



NATIONAL RESEARCH
UNIVERSITY

Coding documents for quantitative content analysis (3)

HYГ Seminar 7
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Characters

- **Question:** On Sobyenin's blog, the hero is "we". How should I code this?
- **Answer:** what is meant is the city government. Code 2 = *the government / the administration / мэрия / власть / the city, город...*
- If it is also explicitly mention, the mayor, I, or Sobyenin, also code 1 = *Sobyenin*

Characters

- **Question:** if Sobyenin was not mentioned directly but it is his website, can he be named a hero?
- **Answer:** No.

In the case of this text it is the Code 2 = *the government / the administration / мэрия / власть / the city, город...*

Characters

- <https://gre4ark.livejournal.com/693544.html>
- **Question:** there is no direct mention of Sobyandin and mayor`s office, but you still coded hero = 1. Why?

Characters

- **Question:** How to code Глава городского округа Ликино-Дулево Андрей Буянов.
- **Answer:** I would code 2 = *another governmental actor / the government / the administration / мэрия / власть / the city, город... /*
- Unless, you know that he is in another party or part of the opposition, then code 7 = *politician*

New characters

- If you find new actors, continue to type the text. If an actor appears several times, I will add a specific code.
- Мусорная мафия – don't code 6 = business, but type in the text.
- современная экономика
- Заключение

New characters

- The media
- Blogger

- urban environment
- objects of cultural heritage

- Dogs
- Disabled passengers = 4
- 4,6(shops cafes),9(kindergartens) = ok

New characters

- Реновация
- employees of mosgostrans

My question: why not code 2 = *another governmental actor / the government / the administration / мэрия / власть / the city, город... / also includes organizations of the city (such as Moscow Metro)*

New characters

<https://gre4ark.livejournal.com/401327.html>

- **Question:** Department of public transport often mentioned as a character.
- **Answer:** keep coding 2 = governmental actor
- This text also has a ??? for plot = 2 story of controll

New characters

- рынок недвижимости
- Investor (mm: you coded 1?)

My question: what about code 6 = a *business / businesses?*

Plots

- **Question:** There is no direct reference to the fact that "the situation was/is bad", it focuses only on exclusively positive aspects. Should I code 2 for the plot or 0?
- **Answer:** it is still a story of control (code 2).
- **I changed the code book accordingly:** I added: "*Or the plot describes only positive developments.*"

Plots

- There were many texts with ??? about the plot
- Change-is-only-an-illusion
 - Renovation: <https://www.facebook.com/groups/605672769637972/permalink/1124200307785213/>
 - Transport: <https://maxkatz.livejournal.com/522477.html>

Plots

- Story of control
 - Transport
 - <https://maxkatz.livejournal.com/515805.html>
- Stymied progres:
 - <https://maxkatz.livejournal.com/522687.html>

Policy solution / moral

https://vk.com/dggudkov?w=wall309659217_53295

- 2 solutions:
 - стать вторым Шиесом
 - наладить экологически безопасную утилизацию

Costs

- **Question:** if it's a budget project and tax payers will be paying, but the price wont be enormous, is it 1 or 2 for cost section?
- **Answer:** it is a 2 (*the narrative says that many need to pay*). Tax payers are many, even if they don't have to pay much.

Costs

- **Question:** the article says the exploitation of new buses will cost 10% less - is that relevant for cost paragraph?
- **Answer:** less cost is a benefit. So, 0 for costs, but 2 for benefit (many benefit from the policy)

No or several narratives

- There are several red lines. Why was it not a narrative?
- Renovation had several texts with more than 1 narrative (facebook posts).

1 or 2 narrative?

- **Question:** There is a main narrative (e.g. building shops and its benefits for the citizens), but at the end there is a reminder about the renovation program in general, e.g. *"Напоминаем, что до конца 2021 года планируется переселить жителей около 41 тыс. квартир в новые дома, с улучшенной отделкой"*. Does it mean the text contains more than 1 narrative and should I mark it in yellow?

1 or 2 narrative?

- **Answer:** No, this belongs to the same overall story. Just code the main narrative. Only mark in yellow, if a text contains 2 very different or even opposing narratives. (E.g., a dialogue of 2 people with opposing views; an article containing the view of the government and the opposition)

Next steps

- I will add more texts to the excel file
- How many texts can you code per week?
- When should we exchange online? Once a week?