

Tobacco in media coding protocol

Adapted Coding Protocol – Fitzpatrick, Byrne, Gilmore, Hasan and Cranwell.

This coding protocol has been developed from 2 existing protocols:

- 1) Alexander B Barker, Kathy Whittamore, John Britton, Rachael L Murray, Jo Cranwell, A content analysis of alcohol content in UK television, *Journal of Public Health*, Volume 41, Issue 3, September 2019, Pages 462–469, <https://doi.org/10.1093/pubmed/fdy142>
- 2) Breathe California of Sacramento-Emigrant Trails. Thumbs up! Thumbs down! program manual. A guide to reviewing tobacco use in movies as an awareness activity for young people; 2014.

Additional data points concerning characterisation, that do not appear in either of the previous protocols are a distinguishing feature of this method.

THE ADAPTED CODING PROTOCOL:

ALL tobacco depictions are coded individually, but are not coded according to use type: Therefore, any tobacco depiction, including, but not limited to the following, should be included:

- *Tobacco use*: any use of a tobacco product by any character, coded as cigarette, cigar, pipe or other (such as water pipe or chewing tobacco, inhaling/exhaling smoke).
- *Implied tobacco use*: a smoky atmosphere, a character holding a cigarette but not seen smoking it, or any other implied but not actual tobacco use. Any verbal mention of smoking.
- *Tobacco paraphernalia*: tobacco or tobacco-related materials, such as a cigarette or other tobacco pack, matches, lighter, ashtray, no smoking or smoking area signs, but without actual or implied use.
- *Tobacco brand appearance*: clear and unambiguous tobacco branding, including cigarette or other tobacco packs, and branded merchandising.
- *Any tobacco content*: the occurrence of any of the above.
- *Electronic cigarette content*: coded as for tobacco use, implied use or brand appearance.

Repeated appearances in the same cut, as long as the tobacco content stays visible in the shot, are counted as *single depictions*

Any disappearance and subsequent reappearance of tobacco content is counted as a separate depiction (for example, when a character turns around whilst smoking, the cigarette leaves the shot and is temporarily obscured from view, the reappearance of the cigarette in this case is counted as another depiction)

Where multiple characters are seen using any tobacco content simultaneously (for example 2 characters each smoking) the depictions were coded once each for each character. The same applies where multiple characters share one form of use (for example if a cigarette is passed between characters), in these cases, each use by a character is counted as a separate depiction.

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ANY USE OF TOBACCO should be associated with a character, the attributes of that character should be recorded using the character coding sheet provided.

Recording “star status” of actor

Check the *opening credits* of the programme and IMDb major actor profiles for credited actor and character names. *The actors only will have ‘star status’ if their name appears in opening credits of the programme AND have they an IMDb profile.*

If an actor holds an IMDB profile but is not listed in the opening credits, they are classified as a non-star.

Recording Series Details

Series details should be recorded using information provided in series credits. Any additional information required as part of this protocol should be sourced from IMDb

The following series/episode information should be recorded:

- Series Title
- Season number
- Episode number
- Age rating
- Reviewer
- Year of release
- Genre
- Streaming service Hosting
- Production company
- Producer
- Second producer
- Director
- Country of production
- Run time in minutes
- Suitable for Youth? (up to 18 Age rating) (Y/N)
- Suitable for children? (Up to 16 Age rating) (Y/N)

Tobacco related information to be recorded

- Any tobacco content? (Y/N)
- Types of tobacco content (#)
- Multiple tobacco types (Y/N)
- Cigarette count (#)
- Cigar count (#)
- Pipe count (#)
- Smokeless count (#)
- ENDS count (#)
- Brands count (#)
- Brands depicted (list)
- Unknown tobacco type count (#)
- Total count of tobacco depictions

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- Multiple types of tobacco used? (Y/N)
- Total actors using tobacco? (Y/N)
- Multiple actors use tobacco? (Y/N)

Characterisation information to be recorded: according to coding sheet (all from list unless stated otherwise)

- Actor real name (write in)
- Character name (write in)
- Star power
- Tobacco type used
- Gender
- Age
- Sexual orientation
- Character type
- Profession (write in)
- Ethnicity/nationality
- Location of tobacco depiction
- Brands? (Y/N)
- Brands named (write in)
- Form of branding
- Any anti-tobacco messages? (Y/N)
- Anti Tobacco messages (write in)
- Overall tobacco messaging

Portrayal of tobacco use:

- Portrayed as (list all that apply)
- Sexy
- Fun
- Celebration
- Representation of wealth or power
- Cool
- Trendy/unique
- Rebellion
- Relieves tension and stress
- For relaxation
- As a habit or addiction
- Part of bad guy persona
- Part of loser persona