Music Video Coding Sheet

NAME: DATE:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Directions:*

1. Watch music videos daily for 30 minutes every evening for the following 5 days.
2. Observe, record and categorize the characters in the video.
3. Be aware of any emotions you feel during the course of the 5 days observation period. Keep in mind the following questions: How does this make me feel? Does it sadden me or anger me? Please note any feelings you may experience in your learning journal and be sure to discuss them in your groups.

**Day 1**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Male Actor | Female Actor | Male Recipient | Female Recipient |
| Dominance |  |  |  |  |
| Implicit Aggression |  |  |  |  |
| Explicit Aggression |  |  |  |  |
| Aggression with Sexuality |  |  |  |  |
| Objectification |  |  |  |  |
| Implicit Sexuality |  |  |  |  |
| Explicit Sexuality |  |  |  |  |
| Totals |  |  |  |  |
| Percentages |  |  |  |  |

**Day 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Male Actor | Female Actor | Male Recipient | Female Recipient |
| Dominance |  |  |  |  |
| Implicit Aggression |  |  |  |  |
| Explicit Aggression |  |  |  |  |
| Aggression with Sexuality |  |  |  |  |
| Objectification |  |  |  |  |
| Implicit Sexuality |  |  |  |  |
| Explicit Sexuality |  |  |  |  |
| Totals |  |  |  |  |
| Percentages |  |  |  |  |

**Day 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Male Actor | Female Actor | Male Recipient | Female Recipient |
| Dominance |  |  |  |  |
| Implicit Aggression |  |  |  |  |
| Explicit Aggression |  |  |  |  |
| Aggression with Sexuality |  |  |  |  |
| Objectification |  |  |  |  |
| Implicit Sexuality |  |  |  |  |
| Explicit Sexuality |  |  |  |  |
| Totals |  |  |  |  |
| Percentages |  |  |  |  |

**Day 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Male Actor | Female Actor | Male Recipient | Female Recipient |
| Dominance |  |  |  |  |
| Implicit Aggression |  |  |  |  |
| Explicit Aggression |  |  |  |  |
| Aggression with Sexuality |  |  |  |  |
| Objectification |  |  |  |  |
| Implicit Sexuality |  |  |  |  |
| Explicit Sexuality |  |  |  |  |
| Totals |  |  |  |  |
| Percentages |  |  |  |  |

**Day 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Male Actor | Female Actor | Male Recipient | Female Recipient |
| Dominance |  |  |  |  |
| Implicit Aggression |  |  |  |  |
| Explicit Aggression |  |  |  |  |
| Aggression with Sexuality |  |  |  |  |
| Objectification |  |  |  |  |
| Implicit Sexuality |  |  |  |  |
| Explicit Sexuality |  |  |  |  |
| Totals |  |  |  |  |
| Percentages |  |  |  |  |

* Retrieved from <http://www.psych.umn.edu/courses/spring05/frazierp/psy4501/ec9.2_2005.pdf>