Information Manipulation Project

Codebook & Coding Diagrams

General Coding Guidelines
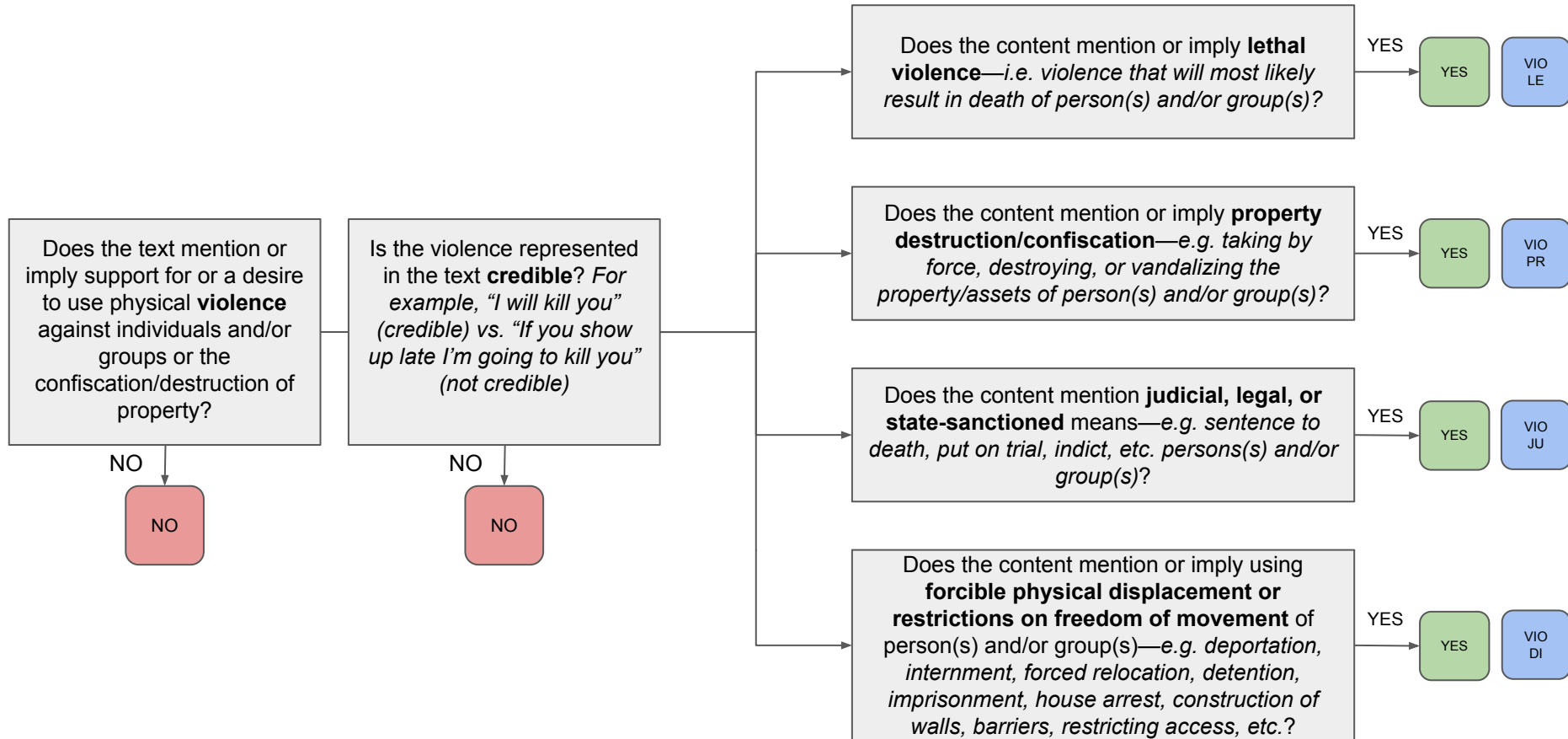
1. If you are unsure about whether a document belongs in a category: 1) select "Not Sure" on the coding interface, find the unclear coding rule and comment on it by selecting the box in the diagram and clicking the comment icon 🔲 . In your comment include the document ID and what is unclear about this rule.
2. Implied content should be coded as "yes" as long as it is *not* ambiguous.
3. Ambiguous content should be coded as "no."
4. Remember that different subcategories are not mutually exclusive--e.g. a comment can contain both a demonizing attack and foul language.
5. If a comment is not in English, select "not sure" for all categories.
6. Re-read the coding descriptions from time to time to ensure coding accuracy.

Codebook for Comments

Categories and Subcategories (Comments)

1. **Violence**
   a. **Lethal**
   b. **Judicial/Legal/State-Sanctioned**
   c. **Forcible Displacement/Restriction of Movement**
   d. **Property Destruction/Confiscation**
2. **Attack**
   a. **Dehumanizing**
   b. **Demonizing**
   c. **Foul Language**
3. **Group (Political, Racial/Ethnic, Religious, Gender, Sexuality, Nationality, Media, Business)**
4. **Ingroup**
5. **Person(s)**

VIOLENCE

Does the text mention or imply support for or a desire to use physical **violence** against individuals and/or groups or the confiscation/destruction of property?

NO → NO

Is the violence represented in the text **credible**? *For example, "I will kill you" (credible) vs. "If you show up late I'm going to kill you" (not credible)*

NO → NO

Does the content mention or imply **lethal violence**—*i.e. violence that will most likely result in death of person(s) and/or group(s)?*

YES → YES → VIO LE

Does the content mention or imply **property destruction/confiscation**—*e.g. taking by force, destroying, or vandalizing the property/assets of person(s) and/or group(s)?*

YES → YES → VIO PR

Does the content mention **judicial, legal, or state-sanctioned** means—*e.g. sentence to death, put on trial, indict, etc. persons(s) and/or group(s)?*

YES → YES → VIO JU

Does the content mention or imply using **forcible physical displacement or restrictions on freedom of movement** of person(s) and/or group(s)—*e.g. deportation, internment, forced relocation, detention, imprisonment, house arrest, construction of walls, barriers, restricting access, etc.?*

YES → YES → VIO DI

VIOLENCE EXAMPLE 1

"It has become apparent to me that the only good Muslim is a dead Muslim. Dead Muslims don't stab, set fires, wear suicide belts into crowded spaces or kill Christians and Jews."

Code as:

- Violence (lethal, extrajudicial)
- Attack (demonizing)
- Group (religious)

VIOLENCE EXAMPLE 2

"No, I just tried to make you 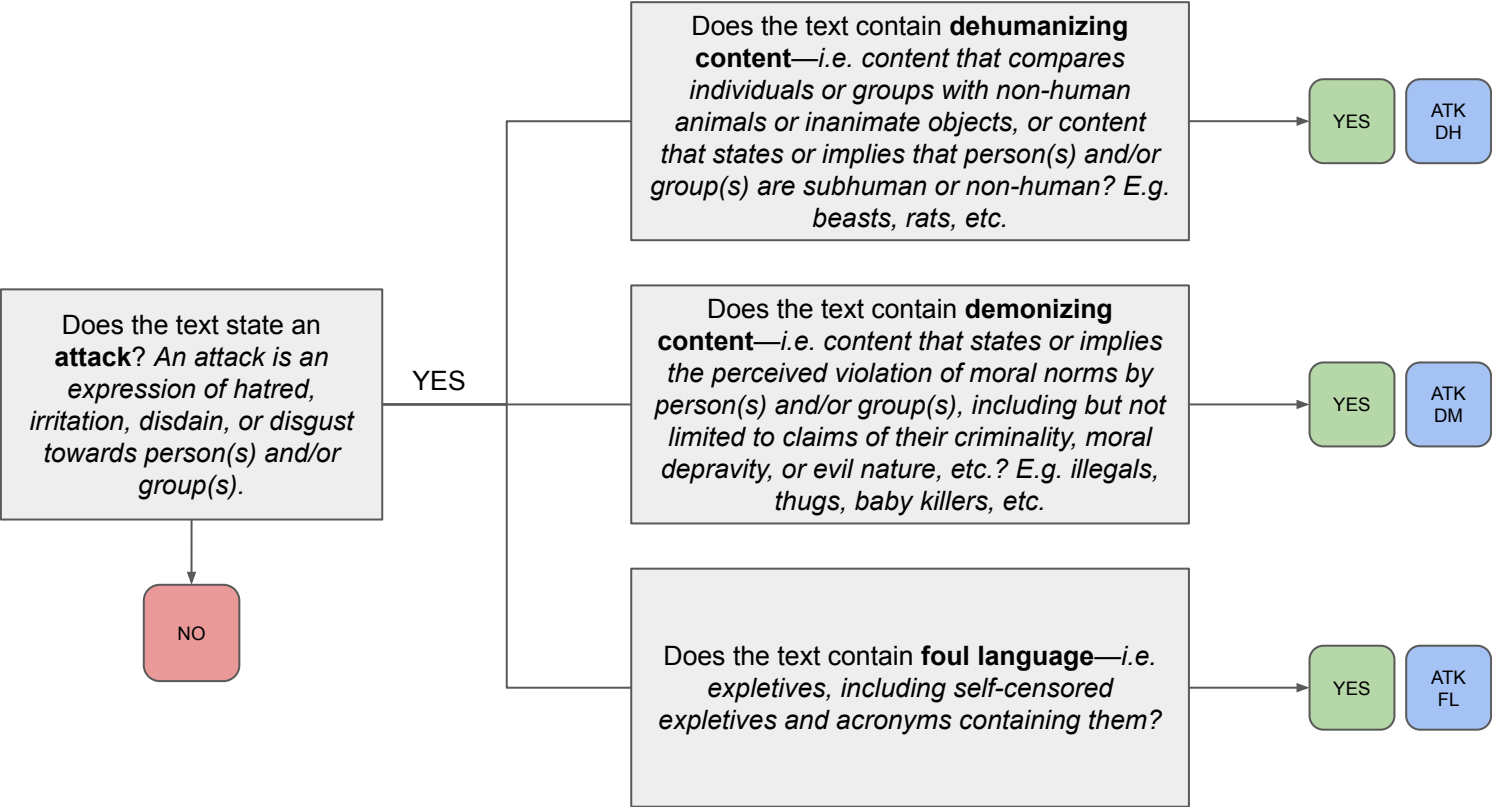go away. You Cruzlims are like crabs. I was hoping I could get rid of you without the special soap and little comb..."

Code as:

- Violence (lethal, extrajudicial)
- Attack (dehumanizing)
- Group (political, religious)
- Person

ATTACK

Does the text state an **attack**? *An attack is an expression of hatred, irritation, disdain, or disgust towards person(s) and/or group(s).*

YES →

NO

Does the text contain **dehumanizing content**—*i.e. content that compares individuals or groups with non-human animals or inanimate objects, or content that states or implies that person(s) and/or group(s) are subhuman or non-human? E.g. beasts, rats, etc.*

YES → ATK DH

Does the text contain **demonizing content**—*i.e. content that states or implies the perceived violation of moral norms by person(s) and/or group(s), including but not limited to claims of their criminality, moral depravity, or evil nature, etc.? E.g. illegals, thugs, baby killers, etc.*

YES → ATK DM

Does the text contain **foul language**—*i.e. expletives, including self-censored expletives and acronyms containing them?*

YES → ATK FL

GLOSSARY OF TERMS

- **Communist/commie:** 1. Believer in communism; 2. Pejorative for liberals/leftists
- **Cruzlim:** Portmanteau of Cruz and muslim to demonize Sen. Cruz supporters. (DM)
- **Cuck:** General insult that may refer to treacherous or inferior men, often white conservative men, who have been 'cuckolded' by an outgroup. Code relevant groups carefully according to context/usage. (DM)
- **Cuckservative**: Slur for a treacherous Republican (DM)
- **Demorat; Democrap**: slur for Democrat (DM)
- **Fake news**: Attack on dishonest news media (DM)
- **FOAD**: "Fuck off and die" (FL)
- **Globalists** (National, Political, DM)
- **Halal:** slang term for Arabs
- **MAGA**: "Make America Great Again"
- **Marxist Pope:** Insult for the pope for being liberal
- **Moonbat**: Insult for leftists; equivalent of 'wingnut' on the right.
- **Pedo:** 1. Pedophile; 2. Slur for LGBT people (DM)
- **PEGIDA**: "Patriotic Europeans Against the Islamisation of the West," a right-wing German nationalist anti-muslim movement.
- **Pinko:** Slur for socialists/leftists
- **PO2**: "piece of shit" (DH)
- **Rino**: "Republican in Name Only," insult for "mainstream" conservatives (DM)
- **RCC**: Roman Catholic Church
- **Scum/Scumbag:** (DM; DH)
- **Snowflake:** Insult for "wimpy" liberals
- **Troll:** (DM; DH)
- **The lab/lib/con coalition**
- **Poppies**

- [place holder]

Legend:
DH = Dehumanizing Attack
DM = Demonizing Attack
FL = Foul Language

What Constitutes a Moral Violation?

According to "moral foundations theory" (Haidt and Graham 2007; Haidt 2012), we can say that there are *six general areas of morality* across cultures:

1. **Care/harm** → murder, child molestation, rape
2. **Fairness/cheating** → corruption, lying
3. **Loyalty/betrayal** → attacking one's ingroup (e.g. being "anti-American"), treason
4. **Authority/subversion** → extreme disrespect (e.g. flag burning), army defection
5. **Sanctity/degradation** → perceived acts of disgusting, "sinful," or evil behavior
6. **Liberty/oppression** → curtailing freedoms, dictatorial/tyrannical behavior

- It is key to understand that these moral violations are mostly *perceived* and are culturally/historically-specific; "objective reality" is not relevant here.
  - E.g. "Gay people are sinners" refers to a person's *belief* that being gay is a sin.
  - E.g. "Edward Snowden betrayed his country" refers to a person's *belief* that Snowden is a traitor.
- There must be some negative assessment of this violation for it to be an attack; it may be inherent in the word or directly stated. This will be more ambiguous with individuals, as similar comments involving groups usually stereotype them negatively:
  - E.g. "Hillary is a cold-blooded killer."
  - E.g. "Gays are murderers."
  - *E.g. "He went to jail for murder." (NOT AN ATTACK)*

Citations: Haidt, Jonathan. *The Righteous Mind: Why Good People are Divided by Politics and Religion.* Vintage, 2012; Haidt, Jonathan and Jesse Graham. "When morality opposes justice: Conservatives have moral intuitions that liberals may not recognize." *Social Justice Research* 20, no. 1 (2007): 98-116.

ATTACK EXAMPLE 1

"Exactly. I have watched our country be invaded by illegal subhuman leeches for 30 years and all we get is talk. They are killing Americans and costing us 135 billion to feed, house and provide services for. The pop out an anchor every 52 seconds that is immediately put on every free ride there is. We are betrayed at the deepest levels just like the civilized nations of Europe."

Code as:

- Attack (dehumanizing, demonizing)
- Group (national, unspecified)
- Ingroup

ATTACK EXAMPLE 2

"Belligerent Lazy Morons"

Code as:

- Attack (demonizing)

ATTACK EXAMPLE 3

"They brought Puerto Ricans in by the boatload to steal Florida for her."

Code as:

- Attack (demonizing)
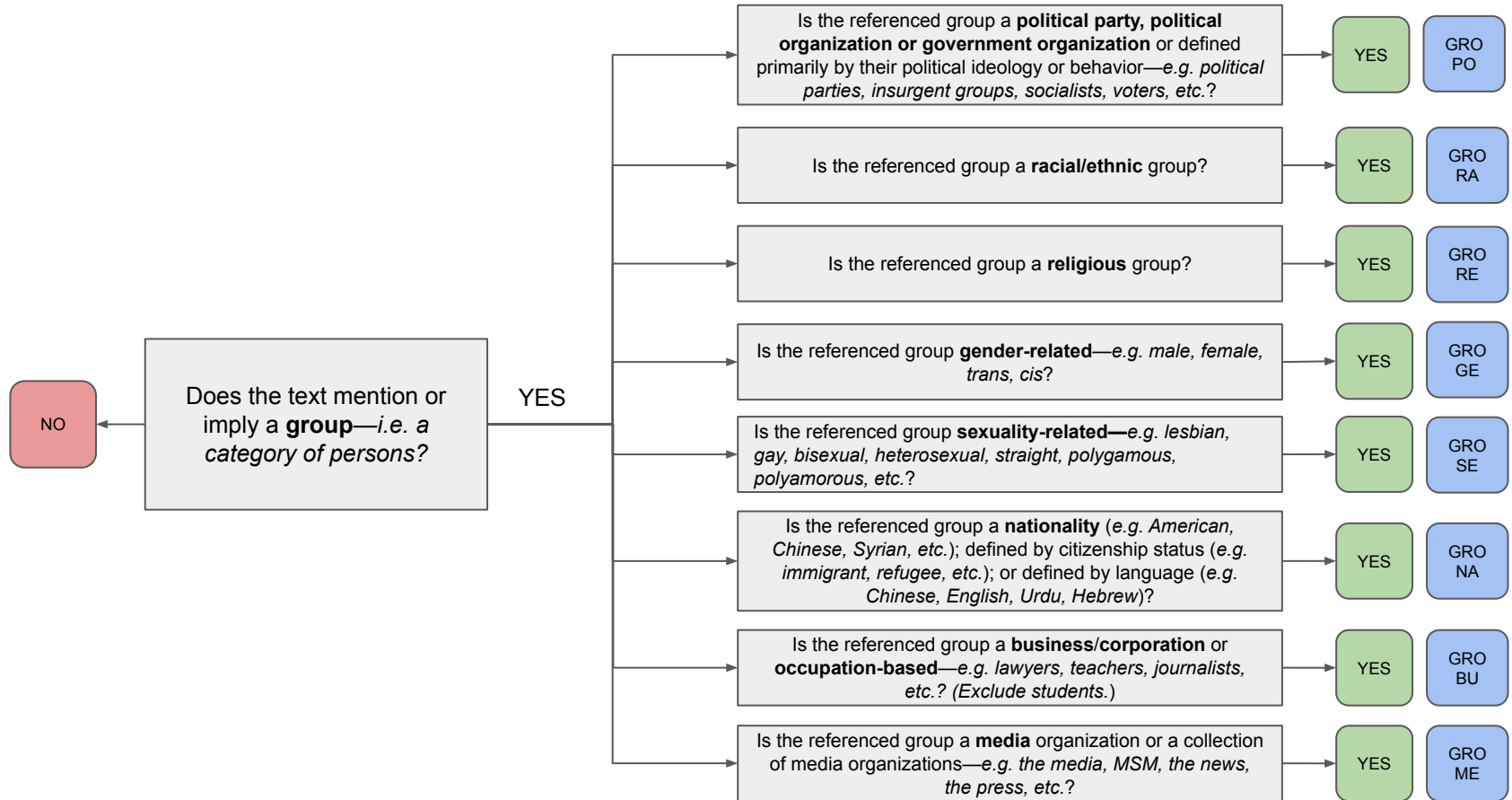- Group (racial/ethnic, unspecified)
- Person

ATTACK EXAMPLE 4

"Barack Obama is ugly."

Code as:

- Attack (no subcategory)
- Person

GROUP

Does the text mention or imply a **group**—*i.e. a category of persons?*

NO

YES

Is the referenced group a **political party, political organization or government organization** or defined primarily by their political ideology or behavior—*e.g. political parties, insurgent groups, socialists, voters, etc.*?
→ YES → GRO PO

Is the referenced group a **racial/ethnic** group?
→ YES → GRO RA

Is the referenced group a **religious** group?
→ YES → GRO RE

Is the referenced group **gender-related**—*e.g. male, female, trans, cis*?
→ YES → GRO GE

Is the referenced group **sexuality-related**—*e.g. lesbian, gay, bisexual, heterosexual, straight, polygamous, polyamorous, etc.*?
→ YES → GRO SE

Is the referenced group a **nationality** (*e.g. American, Chinese, Syrian, etc.*); defined by citizenship status (*e.g. immigrant, refugee, etc.*); or defined by language (*e.g. Chinese, English, Urdu, Hebrew*)?
→ YES → GRO NA

Is the referenced group a **business/corporation** or **occupation-based**—*e.g. lawyers, teachers, journalists, etc.? (Exclude students.)*
→ YES → GRO BU

Is the referenced group a **media** organization or a collection of media organizations—*e.g. the media, MSM, the news, the press, etc.*?
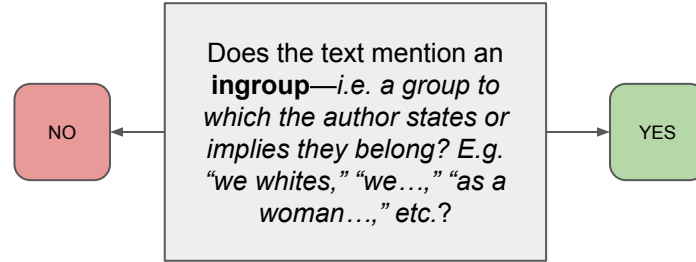→ YES → GRO ME

GROUP EXAMPLE

"It's because Liberals don't really care about gays and Muslims. Liberals attack the Right in order to get small minded special interest groups to vote for them. Even those that contradict each other. That's the whole point of their agenda. Gaining political power. They do not want to protect people or solve problems. They'd rather have the issue to bash conservatives."

Code as:

- Group (political, sexual orientation, religious)
- Attack (demonizing)

INGROUP

NO

Does the text mention an **ingroup**—*i.e. a group to which the author states or implies they belong? E.g. "we whites," "we…," "as a woman…," etc.*?

YES

INGROUP EXAMPLE 1

"The denizens of Hollyweird call us Normo-Americans all kinds of deplorable (!) names and mock us in every way they can think of. And then they expect us to part with our hard-earned money to see their movies. Not many people watched the Oscars...and that was free!"

What else:

- Attack (demonizing)
- Ingroup
- Group (nationality, media, business)

INGROUP EXAMPLE 2

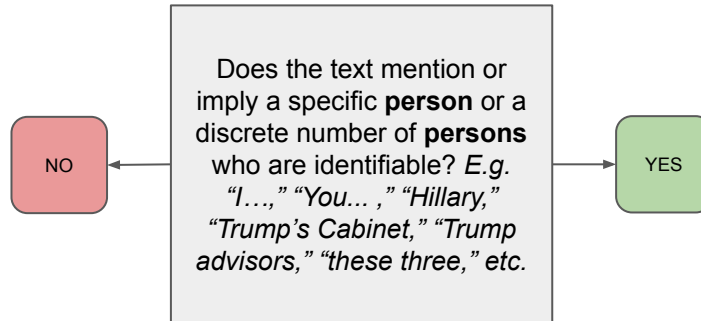"I USED MY NRA COFFEE MUG THIS AM WITH LESS ANGST AND TOTAL PRIDE!

Mercy, he did it 🙆🏻‍♀️ 🇺🇸 "

What else:

- Ingroup
- Group (political, national)
- Person

PERSON(S)

NO ← Does the text mention or imply a specific **person** or a discrete number of **persons** who are identifiable? *E.g. "I…," "You... ," "Hillary," "Trump's Cabinet," "Trump advisors," "these three," etc.* → YES

PERSON EXAMPLE 1

So if Fox News starts referring to Trayvon, the lowlife thug who attacked a man for no real reason and died because of it, as a "Black Boy" what do you think will happen?

Code as:

- Person (yes)
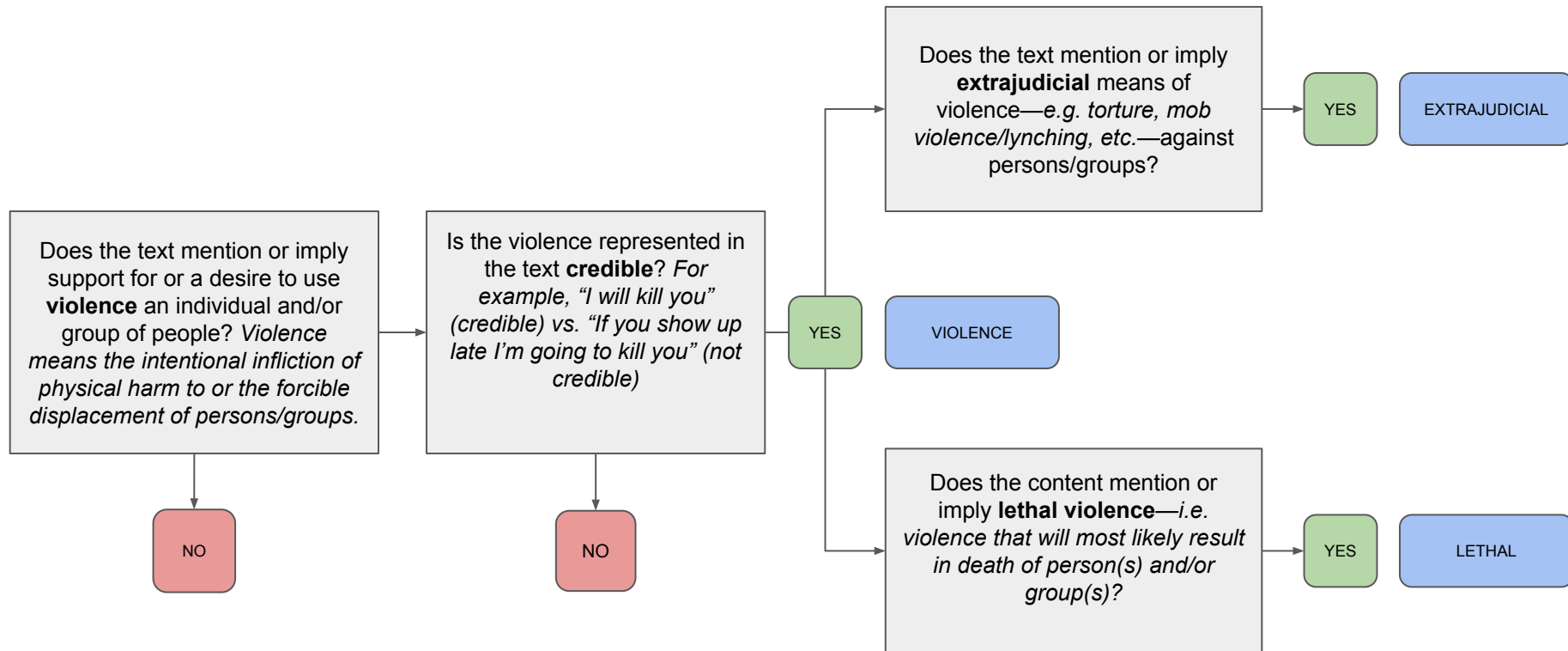- Attack (demonizing)
- Group (racial)

PERSON EXAMPLE 2

"Idiot, prove the education. You sound a grade schooler."
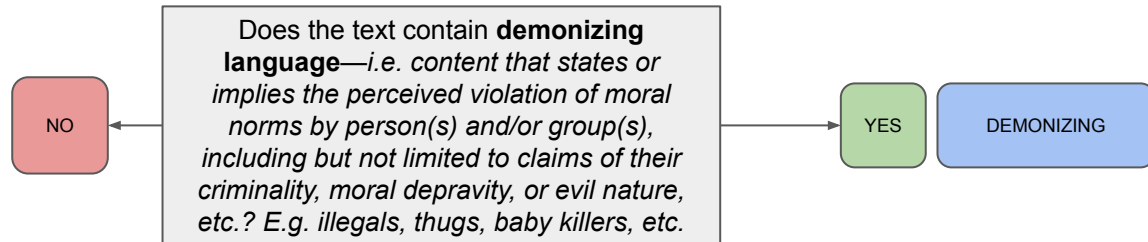
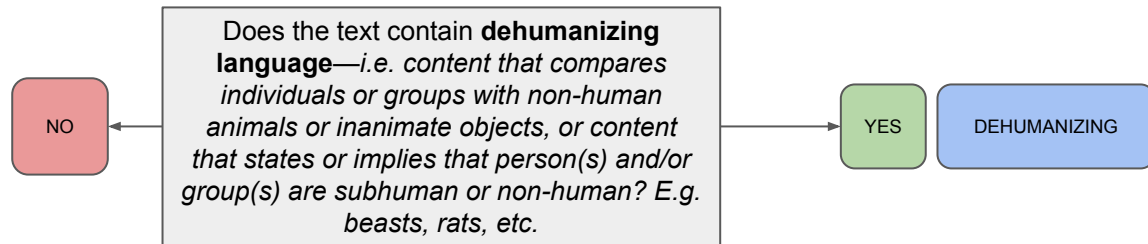**Code as:**

- Person (yes)
- Attack (no subcategory)

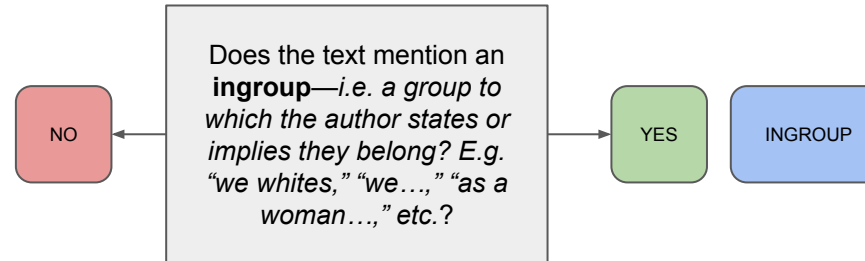# Codebook for Survey Experiment Comments

VIOLENCE

Does the text mention or imply support for or a desire to use **violence** an individual and/or group of people? *Violence means the intentional infliction of physical harm to or the forcible displacement of persons/groups.*

NO

Is the violence represented in the text **credible**? *For example, "I will kill you" (credible) vs. "If you show up late I'm going to kill you" (not credible)*

NO

YES

VIOLENCE

Does the text mention or imply **extrajudicial** means of violence—*e.g. torture, mob violence/lynching, etc.*—against persons/groups?

YES

EXTRAJUDICIAL

Does the content mention or imply **lethal violence**—*i.e. violence that will most likely result in death of person(s) and/or group(s)?*

YES

LETHAL

DEHUMANIZING & DEMONIZING

Does the text contain **dehumanizing language**—*i.e. content that compares individuals or groups with non-human animals or inanimate objects, or content that states or implies that person(s) and/or group(s) are subhuman or non-human? E.g. beasts, rats, etc.*

NO

YES → DEHUMANIZING

Does the text contain **demonizing language**—*i.e. content that states or implies the perceived violation of moral norms by person(s) and/or group(s), including but not limited to claims of their criminality, moral depravity, or evil nature, etc.? E.g. illegals, thugs, baby killers, etc.*
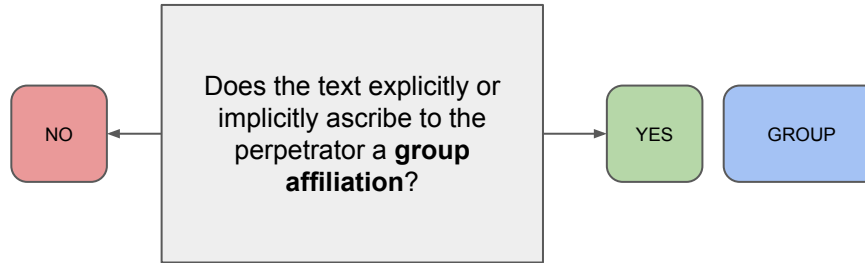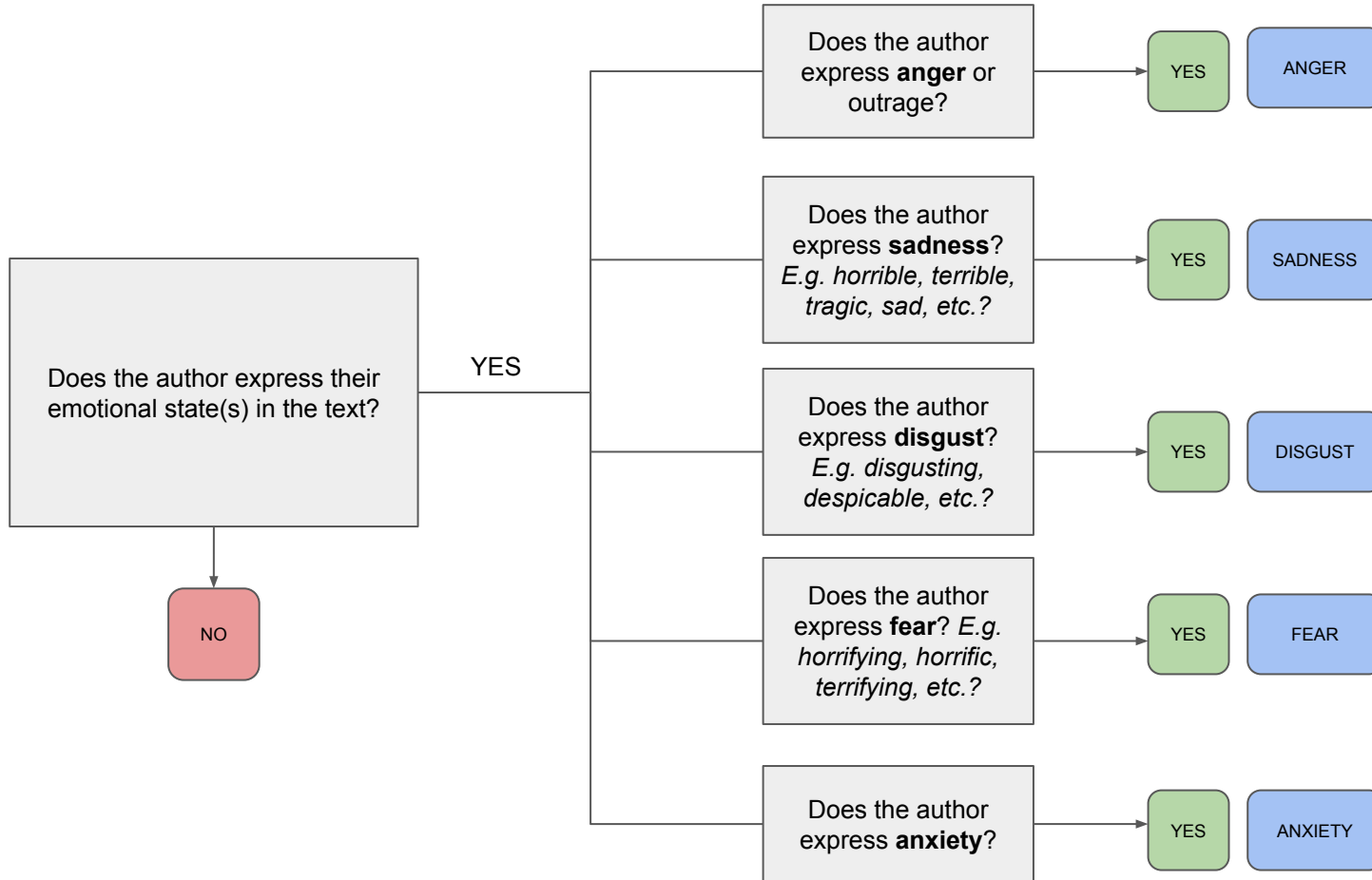
NO

YES → DEMONIZING

GROUP & INGROUP

EMOTION

Codebook for Articles

Categories and Subcategories (Articles)

1. **Topic**
   a. **Political**
   b. **Sports**
   c. **Entertainment**
   d. **World**
   e. **Person (named)**
2. **Position? Headline v. body**
3. **Group (Political, Racial/Ethnic, Religious, Gender, Sexuality, Nationality, Media, Business)**
4. **Content Type (sentiment analysis; what is the article reporting on)**
   a. **Negative (Criminality)**
   b. **Positive (Heroism)**
   c.

CONTENT (Toxicity)

Intentionality

YES

NO

YES

YES

YES