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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Media Quotient - Parent** | **Always** | **Often** | **Sometime** | **Rarely** | **Never** | **Don’t Know** | **Not Applicable** |
| How often is a TV on during meals? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| How often do you look at the industry ratings before renting or buying computer or video games? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| How often is a TV on even if no one is watching? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **How often does your child (Please think about [target child]):** | **Always** | **Often** | **Sometimes** | **Rarely** | **Never** | **Don’t Know** | **Not Applicable** |
| Need to ask your permission before going to see a movie? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Have the TV on while doing homework? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Want to dress like their favorite sports, music or media stars? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Want to buy products they have seen on TV? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Watch TV before bedtime? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Watch educational TV? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Watch music videos on TV? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Read books? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Play video or computer games? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Copy characters he or she has seen on TV? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| See R-rated movies or videos | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **Please think about [target child]. How often do you:** | **Always** | **Often** | **Sometimes** | **Rarely** | **Never** | **Don’t Know** | **Not Applicable** |
| Help select TV programs for [Target Child] to watch? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Watch TV programs together with [Target Child]? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Use the TV rating system (TV-Y, TV-Y7, TV-G, TV-PG, TV-14, TV-M) to help choose what programs [Target Child] may watch? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Know what movie [Target Child] is going to see at the theater? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Check the rating before allowing [Target Child] to see a movie? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Look at other movie ratings or reviews besides the industry ratings to learn more about the content of each movie that [Target Child] wants to see? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Check with other parents about which videos or movies may be shown at parties or sleep-overs? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Know what CDs or MP3s [Target Child] buys or downloads? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Puts limits on how much time [Target Child] may play computer and video games? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Monitor how [Target Child] uses the Internet? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Help [Target Child] find appropriate Internet sites to visit? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Talk to [Target Child] about TV programs? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Talk to [Target Child] about the music he/she listens to? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Read to [Target Child]? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Yes** | | **No** | | **Don’t Know** | |  | |
| Does [target child] have a TV in his or her own bedroom? | 1 | | 2 | | 3 | | 4 | |
| **Please indicate your agreement with the following statements:** | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Don’t Know** | | **Not Applicable** |
| Children who watch a lot of violent TV are more aggressive than children who watch less violent TV. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| TV can teach my children to care about other people’s feelings. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| Our family only turns the TV on to watch specific programs. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| Children can learn stereotypes from TV. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| The main goal of TV is to entertain viewers. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| The amount of TV viewing can have a negative effect on children’s physical health. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| [Target child] is affected by the violence they see in movies or on TV. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| [Target child] is affected by the violence they see in video games. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| [Target child] has sometimes become scared that something he or she saw in a movie or on TV might happen to them. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| A G-rated movie could contain violence. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| I am comfortable with the types of music [Target Child] listens to. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| [Target Child] likes to read. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| I encourage [Target Child] to listen to many styles of music (e.g., classical, jazz, rock, blues, etc.) | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| Music videos are more violent than most TV programs. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| I have seen media have a positive effect on [target child]. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
| I have seen media have a negative effect on [target child]. | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |
|  | **More Influence** | | **Less Influence** | | **About the Same**  **Amount** | | **Don’t Know** | |
| Do you think that media have more influence, less influence, or about the same amount of influence on [target child] compared to most children? | 1 | | 2 | | 3 | | 4 | |
|  | **Yes** | | **No** | | **Don’t Know** | | **Not Applicable** | |
| Do you have rules about how much TV can be watched? | 1 | | 2 | | 3 | | 4 | |
| Do you have rules about when TV can be watched? | 1 | | 2 | | 3 | | 4 | |
| Do you have rules about the types of music [Target Child] are allowed to buy? | 1 | | 2 | | 3 | | 4 | |
| Is a TV located in the room where you spend the most time? | 1 | | 2 | | 3 | | 4 | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | **Yes** | | | | **No** | | | |
| Do you understand all of the symbols used in the TV rating system (TV-Y, TV-Y7, TV-G, TV-PG, TV-14, TV-M, D, L, S, V, FV)? | | | | | 1 | | | | 2 | | | |
| Do you know what the TV symbol E/I stands for? | | | | | 1 | | | | 2 | | | |
|  | | | | | **Yes** | | **No** | **Don’t Know** | | |  | |
| Are you aware there are Internet blocking devises available to keep children off of adult Web sites? | | | | | 1 | | 2 | 3 | | |  | |
|  | | | | | **Yes** | | **No** | **Don’t Know** | | | **No Internet Access** | |
| Do you use a blocking device for [Target Child]’s Internet use? | | | | | 1 | | 2 | 3 | | | 4 | |
| **During the school year, how many hours per day do [Target Child] watch TV at the following times? (Please write numbers in the spaces below.)** | | | | | | | | | | | | |
| Weekdays | | | | Weekends | | | | | | | | |
| Target child | 6am-noon | Noon-6pm | 6pm -midnight | 6am-noon | | Noon-6pm | | | | 6pm -midnight | | |
|  | hours/day | hours/day | hours/day | hours/day | | hours/day | | | | hours/day | | |
|  | | | | | | **More TV** | **Less TV** | **Same Amount of TV** | | | |  |
| During school vacations, does [target child] watch: | | | | | | 1 | 2 | 3 | | | |  |
|  | | | | | | **More TV** | **Less TV** | **The Same Amount** | | | **Not Applicable** | |
| Do the adults in your household have the same rules for how [Target Child] uses TV and other media? | | | | | | 1 | 2 | 3 | | | 4 | |