

Nonverbal Shame Display Coding Manual

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We hope the below resources will be helpful for researchers seeking to code nonverbal shame displays. Please note that this is not a validated measure, but rather a method we developed to code our own stimuli. We hope these resources may save other researchers some time and trouble-shooting.

Coding Method

In order to code nonverbal shame, we devised a method to code the presence, intensity, and duration of a number of behaviors and postures commonly associated with shame. Following past research (Randles & Tracy, 2013), we coded only the initial 10 seconds of each interview, but this could be used to code longer segments as well. Although past research has often focused on the co-occurrence of head tilt down and eye gaze down (e.g. Brown, Linehan, Comtois, Murray, & Chapman, 2009; Darwin, 1872; Dirkse, Lamont & Bebb, 2014; Izard, 1971; Keltner, 1995), others have argued that shame is characterized most centrally by a collapsed posture—chest narrowed, and shoulders slumped or slouched (Martens, Tracy, & Shariff, 2012; Randles & Tracy, 2013; Tracy & Matsumoto, 2008; Tracy, Robins & Schriber, 2009). Thus, we coded the intensity of head tilt down, gaze down, shoulder slump/slouch and chest narrowed inwards on a scale ranging from 0 (Not at all present) to 4 (Extreme intensity) (Tracy & Matsumoto, 2008; Tracy & Robins, 2007) if a shame display was thought to occur. We operationalized a shame display as the co-occurrence of gaze down with either head tilted down or a collapsed posture and coded the duration of this display. Although not necessarily central to the shame display, some people also express shame by covering their face (Belsky, Domitrovich, & Crnic, 1997; Haidt & Keltner, 1999). Thus, we included a binary code to capture whether or not participants moved their hand to cover their face, or hid their face with their hand. Depending upon what operationalization of a shame display you wish to code, you can combine the codes below in whatever manner fits your study.

Below we link to downloadable resources that researchers can use to code nonverbal shame displays. If you decide to use these materials, please let us know and cite this document as the source. If you'd like additional information, you can email Jason Luoma at jbluoma@portlandpsychotherapyclinic.com.

Resources

- Coding Guidelines
- Coding Sheet
- Video Set-Up Tips
- Training Guidelines
- Sample PowerPoint for Group Training (also downloadable at this website)

References

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Coding Guidelines

- Code videos without sound
- Watch video clips 1-2 times before making any ratings
- Code behaviors independent of one another (e.g. if head is tilted downwards, this doesn't necessarily mean eyes are directed downwards)
- Try to first find participant's neutral posture, and then make ratings in comparison to that neutral posture
- If you do not have adequate information to code, leave it blank. A blank code is not the

Code	Description	Scale
Head Tilt Down	Up/down rotation ("pitch")	0-4
Eye Gaze	Up/down movement of eyes; imagine drawing a line to where the eyes are pointing	0-4
Shoulder Slump/Slouched	Forward/backwards rolling of shoulders, starting from the outside of the shoulder blade; shoulders will appear hunched/rounded when slumped/slouched	0-4
Chest Narrowed	Chest collapse/caving vs. expansion/sticking out; ensure coding is separate from natural breathing movements	0-4
Moving hand to cover all/part of face	If hand touches face, but does not cover any of it, then code this as a 0; If hand covers even part of face, code this as a 1	0 or 1
Hiding face by moving face or head	This behavior could be observed in a number of different ways (e.g. a person could hide their face in their hands, into their upper arm, by turning away, etc.)	0 or 1

same as a code of '0'

Coding Sheet

1. Is there at least one shame display? *Eye gaze down must co-occur with either head tilt down or postural collapse*

- a. 1 = yes (choose one option below)
- i. Gaze + Head down (yes/no) _____
 - ii. Gaze + Postural collapse (yes/no) _____
 - iii. Gaze + Head down + Postural collapse (yes/no) _____
- b. 0 = no

2. Number of distinct shame displays: _____

Shame displays are distinct from one another if they are expressed in different ways (e.g. gaze down with head down, versus gaze down with postural collapse).

3. If there is a shame display...

A. Shame display 1:

a. Duration of display? (Code all shame displays exhibited if they last at least 1 second)

_____ seconds

b. Intensity/Presence of behaviors

0	1	2	3	4
Not at all present	Visible, but very mild intensity (Potentially a small behavior, but not clear)	Mild intensity (A small behavior is clearly evident)	Moderate Intensity (Pronounced behavior)	Extreme Intensity (A fully exaggerated behavior is visible)

- _____ Eye gaze down
- _____ Head tilt down
- _____ Chest narrowed
- _____ Shoulders slumped/slouched

0	1
Not present at any point	Present at some point

- _____ Moving hands to cover face or part of face
- _____ Hiding face by moving face or head (in hands, into upper arm, turning away, etc.)

B. Shame display 2:

a. Duration of display? (Code all shame displays exhibited if they last at least 1 second)

_____ seconds

b. Intensity/Presence of behaviors

0	1	2	3	4
Not at all present	Visible, but very mild intensity (Potentially a small behavior, but not clear)	Mild intensity (A small behavior is clearly evident)	Moderate Intensity (Pronounced behavior)	Extreme Intensity (A fully exaggerated behavior is visible)

- _____ Eye gaze down
- _____ Head tilt down
- _____ Chest narrowed
- _____ Shoulders slumped/slouched

0	1
Not present at any point	Present at some point

- _____ Moving hands to cover face or part of face
- _____ Hiding face by moving face or head (in hands, into upper arm, turning away, etc.)

Note: Code additional shame displays as needed

Video Set-Up Tips

- If you are coding nonverbal shame displays following a shame manipulation, include a manipulation check
- Ensure that a participant's entire body is within frame. In order to assess both shoulder slump/slouch, it is important to see the entirety of the participants' torso
- Ensure Adequate lighting, and the absence of shadows on the face which may make it difficult to code eye gaze
- Ideally, keep factors that could affect coding constant across participants (e.g. duration of video, beverages, chair etc.)
- Ideally, ensure participants are neither wearing sunglasses/glasses that obscures gaze, or baggy clothing that obscures posture
- We used [Wirecast](#) to film participants, which performed adequately, and cost approximately \$500

Training Guidelines

Notes for Trainer

- Train the entire team at the same time to facilitate agreement
- Periodically assess internal reliability throughout the coding process. If one coder is off, meet with them individually to discuss. If everyone is coding differently from one another, host another group training. Ideally, codes should be within one unit of each other. Internal reliability is more important than between-coder reliability
- Ideally, have a team of four to five coders

Training Method Procedure

1. Group training with all coding team members
 - a. Go through coding guidelines/coding sheet and ask if there are any questions
 - b. Quiz team members with the PowerPoint images, which you can fill with examples of codes from your own set of stimuli
 - c. Go through ~10% of sample together via PowerPoint. Reach consensus for each clip.
 - d. In manuscript, say that XX videos were coded as part of group training after reaching consensus. Leave those videos out of the reliability analyses, but include as the actual data for those stimuli
2. Have each team member independently complete a chunk of the coding (~10% of sample) and let the trainer know when they are done
3. Check reliability. Test whether one coder is rating differently than others. If so, talk with them individually. If not, and there is a systematic ambiguity, meet with all coders to discuss, or host another group training session.
4. Periodically check reliability and resolve problems/ambiguities as needed