

James Bond 007 Analysis Codebook

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Unit of Data Collection: Each female character depicted in each Bond film who speaks in the film to any other character, or who does not speak but is introduced by another character, or who does not speak but is shown and referred to by another character, or is shown in close-up (i.e., head shot or head and shoulders shot), or engages in any codable sexual behavior, or experiences codable physical harm. When judging whether the female characters speaks or is referred to, the coder must be able to both hear the female character and see that character's mouth moving as she speaks, or must hear her name when she is introduced or referred to. In addition, only females that appear over the age of 18 will be coded (no teenagers or children).

Other Coding Instructions:

Do not code the opening or closing credits.

For all coding, use only the information available to you as a viewer (i.e., do not use information you might have as a fan of Bond films, a fan of a particular actor, etc.).

Code a female character's use of weapons/target of weapons only from the point at which she becomes a codable character. That is, if early in the film, a group of undifferentiated (and uncodable) females are carrying guns, and then later one of them becomes codable because she kisses Bond, *do not* go back and code her earlier gun-carrying behavior.

Also, if information about a female character changes throughout the film (e.g., she gets her hair cut), code the character as she is at the *end* of the film (this rule does not apply to item 4.).

Finally, please code with the DVD subtitles/closed captioning (English) *on*.

Film ID: On each code sheet write the film's ID number from the following list and write a brief shortened title of the Bond film.

Film ID	Film Title	Year of Film	Actor Portraying Bond
1	Dr No	1962	Sean Connery
2	From Russia With Love	1963	Sean Connery
3	Goldfinger	1964	Sean Connery
4	Thunderball	1965	Sean Connery
5	You Only Live Twice	1967	Sean Connery
6	On Her Majesty's Secret Service	1969	George Lazenby
7	Diamonds Are Forever	1971	Sean Connery
8	Live and Let Die	1973	Roger Moore
9	The Man With the Golden Gun	1974	Roger Moore
10	The Spy Who Loved Me	1977	Roger Moore
11	Moonraker	1979	Roger Moore
12	For Your Eyes Only	1981	Roger Moore
13	Octopussy	1983	Roger Moore
14	A View to a Kill	1985	Roger Moore
15	The Living Daylights	1987	Timothy Dalton
16	License to Kill	1989	Timothy Dalton
17	GoldenEye	1995	Pierce Brosnan
18	Tomorrow Never Dies	1997	Pierce Brosnan
19	The World is Not Enough	1999	Pierce Brosnan
20	Die Another Day	2002	Pierce Brosnan

Coder ID: Indicate the individual who coded according to the coder ID list. For example, if Sharon was the coder she would indicate 7 by Coder ID.

Coder ID	Coder Name
1	Amy
2	Han
3	Kim
4	Marcie
5	Patrika
6	Renee
7	Sharon
8	Tom
9	Vito
10	Zlatko

Date: Fill in the date that the coding form was completed, in the following format: Month/Day/Year (e.g., 11/15/05).

Page Number: Indicate the page number for that particular film in the following fashion: "Page 2 of 2 " when there are 2 pages total for that particular film.

Year of Film: Please indicate the year the film was released. The coder can refer to the Film ID table above.

Bond ID: Give each actor portraying Bond an ID. (The coder can refer to the Film ID table.)

Code in the following manner:

1. Sean Connery
2. George Lazenby
3. Roger Moore
4. Timothy Dalton
5. Pierce Brosnan

1. Female Character Name/Description: If the character's name is provided, list this name (e.g., Octopussy, Holly Goodhead, Tiffany Case, or Pussy Galore, etc.). If the character's name is not provided give a brief and discriminating description of the character (e.g., the front counter girl with blond hair and red dress).

2. Female Character ID: Give each character a unique number, beginning with 1 and proceeding upward without duplication within each film. These numbers should correspond to the characters' first appearance in the film. That is, the first codable female in *Goldfinger* will be 1, the second codable female who appears will be 2, and so forth. The first codable female in *Octopussy* will be 1, the second will be 2, and so on.

3. Role: Indicate whether the female character has a minor, medium or a major part in the Bond film.

1. Minor: If in the film the female character is peripheral to the action, having five or fewer lines (complete sentences or phrases that are part of a dialogue), then the character will be listed as minor.
2. Medium: If in the film the female character has more than five lines, but does not appear to be a major character.
3. Major: If in the film the female character is featured in a significant portion of the film (e.g., the film's "Bond girl") then the character will be listed as major.

4. Good or Bad: Indicate whether the female's character changes during the film. Example: Does she appear to be a bad character in the beginning of the film but by the end of the film turns good?

1. Starts off as good but turns bad
2. Starts off as bad but turns good
3. Is bad throughout the entire film
4. Is good throughout the entire film
99. Unable to determine

5. Chronological Age: report or estimate the character's chronological age in years. Record a single figure, not a range. If unable to determine, code as 99.

6. Race: Write in the number corresponding with the apparent racial identification of the character.

1. Caucasian
2. African-American, African
3. Asian
4. Native-American (including Eskimo and those of Native South American, Native Central American, and Native Mexican extraction)
5. Arab – Middle Eastern
88. Other

7. Hispanic Ethnicity: Indicate whether the female character is of Hispanic background (i.e., from a family with its roots in the Spanish-speaking cultures of Mexico, Central America, South America, relevant countries in the Caribbean, and Spain).

1. Hispanic
2. Not Hispanic

8. Accent: Indicate the female character's accent

1. U.S. (All accents derived from U.S. including: standard, Southern, Boston, New York)
2. European
3. Asian
4. Middle Eastern
5. Hispanic
88. Other

9. Hair color: Indicate what color hair the female character has.

1. Blonde (all shades from the palest blond to dark blonde)
2. Red (all shades from the lightest red to deep red)
3. Light Brown (mostly brown with some blonde highlights)
4. Medium Brown (brown with no blonde highlights)
5. Dark Brown (brown and almost appearing black)
6. Black
7. Gray (all or predominantly gray)
8. White (i.e., as found in older adults, not bleached)
88. Other
99. Unable to determine

10. Hair Length: Indicate the length of the female character's hair according to the following categories:

1. Short (hair lies above or just past female's ears)
2. Medium (hair lies at or just above or just below female's shoulders)
3. Long (hair lies to the middle of female's back)
4. Very long (hair lies past female's waist)
99. Unable to determine hair length

11. Hair Style: Indicate the style of the female character's hair according to the following categories:

1. Straight (hair appears to be straight)
2. Wavy (hair appears to have some waves and is not completely straight but not totally curly)
3. Curly (hair appears to have mostly curls)
4. Afro (hair appears to have very tight curls)
99. Unable to determine hairstyle

12. Glasses: Indicate whether the female character is shown wearing glasses all the time, some of the time, or never. This does not include sunglasses unless they appear to be prescription.

0. Never wears glasses
1. Wears glasses intermittently (occasionally wears glasses, e.g., for reading)
2. Wears glasses all of the time

13. Height: Indicate whether the female character is tall (5' 8" or more), medium (5' 4" – 5' 7"), or short (5' 3" or less). Assess this with the assumption that Bond is approximately 6 feet tall.

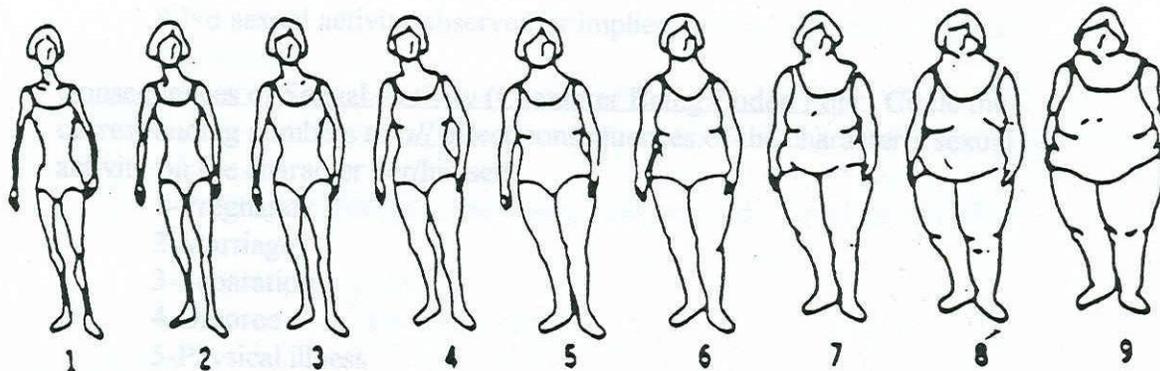
1. Tall

2. Medium

3. Short

99.Character is always seated, never stands up

14. Body Size: (from Thompson & Gray, 1995). Using the female figures below, indicate the number that best matches the body-shape of the female character's body shape.



15. Physical Appearance: Indicate whether the female character is extremely attractive (professional model status), attractive (very pleasant looking, above average), average (pleasant looking but average in looks), below average (not pleasant looking, below average looks), extremely unattractive (extremely non-pleasant looking, or considered ugly).

1. Extremely Attractive
2. Attractive
3. Average
4. Below Average
5. Extremely Unattractive

16. Verbal Expressions of Love toward Bond: Indicate whether a female character in any part of the film verbally refers to her own feelings of love toward James Bond.

0. No, does not refer to loving Bond
1. Yes, refers to loving Bond and appears to mean it
2. Yes, refers to loving Bond but lies

17. & 18. Sexual Contacts with Bond: Count and indicate the amount of sexual contact the character shares with Bond. **Mild sexual contact** is defined as kissing while standing or seated. **Strong sexual contact** is defined as implied sexual activity, with the characters appearing to have had or about to have some form of direct sexual contact. Record the *number* of occurrences of each type for each female character (e.g., If a female kisses Bond twice, it would be coded as mild sexual contact with Bond = 2 (occurred twice); If there was no strong sexual contact with Bond, it would be coded as strong sexual contact with Bond = 0.)

19. & 20. Sexual Contacts with Non-Bond Protagonist(s): Count and indicate the amount of sexual contact the character shares with protagonist(s) (i.e., "good guys") other than Bond. **Mild sexual contact** is defined as kissing while standing or seated. **Strong sexual contact** is defined as implied sexual activity, with the characters appearing to have had or about to have some form of direct sexual contact. Record the *number* of occurrences of each type for each female character.

21. & 22. Sexual Contacts with Non-Bond Antagonist(s): Indicate the amount of sexual contact the character shares with any antagonist(s) (i.e., "bad guys"). **Mild sexual contact** is defined as kissing while standing or seated. **Strong sexual contact** is defined as implied sexual

activity, with the characters appearing to have had or about to have some form of direct sexual contact. Record the *number* of occurrences of each type for each female character.

23. & 24. Physical Harm from Bond: Indicate the amount of physical harm experienced by a female character by the actions of James Bond. **Mild physical harm** is defined as harm that hurt the female, but will not maim or kill her—e.g., the female character is slapped, punched, pushed, hair pulled, kicked or thrown down. **Strong physical harm** is defined as harm that has a high probability of resulting in severe harm or death—e.g., extreme beating, burned, strangled, drowned, poisoned, suffocated, stabbed, shot, eaten by sharks/or piranhas, blown up, pushed out window and/or plane, and anything else which results in death or near death. Code the *number* of occurrences of each (e.g., Mild = 2; Strong =0). If no harm of any type is experienced by the female as a result of Bond’s actions, code 0 for both.

25. & 26. Physical Harm from Female Protagonist(s): Indicate the amount of physical harm experienced by a female character by the actions of **female protagonist(s)** (i.e., “good girls”) **Mild physical harm** is defined as harm that hurt the female, but will not maim or kill her—e.g., the female character is slapped, punched, pushed, hair pulled, kicked or thrown down. **Strong physical harm** is defined as harm that has a high probability of resulting in severe harm or death—e.g., extreme beating, burned, strangled, drowned, poisoned, suffocated, stabbed, shot, eaten by sharks/or piranhas, blown up, pushed out window and/or plane, and anything else which results in death or near death. Code the *number* of occurrences of each (e.g., Mild = 2; Strong =0). If no harm of any type is experienced by the female as a result of the actions of non-Bond protagonists, code 0 for both.

27. & 28. Physical Harm from Non-Bond Male Protagonist(s): Indicate the amount of physical harm experienced by a female character by the actions of **male protagonist(s)** (i.e., “good guys”) other than James Bond. **Mild physical harm** is defined as harm that hurt the female, but will not maim or kill her—e.g., the female character is slapped, punched, pushed, hair pulled, kicked or thrown down. **Strong physical harm** is defined as harm that has a high probability of resulting in severe harm or death—e.g., extreme beating, burned, strangled, drowned, poisoned, suffocated, stabbed, shot, eaten by sharks/or piranhas, blown up, pushed out window and/or plane, and anything else which results in death or near death. Code the *number* of occurrences of each (e.g., Mild = 2; Strong =0). If no harm of any type is experienced by the female as a result of the actions of non-Bond protagonists, code 0 for both.

29. & 30. Physical Harm from Female Antagonist(s): Indicate the amount of physical harm experienced by a female character by the actions of **female antagonist(s)** (i.e., “bad girls”). **Mild physical harm** is defined as harm that hurt the female, but will not maim or kill her—e.g., the female character is slapped, punched, pushed, hair pulled, kicked or thrown down. **Strong physical harm** is defined as harm that has a high probability of resulting in severe harm or death—e.g., extreme beating, burned, strangled, drowned, poisoned, suffocated, stabbed, shot, eaten by sharks/or piranhas, blown up, pushed out window and/or plane, and anything else which results in death or near death. Code the *number* of occurrences of each (e.g., Mild = 2; Strong =0). If no harm of any type is experienced by the female as a result of the actions of antagonists, code 0 for both.

31. & 32. Physical Harm from Male Antagonist(s): Indicate the amount of physical harm experienced by a female character by the actions of **male antagonist(s)** (i.e., “bad guys”). **Mild physical harm** is defined as harm that hurt the female, but will not maim or kill her—e.g., the female character is slapped, punched, pushed, hair pulled, kicked or thrown down. **Strong physical harm** is defined as harm that has a high probability of resulting in severe harm or death—e.g., extreme beating, burned, strangled, drowned, poisoned, suffocated, stabbed, shot,

eaten by sharks/or piranhas, blown up, pushed out window and/or plane, and anything else which results in death or near death. Code the *number* of occurrences of each (e.g., Mild = 2; Strong = 0). If no harm of any type is experienced by the female as a result of the actions of antagonists, code 0 for both.

33. Attempt to Kill Bond: Indicate whether a female character attempts to kill Bond, and whether this occurs in any proximity to a Bond sexual encounter.

- 0. Does not try to kill Bond
- 1. Tries to kill Bond before sexual activity (foreplay)
- 2. Tries to kill Bond during sexual activity
- 3. Tries to kill Bond shortly after sexual activity
- 4. Attempts to kill Bond but there was no sexual activity in proximity to the attempt
- 99. Unable to determine

34. Weapons used by Female Characters: Indicate which weapon(s) the female character has in her possession at *any point in the film after she becomes codable*, and how she uses or does not use them.

34.1. Gun

- 0. Female does not have a gun
- 1. Female has it, but does not use it
- 2. Female uses it

34.2. Blunt object weapon

- 0. Female does not have a blunt object weapon
- 1. Female has it, but does not use it
- 2. Female uses it

34.3. Sharp object weapon

- 0. Female does not have a sharp object weapon
- 1. Female has it, but does not use it
- 2. Female uses it

34.4. Poison

- 0. Female does not have poison
- 1. Female has it, but does not use it
- 2. Female uses it

34.5. Explosives

- 0. Female does not have explosives
- 1. Female has them, but does not use them
- 2. Female uses them

34.6. Animals as weapons

- 0. Female does not have "animal weapons"
- 1. Female has it/them, but does not use them
- 2. Female uses it/them

34.7. Hand-to-hand combat (e.g., martial arts, strangulation)

- 0. Female does not display ability to engage in HTH combat
- 1. Female displays ability, but does not use it
- 2. Female uses HTH techniques

35. Weapons used against Female Characters: Now, indicate whether each type of weapon is used against that female at any point in the film after she becomes codable.

35.1. Gun

- 0. No gun is used against female
- 1. Gun is used against female

35.2. Blunt object weapon

- 0. No blunt object weapon is used against female
- 1. Blunt object is used against female

35.3. Sharp object weapon

- 0. No sharp object weapon is used against female
- 1. Sharp object weapon is used against female

35.4. Poison

- 0. No poison is used against female
- 1. Poison is used against female

35.5. Explosives

- 0. No explosives are used against female
- 1. Explosives are used against female

35.6. Animals as weapons

- 0. No animal(s) are used as weapon(s) against female
- 1. Animal(s) are used against female

35.7. Hand-to-hand combat (e.g., martial arts, strangulation)

- 0. No HTH combat is used against female
- 1. HTH combat is used against female

36. Consequence at End of Film: For each female characters coded indicate her status at the end of the film in the following manner:

- 1. Alive and appears to continue on with Bond
- 2. Presumed alive but not with Bond
- 3. Presumed dead
- 4. Explicitly shown to be dead
- 88. Other

James Bond Film Coding Form—2006 (2/15/06) Page _____ of _____
 Film ID _____ Film Title _____ Coder ID _____ Date _____
 Year of Film _____ Bond ID _____

1. Female Character Name and/or description				
2. Female Character ID				
3. Role				
4. Good or Bad				
5. Chronological Age				
6. Race				
7. Hispanic Ethnicity				
8. Accent				
9. Hair Color				
10. Hair Length				
11. Hair Style				
12. Glasses				
13. Height				
14. Body Size				
15. Physical Appearance				
16. Verbal Expressions of Love for Bond				
17. Mild Sexual Contacts with Bond				
18. Strong Sexual Contacts with Bond				
19. Mild Sexual Contacts with NB Protagonist(s)				
20. Strong Sexual Contacts with NB Protagonist(s)				
21. Mild Sexual Contacts with Antagonist(s)				
22. Strong Sexual Contacts with Antagonist(s)				
23. Mild Physical Harm from Bond				
24. Strong Physical Harm from Bond				
25. Mild Physical Harm from Female Protags				
26. Strong Physical Harm from Female Protags				
27. Mild Physical Harm from NB Male Protags				
28. Strong Physical Harm from NB Male Protags				
29. Mild Physical Harm from Female Antags				
30. Strong Physical Harm from Female Antags				
31. Mild Physical Harm from Male Antags				
32. Strong Physical Harm from Male Antags				
33. Attempts to Kill Bond				
34. <i>Female Use of Weapons:</i>	-----	-----	-----	-----
34.1. Gun				
34.2. Blunt object weapon				
34.3. Sharp object weapon				
34.4. Poison				
34.5. Explosives				
34.6. Animals				
34.7. HTH Combat				
35. <i>Weapons used Against Females:</i>	-----	-----	-----	-----
35.1. Gun				
35.2. Blunt object weapon				
35.3. Sharp object weapon				
35.4. Poison				
35.5. Explosives				
35.6. Animals				
35.7. HTH Combat				
36. Consequences at End of Film				