Coding documents for quantitative content analysis

НУГ Seminar 5
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Today's objectives

- Learn how to code the texts we collected for a quantitative analysis

Before we start

You need to have:

- read the code book

- read the example text

- have the excel file ready

Coding

- In the process of coding, we search our texts for narrative elements and mark them in an excel file

- In our excel file, we have 1 row per document (= our unit of analysis).

- The columns contain all the variables that we code.

- As codes in the excel file, we (usually) put numbers

- Our code book tells us, what the codes mean

Our variables

• ID • Link • Date • Case • Source • Coder	• Characters • Policy solution • Policy Problem • Plots • Benefits & Costs • Causal mechanisms	• Narrator (Author) • Coalition

Characters

- A **hero** = a character who takes action with the purpose to solve a problem or to achieve a policy solution or to protect a victim or to fight a villain.

- A **villain** = a character who creates harm, creates the problem, inflicts damage or pain to the victim, or interferes and opposes the hero

- A **victim** = a character who is harmed by a particular action or inaction.

- A **beneficiary** = a character who benefits from the policy solution and / or from the action of the hero

Plots

- **Story of decline**: the plot describes how things got worse and are now so bad that something must be done. The focus of the story is on how bad things are.

- **Story of control:** the plot describes a situation as bad but describes how the situation can be changed. The focus of the story is on how change can occur.

- **Stymied progress:** the story describes how things were terrible, but they got better due to a hero, and now they are getting worse again because somebody / something is interfering with the hero's work.

- **Change-is-only-an-illusion:** the story describes how everyone thought things were getting worse (or better) but they were wrong the whole time, because actually things are getting better (or worse) – decline or improvement was only an illusion.

Causal mechanisms

- **Intentional**: the narrative suggests that somebody created the problem on purpose and intended the consequences. (usually a villain on purpose creates harm)

- **Inadvertent**: This narrative suggests that the action of the character that created the problem was done on purpose, but the negative effect was not intended (for example, a new policy had an unitnended effect)

- **Accidental**: The narrative suggests that no one is responsible for the problem, nobody is to blame (e.g., a disaster)

- **Mechanical**: The problem is caused by an actor who intends some consequences, but the action is unguided (e.g., carried out through a machine, other people, unthinking bureaucracy, or routinized procedures).

Causal mechanisms

		Action	
		Intentional	Not intentional
Con-sequence	Intentional	**Intentional**	**Mechanical**
	Not intentional	**Inadvertent**	**Accidental**

Our example

Пока все на дачах , мэрия ОФИЦИАЛЬНО заявила о расселении по реновации в другие районы.
Из Нагорного Района в нагатинский затон и очаково-матвеевское.
А кто-то не верил, что в другие районы переселять будут!
Вот так мэрия кладёт на федеральное законодательство и даже не стесняется о таком писать.
Совсем за туземцев держат, мол, и так прокатит.

Next seminar

- Online seminar on Friday, 3 April, 3 pm, I will send a link.

- Until then: code the 3 texts I sent you. Code additional 5 texts of your choice from the google drive. Please code in the excel file I sent you.

- Exchange among each other! Note all your questions.