

## Project Summary:

Our objective is to code open-ended responses given in the 2020 presidential elections. For this particular element of the survey, 200 unique respondents were asked four questions.

- What is it that you **like** about **Joe Biden**
- What is it that you **dislike** about **Joe Biden**
- What is it that you **like** about **Donald Trump**
- What is it that you **dislike** about **Donald Trump**

For these responses, we are looking for what particular topics were mentioned among 35 agreed-upon topics. These topics are across all four questions, and a response can carry one or several topics depending on the particular response. Below is a table of all 35 topics, with the respective criteria for a topic to be satisfied

## 35 Topics for all four questions

#	Label	Annotation Criteria
1	General	Good person, bad person, likable, not likable, I like him, I do not like him - Any illusions to a general feeling toward a candidate
2	Party	Is (or is not) a Democrat, is (or is not) a member of the Democrat Party, is (or is not) a Republican, is (or is not) a member of the Republican Party, is (or is not)
3	Ideology / Philosophy / Views	Conservative, liberal, socialist, Marxist, communist, fascist, libertarian, moderate, America First or MAGA share my views, or I oppose his views.
4	Electability	Can win, cannot win
5	Better than alternative	Not Trump, Not Biden, Lesser of two evils
6	Political experience	Political experience, work the candidate has done as a politician or elected official, “experienced” or “inexperienced” in general. Positive or negative. “Insider” and like the current job of an incumbent. Record
7	Non Political experience	Business experience, work the candidate has done in business, industry, or Education. Also, “outsider” sentiments or reasons for support

8	Scandal / Cover-up	The candidate was involved in a scandal or cover-up
9	Other past activity	Any mention of something the candidate did in the past that does not match another code
10	Personality - Ability	The candidate's ability to accomplish a task or get the job done. Keeping promises and fulfilling objectives
11	Personality - Honesty	The candidate's honesty, integrity, consistency, predictability, sincerity, empathy Truthfulness, character "Cares about people like me"
12	Personality - Intelligence	The candidate's intelligence
13	Personality - Leadership	The candidate's ability to lead, get people to work together, make people want to follow, inspire people, inspire the respondent, motivate people, motivate the respondent. Strong or weak Leader "fights for people like me". Also, Patriotic sentiments
14	Personality - Other	Anything about the candidate's personality that does not match the description above
15	Candidate Health / Mental Fitness	The candidate's health and mental sharpness. Age.
16	Religion	The candidate does, or does not, belong to a specific religious group. The candidate is religious or not religious. Also advances a religious agenda.
17	Education	The candidate's education, where the candidate went to school or college, the candidate's type of diploma or college degree
18	Physical Appearance	The candidate's physical appearance, attractiveness, how good the candidate looks
19	Demographics	The candidate's age, sex, sexual orientation, race, ethnicity, height, weight, marital status, or where the candidate is from
20	Policy - Economic	What the candidate will do about the economy, taxes, government spending, the budget, the deficit, and the national debt? The candidate's policy, stand, views, position, or emphasis on the economy, taxes, government spending, the budget, the deficit, the national debt. Covid stimulus, and other economic or fiscal concerns

21	Policy - Poor People	What the candidate will do about government programs to help poor people. The candidate's policy, stand, views, position, or emphasis on government programs to help poor people. General For the people sentiments NOTE: This code should is only assigned to ideas that mention helping poor people or government programs to help poor people. Examples of government programs to help poor people include: welfare, food stamps, Medicaid, Aid for Families with Dependent Children (AFDC), and public housing. Any idea that mentions how much the candidate cares about poor people is assigned to the <b>"groups"</b> code (26)
22	Policy - Liberty	What will the candidate allow people to do, prevent people from doing, or make legal or illegal. The candidate's policy, stand, views, position, or emphasis on what people should be allowed or prevented from doing or what should activities should be legal or illegal. Abortion, LGBTQ policy, and Marijuana are some examples
23	Policy - International Affairs	How will the candidate deal with other countries in general, foreign policy in general, and the reputation of the United States? The candidate's policy, stand views, position, or emphasis on other countries in general, foreign policy in general, and the reputation of the United States. Also support or opposition to military.
24	Policy - Judiciary	Supreme court, judicial appointments, and court packing. Any other illusions to judicial policy
25	Policy - Other	What will the candidate do about something that does not match a description in codes 20-24. The candidate's policy, stand views, position, or emphasis on something that does not match a description in codes 20-24.
26	Groups	The candidate's support for or opposition to ideological or other groups. feelings about, a specific group of people
27	Emotions / Feelings	The candidate makes the respondent feel happy, sad, angry, proud, afraid, scared
28	Candidate - Other	Any mention of something about Trump / Biden that does not match another code
29	Non - Candidate	Any mention of something other than the candidate and that is not about the respondent

30	Public Health / Covid	Both pro and anti-Covid mitigation. Masks, lockdowns, school closures. Health infrastructure, Vaccines, and other covid specific mentions
31	Democracy / Voting Rights	Election Fraud, Voter suppression, ballot access, democratic insecurities, mail in voting, abuses of power, saving democracy, fear of dictatorship, or rolling back voting access, etc.
32	Racial Issues	BLM, George Floyd, racial equality, defund the police, and other broad allusions to racial justice or racial resentment (Close to code 26 but specifically focused on racial issues)
33	Running Mate / Endorsement	Running mate (Kamala Harris or Mike Pence). Or key endorsements from respected political or non-political figures (Party Luminaries) such as James Clyburn for Biden or Jerry Falwell Jr. for Trump
34	Don't Know	I don't know, Don't know, DK, I'm unsure, I'm not sure, Unsure, You got me, I can't remember, I have no clue, No clue, I have no idea, No idea, No guess, no, nothing
35	All others	Any statement that does not fit the codes

## Steps for coding:

- 1) Take a response and read it in detail, for example, take this response from Joe Biden - Likes :

**“He isn't Donald Trump. He shares my view of what America stands for. I want to save our democracy.”**

- 2) In my view, there are a few topics mentioned in this response.

- ☐ 5) Better than the alternative
- ☐ 3) Ideology / Philosophy
- ☐ 31) Voting rights

However, this is subjective; read through and fully vet each answer, but there is no truly correct way to code these responses. Do your best, and be sure you have a reason for how you coded this particular response any particular way. Remember that all responses can have up to as many codes as you would like to assign.

- 3) Input codes for a specific response on the sheet:
  - a) If a topic has been selected, place a “1” on the corresponding column
  - b) For this example, columns “3” “5” and “31” receive “1’s”

- c) Leave any notes in the notes column to clarify anything that may come up for this particular response
- 4) When completed, all responses are allocated, then circle back and fill the nonresponses with "0" so we can denote that no response has been given. (this can be done when you finalize the sheet)

## Some tips for effective coding practices

- Make sure to have a notepad or device for taking notes while reading each response.
- For me, I found that printing out the topics and making a check mark on each that came up helped with inputting the data.
- Our expectation is that you can complete 50 responses in an hour, but it's probably best to go for 45 minutes and then take a few minutes for a break; completing too many responses in a row will become difficult.
- Quality is key in these responses. Make sure you are accurate over quickness; that will be very helpful once we have the full data.