

CULTURAL INDICATORS PROJECT  
MESSAGE SYSTEM ANALYSIS  
ARCHIVED RELIABILITY DATA - INSTRUMENT A (March 1976)

Data from years: 1969-1974

Data Sets: P1 Cartoons: DSN=U.P005386.ARPUNPIC (N=217)  
P1 General: DSN=U.P005386.ARPUNP1G (N=363)  
P2 Cartoons: DSN=U.P005386.ARPUNP2C (N=217)  
P2 General: DSN=U.P005386.ARPUNP2G (N=363)

DCB=(LRECL=80,RECFM=FB,BLKSIZE=6400)

Codebook: follows January 1976 codebook for instrument A, with  
following exceptions:

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
11-14	Duration of Violent Action (Seconds)	blank - not recorded 69-74
31	Setting - Habitat	0 = none indicated 1 = urban (central city to suburb of large metropolitan area) 6 = mixed, combination 8 = small town, rural or rustic 9 = uninhabited, mobile
56-60	Duration of Violent Actions (Minutes)	blank - not recorded 69-74
79-80	Card ID	"AA"

# DESCRIPTION OF THE STATE OF RELIABILITY CUMULATIVE DATA SETS from 1969 - 1976 F

CULTURAL INDICATORS PROJECT  
 MESSAGE SYSTEM ANALYSIS  
 CODEBOOK: INSTRUMENT A (THE PROGRAM)

(Revised May , 1976)

(\* denotes variables not available for 1967-68)

(# denotes variables available from 1973)

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
1-2	Year	last 2 digits of year of program
3-6	Program Number	4 digit I.D. number
7-10	Coder I.D. Number	
11-14	#Duration of Violent Actions	(in seconds)
* 15-16	Total Number of Violent Acts in Program <sup>(from 75)</sup>	
17	√ Network	1 = ABC 2 = CBS 3 = NBC
18-19	Air Date	2 digits of day of month recorded
20-22	Duration	Time in minutes
23	√ Format Form	1 = cartoon 2 = TV play 3 = feature film
24	√ Program Type CWMA?	1 = crime 2 = western 3 = action-adventure 4 = other
25	√ New or Old Program	0 = new program 1 = program continued from last year <del>2 = special program</del>
26	√ Daytime or Evening Program	0 = daytime program 1 = program begins at 7:00 PM 2 = program begins at 7:30 PM 3 = program begins at 8:00 PM 4 = program begins at 8:30 PM 5 = program begins at 9:00 PM 6 = program begins at 9:30 PM 7 = program begins at 10:00 PM 8 = program begins at 10:30 PM

\* not recorded for 69-74

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>
27	Spring/Fall	0 = Fall 1 = Spring
28	Tone of Program	0 = cannot code 1 = comic, light, humorous 2 = mixed 3 = mostly serious
		Codes For 67-68 Only:
29	Place	1 = comic 2 = other  0 = cannot code 1 = U.S. only 2 = U.S. and other 3 = only other
30	Date of Action	0 = cannot code 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
31	Setting-Habitat  <i>8 = small town, rural or rustic</i> <i>9 = uninhabited, mobile</i>	0 = none indicated 1 = urban (central city to suburb of large metropolitan area) 2 = small town, inhabited, 3 rural/rustic (village, farm, ranch) 4 = uninhabited, 5 mobile 6 = mixed
32-49	Themes and Aspects of Life- Emphasis	0 = no attention paid to theme 1 = theme is present, minor or inci- dental to plot 2 = theme is significant to plot 3 = theme is major focus or issue of plot
32	Nature	
33	*Supernatural	
34	*Science	
35	*Politics	
36	*Law Enforcement	
37	Crime	
38	*Mass Communications	
39	*Business	
40	*Schools	
41	*Religion	
42	*Financial Success	
43	*Close Relationships	
44	*Home	
45	Minority Groups	
46	Armed Forces	
47	*Handicap	
48	*Physical Illness	
49	*Mental Illness	

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
50	Drugs, Narcotics - Use, Abuse	0 = no attention 1 = attention paid, but not to harmful effects 2 = attention paid to harmful effects, minor or incidental to the plot 3 = attention paid to harmful effects, significant to the plot 4 = attention paid to harmful effects, main issue or focus of plot
51	*Alcohol, Use, Abuse	(See Drugs - Use, Abuse codes)
52	*Nature of Armed Forces	0 = armed forces not shown 1 = regular (official, organized by state) armed forces shown 2 = irregular (unofficial) armed forces shown 3 = both regular and irregular
53	*Role of Armed Forces	0 = armed forces not shown 1 = armed forces shown in peacetime 2 = armed forces shown in wartime, but not in combat 3 = armed forces shown in combat
54	*Seriousness of Violence	0 = no violence in program 1 = strictly humorous, sham violence 2 = partly humorous, ambivalent 3 = mostly real, serious violence even if in cartoon or comedy
55	Significance of Violence	0 = no violence shown 1 = violence incidental to plot 2 = violence significant to plot 3 = violence major outstanding feature of climax (code not available for 67-68)
* 56-60	Duration of Violence (from 75)	(in minutes)
61-79	Blank	
80	Card I.D.	'A'

\* not recorded for 1969-1974

CULTURAL INDICATORS PROJECT  
MESSAGE SYSTEM ANALYSIS  
CODEBOOK: INSTRUMENT A (THE PROGRAM)

(Revised <sup>Meq</sup> Jan., 1976)

(\* denotes variables not available for 1967-68)  
(# denotes variables available from 1973)

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
1-2	Year	last 2 digits of year of program
3-6	Program Number	4 digit I.D. number
7-10	Coder I.D. Number	
11-14	#Duration of Violent Actions	(in seconds)
15-16	Total Number of Violent Acts in Program	
17	Network	1 = ABC 2 = CBS 3 = NBC
18-19	Air Date	2 digits of day of month recorded
20-22	Duration	Time in minutes
23	Format	1 = cartoon 2 = TV play 3 = feature film
24	Program Type	1 = crime 2 = western 3 = action-adventure 4 = other
25	New or Old Program	0 = new program 1 = program continued from last year
26	Daytime or Evening Program	0 = daytime program 1 = program begins at 7:00 PM 2 = program begins at 7:30 PM 3 = program begins at 8:00 PM 4 = program begins at 8:30 PM 5 = program begins at 9:00 PM 6 = program begins at 9:30 PM 7 = program begins at 10:00 PM 8 = program begins at 10:30 PM

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
27	<del>Blank</del> SPRING/Fall	0 = Fall 1 = Spring
28	Tone of Program	0 = cannot code 1 = comic, light, humorous 2 = mixed 3 = mostly serious
		Codes For 67-68 Only:
29	Place	1 = comic 2 = other
30	Date of Action	0 = cannot code 1 = U.S. only 2 = U.S. and other 3 = only other
31	Setting-Habitat <i>Codes:</i>	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
32-49	Themes and Aspects of Life- Emphasis	0 = none indicated 1 = urban (central city to suburb of large metropolitan area) 2 = small town, <sup>3</sup> inhabited, rural/rustic (village, farm, ranch) 4 = uninhabited, <sup>5</sup> mobile 6 = mixed
32	Nature	0 = no attention paid to theme 1 = theme is present, minor or inci- dental to plot 2 = theme is significant to plot 3 = theme is major focus or issue of plot
33	*Supernatural	
34	*Science	
35	*Politics	
36	*Law Enforcement	
37	Crime	
38	*Mass Communications	
39	*Business	
40	*Schools	
41	*Religion	
42	*Financial Success	
43	*Close Relationships	
44	*Home	
45	Minority Groups	
46	Armed Forces	
47	*Handicap	
48	*Physical Illness	
49	*Mental Illness	

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
50	Drugs, Narcotics - Use, Abuse	0 = no attention 1 = attention paid, but not to harmful effects 2 = attention paid to harmful effects, minor or incidental to the plot 3 = attention paid to harmful effects, significant to the plot 4 = attention paid to harmful effects, main issue or focus of plot
51	*Alcohol, Use, Abuse	(See Drugs - Use, Abuse codes)
52	*Nature of Armed Forces	0 = armed forces not shown 1 = regular (official, organized by state) armed forces shown 2 = irregular (unofficial) armed forces shown 3 = both regular and irregular
53	*Role of Armed Forces	0 = armed forces not shown 1 = armed forces shown in peacetime 2 = armed forces shown in wartime, but not in combat 3 = armed forces shown in combat
54	*Seriousness of Violence	0 = no violence in program 1 = strictly humorous, sham violence 2 = partly humorous, ambivalent 3 = mostly real, serious violence even if in cartoon or comedy
55	Significance of Violence	0 = no violence shown 1 = violence incidental to plot 2 = violence significant to plot 3 = violence major outstanding feature of climax (code not available for 67-68)
56-60	Duration of Violence	(in minutes)
61-79	Blank	
80	Card I.D.	'A'