

CULTURAL INDICATORS PROJECT  
 MESSAGE SYSTEM ANALYSIS  
 ARCHIVED RELIABILITY DATA - INSTRUMENT B\* (March 1976)

Data from years: 1969-1974

Data Sets: U.P005386.BSRPNP1C,-P2C (N=1305)  
 U.P005386.BSRPNP1G,-P2G (N=3663)

Codebook: follows January 1976 codebook for Instrument B/B\*,  
 with the following exceptions:

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
31-33	Occupation (census)	blank=missing, for 1969, 70, 71, 72, 73
44	Marital Status	blank=missing, for 1969, 70, 71
	For 1972, 1973, 1974:	0 = cannot code 8 = unmarried, unknown, no impending marriage 9 = married, has been married, im- pending marriage
45	Homemaker	blank=missing, for 1969, 70, 71
48	Children/Minor	blank=missing, for 1969, 70, 71
78-80	Card ID	"BBS"

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

Data from years: 1969-1974

Data Sets: U.P005386.BRPUNP1C(,BRPUNP2C) (N=463)  
U.P005386.BRPUNP1G(,BRPUNP2G) (N=1004)

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

Codebook: follows January 1976 codebook for Instrument B/B\*, with the following exceptions:

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
14	Network	blank=missing, for 1969 only
16	Program Type	blank=missing, for 1969 only
17	New/Old	blank=missing, for 1969 only
18	Day/Eve	blank=missing, for all data
19	Place, Program	blank=missing, for 1969 and 1970
20	Date, Program	blank=missing, for 1969 and 1970
21	Setting, Program	blank=missing, for 1969 and 1970
		For 1971,1972, 1973,1974:
		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
31-33	Occupation (census)	blank=missing, for 1969, 70, 71, 72, 73
36-38	Employment/Happiness, Employment/Satisfaction, Employment/Importance	blank=missing, for all data
44	Marital Status	for all data: 0 = cannot code 8 = unmarried, unknown, no impending marriage 9 = married, has been married, im- pending marriage
45	Homemaker	blank=missing, for 1969, 70, 71
46	Parents	blank=missing, for all data

Codebook: B

<u>Cols.</u>	<u>Variable</u>	<u>Code</u>
47	Children/Natural	blank=missing, for all data
48	Children/Minor	blank=missing, for 1969, 70, 71
49-52	Other Relatives to Romantic Involvement	blank=missing, for all data
77	blank	
78-80	Card ID	"BBI"

CULTURAL INDICATORS PROJECT  
 MESSAGE SYSTEM ANALYSIS  
 CODEBOOK: INSTRUMENT B/B\* (THE CHARACTER)

(Revised May, 1976)

(# denotes variables not available for 1967-68)  
 (\* denotes variables coded for minor characters)  
 (@ denotes variables available from 1975)

I. PROGRAM AND IDENTIFICATION DATA

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>
1-2	*Year of Program	last 2 digits of year of program
3-6	*Program I.D. Number	4 digit I.D. number
7-8	*Coder I.D.	
9-13	*Character I.D. Number	5 digit I.D. number
14	*Network (70-76)	1 = ABC 2 = CBS 3 = NBC
15	*Format (70-76)	1 = cartoon 2 = TV play 3 = feature film
16	*Program Type (70-76)	1 = crime 2 = western 3 = action-adventure 4 = other
17	*New or Old Program (70-76)	0 = new program 1 = program continued from the last year <del>2 = special program</del>
18	*Day or Evening Program (75-76)	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
19	*Place of Program (71-76)	0 = cannot code 1 = U.S. only 2 = U.S. and other 3 = only other

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>
20	*Date of Program (71-76)	1 = before 1900 2 = turn of the century to WWII 3 = WWII to 1965 4 = 1965 to present ("general present", contemporary with production) 5 = future 6 = other
→ 21	*Setting of Program - (71-76) 2 = small town 3 = rural/rustic 4 = uninhabited 5 = mobile (from 75)	0 = none indicated 1 = urban (central city to suburb of large metropolitan area) 8 = small town, inhabited, rural/rustic (village, farm, ranch) 9 = uninhabited, mobile 6 = mixed <span style="float: right; border-left: 1px solid black; border-right: 1px solid black; border-top: 1px solid black; border-bottom: 1px solid black; padding: 5px;">71-74</span>
<u>II. CHARACTER DATA</u>		
22	*Humanity	0 = cannot code 1 = human 2 = humanized (speaking) animal, machine, thing, creature 3 = non-humanized animal, machine, thing, creature
→ 23	*Sex	1 = male 2 = female 3 = other, cannot code
24-25	#*Chronological Age	age as known or estimated (0-99)
26	*Social Age	0 = cannot code, various ages, ageless, other 1 = pre-adolescent and adolescent 2 = young adult (few responsibilities) 3 = settled adult 4 = elderly, old
27	*Race	0 = cannot code 1 = white 2 = other race
28	Nationality	0 = cannot code 1 = U.S. 2 = other
29	#Religion	0 = cannot code, not known 1 = Protestant 2 = Catholic 3 = other

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>
30	Socio-economic Status	1 = clearly upper 2 = other, mixed, cannot code 3 = clearly lower
31-33	*#Occupation (since 1973) (74-76)	3 digit modified U.S. census codes (coded 999 for 69-72)
34	*\$Employment	0 = no discernible gainful employment; uncertain, mixed, other 1 = professional, technical and kindred workers 2 = managers, officials, and proprietors (including farm) 3 = clerical and kindred workers 4 = sales workers 5 = craftsmen, foremen, operatives and kindred workers 6 = service (includes household) 7 = laborers, farm and non-farm 8 = military occupation 9 = law enforcement and crime detection
		(codes applicable to 67 and 68 only)
		1 = housewife 2 = illegal (criminal, outlaws) 3 = armed forces, militia 4 = entertainment, arts, mass media 5 = official law enforcement, police, F.B.I., G-men 6 = agent working for private client; occupation involves crime or violence, private detectives, etc. 9 = professional, other, uncertain, no visible means of support
35	*Field	0 = no discernible occupational activity, uncertain, other, mixed 1 = entertainment, arts, sports, mass media 2 = agriculture, farming, nature, animals 3 = business, industry, finance, transportation 4 = government, courts, law; official authority 5 = health, medicine, social welfare and services 6 = education (student, teacher) 7 = science 8 = religion 9 = illegal activity

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 \$ (for 1975 generated from occupation codes)

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>
36	@Employment/Happiness (from 75)	0 = not employed; cannot code 1 = employed but cannot tell 2 = happy 3 = mixed 4 = unhappy
37	@Employment/Satisfaction (from 75)	0 = not employed; cannot code 1 = employed but cannot tell 2 = satisfying 3 = mixed 4 = not satisfying
38	@Employment/Importance (from 75)	0 = not employed; cannot code 1 = employed but cannot tell 2 = most important 3 = mixed 4 = unimportant
39	#Handicap	0 = character not afflicted 1 = character is afflicted
40	#Physical Illness	0 = character not afflicted 1 = character is afflicted
41	#Mental Illness	0 = character not afflicted 1 = character is afflicted
42	#Drugs	0 = character not afflicted 1 = character is afflicted
43	#Alcohol	0 = character not afflicted 1 = character is afflicted
44	*Marital Status  8 = unmarried, unknown, no impending marriage  9 = married, has been married, impending marriage	0 = cannot code 1 = apparently never been married, no impending marriage 2 = impending marriage 3 = presently married 4 = separated 5 = formerly but no longer married (widowed, divorced) 6 = mixed 7 = presently cohabiting, "living with" someone; must be of the opposite sex
		From 67-74: 0 = cannot code 8 = unmarried, unknown, no impending marriage 9 = married, has been married, impending marriage
45	*#Homemaker (from 72)	0 = cannot code; character is not shown as a homemaker 1 = character is shown as a homemaker

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>
46	@Parents (from 75)	0 = cannot code 1 = yes, parent(s) is seen 2 = yes, parent(s) is referred to but not seen 3 = no reference to parent(s)
47	*@Children/Natural (from 75)	0 = cannot code, no information; has never had children 1 = character does have, or has had, a child of his own <del>more</del>
48	*#Children/Minor (from 72)	0 = cannot code; character has no children 1 = character has children 2 = teacher, babysitter, etc. (from 76E)
49	@Other Relatives (from 75)	0 = cannot code 1 = yes, other relatives are seen 2 = yes, other relatives are referred to, but not seen 3 = no reference to other relatives
50	@Family Life (from 75)	0 = cannot code 1 = yes, family life is important to character 2 = no, family life is not important to character
51	@Sexual Orientation (from 75)	0 = cannot code 1 = no evidence or reference to character's sexual orientation 2 = specific behavioral or other evidence that character is heterosexual 3 = specific behavioral or other evidence that character is bisexual, or the evidence is mixed or inconclusive 4 = specific behavioral or other evidence that character is homosexual or lesbian
52	@Romantic Involvement (from 75)	0 = cannot code 1 = yes, the character is involved in one or more romantic relationships 2 = no, the character is not involved in a romantic relationship
53	Seriousness	0 = cannot code 1 = mostly light, comic 2 = neither; mixed, unclear 3 = mostly serious

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>																																																												
54	*#Type	0 = cannot code 1 = "good guy" protagonist, positive or hero type 2 = mixed, neither, uncertain 3 = "bad guy" antagonist, villain type																																																												
55	*#Success	0 = cannot code 1 = clearly successful 2 = both, mixed, uncertain 3 = clearly unsuccessful																																																												
56	#Happiness	0 = cannot code 1 = clearly happy 2 = both, mixed, uncertain 3 = clearly unhappy																																																												
57	#Crime Committed By Character	0 = character does not commit a criminal act 1 = character does commit a criminal act																																																												
58	*Violence Committed by Character	0 = does not commit violence 1 = commits non-fatal violence 2 = commits fatal violence																																																												
59	*Victimization	0 = character not victimized 1 = suffers non-fatal violence; not seriously hurt, recovers or appears to recover 2 = suffers fatal violence; dies violent death or fatal result is indicated																																																												
60-79	#Personality Traits	<table border="1"> <thead> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> </tr> <tr> <td>very</td> <td></td> <td>neutral</td> <td></td> <td>very</td> </tr> </thead> <tbody> <tr> <td>60</td> <td>#Attractiveness</td> <td>repulsive</td> <td></td> <td>attractive</td> </tr> <tr> <td>61</td> <td>#Fairness</td> <td>unfair</td> <td></td> <td>fair</td> </tr> <tr> <td>62</td> <td>#Sociability</td> <td>unsociable</td> <td></td> <td>sociable</td> </tr> <tr> <td>63</td> <td>#Warmth</td> <td>cold</td> <td></td> <td>warm</td> </tr> <tr> <td>64</td> <td>#Strength</td> <td>weak</td> <td></td> <td>strong</td> </tr> <tr> <td>65</td> <td>#Potency, Power</td> <td>powerless</td> <td></td> <td>potent</td> </tr> <tr> <td>66</td> <td>#Physical Stature</td> <td>short</td> <td></td> <td>tall</td> </tr> <tr> <td>67</td> <td>#Smartness</td> <td>stupid</td> <td></td> <td>smart</td> </tr> <tr> <td>68</td> <td>#Rationality</td> <td>irrational</td> <td></td> <td>rational</td> </tr> <tr> <td>69</td> <td>#Stability</td> <td>unstable</td> <td></td> <td>stable</td> </tr> </tbody> </table>	1	2	3	4	5	very		neutral		very	60	#Attractiveness	repulsive		attractive	61	#Fairness	unfair		fair	62	#Sociability	unsociable		sociable	63	#Warmth	cold		warm	64	#Strength	weak		strong	65	#Potency, Power	powerless		potent	66	#Physical Stature	short		tall	67	#Smartness	stupid		smart	68	#Rationality	irrational		rational	69	#Stability	unstable		stable
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<u>Cols.</u>	<u>Variables</u>	<u>Code</u>				
		1 very	2	3 neutral	4	6 very
70	#Efficiency					efficient
71	#Sex (appeal)					masculine
72	#Youthfulness					youthful
73	#Happiness					happy
74	#Affluence					rich
75	#Cleanliness					clean
76	#Violence					peaceful
* 77	@Supportiveness					supportive
* 78	@Aggressiveness					aggressive
* 79	@Assertiveness					assertive
80	Card I.D.					

0 = minor - Fall Samples  
1 = major " "  
2 = minor Spring Samples  
3 = major " "

\* = from 75

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MESSAGE SYSTEM ANALYSIS  
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(Revised Feb., 1976)

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II. CHARACTER DATA

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29	#Religion	0 = cannot code, not known 1 = Protestant 2 = Catholic 3 = other

<u>Cols.</u>	<u>Variables</u>	<u>Code</u>
30	Socio-economic Status	<ul style="list-style-type: none"> <li>0 = cannot code</li> <li>1 = clearly upper</li> <li>2 = other, mixed, cannot code <del>middle</del></li> <li>3 = clearly lower</li> </ul>
31-33	*#Occupation (since 1973)	<ul style="list-style-type: none"> <li>3 digit modified U.S. census codes (coded 999 for 69-72)</li> </ul>
34	\$*Employment	<ul style="list-style-type: none"> <li>0 = no discernible gainful employment; uncertain, mixed, other</li> <li>1 = professional, technical and kindred workers</li> <li>2 = managers, officials, and proprietors (including farm)</li> <li>3 = clerical and kindred workers</li> <li>4 = sales workers</li> <li>5 = craftsmen, foremen, operatives and kindred workers</li> <li>6 = service (includes household)</li> <li>7 = laborers, farm and non-farm</li> <li>8 = military occupation</li> <li>9 = law enforcement and crime detection</li> </ul> <p>(codes applicable to 67 and 68 only)</p> <ul style="list-style-type: none"> <li>1 = housewife</li> <li>2 = illegal (criminal, outlaws)</li> <li>3 = armed forces, militia</li> <li>4 = entertainment, arts, mass media</li> <li>5 = official law enforcement, police, F.B.I., G-men</li> <li>6 = agent working for private client; occupation involves crime or violence, private detectives, etc.</li> <li>9 = professional, other, uncertain, no visible means of support</li> </ul>
35	*Field	<ul style="list-style-type: none"> <li>0 = no discernible occupational activity, uncertain, other, mixed</li> <li>1 = entertainment, arts, sports, mass media</li> <li>2 = agriculture, farming, nature, animals</li> <li>3 = business, industry, finance, transportation</li> <li>4 = government, courts, law; official authority</li> <li>5 = health, medicine, social welfare and services</li> <li>6 = education (student, teacher)</li> <li>7 = science</li> <li>8 = religion</li> <li>9 = illegal activity</li> </ul>

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44	*Marital Status <i>b* from 72 <del>to 74</del> only</i>	0 = cannot code 1 = apparently never been married, no impending marriage 2 = impending marriage 3 = presently married 4 = separated 5 = formerly but no longer married (widowed, divorced) 6 = mixed 7 = presently cohabiting, "living with" someone; must be of the opposite sex
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<u>Cols.</u>	<u>Variables</u>	<u>Code</u>				
		1 very	2	3 neutral	4	6 very
70	#Efficiency		bungling			efficient
71	#Sex (appeal)		feminine			masculine
72	#Youthfulness		elderly			youthful
73	#Happiness		unhappy			happy
74	#Affluence		poor			rich
75	#Cleanliness		dirty			clean
76	#Violence		violent			peaceful
77	@Supportiveness		unsupportive			supportive
78	@Aggressiveness		unaggressive			aggressive
79	@Assertiveness		unassertive			assertive
80	Card I.D.		1 = major 0 = minor			