

## ***Children's TV Worldwide: Gender Representation (2007-8)***

The International Central Institute for Youth and Educational Television (IZI) based in Munich, Germany has started a new international research project: *Children's TV Worldwide: Gender Representation*.

Participating countries include: Austria, Australia, Brazil, Belgium, Canada, Cuba, China, Hong Kong, Hungary, India, Israel, The Netherlands, Norway, New Zealand, Slovenia, Switzerland and South Africa.

Ithaca College is one of the three US academic institutions participating in the project. Dr. Kati Lustyik is responsible for heading the team that will collect and analyze data from Hungary (her native country) during the summer and fall of 2007. A summary report and book are planned to be published by the global research team in 2008.

The IZI is a department of the Bavarian Broadcasting Corporation and was established in 1965. Together with the PRIX JEUNESSE INTERNATIONAL the IZI is supported by the Association for the Promotion of International Youth Television.

*Research.* The IZI conducts empirical research with regard to current programme formats and current issues in the field of children, youth and educational television. In cooperation with international researchers the IZI explores current and publicly relevant issues in order to supply editorial departments, programme planners, pedagogues, journalists and concerned associations with consolidated findings. To find an overview of current as well as completed research activities, visit [www.izi.de](http://www.izi.de)

*Mission statement.* The IZI wants to contribute to the understanding of the cultural meaning of television for children and young people and of the ways that television is embedded in the children's and young people's lives. In addition to that the IZI aims at contributing to the discussion of broadcasters' public service task and its current realisation as well as the social responsibility of the media in general.