

Variable	Concept	Variable Description	Values/Codes	Notes (Including data sources)
lamp	audio	Number of times Theresa's lamp breaks in the episode	Numeric (eg. 0, 1, 2)	Discrete variable, quant.
outfits	visual	If the outfit changed for the main character from the beginning to the end of the episode, ignoring any changes in the middle	1 = Outfit changed 0 = Outfit did not change	Binary (dummy), qual., based on character Alex Russo
thinking	internal monologue	Number of times any main character talks to themselves in their head	Numeric (eg. 1, 2, 3)	Discrete variable, quant.
violence	character behavior	If there is violence or bullying in the episode	1= Violence or bullying occurred 0 = Violence or bullying did not occur	Binary (dummy), qual.
time	air time	Length of episodes	Numeric (eg. 1-20, 21-25, 26-30)	Continuous variable, quant., in minutes from Disney+
month	air month	Month episode aired	3 = Mar (etc..) 2 = Feb 1 = Jan	Categorical, qual.
year	air year	Year episode aired	5 = 2012 4 = 2011 3 = 2010 2 = 2009 1= 2008 0 = 2007	Categorical, qual.
main_characters	characters	Number of main characters present in the episode	Numeric (eg. 1, 2, 3)	Discrete variable, quant.
conflict	character interaction	If there is a major conflicts in the episode	2 = Major conflict 1 = Minor conflict 0 = No main conflict	Qual., subjective coding based off of interpretation
involvement	character interaction	Number of main characters involved in conflict	Numeric (eg. 1, 2, 3)	Discrete variable, quant.
possibility	reality	If the main event could occur in real life	1 = Yes 0 = No	Binary (dummy), qual., subjective coding based off

				of interpretation
fourth_wall	reality	Number of times the episode breaks the fourth wall or breaks through the show	Numeric (eg. 1, 2, 3)	Discrete variable, quant.
romance	romance	If romance happens in the episode	1 = Yes 0 = No	Binary (dummy), qual.
music	soundtrack	Number of songs played in the episode	Numeric (eg. 1, 2, 3)	Discrete variable, quant., excluding intro & outro
watchability	watchability	If this episode could be watched alone or if broader context is needed	1 = Can be watched alone 0 = Needs context (can't be watched alone)	Binary (dummy), qual., subjective coding based off of interpretation
set	location	Number of sets seen per episode	Numeric (eg. 1, 2, 3)	Discrete variable, quant. (ex. apartment, kitchen, etc...)
holiday	variability	If the episode depicts a major holiday (ex. Christman, Halloween, etc...)	1 = Holiday episode 0 = Not a holiday episode	Binary (dummy), qual.
products	advertisement	If there product placement in the episode (ex. Cola, Dell, Apple, etc...)	1 = There is product placement 0 = There is no product placement	Binary (dummy), qual.
ratings	ratings	Number of starts the episode has	Numeric (eg. 1.0-1.4, 1.5-2.0, etc...)	Continuous variable, quant., in stars (out of 10), found from <a href="#">LINK</a>
crossovers	crossover	If there was another Disney character present in the episode	1 = There was a crossover 0 = There was no crossover	Binary (dummy), qual.
guest	guest stars	Number of guest stars in the episode	Numeric (eg. 0, 1, 2, 3)	Discrete variable, quant., includes guest stars, co-stars, and recurring characters, based on information from the Wiki
consumption	consumption	Number of times that any main character ate or drank during the episode	Numeric (eg. 0, 1, 2, 3)	Discrete variable, quant, subjective based on interpretation/what can be seen as real, per bite/lick/sip
podcast	podcast	If Wizards of Waverly Pod has a corresponding episode	1 = Yes 0 = No	Binary (dummy), qual., as of October 3, 2024 (due to its updating)

allusions	references	Number of times a character makes an allusion or reference to something that is commonly known	Numeric (eg. 0, 1, 2)	Discrete variable, qual., based on known references (ex. Harry Potter), subjective based on interpretation and knowledge of data collector
search	search results	Amount of search results that come up when searching "Wizards of Waverly Place "episode title""	Numeric (eg. 100, 200, 300)	Discrete variable, quant., based on search results per second, as of October 3, 2024 (due to its updating)
seconds	search result seconds	Time Google takes to search and retrieve the results per second	Numeric (eg. 0.5, 1, 1.5, 2)	Continuous variable, quant., dependant on above variable, as of October 3, 2024 (due to its updating)
creatures	magical creatures	If a mythical or magical creature was present in the episode or if they made something into a creature using magic	1 = There was a magical creature 0 = There was no magical creature	Binary (dummy), qual. (ex. pocket elf, genies, etc...), excludes the Russo family
theme	theme song	If the theme song is the original	1 = Original 0 = Not Original	Binary (dummy), qual.