

## **RIB (Religion in Broadcasting) Coding Scheme Interaction Analysis Codebook**

---

**Unit of Data Collection:** Each verbal utterance (act) which occurs in a scene in which two or more people (not including undifferentiated audience members) verbally interact. A new act occurs when (1) the mode changes, and/or (2) there is a different recipient. Each act is coded on a separate line on the coding sheet. A turn is a collection of one or more acts. A new turn occurs when (1) a different person begins speaking, or (2) there is a change of scene or commercial interruption. If there are two or more distinguishable acts in a turn-taking, code each on a separate line using the same number.

---

**Turn #:** The sequential number of that set of acts within the particular program and episode being coded, beginning with 0001, 0002, etc.

**Initiator:** The individual who commits the verbal utterance being coded. Use the 4-digit number assigned to that person by the Demographic coders.

**Mode:** See the next section (below). This categorizes the type of verbal utterance.

**Recipient:** The individual(s) who is(are) the obvious target(s) of the verbal utterance. If there are more than one distinct and separate recipients, code separate lines for each. If the recipient is an undifferentiated group of four or more people (e.g., a studio audience), use the group recipient codes listed in the section below.

**Religious=1/Non-religious=2:** Each mode (verbal utterance) coded must be categorized as having primarily religious or non-religious content. Religious content must include references to such things as prayer, a savior, being "born again," being "saved," heaven, hell, the devil, baptism, sin, revelation, confession, religious healing, speaking in tongues, communion, a messiah, saints, the Bible, prophets, Apostles, the Virgin Mary, God, Jesus, the Holy Ghost, any particular religious denomination, religious faith, etc.

**Context:** See below. The immediate context of the utterance needs to be coded. It must be indicated whether the act occurred as part of a drama, an announcement, a conversation, or whether the person speaking is an interviewer or interviewee.

---

### **MODES Interaction Analysis**

**Goes toward:** Positive acts which initiate, maintain, and/or build a communicative relationship. There are 15 modes in this category:

**01** Offering information/data: giving information in answer to a question or spontaneously. If the offering of information primarily serves another codable purpose (e.g., showing concern, supporting), code as that other purpose.

**02** Offering opinion: giving opinion in answer to a question or spontaneously. The act must clearly indicate a sharing of one's own personal viewpoint or evaluation, e.g., "I believe," "I feel," "I think," "In my opinion," "I like," "I want," "I question," "I hope."

**03** Seeking information/data: questions asked solely for the purpose of obtaining information, including information for clarification purposes.

**04** Seeking opinion: questions asked solely for the purpose of eliciting another's opinion, thoughts, beliefs, feelings, desires, or likings.

**05** Contributing: miscellaneous verbal behaviors intended solely to take part in or further the on-going interaction.

**06** Joking: non-hostile teasing and other verbal attempts to elicit humor.

**07** Supporting: displaying an attempt to benefit another, showing approval for another, encouraging, protecting, forgiving, complimenting, pacifying, indulging, assisting or helping another, supporting another's interests, attempting to reduce another's physical or emotional discomfort or pain.

**08** Showing concern: verbal behaviors which demonstrate concern for another's welfare or interests but do not actively provide support.

**09** Seeking support (behavioral): attempts to obtain non-speaking behavioral support, attention, help, gratifications, or favors for self.

**10** Seeking support (non-behavioral): attempts to obtain non-behavioral cognitive or affective@emotional) support, attention, forgiveness, help, comfort, approval, encouragement, consolation, or favors for self, including apologizing.

**11** Directing (behavioral): positive attempts to manage or guide the non-speaking Behaviors of another. This includes giving instructions as to what to do, how to do something, organizing people in order to accomplish a task, and encouraging others to cooperate.

**12** Directing (non-behavioral): positive attempts to manage or guide the cognitions (thoughts and/or affect (feelings/emotions/ attitudes) of another. This includes interviewer prompts which are not questions.

**13** Accepting support: this includes communicating to another recognition of their attempts to provide support, accepting support, showing gratitude and appreciation, thanking, and accepting apologies from another.

**14** Accepting direction: this includes obeying, cooperating or complying with another person's attempt to direct or manage one's behavior, cognitions, or affect. This also includes accepting another's point of view, and offering an apology in response to a request or demand that one be given.

**15** Greeting: phatic communication intended solely to initiate contact with another.

**Goes against**: Conflict-producing and conflict-maintaining behavior. There are three modes:

**16** Ignoring: this includes disregarding another, refusing to take notice of another, reacting coldly, or with obvious and/or persistent disinterest.

**17** Attacking: this includes initiating conflict with another, criticizing, belittling, challenging, provoking, teasing maliciously and arguing.

**18** Opposing: this includes protesting, disagreeing, refusing to accept direction or support, refusing to cooperate, disobeying, and justifying self and/or actions in a hostile manner.

**Going away from**: Behaviors which psychologically distance one from another and/or behaviors by means of which one physically withdraws from another. There are two modes:

**19** Evading: to avoid dealing with another, to give evasive answers, to attempt to change topic or focus of interaction in order to evade issues or questions raised.

**20** Farewell: phatic communication intended solely to terminate contact with another.

---

## **GROUP RECIPIENT CODES**

### **Interaction Analysis**

- 1** live audience
- 2** TV audience
- 3** general audience (live & TV)
- 4** God
- 5** Jesus
- 6** other religious figure (e.g., a saint)
- 7** devil
- 8** group on stage
- 9** other group

---

## CONTEXT CODES

### Interaction Analysis

- 1 Drama: a show in which actors and actresses perform scripted character portrayals
- 2 Announcement: an individual speaks to an undifferentiated group of people (e.g., a live audience, the TV audience)
- 3 Conversation: two or more individuals verbally interacting in a relatively unstructured manner--no script or interview agenda is evident
- 4 Interviewee: the individual speaking is being questioned in a structured interaction
- 5 Interviewer: the individual speaking is asking questions and leading a structured interaction
- 6 Song: the individual is singing or speaking over a music bed
- 7 Story: the individual is relating a pre-determined and/or scripted narration
- 8 Recitation: the individual speaking repeats verbatim something that has been previously written in another form (e.g. , Bible passages)
- 9 Prayer: the individual speaking addresses God or another deity

---

EPISODE ID: \_\_\_\_\_

---

[illegible]