American’s watch a lot of television, clocking in at roughly 30 hours per week on average, making reports of its demise apparently premature. In this talk, I discuss a program of research that focuses on the influence of television content—the stories that are told, both literally and metaphorically—on viewers’ values, attitudes, and beliefs; in short, their worldview. This research is grounded in *cultivation theory*, which is the proposition that television is such a dominant socializing force in American culture that the symbolic messages are “cultivated” by viewers, and the more people watch television, the more their worldviews come to resemble those portrayed on television. The research I discuss addresses empirical tests of this proposition and develops cognitive process models to explain the effects.