**Wesleyan Media Project Codebook – 2020**

[Supplemental Guide](https://docs.google.com/document/d/1VZHXJrqO2mDhVOzQo50Dw5c2bceHIHg1d-7KfLZF4SA/edit?usp=sharing)

**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 and CATEGORY=president]*

**KANTARCHECK** If the ad asks the viewer to contact a legislator, does it mention a *specific* legislator (who is/was not a 2020 presidential candidate) by name?

1 Yes ad asks the viewer to contact a specific legislator

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

*[Display if CONTACT=1 or 2, ISSUE\_TYPE2=2, and CATEGORY=president]*

**ISSUE\_TYPE3** Does the ad promote or attack Donald Trump?

1. Yes, ad promotes or attacks Trump
2. No, ad does not promote or attack Trump

*[If ISSUE\_TYPE2=2 and ISSUE\_TYPE3=2 skip to end of codebook. If ISSUE\_TYPE3=1 use limited codebook]*

**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** Targetedcandidate name

1 No targeted candidate/ not ascertainable

2 Multiple targeted candidates

3 Targeted candidate is ascertainable (list in text box)

**TGT\_TXT [Text box]**

Last name, First name

If the ad targets/attacks a specific candidate or multiple candidates for the same office, please indicate the target(s) of the ad here.   
*{Collected in: WMP Part 2, 2018FBGrpSample}*

**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?

1. No Oral Statement of Approval/Authorization
2. Beginning of the Spot
3. Middle of the Spot
4. 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?

1. No, Authorization Stated in Voiceover
2. Yes
3. DK
4. 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 woman 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?

1. No
2. Yes, Favored Candidate’s Party
3. Yes, Targeted Candidate’s Party
4. Yes, Both Candidates’ Parties
5. Yes, Favored Candidate’s Party but Only in Paid For By line
6. DK
7. NA

**PER\_PLY** In your judgment, is the primary focus of the ad personal characteristics of either candidate or policy matters?

1. Neither
2. Personal Characteristics
3. Policy Matters
4. Both Personal Characteristics and Policy Matters
5. DK
6. 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** | Donald Trump |  |  |  |  |
| **HCLINTON** | Hillary Clinton |  |  |  |  |
| **MUELLER** | Bob Mueller |  |  |  |  |
| **GOPHSE** | Kevin McCarthy |  |  |  |  |
| **DEMHSE** | Nancy Pelosi |  |  |  |  |
| **GOPSEN** | Mitch McConnell |  |  |  |  |
| **DEMSEN** | Chuck Schumer |  |  |  |  |
| **BOBAMA** | Barack Obama |  |  |  |  |
| **BIDEN** | Joe Biden |  |  |  |  |
| **GBUSH** | George W. Bush |  |  |  |  |
| **BCLINTON** | Bill Clinton |  |  |  |  |
| **REAGAN** | Ronald Reagan |  |  |  |  |
| **PENCE** | Mike Pence |  |  |  |  |
| **HARRIS** | Kamala Harris |  |  |  |  |

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.) |  |  |  |  |

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)

**MENTION1** Tea Party

**MENTION33** God / Faith

**MENTION3** Hope

**MENTION4** Change

**MENTION5** Experience

**MENTION6** Liberal

**MENTION7** Conservative

**MENTION8** Special interests

**MENTION15** Main Street

**MENTION16** Wall Street

**MENTION17** Big Government

**MENTION19** Planned Parenthood

**MENTION21** Dark money

**MENTION23** Millionaire(s) / Billionaire(s)

**MENTIONCOMM** Community

**MENTIONNEIGH** Neighborhood

**MENTIONTOGETH** Together

**MENTION18** Obamacare

**MENTION26** Fake news

**MENTIONWC** Working class

**MENTIONMC** Middle class

**MENTIONUC** Upper class / rich / wealthy

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

**ISSUE24** Tax reform bill / Tax overhaul / Tax legislation (from 2017)

**ISSUE217** Personal debt

**ISSUE215** Cost of living

***Education/Child Care/Family Leave***

**ISSUE50** Education/Schools

**ISSUE51** Lottery for Education

**ISSUE52** Child Care/Family Leave

***Environment/Energy***

**ISSUE80** Environment (generic reference)

**ISSUE82** Climate Change / Global Warming

**ISSUE83** Energy Policy

**ISSUE84** Keystone XL Pipeline

**ISSUE113** Pollution

***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

***Health/Healthcare***

**ISSUE58** Women’s Health

**ISSUE55** Medicare

**ISSUE53** Health Care (not prescription drugs)

**ISSUE59** ACA/Obamacare/Health care law, etc.

**ISSUE105** Health reform / AHCA / Trumpcare /

2017 Republican efforts to repeal (and replace) Obamacare

**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

***Ethics/ Campaign Finance Reform***

ISSUE90 Campaign Finance Reform

ISSUE91 Government Ethics/Scandal  
ISSUE92 Corporate Fraud

***Law and Order***

**ISSUE40** Crime

**ISSUE45** Incarceration / Sentencing

**ISSUE43** Supreme Court/Judiciary

**ISSUE42** Capital Punishment

**ISSUE212** Police Brutality / Racial Violence

**ISSUE221** Protests/riots

**ISSUE200** Domestic Violence / Sexual Assault / Harassment

**ISSUE95** Immigration

**ISSUE109** DACA/Dreamers

***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** Parkland shooting /Stoneman Douglas High School

**GUNPIC** Gun Pictured in Ad

**ISSUE31** LGBTQ Issues/Rights

**ISSUE101** Gender Discrimination (not LGBTQ)

**ISSUE39** Civil Rights / Racial Discrimination

**ISSUE107** #metoo #timesup

**ISSUE112** Disability rights/benefits

***Other***

**ISSUE93** Term Limits

**ISSUE94** Pledge of Allegiance (restrictions on)

**ISSUE96** Local Issues

**ISSUE98** Government Regulations

**ISSUE99** Government Shutdown

**ISSUE103** Emergency Preparedness / Response

**ISSUE104** Transportation / Infrastructure

**ISSUE97** Other

**ISSUE118** Socialism

**ISSUE111** Impeachment

**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