

TV/Film Character Demographics Analysis Codebook

Unit of Analysis: Each individual personality or character who (1) speaks, or (2) performs actions important to the story, or (3) is the subject of a significant amount of conversation in the episode or film being coded. One column on the coding form should be completed for each unit.

Episode/Film ID: Fill in the ID number of the content being coded (e.g., the TV episode, or the film), as indicated on the Episode ID or Film ID list.

Coder ID: Indicate the number of the individual who coded that sheet, according to the Coder ID list.

Date of Coding: Indicate the date of coding, using the convention mm/dd/yy.

Character Name and/or Description: Give a brief but discriminating description of each coded character (e.g., "middle aged man in a shiny blue suit") *and* his or her name if given.

Character ID: Give each character a unique 3-digit number, beginning with 001 and proceeding upward without duplication across the content being coded (e.g., each episode or film). If a character appears in more than one episode or film, code him/her each time but use the *same* ID #. It is important that these numbers are accurate and non-duplicative.

Role: Indicate whether the character is a minor, medium or major part of the episode/film.

1. Minor: If in an episode/film a character has ten or fewer lines (complete sentences or phrases that are part of a dialogue), the character will be deemed minor.
2. Medium: If a character speaks more than ten lines in an episode/film, but is featured (appears and/or is talked about) in less than 50 percent of the episode's/film's content, the character will be deemed medium.
3. Major: If in an episode/film a character is featured in fifty percent or more of the content, the character will be deemed major.
9. Unable to determine

Social Age: Estimate the stage at which the character operates in his/her interactions with others.

1. Child: The individual behaves and speaks as one who is 12 years of age or less.
2. Adolescent: The individual behaves and speaks as one who is 13-19 years of age.
3. Young adult: The individual behaves and speaks as one who is 20-39 years of age.
4. Mature adult: The individual behaves and speaks as one who is 40-64 years of age.
5. Elderly: The individual behaves and speaks as one who is 65 or older.
9. Unable to determine

Chronological Age: Report or estimate the character's chronological age in years (if less than one year code as 0). Indicate just below this how the figure was determined: Whether the figure was explicitly stated in the content or estimated by the coder (1 = **explicitly stated**; 2 = **estimated by coder**; 9 = unable to determine).

SES (Socio-Economic Status): Report or estimate the character's SES. Indicate below this how the code was determined: Whether it was explicitly stated in the content or estimated by the coder (1 = **explicitly stated**, 2 = **estimated by coder**; 9 = unable to determine).

1. Upper/upper middle class: An individual who is well to do or moderately well-to-do; this individual

typically has a high level job, and will not be dependent on his/her weekly or monthly income in order to live.

2. Middle class: An individual who works for a living, has all the necessities and some luxuries, but is dependent on his/her working for his/her livelihood.
3. Working class/lower class: An individual who does not have the necessities of life, or just barely has the necessities and no luxuries. He/she may be unemployed and/or on public assistance.
9. Unable to determine

Sex: Report the biological sex of the character.

1. Male
2. Female
3. Transgender (male to female)
4. Transgender (female to male)
9. Unable to determine

Sexual Orientation: Report the primary sexual orientation of the character, if this is discernable. Indicate whether this was directly stated in the content or estimated by you (1 = **explicitly stated**, 2 = **estimated by coder**; 9 = unable to determine).

1. Heterosexual: An individual whose primary sexual orientation is an attraction toward members of the opposite sex. If a character is married and does not express a homosexual orientation, code as heterosexual.
2. Homosexual: An individual whose primary sexual orientation is for members of the same sex.
3. Bisexual: An individual whose sexual orientation includes a desire for members of both genders.
9. Unable to determine

U.S. Origin: Report the character's origins as indicated in the content.

1. Born in the U.S., lives in the U.S.
2. Born outside U.S., lives in U.S.
3. Born outside U.S., lives outside U.S.
8. Other (specify)
9. Unable to determine

Accent: Indicate the character's primary speaking accent.

1. U.S. Northern (standard)
2. U.S. Southern
3. U.S. Southwestern (e.g., "cowboy")
4. U.S. Eastern (e.g., Boston, New York)
6. Non-U.S. accent (specify)
8. Other (specify)
9. Unable to determine

Marital Status: Indicate the character's present marital status. A wedding ring may be used as evidence in coder estimation, except in the case of Roman Catholic priests and nuns. Indicate whether the character's marital status was explicitly stated in the content or estimated by the coder (1 = **explicitly stated**, 2 = **estimated by coder**; 9 = unable to determine).

10. Married, no other information
11. Married first time
12. Remarried after divorce
13. Remarried after widowhood
14. Separated

20. Single, no other information
21. Single, never married
22. Single, divorced
23. Single, widowed
30. Engaged to be married
88. Other
99. Unable to determine

Religious Affiliation: Code the character's religious affiliation (if any) and whether it was explicitly stated in the content or estimated by the coder (1 = **explicitly stated**, 2 = **estimated by coder**; 9 = unable to determine).

1. A member of a specified organized religion.
2. Belongs to organized religion, but unspecified.
3. Definitely does not belong to an organized religion.
9. Unable to determine

Hair Color: Indicate what color hair the character has at the present time.

10. White
20. Gray
30. Blonde
31. Blonde/gray mix
32. Blonde (obviously bleached)
40. Red
41. Red/gray mix
50. Brown
51. Brown/gray mix
60. Black
61. Black/gray mix
70. Non-natural color (e.g., blue, green, orange)
71. Non-natural color mixed with natural color
80. Completely bald
88. Other
99. Unable to determine

Baldness: Indicate to what degree the character is bald at the present time.

1. Not bald (full head of hair) (will likely apply to most females)
2. Receding hair line
3. Bald spot
4. Fringe hair only
5. Totally bald
9. Unable to determine

Facial Hair: Indicate whether the character has facial hair (mustache or beard) at the present time.

1. No mustache or beard (will likely apply to most females)
2. Mustache only
3. Beard only
4. Mustache and beard
9. Unable to determine

Height: Indicate whether the character is tall, of medium height, or short for their sex. This designation would be determined by the following heights: For males: Tall = 6 ' 0 " or more, Medium = 5 ' 8 " - 5 ' 11 ", Short = 5 ' 7 " or less; For females: Tall = 5 ' 8 " or more, Medium = 5 ' 4 " - 5 ' 7 ", Short = 5 ' 3 " or less.

1. Short
2. Medium
3. Tall
9. Unable to determine (including children, and characters who never stand)

Weight: Indicate whether the character is heavy, of medium build, or thin for their height and sex.

1. Thin
2. Medium
3. Heavy
9. Unable to determine

Glasses: Indicate whether the character is shown wearing glasses all the time, some of the time (e.g., for reading only), or never. This does *not* include sunglasses unless they appear to be prescription.

1. Never wears glasses
2. Wears glasses intermittently
3. Wears glasses at all times
9. Unable to determine