

CULTURAL INDICATORS PROJECT
MESSAGE SYSTEM ANALYSIS
CODEBOOK: INSTRUMENT D (CLOSE PERSONAL RELATIONSHIPS)

(Revised Feb., 1976)

PROGRAM AND ADMINISTRATIVE DATA:

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
1-2	Year	last 2 digits of year of program
3-6	Program I.D.	4 digit I.D. number
7-8	Coder I.D.	
9	Network	1 = ABC 2 = CBS 3 = NBC
10	Format	1 = cartoon 2 = TV play 3 = feature film
11	Program Type	1 = crime 2 = western 3 = action-adventure 4 = other
12	New or Old Program	0 = new program 1 = program continued from last year
13	Day or Evening Program	0 = daytime program 1 = program begins at 7:00PM 2 = program begins at 7:30PM 3 = program begins at 8:00PM 4 = program begins at 8:30PM 5 = program begins at 9:00PM 6 = program begins at 9:30PM 7 = program begins at 10:00PM 8 = program begins at 10:30PM
14	Place	0 = cannot code 1 = U.S. only 2 = U.S. and other 3 = only other
15	Date of Action	1 = before 1900 2 = turn of century to WWII 3 = WWII to 1965 4 = 1965 to present ("general present", contemporary with production) 5 = future 6 = other

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
16	Setting	0 = none indicated 1 = urban (central city to suburb of large metropolitan area) 2 = small town, inhabited, rural/rustic (village, farm, ranch) 3 = uninhabited, mobile 4 = mixed
17	Blank	<i>0 = fall</i> <i>1 = SP.</i>
<u>FIRST CHARACTER DATA:</u>		
18-22	Character I.D.	5 digit I.D. number
23	Status	1 = major 0 = minor
24	Humanity	0 = cannot code 1 = human 2 = humanized (speaking) animal, machine, thing, creature 3 = non-humanized animal, machine, thing, creature
25	Sex	1 = male 2 = female 3 = other
26-27	Chronological Age	age as known or estimated (0-99)
28	Social Age	0 = cannot code, various ages, ageless, other 1 = pre-adolescent and adolescent 2 = young adult (few responsibilities) 3 = settled adult 4 = elderly, old
29	Race	0 = cannot code 1 = white 2 = other race
30-32	Occupation	3 digit modified U.S. census codes
33	Field of Activity	0 = no discernible occupation activity, uncertain, other, mixed 1 = entertainment, arts, sports, mass media 2 = agriculture, farming, nature, animals 3 = business, industry, finance, transportation 4 = government, courts, law; official authority 5 = health, medicine, social welfare and services

Not there - not need for the liability

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
33	continued	6 = education (student, teacher) 7 = science 8 = religion 9 = illegal activity
34	Marital Status	0 = cannot code 1 = apparently never been married, no impending marriage 2 = impending marriage 3 = presently married 4 = separated 5 = formerly but no longer married (widowed, divorced) 6 = mixed 7 = presently cohabiting, "living with" someone; must be of the opposite sex
		From 67-74: 0 = cannot code 1 = unmarried, unknown, no impending marriage 2 = married, has been married, impending marriage
35	Homemaker	0 = cannot code; character is not shown as a homemaker 1 = character is shown as a homemaker
36	Children/ Natural	0 = cannot code, no information; has never had children 1 = character does have, or has had, a child of his own
37	Children/ Minor	0 = cannot code; character has no children 1 = character has children
38	Romantic Involvement	0 = cannot code 1 = the character is involved in one or more romantic relationships 2 = the character is not involved in a romantic relationship
39	Character Type	0 = cannot code 1 = "good guy" protagonist, positive or hero type 2 = mixed, neither, uncertain 3 = "bad guy" antagonist, villain type
40	Success	0 = cannot code 1 = clearly successful 2 = both, mixed, uncertain 3 = clearly unsuccessful
41	Violence Committed by Character	0 = character does not commit violence 1 = character commits non-fatal violence 2 = character commits fatal violence

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<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
42	Victimization	0 = character not victimized 1 = suffers non-fatal violence; not seriously hurt, recovers or appears to recover 2 = suffers fatal violence; dies violent death or fatal result is indicated

43 Blank

SECOND CHARACTER DATA:

44-48	Character I.D.	5 digit I.D. number
49	Status	1 = major 0 = minor
50	Humanity	0 = cannot code 1 = human 2 = humanized (speaking) animal, machine, thing, creature 3 = non-humanized animal, machine, thing, creature
51	Sex	1 = male 2 = female 3 = other
52-53	Chronological Age	age as known or estimated (0-99)
54	Social Age	0 = cannot code, various ages, ageless, other 1 = pre-adolescent and adolescent 2 = young adult (few responsibilities) 3 = settled adult 4 = elderly, old
55	Race	0 = cannot code 1 = white 2 = other race
56-58	Occupation	3 digit modified U.S. census codes
59	Field of Activity	0 = no discernible occupational activity, uncertain, other, mixed 1 = entertainment, arts, sports, mass media 2 = agriculture, farming, nature, animals 3 = business, industry, finance, transportation 4 = government, courts, law; official authority

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
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64	Romantic Involvement	0 = cannot code 1 = the character is involved in one or more romantic relationships 2 = the character is not involved in a romantic relationship
65	Character Type	0 = cannot code 1 = "good guy" protagonist, positive or hero type 2 = mixed, neither, uncertain 3 = "bad guy" antagonist, villain type
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<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
68	Victimization	0 = character not victimized 1 = suffers non-fatal violence; not seriously hurt, recovers or appears to recover 2 = suffers fatal violence; dies violent death or fatal result if indicated

NO

69 Blank

RELATIONSHIP DATA:

70	Family-Romance	0 = none of the below, mixed 1 = spouses 2 = family members other than spouses 3 = romantically involved (excluding spouses) 4 = become married
71	Kinship	0 = not related 1 = spouses 2 = parent and child 3 = grandparent and grandchild 4 = siblings 5 = aunt/uncle and niece/nephew 6 = cousins 7 = mother-/father-in-law and son-/daughter-in-law 8 = brothers-in-law, sisters-in-law, or brother- and sister-in-law 9 = mixed, uncertain
72	Work-Relatedness	1 = relationship occurs between associates in a common task 2 = occurs as a client relationship 3 = occurs as a result of one partner's occupation, but the partners are not work associates or in a client relationship 0 = none of the above
73	Beginning State	1 = warm, friendly 2 = somewhat tense 3 = hostile, unfriendly (0 = cannot code)
74	Ending State	1 = warm, friendly 2 = somewhat tense 3 = hostile, unfriendly (0 = cannot code)

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
75	Length of Acquaintance	0 = unclear 1 = partners have known each other for a long time 2 = partners know each other only recently
76	Happiness	1 = relationship is happy 2 = situation is mixed 3 = relationship is unhappy (0 = cannot code)
77	Sexual Interaction	1 = partners do not engage in overt sexual exchanges 2 = partners engage in only verbal sexual exchanges 3 = only physical sexual exchanges 4 = both verbal and physical exchanges 0 = cannot code
78	Amount of Conflict	1 = relationship is only amicable, peaceful; non-violent 2 = relationship has ups and down; some tension or conflict but non-violent 3 = relationship is violent (there is some violence regardless of other aspects and whether or not conflict is amicably resolved) (0 = cannot code)
79	Source of Conflict	0 = no conflict 1 = conflict is primarily caused by one or both partners 2 = conflict is primarily caused by some person other than the two partners 3 = conflict arises from circumstances (material, economic, work, illness) 4 = mixed
80	Card I.D.	'D'

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<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
16	Setting	0 = none indicated 1 = urban (central city to suburb of large metropolitan area) 2 = small town, inhabited, rural/rustic (village, farm, ranch) 3 = uninhabited, mobile 4 = mixed
17	Fall/Spring	0 = Fall 1 = Spring
<u>FIRST CHARACTER DATA:</u>		
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23	Status	0 = minor 1 = major
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0-5

4 = amicable
5 = in conflict

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80	Card I.D.	'D'

Changed

4 = 1 & 2 comb.
5 = 1 & 3 comb.
6 = 2 & 3 comb.
7 = 1, 2 & 3 comb.