

Content Analysis of the Press Coverage of the 2001 British General Election.

The 2001 study is sponsored by a grant from the British Economic and Social Research Council (ESRC) as part of the British Election Study (BES) undertaken by the Government Department at the University of Essex. Campaign news was coded from 8 daily newspapers (Monday – Friday) from the day after the election was announced (9th May) to the day of the election (7th June).

Abstract:

The aims of the project were: To conduct a ‘high-level’ content analysis of the press coverage of the 2001 election campaign. This analysis will result in the creation of a ‘campaign dataset’ which will enable movements in opinion during the campaign to be related to press coverage of the campaign. A simplified version of the 1997 Scammel/Semetko coding schema was devised for this purpose.

Universe Sampled:

Location of units of observation: National; Country: United Kingdom national. Population keywords: News items

Population:

Content of press news coverage during the general election campaign period 9th May – 7th June 2001. Articles relating to the election campaign were identified from 8 daily newspapers (Monday – Friday): *The Guardian, The Times, The Daily Telegraph, The Independent, The Sun, The Mirror, The Daily Mail, The Express*. This included articles from within the ‘home news’ pages of the newspapers and, in addition, leaders, editorial and comment articles referring to the election campaign. No photographs, paid-for campaign advertisements, diary columns or articles of less than 50 words (with the exception of front page articles) were included. Campaign articles from other pages or separate sections to the main newspapers were not included - for example, international, finance, sports and letters pages, the *Guardian*’s G2, etc. The exceptions to this were leaders, editorial and comment articles from the *Independent* which all appear in the supplementary *Review* section.

Kind of Data:

Textual data.

Data Sources:

The originals of press data (newspapers) are held at the Department of Government, University of Essex.

Time Dimensions:

Cross-sectional (one-time study).

Sampling Procedures:

For comparability with the 1997 press coverage study all articles from the front pages, with the exception of 'Bulletin' items, were coded. All articles relating to the election campaign appearing on the front pages of the newspapers were fully coded (200 articles). All other articles from the front pages of the newspapers were partially coded (including political articles that did not relate specifically to the campaign) up to and including variable 8 (V8) (269 articles). Approximately 2,500 campaign articles were identified from within the main section of the newspapers and a random sample of approx. 50% was drawn using SPSS (1240 articles).

Method of Data Collection:

Articles relating to the campaign were identified from hard copies of the newspapers. The on-line service LexisNexis™ was used to provide hard copies of the identified articles for coding and to collect headline data.

File Layout:

5 files are available:

File 1: a dataset of 1440 campaign articles content-coded using the coding schema

File 2: a dataset of 269 non-campaign articles partially content-coded using the coding schema

File 3: a dataset of 200 front-page campaign headlines

File 4: a dataset of 269 front-page non-campaign headlines

File 5: a dataset of 1240 campaign headlines from a sample taken from the main section of newspapers

File 1

Variable name	description	type	size
artdate	date of article	date	8 dd.mm.yy
idno	a unique identifier for each article (idno from File 1 will correspond to idno from the relevant File 3 or File 5)	numeric	5
paper	newspaper	numeric	1
day	day of week	numeric	1
papertyp	newspaper type	numeric	1
artsize	article size	numeric	4
arttyp	article type	numeric	1
pageno	page number	numeric	2
author	type of author	numeric	2
authgen	gender of author	numeric	2
authnme	name of author	string	80
storytyp	type of story	numeric	2
setting	setting	numeric	1
treatmnt	treatment	numeric	1
coder	coder	numeric	1
theme1st	main theme	numeric	3
thme1oth	other main theme	string	80
thme1agr	aggregated main theme	numeric	2
theme2st	2 nd theme	numeric	3
thme2oth	other 2 nd theme	string	80
thme2agr	aggregated 2 nd theme	numeric	2
theme3st	3 rd theme	numeric	3
thme3oth	other 3 rd theme	string	80
thme3agr	aggregated 3 rd theme	numeric	2
actor1st	main actor	numeric	4
act1gen	gender of main actor	numeric	2
act1oth	other main actor	string	80
actor2nd	2 nd actor	numeric	4

File 1 cont...

Variable name	description	type	size
act2gen	gender of 2 nd actor	numeric	2
act2oth	other 2 nd actor	string	80
actor3rd	3 rd actor	numeric	4
act3gen	gender of 3 rd actor	numeric	2
act3oth	other 3 rd actor	string	80
actor4th	4 th actor	numeric	4
act4gen	gender of 4 th actor	numeric	2
act4oth	other 4 th actor	string	80
journev1	journalist evaluation of main actor	numeric	1
journev2	journalist evaluation of 2 nd actor	numeric	1
evlting1	1 st actor evaluating	numeric	4
evltion1	1 st evaluation	numeric	1
evted1	1 st actor evaluated	numeric	4
evlting2	2 nd actor evaluating	numeric	4
evltion2	2 nd evaluation	numeric	1
evted2	2 nd actor evaluated	numeric	4
tone1st	tone towards main actor	numeric	1
tone2nd	tone towards 2 nd actor	numeric	1
policy	policy information	numeric	1
prsonlty	personality information	numeric	1

File 2

Variable name	description	type	size
artdate	date of article	date	8 dd.mm.yy
idno	a unique identifier for each article (idno from File 2 will correspond to idno from File 4)	numeric	5
paper	newspaper	numeric	1
day	day of week	numeric	1
papertyp	newspaper type	numeric	1
artsize	article size	numeric	4
arttyp	article type	numeric	1
pageno	page number	numeric	2

File 3, File 4, File 5

Variable name	description	type	size
idno	a unique identifier for each article (idno from File 3 or File 5 will correspond to idno from File 1; idno from File 4 will correspond to idno from File 2)	numeric	5
paper	newspaper	numeric	1
artdate	date of article	date	8 dd.mm.yy
page	page number (inc. continuation page)	string	6
artsize	article size	numeric	4
papertyp	newspaper type	numeric	1
arttyp	article type	numeric	1
headline	headline	string	250
authme	name of author	string	100

2001 BRITISH GENERAL ELECTION CAMPAIGN PRESS NEWS CONTENT ANALYSIS CODEBOOK

VARIABLE LIST

V1 ARTDATE (dd/mm/yy)
Date of article

V2 IDNO
Unique identification number allocated to each article

V3 PAPER
Newspaper in which the article appeared
01 Guardian
02 Times
03 Telegraph
04 Independent
05 Sun
06 Mirror
07 Mail
08 Express

V4 DAY
Day of week on which the article appeared
01 Monday
02 Tuesday
03 Wednesday
04 Thursday
05 Friday

V5 PAPERTYP
Type of newspaper in which the article appeared
01 Tabloid
02 Broadsheet

V6 ARTSIZE
Size of article - number of words provided by LexisNexis™

V7 ARTTYP
Type of article to enable identification of campaign articles
01 Campaign
02 Non-Campaign (Front Page only)

V8 PAGENO

Page number on which the article appeared. Where a continuation page is given, only the first page number should be coded.

V9 AUTHOR

Author of the article

01 Political Editor/Correspondent/Expert

02 Columnist

03 Not Given

04 Other

05 Can't Determine

99 Other (e.g. celebrity voter, voter, overseas journalist)

(Code 01 where journalist is specified, or can be identified, as political; 02 where journalist is specified as a columnist; 03 where no byline is present; 04 where the journalist's name and position is present but the position is non-political; 05 where journalist's name is present and no position is given. Where more than one author is acknowledged, only the first named author should be coded.)

V10 AUTHGEN

Gender of the author

01 Male

02 Female

03 Can't Determine/None

V11 AUTHNME

For completeness, for Author type 05, the name of the author may also be coded.

V12 STORYTYP

Type of story

01 Straight News

02 News Analysis/Background/Facts & Figures

03 Feature/Profile

04 Editorial/Leader

05 Comment/Opinion

06 Interview

07 Signed Column

08 Sketch

09 Picture Caption (Front Page, Campaign articles only)

99 Other (e.g. joke columns)

(STRAIGHT NEWS if article relates to events over previous 24-hrs; NEWS ANALYSIS if article brings together information from different points in time; FEATURE/PROFILE if article has current information combined with substantial background information and often interviews with several protagonists OR if article contains attributes of the main actor with no interviews or substantial background information (e.g. 'Day in the Life' type articles); EDITORIAL/LEADER if article is specifically titled as such; COMMENT/OPINION if article is explicitly titled as such or appears to be

the journalist's opinion without being a Signed Column or Editorial/Leader article, INTERVIEW if article is mainly a one-to-one interview with a main actor, SIGNED COLUMN if article is an explicitly named column, SKETCH if article is explicitly named as such.)

V13 SETTING

Setting/occasion of the story (HOW?)

- 01 Political
- 02 Campaign
- 03 Media
- 04 Other
- 05 No Identifiable Setting

This variable is intended to identify how the story came about. Which source set the agenda for the story? What is the setting or occasion that generated/initiated the story, i.e. the immediate stimulus for the action or events reported in the story? (POLITICAL would include legislative, government, party events or international events; CAMPAIGN would include press conferences, campaign events such as photo opportunities, rallies, speeches, meet-and-greet, candidate debates, launches; MEDIA would include interviews, reporting opinion poll results, journalist analysis, straight news reports of non-campaign events or news analysis; OTHER would include financial community, agricultural community, European community for example). As an example, an article about the launch of a manifesto would be coded 'CAMPAIGN', an article analysing the content of the manifesto would be coded 'MEDIA'.

V14 TREATMNT

Intended to establish the overall treatment given to the article

- 01 Serious
- 02 Lighthearted
- 03 Other

V15 CODER

Person who content-coded the article

- 01 Jane Carr
- 02 Paula Corcoran

V16,19,22 THEME1ST, THEME2ND, THEME3RD

Story theme/subject (WHAT?). What is the story about? The theme or subject list should be used to identify the most important/predominant subject in the story. The second and third-most important/predominant stories should also be coded (if applicable). The most important/predominant subject in the story should have the highest reliability between coders.

Use attached table of Story Subject (What?) variables (Table 1) for subjects.

V17,20,23 THME10TH, THME20TH, THME30TH

Other story subject. For completeness, where the story subject does not easily fit within the identified story subject variables (Table 1) the coder should provide a brief summary of the subject. The most important/predominant subject and up to 2 more subjects (if applicable) may be summarised.

V18,21,24 THME1AGR, THME2AGR, THME3AGR

Aggregated story subject. To enable analysis story subjects have been recoded into the following high-level themes:

- 01 Policy Stories
- 02 Apathy/Low Turnout Stories
- 03 Campaign Events
- 04 Mechanics of Elections
- 05 Types of Voters
- 06 Poll/Outcome Stories
- 07 Media Coverage
- 08 Party/Candidate Stories
- 09 Manifesto Content Stories
- 10 Spin/Media Manipulation
- 99 Other

Use attached table of Aggregated Subject variables (Table 3) for information on how Story Subject variables have been recoded.

V25,28,31,34 ACTOR1ST, ACTOR2ND, ACTOR3RD, ACTOR4TH

Story actors (WHOM?). Who is the story about? The first and second (if applicable) most important/predominant actors should be coded. If applicable, up to 2 subsequent actors may also be coded. This variable will assess the importance of the actors as indicated by a combination of the number of times they are mentioned or referred to, the order in which they appear and their appearance in the headline. The most important/predominant actor in the story should have the highest reliability between coders.

See attached table of Story Actor (Whom?) variables (Table 2).
Code Main, Second Actor and up to 2 subsequent actors.

V26,29,32,35 ACT1GEN, ACT2GEN, ACT3GEN, ACT4GEN

- Gender of actor
- 01 Male
 - 02 Female
 - 03 Can't Determine/None

V27,30,33,36 ACT10TH, ACT20TH, ACT30TH, ACT40TH

Other actor. For completeness, where the actor does not fit within the identified Story Actor variables (Table 2) the coder should provide the name of the actor. The most important/predominant actor and up to 3 more actors (if applicable) may be provided.

V37-38 JOURNEV1, JOURNEV2

Reporter evaluation of Main and Second Actor (as identified in variables V25 and V28 (if applicable)).

00 Can't determine/N/a

01 Criticising

02 Mixed/both

03 Supporting

04 Neutral

The coder should provide up to two entries to summarize the tone of all reporters' comments directed towards the main and second (if applicable) actors in the story. The aim is to determine whether or not reporters' comments were overall neutral (non-directional, straight, descriptive), mixed (a balance of criticising and supporting) or whether they appear to be purely supporting (reinforcing, agreeing,) or criticising (deflating, disagreeing,) the statements and activities of the MAIN ACTORS mentioned in the article. Max. 2 entries.

V39,42 EVLTING1, EVLTING2

Evaluating actor. The coder may provide up to two actors who have been identified as evaluating other actors in the story.

Use attached table of Story Actor (Whom?) variables (Table 2) to identify the actor(s) making the evaluation. Max. 2 entries.

V40,43 EVLTION1, EVLTION2

Actor evaluation of main actors in the story.

00 Can't determine/N/a

01 Criticising

02 Mixed/both

03 Supporting

04 Neutral

The coder should provide up to two entries to summarize the tone of comments directed towards the main actors in the story by other actor/s. The aim is to determine whether or not the comments of another actor mentioned in the story were overall neutral (non-directional, straight, descriptive), mixed (a balance of criticising and supporting) or whether they appear to be purely supporting (reinforcing, agreeing,) or criticising (deflating, disagreeing) the statements and activities of the MAIN ACTORS mentioned in the article.

V41,44 EVLTED1, EVLTED2

Evaluated actor. The coder may provide up to two actors who have been identified as having been evaluated by other actors in the story.

Use attached table of Story Actor (Whom?) variables (Table 2) to identify the actor(s) being evaluated. Max. 2 entries.

V45-46 TONE1ST, TONE2ND

Tone/favourability towards Main and Second Actor (as identified in variables V25 and V28 (if applicable)).

- 01 Negative
- 02 Mixed/Both
- 03 Positive
- 04 Neutral
- 00 Can't Determine

Based on the story as a whole including all information in the story, what is the tone of the story towards the main and second (if applicable) actors? The story should be coded AS A WHOLE, on the four point scale where 1 is negative, 2 is mixed (i.e. both negative and positive), 3 is positive and 4 is neutral (negative and positive both absent). To avoid bias and to differentiate from 'V37-38 JOURNEV1,JOURNEV2', coders should evaluate the tone of the story FROM THE PERSPECTIVE OF THE MAIN or SECOND ACTOR. As an example, this may result in a situation where JOURNEV1 and JOURNEV2 are both coded as 'Neutral' but due to comments and information provided within the story about the main and second actor TONE1ST and TONE2ND may be coded as 'Negative'

V47 POLICY

Density of policy relevant facts/information.

- 01 Low
- 02 Medium
- 03 High
- 00 None/N/A

Some stories may contain a great deal of policy relevant facts/information while others will contain very little, and these should be coded on the three point scale. Some will contain none whatsoever, and these should be coded as 0. (In some instances issues may be referred to without any facts/information regarding policy towards that issue being provided – these should be coded 0.) Refer to the Policy/Issues in the attached table of Story Subject (What?) variables (Table 1) for guidance. A judgement should be made depending on the number of policies referred to, the amount of facts/information and the size of the article.

V48 PRSONLTY

Density of personality information.

- 01 Low
- 02 Medium
- 03 High
- 00 None/N/A

Some stories may contain a great deal of information about actors' personalities while others will contain very little, and these should be coded on the three-point scale. Some will contain none whatsoever, and these should be coded as 0. Personality information is present where comments are made specifically about the actor(s) character(s). A judgement should be made depending the amount of information and the size of the article.

TABLE 1: STORY SUBJECT (WHAT?)

Election Campaign/Election Process

- 101 'Campaign Trail (out & about, meetings, speeches, launches, etc.)'
- 102 'Campaign Strategy (security, emphasis on certain issues, actual running/management of the campaign, etc.)'
- 103 'Announce Election Date'
- 104 'Controlled Campaign'
- 105 'Negative Campaigning/Scare Tactics/Smears'
- 106 'Sleaze'
- 107 'Gaffes/Scandals/Controversies'
- 108 'Campaign Gimmicks (use of celebrities, theme tunes, pledge Card, battle buses, etc.)'
- 109 'Political Distrust/Voter Alienation/Voter Cynicism/Disenchantment'
- 110 'Voter Apathy'
- 111 'Tactical Voting'
- 112 'Postal Voting'
- 113 'Marginal/Key Seats'
- 114 'Local Elections'
- 115 'Hecklers/Protests'
- 116 '(Risks of a) Low Turnout'
- 117 '(Risks of a) Landslide'
- 118 'Spin'
- 119 'Candidate Selection Procedure inc. issue of incumbent MPs being offered peerages to quit safe seats'
- 120 'Electoral Reform'
- 121 'Campaign Funding'
- 122 'Women MPs'
- 123 'Proportional Representation'
- 124 'Prescott's Punch'
- 125 'Dull/Tedious Campaign'
- 126 'Grey Vote'
- 127 'Ethnic Vote'
- 128 'Young Vote'
- 129 'Female Vote'
- 130 'Getting Out the Vote'
- 131 'Media Manipulation'
- 132 'Defectors'
- 133 'Departing/Retiring MPs'
- 134 'PEBs'
- 135 'Election Fraud'
- 136 'Wives/Partners (role/importance of, etc.)'
- 199 'Election Campaign/Process - Other'

Media Coverage/Polls

- 201 'Opinion Poll Result'
- 202 'Opinion Poll Design etc.'
- 203 'Reaction to Poll'
- 204 'Outcome Prediction/Odds on Winning'
- 205 'Turnout Prediction'
- 206 'Media Coverage of Campaign (inc. analysis of coverage, deliberate concentration on specific events/people etc.)'
- 208 'Party/Candidate Endorsements'
- 209 'Voter Panel'
- 210 'Stats/Facts & Figures'
- 211 'Summary of Events'
- 212 'Spoof/joke/gimmick column'
- 213 'Constituency Profile'
- 299 'Media Coverage/Polls - Other'

Parties/Party Leaders and Candidates

- 301 'Qualities/Image – Professional and/or Personal'
- 302 'Aims/Goals'
- 303 'Record/Achievement'
- 304 'Compare Qualities/Aims/Record'
- 305 'Manifesto (content, design of): Labour'
- 306 'Manifesto (content, design of): Conservative'
- 307 'Manifesto (content, design of): Lib Dem'
- 308 'Conflict/Disagreement Between Parties'
- 309 'Conflict/Disagreement Within Parties'
- 310 'Party/Leader/Candidate Profile'
- 311 'The Lords/House of Lords'
- 312 'Manifesto: Business'
- 313 'Blair/Brown Leadership Pact'
- 314 'Post-Election Tory Leadership Battle'
- 315 'Post-Election Cabinet/Whitehall Reorganisation'
- 399 'Parties/Party Leaders/Candidates – Other'

Issues/Policy

- 401 'NHS/Health'
- 402 'Education'
- 403 'Crime/Law & Order'
- 404 'Taxation'
- 405 'Europe in General'
- 406 'The Euro'
- 407 'Pensions'
- 408 'Economy'
- 409 'Transport'
- 410 'Employment'
- 411 'Environment'
- 412 'Welfare'
- 413 'Farming/Agriculture'

Issues/Policy Cont...

- 414 'Immigration/Asylum'
- 415 'Culture/Arts/Sport'
- 416 'Northern Ireland'
- 417 'Racial Issues'
- 418 'Internet Crime/Pornography'
- 419 'National Insurance Contributions'
- 420 'Local Government'
- 421 'Public Services in General'
- 422 'Social Security inc Benefits, etc'
- 423 'Rural Affairs inc. Fox-Hunting'
- 424 'Housing'
- 425 'Parliamentary Reform'
- 426 'Information/Technology'
- 427 'Private Sector Involvement (PPP/PFI)'
- 429 'Petrol Prices'
- 430 'Policies in General'
- 431 'Public Spending'
- 432 'Stealth Taxes'
- 433 'Business'
- 434 'Scottish Issues'
- 435 'Care for the Elderly'
- 436 'Defence'
- 437 'Poverty inc. Gap Between Rich & Poor'
- 499 'Other'

TABLE 2: STORY ACTORS (WHOM?)

Political Parties/Institutions

- 110 'Labour Party'
- 111 'Conservative Party'
- 112 'Lib Dem Party'
- 113 'Scottish Nationalist Party'
- 114 'Plaid Cymru'
- 115 'Green Party'
- 116 'British National Party'
- 117 'UK Independence Party'
- 118 'SDLP - Social Democratic and Labour Party'
- 119 'UUP - Ulster Unionist Party'
- 120 'DUP - Democratic Unionist Party'
- 121 'Sinn Fein'
- 122 'The Government'
- 123 'The Cabinet'
- 124 'Government Department'
- 125 'The Opposition'
- 126 'Parliament/MPs (in general)'
- 127 'The European Union/European Commission'
- 128 'Millbank'
- 129 'Electoral Commission'
- 130 'Scottish Labour'
- 131 'Scottish Tories'
- 197 'Other Party - British Mainland'
- 198 'Other Party - Northern Ireland'
- 199 'Other Institution'

Political – Main Party Leaders

- 210 'Blair Tony'
- 211 'Hague William'
- 212 'Kennedy Charles'

Political – Other Party Leaders

- 213 'Adams Gerry (SF)'
- 214 'Hume John (SDLP)'
- 215 'Jones Ieuan Wyn (PC)'
- 216 'Swinney John (SNP)'
- 217 'Trimble David (UUP)'
- 218 'Nick Griffin (BNP)'
- 299 'Party Leader - Other'

Political – Senior Labour Politicians

- 310 'LAB: Blunkett David'
- 311 'LAB: Brown Gordon'
- 312 'LAB: Cook Robin'
- 313 'LAB: Milburn Alan'
- 314 'LAB: Prescott John'

Political – Senior Labour Politicians Cont...

- 315 'LAB: Smith Chris'
- 316 'LAB: Short Clare'
- 317 'LAB: Straw Jack'
- 399 'LAB: Other Senior Labour Politician'

Political – Other Labour

- 410 'LAB: Baroness Jay of Paddington'
- 411 'LAB: Becket Margaret'
- 412 'LAB: Brown Nick'
- 413 'LAB: Byers Stephen'
- 414 'LAB: Campbell Alistair'
- 415 'LAB: Darling Alistair'
- 416 'LAB: Irvine Lord'
- 417 'LAB: Liddell Helen'
- 418 'LAB: Mandelson Peter'
- 420 'LAB: Mowlam Mo'
- 421 'LAB: McDonagh Margaret'
- 422 'LAB: Reid John'
- 423 'LAB: Smith Andrew'
- 424 'LAB: Taylor Ann'
- 425 'LAB: Vaz Keith'
- 426 'LAB: Woodward Shaun'
- 427 'LAB: Spokesperson or Unnamed Party Source'
- 428 'LAB: Party Official/Aide/Special Advisor/Strategist'
- 429 'LAB: Activist'
- 430 'LAB: Councillor'
- 431 'LAB: MEP'
- 498 'LAB: Other MP/Candidate/Peer'
- 499 'LAB: Other inc. Supporter'

Political – Senior Conservative Politicians

- 510 'CON: Fox Liam'
- 511 'CON: Jenkin Bernard'
- 512 'CON: Maude Francis'
- 513 'CON: May Theresa'
- 514 'CON: Norman Archie'
- 515 'CON: Portillo Michael'
- 516 'CON: Widdecombe Ann'
- 517 'CON: Yeo Tim'
- 599 'CON: Other Senior Politician'

Political – Other Conservative

- 610 'CON: Ainsworth Peter'
- 611 'CON: Ancram Michael'
- 612 'CON: Arbuthnot James'
- 613 'CON: Browning Angela'
- 614 'CON: Duncan-Smith Iain'
- 615 'CON: Garnier Edward'

Political – Other Conservative Cont...

616 'CON: Heathcote Amory David'
617 'CON: Heseltine Michael'
618 'CON: Johnson Boris'
619 'CON: Lansley Andrew'
620 'CON: Letwin Oliver'
621 'CON: McKay Andrew'
622 'CON: Platell Amanda'
623 'CON: Rifkind Malcolm'
624 'CON: Streeter Gary'
625 'CON: The Lord Henley'
626 'CON: The Lord Strathclyde'
627 'CON: Willett David'
628 'CON: Spokesperson or Unnamed Party Source'
629 'CON: Party Official/Aide/Special Advisor/Strategist'
630 'CON: Activist'
631 'CON: Councillor'
632 'CON: MEP'
633 'CON: Kenneth Clarke'
634 'CON: Eric Pickles'
698 'CON: Other MP/Candidate/Peer
699 'CON: Other inc. Supporter'

Political – Senior Lib Dem Politicians

710 'LIB: Beith Alan'
711 'LIB: Campbell Menzies'
712 'LIB: Foster Don'
713 'LIB: Hughes Simon'
714 'LIB: Lord Rodgers of Quarry Bank'
715 'LIB: Taylor Matthew'
716 'LIB: Tonge Jenny'
717 'LIB: Wallace Jim'
799 'LIB: Other Senior Politician'

Political – Other Lib Dem

810 'LIB: Breed Colin'
811 'LIB: Cable Vincent'
812 'LIB: Harver Nick'
813 'LIB: Livsey Richard'
814 'LIB: Maclennan Robert'
815 'LIB: Moore Michael'
816 'LIB: Tyler Paul'
817 'LIB: Webb Steve'
818 'LIB: Willis Phil'
819 'LIB: Spokesperson or Unnamed Party Source'
820 'LIB: Party Official/Aide/Special Advisor/Strategist'
821 'LIB: Activist'
822 'LIB: Councillor'
823 'LIB: MEP'

Political – Other Lib Dem Cont...

- 824 LIB: Other MP/Candidate/Peer
- 899 LIB: Other inc. Supporter'

Political – Other Individuals inc Former Leaders

- 910 'Ashdown Paddy'
- 911 'Bell Martin'
- 912 'Benn Tony'
- 914 'Hattersley Roy'
- 915 'Heath Ted'
- 916 'Kinnock Neil'
- 917 'Livingstone Ken'
- 918 'Major John'
- 919 'Nellist Dave (Socialist Alliance)'
- 920 'Scargill Arthur (Socialist Labour Party)'
- 921 'Taylor Dr. Richard (Kidderminster Independent)'
- 922 'Thatcher Margaret'
- 923 'Titford Jeffrey (UK Independence Party)'
- 924 'Hinduja Brothers'
- 999 'Other Individual'

Political – Other Parties/Politicians

- 1010 'David Ervine (Progressive Unionist Party)'
- 1011 'Henry McLeish (Scottish Parliament First Minister)'
- 1012 'Gary McMichael (Ulster Democratic Party)'
- 1013 'Rhodri Morgan (Welsh Assembly First Minister)'
- 1014 'Sean Neeson (Alliance Party)'
- 1015 'Ian Paisley (Democratic Unionist)'
- 1016 'SNP: MP/Candidate/Spokesperson/Supporter/etc'
- 1017 'PC: MP/Candidate/Spokesperson/Supporter/etc'
- 1018 'Green: MP/Candidate/Spokesperson/Supporter/etc'
- 1019 'NI Party: MP/Candidate/Spokesperson/Supporter/etc'
- 1020 'Other Party: MP/Candidate/Spokesperson/Supporter/etc'
- 1099 'Other Party/Politician'

Political – Relatives

- 2010 'LAB: Cherie Blair'
- 2011 'LAB: Euan Blair'
- 2012 'LAB: Leo Blair'
- 2013 'LAB: Anthony Booth'
- 2014 'LAB: Lauren Booth'
- 2015 'CON: Ffion Hague'
- 2016 'LIB: Sarah Gurling'
- 2017 'CON: Nigel Hague (Father)'
- 2099 'Other Relative'

Other – Organisations/Individuals/Representatives/Overseas

- 3010 'Agriculture Representative'
- 3011 'Business/City Representative'
- 3012 'Business Organisation eg. CBI, Institute of Directors'
- 3013 'Civil Servant'
- 3014 'Celebrity (state whom)'
- 3015 'Economist'
- 3016 'European Leader/Politician (state whom)'
- 3017 'EU Representative'
- 3018 'Farmer/Rural worker'
- 3019 'Film/Documentary Maker'
- 3020 'Heckler/Demonstrator'
- 3021 'Media Commentator/Journalist/Author'
- 3022 'The Media'
- 3023 'Police/Security'
- 3024 'Pressure Group'
- 3025 'Prisoner'
- 3026 'Professional Individual (teacher, lawyer, social worker, police etc.)'
- 3027 'Pollster/Bookmaker'
- 3028 'Pensioners'
- 3029 'Religious Spokesperson'
- 3030 'Royalty'
- 3031 'Scientist/Scientific Expert'
- 3032 'Social Service Representative'
- 3033 'Trade Union/Representative/Member'
- 3034 'Unnamed Source - Non-Party'
- 3035 'University Academic'
- 3036 'Voter/Citizen/Person in Street'
- 3037 'World Leader/Politician (not European)(state whom)'
- 3038 'Geri Halliwell'
- 3039 'Craig Evans - egg thrower'
- 3040 'BBC'
- 3041 'ITV'
- 3042 'Think Tank'
- 3099 'Other'

TABLE 3: AGGREGATED STORY SUBJECT (WHAT?)

	Theme Aggregated
01 Policy Stories	401 - 499
02 Apathy/Low Turnout Stories	104, 105, 109, 110, 116, 117, 125
03 Campaign Events	101, 103, 108, 115, 124
04 Mechanics of Elections	102, 111, 112, 113, 119, 120, 121, 123, 130, 134, 135
05 Types of Voters	126, 127, 128, 129
06 Poll/Outcome Stories	201, 202, 203, 204, 205
07 Media Coverage	206, 212
08 Party/Candidate Stories	301, 302, 303, 304, 308, 309, 310
09 Manifesto Content Stories	305, 306, 307, 312
10 Spin/Media Manipulation	118, 131
99 Other	106, 107, 114, 122, 132, 133, 136, 199, 208, 209, 210, 211, 213, 299, 311, 313, 314, 315, 399