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The Message from the Media: Drinking and Driving in Newspapers

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16. Abstract

This report presents major findings on newspaper coverage of the drinking and driving issue from September, 1983, through August, 1984 in the United States. A content analysis of 300 articles drawn from a larger sample of over 1700 articles gathered information on the characteristics of the newspapers and articles as well as a detailed analysis of the content of both the article's headline and the article itself. The analysis revealed that the most frequently occurring story focused on legislation to reduce drunk driving by increasing the legal drinking age and the sanctions applied to those convicted of driving under the influence. Also, it was found that while metropolitan dailies often emphasized legislative matters or the courts' handling of drinking drivers, rural and weekly papers more often featured stories on education and prevention efforts to reduce driving under the influence. Finally, news reports most often attempted to be objective in their approach to the issue in contrast to editorials, which were most likely to contain an impassioned plea for the passage of legislation to reduce the problems associated with drunk driving.

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INTRODUCTION

Currently, the public is besieged by a great number of media messages about drinking and driving. Documentation of these media accounts is largely absent from the existing literature.

There is, however, evidence to suggest that the issue of drinking and driving is being given increasingly more attention. In the early seventies, for example, the National Highway Traffic Safety Administration (NHTSA) launched a mass media campaign aimed at changing the public's knowledge about and attitudes toward the drinking driver (Fee, 1975). They evaluated their efforts as successful since the percentage of the public polled who were willing to pay more taxes in order to reduce alcohol-related traffic accidents increased from 58% in 1970 to 85% in 1975. In examining popular magazines in Canada, McKenzie and Giesbrecht (1981) reported finding an increase in articles on drinking and driving between 1970 and 1978. More recently, Luckey (1984) documented a quadrupling of stories on drinking and driving in major metropolitan newspapers in North Carolina between 1980 and 1983, partially due to their intense coverage of the state's legislation which raised the drinking age, identified a blood alcohol concentration (BAC) level of .10 as illegal, and increased sanctions for those with BAC's over .10.

Despite this increase in the sheer quantity of articles appearing on the drinking driver issue, questions remain both on the content of these portrayals as well as overall impact. After studying Scandinavian countries, Britain, and France, Ross (1982) concluded that stricter sanctions for the drinking driver are not effective by themselves in reducing the number of drinking drivers in the long run although there is often a short-term reduction in the number of accidents, deaths and injuries traceable to the influence of alcohol. Nonetheless, Ross describes one blitz by law enforcement in Cheshire, England, involving both publicity and increased enforcement efforts, which produced a decline in the number of drinking drivers. He comments that "...how the actual enforcement interacted with its newsworthiness to produce a decline in drinking and driving are among the important but unanswered questions relevant to this experience." (Ross, 1982, p. 75)

Wallack (1984) has pointed to several factors which may influence the public perception of the drinking driver issue, including possible contradictory images produced by the media. For example, prime time television may glamorize alcohol and rarely address the issue of tragedies associated with its use. Also, he argues that media stories which focus on unexpected negative consequences of stricter laws on drinking under the influence (DUI) may have unintended adverse effects on their audience. Finally, Wallack suggests that a media "blitz" may have a reverse effect, routinizing the issue and making people blase rather than concerned about the problem of the drinking driver.

The purpose of this study is to specify the content of newspaper articles on drinking and driving and the messages these articles convey in order to evaluate what effect the media may be producing in the public's perception of the problem.

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METHODOLOGY

The newspaper articles from which the sample for this study was drawn were provided by the National Highway Traffic Safety Administration (NHTSA). All the articles appeared in a U.S. newspaper between September 1, 1983, and August 30, 1984. The ten regional offices of NHTSA were asked to collect articles on counter-measures for alcohol-impaired driving. They were explicitly instructed to omit all stories which featured individual drivers, victims, or their families. NHTSA's reason for this omission was to protect the privacy of the individuals involved. The major categories on which data were collected included the following: impact of accidents and fatalities, enforcement practices (e.g., number of arrests), prosecution, adjudication, driver licensing, treatment, probation, education, public information, legislation, management issues (e.g., Task Force activities) and community or citizen action groups (e.g., MADD). Thus, the data furnished by NHTSA focused on the issue of drinking and driving rather than actors associated with driving under the influence (DUI) incidents.

The initial ideas for the instrument used to code the newspaper articles were generated by NHTSA. The original coding categories were modified after pretesting two different versions of the instrument. The final coding instrument (Appendix 1) and accompanying appendices (Appendix 2) obtained information on four basic topics: characteristics of newspapers in which the articles appeared (e.g., frequency, location and type of distribution); characteristics of the article (e.g., headline's theme, date, source, type and length of article); detailed content of the article itself (e.g., main theme of article, action statements associated with three paragraphs of the article, and the slant of editorials); and overall implications of the article (e.g., messages being conveyed by the article and its overall tone). Reliability coefficients obtained in the pretest aided the revision for the final coding instrument. At first, an attempt was made to code an action statement (e.g., who did what) summarizing the entire article. Since this proved to be problematic, it was decided to paraphrase the first three paragraphs into three topic sentences (one for each paragraph) and then code the subjects, verbs and objects associated with these constructed sentences. These sentences were constructed in the active voice, whenever possible. For editorials only, the first two and last paragraphs were analyzed. This tact was taken, because of editorials' tendency to summarize a position in the last paragraph.

For the study, a random sample of 300 articles was drawn from the original 1,753 articles obtained from NHTSA. Both the articles in the complete NHTSA sample (N=1753) and the smaller random study sub-sample (N=300) reflect geographical differences, with the East North Central states (Ohio, Indiana, Illinois, Michigan, and Wisconsin) producing the most articles coded as well as comprising the most occurring in the original sample (see Table 1). Similarly, those areas in which the fewest articles on the drinking and driving issue were found to correspond to the areas least well represented by the entire sample (e.g., East South Central region).

TABLE 1

GEOGRAPHICAL DISTRIBUTION OF NHTSA SAMPLE
AND STUDY SUB-SAMPLE ARTICLES

REGIONS OF THE COUNTRY	NHTSA SAMPLE		STUDY SUB-SAMPLE	
New England	8%	(149)	9%	(26)
Mid Atlantic	18%	(323)	16%	(47)
East North Central	17%	(292)	18%	(54)
West North Central	14%	(248)	15%	(44)
South Atlantic	15%	(265)	11%	(31)
East South Central	5%	(85)	5%	(16)
West South Central	6%	(108)	7%	(20)
Mountain	9%	(162)	14%	(42)
Pacific	7%	(121)	7%	(20)
Total	99%*	(1753)	102%*	(300)

*Due to rounding, percentages may not equal 100%.

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TABLE 2

INTERCODER RELIABILITY COEFFICIENTS

CATEGORY	PERCENT AGREEMENT
Newspaper Name	100
Newspaper Location	100
Region of Newspaper	100
Frequency of Newspaper's Distribution	100
Newspaper Article's Headline	100
Theme of Article's Headline	68
Law, Policy, or Practice Discussed by Headline	77
Level on which Law, Policy, or Practice Was Formulated according to the Headline	88
Headline's Actor	70
Headline's Action	58
Headline's Resulting Effort	75
Subheading's Presence	95
Article's Date	98
Day on which Article Appeared	97
Article's Location in Newspaper	93
Source of Article	93
Type of Article	90
Number of Paragraphs in Article	97
Article's Graphics	98
Theme of Article	72

TABLE 2 (CONTINUED)

Law, Policy, or Practice Discussed in Article	85
Level on which Law, Policy, or Practice was Formulated according to Article	87
Actors in Article's First Three* Paragraphs	67
Actions in Article's First Three* Paragraphs	48
Resulting Efforts in Article's First Three* Paragraphs	68
Editorial** Stance	92
Presence of Someone/Something Credited with Reducing the Number of DUI Drivers	85
Presence of Someone/Something Credited for Increasing DUI Arrests	88
Implications of Article	86
Overall Tone of Article	77
Overall Intercoder Reliability	86

* For editorials only, first two and last paragraphs were coded instead of first three paragraphs, as occurred with other types of articles.

** Coded only for editorials.

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The 300 articles were equally divided between two coders. In addition, a reliability check was made by a third coder on 20% (60) of the articles coded by the other two coders. Overall, the coefficient of reliability, basically a percentage of agreements to the total number of decisions (cf. Holsti, 1969, p. 140): was found to be .86. Certain categories were found to have greater reliability than others (see Table 2). The highest level of agreement was obtained on the most objective items coded including the newspaper's location, region, and its frequency and type of distribution. Also, there was considerable consensus on other categories such as the article's date and day of the week published, a subheading's presence, the article's graphics, the type of article and the number of paragraphs contained in the article. For this group of categories, reliability varied between .90 and .98. Reasons for failure to reach 100% agreement differs by category. For example, the date the article was published, its placement in the newspaper, and the source of the article were often very faintly written on the article, if there at all, or located in an unexpected place. As a consequence, such information was sometimes found by one coder and not by the other. Information on the location of the article within the newspaper (e.g., front page) was not available for 79% of the articles. Mistakes involving the day of the week were possibly caused by the coders' inadvertently using the '83 rather than the '84 calendar or vice versa. Disagreement on the number of paragraphs, the subheading's presence, and the article's graphics was undoubtedly due to coder error. Finally, the type of article lacked agreement ten percent of the time because news reports and features were sometimes difficult to distinguish as were editorials and features.

Four variables were designated as dependent variables indicating the article's overall message: theme of headline, theme of article, implications of article, and overall tone of article. In addition, the action statements for the headline and the article were also considered dependent variables, but are not statistically analyzed, in part, due to their low reliability (see Table 2). Appendix 2 provides the categories for each of these dependent variables. Themes, for example, addressed among other things, the legislative aspects of drinking and driving; law enforcement issues and programs on drinking and driving, whereas article implications addressed the "message" that a reader would derive from the article (e.g., the risk of getting caught for DUI is higher).

Study of Table 2 indicates that the highest level of agreement was obtained on the article's implications (.86), the article's tone (.77), the article's overall theme (.76), and lastly by the headline's theme (.68). As indicated above, the action statements for both headline and article generally evidenced lower reliability (especially for the actions), although the coding of the headline produced better results than coding the paragraphs. This may be because headlines contain less information than paragraphs, and coders may have found it easier to paraphrase headlines than summarize paragraphs.

Some reasons for implications achieving such a high level of agreement are due to the instructions given the coders. They were told only to code those implications which were explicitly stated and occurred in more than one paragraph of the article. Similarly, coders were told regarding the decision to strongly agree or agree with the statement that the article supports increased activity to reduce drunk driving to take into account the type of

article. For example, editorials would be the most likely candidates for strongly agreeing that greater activity to reduce drunk driving was needed while news reports and features, even though expressing a similar sentiment were usually coded as "agree," because of their more "factual" tone. Those articles coded as "undecided" were ones featuring spokespersons arguing both for and against a specific DUI issue. Finally, the "disagree" category was used whenever an article criticized increasing sanctions for DUI, for example. In order to understand the disagreements on themes, it should first be noted that themes or topics were composed not only of seven major categories (e.g., legislative, judicial and enforcement activities), but also required the coders selecting the appropriate sub-topic within each of these main types. Reliability on the headline's theme was lower than the article's theme due to the relative lack of information obtained in a headline, which meant conjecture on the part of the coders was sometimes used.

The final set of reliability coefficients that demand note are the lowest ones. These involved the "actions" in the sentences constructed by the coders to paraphrase either the headline or the appropriate paragraphs in the article. Reliability on the subjects and objects coded in these sentences was also relatively low. A factor affecting reliability on all three—subject/actor, verb/action, and object/resulting effort—was the difficulty of forming sentences out of phrases appearing in headlines, on the one hand, and out of an entire paragraph, on the other hand. With respect to the latter, while one coder might judge the first part of a paragraph to be most significant and paraphrase it, the other might try to construct a sentence that would reflect the paragraph's overall meaning. Although coders were instructed to word sentences in the active voice, if possible, at times one coder would fail to see how it could be done and would use the passive voice instead. More specifically, with respect to the disagreement on verbs, during the course of the study it became apparent that the list available (Appendix H in Appendix 2) needed expansion, but this could not be done once the study had begun. Among the verbs which could be considered for inclusion are to "reduce" or "limit," "increase" or "expand," and to "test." In this study, whenever coders would phrase their sentences using "increase," for example, the choice of verbs became problematic, with one opting for "cause or implement" and the second coder, "other." Despite these problems with reliability, the fact that 86% of the time agreement was reached speaks well for the accuracy of the findings.

FINDINGS

General Description

Frequency distributions for each item on the coding instrument, on which the following discussion is based, are shown in Appendix 3. The 300 articles on drinking and driving analyzed here were written primarily by local staff writers. Only about a tenth of the articles was accompanied by graphics, the most common type being a photograph. Articles averaged thirteen paragraphs, and most were from daily metropolitan newspapers, although a minority were from small rural newspapers and from nationwide newspapers. The most common month in 1983-1984 for one of these articles on the drinking and driving issue to appear was December, followed by April, May and March. Possible reasons for these months' being most heavily covered are holidays contained within them and correspondence to state legislative calendars. Thursday was the day on which the most articles were published, followed by Friday and Wednesday. Perhaps the significance of these days lies in the anticipation of the weekend.

Media spokespersons were found to be the most common actors in a substantial minority of the headlines and articles. While the headline also sometimes had state agencies and laws being the main actors, articles were more likely to focus on state legislators and judges for principal characters. Four major verbal activities for both headlines and articles include proposed or supported, spoke about, caused or implemented, and argued or debated. The most frequent objective of the action coded in the paraphrased sentences was legislation, enforcement action and the drinking and driving issue. The most frequent combinations of subjects and objects feature the following sets: state executive with legislation, state legislator/legislation with legislation, law enforcement with enforcement action, judge with legislation, law with sanctioning action, government lawyer with sanctioning action, and media with the driving while intoxicated problem, legislation, enforcement and sanctioning action.

The most common theme expressed by these 300 articles on the drinking and driving issue both by their headlines and the articles taken as a whole was legislation (see Table 3). Legislation discussed by the articles focused most often on increased sanctions for DUI offenders and by laws to raise the drinking age. The second most common theme expressed by both headlines and articles was on programs on drinking and driving. Law enforcement issues placed third overall in frequency of appearance. Least frequently occurring themes were economic-management issues involving the drinking driver and articles on the public's response to the drinking driver issue. The state was typically the site at which legislative changes were occurring.

TABLE 3

DISTRIBUTION OF THEMES: HEADLINES VERSUS ARTICLES

CATEGORY	HEADLINE	ARTICLE
Legislative Aspects of Drinking and Driving	22% (64)	34% (101)
Judicial Aspects of Drinking and Driving	13% (36)	14% (43)
Law Enforcement Issues in Drinking and Driving	17% (48)	18% (54)
Accident-Related Issues in Drinking and Driving	4% (11)	3% (10)
Programs on Drinking and Driving	20% (58)	19% (57)
Public's Response to Drinking Driver Issue	6% (18)	7% (21)
Economic-Management Issues Involving Drinking and Driving	5% (14)	4% (13)
Other	14% (39)	0% (1)
Total	101% (288)*	99% (300)

* This total is below 300 due to 12 headlines' themes being uninterpretable by the coders.

TABLE 4

MOST FREQUENTLY OCCURRING IMPLICATIONS OF NEWS ARTICLES ON DRINKING AND DRIVING

CATEGORY	PERCENT OF TIME APPEARING IN ARTICLES	
Punishment for DWI is becoming more certain	34%	(98)
Punishment for DWI is becoming more severe	24%	(70)
Alcohol availability needs to change	20%	(58)
An enforcement technique is oppressive or unconstitutional	11%	(31)
Enforcement/punishment for DWI is not tough enough	10%	(30)

Most of the articles supported a stance that favored increasing activities to reduce drunk driving. More specifically, implications occurring in 10% or more of the articles can be examined (see Table 4). Of these five which appeared in at least a tenth of the articles, three reflect the stance that increasing sanctions for drinking drivers should be occurring. Of these three, two—increased certainty and severity of punishment—were the most popular. The other one, enforcement and/or punishment is not tough enough, was echoed by 10% of the articles. The third most frequently occurring implication was limiting alcohol availability, primarily to youth. The lone exception to the idea of reducing alcohol consumption, especially when connected with driving, is the fourth implication. This one maintains that an enforcement technique is oppressive or unconstitutional. The most frequently cited examples of such law enforcement activities were the use of roadblocks and breathalyzers by police to check for drunk drivers.

Whether there is a relationship between an article's theme and its implications can be examined (see Table 5). There do appear to be several common associations. For example, articles on legislation were also most likely to discuss limiting alcohol's availability, either to youth, at happy hours, or at gas stations. News items emphasizing judicial aspects of drinking and driving also about a third of the time involved the implication that an enforcement technique was oppressive or unconstitutional. Over a third of the articles on law enforcement strategies reflected the sentiment of more certain punishment for DWI offenders. Those articles dealing with programs for the drinking driver were likely to mention as well either that punishment for DWI was becoming more certain or more severe.

TABLE 5

THE RELATIONSHIP BETWEEN THEMES AND MOST FREQUENTLY OCCURRING IMPLICATIONS

THEMES	MORE CERTAIN PUNISH-MENT		MORE SEVERE PUNISH-MENT		RESTRICT ALCOHOL'S AVAILA-BILITY		OPPRES-SIVE EN-FORCEMENT TECHNIQUE		ENFORCE-MENT FOR DUI NOT TOUGH ENOUGH	
Legislative Aspects	17%	(16)	27%	(19)	40%	(19)	19%	(6)	24%	(7)
Judicial Aspects	9%	(9)	16%	(11)	0%	(0)	31%	(10)	24%	(7)
Law Enforcement Practices	36%	(34)	14%	(10)	13%	(6)	28%	(9)	17%	(5)
Accident-Related Issues	3%	(3)	9%	(6)	6%	(3)	0%	(0)	3%	(1)
Programs for the Drinking Driver	17%	(16)	16%	(11)	6%	(3)	13%	(4)	10%	(3)
Public's Response to the Issue	1%	(1)	3%	(2)	9%	(4)	0%	(0)	7%	(2)
Economic-Management Issues	6%	(6)	6%	(4)	2%	(1)	3%	(1)	0%	(4)
Other	11%	(10)	10%	(7)	23%	(11)	6%	(2)	14%	(4)
Total	100%	(95)	101%	(70)	99%	(47)	100%	(32)	99%	(29)

Crosstabulations

A number of relationships between either the newspaper's or article's characteristics and the themes (of both headline and article), the overall tone, and the implications of the articles were analyzed, at the request of NHTSA. Chi squares were calculated for the tables even though some tables had cells where the expected value would be lower than five. Since this assumption of chi square was not always met, the statistics will be used only to suggest which variables may be meaningfully related to each other. Three independent variables—frequency of the newspaper's publication, the newspaper's geographical distribution, and the type of article—were found to be significantly related to one or more of the dependent variables.

First, there is a significant association between frequency of the newspaper's publication and the article's theme (see Table 6). Daily newspapers were found to be more likely to publish stories on legal and judicial matters than weekly and other papers. In contrast, dailies were less likely than other papers to feature topics on the public's response to the drinking driving issue, which includes reports on the activities of citizen activist groups like Mothers Against Drunk Drivers (MADD) than newspapers not published as often. Also, dailies were less likely than other newspapers to cover stories on economic or management aspects of drinking and driving. Put more graphically, the less frequently published papers often produced stories on activities of groups like MADD as well as government-appointed task forces while the dailies focused most often on legislative bills and laws passed related to the drinking driver.

The newspaper's geographical distribution was found to be significantly related to the themes depicted by both the headlines and the articles (see Table 7). Like the dailies, nationwide and metropolitan newspapers were more likely to emphasize legislative and judicial matters related to drinking and driving than were rural papers. Rural papers featured articles on prevention and education more often than nationwide papers.

If the headline's theme were relied upon instead of the article's to designate the theme, only the relationship between rural papers' publishing more on prevention and education than either nationwide or metropolitan would be concluded (see Table 8). Also, most of the headlines accompanying articles from nationwide newspapers were not classifiable. This was probably due in part to the prevalence of one-paragraph fillers from USA Today which used only one-word titles like the name of a state. In comparing the themes of articles and headlines, the articles reflect more stories on legislative and economic-management issues than would be expected if the headline were relied on by itself (see Tables 7 and 8).

The type of article was found to be significantly related to the article's theme as well (see Table 9). Features most commonly portrayed themes revolving around the prevention of the drinking driver problem or educating people on the topic. News reports were most likely to focus on legislative matters as did editorials. Editorials, by far, are most concerned with the passage of legislation, which for the most part focused on raising the drinking age to conform to the federal move to cut highway funds unless the states do so.

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TABLE 6

THE RELATIONSHIP BETWEEN FREQUENCY OF NEWSPAPER'S DISTRIBUTION AND THE ARTICLE'S THEME

THEMES	DAILIES*		LESS FREQUENTLY PUBLISHED NEWSPAPERS**	
Legislative Aspects	35%	(95)	10%	(2)
Judicial Aspects	15%	(41)	5%	(1)
Law Enforcement Practices	18%	(48)	15%	(3)
Accident-Related Issues	3%	(8)	10%	(2)
Programs for the Drinking Driver	19%	(50)	15%	(3)
Public's Response to the Issue	6%	(16)	25%	(5)
Economic-Management Issues	3%	(9)	20%	(4)
Total	99%	(267)	100%	(20)

Chi square = 28.364, df = 6, p = .001

* Dailies here indicate all newspapers Monday through Friday or more often.

**Less frequently published newspapers refers to papers published once, twice or three times a week.

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TABLE 7

THE RELATIONSHIP BETWEEN NEWSPAPER'S DISTRIBUTION
AND THE ARTICLE'S THEME

THEMES	NATIONWIDE		METROPOLITAN*		RURAL	
Legislative Aspects	37%	(11)	38%	(71)	22%	(16)
Judicial Aspects	20%	(6)	17%	(32)	6%	(4)
Law Enforcement Practices	20%	(6)	15%	(28)	24%	(17)
Accident-Related Issues	0%	(0)	4%	(7)	4%	(3)
Programs for the Drinking Driver	10%	(3)	18%	(34)	22%	(16)
Public's Response to the Issue	10%	(3)	5%	(9)	11%	(8)
Economic-Management Issues	3%	(1)	3%	(5)	10%	(7)
Total	100%	(30)	100%	(186)	99%	(71)

Chi Square = 23.913, df = 12, p = .05

* Metropolitan defined here as newspapers originating in a Standard Metropolitan Statistical Area (SMSA), as detailed in Appendix C of Appendix 2.

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TABLE 8

THE RELATIONSHIP BETWEEN NEWSPAPER'S DISTRIBUTION AND THE HEADLINE'S THEME

THEMES	NATIONWIDE		METROPOLITAN*		RURAL	
Legislative Aspects	5%	(1)	28%	(51)	15%	(11)
Judicial Aspects	5%	(1)	15%	(28)	8%	(6)
Law Enforcement Practices	0%	(0)	16%	(29)	21%	(15)
Accident-Related Issues	0%	(0)	5%	(9)	3%	(2)
Programs for the Drinking Driver	5%	(1)	19%	(35)	24%	(17)
Public's Response to the Issue	0%	(0)	5%	(10)	10%	(7)
Economic-Management Issues	0%	(0)	5%	(9)	7%	(5)
Other	84%	(16)	8%	(14)	13%	(9)
Total	99%	(19)	101%	(185)	101%	(72)

Chi Square = 93.233, df = 14, p = .001

* Metropolitan defined here as newspapers originating in a Standard Metropolitan Statistical Area (SMSA), as detailed in Appendix C of Appendix 2.

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TABLE 9

THE RELATIONSHIP BETWEEN TYPE OF ARTICLE
AND THE ARTICLE'S THEME

THEMES	NEWS REPORT		FEATURE		EDITORIALS		ALL OTHER*	
Legislative Aspects	35%	(41)	17%	(16)	55%	(36)	31%	(8)
Judicial Aspects	22%	(25)	10%	(9)	8%	(5)	15%	(4)
Law Enforcement Practices	20%	(23)	22%	(20)	11%	(7)	15%	(4)
Accident-Related Issues	4%	(5)	5%	(5)	0%	(0)	0%	(0)
Programs for the Drinking Driver	13%	(15)	27%	(25)	19%	(12)	19%	(5)
Public's Response to the Issue	4%	(5)	9%	(8)	5%	(3)	15%	(4)
Economic-Management Issues	2%	(2)	9%	(8)	3%	(2)	4%	(1)
Total	100%	(116)	99%	(91)	101%	(65)	99%	(26)

Chi Square = 56.256, df = 18, p = .001

* This column mainly consists of columns, fillers, and letters to the editor.

The patterns suggested between type of story and the article's theme is echoed by the headline's theme (see Table 10). For news reports and features, similar findings were observed with the former emphasizing legislative and judicial matters as well as law enforcement practices and the latter, prevention and educational efforts. Editorials, according to their headlines, were usually discussing either legislation aimed at the drinking driver or programs for the drinking driver.

The overall tone of articles may be somewhat dependent on the type of article (see Table 11). Editorials were the most likely of all other types of articles to support increased activity to combat drunk driving. Fillers, columns, letters to the editors and other types of articles were most likely to air the counter arguments on various issues related to drunk driving. The second most likely to feature a debate on the issues were news reports.

TABLE 10

THE RELATIONSHIP BETWEEN TYPE OF ARTICLE AND THE HEADLINE'S THEME

THEMES	NEWS REPORT		FEATURE		EDITORIALS		ALL OTHER*	
Legislative Aspects	29%	(32)	15%	(14)	28%	(18)	0%	(0)
Judicial Aspects	23%	(25)	8%	(7)	5%	(3)	5%	(1)
Law Enforcement Practices	22%	(24)	20%	(18)	9%	(6)	0%	(0)
Accident-Related Issues	3%	(3)	5%	(5)	5%	(3)	0%	(0)
Programs for the Drinking Driver	11%	(12)	32%	(29)	22%	(14)	15%	(3)
Public's Response to the Issue	6%	(7)	8%	(7)	3%	(2)	5%	(1)
Economic-Management Issues	5%	(6)	4%	(4)	6%	(4)	0%	(0)
Other	2%	(2)	9%	(8)	22%	(14)	75%	(15)
Total	101%	(111)	101%	(92)	100%	(64)	100%	(20)

Chi Square = 119.028, df = 21, p = .001

* This column mainly consists of columns, fillers, and letters to the editor.

TABLE 11

THE RELATIONSHIP BETWEEN TYPE OF ARTICLE AND ITS OVERALL TONE

OVERALL TONE OF ARTICLE	NEWS REPORT	FEATURE	EDITORIAL	ALL OTHER*
Agree that increased activity to reduce DUI is needed	72% (83)	84% (77)	89% (58)	65% (17)
Undecided on whether increased activity to reduce DUI is needed	24% (28)	14% (13)	6% (4)	27% (7)
Disagree that increased activity to reduce DUI is needed	4% (5)	2% (2)	5% (3)	8% (2)
Total	100% (116)	100% (92)	100% (65)	100% (26)

Chi Square = 13.963, df = 6, p = .05

* This column mainly consists of columns, fillers, and letters to the editor.

DISCUSSION

First, the major findings of this study will be recapitulated:

(1)   The most predominant theme of newspaper articles on drinking and driving appearing in 1983-1984 was legislation, mainly on raising the drinking age and increasing sanctions for drinking drivers.

(2)   The two most frequently occurring implications found in the articles were that certainty of arrest and punishment for driving under the influence of alcohol and the severity of punishment for that offense were increasing.

(3)   Newspapers published daily focused more often on legislative or judicial aspects of drinking and driving while those not published as frequently emphasized stories on the public's response to the drinking driver issue.

(4)   Rural newspapers were the most likely to print messages related to education about and prevention of driving under the influence of alcohol.

(5)   Editorials were most likely to argue strongly for the passage of legislation; news reports, to report factual aspects of legislative and judicial aspects of the drinking and driving issues; and features, to focus on education and prevention efforts.

This study has suggested that daily metropolitan and nationwide newspapers differ from small rural ones in their handling of the drinking and driving issue. Dailies, whether nationwide or metropolitan, are more likely than less frequently published newspapers to focus on legislative and judicial matters most commonly contained in news reports. While news reports are more likely to give both sides of the debate on sanctioning the drinking driver, features often elaborate on-going campaigns at preventing drunk driving which includes educating the public on the issue. Finally, editorials are most likely to champion the passage of laws which at the current time are encouraging states to raise the drinking age.

Rural and weekly newspapers are often synonymous and show less emotional distance to the issue of drunken driving than do daily metropolitan newspapers. While rural papers focus on prevention and education, dailies report legislation. Rural papers report more on activities of organizations like local SADD and MADD chapters. Such a finding is paralleled in earlier sociological studies on the mass media. For example, a study of newspaper coverage given to popular movements in Sweden found that popular movements were given increasing coverage by the provincial press, although not by the metropolitan newspapers (Johansson and Wiklund, 1981). Closer to home, Molotch and Lester (1975) found that the local news media gave much greater attention to the '69 Santa Barbara oil spill than did nonlocal newspapers. They also found that conservationists comprised half the subjects in the local press but only 15% in the nonlocal newspapers. Thus, perhaps Molotch and Lester (1975) were one of the first to look at subjects

21

of a newspaper article, and the attempt was made again here with respect to drinking and driving. Moreover, an effort was made to link popular actors and resulting efforts. However, thus far, the ideas exceed the instrument designed to measure them. Suggestions for changes in coding actors, actions and resulting efforts can be found in the Report on Coders' Training (Appendix 4).

Thus, there is some indication that the mass media is publicizing laws and law enforcement practices aimed at deterring drunk drivers. Although some dissent from this position has been published, the overwhelming majority of articles being written about drinking and driving support increasing activities to reduce drunk driving. The effect of these newspapers' messages about drinking and driving is being reflected as well on television, mainly through public service announcements. The effectiveness of news messages in shaping the public's perception of the drinking and driving issue, however, must be evaluated cautiously in light of prime time entertainment's largely positive images of alcohol and alcohol-related behavior (Breed, et al., 1984).

Future studies, in addition to refining the instrument, could be altered in several ways to improve this area of important research on media messages on drinking and driving. First, the prominence of any news report (e.g. page number for newspaper articles, order of news reports in a telecast) is crucial to the consumer's or researcher's ability to judge its importance. Second, information on victims and drivers involved in alcohol-related crashes as reported in the newspaper as well as the BAC level of both is needed in order to more clearly understand the entire situation of persons involved in drinking-related traffic accidents (Zylman, 1974). Third, this type of study could be done more thoroughly if it were done on a smaller, stratified sample of types of newspapers, that is, well-known daily metropolitan newspapers versus rural and small-town dailies and weeklies. Also, a study that extended over time could reveal, for example, whether the current focus of news on legislative stories will continue once certain laws in a state are passed, namely, raising the drinking age and toughening the laws on drinking and driving. Other interesting angles on the issue of drinking and driving could be provided by investigating both news and entertainment television's portrayals of drinking and driving and contrasting them with newsprint images in similar locales. Finally, behind-the-scenes investigations could reveal various routes by which stories on drinking and driving might appear in newspapers, on news television broadcasts, and in entertainment television.

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APPENDIX 1

CODING INSTRUMENT

CODING INSTRUMENT

NHTSA MEDIA STUDY
Prevention Research Center
2532 Durant Avenue
Berkeley, California 94704

ID of Article: .   [   ] [   ] [   ] [   ]
                                    1   2   3   4

ID of Coder: [   ]
                                                            5

CODE QUESTIONS 1 THROUGH 17 BEFORE READING THE ARTICLE.

SECTION I. CHARACTERISTICS OF NEWSPAPERS

1.   Newspaper Name _____

2.   Newspaper Location _____

3.   In what region is the newspaper located?
      (SEE APPENDIX B FOR CODES)   [   ]
                                                              6

4.   Is the newspaper's distribution? (ASK RHODA IF UNSURE) [   ]
                                                              7

            1 On a daily basis
            2 On a weekly basis
            3 Other (specify) _____
            9 Information Not Available

5.   Is the newspaper's distribution? (See manual)   [   ]
                                                              8

            1 Nationwide (INCLUDES ONLY THE FOLLOWING NEWSPAPERS —
              New York Times, Wall Street Journal, USA Today, Christian Science Monitor)
              Wall Street Journal, USA Today)
            2 Metropolitan (ANY NEWSPAPER ORIGINATING WITHIN A SMSA.
              SEE APPENDIX C FOR ALPHABETICAL LIST OF CITIES.)
            3 Small Town or Rural Area (e.g., Turlock Journal, San Luis
              Obispo Telegram-Tribune)
            4 Other (specify) _____
            9 Information Not Available

SECTION II. CHARACTERISTICS OF ARTICLES (please write neatly)

6.   Headline of Article:_____

      _____

25

7. What is the <u>main</u> theme of the headline?
    SEE APPENDIX D FOR CODES

    [   ] [   ]
     9   10

IF A LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN HEADLINE, GO
    TO NEXT QUESTION.

IF NO LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN HEADLINE, GO
    TO Q. 10.

8. The law, policy or practice discussed in the headline did/would
    do which of the following: SEE APPENDIX E FOR CODES.

    [   ] [   ]
     11   12

9. On what level was the law, policy or practice formulated?
    SEE APPENDIX F FOR CODES.

    [   ]
     13

IN THE SPACE BELOW, WRITE A SENTENCE PARAPHRASING THE HEADLINE IN THE
    ACTIVE VOICE, IF POSSIBLE. THEN CODE THE SENTENCE IN QUESTIONS 10-12.

---

10. What is the subject (person, group, law, policy or practice) mentioned by the headline?
    SEE APPENDIX G FOR CODES.

    [   ] [   ]
     14   15

11. How is this subject involved according to the headline?
    SEE APPENDIX H FOR CODES.

    [   ] [   ]
     16   17

12. In what type of effort is the subject involved? SEE APPENDIX I
    FOR CODES. IF OTHER, SPECIFY: _____

    [   ] [   ]
     18   19

13. Is there a subheading? (THIS DOES NOT INCLUDE A SECOND HEADLINE
    FOR A CONTINUED ARTICLE.)

    [   ]
     20

        1 YES
        2 NO

14. Date of Article:

Month		Day		Year	
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
21	22	23	24	25	26

15. On which day of the week did the article appear? (SEE APPENDIX J FOR CODES)   [ ]
                                                                                   27

        1 Monday
        2 Tuesday
        3 Wednesday
        4 Thursday
        5 Friday
        6 Saturday
        7 Sunday
        9 Information Not Available

16. Where was the article located in the newspaper?　　　　　　　　　　[ ]]
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　28

　　　　　1 On Front Page
　　　　　2 On Front Page of a Later Section
　　　　　3 Other (specify page and section)
　　　　　9 Information Not Available

17. What is the source of the article?　　　　　　　　　　　　　　　[ ]]
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　29

　　　　　1 Wire Service (specify)
　　　　　2 Local Source (e.g., by a staff writer)
　　　　　3 Credited author but don't know if staff or wire service
　　　　　4 Combination of wire service and local source
　　　　　5 From another newspaper
　　　　　6 No credit is given
　　　　　8 Other (e.g., noncredited source)
　　　　　9 Information Not Available

18. What type of article is it?　　　　　　　　　　　　　　　　　　[ ]]
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　30

　　　　　1 News report (e.g., current events, past 24 hours, hard news)
　　　　　2 Feature (non-current events over 24 hours old, soft news)
　　　　　3 Column
　　　　　4 Editorial
　　　　　5 Letter to the Editor
　　　　　6 Cartoon
　　　　　7 Filler (small, maybe no headline)
　　　　　8 Other (specify)
　　　　　9 Information Not Available

19. How many paragraphs are in the article?　　　　　　　　　[ ]] [ ]]
　　　　　　　　　　　　　　　　　　　　　　　　　　　　31　　32

20. Is the article accompanied by any graphics? (INDICATE NUMBERS OF ALL THAT
    APPLY—LIMITED TO THREE.)　　　　　　　　　　　　　　　　[ ]]
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　33
　　　　　1 tables (features headings and numbers only)
　　　　　2 figures or drawings　　　　　　　　　　　　　　　　　[ ]]
　　　　　3 photographs　　　　　　　　　　　　　　　　　　　　　34
　　　　　4 sidebars
　　　　　5 cartoons or logos　　　　　　　　　　　　　　　　　　[ ]]
　　　　　8 other (specify) _____　　　　　　　　　35
　　　　　9 none of the above

SECTION III. DETAILED CONTENT OF ARTICLES

21. What is the main theme of the article?
     SEE APPENDIX D FOR CODES   [   ] [   ]
                                                                  36   37

IF A LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN THE ARTICLE,
   GO TO NEXT QUESTION.

IF NO LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN THE ARTICLE,
   PROCEED TO Q. 24.

22. The law, policy or practice discussed in the article did/would do which of the following?
     SEE APPENDIX E FOR CODES.   [   ] [   ]
                                                                  38   39

23. On what level was the law or policy formulated?
     SEE APPENDIX F FOR CODES.   [   ]
                                                                      40

THE NEXT THREE QUESTIONS ANALYZE THE FIRST THREE PARAGRAPHS OF THE
     ARTICLE. FOR EDITORIALS ONLY, CODE FIRST TWO AND LAST PARAGRAPHS.
     BEFORE DECIDING HOW TO CODE PARAGRAPHS, WRITE A TOPIC SENTENCE
     SUMMARIZING THE MAIN POINT OF THE PARAGRAPH IN THE ACTIVE VOICE, IF
     POSSIBLE.

_____

_____

_____

24.   What is the main subject (person, group, law, policy or practice) mentioned in EACH of
      these paragraphs? SEE APPENDIX G FOR CODES.

                                                           First
                                                     [   ] [   ]
                                                      41   42

                                                           Second
                                                     [   ] [   ]
                                                      43   44

                                                           Third*
                                                     [   ] [   ]
                                                      45   46

25.   How is each subject involved according to the paragraph coded?
      SEE APPENDIX H FOR CODES.

                                                           First
                                                     [   ] [   ]
                                                      47   48

                                                           Second
                                                     [   ] [   ]
                                                      49   50

                                                           Third*
                                                     [   ] [   ]
                                                      51   52

26.   In what type of effort is the subject involved?
      SEE APPENDIX I FOR CODES.

                                                           First
                                                     [   ] [   ]
                                                      53   54

                                                           Second
                                                     [   ] [   ]
                                                      55   56

                                                           Third*
                                                     [   ] [   ]
                                                      57   58

* For editorials, third code indicates last, rather than third, paragraph.

FOR EDITORIALS ONLY, ANSWER THE NEXT QUESTION. OTHERWISE, CODE AS (9).

27. Which of the following summary statements most closely approximates the editorial stance?

[   ]
59

 1 A law, policy or practice on diving under the influence (DUI) is good.

 2 A law, policy, or practice on driving under the influence (DUI) is bad.

 3 A law, policy, or practice related to drinking and driving should be passed/done.

 4 Action on the problem of DUI urged (not legislative).

 5 General outrage or expression of concern about DWI, highway safety, lives lost.

 8 Other (specify) _____

 9 Not applicable

SECTION IV. IMPLICATIONS OF THE ARTICLES

28. Is someone or something credited with reducing the number of people driving while intoxicated (DWI)? CODE AS YES ONLY WHEN THE ARTICLE EXPLICITLY SAYS THIS AND WHEN THE REDUCTION IS NOT TEMPORARY.

[   ]
60

 1 YES
 2 NO
 9 Not Applicable

29. Who or what is credited with reducing the number of people driving while intoxicated (DWI)? SEE APPENDIX K FOR CODES.
RANK TOP THREE.

First
[   ] [   ]
61 62

Second
[   ] [   ]
63 64

Third
[   ] [   ]
65 66

30. Is someone or something credited with increasing the numbers of people arrested for driving while intoxicated (DWI)? CODE AS YES ONLY WHEN THE ARTICLE EXPLICITLY SAYS THIS AND WHEN THE INCREASE IS NOT TEMPORARY.

[   ]
67

 1 YES
 2 NO
 9 Not Applicable

30

31. Who or what is credited with increasing the numbers of people arrested for diving while intoxicated (DWI)? SEE APPENDIX K FOR CODES.
RANK TOP THREE.

First
[   ] [   ]
68   69

Second
[   ] [   ]
70   71

Third
[   ] [   ]
72   73

32. What are the implications of the article? SEE APPENDIX L FOR CODES. INDICATE ONLY THOSE THAT REOCCUR IN THE ARTICLE, NOT THOSE THAT ARE ONLY IMPLIED IN ONLY ONE PARAGRAPH (UNLESS IT IS VERY CENTRAL) IN THE ARTICLE.

[   ] [   ]
05   06

[   ] [   ]
07   08

[   ] [   ]
09   10

[   ] [   ]
11   12

[   ] [   ]
13   14

[   ] [   ]
15   16

[   ] [   ]
17   18

33. Overall, the article supports increased activity to reduce drunk driving.   [   ]
19

        1 Strongly Agree
        2 Agree
        3 Undecided
        4 Disagree
        5 Strongly Disagree

APPENDIX 2

APPENDICES TO CODING INSTRUMENT

CODING INSTRUMENT

NHTSA MEDIA STUDY
Prevention Research Center
2532 Durant Avenue
Berkeley, California 94704

ID of Article: [   ] [   ] [   ] [   ]
                  1   2   3   . 4

ID of Coder: [   ]
             5

CODE QUESTIONS 1 THROUGH 17 BEFORE READING THE ARTICLE.

SECTION I. CHARACTERISTICS OF NEWSPAPERS

1. Newspaper Name _____

2. Newspaper Location _____

3. In what region is the newspaper located?
    (SEE APPENDIX B FOR CODES) [   ]
                 6

4. Is the newspaper's distribution? (ASK RHODA IF UNSURE) [   ]
                 7

    1 On a daily basis
    2 On a weekly basis
    3 Other (specify) _____
    9 Information Not Available

5. Is the newspaper's distribution? (See manual) [   ]
                 8

    1 Nationwide (INCLUDES ONLY THE FOLLOWING NEWSPAPERS —
      New York Times, Wall Street Journal, USA Today, Christian Science Monitor)
      Wall Street Journal, USA Today)
    2 Metropolitan (ANY NEWSPAPER ORIGINATING WITHIN A SMSA.
      SEE APPENDIX C FOR ALPHABETICAL LIST OF CITIES.)
    3 Small Town or Rural Area (e.g., Turlock Journal, San Luis
      Obispo Telegram-Tribune)
    4 Other (specify) _____
    9 Information Not Available

SECTION II. CHARACTERISTICS OF ARTICLES (please write neatly)

6. Headline of Article:_____

_____

33

7. What is the main theme of the headline?
    SEE APPENDIX D FOR CODES   [   ] [   ]
                                                                                  9   10

IF A LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN HEADLINE, GO
    TO NEXT QUESTION.

IF NO LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN HEADLINE, GO
    TO Q. 10.

8. The law, policy or practice discussed in the headline did/would
    do which of the following: SEE APPENDIX E FOR CODES.   [   ] [   ]
                                                                                  11   12

9. On what level was the law, policy or practice formulated?
    SEE APPENDIX F FOR CODES.   [   ]
                                                                                          13

IN THE SPACE BELOW, WRITE A SENTENCE PARAPHRASING THE HEADLINE IN THE
    ACTIVE VOICE, IF POSSIBLE. THEN CODE THE SENTENCE IN QUESTIONS 10-12.

---

10. What is the subject (person, group, law, policy or practice) mentioned by the headline?
    SEE APPENDIX G FOR CODES.   [   ] [   ]
                                                                                  14   15

11. How is this subject involved according to the headline?
    SEE APPENDIX H FOR CODES.   [   ] [   ]
                                                                                  16   17

12. In what type of effort is the subject involved? SEE APPENDIX I
    FOR CODES. IF OTHER, SPECIFY: _____   [   ] [   ]
                                                                                  18   19

13. Is there a subheading? (THIS DOES NOT INCLUDE A SECOND HEADLINE
    FOR A CONTINUED ARTICLE.)   [   ]
                                                                                          20
            1 YES
            2 NO

14. Date of Article: Month   Day   Year
                            [ ]   [ ]   [ ] [ ]   [ ]   [ ]
                            21   22   23   24   25   26

15. On which day of the week did the article appear? (SEE APPENDIX J FOR CODES)   [ ]
                                                                                    27

            1 Monday
            2 Tuesday
            3 Wednesday
            4 Thursday
            5 Friday
            6 Saturday
            7 Sunday
            9 Information Not Available

34

16.   Where was the article located in the newspaper?   [   ]
                                                                                            28

            1 On Front Page
            2 On Front Page of a Later Section
            3 Other (specify page and section)
            9 Information Not Available

17.   What is the source of the article?   [   ]
                                                                                            29

            1 Wire Service (specify)
            2 Local Source (e.g., by a staff writer)
            3 Credited author but don't know if staff or wire service
            4 Combination of wire service and local source
            5 From another newspaper
            6 No credit is given
            8 Other (e.g., noncredited source)
            9 Information Not Available

18.   What type of article is it?   [   ]
                                                                                            30

            1 News report (e.g., current events, past 24 hours, hard news)
            2 Feature (non-current events over 24 hours old, soft news)
            3 Column
            4 Editorial
            5 Letter to the Editor
            6 Cartoon
            7 Filler (small, maybe no headline)
            8 Other (specify)
            9 Information Not Available

19.   How many paragraphs are in the article?   [   ] [   ]
                                                                          31   32

20.   Is the article accompanied by any graphics? (INDICATE NUMBERS OF ALL THAT
       APPLY—LIMITED TO THREE.)   [   ]
                                                                                            33
            1 tables (features headings and numbers only)
            2 figures or drawings   [   ]
            3 photographs   34
            4 sidebars
            5 cartoons or logos   [   ]
            8 other (specify) _____   35
            9 none of the above

SECTION III.   DETAILED CONTENT OF ARTICLES

21.   What is the main theme of the article?
       SEE APPENDIX D FOR CODES   [   ] [   ]
                                                                      36   37

IF A LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN THE ARTICLE,
   GO TO NEXT QUESTION.

IF NO LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN THE ARTICLE,
   PROCEED TO Q. 24.

22.   The law, policy or practice discussed in the article did/would do which of the following?
       SEE APPENDIX E FOR CODES.   [   ] [   ]
                                                                      38   39

23.   On what level was the law or policy formulated?
       SEE APPENDIX F FOR CODES.   •   [   ]
                                                                            40

THE NEXT THREE QUESTIONS ANALYZE THE FIRST THREE PARAGRAPHS OF THE
  ARTICLE. FOR EDITORIALS ONLY, CODE FIRST TWO AND LAST PARAGRAPHS.
  BEFORE DECIDING HOW TO CODE PARAGRAPHS, WRITE A TOPIC SENTENCE
  SUMMARIZING THE MAIN POINT OF THE PARAGRAPH IN THE ACTIVE VOICE, IF
  POSSIBLE.

_____

_____

_____

24.   What is the main subject (person, group, law, policy or practice) mentioned in EACH of
      these paragraphs? SEE APPENDIX G FOR CODES.

                                                                First
                                                          [   ] [   ]
                                                           41   42

                                                                Second
                                                          [   ] [   ]
                                                           43   44

                                                                Third*
                                                          [   ] [   ]
                                                           45   46

25.   How is each subject involved according to the paragraph coded?
      SEE APPENDIX H FOR CODES.

                                                                First
                                                          [   ] [   ]
                                                           47   48

                                                                Second
                                                          [   ] [   ]
                                                           49   50

                                                                Third*
                                                          [   ] [   ]
                                                           51   52

26.   In what type of effort is the subject involved?
      SEE APPENDIX I FOR CODES.

                                                                First
                                                          [   ] [   ]
                                                           53   54

                                                                Second
                                                          [   ] [   ]
                                                           55   56

                                                                Third*
                                                          [   ] [   ]
                                                           57   58

* For editorials, third code indicates last, rather than third, paragraph.

FOR EDITORIALS ONLY, ANSWER THE NEXT QUESTION. OTHERWISE, CODE AS (9).

27. Which of the following summary statements most closely approximates the editorial stance?

[   ]
59

    1 A law, policy or practice on diving under the influence (DUI) is good.

    2 A law, policy, or practice on driving under the influence (DUI) is bad.

    3 A law, policy, or practice related to drinking and driving should be passed/done.

    4 Action on the problem of DUI urged (not legislative).

    5 General outrage or expression of concern about DWI, highway safety, lives lost.

    8 Other (specify) _____

    9 Not applicable

SECTION IV. IMPLICATIONS OF THE ARTICLES

28. Is someone or something credited with reducing the number of people driving while intoxicated (DWI)? CODE AS YES ONLY WHEN THE ARTICLE EXPLICITLY SAYS THIS AND WHEN THE REDUCTION IS NOT TEMPORARY.

[   ]
60

    1 YES
    2 NO
    9 Not Applicable

29. Who or what is credited with reducing the number of people driving while intoxicated (DWI)? SEE APPENDIX K FOR CODES.
RANK TOP THREE.

First
[   ] [   ]
61   62

Second
[   ] [   ]
63   64

Third
[   ] [   ]
65   66

30. Is someone or something credited with increasing the numbers of people arrested for driving while intoxicated (DWI)? CODE AS YES ONLY WHEN THE ARTICLE EXPLICITLY SAYS THIS AND WHEN THE INCREASE IS NOT TEMPORARY.

[   ]
67

    1 YES
    2 NO
    9 Not Applicable

31. Who or what is credited with increasing the numbers of people arrested for diving while intoxicated (DWI)? SEE APPENDIX K FOR CODES.
RANK TOP THREE.

First
[   ] [   ]
68   69

Second
[   ] [   ]
70   71

Third
[   ] [   ]
72   73

32. What are the implications of the article? SEE APPENDIX L FOR CODES. INDICATE ONLY THOSE THAT REOCCUR IN THE ARTICLE, NOT THOSE THAT ARE ONLY IMPLIED IN ONLY ONE PARAGRAPH (UNLESS IT IS VERY CENTRAL) IN THE ARTICLE.

[   ] [   ]
05   06

[   ] [   ]
07   08

[   ] [   ]
09   10

[   ] [   ]
11   12

[   ] [   ]
13   14

[   ] [   ]
15   16

[   ] [   ]
17   18

33. Overall, the article supports increased activity to reduce drunk driving.

[   ]
19

1 Strongly Agree
2 Agree
3 Undecided
4 Disagree
5 Strongly Disagree

APPENDIX A
CODERS

1   Ann-Marie Askew

2   Patrick Macdonald

3   Rhoda Estep

4   Maria Vegega

APPENDIX B

GEOGRAPHIC REGIONS OF THE U.S.

1 New England
   Maine
   New Hampshire
   Vermont
   Massachusetts
   Rhode Island
   Connecticut

2 Middle Atlantic
   New York
   New Jersey
   Pennsylvania

3 East North Central
   Ohio
   Indiana
   Illinois
   Michigan
   Wisconsin

4 West North Center
   Minnesota
   Iowa
   Missouri
   North Dakota
   South Dakota
   Nebraska
   Kansas

5 South Atlantic
   Delaware
   Maryland
   District of Columbia
   Virginia
   West Virginia
   North Carolina
   South Carolina
   Georgia
   Florida

6 East South Central
   Kentucky
   Tennessee
   Alabama
   Mississippi

7 West South Central
   Arkansas
   Louisiana
   Oklahoma
   Texas

8 Mountain
   Montana
   Idaho
   Wyoming
   Colorado
   New Mexico
   Arizona
   Utah
   Nevada

9 Pacific
   Washington
   Oregon
   California
   Alaska
   Hawaii

0 Information not available

APPENDIX C

STANDARD METROPOLITAN STATISTICAL AREA (1984)

Abilene, TX
Akron, OH
Albany, GA
Albany-Schnectady-Troy, NY
Albuquerque, NM
Alexandria, LA
Allentown-Bethlehem, PA-NJ
Alton-Granite City, IL
Altoona, PA
Amarillo, TX
Anaheim-Santa Ana, CA
Anchorage, AK
Anderson, IND
Anderson, SC
Ann Arbor, MICH
Anniston, ALA
Appleton-Oshkosh-Neenah, WIS
Asheville, NC
Athens, GA
Atlanta, GA
Atlantic City, NJ
Augusta, GA-SC
Aurora-Elgin, ILL
Austin, TX
Bakersfield, CA
Baltimore, MD
Bangor, MA
Baton Rouge, LA
Battle Creek, MICH
Beaumont-Port Arthur, TX
Beaver County, PA
Bellingham, WASH
Benton Harbor, MICH
Bergen-Passaic, NJ
Billings, MONT
Biloxi-Gulfport, MISS
Binghamptom, NY
Birmingham, ALA
Bismarck, ND
Bloomington, IN
Bloomington-Normal, ILL
Boise City, IDAHO
Boston, MASS
Boston-Lawrence-Salem, MASS-NH
Bradenton, FLA
Brazoria, TX
Bremerton, WASH
Bridgeport-Milford, CONN
Bristol, CONN
Brockton, MASS
Brownsville-Harlingen, TX

Bryan-College Station, TX
Buffalo, NY
Buffalo-Niagara Falls, NY
Burlington, NC
Burlington, VT
Canton, OH
Casper, WYO
Cedar Rapids, IOWA
Champaign-Urbana-Rantoul, ILL
Charleston, SC
Charleston, W. VA.
Charlotte-Gastonia-Rock Hill,
        NC-SC
Charlottesville, VA
Chattanooga, TENN-GA
Chicago, ILL
Chicago-Gary-Lake County,
        Ill-IND-WIS
Chico, CA
Cincinnati, OH-KY-IND
Cincinnati-Hamilton, OH-KY-IND
Clarksville-Hopkinsville,
        TENN-KY
Cleveland, OH
Cleveland-Akron-Lorain, OH
Colorado Springs, COLO
Columbia, MO
Columbia, SC
Columbus, GA-ALA
Columbus, OH
Corpus Christi, TX
Cumberland, MD-W. VA.
Dallas, TX
Dallas-Fort Worth, TX
Danbury, CONN
Danville, VA
Davenport-Rock Island-Moline,
        IOWA-ILL
Dayton-Sprinfield OHIO
Daytona Beach, FLA
Decatur, ILL
Denver-Boulder, COLO
Des Moines, IOWA
Detroit, MICH
Detroit-Ann Arbor, MICH
Dothan, ALA
Dubuque, IOWA
Duluth, MINN-WIS
East St Louis-Belleville, ILL
Eau Claire, WIS
El Paso, TX

STANDARD METROPOLITAN STATISTICAL AREA (1984)

Elkhart-Goshen, IND
Elmira, NY
Enid, OKLA
Erie, PA
Eugene-Springfield, ORE
Evansville, IND-KY
Fall River, MASS-R.I.
Fargo-Moorhead, N DAK-MINN
Fayetteville, NC
Fayetteville-Springdale, ARK
Fitchburg-Leominster, MASS
Flint, MICH
Florence, ALA
Florence, SC
Fort Collins-Loveland, COLO
Fort Lauderdale-Hollywood-Pompano
    Beach, FLA
Fort Myers, FLA
Fort Pierce, FLA
Fort Smith, ARK-OKLA
Fort Walton Beach, FLA
Fort Wayne, IND
Fort Worth-Arlington, TX
Fresno, CA
Gadsden, ALA
Gainesville, FLA
Galveston-Texas City, TX
Gary-Hammond, IND
Glens Falls, NY
Grand Forks, N. DAK
Grand Rapids, MICH
Great Falls, MONT
Greeley, COLO
Green Bay, WIS
Greensboro-Winston-Salem-High Point, NC
Greenville-Spartanburg, SC
Hagerstown, MD
Hamilton-Middletown, OHIO
Harrisburg-Lebanon-Carlisle, PA
Hartford, CONN
Hartford-New Britain-Middletown, CONN
Hickory, NC
Honolulu, HAWAII
Houma-Thibodaux, LA
Houston, TX
Houston-Galveston-Brazoria, TX
Huntington-Ashland, W. VA.-KY-OHIO
Huntsville, ALA
Indianapolis, IND
Iowa City, IOWA
Jackson, MICH

Jackson, MISS
Jacksonville, FLA
Jacksonville, NC
Janesville-Beloit, WIS
Jersey City, NJ
Johnson City-Kingsport-Bristol, TENN-VA
Johnstown, PA
Joliet, ILL
Joplin, MO
Kalamazoo, MICH
Kankakee, ILL
Kansas City, KANS
Kansas City, MO
Kansas City, MO-Kansas City, KANS
Kenosha, WIS
Kileen-Temple, TX
Knowville, TENN
Kokomo, IND
La Crosse, WIS
Lafayette, LA
Lafayette, IND
Lake Charles, LA
Lake County, ILL
Lakeland-Winter Haven, FLA
Lancaster, PA
Lansing-East Lansing, MICH
Laredo, TX
Las Cruces, NM
Las Vegas, NEV
Lawrence, KANS
Lawrence-Haverhill, MASS-NH
Lawton, OKLA
Lewiston-Auburn, MA
Lexington-Fayette, KY
Lima, OHIO
Lincoln, NEBR
Little Rock-North Little Rock, ARK
Longview-Marshall, TEX
Lorain-Elyria, OHIO
Los Angeles-Anaheim-Riverside, CA
Los Angeles-Long Beach, CA
Louisville, KY-IND
Lowell, MASS
Lubbock, TX
Lynchburg, VA
Macon-Warner Robins, GA
Madison, WIS
Manchester, NH
Mansfield, OHIO
McAllen-Edinburg-Mission, TX
Medford, OREG

STANDARD METROPOLITAN STATISTICAL AREA (1984)

Melbourne-Titusville-Palm Bay, FLA
Memphis, TENN-ARK-MISS
Miami-Fort Lauderdale, FLA
Miami-Hialeah, FLA
Middlesex-Somerset-Hunterdon, NJ
Middletown, CONN
Midland, TX
Milwaukee, WIS
Milwaukee-Racine, WIS
Minneapolis-St Paul, MINN-WIS
Mobile, ALA
Modesto, CA
Monmouth-Ocean, NJ
Monroe, LA
Montgomery, ALA
Muncie, IND
Muskegon, MICH
Nashua, NH
Nashville, TENN
Nassau-Suffolk, NY
New Bedford, MASS
New Britian, CONN
New Haven-Meriden, CONN
New London-Norwich, CONN-RI
New Orleans, LA
New York, NY
New York-Northern New Jersey-
  Long Island, NY-NJ-CONN
Newark, NJ
Niagara Falls, NY
Norfolk-Virginia Beach-Newport News, VA
Norwalk, CONN
Oakland, CA
Ocala, FLA
Odessa, TX
Oklahoma City, OKLA
Olympia, WASH
Omaha, NEBR-IOWA
Orange County, NY
Orlando, FLA
Owensboro, KY
Oxnard-Ventura, CA
Panama City, FLA
Parkersburg-Marietta, W. VA.-OHIO
Pascagoula, MISS
Pawtucket-Woonsocket-Attleboro, TI-MASS
Pensacola, FLA
Peoria, ILL
Philadelphia, PA-NJ
Philadelphia-Wilmington-Trenton,
  PA-NJ-DEL-MD

Phoenix, ARIZ
Pine Bluff, ARK
Pittsburg, PA
Pittsburg-Beaver Valley, PA
Pittsfield, MASS
Portland, MA
Portland, OR
Portland-Vancouver, OR-WASH
Portsmouth-Dover-Rochester, NH-MA
Poughkeepsie, NY
Providence, RI
Providence-Pawtucket-Fall River,
  RI-MASS
Provo-Orem, UTAH
Pueblo, COLO
Racine, WIS
Raleigh-Durham, NC
Reading, PA
Redding, CA
Reno, NEV
Richland-Keenewick-Pasco, WASH
Richmond-Petersburg, VA
Riverside-San Bernadino, CA
Roanoke, VA
Rochester, MINN
Rochester, NY
Rockford, ILL
Sacramento, CA
Saginaw Bay City-Midland, MICH
St Cloud, MINN
St Joseph, MO
St Louis, MO-ILL
St Louis-East St Louis-Alton, MO-ILL
Salem, OR
Salem-Gloucester, MASS
Salinas-Seaside-Monterey, CA
Salt Lake City-Ogden, UTAH
San Angelo, TX
San Antonio, TX
San Diego, CA
San Francisco, CA
San Francisco-Oakland-San Jose, CA
San Jose, CA
Santa Barbara-Santa Maria-Lompoc, CA
Santa Cruz, CA
Santa Rosa-Petaluma, CA
Sarasota, FLA
Savannah, GA
Scranton-Wilkes-Barre, PA
Seattle, WASH
Seattle-Tacoma, WASH

STANDARD METROPOLITAN STATISTICAL AREA (1984)

Sharon, PA
Sheboygan, WIS
Sherman-Dennison, TX
Shreveport, LA
Sioux City, IOWA-NEBR
Sioux Falls, S DAK
South Bend-Mishawaka, IND
Spokane, WASH
Springfield, ILL
Springfield, MO
Springfield, MASS
Stamford, CONN
State College, PA
Staubenville-Weirton, OHIO-W. VA.
Stockton, CA
Syracuse, NY
Tacoma, WASH
Tallahassee, FLA
Tampa-St Petersburg-Clearwater, FLA
Terre Haute, IND
Texarkana, TX, Texarkana, ARK
Toledo, OHIO
Topeka, KANS
Trenton, NJ
Tuscon, ARIZ
Tulsa, OKLA
Tuscaloosa, ALA
Tyler, TX
Utica-Rome, NY
Vallejo-Fairfield-Napa, CA
Vancouver, WASH
Victoria, TX
Vineland-Millville-Bridgeton, NJ
Visalia-Tulare-Porterville, CA
Waco, TX
Washington, DC, MD-VA
Waterbury, CONN
Waterloo-Cedar Falls, IOWA
Wausau, WIS
West Palm Beach-Boca Raton-Delray-
     Beach, FLA
Wheeling, W. VA.-OHIO
Wichita, KANS
Wichita Falls, TX
Williamsport, PA
Wilmington, DEL-NJ-MD
Wilmington, NC
Worchester, MASS
Yakima, WASH
York, PA
Youngstown-Warren, OHIO

Yuba City, CA

THEMES

1 LEGISLATIVE ASPECTS OF DRINKING & DRIVING
   11   Law/Policy Passed
   12   Law/Policy Defeated
   13   Bill/Law/Policy Being Discussed/Explained
   14   Impact of Law Discussed
   15   Historical Background for law/policy explained
   18   Other legislative aspect not specified above

2 JUDICIAL ASPECTS OF DRINKING AND DRIVING
   21   Reviews on Judges' or Courts' Processing of DUI cases
   22   Constitutionality of law passed
   23   Constitutionality of enforcement practices in DUI cases
   24   Reports of specific convictions and/or sentences for DWI
   25   General trends in convictions and sentencing
   27   Reports on jail/prison conditions due to DUI offenders (e.g., overcrowding)
   28   Other judicial aspects not specified above

3 LAW ENFORCEMENT ISSUES IN DRINKING & DRIVING
   31   Law Enforcement Strategies (e.g., roadblocks, undercover in bars, breathalyzers)
   32   Reports of specific arrests or arrested for DWI
   33   General trends in arrests
   38   Other law enforcement issue not specified above

4 ACCIDENT - RELATED ISSUES IN DRINKING & DRIVING
   41   Report on accident(s) involving a drinking driver
   42   Report on victim(s) of accident(s) involving drinking drivers
   43   General trends in accident rates linked to change in laws
   44   General trends in accident rates
   48   Other accident-related issue not specified above

5 PROGRAMS ON DRINKING & DRIVING
   51   Prevention/education programs on drinking & driving (e.g. forums)
   52   Treatment issues involving sentenced drinking drivers
   53   New ideas being suggested to deal with the problems associated with drinking and driving
   54   New technology (e.g., breathalyzer)
   55   Campaign against DUI (local, state or federal)(e.g. happy hours' ban, no alcohol sold by gas stations)
   58   Other aspect related to programs on drinking and driving

6 PUBLIC'S RESPONSE TO DRINKING DRIVER ISSUE
   61   Reports on groups advocating change in laws (e.g., MADD, RID)
   62   Trends in public opinion on drinking while driving
   63   How to avoid getting arrested or jailed
   68   Other aspects on public's response to drinking driver issue

7 ECONOMIC-MANAGEMENT ISSUES INVOLVING DRINKING AND DRIVING
  71 Social costs of DUI (e.g., loss of lives in general)
  72 Individual costs of DUI (e.g., personal burdens because of an individual life lost or injury to an individual)
  73 Task Force investigating alcohol-related problem and actually doing work
  78 Other management issue involving drinking and driving

88 OTHER

99 NOT APPLICABLE

APPENDIX E

SPECIFIC LAWS/POLICIES/PRACTICES

01   Raise the drinking age
02   Increase the sanctions/penalties for drinking drivers (e.g. automatic license revocation, mandatory prison sentence, additional fines, lower the legal BAC level, impound cars)
03   Decrease the sanctions/penalties for drinking drivers (e.g. replacing jail/prison terms with mandatory treatment, increase the BAC level that is illegal for drivers, more community service alternatives)
04   Outlaw open containers of alcohol in vehicles
05   Curtail the availability of alcohol (e.g. abolishing happy hours, prohibiting the sale of alcohol by gas stations)
06   Expand the availability of alcohol (e.g. allow beer to be sold in city parks)
07   Expand enforcement practices with respect to drinking and driving (e.g. approving spot checks, roadblocks)
08   Curtail servers'/party hosts' liability with respect to drinking drivers
09   Expand servers'/party hosts' liability with respect to drinking drivers
10   Compensate victims of accidents involving drinking drivers
11   Expand educational efforts on drinking and driving
12   Expand alternative transportation possibilities for people who have been drinking alcohol
13   Curtail advertising of alcoholic beverage
14   Pass laws on passengers in vehicles (e.g. make passengers BAC level illegal at certain levels, passengers riding with drivers arrested for DUI given penalties)
88   Other
99   Not Applicable

APPENDIX F

ORIGINS OF LAWS, POLICIES OR PRACTICES

1   Institutional (e.g. university, military)

2   City

3   County

4   State

5   Federal

8   Other

9   Not specified

ACTORS

ELECTED EXECUTIVE OFFICIAL
01 On federal level (e.g., President)
02 On state level (e.g., Governor)
03 On county level (e.g., Supervisor)
04 On city level (e.g., Mayor)

LEGISLATOR/LEGISLATURE
05 On federal level
06 On state level

GOVERNMENT AGENCY HEAD OR SPOKESPERSON
07 On federal level (e.g., NHTSA)
08 On state level (e.g., DMV)
09 On county level (e.g., Health Department)
10 On city level (e.g., Recreation and Parks Department)

OTHER GOVERNMENT BUREAUCRAT
11 On federal level (e.g., NHTSA)
12 On state level (e.g., DMV)
13 On county level (e.g., Health Department)
14 On city level (e.g., Recreation and Parks Department)

JUDICIARY
15 Judge/Magistrate/Court
16 Government lawyer (e.g., prosecutor, district attorney, public defender)
17 Private lawyer (e.g., Defense Attorney)

LAW ENFORCEMENT
18 On state level (e.g., highway patrol)
19 On county level (e.g., sheriff)
20 On city level (e.g., local police)

NONSPECIFIC GENERAL ACTORS
21 U.S. (country) or a federal agency (e.g., NHTSA)
22 A state or a state agency (e.g., DMV)
23 A county or a county agency (e.g., Health Department)
24 A city or a city agency (e.g., Recreation and Parks Department)
25 A law, policy, or practice on drinking and driving (includes bills)

OTHER GROUPS OR MEMBER/FOUNDER OF GROUP
26 Community Action Group (e.g., MADD, RID, SADD, SMART)
27 Civic Group (e.g., Lions Club, Rotary Club, Trade Bureau)

INSTITUTIONS OR THEIR REPRESENTATIVES
28 Business (e.g., bar, tavern, retail liquor store, restaurant)
29 Alcohol Industry (e.g., Anheuser-Busch, Seagram's, Wine institute, DISCUS)
30 Insurance (e.g., John Hancock, insurance salesperson)
31 Media (e.g., journalist, newspaper editor—NOT MEDIA STAR, see #38)
32 School/Educational Institution (e.g., administrators, teachers, students)
33 Research Institute (e.g., researcher)

34	Medical or Treatment Institution (e.g., medical or treatment staff, AA, alcohol counselor)
35	Religious Organization (e.g., clergy, member)
36	Military Institution (e.g., officer)
37	Task Force

OTHER INDIVIDUALS

38	Personality/Celebrity (e.g., Johnny Carson)
39	Driver/Operator of Vehicle (DUI only)
40	Passenger in car
41	Victim or Victim's Family (e.g., driver of car in accident but not charged with DUI accident)
42	Unknown Individual/Citizen (e.g., bystander, driver not associated with DUI accident)
43	Several people (USE WHEN SEVERAL PEOPLE ARE INVOLVED)(e.g., forum)

88	OTHER

99	NOT APPLICABLE

APPENDIX H

ACTIONS

01 Proposed, supported (e.g., legislative action)/upholds (e.g., judicial action)

02 Complained, criticized, opposed (legislative action)/reversed (e.g., judicial action)

03 Voted for, pass (e.g., legislation)

04 Voted Against, did not pass (e.g., legislation)

05 Spoke about/Voiced Concern

06 Argued/Debated/Discussed (e.g., a lawyer in court, in open forum)

07 Implemented/Caused (e.g, law, plan, organization, other action)

08 Reported/Studied (e.g., spokesperson presenting data to an audience)

09 Was/Will Be/Is Subject to/Involved In (e.g., victimized)

10 Driving Erratically but not resulting in an arrest or a charge (e.g., weaving down the road)

11 Driving Normally (e.g., driving home from work)

12 Was charged/arrested/convicted/punished for DUI

13 Presided over a case (e.g., by a judge)

14 Educating, lectures, speech

15 Fought ticket

16 Operation Action (stopped or questioned) occurs (e.g., police don't arrest a driver)

17* Planning to/thinking about/anticipating (some action)

18* Should do/pass/does advocate (e.g., law, action)

19* Should not do/pass/does not advocate (e.g., law, action)

88 OTHER

99 NOT APPLICABLE

*These codes denote advocacy actions and are most often found in editorials

APPENDIX I

RESULTING EFFORTS

01   Legislation (vote, supported, lobbied)

02   DWI Program (e.g., SADD meetings, treatment program)

03   DWI Problem (e.g., high level of drinking and driving, awareness of DWI problem)

04   Enforcement Action (stopping, questioning, testing, or arresting person)

05   Sanctioning/Sentencing Action (e.g. court action, fines, probation, jail or prison)

06   Crash/Accident/Trends in accidents (e.g., DUI person)

07   Injury and Loss/Death (e.g., victim)

08   Technical Development (e.g., Breathalyzer)

09   Media Campaign (e.g., Michael Jackson providing song for anti-DUI campaign)

10   Research Findings/New information (e.g., Gallup polls)

11   Education (e.g., classes on DUI in school, forum)

12   Beverage sales

*13   Controversy, strain, stress (e.g., diversifying opinions, increasing workloads)

88   OTHER

99   NOT APPLICABLE

*Use as a last resort if no other category is applicable.

APPENDIX K

REASONS FOR REDUCING DWI DRIVERS

01   New state law (e.g., raising the drinking age)

02   New federal law

03   New government policy at the state level

04   New government policy at the federal level

05   Better law enforcement (e.g., roadblocks)

06   Increased public awareness (e.g., change in public opinions)

07   Economic issues (e.g., GNP, insurance)

08   Community action group e.g., MADD, RID)

09   Civic group (e.g., Lion's Club)

10   Media (e.g., newspaper or television coverage)

11   Special programs (e.g., films on drinking and driving)

12   Climatic changes

88   OTHER

99   NOT APPLICABLE

APPENDIX L

IMPLICATIONS OF THE ARTICLE

01. Most alcohol-related traffic problems are due to a small number of persons who abuse alcohol.
    Variations: Only people with drinking problems DWI.

02. You don't have to be a problem drinker to DWI; social drinkers are also part of the problem. (This item refers to the public in general.)

03. Some people can drive safely when legally drunk.
    Variations: 1. Some people can drive safely with high BAC's (others drive unsafely at lower BAC's).
    2. Some people can hold their liquor (others can't).

04. You can be impaired even though your BAC is less than .10. (You can be impaired even though not legally drunk.)

05. A person does not have to be "dead" drunk (also obviously/dangerously/falling down drunk) to drive alcohol-impaired. (This refers to how a person perceives him/herself.)

06. You can be alcohol-impaired before it is apparent to those around you. (This refers to how others perceive a person.)

07. Individuals need ways to tell when they should not drive after drinking.

08. The DWI problem won't be reduced until societal attitudes about drinking and driving change.

09. People are/are becoming more negative about driving after drinking.
    Variations: 1. People are drinking and driving less.
    2. Attitudes about drinking are becoming less tolerant.

10. People's attitudes are not changing about drinking and driving.

11. Individuals must take/are taking responsibility to avoid driving after they have been drinking and prevent others from doing so (e.g., don't drink alcohol, stop drinking early, make driving arrangements beforehand, intervene to prevent others from DWI).

12. Groups of individuals are joining/must join together to designate one person as the non-drinking driver.

13. Servers of alcoholic beverages (including bartenders, party hosts, friends) should be held responsible for injuries resulting from the overindulgence of their patrons' friends.

14. Servers of alcohol beverages (including bartenders, party hosts, friends) should not be held responsible for injuries resulting from the overindulgence of their patrons' friends.

15. The risk of being caught and punished is/will be high/higher (e.g., includes new enforcement techniques implying getting caught, loopholes to avoid convictions are being eliminated). CERTAINTY OF PUNISHMENT IS ISSUE HERE.

16. The risk of getting caught and punished is/will be low/lower (e.g., includes implications that enforcement of laws is not adequate; insufficient resources exist to catch drunk drivers; loopholes to avoid convictions exists; roadblocks don't net many arrests). CERTAINTY OF PUNISHMENT IS THE ISSUE HERE.

17. Punishment for DWI is/is getting/will get more severe. SEVERITY OF PUNISHMENT IS THE ISSUE HERE.

18. Punishment for DWI is/is getting/will get less severe. SEVERITY OF PUNISHMENT IS THE ISSUE HERE).

19. The financial consequences of DWI for offenders (e.g., insurance sanctions, court costs, fines, DWI schools) are/are becoming tougher (includes haven't changed).

20. The financial consequences of DWI for offenders (e.g., insurance sanctions, court costs, fines, DWI schools) are/are becoming less tough (includes haven't changed).

21. Enforcement/punishment for DWI is too tough (includes concepts such are the crime doesn't warrant the punishment; unfair to throw first offender in jail).

22. Enforcement/punishment for DWI is not tough enough (includes judges are not convicting).

23. An enforcement technique or techniques (e.g., breathalyzer tests) is/are not accurate.

24. An enforcement technique or techniques is/are oppressive/unconstitutional/a violation of civil liberties/invasion of privacy.

25. DWI enforcement/convictions is/are having or will have a deleterious effect on the legal system (e.g. typing up the courts, crowding the jails).

26. More needs to be done to change the drinking-driving environment with respect to availability of public transportation, taxis, pick-up vans.

27. "Environment" with respect to alcohol availability needs to change (e.g. includes youth, happy hours, two-for-ones).

28. "Environment" with respect to alcohol presentations in advertising and other media needs to change.

29. "Per se" laws are advocated. That is, regardless of the presence or absence or behavioral indications of alcohol impairment (e.g., weaving, slurred speech, accident/injury), a driver with a specific BAC is/should be considered impaired and cited for drunk driving.

30. Because the potential for damage is so great, people should not drive after drinking at all (or society should not tolerate any driving after drinking).

*31. Society/community is acting on the problem (correctly).

*32. Society/community is debating the problem.

*33. Society/community is acting on the problem, but in the wrong way.

*34. People (grass roots) are upset about DWI.

*35. People (grass roots) are doing something about DWI.

*36. DWI is a problem.

*Use only when this specific point is repeatedly made and no other codes are relevant.

APPENDIX 3

FREQUENCIES

CODING INSTRUMENT.

NHTSA MEDIA STUDY
Prevention Research Center
2532 Durant Avenue
Berkeley, California 94704

ID of Article:

ID of Coder:

CODE QUESTIONS 1 THROUGH 17 BEFORE READING THE ARTICLE.

SECTION I. CHARACTERISTICS OF NEWSPAPERS

1. Newspaper Name _____

2. Newspaper Location _____

3. In what region is the newspaper located?

   (SEE PAGE 66 FOR FREQUENCIES)

4. Is the newspaper's distribution? (ASK RHODA IF UNSURE)

%	(n)		
93%	(268)	1	On a daily basis
6%	(18)	2	On a weekly basis
1%	(2)	3	Other (specify) _____
–	(12)	9	Information Not Available

5. Is the newspaper's distribution? (See manual)

10%	(30)	1	Nationwide (INCLUDES ONLY THE FOLLOWING NEWSPAPERS — New York Times, Wall Street Journal, USA Today, Christian Science Monitor Wall Street Journal, USA Today)
65%	(186)	2	Metropolitan (ANY NEWSPAPER ORIGINATING WITHIN A SMSA. SEE APPENDIX C FOR ALPHABETICAL LIST OF CITIES.)
25%	(72)	3	Small Town or Rural Area (e.g., Turlock Journal, San Luis Obispo Telegram-Tribune)
0%	(0)	4	Other (specify) _____
–	(12)	9	Information Not Available

SECTION II. CHARACTERISTICS OF ARTICLES (please write neatly)

6. Headline of Article:_____

_____

58

7. What is the <u>main</u> theme of the headline?
    SEE PAGE 67 FOR FREQUENCIES.

IF A LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN HEADLINE, GO
    TO NEXT QUESTION.

IF NO LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN HEADLINE, GO
    TO Q. 10.

8. The law, policy or practice discussed in the headline did/would
    do which of the following: SEE PAGE 69 FOR FREQUENCIES.

9. On what level was the law, policy or practice formulated?
    SEE PAGE 70 FOR FREQUENCIES.

IN THE SPACE BELOW, WRITE A SENTENCE PARAPHRASING THE HEADLINE IN THE
    ACTIVE VOICE, IF POSSIBLE. THEN CODE THE SENTENCE IN QUESTIONS 10-12.

---

10. What is the subject (person, group, law, policy or practice) mentioned by the headline?
     SEE PAGE 71 FOR FRENQUENCIES.

11. How is this subject involved according to the headline?
     SEE PAGE 73 FOR FREQUENCIES.

12. In what type of effort is the subject involved? SEE PAGE 74 FOR
     FREQUENCIES. IF OTHER, SPECIFY: _____

13. Is there a subheading? (THIS DOES NOT INCLUDE A SECOND HEADLINE
     FOR A CONTINUED ARTICLE.)

  8%   (23) 1 YES   1983 - 32% (95)
 92%   (270) 2 NO   1984 - 68% (199)
missing (7)   *missing (6)*
14. Date of Article:
     (SEE PAGE 79 FOR FREQUENCIES)

15. On which day of the week did the article appear?

  %   *n*

 12%   *36*   1 Monday
 14%   *42*   2 Tuesday
 16%   *48*   3 Wednesday
 21%   *61*   4 Thursday
 17%   *49*   5 Friday
 10%   *28*   6 Saturday
 10%   *28*   7 Sunday
   -      *8*   9 Information Not Available

16. Where was the article located in the newspaper?

%	n		
34%	22	1	On Front Page
11%	7	2	On Front Page of a Later Section
55%	35	3	Other (specify page and section)
--	236	9	Information Not Available

17. What is the source of the article?

%			
8%	(25)	1	Wire Service (specify)
42%	(123)	2	Local Source (e.g., by a staff writer)
4%	(11)	3	Credited author but don't know if staff or wire service
1%	(2)	4	Combination of wire service and local source
1%	(3)	5	From another newspaper
42%	(125)	6	No credit is given
2%	(7)	8	Other (e.g., noncredited source)
--	(4)	9	Information Not Available

18. What type of article is it?

%			
39%	(116)	1	News report (e.g., current events, past 24 hours, hard news)
31%	(92)	2	Feature (non-current events over 24 hours old, soft news)
1%	(2)	3	Column
22%	(65)	4	Editorial
1%	(2)	5	Letter to the Editor
0%	(0)	6	Cartoon
7%	(22)	7	Filler (small, maybe no headline)
--	(1)	8	Other (specify)
		9	Information Not Available

19. How many paragraphs are in the article?

mean = 13

20. Is the article accompanied by any graphics? (INDICATE NUMBERS OF ALL THAT APPLY—LIMITED TO THREE.)

#1 FIRST RESPONSE

%			
8%	(3)	1	tables (features headings and numbers only)
13%	(5)	2	figures or drawings
68%	(26)	3	photographs
0%	(0)	4	sidebars
3%	(1)	5	cartoons or logos
8%	(3)	8	other (specify) _____
--	(262)	9	none of the above

SECTION III. DETAILED CONTENT OF ARTICLES

21.   What is the <u>main</u> theme of the article?
       SEE PAGE 67 FOR FREQUENCIES.

IF A LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN THE ARTICLE,
    GO TO NEXT QUESTION.

IF NO LAW, POLICY OR LAW ENFORCEMENT PRACTICE IS MENTIONED IN THE ARTICLE,
    PROCEED TO Q. 24.

22.   The law, policy or practice discussed in the article did/would do which of the following?
       SEE PAGE 69 FOR FREQUENCIES.

23.   On what level was the law or policy formulated?
       SEE PAGE 70 FOR FREQUENCIES.

THE NEXT THREE QUESTIONS ANALYZE THE FIRST THREE PARAGRAPHS OF THE
ARTICLE. FOR EDITORIALS ONLY, CODE FIRST TWO AND LAST PARAGRAPHS.
BEFORE DECIDING HOW TO CODE PARAGRAPHS, WRITE A TOPIC SENTENCE
SUMMARIZING THE MAIN POINT OF THE PARAGRAPH IN THE ACTIVE VOICE, IF
POSSIBLE.

24. What is the main subject (person, group, law, policy or practice) mentioned in EACH of these paragraphs? SEE PAGE 71 FOR FREQUENCIES.

25. How is each subject involved according to the paragraph coded?
SEE PAGE 73 FOR FREQUENCIES.

26. In what type of effort is the subject involved?
SEE PAGE 74 FOR FREQUENCIES.

* For editorials, third code indicates last, rather than third, paragraph.

FOR EDITORIALS ONLY, ANSWER THE NEXT QUESTION. OTHERWISE, CODE AS (9).

27. Which of the following summary statements most closely approximates the editorial stance?

37% *(22)* 1 A law, policy or practice on diving under the influence (DUI) is good.

18% *(11)* 2 A law, policy, or practice on driving under the influence (DUI) is bad.

33% *(20)* 3 A law, policy, or practice related to drinking and driving should be passed/done.

7% *(4)* 4 Action on the problem of DUI urged (not legislative).

3% *(2)* 5 General outrage or expression of concern about DWI, highway safety, lives lost.

2% *(1)* 8 Other (specify) _____

-- *(240)* 9 Not applicable

SECTION IV. IMPLICATIONS OF THE ARTICLES

28. Is someone or something credited with reducing the number of people driving while intoxicated (DWI)? CODE AS YES ONLY WHEN THE ARTICLE EXPLICITLY SAYS THIS AND WHEN THE REDUCTION IS NOT TEMPORARY.

41% *(123)* 1 YES
59% *(177)* 2 NO
           9 Not Applicable

29. Who or what is credited with reducing the number of people driving while intoxicated (DWI)? SEE PAGE 75 FOR FREQUENCIES.
RANK TOP THREE.

30. Is someone or something credited with increasing the numbers of people arrested for driving while intoxicated (DWI)? CODE AS YES ONLY WHEN THE ARTICLE EXPLICITLY SAYS THIS AND WHEN THE INCREASE IS NOT TEMPORARY.

17% *(50)* 1 YES
83% *(249)* 2 NO
-- *(1)* 9 Not Applicable

Page 63

31. Who or what is credited with increasing the numbers of people arrested for diving while intoxicated (DWI)? SEE PAGE 75 FOR FREQUENCIES.
RANK TOP THREE.

32. What are the implications of the article? SEE PAGE 76 FOR FREQUENCIES. INDICATE ONLY THOSE THAT REOCCUR IN THE ARTICLE, NOT THOSE THAT ARE ONLY IMPLIED IN ONLY ONE PARAGRAPH (UNLESS IT IS VERY CENTRAL) IN THE ARTICLE.

33. Overall, the article supports increased activity to reduce drunk driving.

27%	(80)	1	Strongly Agree
52%	(156)	2	Agree
17%	(52)	3	Undecided
4%	(11)	4	Disagree
0%	(1)	5	Strongly Disagree

APPENDIX A
CODERS

%	n		
41	(124)	1	Ann-Marie Askew
45	(134)	2	Patrick Macdonald
14	(42)	3	Rhoda Estep

APPENDIX B

GEOGRAPHIC REGIONS OF THE U.S.

%	(n)			%	(n)		
9%	(26)	1	New England	7%	(20)	7	West South Central
			Maine				Arkansas
			New Hampshire				Louisiana
			Vermont				Oklahoma
			Massachusetts				Texas
			Rhode Island				
			Connecticut	14%	(42)	8	Mountain
							Montana
16%	(47)	2	Middle Atlantic				Idaho
			New York				Wyoming
			New Jersey				Colorado
			Pennsylvania				New Mexico
							Arizona
13%	(54)	3	East North Central				Utah
			Ohio				Nevada
			Indiana				
			Illinois	7%	(20)	9	Pacific
			Michigan				Washington
			Wisconsin				Oregon
							California
15%	(44)	4	West North Center				Alaska
			Minnesota				Hawaii
			Iowa				
			Missouri	0%	(0)	0	Information not available
			North Dakota				
			South Dakota				
			Nebraska				
			Kansas				
10%	(31)	5	South Atlantic				
			Delaware				
			Maryland				
			District of Columbia				
			Virginia				
			West Virginia				
			North Carolina				
			South Carolina				
			Georgia				
			Florida				
5%	(16)	6	East South Central				
			Kentucky				
			Tennessee				
			Alabama				
			Mississippi				

THEMES

Headline Article

		1	**LEGISLATIVE ASPECTS OF DRINKING & DRIVING**
1% (4)	1%(3)	11	Law/Policy Passed
1% (2)	2%(5)	12	Law/Policy Defeated
14%(39)	21%(62)	13	Bill/Law/Policy Being Discussed/Explained
6%(16)	9%(28)	14	Impact of Law Discussed
0%(0)	1%(2)	15	Historical Background for law/policy explained
1%(3)	0%(1)	18	Other legislative aspect not specified above

		2	**JUDICIAL ASPECTS OF DRINKING AND DRIVING**
4%(10)	5%(16)	21	Reviews on Judges' or Courts' Processing of DUI cases
2%(6)	2%(7)	22	Constitutionality of law passed
2%(5)	2%(7)	23	Constitutionality of enforcement practices in DUI cases
1%(3)	2%(5)	24	Reports of specific convictions and/or sentences for DWI
1%(3)	2%(5)	25	General trends in convictions and sentencing
0%(0)	0%(1)	27	Reports on jail/prison conditions due to DUI offenders (e.g., overcrowding)
3%(9)	1%(2)	28	Other judicial aspects not specified above

		3	**LAW ENFORCEMENT ISSUES IN DRINKING & DRIVING**
11%(32)	13%(39)	31	Law Enforcement Strategies (e.g., roadblocks, undercover in bars, breathalyzers)
0%(1)	0%(1)	32	Reports of specific arrests or arrested for DWI
3%(9)	4%(12)	33	General trends in arrests
2%(6)	1%(2)	38	Other law enforcement issue not specified above

		4	**ACCIDENT - RELATED ISSUES IN DRINKING & DRIVING**
0%(0)	0%(0)	41	Report on accident(s) involving a drinking driver
0%(0)	0%(0)	42	Report on victim(s) of accident(s) involving drinking drivers
1%(2)	2%(7)	43	General trends in accident rates linked to change in laws
2%(7)	1%(2)	44	General trends in accident rates
1%(2)	0%(1)	48	Other accident-related issue not specified above

		5	**PROGRAMS ON DRINKING & DRIVING**
9%(25)	10%(29)	51	Prevention/education programs on drinking & driving (e.g. forums)
1%(2)	1%(3)	52	Treatment issues involving sentenced drinking drivers
2%(5)	2%(5)	53	New ideas being suggested to deal with the problems associated with drinking and driving
0%(1)	0%(1)	54	New technology (e.g., breathalyzer)
8%(23)	6%(19)	55	Campaign against DUI (local, state or federal)(e.g. happy hours' ban, no alcohol sold by gas stations)
1%(2)	0%(0)	58	Other aspect related to programs on drinking and driving

		6	**PUBLIC'S RESPONSE TO DRINKING DRIVER ISSUE**
4%(10)	5%(14)	61	Reports on groups advocating change in laws (e.g., MADD, RID)
2%(5)	10%(2)	62	Trends in public opinion on drinking while driving
0%(0)	0%(0)	63	How to avoid getting arrested or jailed
1%(3)	2%(5)	68	Other aspects on public's response to drinking driver issue

		7	ECONOMIC-MANAGEMENT ISSUES INVOLVING DRINKING AND DRIVING
1%(4)	1%(2)	71	Social costs of DUI (e.g., loss of lives in general)
1%(2)	0%(1)	72	Individual costs of DUI (e.g., personal burdens because of an individual life lost or injury to an individual)
1%(4)	0%(9)	73	Task Force investigating alcohol-related problem and actually doing work
1%(4)	0%(1)	78	Other management issue involving drinking and driving

14%(39) 0%(1) **88**   **OTHER** _____

--(12)   99   NOT APPLICABLE

APPENDIX E

SPECIFIC LAWS/POLICIES/PRACTICES

01   Raise the drinking age
02   Increase the sanctions/penalties for drinking drivers (e.g. automatic license revocation, mandatory prison sentence, additional fines, lower the legal BAC level, impound cars)
03   Decrease the sanctions/penalties for drinking drivers (e.g. replacing jail/prison terms with mandatory treatment, increase the BAC level that is illegal for drivers, more community service alternatives)
04   Outlaw open containers of alcohol in vehicles
05   Curtail the availability of alcohol (e.g. abolishing happy hours, prohibiting the sale of alcohol by gas stations)
06   Expand the availability of alcohol (e.g. allow beer to be sold in city parks)
07   Expand enforcement practices with respect to drinking and driving (e.g. approving spot checks, roadblocks)
08   Curtail servers'/party hosts' liability with respect to drinking drivers
09   Expand servers'/party hosts' liability with respect to drinking drivers
10   Compensate victims of accidents involving drinking drivers
11   Expand educational efforts on drinking and driving
12   Expand alternative transportation possibilities for people who have been drinking alcohol
13   Curtail advertising of alcoholic beverage
14   Pass laws on passengers in vehicles (e.g. make passengers BAC level illegal at certain levels, passengers riding with drivers arrested for DUI given penalties)
88   Other
99   Not Applicable

Codes	Headline	Article
01	17%(21)	18%(40)
02	14%(17)	35%(90)
03	3%(3)	4%(11)
04	0%(0)	1%(2)
05	0%(0)	0%(1)
06	1%(1)	0%(1)
07	23%(28)	20%(52)
08	1%(1)	0%(1)
09	1%(1)	1%(2)
10	3%(3)	5%(5)
11	3%(4)	5%(12)
12	3%(3)	5%(12)
13	0%(0)	0%(0)
14	0%(0)	0%(0)
88	33%(40)	8%(21)
99	-(178)	-(44)

APPENDIX F

ORIGINS OF LAWS, POLICIES OR PRACTICES

1   Institutional (e.g. university, military)

2   City

3   County

4   State

5   Federal

8   Other

9   Not specified

Code	Headline	Article
1	2%(1)	3%(8)
2	19%(10)	8%(20)
3	2%(1)	7%(18)
4	69%(37)	7%(182)
5	7%(4)	7%(19)
8	2%(1)	4%(10)
9	-(246)	-43%

APPENDIX G

ACTORS

ELECTED EXECUTIVE OFFICIAL
- 01   On federal level (e.g., President)
- 02   On state level (e.g., Governor)
- 03   On county level (e.g., Supervisor)
- 04   On city level (e.g., Mayor)

LEGISLATOR/LEGISLATURE
- 05   On federal level
- 06   On state level

GOVERNMENT AGENCY HEAD OR SPOKESPERSON
- 07   On federal level (e.g., NHTSA)
- 08   On state level (e.g., DMV)
- 09   On county level (e.g., Health Department)
- 10   On city level (e.g., Recreation and Parks Department)

OTHER GOVERNMENT BUREAUCRAT
- 11   On federal level (e.g., NHTSA)
- 12   On state level (e.g., DMV)
- 13   On county level (e.g., Health Department)
- 14   On city level (e.g., Recreation and Parks Department)

JUDICIARY
- 15   Judge/Magistrate/Court
- 16   Government lawyer (e.g., prosecutor, district attorney, public defender)
- 17   Private lawyer (e.g., Defense Attorney)

LAW ENFORCEMENT
- 18   On state level (e.g., highway patrol)
- 19   On county level (e.g., sheriff)
- 20   On city level (e.g., local police)

NONSPECIFIC GENERAL ACTORS
- 21   U.S. (country) or a federal agency (e.g., NHTSA)
- 22   A state or a state agency (e.g., DMV)
- 23   A county or a county agency (e.g., Health Department)
- 24   A city or a city agency (e.g., Recreation and Parks Department)
- 25   A law, policy, or practice on drinking and driving (includes bills)

OTHER GROUPS OR MEMBER/FOUNDER OF GROUP
- 26   Community Action Group (e.g., MADD, RID, SADD, SMART)
- 27   Civic Group (e.g., Lions Club, Rotary Club, Trade Bureau)

INSTITUTIONS OR THEIR REPRESENTATIVES
- 28   Business (e.g., bar, tavern, retail liquor store, restaurant)
- 29   Alcohol Industry (e.g., Anheuser-Busch, Seagram's, Wine institute, DISCUS)
- 30   Insurance (e.g., John Hancock, insurance salesperson)
- 31   Media (e.g., journalist, newspaper editor—NOT MEDIA STAR, see #38)
- 32   School/Educational Institution (e.g., administrators, teachers, students)
- 33   Research Institute (e.g., researcher)

34	Medical or Treatment Institution (e.g., medical or treatment staff, AA, alcohol counselor)
35	Religious Organization (e.g., clergy, member)
36	Military Institution (e.g., officer)
37	Task Force

OTHER INDIVIDUALS

38	Personality/Celebrity (e.g., Johnny Carson)
39	Driver/Operator of Vehicle (DUI only)
40	Passenger in car
41	Victim or Victim's Family (e.g., driver of car in accident but not charged with DUI accident)
42	Unknown Individual/Citizen (e.g., bystander, driver not associated with DUI accident)
43	Several people (USE WHEN SEVERAL PEOPLE ARE INVOLVED)(e.g., forum)
88	OTHER
99	NOT APPLICABLE

APPENDIX G (continued)

Codes	Headline	1st ¶ Article	2nd ¶ Article	3rd ¶ Article
01	0%(0)	0%(1)	0%(0)	0%(1)
02	1%(2)	2%(6)	3%(8)	1%(3)
03	0%(0)	1%(2)	0%(1)	0%(0)
04	0%(0)	0%(0)	0%(0)	0%(0)
05	1%(2)	1%(4)	0%(1)	0%(1)
06	4%(13)	11%(33)	10%(26)	9%(23)
07	0%(0)	1%(2)	1%(2)	2%(4)
08	1%(2)	3%(9)	3%(8)	5%(12)
09	0%(0)	0%(1)	0%(1)	0%(1)
10	0%(0)	0%(0)	0%(0)	0%(1)
11	0%(0)	1%(3)	2%(4)	1%(2)
12	0%(1)	1%(3)	2%(4)	2%(5)
13	0%(0)	0%(0)	0%(0)	1%(2)
14	0%(0)	0%(0)	0%(0)	1%(2)
15	6%(17)	8%(14)	7%(20)	6%(16)
16	1%(4)	1%(4)	4%(11)	3%(7)
17	0%(1)	1%(2)	0%(1)	1%(2)
18	2%(6)	4%(12)	4%(10)	3%(9)
19	1%(2)	1%(2)	1%(3)	1%(2)
20	1%(2)	3%(8)	6%(15)	3%(7)
21	1%(0)	2%(6)	1%(2)	1%(3)
22	13%(39)	4%(12)	4%(10)	2%(3)
23	1%(2)	1%(2)	2%(4)	0%(1)
24	3%(8)	3%(8)	1%(2)	0%(0)
25	13%(38)	6%(17)	7%(20)	5%(14)
26	1%(4)	4%(11)	3%(9)	4%(10)
27	0%(1)	1%(2)	0%(1)	0%(1)

Codes	Headline	1st ¶ Article	2nd ¶ Article	3rd ¶ Article
28	0%(1)	1%(3)	2%(4)	1%(2)
29	0%(0)	0%(1)	0%(1)	0%(1)
30	0%(0)	0%(1)	0%(1)	0%(0)
31	19%(55)	16%(47)	14%(37)	26%(70)
32	4%(13)	5%(15)	5%(13)	4%(10)
33	0%(1)	1%(2)	0%(1)	0%(1)
34	0%(1)	0%(1)	1%(3)	0%(0)
35	0%(0)	0%(0)	3%(9)	0%(0)
36	0%(1)	0%(0)	1%(3)	0%(0)
37	2%(5)	2%(7)	3%(9)	3%(8)
38	1%(2)	0%(1)	1%(3)	1%(2)
39	5%(15)	6%(18)	4%(11)	5%(4)
40	0%(0)	0%(0)	0%(0)	0%(0)
41	0%(0)	0%(0)	0%(0)	1%(2)
42	4%(11)	2%(7)	2%(6)	3%(8)
43	10%(30)	6%(19)	5%(13)	4%(10)
88	5%(15)	2%(5)	2%(6)	2%(4)
99	--(6)	--(0)	--(28)	--(34)

ACTIONS

01   Proposed, supported (e.g., legislative action)/upholds (e.g., judicial action)

02   Complained, criticized, opposed (legislative action)/reversed (e.g., judicial action)

03   Voted for, pass (e.g., legislation)

04   Voted Against, did not pass (e.g., legislation)

05   Spoke about/Voiced Concern

06   Argued/Debated/Discussed (e.g., a lawyer in court, in open forum)

07   Implemented/Caused (e.g, law, plan, organization, other action)

08   Reported/Studied (e.g., spokesperson presenting data to an audience)

09   Was/Will Be/Is Subject to/Involved In (e.g., victimized)

10   Driving Erratically but not resulting in an arrest or a charge (e.g., weaving down the road)

11   Driving Normally (e.g., driving home from work)

12   Was charged/arrested/convicted/punished for DUI

13   Presided over a case (e.g., by a judge)

14   Educating, lectures, speech

15   Fought ticket

16   Operation Action (stopped or questioned) occurs (e.g., police don't arrest a driver)

17*   Planning to/thinking about/anticipating (some action)

18*   Should do/pass/does advocate (e.g., law, action)

19*   Should not do/pass/does not advocate (e.g., law, action)

88   OTHER

99   NOT APPLICABLE

*These codes denote advocacy actions and are most often found in editorials

APPENDIX H (continued)

Codes	Headlines	1st ¶ Article	2nd ¶ Article	3rd ¶ Article
01	19%(51)	16%(49)	11%(31)	20%(54)
02	7%(18)	7%(22)	4%(12)	8%(22)
03	3%(9)	5%(16)	3%(9)	1%(3)
04	2%(6)	2%(5)	2%(5)	2%(4)
05	8%(22)	13%(38)	20%(54)	21%(55)
06	14%(37)	12%(36)	15%(40)	16%(43)
07	14%(37)	17%(52)	16%(44)	9%(23)
08	4%(12)	4%(12)	9%(23)	5%(14)
09	9%(24)	8%(25)	7%(19)	5%(14)
10	0%(1)	0%(1)	0%(1)	0%(0)
11	0%(1)	0%(1)	0%(0)	0%(0)
12	4%(10)	4%(11)	4%(10)	1%(3)
13	0%(0)	0%(1)	0%(1)	1%(2)
14	1%(2)	1%(3)	1%(3)	0%(0)
15	0%(0)	0%(0)	0%(0)	0%(0)
16	0%(1)	0%(0)	0%(0)	0%(1)
17	1%(2)	1%(3)	0%(0)	0%(0)
18	2%(4)	0%(0)	0%(1)	2%(4)
19	0%(1)	0%(0)	0%(1)	0%(0)
88	13%(36)	8%(25)	7%(18)	7%(19)
99	--(26)	--(0)	--(28)	--(34)

APPENDIX I

RESULTING EFFORTS

01   Legislation (vote, supported, lobbied)

02   DWI Program (e.g., SADD meetings, treatment program)

03   DWI Problem (e.g., high level of drinking and driving, awareness of DWI problem)

04   Enforcement Action (stopping, questioning, testing, or arresting person)

05   Sanctioning/Sentencing Action (e.g. court action, fines, probation, jail or prison)

06   Crash/Accident/Trends in accidents (e.g., DUI person)

07   Injury and Loss/Death (e.g., victim)

08   Technical Development (e.g., Breathalyzer)

09   Media Campaign (e.g., Michael Jackson providing song for anti-DUI campaign)

10   Research Findings/New information (e.g., Gallup polls)

11   Education (e.g., classes on DUI in school, forum)

12   Beverage sales

*13   Controversy, strain, stress (e.g., diversifying opinions, increasing workloads)

88   OTHER

99   NOT APPLICABLE

*Use as a last resort if no other category is applicable.

Codes	Headline	1st ¶ Article	2nd ¶ Article	3rd ¶ Article
01	22%(59)	29%(88)	25%(69)	29%(76)
02	8%(21)	7%(22)	9%(25)	9%(230
03	17%(45)	13%(38)	11%(30)	12%(33)
04	15%(40)	14%(43)	12%(32)	14%(36)
05	11%(29)	12%(37)	16%(43)	11%(28)
06	2%(6)	2%(5)	3%(8)	2%(4)
07	6%(15)	6%(19)	7%(20)	9%(22)
08	1%(2)	1%(4)	2%(5)	1%(2)
09	0%(1)	0%(1)	0%(1)	0%(1)
10	1%(2)	1%(4)	2%(6)	3%(6)
11	3%(8)	3%(8)	2%(4)	3%(8)
12	0%(0)	1%(4)	1%(3)	0%(1)
13	2%(5)	2%(5)	0%(1)	2%(4)
88	12%(33)	7%(21)	9%(25)	8%(22)
99	--(34)	--(1)	--(28)	--(34)

REASONS FOR REDUCING DWI DRIVERS

01   New state law (e.g., raising the drinking age)   *47%(58)/7%(3)/20%(4)* *

02   New federal law *0%(0)/0%(0)/0%(0)*

03   New government policy at the state level *2%(2)/5%(2)/0%(0)*

04   New government policy at the federal level *2%(2)/0%(0)/0%(0)*

05   Better law enforcement (e.g., roadblocks)   *22%(27)/28%(12)/0%(0)*

06   Increased public awareness (e.g., change in public opinions) *8%(10)/40%(17)/30%(6)*

07   Economic issues (e.g., GNP, insurance) *0%(0)/0%(0)/0%(0)*

08   Community action group e.g., MADD, RID)   *6%(7)/7%(3)/15%(3)*

09   Civic group (e.g., Lion's Club) *0%(0)/0%(0)/0%(0)*

10   Media (e.g., newspaper or television coverage)   *0%(0)/5%(2)/15%(3)*

11   Special programs (e.g., films on drinking and driving) *11%(12)/5%(2)/20%(4)*

12   Climatic changes   *0%(0)/0%(0)/0%(0)*

88   OTHER   *3%(4)/5%(2)/0%(0)*

99   NOT APPLICABLE *-(177)/-(257)/-(280)*

(Question 30)

01- 40%(20)/22%(4)/0%(0)

02- 20%(1)/0%(0)/0%(0)

03- 2%(1)/6%(1)/0%(0)

04- 0%(0)/6%(1)/0%(0)

05- 48%(24)/50%(9)/33%(1)

06- 6%(3)/11%(2)/33%(1)

07- 0%(0)/0%(0)/0%(0)

08- 2%(1)/0%(0)/0%(0)

09- 0%(0)/0%(0)/33%(1)

10- 0%(0)/0%(0)/0%(0)

11- 0%(0)/6%(1)/0%(0)

12- 0%(0)/0%(0)/0%(0)

88- 0%(0)/0%(0)/0%(0)

99- -(250)/-(282)/-(297)

These percentages indicate mentions by 1st, 2nd and 3rd paragraphs respectively.

IMPLICATIONS OF THE ARTICLE

0%(1) 01. Most alcohol-related traffic problems are due to a small number of persons who abuse alcohol.
Variations: Only people with drinking problems DWI.

1%(4) 02. You don't have to be a problem drinker to DWI; social drinkers are also part of the problem. (This item refers to the public in general.)

1%(2) 03. Some people can drive safely when legally drunk.
Variations: 1. Some people can drive safely with high BAC's (others drive unsafely at lower BAC's).
2. Some people can hold their liquor (others can't).

1%(3) 04. You can be impaired even though your BAC is less than .10. (You can be impaired eve though not legally drunk.)

0%(1) 05. A person does not have to be "dead" drunk (also obviously/dangerously/falling down drunk to drive alcohol-impaired. (This refers to how a person perceives him/herself.)

0%(1) 06. You can be alcohol-impaired before it is apparent to those around you. (This refers to how others perceive a person.)

1%(4) 07. Individuals need ways to tell when they should not drive after drinking.

8%(22) 08. The DWI problem won't be reduced until societal attitudes about drinking and driving change.

8%(22) 09. People are/are becoming more negative about driving after drinking.
Variations: 1. People are drinking and driving less.
2. Attitudes about drinking are becoming less tolerant.

0%(0) 10. People's attitudes are not changing about drinking and driving.

9%(25) 11. Individuals must take/are taking responsibility to avoid driving after they have been drinking and prevent others from doing so (e.g., don't drink alcohol, stop drinking early, make driving arrangements beforehand, intervene to prevent others from DWI).

2%(5) 12. Groups of individuals are joining/must join together to designate one person as the non-drinking driver.

2%(5) 13. Servers of alcoholic beverages (including bartenders, party hosts, friends) should be held responsible for injuries resulting from the overindulgence of their patrons' friends.

0%(0) 14. Servers of alcohol beverages (including bartenders, party hosts, friends) should not be he responsible for injuries resulting from the overindulgence of their patrons' friends.

34%(98) 15. The risk of being caught and punished is/will be high/higher (e.g., includes new enforcement techniques implying getting caught, loopholes to avoid convictions are being eliminated). CERTAINTY OF PUNISHMENT IS ISSUE HERE.

2%(6)   16.   The risk of getting caught and punished is/will be low/lower (e.g., includes implications that enforcement of laws is not adequate; insufficient resources exist to catch drunk drivers; loopholes to avoid convictions exists; roadblocks don't net many arrests). CERTAINTY OF PUNISHMENT IS THE ISSUE HERE.

24%(70)   17.   Punishment for DWI is/is getting/will get more severe. SEVERITY OF PUNISHMENT IS THE ISSUE HERE.

3%(8)   18.   Punishment for DWI is/is getting/will get less severe. SEVERITY OF PUNISHMENT IS THE ISSUE HERE).

6%(18)   19.   The financial consequences of DWI for offenders (e.g., insurance sanctions, court costs, fines, DWI schools) are/are becoming tougher (includes haven't changed).

0%(1)   20.   The financial consequences of DWI for offenders (e.g., insurance sanctions, court costs, fines, DWI schools) are/are becoming less tough (includes haven't changed).

3%(10)   21.   Enforcement/punishment for DWI is too tough (includes concepts such are the crime doesn't warrant the punishment; unfair to throw first offender in jail).

10%(30)   22.   Enforcement/punishment for DWI is not tough enough (includes judges are not convicting).

2%(7)   23.   An enforcement technique or techniques (e.g., breathalyzer tests) is/are not accurate.

11%(31)   24.   An enforcement technique or techniques is/are oppressive/unconstitutional/a violation of civil liberties/invasion of privacy.

6%(16)   25.   DWI enforcement/convictions is/are having or will have a deleterious effect on the legal system (e.g. typing up the courts, crowding the jails).

7%(19)   26.   More needs to be done to change the drinking–driving environment with respect to availability of public transportation, taxis, pick-up vans.

20%(58)   27.   "Environment" with respect to alcohol availability needs to change (e.g. includes youth, happy hours, two-for-ones).

1%(4)   28.   "Environment" with respect to alcohol presentations in advertising and other media needs to change.

8%(22)   29.   "Per se" laws are advocated. That is, regardless of the presence or absence or behaviors indications of alcohol impairment (e.g., weaving, slurred speech, accident/injury), a driver with a specific BAC is/should be considered impaired and cited for drunk driving.

1%(4)   30.   Because the potential for damage is so great, people should not drive after drinking at a (or society should not tolerate any driving after drinking).

6%(17)   *31.   Society/community is acting on the problem (correctly).

5%(15)   *32.   Society/community is debating the problem.

2%(7)   *33.   Society/community is acting on the problem, but in the wrong way.

0%(0)   *34.   People (grass roots) are upset about DWI.

0%(1) *35. People (grass roots) are doing something about DWI.

2%(5) *36. DWI is a problem.

*Use only when this specific point is repeatedly made and no other codes are relevant.

14. *Months in which article appeared*

	%	n
January	8	(23)
February	9	(25)
March	12	(36)
April	15	(45)
May	12	(35)
June	8	(24)
July	4	(11)
August	1	(3)
September	3	(8)
October	10	(28)
November	3	(10)
December	16	(46)
Missing	-	(6)

APPENDIX 4

REPORT ON CODER TRAINING

The coding instrument was developed through a series of drafts, consultations and pretests. Interrater reliability coefficients were completed on two different drafts of the coding instrument before the instrument was finalized for the main study. Findings on coder difficulties in achieving agreement during the pretest phase were used both in redesigning the instrument and in training the coders for the main study.

Two principal coders were used for this study of 300 news articles on drinking and driving. One coder, Patrick T. Macdonald, is completing a Ph.D. in Sociology at the University of California, Santa Barbara. He had demonstrated expertise in coding the mass media as indicated by previous publications in the area. The other coder, Ann-Marie Askew, was completing a masters' degree in Public Health at University of California, Berkeley, and had previously worked with Dr. Warren Breed's project at Prevention Research Center, which involves coding television's portrayal of alcohol and other beverages. Thus, both coders had some experience with coding the mass media before participating in this project.

During a training period, each coder was asked to code the same five articles. A review of the results found a low level of coder agreement and, consequently, a second round of five articles were individually coded and discussed. At this point, both coders achieved a higher level of agreement and the main study was begun.

The coding of the articles extended over approximately six weeks. Since each of the two coders completed 150 newspaper articles, the rate of coding for each was around 25 per week. The project director, Rhoda Estep, distributed the articles in groups of 50 to the coders and regularly discussed problems they might have had in coding the articles. The project director, as well, coded 60 of the articles (10 of each 50) in order to complete inter-reliability coefficients on 20% of the final sample.

In the initial weeks, numerous issues on the coding emerged. Informal agreements were communicated with each coder and the instrument was extended in a few cases. One of the first areas to obtain a set of "rules" involved Appendix D, which was used to code the themes of both headlines and articles. The issues and resolutions evolving include the following:

(1) When a headline or article can be classified as exemplifying more than one theme, the earlier one, according to the list's order, was the one to be used.

(2) Where campaigns are just getting under way like the banning of "happy hours," use "Campaign against DUI," (#55) rather than the more general themes involving legislation.

(3) When educational programs supported by MADD, SADD, or a similar group are being reported, code it as "Reports on groups advocating change in laws" (#61).

(4) When headlines did not furnish enough information to ascertain their themes, coders were instructed to use "Other" (#88) as the appropriate code.

A second set of codes which provided a challenge for the coders were identifying the actor, action and resulting effort of the first three paragraphs of all articles except editorials where the last paragraph rather than the third was coded. These three elements were also coded for the headline of the article. This endeavor produced the lowest intercoder reliability coefficients (see Table 2). Often headlines were without one of the three elements. For example, editorials frequently lacked an identifiable actor (see Appendix G in Appendix 2) and so coders were instructed to identify "editors" as the actor. Also, editors were often used by coders as the actor in the last paragraph of an editorial where often the editor is expressing his or her sentiment about a particular issue. With respect to the headline, coders often reported that the breakdowns were too specific. That is, a reader could surmise that the actor was a legislator or law enforcement officer, but the level could not be determined by information provided by the headline alone. In such cases, "other" had to be used, which resulted in a lack of information.

The actions list (Appendix H in Appendix 2) as well created coder disagreement. Perhaps the key underlying problem with this list was the lack of clear differentiation between the categories. For example, what one coder might decide was "speaking about," another would code as "debating." Similar confusion arose over the distinction between the use of "spoke about" and "reported." Likewise, "Will be subject to (#9) was broader than but seemed to include "was charged with..." (#12). In addition, some codes such as "limits, restrains" as well as "increases, encourages" would help this list of actions be more all-inclusive.

Finally, the list of resulting actions (Appendix I in Appendix 2) contained the fewest problems for coders of the three—actors, actions, and resulting efforts. While overlap was the main problem of the actions list, some of the resulting efforts could be subdivided. For example, in the case of enforcement action (#4) and sanctioning action (#5), respectively, perhaps it would be of interest to know more specifically whether a person was tested or arrested with respect to enforcement action. Similarly, there is probably a significant difference in a reader's perception of a sanctioning action that resulted in a fine or probation and one that imprisoned the offender. Indeed, a recent San Francisco Chronicle article's main point was the fact that the man responsible for the death of Cari Lightner was denied bail on his sixth charge of drunk driving. Surely, if this is the point of an entire article, it should be recorded by observers of the news. Finally, similar to actions, some categories in resulting efforts were found to be included in others. For example, new legislation being considered on banning the sale of alcohol in gas stations could be considered as legislation (#1), but it is far more specific to label it as beverage sales (#12). Coders were instructed to be as specific as possible; in other words, use beverage sales (#12) rather than legislation (#1) if it provided more information.

The final problematic set of codes involved the implications of the articles. Since there were so many (36), some guidelines for selecting the top seven that occurred in an article were needed. First, coders were instructed to code only those implications addressed in more than one paragraph of the article, unless it was mentioned very strongly in one central paragraph. Second, coders were asked to jot down the implications that they thought of, and then look over the list to find a match with their ideas. This task

became easier as the project progressed and the coders familiarized themselves with all the possible implications.

In roughly half of the articles in this sample, information on whether or not the newspaper was a daily, weekly or other was not available on the article itself. The project director in these cases used The IMS '84 Ayer Directory of Publications to identify the newspaper's type of distribution. The coders flagged any unidentifiable sets of information for the project director to resolve.

Both coders were extremely conscientious and did an excellent job of coding these articles on drinking and driving. Overall, though, the more experienced coder achieved a higher level of intercoder reliability. Thus, in evaluating this specific coder training versus their more general coding experience, experience would seem to be more important than training in obtaining reliable results by coders, even those with graduate degrees. Whether this type of coding could be done by coders with lower levels of education and expertise would depend on the refinement of the instrument, in particular, removing items requiring judgments by coders, and on an expansion of the time devoted to the training of coders.