**Quantitative Content Analysis**

En Marche Speeches 🡪 <https://en-marche.fr/articles/discours>

* Speeches
* Interview (radio and TV)
* Press conference

First speeches online: 3rd of April 2016

Front National Speeches 🡪 <https://www.marine2017.fr/thematique/discours/>

* Speeches
* Press consultation

First archives: September 2016

1. Save speeches in excel (CVS format) and try to already attach a topic to each of them (economy, environment, social issues, terrorism)
2. Columns: candidate, date, headline, topic of the speech and content (text)
3. Scope: whole presidential campaign (official start is on the 9th of April but deadline to be a candidate is on 16th of March) & not just before and after 1st round (23rd April)
4. Left-Right analysis with Wordfish
5. More pro or anti-EU speeches?
6. When special events occurred (ex: terrorist attack), change in discourse?

Tasks

Apply one (or more) of the computarized text analysis techniques (dictionaries, wordscore, wordfish, topic modelling) in your own research project   
Must use text data (8 pages)   
Structure 🡪 detailing research question, data set, model specification, analysis and results, Due 15 May

When you use a text analysis technique, make sure you detail how you applied it to your research (equation)