

Wongthongsri Complete Code Book

Part 1: Ads/Spot analysis

GENERAL:

Coder -- number assigned to each ad coder

Recording date -- month, date, and year of recording ads

Channel -- number of channel on which ads were recorded

Thai-- 3, 5, 7, 9

U.S.-- ABC = 5, CBS = 8, and NBC = 3

Country -- number of the country where the ads were recorded

Thai -- 1

U.S. -- 2

Description -- record the name of product/ service/company/ program which is being advertised

Ads# -- number of advertisement which is coded. For every calendar date, ad# will start from one (1)

1. **PACING** Record the total number of transitions for each advertisement, included in this analysis are cuts, dissolves, and wipes.

Cut: "instantaneous change from one field of view from another" (Wurtzel, 1983, p. 511).

Dissolve: "a simultaneous fade-in of one video source and fade out of another" (Wurtzel, 1983, p. 592).

Wipe: "... transition in which one image wipes across another to replace it" (Wurtzel, 1983, p. 617).

2. **MUSIC**: The type of music in advertisement (if it is being used).

00--No music

01--Traditional Thai (or other Asian) music with lyrics

02--Traditional Thai (or other Asian) music with no lyrics

- 03--Popular Thai (or other Asian) music with lyrics
- 04--Popular Thai (or other Asian) music with no lyrics
- 05--Popular American music with lyrics in English
- 06--Popular American music with lyric in Thai
- 07--Popular American music with no lyrics
- 08--music written for advertisement with lyrics in English
- 09--Music written for advertisement with lyrics in Thai
- 10--Music written for advertisement with no lyrics
- 11--Generic music with no lyrics
- 12--Other

3. **VOICE OVER:** The voice of a narrator who does not appear on camera.

- 0--No voice over
- 1--Male voice only
- 2--Female voice only
- 3--Chorus: numerous voices at the same time
- 4--Male and female voice (individually, not at the same time)
- 5--Child or children voice
- 6--Male and child or children voice (individually, not at the same time)
- 7--Female and child or children voice (individually, not at the same time)
- 8--Male and female and child or children voice (individually, not at the same time)

4. **PRODUCT TYPE:** A kind of product in ads.

- 1--Necessity: Something that is needed for surviving such as food, medicine, house or clothes, etc.

2--Convenience and comfort: Something that is conducive to comfort and convenience (not luxury or not necessity) e.g., car, hair conditioner, or watch.

3--Luxury: Something that is not essential but is conducive to pleasure such as jewelry, cosmetic, or audio set, etc.

4--Other: Undetermined

5. PRODUCT PROMINENCE: Record the number of time (in seconds) that the product is being emphasized with a close-up or extreme close-up.

- Long shot: " ... the subject is dominated by the much larger background area" (Wurtzel, 1983, p. 95).

- Medium shot: "The subject becomes much larger and more dominant. The background is still important but now shares the videospace with the subject" (Wurtzel, 1983, pp. 96-97).

- Close-up: "The subject becomes the primary focus of interest within the shot. only a small portion of the background is visible" (Wurtzel, 1983, p.97).

- Extreme Close-up: "The subject virtually fills the screen and is clearly the central focus of the shot" (Wurtzel, 1983, p. 97).

6. THE WAY THAT THE ADVERTISEMENT IS BEING PROMOTED: Record the number (0 or 1) which indicates how the advertisement is being promoted in each category.

NO -- 0 YES -- 1

-More informational than emotional: there is more factual information of company/product/service in advertisement than feelings.

-More emotional than informational: they use more feelings such as appeals to patriotism, friendship, love, attractiveness, personal hygiene, entertainment, family, and sex than factual information of company/product/service in advertisement.

- Product shown: the product is shown in advertisement.

- Product/service shown in use: the product/service is shown in everyday use in advertisement.

- Product/service demonstrated: the product/service is put through a demonstration that is not everyday use.

- Image advertising: the advertisement is designed to enhance prestige of company/product/service without really giving concrete details about the company/product/service.

- Slice-of-life: This usually plays out as a mini-drama. People encounter one another (in the kitchen, on the street, etc.), talk about their problem, discover that the product is somehow related to the solution, and part happily (Sandage, Fryburger, and Rotzoll, 1989, p. 258).

- Physiological: an appeal to physiological needs includes hunger, thirst, shelter, sex, and other bodily needs.

- Safety: an appeal to safety needs includes security and protection from physical and emotional harm.

- Social: an appeal to social needs includes affection, belongingness, acceptance, and friendship.

- Esteem: an appeal to external and internal esteem. External esteem factors such as status, recognition, and attention.

- Self-actualization: an appeal represented by the drive to becoming; includes growth, achieving one's potential, and self-fulfillment.

7. PRODUCT COMPARISON: The ad that compares, implicitly or explicitly, two or more products, and states or implies a particular market standing in relation to other products, whether the other products are named or not, shall be deemed comparative.

0--Non-comparison ads

1--Product comparison ads

8. SLOGAN: A well-known catch phrase expressing the aims or nature of product in ads (wherever and whenever it is shown, printed, spoken or in the song in the advertisement).

0--There is no slogan in ads

1--There is a slogan in ads

9. ANIMATION OR OTHERS:

0 -- There is no animated cartoon, puppets or claymation in ads

1-- There is an animated cartoon in ads

2 -- There is puppetry in ads

3-- There is claymation or other stop-action effects

10. **DVE:** Digital Video Effects: it takes video images and modifies them such as split screen, modifications of size and shape of video image (by compression or expansion of the image), color enhancement, zoom, horizontal and vertical flips, rotation and bounce effects.

0--Don't use DVE in ads

1--Using DVE in ads

11. **COMPUTER ANIMATION:** is a diverse and sophisticated form that is entirely generated by computer.

0--Don't use computer animation in ads

1--Using computer animation in ads

12. **TIME LENGTH:** The length of time in ads (indicate the length of time)

13. **COLOR:** The color that is used in ads.

0 -- Black and white

1 -- Soft color: light color such as cream or pale colors

2 -- Medium color: moderate color or normal color that are not pale or strong color and not colorful; many commercials will receive this code because it indicates regular, normal color.

3 -- Strong color: colorful or contrast color and also very bright color are used in ads such as red, yellow, orange, and blue.

4 -- Mostly black and white, except product and/or other key elements in ad are in color.

5 -- Mostly soft color, except product and/or other key elements in ad are in color.

14. **PERSONAL PRODUCT:** The product/service is intended for private, individual use.

00 -- Not a personal product

01 -- personal product but not taboo (e.g., cosmetics, perfume, pantyhose)

2-6-- Personal and at least somewhat taboo (i.e., rarely talked about)

02 -- Sanitary pads/tampons

03 -- Douches

04 -- Adult diapers (e.g., Depends)

- 05 -- Condoms
- 06 -- Hemorrhoid medication
- 07 -- Underwear
- 08 -- Vaginal cream
- 09 -- Pregnancy test
- 10 -- Other

15. THE ADVERTISEMENT IS BEING USED TO PROMOTE:

- 1 -- Specific product(s)
- 2 -- Service(s)
- 3 -- TV show or movie (promotion ads)
- 4 -- Company/Institution (for-profit, institutional ads: the ad which is designed to promote good will for a company or sponsor rather than to promote a specific product or service).
- 5 -- Non-profit agency (PSA: an unpaid spot for a charity or other non-profit cause or organization, it can be programs, activities, or services of federal, state, or local governments or other announcements regarded as serving community interests)

16. DOMESTIC AND INTERNATIONAL ADVERTISING:

- 0 -- Cannot tell
- 1 -- 100% Thai ad
- 2 -- Produced in U.S., shown in Thailand
- 3 -- "Remakell in Thailand of U.S. ad
- 4 -- 100% U.S. ad
- 5 -- other Asian
- 6 -- Other non-Asian (e.g., British ad shown in U.S.)

17. HUMOR: The quality that makes something seem funny, amusing, or ludicrous (Sridhar, 1992).

NO--O YES -- 1

- Slapstick: A type of physical humor, without verbal communication, that makes the commercial funny, amusing or ludicrous.

- Disparagement: A type of humor that makes fun of another person, nation, age or sex. Can be verbal, or non-verbal humor.

- Parody of other Ads: A type of humor imitating the characteristic style of some other commercials, in a satirical or humorous way, by applying it to an inappropriate subject.

- Parody of other Mass Media: A type of humor imitating the characteristic style of some other Mass Media, in a satirical or humorous way, by applying it to an inappropriate subject.

- Animal-Human Behavior: A type of humor using animals behaving as human beings, as in the Halls Mentholypus commercial (Penguin singing)

- Grown up Children: A type of humor using children acting the role of adults, as in the Eggo Waffles commercial.

- Children Misbehaving: A type of humor using children misbehaving with other children, grown-ups and animals (e.g., Stainmaster carpet commercial; kid make a mess).

- Dark Humor: A type of humor using Death, Pain and Fear. Ex: The tooth paste commercial.

- Human behave out of the ordinary: A type of humor using weird behavior (like the Snapps Fast Food Character) that one would not expect to see in real life.

Part 2: Character Analysis

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Description -- record the name of product/ service/company/ program which is being advertised

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Description -- describe a main or leading character who is being analyzed which means a performer who plays the most important role in advertisement (Any character who shown in close-up or dominating the screen, or shown at both opening and end of spot, include any character who speak, or shown 50% or more of time).

Character ID# -- number of the character who is being analyzed. For more than one character of one ad, use alphabet with that ad# (start from a, b, c,...e.g., la, lb, lc or 2a, 2b...).

1. **Gender:** The sex of main or leading character who is being analyzed in advertisement

0--Unable to determine/no gender (e.g., alien, robot)

1--Female

2--Male

2. **Age:** The age of the character who is being analyzed

0--Unable to determine (e.g., robot, alien)

1--0-5 years old

2--6-12 years old

3--13-20 years old

4--21-35 years old

5--36-50 years old

6--51-75 years old

7--76 years old and up

3. **Race:** The race of the character who is being analyzed

0--Unable to determine/no race (e.g., alien, robot)

- 1--Black (African descent)
- 2--Native American (U.S. Indian)
- 3--Hispanic
- 4--Thai
- 5--Other Asian
- 6--Middle Eastern
- 7--White (European descent)
- 8--Other

4. **Spokesperson status:** The status of the character who talks to viewer

- 0--Not a spokesperson (does not talk to viewer)
- 1--Real-life celebrity spokesperson
- 2--Real-life spokesperson (average person, not famous, and not an actor)
- 3--Company owner or manager spokesperson
- 4--"Unknown" actor performing as spokesperson
- 5--Other

5. **SES (Socio-economic status):** Report or estimate the character's SES.

0--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 on public assistance.

6. **occupation of character as shown in ad:**

- 00--None indicated
- 01--Character plays celebrity
- 02--Character plays model
- 03--Salesperson
- 04--Secretary/clerical
- 05--Businessperson
- 06--Athlete
- 07--Cook/maid/servant
- 08--Farm
- 09--Student
- 10--Housewife
- 11--Teacher/Instructor
- 12--Owner
- 13--Customer
- 14--Doctor
- 15--Other

7. Proximity and Touching/Physical contact: The state or fact of being touched or physical contact between male and female adults.

- 0--No physical contact or touching by or to this character
- 1--Initiator
- 2--co-participant
- 3--Recipient

These numbers are to be applied to each of the following:

hh: holding hand

caw: caressing body parts above the waist

cbw: caressing body parts below the waist

kltl: kissing (lips to lips)

kas: kissing body parts above shoulders

kaw: kissing body parts above the waist

kbw: kissing body parts below the waist

ce: clothed embrace

ne: naked embrace

oth: other

8. Social Roles: The relationships between characters are indicated in advertisement as well as the role

O-Not indicated

1--Indicated

These numbers are to be applied to each of the following:

- friend
- child
- parent
- spouse
- boyfriend/girlfriend
- other relative (e.g., grandparent, aunt, uncle, etc.)

9. Nudity: The condition of being unclothed

0--Clothed

1--Naked

These numbers are to be applied to each of the following:

- shoulder

- back

- chest

- legs

- buttocks

10. Sexual Appeal: Uses a sexually provocative character in advertisement to provoke a sexual response (the character tries to be sexy or behave in a sexy way). The character doesn't have to be pretty.

0--No sexual appeal by character

1--Character uses sexual appeal