

CODEBOOK

Visual Depictions in Drug Advertisements

DEFINITION OF UNIT OF ANALYSIS (VISUAL DEPICTION): Each person or external body part, internal human body system, organ, sign of disease, virus or bacterium, medicine, and each drawing or photo in a drug ad will be coded. For instance, if a drug ad has a photo of a male physician holding a pill bottle, a microscopic view of a bacterial infection and a picture of a heart, all over an abstract, patterned background, then the visual depictions of the (1) physician, (2) pill bottle, (3) microscopic bacterial infection, (4) heart, and (5) abstract, patterned background would be coded separately.

DATE OF JOURNAL ISSUE: Record the Day, Month, and Year as shown on the front of the journal issue.

AD IDENTIFICATION NUMBER: Four digit number assigned a priori by the researcher, as indicated on a green sticker in the upper left corner.

VISUAL DEPICTION NUMBER: For each ad, each and every visual depiction (as defined by the definition of the unit analysis above) will be numbered a priori by the researcher, using yellow stickers.

TYPE OF VISUAL DEPICTION: The six include: (1) Person or external body part (hand, eye, leg), (2) Human internal physiology or organ system- e.g., heart and blood vessels; brain, nerves and neurons; stomach, esophagus and intestines; lungs; reproductive

system (uterus, fallopian tubes, ovaries); muscles, (3) Signs of disease- e.g., tumor; microscopic view of virus, bacteria; inflammation; headache; clogged artery, dead heart tissue, (4) medications- eg., images of medication bottle, capsules, pills, (5) Nondescript, abstract drawing or photo- e.g., patterned background, (6) other visual- e.g., animal, plant, environmental- e.g., ocean/seashore, lake, mountains, forest, farmland, urban, etc.

- CODE:** 1= person/external body part
2= human physiology
3= signs of disease
4= medication
5= nondescript, abstract drawing or photo
6= other visual

If the Visual Depiction is a **PERSON/EXTERNAL BODY PART** code for the following: (IF NOT, GO TO PAGE 9)

GENDER:

- CODE:** 0= cannot determine
1= male
2= female

GENDER-RELATED PARAPHERNALIA: INCLUDE ALL THAT APPLY

- CODE:** 0= cannot determine/character is male
1= purse
2= cosmetics
3= jewelry
4= female wearing skirt or dress
5= female wearing pants
9= other

ESTIMATED AGE:

CODE: 0= cannot determine

-OR- _____ years old

RACE:

CODE: 0= cannot determine

1= Caucasian

2= Black (e.g., very dark skin and afro hair)

3= Asian (e.g., slanted eye features; clothing- e.g., kimono)

4= Hispanic (e.g., range of dark skin tone with dark, straight hair; e.g., flamenco-type clothing)

5= American/Native American Indian (e.g., range of dark skin tone with dark, straight hair; e.g., headdress-style clothing)

6= minority- not discernible

AMOUNT OF PATRONIZATION- VERBAL REFERENCES MADE BY PERSON/EXTERNAL BODY PART THAT IS BEING CODED:

CODE: 0= cannot determine

1= verbal references made to another person/external body part- e.g., "honey", "dear", "girl"

2= no verbal references made

OCCUPATIONAL ROLE OF PERSON/EXTERNAL BODY PART THAT IS BEING CODED:

CODE: 0= cannot determine

1= homemaker- e.g., performs household chores; childcare

- 2= medical doctor
- 3= allied health- e.g., nurse, hospital technician
- 4= professional- e.g., lawyer, teacher, engineer
- 5= businessperson
- 6= public service- e.g., police, firefighters, flight attendants
- 7= secretarial, clerical
- 8= bluecollar, labor- e.g., construction
- 9= entertainment, sports- e.g., athlete, model
- 10= no occupational role

FAMILY ROLE OF PERSON/EXTERNAL BODY PART THAT IS BEING CODED:

CODE: 0= cannot determine

- 1= spouse
- 2= parent
- 3= child
- 4= sibling
- 5= grandparent
- 6= grandchild

ACTIVITIES OF PERSON/EXTERNAL BODY PART THAT IS BEING CODED:

CODE: 0= not known

- 1= recreational- e.g., shopping, playing cards, socializing, gardening, walking, boating, sewing/knitting
- 2= exercising/sports- e.g., working out (aerobics), jogging, tennis, golf

2= no verbal references made of pain and discomfort

SIGNS OF DEPRESSION- FACIAL:

CODE: 0= cannot determine

1= depressed facial expression- e.g., corners of the lips are down or the lip is trembling, tearful, openly crying, "frozen" facial state, troubled, anguished, looking downward

2= no facial signs of depression

SIGNS OF DEPRESSION- POSTURE:

CODE: 0= cannot determine

1= posture- e.g., standing with head bent down; slouching in a chair; lying down

2= no postural signs of depression

SIGNS OF DEPRESSION THAT PERSON/EXTERNAL BODY PART IS EXHIBITING - VERBAL REFERENCES (E.G., EMOTIONAL WORDS) MADE UNDERNEATH OR NEXT TO THIS PERSON; PERSON'S NAME OR GENDER (HE/SHE) REFERRED TO IN VERBAL DESCRIPTION:

CODE: 0= cannot determine

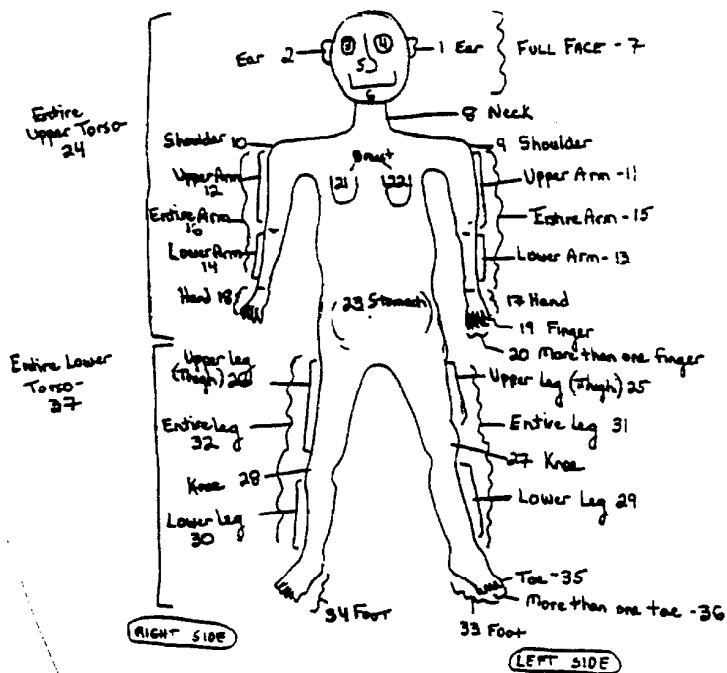
1= emotional words in text- e.g., "gloomy", "morose", "panicky", "crying spells", "hopeless", "feeling blue", "melancholy", "despair", "despondent"

2= no verbal references made of depression

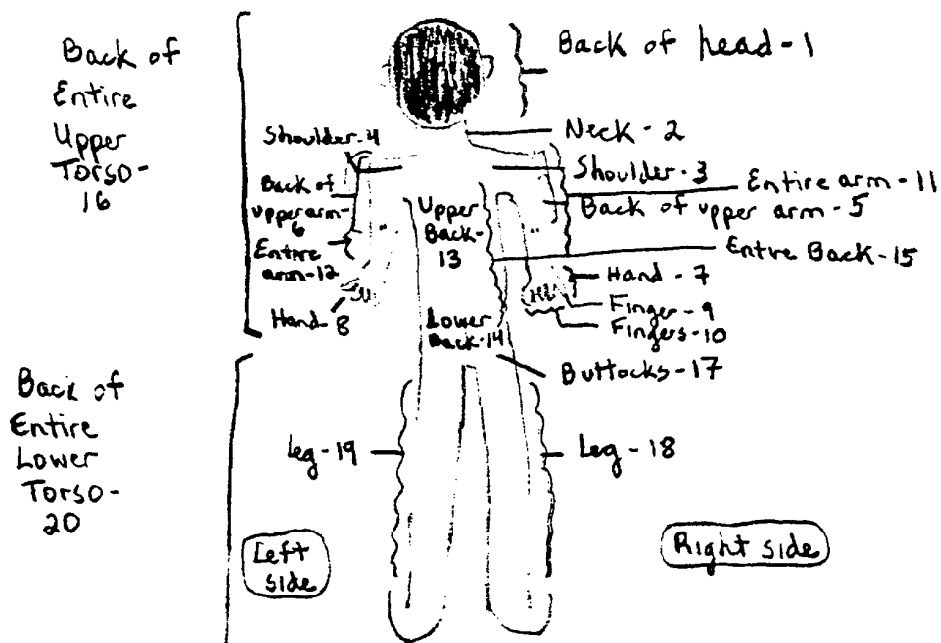
IF A BODY PART RATHER THAN AN ENTIRE PERSON IS BEING DEPICTED, GO TO THE FOLLOWING CATEGORY:

BODY PARTS- INDICATE BY CIRCLING ALL THOSE NUMBERS THAT APPLY THAT ARE SHOWN IN THE DIAGRAM BELOW:

CODE: 0= cannot determine



- * For Entire Body - Circle: 24 + 37
- * For Right Facial Profile - Circle: 2, 3, 5, 6
- * For Left Facial Profile - Circle: 1, 4, 5, 6



- * For Back of Entire Body - Circle: 16 + 20

If the Visual Depiction is **HUMAN INTERNAL PHYSIOLOGY** code for the following: (IF NOT, GO TO THE NEXT VISUAL DEPICTION CATEGORY- SIGN OF DISEASE)

TYPE OF HUMAN INTERNAL PHYSIOLOGY- INDICATE ALL THAT ARE SHOWN:

CODE: 0= cannot determine

1= organ system- e.g., heart, brain, stomach, esophagus intestines, liver, pancreas, reproductive- e.g., uterus

2= blood vessels

3= nerves, neurons

4= muscle

5= skin- i.e., layers of

6= microscopic view of blood cells, etc.

9= other

If the Visual Depiction is a **SIGN OF DISEASE** code for the following: (IF NOT, GO TO THE NEXT VISUAL DEPICTION CATEGORY- MEDICATION)

TYPE OF DISEASE PROCESS:

CODE: 0= cannot determine

1= tumor

2= microscopic view of virus, bacteria

3= discolored, mottled tissue

4= clogged artery

5= inflammation

6= headache

9= other

If the Visual Depiction is a **MEDICATION** code for the following: (IF NOT, GO TO THE NEXT VISUAL DEPICTION CATEGORY- "OTHER VISUAL")

TYPE OF MEDICATION IMAGE:

CODE: 0= cannot determine

1= pill bottle

2= individual pill(s), capsule(s), caplet(s)

9= other

ADMINISTRATION OF MEDICATION- IS MEDICINE READY TO BE TAKEN?

CODE: 0= cannot determine

1= medication is in a spoon or cup

2= pill, etc. is being held in a hand

3= health professional (e.g., doctor, nurse) holding out medication to patient

4= family member holding out medication to patient

5= medication next to a spoon or cup of water

9= other

If the Visual Depiction is "**OTHER VISUAL**" code for the following: (IF NOT, GO TO THE NEXT CATEGORY- ALL VISUAL DEPICTIONS)

TYPE OF "OTHER VISUAL":

CODE: 0= cannot determine

1= animal

2= plant(s)

3= city landscape

4= ocean/seashore

5= lake

6= forest

7= mountains

8= farmland

9= other

For ALL VISUAL DEPICTIONS, code for the following:

**AMOUNT OF PATRONIZATION- HOVERING BY VISUAL DEPICTION
THAT IS BEING CODED:**

CODE: 0= cannot determine

1= visual depiction hovering over another visual depiction

2= no evidence of hovering

**AMOUNT OF PATRONIZATION- VISUAL DEPICTION'S IMAGE
EMPHASIZED:**

CODE: 0= cannot determine

1= visual depiction's image is larger than the other visual depictions

2= visual depiction's image is not larger than the other visual depictions

TYPE OF MEDICATION THAT IS BEING ADVERTISED:

CODE: 0= cannot determine

1= psychoactive (a.k.a "mood-modifying", "psychotropic")- these drugs are classified as anti-anxiety, anti-psychotic, and anti-depressant agents; this group of drugs is comprised of sedatives, hypnotics, tranquilizers, and antidepressants.

2= nonpsychoactive- these drugs include all those medications that are not psychoactive or "mood-modifying"; some of these drugs include antibiotics, anticonvulsants, anti-inflammatory agents, etc.

Write Down the Brand Name and the Type of Medication in the Next Column on the Code Form.

TYPE OF ILLNESS OR PROBLEM FOR WHICH MEDICATION IS BEING PRESCRIBED:

CODE: 0= cannot determine

1= psychoactive- e.g., depression, anxiety, insomnia

2= nonpsychoactive- e.g., infections, pain, cardiac, gastrointestinal- e.g., ulcers, constipation; reproductive - e.g., premenstrual, menopausal, etc.

Write Down the Name of the Illness in the Next Column on the Code Form.

SIZE OF THE DRUG AD THAT IS BEING CODED:

Record with a ruler the height and width in inches of the drug ad in the next two columns on the code form. If the drug ad is on more than one page, add those additional inches. Example: (height)_____ inches x (width)_____ inches.

SIZE OF THE VISUAL DEPICTION THAT IS BEING CODED:

Record with a ruler the top-to-bottom portion and left-to-right portion of the visual depiction that is being coded (e.g., person/ external body part, organ system, disease process, medication, or nondescript drawing or photo) in the next two columns of the code

form. (Do not measure those objects that are attached to or surround the visual depiction- e.g., a bed, chair, etc.)

Example: (top-to-bottom) _____ inches x (left-to-right) _____ inches.

LEVEL OF ABSTRACTION FOUND IN VISUAL DEPICTION:

CODE: 0= cannot determine

1= photograph

2= realistic artistic drawing

3= caricature- i.e., little resemblance to actual visual depiction; distorted picturing or imitation of image (e.g., image lit up with bright, rainbow colors)

4= anthropomorphic- i.e., image takes on human characteristics (e.g., emotions); examples: white blood cells with smiling faces; dancing pill bottle

9= other

AMOUNT OF DETAIL FOUND IN VISUAL DEPICTION:

CODE: 0= cannot determine

1= one-dimensional- i.e., image lays flat on the page and doesn't appear to "jump" out

2= three-dimensional- i.e., image appears to "jump" off of page

3= cross-sectional view- e.g., layers of skin; artery with plaque

4= time-lapse images of visual depiction- i.e., same visual depiction is shown in various degrees of motion

9= other

IS THE VISUAL DEPICTION IN COLOR(S) OR IN BLACK AND WHITE?

CODE: 0= not known

1= one color besides black and white or gray

