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
- ❑ Ecstacy/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?

Sequence Scale   _____

Sequence Count   _____

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

	None/Low	Medium	High
Portrayal	❍	❍	❍
Harm	❍	❍	❍

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

SUICIDE

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?

Attempts	_____
Completions	_____
Length	_____

Extent of approval of suicide

- ❍ Disapproval
- ❍ No judgement
- ❍ Approval

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

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

Suicide Content

- ❑ Comedic
- ❑ Noble / Heroic
- ❑ Fantasy situation