Table 1

*Codes and accompanying definitions used to analyze episodes for affective messages about literacy.*

|  |  |
| --- | --- |
| Code | Definition |
| R\_pow, W\_pow, Lit\_oth\_pow | Literacy gives you power to solve a problem, save the day |
| R\_use, W\_use, Lit\_oth\_use | Literacy is useful for accomplishing a task |
| R\_nec, W\_nec, Lit\_oth\_nec | Literacy is necessary to complete a task |
| R\_aff, W\_aff, Lit\_oth\_aff | Having positive feelings about literacy |
| R\_means, W\_means, Lit\_oth\_means | Literacy is a means to an end |
| R\_hap, W\_hap, Lit\_oth\_hap | Literacy make someone else happy |
| R\_enc, W\_enc, Lit\_oth\_enc | Giving encourage to another character or viewer to engage in literacy |
| R\_praise, W\_praise, Lit\_oth\_praise | Giving another character or viewers praise after engaging in literacy |
| R\_eff, W\_eff, Lit\_oth\_eff | Having positive feelings about effort towards literacy |
| R\_adv, W\_adv, Lit\_oth\_adv | Reading takes you on an adventure that is exciting |

Table 2

*Frequency and Percentage of Literacy Messages in Seasons 2 and 3 of Super WHY!*

|  |  |  |
| --- | --- | --- |
| Code | Frequency | Percentage |
| Reading encouragement | 749 | 27.5 |
| Reading is powerful | 527 | 19.3 |
| Reading is useful | 279 | 10.2 |
| Other literacy encouragement | 260 | 9.5 |
| Writing encouragement | 198 | 7.3 |
| Reading praise | 189 | 6.9 |
| Reading is a necessity | 132 | 4.8 |
| Reading is a means to an end | 86 | 3.2 |
| Writing is useful | 84 | 3.1 |
| Writing positive affect | 74 | 2.7 |
| Reading makes someone happy | 60 | 2.2 |
| Writing praise | 44 | 1.6 |
| Other literacy praise | 23 | .8 |
| Reading affect | 13 | .5 |
| Writing makes someone happy | 3 | .1 |
| Other literacy affect | 2 | .1 |
| Other literacy effort towards literacy | 2 | .1 |
| Reading takes you on exciting adventures adventures | 2 | .1 |
| **Total** | 2727 | 100.0 |

Table 3

*Items for the Modified Reading Attitudes Survey*

|  |  |
| --- | --- |
| Item Number | Item |
| 1\* | How do you feel when you read a book on a rainy Saturday? |
| 2 | How do you feel when you read a book in school during free time? |
| 3 | How do you feel about reading for fun at home? |
| 4\* | How do you feel about getting a book for a present? |
| 5 | How do you feel about spending free time reading? |
| 6 | How do you feel about starting a new book? |
| 7 | How do you feel about reading instead of playing? |
| 8 | How do you feel about going to a bookstore? |
| 9 | How do you feel about reading different kinds of books? *[Prompt: “a story, or a book that tells you information about the world around you, or book with the alphabet in it, different kinds of books”]* |
| 10 | How do you feel when the teacher asks you questions about what you read? |
| 11 | How do you feel about reading in school? |
| 12 | How do you feel about learning from a book? |

*\*Items removed from analysis*

Table 4

*Total Number of Experimental and Control Children with Low versus High Reading Attitudes Scores at Pretest and Posttest*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Pretest Reading  Attitudes Scores | | Posttest Reading  Attitudes Scores | |
|  | Low | High | Low | High |
| Control | 35 | 40 | 43 | 34 |
| Experimental | 33 | 34 | 29 | 40 |

Table 5

*Total Number of Males and Females by Condition and Attitude Category at Pretest and Posttest*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Pretest Reading  Attitudes Scores | | Posttest Reading  Attitudes Scores | |
|  |  | Low | High | Low | High |
| Control | Males | 18 | 19 | 24 | 13 |
| Females | 17 | 21 | 19 | 21 |
| Experimental | Males | 22 | 16 | 17 | 21 |
| Females | 11 | 18 | 12 | 19 |

Table 6

*Child Viewer’s Selection of their Favorite* Super Why! *Characters*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Gender of Child | Favorite Character | | | | | Total |
| Super Why | Alpha Pig | Princess Presto | Wonder Red | More than 1 character |
| Male | 26 (89.7%) | 2 (100.0%) | 1 (5.3%) | 1 (14.3%) | 8 (72.7%) | 38 (55.9%) |
| Female | 3 (10.3%) | 0 (.0%) | 18 (94.7%) | 6 (85.7%) | 3 (27.3%) | 30 (44.1%) |
| Total | 29 (42.6%) | 2 (2.9%) | 19 (27.9%) | 7 (10.3%) | 11 (16.2%) | 68 (100.0%) |