POLS 433 Content Analysis Codesheet

Coder Name __________________________
Date coded __________________________
Date of Article ________________________
Outlet ________________________________
number lines or column inches in story ______________

Tally number of mentions:

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentions of George W. Bush</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentions of Hillary Clinton</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentions of Barack Obama</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Issues Mentioned and number of times:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Rating of the story’s treatment of:

<table>
<thead>
<tr>
<th></th>
<th>Very Unfavorable</th>
<th>Neutral</th>
<th>Very Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>George W. Bush</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hillary Clinton</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barack Obama</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Democratic Party</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Positive Mentions of Hillary Clinton per line or inch ______________
Positive Mentions of Barack Obama per line or inch ______________