elements of portrayals when they infer meaning from television programming.

3. Various methods of testing for the relationship
   - evidence for cultivation was too weak to conclude that such an effect existed
   - the magnitude of coefficients is too low to conclude that television viewing is a useful predictor of cultivation estimates and beliefs

4. Sampling
   - need for multiple samples to allow researchers to cross check the validity of their measures and findings as well as the reliability of their measures.

REFERENCES


