

Biosocial “Science Talk” - Kinsey et al.
Appendix C. Qualitative Code Book

Relations						
	Code (node)	Definition/when to use	When NOT to use	Examples	Sub-codes?	Definition/when to use
1.	Personal Experience	Any mention of personal experience. Anecdotes relating to exhibit content, discussion of how personal experience might impact health.		“Our skin absorbs, we get tan. More sun at the equator. If you stay in the sun, we have more melanin. Darker skin absorbs more light. We got burned in Jamaica.”		
2.	Visceral	Mentions of physical/bodily sensations particularly as they are associated with emotions		“Stress is all my feelings bunched up inside me.”		
3.	Play	Any mention of games, sports, outside play		“Watch TV, play outside, lay down”		
4.	Kids talk about adults	Children’s perceptions of and anecdotes about parents, family members, teachers, etc. Mentions of adult behaviors, challenges, etc.		“Neighbors get stressed when people don’t behave nicely or when something happens that affects everyone. Grown up stress is stuff like taxes, bills, getting tickets.”		
6.	School	Interactions at school, lessons from school that relate to the exhibit content				
7.	Family	Interactions with and between family members, specifically siblings and parents.		“I don’t have the stress myself, my parents do and I can’t always stop them from fighting.”		
8.	Other People	Mentions of “other people.” Sometimes specific individuals or groups of people, sometimes an abstract “other.” Perceived differences in lifestyle, decisions, challenges.		“If someone is smoking, or someone is smoking around someone else.”		
9.	Emotion	Any discussion of positive or negative emotions.		“I lost my purse at the shore and didn’t like it because it made me feel sad.”		
10.	Health Behaviors	Discussions of health behaviors as they relate to the exhibit content. Discussions of what an individual visitor does or can do in their own life that’s harmful or beneficial to their health. Discussions of other people’s health behaviors.	Not to be used when structural conditions are being referenced.	“Because sometimes you enjoy doing ‘bad’ things and you’re used to it and don’t want to change.”	Harmful Health Behaviors	Personal behavior that is harmful to health (e.g., not getting enough rest, eating fast food, smoking)
					Beneficial Health Behaviors	Personal behavior that is beneficial to health (rest, de-stressing, playing outside)

Science Talk						
	Code (node)	Definition/when to use	When NOT to use	Examples	Sub-codes?	Definition/when to use
1.	Understanding of Mechanics	Visitors' descriptions and explanations of how a particular biosocial mechanism functions.		"Long term stress is when there's more stress and it's harder for the immune system to keep up. Short term is when it's easier for the immune system to do its job."		
2.	Origins of the Health Issues	Descriptions and explanations of why people get sick (e.g., environmental factors, personal behavior, heredity).		"Depending on the environment and where you are your DNA can change."		
3.	Adult Reactions	Adult questions about the programs, adults discussing the content with kids.		"Adult asks questions about stress hormones and decompression techniques/relationship to health. Asked about reversing stress' effects. Discussed family combatting stress."		
4.	Response to Exhibit	Visitors perception of the program. General comments, both positive and negative.		"I already knew about the brain but interesting to think about why we are different."		

Structures						
	Code (node)	Definition/when to use	When NOT to use	Examples	Sub-codes?	Definition/when to use
1.	Economics	Discussions of money/wealth and how these might impact personal experience or other people's lives and health.		"My neighbor has to move because they couldn't pay rent, and my other neighbor is getting divorced. I think this could make them get sick more."	Work	Mentions of jobs and work, particularly relating the adults in the visitor's life.
2.	Human History	Conversations about how people in the past lived and how that might relate to bodies and world conditions now.			Human evolution	
3.	Race	Mentions of race, racial difference, skin color and racism. This could pertain to race as a topic in the program or could relate to ways in which race impacts people's lives and health.		"Doesn't affect me but other cultures. But it's really not fair because it is just melanin."		
4.	Difference	Broad, general discussions of difference among people. Difference between individuals and difference between groups.		"Sometimes people get treated different. but it's not fair."		
5.	Environmental Quality	Discussions of environmental issues, e.g., air quality, climate change, pollution, particularly as they relate to health.		"People build factories and that's hard to stop and people drive cars. You can make cars environmentally friendly but that's hard."	Built Environment	Cities, buildings, transportation, infrastructure, etc.
6.	Geography	Comments that relate to where people live, differences in conditions from place to place, mobility.		"A lot of people live in places with pollution and they can't move from there."		