

03992

238-03-99 PG 1

Q. 13/14 (PARENT) MAIN IDEA COMMERCIAL TRYING TO COMMUNICATE/WHAT ELSE TRYING TO COMMUNICATE (CODE AS ONE QUESTION)

COL. 1 = 408

TALK TO YOUR KIDS ABOUT NOT SMOKING (MASTER NET) 1-7(1-Y)

MESSAGE (NET) 1-5(1-Y)

METHOD OF COMMUNICATION (SUBNET) 1(1-0)

1. Importance of communication ^{talking} between parent & child/talking to your kids/
talk to your kids about important issues - C
 2. Talk to your kids in a friendly/easygoing way - C
 3. Don't accuse/threaten/lecture/be judgmental when you talk to your kids - C
 4. Parents should not assume things/shouldn't jump to conclusions regarding
their children - #14 - C
 5. Be open/honest with your kids when you talk to them about smoking (CORRECT)
 6. Teach/educate your kids about not smoking (tell them why they shouldn't smoke) - C
 7. Parents should listen to their kids/listen to kids when kids talk to them, (parents
shouldn't do all the talking) - C
 - 8.
 - 9.
 0. ALL OTHER METHOD OF COMMUNICATION BETWEEN PARENT/CHILD MENTIONS (LIST)
- TALK TO YOUR CHILD ABOUT HEALTH RELATED ISSUES (SUBNET) 1(X,Y)/2(1-6)
- X. Talk to your kids about the dangers/side effects/harm smoking does (ns) - C
 - Y. Talk to your kids about the health related issues of smoking/that smoking
causes health problems (ns) - C

COL. 2 = 409

1. Talk to your kids & tell them smoking causes cancer - C
 2. Talk to your kids and tell them smoking causes lung disease - C
 - 3.
 - 4.
 - 5.
 6. ALL OTHER TALK TO YOUR CHILD ABOUT HEALTH RELATED MENTIONS (LIST)
- SMOKING WON'T CHANGE YOUR IMAGE (SUBNET) 2(7-Y)
7. You don't need to smoke to fit in/be popular - C
 8. Smoking doesn't make you cool/don't have to smoke to be cool - C
 - 9.
 - 0.
 - X.
 - Y. ALL OTHER SMOKING WON'T CHANGE YOUR IMAGE MENTIONS (LIST)

COL. 3 = 410

PEER INFLUENCE (SUBNET) 3(1-7)

1. Don't smoke under peer pressure/just because your friends do (kids should resist peer
pressure/there is peer pressure to smoke) - C
2. Don't be a follower/don't copy other people/be yourself - C
3. Tells/shows not all kids smoke/it's okay not to smoke - C
4. Hang out with the right friends/crowd (if you're hanging out with friends who
smoke, they're not right for you) - C
- 5.
- 6.
7. ALL OTHER PEER INFLUENCE MENTIONS (LIST)

DISCIPLINE/PARENTAL CONTROL (SUBNET) 3(8-Y)/4(1-3)

8. Discipline/control over kids/enforcing the rules - C
9. ^{Parents} Laying down specific guidelines for kids parents setting guidelines - C
0. Curfews/coming home at a certain hour - #5 (IF W.O. SMOKING THEN INCORRECT)
- X. Talk to your kids about CURFEW & SMOKING #5 - (CORRECT) DNDC 7(3) - C
- Y.

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COL. 4 - 411

- 1.
- 2.
3. ALL OTHER DISCIPLINE/PARENTAL CONTROL MENTIONS (LIST)
- ALL OTHER MESSAGE COMMENTS
4. Talk to your kids about not smoking/smoking (communicate with your kids about not smoking/if you talk to your kids about not smoking they'll be less likely to) - C
5. Talk to your kids about drugs - C
6. Talk to your kids about drinking - DNDC 4(4) (IF W.O. SMOKING - INCORRECT) #5
7. Talk to your kids about DRINKING & SMOKING (CORRECT) - #5
8. Talk to your kids frequently/continuously/often about not smoking (the more you talk with them, the better) #14 - C
9. Tell kids to say "no" to smoking (there are ways/techniques to say "no"/kids should know it's okay to say no to smoking) #5, 8, 11 - C
0. Talk to kids at a young age to keep them from smoking (start young, under 18) - C

X.

Y.

COL. 5 - 412

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 0.
- X.

Y. ALL OTHER MESSAGE MENTIONS (LIST)

COL. 6 - 413REASONS FOR TALKING TO KIDS (NET) 6(1-0)

1. Kids will listen, if you talk to them/children listen to parents (kids are listening) C
2. Kids remember/hear parent's words even when parents aren't with them (kids remember what you say) #8 - C
3. Kids listen to parents even though you don't think so - C
4. Kids care what parents say/want input/support from parents (kids want to hear from parents) - C
5. Listen to your parents/children should listen to parents (believe in what your parents tell you/parents know what's right for kids) - C
6. Listen to your parents and don't smoke - C
7. Kids need parents ^{to} help them make the right decisions/choices/to advise/direct them (tell them right from wrong/parents have an influence on kids) - C

8.

9.

0. ALL OTHER REASONS FOR TALKING TO KIDS MENTIONS (LIST)

ALL OTHER TALK TO YOUR KIDS ABOUT NOT SMOKING MENTIONS

- X. Kids should talk about not smoking with their parents - C
- Y. Talk to your kids about sex/kissing - DNDC 7(1) (IF W.O. SMOKING - INCORRECT)

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COL. 7 - 4.4

1. Talk to your kids about sex/kissing & SMOKING (CORRECT)
2. Talk to your kids about drinking, curfew & sex/kissing - DNDC 7(3)
(IF W.O. SMOKING INCORRECT)
3. Talk to your kids about drinking, curfew & sex/kissing PLUS SMOKING (CORRECT)
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 0.
- X.
- Y. ALL OTHER TALK TO YOUR KIDS ABOUT NOT SMOKING MENTIONS (LIST)

COL. 8 - 4.5OTHER COMMUNICATION (MASTER NET) 8/9(1-Y)/10(1-5)OVERALL HEALTH RELATED (NET) 8(1-9)

1. Smoking is not good for you/~~dangerous to smoke/smoking has side effects/consequences~~ C
 2. Smoking is bad for your health/causes health problems (ns) - C
 3. Smoking causes cancer - C
 4. Smoking can kill you/you can die from smoking - C
 5. Smoking is bad for your lungs - C
 6. Drinking is bad for your health (IF W.O. SMOKING - INCORRECT)
 - 7.
 - 8.
 9. ALL OTHER OVERALL HEALTH RELATED MENTIONS (LIST)
- NOT TO SMOKE (NET) 8(0-Y)/9(1-6)
0. Don't smoke/not to smoke (kids should not smoke) - C
 - X. Don't start to smoke - C
 - Y. Stop smoking/quit smoking - C

COL. 9 - 4.6

1. Don't drink (kids not to drink) (IF W.O. SMOKING - INCORRECT)
 2. Don't do drugs - C
 3. Kids should make the right decision not to smoke - C
 - 4.
 - 5.
 6. ALL OTHER NOT TO SMOKE MENTIONS (LIST)
- ALL OTHER COMMUNICATION MENTIONS
7. ~~Being a responsible parent~~ to be responsible ^a as a parent (things parents teach children starts with them) - C
 8. Parents should set an example for kids/be a good role model (parents shouldn't smoke) C
 9. Trust/trusting your children/trust kids to do the right thing - C
 0. Kids are smarter than we think/kids are not dumb (are smarter than we give them credit for) - C
 - X.
 - Y.

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COL. 10 = 417

- 1.
- 2.
- 3.
- 4.
5. ALL OTHER COMMUNICATION MENTIONS (LIST)
VISUAL (MASTER NET) 10(6-Y)/11-13(1-Y)
PEOPLE IN AD (NET) 10(6-Y)/11(1-Y)/12(1-7)
TEN O'CLOCK (FATHER & DAUGHTERS) (SUBNET) 10(6-Y)/11(1-4) - MB #5
6. A family atmosphere/setting - C
7. Shows father & children are close/have a good relationship/get along (love one another/shows father caring about his kids/is interested in what they do) - C
8. Shows father setting rules/boundaries (curfew, etc.) - C
9. Shows family communicating/interacting together - C
0. Like way father spoke to his kids/father didn't lecture/yell/scream/get angry (he got his point across without lecturing) - C
- X.
- Y.

COL. 11 = 418

- 1.
- 2.
- 3.
4. ALL OTHER TEN O'CLOCK (FATHER & DAUGHTERS MENTIONS (LIST)
BEING THERE (SUBNET) 11(5-9) MB #8
5. Showed girl saying "Even if you're not with me, your words are" - C
- 6.
- 7.
- 8.
9. ALL OTHER BEING THERE MENTIONS (LIST)
APPEARANCE OF PEOPLE (SUBNET) 11(0-Y)/12(1-3)
0. Showed a good racial mix of kids/all backgrounds/nationalities #8, 11, 14 - C
- X. That kids look real not like actors (look like regular kids) - C
- Y. That kids look like my kids - C

COL. 12 = 419

- 1.
- 2.
3. ALL OTHER APPEARANCE OF PEOPLE MENTIONS (LIST)
- 4.
- 5.
- 6.
7. ALL OTHER PEOPLE IN AD MENTIONS (LIST)
KIDS TALKING TO KIDS (NET) 12(8-Y)
8. Narrated/done by kids/uses kids to get the message across - C
9. Type of commercial kids will relate to/on a kid's level - C
- 0.
- X.
- Y. ALL OTHER KIDS TALKING TO KIDS MENTIONS (LIST)

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COL. 13 = 420

1. Flashed Surgeon General's Warning on the screen - C

2.

3.

4.

5.

6.

7.

8.

9.

0.

X.

Y. ALL OTHER VISUAL MENTIONS (LIST)

COL. 14 = 431ALL OTHER MENTIONS

1. It's short/simple/easy to understand/to the point/clear cut - C

2 Not pushy/judgmental/not putting anyone down - C

3 Humorous/funny/cute/upbeat - C

4 Educational/informative - C

5 Interesting/entertaining - C

6 Realistic/believable/down to earth (natural) - C

7 Informal/relaxed/casual/easygoing - C

8 Has a positive approach/positive/important message - C

9 A good message/like the message - C

0. Kids need to be responsible for themselves/make up their own minds/decisions/choices/decide what's wrong and right (INCORRECT)

X. Sponsored by Philip Morris/Philip Morris cares about kids not smoking - C

Y.

COL. 15 = 422

1.

2.

3.

4.

5.

6.

7.

8.

9. A good commercial/like everything about it (SP) DNDC ALL

0. NOTHING (SP) DNDC ALL

X. MISCELLANEOUS (LIST)

Y. DON'T KNOW (SP) DNDC ALL

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