

FROM CINS ON 01/13/78 AT 16:23

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Sheryl and Robin: For your information

Jan. 13, 1983

Reletels: The continuing reliability saga

The use of the cannot code category by coders was, as instructed, very infrequent. Again, lumping the cannot code with "appears" or "mentioned" categories is very problematic. In most cases confusion among the different categories used when something appeared should have been handled by coding that particular item as "mixed". It is also problematic to lump cannot code with does not appear or not mentioned but we can interpret the use of this category as indicative of a hazy presentation that is probably more similar to does not appear than appear.

At any rate I did some further analyses lumping cannot code with does not appear/not mentioned where it was applicable. This results in "saving" 5 additional items:

- 80. WAR (Social Problem) (EC)
- 175. "SECULAR HUMANISM" (C)
- 179. LIBERATION THEOLOGY (EC)
- 180. CHARISMATIC MOVEMENT, PENTACOSTALISM (EC)
- 187. HEALING SHOWN (C)

I have added the appropriate figures to the annotated instrument and have left each of you copies of those pages that have been changed.

So now you ask -- where was the confusion? For most items, confusion was between the appears and does not appear categories -- one pair said the item appeared and the other that it did not. There was no pattern to this confusion -- each and every pair made similar judgments. The reliability analyses in which I systematically eliminated each coder pair were remarkable similar. The same items were likely to be reliable no matter which pair coded them.

When faced with attributing the unreliability to something or other we have few choices. We can attribute it to recording instrument ambiguity (which, in some instances, might be the case) -- our coding schemes are not as good as we thought they were. Given all of our attention to this instrument, viewing, fights, etc., I do not think this is true in too many instances. Another possible cause for unreliability is that the item in question just did not appear. This certainly is true for a few items and can be handled as a finding. Finally, the unreliability can be attributed to the programs themselves -- there are a lot of different (and many mixed) messages embedded in these programs. I think that we can use this to our advantage -- we can report the low reliability as indicative of confused messages. Different preachers trying to keep everyone happy, play both sides of the fence, etc. This will be especially relevant in regard to items relating to uses of funds, cures for ailments, etc.

Finally, the results of the reliability are not really as bleak as they may seem to appear. We have a large number of reliable items and their analysis should keep us more than busy and provide more than enough information for a good report.

Where PROGRAMS are shown

1 = Philadelphia

2 = Atlanta

3 = Both cities

| <u>PGMID</u> | <u>Code</u> | <u>PGMID</u> | <u>Code</u> |
|--------------|-------------|--------------|-------------|
| 001 | 3 | 023 | 3 |
| 002 | 2 | 024 | 1 |
| 003 | 3 | 025 | W |
| 004 | 2 | 026 | W |
| 005 | 1 | 027 | W |
| 006 | 3 | 028 | W |
| 007 | 2 | 029 | W |
| 008 | 3 | 030 | W |
| 009 | 3 | 031 | W |
| 010 | 3 | 032 | W |
| 011 | 1 | 033 | W |
| 012 | 2 | 034 | W |
| 013 | 1 | 035 | W |
| 014 | 3 | 036 | W |
| 015 | 1 | 037 | W |
| 016 | 3 | 038 | W |
| 017 | 2 | 039 | W |
| 018 | W | 040 | W |
| 019 | W | 041 | W |
| 020 | W | 042 | W |
| 021 | W | 043 | W |
| 022 | W | 044 | W |

80 thru 89. SOCIAL PROBLEMS RELIGIOUS ACTIVITY HELPS SOLVE

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for each:

0 = cannot code

1 = not mentioned

2 = God or Jesus solves

3 = solved by other means

4 = God/Jesus solves with or through other means

5 = cannot be solved

6 = part of God's plan

1: (0)(1)(2)(3)(4)(5)(6)

2: (0)(1) (2 3 4) (5)(6)

3: (0,1) (2 3 4) (5) (6)

***EC** 80. War 1: .455 (N) 2: .542 (N) 3: .604 (N)

81. Poverty, hunger 1: .345 (N) 2: .472 (N)

82. Hate, prejudice 1: .372 (N) 2: .479 (N)

83. Injustice 1: .190 (N) 2: .229 (N)

***C** 84. Abortion 1: .521 (N) 2: .782 (N)

***C** 85. Pornography 1: .478 (N) 2: .696 (N)

86. Divorce, family breakdown 1: .234 (N) 2: .322 (N)

***EL** 87. Teenage pregnancy 1: .658 (N) 2: .658 (N)

88. Alcoholism 1: .244 (N) 2: .272 (N)

89. Drug abuse 1: .401 (N) 2: .561 (N)

173 thru 180. MISCELLANEOUS THEOLOGICAL ISSUES

- * 0 = cannot code 1: (0)(1)(2)(3)(4)
- * 1 = not mentioned
- * 2 = mentioned, negative 2: (0)(1)(2)(3)(4)
- * 3 = mentioned, neutral
- * 4 = mentioned, positive 3: (0,1)(2)(3)(4)

173. Biblical Inerrancy (must use term like "inerrant," "without error," etc.)

1: .309 (0) 2: .309 (N)

174. Controversy or disagreement between Christians

1: .494 (0) 2: .538 (N)

***C** 175. "Secular humanism"

1: .498 (0) 2: .502 (N) 3: .724 (0)

176. Paganism, occult, magic

1: .129 (0) 2: .129 (N)

177. "Moral Relativism"

1: .254 (0) 2: .254 (N)

178. Materialism, material wealth, worldly riches, property

1: .467 (0) 2: .461 (N)

***EC** 179. Liberation theology

1: .284 (0) 2: .287 (N) 3: .657 (0)

***EC** 180. Charismatic movement, Pentacostalism

1: .487 (0) 2: .494 (N) 3: .665 (0)

181. PERCEPTION, TREATMENT OF VIEWERS

- 0 = cannot code
- 1 = viewers need saving
- 2 = viewers are saved, others "out there" need saving
- 3 = viewers and others are saved
- 4 = viewers and others need saving
- 5 = other (write in): _____

• 257 (N)

182. EXPLICIT GENERAL PURPOSE OF PROGRAM

- 0 = cannot code (0)(1)(2)(3)(4) .453 (N)
- 1 = saved souls
- 2 = social change (0)(1)(2)(3)(4) .461 (N)
- 3 = both
- 4 = other (write in): _____

183. NATURE OF GOD'S ACTIVITY IN WORLD

- 0 = cannot code
 1 = God is enigmatic, mysterious
 2 = God is straightforward, predictable
 3 = mixed

.209 (N)

184. CHARISMATIC EXPERIENCES SHOWN (speaking in tongues, shaking fits, etc.)

- 0 = no
 1 = yes

.388 (N)

185. WHAT IS THE OVERALL PHILOSOPHY OF THE PROGRAM?

Does the program seem to be more like "A", more like "B", or a mixture of "A" and "B"?

Philosophy "A"--Viewers are told to set their sights on "heavenly" matters only, to trust in an afterlife or a heavenly realm where all will be well, turning away from concerns about "this life" or "this world." Salvation of individual souls is the dominant or sole concern for believers.

Philosophy "B"--Viewers should concentrate on this world, on making things better in everyday, "real" life for either the individual or for society. The "here and now" is the dominant concern.

- 0 = Cannot code
 1 = "A": "other worldliness"
 2 = "B": "this worldliness"
 3 = Mixed, both
 4 = Neither stressed

.242 (N)

186. PERSONAL VS. PUBLIC THEOLOGY

Overall, does the program stress personal issues (personal salvation, personal health, personal happiness, etc.) or public issues (other people's salvation, welfare of neighbors or of others, political issues which affect others, etc.)

- 0 = Cannot code
 1 = More concerned about "self" or "personal"
 2 = More concerned about "others"
 3 = Mixed
 4 = Neither stressed

.209 (N)

*C 187. HEALING SHOWN

- 0 = cannot code
 1 = no healing shown
 2 = individual or mass healing by praying
 or laying on of hands
 3 = via television (hands placed on screen or set, etc.)
 4 = mixed or both

(0)(1)(2)(3)(4) .554 (N)

(0)(1)(2)(3)(4) .573 (N)

(0)(1)(2)(3)(4) .718 (N)

JCARD

Input Format Fixed (F4.0, 2X, F1.0, F2.0, F4.0, F3.0,
F2.0, F4.0, 5F1.0, 2F2.0, 2F1.0, F2.0, 30F1.0, 1,
6X, 45F1.0, 1, 6X, 27F1.0, 3F4.0, 12F1.0, 1,
6X, 41F1.0, 1, 6X, 47F1.0, 1, 6X, 7FD)

KCARD

Input Format Fixed (F4.0, 2X, F5.0, F3.0, 8F1.0,
F2.0, 11F1.0, F2.0, 16F1.0, 1, 11X, 7F1.0,)