

APPENDIX I POLITICAL ADVERTISING PROJECT

This book emerged from a content analysis study of electoral broadcasts (spots) and posters in the 2014 European Parliament elections. The project involving a coding of political advertising broadcasts and posters was led by Christina Holtz-Bacha, Edoardo Novelli and Kevin Rafter, and involved partners in different member states including:

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APPENDIX 2 CODEBOOKS

For the content analysis work undertaken in this project, two codebook questionnaires were devised by the research team, one with 33 variables (posters) and the second (spots) with 35 variables. Both questionnaires were structured into three parts: the first, common to the two codebooks, sought to identify and classify the material; the second focused on the iconographic/aesthetic/visual dimension of the posters and spots; and the third examined the textual/visual/discursive dimension.

Following initial tests on the data entry system (1–7 April 2014), corrections and changes to the system were undertaken (11–18 April 2014). Spots and posters were uploaded between 5 May 2014 and 31 July 2014. Overall, the researchers involved collected 1,023 posters and 422 spots.

PART I (SIMILAR FOR SPOTS AND POSTERS)

V00 Country

01	Germany
02	France
03	UK
04	Italy
05	Spain
06	Poland

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07	Romania
08	Netherlands
09	Belgium
10	Greece
11	Portugal
12	Czech Republic
13	Hungary
14	Sweden
15	Austria
16	Bulgaria
17	Denmark
18	Finland
19	Slovakia
20	Ireland
21	Croatia
22	Lithuania
23	Slovenia
24	Latvia
25	Estonia
26	Cyprus
27	Luxembourg
28	Malta

V00_1 Country ISO

AT
BE
BG
CY
HR
DK
EE
FI
FR
DE
GB
EL
IE
IT
LV

(continued)

(continued)

LT
 LU
 MT
 NL
 PL
 PT
 CZ
 SK
 RO
 SI
 ES
 SE
 HU

V00_2 European area¹

01	Continental Europe
02	East Europe
03	South Europe
04	North Europe

V00_3 Group of membership

01	Founder County 1957
02	First Enlargement 1973
03	Second and Third Enlargements 1981–1986
04	Fourth enlargement 1995
05	From 2004 until now

V01 Title of poster/ads

Free text

V02 Poster /ads typology (we analyse only the posters/ads produced for the EU election)

-
- 01 Poster/ads of the national political campaigns produced by a party or a coalition running the European elections
 - 02 Poster/ads of the personal political campaign produced by one or more candidates that are running the European elections
 - 03 Poster/ads of produced by associations that are not running the European elections
-

V03 Party or coalition name

Free text

V03_1 Party or coalition full name (in English translation)

Free text

V03_2 European party family (one or two options for the coalitions)

Free text

V03_3 Initials in capital letters

Free text

V03_4 Numbers of seats at European election 2014 (insert after the elections)

Free text

V03_5 Percentage of votes at European election 2014 (insert after the elections)

Free text

V04 Upload poster/ads file

File name

PART II (PART OF THE QUESTIONNAIRE SPECIFIC TO POSTERS)

V05 Translation of the main texts of the poster into English

Free text

V06 Poster typology

- | | |
|----|---|
| 01 | Textual (only text, no images except political symbols and flags) → Skip to V19 |
| 02 | Photographic |
| 03 | Drawing (real or by computer) |
-

V07 Function of the visual

- | | |
|----|---|
| 01 | To illustrate (image of a leader, a landscape, people, workers) |
| 02 | To show an action (Usually very few) |
| 03 | To present a situation, an idea, a real or unreal situation |
-

V08 Is/are the leader/s present?

- 01 Yes (they could be the candidates or others leaders of the party, or leaders of opposing parties).
 02 No → Skip to V10
-

V09 Insert the name/s of the leader/s (max 3)

Free Text → Skip to V11

V10 Who is present in the poster? (multiple choice max 3) → Skip to V19

- 01 None
 02 Children
 03 Common people
 04 Employees
 05 Famous people
 06 Old people
 07 Young people
 08 Voters (talking about their vote or in the act of voting)
 09 Women
 10 Workers
 11 Family
 12 Other
-

V11 What kind of leader/s is/are portrayed

- 01 Friend/s
 02 Opponent/s
 03 Both
-

V12 The leader/s present is/are

- 01 National
 02 Foreign
 03 Both
-

V13 How the main leader/s is/are dressed?

- 01 Formal: business suit (jacket and tie) for man or office wear for women
 02 Semi-formal (jacket or tie)
 03 Casual (no jacket and no tie)
 04 More than one outfit
-

V14 What is the expression of the leader/s? /How do the leader/s appear?

01	Smiling/friendly
02	Serious/worried/angry
03	Neutral
04	Funny (in particular in the negative and humour ads)

V15 Are visual representations of the member state present?

01	Yes
02	No → Skip to V17

V16 Visual representations (multiple choice max 3)

01	Buildings
02	Cities
03	Famous people
04	Landscapes
05	Maps
06	Monuments
07	National flags
08	Politicians
09	Traditional icons
10	Other

V17 Are visual representations of the EU present?

01	Yes
02	No → Skip to V19

V18 Visual representations (multiple choice max 3)

01	Buildings
02	Cities
03	Famous people
04	Landscapes
05	Maps
06	Monuments
07	European flags
08	Politicians

(continued)

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09	Traditional icons
10	Flag/s
11	Other

V19 Is/are the official symbol/s of the political party present?

01	Yes
02	No

V20 Is/are the official symbol/s of EU group membership present?

01	Yes
02	No

V21 Is/are there other political symbol/s?

01	Yes
02	No → Skip to V23

V22 Please specify which ones

Free text

V23 Are there verbal references of the member state?

-
- 01 Yes to the people (the Italians, the French, the Italian/French people, the Italian/French voters, etc.)
 - 02 Yes to the territory (Italy, France, Nation, State, Land, Country)
 - 03 Yes to people and country
 - 04 No
-

V24 Are there verbal references to the EU?

-
- 01 Yes to the people (the Europeans, the European people, the European voters, etc.)
 - 02 Yes to the territory (Europe, EU)
 - 03 Yes to people and territory
 - 04 No
-

V25 Are there verbal references to the political/ideological dimension?

01	Yes
02	No → Skip to V27

V26 Please specify which ones (e.g. communism, fascism, left, right, conservative, liberal, hammer and sickle, stars, flames)

Free text

V27 The poster is mainly focused on:

01	National items → Skip to V29
02	European/international items
03	Both (national and European)
04	None → Skip to V29

V28 How is Europe represented?

01	Positively (opportunity, resource, develop, etc.)
02	Negatively (threat, risk, inflation, etc.)
03	Neutrally
04	Not represented

V29 Items of the poster (multiple choice max 3)

A1	Labour
A2	Development
A4	Liberalization
A5	Salaries
A6	Unemployment
A7	Other labour items
B1	Crisis
B2	Banks
B3	Finance
B4	Inflation
B5	Taxes
B6	Other economic items
C1	Euro policies
C2	Anti-Euro
C3	EU politicians members
C4	Euro banks

(continued)

(continued)

C5	Euro crisis
C6	Euro finance
C7	Euro funds
C8	Euro institutions
C9	Euro taxes
C10	Euro (currency)
C11	European Union
C12	Other European items
D1	Corruption
D2	Crime
D3	Justice
D4	Public safety
D5	Violence/terrorism
D6	Other security items
E1	Social services
E2	Grants
E3	Housing policy
E4	National Health Service
E5	National Educational Service
E6	Public services
E7	Other welfare items
F1	North
F2	South
F3	East
F4	West
F5	Other geographical items
G1	Peace
G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Others value items
H1	Alliances
H2	Antipolitics
H3	Candidacies
H4	Electoral lists
H5	Party families
H6	Political parties
H8	Left
H9	Right
H10	Liberal
H11	Conservative
H12	Other political/ideological issues

(continued)

(continued)

I1	Agriculture
I2	Autonomy/federalism
I3	Civil rights
I4	Environment
I5	Industry
I6	Information system
I7	Instruction/school
I8	Nuclear
I9	Old people
I10	Reforms
I11	Religion
I12	Sport
I13	Tourism
I14	Woman
I15	Young people
I16	Leader (biography/who he-she is)
I17	Immigration
I18	Other items

V30 Is the poster against someone or something? Negative advertising

01	Yes
02	No → Skip to V32

V31 Who/what is/are the target/s of the negative attack? (multiple choice max 3)

01	Foreign countries
02	Foreign/European political parties/associations
03	National political parties/associations
04	EU institutions/government
05	National government
06	Foreign/European politicians
07	National politicians
08	Political institutions
09	Economic institutions
10	Others

V32 The poster uses humour, satire, irony, parody?

01	Yes
02	No → Skip to V34

V33 Who/what is/are the target/s of the humour, satire, irony, parody? (multiple choice max 3)

01	Foreign countries
02	Foreign/European political parties
03	Foreign/European politicians/leader
04	Foreign/EU institutions/government
05	Foreign/European economic institutions
06	National political parties
07	National politicians/leaders
08	National institutions/government
09	National economic institutions
10	Other

**PART III (PART OF THE QUESTIONNAIRE SPECIFIC
TO COMMERCIALS/SPOTS)**

V05 Translation of the title of the ads into English

Free text

V06 Brief description of the video

Free text

V07 Ads typology

-
- | | |
|----|--|
| 01 | Animation/cartoon/computer graphics |
| 02 | Documentary (historical images) |
| 03 | Fiction (a story or a comedy sketch played by actors, background actors, politicians or common people) |
| 04 | Graphic texts animated |
| 05 | Real life (speeches or contemporary general images) |
| 06 | Talking head – speeches |
| 07 | Other |
-

V08 Ads genre

-
- 01 Political programme or realizations (What we want to do or we have done) → Skip to V11
 - 02 Negative/attach (against a person or a party)
 - 03 Feeling good (by eliciting positive emotions such as hope, enthusiasm, even pride) → Skip to V11
 - 04 Satire/humour/parody → Skip to V10
 - 05 Common people (usually electors or citizens) → Skip to V11
 - 06 Testimonial (with stars or famous people. In case of both presence of common people and testimonials chose this one) → Skip to V11
 - 07 Biographical/leader (focused on the history and the life of one person, usually the leader) → Skip to V11
 - 08 Other → Skip to V10
-

V09 Who/what is/are the target/s of the negative attack? (multiple choice max 3)

-
- 01 Foreign countries
 - 02 Foreign/European political parties/associations
 - 03 National political parties/associations
 - 04 EU institutions/government
 - 05 National government
 - 06 Foreign/European politicians
 - 07 National politicians
 - 08 Political institutions
 - 09 Economic institutions
 - 10 Other
-

V10 Who/what is/are the target/s of the humour/satire (multiple choice max 3)

-
- 01 Foreign countries
 - 02 Foreign/European political parties
 - 03 Foreign/European politicians/leader
 - 04 Foreign/EU institutions/government
 - 05 Foreign/European economic institutions
 - 06 National political parties
 - 07 National politicians/leaders
 - 08 National institutions/government
 - 09 National economic institutions
 - 10 Other
-

V11 The ads is mainly focused on

01	National items
02	European/international items
03	Both (national and European)
04	None

V12 Items of the ads (multiple choice max 3)

A1	Labour
A2	Development
A4	Liberalization
A5	Salaries
A6	Unemployment
A7	Other labour items
B1	Crisis
B2	Banks
B3	Finance
B4	Inflation
B5	Taxes
B6	Other economic items
C1	Euro policies
C2	Anti-Euro
C3	EU politicians members
C4	Euro banks
C5	Euro crisis
C6	Euro finance
C7	Euro funds
C8	Euro institutions
C9	Euro taxes
C10	Euro (currency)
C11	European Union
C12	Other European items
D1	Corruption
D2	Crime
D3	Justice
D4	Public safety
D5	Violence/terrorism
D6	Other security items
E1	Social services
E2	Grants
E3	Housing policy
E4	National Health Service
E5	National Educational Service

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(continued)

E6	Public services
E7	Other welfare items
F1	North
F2	South
F3	East
F4	West
F5	Other geographical items
G1	Peace
G2	Honesty
G3	Justice
G4	Solidarity
G5	Traditions
G6	Others value items
H1	Alliances
H2	Antipolitics
H3	Candidacies
H4	Electoral lists
H5	Party families
H6	Political parties
H8	Left
H9	Right
H10	Liberal
H11	Conservative
H12	Other political/ideological issues
I1	Agriculture
I2	Autonomy/federalism
I3	Civil rights
I4	Environment
I5	Industry
I6	Information system
I7	Instruction/school
I8	Nuclear
I9	Old people
I10	Reforms
I11	Religion
I12	Sport
I13	Tourism
I14	Woman
I15	Young people
I16	Leader (biography/who he-she is)
I17	Immigration
I18	Other items

V13 The message of the ads is mainly

01	Emotional
02	Rational → Skip to V.15
03	Other → Skip to V.16

V14 Specify the kind of emotion (multiple choice max two)

01	Amusement
02	Anger
03	Compassion
04	Empathy-Sympathy
05	Enthusiasm
06	Fear
07	Pride
08	Sadness
09	Feeling good
10	Other

V15 Specify the kind of rationality (multiple choice max two)

01	Competence
02	Concrete data/numbers
03	Consistency
04	Justice
05	Knowledge
06	Reliability
07	Other

V16 Is/are the leader/s present?

-
- | | |
|----|--|
| 01 | Yes (they could be the candidates or others leaders of the party, or the leaders of opposing parties). |
| 02 | No → Skip to V19 |
-

V17 Specify how

01	In video
02	In voice
03	Both (in video and in voice)

V18 Insert the name/s of the leader/s (max 3)

Free text

V19 WHO is present in the ads? (multiple choice max 3) → Skip to V24

01	None
02	Children
03	Common people
04	Employees
05	Famous people
06	Old people
07	Young people
08	Voters (talking about their vote or in the act of voting)
09	Women
10	Workers
11	Family
12	Other

V20 What kind of leader/s is/are present?

01	Friend/s
02	Opponent/s
03	Both

V21 The leader/s present is/are

01	National
02	Foreign
03	Both

V22 How the main leader/s is/are dressed?

01	Formal: business suit (jacket and tie) for man or office wear for women
02	Semi-formal (jacket or tie)
03	Casual (no jacket and no tie)
04	More than one outfit

V23 What is the expression of the leader/s? /How do the leader/s appear?

01	Smiling/friendly
02	Serious/worried/angry
03	Neutral
04	Funny (in particular in the negative and humour ads)

V24 Are visual representations of the member state present?

01	Yes
02	No → Skip to V26

V25 Visual representations (multiple choice max 3)

01	Buildings
02	Cities
03	Famous people
04	Landscapes
05	Maps
06	Monuments
07	National flags
08	Politicians
09	Traditional icons
10	Other

V26 Are visual representations of the EU present?

01	Yes
02	No → Skip to V28

V27 Visual representations (multiple choice max 3)

01	Buildings
02	Cities
03	Famous people
04	Landscapes
05	Maps
06	Monuments
07	European flags
08	Politicians

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09	Traditional icons
10	Flag/s
11	Other

V28 Is/are the symbol/s of the political party present?

01	Yes
02	No

V29 Is/are the symbol/s of EU group membership present?

01	Yes
02	No

V30 Is/are there other political symbol/s?

01	Yes
02	No → Skip to V32

V31 Please specify which ones**V32 Are there verbal references to the member state?**

-
- 01 Yes to the people (the Italians, the French, the Italian/French people, the Italian/French voters, etc.)
 - 02 Yes to the territory (Italy, France, Nation, State, Land, Country)
 - 03 Yes to people and country
 - 04 No
-

V33 Are there verbal references to the EU?

-
- 01 Yes to the people (the Europeans, the European people, the European voters, etc.)
 - 02 Yes to the territory (Europe, EU)
 - 03 Yes to people and territory
 - 04 No
-

V34 How is Europe represented?

01	Positively (opportunity, resource, develop, etc.)
02	Negatively (threat, risk, inflation, etc.)
03	Neutrally
04	Not represented

V35 Are there verbal references to the political/ideological dimension?

01	Yes
02	No → Skip to the end

V36 Please specify which ones (e.g. communism, fascism, left, right, conservative, liberal, hammer and sickle, stars, flames)

Free Text

NOTE

1. For analytical purposes, the EU was divided into four geographical regions – Northern Europe (Denmark, Finland, Sweden, Estonia, Latvia, Lithuania, the UK, Ireland); Continental Europe (Austria, Belgium, France, Germany, Luxembourg, the Netherlands); Southern Europe (Italy, Portugal, Spain, Malta, Cyprus, Greece, Croatia); and Eastern Europe (Bulgaria, Poland, Czech Republic, Romania, Slovakia, *Slovenia*, *Hungary*).

2015 World Press Freedom Index. Reporters without Borders. <https://index.rsf.org/#!/>

Comment, alternative: World Freedom Index. (2015). Reporters without Borders. <https://index.rsf.org/#!/>

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