

CODEBOOK

Codebook for MySpace Self-Presentation

Instructions:

You will be coding MySpace profiles for elements present in the profile photo and profile information. You will be provided archived profile pages on a data CD. Double-click the file name and code the profile as it appears in Internet Explorer. You will be coding directly into a form provided for you in Excel.

Section one: Profile basics

If any of the items in #'s 1-6 are not present, leave blank.

- 1) Profile Title (name): _____
- 2) Profile filename: _____
- 3) Male/Female: _____
- 4) Age: _____
- 5) Last Login (date): _____
- 6) Location _____

Section 2: Coding the Photograph

You will be coding only the main profile photo. The main profile photo can be found below the profile title.

- 7) Profile contains photo (not drawing or cartoon): Y/N (if no, describe the drawing or cartoon and proceed to item #91)
- 8) Photo depicts person/persons: Y/N (if no, describe the picture and proceed to item #91)
- 9) How many people are in the photo (do not code people in the "background" like crowds)?

The total amounts reported in questions 10 and 11 must match the amount reported in question 9

- 10) How many adults? _____
- 11) How many children/teenagers? _____

The total amounts reported in questions 12 and 13 must match the amount reported in question 9

- 12) How many males? _____
- 13) How many females? _____

14) Photo effects:

- 1) Color photograph (color appears natural and original)
- 2) Black and White photograph
- 3) Sepia toned photograph (color is brownish monotone)
- 4) Graphically altered photograph (color appears unnatural, graphical elements are inserted and/or animated)
- 5) Other effect (specify) _____

15) Shot type (code best description):

- 1) Close up (face and shoulders)
- 2) Medium shot (head and torso)
- 3) Long shot (whole body)
- 4) Body part - any body part photographed individually or cropped so as to not include the rest of the body (specify)
- 99) Not applicable, unable to determine

16) Portrait type

- 1) Single portrait
- 2) Dual/Group portrait – all subjects are the same distance from the camera
- 3) Dual/Group portrait – one or more subjects are closer to the camera than the other subjects
- 4) Dual/Group portrait – Pyramid format – group members are “stacked” so that one or more members are in front of the others (sitting, kneeling, or shorter than the others in the back)
- 5) Collage – the photo is not a single shot, but several shots combined to make an image.

17) Camera angle – vertical axis

- 1) Photo was taken from extreme angle above subject's eye level.
- 2) Photo was taken slightly from above subject's eye level.
- 3) Photo was taken at straight angle from subject's eye level.
- 4) Photo was taken slightly below subject's eye level.
- 5) Photo was taken from extreme angle below subject's eye level.
- 99) Unable to determine

18) Camera Angle - horizontal axis

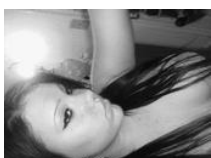
- 1) Photo is taken straight (the subject/surroundings are perpendicular to top and bottom of frame).



- 2) Photo is taken on the diagonal (the subject/surroundings are not perpendicular to the edges of the frame).



- 3) Photo is taken on extreme horizontal (subject/surroundings are parallel to top and bottom of frame).



- 99) Unable to determine.

19) Context:

- 1) Photo was taken in a home – common living area (kitchen, living room, den).
- 2) Photo was taken in a home – private area (bedroom).
- 3) Photo was taken in a home – private area (bathroom).
- 4) Photo was taken in a workplace – office.
- 5) Photo was taken at a party or dance club.
- 6) Photo was taken in a public place – store, library, restaurant or coffee shop.
- 7) Photo was taken outside.
- 8) Photo taken inside/indeterminate.
- 9) Photo was taken in front of neutral/blank background.
- 99) Unable to determine.

For the following variables, please code only the people that you included in your total for question 9. For single portraits, code “1” if the behavior is present in the photograph. For group portraits, enter the amount of people exhibiting the behavior. For example, if there are three people in a photograph, two of them may be looking straight at the camera, so you would enter “2” for variable 20. The third person may be looking to the side, so you would enter “1” for variable 20. Do the same for all of the following variables. If the behavior is not present, code 0.

Gaze (count – each subject may only exhibit ONE behavior, but count all behaviors present in a group photo):

- 20) Subject is looking straight at camera – the head is straight towards the camera.
- 21) Subject is looking in the direction of the camera, but not directly into the lens.

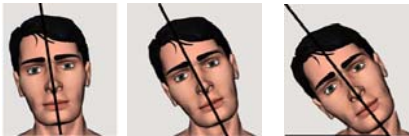
- 22) Subject is looking at the camera out of the corner of the eyes.
- 23) Subject is not looking at the camera - looking to the left or right.
- 24) Subject is not looking at the camera – looking down.
- 25) Subject is not looking at the camera – looking up.

Eye behavior (count):

- 26) Eye behavior – eyes are open, “normal”
- 27) Subject’s eye lids are partially closed, and looking in the direction of the camera (Bedroom eyes).
- 28) Subject is looking at the camera and is looking up “through” eyelashes
- 29) Eye rolling – eyes are rolled up or up and to the side
- 30) Eyes closed – eyelids are fully closed
- 31) Looking over glasses
- 32) Other eye behavior (specify)

Head tilt – the head tilt is measured in relationship to the shoulders (count):

- 33) No head tilt
- 34) Head tilted at slight angle (approx. 5 degrees)
- 35) Head tilted at an angle (approx. 20 degrees)
- 36) Head tilted at extreme angle (approx. 35 degrees or more)



5 deg. 20 deg. 35 deg.

Mouth(count – if you cannot see the mouth or it is not clear, code 0):

- 37) Edges of mouth downturned.
- 38) Edges of mouth neutral.
- 39) Smiling – full closed lip or full teeth smile.
- 40) Puckered lips – lips are thrust out as if in a kiss or a pout.
- 41) Tongue – Tongue is sticking out of the mouth
- 42) Other mouth behavior (specify) _____
- 43) Laughter (count): Subject or Subjects appear to be laughing

Hand behavior (count – code each visible hand):

- 44) Relaxed hands – hands are relaxed at sides, or resting in lap or on other surface.
- 45) Hands folded – relaxed and resting lightly on surface or on leg/lap.
- 46) Raised hand/s (fist) – Hand raised as if to strike, open or in a fist.
- 47) Raised hand, palm open and out – waving hello or goodbye. Friendly acknowledgement.

- 48) Tense/ Clenched hands – Hands are tense, in a lowered fist, or hands are clenched together (subject appears to be wringing them).
- 49) Self-support – subject is holding his/herself up with hand(s).
- 50) Self-touching (non-sexual) – subject is touching his/her clothing and hair.
- 51) Self-touching (sexual) – subject is touching him/herself in a sexual way – i.e. breasts, mouth or groin.
- 52) Holding an object – subject is holding an object (specify).
- 53) Caressing – Subject is lightly touching an object with fingertips
- 54) Other hand behavior (specify).

Finger (emblematic) behavior (count):

- 55) Crossed fingers – “Pointer” finger and middle finger are crossed.
- 56) Pointing behavior – subject is pointing at viewer or another object in photo with 1st digit.
- 57) Raised middle finger – Subject is “flicking off” the camera with raised middle finger.
- 58) Pointer and middle finger in a “V”, other fingers folded.
- 59) Thumb, pointer finger and pinky finger up, other fingers folded.
- 60) Pointer finger and pinky digit up, other fingers folded.
- 61) Other emblematic finger behavior (specify) _____

Arms (count – do not code arms that are cropped above the elbow):

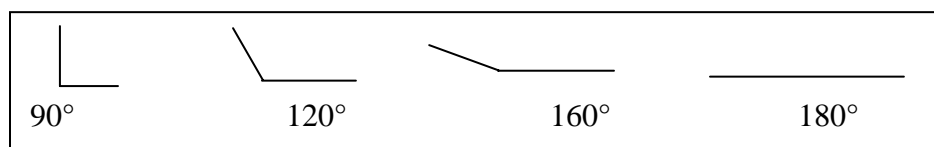
- 62) Crossed or folded – both arms crossed
- 63) One arm crossed – one arm crossed the body to hold onto the other arm
- 64) Relaxed at sides
- 65) Hand(s) in pockets
- 66) Hand(s) on hips
- 67) Behind back
- 68) Other arm behavior (specify).

Body Position (count):

- 69) Standing – subject is standing without support.
- 70) Sideways Lean – (may also be standing or sitting) subject is leaning on a surface, object, or other person.
- 71) Forward lean – subject is inclining the top half of the body or the head towards the camera.
- 72) Sitting – The subject’s weight is resting on their posterior – the body is approximately at a 90 degree angle (up to 120 degrees).
- 73) Kneeling – the subject is kneeling on one or both knees.
- 74) Lounging - sitting and partially reclining or lying down, but not completely horizontal – the body is between 120 and 160 degrees.
- 75) Lying down (horizontal) Between 160 and 180 degrees.

76) Body is turned slightly away from camera (part of the front of body is still visible).

77) Body is completely turned away from camera (no part of the front of the body is visible).



Posture— code for standing or sitting positions. Only code if you can see the top of the chest and/or the armpits.

78) Erect – straight back and squared shoulders.

79) Normal – relatively straight back and shoulders, but not excessively erect or slumped.

80) Cocked – shoulders on a diagonal, if legs are visible, knee will be cocked.

81) Slumped – shoulders are rounded and back is not straight.

82) Other (specify) _____

Coding for Group Photos (2 or more) only:

Type of touching (count):

83) Holding hands.

84) Arms around shoulders, or hands on shoulders.

85) Arms around waist/ hand on waist.

86) Faces or heads touching.

87) Kissing.

88) Sexual touching – hands or other touching on breasts, buttocks, genitals

89) Bodies touching – standing or sitting next to each other (non sexual)

90) Other touching (specify).

Section 3: Profile Information

For questions 91-97, select the text in the browser window using your cursor. Pressing the “Ctrl” and “c” keys simultaneously will “copy” the selected text. Open a Microsoft Word document (blank) and “paste” the text into the word document by pressing the “Ctrl” and “v” keys together. Under the “review” tab (Word 2007) you will find a “word count” button. Click on that button and a new window will appear. Record the word count in the appropriate cell on the Excel spreadsheet.

91) About me (Word Count)

Interests:

92) Interests: General (Word count) _____

93) Music: (Word count) _____

94) Movies: (Word count) _____

95) Television: (Word count) _____

96) Books: (Word count) _____

97) Heroes: (Word count) _____

Details:

98) Status: 1. Single, 2. In a relationship, 3. Swinger, 4. Divorced, 5. Married 99. Not present

99) Here For (mark Y/N if present):

99a. Friends.

99b. Networking.

99c. Dating.

99d. Serious Relationships.

100) Sexual Orientation: 1. Bi, 2. Gay/Lesbian, 3. Straight, 4. Not sure, 99. Not present/no answer

101) Hometown (code Y/N)

102) Religion:

1) Agnostic,

2) Atheist,

3) Buddhist,

4) Catholic,

5) Christian-other,

6) Hindu,

7) Jewish,

8) Mormon,

9) Muslim,

10) Other,

11) Protestant,

12) Scientologist,

13) Taoist,

14) Wiccan

99) Not present/no answer

103) Smoker: Y/N, 99. No answer

104) Drinker: Y/N, 99. No answer

105) Children

1) I don't want kids,

2) Someday,

3) Undecided,

4) Love kids, but not for me,

5) Proud parent,

99) No answer

- 106) Education
 - 1) High School
 - 2) Some college
 - 3) In college
 - 4) College graduate
 - 5) Grad/professional school
 - 6) Post grad
 - 99) No Answer
- 107) Income
 - 1) Less than \$30,000
 - 2) \$30,000 to \$45,000
 - 3) \$45,000 to \$60,000
 - 4) \$60,000 to \$75,000
 - 5) \$75,000 to \$100,000
 - 6) \$100,000 to \$150,000
 - 7) \$150,000 to \$250,000
 - 8) \$250,000 and higher
 - 99) No answer/not present
- 108) Schools (total number)
- 109) Companies (total number)
- 110) Friends (total number)
- 111) Pictures (total number – if there are several albums, add them up and report the total)
- 112) Blog – any blog entries (Y/N)
- 113) Comments (total number)
- 114) Race/Ethnicity
 - (1) Asian
 - (2) Black/African descent
 - (3) East Indian
 - (4) Latino/Hispanic
 - (5) Middle Eastern
 - (6) Native American
 - (7) Pacific Islander
 - (8) White/Caucasian
 - (9) Other
 - (99) not present/no answer

115-119. Self-Presentation: Mark whether you feel if the following self-presentation strategies are present given the impression you have of the subject's overall page. Use information from the picture, graphics, and textual information on the page.

115. Ingratiation (0, not present; 1, present): A person using this strategy has a goal of being liked by others. Some common characteristics of ingratiation are smiling and inviting, saying positive things about others or saying mildly negative things about oneself, statements of modesty, familiarity, and positive humor.

116. Competence (0, not present; 1, present): The goal of this strategy is to be perceived as skilled and qualified. Common characteristics include claims about abilities, accomplishments, performance, and qualifications. Information about their job, career, aspirations, schooling would demonstrate competence.

117. Intimidation (0, not present; 1, present): Persons using this strategy have power as their goal. Typical characteristics are threats, statements of anger, swear words, and potential unpleasantness.

118. Exemplification (0, not present; 1, present): The goal of this strategy is to be perceived as morally superior or possessing high moral standards. Characteristics include ideological commitment or militancy for a cause, self sacrifice, and self discipline. Examples would be description of religious beliefs, political ideology, and humanitarianism.

119. Supplication (0, not present; 1, present): The goal is nurturance or appearing helpless so that others will come to your aid. Characteristics of this self-presentational approach include entreaties for help and self-deprecation.

Carolyn M. Kane *See you on Myspace: Self-presentation in a social network website.*