



ÖSTERREICHISCHE NATIONALE WAHLSTUDIE
AUSTRIAN NATIONAL ELECTION STUDY



universität
wien

Department of Government

FWF Der Wissenschaftsfonds.

AUTNES Content Analysis of Party Newspaper Ads and Campaign Posters 2013

Wolfgang C. Müller, Anita Bodlos, Martin Dolezal, Nikolaus Eder, Laurenz
Ennser-Jedenastik, Matthias Kaltenecker, Thomas M. Meyer, Katrin
Praprotnik, Anna Katharina Winkler

Vienna, June 2016

Introduction	4
Conditions of use	5
v1 id	6
v2 medium	6
v3 source	6
v4 date	6
v5 week	6
v6 position	7
v7 page	7
v8 size_horizontal	7
v9 size_vertical	7
v10 subject_advertiser	7
v11 subject_advertiser: simplified	7
v12 design	8
v13 type	8
v14 testimonial	8
v15 issue1	8
v16 issue2	8
v17 pledge	8
v18 subject_advertiser: record	8
v19 subject_advertiser: attributes	9
v20 object_friend1: individual	9
v21 object_friend1: organization	9
v22 object_friend1: text/image	9
v23 object_friend1: record	9
v24 object_friend1: attributes	10
v25 object_friend2: individual	10
v26 object_friend2: organization	10
v27 object_friend2: text/image	10
v28 object_friend2: record	10
v29 object_friend2: attributes	10
v30 object_friend3: individual	10
v31 object_friend3: organization	10
v32 object_friend3: text/image	10
v33 object_friend3: record	10
v34 object_friend3: attributes	10
v35 object_friend4: individual	10
v36 object_friend4: organization	10
v37 object_friend4: text/image	10
v38 object_friend4: record	10
v39 object_friend4: attributes	10
v40 object_friend5: individual	10
v41 object_friend5: organization	10
v42 object_friend5: text/image	10
v43 object_friend5: record	10
v44 object_friend5: attributes	10
v45 object_opponent1: individual	10
v46 object_opponent1: organization	10
v47 object_opponent1: text/image	10
v48 object_opponent1: record	11
v49 object_opponent1: attributes	11

v50 object_opponent2: individual	11
v51 object_opponent2: organization	11
v52 object_opponent2: text/image	11
v53 object_opponent2: record	11
v54 object_opponent2: attributes	11
v55 object_opponent3: individual	11
v56 object_opponent3: organization	11
v57 object_opponent3: text/image	11
v58 object_opponent3: record	11
v59 object_opponent3: attributes	11
v60 object_opponent4: individual	11
v61 object_opponent4: organization	11
v62 object_opponent4: text/image	11
v63 object_opponent4: record	11
v64 object_opponent4: attributes	11
v65 object_opponent5: individual	11
v66 object_opponent5: organization	11
v67 object_opponent5: text/image	11
v68 object_opponent5: record	11
v69 object_opponent5: attributes	11
v70 prefencevote_individual	11
v71 prefencevote_party	11
v72 web1	12
v73 web2	12
v74 web3	12
v75 facebook	12

Introduction

This document describes the data on party newspaper ads and campaign posters from the 2013 parliamentary elections in Austria, as gathered by the Austrian National Election Study (AUTNES), a National Research Network funded by the Austrian Science Fund (FWF) (grant no. S10903-G11).

More information on the variables can be found in the documentation for the AUTNES Content Analysis of Party Press Releases. Inquiries on further details regarding the data and coding can be directed at Laurenz Ennser-Jedenastik (laurenz.ennser@univie.ac.at) at the University of Vienna's Department of Government.

Note that the coding of newspaper ads generates multiple observations for multiple placements of the same ad. The coding of campaign posters does not. No information is available about the number of campaign posters displayed during the campaign.

How to cite these data:

Data users are kindly asked to acknowledge the data *and* the accompanying release document. Please refer to the GESIS data catalogue (www.gesis.org) for a recommendation on how to cite the data and the documentation.

File name:

"ZA5860_v1.1.0"

Conditions of use

Restrictions

The data are available for non-profit use without restrictions.

Confidentiality

AUTNES, the Principal Investigators and the funding institution bear no responsibility for the use of the data, or for interpretations or inferences based on their use, neither do they accept liability for indirect, consequential or incidental damages or losses arising from use of the data.

Deposit requirement

In order to facilitate exchanges within the scientific community and to provide funding agencies with essential information about use of archival resources users of the AUTNES data are requested to notify the AUTNES team of all forms of publications making use of AUTNES data.

v1 id

- *Description:* Individual identification number for each observation.
- *Type:* numeric

v2 medium

- *Description:* Type of advertising medium
- *Type:* numeric
- *Values:*
 - (1) newspaper ad
 - (2) campaign poster

v3 source

- *Description:*
 - Title of publication [daily or weekly newspaper] for all observations. Note that 'Österreich' and 'Österreich (free edition)' include the same ads. Only the page numbers may differ.
 - For the posters, this variable refers to the source from which the designs were identified. Mediafocus is a company that observes the advertising industry; 'party website' refers to ads collected from there.
- *Type:* numeric
- *Values:*
 - (1) Der Standard [daily]
 - (2) Die Presse [daily]
 - (3) Falter [weekly]
 - (4) Format [weekly]
 - (5) Heute [daily]
 - (6) Kleine Zeitung (Graz) [daily]
 - (7) Kronenzeitung [daily]
 - (8) Kurier [daily]
 - (9) News [weekly]
 - (10) Österreich [daily]
 - (11) Österreich (free edition) [daily]
 - (12) Profil [weekly]
 - (13) Salzburger Nachrichten [daily]
 - (14) Tiroler Tageszeitung [daily]
 - (15) Vorarlberger Nachrichten [daily]
 - (20) Mediafocus
 - (21) party website

v4 date

- *Description:* Date on which the ad was published.
- *Type:* date (DD MMM YY)
- *NOTE:* no information available for posters; values set to missing.

v5 week

- *Description:* Number of the week in which the ad was published.
- *Type:* numeric
- *NOTE:* no information available for posters; values set to missing.

v6 position

- *Description:* Ads placed in the main part of the newspaper were coded as ‘Hauptblatt’ (main part of the newspaper). Placements in other parts (e.g. enclosures) were coded using the specific name or a description (as in code 5 and 6).
- *Type:* numeric
- *Values:*
 - (1) Aus Stadt und Land
 - (2) Bunt
 - (3) Einlage
 - (4) Extra
 - (5) Fakecover
 - (6) Fakecover Seite 2
 - (7) Hauptblatt
 - (8) Herbstmesse
 - (9) Programm
 - (10) Tele
 - (11) Wahl Extra
 - (12) Wahl-Extra
 - (13) Weekend
 - (14) Zukunft
- *NOTE:* no information available for posters; values set to missing.

v7 page

- *Description:* Number of page that features the ad.
- *Type:* string (because some publications use page numbers such as ‘A1’)
- *NOTE:* no information available for posters; values set to missing.

v8 size_horizontal

- *Description:* Horizontal size of the ad in centimeters.
- *Type:* numeric
- *NOTE:* no information available for posters; values set to missing.

v9 size_vertical

- *Description:* Vertical size of the ad in centimeters.
- *Type:* numeric
- *NOTE:* no information available for posters; values set to missing.

v10 subject_advertiser

- *Description:* Name of the organization (parties and ancillary organizations) sponsoring the ad/poster.
- *Type:* numeric
- *Values:* according to AUTNES list of organizations

v11 subject_advertiser: simplified

- *Description:* Organizations coded in v11 summarized into political parties.
- *Type:* numeric
- *Values:* according to AUTNES list of organizations

v12 design

- *Description:* During the coding process the ads and posters were given a specific name including the party and a short description of the content (in most cases using the ads' or posters' slogan). These names are unofficial and only serve identification purposes.
- *Type:* numeric
- *Values:* not shown since N=487. Example:
 - (1) BZÖ_Fair teilen

v13 type

- *Description:* Type of ad/poster.
- *Type:* numeric
- *Values:*
 - (1) classical ad
 - (2) announcement [campaign events etc.]
 - (3) pseudo-article [ad looks like an article]
 - (4) other

v14 testimonial

- *Description:* Does the ad/poster include a testimonial (thus an endorsement from outside the party)?
- *Type:* numeric
- *Values:*
 - (1) yes
 - (2) no

v15 issue1

- *Description:* Main issue mentioned in ad/poster.
- *Type:* numeric
- *Values:* according to AUTNES list of issues (Level II)

v16 issue2

- *Description:* Second issue mentioned in ad/poster. This variable was coded only for specific ads by the Greens which prominently referred to the campaign slogan 'Saubere Umwelt. Saubere Politik' (clean environment, clean politics) and thus to two different issues. Other observations set to missing.
- *Type:* numeric
- *Values:* according to AUTNES list of issues (Level II)

v17 pledge

- *Description:* Does the ad/poster include a pledge by the advertising party?
- *Type:* numeric
- *Values:*
 - (1) yes, regarding coded issue
 - (2) yes, regarding other issue
 - (3) no pledge

v18 subject_advertiser: record

- *Description:* Does the ad/poster include a reference to the advertiser's track record?
- *Type:* numeric
- *Values:*

- (1) yes, regarding coded issue
- (2) yes, regarding other issue
- (3) no record

v19 subject_advertiser: attributes

- *Description:* Does the ad/poster include a reference to attributes of the advertiser?
- *Type:* numeric
- *Values:*
 - (1) competence
 - (2) leadership
 - (3) character
 - (4) appearance

Variables referring to ‘friends’ and ‘opponents’

Note the following definition of two types of actors:

- ‘friend’: any individual or organization positively mentioned in the ad (apart from the advertiser); up to five friends were coded
- ‘opponent’: any individual or organization negatively mentioned in the ad; up to five opponents were coded

v20 object_friend1: individual

- *Description:* Name of friend1 mentioned in the ad (if it is an individual).
- *Type:* numeric
- *Values:* according to AUTNES list of individuals

v21 object_friend1: organization

- *Description:* Organization of friend1 mentioned in the ad (if there is an organizational affiliation or the actor is an organization).
- *Type:* numeric
- *Values:* according to AUTNES list of organizations

v22 object_friend1: text/image

- *Description:* How was friend1 presented in the ad/poster?
- *Type:* numeric
- *Values:*
 - (1) text only
 - (2) text and image
 - (3) image only

v23 object_friend1: record

- *Description:* Does the ad/poster include a reference to friend1’s track record?
- *Type:* numeric
- *Values:*
 - (1) yes, regarding coded issue
 - (2) yes, regarding other issue
 - (3) no record

v24 object_friend1: attributes

- *Description*: Does the ad/poster include a reference to characteristics of friend1?
- *Type*: numeric
- *Values*:
 - o (1) competence
 - o (2) leadership qualities
 - o (3) character
 - o (4) appearance

The variables v25 through v44 are coded analogous to v20 through 24:

v25 object_friend2: individual

v26 object_friend2: organization

v27 object_friend2: text/image

v28 object_friend2: record

v29 object_friend2: attributes

v30 object_friend3: individual

v31 object_friend3: organization

v32 object_friend3: text/image

v33 object_friend3: record

v34 object_friend3: attributes

v35 object_friend4: individual

v36 object_friend4: organization

v37 object_friend4: text/image

v38 object_friend4: record

v39 object_friend4: attributes

v40 object_friend5: individual

v41 object_friend5: organization

v42 object_friend5: text/image

v43 object_friend5: record

v44 object_friend5: attributes

v45 object_opponent1: individual

- *Description*: Name of opponent1 mentioned in ad/poster (if it is an individual).
- *Type*: numeric
- *Values*: according to AUTNES list of individuals

v46 object_opponent1: organization

- *Description*: Organization of opponent1 presented in ad/poster (if there is an organizational affiliation or the actor is an organization).
- *Type*: numeric
- *Values*: according to AUTNES list of organizations

v47 object_opponent1: text/image

- *Description*: How was opponent1 presented in the ad/poster?
- *Type*: numeric
- *Values*:
 - o (1) text only
 - o (2) text and image

- (3) image only

v48 object_opponent1: record

- *Description:* Does the ad/poster include a reference to opponent1’s track record?
- *Type:* numeric
- *Values:*
 - (1) yes, (also) with respect to the issue coded
 - (2) yes, with respect to other issues
 - (3) no record

v49 object_opponent1: attributes

- *Description:* Does the ad/poster include a reference to characteristics of opponent1?
- *Type:* numeric
- *Values:*
 - (1) competence
 - (2) leadership qualities
 - (3) character
 - (4) appearance

The variables v50 through v69 are coded analogous to v45 through v49:

- v50 object_opponent2: individual
- v51 object_opponent2: organization
- v52 object_opponent2: text/image
- v53 object_opponent2: record
- v54 object_opponent2: attributes
- v55 object_opponent3: individual
- v56 object_opponent3: organization
- v57 object_opponent3: text/image
- v58 object_opponent3: record
- v59 object_opponent3: attributes
- v60 object_opponent4: individual
- v61 object_opponent4: organization
- v62 object_opponent4: text/image
- v63 object_opponent4: record
- v64 object_opponent4: attributes
- v65 object_opponent5: individual
- v66 object_opponent5: organization
- v67 object_opponent5: text/image
- v68 object_opponent5: record
- v69 object_opponent5: attributes

v70 prefencevote_individual

- *Description:* Name of candidate advertising for a preference vote.
- *Type:* numeric
- *Values:* according to AUTNES list of individuals

v71 prefencevote_party

- *Description:* Party affiliation of candidate advertising for a preference vote.

- *Type*: numeric
- *Values*: according to AUTNES list of organizations

v72 web1

- *Description*: URL of first website mentioned.
- *Type*: string

v73 web2

- *Description*: URL of second website mentioned.
- *Type*: string

v74 web3

- *Description*: URL of third website mentioned.
- *Type*: string

v75 facebook

- *Description*: Name of Facebook presence, if mentioned.
- *Type*: string