



Film and Publication Board

CONVERGENCE SURVEY REPORT

JUNE 2014





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1. Introduction

In an age where viewers can be exposed to harmful or sensitive content in numerous media forms, a review of the public's awareness, understanding and application of classification guidelines is critical. As such, the FPB undertakes a periodic review process to determine what the public's views are regarding their classification decisions. It is recognised that the process of determining whether media should be considered to be harmful remains a subjective matter that is determined by the values and norms that exist within a society. Thus, the classification of media content is based on a participatory process between the Film and Publication Board (FPB) and citizens of South Africa. Consequently, the FPB's classification guidelines are determined, amongst others, by the public's feedback on the nature of content that should be classified. This study seeks to ascertain the extent to which the guidelines set by the FPB regarding media content are reflective of the public's values and expectations. Furthermore, the study seeks to determine the extent to which the public is aware of the age ratings attributed to media content, and the degree to which they adopt and apply the age ratings when making decisions relating to media consumption.

2. Methodology

2.1. Research Method

The validity of any research is assessed by the degree to which it measures what it has set out to measure and the extent to which the purpose and objectives are achieved. This requires that the objectives are clearly stated and measurable at the onset of the research process. The research method applied must therefore be selected based on the questions that the study seeks to answer.

This study seeks to achieve the following objectives:

- To determine the level of awareness of the South African Public regarding the classification guidelines defined by the FPB
- To ascertain the extent to which the public agree with the specified guidelines
- To assess the extent to which the public comply to the classification guidelines

Thus, the nature of the questions at hand requires that a quantitative approach be adopted in order to provide answers that are objective, quantifiable and measurable. By applying a quantitative approach, this research is able to address the core objectives of determining the level of awareness and application of FPB guidelines by the general South African Public. Future qualitative research can delve deeper into factors that explain these perceptions.

This research makes use of the survey research method using a survey questionnaire as a data collection instrument. The research aimed at receiving 10000 responses to a physical survey, and 5000 responses to an online survey. Overall the physical survey collected a total of 9762 responses and the online survey collected 5064 responses. In addition, a mystery shopper survey was undertaken to assess (by means of observation) whether businesses involved in retailing or lending media artefacts were in compliance with the guidelines stipulated by the FPB. This survey was extended to 64 outlets. The physical survey had some questions that were directed at business owners that were involved in the distribution of media items such as DVD rental outlets and retailers. The three data collection modes complemented one another in terms of strengths and weaknesses.



The strength of the physical survey is that it was representative of South Africa's population in terms of ethnic and income groups, however the disadvantage is that it surveyed only two South African provinces. The online survey on the other hand extended throughout the country and transcended ethnic boundaries. The mystery shopper survey targeted distributors both in Gauteng and Western Cape provinces. The results of all the surveys did not contradict one another, therefore alluding to the fact that both represented the views of the general South African public.

2.2. Sampling

2.2.1. Sampling Method

For both the physical and online surveys, a random sampling method was applied. Forty field workers were deployed in public locations such as shopping centres and distributors' outlets in the Northern Cape and Western Cape provinces. The fieldworkers were tasked to collect a total of 5000 responses for the physical survey. The online survey aimed at obtaining 5000 responses. For this, an online survey was designed and promoted through two distribution strategies. The first strategy was through social media, that is, Twitter & Facebook. This approach, although effective, resulted in responses that were limited to the social networks that the team members had access to. Another approach utilising an advertising platform was applied to elicit responses from a targeted group of respondents. Using the D6 communicator, an advert was sent to 233 694 parents of children from 961 schools from the various provinces of South Africa. The schools were selected according to the racial and income profile of their learners, thus, the study was able to gain responses from a representative sample of parents of learners from the selected schools. This approach alleviated the bias of distributing the survey through social networks influenced by team members and resulted in a response that reflected the demographic distribution of South Africans more effectively.

Table 1 below lists the number of schools that were included in the survey, per province.

Table 1: Schools included in survey by province

Province	Number of Schools
Gauteng	455
Eastern Cape	51
Western Cape	148
North West	48
Free State	28
Limpopo	28
KwaZulu-Natal	143
Namibia	11
Mpumalanga	40
Northern Cape	8
Province not provided	1
Total	961

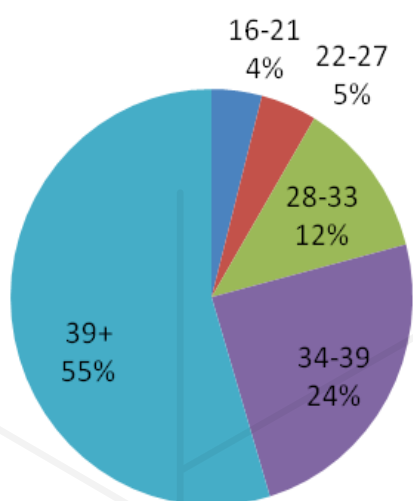
2.2.2. Demographic profile of online respondents

Enquiry into the demographic profile of the respondents was restricted to the online survey for three reasons; the sample size was large enough to make reasonable deductions; the online platform allowed for anonymity hence making respondents more at ease with revealing potentially private information such as age; and potential survey fatigue was minimised by reducing the number of questions posed to the physical survey.

2.2.2.1 The age of the respondents

The distribution of the respondents according to age, race and the province in which they reside is detailed in this section. The majority of respondents (55%) fell above 39 years of age, followed by the 34-39 age groups (24%) and the 28-33 age group (12%). The survey found the older age categories to be more responsive to messages soliciting responses to the survey. This may be owing to the fact that parents typically fall within these age groups and are therefore more likely to be concerned and vocal about matters relating to the viewing choices of children.

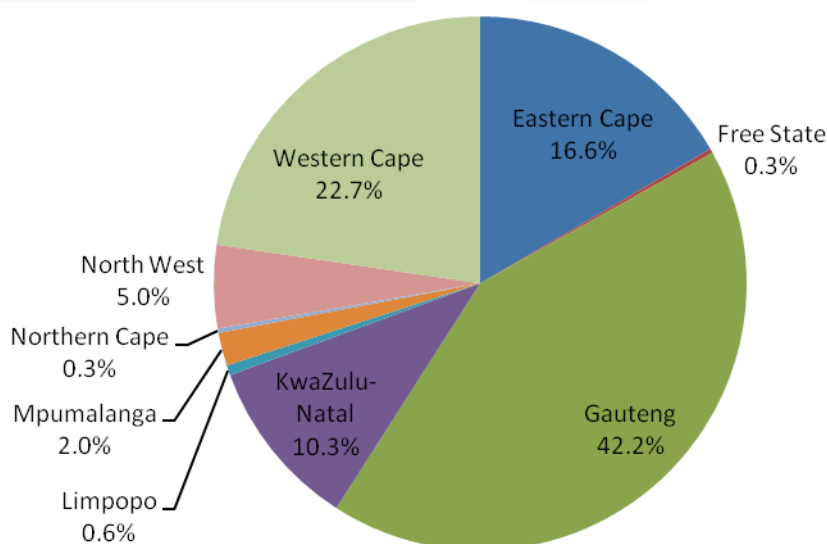
Figure 1: Distribution of respondents by age



2.2.2.2. Distribution of the responses by province

The majority of the respondents (42%) were based in Gauteng. The Western Cape followed Gauteng with 22.7% of the responses. 17% of the responses came from the Eastern Cape and 10.3% from Kwazulu Natal. The rest of the provinces combined (Northern Cape, Mpumalanga, Limpopo, North West and Free State) amounted to 8.2% of the responses.

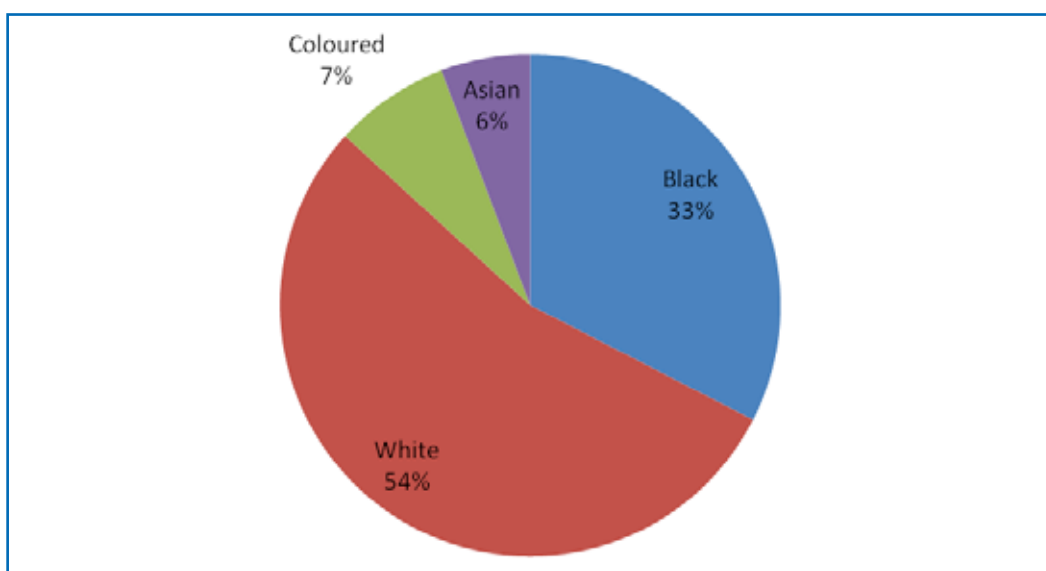
Figure 2: Distribution of responses by province



2.2.2.3. Distribution of responses by race

The majority of respondents were white (52%), followed by the black population (33%). Asians and coloureds constituted 6% and 7% of the total responses respectively.

Figure 3: Distribution of responses by race



2.3. Data Collection Instrument

The questionnaires served to determine the level of familiarity of South Africans with respect to the FPB's classification guidelines, and to assess the extent to which South Africans agreed with and applied the guidelines in their media consumption decisions. As such, the questionnaire was divided into three broad sections:

- A) Awareness
 - i. Familiarity with guidelines
 - ii. Source of knowledge relating to guidelines
 - iii. Interest in knowing about guidelines
 - iv. Perceptions regarding the FPB's efforts to inform the public about the guidelines
- B) Relevance, efficacy and appropriateness
 - i. Agreement with the need for regulation
 - ii. Alignment of guidelines to the values of society
 - iii. The need for revision of guidelines
- C) Application and compliance
 - i. Ease of application of guidelines
 - ii. Effect of guidelines on business activities
 - iii. Availability of measures to ensure compliance in business
 - iv. Actual compliance

The questionnaire made use of scaled responses to capture negative or positive opinions towards the questions posed.

Table 2 outlines the questions posed in the physical survey questionnaire:

Table 2: Overview of survey instrument

Question	Survey instrument	Response Options	Section
I am familiar with guidelines that regulate exposure to content.	Physical questionnaire	1-Yes	A i
		2-No	
If Yes to 2 above, please indicate how you got to know about the guidelines		1-Films and Publications Act	A ii
		2-Industry seminars or workshops	
		1-Films and Publications Act	
		2-Industry seminars or workshops	
If No to 2 above, please indicate if you want to know about the guidelines		1-Yes	A iii
		2-No	
The Film and Publication Board makes every reasonable effort to ensure awareness by the public		1-Strongly Agree	A iv
		2-Agree	
		3-Disagree	
		4-Strongly disagree	
I agree with the need to regulate content that the public (particularly children) are exposed to?	Online Survey & Physical Questionnaire	1-Strongly Agree	B i
		2-Agree	
		3-Disagree	
		4-Strongly disagree	
Classification ratings are aligned to the values of my society		1-Fully	B ii
		2-Partly	
		3-Not at all	
		4-Not sure	

Table 2: Overview of survey instrument

Question	Survey instrument	Response Options	Section
Classification ratings need to be revised	Online Survey & Physical Questionnaire	1-Strongly agree	B iii
		2-Agree	
		3-Disagree	
		4-Strongly disagree	
It is not easy to consistently apply the guidelines	Online Survey & Physical Questionnaire	1-Agree	C i
		2-Disagree	
My business is negatively affected by the classification ratings	Physical Questionnaire	1-Yes	C ii
		2-No	
I have measures in place to ensure compliance to guidelines	Physical Questionnaire	1-Yes	C iii
		2-We try	
		3-No	
I apply the guidelines	Online Survey & Physical Questionnaire	1-Always	C iv
		2-Often	
		3-Rarely	
		4-Never	

In addition to the questions posed above, the online survey included questions pertaining to the demographic profile of the respondents. This included questions regarding the race, age, and the province in which the respondents resided. These questions served the purpose of assessing whether a correlation exists between the aforementioned demographic variables and the perceptions towards age ratings of South Africans.

3. Evidence and reflection from physical and online

3.1. Analysis of results

The survey findings will be presented according to the sections outlined in table 2. Section A(i) to C(iv) will provide a breakdown of the results from each question that was posed.

A (i) Familiarity with classification guidelines.

This enquiry was included only in the physical survey. The results showed that the majority (91%) of South Africans are familiar with the FPB's classification guideline. This was evident in both the Western and Northern Cape provinces.

in the distribution of media items such as DVD rental outlets and retailers. The three data collection modes complemented one another in terms of strengths and weaknesses.

Figure 4: Familiarity with classification guidelines

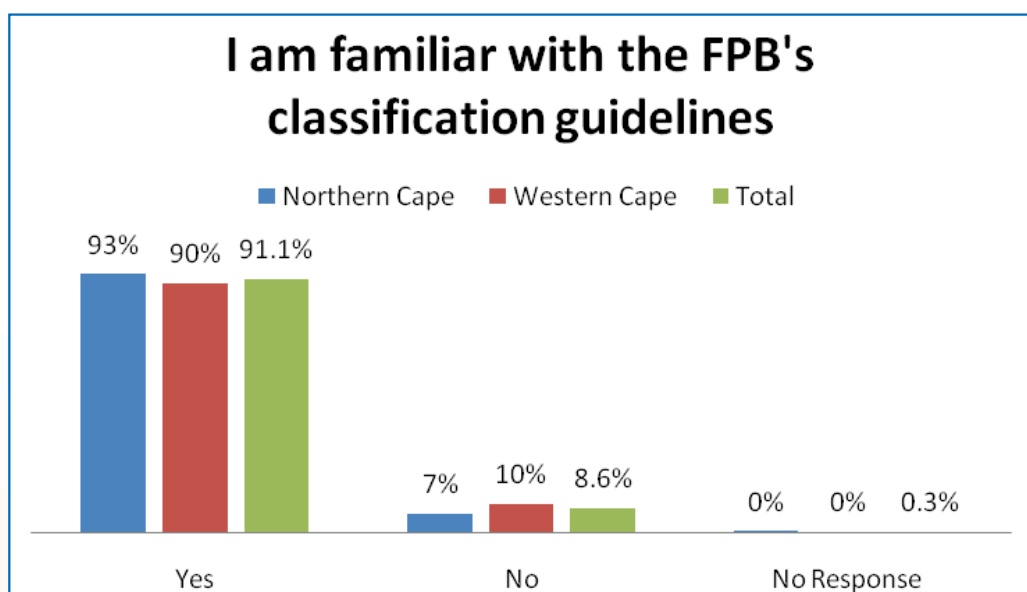


Figure 5: Familiarity with classification guidelines - Northern Cape & Western Cape

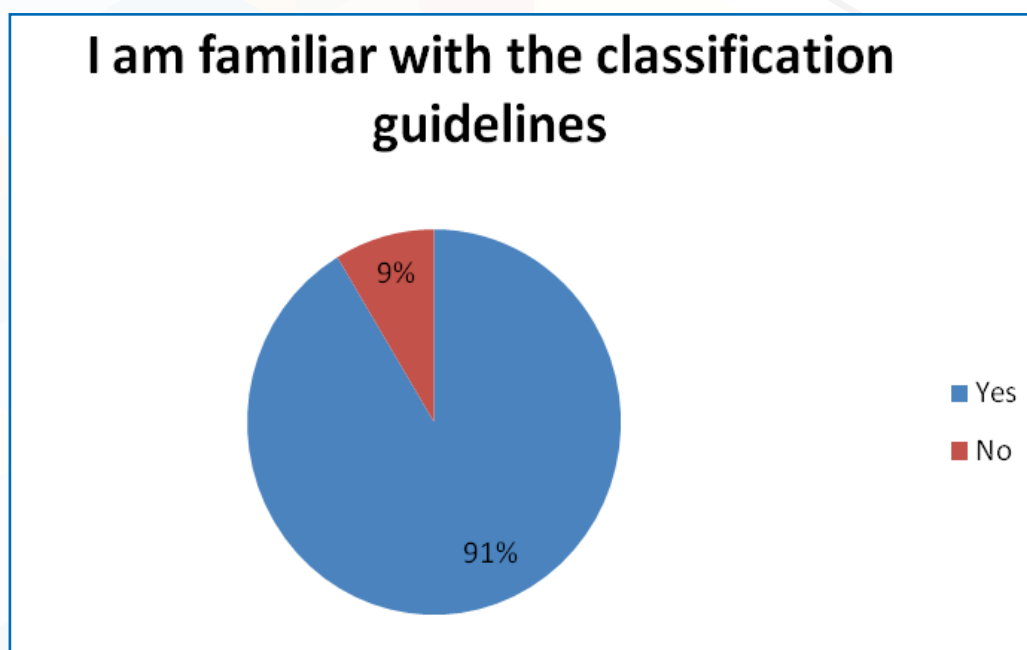


Table 3: Familiarity with classification guidelines-summary

	Yes	No	No Response	Sub Total
Northern Cape	1975	142	9	2126
Western Cape	2247	257	4	2508
Total	4222	399	13	4634

A (ii) The source of knowledge relating to the classification guidelines

The physical survey also included an enquiry into how the respondents became familiar with the classification guidelines. The investigation found that most respondents to the physical survey (48%) claimed that their source of knowledge was the Film & Publication Act. A significant number of respondents (36%) claimed to have gained awareness of the classification guidelines through the actual classification ratings that were applied to the media they consumed. This included information displayed on DVD covers, during television broadcasts and at movie theatres amongst others.

Figure 6: Source of knowledge about classification guidelines

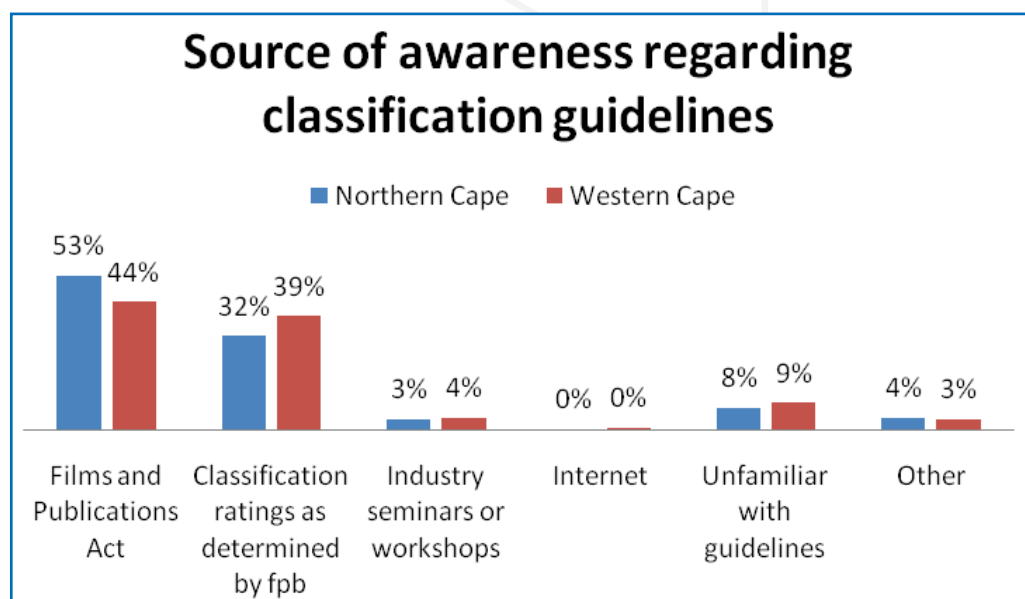
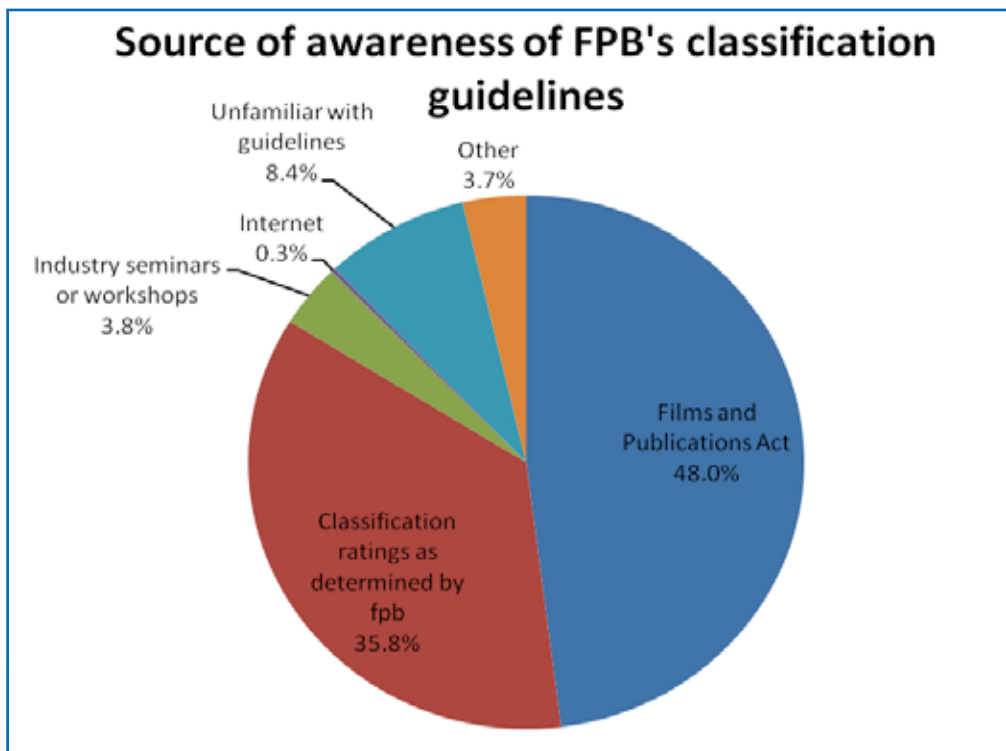


Table 4: Source of awareness regarding FPB's classification guidelines

	Films and Publications Act	Classification ratings applied to media	Industry seminars or workshops	Internet	Other	Sub Total
Northern Cape	1125	684	74	0	84	2043
Western Cape	1099	977	103	12	87	2420
Total	2224	1661	177	12	171	4634

Figure 7: Source of knowledge about classification guidelines



A (iii) Interest in learning about the guidelines

The respondents that stated that they were unfamiliar with the classification guidelines were asked whether they were interested in learning about them. The general sentiment was that most respondents (80%) that were unfamiliar with the classification guidelines were interested in learning more about them. This was the case in both provinces.

Figure 8: Interest in learning about classification guidelines

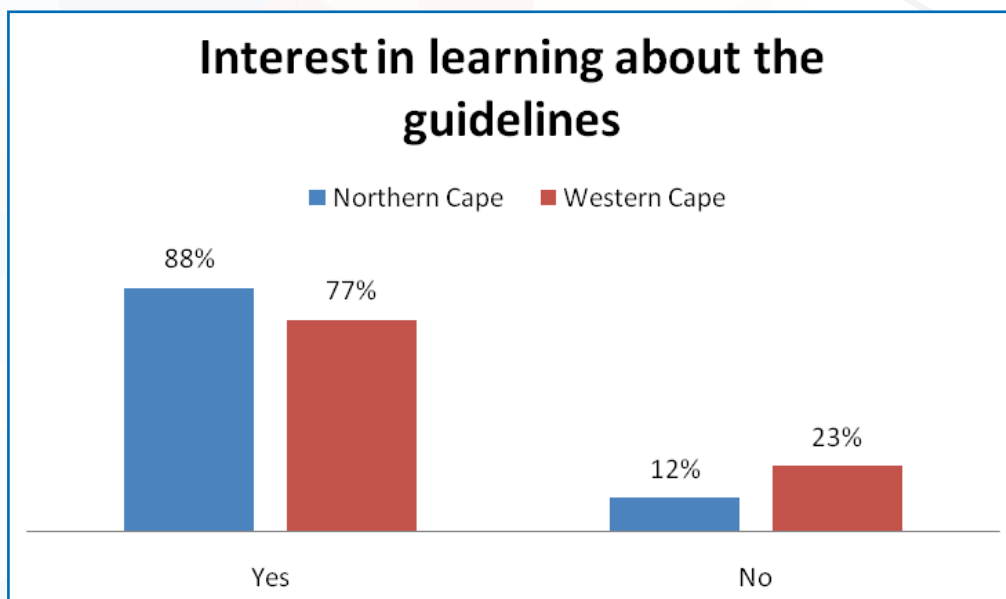


Figure 9: Interest in learning about classification guidelines - Northern Cape & Western Cape

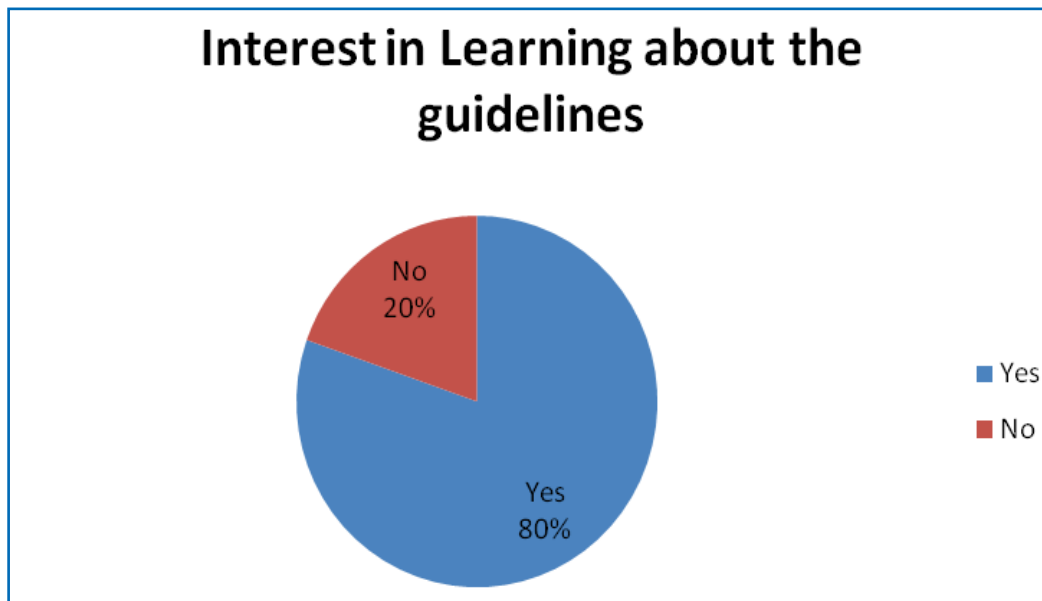


Table 5: Interest in learning about classification guidelines -Summary

	Yes	No	Sub Total
Northern Cape	118	16	134
Western Cape	206	63	269
Total	324	79	403

B (i) Agreement with the need to regulate content

All three questionnaires concluded that South Africans generally agree with the need to regulate content. The number of respondents that were in agreement vastly exceeded those that opposed regulation. 56% of the respondents agreed that there was a need to regulate content, while 36% strongly agreed. Only 6% disagreed, and 2% strongly disagreed.

Figure 10: Agreement with the need to regulate content -comparison across surveys

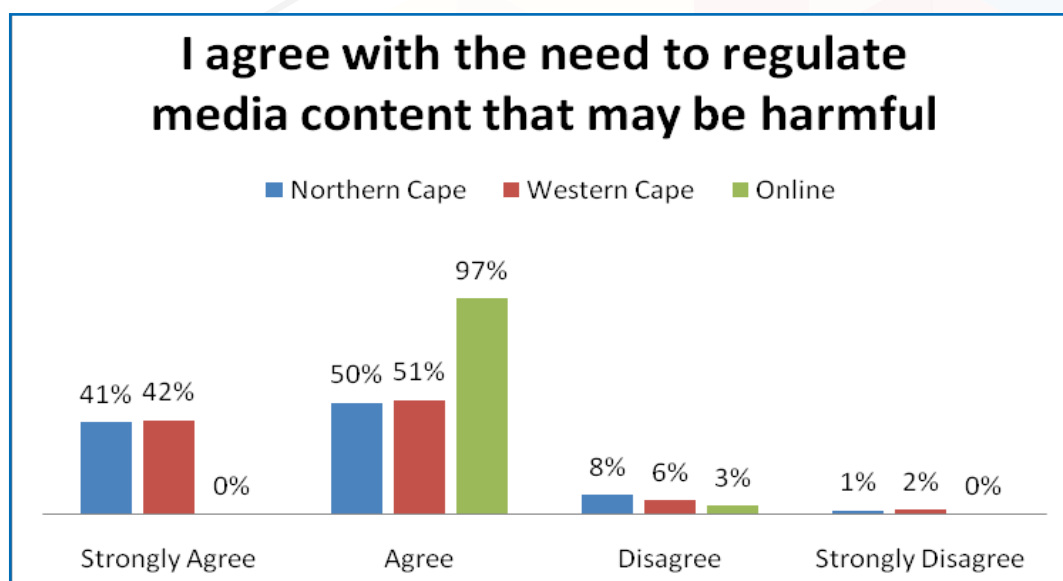


Figure 11: Agreement with the need to regulate content - Summary of online and physical surveys

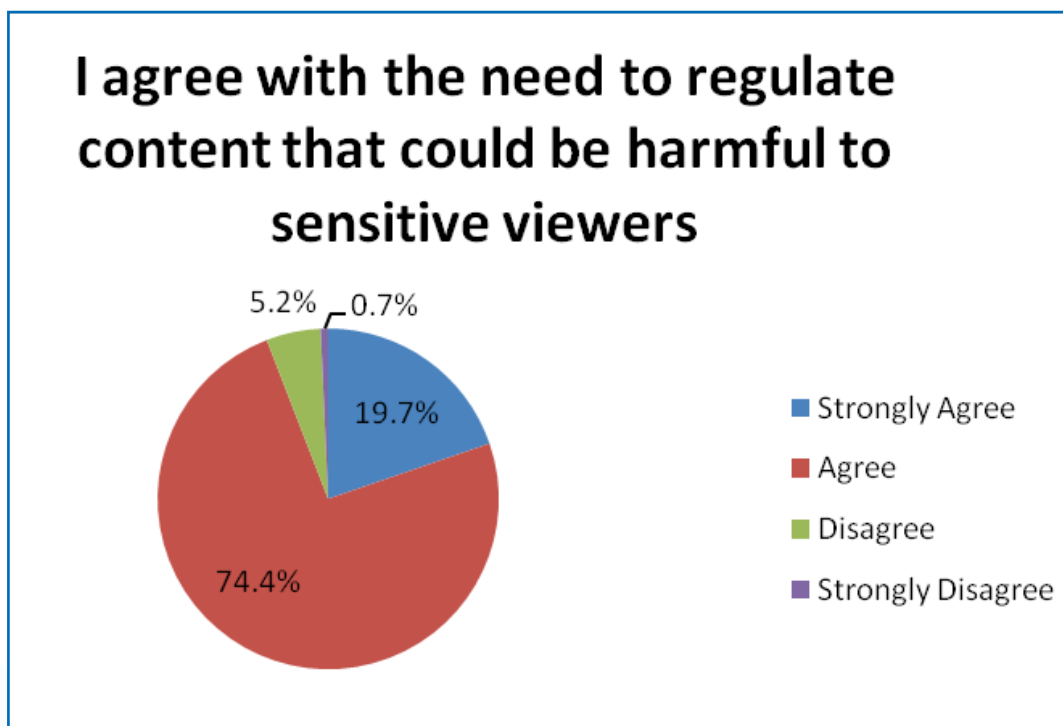


Table 6: Agreement with the need to regulate media content

	Strongly agree	Agree	Disagree	Strongly Disagree	Sub Total
Northern Cape	865	1051	176	31	2123
Western Cape	1046	1272	148	38	2504
Online	0	4882	176	0	5058
Total	1911	7205	500	69	9685

B (ii) Alignment of guidelines to societal values

Although a large proportion of respondents agreed that the publication guidelines were aligned with the values of South African society, the number of respondents that disagreed with this view was also significant enough to demand further scrutiny. 27% of respondents felt that the guidelines were not aligned with the values of their society, while 73% felt that the guidelines reflected their societal values.

Figure 12: Alignment of FPB guidelines with societal values- comparison across datasets

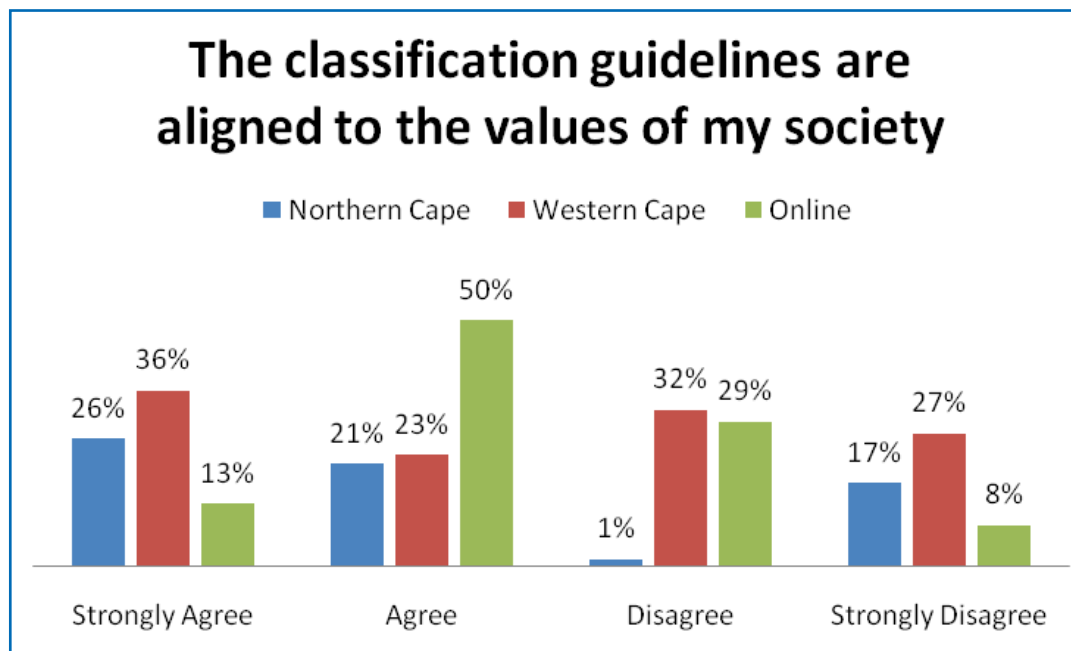


Figure 13: Alignment of guidelines with societal values - summary of all responses

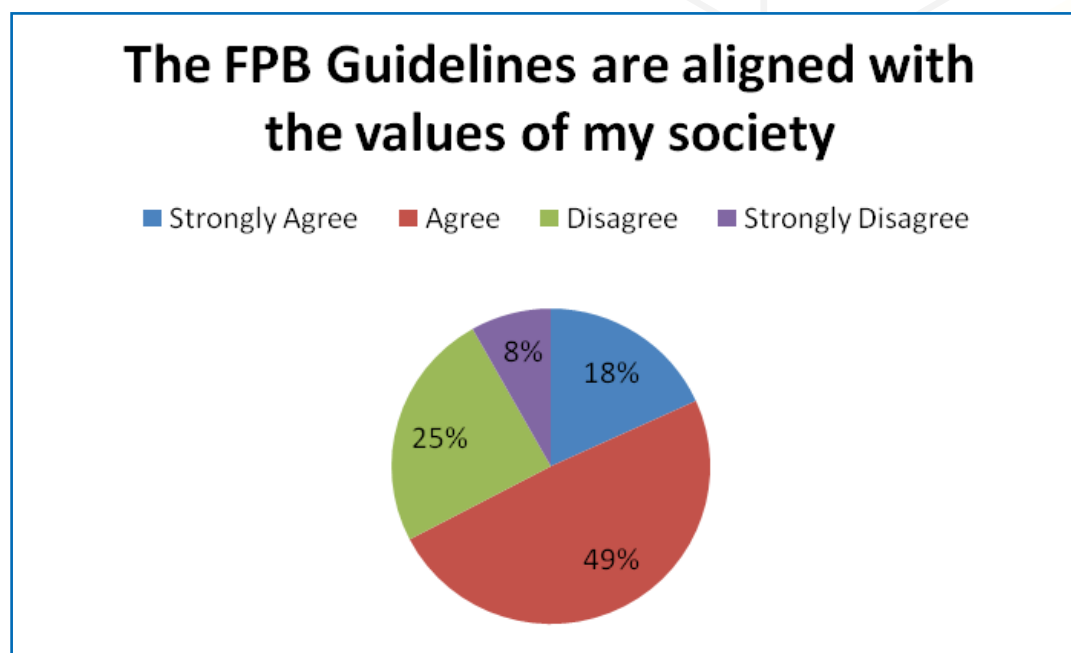


Table 7: Alignment of classification guidelines with societal values - Summary of all responses

	Strongly agree	Agree	Disagree	Strongly Disagree	Sub Total	
Northern Cape	425	921	30	125	625	2126
Western Cape	587	1002	706	199	14	2508
Online	636	2528	1484	416	0	5064
Total	1648	4451	2220	740	639	9698

B (iii) The need for revision of the classification guidelines

Although the majority of respondents felt that the guidelines reflected the values of their society, a significant proportion did not agree with this notion. This alluded to a certain degree of mismatch between the expectations of the respondents and the guidelines prescribed by the FPB. A level of dissatisfaction with the classification guidelines was evident in the response to the question regarding whether the respondents believed the guidelines required revision. The majority of respondents (66%) felt that the guidelines needed revision.

Figure 14: The need for revision of the classification guidelines - comparison across datasets

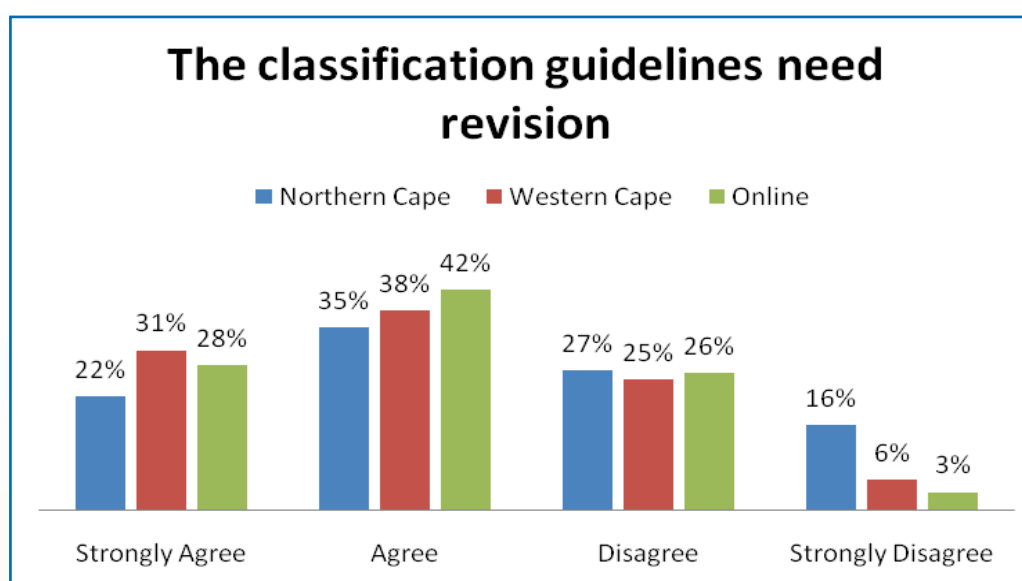


Figure 15: The need for revision of the classification guidelines - Overall summary of responses

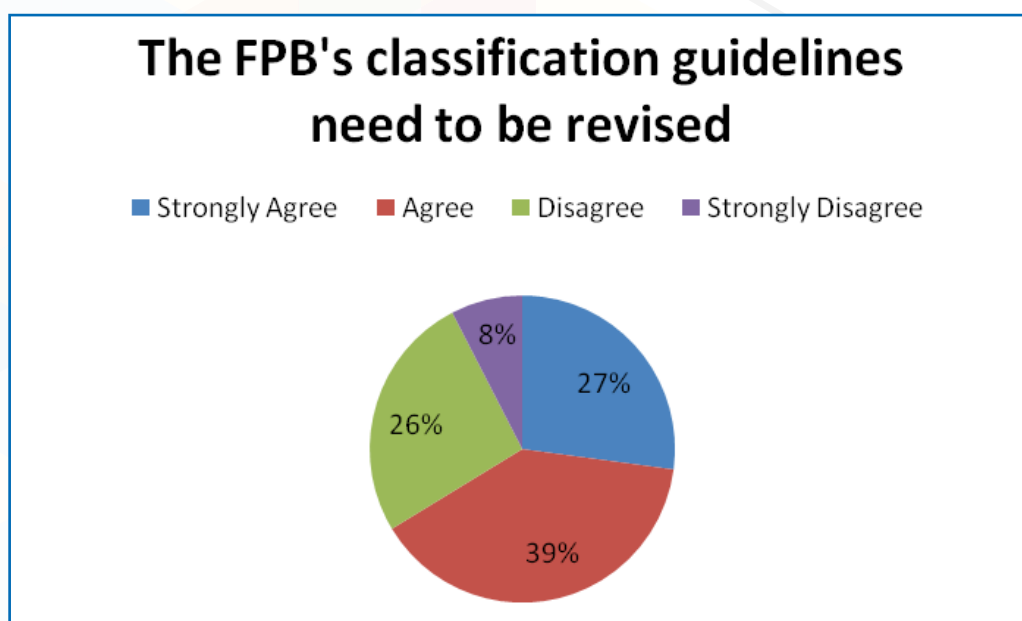


Table 8: The need to revise classification guidelines- summary of all responses

	Strongly agree	Agree	Disagree	Strongly Disagree	Sub Total	
Northern Cape	457	737	562	343	27	2126
Western Cape	765	958	626	143	16	2508
Online	906	1382	860	110	1806	5064
Total	2128	3077	2048	596	1849	9698

C (ii) The effect of classification guidelines on business

Several businesses were included in the survey to assess whether the classification guidelines impacted their business. In the Northern Cape, the number of respondents that felt that the guidelines had an impact on their business was not significantly lower than those that felt it had no impact. In the Northern Cape however, the number of respondents that felt that the guidelines had no impact was almost 83% higher, than those that felt it had an impact. In total, 85% of respondents felt that the classification guidelines had no effect on their business, while only 15% felt otherwise.

Figure 16: The effect of classification guidelines on business - Summary from Western Cape & Northern Cape

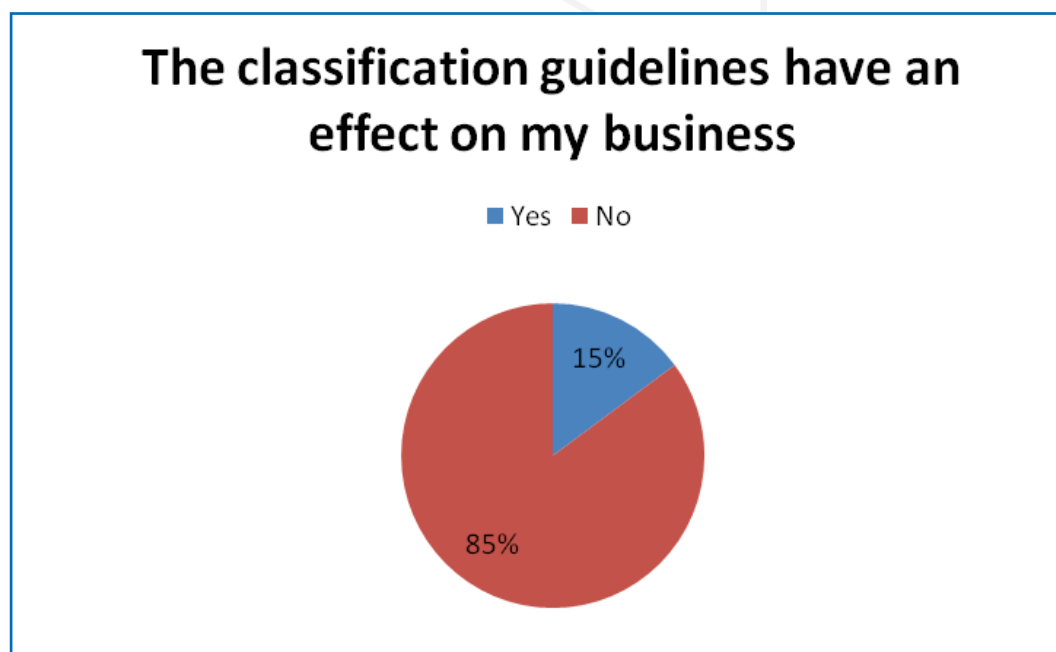


Figure 17: The effect of classification guidelines on business - comparison of Northern Cape & Western Cape

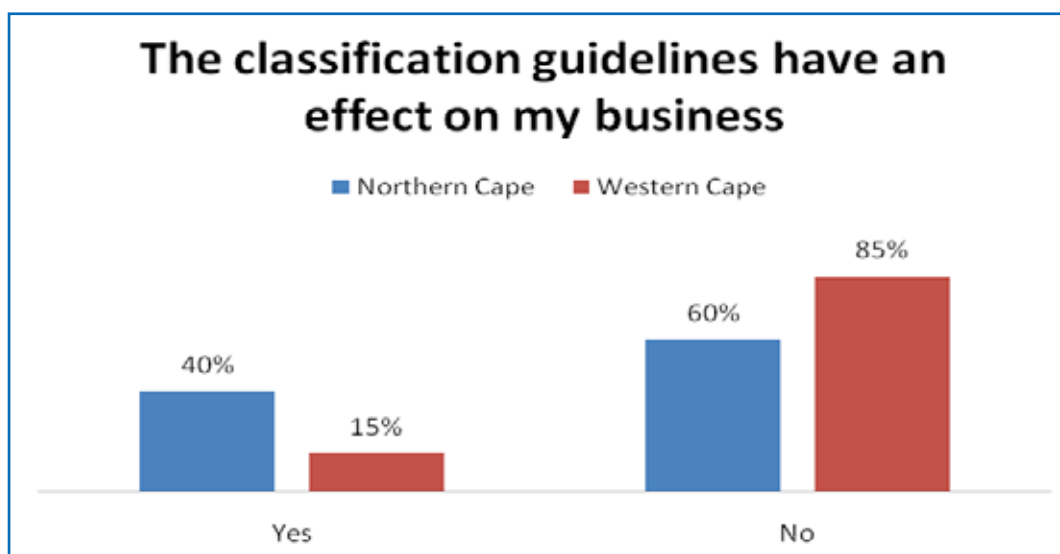


Table 9: The need to revise the classification guidelines -Summary of all responses

	Yes	No	Sub Total
Northern Cape	29	44	73
Western Cape	62	356	418
Total	91	400	491

C (iv) Application of classification guidelines

Despite the sentiment that the guidelines need revision, South Africans generally comply with the guidelines laid out by the FPB. This is reflected in responses from both physical surveys as well as the online survey. 73% of respondents stated that they follow the guidelines when it affects them or people they are responsible for.

Figure 18: Application of the guidelines -comparison from all surveys

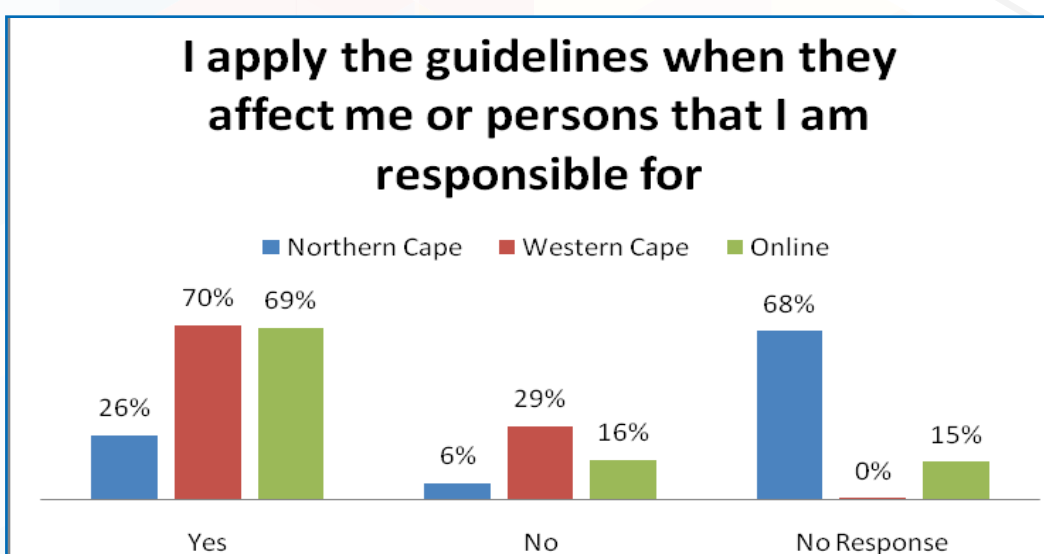


Figure 19: Application of the classification guidelines - Summary of all percentages

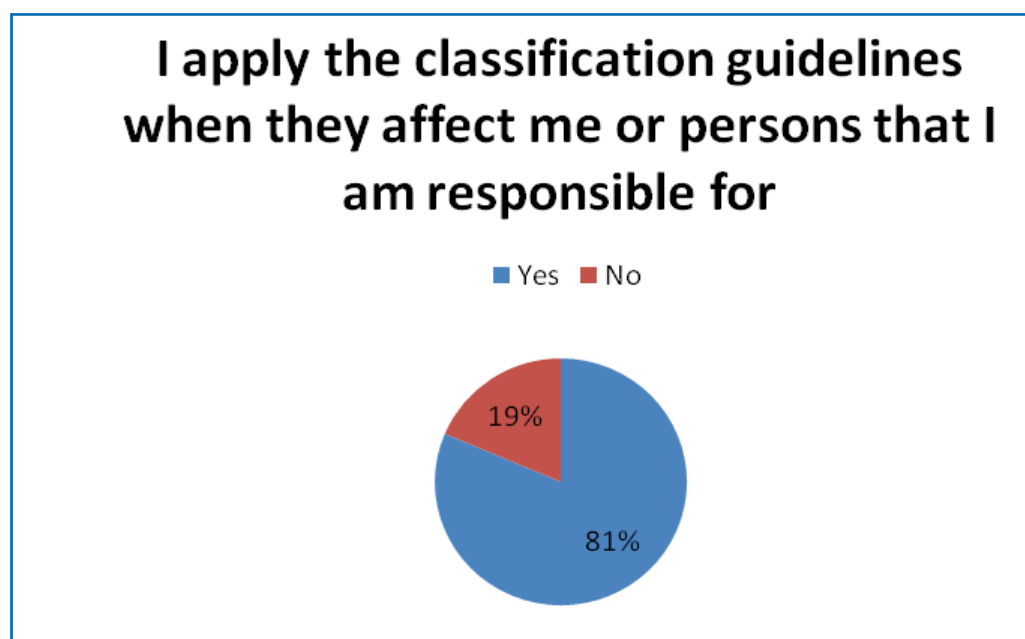


Table 10: The need for revision of the classification guidelines -Summary of all responses

	Yes	No	No Response	Sub Total
Northern Cape	549	135	1442	2126
Western Cape	1760	737	11	2508
Online	4400	664	0	5064
Total	6709	1536	1453	9698

C (ii) Ease of application of classification guidelines

The number of respondents that felt that it was not easy to consistently apply the guidelines, was higher than those that felt that it was easy to apply the guidelines. 64% of the respondents felt it was not easy to consistently follow the classification guidelines, while 36% felt it was easy to follow the guidelines.

Figure 20: Ease of application of classification guidelines- comparison of all datasets

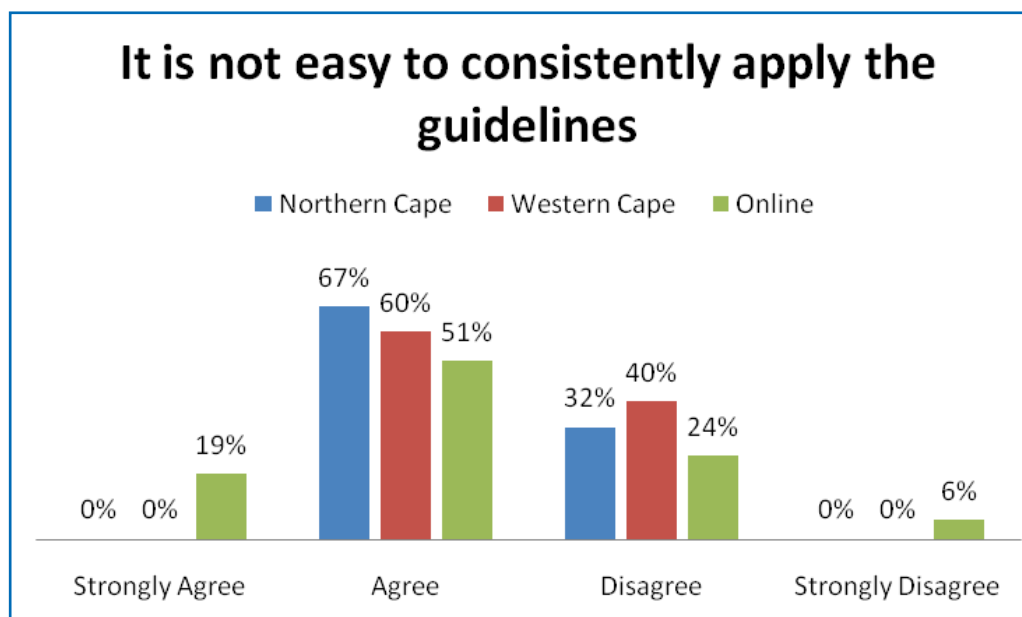


Figure 21: Ease of application of classification guidelines- Summary of all responses

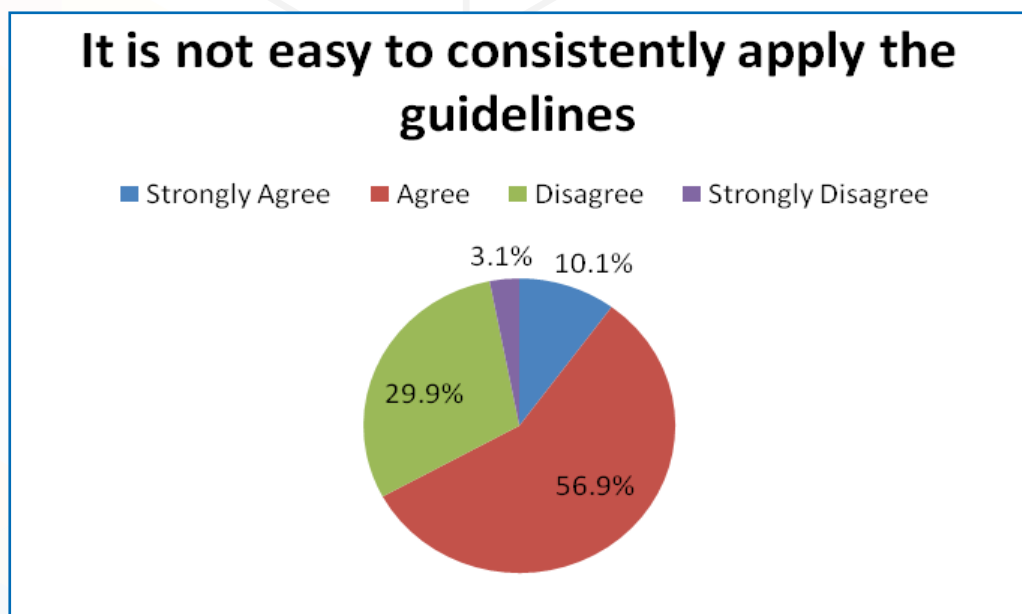


Table 11: Ease of application of classification guidelines - Summary of all responses

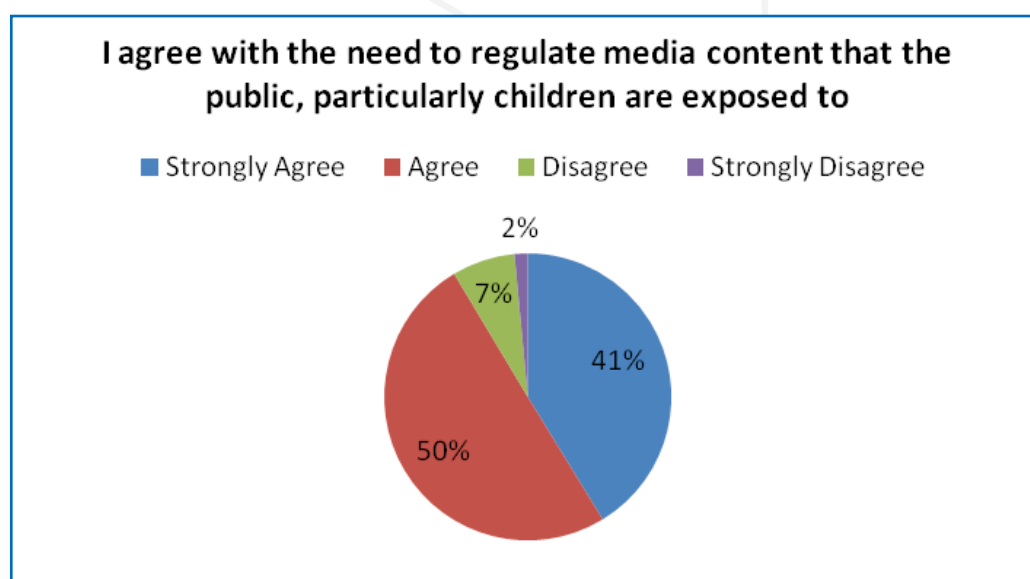
	Strongly Agree	Agree	Disagree	Strongly Disagree	No Response	Total
Northern Cape	5	1383	668	7	63	2063
Western Cape	5	1474	978	3	48	2460
Online	284	1222	2602	956	0	5064
Total	294	4079	4248	966	111	9698

3.2. Summary of findings from the physical survey

The physical survey differed from the online survey mainly in its focus on measuring the level of awareness of the public regarding the classification guidelines. The physical survey also sought to determine how South Africans gained awareness about the FPB's classification guidelines and whether the public were interested in learning more about the guidelines. Furthermore, the physical survey examined whether South African businesses involved in the distribution of media artefacts complied with the regulations governing classifiable media content.

The findings of the physical survey revealed that people are familiar with the FPB's classification guidelines, and those that are not familiar with the guidelines are interested in knowing more about them. Only 9% of the respondents stated that they were unfamiliar with the classification guidelines. Of those respondents that were unfamiliar with the classification guidelines, only 20% felt stated that they were not interested in learning about them. The majority of respondents to the physical survey agreed with the need to regulate content. Only 9% disagreed with the need for regulation.

Figure 22: Agreement with the need to regulate content- responses to the physical survey



The lack of convergence between the guidelines defined by the FPB, and the expectations of the public was evident in the number of respondents to the physical survey that felt that the guidelines needed revision. 58% of the respondents either agreed or strongly agreed that the classification guidelines were in need of revision.

Figure 23: The classification guidelines are aligned with the values of my society- responses from the physical survey

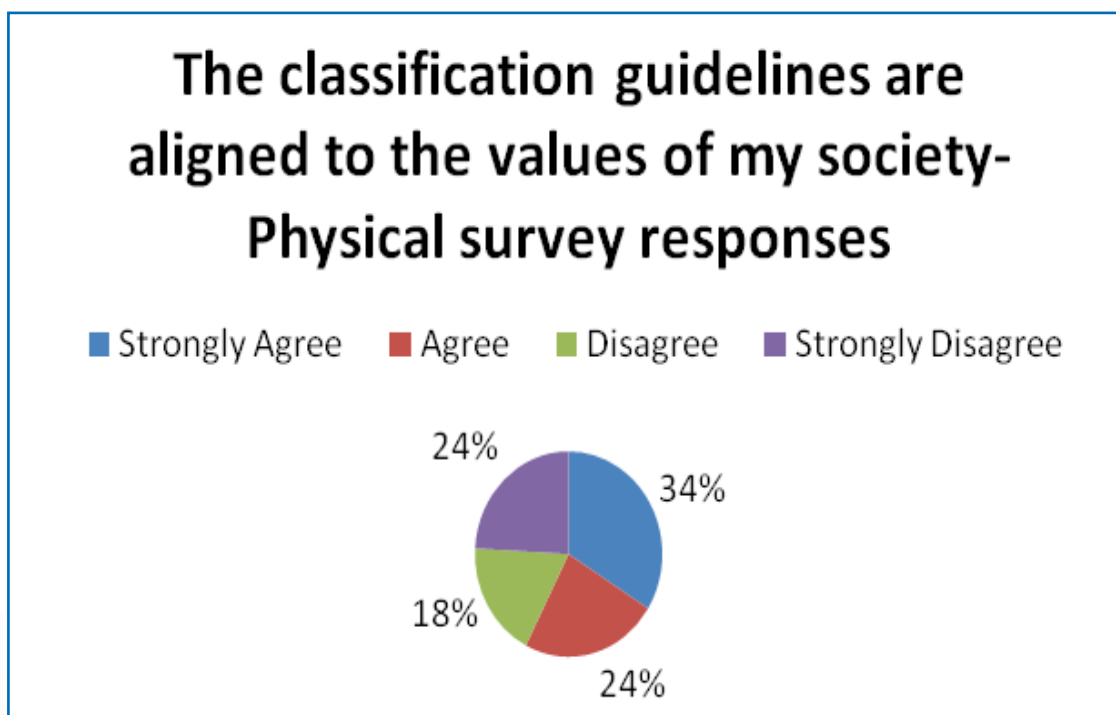
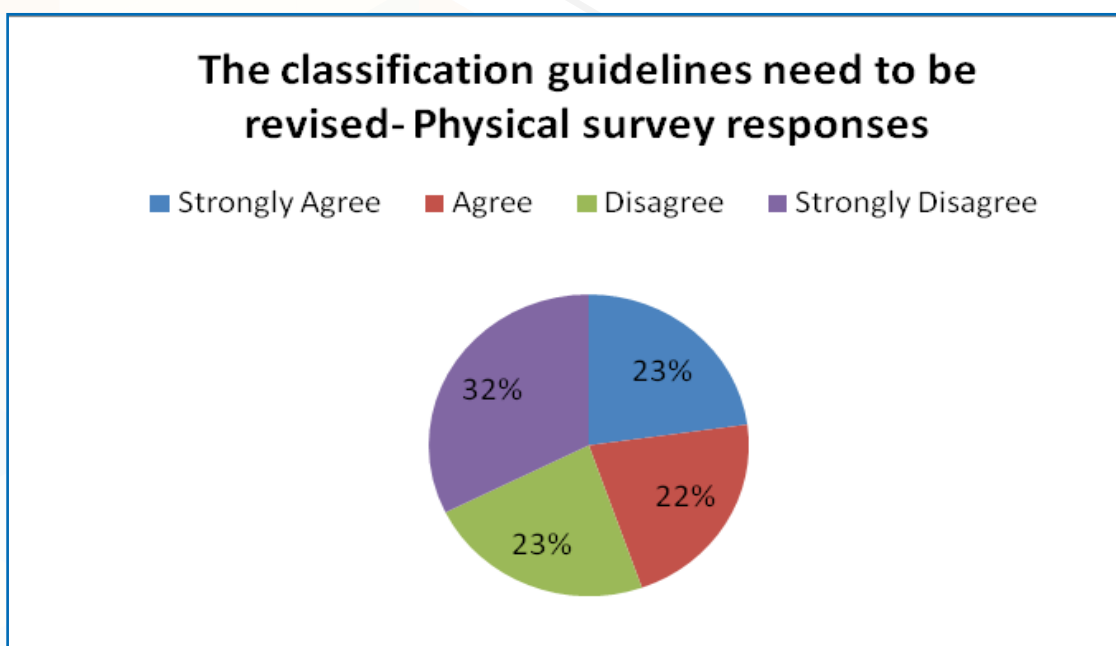


Figure 24: The need for revision of the classification guidelines-physical survey responses



In general, the physical survey found that South Africans are inclined to apply the guidelines, despite the fact that a small but not insignificant proportion felt that it is not always easy to apply the guidelines. Although 65 % of respondents to the physical survey felt that it was not easy to consistently apply the classification guidelines, 75% of the respondents to the physical survey stated that they applied the guidelines when they affected them.

Figure 25: Application of the classification guidelines- Physical survey responses

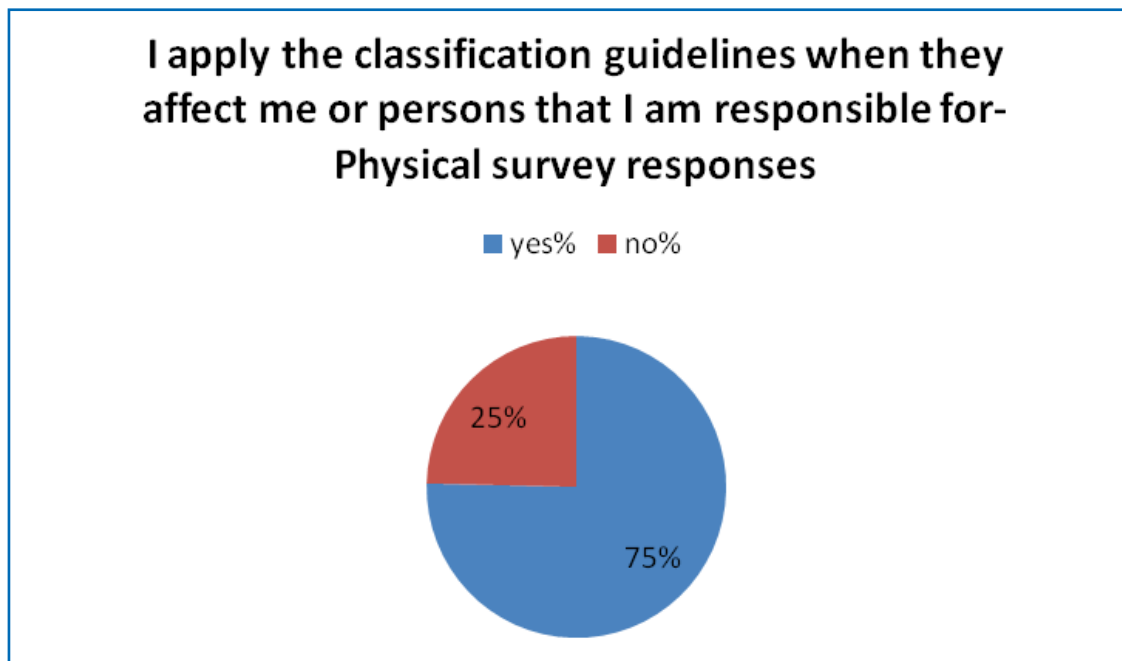
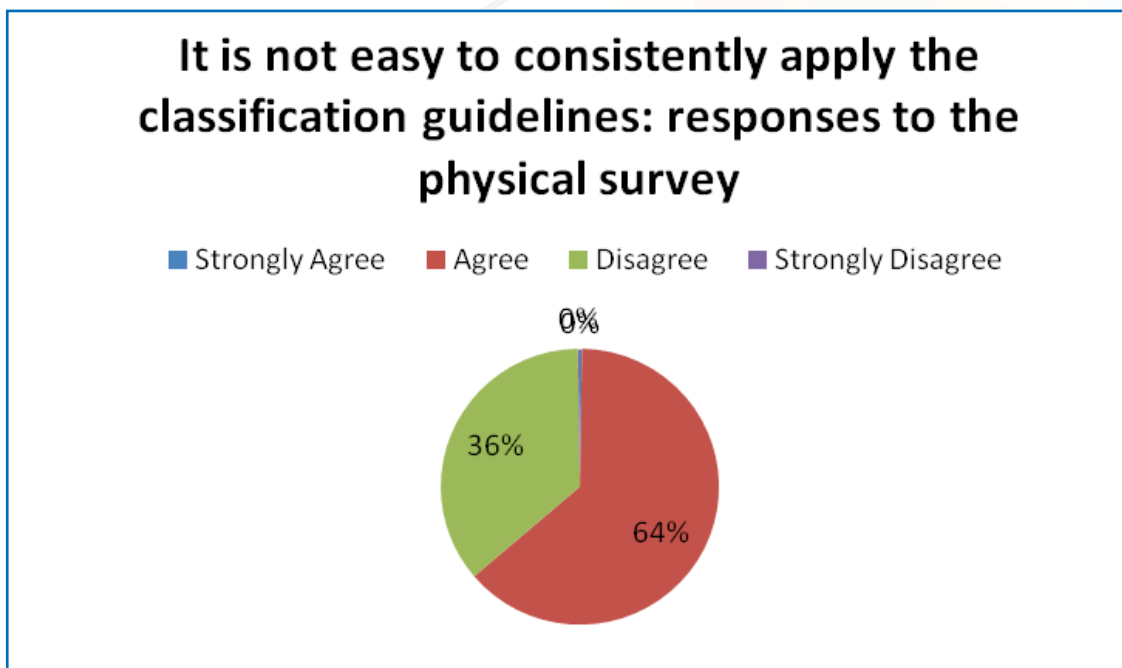


Figure 26:Ease of application of the classification guidelines- physical survey responses



The study also found that that only a small proportion (15%) of South African business owners felt that the guidelines impact their businesses.

3.3. Summary of findings from the online survey

The online survey did not assess the level of awareness of the public regarding the classification guidelines or the public's interest in learning about the guidelines. The online survey also did not investigate the level of compliance of businesses involved in the distribution of media artefacts. The online surveys enquiry was focused on members of the public's attitude towards the classification guidelines. Demographic data was also included in the online survey to gain an insight on how the demographic profile of the respondents influenced their perceptions. The online survey therefore queried whether the respondents agreed with the need for regulation, whether they followed the classification guidelines and whether they found it easy to consistently follow the guidelines. The online survey also queried whether the respondents felt that the classification guidelines were aligned with their societal values, and whether they were in need of revision.

As was the case with the physical survey, the majority of respondents agreed with the need to regulate content and followed the classification guidelines when it concerned them. 97% of the online respondents agree with the need to regulate content and 79% followed the classification guidelines when it affected them.

Figure 27: Agreement with the need to regulate content-Online survey responses

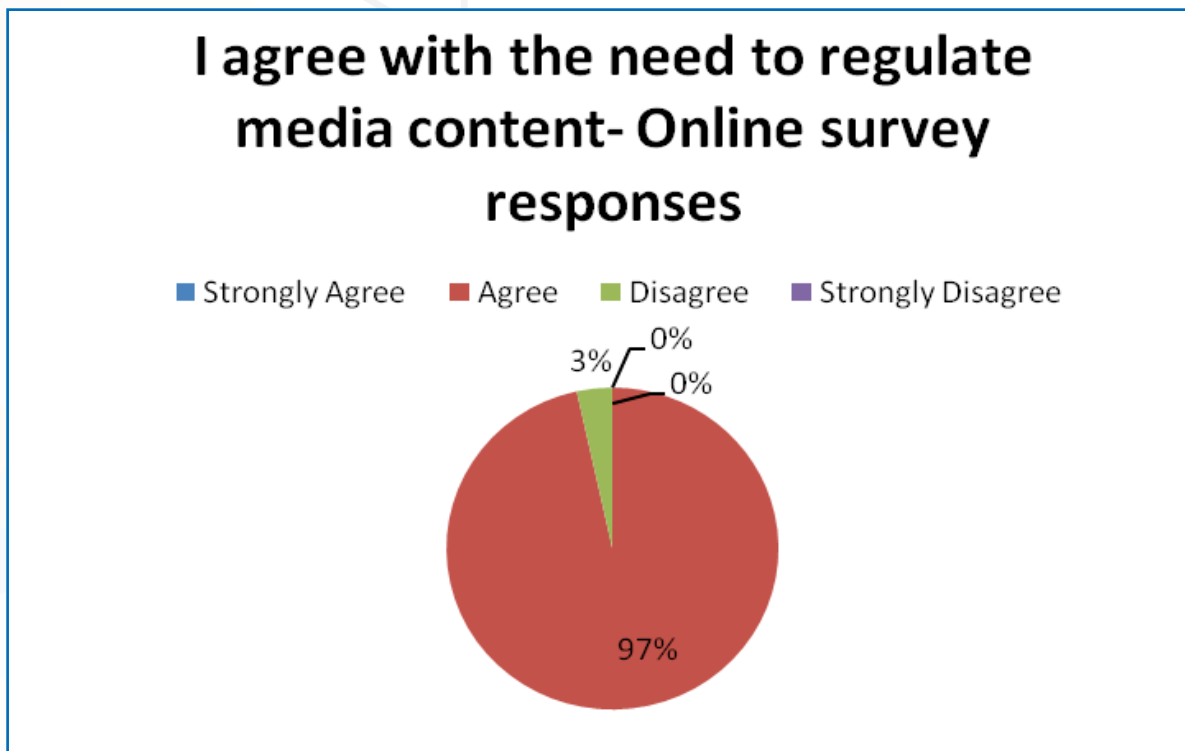


Figure 28: Application of the classification guidelines- online survey responses

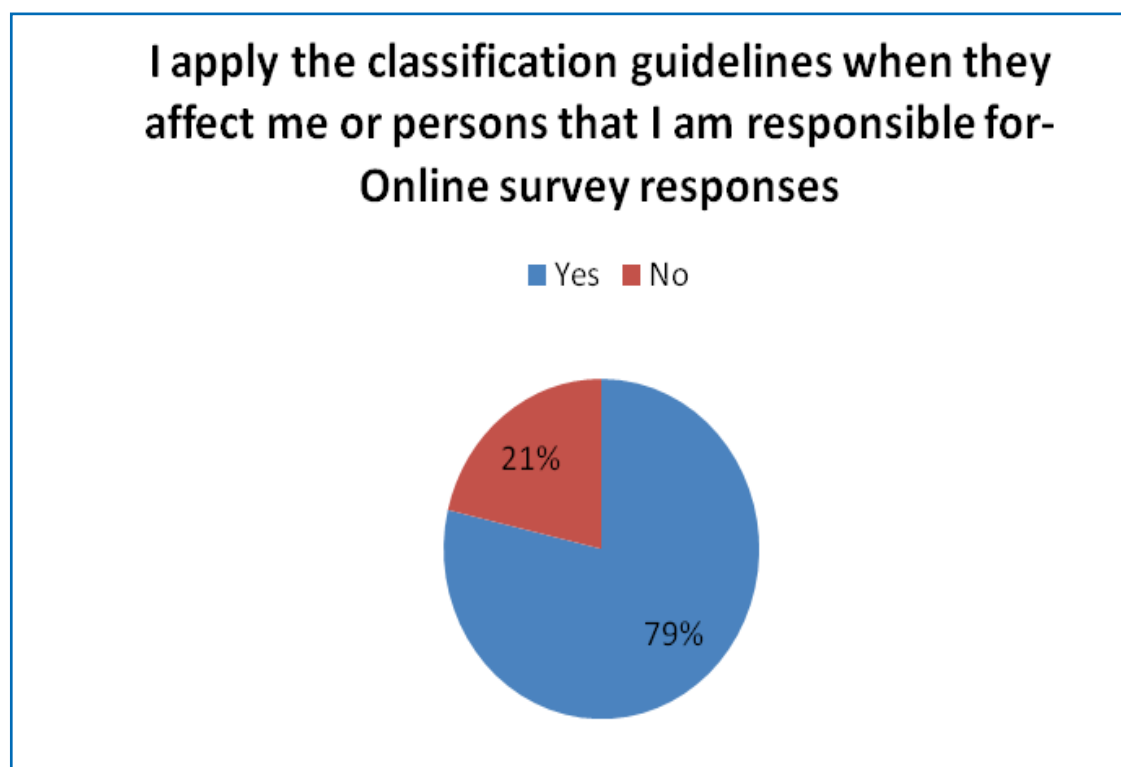


Figure 29: Alignment of guidelines with societal values- online survey responses

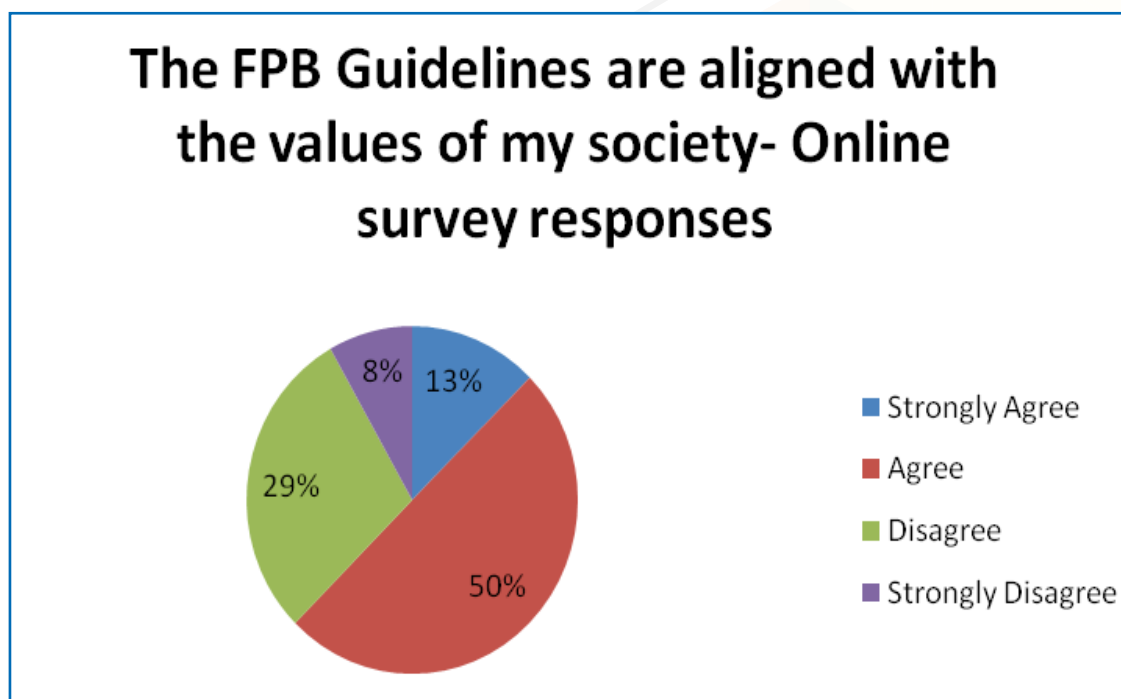
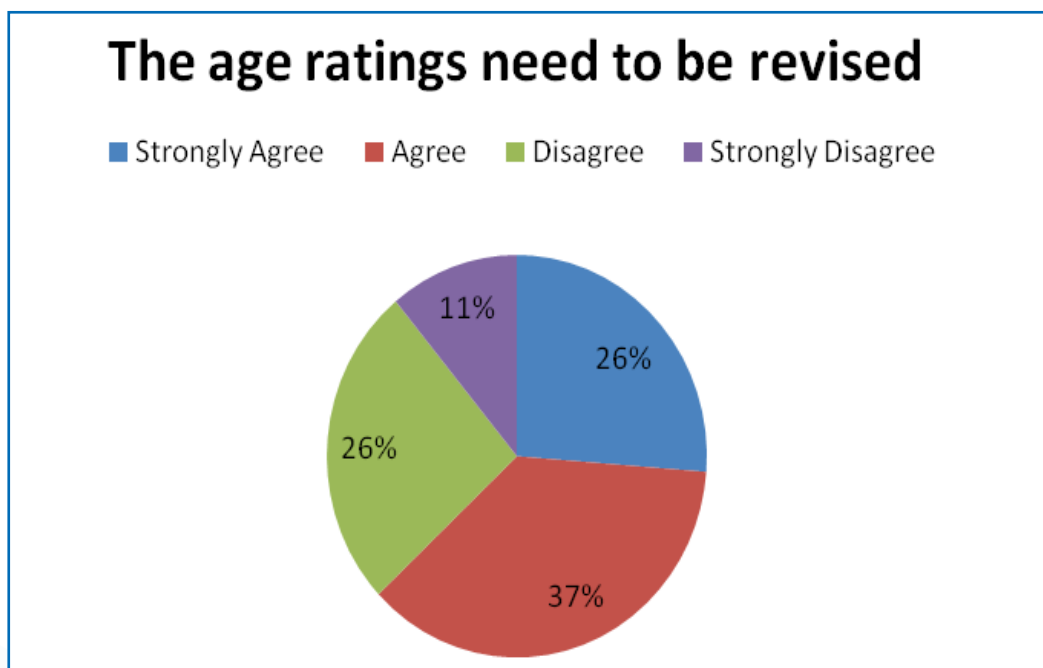
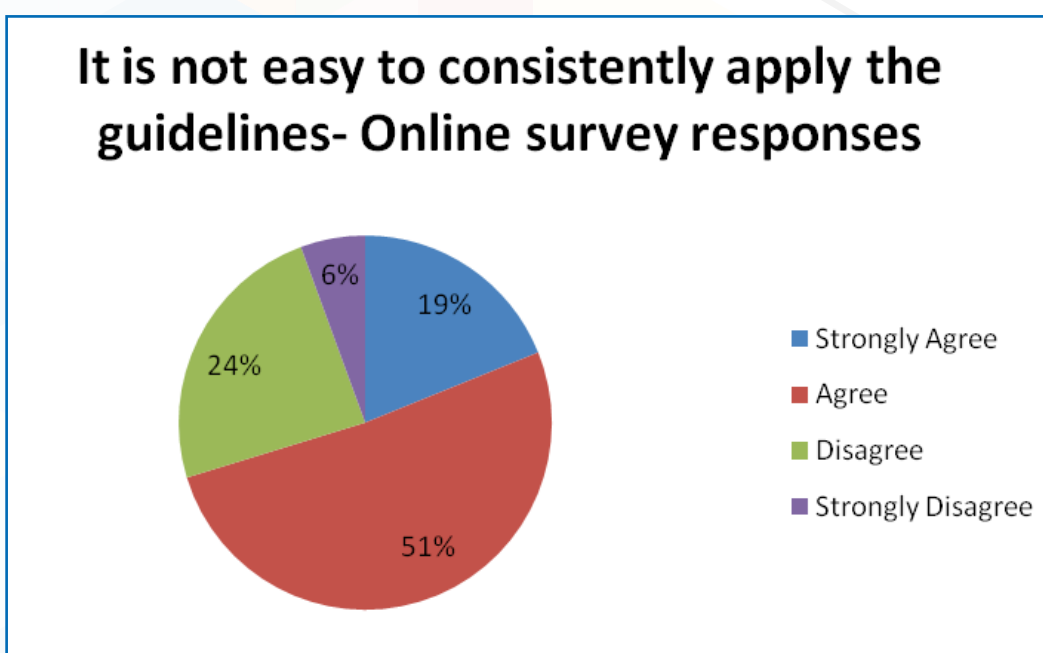


Figure 30: The need for revision of age ratings- online survey responses



Although 63% of the respondents agreed that the guidelines are aligned to their societal values, a significant proportion (37%) felt otherwise. As was the case with the physical survey, the greater proportion (63%) of online respondents felt that the classification guidelines were in need of revision. The online survey findings were also consistent with those of the physical survey with respect to the finding that the majority of South Africans follow the guidelines despite the fact that they do not find it easy to consistently do so. 70% of the respondents to the online survey felt it was not easy to consistently apply the guidelines, however, 79% of the respondents still claimed to follow the guidelines.

Figure ?:



4. The Mystery shopper survey surveys

4.1. The approach

A Mystery shopper survey was conducted in the Western Cape and Gauteng provinces to a sample of 64 distributors. The sample included outlets involved in the retail or rental of films, games and music. Generally when a person who is evidently a minor seeks to rent out or purchase a product that has an age restriction - it is incumbent upon the service provider to satisfy him or herself that the person procuring that product is legally allowed to do so. This experiment was undertaken to assess whether the distributors actually comply in restricting access to classified content to minors.

The process followed on the Mystery Shopper survey was undertaken;

- I. A minor below the age of 16 (sixteen) years accompanied by a guardian or parent (who should not be noticeable) would seek to hire or purchase a video that is rated sixteen (16) years or above.
- II. The minor had to come across as he or she was alone.
- III. Whilst the minor was getting the video, the guardian had to observe the layout of the shop for signage indicating clearly the ratings and populating the questionnaire provided.
- IV. Also the guardian documented the process observed whilst the minor purchased or hired a video rated above his or her age.
- V. The distributors were selected randomly across both provinces, with as wide a spread as possible, covering shopping malls, centres and video shops in townships and urban areas.

No	Province	Suburb
1	Gauteng	Pretoria CBD
2		Centurion Area (Incl. Malls)
3		Midrand
4		Rosebank Area
1	Western Cape	Mowbray
2		Rondebosch
3		Michells Plein
4		Khayelitsha

Above is a table showing areas where Mystery Shopper was conducted in the 2 provinces.

On completion of the shopping encounter, the fieldworker involved was required to complete a questionnaire reporting on the layout of the store and the extent to which the retailer complied with the regulations regarding sale of classified content to minors. The questionnaire posed the following questions:

Table 12: Mystery shopper questionnaire

	Yes	No
Layout of store		
I found the shelves in the shop to be clearly marked and categorised		
Videos and games on display had their classification clearly marked		
There was visible notification that the shop complies with classification guidelines		
Compliance with guidelines		
The teenager was allowed to view movies or games in all sections of the shop		
Upon selection the teenager proceeded to the counter for rental or purchase		
Identification was requested prior to concluding the sale		
The teenager was allowed to rent or purchase the item		

4.2. Findings of the Mystery shopper survey

This section details the findings of the experiment according to the store layout and the extent to which the vendors restrict access to age restricted media to underage consumers.

4.2.1. Compliance with respect to the layout of the store

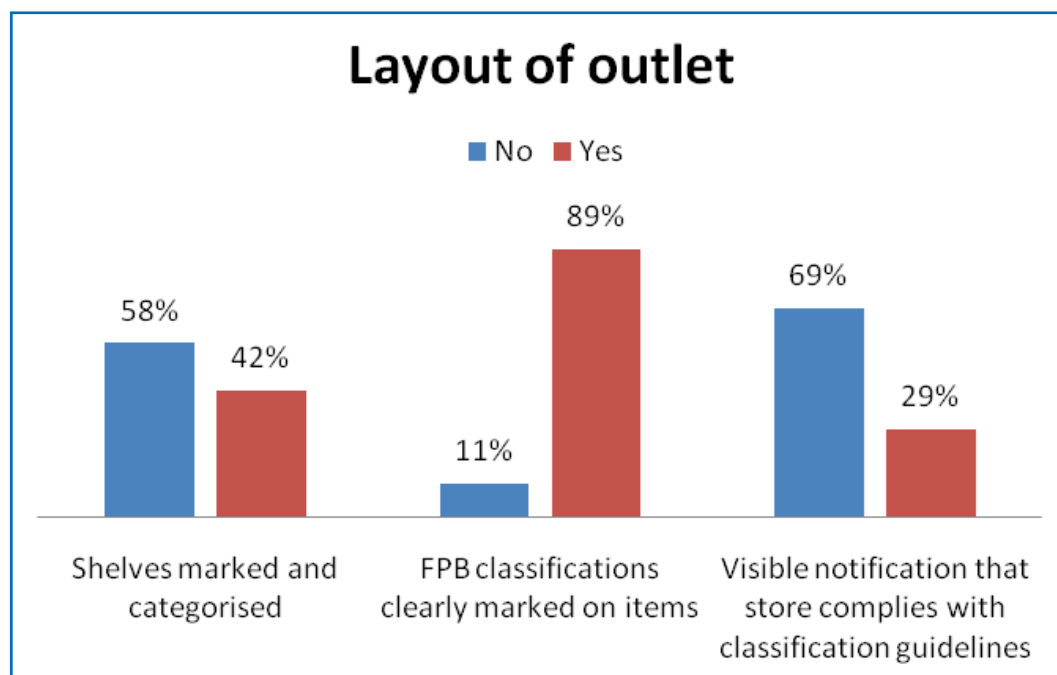
The process followed on the Mystery Shopper survey was undertaken;

- I. A minor below the age of 16 (sixteen) years accompanied by a guardian or parent (who should not be noticeable) would seek to hire or purchase a video that is rated sixteen (16) years or above.
- II. The minor had to come across as he or she was alone.
- III. Whilst the minor was getting the video, the guardian had to observe the layout of the shop for signage indicating clearly the ratings and populating the questionnaire provided.
- IV. Also the guardian documented the process observed whilst the minor purchased or hired a video rated above his or her age.
- V. The distributors were selected randomly across both provinces, with as wide a spread as possible, covering shopping malls, centres and video shops in townships and urban areas.

Table 13: Compliance with respect to the layout of the observed outlets

	Yes	No	No response	% complied	Total surveyed
Shelves marked and categorised	27	67	0	42%	94
FPB classifications clearly marked on all items observed	87	7	0	89%	94
Visible notification that store complies with classification guidelines	18	73	3	28%	94

Figure 31: Compliance with respect to the layout of observed outlets



4.2.2. Compliance with the regulations for distributors

The survey found that the distributors generally did not comply with the classification regulations. Of the 64 responses received,

- I. Only 17% requested identification from the minor before allowing them to purchase the item
- II. Only 23% of the surveyed stores restricted the shopper from accessing certain areas of the store
- III. Throughout of the scope of this research, it came out very clearly that most distributors don't see it as their responsibility to enforce compliance to the guidelines.

	Teenager allowed access to restricted areas in store	D requested from teenager I before purchase	Teenager was allowed to purchase item classified out of their age group
No	15	83	18
Yes	79	11	76
Total	94	94	94
%Complied	84%	12%	81%

4.2.3. Recommendations

Training programmes for all distributors is necessary to answer the following;

- I. What their role is in ensuring compliance?
- II. How they can enforce compliance?
- III. What are the benefits of compliance?

5. Demographic reflections of the research

Cross tab analyses were conducted on the data to assess the level of correlation between the demographic profile of the respondents, and their attitudes towards age ratings. The tests were aimed at assessing whether age and race influenced whether the respondents agreed with the need for regulation, whether they followed the classification guidelines, and whether they felt the age ratings reflected societal values. Where the responses were in the form of Likert scale items, the responses were aggregated into two categories, Agree or Disagree. Furthermore a weighting was applied to the responses to cater for the scales as follows:

5.1. The influence of age on the agreement with the need to regulate content

The crosstab analysis showed that the age groups in which the highest proportion of respondents were in disagreement with the need to regulate the exposure to harmful content was the age group between 16 and 21. Only 1% of respondents above the age of 39 disagreed with the need to regulate exposure to harmful content in comparison to 3.9% of respondents within the 16 to 21 age category.

Table 14: Aggregation and weightings applied to Likert scale items

Agree		Disagree	
Likert Item	Weight	Likert Item	Weight
Strongly Agree	0.667	Strongly Disagree	0.667
Agree	0.333	Disagree	0.333
Total (Agree)	1	Total (Disagree)	1

Table 15: Crosstab analysis on age and agreement with the need to regulate content

AGE	Agree	Disagree	Total
16-21	196 96%	8 4%	204 100%
22-27	228 100%	0 0%	228 100%
28-33	610 97%	16 3%	626 100%
34-38	1198 97%	36 3%	1234 100%
39+	2644 99%	36 1%	2680 100%
Total	4876	96	4972

A CHI test was used to test whether age had an influence on whether or not the respondents agreed with the need for regulation. The study found that there is a likely correlation between the age of the respondents and their beliefs relating to the need to regulate harmful media content. The test resulted in a P value of 0.0039, which indicated that there was a high probability that the age of the respondents had an influence on their opinions regarding the need to regulate exposure to harmful media content by sensitive viewers.

Table 16: Chi Test data examining the correlation between age and agreement with the need to regulate content

RESULTS			
	Yes	No	Row Totals
16-21	196 (196.89) [0.00]	8 (7.11) [0.11]	204
22-27	228 (220.06) [0.29]	0	228
28-33	610 (604.19) [0.06]	16	626
34-38	1198 (1191.01) [0.15]	36	1234
39+	2644 (2663.85) [0.15]	116	2760
Total	4876	176	5052 (Grant Total)

The CHI-square statistics is 15.3713. The P-Value is 0.00399. The result is significant at $p < 0.05$.

5.2. The influence of age on the respondents' actual application of the guidelines

Table 17: Cross tab analysis comparing age and whether guidelines are followed

AGE	Agree	Disagree	Total
16-21	103 63%	60 37%	163 100%
22-27	116 100%	67 0%	183 100%
28-33	351 70%	153 30%	504 100%
34-38	740 81%	174 19%	914 100%
39+	1620 79%	439 21%	2059 100%
Total	2929	894	3823

It was observed that respondents within the two lowest age categories were less inclined to follow the classification guidelines than the age categories above 28. 37% of respondents in both the 16 to 21 age category and the 22-27 age categories stated that they did not follow the classification guidelines when it was applicable to them. The CHI Test was conducted examining the correlation between the variables of age against whether or not the respondent applied the guidelines when it concerned them.

The test resulted in a P value of less than 0.00001, which indicated that there was a high probability that the age of the respondents had an effect on whether or not they followed the FPB's guidelines.

RESULTS			
	Agree	Disagree	Row Totals
16-21	103 (124.93) [3.85]	60 (38.07) [12.63]	163
22-27	116 (140.25) [4.19]	67 (45.75) [13.76]	183
28-33	351 (386.27) [3.22]	153 (117.73) [10.57]	504
34-38	740 (700.50) [2.23]	174 (213.50) [7.31]	914
39+	1620 (1578.95) [1.12]	439 (480.95) [3.66]	2059
Total	4876	893	3823 (Grant Total)

The CHI-square statistics is 62.5278. The P-Value is 0.00001. The result is significant at $p < 0.05$.

5.3. The influence of age on the respondents' opinion on whether the classification guidelines reflect the values of their society

The responses of three of the age categories were consistent with one another. 52% of respondents from both the 34-38 age category and the 39 years and greater age category agreed that the age ratings reflected the values of their society. Similarly, 53% of respondents between the ages of 16 and 21 were in agreement. The views from the age categories between 22 and 27 as well as those between 28 and 33 diverted widely from the other categories, suggesting that the age categories influenced the opinion of the respondents regarding the whether or not the guidelines reflected their values.

Table 18: Crosstab analysis comparing age with the views regarding alignment with values

AGE	Agree	Disagree	Total
16-21	100 53%	87 47%	187 100%
22-27	128 71%	53 29%	181 100%
28-33	323 66%	169 34%	491 100%
34-38	571 52%	531 48%	1102 100%
39+	1247 52%	1139 48%	2386 100%
Total	2368	1979	4347

Further examination found that there is a likely correlation between the age of the respondents and whether or not they believe that the classification guidelines reflect their society's values. A CHI Test was conducted examining the variables of age against whether or not the respondent followed the guidelines when it concerned them.

Table 19: Chi test data for correlation between age and views regarding alignment with values

RESULTS			
	Agree	Disagree	Row Totals
16-21	103 (124.93) [3.85]	60 (38.07) [12.63]	163
22-27	116 (140.25) [4.19]	67 (45.75) [13.76]	183
28-33	351 (386.27) [3.22]	153 (117.73) [10.57]	504
34-38	740 (700.50) [2.23]	174 (213.50) [7.31]	914
39+	1620 (1578.95) [1.12]	439 (480.95) [3.66]	2059
Total	4876	893	3823 (Grant Total)

The CHI-square statistics is 62.5278. The P-Value is 0.00001. The result is significant at $p < 0.05$.

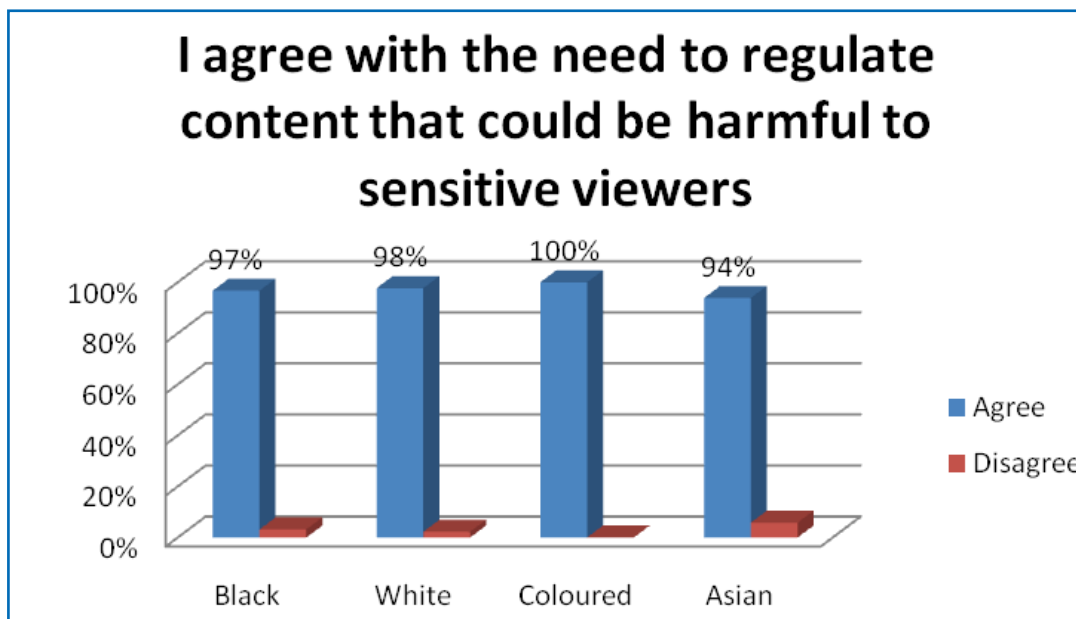
5.4. The influence of race on whether the respondents agreed with the need to regulate exposure to harmful content

The test resulted in a P value < 0.00001 , which indicated that there was a high probability that the age of the respondents had an effect on whether or not they believed the age ratings were aligned to the values of their society.

Table 20: Crosstab analysis comparing race and opinions concerning the need to regulate content

Race	Agree	Disagree	Total
Black	708 97%	24 3%	732 100%
White	1192 98%	28 2%	1220 100%
Coloured	168 100%	0 0%	168 100%
Asian	122 94%	8 6%	130 100%
Total	2190	60	2250

Figure 32: Opinions regarding the need to regulate content- summarized by race



5.5. The influence of race on whether or not the respondents followed the guidelines when applicable

The data revealed vast differences amongst the four race groups regarding whether or not they follow the guidelines when it applies to them. The Asian group had the highest proportion of respondents (51%) that stated that they do not follow the guidelines, while the Coloured population had the highest (85%) that followed the guidelines. The CHI test yielded a P value of less than 0.00001, confirming that a correlation between race and whether or not the respondents followed the guidelines was highly probable.

Figure 33: Application of the guidelines- summarized by race

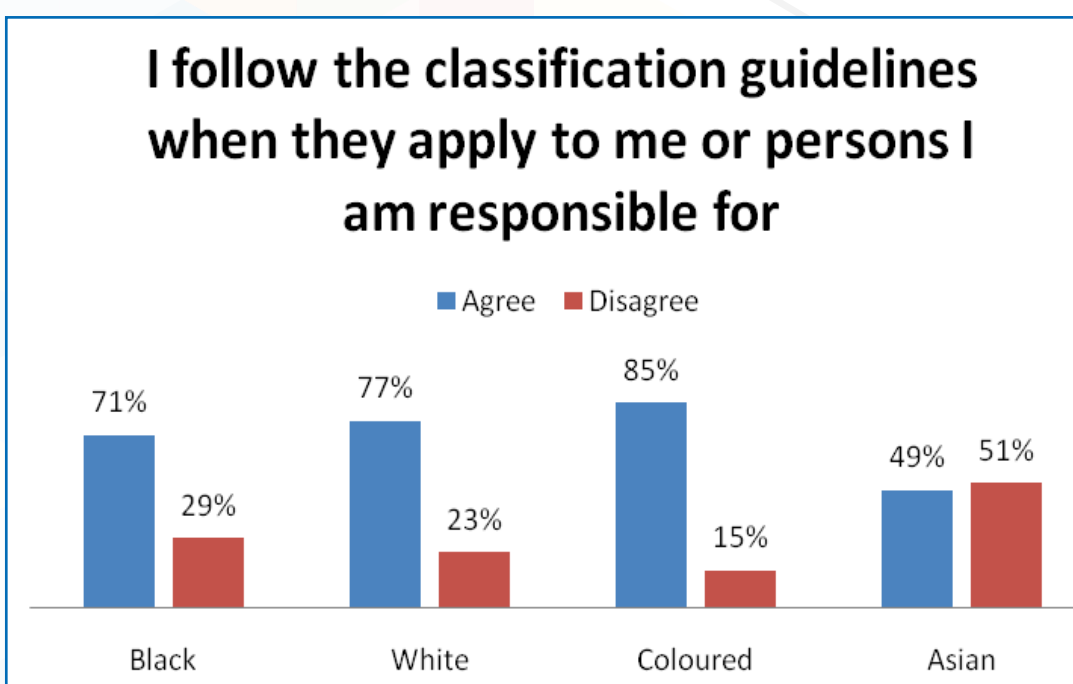


Table 21: Cross tab analysis comparing race and actual application of the guidelines

Race	Agree	Disagree	Total ¹⁶⁻²¹
Black	403 71%	161 29%	564 100%
White	717 77%	211 23%	928 100%
Coloured	100 85%	18 15%	118 100%
Asian	61 49%	65 51%	126 100%
Total	1281	455	1736

Table 22: Chi Test data examining correlation between race and application of guidelines

RESULTS			
	Agree	Disagree	Row Totals
Black	196 (196.89) [0.00]	8 (7.11) [0.11]	564
White	228 (220.06) [0.29]	0 (7.94) [7.94]	928
Coloured	610 (604.19) [0.06]	16 (21.81) [1.55]	118
Asian	1198 (1191.01) [0.04]	36 (42.99) [1.14]	
Column Totals	1281	455	1736 (Grant Total)

The CHI-square statistics is 56.6587. The P-Value is 0.00001. The result is significant at $p < 0.05$.

5.6. The influence of race on the respondents' opinion on whether or not the age ratings reflect their societal values

64% of black respondents agreed that the age ratings were aligned with their societal values. Conversely 63% of the white respondents and 66% of Asian respondents disagreed with the statement. Similarly, the Coloured respondents also had a higher proportion of respondents that disagreed (53%) than those that agreed.

Figure 34: Opinions on alignment of age ratings with societal values- summarized by race

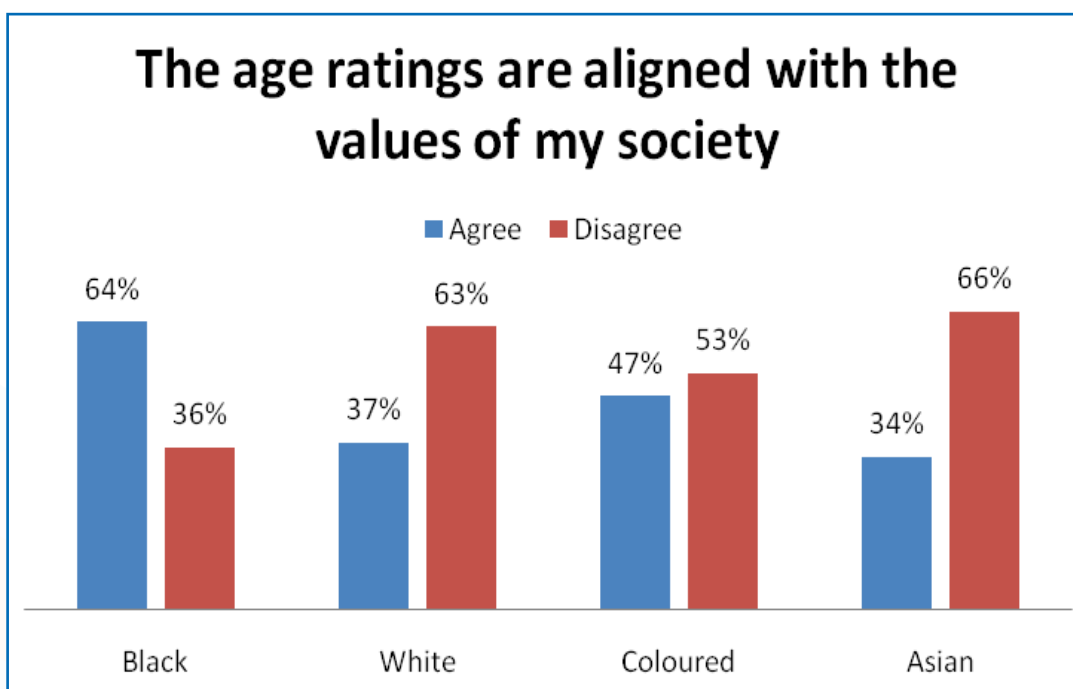


Table 23: Opinions on alignment between age ratings and societal values-Summarized by race

Race	Agree	Disagree	Total16-21
Black	377 64%	213 36%	590 100%
White	447 37%	760 63%	1207 100%
Coloured	73 47%	81 53%	155 100%
Asian	45 34%	89 66%	134 100%
Total	943	1143	2085

The correlation between race and the respondents' views regarding whether or not the age ratings were aligned with societal values was examined using a CHI test. The results of the test indicated a P value of less than 0.00001, indicating that a correlation is highly probable.



Table 24: CHI test results- correlation between age and opinion regarding alignment of guidelines with values of society

RESULTS			
	Agree	Disagree	Row Totals
Black	377 (266.56) [45.76]	213 (323.44) [37.71]	590
White	447 (545.32) [17.73]	760 (661.68) [14.61]	1207
Coloured	73 (69.58) [0.17]	81 (84.42) [0.14]	154
Asian	45 (60.54) [3.99]	89 (73.46) [3.29]	134
Column Totals	942	1143	2085 (Grant Total)

The CHI-square statistics is 123.3869. The P-Value is 0.00001. The result is significant at $p < 0.05$.

6. Conclusion

This study aimed at determining level of awareness of the South African Public regarding the classification guidelines defined by the FPB; to ascertain the extent to which the public are in agreement with the FPB's classification decisions and to evaluate whether the public (including business owners) comply with the guidelines stipulated by the FPB. Our study concludes that most South Africans (91%) are familiar with the FPB's classification guidelines. Furthermore, of those that are not familiar with the guidelines, only 20% were disinterested in learning about them. The Film & Publication's act as was cited most widely as the source of knowledge regarding the classifications guidelines. Although the majority of the respondents cited this act as their source of awareness, it was not clear how the respondents came across the Act, and whether they had actually read the act or heard about it. The age ratings communicated on the media artefacts such as DVDs, games and music were also identified as a source of awareness of the FPB's classification guidelines. This was identified as a knowledge source for 35.8% of the respondents.

Although South Africans generally agree with the need to regulate content that may be considered harmful to sensitive viewers, more than a third of South Africans feel that the classification guidelines are not aligned with the values of the society within which they exist. This suggests that the age ratings may be either too lenient or too rigid. This is evident in strong assertion that is made that the age ratings need to be revised. Again, a third of the respondents felt that the age ratings were in need of revision. Further research into these perceptions is critical.

The demographic reflections into these perceptions revealed that younger age groups were less inclined to follow the classification guidelines. In the same vein, the younger age groups had a higher proportion of respondents that disagreed that the age ratings were aligned with societal values, as compared to the older age categories. It remains to be known whether the opinions of the younger generations are likely to change with age, or if they are symptoms of evolving value systems. Nevertheless, such observations reinforce the necessity of ongoing research and dialogue in order to maintain consistency between the FPB's classification standards, and the expectations of society.

The race of the respondents was also seen to have an influence on their opinions regarding the need for regulation, as well as the current satisfaction with the classification standards. The Asian respondents had the highest proportion of respondents that agreed that the age ratings were aligned with their societal

values; however this ethnic group also had the lowest percentage of respondents that actually followed the guidelines. The white population on the other hand, had a high percentage of respondents that disagreed that the classification guidelines reflected their values (63%), yet 77% of them follow the guidelines when applicable.

The revelation of the Mystery shopper survey was alarming as it revealed that media distributors do not take the responsibility of restricting the sale of harmful content to viewers. The physical survey revealed that only 15% of businesses felt that the classification guidelines have an effect on their business. The Mystery Shopper survey confirmed that businesses are not subjecting themselves to the risk of losing sales, and this is possibly why they are not impacted.

7. Limitations and directions for future research

This research is exploratory and produces data that sets the scene for richer qualitative research. Although the general perceptions of the public can be identified through such a study, the study is unable to provide reasons for such perceptions. Failure to identify reasons for inconsistencies between the expectations of the public, and the actual guidelines set by the FPB has the ability to undermine the efforts of the FPB in addressing a critical societal need. Furthermore, with the rise in harmful content through an increasing number of media artefacts, the need to respond accordingly is even more critical.

Another limitation is on the physical questionnaire which did not capture the demographic information captured through the online survey. From the previous survey conducted by fpb it became clear that the profile of respondents using these instruments is different, therefore aggregation of results might not be reflective of a general trend.

This study thus recommends that future research be engaged to assess what aspects of the guidelines are not meeting the requirements of the public, and determining how best to classify content appropriately, increase awareness and influence compliance.



Film and Publication Board

Head Office: ECO Glade 2, 420 Witch Hazel Street, ECO Park, Centurion, 0169

Tel: +27 12 661 0051

Fax: +27 12 661 0074

Cape Town: Second Floor, 56 Barrack Street, Cape Town, 8000

Tel: +27 21 461 8171 Fax: +27 21 461 8126

Durban: Number 12, Concorde Place Westridge, Mayville, 4091

Tel: +27 31 261 7139 Fax: +27 31 261 7130

www.fpb.org.za

