# *Coding Instrument*
# *Content Analysis for Media Tracking*

## Final Instrument, May 15, 1996

Form ID: ___ ___ ___ ___ ___

Coder ID: _____

## I. Production Variables:

1. Name of Publication:

| | |
|---|---|
| None (wire story-AP, UPI, CP, PR; news brief) | 01 |
| Atlanta Journal/Constitution | 02 |
| New York Times | 03 |
| Wall St. Journal | 04 |
| Washington Post | 05 |
| Washington Times | 06 |
| USA Today | 07 |
| LA Times | 08 |
| US News & World Report | 09 |
| Time | 10 |
| Newsweek | 11 |
| Parade magazine | 12 |
| Reader's Digest | 13 |
| Family Circle | 14 |
| Good Housekeeping | 15 |
| Better Homes & Gardens | 16 |
| Woman's Day | 17 |
| Other (*specify)*_____ | 18 |

2. Date Published ___/___/___
MO. DAY YEAR

3. Section Placement:

| | |
|---|---|
| None (wire story, legi-slate article #_____) | 01 |
| Front page/Cover story of Publication | 02 |
| Health | 03 |
| Food | 04 |
| Science | 05 |
| Sports | 06 |
| Editorial/Op-Ed | 07 |
| Lifestyle/Living | 08 |
| Unknown | 09 |
| Other *(specify)*_____ | 10 |

4. Page within section:

| | |
|---|---|
| None (wire story, other) | 1 |
| First Page | 2 |
| Second Page | 3 |
| All other pages | 4 |
| Unknown | 5 |

5. Words in headline or subheadline:

| | | **Yes** | **No** |
|---|---|---|---|
| **a.** | ***NuPAC*** | **1** | **2** |
| **b.** | ***CDC*** | **1** | **2** |
| **c.** | **SGR** | **1** | **2** |
| **d.** | ***30 minutes activity/exercise*** | **1** | **2** |
| **e.** | ***10 minute intervals of activity/exercise*** | **1** | **2** |
| **f.** | ***Moderate-intensity exercise*** | **1** | **2** |
| **g.** | ***Low-fat diet*** | **1** | **2** |
| **h.** | ***Increase fruits/vegetables*** | **1** | **2** |
| i. | The word ‘disease’ or a specific disease | 1 | 2 |

6. Author(s):

| | | Yes | No |
|---|---|---|---|
| a. | Wire or Non-newspaper/magazine: (List wire service - AP, UPI, PR, or CP and/ or authors' name(s))_____ | | |
| | _____ | 1 | 2 |
| b. | Newspaper/Magazine staff: (List name(s))_____ | | |
| | _____ | 1 | 2 |

| | | Yes | No |
|---|---|---|---|
| 7. Number of Photos: (describe each & <u>include caption</u>) | 1_____ | | |
| | _____ | 1 | 2 |
| | 2_____ | | |
| | _____ | 1 | 2 |
| | 3_____ | | |
| | _____ | 1 | 2 |
| | 4_____ | | |
| | _____ | 1 | 2 |

| | | Yes | No |
|---|---|---|---|
| 8. Number of Drawings, Graphs or Charts: (describe each) | 1_____ | | |
| | _____ | 1 | 2 |
| | 2_____ | | |
| | _____ | 1 | 2 |
| | 3_____ | | |
| | _____ | 1 | 2 |

## II. Content Variables:

9. Nutrition and/or Physical Activity discussed

A. Nutrition/Food

| | | Yes | No |
|---|---|---|---|
| **1.** | ***Fat content of diet*** ..... | **1** | **2** |
| **2.** | ***Fruits and vegetables*** ..... | **1** | **2** |
| 3. | Other *(specify)*_____ | | |
| | _____ | 1 | 2 |

B. Physical Activity or Exercise

| | | | |
|---|---|---|---|
| **1.** | ***Intensity of physical activity/exercise(vigorous, moderate...)*** ..... | **1** | **2** |
| **2.** | ***Amount of time spent being active/exercising per day (eg., 30 min)*** ..... | **1** | **2** |
| **3.** | ***Number of minutes of activity/exercise to be done at one time*** ..... | **1** | **2** |
| **4.** | ***Amount of time spent being active/exercising per week*** ..... | **1** | **2** |
| 5. | 'Exercise' (as opposed to physical activity) ..... | 1 | 2 |
| 6. | Other *(specify)*_____ | | |
| | _____ | 1 | 2 |

C. Type of Activity or Exercise mentioned

| | | | |
|---|---|---|---|
| 1. | **Walking**..... | 1 | 2 |
| 2. | Other *(specify)*_____ | 1 | 2 |

10. Does article give more discussion to nutrition or physical activity:

All nutrition/food .....1

Mostly nutrition, some physical activity/exercise.....2

***Equal emphasis*** .....3

Mostly physical activity/exercise, some nutrition.....4

All physical activity/exercise .....5

11. Preventive behavior changes recommended:

| A. Nutrition | Yes | No |
|---|---|---|
| **1. *Eat low-fat diet*** | **1** | **2** |
| **2. *Increase consumption of fruits and/or vegetables*** | **1** | **2** |
| 3. Eat more healthfully in general | 1 | 2 |
| 4. Other *(specify)* _____ | 1 | 2 |

| B. Physical Activity/Exercise | Yes | No |
|---|---|---|
| **1. *Moderate-intensity physical activity*** | **1** | **2** |
| **2. *30 minutes of physical activity*** | **1** | **2** |
| **3. *Physical activity on most days of the week*** | **1** | **2** |
| **4. *Accumulation of physical activity totaling 30 minutes or more (specify amount suggested at one time)*** _____ | **1** | **2** |
| 5. Regular physical activity | 1 | 2 |
| 6. Other *(specify)*_____ _____ | 1 | 2 |

12. Medical detection/treatment measures discussed:

| | Yes | No |
|---|---|---|
| a. Consult physician | 1 | 2 |
| b. Medication (cholesterol-lowering drugs, diet pills, hormone therapy, etc...) | 1 | 2 |
| c. Medical test (blood cholesterol, EKG, etc...) | 1 | 2 |
| d. Other *(specify)*_____ | 1 | 2 |

13. Benefits of preventive behavior changes or treatment mentioned:

| | Yes | No |
|---|---|---|
| a. Weight loss/Management | 1 | 2 |
| b. Decreased risk for disease(s) (specify disease)_____ | 1 | 2 |
| ***c. Increased energy*** | ***1*** | ***2*** |
| d. Reduce stress | 1 | 2 |
| e. Live longer | 1 | 2 |
| f. Improved health in general | 1 | 2 |
| g. Look better/Feel better | 1 | 2 |
| h. Other *(specify)*_____ | 1 | 2 |

14. Barriers to implementing preventive behaviors discussed:

| | | Yes | No |
|---|---|---|---|
| **a.** | ***Too tired*** | **1** | **2** |
| **b.** | ***Too late at night*** | **1** | **2** |
| **c.** | ***Lack of time*** | **1** | **2** |
| **d.** | ***Lack of internal motivation*** | **1** | **2** |
| **e.** | ***Environmental issues (e.g., safety, no sidewalks, etc...)*** | **1** | **2** |
| **f.** | ***Cost*** | **1** | **2** |
| **g.** | ***Lack of taste/Not filling*** | **1** | **2** |
| **h.** | ***Food preferences*** | **1** | **2** |
| **i.** | ***Boring*** | **1** | **2** |
| j. | Other *(specify)*_____ | 1 | 2 |

15. Does article address how to overcome barriers or suggest tips to implementing behaviors?

| | | |
|---|---|---|
| **1.** | ***Yes*** | **1** |
| 2. | No | 2 |

16. Risk factors for disease/disability mentioned

| | | Yes | No |
|---|---|---|---|
| **a.** | ***Physically inactive*** | **1** | **2** |
| b. | Excess body weight | 1 | 2 |
| **c.** | ***High-fat diet*** | **1** | **2** |
| **d.** | ***Inadequate fruits and vegetables*** | **1** | **2** |
| e. | Generally “unhealthy diet” | 1 | 2 |
| f. | Elevated blood cholesterol | 1 | 2 |
| g. | Elevated blood pressure | 1 | 2 |
| h. | Smoking | 1 | 2 |
| i. | Other *(specify)*_____ | 1 | 2 |

17. Event surrounding/Impetus for article:

A. Health campaign or designated month

| | | Yes | No |
|---|---|---|---|
| **1.** | ***NuPAC campaign*** ..... | **1*** | **2** |
| **2.** | ***Surgeon General's Report on Physical Activity*** ..... | **1*** | **2** |
| 3. | Release of New (4th ed.) Dietary Guidelines (1/96) ..... | 1 | 2 |
| 4. | National Nutrition Month (3/96) ..... | 1 | 2 |
| 5. | Public Health Week (4/96) ..... | 1 | 2 |
| 6. | 1996 Summer Olympics in Atlanta ..... | 1 | 2 |
| 7. | Other *(specify)*_____ _____ | 1 | 2 |

(* If yes, answer additional questions #20 and on)

B. Scientific Research (studies, meetings, polls)

| | | Yes | No |
|---|---|---|---|
| 1. | Societal change in disease status or risk factors ....(Specify; eg, Increasing obesity in children)_____ _____ | 1 | 2 |
| 2. | Conference/Meeting *(specify)*_____ | 1 | 2 |
| 3. | Scientific survey (eg, NHANES, USDA - specify)_____ _____ | 1 | 2 |
| 4. | Poll *(specify)*_____ | 1 | 2 |
| 5. | Study - Dietary fat substitutes (e.g., Olestra, Simplesse) ..... | 1 | 2 |
| 6. | Study - Genetic research/news (e.g., Fat gene, gene therapy) ..... | 1 | 2 |
| 7. | Study - Metabolic/pharmaceutical research/news (e.g., hormonal treatment, obesity pill, diet pills) ..... | 1 | 2 |
| 8. | Study - Other (sp*ecify)*_____ | 1 | 2 |
| 9. | Other *(specify)*_____ | 1 | 2 |

C. Holiday Season/Social Occasions

| | | Yes | No |
|---|---|---|---|
| 1. | Thanksgiving/Christmas/Hanukkah | 1 | 2 |
| 2. | New Years | 1 | 2 |
| 3. | Parties/Picnics | 1 | 2 |
| 4. | Other *(specify)*_____ | 1 | 2 |

D. Government Policy or Regulation Initiation/Changes

| | | Yes | No |
|---|---|---|---|
| 1. | Impending_____ | 1 | 2 |
| 2. | Enacted _____ | 1 | 2 |

E. Other

| | | Yes | No |
|---|---|---|---|
| 1. | *(Specify)*_____ | 1 | 2 |

18. Sources listed in article: **(Please list any individual names associated with an organization)**

A. Health-related government organizations

| | | Yes | No |
|---|---|---|---|
| **1.** | ***CDC (specify division also)***_____ | **1** | **2** |
| **2.** | ***NuPAC***_____ | **1** | **2** |
| **3.** | ***Surgeon General's Report***_____ | **1** | **2** |
| ***4.*** | ***US DHHS*** _____ | **1** | **2** |
| 5. | National Institutes of Health (NIH) (Specify Branch also)_____ | 1 | 2 |
| 6. | President's Council on Physical Fitness and Sports_____ | 1 | 2 |
| 7. | Food and Drug Administration (FDA)_____ | 1 | 2 |
| 8. | USDA_____ | 1 | 2 |
| 9. | Other *(specify)*_____ | 1 | 2 |

B. Quasi-Government Organizations

| | | Yes | No |
|---|---|---|---|
| 1. | National Academy of Sciences | 1 | 2 |
| 2. | International Life Sciences Institute | 1 | 2 |
| 3. | Other_____ | 1 | 2 |

C. Private organizations

| | | Yes | No |
|---|---|---|---|
| 1. | American Heart Association (AHA)_____ | 1 | 2 |
| 2. | American Medical Association (AMA)_____ | 1 | 2 |
| 3. | American Cancer Society (ACS)_____ | 1 | 2 |
| 4. | Hospital/clinic (List name) _____ | 1 | 2 |
| 5. | Sporting goods manufacturers (e.g., Nike, Nordic Track, Sporting Goods Manufacturers Association) _____ | 1 | 2 |
| 6. | Grocery store/food manufacturer/restaurant_____ | 1 | 2 |
| 7. | Professional journal_____ | 1 | 2 |
| 8. | Athletic clubs (e.g., gyms, fitness studios)_____ | 1 | 2 |
| 9. | Weight loss organizations (e.g., Weight Watchers, Jenny Craig)_____ _____ | 1 | 2 |
| 10. | Other *(specify)*_____ _____ | 1 | 2 |

D. Universities/Colleges/Schools (Specify school, department(s), and position)

| | | Yes | No |
|---|---|---|---|
| 1. | (Specify)_____ _____ | 1 | 2 |
| 2. | (Specify)_____ _____ | 1 | 2 |
| 3. | (Specify)_____ _____ | 1 | 2 |

| E. | Individual (No affiliation mentioned) | **Yes** | **No** |
|---|---|---|---|
| 1. | Celebrity (*specify name*)_____ | 1 | 2 |
| 2. | Ordinary Citizen(s)_____ | 1 | 2 |
| 3. | Private Dr./Nurse_____ | 1 | 2 |
| 4. | Author (Specify name and publication)_____ _____ | 1 | 2 |
| 5. | Other (*specify)*_____ | 1 | 2 |

19. Population discussed in article

| A. Ethnic group | Yes | No |
|---|---|---|
| 1. African American | 1 | 2 |
| 2. Hispanics | 1 | 2 |
| 3. Other *(specify)*_____ | 1 | 2 |

| B Gender | Yes | No |
|---|---|---|
| 1. Female | 1 | 2 |
| 2. Male | 1 | 2 |

| C. Age Group | Yes | No |
|---|---|---|
| 1. Children | 1 | 2 |
| 2. Teenagers | 1 | 2 |
| 3. College population | 1 | 2 |
| 4. Adults | 1 | 2 |
| 5. Elderly | 1 | 2 |
| 6. Other *(specify)*_____ | 1 | 2 |

| D. Socioeconomic Status | Yes | No |
|---|---|---|
| 1. Low-income population | 1 | 2 |
| 2. Low education/Low literacy | 1 | 2 |
| 3. Other *(specify)*_____ | 1 | 2 |

| E. Attitudinal Profile of Population (e.g., Precontemplators, Preparers) | Yes | No |
|---|---|---|
| 1. *(Specify)*_____ | 1 | 2 |
| 2. *(Specify)*_____ | 1 | 2 |
| 3. *(Specify)*_____ | 1 | 2 |

| F. Group with a high-risk for a specific disease or with a disease | Yes | No |
|---|---|---|
| 1. Cancer | 1 | 2 |
| 2. Heart disease | 1 | 2 |
| 3. Other_____ | 1 | 2 |