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A CONTENT ANALYSIS OF GENDERED EATING ON POPULAR CHILDREN'S  
TELEVISION SHOW iCARLY

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A thesis  
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## ABSTRACT

This descriptive study examines the portrayal of eating behaviors on a popular award-winning children's television program, *iCarly*. Rates of eating, type of food eaten, laugh tracks and character reactions were explored for the main male and female characters. Group eating was also analyzed. 57 episodes of *iCarly* from seasons 1-7 were analyzed for this research. Female characters were shown to reference and eat food at a higher rate than male characters. Female characters were also more likely to eat masculine food than any other item. However, laugh tracks were on for the majority of this behavior, discouraging the event. When considering personality traits of the female character that was breaking gender norms, the character got into trouble, was unsuccessful, and not admired by other characters on the show; making her a poor character for behavior modeling. Overall female gendered diets are strongly being promoted through strategic differences in character diets and laugh tracks. Male diets were more likely to be gender neutral. Laugh tracks were on the majority of the time males broke gender stereotypes. Possibilities for future directions consider analyzing more television programs and programs across television networks.

*Keywords: iCarly, gendered eating, children's television, eating behaviors*

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## Chapter 1

### INTRODUCTION

Post-millennial children watch a full 35 hours of television per week, an average of five hours of television a day, throughout a variety of different platforms such as traditional television, computers, smart phones, and other devices (Gerding & Signorielli, 2014). While television has become an essential and integral component of children's everyday life it should not be treated merely as a source of entertainment. It is perhaps one of the most influential forms of media with an ability to directly affect children's behavior, life choice, and concepts (Gerding & Signorielli, 2014; Witt, 2000). Television is thus a powerful source for learning about and internalizing societal approved norms. Preadolescent children are especially prone to internalizing television messages as they are continuously undergoing cognitive, social, and emotional development (Myers, 2013).

Television has the power to promote or discourage gender stereotypes and unhealthy gendered diets within children. However, many studies analyzing food representation in the media have limited their motivations to obesity rates and female eating disorders (Powell et. al, 2007; Harrison & Marske, 2005). The implications of gendered diets are just as critical for social health and should be of great concern as they contribute to later-life gender disparities in coronary heart disease, cancer, and death (Mroz et. al, 2011; Reynolds et. al, 2013). Given such severe implications for gendered diets, it is important to understand if such an integral part of our children's lives is consistent with unbiased and non-gendered healthy dietary recommendations or are they a source of the disparity?

Although there is overwhelming research on food commercials there is a lack of research about television programs. The television program is the main reason why people watch TV in the first place. As a result, and because of the rise in digitally recorded shows, commercials are often ignored or fast-forwarded. The very presence of commercials agitates people leading commercial time to be utilized for engaging in conversation, leaving the room, or simply “zipping” through the commercial (Zhou, 2004; Cronin & Menelly, 1992). People also engage in channel flipping during commercials in order to catch other television programs. In the advertisement community, this may lead to product placement within television programs and the utilization of role models to promote specific products (Stuhmeier & Wenzel, 2011). It is clear then that commercials do not have as strong a voice as television programs when it comes to socialization and influence.

The purpose of this study is to examine how food is being presented on a popular children’s television program in order to see if stereotypical gendered diets are being promoted. My research questions are as follows:

- 1) How prevalent is food eaten or mentioned on the television program?
- 2) Do rates vary across seasons and across characters?
- 3) Do male characters reference or eat food at a higher rate than female characters on the television show?
- 4) Are female characters more likely to be eating stereotypical female foods than any other food category?
- 5) Are male characters more likely to be eating stereotypical male foods?
- 6) Are characters being discouraged by other characters (or by laugh tracks) to eat or reference a non-stereotypical food?



7) Are laugh tracks on more during female character food interaction than male character?

8) How often is group eating shown on the television program?

## Chapter 2

### LITERATURE REVIEW

#### THE CURRENT CULTURE OF TELEVISION

##### *Television as a Central Part of Society*

We have reached a point in time where our children spend more time in America watching television than in any other activity except for sleep (Vandewater, Shim, & Caplovitz, (2004). Aided by the progression of technology with cellphones, tablets, and computers, television watching is no longer restricted to a fixed source; one can now practically watch television anytime and anywhere. Television has in turn become an integral part of everyday society and is highly responsible for how we spend our free time. It has become society's main source of news, entertainment, pastime, and social conversation.

##### *Influential component of television*

Given our high exposure of television it is crucial to recognize its equal importance with family and friends in developing values and ideas about the world. Previous evidence indicates that observation of highly salient televised models can alter both the viewer's internalized norms of appropriate behavior and the viewer's direct emotional response (Williams, 1981). Hoffner & Buchanan (2005) review literature that explains that both children and adults form affective attachments to recurring television characters and personalities. This identification with such characters is believed to mediate the socialization process. This can also lead to wishful identification and slight obsessions with televised characters.

When viewers share a character's perspective and vicariously participate in his/hers experiences during the program, there is a desire to be like or behave in ways similar to the character, also called "wishful identification" (Hoffner & Buchanan, 2005). Hoffner & Buchanan (2005) also explain that media characters may also lead to parasocial interactions, where the viewer has a perceived intimate social relationship with the media character. In parasocial interaction characters provide social and emotional gratification much like real life friends. Identification with media characters can have significant social and psychological consequences. Some viewers have in turn made changes to their appearance, attitudes, values, activities, and other characteristics to become more like admired celebrities and characters (Hoffner & Buchanna, 2005). Today's society is no stranger to the wishful identifications that can arise with media characters.

## **COGNITIVE DEVELOPMENT**

### *Social Learning Theory*

According to Bandura's *Social Learning Theory* (1977), modeling will occur when the model is perceived as "attractive and similar" and when the modeled behavior is possible, salient, simple, prevalent and has functional value." Characters on television who partake in eating behaviors resonate with each of Bandura's requirements. Eating is an everyday and salient behavior that can be simply replicated. Additionally, characters on television programs are often likeable and purposely casted for their attractiveness. Thus, this theory predicts that viewers will emulate eating behaviors of characters of their same gender if no negative consequences are shown for that behavior. If certain behaviors are shown to have negative consequences then wishful identification will not occur and behaviors are not likely to be imitated or integrated into

a viewer's mind. A character's personality traits and consequences are thus important when considering the possibility of a behavior being emulated.

### *Little Sponges*

Children ranging from the ages of eight to ten are more susceptible to internalizing television messages for several reasons. First, this age group watches more television more than any other age category; in fact, television watching peaks at age 10 (Anderson, 1986). Due to their "media rich worlds" kids easily absorb messages communicated through popular media (Myers, 2013). These children are also at a very important stage of development and gender identity forming (Myers, 2013). Myers (2013) explains that the media has an especially great impact on children who consume it while their identities are being formed and has shown to impact children's early gendered behavior. Maker & Childs (2012) explain that there is documentation of children being socialized about gender roles through television.

Given the above information, it is easy to see how television aimed at child audiences are important in molding and shaping children's behavior and ideas of socially acceptable norms. Television characters seen as role models for this age group have the ability to directly affect food choices and eating behaviors as well as ideas due to wishful identification (Hoffner, 2009). According to Disney entertainment president Rich Ross, television programs aimed at tweens often feature older teenagers in order to create aspirations for the younger viewers and provide someone tweens may look up to as a role model and for life insight (Romano, 2004). Television programs are then created with the intent and knowledge that behaviors will be emulated.

## **MEDIA & GENDER**

## *TV Gender Stereotypes*

A great deal of research has been dedicated to exploring gender role representation and stereotypes on television programs and commercials. Television along with the media have become the key site for defining codes of sexual conduct by passing judgement and establishing the rules of play (Myers, 2013). According to Witt (2000), past research has found television to portray men as more dominant in male-female interactions, more ambitious and competitive, and more skillful. Women on the other hand are portrayed as sensitive, submissive, romantic, desirable, attractive, and marriage oriented. Even television programs meant to be educational and gender neutral such as “Sesame Street” exhibit sexism; the Muppets all have male names and voices, even Miss Piggy who is a female character is voiced by a male (Cobb et. al, 1989).

Childs and Maher (2003) focused on children food advertisements and gender biases. While products were found to be rated as gender neutral, there was a great distortion in gender distributions for voice-overs, dominant product users, and main character roles in which males significantly outnumbered females. Subtly, these food advertisements may be sending a message to children that males are superior to girls and even that girls are inappropriate consumers of certain foods. However, contradictory literature has noted females breaking out of their stereotypical character on some children television shows. Banet-Weiser (2004) explains that Nickelodeon has created a wave of “girl power” shows that challenges conventional ideas about how girls/women should act and think. They purposely exhibit contradictions to promote individual questioning of gender narratives. While the strategy probably arose to capitalize on Third Wave Feminism, the images still provide a powerful message and the ability for new norms about gender to be internalized (Banet-Weiser, 2004).

However, Myers (2013) who qualitatively studied television programs aimed at young girls discovered pervasive anti-feminist messages that “distorted girl power by valorizing emancipated female subjects who glorified self-expression above political consciousness thus giving them a license to behave badly.” Myers presents the idea that post-feminist media is threatened by the changing of gender order and is thus distorting and undoing feminism. She identified the television programs to be encouraging bad behavior and disguising it as feminism. While strong girl characters challenged conventional ideas about women and promoted girl power their power was also amped up into the antisocial, self-interested aggressive “bad girl”. These females were made out to be “heterosexual bullies” not feminists or empowering. She found girl protagonist’s being policed into pre-recorded laugh tracks that project the overall message that feminism is a joke. Finally, she concluded that while there may be an apparent wave of girl power the character might be made out to be undesirable and a source of amusement.

### *Gendered Food Messages*

A 2002 Fijian study by Becker et. al examined the impact of television on eating disorder attitudes and behaviors. A multi-wave cross-sectional study examined attitudes about eating in 1995, when television was first introduced into Nadroga, and then 3 years later when the community had sufficient television exposure. All females were around age 17. EAT-26 scores for both waves (1995 and 1998) were examined and the percentage of scores above 20 (indicating an eating disorder) grew 16.5% by 1998. Over three years, females had developed an understanding of the importance of dieting and self-induced vomiting. Respondents living in households with a television set were more than three times as likely to have an EAT-26 score greater than 20. Given the anti-dieting and anti-purging traditional norms of Fiji, the study

showed that television exposure had a profound impact on eating behaviors and social images among women.

## **EFFECTS OF DIET ON EVERY DAY LIFE**

### *Negative Health Outcomes*

The death rate for heart disease is twice as high for men than women. Men also surpass females in cancer death at a rate 1.5 times higher (Wardle et. al 2004). According to Wardle et. al (2004) men are less likely to try to follow healthy eating recommendations. In her study of gender food preferences within 23 countries, all countries showed women to be more likely to avoid eating fat and 21 countries, including the US, showed women to eat more fruit. Studies have argued that healthy eating might be a feminine practice and therefore men avoid it in order to confirm and project their masculinity. This idea that healthy eating or fruits and vegetables is a feminine practice can cause problems for men who have to adjust their diet due to a health condition (Mroz et. al, 2011). Mroz et. al (2011) explains that men are reluctant to stop eating meat and switch to a “feminine” diet once diagnosed with prostate cancer. This resistance leads to an accelerated rate of prostate cancer. Thus, masculine ideals about gendered eating are usually put above all health risks.

According to Renoylds et. al (2013) “Higher levels of fruit and vegetable consumption are protective against heart disease an several cancers.” Dorgan et. al (1989) found that yellow/green vegetables provide a protective effect of lung cancer in males and females. Thus, the fact that females are more likely to consume fruits and vegetables may be contributing to the fact that they are less likely to get lung cancer. Thus, noted differences above in food

consumption may contribute to differences in diseases by gender. Internalized gender stereotypes may also prevent men or women from changing their diet to a less gender appropriate one.

In a similar fashion, the socialization of female diets along with the media's depiction of ideal beauty as "thin" has contributed greatly to strong ideals about gendered eating and heightened concerns about weight loss, dieting, and a desire to be thin in girls as young as 5 years old (Dohnt & Tiggemann, 2006). Dohnt & Tiggemann (2006) found media exposure to be related to aspects of both body image concerns and dieting awareness. Such awareness can lead to feelings of guilt, depression, and embarrassment after not eating "proper" foods. Koff & Rierdan (1991) found that "young girls claim to be dieting mentally: avoiding fatty foods, considering calories, thinking excessively about food, feeling guilty after overeating and exercising to lose weight," even if those girls didn't particularly consider themselves to be fat.

#### *Food Consumption and Perception*

In current American society gender differences in food consumption and perspectives exist. On average men give little importance to healthy food choices and consume more meat, alcohol, soft drinks, and eat lower-fat foods whereas women seem to be overly concerned with health and weight control leading them to eat more fruits, vegetables, fish, and have overall healthier diets (Mroz et. al, 2010; Wardle et. al, 2004). This behavior is a product of the strong consumption gender stereotypes that exist in our society.

Caine & Schuele (2009) studied gender differences in food preferences of school-aged children and adolescents. The study found significant differences in preferences by gender, with boys demonstrating a higher preference for "ethnic", "fish and casseroles," and "beef, pork and barbecue" and females showing a higher liking for "starches and sweets" and fruits and vegetables. Gender differences in food consumption can start as early as elementary school.



While boys ended up surpassing female's liking for fruits and vegetables in high school, the greatest discrepancy in food preferences by gender were seen in the middle school aged group. This is the also the age group that is most susceptible to internalize messages from television. Thus, given the results of this study, I can infer that middle school children are receiving strong messages about gender differences and food consumption.

Females are known to prefer a much lower caloric and fat diet than men (Wardle et.al, 2004). This may be in part because of the strong and persistent consumption stereotypes that start early in life. Women are viewed by others and by themselves as more or less feminine according to the amount of food and type of food they choose to consume. Females who eat less quantities of food are not only viewed as more feminine, but are thought by others to be more attractive, expressive and to have a better personality than females who behave inappropriately and consume larger quantities of food (Vartanian et. al, 2007; Mroz et. al, 2011; Chaiken and Pliner, 1987). Because what and how much you eat can give off a particular impression, women often adjust food consumption to give off a more feminine appeal (Vartanian, 2007). Food is in turn seen and utilized more as social message then the more important nutritional purpose and may lead people to choose foods more on their potential message they can convey.

## **CHAPTER CONCLUSION**

Given past research I expect the representation of food in television programs to be promoting gendered stereotypes and unhealthy eating behaviors. While television programs have recently started promoting strong female characters, recent studies show disparities in food consumption by gender in school-aged children. Studies also show strong female characters on

children's television shows being "policed into pre-recorded laugh tracks" to send the overall message that girl power is a joke (Myers, 2013). Gendered eating behaviors can lead to serious gendered health implications. Thus my hypotheses for the research questions (where a hypothesis is applicable) are:

- 1) Male characters will reference and eat food at a higher rate than female characters.
- 2) Female characters will be shown eating stereotypical feminine foods over any other food category.
- 3) Male characters will be shown eating masculine foods over any other food category.
- 4) Male and female characters will be discouraged both by other characters and laugh tracks to eat a food stereotypical of the opposite gender.
- 5) Laugh tracks will be more present while female characters are eating or referencing food.

### Chapter 3

## DATA AND METHODS

#### *Data*

To test my hypotheses I completed a content analysis of gender and food representation of the lead characters in 57 episodes of *iCarly*. I sampled every other episode across seven seasons beginning with the first episode of seasons one (25 episodes), two (25 episodes), three (20 episodes), four (13 episodes), five (11 episodes), season 6 (7 episodes), and season 7 (9 episodes). Thus the final count of coded episodes for each season was thirteen episodes from season 1, thirteen episodes from season 2, ten episodes from season 3, seven from season 4, six episodes from season 5, three from season 6, and five from season 7 (see Appendix A for episode titles by season). Under DHHS regulations, this research based on viewing and coding episodes from a television series, is not considered “Human Research” and therefore did not require review from the Institutional Review Board.

#### *Why iCarly?*

*iCarly* was chosen due to its success and popularity as a children’s television series. The series won the *Kid’s Choice Awards*’ ‘Favorite TV Show’ category for three consecutive years (“iCarly,” n.d.) from 2009-2011. In the same three years Miranda Cosgrove, the star actress in *iCarly*, was also nominated as ‘Favorite Comedy Actress’ for the *Teen’s Choice Awards*, an award show aimed at a demographic audience aged 9-14. *iCarly* ran for seven series, generated

spin-off shows and was among the most popular children's shows of the last decade (see Chapter 4).

Episodes were watched in full and obtained from series DVD's as well as being available online. Each episodes lasted approximately 23 minutes. Some episodes were combined into a special 44 minute long shows. In order to keep episode length time consistent these episodes were stopped at 22 minutes, the following 22 minutes were considered another episode (pt.2) and skipped.

### *Variables*

Data on the five main characters were coded onto an excel spreadsheet. Attributes of interest included gender (male or female), eating behavior, and reactions. Different aspects of eating behaviors were coded; the number of times a character ate, if they ate alone (alone with no one around, alone but around others), and the type of food eaten (female food, male food, or neutral food – see Table 1) as well as origin of food (Mexican, Italian, American, Asian, Mixed, Other, and Neutral).

Regarding the type of food eaten, male food categories consisted of red meats, breads, potatoes, fatty foods, and soda whereas female food categories consisted of fruits, cheeses, soups, sweets (cake, biscuits, puddings, chocolates), salads, coffee & tea (Holm & Jensen, 1999; Vartanian, 2007; Turner et. al, 2013). Food items with the word fatty, fried high calorie, or high fat were coded as masculine whereas foods that were low in calorie were coded as feminine (Wardle et. al, 2004). Foods that did not fall into male or female categories were coded as neutral (pasta, soup, smoothies, etc).

Food references made by the characters, their food category and reactions to the reference were also coded for. Verbal references referring to food figuratively such as calling someone

“the big cheese” were not coded, only references with clear intent to eat were coded (Faulkner & Story, 1990). Food references for entertainment such as games, or throwing were also avoided unless the character expressed an intent to eat the reference. For example, in season 2 episode 1 the characters put blueberries up their nostrils as part of their webshow act, this reference was not recorded.

The reactions to the food consumed or referenced were coded as approving, disapproving, humorous, or neutral. Approving reactions included smiles or any positive comments made by the eater or others such as “yummy” and “this is so good.” Disapproving reactions included any negative comments expressing disgust or guilt and disapproving facial gestures. If characters laughed the reaction was coded disapproving. Laugh tracks during the eating behavior or reference were also coded for. Group eating was also coded for; the location of the group-eating event (home, restaurant, school, car, other) the dynamic of the group (friends, family, date) and the context of meal (snack, meal) were noted as well as the food category using the categories noted above.

Table 1 Gender Category Classification for Food Items on iCarly					
Masculine Foods		Feminine Foods		Gender Neutral Foods	
Fried chicken	Mustard from bottle	Vegetables & dip	Low-fat soda	Pretzel Chips	Spaghetti Cabanara with
Ham	Ketchup from bottle	Pear	Low-fat smoothie	Popcorn	garlic bread
Bacon	Salsa	Strawberries	Cake Batter and	Nuts (Cashews)	Spaghetti
Hot dog	Soda	Asparagus	frosting	Water	Gnocchi
Chicken-pot pie	Cereal w/ rootbeer	Banana	Chocolate	Smoothies	Eggs
Quesadillas	Root Beer	Grapes	Icing	Hawaiian punch	Cherry Pie
Biscuit	Soda & French fries	Orange	Icecream	Iced Tea	Sandwich (unspecified)
Fried Fish Sticks	Fat cakes	Vegetable	Jelly Donut	Lemonade	Tuna sandwich
Fat Shake	Cheese squeeze	squash	Chocolate	Milk	Soup
Meatballs	Can of pie filling	Watermelon	pudding	Juice	Gumbo
Ribs	Chinese food	Strawberries	Cookies	Pickle juice	Toast w/ butter
Bacon-Flavored	Spaghatt Tacos	Apples	Cupcake	Grape Juice	Waffles and strawberries
Chicken-stir fry	Tacos	Corn on the cob	Caramel Apple	Orange juice	Cheese
Steak	Meat Lasagna	Guava	Caramel corn	Coffee	Popsicle
Pork-Chops	Pizza	Kiwi	Candy	Hot beverage w/	Thai food Peanut butter
Chili	Burrito	Celery		Marshmallow	
				Punch	

## Chapter 4

### DESCRIPTION OF iCARLY SHOW AND CHARACTERS



Figure 1 Cast of iCarly



Figure 2 Freddie, Sam and Carly recording the webshow

*iCarly* is a Nickelodeon sitcom about Carly and her two friends, Sam and Freddie, who create a web show that becomes an instant internet sensation. Sam and Carly are the stars of the web show, named *iCarly*, and are also responsible for writing the content; Freddie is the cameraman and technical producer responsible for all of the behind the scenes material Carly lives in a Seattle apartment with her older brother, and legal guardian, Spencer where the web series is recorded and rehearsed. The show centers around the impact of the successful web show on their main characters' lives with a focus on dealing with everyday issues.

The show ran from September 8, 2007 until November 23, 2012 and was created by producer Dan Schneider who has also created many other successful shows such as *Zoey 101*, *Victorious*, *Sam & Cat*, *The Amanda Show*, *All That* and *What I like About You* ("Dan Schneider, TV Producer," n.d). In 2010 *iCarly* was the top rated children's program on cable television. The show has brought in as many as 11.2 million viewers for one episode and in 2012 it was nominated for an Emmy ("Dan Schnieder," n.d.; "List of iCarly Episodes," n.d.). Wikipedia and Wikia aided all character descriptions below.

## *i*CARLY CHARACTERS

Carly Shay is a smart, good student, who is kind yet slightly naïve. She does not like trouble or physical confrontation. However she is a very loyal friend and often takes the blame for Sam's misconduct. She isn't tough and never attempts to physically attack others. She is usually the voice of reason among her friends. She is also easily grossed out. She is always well groomed and wears a combination of dresses, skirts, and girly blouses. She affirms Sam's view of her as prissy saying she is the "prissiest."



Figure 3 Carly sitting on the couch



Figure 5 Sam passing out after eating

Sam Puckett is Carly's best friend and is a tomboy who hates school, cheats on tests and does not do homework. She steals lunches from kids at school and constantly physically attacks and makes fun of people. She is prone to aggression and has even been arrested in the past. She is portrayed as gluttonous with a special love for meat (fried chicken, ham, bacon). She refers to her mother as "dead beat" and often spends time at Carly's to avoid her. She also does not seem to respect adults. However, Sam is nice to Carly and seems to be a nice girl at heart.

Freddie Benson is Carly's next-door neighbor and is a genuine "tech-geek." He is a good student who achieves high grades and is very involved and is in the A.V club. He has an overprotective and overbearing mother who is a germ freak and has gone to the extreme of having a GPS chip implanted in him. He avoids trouble and often makes unfavorable comments about Sam's behavior. Freddie is always very clean cut and polished. He often wears button downs and jeans.



Figure 6 Freddie producing the webshow



Figure 7 Spencer with a pizza

Spencer Shay is Carly's wacky, eccentric, immature, and childish older brother. He is an artist and passes his time creating sculptures and artistic inventions. He is goofy, unreliable, and spontaneous. As a parental figure he is lenient and submissive. He often agrees to participate in the children's foolish adventures. He is however very protective of Carly and acts impressively responsible when the situation calls for it.

Orenthal "Gibby" Gibson has an odd personality and pudgy appearance. In earlier seasons he would take off his shirt for no apparent reason however in later seasons this behavior has subsided and he has even stated so. He is confident and seems to be unaware of his "out there" personality. He is a character full of surprises such as hot girlfriends, kickboxing abilities, etc. He is a common guest of the *iCarly* web-show within the series and a friend of Carly, Sam, and Freddie.



Figure 8 Gibby with his shirt off



## Chapter 5

### FINDINGS

#### *Descriptives*

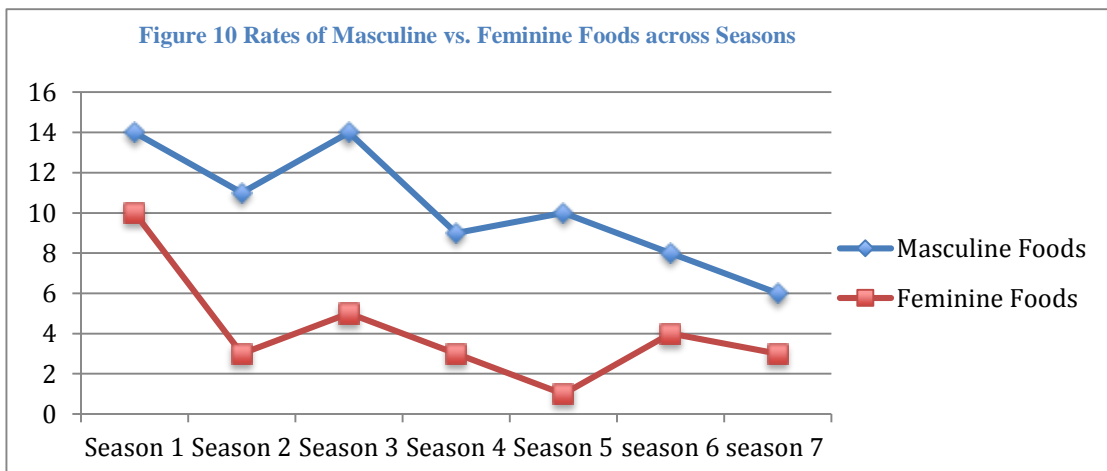
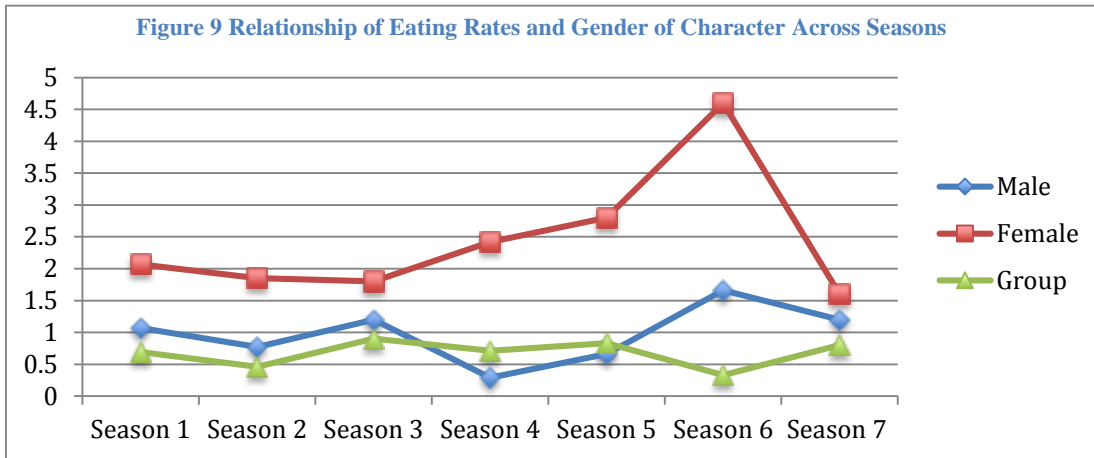
Summing across the 57 episodes viewed and coded the main characters were shown eating 138 times and referencing food 77 times for a total of 215 food-related interactions. Food was mentioned or eaten approximately 3.77 times per episode. Across the 57 episodes only one episode did not include a reference to food being eaten or mentioned by a main character. Specifically, food was eaten at a rate of 2.42 times per episode and referenced with the intent to eat at a rate of 1.35 per episode.

Out of the total 215 food-related interactions female characters were responsible for 59%, male characters 23%, with group eating (2+ characters) accounted for the remaining 18%. Excluding group eating, the total amount of food references was 177 (female 72% and male 28%). Of the 77 food-related references, female characters were responsible 74%.

While these totals aggregated across the seven seasons are informative it is also useful to examine the data across seasons (Figure 9). Female characters consistently ate and referenced food compared to their male counterparts through seasons 1-6. In season 7 male and female food interactions showed little disparity. **This finding does not support my hypothesis that male characters would be shown eating and referencing food at a higher rate than female characters.**

Thirty-two percent of food accounts were stereotypical masculine food items (refer back to Table 1), approximately 14% stereotypical feminine foods, and the remaining nearly 54%

were gender-neutral foods. Figure 5.2 illustrates the rates of reference to masculine foods and feminine foods across all seven seasons. Masculine foods, synonymous with unhealthy foods, are shown at a higher rate across all 7 seasons. This finding supports my hypothesis that overall, masculine foods would be referenced and eaten at a higher rate than feminine foods.



### *Laugh Tracks*

Laugh tracks were on 50% of the time during when female characters were either eating or referencing food with the intention of eating and 40% of the time male characters were doing

the same. When separating eating from referencing food events these dimensions reveal a large gap. **This finding supports my hypothesis that females would have a higher rate of laugh tracks than males.** When female characters were eating laugh tracks were only on 36% of the time yet when they were referencing food with the intention of eating the laugh tracks were on 65% of the time. In contrast, when male characters ate the laugh tracks were on 47% of the time and on just 30% of the time for food references. Table 2 shows the presence of laugh tracks while characters were eating or referencing a food category that is different than the gendered expectations for their sex. For example, when females ate or referenced a masculine food the laugh track was on 73% of the time. Laugh tracks were on 80% of the time males broke gender stereotypes by eating or referencing a feminine food. **This finding supports my hypothesis that non-stereotypical gendered eating behaviors would be discouraged by the presence of laugh tracks.**

Laugh Tracks	Female & Masculine Food (%)	Male & Feminine Food (%)
Yes	73	80
No	28	20
Total	100	100

### *By Character*

The character Sam was solely responsible for 41% of the 177 total character references (eating and references to food). The distribution across the other main characters was: Carly 22%, Freddie 6%, Spencer 19%, and Gibby 3%. Collectively Sam ate or referenced food an average of 1.54 times per episode, Carly 0.68 per episode, Freddie 0.19 per episode, Spencer 0.62 per episode, and Gibby 0.08 per episode.

Table 3 and Figure 2 show the change in the rates for each main character across the seven seasons. It is important to note that Season 6 contains one episode *iOpen a Restaurant* that is explicitly centered around food. The episode has a higher rate of food occurrences than any other episode that I coded. In order to account for potentially skewed results generated by this episode it was excluded from the analysis and new rate values were recalculated. Values without this episode are represented by 6\* in Table 3 and by the dotted line in Figure 11.

Character	1	2	3	4	5	6	6*	7
Sam	1.46	1.38	1.20	1.71	2.16	3.33	1.50	0.80
Carly	0.76	0.46	0.40	0.71	0.66	1.33	2.00	0.80
Freddie	0.23	0.15	0.30	0.00	0.00	1.00	0.50	0.40
Spencer	0.69	0.54	0.80	0.14	0.66	0.66	0.66	0.00
Gibby	0.00	0.08	0.01	0.14	0.00	0.00	0.00	0.00

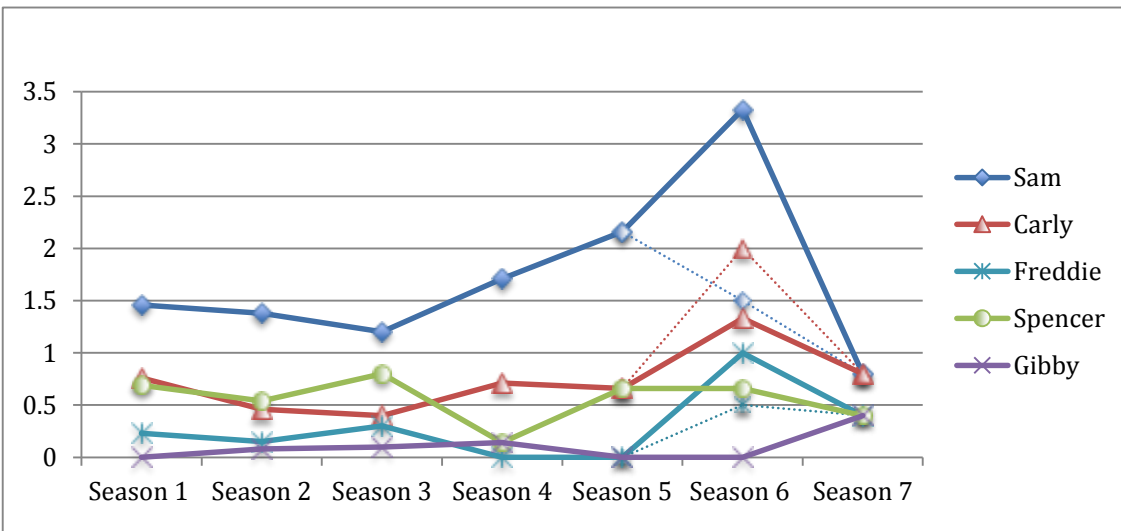


Table 4 shows the relationship between character and gendered category of the food items referenced and eaten. Sam is the only character who prefers a masculine diet; all other

characters have a more neutral diet. The other female character, Carly, eats or references masculine food approximately 13% of the time compared to Sam's 53%.

	Sam	Carly	Freddie	Spencer	Gibby
Masculine Food	53.28	12.80	0.00	23.53	0.00
Feminine Food	6.82	25.64	27.27	14.71	40.00
Neutral Food	40.91	61.54	72.72	61.76	60.00

The presence of the laugh track also varied by character. Table 5 shows the frequency of laugh tracks during character interactions with food. Sam and Gibby were shown to have the highest rate of laugh tracks with 61% and 60% of their food interactions being accompanied by a laugh track respectively. The character of Spencer was next in line with 44% of his food references and eating occasions having laugh tracks. Carly and Freddie's food interactions were the least likely to be accompanied by laugh tracks with 23% and 18% respectively.

Laugh Tracks	Sam	Carly	Freddie	Spencer	Gibby
Yes	61.36	23.00	18.00	44.00	60.00
No	38.64	27.00	82.00	56.00	40.00
Total	100.00	100.00	100.00	100.00	100.00

### *By Gender*

Table 6 demonstrates the gender of the character and the food category eaten. Out of the 70 times female characters were shown eating, over a third of the time (34%) they were eating a masculine food, almost 16% of time a feminine food, and 50% of the time a neutral food. Female characters were nearly twice as likely to be eating a masculine food than a feminine food. Out of the 30 times male characters were shown eating, they were eating a masculine food 20% of the time, a feminine food 23% of the time and a neutral food 57%. Given the small percentage

differences, male characters did not seem to prefer any gender category when eating. **These findings do not support my hypotheses that female characters would be more likely to eat feminine foods and male characters more likely to eat masculine foods.**

**Table 6 Cross-tabulation Showing the Relationship Between Gender of Character and Type of Food Consumed**

	Female Characters (%)	Male Characters (%)
Masculine Food	34.29	20.00
Feminine Food	15.71	23.30
Neutral Food	50.00	56.60
Total	100.00	100.00

Table 7 shows the sex of the character and the type of food category the character mentioned. Females referenced feminine foods the least (14%) and referenced masculine foods (49%) at a higher rate than any other category including neutral foods (37%). Male references consisted of 15% feminine foods, 25% masculine foods, and 60% neutral foods. Males were thus more likely to interact with a neutral food than another category and least likely to interact with a feminine food. Within gender categories, males were more likely to reference masculine foods. **My hypothesis that females would be more likely to reference feminine foods was not supported however my hypothesis that males would be more likely to reference masculine foods was supported.**

**Table 7 Cross-tabulation Showing the Relationship Between Gender of Character and Type of Food Referenced**

	Female Characters (%)	Male Characters (%)
Masculine Food	49.13	25.00
Feminine Food	14.03	15.00
Neutral Food	36.84	60.00
Total	100.00	100.00

Table 8 shows self-reactions and the reaction of others when a female ate or referenced a masculine food. When a female ate a masculine food she had a self-approving reaction 73% of

the time this behavior occurred; the character was neutral to her behavior for the remaining 27%. This behavior generated a neutral reaction from others 62% of the time. Similarly, Table 9 shows self-reactions and the reaction of others when a male character ate or referenced a feminine food. The self-reaction of a male character eating a feminine food was approving 40% of the time, disapproving 30% of the time, and neutral 30%. The reaction of other characters to this behavior was more likely to be a neutral one.

**Table 8 Percentage Frequency of Reactions when a Female Character Interacted with a Masculine Food**

	Reaction of Character	Reaction of Others to Character
Approving	73.00	7.69
Disapproving	0.00	30.77
Neutral	26.92	61.54
Total	100.00	100.00

**Table 9 Percentage Frequency of Reactions when a Male character interacted with a Feminine Food**

	Reaction of Character	Reaction of Others to Character
Approving	40.00	30.00
Disapproving	30.00	10.00
Neutral	30.00	60.00
Total	100.00	100.00

### *Group Eating*

Group eating was shown 38 times for a rate of 0.67 per episode. Group eating was more likely to consist of either neutral (58%) or masculine foods (29%). Ninety-two percent of group eating consisted of friend groups, 5.3% were dates, and 2.6% was other events such as a party or a social gathering. Group eating was more likely to take place at a home (50%) or at a restaurant (34%). The remaining other group eating locations account for 16% and consist of at school, in cars, and other; there were no important differences between these categories. Furthermore,

reactions of the group and others to the group were disapproving only when the group was eating a feminine food. The only time laugh tracks were present during group eating was when the group ate a feminine food. Laugh tracks were rarely on during group eating, they only were on 13% of the time.



## Chapter 6

### DISCUSSION

The purpose of my research was to examine eating behaviors and the portrayal of gendered diets on a popular children's television show. Television is perhaps one of the most influential sources of entertainment, possessing the power to directly influence children's behavior (Gerding & Signorielli, 2014; Witt, 2000). Children aged 8-10 watch more TV than those in any other age category and are at a crucial stage of cognitive development; making them more likely to internalize messages delivered by "role models" on television shows (Anderson, 1986; Romano, 2004). Promoting gendered diets can result in unhealthy eating behaviors that lead to many social and health consequences. Past research shows that despite their negative consequences, the media and society heavily promote gendered specific diets and perpetuate gender stereotypes. In order to explore the food messages that children's television shows were sending, I conducted a content analysis of 57 episodes of the award winning children's comedy series *iCarly*.

One of the goals of this research was to determine if male characters reference or eat food at a higher rate than female characters on a popular children's television show (Hypothesis 1). Given past research that encourages a masculine eating society, I expected to find this relationship; I did not. Females accounted for 72% of total character food interactions. They made more food references than males and were shown eating more often than males. On the surface this finding does not support the notion that children's television programs are promoting gendered eating behaviors and seems to be a result of the "girl power" wave that Nickelodeon

has created challenging conventional ideas about how women should act and think (Banet-Weiser, 2004). However it is important to understand the type of female characters that are interacting with food as this is crucial to understanding their influence over an audience (Hoffner, 2009; Bandura, 1977).

My next research question (Hypothesis 2) looked at the relationship of the character's sex and the type of food they were more likely to eat or reference. Female characters were expected to be eating and referencing stereotypical female foods at higher rate than masculine foods. My research did not support this hypothesis and found that females were more likely to be shown eating neutral foods and referencing masculine foods. They were more likely to eat or reference a masculine food over a feminine food. Male characters were expected to be eating stereotypical masculine foods at a higher rate than any other food category (Hypothesis 3). My hypothesis was not supported as males were more likely to be both referring to and eating a neutral food. The lack of differences between gender categories for male characters could be a result of our society being more preoccupied with female eating behavior than male eating behavior (Mroz et. al 2010; Wardle et. al, 2004).

### *Specific iCarly Characters*

The high rates of female characters referencing and eating foods, specifically masculine foods are largely due to the character Sam. Sam referenced food at a rate of 1.54 times per episode whereas Carly referenced food about 0.68 times per episode. As demonstrated by Table 5.2 Sam consistently out ate and out referenced Carly for 6 seasons. Sam is portrayed as a "bad girl" who gets in a lot of trouble at school and eats in physically unattractive ways (e.g., open-mouthed, messily, belching and burping). Wishful identification, the deep desire to be like a

media character, is influenced by the manner in which the characters are portrayed (Hoffner & Buchanan, 2009; Bandura, 1977). Viewers then evaluate media characters similarly to how they evaluate real people in their everyday lives and assess the characters personality traits and consequences of those traits (Hoffner & Buchanan, 2009). When characters are seen as having negative consequences their behavior is unlikely to be emulated (Bandura, 1977; Hoffner & Buchanan 2009). Over sixty percent of the time Sam was eating or referencing food her behavior was accompanied by a laugh track, a perceived negative reaction. Hoffner and Buchanan (2009) explain that for females to desire to be like a character the character must be perceived as successful in their lives and actions, nonviolent and behaving in socially desirable ways, and admired by the other characters; all things that Sam is not. Given her overall appearance as well the high rate of laugh tracks Sam would unlikely instill “wishful identification” in the audience. Since she is largely responsible for the breaking of gendered stereotypes on the show and characters are specifically casted and given a script to follow, it can be concluded that Sam’s behavior is purposely meant to not be emulated. Using an unattractive character to break gendered stereotypes is thus reinforcing gendered diets. These findings are consistent with Myer’s (2013) finding of female characters that were breaking gender stereotypes but also being made out to be a heterosexual bully and joke.

The character of Carly however eats a much more feminine and neutral diet than Sam. In addition, Carly is a successful student and admired character on the show making her a stronger candidate for wishful identification and having her actions emulated by the audience. Laugh tracks were only on 23% of the time Carly was eating or referencing food. She ate significantly less than Sam over 6 seasons and only ate masculine foods 12% of the time. These findings by

character then support the notion that iCarly is promoting gendered diets and has strategically created different diets between characters of the same gender.

### *Laugh Tracks & Character Reactions*

The next set of research questions analyzed the reactions generated when a female or male ate a food that was stereotypical of the opposite sex. I expected laugh tracks to be present and the reactions of others to also be negative when a female ate a male dominated food (Hypothesis 4). My hypothesis was partially supported. When this behavior occurred, laugh tracks were present 73% of the time discouraging this behavior. Yet 73% of the time it generated an approving reaction from the character committing the behavior and a neutral reaction from others observing the behavior 61% of the time. The combination of this reaction shows that while Nickelodeon may be promoting “girl power” on the surface by an approving reaction of the character, the laugh tracks reminds viewers that this behavior is seen as humorous and discouraged in our society (Banet-Weiser, 2004; Myers, 2013). The underlying message is that this behavior is discouraged. If you are a female eating a male dominate food you will generate laughs even if you approve the behavior. The underlying laugh tracks could explain how regardless of the promotion of strong female characters, recent studies still show disparities in food consumption by gender in school-aged children (Caine & Schuele, 2009).

Laugh tracks also occurred at a high rate when male characters were eating feminine foods; they were on 80% of the time this behavior occurred. Male characters were not very likely to eat or reference feminine foods in the first place, they preferred a more neutral diet. The high rate of laugh tracks to this behavior in combination with the low frequency could be sending a strong message that this behavior is not approved in our society. Characters committing this

behavior generated a neutral reaction from others 60% of the time. The final research question explored which gender had a higher overall rate of laugh tracks during food-interactions. I expected laugh tracks to be more prevalent when female characters were eating or referencing food (Hypothesis 5). Female characters were found to have a higher rate of laugh tracks (50%) than males (40%). When separating eating occasions from food references the biggest difference was seen in food references. When female characters were referencing food laugh tracks were on 65% of the time which was much higher than the 30% of the time they were on for males. The overall message could be that females should not be casually talking about food.

#### *Complications and Future Research*

Improvements can be made to this study. Out of the three central characters on iCarly, two are female, which, does not allow for equal representation of males and females. While there are many important supporting male characters, the majority of interactions revolve around the three central characters. Thus, actions such as eating rates and food references may be skewed due to the gender composition of the main characters. Future research should look into a television program with a more egalitarian gender makeup.

Another area of improvement is the small sample size. While eating occurred at a high rate, 57 episodes does not allow for a sample size that is representative of all children's television programs. Thus, future studies could look into studying a combination of different popular children's television shows. Possibilities are *Victorious*, the series that won the Kid's Choice Awards for two consecutive years after iCarly's streak, and *Sam and Cat*, a spinoff that blends the two of the main characters of iCarly and *Victorious* ("Dan Schnieder," n.d.). Other directions are to consider shows on different networks such as Disney, ABC Family, Cartoon Network and

see if representations of food vary across networks. Importantly a future study should also examine gendered eating behaviors on children's television programs over time.

It would also be interesting to look at television programs that do not use laugh tracks since much more importance would be placed on character interactions and comments. In this study, laugh tracks were used to discourage behaviors and signify the event as humorous. A show that does not have laugh tracks may find harsher character reactions and dialogue discouraging behaviors among television characters. A television program lacking laugh tracks might also have lower rates of characters eating food categories of the opposite sex.

Finding programs and designing a study that met all of the stated criteria above would face numerous challenges as it is also important to identify successful programs. Just focusing on *iCarly* was a compromise based on time limitations, availability and other logistical concerns. However, *iCarly* was an ideal programming choice in many respects; hugely popular, award winning, long-lasting, and it included strong female lead characters but with cross-over appeal to both girls and boys.

## **Conclusion**

Overall, research suggests that the media is encouraging gendered eating diets. Within *iCarly*, while females and males are shown eating foods more typically consumed by the opposite sex, these behaviors are seemingly discouraged by laugh tracks. Furthermore the personality trait of the female character that is more likely to break gendered eating stereotypes is unfavorable and does not promote "wishful identification." Consumption stereotypes regarding sex are also encouraged as females are shown eating at a higher rate but are discouraged by laugh tracks. This is an important question to study as young girls and boys

become older women and men and gender specific diets can promote gender specific illnesses.

For example, men have higher rates of heart disease and cancer, which is often attributed to their low levels of fruit and vegetable consumption yet high levels red-meat consumption. According to Renoylds et al. (2013) women are promoted a diet that is more protective against heart disease and several cancers. However, the stigma to eat feminine foods in order to convey an appealing image can lead to more psychological effects such as guilt, depression, and early dieting as early as 9 years old which can eventually lead to bulimia and anorexia.

In sum, television has the power to shape behaviors. If children's television programs are promoting gendered diets the effect could be eating behaviors that result in physical and psychological problems for both sexes. It is important to be aware of what sources are promoting unhealthy eating behaviors so that we could work towards changing the message.

## Appendix A

### List of iCarly Episodes

S01 E01	iPilot	S03 E19	iPsych
S01 E03	iDream of Dance		
S01 E05	iWanna Stay with Spencer	S04 E01	iGot a Hot Room
S01 E07	iScream on Halloween	S04 E03	iGet Pranky
S01 E09	iWill Date Freddy	S04 E05	iDo
S01 E11	iRue the Day	S04 E07	iStar a Fan War pt. 2
S01 E13	iAm your Biggest Fan	S04 E09	iPity the Nevel
S01 E15	iHate Sam's Boyfriend	S04 E11	iParty with Victorious pt. 1
S01 E17	iDon't Want to Fight	S04 E13	iParty with Victorious pt. 2
S01 E19	iGot Detention		
S01 E21	iMight Switch Schools	S05 E01	iLost My Mind
S01 E23	iCarly Saves TV	S05 E03	iCan't Take it
S01 E25	iHave a Lovesick Teacher	S05 E05	iQ
		S05 E07	iStill Psycho Pt. 1
S02 E01	iSaw Him First	S05 E09	iBalls
S02 E03	iOwe You	S05 E11	iToe Fat Cakes
S02 E05	iGo to Japan pt. 1		
S02 E07	iGo to Japan pt. 3	S06 E01	iApril Fools
S02 E09	iChristmas	S06 E03	iOpen a Restaurant
S02 E11	iGive a Car Away	S06 E05	iPear Store
S02 E13	iMet Fred		
S02 E15	iWant my website back	S07 E01	iShock America pt. 1
S02 E17	iGo Nucleae	S07 E03	iGet Banned
S02 E19	iDate a Bad Boy	S07 E05	iRescue iCarly
S02 E21	iTake on Dingo	S07 E07	iBust a Theif
S02 E23	iTwins	S07 E09	iGoodbye Pt. 2
S02 E25	iFight Shelby Marx pt. 2		
S03 E01	iThink They Kissed		
S03 E03	iSpeed Date		
S03 E05	iHave my Principals		
S03 E07	iMove Out		
S03 E09	iQuit iCarly pt. 2		
S03 E11	iWas a Pageant Girl		
S03 E13	iSpace Out		
S03 E15	iBloop		
S03 E17	iBelieve in Bigfoot		



## Appendix B

### CODING SHEET

Season  
 Episode  
 Eating  
 Reference to food with intent to eat  
 Food Item  
 Masculine Food  
 Feminine Food  
 Neutral Food  
 Ethnicity of Food (Mexican Food, Asian Food, Italian Food, American Food, Neutral)  
 Character (Sam, Carly, Freddie, Spencer, Gibby)  
 Gender of Character (Male or Female)  
 Group eating  
 Male eating masculine food, feminine food, neutral food  
 Male referencing masculine food, feminine food, neutral food  
 Female referencing masculine food, feminine food, neutral food  
 Female referencing masculine food, feminine food, neutral food  
 Laugh track to eating  
 Laugh track to reference  
 Eating Alone  
 Eating Alone but others around  
 Self reaction to eating  
 Self-reaction to reference  
 Other's reaction to eating  
 Other's reaction to reference  
 Type of group (friends, family, date, other)  
 Location of group (Home, Restaurant, School, Car, Other)  
 Group eating gender food category (Masculine, Feminine)  
 If group eating was present, was the laugh track present during the behavior? (1=yes, 2=no)  
 What was the reaction of the group to their eating? (1=approving, 2=disapproving, 3=humorous  
 4=neutral/no reaction)  
 What was the reaction of others to their group eating (1=approving 2=disapproving 3=humorous  
 4=neutral/no reaction)

## Appendix C

## SEASON 1 SUMMARY DATA

	<b>Eating</b>	<b>References</b>	<b>Total</b>
	32	18	50
E01	3	2	5
E03	2	3	5
E05	1	3	4
E07	1	1	2
E09	3	0	3
E11	4	1	5
E13	3	1	4
E15	1	3	4
E17	1	1	2
E19	1	1	2
E21	1	0	1
E23	6	1	7
E25	5	1	6

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Sam</b>	7	12	19
<b>Freddie</b>	3	0	3
<b>Carly</b>	7	3	10
<b>Gibby</b>	0	0	0
<b>Spencer</b>	9	0	9

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Male</b>	5	6	14
<b>Female</b>	14	15	27
<b>Group</b>	9	0	9

<b>Masculine</b>	<b>Feminine</b>	<b>Neutral</b>
14	10	26

## Appendix D

### SEASON 2 SUMMARY DATA

	<b>Eating</b>	<b>References</b>	<b>Total</b>
	28	12	40
E01	6	2	8
E03	4	0	4
E05	3	1	4
E07	0	0	0
E09	1	0	1
E11	3	0	3
E13	3	1	4
E15	1	0	1
E17	2	1	3
E19	3	3	6
E21	0	1	1
E23	1	2	3
E25	1	2	3

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Sam</b>	15	3	18
<b>Freddie</b>	2	0	2
<b>Carly</b>	3	3	6
<b>Gibby</b>	3	4	7
<b>Spencer</b>	0	1	1

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Male</b>	5	5	10
<b>Female</b>	18	6	24
<b>Group</b>	5	1	6

<b>Masculine</b>	<b>Feminine</b>	<b>Neutral</b>
11	3	25

## Appendix E

### SEASON 3 SUMMARY DATA

	<b>Eating</b>	<b>References</b>	<b>Total</b>
	26	13	39
E01	2	4	6
E03	1	2	3
E05	1	1	2
E07	2	1	3
E09	3	0	3
E11	6	2	8
E13	3	1	4
E15	3	2	5
E17	3	0	3
E19	2	0	2

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Sam</b>	6	6	12
<b>Freddie</b>	1	2	3
<b>Carly</b>	5	0	4
<b>Gibby</b>	5	3	8
<b>Spencer</b>	0	1	1

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Male</b>	4	8	12
<b>Female</b>	13	5	18
<b>Group</b>	9	0	9

<b>Masculine</b>	<b>Feminine</b>	<b>Neutral</b>
14	5	19

## Appendix F

### SEASON 4 SUMMARY DATA

	<b>Eating</b>	<b>References</b>	<b>Total</b>
	17	7	24
E01	3	2	5
E03	5	0	5
E05	2	1	3
E07	1	1	1
E09	3	1	4
E11	2	2	4
E13	1	0	1

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Sam</b>	9	3	12
<b>Freddie</b>	0	0	0
<b>Carly</b>	2	3	5
<b>Gibby</b>	0	1	1
<b>Spencer</b>	1	0	1

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Male</b>	1	1	2
<b>Female</b>	11	6	17
<b>Group</b>	5	0	5

<b>Masculine</b>	<b>Feminine</b>	<b>Neutral</b>
9	3	19

## Appendix G

### SEASON 5 SUMMARY DATA

	<b>Eating</b>	<b>References</b>	<b>Total</b>
	18	8	26
E01	3	3	6
E03	4	1	5
E05	2	2	4
E07	5	1	6
E09	1	0	3
E11	4	0	4

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Sam</b>	9	4	13
<b>Freddie</b>	0	0	0
<b>Carly</b>	2	2	4
<b>Gibby</b>	3	1	4
<b>Spencer</b>	0	0	0

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Male</b>	3	1	4
<b>Female</b>	11	6	17
<b>Group</b>	5	0	5

<b>Masculine</b>	<b>Feminine</b>	<b>Neutral</b>
10	1	15

## Appendix H

### SEASON 6 SUMMARY DATA

	<b>Eating</b>	<b>References</b>	<b>Total</b>
	9	11	20
<b>E01</b>	3	2	5
<b>E03</b>	4	8	12
<b>E05</b>	2	1	3

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Sam</b>	3	7	10
<b>Freddie</b>	1	2	3
<b>Carly</b>	3	1	4
<b>Gibby</b>	0	0	0
<b>Spencer</b>	1	1	2

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Male</b>	2	3	5
<b>Female</b>	6	8	14
<b>Group</b>	1	0	1

<b>Masculine</b>	<b>Feminine</b>	<b>Neutral</b>
8	4	8

## Appendix I

## SEASON 7 SUMMARY DATA

	<b>Eating</b>	<b>References</b>	<b>Total</b>
	12	6	18
E01	6	1	7
E03	2	2	4
E05	3	1	4
E07	1	2	3
E09	1	1	1

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Sam</b>	2	2	4
<b>Freddie</b>	2	0	2
<b>Carly</b>	1	3	4
<b>Gibby</b>	2	0	2
<b>Spencer</b>	2	0	2

	<b>Eating</b>	<b>References</b>	<b>Total</b>
<b>Male</b>	6	0	6
<b>Female</b>	3	5	8
<b>Group</b>	4	0	4

<b>Masculine</b>	<b>Feminine</b>	<b>Neutral</b>
6	3	9



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## ACADEMIC VITA

### Jacqueline Roa

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[Jacqueline-Elizabeth@hotmail.com](mailto:Jacqueline-Elizabeth@hotmail.com)

## EDUCATION

### **The Pennsylvania State University**

Bachelor of Arts in Sociology, Minor in Biology

Schreyer Honors Scholar & Paterno Fellows Program

College of Liberal Arts

2015 Department of Sociology Student Marshall

### **Global Renewable Energy Education Network (GREEN) Program**

12 day renewable energy program in Costa Rica; included daily classes, factory excursions, and a capstone project

## LEADERSHIP & VOLUNTEER EXPERIENCE

### **Independent Research, Fall 2013-May 2015**

Developing an Honors Thesis in Sociology

- Supervised research exploring children's socialization into gendered diets
- Execution involves weekly goals, careful planning, and a deep understanding of society's affect on behavior
- Using Excel for coding and SPSS for analyzing data

### **Global Medical/Public Health Hybrid Brigade Trip to Nicaragua, Winter 2014**

Brigader

- Traveled to an underprivileged community in Nicaragua to provide access to health care and sanitation
- Obtained blood pressure, temperature, height, patient history and assisted physicians during consultation
- Provided manual labor to prepare and install a latrine, septic tank, and a cement floor

### **La Vie (Penn State Yearbook), Spring 2015**

Writer

### **Teacher's Assistant in 400 Level Social Statistic Course, Fall 2014**

Grading Assistant/Student Tutor

- Held weekly office hours for students who needed extra help with the material
- Responsible for grading assignments in a timely and organized manor and recording grades into Excel

**Pregnancy Resource Clinic, Fall 2014- Current**

Office Volunteer

**International Literacy Project, Spring 2013**

Project Leader

- Project Leader/Liason for *Mahanaim Iglesia Pentecostal* to build a children's library in Puerto Rico
- Worked closely with 5 other students to plan and execute minor fundraising events and book drives

**Adult Literacy Tutoring Internship, Spring 2013**

Tutor

- Weekly tutor to adult learners (ages 18-65) studying for their GED or LPN exam in Science, Reading, and Math
- Devised small lesson plans based on student progress & incorporated a variety of different teaching methods

**Green Service Project, Summer 2012**

Volunteer Participant

- Collaborated with a team of 10 program members to install a rainwater recovery system for a low income family
- Provided manual labor to prepare and install materials; following instructions provided by experienced contractors
- Interacted with the family in Spanish to better understand how this project would affect them

**WORK EXPERIENCE**

**LAFE FOODS, Summers 2009-2014**

Main Receptionist and Customer Service Operator

**Individual Marketing Design Projects 2013-Current**

Newsletter/Flyer Designer