2011 Election Coding Guide and Variable List

Note: this coding guide is modeled in many respects after the coding categories used by the McGill Media Observatory in its *2006 Federal Election Newspaper Content Analysis Codebook.* See http://www.snsoroka.com/files/observatory/Obs2006ElectionDataPublic_codebook.pdf

PROJECT OVERVIEW

This project analyzed the content of five different ethnic newspapers to gain an understanding of Canadian federal election coverage in the GTA's local ethnic print media. Six issues of each local newspaper were coded between March 25, 2011, and May 4, 2011, using constructed week sampling.

Four coders (one fluent in Korean, one fluent in Punjabi, one fluent in Russian, and one fluent in Chinese) were hired to code the newspapers' election content. To ensure intercoder reliability amongst all coders in the four different languages, all coders were trained to code election stories using the English newspapers. In the training phase, they received 20 hours of training and coded 40 randomly selected federal election stories from the three English-language dailies (Toronto Star, National Post, and Globe and Mail). An intercoder reliability test was then conducted on additional English-language content to ensure that the coding decisions would be consistent amongst all four coders. Additional information regarding the intercoder reliability test is available in the 2011 Election News Intercoder Reliability Report document.

NEWSPAPERS

The following local newspaper organizations were included in this study of the 2011 Federal Election.

Ming Pao: published seven days a week in Chinese with approximately 80 pages per issue
Sections are:
A section (two sections) plus A1
Sports section plus S1
World (no W1)
Business plus B1
Entertainment plus E1 (It's labeled section C in Ming Pao)
Living plus L1 (labeled section D in Ming Pao)

Canadian Punjabi Post: published six days per week in Punjabi with approximately 12-20 pages per issue (depending on whether issue is split in to 1 or 2 parts)
Sections are:
Either all 1 section, or Part 1 Section and Part 2 Section
Within Part 1, "News From Home" page, containing news only from India

Within Part 1, "Around the World" page, containing international news
Within Part 1, Entertainment page, "Film Sparklers"
Within Part 1, Editorial page, consisting of usually one editorial and an excerpt from a novel

Punjabi Daily: **published six days per week in Punjabi with approximately 16 pages per issue**
Sections are:
Editorial page, containing editorial from editor and regularly appearing columnists
Lifestyle page, consisting of entertainment, lifestyle, beauty, recipes, etc.
"Vote 2011" special section in some issues during April and May

Russian Express: published weekly (every Friday) in Russian with approximately 40-50 pages per issue
Sections are:
The sections are rarely consistent from issues to issue but there are small headlines at the top of each page that are generally the same.
-Canada
-Municipality of Toronto
-Our Weekend
-Open Ontario for yourself
-As an advertisement

Korea Times Daily: published six days per week in Korean with approximately 22 (weekday) or 30 (Saturday) pages per issue
Sections are:
A section, plus A1 – (includes all/most of local and NP stories, non-HC sports stories)
B section, plus B1 – (includes mainly HC stories)
C section, plus C1 – (has a different subject per issue, for example: Religion, Education, Business, Entertainment, etc…)

VARIABLES
Only items related to the 2011 federal election were coded in the database. To be counted as an election story, the story either mentioned the election, examined issues in the context of the election and/or mentioned political parties, party leaders or candidates.

ID
A unique identifier for each item in the database (assigned using autonumber).

Coder ID
Initials of the coder who coded the election item

Publication ID
Name of the newspaper

Ming Pao
Punjabi Daily
Punjabi Post
Russian Express
The Korea Times Daily

Issue Date
Date of publication (formatted yyyy-mm-dd)

Edition
A number assigned to represent each issue of the newspaper

Ming Pao	
Edition #	Date
1	3/25/2011
2	4/2/2011
3	4/10/2011
4	4/18/2011
5	4/26/2011
6	5/4/2011

Korean Times Daily	
Edition #	Date
11	3/25/2011
12	4/2/2011
13	4/14/2011
14	4/18/2011
15	4/26/2011
16	5/4/2011

Russian Express	
Edition #	Date
21	3/25/2011
22	4/1/2011
23	4/8/2011
24	4/15/2011
25	4/29/2011
26	5/6/2011

Canadian Punjabi Post

Edition #	Date
31	3/25/2011
32	4/2/2011
33	4/14/2011
34	4/18/2011
35	4/26/2011
36	5/4/2011

Punjabi Daily	
Edition #	Date
41	3/25/2011
42	4/2/2011
43	4/14/2011
44	4/18/2011
45	4/26/2011
46	5/4/2011

UID
A unique number assigned by the coder to identify each item. Every number is comprised of three parts, each separated by a decimal place. The first number is the Edition number, the second number is the item number (i.e. the first election item in each edition would be 1, second item would be 2, etc.), and the third number represents the element of the item (article text is always assigned number 1, an accompanying photo would be assigned number 2, any additional photos would be assigned numbers 3+). For example, UID 1.01.1 = edition 1, first election item, first element of the item (either article text or a standalone photo). UID 3.05.2 = Edition 3, fifth election item, second element of the item (a photo accompanying an article).

Page #
Page number from the hard copy of the newspaper

Item form
Form of election item

news/feature (text)	A text article
accompanying photo	A photo accompanying a text article
stand alone photo	A photo without an accompanying article
column	A regular (recurring) column
editorial	Article written by the editor
Paid Conservative political advertisement	An advertisement paid for by the Conservative party or candidate
Paid NDP political advertisement	An advertisement paid for by the NDP party or candidate
Paid Liberal political advertisement	An advertisement paid for by the Liberal

	party or candidate
paid Green political advertisement	An advertisement paid for by the Green party or candidate
third party advertisement (political advertisements placed by groups other than the political parties)	An advertisement regarding the election paid for by a group not attached to a political party
Elections Canada advertisement	An advertisement paid for by Elections Canada
op-ed piece by political candidate (Conservative)	Opinion piece by a Conservative candidate
op-ed piece by political candidate (NDP)	Opinion piece by a NDP candidate
op-ed piece by political candidate (Liberal)	Opinion piece by a Liberal candidate
op-ed piece by political candidate (Green)	Opinion piece by a Green candidate

Story Origin
Where did the story originate?

Staff	Item by a journalist on staff with the newspaper
Freelance	Item by a freelance journalist
Wire	Item obtained from a wire service
Unknown	No information provided about where the item originated

Photo Content
Coders should select all applicable options from the drop-down menu

Community member(s) – Chinese community
Community members(s) – Punjabi community
Community members(s) – Indian community
Community members(s)-Korean community
Community members(s) – Russian community
Community members(s)-other (when none of the people shown are from the Chinese, Indian, Korean or Russian communities)
Stephen Harper (Conservative)
Michael Ignatieff (Liberal)
Jack Layton (NDP)
Elizabeth May (Green)
Jason Kenney (Conservative minister of citizenship, immigration and multiculturalism)
Liberal immigration critic Justin Trudeau
NDP immigration critic Olivia Chow
Senior Conservative (other than Kenney and Harper)

Senior Liberal (other than Ignatieff and immigration critic)
Senior NDP (other than Ignatieff and immigration critic)
Local candidate (Conservative)
Local candidate (Liberal)
Local candidate (NDP)
Local candidate (Green)
Local candidate (other)
Gilles Duceppe (Bloc leader)
Local candidate (Bloc)
Senior Bloc
Governor General
Non-local candidate (Conservative)
Non-local candidate (Liber)
Non-local candidate (NDP)
Non-local candidate (Bloc)
Non-local candidate (Green)

Photo Tone
What is the overall tone of the photo? How are the individuals portrayed?

Neutral/Positive	Individuals in the photo are portrayed in a neutral/positive way (i.e. addressing a crowd, attending an event, stock image from party, etc.)
Negative	Individuals in the photo are portrayed in a negative way (goofy expressions, angry/yelling, falling over, etc.)
Multiple Party	Individuals from multiple parties are in the photo. See the Multiple Party Tone variable for the overall tone of these images.

Multiple Party Tone
What is the overall tone of the photo? How are the individuals portrayed? Select all applicable options.

N/P Conservative	Neutral/positive portrayal of Conservative party/candidate
Neg Conservative	Negative portrayal of Conservative party/candidate
N/P Liberal	Neutral/positive portrayal of Liberal party/candidate
Neg Liberal	Negative portrayal of Liberal party/candidate
N/P NDP	Neutral/positive portrayal of NDP party/candidate
Neg NDP	Negative portrayal of NDP party/candidate
N/P Green	Neutral/positive portrayal of Green party/candidate
Neg Green	Negative portrayal of Green party/candidate
N/P Bloc	Neutral/positive portrayal of Bloc Quebecois party/candidate
Neg Bloc	Negative portrayal of Bloc Quebecois party/candidate

Official Photo
Is the photo an official photo supplied by the party/candidate? Select Yes or No.

Political Riding
What ridings are mentioned/discussed? Select all applicable options.

No specific riding mentioned
Ajax-Pickering
Beaches-East York
Bramalea-Gore-Malton
Brampton West
Brampton-Springdale
Burlington
Davenport
Delta-Richmond East
Don Valley East
Don Valley West
Dufferin-Caledon
Durham
Eglinton-Lawrence
Etobicoke Centre
Etobicoke North
Etobicoke-Lakeshore
Halton
Hamilton East-Stoney Creek
Markham-Unionville
Mississauga East-Cooksville
Mississauga South
Mississauga-Brampton South
Mississauga-Erindale
Mississauga-Streetsville
Newmarket-Aurora
Nipissing-Timiskaming
Oak Ridges-Markham
Oakville
Oshawa
Parkdale-High Park
Pickering-Scarborough East
Richmond Hill
Scarborough Centre
Scarborough Southwest
Scarborough-Agincourt
Scarborough-Guildwood
Scarborough-Rouge River
Sherbrooke

St. Paul's
Thornhill
Toronto Centre
Toronto-Danforth
Trinity-Spadina
Vancouver South
Vaughan
Wellington-Halton Hills
Whitby-Oshawa
Willowdale
York Centre
York South-Weston
York West
York-Simcoe
National party advertisement (no local riding content)
Regina—Lumsden—Lake Centre
Ottawa South
Wascana
New Westminster-Coquitlam
Northwest Territories
Port Moody—Westwood—Port Coquitlam

Headline
A translation (into English) of the headline of each article.

Photo Status
How does the photo appear in the newspaper (Is there one? Accompany an article?)

No photo	Only a text article without any photos
Photo accompanying article	A photo that is included with an article
Article accompanying photo	An article that has photos
Stand alone photo	Only a photo without a text article

Exclusive Interview
Is the article an exclusive interview with a candidate?

Not applicable	Not an exclusive interview
Harper	Exclusive interview with Stephen Harper
Ignatieff	Exclusive interview with Michael Ignatieff
Layton	Exclusive interview with Jack Layton
Duceppe	Exclusive interview with Gilles Duceppe
May	Exclusive interview with Elizabeth May
Other	Exclusive interview with another candidate

Horserace

For articles, is it a horserace or issue story?

| Horserace | A story that only discusses who is winning/losing |
| Issue | A story discussing particular election issues |

Ad Size

If item is an election advertisement, what size is it in the newspaper?

| Not an ad |
| Full-page |
| Half-page |
| Quarter-page |
| Less than quarter page |

CandidateEthnicity

If a story is about a candidate for office who is from one of our target ethnic communities, identify the candidate's race/religion/ethnicity. Ideally, the story or photo should mention the background of the candidate but, if it doesn't and you know from the name that the candidate is Korean, Punjabi, Indian or Russian, use the name as your decision making guide. If the story is about a Korean and Punjabi candidate, select both Korean and Punjabi.

If there is no mention of race/religion/ethnicity, the item is coded as general community.

| Chinese |
| Indian |
| Korean |
| Russian |
| Punjabi |
| Sikh |
| Jewish |
| Other/unidentifiable |
| General Community (No references to race/ethnicity—only for text stories) |
| Ethnic vote (general references) |
| White |

Stand

Identify if there is strong support for or against a party/candidate. Select one only.

| No clearly identifiable stand (use this for photos) |
| Pro-Conservative |
| Anti-Conservative |
| Pro-Liberal |

Anti-Liberal	
Pro-NDP	
Anti-NDP	
Pro –Green	
Anti –Green	
Pro-Bloc	
Anti-Bloc	

Key Phrase
Translate into English any sentence(s)/paragraph(s) that demonstrate the support/criticism of a party/candidate that was identified in the Stand variable.

Issue1
Choose the issue that is most prominently featured in the story. If there is no prominent issue, choose the first issue mentioned as the issue variable.

Abori	Aboriginal Issues
Abort	Abortion debate (in Canada)
Afgha	Afghanistan/Libya (Canadians at war in…)
Agric	Agricultural Issues
Budge	Budget/Deficit/Gov't spending/Fiscal responsibility (eg budget, surplus, debt, deficit)
Child	Childcare
Citie	Cities & Municipalities
Contem	Contempt/respect for parliament
Crime	Crime/prisons
DebLC	Debates –local candidates
DebPL	Debates - party leaders
Defen	Defence budget
Educa	Education (all levels of schooling and training)
Elect	Election turnout/Youth Vote/Party Subsities/Straw votes
Empl	Employment – unemployment rate/unemployment insurance issues
Emplo	Employment – recognition of foreign credentials
Energ	Energy/electricity/Gas Prices/nuclear issues
Envir	Environmental issues- climate change/oil sands/air quality/wildlife/forests
FAC-Chin	Foreign affairs – Canada-China relations
FAC-Ind	Foreign affairs- Canada-India relations
FAC-Kor	Foreign affaris –Canada –Korean relationship
FAC-Mat	Foreign aid to poorer countries – including maternal health initiative
FAC-MidE	Foreign affairs - Canada's relationship/support for Israel/role in the Middle East
FAC-OT	Foreign affairs – other

FAC-Rus	Foreign affairs – Canada-Russian relations
FAC-US	Foreign affairs – Canada-US relations
Gun-Con	Gun control/registry
Healt	Healthcare (eg waiting times, privatization, 2-tier system, user fees, funding)
Housi	Housing
Immig	Immigration (family reunification/immigration levels)
Infra	Infrastructure – roads/bridges etc.
Inter	Intergovernmental Relations—federal-provincial relations
Interg	Personal Integrity/ethics/corruption/patronage
Internet	Internet/Social media/New technology-use during elections
JTEmp	JTEmployment –job training for immigrants
Leadership	Leadership (political)
Minor	Minority Government/Coalition
Natio	National Unity/Quebec Separatism
Other	Other
Pensi	Pensions
Popul	Population (eg, growth, overpopulation)
Publi	Public Transportation
Racis	Racism/discrimination
Regio	Regionalism - Not Quebec (eg regional alienation)
Same	Same sex marriage
Senat	Senate reform
Senio	Senior citizen issues
Sexism	Sexism
Taxes	Taxes
Trade	Trade issues
Unemp	Unemployment/Jobs
Value	Value of Canadian dollar
VoterEdu	Voter Education
Welfa	Welfare/Poverty/Homelessness
Event	Community festival/event

Party 1
First party mentioned in article

Conservative (Tory)
Liberal (Grit)
NDP
Green
Bloc
Other

Party 2
Second party (different from first) mentioned in article

Conservative (Tory)
Liberal (Grit)
NDP
Green
Bloc
Other

Party 3 - Third party mentioned in article

Conservative (Tory)
Liberal (Grit)
NDP
Green
Bloc
Other

Note: First, second, third and fourth mentions of parties refers to the order in which parties appear in the stories. No duplicates allowed. For instance, if the story opens with a mention of the Conservatives, then mentions Michael Ignatieff, and then mentions Conservative finance minister Jim Flaherty and NDP leader Jack Layton, we would code for Conservatives and Liberal and NDP.

CandidateMention1
The first political figure (leader, candidate, etc.) mentioned in an article.
Note: For mentions of individuals, duplicates of categories are allowed. For instance, if Michael Ignatieff appears, then Conservative cabinet minister Bev Oda, then Michael Ignatieff again, and then Conservative finance minister Jim Flaherty, the coding would be Ignatieff, Senior Conservative, and Senior Conservative. Don't count Ignatieff twice. Only names are counted, for example if the article mentions the Prime Minister, it does not count as an individual mention, it should say Stephen Harper.

SH	Stephen Harper (Conservative)
MI	Michael Ignatieff (Liberal)
JL	Jack Layton (NDP)
EM	Elizabeth May (Green)
JK	Jason Kenney (Conservative minister of citizenship, immigration and multiculturalism)
JT	Liberal immigration critic Justin Trudeau
OC	NDP immigration critic Olivia Chow
SC	Senior Conservative (other than Kenney and Harper)
SL	Senior Liberal (other than Ignatieff and immigration critic)
SN	Senior NDP (other than Ignatieff and immigration critic)

SG	Senior Green (other than Elizabeth May)
LC-L	Local candidate (Liberal)
LC-N	Local candidate (NDP)
LC-G	Local candidate (Green)
LC-O	Local candidate (other)
LC-BQ	Local candidate (Bloc)
LC-C	Local candidate (Conservative)
GD	Bloc leader Gilles Duceppe
EX	Expert source (professors, pollsters)
OT	Other (representatives of organizations, average citizens)
SB	Senior Bloc
NL-C	Non-local candidate (Conservative)
NL-L	Non-local candidate (Liberal)
NL-N	Non-local candidate (NDP)
NL-BQ	Non-local candiate (Bloc Quebecois)
NL-G	Non-local candiate (Green)
NL-O	Non-local candidate (Other)

CandidateMention2
The second political figure (leader, candidate, etc.) mentioned in an article. Same options as CandidateMention1.

CandidateMention3
The third political figure (leader, candidate, etc.) mentioned in an article. Same options as CandidateMention1.

Party/Candidate1
The first party OR party leader/representative mentioned in an article.

Conservative (Tory)
Liberal (Grit)
NDP
Green
Bloc
Other

Party/Candidate2
The second party OR party leader/representative mentioned in an article. Same options as Party/Candidate1.

Party/Candidate3
The third party OR party leader/representative mentioned in an article. Same options as Party/Candidate1.

Party/Candidate4
The fourth party <u>OR</u> party leader/representative mentioned in an article. Same options as Party/Candidate1.