

CULTURAL INDICATORS PROJECT
 MESSAGE SYSTEM ANALYSIS
 CODEBOOK: INSTRUMENT J (THE PROGRAM)
 CARD 1 (RELIGION)
 (FALL 1982)

<u>COLS.</u>	<u>VARIABLE</u>
1-4	PGMID 4 digit id number
5-6	CODER ID 2 digit id number
7	FORMAT (condensed version)
8-9	CHANNEL
10-13	AIRDATE
14-16	DURATION OF PROGRAM (in minutes)
17-18	TIME OF DAY
19-22	CITY OF BROADCAST
23	WHERE PROGRAM IS SHOWN
24	FORMAT OF PROGRAM
25	PRESENCE OF AUDIENCE
26	TECHNICAL SOPHISTICATION
27	MAJOR SETTING
28	PLACE
29-30	PLACE OF ORIGIN
31-32	WHERE TO WRITE
33	WHERE TO CALL
34	PHONES IN BACKGROUND
35-36	PRAYER
37-39	<u>MUSIC, SINGING</u>
37	UNDER CREDITS, TITLES, ETC.
38	HYMN
39	BACKGROUND MUSIC
40-45	<u>MUSIC PERFORMANCE</u>
40	SOLOIST
41	SMALL ENSEMBLE
42	BAND
43	ORGAN MUSIC
44	CHOIR
45	STUDIO OR SYMPHONIC ORCHESTRA

<u>COLS.</u>	<u>VARIABLE</u>
46-52	<u>ITEMS OFFERED</u>
46	BOOKS
47	PAMPHLETS-TRACTS
48	GIFTS
49	DISPLAY ITEMS
50	MAGAZINES/NEWSLETTERS
51	TAPES/RECORDS
52	OTHER (items offered)
53	COMMERCIAL BREAKS
54-66	<u>THEMES, TOPICS</u>
54	NATURE
55	SUPERNATURAL
56	SCIENCE
57	POLITICS
58	LAW ENFORCEMENT
59	CRIME
60	MASS COMMUNICATIONS
61	BUSINESS
62	SCHOOLS
63	FINANCIAL SUCCESS
64	CLOSE RELATIONSHIPS
65	HOME
66	MINORITY GROUPS
67-78	BLANK
79-80	CARD ID "J1"

CULTURAL INDICATORS PROJECT
 MESSAGE SYSTEM ANALYSIS
 CODEBOOK: INSTRUMENT J (THE PROGRAM)
 CARD 2 (RELIGION)
 (FALL 1982)

COLS.

VARIABLE

1-4	PGMID 4 digit id number
5-6	CODER ID 2 digit id number
7-10	<u>THEMES, TOPICS (continued)</u>
7	ARMED FORCES
8	IMPORTANCE OF FAMILY
9	FEAR OF AGING
10	DEATH AND/OR DYING
11-34	<u>PERSONAL AILMENTS, PROBLEMS</u>
11	HEALTH PROBLEMS-LIFE THREATENING
12	HEALTH PROBLEMS-MINOR
13	ALCOHOLISM
14	TOBACCO USE
15	DRUG ADDICTION
16	PHYSICAL HANICAPS
17	SUICIDE
18	FAMILY TENSIONS
19	GENERAL STRESS
20	WORK-RELATED STRESS
21	FINANCIAL PROBLEMS
22	UNEMPLOYMENT
23	LUST
24	HOMOSEXUALITY
25	SEXUAL DYSFUNCTION
26	SEXUAL DEVIANCE
27	FEAR OF AGING
28	MENTAL ILLNESS
29	ACCIDENT PREVENTION
30	SPIRITUAL ILLNESS
31	GUILT
32	SELF-CENTEREDNESS
33	MATERIALISM
34	OTHER(ailments, problems)

<u>COLS.</u>	<u>VARIABLE</u>
35-45	<u>MEANS OF CURE</u>
35	PRAYER
36	FAITH
37	CONVERSION
38	GENERAL FINANCIAL CONTRIBUTION
39	FINANCIAL CONTRIBUTION TO PROGRAM
40	WATCHING PROGRAM ONLY
41	WRITING, CALLING IN
42	PERSONAL EFFORT
43	CONFESSION
44	PRAYING TO INTERMEDIARY
45	OTHER (means of cure)
46-51	<u>SOCIAL PROBLEMS RELIGIOUS ACTIVITY</u>
	<u>HELPS SOLVE</u>
46	WAR
47	POVERTY, HUNGER
48	HATE, PREJUDICE
49	INJUSTICE
50	ABORTION
51	PORNOGRAPHY
52-78	BLANK
79-80	CARD ID "J2"

CULTURAL INDICATORS PROJECT
 MESSAGE SYSTEM ANALYSIS
 CODEBOOK: INSTRUMENT J (THE PROGRAM)
 CARD 3 (RELIGION)
 (FALL 1982)

<u>COLS.</u>	<u>VARIABLE</u>
1-4	PGMID 4 digit id number
5-6	CODER ID 2 digit id number
7-10	<u>SOCIAL PROBLEMS RELIGIOUS</u> <u>ACTIVITY HELPS SOLVE</u>
7	DIVORCE
8	TEENAGE PREGNANCY
9	ALCOHOLISM
10	DRUG ABUSE
11-19	<u>BIBLE REFERENCES OR MENTIONS</u>
11	BIBLE, SIMPLE MENTION
12	BIBLE, PLAN FOR LIFE
13	BIBLE PROPHECIES
14	REFERENCE - OLD TESTAMENT
15	REFERENCE - NEW TESTAMENT
16	REFERENCE - SOURCE UNCLEAR
17	DETAILED - OLD TESTAMENT
18	DETAILED - NEW TESTAMENT
19	DETAILED - SOURCE UNCLEAR
20	DEVIL
21	HELL
22	SECOND COMING
23	STATE OF ISRAEL
24	EMPHASIS ON FUNDS
25-33	<u>USE FOR FUNDS MENTIONED</u>
25	TV PRODUCTION
26	AIR TIME
27	HOSPITAL
28	SPREAD GOSPEL
29	HELP POOR
30	BUILDING PROJECT
31	EDUCATION

COLS.VARIABLE

32	UNSPECIFIED USE
33	OTHER (use for funds)
34-37	FUNDS REQUESTED
38-41	MINIMUM FUNDS REQUESTED
42-45	MAXIMUM FUNDS REQUESTED
46-49	<u>MEANS OF FEEDBACK</u>
46	LOCAL CENTERS
47	LOCAL CHURCHES
48	PHONE NUMBERS TO CALL
49	ADDRESSES TO WRITE TO
50-55	<u>PURPOSE STATED FOR FEEDBACK</u>
50	COUNSELING
51	PRAYER
52	POLLING ON ISSUES
53	FREE GIFTS
54	DONATIONS
55	OTHER (purpose for feedback)
56	DOES HOST PROMISE TO ANSWER MAIL?
57	ANCILLARY ACTIVITIES PROMOTED
58-78	BLANK
79-80	CARD ID "J3"

CULTURAL INDICATORS PROJECT
 MESSAGE SYSTEM ANALYSIS
 CODEBOOK: INSTRUMENT J (THE PROGRAM)
 CARD 4 (RELIGION)
 (FALL 1982)

COLS.

VARIABLE

1-4	PGMID 4 digit id number
5-6	CODER ID 2 digit id number
7-12	<u>NON-BIBLICAL REFERENCES</u>
7	REFERENCE "A"
8	REFERENCE "B"
9	REFERENCE "C"
10	REFERENCE "D"
11	REFERENCE "E"
12	REFERENCE "F"
13-17	<u>SEX AND VIOLENCE</u>
13	VIOLENCE IN SOCIETY
14	VIOLENCE IN THE WORLD
15	VIOLENCE IN FAMILY LIFE
16	"SINFUL", SEXUAL BEHAVIOR
17	"APPROVED" SEXUAL BEHAVIOR
18	REFERENCES TO LOCAL CHURCHES
19	REFERENCES TO RELIGIOUS ORGANIZATIONS AND DENOMINATIONS
20-47	<u>SOCIAL/MORAL/POLITICAL ISSUES</u>
20	ABORTION - EMPHASIS
21	ABORTION - TENDENCY
22	EUTHANASIA - EMPHASIS
23	EUTHANASIA - TENDENCY
24	PRE-BIRTH MONITORING - EMPHASIS
25	PRE-BIRTH MONITORING - TENDENCY
26	CONTRACEPTION - EMPHASIS
27	CONTRACEPTION - TENDENCY
28	NEW MORALITY - EMPHASIS
29	NEW MORALITY - TENDENCY

<u>COLS.</u>	<u>VARIABLE</u>
30	SEXUAL DEVIANCY - EMPHASIS
31	SEXUAL DEVIANCY - TENDENCY
32	PORNOGRAPHY - EMPHASIS
33	PORNOGRAPHY - TENDENCY
34	WOMEN'S RIGHTS - EMPHASIS
35	WOMEN'S RIGHTS - TENDENCY
36	MINORITY RIGHTS - EMPHASIS
37	MINORITY RIGHTS - TENDENCY
38	HOMOSEXUALITY - EMPHASIS
39	HOMOSEXUALITY - TENDENCY
40	COMMUNISM/SOCIALISM - EMPHASIS
41	COMMUNISM/SOCIALISM - TENDENCY
42	INCREASED MILITARY SPENDING - EMPHASIS
43	INCREASED MILITARY SPENDING - TENDENCY
44	GUN CONTROL - EMPHASIS
45	GUN CONTROL - TENDENCY
46	DEATH PENALTY - EMPHASIS
47	DEATH PENALTY - TENDENCY
48-78	BLANK
79-80	CARD ID "J4"

CULTURAL INDICATORS PROJECT

MESSAGE SYSTEM ANALYSIS

CODEBOOK: INSTRUMENT J (THE PROGRAM)

CARD 5 (RELIGION)

(FALL 1982)

COLS.

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VARIABLE

PGMID 4 digit id number

CODER ID 2 digit id number

SOCIAL/MORAL/POLITICAL ISSUES(cont'd)

PRAYER - EMPHASIS

PRAYER - TENDENCY

EVOLUTION - EMPHASIS

EVOLUTION - TENDENCY

ALCOHOL - EMPHASIS

ALCOHOL - TENDENCY

SMOKING - EMPHASIS

SMOKING - TENDENCY

DRUG USE - EMPHASIS

DRUG USE - TENDENCY

REAGANOMICS - EMPHASIS

REAGANOMICS - TENDENCY

LABOR UNIONS - EMPHASIS

LABOR UNIONS - TENDENCY

WELFARE - EMPHASIS

WELFARE - TENDENCY

WORK ETHIC - EMPHASIS

WORK ETHIC - TENDENCY

STANDARDS FOR POLITICIANS - EMPHASIS

STANDARDS FOR POLITICIANS - TENDENCY

DIVORCE - EMPHASIS

DIVORCE - TENDENCY

REMARRIAGE - EMPHASIS

REMARRIAGE - TENDENCY

NUCLEAR WEAPONS - EMPHASIS

NUCLEAR WEAPONS - TENDENCY

ENVIRONMENTAL MOVEMENT - EMPHASIS

ENVIRONMENTAL MOVEMENT - TENDENCY

COLS.

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VARIABLEOTHER SOCIAL INSTITUTIONS

MEDICINE , DOCTORS

EDUCATION, SECULAR

EDUCATION, COLLEGE

EDUCATION, CHURCH-RELATED

GOVERNMENT, POLITICIANS

SCIENCE, SCIENTISTS

MILITARY

BUSINESS, BUSINESS LEADERS

LAW, LAWYERS, COURTS, JUDGES

JOURNALISTIC MEDIA

ENTERTAINMENT MEDIA

MISCELLANEOUS THEOLOGICAL ISSUES

BIBLICAL INERRANCY

CONTROVERSY BETWEEN CHRISTIANS

SECULAR HUMANISM

PAGANISM, OCCULT, MAGIC

MORAL RELATIVISM

MATERIALISM

LIBERATION THEOLOGY

CHARISMATIC MOVEMENT

BLANK

CARD ID "J5"

CULTURAL INDICATORS PROJECT
MESSAGE SYSTEM ANALYSIS
CODEBOOK: INSTRUMENT J (THE PROGRAM)
CARD 6 (RELIGION)
(FALL 1982)

COLS.

VARIABLE

1-4	PGMID 4 digit id number
5-6	CODER ID 2 digit id number
7	TREATMENT OF VIEWERS
8	PURPOSE OF THE PROGRAM
9	GOD'S ACTIVITY IN THE WORLD
10	CHARISMATIC EXPERIENCE
11	PHILOSOPHY OF THE PROGRAM
12	PERSONAL VS. PUBLIC
13	HEALING
14-78	BLANK
79-80	CARD ID "J6"