

Goth vs. the Mass Media (Research Paper on a Controversial Topic)

Quick, what is the first thing that comes to your mind if you hear the word “Goth”? Assuming that you yourself are not very close to the Goth subculture, there is a good chance that beside colors like dark or black something negative would pop in your mind, such as Satanism, vampires, the Columbine killings, or the scandals around the band Marilyn Manson. American society shares a stereotype about Goths. As Goth is a minuscule subculture compared to the whole of culture, most people do not have first hand experiences with or about Goths. Thus, most of what they know comes through the channels of mass media. This paper will show how the media misrepresented Goth culture. In the process, some of the positive values of this subculture will surface. At the same time with the help of a survey we may learn how Goths themselves think about the issue.

The mass media channels are owned by corporations. Their primary motivation is to make a profit. They say they owe it to their shareholders. That is true, but it is also in the interest of the executives and employees of these businesses to make money because then they themselves will benefit from it. They spend countless hours and inordinate amount of money to research what would sell their TV or radio program, newspaper, and magazines ... In most cases they believe that the answer is to find “interesting” material. Too often--the proportions depend on the level of integrity of the company--this includes tragedies, scandals in the past “The media decide how important an issue or person or event is by their allocation of time and space” (Dye 162). Goth subculture in itself has not been “newsworthy.” It might have been suitable for cultural programs on TV or in the art section of the paper, but it rarely made headline news.

In recent years, however, it came to the forefront on two occasions. The antics of the band Marilyn Manson, particularly the similarly named lead singer’s, was so provoking that it was scandalous enough for mainstream media to cover it. And when cases of teen suicides got connected with their lyrics and music, the scandal was ripe. During the hearing related to one teenager’s suicide who listened to Marilyn Manson’s music, Senator Joseph Lieberman, who became vice-presidential candidate in 2000, said about the group’s CD: “It looked like a CD. Unfortunately, it was a hand grenade” (Kuntz 49).

The other event that Goth got associated with is the Columbine incident. Here is a typical recount of the connection:

Like generations of teen-age misfits and outcasts before them, the post-pubescent gunmen in the Colorado school shootings apparently found comfort in the words of the darker bards of their age--in this case in the depressive, anarchic, nihilistic, and suicidal musings of the disparate strands of fringe rock music genres known as Goth and industrial. (Purdum)

It is no wonder that those media consumers who do not spend much time looking beyond the headlines may stereotype Goths as something dangerous and suicidal. They probably conclude that they should stay away from it and keep away their children as well, if have any. Because of the fast pace nature of mass media--always on the trails of the next big news--it can rarely draw a detailed thus more accurate picture.

We just had a chance to observe the birth of a stereotype. From a few examples, based on limited information a whole class of people got labeled. There are several problems with

this generalization. For one, what may look from the outside as one coherent group in reality is made up of unique individuals. There may be similarities in their personal taste, choice of music, appearance, and preferred mode of entertainment, but they themselves put extra emphasis on their individualism. As a sociologist concluded:

Many of my own open-ended interview respondents were also keen to emphasize their own individuality rather than talking about their conformity to a clear and consistent set of group-specific symbols... (Hodkinson 39)

We did not even say anything about the content or the nature of the label. It is definitely negative. Stereotypes harm both of its objects and its bearers. If/when a person armed with this stereotype communicates with a Goth--or a person s/he perceives as such--the Goth may be the subject of verbal or even physical abuse. This happened to 12-year-old Tempest Smith who committed suicide in 2001 because she was constantly teased by her classmates because of her different, Gothic look (Hunter). Stereotypes through bullying can kill or cause other emotional damage.

However having stereotypes is also harmful for not only their targets but also for those who have it. One of its negative effects is that it makes one lazy. Relying on the well-defined stereotypes the media feeds us is easier than getting to know the other person. I have to acknowledge at the same time that we all have stereotypes that serve us in a positive sense. Nobody has the time that would be required to learn about every aspect of the new situations and people one encounters. Thus having stereotypes is necessary for surviving in modern life, but readiness to challenge them is just as important for a balanced life.

The two words associated with Goths are "aggressive" and "suicidal." All generalizations are wrong, but these ones are particularly untrue. There are no statistics that would prove that there are more suicide attempts among Goths than in any other groups. The connection may have risen when outsiders saw some Goths having more active interests in death than most people. Death as a motif is a major theme in Goth art, but it doesn't necessarily translate a longing for it or actions towards it. Suicide is a major problem for teenagers--it is the third highest ranking cause of death in this age group (Vital Statistics 97)--but not a uniquely Goth problem.

Up to this point in this paper when mentioning mass media, I was primarily referring to news coverage. The other main function of mass media is to provide entertainment. As Richard Davenport-Hines pointed out in his 400-page book--a strictly historic work, tracing Gothicism from the middle ages till today: "American culture (even more than European) has been profoundly reinfiltred by Goth ideas" (Davenport-Hines 375). Some of the earliest moving pictures were of the „horror" genre. Americans never stopped being fascinated by vampires, intrigued by the dark side of life. Recently popular TV shows like Buffy, the Vampire Slayer or Charmed and movies like Edward Scissorhand, The Crow, or Interview with a Vampire casted Goth characters into positive light. However, these are the exceptions; the majority of Goth images are still aimed to create fear or at least dislike in the viewer.

The title of Davenport-Hines' book, Gothic. Four Hundred Years of Excess, Horror, Evil and Ruin, tells us what he believes is at the core of Gothic. He explores in depth the historical connotations of the word, including its origins of the Goth tribes invading Europe in the fifth century (C.E.); the architectural marvels, cathedrals of the middle ages; its philosophical pessimism ever since the Counter-Enlightenment and the preoccupation with horror from Mary Shelley's Frankenstein to modern horror movies. It touches the late twentieth century's youth subculture of the same label. Nevertheless, this short list sheds some light--the expression may not be the best for this genre--on the heritage the Gothic label has to live with. An art historian, movie critic, historian, or student of literature would

be able to recognize and describe Gothic in her own area of expertise. They probably would have difficulties trying to apply their knowledge to living human beings.

The word Goth has a connotation with all the themes mentioned in the previous paragraph. Today, however, it has a very distinct meaning in the realm of youth subculture. The most comprehensive analysis on the subject is Paul Hodkinson's book: Goth: Identity, Style and Subculture. On one hand, he is credible because he is an insider, being a Goth himself for over a decade. On the other hand, he spent more than four years scientifically studying the subculture, and his book is his widely acclaimed Ph.D. thesis. He not only explores the Goth subculture from a sociological point of view, but in the process, he also redefines the meaning of subculture. However, there is no need in this paper to go into his complex, scientific explanation. Hodkinson, instead of providing a clear, short but potentially limited definition of what Goth subculture is, approaches it as a collection of elements.

Hodkinson devotes a whole chapter to the relationship of Goth and traditional media, but instead of that let us look at the results of my own survey on the same topic. I prepared a short questionnaire with 15 questions, see Appendix A. Ten people filled it out at a local Goth related event, a concert at the Rio Theater on January 27, 2003, and another 20 people completed its online version after I asked members of four different Goth mailing lists for response. Out of the 30 respondents, 27 filled out more than half the questions, and their raw data is included in Appendix B and the analysis of results in Appendix C. Half of them were between 25 and 34 years old. Eleven female and 16 male answered the questions. The group's ambivalence towards the Goth label is reflected by that fact that half of them characterized themselves as only "somewhat" Goth, but with one exception Goth is a positive or neutral force in their life. For half of them recorded music was the most important aspect of Goth, socializing coming in as second on the list. 85% of them have watched some TV in the last 30 days, but only 23% recalled seeing any Gothic element, theme or program on TV. Nevertheless almost everyone--with one exception--shared the opinion that the representation of Goths on TV is inaccurate. The numbers are virtually the same when looking at their paper (local, national or magazine) reading habits and on their view how Gothic elements are represented there.

Several types of conclusions could be drawn from these numbers. Goths are interested and sensitive about how they are pictured in the media. Even if they did not watch TV or read the papers, they still believe that the representation would be or is unfavorable for them. This may be a generalization on their part or just an extrapolation of past experiences. Some of the comments participants mentioned on the topic say that the representation

- is too simple, not literate,
- focuses on extremes, particularly appearance,
- includes hostile religious element,
- superficial,
- gross caricature,
- shows Goths as outcasts,
- inaccurate because they do not know what Goth exactly means,
- overly dramatic.

Because there are no scientific studies on the representation of Goth in the media we have to consider the results of this survey, but at the the same time we have to be aware of the strong Goth bias the respondents have. Despite that if a group feels that they are misrepresented there is a strong possibility that in some form or another they are. Just compare it how stereotypical African Americans characters were for decades in the movies, and you will see the sensitive issue that should be addressed similarly here. It is on a smaller

case only in terms of numbers, because probably there are less Goths than African Americans. However the effect and gravity is similar.

A diverse society is healthier on the long term than a homogenous one. The active presence of different viewpoints enables finding better a solution for any problem, be it on an organizational local or national level. We have proven above that Goths as a group are not dangerous, but too often they are still represented as such in the mass media. Yes, they are different, but so what? Should not be embraced in the social ecosystem? Do not they have the right to be treated and shown with the same respect that is due to any human beings?

Works cited:

- Critchell, Samantha. "Teen's New Book Sends Message: Labels Are for Clothes, Not People." Los Angeles Times. 17 Jul. 2002.
- Davenport-Hines, Richard. Gothic. Four Hundred Years of Excess, Horror, Evil and Ruin. New York: North Point/Farrar, Strauss, 1999.
- Dye, Thomas R. Politics in America. Upper Saddle River: Prentice-Hall, 2001.
- Faraday, Andrew. The Goth Subculture in Profile. 23 January 2003
< <http://homepage.ntlworld.com/andrew.fereday/mac01.htm> >.
- Gunn, Joshua. "Marilyn Manson is not goth: Memorial struggle and the rhetoric of subcultural identity." Journal of Communication Inquiry 23 (1999): 408.
- Hodkinson, Paul. Goth: Identity, Style and Subculture. Oxford: Berg Pub Ltd, 2002.
- Hunter, George. "Teasing and taunting led girl to end her life." The Detroit News. 7 Mar. 2001.
< <http://www.detnews.com/2001/schools/0103/07/a01-196600.htm> >.
- Kuntz, Raymond, Sam Brownback, and Joseph Lieberman. "Heavy Metal Music Contributes to Teen Suicide." Teen Suicide. Ed. Tamara L. Roleff. San Diego: Greenhaven Press, 2000. 42-49.
- Purdum, Todd S. "Terror in Littleton: The Influences; Goth Genres, Fringe Rock And Germany." New York Times 22 Apr. 1999, travel section.
- "Vital Statistics". US Census Bureau 16 Jan. 2003.
< <http://landview.census.gov/prod/3/97pubs/97statab/vitstat.pdf> >.

Appendix A - Survey

Goth vs. Mass Media Survey

Please fill out this form. It will take less than 5 minutes.

Introduction & Disclaimer: The results of this survey will be used for an essay for my College Composition class at Cabrillo College. If you wish to receive a copy of the paper via email please provide your email address. Your name/alias is asked only in order to avoid one person filling out the survey multiple times. Your email address and name/alias will not be shared with anyone or used for anything else.

Thank you for your time,
Gabor Por (gaborpor@yahoo.com)

Please answer as many questions as you feel comfortable with.
(Circle the answers.)

Personal Info	1. Name/Alias	
	2. Age	0-14 30-34 15-19 35-39 20-24 40-44 25-29 45+
	3. Gender	Female Male
	4. Email	
On Goth	5. Are you Goth?	No Somewhat Yes
	6. Put in order the aspects of Goth in your life by importance (Put numbers next to each item 1, 2, 3 ...; 1 being the most important)	Socializing Nightclubs Fashion/appearance Recorded music Live music Books Film Other (list):
	7. What kind of force is Goth in your life?	Negative Neutral Positive

Next page 

On Mass Media	8. Did you watch TV in the last 30 days?	No Yes – no cable Yes – basic cable Yes – digital cable
	9. Do you remember any Gothic element, program, theme, or character from TV in the last 30 days?	No Yes (Describe one):
	10. How was the Gothic element, program, theme, or character on TV depicted?	Negative Neutral Positive Not applicable
	11. Do you think representation of Goth on TV in general is...	Accurate Inaccurate (Describe why/how):
	12. Did you read any newspaper in the last 30 days?	No Yes – local paper Yes – national paper Yes – magazine
	13. Do you remember any Gothic element, theme, or character from the paper?	No Yes (Describe one):
	14. How was the Gothic element, theme, or character from the paper?	Negative Neutral Positive Not applicable
	15. Do you think representation of Goth in the papers in general is...	Accurate Inaccurate (Describe why/how):
	Comments	

Age	Gender	Are you Goth?	Importance: Socializing Nightclubs Fashion/app. Recorded music Live music Books Film Other (list):	What kind of force is Goth in your life?	Did you watch TV in the last 30 days?	Do you remember any Gothic element, program, theme, or character from TV in the last 30 days?	How was the Gothic element, program, theme, or character on TV depicted?	Do you think TV in general is...	Did you read any news-paper in the last 30 days?	Do you remember any Gothic element, theme, or character from the paper?	How was the Gothic element, theme, or character from the paper?	Do you think representation of Goth in the papers in general is...	Comments
25-29	Female	Yes	Socializing Live music Recorded music Nightclubs Fashion/app. Film Books	Positive	Yes: digital cable	No	Neutral	Inaccurate: focus on negative aspects of goth	No			Inaccurate: same as TV	
40-44	Male	No		Neutral	Yes	No	N/A	Inaccurate: almost everything is inaccurate, it's entertainment	Yes: local paper	No	N/A	Don't know	
40-44	Male	No	Nightclubs Recorded music Live music Film	Neutral	Yes: digital cable	Yes: Fomesic science, horror movies	Negative	Inaccurate: stupid	Yes: local and national paper	No		Inaccurate: All Columbine	
25-29	Female	Some what	Recorded music Fashion/app. Live music Socializing Film Books Nightclubs	Neutral	Yes	Yes: Buffy the Vampire Slayer	Positive	Inaccurate: it is not dark enough	Yes: local paper	Yes: Genetic clonaid baby	Negative	Inaccurate: not very serious	
15-19	Female	Yes	Creation-art Books Socializing Fashion/app. Nightclubs Recorded music Live music Film	Positive	Yes: basic cable	No	N/A	Inaccurate: stereotypes	No			Inaccurate: From SC, so it's negative there	

30-34	Male	Some what	Recorded music Socializing Nightclubs <i>Community Building</i> Live music Fashion/app. Film Books	Positive	No	No	N/A	Inaccurate	Yes: local & national paper, magazine	No	N/A	Inaccurate	Check out "the Box @ the Blue Lagoon on Mon. Nights
25-29	Female	Some what	Recorded music Live music Books Film Fashion/app. Nightclubs Socializing	Neutral	Yes	No	N/A	Inaccurate: Most depictions focus only on extremes, particularly appearance.	Yes: local paper	No	N/A	Inaccurate: Many news references often tie back to the Columbine shootings or drastic, ritualistic murders in Germany. These events are atypical.	While I did not have much to say regarding recent media exposure, I think an excellent example of an accurate portrayal of Gothic culture was in Michael Moore's 2002 film, <i>Bowling For Columbine</i> . It was a neutral depiction — honest, compelling and based on observation, not assumption.
20-24	Female	Somew hat	Socializing Fashion/app. Books Recorded music Live music Nightclubs Film	Positive	Yes: basic cable	No	N/A	Inaccurate: Because always depressed and want to die. Do drugs, drink, portrayed as a witch. That is not what it is about. It cannot be classified into a tv show....there are so many different elements.	No				
30-34	Male	Somew hat; Dark, Goth, Simple mad, I don't know!	Recorded music Live music Books Nightclubs Film Socializing Fashion/app.	dark, gloomy, but very emotional !!	Yes: digital cable	No	N/A	Inaccurate: Every goth is depressive, suicide character!	Yes: magazine	No	N/A		
35-39	Male	Some what	Books Film Recorded music Socializing Fashion/app. Live music Nightclubs	Positive	No	No	N/A	Inaccurate: Too simple. Not literate.	Yes: national paper	No	N/A	Inaccurate: See above; Local papers add a religious (hostile) element.	Nice survey!

15-19	Male	Some what	Recorded music Books Fashion/app. Nightclubs Socializing Film Live music	Positive	No	No	N/A	Inaccurate	Yes: local & national paper, maga- zin	No	N/A	Inaccurate	
25-29	Male	Some what	Recorded music Live music Nightclubs Film Books Socializing Fashion/app.	Negative	Yes: digital cable	No	N/A	Inaccurate: superficial	Yes: maga- zin	Yes: it was a dark/ goth fanzine..	Positive	Inaccurate: superficial	
30-34	Male	No	Recorded music Books Film Socializing Live music Fashion/app. Nightclubs	Neutral	Yes: basic cable	No, just some clips on MTV2...	Positive	Accurate	Yes: local & national paper, maga- zin	No	N/A		Goth girls are nice...ok, kidding... no problem with goth people.
35-39	Male	Yes	Fashion/app. Recorded music Books Live music Film Socializing Nightclubs	Neutral	Yes: digital cable	Yes: Angel, just the dark feel of it. Birds of prey, Dress style of main charater.	Neutral	Inaccurate: They seem to use the dress styles well, but no idea of the music nor the life.	Yes: local paper	No	N/A		
25-29	Female	Some what	Socializing Nightclubs Live music Fashion/app. Recorded music Books Film	Positive	Yes: digital cable	No	N/A	Inaccurate: It seems to be a gross caricature; we are not all brooding, whiny and suicidal.	Yes: local paper	No	N/A	Inaccurate: It only seems to turn up in the news in a negative light, usually in the form of a religious reactionary backlash.	
20-24	Female	Some what	Fashion/app. Socializing	Positive	Yes: digital cable	No	N/A		Yes: local paper	No	N/A		

35-39	Female	Yes	Recorded music Live music Socializing Nightclubs Fashion/app. Books Film	Positive	Yes: basic cable	No	N/A	Inaccurate: We're still battling a stereotype, and media-skewed perceptions based on Columbine.	No	No	N/A	Inaccurate: Same reason as television above.	Unlike a lot of my contemporaries, I found the gothic culture later in life. I was introduced to it in my 20s, but didn't start really enjoying the music or dressing the part until my early 30s. It's as if I found a missing piece of myself. I love it. It gives me a sense of balance, because it explores the darker side of humanity, revealing its beauty and its dangers. Life isn't all hearts and flowers. The gothic culture is wonderful in that it gives us ways to express those darker emotions in creative and constructive ways. It's also expanded my social circle ten-fold. Also (and this is probably the most important), it's been crucial in helping me understand who I am, where I fit into this world, and it's helped me accept ME.
30-34	Female	Yes:	Socializing Fashion/app. Film Nightclubs Books Live music Recorded music	Positive	Yes	No	N/A	Inaccurate: Too many broad sweeping generalizations. Making us look like mansonites or devil worshippers	Yes: local paper, maga- zin	No	N/A	Inaccurate: one word.. Columbine	
35-39	Female	Yes	Nightclubs Live music Socializing Recorded music Fashion/app. Film Books	Neutral	Yes: digital cable	No	N/A	Inaccurate: Trades on bad stereotypes. Not that television gets subcultures right anyway, but goths are usually depicted as violent satanists.	No	No	N/A	Inaccurate: Same as television.	Most goth media appearances come around Halloween, when it's popular to talk about vampires and such. January doesn't have much goth. :-)
25-29	Male	Yes	Film Books Socializing Nightclubs Fashion/app. Live music Recorded music	Neutral	Yes: basic cable	No, unless you consider raiders fans to be an element, but I think there dorks personally	N/A	Inaccurate: it makes us all out to be snotty teenagers who are out of touch with reality, "I'm saving my virginity for marilyn manson" real quote from a movie	Yes: local paper	No	N/A	Inaccurate: they always assume the way the one little group they interviewed acts is the way we all act	the reason the media portrays us the way they do is because they are fascinated with us under the disguise of being concerned. they see us and we bring up images of evil and vampires and such, so thats how they wanna believe we are , the same way they treated metal heads.
35-39	Male	Some what	Recorded music Fashion/app. Socializing Nightclubs Film Live music Books	Neutral	No	No	N/A	Inaccurate: Usually they're the outcasts, and the trouble makers.	Yes: local paper	No	N/A	Inaccurate: Usually they're the outcasts, and the trouble makers.	I think you need to have a question regarding view goth content of the web, because a lot of people get their daily info overload from computers. Also video games have a big role in how goth are perceived too.

25-29	Male	No industrial fan	Recorded music Fashion/app. Live music Nightclubs Film Books Socializing	Positive	Yes: basic cable	No	N/A	Inaccurate: Because generally they do not know what does it mean exactly what is goth.	Yes: local paper	No	N/A	Inaccurate: Because generally they do not know what does it mean exactly what is goth.	I like goth, but i am not goth. I know goth but i am not goth. The medias generally do not know what is goth. They speak about it but they do not know, what is it. So they use wrong determination of the goth so they bewilder the people.	
30-34	Male	No	Recorded music Live music Film Socializing Nightclubs Fashion/app. Books	Positive	Yes: digital cable	Yes: Movie: The Crow	Positive	Inaccurate: Misunderstood	Yes: local & national paper, magazine	No	N/A	Inaccurate: Misunderstood		
20-24	Female	Some what	Books Film Live music Recorded music Fashion/app. Socializing Nightclubs	Positive	Yes: basic cable	No	N/A	Inaccurate: The media portrays Goth as depressed, suicidal, outcast, mean teenagers.	Yes: local paper	No	N/A		Good luck with the paper!	
20-24	Male	Some what	Film Books Recorded music Nightclubs Fashion/app. Live music Socializing	Positive	Yes: digital cable	Yes: Special Unit 2, Cradle of Filth	Positive	Inaccurate: they dont have a clue, and they only go for the style things, like cloths, and music, and horror	Yes: magazine	Yes: the mag was called bizarre.u k...	Inaccurate: somewhat goth, or dark go freanzied on what else can be made into goth, thus applying wider range of stylish elements, and thus a wider range of things that a goth should buy to be a goth. my point is that they go only for sales and commercialism, while the other papers have no clue what they touch when they venture into describing anything connected to this subculture. also, they stick the label "goth" on way too many things, such as anything thats black or dark, and they dont deal with	Yes: comeon, the mag was called bizarre.u k...	Inaccurate: the mag who call themselves somewhat goth, or dark go freanzied on what else can be made into goth, thus applying wider range of stylish elements, and thus a wider range of things that a goth should buy to be a goth. my point is that they go only for sales and commercialism, while the other papers have no clue what they touch when they venture into describing anything connected to this subculture. also, they stick the label "goth" on way too many things, such as anything thats black	send me a copy of the paper please to [email address removed] thanx, keep smiling, it may be ur last :-)
25-29	Male	Some what	Recorded music Nightclubs Live music Fashion/app. Books Film Socializing	Neutral	Yes: digital cable	No	N/A	Inaccurate: it seems to be portrayed a little overly dramatic at times. Like most things in major media, it's carried to an extreme level - which typically isn't accurate.	Yes: local paper	No	N/A	Inaccurate: While i'd never seen an account of Goth in a paper, I would assume the same biases that TV carries would be applicable in this case as well.		
30-34	Male	Yes Biker	Books Nightclubs Socializing Recorded music Fashion/app. Film Live music	Positive	Yes: digital cable	Yes: Buffy, Vampires, Magic, Angst, Love, Tears, Blood Buffy has it all.	N/A	Inaccurate: We are not all Suicidal, Whiney, Mopey, teenagers or Slackers who work at the video/Music stores for a crappy wages. Nor are Gun-toting, Trenchcoat-wearing, Hate-filled-idiot-racists who shoot up schools. Nor are we all devil-worshipping, promiscuous, sexually depraved sluts. Some of us are "all" of the afore-mentioned, but very few.	Yes: local paper, magazine	No	N/A	Inaccurate: See #11. [TV] Goth is never well represented in ANY media. If the piece dosen't go and make moral judgments, it comes out as a "Look at the Freaks" piece.	Hope this helps. I'd also advise you to LIVE as a Goth, rather than just write about us from the Outside of the scene. Of course, if you can't/won't do that, You Never will understand.	

Appendix C – Survey results

These tables show the results from quantitative sections of the questionnaire.
 7 surveys were filled out at a Goth related live concert in Santa Cruz
 and 20 online, after invitations were sent to 4 Goth emailing list.

Age	#	%
15-19	2	7.41
20-24	4	14.8
25-29	8	29.6
30-34	6	22.2
35-39	5	18.5
40-44	2	7.41
	27	100

Gender	#	%
Female	11	41
Male	16	59
	27	100

Are you Goth?	#	%
No	5	19
Somewhat	14	52
Yes	8	30
	27	100

Goth force in life	#	%
Negative	1	3.85
Neutral	10	38.5
Positive	15	57.7
	26	100

Selecting option as first choice

Importance	#	%
Socializing	4	16
Nightclubs	2	8
Fashion/app.	2	8
Rec. music	12	48
Live music	0	0
Books	3	12
Film	2	8
	25	100

Selecting option as second / third choice

Importance	#	%
Socializing	8	16
Nightclubs	5	10
Fashion/app.	7	14
Rec. music	4	8
Live music	13	26
Books	8	16
Film	5	10
	50	100

Watched TV	#	%
No	4	14.8
Yes: no cable	4	14.8
Yes: cable	7	25.9
Yes: digital	12	44.4
	27	100

Read paper	#
No	4
Yes: local	18
Yes: national	5
Yes: magazine	9

Remember Gothic on TV?	#	%
No	21	77.8
Yes	6	22.2
	27	100

Remember Gothic in the papers?	#	%
No	21	88
Yes	3	13
	24	100

How was Gothic on TV?	#	%
Negative	1	3.7
Neutral	2	7.41
Positive	4	14.8
Not applicable	20	74.1
	27	100

How was Gothic in the papers?	#	%
Negative	1	4.3
Neutral	0	0
Positive	1	4.3
Not applicable	21	91
	23	100

Gothic representation on TV?	#	%
Accurate	1	3.85
Inaccurate	25	96.2
	26	100

Gothic representation in the papers?	#	%
Accurate	0	0
Inaccurate	20	100
	20	100