

Name of the media (be specific!):

The Office U.S.

Link to media

[peacocktv.com/watch/asset/tv/the-office/4902514835143843112](https://www.peacocktv.com/watch/asset/tv/the-office/4902514835143843112)

Unique Identifier

Emotion or audience reaction invoked by a character looking at the camera

(I.e., what will uniquely identify an observation):

Variable 1: QUANT

What concept does this variable represent?

Scenes where a character looks at the camera to express unspoken emotion

How will you measure the variable?

By analyzing the population (scenes) and collecting the data via tally

What will be the variable's coding scheme?

Look\_Timing

Why or how does this variable operationalize the concept? How strong is the measure?

It can be quantifiable data

Variable 2: QUAL

What concept does this variable represent?

Which character looks at the camera to express unspoken emotion

How will you measure the variable?

Categorizing the data by the names of the characters

Michael —> 1/ Jim —> 2/ Pam —> 3/ Other —> 4

What will be the variable's coding scheme?

Character\_Look

Why or how does this variable operationalize the concept? How strong is the measure?

Makes the data more concise

Variable 3: QUAL

What concept does this variable represent?

Emotion received from the viewer  
because of the camera look in the scene

How will you measure the variable?

Identifying what element was added  
to the scene through the character looking at the camera. From there, I will categorize my  
findings.

Humor —> 1/ Awkward —> 2/ Other —> 3

What will be the variable's coding scheme?

Emotion\_from\_Look

Why or how does this variable operationalize the concept? How strong is the measure?

Adds information on what is added  
to the scene

Variable 4: QUANT

What concept does this variable represent?

Number of times a character looks at  
the camera in a single scene

How will you measure the variable?

Tally the data

What will be the variable's coding scheme?

Number\_of\_Looks

Why or how does this variable operationalize the concept? How strong is the measure?

Allows for the range to be found by  
finding the elements that were evoked the most and the least