PROMOTING DISRESPECT THROUGH CHILDREN'S

TELEVISION

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Analysis Coding Sheet Instructions for Children's Shows

Unit of Data Collection is any character who 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.

Date:

Please write the date the coding is being completed

Name of Show:

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

Coder ID:

Connie=1
Nicky=2

Incident number:

Number each incident in the order in which they were identified

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 one from each category per act).

For each behavior category (Nonverbal, verbal, physical), only choose 1 from each category. In other words, one instance may include a nonverbal behavior, a verbal behavior, and a physical behavior, however one instance should not be coded as 2 nonverbals and a verbal. Choose the behavior 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, but not yelling as well. The threat is the main verbal behavior that is occurring and it is the one that should be coded.

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.

Tip: Do not try to determine if a certain action is or is not disrespectful based on the situation surrounding its occurrence. If any of the below actions occur within the episode, code them.

Nonverbal behaviors:
101. Crossing arms in annoyance
102. Tapping foot in annoyance
103. Sighing 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: Ex. Knowingly going against another's wishes when the act will hurt/upset someone
109. Refusal to comply
110. Ignoring
111. Stomping feet
112. Sticking tongue out at someone or behind someone's back
113. Making faces at someone or behind someone's back
114. Moving towards someone or motioning at them as if you are going to hit/kick/slap them (etc.) but not actually doing it
115. Stealing
116. Throwing something at someone or something (does not make contact)
188. Other

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.
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
219. Arguing with someone in a "snotty" tone and/or raising voice (shouting/yelling) or yelling at someone *
220. Laughing at someone in ridicule
221. Making fun of someone or something about 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
*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

Physical Actions (must make physical contact in some way):
301. Pushing someone
302. Throwing something at someone or something
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

Initiator ID, code for character that was exhibiting the disrespectful behavior:

See character ID's

Recipient ID, code for character that disrespectful behavior was directed towards

See character ID's

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) Use this any time more than one person was the targeted recipient or when a single recipient was the actual target but not around and/or aware they were being targeted and instead 2 or more people were present. When single recipient is present and aware do not use this...even if others were present as well.

Target ID, code for character that the disrespectful behavior was *about* (target):

See character ID's

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)

Action to Correct

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=1
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

Time

List the exact time in the episode the action being coded occurred (minutes and seconds)

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

Code sheet

Date		Analysis Coding Sheet for Disney Channel Shows								
Name of Show										
Coder ID	Incident #	Action	Initiator ID	Recipient ID	Role of Recipient	Target ID	Role of Target	Action to correct?	Time	Comments

Appendix C
Character ID's

Character ID's	Character	ID Number	Sex	Ethnicity	Adult/Youth
Name of Show	Character	ID Number	Sex	Ethnicity	Adult/Youth
iCarly	Carly Shay	101	f	c	y
	Sam Puckett	102	f	c	y
	Freddie Benson	103	m	c	y
	Spencer Shay	104	m	c	a
	Non-main character	188			
True Jackson, VP	True Jackson	201	f	b	y
	Lulu Johnson	202	f	a	y
	Ryan Laserbeam	203	m	c	y
	Amanda Cantwell	204	f	c	a
	Oscar	205	m	c	a
	Max Madigan	206	m	c	a
	Jimmy Madigan	207	m	c	y
	Dan Kopelman	208	m	c	a
	Non-main character	288			
Hannah Montana	Hannah Montana	301	f	c	y
	Miley Cyrus	302	f	c	y
	Oliver Oken	303	m	c	y
	Lily Trescot	304	f	c	y
	Robby Ray Stewart	305	m	c	a
	Jackson Stewart	306	m	c	y
	Rico Suave	307	m	o	y
	Non-main character	388			
Sonny with a Chance	Sonny Munroe	401	f	c	y
	Tawni Hart	402	f	c	y
	Chad Dylan Cooper	403	m	c	y
	Nico Harris	404	m	b	y
	Grady Mitchell	405	m	c	y
	Zora Lancaster	406	f	c	y
	Marshal Pike	407	m	c	a
	Non-main character	488			
Suite Life on Deck	Zach Martin	501	m	c	y
	Cody Martin	502	m	c	y
	London Tipton	503	f	a	y
	Mr. Mosbey	504	m	b	a
	Bailey Pickett	505	f	c	y
	Marcus Little	506	m	b	y
	Woody Fink	507	m	c	y
	Non-main character	588			
Wizards of Waverly Place	Alex Russo	601	f	h	y
	Justin Russo	602	m	h	y
	Max Russo	603	m	h	y
	Jerry Russo	604	m	c	a
	Theresa Russo	605	f	h	a
	Harper Finkle	606	f	c	y
	Non-main character	688			
Ethnicity codes:	a=asian				
	b=black				
	c=caucasian				
	h=hispanic				
	o=other				

Appendix D

Master List of Episodes

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