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July 27, 1977

To:

George Gerbner ✓
Nathan Glazer
Irving Janis
Rosemarie Rogers
Eleanor Sheldon

From Ithiel de Sola Pool *IP*
Subject: Japanese TV Violence Study

As you are aware, Prof. Sumiko Iwao is launching a study of violence on Japanese TV, closely following the content analysis procedures used by George Gerbner in the US, but also introducing some dimensions of special relevance to Japanese culture.

The tentative coding procedures are now being worked out. Dr. Iwao will be in the USA in November to discuss them with American social scientists whose criticisms and suggestions would be valuable.

Would you be able to attend a meeting with Dr. Iwao on November 4, 1977 (Friday). Could you let me know if that date is feasible; if not could you make the 3rd. We can, of course, cover expenses in going to the meeting.

Dr. Iwao and I would both be very grateful for your advice and participation. Because of the interesting cultural contrasts both in TV programs and in the role of violence in the societies, this could be a very significant study.

Cc: Sumiko Iwao
Phillip Horton
Doris Lannoy

Wester

"Iwao?"
8/5/77

Telecommunications Headquarters

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POST OFFICE

In any reply please quote:

Your reference:

August 30, 1977

Prof. George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut St. C5
Philadelphia, Pa. 19174

Dear George,

Sumiko should certainly stop in Philadelphia to meet your coding trainers and talk to them.

I will work on the location of our meeting on the 4th of November after I get back to the USA after Labor Day. The location is simply a matter of minimizing travel.

Is there someone from your group there who should be included along with yourself.

I'm looking forward to seeing you in November if not sooner..

Sincerely,

Ithiel de Sola Pool

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
DEPARTMENT OF POLITICAL SCIENCE

CAMBRIDGE, MASSACHUSETTS 02139

617-253-3124

October 13, 1977

Call / not incl.

From: Ithiel de Sola Pool *IP*
To: Participants in Nov. 4 meeting
Subject: Study of violence on Japanese TV

1. Time and place:

Social Science Research Council
605 Third Ave.
New York, N.Y.

10:00 AM through lunch and afternoon.

2. Enclosure

Enclosed is the present draft of the coding scheme that was sent by Dr. Sumiko Iwao from Japan. Dr. Iwao will have test run results and some video tapes with her. *not incl.*

I look forward to seeing you and getting your suggestions.

*Called 10-17-77
enclosure following*

○ Recording Unit: Actor (assaulter)

1. Kind
0=cannot code
1=human
2=humanized animal or machine
3=machine
4=nature, accident
5=mixed
2. Nationality
0=cannot code
1=Japanese
2=foreigner
3=mixed
3. Sex
0=cannot code
1=male
2=female
3=mixed
4. Age
0=cannot code
1=small children (0 to ~~10~~⁹)
2=young children (10 to 19)
3=youth (20 to ~~29~~²⁹)
4=middle age (30 to ~~50~~⁵⁹)
5=old (60~)
5. Role
0
1=leading character
2=side
3=other
4=mixed
6. Number of actors
0
1=single
2=a few
3=many
4=accidents
7. Type (character)
0
1=good guy
2=mixed, uncertain
3=bad guy

○ **Recording Unit: Victim

The same as above. (8 through 14)

○ Recording Unit: relationship between the actor and the victim

15. power
0
1=assaulter>victim
2=accaulter=victim
3=assaulter<victim
- 2

16. Personal relation

0
1=close friend or family members
2=strangers
3=antagonistic
4=acquaintance

0 Recording Unit: violent action

17. Place of action (location)

0
1=urban
2=rural
3=uninhabitable places
4=vehicle
5=indoor
6=outdoor

18. Tone of action

0
1=light, comical
2=moderate, mixed
3=serious

19. Weapon used

0
1=barehand, barefoot
2=projectile, firearms
3=sword, knife, spear
4=other weapons
5=everyday tools
6=other

20. Victim resisted?

0=no
1=yes

21. Consequences of action

0=none
1=invisible injury
2=light injury
3=serious injury
4=murderd

22. Blood shown

0=none
1=yes

23. Real or fantasy?

0=cannot code
1=realistic
2=unrealistic

24. Common or not

0
1=common
2=not common

25. Situation under which action occurred

- 0
- 1=self definsive
- 2=to rescue
- 3=revenge
- 4=duty
- 5=accidental
- 6=by nature (out of bad nature)
- 7=other
- 8=jealousy
- 9=punishment

26. Damage (victim)

- 0
- 1=serious physical damage
- 2=moderate physical damage
- 3=light physical damage
- 4=serious mental damage
- 5=moderate mental damage
- 6=light mental damage

27. Instrumental or expressive?

- 0
- 1=instrumental
- 2=expressive

0 Recording Unit: Description of action

28. How realistic?

- 0
- 1=low
- 2=medium
- 3=high

29. How brutal?

- 0
- 1=low
- 2=medium
- 3=high

30. Duration in seconds

0 Recording Unit: Program

31. Time

- 0
- 1=past
- 2=present
- 3=future

32. Place

- 0
- 1=Japan only
- 2=Japan and abroad
- 3=abroad only

33. Violation of law

- 0=no
- 1=yes

33. Narcotic drugs

- 0=no
- 1=yes

34. Alcoholics

0=no
1=yes

35. Program made

1=foreign countries (imported)
2=Japan

36. Type of program

1=for children
2=other

Q Recording Unit: Scenes

37. Type of scene

0=cannot code
1=natural disaster
2=firing of arms (without people shown)
3=fighting, battle combat
4=dead body with blood
5=dead body without blood
6=injury with blood
7=injury without blood

38. Duration of scene (in^{seconds})

39. Number of persons involved