Codebook for partisan exemplar project (Extraits, US version)

Miceal Canavan

Post.doc, PhD
Department of Political Science
Aarhus University
Bartholins Allé 7
DK-8000 Aarhus C, Denmark
Email: mcanacan@ps.au.dk

Lene Aarøe

Associate Professor, PhD
Department of Political Science
Aarhus University
Bartholins Allé 7
DK-8000 Aarhus C, Denmark
Email: leneaaroe@ps.au.dk

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This codebook provides an extraits from the full codebook developed for the partisan exemplar project. Specifically, it reports the full codebook instructions for the Exemplar and the Political variables.

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Exemplars

Journalists often utilize examples of people to illuminate the story they are reporting on. Conceptually, these people are referred to as 'exemplars'. For the purposes of this research, we adopt a broad definition of exemplars, as people who are mentioned in relation to the story being reported. They can be people directly affected and involved in the issue, or they may simply be commenting on the issue. This broader definition which includes unaffected and affected exemplars is illuminated in further detail by Zerback & Peter (2018).

This definition expands on the classic understanding in the communication literature which required that the person portrayed be an active part of the story or directly affected. As a result, this expanded definition includes so-called 'vox populi' where people are simply giving their opinion on an issue or policy being reported.

Note on values column: The annotation of tweets will be completed on Doccano. There is no 1 or 0 option here, you will only be able to apply a label (i.e., True) or not (i.e., False). The false value is assumed automatically if the label is not selected.

Definition	**Values**	**Examples**
E1: Does the tweet/post mention a specific person who is affected by the issue or is commenting on the issue? The person portrayed does not need to be an active part of the story. A quote from somebody that describes or comments on the issue is considered a "1" on this variable (see Iranian ex-minister example). This also applies to paraphrasing of statements with general political viewpoints/ announcements from e.g., politicians like ".....", says President Biden This can include ordinary people or famous politicians and celebrities. Quotes using the "we" to refer to a general societal group are generally coded as "0" (see Hamas example). However, small concrete groups of up to 4 people can be coded as "1" on E1.	1= True 0=false	**True examples** A judge ordered a California man, who was arrested near DNC headquarters in DC after police say they found weapons in a pickup truck displaying White supremacist symbols, to be held without bond. https://t.co/5tBOBpj28t "Yeah, you f----- real good." Body camera footage shows an officer finding a 13-year-old girl at a motel with a 22-year-old man. The deputy tells him to remain on the couch after the girl says her stomach hurts. https://t.co/NLTUM1ZKNO RT @TOIAlerts: Live update: Iranian ex-minister: Tehran officials should fear for their lives due to Mossad threat https://t.co/5fZs4DjHEL Actor Danny Masterson will go to trial over 3 charges of rape https://t.co/U8wWXm5vus Democrat Rep. Ted Lieu (D-CA) is facing questions about donations to Stanford from his campaign fund that were made before his son started there. https://t.co/UJFOTH0SSg

Posts/tweets summarizing that "I wrote a story about xx" (generally a reporter) are a "0" on E1 An expert describing an issue is also "1" on E1. Genitive cases that refer back to the person or are connected to personal content are coded as "1" . Genitive cases that only point a name label on a physical object, a policy proposal or genitive cases that refer to societal content are coded as "0" Retweets followed by specific handles (i.e., @) are not considered exemplars - @CBSEveningNews tweet Promotional tweets which advertise shows being broadcast and mention presenters or guests are not considered exemplars. See @Colbertlateshow tweet and @CBSEveningNews. International news are automatically excluded and should not be given exemplar labels or others. Quotes will not automatically be considered a 1. In particular where there is a RT, followed by a quote from a journalist (likely from an article), this will not be considered an exemplar. If the quote is from an identified non-journalist then it will generally be considered an exemplar.		Viewers criticize Oprah for interrupting Harry and Meghan during interview but praise her for not holding back hard questions https://t.co/1jHfGcz0hx **True examples** (1) of genitive cases that refer to personal content or content on the person in question Does Brian Flores's experience prove that the NFL's "Rooney Rule" is broken? https://t.co/zaBOy7KQjK "Come to your squares, your streets. Make yourselves visible and heard," Zelenskyy said in English during an emotional video address late Wednesday. https://t.co/ypnsx3sNPZ NOVEMBER SHOCKER: Joe Biden's Approval Rating Plunges to 36% Nationwide https://t.co/rNk8yNpE4t "Vaccinate America and help vaccinate the world," President Biden said Tuesday, "That's how we're going to beat this thing." https://t.co/sPEK0VXO9K "We joined business leaders across the country to defend bedrock principles of our Democracy about evidence, about fair voting, and urged Congress to certify the election results," The College Board CEO David Coleman says. https://t.co/BI1nbOtl4a U.S. Roman Catholic bishops on Tuesday are expected to debate whether President Joe Biden's support for abortion rights should disqualify him from receiving communion, an issue that has deepened rifts in the church since the Democrat took office. https://t.co/JkBkNqsFiz **False examples** RT @CBSEveningNews: Here's a look at the top stories coming up tonight on the CBS

		Weekend News with @Jerickaduncan https://t.co/i2eZoFAY0Q Arabs: Hamas and Iran Turned Gaza into Cemetery for Children - https://t.co/P9DNmug3rX @JewishPress https://t.co/97RiduCdYg" style="display: none; https://t.co/LOppgz4KaN RT @cbslocal: .@colbertlateshow is returning TONIGHT to the iconic Ed Sullivan Theater in NYC with a fully vaccinated crowd. That means thât¦ **False examples (0) of genitive cases that refer to societal content, physical objects, policies:** Trump's longtime accounting firm recants a decade of his financial statements https://t.co/VXtuH51eXg Unlike Bowie's previous work, many of the songs on Hunky Dory were worked out on piano, which allowed him to bring in elements of classical, cabaret and other genres. #NPR50 https://t.co/prq1bwS6AX

Political

Defining what is considered political may appear straightforward but can be a complicated challenge, particularly online. Prior work on classifying social media data as political (or not) has often relied on lists of keywords (Marchetti-Bowick & Chambers, 2012), names of politicians (O'Connor et al., 2010) political parties (Tumasjan et al., 2010), references to policy (Giger et al. 2021), or simply all tweets from specified 'political accounts' in a particular country (de Sousa Pereira Amorim et al., 2018).[1] Here, we will take a more holistic approach. However, it could be valuable to look at these prior works to understand more about their approach, which may help as 'rules of thumb' for our broader definition.

Given we are focused on social media, the starting point for identifying political content builds on Twitter's definition of political which it uses to regulate political content:

[1] Others have used categories – e.g,, calls-to-action (CTA), persuasive (PER), informative (INF), endorsements (END), ceremonial (CER), and conversational (CON), in Twitter only (Hemsley & Zhang, 2017)

- Political content is defined as '*content that references a candidate, political party, elected or appointed government official, election, referendum, ballot measure, legislation, regulation, directive, or judicial outcome.'*[2]

Another definition which can be used as a guide was developed by Pedersen (2018: 5) for analysing Facebook posts by UK politicians:

- Political content includes '*all statements with a political substance, but excludes messages solely related to non-political matters such as birthdays or personal experiences.'*
    - The message can express a political attitude directly or indirectly. For instance, a message saying "Thank you Emsworth Primary School for a nice visit" does not count as a political message, but if the message is followed with a political statement eg. "let's unite to secure good education for all" it should be coded as political.
    - Further, political messages can comment on political processes and practices such as: "The government does not do what it takes to make the parties cooperate". Hence, a political message will generally state a policy position, raise awareness of a political cause, encourage people to take action to promote a political goal or reflect upon a political decision-making process

For the purposes of this research, we take a broad definition of political actors. Therefore, references to political protests movements (e.g., BLM) and leaders of these movements, are considered political. They are not political where they are referenced in relation to non-political matters such as birthdays, personal experience, or arts/ entertainment (e.g., movies). Similarly, announcements of appearances on TVs shows for interviews are not political.

In general, we make no distinction between local or national politics. Political action, including by bureaucracy, will be considered political by default. Exceptions for human interest stories such as birthdays or personal experiences.

For legal cases, we will have three attributes which can help determine if it is considered political:

1. Have you heard about the case – if yes, likely political.
2. Direct political aspect to case or in the discussion around the case (e.g., court rulings on laws or regulations) – if yes, political.
3. Procedural information (e.g., jury selection, delays etc) – if yes, not political.

These criteria should be applied relatively strictly – for example, the Amber Herd trial would not be considered political because there is no direct political component to the case, despite some discussions about gender and equality which emerged.

For military news, in general military news will be considered political. However, specific details on military strategy (e.g., troop movements) are excluded.

[2] https://business.twitter.com/en/help/ads-policies/ads-content-policies/political-content.html

News about Covid is not automatically political. Specific political **action** relating to Covid is political. This includes comments and advice from the government or political figures (e.g., Chief Medical Officer). Similarly, reporting about government regulations being implemented (e.g., new phase of Covid lockdown) will also be considered political. However, reporting of figures or general advice from non-political actors is not political.

Further definitions and examples of both nonpolitical and political included below:

- *0 – Nonpolitical*: Clearly not political content (e.g., food, entertainment, celebrity, sports)
- 1 – *Political:* Clearly meets Twitter definition above

Codes:

Definition	**Values**	**Examples**
P1: Does the tweet reference clearly political issues, actors or events? This largely follows the Twitter definition above. When the Tweet mentions a political actor, it should be in reference to a political comment, event or action. References to political actors doing nonpolitical things generally do not fit under this code – e.g. Obama's Spotify deal. References to historical political events, actors, or issues as a comparison to contemporary political events are political. They are not considered political where they are referenced in relation to entertainment (e.g., movies, TV shows, books etc…) Content referencing multiple political actors, events or issues fall under this code. Academic political research will generally not fall under this category. Exceptions are current affairs articles which discuss research and apply it to	1= True 0 = False	**True examples** Just In: Cawthorn's candidacy OK: Judge blocks inquiry over his Jan. 6 participation https://t.co/JRXDRg5uzh Democrat Rep. Ted Lieu (D-CA) is facing questions about donations to Stanford from his campaign fund that were made before his son started there. https://t.co/UJFOTH0SSg Despite its decades in operation, Crime Stoppers' role in shaping policy and public perception on criminal justice has received little scrutiny. https://t.co/uTc51f8Bty .@KevinMKruse: The Trump admin.'s thinly-veiled rebuke of "The 1619 Project" is a sloppy, racist mess. https://t.co/TngEQZCcaF Democrat Rep. Ted Lieu (D-CA) is facing questions about donations to Stanford from his campaign fund that were made before his son started there. https://t.co/UJFOTH0SSg Former President Barack Obama and former first lady Michelle Obama say a Minneapolis jury "did the right thing" in convicting former police officer Derek

contemporary political actors, issues or events. Experts commenting or opinion pieces on political, events, actors or issues fall under this category. General content on political coverage (e.g., broadcasters, times etc.) do not fall under this category. See announcement of The Nation's DC correspondent. Reports of crime (e.g., a burglary/assault taking place) do not fall under this category (see Meth seizure example) however, political actors commenting on crime or crime more generally (e.g., statistics) do fall under this category (see Crime Stoppers Tweet) Announcement of general advice relating to Covid are not political. Similarly, reporting on Covid figures is not political (see Tweet on hospitalizations). However, specific legislation or political comment on Covid guidance or regulation will fall under this category. Monarchy or religious are not considered political unless making a specific political intervention or being commented on by political actors (which is very unlikely) General economic updates are considered political but not businesses news unless explicitly linked to wider economy or government (e.g., company updates etc.). Given how sensitive the public and politicians are to		Chauvin of murdering George Floyd. https://t.co/HAtuWiWq2X RT @nickgillespie: "The idea that America is all about despising black people and murdering our black bodies...That's fantasy," @JohnHMcWho… EXCLUSIVE: The insurrection is not over, according to an intelligence bulletin acquired by The Daily Beast that warns a coming wave of MAGA demonstrations may turn violent https://t.co/EzLTSoN8CO **False examples:** Spotify lands Barack Obama and Bruce Springsteen's 'Renegade' podcast 'The Nation' Names Aída Chávez As DC Correspondent https://t.co/x1JcLRlhPj 44 Charged, Half-Ton of Meth Seized in California Operation https://t.co/5ZKRIjbvUE Virtually all hospitalized Covid-19 patients have one thing in common: They're unvaccinated. https://t.co/g9AIv4bmy0 In "The Anti-Oligarchy Constitution", Joseph Fishkin and William E. Forbath attempt to recover the Constitution's pivotal role in shaping claims of justice and equality. https://t.co/UA5UNkYDjs

unemployment, job losses of over 100 will always be considered political. Political rallies or events (e.g., Jan 6 riots) are considered political (see example from The Daily Beast on Jan 6) Tweets by prominent politicians or political actors on 'culture war' or social issues are considered political. Trump tweets and comments are a common example (see Kevin Kruse example regarding Trump admin's on 1916 project. Also see Nick Gillespie on racism in Americ). Political figures caught up in nonpolitical scandals fall into this category (see tweet mentioning Rep. Ted Lieu on donations to Stanford) Political figures commenting on specific legal cases are considered political (see example of Obamas commenting on George Floyd case) Elections, including to lower-level bureaucracy are considered political. However, this does not extend to any mention of a publicly employed office (e.g., police arrest or patrol etc.). Workers' rights, including wages, conditions, safety, will generally be considered political. These are classically political class issues.		

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