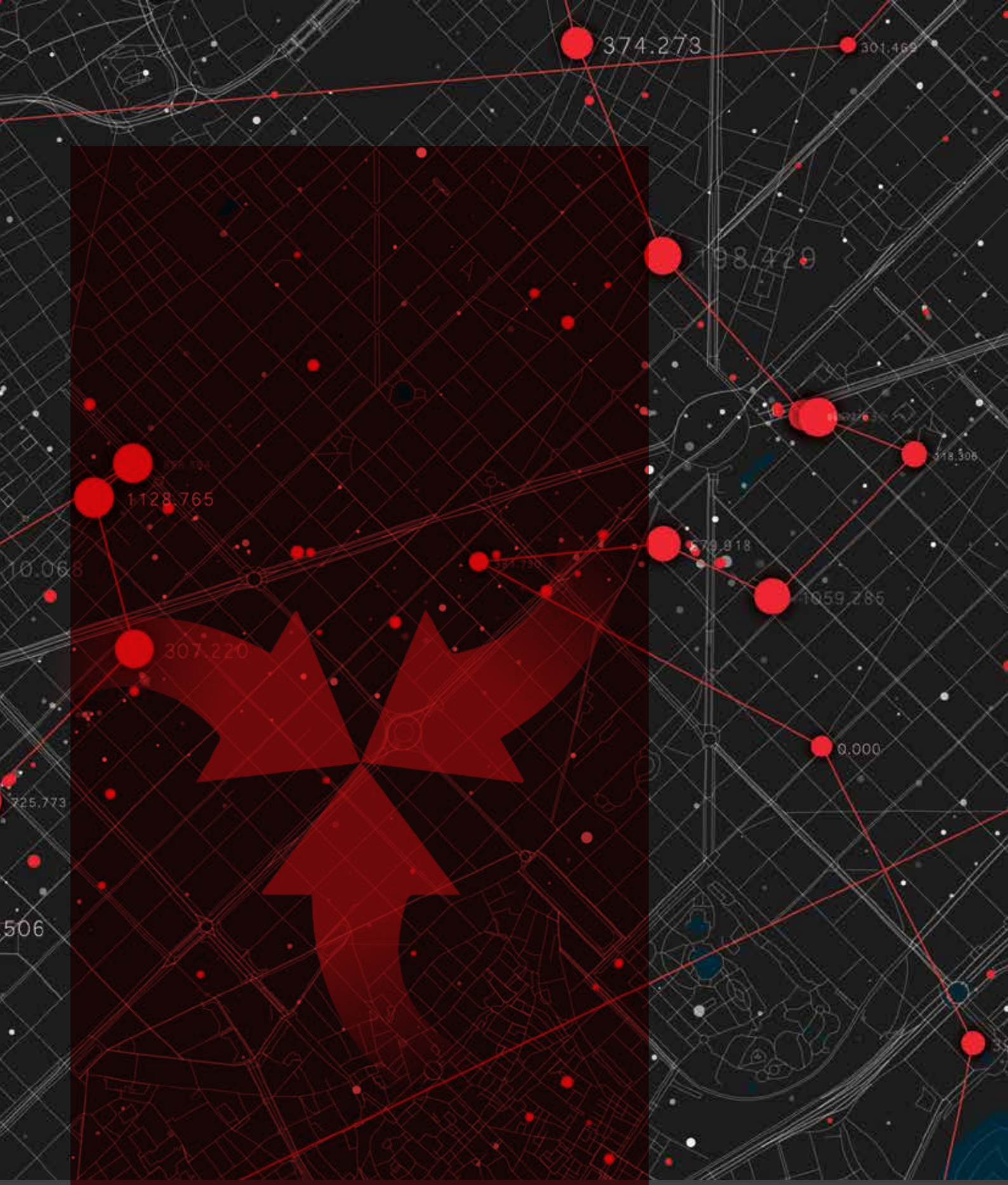

Convergence Survey Report
Film and Publication Board
OCTOBER 2020

Film and Publication Board

We inform. You choose.

Convergence Survey Report

Film and Publication Board (FPB)

October 2020

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EXECUTIVE SUMMARY

This Convergence Survey 2020 report details the work carried out by the FPB to assess the levels of agreement between the age ratings assigned to media content with societal norms and values. Media content classification in South Africa caries features of deliberative democracy. This means the regulations utilised in carrying out media content regulation must be informed by research, be subjected to the Constitution, and be in line with the views, norms and standards held widely by society.

The survey is carried out once every two years and involves collecting interviews with South Africans in their diversity of race, age, income, place of dwelling and levels of education among others. The survey discussed in this report involved one-on-one interviews with 7000 South Africans, aged 15 years and older, in all the nine provinces of South Africa.

The objectives of the survey were four-fold. Firstly, to assess the extent of exposure to media content in the context of technologies that have changed patterns of the creation, consumption and distribution, and thus increased manifold in volume. Secondly, we wanted to assess the levels of awareness in the public about the FPB and its mandate. Thirdly, we wanted to assess the extent to which the public, particularly parents or adults with children under their care, adhered to the regulations as stipulated by the FPB. Lastly, we sought to solicit the views or opinions that the public hold about media content regulation.

The report is a rare glimpse into the levels of awareness of media consumption patterns in South Africa, it outlines the levels of awareness and willingness among the members of the public to play their part

This report gives a detailed and nuanced account of the above key areas of enquiry. The findings contained herein will help the FPB to gain useful insights about the relevance of its work. It exposes areas for improvement when it comes to educating the public about the rationale for assigning age ratings, as well as the information gaps regarding consumer advisories when it comes to the so-called classifiable elements. Without exposing the content of this report pre-maturely, we highlight a few key areas of interest. For one, parents tend to believe that video games are generally harmless; and are oblivious to the fact that these are assigned age ratings for content that include graphic violence and strong language. Another interesting though not surprising finding is the fact that parents actively prohibit their children from accessing or being exposed to pornography and adult sites online. It was also encouraging to find that generally parents spend a significant portion of time with their children when online.

The report is a rare glimpse into the levels of awareness of media consumption patterns in South Africa, it outlines the levels of awareness and willingness among the members of the public to play their part in ensuring that underage children are not exposed to harmful content. It is the limited understanding of the 'harmful content' found in media platforms that is worrying. The findings of this report suggest the need for educating the public about the FPB's mandate and the classifiable elements to be wary of. Additionally, it highlights the need for a continual engagement with the public on the classification guidelines.

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ACRONYMS

4IR	Fourth Industrial Revolution
DCDT	Department of Communications and Digital Technologies
FPB	Film and Publication Board
FP Act	Films and Publications Act of 1996
GAN	Generative Adversarial Network
UNISA	University of South Africa
UGC	User-generated content

ACKNOWLEDGEMENTS

This report has been made possible because of a hard-working team of data collectors who traversed the length and breadth of South Africa conducting interviews in metros, villages and small towns. The many South Africans in all nine provinces of the country took time to share a part of their lives in support of this research. We thank you sincerely.

Ms Laurie Less impacted on this flagship project in a powerful manner, providing leadership and guidance at the conception of the project. Riana McArthur lent her expertise to the demands of this project, collating, data cleansing, and coding thousands of interviews and writing up the initial overview of the report. Ms Puleng Lephoi and Mr Baster Mohale, our research interns, what a joy to have had you on our team. Your professionalism, hard work and ability to grasp new concepts has been exemplary.

Finally, the following Research Team at the FPB spent hours, lending their collective sharp eye to scour for errors in this report: Ms Khumbelo Theweli, Mr. Musawenkosi Malabela, Ms. Phumelela Bandezi and Mr. Avukile Dlanga. To them we are grateful. Any errors found on this report is ours alone.

The Management and Executive Team of the FPB ensured the completion of this project, often fraught with challenges, by providing ongoing guidance and support.

1

Introduction to the Convergence Survey Report

1.1 Background

Over the past decade, the Film and Publication Board (FPB) has conducted a Convergence Survey in two-yearly intervals. Its objective is to assess the levels of agreement with the age ratings assigned to films, video games and some publications and society's norms, morals, and values. After a clean break from the apartheid-era Censor Board, the FPB pursues its mandate of media content regulation in an inclusive, deliberative fashion consistent with South Africa's Constitution.

Yet, as Nalkur, Jamieson & Romer (2010) argue, consensus about the effectiveness and accuracy of age ratings for film, video games and other entertainment platforms is not a *fait accompli*. As a film content regulator, the FPB strives to touch base, with the public to test whether we are drifting away from public norms and values. The results of the survey reveal our blind spots, highlighting those areas the FPB may need to address by going back to the drawing board. This has become ever more urgent in the context of the Fourth Industrial Revolution, characterised by, among others, the convergence of technologies that have essentially changed patterns of the creation, distribution and consumption of media content.

Inherent to the Fourth Industrial Revolution (4IR)[1,2] are fundamental changes to the way we live, work and relate. This requires that we rethink and probably reshape our development trajectories at international, national, and subnational levels, as well as at institutional and organisational levels.

As with the first through to the third industrial revolutions, our contemporary revolution is a new chapter in development delivered by advances in technology. Concomitant to this change in how we do things, our worldview also changes. Though driven by technological change, the 4IR is much more than just technology. Rather, it is an opportunity to help humanity harness converging technologies to create an inclusive human-centred and connected future. While the 4IR ushers in unpredicted benefits, it also poses some threats[3]. These include but are not limited to:

i. Applications that promote unhealthy habits
ii. Applications that allow for massive data harvesting and theft
iii. Exposure (particularly of children) to misinformation, violence, pornography, and other age-inappropriate content
iv. Recruitment and radicalisation by extremist groups
v. Cyberbullying, harassment, and online victimisation
vi. Sexual exploitation, abuse and trafficking, which can range from grooming to rape.

Most of these affect vulnerable and minority groups including children and women. Thus, at the onset, we can say the 4IR redefines the work of the FPB.

More generally, this convergence survey seeks to test the FPB's classification guidelines versus the Southern African community values and norms. Before we detail the rationale of this convergence survey as well as its aim and objectives, we briefly introduce the terms and concepts we used in conceptualising this survey. Section 1.1.1 as well as Section 1.1.2 introduces the context (The FPB as an organisation) and its convergence surveys. Section 1.1.3 introduces but briefly the programme under study as well as accompanying key terms and concepts.

1.1.1 The Film and Publication Board (FPB) and its mandate

The FPB is a state-owned media content regulation authority in South Africa. The FPB is mandated by an act of parliament, the Films and Publications Act of 1996 (FP Act). The FPB is an entity of the Department of Communications and Digital Technologies (DCDT).

Films and Publications Act (96 of 1996) guides the mandate of the FPB. Section 2 of the Act sets out its aim and objectives, that is, "to regulate the creation, production, possession and distribution of films, games and certain publications". The FPB executes this mandate through advising adult consumers "…to make informed viewing, reading and gaming choices, both for themselves and for children in their care" (Section 2A). This provision is meant to protect children from premature exposure to and consumption of disturbing and harmful materials as well as adult experiences (Section 2B). Further, the Act sanctions punishment for the use of children in and exposure of children to pornography (Section 2C).

This particular focus on children has been necessitated by the realisation that the public, and young children, are increasingly active in the online space, generating, storing and distributing their own content, which opens everyone up to online dangers. Among harmful incidents that affect Internet users are issues such as cyberbullying, sexting, child grooming and revenge pornography. Children

[1] cf. Global Economic Forum: https://www.weforum.org/agenda/2016/01/what-is-the-fourth-industrial-revolution/ (accessed 26 August 2019)
[2] cf. The 'fourth industrial revolution': potential and risks for Africa' (Harvey, 2017).
[3] cf. 2018. INHOPE Annual Report: https://www.inhope.org/media/pages/the-facts/download-our-Whitepapes/2899316413-1574371752/2019.11.19_ih_annual_report-2.pdf

1.1 Background - continued

are key beneficiaries of the FPB's outreach and public education campaigns, aimed at alerting the public to cyber dangers, from online pornography to child grooming and cyberbullying.

The vision of the FPB is to be "a leading and credible content regulator that empowers the public to make informed choices" while its mission is to "ensure the regulation of media entertainment content by empowering the public, contributing to child protection and promoting the growth of [the film, and video gaming developing] industry".

The FPB has various business units focusing on different aspects of regulation. The Client Support Unit interfacing with clients and stakeholders, notably exhibitors, distributors and content creators, is the clients first point of contact. They are responsible for registering and licensing entrants in the film exhibition and distribution industry to ensure compliance with the provisions of the FP Act.

The FBP's Communications and Public Education Unit co-ordinates public outreach campaigns with various stakeholders, especially schools, raising awareness about potential dangers of uncontrolled access to media. While this outreach and education drive is aimed at the general public, special attention is given to underage children.

The Compliance Monitoring Unit (CPU) enforces compliance to the regulations of the Act.

Situated within the Operations Business Unit are the Child Protection and Online Monitoring units, responsible for assessing media content suspected of containing child sexual abuse materials (CSAM) and assisting the South African Police Services (SAPS) with the prosecution of responsible parties.

Finally, the Research, Policy and Advocacy Unit conduct research that informs the organisation's work, such as this Convergence Survey, and on the classification guidelines amongst others, to guide the organisation's work.

To bring the FPB apace with the fast-changing environment in its area of influence, the FPB Council has endorsed the following strategic priorities to execute its functions:

a) Technology-driven content regulation
b) Public education (to empower adults and protect children)
c) Legislative review (technologically neutral legislative regime)
d) International and local partnerships (to ensure better regulation of the web) with renewed focus on local partnerships
e) Research, compliance monitoring, and monitoring and evaluation to inform future priorities
f) Resource mobilisation and development of appropriate funding model
g) Strategic institutional alignment

1.1.2 The Film and Publication Board's convergence surveys in context

In the past, the FPB sanctioned convergence surveys every two years. However, changes in values and norms and, therefore, classification of media content, do not change rapidly. As a result, the Council agreed to a strategy allowing surveys to be conducted once every three years. They will be complemented by smaller or localised studies focusing on selected indicators should a need arise.

The FPBs convergence surveys are designed to harvest public opinion and assessment of its classification of media content. Classifying media into harmless versus harmful is subjective. Though the values and norms of society should drive such classification, it is difficult in a diverse society where individuals have conflicting values and norms. Human rights in general, and specifically freedom of expression, are another factor the Board considers. To allow for meeting of the minds in this important function, the FPBs mandate is participatory, and this survey is fundamental to that imperative.

In general, convergence surveys are one avenue of obtaining and assessing input into classification of films, video games and some publications. They allow for obtaining and balancing diverse aspirations and opinions that serve as input into the Board's media content classification guidelines. The surveys provide information that determines the extent to which the Board's media content classification guidelines are reflective of the public's values and norms as well as their expectations.

More specifically, the convergence surveys canvas the awareness of the public to the media content age ratings and degree to which the public adopts and applies these ratings when making media consumption decisions. The Board applies this information to tailor its media content consumption awareness programmes.

The surveys collect data on (i.) media channels and classifiable elements (ii.) the media content ratings of the FPB, and (iii.) the authority and presence of the FPB.

1.2 The 2020 Convergence Survey

1.2.1 Rationale

The FPB uses the convergence surveys to gather public opinion on our regulatory role. Further, the convergence surveys are a vehicle to monitor and evaluate the success of FPBs interventions.

1.2.2 Aim and objectives

In line with the previous convergence surveys, the overall aim of the 2020 Survey was to establish the extent to which the media content classification system of the FPB corresponds to the values, norms and expectation of South Africans. To achieve this aim, the Survey pursued four objectives:

1.2.2.1 To establish media content exposure and consumption through various channels.

Null hypothesis: Parents are not restricting the media content their children are consuming.

Alternative hypothesis: Parents are restricting the media content their children are consuming.

Proposition: If parents were fully aware of the potentially harmful effects of some media content and some online behaviour, they would restrict what their children consume.

1.2.2.2 To establish the awareness and assessment of the Board ratings i.e. (i.) Awareness of the ratings and their meaning (ii.) Ease of understanding the ratings (iii.) Usefulness of the ratings (iv.) Effectiveness of the ratings and (v.) Knowing the steps to take when one objects to the FPB ratings.

Null hypothesis: The FPB ratings are not useful.

Alternative hypothesis: The FPB ratings are useful.

Proposition: If the FPB were more visible, its ratings would have been more useful.

1.2.2.3 To establish adherence to the FPB ratings and guidelines i.e. (i.) level of adherence to the FPBs ratings and guidelines and (ii.) action taken when exposed to inappropriate media content.

Null Hypothesis: Generally South Africans do not adhere to ratings and guidelines, and often do not take action when exposed to inappropriate media content.

Alternative Hypothesis: South Africans adhere to the ratings and guidelines.

Proposition: If South Africans were aware of the rationale behind ratings attached to media content, they would be adherent to the media content they consume and are exposed to and would proactively take corrective action.

1.2.2.4 To establish opinion on classification of media content exposure and consumption.

Null Hypothesis: South Africans do not want media content regulations.

Alternative Hypothesis: South Africans display a positive opinion towards content classification.

Proposition: This survey establishes a baseline reflecting public opinion towards media content classification.

1.3 Inclusions and exclusions

More broadly, this convergence survey explores (i.) what media content the public is exposed to and what they are consuming and (ii.) the FPB interventions with regards exposure to and consumption of media content. Specifically, we assess the public's knowledge on and attitude towards the FPB's guidelines and ratings. We also assess practice vis-à-vis adherence or compliance to the FPB media content guidelines and ratings.

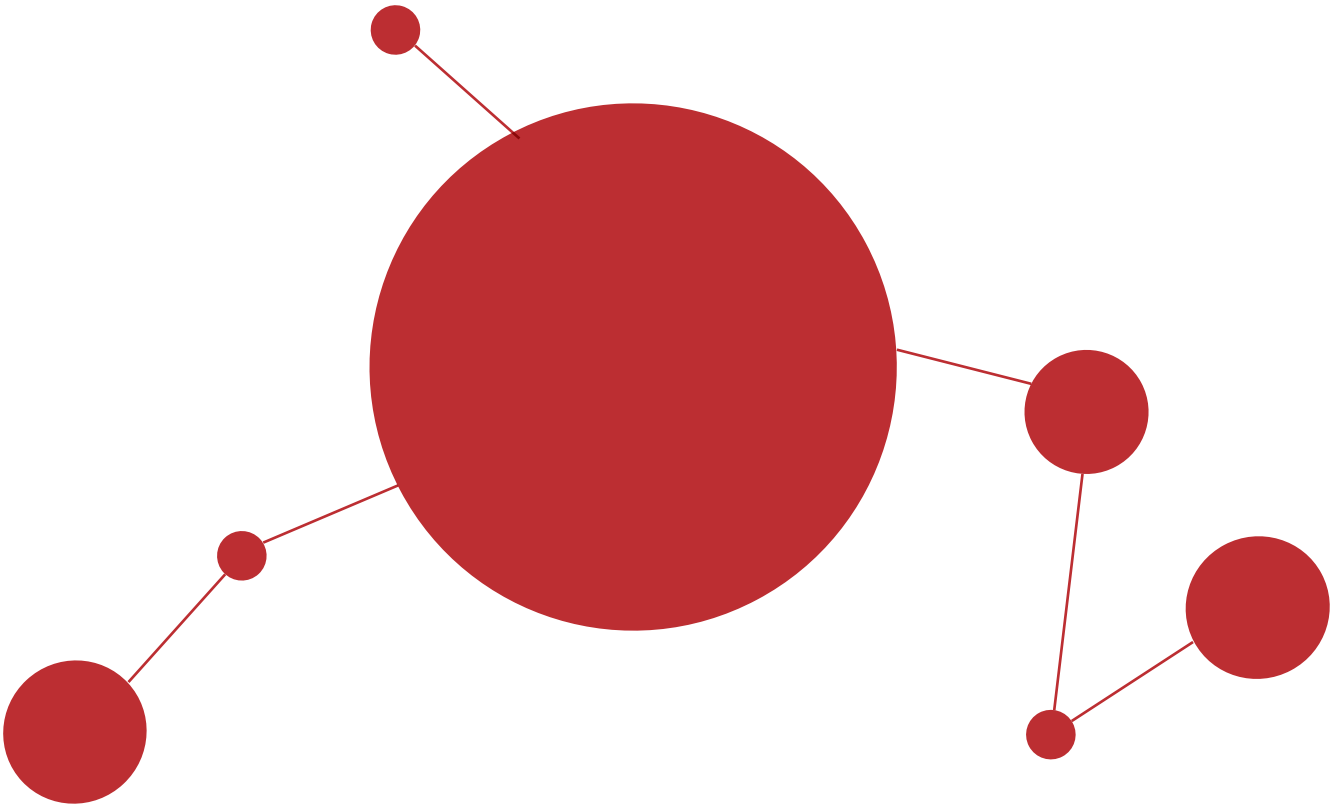
Various aspects including cultural and religious values and norms regulate exposure to and consumption of media content. This report does not explore routes the public is using to self-regulate media content they are exposed to. Fundamentally, we do not critically interrogate the various South African cultural and religious values and norms that form the foundation upon which the public consequently decides which media content they should be exposed to and consume. Relatedly, this means we do not interrogate the reasons why certain media content is unsuitable and forbidden in certain sections of the population.

1.4 Survey report outline

This report has five chapters, which includes this chapter, in which we frame the aims and objectives of the 2020 Convergence Survey. Chapter 2 reviews key literature on media exposure and consumption. In this chapter, we articulate the problem of uncontrolled exposure to media to set the stage for reviewing the current interventions. To link this discussion to the Survey, we assess variables key to the study of media exposure and consumption. The summary of the discussion in this chapter helps us comprehend how we should undertake the empirical part of this Survey.

Chapter 3 discusses the strategy, design, procedures and methods of this Survey, first generally and then those specific to this Survey. We employ a quantitative strategy and cross-sectional design. These go hand-in-hand with a full-structured interview schedule commonly known as a questionnaire. Further, we employed a probability random sampling method, ensuring that each individual in our target population (South Africans 15 years old and above) had an equal chance of being selected to respond to this Survey. The interviews, conducted by qualified and trained data collectors, were either face-to-face or telephonic and lasted 20 minutes. We employed descriptive and inferential statistics to realise the objectives of this Survey. Lastly, we then establish the strengths (reliability and validity) as well as limitations of this Survey's procedure and methods based on the techniques applied.

Chapter 4 provides the empirical results to the four objectives listed above. We first present descriptive statistics before moving on to inferential statistics. Chapter (5) summarises the processes and products of this Survey, followed by the conclusion, which includes interpretation of the empirical results. Limitations to the 2020 Convergence Survey is described prior to making policy recommendations and recommendations for future research.



2

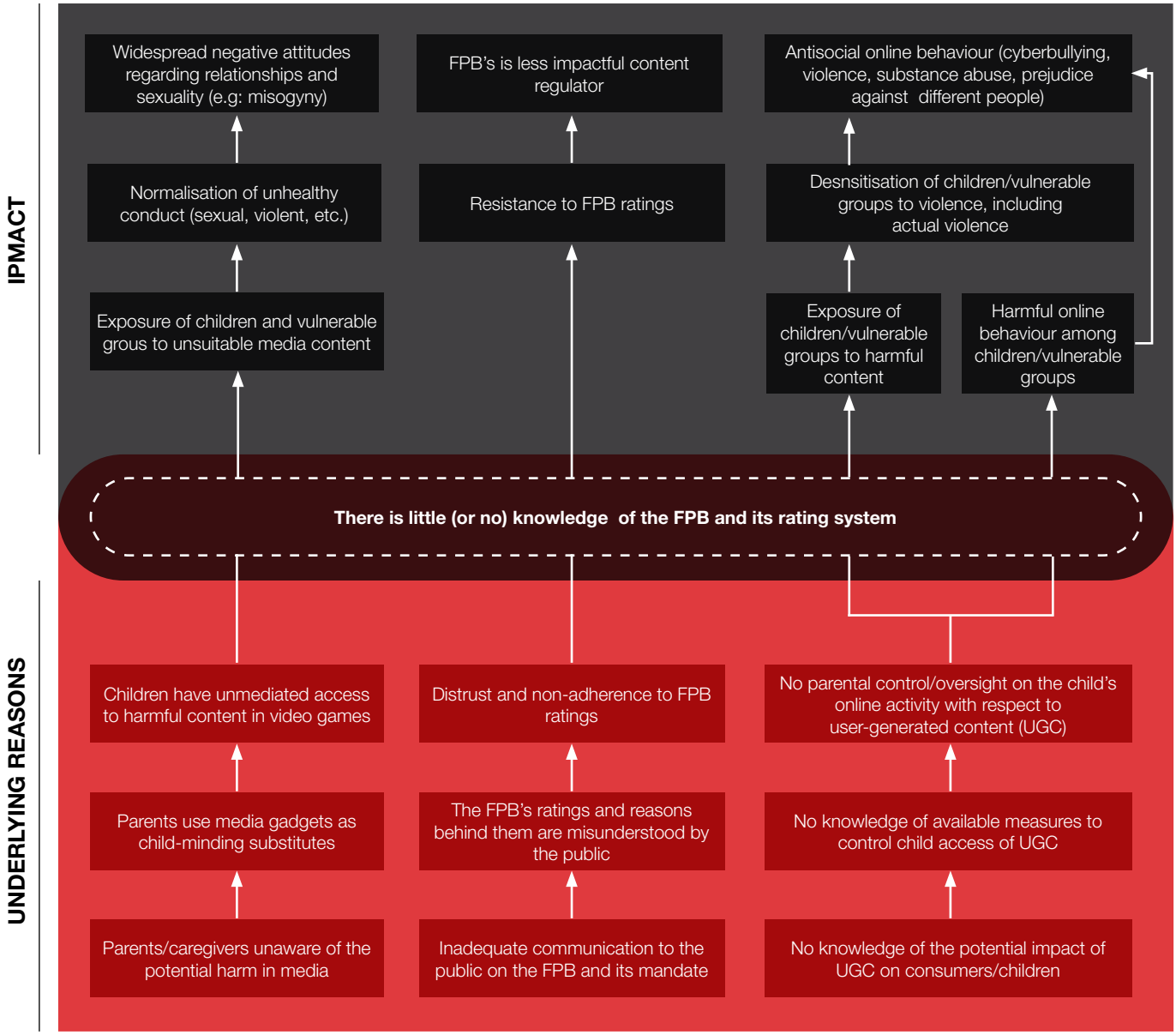
Key discussions underpinning the 2020 Convergence Survey

This chapter has four broad objectives namely to understand the problem of uncontrolled exposure to media (section 2.1) and a discussion of the FPBs intervention to this problem (section 2.2). Apart from appreciating the problem and the intervention, one should know whether the intervention employed is effective, relevant, sustainable, and efficient. To assess an intervention, one needs to appreciate the variables key to its success (section 2.3). The last section (2.4) summarises key aspects of the literature we interrogate, the basis upon which we propose the strategy, design, procedure and methods for this convergence survey.

2.1 Uncontrolled exposure to media: symptoms, root causes, and consequences

Figure 2.1 depicts a problem tree mapping the symptoms, root causes, and consequences of uncontrolled exposure to and consumption of media content. Using this problem tree as a guide, we discuss the symptoms (section 2.1.1), the root causes (section 2.1.2) and the consequences (2.1.3) of uncontrolled exposure to and consumption of media content.

Figure 2.1 Mapping the symptoms, root causes, and consequences of uncontrolled exposure to and consumption of media content



2.1 Uncontrolled exposure to media: symptoms, root causes, and consequences - continued

2.1.1 Symptoms of uncontrolled exposure to and consumption of media content

The first symptom of uncontrolled exposure to and consumption of media content is the public being unable to make informed choices of media content suitable for them and the children in their care. The second and related symptom of repeated uncontrolled exposure to and consumption of media content is antisocial behaviour; and that is inimical to nation-building and social cohesion. This happens when individuals and groups propagate stereotyping social groupings on the bases of gender, foreign national origin, sexual orientation (LGBTI+ community), or people with albinism among many others.

Cyberbullying is one of the symptoms of uncontrolled exposure to and consumption of media content that can occur in any medium. It is amplified when harmful media content such as user generated content (UGC) is easily shared and rapidly distributed, thanks to social media platforms. UGC refers to content created by any individual without being attached to any formal association to a media house or a film production house. Any person with a gadget (smartphone, tablet etc…) that allows one to create content (to film) and distribute (publish) is participating in the creation of UGC. The recent suicide of a Limpopo teenager, Lufuno Mavhunga[4], is testimony to the dangers and impact of cyberbullying in its worst form.

The role of social media in accelerating this scourge, cannot be overstated. The Medical Research Council (MRC) reports that 9.5% of all non-natural deaths amongst teenagers in South Africa are due to suicide.

Cyberbullying is difficult to police, yet it is pervasive and leaves a permanent digital footprint. Sometimes it is so extreme it tends towards criminal behaviour that is punishable by law. The consequence of uncontrolled exposure and consumption of media content affects the person targeted, creating negative experiences online and off. Often children participating in cyberbullying are not aware that their activity leaves a permanent public record accessible to schools and potential employers.

2.1.2 Root causes of uncontrolled exposure to and consumption of media content

Currently, media content saturates our lives (Huesmann, 2007) because almost every other household has a digital gadget such as a personal computer, tablet, smartphone, or game console. Relatedly, easy and affordable Internet access means we can consume media content instantaneously. To this list, we should add radio, television, movies and video games. Despite the positive contribution of these gadgets to our lives, they provide continuous exposure to potentially harmful media content and experiences.

There are 110[5] million smartphones distributed in South Africa. Smart phones are a medium to access user-generated content and enable the rapid proliferation of such content that is widely distributed. Therefore, there are large volumes of media content created and distributed by individuals outside of regulatory and professional associations.

Social media plays an important role in democratising access to media content and creation. It also promotes contextualised as well as experiential teaching and learning. Critically this provides a platform to the marginalised to tell their own stories. Conversely, this phenomenon provides for uncontrolled exposure to and consumption of media content. Consequently, potentially harmful content such as violence (including graphic dramatized violence in films and real-life violence), racist and xenophobic views, and fake news that paints the world negatively, are able to flood these social media spaces.

A new phenomenon in the Internet age is the Deepfake application, which made its first official appearance in 2017. It too, introduces potentially harmful online experiences. Deepfakes is a technique used to fuse human images based on artificial intelligence (Schwartz: 2018). Users of this application systemically combine and overlay images and videos clips on to imageries or videos using a machine learning technique known as 'generative adversarial network' (GAN). These applications allow anyone to replace the original face in a video with someone else's face within seconds. Initially, this technology was used in research and academic institutions before spreading and being used to alter our perceptions of individuals, especially political leaders. Many examples have recently emerged of deepfake technology used to target political figures or political opponents. This application may be used to influence particular outcomes.

[4] Lufuno committed suicide after her bullying incident went viral on social media

[5] WorldWideWorx 2019

2.1 Uncontrolled exposure to media: symptoms, root causes, and consequences - continued

There are several deepfake applications that are cheaply available to anyone with Internet and include DeepFaceLab, Face Swap Live, Deep Art, and AvengeThem. Deeptrace Labs, a company that researches and detects deepfake apps, reported in 2019 that 96% of the total deepfake videos consisted of 'non-consensual deepfake pornography' (Xavier: 2020).

The ability to reinvent a character allows for the creation of endless hoaxes, fake news, nude and pornographic scenes and revenge porn, and allows the user to target vulnerable individuals, such as children, women and minority groups. These applications are, therefore, a frontier for embarrassment and humiliation of the disenfranchised. Ill-informed users may not comprehend the harmful effects of their actions on themselves and their targets. These applications have the potential to ruin relationships, and can place individuals, political parties and organisations reputation in jeopardy.

Several popular applications have entered the market such as TikTok, which is easily downloaded and allows the user to generate video clips, lip-sync videos and brief looping videos. The mission for such initiatives may be noble, that is, to inspire creativity and entertain its users. The applications come with easy-to-use video editing options such as filters and stickers as well as playful and addictive 'vertical swipe' effects interfaces to allow any novice to become a content creator. The viewers can 'like' and 'comment' on the shared videos and, therefore winning the hearts of many followers if the video has several likes and comments. Noble as the intention may be, Lunn (2019) believes that the application has another side because it has been used to create explicit media content that is harmful to young users.

Another root cause could be that parents, educators, and caregivers are not aware of the potential harm that arises from uncontrolled exposure to and consumption of media content. A 2015 study conducted by the University of South Africa jointly with the FPB shows that parents are averse to their children's exposure to sexual media content but are relatively less concerned about them being exposed to violent content.

Unaware of the potential harm arising from uncontrolled exposure to and consumption of media content, parents tend to use media gadgets as a child-minding tool. Studies such as Dennison and Edmunds (2008); Thompson and Christakis; Zimmerman and Christakis; Lemmish (1987), cited in Beyers and Eggermont: (2014) found that parents, especially busy parents, may sometimes use media gadgets including television as 'babysitters' or to 'calm down' the children. In doing so, caregivers may be exposing their children to harmful media content. Similarly, purchasing video games for their children without paying attention to age ratings and other consumer advisories may have the same effect.

We can argue that underlying these root causes is the lack of presence and authority of the FPB. As a result, its mandate remains largely unknown among media content consumers in South Africa. This explains why the FPB has prioritised public education about the organisation in the current 2020-2025 five-year strategy. Additionally, the public is not familiar with the FPBs media content classification and consumer advisories. This status quo is detrimental to the public and child development (Villani, 2001).

Another root cause is the lack of public trust in media content regulation. The shadow of the apartheid-era Censor Board, the precursor to the Film and Publication Board, established through the Publications Act of 1974, still looms. Media sentiment also fuels the negative public perception of the FPB when they position FPB as a censor Board, specifically when dealing with controversy. For example, the media recently attacked the FPB's X18 (pornographic content) rating of a local film called 'Inxeba' (The Wound) when the FPB Appeals Tribunal ruled to overturn this rating. Therefore, the FPB has to make a deliberate effort to win the trust of South Africans.

Braithwaite (2017) argues that when the public is unsure why the government has to regulate their everyday life, they tend to be suspicious and reactive. This is because, the term 'regulation' carries negative baggage, "particularly when attached to government" (Braithwaite, 2017: 25). Therefore, regulation should not be government dominating the public or the private sector but rather a social activity that includes understanding why regulation is important, co-operation, voluntary compliance and buy-in, and trusting its operation. Without public and private sector engagement, the FPB and its mandate could remain ineffective.

2.1.3 Consequences of uncontrolled exposure to and consumption of media content

Desensitisation is one of the consequences of uncontrolled exposure to and consumption of media content (Krahe, Moller, Huesmann et al, 2011). This is when an individual's reaction, emotion, or pain in relation to a particular scenario

2.1 Uncontrolled exposure to media: symptoms, root causes, and consequences - continued

becomes less than before. For whatever reason – including but not limited to marketing products or services, exposure to and consumption of sex, pornography, violence, prejudice, and inappropriate language – is detrimental to values and norms of a desensitised society. Despite the positive contribution of exposure to and consumption of media content, it can potentially alter our values, norms, beliefs, expectations, and consequently our behaviour. For example, there is a relationship between exposure to violence or profanity and aggressive behaviour (Aquirre, 2013). Further, profanity also leads to desensitisation and this explains why popular phrases that had upset people at one time are now part of everyday vocabulary.

South Africa is rated among the most violent societies in the world. This violent culture plays out in service delivery protests, in often-gratuitous violent crime, and in bullying on schoolyards. Further, Romer et al (2014) conducted a research to gauge the response and effects on parents of movies that contain scenes with sex and violence. The research results point to desensitisation to content with classifiable elements, such as violence and sex. Parents exposed to harmful media content may be more willing to allow younger children to watch material that is rated above their age. More specifically, such parents are likely to allow 17-year-olds to watch films containing scenes of sex and violence; and likely to allow 14-year-olds to watch clips containing similar content. In addition, desensitised parents and film classifiers are compromised on what they think should be appropriate movie ratings. This leads to an increasing acceptance to exposure and consumption of harmful media content and shifting the age limit lower (Romer *et al*: 2014).

Children are the most vulnerable to this plight (UNICEF Data 2019) and therefore need the most help to understand the risks of uncontrolled media exposure and consumption. This highlights the need to develop resilience to cope with such content among young media consumers (INHOPE Annual Report, 2018). Another study found that children exposed to violence exhibit emotional desensitisation and tend to internalise problems (Mrug *et al*. 2019). Young adolescents exposed to violence experience emotional desensitisation in their late adolescence.

The foregoing discussion seems to suggest that electronic mass media has a detrimental effect on vulnerable individuals, particularly children[6]. Huesmann (2007) points out that exposure to and consumption of media content, regardless of the platform, poses a new threat that makes it difficult to protect our children. The assumption that danger is posed only when out in a physical realm (for example a public park, street etc.) is challenged by the fact that undesired content can find its way to a child's bedroom through the medium of an electronic device. In other words, a parent who wants to protect their child from exposure to undesirable scenes might unknowingly be hosting the same scenes in the form of a video clip of a street-fight shared on a child's smartphone.

Regardless, as Huesmann (2007) argues, we the fact that the online space is fraught with dangers is not sufficient a reason to prohibit our children from the online experience as there are as many benefits to it as there are dangers. What we should be doing rather is to empower our children with information about a safer and healthier online etiquette.

There is an obvious need for society and parents to control exposure to and consumption of media content because of the consequences of unregulated exposure on the expectations, values and norms of society. Therefore, the South African government should regulate exposure to and consumption of media content. Such regulation should uphold free speech, the right to dignity, freedom of association, and protection against discrimination because of religion or sexual orientation, for example.

To configure an effective intervention, we need to interrogate the answers to a few questions. How can parents be better equipped to shield their children from harmful media content? How can the FPB assist and educate parents to make informed decisions regarding their children's exposure to and consumption of media content?

The South African Government, through the FPB, regulates exposure to and consumption of media content in the country. Post-apartheid media regulation is a clean break from that of the apartheid-era paternalistic ethos. Under the current framework, however, media regulation is inclusive in character. It respects the principles of deliberative democracy, as decisions are carried out in a broad consultative manner. Regardless, FPB as an organisation, as well as its mandate, remains almost unknown and, therefore, ineffective in its aspirations to regulate harmful media content.

[6] By 'vulnerable individuals we are referring to sensitive viewers, people living with disabilities (cognitive) or underage children

2.1 Uncontrolled exposure to media: symptoms, root causes, and consequences - continued

While maintaining its core mandate, the FPB has continuously amended the original Act largely to align it with changes in patterns of production, distribution and consumption of media content. At any stage, the changes to the Act are meant to strengthen the FPB's ability and capability to deliver its mandate. The most recent changes are necessary because of digitisation of media content. An example, the Amendment Bill criminalises revenge pornography, while it also empowers the FPB to enforce its regulations through the Enforcement Committee.

There are three notable changes. Firstly, to curb revenge pornography, the Bill proposes that any person who knowingly distributes private or sexual photographs and films without prior consent and with intention to cause harm to the said individual shall be guilty of an offence and liable upon conviction.

Secondly, the Bill proposes that any person who knowingly distributes in any medium any film, game or publication that amounts to propaganda for war, incites imminent violence, or advocates hate speech, shall be guilty of an offence.

Lastly, if an Internet access provider has knowledge that its services are being used for the hosting or distribution of child pornography, such provider shall be required to take every reasonable step to prevent the use of their service for the hosting of such content. The service provider is required to co-operate with law enforcement agencies in investigating such an offence. Failure to do this on the part of the service provider shall make him or her liable for an offence, upon which they may be sentenced to a fine or to imprisonment for a period not exceeding five years, or to both a fine and such imprisonment.

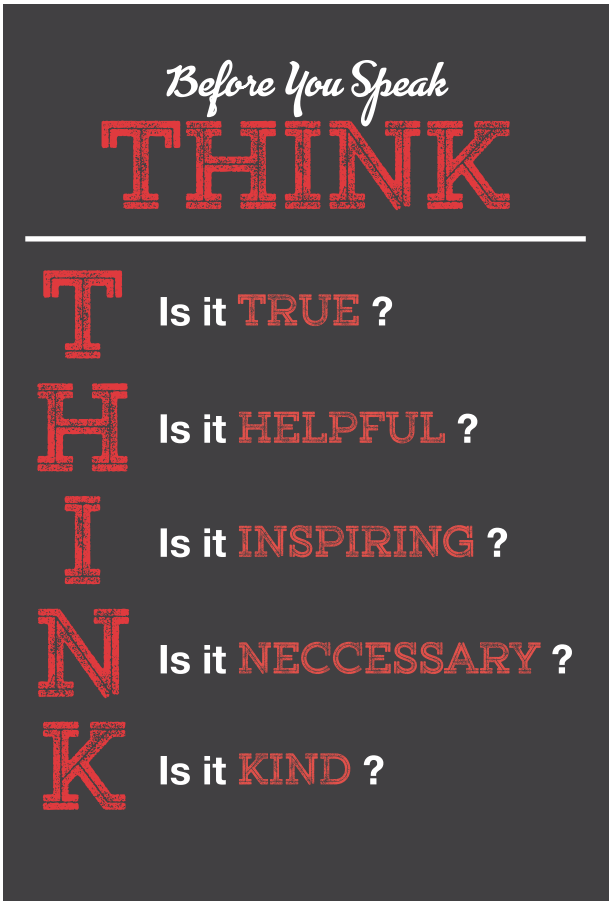
The FPB has developed guidelines to inform the classification of films, publications, and video games. In turn, the guidelines are based on empirical research on child development, psychology, and sociology as well as the Constitution of the Republic of South Africa – with an emphasis on nation building and promoting social cohesion. We can also include a moral and probably biased assessment of societal values, norms, and expectations. Theories in the foregoing fields of study, such as those pioneered by Jean Piaget and Erik Eriskon[7], support the argument that children need adult, preferably, parental supervision with regards exposure to and consumption of media content. Villani (2001), cited in UNISA & FPB (2015), as well as Hynes and Wilson (2016) have argued that media content that is sexually explicit and violent, and that which depicts substance abuse, and gender stereotypes, can potentially corrupt a child's worldview and behaviours as well as alter their ability to sustain successful human relationships. Similarly, Krahe et al. (2011) have argued that other than desensitisation, exposure to the media content can lead to aggression later in life. Regardless, such regulation should strike a balance between exposure to and consumption of positive media content versus that which is potentially harmful or what children of a particular age are yet to understand or process (UNISA & FPB, 2015). This is what justifies imposing age restrictions on certain media content.

Alongside assigning age ratings to media content, the FPB displays 'viewer advisories', using relatively well-known symbols such as 'S' for sex or sexual activity, 'N' for nudity, and 'L' for strong language. The FPB also regards and depicts media content carrying substance and drug abuse ('D') because of its potential to corrupt behaviour. Further, the FPB depicts competitive intensity activities such as seen in video games 'CI'.

Over and above empirically driven interventions, the FPB factors in constitutional prescripts. South Africa is a young democracy, emerging from half a century of apartheid and before then several centuries of colonial rule. These governance systems engineered racial divisions, tribalism, 'regionalism' through Bantustans and by extension different attitudes, expectations, norms and morals. Uniting such a divided country requires concerted and earnest nation building and social cohesion effort, that is, Outcome 14 of the 2030 National Development Plan – the attainment of a diverse, socially cohesive society with a common national identity. While the constitution provides for freedom of expression (Section 16 of the Constitution of South Africa), the same right can also be an avenue for hate speech and online abuse including cyberbullying. Again, it is the mandate of the FPB to shield vulnerable groups including children and women from such experiences and to simultaneously contribute to a united society. For example, several recent cases of 'sex tapes' have always led to the female participants being subjected to public opprobrium. In the worst cases this has led to female participants committing suicide.

[7] See for example Kail, R.V. & Cavanaugh, J.C. (2000). Human development. A lifespan view and Jean Piaget's work, notably The moral judgement of the child (1948)

2.1 Uncontrolled exposure to media: symptoms, root causes, and consequences - continued



These objectives, good as they are, cannot be achieved by the FPB alone. There is a need to bring parents, educators and the broader society on board. The question is, what can be done? Lunn (2019) encourages parents to pay attention to the ratings and ensure that their children are not exposed to such content. Parental guidance is critical to ensure that children are not exposed to potentially harmful content. As the results of this survey demonstrate below, parents are not always aware of the tools at their disposal to control access to protect their children from exposure. This highlights the need for increased public education on this subject.

It is inevitable, however, that from time to time the FPB will find itself at odds with the public with respect to adherence to its ratings. UNISA and FPB (2015) focus group discussions with parents and exhibitors revealed that parents think FPB ratings are too conservative. We can argue that parents do not actually comprehend the effect of premature exposure to and consumption of media content on children. The public education campaigns on the mandate of the FPB are thus critical to empower parents, children and educators to make informed choices when consuming media content. What this survey has found is that while most parents do not know about the FPB, they do appreciate the existence of a media content regulator. What this suggests is that the FPB must work hard to educate the public about its brand and about the FPB's mandate as a media content regulator.

2.2 Variables key to the discussion on media exposure

Maybe not quite as certain, there are two groupings of attributes and variables that are key to the discussion of media exposure and consumption. The first pertains to gauging what media content the public is exposed to and is consuming. Within this, we also want to determine if, in the absence of an official intervention, the public actually self-regulates consumption of media content. The second group comprises monitoring and evaluating the official interventions meant to regulate exposure to and consumption of media content.

2.2.1 Gauging media content the public is exposed to and consuming

The first set of variables would be to gauge the media content through various channels the respondents are exposed to and consuming. These channels include television, mobile devices, DVDs, cinema, Internet, and video games. Relatedly, it would be crucial to measure the proportion of time that they spend consuming such media with their children and younger dependants. The latter is important because most efforts to regulate media content exposure and consumption targets vulnerable groups including women and children. Therefore, it is also important to know if guardians can account for the media content that children in their care are exposed to. In some cases, we should even pursue variables that measure proportions of guardians that have experienced various media content. For example, have they played a video game that the children in their care are playing?

The second set of variables would be awareness of official and traditional guidelines that moderate exposure to and consumption of various media content. As alluded to in section 1.3, this study focuses on the former and not the

2.2 Variables key to the discussion on media exposure

latter, which we think is one of its limitations. An alternative set of variables to measuring media content moderating guidelines is pointing out media content that we should not be exposed to and later consume, that is forbidden. This includes gauging what media content parents or guardians think is not suitable for their children and charges. Again, this report does not explore the underlying reasons for what is unsuitable and forbidden. The third set of variables should gauge the measures the respondents use to moderate exposure to and consumption of various media content. It is one thing to be aware of the guidelines, but it is another to implement them, or at least be aware of avenues one can pursue to ensure adherence.

2.2.2 Monitoring and evaluating interventions that regulate media content exposure and consumption

Most interventions of this nature follow the I*nformation, Education, Communication* (IEC) strategy meant to influence *Knowledge, Attitude,* and *Practice* (KAP). More specifically, the World Health Organisation describes IEC[8] as an intervention meant to alter behaviours in a target population with regards a specific problem – in our case unregulated exposure to and consumption of media content – through communication. Therefore, an IEC intervention provides for communicating information and education on a particular issue of concern. The anticipated outcomes and impact of an IEC intervention is positive KAP. Therefore, we could use KAP as indicators that should be assessed if the IEC intervention is increasing knowledge on the subject or issue of interest and should knowledge lead to changed 'positive' attitude and consequently concerted practice meant to change behaviour in response to resolving the problem or issue at hand.

Regarding regulated exposure to and consumption of media content, we could use a set of variables that gauge awareness and assessment of the FPB and its media content ratings. This would help us assess the knowledge on guidelines and ratings and the perceived usefulness of these guidelines and ratings can indirectly assess the attitude vis-à-vis regulating exposure to and consumption of media content.
To assess the practice, we could use a set of variables interrogating adherence to the FPB ratings and guidelines. This should include assessing opinions on how the public responds to the FPB guidelines and ratings. More specifically, we could assess self-awareness on and reaction to the FPB guidelines and ratings. It can be inferred that taking personal interest signals a willingness to adhere to regulations as set out by the FPB. This includes agreeing and abiding with the FPB guidelines and ratings on the one hand; or seeking recourse when in disagreement with any of those guidelines or regulations.

Summary and proposed empirical approach of the 2020 convergence survey

With literature support, we establish that unregulated exposure to and consumption of media content is a problem. Symptoms to this problem include (i.) inability to make informed choices of suitable media content (ii.) antisocial behaviour and (iii.) cyberbullying. The root causes of uncontrolled exposure to and consumption of media content include (i.) easily accessible digital gadgets and Internet (ii.) the accompanying software applications such as Deepfake and Tik-Tok (iii.) though conscious, the parents, educators, and caregivers are not aware of the full harm of unregulated exposure to and consumption of media content, and as a result (iv.) they use media gadgets for child minding. To this list, we should add (i.) lack of presence and authority of the Film and Publication Board (FPB) as well as (ii.) lack of public trust for media content regulation. Uncontrolled exposure to and consumption of media content media content has lasting consequences. These include developing a culture of violence and desensitisation, which in turn develops a reinforced loop of the situation.

With inputs from theoretical and empirical research as well as constitutional prescripts, the FPB regulates exposure to and consumption of media content. Though not apparent in its strategic documents, the FPB executes IEC Strategy meant to influence knowledge, attitude, and practice (KAP) to regulate exposure to and consumption of media content. Primarily, the FPB educates and equips parents, guardians, and educators to make informed decisions regarding children's exposure to and consumption of media content. In its duties, the FPB is still expected to strike a balance between freedom of speech and regulating exposure to and consumption of media content.

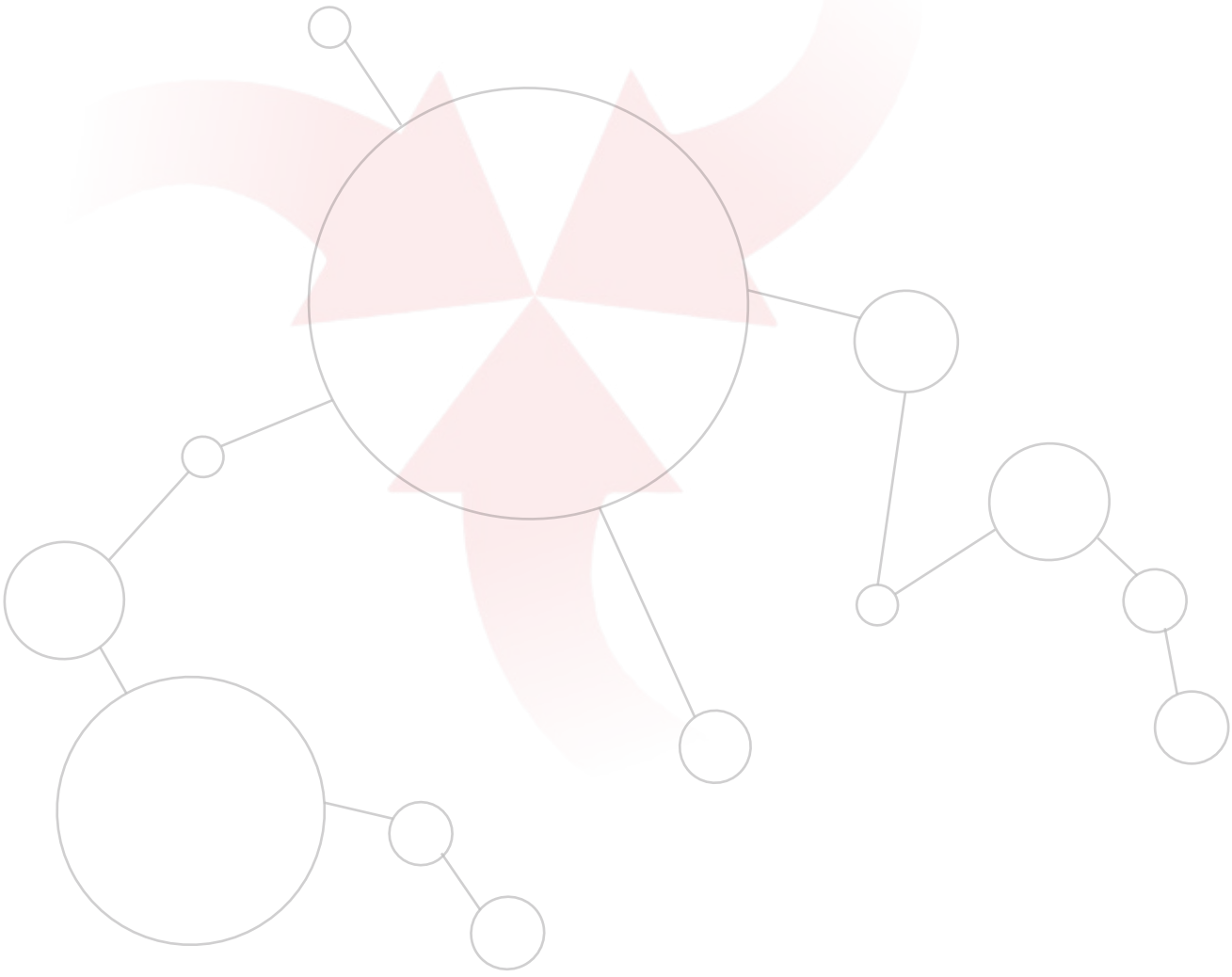
Like any other intervention, the FPB's approach should be assessed for being effective, relevant, sustainable, and efficient. The knowledge, attitude, and practice (KAP)

[8] http://www.emro.who.int/child-health/community-information/information/All-Pages.html

2.2 Variables key to the discussion on media exposure - continued

indicators are the most appropriate for such a task. This includes assessing 'knowledge' and 'attitude' on the subject of exposure to and consumption of media content before moving on to assess practice or adherence or compliance. Before then, it is also important we gauge exposure to and consumption of media content as well as self-regulation.

This report is one such assessment. Since we now have an idea of the problem, the intervention, as well as the variables key to assessing exposure to and consumption of media content, propose using a quantitative approach and a cross-sectional design – but in a series of several that could be compared over time. We describe this approach and its accompanying procedure and methods in more detail in the next chapter.



3

The Convergence Survey strategy, design, procedure and methods

3 The Convergence Survey strategy, design, procedure and methods

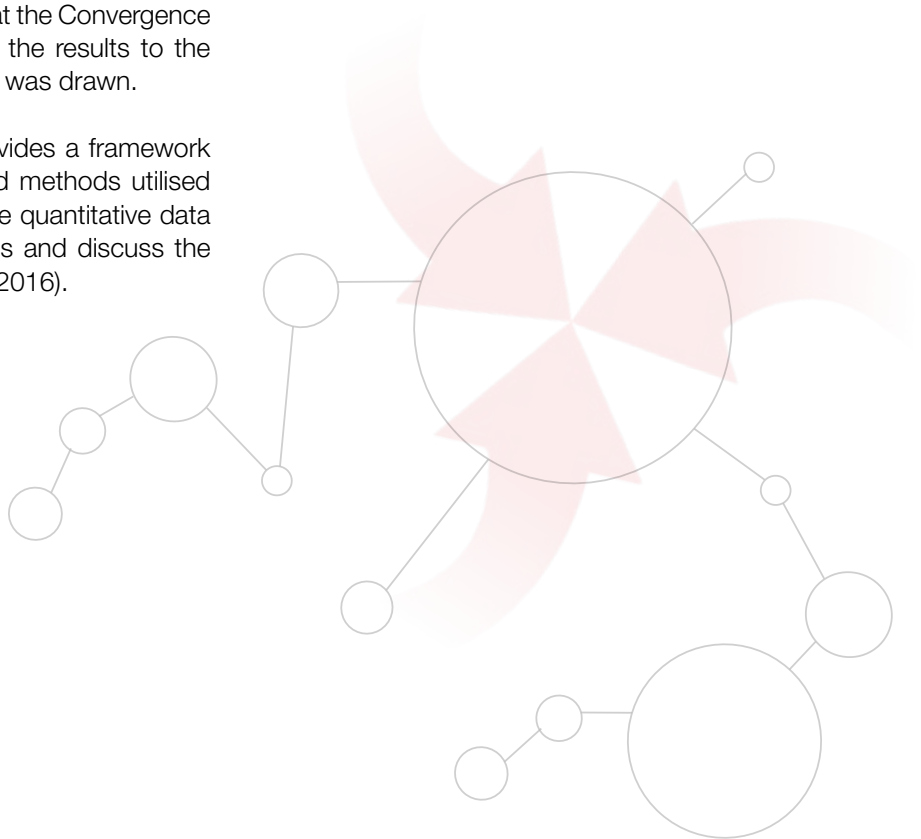
Any strategy, design, procedure and methods, research or otherwise is determined by the aim and objectives being pursued, which are usually refined by literature key to the subject under discussion. In section 1.2.2, we state the aim of the Convergence Survey as being able to "assess the extent to which the media content classification system of the Film and Publication Board corresponds with the South African values and norms". The objectives arise from this aim. In Chapter 2, we discuss literature key to the 2020 Convergence Survey. The summary is the basis of the proposed strategy, design, procedure and methods that we employ in this Convergence Survey. This chapter describes the strategy, design as well as procedure and methods that we employed to collect, process, and analyse empirical evidence of the 2020 Convergence Survey. More specifically, section 3.1 describes the strategy and design while section 3.2 focuses on the procedure and methods. We account for the strengths of employing these techniques in section 3.3 that make this undertaking credible, and document the limitations in section 3.4.

3.1 The Convergence survey strategy and design

Just like in any organisation, research in general and more specifically a survey requires a broad strategy that helps determine the design as well as procedure and methods. In a research survey, a strategy refers to the general orientation that the research or the survey will take (Babbie, 2013; Bryman, 2016). One has two options, quantitative or qualitative strategy, with the third option being a mixture of the two. This survey opted for the quantitative strategy because it provides for understanding the extent of the issue at hand or its significance. Because of this orientation, it emphasises quantification when collecting, processing, and analysing of data. Further, we can also assess relationships between different factors of interest or groupings (Wagner et al, 2012; Bryman, 2016). For example, can exposure to certain media actually affect our moral campus or will two groups exposed to the same media content react differently? Another important property of the quantitative strategy, that the Convergence Survey aspires to, is generalisation of the results to the population from where the populations was drawn.

Following the strategy, the design provides a framework for the research survey procedure and methods utilised to collect, collate, process, and analyse quantitative data as well as present the empirical results and discuss the findings (Wagner et al, 2012; Bryman, 2016).

Contemporary literature gives five options: cross-sectional, longitudinal, quasi-experimental, case study, and comparative design (Bryman, 2016). Once again, what the FPB Survey wants to achieve as outlined in Chapter 1 is an important consideration in determining the most appropriate design. For this reason, this Survey employed the cross-sectional design, which is gathering data from several respondents in a defined time-period. The aspiration here is to use a consistent, standardised, or systematic approach to data collection. The payload is picking up variation between defined groupings. The inherent aim of the Convergence Survey is to assess the FPB's interventions to regulate expose to and consumption of media content and this implies computing frequencies of key variables and in some cases, cross-tabulations between variables to pick up relationships and differentials across different categories of responses.



3.2 The Convergence Survey procedure and methods

This section describes the procedure and the methods employed to collect, collate, process, and analyse empirical evidence. Broadly, we outline the data collection instrument (section 3.2.1), the target population and sampling of respondents (section 3.2.2), as well as the ethical considerations enacted during the Survey (section 3.2.3). Further, we detail the survey data collection process (section 3.2.4) as well as the data processing and analysis (section 3.2.5) before describing the background of the respondents who provided empirical evidence for this survey (section 3.3.6).

3.2.1 Data collection instrument

Every survey of this nature formulates a data collection instrument used to elicit the accurate information from and about respondents. To formulate a data collection instrument, we consider (i.) the type (ii.) the structure (iii.) sources of questions (iv.) measurement scale for each variable and (v.) arrangements for testing the data collection instrument (Wotela, 2017).

This survey used a fully structured interview schedule, also known as the questionnaire, to collect its empirical data (Appendix 1.1). This is the most common and appropriate instrument for a quantitative survey. Further, most of the 63 questions are adapted from sources pursuing media exposure in line with the aims and objectives of this Convergence Survey. Table 3.1 shows the four general sections of the questionnaire. Other than the respondents' background information, the other sections – that is (i.) the usage of media channels (ii.) comprehension of the Board's ratings and (iii.) awareness and opinion regarding the Board's authority and presence – have questions that solicited information that helps us to realise the aim and objectives of the Survey.

Table 1 Four general sections of the questionnaire used in the 2020 Convergence Survey.

Preface	Interviewer introduces him-/herself and briefly explains the purpose of the study
Respondents' demographics	• Age • Geographic area • Province • Monthly household income • Gender • Dwelling type • Role in household • Race • Level of education • Employment status
Usage of media channels	• Television, mobile/cell phone usage, cinema, Internet at home, video games, live concerts on DVDs • Within each of these channels, respondents' opinions regarding the presence and threat of classifiable elements to children, namely sex, pornography, nudity, violence, prejudice and inappropriate language
Comprehension of the FPB's ratings	Determining respondents' understanding of the FPB's classification abbreviations and the meaning of the importance of the ratings
The FPB's authority and presence	Respondents' opinion regarding the FPB's implementation of the classification ratings

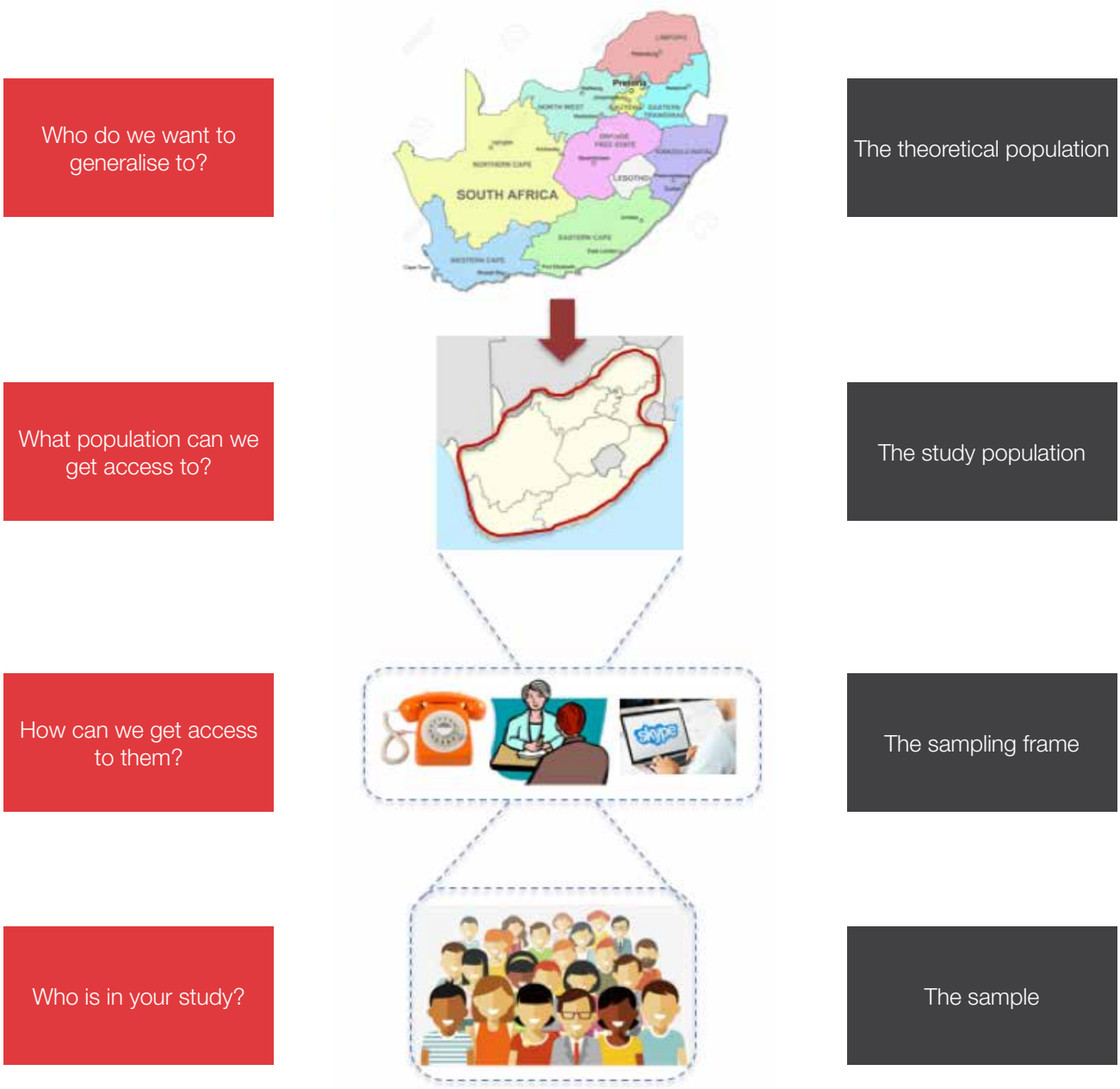
The measurement scale for the questions is most nominal (yes versus no) and some ordinal scale (very useful, useful, neutral, not useful, not very useful). None of the questions are interval scale, which certainly limits the statistical analysis techniques we have applied. In line with validity requirements, we pretested and perfected the instrument before undertaking the Survey as part of the training for the data collection personnel.

3.2 The Convergence Survey procedure and methods - continued

3.2.2 Target population and sampling

Figure 3.1 provides the overall target population and sampling consideration. It shows what we imply by target population and how we end up with the sample for the 2020 Convergence Survey. We detail this process in sections 3.2.2.1 (target population) and 3.2.2.2 (sampling).

Figure 1 Target population and sampling considerations



Source: Adapted from Chaturvedi, K. (No date), Sampling methods to suit the requirements of the Convergence Study

3.2 The Convergence Survey procedure and methods - continued

Target population

A target population is a universe of all individuals or cases that qualify to respond to a survey under study. Ideally, we should describe our target population as explicitly as possible. We draw the sample or subset of individuals to respond to our data collection instrument from the prescribed target population. Invariably, we generalise the sample statistics to this population.

The target population of the 2020 Convergence Survey was all South Africans aged 15 and older. This meant that we had to use the most up-to-date Census figures from Statistics South Africa as our sampling frame to conduct the sampling that we describe in the next section (3.2.2.2). Because of the aims and objectives of the Convergence Survey, the initial target population comprised all South Africans aged 18 and above. Upon reflection, we found it prudent to include adolescents aged 15 through 17 years so that we captured the perspectives of that demographic. Older teenagers are mature enough to discuss subjects that this Survey is pursuing. Besides, the questions in this Survey are not sensitive. Renowned classical psychologists, such as Piaget (2019) have argued that 15-year-olds can process abstract and scientific terminology. Therefore, when confronted with problems, children at this age can use logic and reason to resolve notable problems. Other than operating on concrete events and objects, 15-year-olds can operate on ideas.

Sampling of respondents from the target population

Sampling is the process of selecting individuals from the target population who should respond to the data collection instrument we describe in section 3.3.1. This process results in a 'sample' described as a subset of the target population. Symon and Cassell (2012) point to three features to consider when selecting a sample. First, we should carefully determine the sample size so we are able to obtain adequate data. Second, we should use appropriate sampling techniques so we draw a sample that will meet our aims and objectives. Lastly, the sample should allow us to collect appropriate data.

We pegged the sample size for this survey at 7 000 respondents aged 15 years and above based on the proportional size of each of the nine provinces. Other than age and province, we also considered respondents' sex (gender), race and classification of region of residence (metropolitan versus urban versus rural area). We then applied a probability random sampling approach in each strata of the sampling frame to draw a sample proportionate to size according to sex, age, race, province of residence. This implies that everyone in our described sampling frame in each stratum had a non-zero and an equal chance of selection. Further, we applied a stratified sampling approach, implying that we sampled independently in each stratum of the sampling frame. Equation 3.1 shows the formula used to calculate the sample size for each stratum (h) to ensure it is proportionate to size. This implies that we do not need to weight our data when undertaking analysis because the sample is proportionate to size of the target population.

Equation 3.1

$$\boldsymbol{n_h} = \frac{\boldsymbol{N_h}}{\boldsymbol{N}} * \boldsymbol{n} \quad \text{.........}(3.1)$$

Where $\boldsymbol{n_h}$ is the sample size for stratum h.
$\boldsymbol{N_h}$ is the population size for stratum h.
$\boldsymbol{N}$ is the total population size.
$\boldsymbol{n}$ is the total sample size.

3.2 The Convergence Survey procedure and methods - continued

Figure 3.2 shows that the majority of South Africans fall in the age bracket of 15-39 years and as a result, the majority of the respondents in the sample fell within this age band.

Figure 3.2 Showing the South African population by age and sex

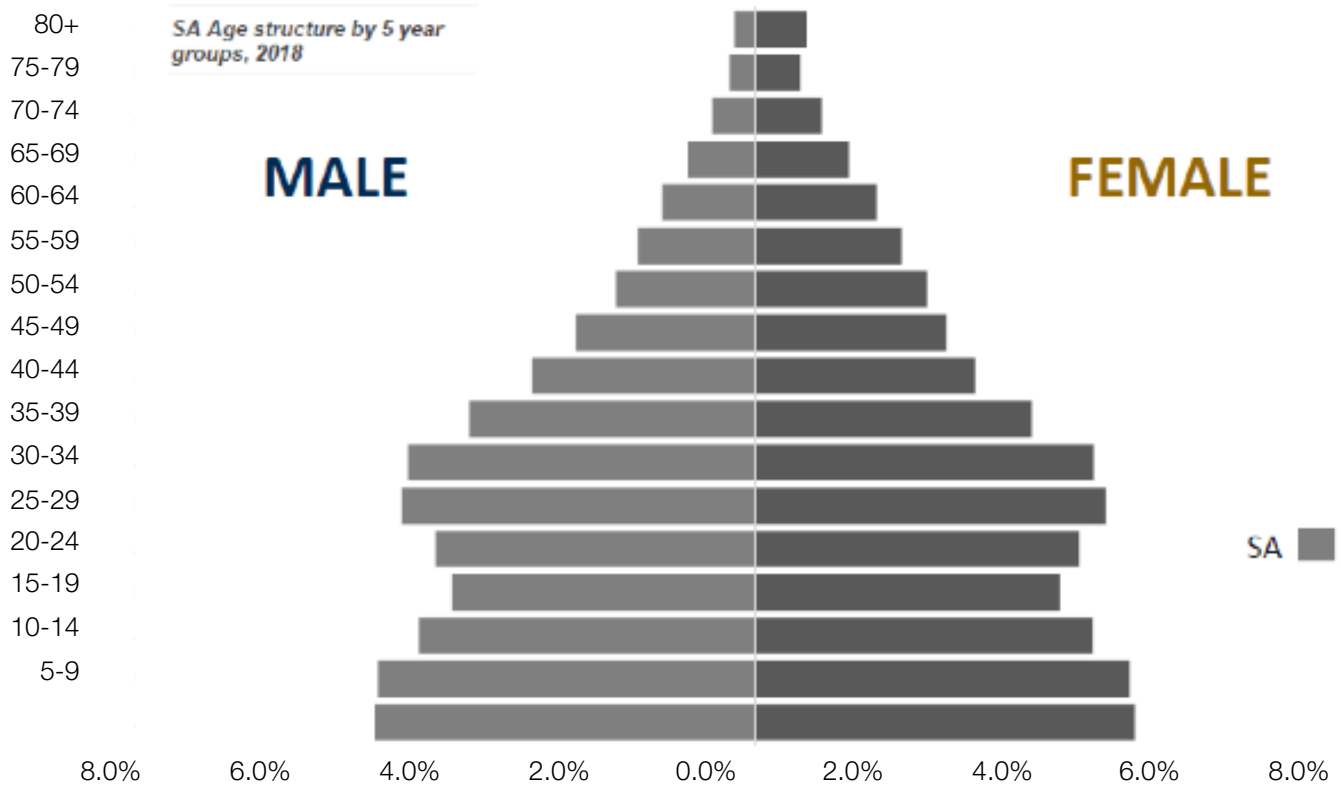


Table 3.2 shows the final sample for the 2020 Convergence Survey by race and the province. The largest stratum is the Black population living in Gauteng Province while the smallest was Asian residing in the Northern Cape.

Table 3.2 Sample distribution by race and province, Convergence Survey 2020

	Black African	Coloured	Indian or Asian	White	TOTAL
Eastern Cape	710	74	4	51	839
Free State	320	11	2	39	372
Gauteng	1 366	61	55	305	1 787
KwaZulu-Natal	1 126	20	118	70	1 334
Limpopo	655	2	3	22	682
Mpumalanga	475	5	4	47	531
North-West	419	10	3	40	472
Northern Cape	78	60	1	13	152
Western Cape	272	397	10	152	831
TOTAL	**5 421**	**640**	**200**	**739**	**7 000**

Source: FPB Convergence Survey 2020 database

3.2 The Convergence Survey procedure and methods - continued

3.2.3 Ethical considerations

Research ethics provides for acceptable behaviour of the researchers when they collect, collate, process, analyse, and report research results and findings. Overall, they are meant to protect the rights of respondents as well as the researcher. This survey had three ethical considerations. Firstly, the researcher – The Film and Publication Board (FPB) – is a South African government entity constituted under the Films and Publications Act (96 of 1996). Other than using this survey to help with its key mandate of regulating exposure to and consumption of media content in the country, it has no other vested interests that may compromise the respondents and their right. In fact, the Survey provides for a clean break from its apartheid government predecessor because it provides for inclusivity and broader consultation.

Secondly, and following on the first consideration, is that this Survey was not in any way meant to deceive the respondents but rather to solicit their opinions. None of the questions asked were sensitive or harmful, and neither was the interaction between the trained research assistants and the respondents. Therefore, this Survey did not in any way harm or stress the respondents (physically or developmentally) or drive them to depression or a point of losing self-esteem.

Lastly, as attached, the trained assistants obtained consent to interview respondents over 18-years-old or obtained consent from parents of respondents under 18-years-old. Further, as promised, we have not revealed identities of any of our respondents in the dataset or in this report.

3.2.4 Data collection process

Data collection process is a mode of collecting data using a prescribed data collection instrument (section 3.2.1) from a drawn sample (section 3.2.2). There are two sources of survey data – that is, secondary sources and primary sources. This Survey employed the latter. More specifically, it used both face-to-face and telephonic interviews. Each interview took an average of 20 minutes. Since this Survey used a fully structured interview schedule, face-to-face and telephonic interviews are the most appropriate and commonly used modes of collecting data. Trained, debriefed and qualified interviewers registered with the FPB gathered data. We constantly monitored the submitted interviews to ensure they were complete and met the sampling criteria. Though the initial sample size was 7 000, we collected data from 7 407[9] respondents.

3.2.5 Data processing and analysis

Data processing

Data processing entails preparing the data that we collected for analysis – including quantification of variables. This was an important step if we were to accurately get what the data was saying to us vis-à-vis the aims and objectives of the survey. Data processing involves (i.) editing the questionnaires for completeness (ii.) coding any open-ended responses (iii.) entry into a computer and (iv.) cleaning the dataset to ensure completeness, consistency, delete duplicate cases. The process was meticulous and rigorous. We only accepted data collected by individuals who were qualified interviewers. We also vetted cases submitted within eight minutes of each other by the same interviewer. In the final stages of data processing, we sampled out 15 percent of the cases to check for inconsistencies and that the entries were as prescribed. For example, we did not expect an entry of '8' (outlier) where the responses ranged from '1' through '5'.

Data analysis

Data analysis involves a structured examination and, thereafter, establishing what the data communicates regarding the aims and objectives of the Survey. We analysed data to convert it to information. With the use of statistics and computer software, we employed various quantitative data analysis techniques to summarise and describe the data. These techniques also reveal the patterns of responses on each key factor as well as how a pair (or more) of factors are related or influenced each other. Such statistical analysis ranged from univariate (one variable), through bi-variate (two variables) to multivariate (more than two variables).

Further, we divided data analysis into descriptive statistics and inferential statistics. In most cases, we began with descriptive statistics to present an overview of the data and identify associations among factors before moving on to inferential statistics to evaluate if the observed descriptive statistics are actually significant (standout). Descriptive statistics included measure of central tendency (such as the mean), measure of dispersion (such as the standard deviation), and measures of shape (such as frequency distribution). All these measures condensed the collected data into information.

Ideally, inferential statistics provide for generalising the sample statistics (descriptive or dependable) to the entire population (in our case the South African population) where the sample was drawn from. In doing so we also evaluated

[9] In the clean-up of the data-set, it was decided to capture only fully completed surveys. 407 of the surveys collected were incomplete.

3.2 The Convergence Survey procedure and methods - continued

if the descriptive statistics were significant (stand out or is dependable) through hypotheses testing. Examples of inferential statistics in regression analysis, cluster analysis, discriminant analysis, confirmatory factor analysis, and structural equation modelling – that are constantly being improved to handle data they could not handle previously.

In general, we use non-parametric or distribution-free statistics because we certainly have violated a number of parametric assumptions. The questions we asked were designed for the purpose of assessing the FPB intervention. As described in Bryman (2017), non-parametric statistics, though just as valuable, do not have restrictive rules and assumptions like parametric statistics. More importantly, they provide for analysing frequency distributions of categorical or nominal scale data we collected.

Specifically, we applied the chi-square non-parametric statistical test described in Bryman (2017) that determined if what we observed in a frequency distribution is what one would expect by chance. This is useful when we want to know whether respondents with particular characteristics were likely to respond in a pattern of preference. Further, we used both the (i.) goodness of fit and (ii.) test of independence. Bryman (2017) described the former as univariate and assessed how well the data fits in the expected pattern. The former is bivariate and assessed how one variable affected the other.

3.2.6 Background description of the survey respondents

Table 3.3 shows the distribution of the respondents to the Convergence Survey alongside the 2011 South African Census by selected background characteristics. Other than the age, the distribution of respondents to the Convergence Survey on the other background characteristics resembled the 2011 South African Census. As expected, and as the 2011 Census demonstrated, the younger population is proportionately more than the older population. However, the age groups 35-44 and 45-54 are over-represented in the Convergence Survey. Conversely, the younger age group (15-24) are seriously under-represented and this was also the case with older adults (over 54). This certainly impacted on our results and, therefore, the findings of this survey.

Table 3.3 Respondents by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020 and Census 2011, South Africa

Background characteristics	FPB-CS 2020	Census 2011	Background characteristics	FPB-CS 2020	Census 2011
Province			Age		
Eastern Cape	12.6	12.7	15-24	10.8	28.3
Free State	7.0	5.3	25-34	27.0	24.8
Gauteng	24.4	23.7	35-44	38.3	17.5
KwaZulu-Natal	18.5	19.8	45-54	20.0	13.2
Limpopo	9.3	10.4	>54	3.8	16.2
Mpumalanga	7.1	7.8			
North-West	7.2	6.8			
Northern Cape	2.3	2.2			
Western Cape	11.6	11.2			
Sex					
Female	50.5	50.4			
Male	49.5	49.6			
Race					
Black	77.5	79.2			
Indian	3.0	2.5			
Mixed race	8.6	8.9			
White	10.8	8.9			
TOTAL	7 407	51 770 560		7 407	36 670 471

3.2 The Convergence Survey procedure and methods - continued

Table 3.4 shows the classification of residence of the respondents to the Convergence Survey by selected background characteristics. As expected, a notable number of respondents reside in the Western Cape (89.6 percent) and Gauteng (66.8 percent) provinces, reporting that they reside in metropolitan areas. The exception [a surprising finding] is respondents living the in Eastern Cape (54.0 percent), who reported that most of them reside in metropolitan areas. Again, as expected, those residing in the Northern Cape (43.6 percent) and North-West (38.7 percent) provinces reported that they reside in peri-urban while those residing in Northern Cape (26.2 percent) and Free State (20.9 percent) provinces reported that they live in small towns. Similarly, respondents residing in Limpopo (53.1 percent) and KwaZulu-Natal (42.4 percent) Provinces reported that they reside in villages; while those residing in Mpumalanga Province (23.8 percent) report that they live in rural areas. Regardless of sex, most female (46.1 percent) and male (38.5 percent) respondents reside in metropolitan areas and a notable proportion (21.3 percent females and 29.2 percent males) reside in villages.

Table 3.4 Respondents' self-reported classification of residence by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Classification of residence					
	Metro	Peri-Urban	Small Towns	Villages	Rural	Number
Free State	21.5	12.0	20.9	30.2	15.5	517
Gauteng	66.8	13.6	3.7	13.5	2.4	1 805
KwaZulu-Natal	22.2	15.7	5.6	42.4	14.1	1 370
North-West	7.8	38.7	16.2	30.7	6.5	537
Eastern Cape	54.0	5.6	5.8	26.3	8.4	932
Mpumalanga	24.3	22.2	10.8	18.8	23.8	526
Northern Cape	13.4	43.6	26.2	5.8	11.0	172
Western Cape	89.6	7.8	2.0	0.1	0.6	862
Limpopo	6.9	15.6	14.9	53.1	9.6	686
Female	46.1	15.4	8.5	21.3	8.7	3 739
Male	38.5	15.6	8.0	29.2	8.7	3 668
Black	34.5	14.7	7.9	31.8	11.1	5 743
Indian	75.2	14.9	8.8	0.5	0.6	636
Mixed race	55.3	21.5	8.2	15.1	0.0	219
White	68.9	19.8	10.8	0.4	0.2	809
15-24 years	56.6	12.3	11.8	8.9	10.3	802
25-34 years	48.8	15.9	10.0	16.7	8.5	2 002
35-44 years	44.9	16.9	8.2	21.2	8.7	2 837
45-54 years	24.0	14.6	4.0	49.8	7.6	1 484
55+ years	26.2	12.1	8.9	41.8	11.0	282

We got no surprises when we disaggregated the data by race. The notable proportions of respondents residing in villages (31.8 percent) and rural areas (11.1 percent) were Blacks, while the respondents residing in metropolitan areas were Coloureds (75.2 percent) and Whites (68.9 percent). A notable proportion of Indian respondents (21.5 percent) reported residing in peri-urban areas and White respondents (10.8 percent) reported to be residing in small towns. Similarly, the younger respondents, aged 15 through 44, reported that they resided in metropolitan areas while the older respondents, above 44, reported that they resided in villages.

3.2 The Convergence Survey procedure and methods - continued

Table 3.5 shows the type of residential dwelling of the respondents to the Survey by selected background characteristics. Most respondents residing in Eastern Cape (73.9 percent), Free State (65.2 percent), and KwaZulu-Natal (62.8 percent) provinces report that they reside in stand-alone houses. Notable proportions residing in Northern Cape (36 percent) reported that they live in townhouses. Those that live in Western Cape reported that they reside in flats. The data also showed that proportionately more males (14.7 percent) than females (9.8 percent) live in back rooms. When we disaggregated the data by race, more Black respondents reported living in houses (59.3 percent), back rooms, (15.6 percent), and huts (3.9 percent) while their Coloured counterparts reported living in flats (20.3 percent) and boarding houses (8 percent). Proportionately more Whites (47 percent) and Indians (37 percent) reported living in townhouses. Respondents older than 44 mostly reported living in standalone houses. Most of those aged 15-24 (22.8 percent) lived in boarding (renting) while those aged 35-44 years (21.4 percent) in townhouses and those aged 25-34 years (13.6 percent) in flats. In summary, distribution of residential dwellings of the respondents to the Convergence Survey were as expected.

Table 3.5 Respondents' self-reported residential dwelling by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Type of residential dwelling							
	House	Back room	Boarding	Flat	Town-house	Hut	Sq. camp	Number
Free State	65.2	8.7	2.3	5.8	14.9	2.7	0.4	517
Gauteng	39.3	21.8	4.0	9.8	19.9	1.2	3.9	1 805
KwaZulu-Natal	62.8	9.4	0.9	6.5	14.5	5.6	0.2	1 370
North-West	52.5	21.8	4.7	3.0	12.8	1.9	3.4	537
Eastern Cape	73.9	4.1	4.2	2.6	10.7	4.2	0.3	932
Mpumalanga	54.2	12.7	1.9	8.6	20.7	1.7	0.2	526
Northern Cape	51.7	1.7	1.2	5.8	36.0	1.2	2.3	172
Western Cape	52.2	0.2	7.2	24.9	15.4	0.0	0.0	862
Limpopo	53.9	16.3	1.7	4.4	14.7	7.4	1.5	686
Female	56.3	9.8	4.0	9.7	16.4	2.7	1.2	3 739
Male	53.7	14.7	2.7	7.5	16.2	3.4	1.9	3 668
Black	59.3	15.6	2.4	6.3	10.7	3.9	1.8	5 743
Indian	48.7	0.8	8.0	20.3	20.8	0.2	1.3	636
Mixed race	43.8	1.8	4.6	11.4	37.4	0.5	0.5	219
White	32.3	0.2	5.8	14.5	47.2	0.0	0.0	809
15-24 years	42.6	9.6	22.8	9.9	10.2	2.6	2.2	802
25-34 years	48.5	15.1	2.6	13.6	15.6	2.5	2.1	2 002
35-44 years	57.1	9.1	0.3	9.1	21.4	1.9	1.2	2 837
45-54 years	64.8	15.8	0.2	1.7	11.7	4.9	0.9	1 484
55+ years	62.8	12.4	0.4	0.7	13.1	9.6	1.1	282

3.2 The Convergence Survey procedure and methods - continued

Table 3.6 shows the household status of the respondents to the Survey by selected background characteristics. In all the provinces, most of the respondents were the head of the household. However, Western Cape (76.3 percent), Northern Cape (59.3 percent), and Eastern Cape (54.5 percent) provinces reported higher proportions.

Other notable proportions were spouses in Free State (32.9 percent) and North-West provinces. Further, the *'gogos'*[10] and caregivers (11.4 percent) were notable among respondents in Limpopo Province. Most White (63.3 percent) and Coloured (62.9 percent) respondents reported being the household head. Notably, Indian (25.6 percent) and Black (24.2 percent) respondents reported as being the spouse to the head of the household. We cannot also ignore the Black (28.5 percent) and Coloured (26.3 percent) respondents who reported being siblings. Lastly, the older adults (35 to 44) reported being household heads while the younger (15 to 34) respondents reported being siblings while, as expected, the oldest were 'gogos' of caregivers.

Table 3.6 Respondents' self-reported household status by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Household status					
	Head	Spouse	Child/Dependant	Sibling	Gogo/Care Giver	Number
Free State	40.2	32.9	0.8	25.0	1.2	517
Gauteng	41.4	25.4	1.2	29.8	2.2	1 805
KwaZulu-Natal	47.9	21.2	0.4	28.8	1.8	1 370
North-West	35.0	32.4	0.7	30.4	1.5	537
Eastern Cape	54.5	18.8	0.4	26.1	0.2	932
Mpumalanga	40.3	29.5	0.2	25.5	4.6	526
Northern Cape	59.3	18.6	1.2	20.3	0.6	172
Western Cape	76.3	3.4	0.0	20.3	0.0	862
Limpopo	35.1	24.9	1.5	27.1	11.4	686
Female	44.4	23.5	0.7	27.9	3.4	3 739
Male	50.7	21.2	0.7	26.0	1.5	3 668
Black	43.6	24.2	0.7	28.5	3.0	5 743
Indian	62.9	9.6	0.2	26.3	1.1	636
Mixed race	47.9	25.6	3.2	21.9	1.4	219
White	63.3	18.2	0.2	17.9	0.4	809
15-24 years	3.4	3.7	0.4	92.0	0.5	802
25-34 years	31.3	21.7	1.7	45.1	0.2	2 002
35-44 years	66.4	24.7	0.4	8.2	0.3	2 837
45-54 years	60.3	29.0	0.1	8.0	2.6	1 484
55+ years	30.9	20.9	0.4	2.5	45.4	282

[10] Gogo is a Nguni language word commonly used to refer to a grandmother. Grandmothers commonly assume the role of child-minders in most South African families, typically where the parent(s) have to work and cannot afford to hire a child-minder.

3.2 The Convergence Survey procedure and methods - continued

Table 3.7 shows the level of education completed by the respondents to the Survey against some selected background characteristics. Apart from Northern Cape and Western Cape, most of the respondents in the other provinces reported they had completed secondary schooling and another notable proportion reported completing tertiary schooling. For Western Cape (38.4 percent) and Northern Cape (53.4 percent), most respondents reported having completed tertiary education. Similarly, Western Cape (20.3 percent) and Mpumalanga (14.3 percent) provinces reported notable proportions of postgraduates. Other notable proportions were respondents in Limpopo (23.2 percent) and North-West (18.8 percent) who had just completed primary schooling.

Table 3.7 Respondents' self-reported level of education completed by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

Background characteristics	Level of education completed					
	None	Primary	Secondary	Tertiary	Postgraduate	Number
Free State	0.4	12.8	51.6	24.6	10.6	517
Gauteng	0.4	12.7	43.3	31.8	11.8	1 805
KwaZulu-Natal	0.0	2.8	57.7	27.7	11.8	1 370
North-West	0.4	18.8	55.7	19.0	6.1	537
Eastern Cape	0.0	7.0	49.6	37.2	6.2	932
Mpumalanga	0.2	1.5	44.9	39.2	14.3	526
Northern Cape	0.6	9.9	30.8	38.4	20.3	172
Western Cape	0.0	0.6	36.3	53.4	9.7	862
Limpopo	2.2	23.2	45.8	23.5	5.4	686
Female	0.5	8.4	46.4	34.4	10.3	3 739
Male	0.3	10.2	48.6	30.9	10.0	3 668
Black	0.4	11.4	52.9	27.9	7.3	5 743
Indian	0.3	3.0	36.6	51.4	8.6	636
Mixed race	0.0	2.3	35.2	36.5	26.0	219
White	0.1	1.0	20.8	50.9	27.2	809
15-24 years	0.0	18.0	69.5	12.0	0.6	802
25-34 years	0.1	11.5	39.6	41.5	7.2	2 002
35-44 years	0.1	6.1	38.9	41.6	13.4	2 837
45-54 years	0.3	6.5	62.3	18.3	12.5	1 484
55+ years	6.4	15.2	48.9	16.3	13.1	282

Further, probably unique but expected in South Africa, proportionally more females (34.4 percent) reported having completed tertiary education compared with their male counterparts (30.9 percent). Almost half of both females and males reported having completed secondary education. Most Black (52.9 percent) respondents reported having completed secondary education with a notable proportion (27.9 percent) reporting that they had completed tertiary education. However, most Coloured (51.4 percent) and White (50.9 percent) respondents reported having completed tertiary education, with a notable proportion reporting that they had completed secondary education. Further, a notable proportion of White (27.2 percent) and Indian (26.0 percent) respondents reported having postgraduate qualifications. With regards to the age distribution of education, the younger and older respondents reported having completed secondary education while most of those aged 25 to 44 reported they had completed tertiary education.

3.2 The Convergence Survey procedure and methods - continued

Table 3.8 shows the self-reported employment status of the respondents to the Survey by some selected background characteristics. Most of the respondents were in full-time employment. The proportion in full-time employment ranged from 27.8 percent (Limpopo) to 73.3 percent (Western Cape). We should also point out the high unemployment rate (23.5 percent) in Limpopo, which is also probably explained by its notably high proportion of self-employment. In addition, we should also note the relatively high proportion (14.5 percent) of full-time students in the Western Cape.

Table 3.8 Respondents' self-reported employment status by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

Background characteristics	Type of residential dwelling								
	Unemployed	Employed		Self-employed	House spouse	Student		Retired	Number
		Full-time	Part-time			Full-time	Part-time		
Free State	18.0	47.2	7.0	8.1	6.4	10.1	2.7	0.6	517
Gauteng	13.6	46.1	6.8	11.2	5.5	10.8	3.7	2.2	1 805
KwaZulu-Natal	11.0	50.5	2.8	17.3	10.3	4.3	2.0	1.8	1 370
North-West	17.9	37.4	6.9	16.8	10.2	7.8	1.1	1.9	537
Eastern Cape	9.3	57.7	7.9	8.7	4.0	10.8	1.3	0.2	932
Mpumalanga	11.0	46.6	3.2	14.3	6.8	10.3	3.8	4.0	526
Northern Cape	7.6	59.3	9.9	5.2	6.4	8.1	2.9	0.6	172
Western Cape	2.6	73.3	4.3	3.4	0.8	14.5	1.0	0.1	862
Limpopo	23.5	27.8	6.4	21.0	4.2	7.7	2.3	7.0	686
Female	13.4	46.6	5.0	10.6	7.5	11.1	3.3	2.5	3 739
Male	11.6	52.7	6.4	14.0	4.6	7.7	1.5	1.6	3 668
Black	15.4	45.8	6.5	13.4	6.6	8.1	1.9	2.1	5 743
Indian	4.2	63.1	4.7	3.8	3.6	17.1	2.4	1.1	636
Mixed race	0.9	51.6	0.9	22.4	6.4	12.3	3.7	1.8	219
White	1.4	65.6	1.7	8.3	3.8	11.9	5.3	2.0	809
15-24 years	20.4	6.6	5.1	0.6	0.1	60.8	6.1	0.1	802
25-34 years	21.7	44.4	9.4	6.0	3.8	9.3	5.3	0.0	2 002
35-44 years	7.3	67.5	5.0	12.4	6.4	0.6	0.6	0.1	2 837
45-54 years	7.1	52.2	3.0	24.7	12.0	0.2	0.1	0.7	1 484
55+ years	5.7	16.7	1.4	23.4	4.3	0.0	0.7	47.9	282

Slightly more male respondents (52.7 percent) reported being employed, compared with 46.6 percent of their female counterparts. In addition, more male respondents (14.0 percent) reported that they were self-employed compared with female respondents (10.6 percent). Conversely, slightly more females (13.4 percent) respondents were unemployed compared to 11.6 percent of their male counterparts. Lastly, more females were full-time students compared with their male counterparts (11.1 versus 7.7 percent). Regardless of race, most respondents were in full time employment ranging from 45.8 percent among Black respondents to 65.6 percent among White respondents. Unemployment (15.4 percent) and part-time employment (6.5 percent) was highest among the Black respondents. Self-employment (22.4 percent) was highest among the Indian respondents. The latter and the Black respondents reported relatively higher proportions of house spouses. We should also note that the Black respondents reported the lowest proportion of full-time students.

As expected, the younger respondents reported the highest proportion of unemployment (about 20 percent) as well as full-time students (60.8 percent). Those aged 25 to 44 reported the highest proportion in full-time employment while the older respondents reported being self-employed as well as retired (47.9 percent).

3.3 Strengths of the survey – reliability and validity measures applied

Reliability and validity are standards applied to ensure a rigorous research process and its end-product is of high quality and useful (Heale & Twycross 2015; Bryman, 2016). There are five measures to consider: reliability, measurement validity, internal validity, external validity, and ecological validity. If repeated, reliability provides for consistency of the process and products. Measurement validity provides for the interrogation of our variables to make sure we are measuring what we want to measure. Internal validity provides for assessing claims that one factor leads or causes the changes we are observing in another. External validity allows us to question if we can generalise our results with confidence. Lastly, ecological validity helps us to assess how useful the products of the research are to society.

Three of the five measures are almost a given to our Survey. Firstly, since this survey takes up a quantitative strategy and makes use of a structured approach provided for in these approaches, we can right away claim reliability. Secondly, we can also claim external validity because this Survey applied a probability random sampling approach to draw its sample that resembles its target population. Lastly, the FPB in general and specifically the Convergence Survey articulate issues pertaining to media exposure and well as protecting the moral compass of our young ones. This is sufficient for us to claim ecological validity with less debate - if any at all.

While the above three are almost a given, we cannot say the same with regards measurement validity and internal validity. To assess these two, we should interrogate the data collection instruments, data collection process, as well as data processing and analysis. We assess measurement validity by asking three questions. Firstly, to what extent is our data collection instrument accurately *capturing* all aspects of what we want to capture in this Survey? Secondly, 'to what extent is our data collection instrument accurately *measuring* the aspects of interest?' Lastly, 'to what extent is our data collection instrument *similar* to other instruments intended to measure the same aspects? The response to the first and last question with regards this Survey is notably positive, but the response to the second question is hard to pinpoint.

Further, assessing measurement validity also entails assessing the reliability of the data collection instrument. We assess its validity by asking three questions. Firstly, to what extent are all the categories of response to an aspect measuring that particular aspect and not any other? Secondly, to what extent can we get the same results if we used and reused our data collection instrument repeatedly? Lastly, can different users of the same instrument obtain the same results, or can we obtain different results if we used different instruments on the same aspect? Largely, the variables are nominal and ordinal. Given the same sampling approach, we are confident that we would get the same response as the detailed tables in Chapter 4 show.

3.4 The limitations of the convergence survey empirical approaches

As we have discussed in section 3.1, this survey opted for a quantitative strategy that provides for exploring the extent of the issue under research and if need be, the significance of observed phenomena on a single variable and between variables. However, this strategy, unlike the qualitative strategy, does not provide for examining the reason underlying the observed phenomena. As a result, we cannot empirically contribute to the debate on the various South African cultural and religious values and norms that influence decisions on media content exposure and consumption. Relatedly, though, there were several other surveys before this one and there will be others in the future. They have not been designed to collectively take up the longitudinal research design. Therefore, the design of this survey is cross-sectional. That means it can tell us the status of exposure to and consumption of media content in 2020 from which we can probably infer the status in 2019 and 2021. However, we cannot know what has happened with regards exposure to and consumption of media content over time: so that we can account for the changes, if any.

In line with pursuing a quantitative strategy, we used a fully structured interview schedule commonly known as a questionnaire. This instrument provides for accurately capturing the data from the respondents as the questions and expected responses are pre-determined. However, it does not allow us to capture information that we did not anticipate before going into the field that may equally be important. Unfortunately, most of the questions in the instrument comprised categorical responses with a few ordinal scale questions. Categorical and ordinal scale questions did limit our choice of data analysis tools that we could apply.

Despite our concerted effort to apply probability random sampling, we encountered both sampling-related errors and sampling errors. The former implies our sampling process was marred by our inaccurate sampling framework and more so the non-response. The latter arising from the former implies we failed to get a representative sample. Therefore, we should be cautious when generalising these results and hence the reason we used non-parametric statistical techniques for our inferential analysis. Though we adhered to the most fundamental ethical considerations, we should have considered tabling our survey proposal to a specialised ethics committee so that they could give us special feedback especially on the data collection instrument.

The data collection team encountered various other challenges including poor network coverage in some areas. In addition, some of the variables – especially those that required them to specify – went unanswered by the respondents. Due to the categorical measurement scale of our variables as well as the sampling-related and sampling errors, our analysis was restricted to non-parametric approaches.

Like every survey of this nature, we encountered budgetary (travel and data) and time constraints. However, to this as well as other limitations, the research team continuously assessed the optimal way to deal with each challenge. The safety of data collection team was always a priority.

4

Presentation of Empirical Results

The overall aim of the 2020 Convergence Survey was to establish the extent to which the media content classification system of the Film and Publication Board corresponds to the values, norms and expectations of the South Africans. To achieve this aim, the Survey had four objectives: (i.) to establish the media content exposure and consumption through various channels (ii.) to establish the awareness and assessment of the FPB ratings (iii.) to establish adherence to the FPB ratings and guidelines and (iv.) to establish opinion on classification of media content exposure and consumption. In this section, we present results around these objectives in, respectively, sections 4.1 to 4.4.

4.1 Media content exposure, consumption, and restrictions

This section examines exposure to and consumption of media content through various channels – that is, television, mobile devices, DVDs, cinema, the Internet and video games. In doing so, we gauged parental awareness of media content their children consumed. We also sought to account for the amount of time parents spend with their children when they are consuming media content. We assessed whether parents were aware of the various guidelines that determine consumption of media content through these channels. We also sought to find whether parents were aware of age restrictions for content, and whether, if so, they took measures to restrict access to such media content.

4.1.1 Descriptive statistics

Tables 4.1A and 4.1B show awareness of television 'viewership' guidelines by selected background characteristics of the respondents. Across all background characteristics, most respondents report that they use the DStv guidelines and, to a limited extent, the FPB advisories as they are reflected on the back of DVD casings. Exceptional were respondents in Western Cape (89.4 percent) and North Cape (73.8 percent). Further, more females (60.1 percent) than males reported using DStv viewership guidelines. Other than the Black respondents (45.8 percent), large proportions (71.2 to 87.3 percent) of the other races reported using the DStv viewership guidelines. Compared to the older respondents (less than a third), the majority of younger respondents (almost two-thirds) reported using DStv viewership guidelines. Relatively more Western Cape (75 percent), female (25.4 percent), and Coloured (53.3 percent) respondents reported using the DVD as television viewership guidelines.

Table 4.1A Respondents' awareness of television viewership guidelines by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Awareness of television 'viewership' guidelines							
	Not aware of guides	No guides used	DStv guide	Magazines	Internet	DVD pack	FPB triangle or logo	Number
Free State	28.0	57.4	42.6	3.3	2.5	9.1	0.8	517
Gauteng	23.3	40.4	56.7	9.3	7.9	8.9	17.0	1 805
KwaZulu-Natal	45.5	54.6	44.5	5.6	3.6	12.6	3.0	1 370
North-West	44.3	67.0	31.7	6.9	2.4	3.0	7.1	537
Eastern Cape	28.2	51.9	49.4	3.8	3.5	31.4	1.5	932
Mpumalanga	22.1	28.1	64.6	10.6	4.9	22.2	2.5	526
Northern Cape	4.1	25.6	73.8	8.7	7.6	11.6	10.5	172
Western Cape	0.2	12.8	89.4	4.4	1.3	75.2	4.4	862
Limpopo	41.4	41.3	42.0	13.4	9.0	14.3	9.6	686
Metropolitan	6.7	24.6	75.4	7.7	5.5	39.0	11.8	3 135
Peri-urban	19.6	38.0	60.5	10.1	5.7	10.7	7.9	1 148
Small towns	8.6	42.3	55.4	6.0	4.4	9.9	11.1	614
Rural/Villages	82.1	81.9	13.2	6.7	4.6	6.3	0.3	1 865

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.1B Respondents' awareness of television viewership guidelines by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

Background characteristics	Awareness of television 'viewership' guidelines							
	Not aware of guides	No guides used	DStv guide	Magazines	Internet	DVD pack	FPB triangle or logo	Number
Female	23.6	37.7	60.1	7.4	4.8	25.4	8.9	3 739
Male	33.2	48.9	48.0	7.0	5.0	16.9	5.6	3 668
Black	35.6	50.6	45.8	7.4	4.5	17.4	5.5	5 743
Indian	2.2	21.2	81.4	5.2	2.4	53.3	6.1	636
Mixed race	16.0	28.3	71.2	9.6	6.4	9.6	13.7	219
White	0.4	12.4	87.3	6.9	9.5	26.0	19.3	809
15-24 years	8.2	37.8	59.1	8.4	5.2	25.2	7.6	802
25-34 years	18.7	37.6	59.7	9.0	5.6	20.9	7.9	2 002
35-44 years	23.9	37.1	62.0	6.5	4.4	26.5	8.4	2 837
45-54 years	55.5	63.3	33.7	5.6	4.9	11.4	4.9	1 484
55+ years	55.7	55.3	28.7	6.7	4.3	9.9	3.2	282
No schooling	60.7	25.0	17.9	7.1	3.6	3.6	0.0	28
Primary education	26.0	53.2	26.3	4.1	2.0	1.0	0.7	688
Secondary education	49.0	63.6	34.9	6.7	4.2	15.4	3.3	3 517
Tertiary education	7.0	20.5	79.9	8.7	5.7	35.2	12.1	2 422
Postgraduate education	1.5	12.9	88.0	7.8	8.2	22.3	16.4	752
Less than R3,201	47.7	63.3	30.4	8.1	4.6	12.7	2.2	1 777
R3,201-R6,400	65.0	74.3	20.7	6.3	4.2	9.9	2.4	1 273
R6,401-R12,800	36.4	57.4	39.0	6.7	2.8	18.3	4.5	943
R12,801-R25,600	5.3	25.2	75.4	8.2	5.7	39.7	8.5	1 291
R25,601-R51,200	0.6	12.4	88.1	8.2	6.3	37.4	14.0	1 168
R51,201-R102,300	0.5	11.2	88.9	5.7	6.2	12.5	18.8	632
R102,401-R204,800	0.4	14.1	86.6	3.2	4.9	6.4	11.7	283
More than R204,800	0.0	27.5	70.0	0.0	2.5	0.0	5.0	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

It is worrying that notable proportions reported they were not aware of television viewership guidelines. In addition, those that were aware reported they did not use the television viewership guidelines. Larger proportions in KwaZulu-Natal (45.5 percent), North-West (44.3 percent), and Limpopo (41.4 percent) reported not being aware of television viewership guidelines. Further, males (33.2 percent), the Black respondents (35.6 percent) and the older (about 55 percent) reported not being aware of television viewership guidelines. The proportions that reported not using the television viewership guidelines were even larger among these groups as well as residents of the Free State and Eastern Cape provinces.

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.2A and 4.2B show a list of television control measures respondents used by selected background characteristics. Again, across all background characteristics, most respondents reported that they used passwords and, to a limited extent, a *'no-watching-television-after-8pm'* rule. Exceptional were respondents in Western Cape (85.3 percent), Eastern Cape (81.1 percent), KwaZulu-Natal (70.0 percent), and Free State (67.3 percent) provinces. Further, a large proportion of Coloured respondents (80.3 percent) reported using passwords to control television watching. Relatively, more Limpopo (45.6 percent), Northern Cape (39.5 percent), and Free States (37.3 percent) respondents reported using *'no-watching-television-after-8pm'* as a control measure. The younger and older respondents also used this measure.

Of concern is the notable proportions reporting that they did not use age or parental guidance restrictions to control television watching. Among them were those residing in KwaZulu-Natal, North-West, Mpumalanga, and the Western Cape, as well as the Black, Indian, and White; and older respondents.

Table 4.2A A list of television control measures respondents use use by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

Background characteristics	No restrictions	No age restriction	PG restriction	PG control	Blocking channels	Passwords	Watching together	No TV after 5pm	No TV after 8pm	Number
Free State	37.3	5.8	31.5	21.3	35.8	3.7	67.3	0.0	16.8	517
Gauteng	28.0	5.3	41.3	39.3	30.3	8.5	57.5	0.5	20.8	1 805
KwaZulu-Natal	21.1	3.1	54.8	27.4	50.7	9.1	70.0	0.2	29.3	1 370
North-West	27.2	1.5	50.7	45.1	45.8	4.8	53.4	0.0	18.4	537
Eastern Cape	19.5	18.2	34.9	31.3	32.5	8.4	81.1	0.3	32.3	932
Mpumalanga	21.1	3.2	47.3	43.0	26.4	24.9	61.4	0.0	13.7	526
Northern Cape	39.5	10.5	19.8	27.3	14.5	10.5	52.9	0.0	10.5	172
Western Cape	15.8	13.0	8.8	46.3	30.0	22.9	85.3	0.2	33.2	862
Limpopo	45.6	5.0	38.5	23.9	15.0	8.0	60.1	0.0	11.7	686
Metropolitan	22.7	12.4	22.9	43.1	22.8	16.5	70.7	0.3	24.4	3 135
Peri-urban	33.2	3.1	34.1	33.4	28.3	13.4	53.0	0.4	11.8	1 148
Small towns	41.9	8.8	23.6	26.9	11.7	10.7	55.4	0.2	12.9	614
Rural/Villages	13.6	1.8	83.0	30.6	73.2	1.9	79.2	0.1	36.6	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.2B A list of television control measures respondents use use by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

Background characteristics	No restrictions	No age restriction	PG restriction	PG control	Blocking channels	Passwords	Watching together	No TV after 5pm	No TV after 8pm	Number
Female	23.9	8.4	36.2	36.2	29.8	11.7	68.9	0.2	23.1	3 739
Male	28.7	5.8	41.6	33.0	37.8	9.9	64.6	0.2	23.3	3 668
Black	26.7	7.2	43.9	31.0	35.7	8.0	68.0	0.2	23.0	5 743
Indian	22.3	13.8	12.7	41.8	21.4	19.0	80.3	0.0	23.9	636
Mixed race	15.5	0.9	40.2	59.8	39.3	21.9	50.7	0.9	24.7	219
White	28.9	2.7	23.5	47.8	28.3	21.3	51.9	0.5	23.6	809
15-24 years	41.9	9.0	15.3	27.6	13.6	6.7	65.3	0.5	18.3	802
25-34 years	23.0	6.7	31.9	34.8	27.9	11.9	68.9	0.2	20.3	2 002
35-44 years	23.7	8.7	39.1	37.4	31.5	14.3	66.7	0.1	23.4	2 837
45-54 years	24.5	4.2	59.9	33.6	55.7	6.3	65.8	0.2	29.0	1 484
55+ years	39.4	3.9	42.6	31.2	40.4	3.2	62.4	0.4	24.8	282
No schooling	78.6	0.0	10.7	14.3	0.0	0.0	17.9	0.0	7.1	28
Primary education	68.2	2.9	4.5	7.3	4.2	1.7	37.6	0.0	4.4	688
Secondary education	20.6	5.9	55.4	30.3	48.2	4.1	76.1	0.3	26.8	3 517
Tertiary education	22.1	9.8	28.0	43.3	24.5	18.3	65.7	0.2	23.2	2 422
Postgraduate education	25.4	8.1	28.9	52.9	24.5	26.7	55.3	0.3	24.6	752
Less than R3,201	30.2	4.4	47.3	26.2	39.6	2.9	63.6	0.2	21.4	1 777
R3,201-R6,400	18.6	3.7	66.8	26.8	61.8	2.3	78.2	0.2	31.2	1 273
R6,401-R12,800	28.1	9.2	43.1	32.0	32.4	6.9	72.9	0.0	22.8	943
R12,801-R25,600	22.3	14.3	23.8	41.8	19.9	16.8	75.7	0.2	21.8	1 291
R25,601-R51,200	21.1	8.6	22.4	48.5	27.7	25.4	67.5	0.3	27.1	1 168
R51,201-R102,300	34.5	3.5	24.4	39.9	15.0	16.6	44.1	0.5	16.0	632
R102,401-R204,800	45.6	1.4	18.7	31.1	10.2	12.0	28.6	0.4	8.5	283
More than R204,800	60.0	2.5	15.0	25.0	2.5	7.5	22.5	0.0	5.0	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.3A and 4.3B show the time respondents spent watching television with their children by selected background characteristics. Regardless of the background, smaller proportions reported they never spend time watching television with their children. The only notable response (18.1 percent) was among the older respondents (55 years and over) who reported that they never watched television with their children. However, regardless of background, the most proportions reported that they do watch television with their children at least half the time, more notably in Northern Cape (82.0 percent), Western Cape (81.4 percent), and Limpopo (73.5 percent). Similarly, most Coloured (84.9 percent) and White (81.1 percent) respondents reported watching television with their children. The lowest proportion (65.8 percent) was among the Black respondents. As expected, larger proportions (about 70 percent) of younger respondents reported watching television with their children.

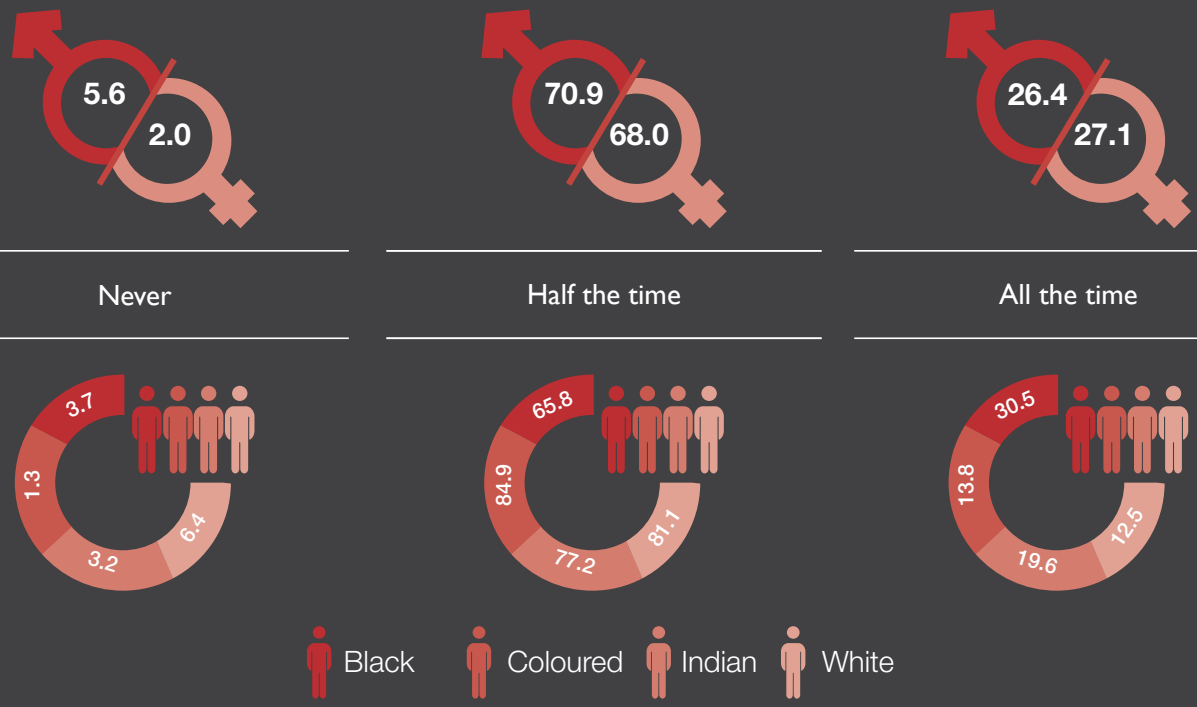
Table 4.3A Time that respondents spend watching television with their children by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

Background characteristics	Time spent with children watching television			
	Never	Half the time	All the time	Number
Free State	4.4	65.0	30.6	517
Gauteng	5.0	70.2	24.8	1 805
KwaZulu-Natal	3.3	62.0	34.7	1 370
North-West	2.6	61.6	35.8	537
Eastern Cape	1.8	71.1	27.0	932
Mpumalanga	4.9	66.7	28.3	526
Northern Cape	3.5	82.0	14.5	172
Western Cape	0.8	81.4	17.7	862
Limpopo	7.6	73.5	19.0	686
Metropolitan	3.0	78.8	18.2	3 135
Peri-urban	5.0	74.2	20.8	1 148
Small towns	4.7	75.2	20.0	614
Rural/Villages	2.5	46.6	50.8	1 865

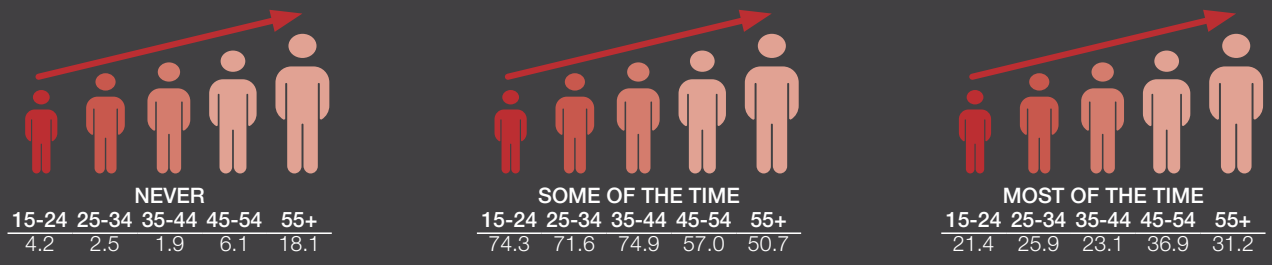
4.1 Media content exposure, consumption, and restrictions - continued

Table 4.3B **Time that respondents spend watching television with their children by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020**

GENDER & RACIAL BREAKDOWN



AGE BREAKDOWN



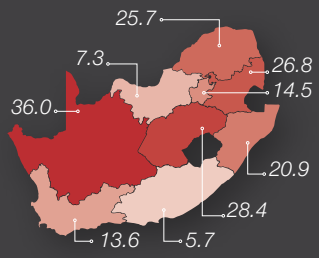
Tables 4.4A and 4.4B show a list of Internet sites that respondents reported to have forbidden their children from visiting by selected background characteristics. Regardless of the background, most respondents reported forbidding their children accessing pornography and adult sites on their mobile devices. The most notable proportions are residents of Eastern Cape, North-West, Western Cape, Gauteng provinces as well as Black and Indian respondents. The lowest proportion of respondents – apart from residents of Gauteng, Eastern Cape, and Western Cape provinces as well as Indian and White respondents – reported forbidding their children accessing news sites and emails. There was also a notable proportion that disturbingly reported that they do not forbid their children accessing any sites. The highest proportions are residents of Northern Cape (36.0 percent) and Free State (28.4 percent) as well as Coloured and (21.9 percent) and White (26.2 percent) respondents. High proportions of the older respondents (34.8 percent) also reported that they do not forbid their children from accessing any site. From this, it can be inferred that this cohort leaves much of the child-minding responsibilities with their grown children, or that they live in households or dwellings where young children are largely absent.

4.1 Media content exposure, consumption, and restrictions - continued

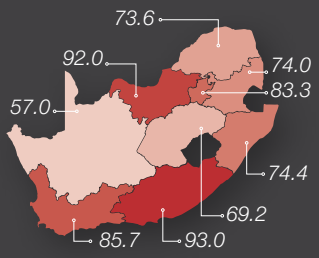
Table 4.4A **A list of internet sites that respondents forbid their children from watching by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN

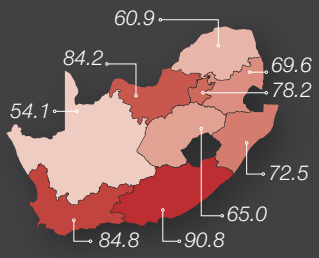
None



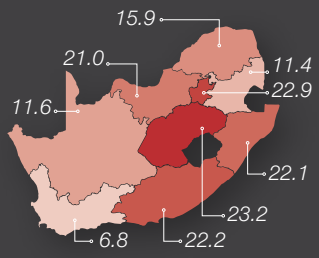
Pornography



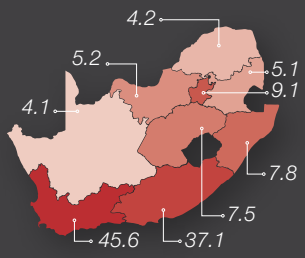
Adult sites



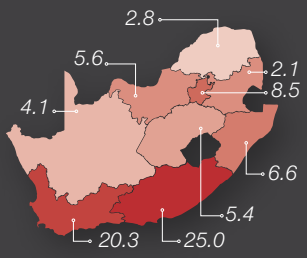
Social media



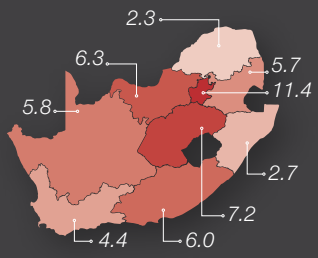
YouTube



New sites



Email



METROPOLITAN BREAKDOWN

	METRO	PERI-URBAN	SMALL TOWN	RURAL/VILLAGES
NONE	12.6	24.8	29.5	16.8
PORNOGRAHPY	85.3	72.9	68.1	81.4
ADULT SITES	81.6	68.3	60.1	77.1
SOCIAL MEDIA	12.8	10.3	13.5	32.0
YOUTUBE	31.6	7.1	6.7	1.1
NEW SITES	19.9	5.8	6.0	0.8
EMAIL	10.3	5.5	8.6	1.0

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.4B A list of Internet sites that respondents forbid their children from watching by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	None	Pornography	Adult sites	Social media	YouTube	New sites	Email	Number
Female	15.3	82.3	77.4	18.2	19.6	13.0	7.9	3 739
Male	19.4	78.9	75.0	19.7	11.1	7.1	4.6	3 668
Black	15.7	82.5	77.7	20.1	11.8	7.8	4.9	5 743
Indian	21.9	75.2	72.8	5.8	40.1	19.7	5.8	636
Mixed race	12.8	80.8	74.0	37.9	19.2	16.0	14.2	219
White	26.2	71.6	69.2	15.8	20.3	17.3	14.1	809
15-24 years	15.5	83.3	75.7	8.5	19.7	13.0	6.1	802
25-34 years	12.0	83.8	78.0	14.1	15.0	10.9	7.3	2 002
35-44 years	19.2	78.7	75.2	19.0	20.2	12.4	7.2	2 837
45-54 years	18.6	81.5	78.6	31.8	6.7	4.3	3.6	1 484
55+ years	34.8	66.0	63.1	14.9	2.8	3.2	3.5	282
No schooling	46.4	50.0	32.1	10.7	7.1	0.0	3.6	28
Primary education	21.4	78.3	60.2	2.0	1.0	1.0	0.7	688
Secondary education	11.8	86.6	83.8	25.4	10.7	6.2	2.4	3 517
Tertiary education	20.8	75.9	72.8	14.3	27.2	17.9	9.6	2 422
Postgraduate education	27.3	71.0	68.2	19.5	12.9	11.7	18.5	752
Less than R3,201	2.7	97.0	88.0	21.8	8.2	5.3	1.5	1 777
R3,201-R6,400	10.1	90.1	86.6	26.7	5.2	3.1	1.8	1 273
R6,401-R12,800	21.5	77.8	75.2	20.7	14.0	7.1	4.3	943
R12,801-R25,600	20.5	76.8	74.5	11.8	29.7	18.0	9.0	1 291
R25,601-R51,200	21.5	75.1	72.7	16.0	27.9	18.2	12.5	1 168
R51,201-R102,300	35.1	58.4	54.1	16.5	10.0	11.2	12.7	632
R102,401-R204,800	49.1	42.4	38.5	12.0	8.1	9.2	9.5	283
More than R204,800	65.0	27.5	27.5	10.0	2.5	12.5	7.5	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.5A and 4.5B show a list of mobile device control measures respondents used by selected background characteristics. Regardless of background characteristics, most respondents reported they had no measures to control their children's access to mobile devices, notably North-West (80.8 percent), Free States (74.7 percent), Western Cape (74.2 percent), and KwaZulu-Natal (71.7 percent) Provinces. Further, most male (64.6 percent) and Black (63.8 percent) respondents as well as the oldest respondents (about 80 percent) reported they had no measures to control their children's access to mobile devices.

However, for those that do, notable proportions reported they limited airtime to control their children' access to the Internet. Larger proportions of such respondents resided in Western Cape (80.4 percent) and Mpumalanga (73.8 percent) provinces. This cohort included Coloured (64.5 percent) and Black (55.6 percent) respondents; as well as adult (aged 35 to 44). Compared to other races, a notable proportion of White respondents (11.5 percent) reported using log activities to control their children's access to mobile devices.

Table 4.5A A list of mobile device control measures respondents use use by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

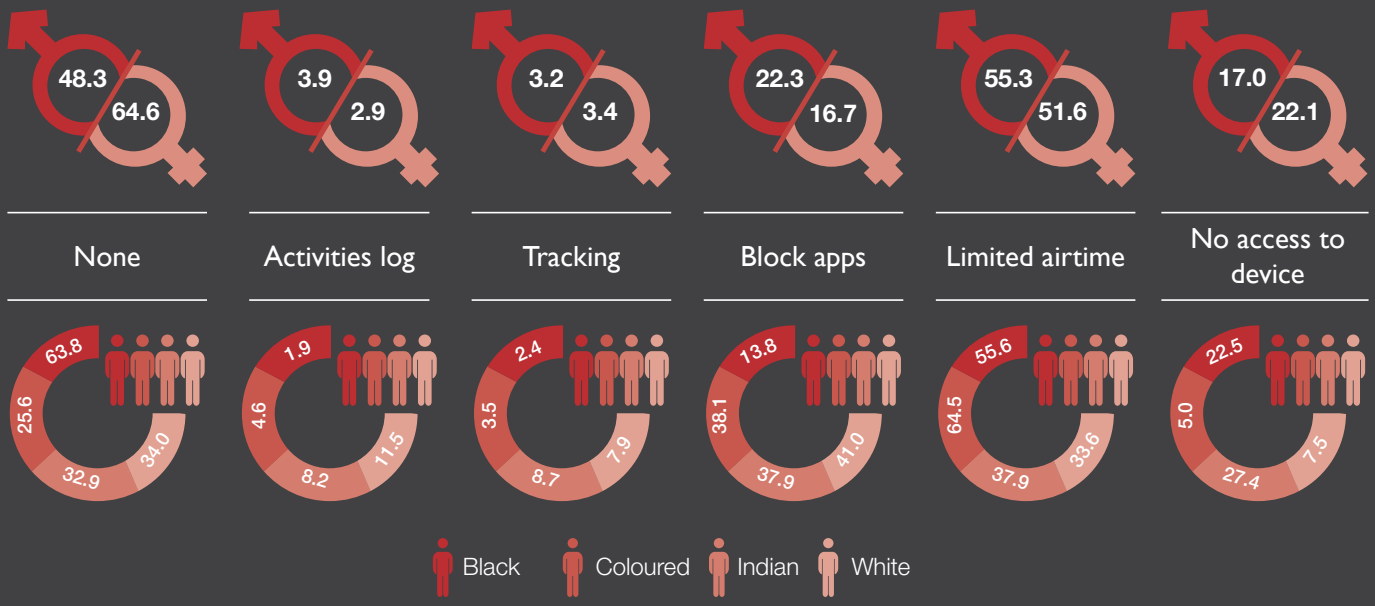
Background characteristics	Mobile device control measures						
	None	Activies log	Tracking	Block apps	Ltd airtime	No access to device	Number
Free State	74.7	2.9	1.7	7.2	42.6	13.7	517
Gauteng	57.0	5.6	7.1	17.6	37.2	20.6	1 805
KwaZulu-Natal	71.7	1.3	0.9	12.7	62.0	34.9	1 370
North-West	80.8	3.4	4.3	5.4	48.4	30.5	537
Eastern Cape	39.4	2.6	2.7	24.9	73.8	20.6	932
Mpumalanga	45.6	0.8	1.3	16.7	53.2	17.7	526
Northern Cape	52.9	1.7	4.1	15.1	22.1	14.0	172
Western Cape	15.7	3.6	1.4	53.6	80.4	1.0	862
Limpopo	74.2	5.4	2.9	11.8	37.9	6.1	686
Metropolitan	29.1	5.4	5.3	35.4	55.9	9.1	3 135
Peri-urban	61.8	3.5	3.8	16.4	34.5	13.4	1 148
Small towns	58.1	5.0	3.4	14.3	21.8	12.2	614
Rural/Villages	87.4	0.4	0.5	2.4	66.9	37.1	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.5B **A list of mobile device control measures that respondents use by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

GENDER & RACIAL BREAKDOWN



AGE BREAKDOWN

NONE

15-24	25-34	35-44	45-54	55+
51.0	47.2	49.7	79.2	82.3

ACTIVITIES LOG

15-24	25-34	35-44	45-54	55+
3.7	3.6	3.3	3.3	2.1

TRACKING

15-24	25-34	35-44	45-54	55+
3.6	4.3	2.4	3.4	3.9

BLOCK APPS

15-24	25-34	35-44	45-54	55+
24.4	23.0	22.8	8.8	4.6

LIMITED AIRTIME

15-24	25-34	35-44	45-54	55+
33.8	46.5	57.9	66.1	47.5

NO ACCESS TO DEVICE

15-24	25-34	35-44	45-54	55+
9.0	19.0	17.5	29.1	22.3

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.6A and 4.6B show time respondents spent with their children when the children are online by selected background characteristics. Regardless of background, most respondents reported they were with their children most of the time when they were on mobile devices: Eastern Cape (53.2 percent), Western Cape (45.4 percent), KwaZulu-Natal (36.2 percent) and North-West (34.6 percent). Further, most residents of Limpopo (42.1 percent), Gauteng (38.4 percent) and Free States (36.0 percent) as well as Whites (33.3 percent). Notably, a significant proportion (45.0 percent) of the youngest cohort (those aged 15 to 24) reported that they were with their younger siblings most of the time when on mobile devices. Lastly, most Northern Cape (47.7 percent) and Mpumalanga (40.5 percent), as well as the oldest respondents, reported that they were never with their children when they on their mobile devices.

Regardless of background, larger proportions reported that they spent time with their children when the children were on mobile devices most of the time. Notable examples were the Eastern Cape (53.2), Western Cape (45.4) and KwaZulu-Natal (36.2).

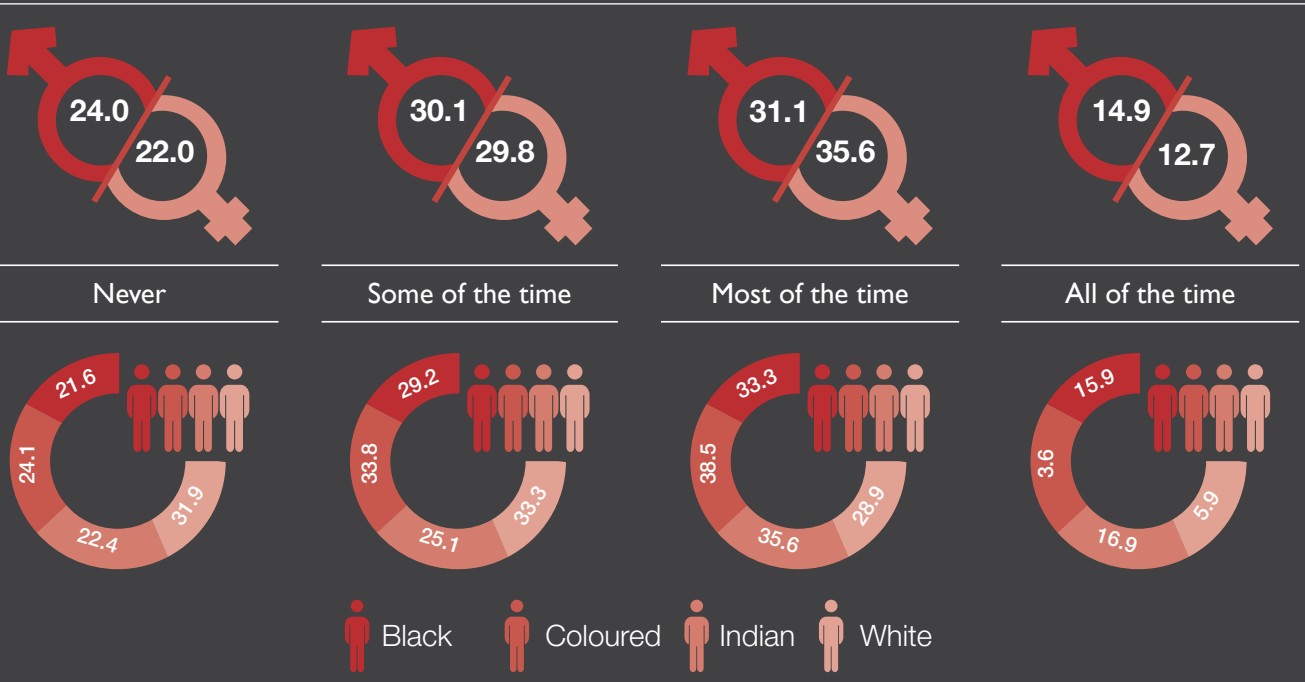
Table 4.6A Time that respondents spend with their children when they are on a mobile device by selected background characteristics (percent), FPB Convergence Survey 2020

Background characteristics	Time spent with children when they are on their mobile device				
	Never	Some of the time	Most of the time	All of the time	Number
Free State	26.9	36.0	19.7	17.4	517
Gauteng	18.4	38.4	30.6	12.6	1 805
KwaZulu-Natal	29.0	13.4	36.2	21.4	1 370
North-West	11.5	29.2	34.6	24.6	537
Eastern Cape	8.4	23.6	53.2	14.8	932
Mpumalanga	40.5	28.3	19.6	11.6	526
Northern Cape	47.7	19.2	30.2	2.9	172
Western Cape	13.7	35.5	45.4	5.5	862
Limpopo	40.5	42.1	13.4	3.9	686
Metropolitan	15.8	36.3	41.3	6.6	3 135
Peri-urban	33.4	26.3	31.3	9.0	1 148
Small towns	38.3	34.2	21.0	6.5	614
Rural/Villages	23.4	22.5	27.3	26.7	1 865

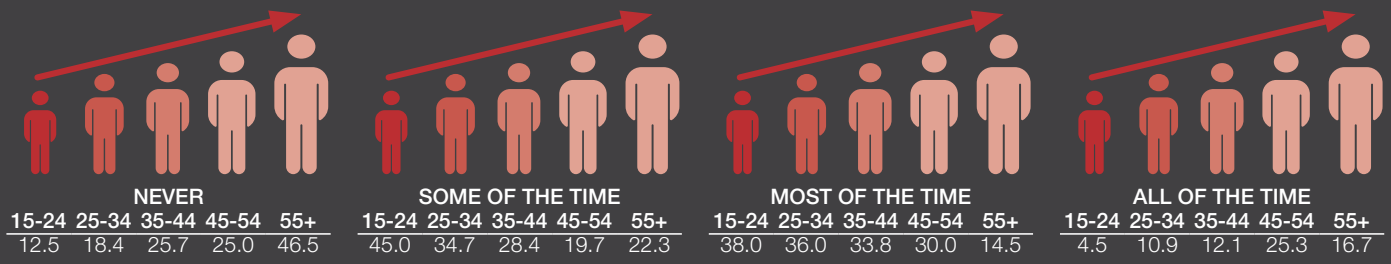
4.1 Media content exposure, consumption, and restrictions - continued

Table 4.6B **Time that respondents spend with their children when they are on a mobile device by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

GENDER & RACIAL BREAKDOWN



AGE BREAKDOWN



Tables 4.7A and 4.7B show respondents whose children watched live concerts on DVD, by selected background characteristics. Proportionately, more respondents reported that their children do not watch live concerts on DVD. This is notably so among Northern Cape (86.6 percent), Limpopo (68.5 percent) and Gauteng (68.1 percent) residents as well as collectively those living in small towns (81.6 percent) and peri-urban (69.1 percent). Also fitting this category were White (67.6 percent) and Indian (66.2 percent) respondents as well as the youngest respondents (62.1 percent).

However, those that reported that their children watched live concerts on DVDs resided in Western Cape (79.2 percent) and Eastern Cape (70.6 percent) as well as rural areas or villages (57.1 percent). The Coloured (61.3 percent) and mature respondents (59.4 percent) reported that their children watched live concerts on DVD. With regards to education and income, proportionately more respondents with secondary education as well as those with low-income levels reported that their children watched live concerts on DVD. As income and level of education increases, the proportion reporting that their children watched live concerts on DVD decreased, most probably because their options are diversified. We can infer that rural as well as lower income respondents watch live concerts on DVD due to limited options available to them, while those in the metropolitan areas it was due to accessibility and affordability.

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.7A Respondents whose children watch live concerts on DVD by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Children watch live concerts on DVD		
	Yes	No	Number
Free State	37.5	62.5	517
Gauteng	31.9	68.1	1 805
KwaZulu-Natal	55.8	44.2	1 370
North-West	38.4	61.6	537
Eastern Cape	70.6	29.4	932
Mpumalanga	42.8	57.2	526
Northern Cape	13.4	86.6	172
Western Cape	79.2	20.8	862
Limpopo	31.5	68.5	686
Metropolitan	52.4	47.6	3 135
Peri-urban	30.9	69.1	1 148
Small towns	18.4	81.6	614
Rural/Villages	57.1	42.9	1 865

Table 4.7B Respondents whose children watch live concerts on DVD by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Children watch live concerts on DVD		
	Yes	No	Number
Female	48.5	51.5	3 739
Male	47.1	52.9	3 668
Black	49.1	50.9	5 743
Indian	61.3	38.7	636
Mixed race	33.8	66.2	219
White	32.4	67.6	809
15-24 years	37.9	62.1	802
25-34 years	41.1	58.9	2 002
35-44 years	49.9	50.1	2 837
45-54 years	59.4	40.6	1 484
55+ years	42.6	57.4	282
No schooling	3.6	96.4	28
Primary education	6.7	93.3	688
Secondary education	60.0	40.0	3 517
Tertiary education	47.2	52.8	2 422
Postgraduate education	32.4	67.6	752
Less than R3,201	48.7	51.3	1 777
R3,201-R6,400	67.5	32.5	1 273
R6,401-R12,800	53.1	46.9	943
R12,801-R25,600	50.0	50.0	1 291
R25,601-R51,200	46.5	53.5	1 168
R51,201-R102,300	17.6	82.4	632
R102,401-R204,800	6.4	93.6	283
More than R204,800	2.5	97.5	40

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.8A and 4.8B show classifiable elements (for example nudity or strong language) parents use to determine whether they forbid their children from watching live concerts on DVD, by selected background characteristics. Most respondents reported forbidding their children to watch live concert DVDs containing nudity and unsuitable language. The largest proportions were among residents of the Western Cape (almost 80 percent) and Eastern Cape (about 70 percent), as well as rural or villages (56.8 percent) and small towns (49.9 percent). The others comprise Coloured respondents (about 60 percent) and about 60 percent of the mature adults (aged 45 to 54) surveyed. In addition, respondents with no schooling (about 53 percent) and tertiary education (about 73 percent) reported forbidding their children to watch live concert DVDs that contain nudity and unsuitable language. This had an income connotation too, with the proportion of respondents forbidding their children to watch live concert DVDs with nudity and unsuitable language decreasing as income increased.

The notable proportions of respondents reporting forbidding their children to watch live concert DVDs containing blasphemy included residents of KwaZulu-Natal (46.9 percent), Mpumalanga (38.0 percent) and North-West (37.8 percent) as well as rural or village dwellers (54.0 percent).

Table 4.8A A list of live concerts on DVDs that respondents report to have forbidden by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Forbidden live concerts on DVD				
	Unsuitable langauge	Nudity	Blasphemy	Other	Number
Free State	36.8	36.8	25.1	0.8	517
Gauteng	31.9	31.8	27.8	0.7	1 805
KwaZulu-Natal	55.2	55.5	46.9	0.6	1 370
North-West	38.9	39.1	37.8	0.4	537
Eastern Cape	73.1	73.1	24.0	0.3	932
Mpumalanga	43.3	42.4	38.0	0.2	526
Northern Cape	10.5	12.8	7.0	0.6	172
Western Cape	78.3	78.5	1.7	1.0	862
Limpopo	26.2	30.3	21.1	1.2	686
Metropolitan	34.9	35.3	5.7	2.7	3 135
Peri-urban	40.6	41.0	20.5	0.9	1 148
Small towns	49.9	50.4	26.3	0.1	614
Rural/Villages	56.8	57.1	54.0	0.3	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.8B A list of live concerts on DVDs that respondents report to have forbidden by selected background characteristics (percent). Film and Publication Board Convergence Survey 2020

Background characteristics	Forbidden live concerts on DVD				
	Unsuitable langauge	Nudity	Blasphemy	Other	Number
Female	48.1	48.7	23.4	0.6	3 739
Male	46.7	47.0	32.7	0.7	3 668
Black	48.8	49.3	33.2	0.6	5 743
Indian	60.5	60.7	3.3	1.3	636
Mixed race	31.5	31.1	25.6	1.4	219
White	31.4	32.0	11.0	0.2	809
15-24 years	34.9	35.3	5.7	2.7	802
25-34 years	40.6	41.0	20.5	0.9	2 002
35-44 years	49.9	50.4	26.3	0.1	2 837
45-54 years	59.6	60.0	51.4	0.2	1 484
55+ years	42.2	42.9	38.3	0.4	282
No schooling	52.8	52.9	11.5	0.7	28
Primary education	29.7	30.6	25.6	0.4	688
Secondary education	14.5	16.8	10.3	2.1	3 517
Tertiary education	72.7	73.0	70.4	0.3	2 422
Postgraduate education	11.0	11.2	6.7	0.3	752
Less than R3,201	49.5	49.3	35.9	0.1	1 777
R3,201-R6,400	67.2	66.9	59.1	0.9	1 273
R6,401-R12,800	52.1	53.1	33.2	1.5	943
R12,801-R25,600	49.3	50.5	11.1	0.9	1 291
R25,601-R51,200	44.8	46.2	11.4	0.7	1 168
R51,201-R102,300	16.8	16.8	12.0	0.2	632
R102,401-R204,800	6.4	6.0	6.0	0.0	283
More than R204,800	2.5	2.5	0.0	0.0	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Tables 4.9A and 4.9B show a list of control measures enacted to decide live concerts on DVD that respondents' children should watch, by selected background characteristics. It is a consolation to note most respondents reported using either the DVD age restrictions or artist's background to decide the live concerts on DVD their children should watch. This is more notably in the Western Cape (about 75 percent) and the Eastern Cape (about 70 percent) as well as those residing in rural or villages (about 55 percent) and metropolitan (about 50 percent) areas. Most Coloured (about 55 percent) and Black (about 45 percent) as well as those with secondary (about 50 percent) and tertiary (about 40 percent) education reported using either the DVD age restrictions or artist's background to decide the live concerts on DVD that their children could watch. This also applied to mature adults (aged 35 to 54). Again, though not as obvious, as income increased, the proportion of respondents using these mechanisms to decide the live concerts on DVD their children should watch decreased. A limited yet notable number also reported using discretion to decide which live concerts on DVD their children could watch. These include KwaZulu-Natal residents (49.4 percent) and some of the groups we have already pointed out.

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.9A A list of control measures on children watching live concerts on DVD by selected background characteristics (percent) Film and Publication Board Convergence Survey 2020

Background characteristics	Live concert on DVD control measures					
	No control	Discretion	Artisits Background	DVD age restriction	Other	Number
Free State	2.5	33.7	30.8	35.2	0.0	517
Gauteng	3.2	25.3	23.6	28.5	0.7	1 805
KwaZulu-Natal	1.2	49.4	51.4	55.1	0.0	1 370
North-West	1.3	36.7	35.0	38.0	0.2	537
Eastern Cape	0.5	55.6	69.6	71.9	0.0	932
Mpumalanga	3.0	27.6	21.9	40.9	0.2	526
Northern Cape	1.2	8.1	5.8	11.0	0.0	172
Western Cape	1.4	44.9	75.5	74.6	0.2	862
Limpopo	5.2	25.5	21.3	23.8	0.3	686
Metropolitan	1.9	32.7	44.9	49.6	0.5	3 135
Peri-urban	1.9	24.6	22.2	29.1	0.2	1 148
Small towns	4.4	11.4	5.9	12.7	0.0	614
Rural/Villages	2.3	54.4	53.8	55.7	0.0	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Table 4.9B A list of control measures on children watching live concerts on DVD by selected background characteristics (percent) Film and Publication Board Convergence Survey 2020

Background characteristics	Live concert on DVD control measures					
Background characteristics	No control	Discretion	Artisits Background	DVD age restriction	Other	Number
Female	1.9	36.3	41.6	46.1	0.1	3 739
Male	2.5	37.8	40.7	44.8	0.4	3 668
Black	2.5	40.3	43.2	46.8	0.2	5 743
Indian	1.6	38.4	55.2	58.8	0.2	636
Mixed race	1.8	20.5	18.3	30.1	0.0	219
White	1.1	17.1	21.5	29.2	0.4	809
15-24 years	6.2	17.1	29.8	30.0	0.4	802
25-34 years	2.3	28.4	33.8	38.5	0.2	2 002
35-44 years	1.1	39.2	43.5	48.6	0.2	2 837
45-54 years	1.9	54.9	54.3	58.2	0.3	1 484
55+ years	3.2	39.7	32.6	38.7	0.4	282
No schooling	3.6	0.0	3.6	10.7	0.0	28
Primary education	3.9	1.3	1.0	2.6	0.1	688
Secondary education	2.4	51.7	56.3	57.0	0.2	3 517
Tertiary education	1.8	31.5	39.2	45.4	0.3	2 422
Postgraduate education	0.9	20.5	14.8	31.6	0.5	752
Less than R3,201	2.8	41.2	46.5	47.2	0.2	1 777
R3,201-R6,400	2.6	62.8	64.9	65.2	0.2	1 273
R6,401-R12,800	2.8	41.9	87.5	48.9	0.7	943
R12,801-R25,600	2.3	29.8	32.8	47.1	0.3	1 291
R25,601-R51,200	1.0	29.8	44.8	43.8	0.1	1 168
R51,201-R102,300	1.6	11.7	62.0	15.7	0.2	632
R102,401-R204,800	1.4	3.9	18.4	5.3	0.0	283
More than R204,800	0.0	0.0	15.0	2.5	45.0	40

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.10A and 4.10B show the time that respondents spend with their children when watching live concerts, by selected background characteristics. Regardless of background, most respondents reported that they were not with their children when the children watched live concerts on DVD with the most being Northern Cape (87.2 percent), Limpopo (69.2 percent), and Gauteng (68.4 percent) residents. Another way of looking at this is that most respondents residing in small towns (81.3 percent) and peri-urban (69.7 percent) were not with their children as they watched live concerts on DVD. When disaggregated according to education and income, most respondents with no schooling (89.3 percent), primary education (93.6 percent), and post-graduate education (70.1 percent) reported that they were not with their children as they watched live concerts on DVD. We also observed a pattern showing as the respondents' income increased, they were less likely to be with their children as they watched live concerts on DVD.

Table 4.10A Time that respondents spend with their children when they watched live concerts on DVD by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Frequency of watching live concerts on DVD with children			
	Never	Sometimes	Frequently	Number
Free State	62.3	15.3	22.4	517
Gauteng	68.4	14.3	17.3	1 805
KwaZulu-Natal	44.5	22.3	33.3	1 370
North-West	60.1	11.9	27.9	537
Eastern Cape	27.4	46.6	26.1	932
Mpumalanga	62.4	24.0	13.7	526
Northern Cape	87.2	6.4	6.4	172
Western Cape	20.3	61.3	18.4	862
Limpopo	69.2	18.7	12.1	686
Metropolitan	47.4	38.2	14.4	3 135
Peri-urban	69.7	13.9	16.4	1 148
Small towns	81.3	14.2	4.6	614
Rural/villages	43.3	19.5	37.3	1 865

However, a notable proportion of respondents reported sometimes being with their children when the children watched live concerts on DVD – more notably residents of Western Cape (61.3 percent), Eastern Cape (46.6 percent), and therefore metropolitan (38.2 percent) areas. Coloured respondents (48 percent) as well as those with secondary (26.1 percent) and tertiary (34.3 percent) education reported sometimes being with their children when the children were watching live concerts on DVD. About a third of the lower-middle class, earning about R12 000 to R51 200 reported sometimes being with their children when the children were watching live concerts on DVD. Very low proportions reported frequently being with their children when the children were watching live concerts on DVD. Those standing out included residents of KwaZulu-Natal (33.3 percent), rural or village dwellers (37.3 percent). We can also point out Black respondents (24.8 percent), a third of the mature adults (aged 45 to 49), those with secondary education (34.5 percent), and those earning between R3 000 and R6 400 (43.8 percent).

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.10B Time that respondents spend with their children when they watching live concerts on DVD by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Frequency of watching live concerts on DVD with children			
	Never	Sometimes	Frequently	Number
Female	51.3	28.1	20.5	3 739
Male	53.2	24.0	22.7	3 668
Black	50.9	24.3	24.8	5 743
Indian	38.2	48.0	13.8	636
Mixed race	65.8	20.1	14.2	219
White	69.1	23.5	7.4	809
15-24 years	62.5	22.1	15.5	802
25-34 years	59.0	23.9	17.0	2 002
35-44 years	50.3	30.8	18.8	2 837
45-54 years	40.1	24.2	35.7	1 484
55+ years	58.5	15.6	25.9	282
No schooling	89.3	3.6	7.1	28
Primary education	93.6	3.9	2.5	688
Secondary education	39.5	26.1	34.5	3 517
Tertiary education	53.1	34.3	12.6	2 422
Postgraduate education	70.1	21.0	8.9	752
Less than R3,201	50.7	20.0	29.3	1 777
R3,201-R6,400	32.1	24.1	43.8	1 273
R6,401-R12,800	47.1	27.3	25.7	943
R12,801-R25,600	50.7	37.9	11.4	1 291
R25,601-R51,200	54.5	37.4	8.0	1 168
R51,201-R102,300	82.9	11.7	5.4	632
R102,401-R204,800	92.9	5.3	1.8	283
More than R204,800	97.5	0.0	0.0	40

Tables 4.11A and 4.11B show the frequency of going to cinema with children, by selected background characteristics. Almost half of the respondents residing in the Free State (44.7 percent), Northern Cape (53.5 percent), and Limpopo (46.4 percent) reported never going to cinema with their children. We can infer that for the younger respondents (44.8 percent), who may not have children yet, as well as the older respondents (50.4 percent), whose children may have already left home and live with their own families, this option is very limited, if at all available to these cohorts.

Regardless of background, almost 40 percent to half of the respondents reported going to cinema with their children at least twice a year. This proportion is higher for those residing in the Western Cape (81.8 percent) and Eastern Cape (59.1 percent). About a third of the respondents residing in KwaZulu-Natal (30.9 percent) and those aged 45 to 49 reported going to cinema with their children at least once a month.

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.11A Frequency of going to cinema with children by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Frequency of cinema attendance with children				
	Never	Bianually	Monthly	Weekly	Number
Free State	44.9	53.6	13.7	0.6	517
Gauteng	35.7	51.6	23.4	3.1	1 805
KwaZulu-Natal	25.8	73.8	31.5	1.0	1 370
North-West	48.0	56.4	20.5	1.3	537
Easter Cape	22.1	73.9	17.0	1.9	932
Mpumalanga	31.4	60.8	20.3	1.1	526
Northern Cape	54.7	37.2	9.3	1.2	172
Western Cape	16.2	82.3	1.7	0.2	862
Limpopo	46.4	42.9	13.1	2.3	686
Metropolitan	26.2	64.8	10.7	1.7	3 135
Peri-urban	37.4	56.0	16.3	2.9	1 148
Small towns	51.3	42.5	7.7	1.1	614
Rural/villages	33.7	66.3	33.9	1.3	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Table 4.11B Frequency of going to cinema with children by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Frequency of cinema attendance with children				
	Never	Bianually	Monthly	Weekly	Number
Female	29.8	63.4	16.2	1.5	3 739
Male	35.3	60.8	22.3	1.9	3 668
Black	36.0	60.3	21.6	1.5	5 743
Indian	22.2	75.0	3.5	0.6	636
Mixed race	23.7	63.9	16.0	0.9	219
White	18.4	63.9	15.5	4.1	809
15-24 years	45.0	47.9	6.5	1.5	802
25-34 years	36.9	56.1	14.5	2.2	2 002
35-44 years	26.4	67.7	18.6	1.4	2 837
45-54 years	27.1	69.7	34.2	1.8	1 484
55+ years	56.0	47.9	14.5	0.4	282
No schooling	92.9	3.6	3.6	0.0	28
Primary education	86.8	11.2	1.6	0.6	688
Secondary education	29.9	68.8	27.5	1.4	3 517
Tertiary education	23.9	66.8	13.0	2.3	2 422
Postgraduate education	21.0	65.0	16.8	2.3	752
Less than R3,201	40.7	57.9	19.2	1.1	1 777
R3,201-R6,400	32.0	69.2	37.9	2.2	1 273
R6,401-R12,800	41.4	57.4	22.2	1.4	943
R12,801-R25,600	27.0	64.6	8.8	2.2	1 291
R25,601-R51,200	24.5	63.7	12.8	1.6	1 168
R51,201-R102,300	25.8	59.2	14.7	1.7	632
R102,401-R204,800	28.3	60.1	11.0	1.4	283
More than R204,800	27.5	67.5	5.0	0.0	40

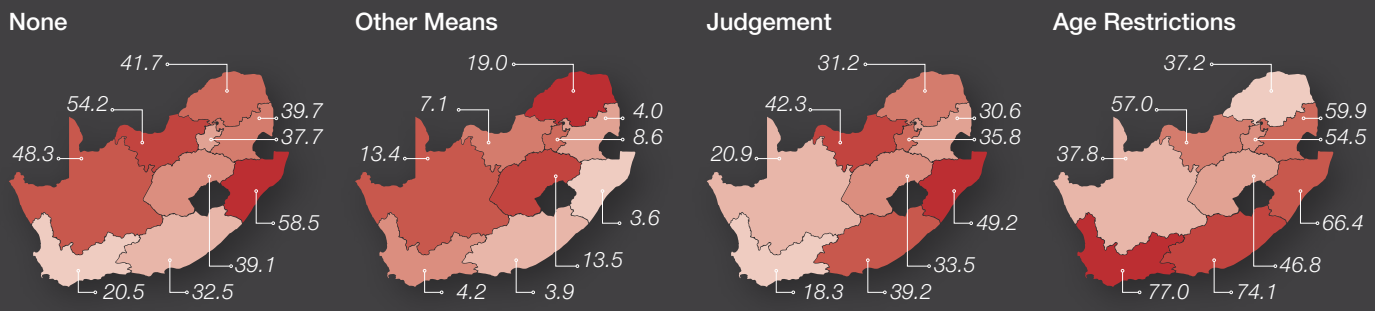
Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.12A and 4.12B show how respondents determined (select or control) the cinema content they watched with their children. Almost a third do not bother to select or control the films they watch with their children. This is more notable with respondents residing in the Northern Cape (45.3 percent), Limpopo (38.5 percent) and in the Free State (37.9 percent). Though smaller proportions reported 'exclusively' using judgement or age restriction to determine what they watched with children, almost half stated they used a combination of parameters to do so. The notable proportions of those using age restrictions resided in the Western Cape (57.5 percent), the Eastern Cape (34.1 percent), and Mpumalanga (31.7 percent). Very small proportions of the Black respondents (19.6 percent) as well as the older respondents (11.1 percent and 6.0 percent) reported using age restrictions. The notable proportions reporting using a combination of judgement and age-restrictions resided in KwaZulu-Natal (49.9 percent), North-West (45.6 percent), and the Eastern Cape (40 percent).

Table 4.12A Cinema selection or control measure by selected background characteristics (%), Film and Publication Board Convergence Survey 2020

PROVINCIAL BREAKDOWN



METROPOLITAN BREAKDOWN

	METRO	PERI-URBAN	SMALL TOWN	RURAL/VILLAGES
None	26.7	7.3	25.9	64.7
Other Means	50.6	6.4	29.1	52.9
Judgement	39.7	20.5	17.6	35.5
Age Restrictions	54.6	5.3	55.7	62.9

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Tables 4.13A and 4.13B show websites respondents reported forbidding their children to use, by selected background characteristics. A significant proportion of the respondents reported not forbidding their children accessing any website. This rather worrying result is more notable among residents of the Free State (33.7 percent), Northern Cape (37.8 percent) and Limpopo (30.0 percent). Notably, more males were likely not to forbid their children from accessing disturbing websites. More than a third of the older respondents reported they did not forbid their children accessing disturbing websites.

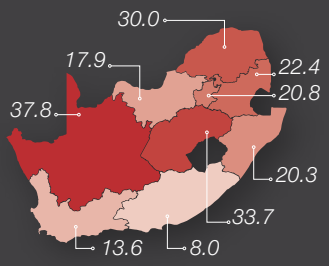
There is some good news though. Notable proportions (above 80 percent) of respondents stated that they forbid their children to access porn as well as adult websites. This is evident especially amongst respondents residing in the North-West, Eastern Cape, and Western Cape. However, lessor proportions of the White respondents as well as older respondents do not forbid their children to access porn and adult websites. As expected, less than a quarter of the respondents are likely to forbid their children to access social media or movie websites.

4.1 Media content exposure, consumption, and restrictions - continued

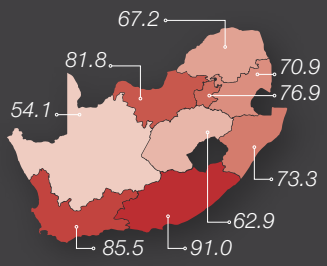
Table 4.13A **Online websites that respondents report that they forbid their children by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN

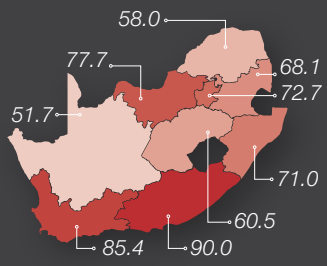
None



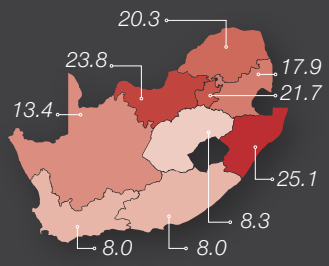
Pornography



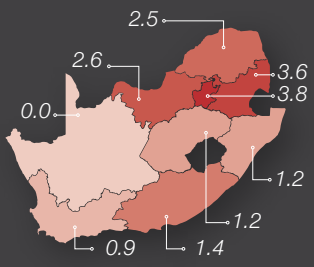
Adult sites



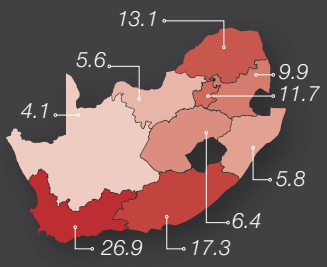
Social media



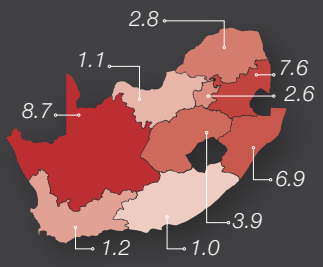
Games



Movie



Other



METROPOLITAN BREAKDOWN

	METRO	PERI-URBAN	SMALL TOWN	RURAL/VILLAGES
NONE	15.8	27.4	35.7	18.9
PORNOGRAHPY	81.7	67.7	60.4	78.0
ADULT SITES	79.0	63.7	54.4	75.4
SOCIAL MEDIA	14.1	15.6	12.9	24.1
GAMES	2.6	3.4	3.1	0.8
MOVIE	20.1	9.4	10.4	3.7
OTHER	2.6	5.2	5.0	3.5

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.13B Online websites that respondents report that they forbid their children, by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Websites that parents forbid their children							
	None	Pornography	Adult	Social media	Games	Movie	Others	Number
Female	17.7	78.8	75.4	17.9	2.8	15.7	3.8	3 739
Male	23.0	74.2	71.3	17.4	1.6	8.5	3.2	3 668
Black	19.9	77.4	74.1	18.9	1.9	9.7	3.1	5 743
Indian	21.9	74.8	73.9	7.4	1.4	23.0	3.6	636
Mixed race	11.9	79.5	74.0	23.7	5.9	21.5	8.2	219
White	24.2	70.6	68.1	15.1	3.6	18.0	4.9	809
15-24 years	24.3	75.2	69.5	9.0	2.4	14.7	0.5	802
25-34 years	16.9	77.9	73.7	15.6	2.2	13.4	5.4	2 002
35-44 years	20.0	76.2	73.4	18.7	2.5	13.5	4.5	2 837
45-54 years	20.0	78.6	77.4	21.8	1.5	6.9	1.3	1 484
55+ years	38.3	62.4	61.0	24.5	2.1	8.9	0.7	282
No schooling	75.0	21.4	17.9	3.6	3.6	0.0	0.0	28
Primary education	44.8	54.8	45.6	1.9	0.6	0.4	0.4	688
Secondary education	14.2	83.6	81.4	21.6	1.3	9.3	2.4	3 517
Tertiary education	19.8	75.2	72.1	15.9	3.5	18.7	5.6	2 422
Postgraduate education	26.2	69.5	67.3	19.9	3.3	15.4	5.1	752
Less than R3,201	13.8	85.9	80.9	16.0	1.2	7.7	0.1	1 777
R3,201-R6,400	14.4	85.6	84.2	25.8	1.5	6.0	0.7	1 273
R6,401-R12,800	23.9	75.4	72.9	20.9	1.9	10.5	1.6	943
R12,801-R25,600	20.8	75.8	74.2	12.3	2.5	18.1	4.3	1 291
R25,601-R51,200	20.6	74.5	71.9	17.0	4.2	17.7	5.1	1 168
R51,201-R102,300	31.2	57.1	52.1	16.6	2.7	14.2	11.2	632
R102,401-R204,800	42.4	42.0	35.7	10.2	1.8	16.6	15.9	283
More than R204,800	57.5	30.0	27.5	15.0	0.0	17.5	12.5	40

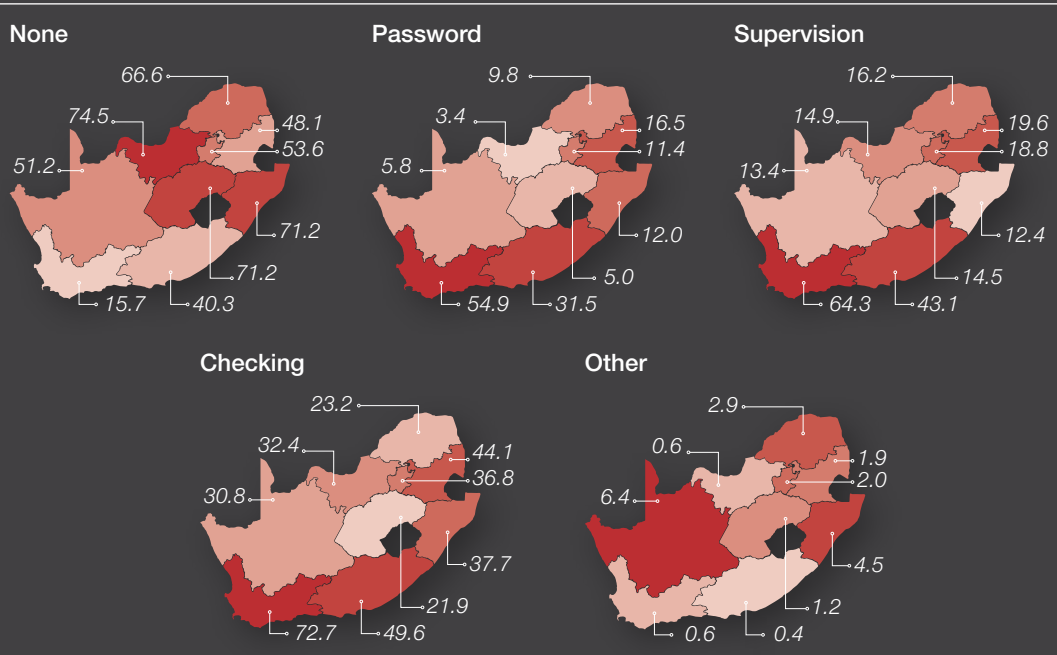
Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Tables 4.14A and 4.14B show measures respondents used to control access to websites by selected background characteristics. Again, significant proportions of the respondents reported doing nothing to control access to websites. This was more notable among residents of the Free State (71.2 percent), KwaZulu-Natal (71.2 percent), North-West (74.5 percent), and Limpopo (66.6 percent) provinces. Male (62.8 percent) as well as Black (61.0 percent) respondents were likely to control access to websites. Similarly, the older respondents reported not controlling access to websites.

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.14A **Measures that respondents use to control access to websites by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN



METROPOLITAN BREAKDOWN

	METRO	PERI-URBAN	SMALL TOWN	RURAL/VILLAGES
NONE	28.6	57.6	55.4	84.6
PASSWORD	35.8	13.2	9.1	2.0
SUPERVISION	43.2	17.2	16.6	8.1
CHEKCING	55.6	33.4	29.2	27.6
OTHER	1.9	2.6	3.4	1.9

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Less than 50 percent of the respondents reported using passwords to control access to websites. Slightly larger proportions reported supervision as well as checking as means to control access to websites. This was more notable in the Eastern Cape and Western Cape provinces.

Relatively larger proportions of the Coloured and White respondents used these means. Only smaller proportions (less than a quarter) reported using any of these means to control access to websites.

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.15A and 4.15B show the time the respondents spend with their children when they are online, by selected background characteristics. Regardless of the background, smaller proportions reported spending all the time with their children when they were online. Almost a third of the respondents in KwaZulu-Natal (30.7 percent) and North-West (32.8 percent) stated that they spent all the time with their children when online. Similarly, almost a quarter of the Black (21.7 percent) and Indian 23.3 percent) respondents reported spending all the time with their children when they were online.

Table 4.15A Measures that respondents use to control access to websites by selected background characteristics (percent) Film and Publication Board Convergence Survey 2020

Background characteristics	Measures used to control access to websites					
	None	Password	Supervision	Checking	Other	Number
Female	45.9	22.1	31.2	44.0	2.6	3 739
Male	62.8	15.0	18.8	37.7	1.7	3 668
Black	61.0	13.5	21.7	37.5	1.8	5 743
Indian	25.5	42.9	48.3	59.1	3.0	636
Mixed race	34.2	28.8	27.9	39.7	5.0	219
White	34.4	32.9	30.4	47.1	2.7	809
15-24 years	46.4	26.2	33.5	42.1	1.4	802
25-34 years	45.3	19.0	28.7	43.4	3.6	2 002
35-44 years	48.0	23.4	28.4	44.0	2.2	2 837
45-54 years	77.2	8.0	12.8	31.5	0.7	1 484
55+ years	82.6	2.1	6.4	28.4	1.1	282
No schooling	85.7	7.1	10.7	10.7	0.0	28
Primary education	82.8	0.9	7.8	11.8	0.7	688
Secondary education	68.7	10.6	20.0	36.3	1.6	3 517
Tertiary education	31.6	33.2	38.5	51.4	3.6	2 422
Postgraduate education	32.4	25.5	21.7	52.3	1.5	752
Less than R3,201	71.5	9.6	20.4	29.3	0.2	1 777
R3,201-R6,400	81.5	4.8	13.0	35.0	0.6	1 273
R6,401-R12,800	60.0	12.2	21.3	44.4	1.6	943
R12,801-R25,600	30.8	33.8	41.4	53.3	2.7	1 291
R25,601-R51,200	26.6	34.9	37.4	55.7	3.1	1 168
R51,201-R102,300	41.0	21.8	16.9	34.2	5.7	632
R102,401-R204,800	52.7	16.6	15.9	20.1	8.1	283
More than R204,800	75.0	7.5	17.5	7.5	0.0	40

Larger proportions of respondents reported that they spend half the time with their children when they were online. This was notable in the Western Cape (78.7 percent), the Eastern Cape (70.3 percent) and as well as among the Coloured respondents (70.6 percent). Surprisingly, this was notable among the younger respondents (72.2 percent).

Again, significant proportions of the respondents reported never spending their time with children when they were online. Almost half of the respondents in the Northern Cape (49.4 percent) and Limpopo (49.6 percent) stated they never spent time with their children when they were online. Expectedly, the same proportion of the older respondents (48.6 percent) reported not spending time with their children.

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.15B-1 Time spent with children when they are online by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Time spent with children when they are online			
	Never	Half the time	All the time	Number
Free State	32.1	42.6	25.3	517
Gauteng	24.3	58.2	17.5	1 805
KwaZulu-Natal	31.1	38.2	30.7	1 370
North-West	17.9	49.3	32.8	537
Eastern Cape	11.4	70.3	18.3	932
Mpumalanga	41.8	44.5	13.7	526
Northern Cape	49.4	45.9	4.7	172
Western Cape	13.2	78.7	8.1	862
Limpopo	49.6	45.2	5.2	686
Metropolitan	19.3	70.9	9.8	3 135
Peri-urban	37.2	48.3	14.5	1 148
Small towns	42.7	48.9	8.5	614
Rural/villages	27.8	37.4	34.8	1 865

Table 4.15B-2 Time spent with children when they are online by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Time spent with children when they are online			
	Never	Half the time	All the time	Number
Female	25.3	57.0	17.7	3 739
Male	28.5	51.4	20.1	3 668
Black	26.2	52.1	21.7	5 743
Indian	24.1	70.6	5.3	636
Mixed race	22.8	53.9	23.3	219
White	35.1	56.5	8.4	809
15-24 years	20.3	72.2	7.5	802
25-34 years	23.5	60.6	15.8	2 002
35-44 years	28.9	54.0	17.1	2 837
45-54 years	27.0	40.8	32.3	1 484
55+ years	48.6	30.1	21.3	282
No schooling	71.4	25.0	3.6	28
Primary education	50.1	46.8	3.1	688
Secondary education	17.9	52.8	29.3	3 517
Tertiary education	29.0	59.5	11.6	2 422
Postgraduate education	39.4	51.7	8.9	752
Less than R3,201	17.4	59.4	23.2	1 777
R3,201-R6,400	16.8	45.8	37.4	1 273
R6,401-R12,800	28.1	48.9	23.0	943
R12,801-R25,600	28.3	63.1	8.6	1 291
R25,601-R51,200	30.0	62.3	7.7	1 168
R51,201-R102,300	46.0	44.0	10.0	632
R102,401-R204,800	60.1	31.4	8.5	283
More than R204,800	70.0	12.5	17.5	40

Tables 4.16A and 4.16B show the respondents' awareness of household members playing video games, by selected background characteristics. Other than respondents in Western Cape (73.0 percent) and Mpumalanga (55.7 percent), proportionately more respondents in the other provinces reported not being aware of household members playing video games. Proportionately less female and male respondents reported being aware of household members playing video games, though more females (47.6 percent) than males (41.6 percent) were most likely to know household members played video games. A third of Coloured respondents (67.8 percent) and half of White respondents (51.5 percent) reported being aware of household members playing games. Further, a third of the younger respondents were aware that household members played video games.

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.16A Respondents' awareness of household members playing video games by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Awareness of household members playing video games		
	Yes	No	Number
Free State	39.3	60.7	517
Gauteng	45.3	54.7	1 805
KwaZulu-Natal	32.0	68.0	1 370
North-West	40.6	59.4	537
Eastern Cape	36.6	63.4	932
Mpumalanga	55.7	44.3	526
Northern Cape	31.4	68.6	172
Western Cape	73.0	27.0	862
Limpopo	45.6	54.4	686
Metropolitan	56.5	43.5	3 135
Peri-urban	45.8	54.2	1 148
Small towns	48.2	51.8	614
Rural/villages	28.4	71.6	2 510

Table 4.16B Respondents' awareness of household members playing video games by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

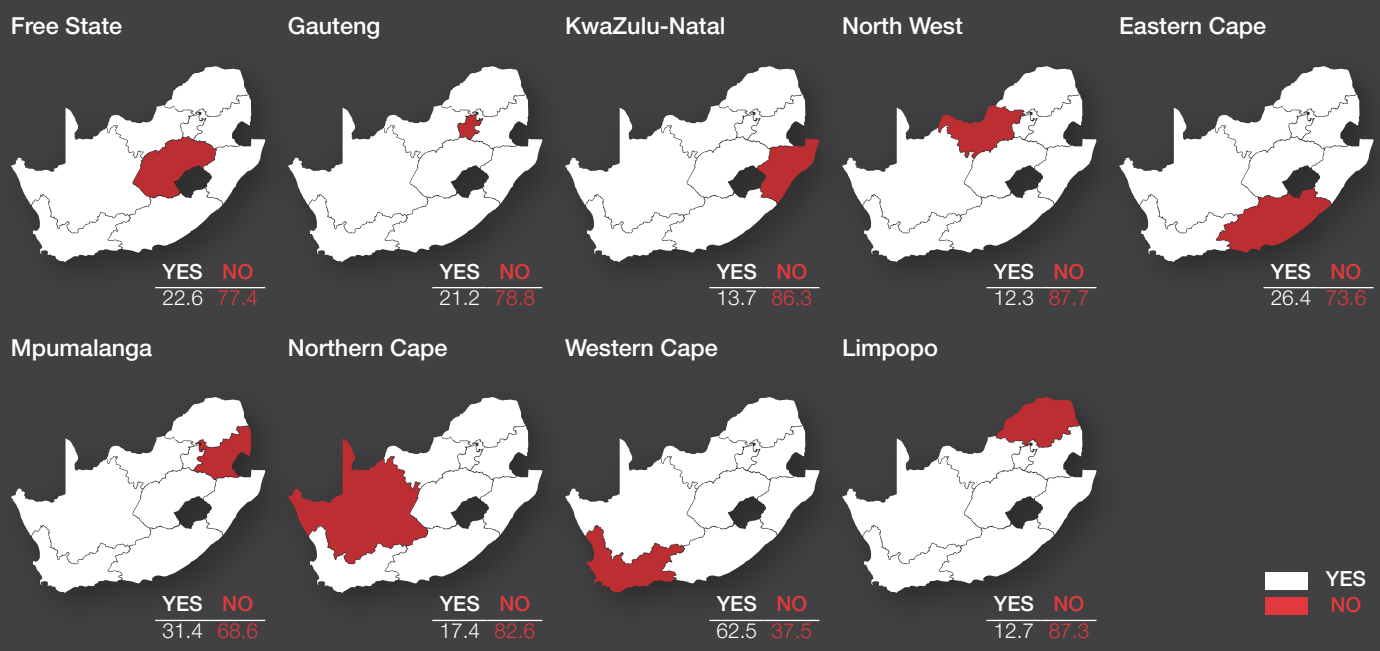
Background Characteristics	Awareness of household members playing video games		
	Yes	No	Number
Female	47.6	52.4	3 739
Male	41.6	58.4	3 668
Black	41.3	58.7	5 743
Indian	67.8	32.2	636
Mixed race	38.4	61.6	219
White	51.5	48.5	809
15-24 years	64.3	35.7	802
25-34 years	49.9	50.1	2 002
35-44 years	43.5	50.1	2 837
45-54 years	30.3	69.7	1 484
55+ years	38.3	69.7	282
No schooling	25.0	75.0	28
Primary education	34.0	66.0	688
Secondary education	39.3	60.7	3 517
Tertiary education	52.2	47.8	2 422
Postgraduate education	55.7	44.3	752
Less than R3,201	40.4	59.6	1 777
R3,201-R6,400	40.5	59.5	1 273
R6,401-R12,800	42.5	57.5	943
R12,801-R25,600	54.7	45.3	1 291
R25,601-R51,200	56.0	44.0	1 168
R51,201-R102,300	38.0	62.0	632
R102,401-R204,800	22.6	77.4	283
More than R204,800	20.0	80.0	40

4.1 Media content exposure, consumption, and restrictions - continued

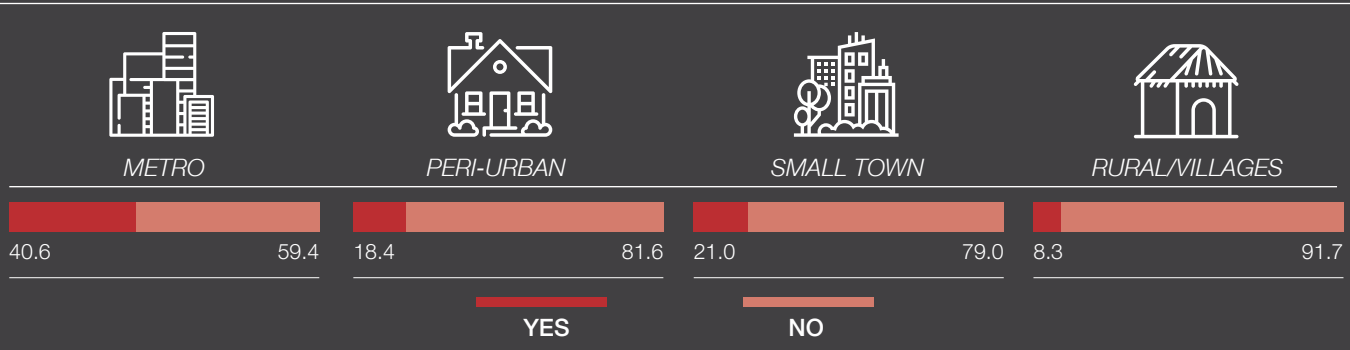
Tables 4.17A and 4.17B show the respondents that have played their children's video games, by selected background characteristics. Other than respondents in the Western Cape (62.5 percent), proportionately more respondents in all provinces reported not playing their children's video games. The lowest was in the North-West (12.3 percent), Limpopo (12.7 percent), and KwaZulu-Natal (13.7 percent). With regards to other parameters, more than half of Coloured respondents (56.3 percent) and a third of White respondents (35.7 percent) reported playing their children's video games. Further, the younger respondents reported that they played their children's video games.

Table 4.17A Respondents that have played their children's video games by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

PROVINCIAL BREAKDOWN



METROPOLITAN BREAKDOWN



4.1 Media content exposure, consumption, and restrictions - continued

Table 4.17B Respondents that have played their children's video games by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Awareness of household members playing video games		
	Yes	No	Number
Female	25.2	74.8	3 739
Male	23.9	76.1	3 668
Black	19.7	80.3	5 743
Indian	56.3	43.7	636
Mixed race	20.5	79.5	219
White	35.7	64.3	809
15-24 years	53.7	46.3	802
25-34 years	29.3	70.7	2 002
35-44 years	23.7	76.3	2 837
45-54 years	8.0	92.0	1 484
55+ years	5.3	94.7	282
No schooling	7.1	92.9	28
Primary education	16.0	84.0	688
Secondary education	17.7	82.3	3 517
Tertiary education	33.4	66.6	2 422
Postgraduate education	36.8	63.2	752
Less than R3,201	21.2	78.8	1 777
R3,201-R6,400	10.7	89.3	1 273
R6,401-R12,800	22.4	77.6	943
R12,801-R25,600	37.7	62.3	1 291
R25,601-R51,200	39.6	60.4	1 168
R51,201-R102,300	19.8	80.2	632
R102,401-R204,800	7.4	92.6	283
More than R204,800	5.0	95.0	40

Tables 4.18A and 4.18B show a list of video games respondents reported to have forbidden, by selected background characteristics. Regardless of the background, smaller proportions reported forbidding video games with neither adult games, violence, nudity and sex, nor video games containing strong language. Exceptional were respondents in Western Cape, and to a limited extent, in Mpumalanga. For example, 72.5 percent of Western Cape respondents reported forbidding their children from playing video games containing sex and nudity; while 71.3 percent reported forbidding adult games. In the Western Cape, respondents have forbidden children in their care from video games containing these classifiable elements: violence (69.8 percent) and strong language (68.3 percent). Respondents residing in the Free State and Northern Cape reported the lowest proportions (about a quarter) forbidding videos in all the four categories. Coloured respondents (about 60 percent) and to some extent White respondents (about forty percent) reported the highest proportions (about 60 percent) forbidding video in all the four categories. Lastly, the younger respondents reported the highest proportions (about half) forbidding videos in all the four categories

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.18A A list of video games that respondents report to have forbidden by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Forbidden video games					
	Adult games	Violence	Nudity/sex	Strong Language	Other	Number
Free State	26.1	23.8	26.3	76.6	12.8	517
Gauteng	38.0	33.8	40.8	64.9	5.2	1 805
KwaZulu-Natal	28.3	27.1	30.7	73.4	1.5	1 370
North-West	36.3	36.3	37.4	64.6	4.3	537
Eastern Cape	34.7	35.0	36.3	65.6	1.9	932
Mpumalanga	48.5	45.2	53.0	60.5	1.7	526
Northern Cape	24.4	23.3	26.2	77.3	4.7	172
Western Cape	71.3	69.8	72.5	31.7	5.1	862
Limpopo	29.3	25.1	35.7	74.2	10.2	686
Metropolitan	50.8	48.3	53.3	52.2	5.3	3 135
Peri-urban	39.6	35.9	42.8	64.5	3.5	1 148
Small towns	28.5	24.6	34.0	75.6	14.3	614
Rural/Villages	24.5	23.9	26.1	76.7	2.3	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Table 4.18B A list of video games that respondents report to have forbidden by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Forbidden video games					
	Adult games	Violence	Nudity/sex	Strong Language	Other	Number
Female	42,0	39,9	44,9	60,0	4,1	3 739
Male	34,6	32,3	36,7	68,6	5,5	3 668
Black	35,0	33,3	37,6	67,2	4,8	5 743
Indian	60,7	59,0	62,1	42,5	6,6	636
Mixed race	30,1	26,5	36,5	72,1	5,5	219
White	46,7	40,8	48,7	58,6	2,8	809
15-24 years	49,4	45,9	52,5	53,9	12,7	802
25-34 years	42,1	39,9	45,9	60,6	5,4	2 002
35-44 years	39,2	37,1	41,7	63,4	2,9	2 837
45-54 years	27,0	25,1	27,8	75,4	2,8	1 484
55+ years	31,2	30,5	32,3	70,2	6,4	282
No schooling	10,7	3,6	17,9	92,9	7,1	28
Primary education	23,0	24,0	25,7	75,4	8,9	688
Secondary education	34,1	32,6	36,1	67,0	4,7	3 517
Tertiary education	45,9	42,3	48,9	58,7	4,0	2 422
Postgraduate education	48,7	44,9	52,0	58,6	3,5	752
Less than R3,201	38,5	38,4	40,8	61,3	0,4	1 777
R3,201-R6,400	36,2	35,5	37,0	64,9	4,6	1 273
R6,401-R12,800	32,7	29,2	33,2	73,3	10,2	943
R12,801-R25,600	45,8	43,1	47,9	58,6	8,7	1 291
R25,601-R51,200	49,7	45,6	52,5	56,3	4,4	1 168
R51,201-R102,300	26,6	23,3	34,5	74,1	3,2	632
R102,401-R204,800	14,8	10,2	21,2	85,2	1,8	283
More than R204,800	10.0	7.5	17.5	87.5	5.0	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

Tables 4.19A and 4.19B show the time spent per week by respondents with children playing video games, by selected background characteristics. Other than respondents in the Western Cape (33.1 percent) and Mpumalanga (56.1 percent), proportionately more respondents in the other provinces reported to not spending time with children playing video games. Most of those that did spend time with children playing video games hardly spent more than an hour per week. However, once again proportionately more residents of Western Cape and Eastern Cape reported spending more than one hour and even up to six hours per week playing video games with children. This also applied to Coloured respondents as well as the younger respondents.

Table 4.19A Time spent per week by respondent with child playing video games by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Time spent per week with child playing video games						
	Never	<1 hour	1-2 hours	3-6 hours	7-9 hours	>9 hours	Number
Free State	69.8	9.5	8.3	4.6	3.7	4.1	517
Gauteng	62.7	20.1	9.9	4.2	1.4	1.8	1 805
KwaZulu-Natal	73.6	16.6	6.5	2.3	0.3	0.8	1 370
North-West	70.0	25.1	2.4	1.3	0.4	0.7	537
Eastern Cape	69.3	6.2	17.4	4.5	1.0	1.6	932
Mpumalanga	56.7	19.4	13.9	8.7	1.0	0.4	526
Northern Cape	76.2	7.6	6.4	4.7	2.3	2.9	172
Western Cape	33.1	10.9	29.4	23.3	1.7	1.6	862
Limpopo	69.4	15.7	8.0	3.4	1.5	2.0	686
Metropolitan	52.0	12.4	20.0	11.2	1.9	2.5	3 135
Peri-urban	64.2	22.6	8.0	4.0	0.4	0.7	1 148
Small towns	68.4	10.6	9.3	5.0	3.4	3.3	614
Rural/Villages	76.7	17.3	4.1	1.2	0.2	0.5	1 865

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.19B Time spent per week by respondent with child playing video games by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Time spent per week with child playing video games						
	Never	<1 hour	1-2 hours	3-6 hours	7-9 hours	>9 hours	Number
Female	62.8	15.8	12.5	6.3	0.9	1.7	3 739
Male	64.4	15.2	11.2	6.1	1.7	1.5	3 668
Black	66.7	16.8	9.9	4.3	0.9	1.3	5 743
Indian	39.5	9.1	27.0	19.5	2.2	2.7	636
Mixed race	71.7	8.2	9.6	5.0	1.8	3.7	219
White	58.2	13.0	14.3	9.3	2.7	2.5	809
15-24 years	42.9	15.3	20.2	12.1	4.1	5.4	802
25-34 years	59.1	17.6	13.9	5.5	1.7	2.0	2 002
35-44 years	65.4	13.5	12.6	7.0	0.5	1.0	2 837
45-54 years	75.7	15.6	4.8	3.0	0.5	0.3	1 484
55+ years	73.4	20.6	3.2	2.1	0.7	0.0	282
No schooling	89.3	7.1	3.6	0.0	0.0	0.0	28
Primary education	79.9	11.8	4.2	2.0	0.6	1.5	688
Secondary education	65.8	18.8	9.3	4.0	1.0	1.1	3 517
Tertiary education	57.7	12.9	17.1	9.3	1.2	1.9	2 422
Postgraduate education	56.8	12.1	14.1	10.6	3.3	3.1	752
Less than R3,201	62.6	22.3	10.7	4.2	0.1	0.1	1 777
R3,201-R6,400	66.5	24.0	6.3	1.5	0.6	1.1	1 273
R6,401-R12,800	68.4	12.8	9.8	5.4	1.8	1.8	943
R12,801-R25,600	58.2	10.5	17.7	8.4	2.1	3.0	1 291
R25,601-R51,200	54.7	11.2	16.2	13.1	2.0	2.8	1 168
R51,201-R102,300	70.4	7.8	11.9	6.0	2.2	1.7	632
R102,401-R204,800	84.1	3.5	7.1	4.2	0.4	0.7	283
More than R204,800	87.5	0.0	7.5	2.5	2.5	0.0	40

Tables 4.20A and 4.20B show media content that respondents think is not suitable for children, by selected background characteristics. Most respondents, regardless of background, stated that exposing anyone under 18-years-old to pornography was a criminal offence. Those that stood out included metropolitan (93.7 percent) and small town (94.5 percent) residents as well as the Western Cape (97.2 percent) and the Northern Cape (94.2 percent) respondents. Compared with their male counterparts, a larger proportion of females (77.5 percent) stated that exposing anyone under 18 to pornography was a criminal offence. This was also the case with White (95.9 percent) and Coloured (95.0 percent) as well as the youngest respondents (95.1 percent).

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.20A Showing the media content that respondents think is not suitable for children by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Media content that is not suitable for children					
	Pornography	Sex	Nudity	Violence	Language	Number
Free State	99.6	99.2	89.4	68.9	57.1	517
Gauteng	99.1	98.2	85.9	74.5	64.9	1 805
KwaZulu-Natal	98.8	98.7	79.9	52.7	37.4	1 370
North-West	99.4	99.4	93.9	76.7	67.0	537
Eastern Cape	99.4	99.2	95.3	75.1	71.4	932
Mpumalanga	97.5	96.8	77.4	53.4	42.6	526
Northern Cape	98.8	100.0	76.2	72.7	64.0	172
Western Cape	99.2	99.0	87.5	91.4	86.1	862
Limpopo	99.3	95.5	83.1	59.2	46.5	686
Metropolitan	99.3	98.6	86.7	86.8	81.1	3 135
Peri-urban	99.0	97.7	80.7	66.7	52.1	1 148
Small towns	99.5	96.9	82.1	76.2	70.8	614
Rural/Villages	99.1	99.3	96.1	46.5	25.4	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Table 4.20B Showing the media content that respondents think is not suitable for children by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Media content that is not suitable for children					
	Pornography	Sex	Nudity	Violence	Language	Number
Female	99.0	98.7	85.7	72.2	63.4	3 739
Male	99.0	98.1	86.0	66.4	55.3	3 668
Black	99.0	98.5	87.7	67.2	57.1	5 743
Indian	99.4	98.7	84.0	85.4	77.0	636
Mixed race	100.0	97.3	82.2	62.6	53.0	219
White	98.5	97.9	75.4	73.7	63.4	809
15-24 years	99.4	97.4	85.8	90.9	86.2	802
25-34 years	99.1	98.3	85.9	74.7	68.5	2 002
35-44 years	99.2	98.7	84.7	68.0	55.9	2 837
45-54 years	99.0	98.6	87.7	53.2	39.4	1 484
55+ years	96.8	98.2	88.3	67.0	59.2	282
No schooling	92.9	92.9	67.9	57.1	64.3	28
Primary education	99.3	98.1	90.1	91.3	88.5	688
Secondary education	99.1	98.7	89.6	61.8	48.4	3 517
Tertiary education	99.0	98.3	80.7	72.7	66.1	2 422
Postgraduate education	98.8	97.7	81.9	74.2	62.6	752
Less than R3,201	99.4	99.1	92.9	66.7	56.2	1 777
R3,201-R6,400	99.1	98.6	94.7	65.0	42.0	1 273
R6,401-R12,800	98.5	98.4	88.8	75.2	63.8	943
R12,801-R25,600	99.5	98.1	85.2	81.3	79.6	1 291
R25,601-R51,200	99.1	98.5	82.4	75.3	70.6	1 168
R51,201-R102,300	98.4	97.3	65.7	50.9	49.2	632
R102,401-R204,800	97.5	97.2	60.1	48.4	30.7	283
More than R204,800	100.0	92.5	52.5	55.0	32.5	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.1 Media content exposure, consumption, and restrictions - continued

4.1.2 Inferential statistics

We used inferential statistics to test our hypotheses. With regards to our discussion on media content exposure, consumption, and restrictions, we wanted to know if parents did restrict the media content their children consume. To test this hypothesis, we used the variable that gauged the proportion of time respondents spent with their children – including younger dependants – when they consumed various media content. As discussed in section 2.3.1, the variable on the 'proportion of time guardians spend consuming various media content with their children and younger dependants' measured exposure to and consumption of media content through various channels. However, it also gauged the actual implementation of regulations or restrictions to media content that children in their care consumed.

Figure 4.1 shows the proportion of time guardians spent with their children on various media content platforms. It shows they spent less time with them when they were watching live concerts on DVDs or playing video games. However, they spent a notable proportion of time with them watching television, or when they were online. Further, they spent a significant amount of time with them when they were on their mobile devices. Table 4.21 shows the test of goodness of fit chi-square test statistic results on proportion of time guardians spent with their children on various media content channels. These results show that the probability is less than one percent (at $p<0.000$) on any one test of the null hypotheses that the frequency of time spent with children on various media platforms was equally distributed across categories by chance alone. This made the research hypotheses more attractive rather than the null hypotheses on each of these five media platforms because there was indeed a significant difference across the three proportions of time spent with children.

Figure 4.1 Shows proportion of time guardians spent with their children on various media content channels (percent), Film and Publication Board Convergence Survey 2020

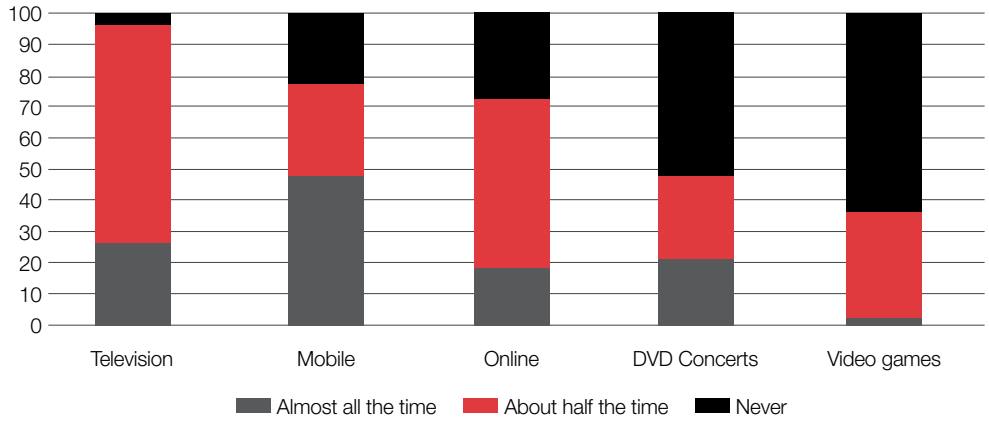


Table 4.21 Shows test of goodness of fit chi-square test statistic results on proportion of time guardians spent with their children on various media content channels, Film and Publication Board Convergence Survey 2020

Variable	Chi-square statistic	Degrees of freedom	Level of significance
Time that respondents spend watching television with their children	4 935.8	2	0.000
Time that respondents spend with their children when they are on a mobile device	664.5	3	0.000
Time that respondents spend with their children when they watching live concerts on DVD	1 412.2	2	0.000
Time spent with children when they are online	1 523.0	2	0.000
Time spent per week by respondent with child playing video games	1 766.2	5	0.000

4.1 Media content exposure, consumption, and restrictions - continued

These test statistic results, and indeed the descriptive statistics in tables, indicated that parents and guardians did attempt to regulate the media content their children and younger dependants are exposed to and consume. We also needed to add in reference to our posed proposition that parents and guardians certainly know there was certain media content not suitable for their children – especially that with sexual and nudity content (table 4.20). However, they may not be fully aware of the full harmful effects on their children of other classifiable elements contained in media – such as violence, language, sex or nudity. As a result, it seemed that they were not doing all they should to restrict what their children are exposed to and are consuming.

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings

In this section, we interrogated awareness and assessment of media content and by default, the Film and Publication Board. To achieve this, we reviewed awareness of the ratings and their meanings as well as if they were easy to understand. The feedback from this survey (with reference to the public's assessment of our ratings and their effectiveness) will inform the FPB's approach to realigning its ratings. Furthermore, where changes are clearly needed, (for example with regard to symbols used to denote classifiable elements) these will be canvassed with the public and the stakeholders of the entity to ensure wider ownership and by extension adherence. We also looked at whether some respondents had disagreed with the FPB's ratings and explored public awareness of the steps to take when one objects to the FPB ratings.

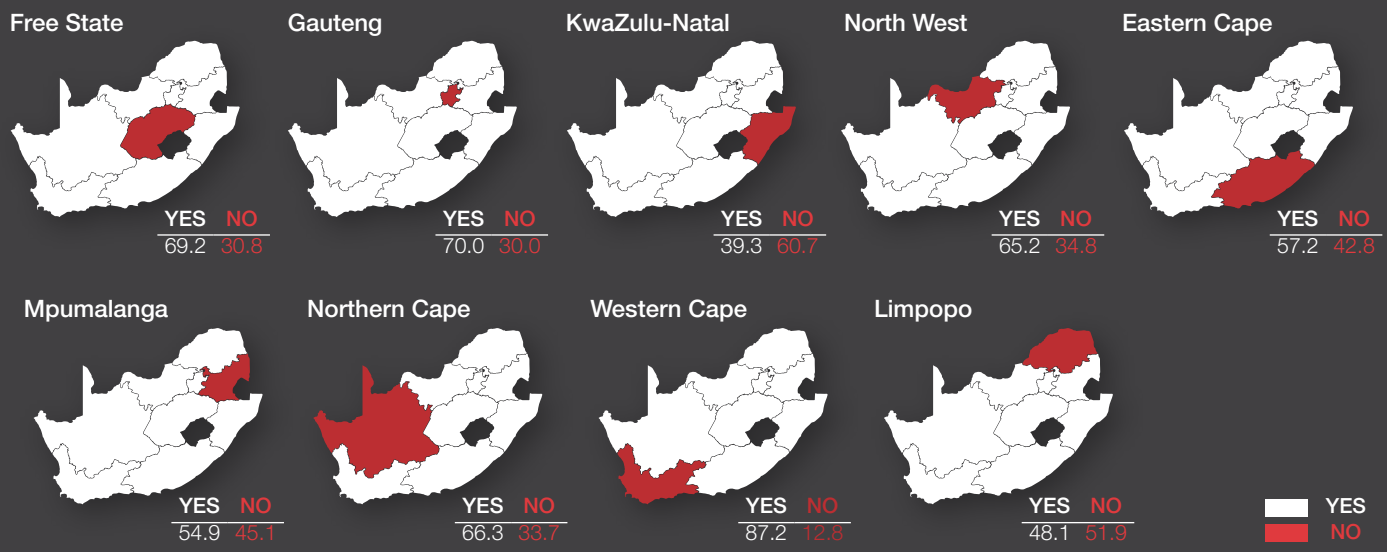
4.2.1 Descriptive statistics

Tables 4.22A and 4.22B show respondents who thought the FBP ratings were easy to understand, by selected background characteristics. Most respondents reported that the FPB ratings were easy to understand. Those that stood out included residents of the Western Cape (87.2 percent), Gauteng (70.0 percent) and the Free State (68.1 percent) as well as collectively those living in metropolitan areas (80.4 percent) and small towns (74.1 percent). This category also included White (82.6 percent) and Indian (81.3 percent) respondents as well as the youngest respondents (85.0 percent). The most educated (about 80 percent) and lower middle-income (about 75 percent) respondents also reported that the FPB ratings were easy to understand. On the opposite side were those who reported that the FPB ratings were not easy to understand, and they mainly resided in rural and village areas (65.5 percent), more notably in KwaZulu-Natal (60.7 percent). The older respondents also thought FPB ratings were not easy to understand as well as those with schooling (82.1 percent). Lastly, as income decreased, proportional reporting that FPB ratings were not easy to understand increases.

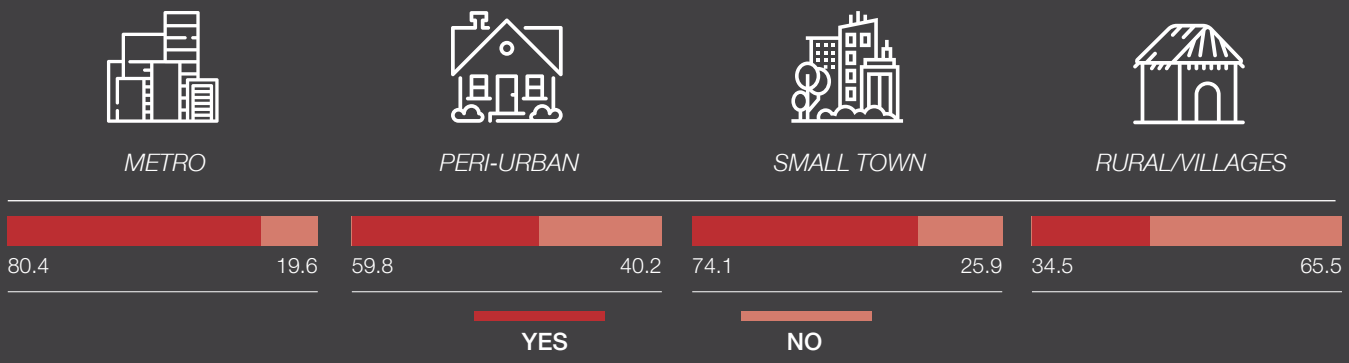
4.2 Awareness and assessment of the Film and Publication Board and its media content ratings

Table 4.22A **Respondents who think the Film and Publication Board ratings are easy to understand by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN



METROPOLITAN BREAKDOWN



4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Table 4.22B Respondents who think the Film and Publication Board ratings are easy to understand by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	The Film and Publications Board ratings are easy to understand		
	Yes	No	Number
Female	63.8	36.2	3 739
Male	58.5	41.5	3 668
Black	55.9	44.1	5 743
Indian	74.2	25.8	636
Mixed race	81.3	18.7	219
White	82.6	17.4	809
15-24 years	85.0	15.0	802
25-34 years	70.3	29.7	2 002
35-44 years	59.9	40.1	2 837
45-54 years	44.6	55.4	1 484
55+ years	27.7	72.3	282
No schooling	17.9	82.1	28
Primary education	61.6	38.4	688
Secondary education	47.9	52.1	3 517
Tertiary education	73.3	26.7	2 422
Postgraduate education	85.0	15.0	752
Less than R3,201	54.8	45.2	1 777
R3,201-R6,400	36.4	63.6	1 273
R6,401-R12,800	57.4	42.6	943
R12,801-R25,600	74.2	25.8	1 291
R25,601-R51,200	77.8	22.2	1 168
R51,201-R102,300	73.7	26.3	632
R102,401-R204,800	67.8	32.2	283
More than R204,800	65.0	35.0	40

Tables 4.23A and 4.23B show the respondents' interpretation of the meaning of FPB 'A' rating by selected background characteristics. Most respondents reported that the FPB 'A' ratings meant 'all ages.' Those that stood out were metropolitan (76.8 percent) residents in Western Cape (89.3 percent) and the Eastern Cape (85.0 percent). Most of the Coloured (78.5 percent) and youngest (80.2 percent) respondents as well as those with secondary education (70.9 percent) and tertiary education (68.9 percent) reported that the FPB 'A' ratings meant 'all ages.' There were also notable respondents who got it wrong or did not know. Mpumalanga respondents reported that it meant 'adults only' (36.7 percent) and 'age restricted' (13.7 percent). Similarly, Limpopo (16.5 percent), Indian (17.8 percent), and White (12.5 percent) respondents, as well as respondents in the high-income brackets (about 25 percent), reported that it meant 'age restricted'. In addition, notable proportions of high-income earners (about 25 percent) reported that they did not know. Other groups that have notable proportions of respondents who did not know included those with no schooling (89.3 percent), primary education (46.5 percent), the oldest respondents (34.4 percent), and the residents of Northern Cape (26.2 percent) and Limpopo (23.5 percent).

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Table 4.23A Respondents' interpretation of the meaning of 'A' rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Meanings of 'A' rating									
	Do not know	All ages	Adults	Age restricted	Family	Alcohol	Age 10+	Action	Animation	Number
Free State	19.5	67.5	7.0	4.4	0.0	0.0	0.2	0.6	0.8	101
Gauteng	15.7	65.8	5.7	7.8	0.4	0.1	0.2	3.3	1.1	284
KwaZulu-Natal	15.8	57.8	16.7	7.4	0.1	0.0	0.7	1.0	0.4	217
North-West	15.8	66.9	12.7	2.0	1.1	0.0	0.2	1.1	0.2	85
Eastern Cape	6.9	85.0	5.6	1.7	0.0	0.0	0.1	0.4	0.3	64
Mpumalanga	13.3	34.0	36.9	13.7	0.0	0.0	0.4	0.8	1.0	70
Northern Cape	26.2	54.1	9.9	5.2	0.0	0.0	0.6	1.2	2.9	45
Western Cape	4.9	89.3	3.1	1.9	0.0	0.0	0.0	0.3	0.5	42
Limpopo	23.5	49.4	7.3	16.5	0.7	0.0	0.0	1.6	1.0	161
Metropolitan	8.9	76.8	5.7	5.9	0.1	0.1	0.2	1.6	0.7	280
Peri-urban	18.8	58.4	11.3	8.8	0.3	0.0	0.2	1.3	0.9	216
Small towns	19.5	55.2	7.8	10.7	1.0	0.0	0.0	3.9	1.8	120
Rural/Villages	18.0	57.5	16.7	6.0	0.2	0.0	0.4	0.6	0.5	142

Table 4.23B Respondents' interpretation of the meaning of 'A' rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Meanings of 'A' rating									
	Do not know	All ages	Adults	Age restricted	Family	Alcohol	Age 10+	Action	Animation	Number
Female	13.9	67.2	9.3	7.2	0.2	0.0	0.3	1.1	0.9	519
Male	15.0	64.0	11.7	6.3	0.3	0.0	0.2	1.8	0.6	550
Black	15.5	64.5	11.2	6.1	0.2	0.0	0.3	1.5	0.7	891
Indian	10.7	78.5	5.7	1.7	0.0	0.0	0.2	1.6	1.7	68
Mixed race	10.5	55.7	14.2	17.8	0.5	0.0	0.0	0.9	0.5	23
White	10.8	66.3	7.9	12.5	0.7	0.0	0.1	1.2	0.5	87
15-24 years	10.2	80.2	2.5	2.2	0.1	0.0	0.5	2.2	2.0	82
25-34 years	11.9	68.4	9.7	7.0	0.3	0.0	0.2	1.7	0.6	238
35-44 years	14.8	62.0	11.9	8.6	0.3	0.0	0.3	1.3	0.7	420
45-54 years	15.6	63.8	13.5	6.0	0.1	0.0	0.1	0.7	0.1	232
55+ years	34.4	49.6	8.5	3.5	0.7	0.0	0.0	1.8	1.4	97
No schooling	89.3	7.1	3.6	0.0	0.0	0.0	0.0	0.0	0.0	25
Primary education	46.5	42.7	3.3	3.2	0.3	0.0	0.0	3.1	0.9	320
Secondary education	10.3	70.9	11.2	5.2	0.3	0.1	0.2	1.1	0.7	362
Tertiary education	11.3	68.2	8.8	8.7	0.2	0.0	0.4	1.4	0.9	273
Postgraduate education	11.8	55.5	19.1	11.3	0.3	0.0	0.1	1.6	0.3	89
Less than R3,201	14.5	70.1	9.4	4.7	0.2	0.0	0.2	0.5	0.6	257
R3,201-R6,400	12.0	69.4	12.3	4.3	0.2	0.1	0.1	1.3	0.3	153
R6,401-R12,800	15.7	63.5	13.4	3.2	0.3	0.1	0.2	2.7	1.0	148
R12,801-R25,600	13.9	70.0	10.8	2.6	0.5	0.0	0.2	1.5	0.6	179
R25,601-R51,200	13.2	65.4	12.8	6.2	0.2	0.0	0.3	1.1	0.9	154
R51,201-R102,300	16.1	49.8	5.5	23.1	0.3	0.0	0.6	2.7	1.7	102
R102,401-R204,800	23.0	47.3	0.7	24.7	0.0	0.0	1.1	2.5	0.7	65
More than R204,800	27.5	37.5	2.5	27.5	2.5	0.0	0.0	2.5	0.0	11

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Tables 4.24A and 4.24B show the respondents' interpretation of the meaning of FPB '10-12PG' rating by selected background characteristics. Most respondents reported the FPB '10-12PG' rating meant suitable for age 10 through 12 but with parental guidance. Those that stood out were metropolitan (88.4 percent) and Western Cape (91.2 percent) residents. Most of the youngest (about 85 percent) respondents as well as those with secondary education (81.5 percent) and tertiary education (83.1 percent) reported that the FPB '10-12PG' ratings meant suitable for age 10 to 12 but with parental guidance. There were also notable respondents who got it wrong or did not know. About 14 percent of Mpumalanga respondents reported that it meant 'restricted to age 10 through 12'. Similarly, Northern Cape (21.5 percent), Black (10.7 percent), and the oldest (26.2 percent) respondents reported that they did not know. Other groups with notable proportions of respondents who did not know included those with no schooling (75.0 percent), and just primary education (31.3 percent).

Table 4.24A Respondents' interpretation of the meaning of '10-12PG' rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Meaning of '10-12' rating						
	Do not know	Parental choice	Age 10-12 with PG	Age 10-12 restricted	Comedy	Age restriction with PG	Number
Free State	14.5	1.0	77.9	3.9	0.0	2.7	517
Gauteng	9.3	1.2	80.8	5.7	0.2	2.8	1 805
KwaZulu-Natal	11.7	3.8	71.1	6.0	0.0	7.4	1 370
North-West	11.7	2.2	78.2	3.2	0.2	4.5	537
Eastern Cape	5.7	2.4	86.6	3.0	0.1	2.3	932
Mpumalanga	11.0	2.7	69.8	13.7	0.0	2.9	526
Northern Cape	21.5	1.7	66.9	4.7	0.0	5.2	172
Western Cape	4.4	0.6	91.2	2.2	0.0	1.6	862
Limpopo	14.0	0.3	74.3	4.8	3.8	2.8	686
Metropolitan	5.1	0.6	88.4	3.4	0.0	2.5	3 135
Peri-urban	14.7	1.0	73.3	5.2	0.0	5.7	1 148
Small towns	12.2	0.7	78.0	5.9	0.0	3.3	614
Rural/Villages	13.7	4.0	69.7	7.1	1.2	4.2	1 865

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Table 4.24B Respondents' interpretation of the meaning of '10-12PG' rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Meaning of '10-12' rating						
	Do not know	Parental choice	Age 10-12 with PG	Age 10-12 restricted	Comedy	Age restriction with PG	Number
Female	10.2	1.6	79.6	4.4	0.6	3.7	3 739
Male	10.0	2.2	78.1	5.9	0.3	3.6	3 668
Black	10.7	2.1	77.3	5.6	0.6	3.8	5 743
Indian	8.6	0.9	84.1	3.5	0.0	2.8	636
Mixed race	6.4	2.7	86.3	2.3	0.0	2.3	219
White	7.8	0.7	83.9	4.3	0.0	3.2	809
15-24 years	5.4	0.9	87.5	3.9	0.2	2.1	802
25-34 years	6.4	1.4	83.1	5.5	0.5	3.1	2 002
35-44 years	11.2	1.8	77.4	5.3	0.4	3.8	2 837
45-54 years	12.4	3.0	74.4	5.2	0.5	4.5	1 484
55+ years	26.2	1.4	61.7	4.6	1.1	5.0	282
No schooling	75.0	0.0	14.3	3.6	0.0	7.1	28
Primary education	31.3	0.0	63.2	4.7	0.0	0.9	688
Secondary education	7.0	2.8	79.7	5.5	0.9	4.2	3 517
Tertiary education	8.3	1.5	81.5	5.0	0.1	3.7	2 422
Postgraduate education	8.8	0.4	83.1	4.5	0.0	3.2	752
Less than R3,201	10.5	1.9	80.8	3.4	1.7	1.7	1 777
R3,201-R6,400	7.3	3.6	78.3	5.7	0.1	4.9	1 273
R6,401-R12,800	9.5	2.2	78.4	5.7	0.1	4.0	943
R12,801-R25,600	9.7	0.7	81.3	4.7	0.0	3.6	1 291
R25,601-R51,200	9.6	0.7	82.3	4.5	0.0	3.0	1 168
R51,201-R102,300	12.7	2.2	71.2	8.2	0.0	5.7	632
R102,401-R204,800	18.7	2.1	64.0	8.5	0.0	6.7	283
More than R204,800	22.5	0.0	65.0	10.0	0.0	2.5	40

Tables 4.25A and 4.25B show the respondents' interpretation of the meaning of the FPB '18-S L P' rating, by selected background characteristics. Most respondents reported that the FPB '18-S L P' rating meant suitable for age 18 and above and with scenes containing sex, foul language, and prejudice. Those that stood out were metropolitan (90.5 percent) and the Western Cape (95.0 percent) residents. Most of the youngest (about 85 percent) respondents as well as those with secondary education (84.6 percent) and tertiary education (89.8 percent) interpreted this rating correctly.

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Table 4.25A Respondents' interpretation of the meaning of '18-SLP' rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Meanings of '18 SLP' rating								
	Do not know	Adults only	Age 18+	Sex	X-rated	Language	Prejudice	All ratings	Number
Free State	14.7	17.2	9.3	1.4	0.2	0.0	0	57	517
Gauteng	7.6	12.0	8.4	0.6	0.3	0.0	0	71	1 805
KwaZulu-Natal	10.4	23.7	19.0	1.8	0.6	0.0	0	45	1 370
North-West	9.5	22.9	11.7	2.2	0.4	0.0	0	53	537
Eastern Cape	5.5	14.9	7.5	0.8	0.2	0.1	0	71	932
Mpumalanga	9.7	6.1	14.3	0.0	0.0	0.0	0	70	526
Northern Cape	20.9	1.2	4.1	0.6	1.7	0.0	0	72	172
Western Cape	4.2	0.1	0.7	0.0	0.0	0.0	0	95	862
Limpopo	10.1	12.2	10.3	1.6	0.1	0.3	0	65	686
Metropolitan	4.3	2.1	2.7	0.2	0.2	0.0	0	90	3 135
Peri-urban	12.4	6.6	10.1	0.8	0.3	0.0	0	70	1 148
Small towns	11.6	1.0	4..4	1.3	0.2	0.0	0	82	614
Rural/Villages	12.0	34.4	20.9	1.9	0.5	0.1	0	30	1 865

Table 4.25B Respondents' interpretation of the meaning of '18-SLP' rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Meanings of '18 SLP' rating								
	Do not know	Adults only	Age 18+	Sex	X-rated	Language	Prejudice	All ratings	Number
Female	8.9	10.2	9.4	0.6	0.2	0.0	0	71	3 739
Male	8.6	17.1	10.9	1.4	0.4	0.1	0	61	3 688
Black	9.2	17.0	12.3	1.2	0.3	0.1	0	60	5 743
Indian	7.9	0.5	2.0	0.2	0.6	0.0	0	89	636
Mixed race	5.9	13.2	3.7	0.5	0.0	0.0	0	77	219
White	6.9	0.5	2.6	0.0	0.0	0.0	0	90	809
15-24 years	4.0	1.0	7.1	0.6	0.5	0.1	0	92	802
25-34 years	4.7	8.3	7.7	0.8	0.3	0.0	0	78	2 002
35-44 years	9.9	12.6	9.2	0.7	0.3	0.0	0	67	2 837
45-54 years	11.0	29.4	18.3	1.5	0.2	0.1	0	39	1 484
55+ years	27.7	15.2	16.0	2.8	0.4	0.0	0	38	282
No schooling	71.4	0.0	7.1	3.6	0.0	0.0	0	18	28
Primary education	26.9	3.3	2.5	3.6	0.0	0.1	0	64	688
Secondary education	5.9	25.8	17.4	1.1	0.5	0.0	0	49	3 517
Tertiary education	7.3	3.2	4.4	0.2	0.3	0,0	0	85	2 422
Postgraduate education	8.0	0.5	1.7	0.0	0.0	0,0	0	90	752
Less than R3,201	8.4	23.9	13.7	1.4	0.2	0.1	0	52	1 777
R3,201-R6,400	6.0	31.5	21.8	2.5	0.7	0.0	0	37	1 273
R6,401-R12,800	7.7	17.4	11.7	1.5	0.4	0.1	0	61	943
R12,801-R25,600	9.5	1.2	3.4	0.2	0.2	0.0	0	86	1 291
R25,601-R51,200	8.6	0.4	3.3	0.0	0.3	0,0	0	87	1 168
R51,201-R102,300	11.4	0.0	3.5	0.0	0.2	0.0	0	85	632
R102,401-R204,800	16.3	0.0	4.6	0.0	0.0	0,0	0	79	283
More than R204,800	25.0	0.0	2.5	0.0	0.0	0.0	0	73	40

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

We also observed that the higher the income, the higher proportion that reported this rating meant suitable for age 18 and above and contains sex, foul language, and prejudice scenes. There are also notable respondents who did not know what this meant. The largest 'do not know' proportions were in KwaZulu-Natal (23.7 percent) and North-West (22.9 percent) provinces as well as those residing in rural areas including villages (34.4 percent). Others included respondents aged 49 to 54 (29.4 percent), those with secondary education (25.8 percent) as well as those earning the lowest income.

Tables 4.26A and 4.26B show respondents who thought exposing anyone under 18 years to pornography was committing a criminal offence by selected background characteristics. Most respondents, regardless of background, state that exposing anyone under 18 years to pornography is a criminal offence. Those that stand out include metropolitan (93.7 percent) and small town (94.5 percent) residents as well as Western Cape (97.2 percent) and Northern Cape (94.2 percent) Province respondents. Compared with their male counterparts, a larger proportion of females (77.5 percent) state that exposing anyone under 18 years to pornography is a criminal offence. This is also the case with White (95.9 percent) and Coloured (95.0 percent) as well as the youngest respondents (95.1 percent).

Table 4.26A Respondents who think exposing anyone under 18-years old to pornography is a criminal offence by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Exposing anyone under 18 years to pornography a criminal offense		
	Yes	No	Number
Free State	71.2	28.8	517
Gauteng	77.7	22.3	1 805
KwaZulu-Natal	51.8	22.3	1 370
North-West	56.2	48.2	537
Eastern Cape	71.0	29.0	932
Mpumalanga	79.8	20.2	526
Northern Cape	94.2	5.8	172
Western Cape	97.2	2.8	862
Limpopo	73.0	27.0	686
Metropolitan	93.7	6.3	3 135
Peri-urban	78.3	21.7	1 148
Small towns	94.5	5.5	614
Rural/villages	37.8	62.2	1 865

Notable among the respondents who did not think exposing anyone under 18 years to pornography were respondents residing in rural areas such as villages (62.2 percent). Another notable cohort are the respondents residing in KwaZulu-Natal (48.2 percent) and North-West (43.8 percent) provinces. To this list, we should include Black (33.8 percent) and the oldest (about 48 percent) respondents as well as those with secondary education (49.7 percent) and those earning a modest income. As income decreased, the proportion reporting that exposing anyone under 18 to pornography was not a criminal offence increased.

4.1 Media content exposure, consumption, and restrictions - continued

Table 4.26B Respondents who think exposing anyone under 18-years-old to pornography is a criminal offence by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

	Exposing anyone under 18 years to pornography a criminal offense		
	Yes	No	Number
Female	77.5	22.5	3 739
Male	67.3	32.7	3 668
Black	66.2	33.8	5 743
Indian	95.0	5.0	636
Mixed race	83.6	16.4	219
White	95.9	4.1	809
15-24 years	95.1	4.9	802
25-34 years	81.5	18.5	2 002
35-44 years	74.9	25.1	2 837
45-54 years	45.6	54.4	1 484
55+ years	59.2	40.8	282
No schooling	89.3	10.7	28
Primary education	93.6	6.4	688
Secondary education	50.3	49.7	3 517
Tertiary education	90.3	9.7	2 422
Postgraduate education	98.5	1.5	752
Less than R3,201	53.1	46.9	1 777
R3,201-R6,400	38.6	61.4	1 273
R6,401-R12,800	69.0	31.0	943
R12,801-R25,600	94.7	5.3	1 291
R25,601-R51,200	97.9	2.1	1 168
R51,201-R102,300	95.7	4.3	632
R102,401-R204,800	95.8	4.2	283
More than R204,800	92.5	7.5	40

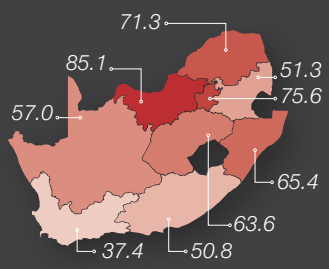
Tables 4.27A and 4.27B show respondents who thought the FBP rating of films was useful, by selected background characteristics. Most respondents reported that the FPB film ratings were very useful. Those that stood out included residents of North-West (85.1 percent) as well as collectively those living in rural areas including villages (77.3 percent). Others that also stood out included Indian (70.3 percent) and Black (68.1 percent) respondents as well as the older respondents (about 68 percent). Those with primary (76.0 percent) and secondary (72.8 percent) education also stated the FPB rating of films was very useful. Lastly, as income increased, the proportion reporting that FPB rating of films was useful decreased.

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

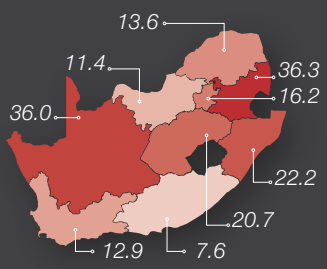
Table 4.27A **Respondents who think the Film and Publication Board ratings are useful by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN

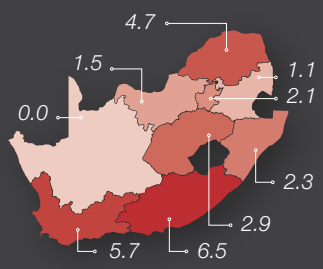
Very useful



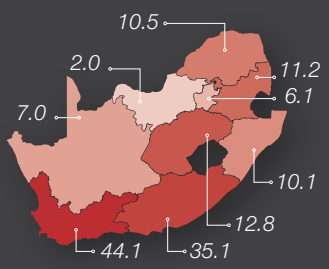
Neutral



Not useful



Not very useful



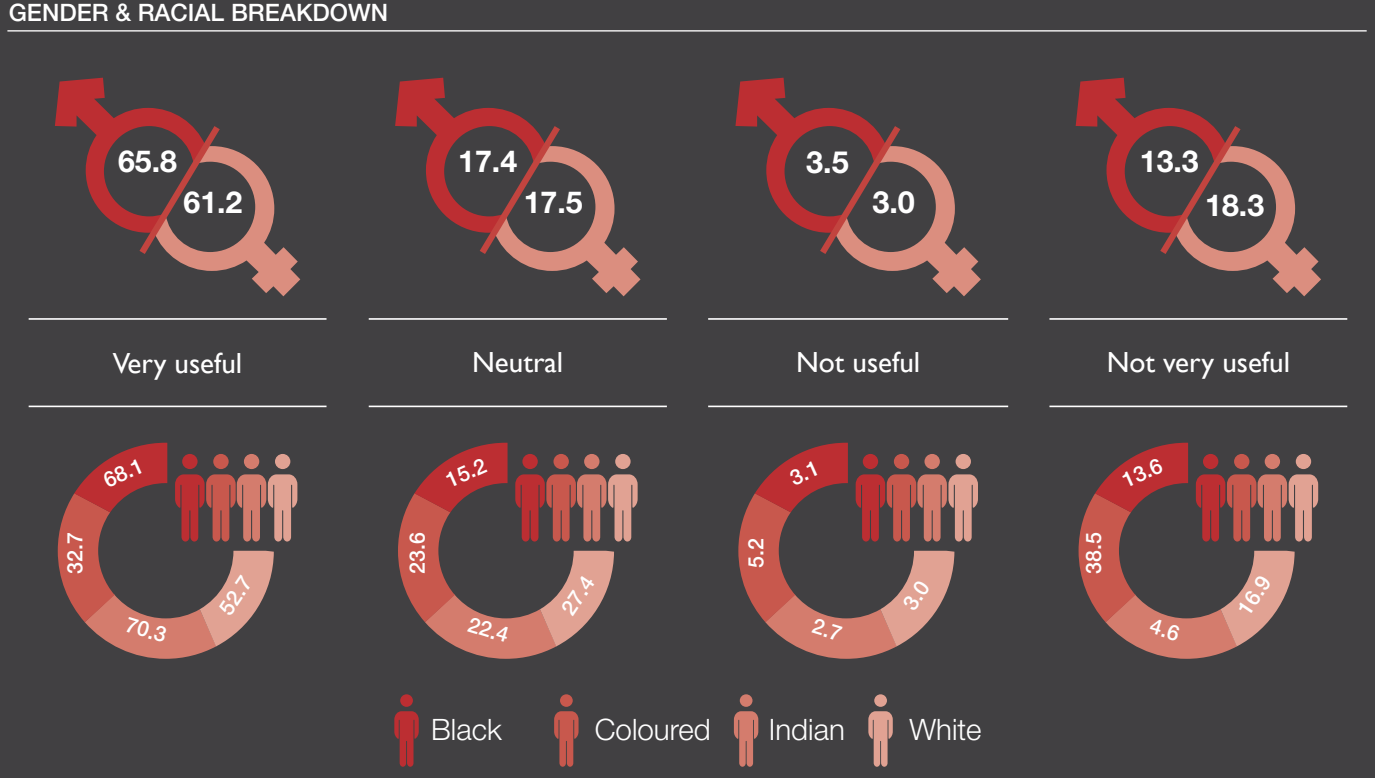
METROPOLITAN BREAKDOWN

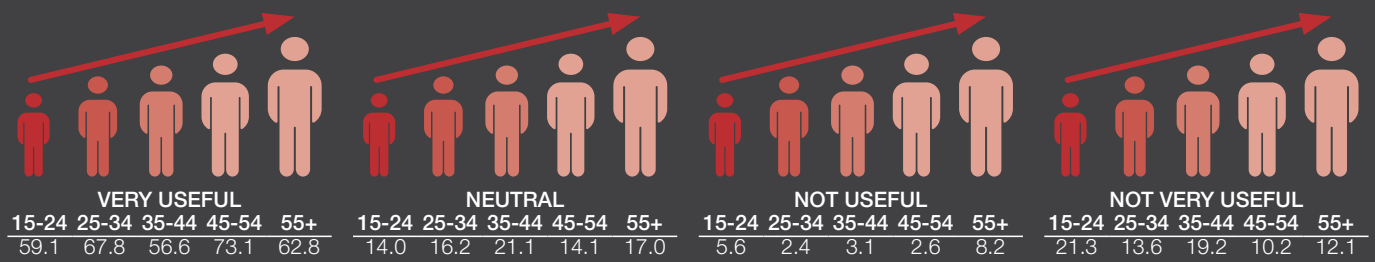
	METRO	PERI-URBAN	SMALL TOWN	RURAL/VILLAGES
VERY USEFUL	51.9	66.0	60.7	77.3
NEUTRAL	15.9	23.4	26.7	14.4
NOT USEFUL	5.0	1.6	3.4	1.8
NOT VERY USEFUL	27.2	9.0	9.1	6.5

Notable among those respondents who were neutral regarding the usefulness of the FBP ratings included those residing in Mpumalanga (36.3 percent) and Northern Cape (36.0 percent), as well as 21 percent of the middle-aged adults (35 to 44 years old). To this list, we should add postgraduates (33.9 percent) and high-income earners (40 percent). Then there were those that thought the FPB rating of films was not useful. Most notable among these were the Western Cape (44.1 percent) and the Eastern Cape (35.1 percent) respondents. The Coloured (38.5 percent) and youngest (21.3 percent) respondents as well as those with no schooling (28.6 percent) also thought the ratings weren't useful.

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Table 4.27B **Respondents who think the Film and Publication Board ratings are useful by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**





VERY USEFUL					NEUTRAL					NOT USEFUL					NOT VERY USEFUL				
15-24	25-34	35-44	45-54	55+	15-24	25-34	35-44	45-54	55+	15-24	25-34	35-44	45-54	55+	15-24	25-34	35-44	45-54	55+
59.1	67.8	56.6	73.1	62.8	14.0	16.2	21.1	14.1	17.0	5.6	2.4	3.1	2.6	8.2	21.3	13.6	19.2	10.2	12.1

Tables 4.28A and 4.28B show respondents who thought the FBP rating of video games was useful, by selected background characteristics. There was a split between respondents who thought rating video games was useful and those who did not think so. Those that stood out included residents of Gauteng (47.8 percent), the Northern Cape (47.7 percent), and Limpopo (45.5 percent) as well as collectively those living in small towns (52.0 percent). Others that also stood out included Indian (47.0 percent) respondents as well as the youngest respondents (51.2 percent). Those with primary education (73.0 percent) also stated the FPB ratings of video games were very useful.

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Table 4.28A Respondents who think the Film and Publication Board rating of electronic games is useful by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Age rating of electronic games				
	Very useful	Neutral	Not useful	Not very useful	Number
Free State	31.3	23.0	11.4	34.2	517
Gauteng	47.8	21.4	6.4	24.4	1 805
KwaZulu-Natal	17.9	25.1	7.2	49.8	1 370
North-West	43.0	10.2	10.4	36.3	537
27.4	26.3	9.3	10.5	53.9	932
Mpumalanga	27.6	40.3	3.0	29.1	526
Northern Cape	47.7	37.2	2.9	12.2	172
Western Cape	34.1	13.8	8.6	43.5	862
Limpopo	45.5	28.9	6.7	19.0	686
Metropolitan	41.5	19.6	7.8	31.1	3 135
Peri-urban	43.6	26.1	3.7	26.5	1 148
Small towns	52.0	30.3	6.0	11.7	614
Rural/villages	18.2	19.3	9.8	52.7	1 865

Table 4.28B Respondents who think the Film and Publication Board ratings of electronic games is useful by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Age rating of electronic games				
	Very useful	Neutral	Not useful	Not very useful	Number
Female	37.0	21.9	6.9	34.2	3 739
Male	32.6	20.9	8.5	38.1	3 668
Black	34.4	18.9	7.9	38.8	5 743
Indian	27.5	25.3	8.0	39.2	636
Mixed race	47.0	27.9	5.9	19.2	219
White	40.2	34.4	6.2	19.3	809
15-24 years	51.2	14.0	10.7	24.1	802
25-34 years	48.2	19.6	5.9	26.4	2 002
35-44 years	30.8	24.8	7.1	37.3	2 837
45-54 years	18.6	19.8	9.0	52.6	1 484
55+ years	18.4	29.4	10.6	41.5	282
No schooling	28.6	25.0	25.0	21.4	28
Primary education	73.0	13.5	7.7	5.8	688
Secondary education	24.8	14.8	9.5	50.8	3 517
Tertiary education	36.0	26.9	6.0	31.1	2 422
Postgraduate education	43.1	41.4	3.7	11.8	752
Less than R3,201	44.8	8.3	8.2	38.7	1 777
R3,201-R6,400	19.7	11.2	10.4	58.7	1 273
R6,401-R12,800	26.8	19.2	10.1	43.9	943
R12,801-R25,600	33.6	26.8	7.2	32.4	1 291
R25,601-R51,200	36.2	31.3	7.2	25.3	1 168
R51,201-R102,300	46.0	40.7	1.6	11.7	632
R102,401-R204,800	42.0	43.8	2.5	11.7	283
More than R204,800	27.5	52.5	2.5	17.5	40

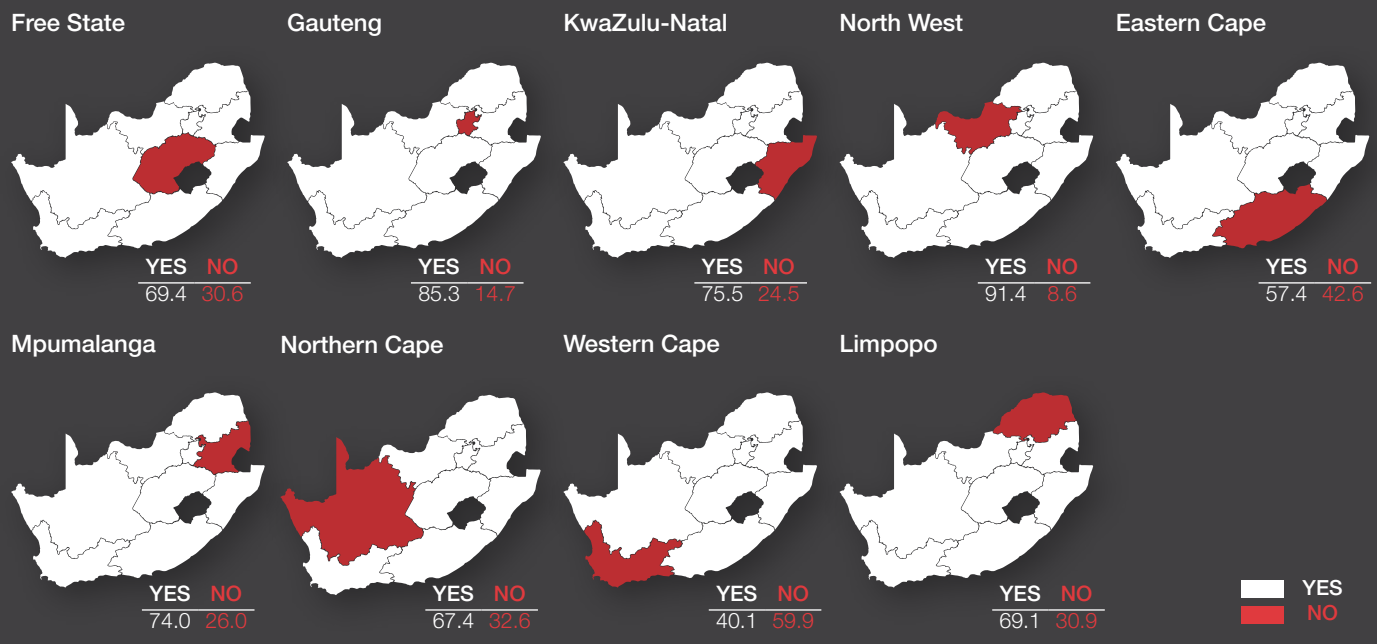
4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Notable among those who stated that the FPB rating of video games was not very useful included respondents from the Eastern Cape (53.9 percent) and KwaZulu-Natal (49.8 percent) – collectively those residing in rural areas including villages (52.7 percent). Black (38.8 percent) and Coloured (39.2 percent) respondents also did not think the rating of electronic games was very useful and neither did the oldest respondents (about 47 percent) or those with secondary education (50.8 percent) or the modest income earners.

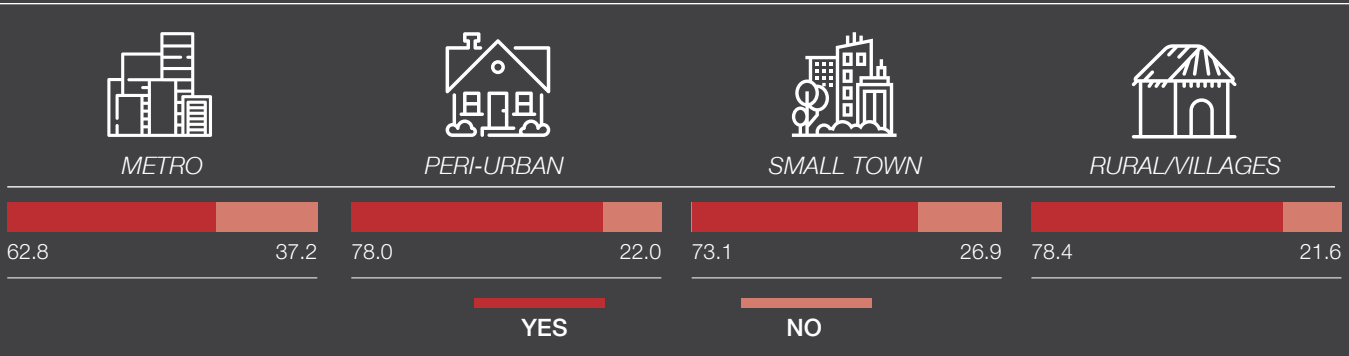
Tables 4.29A and 4.29B show respondents who thought ratings provided enough information to make an informed decision, by selected background characteristics. Most respondents agreed ratings provided them with enough information to make an informed decision on what they should be watching. Those that stood out included rural areas including villages (78.4 percent), North-West (91.4 percent) and Gauteng (85.3 percent) province. Compared with their female counterparts, a larger proportion of males (73.8 percent) agreed that ratings provided for informed decisions on what to watch. This is also the case with Indian respondents (81.7 percent) and postgraduates (80.3 percent). As income increased, the proportion stating that ratings provided for informed decision-making on media consumption decreased from 83.7 percent (among low income-earners) to 62.5 percent (among high-income earners).

Table 4.29A **Respondents who think ratings provide enough information to make an informed decision by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN



METROPOLITAN BREAKDOWN



4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Notable among those who stated the ratings did not provide enough information to make an informed decision on what media they should consume included Western Cape (59.9 percent) and Eastern Cape (42.8 percent) respondents – collectively those residing in metropolitan areas (37.2 percent). Coloured (56.9 percent) and those with primary schooling (71.4 percent) also did not think the ratings provided enough information for informed media consumption decisions.

Table 4.29B Respondents who think ratings provide enough information to make an informed decision by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Ratings provide enough information to make an informed decision		
	Yes	No	Number
Female	68.9	31.1	3 739
Male	73.8	26.2	3 668
Black	74.0	26.0	5 743
Indian	43.1	56.9	636
Mixed race	81.7	18.3	219
White	72.2	27.8	809
15-24 years	66.2	33.8	802
25-34 years	75.3	24.7	2 002
35-44 years	67.3	32.7	2 837
45-54 years	78.1	21.9	1 484
55+ years	62.8	37.2	282
No schooling	28.6	71.4	28
Primary education	69.5	30.5	688
Secondary education	76.0	24.0	3 517
Tertiary education	62.8	37.2	2 422
Postgraduate education	80.3	19.7	752
Less than R3,201	83.7	16.3	1 777
R3,201-R6,400	83.8	16.2	1 273
R6,401-R12,800	66.8	33.2	943
R12,801-R25,600	54.1	45.9	1 291
R25,601-R51,200	61.2	38.8	1 168
R51,201-R102,300	73.7	26.3	632
R102,401-R204,800	69.3	30.7	283
More than R204,800	62.5	37.5	40

4.2.2 Inferential statistics

Tables 4.22 to 4.26, summed up in Figure 4.2, show some notable knowledge on the FPB guidelines and ratings. We used the variable on usefulness of these guidelines and ratings to assess the attitude towards FPB guidelines and ratings. We took this a step further to assess if all such attitudes were tied to the various selected background variables. In doing so, we tested the hypothesis that the FPB guidelines and ratings were indeed useful. Figure 4.2 shows the proportion of respondents who thought the FPB ratings of films and video games were useful. The results showed that two-thirds thought the ratings of films was useful while only one third thought the ratings of video games was not useful. Table 4.3 shows the perceived usefulness of the FPB's ratings (Table 4.2). At one percent of significance for all background characteristics, all the results are significant. This means perceived usefulness of FPB ratings are dependent on each of the seven selected background characteristics. This is a sign that the rollout of the FPB interventions should be contextualised rather than just using a blanket approach.

4.2 Awareness and assessment of the Film and Publication Board and its media content ratings - continued

Figure 4.2 Shows proportions that are able to correctly interpret the Film and Publication Board rating of films (percent), Film and Publication Board Convergence Survey 2020

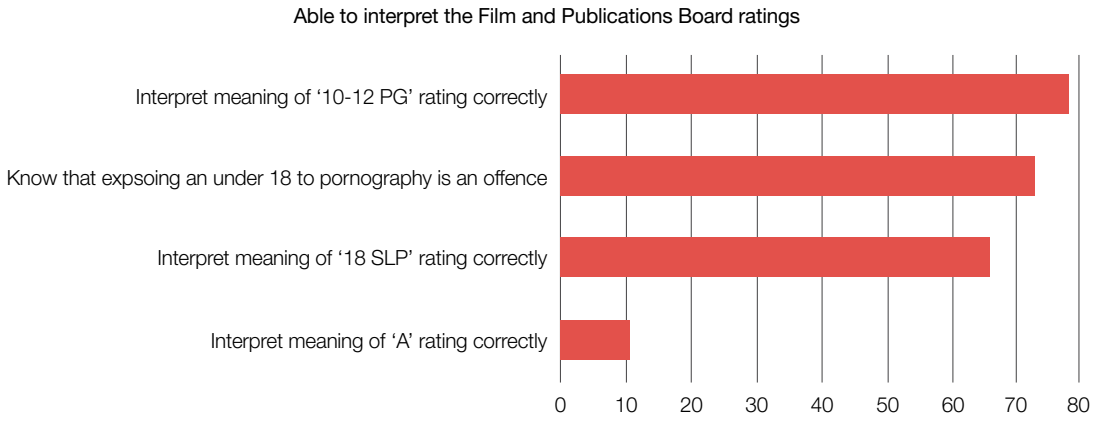


Figure 4.2 Shows proportions that are able to correctly interpret the Film and Publication Board rating of films (percent), Film and Publication Board Convergence Survey 2020

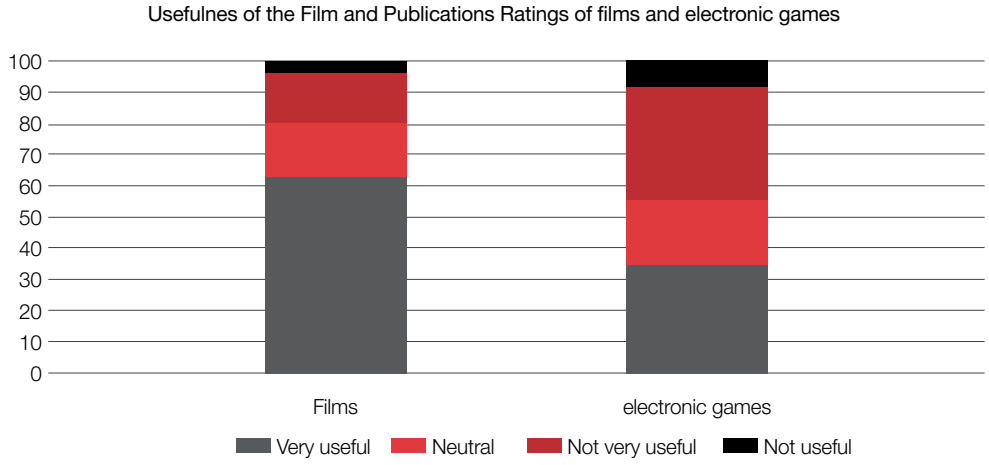


Table 4.30 Shows test of independence chi-square test statistic results on perceived usefulness of the Film and Publication Board rating of films versus selected background characteristics, Film and Publication Board Convergence Survey 2020

Cross-tabulation	Pears on chi-square	Degrees of freedom	Levels of significance
Perceived usefulness versus province of residence	1 425.2	24	0.000
Perceived usefulness versus geographical classsification of residence	1 365.1	12	0.000
Perceived usefulness versus sex of respondent	3 734.0	2	0.000
Perceived usefulness versus race of respondent	461.2	9	0.000
Perceived usefulness versus age group of respondent	205.2	12	0.000
Perceived usefulness versus education of respondent	661.9	12	0.000
Perceived usefulness versus income category of respondent	1 338.9	21	0.000

Note: *Asymptotic significance (two--sided)

4.3 Adherence to the Film and Publication Board ratings and guidelines

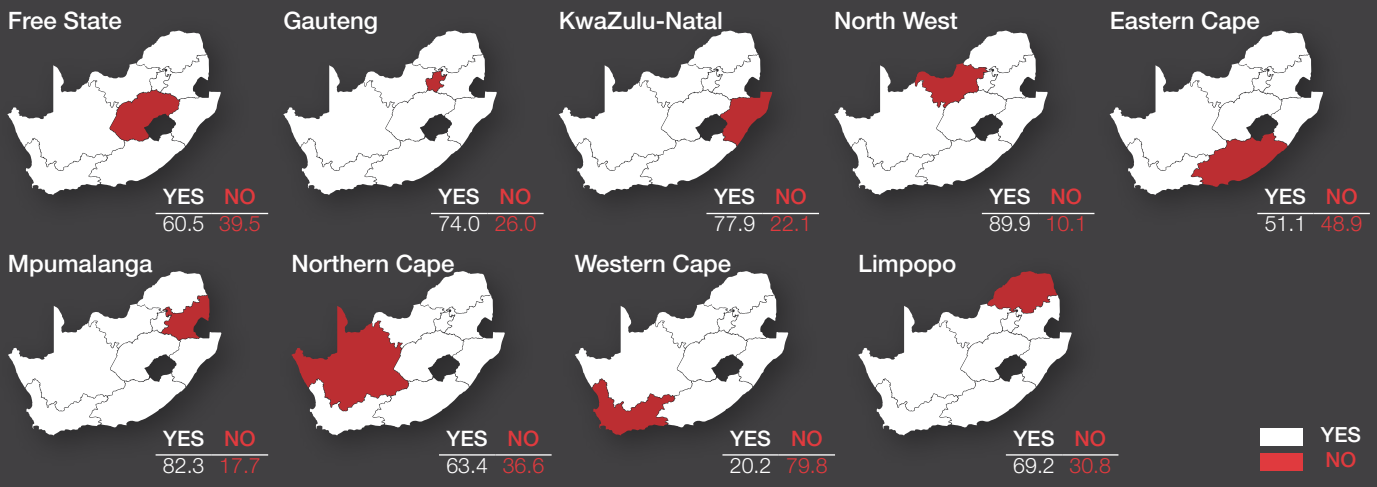
In this section, we examined whether members of the public (and by extension, users of FPB ratings), are aware of measures at their disposal which they can use to seek recourse when not happy with the FPB ratings and guidelines. The FPB's Client Support, which is the first port of call for any engagement with the entity, receives complaints from the public as well as from distributors and exhibitors of films it rates. These complaints pertain to the perceived appropriateness of the FPB's ratings. Where the member of the public is not satisfied with the response of the Client Support, they can approach the Appeals Tribunal, which is an autonomous body set up to adjudicate over such complaints. This enquiry was therefore meant to determine the levels of awareness among members of the public of these mechanisms for seeking remedy when unhappy with the FPB ratings.

4.3.1 Descriptive statistics

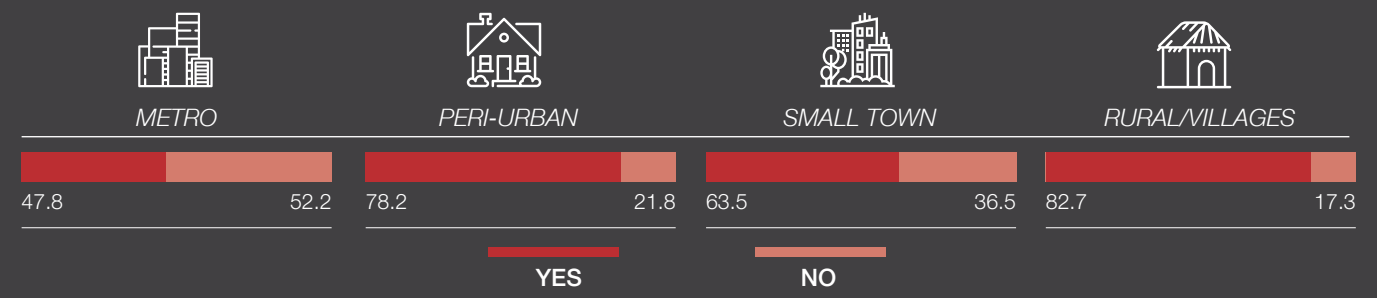
Tables 4.31A and 4.31B show respondents who thought distribution and sale of adult publications was effectively controlled, by selected background characteristics. In general, most respondents agreed that distribution and sale of adult publications was effectively controlled. If we break down our results by background characteristics, those that stood out included respondents who resided in rural areas including villages (82.7 percent), North-West (89.9 percent) and Mpumalanga (82.3 percent). Compared with other races, a larger proportion of Black (70.6 percent) and Indian (70.8 percent) also attested that distribution and sale of adult publications was effectively controlled. This was also the case with the age group 45 to 49 (80.5 percent). As income increased, the proportion stating that ratings provided for informed decision-making on media consumption decreased from 85.4 percent (among low income-earners) to 65.0 percent (among high-income earners).

Table 4.31A Respondents who think distribution and sale of adult publications is effectively controlled by selected background characteristics (%), Film and Publication Board Convergence Survey 2020

PROVINCIAL BREAKDOWN



METROPOLITAN BREAKDOWN



4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Notable among those who stated the distribution and sale of adult publications was effectively controlled included the Western Cape (79.8 percent) and those residing in metropolitan areas (52.2 percent). Coloured (71.7 percent) as well as the youngest (46.1 percent) and the oldest (41.5 percent) respondents also did not think the distribution and sale of adult publications was effectively controlled. To this group, we should add participants with tertiary education (47.3 percent) as well as middle income-earners (about 55 percent).

Table 4.31B Respondents who think distribution and sale of adult publications is effectively controlled by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Distribution and sales of adult publications is effectively controlled		
	Yes	No	Number
Female	61.6	38.4	3 739
Male	69.8	30.2	3 668
Black	70.6	29.4	5 743
Indian	28.3	71.7	636
Mixed race	70.8	29.2	219
White	59.1	40.9	809
15-24 years	53.9	46.1	802
25-34 years	66.6	33.4	2 002
35-44 years	61.3	38.7	2 837
45-54 years	80.5	19.5	1 484
55+ years	58.5	41.5	282
No schooling	71.4	28.6	28
Primary education	78.8	21.2	688
Secondary education	72.6	27.4	3 517
Tertiary education	52.7	47.3	2 422
Postgraduate education	62.8	37.2	752
Less than R3,201	85.4	14.6	1 777
R3,201-R6,400	83.2	16.8	1 273
R6,401-R12,800	56.8	43.2	943
R12,801-R25,600	41.8	58.2	1 291
R25,601-R51,200	47.9	52.1	1 168
R51,201-R102,300	68.4	31.6	632
R102,401-R204,800	68.9	31.1	283
More than R204,800	65.0	35.0	40

Tables 4.32A and 4.32B show respondents who reported watching a movie with a rating above their age, by selected background characteristics. Most of the respondents in Western Cape (85.0) percent) and the Eastern Cape (66.2 percent) reported having watched a movie they knew was rated above their age at the time. However, only a quarter of Northern Cape respondents reported watching a movie they knew was rated above their age. Most of the Coloured respondents (71.2 percent) as well as the younger respondents (64.8 percent) reported watching a movie they knew was rated above their age at the time. However, only one-third of the Indian respondents as well as respondents aged over 45 reported having watched a movie they knew was rated above their age at the time.

4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Table 4.32A Respondents who report watching a movie that they knew was rated above their age at the time rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Has watched movie with unsuitable rating		
	Yes	No	Number
Free State	42.4	57.6	517
Gauteng	33.0	67.0	1 805
KwaZulu-Natal	30.5	69.5	1 370
North-West	38.9	61.1	537
Eastern Cape	66.2	33.8	932
Mpumalanga	44.7	55.3	526
Northern Cape	25.0	75.0	172
Western Cape	85.0	15.0	862
Limpopo	34.3	65.7	686
Metropolitan	63.0	37.0	3 135
Peri-urban	31.4	68.6	1 148
Small towns	39.4	60.6	614
Rural/villages	43.4	56.6	1 865

Table 4.32B Respondents who report watching a movie with unsuitable rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Has watched movie with unsuitable rating		
	Yes	No	Number
Female	48.2	51.8	3 739
Male	40.9	59.1	3 668
Black	42.6	57.4	5 743
Indian	71.2	28.2	636
Mixed race	30.6	69.4	219
White	41.5	58.5	809
15-24 years	64.8	35.2	802
25-34 years	50.7	49.3	2 002
35-44 years	43.6	56.4	2 837
45-54 years	29.5	70.5	1 484
55+ years	33.0	67.0	282
No schooling	14.3	85.7	28
Primary education	42.7	57.3	688
Secondary education	40.3	59.7	3 517
Tertiary education	50.9	49.1	2 422
Postgraduate education	47.6	52.4	752
Less than R3,201	36.6	63.4	1 777
R3,201-R6,400	39.7	60.3	1 273
R6,401-R12,800	54.9	45.1	943
R12,801-R25,600	63.7	36.3	1 291
R25,601-R51,200	55.4	44.6	1 168
R51,201-R102,300	20.7	79.3	632
R102,401-R204,800	9.9	90.1	283
More than R204,800	5.0	95.0	40

4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Tables 4.33A and 4.33B show respondents' action upon judging the rating was unsuitable, by selected background characteristics. Most of the respondents, regardless of background, chose to do nothing, walk out or switch off. This was more notable in the Western Cape (64.6 percent) and the Eastern Cape (55.6 percent) as well as among the Coloured (59.9 percent) and younger respondents (45 percent).

Table 4.33A Respondents' action upon judging that the rating is unsuitable by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Action taken on realising rating is unsuitable					
	Nothing	Walk out/discontinued	Informed staff	Contacted FPB	Did not know what to do	Number
Free State	30.6	33.3	1.2	0.4	1.9	517
Gauteng	16.8	24.8	0.8	0.3	3.7	1 805
KwaZulu-Natal	23.4	26.2	1.6	0.1	2.0	1 370
North-West	17.5	35.0	0.6	0.2	2.6	537
Eastern Cape	55.6	65.2	2.6	0.0	9.0	932
Mpumalanga	38.2	36.9	5.7	1.0	6.3	526
Northern Cape	16.9	19.8	0.0	0.0	0.0	172
Western Cape	64.6	81.3	22.9	0.1	23.7	862
Limpopo	17.9	22.3	0.3	0.1	2.0	686
Metropolitan	48.2	55.9	8.2	0.3	11.4	3 135
Peri-urban	19.1	25.4	1.5	0.2	3.4	1 148
Small towns	27.2	26.1	1.3	0.2	2.0	614
Rural/Villages	16.2	25.9	0.6	0.2	1.8	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

Table 4.33B Respondents' action upon judging that the rating is unsuitable by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Action taken on realising rating is unsuitable					
	Nothing	Walk out/discontinued	Informed staff	Contacted FPB	Did not know what to do	Number
Female	35.7	43.0	4.8	0.3	7.2	3 739
Male	26.4	34.0	3.2	0.5	5.0	3 668
Black	28.6	36.7	2.1	0.2	5.4	5 743
Indian	59.9	65.1	13.8	0.0	14.0	636
Mixed race	16.9	25.1	4.1	0.0	3.7	219
White	30.4	34.9	10.3	0.5	5.7	809
15-24 years	45.0	46.8	4.9	0.2	7.1	802
25-34 years	31.4	42.4	5.1	0.2	6.9	2 002
35-44 years	34.6	39.7	4.4	0.2	7.4	2 837
45-54 years	19.5	28.0	2.0	0.3	2.8	1 484
55+ years	15.6	32.3	1.1	0.4	2.5	282
No schooling	7.1	17.9	0.0	0.0	0.0	28
Primary education	14.1	34.9	0.6	0.1	0.7	688
Secondary education	27.4	34.2	1.8	0.3	4.8	3 517
Tertiary education	40.4	46.4	7.4	0.2	10.0	2 422
Postgraduate education	35.1	37.9	6.6	0.5	4.9	752
Less than R3,201	16.5	34.7	1.4	0.2	2.7	1 777
R3,201-R6,400	24.5	34.2	1.3	0.2	4.6	1 273
R6,401-R12,800	41.7	43.3	2.0	0.6	6.9	943
R12,801-R25,600	51.7	54.4	8.1	0.2	12.3	1 291
R25,601-R51,200	44.9	49.9	10.2	0.2	9.7	1 168
R51,201-R102,300	14.9	14.1	1.9	0.3	1.3	632
R102,401-R204,800	6.0	7.1	0.7	0.0	0.7	283
More than R204,800	5.0	5.0	0.0	0.0	0.0	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Tables 4.34A and 4.34B show respondents that had disagreed at least once FPB ratings, by selected background characteristics. Regardless of background, most respondents reported they had never disagreed with FPB ratings. The notable exception included 11.6 percent of the respondents in the Northern Cape, who reported that they disagreed once with the FPB ratings as well as 38.6 percent of Eastern Cape respondents, who reported that they had never seen the ratings. About 11 percent of respondents with no schooling and 13 percent with postgraduate education also reported they had disagreed once with the FPB ratings.

Tables 4.35A and 4.35B show respondents who reported they were aware of steps to take to object to the FPB ratings, by selected background characteristics. Regardless of background, most respondents reported they are not aware of the steps to take to object to the FPB ratings. The notable exception included respondents in Gauteng (12.5 percent) and the Northern Cape (16.9 percent) who reported they were aware of steps to take to object to ratings. A notable proportion of White (20.6 percent) and Indian (15.1 percent) respondents reported being aware. Further, awareness of the steps to take increased with education and income.

Table 4.34A Respondents who report that they have once disagreed with the Film and Publication Board ratings by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Once disagreed with Film and Publication Board ratings			
	Yes	No	Not seen them	Number
Free State	1.9	90.7	7.4	517
Gauteng	5.9	87.9	6.2	1 805
KwaZulu-Natal	4.1	87.1	8.8	1 370
North-West	2.8	92.9	4.3	537
Eastern Cape	1.9	59.4	38.6	932
Mpumalanga	11.6	84.0	4.4	526
Northern Cape	3.5	95.3	1.2	172
Western Cape	3.0	88.7	8.2	862
Limpopo	1.3	89.5	9.2	686
Metropolitan	5.5	78.6	15.9	3 135
Peri-urban	4.8	93.4	1.8	1 148
Small towns	5.2	91.5	3.3	614
Rural/Villages	2.0	87.1	10.9	1 865

4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Table 4.34B Respondents who report that they have once disagreed with the Film and Publication Board ratings by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Once disagreed with Film and Publication Board ratings			
	Yes	No	Not seen them	Number
Female	4.5	83.4	12.1	3 739
Male	3.8	86.3	9.9	3 668
Black	3.9	84.6	11.5	5 743
Indian	4.1	79.4	16.5	636
Mixed race	6.8	88.1	5.0	219
White	5.2	90.4	4.4	809
15-24 years	4.5	82.2	13.3	802
25-34 years	5.2	85.9	8.8	2 002
35-44 years	4.8	83.2	12.0	2 837
45-54 years	1.9	87.3	10.8	1 484
55+ years	1.4	89.0	9.6	282
No schooling	10.7	78.6	10.7	28
Primary education	1.0	96.1	2.9	688
Secondary education	2.0	84.4	13.6	3 517
Tertiary education	5.3	82.5	12.2	2 422
Postgraduate education	13.0	84.8	2.1	752
Less than R3,201	1.9	87.8	10.2	1 777
R3,201-R6,400	1.2	86.9	11.9	1 273
R6,401-R12,800	5.1	78.9	16.0	943
R12,801-R25,600	6.7	76.9	16.3	1 291
R25,601-R51,200	7.4	83.0	9.6	1 168
R51,201-R102,300	5.1	94.1	0.8	632
R102,401-R204,800	1.4	98.6	0.0	283
More than R204,800	5.0	95.0	0.0	40

Table 4.35A Respondents who report that they are aware of steps to take to object to the Film and Publication Board ratings by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Aware of steps to take to object to the Film and Publication Board ratings		
	Yes	No	Number
Free State	7.7	92.3	517
Gauteng	12.5	87.5	1 805
KwaZulu-Natal	6.4	93.6	1 370
North-West	3.4	96.6	537
Eastern Cape	3.0	97.0	932
Mpumalanga	6.3	93.7	526
Northern Cape	16.9	83.1	172
Western Cape	9.6	90.4	862
Limpopo	8.5	91.5	686
Metropolitan	12.1	87.9	3 135
Peri-urban	10.1	89.9	1 148
Small towns	12.4	87.6	614
Rural/villages	1.1	98.9	1 865

4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Table 4.35B Respondents who report that they are aware of steps to take to object to the Film and Publication Board ratings by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Aware of steps to take to object to the Film and Publication Board ratings		
	Yes	No	Number
Female	9.5	90.5	3 739
Male	6.8	93.2	3 668
Black	5.8	94.2	5 743
Indian	10.5	89.5	636
Mixed race	15.1	84.9	219
White	20.6	79.4	809
15-24 years	4.9	95.1	802
25-34 years	8.5	91.5	2 002
35-44 years	10.2	89.8	2 837
45-54 years	6.1	93.9	1 484
55+ years	3.9	96.1	282
No schooling	0.0	100.0	28
Primary education	1.3	98.7	688
Secondary education	2.9	97.1	3 517
Tertiary education	12.6	87.4	2 422
Postgraduate education	24.7	75.3	752
Less than R3,201	1.5	98.5	1 777
R3,201-R6,400	1.9	98.1	1 273
R6,401-R12,800	3.2	96.8	943
R12,801-R25,600	9.6	90.4	1 291
R25,601-R51,200	16.0	84.0	1 168
R51,201-R102,300	21.7	78.3	632
R102,401-R204,800	23.3	76.7	283
More than R204,800	17.5	82.5	40

Tables 4.36A and 4.36B show respondents who reported they once took steps to report their disagreement with FPB ratings, by selected background characteristics. Most respondents (about 80 percent) reported they had never taken steps to report their disagreement with FPB ratings. However, the proportions varied across different backgrounds. Notable proportions of respondents in KwaZulu-Natal (46.6 percent) and North-West (42.8 percent) reported they once took steps to report their disagreement with the FPB ratings. Similarly, more rural or village dwellers (57.1 percent) have taken steps to report the disagreement vis-à-vis the FPB ratings. Compared with the other racial groups, more Blacks (31.0 percent) reported having taken steps to report the disagreement. The distribution also showed that the proportion taking rectification steps increased with age but decreased with increasing income. The most respondents with secondary education (45.6 percent) reported taking steps to rectify the disagreement over FPB ratings.

4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Table 4.36A Respondents who report that they once took steps to rectify the disagreement with regards the Film and Publication Board ratings by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Took steps to rectify the disagreement with reagrds to Film and Publication Board ratings		
	Yes	No	Number
Free State	26.9	73.1	517
Gauteng	20.4	79.6	1 805
KwaZulu-Natal	46.6	53.4	1 370
North-West	42.8	57.2	537
Eastern Cape	25.4	74.6	932
Mpumalanga	18.8	81.2	526
Northern Cape	2.3	97.7	172
Western Cape	3.0	97.0	862
Limpopo	17.1	82.9	686
Metropolitan	5.8	94.2	3 135
Peri-urban	19.1	80.9	1 148
Small towns	3.7	96.3	614
Rural/villages	57.1	42.9	1 865

Table 4.36B Respondents who report that they once took steps to rectify the disagreement with regards the Film and Publication Board ratings by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Aware of steps to take to object to the Film and Publication Board ratings		
	Yes	No	Number
Female	20.2	79.8	3 739
Male	30.1	69.9	3 668
Black	31.0	69.0	5 743
Indian	3.3	96.7	636
Mixed race	16.0	84.0	219
White	2.5	97.5	809
15-24 years	2.6	97.4	802
25-34 years	15.8	84.2	2 002
35-44 years	23.0	77.0	2 837
45-54 years	51.5	48.5	1 484
55+ years	36.9	63.1	282
No schooling	0.0	100.0	28
Primary education	2.0	98.0	688
Secondary education	45.6	54.6	3 517
Tertiary education	8.5	91.5	2 422
Postgraduate education	4.4	95.6	752
Less than R3,201	39.4	60.6	1 777
R3,201-R6,400	59.9	40.1	1 273
R6,401-R12,800	28.6	71.4	943
R12,801-R25,600	4.6	95.4	1 291
R25,601-R51,200	3.7	96.3	1 168
R51,201-R102,300	2.4	97.6	632
R102,401-R204,800	2.1	97.9	283
More than R204,800	0.0	100.0	40

4.3 Adherence to the Film and Publication Board ratings and guideline - continued

Tables 4.33A and 4.33B show that the most preferred reaction to unsuitable media content was walking away followed by doing nothing. Further, less than one percent contacted the FPB when they were exposed to unsuitable media content. Tables 4.36A and 4.36B show that only 25 percent of the respondents took steps to rectify a disagreement with the FPB. This implies that the knowledge about the mandate of the FPB and the rights and powers vested in the public in this regard, are not a fait accompli. To ensure 'active citizenry' on this aspect of media content regulation, a targeted educational campaign on these matters is in order. This campaign should educate the public about the various avenues available to raise objections to the FPB's ratings.

4.4 Opinion on classification of media content exposure and consumption

In this section, we assessed the opinion of the respondents on classification of media content. Firstly, we established what FPB ratings the respondents wanted changed. Secondly, we established which elements respondents felt required a stricter rating. Thirdly, we sought their opinion on what material they thought should carry the 'Parental Guidance' rating. Lastly, we asked them to suggest the most appropriate platform for educating the public on the FPB ratings and guidelines.

4.4.1 Descriptive statistics

Tables 4.37A and 4.37B show respondents who thought the current FPB ratings should be changed, by selected background characteristics. There was almost a three-way split, with some respondents affirming the ratings should be changed and a slightly lower proportion stating they should not be changed, and another group with the lowest, though slightly as well, who have never even seen the ratings. Those that stood out among the respondents affirming the ratings should be changed included respondents who resided in rural areas including villages (44.5 percent), North-West (52.7 percent), Mpumalanga (47.9 percent), and the Western Cape (46.3 percent). Compared with other races, a larger proportion of Coloured (42.5 percent) and Black (41.3 percent) as well as the oldest respondents (53.2 percent) also affirmed the current ratings should change. This was also the case with the respondents with no schooling. As income increased, the proportion stating that ratings should be changed decreased from about 35 percent (among low income-earners) to 20.0 percent (among high-income earners).

Table 4.37A Respondents who think the current Film and Publication Board ratings should be changed by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Current Film and Publication Board ratings should be changed			
	Yes	No	Not seen them	Number
Free State	43.1	33.7	23.2	517
Gauteng	34.0	47.3	18.7	1 805
KwaZulu-Natal	38.8	36.4	24.8	1 370
North-West	52.3	42.1	5.6	537
Eastern Cape	44.0	24.0	32.0	932
Mpumalanga	47.9	39.5	12.5	526
Northern Cape	35.5	37.2	27.3	172
Western Cape	46.3	13.2	40.5	862
Limpopo	31.0	45.6	23.3	686
Metropolitan	38.7	29.7	31.6	3 135
Peri-urban	38.2	41.2	20.6	1 148
Small towns	35.0	38.4	26.5	614
Rural/villages	44.5	41.3	14.1	1 865

4.4 Opinion on classification of media content exposure and consumption - continued

Further, those standing out among the respondents stating that the ratings should not be changed included respondents who resided in Gauteng (47.3 percent) and Limpopo (45.6 percent). Compared with other races, a larger proportion of Black (39.4 percent) as well as the youngest respondents (about 40 percent) also stated the current ratings should not be changed. This was also the case with the respondents with primary schooling. Again, as income increased, the proportion stating that ratings should not be changed decreased from about 45 percent (among low income-earners) to 22.5 percent (among high-income earners). What the above suggests is that more public outreach and education campaigns about the FPB and its mandate are necessary. The organisation's visibility is called into question considering the proportion of respondents who are apparently unaware of the age ratings for content. This was also supported by the results shown in Table 4.38A below, which shows more than two-thirds (up to 40%) of respondents in the mid-thirties and older supported the increase of public education about the ratings.

Table 4.37B Respondents who think the current Film and Publication Board ratings should be changed by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Current Film and Publication Board ratings should be changed			
	Yes	No	Not seen them	Number
Female	40.0	34.1	25.9	3 739
Male	40.6	38.2	21.2	3 668
Black	41.3	39.4	19.3	5 743
Indian	42.5	14.5	43.1	636
Mixed race	32.4	33.8	33.8	219
White	33.6	30.7	35.7	809
15-24 years	22.1	39.7	38.3	802
25-34 years	37.9	41.3	20.9	2 002
35-44 years	42.8	32.1	25.0	2 837
45-54 years	46.1	36.8	17.1	1 484
55+ years	53.2	26.2	20.6	282
No schooling	71.4	10.7	17.9	28
Primary education	49.6	43.8	6.7	688
Secondary education	40.2	39.5	20.3	3 517
Tertiary education	39.8	30.3	30.0	2 422
Postgraduate education	32.8	33.1	34.0	752
Less than R3,201	34.9	50.1	15.0	1 777
R3,201-R6,400	42.6	43.2	14.2	1 273
R6,401-R12,800	46.2	31.5	22.3	943
R12,801-R25,600	44.6	25.7	29.7	1 291
R25,601-R51,200	46.7	25.8	27.5	1 168
R51,201-R102,300	29.4	31.8	38.8	632
R102,401-R204,800	24.4	33.9	41.7	283
More than R204,800	20.0	22.5	57.5	40

4.4 Opinion on classification of media content exposure and consumption - continued

Lastly, those that stood out among the respondents that claimed ignorance of the ratings resided in metropolitan areas (31.6 percent), Western Cape (40.5 percent) and Eastern Cape (32.0 percent) provinces. Compared with other races, a larger proportion of Coloured (43.1 percent) as well as the youngest respondents (38.3 percent) also stated they had never seen the current ratings. This was also the case with the respondents with postgraduate education. Again, as income increased, the proportion stating they had never seen the current ratings increased from 15 percent (among low income-earners) to 57.5 percent (among high-income earners).

Tables 4.38A and 4.38B show how the respondents thought the current FPB ratings should be changed, by selected background characteristics. Slightly more respondents thought there should be increased awareness campaigns informing parents about the FPB ratings. Those that stood out among the respondents with this perspective included those residing in metropolitan areas (about 30 percent), North-West (about 43 percent), the Eastern Cape (about 40 percent), and the Western Cape (about 43 percent). Compared with other races, a larger proportion of Coloured (about 35 percent) and Black (33 percent) as well as the oldest respondents (about 38 percent) also thought there should be increased awareness campaigns to inform parents about FPB ratings. This was also the case with the respondents with no schooling (about 40 percent). As income increased, the proportion that thought that there should be increased awareness campaigns decreased.

Table 4.38A How the respondents think the current Film and Publication Board ratings should be changed by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Means of changing the current Film and Publications Board ratings						
	More strict	Increased awareness	Informed parents	Use local languages	Do not abbreviate	Include/use pictures	Number
Free State	20.7	36.8	29.8	27.9	30.8	19.0	517
Gauteng	15.7	26.2	23.3	17.7	19.1	10.9	1 805
KwaZulu-Natal	22.6	33.9	30.3	22.0	26.3	16.2	1 370
North-West	32.4	46.0	42.8	35.2	35.0	22.3	537
Eastern Cape	38.9	42.6	37.1	32.5	18.8	15.0	932
Mpumalanga	25.9	39.5	29.1	22.1	24.1	12.4	526
Northern Cape	4.1	32.6	20.3	8.7	23.3	10.5	172
Western Cape	51.9	43.7	42.7	30.5	4.8	2.4	862
Limpopo	3.6	19.1	14.4	22.3	13.8	8.0	686
Metropolitan	30.7	33.1	29.2	23.1	9.9	5.5	3 135
Peri-urban	16.4	31.2	25.3	16.7	22.2	11.5	1 148
Small towns	8.6	25.4	20.8	20.4	21.5	11.7	614
Rural/Villages	25.9	39.5	35.3	30.4	33.1	22.4	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

There were also notable proportions of respondents who thought the FPB ratings should be (i.) in local languages (ii.) use pictures and the FPB should (iii.) avoid using abbreviations. Those that stood out among the respondents with this perspective included respondents who lived in rural areas including villages (about 32 percent), North-West (about 35 percent), the Eastern Cape (about 35 percent), Free State (about 30 percent), and the Western Cape (up to 30 percent). More males (about 23 percent) compared with their female counterparts thought the FPB should avoid using abbreviations. Further, compared with other races, a larger proportion of Black (about 20 percent) as well as the oldest respondents (about 35 percent) thought ratings should be (i.) in local languages (ii.) use pictures, and the FPB should (iii.) avoid using abbreviations. This was the case with the respondents with no schooling (about 45 percent) and 25 percent of those with secondary schooling. As income increased, the proportion that thought ratings should be (i.) in local language (ii.) use pictures and the FPB should (iii.) avoid using abbreviations decreased.

4.4 Opinion on classification of media content exposure and consumption - continued

Table 4.38B How the respondents think the current Film and Publication Board ratings should be changed by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Means of changing the current Film and Publications Board ratings						
	More strict	Increased awareness	Informed parents	Use local languages	Do not abbreviate	Include/use pictures	Number
Female	25.5	34.8	30.8	24.4	17.8	10.5	3 739
Male	24.5	33.9	29.1	24.3	23.6	14.8	3 688
Black	24.3	35.3	31.1	26.3	23.1	14.6	5 743
Indian	35.1	38.8	33.5	25.0	11.8	6.8	636
Mixed race	22.8	27.4	26.5	15.5	19.2	7.8	219
White	22.6	25.7	20.5	12.4	10.3	4.6	809
15-24 years	10.3	17.8	15.7	12.3	7.2	2.7	802
25-34 years	20.4	31.1	27.5	19.0	15.7	8.2	2 002
35-44 years	28.4	37.5	32.2	24.9	19.8	11.6	2 837
45-54 years	32.5	40.5	35.4	33.3	32.8	22.7	1 484
55+ years	25.5	40.1	37.9	44.7	38.3	29.8	282
No schooling	7.1	39.3	42.9	64.3	46.4	35.7	28
Primary education	3.6	34.2	25.6	34.2	25.6	12.5	688
Secondary education	28.3	36.3	34.0	27.8	27.0	18.5	3 517
Tertiary education	28.3	33.6	28.7	19.2	12.4	5.8	2 422
Postgraduate education	19.3	27.3	18.8	14.5	12.2	6.4	752
Less than R3,201	19.2	29.5	26.1	24.9	21.3	13.4	1 777
R3,201-R6,400	30.0	38.4	37.1	34.1	32.4	24.7	1 273
R6,401-R12,800	30.6	38.9	37.3	32.7	26.1	19.1	943
R12,801-R25,600	32.0	39.8	34.9	24.3	13.6	6.1	1 291
R25,601-R51,200	31.4	38.2	29.7	21.8	13.0	5.6	1 168
R51,201-R102,300	7.0	21.0	14.4	6.5	17.6	6.8	632
R102,401-R204,800	4.9	22.3	14.5	3.2	17.0	4.6	283
More than R204,800	5.0	15.0	10.0	2.5	17.5	7.5	40

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

There were notable proportions of respondents who thought the FPB ratings should be stricter. Those that stood out among the respondents with this perspective included respondents living in metropolitan areas (30.7 percent), rural areas including villages (25.9 percent), and Western Cape (51.9 percent). Compared with other races, a larger proportion of Coloured (35.1 percent) as well as the oldest respondents (about 27 percent) thought the FPB ratings should be stricter. This was also the case with the respondents with secondary (28.3 percent) and tertiary (28.3 percent) education. As income increased, the proportion that thought the FPB should be stricter decreased from about more than 20 percent among low-income earners to 5 percent among high-income earners.

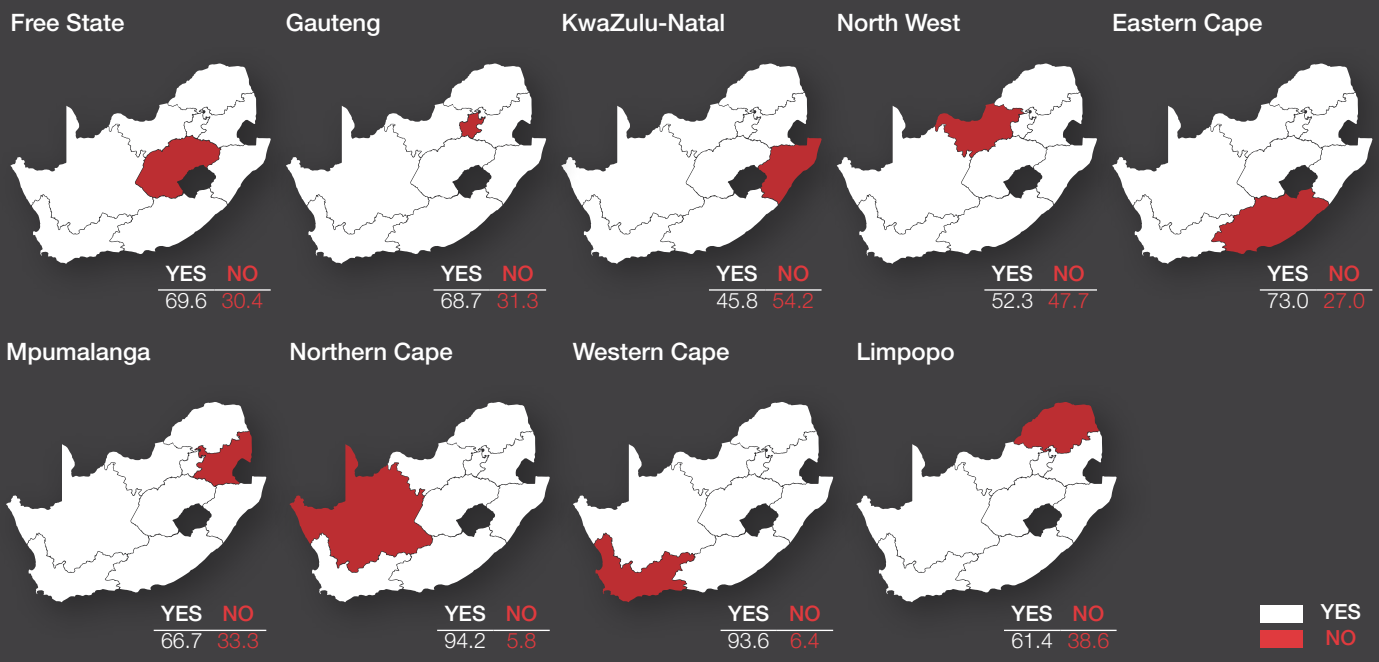
Tables 4.39A and 4.39B show respondents' need for a more stringent approach to classification of violence, by selected background characteristics. Most of the respondents in the Eastern, Northern and Western Cape provinces felt there was a need for a more stringent approach to classification of violence. However, less than half of the KwaZulu-Natal respondents supported the need for a more stringent approach.

Most of the male as well as Coloured respondents felt there was a need for a more stringent approach to classification of violence. However, only two-thirds of the Black population supported the need for a more stringent approach. Surprisingly, compared with their seniors, younger respondents felt there was a need for a more stringent approach to classification of violence.

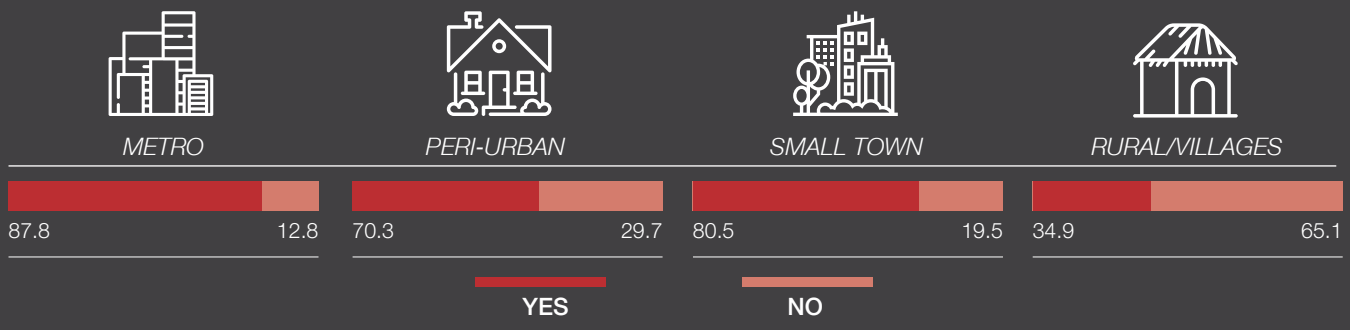
4.4 Opinion on classification of media content exposure and consumption - continued

Table 4.39A **Respondents' need for a more stringent approach to classification of violence by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN



METROPOLITAN BREAKDOWN



4.4 Opinion on classification of media content exposure and consumption - continued

Table 4.39B Respondents' need for a more stringent approach to classification of violence by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics			
	Yes	No	Number
Female	71.8	28.2	3 739
Male	61.2	38.8	3 688
Black	61.7	38.3	5 743
Indian	91.4	8.6	636
Mixed race	72.6	27.4	219
White	79.6	20.4	809
15-24 years	87.2	12.8	802
25-34 years	75.0	25.0	2 002
35-44 years	69.5	30.5	2 837
45-54 years	40.1	59.9	1 484
55+ years	58.2	41.8	282
No schooling	89.3	10.7	28
Primary education	93.0	7.0	688
Secondary education	46.5	53.5	3 517
Tertiary education	81.5	18.5	2 422
Postgraduate education	87.2	12.8	752
Less than R3,201	53.5	46.5	1 777
R3,201-R6,400	35.6	64.4	1 273
R6,401-R12,800	62.7	37.3	943
R12,801-R25,600	88.0	12.0	1 291
R25,601-R51,200	87.7	12.3	1 168
R51,201-R102,300	80.2	19.8	632
R102,401-R204,800	83.0	17.0	283
More than R204,800	85.0	15.0	40

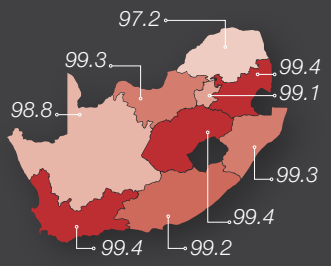
Tables 4.40A and 4.40B show respondents' choice of media content requiring a stricter rating, by selected background characteristics. It was evident that regardless of background, there was almost universal agreement that media with sex content required strict ratings. This also went for violence and nudity. However, fewer Northern Cape respondents as well as Whites thought nudity deserved a stricter rating. The table further shows that only about half to two-thirds of the respondents thought language and prejudice required stricter rating. More notably, the respondents in the 'Cape' provinces felt language and prejudice needed stricter rating. This was also the case for the Coloured and younger respondents.

4.4 Opinion on classification of media content exposure and consumption - continued

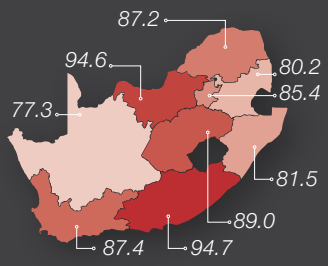
Table 4.40A **Respondents' choice of which media content requires a stricter rating by selected background characteristics (%), Film and Publication Board Convergence Survey 2020**

PROVINCIAL BREAKDOWN

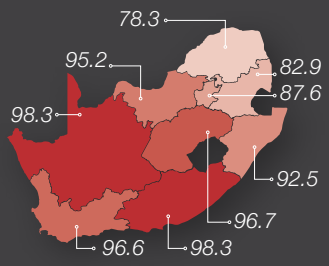
Sex



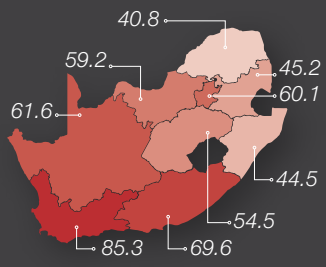
Nudity



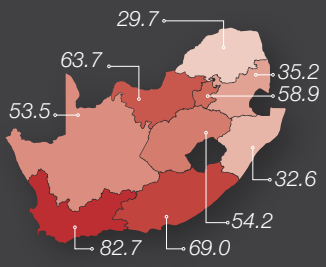
Violence



Language



Prejudice



METROPOLITAN BREAKDOWN

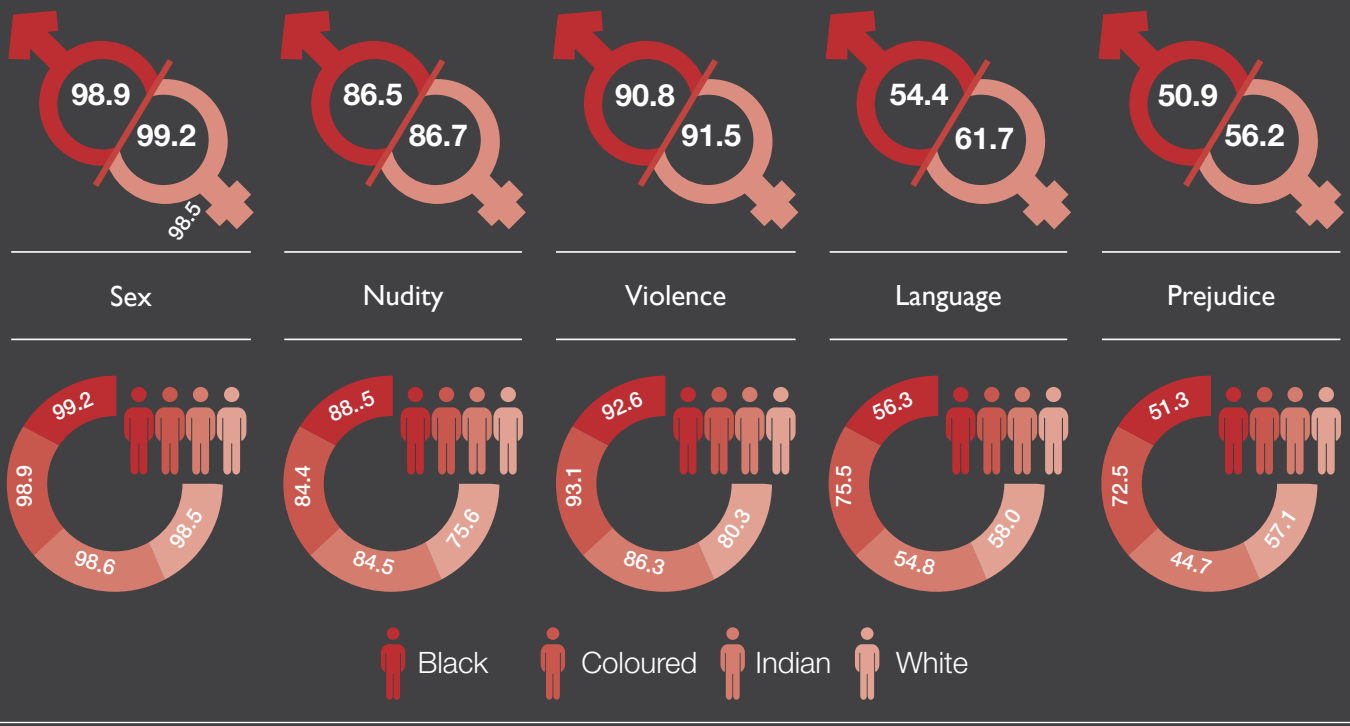
	METRO	PERI-URBAN	SMALL TOWN	RURAL/VILLAGES
SEX	99.2	98.4	98.2	99.4
NUDITY	86.6	81.3	84.0	89.7
VIOLENCE	92.0	89.4	84.7	92.5
LANGAUGE	79.3	50.6	64.7	33.4
PREJUDICE	76.4	46.3	60.4	26.7

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

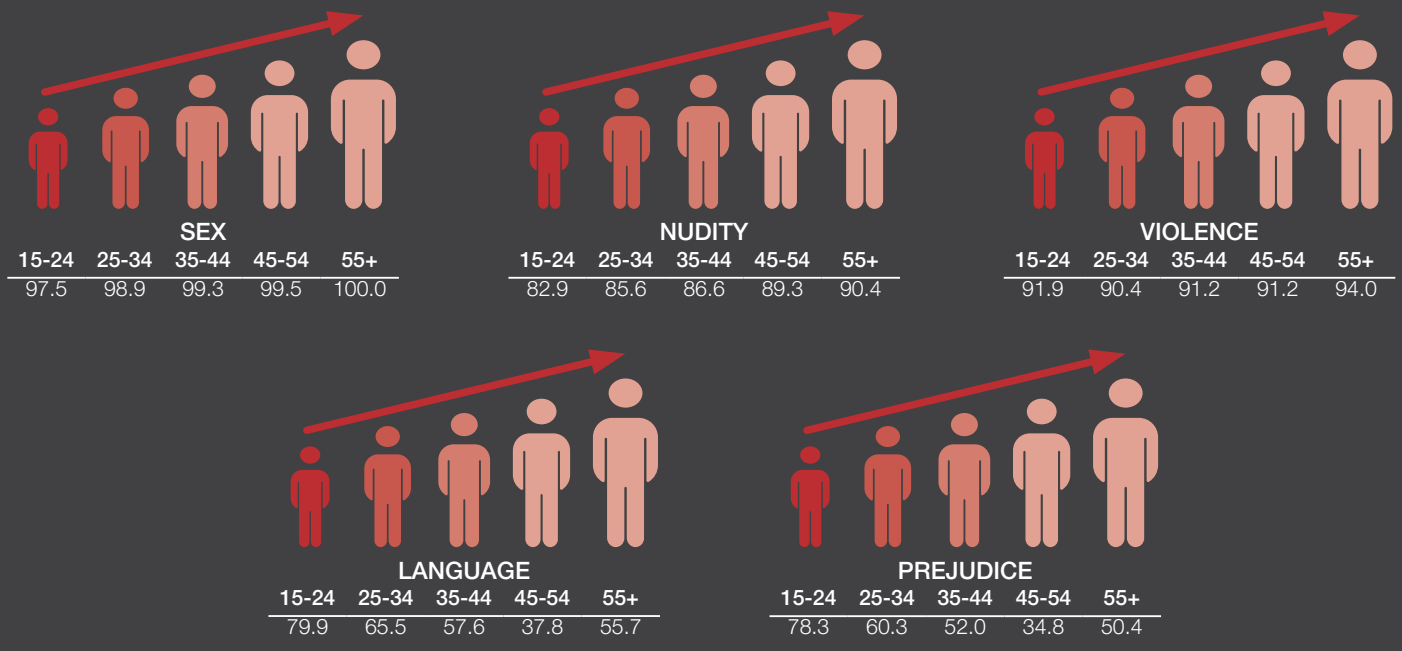
4.4 Opinion on classification of media content exposure and consumption - continued

Table 4.40B **Respondents' choice of which media content requires a stricter rating by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020**

GENDER & RACIAL BREAKDOWN



AGE BREAKDOWN



Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.4 Opinion on classification of media content exposure and consumption - continued

Tables 4.41A and 4.41B show respondents who thought the 'Parental Guidance' (PG) rating should accompany all material for under-18s, by selected background characteristics. Most of the respondents (almost 91 percent) agreed Parental Guidance (PG) should accompany all material for under-18s. When we broke down the affirmative responses by background, the following results showed:

- Rural areas including villages (94.9 percent)
- Eastern Cape (95.2 percent)
- (Racial groups) Indian (92.7 percent) and Black (91.3 percent)
- Oldest respondents (about 94 percent)

This was also the case with all the respondents with no schooling. There did not seem to be any notable variation with income.

Table 4.41A Respondents who think the 'Parental Guidance' (PG) rating should accompany every material for under 18 years by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	'Parnetal Guidance' rating should accompany every material for under 18 years		
	Yes	No	Number
Free State	93.6	6.4	517
Gauteng	85.4	14.6	1 805
KwaZulu-Natal	94.3	5.7	1 370
North-West	90.3	9.7	537
Eastern Cape	95.2	4.8	932
Mpumalanga	81.6	18.4	526
Northern Cape	93.6	6.4	172
Western Cape	94.7	5.3	862
Limpopo	94.3	5.7	686
Metropolitan	89.1	10.9	3 135
Peri-urban	88.5	11.5	1 148
Small towns	89.6	10.4	614
Rural/Villages	94.9	5.1	1 865

A minority of the respondents (almost 9 percent) disagreed with attaching a 'Parental Guidance' (PG) advisory to all materials rated under-18. This included residents of peri-urban areas (11.5 percent) as well as Mpumalanga (18.4 percent) and KwaZulu-Natal (14.6 percent). To this list we should include the White (14 percent) respondents as well as the youngest respondents (about 12 percent). This was also the case with all the respondents with postgraduate schooling (14.6 percent) and middle-income earners.

4.4 Opinion on classification of media content exposure and consumption - continued

Table 4.41B Respondents who think the 'Parental Guidance' (PG) rating should accompany every material for under 18 years by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	'Parnetal Guidance' rating should accompany every material for under 18 years		
	Yes	No	Number
Female	91.1	8.9	3 739
Male	90.9	9.1	3 668
Black	91.3	8.7	5 743
Indian	94.3	5.7	636
Mixed race	92.7	7.3	219
White	86.0	14.0	809
15-24 years	87.3	12.7	802
25-34 years	89.0	11.0	2 002
35-44 years	91.3	8.7	2 837
45-54 years	94.7	5.3	1 484
55+ years	94.3	5.7	282
No schooling	100.0	0.0	28
Primary education	88.4	11.6	688
Secondary education	93.9	6.1	3 517
Tertiary education	89.2	10.8	2 422
Postgraduate education	85.4	14.6	752
Less than R3,201	93.5	6.5	1 777
R3,201-R6,400	94.2	5.8	1 273
R6,401-R12,800	89.9	10.1	943
R12,801-R25,600	89.5	10.5	1 291
R25,601-R51,200	88.8	11.2	1 168
R51,201-R102,300	87.5	12.5	632
R102,401-R204,800	89.0	11.0	283
More than R204,800	92.5	7.5	40

Tables 4.42A and 4.42B show respondents' suggestions on the age bracket to which a Parental Guidance label should apply, by selected background characteristics. Most respondents, regardless of background, did not state a specific age bracket below 18-years-old to which the PG label should apply. Chances are they probably did not understand this question or would prefer a blanket approach to labelling Parental Guidance for the under-18s.

4.4 Opinion on classification of media content exposure and consumption - continued

Table 4.42A Respondents' suggestions on the age bracket to which the Parental Guidance label should apply by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Age bracket to which Parental Guidance label should apply						
	None	0-6 years	7-9 years	10-12 years	13-15 years	16-17 years	Number
Free State	94.4	0.4	0.4	2.1	1.7	1.0	517
Gauteng	84.8	0.3	0.5	5.1	7.8	1.6	1 805
KwaZulu-Natal	94.8	0.1	0.5	1.7	2.3	0.7	1 370
North-West	90.9	0.0	0.0	4.1	4.7	0.4	537
Eastern Cape	94.4	0.8	0.6	2.0	1.6	0.5	932
Mpumalanga	81.6	0.0	4.2	9.9	2.9	1.5	526
Northern Cape	93.6	0.6	0.6	2.3	2.9	0.0	172
Western Cape	97.1	0.1	0.1	0.3	1.4	0.9	862
Limpopo	94.0	0.4	0.0	2.2	2.5	0.9	686
Metropolitan	89.7	0.3	0.6	4.0	4.4	1.0	3 135
Peri-urban	89.0	0.2	0.5	4.6	4.3	1.4	1 148
Small towns	88.6	0.7	1.1	3.1	4.9	1.6	614
Rural/Villages	97.8	0.1	0.2	0.6	1.2	0.1	1 865

Table 4.42B Respondents' suggestions on the age bracket to which Parental Guidance label should apply by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Age bracket to which Parental Guidance label should apply						
	None	0-6 years	7-9 years	10-12 years	13-15 years	16-17 years	Number
Female	91.6	0.3	0.5	3.1	3.5	0.9	3 739
Male	90.8	0.3	0.8	3.4	3.7	1.0	3 688
Black	91.3	0.3	0.7	3.5	3.6	0.6	5 743
Indian	95.3	0.3	0.0	0.6	2.5	1.3	636
Mixed race	93.2	0.0	0.5	1.8	2.7	1.8	219
White	87.0	0.1	1.1	3.8	4.7	3.2	809
15-24 years	86.2	0.6	0.6	5.5	6.5	0.6	802
25-34 years	89.4	0.5	0.6	4.2	4.1	1.1	2 002
35-44 years	91.6	0.2	0.7	2.7	3.6	1.2	2 837
45-54 years	95.1	0.0	0.5	2.0	1.9	0.5	1 484
55+ years	94.7	0.0	0.4	2.5	1.8	0.7	282
No schooling	96.4	0.0	0.0	0.0	3.6	0.0	28
Primary education	89.2	0.6	0.6	5.5	4.1	0.0	688
Secondary education	94.3	0.2	0.3	2.1	2.6	0.5	3 517
Tertiary education	89.1	0.3	0.8	3.8	4.5	1.6	2 422
Postgraduate education	85.4	0.5	1.7	5.1	5.3	2.0	752
Less than R3,201	93.4	0.3	0.1	3.2	2.7	0.3	1 777
R3,201-R6,400	94.3	0.2	0.7	2.2	2.4	0.2	1 273
R6,401-R12,800	89.9	0.4	1.0	3.7	4.3	0.6	943
R12,801-R25,600	90.2	0.2	0.8	3.9	4.0	1.1	1 291
R25,601-R51,200	89.0	0.5	1.3	3.8	4.1	1.4	1 168
R51,201-R102,300	88.3	0.2	0.3	2.8	5.5	2.8	632
R102,401-R204,800	89.0	0.4	0.4	2.8	4.9	2.5	283
More than R204,800	90.0	0.0	0.0	2.5	2.5	5.0	40

4.4 Opinion on classification of media content exposure and consumption - continued

Tables 4.43A and 4.43B show respondents' suggestions for the most appropriate media for educating the public about the FPB ratings, by selected background characteristics. Regardless of background, there was an overwhelming preference for traditional media channels such as radio, television, newspapers and magazines. Note that only two-thirds of the Indian respondents suggested radio. Similarly, notably lower proportions of those residing in Mpumalanga (52.3 percent) and Limpopo (53.9 percent) provinces suggested newspapers and magazines. As expected, only lower proportions of the younger respondents thought these were ideal media channels.

The respondents also suggested schools, with lower proportions among those residing in Mpumalanga (65.8 percent) and the Northern Cape (64.5 percent) as well as White respondents. Currently, one would think social media would be highly recommended, but this was not the case other than among those residing in the Western Cape (95.6 percent) and the Northern Cape (83.7 percent). Social media was also highly recommended by the Coloured respondents (90.7 percent) and the younger respondents (86.9 percent).

The table further shows that billboards were highly recommended by those residing in KwaZulu-Natal (77.6 percent) and the Western Cape (83.2 percent) as well as adults aged 45 to 49 years (74.1 percent). Cinemas (88.5 percent), DVD stores (74.7 percent), and arcades (53.7 percent) found favour among those residing in the Western Cape. All races also suggested cinema – other than the Black respondents (41.3 percent). The older respondents also did not think cinema was an appropriate media channel.

Table 4.43A Respondents' suggestion on the most appropriate media for educating the public about the Film and Publication Board ratings and guidelines by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background Characteristics	Most appropriate media for educating the public about the FPB ratings										
	Radio	Television	Magazines/ Newspapers	Billboards	Arcades	Cinemas	DVD stores	Schools	Social media	Other	Number
Free State	91.3	98.6	77.0	58.6	13.9	36.8	37.1	81.8	59.8	0.4	517
Gauteng	85.7	96.7	66.0	51.8	27.8	53.1	41.3	82.7	65.6	0.7	1 805
KwaZulu-Natal	85.1	96.6	83.9	77.6	21.5	45.3	46.9	74.5	52.3	0.0	1 370
North-West	92.6	98.1	65.7	53.1	28.5	40.2	45.6	91.6	64.1	0.4	537
Eastern Cape	94.4	99.0	85.5	46.5	16.5	35.9	38.0	92.5	68.5	0.0	932
Mpumalanga	68.4	88.0	52.3	49.4	24.1	52.1	30.6	65.8	70.5	0.4	526
Northern Cape	91.9	97.1	75.0	61.0	14.0	50.6	27.9	64.4	83.7	0.0	172
Western Cape	93.0	98.0	92.5	83.2	53.7	88.5	74.7	86.8	95.6	0.1	862
Limpopo	81.9	94.3	53.9	45.3	15.0	29.7	25.9	75.5	44.8	0.6	686
Metropolitan	86.9	97.4	75.1	55.1	32.2	63.9	47.3	85.2	82.8	0.4	3 135
Peri-urban	81.4	94.9	66.8	55.5	19.7	50.7	32.0	69.5	73.2	0.2	1 148
Small towns	77.4	92.7	58.8	42.2	15.3	45.8	27.2	74.6	70.5	0.3	614
Rural/Villages	92.0	97.2	78.8	71.3	22.4	31.1	47.5	83.1	38.6	0.2	1 865

Note: Each category of responses is an individual variable and, therefore, the total per cent will not add to a hundred

4.4 Opinion on classification of media content exposure and consumption - continued

Table 4.43B Respondents' suggestion of the most appropriate media for educating the public about the Film and Publication Board ratings and guidelines by selected background characteristics (percent), Film and Publication Board Convergence Survey 2020

Background characteristics	Most appropriate media for educating the public about the FPB ratings										
	Radio	Television	Magazines/ Newspapers	Billboards	Arcades	Cinemas	DVD stores	Schools	Social media	Other	Number
Female	86.1	96.7	73.5	58.6	27.2	54.2	44.2	81.6	70.7	0.4	3 739
Male	87.9	96.3	73.9	60.5	23.9	44.2	42.4	80.8	59.8	0.2	3 688
Black	89.4	96.7	71.3	56.7	22.5	41.3	42.0	83.7	60.2	0.3	5 743
Indian	89.6	98.0	88.5	72.5	37.7	76.9	58.8	79.7	90.7	0.2	636
Mixed race	64.4	93.6	72.6	67.6	30.1	72.1	45.2	71.2	63.5	0.5	219
White	73.9	95.1	79.2	67.9	36.7	77.8	40.3	67.4	82.1	0.6	809
15-24 years	85.5	98.0	56.4	35.7	24.3	48.6	37.0	91.3	86.9	0.5	802
25-34 years	85.6	95.8	65.0	49.7	22.1	49.1	40.2	85.2	75.1	0.4	2 002
35-44 years	85.5	96.5	78.5	66.2	27.6	56.5	45.4	75.0	69.5	0.3	2 837
45-54 years	90.8	97.2	85.6	74.1	27.7	39.9	49.0	82.3	38.8	0.0	1 484
55+ years	95.4	94.0	74.5	54.3	22.3	28.0	33.7	80.5	31.9	1.1	282
No schooling	92.9	89.3	28.6	0.0	0.0	3.6	10.7	75.0	17.9	0.0	28
Primary education	95.6	97.1	28.5	9.2	2.9	11.3	10.0	88.8	54.2	0.9	688
Secondary education	91.0	98.0	79.6	68.9	27.2	40.5	50.0	89.2	55.1	0.2	3 517
Tertiary education	82.3	95.7	78.9	61.2	30.9	64.8	44.7	73.9	80.1	0.4	2 422
Postgraduate education	74.9	92.3	72.2	59.2	22.2	76.2	39.6	60.6	77.4	0.4	752
Less than R3,201	96.2	98.4	63.6	53.3	22.3	31.8	45.5	94.9	53.7	0.3	1 777
R3,201-R6,400	93.6	98.0	79.4	69.7	27.1	32.4	49.9	93.0	47.0	0.3	1 273
R6,401-R12,800	90.1	96.8	71.6	52.3	23.5	42.3	43.7	85.2	56.7	0.5	943
R12,801-R25,600	87.1	96.4	76.1	53.0	28.3	58.6	47.0	79.1	79.9	0.4	1 291
R25,601-R51,200	82.4	94.9	78.3	60.1	32.4	71.0	48.0	71.7	79.2	0.2	1 168
R51,201-R102,300	67.1	92.2	77.5	69.5	22.0	71.5	22.8	51.6	80.9	0.3	632
R102,401-R204,800	57.2	95.1	80.9	80.2	15.5	73.5	15.2	50.5	88.3	0.4	283
More than R204,800	50.0	95.0	72.5	82.5	7.5	60.0	**82.5**	30.0	82.5	0.0	40

The results in this section show respondents thought the work of the Film and Publication Board was important. But it is not clear that they want ratings to be stricter, per se, but rather that more should be done to educate the public about their meaning and the importance of adhering to them. Table 4.37 shows that a third of the respondents had not seen the FPB ratings. This raises the question as to the effectiveness of the FPB's information, communication, and education strategy. Among suggestions put forward was that the ratings should not be abbreviated and the symbols should be easy to understand. They also alluded to increased awareness of the FPB guidelines and ratings. A notable proportion (tables 4.39 and 4.40) thought the ratings on sex and nudity should be stricter. However, we should strive for a differentiated approach that considers where and who as the descriptive statistics do provide such information.

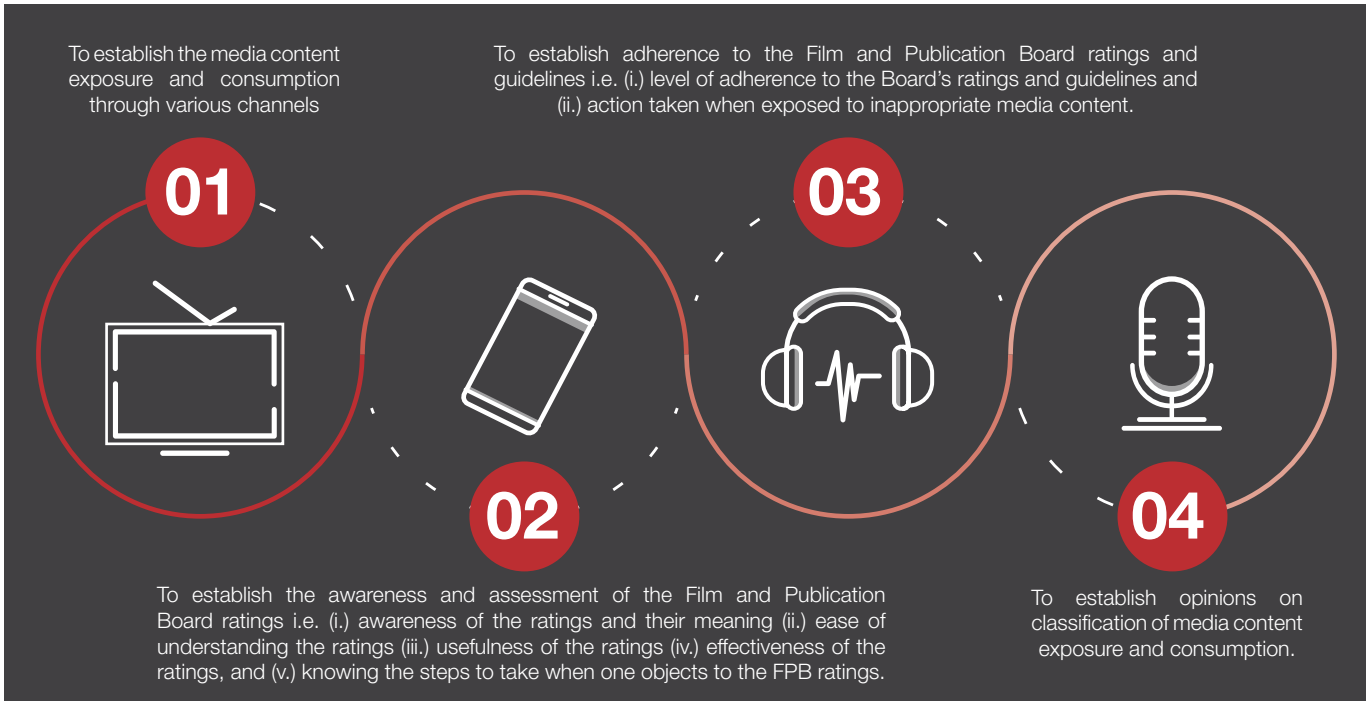
5

Summary, conclusions, limitations, and recommendations

This chapter summarises the processes we undertook to arrive at the content of this survey in section 5.1, before moving on to make some key conclusions in section 5.2. The conclusions encompass what we think the results mean, arising from our theoretical and empirical interrogations following the conceptualisation of this survey. In section 5.3, we articulate the overall limitations (excluding those pertaining to the procedure and methods that we have presented in section 3.5). Arising from the summary of the process and content as well as the conclusions and the limitations, we make some policy recommendations and suggest future research in section 5.4.

5.1 Summary of the survey process and results - continued

To help us conceptualise 'what' this survey is about and 'why' we undertook the research, we have provided a brief description of the Film and Publication Board as well as its mandate: media content regulation. We then moved to describing the convergence surveys, the main aim of which is to help the Board with information that can be used to rate media content as well as gauge the success of its interventions. With this knowledge, we conceptualised the aim of the survey to 'establish the extent to which the media content classification system of the Film and Publication Board corresponds with the values, norms and expectation of the South Africans'. To achieve this aim, the Survey pursued four objectives:



After conceptualising 'what' and 'why' of this research, we moved on to interrogate appropriate academic and non-academic documentation to figure out 'how' we should undertake this survey. This meant we had to first understand the problem of uncontrolled exposure to media using the problem tree approach. Apart from the obvious – that is, easy access to digital gadgets and Internet – we noted the inability of parents, educators and caregivers to fully appreciate the potential harm of unregulated exposure to and consumption of media content. We also noted the under-par efficacy of the Film and Publication Board (FPB) interventions.

Second, upon understanding the problem, we moved on to assessing current interventions. The FPB regulates exposure to and consumption of media content in the country. The Films and Publications Act (96 of 1996) guides the mandate of the FPB. Further, the Film and Publication Amendment Bill (2017) has introduced interventions meant to regulate the online production and distribution of media content, making revenge-pornography a punishable offence, and enhancing the FPB' authority to enforce its regulations.

Lastly, it is one thing to have an opinion and another to empirically assess the situation. Therefore, we had to assess the FPB's intervention for effectiveness, relevance, sustainability, and efficiency. This meant interrogating variables key to the success of such interventions. Most interventions of this nature follow the information, education, communication (IEC) strategy meant to influence knowledge, attitude and practice (KAP). Therefore, we elected to use KAP as indicators to assess whether the FPB's IEC intervention was increasing knowledge on the need to regulate media exposure and consumption.

5.1 Summary of the survey process and results - continued

Consequently, was this knowledge leading to a 'positive' attitude and, later on, practice?

On summarising the three aspects, we proposed using a quantitative strategy and a cross-sectional design. Following this decision, we used a structured interview schedule or questionnaire and a probability random sampling approach. Further, while observing key ethical considerations, we opted for face-to-face interviews. We then processed the data using laid-down procedures in quantitative research. Finally, we elected to use chi-square non-parametric statistics alongside descriptive statistics to analyse our data.

We then presented our empirical research results on (i.) media content exposure, consumption and restrictions (ii.) awareness and assessment of the Film and Publication Board and its media content ratings (iii.) adherence to the Film and Publication Board ratings and guidelines, and (iv.) opinion on classification of media content exposure and consumption. The results showed that parents and guardians had the idea that unregulated exposure to media content was harmful. Further, they do attempt to regulate what children in their care are exposed to and consume. There was an emphasis on regulating content containing sex and nudity elements, followed by violence, foul language, and prejudice elements.

The results show notable knowledge on FPB guidelines and ratings, and that most respondents thought the ratings of media content in traditional formats such as cinemas, DVDs, and television were useful. They were not as informed about video games and online content. It must be noted that these results varied by key background characteristics including by sex, age and education.

When it comes to practice, the preferred reaction to what is deemed unsuitable media content was walking away and doing nothing about it. In all this, the FPB was virtually invisible. It also followed that very few individuals took steps to rectify a disagreement with the FPB. Invariably, the respondents thought the work of the FPB was important. But they largely did not want the ratings to be stricter. Rather, they wished for a more effective role in regulating media, especially in ensuring and enforcing adherence.

5.2 Conclusions

- 66% of SA public are aware of the dangers of exposure to and consumption of unregulated media content.
- 33% agrees to media content regulation.
- 16% are actively complying with the FPB regulations. One may infer that knowledge of the FPB is not necessarily translated into practice.
- Applying the concept called '*unmet need for family planning*[11]', the convergence survey results point to the unmet need for a visible and effective media content regime. This means that South Africans want the regulation of media content, however it is not being done sufficiently. It is a gap between the intentions and practice of the FPB.
- Therefore, there is a real need to increase its public awareness and education efforts and strengthen its presence as a media content regulator.
- The public is aware of the FPB branding and logo although they are unable to associate it with its mandate.
- 62% are aware of the FPB guidelines and ratings. Participants suggested that the ratings be written out in full (e.g. Parental guidance instead of PG), to ensure broader public understanding.
- The results show a significant variation between background characteristics, suggesting that a one-size-fits-all intervention is inappropriate. Rather the authority should strive to have a differentiated and contextualised approach that considers where and who they are targeting.

Concern about exposure of children, and the general public, to content with elements of violence and prejudice was less pronounced than that over sex and nudity. Respondents acknowledged violence and prejudice is harmful, yet they did not put the same emphasis on its regulation. This was a worrying aspect to observe in the context of a society characterised by violence, xenophobia and gender-based violence among others.

[11] Women with unmet need are those who are fecund and sexually active but are not using any method of contraception, and report not wanting any more children or wanting to delay the next child. The concept of unmet need points to the gap between women's reproductive intentions and their contraceptive behaviour. https://www.who.int/reproductivehealth/topics/family_planning/unmet_need_fp/en/

5.3 Limitations of the overall convergence survey

As we argued in Chapter 1, various aspects – including cultural and religious values and norms – regulate exposure to and consumption of media content. These include but are not limited to (i.) living in a patriarchal society (ii.) empowerment of the girl child (iii.) negligence of the boy child and (iv.) effects of role models. However, this report does not explore specific avenues the public is using to self-regulate exposure to and consumption of media content. Much more fundamental, we do not critically interrogate the various South African cultural and religious values and norms that form the foundation upon which the public consequently decides which media content they should be exposed to and consume. Relatedly, this meant we did not interrogate the reasons why certain media content was unsuitable and forbidden in certain sections of the population.

Further, such a survey should take up a longitudinal research design that would allow examining the trajectory of fundamental variables over time. In its current format, it was not useful to compare results of previous convergence surveys, some of which were not detailed. As a result, we were sceptical about comparing the results of this survey with other similar surveys and research.

5.4 Recommendations

5.4.1 Policy implications

The Film and Publication Board should spread its footprint and amplify its voice through the outreach and education programme. Addition budget should be set aside to strengthen communications campaigns, especially above the line (advertising). The FPB is undergoing a Brand Repositioning exercise and should use results from this perception survey, to massify its presence, improve its visibility and increase its share of voice.

The recent legislative review process criminalises non-compliance to the Act and in so doing, has strengthened its regulatory voice.

There should be broad and deliberate campaigns to share this mandate with the public. Secondly, the Board should rethink its information, communication, and education strategy. It should aim to influence 'practice' beyond increased knowledge and positive attitudes. Thirdly, given South Africa's history and its high levels of violence, the FPB should target successfully regulating exposure to violent content. Similarly, educational campaigns and debates on the impact of prejudice are necessary. Fourthly, the strategy should be stratified according to where and who. This means avoiding a one-size-fits-all approach. It would also help to have messages in all the local languages.

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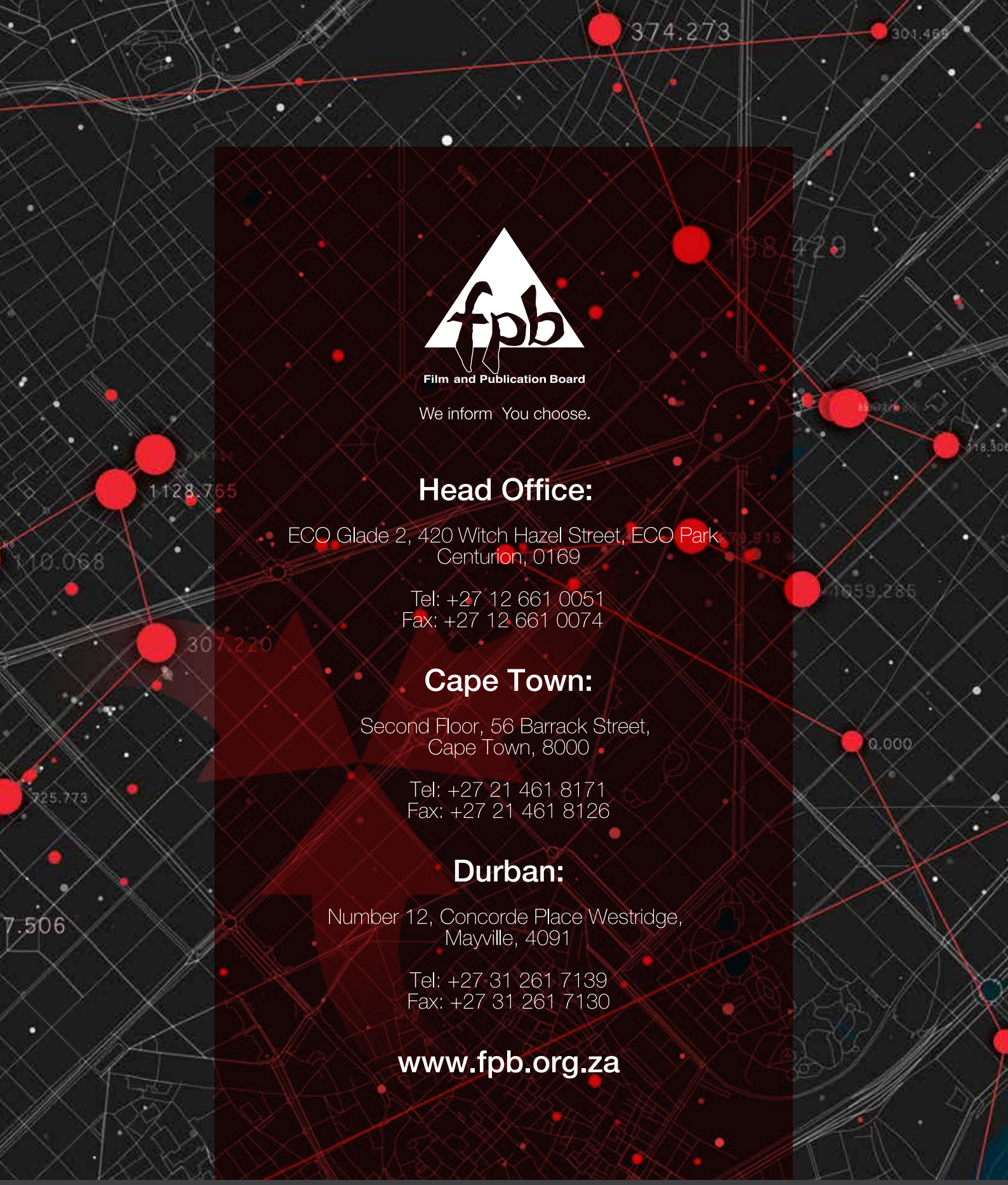

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