**Coding instructions for Explanations in Pizzaland**

**Stephanie Droop and Neil Bramley, November 2023**

Hi there, thanks for offering to help with coding the text responses for the project ***Explanations in Pizzaland***! ☺

Along with these instructions you receive a spreadsheet called for\_coding. You can download it to your own machine and work on it locally. Save and name it how you like but please don’t change the order of rows or columns.

Column A has some free text responses from participants. They were shown some stimuli with characters taking various paths towards various food choices. The characters sometimes act unexpectedly given what we know about them, and the participants had to give their reasons for the character’s behaviour.

We need you to make some judgements to categorise these responses.

* Put a 1 in column B if the respondent says the reason is the person’s **preference** (or lack of) for a food **in general**. For example, “Their favourite food is hotdog”, “he must not like hotdog”.
* Put a 1 in column C if the respondent mentions that the person wants a **specific** food **right now** or **today,** with the implication that it contrasts with their general preference. For example, “He was just in the mood for pizza that day” or “She fancied a hotdog”.
* Put a 1 in column D if the respondent mentions the person’s general **character**, in particular whether they are **sporty** or **lazy**.
* Put a 1 in column E if the respondent mentions that the person is being sporty or lazy **right now or today,** with the implication that it contrasts with their general personality. For example, “Felt like a relaxing walk for a change”, “Although they are lazy, they wanted exercise before eating”.
* Put a 1 in column F if the respondent mentions whether or not the person **knows the area in general.**
* Put a 1 in column G if the respondent mentions the person whether or not they were **nearest** **to** or **could see** the food stand. For example, “The first place he saw was the hotdog stand”, “He couldn’t see the pizza”.
* Put a 1 in column H if the respondent mentions anything else about the person’s **personality** or current **mood**. For example, “He was hungry”, “They changed their mind”.
* Put a 1 in column I if the respondent mentions anything else to do with the **situation**. For example, “The pizza stand was closed”.

**General points and problem cases**

* Some rows may refer to several columns. This is fine.
  + Sometimes it might mention two equally, e.g. “He didn’t know there was a hotdog stand” counts as **knowledge** of the area (D) and also whether or not he could **see** it (G). For this you should put a ‘1’ in both D and G.
  + Sometimes the participant might mention one main answer and then some extra ones, e.g. “He likes hotdogs and also he is lazy”. Here you could put ‘1’ for Preference and ‘2’ for Character
* You probably see the pattern in the columns: it goes in pairs, each from General to Specific (e.g. Preference in general, Preference right now).
* In general there is no right or wrong and you’ll have to make a lot of judgement calls. If you are really stuck you can keep a note of what decisions you make and we could resolve difficulties together later.
* You’ll get one dataset today and one next week. The one today has some non-native speakers so has more spelling and grammar mistakes, the one next week should be more coherent. You can treat them quite leniently and interpret their intended meaning as best you can. If it is really incoherent, leave it blank and mark it with a note and we might remove it later.

THANKYOU! ☺