Coding documents for quantitative content analysis (2)

НУГ Seminar 6
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Today's objectives

- Clarify all your questions

- Train coding

- Know the next steps for coding

Introduction

- We collected around 4000 texts. That is too much to code!

- I selected a sample of texts for coding. I will add more.

- The coding file is available on google drive (called "narratives coding")

Introduction

- First, we will go through all your questions along the variables (from column A to Z in the excel file)

- I collected questions and will try to answer them. You can add questions as we go along.

- Second, we will together code the example texts.

Codes A-E

- Don't change anything for codes A-E

- E = Source

- **Question**: why do we divide different social media?

- **Answer**: we had already divided them we can still merge them later.

- **Caroline will code this you don't need to do anything!**

Narrator (code G)

- 1 = government
  - **Question**: Should we further divide them?

  - **Answer**: Not for narrator

Characters (codes H-N)

- **Question**: can we have other inanimate characters than transport?

  - Gudkov article: are pyrolysis and plasma systems a hero?

- **Answer**: there is a difference between hero and the policy solution (moral of the story)

  - The hero takes an action to solve the problem
  - The moral is the solution to the problem

Characters (codes H-N)

Let's agree:

- If the technology / means of transport is depicted as the solution to the problem, mark it under Q = PolicySolution. You can type: technical solution: electro bus or pyrolysis

Characters (codes H-N)

Let's agree:

- Heroes are those who <u>propose or implement</u> the technical solutions: businesses, governmental actor…

- A technology / means of transport can only be a hero <u>if it takes action with the purpose</u> to solve the problem

Hero (Code H)

- **Question**: further divide businesses (into governmental, private businesses)

- **Answer**:
  - Code 1 = government and organizations of the city (such as Moscow Metro) s
  - Code 6 = business (includes also state affiliated businesses or businesses that are to a large majority owned by the state, such as Yandex,

Plots (code T)

- **Question:** if there is no description of a bad situation, only changes are depicted:
- **Answer:** it is still a story of control (code 2). It is implied that the situation used to be bad but can be controlled and change can occur.

- **Question**: Should we add plots?
- **Answer**: if you find other plots, describe it in the commentary column

Cost and benefits (codes U-V)

- **Question**: What if the story discusses an existing (bad) policy and proposes a better policy?
  - The existing policy has costs for many and benefits for a few
  - The planned policy has low costs and benefits many
- **Answer**: think about what is the focus of the strategy of the narrator. Decide for this one.

Next steps

- Make groups of 2 students
  - For the first 5-10 articles, code them and then compare
  - For the next articles, just exchange when you have questions

- When should we exchange online? Once a week?