

The objective of this research study is to determine the relationship between sex, economic status, child rearing and violence in TV news and the attitude about violence, including violent attitude of youths in relation to their personal violence and violence in terms of social structure in TV news.

The result of survey research on 488 samples found that sex and child rearing were significantly associated with attitude about violence in daily life incident at the level of significance of 0.05. The most of sampling group, particularly the attitude about non-violence and behaviour or walking away from such an incident more than telling someone, abuse or fighting. Sex, economic status and child rearing were found to be significantly associated with attitude about violence in TV news at the level of significance of 0.05. The most of sampling group, particularly the violent attitude and a tendency to inform other people more than ignore or walking away from such an incident. But no association was found between the frequency of TV viewing and the attitude about violence.

The result of discussion for the focus group comprising 64 samples was : most discussants had violent attitude about most violence news in terms of social structure. But no association was found between sex, economic status, child rearing and their family background. Concerning personal violence news, the discussants had different attitude those with higher economic status or a warm family life tended to have more violent attitude than those with lower economic status or without a warm family life, but no differences were found with regard to sex.