# Codebook

**Introduction to the codebook**

The codebook aims to categorize and analyse the Tweets' extracted information from the tweets of Indian political actors and public diplomacy stakeholders posted on their Twitter accounts. The unit of analysis is Tweets selected from 14 February to 25th May 2019 posted on Twitter after the Pulwama attack and until the General election 2019.

Table 1

*Political actor and public diplomacy stakeholders of Indian Government*

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Name | Twitter Handle | Followers |
| Prime Minister of India | Narendra Modi | @narendramodi | 69.3 million |
| Office of the Prime Minister of India | PMO India | @PMOIndia | 42.8 million |
| Foreign Minister of India | Sushma Swaraj | @SushmaSwaraj | 12.9 million |
| Ministry of foreign Affair India | Official Spokesperson, Ministry of External Affairs, India | @MEAIndia | 2.1 million |
| Minister of Defense | Nirmala Sitharaman | @nsitharaman | 4.4 million |
| Military Spokesperson India | ADG PI - INDIAN ARMY | @adgpi | 7.1 million |

For answering the research questions, the codebook has been divided into further four categories after formal categories. The categories include (1) Domestic Political discussion and Pulwama, (2) Propaganda techniques, (3) Public Diplomacy strategy (4) General Parliament Elections 2019. As per proposed research model these categories would conclude into the 4 E funnel of digital reflexive control that have been proposed by Bojla & Pamment (2018).

**Formal Variables**

Table 2

*Details about formal categories*

|  |  |  |  |
| --- | --- | --- | --- |
| Serial No. | Variable | Description | Treatment |
| 1.1 | Coder ID | Code assigned to the coder | Ahmad = 1  Other(s) = 2 |
| 1.2 | Serial number | Mention the number of tweets that is being analyzed; the number should range in chronological order i.e 1,2,3 …. | Numeric values only e.g, 132 |
| 1.3 | Account | Mention value ascribed to every recruited Twitter account | @narendramod =1  @PMOIndia = 2  @SushmaSwaraj = 3  @MEAIndia = 4  @nsitharaman = 5  @adgpi = 6 |
| 1.4 | Date of posting | Enter information related to the date when the tweet was posted | Time format DATE =  dd/mm/yyyy Example 28/10/1990 |
| 1.5 | Time of posting | Mention information related to the time of posting of the tweet; use the 24-hour time format | Merely numeric values can be used; e.g, 17:23 |
| 1.6 | Tweet URL | Enter the URL of the tweets |  |
| 1.7 | Tweet ID | Tweet ID are unique numbers that helps to retrieve actual tweet from twitter archive. | ID=93789399292 |
| 1.8 | Text of the Tweet | Enter the entire Tweet text | Text |
| 1.9 | Language of Text | Enter the language | Hindi = 0  English = 1  Both English and Hindi =2  Other = 3 |
| 1.10 | Hashtag details | Enter hashtag content | No hashtag = NA  Hashtag=  If one or more hashtag present. Enter entirely. |
| 1.11 | Image details | Enter what the image is about | No image = 0  Infographic = 1  Pulwama attack = 2 Kashmir Issue = 3  Anti-Pakistan = 4  Election campaign = 5  Diplomacy=6  Other =99 |
| 1.12 | Video details | Enter what the video is about | No video = 0  Infographic = 1  Pulwama attack = 2 Kashmir Issue = 3  Anti-Pakistan = 4  Election campaign = 5 |
| 1.13 | Link | select if the tweet includes a link to external content or further information, eg. a link to the website of the conservative party. | 0: there is no link to external content  1: there is a link to external content |
| 1.14 | Favourites | Enter number of received favourites | Merely numeric values can be used; e.g.; 542 |
| 1.15 | Retweets | Enter number of times the tweet retweeted | Merely numeric values can be used; e.g.; 91 |
| 1.16 | Replies | Enter the number of replies received by the tweet | Merely numeric values can be used; e.g.; 53 |

Category – 1: **Domestic Political discussion and Pulwama**

Table 3

*Details about message content over Twitter related to political discussion pertaining to Pulwama event.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Serial No | Variables | Manifestation | Examples | Treatment |
| Political discussions | | | | |
| 2.1 | Political approach | Tweets that represent political approach towards certain topic, issue or opponents. | Home Minister @rajnathsingh chairs meeting of floor leaders of political parties in both the houses of parliament in the wake of Thursday’s #PulwamaTerroristAttack | no use = 0  negative= 1  neutral =2  positive =3  cannot distinguish = 99 |
| 2.2 | Informative | The content message over Twitter that intents to provide useful knowledge related to Pulwama attack | Counter-terrorism on the agenda\n\nVP @MVenkaiahNaidu & Paraguayan VP @HVelazquezPy held delegation-level talks. Reiterated commitment to fight terrorism; expressed condolences for #Pulwama victims. Identified areas of cooperation-hydropower, agriculture, space, ICT, renewable energypic.twitter.com/blmSOxfwma | No use of informative content = 0  Use of informative content = 1 |
| 2.3 | Rhetoric | The content message over Twitter that lacks any meaningful information about Pulwama attack | The country has felt the shortage of Rafale today. Today, Hindustan is saying in one voice, "What would have happened if we had Rafale?" The country has suffered a lot due to the first selfishness on Rafale and now due to politics: PM | No use of rhetoric content = 0  Use of Rhetoric content = 1 |
| 2.4 | Emotionally charged | Tweet that contains discontent or expression frustration, anger and other form of emotions. | [#WeStandAsOne](https://twitter.com/hashtag/WeStandAsOne?src=hashtag_click) In solidarity with our countrymen & in remembrance of the [#Bravehearts](https://twitter.com/hashtag/Bravehearts?src=hashtag_click) who [#Sacrificed](https://twitter.com/hashtag/Sacrificed?src=hashtag_click) their lives in#Pulwama in yesterday's cowardly terror attack.  [@crpfindia](https://twitter.com/crpfindia) | No use of emotions = 0  Expressing Anger = 1  Expressing frustration = 2  Expressing disappointment = 3  Expressing Sadness =4 |

## Category – 2: **Propaganda techniques**

Table 4

*Details for Propaganda strategy used in event-based communication.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Serial No. | Variables | Manifestation | Examples | Treatment |
| Propaganda Techniques | | | | |
| 3.1 | Disinformation | It relates to the false information that intends to highlight the potentials of BJP government to deal with Pakistan in the future and that information explains the current government can only protect India from Pakistan’s attack. | In the light of continuing refusal of Pakistan to acknowledge & act against terror groups on its territory & based on credible information that JeM was planning other attacks in India,GOI decided to take pre-emptive action:EAM @SushmaSwaraj Remarks at #RIC http://mymea.in/dw2 pic.twitter.com/IZxGn7RDMz | No Use of disinformation = 0  Uses of disinformation = 1 |
| 3.2 | Discredit | Offering information that discredit the domestic political actors and international political actors | These are the same people whose statements are helping Pakistan & harming India. They are the same people whose statements are being happily quoted in Parliament of Pakistan and in the radio of Pakistan. I want to ask them- do you support our armed forces or suspect them?: PM | No Use of discredit = 0  Uses of discredit = 1 |
| 3.3 | False analogy | Any tweet that links any historic event with Pulwama attack or narrative against Pakistan | Today every soldier, every citizen of the country is asking this question that why this treatment was done to the martyrs? Why such injustice was done to the great heroes who dedicated themselves for the country? What were the reasons, due to which no one's attention went to the memorial for the martyrs?: PM | No use of Pulwama attack = 0  Uses of Pulwama attack = 1 |
| 3.4 | Blame game | Putting the blame on Pakistan for terror support or blaming opposition party for apologetic towards Pakistan | Loyal courtier of Congress’ royal dynasty admits what the nation already knew- Congress was unwilling to respond to forces of terror.\n\nThis is a New India- we will answer terrorists in a language they understand and with interest!https://twitter.com/ANI/status/1108945371772796930 … | No use of blaming the opposition or Pakistan = 0  Use of blaming the opposition or Pakistan = 1 |

Category – 3: Public Diplomacy strategy

Table 5

*Details regarding the Public diplomacy strategy in context with Pulwama.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Serial No. | Variables | Manifestation | Examples | Treatment |
| 4. Public Diplomacy | | | | |
| 4.1 | advocacy campaign | It refers to those messages that raised the issues related to peace and conflicts, terrorism, defense and other international issues. | Pakistan demarched on the act of aggression against India\n\nThe Acting High Commissioner of Pakistan was summoned this afternoon by MEA to lodge a strong protest at the unprovoked act of aggression by Pakistan against India earlier today\n\nhttp://mymea.in/dwa pic.twitter.com/AQ2gcVw82Z | No Use of misleading = 0  Uses of misleading = 1 |
| 4.2 | Military provocations | Calling for War: Threatening the Pakistan to avenge the attack. Indicators;  Enemy, surgical strike | Opposition insults our forces time and again.\n\nI appeal to my fellow Indians- question Opposition leaders on their statements.\n\nTell them- 130 crore Indians will not forgive or forget the Opposition for their antics. \n\nIndia stands firmly with our forces. \n\n#JantaMaafNahiKaregihttps://twitter.com/ANI/status/1108948742130941952 | No use of Calling for War tactics = 0  Use of Calling for War tactics = 1 |
| 4.3 | Domestic approach | Tweet that designs to target local audience mostly in local language or regional language. i.e., Hindi.  Discussion pertaining to Pulwama attack or election. | [#WeStandAsOne](https://twitter.com/hashtag/WeStandAsOne?src=hashtag_click) In solidarity with our countrymen & in remembrance of the [#Bravehearts](https://twitter.com/hashtag/Bravehearts?src=hashtag_click) who [#Sacrificed](https://twitter.com/hashtag/Sacrificed?src=hashtag_click) their lives in s#Pulwama in yesterday's cowardly terror attack.  [@crpfindia](https://twitter.com/crpfindia) | No use of Domestic issue = 0  Use of domestic issues = 1 |
| 4.4 | International approach | It refers to those actions that help Indian Political actors to gain international empathy over the attack. | Act of solidarity  In a rare move, South African Parliament unanimously passes a motion condemning the Pulwama attack and condemns the cowardly act of terrorism.  @CyrilRamaphosa  Read more: s:///DAKF1NzMSl  via: @NewIndianXpress  , s:///mX07u063aB | No use of sympathy tactics = 0  Use of sympathy tactics = 1 |

Category-5: **General Parliament Elections 2019**.

Table 6

*Details regarding the General Parliament Elections 2019.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Serial no | Variables | Manifestation | Examples | Treatment |
| 5.1 | **Voter mobilization** | the Tweet that conveys the message to Indian public to vote in election 2019. | Today is the final phase of the 2019 Lok Sabha elections. I urge all those voting in this phase to vote in record numbers. Your one vote will shape India’s development trajectory in the years to come. I also hope first time voters vote enthusiastically. | No use of vote apeal = 0  Uses vote apeal = 1 |
| 5.2 | **Election as an event** | The content of Tweet that discuss or debate upcoming election 2019 | Congress in MP is synonymous with colossal failures. It’s a sweep for BJP in MP. My speech from Sagar. | 0: No discussion of election  1: Discussion of election |