Disrespectful Behaviors in Children’s Television


**Coding Scheme (9/28/11)**

Defining “Disrespect”—For the purposes of this research disrespect is defined as treating another with low regard (through intention or carelessness); offending another without care for their feelings.

The Unit of Data Collection is any incident in which a character exhibits any form of disrespectful behavior to any other character. The character being coded for the behavior can be any character that appears in the show, regardless of age, sex, or role in the show. A new Unit occurs when: (a) the initiator changes, (b) the target changes, (c) the type of action (disrespectful behavior) changes, (d) there is a gap in time (this can include another character speaking).

**Date:**

Please write the date the coding is being completed at the top of the form.

**Name of Show:**

Indicate the name and ID of the show at the top of the form:

iCarly=1  
True Jackson, VP=2  
Hannah Montana=3  
Sonny with a Chance=4  
Suite Life on Deck=5  
Wizards of Waverly Place=6

**Episode of Show:**

Indicate the episode number at the top of the form. Please consult the attached Master List of Episodes.

**Coder ID:**

Indicate your coder ID at the top of the form:

Connie=1  
Nicky=2  
Ben=3  
Brittani=4  
Jeff=5
Lisa=6
Matt=7
Mike=8
Rachel=9
Shawna=10
Terri=11
Kim=12

**Playback type:**
Indicate the playback type used for this particular coding at the top of the form

DVD=1
SnapStream=2

**Time:**
For each Unit (disrespectful incident), indicate the precise time of the beginning of the incident, as displayed from the DVD or SnapStream playback in minutes and seconds, in the first column of the form.

**Incident number:**
Number each incident in the order in which they were identified within the episode (1, 2, 3, etc.)

**Action:**
Code for disrespectful behaviors displayed by any character. Each instance of disrespectful behavior should be coded separately, even if the same behavior is repeated by the same character more than once in the same episode. It may be possible that more than one code applies for one display of disrespectful behavior (one event). When this is the case, please use all codes applicable to the particular act (but not more than three from each category per act).

For each behavior category (Nonverbal, verbal, physical), choose up to 3 from each category. In other words, one instance may include two nonverbal behaviors, a verbal behavior, and a physical behavior. Choose the behavior(s) within each category that best matches the main behavior(s) being displayed. EX: character is yelling at another character “I’m going to punch you” while raising fists towards the person. This is not a physical behavior if the punch did not occur. The nonverbal behavior would be raising fists at the other or in the air in anger. The verbal would be Threat: intimidation of other.

Use a zero (0) as a place-keeper for cells in the form where no action codes appear (e.g., in the 2nd and 3rd verbal behaviors cells, when only one verbal behavior is coded; in all physical behaviors cells if the action does not include physical behaviors).

If a character states that they had done something disrespectful (ex. “I pushed him into a locker”), but it is not shown, do not code.
Action—Nonverbal behaviors:

101. Crossing arms in annoyance
102. Tapping foot/fingers/hand/object in annoyance
103. Sighing or tsking in annoyance
104. Glaring at someone
105. Rolling eyes at someone/about someone/behind someone’s back
106. Mouthing things behind someone’s back in attempt to make fun or show annoyance
107. Cheating on someone or something
108. Spiteful/Revengeful Action: e.g., Knowingly going against another’s wishes when the act will hurt/upset someone
109. Refusal to comply with a reasonable request
110. Ignoring intentionally
111. Stomping feet in annoyance
112. Sticking tongue out at someone or behind someone’s back
113. Making faces at someone or behind someone’s back
114. Yelling (with disrespectful intent)
118. Other
0. None

Action—Verbal behaviors:

201. Character Attack: saying unfavorable things about another’s character, morality, ethics, etc.
202. Competence Attack: criticizing another’s capabilities or way of thinking.
203. Background attack: saying unfavorable things about another’s family, race, age, geographical place of residence or origin, etc.
204. Physical appearance attack: expressing dissatisfaction with or making fun of the way one physically looks, dresses, appears, etc.
205. Rejection: disagreeing with another in a rude or disrespectful way.
206. Dislike: Verbally expressing hate or dislike for or toward another.
207. Sarcasm: saying one thing, but meaning another, with malicious intent.
208. Threat (with or without yelling): intimidation of another, threat to harm someone
209. Malediction (with or without yelling): saying one hopes something bad will happen to another.
210. Demand (with or without yelling): commanding another to do or not do something
211. Mocking: imitating another in a mean-spirited way
212. Lying: not being truthful about something or one’s intentions or promising that one will do something but they do not, or won’t do something when they intend to or already have

213. Intent to lie: expressing intent to lie about something, but ultimately not following through

214. Using profanity in any way

215. Teasing (name calling, etc.)

216. Name-calling (not in a teasing manner)

217. Gloating/Poor Sportsmanship

218. Refusal to comply with a reasonable request

219. Arguing with someone in a “snotty” tone*

220. Laughing at someone in ridicule

221. Making fun of someone. Use this when the action is not a character attack, competence attack, background attack, physical appearance attack, and when name calling and teasing or any other verbal action does not apply.

288. Other

0. None

*If the underlying reason for the argument is to attack someone’s character, competence, background or physical appearance or to threaten them, be sarcastic or anything else that is already accounted for as a verbal action, please do not use code 219. Use code 219 ONLY when all other categories under verbal actions do not apply

**Action—Physical Actions (must make physical contact in some way):**

301. Pushing someone

302. Throwing something at someone or something intentionally (makes contact)

303. Tripping someone

304. Kicking someone or something in anger/annoyance

305. Hitting someone or something with anything

306. Grabbing someone

307. Pulling someone’s hair

308. Spitting at someone or something in anger/annoyance

388. Other

0. None

**Action—Physical Actions (non-contact):**

401. Stealing

402. Moving towards someone or motioning at them as if you are going to hit/kick/slap them (etc.) but not actually doing it
403. Throwing something at someone or something (does not make contact)

488. Other

0. None

**Initiator ID**, code for character who was exhibiting the disrespectful behavior

See character IDs

**Target ID**, code for character toward whom disrespectful behavior was directed

See character IDs

**Role of Target**

Parent or Guardian=1
Grandparent=2
Sibling=3
Other Relative=4
Teacher=5
Babysitter=6
Classmate=7
Team Member =8
Coach=9
Friend=10
Son/Daughter=11
Coworker=12
Boss=13
Employee=14
Passerby/Unknown/Stranger=15
Student=16
Girlfriend/Boyfriend=17
Other =88
1000=Inanimate Object
1001=Group (2 or more)
**Recipient ID**, code for character to whom a disrespectful verbal behavior is delivered, when the target is either not present or not being directly spoken to. **NOTE:** While there will always be a target, there will not always be a recipient.

See character IDs

0=No recipient

**Role of Recipient:**

- Parent or Guardian=1
- Grandparent=2
- Sibling=3
- Other Relative=4
- Teacher=5
- Babysitter=6
- Classmate=7
- Team Member =8
- Coach=9
- Friend=10
- Son/Daughter=11
- Coworker=12
- Boss=13
- Employee=14
- Passerby/Unknown/Stranger=15
- Student=16
- Girlfriend/Boyfriend=17
- Other =88
- 1000=Inanimate Object
- 1001=Group (2 or more) When single recipient is present and aware do not use this...even if others were present as well.

0=No recipient
Corrective Action

Was there any sort of action taken to correct the disrespectful behavior at any point during the episode, from the time the behavior occurred?:

No=0
Yes, by target(s)=2
Yes, by recipient(s)=3
Yes, by other(s) (not target or recipient) – adult=4
Yes, by other(s) (not target or recipient) – youth=5
Yes, apology or other corrective action taken by initiator=6
Multiple action (e.g., group hug)=7

Comments:

Add comments if you are unsure that you have coded the behavior properly, if it is a behavior that a code is not available for, or if you feel you have coded the behavior properly, however a comment is needed for clarification.
Appendix B: Coding sheet

<table>
<thead>
<tr>
<th>Date:</th>
<th>Coding Sheet for Disrespectful Behaviors in Children's Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Show:</td>
<td>Episode:</td>
</tr>
<tr>
<td>Topic:</td>
<td>Incident</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Appendix C: Character IDs

<table>
<thead>
<tr>
<th>#</th>
<th>Name of Show</th>
<th>Character</th>
<th>ID Number</th>
<th>Sex</th>
<th>Ethnicity</th>
<th>Adult/Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>105</td>
<td>iCarly</td>
<td>Lewbert</td>
<td>105</td>
<td>m</td>
<td>c</td>
<td>a</td>
</tr>
<tr>
<td>106</td>
<td>iCarly</td>
<td>Mrs. Benson</td>
<td>106</td>
<td>f</td>
<td>c</td>
<td>a</td>
</tr>
<tr>
<td>107</td>
<td>iCarly</td>
<td>Inanimate object</td>
<td>107</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>108</td>
<td>iCarly</td>
<td>Group</td>
<td>108</td>
<td></td>
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</tr>
</tbody>
</table>

### Additional Characters

<table>
<thead>
<tr>
<th>Name</th>
<th>ID Number</th>
<th>Sex</th>
<th>Ethnicity</th>
<th>Adult/Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>iCarly</td>
<td>105</td>
<td>m</td>
<td>c</td>
<td>a</td>
</tr>
<tr>
<td>Lewbert</td>
<td>106</td>
<td>f</td>
<td>c</td>
<td>a</td>
</tr>
<tr>
<td>Mrs. Benson</td>
<td>107</td>
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<td></td>
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<tr>
<td>Inanimate</td>
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</tr>
<tr>
<td>Group</td>
<td>109</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Ethnicity codes:
- Asian
- Black
- Caucasian
- Hispanic
- Other
## Appendix D: Master List of Episodes

<table>
<thead>
<tr>
<th></th>
<th>Episode</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>iCarly</strong></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>iReunite with Missy. May 1 2010</td>
</tr>
<tr>
<td>12</td>
<td>iRue the Day. Sep 27 7PM</td>
</tr>
<tr>
<td>13</td>
<td>iRock the Vote. Sep 27 4:30 PM</td>
</tr>
<tr>
<td><strong>True Jackson, VP</strong></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>The Hotshot. June 28</td>
</tr>
<tr>
<td>22</td>
<td>True Magic. Aug 7 8 PM</td>
</tr>
<tr>
<td>23</td>
<td>Amanda Hires a Pink. Aug 14 9 PM</td>
</tr>
<tr>
<td><strong>Hannah Montana</strong></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>What I don't like about you. 5/1/10. Hannah Montana 4:00 pm Disney</td>
</tr>
<tr>
<td>32</td>
<td>Come Fall Away. 8/29 6:30 pm</td>
</tr>
<tr>
<td>33</td>
<td>Joanie B. Goode. Aug 30 5:00 pm</td>
</tr>
<tr>
<td><strong>Sonny with a Chance</strong></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>The Legend of Candy Face. 6/21/10</td>
</tr>
<tr>
<td>42</td>
<td>My Two Chads. Sep 26 8:30 pm</td>
</tr>
<tr>
<td>43</td>
<td>The Problem with Pauly. Sep 26 1:30 pm</td>
</tr>
<tr>
<td><strong>Suite Life on Deck</strong></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Bermuda Triangle. May 19, 2010</td>
</tr>
<tr>
<td>52</td>
<td>Seven Seas News. Sep 14 4PM</td>
</tr>
<tr>
<td>53</td>
<td>Party On! Sep 14 6:30 PM</td>
</tr>
<tr>
<td><strong>Wizards of Waverly Place</strong></td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Dad's Buggin Out. June 27</td>
</tr>
<tr>
<td>62</td>
<td>Three Monsters. 9/19 5:30 pm</td>
</tr>
<tr>
<td>63</td>
<td>You Can't Always Get What you Want. 9/20 4:30 PM</td>
</tr>
</tbody>
</table>

Additional Episodes:

**iCarly**
- 14 iHurt Lewbert
- 15 iBelieve in Bigfoot