**Mars 2020-2021 Codebook**

**Last Updated: March 31th, 2022**

General Coding Instructions

● Only code major characters that appear in the commercial. Major characters include speaking characters and those who are prominently featured in at least one frame.

● Animals are assumed to be minor/background characters unless they speak (i.e., only code animals if they speak)

● Leave null answers blank instead of filling in a “0.”

**Variables Map**

● **Prominence**

● **Background Demographics**

● **Activity**

● **Setting**

● **Sexualization**

● **Traits**

● **Work and Leadership**

● **Representations of Large Body Types**

**Prominence**

Q1. Character Prominence

1. Major character, speaking

2. Major character, visually prominent non-speaking

*Speaking characters say at least one discernible word in the commercial. Visually prominent non-speaking characters do not utter a discernible word, but all of their body is prominently featured in the frame at some point.*

*Minor/background characters may be visible in the commercial but do not speak or appear prominently in the frame. These do not need to be coded.*

**Background Characteristics**

Q2. What is the character’s age?

1.Child (1-12)

2.Tween (13-14)

3.Teen (15-19)

4. 20s (20-29)

5. 30s (30-39)

6. 40s (40-49)

7. 50s (50-59)

8. 60 and older

9. Can’t tell

10. Not Applicable

11. Other (specify)

*Enter your best estimate of the character’s age. If the character has multiple ages in the commercial, select “other” and provide details.*

Q3. What is the character’s sex?

1. Female

2. Male

3. FTM (transgender man)

4. MTF (transgender woman)[MC1]

9. Can’t Tell

10. Not Applicable

*Enter your best assessment of the character’s “sex*.”

Q4. What is the character’s gender?

1. Hyper-Masculine

2. Masculine

3. Gender Queer/ Gender Non-Conforming

4. Feminine

5. Hyper-Feminine

9. Can’t Tell

10. Not Applicable

*Enter your best assessment of the character’s gender performance, regardless of their sex. Masculinity refers to a set of stereotypical male traits and behavior, including assertiveness, being in control, aggression, an emphasis on physical strength, and sexual promiscuity. Femininity refers to a set of stereotypical female traits and behaviors, including passivity, an emphasis on being pleasing, gentleness, dependence, and an emphasis on caring and empathy. Hyper-masculinity and hyper-femininity are exaggerations of these gender performances (think of the typical roles played by Arnold Schwartzenegger and Marilyn Monroe, respectively). Gender queer and gender non-conforming describes for characters who do not fit conventional gender distinctions, rather, they identify with neither or a combination of masculinity and femininity. Code the character as “feminine” or “masculine” unless cued otherwise.*

Q5. Is the character LGBTQ+?

0. No

1. Yes, gay/lesbian

2. Yes, ambiguous/bi/queer

3. Yes, transgender

9. Can’t Tell

10. Not Applicable

*A character’s sexuality is determined by his/her apparent enduring attraction (emotional, sexual, romantic) to men, women, or both sexes. Code the character as “heterosexual” unless cued otherwise.*

Q6. Is this character animated?

0. No

1. Yes, Animated humanoid (specify)

2. Yes, Alien (specify)

3. Yes, Animal/could be a real animal (specify)

4. Yes, Monster/mythical creature (specify)

5. Yes, Animated other (specify)

Q7. What is the character’s race/ethnicity?

1. White

2. Hispanic/Latino

3. Black

4. Native American/Hawaiian/Alaskan/Pacific Islander

5. Asian/Asian American

6. Middle Eastern

8. Mixed Race

9. Can’t tell

10. Not Applicable (please specify)

11. Other (please specify)

*Character race/ethnicity can be determined from skin color, maxillofacial features, and context markers within the film (e.g., the race of the character’s family). Enter your best estimate of the character’s race/ethnicity.*

*For animated characters, please code for the race/ethnicity of the character if their race/ethnicity would be apparent to viewers, based on skin color, maxillofacial features, context markers, the race/ethnicity of the voice actor, and other cues. If the race/ethnicity of the animated character is not apparent, please mark “not applicable.”*

Q8. Is the character disabled?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

***Activity***

***For Q9, please code ALL activities that apply to each character***

*Q9a. Shopping - Is this character shown shopping?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9b. Driving - Is this character shown driving?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9c. Cleaning - Is this character shown cleaning?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9d. Cooking - Is this character shown cooking?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9e. Working - Is this character shown working?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9f. Socializing - Is this character shown socializing?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9g. Nothing - Is this character shown doing nothing (e.g., talking into the camera)?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9h. Eating/Drinking - Is this character shown eating or drinking?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9i. Exercising - Is this character shown exercising?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q9j. Other Activity - Is this character shown engaging in activities not listed above?*

*0. No*

*1. Yes (please specify)*

*9. Can’t Tell*

*10. Not Applicable*

***Setting***

***For Q10, please code ALL settings that apply to each character***

*Q10a. Kitchen - Is this character shown in a kitchen?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10b. Office - Is this character shown in an office?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10c. Car - Is this character shown in a car?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10d. Store - Is this character shown in a store?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10e. Outdoors - Is this character shown outdoors?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10f. Living Room - Is this character shown in the living room?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10g. Restaurant/Bar - Is this character shown in a restaurant or bar?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10h. Gym - Is this character shown in the gym?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10i. Bedroom - Is this character shown in the bedroom?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10j. Bathroom - Is this character shown in the bathroom?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10k. Sporting Event - Is this character shown at a sporting event?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10l. Classroom - Is this character shown at school or in a classroom?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*Q10m. Other Location - Is this character shown in other locations not listed above?*

*0. No*

*1. Yes (please specify)*

*9. Can’t Tell*

*10. Not Applicable*

**Sexualization**

Q11. Does this character wear sexually revealing clothing?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

*Sexually revealing clothing refers to apparel that draws attention to the curves or angles between the mid chest and upper thigh regions of the body, or sexually revealing in the back of the body.*

Q12. Was this character shown in any state of nudity?

0. No

1. Yes, some nudity

2. Yes, full nudity

3. Other (specify)

9. Can’t Tell

10. Not Applicable

*Some nudity refers to exposing skin in cleavage, midriff, or upper thigh/lower buttocks area. Full nudity refers to the entire body being exposed from the front and/or back with no covering. For females, nudity from the front this means topless or lower exposure of genital area; For males, nudity from the front this means lower exposure of genital area only. Nudity from the back includes at least partial exposure of the buttock crease for both male and female characters.*

Q13. Did the camera ever show this character as **body parts** (i.e., the camera ever show just their legs or mouth); **pan** up the character’s body (or part of it, unless it includes the face with the eyes); or show them moving in **slow motion** (e.g., bouncing breasts) to concentrate the audiences’ attention on their body in a sexually objectifying manner?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

*Sexual objectification is the act of treating a person as an instrument of sexual pleasure. Objectification more broadly means treating a person as a commodity or an object without regard to their personality or dignity. Panning refers to rotating a camera on its vertical or horizontal axis. In this instance, it refers to moving from one part of a body to another. Slow motion can be used to accentuate various aspects of the images on a screen. For this particular measure, record instances when slow motion is used to accentuate a character’s physical form in a sexual way, for example, jiggling breasts.*

Q14. Is this character ever verbally sexually objectified?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

*Verbal sexual objectification can come in many forms, including cat calling and comments a character makes about another character’s physicality to a third party.*

*​​****Traits***

*Q15. Intelligent - Is this character shown as intelligent?*

*0. Intelligence Level Not Integral to Character*

*1. Stupid*

*2. Smart*

*3. Mixed*

*9. Can’t Tell*

*10. Not Applicable*

*Intelligence is based on verbal cues, physical cues, occupational cues, context cues, and social cues for characters for whom intelligence is an integral part of their character (e.g., their reason for being in the commercial).*

*Q16. Funny - Is this character shown as funny?*

*0. Funniness Not Integral to Character*

*1. Yes, audience asked to laugh at the way they look (e.g., having buck teeth)*

*2. Yes, audience asked to laugh at physical comedy (e.g., falling down)*

*3. Yes, audience asked to laugh at verbal comedy (e.g., sarcasm)*

*9. Can’t Tell*

*10. Not Applicable*

*Being funny (or not) is based on verbal cues, physical cues, and social cues for characters for whom funniness (or lack thereof) is an integral part of their character (e.g., their reason for being in the commercial). A character can be funny if they audience is asked to laugh at them or laugh at something they do.*

***Work and Leadership***

*Q17. Occupation - Is the character shown as having an occupation?*

*0. No*

*1. Yes, one occupation*

*2. Yes, multiple occupations*

*9. Can’t Tell*

*10. Not Applicable*

*Base this assessment on whether the character possessed a job (no, yes), independent of whether the occupation could exist in the real world or was a legal means of earning money. Unpaid help (e.g., interning) does not count as employment, nor do favors or other voluntary altruistic acts. Employment should be evident through verbal/textual cues, uniform/clothing worn and/or displayed, artifact use, engagement in work role-related behaviors, and/or the context surrounding a character’s life.*

*Q18. Leader - Is the character shown as a leader?*

*0. No*

*1. Yes*

*9. Can’t Tell*

*10. Not Applicable*

*A character is considered to be a leader if others followed his or her behavior and/or directives. Leaders could occupy formal positions of power in corporations, politics, criminal organizations, or the military, or more informal positions of power, serving as leaders in social groups.*

*Q19. Authority - What level of authority does this character possess?*

*0. No authority*

*1. A little authority*

*2. A moderate amount of authority*

*3. A great deal of authority*

*9. Can’t Tell*

*10. Not Applicable*

*Authority is the formal or informal power or right to give orders, make decisions, and enforce obedience. Base this evaluation on verbal and non-verbal cues, such as exuding confidence, who people pay attention to, who people obey, etc. This is a distinct variable from “leader” in that leaders can have formal positions of power, but lack authority, and characters can have authority without necessarily having people who follow them.*

**Representations of Large Body Types**

*Overview: The purpose of this analysis is to assess how fatness is represented in popular entertainment media. We will examine how often larger bodies are represented, and when a fat person is portrayed, how they are portrayed. More specifically, we want to know whether fat characters are presented in storylines in ways that humanize them, or whether they are typically portrayed in stereotypical, demeaning ways.*

Q20. Body Type - What is this character’s body type?

1. Very skinny

2. Somewhat skinny

3. Average sized

4. Somewhat large

5. Very large

6. Unusually muscular

7. Other (please specify)

9. Can’t Tell

10. Not Applicable

*Choose the category that best fits this character’s body type, recognizing that average size generally varies by sex. The comparison here is to “average” people. The average American woman is a size 12. The average American man is 5’9” and weighs 197 pounds. (Modification of Collins, 1991.)*

For characters who are somewhat or very large, does this character engage in any of the following actions related to body issues? If so, please enter a “1” if the stereotype applies:

Q21a. Restrictive/disordered eating (e.g., dieting, “rewarding” oneself with a cookie for working out, binge eating, not eating around other people, purging)

Q21b. Cutting or other forms of self-injury

Q21c.Negative self-talk (around body)

Q21d. Body modification discussion/action (e.g., surgery)

**For characters who are somewhat or very large,** does this character face prejudice based on the size of their body? If so, please enter a “1” if the stereotype applies. When the stereotype does not apply, enter “0” **(remember that we leave zeros blank)**:

Q22a. Yes, visual shaming from others

Q22b. Yes, verbal shaming from others

Q22c. Yes, sizeist slurs from others

Q22d. Yes, weight is a punchline

Q22e.Yes, denied a personal opportunity

Q22f. Yes, denied a professional opportunity

Q22g. Yes, other (please specify)

- *Visual shaming entails the camera or another character in the shot using a look to shame a fat character.*

- *Verbal shaming entails a character using language to shame a fat character.*

- *Sizeist slurs involve characters being called specific names in order to degrade them that are related to their size.*

- *Weight is a punchline can come in many different forms-- physical comedy, an actual joke, etc.*

- *Denied a personal opportunity based on size can come in different forms-- being denied a date because of size, not being asked to the prom, etc.*

- *Denied a professional opportunity based on size can come in many different forms-- being denied a job based on size, being denied a promotion based on size, etc.*

**For characters who are somewhat or very large,** is this character shown as a fat stereotype? If so, please enter a “1” if the stereotype applies. When the stereotype does not apply, enter “0” **(remember that we leave zeros blank)**:

Q23a. Lazy

Q23b. Slow (physically)

Q23c. Stupid

Q23d. A loser (e.g., down and out; can’t win)

Q23e. Inactive (e.g., averse to exercise; doesn’t like to move their bodies)

Q23f. Poorly dressed (e.g., wearing unflattering clothes; only wearing one primary outfit)

Q23g. Funny (e.g., always joking and making people laugh)

Q23h. Jolly (e.g., always upbeat, happy, and optimistic)

Q23i. Clumsy

Q23j. Alone

**For characters who are somewhat or very large,** is this character shown as a fat trope? If so, please enter a “1” if the trope applies. When the trope does not apply, enter “0” **(remember that we leave zeros blank)**:

Q24a. Comic Relief (e.g., a fat character who exists for comic relief)

Q24b. Sidekick (e.g., supportive buddy-- often best friend to a pretty girl)

Q24c. Mamma Hen (e.g., nurturing mother figure; great listener)

Q24d. Nympho (e.g., hypersexual or sexually vulgar character; bordering on predatory)

Q25. **For characters who are somewhat or very large,** do they fit the Fat to Fit trope?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

*The “Fat to Fit” trope is a character who proves their worth by becoming thin or getting “in shape” or “getting healthy.”*

Q26. **For characters who are somewhat or very large,** is their storyline inspiration porn?

0. No

1. Yes

9. Can’t Tell

10. Not Applicable

*Fat inspiration porn is a storyline in which the character learns to accept themselves, even though they are fat-- “it’s what’s inside that counts” (e.g., Fiona in Shrek).*

Q27. Notes

Anything that wasn’t caught using this code book (e.g., punching down that doesn’t make it to our Tropes/Stereotypes/Slurs section) or anything you want to note about the ad.