**Normalization Codebook**

*Updated: April 18, 2022*

**Table of Contents**

[Asset Information](#i4a0iatix85h)

[Prominence](#r5bnvfnig0lb)

[Demographic Information](#kix.vrvx4sh89jhc)

[Activities](#vh933jgd59rb)

[Settings](#wkxtl939jvan)

[Sexualization](#3bl9absur6ql)

[Traits](#ekgkz7wjms3x)

[Work & Leadership](#iw28ssrmgn97)

[Other Variables](#7ii2x2n4aakr)

## Asset Information

Coder Name

Asset Name

Brand/Product Name

Asset Year

## Prominence

Character Prominence (**VARIABLE NAME:** Prominence)

1. Major character, speaking

2. Major character, visually prominent non-speaking

Is this character animated? (**VARIABLE NAME:** 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)

Animated Specify (**VARIABLE NAME:** Animated Specify)

## Demographic Information

Character gender (**VARIABLE NAME:** Gender)

1. Man
2. Woman
3. Non-binary

888. Can’t Tell

999. Not Applicable

Transgender character? (**VARIABLE NAME:** Trans)

0. No

1. Yes

Race (**VARIABLE NAME:** Race)

1. White
2. Black
3. Asian/Pacific Islander (please specify in L)
4. Latinx
5. Native
6. Middle Eastern/North African
7. Multi-racial (only if you know for certain) (please specify in K)
8. Non-white, but cannot tell specific race

888. Can’t tell

999. NA

Race, specify (multi-racial) (**VARIABLE NAME:** Race Other/Specify)

API Ethnicity - If they are API, what is their ethnicity? (**VARIABLE NAME:** API)

1. East Asian (e.g. Chinese, Japanese, Korean, etc.)
2. South Asian (e.g. Indian, Pakistani, Sri Lankan, Nepal etc.)
3. Hawaiian/Pacific Islander (e.g. Hawaiian, Polynesian, Samoan, Maori, etc.)
4. Southeast Asian (e.g. Filipino, Indonesian, Malaysian, Vietnam, Thailand, etc.)

888. Can’t tell

999. NA, they are not API

Skin tone (**VARIABLE NAME:** Skin Tone)

1. Light tones ✋🏻
2. Medium-light tones ✋🏼
3. Medium tones ✋🏽
4. Medium-dark tones ✋🏾
5. Dark tones ✋🏿

999. NA

Sexual Orientation (**VARIABLE NAME:** Sexual Orientation)

1. Straight
2. Gay or lesbian
3. Bi, pan, or queer
4. Asexual

888. Can’t Tell

Queer (**VARIABLE NAME:** Queer)

0. No

1. Yes
2. Queer-coded

Age (**VARIABLE NAME:** Age)

1. Child
2. Teen
3. 20s
4. 30s
5. 40s
6. 50s
7. 60+

999. NA

Disabled? (**VARIABLE NAME:** Disabled)

0. No

1. Yes (please specify)

Disabled specify (**VARIABLE NAME:** Disability Specify)

Body type (**VARIABLE NAME:** Body Type)

1. Very skinny
2. Somewhat skinny
3. Average
4. Somewhat large
5. Very large
6. Unnaturally muscular
7. Unnaturally curvy

888. Can’t tell

999. Not applicable

# Activities

Is this character shown shopping? (**VARIABLE NAME:** Shopping)

0. No

1. Yes

Is this character shown driving? (**VARIABLE NAME:** Driving)

0. No

1. Yes

Is this character shown cleaning? (**VARIABLE NAME:** Cleaning)

0. No

1. Yes

Is this character shown cooking? (**VARIABLE NAME:** Cooking)

0. No

1. Yes

Is this character shown working? (**VARIABLE NAME:** Working)

0. No

1. Yes

Is this character shown socializing? (**VARIABLE NAME:** Socializing)

0. No

1. Yes

Is this character shown doing nothing? (**VARIABLE NAME:** Nothing)

0. No

1. Yes

Is this character shown eating or drinking? (**VARIABLE NAME:** EatingDrinking)

0. No

1. Yes

Is this character shown exercising? (**VARIABLE NAME:** Exercising)

0. No

1. Yes

Is this character shown engaging in activities not listed above? (**VARIABLE NAME:** Other Activity)

0. No

1. Yes (please specify in AD)

Other Activity Specify (**VARIABLE NAME:** Activity Other Specify)

# Settings

Is this character shown in a kitchen? (**VARIABLE NAME:** Kitchen)

0. No

1. Yes

Is this character shown in an office? (**VARIABLE NAME:** Office)

0. No

1. Yes

Is this character shown in a car? (**VARIABLE NAME:** Car)

0. No

1. Yes

Is this character shown in a store? (**VARIABLE NAME:** Store)

0. No

1. Yes

Is this character shown outdoors? (**VARIABLE NAME:** Outdoors)

0. No

1. Yes

Is this character shown in the living room? (**VARIABLE NAME:** Living Room)

0. No

1. Yes

Is this character shown in a restaurant or bar? (**VARIABLE NAME:** Restaurant/Bar)

0. No

1. Yes

Is this character shown in the gym? (**VARIABLE NAME:** Gym)

0. No

1. Yes

Is this character shown in the bedroom? (**VARIABLE NAME:** Bedroom)

0. No

1. Yes

Is this character shown in the bathroom? (**VARIABLE NAME:** Bathroom)

0. No

1. Yes

Is this character shown at a sporting event? (**VARIABLE NAME:** Sporting Event)

0. No

1. Yes

Is this character shown at school or in a classroom? (**VARIABLE NAME:** Classroom)

0. No

1. Yes

Is this character shown in other locations not listed above? (**VARIABLE NAME:** Setting Other)

0. No

1. Yes (please specify in AR)

Other Location Specify (**VARIABLE NAME:** Other Setting Specify)

# Sexualization

Does this character wear sexually revealing clothing? (**VARIABLE NAME:** Revealing Clothing)

0. No

1. Yes

Was this character shown in any state of nudity? (**VARIABLE NAME:** Nudity)

0. No

1. Yes, some nudity

2. Yes, full nudity

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? (**VARIABLE NAME:** Visually Objectified)

0. No

1. Yes

Is this character ever verbally sexually objectified? (**VARIABLE NAME:** Verbally Objectified)

0. No

1. Yes

# Traits

Is this character shown as intelligent? (**VARIABLE NAME:** Intelligent)

0. Intelligence Level Not Integral to Character

1. Stupid

2. Smart

3. Mixed

888. Can’t Tell

999. Not Applicable

Is this character shown as funny? (**VARIABLE NAME:** 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)

888. Can’t Tell

999. Not Applicable

# Work & Leadership

Is the character shown as having an occupation? (**VARIABLE NAME:** Occupation)

0. No

1. Yes, one occupation

2. Yes, multiple occupations

Is the character shown as a leader? (**VARIABLE NAME:** Leader)

0. No

1. Yes

What level of authority does this character possess? (**VARIABLE NAME:** Authority)

0. No authority

1. A little authority

2. A moderate amount of authority

3. A great deal of authority