



TV-Hero(in)es of Boys and Girls: Reception Studies of Favorite Characters

By Maya Götz

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Out of all the media that today's children encounter, what makes a particular TV character a child's favorite? Based on 80 case studies, in-depth fan studies and standardized surveys with over 5,000 children between the ages six and twelve in Germany, this book elucidates how girls and boys use TV characters in their everyday lives and their identity work.

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Editorial Review

Review

«Spanning a decade of highly innovative methodological work, this book gathers together a unique collection of studies as well as thought-provoking ideas about children's relationships with their favorite television characters. A unique voice in the study of children and television, Maya Götz offers us a wealth of empirical findings and surprising interpretations to dig into and learn from!» (Prof. Dafna Lemish, Southern Illinois University (USA))

About the Author

Maya Götz, Dr. phil., is Head of the International Central Institute for Youth and Educational Television (IZI) in Munich and of the PRIX JEUNESSE Foundation.

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