
-

-

:

/ .

:

كلمات شكر

(" ")

() ()

إهداء

:

15

19

.

.

:

20

. 1

. 2

. 3

. 4

. 1 . 4

. 2 . 4

:

. 1

. 1 . 1

. 2 . 1

. 2

: . 3

. 1 . 3

. 1 . 1 . 3

. 2 . 1 . 3

. 1 . 2 . 1 . 3

. 2 . 2 . 1 . 3

: . 3 . 2 . 1 . 3

. 4

. 1 . 4

. 1 . 1 . 4

. 1 . 1 . 1 . 4

. 2 . 1 . 1 . 4

/ . 3 . 1 . 1 . 4

. 4 . 1 . 1 . 4

. 5 . 1 . 1 . 4

. 2 . 1 . 4

. 2 . 4

. 1 . 2 . 4

: . 2 . 2 . 4

objectification . 1 . 2 . 2 . 4
. 2 . 2 . 2 . 4

.5

. 1 . 5

. 2 . 5

. 3 . 5

.6

. 1 . 6

. 1 . 1 . 6

. 2 . 1 . 6

. 2 . 6

Berger & Luckmann . 1 . 2 . 6

Jean Searle . 2 . 2 . 6

. 1 . 2 . 2 . 6

. 2 . 2 . 2 . 6

. 3 . 2 . 2 . 6

Goffman . 3 . 2 . 6

. 1 . 3 . 2 . 6

modalisation . 2 . 3 . 2 . 6

.7

.1.7

.2.7

.3.7

.1.3.7

.1.1.3.7

.2.1.3.7

.3.1.3.7

: .2.3.7

.4.7

.1.4.7

.2.4.7

.3.4.7

.8

.1.8

.2.8

1 .3.8

:

.1

. 1 . 1

. 2 . 1

:

. 1 . 2 . 1

. 3 . 1

. 2

. 3

:

. 1 . 3

. 2 . 3

. 3 . 3

.

. 1 . 3 . 3

. 1 . 1 . 3 . 3

. 2 . 3 . 3

. 1 . 2 . 3 . 3

:

. 1

. 1 . 1

. 2 . 1

. 2

. 1 . 2

. 2 . 2

.. . 3 . 2

. 4 . 2

) . 5 . 2

(

. 6 . 2

.. 7 . 2

.3

. 1 . 3

. 1 . 1 . 3

. 2 . 1 . 3

. 2 . 3

. 1 . 2 . 3

. 2 . 2 . 3

. 3 . 3

. 1 . 3 . 3

. 2 . 3 . 3

.4

. 1 . 4

. 1 . 1 . 4

. 2 . 1 . 4

. 2 . 4

. 1 . 2 . 4

. 2 . 2 . 4

:

. 1

. 1 . 1

. 2 . 1

. 2

. 1 . 2

. 2 . 2

.3

. 1 . 3

. 1 . 3

47	:(1)
48	:(1)
50	:(2)
59	:(2)
98	:(3)
121	:(4)
156	:(3)
156	:(4)
156	:(5)
160	:(6)
162- 163	:(7)
164	:(8)
166	:(9)
169- 170	(10)
171	:(11)
171	:(5)
172	:(6)
172	:(7)
174	:(12)
175	:(13)
175	:(8)
176	:(9)

176		:(10)
179	.	:(14)
180		:(15)
181		:(16)
182		:(17)
183		:(18)
194		:(19)
185		:(20)
188	.	:(21)
189		:(22)
189		:(23)
190		:(24)
191		:(25)
192		:(26)
193		:(27)
194		:(28)
196		:(29)
196		:(30)
198		:(31)
199		:(32)
209		:(33)
225		:(34)

:

« The effect of television viewing on the construction of social reality has been a topic of study in mass communication for over 20 years. Often termed cultivation or social reality, this body of research has demonstrated modest, but consistent, effects of television viewing on what people believe the social world is like. » (Schrum and O'Guinn, 1993)

. orchestrale " "

Ô

Gerbner

:

George

"

1"

¹ Gerbner George, *Cultivation Analysis; An Overview*, *Mass Communication & Society*, 1998, 1(3/4), p191

Searle

Berger & Luckman

. Goffman

.

-

.

.

-

.

-

.

الفصل الأول

إشكالية البحث، أهدافه، وأهميته،
وتحديد المفاهيم

....

.¹

Hawkins & Pingree, Ogles, 1987)

(Gerbner & Gross, 1976)

:

(1982

<

et al 1987 .

<

"

Potter 1991 Hawkins

"

"

"

Morgan and) (Kubey and Csikszentmihalya, 1990) /

(Horton and Wohl, 1956) (Signorelli, 1986

¹ L.J. Shrum and Thomas C. O'Guinn *Processes and Effects in The Construction of Social Reality - construct accessibility as an explanatory variable - Communication Research, Vol 20, n°3, 1993, p 436*

Gerbner &) (A.M. Rubin & Windahl, 1986) /

.(Gross, 1976, Morgan & Signorelli, 1990

/

(Addiction, Dependence, Heavy Viewing) / /

. ... /

Winn, 1977 ; Smith, 1986; APA, 1987; Foss & Alexander, 1987; Alexander, 1990;)

.(McIlwraith, Jacobvitz, Kubey, Alexander, 1990; Horvath, 2004

/

"

.¹ /

" " (Fantasy life)

/

" "

.(McLuhan, 1962; McLuhan & McLuhan, 1988)

(Arousal)

(extroverts)

¹ Robert McIlwraith, Robin Smith Jacobvitz, Robert Kubey, Alison Alexander, *Television Addiction, American Behavioral Scientist, Vol 35, n°2, Nov-Dec 1991, p109*

(Eysenck, 1978)

(introverts)

(Milkman & Sunderwirth, 1987)

/ /

/ /

. /

Milkman & Sunderwirth, 1987; Dietz &)

(Gortmaker, 1985; McIlwraith, 1990

/

Fowles, 1982;)

(Jankowitz, 1983; Schallow & McIlwraith, 1986-1987; McIlwraith, 1990

Hawkins et al, 1987; Pingree, 1983;)

:

(Potter, 1991

)

()

. . :

() (

.

Pingree (1983)

(1991) .
.(weighing and balancing) " " " " Ô Shapiro

Ô

Wyer & Srull;)

.(Higgins & King; 1981 ; 1986, 1989

• • :

:

1

)

1 (

/

1

)

(

1 (

/

)

)

1 (

/

:

• 2

:



. L.J.Shrum and Thomes C. O’Guinn (1993)

"

1"

()

()

: () *

-

()

¹ L. J. Shrum and Thomes C. O’Guinn ... *op. cit.* p. 438

*كارل بوبر و مفهوم la falsification



.

.

-

.

.

: . 4

: . 1 . 4

" " " " Ô

berger & luckman

" "

1920 Max Scheller .

(Sociology of Knowledge)

1

¹ Tian, Xiaoping. *Co Construction of Social Reality: ICA's Strategic Planning with Native Americans for Development*. PhD Case western University, 1992. August. Department of Organisational behavior.

Marx) "

(early writings

(Marx, *the German Ideology*)"

0

" Mead"

Mind

Self and Society

(reflexivity) (mind)

Mead, *Mind Self and Society* ("human self-consciousness")

(Society)

" Mead"

1.

" Mead"

/

(man's own responses)

2.

:" Mead"

"

(Mead, *Mind Self and Society*) "

¹ Tian , Xiaoping... *Op Cit* p55

² *Ibid* p 55

• • :

" Mead"

/

Mead .

Mead

Goffman

Searle

Berger & Luckman

"... The actor identifies with the socially objectivated typification of conduct in act, but re establishes distance from them as he reflects about his conduct afterward. This distance between the actor and his action can be retained in consciousness and projected to future repetition of action." (Berger & Luckman, *the social Construction of Reality*, p69)

"... The roles, objectified linguistically, are an essential ingredient of the objectively available world of any society. By playing role, the individual participates in a social world. By internalizing these roles, the same world becomes subjectively real to him." (Berger & Luckman, *the social Construction of Reality*, p69)

Berger & Luckman

”

” 1

”

” 2

¹ عزي عبد الرحمان، *دراسات في نظرية الاتصال، نحو فكر اعلامي متميز...* مرجع سبق ذكره، ص19
² عزي عبد الرحمان... مرجع سبق ذكره. ص19 - 20

: George Gerbner

¹ "

² Rubin, Persee, Taylor

Gerbner

¹ Gerbner George, *Cultivation Analysis :An Overview*, *Mass Communication & Society*, 1998, 1(3/4), p 191

² Rubin A.M, Perse E.M, Taylor D.S, *A Methodological Examination of Cultivation*, *Communication Research*, Vol.15(2), 1988

• • :

:

:

:

:

. 2 . 4

(Television Addiction)

(Heavy Viewing) () /

* Horvath, Cary, L

:

"

1"

"

2"

(Problem) / (Normal) /

Morgan & Signorelli (1990) Kubey and Csikszentmihalyi (1990)

Horton & Wohl (1956) Signorelli (1986)

* « The concepts of dependence, reliance, and heavy exposure to television have been difficult to distinguish and tend to overlap. It important for communication researchers to develop standardized meanings for media use”

¹ Horvath, Cary, L. *Psychological addiction to television: Scale development and validation. Communication Studies, December, 1999, p 175*

² *Ibid*, p 175



:
(awareness)

Rubin

: -

: -

: -

. (A, Rubin.1981)

" 1970 win .

The plug-in drug "

)

(

"

1"

/

¹ Gary W.Horvath. *Measuring Television Addiction. Journal of Broadcasting and Electronic Media.* September.2004. p380

Diagnostic and Statistical Manual)

DSM- III-R (of the American Psychiatric Association

1987

Allen Frances

¹ Robert McIlwraith, Robin Smith Jacobwitz, Robert Kubey, Alison Alexander. *Television Addiction. Theories and data behind the ubiquitous metaphor. American Behavioral Scientist, Vol 35, Nov/Dec 1991, pp 104-105*

² McIlwraith, R, *Opcit*, p109

1 "

"

Measure of Smith

Mellwairh, Jacobitz, Kubey and

(Smith 1986) television Addiction

Anderson, Schmitt,

Alexander 1991

. and Jacobitz (1996)

:

:

:

: /

:

: /

¹ Ibid p 106



.

.

الفصل الثاني

مراجعة الأدبيات السابقة و البناء النظري للبحث

:

. 1

Moscovici

.

)

.

.

(

(Sociocognitive)

.

:

. 1 . 1

Moscovici

Durkheim

Représentation Individuelle /)

/

(Représentation Collective

.Moscovici

Moscovici

Moscovici

:

:



... "

...

...

"

(Moscovici, 1976, p.48)

" .

....

...

Moscovici,)".

(1976, p 56-57

(Moscovici, 1976, p.47) .

...

"

.(Moscovici, 1976, p.61) . "

:

.

:

Moscovici, 1976,)."

(p.49

. 2 . 1

(insertions)

"

(schèmes)

...

1 "

(Metasystemes)

(Spécifiques)

(...)

Fonctionnement

2"

¹ Doise et Palmonari **L' étude des Représentations Sociales.** Cité dans Jean-Marie Seca. **Les Représentations Sociales.** Paris. Armand Colin. 2001. p 39

² Ibid.

:

”

” 1”

(reconstitue)

...

...

2”

. 2

(pensée quotidienne)

()

(...)

¹ ABRIC, Jean-Claude. *Coopération, Compétition, et Représentation Sociale*. Cousset del Val. 1987. p 67
² *Ibid* p 77

Moscovici (1961)

. (processus d'ancrage) "
(

" Moscovici
)

(vécu)

isabelle frossard, *représentation*) .

(*social de l'espace_urbain.*

Ladwein (1999)

"

(*procédurale*)

(*connaissance déclaratives*)

"

(objets)

:

: . 3

: . 1 . 3

: . 1 . 1 . 3

"

Abric (1994)

"

1"

2,

Abric

"

3 "

:

-

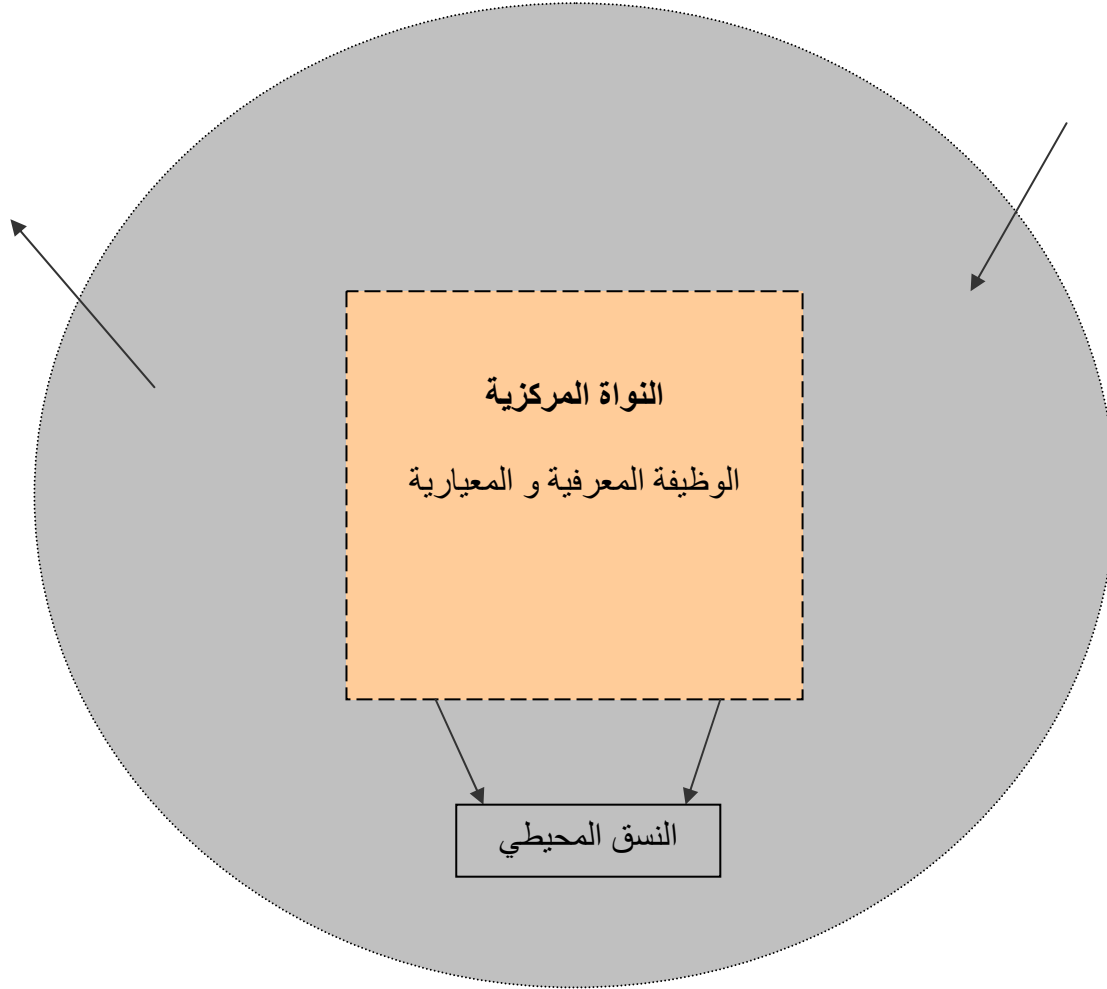
-

(jugement)

¹ Abric.j.c. *Pratique Sociales et Représentations*. Paris.PUF.1994.p21

² Abric.j.c. *coopération, compétitions et représentations sociales* in Jean-Marie Seca... **op cit** p72

³ Abric.j.c. *Pratique Sociales...* **op cit** p 69



(1)

Seca .J .M

2 "

"

¹ Seca,j,m. ... op cit. p 74² Seca,j,m. ... op cit. p 74

:

: ..2.1. 3

: .1.2.1.3

" : Flament

1 "

: .2.2.1.3

¹ Flament *in* Guimelli Christian (1994) *in* Seca. Jean-marie. *Op cit.* p 75

:

: .3.2.1.3

1

/ - - -

(2)

:

.4

Abric.-Jean-claude

1

(Abric.J.c. 1993)

:

theory of active¹

theory of social representation

.minority

Moscovici .S

: .1 . 4

1976 Moscovici .S

2

: .1 . 1 . 4

¹ Moscovici,S. *Psychologie des Minorités Actives*. France. PUF .1979,
² *Ibid.* p 130

(consistency) . 1. 1. 1. 4

1 .

(rigidity) . 2. 1. 1. 4

2 .

(equality) / . 3. 1. 1. 4

3

(investment) . 4. 1. 1. 4

4 .

(autonomy) . 5. 1. 1. 4

5 .

¹ Moscovici, S. *Psychologie des Minorités Actives... Op Cite. P 133*

² Ibid. p 140

³ Ibid. p 152

⁴ Ibid. p 124

⁵ Ibid. p125

:

: . 2 . 1 . 4

. simultaneously sequentially

: : □

: ✓

: ✓

: ✓

• (intra-individual levels)

* (collective level)

: ✓

conversion

.

: . 2 . 4

Moscovici

Levy-Bruhl (1927)

Durkheim (1898)

Moscovici .

.

: . 1 . 2 . 4

Moscovici

common sense knowledge

.

Moscovici

Moscovici

.

• يتواجد محتوى الإيمان و المعتقد في الفرد ذاته.
* يتقاسم مختلف الأفراد الفكرة نفسها.

Moscovici

. 2 . 2 . 4

. 1 . 2 . 2 . 4 .

Jodelet

¹ 1991

Grand Dictionnaire de Psychologie. Paris : Larousse, pp. 667-672
¹ تعريف التصورات الاجتماعية للباحثة Jodelet.D نقلا عن

:

:

□

social interdependencies

:

□

:

1 .

: objectification . 2 . 2 . 2 . 4

² Jodelet .D .

:

:

□

:

□

3 .

4 .

/

:

Jodelet .D

Who speaks ? From Where ? About) ¹ 1 1 1 1

(What ? How ? With which effect ?

¹ Jodelet, D. **Les Représentation Sociales**. Paris.PUF,p 54

² Ibid. p 55

³ Ibid. p56

⁴ Birgitta Orfali. **Active Minority and Social Behavior**. *Journal for the Theory of Social Behavior*.32:4. 2002.p402

Jodelet.D

Thomas .W

Jodelet .D

Thomas

1.

Durkheim

)

.(

:

"

(...)

¹ عزي عبد الرحمان " الفكر الاجتماعي المعاصر و الظاهرة الإعلامية و الاتصالية- بعض الأبعاد الحضارية- " دار الأمة. الجزائر. 1995. ص 31

1"

Moscovici

...

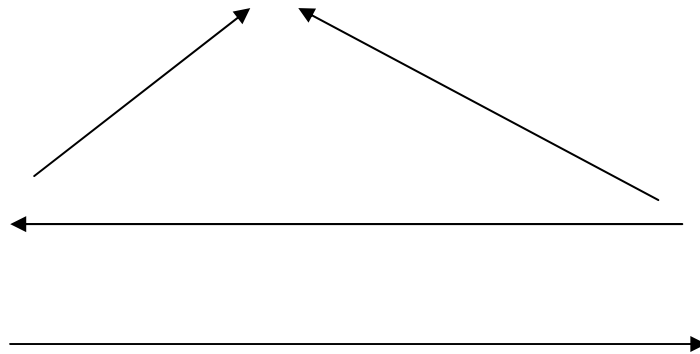
"

:

2"

(2)

()



. belief

¹ Pascale ANCEL. *Une Représentation Sociale Du Temps – Etude pour une sociologie de l’art-Paris.L’Harmattan.1996.p17*

² Brigitta Orfali ...op. cite p 406

:

:

- 5

Sur les Relations entre Représentations "

Celso Pereira de Sà

"Sociales, Pratiques Socioculturelles et Comportements

connaissance du sens)

"

(*commun*

1 "

Flament

:

-

1

:

(situation réversible)

:

¹ Celso Pereira De Sà. *Sur les Représentations Sociales : Pratiques Socioculturelles et Comportements. Papers on Social Représentations*. 1994. vol13. p 6

:

/

1

.² (irréversible)

:

Abric .J.C

:

/

:

-

3

:

-

()

4

:

-

5

¹ Abric, j.c. (1994) ...op cit. p75

² *Ibid* ... p75

³ Abric,j.c. (1994) ...op cit. p77

⁴ *Ibid*. p 77

⁵ *Ibid*. p78

" Moscovici .
1"

Jodelet .D

"

2 "

:

. 1 .5

"

(focale)

3 " ...

¹ Celso Pereira De Sà ... **op. cit.** p 01

² **Ibid.** p 02

³ Alain Eraly **L'Expression et la Représentation une théorie sociale de la communication.** L'Harmaton. 2000. pp 68-69

George Herbert Mead

" la situation est une construction cognitive autant qu'affective, elle résulte d'opération mnémonique et elle revêt toujours une couleur émotionnelle: elle est agaçante, menaçante attendrissante lugubre etc. . Une situation est une certaine façon de reconnaître et d'éprouver Le monde. Réagir à une situation c'est donc en quelque sorte réagir à sa propre mémoire et sa propre affectivité. l'une ou l'autre entrent constamment dans la formation des situation auxquelles nous ne cessant de réagir je veux dire que c'est initialement dans le monde vécu non point à l'intérieur de nous même que se découvrent notre mémoire et nos passions"¹

¹ Ibid ... p 69

/ ")
 (...)
 (...)
 1 "

(contexte d'interdépendance sociale)

2 .

Thomas

Jaspars & Frase (1984)

" Moscovici Thomas
 Thomas 3"

()

Moscovici

¹ Moscovici, S (1984) *Op cit.* p 392

² *Ibid...*p 391

³ Robert Farr *Attitude, Social Représentations and Social Attitudes. Papers on Social Représentations.* 1994. Vol 03. p 03

:

Thomas

*

Moscovici

. 3 . 5

...

/

* أليس " توماس " هو القائل إذا عرّف الأفراد الوضعيات على أنها حقائق، فإنها تصبح حقائق في انعكاساتها

:

1"

" Watzlawick P.

(07)

(06)

•

/ /

« On ne peut pas ne pas communiquer » P.Watzlawick ¹ مقولة
« heavy viewer » G.Gerbner كما يسميها •

الفصل الثالث

البناء المنهجي للبحث

: . 1 . 6

"

viability

()

1"

)

(

2"

"

3

"

)

(

4

()

¹ Jonathan D. Raskin. *Constructivism in Psychology: Personal Construct Psychology, Radical Constructivism, and Social Constructionism*. *American Communication Journal*. Volume 5, Issue 3, Spring 2002. p 04

² *Ibid* p04

³ *Ibid* p04

⁴ *Ibid* p04

:

Alfred Schutz

"

1 "

Schütz

Berger & Luckman

.Kenneth Burke

Searle

Ricœur

Garfinkel

(Dear.1994 .p298)

:

"

(Dear.1994 .p298)"

¹ Alex Mucchielli. *Etudes des Communication: Approche par la Contextualisation*. Armand Colin. 2005. p 29

:

:

. 1.1.6

: ()

1

. 2.1.6

E. Kant

()

"

"

...

"

)

."(

¹ Jean François Dortier *Les Sciences Humaines- panorama des connaissances-* édition Sciences Humaines. 1998. p 435

:

E. Kant

)

:

"

/

(...

1 "

a priori

2"

la rigueur

régularité

E. Kant

:

. 2 . 6

Berger & Luckmann

. 1 . 2 . 6

Berger & Luckmann

"

3 "

¹ Jean François Dortier *Op. cit.* p 437

² *Ibid...* p 436

³ Peter Berger & Thomas Luckmann. *La Construction Sociale De La Réalité.* Trad. Pierre Taminioux. 2em édition. Armand Colin. 2002. p 35

Berger & Ô .

" Luckmann

1"

Berger & Luckmann

"

2"

3"

Berger & Luckmann

vérification

"

4

Berger & Luckmann

¹ *Ibid.* ... p 32

² Peter Berger & Thomas Luckmann... *op. cit.* p 36

³ *Ibid.*... pp 36-37

⁴ *Ibid.* ... p 37

Berger & Luckmann *

(quasi-scientifique)

1

(ici et maintenant)

•

Berger & Luckmann

"

2

3

Berger & Luckmann

* و لكن اهتمام Berger & Luckmann تجاوز مجرد الاهتمام بالمعرفة الخاصة بالحس المشترك ، إلى كيفية تأثير الحقيقة اليومية بالبناءات النظرية للمتقنين.

¹ Peter Berger & Thomas Luckmann ... *op. cit.* p 37

• لهذا يقول برقر و ليمان أن منطقة الحياة اليومية الأقرب بالنسبة لي هي التي أنفذ إليها مباشرة عن طريق جسدي

² Peter Berger & Thomas Luckmann ... *op. cit.* p36

³ Peter Berger & Thomas Luckmann ... *op. cit.* p 37

(problème)

-

Jean Searle

. 2 . 2 . 6

"

Searle

1 "

"

2"

Jean Searle

:

Jean Searle

¹ Francis Schrag. *Searle on the construction of social reality*. *Curriculum Studies*. 1997. vol. 29, n° 2, p 233.
² *Ibid...* p 233

the logical blocks of) : -
Searle (society

1 -
collective)
(intentionality

Status " " Searle
Collective " ° " Constitutive Rules " Functions
. Intentionality

:Status Functions . 1 . 2 . 2 . 6

" Searle
2" ()
"
...
3 "
.
/
.

¹Francis Schrag., *Op. Cite*, p 234
ترجمة المفاهيم من مرجع جون سيرل، " العقل و اللغة و المجتمع – الفلسفة في العالم الواقعي- " ترجمة: سعيد الغانمي، الدار العربية للعلوم، المغرب؛ منشورات الاختلاف، الجزائر؛ المركز الثقافي العربي، لبنان؛ الطبعة الأولى، 2007.
² Dan Fitzpatrick. Searle and Collective Intentionality, the Self-Defeating Nature of Internalism with Respect to Social Facts. *American Journal of Economics and Sociology*, Vol. 62, No. 1 (January, 2003). p 47
³ *Ibid* p 47

:

1 "

Searle

:

"

2 "

perspectives

:

"

"

"

"

"

"

"

¹ جون سيرل، مرجع سبق ذكره... ص 172
² Francis Schrag. *Searle on the Construction of Social Reality. Op Cit...* p 239

:

1

" "

1 "

Searle

ontological

"

2 "

:

"

3 "

Searle

()

Jean Searle

"

4"

¹ Jean Searle, *The Social Construction of Reality*, New York: Free Press, 1995. **IN** Dan Fitzpatrick ... op. cit. p 49

² *Ibid.* p50

³ *Ibid.* p51

⁴ Francis Schrag. *Searle on the Construction of Social Reality*. *Journal of Curriculum Studies*. 1997. Vol, 29. n°2, p 234

:

"

1 "

Searle

:

"

2"

Constitutive Rules :

. 2 . 2 . 2 . 6

Searle

" ³ (x counts y in c) "

(objet)

4"

¹ Dan Fitzpatrick. ... **Op. Cit.** p 47

³ *Ibid...* p 47

⁴ *Ibid.* ... p48

² جون سيرل، مرجع سبق ذكره... ص 180

Collective Intentionality :

. 3 . 2 . 2 . 6

Social Facts

" Searle

1"

Searle

"

2. "

(intentional states)

)

(...

3.

Stephen Turner

/

¹ J.R. Searle. *Intentionality, An essay in the philosophy of mind.* IN, Stephen P. Turner., *Searle's Social Reality.* Review Essays.. p214

² *Ibid*, p 214

³ *Ibid* ...p215

:

"

1"

"

(*conscious agents*)

2"

" (*Background sense*)

3"

:

"

4 "

¹ J. R. Searle. *Collective Intentionality and Actions*. IN Stephen, P, Turner Op. Cit p 216

² Ibid p 216

³ Ibid. p 415

⁴ J.R.Searle. *The Rediscover of Mind*. IN Ibid_p 217

Goffman

propriété /

Asiles

La mise en scène de la vie

Stigmates

Les Rites d'Interaction

quotidienne

propriété /

¹ les cadres

Goffman

) . () "

) . ()

.(Goffman, 1991, p36)²" (

3

(Cadres Primaires)

Goffman

Cadres) .

4"

" Ô Ô (Secondaires

(Goffman, 1991. p 51-52)

¹ Isaac Joseph. *Le Parler Frais d' Erving Goffman*. Les Editions de Minuit. 1969. p110

² Goffman Erving. *Les Cadres de L'Expérience*. Edition minuit. 1991. p 52.

³ Isaac Joseph. *Goffman et la Microsociologie*. P.u.f. 2 édition. 2003. p 123.

⁴ *Ibid.* pp 51-52

Goffman

1

:

. 1 . 3 . 2 . 6

" W. James

2"

1

Helmut Wagner

"

3 "

W. James

4"

. . .

" Helmut Wagner

5"

¹ Goffman Erving. *Les Cadres de L'Expérience...* Op.Cit. p 30

² عززي عبد الرحمان. *الفكر الاجتماعي المعاصر و الظاهرة الإعلامية و الاتصالية - بعض الأبعاد الحضارية -* دار الأمة، الجزائر، 1995، ص32

³ Helmut, R, Wagner نقلا عن المرجع نفسه... ص 32

⁴ المرجع نفسه... ص 33

⁵ المرجع نفسه... ص 33

Berger & Luckmann

.

¹ (réalité)

Berger & Luckmann

finies de)

"

(sens

...

²

/

:

modalisation

. 2 , 3 . 2 . 6

:

Erving Goffman

(schème)

(

. (modélisation)

(altération)

(

(altération)

¹ Peter Berger & Thomas Luckmann ... *op. cit.* p 41

² *Ibid...* p 39

:

(transposition)

(

(modalisation)

(modalisation)

(

(ludique)

...

(modalisation)

(

(modalisation)

(modalisation)

1

Berger & Luckmann

"

2"

(modalisation)

.(modalisation)

¹Erving Goffman *Les Cadres De L'Expérience*. Trad. : Isaac Joseph, Michel Dartevelle, Pascale Joseph. Les Editions de Minuit. 1991. p 54

²Berger & Luckmann ... *op. cit.* p 46

. (modalisation)
(anonyme)
" " anonyme
: .
-
-
. ()

:

.7

.1.7

()

" Berger & Lukmann

1"

"

2

Mucchielli

¹ Tsan-Kuo Vhang, Jian Wang and Chih-Hsien Chen *The social construction of international imagery in the post-Cold War era: a comparative analysis of U.S. and Chinese national TV news*. Journal of Broadcasting & Electronic Media Summer. 1998. Vol.42. n3. p278

² Alex Mucchielli, *Etudes des communications : Approche par la contextualisation*, Armand colin, Paris, 2005, p33

1 " (les offres de sens)

"

2 "

contextualisation

SCHÜTZ

3 .

"

4"

¹ *Ibid.* p33

² *Ibid.*, p 34

2002 .

نقلا عن Wolf, Gli Effetti Sociali Dei Media ³

259 .

⁴ Alex Bandura, *Social cognitive theory of mass communication*, *Media Psychology*,3,2001, p282

(heavy viewer)

Gerbner

"

1"

.

.

:

. 2 . 7

*

"

2"

.

.(the transcript of society) "

" Boulding

Takes notes

"

()

3 "

.

¹ *Ibid* p 281* من هؤلاء " ولتر ليمان " **Walter Lippman** الذي يعتبر وسائل الإعلام مصدرا أساسيا في بناء الحقائق الاجتماعية ، من خلال عمله على تغيير بنية اللغة في المجتمع، و إمداد أفراده بالمعلومات التي يركزون عليها في العملية ذاتها.² Tsan-Kuo Vhang, Jian Wang and Chih-Hsien Chen. ... Op. cit p 278³ *Ibid.* p 278

Park .

:

"

1 "

·Park

.Barnes

"

2 "

"

3 "

¹ *Ibid.* p 278

² *Ibid.* p 278

³ Tsan-Kuo Vhang, Jian Wang and Chih-Hsien Chen. *The social construction of international imagery in the post-Cold War era: a comparative analysis of U.S. and Chinese national TV news.* Journal of Broadcasting & Electronic Media. Summer 1998. vol. 42. n3. p278

...(Fairy tales)

"

"

1

"

:

" 2 . + =

3

¹ Sandra L. Murray, John G. Holmes, and Dale W. Griffin. *The Benefits of Positive Illusions: Idealization and the Construction of Satisfaction in Close Relationships*. Journal of Personality and Social Psychology 1996, Vol. 70, No. 1, p 80

² *Ibid.* p 80

³ Tsan-Kuo Vhang, Jian Wang and Chih-Hsien Chen *The social construction of international imagery in the post-Cold War era: a comparative analysis of U.S. and Chinese national TV news*. Journal of Broadcasting & Electronic Media Summer. 1998. vol 42 n3 p277

*

1.

"

...

/

Merskin (1999) "

Bailey and Hale (1998)

"

"

(Bailey & Hale, p. 4). "

*

" Ô "

."

* (e.g., Blumler, McLeod, & Rosengren, 1992; Edelstein, 1982)

¹ *Ibid.* p277

* الرجوع إلى الفصل النظري الثاني لمزيد من الشرح حول الأطر الاجتماعية (Les Cadres de L'Expérience) عند Goffman

.3.7

Hawkins. R, Pingree. S

"

1 "

"

2"

"

3"

¹ Hawkins. R, Pingree. S, *Television's Influence on Social Reality* نقلًا عن فريال مهنا، علوم الاعلام و

الاتصال، مرجع سبق ذكره... ص 261

² المرجع نفسه... ص 261

³ المرجع نفسه... ص 261

1 "

"

.Baudrillard

"

. (1984, p. 18) "

Baudrillard

(1988)

simulation

interchangeable

"

"

(1988, p. 128) " undecidable

. 1 . 3 . 7

¹ المرجع نفسه... ص 261

:

(mind)

(mind)

. 1 . 1 . 3 . 7

"

1

Meyrowitz

"

...

2"

:

¹ Michael Antecol. *Abstracting the Later McLuhan: Television' Cool Role in the Creation of the Global Village*. *Canadian Journal of communication*. Vol. 24, n°2 (1999), p52

² *Ibid*... p 53

:

(blurs)

-

.¹

Meyrowitz

: .()

"

/

(Meyrowitz, 1985 p 125) "

"

-

2"

"

(Meyrowitz, 1985, p 125) "

hierarchy

Meyrowitz

:

¹ Michael Antecol...op. cit. p 55

² Ibid. p56

Meyrowitz /Ô

"

"

(Meyrowitz, 1985, pp 174-175)

1.

"

¹ Michael Antecol... op. cit. p 57

Berger & Luckmann

1 .

Ricœur ‘Garfinkel ‘Schütz

‘Schütz 2 .

‘Garfinkel .

3 .

/

"

4"

5 .

Garfinkel

¹ Shaila M. Miranda & Carol S.Sanders. *The Social Construction of Meaning: an Alternative Perspective on Information Sharing*. *Information Systems Research*. Vol.14, n° 1, March 2003.p 88

² *Ibid.* p 88

³ *Ibid.* p 88

⁴ *Ibid.* p 89

⁵ Shaila M. Miranda & Carol S.Sanders... *op. cit.* p 89

" "

" "

. " "

"

...

" 1

¹ ميلفين ل. ديفلير و ساندرابول. روكيش، *نظريات وسائل الإعلام*، تر: كمال عبد الرؤوف، الدار الدولية للنشر و التوزيع، القاهرة، 1993، ص332

:

" "

:

1

"

()

1"1

" "

"

...

...

...

2"

¹ ميلفين ل. ديفلير... مرجع سبق ذكره. ص 333
² مرجع سبق ذكره... ص 333 - 334

(Heavy Viewer) / " أن Kubey

(attentional inertia)

(Kubey R, and all, 1991) .

Kubey

+

:

.

Kubey R, and all, 1991; Kubey R,) .

=

(Csikszentmihalyi M, 2003

E. Goffman

*

* نقصد بالحقيقية هنا، تلك الوضعيات التي تحدث في عالم الحياة اليومية، و هو العالم الذي يعايشه الفرد من خلال التجربة المباشرة. في مقابل تجربة الفرد التلفزيونية.

.

"

/

1"

2

E. Goffman

"

/

"

(*normes de présentation*)

(*représentation*)

3"

"

4 "

¹ E. Goffman. *La Mise en Scène de la Vie Quotidienne*. Editions de Minuit. 1973. p 229
² Jean-Jacques Boutaud. *Sémiotique et Communication – du signe au sens-* l’Harmattan, 1998. p 151
³ *Ibid.* p 149
⁴ BOUTAUD Jean-Jacques. *Sémiotique et communication – du signe au sens - ...* op.cit. p 150

:

:

.

1

2

./

¹ BOUTAUD Jean-Jacques, *Op. Cite*, p 152

² *Ibid*, p153

1.

" "

"

"

2"

¹ Christian. W. Denker. *Construire Notre Réalité aux Moyen de L'Image* (dossier construction de la réalitéTextes revues)

² فريال مهنا... مرجع سبق ذكره. ص 263

:

. 4 . 7

. 1 . 4 . 7

" " 1922 " "

"

" 1 "

2"

" "

) 1917 6 "

(

3 "

" "

" " .

¹ ميلفين ديفليير... مرجع سبق ذكره. ص 359
² المرجع نفسه... ص 359
³ المرجع نفسه... ص 360

.

"

...

...

...

.

...

...

1"

,

"

" "

"

1922

.

)

...

2"

(

¹ ميلفين ديفلير... مرجع سبق ذكره. ص 361
² المرجع نفسه... ص 361

:

Mc Comb & Shaw

. 2 . 4 . 7

" "

...

...

1 "

"

"

SFEZ Lucien

" "

"

2 "

" "

¹أفريال مهنّا... مرجع سبق ذكره. ص 270
² Lucien Sfez, *Critique de la Communication*, Edition du Seuil, 1990, p 124

:

"

1"

"

"

"

"

2"

3

Mc Comb & Shaw

"

¹ فريال مهنا... مرجع سبق ذكره. ص 270
² المرجع نفسه... ص 274
³ المرجع نفسه. ص 374

1 "

"

2 "

"

3 "

. 3 . 4 . 7

4 "

"

"

5 "

¹ ميلفين ل. ديفليير... مرجع سبق ذكره. ص 366
² فريال مهنا... مرجع سبق ذكره. ص 371
³ ميلفين ل. ديفليير... مرجع سبق ذكره. ص 367
⁴ المرجع نفسه... ص 368
⁵ المرجع نفسه... ص 368

1"

2.

¹ ميلفين ل. ديفلير... مرجع سبق ذكره. ص 368
² فريال مهنا... رجوع سبق ذكره. ص 277

" "

" "

:

"

1 "

*
:

"

2 "

¹ Lucien Sfez, *Dictionnaire Critique de la Communication*, PUF, 1993, p 1088

* "Television is a centralized system of story telling. Its drama, commercials, news, and other programs bring a relatively coherent system of images and messages into every home. That system cultivates from infancy the predispositions and preferences that used to be acquired from other 'primary' sources and that are so important in research on other media."

² Gerbner George, *Cultivation Analysis; An Overview*, Mass Communication & Society, 1998, 1(3-4), p 177

Annenberg School of) "

"

25

"

(Communication

—

—

1"

" " "

2"

Gerbner*

"

1

1

¹ Gosselin André, *Violence et Effet D'Incubation de la Télévision : La Thèse de la Cultivation Analysis*, Les Cahiers de la Communication Publique, N° 6, 1993, p7

² *Ibid.* p 7

* « If future historians wanted to know about the common cultural environment of stories and images into which a child was born in the second half of the 20th century, where would they turn? How would they describe its action structure, thematic content, and representation of people? How would they trace the ebb and flow of its currents? Pathetic to say, they would find no other source than our own cultural indicators data base and reports.»

1

1 "

" "

" "

" "

. 1 . 8

¹ Gerbner George, *Cultivation Analysis; An Overview,, Op Cite, p175*

Gerbner*

() . "

)

(

1 "

(...)

"

"

2

. *(Mainstreaming)

* "Transcending historic barriers of literacy and mobility, television has become the primary common source of socialization and everyday information (mostly in the form of entertainment) of otherwise heterogeneous population. Many of those who now live with television have never before been part of a shared national culture. Television provides perhaps for the first time since preindustrial religion, a daily ritual that elites share with many other public."

¹ Gebner George, Cultivation... *Op Cite*, p178

² Gosselin André... *Op. Cite*. p 10

* ترجمة المفهوم من مرجع فريال مهنا و قد سبق ذكره. ص 265

Gerbner , Gross, Morgan, Signorielli (1986)*

' ' "

' ' .

1 "

* Signorielli

"

2 "

"

3"

"

* « *As a process, mainstreaming represents the theoretical elaboration and empirical verification of our assertion that television cultivates common perspectives. Mainstreaming means, that television viewing may absorb or override differences in perspectives and behaviour that stem from other social, cultural, and demographic influences. Its represents a homogenization of divergent views and convergence of disparate viewers*”

¹ Gerbner George, *Cultivation... Op. Cite, p 183*

* “To understand the effects of television viewing on attitudes, beliefs, and behavior, television must be studied as a collective symbolic environment of messages with an underlying formulaic structures”

² Signorielli Nancy, *Aging on Television: Messages Relating to Gender, Race, and Occupation in Prime Time, Journal of Broadcasting & Electronic Media, 48(2), p 281.*

³ Jaques De Guise, Lecture du Livre de Shanahan J, & Morgan M, *Television and The Viewers: Cultivation Theory and Research*, Cambridge University Press, 1999, 267p. *IN Canadian Journal of Communication, Vol.26(4), 2000. p 123-125.*

1"

" * Gerbner

2 "

"

" "

"

"

3"

¹ *Ibid.* p 123.

* "The point is that cultivation is not conceived as a unidirectional but rather more like a gravitational process. The angle and direction of the 'pull' depends on where groups of viewers and their styles of life are with reference to the line of gravity, or the mainstream of the world of television. Each group may strain in a different direction, but all groups are affected by the same central current. Cultivation is thus part of a continual, dynamic, ongoing process of interaction among messages and contexts."

² Gerbner George, *Cultivation Analysis,, Op, Cite, p180*

³ فريال مهنا... مرجع سبق ذكره. ص 266

* Signorielli

"

1 "

Gerbner

Heavy)

(Viewer

Signorielli*

* "Television neither simply creates nor reflects images, opinions, and beliefs. Rather, it is an integral aspect of a dynamics process."

¹ Gerbner G. Cultivation Analysis... **Op. Cite**, p 180

* "Prime time seems to be the most crucial viewing period, as these programs attract the largest audience and account for about one third of the average American's television viewing."

"

()

1 "

" *

2 "

3

" "

« En poussant l'analyse, on s'est aperçue qu'il existe un lien entre la peur qu'inspire le monde réel et l'acceptation du rôle symbolique de victime. Les téléspectateurs qui voient que leurs groupe est statistiquement plus menacé que d'autres semblent éprouver à la longue plus de crainte et plus de méfiance. Les formes de violence transmises par la télévision augmentent la vulnérabilité des spectateurs de manière différente selon le groupe auquel ils appartiennent, en renforçant tout particulièrement le sentiment de dépendance. »⁴

¹ Signorielli Nancy, *Selective Television Viewing: A Limited Possibility*, *Journal of Communication*, Summer, 1986, 36,3, p 67.

* "Although logistically possible, it would be extremely difficult for a heavy viewer, someone watching television for four or more hours each day, not to watch prime time programming. The heavy viewer who watches only news, sports, or talk shows is probably quite rare."

² *Ibid*, p 67

³ فريال مهنا... مرجع سبق ذكره. ص 266

⁴ Gerbner George, *Violence et Terreur dans les Médias*, *IN* Gosselin André... *Op. Cite*. p 53

:

" "

" "

"

* 1 "

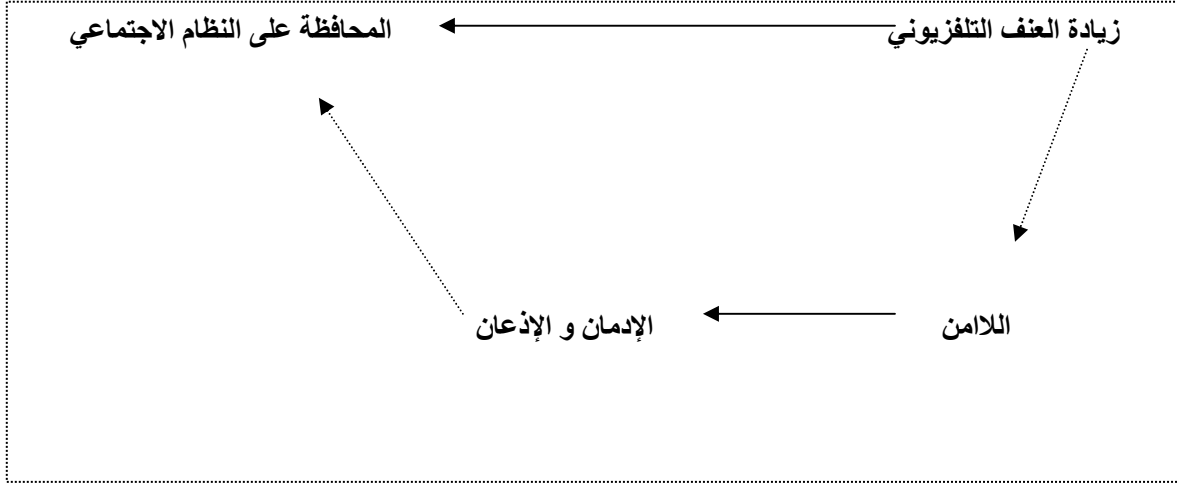
Annenberg

*

¹ Gerbner G, Gross L, *Living with Television: The Violence Profile*, IN Gosselin André... *Op. Cite* .p 54

* "We begin with the assertion that television is the central cultural arm of American society. It is an agency of the established order and as such, serves primarily to extend and maintain rather than to alter, threaten, or weaken conventional conceptions, beliefs, and behavior. Its chief cultural function is to spread and stabilize social patterns, to cultivate not change but resistance to change. Television is a medium of the socialization of most people into standardized roles and behaviors. Its function is, in a word, enculturation."

* *Ibid.* p 54



* " "

"

1 "

Gosselin André

* "The violence scenario thus serves a double function. By demonstrating the realities of social power, it generates insecurity and dependence and serves as an instrument of social control. This objective is achieved at a great human price. The price is the inciting of a few to destructive violence, the cultivation of aggressive tendencies among some children and adults, and the generating of a sense of danger and risk in a mean and selfish world."

¹ Gerbner G, Gross L, *The Violent Face of Television and Its Lessons*. IN Gosselin André... *Op. Cite* .p 53

:

-

-

.

.

:

)

(

)

(

)

.(

" "

" "

1.

¹ Gosselin André... *Op. Cite* .p 53

"

"

"

" Gerbner

...

1

Gerbner

2

"

"

Annenberg

*

¹ ميلفين ل. ديفليير... مرجع سبق ذكره. ص 363
² فريال مهنا... مرجع سبق ذكره. ص 265

* Gerbner G, Gross L, Morgan M, Signorielle N, *Charting the Mainstream; Contributions to Political Orientation, Journal of Communication, Vol. 32(2), 1982, p 100-127.*

Gerbner G, Gross L, Morgan M, Signorielle N, *Political Correlates of Television Viewing, Public Opinion Quarterly, Vol.48, 1984, p 283-300.*

- Gerbner G, Gross L, *Television and Educational Achievement and aspiration, in D. Pearle, L. Bouthile, & J. Lazar, Television and Behavior, Ten Years of Scientific Progress and Implications For the 80's, Volume II, Technical Reviews, 1982 p. 78-90. Rockville, MD; National Institute of Mental Health.*
- Gerbner G, Gross L, Morgan M, Signorielle N, *Scientist on the TV Screen, Society, May/June, 1981, p 41-44.*
- Gerbner G, Morgan M, Signorielle N, *Programming Health Portrayals: What Viewers See, Say and Do. IN D. Pearle, L. Bouthile, & J. Lazar, Television and Behavior, Ten Years of Scientific Progress and Implications For the 80's, Volume II, Technical Reviews, 1982 p.291-307. Rockville, MD; National Institute of Mental Health.*

Gerbner

-
- Gerbner G, Gross L, Morgan M, Signorielle N, ***Gratuitous Violence and Exploitive Sex: What Are The Lessons?*** Phila, P.A., The Annenberg School of Communication, 1984.
 - Morgan M, ***Television and Adolescent's Sex Role Stereotypes: A Longitudinal Study.*** *Journal of Personality and Social Psychology*, 43(5), 1982. p 947-955.
 - Morgan M, ***Symbolic Victimization and Real World Fear.*** *Human Communication Research*, Vol.9, 1983, p 146-157.
 - Morgan M, ***Television, Sex Role Attitudes, and Sex Role Behavior.*** *Journal of Early Adolescence*, Vol. 7, n° 3, 1987, p. 269-282.

¹ Gerbner George, ***Cultivation analysis... Op, Cite, p 181***

* "Cultivation analysis begins with messages system analysis identifying the most recurrent, stable, and overarching patterns of television content. These are the consistent images, portrayals, and values that cut across most types of programs and are virtually inescapable for regular (and especially the heavy) viewers. They are the aggregate messages embedded in television as a system rather than in specific programs, types, or genres."

()

: * Gerbner

"

1 "

" ()

" "

Gerbner* 2" "

* "There are many critical discrepancies between the real world and the world as portrayed on television. Findings from systematic analyses of television's messages systems are used to formulate questions about the potential lessons of viewing concerning people's conceptions of reality."

¹ Gerbner George, Cultivation Analysis... *Op. Cite. p181*

² Gosselin André... *Op. Cite. p 14*

* "What is important is that there should be significant relative differences in viewing levels, not the actual or specific amount of viewing. The heaviest viewers of any sample of respondents form the population on which cultivation can be tested."

:

"

1 "

" " Gerbner
Mean) (Anomie Index)
(Images of Violence Index) (World Index
(Perception of Danger Index)

(Anomie et Aliénation)

:

.1
.2
.3

*

¹ Gerbner George... *Op. Cite. p 182*

* *It's hardly fair to bring a child into the world with the way things look for the future.*

1.

: Gosslin André

« Les thèses d'inspiration néo marxiste de Gerbner et de ses collaborateurs sur la fonction idéologique de la télévision, sur ses effets structurels de maintien de l'ordre et de reproduction des inégalités sociales, les incitent peut être... à employer la notion d'aliénation. Après tout, si la télévision a de telles conséquences, c'est qu'elle est aliénante et empêche les masses de prendre conscience des fondements du pouvoir et de l'exploitation dans nos sociétés post-industrielles. »

Mean World)

(Index

:2

1986 1983 1980

1

- .1

1

-

1

- .2

1

-

1

.3

1

-

" "

* " "

¹ Gosslin André... *Op. Cite.* p 14

² Gerbner George... *Op. Cite.* p 185

* "Our message data say little directly about either the selfishness or altruism of people, and there are certainly no real world statistics about the extent to which people can be trusted."

"

1 "

*

"

2 "

" "

" "

Hawkins & Pingree*

' ' Ô "

3 "

¹Gerbner George... *Op. Cite. p 185*

* "Yet, I have found that long term exposure to television, in which frequent violence is virtually inescapable, tends to cultivate the image of relatively men and dangerous world."

² *Ibid. p 185*

* "The belief in a 'mean world' that people are untrustworthy and grasping has no direct referent in television content, but can be inferred from the threat represented by the massive amounts of violence portrayed."

³ Hawkins P.R, Pingree S, Adler I, *Searching for Cognitive Processes in The Cultivation Effect Adult and Adolescent Samples in The United States and Australia, Human Communication Research, 13(4), 1987, p 555*

:

1		.1
	.	-
1		.2
	.	-
	1	.3
	.	-
1 ()	()	.4

.*

1973 " 5.3 1992 4.6 1995 - 1994 NTVS . 1997 - 1996 1996 1997 NTVS

* "One report found, for samples of prime time programs broadcast between 1973 and the fall of 1992, that violence appeared in seven out of 10 programs at the rate of 5.3 incidents per hour and 4.6 incidents per program and that half of the major characters in these programs were involved in violence.. In all of the programming sampled, the NTVS found no change in the prevalence of violence from the 1994 1995 to the 1996 1997 television season.. A more recent examination of the 1996 1997 NTVS data* found that the amount of violence in prime time programs was similar to that found in programs aired during other times of the day."

1 "

" "

"

1

2

"

" "

"

:

1

.1

1

.2

1

.3

¹ Signorielli Nancy, *Prime Time Violence 1993 – 2001 : Has the Picture Really Changed*, *Journal of Broadcasting & Electronic Media*, 47(1), 2003, p 39

² Gosslin André... *Op. Cite.*, p 20

1.

" "

Jaques De
, *Television and The Viewers:*

Shanahan J, & Morgan M Guise
Cultivation Theory and Research,

bending blending blurring, " " \hat{O}

2"

()

" "

¹ Gosslin André... *Op. Cite.*,23

² Jaques De Guise... *Op. Cite*, p 124

:

" "

Hirsh; doob; Hugh; McDonald

:

"

-

()

...¹

2"

Television Viewing and Fear of McDonald doob -
Toronto Victimization: Is the Relationship Causal?

Ô

.*

"

: replica

¹ Gerbner et all, *The Demonstration of Power: Violence Power* نقل عن فريال مهنا... مرجع سبق ذكره. ص 267
² M. Wober & B. Gunter, *Television and Social Control* نقل عن المرجع نفسه... ص 267

* "First of all, the basic findings of Gerbner and his associates are replicable: People who watch a lot of television are more likely to indicate fear of their environment. Its equally clear, however, that this relationship disappears when attempts are made to control for other variables, including the actual incidence of crime in the neighborhood. Thus, it would appear that television itself is not likely to be a direct cause of people's fear of being victims of crime."

1 "

:

"

2 "

()

McDonald doob

" "

“Among Canadian, Doob and McDonald found the strongest positive associations between amount of television viewing and fear of crimes among those who live in high crime centers. Although they interpreted this finding as evidence of spuriousness of the relationship between television viewing and fear of crime, clearly the concept of neighborhood does not explain the observed relationship. Rather, it points to an important specification. For those urban dwellers who live in high crime centers, television’s violent imagery may be most congruent with their real life perceptions. These people receive a double dose of messages that the world is violent, and consequently show the strongest associations between

¹ Doob A.N, McDonald G.E, *Television Viewing and Fear of Victimization: Is the Relationship Causal?* IN Gosselin Andre... Op. Cite, p 30

* *“We felt that there is one quite plausible factor that might account for the correlation between viewing and fear of violence: people who watch a lot of television may have a greater fear of being victims of violent causes of violent crimes because, in fact, they live in more violent neighborhoods.”*

² *Ibid. p 30*

1 "

Chicago

" "

.Paul Hirsch. M

" Hirsch " "

2"

" "

Hirsch.

2 (2 0) 1 :

Hirsch *(4) 3 (3 2)

2 1) -2 -1 :

(5 4) -4 (3 2) -3 (

•.(8) -5

)

(...

¹ Gerbner George... *Op. Cite.* p 178

² *Ibid.* 178

* Light Viewer, Moderate viewer, Heavy viewer

• Non viewer, Light viewer, Moderate viewer, Heavy viewer, Extreme viewer

1.

(Mainstreaming)

2.

" "

...

² Gosselin André... *Op. Cite, p 40*

¹ نوال مهنا... مرجع سبق ذكره. ص 269

Gerbner George

Mass

Cultivation Analysis: An Overview 1998 Communication & Society

*

"

1 "

"

2* "

* "Television pervades the symbolic environment. Cultivation analysis focuses on the consequences of exposure to its recurrent patterns of stories, images, and messages. Our theories of the cultivation process attempt to understand and explain the dynamics of television as the distinctive dominant cultural force of our age."

¹ Gerbner George, Cultivation Analysis... *Op. Cite*, p 191

² *Ibid.* p 192

* "Television has become the common symbolic environment that interacts with most of the things we think and do. Exploring its dynamics can help develop an understanding of the forces of social cohesion, cultural dependence, and resistance to change, as well as the requirements of developing alternatives and independence essential for self direction and self government in the television age."

Morgan M, Signorielli N, *Cultivation Analysis*, 1990

"

(9)

1"

Hawkins R.P, Pingree S

Annenberg

*

"

/

(...).

2

¹ Gosselin André... *Op. Cite*, p 47

* “Even though years of research have provided considerable evidence of a small but consistent relationship between television viewing and beliefs about the social world that are similar to or plausibly implied by the images in television programs, the research community still does not understand how this relationship occurs. (...) This situation can also usefully be viewed in terms of ‘internal’ and ‘external’ validity. We have considerable research addressing external validity, or generalizability, of a weak but persistent cultivation relationship, but very little evidence that provides these findings with internal validity, or the assurance that they do in fact represent television effects.”

² Hawkins R.P, Pingree S, *Television’s Influence on Social Reality*, IN, Gosselin André... *Op. Cite*, p 49

¹ *Ibid.* p 50

* “ While first order beliefs could be regarded as matching the demographic characteristics of television or the real world, second order beliefs would only be implied by television content. Thus, we hypothesized that second order beliefs might be derived by inference from an individual’s first order beliefs.”

:

:

"

(...).

1* "

"

()

2 "

Leo

Barrile

*

¹ Hawkins R.P, Pingree S, Adler I, *Searching for Cognitive Processes in The Cultivation Effect: Adult and Adolescent Samples in The United States and Australia*, Human Communication Research, Vol. 13(4), 1987, p 573

* *"Interpreting correlation between television viewing and these second order or implied social reality beliefs as cultivation rests on the argument that these beliefs are implied by the facts of television content.(...)Although estimates of real world demography require some sort of construction themselves, it is construction in which its end product have direct referents in television content, whereas second order beliefs are linked only by argument of implication."*

² Gosselin André... *Op. Cite*, p 50

* *"Undoubtedly, the manifest function of television is entertainment. But its latent, if unintended, function appears to be ideological in the sense that it deflects criticism away from the social structural causes of social problems by focusing on individual deviation. Television (crime drama particularly) equates the issue of crime with a symbolic assailant, an abnormal personality, and a dangerous and damnable deviant.(...) For instance, nearly one half of all television crime drama villains are murders while in reality, murders comprise about one percent of all criminals."*

:

"

)

(

(...)

1"

" " Ô

¹ Barille Leo, *Television and Attitude About Crime*, IN Gosselin André... *Op. Cite*, p 51

* " "

"

1 "

6

* " "

" "

2 "

"

"

* 3 "

* "Write your own theory and test its predictions, because the research you are conducting is not a test of cultivation theory"

" " 1988 " " 1

* "Cultivation analysis is well suited to multinational and cross cultural comparative study." (Gerbner, 1977, 1987; Morgan, 1990)

² Gerbner George, *Cultivation Analysis...*, Op. Cite, p 188

* "In fact, such study is the best test of system wide similarities and differences across national boundaries, and of the actual significance of national cultural policies."

³ *Ibid*, p 188



.

”

1* ”

.

”

2* ”

Gosselin André

” ”

Mass Communication & 1998

¹Gerbner George... *Op. Cite. p 189*

* *“International work in cultivation analysis attempt to answer the questions of whether the medium or the system is the message. It reveals the extent to which, and the way in which, each message system contributes to conception of social reality congruent with its most stable and recurrent messages of images.”*

² Gerbner George, *Cultivation Analysis...* , *Op. Cite, p 189*

* *“Given the range of variations in susceptibility to cultivation even within the United States, there is no reason to assume that cultivation patterns will be identical or invariant across cultures.”*

"

"

Gunter B Wober J.M

" "

1978

1982

"

"

% 10

10

8

2

% 15

.(Hollande)

* Bouwman Harry

Doob & McDonald Hawkins & Pingree

¹ Wober J.M, *Televised Violence and Paranoid Perception: The View From Great Britain*, IN, Gerbner George... *Op. Cite*, p 189

² *Ibid*, p189

* Bouwman H, *Cultivation Analysis: The Dutch Case*. IN, Melischek G, Rosenberg K.E & Stappers J, *Cultural Indicators: International Symposium, 1984, p 407 422, Vienna, Verlag der Osterreichischen Akademie der Wissenschaften*.

1

Bouwman "

^{2*} "

Bouwman .

Shanahan Morgan Ô

.(Argentine) " " (Taiwan) " "

" "

" "

" "

¹ Gosselin André... *Op. Cite, p 46*

² Gerbner... Oc. Cite, p 189

* "*Bouwman found weak association between amount of viewing and perception of violence, Victimization, and Mistrust.*"

:

:

1

1

.

-

-

الفصل الثالث

البناء المنهجي للبحث

.1

.1.1

Jonathan D. Raskin

"

1 "

"

2 "

"

: (Gergen's 1999)

3" ...

"We are not independent of our surrounds, our surrounds inhabit us and vice versa. Nor can we determine, as human beings. " (Gergen's, 1999)

"Ô

¹ Jonathan D.Raskin, *Constructivism in Psychology: Personal Construct Psychology, Radical Constructivism, and Social Constructionism*. *American Communication Journal*. Vol 5. Issue 3. Spring 2002. p 07.

² *Ibid.* p 07

³ *Ibid.* p 07

:

1"

"

2"

:

-

-

-

)

(

-

:

. 2 .1

Rubin and al. (1988)

¹ Jonathan D.Raskin, *Op. Cite*, p 8

² *Ibid.* p 9

:

" ↖

1

)

↖

(

2

Hawkins & Pingree ↖

(correlation positive)

Hawkins & Pingree

-

)

-

(

¹ Alain M. Rubin, Elizabeth M. Perse, Donald S. Taylor, "A Methodological Examination of *Cultivation*". *Communication Research*, vol.15, n° 2, April 1988, p 109

² *Ibid* p 109

1.

:

. 1 . 2 . 1

(Rubin, Perse & Taylor , 1988)

Gerbner

"

.(Gerbner et al, 1979) "

“Television is essentially uniform in its presentation of symbolic messages about society” (Gerbner et al, 1979)

Hawkins & Pingree²

*

()

¹ Hawkins, Robert P., Pingree, Suzane, *Searching for Cognitive Processes in the Cultivation Effect : Adult and Adolescent Samples in the United States and Australia, Human Communication Research, Vol13,n°4, Summer 1987, p 557*

² *Ibid. p 556*

*الرجوع الى الفصل النظري الخاص بنظرية التنقيف

:

(perceived realism)

*

.(heavy viewing)

/

Rubin, Perse &)

(Taylor

Rubin (Gerbner et al., 1979)

(catalyst) Ô "

1"

* المقصود بالمشاهدة العادوية و الطقوسية هو تحول المشاهدة إلى طقوس و عادة يمارسها الفرد بغض النظر عن المحتوى و المضمون ، و هذا يجعل عملية انتقاء البرامج غير حاسمة في تفسير سلوك المشاهدة.

¹ Alain M. Rubin, Elizabeth M. Perse, Donald S. Taylor,... Op Cit, p 111

:

. 3 . 1

:1

(Heavy)

(Problem)

)

.(Withdrawal)

(Craving)

:2

()

:3

)

)

(

.(

:4

:

.2

)

(

.()

()

()

:

:

-

-

300

286

20,52

(03 :)

(04 :)

% 43

% 57

(05 :)

% 37.4

% 62.6

:

(3)

20.52	
2.97	
15	
38	

(4)

%		
43	123	
57	163	
100	286	

(5)

%		
62.6	179	
37.4	107	
100	286	

:

.3

Madeleine Grawitz¹

: Coombs C. H.

"

2 "

" "

Madeleine Grawitz

"

...

...

...

3 "

¹ Madeleine Grawitz, *Méthodes des Sciences Sociales*, Editions DALLOZ, 1996, p 678

² **Ibid...** p

³ **Ibid** ... p 674

()
.()

:

1

-

1

-

1983*

Rubin

Rubin, Perse, &

Rubin, Perse, & Powel, 1985°

Rubin 1981*

¹ Cary W.Horvath, 2004Hawkins & Pingree[□]Taylor. 1988[◊]

. . 2 . 3

(Rubin, Perse, Taylor , 1988) Rubin

و (Hawkins, Robert P., Pingree, Suzane)

5

* Rubin, A.M. *TV Uses and Gratification: the Interactions of Viewing Patterns and Motivations*. *Journal of Broadcasting*. Vol. 27, pp 37-51

* Rubin, A.M, (1981). *An Examination of Television Viewing Motivation*. *Communication Research*, vol. 8, pp 141-165

°Rubin, A.M, Perse, E. & Powell, R.A. (1985). *Loneliness, Para social Interaction, and Local TV News Viewing*. *Human Communication Research*. Vol. 8, pp 244-288

◊ Rubin, A.M, Perse, E.M, Taylor, D.O. (1988). *A Methodological Examination of Cultivation*. *Communication Research*, Vol. 15, n° 2, April 1988, pp 107-134

□ Hawkins, R.P, Suzanne. Pingree, & Ilya Adler, *Searching Cognitive Process in the Cultivation Effect – adult and adolescent samples in the United States and Australia – Human Communication Research*, Vol. 3, n° 4, Summer. 1987, pp 553-577

¹ Cary W.Horvath, *Measuring Television Addiction*. *Journal of Broadcasting & Electronic Media*. 48 (3), September 2004, pp 378-398

:

²(Rubin, Perse, Taylor , 1988)

¹(1986 Signorielli,)

:

*

. :5 :4 :3 :2 :1

. 3 . 3

..

.1 . 3 . 3

(Television Addiction Scale)

(06):

³ Cary W.Horvath

:

(11)

:

-

(10)

:

-

(6)

:

-

(4)

:

-

¹ Signorielli, N. (1986). *Selective Television Viewing; A Limited possibility*. *Journal of Communication*, 36(3), 64-75

² Rubin, A.M, Perse, E.M, Taylor, D.O. (1988). *A Methodological Examination of Cultivation*. *Communication Research*, Vol. 15, n° 2, April 1988, pp 107-134

* Action/Adventure Evening drama Situation Comedy Daytime Drama Information

³ Cary W.Horvath, Measuring *Television Addiction*. *Journal of Broadcasting & Electronic Media*. 48 (3), September 2004, pp 378-398

:

5) Likert
(3) / (2) (1) (4) (5)

(6) :

	19 28 20 31 35 33 23 32 22 34 26		1
	16 12 30 13 29 11 25 27 21 18		2
	3 4 7 17 1 3		3
	6 9 24 10		4

. 1 . 1 . 3 . 3

" HENSON

T- test, Analysis of)

(Variance, Regression, Canonical Correlation

1 "

¹ HENSON R.K., «Understanding internal consistency reliability estimates : A conceptual primer on coefficient Alpha», Measurement and Evaluation in Counselling and Development, Vol. 34, October 2001. p 178

(McILwraith et al. 1991)

Cary W.Horvath .70 \hat{O} (Cronbach's Alpha)
 ,83 \hat{O} *

(07)

Oppenheim

"

.¹ (Oppenheim, 1978 , 1988)

(31)

(05)

.(.60**) (-.22**)

* Cary W.Horvath, Measuring **Television Addiction**. *Journal of Broadcasting & Electronic Media*. 48 (3), September 2004, pp 378-398

¹ Oppenheim A.N. (1978). **Questionnaire design and attitude measurement**. London: Heinemann Educational, Books Ltd.

يوسف فريد القريوتي. إعداد مقياس للاتجاهات نحو المتخلفين عقليا. *المجلة العربية للعلوم الإنسانية*. شتاء: 8 (1988). 176-158.

:

(7)

26	25	24	23	20	19	18	17	16	14	13	12	11	10	8	
														25	10
													-05	05	11
												03	32	36	12
											25	00	21	20	13
										28	18	08	14	08	14
									12	37	26	02	22	11	16
								-56	-13	-34	-23	03	-17	06	17
							-12	22	15	18	18	08	22	18	18
						36	-10	15	16	23	14	03	27	20	19
					49	39	-16	22	18	13	20	03	15	14	20
				22	27	04	-06	05	19	12	11	08	13	03	23
			42	34	29	21	-23	17	14	20	13	04	26	16	24
		33	49	13	25	04	-04	-02	19	11	07	-02	11	09	25
	48	49	41	29	29	17	-12	10	20	15	21	06	25	21	26
32	37	11	20	01	06	-07	03	-05	12	14	02	04	05	07	27

:

(7)

42	41	40	39	38	37	36	35	34	33	32	31	30	29	28	27	
															27	28
														50	16	29
													41	44	21	30
												-37	-28	-34	-16	31
											-31	58	39	46	23	32
										24	-05	26	21	19	06	33
									22	21	-11	14	31	12	11	34
								25	25	34	-30	41	32	35	30	35
							25	23	14	21	-01	15	20	14	11	36
						40	25	14	22	18	-02	18	17	15	17	37
					19	10	27	19	25	30	-15	22	22	26	22	38
				42	15	05	43	09	23	39	-25	41	33	38	19	39
			24	36	23	17	27	20	29	19	04	13	09	13	10	40
		42	33	41	14	15	23	18	16	24	-01	22	14	25	28	41
	36	29	49	39	15	12	27	11	24	28	-17	20	25	28	20	42
.50**	.47**	.44**	.57**	.53**	.44**	.35**	.55**	.36**	.45**	.60**	-.22**	56**	59**	.56**	.35**	

0.01

**

0.05

*

:

.2 3.3

(08)

(Attitude Scale)

:

: -

: -

: -

(8)

	9 8 7 6 5 4 3 2 1		1
	15 14 13 12 11 10		2
	20 19 18 17 16		3

Alain M. Rubin, Elizabeth M. Perse, Donald S. Taylor

Gerbner et al, 1977, 1978, 1979; Morgan, 1984

:

(05)

:

()

*

(08)

. 1 . 2 . 3 . 3



·(.72) Ô

Alain M. Rubin, Elizabeth M. Perse, Donald S. Taylor

:



:

·(9 :)

1988

)

· (Oppenheim, 1978

* Faith in other, Life control, Interpersonal connection, Politics efficacy, Security

:

(9)

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	
																			26	2
																		34	30	3
																	36	18	24	4
																33	31	19	17	5
															34	40	30	18	26	6
														38	19	24	30	23	19	7
													38	34	21	28	27	25	29	8
												44	36	28	29	30	36	29	22	9
										07	02	-04	-07	-00	09	02	05	-02	10	10
										-11	10	01	12	02	-04	00	03	08	-01	11
									-14	25	01	02	-06	09	07	01	-01	04	04	12
								47	-13	28	07	14	05	08	10	11	14	13	08	13
							-07	-03	27	06	14	15	09	09	11	11	09	18	02	14
						-12	30	22	-06	10	17	10	17	11	10	02	22	17	18	15
					05	15	05	05	14	16	25	13	08	10	06	16	12	21	11	16
				35	09	07	05	00	10	09	13	14	17	10	-01	10	09	11	02	17
			15	21	-07	-01	08	-03	13	14	-00	-01	-06	-03	-04	-06	-10		-03	18
		28	30	21	10	04	05	-01	11	18	13	-02	11	-06	-01	-01	03	12	-05	19
	36	21	01	18	09	06	09	11	09	06	12	06	01	01	01	10	12	07	06	20
.38**	.36**	.20**	.39**	.47**	.38**	.30**	.41**	.29**	.22**	.31**	.58**	.51**	.46**	.46**	.39**	.47**	.52**	.51**	.40**	

0.01

**

0.05

*

الفصل الرابع

التحليل الإحصائي وعرض نتائج البحث

:

.1

. 1 . 1

(Approximately Normal or scale variable)

Leech and al.

"

...

" "

1 "

"

2 "

(10)

3.739 1.848

¹ Leech L.N, Barrett C.K, Morgan A.G, *SPSS for Intermediate Statistics(second edition)*, Lawrence Erlbaum Associates, Publishers New Jersey, 2005, p16

² Ibid... p17

:

1.49 1.01

(10)

Morgan A.G

Leech et all

1 +/-

.(27 20)

1

(8)

" Leech et all

1 "

/

(10)

5	1	-0.750	.485	1.101	.065	2.324	1
5	1	-0.894	.478	1.235	.073	2.517	2
5	1	-1.021	.315	1.244	.073	2.735	3
5	1	-0.657	.542	1.146	.067	2.491	4
5	1	-1.439	.193	1.434	.084	2.712	5
5	1	-1.290	.145	1.296	.076	2.804	6
5	1	-1.476	-0.033	1.495	.088	3.056	7
5	1	-1.320	.130	1.392	.082	2.777	8
5	1	-0.250	-0.816	1.165	.068	3.714	9
5	1	-0.158	-0.866	1.170	.069	3.739	10
5	1	.199	-1.039	1.150	.068	3.856	11
5	1	-1.293	-0.146	1.335	.078	3.084	12
5	1	-1.289	-0.059	1.336	.079	2.998	13
5	1	-1.141	.350	1.303	.077	2.556	14

¹ Leech L.N... Op Cite, p21

:

5	1	-.922	.566	1.299	.076	2.473	15
5	1	1.373	1.364	1.033	.061	1.848	16
5	1	.023	.940	1.144	.067	2.174	17
5	1	-1.143	.363	1.320	.078	2.622	18
5	1	-1.146	.421	1.330	.078	2.561	19
5	1	-1.149	1.159	1.440	.085	3.311	20
5	1	-.983	.481	1.268	.074	2.549	21
5	1	-1.173	.062	1.226	.072	2.807	22
5	1	-.345	.889	1.214	.071	2.151	23
5	1	.807	1.231	1.111	.065	1.947	24
5	1	-1.178	.102	1.296	.076	2.894	25
5	1	-1.145	-.164	1.248	.073	3.000	26
5	1	.170	.992	1.119	.066	2.056	27
5	1	-.728	.706	1.290	.076	2.329	28
5	1	.139	1.015	1.119	.066	2.073	29
5	1	1.440	1.310	1.006	.059	1.877	30
5	1	-.622	.642	1.190	.070	2.319	31

(11)

.69 =014 = 2.26 =) :

65 =038 = 2.97 =) (.64 =

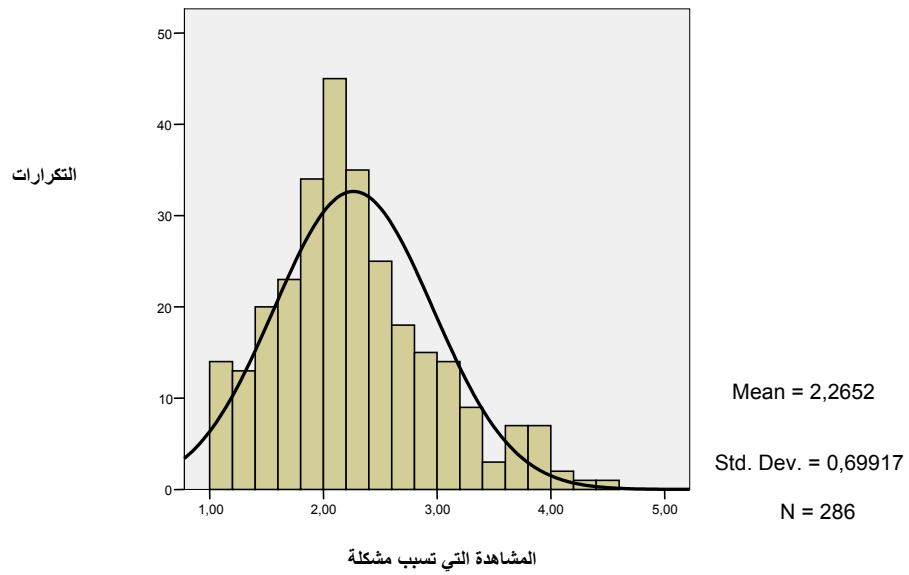
.65 =038 = 2.645 =) (.06 =

.(.15 = 58 =034 = 2.964 =) (.06 =

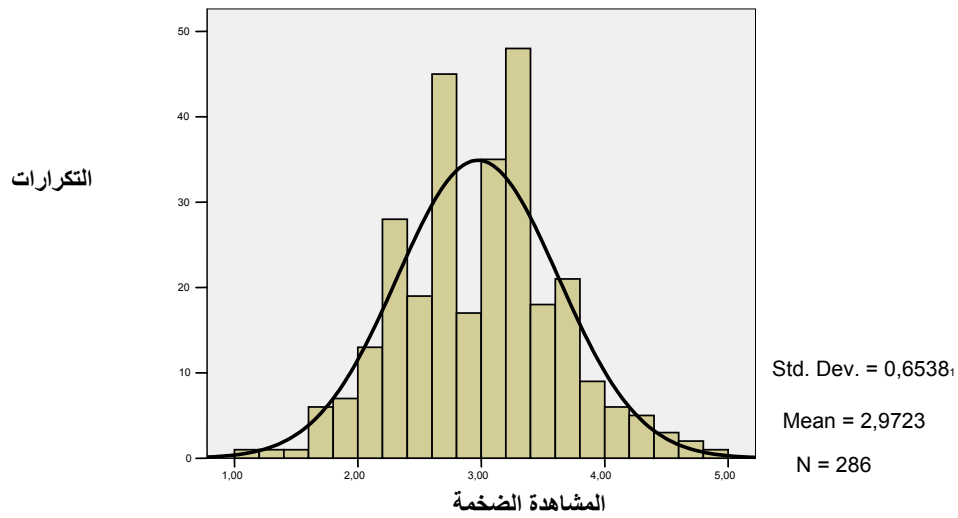
(3 2 1)

(11)

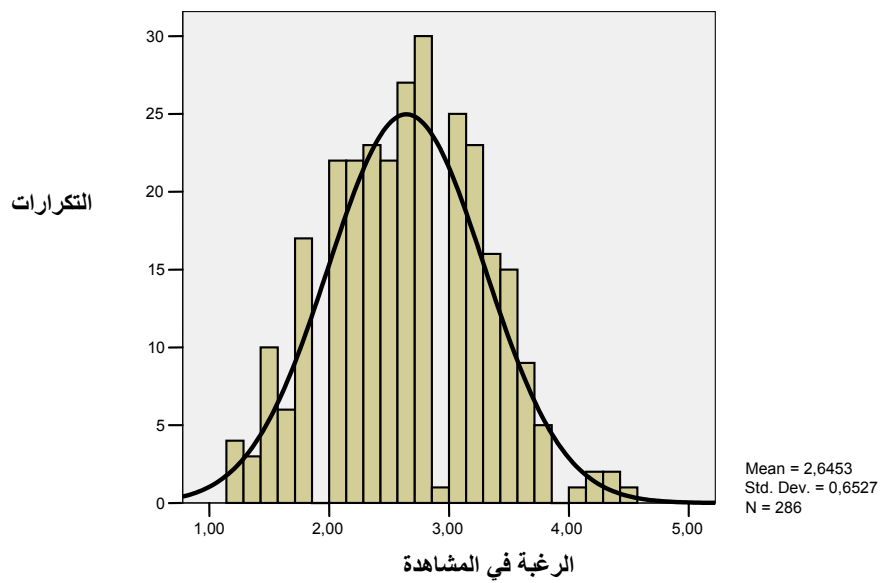
4.55	1.00	.268	.646	.699	.0413	2.265	
4.90	1.10	.043	.065	.653	.038	2.972	
4.50	1.17	-.325	.061	.652	.038	2.645	
5.75	1.00	2.220	.150	.583	.034	2.964	



(5)



(6)



(7)

:

. 2 . 1

(12)

.988

(.06)

1.384

(12)

1+ 1-

. Leech L.N Morgan A.G

(13)

3.632 2.295

.042 .035

. .042

(.068)

(-.266)

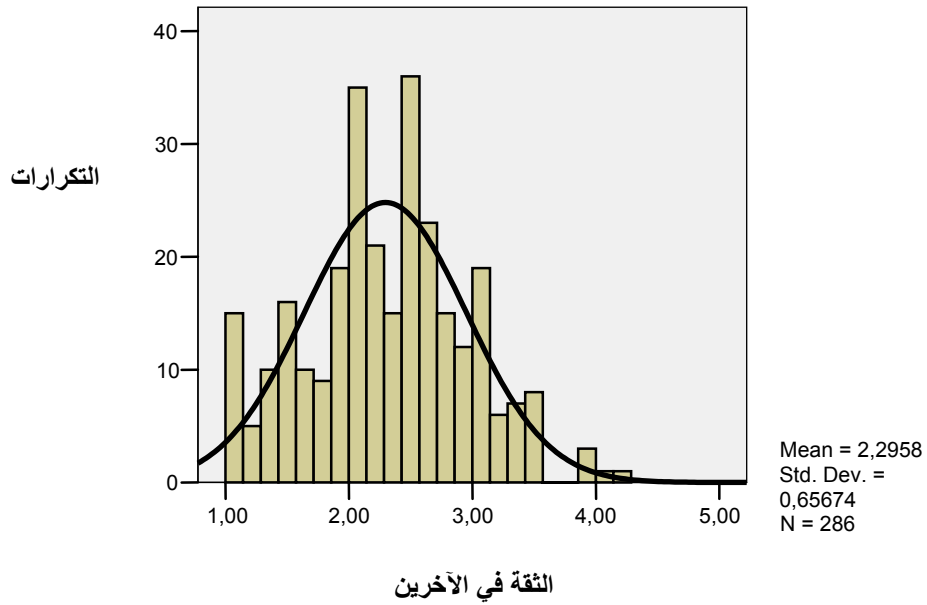
(-.486)

(12)

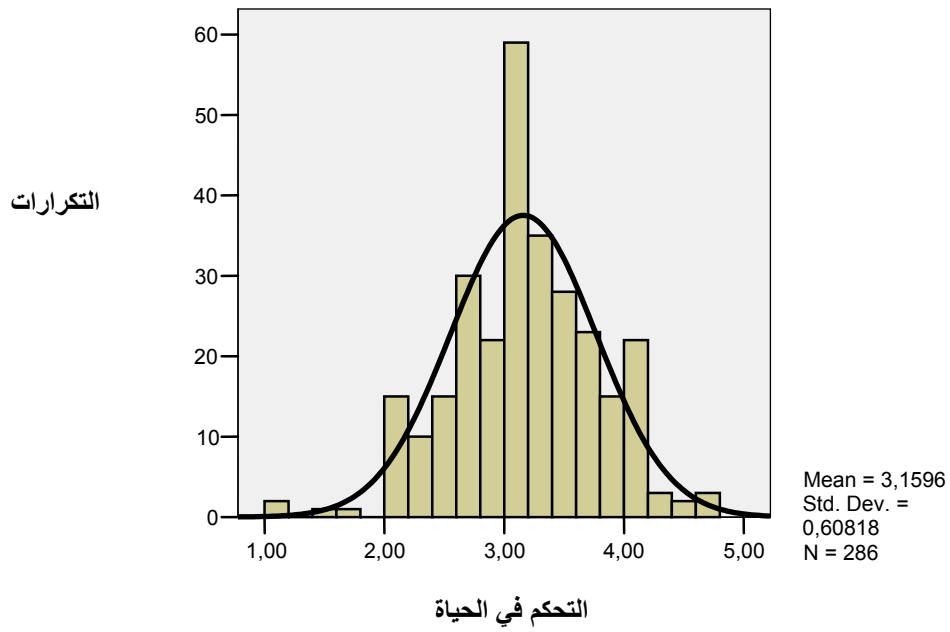
5	1	.516	1.139	1.018	.060	1.863	1
5	1	-1.034	.113	1.165	.068	2.736	2
5	1	-.157	.772	1.051	.062	2.132	3
5	1	-.079	.802	1.014	.059	2.055	4
5	1	.820	1.109	1.019	.060	1.987	5
5	1	.103	.864	.999	.059	2.033	6
5	1	-.314	.560	1.036	.061	2.271	7
5	1	-.988	-.015	1.101	.065	2.663	8
5	1	-.983	-.193	1.156	.068	2.855	9
5	1	-.245	-.829	1.208	.071	3.780	10
5	1	-.779	-.513	1.259	.074	3.419	11
5	1	-1.155	.138	1.290	.076	2.827	12
5	1	-1.253	.061	1.320	.078	2.877	13
5	1	-.667	-.307	1.118	.066	3.219	14
5	1	-1.022	.106	1.204	.071	2.833	15
5	1	.438	-1.057	1.100	.065	3.884	16
5	1	-.745	-.518	1.223	.072	3.402	17
5	1	1.372	-1.299	.988	.058	4.077	18
5	1	.011	-.804	1.075	.063	3.760	19
5	1	-1.242	-.094	1.384	.081	3.038	20

(13)

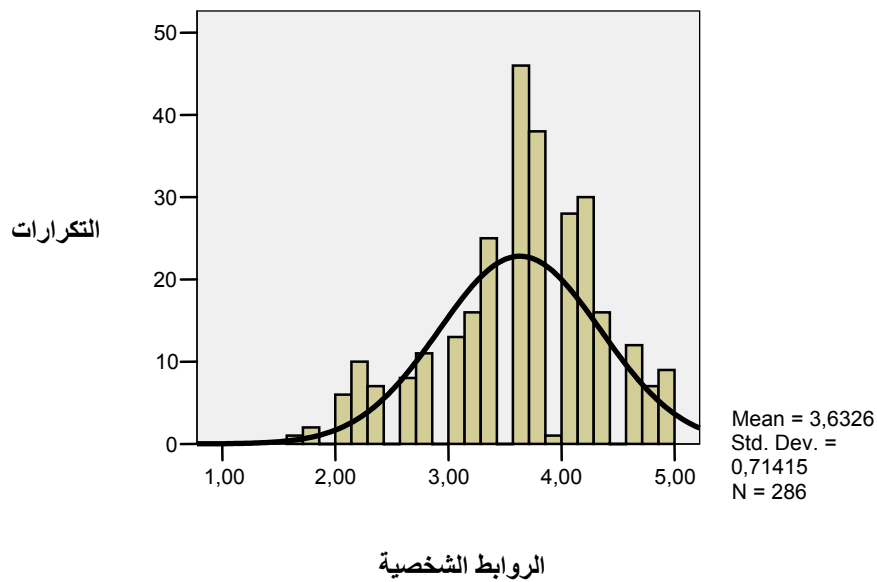
4.22	1.00	-.256	.068	.656	.038	2.295	
4.67	1.00	.521	-.266	.608	.035	3.159	
5.00	1.60	.024	-.486	.714	.042	3.632	



(8)



(9)



(10)

:

. 2

()

(Pearson Product Moment Correlation)

" Pearson

) -1.0 ¹ () +1.0 () 0.0 \hat{O} (

) MORGAN

) (

.()

¹MORGAN G.A., LEECH N.L., GLOECKNER G.W., BARRETT K.C., SPSS for Introductory Statistics, Use and Interpretation (second edition), Lawrence Erlbaum Associates, Publishers New Jersey, 2004.p111

² Ibid, p 111

Pearson Product Moment Correlation

: 1 . 2

" "

$r = .52, p=)$

$(r = .66 \quad p = 0.01)$

$(0.01$

$r = .158,)$

$(r = .53, p= 0.01)$

$.(14 \quad) (p= 0.01$

Measuring Television

Cary Horvath¹

Addiction

$(r = .65, p= 0.01)$

$(r = .62, p= 0.01)$

$(r = .64, p= 0.01)$

$.(r = .39, p= 0.01)$

Cary Horvath

Cary Horvath

¹ Cary Horvath... Op Cite. P 387

:

(14)

.060	.526**	.660**	1	
.069	.532**	1	.660**	
.158**	1	.532**	.526**	
1	.158**	.069	.060	

() 0.01 **

: 2 . 2

(15)

A Methodological Examination of Cultivation

Rubin, Perse, and Taylor

($r = .26, p = 0.01$)

($r = .33, p = 0.01$)

.¹($r = .25, p = 0.01$)

Rubin, Perse, and Taylor

($r = .24, p = 0.01$)

($r = .17, p = 0.01$)

(15) ($r = .25, p = 0.01$)

¹ Alain M. Rubin, Elizabeth M. Perse, Donald S. Taylor, ... Op Cite p 116

:

(15)

.171**	.245**	1	
.255**	1	.245**	
1	.255**	.171**	

.() 0.01

**

(:).

: 3. 2

 $(r = .12, p = 0.05)$ $(r = .18, p = 0.01)$ $(r = .09, p = .105)$.(16 $(r = .18, p = 0.01)$

:

$r = .21, p =)$

$r = .18, p =)$

.(16

$(r = .19, p = 0.01)$

) $(r = -.013, p = .827)$

(0.01)

(0.01)

Cary Horvath

$(r = .34, p = 0.01)$

*

$(r = .31, p = 0.01)$

(16)

.096	.185**	.187**	.123*	
-.013	.183**	.199**	.218**	

. () 0.01 **

. () 0.05 *

*

(1).

.: 4 . 2

(17)

 $(r = .12, p = 0.05)$ $(r = .12, p = 0.05)$

(17).

Alain M. Rubin, Elizabeth M. Perse, Donald S.)

Hawkins &) (Rubin, Perse, & Powel, 1985) (1983 Rubin 1981) (Taylor

.(Gerbner et al., 1979) (1986 Signorielli,) (Pingree

(17)

.048	.050	.088	.077	
.018	.033	.017	-.033	
-.047	.031	.025	.079	
-.030	-.033	.129*	.126*	
-.053	-.027	-.058	-.090	

.() 0.05

*

:

.) .5 . 2
(1 :) .

.(Alain M. Rubin, Elizabeth M. Perse, Donald S. Taylor)

$r = -$) $(r = .02)$.
 $(r = -.05)$ (.07

$(r = .14, p = 0.05)$

(18) .

(18)

.005	.148*	.041	
.014	.014	.102	

.() 0.05 *

:

(2 :) .

: 6 . 2

: (19)

-

-

 $(r = -.17, p = 0.01)$

:

 $(r = -.14, p = 0.05)$ $(r = -.12, p = 0.05)$

-

Alain M. Rubin, Elizabeth M. Perse, Donald

S. Taylor

 $(r = -.13, p = 0.01)$

.

 $(r = -.11, p =)$ $(r = -.19, p = 0.001)$ $(r = -.17, p = 0.001)$ (0.05) $(r = -.11, p = 0.05)$

(19)

-041	.024	-059	
-037	-067	-055	
-122*	-038	-178**	
-086	-140*	-106	
-090	-045	-004	

 $() 0.01$

**

 $() 0.05$

*

:

() .

∴ 7 . 2

.1 3

(20)

:

$(r = -.12, p = 0.05)$

-

$(r = 17, p = 0.01)$

$(r = 20, p = 0.01)$

-

$(r = 18, p = 0.01)$

$(r = 13, p = 0.05)$

-

(20)

(20)

.061	.092	.113	
.085	.172**	.120*	
.020	.186**	.201**	
.011	.133*	-.022	

() .

: 3

) ¹(Multiple Regression)

(Bivariate Regression

Morgan et al. .

Multiple Regression attempt to predict a normal (or scale) dependent variable from a combination of several scale and/or dichotomous independent/predictor variables.²

SPSS Morgan et al.

Enter / SPSS (Multiple Regression)

) (Simultaneous Regression)

(

*“For this purpose, we will use the method that SPSS calls **Enter**, which tell the computer to consider all the variable at the same time.”³*

¹ Leech L.N, Barrett C.K, Morgan A.G, *SPSS for Intermediate Statistics(second edition)*, Lawrence Erlbaum Associates, Publishers New Jersey, 2005, p 95

² MORGAN G.A., LEECH N.L., GLOECKNER G.W., BARRETT K.C., *SPSS for Introductory Statistics, Use and Interpretation* (second edition), Lawrence Erlbaum Associates, Publishers New Jersey, 2004.p 126

³ Ibid... p 126

:

:

) :
(

) :
(

) :
(

: 1.3

..

: .1.1.3

:

$(R_2 = .045, F= 7.693, p < .001)$

4,5

()

.045 \hat{O}

R

.()

%

$(F= 7.693, p < .001)$

(21)).

:

:

=.052,) % 5,2

(22) $(R_2 F= 8.765, p < .000$
(22)).

.

.046 \hat{O} R $(R_2 =.046, F= 7.929, p < .000)$ % 4,6

(23)).

.

 $(R_2 =.004, F=1.564, p < .211)$.

(21)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	14.643		.124	1.811	-
.001	3.292	.199	.012	.040	
.262	1.125	.068	.008	.009	

* .009) - (* .040) -1.811 =

(

:

: (22)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	22.228		.115	2.562	
.008	2.656	.160	.011	.030	
.019	2.363	.142	.008	.018	

$$(\quad * .018) + (\quad * .030) - 2.562 =$$

: (23)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	19.629		.115	2.265	-
.019	2.363	.142	.011	.027	
.016	2.415	.146	.008	.019	

:

: 2 . 1 . 3

:

$\hat{O} = .020$ **R** $(R^2 p < .057)$
 $(.020, F=2.177,)$ % 2
 (24)

(24)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	8.748		.227	1.984	
.151	1.439	.085	.010	.014	
.717	-.363	-.021	.011	-.004	
.257	1.135	.067	.010	.012	
.030	2.176	.129	.013	.027	
.102	-1.640	-.097	.011	-.019	

:

. 2 . 3

: 1 . 2 . 3

$(R_2 = .030, F=3.209, p < .013)$ \hat{O} R % 3

(25)

(25)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	7.278		.260	1.893	
.992	-.010	-.001	.076	-.001	
.835	.208	.017	.082	.017	
.006	2.783	.201	.073	.203	
.357	-.923	-.055	.067	-.061	

* .017) - (* .001) - 1.893 =

.(* .061) - (* .203) - (

:

: 2 . 2 . 3

% 3

(26) .

(26)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	13.627		.212	2.890	
.277	-1.090	-.064	.009	-.010	
.399	-.844	-.050	.010	-.008	
.006	-2.790	-.164	.010	-.027	
.090	-1.699	-.100	.012	-.020	
.986	.017	.001	.011	.000	

:

:

: 3.3

. 1.3.3

($R_2 = .044, F=4.245, p < .002$)

% 4.5

.(27)

(27)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	9.422		.239	2.253	- 2
.308	-1.021	-.082	.070	-.071	
.068	1.833	.148	.075	.137	
.064	1.860	.134	.067	.125	
.070	1.819	.107	.061	.111	

$$* .137) - (\quad * .071) - 2.253 =$$

$$.(\quad * .111) - (\quad * .125) - ($$

:

. 2 . 3 . 3

$\hat{O} = .023$,) R

% 3

($R_2 F=3.275$, $p < .039$

(28)

(28)

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		
		beta	Std. Error	B	
.000	28.350		.109	3.097	-
.627	-.487	-.030	.011	-.005	
.011	2.548	.156	.007	.019	

. 4

Kruskal Wallis) Chi-Square T-TEST .
1 (Test

() T-TEST
Chi-Square . (Normal , scale, data)
(Nominal)

Morgan et all

"

.² (Independent Sample t-test) t

t-test

Morgan

t-test

¹MORGAN G.A. and all, Op Cite... p 134

² Ibid..., p 137

:

(Parametric)

(Scale)

Nonparametric Kruskal-) Kruskal-Wallis

1"

"

(Wallis Test

.1 . 4

. 1 . 1 . 4

T-TEST

(29)

p =)

(p = .292)

(p = .290)

(p = .398)

. (.802

(29)

p	df	t	
.398	284	-.847	
.290	284	-1.059	
.292	284	-1.056	
.802	284	-.251	

.() 0.05

*

¹ Ibid... , p 156

:

. 2 . 1 . 4

:

(30) Chi-Square

(p = .402)

(p = .650)

:

($\chi^2 = 17.675, P = .000$)

($\chi^2 = 15.379, P = .000$)

(151.44)

128.13))

(163.87)

() .(137.51)

(30) .

(30)

Asymp.Sig	df	CHI-Square	
.650	1	.206	
.402	1	.703	
.000	1	15.379	
.681	1	.169	
.509	1	.436	
.000	1	17.675	
.123	1	2.378	

:

. 2 . 4

. 1 . 2 . 4

(31)

(t = 1.971, df = 284, p = .050)

" Morgan .(t =-2.829, df = 284, p = .005)

(Confidence Interval of the Difference)

1"

(- - + +)

()

(31)

Sig.(2-tailed)	df	t					
.050	284	1.971	.70084	2.3701	107		
			.69256	2.2026	179		
.070	284	1.820	.62228	3.0630	107		
			.66778	2.9182	179		
.571	284	.568	.68969	2.6737	107		
			.63092	2.6283	179		
.005	284	-2.829	.66493	2.8395	107		
			.51664	3.0388	179		

.() 0.05

*

.() 0.01

**

¹ MORGAN G.A. and all, Op Cite... p 139

:

. 2 . 2 . 4

:

Chi-Square

) (x₂ = 28.906, P = .000)

(125.96 = 172.85 =

.(32)

.

:

. (114.00) (161.14) (x₂ = 25.995, P = .000)

(32)

Asymp.Sig	df	CHI-Square		+ .	
.000	1	28.906	172.85	107 =	
			125.96	179 =	
.635	1	.225	146.18	107 =	
			141.90	179 =	
.851	1	.035	144.60	107 =	
			142.84	179 =	
.060	1	3.526	154.61	107 =	
			136.86	179 =	
.350	1	.875	137.94	107 =	
			146.82	179 =	
.572	1	.319	140.20	107 =	
			145.47	179 =	
.000	1	25.995	114.00	107 =	
			161.14	179 =	

الفصل الخامس

مناقشة النتائج و خلاصة البحث

Popper Karl

(Common sense) *

Madeleine Grawitz, Lexique des Sciences Sociales,)

" " *
(7ém Edition, Dalloz, 1999

:

(La Communauté scientifique)

"

1"

:



(La Télécommande)

¹ Shapiro A.M, *Memory and Decision Processes in the Construction of Social Reality*, *Communication Research*, Vol 18. N°1. Feb 1991.p16

:

Smith 1986



.1

Gerbner Ô

"

"

Signorielli

()

"

Heavy viewer .

. would have the least choice

(relative power)

.(genres)

(efficacy of individual characters)

. 1 "

Gerbner

¹ Signorielli Nancy , *The Television Audience : Selective Television Viewing : A Limited Possibility*, *Journal of Communication*, Summer 1986; 36,3, p65

)
(

*)
)
(
- -

¹ Rubin

* العودة إلى نظرية الاستخدامات و إشباع الرغبات
¹ Rubin, A. *Television Uses and Gratification; The Interactions of Viewing Patterns and Motivations.*
Journal of Broadcasting, 27(1), 1983,

:

:

(*20 19 18)

($m= 3.856$) ($m=3.739$) ($m = 3.715$) \hat{O}

($SD=1.150$) ($SD=1.170$) ($SD=1.165$)

.()

()

: Signorielli

(

= 19 (

= 18 *

= 20

(*prime time programming*)

¹" *talk shows*

1

)

.((Biaisier)

"

"

(Le Programme alibi)

: (Chi Square) Chi \hat{O}

($x_2 = 15.379, P = .000$)

($x_2 = 17.675, P = .000$)

.($x_2 = 25.995, P = .000$)

.

.(114.00 = 161.14 =)

¹ Signorielly Nancy,... Op Cite, p 67

Signorielli Gerbner

Signorielli

()

-"

"

-

Gerbner

Signorielli

()

Talk Show

:

(33)

.048	.050	.088	.077	
.018	.033	.017	-.033	
-.047	.031	.025	.079	
-.030	-.033	.129*	.126*	
-.053	-.027	-.058	-.090	

) /

. 1 . 1

(

)

(

:

. 2 . 1

Cary Horvath

() /

:

"

1 "

¹ Horvath C, ... Op. Cite... p393

Rubin et al

()

Rubin et al

:

$(r = .18, p = 0.01)$

/

$(r = .12, p = 0.05)$

$(r = .18, p = 0.01)$

$(r = .09)$

)

/

.(

:

.

. /

:

$(r = .21, p = 0.01)$

$(r = .18, p = 0.01)$

$(r = .19, p = 0.01)$

$(r = -.01)$

" "

.

:

$p = 0.01)$

$(r = .52, p = 0.01)$

$(r = .66$

:

($r = .53, p = 0.01$)

. ($r = .158, p = 0.01$)

)

(

Cary Horvath ¹

Measuring Television Addiction

($r = .65, p = 0.01$)

($r = .62, p = 0.01$)

($r = .64, p = 0.01$)

. ($r = .39, p = 0.01$)

)

:

(...

¹ Cary Horvath... Op Cite. P 387

()

()

" Morin Edgar "

« Ce cosmopolitisme a une double nature : d'une part, une nature anthropologique, c'est-à-dire un tronc commun à l'homme de toute les civilisations : ce tronc commun, c'est non seulement ce langage d'images propre au cinéma, à la presse écrite, à la télévision, à la publicité, ce sont aussi les passions premières ou fondamentales, c'est la puissance de stimulation des processus de projection et d'identification qui reconstituent « cette mentalité mystique et concrète » dont parle Vendryés... Effectivement, la culture de masse fait appel aux dispositions affectives d'un homme imaginaire universel, proche de l'enfant et de l'archaïque, mais toujours présent dans l'homofaber moderne. Effectivement, un des fondements du cosmopolitisme de la culture de masse est l'universalité des processus du « tronc archaïque » du cerveau humain et l'universalité de l'homme imaginaire »¹

¹ Morin Edgar, *l'Esprit du Temps*, Editions le seuil, 1976 pp 224-225

:

mytho) "

"

"

"

(idéologique

/

"

.

-

- (formel)

¹ "

(L'oublie, la mise à l'écart, le rejet)

"

.

² "

-

-

¹ Arkoun Mohammed, *Humanisme & Islam Combats et Propositions*, Editions Barzakh, Alger, 2007, p269

² Ibid p 11

:

Morin

()

Shanahan Morgan

(Argentine)

(Taiwan)

()

Shanahan Morgan

(/)

Morin

:

Cary Horvath

Cary

Horvath

. 2

"

:

1"

()

" Gerbner George

" Ô

2"

()

Gerbner

¹ Shapiro Michael. A, *Memory and Decision Process in the Construction of Social Reality*, *Communication Research*, Vol.18,1, 1991, p17

² Gerbner George, *Cultivation Analysis: An Overview..*, Op. Cite, p191

:

. (Projection)

()

)

.(

)

(

"

"

:

... ..

1 "

" "

)

"

(

...

...

2

3 "

"

¹ مصطفى لشرف. الجزائر: الأمة و المجتمع. تر: حنفي بن عيسى. المؤسسة الوطنية للكتاب. الجزائر. 1983. ص 419-420
² المرجع نفسه... ص 420
³ المرجع نفسه... ص 420

:

" "

;

.

.

;

1u ...

...

()

:

:

"

1 "

Formalisme

"

...

...

2 "

¹ Toualbi-Thaalibi N, *L'Ordre et Le Désordre*, Casbah Editions, Alger, 2006, p25

² *Ibid.* p25

:

. 1 . 2

Enter

. ($R_2 = .030, F=3.209, p < .013$) \hat{O} .030 **R** % 3

)

(

Hawkins,

:

Pingree, and Adler

*

()

()

" "

« C'est en effet à travers ces réseaux que les individus sont façonnés et gérés de telle façon qu'ils apprennent et, au besoin, vérifient qu'ils ne peuvent évoluer qu'à l'appui des soutiens que leur procurent leurs relations sociales et que, par conséquent, ils ne peuvent éventuellement compter que sur ceux avec lesquels ils sont en contact permanent. »¹

)

(

James Chesebro, *Communication, Values, and Popular Television Series*, *Communication Quarterly*, 51(4), 2003, 367-418

¹ Medhar S, Achaibou M, *Typologie de la Violence A Travers la Société Algérienne –Essai de Théorisation-*, *Revue des deux Rives*, Edition LRPSO, 1, 2004, p 26

:

)

(

(34)

4.22	1.00	-0.256	.068	.656	.038	2.295	

(1982) Hawkins, Pingree,

:

$m = 1.987, SD = 1.019$:

) 5 -

$m = 2.271, SD = 1.036$:

) 7 -

$m = 2.855, SD = 1.156$:

) 9 -

Hawkins, Pingree,

() " "

(24 Chrono, Les Experts, Prison Break, Lost, FBI Portés Disparues...)

...

Hawkins, Pingree, and Adler

"

(1986)

1"

.(1982) Hawkins, Pingree,

Gerbner et al.

=.029,)

.($F=2.717, p < .020 R_2$

Enter

-

-

:

Rubin

¹ Hawkins P.R, Pingree S, Adler I, *Searching For Cognitive Processes in the Cultivation Effect –Adult and Adolescent Samples in the United States and America -*, *Human Communication Research*, 13(4), 1987, p572

:

"

Rubin,)"

...

(1988, p 125

:

"

(Rubin, 1988, p128)")

)

(.

. 2 . 2

.($m=3.159, SD=.608$)

:

$$(m = 3.780, SD = 1.208)^*(10)$$

$$m = 2.827,) \bullet (12)$$

$$(SD = 1.290)$$

" (Gerbner & Gross, 1976)

Gerbner

""

.023 \hat{O} R

:

$$. (R_2 = .023, F = 3.275, p < .039)$$

*

• مقارنة مع أناس آخرين فإنني كثيرا ما تنتابني الكآبة.

Gerbner

: Rubin, Perse, Taylor

" ... "

:

"

" (Lull, 1980) "

(Horton & Wohl, 1956)"

.

.

.

Rubin) (Shapiro A.M. 1991)

(Shrum L.J, O'Guinn T.C, 1993) (A.M, Perse E.M, Taylor D.S, 1988

Gerbner

Rubin) (Doob A, MacDonald G, 1979)

(A.M, Perse E.M, Taylor D.S, 1988

Rubin A.M et al. .

:

.

.

.()

)

()

(

()

.

($M= 3.632, SD= .714$)

()

(Postures)

()

.()

()

()

.044 \hat{O} R :

($R_2 = .044, F=4.245, p < .002$):

% 4.5

:

:

.

-

($M=9.958, SD=3.485$)

.

Gerbner. Signorielli,

...Morgan

Hawkins et al

.

)

(

.

although estimates of real world demography require some sort of construction themselves, it is construction in which its end products have direct referents in television content, whereas second order beliefs are linked only by an argument of implication. (Hawkins et al. 1987. p573)

)

(

« That the Demographic beliefs are not an intervening variable or condition in the relationship between television viewing and second order beliefs, and in fact are scarcely related to the value system beliefs... ». (Hawkins et al. 1987. p573)

)

(

1 «

»

¹ عزي عبد الرحمان. دراسة في نظرية الاتصال ... مرجع سبق ذكره ص 120

:

)"

(26 2003

...

)

-

(

:

.3

.1.3

Chi-Square

.(p = .402)

(p = .650)

$x_2 = 15.379, P =)$

($x_2 = 17.675, P = .000$)

(.000

(128.13) (163.87)

.(137.51)

(151.44)

.()

T-TEST

:

p =) (p = .292) (26) (p = .290) (p = .398)
.(802

∴ . 2 . 3

Chi-Square

) (x² = 28.906, P = .000)
(125.96 = 172.85 =
(.29)

:

(114.00)

(161.14)

($x_2 = 25.995$, $P = .000$) :

(28)

($t = 1.971$, $df = 284$, $p = .050$)

" Morgan .($t = -2.829$, $df = 284$, $p = .005$)

(Confidence Interval of the Difference)

1"

(_ - + +)

()

" "

¹ MORGAN G.A. and all, Op Cite... p 139

Berger & Searle

.Luckman

Signorielli Pingree Hawkins



:

.

•

:" -

-

"

'

د

د

د

.2007

-

1995

-

.2003 .

2002

1990 2

: .

: .

: .

1983

: .

1993

.(1988) 8 :

Adoni H., Cohen A. A., **Television Economic News and The Social Vonstruction of Economic Reality**, *Journal of Communication*, 28(4), 1978.

Anderson, D. R, Collins, P.A, Schmitt, R.L, Jacobitz, R.S, **Stressful Life Events and Television Viewing**, *Communication Research*, 15, 1996.

Antecol. M., **Abstracting the Later McLuhan: Television' Cool Role in the Creation of the Global Village**. *Canadian Journal of communication*. Vol. 24(2), 1999.

Arkoun. M., **Humanisme & Islam Combats et Propositions**. Barzakh, 2007

Bandura A., **Social cognitive theory of mass communication**, *Media Psychology*, Vol. 3,2001.

Bennabi. M., **Les Conditions de la Renaissance**. ANEP, 2005.

Berger P., Luckman T., **La Construction Sociale de La Réalité**, Armand Colin, Paris, 2002.

Biocca F., **Communication Within Virtual Reality: Creating a Space for Research**, *Journal of Communication*, Vol. 42(4), 1992.

Birnie S.A., Horvath P., **Psychological Predictors of Internet Social Communication**, *JCMC*, 7(4), 2002.

Berger P. & Luckmann T., **La Construction Sociale De La Réalité**. Trad. Taminiaux P., 2em édition. Armand Colin. 2002.

Boutaud J.J., **Sémiotique et Communication – du signe au sens-** l'Harmattan, 1998.

Brown M.H , Skeen P., & Osborn D.K., **Young Children's Perception of Reality of TV**, *Contemporary Education*, Vol.50(3), 1979.

Cabin P., **La Communication Etats des Savoirs**, Editions Sciences Humaines, 1981.

Cavender G, Bond-Maupin L, & Jurik N.C, **The Construction of Gender in Reality Crime TV**, *Gender & Society*, Vol. 13, (5), 1999.

Cohen J., **Television Viewing Preferences: Programs, Schedules, and the Structure of Viewing Choices Made by Israeli Adults**, *Journal of Broadcasting and Electronic Media*, Vol.46 (2), 2002.

Cohen J., *Defining Identification: A Theoretical Look at the Identification of Audiences with Media Characters*, *Mass Communication & Society*, Vol. 4(3), 2001.

De Fleur M.L., Ball-Rokeach S. B., *Theories of Mass Communication*, Longman New York, 1975

Dortier J.F., *Les Sciences Humaines- panorama des connaissances-* édition Sciences Humaines. 1998.

Fin S., *Origins of Media Exposure –Linking Personality Traits to TV Radio, Print, and Film Use*, *Communication Research*, Vol.24, (5), 1997.

Fitzpatrick. D., *Searle and Collective Intentionality, the Self-Defeating Nature of Internalism with Respect to Social Facts*. *American Journal of Economics and Sociology*, Vol. 62, (1) , 2003.

Fritz N.J., Altheide D.L., *The Mass Media and The Social Construction of The Missing Children Problem*, *Sociological Quarterly*, 28(4), 1987.

Funkhouser G.R & Shaw E.F., *How Synthetic Experience Shapes Social Reality*, *Journal of Communication*, Vol. 40 (2), 1990.

Gamson W.A, Croteau D, Hoynes W, & Sasson T, *Media Images and the Social Construction of Reality*, *Annual Review of Sociology*, Vol.18, 1992.

Gerbner G., *Cultivation Analysis: An Overview*, *Mass Communication and Society*, Vol. 1 (3/4), 1998.

Gerbner G., *Communication and Social Environment*, *Scientific American*, 227, 1972

Gerbner G, Signorielli .L, Morgan .M., *Aging With Television: Images on Television Drama and Conception of Social Reality*, *Journal of Communication*, 30(1), 1980

Gerbner G., *Toward Cultural Indicators: The Analyses of Mass Mediated Message System*. *Communication Review*,17,1969.

Glover T.D, *The Community Center and the Social Construction of Citizenship*, *Leisure Sciences*, Vol. 26, 2004.

Goffman E., *Les Cadres de L'Expérience*. Edition minuit. 1991

Goffman E., *La Mise en Scène de la Vie Quotidienne*. Editions de Minuit. 1973.

Gosselin .A., *Violence et Effet D'Incubation de La Télévision : La Thèse de La Cultivation Analysis*, *Les Etudes de la Communication Publique*, Université Laval, Québec, 1993

- Grawitz M., *Lexique des Sciences Sociales*, Editions DALLOZ, 1999.
- Grawitz M., *Méthodes des Sciences Sociales*, Editions DALLOZ, 1996.
- Hallowey D, Green L, *Room to View –Family Television Use in The Australian Context*, *Television & New Media*, Vol.9, N°1, 1998.
- Hawkins R. P, et al. *What Holds Attention to Television? Strategic Inertia of Looks at Content Boundaries*, *Communication Research*, vol.29, n°1, 2002.
- Hawkins, R.P, Suzanne. Pingree, Jaqueline C. Buch Hilton, Eileen Gilligan, Bary Radler, Lee Ann Kahlor, Bradley Gorham, Gudborg Hildur Kolbeins, Toni Schmidt, and Prathana Kannaovakun, *If College Are Appointment Television Viewers...*, *Journal of Broadcasting and Electronic Media*, 45(3), 2001.
- Hawkins R. P, Pingree S, Reynolds, N, *In Search of Viewing Style*. *Journal of Broadcasting and Electronic Media*, 35(3), 1991
- Hawkins R. P, Pingree S, Adler I, *Searching for Cognitive Processes in the Cultivation Effect –Adult and Adolescent Samples in the United States and Australia*, *Human Communication Research*, Vol. 13 N° 4, Summer1987
- Hawkins R. P, Pingree S, *Uniform Messages and habitual Viewing: Unnecessary Assumptions in Social Reality Effects*, *Human Communication Research*, vol.7, n°4, 1981
- Henson R.K., *Understanding internal consistency reliability estimates: A conceptual primer on coefficient Alpha*, *Measurement and Evaluation in Counselling and Development*, Vol. 34, 2001.
- Horvath. Cary W, *Measuring Television Addiction*. *Journal of Broadcasting & Electronic Media*. 48 (3), September 2004
- Horvath, Cary, L. *Psychological addiction to television: Scale development and validation*. *Communication Studies*, December, 1999
- Isaac Joseph. *Goffman et la Microsociologie*. PUF. 2 édition. 2003
- Isaac Joseph. *Le Parler Frais d' Erving Goffman*. Les Editions de Minuit. 1969
- Jason L.A, Fries M, *Helping Parents Reduce Children's Television Viewing*, *Research on Social Work Practice*, vol.14, n°2, 2004.
- Kim T., Bioca F., *Telepresence Via Television: Two Dimention of Telepresence May Have Different Connections To Memory and Persuasion*, *JCMC*, 3(2), 1997.
- Konijn E.A, Hoorn J.F, *Some Like It Bad: Testing a Model for Perceiving and Experiencing Fictional Characters*, *Media Psychology*, 7, 2006.

Kremer Marina, Kean Linda Godbold, *Uses and Gratifications of Media Violence: Personality Correlates of Viewing and Liking Violent Genres*, *Media Psychology*, 7, 2005.

Kremer Marina, Valkenburg P.M, *A Scale to Assess Children's Moral Interpretations of Justified and Unjustified Violence and Its Relationship to Television Viewing*, *Communication Research*, vol. 26, n°5, 1999.

Kube.,R, Csikszentmihalyi Mihaly, *Television Addiction*, *Scientific American Mind*, 2003

Kubey,R.. *Media Literacy and the Teaching of Civics and Social Studies at the Dawn of the 21 Century*, *American Behavioral Scientist*, Vol 48, N°1, Sept 2004.

Kubey,R. .*Television Use In Every Day Life: Coping with Unstructured Time*: *Journal of Communication*, 36(3), 1986.

Lacheraf. M., L'Algérie, Nation et Société. SNED, 1978.

Leech L.N, Barrett C.K, Morgan A.G, *SPSS for Intermediate Statistics(second edition)*, Lawrence Erlbaum Associates, Publishers New Jersey, 2005.

McCarty D, Jones R.L, Potrac P, *Constructing Images and Interpreting Reality-The Case of the Black Soccer Player on Television-*, *International Review of THE Sociology of Sport*, 38(2), 2003.

McCarthy Anna, *From Screen to Site: Television's Material Culture, and Its Place*, October, Fall 2001.

McIlwraith, Robert D. *"'I', addicted to television": the personality, imagination, and TV watching patterns of self-identified TV addicts.* " *Journal of Broadcasting & Electronic Media.* 42. N° 3, 1998.

McIlwraith Robert, Smith R, Jacobwitz, Kubey. R, Alison Alexander., *Television Addiction. Theories and data behind the ubiquitous metaphor.* *American Behavioral Scientist*, Vol 35, Nov/Dec 1991.

Mead G.H., *Mind, Self, and Society*, Chicago, University of Cicago Press, 1934.

Medhar S., Achaibou M., *Typologie de la Violence A Travers La Société Algérienne – Essai de Théorisation -*, *Edition du LRPSO, Université d'Alger*, 2004.

Morgan G.A., Leech N.L., Gloeckner G.W., Barrett K.C., *SPSS for Introductory Statistics, Use and Interpretation* (second edition), Lawrence Erlbaum Associates, Publishers New Jersey, 2004.

Morin E., *L'Esprit Du Temps*, *Edition le Seuil*, 1976.

Mucchielli. A., *Etudes des Communication : Approche par la Contextualisation*. Armand Colin. 2005

Mucchielli, A., *Etudes des communications : Approche par la contextualisation*, Armand colin, Paris, 2005,

Murray. Sandra L., John G. Holmes, and Dale W. Griffin., *The Benefits of Positive Illusions: Idealization and the Construction of Satisfaction in Close Relationships*, *Journal of Personality and Social Psychology*, Vol. 70, No. 1, 1996,

Nabi L.R, Carmen R.Stitt, Jeff Halford, and Finnerty K.L, *Emotional and Cognitive Predictors of the Enjoyment of Reality-Based and Fictional Television Programming: An Elaboration of the Uses and Gratifications Perspective*, *Media Psychology*, 8, 2006.

Nabi L.R, Bietly .E N., Morgan .S J., Carmen R.S, *Reality-Based Television Programming and the Psychology of Its Appeal*, *Media Psychology*, 5, 2003.

O’Keefe G.J, Reid-Nash K, *Crime News and Real-World Blues – The Effects of the Media on Social Reality*, *Communication Research*, Vol. 14 N°2, 1987.

Oravec J. A., *The Camera Never Lies: Social Construction of Self and Group in Video, Film, and Photography*, *Journal of Value Inquiry*, 29(4), 1995.

Palmer E.L, Young B.M., *The Faces of Television Media – Teaching, Violence, Selling to Children*, Lawrence Erlbaum Associates, Publishers, N.J, 2003.

Potter. W. J, Pashupati. K, Robert G. Pekurny, Eric Hoffman, Kim Davis, *Perception of Television: A Schema*, *Media Psychology*, 4, 2002,

Raskin Jonathan D., *Constructivism in Psychology: Personal Construct Psychology, Radical Constructivism, and Social Constructionism*. American Communication Journal. Volume 5, Issue 3, Spring 2002.

Rubin, A.M, Perse, E.M, Taylor, D.O. (1988). *A Methodological Examination of Cultivation*. *Communication Research*, Vol. 15, n° 2, April 1988.

Rubin, A.M, Perse, E. & Powell, R.A.. *Loneliness, Para social Interaction, and Local TV News Viewing*. *Human Communication Research*. Vol. 8, (1985)

Rubin, A.M., *TV Uses and Gratification: the Interactions of Viewing Patterns and Motivations*. *Journal of Broadcasting*., Vol. 27, 1983.

Rubin .A.M., An *Examination of Television Viewing Motivation*, *Communication Research*, vol. 8, 1981.

Ruggiero .T.E., *Uses and Gratifications Theory in the 21st Century*, *Mass Communication & Society*, 3(1), 2000.

- Sainsbury Peter, *Film and Television, Critical Quarterly*, vol.46, n°1, 2002.
- Sfez L., Dictionnaire Critique de La Communication, PUF, Tome 1 et 2, 1993.
- Sfez L., *Critique de la Communication, Editions du Seuil, 1990.*
- Shapiro M.A, Bradley S.D, *Parsing Reality: The Interactive Effects of Complex Syntax and Time Pressure on Cognitive Processing of Television Scenarios*, *Media Psychology*, 6, 2004.
- Shapiro M.A, Chock T.M, *Psychological Processes in Perceiving Reality*, *Media Psychology*, 5, 2003.
- Shapiro M.A, *Memory Decision Process in the Construction of Social Reality*, *Communication Research*. Vol 18, n°1, 1991
- Shaila M. Miranda & Carol S. Sanders. *The Social Construction of Meaning: an Alternative Perspective on Information Sharing*. *Information Systems Research*. Vol.14, n° 1, March 2003.
- Schrag Francis. *Searle on the construction of social reality*. *Curriculum Studies*. 1997. vol. 29, n° 2.
- Shrum L.J. and Thomas C. O'Guinn *Processes and Effects in The Construction of Social Reality - construct accessibility as an explanatory variable - Communication Research*, Vol 20(3), 1993.
- Slater M.D, et al., *Television Dramas and Support for Controversial Public Policies : Effects and Mechanism*, *Journal of Communication*, 56, 2006.
- Smith R. N., *Television Addiction: A Survey*, Submitted to the Graduate School of The University of Massachusetts in Partial Fulfillment of The Requirements of The Degree of DOCTOR OF PHILOSOPHY, *Psychology*, 1983.
- Signorielli Nancy, *Aging on Television: Messages Relating to Gender, Race, and Occupation in Prime time*, *Journal of Broadcasting and Electronic Media*, 48(2), 2004
- Signorielli Nancy, *Prime Time Violence 1993-2001: Has Picture Really Changed*, *Journal of Broadcasting and Electronic Media*, 47(1), 2003.
- Signorielli Nancy, *Selective Television Viewing: A Limited Possibility*, *Journal of Communication*, 36,3, Summer 1986.
- Sirgui Joseph M. and all, *Does Television Viewer ship Play a Role in the Perception of Quality of Life?*, *Journal of Advertising*, Spring 1998, Vol. 27(1), 1998.
- Toualbi-Thaalibi N., *L'Ordre et Le Désordre Essai*, *Casbah Editions, 2006.*

Truand Franlin, Addiction as a Social Construction: A Post Empirical View, The Journal of Psychology, 127(5), 1993

Truan. Franklin, *Addiction as a Social Construction: A Post empirical View. Journal of Psychology. Sept 1993*

Tsan-Kuo Vhang, Jian. Wang and Chih-Hsien Chen *The social construction of international imagery in the post-Cold War era: a comparative analysis of U.S. and Chinese national TV news.* Journal of Broadcasting & Electronic Media Summer. 1998. Vol.42. n3.

Tulloch J., *Watching Television Audiences –Cultural Theories and Methods,* Arnold / Oxford University Press Inc, 2000.

Yanovitzky I, Stryker J, *Mass Media, Social Norms, and Health Promotion Efforts –A Longitudinal Study of Media Effects on Youth Binge Drinking,* Communication Research, Vol 28, n° 2, 2001.

الملاحق

الملحق (1)

مقياسي الإدمان على المشاهدة التلفزيونية و
الاتجاهات

....

.1

.2

.3

.4

.5

.6

.7

:

:

•

2

1

:

•

2

1

....

.... .1

.... .2

.... æ .3

.... .4

... .5

... .6

الملحق (2)

عينة من نتائج البحث
على نظام SPSS

الملحق (أ)

وصف عينة البحث

Frequencies

Statistics

		Sexe	Niveau d'instruction
N	Valid	286	286
	Missing	0	0

Frequency Table

Sexe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masculin	123	43,0	43,0	43,0
	Feminin	163	57,0	57,0	100,0
	Total	286	100,0	100,0	

Niveau d'instruction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lycéen	107	37,4	37,4	37,4
	Universitaire	179	62,6	62,6	100,0
	Total	286	100,0	100,0	

Frequencies

Statistics

Age

N	Valid	286
	Missing	0
Mean		20,5245
Std. Deviation		2,97907
Minimum		15,00
Maximum		38,00

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15,00	1	,3	,3	,3
16,00	10	3,5	3,5	3,8
17,00	42	14,7	14,7	18,5
18,00	34	11,9	11,9	30,4
19,00	23	8,0	8,0	38,5
20,00	25	8,7	8,7	47,2
21,00	42	14,7	14,7	61,9
22,00	50	17,5	17,5	79,4
23,00	29	10,1	10,1	89,5
24,00	13	4,5	4,5	94,1
25,00	1	,3	,3	94,4
26,00	7	2,4	2,4	96,9
27,00	4	1,4	1,4	98,3
28,00	2	,7	,7	99,0
29,00	1	,3	,3	99,3
33,00	1	,3	,3	99,7
38,00	1	,3	,3	100,0
Total	286	100,0	100,0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Confiance en les autres	286	1,00	4,22	2,2958	,03883
Controle de la vie	286	1,00	4,67	3,1596	,03596
Relations Interpersonnelles	286	1,60	5,00	3,6326	,04223
Valid N (listwise)	286				

Descriptive Statistics

	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Confiance en les autres	,65674	,068	,144	-,256	,287
Controle de la vie	,60818	-,266	,144	,521	,287
Relations Interpersonnelles	,71415	-,486	,144	,024	,287
Valid N (listwise)					

Descriptive Statistics

	N	Minimum	Maximum	Mean		Std.
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
SMEAN(ITEM8TV)	286	1,00	5,00	2,3245	,06511	1,10113
SMEAN(ITEM10 TV)	286	1,00	5,00	2,5178	,07305	1,23532
SMEAN(ITEM11 TV)	286	1,00	5,00	2,7359	,07357	1,24421
SMEAN(ITEM12 TV)	286	1,00	5,00	2,4912	,06780	1,14666
SMEAN(ITEM13 TV)	286	1,00	5,00	2,7123	,08482	1,43442
SMEAN(ITEM14 TV)	286	1,00	5,00	2,8042	,07666	1,29647
SMEAN(ITEM16 TV)	286	1,00	5,00	3,0561	,08841	1,49514
SMEAN(ITEM17 TV)	286	1,00	5,00	2,7774	,08237	1,39293
SMEAN(ITEM18 TV)	286	1,00	5,00	3,7143	,06892	1,16550
SMEAN(ITEM19 TV)	286	1,00	5,00	3,7394	,06924	1,17087
SMEAN(ITEM20 TV)	286	1,00	6,00	3,8596	,06831	1,15529
SMEAN(ITEM23 TV)	286	1,00	5,00	3,0842	,07894	1,33506
SMEAN(ITEM24 TV)	286	1,00	5,00	2,9982	,07904	1,33673
SMEAN(ITEM25 TV)	286	1,00	5,00	2,5563	,07707	1,30330
SMEAN(ITEM26 TV)	286	1,00	5,00	2,4738	,07682	1,29919
SMEAN(ITEM27 TV)	286	1,00	5,00	1,8486	,06112	1,03363
SMEAN(ITEM28 TV)	286	1,00	5,00	2,1748	,06767	1,14441
SMEAN(ITEM29 TV)	286	1,00	5,00	2,6224	,07810	1,32084
SMEAN(ITEM30 TV)	286	1,00	5,00	2,5614	,07865	1,33005
SMEAN(ITEM31 TV)	286	1,00	14,00	3,3112	,08517	1,44040
SMEAN(ITEM32 TV)	286	1,00	5,00	2,5493	,07498	1,26811
SMEAN(ITEM33 TV)	286	1,00	5,00	2,8077	,07250	1,22607
SMEAN(ITEM34 TV)	286	1,00	5,00	2,1514	,07182	1,21466
SMEAN(ITEM35 TV)	286	1,00	5,00	1,9474	,06573	1,11168
SMEAN(ITEM36 TV)	286	1,00	5,00	2,8940	,07664	1,29617
SMEAN(ITEM37 TV)	286	1,00	5,00	3,0000	,07381	1,24816
SMEAN(ITEM38 TV)	286	1,00	5,00	2,0561	,06619	1,11937
SMEAN(ITEM39 TV)	286	1,00	5,00	2,3298	,07634	1,29099
SMEAN(ITEM4 OTV)	286	1,00	5,00	2,0739	,06622	1,11991
SMEAN(ITEM41 TV)	286	1,00	5,00	1,8772	,05951	1,00647

Descriptive Statistics

	N	Minimum	Maximum	Mean		Std.
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
SMEAN(ITEM42 TV)	286	1,00	5,00	2,3193	,07040	1,19052
Valid N (listwise)	286					

Descriptive Statistics

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
SMEAN(ITEM8TV)	,485	,144	-,750	,287
SMEAN(ITEM10 TV)	,478	,144	-,894	,287
SMEAN(ITEM11 TV)	,315	,144	-1,021	,287
SMEAN(ITEM12 TV)	,542	,144	-,657	,287
SMEAN(ITEM13 TV)	,193	,144	-1,439	,287
SMEAN(ITEM14 TV)	,145	,144	-1,290	,287
SMEAN(ITEM16 TV)	-,033	,144	-1,476	,287
SMEAN(ITEM17 TV)	,130	,144	-1,320	,287
SMEAN(ITEM18 TV)	-,816	,144	-,250	,287
SMEAN(ITEM19 TV)	-,866	,144	-,158	,287
SMEAN(ITEM20 TV)	-1,015	,144	,195	,287
SMEAN(ITEM23 TV)	-,146	,144	-1,293	,287
SMEAN(ITEM24 TV)	-,059	,144	-1,289	,287
SMEAN(ITEM25 TV)	,350	,144	-1,141	,287
SMEAN(ITEM26 TV)	,566	,144	-,922	,287
SMEAN(ITEM27 TV)	1,364	,144	1,373	,287
SMEAN(ITEM28 TV)	,940	,144	,023	,287
SMEAN(ITEM29 TV)	,363	,144	-1,143	,287
SMEAN(ITEM30 TV)	,421	,144	-1,146	,287
SMEAN(ITEM31 TV)	1,159	,144	9,086	,287
SMEAN(ITEM32 TV)	,481	,144	-,983	,287
SMEAN(ITEM33 TV)	,062	,144	-1,173	,287
SMEAN(ITEM34 TV)	,889	,144	-,345	,287
SMEAN(ITEM35 TV)	1,231	,144	,807	,287
SMEAN(ITEM36 TV)	,102	,144	-1,178	,287
SMEAN(ITEM37 TV)	-,164	,144	-1,154	,287
SMEAN(ITEM38 TV)	,992	,144	,170	,287
SMEAN(ITEM39 TV)	,706	,144	-,728	,287
SMEAN(ITEM4 OTV)	1,015	,144	,139	,287
SMEAN(ITEM41 TV)	1,310	,144	1,440	,287

Descriptive Statistics

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
SMEAN(ITEM42 TV) Valid N (listwise)	,642	,144	-,622	,287

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Problem Viewing TV Scale Component	286	1,00	4,55	2,2652	,04134
Heavy	286	1,10	4,90	2,9723	,03866
Craving	286	1,17	4,50	2,6453	,03859
Withdraw	286	1,00	5,75	2,9642	,03450
Valid N (listwise)	286				

Descriptive Statistics

	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Problem Viewing TV Scale Component	,69917	,646	,144	,268	,287
Heavy	,65381	,065	,144	,043	,287
Craving	,65270	,061	,144	-,325	,287
Withdraw	,58351	,150	,144	2,220	,287
Valid N (listwise)					

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean		Std.
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
VIEW	286	1,00	12,00	9,9580	,20608	3,48505
HIER	286	1,00	12,00	6,1469	,30102	5,09070
Valid N (listwise)	286					

Descriptive Statistics

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
VIEW	-2,152	,144	2,791	,287
HIER	-,020	,144	-2,002	,287
Valid N (listwise)				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Confiance en les autres	286	1,00	4,22	2,2958	,03883
Controle de la vie	286	1,00	4,67	3,1596	,03596
Relations Interpersonnelles	286	1,60	5,00	3,6326	,04223
Valid N (listwise)	286				

Descriptive Statistics

	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Confiance en les autres	,65674	,068	,144	-,256	,287
Controle de la vie	,60818	-,266	,144	,521	,287
Relations Interpersonnelles	,71415	-,486	,144	,024	,287
Valid N (listwise)					

Correlations

Correlations^a

		SMEAN(IT EM8TV)	SMEAN(IT EM10TV)	SMEAN(IT EM11TV)	SMEAN(IT EM12TV)
SMEAN(ITEM8TV)	Pearson Correlation Sig. (2-tailed)	1	,259** ,000	-,054 ,367	,365** ,000
SMEAN(ITEM10 TV)	Pearson Correlation Sig. (2-tailed)	,259** ,000	1	-,054 ,360	,326** ,000
SMEAN(ITEM11 TV)	Pearson Correlation Sig. (2-tailed)	-,054 ,367	-,054 ,360	1	,036 ,544
SMEAN(ITEM12 TV)	Pearson Correlation Sig. (2-tailed)	,365** ,000	,326** ,000	,036 ,544	1
SMEAN(ITEM13 TV)	Pearson Correlation Sig. (2-tailed)	,201** ,001	,218** ,000	,005 ,926	,256** ,000
SMEAN(ITEM14 TV)	Pearson Correlation Sig. (2-tailed)	,080 ,178	,140* ,018	,086 ,145	,185** ,002
SMEAN(ITEM16 TV)	Pearson Correlation Sig. (2-tailed)	,113 ,056	,221** ,000	,026 ,656	,260** ,000
SMEAN(ITEM17 TV)	Pearson Correlation Sig. (2-tailed)	-,067 ,260	-,174** ,003	,034 ,571	-,234** ,000
SMEAN(ITEM18 TV)	Pearson Correlation Sig. (2-tailed)	,183** ,002	,224** ,000	,081 ,171	,182** ,002
SMEAN(ITEM19 TV)	Pearson Correlation Sig. (2-tailed)	,206** ,000	,275** ,000	,039 ,508	,147* ,013
SMEAN(ITEM20 TV)	Pearson Correlation Sig. (2-tailed)	,143* ,015	,158** ,007	,030 ,614	,209** ,000
SMEAN(ITEM23 TV)	Pearson Correlation Sig. (2-tailed)	,032 ,593	,132* ,025	,088 ,139	,110 ,063
SMEAN(ITEM24 TV)	Pearson Correlation Sig. (2-tailed)	,161** ,006	,266** ,000	,043 ,470	,139* ,019
SMEAN(ITEM25 TV)	Pearson Correlation Sig. (2-tailed)	,098 ,098	,118* ,046	-,028 ,638	,070 ,237
SMEAN(ITEM26 TV)	Pearson Correlation Sig. (2-tailed)	,213** ,000	,250** ,000	,068 ,249	,215** ,000
SMEAN(ITEM27 TV)	Pearson Correlation Sig. (2-tailed)	,075 ,208	,053 ,370	,041 ,487	,029 ,625
SMEAN(ITEM28 TV)	Pearson Correlation Sig. (2-tailed)	,132* ,026	,314** ,000	-,011 ,849	,180** ,002
SMEAN(ITEM29 TV)	Pearson Correlation Sig. (2-tailed)	,182** ,002	,296** ,000	-,084 ,155	,227** ,000
SMEAN(ITEM30 TV)	Pearson Correlation Sig. (2-tailed)	,199** ,001	,215** ,000	,009 ,874	,234** ,000
SMEAN(ITEM31 TV)	Pearson Correlation Sig. (2-tailed)	-,061 ,301	-,205** ,000	,131* ,026	-,053 ,376
SMEAN(ITEM32 TV)	Pearson Correlation Sig. (2-tailed)	,204** ,001	,229** ,000	,015 ,802	,219** ,000
SMEAN(ITEM33 TV)	Pearson Correlation Sig. (2-tailed)	,066 ,267	,213** ,000	,019 ,743	,114 ,055
SMEAN(ITEM34 TV)	Pearson Correlation Sig. (2-tailed)	,168** ,004	,120* ,042	-,003 ,956	,150* ,011
SMEAN(ITEM35 TV)	Pearson Correlation Sig. (2-tailed)	,186** ,002	,228** ,000	-,115 ,053	,189** ,001
SMEAN(ITEM36 TV)	Pearson Correlation Sig. (2-tailed)	,085 ,150	,039 ,509	-,060 ,313	-,021 ,722
SMEAN(ITEM37 TV)	Pearson Correlation Sig. (2-tailed)	,124* ,036	,061 ,302	,002 ,970	,070 ,239

Correlations^a

		SMEAN(IT EM8TV)	SMEAN(IT EM10TV)	SMEAN(IT EM11TV)	SMEAN(IT EM12TV)
SMEAN(ITEM38 TV)	Pearson Correlation Sig. (2-tailed)	,178** ,002	,277** ,000	-,013 ,833	,177** ,003
SMEAN(ITEM39 TV)	Pearson Correlation Sig. (2-tailed)	,152* ,010	,275** ,000	,055 ,352	,165** ,005
SMEAN(ITEM4 OTV)	Pearson Correlation Sig. (2-tailed)	,136* ,021	,178** ,002	,131* ,027	,131* ,027
SMEAN(ITEM41 TV)	Pearson Correlation Sig. (2-tailed)	,156** ,008	,179** ,002	,130* ,028	,168** ,004
SMEAN(ITEM42 TV)	Pearson Correlation Sig. (2-tailed)	,101 ,089	,247** ,000	-,016 ,785	,148* ,012
Total TV Score	Pearson Correlation Sig. (2-tailed)	,382** ,000	,521** ,000	,119* ,044	,419** ,000

Correlations^a

		SMEAN(IT EM13TV)	SMEAN(IT EM14TV)	SMEAN(IT EM16TV)	SMEAN(IT EM17TV)
SMEAN(ITEM8TV)	Pearson Correlation Sig. (2-tailed)	,201** ,001	,080 ,178	,113 ,056	-,067 ,260
SMEAN(ITEM10 TV)	Pearson Correlation Sig. (2-tailed)	,218** ,000	,140* ,018	,221** ,000	-,174** ,003
SMEAN(ITEM11 TV)	Pearson Correlation Sig. (2-tailed)	,005 ,926	,086 ,145	,026 ,656	,034 ,571
SMEAN(ITEM12 TV)	Pearson Correlation Sig. (2-tailed)	,256** ,000	,185** ,002	,260** ,000	-,234** ,000
SMEAN(ITEM13 TV)	Pearson Correlation Sig. (2-tailed)	1 ,000	,283** ,000	,372** ,000	-,342** ,000
SMEAN(ITEM14 TV)	Pearson Correlation Sig. (2-tailed)	,283** ,000	1 ,030	,129* ,030	-,133* ,024
SMEAN(ITEM16 TV)	Pearson Correlation Sig. (2-tailed)	,372** ,000	,129* ,030	1 ,000	-,562** ,000
SMEAN(ITEM17 TV)	Pearson Correlation Sig. (2-tailed)	-,342** ,000	-,133* ,024	-,562** ,000	1 ,000
SMEAN(ITEM18 TV)	Pearson Correlation Sig. (2-tailed)	,183** ,002	,152* ,010	,226** ,000	-,127* ,031
SMEAN(ITEM19 TV)	Pearson Correlation Sig. (2-tailed)	,233** ,000	,167** ,005	,151* ,011	-,105 ,075
SMEAN(ITEM20 TV)	Pearson Correlation Sig. (2-tailed)	,130* ,028	,188** ,001	,228** ,000	-,167** ,005
SMEAN(ITEM23 TV)	Pearson Correlation Sig. (2-tailed)	,120* ,042	,196** ,001	,059 ,320	-,061 ,303
SMEAN(ITEM24 TV)	Pearson Correlation Sig. (2-tailed)	,203** ,001	,145* ,014	,173** ,003	-,231** ,000
SMEAN(ITEM25 TV)	Pearson Correlation Sig. (2-tailed)	,112 ,059	,199** ,001	-,020 ,740	-,041 ,489
SMEAN(ITEM26 TV)	Pearson Correlation Sig. (2-tailed)	,154** ,009	,207** ,000	,104 ,080	-,127* ,032
SMEAN(ITEM27 TV)	Pearson Correlation Sig. (2-tailed)	,149* ,012	,120* ,043	-,059 ,318	,039 ,506
SMEAN(ITEM28 TV)	Pearson Correlation Sig. (2-tailed)	,318** ,000	,073 ,220	,216** ,000	-,216** ,000
SMEAN(ITEM29 TV)	Pearson Correlation Sig. (2-tailed)	,268** ,000	,086 ,148	,394** ,000	-,253** ,000
SMEAN(ITEM30 TV)	Pearson Correlation Sig. (2-tailed)	,278** ,000	,069 ,245	,360** ,000	-,300** ,000
SMEAN(ITEM31 TV)	Pearson Correlation Sig. (2-tailed)	-,161** ,006	,006 ,914	-,101 ,088	,087 ,141
SMEAN(ITEM32 TV)	Pearson Correlation Sig. (2-tailed)	,291** ,000	,120* ,043	,249** ,000	-,268** ,000
SMEAN(ITEM33 TV)	Pearson Correlation Sig. (2-tailed)	,220** ,000	,177** ,003	,153** ,009	-,146* ,014
SMEAN(ITEM34 TV)	Pearson Correlation Sig. (2-tailed)	,121* ,041	,092 ,119	,112 ,060	-,075 ,203
SMEAN(ITEM35 TV)	Pearson Correlation Sig. (2-tailed)	,186** ,002	,163** ,006	,040 ,502	-,101 ,089
SMEAN(ITEM36 TV)	Pearson Correlation Sig. (2-tailed)	,059 ,318	,105 ,076	,019 ,746	,013 ,824
SMEAN(ITEM37 TV)	Pearson Correlation Sig. (2-tailed)	,114 ,053	,147* ,013	,049 ,410	,024 ,692

Correlations^a

		SMEAN(IT EM13TV)	SMEAN(IT EM14TV)	SMEAN(IT EM16TV)	SMEAN(IT EM17TV)
SMEAN(ITEM38 TV)	Pearson Correlation Sig. (2-tailed)	,243** ,000	,121* ,041	,101 ,089	-,090 ,131
SMEAN(ITEM39 TV)	Pearson Correlation Sig. (2-tailed)	,261** ,000	,128* ,030	,201** ,001	-,202** ,001
SMEAN(ITEM4 OTV)	Pearson Correlation Sig. (2-tailed)	,176** ,003	,128* ,031	,025 ,675	-,079 ,185
SMEAN(ITEM41 TV)	Pearson Correlation Sig. (2-tailed)	,166** ,005	,086 ,148	,051 ,388	-,006 ,924
SMEAN(ITEM42 TV)	Pearson Correlation Sig. (2-tailed)	,275** ,000	,113 ,057	,088 ,136	-,111 ,061
Total TV Score	Pearson Correlation Sig. (2-tailed)	,475** ,000	,368** ,000	,356** ,000	-,241** ,000

Correlations^a

		SMEAN(IT EM18TV)	SMEAN(IT EM19TV)	SMEAN(IT EM20TV)	SMEAN(IT EM23TV)
SMEAN(ITEM8TV)	Pearson Correlation Sig. (2-tailed)	,183** ,002	,206** ,000	,143* ,015	,032 ,593
SMEAN(ITEM10 TV)	Pearson Correlation Sig. (2-tailed)	,224** ,000	,275** ,000	,158** ,007	,132* ,025
SMEAN(ITEM11 TV)	Pearson Correlation Sig. (2-tailed)	,081 ,171	,039 ,508	,030 ,614	,088 ,139
SMEAN(ITEM12 TV)	Pearson Correlation Sig. (2-tailed)	,182** ,002	,147* ,013	,209** ,000	,110 ,063
SMEAN(ITEM13 TV)	Pearson Correlation Sig. (2-tailed)	,183** ,002	,233** ,000	,130* ,028	,120* ,042
SMEAN(ITEM14 TV)	Pearson Correlation Sig. (2-tailed)	,152* ,010	,167** ,005	,188** ,001	,196** ,001
SMEAN(ITEM16 TV)	Pearson Correlation Sig. (2-tailed)	,226** ,000	,151* ,011	,228** ,000	,059 ,320
SMEAN(ITEM17 TV)	Pearson Correlation Sig. (2-tailed)	-,127* ,031	-,105 ,075	-,167** ,005	-,061 ,303
SMEAN(ITEM18 TV)	Pearson Correlation Sig. (2-tailed)	1 ,000	,360** ,000	,394** ,000	,044 ,455
SMEAN(ITEM19 TV)	Pearson Correlation Sig. (2-tailed)	,360** ,000	1	,492** ,000	,270** ,000
SMEAN(ITEM20 TV)	Pearson Correlation Sig. (2-tailed)	,394** ,000	,492** ,000	1	,220** ,000
SMEAN(ITEM23 TV)	Pearson Correlation Sig. (2-tailed)	,044 ,455	,270** ,000	,220** ,000	1
SMEAN(ITEM24 TV)	Pearson Correlation Sig. (2-tailed)	,217** ,000	,296** ,000	,344** ,000	,422** ,000
SMEAN(ITEM25 TV)	Pearson Correlation Sig. (2-tailed)	,046 ,436	,250** ,000	,133* ,024	,498** ,000
SMEAN(ITEM26 TV)	Pearson Correlation Sig. (2-tailed)	,172** ,003	,293** ,000	,291** ,000	,414** ,000
SMEAN(ITEM27 TV)	Pearson Correlation Sig. (2-tailed)	-,072 ,226	,060 ,315	,019 ,747	,203** ,001
SMEAN(ITEM28 TV)	Pearson Correlation Sig. (2-tailed)	,202** ,001	,254** ,000	,191** ,001	,213** ,000
SMEAN(ITEM29 TV)	Pearson Correlation Sig. (2-tailed)	,288** ,000	,312** ,000	,305** ,000	,193** ,001
SMEAN(ITEM30 TV)	Pearson Correlation Sig. (2-tailed)	,199** ,001	,235** ,000	,228** ,000	,218** ,000
SMEAN(ITEM31 TV)	Pearson Correlation Sig. (2-tailed)	-,083 ,162	-,136* ,022	-,165** ,005	-,059 ,316
SMEAN(ITEM32 TV)	Pearson Correlation Sig. (2-tailed)	,216** ,000	,235** ,000	,162** ,006	,301** ,000
SMEAN(ITEM33 TV)	Pearson Correlation Sig. (2-tailed)	,147* ,013	,234** ,000	,122* ,039	,102 ,086
SMEAN(ITEM34 TV)	Pearson Correlation Sig. (2-tailed)	,119* ,044	,136* ,021	,056 ,346	-,014 ,811
SMEAN(ITEM35 TV)	Pearson Correlation Sig. (2-tailed)	,008 ,894	,122* ,039	,207** ,000	,258** ,000
SMEAN(ITEM36 TV)	Pearson Correlation Sig. (2-tailed)	,057 ,334	,073 ,216	,040 ,503	,199** ,001
SMEAN(ITEM37 TV)	Pearson Correlation Sig. (2-tailed)	,115 ,053	,214** ,000	,190** ,001	,242** ,000

Correlations^a

		SMEAN(IT EM18TV)	SMEAN(IT EM19TV)	SMEAN(IT EM20TV)	SMEAN(IT EM23TV)
SMEAN(ITEM38 TV)	Pearson Correlation Sig. (2-tailed)	,140* ,018	,072 ,224	,145* ,014	,187** ,001
SMEAN(ITEM39 TV)	Pearson Correlation Sig. (2-tailed)	,122* ,039	,165** ,005	,205** ,000	,150* ,011
SMEAN(ITEM4 OTV)	Pearson Correlation Sig. (2-tailed)	,108 ,068	,096 ,104	,060 ,312	,149* ,012
SMEAN(ITEM41 TV)	Pearson Correlation Sig. (2-tailed)	,093 ,116	,089 ,134	,010 ,861	,063 ,285
SMEAN(ITEM42 TV)	Pearson Correlation Sig. (2-tailed)	,152* ,010	,129* ,029	,198** ,001	,086 ,146
Total TV Score	Pearson Correlation Sig. (2-tailed)	,397** ,000	,491** ,000	,437** ,000	,466** ,000

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

	N	%
Cases Valid	286	100,0
Excluded ^a	0	,0
Total	286	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,687	,699	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,633	3,039	4,077	1,039	1,342	,171	5

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18,1629	12,750	3,57073	5

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	286	100,0
	Excluded ^a	0	,0
	Total	286	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,725	,733	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMEAN(ITEM1AT)	55,8980	78,352	,301	,205	,714
SMEAN(ITEM2AT)	55,0046	74,807	,407	,230	,704
SMEAN(ITEM3AT)	55,6497	76,330	,435	,338	,704
SMEAN(ITEM4AT)	55,7266	77,561	,383	,311	,708
SMEAN(ITEM5AT)	55,7949	78,944	,301	,230	,714
SMEAN(ITEM6AT)	55,7491	77,802	,376	,340	,709
SMEAN(ITEM7AT)	55,5114	77,518	,375	,312	,709
SMEAN(ITEM8AT)	55,1194	76,234	,415	,337	,705
SMEAN(ITEM9AT)	54,9274	74,298	,491	,357	,697
SMEAN(ITEM10 AT)	54,0024	79,943	,186	,212	,724
SMEAN(ITEM11 AT)	54,3633	81,903	,085	,173	,734
SMEAN(ITEM12 AT)	54,9551	80,165	,156	,312	,728
SMEAN(ITEM13 AT)	54,9049	77,138	,282	,337	,716
SMEAN(ITEM14 AT)	54,5633	80,461	,185	,178	,724
SMEAN(ITEM15 AT)	54,9486	78,280	,268	,220	,717
SMEAN(ITEM16 AT)	53,8984	76,958	,376	,252	,708
SMEAN(ITEM17AT)	54,3805	78,059	,272	,237	,717
SMEAN(ITEM18 AT)	53,7051	82,605	,103	,204	,729
SMEAN(ITEM19 AT)	54,0220	79,384	,255	,316	,718
SMEAN(ITEM20 AT)	54,7440	77,555	,244	,229	,720

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
57,7826	85,430	9,24284	20

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	286	100,0
	Excluded ^a	0	,0
	Total	286	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,838	31

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SMEAN(ITEM8TV)	80,0454	243,141	,315	,835
SMEAN(ITEM10 TV)	79,8520	238,405	,399	,832
SMEAN(ITEM11 TV)	79,6339	251,630	,050	,843
SMEAN(ITEM12 TV)	79,8787	241,470	,347	,834
SMEAN(ITEM13 TV)	79,6575	235,386	,402	,832
SMEAN(ITEM14 TV)	79,5656	241,456	,298	,835
SMEAN(ITEM16 TV)	79,3137	240,559	,267	,837
SMEAN(ITEM17 TV)	79,5924	267,607	-,316	,856
SMEAN(ITEM18 TV)	78,6555	241,827	,330	,834
SMEAN(ITEM19 TV)	78,6304	238,241	,430	,831
SMEAN(ITEM20 TV)	78,5102	240,195	,381	,833
SMEAN(ITEM23 TV)	79,2856	236,757	,404	,832
SMEAN(ITEM24 TV)	79,3716	231,442	,539	,827
SMEAN(ITEM25 TV)	79,8135	237,662	,393	,832
SMEAN(ITEM26 TV)	79,8960	230,005	,595	,825
SMEAN(ITEM27 TV)	80,5212	244,045	,311	,835
SMEAN(ITEM28 TV)	80,1950	235,943	,509	,829

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SMEAN(ITEM29 TV)	79,7474	231,801	,537	,827
SMEAN(ITEM30 TV)	79,8084	232,947	,503	,828
SMEAN(ITEM31 TV)	79,0586	267,319	-,302	,856
SMEAN(ITEM32 TV)	79,8205	232,119	,555	,827
SMEAN(ITEM33 TV)	79,5621	238,982	,387	,832
SMEAN(ITEM34 TV)	80,2184	242,447	,297	,835
SMEAN(ITEM35 TV)	80,4225	236,481	,510	,829
SMEAN(ITEM36 TV)	79,4758	241,652	,293	,835
SMEAN(ITEM37 TV)	79,3698	238,642	,388	,832
SMEAN(ITEM38 TV)	80,3137	237,501	,475	,830
SMEAN(ITEM39 TV)	80,0400	233,223	,514	,828
SMEAN(ITEM4 OTV)	80,2959	240,319	,391	,833
SMEAN(ITEM41 TV)	80,4926	240,924	,423	,832
SMEAN(ITEM42 TV)	80,0505	237,574	,440	,831

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
82,3698	255,156	15,97361	31

Correlations

Correlations

		VIEW	Problem Viewing TV Scale Component	Heavy	Craving	Withdraw
VIEW	Pearson Correlation	1	,218**	,199**	,183**	-,013
	Sig. (2-tailed)		,000	,001	,002	,827
	N	286	286	286	286	286
Problem Viewing TV Scale Component	Pearson Correlation	,218**	1	,660**	,526**	,060
	Sig. (2-tailed)	,000		,000	,000	,311
	N	286	286	286	286	286
Heavy	Pearson Correlation	,199**	,660**	1	,532**	,069
	Sig. (2-tailed)	,001	,000		,000	,243
	N	286	286	286	286	286
Craving	Pearson Correlation	,183**	,526**	,532**	1	,158**
	Sig. (2-tailed)	,002	,000	,000		,007
	N	286	286	286	286	286
Withdraw	Pearson Correlation	-,013	,060	,069	,158**	1
	Sig. (2-tailed)	,827	,311	,243	,007	
	N	286	286	286	286	286

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations^a

		Confiance en les autres	Controle de la vie	Relations Interperso nnelles	Problem Viewing TV Scale Component
Confiance en les autres	Pearson Correlation Sig. (2-tailed)	1	,245** ,000	,171** ,004	,113 ,056
Controle de la vie	Pearson Correlation Sig. (2-tailed)	,245** ,000	1	,255** ,000	,092 ,119
Relations Interpersonnelles	Pearson Correlation Sig. (2-tailed)	,171** ,004	,255** ,000	1	,061 ,304
Problem Viewing TV Scale Component	Pearson Correlation Sig. (2-tailed)	,113 ,056	,092 ,119	,061 ,304	1
Heavy	Pearson Correlation Sig. (2-tailed)	,120* ,043	,172** ,003	,085 ,150	,660** ,000
Craving	Pearson Correlation Sig. (2-tailed)	,201** ,001	,186** ,002	,020 ,742	,526** ,000
Withdraw	Pearson Correlation Sig. (2-tailed)	-,022 ,717	,133* ,024	,011 ,856	,060 ,311

Correlations^a

		Heavy	Craving	Withdraw
Confiance en les autres	Pearson Correlation Sig. (2-tailed)	,120* ,043	,201** ,001	-,022 ,717
Controle de la vie	Pearson Correlation Sig. (2-tailed)	,172** ,003	,186** ,002	,133* ,024
Relations Interpersonnelles	Pearson Correlation Sig. (2-tailed)	,085 ,150	,020 ,742	,011 ,856
Problem Viewing TV Scale Component	Pearson Correlation Sig. (2-tailed)	,660** ,000	,526** ,000	,060 ,311
Heavy	Pearson Correlation Sig. (2-tailed)	1	,532** ,000	,069 ,243
Craving	Pearson Correlation Sig. (2-tailed)	,532** ,000	1	,158** ,007
Withdraw	Pearson Correlation Sig. (2-tailed)	,069 ,243	,158** ,007	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

a. Listwise N=286

Correlations

Correlations

		Problem Viewing TV Scale Component	Heavy	Craving	Withdraw
Problem Viewing TV Scale Component	Pearson Correlation	1	,660**	,526**	,060
	Sig. (2-tailed)		,000	,000	,311
	N	286	286	286	286
Heavy	Pearson Correlation	,660**	1	,532**	,069
	Sig. (2-tailed)	,000		,000	,243
	N	286	286	286	286
Craving	Pearson Correlation	,526**	,532**	1	,158**
	Sig. (2-tailed)	,000	,000		,007
	N	286	286	286	286
Withdraw	Pearson Correlation	,060	,069	,158**	1
	Sig. (2-tailed)	,311	,243	,007	
	N	286	286	286	286

** . Correlation is significant at the 0.01 level (2-tailed).

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	HIER, ^a VIEW ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Heavy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,242 ^a	,058	,052	,63669

a. Predictors: (Constant), HIER, VIEW

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,106	2	3,553	8,765	,000 ^a
	Residual	114,720	283	,405		
	Total	121,827	285			

a. Predictors: (Constant), HIER, VIEW

b. Dependent Variable: Heavy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,562	,115		22,228	,000
	VIEW	,030	,011	,160	2,656	,008
	HIER	,018	,008	,142	2,363	,019

a. Dependent Variable: Heavy

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Withdraw, Problem Viewing TV Scale Component, Craving, Heavy	.	Enter

a. All requested variables entered.

b. Dependent Variable: Controle de la vie

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,239 ^a	,057	,044	,59479

a. Predictors: (Constant), Withdraw, Problem Viewing TV Scale Component, Craving, Heavy

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,006	4	1,502	4,245	,002 ^a
	Residual	99,411	281	,354		
	Total	105,418	285			

a. Predictors: (Constant), Withdraw, Problem Viewing TV Scale Component, Craving, Heavy

b. Dependent Variable: Controle de la vie

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,253	,239		9,422	,000
	Problem Viewing TV Scale Component	-,071	,070	-,082	-1,021	,308
	Heavy	,137	,075	,148	1,833	,068
	Craving	,125	,067	,134	1,860	,064
	Withdraw	,111	,061	,107	1,819	,070

a. Dependent Variable: Controle de la vie

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Withdraw, Problem Viewing TV Scale Component, Craving, Heavy	.	Enter

a. All requested variables entered.

b. Dependent Variable: Confiance en les autres

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,209 ^a	,044	,030	,64679

a. Predictors: (Constant), Withdraw, Problem Viewing TV Scale Component, Craving, Heavy

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,370	4	1,343	3,209	,013 ^a
	Residual	117,553	281	,418		
	Total	122,924	285			

a. Predictors: (Constant), Withdraw, Problem Viewing TV Scale Component, Craving, Heavy

b. Dependent Variable: Confiance en les autres

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,893	,260		7,278	,000
	Problem Viewing TV Scale Component	-,001	,076	-,001	-,010	,992
	Heavy	,017	,082	,017	,208	,835
	Craving	,203	,073	,201	2,783	,006
	Withdraw	-,061	,067	-,055	-,923	,357

a. Dependent Variable: Confiance en les autres

T-Test

Group Statistics

	Sexe	N	Mean	Std. Deviation	Std. Error Mean
Problem Viewing TV Scale Component	1	123	2,2249	,63980	,05769
	2	163	2,2957	,74132	,05807
Heavy	1	123	2,9252	,68366	,06164
	2	163	3,0079	,63013	,04936
Craving	1	123	2,5984	,63134	,05693
	2	163	2,6807	,66811	,05233

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Problem Viewing TV Scale Component	Equal variances assumed	1,944	,164
	Equal variances not assumed		
Heavy	Equal variances assumed	,708	,401
	Equal variances not assumed		
Craving	Equal variances assumed	,095	,759
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Problem Viewing TV Scale Component	Equal variances assumed	-,847	284	,398	-,07078
	Equal variances not assumed	-,865	278,865	,388	-,07078
Heavy	Equal variances assumed	-1,059	284	,290	-,08271
	Equal variances not assumed	-1,047	250,903	,296	-,08271
Craving	Equal variances assumed	-1,056	284	,292	-,08231
	Equal variances not assumed	-1,064	270,073	,288	-,08231

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Problem Viewing TV Scale Component	Equal variances assumed	,08355	-,23523	,09367
	Equal variances not assumed	,08185	-,23191	,09034
Heavy	Equal variances assumed	,07807	-,23638	,07096
	Equal variances not assumed	,07897	-,23823	,07281
Craving	Equal variances assumed	,07794	-,23572	,07111
	Equal variances not assumed	,07732	-,23454	,06993

T-Test

Group Statistics

	Niveau d'instruction	N	Mean	Std. Deviation	Std. Error Mean
Problem Viewing TV Scale Component	1	107	2,3701	,70084	,06775
	2	179	2,2026	,69256	,05176
Heavy	1	107	3,0630	,62228	,06016
	2	179	2,9182	,66778	,04991
Craving	1	107	2,6737	,68969	,06668
	2	179	2,6283	,63092	,04716

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Problem Viewing TV Scale Component	Equal variances assumed	,000	,995
	Equal variances not assumed		
Heavy	Equal variances assumed	3,179	,076
	Equal variances not assumed		
Craving	Equal variances assumed	,218	,641
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Problem Viewing TV Scale Component	Equal variances assumed	1,971	284	,050	,16753
	Equal variances not assumed	1,965	221,022	,051	,16753
Heavy	Equal variances assumed	1,820	284	,070	,14484
	Equal variances not assumed	1,853	235,664	,065	,14484
Craving	Equal variances assumed	,568	284	,571	,04534
	Equal variances not assumed	,555	207,633	,579	,04534

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Problem Viewing TV Scale Component	Equal variances assumed	,08501	,00020	,33486
	Equal variances not assumed	,08526	-,00051	,33556
Heavy	Equal variances assumed	,07957	-,01179	,30146
	Equal variances not assumed	,07817	-,00916	,29883
Craving	Equal variances assumed	,07985	-,11184	,20252
	Equal variances not assumed	,08167	-,11567	,20634

T-Test

Group Statistics

	Sexe	N	Mean	Std. Deviation	Std. Error Mean
Problem Viewing TV Scale Component	Masculin	123	2,2249	,63980	,05769
	Feminin	163	2,2957	,74132	,05807
Heavy	Masculin	123	2,9252	,68366	,06164
	Feminin	163	3,0079	,63013	,04936
Craving	Masculin	123	2,5984	,63134	,05693
	Feminin	163	2,6807	,66811	,05233
Withdraw	Masculin	123	2,9542	,55158	,04973
	Feminin	163	2,9718	,60806	,04763

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Problem Viewing TV Scale Component	Equal variances assumed	1,944	,164	-,847	284	,398	-,07078	,08355	-,23523	,09367
	Equal variances not assumed			-,865	278,865	,388	-,07078	,08185	-,23191	,09034
Heavy	Equal variances assumed	,708	,401	-1,059	284	,290	-,08271	,07807	-,23638	,07096
	Equal variances not assumed			-1,047	250,903	,296	-,08271	,07897	-,23823	,07281
Craving	Equal variances assumed	,095	,759	-1,056	284	,292	-,08231	,07794	-,23572	,07111
	Equal variances not assumed			-1,064	270,073	,288	-,08231	,07732	-,23454	,06993
Withdraw	Equal variances assumed	,116	,734	-,251	284	,802	-,01755	,06981	-,15495	,11986
	Equal variances not assumed			-,255	274,506	,799	-,01755	,06886	-,15311	,11801

T-Test

Group Statistics

	Niveau d'instruction	N	Mean	Std. Deviation	Std. Error Mean
Problem Viewing TV Scale Component	Lycéen	107	2,3701	,70084	,06775
	Universitaire	179	2,2026	,69256	,05176
Heavy	Lycéen	107	3,0630	,62228	,06016
	Universitaire	179	2,9182	,66778	,04991
Craving	Lycéen	107	2,6737	,68969	,06668
	Universitaire	179	2,6283	,63092	,04716
Withdraw	Lycéen	107	2,8395	,66493	,06428
	Universitaire	179	3,0388	,51664	,03862

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Problem Viewing TV Scale Component	Equal variances assumed	,000	,995	1,971	284	,050	,16753	,08501	,00020	,33486
	Equal variances not assumed			1,965	221,022	,051	,16753	,08526	-,00051	,33556
Heavy	Equal variances assumed	3,179	,076	1,820	284	,070	,14484	,07957	-,01179	,30146
	Equal variances not assumed			1,853	235,664	,065	,14484	,07817	-,00916	,29883
Craving	Equal variances assumed	,218	,641	,568	284	,571	,04534	,07985	-,11184	,20252
	Equal variances not assumed			,555	207,633	,579	,04534	,08167	-,11567	,20634
Withdraw	Equal variances assumed	2,685	,102	-2,829	284	,005	-,19926	,07044	-,33791	-,06060
	Equal variances not assumed			-2,657	182,181	,009	-,19926	,07499	-,34721	-,05130

NPar Tests

Kruskal-Wallis Test

Ranks

	Sexe	N	Mean Rank
FILM ACTION ET AVENTURE	Masculin	123	163,87
	Feminin	163	128,13
	Total	286	
SERIES TELE	Masculin	123	141,33
	Feminin	163	145,13
	Total	286	
FILMS COMEDIES	Masculin	123	146,99
	Feminin	163	140,87
	Total	286	
FEUILLETONS TELE	Masculin	123	121,61
	Feminin	163	160,02
	Total	286	
INFORMATIONS	Masculin	123	151,44
	Feminin	163	137,51
	Total	286	

Test Statistics^{a,b}

	FILM ACTION ET AVENTURE	SERIES TELE	FILMS COMEDIES	FEUILLETONS TELE	INFORMATIONS
Chi-Square	15,379	,169	,436	17,675	2,378
df	1	1	1	1	1
Asymp. Sig.	,000	,681	,509	,000	,123

a. Kruskal Wallis Test

b. Grouping Variable: Sexe

NPar Tests

Kruskal-Wallis Test

Ranks

	Niveau d'instruction	N	Mean Rank
FILM ACTION ET AVENTURE	Lycéen	107	144,60
	Universitaire	179	142,84
	Total	286	
SERIES TELE	Lycéen	107	154,61
	Universitaire	179	136,86
	Total	286	
FILMS COMEDIES	Lycéen	107	137,94
	Universitaire	179	146,82
	Total	286	
FEUILLETONS TELE	Lycéen	107	140,20
	Universitaire	179	145,47
	Total	286	
INFORMATIONS	Lycéen	107	114,00
	Universitaire	179	161,14
	Total	286	

Test Statistics^{a,b}

	FILM ACTION ET AVENTURE	SERIES TELE	FILMS COMEDIES	FEUILLETONS TELE	INFORMATIONS
Chi-Square	,035	3,526	,875	,319	25,995
df	1	1	1	1	1
Asymp. Sig.	,851	,060	,350	,572	,000

a. Kruskal Wallis Test

b. Grouping Variable: Niveau d'instruction

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
VIEW	286	9,9580	3,48505	1,00	12,00
Sexe	286	1,57	,496	1	2

Kruskal-Wallis Test

Ranks

	Sexe	N	Mean Rank
VIEW	1	123	141,29
	2	163	145,17
	Total	286	

Test Statistics^{a,b}

	VIEW
Chi-Square	,206
df	1
Asymp. Sig.	,650

a. Kruskal Wallis Test

b. Grouping Variable: Sexe

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
VIEW	286	9,9580	3,48505	1,00	12,00
Niveau d'instruction	286	1,63	,485	1	2

Kruskal-Wallis Test

Ranks

	Niveau d'instruction	N	Mean Rank
VIEW	1	107	172,85
	2	179	125,96
	Total	286	

Test Statistics^{a,b}

	VIEW
Chi-Square	28,906
df	1
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: Niveau d'instruction

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
SERIES TELE	286	9,1608	3,90169	3,00	12,00
Sexe	286	1,57	,496	1	2

Kruskal-Wallis Test

Ranks

	Sexe	N	Mean Rank
SERIES TELE	1	123	141,33
	2	163	145,13
	Total	286	

Test Statistics^{a,b}

	SERIES TELE
Chi-Square	,169
df	1
Asymp. Sig.	,681

a. Kruskal Wallis Test

b. Grouping Variable: Sexe

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
INFORMATIONS	286	9,7203	3,63879	3,00	12,00
Niveau d'instruction	286	1,63	,485	1	2

Kruskal-Wallis Test

Ranks

	Niveau d'instruction	N	Mean Rank
INFORMATION	1	107	114,00
S	2	179	161,14
	Total	286	

Test Statistics^{a,b}

	INFORMATIONS
Chi-Square	25,995
df	1
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: Niveau d'instruction

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
FILM ACTION ET AVENTURE	286	8,6364	4,18778	3,00	12,00
Sexe	286	1,57	,496	1	2

Kruskal-Wallis Test

Ranks

	Sexe	N	Mean Rank
FILM ACTION ET AVENTURE	1	123	163,87
	2	163	128,13
	Total	286	

Test Statistics^{a,b}

	FILM ACTION ET AVENTURE
Chi-Square	15,379
df	1
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: Sexe

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
FEUILLETONS TELE	286	9,9685	3,28351	3,00	12,00
Sexe	286	1,57	,496	1	2

Kruskal-Wallis Test

Ranks

	Sexe	N	Mean Rank
FEUILLETONS TELE	1	123	121,61
	2	163	160,02
	Total	286	

Test Statistics^{a,b}

	FEUILLET ONS TELE
Chi-Square	17,675
df	1
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: Sexe

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
FEUILLETONS TELE	286	9,9685	3,28351	3,00	12,00
Niveau d'instruction	286	1,63	,485	1	2

Kruskal-Wallis Test

Ranks

	Niveau d'instruction	N	Mean Rank
FEUILLETONS TELE	1	107	140,20
	2	179	145,47
	Total	286	

Test Statistics^{a,b}

	FEUILLET ONS TELE
Chi-Square	,319
df	1
Asymp. Sig.	,572

a. Kruskal Wallis Test

b. Grouping Variable: Niveau d'instruction