

Structural Features Content Analysis Project
DATE: July 17, 1996

CODING SHEET 1: PROGRAM VARIABLES

Name of coder: _____ Date of coding: _____
Date of entry: _____

NOTE: Code each complete program

Sampling information [Copy from tape label]

PRoGRaM#: ___ ___ TAPE#: ___ ___

Recorded on: MOntH: ___ DaTe: ___ YeaR: 9 5

DAY of week:

- (1.) Sunday _____ [1]
- (2.) Monday _____ [2]
- (3.) Tuesday _____ [3]
- (4.) Wednesday _____ [4]
- (5.) Thursday _____ [5]
- (6.) Friday _____ [6]
- (7.) Saturday _____ [7]

Time: HOUR: ___ AM / PM (circle one)

CHANNEL: _____

PRoGraM SStart time: Hours: ___ Minutes: ___ AM / PM (circle one)

1. Duration of program?

- _____ [1] 30 minutes
 - _____ [2] One hour
 - _____ [3] 90 minutes
 - _____ [4] Two hours
 - _____ [5] Other (How long in minutes? ___ ___)
-

-

2. Genre of program?

Comedy

_____ [01] Situation comedy (Title: _____)

_____ [02] Other (Describe/Title: _____)

Drama

_____ [03] Medical drama (Title: _____)

_____ [04] Crime/legal/mystery drama (Title: _____)

_____ [05] Science fiction/fantasy/horror (Title: _____)

_____ [06] Other (Describe/Title: _____)

Serial

_____ [07] Daytime soap opera
(Title: _____)

_____ [08] Prime time soap opera
(Title: _____)

Movie

_____ [09] TV movie (Title: _____)

_____ [10] Theatrical film (Title: _____)

Informational/educational

_____ [11] Local news (Title: _____)

_____ [12] National/international news
(Title: _____)

_____ [13] Documentary (Title: _____)

_____ [14] Magazine (Title: _____)

_____ [15] Reality program (Title: _____)

_____ [16] Instructional program (adults) (Title: _____)

_____ [17] Other (Describe/Title: _____)

Talk

_____ [18] Celebrity talk (Title: _____)

_____ [19] Political talk/com-
mentary/interview (Title: _____)

_____ [20] Theme/topic show (Title: _____)

Promotional

_____ [21] Infommercial (Product: _____)

Miscellaneous

_____ [22] Live action children's
educational program (Title: _____)

_____ [23] Animated children's
educational program (Title: _____)

- _____ [24] Live action NONeducational children's program (Title: _____)
- _____ [25] Animated NONeducational children's program (Title: _____)
- _____ [26] Game show (Title: _____)
- _____ [27] Sports event (Title: _____)
- _____ [28] Music video program (Title: _____)
- _____ [29] Other (Describe/title: _____)
-

Go to exact beginning point of program. NOTE: The beginning of a program is the first frame that involves the specific program.
Set timer to zero.

3. Number of miscellaneous program-related elements at beginning of program?
_____ [x] elements

4. Beginning credits sequence?
_____ [0] No [**SKIP** to 5]
_____ [1] Yes

4a. FOR BEGINNING CREDITS SEQUENCE PRESENT: Duration?
Credits begin: _____ minutes _____ seconds into program
Credits end: _____ minutes _____ seconds into program

4b. FOR BEGINNING CREDITS SEQUENCE PRESENT: Any credit in credit sequence during simultaneous audio and moving video action?
_____ [0] No
_____ [1] Yes

4c. FOR BEGINNING CREDITS SEQUENCE PRESENT: Any action before credit sequence begins?
_____ [0] No
_____ [1] Yes

4d. FOR BEGINNING CREDITS SEQUENCE PRESENT: Program interruption during beginning credits?

_____ [0] No

_____ [1] Yes

5. Beginning program theme?

_____ [0] No [**SKIP** to 6]

_____ [1] Yes

5a. FOR ANY BEGINNING PROGRAM THEME: Duration?

Program theme begins: __ __ minutes __ __ seconds into program

Program theme ends: __ __ minutes __ __ seconds into program

5b. FOR ANY PROGRAM THEME: Theme audio and video start or end more than 2 seconds apart?

_____ [0] No

_____ [1] Yes

6. How many program interruptions, and how many segments during each interruption?

Pgm Inter-
ruption

1. __ __ segments
2. __ __ segments
3. __ __ segments
4. __ __ segments
5. __ __ segments
6. __ __ segments
7. __ __ segments
8. __ __ segments
9. __ __ segments
10. __ __ segments

11. __ __ segments
12. __ __ segments
13. __ __ segments
14. __ __ segments
15. __ __ segments
16. __ __ segments
17. __ __ segments
18. __ __ segments
19. __ __ segments
20. __ __ segments

Go to the last frame of simultaneous audio and moving video action that occurs in the program prior to any ending credit(s).

ALL VARIABLES FROM THIS POINT to the end of the Coding Sheet concern only program audio and video that occur after this frame.

7. Location of last simultaneous audio and moving video action before any ending credit or credits?

___ ___ hours ___ ___ minutes ___ ___ seconds into program

8. Ending credits sequence?

___ [0] No [**SKIP** to 9]

___ [1] Yes

8a. FOR ENDING CREDITS SEQUENCE PRESENT: Duration?

Credits begin: ___ ___ hours ___ ___ minutes ___ ___ seconds into program

Credits end: ___ ___ hours ___ ___ minutes ___ ___ seconds into program

8b. FOR ENDING CREDITS SEQUENCE PRESENT: Any credit in credit sequence during simultaneous audio and moving video action?

___ [0] No

___ [1] Yes

8c. FOR ENDING CREDITS SEQUENCE PRESENT: Any action after credit sequence ends?

___ [0] No

___ [1] Yes

8d. FOR ENDING CREDITS SEQUENCE PRESENT: Program interruption during ending credit sequence?

___ [0] No

___ [1] Yes

8e. FOR ENDING CREDITS SEQUENCE PRESENT: Simultaneous video pictures during ending credits?

___ [0] No

___ [1] Yes, simultaneous RELATED video pictures

___ [2] Yes, simultaneous UNRELATED video pictures

8f. FOR ENDING CREDITS SEQUENCE PRESENT: Unrelated audio and video during ending credits?

_____ [0] No

_____ [1] Yes, talking over ending credits

_____ [2] Yes, other

(Describe: _____)

9. Music at the end of the program?

_____ [0] No [**SKIP** to 10]

_____ [1] Yes

9a. FOR MUSIC PRESENT AT THE END OF THE PROGRAM: Duration?

Music begins: ___ ___ hours ___ ___ minutes ___ ___ seconds into program

Music ends: ___ ___ hours ___ ___ minutes ___ ___ seconds into program

9b. FOR MUSIC PRESENT AT THE END OF THE PROGRAM: Program interruption during the music at the end of the program?

_____ [0] No

_____ [1] Yes

10. Number of miscellaneous program-related elements at end of program?

_____ [x] elements

11. End of program?

Program ends: ___ ___ hours ___ ___ minutes ___ ___ seconds into program

END OF PROGRAM CODING SHEET