2002: Child Development Supplement - Time Diary Media Codes File

Codebook

Number of Variables

16

TD02M01   "RELEASE NUMBER"   NUM(1.0)
Data file sequential release number.

Count	%	Value/Range	Code Value/Range Text
11,975	100.00	1	March, 2008

TD02M02   "2001 INTERVIEW NUMBER"   NUM(5.0)
2001 Interview Number (2001 ID Number).

*The values for this variable represent the 2001 interview number of the family in which
this individual was included in 2001. We interviewed 7,406 families in 2001.*

Count	%	Value/Range	Code Value/Range Text
11,975	100.00	1 - 7,457	2001 family interview number
–	–	0	This individual was main family nonresponse by 2001 or mover-out nonresponse by 1999; from Latino sample

TD02M03   "2001 SEQUENCE NUMBER"   NUM(2.0)
2001 Sequence Number

*This variable provides a means of identifying an individual's status with regard to the FU
at the time of the 2001 interview.*

Count	%	Value/Range	Code Value/Range Text
11,975	100.00	1 - 20	Individuals in the family at the time of the 2001 interview.
–	–	51 - 59	Individuals in institutions at the time of the 2001 interview.
–	–	71 - 80	Individuals who moved out of the FU or out of institutions and established their own households between the 1999 and 2001 interviews.
–	–	81 - 89	Individuals who were living in 1999 but died by the time of the 2001 interview.
–	–	0	Inap.: born or moved in after the 2001 interview; from Latino sample; main family nonresponse by 2001 or mover-out nonresponse by 1999.

TD02M04   "TYPE OF DIARY"   NUM(1.0)
Weekday or Weekend Day.

Count	%	Value/Range	Code Value/Range Text
6,535	54.57	0	Weekend
5,440	45.43	1	Weekday

TD02M05   "START TIME"   NUM(5.0)
What time did the activity begin?

Time is stored as the number of seconds past midnight.

Count	%	Value/Range	Code Value/Range Text
11,975	100.00	0 - 86,400	Seconds past midnight
–	–	99,999	NA; refused

TD02M06   **"END TIME"**   NUM(5.0)
What time did the activity end?

Time is stored as the number of seconds past midnight.

Count	%	Value/Range	Code Value/Range Text
11,975	100.00	0 – 86,400	Seconds past midnight
–	–	99,999	NA; refused

TD02M07   **"ACTIVITY CODE"**   NUM(4.0)
What did your child do?

For code descriptions refer to the Time Diary Coding Manual.

Count	%	Value/Range	Code Value/Range Text
11,975	100.00	9,190	TV

TD02M08   **"DURATION (IN SECONDS)"**   NUM(5.0)
Duration of activity in seconds.

Count	%	Value/Range	Code Value/Range Text
11,975	100.00	1 – 86,400	Seconds
–	–	99,999	NA; refused

TD02M09   **"FORMAT"**   NUM(1.0)
Determine the format of the television program in terms of its technical mode of presentation.
The program must fit into one of the following three labels (1~3) or be coded as "Uncodeable (=8)".

Count	%	Value/Range	Code Value/Range Text
6,484	54.15	1	Live-Action [Features life-like characters and scenery throughout entire program. Includes the appearances of people, puppets, animatronics, etc. Most science-fiction and fantasy programs (see SF/F/SP category) can be coded under this label. Examples: Mr. Rogers, Friends, Law and Order, American Idol, Jurassic Park, Star Wars, Andromeda, Matrix, Harry Potter, Lord of the Rings.]
3,653	30.51	2	Animation / Cartoon [Completely animated and does not feature any life-like characters or scenery. Made up of images generated from drawings, special techniques or technology. Includes cartoons, claymation, computer graphics, etc. Examples: Looney Tunes, Lion King, Little Mermaid, Dora the Explorer, South Park, Simpsons, Barbie Nutcracker, Wallis and Gromit, Shrek, Toy Story.]

Count	%	Value/Range	Code	Value/Range Text
203	1.70		3	Combination [Uses both live-action and animation. Uses them either (a) simultaneously; (b) going back and forth; or (c) both (a) and (b). Usually, the animations are not intended to pass as life-like or function as live-action portrayals. It is natural that the viewer is aware and conscious of the fact that both formats are being used together. Examples: Sesame Street, Space Jam, Lizzie McGuire, Who Framed Roger Rabbit, Jay Jay the Jet Plane, Theodore Tugboat, Thomas the Tank Engine, Between the Lions, Mary Poppins.]
747	6.24		8	Uncodeable [It is impossible to accurately discern the program's format from the information provided.]
888	7.42		9	NA; refused

TD02M10   "INTENDED AUDIENCE"   NUM(1.0)
Determine the audience that the television program is primarily intended to reach.

Please note that coding for this category aims to capture the 'intended' audience, NOT the 'actual' audience. In other words, although there are programs that become popular among unintended audiences, these secondary audiences should not be considered within this category. For example, the movie, Shrek, was originally intended to target children but have contingently become popular among adults as well. In this case, the appropriate label for this movie is "Children (=1)" [NOT "General (=4)"].

Some programs are intended to appeal to both adolescents and adults. For example, the movie, Spiderman (2002) targets an adolescent audience as well as an adult audience. In this case, you should code UP in order to capture the older audience and label it "Adults (=3)" [NOT "Adolescents (=2)"; NOT "General (=4)"].

The program must fit into one of the following four labels (1~4) or be coded as "Uncodeable (=8)".

Count	%	Value/Range	Code	Value/Range Text
3,537	29.54		1	Children [Aimed specifically at children, from pre-K through elementary school age. Ways to assess this: toys, food, or games are marketed based on the program; commercials that air during the program are child oriented; programs are originally aired in the mornings (in particular, Saturdays and Sundays) or in the afternoons (after school). Examples: Teletubbies, Sesame Street, Nick Jr. shows, Spongebob Squarepants, Spy Kids, Looney Tunes, Shrek, Ice Age, Mary-Kate & Ashley Olsen videos (those produced between 1995~97; all titles listed in 1997 wave), Care Bears, Monsters Inc., Inspector Gadget.]
941	7.86		2	Adolescents [Designed for an adolescent audience of middle- and high-school age. Usually depicts situations that this age group may experience, featuring characters that are of this age group. Examples: Saved by the Bell, Lizzie McGuire, The OC, Beverly Hills 90210, Dawson's Creek, Harry Potter; That's So Raven, Punk'd, Cribs, Making the Band, sports shows such as Little League, high-school cheerleading, etc.]

4,902   40.94   3 Adults [Consistently contains adult situations or
                                    language including, but not limited to, sexual innuendos
                                    and graphic violence. Dialogue, vocabulary, and plot tend
                                    to be complex. (Targeted to 'your parents' or the 18-34
                                    demographic.) Examples: Law and Order, CSI, Desperate
                                    Housewives, Lost, Swan, Friends, Everybody Loves Raymond,
                                    Seinfeld, SNL, Real World, American Idol, NFL, NBA games
                                    (most sports shows), news, award shows,
                                    culture/science/history documentaries.]

  793   6.62   4 General [Consciously designed for all audiences;
                                    intended to appeal to a wide-range of audience.
                                    Appropriate for children to watch but simultaneously fun
                                    for adults to watch as well. The level of violence, sex
                                    or language is usually mild. Often focuses on the
                                    adventures of a family. Usually is a sit-com or drama
                                    format. Examples: Seventh Heaven, Full House, Cosby
                                    Show, Leave it to Beaver, Bernie Mac Show, The Waltons,
                                    Little House on the Prairie, Brady Bunch, Sound of Music,
                                    Free Willie, America's Funniest Home Videos, Annie,
                                    Miracle on 34th St., Jack Frost, Mouse Trap, Honey I
                                    Shrunk..., MLK Parade, nature docus, home videos.]

  914   7.63   8 Uncodeable [It is impossible to accurately discern the
                                    program's intended audience from the information
                                    provided.]

  888   7.42   9 NA; refused

TD02M11   **"CHARACTER AGE"**   NUM(1.0)

Determine the age-range of the characters that the television program consistently revolves around.

Please note that coding for this category aims to capture the age-range of the 'fictional characters' that are being portrayed within the program, NOT the age-range of the 'real actors' who play the characters. Only in the case of non-fictional programs should the age of the actual personalities be assessed.

Code the program for this category regardless of its format. The age of non-human characters, such as talking animals and puppets, should also be coded when applicable.

Do NOT consider characters that are peripheral to the overall storyline. For example, parents can appear in a program that revolves around the children, where the children's adventures, exploits, and experiences are the primary focus. In this case, the age of the children should be determined, not the parents'; the appropriate label for this program is "Children (=2)" [NOT "Cross-Age (=6)"].

Do NOT consider voice-over narrators that are not visible. For example, off-screen narrators for nature documentaries are not considered to be characters.

The default label for this category is "Cross-Age (=6)". In other words, if a program features many characters but no salient 'main' character(s), it should be coded as "Cross-Age (=6)".

The program must fit into one of the following six labels (1~6) or be coded as "Uncodeable (=8)".

Count	%	Value/Range	Code Value/Range Text
79	.66	1	No Character [Programs that focus on real animals or that do not have any kind of 'characters,' etc. Age-patterns of the characters do not fit into any of the below categories. Examples: nature and science documentaries, adult language programs.]
380	3.17	2	Children [Main characters featured are 10 years-old or younger. Usually, they are portrayed as elementary-school students or younger. Examples: Teletubbies, Muppet Babies, Land Before Time, Dora the Explorer, Nick Jr. shows, Little Rascals, Mary-Kate & Ashley Olsen videos (those produced in 1995~97; all titles listed in 1997 wave).]
269	2.25	3	Tweens [Main characters featured are 11 to 14 years-old. They are usually portrayed as middle-school students. Examples: Darcy's Wild Life, Endurance, Lizzie McGuire, Zoom, Amanda Show, Teen Nick shows, Mary-Kate & Ashley Olsen videos (those produced in 1998~).]
416	3.47	4	Adolescents [Main characters featured are 15 to 17 years-old. They are usually portrayed as high-school students. Examples: Beverly Hills 90210, Saved by the Bell, That's So Raven, My Super Sweet Sixteen, Dawson's Creek.]

5,044	42.12	5	Adults [Main characters featured are adults (older than 18; "grown-ups"). They are usually in college, out of school, or employed full-time. Includes nature/animal shows with identifiable human host (voice-over narrators do not count). Examples: Law and Order, Dallas, Swan, Looney Tunes (adult Bugs Bunny, Elmer Fudd, etc.), Friends, Everybody Loves Raymond, Mr. Rogers, Real World, Animal Cops, Jeff Corwin Experience, Spongebob Squarepants, dog pageant shows.]
3,290	27.47	6	Cross-Age [Both younger children and older adults appear together, all acting as the main characters on a relatively equal level. Each episode usually focuses on a different character, young and/or old. Often revolves around a family, with parents and younger children. Also, includes programs that feature main characters that grow up over time, equally portraying the characters during their younger and older years. Examples: Cosby Show, Seventh Heaven, Full House, Gilmore Girls, Little Bill, Bambi, Lion King, Now and Then, The OC, Sesame Street, 3 Men and a Baby, Monsters Inc.]
1,609	13.44	8	Uncodeable [It is impossible to accurately discern the ages of the characters portrayed in the program from the information provided.]
888	7.42	9	NA; refused

TD02M12   **"GENRE"**   **NUM(2.0)**
Determine the genre of the television program.

Coding for genre aims to differentiate between or among programs that are essentially different from one another. Please try to capture the key qualitative characteristic of the program. The program may have characteristics that pertain to more than one genre. In such case, determine the PRIMARY goal or focus of the program and code accordingly.

In order to facilitate the process, you may code this category simultaneously with the Comedy category, for which the descriptions are given in the following section.

The program must fit into one of the following twenty labels (1~20) or be coded as "Uncodeable (=98)".

Count	%	Value/Range	Code Value/Range Text
73	.61	1	No Genre [Programs that cannot be classified under any specific genre. They do not meet any of the below criteria. Examples: home videos, commercials, infomercials, television guide channels, etc.]
313	2.61	2	News [Discusses local, national, and/or international issues, usually with anchors or hosts. Includes news magazine shows, morning news shows, etc. Examples: Channel 28 News, Dateline NBC, 20/20, 60 Minutes, Good Morning America.]
33	.28	3	Entertainment News [Discusses issues concerning the entertainment industry (mostly TV, film, and music) and celebrities, usually with anchors, hosts, or voice-over narration. Examples: Entertainment Tonight, True Hollywood Story, MTV News, Extra, 101 Most Best Kept Secrets, Fashion Police, Fabulous Life of...]

63   .53   4 Do-It-Yourself / Hobbies [Has primary goal of delivering information that may assist in elevating interests and developing skills for certain leisure activities, such as crafts, gardening, home improvement, cooking, physical fitness (yoga, pilates, aerobics), etc. Examples: Food Nation with Bobby Flay, Emeril Live, Trading Spaces, Martha Stewart, Travel Channel programs, art shows.]

28   .23   5 Nature / Environmental [Teaches lessons or conveys information about animals, the environment, or other nature related issues. Includes nature/environmental documentaries. Examples: Crocodile Hunter, Jeff Corwin Experience, Animal Rescue, That's My Baby, Animal Kingdom, animal documentaries on National Geographic.]

373   3.11   6 Reality [Unscripted, spontaneous, and real-life narratives, which are intensified and dramatized through competition and unusual situations. Primary goal is to entertain, usually by appealing to voyeuristic impulses-- watching how people interact when something is at stake, watching people do things you usually wouldn't or shouldn't watch them do. Examples: Survivor, Newlyweds, Wife Swap, Real World, Project Runway, American Idol, Cribs, Simple Life, Fear Factor, A Baby Story, Animal Cops, Cops, court shows.]

112   .94   7 Game Show [Contestants compete in a game that requires knowledge, skill, charm, and/or luck to win. Each episode usually contains one independent game with different contestants, ending with a winner who goes on to the final round. Usually takes place in the same studio/set. Examples: Wheel of Fortune, Jeopardy, Price is Right, Family Feud, Pyramid, Hollywood Squares, Legends of the Hidden Temple.]

102   .85   8 Talk [Features regular host(s) who interview or stimulate discussions with guests--who are celebrities, experts, or lay people--about their lives, opinions, and/or work. Usually takes place in the same studio/set. Examples: Oprah, Conan O'Brien, Jay Leno, David Letterman, Jerry Springer, Regis and Kelly, Larry King, Howard Stern, Crossfire.]

167   1.39   9 Variety [Contains various skits or performances with the purpose of entertainment. Skits are not in sequential story form. Includes talent shows, pageants, award shows, etc. Examples: MTV Music Awards, New Year's Eve Countdown, Showtime at the Apollo, Academy Awards, Miss America Pageant, Skating Show on Ice, Daily Show.]

3,570 29.81   10 Daily Life / Relationships [Each episode revolves around the daily experiences and struggles of the main characters. Especially, relationships among people that live and/or socialize together are emphasized. Character development is an essential component. In many cases, there is potential for audiences to form parasocial relationships with the characters. Includes many "prime-time drama or soap operas" and sit-coms. Examples: Dawson's Creek, Melrose Place, The OC, Dallas, Judging Amy, Gilmore Girls, Dynasty, Edward Scissorhands, Friends, Everybody Loves Raymond, Seinfeld, West Wing. Note: "Daytime Soap Operas" are coded separately under Code 14. Note: Most programs will contain elements of "Daily Life/Relationships". If the primary goal of the program is to convey that aspect, then it should be coded as so. However, if you find that a program equally contains elements of "Daily Life/Relationships" and elements of some other genre, code for the OTHER GENRE.]

120   1.00   11 Case Solving [Each episode is engaged in solving cases which are mostly of criminal, legal, medical, and/or political nature. Usually set in a consistent workplace, such as FBI, law firm, hospital, etc. Dramatic stories that are often, but not limited to, being serious in nature. Examples: CSI, Law & Order, ER, Monk, Medical Investigation, X-Files, Cold Case Files, America's Most Wanted, City Confidential, Scooby Doo, John Grisham films.]

2,547 21.27   12 Action / Adventure [Primary focus is to present the spectacle through physical stunts, big explosions, fight scenes, car chases, etc. and/or the narrative revolves around the characters' non-mundane, risky, exciting, and/or dangerous experiences, quests, explorations, journeys, etc. Examples: Die Hard, James Bond, Terminator, Star Trek, Lord of the Rings, Matrix, Lethal Weapon, Indiana Jones, McGyver, Incredible Hulk, Knight Rider, Alias, Dukes of Hazzard, A-Team, Looney Tunes (Bugs Bunny, Road Runner, Tom & Jerry, etc.), Apollo 13, Goonies, Harry Potter.]

126   1.05   13 Horror / Thriller [Primary goal is to scare the audience (to creep you out and give you nightmares). Includes the use of graphic and/or psychological horror. Repetitive and effective use of special effects and props (make-up, costumes, music, blood, chainsaws, etc.) to frighten and heighten tension/suspense. Examples: Nightmare on Elm Street, Scream, Friday the 13th, I Know What You Did..., Seven, Silence of the Lambs, The Cell, Dracula, Psycho, Alien, Twilight Zone.]

63   .53   14 Daytime Soap Opera [On-going serial dramas that deal with matters of "daily life/relationships" but are programmed Monday through Friday, during morning and afternoon hours. Examples: One Life to Live, General Hospital, As the World Turns, Guiding Light, Young and the Restless, All My Children, The Bold and the Beautiful.]

Count	%	Value/Range	Code Value/Range Text
282	2.35	15	Music Video / Concert [Music videos and music shows. Includes weekly countdown shows, concerts, performances of various musical genres (classical, rock, folk, gospel...), etc. The primary goal is to introduce or perform music. Examples: MTV Hip Hop Countdown, Britney Spears Tour, Homegrown Music Concerts, Gospel Showcase, general music videos. Note: Music award shows should be coded under "Variety (=9)".]
725	6.05	16	Sports [Any sports game, sports commentary, sports news, recaps, etc. Examples: Monday Night Football, BMX Biking, NFL Highlights, ESPN Sports Center, WWF, NASCAR, dog pageant shows.]
176	1.47	17	Documentary [In-depth documentation or exploration of specific subject matter; usually culture, history, biography, science, etc. Presented in factual and informative manner, with no use of fictional characters or narrative. If the given title is a person's name and you cannot find a program of the same or reasonably similar title, code under this label. Examples: Modern Marvels, American Civil War, Beyond the Da Vinci Code, Naked Science, America's Most Haunted Places, UFO Files, programs on History and Discovery Channels. Note: Documentary-type programs that deal with 'nature' should be coded under "Nature/Environmental (=5)".]
289	2.41	18	Children's Education [Primary goal is to teach children specific skills and/or behaviors, eventually preparing them for more advanced, formal academic and/or social settings. Examples: Sesame Street, Dora the Explorer, Blues Clues, Reading Rainbow, Zoom, PBS shows aimed at children.]
891	7.44	19	Network Only [Only identifies the name of the network that the program is shown on. Examples: ABC, NBC, Disney Channel, MTV.]
369	3.08	20	Channel Only [Only identifies the number of the channel watched. Examples: Channel 2, Channel 36.]
665	5.55	98	Uncodeable [It is impossible to accurately discern the program's genre from the information provided.]
888	7.42	99	NA; refused

TD02M13   "COMEDY"   NUM(1.0)

Determine the comedic nature of the television program.

In order to facilitate the process, you may code this category simultaneously with the Genre category, for which the descriptions are given in the previous section.

The program must fit into one of the following two labels (1~2) or be coded as "Uncodeable (=8)".

Count	%	Value/Range	Code Value/Range Text
5,355	44.72	1	Non-Comedic [Comedy does not make up a salient or consistent part of the program's formula or appeal. Examples: CSI, Law & Order, James Bond, Mission Impossible, McGyver, Saving Private Ryan, Schindler's List, Star Wars, General Hospital, Jerry Springer, Oprah.]

Count	%	Value/Range	Code Value/Range Text
4,125	34.45	2	Comedic [Comedy makes up a central element of the program's appeal. There is a clear intention to make people laugh throughout the program. Consistently presents innuendoes, humorous statements, and/or physical comedy. Often includes a laugh track. If IMDb gives you "comedy" as the 'first' genre for a program, it is safe to code the program as comedic. Examples: SNL, Mad TV, Friends, Will and Grace, That's So Raven, South Park, Simpsons, Scooby Doo, Casper, Beetle Juice, Mrs. Doubtfire, Lethal Weapon, Rush Hour, Conan O'Brien, Daily Show.]
1,607	13.42	8	Uncodeable [It is impossible to accurately discern the comedic nature of the program from the information provided.]
888	7.42	9	NA; refused

TD02M14   **"SCIENCE FICTION/FANTASY/SUPERNATURAL"**   NUM(1.0)
Determine the realistic nature of the television program.

Please note that we are assessing the 'general, overall' nature of the program itself. That is, we are assessing only that science fiction, fantasy, or supernatural/paranormal which consistently makes up a major part of the regular formula of the program. You should NOT focus on 'irregular, occasional happenings' of one or two specific episodes or scenes. Also, you should NOT focus on happenings that occur only to characters of minor importance.

The program must fit into one of the following four labels (1~4) or be coded as "Uncodeable (=8)".

Count	%	Value/Range	Code Value/Range Text
6,190	51.69	1	Not SF/F/SP [Programs that do not meet any of the below criteria. Examples: CSI, Law & Order, James Bond, Mission Impossible, McGyver, King of the Hill, Simpsons, Johnny Quest.]
497	4.15	2	Science Fiction [Most often set in an extraterrestrial setting, such as non-earth planets and outer-space. Also includes extremely futuristic versions of earth, time-travel on earth, interactions between earth and the extraterrestrial (visits/invasions by extraterrestrial beings), and settings of alternative dimensions. Characterized by space ships, UFOs, aliens, time machines, robots, artificial intelligence, advanced technology, etc. Must be fiction. Examples: Star Trek, Andromeda, Battlestar Galactica, Alien, Star Wars, 2001 Space Odyssey, Planet of the Apes, Back to the Future, Total Recall, Fifth Element, Men in Black, Invasion from Mars, ET, X-Files, Matrix, Superman, The Jetsons.]

2,502 20.89   3 Fantasy [Features elements derived from myth, legend, folklore, or fairytales. Most often portrays an alternative, non-existent dimension of the universe or earth. Characterized by mystical activity such as magic, wizardry, sorcery, witchcraft, etc.; and by imaginary entities or creatures such as gnomes, trolls, dwarves, giants, elves, gods, wizards, witches, fairies, dragons, unicorns, monsters, demons, talking animals, animated objects, etc. Must be fiction. Includes cartoons that feature animals/creatures with human-like characteristics and personalities. Examples: Lord of the Rings, Harry Potter, Alice in Wonderland, Sleeping Beauty, Wizard of Oz, Peter Pan, Shrek, Aladdin, Princess Bride, Edward Scissorhands, Toy Story, Monsters, Inc., King Kong, Batman, Looney Tunes, Teletubbies, Sesame Street, Family Guy, Bambi, Little Mermaid, Godzilla, South Park.]

  277   2.31   4 Supernatural / Paranormal [Deals with abnormal phenomena, environments, or beings that cannot be explained by natural or physical laws, and that are mostly experienced by extrasensory, psychic, spiritual perception. Characterized by haunted houses, ghosts, spirits, God, the Devil, reincarnation, religious miracles or mysteries, etc. Narratives are most often set on earth. Can be either fiction or non-fiction. Examples: America's Most Haunted Places, Haunted History, Blair Witch Project, Omen, Exorcist, Carrie, Sixth Sense, The Others, Ghostbusters, Casper, Twilight Zone, Scooby Doo, Devil's Advocate, Dogma, Bruce Almighty, It's a Wonderful Life, Family Man.]

1,621 13.54   8 Uncodeable [It is impossible to accurately discern the realistic nature of the program from the information provided.]

  888   7.42   9 NA; refused

TD02M15   "CURRICULUM"   **NUM(1.0)**
Determine the nature of the curriculum that the television program is intended to provide.

Some programs tend to have multiple curricular goals. In such cases, assess and code for the PRIMARY goal or focus of the program. For example, Sesame Street teaches lessons to enhance both children's pro-social values as well as their school readiness skills. However, the pro-social messages are embedded within lessons that teach school readiness skills, such as learning shapes and numbers. That is, the school-readiness lessons are the main focus. In this case, the appropriate label for this program is "School Readiness (=3)" [NOT "Pro-Social (=2)"].

Also note that we are assessing the 'general, overall' curricular of the program itself. That is, we are assessing only that curriculum which consistently makes up a major part of the regular formula of the program. You should NOT focus on 'irregular, occasional happenings' of one or two specific episodes or scenes.

The program must fit into one of the following six labels (1~6) or be coded as "Uncodeable (=8)".

Count	%	Value/Range	Code Value/Range Text
8,529	71.22	1	No Curriculum [Does not have a salient or consistent goal to teach or to present subject matter in an informative manner. Is not designed to achieve any of the below curricular goals. Usually for general entertainment. Examples: Die Hard, Good Morning America, Real World, Monday Night Football, CSI, Law & Order, Looney Tunes, Babe, news.]
595	4.97	2	Pro-Social [Primary goal is to promote appropriate and positive values, attitudes, behaviors, or inter-personal interactions (family, friendships, sharing, cooperation, tolerance of cultural diversity, don't drink and drive, safe sex). Intends to teach a moral lesson. Includes programs with religious messages. Examples: Barney and Friends, Clifford: The Big Red Dog, Mr. Rogers, Seventh Heaven, Full House, Brady Bunch, Leave it to Beaver, Dragon Tales, Cosby Show, Charlotte's Web, Stuart Little, David and Goliath, televised church services.]
91	.76	3	School Readiness [Primary goal is to enhance children's perceptual and cognitive skills and to prepare them for school. Teaches counting, basic math, and reading. Generally aimed at pre-school children. Examples: Sesame Street, Reading Rainbow, Dora the Explorer, Between the Lions.]
-	-	4	Extended Academic Learning [Primary goal is to teach advanced skills beyond the elementary-school level. Usually intended for higher education or to supplement learning for people in middle-school or above. Teaches advanced English, non-English languages, political science, economics, psychology, etc. Examples: PBS language programs, distance-learning programs.]

136	1.14	5	Informal Learning [Primary goal is to deliver information that may assist in developing skills for certain leisure activities, such as knitting, sewing, painting, pottery, gardening, home building/renovation, auto repair, fishing, cooking, fashion, exercise, etc. Generally presented in a format that makes it easy for the viewer to follow along. Usually classified under the Genre of "Do-It-Yourself/Hobbies (=4)". Usually intended for adults. Examples: Emeril Live, Trading Spaces, Martha Stewart, What Not To Wear.]
132	1.10	6	Culture / Science / History [Primary goal is to inform about specific cultures; scientific facts; historical events, landmarks, or people; etc. Sometimes it does not intend to literally "teach a lesson" but can enhance knowledge obtained in school. Usually classified under the Genre of "Documentary (=17)". Programs can be intended for adults or children. Examples: documentaries on History and Discovery Channels, Magic School Bus, Bill Nye the Science Guy, Zoom.]
1,604	13.39	8	Uncodeable [It is impossible to accurately discern the program's curriculum from the information provided.]
888	7.42	9	NA; refused

TD02M16   "VIOLENCE"   NUM(1.0)

Determine the type of violence that is present in the television program.

Please note that coding for this category aims to capture the different 'qualities' or 'types' of violence portrayed in a program. The coding labels do NOT represent a scale of violence ranging from 'least to most' violent. In other words, we are assessing the 'qualitative' rather than the 'quantitative' aspects of violence within a program.

Also note that we are assessing the 'general, overall' tone of the program itself. That is, we are assessing only that violence which consistently makes up a major part of the regular formula of the program. You should NOT focus on 'irregular, occasional happenings' of one or two specific episodes or scenes. However, within a film, if the one violent scene is crucial to the development of the narrative and characterization or makes up the climax of the program, it should be considered.

The program must fit into one of the following seven labels (1~7) or be coded as "Uncodeable (=8)".

Count	%	Value/Range	Code Value/Range Text
6,296	52.58	1	Non-Violent / Non-Hostile [Does not directly show nor indirectly imply violent/hostile behaviors, attitudes, etc. Is neutral on violence/hostility, if not friendly. Examples: Teletubbies, Seventh Heaven, Modern Marvels, Dawson's Creek, Oprah, American Idol, Newlyweds.]
492	4.11	2	Slapstick / Comedic Violence [Portrayal of harsh physical stunts, abuse, and/or fighting, but presented in silly and exaggerated manner for laughs. The comedic context decreases, or even diminishes, the essential intensity of the behavior, giving off the impression of harmlessness. Examples: Three Stooges, Tom and Jerry, Road Runner, America's Funniest Home Videos, Monty Python, National Lampoon series, Carol Burnett Show.]

387   3.23   3 Sports Violence [Violence that is part of the very nature of a sports event. Also includes violence that occurs outside of the actual game but is due to a happening during the actual game. Injury and damage may occur most often as a result from harsh physical contact with another athlete. Includes most contact-sports programs. Sports depicted in film (ex. Rocky) and accidents or brawls that occasionally happen during a sports event are NOT considered under this label. Examples: boxing, wrestling, rugby, football, hockey, roller derby, etc. (NOT gymnastics, ice skating, baseball, basketball, etc.).]

816   6.81   4 Victimization [Realistic portrayals of undeserved victimization of crime, such as murder, burglary, robbing, mugging, kidnapping, child abuse, etc. Includes crimes against humanity or hate crimes against specific gender, sexual orientation, race/ethnicity, etc. Main story revolves around or is motivated by such crimes; sometimes, the crime serves as the central impetus to the storyline. Invokes a "This can happen to me, too!" type alarm or fear. The actual act of crime can take place on screen (visible) or off screen (implied). Can be either fiction or non-fiction. Captures most of those coded as "Case Solving (=11)" and "News (=2)" under the Genre coding section. Also includes graphic injuries, deaths, and physical action due to natural disasters (storms, tornados, hurricanes, earthquakes, volcanoes, etc.) and non-fictional animals. Includes victimization of animals by humans. Examples: CSI, Law & Order, America's Most Wanted, Cold Case Files, Panic Room, Ransom, Schindler's List, The Holocaust, Mississippi Burning, As Good as It Gets, Bambi, Lion King, Sleeping Beauty, Snow White, 101 Dalmatians, ER, Cinderella, Perfect Storm, Twister, Anaconda, Jaws, news.]

1,490 12.44   5 Gratuitous Violence [The actual, physical act of violence is visually depicted and is a prominent characteristic; involves a lot of physical action, such as fighting and killing. Includes depictions of war in action. Also includes graphic injuries, deaths, and physical action (flying bodies) due to big explosions and collisions. A character takes on a violent act as a means to an end; always has a reason, whether it is morally right or wrong. Captures many of those coded as "Action/Adventure (=12)" and "Horror/Thriller (=13)" under the Genre coding section. Also includes nature documentaries that depict animals killing prey and fictional dramas that depict violence inflicted on humans by fictional creatures/animals, which usually have artificial human intelligence. Examples: Die Hard, Lethal Weapon, Rambo, Scream, I Know What You Did Last Summer, Saving Private Ryan, Full Metal Jacket, Band of Brothers, Deep Blue Sea, King Kong, Godzilla, Jurassic Park, adult Japanese-anime.]

5	.04	6	Ultra Violence [Main characteristic is the repetitive, "in-your-face" presentation of violence, hostility, brutality, and the truly evil; violence that does not have any clear moral or rational aim. Usually, a violent act is not a means, but an end in itself for the character and overall narrative. Includes overt and extensive portrayals of fighting, beating, killing, rape, and torture, which are usually accompanied with graphic depiction of blood and body parts. Can be very shocking and grotesque. Applies more to movies than TV programs. Examples: Godfather, Natural Born Killers, Pulp Fiction, Reservoir Dogs, Trainspotting, Clockwork Orange, Bad Lieutenant, True Romance, The Cook the Thief His Wife & Her Lover, Seven, Hannibal.]
1,601	13.37	8	Uncodeable [It is impossible to accurately discern the type of violence presented in the program from the information provided.]
888	7.42	9	NA; refused