Values of German media users: 1986-2007

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Appendix A—Codebook for Values on Television (IFEM)

In chapter 3.1.3, results from a content analysis of values within the programs of the four largest TV stations in Germany are presented. This analysis was conducted by the Institut für empirische Medienforschung (IFEM) and is based upon an earlier pilot study (Krüger, 1988). Value items were coded to closely match the AWA-survey data used later on in this study.

Within fictional and non-fictional programs of the four largest stations, characters or real-life people who act or speak out in favor or disfavor of values are coded. They are defined as value-carriers. If a program consists of more than one segment, e.g., in a magazine format, value-carriers are coded per segment. One value-carrier can occur in connection with multiple value items. In each occurrence, the respective value item is rated on a five-point Likert-type scale, from 1 = strong rejection to 5 = strong affirmation in words or actions of a value-carrier.

<table>
<thead>
<tr>
<th>Social value items</th>
<th>Coding instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>helping other people</td>
<td>Helpfulness, being there for others, also in the context of friendship or camaraderie.</td>
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<tr>
<td>social justice</td>
<td>Equal treatment of people belonging to different cultural, economic, ethnic or other social groups (as opposed to discrimination, unfair treatment of others). Being in favor of compensations for disadvantaged groups, responsibility for the needy.</td>
</tr>
<tr>
<td>a Christian conduct of life</td>
<td>Respect for Christian institutions (e.g., church, papacy) and traditions (e.g., matrimony, baptism). Christian core-virtues, such as charity. Behavior or statements that explicitly refer to the Ten Commandments, the Seven Virtues, Cardinal Sins or similar concepts.</td>
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</table>
a good family life  Being there for one’s immediate or more distant family, being committed, loving and caring. Harmonious relationships with immediate family members.

Note: Marriage may be important for a good family life, but not necessarily.

Materialist value items  Coding instructions
Being in favor of a value stands for … in words or actions

a high income  Earning a high salary in one’s profession. Also: attaining a high status, success, a career, power within the professional realm.

wealth  Material wealth, being/becoming rich.

social advancement  “Climbing the social ladder.” Succeeding in one’s career, being ambitious, interested in a more powerful, influential, advantageous position.

willingness to perform  Being willing and determined to work hard, to invest in one’s (professional) skills. Being arduous, diligent.