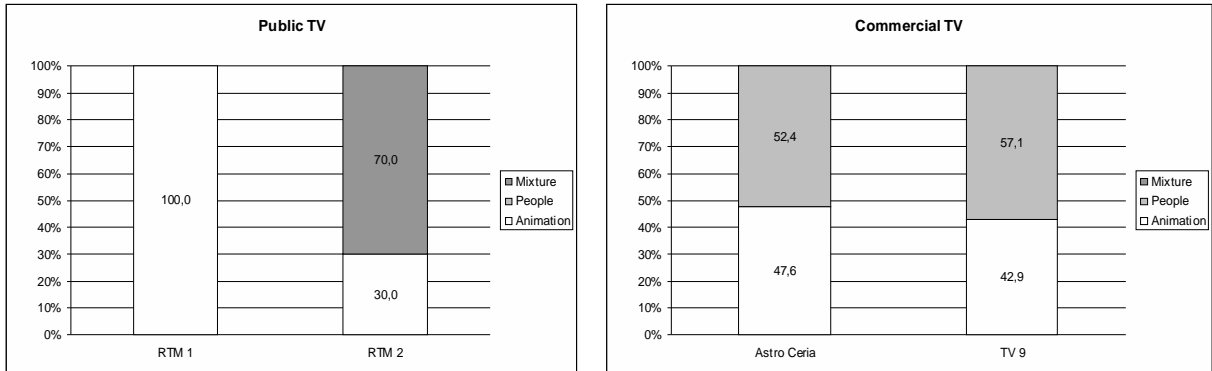
IZI – Children's Television Worldwide 2007; basis: Belgium, 87 h fict. children's programme

	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%
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%
total	83,9%	2,4%	8,9%	4,5%	0,3%

With 72.4% of Animation in its children's TV, Malaysia belongs to the final third of the countries compared and is slightly more than 10% below the international average.

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television



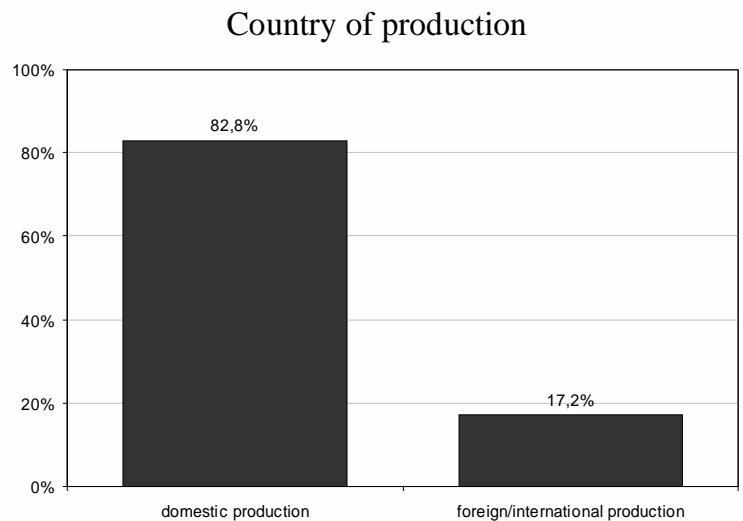
As a striking matter of fact the public channel RTM 1 shows Animation for a 100%. On the other hand, however, RTM 2 screens only 30% of Animation and 70% of Mixtures instead. So the Fiction-Shows on the two commercial channels are quite different.

In contrast to the public channels, the proportion of different Fiction-Shows is quite balanced and relatively similar on commercial TV. There are always more than 50% of People and from 42.9% (TV 9) to 47.6% (Astro Ceria) of Animation. So, while there are more than 50% of People shown in Malaysian commercial TV, there are no People at all on public TV.

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 17.2% of the cases productions of another country and in 82.8% produced in their own country.

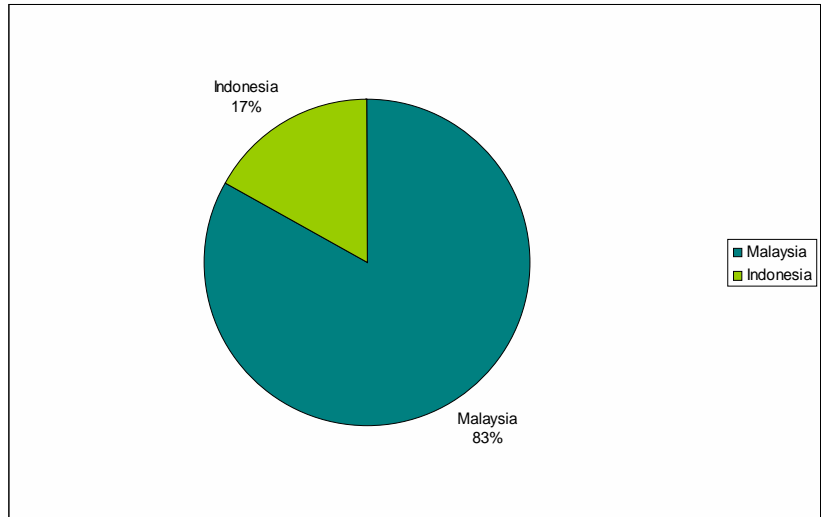


IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme

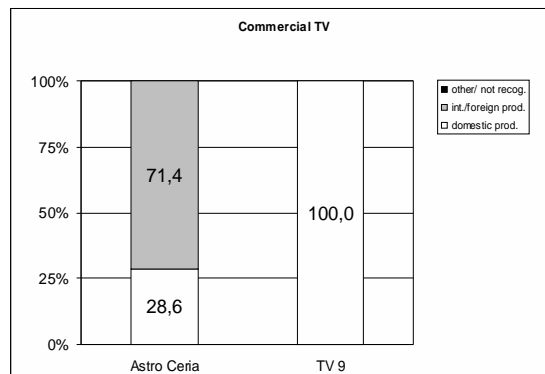
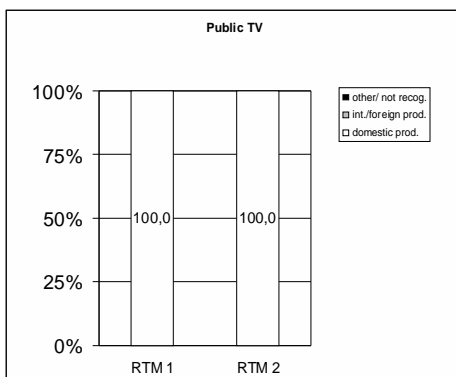
Children's Television Worldwide:

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domestic prod.	
Malaysia	82,8%
USA	82,7%
UK	67,7%
China	53,4%
Canada	44,2%
Belgium	39,8%
Argentina	17,6%
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%
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%



With 82.8% of domestically produced children's TV Malaysia takes the very first place of all the countries compared and is more than 60.0% above the international average. International or foreign productions come from Indonesia (17%) exclusively – at least in this sample.



On both of the public channels analysed the children's TV broadcast is domestically produced for outstanding 100%.

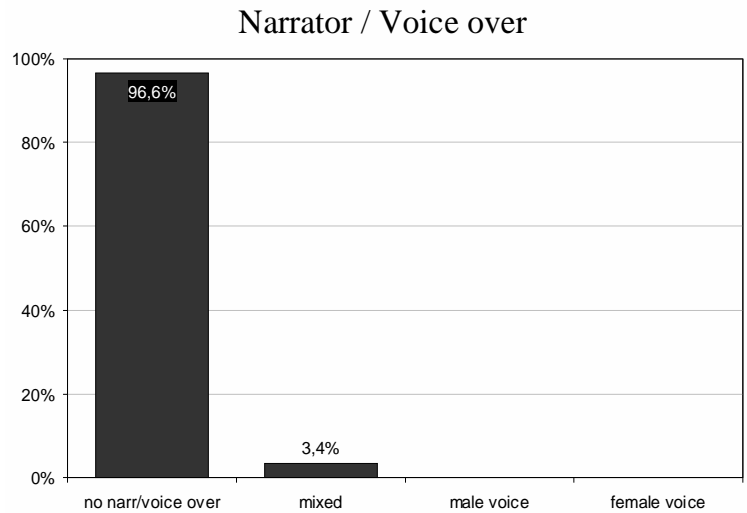
As on public TV, domestically produced children's programs are broadcast on the commercial TV 9 for a 100%. In contrast to that, most of the program on Astro Ceria is from international or foreign production (71.4%), while 28.6% are domestically produced.

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

Who speaks? Narrator / Voice over

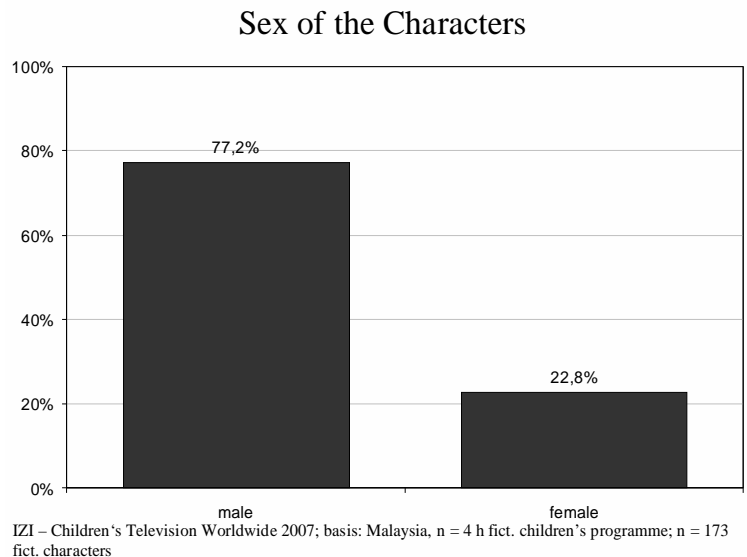
In 28 (96.6%) fiction shows there was no narrator and in one show (3.4%) the narrators were mixed. There were neither male nor female narrators/voices over in Malaysian children's TV, which is quite unique in the international comparison.



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme

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 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. In terms of characters, in the 29 fiction shows 173 were identified as main characters.



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 173 fict. characters

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.

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

Gender perspective: Men and boys are the heroes of the programme

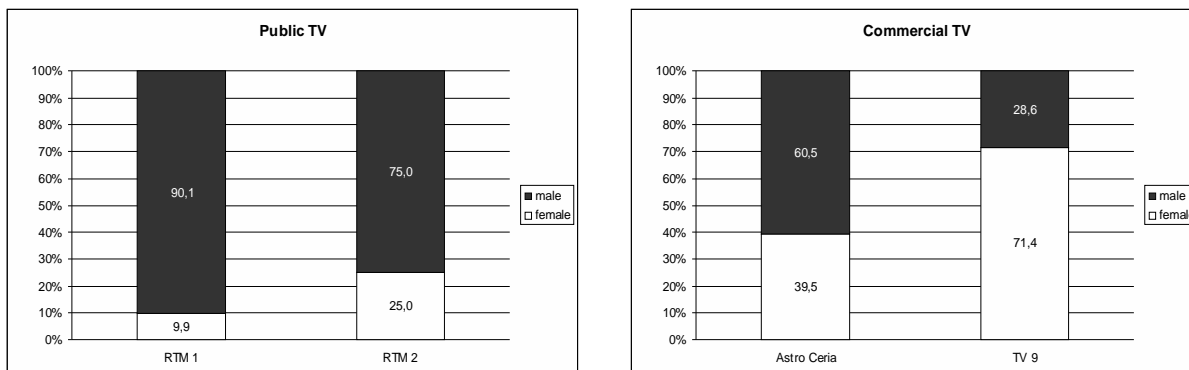
The characters of the fictional shows in Malaysian children's television were in 22.8% of the cases female and in 77.2% male. So female characters are clearly underrepresented!

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%

77.2% of all characters represented in Malaysian children's TV are male and only 22.8% are female. So, when it comes to the presentation of males in children's TV, Malaysia is almost 10% above the international average and correspondingly almost 10% below the average when it comes to the presentation of females.

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television



On the public channel RTM 1 outstanding 90.1% of the characters represented are male and only 9.9% are female. And on RTM 2 still exact three quarters of the characters are male (75.0%). One could raise the question if public TV ought to have a more realistic gender proportion in children's TV. As an interesting matter of fact, commercial TV in Malaysia has a more balanced gender proportion than public TV – at least in this sample. While Astro Ceria showed 39.5% of female characters (which is already a lot compared to the total representation of females, be it in Malaysia or internationally), TV 9 represented a majority of 71.4% of female characters. How could one interpret this kind of overrepresentation in comparison to the underrepresentation on public channels?

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.? 11 characters of the recorded were animals, which accords to a percentage of 6.4%. Part of this group is, for example, Fifi of *Afi dan Abah*. 126 of the characters (72.8%) are humans. 28 characters (16.2%) can be assigned to the plants and objects group. At last 8 monsters and mythical creatures (4.6%) were recorded.

All animals were neutral. Of the humans 28 (22.2%) were female and 98 (77.8%) were male. Among the plants, 8 were female (28.6%). 16 were male (57.1%) and 4 neutral (14.3%). The monsters which were counted were male.

Children's Television Worldwide:

Gender Representation in Malaysian 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%
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%

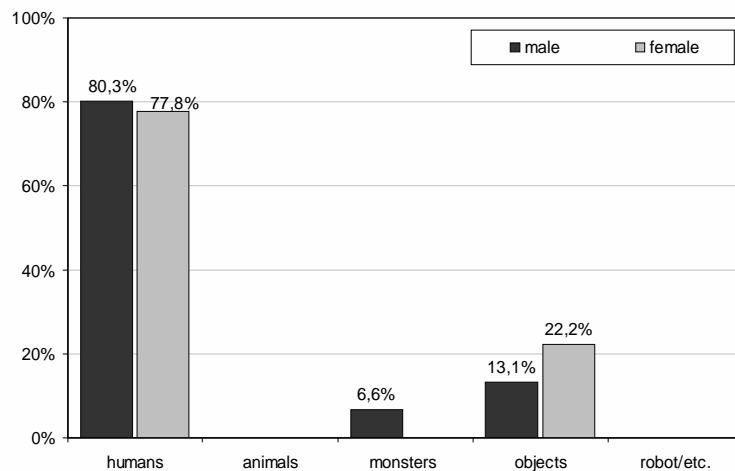
With 72.8% of human characters in its children's program Malaysia takes the very third place of all the countries compared and is slightly more than 12.0% above the international average. And the country takes the first place when it comes to the presentation of Plants/Objects (16.2%).

Gender Perspective: More female plants/objects than male ones, only male monsters

Of the female characters 28 (77.8%) were humans and 8 (22.2%) were plants or objects.

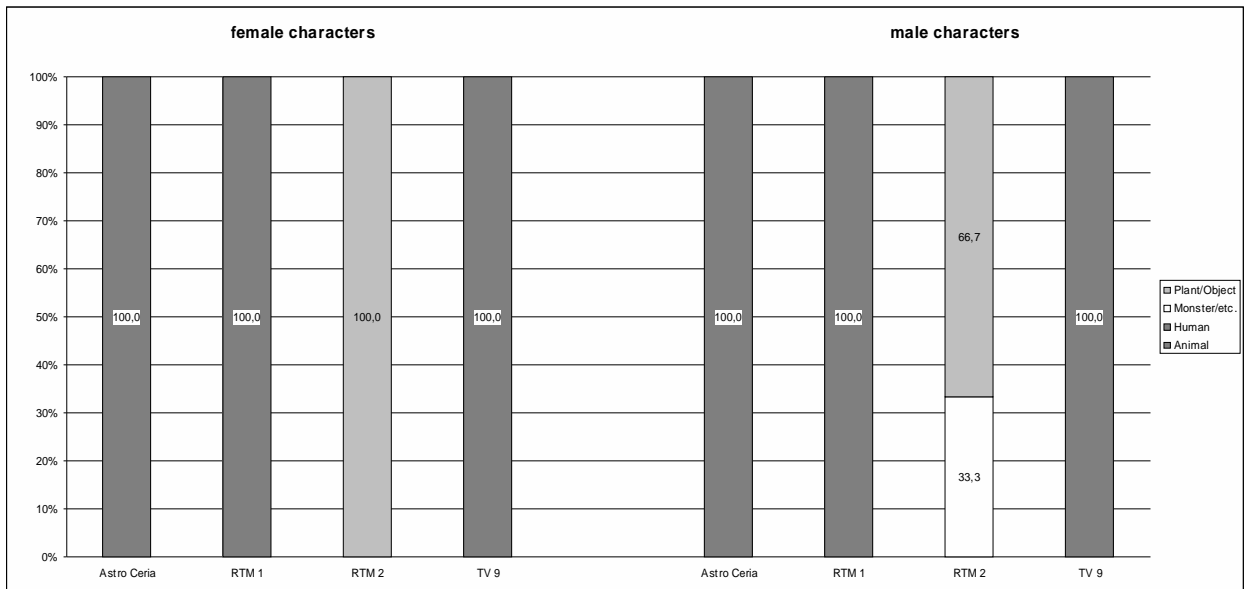
The male characters are represented in 98 cases (80.3%) as humans and in 16 (13.1%) cases as plants or objects. Monsters and mythical creatures with male gender were found in 8 characters (6.6%).

Type of characters



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 173 fict. characters

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



Three channels presented female characters as Humans exclusively. Only the public channel RTM 2 had a 100% of female Plants/Objects. When it comes to the male characters, there again were three channels that showed Humans exclusively. But RTM 2 had no Humans and 66.7% of Plants/Objects and 33.3% of Animals instead. So, the public channel RTM 2 presents no Humans in children's TV at all.

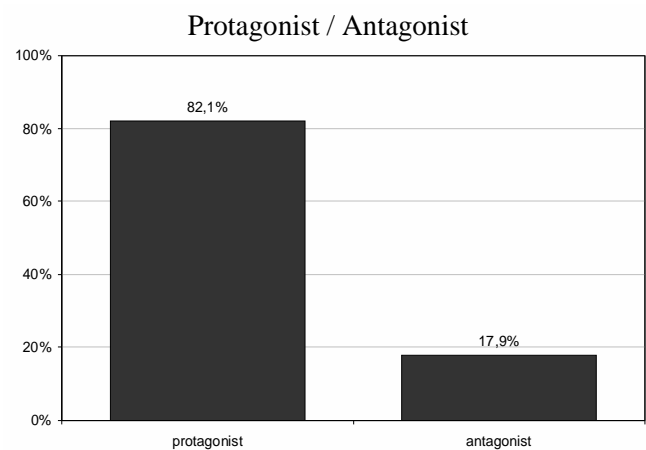
What is the general role in the story: Protagonist or Antagonist?

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?

142 of the characters in Malaysian children's television were identified as protagonists. This corresponds to a relative proportion of 82.1%. On the other hand, there are 31 antagonists that constitute 17.9% of the characters.

Of the protagonists counted, 36 (25.4%) are female and 91 (64.1%) male. 15 characters (10.6%) could not be identified

regarding their gender. All antagonists are male characters.



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 173 fict. characters

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

	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 17.9% of Antagonists in its children's program, Malaysia is above the international average but also ranks amongst the broader middle field.

Gender Perspective: Bad guys are male only

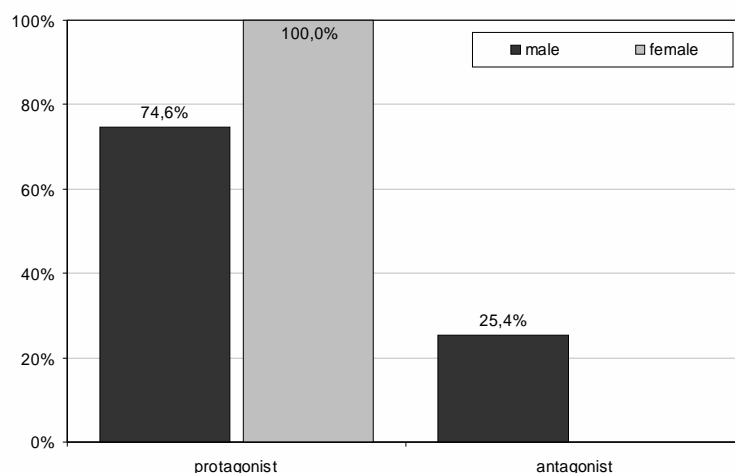
142 of the characters in Malaysian children's television were identified as protagonists. This corresponds to a relative proportion of 82.1%. On the other hand, there are 31 antagonists that constitute 17.9% of the characters.

Of the protagonists counted, 36 (25.4%) are female and 91 (64.1%) are male. 15 characters (10.6%) could not be identified regarding their

gender. All the antagonists there are male characters.

All the female and all the not identifiable characters appear as protagonists.

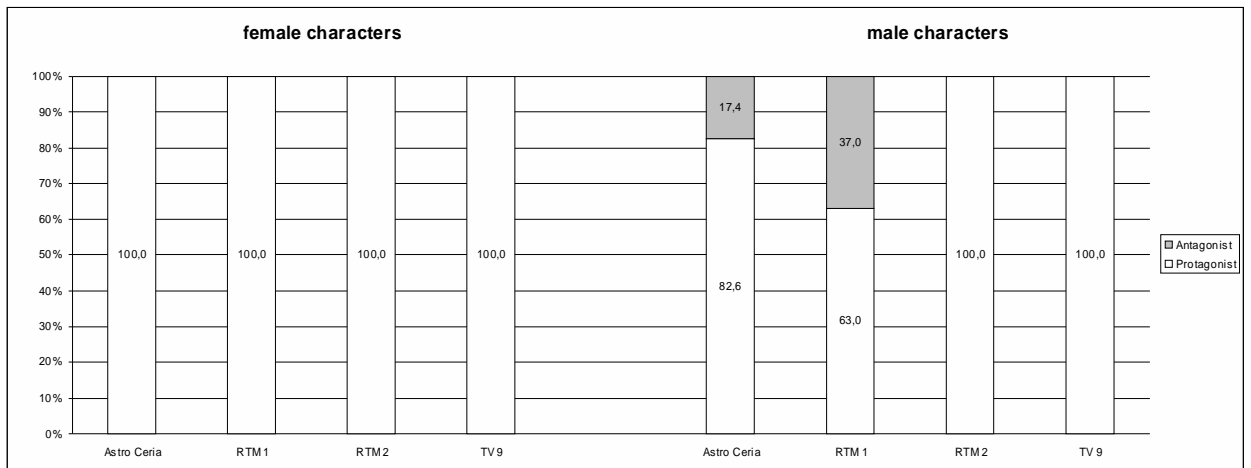
Protagonist / Antagonist



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 173 fict. characters

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

With regard to boys' or men's characters, there are 91 (74.6%) protagonists and 31 (25.4%) men characters appear as antagonists. So, when it comes to the presentation of females, Malaysian children's TV seems to have a preference for a traditional harmonic role-model.



All four channels analysed in the current sample show female characters as protagonists in 100% of the cases. When it comes to male characters, the public channel RTM 2 and the commercial channel TV 9 show protagonists exclusively, too. The highest proportion of male antagonists has the public channel RTM 1 (37.0%). The commercial channel Astro Ceria has 17.4% of Antagonists.

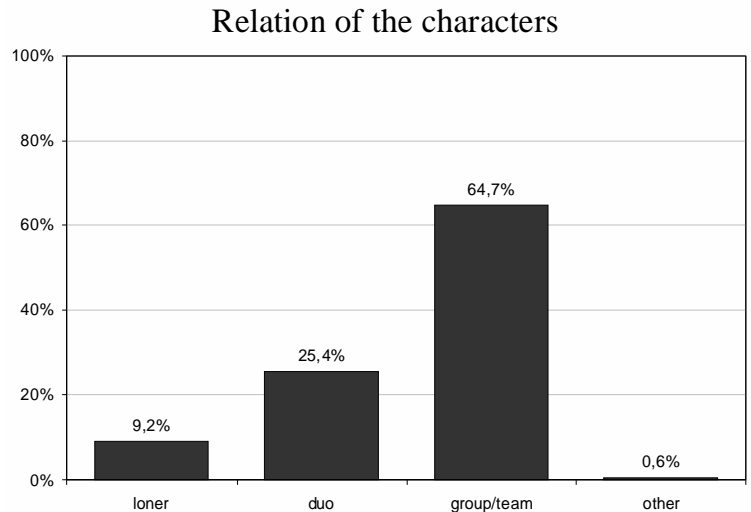
Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

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?

16 of the characters (9.2%) are integrated into the plot as loners. 44 of the coded characters in this category are part of a duo (25.4%). 112 (64.7%) and thus the majority of the characters are part of a group or a team, respectively. One character (0.6%) could not be grouped into any of the categories.



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 173 fict. characters

	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%

With 64.7% of characters that act in groups or teams, Malaysian children's TV still belongs to the first third of the countries compared. Next are duos with 25.4%. Far behind are loners with 9.2%.

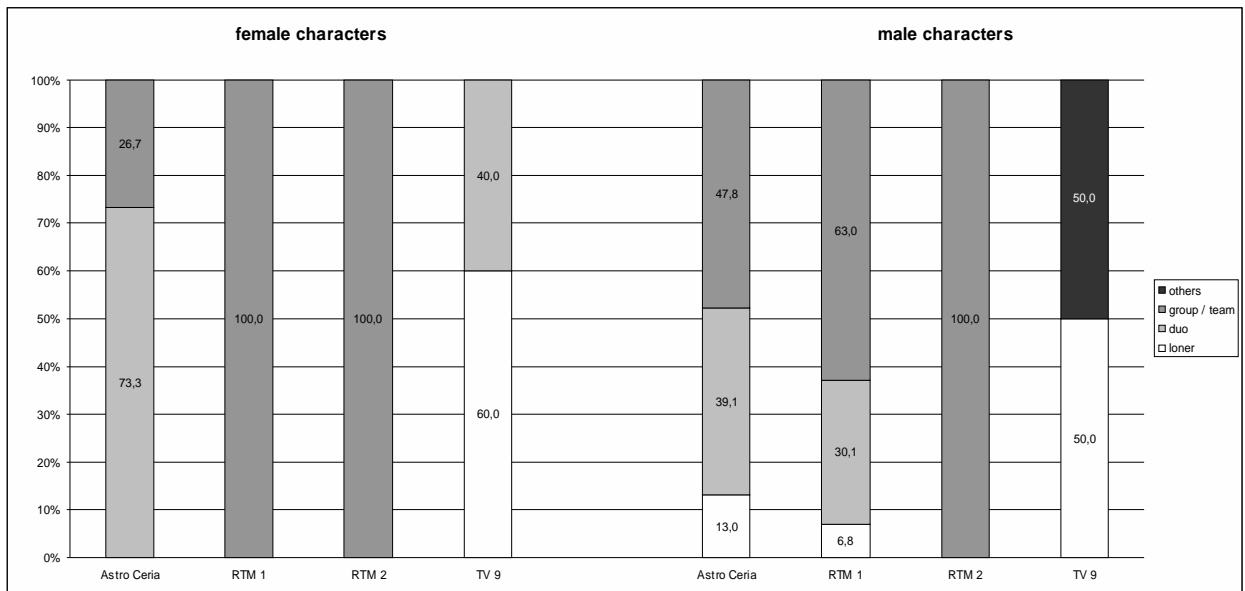
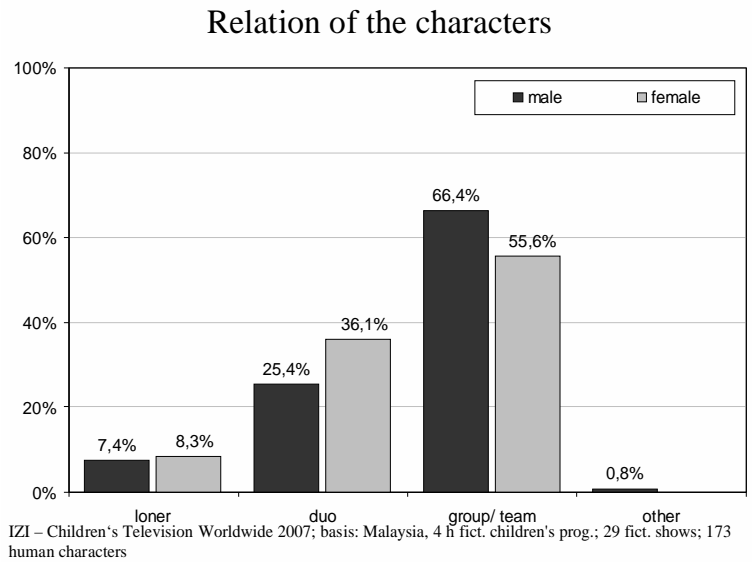
Children's Television Worldwide:

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Gender Perspective: More males in groups, more female duos

Of the female characters 3 (8.3%) are loners, 13 (36.1%) are part of a duo and 20 (55.6%) are part of a group.

Of the male characters 9 are (7.4%) loners, 31 (25.4%) are part of a duo and 81 (66.4%) are part of a group or a team.



The two public channels RTM 1 and RTM 2 presented female characters exclusively as part of a group or a team. The commercial channel Astro Ceria had 73.3% female duos and 26.7% females as part of a group or a team, while TV 9 had no females in groups but 40% female duos and 60% of female loners. When it comes to the males, the public channel RTM 2 showed males in groups or teams for a 100% too. The highest proportion of male duos had Astro Ceria (39.1%), and TV 9 presented 50% of male loners and 50% of others. The question could be raised if public channels should not rather present a few more duos and loners, especially among the females.

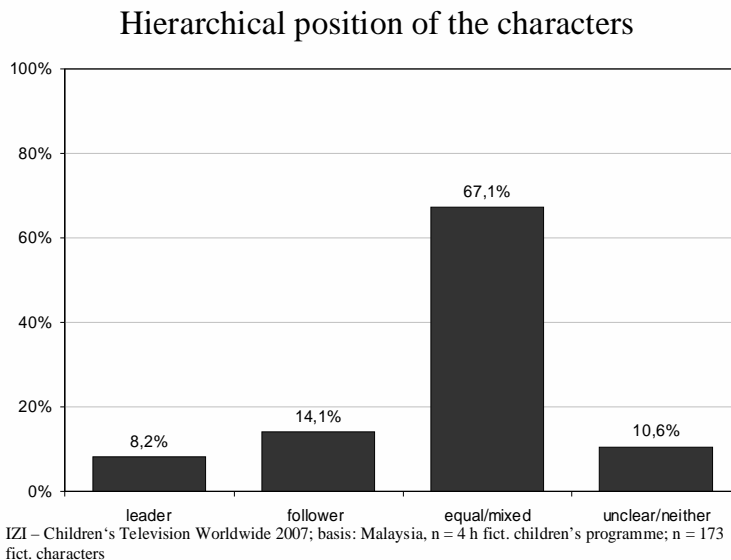
Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

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?

114 (67.1%) of the characters appear as equals regarding hierarchical positions. 14 (8.2%) are leaders. 24 (14.1%) are followers, and for 18 (10.6%) characters their position was not clearly identifiable.



	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%

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

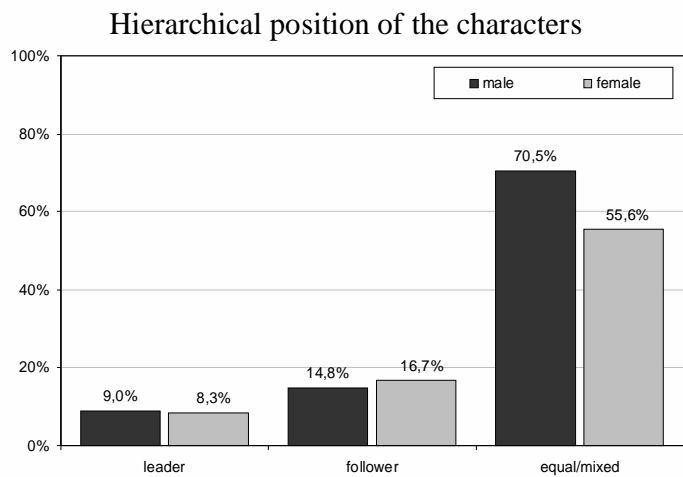
Malaysia takes the very first place with 67.1% of characters in an equal or mixed position and is almost 20% above the international average. With 14.1% appearing as followers the country ranks amongst the middle field, whereas it is third to last with only 8.2% shown as leaders. So, Malaysia seems to have a clear preference for characters that are in an equal or mixed hierarchical position.

Gender Perspective: Almost balanced leadership

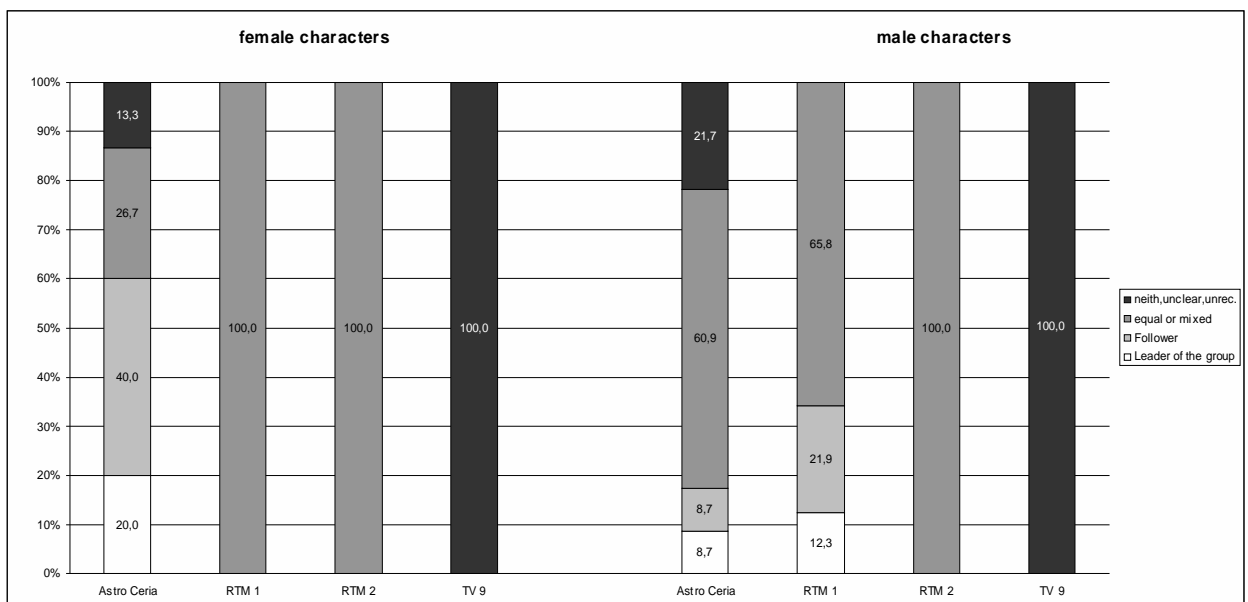
The female characters are in 55.6% of the cases equal or mixed. 3 female characters (8.3%) appear as leaders and 6 (16.7%) as followers. For 7 characters (19.4%) their constellation was not identifiable.

Among the boy and man characters 86 (70.5%) are equal or mixed and in 11 (9.0%) cases they are the leader of a group. 18 (14.8%) are shown as

followers and for 7 characters (5.7%) the classification was not possible. So, there are more males in an equal or mixed position. But with regards to followers and leaders there is almost gender equality.



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 173 fict. characters



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

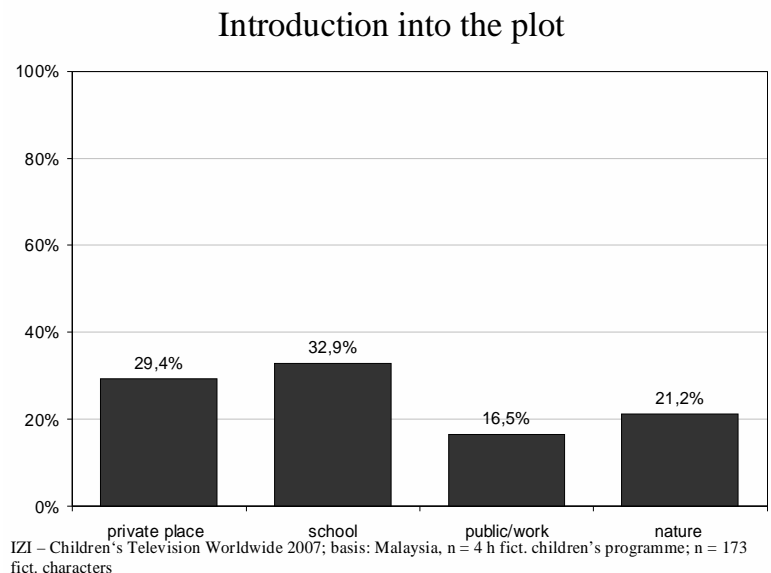
The public channels showed female characters in an equal or mixed position for a 100%. The commercial Astro Ceria, however, showed 20% of the females as Leaders, 40% of the females Followers and 26.7% of females in an equal or mixed position. When it comes to the males, RTM 2 showed a 100% of them in equal or mixed positions too. Most balanced are the positions among males on RTM 1, with 12.3% appearing as Leaders, 21.9% as Followers and still 65.8% appearing as characters in an equal or mixed position. So the question could be raised if there should not rather be a greater variety of positions on the public channels, especially among the females.

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 school. 56 (32.9%) of the recorded characters of this category appear here for the first time. Private places rank second. Here, 50 characters (29.4%) are introduced for the first time.

36 characters are in nature in their introduction scene (21.2%) and 28 characters (16.5%) are in public spaces or work.



Children's Television Worldwide:

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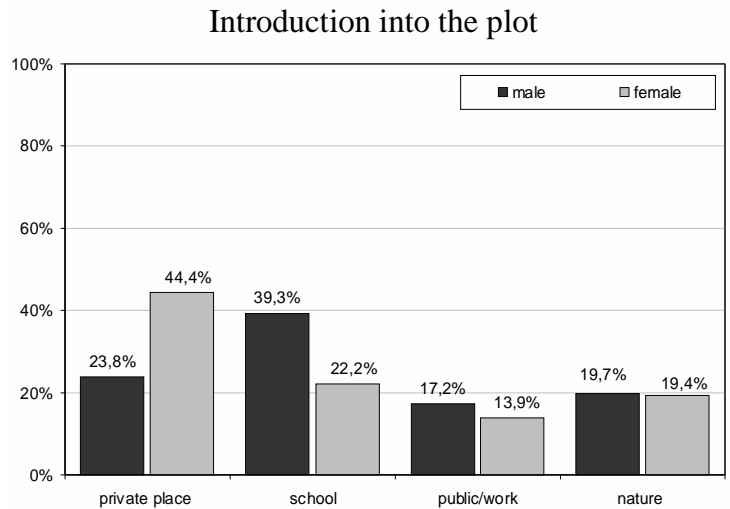
Gender Perspective: Males mostly in school and females in private places

16 (44.4%) of the female characters in the sample are introduced into the plot in private settings. 5 (13.9%) of the characters are introduced in public spaces or at work. 7 (19.4%) characters appear for the first time in nature. 8 (22.2%) are introduced to the viewer in school.

29 (23.8%) of the male characters are first introduced in private settings. 21

(17.2%) are presented in public or at work. In nature locations 24 male characters (19.7%) are introduced and in school 48 characters (39.3%) are introduced.

Females usually appear in private places for the first time, which corresponds to a more traditional role model.



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 173 fict. characters

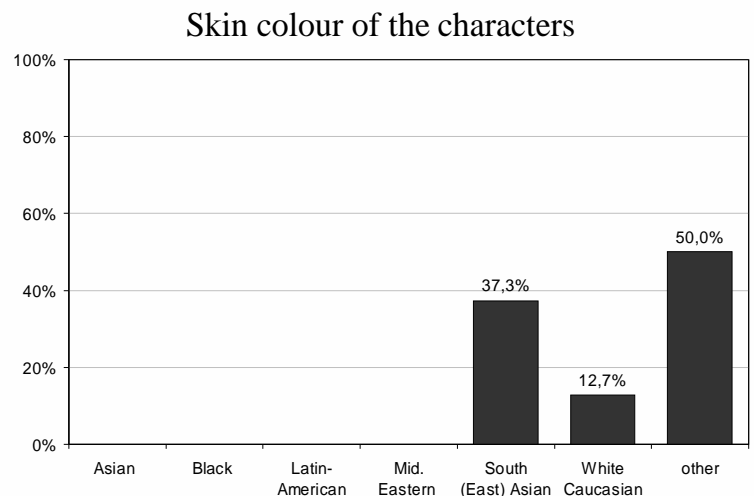
The analysis of the Human Characters

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 possibly 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.

47 (37.3%) of the human characters show South (East) Asian physical traits. 16 characters (12.7%), were Caucasian. All in all, 63 characters (50.0%) were classified as Other or were not identifiable. So, as a



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 126 fict. human characters

Children's Television Worldwide:

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striking matter of fact, there are no Asians, Blacks, Latin-Americans or Middle Eastern characters at all in Malaysian children's TV, at least not in this sample.

Asian		Black		Latin-American		White Caucasian		South (East) Asian	
Hong Kong	65,0%	UK	15,1%	Australia	10,6%	Cuba	91,5%	Malaysia	37
China	64,4%	USA	12,2%	USA	7,1%	Argentina	90,0%	India	28
Egypt	41,5%	New Zealand	10,6%	Israel	4,6%	Belgium	86,7%	Syria	3
Syria	26,2%	Germany	9,0%	Brazil	4,4%	Slovenia	86,5%	Argentina	2
Hungary	18,6%	Austria	8,8%	Hong Kong	4,0%	South Africa	80,8%	Slovenia	1
Kenya	11,0%	South Africa	8,7%	Syria	3,6%	Canada	80,0%	Brazil	1
USA	10,2%	Syria	8,3%	Kenya	3,5%	Netherlands	78,5%	Belgium	1
Germany	9,2%	Brazil	7,9%	Canada	3,4%	Brazil	78,3%	Germany	0
Austria	9,0%	Kenya	7,0%	Netherlands	3,1%	Hungary	78,2%	Austria	0
Israel	7,5%	Belgium	6,6%	New Zealand	2,9%	Germany	77,5%	Australia	0
Netherlands	6,4%	Canada	6,6%	South Africa	2,7%	Austria	77,5%	Netherlands	0
New Zealand	6,3%	Argentina	6,0%	UK	1,9%	Norway	76,7%	New Zealand	0
India	6,3%	Israel	5,1%	Cuba	1,7%	Israel	76,4%	South Africa	0
Brazil	5,9%	Australia	4,2%	Egypt	1,4%	Australia	74,9%	Hong Kong	0
South Africa	5,7%	Netherlands	4,2%	Austria	1,4%	UK	72,8%	Canada	0
Canada	4,8%	Norway	3,7%	India	1,4%	New Zealand	72,6%	USA	0
Belgium	4,3%	Slovenia	3,0%	Germany	1,4%	Kenya	68,9%	Israel	0
Slovenia	4,2%	Egypt	2,6%	Norway	0,9%	USA	67,8%	UK	0
Norway	4,2%	China	2,0%	Belgium	0,9%	India	60,3%	Norway	0
Australia	3,2%	Cuba	1,7%	Hungary	0,9%	Syria	52,4%	Kenya	0
UK	1,9%	India	1,6%	China	0,2%	Egypt	45,4%	Hungary	0
Cuba	0,9%	Hungary	1,5%	Slovenia	0,1%	Hong Kong	30,3%	Egypt	0
Argentina	0,0%	Hong Kong	0,4%	Argentina	0,0%	China	14,8%	Cuba	0
Malaysia	0,0%	Malaysia	0,0%	Malaysia	0,0%	Malaysia	12,7%	China	0
total	11,7%	total	6,4%	total	2,6%	total	72,2%	total	1

With a proportion of 37.3% of South (East) Asian characters in its children's TV, Malaysia takes the very first place of all countries compared and is way above the international average. On the other hand the country comes last considering the representation of white Caucasian (12.7%), Blacks (0%), Latin-Americans (0%) and Asians (0%).

Children's Television Worldwide:

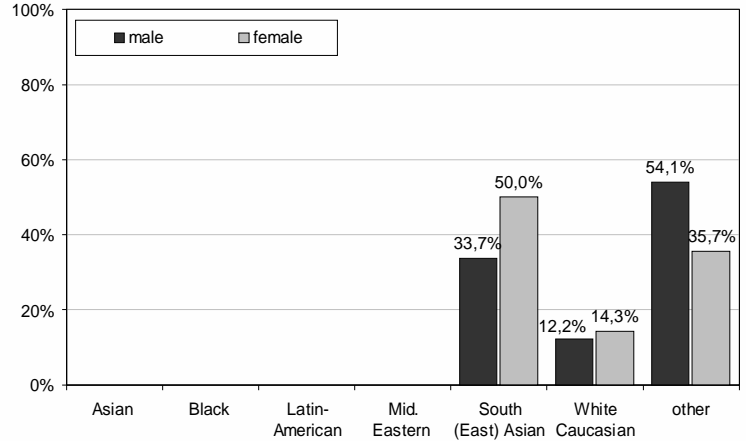
Gender Representation in Malaysian Children's Television

Gender Perspective: More female South (East) Asians and white Caucasians

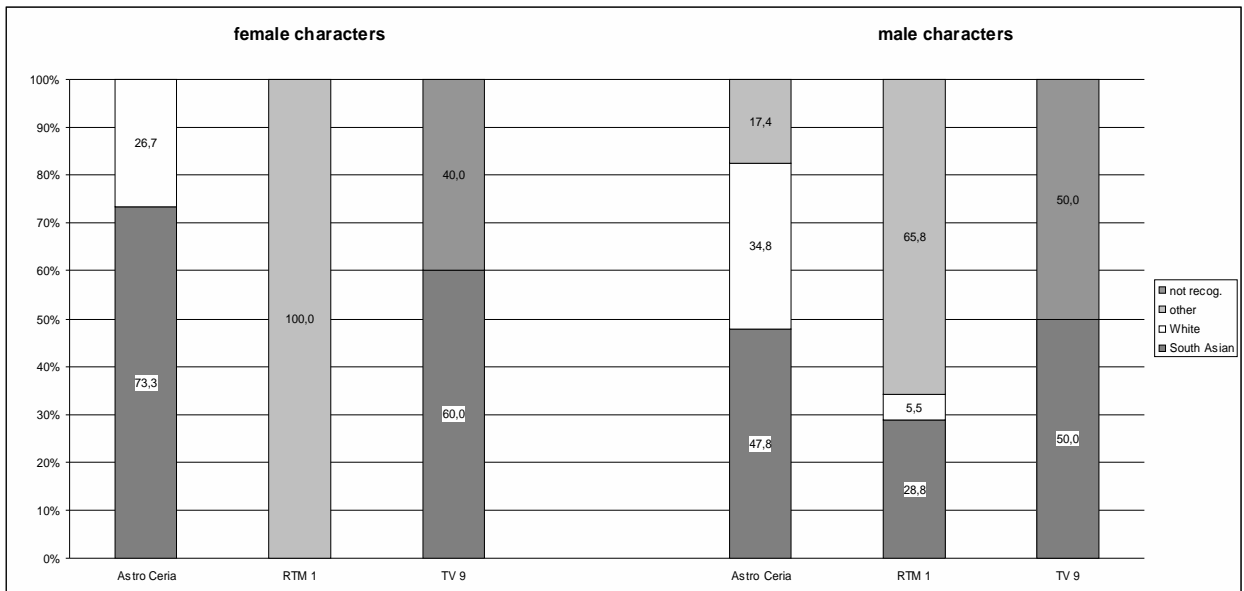
Out of the female characters 4 (14.3%) are white Caucasians and 14 (50%) South (East) Asians.

Out of the male characters 12 are (12.2%) white Caucasians and 33 are (33.7%) South (East) Asians.

Skin colour of the characters



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 126 fict. human characters



On Astro Ceria 73.3% and on TV 9 60% of the female characters were South (East) Asian. White female Caucasians were only shown on Astro Ceria (26.7%). On the public channel RTM 1 the ethnicity of a 100% of the female characters was recognized as other than South (East) Asian and white Caucasians. Among the male characters the variety of ethnicities is a little more varied. The highest share of South (East) Asians had TV 9 (50%), the highest proportion of other ethnicities had RTM 1 (65.8%) and the highest share of white Caucasians was on Astro Ceria (34.8%).

Children's Television Worldwide:

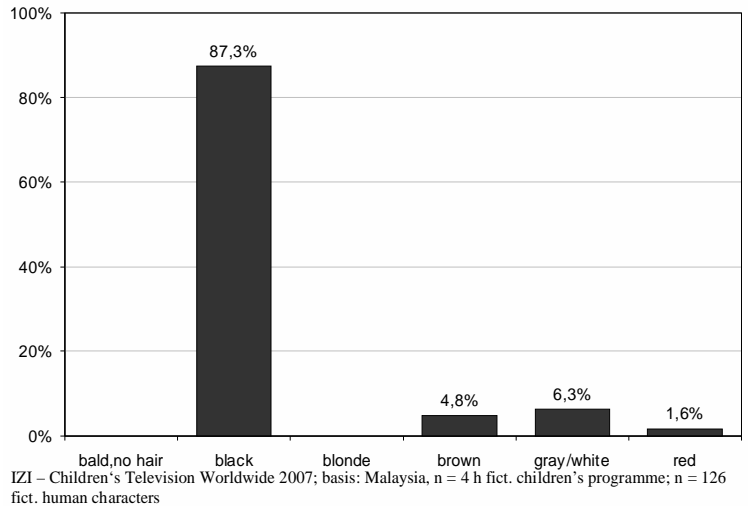
Gender Representation in Malaysian Children's Television

Hair colour of the characters

We coded what the characters' hair mostly looked like.

110 (87.3%) characters had black hair and 6 (4.8%) characters had brown hair. The hair of 8 people was grey or white (6.3%), and that of 2 red (1.6%). There were no blondes or bald at all in Malaysian children's TV.

Hair colour of the characters

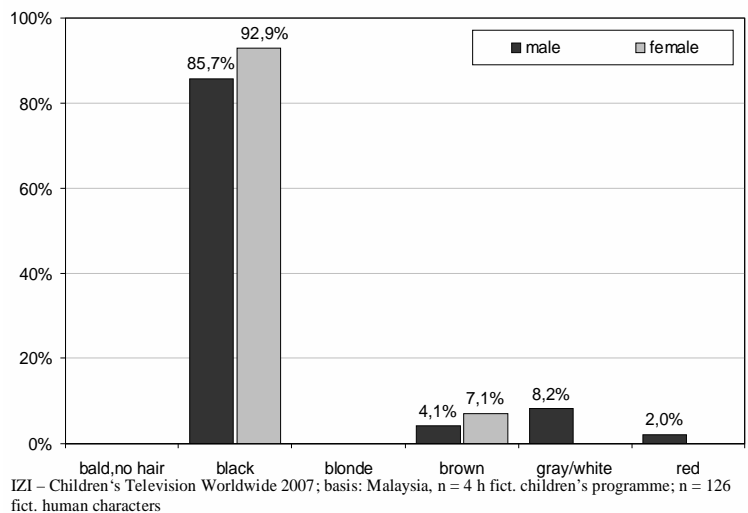


Gender Perspective: Almost only black-haired characters and no females with white or red hair at all

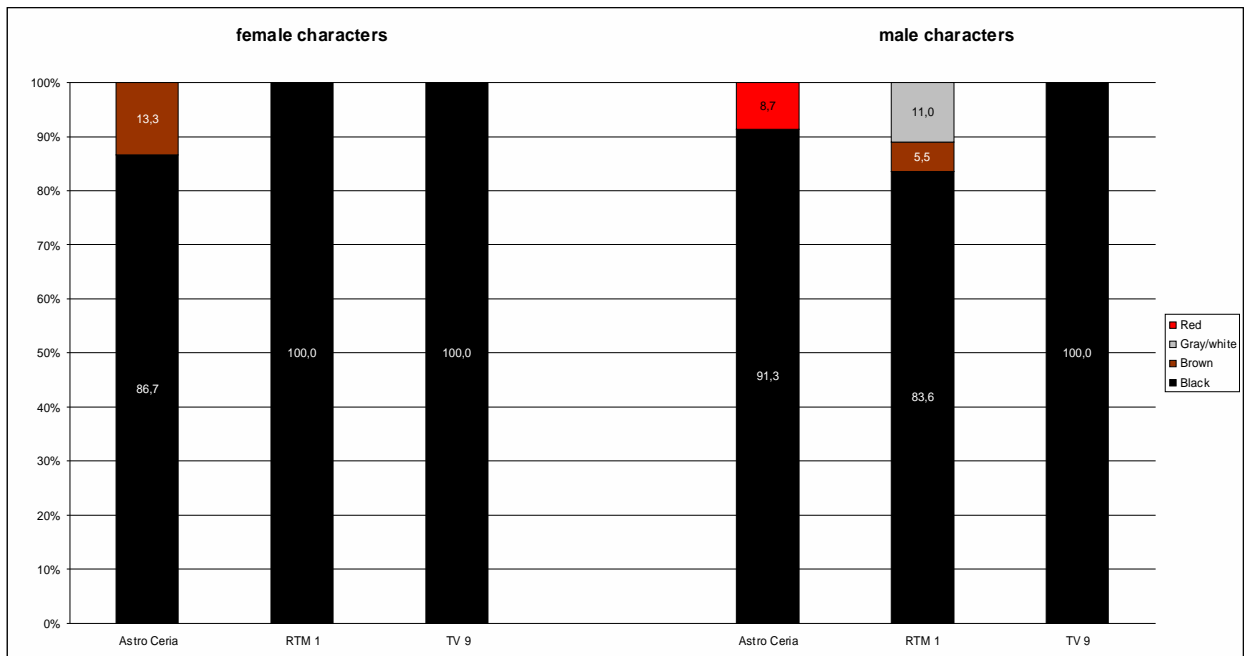
Out of the female characters 26 (92.9%) have black hair and 2 (7.1%) have brown hair.

Out of the male characters 84 are (85.7%) black haired, 4 (4.1%) have brown hair, 8 (8.2%) have gray or white hair and 2 (2.0%) have red hair.

Hair colour of the characters



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

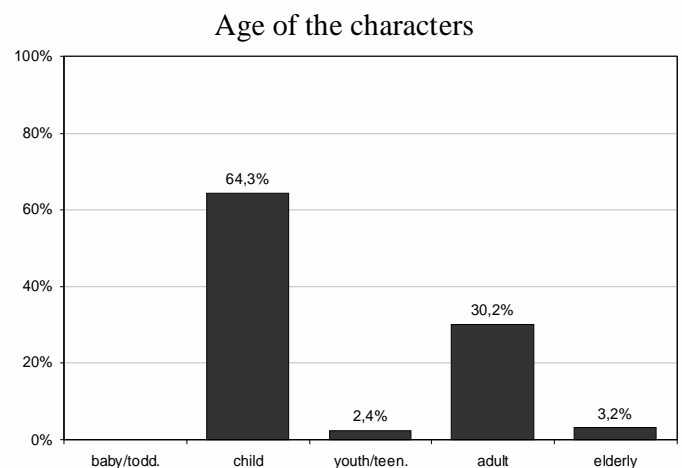


On RTM 1 and on TV 9 100% of the female characters are black-haired. Only the commercial Astro Ceria showed 13.3% of brown-haired females next to 86.7% of black-haired. When it comes to males, 100% of them were black-haired on TV 9, too. On Astro Ceria, 8.7% of them were red-haired, and on RTM 1 5.5% of them had brown and 11% gray or white hair.

What age are the characters?

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: 81 (64.3%) are children and 38 (30.2%) are adults. 3 (2.4%) are teenagers and 4 (3.2%) seniors. So, here especially teenagers are underrepresented.



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 126 fict. human characters

Children's Television Worldwide:

Gender Representation in Malaysian Children's Television

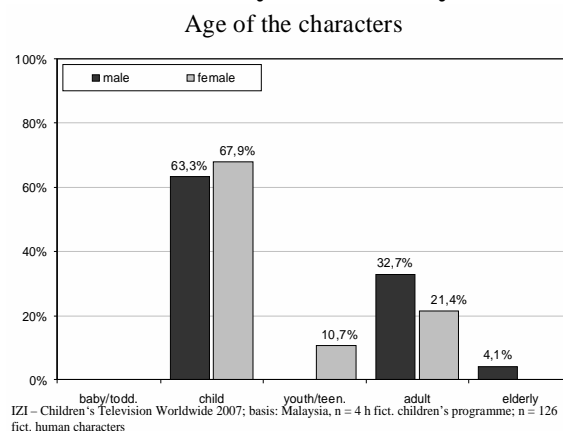
Baby/ Toddler		Child		Youth/ Teenager		Adult		Elderly	
Egypt	8,7%	Malaysia	64,3%	Hungary	58,1%	Argentina	62,0%	Argentina	12,0%
Kenya	6,7%	China	52,5%	Netherlands	42,9%	Brazil	54,9%	Norway	9,3%
Netherlands	6,1%	New Zealand	49,2%	Israel	41,6%	Cuba	48,6%	Brazil	8,8%
Cuba	4,1%	Germany	44,5%	Australia	40,3%	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%

Malaysia takes the very first place when it comes to the representation of children in children's TV (64.3%). With 2.4% of Teenagers, however, it takes the very last place of all the countries compared. With 30.2% of Adults Malaysia is about the average. With 3.2% of Elderly the country is below the average but still among the middle field. With 0% of Babies/Toddlers it takes the very last place together with some other countries.

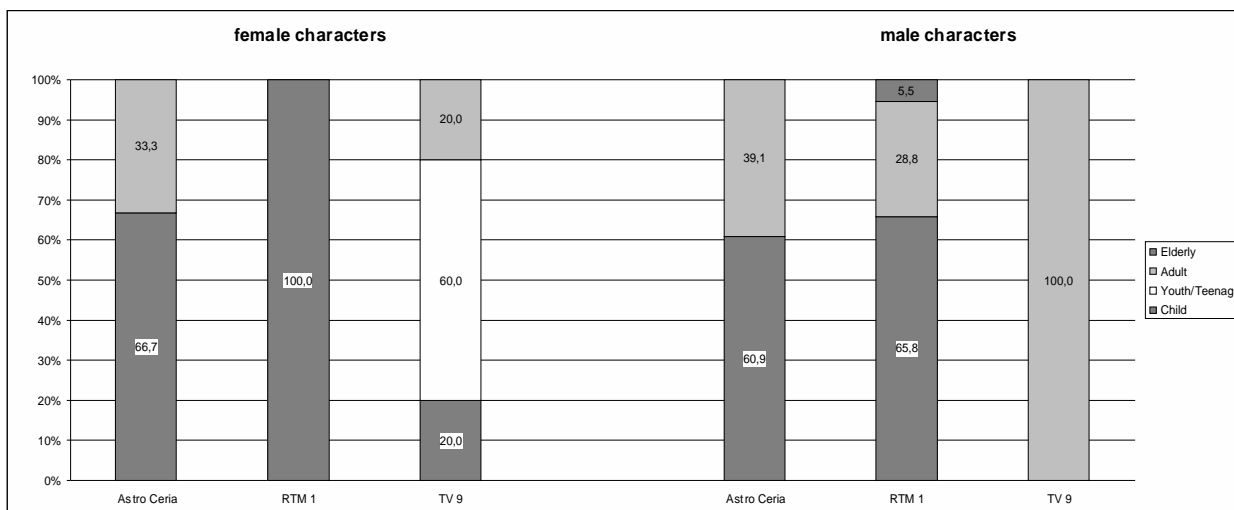
Gender Perspective: Only female Teenagers, more male Adults and only male Elderly

Out of the female characters 19 (67.9%) are children, 3 (10.7%) teens and 6 (21.4%) adults.

The male characters 62 (63.3%) are children, 32 (32.7%) adults and 4 (4.1%) seniors. There are no male teenagers at all, at least in the present sample.



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



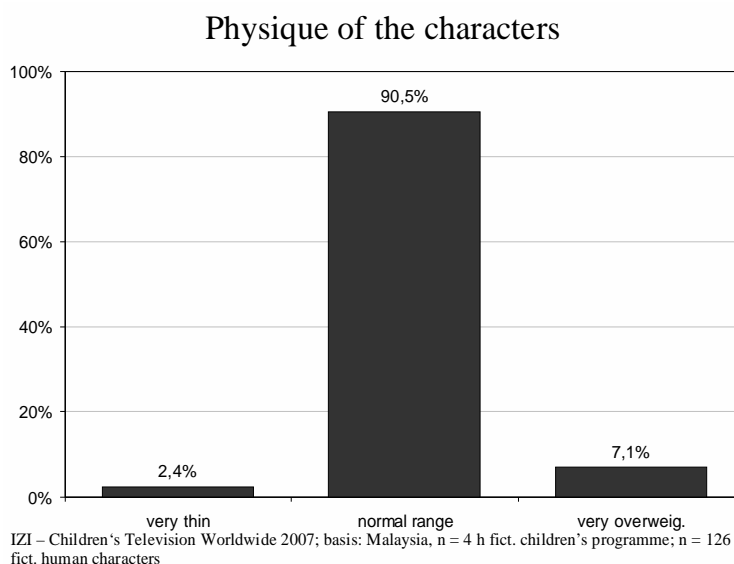
Among the female characters on RTM 1 100% of them were Children. The highest share of female Teenagers had TV 9 (60%), and the highest share of female Adults had the commercial Astro Ceria (33.3%). Only TV 9 had three different female age groups. When it comes to the males, on TV 9 100% of them were Adults. The highest share of male Children had RTM 1 (65.8%). And only this channel presented a few male Elderly (5.5%). There were no male Teens at all. One could raise the question if RTM 1 among the females and TV 9 among the males should not rather present a greater variety of age groups.

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.

114 (90.5%) of the sampled characters are of average weight. 3 (2.4%) of the characters were very thin, and 9 (7.1%) very overweight.



Children's Television Worldwide: Gender Representation in Malaysian 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%
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%

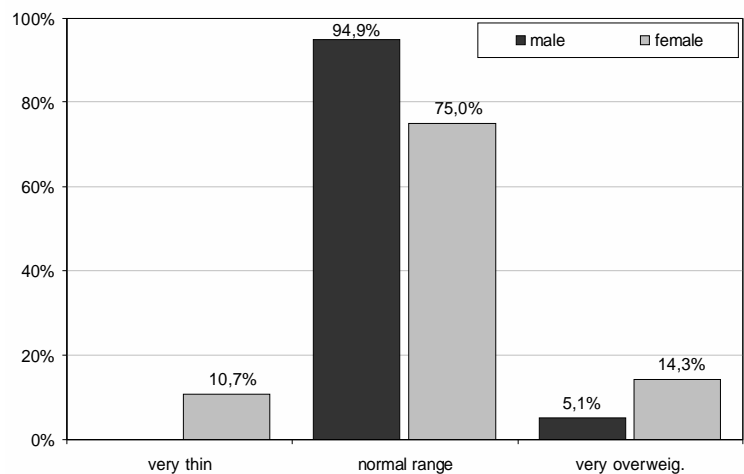
With 90.5% of characters that have a normal body range Malaysia is above the average. With 7.1% of overweight characters it is only slightly above the average and among the international middle field. With only 2.4% of very thin characters the country is below the average in this particular category.

Gender Perspective: Only thin girls and even more overweight girls

Out of the female characters 21 (75.0%) are of a normal range, 3 (10.7%) are very thin and 4 (14.3%) are very overweight.

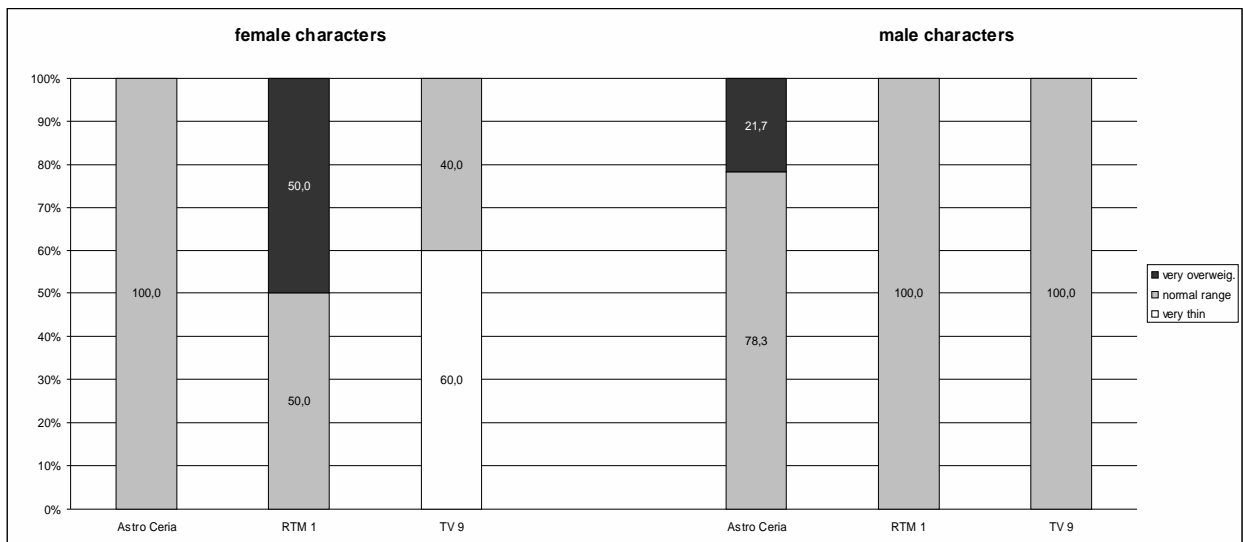
93 male characters (94.9%) are of a normal range and 5 (5.1%) are very overweight. So, Malaysian children's TV has a clear preference for boys of a normal body range, but shows also a lot of girls that are either very overweight or very thin.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Malaysia, n = 4 h fict. children's programme; n = 126 fict. human characters

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



On the commercial channel Astro Ceria all female characters were of a normal body range. On the public channel RTM 1 50% of them were normally sized and 50% very overweight. On TV 9, 40% of them were of a normal range and 60% were very thin. Among the males, on the public channel RTM 1 as well as on the commercial channel TV 9 100% of them were of a normal range. Only Astro Ceria showed 21.7% of the male characters as very overweight.

Disabilities of main characters: outstanding high proportion of disabled characters – more male than female disabled!

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 character construction.

56 disabled characters are among the recorded and coded characters of the Malaysian sample. Therefore, 55.6% of all characters are without any recognizable disability.

Out of the female characters 20 (71.4%) are without any recognisable disability and 8 (28.6%) are obviously disabled.

Out of the male characters 50 (51.0%) are not disabled, while 48 (49.0%) have got a recognisable disability.

Children's Television Worldwide:

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Summary of the results

The sample we analysed here consists of 13 hours of explicit children's television, 4 hours of fictional shows, 49 programmes (29 fictional shows), 173 characters (fiction) and 126 human characters.. It is quite a small sample, which should be kept in mind especially in the comparison to the other analysed countries.

A lot of animation especially on the public broadcaster

With 72.4% of Animation in its children's TV, Malaysia belongs to the final third of the countries compared and is slightly more than 10% below the international average. As a striking matter of fact the public channel RTM 1 shows Animation exclusively. On the other hand, however, RTM 2 screens only 30% of Animation and 70% of Mixtures instead. So, the Fiction-Shows on the two public channels are quite different.

High percentage of domestic productions

With 82.8% of domestically produced children's TV Malaysia takes the very first place of all the countries compared and is more than 60.0% above the international average. International or foreign productions exclusively come from Indonesia (17%) – at least in this sample – which is, as already mentioned, very small. On both of the public channels analysed the children's TV broadcast is domestically produced exclusively.

Females are clearly underrepresented

Female characters are clearly underrepresented! 77.2% of all characters represented in Malaysian children's TV are male and only 22.8% are female. So, when it comes to the presentation of males in children's TV, Malaysia is almost 10% above the international average, and correspondingly almost 10% below the average when it comes to the presentation of females. On the public channel RTM 1 outstanding 90.1% of the characters represented are male and only 9.9% are female and on RTM 2 exactly three quarters of the characters are male (75.0%). One could raise the question if public TV ought to have a more realistic gender proportion in children's TV. As an interesting matter of fact, commercial TV in Malaysia has a more balanced gender proportion than public TV – at least in this sample. While on Astro Ceria 39.5% of the characters are female (which is already a lot compared to the total representation of females, be it in Malaysia or internationally), on TV 9 a majority of 71.4% of the represented characters are female. How could one interpret this kind of over-representation in comparison to the under-representation on public channels?

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

Males mostly in school and females in private places

Male main characters appear for the first time in school, which is quite unusual in international comparison. Females usually appear in private places for the first time, which corresponds to a more traditional role model.

Ethnic background of the main characters for the coders often not fits into the categories

In this sample there are no Asians, Blacks, Latin-Americans or Middle Eastern characters at all in Malaysian children's TV, but in 50% of the cases the characters' ethnic features were not identifiable. So, interesting in these results is the absence of typical ethnic characteristics which we can find all over the world, but on the other hand it was not possible for the coders in 50% of the cases to allocate the main characters into one category. Keeping in mind the high percentage of domestic productions, it makes clear that our (more western oriented categories) do not always fit. More analysis and cultural sensitivity (and a bigger sample) is needed here to analyse the cultural diversity of the programmes.