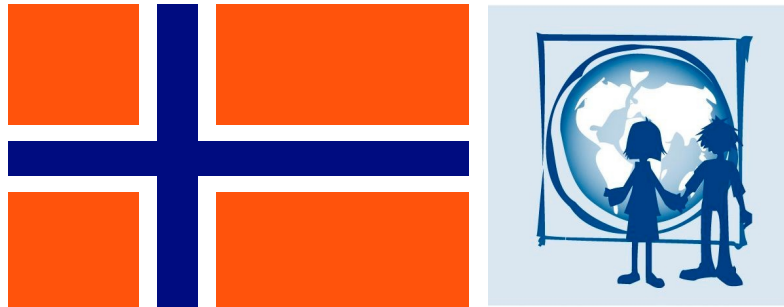


Children's Television Worldwide: Gender Representation

in



Norway

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Children's Television Worldwide:

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General information about the Children's Television in Norway

The television system of Norway is a dual system, made up of public broadcasting and commercial television. The two channels with the highest penetration are NRK (public service) and TV2 (commercial with public service duties), both reaching 98% of the population. When this research was conducted there was no national children's channel. (The children's channel NRK Super was introduced in December 2007). Several transnational children television channels are available, but Disney Channel is the channel with the highest share of the market.

Sample selection:

The Norwegian sample is based on the following television networks: NRK, TV2 and Disney Channel. 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: 21.05.2007 – 21.09.2007

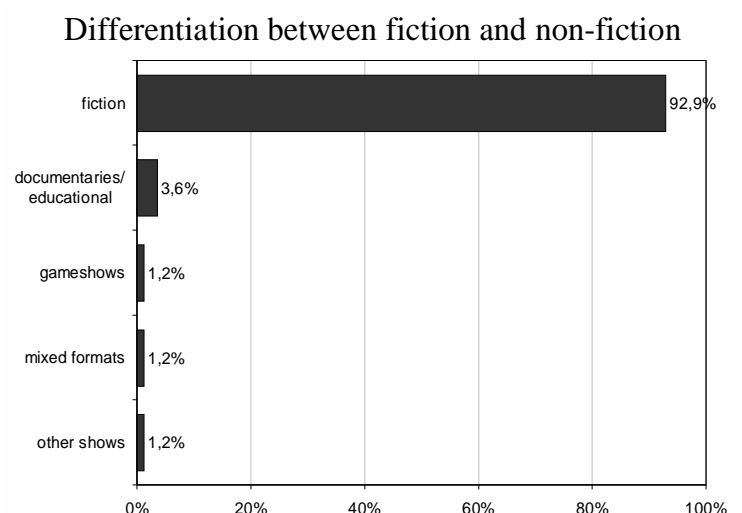
The sample analysed here consists of 25 hours of explicit children's television, 21 hours of fictional shows, 84 programmes (78 fictional shows), 364 characters (fiction) and 215 human characters.

What is offered to children - Results at show level:

More fictional or a more non-fictional programs? Much more fictional stories!

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 84 shows that can be categorized into different programme types. 78 shows or 92.9% can be referred to as fiction, 3

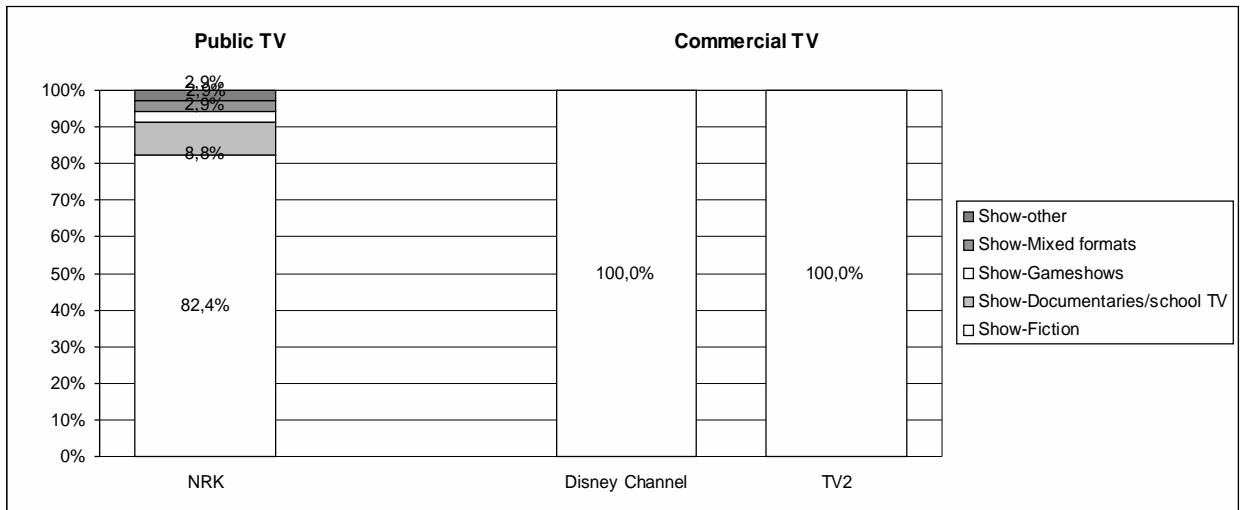


IZI – Children's Television Worldwide 2007; basis: Norway, n=25 h children's programme

shows (3.6%) were documentaries, 1 was a game show (1.2%) and 1 a mixed format (1.2%).

Children's Television Worldwide:

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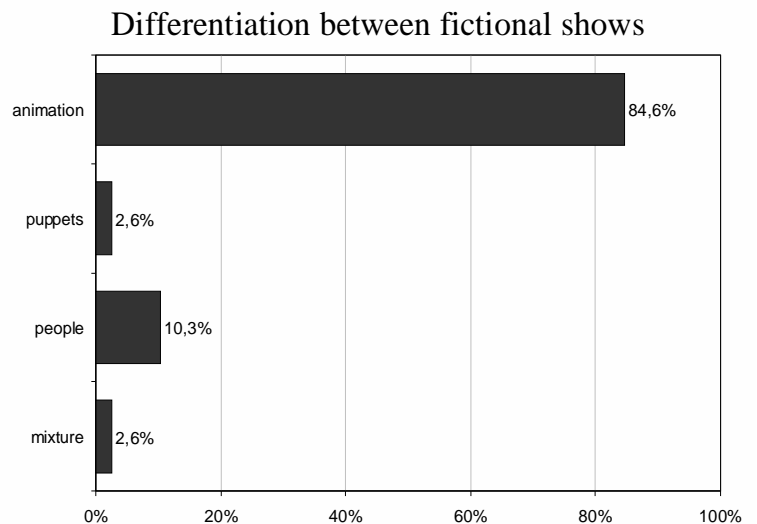


The public TV station shows 82.4% fictional TV, both commercial stations show a 100% fictional TV.

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 79 recorded fiction shows were 66 (84.6%) animation shows; in 8 shows (10.3%) real people are the actors/actresses; 2 (2.6%) were mixed formats and 2 (2.6%) were puppet shows.

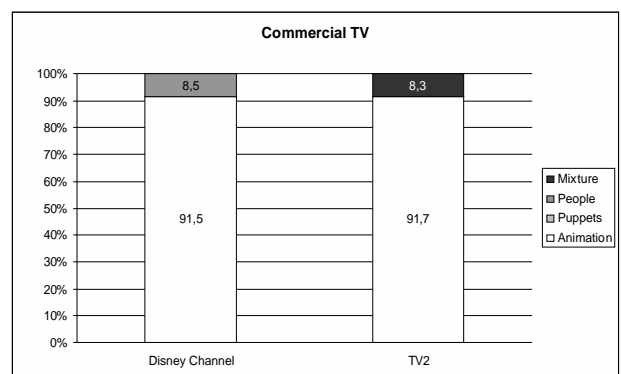
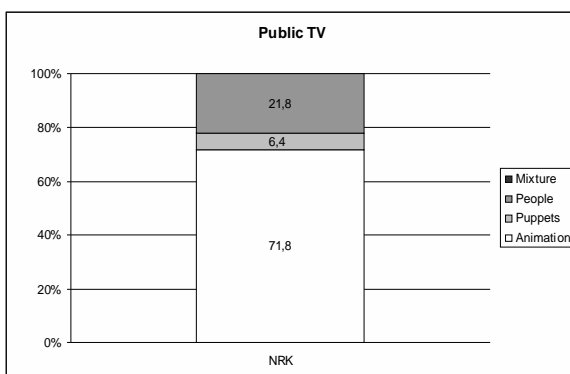


IZI – Children's Television Worldwide 2007; basis: Norway, n=21 h fict. children's programme

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

	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%

In Norway, 84.6% of the characters presented in children's TV are animation. Here Norway ranks in the middle field of the comparison and is close to the international average. 10.3% of all characters are people, while puppets and mixtures are equally represented by 2.6%.



On public TV 71.8% of the characters in children's TV are animation, followed by people (21.8%) and puppets (6.4%). In Commercial TV almost 92% of the program is animation, followed by people (8.5%) on the Disney Channel and mixtures (8.3%) on TV2.

Children's Television Worldwide:

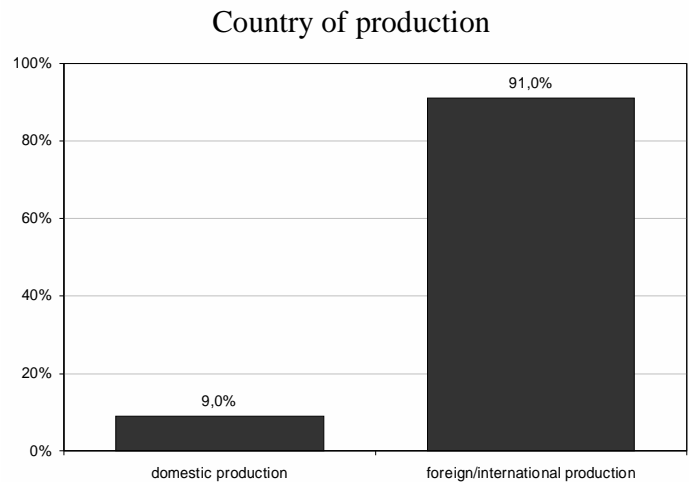
Gender Representation in Norwegian Children's Television

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 is it an international co-production?

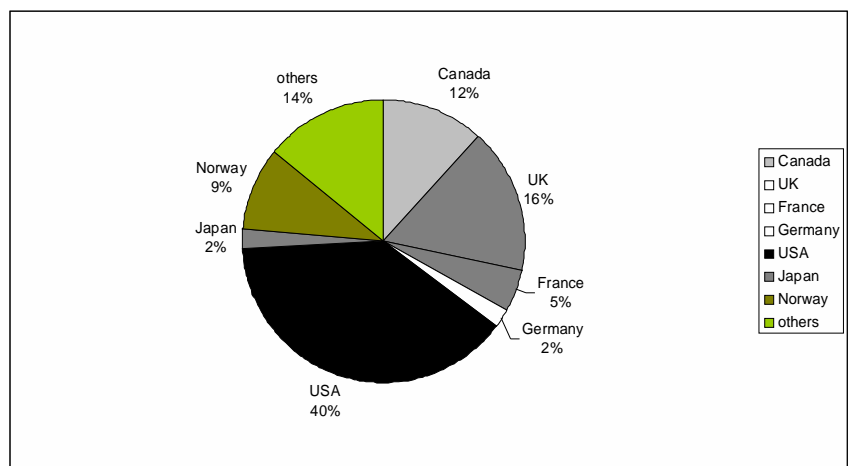
The fiction shows are in 91.0% of the cases productions of another country (n=73) and in 9.0% produced in their own country (n=5).



IZI – Children's Television Worldwide 2007; basis: Norway, n=21 h fict. children's programme

domestic prod.	
Malaysia	93,1%
USA	82,7%
UK	67,7%
China	53,4%
Canada	44,2%
Belgium	39,8%
Germany	17,3%
India	15,8%
Hungary	13,2%
Israel	13,1%
Australia	11,1%
Norway	9,0%
Egypt	8,9%
Netherlands	7,3%
South Africa	6,4%
Brazil	6,3%
Argentina	5,9%
Cuba	5,5%
Syria	3,2%
Slovenia	2,3%
Austria	0,8%
Hong Kong	0,6%
New Zealand	0,5%
Kenya	0,0%
total	22,6%

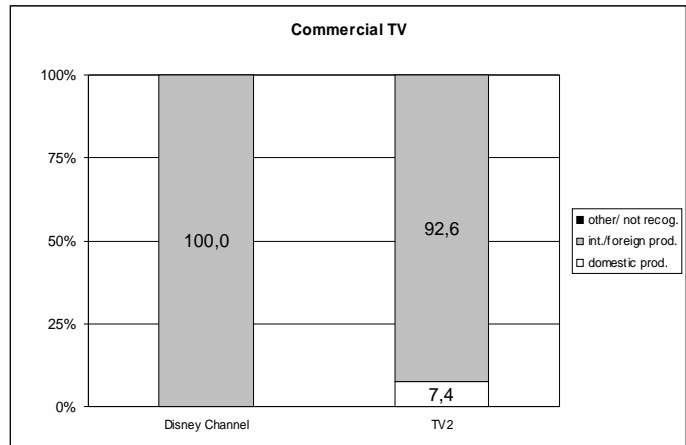
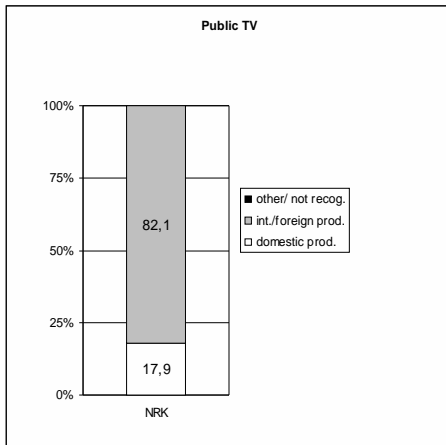
9.0% of the children's TV programs in Norway are domestic productions. Here the country is quite below the international average but nevertheless ranks amongst a broader middle field.



40% of children's TV broadcast in Norway is produced in the USA and 12% in Canada, so 52% of children's TV in Norway altogether is originally produced in Northern America. They are followed by the UK (16%) and by Norway (9%) itself.

Children's Television Worldwide:

Gender Representation in Norwegian Children's Television



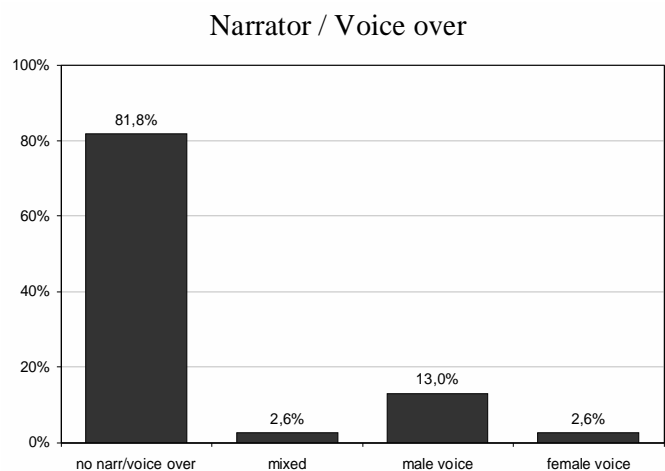
On the public station NRK in Norway, 82.1% of all the programs broadcast in children's TV are internationally or foreign produced. 17.9% are domestic productions.

Different to Public TV, commercial TV in Norway only broadcasts 7.4% domestic productions at all. And the Disney Channel broadcasts international or foreign productions for even a 100%.

Who speaks? Male 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 63 (81.8%) fiction shows there was no narrator, in 10 shows (13.0%) there was a male narrator, in 2 shows (2.6%) the narrators were mixed and in 2 shows (2.6%) female. A clear dominance of male voice over could be found.



IZI – Children's Television Worldwide 2007; basis: Norway, n=21 h fict. children's programme

Children's Television Worldwide:

Gender Representation in Norwegian Children's Television

Who are the main characters? Results at character level¹

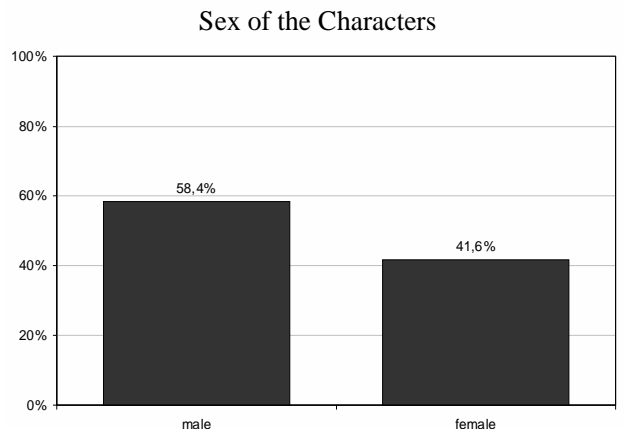
In this study we focused on the main characters of the show, which we defined as the characters that can be seen on screen at least 50% of the time of the duration of the episode. In the first step we analysed which sex it is, based on grammatical terms, name of character, voice, easily identifiable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

In terms of characters, in the 78 fiction shows 364 were identified as main characters.

Gender perspective: More males than females – but in international comparison the most balanced gender equality!

The characters of the fictional shows in Norwegian children's television were in 41.6% of the cases female and in 58.4% male.

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



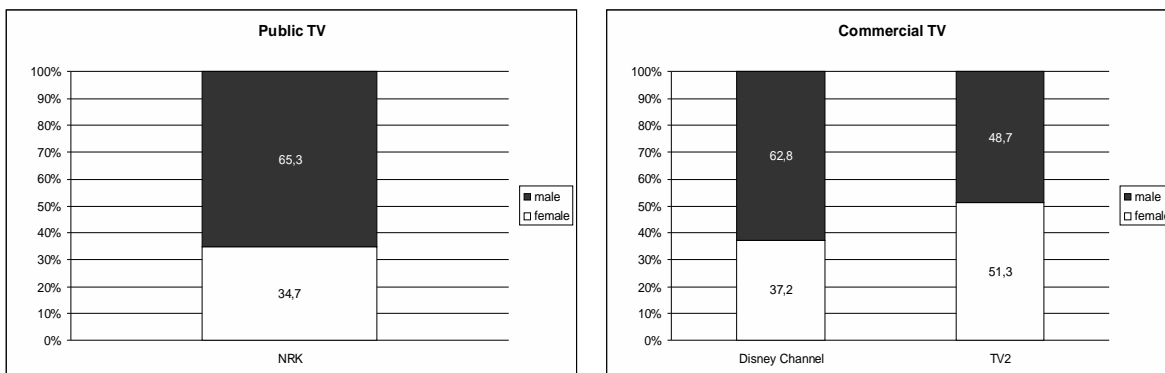
IZI – Children's Television Worldwide 2007; basis: Norway, n=21 h fict. children's programme; n=361 fict. characters

With 41.6% of female characters presented on children's TV in Norway, the country takes the very first place in this category and is almost 10.0% above the international average. Correspondingly, the country takes the very last place when it comes to the 58.4% of male 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.

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On Public TV in Norway around two-thirds of all characters shown in children's TV are male (65.3%) and around one third is female (34.7%). On Commercial TV there are generally more female characters represented than on Public TV. On TV2 even a small majority of 51.3% is female!

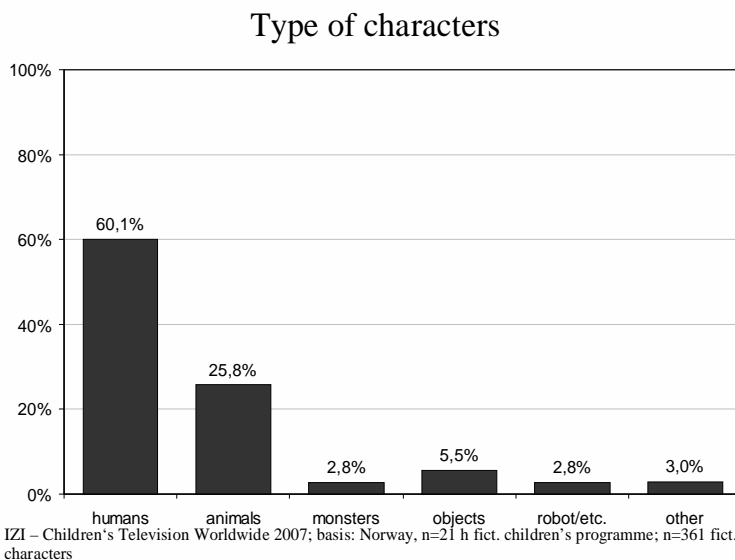
The public broadcaster has the highest misrepresentation in Norway while TV2 is internationally on the top of gender equality (at least regarding the sample).

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.?

215 characters of the recorded were human, which accords to a percentage of 60.1%. 93 of the characters (25.8%) were animals. Part of this group is, for example, Gogo of *Sauer*. The plants and objects appear as the third largest group. 20 characters (5.5%) can be assigned to these objects. Furthermore, 11 other characters (3.0%), 10 monsters and mythical creatures (2.8%), i.e. Maiken-dukken of *Lisa* and 10 robots or machines (2.8%) were recorded.

Of the animals 3 (60.0%) were female and 2 (40.0%) male. Of the humans 88 (40.9%) were female and 127 (59.1%) were male. The one plant and object was female (100%). Of the machines and robots which were counted, 3 (60%) were male and two were not identifiable (40%). The gender of the one other character was not identifiable.



Children's Television Worldwide: Gender Representation in Norwegian 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%

In Norway 60.1% of all characters represented in children's TV are Humans. Here the country ranks amongst the middle field and is very close to the international average. They are followed by Animals with 25.8%².

² *These figures also include neutral characters for a more valid comparison.

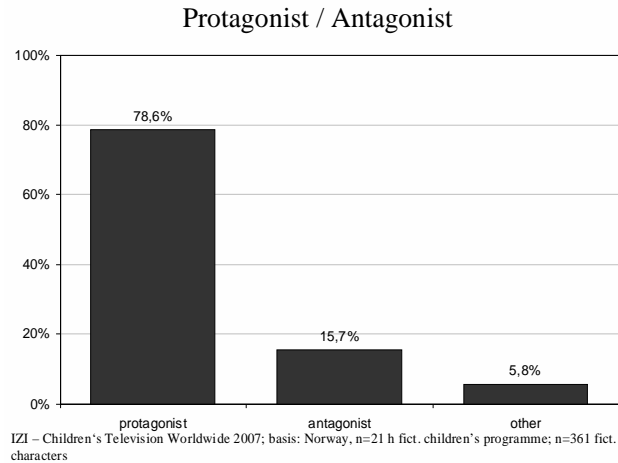
Children's Television Worldwide:

Gender Representation in Norwegian 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?

286 of the characters in Norwegian children's television were identified as protagonists. This corresponds to a relative part of 78.6%. On the other hand, there are 57 antagonists that constitute 15.7% of the characters. 21 characters could be ascribed to neither type (5.8%).



Of the protagonists counted, 75 (43.4%)

are female and 98 (56.6%) male. Among the antagonists there are 14 (38.9%) female characters and 22 (61.1%) male characters. The characters that can be classified as neither protagonist nor antagonist can be split up as follows: 3 (25.0%) of the characters are female and 9 (75.0%) are male.

	Antagonist
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%
Kenya	15,0%
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%
total	13,7%

In Norway 15.7% of all characters represented in children's TV can be described as Antagonists. Even though Norway is only very slightly above the international average, it still ranks amongst the first third in this category.

Children's Television Worldwide:

Gender Representation in Norwegian Children's Television

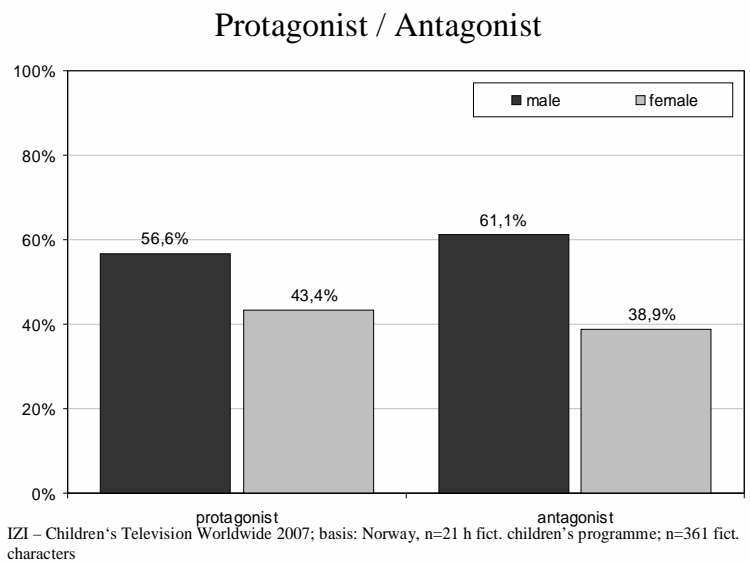
Gender Perspective: Males are more often the bad guys

Of the protagonists counted, 75 (43.4%) are female and 98 (56.6%) male.

Among the antagonists there are 14 (38.9%) female characters and 22 (61.1%) male characters

Among the female characters, 75 (81.5%) appear as protagonists. 14 (15.2%) of the female characters are antagonists.

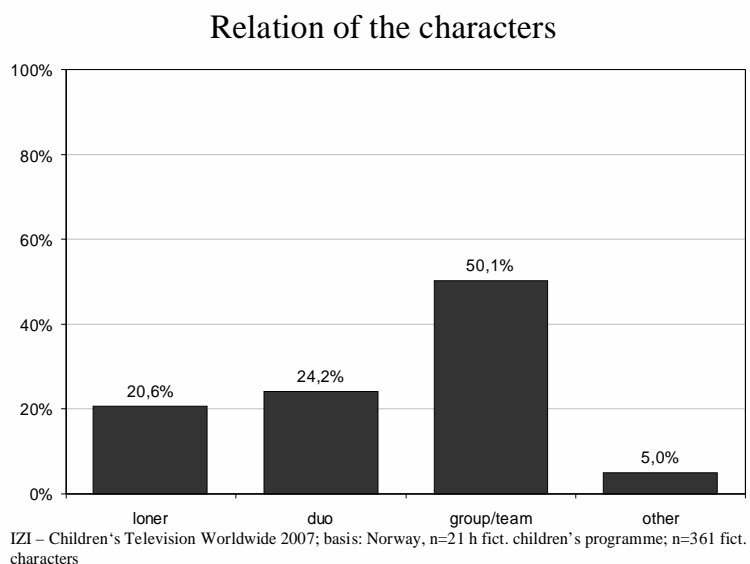
With regard to boys' or men's characters, there are 98 (76.0%) protagonists. 22 (17.1%) men characters appear as antagonists.



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?

180 of the characters (50.1%) are part of a group or a team. 87 of the coded characters in this category are part of a duo (24.2%). 74 are integrated into the plot as loners (20.6%). 5.0% could not be grouped into any of the categories (n=18).



Children's Television Worldwide:

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

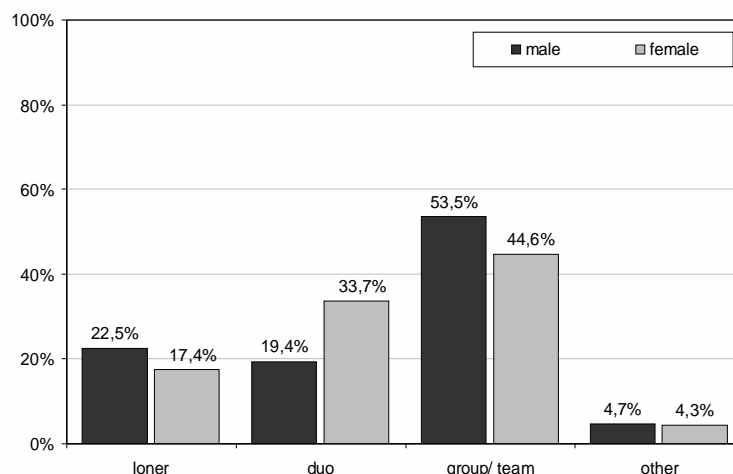
In Norway 50.1% of the characters represented in children's TV acted in Groups or Teams. Here Norway takes the first place amongst the final third and is below the international average.

Gender Perspective: Males appear more often as loners and in teams, females more often in duos.

Of the female characters 41 (44.6%) are part of a group, 31 (33.7%) are duos, 16 (17.4%) are loners and 4 (4.3%) could not be grouped into any of the categories.

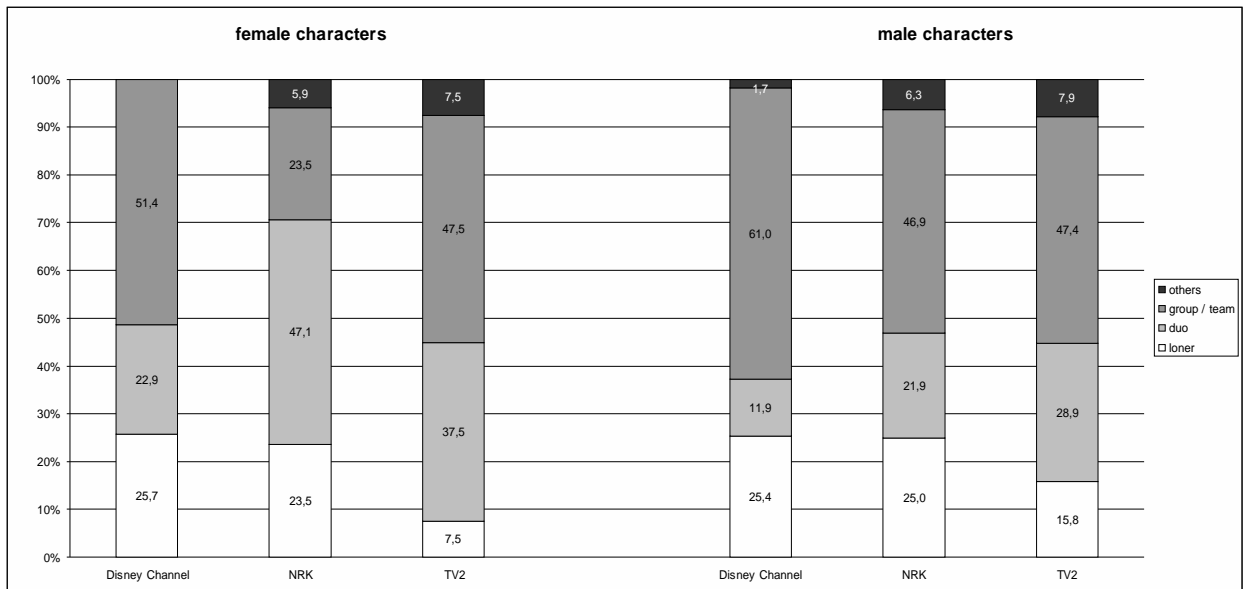
The male characters are with 69 (53.5%) part of a group, with 29 (22.5%) loners, with 25 (19.4%) duos and with 6 (4.7%) not part of any of the categories above.

Relation of the characters



IZI – Children's Television Worldwide 2007; basis: Norway, 21 h fict. children's prog.; 76 fict. shows; 365 human characters

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



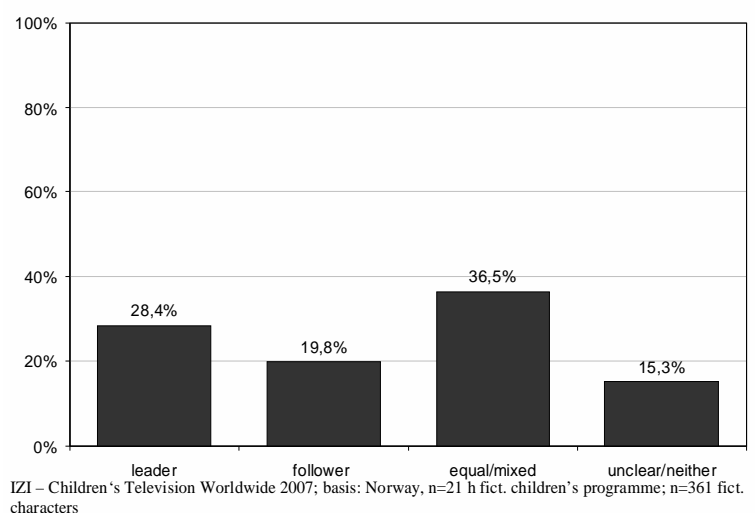
The highest percentage of female characters in groups/teams was represented on the Disney Channel (51.4%). The highest share of female duos was shown on NRK (47.1%), and the highest percentage of female loners was shown on the Disney Channel (25.7%). When it comes to male characters in groups/teams, again the Disney Channel showed the highest percentage of them (61.0%). The highest share of male duos was broadcast on TV 2 (28.9%), and the highest share of male loners was screened on NRK (25.0%).

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?

131 (36.5%) of the characters appear as equals regarding hierarchical positions. 102 (28.4%) are leaders. 71 (19.8%) are part of a following, and for 55 (15.3%) characters the position was not clearly identifiable.

Hierarchical position of the characters



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

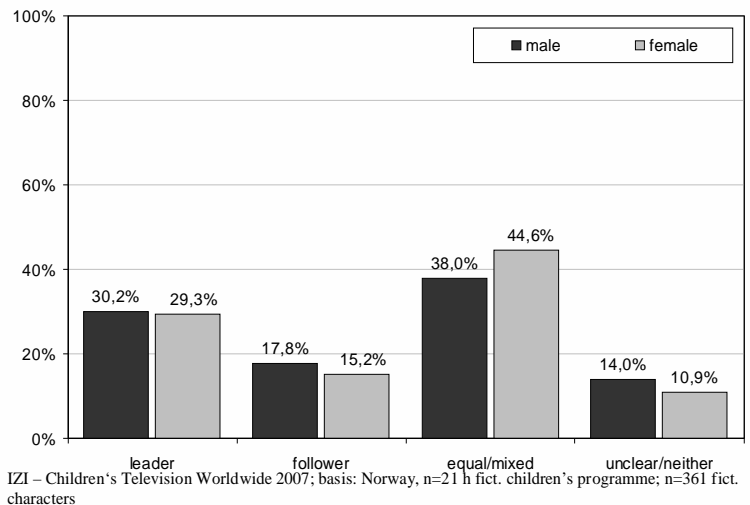
	Leader		Follower		equal or mixed
Argentina	47,3%	Australia	34,6%	Malaysia	67,1%
Cuba	42,1%	New Zealand	32,7%	Belgium	65,9%
India	40,2%	UK	30,1%	Brazil	62,9%
China	30,8%	India	26,9%	Hungary	61,4%
Norway	28,4%	Egypt	20,7%	USA	61,2%
Syria	28,2%	Norway	19,8%	Kenya	56,7%
South Africa	28,2%	South Africa	19,5%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

When it comes to hierarchical position in Norway, 36.5% of the characters in children's TV share an equal or mixed position. 28.4% are Leaders and 19.8% are Followers. With the two latter, Norway ranks amongst the first third in international comparison.

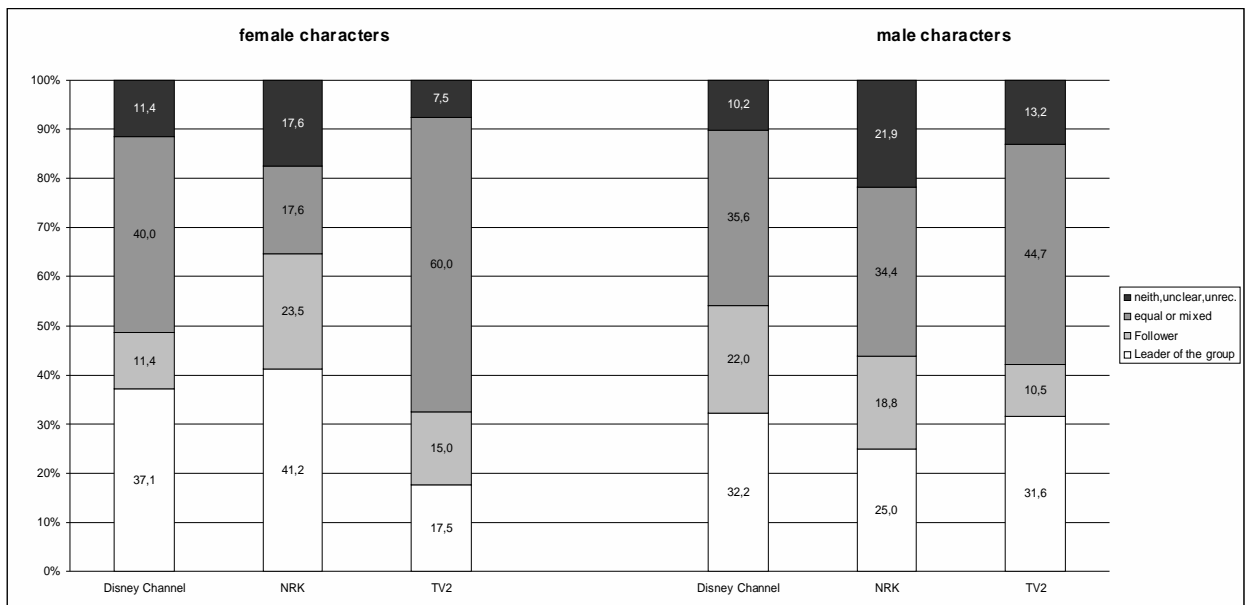
Gender Perspective: A little more male followers and a little more female equals

The female characters are in 41 (44.6%) of the cases equal or mixed. 27 female characters (29.3%) appear as leaders and 14 (15.2%) as followers. For 10 characters (10.9%) the constellation was not identifiable. Among the boy and man characters, 49 (38.0%) are equal or mixed and in 39 (30.2%) cases they are leaders of a group. 23 (17.8%) are part of the following and for 18 characters (14.0%) the classification was not possible.

Hierarchical position of the characters



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

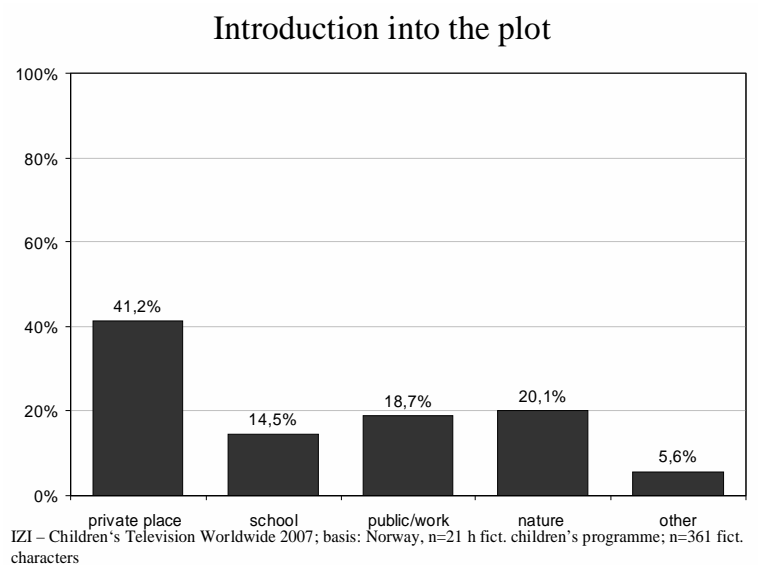


On NRK a majority of 41.2% of the female characters acts as Leaders. The highest share of females in an equal or mixed position was broadcast on TV2 (60.0%). The highest percentage of female Followers was counted on NRK (23.5%). Among male characters, the highest percentage of Leaders was shown on the Disney Channel (32.2%), followed by TV2 (31.6%). The highest share of males in an equal or mixed position was shown on TV2 (44.7%).

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. 148 (41.2%) of the recorded characters of this category appear here for the first time. 72 characters are in nature in their introduction scene (20.1%). Public spaces or work, respectively, rank third. Here, 67 (18.7%) of the characters are introduced for the first time. 52 characters (14.5%) are introduced in school, and 20 (5.6%) at other locations.



Children's Television Worldwide:

Gender Representation in Norwegian Children's Television

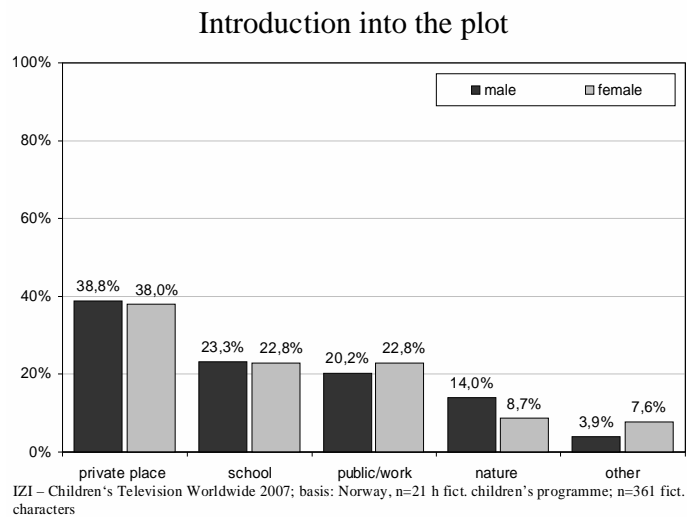
Gender Perspective: Almost gender equality.

35 (38.0%) of the female characters in the sample are introduced into the plot in private settings. 21 (22.8%) of the characters are introduced in public spaces or at work. Another 21 (22.8%) characters appear for the first time in school and 8 (8.7%) are introduced to the viewer in nature.

50 (38.8%) of the male characters are first introduced in private

settings. 30 (23.3%) are presented in school. At third position are public spaces or work with 26 characters (20.2%) and finally nature settings where 18 characters (14.0%) are introduced.

In the international comparison the gender balance is positively to note. Only in nature we can find a meaningful difference – Norway likes introduce boys more in nature than girls.



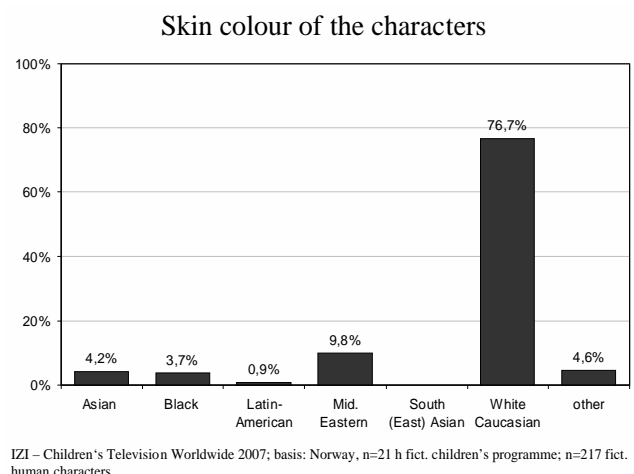
The analysis of the Human Characters

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.

165 (76.7%) of the human characters were classified as Caucasians. Arab characters were found in 21 (9.8%) characters of the sample. All in all, 10 characters were classified as Other or were not identifiable (4.6%). 8 (3.7%) have shown black physical traits and 9 (4.2%) were Asian. A minority with 2 characters consists of Latin-Americans (0.9%).



Children's Television Worldwide: Gender Representation in Norwegian 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%
Kenya	11,0%	South Africa	8,7%	Syria	3,6%	Canada	80,0%
USA	10,2%	Syria	8,3%	Kenya	3,5%	Netherlands	78,5%
Germany	9,2%	Brazil	7,9%	Canada	3,4%	Brazil	78,3%
Austria	9,0%	Kenya	7,0%	Netherlands	3,1%	Hungary	78,2%
Israel	7,5%	Belgium	6,6%	New Zealand	2,9%	Germany	77,5%
Netherlands	6,4%	Canada	6,6%	South Africa	2,7%	Austria	77,5%
New Zealand	6,3%	Argentina	6,0%	UK	1,9%	Norway	76,7%
India	6,3%	Israel	5,1%	Cuba	1,7%	Israel	76,4%
Brazil	5,9%	Australia	4,2%	Egypt	1,4%	Australia	74,9%
South Africa	5,7%	Netherlands	4,2%	Austria	1,4%	UK	72,8%
Canada	4,8%	Norway	3,7%	India	1,4%	New Zealand	72,6%
Belgium	4,3%	Slovenia	3,0%	Germany	1,4%	Kenya	68,9%
Slovenia	4,2%	Egypt	2,6%	Norway	0,9%	USA	67,8%
Norway	4,2%	China	2,0%	Belgium	0,9%	India	60,3%
Australia	3,2%	Cuba	1,7%	Hungary	0,9%	Syria	52,4%
UK	1,9%	India	1,6%	China	0,2%	Egypt	45,4%
Cuba	0,9%	Hungary	1,5%	Slovenia	0,1%	Hong Kong	30,3%
Argentina	0,0%	Hong Kong	0,4%	Argentina	0,0%	China	14,8%
Malaysia	0,0%	Malaysia	0,0%	Malaysia	0,0%	Malaysia	12,7%
total	11,7%	total	6,4%	total	2,6%	total	72,2%

In Norway, 76.7% of the characters represented in children's TV are white Caucasian. Here the country ranks amongst a broader middle field and is a little bit above the international average. Far behind follow Asians and Blacks with 4.2% and 3.7%. Latin-Americans with 0.9% come last.

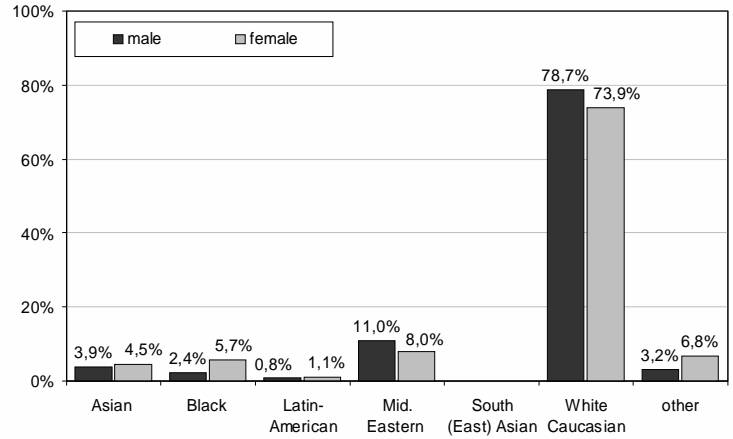
Norway's children's television is among the countries with the least diverse main characters when it comes to ethnic backgrounds. In further analysis it should be analysed if maybe other ethnic minorities of East and South European backgrounds are represented more (and here coded as Caucasian).

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

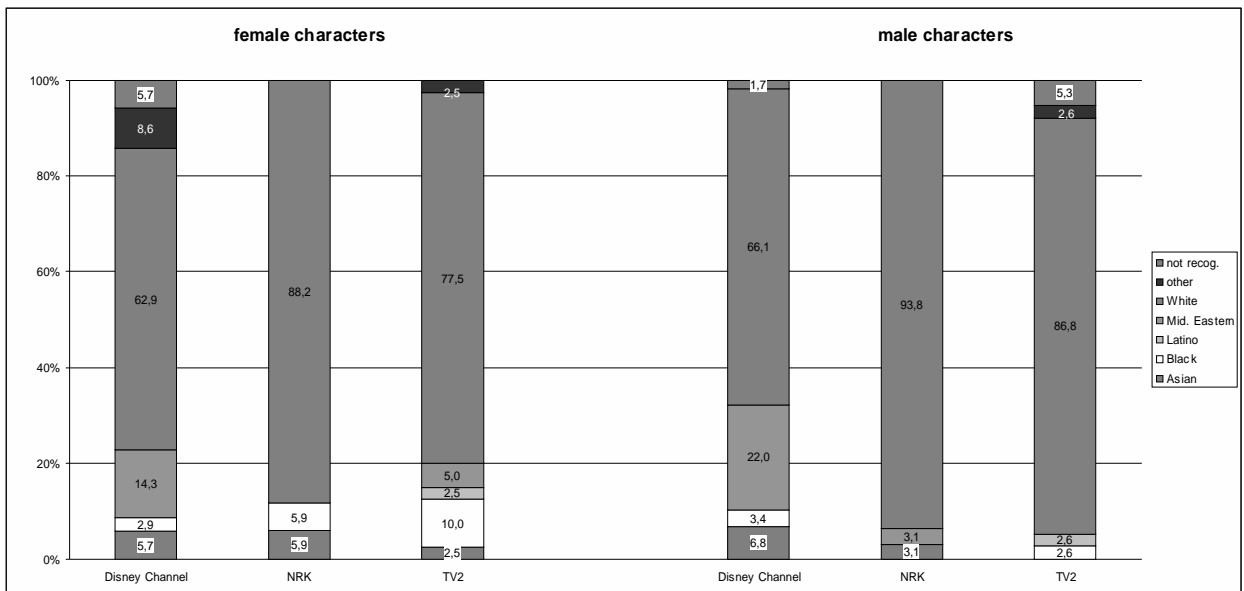
Gender Perspective: More female Blacks and more Mid. Eastern males

Out of the female characters 65 (73.9%) are white Caucasians, 4 (4.5%) Asians, 5 (5.7%) Blacks, 1 (1.1%) is Latin-American and 7 (8.0%) with typical traits of the Middle East are a part of a group. The male characters are with 100 (78.7%) white Caucasians, with 5 (3.9%) Asians, with 3 (2.4%) Blacks, with 1 (0.8%) Latin-American and with 14 (11.0%) Middle East.

Skin colour of the characters



IZI – Children's Television Worldwide 2007; basis: Norway, n=21 h fict. children's programme; n=217 fict. human characters



The highest percentage of white Caucasian female characters was shown on NRK (88.2%). There were only 5.9% of female Asians on NRK, 5.7% of them on the Disney Channel and only 2.5% of them on TV2. The highest share of Black females was broadcast on TV2 (10.0%). The highest percentage of white Caucasian males was screened on NRK (93.8%). The highest percentage of male Asians was shown on the Disney Channel (6.8%), as well as the highest share of male Blacks (3.4%). Regarding ethnic diversity Disney channel and TV2 seem to offer a broader diversity.

Children's Television Worldwide:

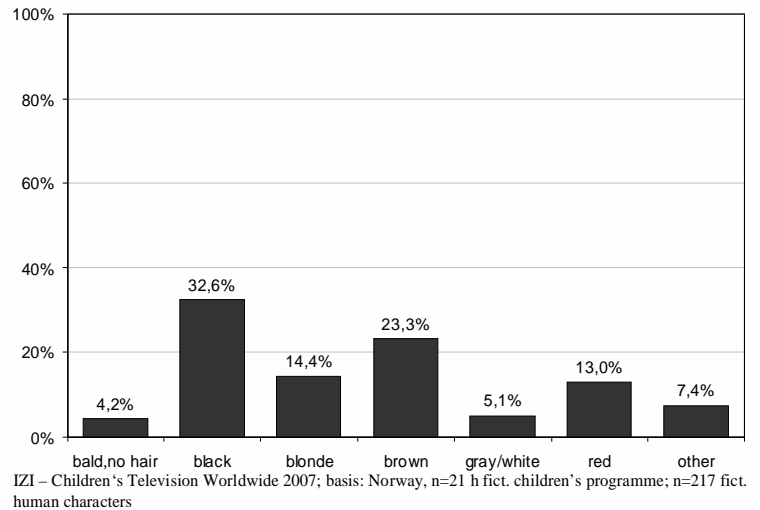
Gender Representation in Norwegian Children's Television

Hair colour of protagonists

We coded what the hair mostly looks like.

71 (32.6%) characters had black hair and 50 (23.3%) characters had brown hair. 31 characters were blonde (14.4%) and the hair of 28 people was red (13.0%). 16 people were categorized in the category Other (7.4%). While the hair of 11 characters was gray or white (5.1%), 9 people had no hair at all (4.2%).

Hair colour of the characters

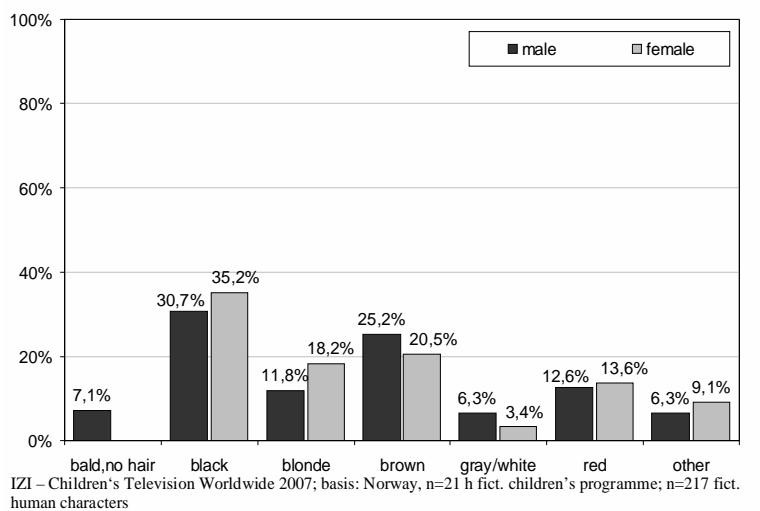


Gender Perspective: Females are more often blonde and black-haired

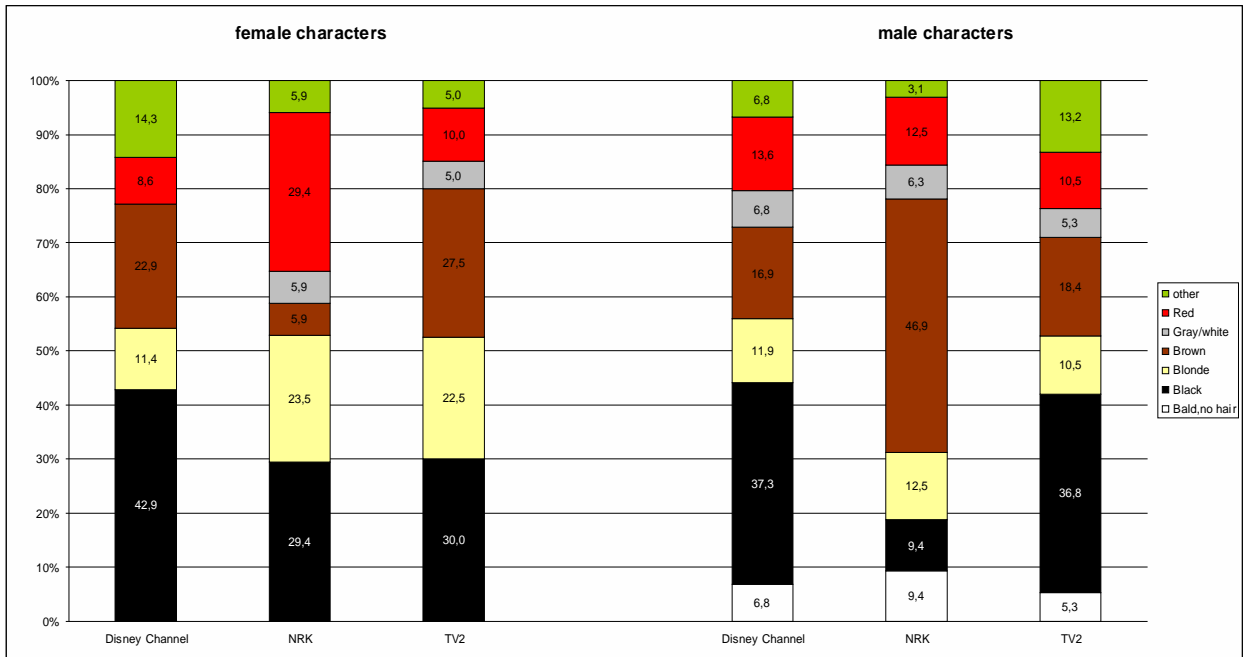
Out of the female characters no one has no hair, 31 (35.2%) have black hair, 16 (18.2%) blonde hair, 18 (20.5%) brown hair, 3 (3.4%) gray or white hair and 12 (13.6%) have red hair.

The male characters are with 9 (7.1%) without hair, with 39 (30.7%) black-haired, 15 (11.8%) have blonde hair, 32 (25.2%) have brown hair, 8 (6.3%) have gray or white hair and 16 (12.6%) have red hair.

Hair colour of the characters



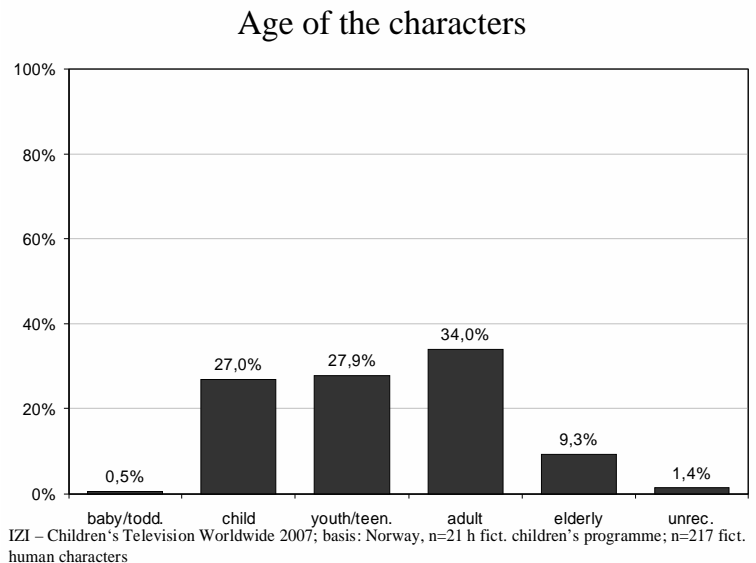
Children's Television Worldwide: Gender Representation in Norwegian Children's Television



The highest percentage of black-haired females was shown on the Disney Channel (42.9%), whereas the highest percentage of blondes on NRK (23.5%). And there were a relatively high percentage of red-haired females on NRK (29.4%). When it comes to the male characters, most of them are dark haired, and on NRK a majority of 46.9% has brown hair. The highest share of black-haired males was shown on the Disney Channel (37.3%). The highest percentage of male blondes (12.5%) as well as of males that are bald (9.4%) was broadcast on NRK.

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.



Children's Television Worldwide:

Gender Representation in Norwegian Children's Television

In terms of age, three larger groups could be found in the sample: 73 (34.0%) are adults, 58 (27.0%) are children and 60 (27.9%) are teenagers. Only 20 (9.3%) are seniors, 3 (1.4%) are unrecognisable and one (0.5%) is a 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%	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%

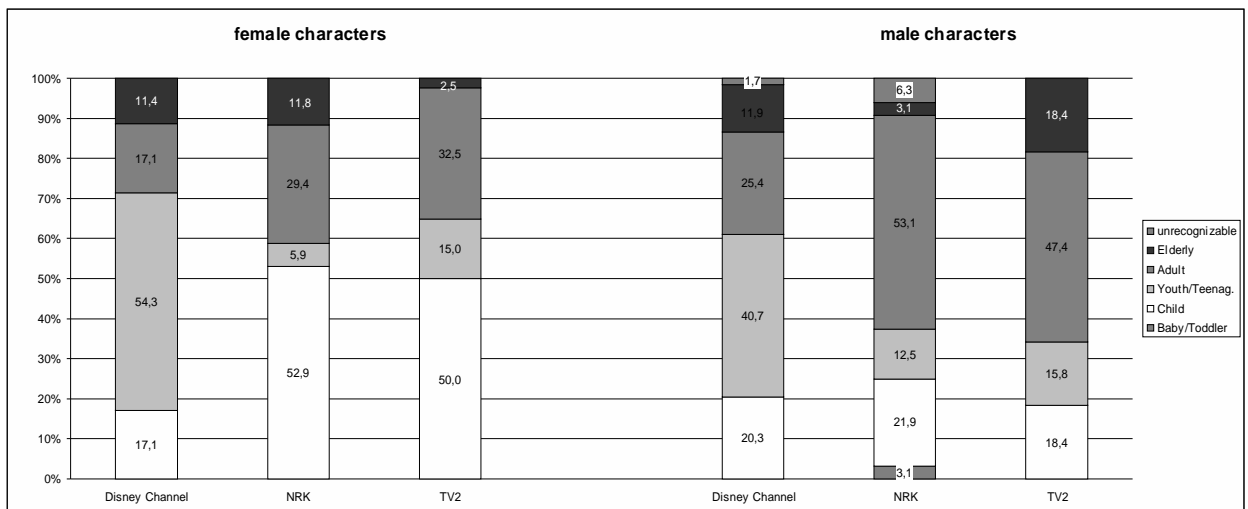
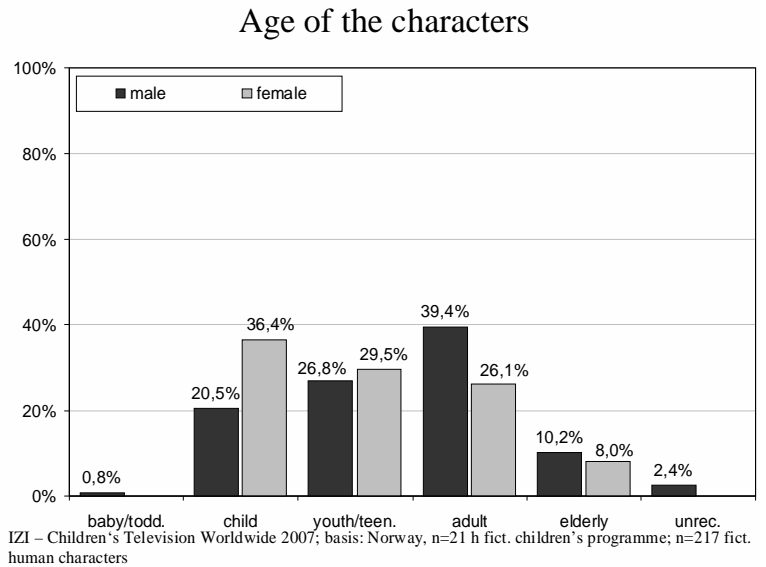
The majority of characters shown in children's TV in Norway, i.e. with a share of 34.0%, are Adults. Here Norway is above the international average, and with 9.3% of Elders the country takes the second place in the comparison. 27.9% of the characters represented are Youths/Teenagers, and 27.0% are Children. Only 0.5% are Babies/Toddlers.

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

Gender Perspective: Females are more often children and teens, males more often adults and elderly

Out of the female characters no one is a Baby or Toddler, 32 (36.4%) are children, 26 (29.5%) teens, 23 (26.1%) adults and 7 (8.0%) seniors.

1 single male character (0.8%) is a Baby or Toddler, 26 (20.5%) are children, 34 (26.8%) teens, 50 (39.4%) adults and 13 (10.2%) are seniors.



On the Disney Channel 54.3% of the female characters are Youths/Teenagers. The highest percentage of female children was counted on NRK (52.9%), and the highest share of Adults had TV2 (32.5%). Amongst the male characters, 53.1% of them were Adults on NRK. The highest share of male children was also shown by NRK (21.9%). The highest percentage of Youths/Teenagers was screened by the Disney Channel (40.7%).

Children's Television Worldwide:

Gender Representation in Norwegian Children's Television

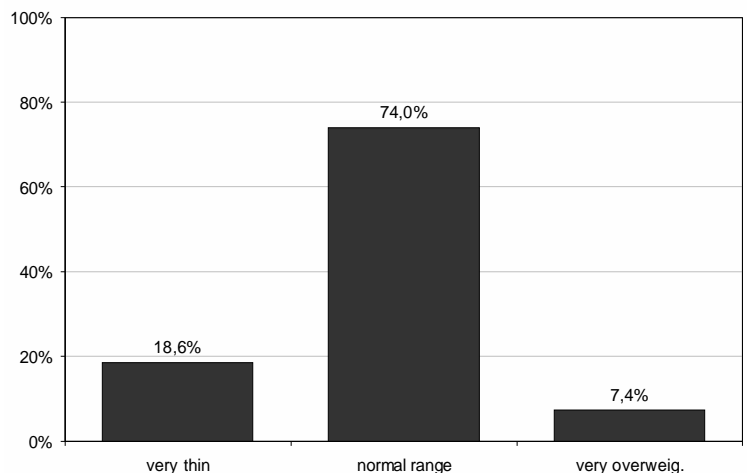
Physique of characters

What weight or shape does the main character have?

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

165 (74.0%) of the sample are of average weight. 40 (18.6%) of the characters were very thin, and 16 (7.4%) very overweight.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Norway, n=21 h fict. children's programme; n=217 fict. human characters

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

In Norway 74.0% of all characters represented in children's TV are of a normal body range. Here the country takes third the last place in the international comparison. 7.4% of the characters are overweight, what is close to the international average. Correspondingly, 18.6% of the shown characters are very thin, so in this particular category Norway takes the very third place.

Children's Television Worldwide:

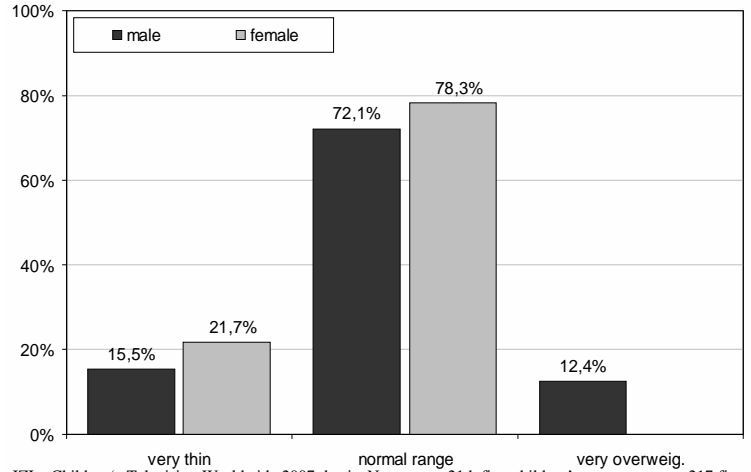
Gender Representation in Norwegian Children's Television

Gender Perspective: Females are more often thin, only males are overweight.

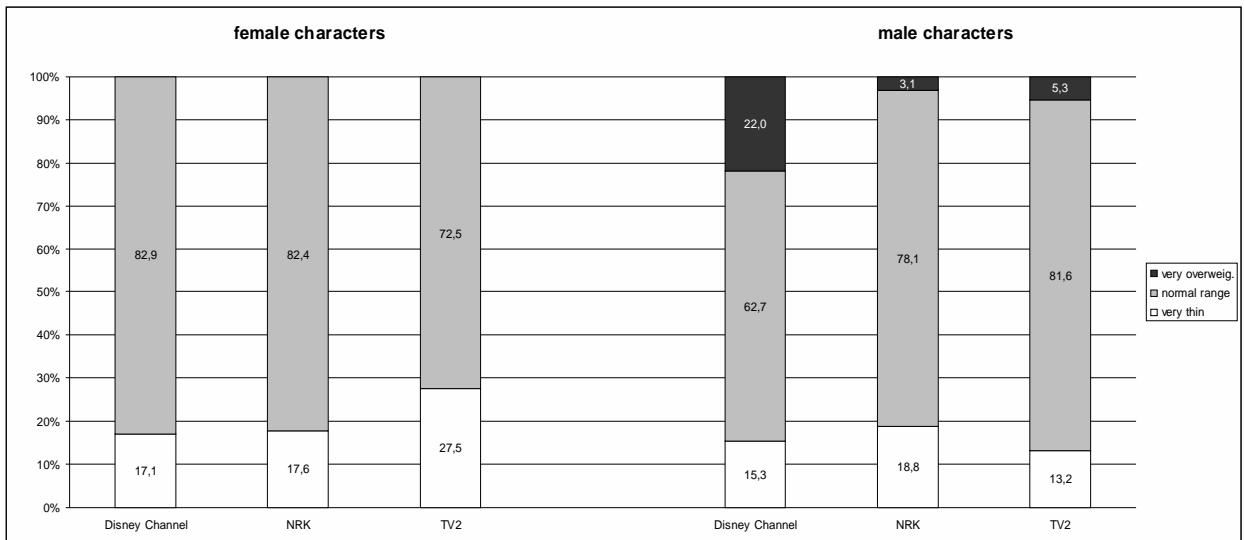
Out of the female characters 72 (78.3%) are in the normal range and 20 (21.7%) are very thin.

Out of the male characters (72.1%) are in the normal range, 20 (15.5%) are very thin and 16 (12.4%) are very overweight.

Physique of the characters



IZI – Children's Television Worldwide 2007; basis: Norway, n=21 h fict. children's programme; n=217 fict. human characters



The highest percentage of female characters with a normal body range was shown on the Disney Channel (82.9%). The highest share of very thin females was broadcast by TV2 (27.5%). There are no overweight females in Norwegian Children's Television (at least in this sample). Concerning the males, the highest percentage of normal sized characters was shown on TV2 (81.6%). The highest share of very thin males was shown by NRK (18.8%). And the highest percentage of overweight males was broadcast on the Disney Channel (22.0%).

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

Disabilities of main characters: Nearly not there!

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

11 disabled characters (5.0%) are among the recorded and coded characters in this sample.

Out of the female characters 86 (93.5%) are without any recognisable disability and 6 (6.5%) are obviously disabled. Out of the male characters 124 (96.1%) are not disabled, while 5 (3.9%) have got a recognisable disability. 95.0% of all characters are without any recognisable disability.

Children's Television Worldwide:

Gender Representation in Norwegian Children's Television

Summary of the results:

Norwegian children's television in international comparison

The sample we analysed here consists of 25 hours of explicit children's television, 21 hours of fictional shows, 84 programmes (78 fictional shows), 364 characters (fiction) and 215 human characters.

We found a lot of aspects where the Norwegian children's TV is in its tendencies close to the average of other 23 analysed countries:

It is a little bit above the international average with its high percentage (84 %) of animation, and with **9% domestically produced programmes it is clearly below the international average.**

When it comes to hierarchical positions, Norway ranks amongst the first third in international comparison with Leaders and Followers and has less main characters in groups. It introduces the characters in a balanced way in private, public or work places, and only when a character is introduced in the nature boys/men are overrepresented. And as in many other countries too, there are nearly no main characters with disabilities or chronic illnesses.

At some points Norwegian children's television was outstanding in the international comparison, out of this results we want to highlight some to promote quality.

- With **41.6% of female characters** presented on children's TV in Norway, the country takes the **very first place** in this category and is almost 10.0% above the international average.
- The public broadcaster has the highest misrepresentation (35% to 65%) while TV2 (51% to 49%) represents exactly the gender ratio in reality and is internationally on the top of gender equality (at least regarding the numbers). We would like to stress that children deserve to see themselves on television – also in their gender diversity. A public broadcaster should find ways to balance this misrepresentation.
- Norway has the **top ranking regarding elderly** (both male and female) which is positively to mark, because grandparents play an important role but are nearly absent in children's TV. Here Norway is the exception. But it is below the average regarding children and teenagers and a little bit above with adults (male dominated) as main characters. It seems that Norwegian children's TV likes to tell its stories with grown up main characters.
- **19% of the shown characters are very thin**, so in this particular category Norway takes the very third place. But in comparison to other countries there are skin female and males which is positively to mark.