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SURVEY OF INTERESTS OF THE AGED AS RELATED TO LEISURE TIME

WITH SPECIAL EMPHASIS ON EDUCATIONAL TV

by

Jessie M. Eller

A thesis submitted in partial fulfillment
of the requirements for the degree

of

MASTER OF SCIENCE

in

Marriage and Family Relations

ACKNOWLEDGEMENTS

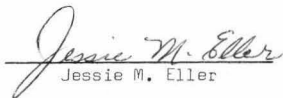
The writer wishes to express sincere appreciation to all who have given assistance in the writing of this thesis. Without their encouragement and help it would not have been possible.

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Most grateful appreciation goes to my family who sacrificed the most during this year of study. Without their cooperation and understanding, this thesis would never have been completed.


Jessie M. Eller

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ABSTRACT

Survey of Interests of the Aged As Related
to Leisure Time with Special
Emphasis on Educational TV

by

Jessie M. Eller, Master of Science

Utah State University, 1970

Major Professor: C. Jay Skidmore
Department: Family and Child Development

This was a study of television interests of older citizens using respondents from two geographical areas--Cache County and Salt Lake City-- using random sampling, rest home, and active senior citizens.

The purpose of this study was to assist in determining program preferences for a series of television shows beamed for the aged. This involved educational television and particularly KUSU Channel 12.

The top ten program preferences, in rank order, were:

- News and Current Events
- Music
- Travelogues
- Nature Study
- Drama
- Health and Medical Care
- Sports and Recreation
- Nutrition
- Hobbies and Crafts
- Security-Financial Management

There are very few programs beamed for the specific interests and needs of older persons. There are opportunities for challenging educational television programs to meet the needs of the aging segment of our society.

(75 pages)

CHAPTER I
INTRODUCTION

Purpose of study

The purpose of this study is to assess the needs and interests of the aged as they pertain to leisure time activities with special emphasis on television.

Needs and interests of the aged

In order to understand the problems involved in determining needs it is necessary to have a general understanding of the problems of aging as they are recognized today by acceptable writers.

In recent years, the problems of aging have become more evident. There has been a gradual change in the family life cycle since 1890 that has contributed to these problems. Duvall (1967) summarizes these changes as due to: (1) men and women marry at younger ages, (2) the childbearing period is shorter, (3) the empty nest, characterized by the marriage of the last child comes sooner, (4) more men and women complete their life span as individuals and as a married pair, (5) there is a longer period together as a couple after the children have grown (the typical family in 1890 had no such period), and (6) each family member has a larger number of older living relatives now than formerly.

In An Account of the First National Conference on Aging, sponsored by the Federal Security Agency (1951, p. 1), Oscar R. Ewing stated that "whatever our years each person expects to live to the years of maturity, and what we do about our older citizens affects our own lives now and later." This first conference "sought a way of keeping people young as

they grow old--not young in years but young in the sense that we associate energy, usefulness, and creativity with youth." Ewing voiced the opinion that this was the key problem in dealing with the aged and that hope in finding a solution lies in the fact that we have always been flexible enough to adapt our thinking to American realities.

Needs of older people are varied and personal. Failure to remember their individual needs and hopes can lead to widespread maladjustment, not only among the older people themselves, but among all people.

In planning the conference mentioned, the Federal Security Agency's Working Committee on Aging (1951) emphasized this point in words that are worth repeating:

Aging is a biological, psychological, and social process which changes the individual and the situation in which he lives. To these changes, which include retirement from work, reduced income, loss of spouse, decline of biological and psychological functions, onset of chronic illness, and reduced activity, the older person is forced to make adjustments. The type of adjustment he makes is conditioned by his own personality and experience, by the roles assigned by society to older people, and by the opportunities available.

Contrary to earlier popular belief, it has been shown that mental processes can continue at a high level well into advanced years. It may be, too, that the same factors which produced greater longevity have also extended the period of general vitality or physical capacity. Older people are therefore capable of remaining alert, functional members of the community, making full and enjoyable use of their later years.

Their opportunity to make full use of their capacities will depend in large measure on society's adjustment to its new population structure. Attitudes that tend to consign the older person to inactive isolation are appropriately being discarded. The country, once oriented toward youth, has begun to recognize that it must now have the additional facilities and services which will enable those who reach the period of later maturity to round out their years with a sense of usefulness and well-being.

In considering needs of the aging, the establishment or adaptation of community services, and the overriding importance of acceptance of the aging, as a vital and contributing element in the community, emphasis must be placed also on the nonmaterial aspects of man's nature. His spiritual nature demands opportunities in worship, to give and receive affection, to cultivate his will, to know and appreciate--and create, if possible--the beautiful in art, music, literature, and in personal and social living. He craves the most complete fulfillment of his personality possible: services that satisfy other needs contribute to the growth of his spiritual nature. A minimum of security and physical well-being are necessary for the majority of people to develop fully their spiritual power. (p. 3-4).

The Working Committee sought to stimulate broad public policy and community action. They felt that the steady aging of our population must be solved by cooperative endeavor among all agencies and individuals, public and private. The underlying purpose of the Conference was to focus attention on the problem and needs and to explore ways of solving the problem and meeting the needs and then to stimulate community action that would work a change in our whole pattern of behavior toward our older neighbors and friends.

This all indicates a crusade to fit older people into the local community and into the larger community. Having made life longer, it becomes necessary to make longer life more worth while.

The aging process is directly influenced by the strength of the individuals basic psychological needs and the way these needs are met.

Such basic needs are:

1. affection, appreciation and a feeling of belonging and being necessary,
2. interest, motivation (challenge) to the individual within his own goal and value system,
3. a sense of accomplishment and productivity through his own efforts.

There is a distince relationship between the psychological and physiological changes which take place with aging.

Timeliness of project

It was felt that this project is important and timely since there is a general recognition of problems and sincere efforts are being directed toward a much neglected segment of our society--the aging.

Objectives of study

The objectives of this study are:

1. To determine the patterns of educational TV viewing among the retired,
2. To determine television interests of the aging in general,
3. To determine differences in programming interests as noted by 100 subjects from random sampling, 25 active senior citizens and 25 selected rest home aged from two geographical areas, Cache County and Salt Lake City, for program production purposes, and
4. To determine characteristics of aged respondents that may influence use of leisure time.

Preparing for retirement

In the past the importance of preparing for aging and retirement has been underestimated and neglected. In reality it was not recognized. Necessity to prepare has only been recognized and emphasized in later years by writers on the subject of aging. Too many people have false illusions about their retirement days. This is indicated in a typical quotation:

Ask the average person past fifty about his plans for his leisure days to come and he will chuckle and say: "Don't be silly, I don't have to prepare myself to loaf and take things easy. It will come naturally ... " Or, "I'll be too busy doing the things I wanted to do to worry about the time

available ... " Or, "I'll throw my alarm clock away and luxuriate in bed till noon ... " Or, "I'll catch up on my reading ... I'll watch my favorite TV programs ... I'll go to night clubs ... I'll go fishing, hunting, swimming, camping, prospecting ... " (Cagan, 1963, p. 14).

Cagan (1963) indicated that none of these illusions come to pass. They fade away too soon and leave only misery in their place. They find that they cannot possibly round out hour after hour and day after day of time and nothing planned to do.

Idle hands and an idle mind, coupled with the lack of prearranged workable and satisfying plans can become an unbearable burden and do great harm, physically, mentally and emotionally; you need but look around you and notice those older people you meet, who appear to be lost, bewildered, miserable, who because of it quickly succumb to debilitating illnesses, to realize how important it is to plan and to prepare one's self for enjoyable retirement. (Cagan, 1963, p. 14)

Problems of the aged are so newly recognized in terms of research, that there is not much that can be done by way of preparation for retirement for those who are already at this point. Present studies and investigations will be increasingly valuable to those who are making use of studies of age fifty to help them adjust to retirement at sixty-five.

If some problems of retirement that have had an affect on the television interests of the present aged can be determined and better adjustment to aging can be made in the future, educational television can be planned so that programs will interest and please this segment of our society.

There seems to be a general agreement that with age comes changes in the emotional, psychological and physical aspects in a person's life. Cavan et al. (1949) expresses that the personality of the old person rests upon and grows out of his earlier personality, indicating that the personality does not suddenly change when old age is reached. Nor do such acquired

attitudes as the person's conception of his role in society change all at once. Attitudes toward other persons, toward social issues, toward religion, politics, and the many other phases of social relationships do not form any characteristic old-age pattern. Changes in temperamental traits, conception of the self, and attitudes in general must be accounted for during old age just as such changes must be accounted for during any other period of an individual's life.

Lowrey (Cavan, et al, 1949) stated that if a child grows up gracefully through adolescence he will probably grow old gracefully.

Cavan (1949) quoted Hartwell as saying:

Unfortunately, we do not have as yet definite early criteria of which persons could or could not adjust. However, the one thing that in my opinion gives us some insight into this most useful evaluation is the study of the longitudinal life adjustment of the patient. It is important to know about the individual's integration in active life. If the adjustment and mental health have been good there is a greater probability that the old person will have a quiet senility. Old age is often blamed for things that are due to lifetime personality factors.

... It seems to me that old people who have had a hard life keep their mental faculties much better than those who have had an easy one. These people have solved their own problems and have not run away from life--they are better adjusted. In my experience, the person suffers more who has "kidded" himself into thinking he has made a success and has not. The woman who has played bridge all her life and feels that playing bridge is a measure of success breaks down quicker. Many men and women in old age are forced to work out these problems from which they have been fleeing all their lives. It is much more important to know the critical experiences of an individual in his lifetime, for instance, than to get a history of dates, places, etc. How the individual handled life in the past is the best clue to whether he is equipped to face the problems of advancing age. (Cavan, 1949, p. 75-76)

The same drives continue in old age that a person has in youth. Some of the drives decrease with age, but none of them are completely lost.

Marriage and the aged

Koos (1953) suggested that:

The problems associated with the later years of married life are many and are in one sense similar to those accompanying adolescence. A major problem of the adolescent lies in the contradictions thrust upon him; the later years of marriage bear equal contradictions, although of a different order. The adolescent strives for adulthood in a society that ill-defines his place; the couple in their later years reach back for the life they have known, but find themselves pushed on toward a place in life that is equally ill-defined. The result for many--if not most couples is "confusion compounded." (Koos, 1953, p. 357)

The fact that people live today to a greater age means inevitably that marriages will continue for longer periods. One consequence of this continuation is for the husband and wife to face a period when the children have gone from the home, and when they are thrown upon their own resources again. All of this occurs in an economy which poses adjustment problems of various sorts for older folks, and in which the aging very often have few personal resources with which to face the emptiness of the later years.

In circumstances such as these, the married couple is challenged to create (in earlier years) personal and social resources that will be effective in meeting the demands of the later years. Old age must be viewed, in this connection, as a period of great potentialities rather than as a period in which one is put away on a shelf to die. New roles must be envisaged and planned for, and new aspirations set up; only as these are then consciously striven for can the later years of marriage be productive of the best in inter-personal relations (Koos, 1953).

Smart and Smart (1953) indicate that Americans have always thought of themselves as a young nation, and as a nation of young people. They have valued youth and de-valued old age. He goes on to say that measure-

ment of time is man-made. It bears some resemblance to the time of growth or it would not be useful. The relationship between the measurement of time and the behavior of living things is only approximate. Neither the clock nor the calendar is an entirely accurate measure of growth.

Summary statement

There is a growing concern about the needs of older people and how educational television may be related to these needs. This was an important concern in this study. It is hoped that future programming on educational television might be influenced by the program interests of these individuals and that their lives might also be enriched.

CHAPTER II
REVIEW OF LITERATURE

Aging defined - problems related to leisure adjustment

The viewpoint that "the individual is a biological, psychological, and social constellation moving forward in time," will be accepted for purposes of this study in the field of aging (Birren, 1964, p. 1).

Birren stated that the gradual transition of the individual over the life span is accompanied by the emergence of new patterns of behavior representing adaptations to his past history as well as to present physical and social circumstances. He points out that human development refers to the series of changes that individuals characteristically show as they progress in time toward maturity and through adult phases toward old age (aging). Aging may be regarded as beginning when the forces of growth bring the organism to a relative equilibrium.

Late life for most people is characterized by a reduction in physical activities and social interaction. There is a constriction of life space --physically, socially, and psychologically. This phase of change from striving to withdrawing has been described as one of disengagement (Cumming and Henry, 1961). When given a reduction in energy, aged individuals will be willing accomplices in the process of separation from active society. They tend to be more content with this disengaged position in society than if their former, more active position had to be maintained. Aged individuals with different temperaments and experience may resist retirement and changes toward a less active position.

It is an accepted fact that some part of the affective withdrawal from life by the aged is a normal developmental process of the later years.

As the term aging is used it will refer to something closely related to chronological age but not identical with it. Birren (1964), Tibbitts and Sheldon (1952), and Zinberg and Kaufman (1963) distinguishes three kinds of aging: biological, psychological, and social.

Biological age of a person is his present position relative to his potential life span. Psychological age refers to the adaptive capacities of the individual as observed by his behavior and may also refer to his self-awareness. Social age refers to the social habits of the individual as it refers to role expectations of his group and society. Birren (1964) maintains that we die first socially, then psychologically, and finally biologically.

Tibbitts (1960) mentioned a fourth aspect of aging as indicated in various gerontology studies which he calls "sociopsychological" or "behavioral." This aspect concerns the meaning to the individual of the biological, psychological and social changes and the internal and external adjustments he makes to them. This regards inner reactions with such matters as changing self-image, feelings, efforts to maintain ego balance, maintenance or loss of mental well-being, and tolerance of stress. It also regards relationship to family, work and others.

Riesman (1954) saw three patterns of aging in the United States:

- (1) the autonomous--persons like Toscanini, whose essential aliveness of spirit kept the body alive too:
- (2) the adjusted--typified by the American executive or professional man who is not supposed to allow himself to age, but must keep himself "well-preserved":
- and (3) the anomic--the fate of men forced to retire, or suddenly widowed who die shortly thereafter in a metaphorical

suttee; "such people live like cards, propped up by other cards." (Riesman, 1954, p. 379)

Buckley (1953) indicated feelings of Gerontologists by pointing out that the number of years individuals live is largely tied up with heredity, environmental factors, the use made of creative capacities, use of strength and energy and the degree of optimism.

Older people have to learn new roles appropriate to their stage of life. Some do well and others fail. Havighurst (1954) described it thus:

The movement through adulthood and old age involves changes in role activity. As one's children grow up and move away, as one's aging parents grow old and feeble, as physical energy and attractiveness decreases, as death takes away husbands, wives, and friends, as retirement takes away work, as the fires of ambition die down--as those things happen, people must learn to get new satisfactions in place of old ones out of new activities in place of old ones. They must withdraw emotional capital from one role and invest it in another one. (Havighurst, 1954, p. 311)

Havighurst (1954) indicated that in the period of life that is identified as retirement, people are expected to conform to society's expectations about retirement.

Williams et al.,(1963) indicated that as in other periods of life and other aspects of a person's perception of his life and world about him, the process of aging contains a large component of normative behavior. This is behavior in response to the expectations one perceives on the part of those about him. It isn't considered average behavior, but the expected behavior of the group in which the individual operates. The normative aspects of aging and retirement are the ways an individual responds to what he believes the expectations of his reference group are. Thus, as a person grows old, the social and personal characteristics of his life stages are reflected in his behavior patterns as they change.

One's self-concept will determine behavior and how a person arrives at any stage will markedly affect his adjustment to that stage.

According to Streib and Thompson (1957) as reported by Breen (1963) workers who approached retirement positively were much more likely to have a favorable attitude toward retirement. People have expectations about retirement and adjust their plans and behavior to these expectations. When the anticipated concepts are positive, the approach to retirement is good; when they are negative, the approach is likely to be bad.

According to Havighurst et al., (1953), some older men and women become petulant, demanding, and difficult to please. Life becomes a burden for them, and for those who care for them. They resent the insults of aging as they gradually lose their physical attractiveness and powers, their jobs and status, their loved ones, and their former sources of satisfaction and fulfillment.

Havighurst further stated that other aging men and women found the golden years of life the most fruitful of all, as they gathered the harvest of a lifetime, and kept on vigorously growing to the very last. Oliver Wendell Holmes observed in his later years that being seventy years young was far better than being forty years old. Helen Keller, deaf and blind since early childhood, at seventy-seven was traveling all over the world, writing and lecturing in humanitarian service, when she said that joy in adventure, travel, and love of service to her fellow men was stronger than physical handicaps.

Tibbitts (1960) supported the idea that with increasing public education concerning the nature of the aged and of aging as a process of change rather than merely a state of being, that it is likely that

greater acceptance of older people will become possible, with concomitant reversal of social judgments and, hence, self-conceptions. This sort of change may eventually lead to the integration of aging individuals into the social fabric, where they can make greater contributions to society, lessen the social burden, and reduce society's frustrations and guilt.

Reichard et al., (1962) felt that:

... successful adjustment to retirement appears to depend less on how active a man is than on whether his activities develop out of lifelong needs and interests. For some, retirement is tolerable only if they are able to carry on activities that use job skills or that otherwise preserve their occupational identity. Others welcome the opportunity to turn to interests outside their jobs. Some find security in social isolation after retirement, or in freedom from pressure and responsibility.

Others find isolation lonely and leisure demoralizing. Those who adjusted well to retirement were able to develop a life style that provided continuity with the past and met long-term needs. When activities fail to meet such needs, retirement can lead to an abrupt break in life pattern and a sense of alienation. Developing hobbies, often recommended for the retired, seems most useful when these hobbies arise naturally out of earlier interests. (Reichard et al., 1962, p. 170-172)

Hurlock (1953) suggested that most writers agreed that those who made good adjustments when they were younger would make good adjustments when they are old. This indicated that these people are aware of problems they will face in late life and have made some preparation for it.

Hurlock (1953) quoted Landis (1942, p. 47) as having said:

If old people are to be happy and well adjusted they must be busy . . . It seems that our culture requires individuals to feel that they are doing something creative and worthwhile or they are not contented. When aged people get to the place where they can no longer prove their worth or when they are deprived of their work they become discontented and unhappy. Thus it would seem that if a society is to deprive its aged citizenry of work at a certain time it must go further than just offering financial assistance. It must provide a program which will keep the aged contented by enabling them to feel that they still have a useful place in society. (Hurlock, 1953, p. 478)

Landis indicated that many old people have a tendency to reminisce and have strong emotional reactions to past successes and happinesses and find it difficult to adjust to the present.

Dr. Clawson Cannon, Sr., (1967) assessed retirement in a tape recording called "Making the Years Count." At age 82 he indicated that his long and useful life was due to a good attitude toward retirement "no matter what." He never looked back, his children were all established and had good mates. He had always chosen the kind of things to do that he wanted to do and was still interested in growing. He learned while teaching that the harder he pushed students, the harder they pushed him. He admitted needing this extra push as he moved through life.

Cagen (1963) agreed with other writers that aging and retirement calls for a reorganization of habits and routines, but he also indicated that the oldster adjusts best who has developed an autonomy of personality, some outgoing personal interests, some backing of economic security, a comforting philosophy of life and real investment in friendship.

Summary Statement

The adjustment to retirement and the problems of aging are a real challenge and can be met only with real interest on the part of all who are interested in the happiness and acceptable adjustment of those who have retired.

Aging and leisure

Lee, quoted Barron (1961, p. vii-viii-ix) indicated that life is of three periods; (1) childhood and youth (most idealized period) (2) busy and involved adulthood and (3) years after retirement.

Lee maintained that the prospect of a healthy and self-reliant period of living following sixty-five can remove a source of depression

and concern and give a sense of looking forward to new interests rather than to an inevitable ordeal. When an elderly person indicates that his "third life" is absorbing and rewarding, his cheerfulness can be most infectious. The bitter and confused among the aging blight us all.

Lee further maintained that in the past few people went beyond a second period, but that the interests, contributions and even excitements of our new "third life" are opening up surprising and invigorating possibilities.

Havighurst (1954) had this to say about the user of leisure time:

In all the countries an active, creative use of leisure time by older people is respected and even admired, but it is not expected that many older people will be happy if they can "take things easy" and engage in relatively passive leisure activities for which they have always had a preference but not always enough free time. Greater activity in leisure pursuits is to some extent expected and found in the United States, Great Britain, Sweden, Germany, and Denmark, possibly in that order. More passive use of leisure is found and expected in France, the Netherlands, and Switzerland. (Havighurst, 1954, p. 311)

Burgess (1960) suggested that most older people become less active, physically, socially, and mentally, and this is reflected in their use of leisure. The statistical studies of leisure-time pursuits show that in all countries people increase their preferences for reading, radio-listening, visiting, and handwork for women. They do not go in for demanding types of intellectual activity.

Tibbitts and Donahue (1960) quoted Powell concerning retirement.

Retirement has become, in our accelerated machine culture, a "rite of passage," and, like those in other cultures, it is looked forward to with both happy anticipation and anxious dread: anticipation of the new freedom it promises; dread of the new worries it creates. (Tibbitts and Donahue 1960, p. 345)

Too many of our aging arrive at the point of retirement without having made any plans whatsoever.

William Taylor, a member of United Steel Workers, and quoted by Tibbitts (1960, p. 386-387) insisted that "just talking to the grocery clerk and the man who sells newspapers is not really social contact, at least the kind retired people need." He and twenty-two other steel workers and their wives discussed the problems facing those who were about to retire. Encouragement was given to others to begin to think about retirement and the problems they may face and to do something about these problems long before they retire. In a survey made along with all this discussion and planning, it was noted that most didn't have any idea how much money they would draw after retirement or didn't have a single plan for the kinds of activities they would pursue.

Tibbitts (1960) raised the question:

What does retirement mean in the life-cycle? Is it merely a narrow band of years coming at the end of a full life and ending in death, or is it a broad stretch of opportunity to enjoy one's self, to do things one always wanted to do? (Tibbitts, 1960, p. 370)

In either case retirement is a new way of life and carries some problems with it. There are problems of leaving work--of finishing things off, of breaking off sharply or tapering off slowly, of deciding whether to look for another job or a part-time job. Then there are the greater problems of entering the new life. These problems consist of learning how to manage on a reduced income, how to use more leisure time, and how to get new satisfactions to replace the ones that went with work.

Leisure of aging, with special emphasis on television

Tibbitts (1960) reported a community group-study approach that was made in Grand Rapids, Michigan, to attempt to solve the unmet needs of people sixty-five and over in their midst. One of their concerns was

the need for companionship because these people had lost spouses and friends and had met the usual social rejections. They were also anxious to make fellow-citizens aware of and appreciate their particular problems.

Television was used, and students used the theme of "The Persistence of Skills Learned in Early Life" for a thirty-minute telecast. Two older people demonstrated skills which they had learned early in life, and three members of the class held a discussion about the importance of engaging in constructive activities through life.

Tibbitts (1960) also reported a successful program carried on in Albany, New York, where community dynamics was used. This tradition-bound, conservative community more than 300 years old recognized the significance of aging and developed a successful program of prevention and help for its citizens. Their program was based on (1) services to older people, (2) education of the community, and (3) research.

The community was interested in expanded community resources to solve problems. One of the accepted points in their philosophy was the biological necessity for physical and mental activity.

The Albany Public Library conducted adult discussion seminars based on Aging in the Modern World. These were developed by the staff of the University of Michigan. It was successful and received excellent newspaper and magazine coverage, but it only reached a limited number of people. Tibbitts (1960) reported that they turned to a medium with a larger audience--TV. Through the facilities of the Mohawk-Hudson Council on Educational Television, a six week series of live panel discussions were presented and later extended to thirteen weeks.

Buckley (1953) indicated that "taking it easy" in the retirement years should not mean merely eating, sleeping, reading the newspaper,

listening to the radio or watching television, chatting with neighbors and sitting on the park bench. These passive activities, if engaged in for prolonged periods, can lead to boredom and frustration. A retired person who consistently follows this pattern of life has no objective, no direction and is drifting into unhappy idleness.

Boves, quoted by Buckley (1953, p. 89), also indicated that music is a good medium for recreation and a tonic for the heavy heart. "Music is the fourth great material want of our nature--first, food, raiment, shelter, then music."

Kleemeier (1961) quoted De Grazia from information derived from the U. S. Department of Commerce, Survey of Current Business, July, 1957, that by putting the separate dollar figure into percentages that slightly over a quarter of the money Americans spent on recreational goods and services in 1956 went into the radio-television area. This indicated some significance as to leisure time choices of people, but was not, however, broken down in any way by age.

De Grazia is research director for Time, Work and Leisure Project for the Twentieth Century Fund in New York. In a survey done in June and July in 1957 where leisure activities were listed and respondents indicated what they had participated in yesterday, it noted that television took first place with all ages.

Kleemeier (1961) quoted Meyersohn concerning television and leisure. Meyersohn made the point that the one entertainment device which has attracted the aged, along with all other groups, is television. He claims that in the early years of television they were less prevalent among colder adults, but by 1955 it reached 97% of homes in areas where television service was available.

Meyersohn (Kleemeier, 1961) mentioned three conditions of the aging that predisposes him particularly to television; (1) he grows more sedentary; (2) he has more leisure time; and (3) he has fewer ties to the world. As a result television may provide form and content to the lives of older persons. Its form can serve not only as a time-killer but even as time itself. Television is present at any hour of the day and can provide stimulation, entertainment, or distraction when desired, thus helping delineate time. Rigid time schedules of radio and television may become a significant substitute for these other schedules that were lost at retirement and provide a set of externally imposed routines. It is consumed without physical effort and costs the individual little money.

At the point of Meyersohn's writing, it was not known whether older adults watched television more or less than the rest of the population.

Meyersohn (Kleemeier, 1961) indicated that one study made by Geiger and Sokol in 1957 of Boston audiences found that men and women over sixty spent relatively less time viewing than younger people. Another study done by Ohio State University in 1954 found a direct correlation between age and hours per day spent watching television. A third study, based on a national sample, found that adults over 50 spent slightly more time than younger adults viewing television Monday through Saturday, but not on Sunday. Geiger and Sokol, in their study, mentioned there was a direct relationship between the total leisure time available and the proportion spent viewing television.

The findings indicated that television is simply a time-filler. The greater the void, the greater the need for such a filler.

For the older adults, the experience of watching tele-

vision may be in part a matter of experiencing sensations having little to do with the content of the program and in this sense may be termed indiscriminate. Nonetheless, programs are the fare of television; some are popular, others not, and there are some program preferences which older adults do not share in equal proportion with the rest of the population. While there are literally reams of data on program preference (which, after all, forms the basis for commercial evaluation) most is only suggestive in this analysis, since there are usually no cross-tabulations. Older adults are grouped regardless of their educational level--which, as we have seen, constitutes a crucial determinant for the interest. Furthermore, the oldest age class consists of the 50-and-over group, which covers a number of generations (and groups together some forty million human beings, or almost a quarter of the total population.) (Kleemeier, 1961, p. 267)

Meyersohn (Kleemeier, 1961) told of one research service, TV-Q Ratings, Inc., that conducted a weekly poll rating 250 weekly programs as to their degree of preference by the respondents. A measure was established for each program called the TV-Q. This was the proportion of persons considering the program a favorite against all persons who had ever seen the program.

A superficial examination of the January 1959 report indicates that the 50-and-over age group is familiar with a slightly smaller proportion of the television programs on the air than the other adult age groups. The specific programs which significantly more older adults included among their favorites showed few new patterns, but tended to duplicate patterns that had been found in earlier studies of television as well as radio preferences (Bogart, 1956).

In the preference of elder persons, quiz and audience participation programs, variety shows and amateur talent programs, such as "This is Your Life," "Strike it Rich," "The Price is Right," "Name that Tune," and "Queen for a Day," stood out, as did wrestling (a well-known recent predilection of older adults, which has never been explained in psychoanalytic or any other terms) and various news programs. Older adults show less than average interest for serious drama shows and mystery programs. (Kleemeier, 1961, p. 268)

Program preferences indicated that older adults had a greater interest in concrete, non-fictional entertainment, in which they or people like them played an important role, like "Queen for a Day", and had

lesser interest in the more abstract and less personal forms. The program preferences listed have been replaced, but the type of programs preferred by the older adult is still the same.

According to Parker (et al., 1955) as told by Meyersohn, (Kleemeier, 1961) a study of religious interest and television has found that older adults are more likely than any other age group to be predominantly "self-preoccupied": the other "pre-occupation" in the classification included: family and home, social status, work, social responsibility, and formal religion. This form of interest may be related to the apparent preference for concrete rather than abstract programs.

Meyersohn (Kleemeier, 1961) stated that in general, the fare on TV is in no manner exclusively directed to the older audience. Advertisers of national brands are for the most part not particularly interested in this segment of the market since it is relatively unattractive. The aged do not have much future for some products and have little influence on others as far as consumer decisions are concerned.

Meyersohn (Kleemeier, 1961) further stated that in television as with the other media, if older adults played a role at all they played a minor one. They tended to stand in the side lines where programs with a theme were concerned, but would play a part where there is audience participation.

Meyersohn also felt that TV was an excellent source of the older adult keeping up with the interests and events of the rest of the world. The problems dealt with on TV may not help the older viewers to understand themselves, but they do gain a conception of what goes on in the world.

A second function, according to Meyersohn was that it could furnish

the older adult with a stimulation for conversation, especially between members of different generations it could provide a ready-made focus of attention. Everyone can talk about "I Love Lucy."

Meyersohn (Kleemeier, 1961) discussed the potentialities of TV in the lives of the old and home-bound as a source of vicarious experience or as a framework of time. This could well be elaborated and studied. The current social pressure to which the TV and radio industry is being subjected may produce some changes which may yet make viewing and listening a meaningful use of time. Certainly the media have enormous possibilities in this respect, especially for those whose participation in the life around them must be largely passive.

Kleemeier (1961) quoted De Grazia as indicating that older groups do not take as well as others to television. Many persons recently have come out in praise of it for the elderly and sick, but a number of the old today it seems would rather live without it. In a survey for Motion Picture Association of America, Inc., Opinion Research Corporation, Princeton, New Jersey, in December, 1957, of those over 60 who indicated they had not looked at television "yesterday" there were 47 percent compared to the average of 43 percent for all respondents. When interviewers followed the question with another asking which of the same activities persons had engaged in during "the last four weeks" the proportion of those who did not mention viewing television went down to an average of 19 percent.

Those over 60 remained at a higher level. Twenty-eight percent indicated they had not looked at television in the last month. Some of them may not have had access to television, and another possibility, according to DeGrazia, is that aged eyes may have difficulty adjusting

to the television screen.

Tibbitts (1960, p. 160) quoted Kaplan as having a slightly different viewpoint. Kaplan indicated "that television has now outdistanced all other leisure-time activities for the aged." State Senator Desmond of New York credited television for national influence on attitudes toward the aged because of its sympathetic treatment. A Loyola University study, according to a newspaper account by an anonymous writer reports that more than half the population over 65 watches television between one and three hours per day; one in five watches television from four to ten hours.

Williams and Wirths (1965, p. 196) found that older people place a surprising functional value on television. They found that their elderly study subjects watched increasingly more television, and "most of them expressed the attitude that watching television was something they just seemed to enjoy more as they grew older."

Clark (1967) found from survey data that most subjects do watch television, but assumed it was actually enjoyed less than proved to be the case. The reports seem to suggest that television viewing is a type of "passive socializing" for some older people whose range of movement is somewhat restricted and whose social world has consequently atrophied. Television is thus "company" of a sort. Old people may find it harder to go out into the world, but through television, they can bring a segment of that world into their homes. They can keep up with what is going on and not feel so isolated from the events and concerns of the larger society.

Clark (1967) found that community subjects placed entertainment and diversions first in areas of satisfaction while hospital subjects placed it second of the four categories more frequently mentioned in research.

The categories most frequently mentioned included (1) entertainments and diversions, (2) socializing, (3) physical comforts and (4) financial security. The physically-well subjects placed entertainments and diversions first and the physically-impaired subjects placed it second.

Glick (1962, p. 107) maintained that "old people are avid in their attention to television as an escape from their environment, but they wish still to feel part of life, and television promises this." During this life stage, the desire for intense stimulation tends to decrease with a preference for less activity, and insofar as TV is concerned, for simpler, less demanding entertainment.

Glick feels that TV has a value to older people. It helps to keep them younger and up-to-date, providing a broad range of life styles, ideologies, ideas, and knowledge. Sometimes it provided sufficient alternatives to encourage new interests.

A unique project (The Time of Our Lives, Brochure, 1967) was carried out by WITF-TV, Channel Thirty-three in Hershey, Pennsylvania, on Community Educational Television that originated from a similar study as presented here. Strong roots were developed in nine counties.

Beginning in January, 1967, a series of TV programs were presented over educational TV entitled "The Time of Our Lives." These programs were beamed to the interests of the aging and the channel won five national awards as a result of this program. Fifty-two programs were presented in 1967. Two additional Pennsylvania educational television stations provided their services beginning in 1968 as a result of their success. "The Time of Our Lives" produced great interest in television for the older American across the United States. There is growing noted

evidences that more public television stations feel a service commitment to the older viewer.

In this series of programs planned for the aged, the host Fred Huston, could see hobbies, interests, and services as the key to happy retirement. Some of the program choices were:

- Discussion of living arrangements available to senior citizens
- Clarification of confusing elements of Medicare
- Portrayal of trips taken by members of retired groups
- Comedy special (with Bob Hope)
- Peace Corps pictures as given by a retired teacher volunteer to Turkey
- Exercise
- Physician giving some of the more popular frauds in medicine
- Nutrition consultant outlined well-balanced daily diet
- Questions on Income Tax
- Book and Magazine reviews
- Painting by area artists
- Contests (song writing etc.)
- Footcare
- Hobby programs

Senior citizens with interesting hobbies and activities as well as those providing services for the elderly were invited to write the producer with their ideas and many of the weekly programs grew from this. Programs had a combined information and entertainment format.

The aging, television and research

Snider (1965) maintained, in an article "Why Do We Grow Old":

The study of human aging is under one major handicap: people are not convenient experimental subjects. They can't be kept under controlled conditions like rats in cages.

Moreover, they live too long. In order to trace the full development of aging, gerontologists would like to examine large numbers of individuals periodically throughout their lifetimes. Several such "longitudinal" studies have been launched during the last few years. But as one gerontologist who is involved in one of these projects says: "It is discouraging to start an experiment when you know that your grandchild will publish the first conclusive findings."

One way around this dilemma is to carry out "cross-sectional" studies--i.e., compare a group of twenty-year-olds with a group of seventy-year-olds. But this type of experiment has serious drawbacks. The older people were born in another century, had different kinds of housing and nutrition and medical care, experienced the traumas of two world wars and a disastrous economic depression. (Snider, 1965, p. 141)

Birren (1964) supports Snider in the difficulties of research with the aging. He maintained that:

Sampling becomes increasingly acute as one moves through the age range. The captive research groups available in nurseries, schools and colleges must be forgone; adults have different, often decreasing, motivation for participating in research projects; and investigators are increasingly wary about generalizing from what may be deviant to normal groups (from volunteers to non-volunteers, or from institutionalized to noninstitutionalized aged). (Birren, 1964, p. 177)

Sinex (1965, p. 156) of the Boston University School of Medicine says that "gerontology is now at the stage of cancer and heart research about fifteen years ago."

Barron (1961) observed in some research with the rural aged in a sample consisting of men sixty years of age and over in New York, using 249 respondents, that 154 (62%) were still actively engaged in doing something and 95 (38%) had retired. The observation noted, pertinent to this study, is that passive activities, such as reading and listening to the radio, (assuming that this would include TV), tend to increase with age.

Burgess (1960) reported a study done by Kathleen M. Slack and written

up in her book "Over Seventy" as reported to the London National Council of Social Service in 1954. The report mentioned that she did a study in London Borough of Hammersmith to find out what people over 70 did with their time. They found that reading and listening to the radio were most prevalent for the men, and these plus playing cards and doing handwork are characteristic of women. In this study, out of 31 men only two watched television and of 69 women only two reported that they spent time watching television.

Burgess (1960) said that research done in Sweden indicated that old people retained or increased their interests in newspaper-reading, literature, gardening, travel and music up to the age of 70. In the more demanding intellectual operations of playing chess, solving problems, etc., they lose interest after 60.

Zinberg and Kaufman (1963) recognized that because the aged suffer various losses even under normal crisis there is much to be done in research to better understand these changes. There is a loss of family members and friends either in marriage or death, occupation loss, and also physical changes that shift the self-image and requires flexibility in ego-management.

Kastenbaum (1964) indicated that the problem with research with the aged is that facts are bewildering, and the aged are dissatisfied with their old ideas, but they do not have a clear sense of direction. They need to be motivated to new thoughts when the facts are given.

Freeman (1965) gave voice and sanction to the need for research in the field of aging.

Although gerontological research is increasing in the United States, it represents less than 5% of the medical research effort at present. Solution of the increasing problems of the aging and aged demands a constant

expansion of investigations of the aging process in all of its complicated interrelationships. (Freeman, 1965, p. 89)

More research and more accessible information to those involved with the aged would help to bring about a firm approach in facing the issues squarely, recognizing and accepting feared losses, and accomplishing change with as much ease as possible.

A more realistic view and understanding of research would give more people the view expressed by Kelley (1963).

Don't let anybody tell you you're too old to learn anything new. Your ability to learn and retain reaches a peak at about the age of twenty-five. After that it gradually declines. Between the ages of twenty-five and sixty-five, it only declines about 20 percent. But you must remember that when you start to learn new things at the age of sixty-five, you do so against the background of long experience, so you look at things with a different perspective and with a more discerning viewpoint than you did when you were younger. You can learn and you can retain easily. You can actually get more real good out of any subject than a younger person who is under pressure to accomplish many new things at once.

... Don't think you can trudge up a mountain carrying a pack or a canoe in the rain. Don't think you can trudge ten miles through three feet of snow to shoot a moose or deer. Adapt any hobby you like, but don't try to be the world's champion. Remember, most of the heroes are dead. (Kelly, 1963, p. 46-47)

If you will look around you it will be evident that there is a great opportunity for older people to set an example for younger people. Everybody who lives beyond fifty will someday be considered old and will need the example of your leadership.

In Europe and Asia the grandparents are automatically revered and respected. But not so in America. Don't assume that mere age gives you any privileges. You cannot demand love and respect. You must earn it. You must earn it by generous, aggressive, constructive action, and by reflecting hope, courage, and faith in the future.

Ask yourself the question, what do my children and grandchildren really think of me? Am I a minus or a plus? It's your duty to be a plus: happy, wise and welcome.

Very soon there will be over thirty-million people in the US over sixty five. It will be a sad state of affairs if this large population segment deteriorates into a sullen, hopeless, self centered, lugubrious tribe of panhandlers. They could become a cancer on the body politic and a threat to national progress.

It's up to you and your friends to turn this population phenomenon into an opportunity to prove that old age can be not only a useful, but a happy time. (Kelly, 1963, p. 150-151)

The desire to research should point to changing the spirit and drive of the aged from the chronically sick, helpless, naturally despondent, who enjoy being repulsive old people by going around shabbily dressed and shuffling through the balance of their lives in a shiftless, irresponsible way, to a spirit of hope, faith and confidence in themselves.

Summary statement

The recognition of the field of aging as a distinct area of the life cycle is quite new as noted by information in the review of literature and personal observations made in everyday living and experiences.

Aging is a fertile field for all types of research.

Due to the increase of the aged in our population research is an essential so that as the problems progress something constructive can be done to help people prepare for the retirement years.

CHAPTER III
METHODS AND PROCEDURES

This study began with the interest of KUSU Educational Television in producing programs geared to the interests of the aged and interest on the part of the Family and Child Development Department at Utah State University to participate in such an endeavor. Interest was motivated by the need for programs that would be enjoyed by older people and help to make their longer life more worth while.

Recognizing this need and having a desire to help, a committee consisting of Dr. C. Jay Skidmore, as Director, from the College of Family Life, USU; Dr. Burrell Hansen, Director of KUSU TV; and Gordon Taylor, a graduate student at USU with interests both with the aged and TV production presented a proposal for doing some research on the TV interests of individuals who have reached retirement age and beyond. This was done with the interest and cooperation of Dr. Melvin White, Director of the Utah Division on Aging. Gordon Taylor was called into the service and the writer assumed responsibility for the survey phase of the project under the supervision of the Director.

The committee was concerned with the leisure time interests of the aged, but especially concerned with the kinds of programs they would like to see on educational television. The major goal was the production of television shows. It was observed that there were all types of programs on TV, but none that were beamed specifically to the interests of the aged.

After the Grant (Title VI of Civil Act of 1964 from the Department of Health, Education and Welfare) was proposed and accepted through the Utah Council on Aging, it became the duty of those involved to find out something about the interests of the aged and determine what kinds of programs would be produced. The budget provided for making 10 shows. If this venture proved successful, then another proposal would be made and more programs would be produced and become a permanent part of KUSU's program offerings.

Pre-testing interviews

The writer and Gordon Taylor made some test visits to seven active senior citizens to determine how the aged might accept these programs. Some of the concerns were:

1. Whether they watched educational television or not?
2. What they thought of the program idea?
3. Time of day the program should be?
4. Would their aged friends submit to an interview?

This group of six men and one woman over sixty-five received the idea with enthusiasm and were more than willing to support anyone involved in the project.

Questionnaire tested and approved

The Director and writer made a questionnaire (see appendix A) that was considered suitable. Interviewers were hired and trained. Each of the interviewers made preliminary interviews to test the acceptance and also consider changes in the interview schedule that might be more appropriate and meaningful to the project. There were 18 interviewers and each did two preliminary interviews. They were received in various ways, and it was determined that the aged were skeptical at first, but

responded after they were assured that the interviewer was not a television salesman. After a discussion, questions were added and some deleted from the interview schedule. Final questionnaires were printed.

Respondents determined

Along with a random sampling, the writer wanted to compare interests of some known active senior citizens and also some rest home senior citizens. One hundred subjects were selected at random from two geographical areas, Cache County and Salt Lake City. An additional 25 active senior citizens were selected and 25 known rest home patients. This made 300 interviews--150 in each geographical area.

In Cache County, the towns were listed and the random sample was pro-rated to get the number to be interviewed in each community. Interviewers were sent out. Sunshine Terrace, a home for the aged needing medical care was used exclusively for the known rest home subjects. The active senior citizens were derived through the help of the local senior citizen director.

In Salt Lake City, the random sample was selected by putting a number in a hat for each census district. Twenty-five numbers were drawn and four to six interviews were made in each district, the number interviewed being determined by the density of population. The interviewer was sent to the area and to a pre-determined address. If there was a person in that home 65 or over, an interview was made. If not, they would ask to be directed to the nearest household where there was an aged person. The rest home subject were taken at random from a list of rest homes in the Salt Lake City area. Active senior citizens in Salt Lake City were found in various ways. Some names were picked from listings of officers and members of established centers. The balance came from apartment houses designed for retired persons.

Program list developed

In order to select the themes and content for the ten proposed TV programs for the aged, a list of 15 areas of interest was included in the questionnaire. These were selected as a result of findings taken from the pre-tested questionnaire. Interviewers were instructed to get high, medium or low interest ratings on the following program choices.

1. Sports and Recreation
2. Nutrition
3. Health and Medical Care
4. Exercises
5. Clothing
6. Security and Financial Management
7. Hobbies and Crafts
8. Travelogues
9. Nature Studies
10. News and Current Events
11. Home Services
12. Music
13. Dancing
14. Painting and Sculpture
15. Drama

The questionnaire contained general information about the aged as related to their interests, needs, leisure time practices and television viewing patterns. Information deemed appropriate to this study was coded and analyzed.

Characteristics of aged respondents used in the sample

The characteristics of the aged respondents according to sex, age,

marital status, health, education, income and TV viewing upsets are shown in the following Tables 1 through 7.

Table 1 (p. 36) indicates the sex ratio of the respondents, showing the two-thirds of the sample were female and a third male. There were more females in all areas and all types sampled.

The age span of respondents was 30 years, (Table 2, p. 37) with 26.2 percent being in the 65-69 range and less than one percent over 95. There were only 19 percent 80 and over, with 81 percent in the first 15 year range (65-80).

Table 3 (p. 38) indicates the marital status of the respondents and shows that nearly half (47.4%) of the respondents were married and living with their spouse and another 4.3 percent were married for the second time. The other (almost half) of the respondents (48%) were either single, separated, or widowed.

Table 4 (p. 39) shows that 84% of the total respondents had average to excellent health with only 2.3% indicating very poor health. These 2.3% were mainly in the Cache Rest Home and would be expected since it caters to those needing various degrees of medical care and attention.

Table 5 (p. 40) shows that 62% of the respondents were high school graduates and below. 32.8% of these had eighth grade education (or less). Value and need of education wasn't stressed then like it is today. Fifty-eight percent of the Cache Rest Home respondents were eighth grade or less. Lack of motivation and interest could have contributed to their physical condition at this point.

Table 6 (p. 41) indicates that 65.8% of the total respondents felt that they had adequate incomes and another 18.5% felt that they could get along pretty well, and only 15.5% felt that their income was inadequate.

The answers the respondents gave for the kinds of programs that upset them about television were placed in categories (Table 7, p. 42). Forty-seven respondents indicated that nothing upset them about television, giving the impression that it was entirely acceptable to them. Ninety-three, or nearly a third indicated that the commercials upset them. Seventy-eight named particular programs that upset them and 25% were disturbed by violence, horror and programs that pertained to war. Twenty-seven percent objected to ads that had moral implications like beer and cigarette advertising. They were least concerned by noise and reception (22%).

Table 1. Sex of Aged Respondents of Total Sample, Area-Type Totals, and Total Type by Percent

Sex	Total	SL Random	SL Rest Home	SL Active Senior Citizen	Cache Random	Cache Rest Home	Cache Active Senior Citizen	Random Total	Rest Home Total	Total Active Senior Citizens
	N=297	N=99	N=25	N=25	N=99	N=24	N=25	N=198	N=49	N=50
Male	39.3	35.3	44	36	40.4	37.5	52	37.9	40.7	44
Female	60.6	64.6	56	64	59.5	62.5	48	62	59.2	56

Table 2. Age of Respondents of Total Sample, Area-Type Totals, and Total Type by Percent

Age	Total	SL Random	SL Rest Home	SL Active Senior Citizen	Cache Random	Cache Rest Home	Cache Active Senior Citizen	Random Total	Rest Home Total	Total Active Senior Citizens
	N=297	N=99	N=25	N=25	N=99	N=24	N=25	N=198	N=49	N=50
65-69	26.2	31.3	20	20	24.2	12.5	40	27.7	16.3	23.8
70-74	32.3	35.3	16	56	31.3	25	24	33.3	20.5	40
75-79	21.8	18.1	28	8	28.2	20.8	20	23.1	24.4	14
80-84	12.4	11.1	16	16	10.1	25	8	10.6	20.5	12
85-89	4.7	2.	16	0	3	12.5	8	2.5	12.3	4
90-94	2.	1	4	0	3	4.1	0	2	4	0
95+	.03	1	0	0	0	0	0	.5	0	0

Table 3. Marital Status of Aged Respondents by Total Sample, Area-Type Totals, and Total Type by Percent

Marital Status	Total	SL Random	SL Rest Home	SL Active Senior Citizen	Cache Random	Cache Rest Home	Cache Active Senior Citizen	Random Total	Rest Home Total	Total Active Senior Citizens
	N=297	N=99	N=25	N=25	N=99	N=24	N=99	N=198	N=49	N=50
Single	6.7	8	8	20	3	4.1	4	5.5	6.1	12
Married	47.4	54.5	8	48	53.5	20.8	60	54	14.4	54
Separated	1.3	2	8	0	0	0	0	1	4	0
Widow - er	40	34.3	76	28	34.3	75	28	34.3	75.5	28
Second Marriage	4.3	1	0	4	9	0	8	5	0	6

Table 4. Health Status of Aged Respondents by Total Sample, Area-Type Totals, and Total Type by Percent

Health Status	Total	SL	SL	SL	Cache	Cache	Cache	Random	Rest	Total	Total
		Random	Rest Home	Active Senior Citizen	Random	Rest Home	Active Senior Citizen		Home Total		Active Senior Citizens
	N=297	N=99	N=25	N=25	N=99	N=24	N=99	N=198	N=49	N=50	
Excellent	17.1	18.1	8	28	15.1	4.1	32	16.6	6.1	30	
Good	32.6	33.3	40	48	32.3	16.6	24	32.8	28.3	36	
Average	34.3	33.3	36	20	40.4	29.1	32	36.9	32.6	26	
Poor	13.4	10.1	16	4	12.1	45.8	8	11.1	30.9	6	
Very Poor	2.3	5	0	0	0	4.1	4	2.5	2.1	2	

Table 5. Education of Aged Respondents by Total Sample, Area-Type Totals, and Total Type by Percent

Education	Total	SL Random	SL Rest Home	SL Active Senior Citizen	Cache Random	Cache Rest Home	Cache Active Senior Citizen	Random Total	Rest Home Total	Total Active Senior Citizens
	N=297	N=99	N=25	N=25	N=99	N=24	N=25	N=198	N=49	N=50
8th grade or less	32.8	32.3	28	12	40.4	58.3	8	36.4	43.2	10
9-10-11	13.8	13.1	8	8	18.1	16.6	8	15.6	12.3	8
12	16.8	22.2	32	4	12.1	16.6	12	17.2	24.3	8
Some College 13-14-15	18.5	15.1	12	16	22.2	8.3	36	18.7	10.2	26
College Degree 16	8.7	14.1	12	4	3	0	20	8.6	6	12
Graduate Work	7.4	2.	0	52	3	0	16	2.5	0	34
Doctor's Degree	1.6	1	8	4	1	0	0	1	4	2

Table 6. Income of Aged Respondents by Total Sample, Area-Type Totals, and Total Type by Percent

Income	Total	SL Random	SL Rest Home	SL Active Senior Citizen	Cache Random	Cache Rest Home	Cache Active Senior Citizen	Random Total	Rest Home Total	Total Active Senior Citizens
	N=297	N=99	N=25	N=25	N=99	N=24	N=25	N=198	N=49	N=50
Adequate	65.8	59.1	48	84	66.6	87.5	68	62.9	67.8	76
Not Adequate	15.5	18.3	40	4	13.1	8.3	8	15.7	24.2	6
Marginal	18.5	22.4	12	12	20.2	4.1	24	21.3	8	18

Table 7. TV Upsets by Total Area-Type, Total Random, Total Rest Home, and Total Active Senior Citizens by
Number of Respondents

Categories	Total	SL Random	SL Rest Home	SL Active Senior Citizens	Cache Random	Cache Rest Home	Cache Active Senior Citizens	Total Random	Total Rest Home	Total Active Senior Citizens
Nothing	47	14	9	3	9	5	7	23	14	10
Violence, Horror, War	49	16	0	5	19	0	9	35	0	14
Noise	15	2	1	2	6	1	3	8	2	5
Commercials	93	33	8	9	31	5	7	64	13	16
Ads (Morals)	27	13	0	2	10	1	1	23	1	3
Reception	7	2	1	0	4	0	0	6	1	0
<u>Particular</u> Programs	78	19	6	8	29	12	4	48	18	12

CHAPTER IV
RESULTS, DISCUSSION, AND FINDINGS

Since this research dealt with educational television interests of the aged, a primary concern pointed to availability of TV.

Those not owning TV's were entirely rest home individuals. TV was available but because they didn't actually own a set, they preferred to not claim access to one. All respondents made reference to program preferences even though they said that a television wasn't available. All rest homes involved in this study had TV's available to their patients. Out of the 295 respondents, 256 (86.7 percent) said that TV was available. Thirty-nine or (13.2%) said that TV was not available, yet all gave program preferences. This could also be due to the fact that people seemed to have guilt feelings about watching television. After finding that the interviewers were not selling TV sets, they rather enjoyed talking about their TV interests. They lost their guilt feelings when given the feeling that television watching wasn't necessarily considered as time wasted. (See Table 8)

Table 8. Availability of TV - all respondents

Number of Respondents answering	Is TV available to you?			
	Yes	Percent	No	Percent
295	256	86.7	39	13.2

Owning a color TV would indicate a "high" degree of TV interest. It would be expected that more enjoyment would come from a color set, and would indicate values of the respondent. Since finances become a problem with age, it is not surprising that the larger percentage have only black and white. (See Table 9)

Table 9. Kind of television - all respondents

Number of Respondents answering	What kind of TV set do you have?		
	Color	Black & White	Both
295	55 (18.6%)	221 (74.9%)	19 (6.4%)

Inconsistencies are noted here since 39 or 13.2% from this study (Table 8, p. 43) indicate they didn't have an available TV and yet only 5 or 1.6% as shown on Table 10 didn't watch the regular channels available. Two hundred and two or 68.2% watched educational TV. Ninety-four or 31.7% did not. This is likely due to the fact that educational TV had only been in operation in the northern end of Utah since 1964. According to the interview schedules many in the northern end of the state were "not in the habit of watching" or "weren't aware of it." There are also some areas that can't receive it to this date.

Table 10. Channels watched - all respondents

Respondents	Channels	Do you watch channels indicated?			
		Yes	Percent	No	Percent
296	Regular (2-4-5)	291	98.3	5	1.6
296	Educational (7-11-12)	202	68.2	94	31.7

According to Table 4, indications are that those who didn't already watch educational television weren't likely to start in order to see this series of programs. (See Table 11) Ninety indicated that they weren't interested in the announcement of the series. Two hundred and two (Table 10) already watched and 207 (Table 11) are the same ones who indicated that they watched education TV and would like the announcement of the series.

Table 11. Respondents Indicating that they did or did not want an Announcement of the Program Series to be Presented.

Respondents	Do you want an announcement of the program series?	
	Yes	No
297	207	90

Table 12 reinforces Table 11 in that it indicates educational channels were not watched as much in Cache County as in Salt Lake City. In all areas and types the number and percent watching is less in the Cache County area (all types) than in the Salt Lake City area (all types).

Table 12. Aging Respondents Watching Educational TV by Area-Type and by Percent.

Area - Type of aging	Number Answering	Number Watching	Percent Watching
Salt Lake City Random	100	70	70%
Salt Lake City Rest Home	25	17	68%
Salt Lake City Active Senior Citizen	25	25	100%
Cache Random	100	66	66%
Cache Rest Home	25	1	4%
Cache Active Senior Citizen	25	20	80%

The active senior citizens have more opportunities for being motivated to watch educational TV. The factor of reception and habit are important here also. It was Meyershon (Kleemeier, 1961) who said that one of the functions of television was to stimulate conversation. It seems that the more active the aged are, the more likely they are to hear about and watch educational television.

The rest home differences in the two areas can be explained in that the Cache rest home respondents were all in the same location, were mostly in their 80's and most had ill health and were in need of constant medical attention. The Salt Lake City rest home respondents were more representative, were younger and were in better physical condition. The rest homes visited in Salt Lake City did not have a "medical need" restriction as was the case in Cache County. Williams, Tibbitts and Donahue (1963) make the point that hospitalization persons usually

suffer from impaired hearing or eyesight. This would account for less frequent use of television by the Cache County rest home group.

Table 13 shows the percent "high" interest in program preferences by geographical area and type of respondent. Table 14 lists rank order of program preferences by geographical area and type of respondent when considered by percent "high" interest only.

Table 13. Area-Type of Aged Percent "High" Interest in Program Preferences for Educational Television

Program Preferences	Salt Lake Random	Salt Lake Rest Home	Salt Lake Active Senior Citizens	Cache Random	Cache Rest Home	Cache Active Senior Citizens
	N=99	N=25	N=25	N=99	N=24	N=25
1. News and Current Events	84.8 (1)	88 (1)	92 (1)	88.8 (1)	95.8 (1)	76 (1)
2. Music	52.5 (2)	76 (2)	64 (3)	68.6 (2)	79.1 (2)	68 (2)
3. Travelogues	46.4 (3)	64 (3)	80 (2)	47.4 (3)	79.1 (2)	60 (3)
4. Nature Studies	35.3 (4)	56 (4)	52 (4)	41.4 (4)	70.8 (3)	52 (4)
5. Drama	34.3 (5)	28 (9)	32 (8)	31.3 (6)	58.3 (4)	
6. Health and Medical Care	33.6 (6)	40 (7)	36 (7)	39.3 (5)	12.5 (9)	24 (6)
7. Sports and Recreation	33.3 (7)	48 (6)	40 (6)	30.3 (7)	29.1 (5)	20 (7)
8. Dancing	20.2 (8)	52 (5)	44 (5)	22.2 (9)	12.5 (9)	24 (6)
9. Painting and Sculpture	19.1 (9)	32 (8)	24 (10)	17.1	25 (6)	36 (5)
10. Hobbies and Crafts	17.1 (10)	16	40 (6)	24.2 (8)	25 (6)	12 (8)
11. Nutrition	17.1 (10)	16	28 (9)	22.2 (9)	8.3 (10)	12 (8)
12. Security-Financial Management	16.1	32 (8)	32 (8)	18.1 (10)	16.6 (8)	12 (8)
13. Clothing	13.1	20	8	13.1	20.8 (7)	8 (9)
14. Home Services	12.1	20	20	13.1	0	8 (9)
15. Exercises	10.1	24 (10)	8	12.1	16.6 (8)	12 (8)

Table 14. Rank Order of Program Interests By Type of Age Groups Studied Shown by Per-Cent "High" Interest as shown on Table 13

Salt Lake Random N=99	Cache Random N=99
1. News and Current Events	1. News and Current Events
2. Music	2. Music
3. Travelogues	3. Travelogues
4. Nature Study	4. Nature Study
5. Drama	5. Health and Medical Care
6. Health and Medical Care	6. Drama
7. Sports and Recreation	7. Sports and Recreation
8. Dancing	8. Hobbies and Crafts
9. Painting and Sculpture	* 9. Nutrition - Dancing (tie)
*10. Nutrition Hobbies and Crafts	*10. Security and Financial Management
Salt Lake Rest Home N=25	Cache Rest Home N=24
1. News and Current Events	1. News and Current Events
2. Music	*2. Music - Travelogues (tie)
3. Travelogues	3. Nature Studies
4. Nature Studies	4. Drama
5. Dancing	5. Sports and Recreation
6. Sports and Recreation	6. Hobbies and Crafts
7. Health and Medical Care	7. Clothing
*8. Security and Financial Man- agement - Painting & Sculpture	*8. Security and Financial Management - Exercises
9. Drama	*9. Health and Medical Care Dancing
10. Exercises	10. Nutrition
Salt Lake Active Senior Citizens N=25	Cache Active Senior Citizens N=25
1. News and Current Events	1. News and Current Events
2. Travelogues	2. Music
3. Music	3. Travelogues
4. Nature Studies	4. Nature Studies
5. Dancing	5. Drama
*6. Hobbies and Crafts Sports and Recreation	*6. Health and Medical Care Dancing
7. Health and Medical Care	*7. Sports and Recreation Painting and Sculpture
*8. Security and Financial Management - Drama	*8. Nutrition - Health & Medical Care - Exercises - Hobbies and Crafts
9. Nutrition	*9. Clothing - Home Services
10. Painting and Sculpture	

* Indicates a tie

Table 14 (p. 49) indicates that without a single difference News and Current Events, Music, Travelogues, and Nature Studies rank in that order in all areas and group types. The 5th choice of programs begins to show some difference in choice, but only in the order. A tie will change the order some, but the same programs have a tendency to get on the bottom of the list. Those showing least interest were Clothing, Home Services, Exercises, Nutrition, Hobbies and Crafts.

Table 14 (p. 51) shows educational television program preferences for the aged when determined by mean-weight. In analyzing the data, and giving emphasis to "high" interest responses only (Tables 13 and 14) it did not seem justified since "average" interest in TV preferences is still worth high consideration. "High" responses were given 3 points, "average" responses were given 2 points and "low" responses given 1 point. The points were added and then divided by the number of respondents in a given area or type of respondent to get the mean weight. In the total program and Cache total program (Table 15), there is a definite order of program choices down to number seven. For practical purposes choices eight, nine, and ten in the Cache total could be considered the same. Beginning with number five in the Salt Lake total, there is some variance of order, but the top ten programs remain the same with the exception of number eight which is dancing. The total rest home mean weight was 1.81 as shown on Table 16. The Rest Home differences between Salt Lake City and Cache County could be a contributing factor here. The Salt Lake City rest home group, as has been stated before, was more representative, younger and in better health. The Rest Home rating for dancing in the Salt Lake City area would raise the mean weight enough to put it in the top ten program preference list.

Table 15. Educational Television Program Preferences for the Aged Determined by Mean Weight

Program Preferences	Total Program (Rank Order) N=297	Cache Total N=148	Salt Lake Total N=149
1. News and Current Events	2.82	2.82	2.83
2. Music	2.49	2.58	2.40
3. Travelogues	2.27	2.27	2.34
4. Nature Study	2.17	2.22	2.13
5. Drama	2.07	2.16	1.98 (6)
6. Health and Medical Care	1.96	1.96	1.96 (7)
7. Sports and Recreation	1.93	1.85	2.02 (5)
8. Nutrition	1.91	1.65 (9)	1.61
9. Hobbies and Crafts	1.74	1.66 (8)	1.75 (9)
10. Security-Financial Management	1.65	1.63 (10)	1.67 (10)
11. Painting and Sculpture	1.57	1.56	1.58
12. Dancing	1.48	1.15	1.80 (8)
13. Clothing	1.47	1.46	1.46
14. Home Services	1.42	1.33	1.45
15. Exercises	1.41	1.45	1.36

Table 16. Educational Television Program Preferences for Combined Area and Group Types - by Mean Weight

Program Preferences	Random (Total) N=198	Rest Home (Total) N=49	Active Senior Citizens (Total) N=50
News and Current Events	2.83 (1)	2.85 (1)	2.76 (1)
Music	2.42 (2)	2.69 (2)	2.56 (3)
Travelogues	2.15 (3)	2.63 (3)	2.66 (2)
Nature Study	2.08 (5)	2.42 (4)	2.32 (5)*
Drama	2.09 (4)	2.14 (5)	2.04 (7)
Health and Medical Care	1.48	1.714(8)*	2.54 (4)
Sports and Recreation	1.90 (6)	2.00 (6)	2.02 (8)*
Nutrition	1.641(9)*	1.38	1.40
Hobbies and Crafts	1.67 (7)	1.714(8)*	2.08 (6)
Security and Financial Management	1.641(9)*	1.61 (10)*	1.74 (9)
Painting and Sculpture	1.55 (10)	1.63 (9)	2.32 (5)*
Dancing	1.65 (8)	1.81 (7)	2.02 (8)*
Clothing	1.44	1.61 (10)*	1.54 (10)
Home Services	1.44	1.34	1.42
Exercises	1.37	1.48	1.50

* Indicates tie

One of the purposes of this study was to list 10 Program Preferences to be presented over Educational Television Channel 12 KUSU. Program preferences, in rank order, as shown on Table 15 are as follows:

1. News and Current Events
2. Music
3. Travelogues
4. Nature Study
5. Drama
6. Health and Medical Care
7. Sports and Recreation
8. Nutrition
9. Hobbies and Crafts
10. Security-Financial Management
11. Painting and Sculpture
12. Dancing
13. Clothing
14. Home Services
15. Exercises

What the respondents indicated as top interests is borne out in the review of literature. News and Current Events would be expected to take top priority, since everyone, regardless of age is bound to be interested in what is going on around them. Buckley (1953) quoted Boves as indicating that music is the fourth great material want of our nature next to food, raiment and shelter. Since music can be enjoyed in such a variety of ways, you would expect that it would be a top choice.

Accepting Mayersohn's second function of television to the aged (Kleemier, 1961) as furnishing the oldster stimulation for conversation,

it is not too surprising to find travelogues high on the list since it would furnish the home-bound a source of vicarious experience and something to talk about. It also expresses their desire to escape from the repetition of their limited surroundings.

Clark (1967) mentions that the top four categories most frequently mentioned as giving top satisfactions were (1) entertainments and diversions, (2) socializing, (3) physical comforts and (4) financial security.

Glick (1962) says that with age comes a decrease in preference for programs that stimulate intensely. Their choice of programs would be expected to be less demanding kinds of entertainment. Kinds of programs would follow "needs" rather than expected interests.

Thus, exercises would naturally be low in interest, because the need and desire for exercise has decreased. Home services would certainly be at the bottom of the list. Most of these people are in long established homes, and have little money to spend on home services. Those in rest homes had no interest in this type of a program and this is as would be expected.

Clothing, too, though of interest, does not have the priority attention with the aged that you can see and expect in younger people.

Dancing would be high on the list if entertainment was the only point considered. In this study, the interpretation could have been in terms of dancing as being involved, rather than watching it as an entertainment.

The literature also gives the impression that in arts such as Painting or Sculpture, one may not enjoy it on television unless it was an earlier interest.

It seems that all of the choices made would definitely fill a need in the day-by-day living of the aged. Whether television is a time-filler or time-killer, it still must have meaning.

When area and group types are combined as shown in Table 16, it was similar to the total picture or when the areas were considered alone. Home services and Exercises did not rate at all in the "top ten" choices. Clothing rated tenth for both rest home and active senior citizens. Had there not been ties in both types, this would not have been the case. Painting and Sculpture present a similar picture, except for active senior citizens. Here it rated fifth, and this is not too surprising, because you would expect those who have remained active after retirement to have been more interested in cultural activities in their youth. Dancing rated seventh and eight. This indicates to the writer, as stated before, that they were confused as to whether the dancing was entertainment or whether they were participating themselves. Security and Financial Management didn't rate so high here. Had there not been ties it would have dropped below top ten choice with active senior citizens, and rest home patients. It would have tied with nutrition for tenth place with the random sample. There was a close relationship in the interests of the aged in making a choice between this and painting and sculpture. If active senior citizens had been considered alone, sculpture and painting would have been in the top ten instead of security and financial management. This is understandable, since it was obvious that those who remain active would also be more secure financially.

Table 17 shows the relationship when the sample is broken down into areas and types. The results are similar in all areas and types, with only slight variations in placement. The rank order can be accepted

as shown by the mean weight patterns from the total sample as shown on Table 15.

Table 17. Educational Television Program Preferences, Showing Comparisons with Random, Rest Home and Active Senior Citizen Choices

PROGRAM Preferences	Cache Random	SL Random	Cache Rest Home	SL Rest Home	Cache Active Senior Citizens	SL Active Senior Citizens
News and Current Events	2.83 (1)	2.83 (1)	2.95 (1)	2.76 (1)	2.64 (1)	2.88 (1)
Music	2.55 (2)	2.30 (2)	2.70 (3)	2.68 (2)	2.56 (2)	2.56 (3)
Drama	2.12 (3)	2.00 (5)	2.37 (5)	1.09	2.12 (5)	2.00 (8)
Travelogues	2.08 (6)	2.21 (3)	2.79 (2)	2.48 (3)	2.56 (3)	2.76 (2)
Nature Study	2.09 (5)	2.07 (4)	2.58 (4)	2.28 (4)*	2.40 (4)	2.24 (5)
Health and Medical Care	2.10 (4)	1.88 (7)	1.29	2.12 (5)	2.00 (6)	2.12 (6)*
Sports and Recreation	1.87 (7)	1.92 (6)	1.70 (7)	2.28 (4)*	1.92 (8)	2.12 (6)*
Nutrition	1.71 (8)*	1.56 (10)*	1.25	1.05	1.80 (9)	1.04
Hobbies and Crafts	1.71 (8)*	1.52	1.79 (6)	1.64 (8)	1.76 (10)	2.40 (4)
Security & Financial Management	1.66 (10)	1.61 (9)	1.45 (10)	1.76 (6)	1.68	1.80 (9)
Painting and Sculpture	1.53	1.56 (10)*	1.54 (9)	1.72 (7)	1.68	1.52 (10)
Dancing	1.68 (9)	1.62 (8)	1.37	1.62 (9)	1.96 (7)	2.08 (7)
Clothing	1.42	1.47	1.66 (8)	1.56	1.48	1.36
Home Services	1.40	1.43	1.12	1.56	1.40	1.44
Exercises	1.42	1.33	1.37	1.60 (10)	1.72	1.28

* Indicates a tie

CHAPTER V

SUMMARY, CONCLUSIONS, LIMITATIONS, AND RECOMMENDATIONS

Summary

Purpose of the study. The objectives of this study were as follows: (1) to determine the patterns of educational TV viewing among the retired, (2) to determine television interests of the aging in general, (3) to determine differences in programming interests as noted by 100 subjects from random sampling, 25 active senior citizens and 25 selected rest home aged from each of the two geographical areas for program production purposes, and (4) to determine characteristics of aged respondents that may influence use of leisure time.

This study was designed to obtain findings to give direction for programming in television for Educational Channel 12 (KUSU). Evident interests were used to determine program content for a series of 10 shows beamed to the interest of the aged.

Data were gathered by survey research, using 300 personal interviews. Respondents for the study were selected from subjects from random sampling, selected rest home subjects, and selected active senior citizens from two geographical areas - Cache County and Salt Lake City.

Conclusions

1. Television was available to 87% of the total respondents. The pattern of viewing educational TV among the retired was 30% less than the regular commercial channels. Ninety-eight percent of the respondents viewed regular channels while 68% viewed educational channels. This would be considered high for educational TV viewing.

2. The program preferences of the aged respondents were placed in rank order by mean weight as follows:
 1. News and Current Events
 2. Music
 3. Travelogues
 4. Nature Studies
 5. Drama
 6. Health and Medical Care
 7. Sports and Recreation
 8. Nutrition
 9. Hobbies and Crafts
 10. Security and Financial Management
 11. Painting and Sculpture
 12. Dancing
 13. Clothing
 14. Home Services
 15. Exercises
3. The percent of the aged subjects viewing educational television in the two geographical areas and three types of respondents was greater in Salt Lake City than in Cache County. Salt Lake City subjects ranged from 68% for the Salt Lake City rest home subjects to 100% for the active senior citizens, with 70% for Salt Lake City random sampling. Cache County subjects ranged from 4% for the Cache County rest home to 80% for the active senior citizens, with 66% for Cache County random sampling.
4. Whether the respondent preferences were considered on a "high" rating only, or broken down by mean weight; whether they were

considered by random sampling, rest home, or active senior citizen respondents, the pattern for program preference was similar. The order was so similar as to make the "top ten" preferences obvious.

5. Characteristics of aged respondents such as sex, age, marital status, health, education and income may influence TV program preferences and use of leisure time, but these were not determined or evaluated in this study.
6. Forty-seven or 12% of the total respondents found television completely acceptable with nothing that upset them.
7. Related findings indicated that aged respondents were upset by certain conditions and impressions derived from television viewing. These were (in rank order):
 1. Commercials
 2. Violence, horror, war
 3. Ads with moral implications
 4. Noise
 5. Reception

Limitations of the study

1. The sample of 25 rest home and 25 senior citizen respondents in the two geographical areas seemed to be low in number and not representative of these categories. One Hundred respondents from the random sampling gave more adequate conclusions.
2. The questionnaire could be improved, especially where the questions referred to television program preferences. A list of current favorites, with a requested response would have been more acceptable.

3. Training and experience of the interviewers left some doubt as to the accuracy of the data.
4. The program preference list was too short and too general to discriminate the wide variety of TV interests of the subjects in the study.

Recommendations

1. A recommendation for a follow up study would be to have subjects chosen from groups with greater contrast in the major variables that would affect program preferences in viewing educational TV.
2. A study of greater depth of the needs of the aged in determining program interests could influence future programs.
3. A survey of the percentage of TV time devoted specifically to the aging population would be revealing.
4. A survey of the kinds of programs offered on TV for the aging population would give insight to the value of these programs for the aged.

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APPEND IX

QUESTIONNAIRE

Utah Council on Aging and Utah State University

Interview Schedule---TV Interest of the "Aging"

- ___ 1. Questionnaire Number _____
- ___ 2. Location _____ 1st Choice _____ 2nd Choice _____
- ___ 3. Starting time ____ Closing Time ____ Length of Interview ____
- ___ 4. Interviewer _____
- ___ 5. Date _____

I. INTRODUCTION

II. EXPERIENCE WITH TV

- ___ 6. DO YOU HAVE TELEVISION SET (S) AVAILABLE?
Number ____ Age ____ Color ____ or Black and White _____
- ___ 7. ARE YOU FREE TO CHOOSE THE PROGRAMS TO BE WATCHED ON TV?
Anytime _____ Sometimes _____ Never _____
- ___ 8. WITH WHOM DO YOU WATCH TV?
- ___ 9. WHAT PROGRAMS HAVE YOU WATCHED ON TV DURING THE PAST WEEK?
(Try to find out how much time a day is spent watching TV)
(If necessary, prompt with some examples)
- ___ 10. WHAT ARE YOUR FAVORITE PROGRAMS?
- ___ 11. WHAT KINDS OF PROGRAMS DO YOU LIKE? (Check if yes)

Comedies _____ Drama _____ News _____ Daytime serials _____
 Westerns _____ Detective or Spy Shows _____ Music _____
 Sports _____ Educational _____ Quiz programs and contests _____
 Religious _____ Movies _____ Special Events _____
 Political Conventions _____
 Election Returns _____
 Rocket Launchings _____
 Fairs _____
 Beauty contests _____
 Fashion Shows _____

- ___ 12. WHAT CHANNELS CAN YOU RECEIVE?
2___4___5___ ETV 7___12___
- ___ 13. WHICH CHANNELS DO YOU WATCH REGULARLY?
2___4___5___ ETV 7___12___
- ___ 14. IF NO RESPONSE ON ETV 7 OR 12, THEN ASK WHY THEY DO NOT WATCH ETV?
- ___ 15. WHEN DURING THE DAY DO YOU WATCH TELEVISION?
(a.m.) 6 7 8 9 10 11 (p.m. noon) 1 2 3 4 5 6 7 8 9 10 11
12 Other_____

III. ATTITUDES TOWARD TV INTERESTS.

DO YOU HAVE SPECIAL INTERESTS IN OR HAVE A NEED FOR INFORMATION ABOUT ANY OF THE FOLLOWING TOPICS?

- ___ H Av L 16. SPORTS AND RECREATION _____
- ___ H Av L 17. NUTRITION _____
- ___ H Av L 18. HEALTH AND MEDICAL CARE _____
- ___ H Av L 19. EXERCISES _____
- ___ H Av L 20. CLOTHING _____
- ___ H Av L 21. SECURITY-FINANCIAL MANAGEMENT ON RETIREMENT INCOME _____
- ___ H Av L 22. HOBBIES AND CRAFTS _____
- ___ H Av L 23. TRAVELOGUES _____
- ___ H Av L 24. NATURE STUDIES _____
- ___ H Av L 25. NEWS AND CURRENT EVENTS _____
- ___ H Av L 26. HOME SERVICES: (Repair-Lawns, Carpentry, etc.) _____
- ___ H Av L 27. MUSIC _____
- ___ H Av L 28. DANCING _____
- ___ H Av L 29. PAINTING AND SCULPTURE _____
- ___ H Av L 30. DRAMA _____

31. WHAT UPSETS YOU ABOUT TV?

32. IN THIS SERIES OF 10 TV PROGRAMS WHICH WE ARE DEVELOPING FOR YOU, WHAT KIND OF THINGS SHOULD WE INCLUDE?

IV. BACKGROUND

___ 33. SEX

1. Male _____
2. Female _____

___ 34. AGE _____

- | | |
|-------|---------|
| 65-69 | 85-89 |
| 70-74 | 90-94 |
| 75-79 | 95 plus |
| 80-84 | |

YEAR OF BIRTH _____

- 35. WHAT IS YOUR MARITAL STATUS AT PRESENT?
1. Single
2. Married
3. Separated
4. Widow (er)
5. Second Marriage
- 36. HOW MANY YEARS OF FORMAL EDUCATION HAVE YOU COMPLETED?
SPECIFY _____
1. 8th grade and less
2. 9, 10, 11
3. 12th
4. some college 13, 14, 15
5. college degree 16
6. Graduate work
7. Doctor's Degree
- 37. WHAT IS YOUR RACE?
1. White
2. Negro
3. Yellow SPECIFY _____
- 38. HOW MANY FAMILY MEMBERS ARE LIVING? (Number in each category)
1. parents
2. spouse
3. siblings (brothers and sisters)
4. children
5. grand children
6. great grand children
7. other
- 39. WHERE HAVE YOU SPENT MOST OF YOUR LIFE? SPECIFY _____
1. Utah urban (Salt Lake, Ogden, Provo, Logan)
2. Utah rural
3. Out of state urban (city over 20,000 population)
4. Out of state rural
5. Foreign born urban (city over 20,000 population)
6. Foreign born rural
- 40. WITH WHOM ARE YOU PRESENTLY LIVING?
1. Husband or wife
2. Husband or wife and children
3. Children
4. Alone
5. Parents
6. Brothers and/or sisters
7. Relatives other than children or siblings
8. Friends
9. Other SPECIFY _____
- 41. WHAT BEST DESCRIBES YOUR PRESENT LIVING ARRANGEMENT?
1. Apartment
2. Single residence
3. Nursing home
4. Other, SPECIFY _____

- 42. AT WHAT JOB DID YOU SPEND THE GREATEST NUMBER OF YEARS DURING YEARS OF EMPLOYMENT? SPECIFY _____
- 43. DO YOU CONSIDER YOUR SOURCES OF INCOME AS: ADEQUATE, NOT ADEQUATE, MARGINAL?
- 44. WOULD YOU DESCRIBE YOUR GENERAL HEALTH AS BEING:
 1. Excellent
 2. Good
 3. Average
 4. Poor
 5. Very Poor
- 45. TO WHAT EXTENT DOES YOUR HEALTH OR PHYSICAL CONDITION LIMIT YOUR ACTIVITIES?
 1. None
 2. Very little
 3. Somewhat
 4. A great deal
- 46. WHAT ACTIVITIES OCCUPY MOST OF YOUR TIME AT HOME?
- 47. WHAT ACTIVITIES OCCUPY MOST OF YOUR TIME AWAY FROM HOME?
- 48. DO YOU LIKE BEING CALLED A "SENIOR CITIZEN"?
 1. Very much
 2. Somewhat like it
 3. Undecided
 4. Dislike extremely
 5. Other acceptable terms _____
- 49. IF YOU COULD REMAIN AT ANY AGE OF YOUR LIFE WHAT AGE WOULD YOU CHOOSE?
 1. Ten years old, or less
 2. Eleven to twenty
 3. Twenty-one to thirty
 4. Thirty-one to forty
 5. Fifty-one to sixty
 6. Sixty-one to seventy
 7. Seventy-one to eighty
 8. Eighty-one to ninety
 9. Ninety-one or over
- 50. WHAT SPECIAL PROJECTS OR ACTIVITIES ARE YOU PLANNING IN THE NEAR FUTURE?
- V. PARTICIPATION IN THE EVALUATION:
- 51. WOULD YOU LIKE AN ANNOUNCEMENT OF OUR TV SERIES? YES ___ NO ___
- 52. WOULD YOU BECOME A JUDGE IN HELPING US EVALUATE THESE SHOWS? YES ___ NO ___
- 53. IF YES ON # 52:
 1. Name _____
 2. Address _____
 3. OK for another interview for evaluation next April or May? 1969?
 Yes _____ No _____

Vita
Jessie Mecham Eller
Candidate for the Degree of
Master of Science
in
Marriage and Family Relations

Thesis: Survey of Interests of the Aged as Related to Leisure with
Special Emphasis on Educational Television

Major: Marriage and Family Relations

Biographical Information:

Personal Data: Born at Nephi, Utah, April 9, 1918, daughter of
Elam and Josephine Crosby Mecham; raised by foster parents
- Albert E. and Minnie J. Smith; married Charles Howard
Eller June 9, 1945; three children--Diane, Charlene, and
Jayne Ann.

Education: Attended elementary school in Nephi, Utah; graduated
from Juab High School in 1936; received the Bachelor of
Science degree from Utah State Agricultural College, with a
major in home economics, in 1940; did graduate work in
general Extension at Colorado State University, summer 1958;
completed requirements for the Master of Science Degree,
specializing in marriage and the family, at Utah State
University in 1970.

Professional Experience: 1953 to present, USU Extension Agent,
Uintah County, Cache County, and Box Elder County; 1944,
War Food Preservation Assistant, Uintah County; Home Econom-
ics Teacher, Rich County, Utah, 1941-'42, 1943-'44; Big Horn
County, Wyoming 1942-'43.