CODEBOOK:
Movements in the Commercial Public Sphere:
How Women's Magazines Popularized Second-Wave Feminism

COLUMN A. YEAR

COLUMN B. AUTHOR

COLUMN C. TITLE

COLUMN D. ITEM LENGTH

COLUMN E: B_1970
0=NOT 1970
1=1970

COLUMN F: B_1971
0=NOT 1971
1=1971

COLUMN G. UNKNOWN AUTHOR

COLUMN H. B_FEM
0=AUTHOR IS A MAN, MULTIPLE, OR UNNAMED
1=AUTHOR IS A WOMAN

COLUMN I. PERIODICAL
3=GOOD HOUSEKEEPING
4=LADIES HOME JOURNAL
6=REDBOOK
7=WOMAN'S DAY
8=MCCALL'S
9=NEW YORK TIMES

COLUMN J. B_MAG
0=NEW YORK TIMES (9 from Column G)
1=MAG (Combine 3, 4, 6, 7, 8 from Column G)

COLUMN K. B_RDBK
0=NOT IN REDBOOK (Combine 1, 2, 3, 4, 5, 7, 9 from Column I)
1=REDBOOK (6 from Column I)

COLUMN L. B_RD_MCC_1971

0=NOT IN REDBOOK (1970 OR 1971) OR MCCALLS IN Jan-July 1971
1=IN REDBOOK, 1970 OR 1971 OR MCCALLS IN Aug-December 1971

COLUMN M. B_GH
0=NOT IN GOOD HOUSEKEEPING (Combine 1, 2, 4, 5, 6, 7, 8, 9 from Column I)
1=IN GOOD HOUSEKEEPING (3 from Column 1)

COLUMN N. B_LHJ
0=NOT IN LADIES HOME JOURNAL (all except 4)
1=IN LADIES HOME JOURNAL (4)

COLUMN O. B_MCCALLS
0=NOT IN MCCALLS (all except 8)
1=IN MCCALLS

COLUMN P. B_WD
0=NOT IN WOMAN'S DAY (all except 7)
1=IN WOMAN'S DAY (7)

COLUMN Q. B_NYT
0=NOT NYT (Combine 1, 2, 3, 4, 5, 6, 7, 8 from Column I)
1=NYT (9 from Column I)

COLUMN R. SECTION
0=UNSPECIFIED
1=FOOD, FASHIONS, OR FAMILY/STYLE OR HOME OR LIVING
2=NY Times MAGAZINE
3=ARTS AND LEISURE, TV, MOVIE REVIEW, WEEKEND, NOTES ON PEOPLE
4=BOOKS OR BOOK REVIEW
5=WEEK IN REVIEW
6=BUSINESS
7=TRAVEL, OBITS, REAL ESTATE
8=SPORTS
9=WOMEN'S MAGAZINE ITEM. Code all magazine items 9.

NOTE: If the section is unspecified but the heading of the article is "Books of the Times," code it as 4. If the section is listed as "SPORTS" but the article is news, code it as 0. I've put this column early, because identifying the section will help you to know what kind of item it is. Almost all hard news will be in 0 (these are the first pages). There will be a few hard news items in 6 (business). Many items in 5 (week in review) will be soft news because they are news analysis (1). code WEEKEND as 3.

COLUMN S. B_NYT_MAG

O=NOT IN THE MAGAZINE (ALL EXCEPT 2)

1=IN THE MAGAZINE (2)

COLUMN T. B_NYT_FRONTPG
0=NOT ON THE FRONT PAGE OF THE NYTIMES
1=ON THE FRONT PAGE OF THE NYTIMES

COLUMN U. B_NYT_NEWS
0=NOT IN THE NYT NEWS SECTIONS (all except 0)
1=IN THE NEWS SECTIONS (0 from Column N)

COLUMN V. B_NYT_WOMPAG
0=NOT IN THE NYT WOMEN'S PAGES (Combine 0, 2, 3, 4, 5, 6, 7, 8, 9 from Column N)
1=IN THE NYT WOMEN'S PAGES (1)

COLUMN W. B_READER
0=BY WRITERS OR EDITORS
1=BY READERS

COLUMN X. THE MOVEMENT. How is the movement represented? What is feminism represented as being about? Look for how the movement is described. Remember that in this period, women's lib, women's rights, and feminism were all seen as the same thing; so if the article refers only to that, code it as unspecified. We're going to try to imagine how the writer sees the movement: whether as just about formal legal equality, as about more than that, or whether it is unclear. So try to read beyond the reference but not too far beyond. We'll see if this works. Treat the search term–even if it's ERA or Betty Friedan–as a kind of embodiment of the movement.

0=UNSPECIFIED. (This includes descriptions of a person as a "feminist" or "women's libber" without anything more, people giving their views of the movement without any reference to what they stand for, accounts of protest where women's libbers were described as being there, or a person who is described as a member of a women's liberation organization. Where a group of lesbians from women's liberation is described as participating, list that as 2).

1=FORMAL LEGAL EQUALITY IN WORK, EDUCATION, CREDIT, VOTING, LAW, AND PUBLIC ACCOMMODATIONS (Discrimination: women not being hired or promoted at work, excluded from teams, not allowed into men-only establishments, not admitted to schools, not

permitted to be priests, not given credit on the same terms as men, subjected to longer sentences for the same crimes. The ERA is only about formal legal equality)
2=CHANGE IN WOMEN'S STATUS (This is the broader category, so if the author refers to formal legal equality and any of the issues below, code as 2. This includes everything else: repeal of abortion restrictions, subsidized day care, combating stereotyping, overcoming sex roles, gaining women political power [so not just opening politics to women but to women gaining power as a bloc], women having a life outside their families, wanting men to share household tasks, not wearing bras, being a lesbian, keeping their own name after marriage, reform of divorce laws, pornography, affirmative action

COLUMN Y. B_EQUITY
0=MOVEMENT IS NOT ABOUT EQUITY(Combine 0 and 2 from Column X)
1=MOVEMENT IS ABOUT EQUITY (1 from Column X)

COLUMN Z. B_ROLECHG
0=MOVEMENT IS NOT ABOUT ROLE CHANGE (Combine 0 and 1 from Column X)
1=MOVEMENT IS ABOUT ROLE CHANGE (2 from Column X)

COLUMN AA. COVERAGE

0=a) DOES NOT REPRESENT THE MOVEMENT'S GOALS OR b) PRESENTS THEM SARCASTICALLY (for example, a) refers to someone meeting with "feminists" or says that women's liberation groups were there or says something, "women's libbers might be shocked" or b) says that "women's lib wants to bring down men" without saying anything about what women's libbers believe.
1=DOES REPRESENT THE MOVEMENT'S GOALS BUT ONLY BRIEFLY (says what the ERA is, for example, or notes that women's groups want government to provide day care or says that women's lib is about challenging sex roles. If the article just mentions the ERA, without saying what it is, code as 0. If the article refers to the ERA "which seeks equality for women" coded it as 1.
2=DESCRIBES THE MOVEMENT'S GOALS AT LENGTH, QUOTES AN ACTIVIST, OR NAMES WOMEN'S MOVEMENT ORGANIZATIONS. Describes the movement goals AS those of the movement (so not just someone talking about her own desire to have a career without saying that those are the movement's goals; and not a quotation from an ordinary person rather than an activist).

Code letters that are in response to articles that are ***about*** the movement as 1 for substantive coverage.

COLUMN AB. B_COV_SUBST
0=COVERAGE IS NOT SUBSTANTIVE (Combine 0 and 1 from Column AA)
1=COVERAGE IS SUBSTANTIVE (2 from Column AA)

COLUMN AC. B_EQSUB
0=NOT SUBSTANTIVE COVERAGE AND EQUITY GOALS
1=SUBSTANTIVE COVERAGE AND EQUITY GOALS

COLUMN AC. ORDINARY. Are ordinary women interviewed, quoted, or polled, or are they the authors of the piece? NOTE: Fictional characters should be coded if they are ordinary at the start of the story. If an ordinary woman is interviewed, quoted, or polled–but not about the movement or issues related to feminism, code as 0.

0=NO
1=YES, THEY ARE QUOTED, INTERVIEWED, OR POLLED.
2= YES, THEY ARE THE AUTHOR OF THE PIECE (most letters will be this unless the writer is the head of an organization).
3=THE AUTHOR OF THE PIECE IS A MAN
4=THE AUTHOR OF THE PIECE IS AN ACTIVIST WOMAN

COLUMN AD. B_ORD_WOM
0=ORDINARY WOMEN ARE NOT MENTIONED (Combine 0, 3, 4 from Column AC)
1=ORDINARY WOMEN ARE MENTIONED (Combine 1 and 2 from Column AC)

COLUMN AE. ORDINARY VIEW. Is the person or people quoted in the article supportive of the movement or feminism, opposed to the movement/ feminism, or is there a mix of views? If the person's views are not about feminism or the movement, code 0 in and ignore these.

0=NO ORDINARY VIEW
1=SUPPORTIVE
2=OPPOSED
3=CONTRASTING VIEWS
9=MAN

COLUMN AF. B_ORD_FAV
0=NO ORDINARY VIEW, OPPOSED, OR A MAN (Combine 0, 2, 9 from Column AE)
1=SUPPORTIVE OR CONTRASTING VIEWS (Combine 1, 3 from Column AE)

COLUMN AG. B_ORD_OPP
0=NO ORDINARY VIEW, SUPPORTIVE, CONTRASTING, OR A MAN (Combine 0, 1, 3, 9 from Column AE)
1=OPPOSED (2 from Column AE)

COLUMN AH. B_ROLE_SUB

0=NOT SUBSTANTIVE COVERAGE AND ROLE CHANGE GOALS (Combine 0 and 1 from Column X MOVEMENT and 0 and 1 from Column AA COVERAGE)
1=SUBSTANTIVE COVERAGE AND ROLE CHANGE GOALS (Combine 2 from Column X Movement and 2 from Column AA COVERAGE).