





CULTURAL INDICATORS  
Major Character

_ _ _ _ _ _ _  Tape ID	Char. Summary _____
_ _ _ _  Prog. ( _ _ )	_____
_ _ _  Coder	_____
_ _ _ _  Char. Name	_____
_____	_____
_____	_____
_____	_____

GENERAL CHARACTERISTICS

_ _  1. Humanity	_ _ _ _  12. Occupation _____
_ _  2. Gender	_____
_ _ _  3. Age	_____
_ _  4. Social Age	_____
_ _  5. Race	_____
_ _ _  6. Ethnicity	_____
_ _ _ _  7. Citizenship _____	_____
_ _ _ _  8. Country of Origin _____	_____
_ _  9. Religion	_ _  13. Relevance of Occupation _____
_ _  10. SES _____	_____
_ _ _  11. Field _____	_____
_____	_ _  14. Portrayal of Occupation _____

PERSONALITY TRAITS

15. REPULSIVE  1 2 3 4 5  ATTRACTIVE	27. ELDERLY  1 2 3 4 5  YOUTHFUL
16. UNFAIR  1 2 3 4 5  FAIR	28. UNHAPPY  1 2 3 4 5  HAPPY
17. UNSOCIABLE  1 2 3 4 5  SOCIABLE	29. POOR  1 2 3 4 5  RICH
18. COLD  1 2 3 4 5  WARM	30. DIRTY  1 2 3 4 5  CLEAN
19. WEAK  1 2 3 4 5  STRONG	31. VIOLENT  1 2 3 4 5  PEACEFUL
20. POWERLESS  1 2 3 4 5  POWERFUL	32. UNSUPPORTIVE  1 2 3 4 5  SUPPORTIVE
21. SHORT  1 2 3 4 5  TALL	33. PASSIVE  1 2 3 4 5  ACTIVE
22. STUPID  1 2 3 4 5  SMART	34. DEPENDENT  1 2 3 4 5  INDEPENDENT
23. IRRATIONAL  1 2 3 4 5  RATIONAL	35. SELFISH  1 2 3 4 5  ALTRUSITIC
24. UNSTABLE  1 2 3 4 5  STABLE	36. OBEDIENT  1 2 3 4 5  DISOBEDIENT
25. BUNGLING  1 2 3 4 5  EFFICIENT	37. AGRESSIVE  1 2 3 4 5  UNAGRESSIVE
26. FEMININE  1 2 3 4 5  MASCULINE	38. DISCIPLINED  1 2 3 4 5  UNDISCIPLINED
	39. DISCIPLINARIAN  1 2 3 4 5  PERMISSIVE

_ _  40. Role	_ _  41. Character Type	_ _  42. Likeable Character
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ANGER

_ _  43. Angry Character	_ _  46. Harm	_ _  49. Managing
_ _  44. Cognitive	_ _  47. Destroy	_ _  50. Listen
_ _  45. Yell	_ _  48. Recognition	_ _  51. Humor

CULTURAL INDICATORS  
Major Character (page 2)

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|\_|\_|\_|\_|\_|\_|\_| Tape ID  
 |\_|\_|\_|\_| Prog. (|\_|\_|) \_\_\_\_\_  
 |\_|\_|\_| Coder  
 |\_|\_|\_| Character's Name \_\_\_\_\_

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GOALS	HEALTH	HOME
_ _  52. Status/Position	_ _  69. Physical Handicap	_ _  84. Character's Family
_ _  53. Personal Happiness	_ _  70. Physical Illness	_ _  85. Housing Situation
_ _  54. Personal Safety/Security	_ _  71. Physical Injury	_ _  86. Cohabitants
_ _  55/ Safety-Sec. for Others	_ _  72. Mental Illness	_ _  87. Marital Status
_ _  56. Family Happiness	_ _  73. Weight	_ _  88. Homemaker
_ _  57. Happiness of Others		_ _  89. Parents
_ _  58. Intimate Relationships	CHARACTER ACTIVITIES	_ _  90. Adopted
_ _  59. Gender Equality	_ _  74. Working	SEXUAL INTERACTION
_ _  60. Rac/Ethnic/Soc Equal	_ _  75. Playing	_ _  91. Sexual Orientation
_ _  61. Hum. Rights/Freedoms	_ _  76. Education/Study	_ _  92. Romantic Involvement
_ _  62. Preserving Nature	_ _  77. Chatting, Relaxing	_ _  93. Nature of Sexual Interaction
_ _  63. Achievement	_ _  78. Socializing in a crowd	_ _  94. Relevance of Sexual Interaction
_ _  64. Justice	_ _  79. Pensive Moment	_ _  95. Tone of Sexual Interaction
_ _  65. Health	_ _  80. Eating	_ _  96.. Violence and Sexual Interaction
_ _  66. Wealth	_ _  81. Drinking (non-alcoholic)	
_ _  67. Other _____	_ _  82. Quarreling w/o Violence	
_ _  68. SUCCESS	_ _  83. Other _____	

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VIOLENCE

	ATOD	CONSEQUENCE			
	Use	Health	Viol.	Legal	Soc.
_ _  97. Crime Committed					
_ _  98. Other illegal acts committed					
_ _  99. Violence Committed	_ _  112. Over the Counter	_ _	_ _	_ _	_ _
_ _  100. Violence Suffered: Victimization	_ _  113. Prescription Drug	_ _	_ _	_ _	_ _
_ _  101. Violence Suffered: Social Accident	_ _  114. Tobacco	_ _	_ _	_ _	_ _
_ _  102. Violence Suffered: Natural Accident	_ _  115. Alcohol	_ _	_ _	_ _	_ _
_ _  103. Other Causes of Death	_ _  116. Illicit Drug	_ _	_ _	_ _	_ _
_ _  104. Consequences of Violent Behavior	_ _  117. Illicit Drug Dealer			_ _	
_ _  105. Self-Defense	_ _  118. Drug Dealing & Violence				
_ _  106. Protective Violence	_ _  119. Focus for Health Consequence				
_ _  107. Violence as Last Resort					
_ _  108. Justified					
_ _  109. Reject Violence					
_ _  110. Possess Weapon					
_ _  111. Weapon Use					

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CULTURAL INDICATORS  
ATOD Scene

|\_|\_|\_|\_|\_|\_|\_| Tape ID  
 |\_|\_|\_|\_| Prog (|\_|\_|)|  
 |\_|\_|\_| Scene number  
 |\_|\_|\_| Coder

DESCRIPTION OF SCENE: \_\_\_\_\_

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Prescribed	Over-the-Counter Drug	Tobacco	Alcohol	Illicit Drug
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1. Type of Scene|\_|

2. Name \_\_\_\_\_

	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
3. Mention/Show	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
4. Consume/Hold	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
5. Private/Public	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
6. Party/Social	0	1	0	1	0	1	0	1	0	1	0	1				
7. Work, business	0	1	0	1	0	1	0	1	0	1	0	1				
8. Pensive moment	0	1	0	1	0	1	0	1	0	1	0	1				
9. Tone of scene	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	
10. Tone of scene	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	
11. Significance	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
12. Weapons	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
13. Illicit drug trade	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
14. Illicit drug trade and use	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
15. Drug trade and violence	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
16. Scene rating	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	





CULTURAL INDICATORS  
ATOD Scene

|\_|\_|\_|\_|\_|\_|\_| Tape ID

|\_|\_|\_|\_| Prog (|\_|)| \_\_\_\_\_

|\_|\_| Scene number

|\_|\_| Coder

DESCRIPTION OF SCENE: \_\_\_\_\_

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Prescribed	Over-the-Counter Drug	Tobacco	Alcohol	Illicit Drug
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1. Type of Scene|\_|

2. Name \_\_\_\_\_

	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
3. Mention/Show	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
4. Consume/Hold	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
5. Private/Public	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
6. Party/Social	0	1	0	1	0	1	0	1	0	1	0	1				
7. Work, business	0	1	0	1	0	1	0	1	0	1	0	1				
8. Pensive moment	0	1	0	1	0	1	0	1	0	1	0	1				
9. Tone of scene	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	
10. Tone of scene	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	
11. Significance	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
12. Weapons	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
13. Illicit drug trade	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
14. Illicit drug trade and use	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
15. Drug trade and violence	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
16. Scene rating	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	

pro/con



