

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

3= work-related- e.g., those activities that relate to the person's
occupational role

4= watching another visual depiction

5= posing

6= chores- e.g., chopping wood, taking out garbage

9= other

SETTING:

CODE: 0= cannot determine

1= home

2= hospital or doctor's office

3= nonmedical work-related setting- e.g., office, plant, classroom, etc.

4= generic- e.g., room with white walls

5= urban- e.g., city landscape

6= rural- e.g., farm

7= park-setting-e.g., forest, mountains, lake, garden

8= ocean/seashore

9= other

ATTIRE OF PERSON/EXTERNAL BODY PART BEING CODED:

CODE: 0= cannot determine

1= fully clothed

2= partially clothed- e.g., underwear, bathing suit

3= unclothed

TYPE OF ATTIRE THAT PERSON/EXTERNAL BODY PART IS WEARING:

CODE: 0= cannot determine

1= housedress

2= casual- e.g., jeans, T-shirt

3= sports/exercise clothes- e.g., bodysuit, tennis dress

4= bathing suit

5= uniform- e.g., policeman, athletic, medical

6= professional- e.g., suit

7= formal/evening wear- e.g., gown, tuxedo

8= nightwear- e.g., nightgown, pajamas, nightshirt

9= underwear- e.g., underpants, boxer shorts, undershirt, bra

10= hospital examining gown

11= no attire worn

SIGNS OF PAIN AND DISCOMFORT THAT PERSON/EXTERNAL BODY PART IS EXHIBITING- PHYSICAL:

CODE: 0= cannot determine

1= signs of pain and discomfort- physical signs- e.g., wringing of hands; grimacing; holding head; doubled over; crying;

2= no signs of pain and discomfort

SIGNS OF PAIN AND DISCOMFORT THAT PERSON/EXTERNAL BODY PART IS EXHIBITING - VERBAL REFERENCES MADE UNDERNEATH OR NEXT TO THIS PERSON; PERSON'S NAME OR GENDER (HE/SHE) REFERRED TO IN VERBAL DESCRIPTION:

CODE: 0= cannot determine

1= signs of pain and discomfort- words in text- e.g., "pain", "discomfort", "hurt", "throbbing", "unbearable", "spasms", "aching", etc.

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

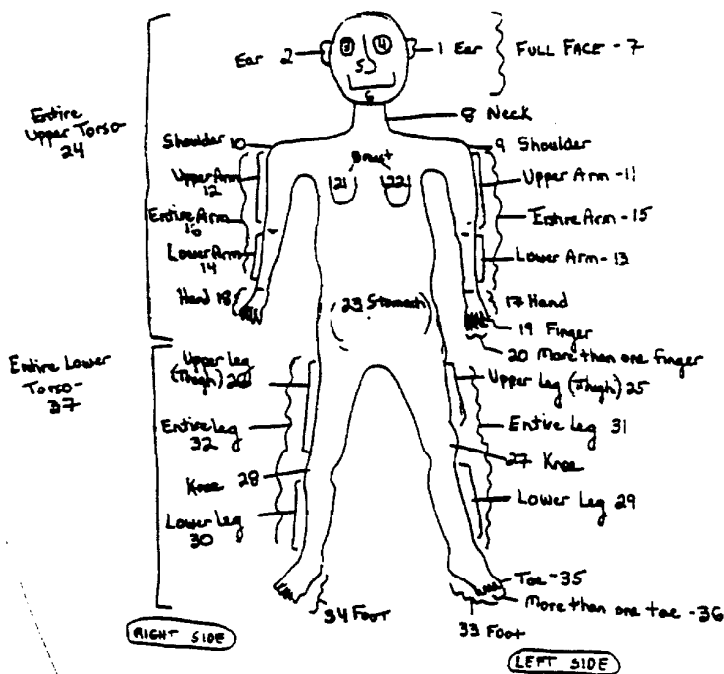
1= emotional words in text- e.g., "gloomy", "morose", "panicky", "crying spells", "hopeless", "feeling blue", "melancholy", "despair", "despondent"

2= no verbal references made of depression

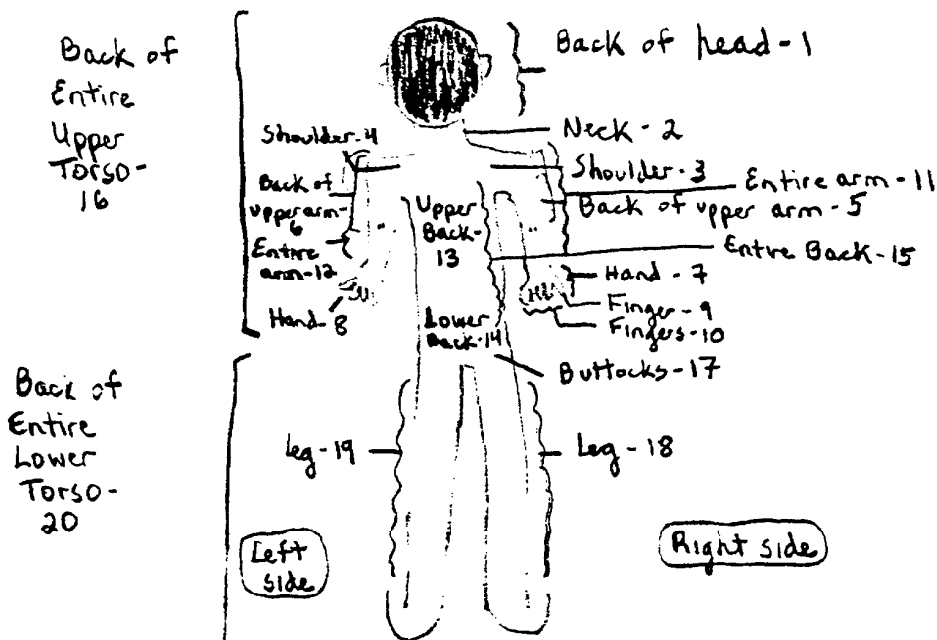
IF A BODY PART RATHER THAN AN ENTIRE PERSON IS BEING DEPICTED, GO TO THE FOLLOWING CATEGORY:

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

2= two colors

3= three or more colors

4= black and white or gray

LIGHTING OF THE VISUAL DEPICTION:

CODE: 0= cannot determine

1= visual depiction appears to stand out by strong lighting

2= visual depiction is immersed in a shadow

CODE FORM

[A] CODER ID NO. [B] JOURNAL DATE [C] AD NO. [D] VD NO.

[E] TYPE OF VD		[F] GENDER		[G] GENDER - PARAPHERNALIA		[H] AGE		[I] RACE	
1 Person/External Body Part		0 Can't determine		0 Can't determine		0 Can't determine		0 Can't determine	
2 Human Physiology		1 Male		1 Character is male		1 Infant		1 Caucasian	
3 Signs of Disease		2 Female		2 Purse		2 Child		2 Black	
4 Medication				3 Cosmetics/toiletries		3 Teen		3 Asian	
5 Representations of info-charts, graphs, tables				4 Jewelry		4 Young adult		4 Hispanic	
6 Other visual				5 Floral arrangement		5 Adult		5 Ame/ American	
				6 Female wearing skirt/dress		6 Middle aged		6 Native Indian	
				7 Female wearing pants		7 Older adult		6 Minority not discernible	
				8 Female symbol ♀		8 Senior citizen			
				9 Pronounced make-up					
				10 Other					
				11 No gender paraphernalia					

[J] PATRONIZATION-V.D. VERBAL		[K] PATRONIZATION-COPY/TEXT		[L] OCCUPATION		[M] FAMILY ROLE	
0 Can't determine		1 Verbal references		0 Can't determine		0 Can't determine	
1 Verbal references		2 No verbal references		1 Homemaker		1 Spouse	
2 No verbal references				2 Medical Doctor		2 Parent	
				3 Allied health		3 Child	
				4 Professional		4 Sibling	
				5 Businessperson		5 Grandparent	
				6 Public service		6 Grandchild	
				7 Secretarial, clerical			
				8 Blue-collar, labor			
				9 Entertainment, Sports			
				10 No occupation			

[X] FACE-ISM		[Y] BODY PARTS	
FULL FACE OR PROFILE:		FRONT OF BODY	
(height) _____ inches		0 Can't determine	13 Left lower arm
		1 Left ear	14 Right lower arm
		2 Right ear	15 Left entire arm
		3 Right eye	16 Right entire arm
		4 Left eye	17 Left hand
		5 Nose	18 Right hand
		6 Mouth	19 Finger
		7 Full face	20 Fingers
		8 Neck	21 Right breast
		9 Left shoulder	22 Left breast
		10 Right shoulder	23 Stomach
		11 Left upper arm	24 Entire upper torso
		12 Right upper arm	

BACK OF BODY	
0 Can't determine	12 Entire right arm
1 Back of head	13 Upper back
2 Neck	14 Lower back
3 Right shoulder	15 Entire back
4 Left shoulder	16 Back of entire upper torso
5 Right upper arm	17 Buttocks
6 Left upper arm	18 Right leg
7 Right hand	19 Left leg
8 Left hand	20 Back of entire lower torso
9 Finger	
10 Fingers	
11 Entire left arm	
25 Left upper leg	
26 Right upper leg	
27 Left knee	
28 Right knee	
29 Left lower leg	
30 Right lower leg	
31 Left entire leg	
32 Right entire leg	
33 Left foot	
34 Right foot	
35 Toe	
36 Toes	
37 Entire lower torso	

[A] TYPE OF PHYSIOLOGY		[A] TYPE OF DISEASE		[A] MEDICATION - TYPE		[B] MEDICATION - ADMINISTRATION	
0 Can't determine	0 Can't determine	0 Can't determine	0 Can't determine	0 Can't determine	0 Can't determine	0 Can't determine	0 Can't determine
1 Organ system(s)	1 Tumor	1 Bottle/Jar/Box/Packet	1 Virus, bacteria	1 Pills, capsule, bar, cream, etc.	1 Med. in spoon, injection needle, IV bag, spray bottle...	1 Med. in spoon, injection needle, IV bag, spray bottle...	1 Med. in spoon, injection needle, IV bag, spray bottle...
2 Blood vessels	2 Discolored, mottled tissue	2 Broken bone(s)	2 Clogged artery	2 Chemical compound	2 Med. held in hand	2 Med. held in hand	2 Med. held in hand
3 Blood cells	3 Inflammation	3 ABNORMAL: Heartbeats, brain waves, blood pressure, gastric motility	3 Headache	3 Prescription - written	3 Health professional holding out med. to patient	3 Health professional holding out med. to patient	3 Health professional holding out med. to patient
4 Nerves, neurons	4 Muscle spasm	4 Stomach ulcer	4 Muscle spasm	4 Other	4 Health professional holding out med. to reader	4 Health professional holding out med. to reader	4 Health professional holding out med. to reader
5 Muscle	5 Broken bone(s)	5 Bone loss	5 Broken bone(s)		5 Non health professional holding out med. to patient	5 Non health professional holding out med. to patient	5 Non health professional holding out med. to patient
6 Skin- i.e. layers of	6 ABNORMAL: Heartbeats, brain waves, blood pressure, gastric motility	6 Skin disease	6 Stomach ulcer		6 Non health professional holding out med. to reader	6 Non health professional holding out med. to reader	6 Non health professional holding out med. to reader
7 Bone(s)	7 Stomach ulcer	7 Hemorrhage e.g. blood vessel damage	7 Bone loss		7 Med. next to spoon, cup, injection needle	7 Med. next to spoon, cup, injection needle	7 Med. next to spoon, cup, injection needle
8 Physiol. variables - e.g., heart beats, brain waves, blood pressure readings	8 Skin disease	8 Painful joints	8 Skin disease		8 Med. shown but not being administered	8 Med. shown but not being administered	8 Med. shown but not being administered
9 Urine (container of)	9 Hemorrhage e.g. blood vessel damage	9 Other - anxiety, tension, organ system "condition", K+ depletion, "trouble..." in GI tract	9 Hemorrhage e.g. blood vessel damage		9 Patient giving themselves med. (e.g. injection)	9 Patient giving themselves med. (e.g. injection)	9 Patient giving themselves med. (e.g. injection)
10 Blood	10 Stomach ulcer		10 Stomach ulcer		10 Other	10 Other	10 Other
11 Other	11 Other		11 Other				

[A] "OTHER VISUAL" - TYPE

- | | | | | | | |
|-----------|---|------------------|---|---|--|---|
| 0 | Can't determine | 12 | Non-medical work setting | HOUSEHOLD THINGS | SPACE PLANETARY | TRANSPORTATION |
| 1 | Info alone - booklet, photo album, blackboard; enclosed in geom. shapes, symbols | 13 | Residential (suburban street) | 22 Clothing (shoes) | 34 Earth/globe | 45 Car |
| 2 | Abstract design (stripes, geom. shapes, words) that highlights or serves as backdrop for another VD | 14 | Room of house | 23 Door/window | 35 Moon | 46 Planes & Spacecraft |
| 3 | Boat dock | 15 | Rural (fields, farm) | 24 Eating utensils | 36 Planets, stars, space | 47 Other forms of transportation |
| 4 | Body of water | 16 | Social/recreational setting (pool, restaurant, lounge) | 25 Food item(s) | 37 Sun | 48 WEAPONS (sword & shield, arrows) |
| 5 | Building exterior | 17 | Sporting event | 26 Key(s) | 38 Sunrise | 49 Other things- e.g., artist's palette, buoy, chain link, medical journal covers, mermaid's tail, crystal vase, shoe horn, etc. |
| 6 | Cityscape | 18 | Other indoor settings | 27 Mirror | 39 Sunset | |
| 7 | Doctor's office/hospital setting | 19 | Other outdoor settings | 28 INITIALS, LETTERS | TIME MARKERS | |
| 8 | Educational setting | THINGS | | 29 LASER BEAM/FLOURSCENT LIGHT - (Red, Blue) | 40 Calendars | |
| 9 | Forest | EQUIPMENT | | 30 MEASURING DEVICES (scale, compass) | 41 Clocks | |
| 10 | Inside of car, subway, bus, train | 20 | Athletic equipment (boxing glove) | ORGANIC LIVING | 42 Numbers | |
| 11 | Mountains | 21 | Medical equipment (Doctor's black bag, blood pressure cuff) | 31 Animal | 43 TOOLS | |
| | | | | 32 Plant | 44 TOYS AND GAMES (blocks, cards) | |
| | | | | 33 SHAPES (cross, hearts) | | |

[B] "OTHER VISUAL" -SYMBOL or METAPHOR?

- | | |
|---|---------------------------------------|
| 0 | Can't determine |
| 1 | Not symbolic/metaphoric |
| 2 | Symbolic of person/external body part |
| 3 | Symbolic of human internal physiology |
| 4 | Symbolic of disease |
| 5 | Symbolic of Medication/treatment |
| 6 | Symbolic of something else |

CIRCLE ALL THAT APPLY		
ILLNESS - NAME	[F] SIZE OF DRUG AD	[G] NO. OF PARAGRAPHS IN DRUG AD
	1= 1/2 page 2= 1 full page 3= 1 1/2 pages 4= 2 pages 5= 2 1/2 pages 6= 3 pages 7= 3 1/2 pages 8= 4 pages or more 9= Other - (h) _____ x (w) _____.	(h) _____ x (w) _____.

CIRCLE ONE		
[J] ABSTRACTION IN VD	[K] LIGHTING OF VD	[L] FOCUS OF VD
0 Can't determine 1 Photo 2 Realistic artistic drawing 3 Caricature/cartoon 4 Anthropomorphic 5 Representations of information - charts, graphs, tables, chemical formula	0 Can't determine 1 VD cast half in shadow & half in light 2 VD cast under dark light shadow, blue light 3 VD cast under bright light 4 VD cast under spotlights 5 No special lighting	0 Not known 1 One color: B&W or gray 2 Two colors 3 Three colors 4 Four or more colors