TV CHAMP

Welcome to media coding. Please remember to update your coder status sheet after each segment. If you make a mistake, re-do the segment under the same number and make sure to add a note to your coder status sheet.

Segment ______________________________________________
Movie ID ______________________________________________

What type of content was presented in the segment?

☐ Alcohol
☐ Tobacco
☐ Drugs
☐ Sex
☐ Aggression
☐ Help-seeking
☐ Exercise
☐ Gambling
☐ Motor Vehicle
☐ Bike safety
☐ Mental Health
☐ Suicide
☐ Gun Portrayal
☐ None

ALCOHOL

Alcohol Usage Scale

☐ 1 - Signs, caps, logos, alcohol products seen in non-use setting, verbal references
☐ 2 - Alcohol shown / implied consumption (i.e. empty bottles)
☐ 3 - Character(s) shown consuming alcohol (direct)
☐ 4 - Passed out / hospitalized / inebriated (slurred speech, trouble walking, etc.)

Does a character that looks underage (minor) consume alcohol?

☐ No
☐ Yes, but implied
☐ Yes, and shown

Are there any portrayals of behavior in regards to designated driving?

☐ No
☐ Yes, but only verbal
☐ Yes, verbal and/or physical

Alcohol Portrayal

☐ Implied
☐ Seen (lips touch)
☐ None

Alcohol Use

☐ Anti-drinking messages / statements
☐ Drinking and driving
☐ Alcohol used during a religious ceremony
TOBACCO

Tobacco Usage Scale

- 1 - Lighters, ash trays, signs, billboards, cigarette butts, etc.; verbal references
- 2 - Tobacco product seen but not consumed (i.e. UNLIT cigarette)
- 3 - Character(s) consume tobacco product (i.e. a LIT cigarette)
- 4 - Multiple (3+) people seen smoking, a bar or room full of cigarette smoke

Tobacco Portrayal

- Implied
- Seen (inhaling or exhaling)
- None

Tobacco Use

- Cigarettes
- Cigars, cigarillos
- Smokeless tobacco
- Piped tobacco or hookah
- Refusal of tobacco
- Anti-tobacco messages / statements
- Negative effects of smoking tobacco
- Talk about needing to smoke, dip / buy tobacco
DRUGS

Drug Usage Scale

- 1 - Drug paraphernalia, verbal references
- 2 - Drugs seen, bought, or sold, or implied consumption - used paraphernalia
- 3 - Character(s) consume drugs, heavy modeling
- 4 - Drug overdose or multiple (3+) people seen using drugs

Drug Portrayal

- Implied
- Seen
- None

What type(s) of drugs were consumed?

- Marijuana/Cannabis/Hash
- Cocaine/Crack
- Heroin/Smack
- Ecstasy/MDMA
- Meth/Speed/Crank
- Acid/Mushrooms/Peyote
- Opium/Morphine/pain-killers
- Nitrous/Inhalents
- Rohypnol/GHB/Roofies
- Pills (generic/Rx)
- Steriods
- Other/Unknown

Drug Use

- Refusal of drugs
- Anti-drug messages / statements
- Does any character OD or Die
SEX

What relationship was evident?

- Non-intimate (friends / dating / strangers / etc)
- Intimate (married / engaged)
- Familial (family members)
- None / Can't tell

Sexual Content Scale

- 1 - Somewhat modeled
- 2 - Modeled
- 3 - Very Modeled
- 4 - Most Modeled

Was intercourse portrayed?

- No
- Yes, but implied
- Yes, and shown

Sexual Content

- Protection visibly used / mention of safer sex
- Rape / forced sex
- Sexual content accompanied by Alcohol
- Sexual content accompanied by Drugs
AGGRESSION

Violence Modeling Scale

- 1 - Consequence / Aftermath / Verbal abuse / Gun portrayal
- 2 - Somewhat modeled
- 3 - Modeled
- 4 - Very modeled
- 5 - Most modeled

How many sequences of violence are in this segment?

<table>
<thead>
<tr>
<th>Sequence Scale</th>
<th>Sequence Count</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Graphicness of portrayal is defined as the detail to which the violent act itself is portrayed.
Graphicness of harm is defined as the extent to which blood and gore are shown.

<table>
<thead>
<tr>
<th></th>
<th>None/Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portrait</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Harm</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Degree of harm

- No harm depicted
- Under-depicted - Harm is less than expected
- Appropriate - Harm is about what would be expected given the act
- Over-depicted - Harm is more than realistic given the act

Injuries

- 0 - No injuries
- 1 - Mild
- 2 - Moderate
- 3 - Extreme

Was bullying behavior portrayed by any character?

- No
- Yes, but only verbal
- Yes, verbal and/or physical

Violence Content

- Weapon(s) used
- Fatalities from violence
- Humor/comedic violence
- Fantasy violence
HELP-SEEKING / EXERCISE / GAMBLING / SAFETY

What type(s) of gambling was portrayed?

- Cards (Poker, Blackjack)
- Gaming machines (slots, video poker)
- Track betting / Sports betting
- Craps, Dice
- Random number games (Roulette, Bingo, Keno)
- Lottery
- Internet
- Other

Were the main characters shown in motor vehicles (cars, trucks, jeeps, etc) portrayed as wearing a seat belt?

- No / can't tell
- Yes

Were the majority of characters shown on bikes (bicycle, motorcycle, scooter, etc) portrayed as wearing a helmet or additional protection (knee-pads, elbow-pads, etc.)?

- No / can't tell
- Yes
MENTAL HEALTH

What type(s) of mental illness was discussed in the segment?

- Substance Abuse / Addiction
- Depression
- Bipolar (manic depression)
- Schizophrenia
- Anxiety
- Eating disorder
- Borderline personality
- Dissociative identity disorder
- Psychotic
- Neurotic
- Other
- Illness only implied

How was mental illness portrayed in the segment?

- Negative
- Neutral / Reference
- Positive

Mental Illness

- Portrayed as violent or aggressive
- Exhibits substance abuse behavior
- Labeled (or implied) by a mental health professional
- Labeled (or implied) by someone other than a mental health professional

Was a treatment for mental illness portrayed?

- No
- Yes, but implied
- Yes, and shown

Was a mental health professional portrayed?

- No
- Yes, negatively
- Yes, neutral
- Yes, positively

What treatment(s)?

- Medication
- Psychotherapy/CBT/counseling
- ECT (shock therapy)
- Surgery / Lobotomy
- Unknown / other

53) How effective is the treatment portrayed?

- Negatively effective
- Unable to determine / Neutral
- Positively effective
SUI CI DE

Suicide modeled

- 0 - Suicide reference only
- 1 - No visuals of act, shows body
- 2 - Shows the intent not the act
- 3 - Shows the act but completion is unclear or unsuccessful
- 4 - Shows the act through completion (death) with possible detail

How many sequences of suicide are in this segment?

<table>
<thead>
<tr>
<th>Attempts</th>
<th>Completions</th>
<th>Length</th>
</tr>
</thead>
</table>

Extent of approval of suicide

- Disapproval
- No judgement
- Approval

Does a character try to stop another character from committing suicide?

- No
- Yes (Intervenes), but doesn't stop suicide attempt
- Yes (Intervenes), and stops suicide

Suicide Content

- Comedic
- Noble / Heroic
- Fantasy situation