EXECUTIVE SUMMARY

PRIMETIME MISOGYNY 2007 MEDIA SURVEY

On October 10, 2007, the findings of the Primetime Misogyny 2007 Media Survey were released. In addition to tracking levels of hate speech and bias language on primetime network television, the Media Survey compared the latest findings to those of a similar survey conducted in the Spring of 2000.

The 2007 survey was conducted from March 19 to April 27, 2007, and monitored all six networks during their primetime schedules (8:00 p.m. to 11:00 p.m., for one Monday through Friday period each, on ABC-TV, CBS-TV, NBC-TV, Fox TV, MY TV and the CW). A total of 80 hours of programming were monitored.

As was the case in the first Media Survey conducted in 2000, females were the target of the majority of language incidents, both overall and in individual language categories.

To differentiate between various forms of bias language and hate speech, each “language incident” was assigned to one of four categories:

- **Category 1** (bias language) consisted of language that was dismissive, exclusionary or marginalizing. Examples included “mankind,” “kiddo,” “geek,” and “the Christian thing to do.”
- **Category 2** (bias language) consisted of language that was disrespectful, patronizing or negatively stereotypical. Examples included “girl,” “hormonal,” “frat boy,” “drag queen,” “Sister Cleeshayah,” and “old coot.”
- **Category 3** (hate speech) consisted of language that was demeaning, objectifying or insulting. Examples included “chick,” “heifer,” “fat butt,” “dork,” “moron,” and “trailer trash.” Category 3 also included non-obscene language that was sexually objectifying or racially insulting.
- **Category 4** (hate speech) consisted of derogatory or pejorative language (epithets, slurs, etc.). Examples included “bitch,” “slut,” “douchebag,” “bastard,” “spaz,” “spic,” and “coon.” Category 4 also included obscene language that was sexually objectifying, language that promoted, trivialized or exploited for comedic purposes rape, stalking, sexual molestation or harassment, sex trafficking, violence against any group, and language that accompanied gender or racial minstrel shows.

Overall, there were 1,874 language incidents in 2007, compared to 590 in 2000. This represents an increase of 218% over 2000. Females accounted for 1,111 incidents in 2007 (or 59.3% of the total), compared to 416 (70.5%) of the total) in 2000. The next most-targeted group was males at 193 incidents (10.3% of the total), compared to 84 (14.2% of the total) in 2000.

The number of target groups also increased: In 2000, there were 22 targets groups, while in 2007, there were 36 target groups, an increase of 64%. As in 2000, the majority of the target groups accounted for less than 5% of the total language incidents.

2007 LANGUAGE CATEGORY BREAKDOWN

**CATEGORY 4**: There were a total of 226 language incidents in Category 4. Females were the most frequent target at 157 incidents (69.5% of Category 4), with the remaining incidents spread out over 11 other groups, as follows:

- 32 incidents targeted males (14.2%);
- 15 incidents targeted physical attributes (6.6%);
- 5 incidents targeted political right/conservatives (2.2%);
- 4 incidents targeted disabilities (1.8%);
- 3 incidents targeted African Americans (1.3%);
- 3 incidents targeted mental illness (1.3%);
- 2 incidents targeted Africans (0.9%);
- 2 incidents targeted Jews (0.9%);
- and 1 incident each (0.4%) targeted age, class, and Hispanics.
<>CATEGORY 3: There were a total of 256 language incidents in Category 3. Females were the most frequent target at 175 incidents (68.3% of Category 3), with the remaining incidents spread out over 17 other groups, as follows:

<><24 incidents targeted social attributes (9.4%); 12 incidents targeted males (4.7%); 9 incidents targeted disabilities (3.5%); 8 incidents targeted physical attributes (3.1%); 6 incidents targeted lesbians (2.3%); 4 incidents targeted mental illness (1.6%); 3 incidents targeted African Americans (1.2%); 3 incidents targeted class (1.2%); 3 incidents targeted gay males (1.2%); 2 incidents targeted Hispanics (0.8%); and 1 incident each (0.4%) targeted age, children, Greeks, Gypsies, the police, political left/liberals, and Whites.

<>CATEGORY 2: There were a total of 1,204 language incidents in Category 2. Females were the most frequent target at 654 incidents (54.3% of Category 2), with the remaining incidents spread out over 32 other groups, as follows:

<><146 incidents targeted males (12.1%); 67 incidents targeted gay males (5.6%); 53 incidents targeted class (4.4%); 41 incidents targeted physical characteristics (3.4%); 40 incidents targeted age (3.3%); 33 incidents targeted mental illness (2.7%); 23 incidents targeted political left/liberals (1.9%); 21 incidents targeted African Americans (1.7%); 19 incidents targeted Hispanics (1.6%); 17 incidents targeted disabilities (1.4%); 13 incidents targeted Asians (1.1%); 9 incidents targeted foreigners (0.7%); 9 incidents targeted political right/liberals (0.6%); 7 incidents targeted Arab/Middle Easterners (0.6%); 6 incidents targeted lesbians (0.5%); 5 incidents targeted Whites (0.5%); 4 incidents targeted Jews (0.3%); 4 incidents targeted the police (0.3%); 3 incidents targeted Africans (0.2%); 3 incidents targeted Christians (0.2%); 3 incidents targeted Eastern European participants (0.2%); 3 incidents targeted the French (0.2%); 2 incidents targeted Americans (0.2%); 2 incidents targeted children (0.2%); 2 incidents targeted Indian/Pakistanis (0.2%); 2 incidents targeted the Irish (0.2%); and 1 incident each (0.1%) targeted the British, Polish, Scots, social attributes, and Southerners.

<>CATEGORY 1: There were a total of 188 language incidents in Category 1. Females were the most frequent target at 125 incidents (66.5% of Category 1), with the remaining incidents spread out over 13 other groups, as follows:

<><23 incidents targeted age (12.2%); 9 incidents targeted Whites (4.8%); 7 incidents targeted social attributes (3.7%); 4 incidents targeted class (2.1%); 4 incidents targeted physical attributes (2.1%); 3 incidents targeted African Americans (1.6%); 3 incidents targeted males (1.6%); 3 incidents targeted non-Christians (1.6%); 2 incidents targeted Arab/Middle Easterners (1.1%); 2 incidents targeted Southerners (1.1%); and 1 incident each (0.5%) targeted foreigners, gay males and Asians.

2007 NETWORK BREAKDOWN

By network, although the percentages varied within each category, females were the most frequent target on all networks in all categories. Overall, each network’s single week targeted females as follows:

<>ABC-TV had a total of 257 language incidents, with females being the target of 151 incidents (58.7%);
<>CBS-TV had a total of 255 language incidents, with females being the target of 167 incidents (65.5%);
<>NBC-TV had a total of 354 language incidents, with females being the target of 152 incidents (42.9%);
<>Fox TV had a total of 259 language incidents, with females being the target of 113 incidents (43.6%);
<>The CW had a total of 442 language incidents, with females being the target of 350 incidents (79.2%);
<>MY Network TV had a total of 307 language incidents, with females being the target of 178 incidents (58%).
TARGETING FEMALES DISPROPORTIONATELY

From 2000 to 2007, the disparity—or spread—grew larger between the overall number of language incidents targeting females and the overall number of incidents targeting the next highest group. In 2000, females were targeted with 416 language incidents, while the next highest group—males—were targeted with 84 language incidents, representing a 395% spread. In 2007, females were targeted with 1,111 language incidents, while the next highest group—again, males—were targeted with 193 language incidents, representing a 476% spread.

Females were also targeted more frequently than any other group with obscenities and epithets, both in 2000 and in 2007. Moreover, there has been an increase from 2000 to 2007 in the frequency of obscenities and epithets targeting females. For example, use of the gender epithet “bitch” grew by 343% from 2000 to 2007, from 23 incidents in 2000 to 102 incidents in 2007.

As pointed out above, females were target of the majority of language incidents in all categories on all networks. Overall and within each category, no other group was the target of more than 15% of the total language incidents; females, however, were the target of more than 50% of the total language incidents both overall and within each category.

Within each network’s overall totals, there were two exceptions: females were targeted at just over 40% on two networks (NBC and Fox); however, no other group was targeted at more than 15% of each network’s overall total. There were also some exceptions to the 50%/15% rule within some network’s language categories:

- On CBS-TV, males were the target of 15.5% of Category 2 language incidents, and age was the target of 30.4% of Category 1 language incidents.
- On NBC-TV, females were the target of 35.1% of Category 2 language incidents, and 46.7% of Category 1 language incidents.
- On Fox TV, males were the target of 43.3% of Category 4 language incidents, and females were the target of 36.7% of Category 2 language incidents. In Category 1, both age and social attributes were the target of 15.8% of the language incidents.
- On MY Network TV, social attributes were the target of 37.5% of Category 3 language incidents. In Category 2, females were the target of 45.3% and males were the target of 24.8% of language incidents.

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For more information and/or copies of supporting documentation, data tables, etc., please contact:
Mimi Yahn, Author/Researcher, Primetime Misogyny 2007 Media Survey, at: 412 366-3710 or 412 414-3459 or email at swiftianreport@surfbest.net.