

RELIABILITY OF VARIABLES  
 A - THE PROGRAM  
 1979

<u>Variable</u>	<u>Code</u>	<u>All</u>	<u>Daytime</u>	<u>Prime-time</u>
Duration of Violence-part 1	original	.734 I	.796 I	.704 I
		.702 R	.562 R	.748 R
Duration of Violence-part 2	original	.432 I	.304 I	.533 I
		.426 R	.255 R	.507 R
# of Violent Acts	original	.862 I	.832 I	.874 I
		.656 R	.522 R	.701 R
# of Injuries	original	.304 I	-.002 I	.339 I
		.695 R	.466 R	.720 R
# of Deaths	original	.358 I	.900 I	.330 I
		.811 R	.906 R	.773 R
Tone	original	.606 N	.544 N	.618 N
		.820 O	.759 O	.840 O
Place	original	.665 N	.668 N	.551 N
Date	original (1,2,3)(4)(5)(6)	.632 N	.561 N	.707 N
		.672 N	.560 N	.799 N
Setting	original (0)(1)(2,3)(4,5)(6)	.484 N	.432 N	.505 N
		.568 N	.506 N	.598 N
Nature	original (0)(1,2,3)	.371 N	.352 N	.324 N
		.547 O	.590 O	.412 O
		.223 N	-.042 N	.407 N
Supernatural	original (0)(1,2,3)	.365 N	.346 N	.365 N
		.480 O	.480 O	.484 O
		.406 N	.429 N	.386 N
Science	original (0)(1,2,3)	.266 N	.262 N	.049 N
		.487 O	.473 O	.300 O
		.180 N	.330 N	-.042 N
Politics	original (0)(1,2,3)	.472 N	.441 N	.447 N
		.573 O	.641 O	.492 O
		.537 N	.616 N	.440 N
Law Enforcement	original (0)(1,2,3)	.482 N	.508 N	.438 N
		.626 O	.504 O	.732 O
		.603 N	.540 N	.626 N
Crime	original (0)(1,2,3)	.518 N	.616 N	.420 N
		.781 O	.795 O	.760 O
		.652 N	.726 N	.544 N
Mass Communication	original (0)(1,2,3)	.398 N	.315 N	.309 N
		.502 O	.411 O	.463 O
		.458 N	.360 N	.139 N
Business	original (0)(1,2,3)	.440 N	.214 N	.466 N
		.658 O	.423 O	.676 O
		.583 N	.343 N	.644 N

## A - continued (2)

<u>Variable</u>	<u>Code</u>	<u>All</u>	<u>Daytime</u>	<u>Prime-time</u>
Schools	original	.603 N	.632 N	.476 N
		.626 O	.624 O	.515 O
	(0)(1,2,3)	.613 N	.624 N	.466 N
Religion	original	.520 N	.251 N	.456 N
		.624 O	.363 O	.626 O
	(0)(1,2,3)	.625 N	.353 N	.566 N
Finance	original	.362 N	.470 N	.169 N
		.667 O	.659 O	.594 O
	(0)(1,2,3)	.584 N	.643 N	.309 N
Close Relationships	original	.393 N	.255 N	.279 N
		.650 O	.367 O	.572 O
	(0)(1,2,3)	.533 N	.304 N	.230 N
Home	original	.388 N	.298 N	.290 N
		.653 O	.428 O	.591 O
	(0)(1,2,3)	.531 N	.400 N	.176 N
Minority Groups	original	.448 N	.410 N	.354 N
		.576 O	.498 O	.487 O
	(0)(1,2,3)	.538 N	.441 N	.493 N
Armed Forces	original	.609 N	.464 N	.657 N
		.757 O	.656 O	.793 O
	(0)(1,2,3)	.726 N	.634 N	.752 N
Importance of Family	original	.363 N	.108 N	.337 N
		.554 O	.095 O	.602 O
	(0)(1,2,3)	.401 N	.100 N	.313 N
Fear of Aging	original	.165 N	0.0 N	.151 N
		.382 O	0.0 O	.396 O
	(0)(1,2,3)	.365 N	0.0 N	.363 N
Eccentric Behavior	original	.124 N	-.139 N	.358 N
		.252 O	-.062 O	.537 O
	(0)(1,2,3)	.175 N	-.183 N	.503 N
Crimes Against the Elderly	original	.205 N	0.0 N	.222 N
		.437 O	0.0 O	.489 O
	(0)(1,2,3)	.426 N	0.0 N	.471 N
Death	original	.541 N	.359 N	.508 N
		.746 O	.484 O	.741 O
	(0)(1,2,3)	.713 N	.488 N	.703 N
Physical Handicap	original	.439 N	0.0 N	.436 N
		.502 O	0.0 O	.511 O
	(0)(1,2,3)	.490 N	0.0 N	.487 N
Physical Illness	original	.499 N	.299 N	.474 N
		.667 O	.434 O	.651 O
	(0)(1,2,3)	.634 N	.406 N	.614 N
Mental Illness	original	.544 N	0.0 N	.507 N
		.671 O	0.0 O	.645 O
	(0)(1,2,3)	.658 N	0.0 N	.617 N
Drugs	original	.526 N	.517 N	.482 N
		(.655 O)	(.682 O)	(.625 O)
	(0)(1)(2,3,4)	.562 N	.516 N	.531 N
		(.650 O)	(.686 O)	(.609 O)
	(0,1)(2,3,4)	.504 N	-.025 N	.615 N

## A - continued (3)

<u>Variable</u>	<u>Code</u>	<u>All</u>	<u>Daytime</u>	<u>Prime-time</u>
Alcohol	original	.640 N	-.025 N	.483 N
	(0)(1)(2,3,4)	.671 N	-.025 N	.535 N
	(0,1)(2,3,4)	.335 N	0.0	.291 N
Nature of Armed Forces	original	.696 N	.605 N	.738 N
Role of Armed Forces	original	.828 N	.738 N	.871 N
Seriousness of Violence	original	.590 N	.548 N	.564 N
		.661 O	.416 O	.780 O
Significance of Violence	original	.465 N	.268 N	.625 N
		.765 O	.542 O	.889 O
Reference to Violence	original	.328 N	.278 N	.357 N
		.484 O	.310 O	.597 O
	(0)(1)(2,3)	.333 N	.272 N	.371 N
		.469 O	.298 O	.592 O
(0)(1,2,3)		.311 N	.230 N	.365 O
Number Injured-Not on C forms	original	-.013 I	0.0 I	-.018 I
		.643 R	0.0 R	.666 R
Number Killed-Not on C forms	original	.524 I	0.0 I	.616 I
		.749 R	.542 R	.750 R
Type of Sexual Portrayal	original	.772 N	.712 N	.553 N
Nature of Sexual Portrayal	original	.674 N	.510 N	.530 N
	(0)(1)(2,3,4)(5)(6)	.686 N	.510 N	.558 N
Seriousness of Sexual Portrayal	orig.	.595 N	.556 N	.431 N
Degree of Sexual Portrayal	original	.667 N	.582 N	.494 N
		.797 O	.654 O	.614 O
	(0)(1,2)(3,4)	.568 N	.380 N	.554 N
(0,1,2)(3,4)	.568 N	.380 N	.554 N	
Magnitude of Sexual Portrayal	original	.628 N	.541 N	.496 N
		.830 O	.631 O	.768 O
Violence and Sexual Interaction	original	.706 N	.622 N	.328 N
	(0)(1)(2)(3,4,5)	.720 N	.622 N	.386 N
Casual Physical Contact-Innuendo	original	0.0 N	0.0 N	0.0 N
		0.0 O	0.0 O	0.0 O
	(0)(1)(2,3,4)	0.0 N	0.0 N	0.0 N
Casual Physical Contact-Explicit	original	.566 N	.288 N	.344 N
		.647 O	.288 O	.469 O
	(0)(1)(2,3,4)	.654 N	.288 N	.431 N
Kissing Innuendo	original	-.020 N	0.0 N	-.032 N
		-.014 O	0.0 O	-.021 O
	(0)(1)(2,3,4)	-.025	0.0 N	-.042 N
Kissing Explicit	original	.743 N	.837 N	.673 N
		.873 O	.946 O	.822 O
	((0)(1)(2,3,4)	.852 N	.944 N	.779 N

## A - continued (4)

<u>Variable</u>	<u>Code</u>	<u>All</u>	<u>Daytime</u>	<u>Prime-time</u>
Embracing Innuendo	original	-.002 N	0.0 N	-.004 N
	(0)(1)(2,3,4)	.004 O	0.0 O	.009 O
Embracing Explicit	original	.799 N	.784 N	.749 N
	(0)(1)(2,3,4)	.894 O	.784 O	.879 O
Flirting Innuendo	original	-.021 N	0.0 N	-.042 N
	(0)(1)(2,3,4)	-.024 O	0.0 O	-.050 O
Flirting Explicit	original	.448 N	-.011 N	.371 N
	(0)(1)(2,3,4)	.606 O	-.016 O	.542 O
Socio-Sexual Norms Innuendo	original	.314 N	0.0 N	.256 N
	(0)(1)(2,3,4)	.312 O	0.0 O	.252 O
Socio-Sexual Norms Explicit	original	.304 N	0.0 N	.252 N
	(0)(1)(2,3,4)	.457 O	0.0 O	.444 O
Heterosexual Intercourse Innuendo	original	.476 N	0.0 N	.408 N
	(0)(1)(2,3,4)	.501 O	0.0 O	.420 O
Heterosexual Intercourse Explicit	original	.580 N	0.0 N	.558 N
	(0)(1)(2,3,4)	.644 O	0.0 O	.620 O
Sexual Inadequacy Innuendo	original	-.012 N	0.0 N	-.024 N
	(0)(1)(2,3,4)	-.012 O	0.0 O	-.024 O
Sexual Inadequacy Explicit	original	0.0 N	0.0 N	0.0 N
	(0)(1)(2,3,4)	0.0 O	0.0 O	0.0 O
Homosexual Portrayal Innuendo	original	.488 N	0.0 N	.537 N
	(0)(1)(2,3,4)	.189 O	0.0 N	.204 O
Homosexual Portrayal Explicit	original	.446 N	-.008 N	.509 N
	(0)(1)(2,3,4)	.516 O	-.008 O	.593 O
Rape Innuendo	original	0.0 N	0.0 N	0.0 N
	(0)(1)(2,3,4)	0.0 O	0.0 O	0.0 O
Rape Explicit	original	1.00 N	0.0 N	1.00 N
	(0)(1)(2,3,4)	1.00 O	0.0 O	1.00 O
Sexual Commerce Innuendo	original	.494 N	0.0 N	.488 N
	(0)(1)(2,3,4)	.494 O	0.0 O	.488 O
Sexual Commerce Explicit	original	.868 N	0.0 N	.861 N
	(0)(1)(2,3,4)	.863 O	0.0 O	.849 O

## A - continued (5)

<u>Variable</u>	<u>Code</u>	<u>All</u>	<u>Daytime</u>	<u>Prime-time</u>
Sexual Sadism and/or Masochism-Innuendo	original	0.0 N	0.0 N	0.0 N
	(0)(1)(2,3,4)	0.0 O 0.0 N	0.0 O 0.0 N	0.0 O 0.0 N
Sexual Sadism and/or Masochism-Explicit	original	0.0 N	0.0 N	0.0 N
	(0)(1)(2,3,4)	0.0 O 0.0 N	0.0 O 0.0 N	0.0 O 0.0 N
Partial Nudity Innuendo	original	-.004 N	0.0 N	-.008 N
	(0)(1)(2,3,4)	-.004 O -.004 N	0.0 O 0.0 N	-.008 O -.008 N
Partial Nudity Explicit	original	.564 N	0.0 N	.556 N
	(0)(1)(2,3,4)	.563 O .561 N	0.0 O 0.0 N	.555 O .550 N
Full Nudity Innuendo	original	.335 N	0.0 N	.324 N
	(0)(1)(2,3,4)	.185 O .322 N	0.0 O 0.0 N	.182 O .300 N
Full Nudity Explicit	original	.485 N	0.0 N	.470 N
	(0)(1)(2,3,4)	.592 O .585 N	0.0 O 0.0 N	.583 O .570 N
Contraception	original	0.0 N	0.0 N	0.0 N
Terms of Endearment	original	.511 N	.451 N	.345 N
Sexy and Revealing Clothing	original	.497 N	.256 N	.502 N
Non-Sexual Physical Contact	original	.367 N	.164 N	.233 N