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AN ANALYSIS OF FIRST PAGE NEWS PERTAINING TO JUVENILES IN SOUTH DAKOTA
DAILY NEWSPAPERS FOR THE FIRST THREE MONTHS OF 1960
WITH REGARD TO FAVORABLE AND UNFAVORABLE CONTENT

BY

MARLAN S. STEVENS

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Science, Department of
Printing and Journalism, South Dakota
State College of Agriculture
and Mechanic Arts

August, 1960

SOUTH DAKOTA STATE UNIVERSITY

**AN ANALYSIS OF FRONT PAGE NEWS PERTAINING TO JUVENILES IN SOUTH DAKOTA
DAILY NEWSPAPERS FOR THE FIRST THREE MONTHS OF 1960
WITH REGARD TO FAVORABLE AND UNFAVORABLE CONTENT**

This thesis is approved as a creditable, independent investigation by a candidate for the degree, Master of Science, and acceptable as meeting the thesis requirements for this degree; but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Advisor

Head of the Major Department

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A study such as this necessarily involves a number of sacrifices on the part of the student's family. The patience and understanding of my family under these circumstances was indeed commendable; I wish to express special thanks to my wife and children.

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CHAPTER I
INTRODUCTION

Reasons for Study

Newspapers have often been accused of emphasizing the sensational and giving minimum attention to the non-violent or "good" news in which young people are involved. Evidence to support or to disprove such accusations has, however, been lacking. The accusations have evidently been made on a basis of casual, informal observation of the media and on the basis of public opinion polls.

A newspaper column, "Let's Explore Your Mind," written by Sylvanus M. and Evelyn M. Duvall, and published in approximately 110 newspapers through the National Newspaper Syndicate, dealt with teen-age publicity March 20, 1960. The column presented a true-false question: "Teen-agers get more bad publicity than they deserve!" The answer which the Duvalls indicated as correct was:

True. Headline stories highlight the misbehavior of a small percentage and pay all too little attention to the outstanding contributions of many other teen-agers. Now a national youth poll finds that 83% of high school pupils feel they get more bad publicity than they deserve. After all, being a teen-ager simply means that the youngster is in the second decade of life—not that he's a juvenile delinquent.¹

The Gilbert Youth Research Company, quizzing teen-agers for their views on newspapers, found a widespread belief among the young people that

¹ Sylvanus M. Duvall, Ph.D., and Evelyn M. Duvall, Ph.D., "Let's Explore Your Mind," Sigbee Falls Daily Argus-Leader, March 20, 1960. (Reprinted, permission National Newspaper Syndicate.)

newspapers are unfair to their age group. A release May 1, 1960, by Eugene Gilbert, president of the company, said:

The young people have strong views about what they find in the paper. Marine Jovarian, 17, of San Francisco, summarized the feelings of many:

"Newspapers are forever writing about the bad kids. People rarely read about the good in us. They get the impression that our country will be in the hands of a bunch of delinquents soon."...

Some teenagers, like Martin Gross, 19, Athens, Georgia, feel "local newspapers should have a column where teen-agers could write in and express their views."

But there was strong dissent on this from Mary Louise Kamrevaki, 17, of Barker, New York. She said, "As a teen-ager, I wish our problems weren't hashed over so much. They're not that perplexing!"²

Texas teen-agers aired their opinions during Youth Participation Week, September 28-October 2, 1959. Ed Binert, writing in Minor A Publisher for March 5, 1960, reported the results pertaining to mass media of questionnaires sent to each junior and senior high school in the state by the Governor's Committee for the 1960 White House Conference on Children and Youth.

The Texas youths believed newspapers and other mass media over-stress crime, particularly teen-age crime, and some even called for direct censorship.

...One solution calls for "presentation of more cultural subject matter. Reinforcement of the cracks in our social structure. Less emphasis on the teen-age group as a breed apart from other groups." *Italics are his.*

²Eugene Gilbert, president, Gilbert Youth Research Company, "What Young People Think: Teen-Agers Describe What They Like, Dislike About Newspapers," Siox Falls News-Leader, May 1, 1960, p. 6B.

On this subject a few reports sounded bitter: "If one teen-ager commits a crime and ninety-nine complete a civic drive, the odds are against the civic project receiving notice."...

Texas high schoolers feel that the mass media also have a lot to say about how adults feel about teen-agers. They feel they are often mistakenly classed with the "front page teen-ager."

The young people ask that newspapers not exaggerate cases of juvenile delinquency and crime, that they receive "commendation, not condemnation." Students from one school even felt so persecuted that they wrote, "Teen-agers are guilty until proven innocent."...

What, then, can be concluded from the study (in which the youth of approximately 300 Texas high schools participated)? Teen-agers feel that too much emphasis is placed on crime, violence, and abnormal behavior, by the mass media. They feel that the "bad" youngster receives too much publicity and that adults tend to place all teen-agers in this category.

They feel that mass media should do more to encourage healthy attitudes both within themselves and within adults toward them.

Teen-agers feel that the best ways to accomplish these ends are by (1) giving more attention to worthwhile activities of youth (2) playing down abnormal or anti-social behavior (3) presenting more articles or programs of an educational or of a cultural nature.

These are indeed strong indictments. And in the case of the Gilbert research, the indictment is made by youngsters who do read the newspapers. Gilbert reports that of the 797 young people quizzed, 94 per cent say they read a daily newspaper and 62 per cent do so every day.⁴

But opinions, polls, and accusations do not necessarily indicate that the press emphasizes teen-age crime and rebellion. They indicate

³Ed Feinert, "Teen-Agers Show Tolerance of Control and Censorship," Editor & Publisher, March 5, 1960, p. 9/58.

⁴Gilbert. loc. cit.

only what the respondents said they perceived when they turned to their newspapers. The ratio of "good" and "bad" news which the newspaper prints can be determined only through a careful, systematic study of the media.

To those acquainted with the principles of news, it would appear that the young people are probably right in saying that the newspapers tend to emphasize the activities of the delinquents. That which is unusual is likely to be news. Therefore, those juveniles (and for that matter, adults) who deviate from normal behavior are creating news. The further one deviates from normal, the more "newsworthy" the item about him. Further, the more outrageous the item, the more the press will emphasize it. Shooting one's mother is certainly more unusual than winning a Boy Scout award. Consequently, one would expect that the story about the shooting would warrant better display and greater length than the story on the award.

Acts of heroism, it would seem, do not happen as often as do criminal acts. Or, if they do, there is no official agency to record them as the police record crime. Perhaps the opportunities for heroism do not present themselves as often as do opportunities for crime. During the period of the study, however, several such acts did occur and did receive good display in the press. An example would be blind, 17-year-old Theresa Hayes who stayed at her braille-equipped switchboard on Thursday, March 10, 1960, risking her life to help save 329 students at the Overbrook

School for the Blind when a fire swept the main building.⁵

At the other extreme is 17-year-old Dennis Whitney who, on March 6, 1960, admitted snuffing out six lives and critically wounding a seventh person in a 19-day spree that started in California and ended on a Florida sand dune.⁶

Both of these people made news because they deviated from normal behavior. Both made bigger news than most civic drives or similar activities would warrant. Good, orderly behavior and participation in worth-while activities apparently is expected by society of both juveniles and adults. When individuals exceed expectations in either direction, news results. The value of the news depends not so much upon the direction as upon the degree of deviation from normal.

Then, too, public problems are news topics and crime would fit into that category. The Federal Bureau of Investigation reported March 17, 1960, that arrests of juveniles—persons under 18 years of age—went up five per cent during 1959 compared to 1958. Increases occurred in both large and small metropolitan areas. Arrests of adults showed almost no change.⁷

⁵Associated Press, "Blind Girl Ignores Fire To Stay at Switchboard," Pierre Daily Capital Journal, March 11, 1960, p. 1.

⁶United Press International, "Boy 17, Admits Killing 6 During 19-Day Crime Spree," Madison Daily Leader, March 7, 1960, p. 1.

⁷United Press International, "FBI Report Shows Crime Increasing," Madison Daily Leader, March 17, 1960, p. 1.

In South Dakota, Attorney General Parcell Demmons termed juvenile delinquency "one of our most pressing problems" and called a meeting of 23 South Dakota leaders, including the governor, for February 25, 1960, to discuss the problem.⁸

Objectives of the Study

The teen-age group, then, is in the public eye and the impression which the public gets is perhaps obtained largely through the mass media. The question which arises would be, "Is the press fair in its presentation of the teen-ager to the public?" Or does it, as the youngsters pelted by Gilbert suggest, present a one-sided picture?

To answer that question insofar as South Dakota dailies are concerned, a content analysis was made of the front pages of all South Dakota dailies for three consecutive months.

It was hoped that through such a study it would be possible to determine the extent of difference, if any, between display treatment given front page stories mentioning juveniles in socially-approved (favorable) roles and stories mentioning juveniles in socially-disapproved (unfavorable) roles. In addition, the papers were studied in terms of number of stories in each category and in terms of amount of space per story.

Each story mentioning teen-agers which appeared on the front page of a South Dakota daily newspaper during the three-month period was

⁸ Associated Press, "Delinquency Law To Be Studied—Leaders to Meet at Plankinton," Aberdeen AM High-News, February 21, 1960, p. 19.

studied in terms of the news role played by the youth, and the space and display given the story by the newspaper. The resulting tabulations should indicate to which type of story these newspapers gave greatest emphasis and which was most frequently published during the period.

CHAPTER II

METHODOLOGY

Introduction

To resolve a question concerning how and what a group of newspapers say about an age group, the only safe avenue of study would be a content analysis of the papers. Much has been said in the preceding chapter concerning what people think the newspapers say and what people think the newspapers emphasize about youth. Public opinion polls, while valuable in other ways, cannot accurately measure what is said by the newspapers, even if these persons polled are frequent readers. The polls would more accurately measure what people remember having seen in the newspapers, and this is quite another matter.

Berelson defines content analysis as "a research technique for the objective, systematic, and quantitative description of the manifest content of communications."⁹

The problem at hand is that of describing objectively, systematically, and quantitatively that manifest content which mentions juveniles on the front pages of South Dakota daily newspapers of January 3, 1960, through April 2, 1960.

This content must be described in such a manner that it is possible to determine the amount and relative treatment given news which shows the

⁹ Bernard Berelson, Content Analysis in Communication Research, The Free Press: Glencoe, Ill., 1952. p. 18

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teen-age group in favorable and unfavorable roles.

The Sample

Within the confines of the study, there were 12 daily newspapers, 949 issues of those papers, and an unknown quantity of content mentioning juveniles on the front pages of those issues.

The universe consisted of all the relevant content on the 949 front pages published by the 12 daily newspapers during the 13-week period. A pilot study indicated that the content would probably be about 1.44 stories per front page, or 1254 stories in the entire study.

Because the estimated amount of material was not prohibitive, it was decided to study all of the relevant content rather than construct a sample. Sampling error was thus eliminated.

The Newspapers

The 12 daily newspapers published in South Dakota include three 7-day dailies, seven 6-day dailies, and two 5-day dailies. Circulations range from 1,525 to 51,150.¹⁰

However, two dailies published in the Black Hills area, the Lead Daily Call and the Deadwood Pioneer-Times, are identical in all respects except name. These two papers serve neighboring towns but are printed from the same type on the same press. The nameplate is changed for those

¹⁰South Dakota Press Service, Inc., 1960 South Dakota Newspaper Directory and Rate Book, Brookings: 1960.

copies going to Deadwood. Because of this, these two papers are here considered as one unit with their circulations combined. Only the Lead Daily Call was actually studied.

The eleven South Dakota daily newspapers included in the study are:¹¹

- 1) Aberdeen American-News, published seven days a week at Aberdeen in Brown County, is an eight-column paper with 22 1/4-inch columns. Its circulation is 21,021 and the population of Aberdeen is 23,001.
- 2) Daily Belle Fourche Press, published Tuesday through Saturday at Belle Fourche in DeWitt County, is a five-column paper with 16-inch columns. Its circulation is 2,974 and the city population is 4,044.
- 3) The Daily Plainsman, published daily except Saturday at Huron in Beadle County, is an eight-column paper with 22-inch columns. Its circulation is 12,974 and the city population is 14,070.
- 4) The Lead Daily Call and Deadwood Pioneer-Times, published daily except Sunday at Lead in Lawrence County, is an eight-column paper with 21-inch columns. Circulation of the paper with a Lead Daily Call newspaper is 1,525 and circulation with a Deadwood Pioneer-Times newspaper is 1,315 for a total circulation of 2,840. Population of Lead is 6,180 and population of Deadwood is 3,019 for a combined city population of 9,199.

¹¹The following information about South Dakota dailies is from the 1960 South Dakota Newspaper Directory and Rate Book, published by the South Dakota Press Service, Inc., Brookings. Population figures are preliminary 1960 census.

Distance between the two cities is two miles.

5) The Madison Daily Leader, published daily except Saturday and Sunday at Madison in Lake County, is an eight-column paper with 21-inch columns. Its circulation is 3,475 and the city population is 5,370.

6) The Daily Republic, published daily except Sunday at Mitchell in DeWitt County, is an eight-column paper with 21-inch columns. Its circulation is 18,258 and the city population is 12,317.

7) Daily Capital Journal, published daily except Sunday at Pierre in Hughes County, is an eight-column paper with 20 1/2-inch columns. Its circulation is 4,680 and the city population is 10,102.

8) The Rapid City Daily Journal, published seven days a week at Rapid City in Pennington County, is an eight-column paper with 20 1/2-inch columns. Its circulation is 26,544 and the city population is 42,131.

9) Sioux Falls Daily AMM-Header, published seven days a week at Sioux Falls in Minnehaha County, is an eight-column paper with 22-inch columns. Its circulation is 51,150 and the city population is 65,013.

10) Watertown Public Opinion, published daily except Sunday at Watertown in Codington County, is an eight-column paper with 21 1/4-inch columns. Its circulation is 13,485 and the city population is 14,047.

11.) Yankton Press & Dakotan, published daily except Sunday at Yankton in Yankton County, is an eight-column paper with 20-inch columns. Its circulation is 6,432 and the city population is 9,130.

Total combined circulation for all South Dakota titles is 169,833 and the population of the state (preliminary 1960 census)

to 677,372.

The Issues

During the period of the study, the 11 daily newspapers published 871 issues. The three 7-day dailies published 91 issues each, the six 6-day dailies 78 each, and the two 5-day dailies 65 each.

Although a number of sampling possibilities presented themselves at this point, including random sampling and stratified sampling, all 871 issues were included in the study, thus eliminating the possibility of sampling error in the selection of issues.

Regarding the selection of issues in content analysis, Berelson says:

...Now this matter of sampling the title through time should not, of course, be identified with the matter of defining the period under study. That is, the period for analysis is selected as part of the research design...

The problem of ensuring representativeness in a sample of issues (or dates) is conditioned by certain factors. For example, the relevant content may be subject to seasonal variations...

The period of study—January 3, 1960, through April 2, 1960—was selected on a basis of the length of time available in which to complete the study and also on a basis of the materials available for study.

There is no assurance that the amount and kind of teen-age content does not vary with the seasons. It would seem, however, that such variations could be caused by activities of the teen-age group rather than by factors of news-handling. That is, the newspaper could be expected to

¹²Berelson, op. cit., p. 177.

give the same treatment to comparable stories whether the event occurs in February or August.

The Content

The matter of including only front-page content is part of the research design, not a sampling procedure. Although the front page of the newspaper is not representative of the paper as a whole, this analysis is confined to that material which appeared on the front pages of the papers and issues under study. A basic aim of the research was to determine which kind of news involving youths the papers emphasized—favorable or unfavorable. It was felt that this aim could best be accomplished through a study of front pages because the front page has long been considered to be the most emphatic position in the newspaper.

All material which appeared on the front page of the issues and which mentioned the teen-age group or its members was included.

For the purposes of this study, the teen-age group was considered to be persons between ages 12 and 18 inclusive. This age group was selected because it includes junior and senior high school students. It is frequently difficult to separate the 19-year-olds from adults in news copy because legal restrictions on use of juvenile names extends through age 18 but does not include 19-year-olds.

Material qualifying as content to be analyzed made direct reference to persons between those ages at the time of writing. References could be either to persons singly or as a group. Such indirect references as federal aid to schools were not included unless the story made direct

reference to pupils who were in the age group.

Content referring to "children," "youths," "pupils," "kids," "young people," and other such references, without giving indication of the specific age group meant, was not included.

College students, unless ages were given, were not included. Junior high school and senior high school pupils were included, but not grade school pupils unless ages were given.

Stories which were continued to an inside page were considered as though completed on page one, and both wire news and locally written news were included.

The Unit of Analysis

The unit of analysis used to classify content in this study is the newspaper story. This unit, because it is a whole "natural" unit, is both the recording and context unit. Stories were categorized according to the context of the greater portion of the story, and where the context was mixed in equal degree, the story was classified into a neutral category.

There were two reasons for selecting the story as the unit of analysis:

First, this is a "natural" newspaper unit and can be tabulated more quickly and easily than smaller units such as words or themes, yet appears to be as accurate as the smaller units.¹³

¹³Berelson, op. cit., pp. 145-146.

Second, material was to be categorized according to display and it would be nearly impossible to say that a portion of a story received any given display treatment. Newspapers display the news in terms of stories.

The Categories of Analysis

Because this study has as its goal not only the enumeration of stories reporting juveniles in favorable and unfavorable roles, but also the degree of display and amount of space allotted such stories, several categories were used.

Principal categories were those of social role, display, and space. An incidental part of the tabulations is the number of young people involved and the sex.

Categories of Social Role

The three categories of social role were: socially approved (favorable), socially disapproved (unfavorable), and neutral.

Stories which mentioned juveniles in roles for which the youngster would normally be praised by adults were categorized as socially approved.

A checklist of topics or roles in this category would include:

Received an honor or award

Acted in hero's role (saved life, limb, or property)

Appointed to an office or committee; promoted or honored

Performed or entertained

Received employment

Accomplished a project (built something, or civic drive, for example)

Excelled in school or club activities

Praised by speaker or in a report

Story mentions Boy Scouts, Girl Scouts, 4-H or similar group

Showed good sportsmanship, resourcefulness or other favorable quality

Socially disapproved roles are those in which the juvenile would normally be condemned by adults. A checklist of such roles would include:

Was involved in police action or did something which could lead to police action, such as traffic violation (driver), auto accident (driver), disturbing the peace, disorderly conduct, vandalism

Was held, questioned, or sought by police or authorities

Was reckless

Story mentions gangs (in the "leather jacket" sense) or juvenile delinquency

Eloped with lover against parent's or guardian's will

Socially neutral roles are those in which the youth plays a passive part or those in which both socially approved and socially disapproved roles are present in an apparently equal degree. A checklist of this role would include:

Victim of accident, illness, or misfortune (unless cited by police, acted in hero's role, or the result of the youth's own carelessness or recklessness)

Attended, arrived, departed, survivor

Listed as son or daughter of (in story about adults)

Died, killed (unless in hero's role or because of unfavorable actions of self)

Statistics, as of "war babies" and other neutral use of youngsters

Story neutralized because both favorable and unfavorable roles in same degree (as one teen-ager acting favorably and another unfavorably in same degree, but different directions, in same story)

The favorable and unfavorable categories were allowed to dominate when they were combined with neutral roles in the same story. That is, if one youngster was reported in an unfavorable role and several others were reported in neutral roles in the same story, the story was classified as unfavorable.

It was originally planned that a board of judges would be used in cases of questionable role. The number of stories which did not belong rather definitely in one category or another, however, was so negligible that such stories were merely classified as neutral. This happened in less than a dozen cases and these were usually small items of the "Brightener" type.

Categories of Display

The relative emphasis which news stories receive is largely a matter of size and kind of headline and whether the story is accompanied with illustrative material. The wider the headline and the larger the type-size of the headline, the more emphatic the display.

Display was categorized on a basis of headlines and accompanying illustrative matter. The categories were:

1) Stories receiving top display were those which had headlines of more than two columns wide and/or were accompanied with illustrative matter.

2) Secondary display consisted of headlines of 24-point type or larger, either two columns wide or multiple deck.

3) Stories in the third category had headlines of 24-point type or larger in one column only and with one deck only, or were short material which was given special treatment, such as all boldface body type or boxed.

4) Bottom display consisted of headlines of less than 24-point type.

Categories of Space

Story length was also classified into four categories. Because length of the story was to be matched against display, it was felt that adopting four categories would better serve the problem than would recording of actual column inches. The four categories:

- 1) Stories of ten or more column inches.
- 2) Stories of at least seven column inches, but less than ten.
- 3) Stories of at least four column inches, but less than seven.
- 4) Stories of less than four column inches.

Categories of Sex and Number

Although the study concerned itself primarily with the relationship of social role to display and space, the sex and number of youths involved in the stories was also recorded.

The sex and number were recorded on a basis of the teenagers involved who set the role direction of the story. If, for example, one boy played an unfavorable role in a story and three girls played neutral

roles, the sex classification for that story would be male and the number classification would be one.

Categories of sex were male, female, mixed group, and undetermined sex.

Categories of number were single youth, pair of youths, group or undetermined number of youths, and generalizations about the age group as a whole.

Tabulating Procedure

All information about the stories was recorded on punch cards. Each story was assigned a reference number and one card was punched for each story.

Information punched into the card included: reference number, newspaper in which the story appeared, date of issue of the newspaper, social role, space, display, sex and number.

It was then possible to sort the cards and note the interrelationships of the various categories for any given newspaper or group of newspapers in the study and for any period of time during the study. Such tabulations without the use of machine records equipment would, at best, have been most difficult.

CHAPTER III

STATE-WIDE TABULATIONS

Introduction

During the period of the study, January 3, 1960, through April 2, 1960, the 11 South Dakota daily newspapers published on their front pages 1,100 stories and pictures pertaining to members of the 12-18 year old group. Of these 1,100 stories and pictures, 441 (40.10 per cent) were favorable, 348 (31.64 per cent) were unfavorable, and 311 (28.26 per cent) were neutral.

Equal distribution would have been $366 \frac{2}{3}$ stories and pictures or 33.33 $\frac{1}{3}$ per cent in each category. The favorable stories exceeded this equal distribution figure by $74 \frac{1}{3}$ stories or 6.77 per cent, while the other two categories fell below the equal distribution figure.

The 8.46 per cent difference between favorable and unfavorable roles appears to assume more importance in view of the slight 3.38 per cent difference between the unfavorable and neutral categories. Elimination of the neutral category leaves 789 stories of definite role direction; 55.89 per cent being favorable and 44.11 per cent being unfavorable, a difference of 11.78 per cent between the two roles.

The purpose of the study, however, was not only to determine the number and percentages of stories published in categories of role, but to determine also which role, if any, received the greater emphasis. The fact that only front page material was studied is, in itself, an indication of emphasis because the front page is an emphatic position in

the newspaper. Relative emphasis of stories appearing on the front page was also studied in terms of amount of space per story (as measured in column inches) and display (as measured by size and kind of headline or by accompanying illustrative matter).

Space and Display Relationships

All Content Studied

On a basis of usual news-handling procedures, it would be expected that space and display would correspond closely. Longer stories would be expected to receive larger headlines than would shorter stories. News which the editor considers worthy of reporting at some length is very likely the same news which he would consider worthy of displaying well.

Table I is a cross-tabulation of space and display relationships of all stories studied and Table II contains the same data in percentage form. The close relationship of space and display can be noted in these two tables with several exceptions:

The Display #1, Space #4, cell contains 117 entries where few, if any, would be expected; it represents the largest figure in the Display #1 column. This cell contains virtually all the pictures with outlines only which were tabulated, because only type was measured in the space category. Few outlines were more than four column inches in length.

Display #3, Space #4, cell holds 210 entries compared to 191 in Display #4, Space #4, cell. This cell was swelled by stories which

TABLE I. RELATIONSHIP OF DISPLAY TO SPACE OF 1100 FRONT-PAGE STORIES MENTIONING JUVENILES IN SOUTH DAKOTA DAILY NEWSPAPERS

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	100	33	8	0	141
Space #2: seven to ten column inches	51	33	25	2	111
Space #3: four to seven column inches	52	80	142	39	313
Space #4: less than four column inches	117*	17	210	191	535
Totals	320	163	385	232	1100

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all below body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with outlines usually belong.

**TABLE II. RELATIONSHIP BY PERCENTAGES OF DISPLAY TO SPACE
OF 1100 FRONT-PAGE STORIES MENTIONING JEWELLES
IN SOUTH DAKOTA DAILY NEWSPAPERS**

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	9.09	3.00	0.73	0.00	12.82
Space #2: seven to ten column inches	4.64	3.00	2.27	0.18	10.09
Space #3: four to seven column inches	4.73	7.27	12.91	3.55	28.46
Space #4: less than four column inches	10.63*	1.55	19.09	17.36	48.63
Totals	29.09	14.82	35.00	21.09	100.00

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with outlines usually belong.

were given special treatment, such as all boldface body type or boxed headlines. Such treatment moved the stories from Display #4 to Display #3.

The Display #2, Space #3, cell contains 80 entries, which is somewhat beyond its expected number, but this is not the result of any known factor.

Tables I and II indicate that the greater portion of stories mentioning juveniles receive low degrees of space and display. There were 582 stories receiving single-column, single-deck headlines which were less than seven column inches long. Only 34 stories of more than seven inches received this display. In the top quadrant of the table, 217 stories of more than seven inches received multiple-column or multiple-deck headlines or were accompanied with pictures. And 366 stories of less than seven column inches received display consisting of multiple-column heads or decks, or accompaniment with illustrative matter.

Favorable Content

Distribution of favorable stories in display and space relationships is shown in Table III and the same data is presented in percentage form in Table IV.

Of the 441 favorable stories comprising 40.10 per cent of the total, the largest portion is in the first display category and the fourth space category. There were 97 stories, or 22.01 per cent of all favorable stories, in this cell. As was indicated above, this is the classification into which pictures with outlines often fell.

TABLE III. RELATIONSHIP OF DISPLAY TO SPACE OF 441 FRONT-PAGE STORIES MENTIONING JUVENILES FAVORABLY IN SOUTH DAKOTA DAILY NEWSPAPERS

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	41	5	3	0	49
Space #2: seven to ten column inches	27	6	1	0	34
Space #3: four to seven column inches	33	27	47	27	134
Space #4: less than four column inches	97*	11	55	71	234
Totals	188	49	106	98	441

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with outlines usually belong.

**TABLE IV. RELATIONSHIP BY PERCENTAGES OF DISPLAY TO SPACE
OF 441 FRONT-PAGE STORIES MENTIONING JUVENILES
FAVORABLY IN SOUTH DAKOTA DAILY NEWSPAPERS**

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	9.30	1.11	0.68	0.00	11.09
Space #2: seven to ten column inches	3.86	1.36	0.23	0.00	5.45
Space #3: four to seven column inches	7.48	6.12	10.63	6.12	30.35
Space #4: less than four column inches	22.01*	2.50	12.49	16.11	53.11
Totals	42.65	11.09	24.03	22.23	100.00

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with outlines usually belong.

Other larger frequencies are clustered in the bottom right corner of the table. The four cells in this corner contain 200 stories or 45.35 per cent of all the favorable stories.

However, the Display #1 column has the largest total for the columns and the Space #4 row has the largest total for the rows. The totals show 53.74 per cent of the stories in the two top display groups and 46.26 per cent in the lower display groups. In the space totals, 16.54 per cent of the favorable stories are in the two top space groups and 83.46 per cent are in the lower space groups.

Unfavorable Stories

Table V shows the distribution of unfavorable stories in display and space relationships and Table VI presents the same data in percentage form.

As was true of the favorable group, the greatest number of stories are clustered in the lower right four cells. These four cells contain 59.22 per cent of the unfavorable stories. This represents 13.87 per cent more than the favorable stories in that group on Tables III and IV.

The cell for Display #1, Space #4, which held 22.01 per cent in Table IV, has only 3.42 per cent in Table VI. There were fewer unfavorable than favorable pictures.

The totals of the columns show 63.25 per cent of the unfavorable stories in the bottom two display groups and 36.75 per cent in the top two display groups. In the space totals, 74.16 per cent were in the two

TABLE V. RELATIONSHIP OF DISPLAY TO SPACE OF 348 FRONT-PAGE STORIES MENTIONING JUVENILES UNFAVORABLY IN SOUTH DAKOTA DAILY NEWSPAPERS

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	28	19	1	0	48
Space #2: seven to ten column inches	14	15	11	2	42
Space #3: four to seven column inches	9	29	51	9	98
Space #4: less than four column inches	12*	2	85	61	160
Totals	63	65	148	72	348

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple downs.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with cutlines usually belong.

TABLE VI. RELATIONSHIP BY PERCENTAGES OF DISPLAY TO SPACE
OF 348 FRONT-PAGE STORIES MENTIONING JUVENILES
UNFAVORABLY IN SOUTH DAKOTA DAILY NEWSPAPERS

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	8.03	4.45	0.29	0.00	13.78
Space #2: seven to ten column inches	4.02	4.31	3.16	0.57	12.06
Space #3: four to seven column inches	2.62	8.32	14.62	2.62	28.18
Space #4: less than four column inches	3.42*	0.97	24.46	17.53	45.98
Totals	18.09	18.66	42.53	20.72	100.00

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with outlines usually belong.

lower groups and 25.84 per cent in the two upper groups.

Neutral Stories

The 311 neutral stories, representing 28.26 per cent of the total 1,100 stories, are shown in display and space relationships in Table VII and data for the same group is presented in percentage form in Table VIII.

As with the other two groups, the weight in the neutral category is thrown heavily into the bottom right corner of the table. In the neutral category, 56.57 per cent of the entries fall into the bottom right cluster of cells. The three highest scores are recorded in that area.

Display totals columns show 62.05 per cent in the two bottom display groups and 37.95 per cent in the two upper display categories. Totals of the space rows show 71.37 per cent in the two lower space groups and 28.63 per cent in the two upper space groups.

Test of Significance

To test the null hypothesis that there is no significant difference between display and space treatment given stories in favorable and unfavorable categories, the chi-square test was applied.

The data obtained does not distribute itself on a normal curve, and other tests of significance were ruled out for this reason. The chi-square test was deemed appropriate to determine whether the observed differences in treatment of unfavorable and favorable news were significant.

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Neutral Stories

The 311 neutral stories, representing 28.26 per cent of the total 1,100 stories, are shown in display and space relationships in Table VII and data for the same group is presented in percentage form in Table VIII.

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Display totals column show 62.05 per cent in the two bottom display groups and 37.95 per cent in the two upper display categories. Totals of the space rows show 71.37 per cent in the two lower space groups and 28.63 per cent in the two upper space groups.

Test of Significance

To test the null hypothesis that there is no significant difference between display and space treatment given stories in favorable and unfavorable categories, the chi-square test was applied.

The data obtained does not distribute itself on a statistical basis, and other tests of significance were ruled out for this reason. The chi-square test was deemed appropriate to determine whether the observed differences in treatment of unfavorable and favorable news were significant.

TABLE VII. RELATIONSHIP OF DISPLAY TO SPACE OF 311 FRONT-PAGE STORIES GIVING NEUTRAL MENTION TO JUVENILES IN SOUTH DAKOTA DAILY NEWSPAPERS

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	31	9	4	0	44
Space #2: seven to ten column inches	20	12	13	0	45
Space #3: four to seven column inches	10	24	44	3	81
Space #4: less than four column inches	6*	4	70	59	141
Totals	69	49	131	62	311

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple down.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with outlines usually belong.

TABLE VIII. RELATIONSHIP BY PERCENTAGES OF DISPLAY TO SPACE OF 311 FRONT-PAGE STORIES GIVING NEUTRAL MENTION TO JUVENILES IN SOUTH DAKOTA DAILY NEWSPAPERS

	Display #1	Display #2	Display #3	Display #4	Totals
Space #1: ten or more column inches	9.97	2.89	1.28	0.00	14.14
Space #2: seven to ten column inches	6.43	3.86	4.20	0.00	14.49
Space #3: four to seven column inches	3.21	7.73	14.14	0.97	26.05
Space #4: less than four column inches	2.58*	1.28	22.50	18.96	45.32
Totals	22.19	15.76	42.12	19.93	100.00

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

*Classification to which pictures with outlines usually belong.

Two categories each of space and display were adopted for the chi-square test. As can be noted by comparing Tables III and V, the Display #1 category was favorable, the Display #2 category was unfavorable, Display #3 was unfavorable, and Display #4 was favorable. When the top two categories are combined and the bottom two combined, it can be observed that favorable stories tended to be better displayed than unfavorable stories.

The same situation existed in the space categories, as can also be noted by comparing Tables III and V. In this case, the Space #1 category was favorable, Space #2 was unfavorable, Space #3 was favorable, and Space #4 was favorable. But when the two top categories are combined and the two bottom categories are combined, it can be noted that the unfavorable stories tended to be longer than the favorable stories.

Role and Display

Table IX is a cross-tabulation of stories by role and display. The 365 entries in column one are stories with multiple column or multiple deck headlines or stories accompanied with illustrative matter. The 424 entries in column two are stories with single-column, single-deck headlines without pictures or other illustrative matter. Row one is composed of favorable stories and row two is composed of unfavorable stories. The neutral, non-directional category was eliminated for this comparison.

TABLE IX. DISTRIBUTION OF FAVORABLE AND UNFAVORABLE STORIES
IN DISPLAY CATEGORIES

Roles	Multiple-column and/or multiple- deck headlines and/or pictures	Single-column and single- deck headlines without pictures	Totals
Favorable	237	204	441
Unfavorable	128	220	348
Totals	365	424	789

$$\chi^2 = 20.16^*$$

* χ^2 at the .01 level of probability is 6.636

The table shows a greater number of favorable than unfavorable stories in the better display category and a greater number of unfavorable than favorable stories in the lesser display category.

Since the chi-square score of 20.16 indicates significance far beyond the .01 level, the null hypothesis is rejected and it is assumed that the better display treatment is related to the favorable role direction of the story and that the two are not independent of one another.¹⁴

Role and Space

Table X is a cross-tabulation of stories by role and space. The 163 entries in column one are stories of seven or more column inches in

¹⁴David Manning White and Seymour Levine, Elementary Statistics for Journalists, the Macmillan Company, New York, 1945. p. 58.

length, and the 626 stories in column two are stories of less than seven inches long.

TABLE I. DISTRIBUTION OF FAVORABLE AND UNFAVORABLE STORIES IN SPACE CATEGORIES

Roles	Stories of seven or more column inches	Stories of less than seven column inches	Totals
Favorable	73	368	441
Unfavorable	90	258	348
Totals	163	626	789

$$\chi^2 = 13.23^*$$

* χ^2 at the .01 level of probability is 6.635

The table shows a greater number of unfavorable than favorable stories in the longer space category and a greater number of favorable than unfavorable stories in the shorter space category.

Since chi-square score of 13.23 is significant far beyond the .01 level of probability, the null hypothesis is rejected and it could be assumed that the longer story length is related to the unfavorable role direction and that the two are not independent of one another.¹⁵

However, no real importance can be attached to this finding in view of the fact that length of stories in role categories was influenced by picture outlines. The favorable group included many more pictures

¹⁵ ibid.

than did the unfavorable group and outlines of pictures were usually classified into the shortest space category. Picture area was not included in space measurements. Only matter set in type was included in the space measurements. The measurements thus included outlines, which were often less than four inches. Thus it appears that length is often dependent upon whether the matter is accompanied with illustrative matter rather than upon the direction of the content.

CHAPTER IV

TABULATIONS BY NEWSPAPERS

Introduction

A break-down of relevant content by and within the daily newspapers was made to determine how great, if any, difference there might be among newspapers in their handling of juvenile news.

By first breaking down the content into role categories by newspapers and then breaking these frequencies into display categories, it is possible to note whether newspapers which carry a minimum of stories in a given role category tend to display these few stories well or poorly.

Distribution of All Relevant Content

Table XI presents distribution of relevant content by newspapers in favorable, unfavorable, and neutral categories. Table XII presents the same data in percentage form.

Mean score for all dailies in the study is 100 stories pertaining to juveniles. Five dailies exceeded this score and six fell below. No trends on the basis of circulation or location are immediately obvious in this grouping, although the state's three smallest dailies exceeded the mean score while the four largest papers fell below. The Watertown Public Opinion, fifth largest daily, holds the highest score, and the Huron Daily Plainsman, which ranks sixth in circulation, has the lowest score.

Mean score for favorable content is 40 stories. The same dailies

TABLE XI. DISTRIBUTION OF RELEVANT CONTENT BY NEWSPAPERS

Newspapers	Role direction			Totals
	Favorable	Unfavorable	Neutral	
Aberdeen American-News	24	34	31	89
Daily Belle Fourche Post	99	13	7	119
The Daily Plainsman	10	15	32	57
Lead Daily Call and Deadwood Pioneer-Times	43	53	30	126
Madison Daily Leader	71	31	32	134
The Daily Republic	19	40	28	87
Daily Capital Journal	20	33	33	86
Rapid City Daily Journal	11	29	34	74
Sioux Falls Daily Argus-Leader	18	32	28	78
Watertown Public Opinion	73	32	34	139
Yankton Press & Dakotan	53	36	22	111
Totals	441	348	311	1100

**TABLE XII. DISTRIBUTION BY PERCENTAGES OF RELEVANT CONTENT
BY NEWSPAPERS**

Newspapers	Bolt direction			Totals
	Favorable	Unfavorable	Neutral	
Aberdeen American-News	2.18	3.09	2.82	8.09
Daily Belle Fourche Post	9.00	1.18	0.63	10.81
The Daily Plainsman	0.91	1.36	2.91	5.18
Lead Daily Call and Deadwood Pioneer-Times	3.91	4.82	2.73	11.46
Madison Daily Leader	6.45	2.82	2.91	12.18
The Daily Republic	1.73	3.64	2.54	7.91
Daily Capital Journal	1.82	3.00	3.00	7.82
Rapid City Daily Journal	1.00	2.64	3.09	6.73
Sioux Falls Daily Argus-Leader	1.64	2.91	2.54	7.09
Watertown Public Opinion	6.64	2.91	3.09	12.64
Yankton Press & Dakotan	4.82	3.27	2.00	10.09
Totals	40.10	31.64	28.26	100.00

which exceeded the mean for total relevant content exceeded the mean score in favorable news. However, in this case, the Daily Belle Fourche Post is highest ranking paper and the Daily Plainsman remains in bottom place followed closely by the Rapid City Daily Journal.

Mean score for unfavorable content is 32 stories. Seven papers exceeded the mean with only four falling below. Of the four which fell below the mean, the Madison Daily Leader lacks only one story and the Rapid City Daily Journal lacks only three of reaching the mean. The Daily Belle Fourche Post and the Daily Plainsman have only 13 and 15 respectively. The Lead Daily Call and Deadwood Pioneer-Times has 53 for high score.

In the neutral category, mean score is 26 and there were nine papers which exceeded the mean score. The Yankton Press & Dakotan is six stories below the mean, but the Daily Belle Fourche Post has only seven such stories.

Table XIII shows distribution by percentages of favorable, unfavorable, and neutral content within newspapers. Equal distribution on this table would be $33.33 \frac{1}{3}$ per cent in each category for each paper.

Most extreme figure in Table XIII is the favorable content of the Daily Belle Fourche Post. In that paper, 83.26 per cent of all relevant content was favorable to the age group. The Madison Daily Leader and the Watertown Public Opinion each had more than half of their relevant content in the favorable category, and the Daily Plainsman had more than half of its relevant content in the neutral category. The Yankton Press

**TABLE XIII. DISTRIBUTION BY PERCENTAGES OF RELEVANT CONTENT
WITHIN NEWSPAPERS**

Newspapers	Role direction		
	Favorable	Unfavorable	Neutral
Aberdeen American-News	26.97	38.20	34.83
Daily Belle Fourche Post	83.28	10.93	5.89
The Daily Plainsman	17.54	26.32	56.14
Lead Daily Call and Deadwood Pioneer-Times	34.13	42.06	23.81
Madison Daily Leader	52.99	23.13	23.88
The Daily Republic	21.84	45.98	32.18
Daily Capital Journal	23.26	38.37	38.37
Rapid City Daily Journal	14.86	39.19	45.95
Sioux Falls Daily Argus-Leader	23.08	41.03	35.89
Watertown Public Opinion	52.52	23.02	24.46
Yankton Press & Dakotan	47.75	32.43	19.82

& Dakotan had nearly half of its relevant content in the favorable column. The Daily Republic, Lead Daily Call and Deadwood Pioneer-Times, and Sioux Falls Daily-Argus-Leader all placed nearly half of their relevant content in the unfavorable column.

It may be significant to note that four newspapers have their highest percentages in the favorable column, four are highest in the unfavorable column, two are highest in the neutral column, and one has a tied high score in the unfavorable and neutral columns.

Distribution of Content by Display

Favorable Content

Table XIV presents distribution for favorable content in display categories by newspapers and Table XV presents the same data in percentage form.

The Watertown Public Opinion and Madison Daily Leader lead the newspapers in the first two display categories, followed by the Daily Belle Fourche Post, Lead Daily Call and Deadwood Pioneer-Times, and Aberdeen American-News.

In the two bottom display groups, leaders are the Daily Belle Fourche Post, Jankton Press & Dakotan, Madison Daily Leader, and Watertown Public Opinion.

But more startling differences are discernible on Table XVI, which shows distribution by percentages of favorable content in display categories within newspapers. The Aberdeen American-News, which accounted

TABLE XIV. DISTRIBUTION OF FAVORABLE CONTENT IN DISPLAY CATEGORIES BY NEWSPAPERS

Newspapers	Display #1	Display #2	Display #3	Display #4	Totals
Aberdeen American-News	23	0	1	0	24
Daily Belle Fourche Post	27	5	7	60	99
The Daily Plainsman	7	1	0	2	10
Lead Daily Call and Deadwood Pioneer-Times	21	3	16	3	43
Madison Daily Leader	31	9	14	17	71
The Daily Republic	4	3	9	3	19
Daily Capital Journal	6	7	6	1	20
Rapid City Daily Journal	7	0	2	2	11
Sioux Falls Daily Argus-Leader	14	2	2	0	18
Watertown Public Opinion	31	15	18	9	73
Yankton Press & Dakotan	17	4	31	1	53
Totals	188	49	106	98	441

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headlines.

Display #4: Single-column headlines of less than 24-point type with one deck only.

TABLE XV. DISTRIBUTION BY PERCENTAGES OF FAVORABLE CONTENT
IN DISPLAY CATEGORIES BY NEWSPAPERS

Newspapers	Display #1	Display #2	Display #3	Display #4	Totals
Aberdeen American-News	5.22	0.00	0.23	0.00	5.45
Daily Belle Fourche Post	6.12	1.11	1.59	13.61	22.43
The Daily Plainsman	1.59	0.23	0.00	0.45	2.27
Lead Daily Call and Deadwood Pioneer-Times	4.77	0.68	3.63	0.68	9.76
Madison Daily Leader	7.03	2.04	3.17	3.86	16.10
The Daily Republic	0.19	0.68	2.04	0.68	4.31
Daily Capital Journal	1.36	1.59	1.36	0.23	4.54
Rapid City Daily Journal	1.59	9.00	0.45	0.45	2.49
Sioux Falls Daily Argus- Leader	3.17	0.45	0.45	0.00	4.07
Watertown Public Opinion	7.03	3.40	4.08	2.04	16.55
Yankton Press & Dakotan	3.86	0.91	7.03	0.23	12.03
Totals	42.65	11.09	24.03	22.23	100.00

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

for only 5.45 per cent of the total favorable content on Table XV, placed 95.80 per cent of its favorable content in the highest display category. The Daily Belle Fourche Post, which accounted for 22.43 per cent of the favorable content on Table XV and which had more favorable content than any of the other newspapers, placed 60.61 per cent of its favorable content in the poorest display category and 27.27 per cent in the highest category. Only three papers placed more favorable news in the two bottom display categories than in the two top display categories. They were the Daily Belle Fourche Post, the Daily Republic and the Yankton Press & Dakotan.

Unfavorable Content

Table XVII presents distribution of unfavorable content in display categories by newspapers. The same data is presented in percentage form in Table XVIII.

The Aberdeen American-News leads the papers for content in the first two display categories, followed by the Sioux Falls Argus-Leader and the Watertown Public Opinion. The Lead Daily Call and Deadwood Pioneer-Times, which had the most unfavorable stories, has only two in the first display category and six in the second category.

The Lead and Deadwood paper leads in the lower categories of display with 45, followed by The Daily Republic and Yankton Press & Dakotan with 28 each and the Madison Daily Leader with 26.

Table XIX shows distribution by percentages of unfavorable content in display categories within newspapers. Only four newspapers placed

**TABLE XVI. DISTRIBUTION BY PERCENTAGES OF FAVORABLE CONTENT
IN DISPLAY CATEGORIES WITHIN NEWSPAPERS**

Newspapers	Display #1	Display #2	Display #3	Display #4
Aberdeen American-News	95.80	0.00	4.20	0.00
Daily Belle Fourche Post	27.27	5.05	7.07	60.61
The Daily Plainsman	70.00	10.00	0.00	20.00
Lead Daily Call and Deadwood Pioneer-Times	48.88	6.90	37.32	6.90
Madison Daily Leader	43.53	12.69	19.78	24.00
The Daily Republic	21.05	15.74	47.47	15.74
Daily Capital Journal	30.00	35.00	30.00	5.00
Rapid City Daily Journal	63.64	0.00	18.18	18.18
Sioux Falls Daily Argus- Leader	77.78	11.11	11.11	0.00
Watertown Public Opinion	42.49	20.51	24.62	12.31
Yankton Press & Dakotan	32.08	7.54	58.50	1.88

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headlines.

Display #4: Single-column headlines of less than 24-point type with one deck only.

TABLE XVII. DISTRIBUTION OF UNFAVORABLE CONTENT IN DISPLAY CATEGORIES BY NEWSPAPERS

Newspapers	Display #1	Display #2	Display #3	Display #4	Totals
Aberdeen American-News	14	6	8	6	34
Daily Belle Fourche Post	1	1	0	11	13
The Daily Plainsman	4	7	4	0	15
Lead Daily Call and Deadwood Pioneer-Times	2	6	35	10	53
Madison Daily Leader	1	4	14	12	31
The Daily Republic	8	4	22	6	40
Daily Capital Journal	8	7	16	2	33
Rapid City Daily Journal	5	6	11	7	29
Sioux Falls Daily Argus-Leader	14	5	7	6	32
Watertown Public Opinion	4	13	5	10	32
Yankton Press & Dakotan	2	6	26	2	36
Totals	63	65	148	72	348

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

**TABLE XVIII. DISTRIBUTION BY PERCENTAGES OF UNFAVORABLE CONTENT
IN DISPLAY CATEGORIES BY NEWSPAPERS**

Newspapers	Display #1	Display #2	Display #3	Display #4	Totals
Aberdeen American-News	4.02	1.72	2.30	1.72	9.76
Daily Belle Fourche Post	0.29	0.29	0.00	3.16	3.74
The Daily Plainsman	1.15	2.01	1.15	0.00	4.31
Lead Daily Call and Deadwood Pioneer-Times	0.57	1.72	10.06	2.90	15.25
Madison Daily Leader	0.29	1.15	4.02	3.45	8.91
The Daily Republic	2.30	1.15	6.32	1.72	11.49
Daily Capital Journal	2.30	2.01	4.60	0.57	9.48
Rapid City Daily Journal	1.43	1.72	3.16	2.01	8.32
Sioux Falls Daily Argus- Leader	4.02	1.43	2.01	1.72	9.18
Watertown Public Opinion	1.15	3.74	1.43	2.90	9.22
Yankton Press & Dakotan	0.57	1.72	7.48	0.57	10.34
Totals	18.09	18.66	42.53	20.72	100.00

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

more unfavorable content in the better display categories than in the poorer display categories. They were the Aberdeen American-News, The Daily Plainsman, Sioux Falls Argus-Leader, and Watertown Public Opinion.

It should be noted that these are not the same newspapers which placed more favorable news in poorer display categories in Table XVI. It should also be noted that while the majority of the papers placed more favorable content in the first two display categories in Table XVI, the reverse is true of the unfavorable content in Table XIX.

**TABLE XII. DISTRIBUTION BY PERCENTAGES OF UNFAVORABLE CONTENT
IN DISPLAY CATEGORIES WITHIN NEWSPAPERS**

Newspapers	Display #1	Display #2	Display #3	Display #4
Aberdeen American-News	41.12	17.65	23.58	17.65
Daily Belle Fourche Post	7.69	7.69	0.00	84.62
The Daily Plainsman	26.67	46.66	26.67	0.00
Lead Daily Call and Deadwood Pioneer-Times	3.78	11.33	66.03	18.86
Madison Daily Leader	3.23	12.90	45.16	38.71
The Daily Republic	20.00	10.00	55.00	15.00
Daily Capital Journal	24.24	21.21	48.49	6.06
Rapid City Daily Journal	17.24	20.69	37.93	24.14
Sioux Falls Daily Argus- Leader	43.75	15.63	21.87	18.75
Watertown Public Opinion	12.50	40.62	15.63	31.25
Yankton Press & Dakotan	5.55	16.67	72.23	5.55

Display #1: Headlines more than two columns wide and/or matter accompanied with illustrations.

Display #2: Headlines two columns wide or multiple decks.

Display #3: Single-column headlines of at least 24-point type with one deck only or short matter which received special treatment, as all boldface body type or boxed headline.

Display #4: Single-column headlines of less than 24-point type with one deck only.

CHAPTER V

TABULATIONS BY SEX AND NUMBER

Introduction

A cross-tabulation of content in role categories was made by sex and number of youths mentioned to determine whether these variables had anything to do with a story making front page. It must be remembered, however, that such variables could well be the result of activities of the age group rather than of news-handling by newspapers.

The sex and number classifications were made on a basis of the youth or youths who set the direction of the content, and the directional roles were allowed to take precedence over the non-directional, neutral role.

Favorable Content

Table II presents distributions of favorable content by sex and number of youths mentioned and Table III presents the same data in percentage form.

Groups of youths received highest scores in the favorable content tabulations with 320 stories or 72.56 per cent of the total favorable content. And 41.27 per cent of the total favorable content was groups of mixed sex.

Boys ranked somewhat higher than girls with a total of 148 entries or 33.56 per cent compared to 90 entries or 20.41 per cent for the girls. The boys received highest score in groups, but girls received highest score in the single category with groups ranking second.

TABLE XX. DISTRIBUTION OF FAVORABLE CONTENT BY SEX AND NUMBER OF YOUTHS MENTIONED

	Boys	Girls	Mixed group	Sex not reported	Totals
Single youth	37	49	0	1	87
Pair of youths	3	6	6	0	15
Group of youths	101	35	182	2	320
Undetermined number of youths	7	0	3	9	19
Totals	148	90	191	12	441

TABLE XXI. DISTRIBUTION BY FRIENDSHIPS OF FAVORABLE CONTENT BY SEX AND NUMBER OF YOUTHS MENTIONED

	Boys	Girls	Mixed group	Sex not reported	Totals
Single youth	8.39	11.11	0.00	0.23	19.73
Pair of youths	0.68	1.36	1.36	0.00	3.40
Group of youths	22.90	7.94	41.27	0.45	72.56
Undetermined number of youths	1.59	0.00	0.68	2.04	4.31
Totals	33.56	20.41	43.31	2.72	100.00

Unfavorable Content

Table XXII presents distribution of unfavorable content by sex and number and Table XXIII presents the same data in percentage form.

In the unfavorable content, largest score is single boys. Nearly half of the unfavorable content (41.66 per cent) was concerned with single boys. Single girls ranked second with 12.07 per cent. Total unfavorable content for boys is more than four times as great as total unfavorable content for girls.

A comparison of Tables XXI and XXIII would seem to indicate that much of the favorable content is about clubs and group activities, while much of the unfavorable content is about single youths.

TABLE XXII. DISTRIBUTION OF UNFAVORABLE CONTENT BY SEX AND NUMBER OF YOUTHS MENTIONED

	Boys	Girls	Mixed group	Sex not reported	Totals
Single youth	145	42	0	1	192
Pair of youths	30	1	3	4	38
Group of youths	35	4	20	21	80
Undetermined number of youths	4	0	3	35	42
Totals	214	47	26	61	348

TABLE XIII. DISTRIBUTION BY PERCENTAGES OF UNFAVORABLE CONTENT BY SEX AND NUMBER OF YOUTHS MENTIONED

	Boys	Girls	Mixed group	Sex not reported	Totals
Single youth	41.66	12.07	0.00	0.29	54.02
Pair of youths	8.62	0.29	0.86	1.15	10.92
Group of youths	10.06	1.15	5.75	6.03	22.99
Undetermined number of youths	1.15	0.00	0.86	10.06	12.07
Totals	61.49	13.51	7.47	17.53	100.00

CHAPTER VI

SUMMARY AND CONCLUSIONS

Before beginning the research, the investigator hypothesized that the newspapers would print more favorable than unfavorable content about the age group under study, but that these fewer unfavorable stories would receive better display treatment.

This hypothesis was based on a belief that the unfavorable content would contain more newsworthy qualities, especially the quality of being unusual. The first part of the hypothesis was found to be only partially correct and the second part was found to be completely erroneous.

Conclusions on the Newspapers as a Group

In reporting the activities of the 12-18 year age group, the 11 South Dakota daily newspapers, as a group, printed more favorable than unfavorable stories about the group on their front pages during the period of the study. In addition, the papers gave better display to the favorable stories than to the unfavorable stories.

Thus, insofar as South Dakota daily newspapers during the period of study are concerned, a common assumption is proved false. These papers did not, as is commonly assumed of newspapers generally, emphasize the unfavorable news about juveniles while ignoring the favorable news about the group.

The newspapers under study placed a dual emphasis on the favorable content mentioning juveniles. First, a greater number of favorable than

unfavorable stories were placed on page one, an emphatic position in the paper. Second, the favorable stories were better displayed in terms of headline size and use of illustrations.

The tabulations do show that favorable stories tended to be shorter than the unfavorable stories. This, however, is an artifact of the sampling procedure and no valid conclusions concerning length can be drawn as a result. Unfavorable content tended to be longer because picture area was not included in the space measurements. Most outlines were less than four inches long, and as a result, pictures with outlines usually fall into the shortest space category. Favorable content outnumbered unfavorable content eight to one in the category to which pictures with outlines usually belonged. [Compare Tables III and V; IV and VI.]

Thus, it can be concluded that favorable news is more likely to be accompanied with illustrations than is unfavorable news, but it cannot be concluded that unfavorable news tends to be longer.

Pictures were eliminated from the space measurements and counted only from the standpoint of display because the investigator felt there was reason to doubt the old cliché that "One picture is worth 1,000 words." Certainly there is reason to doubt that one picture is worth 1,000 favorable or unfavorable words. A "mug shot" of a 14-year-old boy is neither favorable nor unfavorable until the outlines indicate whether he saved a life or took one. For this reason, outlines were considered to be a unit of analysis and pictures were considered as display units.

Conclusions on Individual Newspapers

Although the tabulations show more favorable than unfavorable

content for the dailies as a group, a breakdown by papers shows that only four papers actually published more favorable than unfavorable stories.

[See Table XIII.] The greater portion of favorable content in the Daily Belle Fourche Post (83.26 per cent of its total relevant content), the Madison Daily Leader (52.99 per cent), the Waterloo Public Opinion (52.52 per cent), and the Yankton Press & Dakotan (47.75 per cent) was enough to change the total for the entire group of 11 papers. The remaining seven newspapers, in varying degrees, published more unfavorable than favorable content about the age group.

All 11 dailies, however, placed a greater percentage of favorable than unfavorable content in the top display categories. [Compare Tables XVI and XIX.]

Thus, considering the papers as a composite group, South Dakota daily newspapers during the period of study published more total favorable than unfavorable content mentioning the age group. Considering them as individual newspapers, however, seven of the 11 papers published a higher percentage of unfavorable than favorable content pertaining to the age group. But in either case, favorable content was better displayed.

Conclusions on Sex and Number

Tabulations by sex and number of youths mentioned in the content indicate that boys make front page news three times more often than do girls. The chances are three to one, however, that the boys will be mentioned unfavorably, and chances are nearly two to one that the girls will be mentioned favorably.

Favorable content is most often concerned with groups of youths while unfavorable content is more frequently concerned with single individuals. Nearly half of the favorable content concerned mixed groups, and nearly half of the unfavorable content concerned single boys. Ranking second in the unfavorable content tabulations were single girls.

Suggestions for Further Study

Because there is a possibility that seasonal changes in activities within the age group may influence the amount and kinds of news concerning particular age groups, it is suggested that a similar or identical study be conducted during different seasons so that results may be compared. Such a study might be done during June, July, and August; or a sample of the issues of these papers for a full year could be used.

The investigator noticed during the research, that the newspapers evidently place much news about this age group on the inside pages and that some newspapers display news and features about the age group on front pages of inside sections. A study of the inside content of these papers could make an interesting comparison.

This study concerned itself with South Dakota daily newspapers only. A similar study conducted elsewhere, or a sample of papers nationwide would certainly be worthwhile. Weekly newspapers would also make an interesting comparison.

It would be most interesting to compare treatment of this age group in wire copy and local copy used, as there is some likelihood that a difference exists in treatment of stories about youths from outside the

community as opposed to stories about youths from within the community.

A similar study conducted with a control group of stories pertaining to adults would determine whether the papers give special treatment to stories on a basis of the age group.

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