

Abstract

Society has seen television advance since the first public broadcast on NBC on July 7, 1963. Nearly 80 years later television is comprised of a wide-range of programming to include soap operas, sitcoms, infomercials, sports, and the controversial era of reality TV. With such advancements, one of the leading programming formats are television talk shows.

Though talk shows are found on many, if not all, major networks as well as sister networks to parent companies, the *state of the talk show* is in desperate trouble. There is an evident lack of *male presence* in daytime television, as it relates to talk show hosts. Furthermore, there is an even greater lack of *black* male daytime talk show hosts. The motivation of this research is to make a great attempt through survey and interview research, in effort of cracking the code of daytime television talk shows.

This code seems to be granted to few success stories such as Oprah Winfrey, Ellen DeGeneres, and even the revolving panel on The View. However, what is the code for a black male to be successful hosting a television talk show to a predominantly female audience? Solving or making progress in this research study was imperative, because as the researcher, it was vitally important to get answers being a black man in media and communicative studies.

This study explored different methodology will reveal that consumers actually desire to see a greater presence of males in daytime television. Will this happen over-night? Probably not. However, it is the consumer who truly controls what is on television. Consumers translates to viewership, and where viewership is not present, programming cannot be successful. Therefore, this research is actually the beginning of future research and begins the generation of a conversation pertaining to this issue that perhaps, has been here since the inception of America.

Introduction

According to Greenburg and Smith (2002), *the daytime talk show has been a staple on television for more than more than two decades*. Daytime talk shows have revolutionized television viewing and has become a platform for the host(s) to have a voice in media. Talk shows have revolutionized from being strictly on radio, prior to 1963. This advanced to not only male hosts, who did dominate the industry at its inception. Pioneers like Sally Jessy Raphael, Oprah Winfrey, and Barbra Walters began to take-over and impact the daytime television talk show industry. However, one may question the impact of the voice that is expressed through each host over the years. Is there a predominant *type of host* or a particular *look* that a host may have? Others may even question, who makes the decision for who can be a host of a daytime television talk show?

These questions are often found nestled in homes over dinner. The thoughts often lingering in the minds of the audience watching what is perhaps *given* or *sold* for them to watch. Greenburg and Smith (2002), specify a monumental moment in daytime television by stating, *it has produced one of the wealthiest women, if not the wealthiest, in the nation in Oprah Winfrey*. This moment is often the pivotal goal of every talk show host: To be as big, if not bigger than the Queen of daytime television, Oprah Winfrey.

Healthy competition is what makes industries flourish, especially the television industry. However, in order to have any form of competition the competitor must be present. According to Lee Daniels (2015), *society is beginning to embrace black culture on television in record number*, as he spoke proudly on The View in reference to his hit-show *Empire*. The question however remains, is society embracing *black culture* during daytime talk shows? With a question so controversial lingering, as the big-elephant in the room, a great way to produce research and

data is through interview research. Interview research is a quantitative research method that allows the researcher to gain the breadth of knowledge. Therefore this research is comprised of ensuring that it also gets the depth of knowledge through qualitative survey research.

Literature Review: Has the Conversation Began?

According to Shattuc (1997), the television producer states that, *“in 1994 talk shows changed its form and direction. Men were no longer at the center-piece and leading women such as Oprah Winfrey and Ricki Lake transitioned the industry.”* She attests that there are five major areas where the direction of talk shows changed and are relative to the present format that is seen for generations to come. *“One, it is issue-oriented; content derives from social problems or personal matters that have social currency such as rape, drug use, or sex change.”* Shattuc continues to reveal how the audience structure is “central” and how many studio audiences are predominantly female. *“It is constructed for a female audience.”*

Shattuc has been a television producer for several decades and her text in 1997 is still relevant to a 2015 broadcasting skeleton format. This text reveals that there is a set formula that has been placed in position from the transition in talk show hosts from predominantly male to predominantly female. Prior to the Sally Jessy Raphael Show in 1981 there wasn't a heavy presence of female talk show hosts. Shortly after, Oprah Winfrey began her trial which would become a “focal-point,” as Shattuc describes and “essential-formula” for hosts to follow.

According to pop-culture enthusiast Rieff (2004), *“at the breaking point, a culture can no longer maintain itself as an established span of moral demands. Its jurisdictions contracts, it demands less, permits more. Bread and circuses become confused with right and duty. Spectacles become functional sacrament.”* Rieff is explaining what he believes to be the demise of daytime talk shows and overall television allowance and portrayal of society. He later attests

that, “we are in a spiraling downfall of which we allow gatekeepers to determine what society wishes to truly receive.” This literature supports this study, as according to Postman (1985), *“When a population becomes distracted by trivia, when cultural life is redefined as a perpetual round of entertainments, when serious public conversation becomes a form of baby-talk, when, in short, a people become an audience, and their public business a vaudeville act, then a nation finds itself at risk; culture-death is a clear possibility.”*

This study is tied to prior research done that to an extent dabbles in the inquiry of why and how media is and what direction it will go in the years to come. Great communicative experts such as Neil Postman and Gary Chapman, have spoken upon communication and media. According to Chapman (2010), *“Communication requires a language. That language is a love language. More often than not, everyone receives and delivers a different love languages.”* Though this research pertains to communication, talk-show hosts have the platform to send a message to their audience; however, that message may not always be translated to the viewer. Further literature review aids this study in the area of race relations in the United States of America and its portrayal in present day media outlets.

According to Curran (2011), *“most of the images that we encounter in media reflect the experiences and interests of the majority groups in our society – those who make up the large common denominator. Audiences in which producers wish to sell to advertisers.”* This research brings new light to the desire to crack the code of talk show hosts in America. Each component of literature builds on one another. Shattuc (2011) speaks from the direction of the producer seeing a problem in the systematic way of television operation. Rieff (2004) and Postman (1985) discuss how the consumers have a power in what is seen. While Curran expressed, much like Postman that there are *gatekeepers* making the decision for society.

As it relates to this specifics of this study, looking into *race* and how there is a lack of black male representation, Curran (2011), also explains that *“the term “minority” has been applied to ethnically and racially define people. Commonly it has been strong against race, and more recently, lesbian woman and gay males, but even lesbian Caucasian woman have a greater advantage over a black male in media.”* This text weighs heavy to the study as it relates to the fact that one would attest Ellen DeGeneres is a lesbian Caucasian woman who has a daytime talk show, whereas, the only black male daytime representation is Steve Harvey and Michael Strahan, co-host to Kelly Ripa, a Caucasian female.

The literature revolving the talk show industry is far and few between in specifics. There are great articles on the power of the Oprah Winfrey, or the comedy of Ellen DeGeneres. There are even articles about high-definition and technological talk show advances. Nonetheless, the literature pertaining to the representation of a black male as host on a daytime television talk show, which is predominantly female, as stated in the above literature, is not present. This study serves as a platform to introduce research in this field, and support any that is in the works or already published with the use of research methodology.

Methodology: Cracking the Code with Survey and Interview Research

SURVEY RESEARCH

The survey strategy for collecting data included a 10 question survey comprised of 4 nominal, 4 ordinal, 1 interval, and 1 ratio question. The questionnaire was given to a sample of male and females who work or have worked in the media and communication field. The way that potential survey candidates were known to work in the media and communication field was based on social media engagement as it relates to the about us and employment sections found of different media networking sites. This was a convenient sample type. While it was given to these

individuals via e-mail and social media sites such as Facebook and Twitter, users completed the questionnaire anonymously. The reason for anonymity despite a calculated sample is because while I extended the offer to 50 media and communication workers, 21 completed the questionnaire by the set deadline. This was strategically done to keep the element of anonymity available during the process.

There were 24 participants who completed my online questionnaire of which was created through an online survey software entitled, Qualtrics. 46% of the participants were female and 54% were males. This survey was available to men and women because I expanded my sample, because as this project continues, I won't be limited to only the opinion of women. The total audience of television at large consists of both sexes. This became a transitioning development in the research and survey process, as while according to The Hollywood Reporter (2014), male viewership of daytime television is up 6 percent in the target demo of women 25-to-54. Meanwhile my survey participants ages 25-to-34 were 33% females who too stated that there is a lack of male hosting in daytime television.

INTERVIEW RESEARCH

Interview researching has the opportunity to produce detailed information that can be applied to the data found in a particular subject. During this interview, two people were selected as the test study. Interviewee A, who will be referred to as Yvette is a 32 year old single mother with two children. Her father was present, however, her mother was not present up. To this day, she still does not have a relationship with her mother. She identifies as Caucasian and African-American. Interviewee B, who will be referred to as Corey is a 25 year old male, steadily pursuing higher-academia. Both of his parents were present in his life and still are. He identifies as African-American and Puerto Rican. Both of which are convenient samples to the research.

The demographics of both candidates, who are complete strangers to the researcher, served as very important variables in the interviewing process. Their age and ethnicity would play a large factor in the data received throughout the interview. Prior to the selection process a leading question was selected, *what is missing from daytime talk shows?* This question for the researcher was open-ended. It allowed both candidates to freely express what they think is missing, while giving them the ability to take the conversation in any direction.

There were touring questions established to continue conversation, however by avoiding leading questions and probing for in-depth knowledge most touring questions were not used, as the conversation was immensely prosperous. Both candidates had a lot to say about the topic. As stated previously, getting to know each candidate through conversation was a technique used to set up the data parallel to results and their demographical background. Similar to survey research, when having those quantitative and qualitative measurements applied to the data it allows for a clearly picture and has the potential to provide a strong argument for the researcher conducting the particular study. In this interview study, very interesting psychological components surfaced as it relates to television and viewership.

Results: Cracking the Code with Data

SURVEY RESEARCH

Out of the 100% sample of participants that completed my survey, the average completion time was 4.06 minutes, being led askew by 2 participants who alone averaged a finish time of 31.75 minutes. Therefore, I was overall proud that the survey met my goal of over 24 responses in 24 hours, with a short time. I promised in my approach that it would take 2-4 minutes and that result was seen.

There were 5 key components that made my results related to my research question: How do *male* daytime talk show hosts formulate their show to attract a predominantly *female* audience. The first component was how there was an 8% lead of males who were interested to take the survey. Prior research shows within my research question assignment that according to Ault (2014) women are more likely to talk about shows with their peers, as women make up the greater majority of daytime talk show viewership. It was very interesting to find that ages 18 to 24 made up 33% of the poll, ages 25 to 34 made up 46% of the poll, ages 44 to 54 made up 17% of the poll. However, ages 35 to 44 male and female made up 4% of the poll. These age and gender findings will be beneficial to moving forward in my research and coming to a discussion.

The second component was when asked, What Daytime Talk Show(s) do you presently watch? (Please check all that apply) there was a minimum value of 1 and a maximum value of 9, with The Wendy Williams Show having 100% of the participants checking that they tune into her talk show. However, the male talk shows represented, The Dr. Oz Show, The Steve Harvey Show, and The Dr. Phil Show received 11 out of 24 votes, with the higher being, The Steve Harvey Show. This targeted my research question in terms of Steve Harvey presently being the only daytime *black* male host on television, yet my research showed more voted for him than Dr. Oz and Dr. Phil. This also showed an almost even uprising split among male hosts.

As the research continued (*Table 1*) there were more variables that began to reveal what consumers desired in daytime television, concluding with 75% of participants selecting yes, to the question asking: *Do you think there should be more MALE Daytime Talk Show hosts?* While only 25% selected no. This directly shows an effective methodology in correlation with the survey which led to the desire to perform interview research to gain the breadth of information.

INTERVIEW RESEARCH

“There is a lot missing from television period,” Yvette expressed immediately following the lead question. However, she then thought for a moment and stated, *“While there is so much missing from television as a whole, daytime television is missing its positive image. Folks can curse now, show cleavage, a lot of this wasn’t allowed back in my day.”* Daytime television has evolved since its inception and Yvette revealed that *“I have to block cable channels during the day just to make sure my 7 year old daughter doesn’t see some of the things Wendy Williams show during Hot Topics.”* Brown and Steel (2002) question, *Are the talk shows also a convenient venue for adolescents to find out about sex, as it pertains to the overwhelming sexual discussion spearheaded by female talk show hosts?*

Aside from her frustration the conversation turned to a much more serious tone. A tone that revealed what Yvette thinks is missing from daytime television, *“positive male imaging and portrayal, for real!”* While the response parallels to the research, this response was not prompted as conversation was fluid. The interview questions can be found in *Table 2* section. Yvette began to indulge about her life, her story, and why this was important to her. *“I grew up with a father and without my mother. We (my mother and I) don’t even have a relationship to this day! I mean people, females especially, dominate daytime television and often use it as a platform to criticize the male image. Well that’s not the ONLY male image in America. I had a dad, a good dad, and still do, America needs to see that image on television every morning the same way that they can see Wendy Williams, or The Real, The View, and all of those other “the” shows that don’t represent America completely.”*

Corey, the 25 year-old candidate, immediately answered the lead question with, *“black men. Positive black men. I almost don’t even want to see Steve Harvey, I’m happy for him, but before Oprah was OPRAH, no one knew her. Strong. Black. Woman. Let’s get someone from the*

start up, and watch their life revealed, just like we did Oprah. I was raised with both of my parents and I have seen a good, strong, black MAN take care of his family.” It was interesting however, to see that the American viewership or audience, isn’t necessarily pleased or in agreement with what is being represented on television.

“I truly believe that the way to make America more realistic is to show the true portrayal of America. I think we salute or get content when, Ellen DeGeneres a homosexual Caucasian female has a talk show. Keyword – Female. I think we get content when Queen Latifah Keyword – female gets a second-chance at a talk show, but when it gets cancelled we don’t voice our opinion. The system is corrupt and a male, a black male could really be on daytime television because it’s real-life. All black men are not gang-bangers. All black men are not “baby-daddy’s.” All black men are not the negative portrayal that we see every single day when we turn on the news. The state of the black man is in a bad condition in 2015, so now more than ever we should have a black male who can represent the community on daytime television in a positive way – in the same tongue that people ask, “will we have a female in our lifetime,” is where I ask what is the true 4-1-1 on black people on television, throughout history. Inequalities are inevitably present.”

Discussion: Brining the Conversation to the Forefront

This study is designed to begin a conversation. As expressed in the literature review, Curran (2011), *“most of the images that we encounter in media reflect the experiences and interests of the majority groups in our society – those who make up the large common denominator. Audiences in which producers wish to sell to advertisers.”* This statement is powerful in expressing that what is reflective in media is contingent upon society. The research question in this study, is how can a black male host be successful to a predominantly female

audience? When this research began the focus was catering to the predominant talk show viewership, *females*. This question rests valid, however, perhaps it is a sub-question to an even greater question: *how can a black male host be successful as a minority trying to cater to the majority audience?*

It is evident that in a 2015 America, there are still acts of hate and violence, racism and segregation, not only against black men, but minority-specific groups. Curran (2011), highlights the term “*minority*” to be anything less than the common denominator. The common denominator even in a 2015 America is unequivocally Caucasian men and women. This discussion furthers to support the research found in correlation to the original research question. The research then supports that even in this yet evolving society that we call *America the Beautiful*, consumers still have a desire to see diversity in the media.

Consumers like Yvette, who desires, “*positive male imaging and portrayal*,” her initial response goes beyond the paradigms of race and tackles on the proportions of gender as a whole. Consumers like the anonymous 82% that said *yes* I think there should be more MALE daytime talk show hosts. My research stands alongside Postman (1985), who believes that society will begin to “*amuse ourselves to death with the demise of television and media being controlled by gatekeepers*.” These gatekeepers, as according to Rieff (2004), are only subject to “*the breaking point of consumers*.” Therefore, consumers must begin to generate this conversation.

Though this study was able to find parallel research and literature, there was not as nearly as much research as media topics such as: *pop-culture, black crime in America, television technological advances* and a multiplicity of other media-related topics. This conversation is the nestled in the homes of families over dinner. This conversation is talked about at college kick-back parties and tailgates. This conversation is revolving around an ever-changing medium but

why has the change not yet come? The need for change is real to Corey the 25-year old survey participant who pleaded in the interview desiring for “*black men. Positive black men,*” exclaiming that “*before Oprah was OPRAH, no one knew her. Strong. Black. Woman.*” Both candidates have unique stories. Yvette is one out of thousands, maybe millions, of woman who were raised by a strong man, and lacked the motherly presence. But society almost trains us to believe that *mothers* are the main parents and *fathers* are often dead-beat, not present, not and involved.

Simply because society places this stigma, of which just as the literature review reveals, is represented in media from its depiction of society, does not mean that this is everyone’s story. More recently, I had a discussion with an older-aged *mid-50’s* Caucasian female who, “*loves Steve Harvey because he is funny.*” Comedy is great but viewers didn’t watch Oprah Winfrey, just because she was funny. Viewers didn’t watch Barbra Walter or even Robin Roberts, because they are funny. Corey stated, *strong* in his interview. Looking at the success of television talk shows, it is evident that many talk show hosts are strong, articulate, poignant, poised, assertive, yet caring, so can a male, a *black male* be successful talk show host be successful to a predominantly female audience?

This study is interesting to me because the subject-matter is directly a place in which I can directly relate. Though I am Puerto Rican and South America, my *skin-tone* in America defines me to be *Black*. With recognizing that, I then fall into the same category as perhaps Corey who desires to see positive *black male* imaging on television. Specifically daytime? Yes. Because I have a desire and a tenacious drive to become one of the absolute greatest talk show hosts who is added into the history books. Not for form or perhaps just fashion, but because there are a multiplicity of young men, women, not only black, who desire to see positive male

representation on television in America. In a 2015 America where everyone has their own ideology. Each respective person found in the literature review of this research, or perhaps the commentary on CNN, FOX News, and other media outlets, has an opinion about media relations. Nevertheless, perhaps society is actually an innate and revolving door of oppression for certain groupings of individuals, in this case *Black people*.

In the foundation of this country. Meaning the very stepping stones and proclamations that are used even to this day, *i.e. The United States Constitution* was established during a time where Black people were not equal, let alone even citizens. Over time, *equality* arguably became a keynote in the America promise but lest not forget the letter from Willie Lynch in 1972 on the James River in the colony of Virginia. Lynch (1712) states,

“In my bag, I have a fool proof method for controlling your slaves. I guarantee every one of you that if installed it will control the slaves for at least three hundred years. My method is simple, any member of your family or any OVERSEER can use it.”

I have outlined a number of differences among the slaves, and I take these differences and make them bigger. I use FEAR, DISTRUST, and ENVY for control purposes. These methods have worked on my modest plantation in the West Indies, and it will work throughout the SOUTH. Take this simple little list of differences and think about them.

On the top of my list is "AGE" but it is only there because it starts with an "A"; The second is "COLOR" or shade; there is INTELLIGENCE, SIZE, SEX, SIZE OF PLANTATION, ATTITUDE of owner, whether the slaves live in the valley, on a hill, east or west, north, south, have fine or coarse hair, or is tall or short. Now that you have a list of differences, I shall give you an outline of action- but before that, I shall assure you that DISTRUST IS STRONGER THAN TRUST, AND ENVY IS STRONGER THAN

ADULATION, RESPECT OR ADMIRATION. The black slave, after receiving this indoctrination, shall carry on and will become self-refueling and self-generating for hundreds of years, maybe thousands.”

These words expressed in 1712, which translates to, as of 2015, *three-hundred and three Years*, since the document was written and pronounced to what was the starting stages of America. If one, not even solely a black person, would dissect the contents of his letter. They would find that this separation of division is ever present in 2015. There are black people who are categorized by skin complexion, location of residence, sex and gender, and each and every component that Lynch expresses is found in the present day media outlets.

This finding came through undergoing research. Taking components of survey research, field research studying, content analysis, and interview research, built the study into a more lucrative and prosperous conversation type. I believe unequivocally that *if one wants a change, they must make a change* and *if one wants to be different, they have to do something different*. The oppression of the Black population in America is present. Has this country made advancements, arguably, this is true. However, the conversation must continue in order to eradicate the *new normal* that America can follow. A new normal that though may be contrary to beliefs of Lynch, or contrary to the populous society, dares to set a new trend.

A new trend similar to that of the chance Oprah Winfrey was given to be placed in history books as the Queen of Talk Shows. A new trend similar to that of Michael Strahan who sits as co-host on *Live with Kelly and Michael*. A new trend similar to that of FOX Networks (2015), giving Boris Kodjoe and Ari Nicole Parker (*an African-American couple*) the chance at a trial run in Summer 2015 for their talk show pilot. Will that pilot be picked up and make history as the first black male and female duo talk show hosts? Maybe. But the discussion has to

continue for persons like Jaye Betancourt, who desires to make a definitive mark on media through the platform of daytime television talk shows. The research in this study shows that there is a population who is ready to embrace a *new normal* in television, this population just has to keep the discussion going, and the conversation multiplied. If that continues this research study will serve as a foundational basis for many more to follow.

Conclusion

The people used in this research study, whether it be by survey research or interview, serve as real people in a real world. They have a story, a perception, and a view that they identify differently than what is represented on daytime television. Each participant talked about their story and their perspective which is essentially their *voice*. The revelatory moment in this research is, according to Neil Postman (1985), “*When a population becomes distracted by trivia, when cultural life is redefined as a perpetual round of entertainments, when serious public conversation becomes a form of baby-talk, when, in short, a people become an audience, and their public business a vaudeville act, then a nation finds itself at risk; culture-death is a clear possibility.*”



Postman expresses emphatically years prior to the technological and societal age that we are in today. However, very prolifically he addresses the potential demise of quality television. There are gatekeepers who control what is allowed to be placed on television, but there are more consumers than producers. Perhaps the portrayal of a *male* and or *black male* host will be changed if the consumer demands and ensures that serious public conversations and views don't merely become a *form of baby-talk* but a *resounding demand for equal representation*. The 300-Year disease can be cured with when like-minds come together in 2015 and begin a discussion just as the colonists had a discussion over 300 years ago. It is time to revamp media identity.

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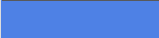



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Tables

Table 1 - Survey Research Database:

1. What is your gender?				
#	Answer		Response	%
1	Male		13	54%
2	Female		11	46%
	Total		24	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.46
Variance	0.26
Standard Deviation	0.51
Total Responses	24

2. What is your age?				
#	Answer		Response	%
1	18 – 24		8	33%
2	25 – 34		11	46%
3	35 – 44		1	4%
4	44 – 54		4	17%
5	55 and older		0	0%
	Total		24	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.04
Variance	1.09
Standard Deviation	1.04
Total Responses	24

3. What Daytime Talk Show(s) do you presently watch? (Please check all that apply)

#	Answer	Response	%
1	The Wendy Williams Show	24	100%
2	The Real	13	54%
5	The Ellen DeGeneres Show	9	38%
3	The View	6	25%
7	The Steve Harvey Show	5	21%
6	The Dr. Phil Show	4	17%
4	The Chew	4	17%
9	Other	3	13%
8	The Dr. Oz Show	2	8%

Other

Other selection not selected. The users chose not to list a specific relative to *other*.

Statistic	Value
Min Value	1
Max Value	9
Total Responses	24

4. How many hours a day do you watch Daytime Talk Show(s)?

#	Answer	Response	%
1	0 - 1 Hours	12	50%
2	2 - 3 Hours	9	38%
3	3 - 4 Hours	2	8%
4	5 - 6 Hours	0	0%
5	6+ Hours	1	4%
	Total	24	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.71
Variance	0.91
Standard Deviation	0.95
Total Responses	24

5. When watching Daytime Talk Show(s) rank what's most important to you? (1 - Most Important; 6 - Least Important):

#	Answer	1	2	3	4	5	6	Total Responses
1	The Host(s)	16	6	1	0	1	0	24
2	Time of Broadcast	3	4	6	6	4	1	24
3	Channel/Network (i.e. Fox/NBC)	1	1	3	3	6	10	24
4	Show Format	2	2	4	7	4	5	24
5	Special Guests	1	10	6	2	4	1	24
6	Music & Fine Arts	1	1	4	6	5	7	24
	Total	24	24	24	24	24	24	-

Statistic	The Host(s)	Time of Broadcast	Channel/Network (i.e. Fox/NBC)	Show Format	Special Guests	Music & Fine Arts
Min Value	1	1	1	1	1	1
Max Value	5	6	6	6	6	6
Mean	1.50	3.29	4.75	4.00	3.04	4.42
Variance	0.87	1.95	2.11	2.35	1.78	1.99
Standard Deviation	0.93	1.40	1.45	1.53	1.33	1.41
Total Responses	24	24	24	24	24	24

6. Which do prefer to watch more: Daytime Talk or Nighttime Talk Shows?

#	Answer	Response	%
1	Daytime Talk Shows	10	42%
2	Nighttime Talk Shows	10	42%
3	Neither	4	17%
	Total	24	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.75
Variance	0.54
Standard Deviation	0.74
Total Responses	24

7. When considering your favorite talk show host, how do you decide what is most important to you as the viewer? (1 - Most Important; 3 - Least Important):

#	Question	1	2	3	Total Responses	Mean
1	Funny Personality	20	3	1	24	1.21
2	Serious Personality	3	10	11	24	2.33
3	Formal Communication	8	11	5	24	1.88
4	Informal Communication	9	11	4	24	1.79
5	Physical Appearance	7	9	8	24	2.04
6	Social Reputation	11	11	2	24	1.63

Statistic	Funny Personality	Serious Personality	Formal Communication	Informal Communication	Physical Appearance	Social Reputation
Min Value	1	1	1	1	1	1
Max Value	3	3	3	3	3	3
Mean	1.21	2.33	1.88	1.79	2.04	1.63
Variance	0.26	0.49	0.55	0.52	0.65	0.42
Standard Deviation	0.51	0.70	0.74	0.72	0.81	0.65
Total Responses	24	24	24	24	24	24

8. Do you follow talk show hosts on social media?

#	Answer	Response	%
1	Yes	13	54%
2	No	11	46%
	Total	24	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.46
Variance	0.26
Standard Deviation	0.51
Total Responses	24

9. Please Select Below:

#	Question	Always	Sometimes	Rarely	Never	Total Responses	Mean
1	Twitter	9	3	7	5	24	2.33
2	Facebook	20	1	3	0	24	1.29
3	Instagram	16	3	3	2	24	1.63
4	Snapchat	7	2	1	14	24	2.92
5	Tumblr	1	3	1	19	24	3.58
6	Other	1	3	0	20	24	3.63

Other

Linked In

Google

Statistic	Twitter	Facebook	Instagram	Snapchat	Tumblr	Other
Min Value	1	1	1	1	1	1
Max Value	4	3	4	4	4	4
Mean	2.33	1.29	1.63	2.92	3.58	3.63
Variance	1.45	0.48	1.03	1.91	0.78	0.77
Standard Deviation	1.20	0.69	1.01	1.38	0.88	0.88
Total Responses	24	24	24	24	24	24

10. Do you think there should be more MALE Daytime Talk Show hosts?

#	Answer	Response	%
1	Yes	18	75%
2	No	6	25%
	Total	24	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.25
Variance	0.20
Standard Deviation	0.44
Total Responses	24

Table 2 - Interview Research Questions:

Type of Question	Question
Preliminary Question	What is your age, ethnicity, and household background?
Leading Question	What is missing from daytime talk shows?
Touring Question	Why do you feel that is something missing?
Touring Question	Who are some talk show hosts that you identify with?