CODING SHEET 2:
TIMEPOINT VARIABLES

Date of coding: ______________
Name of coder: _________________________________
Date of entry: ______________

________________________________________________________________________

Sampling information [Copy from tape label]

TAPE#: __ __ __ __
Recorded on: MOnth: __ __ DaTe: __ __ YeaR: ______

DAY of week:
(1.) Sunday _____ [1]
(2.) Monday _____ [2]
(3.) Tuesday _____ [3]
(4.) Wednesday _____ [4]
(5.) Thursday _____ [5]
(6.) Friday _____ [6]
(7.) Saturday _____ [7]

Time: HOUR: __ __ AM / PM (circle one)

CHANNEL: ______
INTERVal #: _______ [1-8]   Hours:__ __   Minutes: __ __   Seconds: __ __

________________________________________________________________________

*****************************************************************************
FOLLOW INSTRUCTIONS IN CODING MANUAL FOR LOCATING TIMEPOINT
*****************************************************************************

1. How many segment genres in 10 seconds?
  ____[1] One
  ____[2] Two
  ____[3] Three or more

LOCATION OF ANCHOR FRAME FOR THIS TIMEPOINT

Anchor frame:   __ __ minutes   __ __ seconds   __ __ frames

________________________________________________________________________

[IF THE INTERVAL YOU CODE IS LESS THAN 10 SECONDS LONG, COMPLETE VARIABLE 1a]

1a. Duration of segment genre to be coded?
  ____ seconds   ____ frames
2. What is the segment genre?

Comedy

_____ [01] Situation comedy
(Title:___________________________)

_____ [02] Other
(Describe/Title:___________________________)

Drama

_____ [03] Medical drama
(Title:___________________________)

_____ [04] Crime/legal/mystery drama
(Title:___________________________)

_____ [05] Science fiction/fantasy/horror
(Title:___________________________)

_____ [06] Other
(Describe/Title:___________________________)

Serial

_____ [07] Daytime soap opera
(Title:___________________________)

_____ [08] Prime time soap opera
(Title:___________________________)

Movie

_____ [09] TV movie
(Title:___________________________)

_____ [10] Theatrical film
(Title:___________________________)

Informational/educational

_____ [11] Local news
(Title:___________________________)

_____ [12] National/international news
(Title:___________________________)

_____ [13] Documentary
(Title:___________________________)

_____ [14] Magazine
(Title:___________________________)

_____ [15] Reality program
(Title:___________________________)

_____ [16] Instructional program (adults)
(Title:___________________________)

_____ [17] Other
(Describe/Title:___________________________)

Talk

_____ [18] Celebrity talk
(Title:___________________________)

_____ [19] Political talk/commentary/interview
(Title:___________________________)
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### Miscellaneous

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<td>Game show&lt;br&gt;(Title: ____________________________)</td>
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<td>27</td>
<td>Sports event&lt;br&gt;(Title: ____________________________)</td>
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<td>28</td>
<td>Music video program&lt;br&gt;(Title: ____________________________)</td>
</tr>
<tr>
<td>29</td>
<td>Other&lt;br&gt;(Describe/title: ____________________________)</td>
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3. Number of objects in image?
   __ __ objects

4. Camera angle?
   _____ [1] Low (looking upward)
   _____ [2] Medium (eye level)
   _____ [3] High (looking down)
   _____ [4] Overview (looking straight down)
   _____ [5] Underview (looking straight up)
   _____ [6] Simultaneous video pictures
   _____ [7] Does not apply

5. Camera shot length?
   _____ [1] Long
   _____ [3] Close-up
   _____ [4] Extreme close-up
   _____ [5] Simultaneous video pictures
   _____ [6] Does not apply

6. Type(s) of representational images?
   _____ [1] Animation
   _____ [2] Live action
   _____ [3] Simultaneous combination of animation and live action
          (Describe: ______________________________________)
   _____ [4] Text and/or graphics only

7. Audio rate?
   __ __ words

8. Music?
   _____ [0] No [SKIP to 9]
   _____ [1] Yes

8a. FOR MUSIC PRESENT: Background?
    _____ [0] No
    _____ [1] Yes
9. Picture and sound nonconvergent?
   _____ [0] No, never nonconvergent
   _____ [1] Yes, at least once nonconvergent

10. Editing pace?
    ___ ___ transitions in interval

11. Simultaneous video pictures?
    (CHECK ALL THAT APPLY)
    _____ [0/1] Yes, simultaneous RELATED video pictures
    _____ [0/1] Yes, simultaneous UNRELATED video pictures
    _____ NO

12. Artificial special visual effects?
    (CHECK ALL THAT APPLY)
    _____ [0/1] [18_1] Blurred image
    _____ [0/1] [18_2] Distorted image
    _____ [0/1] [18_3] Slow motion
    _____ [0/1] [18_4] Time-lapse
    _____ [0/1] [18_5] Instant replay
    _____ [0/1] [18_6] Color filters
    _____ [0/1] [18_7] Jump cut(s)
    _____ [0/1] [18_8] Unusual transitions
    _____ [0/1] [18_9] Overlapping pictures
    _____ [0/1] [18_10] Incomplete object(s)/entity(ies)
    _____ [0/1] [18_11] Simultaneous live-action and animation
    _____ [0/1] [18_12] Simultaneous color and black & white
    _____ [0/1] [18_13] OTHER IMPOSSIBLE ACTION
    (Describe:___________________________________)
    _____ NONE

13. Color versus black & white?
    (CHECK ALL THAT APPLY)
    _____ [0/1] Color image
    _____ [0/1] Black & white image
    _____ [0/1] Simultaneous color and black & white

[For 14 code only the first subjective camera shot in the 10 second interval.]

14. Subjective camera shot?
    _____ [0] NO
    _____ [1] Direct address breaking fourth wall
    _____ [2] Direct address not breaking fourth wall
    _____ [3] Implied participant
    _____ [4] Implied participant/body visible
    _____ [5] Implied participant/point-of-view movement
[For 15 code only the first broadcast type during the interval.]

15. Indication of broadcast type?
   _____ [1] Text or sound include word "Live" (but not "Recorded Live")
   _____ [2] Text or sound include word "Recorded"
   _____ [3] Text or sound include a day or date or time that doesn't match the day or date or time
   was recorded
   _____ [0] NEITHER 1, 2, or 3

________________________________________________________________________

16. Camera movement?
   _____ [0] No [**SKIP** to 18]
   _____ [1] Yes, but only during simultaneous video pictures [**SKIP** to 18]
   _____ [2] Yes, and at least some not during simultaneous video pictures

________________________________________________________________________

17. FOR CAMERA MOVEMENT PRESENT: Shaky camera technique?
   _____ [0] No
   _____ [1] Yes

________________________________________________________________________

17a. FOR CAMERA MOVEMENT PRESENT: Quick forward point-of-view?
   _____ [0] No [**SKIP** to 17c]
   _____ [1] Yes

________________________________________________________________________

[For 17b, code the FIRST quick forward point-of-view movement that is present in the
10-second interval. Do not reset counter to zero.]

17b. FOR QUICK FORWARD POINT-OF-VIEW CAMERA MOVEMENT PRESENT: Duration?
    Begin: _____ [P] Positive
    _____ [N] Negative
    __ __ hours __ __ minutes __ __ seconds __ __ frames
    End: __ __ hours __ __ minutes __ __ seconds __ __ frames

________________________________________________________________________

[For 17c, code the FIRST camera movement that is present in the 10-second interval
(even if the movement includes the quick forward point-of-view movement coded in 17b.
For 25f do not reset counter to zero.]

17c. FOR CAMERA MOVEMENT PRESENT: Duration of first movement?
    Begin: _____ [P] Positive
    _____ [N] Negative
    __ __ hours __ __ minutes __ __ seconds __ __ frames
    End: __ __ hours __ __ minutes __ __ seconds __ __ frames

________________________________________________________________________
[For 18 and 18a, code the entire 10-second interval.]

18. Superimposed text (other than identification logo)?
   _____ [0] No [SKIP to 19]
   _____ [1] Yes

18a. FOR SUPERIMPOSED TEXT PRESENT: Text movement?
   _____ [0] No
   _____ [1] Yes

[For 18b-e, find the frame of the first image that contains text and code that image only. If the first image of text appears during a transition (e.g., a wipe), code the first frame after the transition in which the image contains text.]

18b. FOR SUPERIMPOSED TEXT PRESENT: Stand-alone?
   _____ [0] No, other video contents are in image too
   _____ [1] Yes, entire image is text over a blank background [SKIP to 18d]

18c. FOR SUPERIMPOSED TEXT PRESENT WITH OTHER VIDEO CONTENT: Related?
   _____ [0] No
   _____ [1] Yes

18d. FOR SUPERIMPOSED TEXT PRESENT: Number of words?
    __ __ words

18e. FOR SUPERIMPOSED TEXT PRESENT: Duration?
    Begin: _____ [P] Positive
    _____ [N] Negative
    __ __ hours __ __ minutes __ __ seconds __ __ frames
    End: __ __ hours __ __ minutes __ __ seconds __ __ frames

[For 19, code the entire 10-second interval.]

19. Superimposed identification logo?
   _____ [0] No [SKIP to 20]
   _____ [1] Yes
[For 19a-d, code the first instance of an identification logo in the 10-second interval.]

19a. FOR SUPERIMPOSED IDENTIFICATION LOGO PRESENT: Transparent or opaque?
_____ [1] Transparent
_____ [2] Opaque

19b. FOR SUPERIMPOSED IDENTIFICATION LOGO PRESENT: Logo placement?
_____ [1] Upper left corner
_____ [2] Upper right corner
_____ [3] Lower left corner
_____ [4] Lower right corner
_____ [5] Center

[For 19c, code from first frame in which the image contains identification logo, including logo "in progress" at beginning of interval. DO NOT reset the timer to zero.]

19c. FOR SUPERIMPOSED IDENTIFICATION LOGO PRESENT: Identification logo continuous (on screen at least 5 minutes)?
_____ [0] No
_____ [1] Yes [SKIP to 20]

19d. FOR SUPERIMPOSED IDENTIFICATION LOGO PRESENT: Identification logo duration?
Begin: _____ [P] Positive
_____ [N] Negative
___ ___ hours ___ ___ minutes ___ ___ seconds

End: ___ ___ hours ___ ___ minutes ___ ___ seconds

[For 20 and 20a code the entire 10-second interval.]

20. Superimposed graphic(s) other than identification logo?
_____ [0] No [SKIP to 21]
_____ [1] Yes

20a. FOR SUPERIMPOSED GRAPHICS PRESENT: Graphic(s) movement?
_____ [0] No
_____ [1] Yes

[For 20b, code from first frame with image that contains graphic(s), including graphic(s) in progress at beginning of interval. DO NOT reset the timer to zero.]
20b. FOR SUPERIMPOSED GRAPHIC(S) PRESENT: Duration?
Begin: _____ [P] Positive
_____ [N] Negative
______ hours ______ minutes ______ seconds ______ frames
End: ______ hours ______ minutes ______ seconds ______ frames

[For 21 go to zero. Go to the first frame of the shot IN PROGRESS. Reset the timer to zero. Code that shot.]

21. Shot duration?
______ minutes ______ seconds ______ frames

[For 22 go to the last frame of the shot just coded. Code the transition that follows that shot.]

22. Is the transition a cut?
_____ [0] No
_____ [1] Yes [SKIP to 23]

22a. FOR A TRANSITION THAT IS NOT A CUT: Type of transition?
_____ [1] Dissolve
_____ [2] Fade-out
_____ [3] Fade-in
_____ [4] Fade out/fade-in
_____ [5] Unusual transitions
(Describe: ____________________________________________)

[For 22b, move the tape to the first frame of the transition. Reset the timer to zero.]

22b. FOR A TRANSITION THAT IS NOT A CUT: Duration?
______ seconds ______ frames

23. Transition between segments?
_____ [0] No
_____ [1] Yes

24. What follows the transition?
_____ [1] Same scene
_____ [2] Different scene
_____ [3] Blank screen
[For 25: From the last frame of the shot that precedes the transition that was just coded, move the tape back to the first frame of the segment IN PROGRESS (remember that two segments in the same GENRE [e.g., two commercials] still are different segments; move the tape back to the beginning of the SEGMENT in progress, not the SEGMENT GENRE in progress). Reset the timer to zero. Code this segment.]

25. Segment duration?
   __ __ minutes   __ __ seconds

[For 26 move the tape to the first frame following the segment just coded that contains no vestige of the last image of that segment. Reset the timer to zero. Code the following inter-segment interval.]

26. Duration of inter-segment interval?
   ___ seconds   ___ frames   ___ [-01] CHECK HERE IF (NO FRAMES OF BLACK)

[For 26b move the tape to the first frame of the transition. Reset the timer to zero.]

26b. Duration of transition that contains inter-segment interval?
   ___ seconds   ___ frames   ___ [-01] CHECK HERE IF (NO FRAMES OF BLACK)

27. Genre of segment that follows inter-segment interval?
   Comedy
   _____ [01] Situation comedy
       (Title: ____________________________________________)
   _____ [02] Other
       (Describe/Title: ____________________________________)

   Drama
   _____ [03] Medical drama
       (Title: __________________________________________)
   _____ [04] Crime/legal/mystery drama
       (Title: __________________________________________)
   _____ [05] Science fiction/fantasy/horror
       (Title: __________________________________________)
   _____ [06] Other
       (Describe/Title: ____________________________________)

   Serial
   _____ [07] Daytime soap opera
       (Title: __________________________________________)
   _____ [08] Prime time soap opera
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