African American sitcoms have proven to be an entertainment staple for many Americans, both Black and White; they depict a wide range of African American characters and social types that influence both groups’ perception of the African American experience. For example, compare the buffoonish characters presented in a show like “Amos ‘n Andy” to the popular 1980s sitcom “The Cosby Show,” where the professional success of Bill Cosby and his wife was the primary theme. Studies have found many members of the African American community concerned with the motives of TV and Film producers who continue to present inferior depictions of “street” Blacks, which can be paralyzing to African American heritage. Few studies have been conducted to better understand the impact of media imagery, both positive and negative, on the socialization of African Americans. The goal of this study is to see if cultural values, with respect to socialization, are strongly correlated with African American perceived social identity in prime-time sitcoms. Data for this research is drawn from both ethnographic and survey data that produce variation and in-depth analysis. Preliminary analysis shows that there is a significant and growing differentiation within the African American Community among social classes. In addition, the analysis shows a majority of African Americans feel that they should be held responsible for their own actions rather than finding scapegoats for social deficiencies. This study is significant because it will help the African American Community achieve a social and cultural consensus.