Wesleyan Media Project Codebook – 2024
Supplemental Guide

CREATIVE TITLE [Please display CMAG-attributed name of ad at top of page]

GOAL In your judgment, what are the goals of the ad? (Select all goals of the ad. Select one primary goal. Check only one box per row.)

Goals	Not referenced	Goal	Primary Goal
	0	1	2
To persuade people to vote for or against a candidate			
To convince viewers to donate money			
To gather more information about the viewer (e.g., "sign up," "learn more") or to encourage viewers to become more involved in the campaign			
To ask the viewer to contact a legislator about an issue			
To encourage the viewer to purchase something (merchandise, tickets to an event, etc.)			
Something else			

[If CONTACT=1 or 2]
KANTARCHECK If the ad asks the viewer to contact a legislator, does it mention a *specific* legislator by name?
      1   Yes, the ad asks the viewer to contact a specific legislator [text entry]
      0   No, the ad does not ask the viewer to contact a specific legislator
[If KANTARCHECK=0, skip to end of coding]

[Display if CONTACT=1 or 2]
ISSUE_TYPE2 If the ad asks the viewer to contact a legislator, does the ad promote or attack a legislator?
      1   Ad promotes or attacks a legislator
      2   No, tone is unclear, ad does not attack or promote a legislator

SPONSOR Sponsor of Spot
      1   Candidate
      2   Party
      3   Coordinated between a candidate and party
      4   Interest Group/other
      98   DK

GROUP_NA Name of the ad sponsor (e.g, the specific political party, interest group, union, etc.). This can often be gleaned from the ad's "paid for by" line. [TEXT]

GROUP_PROB [Check box] Check here if you cannot read the "paid for by" line.

CAND_ID Candidate name
Type the name of the favored candidate (the candidate the ad supports). If it is a candidate-sponsored ad, you can use the creative name to help you.

    1   Favored candidate not mentioned/not ascertainable
    2   Multiple favored candidates
    3   Favored candidate is ascertainable (list in the text box)

CAND_TXT [Text box]
Last name, First name
e.g., Smith, Terry
You can figure out the state by looking at the creative name/video URL. Leave state blank for presidential ads.

GENDER_FAV Gender of favored candidate
    1   Male
    2   Female
    3   Not ascertainable/no favored candidate
    4   Multiple favored candidates, male and female

TGT_ID Targeted candidate name
    1   No targeted candidate/ not ascertainable
    2   Multiple targeted candidates
    3   Targeted candidate is ascertainable (list in text box)

GENDER_TARGET Gender of targeted candidate
    1   Male
    2   Female
    3   Not ascertainable/no targeted candidate
    4   Multiple targeted candidates, male and female

MAG_WRD Does the ad mention any of the following *specific* words or phrases: vote for, elect, support, cast your ballot, [Smith] for Congress, vote against, defeat, or reject?
    0   No
    1   Yes
    2   Yes, But Only in the PFB [Paid for By tag]
    97   Not mentioned in ad but cannot read the PFB and could be mentioned there
    99   NA

APPROVE should appear only if SPONSOR=1 or SPONSOR=3.
APPROVE [Candidates in federal races must approve their ads (e.g., "I approve this message," etc.]
Where does the candidate's oral approval of the spot appear?
    0   No Oral Statement of Approval/Authorization
    1   Beginning of the Spot
    2   Middle of the Spot
    3   End of the Spot
    99   NA

VID should appear only if SPONSOR=1 or SPONSOR=3.

VID Does the candidate physically appear on screen and speak to the audience during oral approval?

0	No, the authorization is stated in voiceover
1	Yes
98	DK
99	NA

Excluding the "oral approval," is the favored or targeted candidate…[check all that apply]

	Mentioned by name in the ad	Pictured in the ad	Narrating the ad	Talking directly into the camera
	F_MENTION	**F_PICTURE**	**NARRATE1**	**CAMERA**
Favored candidate				
Targeted candidate			██████████	██████████
	O_MENTION	**O_PICTURE**		

VOICE

Does the ad have a voiceover announcer, someone who speaks but is not pictured and is not the candidate?

0	No
1	Yes, a female
2	Yes, a male
3	Yes, both female and male voiceovers
99	NA

Which of the following types of people are seen TALKING in the ad, excluding the candidate? Indicate whether they are talking into the camera. Also indicate the number of men and women from that category that TALK.

	Seen talking in the ad	Number of men	Number of women
A politician	TALK2POLNAR	TALKPOLMEN	TALKPOLWO
A celebrity	TALK2CELEBNAR	TALKCELEBMEN	TALKCELEBWO
Someone with a formal title (e.g., CEO, etc)	TALK2TITLENAR	TALKTITLEMEN	TALKTITLEWO
A regular-seeming person	TALK2JOENAR	TALKJOEMEN	TALKJOEWO
A member of the candidate's family	TALK2FAMNAR	TALKFAMMEN	TALKFAMWO
Other, please describe below	TALK2OTHNAR	TALKOTHMEN	TALKOTHWO

AD_TONE In your judgment, is the primary purpose of the ad to promote a specific candidate, attack a candidate, or contrast the candidates?

1	Contrast
2	Promote
3	Attack
98	DK
99	NA

Skip if AD_TONE~=1.
CNT_FIN If the ad is a contrast ad, does it finish by promoting a candidate or attacking a candidate?

		1	Finishes by Promoting
	2	Finishes by Attacking
	98	DK
	99	NA

PRTY_MN Does the ad mention the party label of the favored candidate or the targeted candidate?

0	No
1	Yes, Favored Candidate's Party
2	Yes, Targeted Candidate's Party
3	Yes, Both Candidates' Parties
4	Yes, Favored Candidate's Party but Only in Paid For By line
98	DK
99	NA

PER_PLY In your judgment, is the primary focus of the ad personal characteristics of either candidate or policy matters?

0	Neither
1	Personal Characteristics
2	Policy Matters
3	Both Personal Characteristics and Policy Matters
98	DK
99	NA

Are any of the following mentioned or pictured in the ad? (Check only one box per row.)

		No	Yes, in a way to show approval or support	Yes, in a way to show disapproval or opposition	Yes, unclear whether in support or opposition
		0	1	2	3
PRSMENT	Joe Biden				
DTRUMP	Donald Trump				
KMCCARTHY	Kevin McCarthy				
MJOHNSON	Mike Johnson				
DEMHSE	Hakeem Jeffries				
GOPSEN	Mitch McConnell				
DEMSEN	Chuck Schumer				
BOBAMA	Barack Obama				
GBUSH	George W. Bush				
HCLINTON	Hillary Clinton				
BCLINTON	Bill Clinton				
REAGAN	Ronald Reagan				
PENCE	Mike Pence				
HARRIS	Kamala Harris				

WALZ	Tim Walz				
VANCE	JD Vance				
NPELOSI	Nancy Pelosi				
OTHERS?					

Are any of the following mentioned or pictured in the ad? (Check only one box per row.)

		No	Yes, in a way to show approval or support	Yes, in a way to show disapproval or opposition	Yes, unclear whether in support or opposition
		0	1	2	3
DEMMT	Democrats/liberals				
GOPMT	Republicans/conservatives				
CONGMT	Congress				
WASHMT	Washington (D.C.)				
SCOURT	Supreme Court				

Does the ad cite any of the following sources to bolster various claims? (Check all that apply)
   CITE6   Media Source (Website, newspaper, etc.)
   CITE4   Targeted Candidate's Ad
   CITE5   Legislation

Please assess the intent of the ad maker (not your own personal reaction) below. Does the ad make an appeal to the following emotions? (Check all that apply)
   FEAR
   ENTHUSIASM
   ANGER
   PRIDE
   HUMOR
   SADNESS

MUSIC If music is played during the ad, how would it best be described? (Check all that apply)
   MUSIC0   No music
   MUSIC1   Ominous/tense
   MUSIC2   Uplifting
   MUSIC3   Sad or sorrowful
   MUSIC90   Other, specify _____

Are any of these words/phrases *specifically* mentioned in the ad? (Check all that apply)

		MENTION21	Dark money
MENTION33	God / Faith	**MENTION23**	Millionaire(s) / Billionaire(s)
MENTION6	Liberal	**MENTION18**	Obamacare
MENTION7	Conservative	**MENTIONWC**	Working class
MENTION8	Special interests	**MENTIONMC**	Middle class
MENTION16	Wall Street	**MENTIONUC**	Upper class / rich / wealthy
MENTION17	Big Government	**MENTIONDEI**	DEI / Diversity, Equity, Inclusion (in any order)
MENTION19	Planned Parenthood		
MENTION34	Democracy		
MENTION35	Extreme / Radical		
MENTION36	CRT / Critical Race Theory		
MENTION40	Project 2025		
MENTION41	Felon / Convicted		

Are any of the following issues mentioned in this ad? (Check all that apply)

Drugs/Drug Abuse/ Prescription Drugs
ISSUE41 Narcotics/Illegal Drugs
ISSUE44 Marijuana
ISSUE33 Tobacco
ISSUE54 Prescription Drugs
ISSUE106 Opioids / Rx drug abuse
ISSUE210 Substance Abuse

Economic Policy
ISSUE22 Economy (generic reference)
ISSUE10 Taxes
ISSUE11 Deficit/Budget/(National) Debt
ISSUE12 Government Spending
ISSUE13 Recession/Economic Stimulus
ISSUE20 Trade/Globalization
ISSUE18 Employment/Jobs
ISSUE16 Business
ISSUE17 Union
ISSUE14 Minimum Wage/Wages
ISSUE23 Economic disparity/income inequality
ISSUE15 Farming
ISSUE19 Poverty
ISSUE21 Housing/Sub-prime Mortgages
ISSUE217 Personal debt
ISSUE215 Cost of living
ISSUE231 Crypto

Education/Child Care/Family Leave
ISSUE50 Education/Schools
ISSUE52 Child Care/Family Leave
ISSUE228 Parental Rights

Environment/Energy
ISSUE80 Environment (generic reference)
ISSUE82 Climate Change / Global Warming
ISSUE83 Energy Policy
ISSUE84 Keystone XL Pipeline
ISSUE113 Pollution
ISSUE229 Clean Water

Ethics/ Campaign Finance Reform
ISSUE90 Campaign Finance / Money in Elections / Reform
ISSUE91 Government Ethics/Scandal
ISSUE92 Corporate Fraud

Law and Order
ISSUE40 Crime
ISSUE45 Incarceration / Sentencing
ISSUE43 Courts / Judiciary / Supreme Court
ISSUE42 Capital Punishment
ISSUE212 Police Brutality / Racial Violence
ISSUE221 Protests/riots (not 1/6 insurrection)
ISSUE200 Domestic Violence / Sexual Assault / Harassment
ISSUE95 Immigration

Foreign/Defense Policy
ISSUE60 Military (generic reference)
ISSUE61 Foreign Policy (generic reference)
ISSUE62 Veterans
ISSUE63 Foreign Aid
ISSUE64 Nuclear Proliferation
ISSUE68 September 11th
ISSUE69 Terror/Terrorism/Terrorist
ISSUE66 Middle East
ISSUE67 Afghanistan/War in Afghanistan
ISSUE70 Iraq/War in Iraq
ISSUE71 Israel
ISSUE72 Iran
ISSUE73 ISIL / ISIS
ISSUE74 Syria
ISSUE65 China
ISSUE75 Russia / Putin
ISSUE76 North Korea / Kim Jong Un
ISSUE114 Ukraine/Zelensky
ISSUE226 Palestine/Gaza
ISSUE230 Hamas

Health/Healthcare
ISSUE58 Women's Health
ISSUE55 Medicare
ISSUE53 Health Care (not prescription drugs)
ISSUE59 ACA/Obamacare/Health care law, etc.

ISSUE110 Medicaid
ISSUE116 Medicare for All
ISSUE117 Universal healthcare/healthcare for all
ISSUE209 Healthcare expansion/access
ISSUE218 Medical bills
ISSUE219 Vaccines
ISSUE220 Socialized medicine
ISSUE208 Outbreaks of infectious disease (incl Coronavirus)

ISSUE109 DACA/Dreamers
ISSUE222 January 6th/Insurrection
ISSUE224 Trump Indictments

Social/Social Welfare Issues
ISSUE30 Abortion
ISSUE32 Moral/Family/Religious Values
ISSUE102 Seniors (not Medicare)
ISSUE56 Social Security
ISSUE57 Welfare
ISSUE38 Civil Liberties/Privacy
ISSUE34 Affirmative Action
ISSUE35 Gambling
ISSUE36 Assisted Suicide/Euthanasia
ISSUE37 Gun Control/Guns
ISSUE108 School Shootings
GUNPIC Gun Pictured in Ad
ISSUE31 LGBTQIA+ Issues/Rights
ISSUE101 Gender Discrimination (not LGBTQIA+)
ISSUE39 Civil Rights / Racial Discrimination
ISSUE107 #metoo #timesup
ISSUE112 Disability rights/benefits

Other
ISSUE93 Term Limits
ISSUE96 Local Issues
ISSUE98 Government Regulations
ISSUE99 Government Shutdown
ISSUE103 Emergency Preparedness / Response
ISSUE104 Transportation / Infrastructure
ISSUE97 Other
ISSUE118 Socialism
ISSUE111 Impeachment
ISSUE223 2020 Election References
ISSUE227 Election Security

PROB_VID_NOCODE	Problem - Video / Audio / Display Issue (AD DID NOT DISPLAY) - so severe that you could not code anything for this ad
PROB_VID_PARTIAL	Problem - Video / Audio / Display Issue - There was a problem, but you were still able to code for part or all of the ad
PROB_SPAN	Problem – Ad is in Spanish, I can't code
PROB_OTH	Problem – Other (indicator var)
PROB_OTH_TXT	Problem – Other, text field
PROB_QUEST	Question/note about your coding (indicator var)
PROB_QUEST_TXT	Question, text field
OTHER NOTES	Is there anything about this ad that you feel our coding sheet does not adequately capture? If so, please explain.
NOMINATE	I nominate this ad for the "I can't believe I just saw that!" award category.

NOMINATE_TXT   Provide a brief explanation, text field