Blursday Codebook

Creating a Systematic Framework for Consistent Data Categorization

Overview:

The "Blursday Codebook" serves as a guide for classifying individual responses regarding their sense of past and future fluency, specifically in planning and memory tasks. It has been developed to systematically code reflections and projections within timeframes of one week, one month, and one year, providing a structured approach to understanding how people navigate temporal landmarks in their lives.

General Guidelines:

- **Understanding the Codebook:** Coders should internalize the "Blursday Codebook" categorization system, familiarizing themselves with the precise definitions and examples for each activity category and label. In particular, please refer to the **specific activity category definitions**, as well as the **activity code definitions and the associated keywords/examples provided in Tables 1 to 4 on Pages 6 to 9** to accurately assign categories and labels.

- **Adherence to the Codebook:** Coders should ensure all categorizations and labelling follow the Codebook's definitions and examples. This precision is crucial for maintaining the integrity of the data structure and minimizing alignment drift. Regular consultation of the Codebook is essential to uphold the accuracy and consistency of the coding process.

- **Critical Review and Response Flagging:** While the process is standardised to increase coding efficiency, maintaining a critical eye on the outputs is vital. Coders should conduct periodic reviews to ensure each response's classification aligns perfectly with the Codebook. If a response requires a new label or deviates from existing definitions, coders are encouraged to flag these instances for further examination.

Instructions for Thematic Coding:

Step 1: Activity Categorization

- Begin by thoroughly reviewing the response provided.

- Instead of immediately identifying a single category, **specify all categories** that you believe could potentially apply to the response. The categories are:

    1. Temporal Landmark

    2. Utilitarian Activities

    3. Discretionary Activities

    4. Evaluations

- **Note**: If you encounter difficulties in categorizing or think a response might fit into a new category, please flag the data for further discussion, whilst providing a comment/justification in the relevant cell of your outputted data.

Step 2: Category Ranking

- After selecting all applicable categories, **rank them** in the next column based on their relevance to the response. Rank them from most relevant (1) to least relevant (n), where n equals the number of categories you have selected. This step helps prioritize the categories for further analysis.

Step 3: Activity Code Labelling

For each response, assign labels that best fit, referencing the ranked categories from Step 2. Use the activity code definitions and keywords/examples from the "Blursday Codebook" (see **Tables 1 to 4 on Pages 6 to 9**) to guide your selections.

- List labels for the primary category (rank 1) in the 'CHOSEN LABELS (PRIMARY)' column.
- If additional categories are applicable, list their respective labels in a new column, 'CHOSEN LABELS (SECONDARY)'.
- Up to three labels may be selected for the primary category to capture all aspects of the response that pertain to that category.

- While the objective remains to identify one primary activity code per category to maintain clarity, you are permitted to assign up to three labels if the response encompasses multiple activity codes/definitions within each category.

Please refer to the **specific activity category definitions**, as well as the **activity code definitions and the associated keywords/examples provided in Tables 1 to 4 on Pages 6 to 9** to accurately assign categories and labels. This step is crucial for maintaining consistency and reliability in data coding.

Step 4: Structuring Your Output Data

For organized analysis, input the categorized data into the database according to the structure outlined below. Ensure each column is distinctly marked to maintain data clarity:

- **ORIGINAL DATA**: The verbatim response provided by the participant.

- **CATEGORIES SELECTED**: All categories that were identified as applicable.

- **RANKING**: The relevance of each category to the response, in descending order.

- **CHOSEN LABELS (PRIMARY)**: Labels corresponding to the most relevant (primary) category.

- **CHOSEN LABELS (SECONDARY)**: Labels corresponding to other relevant categories.

- **FLAGGED**: Indication of whether the response was flagged for further review.

- **JUSTIFICATION / COMMENTS**: Any comments or justifications for the choices made, especially for flagged items.

For Example:

RAW DATA	CATEGORIES	RANKING	PRIMARY CODES	SECONDARY CODES	FLAGGED	JUSTIFICATION / COMMENTS
Celebrate my birthday	Temporal Landmark	1 (Temporal Landmark)	Personal Temporal Landmark		No	
Clean my house	Utilitarian Activities	1 (Utilitarian Activities)	Household Obligations		No	
Leave on vacation	Temporal Landmark, Discretionary Activities	1 (Discretionary Activities), 2 (Temporal Landmark)	Recreation, Travel	Reference Points	No	'Discretionary Activities' is primary category because data centers on a chosen leisure activity. 'Temporal Landmark' is secondary, as the event is time-bound but not a recurring marker like a birthday or holiday.
Veil	Discretionary Activities, Evaluations	1 (Discretionary Activities), 2 (Evaluations)			Yes	Ambiguity; no matching labels. 'Discretionary Activities' ranked first as the primary action implies a personal choice. 'Evaluations' is secondary due to the implied assessment of the action's importance or necessity.

Note: If a response does not correspond to existing labels or if it might suggest a new category, flag this within the data and provide comprehensive justification or comments for context and clarity.

When Coding, Please Remember:

- **Integrity and Precision:** At all times, uphold the highest standards of accuracy in your thematic coding by meticulously adhering to the "Blursday Codebook." The fidelity of the data structure depends on your consistent application of the Codebook's definitions and examples. In particular, please refer to the **specific activity category definitions**, as well as the **activity code definitions and the associated keywords/examples provided in <u>Tables 1 to 4 on Pages 6 to 9</u>** to accurately assign categories and labels.

- **Structured Data Classification:** Be methodical in identifying, ranking, and labelling categories. Enclose your classifications within specific tags to maintain a structured and searchable data format, ensuring that each piece of data is recorded with precision.

- **Data Entry and Review:** Enter all responses into the database with care, ensuring that each assigned label and category is accurate. Stay vigilant for responses that may not fit neatly within existing categories, flagging any anomalies for critical review.

- **Justification/Comments:** It is generally optional yet strongly encouraged/recommended to provide justifications/comments with each coded response for clarity and to support the rationale behind your coding decisions. However, justifications/comments become mandatory when you flag a response due to uncertainties, or whenever multiple categories apply and there is ambiguity about which category to prioritize. In these cases, clear and concise explanations are required to assist in the subsequent review and to ensure the integrity of the coding process.

Table 1: Definition of 'Temporal Landmarks' category and its activity codes' description/definition and examples/keywords.

<table>
<tr><td colspan="3" style="text-align:center">(1) Temporal Landmarks</td></tr>
<tr><td colspan="3">Broadly speaking, a temporal landmark can be defined as any event that is distinct to the mundanity of everyday life.

For notable authors, see:
Shum, M. S. (1998). The role of temporal landmarks in autobiographical memory processes. Psychological bulletin, 124(3), 423.
Dai, H., Milkman, K. L., & Riis, J. (2014). The fresh start effect: Temporal landmarks motivate aspirational behavior. Management Science, 60(10), 2563-2582.
Peetz, J., & Wilson, A. E. (2013). The post-birthday world: Consequences of temporal landmarks for temporal self-appraisal and motivation. Journal of personality and social psychology, 104(2), 249.</td></tr>
</table>

Code	Definition	Example/Keywords
Personal Temporal Landmark	Personally significant, unique or meaningful events. These are likely not to be (as) salient for others, as they are for one's self.	Birthdays, weddings, anniversaries
Calendar Temporal Landmark	Salient public or socially acknowledged temporal landmarks	National holidays, Christmas, St. Patrick's Day, Easter, New Years
Reference Points	Reference points in calendars. Objective measures, often relating to a week, month or year.	Mid terms; O-Week;
Personal Narrative Events	Personal events that become temporal landmarks due to personal importance or vividness or indicator of new mental accounting period. Often 'first' experiences and achievements like reaching a career milestone or promotion.	Promotion; New Job; Retirement; Moving abroad.
Facts of Life Experiences	Involuntary experiences that one is typically subjected to, often as a natural byproduct of life course progression.	Illness; Grief; Death; Laid Off
Absence of activity	Explicit mention to the *lack of* an activity. Refers to instances whereby *not* having a focal activity becomes the salient mention for the individual.	Nothing, just lunch, something nice to eat I guess; nothing important today

Table 2: Definition of 'Utilitarian Activities' category and its activity codes' description/definition and examples/keywords.

(2) Utilitarian Activities		
Relates to functional activities that can often not be skipped. These include personal care activities (i.e. fulfilling basic needs), domestic activities relating to upkeep, and even paid activities such as employment-related activities.		
For notable authors, see: Doherty, S. & Miller, E. (2000). A computerized household activity scheduling survey. *Transportation, 27*, 75-97. **Notable literature Fields:** Nursing and Occupational Therapy (Activities of Daily Living, Instrumental Activities;		
Code	**Description**	**Example/Keywords**
Household Obligations	Activities related to maintaining one's home and other basic needs	Cleaning; maintenance; Grocery shopping; yard work;
Physiological Needs and Personal Care	References made to the fulfillment of one's foundational, core physiological needs (eating, sleeping), alongside personal care activities.	Sleep; Ordering food; Meal Preparation; Cooking; Eating; Showering
Work/School Activities	Attending to core activities related to one's paid employment or study.	Meetings; Training session; Assignments; Attending lecture
Services	Engaging the expertise of a service provider for the fulfilment of a functional goal.	Doctor; Dentist; Banking
Care Duties	Responsibilities related to having children, pets or ageing parents or being in another carer position.	Taking care of children; Pets;
Return to Routine	References made to the re-establishment of one's previous structure, schedules or behavioural patterns	Return to work; return to my workplace; back to gym
Career Planning	Future oriented behaviours, particularly as it relates to planning for one's next phase of career or academic life.	Applied for grad schools Applied for jobs; interviewed
Civic Duties	Engaging in obligatory citizen responsibilities related to one's membership to their specific social groups (e.g. national; local)	Voted in local election; Upcoming parish AGM

Table 3: Definition of 'Discretionary Activities' category and its activity codes' description/definition and examples/keywords.

3) Discretionary Activities		
Relates to voluntary activities that are used as modes of filling one's free or empty time.		
For notable authors, see:		
Doherty, S. & Miller, E. (2000). A computerized household activity scheduling survey. *Transportation, 27*, 75-97.		
Code	**Description**	**Example/Keywords**
Recreation	**Actively** participating in a leisure-related activity or hobby to pass time.	Hobbies (crafts, gardening); Sport; Exercise; Walking; Vacation
Entertainment	Passive involvement in an activity (i.e. watching) or taking part in the passive consumption of media.	Watching movies, videos, TV, listening to music; relaxing
Social	Planned events, gatherings or activities shared with others	Visiting friends; Zoom trivia; Picnic with friend
Family	Directly related to maintaining relationships or partaking in activities with family members	Calling dad; Seeing brother
Altruistic	Voluntary participation in an activity oriented to improving the experiences of others.	Volunteering
Aspirational	General or abstract positive sentiment expressed about one's desired future state or relating to an elusive goal	Success at work; Literary Prize Winner; Important artistic encounters;
Recreation (Services)	Active participation in a recreation activity facilitated by a service provider. This cannot be done without (often paid) facilitation by a service.	Going to a concert; theatre; cinema; restaurant; happy hour at the bar/pub
Shopping	Contemplating or making a hedonic purchase	New clothes; gift purchases; new car
Introspection	Spending time considering, examining or observing one's thoughts, emotions or state of being.	Discover yourself; Reflecting back; Searching for meaning
Home Improvement	Aesthetic improvements of one's home for the purposes of pleasure.	DIY; Decorate house
Travel	Related to taking a notable trip elsewhere.	Trip to Canada; Holiday away; Explore new country
Self-Improvement	Undertaking actions that may advance one's skills or self-concept	Learn a language; Start new hobby
New Connection Seeking	Statements referring to one's intentions or aspirations towards establishing new social relationships	Meet new people; make some friends; Start dating
Spiritual Activities	Spending time engaging in religious rituals or spiritual enrichment activities.	Go to a new church

Table 4: Definition of 'Evaluation' category and its activity codes' description/definition and examples/keywords.

4) Evaluation		
Not related to an activity, but rather an objective evaluation of one's circumstances.		
Code	**Description**	**Example/Keywords**
Negative	Statements referring to one's state of being, expressed in a negative fashion.	Isolation; Anxiety; Feel alone
Neutral	A neutral statement or objective observation about one's surroundings or current state	Newspaper delivered on time
Positive	Positive sentiment expressed towards one's current (or expected) circumstances	Feeling happy; Optimistic today
Lockdown	Direct reference to isolation measures	Stay home; staying in lockdown; social distancing; Restrictions easing; Bought new mask